

Winning on the Economy with Latinos

Building on the Winning Jobs Narrative Action Framework, Equis Research findings, and Somos Votantes findings in the field

Decades of research – and new data from the 2026 cycle – shows what’s possible when we make the winning economic argument.

Introduction

Across the country, many people – including Latinos – feel stuck between rising costs and a political system they don’t trust to deliver real change. People are frustrated with both parties, skeptical of leaders’ motives, and unsure who truly understands their lives or will fight effectively on their behalf.

Too often, economic debates feel disconnected from people’s day-to-day realities, and leaders fail to offer a clear, relatable vision for how the economy can work better for working people. That disconnect makes it harder to earn trust and build broad support. Winning Jobs Narrative Action exists to close that gap.

Equis Research is focused on closing that gap with Latino voters, in particular. Hispanics are one of the last great wildcards in American elections. According to [Catalist’s 2024 What Happened](#) report, Latinos have grown significantly as a share of both eligible voters (9% in 2008 to 14% in 2024) and of the electorate (7% in 2012 to 10% in 2024), but Latino support has shifted 16 points away from Democrats over the last 3 presidential elections. Many Hispanics gave Trump a chance in 2024 precisely because of their economic concerns and feelings of being passed over or misunderstood by the Democratic Party. Winning Latino voters is key to creating durable majorities – and in order to win Latino voters durably, leaders need to be connecting on the economy.

Together, Equis Research, Winning Jobs Narrative Action, and Somos Votantes have found that the Winning Jobs Narrative Action framework is both broadly effective with general audiences and especially effective among Latino voters. For example: Equis recently found that an economic message centering hardworking people and working families using the

Winning Jobs Narrative Action aspirational populism frame significantly shifted vote choice towards Democrats in the 2026 midterm elections in both English and Spanish.

	<i>Effect on Dem Vote Choice</i>
<i>English:</i> Hardworking people are doing everything right, but costs just keep rising. Instead of lowering costs, Republicans care more about supporting Trump’s tariffs and siding with the wealthy elite at the expense of everyday people. Democrats are fighting to deliver for working families by increasing taxes on the ultrarich and fighting against major corporations that unfairly raise prices to lower the cost of everyday essentials.	+2.5pp* among English-dominant Latino voters
<i>Spanish:</i> La gente trabajadora está haciendo todo lo que debe, pero los costos siguen subiendo. En vez de reducir costos, a los republicanos les importa más respaldar los aranceles de Trump y ponerse del lado de la élite adinerada a costa del ciudadano común. Los demócratas están luchando por las familias trabajadoras, aumentando los impuestos a los ultrarricos, y haciendo frente a las grandes empresas que aumentan los precios injustamente para bajar el costo de los productos esenciales.	+3.4pp* among Spanish-dominant Latino voters

***Result is statistically significant at a 95% confidence level**

This document outlines the specific ways to use the Winning Jobs Narrative Action framework that increase its effectiveness among Latino audiences – pulled from both recent research as well as historical trends over decades. We note throughout that, while the framework itself remains the same when talking to Hispanics, there are specific cultural nuances that make some components more powerful and resonant, and there are specific recommendations for Spanish-language outreach.

The Five Core Elements

The Winning Jobs Narrative Action framework includes five core narrative elements:

