

# UNIDOSUS BIPARTISAN POLL OF HISPANIC VOTERS IN TEXAS: ROAD TO THE MIDTERMS

**UNIDOSUS**

**BSP**research



May 28, 2026

# About the Survey

- Total N=3,000 Latino registered voters ( $\pm 1.8\%$ )
  - State oversamples N=500 ( $\pm 4.4\%$ ) per: California, Florida, Texas; N=400 ( $\pm 4.9\%$ ) Arizona
  - 32 Battleground Congressional Districts with large Latino population regions:
    - Arizona N=200 across AZ-01, AZ-02, and AZ-06 ( $\pm 6.9\%$ )
    - California N=300 across CA-13, CA-21, CA-22, CA-45, and CA-48 ( $\pm 5.7\%$ )
    - Florida N=300 across FL-07, FL-13, FL-23, and FL-27 ( $\pm 5.7\%$ )
    - Texas N=300 across TX-15, TX-23, TX-28, TX-34, and TX-35 ( $\pm 5.7\%$ )
    - Northeast N=300 across NJ-07, NJ-09, NY-03, NY-04, NY-17, PA-07, PA-08, and PA-10 ( $\pm 5.7\%$ )
    - Southwest N=300 across NM-02, NV-01, NV-03, NV-04, CO-03, CO-05, and CO-08 ( $\pm 5.7\%$ )
- Field Dates: April 27 – May 14, 2026
- English or Spanish, according to preference
- Mixed mode: live phones, text invites, online panels
- Bipartisan polling team BSP Research and Shaw & Co.

# Key Findings Texas

---

- 1. On top priorities, the message from Hispanic voters is clear: it's the ECONOMY.** Pocketbook concerns constitute the top-four issues Latino voters want elected officials to address: the cost of food and basic living expenses, wages, and housing and health care costs. Immigration rounds out the top-five.
  - 51% expect the President's policies will make them worse off in next year.
- 2. An overwhelming 84% of Hispanic voters in Texas are concerned that Congress is not exercising its checks-and-balances role** and giving up too much authority to the President/Executive Branch.
- 3. Statewide, a clear majority of Hispanic voters (67%) disapprove of the president's performance.** Top issues affecting voters' views of the President are: cost of living, immigration arrests/deportations, jobs/the economy, and the Iran war.
- 4. More than two-thirds of Texas Hispanic voters (69%) think the country is headed in the wrong direction.** This is notable for what has been a persistently optimistic population.
- 5. Regardless of what it's called, an overwhelming number of Hispanic voters, including majority of Republicans, support legalization for long residing undocumented immigrants.** This holds even if the program is called "amnesty."

# Key Findings Texas

**6. 2026 House Vote: If the 2026 election was today, over half of Texas Hispanic voters would support Democrats (54% to 28%, with 18% undecided). But both parties underperform 2024 support levels, which is likely a sign of voter discontent.**

- Meaningful outreach is key, particularly since 39% of Latino voters are newer to the electorate: 20% voted for the first time in 2024, and 19% were first time voters in 2020 or 2022.

**7. Civil Rights: Half of Texas Hispanic voters (50%) are not confident the government will respect their rights. 57% of Hispanics think their civil rights and liberties have gotten less secure under the current administration, compared with 19% who say more secure.**

**8. Military actions: 8 in 10 believe the President should be required to get approval from Congress before taking military action against another country**

- Two-thirds of Hispanic voters in Texas (65%) oppose the war in Iran, and similarly oppose potential military action against Cuba (60% oppose).

**9. 2024 Re-think: Trump continues to lose ground with his Latino supporters, 20% of all Hispanics in Texas who voted for him in 2024 would not repeat that vote. This compares to 6% of Harris voters who would not vote for her again.**

# CURRENT EVALUATIONS OF GOVERNMENT

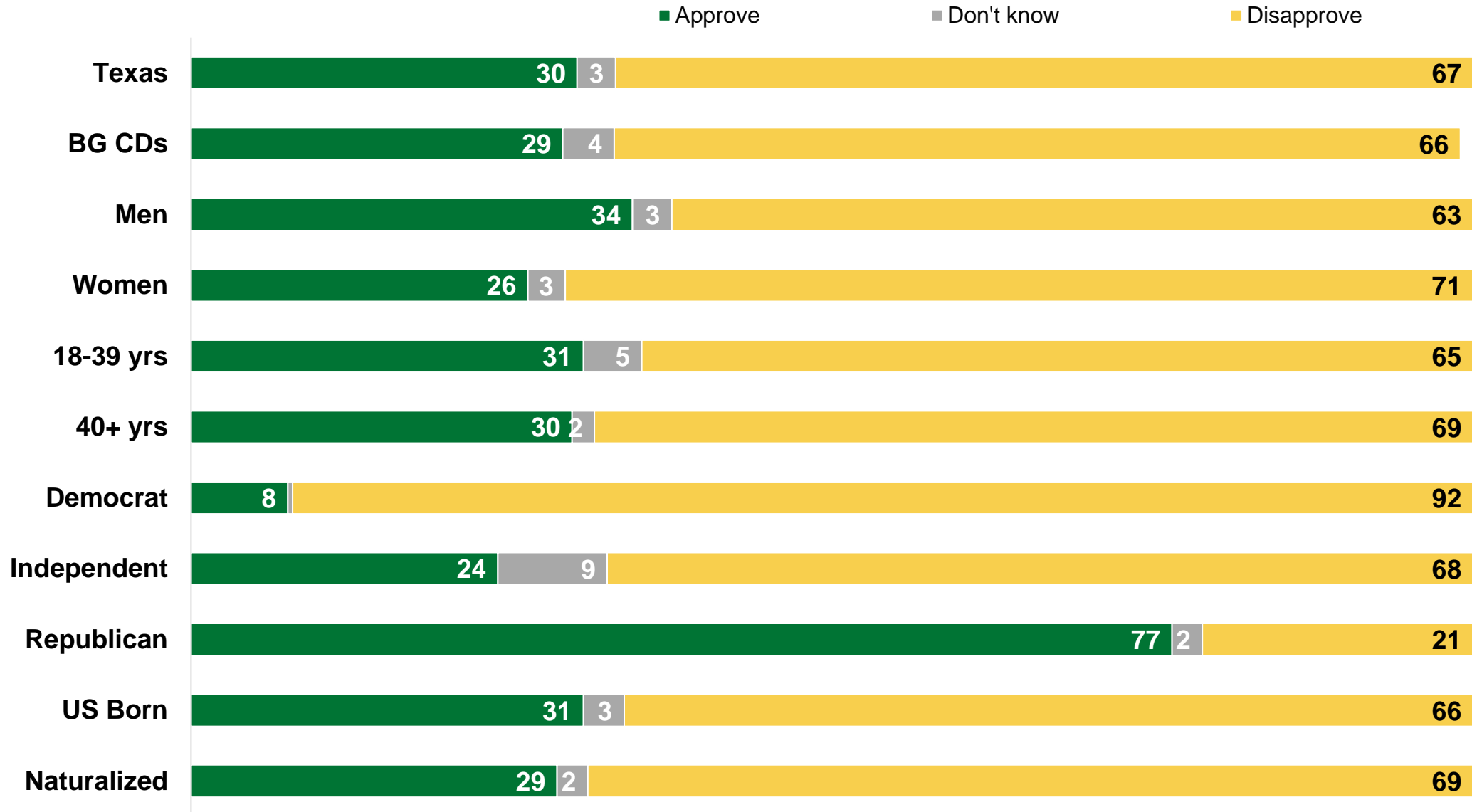
**UNIDOS**US

BSPresearch

 SHAW & Company  
research

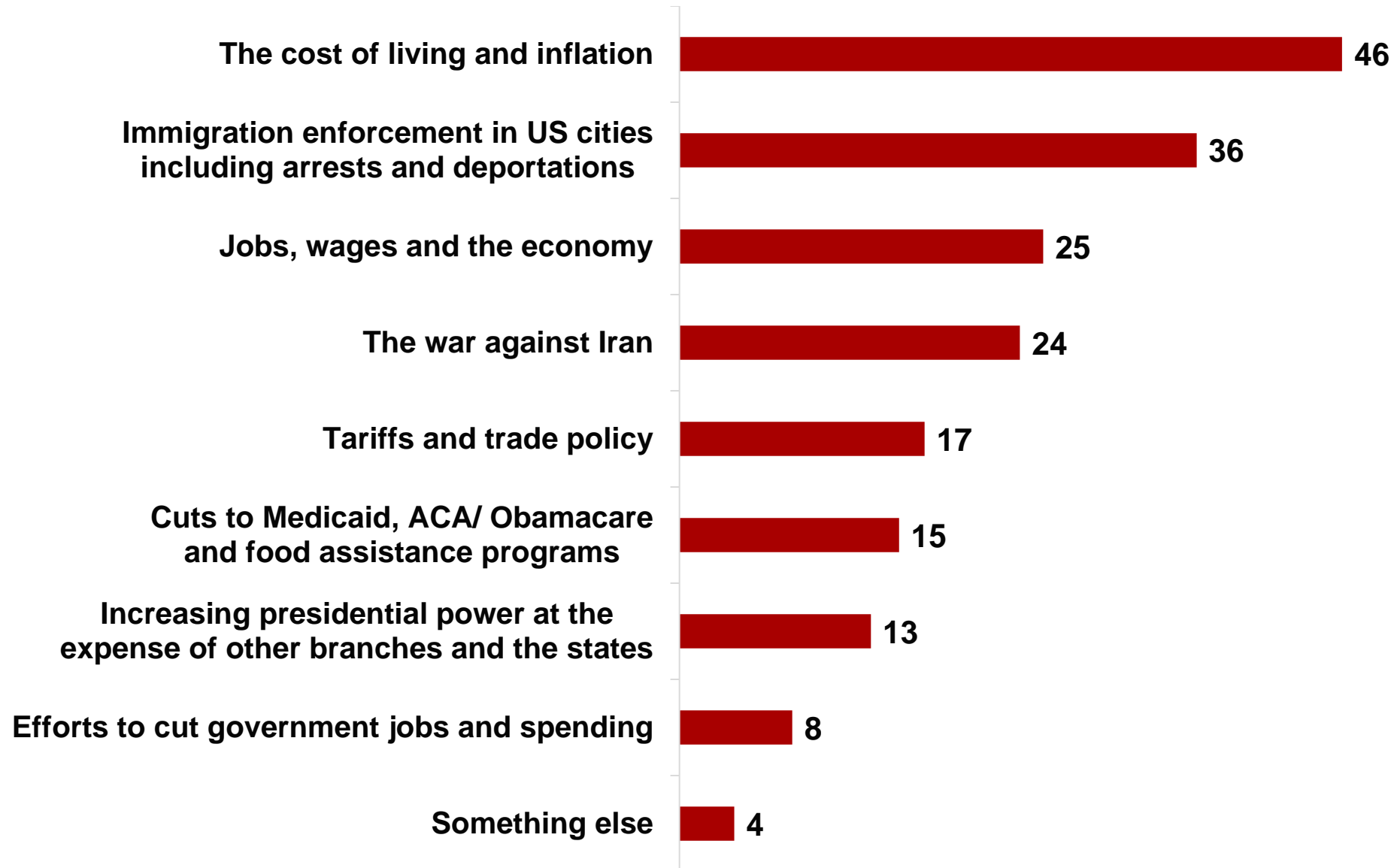
# The majority of Texas Latino voters disapprove of President Trump's job performance

Overall, do you approve or disapprove of President Trump's job performance since he took office in 2025?



