UNIDOSUS BIPARTISAN POLL OF HISPANIC VOTERS: THE ROAD TO 2026

November 3, 2025

About the Survey

- Total N=3,000 Latino registered voters (+/- 1.8%)
  - Battleground Congressional Districts N=825 (+/- 3.4%)

    Respondents residing in competitive districts as defined in Cook Political Report as of 10/8/25
  - Oversamples N=400 (+/-4.9%) per: Arizona, California, Colorado, Florida, Georgia, Texas
- Field Dates: October 8 - 22, 2025
- English or Spanish, according to preference
- Mixed mode: live phones, text invites, online panels
- Bipartisan polling team BSP Research and Shaw & Co.

BSP research

SHAW & Company research

Key Findings

1. On top priorities, the message from Hispanic voters is clear: lower costs, raise wages. Pocket book concerns continue to dominate the issues Latino voters want elected officials to address: the cost of food and basic living expenses, wages, the lack of affordable housing, and the rising costs of health care.

2. An overwhelming 81% of Hispanic voters are concerned that Congress is not exercising its checks-and-balances role and giving up too much authority to the President/Executive Branch.

3. The three top issues affecting voter views about the President are the cost of living and inflation, immigration arrests and deportations in US cities, and jobs/the economy.

4. The majority of Hispanic voters (61%) hold the President and Republicans responsible for the shutdown, 22% hold Democrats responsible.

Key Findings

5. 2026 House Vote: If the 2026 election was today, over half of Hispanic voters would support Democrats (52% to 28%). But both parties underperform 2024 support levels, likely a sign of voter discontent.

- 41% of Latino voters are newer to the electorate: 21% voted for the first time in 2024, and 20% were first time voters in 2020 or 2022.
- Note: 25% are not sure they will vote in 2026 (75% certain or likely to vote).

6. Political violence: Nearly half of Hispanic voters are extremely or very concerned that they or someone close to them may become a victim of political violence. A plurality believes Republicans are most responsible for the increase in political violence.

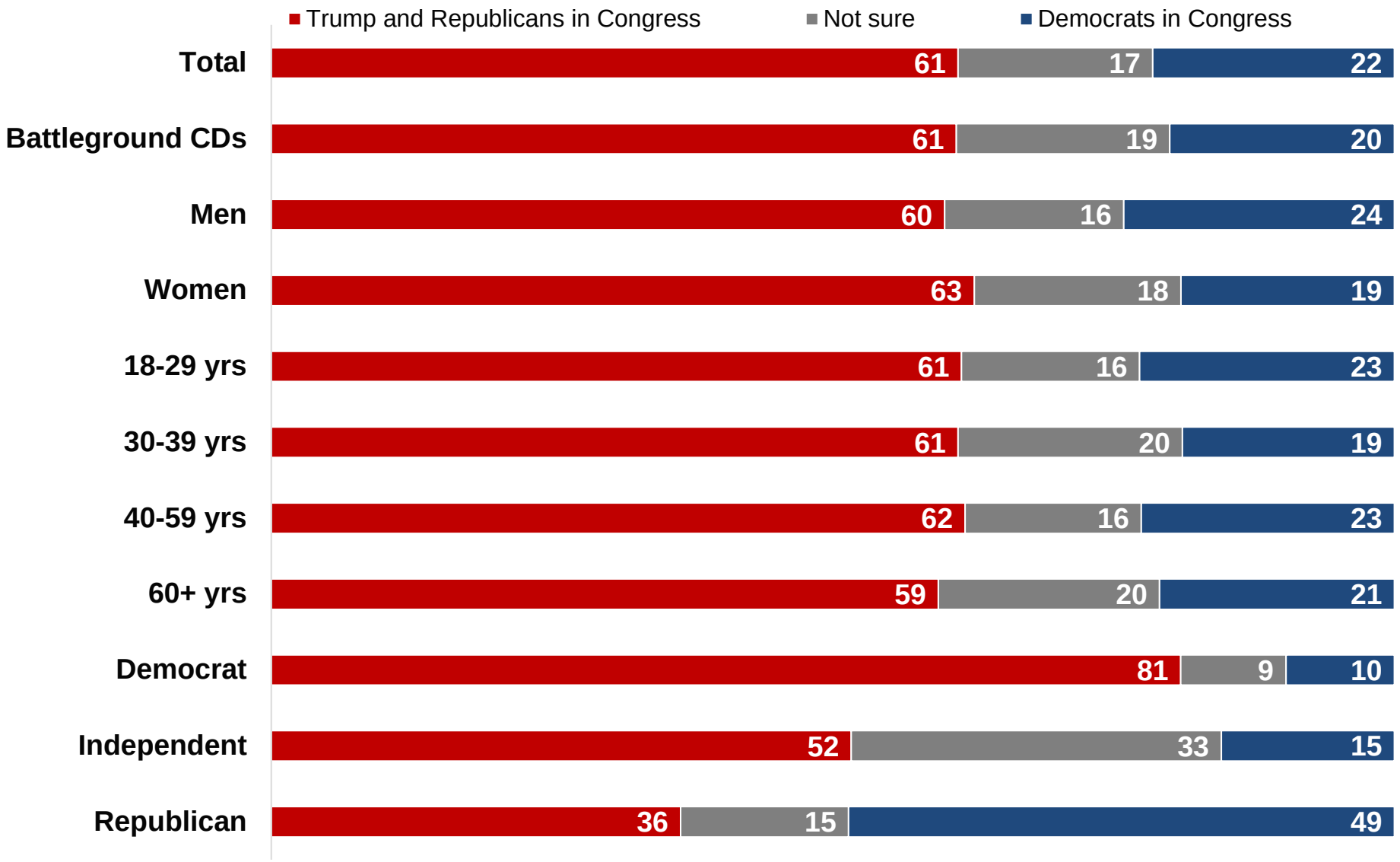
7. Military deployments in American cities: A majority do not support the way in which military deployments are occurring, including 31% who believe federal military deployments should not happen at all.

8. Presidential Favorability: 64% of Hispanic voters disapprove of President Trump's performance. Among those who voted for him in 2024, 13% would not vote for him in a do-over, compared to 3% of Harris voters who would not vote for her.

CURRENT EVALUATIONS OF GOVERNMENT

Six in 10 Latino voters hold the President and Republicans responsible for the shutdown

Who do you think is mainly responsible for the federal government partially shutting down?

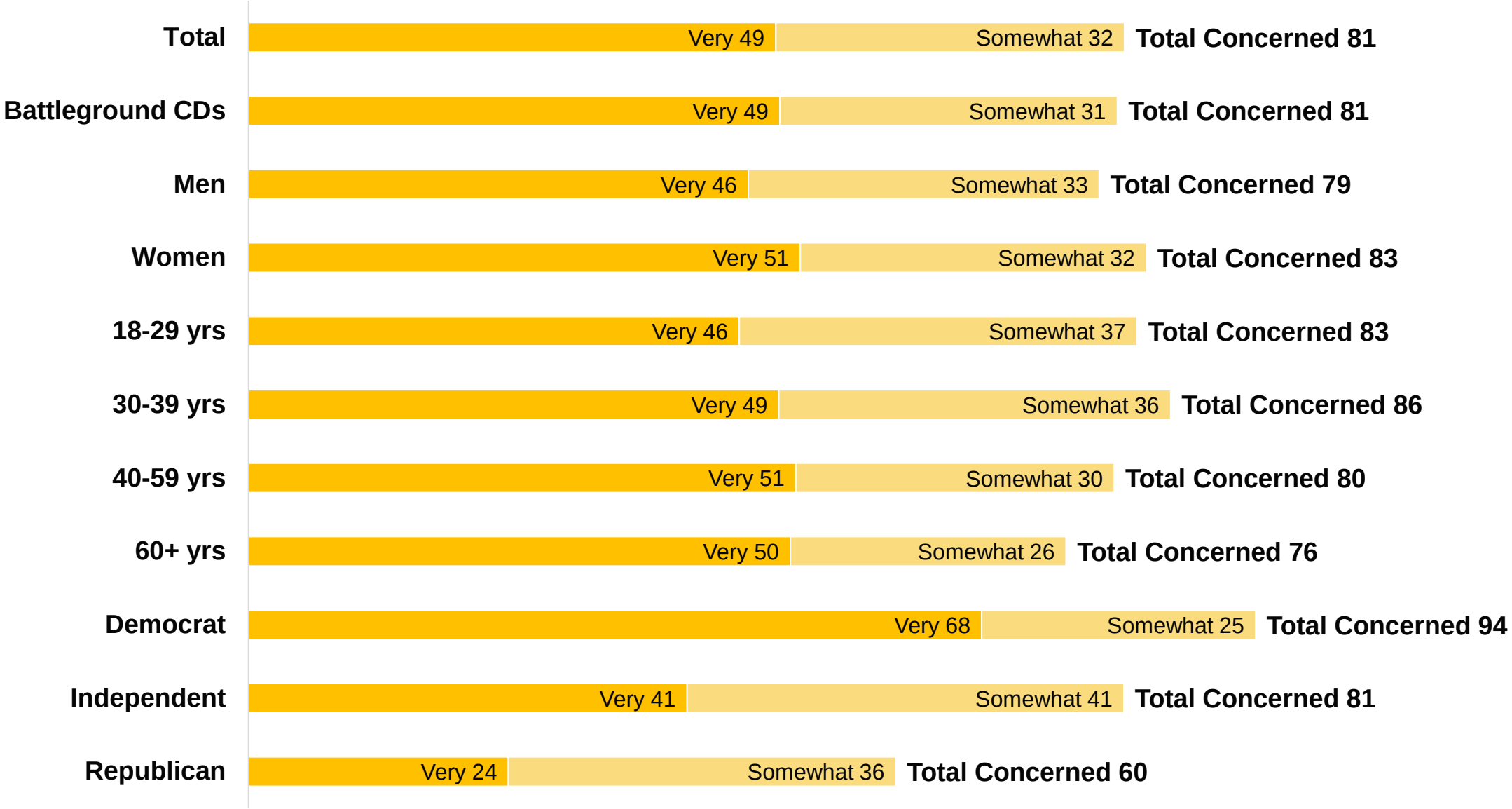


Note:
79% of Latino voters report they are paying attention to national news; 34% following very closely.

October 8-22, 2025 N=3,000 (+/-1.8%)

8 in 10 Latino voters concerned about lack of checks and balances

How concerned are you that Congress is not exercising its check-and-balances role and giving up too much of its constitutional authority to the President and executive branch? (Percent concerned illustrated)