Working people are the heroes of the story	1. Focus on working people Lead with working people, small businesses, and farmers — the heroes. Put their aspirations, concerns and daily struggles at the center of the story.
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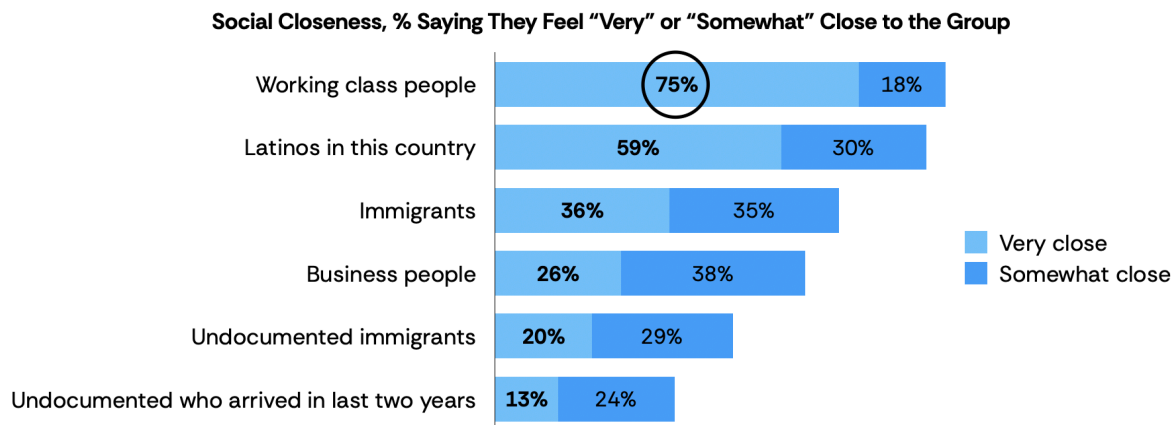
	2. Respect hard work and contribution Connect with Americans’ most deeply held values by showing respect for people’s hard work and contributions to their community. Call out when these values are violated by the wealthy few rigging the rules for their own benefit.
Government offers tools for success	3. Position government in an equipping role Respect the agency of working people. Government should offer concrete solutions that lower costs, raise incomes, fix broken systems, and equip working people with the tools and opportunities to build a good life.
When working people do well, everyone does well	4. Embrace people-driven growth Affirm working people and families as the drivers of economic growth — the reason for our policies. Contrast a people-driven economy with a trickle-down system that prioritizes those at the top.
	5. Highlight shared benefits Paint a picture of how a people-driven economy benefits all Americans, not just those most directly impacted by our policies. Connect our solutions to what matters most to people: their bottom lines and their hopes for the future.

Lead with working people

[Data from Equis and Winning Jobs Narrative Action](#) shows that centering working people in messaging is an effective persuasion tactic.

Equis partnered with Avalanche Strategy & Insights on a [research project in 2022](#) and found that Latinos often prioritize their identities as working people or middle class people.

In a separate survey following the 2024 election, Equis found that Latinos are most likely to say they feel “very” or “somewhat” close to working class people, even over other Latinos or immigrants.



Source: Equis 2024 Post Mortem Poll (April 2025) | 1,700 registered Latinos nationally

Most importantly, Equis has found that centering Hispanics as working people in messaging successfully boosts support for Democrats. A [2022 Spanish-language message test](#) Equis ran with Grow Progress and Somos Votantes revealed that using “gente trabajadora” (working people) in a persuasion message boosted support for Democrats.

In English, research shows it’s best to center working people while also naming Latinos explicitly (though not exclusively). In a MaxDiff survey conducted by Equis and Somos Votantes with Data For Progress, the most convincing message for Hispanics to support Joe Biden was “Joe Biden believes **working people, including hardworking Latinos, play a vital role in our economy.**” However, when the same message focused exclusively on Latinos, it ranked 14th in effectiveness. This demonstrates the importance of naming Hispanics explicitly but also including them within a broader context of working people.

Most convincing as a reason to support Joe Biden
Among registered Latinos voters in AZ, NV, FL, TX using a MaxDiff exercise

	Latino Rank	Non-Latino Rank
Joe Biden believes working people, including hardworking Latinos, play a vital role in our economy.	1	8
Joe Biden believes the middle class, including Latinos, play a vital role in our economy.	9	11
Joe Biden believes Latino working families and small businesses play a vital role in our economy.	10	13
Joe Biden believes Latino working families play a vital role in our economy.	11	17
Joe Biden believes hardworking Latinos play a vital role in our economy.	14	16