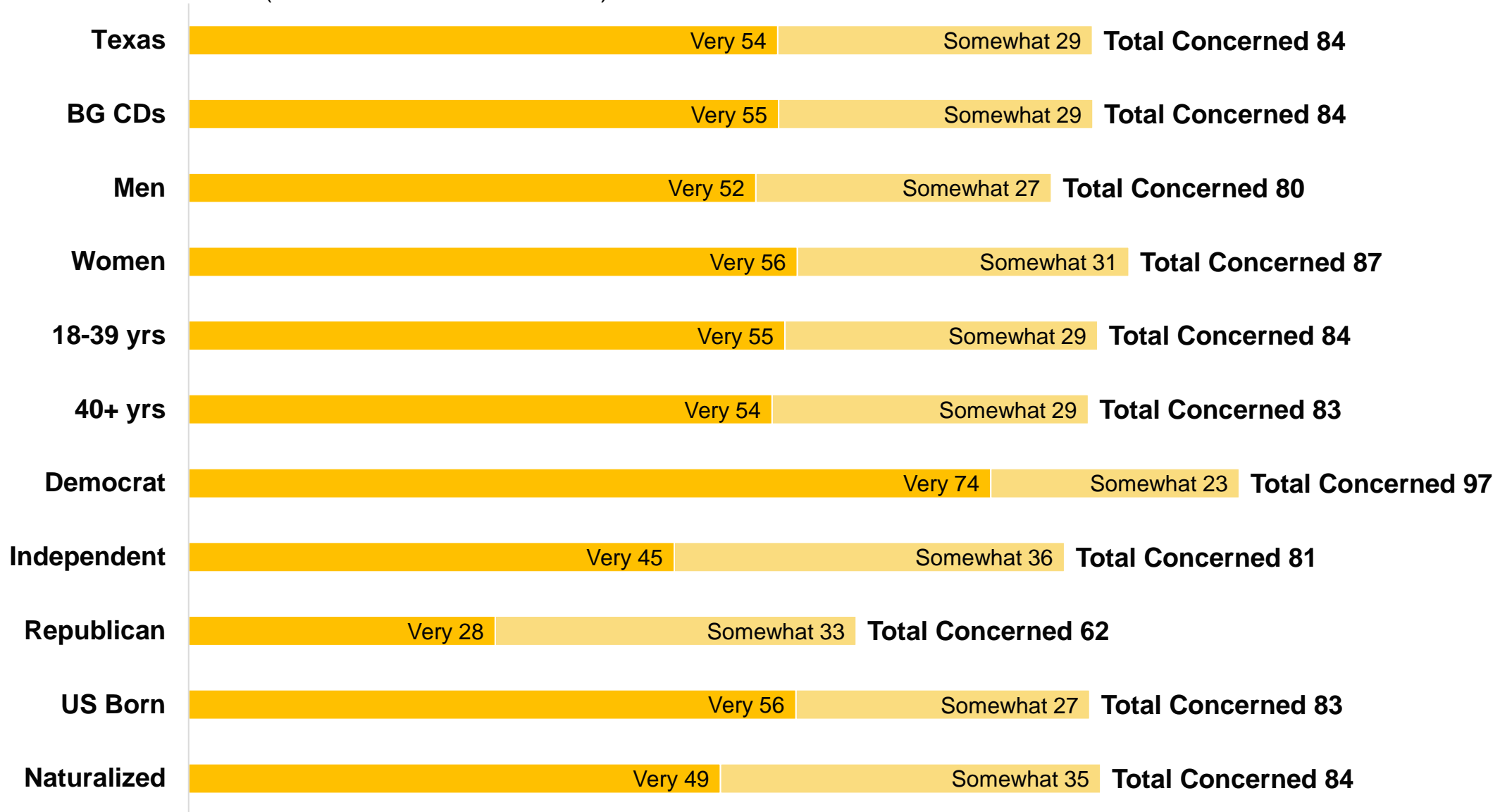
# Views on President Trump are shaped primarily by cost of living/inflation and immigration enforcement

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



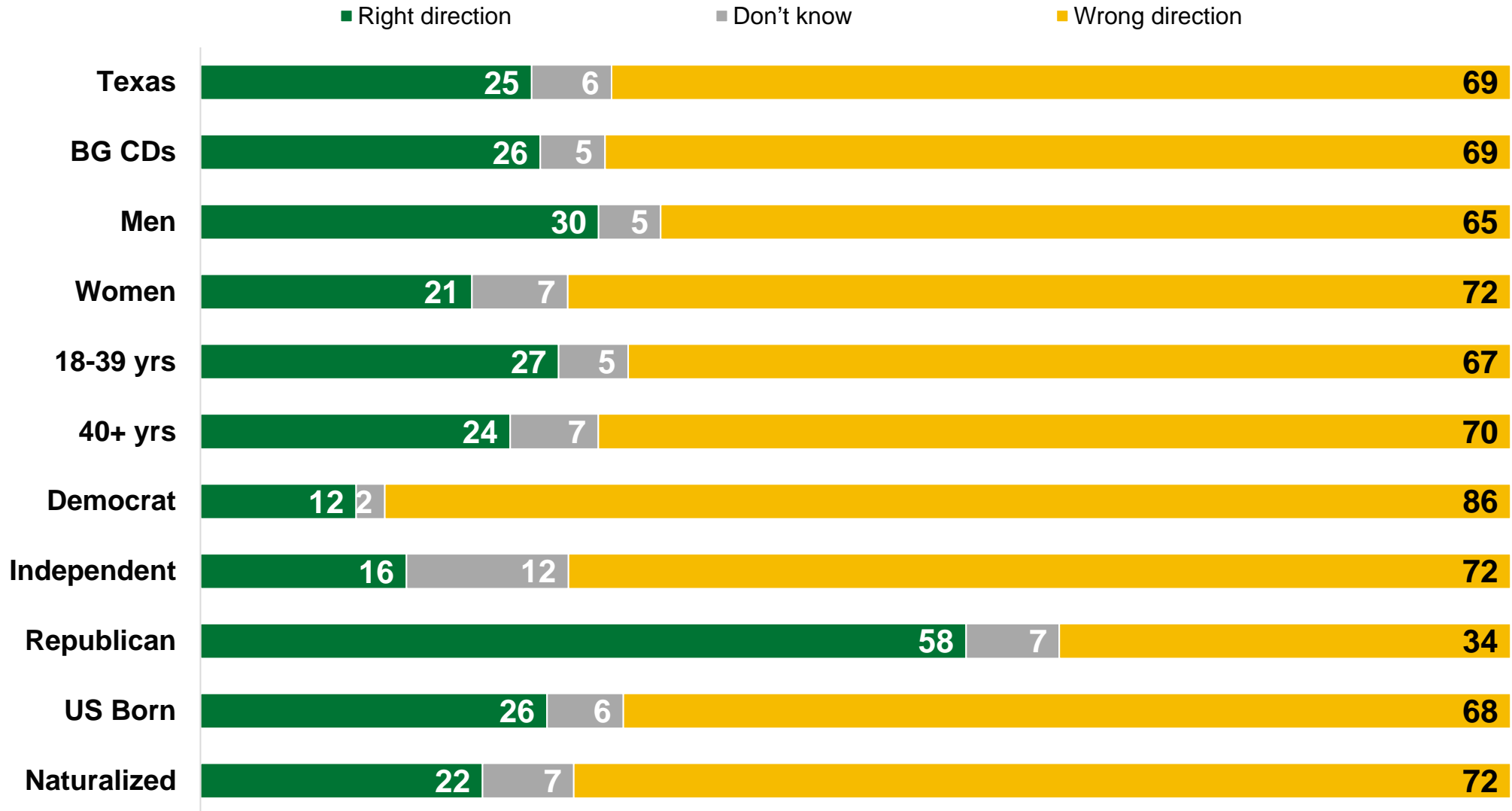
# More than 8 in 10 Latino voters in Texas are concerned about lack of checks and balances

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)



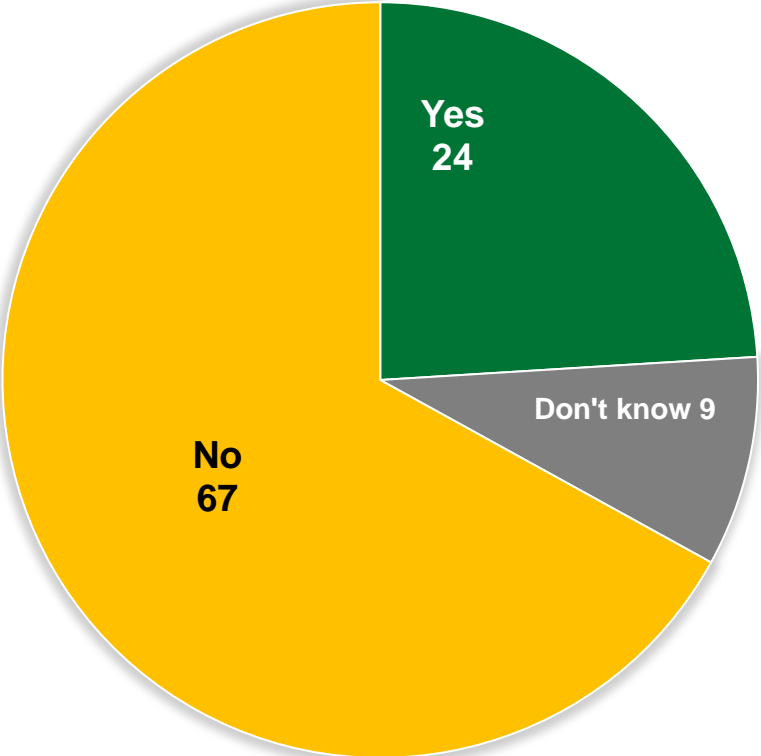
# Most Latino voters in Texas think the country is going in the wrong direction

Generally speaking, do you think things in the United States today are going in the right direction, or the wrong direction?

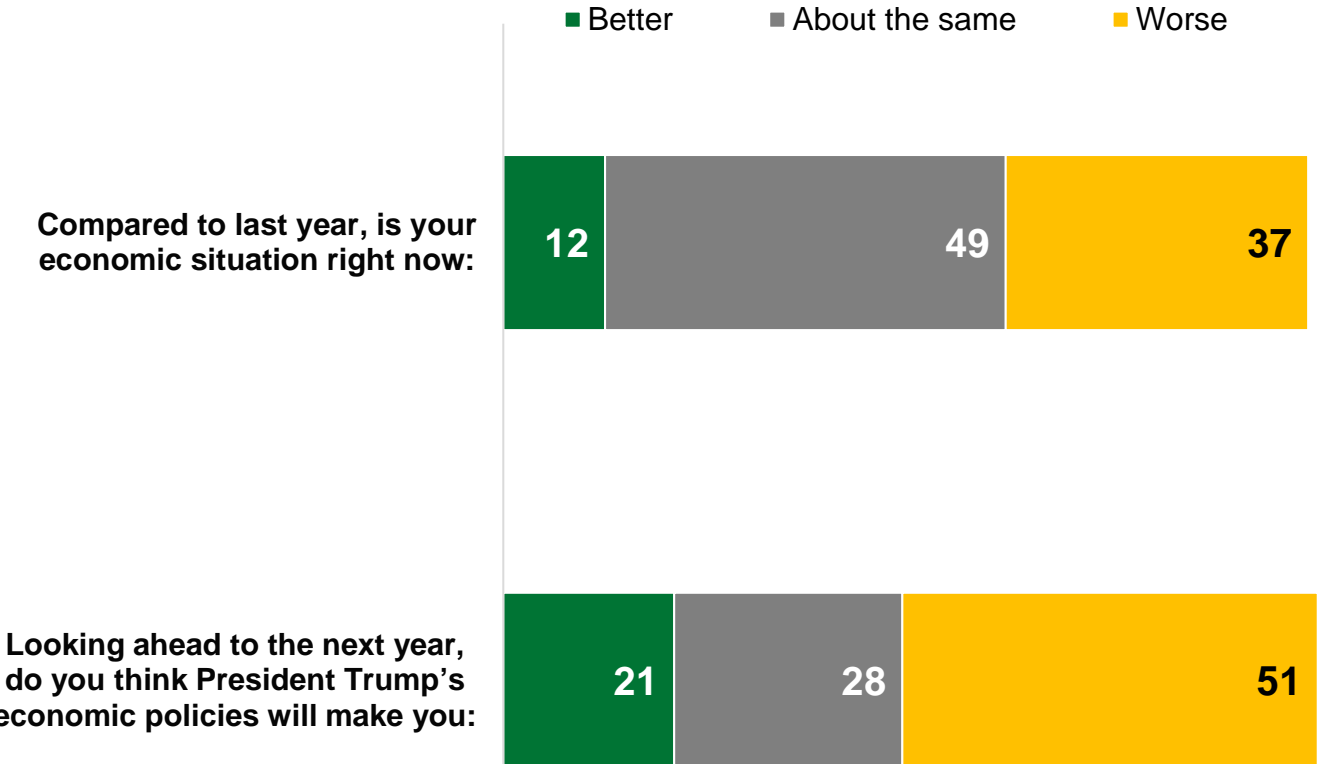


**Texas Latino voters think President Trump and Congressional Republicans aren't focused enough on improving the economy. More than twice as many respondents think their economic situation has worsened compared to improved, and more than half (51%) expect things will get even worse.**

