LATINO COMMUNITY FOUNDATION

CALIFORNIA LATINO VOTERS:

POLICY PRIORITIES AND ATTITUDES AHEAD OF 2026 MIDTERMS

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President

BSP research

October 1, 2026

About the Research

- N=1,250 poll of Latino registered voters in California (and another 1250 in TX)
- Field: September 1-15, 2026, Margin of error ± 2.8%
- Blended mode: live phone interviews, text invite and online self-complete
- Survey available in English or Spanish, according to respondent preference
- Overall, 13% of interviews were conducted in Spanish in each state, and 49% of respondents reported they speak Spanish in their household every day.
- Post-stratification weights were applied to balance sample to known estimates of Latino registered voters for age, gender, nativity, and education.

California Latino Voters in 2026: Key Findings

1. When asked about the top issues facing the state, Latino voters overwhelmingly cite cost of living, jobs and the economy, and housing costs.
2. While Latinos are customarily optimistic about their personal financial future, this poll finds Latinos are increasingly pessimistic and uncertain about their future economic situation, for example:
   - Half of Latinos in California are not confident they can make ends meet in the next month;
   - Many fear that their personal economic situation will worsen;
   - More than one-third directly blame Trump and his economic policies.
3. Trump immigration policies cause major worry:
   - 68% of Latino voters are concerned immigration and other federal officials will be at voting centers and polling places during the election; and
   - Nearly 40% worry that friends or family are at risk for deportation.
4. Most Latino voters plan to vote in the 2026 midterm elections but have received relatively low contact from campaigns and electoral groups.
5. Looking ahead to 2026, a clear majority of Latinos would support a candidate who would support progressive policies for the state, including:
   - Requiring wealthy corporations to pay their fair share of taxes to support social programs
   - Regulations for AI to ensure it does not replace human jobs
   - Opposition to AI data center construction in their region
   - ICE reform to ensure protections for immigrant communities

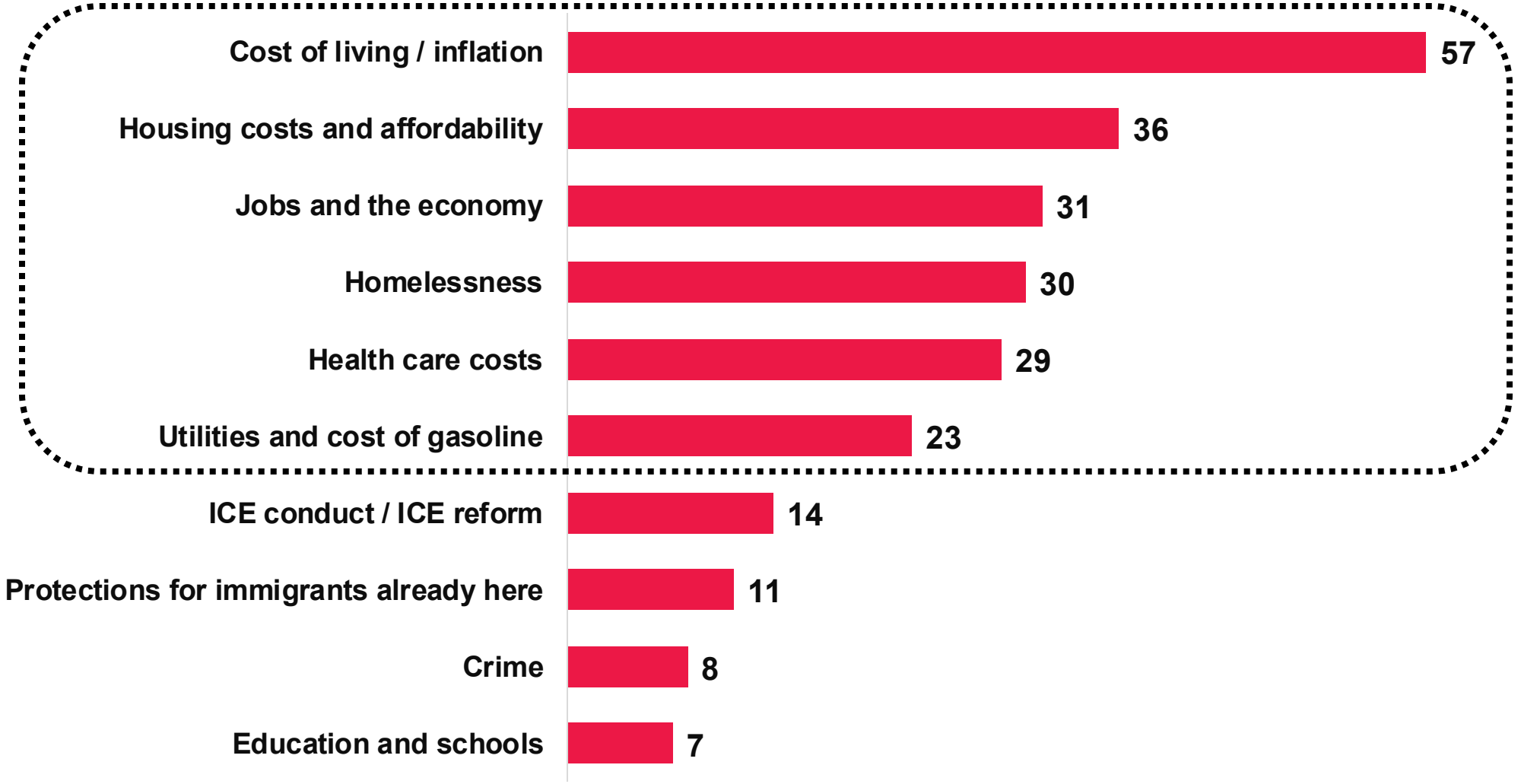
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2026 LANDSCAPE: ECONOMIC CONCERNS

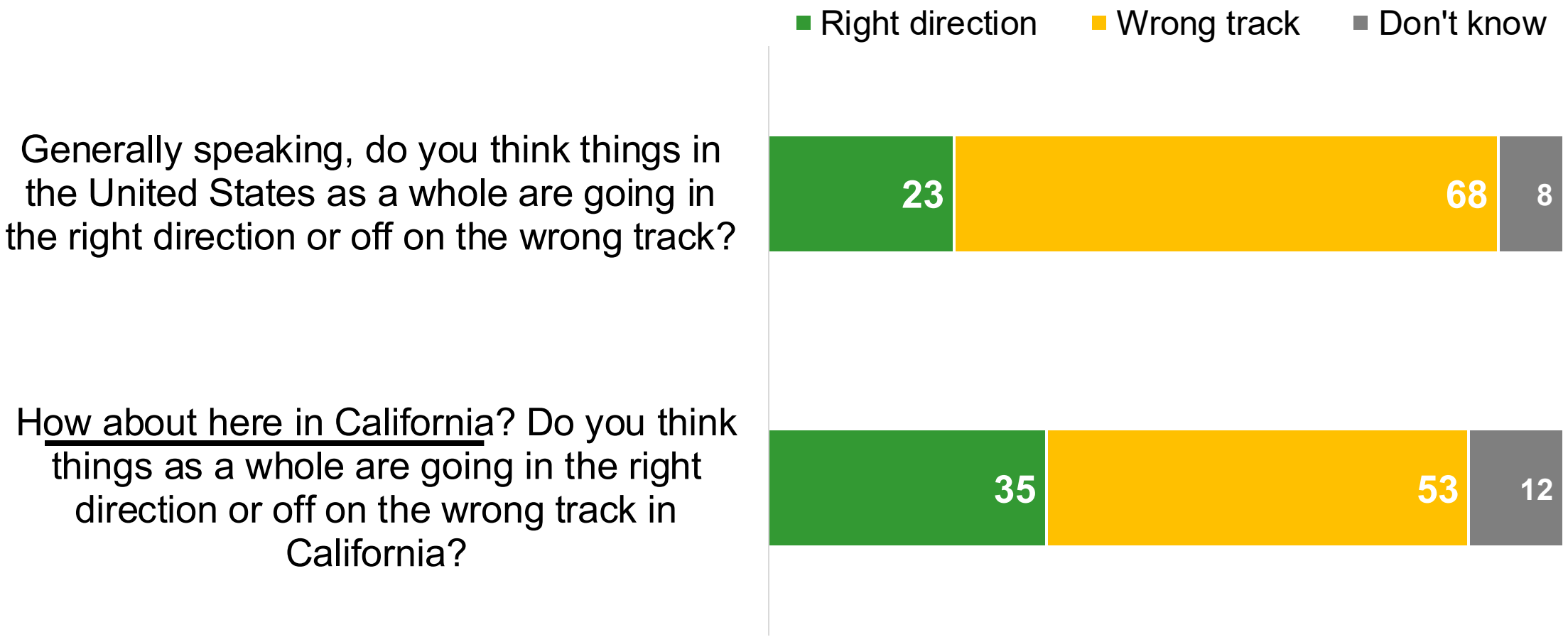
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Economic concerns overwhelmingly dominate California Latinos top priorities

Thinking about things statewide, what are the most important issues facing the state of California that our elected officials should address? Select up to 3. (Top 10 issues, sorted highest to lowest)



Latinos are concerned over the direction of the country and state



Over half of Latino voters' personal economic situation has worsened since the start of the 2025 Trump administration, increasing pessimism over personal economic future