Source: Latino WJN MaxDiff, 2023

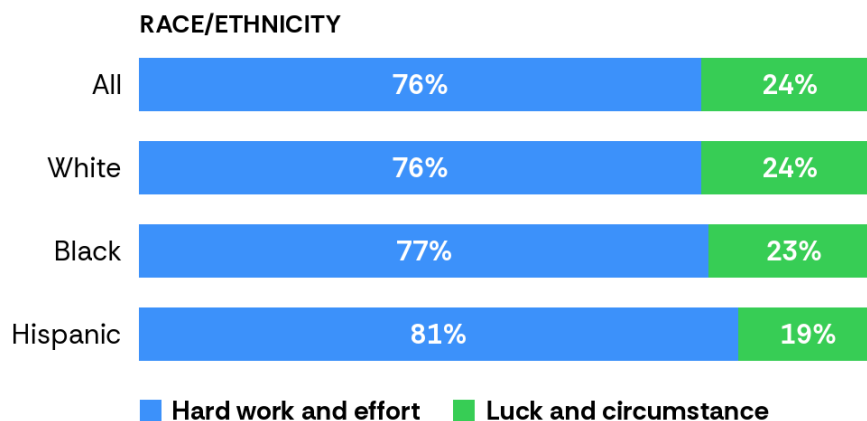
Respect hard work and contribution

Research from [Equis and Winning Jobs Narrative Action](#) shows that Hispanics deeply value hard work and family.

Data from More in Common highlights the importance of hard work as a value among Hispanics relative to other groups. 81% of Hispanics believe that hard work and effort played a greater role than luck and circumstance did in getting them where they are today.

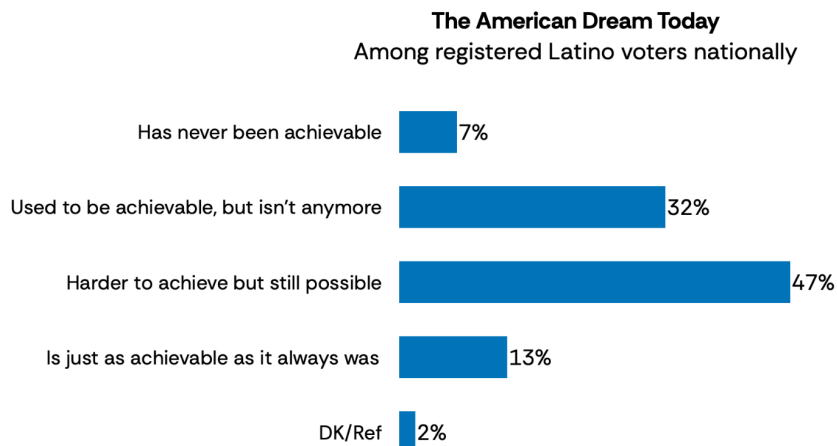
How important is hard work?

Which of the following played a greater role in where you are today?

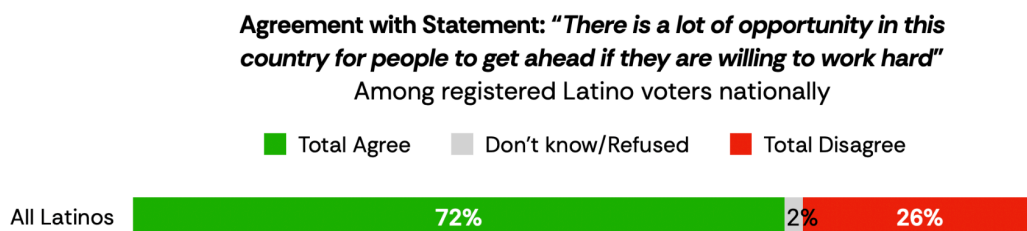


Source: More in Common

A poll from May 2026 shows that while some Latinos are pessimistic about the state of the American Dream, they are still strong believers in one of its core tenets: social mobility through hard work. 72% believe “there is a lot of opportunity in this country for people to get ahead if they are willing to work hard.”