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



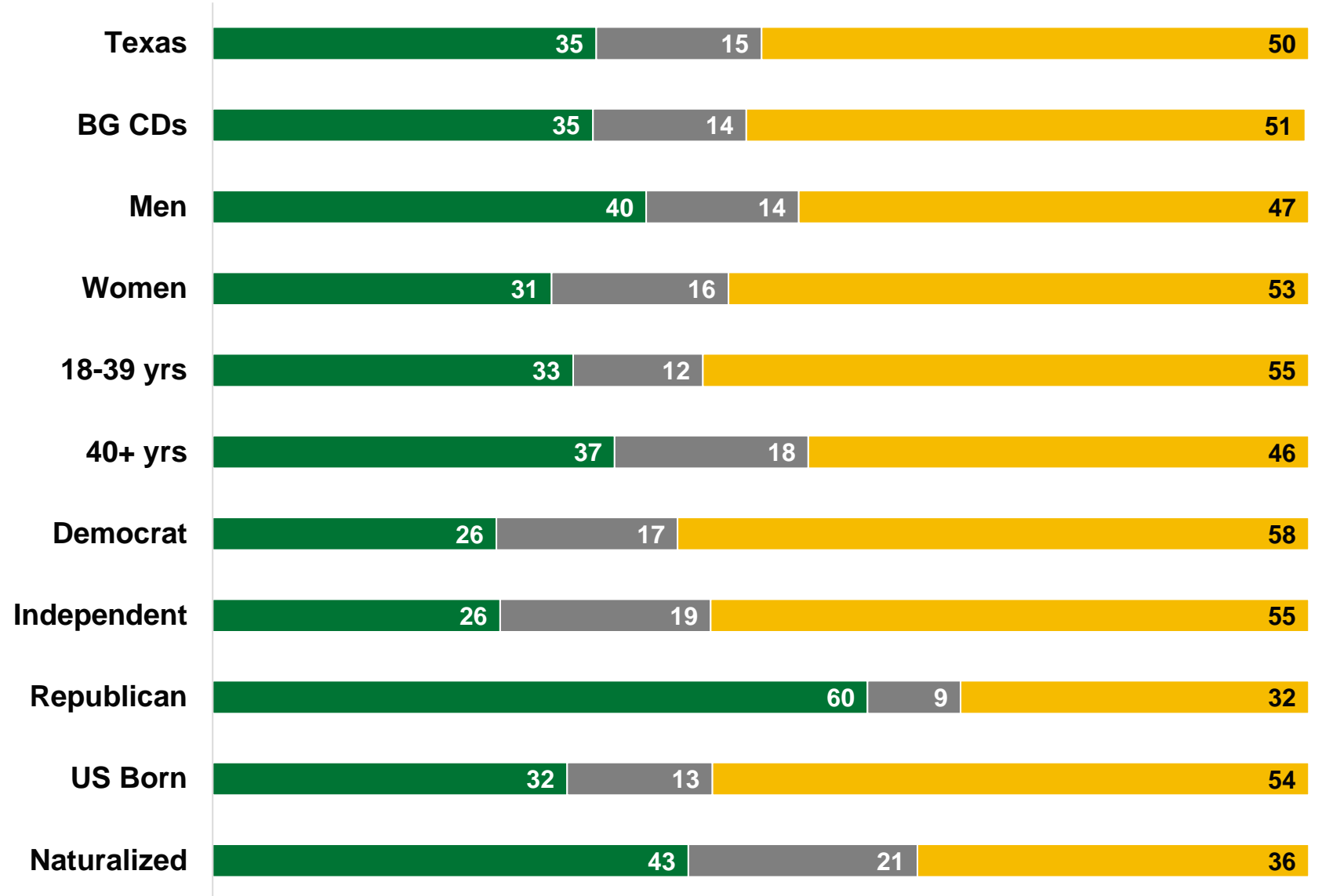
# Many Latino voters in Texas are not confident that the government will respect their rights

When it comes to your legal rights, which of the following statements is closest to your view?

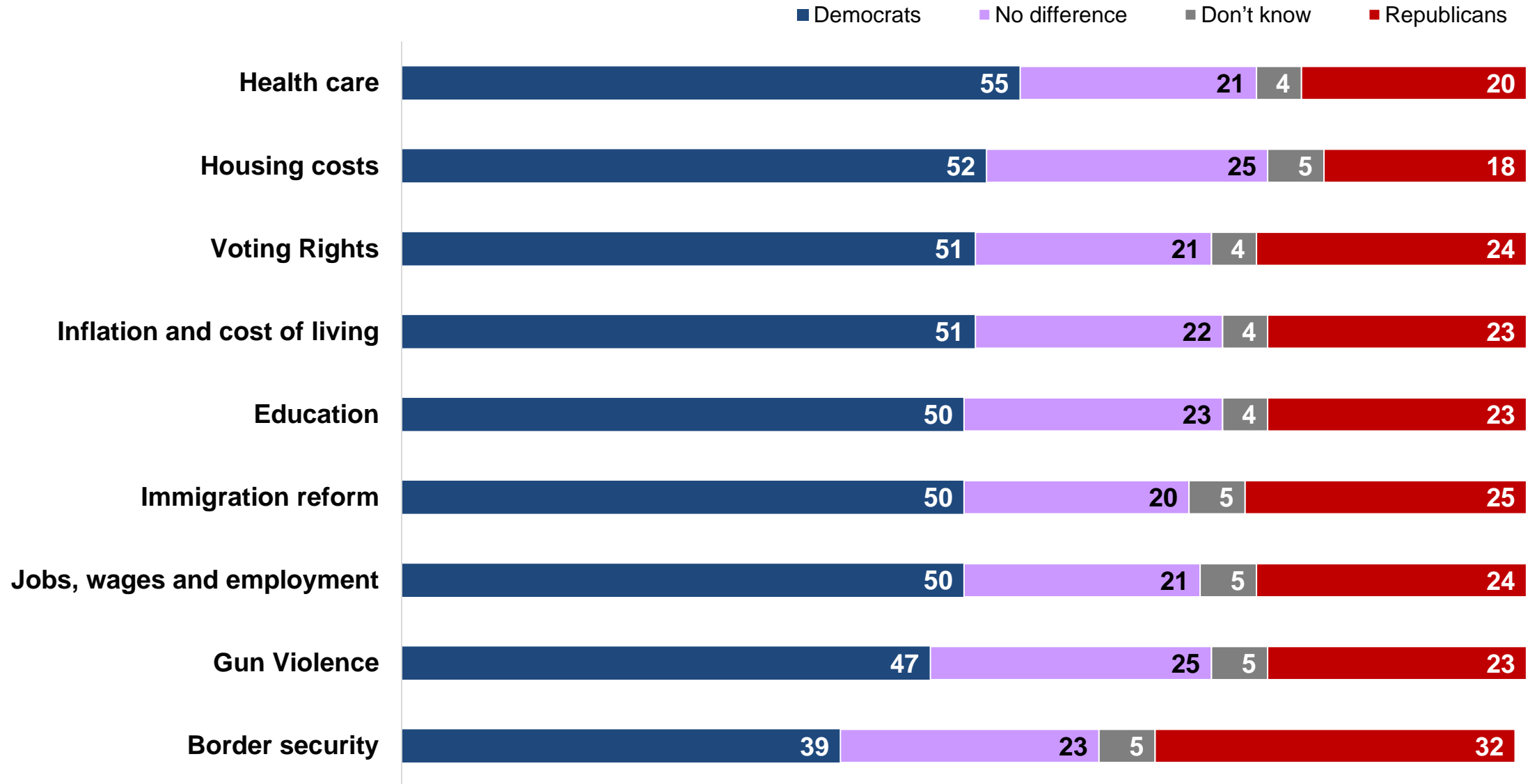
■ I know my rights and I'm fully/mostly confident the government will respect these rights

■ Not sure what my rights are / don't know

■ I know my rights and I'm not too/at all confident the government will respect these rights



**Hispanic voters in Texas think Democrats would do a better job on a range of issues, including for the first time, border security (+7)** Which political party would do a better job handling each of the following?