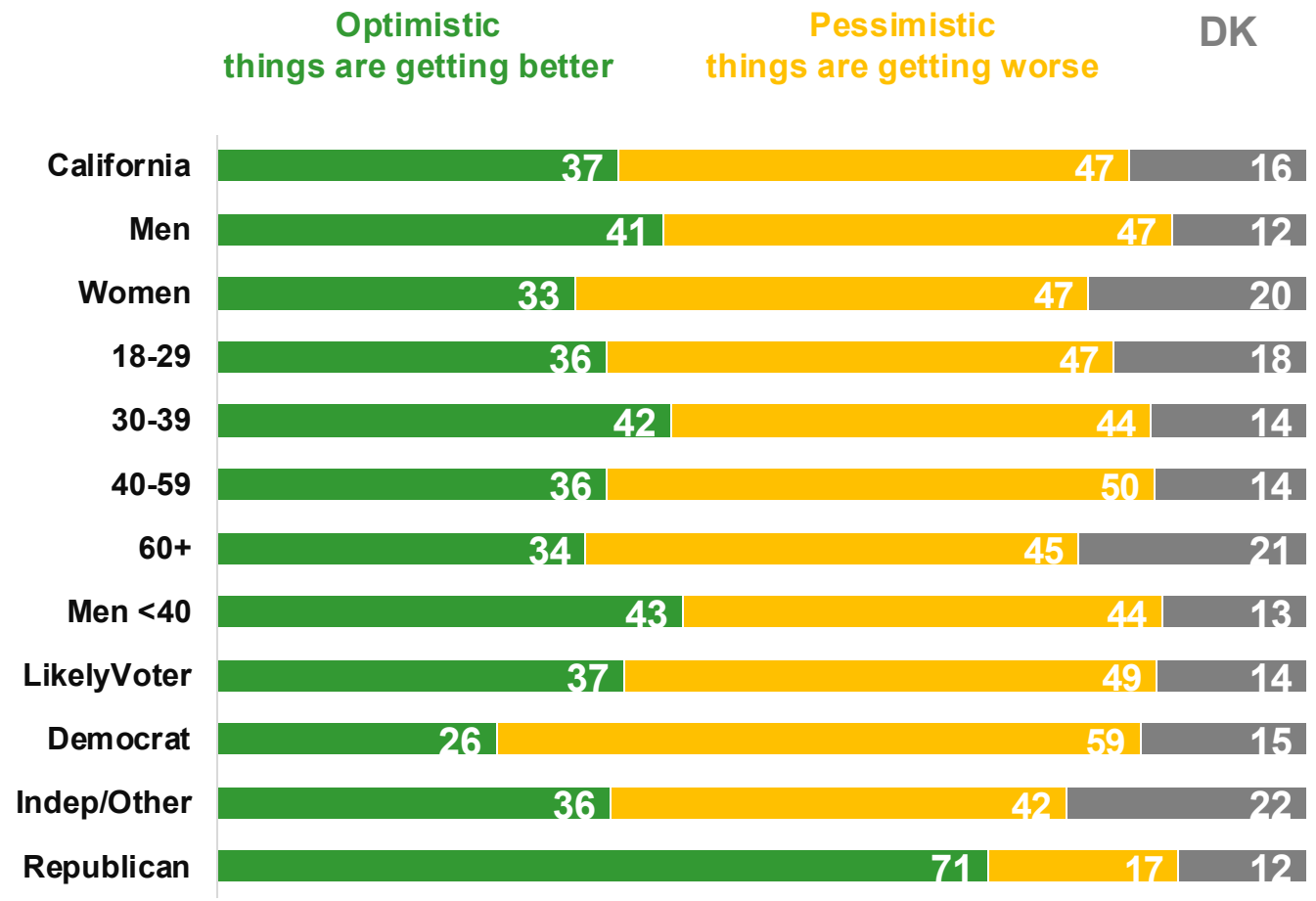
Since the start of the second Trump presidency in January 2025, has your own personal financial situation gotten better, gotten worse, or stayed about the same?

59% **Things are getting worse**

27% **Stayed about the same**

14% **Things are getting better**

When you think about the next few years and your family's income, savings, and jobs, how would you describe yourself?



Half of Latinos in California are not confident they can make ends meet in the next month

When you think about your regular monthly bills like rent, food, insurance, gas, and utilities, how confident are you that yo u will have enough money for each month's expenses? Would you say you are:



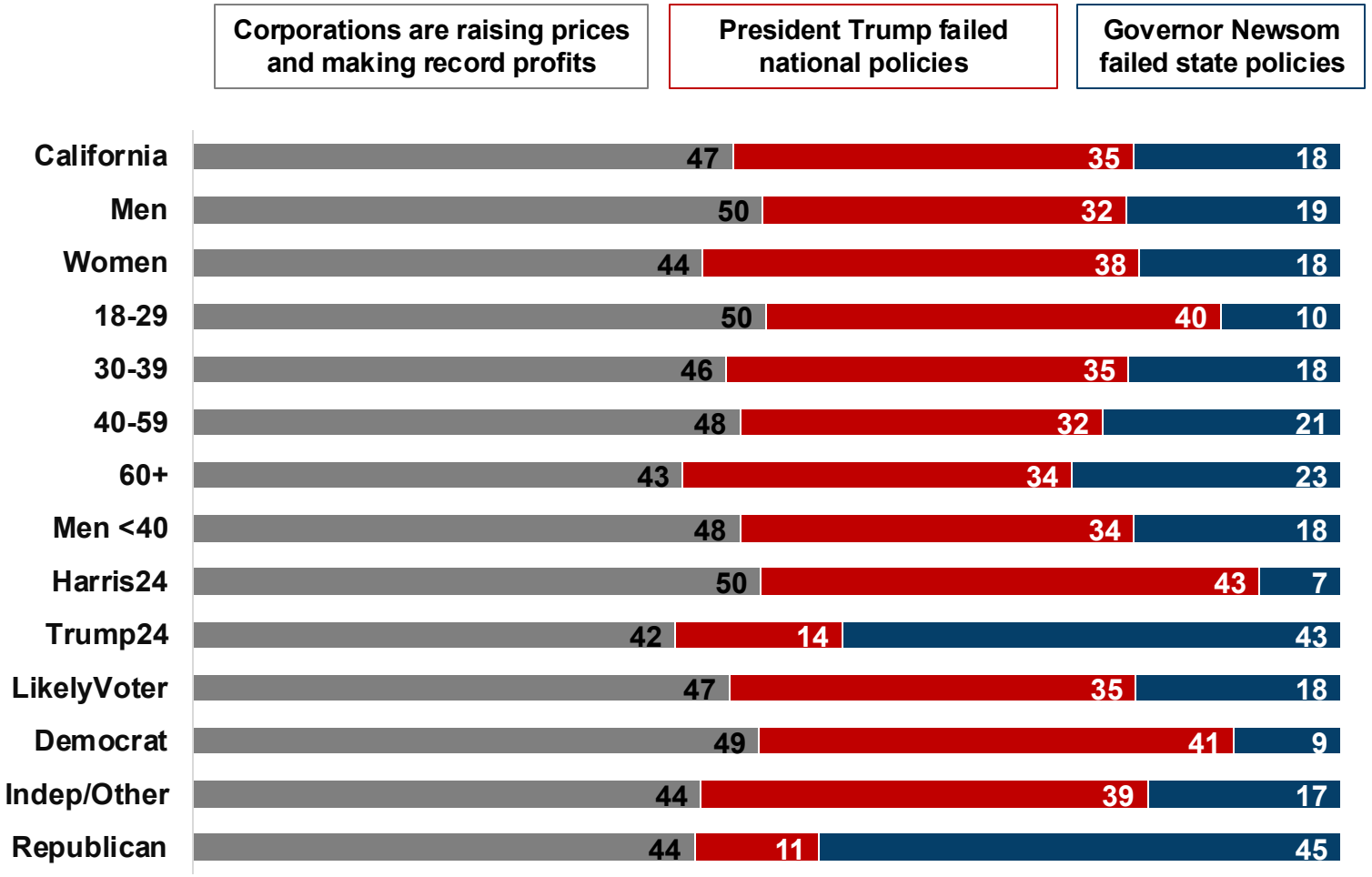
Latino voters don’t feel economic relief, blame corporations and Trump policies

Do you think the Trump administration has been effective in addressing inflation and the cost of living or that Trump policies are not doing much to help?

78% **No, Trump has not been effective to address inflation and the cost of living**

22% **Yes, Trump has been effective to address inflation and the cost of living**

When it comes to the cost of living, which statement do you agree with more?
The cost of living is going up because:



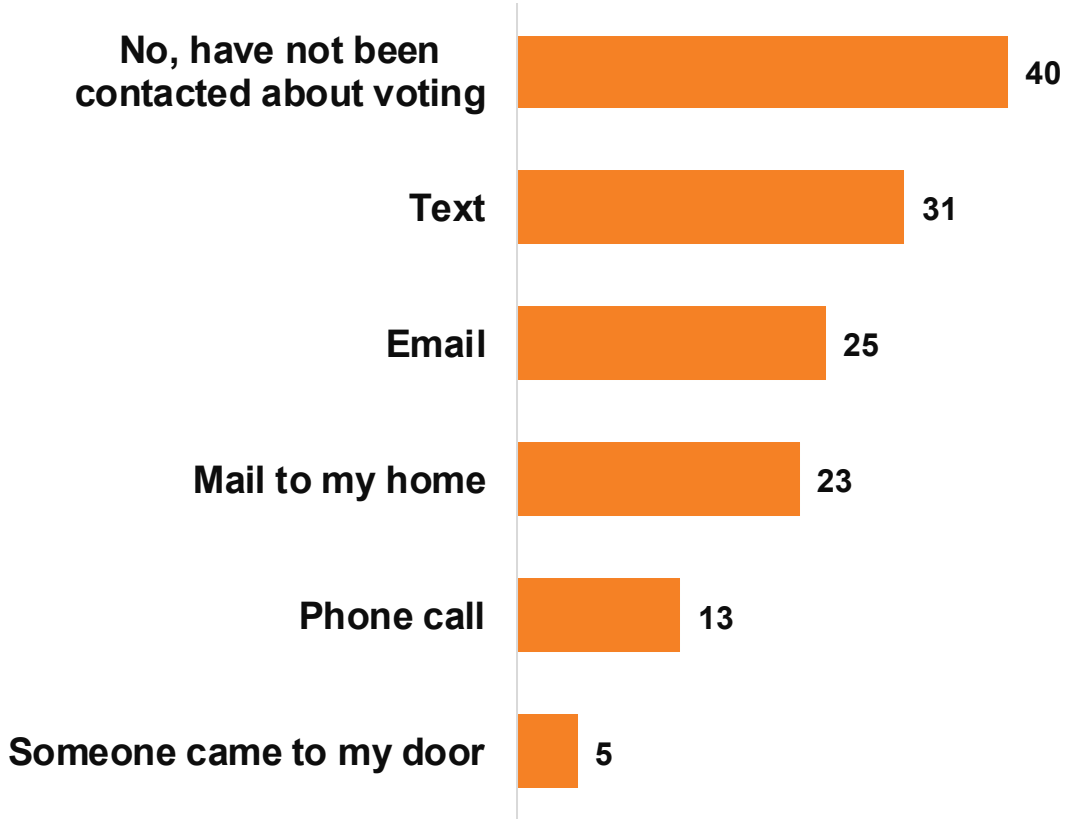
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AHEAD OF THE 2026 MIDTERMS