Source: Equis Economy Poll (May 2026) | 2,000 registered Latino voters nationwide

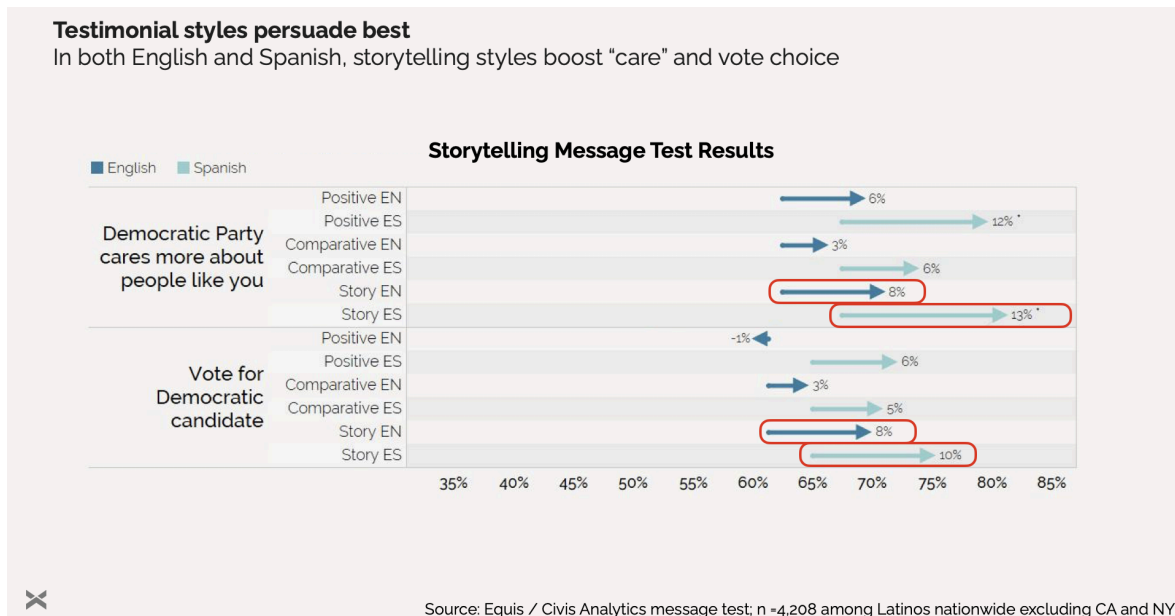


And in an [Equis Research survey from 2022](#), 3-in-4 eligible Hispanic voters say that honoring the struggles and traditions of their parents, grandparents, and ancestors is a “guiding principle in my life” (41% report they agree strongly). Over half (54%) say that “working hard to support my family” is the best way to honor their family and their ancestors. Hard work, then, is not just about personal achievement for its own sake – for many Latinos, it’s rooted in culture and ancestry. This connection between hard work and family is common among many Latinos ([41%](#)) who report family as the value that is most important to them.

Values of hard work and family should be reflected **both visually and verbally**:

Visually: Using real people with real stories as messengers has been a best practice for a long time. Even when first-person testimonials aren’t possible to source, using testimonial

styles with scripted messaging has been incredibly effective in [Equis testing](#). It is the most tangible way to truly center working people and Hispanics in video content.



Source: *Equis Handle with "Care" test, n=4,208, 2022*

[Research](#) into the groups that Latinos find it easiest to connect with shows the best messengers to use overall are: Latinos, Spanish-speakers, and immigrants or children of immigrants. Pairing this data with our findings on centering working people in our messaging makes it clear that **hardworking Latinos and hardworking immigrants are the best messengers to use overall**.

Note: using a Latino messenger is not enough to make a message resonate with Latinos. Shared demographics are not enough of a connection to signal investment or care. The same is true of co-ethnic endorsements and messengers – Latino messengers endorsing a candidate or party are not enough to persuade Latinos. Using Latino messengers is an effective **part** of a messaging strategy, but it should not be the only tactic used to engage Latino voters.

Verbally: Use messaging that explicitly acknowledges the importance of family and centers people's personal agency (vs "help" or hand-outs).

The Child Tax Credit case study from Winning Jobs Narrative Action and Blue Rose Research is a great example of the boost that comes from reflecting the values of personal agency and family.