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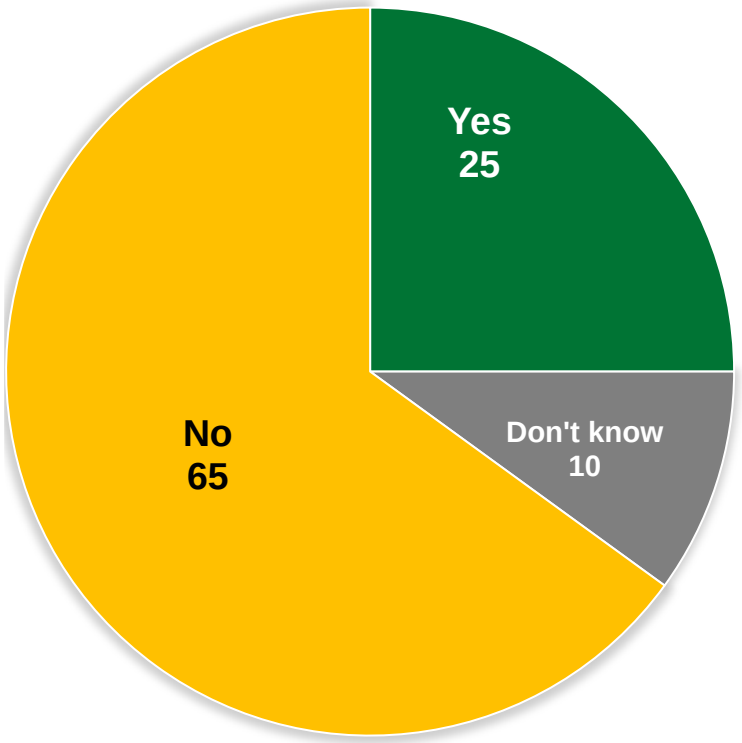
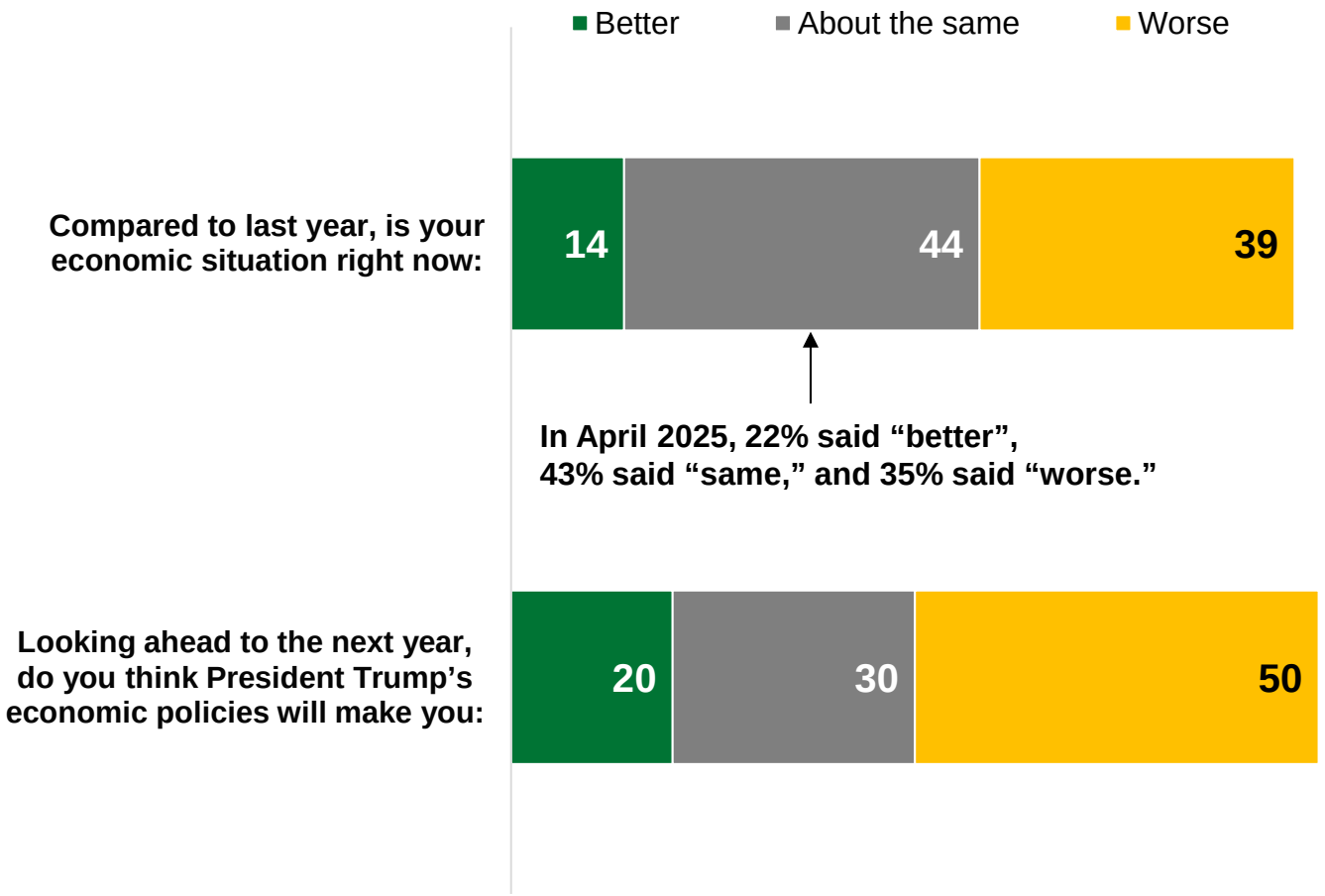
Latino voters think President Trump and Congressional Republicans aren't focused enough on improving economy. More than twice as many respondents think their economic situation has worsened, and half expect things will get even worse

Do you feel President Trump and Congressional Republicans are focusing enough on improving the economy for people like you?



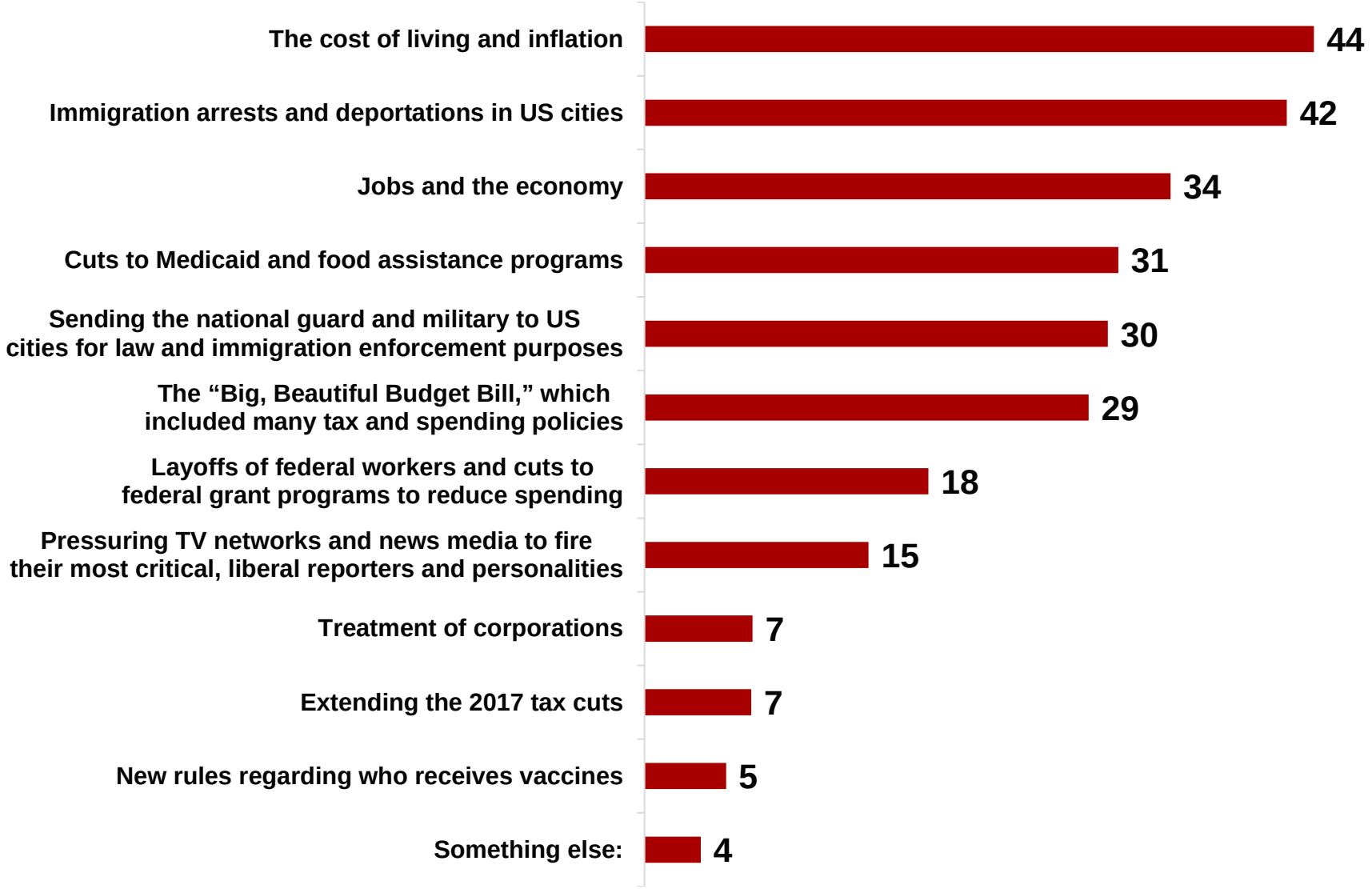
Evaluations of Personal Financial Situation and Personal Economic Outlook



October 8-22, 2025 N=3,000 (+/-1.8%)

Views on President Trump are shaped primarily by cost of living/inflation and immigration arrests/deportations taking place in American cities.

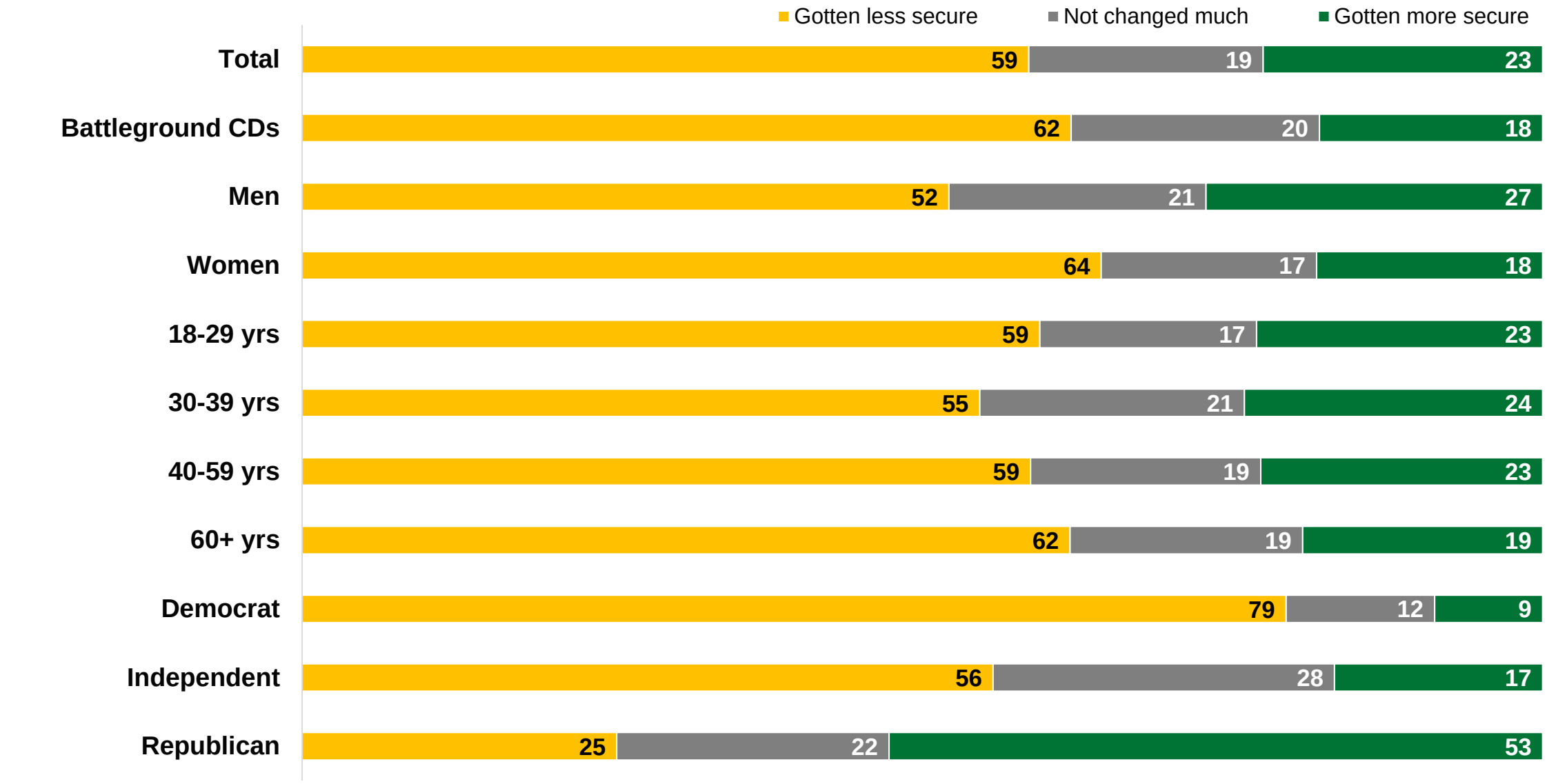
Which of the following issues has most affected your view of President Trump? (Select up to three. Sorted highest to lowest)



October 8-22, 2025 N=3,000 (+/-1.8%)

Latino voters believe civil rights and liberties are less secure since Trump took office

Since Trump was elected for the second time, would you say that civil rights and civil liberties, like freedom of speech, equal treatment under the law, protection from discrimination, the right to vote and the right to a fair trial, have:



