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Latino Voters in Texas

September 2026

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Methodology

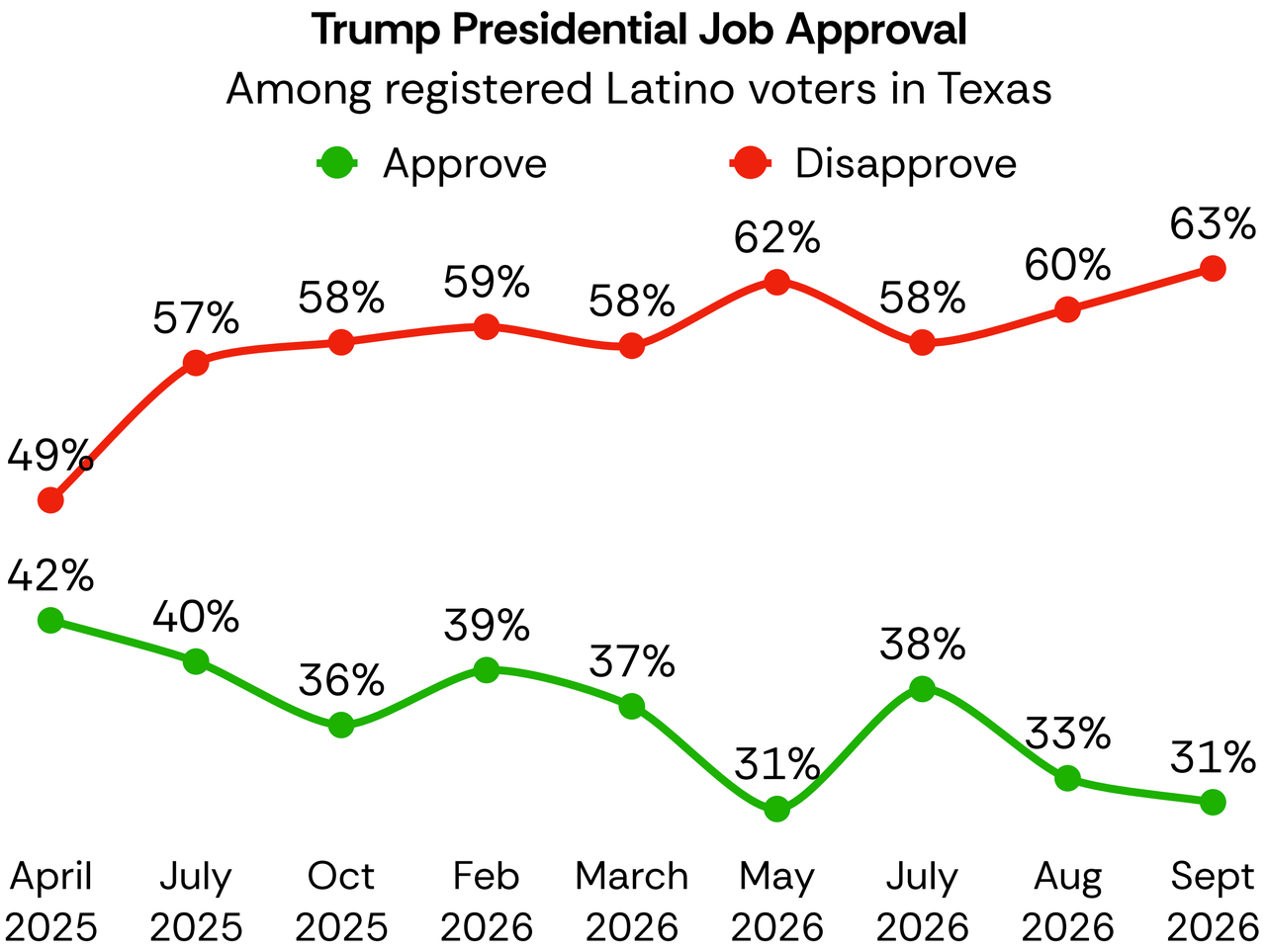
- Survey conducted **09/08/26 - 09/20/26** via live phones and text-to-web with **992** Latino registered voters in Texas.
- The sample was weighted to be representative of Latino registered voters by age, gender, education, geography, vote history, and 2024 recalled presidential vote.
- Language of interview and place of origin were monitored during the fielding. The **survey was conducted in English and Spanish**, according to the respondent's preference.
- The margin of error is **±3.7pp** for the full sample.

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Landscape

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Trump's approval rating among Latinos in Texas returned to 2026 low point after July recovery



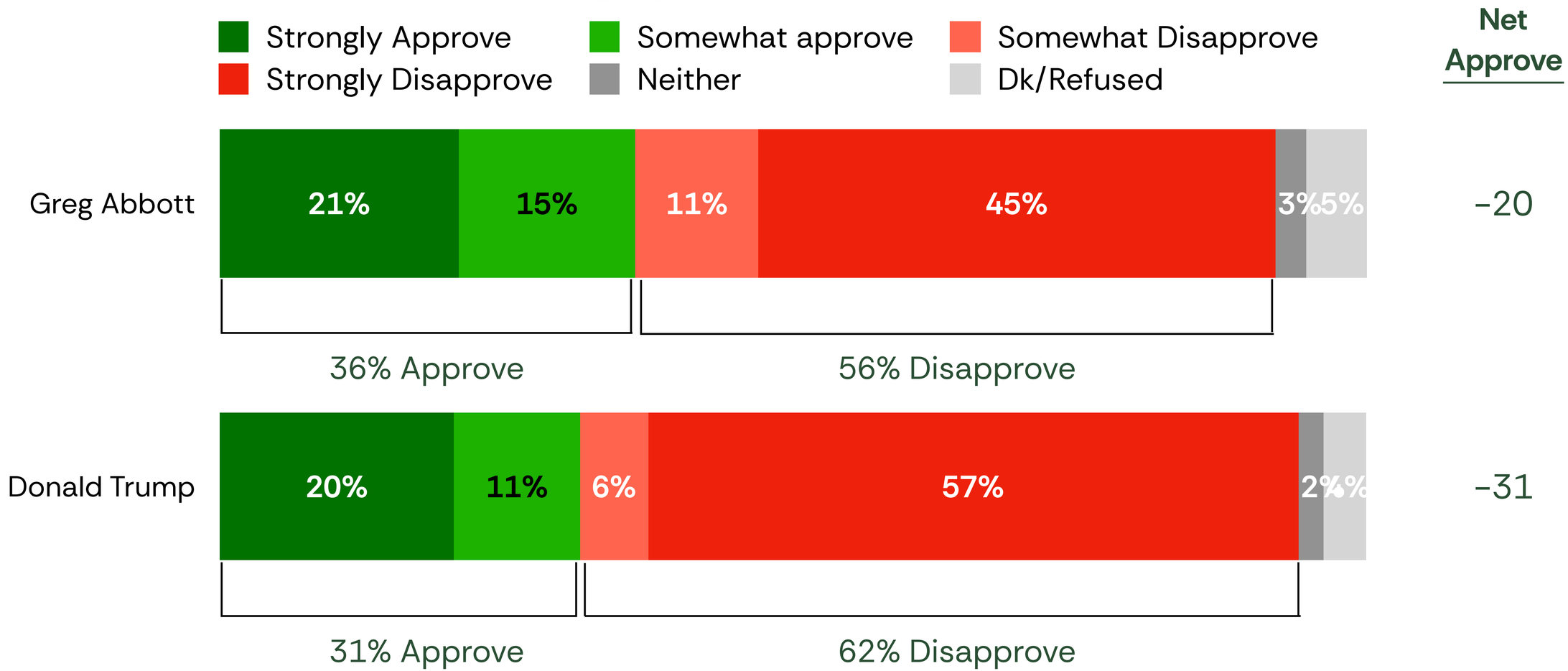
Source: Equis Pulse Check Polls (July / Oct 2025) | Equis State Series National Wave 1 (February 2026) |Equis Immigration Poll (March 2026)| Equis Economy Poll (May 2026) | Equis State Series National Poll Wave 3 (July 2026) | Equis State Series National Poll Wave 4 (August 2026) | Equis Texas Poll (September 2026)

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Both Trump and Abbott underwater among Latinos in Texas; Abbott receives higher rating than Trump

Job Approval: Donald Trump vs. Greg Abbott

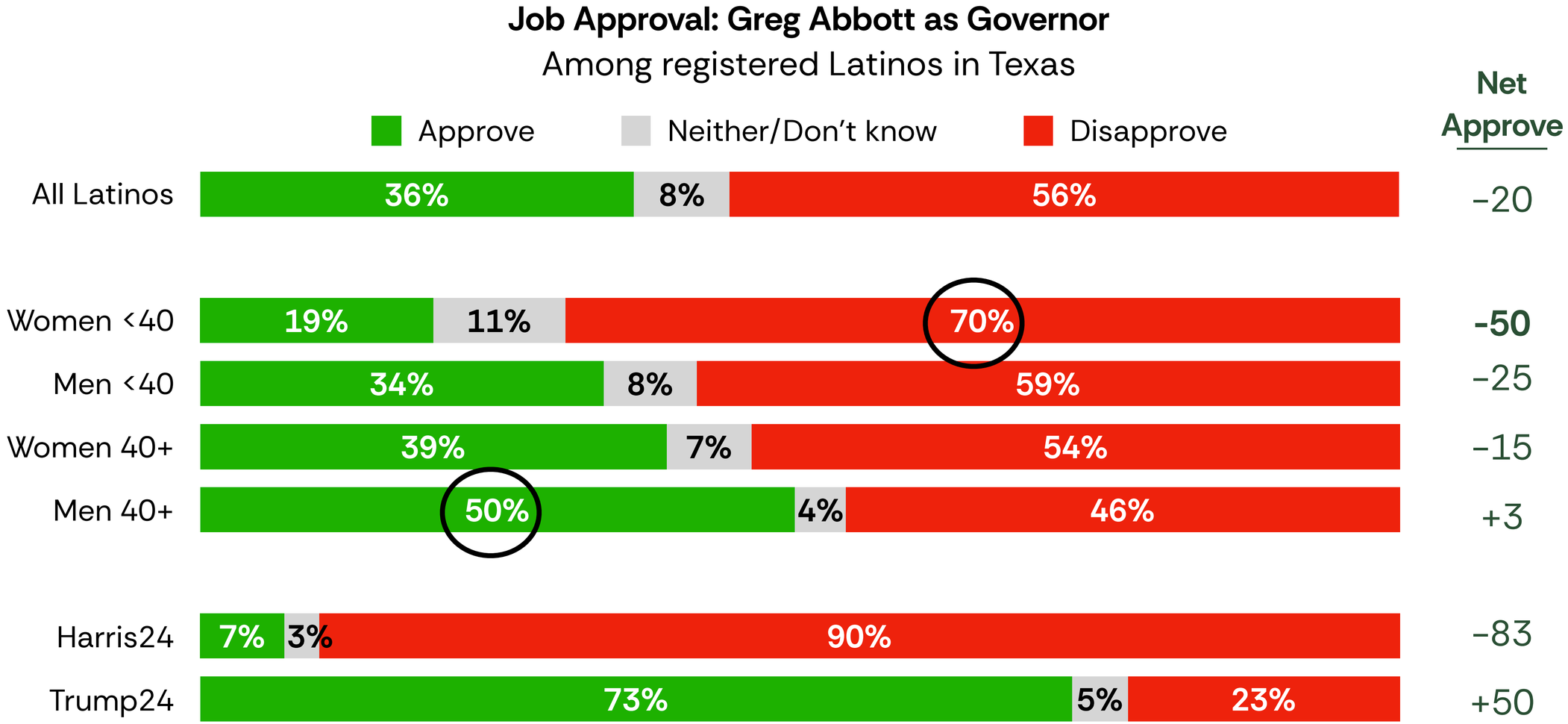
Among registered Latinos in Texas



Source: Equis State Series Texas W1 (September 2026) | 992 registered Latinos in Texas