Case Study: Child Tax Credit Among All Likely Voters Nationally		
A/B test of alternative frames:	Do you support extending the Child Tax Credit?	Do Democrats care about people like you?
Allow people to afford child care so they can work and take care of their families.	Expanded support	Expanded agreement
Help people pay for things like childcare.	No movement	No movement
Cut child poverty in half.	Decreased support	Decreased agreement

Source: Winning Jobs Narrative national survey of likely voters, n=2,794, 2022²³

An aspirational populism message is another great way to center work and working people. [Research from Winning Jobs Narrative Action](#) shows that “Democrats should embrace aspirational populism — a people-focused approach that positions working people as the heroes of the story, centers their goals and aspirations, names the obstacles standing in their way, and offers tangible solutions that will equip them with the tools and opportunities to build a good life.” Research from Equis supports this recommendation. [Equis polling from 2025](#) shows 84% of Hispanics agree that a “small wealthy elite has too much power and influence in this country.” Hispanics also overwhelmingly agree that “corporations are raising prices more than they need to just to increase their profits” (81–87% depending on whether corporations were described as “big” vs “greedy”). An aspirational populism frame that acknowledges how hard people are working alongside the barriers that are holding them back can be an effective persuasion strategy, as seen in Equis 2026 midterm message testing, referenced above.

Corruption

Corruption is implicitly disrespectful of hard work. Hispanics don’t just believe a small, wealthy elite has too much power and influence in this country – they believe “corrupt politicians are looking out for themselves... while supporting policies that make basic necessities less affordable” (83%). Research from Somos Votantes and GSG also found that Latino voters overwhelmingly blame politicians for rising costs, with 74% saying politicians are mostly to blame because they pass policies that make it easier for corporations to rip off consumers without accountability. Corruption messaging should highlight the ways the elite – including politicians – use their power to make things harder and more expensive for working people, even when they’re doing everything right.

It's important to remember, too, that political corruption can cut both ways. Somos Votantes testing also found that one of the strongest attacks against Democrats argued that "Democrats are just as corrupt as other politicians in Washington and refuse to hold powerful corporations accountable, even when they are in power." This finding underscores the importance of positioning candidates as challengers to a broken political system rather than defenders of a status quo that helps corporations raise prices out of self-interest and makes life more expensive for working families.

Note: Corruption is less resonant among Spanish-dominant Hispanic voters. While 92% of English-dominants agree that corrupt politicians are looking out for themselves, just 51% of Spanish-dominants do. [In a 2026 message test](#), Equis also found that a corruption message was less effective than an economic message at increasing support for Democrats. More research needs to be done, but – for now – avoid corruption messaging in Spanish.

Embrace people-driven growth

Latinos strongly believe that they are the backbone of the US economy. They believe that working people, including Latinos, are who power our economy – not big corporations or the wealthy elite. Economic messaging should affirm the belief that working people and families are the drivers of economic growth. A 2022 Spanish-language message test Equis ran with Grow Progress and Somos Votantes showed that positioning Latinos as a “source of wealth” in this country (tested in Spanish as “fuente de la riqueza”) was the most effective way to increase the perception that Democrats value hard work more than Republicans. It also increased motivation to vote and directionally increased support for Democrats.

Si nuestros jefes y líderes quieren que el país y la economía salgan adelante, tienen que asegurarse que nosotros, los trabajadores, podamos hacer lo mismo. Nosotros somos la fuente de la riqueza de nuestro país, y si a mí me va bien, al país le va bien. Pero en este momento, aunque trabajo tan duro como siempre, no puedo pagar por nuestros gastos médicos ni vivienda, y por lo tanto no puedo contribuir a la reactivación de la economía. El bienestar de nuestro país depende de todos nosotros. Por eso necesitamos más líderes que nos tengan como prioridad y respeten nuestros aportes a la economía.