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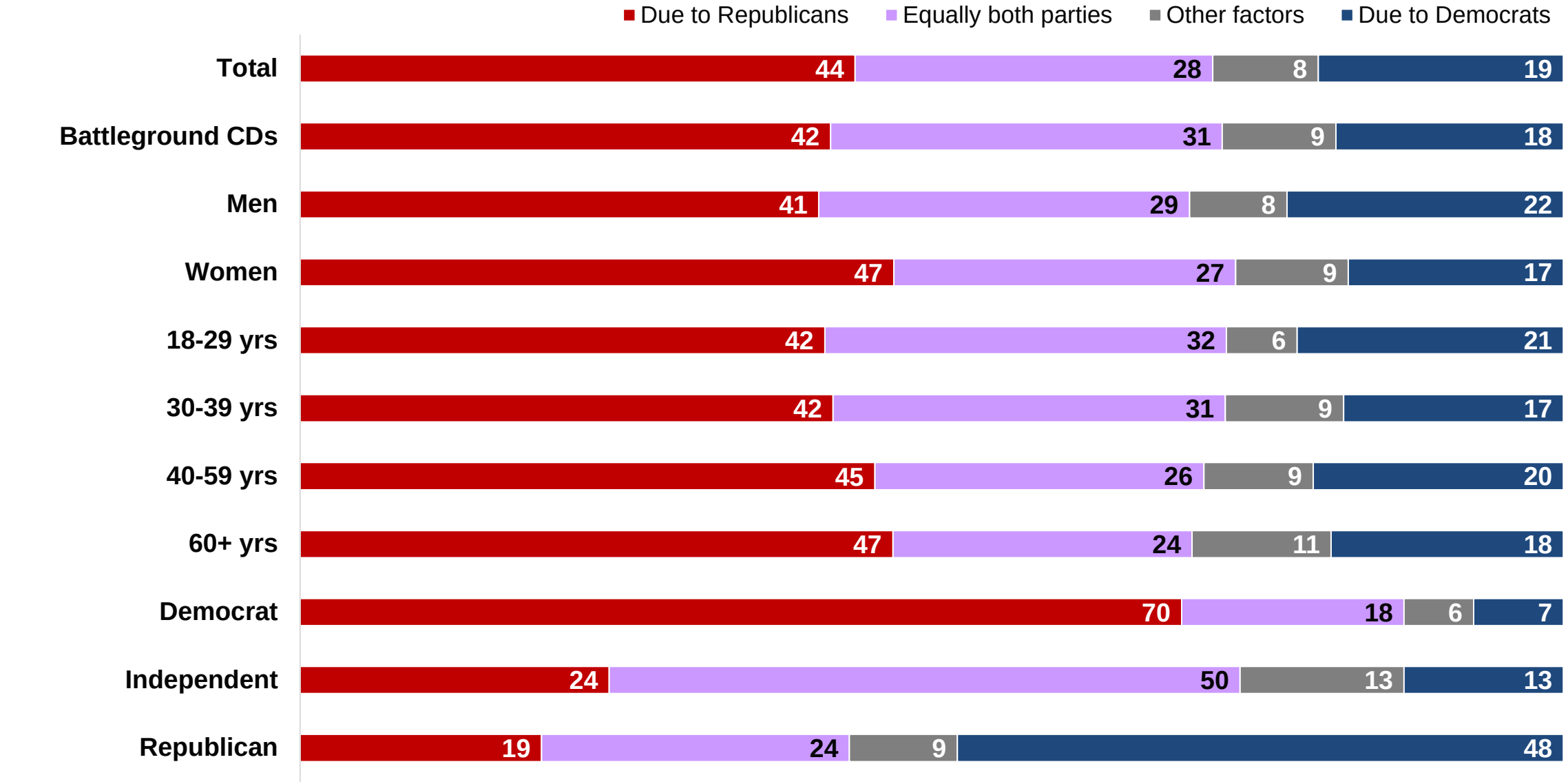
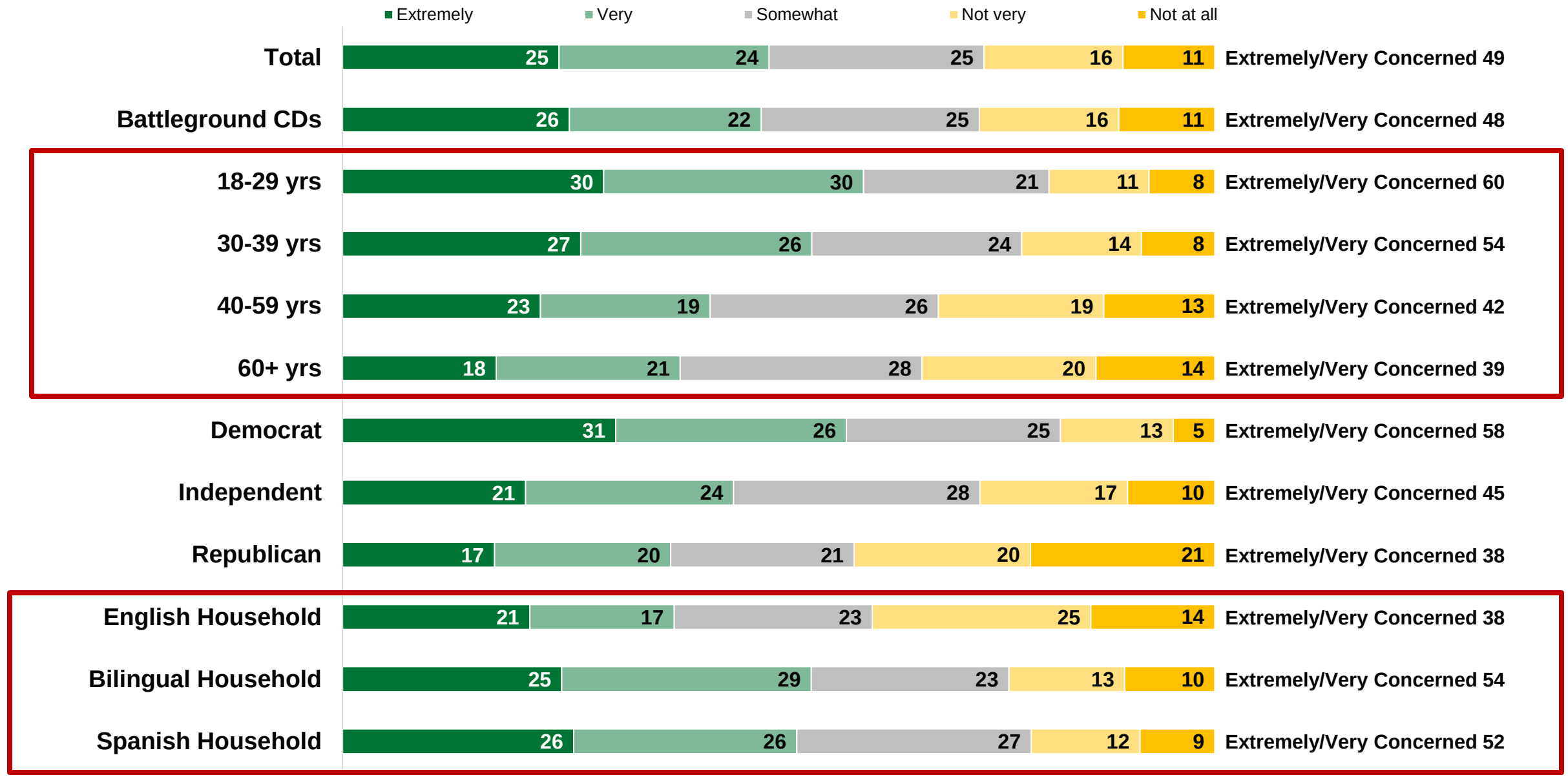
Latino voters hold Republicans more responsible for increased political violence

Would you say that the recent increase in political violence is mostly due to Democratic talk, Republican talk, or do you think other factors are causing it?



Nearly half of Latino voters concerned they or someone they know will be a victim of political violence

How concerned are you that you or someone close to you may become a victim of political violence?



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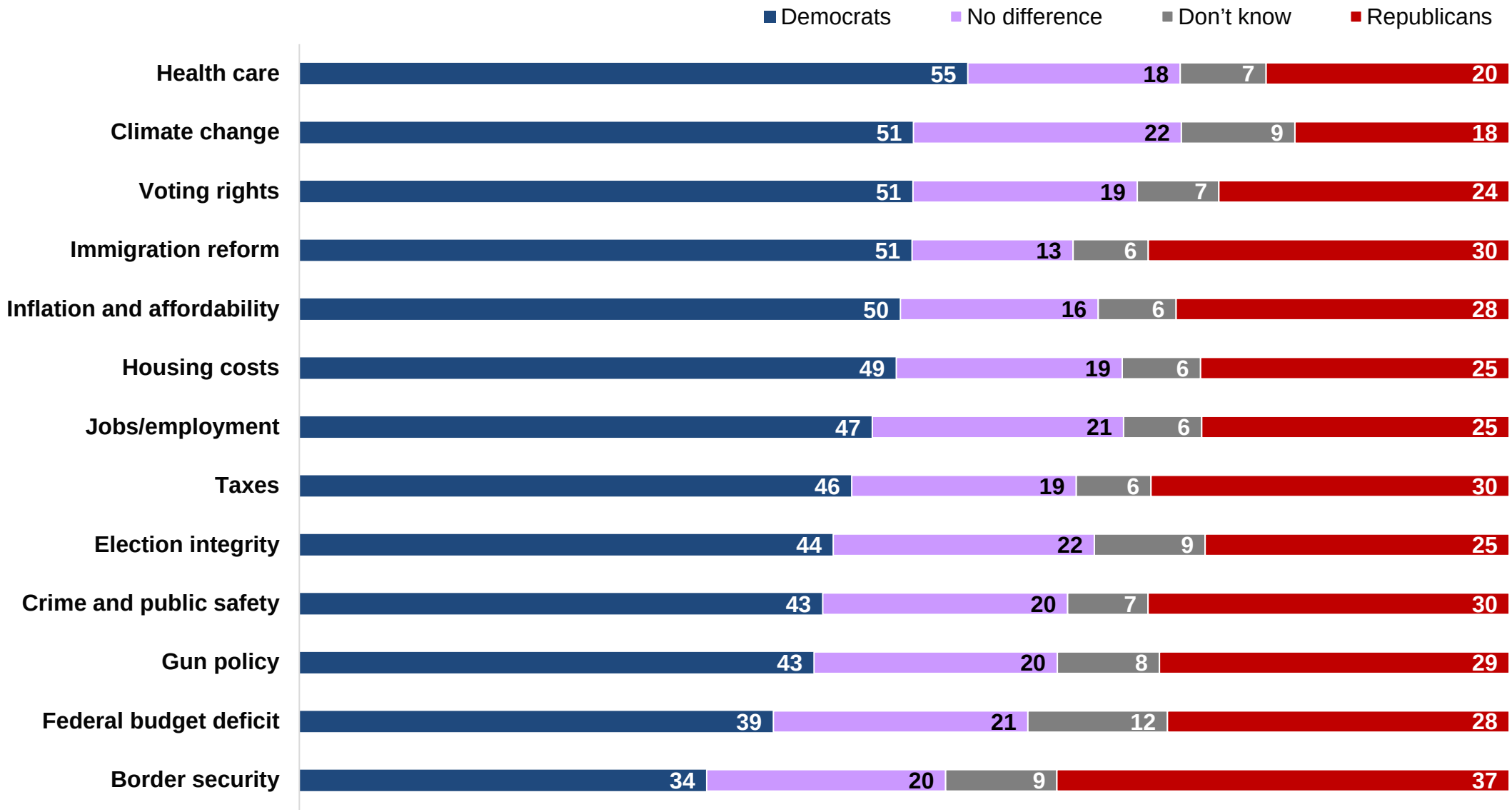
Latinos think Democrats do a better job on most issues, border security excepted

Which political party would do a better job handling each of the following?



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ISSUE PRIORITIES AND PERSPECTIVES

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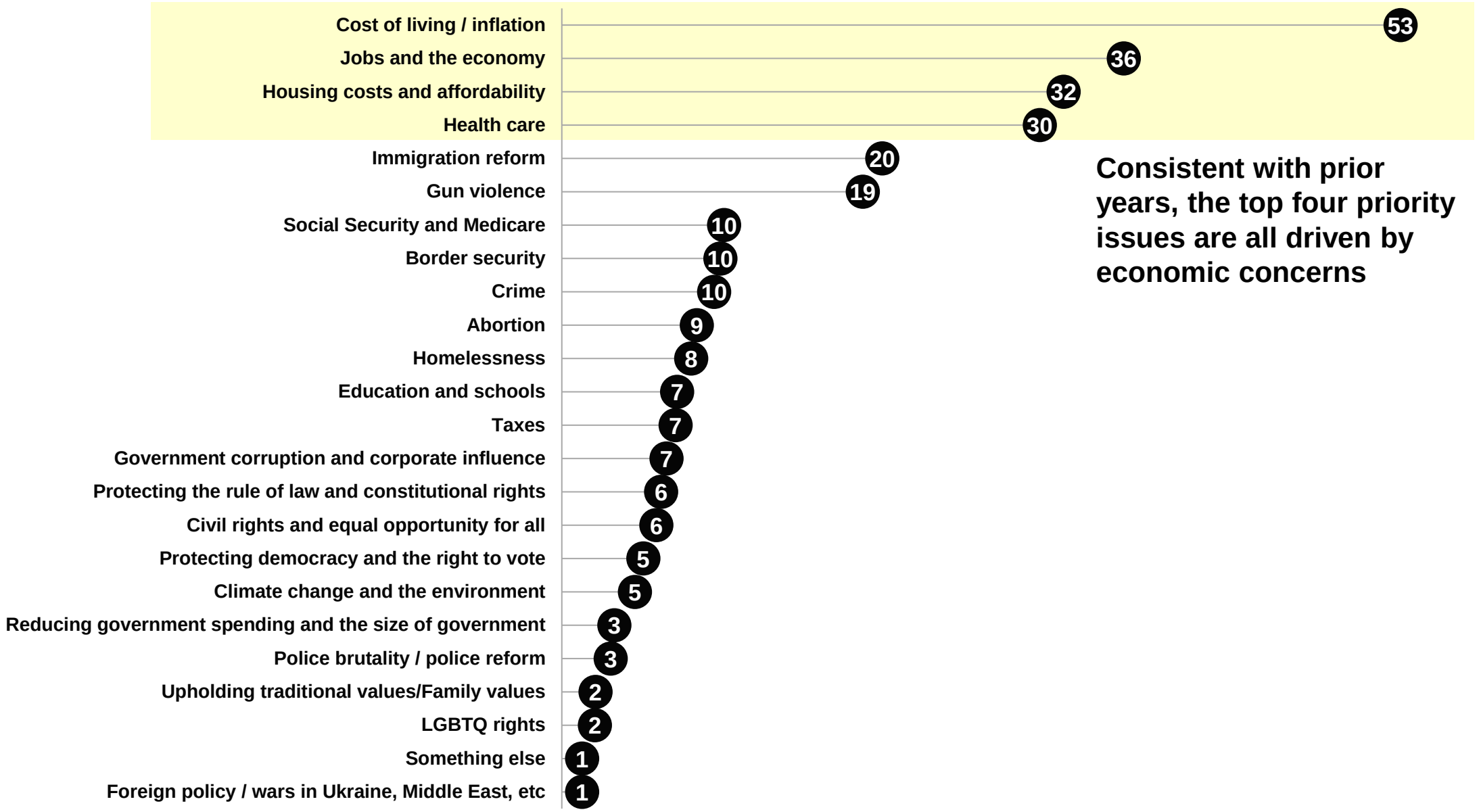
What are the most important issues that elected officials should address?