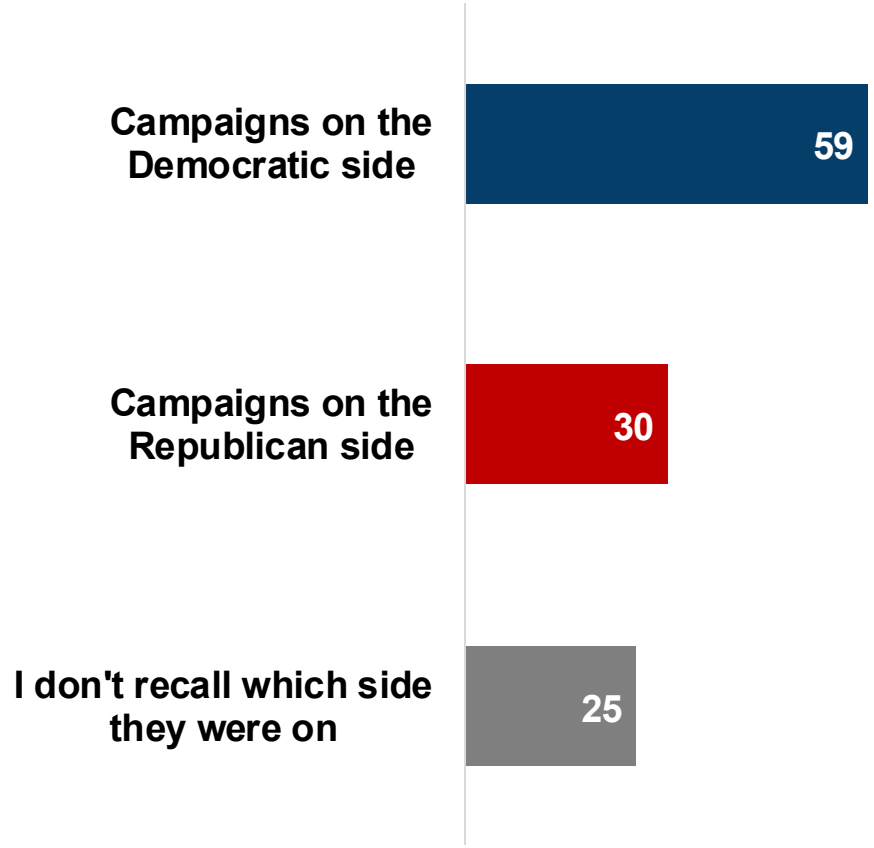
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Many California Latinos still have not been contacted about voting in the 2026 midterm elections

So far, has any political organization, civic group, or political party reached out and asked you to vote in the upcoming November 2026 election? Select all that apply.

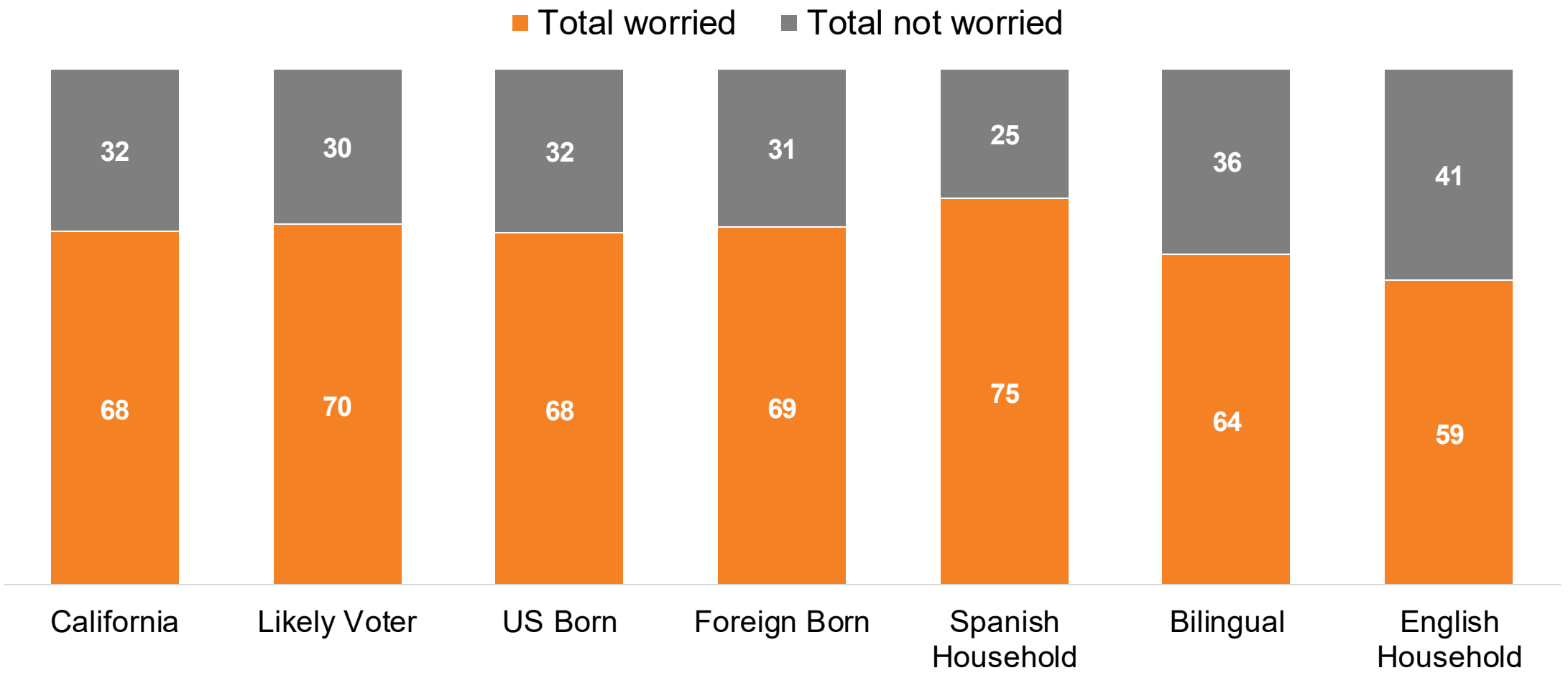


[Among the 60% who have been contacted]
If you can remember, who have you been contacted by? Select all that apply.



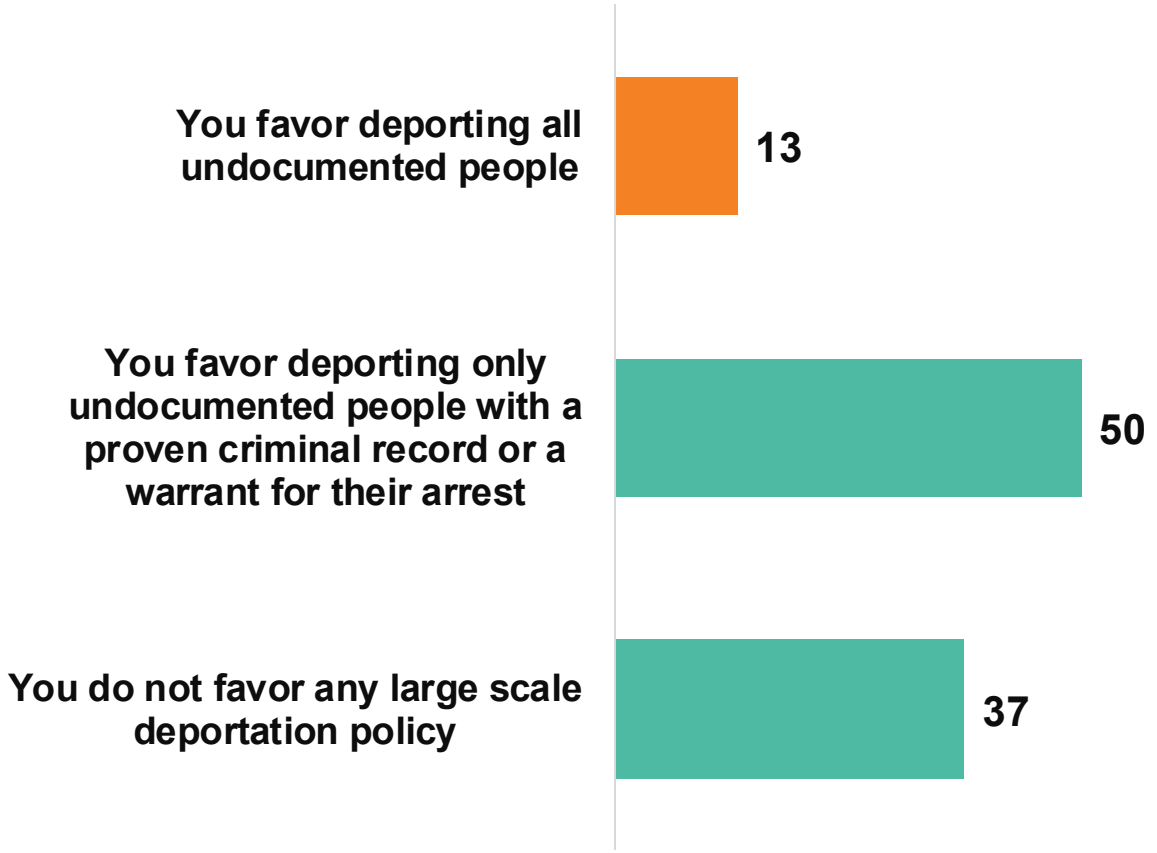
Majority of Latino voters worry that they might encounter immigration enforcement at polling places in November 2025

Given the president's deployments of National Guard, immigration agents, and other federal officials, how worried are you about the possibility of President Trump sending these federal officials to monitor voting centers and polling places in California during the November 2026 election?