# ISSUE PRIORITIES AND PERSPECTIVES

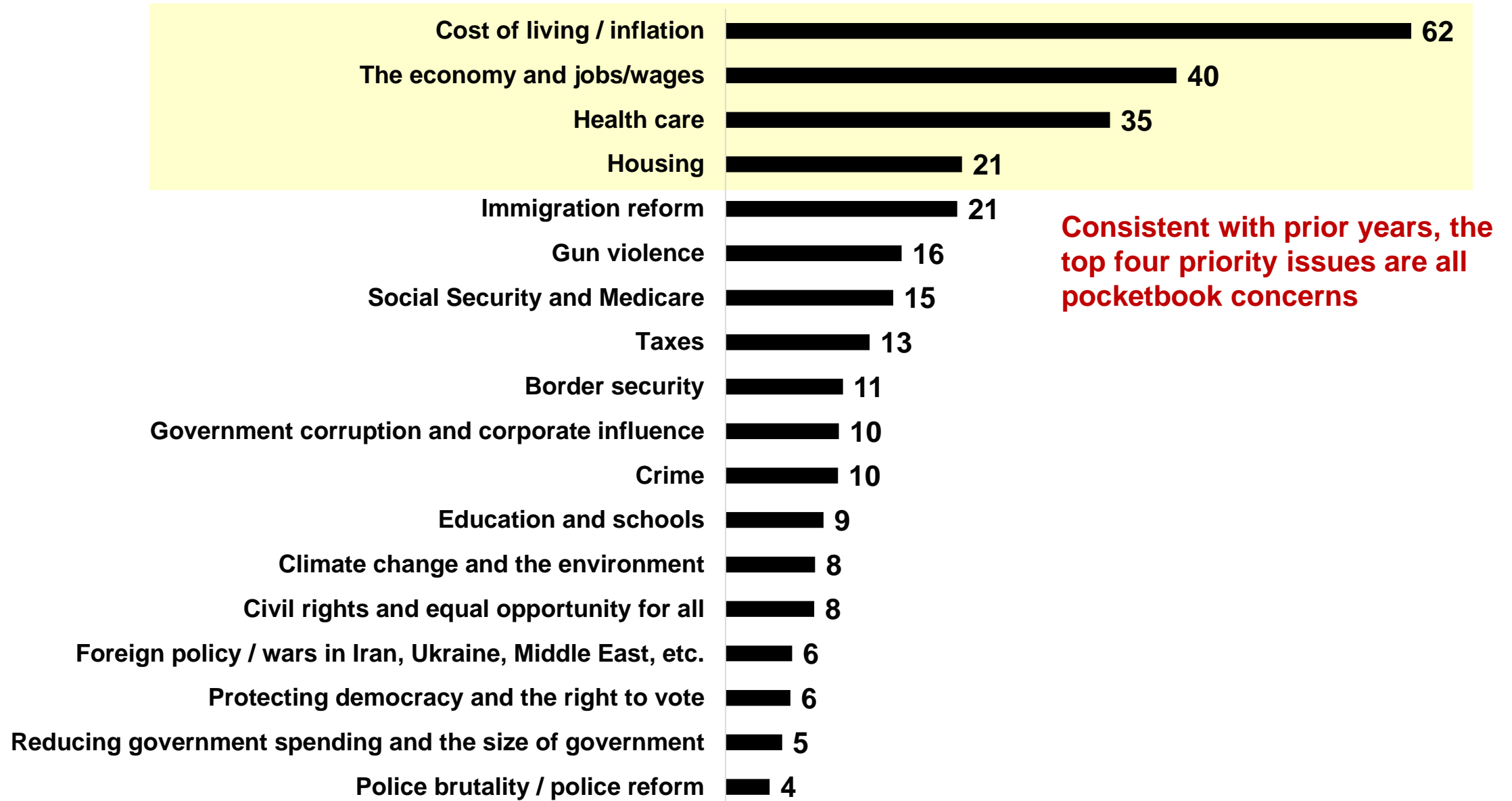
**UNIDOS**US

BSP  research

  
SHAW & Company  
research

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

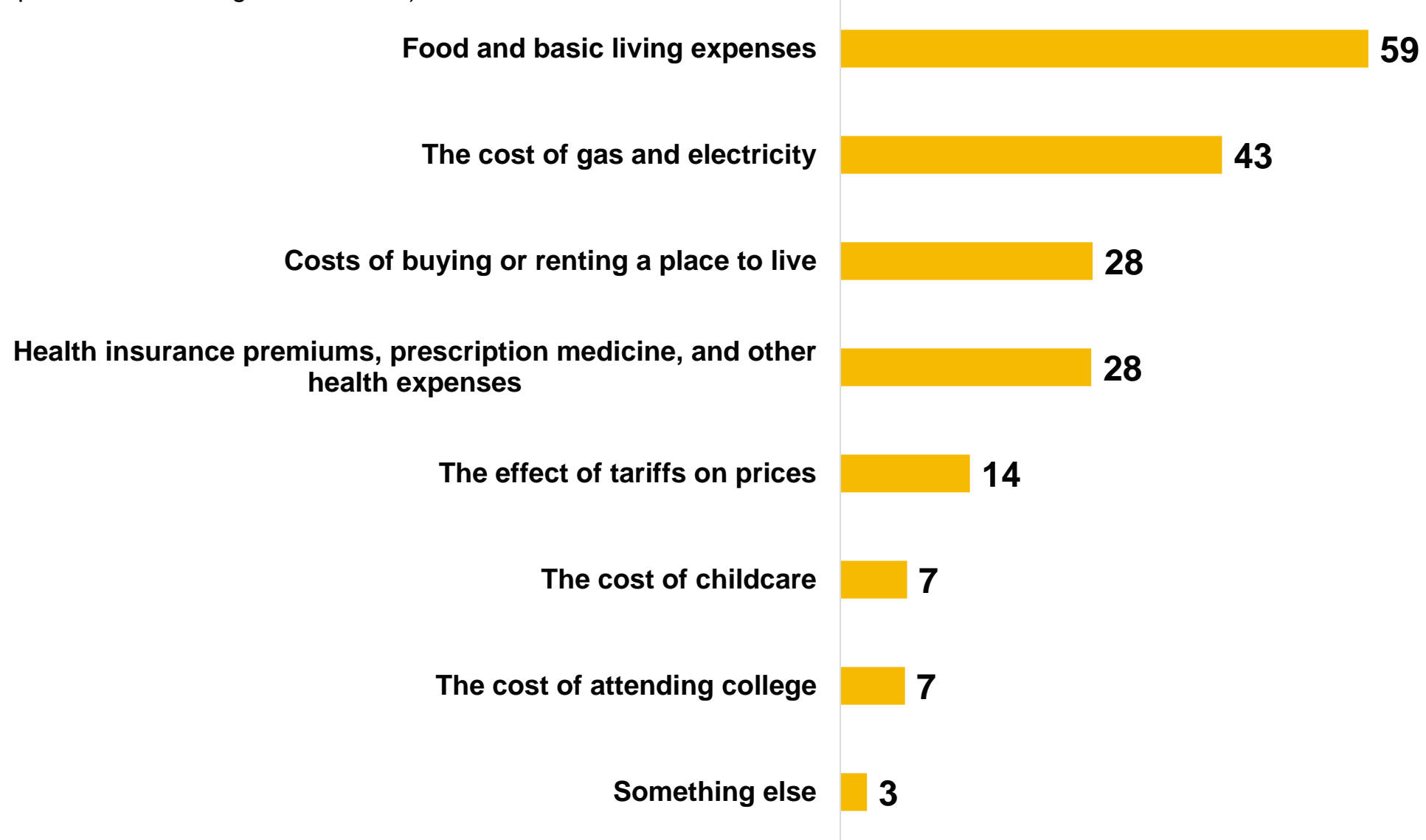
TOTAL ranked 1, 2, or 3 illustrated (Rank up to three. Sorted highest to lowest)



# Concerns about inflation are driven by worries about basic living expenses, followed by energy prices

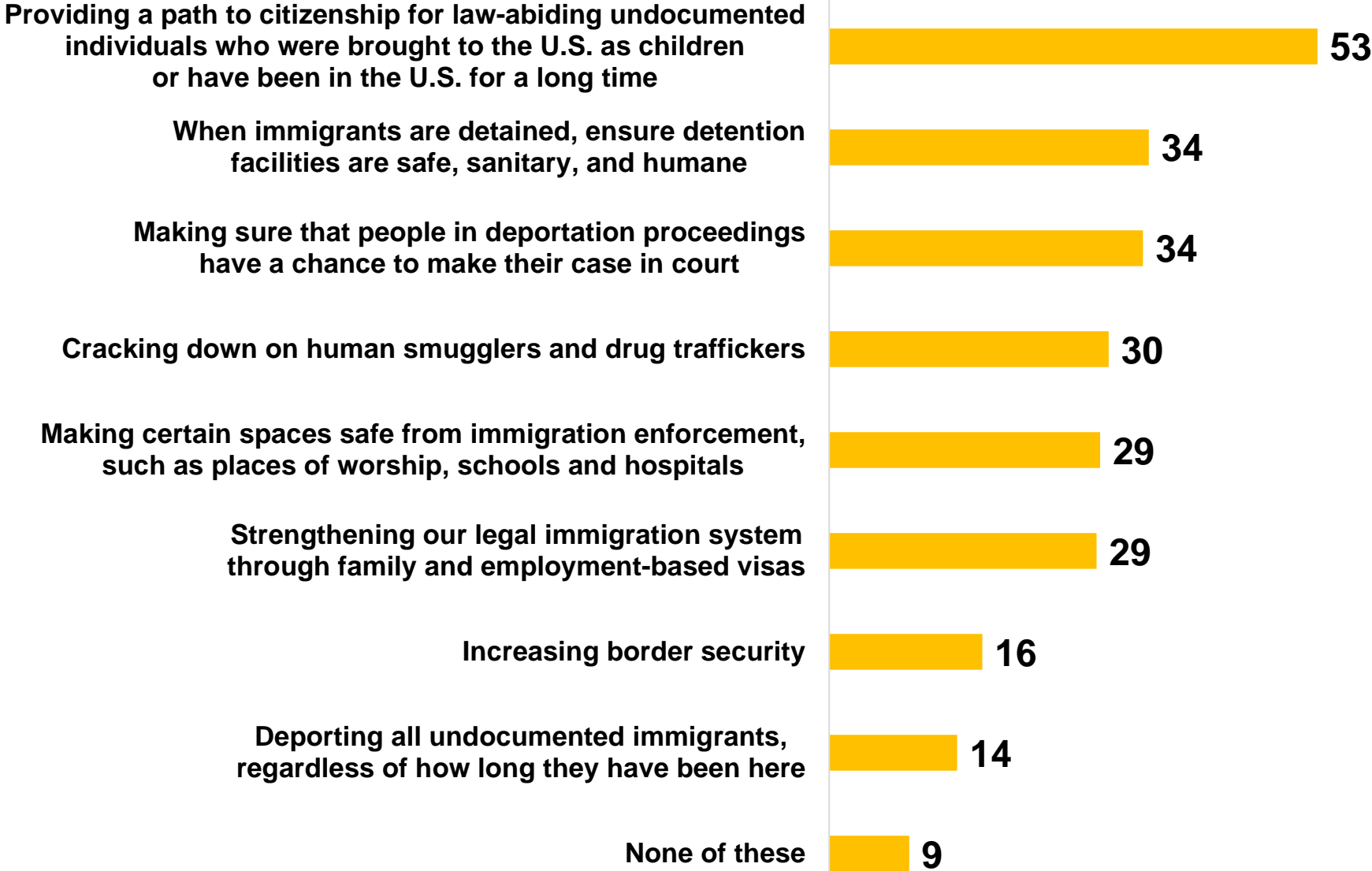
Thinking about inflation and the rising cost of living, which of the following concerns would you most like to see elected officials address?

(Select up to two. Sorted highest to lowest)



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

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)



# By any name, an overwhelming number of Hispanic voters in Texas support legalization for long residing undocumented immigrants

[Split A] Would you support or oppose creating an **amnesty period** when undocumented immigrants who have lived in this country for many years and otherwise follow our laws, could come forward and apply for legal status?