English translation: *If our bosses and leaders want the country and the economy to get ahead, they have to make sure that we, the workers, can do the same. We are the source of wealth in our country, and if things go well for me, the country does well. But right now, even though I work as hard as ever, I can't pay for our medical bills or housing, and therefore I can't contribute to reviving the economy. The well-being of our country depends on all of us. That is why we need more leaders who have us as a priority and respect our contributions to the economy.*

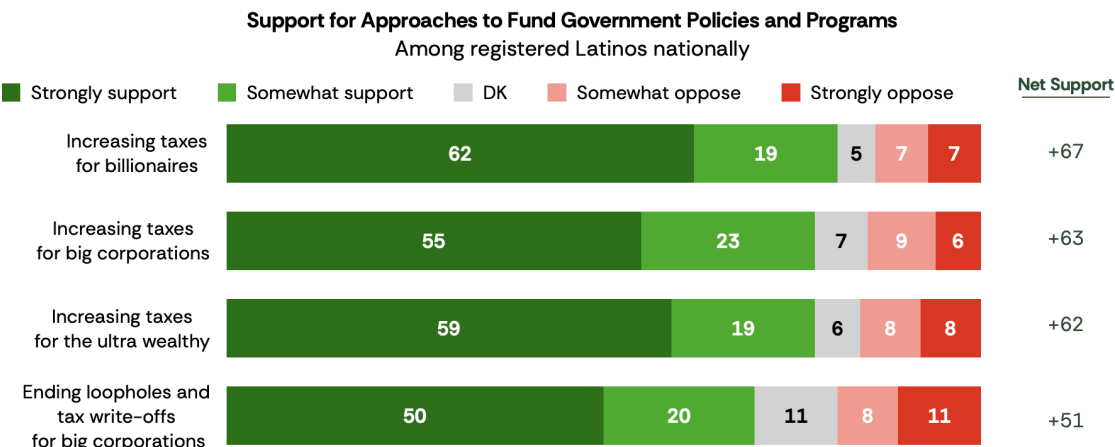
In a survey conducted by [Avalanche Strategy & Insights](#), Equis also found that a message that positions working people as “engines of the economy” was most effective at generating support for Democrats.

Embracing people-driven growth also means contrasting it with a trickle-down system that prioritizes people at the top. Messages and policies that boost working people while demanding the wealthy pay their fair share are especially popular among Hispanic voters. Winning Jobs Narrative Action [tested the following message in 2026](#), and found it increased support for Democrats in the generic ballot by 4.1pp, compared to 3.6pp for all voters.

Message	House vote effect: All	House vote effect: Hispanic	Percentile ranking: All
After a lifetime of hard work, Americans have earned the dignity of a secure retirement. Today, a nurse or construction worker pays into Social Security on every paycheck, but someone making millions stops paying partway through the year. That’s not right. Democrats will raise the cap so the wealthiest pay their fair share—protecting Social Security and strengthening it for the long term.	3.6%	4.1%	99%

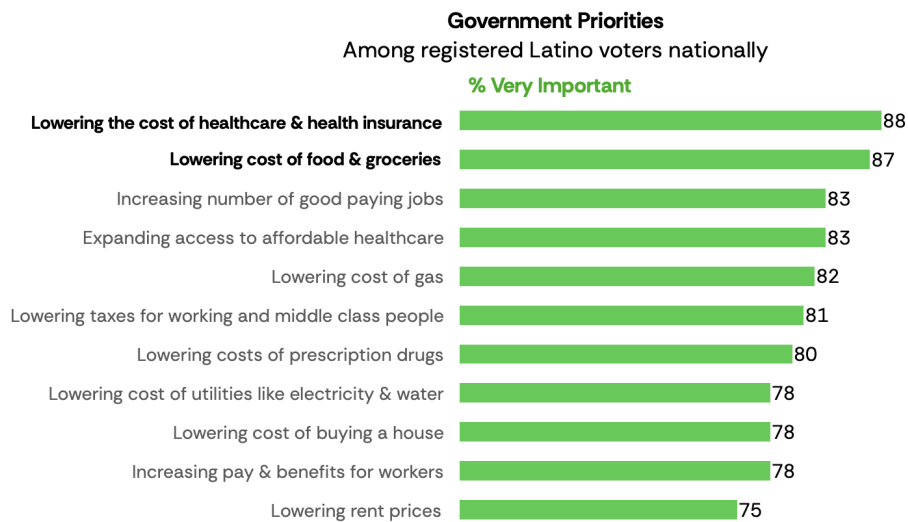
Source: Winning Jobs Narrative Action national survey of likely voters, n=12,136, 2026

Equis has also found that Latinos are [especially supportive](#) of increasing taxes for billionaires, big corporations, and the ultra-wealthy as a way to pay for policies that would lower everyday costs. These results hold even among Hispanic Republicans.