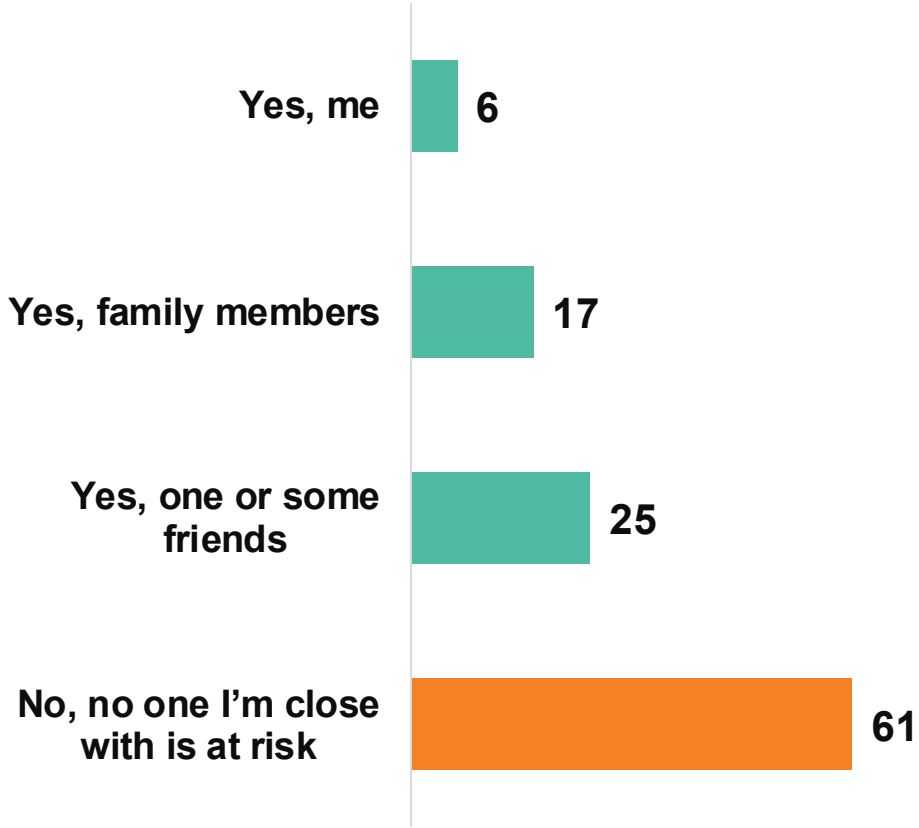


Majority of Latino voters reject mass deportations, and many fear they and their loved ones are at risk of deportation in light of Trump immigration policies

President Trump often claims that the people being deported are criminals, but official records indicate that many of the people being detained and deported have not committed a crime. Which would you say that:



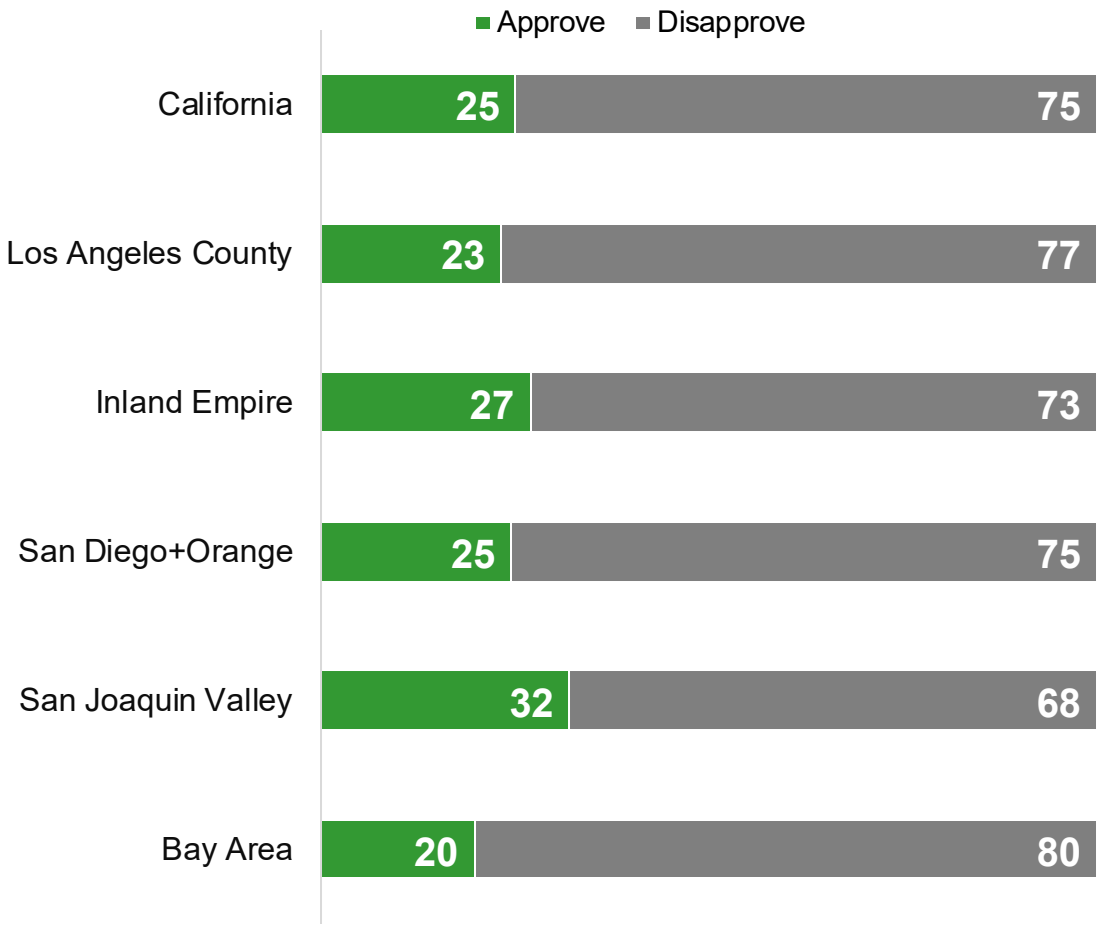
Do you feel you or anyone in your family, or close friends, are at risk from the policies on deportation that the Trump administration is implementing? Check all that apply.



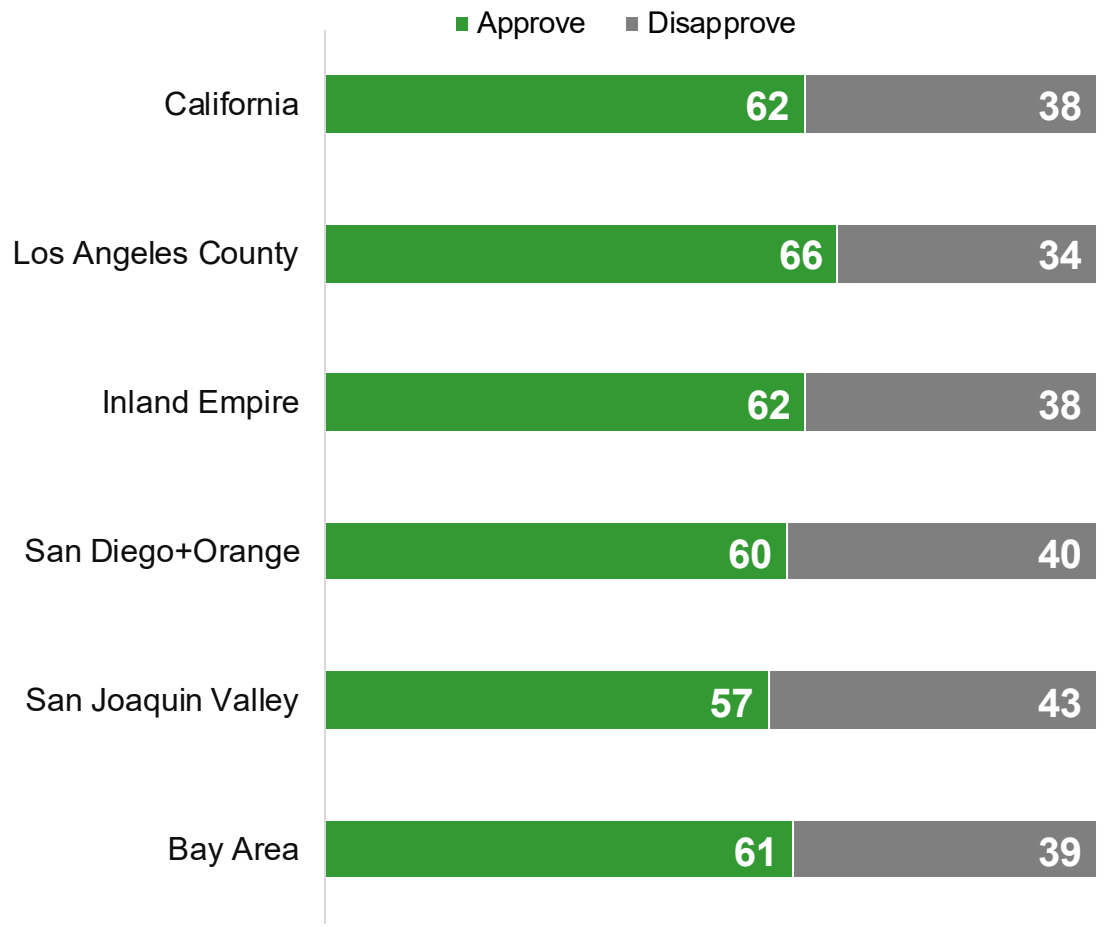
Majority of California Latino voters disapprove of Donald Trump's job as President

Overall, do you approve or disapprove of the way:

Donald Trump is handling his job as President

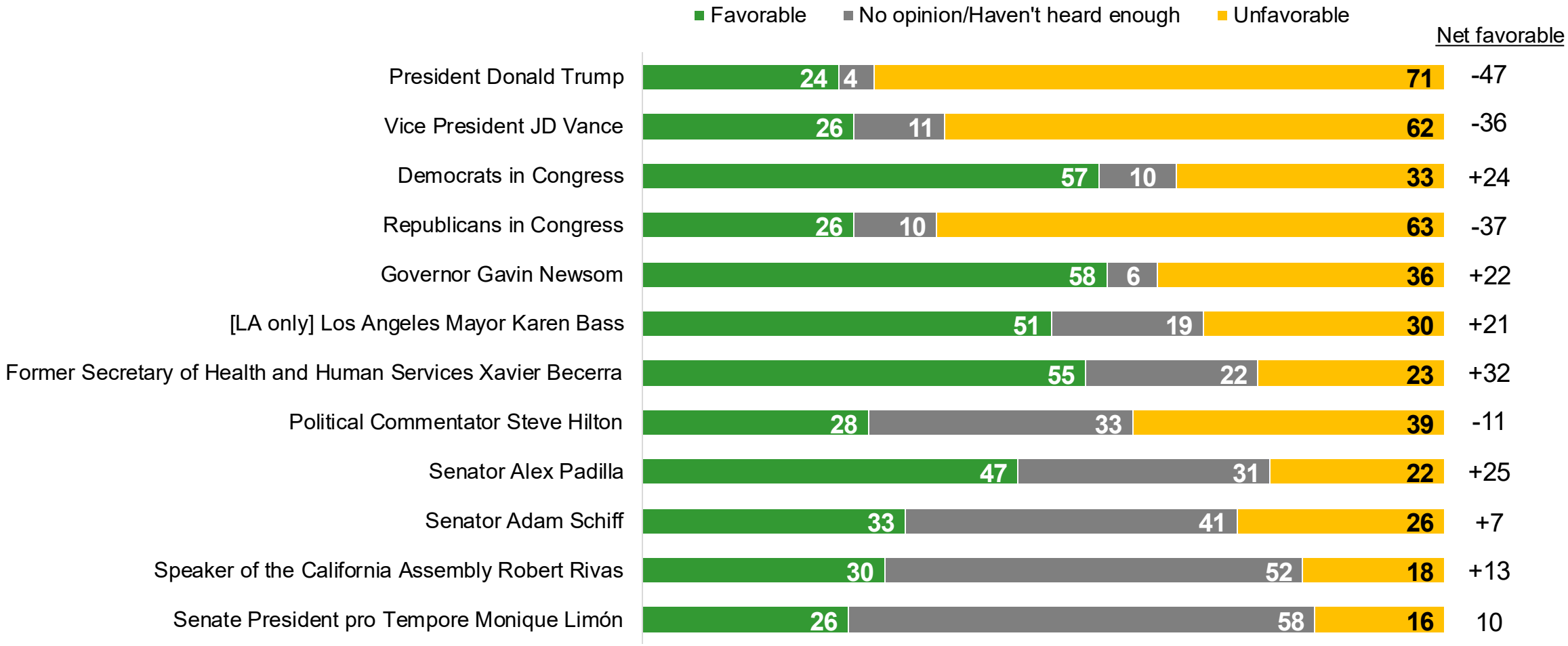


Gavin Newsom is handling his job as Governor of California



Favorability and Unfavorability of Key Leaders

For each of the following people, indicate if you have a favorable or unfavorable opinion. If you have not heard enough to say, or have no opinion, that is fine.