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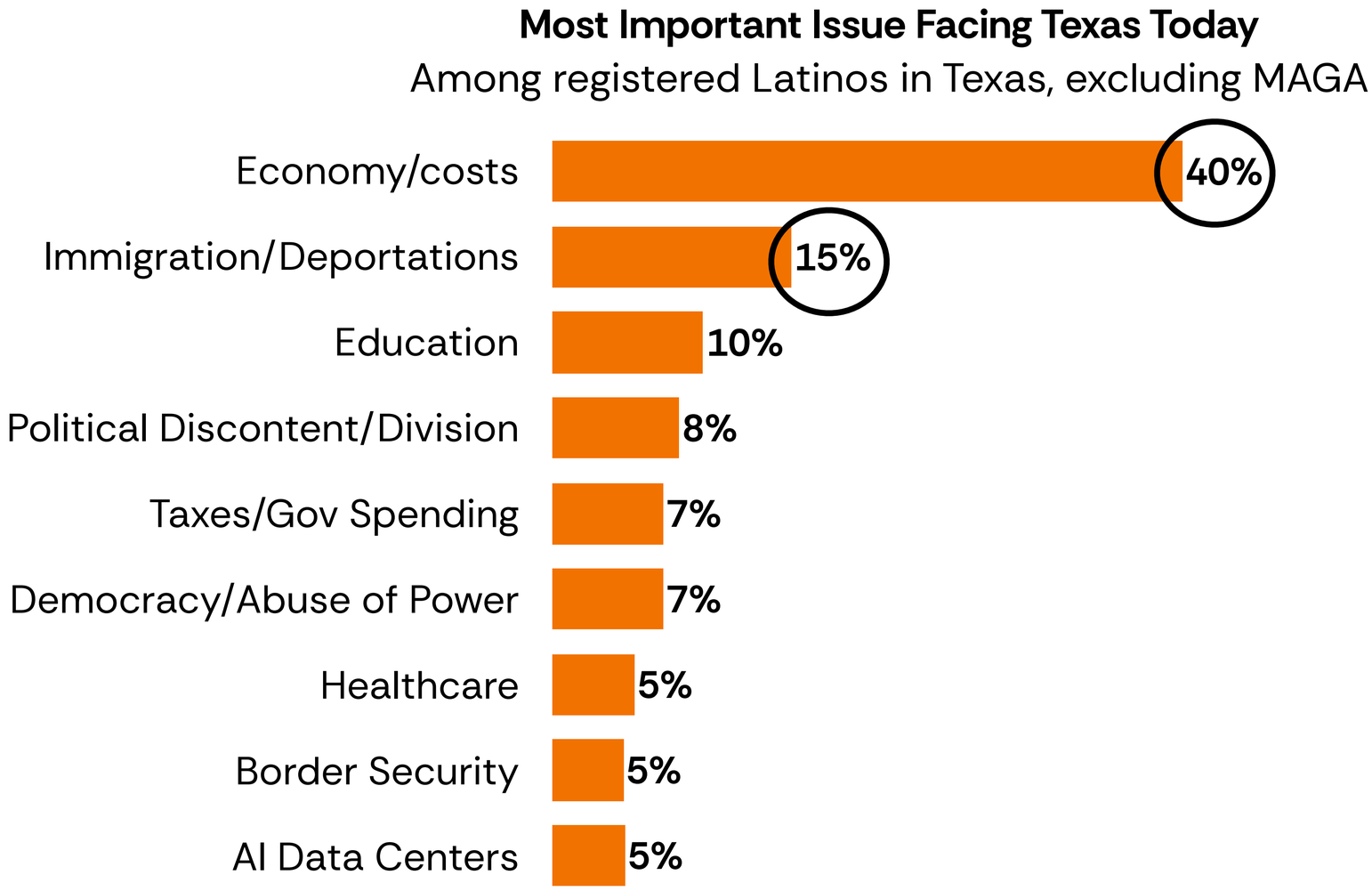
Abbott receives a positive net approval rating among older Latino men (+3); he is deep underwater among younger Latina women (-50)



Source: Equis State Series Texas W1 (September 2026) | 992 registered Latinos in Texas

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Economy/costs most salient issue among Latinos in Texas, followed by immigration



Source: Equis State Series Texas W1 (September 2026) | 992 registered Latinos in Texas

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Immigration pops for women and swing voters; data centers/AI pops for swing voters; political discontent pops for older voters

Most Important Issue Facing Texas Today

Among Latino voters in Texas

Issue	All	Men 18-39	Women 18-39	Men 40+	Women 40+	Swing Voters
Immigration/ Deportations	15%	10%	21%	9%	17%	17%
Political Discontent	10%	7%	2%	16%	12%	3%
AI Data Centers	4%	2%	7%	3%	3%	11%

"Migration is the most serious issue, many people are being deported. The truth is that there were a lot of people who just came to make a living to be able to support their families" -*Woman, 40+, Independent*

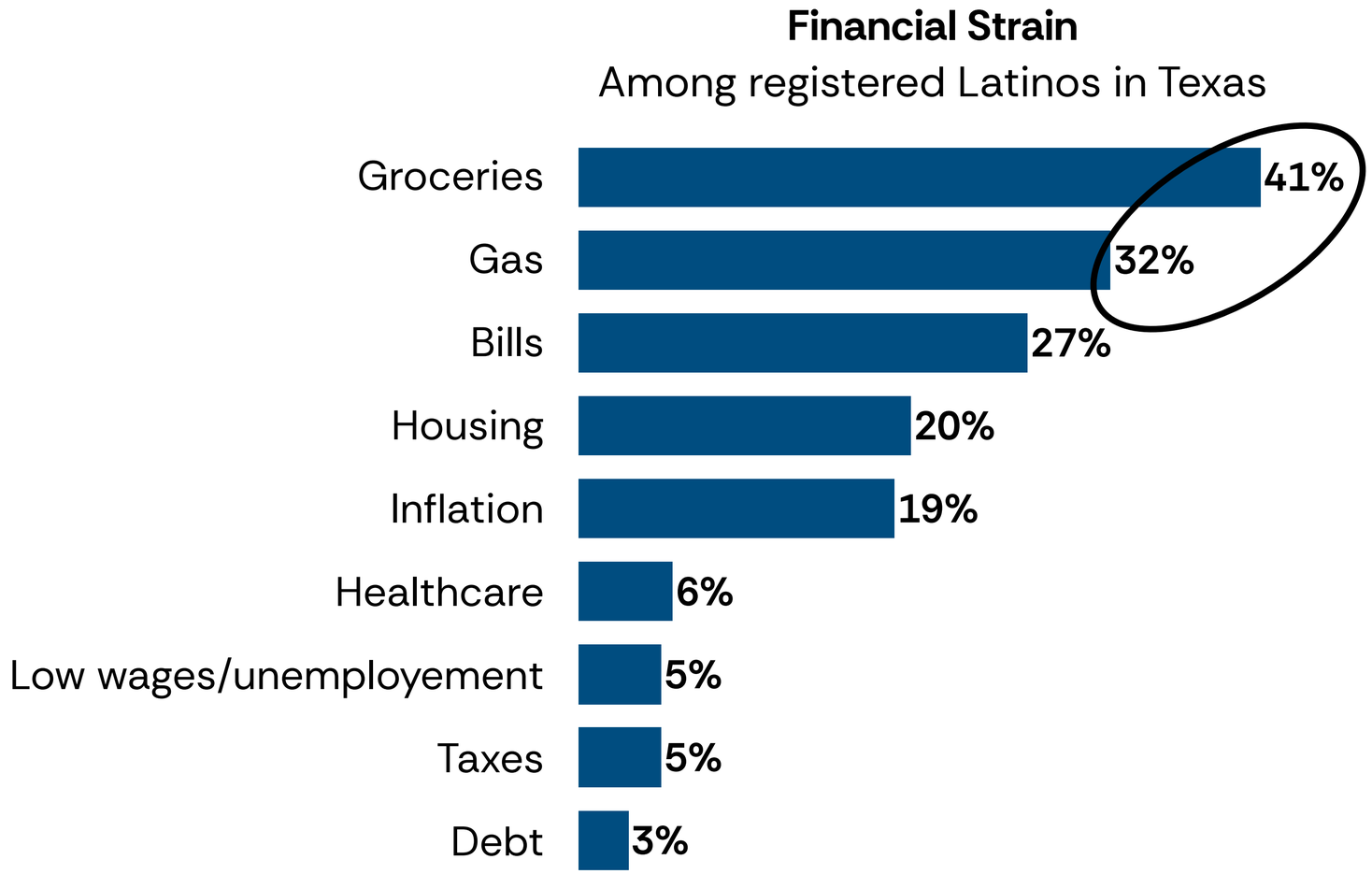
"Political divisiveness and extreme political bias" -*Man, 40+, Republican*

