



To: Interested Parties

From: Somos Votantes and Global Strategy Group

Date: April 2026

Re: Hispanic/Latino Research

New Poll Shows Hispanic/Latino Voters Widely Disapprove of Republicans Ahead of 2026 Elections as Iran War and Tariffs Drive Economic Anxiety

Hispanic/Latino voters in key states and districts central to the 2026 elections are breaking toward Democrats, driven by economic anxiety and strong backlash to Republican policies on tariffs, the Iran war, and cuts to programs like Medicaid. However, this support is not guaranteed. Democrats' advantages remain competitive, they are less trusted on crime and safety, and face a clear vulnerability on a perceived unwillingness to address wasteful government spending – where concerns about a lack of accountability directly cut against what voters want in leaders. Candidates who demonstrate a commitment to creating good-paying, quality jobs and protecting essential programs while rooting out waste, fraud, and abuse emerge as the top candidate positions Hispanic/Latino voters support.

The following memo details findings from a recent poll of 1,600 Hispanic/Latino general election likely voters in key states (AZ, GA, MI, NC, NM, NV, TX, WI) and 700 Hispanic/Latino general election likely voters in key districts (AZ-01, AZ-06, NM-02, NV-03, TX-15, TX-28, TX-35) from March 25th to April 2nd, 2026.

KEY FINDINGS

Partisan dynamics show Hispanic/Latino likely voters in key states and districts heavily lean Democratic and are breaking decisively toward Democratic candidates. On partisan self-identification, Democrats hold a +15 margin in program states (50% ID as Democrat vs. 35% ID as Republican) and a +6 margin in districts (49% Dem vs. 43% Rep). On the generic ballot, these margins are even greater as Democrats lead the generic ballot by +20 in key states (55% / 35%) and +12 in key districts (53% / 41%).

Donald Trump is a significant electoral liability, with Hispanic/Latino voters holding deeply unfavorable views of him and giving him poor marks on his job overall – especially on his handling of the economy. Trump's personal favorability is deeply negative (net -24 in key states; net -18 in key districts), his job approval is worse (net -26 states; net -21 districts), and his handling of the economy is his single worst rating (net -30 states; net -24 districts).

Republicans in Congress are deeply underwater, and Democrats hold an advantage but face uneven standing of their own. Favorability towards *Republicans in Congress* is deeply negative (net -23 in key states; net -20 in key districts). *Democrats in Congress* receive mixed reviews – slightly negative in key states (net -3 favorability) and narrowly positive in key districts (net +2) – outperforming Republicans but not fully satisfying voters broadly.

Rising costs are being widely felt and generating intense concerns as majorities of Hispanic/Latino voters describe sharp increases in everyday expenses. Roughly two thirds of Hispanic/Latino voters say the cost of living has gone up "a lot" in the past year (64%

in key states / 63% in key districts), with more than eight-in-ten reporting costs have risen overall in key states and three-quarters saying the same in key districts. Voters' most intense economic concerns center on *higher grocery costs* (62% extremely concerned in states / 57% in districts) and *rising health care and drug costs* (59% states / 58% districts).

Hispanic/Latino voters place more responsibility for rising costs on Washington's failures and Republicans' policies on tariffs, new wars, and tax cuts for the wealthy.

. Voters blame politicians more than corporations for price-gouging, saying they are not doing enough to hold corporations accountable. When forced to choose, by a 3-to-1 margin Hispanic/Latino voters agree more that *“politicians are mostly to blame because they are passing policies that make it easier for corporations to rip off consumers without any accountability”* (73% states / 74% districts) vs. those who agree more that *“corporations are mostly to blame because they've continued to jack up prices, even when their costs have barely changed”* (27% states / 26% districts).

. Voters blame rising costs on Republican policies on tariffs, new wars, and tax cuts for the wealthy more than Democrats' economic policies. When comparing the parties directly, a strong majority agree more that *“Republican economic policies are mostly to blame because tariffs and new conflicts overseas are raising the cost of everyday goods, and they are cutting health care and food programs to give tax breaks to billionaires”* (64% states / 63% districts), vs. a smaller share who agree more that *“Democratic economic policies are mostly to blame because runaway government spending fueled inflation and higher taxes are making it harder for families to get ahead”* (36% states / 37% districts).

Trump's war with Iran has emerged as a top Republican vulnerability, particularly as it relates to higher costs and voters' economic anxiety. Across a range of statements about Republican actions, Hispanic/Latino voters express the highest level of concern about Trump's war with Iran driving inflation higher, increasing gas prices, and costing taxpayers roughly \$1 billion daily. These concerns about Trump's war, along with statements about tariffs and Medicaid cuts, were among the most concerning items tested.

Top Republican Concerns (% Very Concerning)	States Districts	
	States	Districts
Trump's war with Iran is expected to push inflation higher , increasing the overall cost of living for hardworking families	65	62
Trump's war in Iran has led to gas prices rising 22% in the past month	64	63
Trump's war in Iran is costing American taxpayers around \$1 billion every single day in military spending	63	63
Republicans voted to approve Trump's tariffs that are raising costs on working families by an average of \$2,400 a year	63	60
Republicans voted for deep cuts to Medicaid , which is driving up costs for everyone – even those who have health insurance from their job – and pushing more people into debt	62	59

Democrats are more trusted on health care, jobs and the economy, and tariffs, but even among these heavily Democratic-leaning voters, they face meaningful vulnerabilities.

When asked which party is trusted more, Democrats have the edge on health care (47% trust Democrats more vs. 26% trust Republicans more in key states; 52% vs. 32% in key districts) and jobs and the economy (44% trust Democrats more vs. 33% trust Republicans more in states; 45% vs. 38% in districts), though these advantages remain competitive. Roughly one third of voters still trust Republicans more on these issues, and up to one-fifth trust neither party. Still, Democrats hold a trust advantage with a plurality of Hispanic/Latino voters on jobs and the economy, an issue where they have struggled to consistently maintain the upper hand in recent cycles. On crime and safety, Democrats are at a disadvantage, with more voters trusting Republicans (36% trust Democrats more vs. 38% trust Republicans more in states; 38% vs. 40% in districts).

. Democrats face a core vulnerability on government spending and accountability. A

message that Democrats *only want to expand government programs, but do nothing to root out fraud, waste, and abuse in those programs* generates intense concern among a plurality of Hispanic/Latino voters (43% extremely concerning in key states; 41% in key districts) and directly cuts against voters' priority of having leaders who are committed to accountability and fiscal responsibility (described below).

Candidates who focus on cutting waste in government spending while safeguarding core safety net programs and creating jobs emerge as the top candidate positions Hispanic/Latino voters are looking for, and overwhelming majorities would be more likely to support candidates who *cut waste, fraud, and abuse in government spending while protecting programs like Social Security, Medicare, and Medicaid* (88% more likely in key states / 91% in key districts) and who *create more good-paying, quality jobs that allow people who work hard to get ahead* (88% states / 92% districts).

ABOUT THE RESEARCH: Global Strategy Group conducted an online and text-to-web bilingual survey of 1,600 Hispanic/Latino 2026 general election likely voters in AZ, GA, MI, NC, NM, NV, TX, WI and 700 Hispanic/Latino 2026 general election likely voters in AZ-01, AZ-06, NM-02, NV-03, TX-15, TX-28, TX-35 from March 25th to April 2nd, 2026. The margin of error at the 95% confidence level is +/- 3.1% for key states and +/- 4.6% for key districts.