

**MEMORANDUM**

TO: THE LIBRE INSTITUTE

FROM: JIM HOBART & TORIE BOLGER

RE: KEY FINDINGS FROM A NATIONAL SURVEY OF HISPANIC VOTERS

DATE: MAY 7, 2026

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**Methodology**

*On behalf of The LIBRE Institute, Public Opinion Strategies conducted a survey of N=1,200 Hispanic voters nationally. The survey was conducted April 17-23, 2026 and has a credibility interval of  $\pm 3.23\%$  in 95 out of 100 cases. Interviews were completed via online panel and text-to-web.*

**Political Environment Key Findings**

Since the first survey in 2023, Hispanic voters have consistently been pessimistic about the direction of our country. That pessimism is now at an all time high with 76% saying the country is pretty seriously off on the wrong track.

Democrats in Congress (**39% approve/61% disapprove**) fair slightly better than Republicans in Congress (**26% approve/74% disapprove**), but it is clear both parties are in hot water.

In 2024 we saw the generic ballot tighten significantly to **37% GOP/49% Dem** and that was reflected in the 2024 election with high numbers of Hispanics turning out to vote for Republicans. However, that gap has dramatically increased and the generic Democrat now has a 35 point edge over the generic Republican. This should be cause for concern for Republicans around the country.

**Issues Key Findings**

Economic concerns dominate the issue agenda for Hispanics. Fully 45% of the first choice responses are about either the economy and jobs (29%) or inflation (16%). Threats to American Democracy hits double digits at 13%. No other issue agenda hits double digits on first choice.

**The Economy Key Findings**

It is no surprise that the economy dominates the issue agenda. When diving deeper into specific economic questions, it is clear that Hispanics are deeply concerned about the state of the economy.

There is not a lot of optimism about the current state of the economy. More than eighty percent of respondents rate the economy as either fair or poor with over half (52%) saying poor.

There is hardly any confidence about improving the state of the economy either. Nearly 60% of Hispanics say the economy will get worse over the course of the next year, while only 22% expect improvement.

Hispanics are struggling in the job market, inflation is negatively impacting their quality of life, the country's debt is of concern to them, and housing affordability is a major strain.

There is a clear economic depression swirling among Hispanics.

### **Affordability Key Findings**

Rent/mortgage payments top the list of affordability concerns, reflecting the acute housing cost pressures Hispanic households face. Food and household items are also seen as urgent affordability issues.

Hispanic voters say it is time for the Trump Administration to bring costs down and they are not giving the administration a long runway. Fully 62% believe the Trump Administration should be able to bring costs down fairly quickly, while 38% say it'll take time. Partisanship is driving this view sharply. Republicans excuse the timeline, while Independents and Democrats expect action and relief immediately.

The expectation among Hispanics is that the cost of living and affordability must be fixed immediately.

### **Free Market Key Findings**

Support for the principle that "a free market is the best way to create an economy that works for all Americans" fell eight points from 79% to 71% agreement in a single year. And, voters are divided on whether they have benefitted from the free market. This is a concerning indication that Hispanics are moving away from the free market concept.

Who is driving that decline? Independents, Democrats, and even soft Republicans show meaningful erosion. Younger Hispanics have completely flipped on the free market. Very conservative Hispanics are the only group where faith in the free market held steady or improved.

### **Education Key Findings**

The concept of school choice remains solidly supported by Hispanics. In all four surveys, support for school choice hits at least 73%. Intensity is on the side of support as well with 40% strongly supporting and just 15% strongly opposing.

The public school in the district where you live remains the top place where someone would send their child (48%). Private schools have made a significant jump since the 2024 survey. Back in 2024 just 29% said they would send their child to a private school and now that number sits at 43%, a 14 point leap.

There is nearly unanimous agreement that public high schools should offer more technical education and vocational programs. There is worry that public school systems are failing kids by letting them fall behind and that schools are not focused on teaching basic skills such as reading, writing, and math.

### **Health Care Key Findings**

Health care costs are rising in the Hispanic community. Fully 83% of Hispanic voters say their health care costs went up in the last year, which is the highest level of agreement in all four surveys.

A plus is that language barriers when trying to receive medical care do not seem to be an issue for a majority of Hispanic voters. However, 34% say it has happened to them or someone in their family. This is a slight increase from 30% in 2024, suggesting the issue will persist without improvement.

There continues to be a shortage of health care services or providers in Hispanic communities, which could explain why the gap between access versus quality health care is widening.

A slight majority of Hispanics say Medicaid should cover as many people as possible rather than say the government has a responsibility to taxpayers.

### **Immigration Key Findings**

Six-in-ten voters strongly disapprove of Trump's immigration situation, with 72% total disapproval. This is an uptick from last year where he was at 66% disapprove. Soft Republicans are driving that increase in disapproval.

Regarding deportations, 70% say Trump is deporting too many people, which is up 12 points from 2024. Only 15% say the right amount and 15% say not enough.

There is agreement that Trump should focus on deporting only people who have committed serious crimes. This is nearly consensus partisan agreement on this, except base Republicans who are split.

The strongest resonating immigration messages are the pro-legal pathways ones, not enforcement focused. Hispanics are shifting away from blaming former President Biden regarding illegal immigration.

### **American Dream Key Findings**

Hispanics still believe in the American Dream in principle, but only 53% believe it's still achievable for people like themselves. And, they are concerned that future generations will not have the opportunities they hoped for.

The sense that opportunity is attainable is declining, especially among Gen Z and women. This is a core identity anxiety for the Hispanic electorate.

Hispanic voters are evenly split (50%/50%) on whether the U.S. represents freedom and opportunity for their family, a strikingly low and divided result.

### **American Civics Key Findings**

Consistent with the last section, 90% of voters say the American Dream is harder to achieve now than before. There is major concern that America is declining and children will be left behind.

Concern about the rise of socialism flipped this year: for the first time, those not concerned (54%) outnumber those concerned (46%), after being the other way around in all prior waves.

Socialism concern has dropped below 50% for the first time. Anxiety remains high regarding American values but is felt differently across ideological lines.

### **Military Action Key Findings**

Hispanic voters broadly disapprove of U.S. military action abroad across every scenario tested:

- Military action in Mexico to kill drug lords: **56% approve / 44% disapprove**, which is the most popular option tested, and the only one where approve exceeds disapprove.
- Military actions in Venezuela: **34% approve / 66% disapprove**.
- Military action to remove Cuba's communist government: **37% approve / 63% disapprove**.
- The war in Iran: Only **21% approve / 79% disapprove**, the least popular by far, with **63% strongly disapproving**.

Hispanic voters agree that Congress should be consulted on military actions that involve killing foreign leaders or enemies, showing a strong preference for legislative checks on executive power.