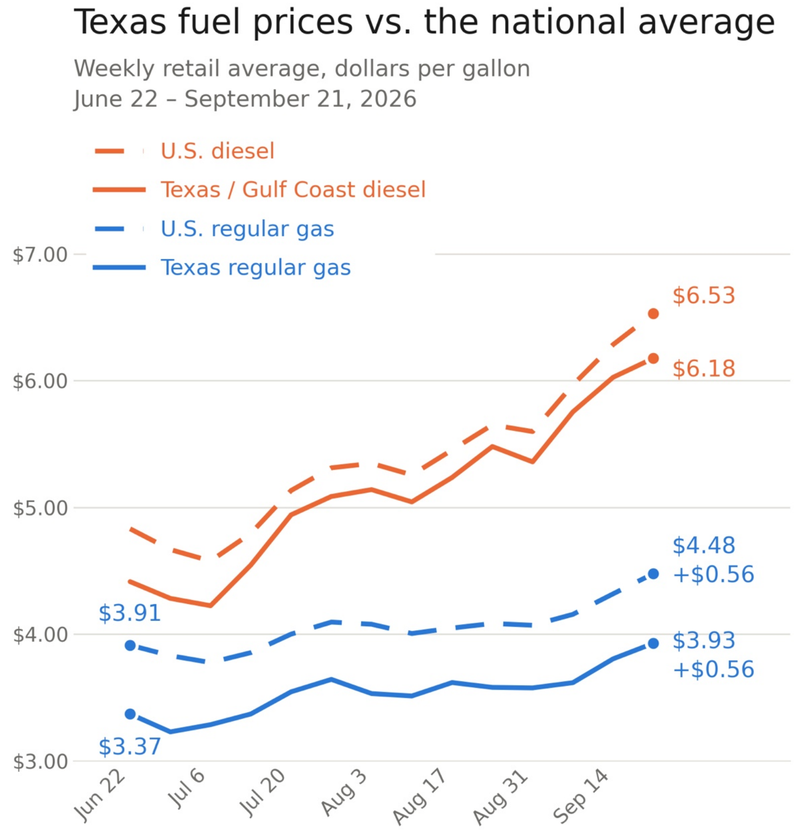
"The AI data centers. Too many are being built on Texas land." -*Swing Voter*

Source: Equis State Series Texas W1 (September 2026) | 992 registered Latinos in Texas

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Latinos most often cite groceries and gas as putting the most financial strain on them and their families





Source: U.S. Energy Information Administration, weekly retail gasoline and diesel prices (Sept. 22, 2026 release). EIA publishes no Texas-only weekly diesel series; Gulf Coast (PADD 3) is used as the Texas proxy.

Thinking about your everyday expenses and bills you have to pay, what is putting the most financial strain on you and your family right now?

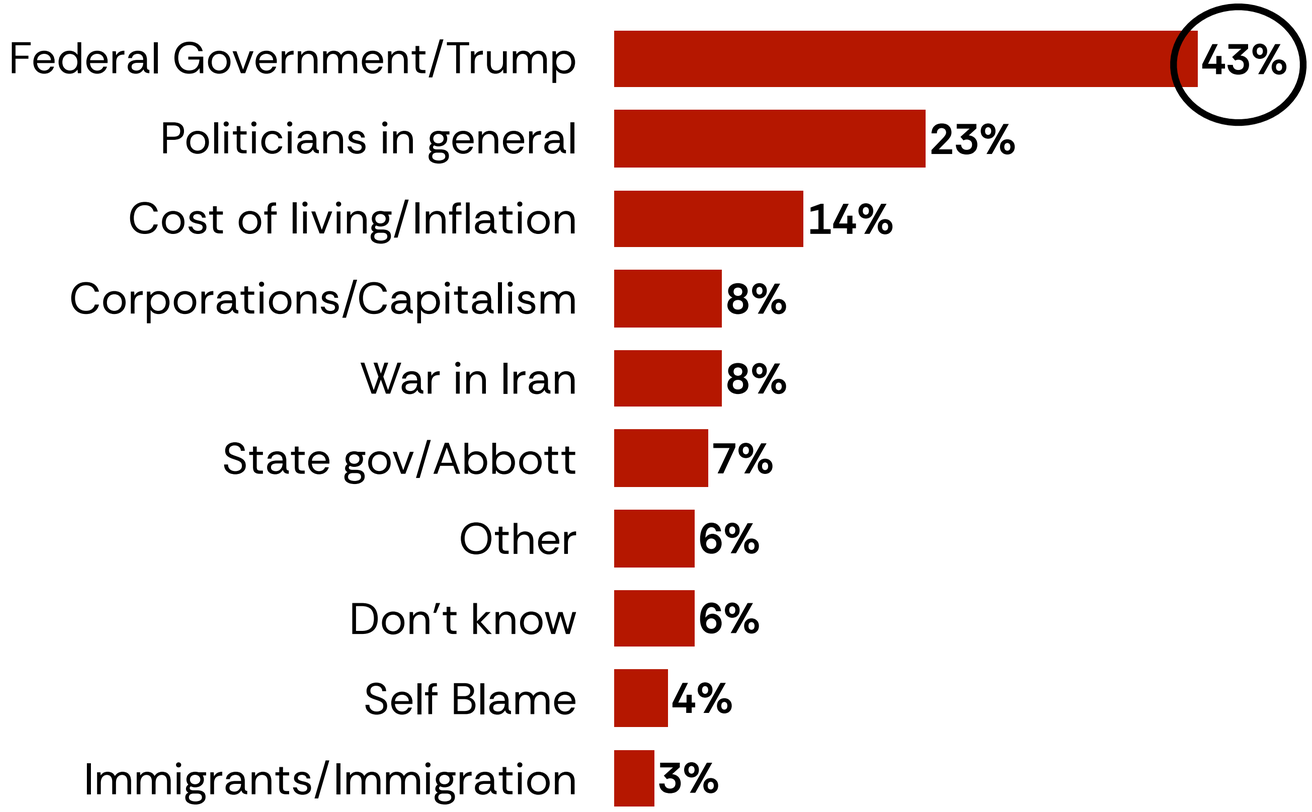
Source: Equis State Series Texas W1 (September 2026) | 992 registered Latinos in Texas

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Plurality (43%) of Latino voters in Texas explicitly blame Trump/federal government for financial strain compared to 7% who blame Abbott/state government

Responsibility for Financial Strain

Among registered Latinos in Texas



When you think about what's driving that financial strain, who or what do you hold most responsible?

Source: Equis State Series Texas W1 (September 2026) | 992 registered Latinos in Texas

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In Their Own Words

"I believe that those in charge who should be helping bring the cost of living groceries and gas down **instead of driving us into a pointless and beyond costly war**"

"Donald Trump and Greg Abbott. Trump for letting go of being a conservative focused on his constitutional responsibilities and **Abbott for forgetting that he's from Texas not Washington DC he needs to do what's best for Texas and not The White House**."

"I cannot answer, I do not know who to blame. I imagine t**hose who have the money to make decisions that favor them even if the people sink**"

"**One factor is tariffs and war with Iran**. Oil is going beyond the scope of average. Diesel transportation is going to cost even more. Expense is going to the people"

"Donald Trump his tariffs and **the Republicans who do not hold him accountable**."

"Huge corporations that are corrupted and also the government. **America has become the rich man's playground.**"

"**The Republican Party prioritizes the rich** and expects the rest of us to fund expenses."

"All that are running or ran for government offices. **No good representative nor senator speaks for people anymore. They want bribes.**"

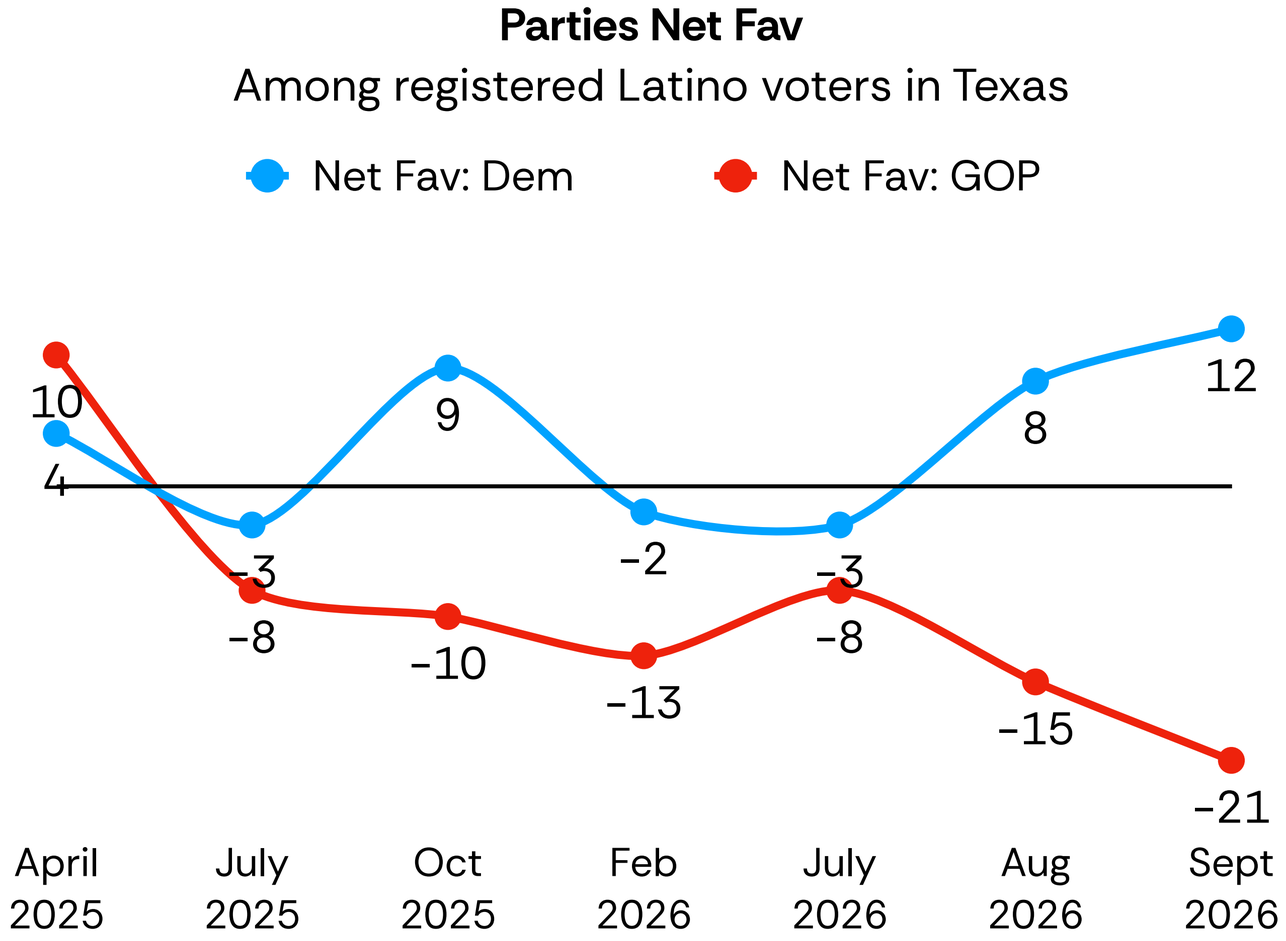
Source: Equis State Series Nevada W1 (August 2026) | 461 registered Latinos in Nevada

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Where do the parties stand with Latino voters, and how do support levels compare to past cycles?