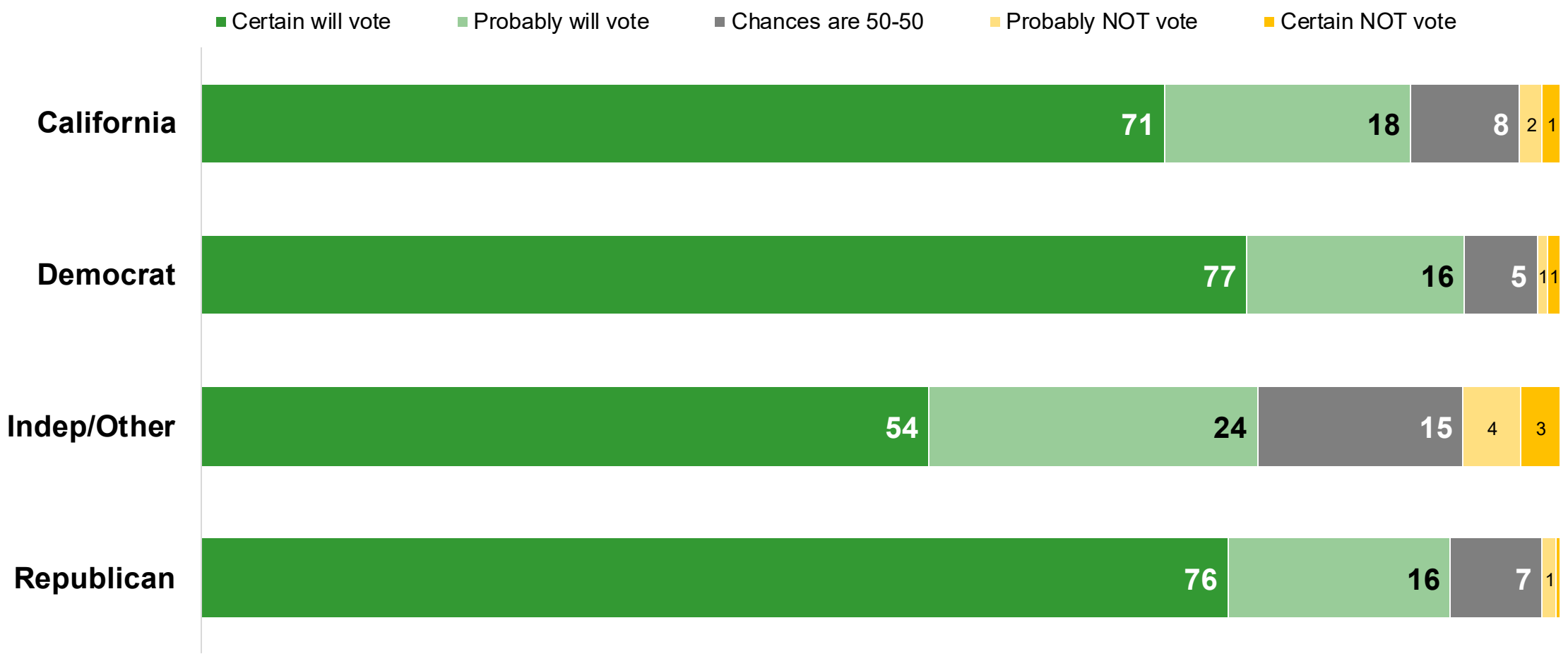
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2026 LATINO VOTE CHOICE

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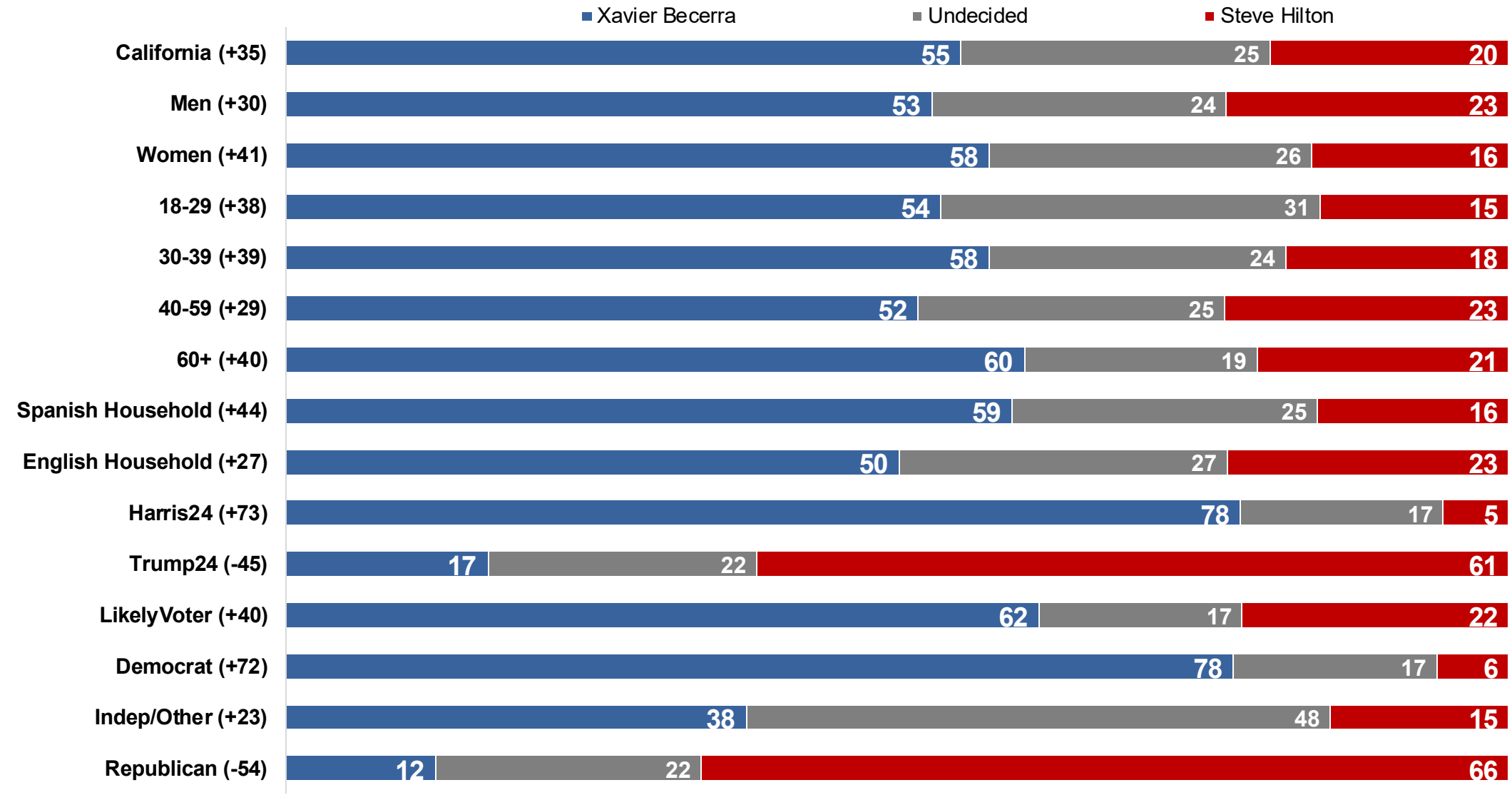
Latino 2026 vote intensity growing, with room to improve

Many people are busy and don't get a chance to vote in every election. Thinking ahead to the midterm election in November 2026 for Governor, U.S. Congress and other offices, what would you say the chances are that you will vote here in California?