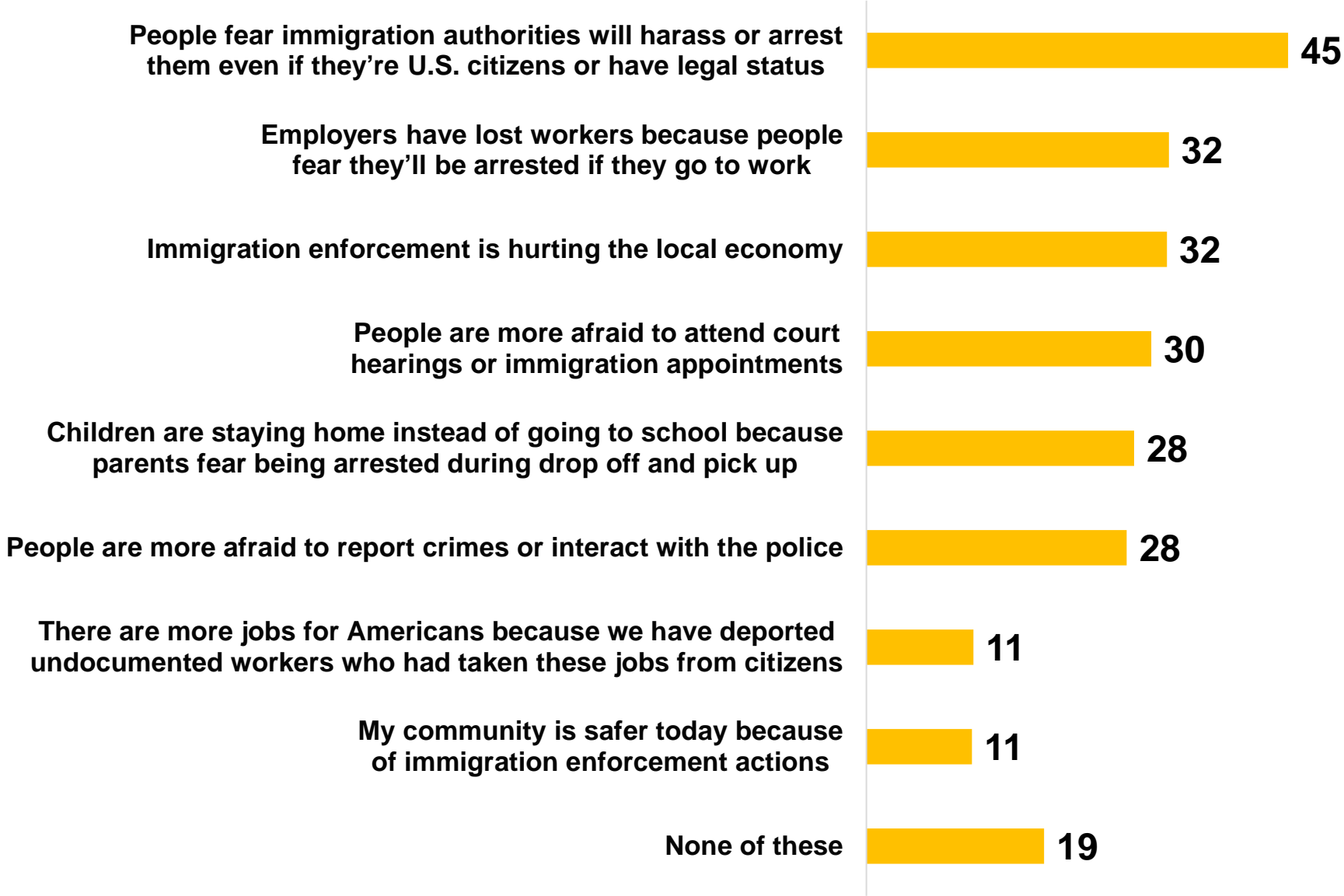
[SPLIT B] Would you support or oppose creating **a program** where undocumented immigrants who have lived in this country for many years and otherwise follow our laws, could come forward and apply for legal status?



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

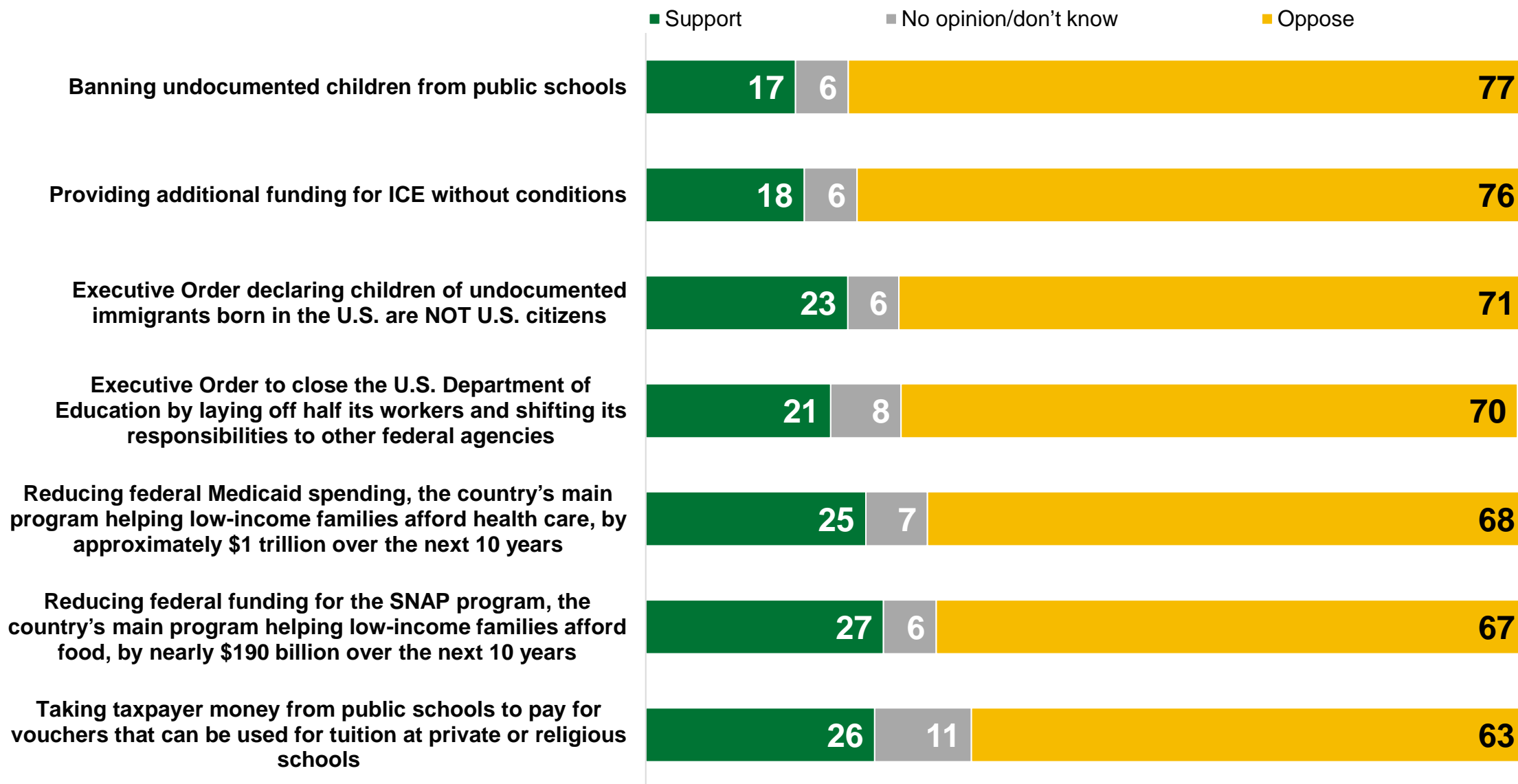
Thinking of recent immigration policies and actions, do any of the following apply to you or your community?

(All that apply. Sorted highest to lowest)



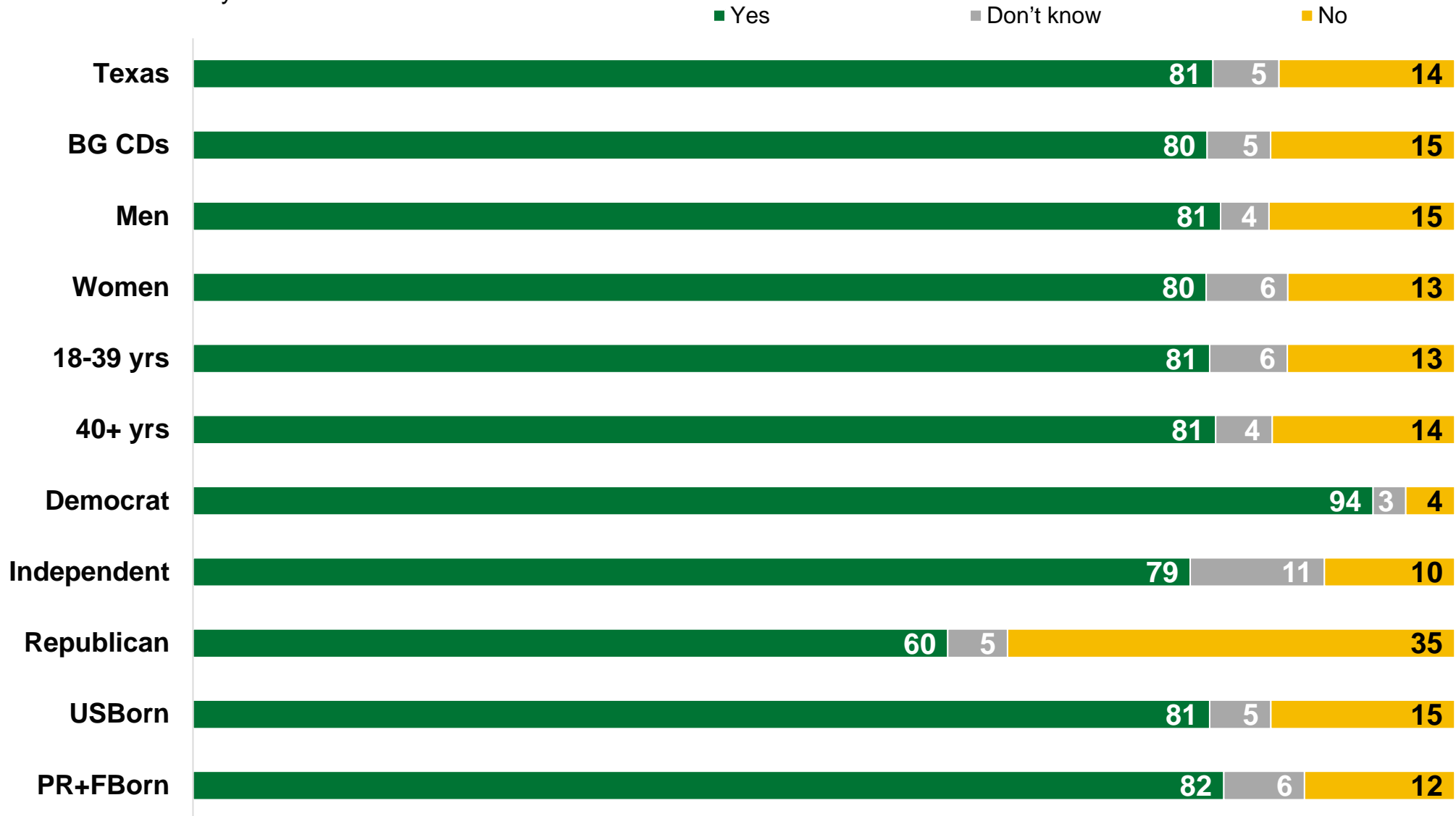
# Texas Latino voters especially oppose policies that penalize children; 7 in 10 oppose more ICE funding

Do you support or oppose the following federal actions, policies or proposals?



# More than 8 in 10 Latino voters in Texas believe U.S. military action against other countries should require Congressional approval

Do you think the President should be required to get approval from Congress before taking military action against another country?