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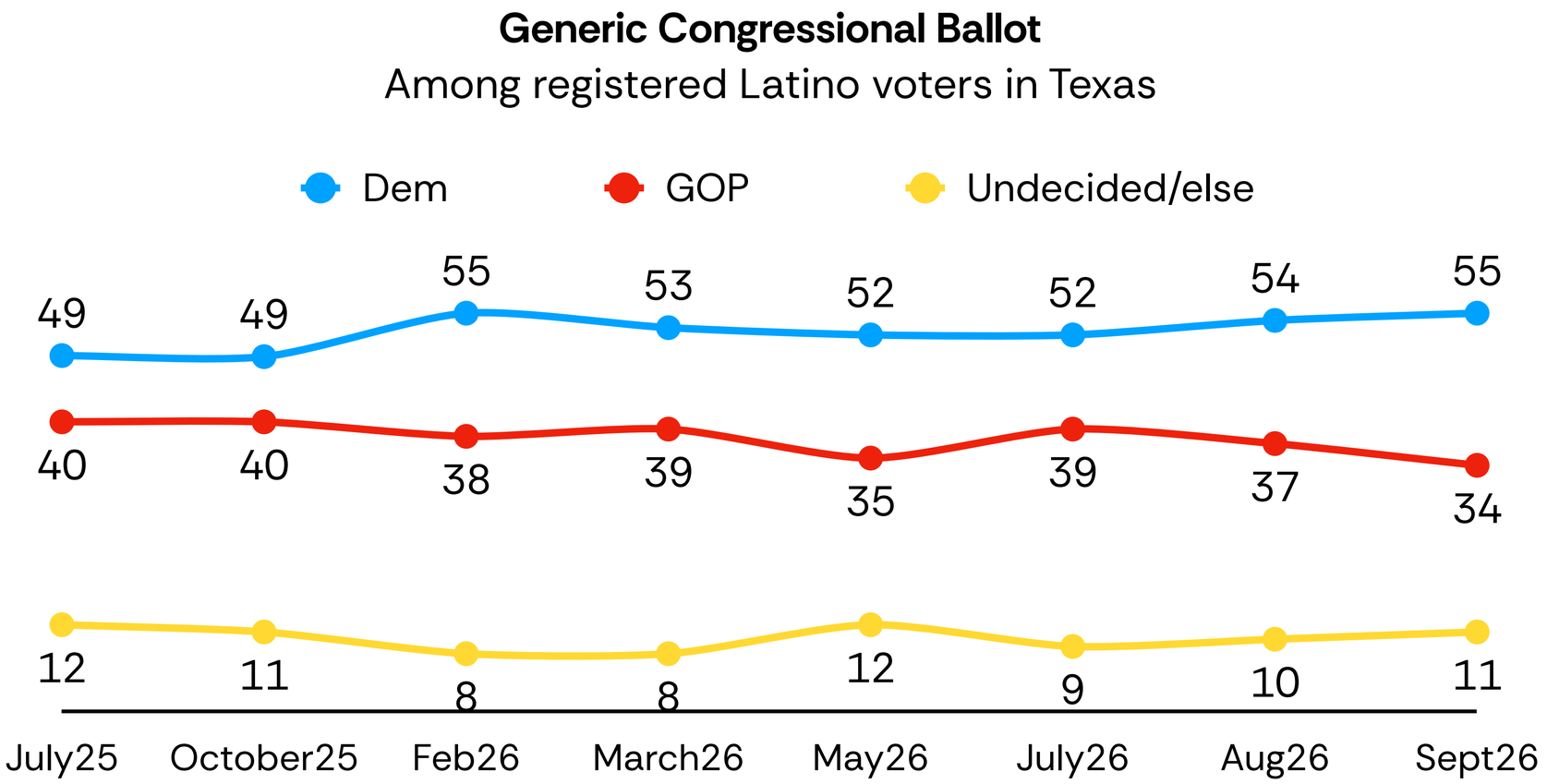
Dem and GOP favorability reached their highest and lowest points respectively among Latino voters in September



Source: Equis Post Mortem Poll (April 2025) | Equis Pulse Check Polls (July / Oct 2025) | Equis State Series National Wave 1 (February 2026) | Equis State Series National Wave 3 (July 2026) | Equis State Series Poll National Wave 4 (August 2026) | Equis State Series Texas Poll (September 2026)

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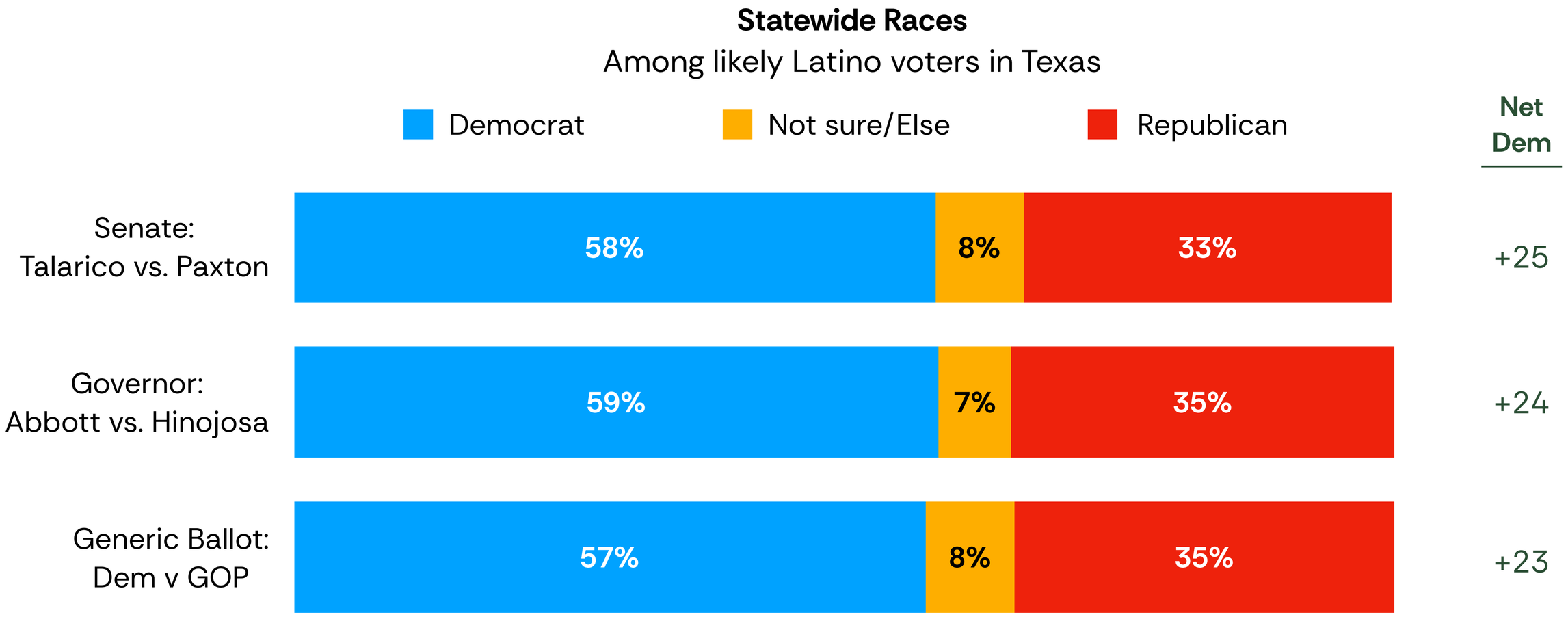
The Democratic margin among Latinos in the generic congressional ballot has doubled from July 2025 (+9) to September 2026 (+21)



Source: Equis Pulse Check Polls (July / Oct 2025) | Equis State Series National Wave 1 (February 2026) | Equis Immigration Poll (March 2026) | Equis Economy Poll (May 2026) | Equis State Series Wave 3 (July 2026) | Equis State Series Wave 4 (August 2026) | Equis State Series Texas Poll (September 2026)

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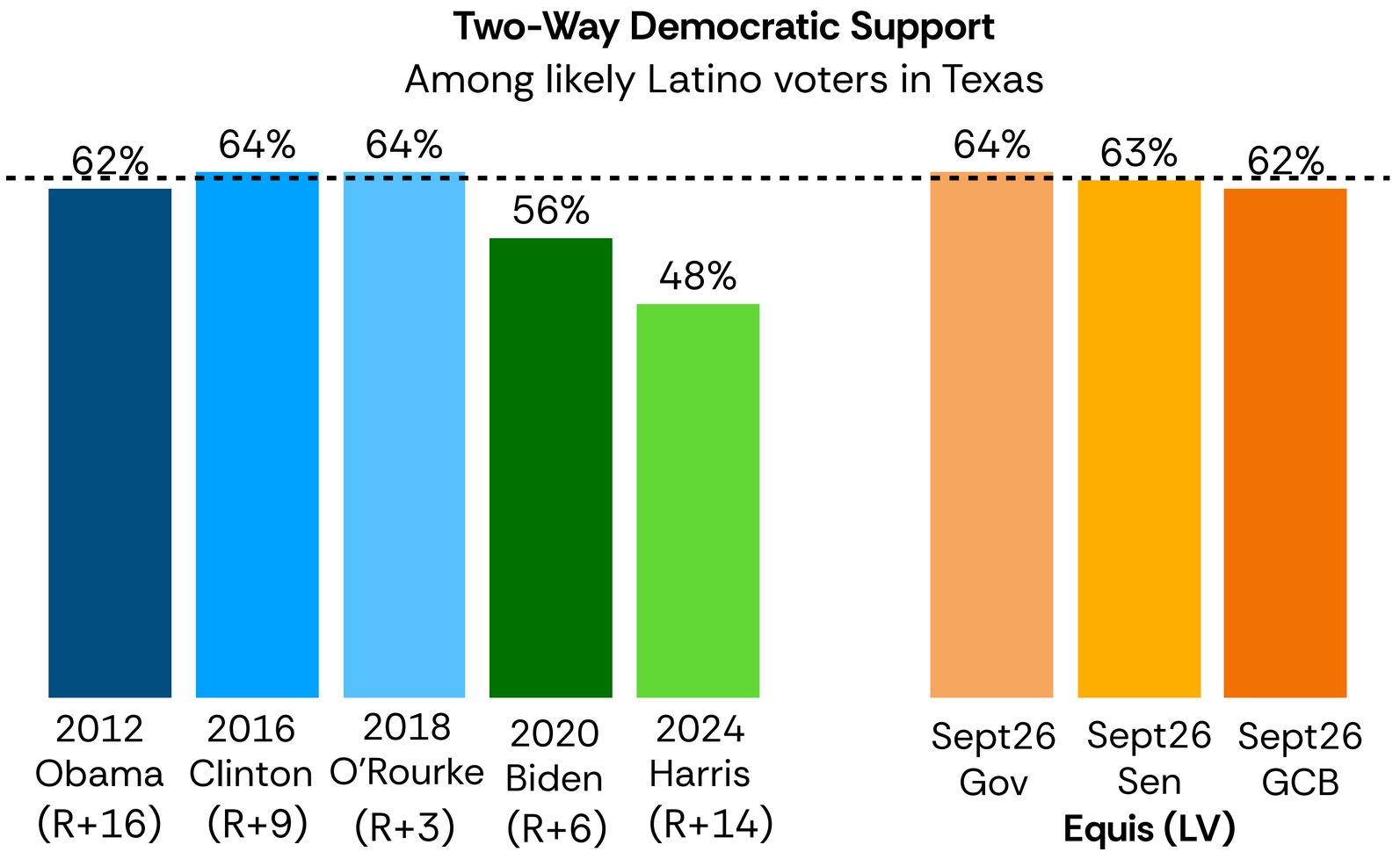
LIKELY VOTERS: Democrats lead by 23-35 pp. among Latinos in the Senate and Governor's race as well as the generic congressional ballot