TOTAL ranked 1, 2, or 3 illustrated (Rank up to three. Sorted highest to lowest)

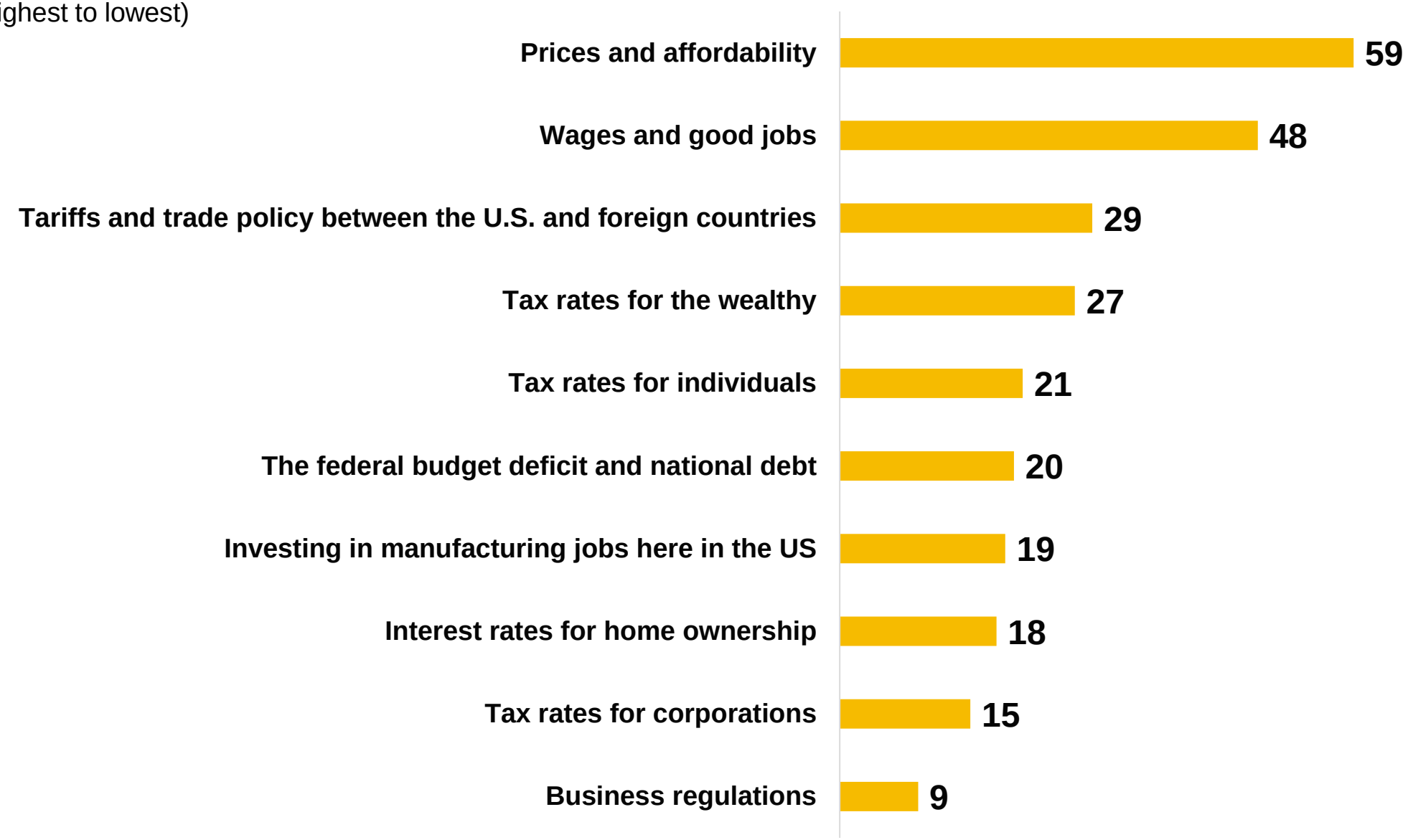


Consistent with prior years, the top four priority issues are all driven by economic concerns

October 8-22, 2025 N=3,000 (+/-1.8%)

Economic priorities are driven by concerns about prices, affordability, and wages

Thinking about the economy, which of the following issues would you most like to see elected officials address? (Select up to three. Sorted highest to lowest)



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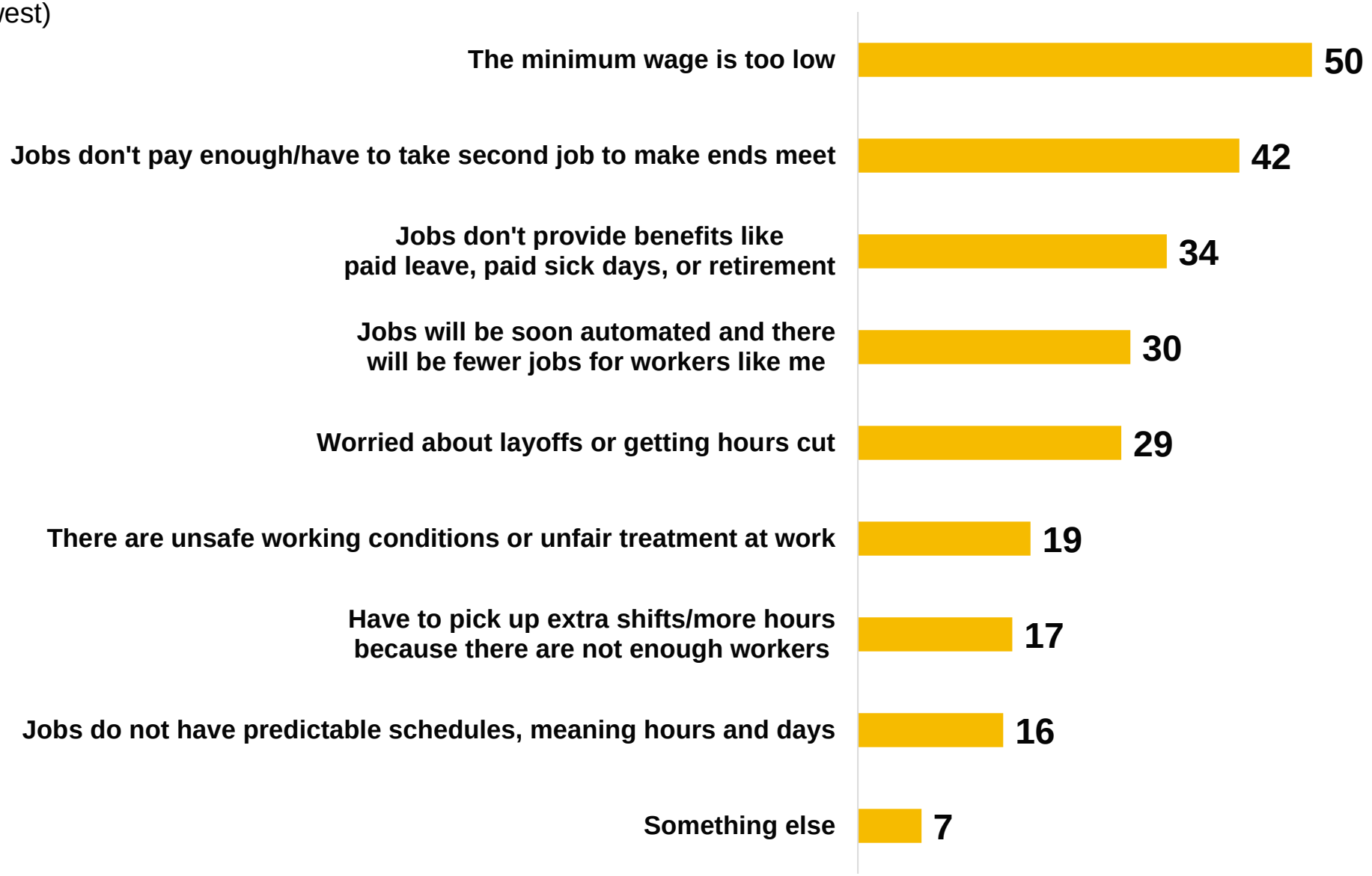
Job issue priorities are primarily about wages

Thinking about jobs, which of the following issues would you most like to see elected officials address? (Select up to three. Sorted highest to lowest)



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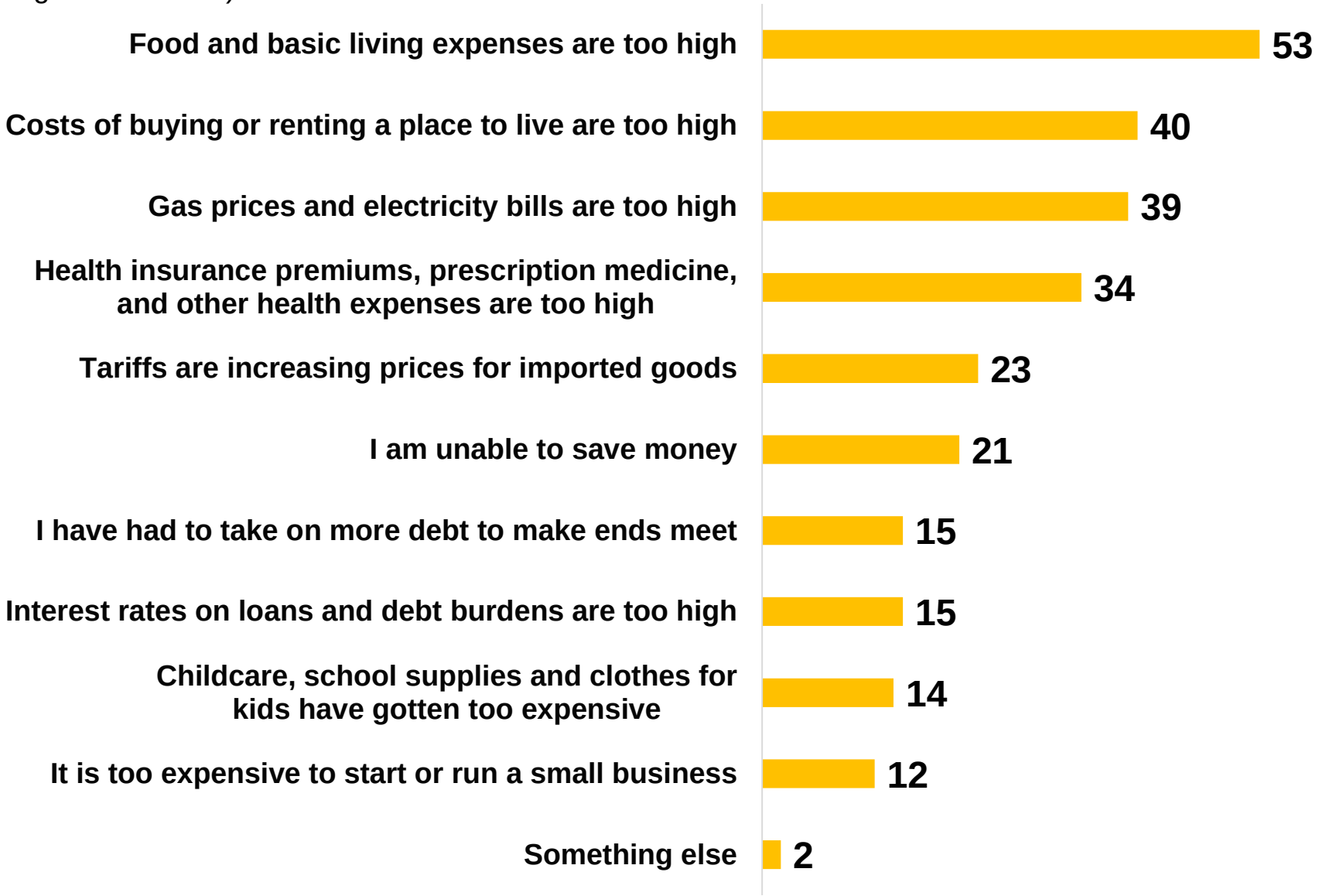
Inflation priorities are driven by basic needs: food, housing, and utilities