# ROAD TO THE MIDTERMS

**UNIDOS**US

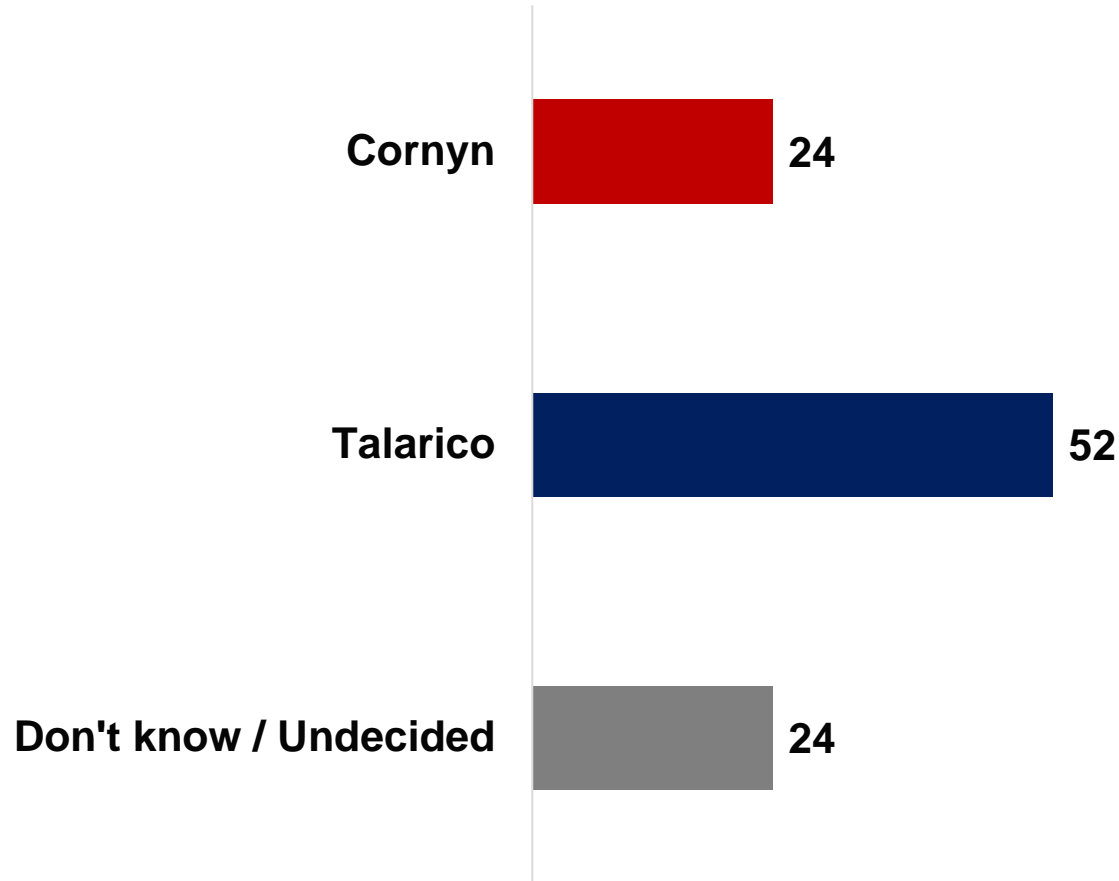
BSP  research

  
SHAW & Company  
research

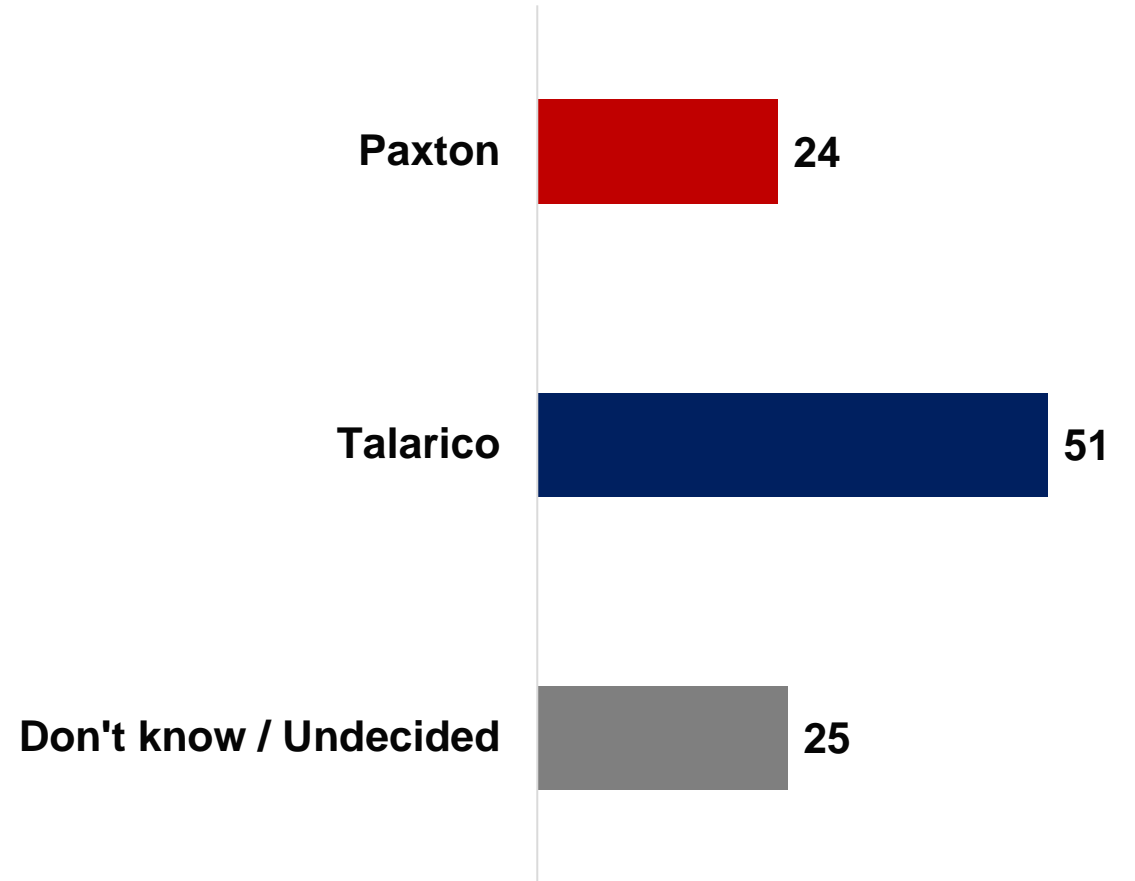
# Texas Senate Race: Democrat Talarico leads either Republican candidate among Latino voters

Thinking about the 2026 election for U.S. Senate in Texas, who would you vote for if the candidates were Republican [John Cornyn / Ken Paxton] and Democrat James Talarico?

## Talarico vs Cornyn

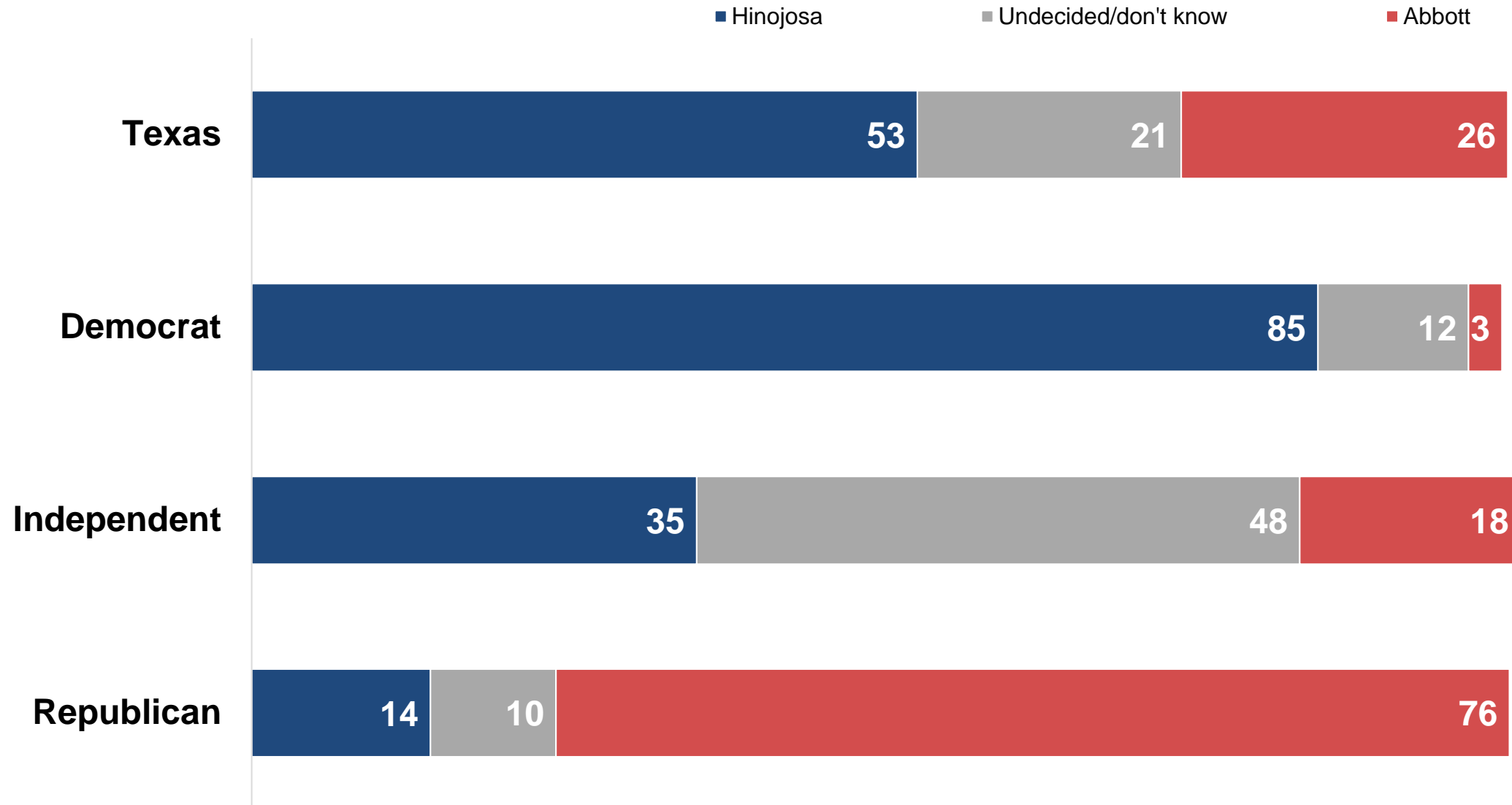


## Talarico vs Paxton



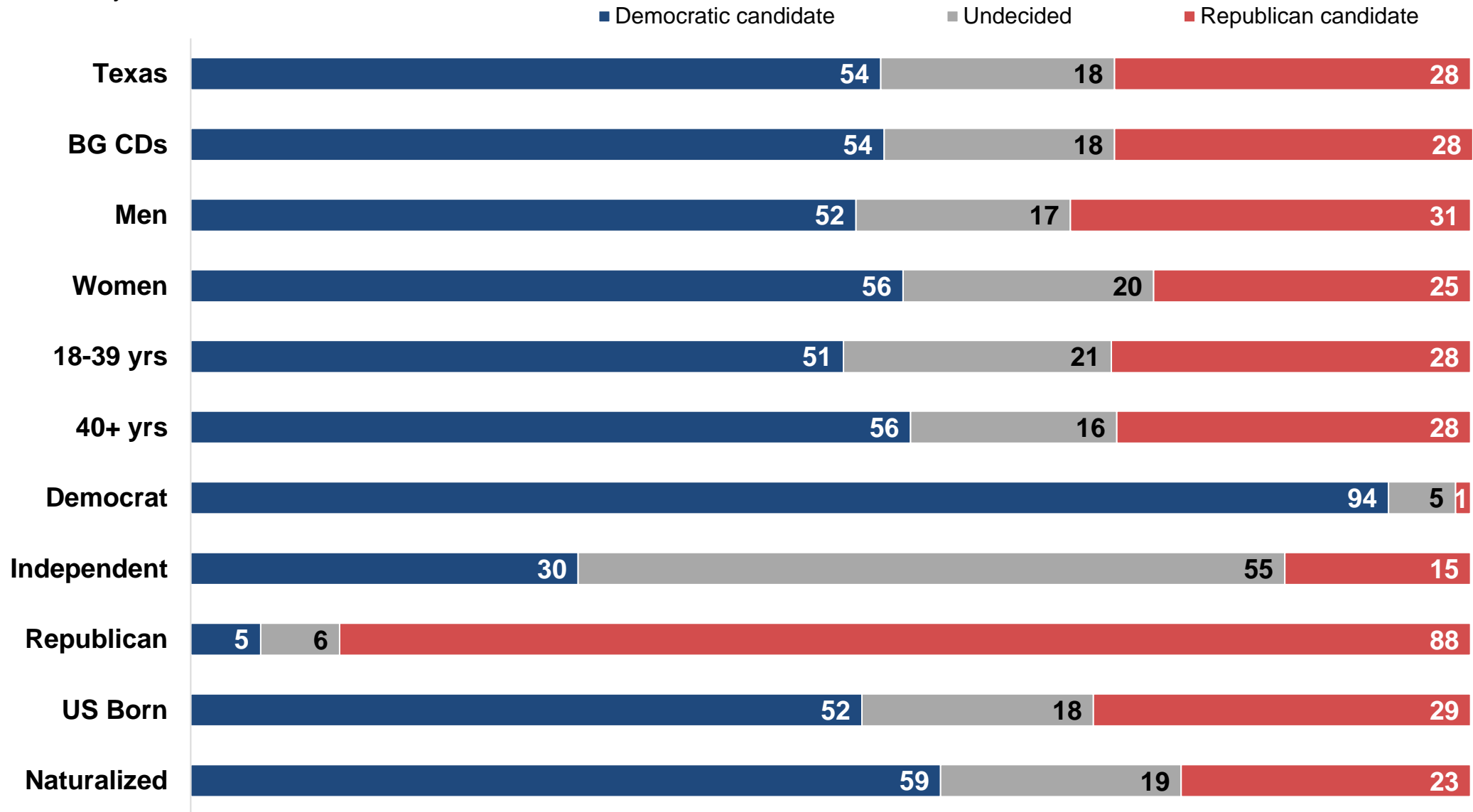
# Texas Race for Governor: Democrat Hinojosa leads Republican Abbott among Latino voters

Thinking about the 2026 election for Governor of Texas, who would you vote for if the candidates were Democrat Gina Hinojosa and Republican Greg Abbott?