Source: Equis State Series Texas W1 (September 2026) | 775 likely Latino voters in Texas

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LIKELY VOTERS: After allocating undecided voters proportionally, current estimates show support levels are at historical peak in 2016/2018



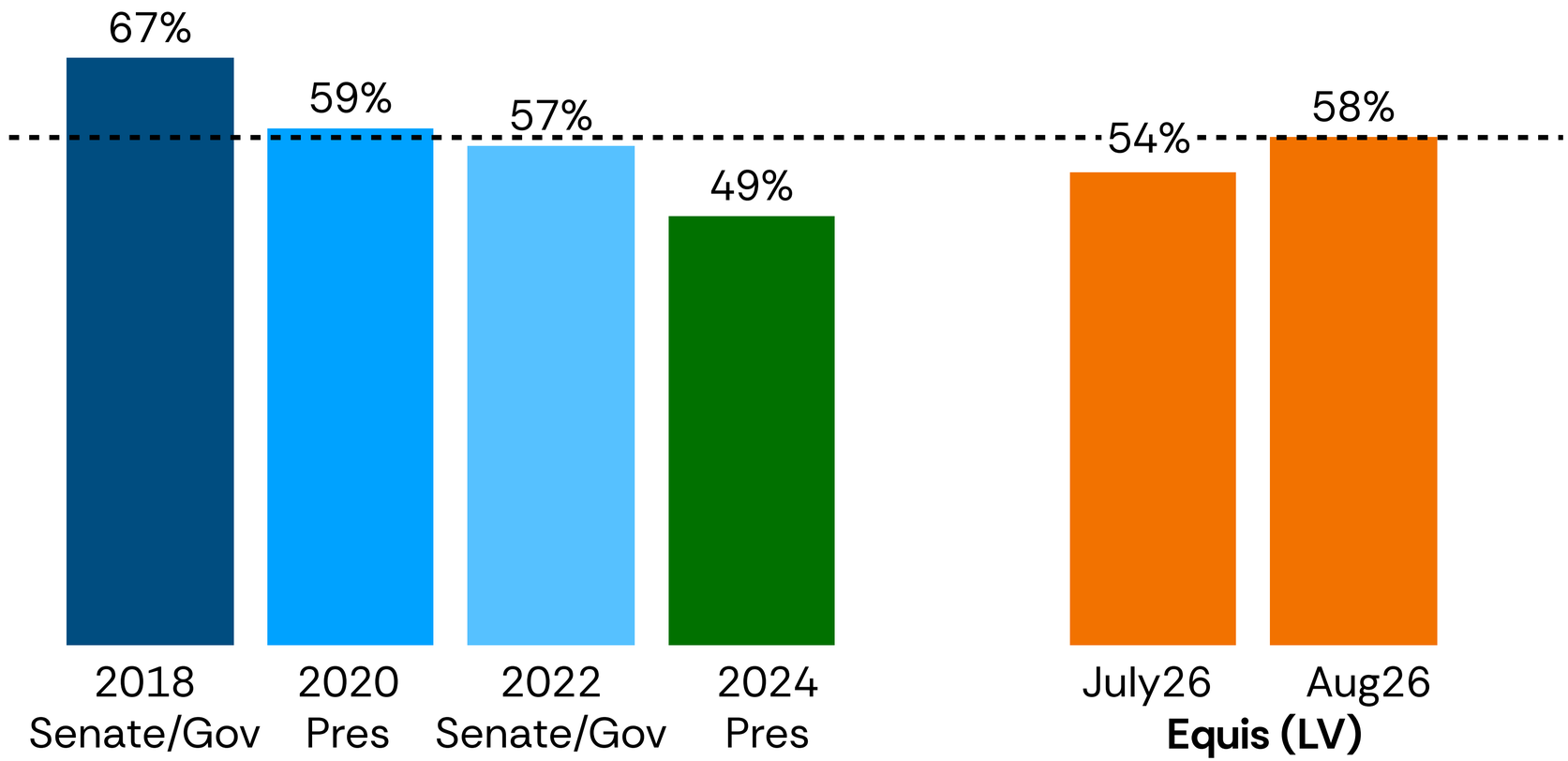
Source: Catalist 2016-2024 estimates | Equis State Series Texas W1 (September 2026)

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LIKELY VOTERS: Democratic momentum among Latinos in Texas is outpacing the rest of the battleground, where support levels are firmly at 2020/2022 levels but still far from the 2018 peak in support

Two-Way Democratic Support - Historical Support Estimates

Among likely Latino voters in competitive districts



Source: Averages of district-level Catalist recall estimates weighted by 2024 Latino RV per CD | Equis State Series National Wave 4 (August 2026) | 527 Latino voters in competitive districts | NJ & VA CDs not in 2022 estimates

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LIKELY VOTERS: 21% of likely Latino voters in Texas fit some definition of a swing voter: they remain undecided, are ticket-splitting or are voting for a different party than in '24

Voter Segmentation: All Three Races

Among likely voters in Texas

Solid Dem:
Harris '24 — > Dem in 26
Non-voter/else —> Dem in 26

Solid GOP:
Trump '24 — >GOP in 26
Non-voter/else '24 —> GOP in 26



Swing (21%):

- **Undecided** in one of the races
- **Defector:** Voted for one party in '24 & not voting for that party in '26
- **Ticket-splitter** in Gov/Sen/GCB

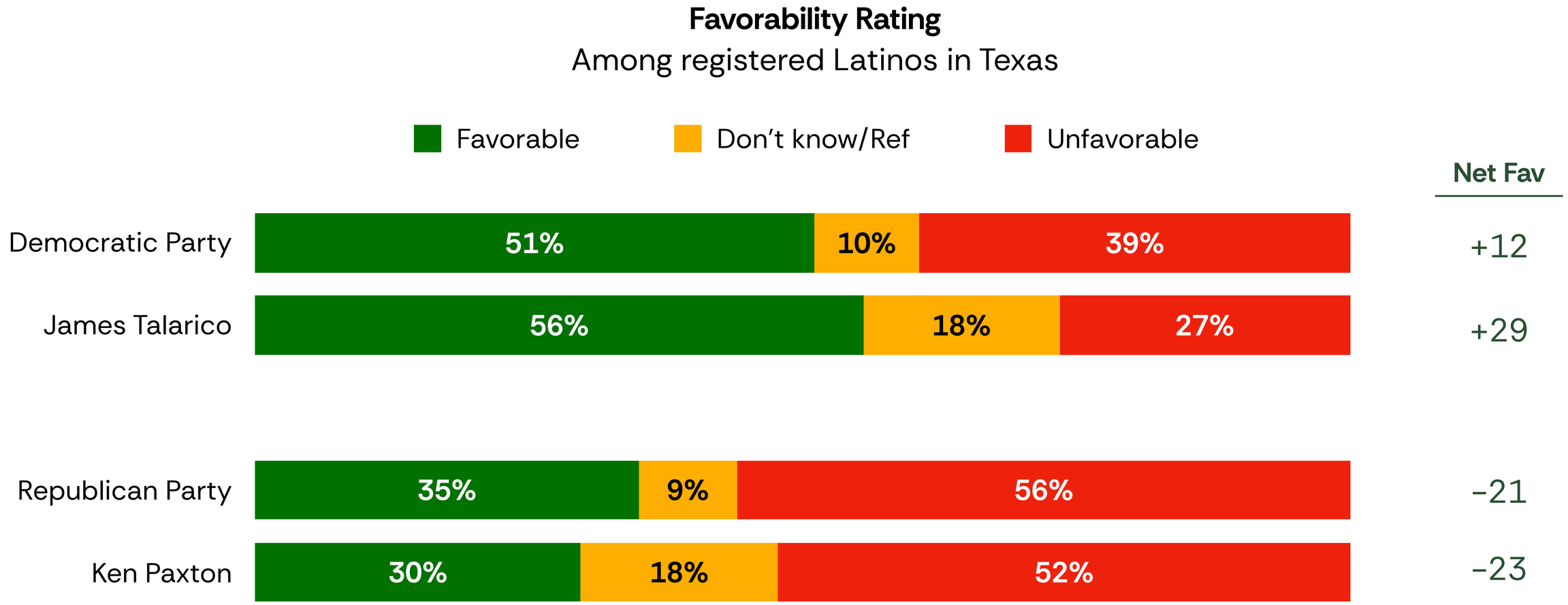
Source: Equis State Series Texas W1 (September 2026) | 489 Likely Latino voters in Texas