More Latino voters in California support Becerra for Governor over Hilton

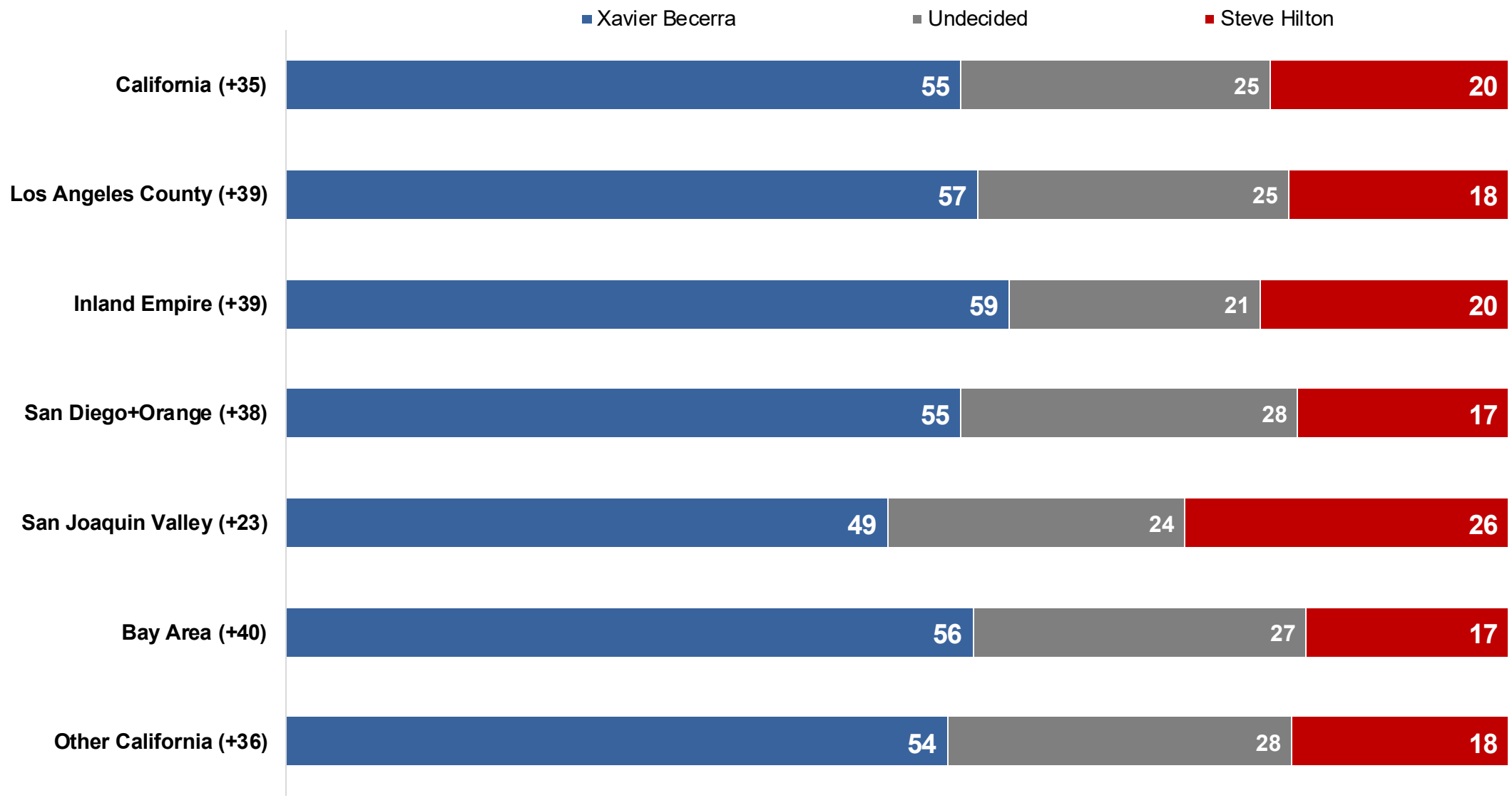
Thinking about the election in November of this year for Governor of California, which candidate are you planning on voting for? (Net Dem in parentheses)



September 1-15, 2026 CA n=1250 Latino Reg Voters (+/-2.8%)

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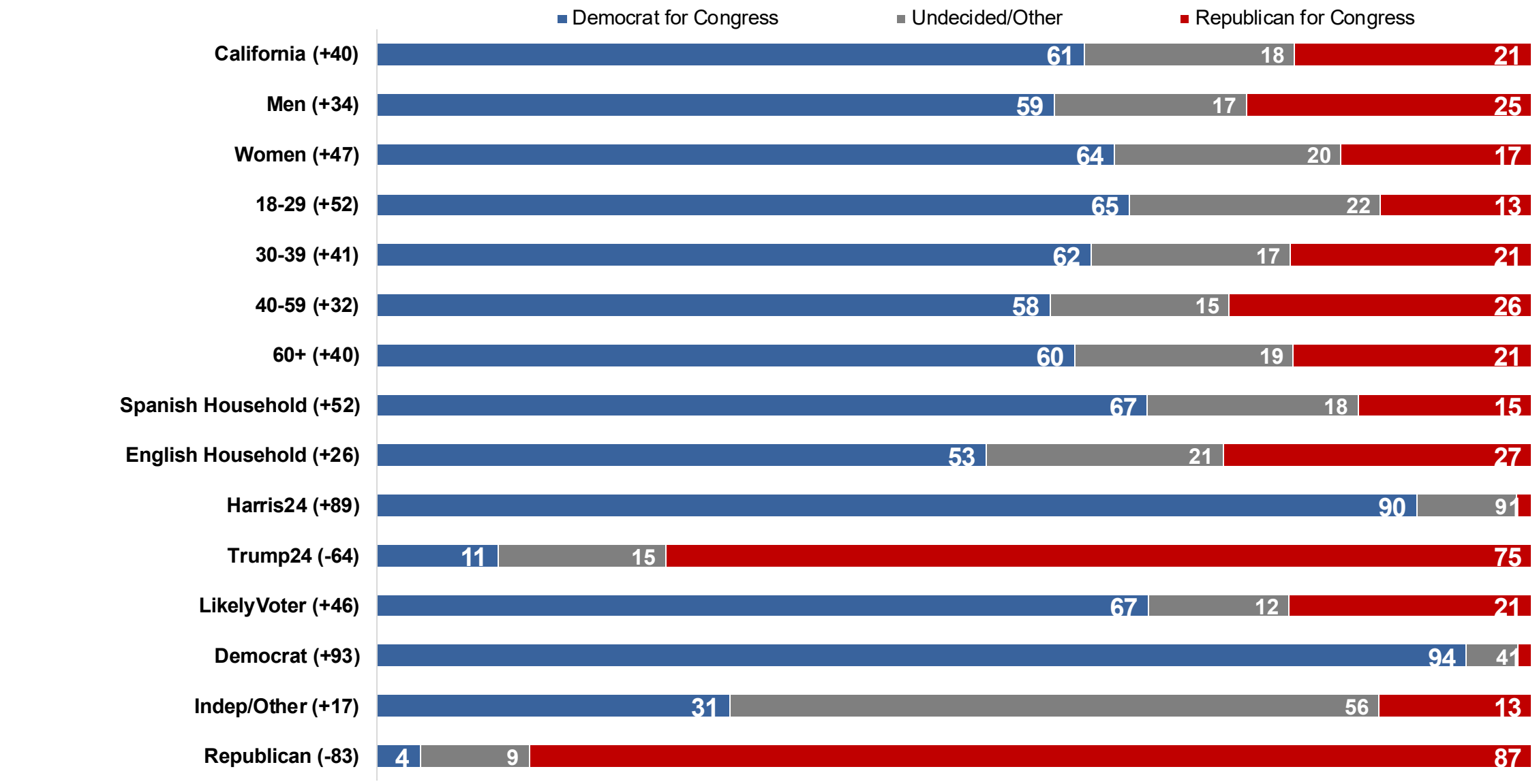
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The majority of Latino voters in California support Democratic House candidates

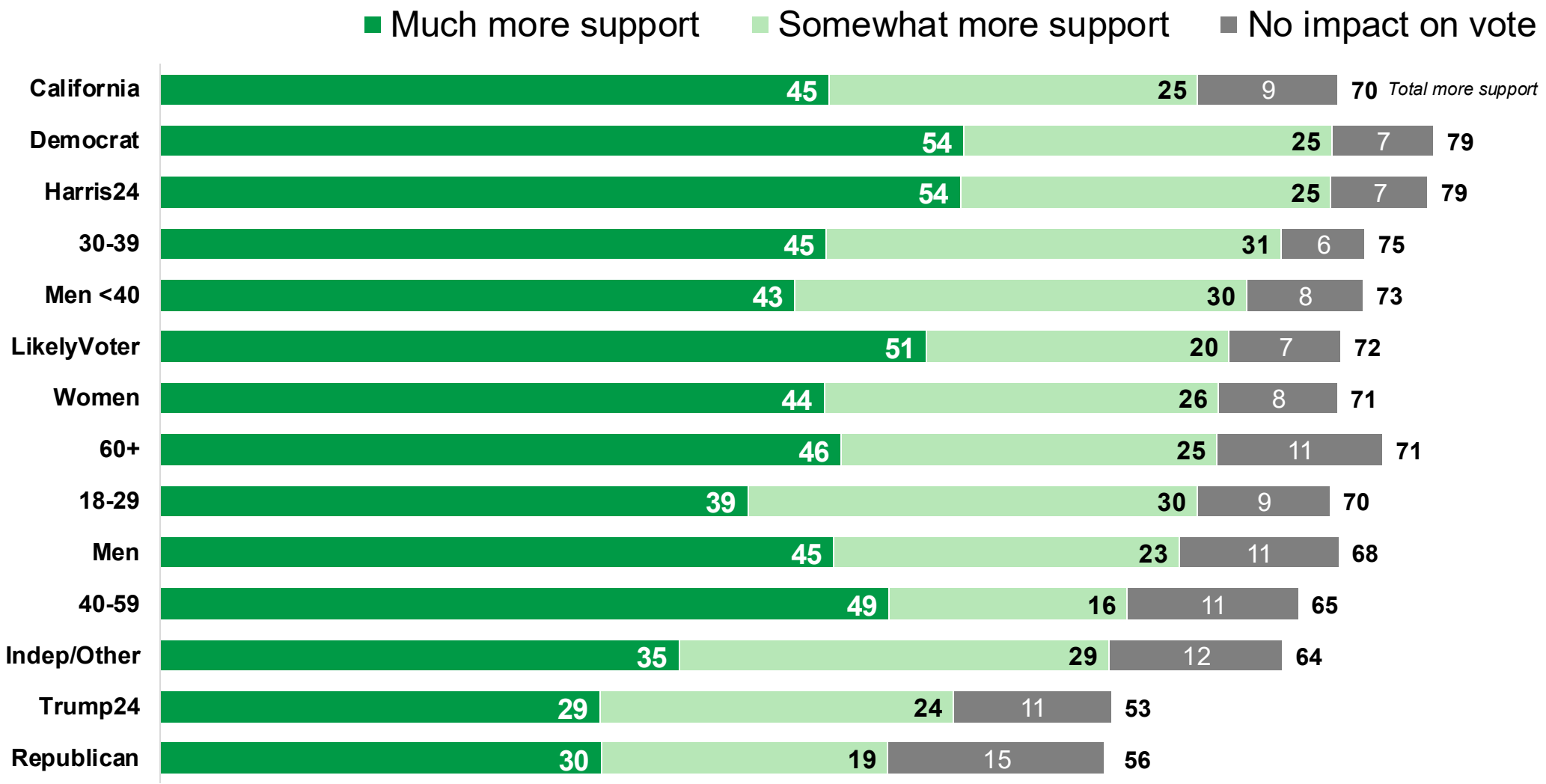
In the election for U.S. House of Representatives, do you plan to vote for the Democrat or Republican here in your district? (Net Dem in parentheses)