# 2026 Midterm Election: Democrats lead in the generic House ballot with Texas Latino voters

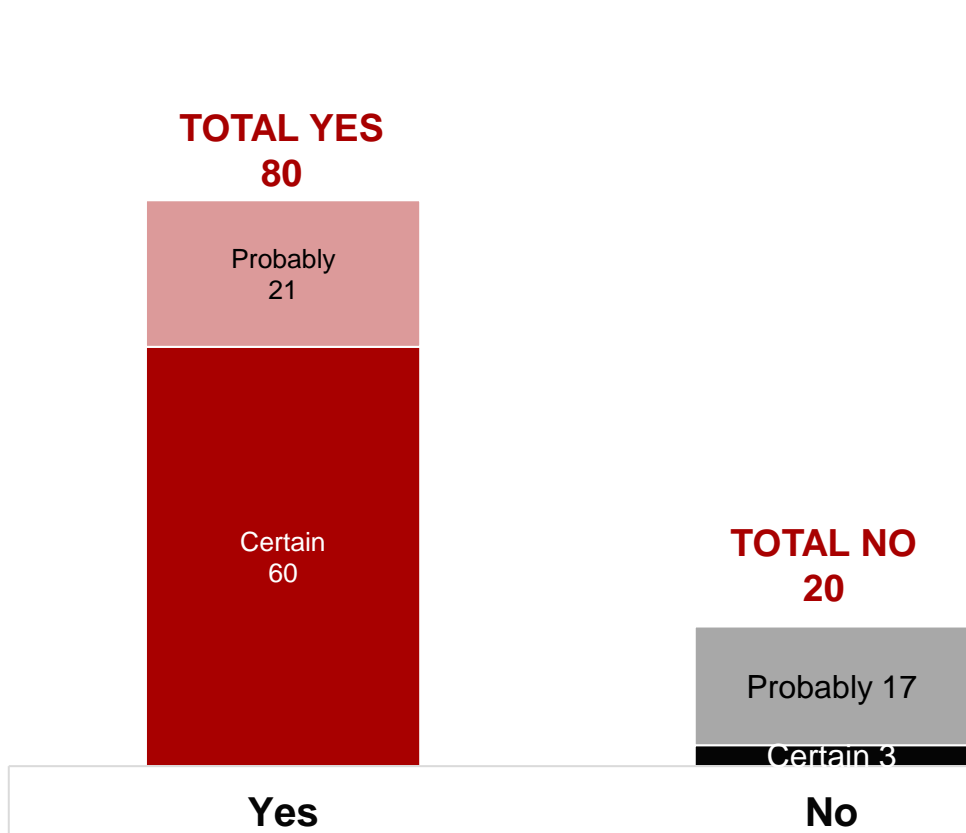
Thinking ahead to the elections this year for Congress, who do you plan to vote for in the 2026 election for U.S. House of Representatives in your district?



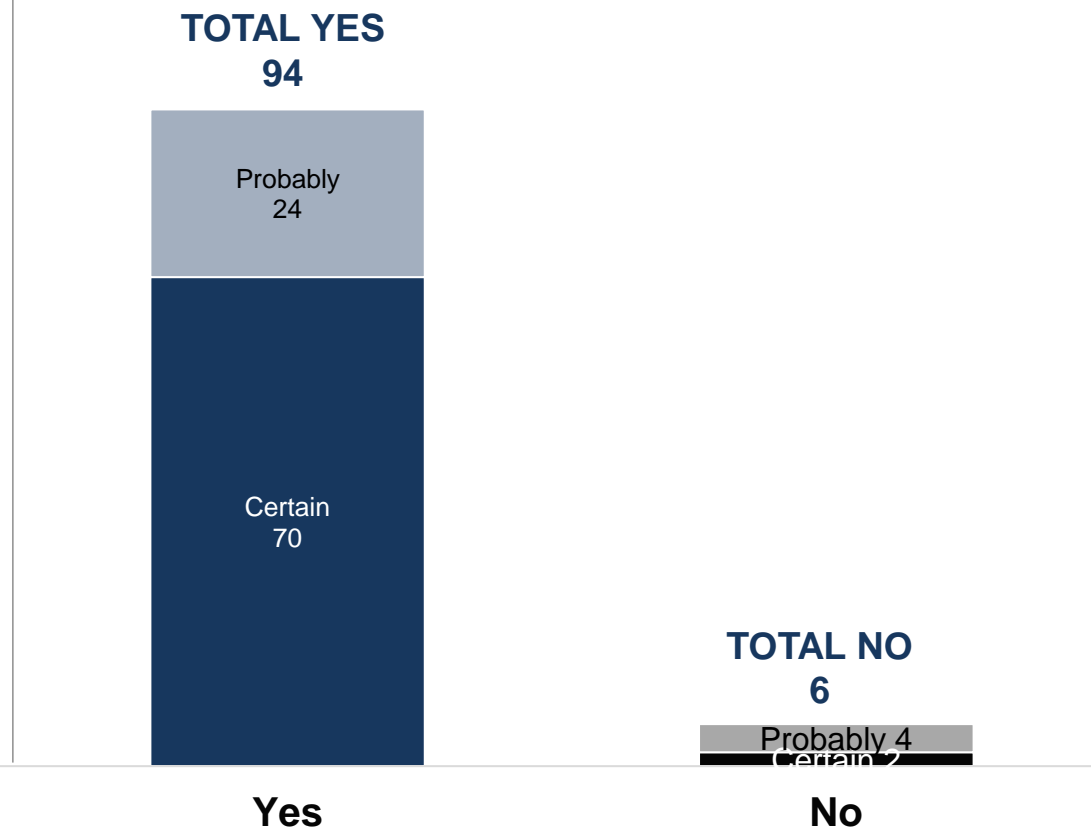
# In Texas, Latino Harris voters stand by their 2024 presidential vote choice; Latino Trump voters, less so