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Talarico vs. Paxton

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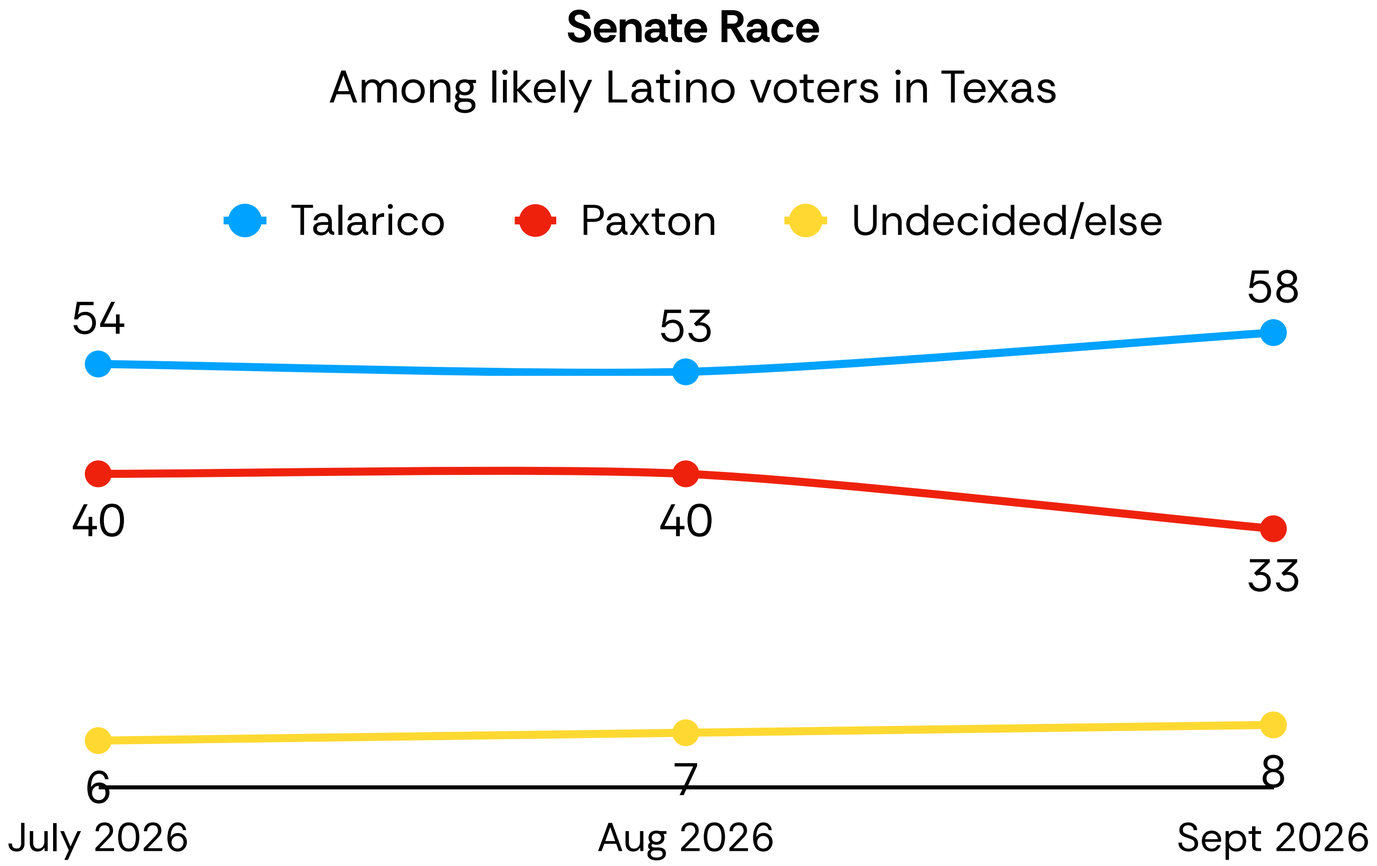
Talarico receives higher favorability rating (+29) than the Democratic Party (+12); Paxton underwater (-23) and on par with GOP favorability (-21)



Source: Equis State Series Texas W1 (September 2026) | 992 registered Latinos in Texas

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LIKELY VOTERS: Talarico's margin among Latino voters increased from August (+7) to September (+15)

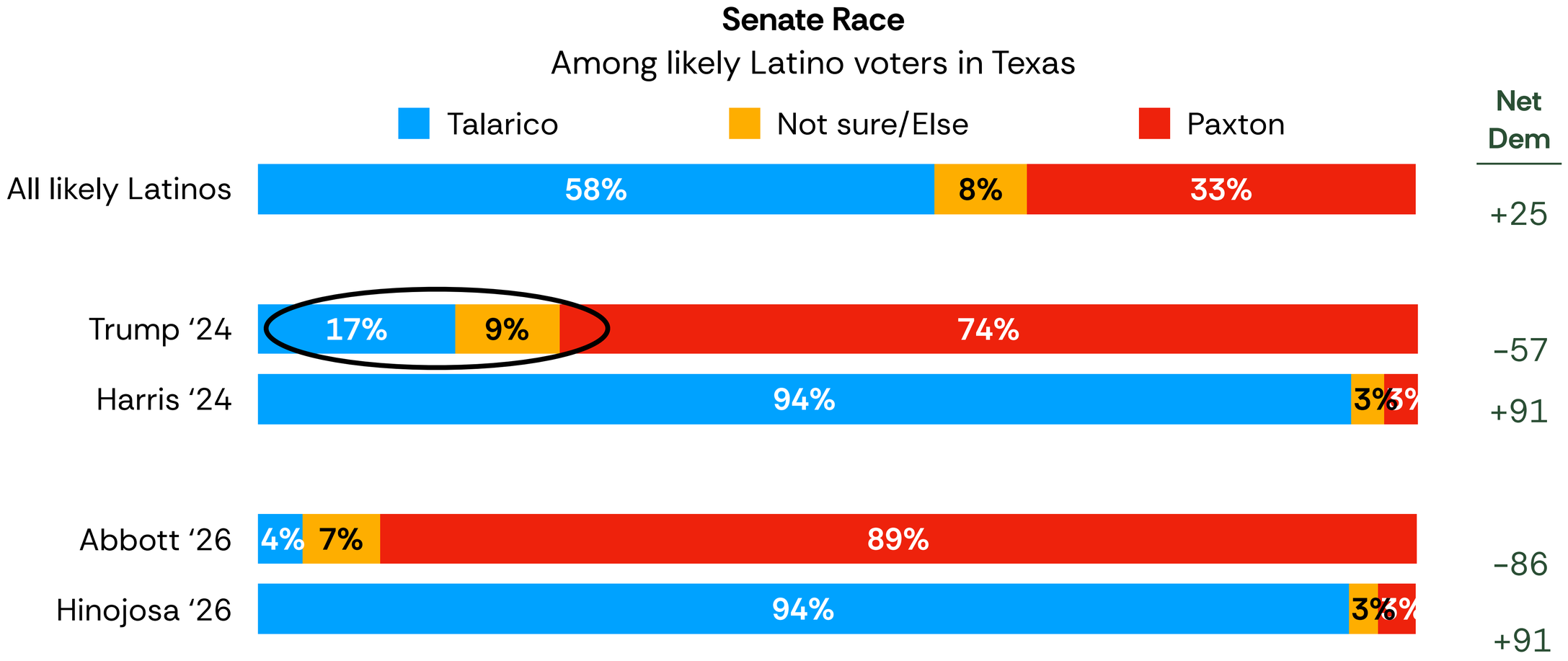


Source: Equis State Series Texas W1 (September 2026) | 775 likely Latino voters in Texas

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LIKELY VOTERS: Over 1-in-4 Latino Trump 2024 voters are undecided (9%) or voting for Talarico (17%) in 2026

11% of Abbott 2026 voters are not voting GOP in the Senate race



Source: Equis State Series Texas W1 (September 2026) | 775 likely Latino voters in Texas

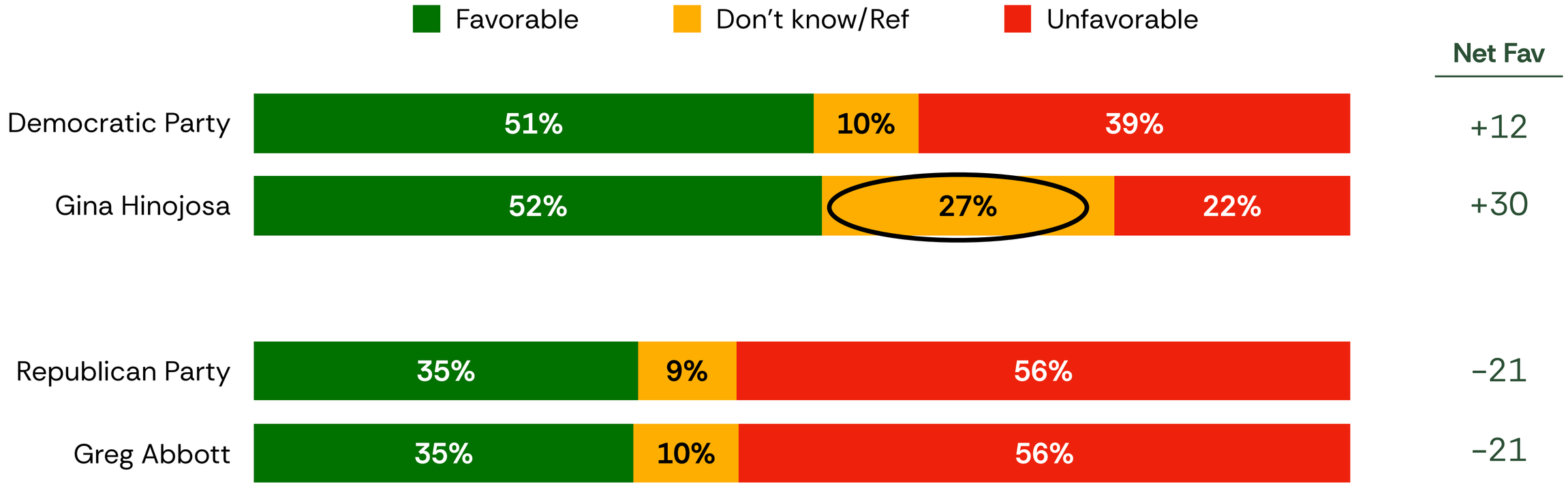
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Hinojosa vs. Abbott

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Hinojosa receives higher favorability rating (+30) than the Democratic Party, but 27% of Latino voters don't know enough to rate her