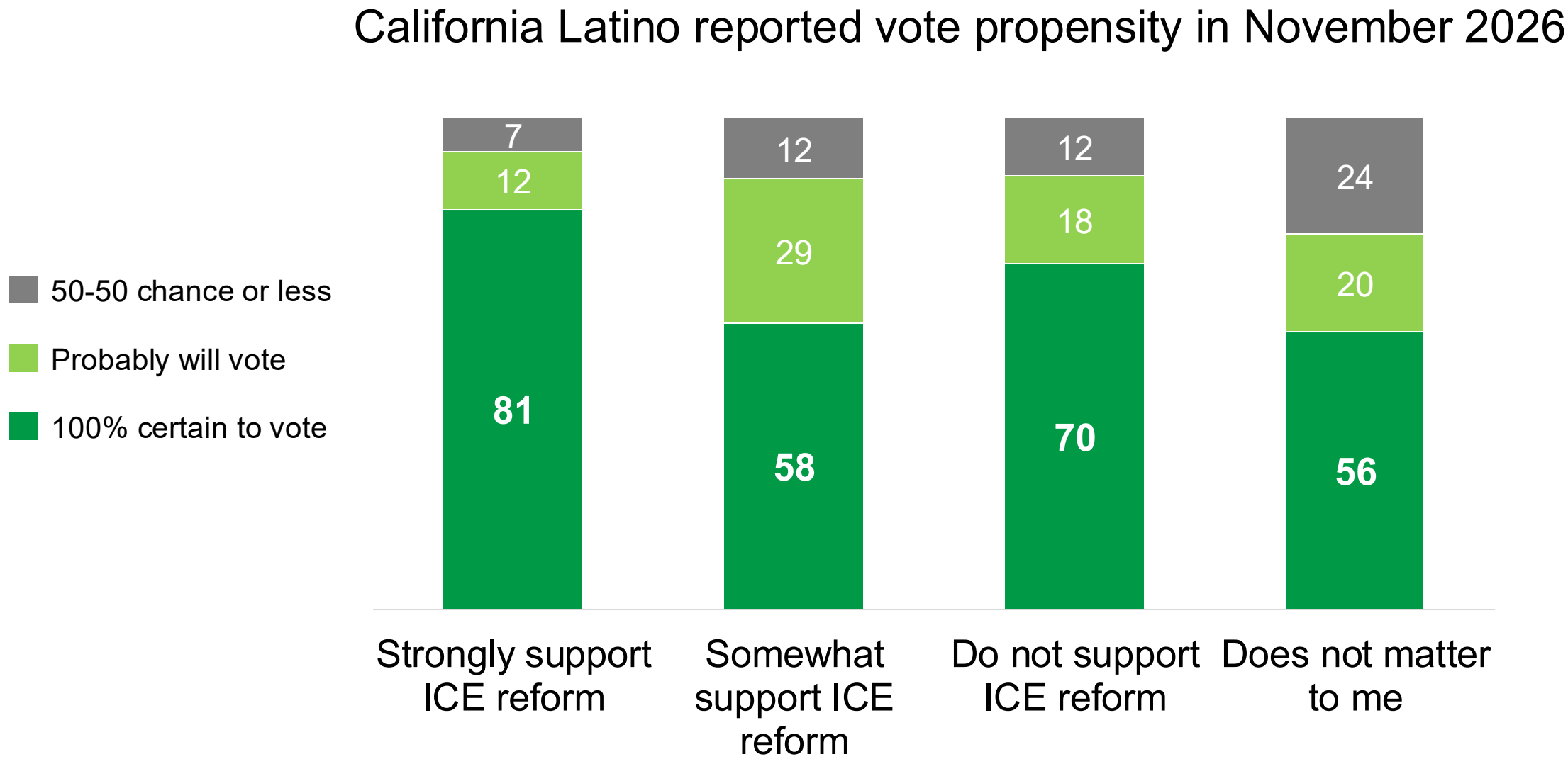
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Large majority of California Latinos want elected officials to push for ICE reform

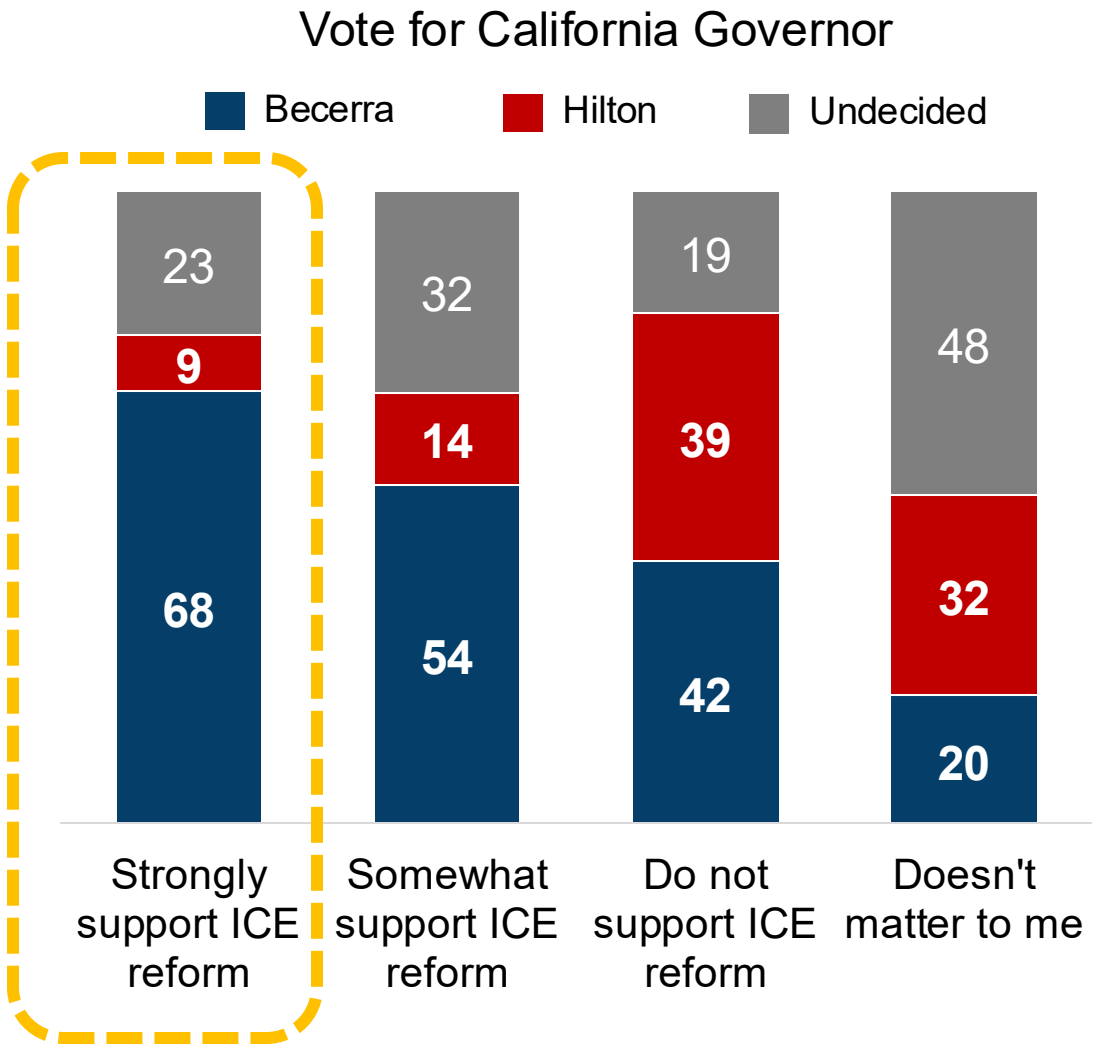
Would you be more likely or less likely to vote for a candidate if they support reforming immigration and customs enforcement (ICE), including requiring use of body cameras, judicial warrants, and banning the use of masks