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

## Among Trump Voters (35% OF LATINO VOTERS SURVEYED IN TEXAS)

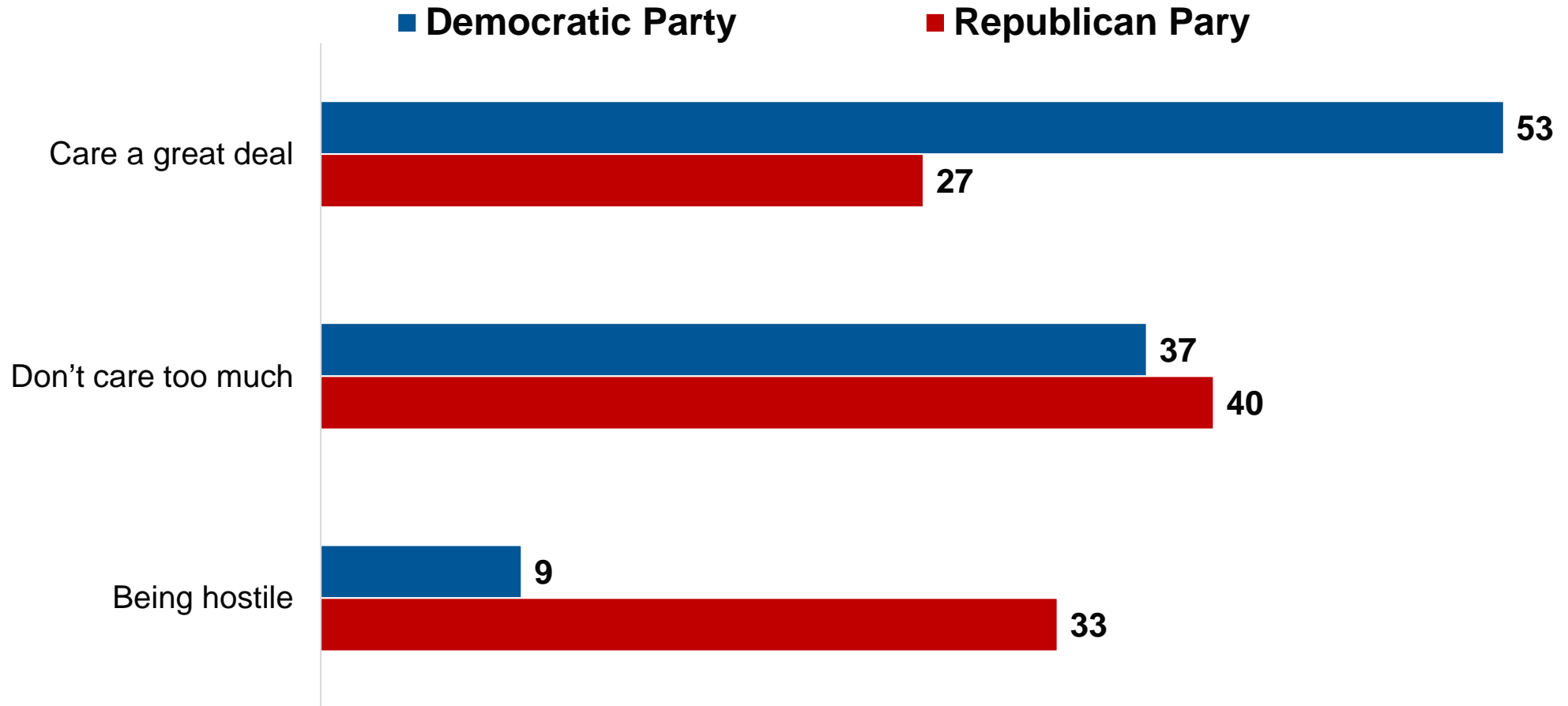


## Among Harris Voters (58% OF LATINO VOTERS SURVEYED IN TEXAS)



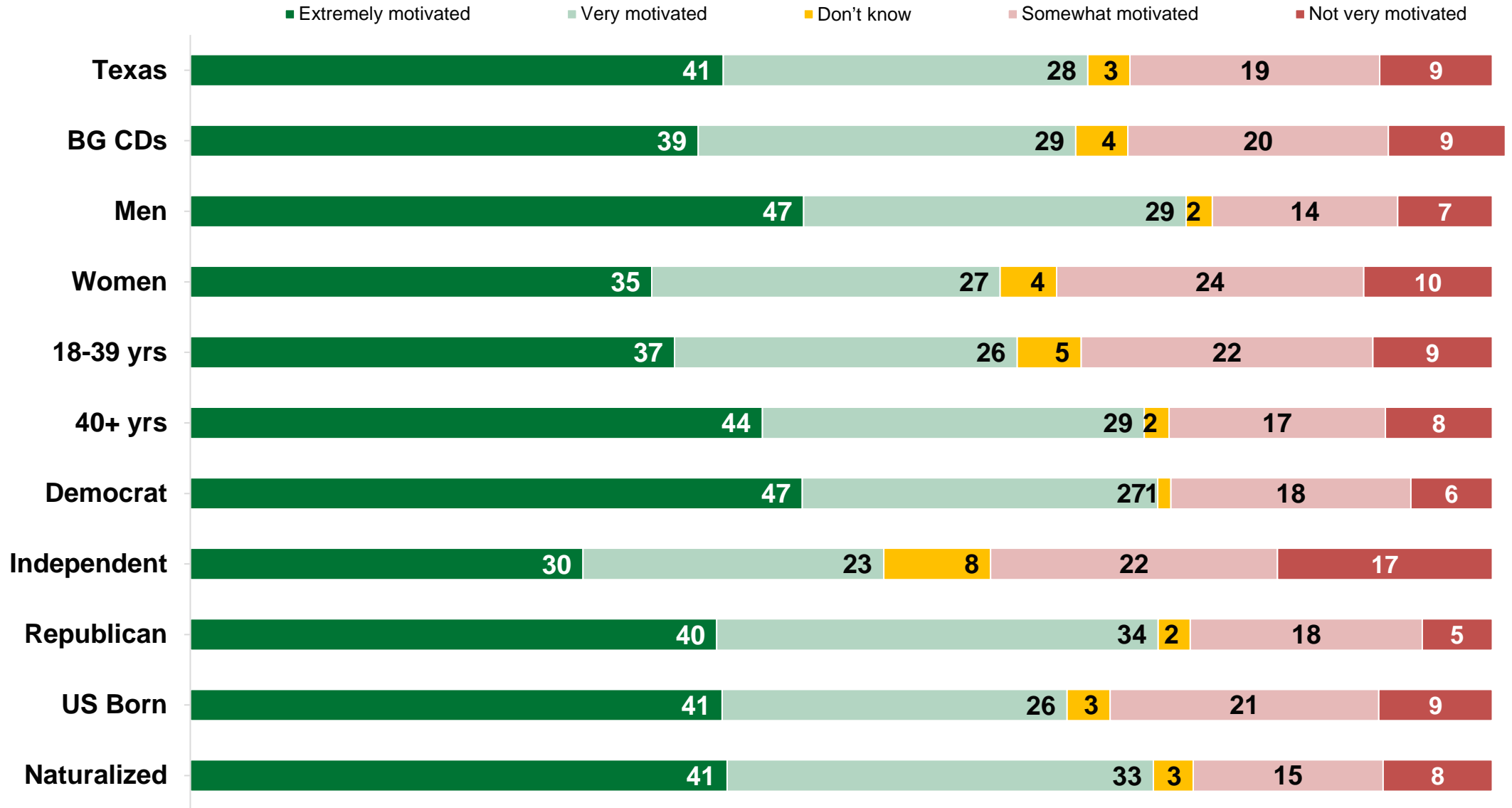
# Majority of Latino voters in Texas (53%) say the Democrats care about their community, while only 27% say the same about the Republicans

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?



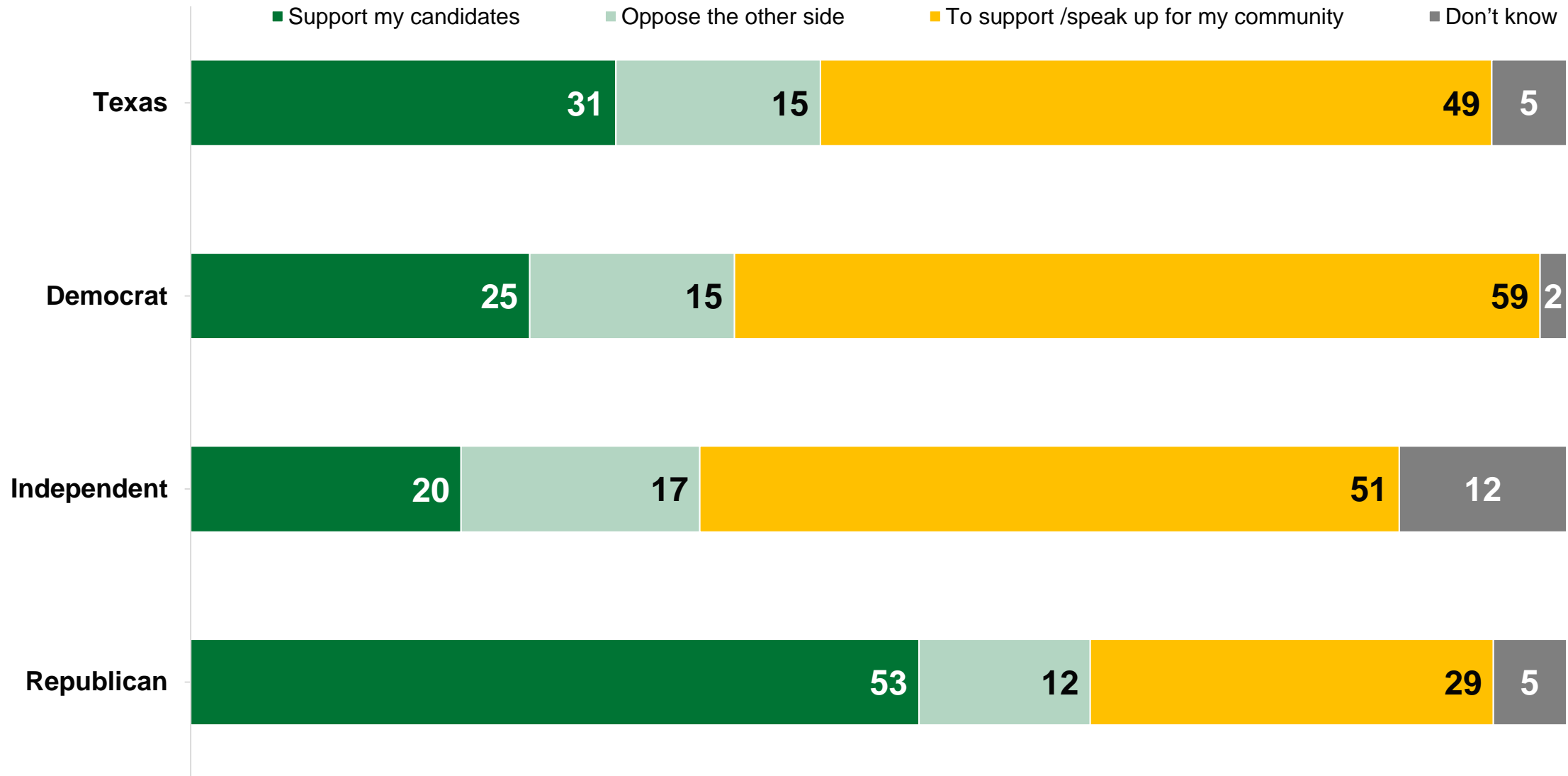
# Motivation to vote in the upcoming midterm is somewhat soft, has not peaked at this point in the year

There are a variety of reasons why people might not vote in a given election. Thinking about the general elections this November, how motivated are you to vote?



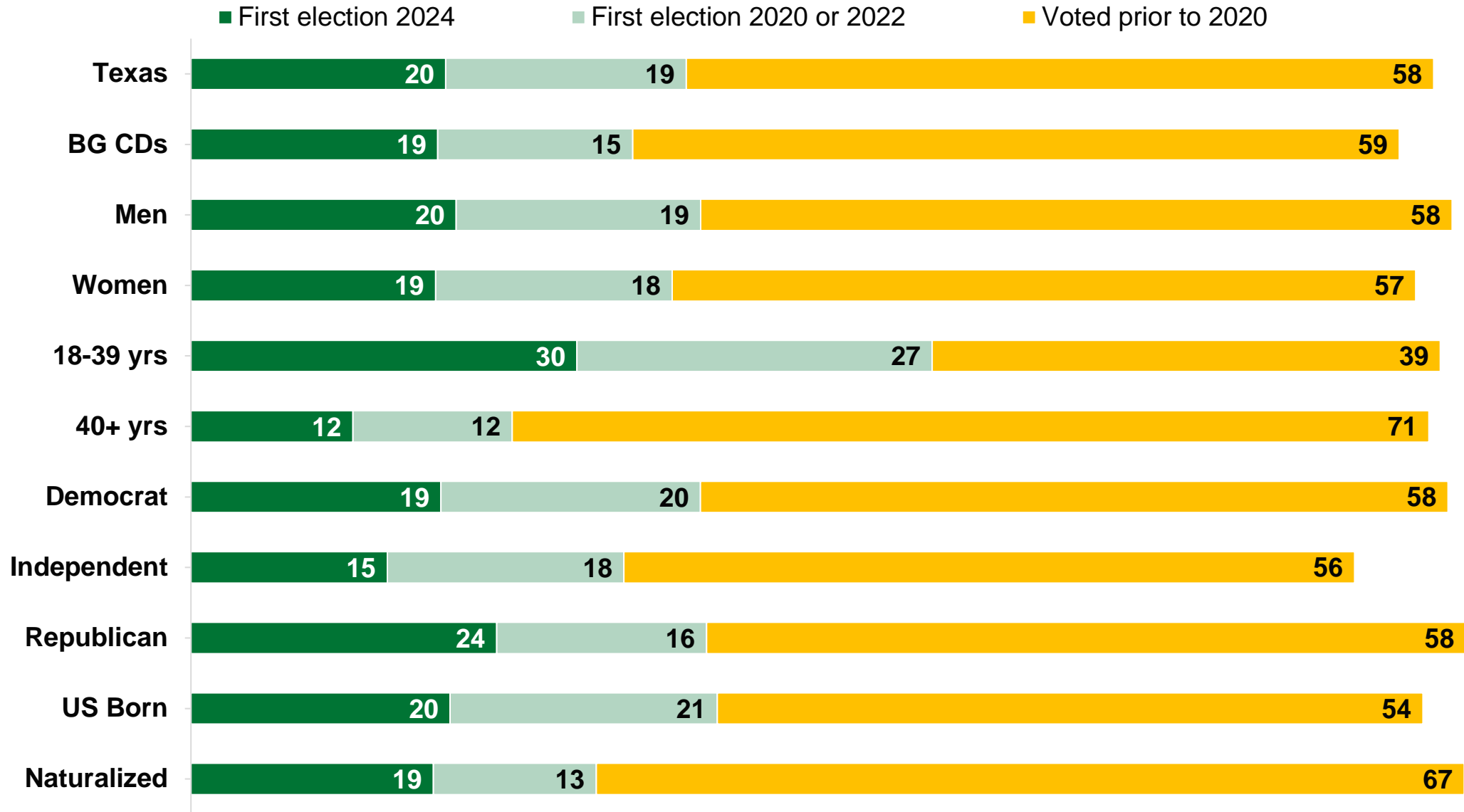
# Overall, Latino voters say they are motivated to vote to support their community, but Latino Republicans are mostly motivated to support their candidates

When thinking about why you vote, would you say that you are mainly motivated to vote to:



# Significant share of Texas 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?



# UNIDOSUS BIPARTISAN POLL OF HISPANIC VOTERS IN TEXAS: ROAD TO THE MIDTERMS

**UNIDOSUS**

**BSP**research



May 28, 2026