Thinking about inflation and the cost of living, which of the following issues would you most like to see elected officials address? (Select up to three. Sorted highest to lowest)



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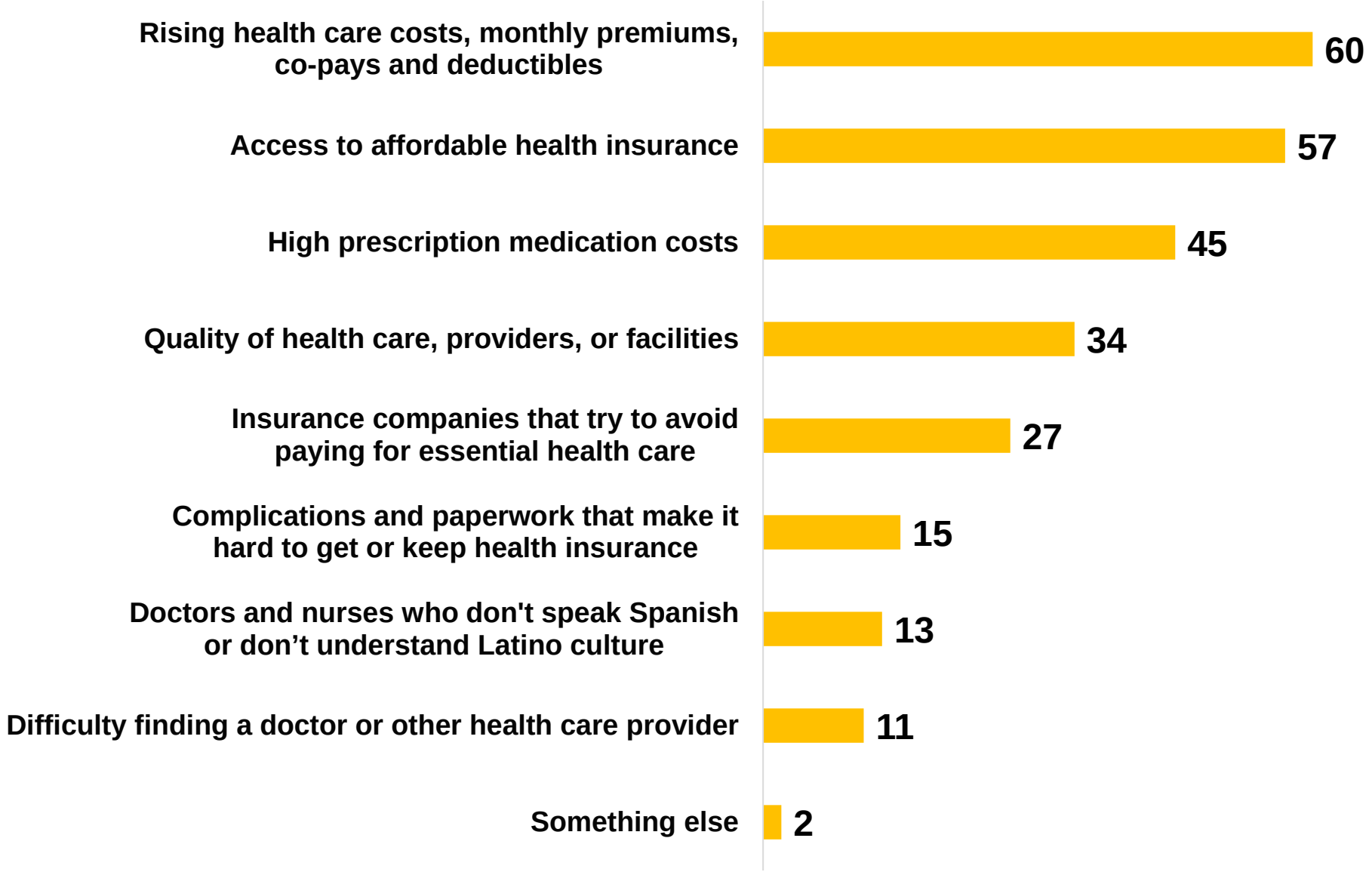
Health care priorities are driven by costs, especially health insurance and medication

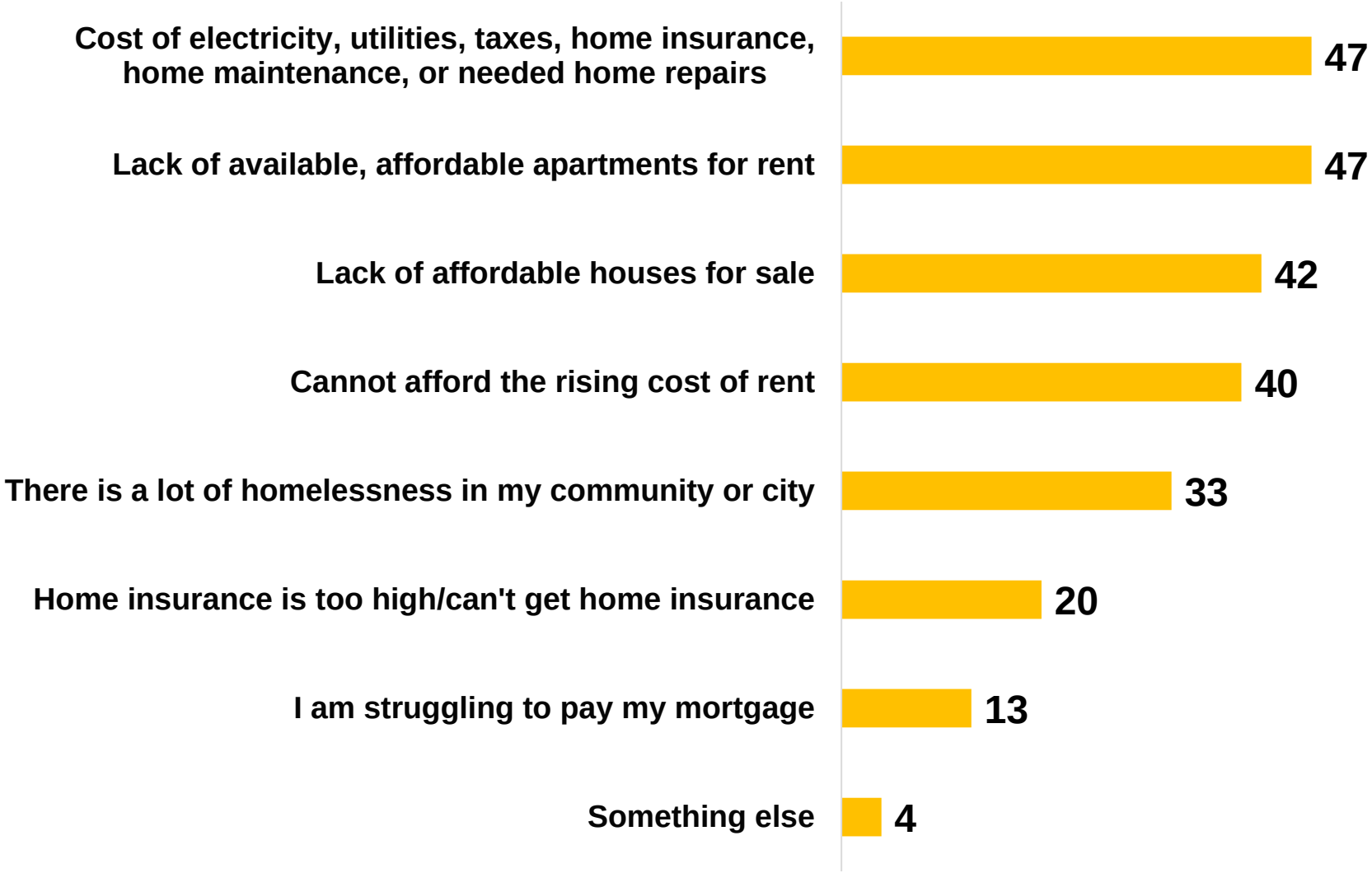
[If health care a priority issue] What did you have in mind when you said health care is an important issue that elected officials should address? Select up to three. (Sorted highest to lowest)



October 8-22, 2025 N=3,000 (+/-1.8%)

Housing priorities are driven by lack of affordable homes and apartments, and the high cost of home maintenance/ownership

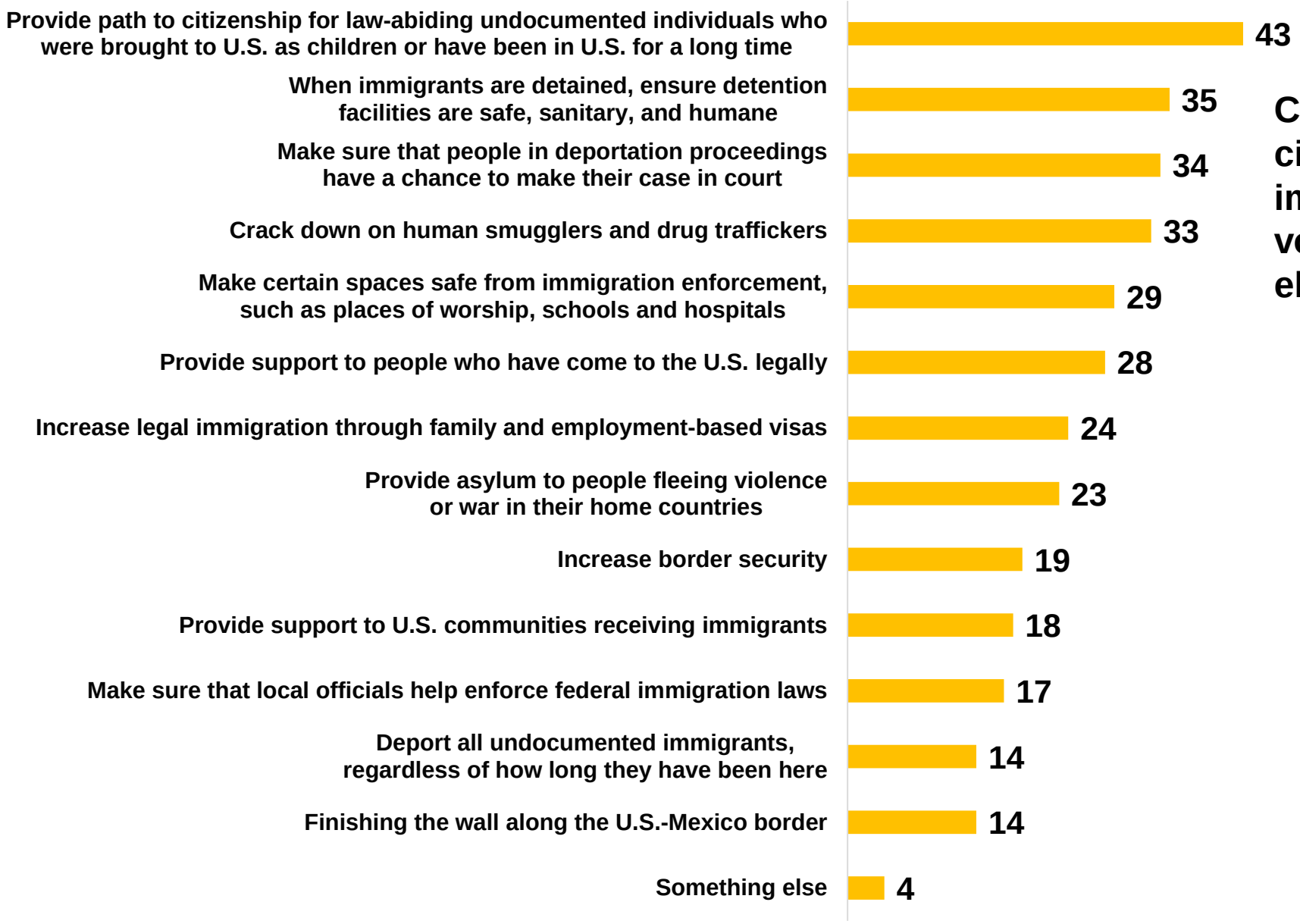
[If housing costs priority issue] What did you have in mind when you said housing costs and affordability is an important issue that elected officials should address?(Sorted highest to lowest)



October 8-22, 2025 N=3,000 (+/-1.8%)

Thinking about the US immigration system, which of the following policies would you like to see elected officials pursue?