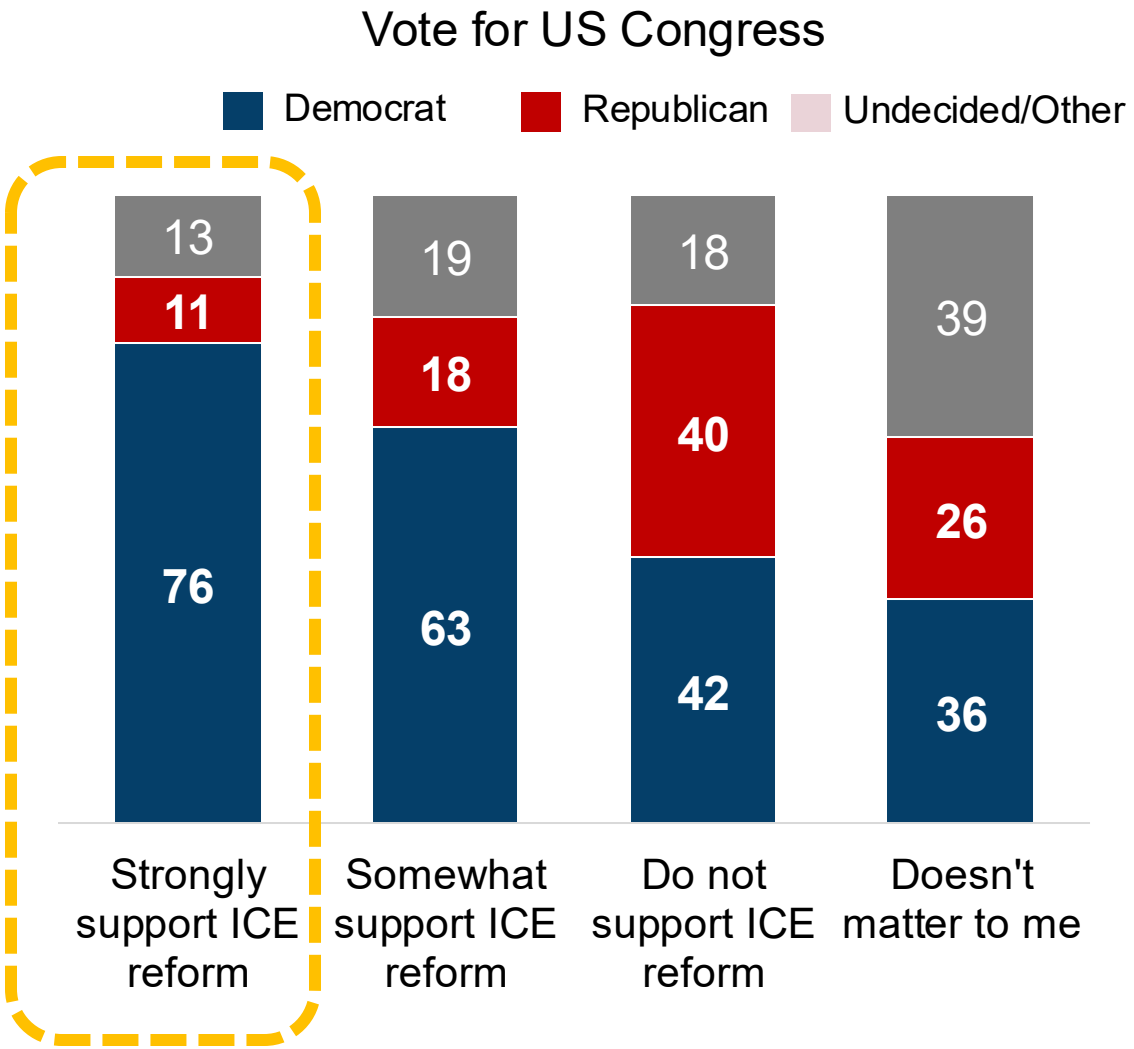


Support for ICE reform is driving higher interest in 2026 midterms



Support for ICE reform is driving Democratic vote





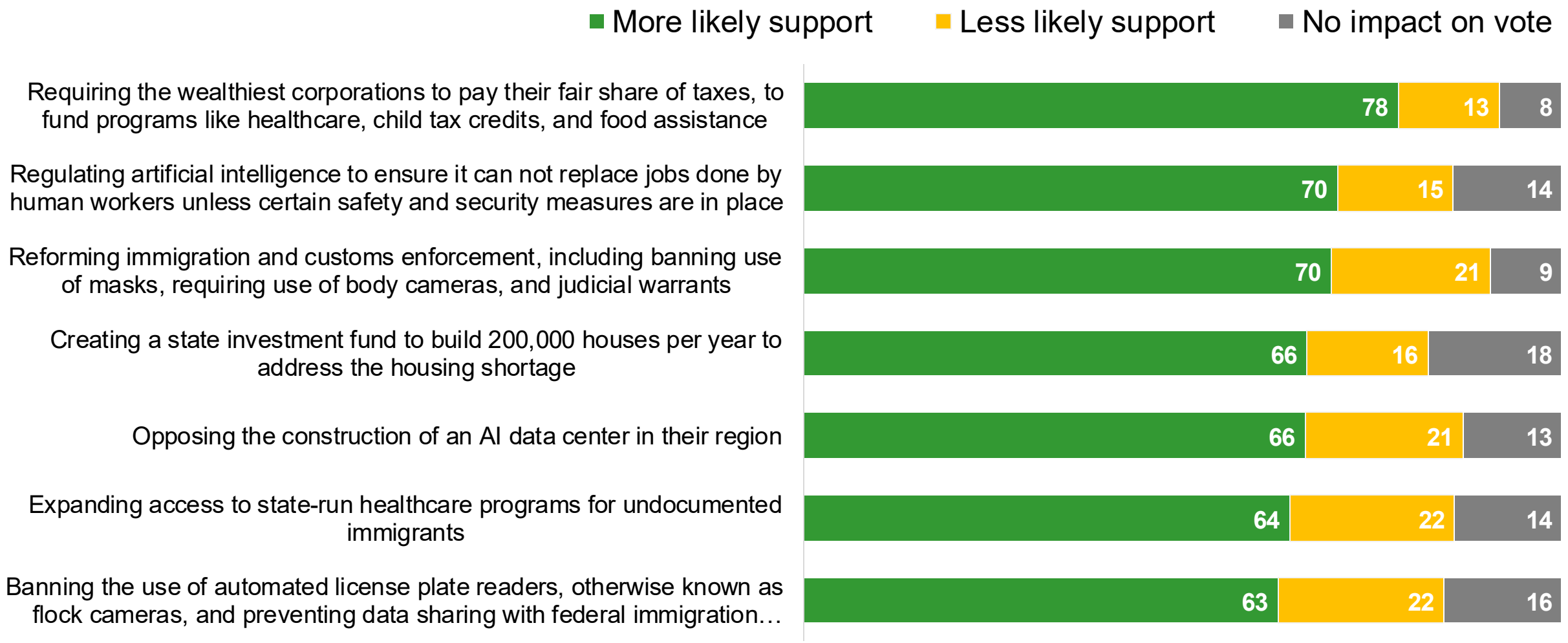
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LATINO POLICY PRIORITIES

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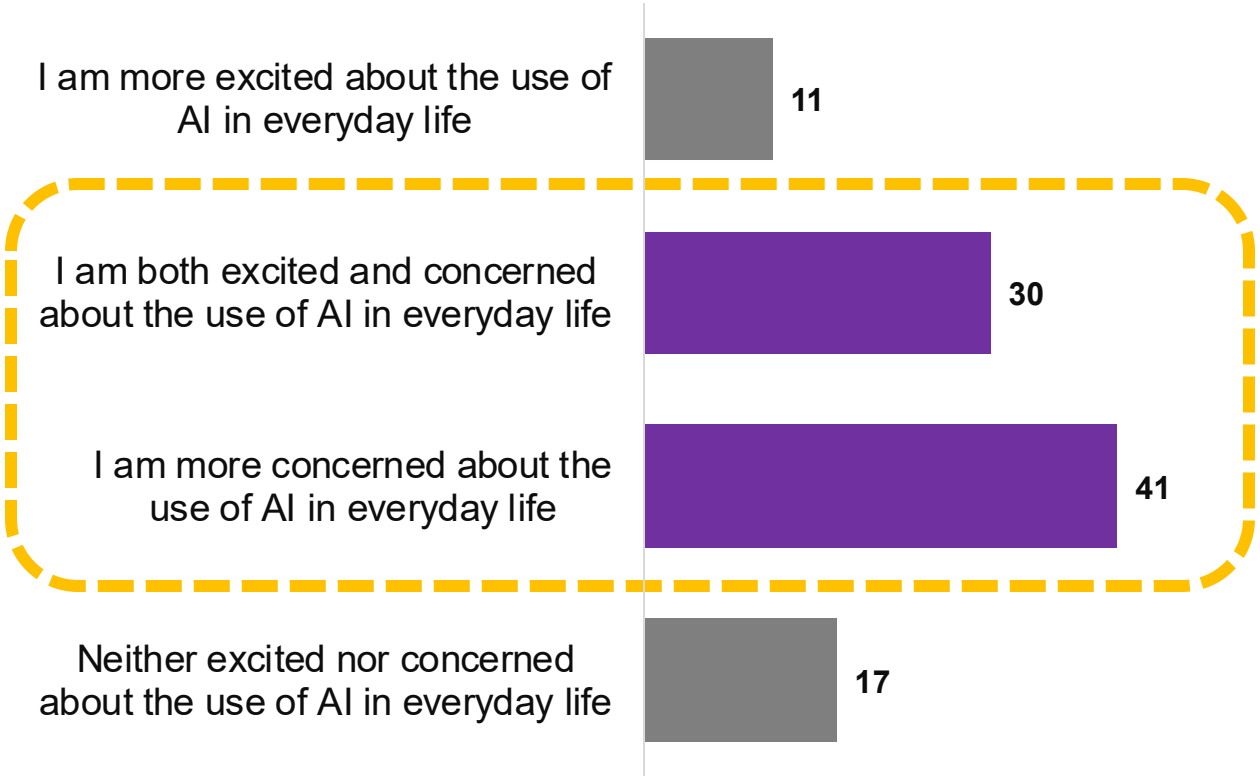
California Latino voter policy priorities

Here are some policies that candidates running for statewide office here in California might support. Would you be more likely or less likely to vote for a candidate if they support:

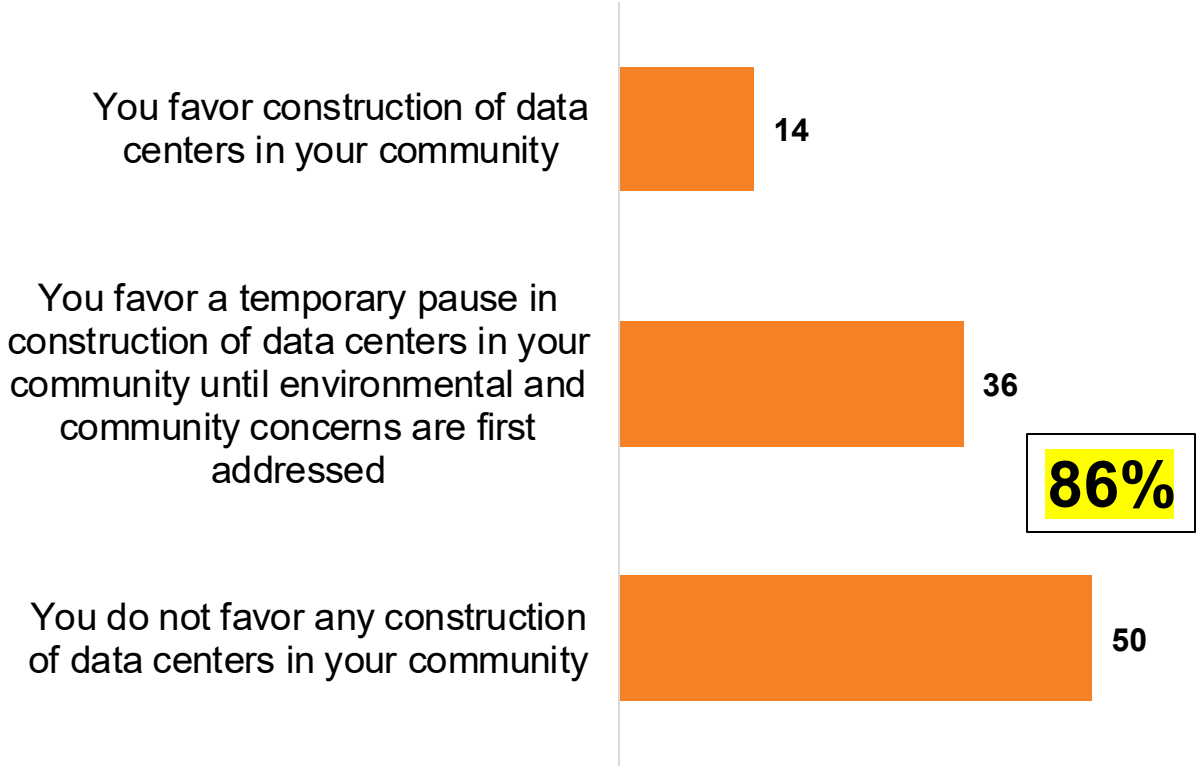


Latino voters share concerns over AI use in daily life, and do not want data centers in their communities

Artificial Intelligence (AI), refers to computer programs or machines that can perform tasks that normally require a human, like recognizing patterns or making decisions. Which statement do you agree with more when it comes to AI?



To support artificial intelligence infrastructure, the construction of data centers have moved rapidly across the country. Would you say that:



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