“To pay for the programs and policies that would address the economic priorities you just saw, the government will need to find new resources by cutting spending or increasing taxes. Do you support or oppose the following approaches to fund government policies and programs?”
Source: Equis Economy Poll (July 2025) | 1,614 U.S. Latino registered voters nationally

Hispanic voters are also strongly supportive of policies that would most benefit working people.



Source: Equis Economy Poll (May 2026)

Government's job is to equip

Leading with working people means positioning government in a secondary role, where government equips workers with tools and opportunities to advance through their own effort as opposed to helping or "saving the day" itself.

Prior research from Brilliant Corners Research recommends focusing specifically on "the opportunities and tools to build a good life."

This finding is reinforced by message testing from Winning Jobs Narrative Action. Across multiple tests, language focused on providing people with the "tools and opportunities" to succeed consistently outperforms language centered on government "helping" people.

Tools vs. Help Example: Support for Build Back Better

Democrats say you should support their economic plan, known as Build Back Better, because it would make sure **working people and small businesses** have **the tools to build a good life**—like affordable health care, child care, education, and energy.

% Increase in
Support for BBB

+2.5%

Democrats say you should support their economic plan, known as Build Back Better, because it would **help working people and small businesses** by making health care, child care, education, and energy more affordable.

% Increase in
Support for BBB

+1.7%

**Nearly a 50%
increase in
support using
tools vs. help**

Source: Winning Jobs Narrative
Action Survey (April 2022)
n=6,093 likely voters nationwide

Equis has also found this approach to resonate with Hispanics specifically. A 2026 focus group participant from New Jersey said, “Yo soy una de las tantas personas que tenemos sueños, tenemos metas. Me beneficiaría un poquito de ayuda – **y no necesariamente que me den dinero si no una oportunidad mejor** para que yo pueda también continuar.” (Translation: “I am one of the many people that has dreams, that has goals. A little bit of help would benefit me – and **not necessarily giving me money but giving me a better opportunity** so that I, too, can carry on.”)

Waste, Fraud, and Abuse

Concerns about waste, fraud, and abuse are also rooted in voters’ values around hard work, responsibility, and accountability. In 2025, Equis found that almost all Latinos – 93% – said they are very or somewhat concerned about waste, fraud, and abuse in government spending, and 68% said the government’s spending is out of control and weakening our economy. Research from Somos Votantes also found that attacks claiming Democrats “only want to expand government programs but do nothing to root out waste, fraud, and abuse” were among the most persuasive critiques of Democrats across key states and districts. Many Latino voters worry that government programs are not being managed responsibly and want assurance that public resources are being used effectively and as intended.

At the same time, voters do not want cuts to programs that help working families build a good life. That same Equis poll found that, despite perceptions of out-of-control spending, Latinos strongly oppose cuts to social programs like Medicare, Medicaid, and Social Security (80% oppose), and food assistance programs like SNAP (76% oppose) as a way to offset costs. And in Somos’s research, the most appealing candidate position tested combined fiscal responsibility with protection of key programs: “Cutting waste, fraud, and abuse in government spending while protecting programs like Social Security, Medicare, and Medicaid.” More research needs to be done, but for now, candidates should emphasize both responsible stewardship of taxpayers’ hard-earned money and the importance of ensuring that public programs provide people with the tools and opportunities they need to succeed. Framing government as accountable, efficient, and focused on expanding opportunity is likely to be more effective than simply defending government programs in the abstract.