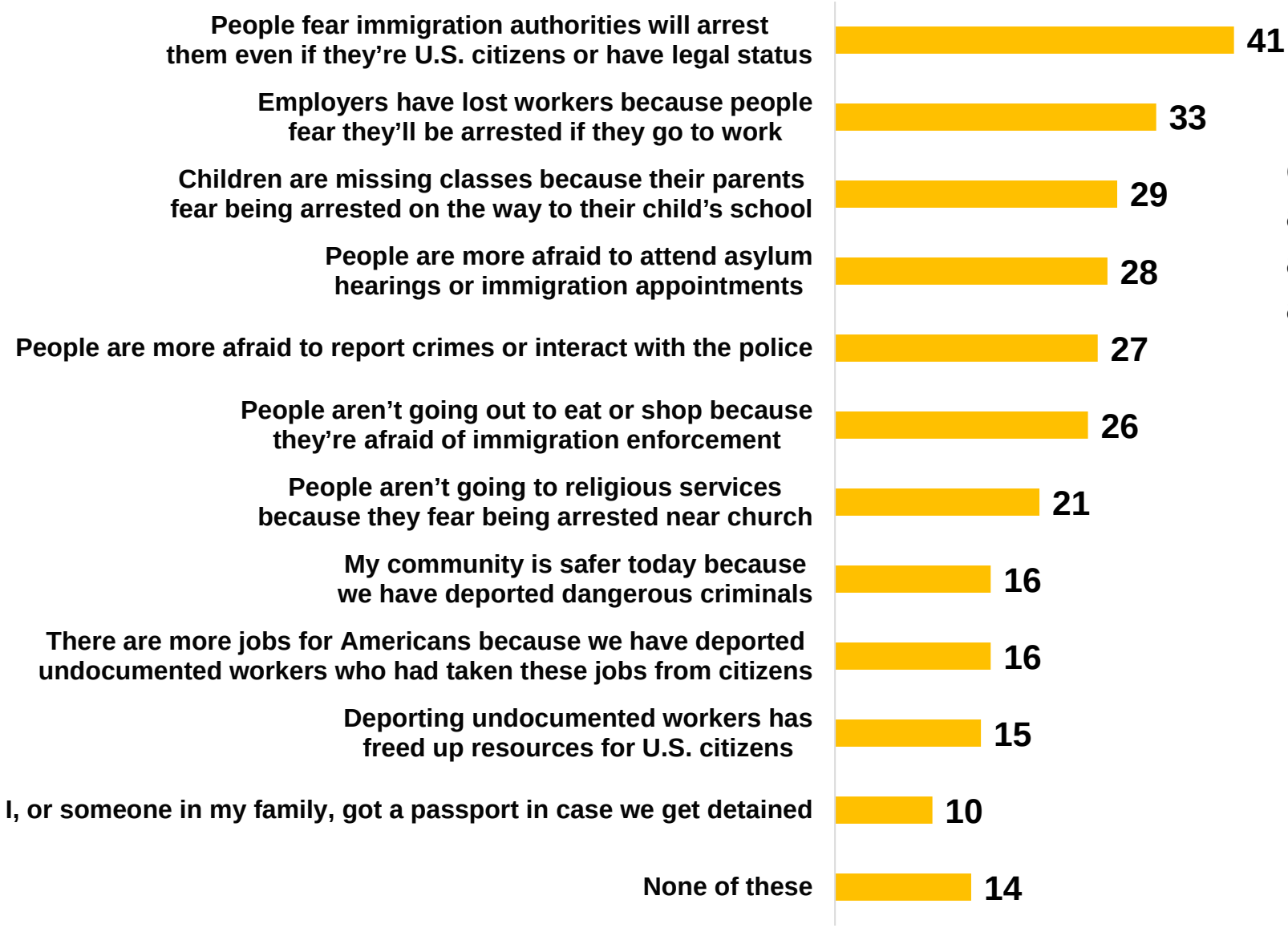
All that apply. Sorted highest to lowest)



Creating a path to citizenship is the immigration policy Latino voters most want to see elected officials pursue.

October 8-22, 2025 N=3,000 (+/-1.8%)

Thinking of recent immigration policies and actions, do any of the following apply to you or your community? (All that apply. Sorted highest to lowest)



Latino voters fear getting caught up in immigration arrests and enforcement actions, even though they are U.S. citizens.

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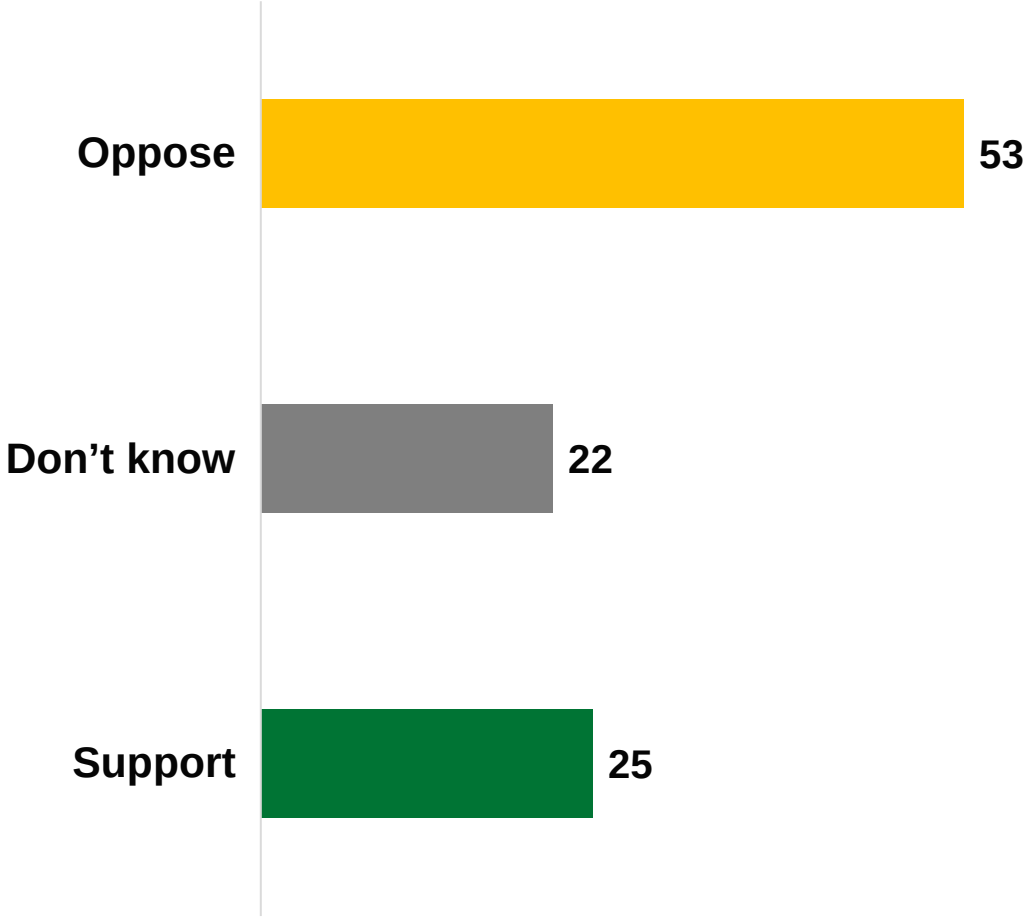
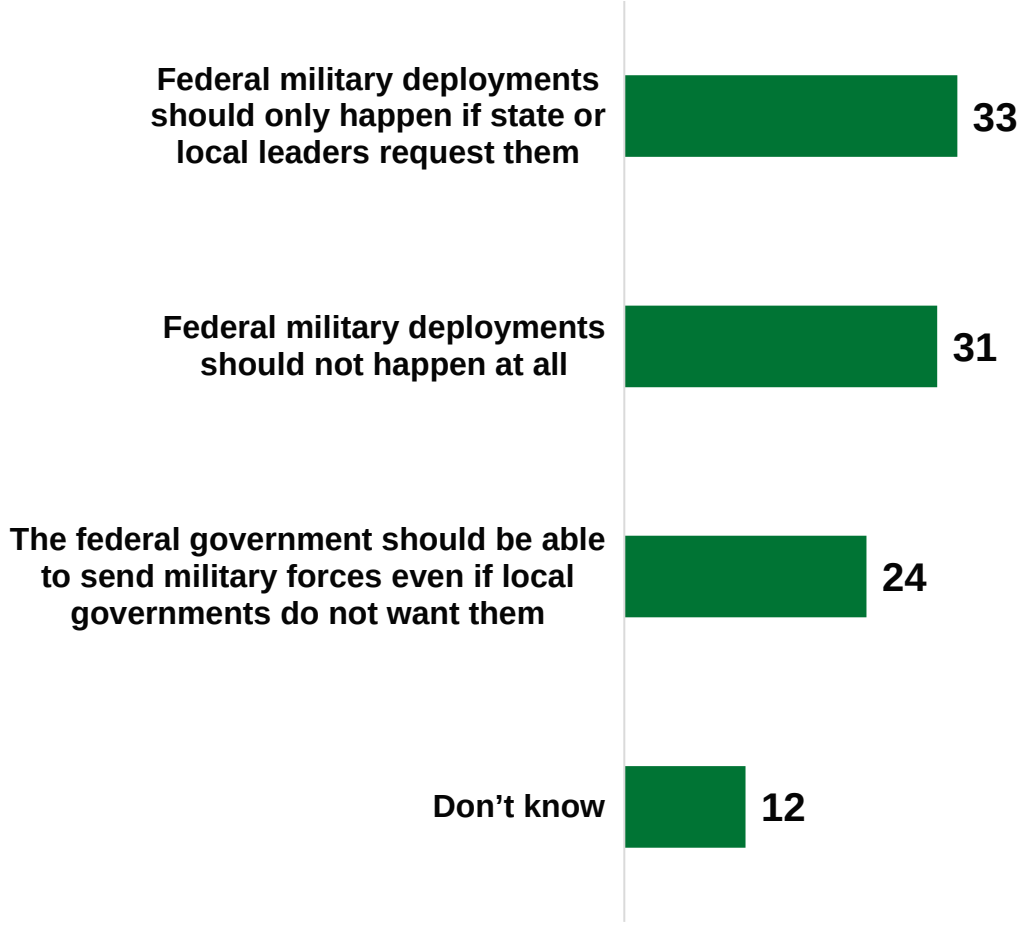
The majority of Latino voters oppose sending the National Guard to US cities for immigration enforcement purposes

Overall, do you support or oppose the federal government sending the National Guard or active-duty military to U.S. cities to assist with immigration and law enforcement?



Which comes closest to your view on this issue?



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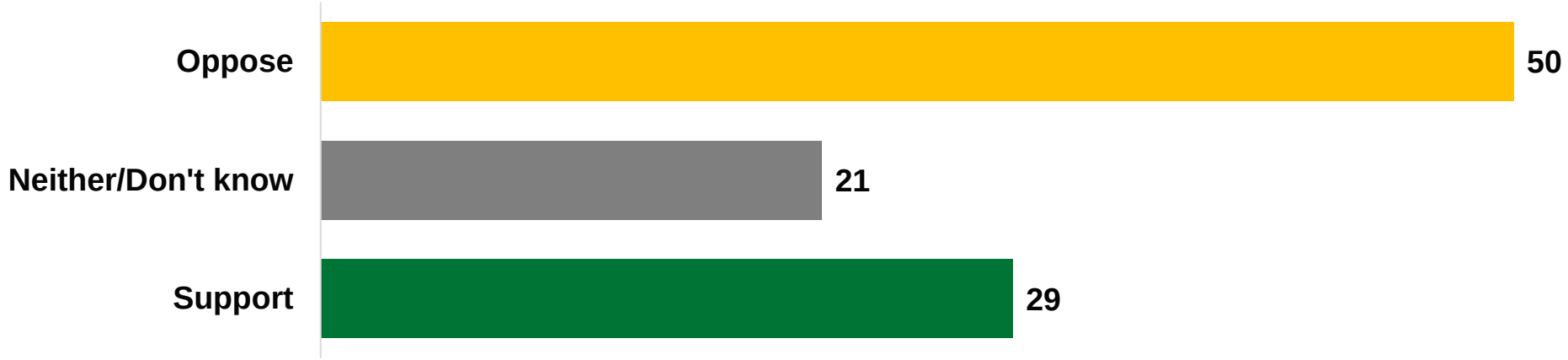
Deploying troops to American cities is unpopular, regardless of the justification

[Split A] Some say these military actions/deployments by the federal government are ***necessary to address crime and protect residents***. Others say they are harmful, inappropriate, intimidating, and mostly just for show. Do you support or oppose them?



[SPLIT B] Some say these military actions/deployments are ***important to assist the federal government with immigration enforcement***. Others say they are harmful, inappropriate, intimidating, and mostly just for show. Do you support or oppose them?