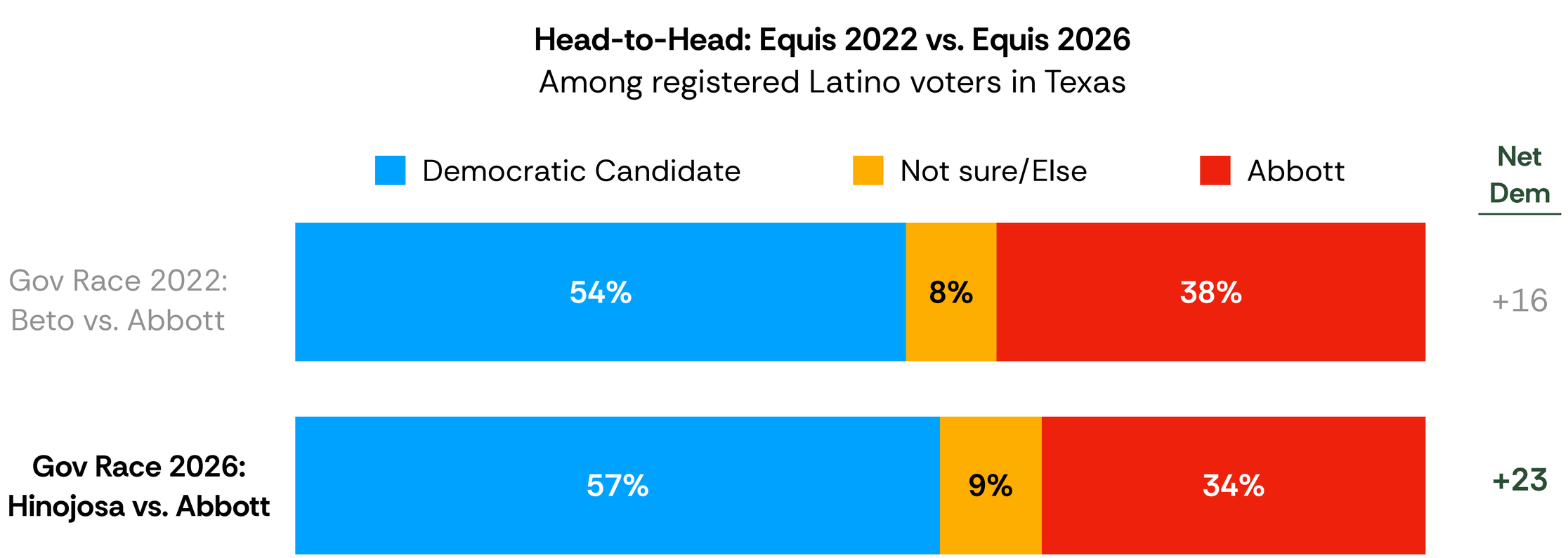
Favorability Rating
Among registered Latinos in Texas



Source: Equis State Series Texas W1 (September 2026) | 992 registered Latinos in Texas

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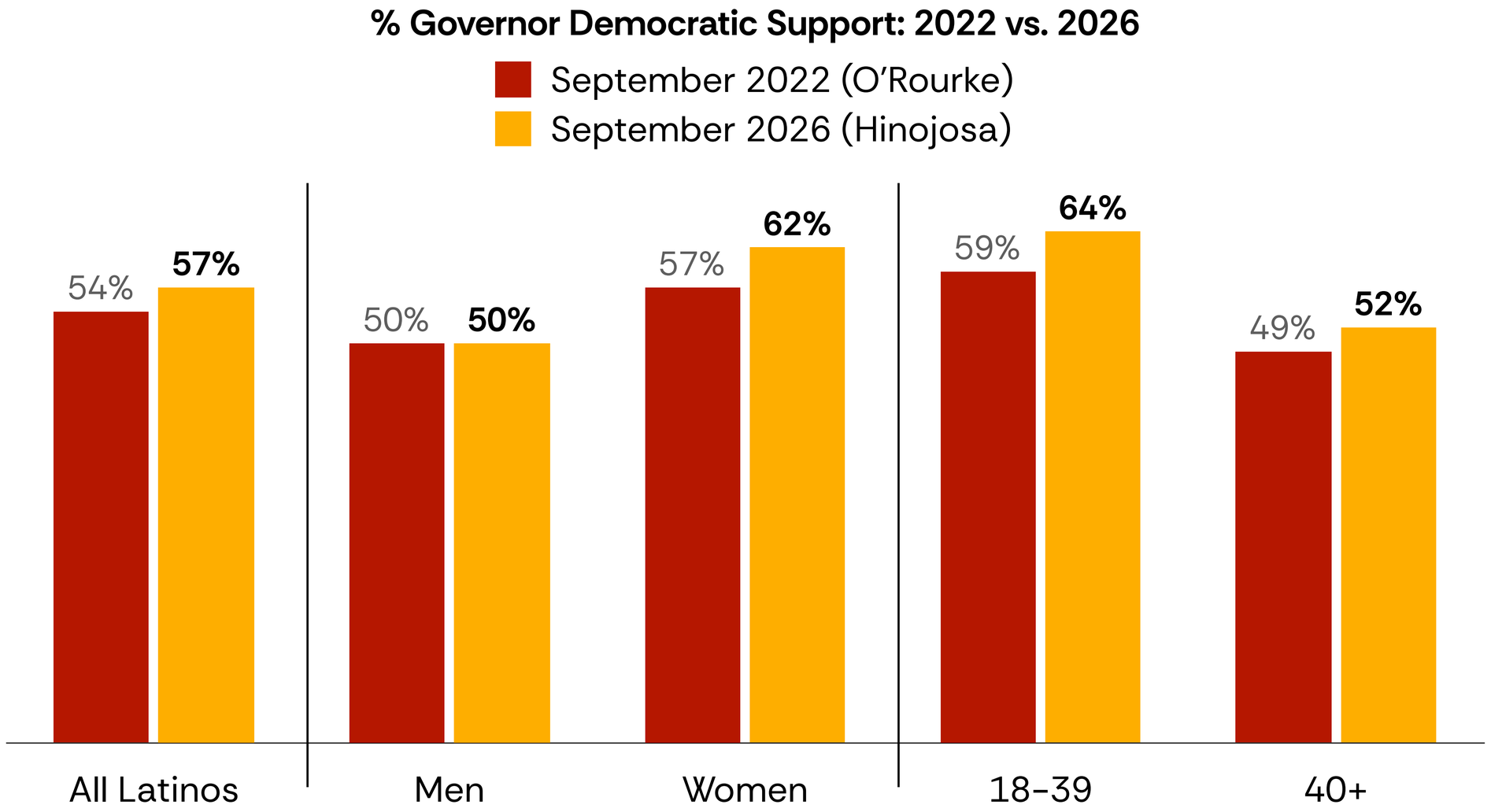
ALL REGISTERED VOTERS: Equis polling today shows a a more favorable Governor's race among Latinos in Texas compared to 2022



Source: Equis State Series Texas W1 (September 2026) | 992 registered Latino voters in Texas

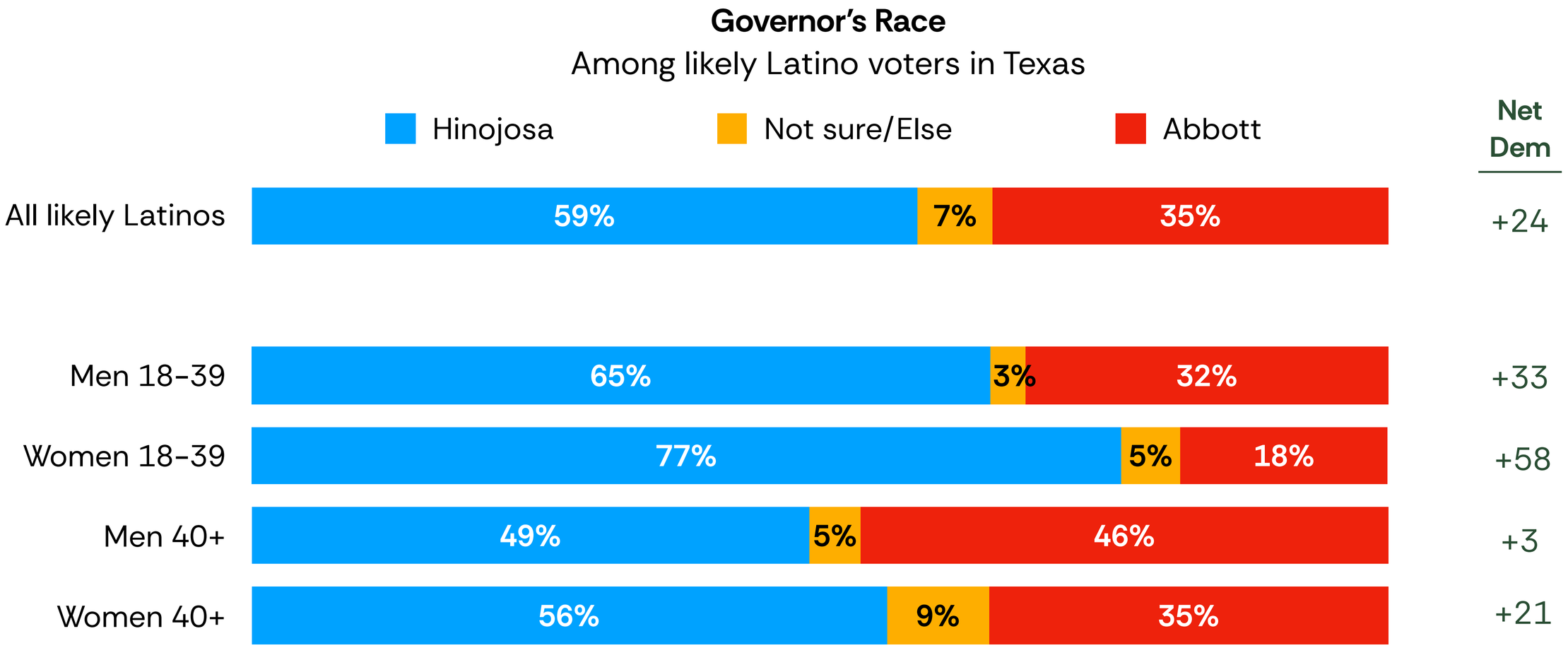
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ALL REGISTERED VOTERS: Increase in Democratic support in the Governor's race relative to 2022 Equis polling driven by women & younger voters while support among men is stable



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LIKELY VOTERS: Older Latino men split in the Governor's race; younger Latina women overwhelmingly support Hinojosa