Emphasize shared outcomes

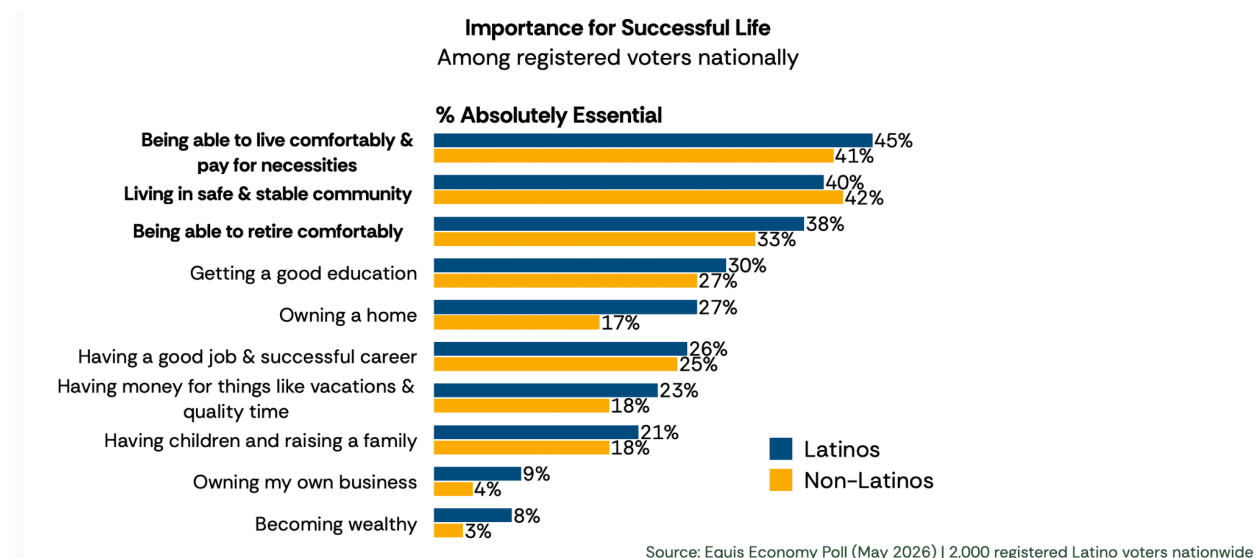
Especially when it comes to the economy, Latinos can see how hard all their neighbors and friends are working – whether they’re Latino or not – and want to see solutions and improvements for everyone. It’s why inclusive messaging outperforms exclusive messaging, as referenced above. Latinos want to see things get better for everyone – including Latinos, but not *just* for Latinos. For these reasons, emphasizing shared outcomes makes messaging more effective. In a [2026 message test](#), Winning Jobs Narrative Action found that highlighting shared outcomes (“everyone does better”) increased support for Democrats in the generic congressional ballot by 2.8pp for all voters and 3.5pp for Hispanic voters.

Message	House vote effect: All	House vote effect: Hispanic	Percentile ranking: All
Working families are doing everything right, but even people working multiple jobs are struggling to pay for housing. No one who works hard should have to choose between paying for housing and paying for food or medicine. That’s why Democrats are working hard to lower costs and raise incomes for working families. When working families have the foundation to build good lives, everyone does better.	2.8%	3.5%	96%

Source: Winning Jobs Narrative Action national survey of likely voters, n=12,136, April 2026

2026 polling from Equis also shows that Hispanics and non-Hispanics largely agree on what is absolutely essential for a “successful life.” They share similar perspectives on what

shared outcomes they most want to see – for example, being able to live comfortably and pay for necessities or living in a safe and stable community.



Conclusion

Communicating with Hispanic audiences on the economy in a way that resonates is critical to winning durable majorities. Across research, Latino voters consistently respond to messages that affirm their agency, dignity, and contributions while acknowledging the barriers that make success harder than it should be. The best way to build those effective messages is to incorporate the Winning Jobs Narrative Action framework’s broadly human, worker-centered economic narrative. It’s not always true, that broadly effective frameworks resonate strongly with particular subgroups, but the five core elements of the Winning Jobs Narrative Action framework are powerful because they are effective broadly *and* especially effective among Hispanic voters.