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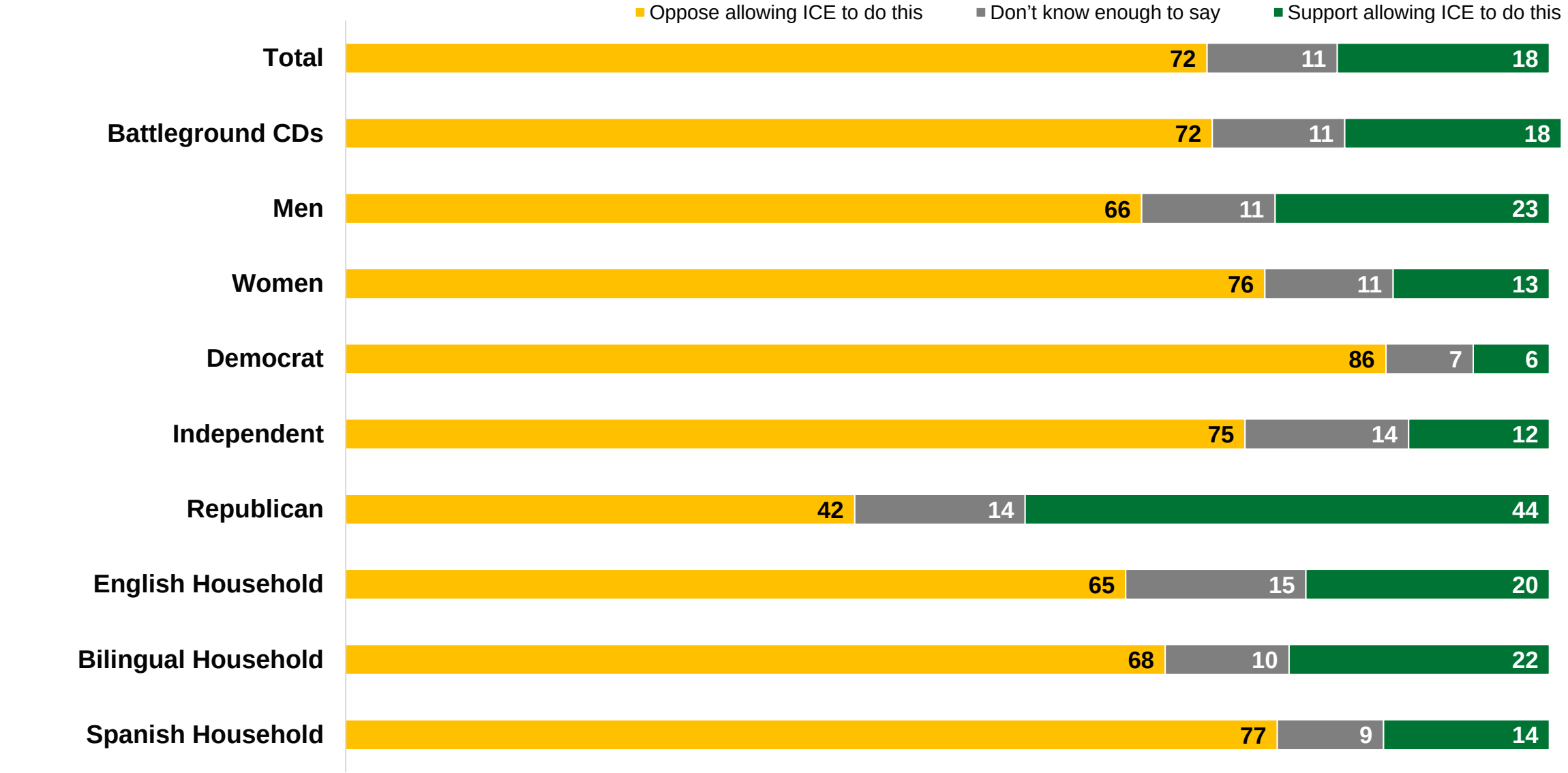
Strong disagreement with Supreme Court ruling allowing ICE arrests based on appearance and language

In a recent ruling, the United States Supreme Court said that ICE (Immigration and Customs Enforcement) could use appearance, Spanish speaking, and manual work/labor as enough reason to arrest someone on suspicion of immigration violations. Some have suggested that this puts Latino citizens and legal immigrants at risk of being harassed or detained. Would you say you:



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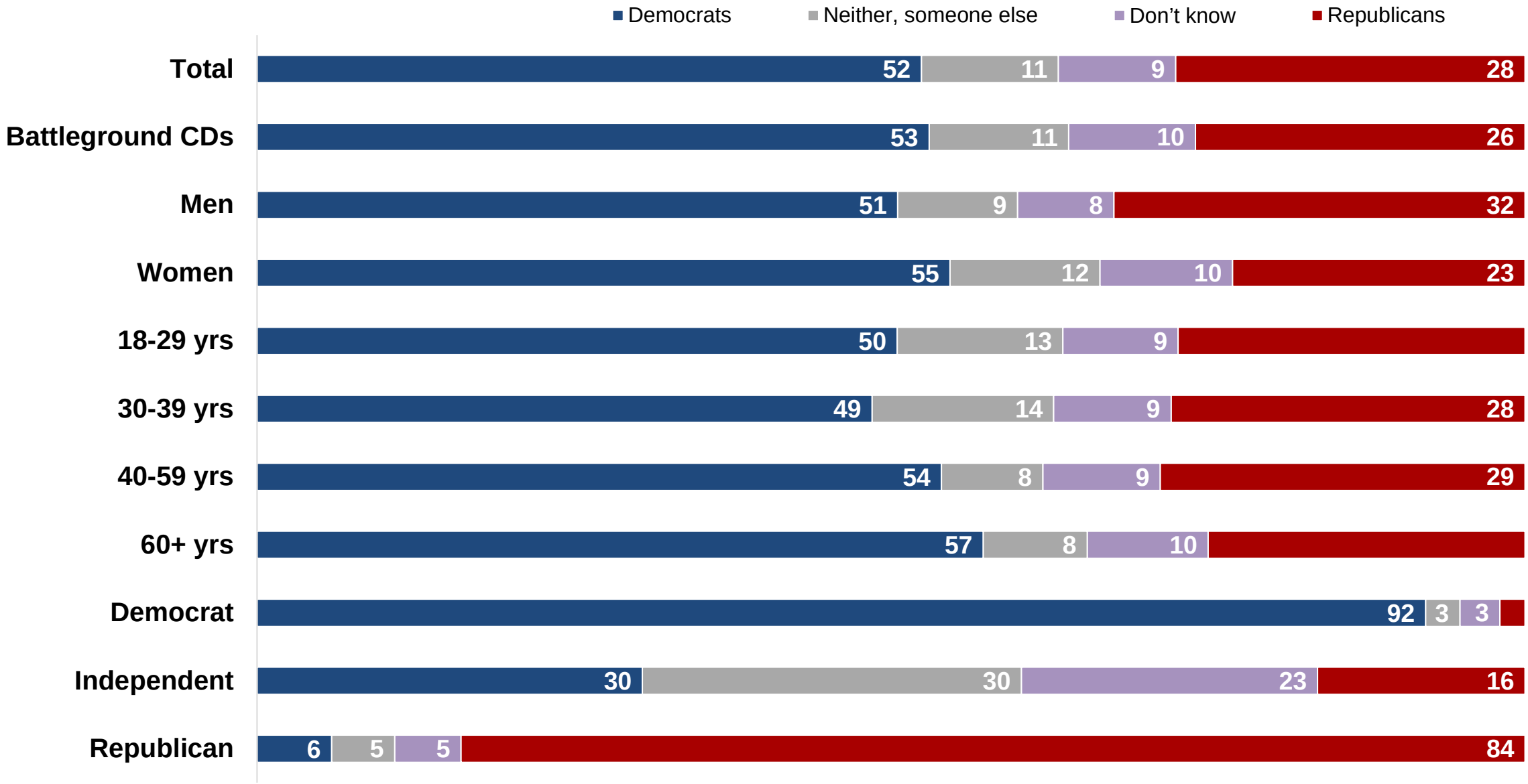
THE ROAD TO 2026

2026 Midterm Election: Democrats lead in the generic House ballot

If the election for the U.S. House of Representatives was today, which party's candidate would you vote for?



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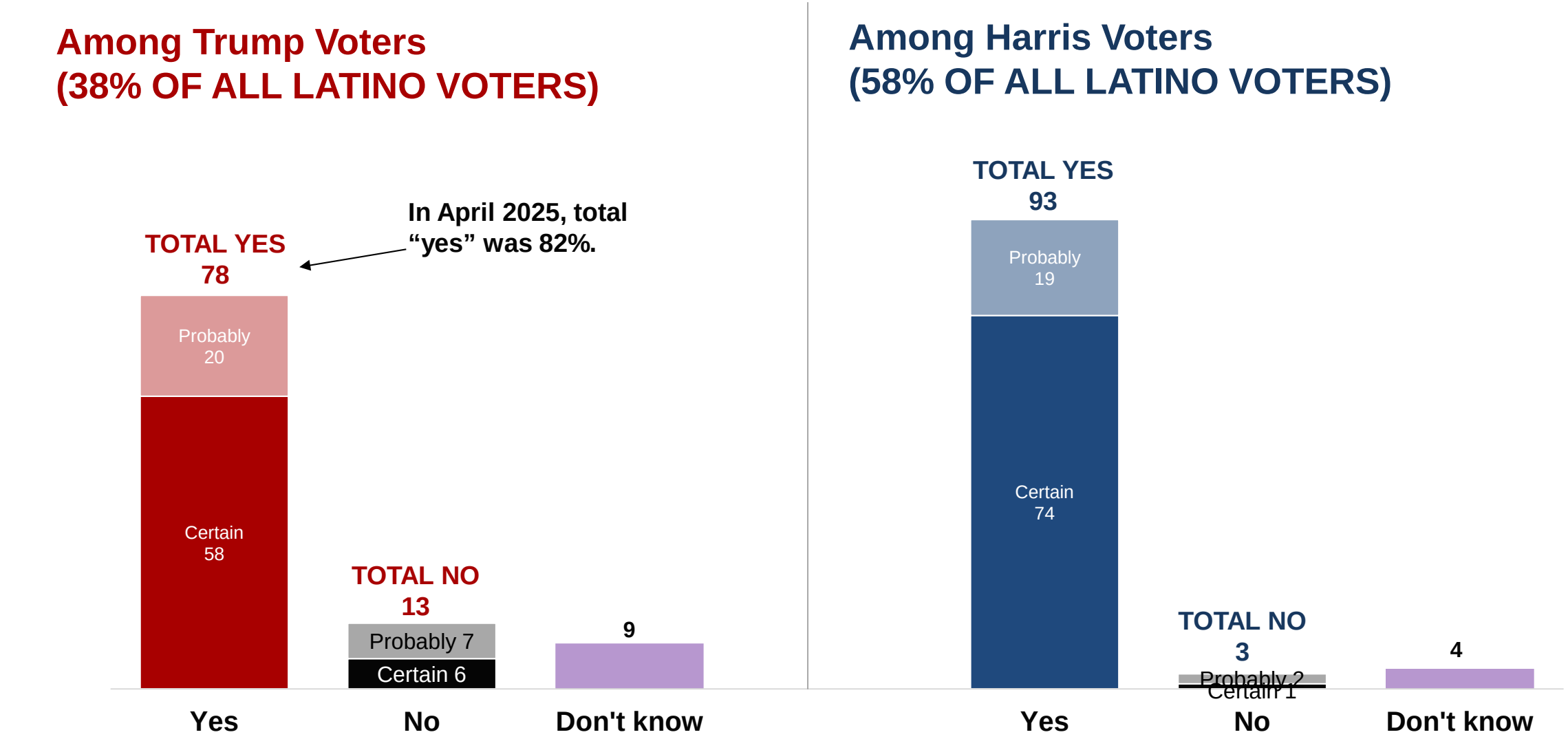
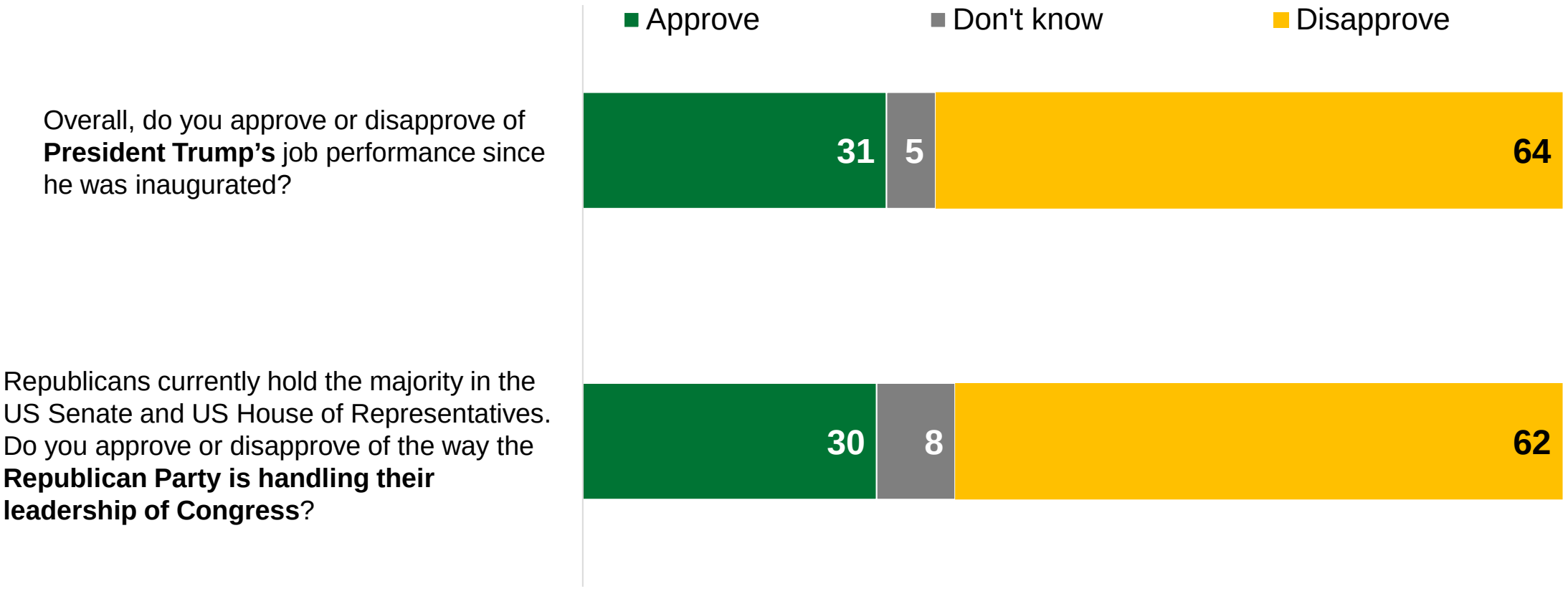
By and large, Latino voters stand by their 2024 presidential vote choices

If you had to do it over again, would you still vote for [President Trump/Vice President Harris]?