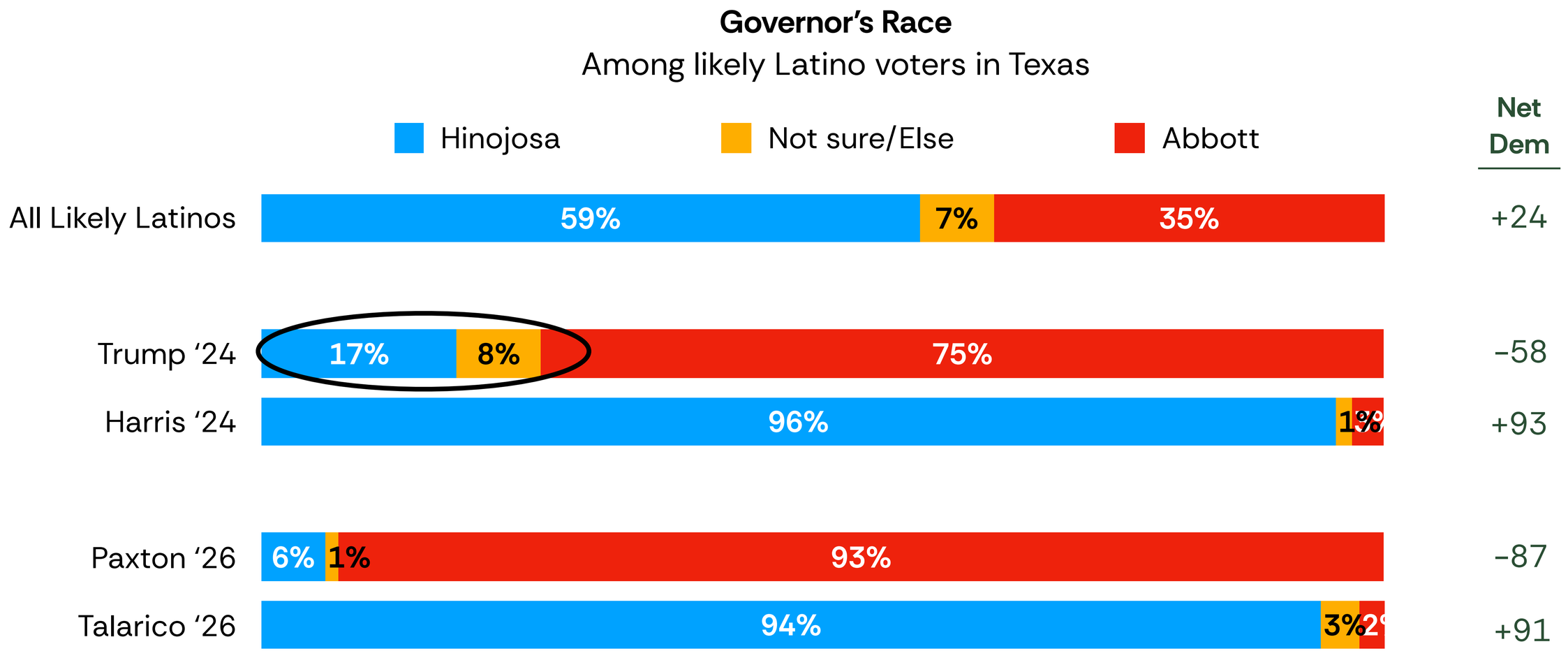


Source: Equis State Series Texas W1 (September 2026) | 775 likely Latino voters in Texas

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LIKELY VOTERS 1-in-4 Trump 2024 voters are undecided (8%) or voting for Hinojosa (17%) in 2026

And 6% of Paxton voters express support for Hinojosa



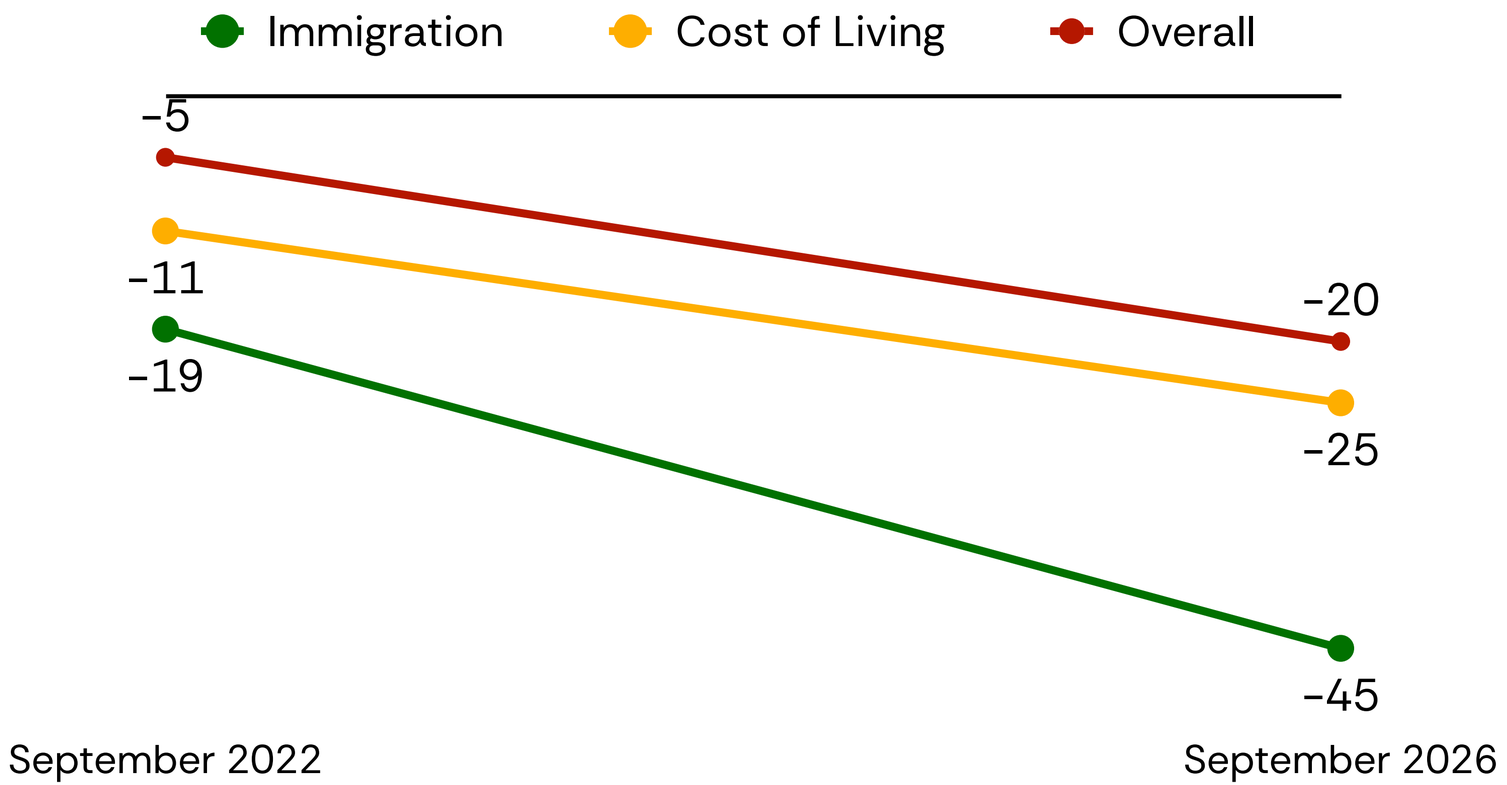
Source: Equis State Series Texas W1 (September 2026) | 775 likely Latino voters in Texas

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Approval for Abbott — as governor, on costs, & on immigration— has significantly decreased since 2022

Change in Approval Rating: Greg Abbott

Among registered Latinos in Texas



Source: Equis Texas State Poll (Sept 2022) | Equis State Series Texas W1 (September 2026)

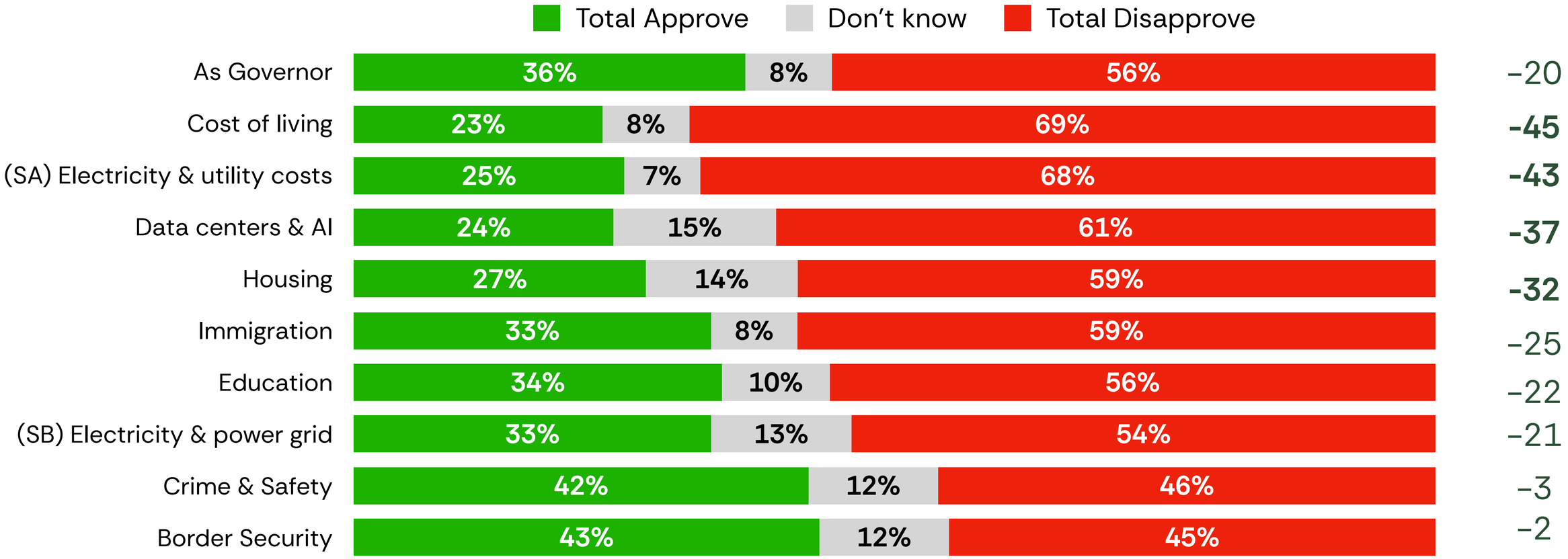
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Abbott receives worst ratings on cost of living (-45), utility costs (-43), and data centers & AI (-37)

He gets his best ratings on border security (-2) & crime and safety (-3)

Job Approval: Greg Abbott on the Issues

Among registered Latinos in Texas



Source: Equis State Series Texas W1 (September 2026) | 992 registered Latinos in Texas