October 8-22, 2025 N=3,000 (+/-1.8%)

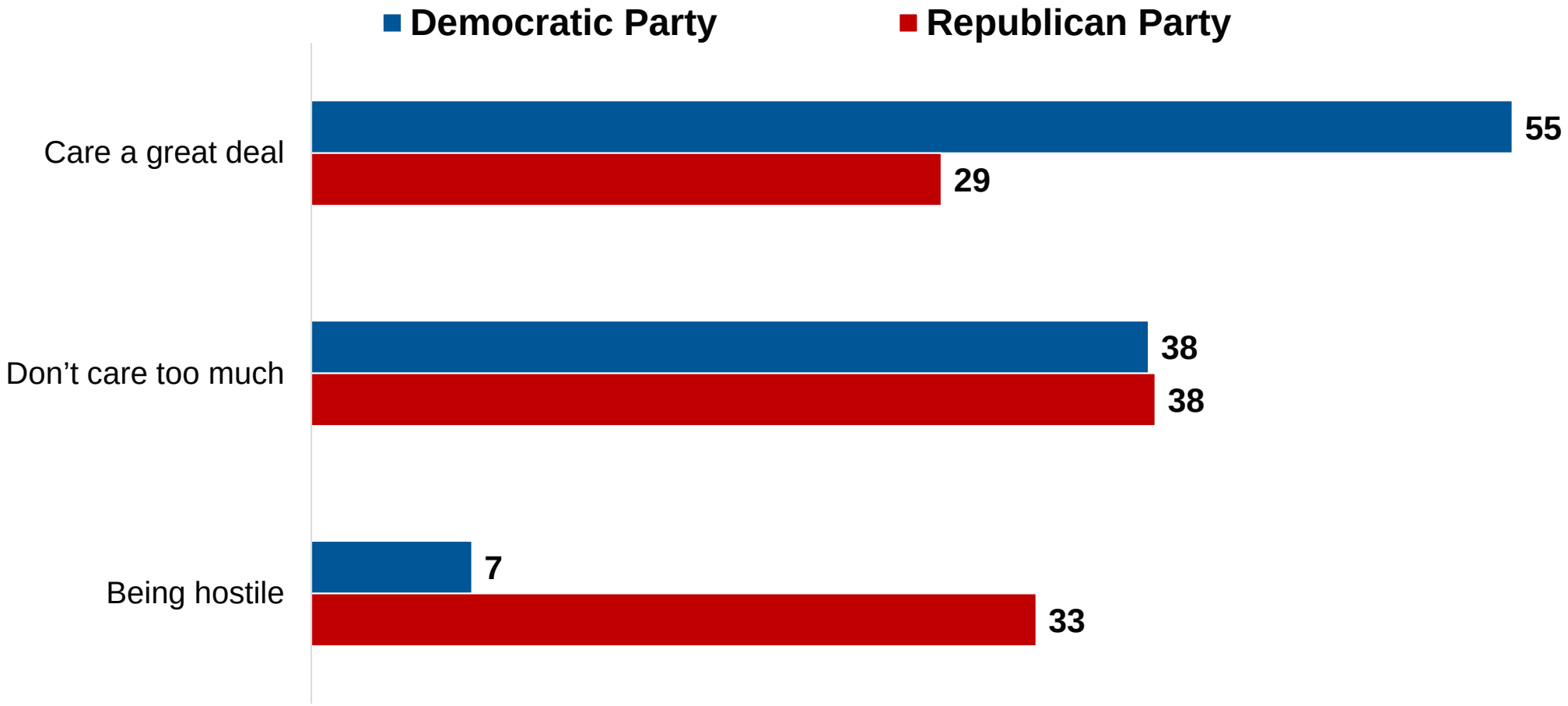
The majority of Latino voters disapprove of the job performances of both President Trump and Congressional Republicans



October 8-22, 2025 N=3,000 (+/-1.8%)

Majority of Latino voters (55%) say Democrats care about their community, while only 29% say the same about Republicans

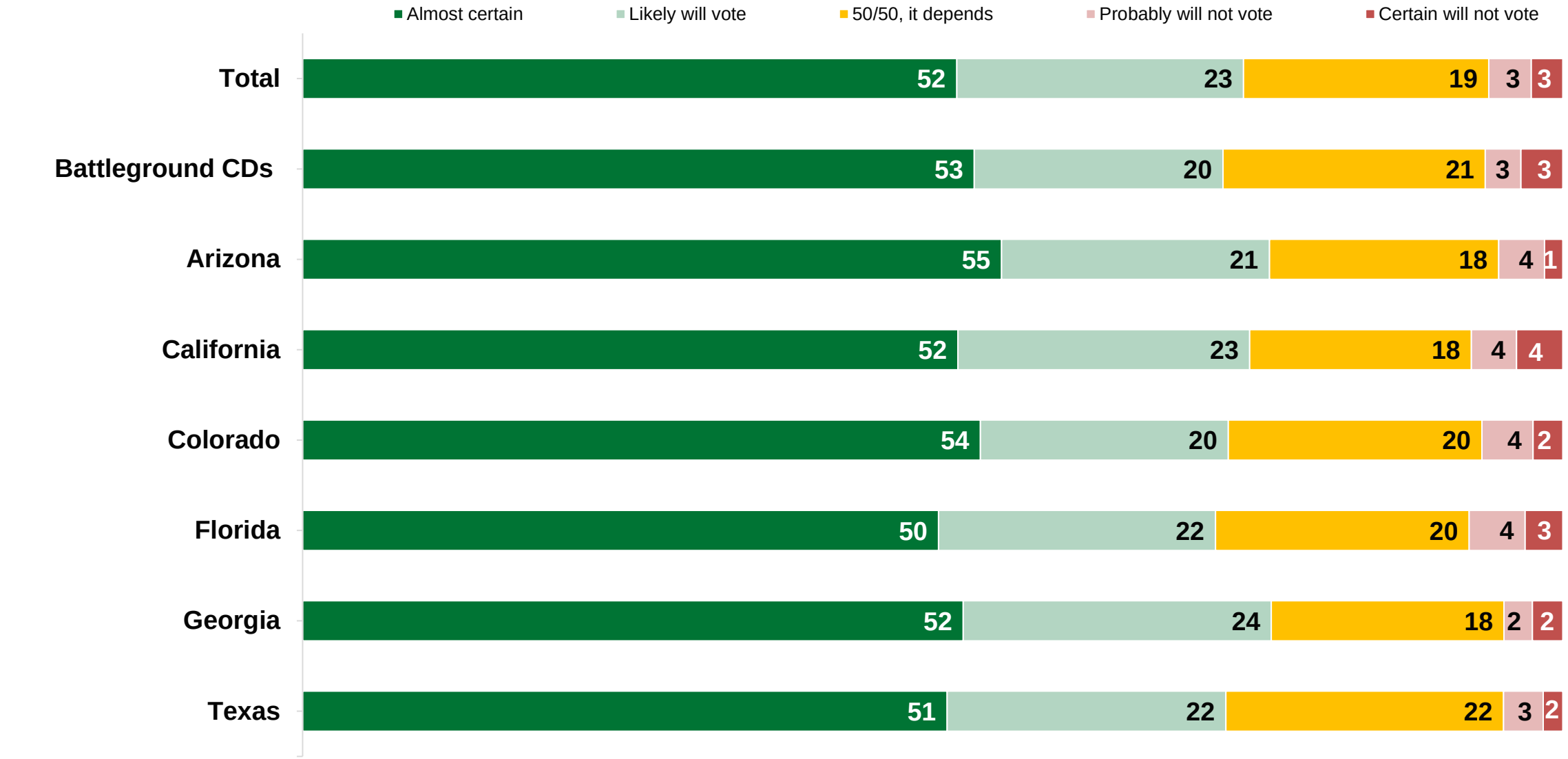
Thinking about national politics, would you say that the [Democratic/Republican] Party cares a great deal about the Latino community, that they don't care too much about Latinos, or that Democrats are being hostile towards the Latino community?



October 8-22, 2025 N=3,000 (+/-1.8%)

Large majority of Latinos registered to vote plan to do so in 2026

In November 2026, we will have a national election for members of the House of Representatives, senators in many states, and many state and local officials. How likely are you to vote in next year's midterm elections?



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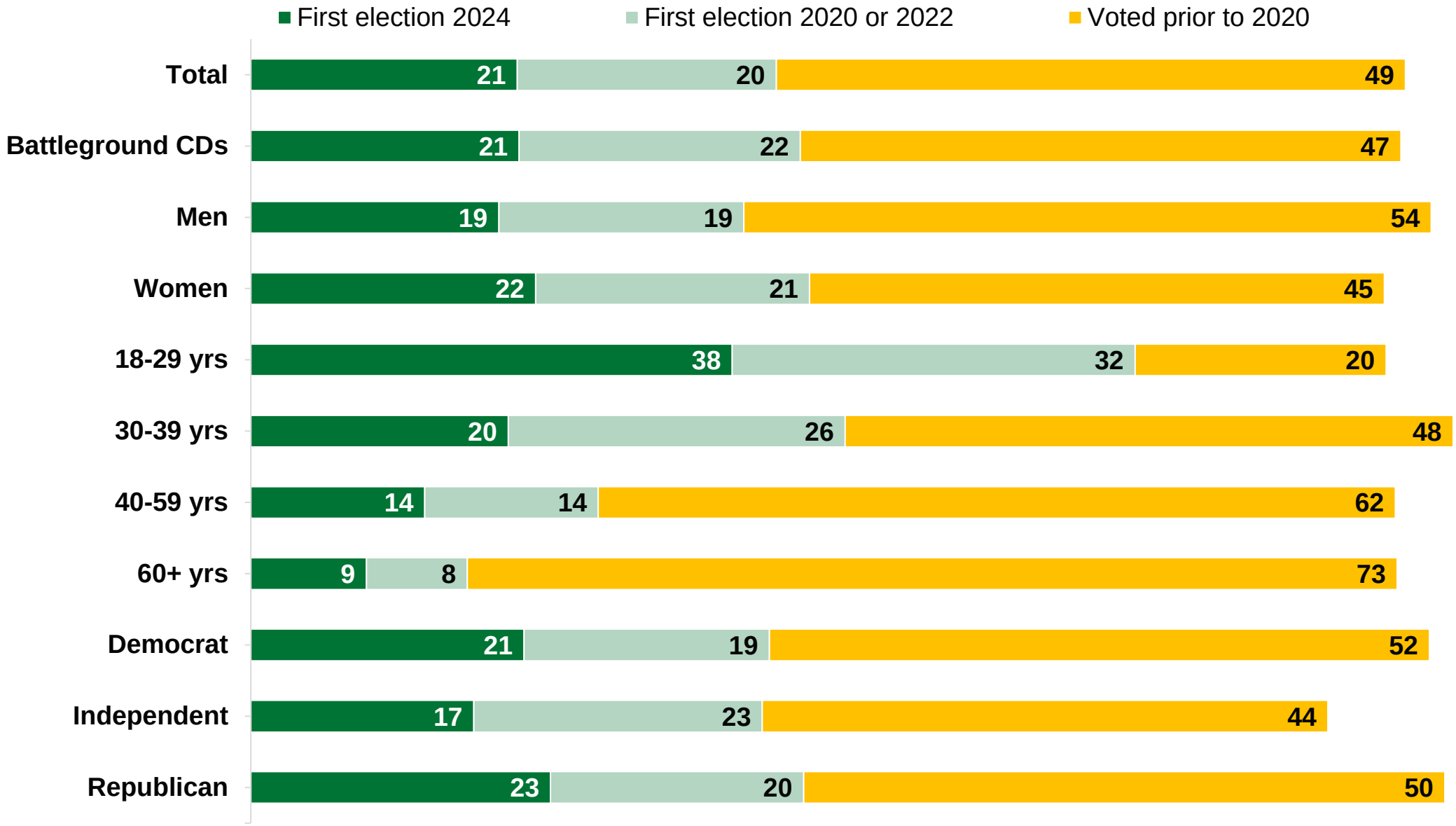
Significant share of Latino voters are newer to voting, largely due to those aging into the electorate

When did you first cast a vote in a general election?



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