

To: TelevisaUnivision

From: Global Strategy Group

Date: October 2026

Re: New research finds substantial room for Hispanic/Latino persuasion and an ongoing gap in Spanish-language campaign outreach for California ballot measures

New research from Global Strategy Group shows that Spanish-language outreach could play a decisive role in persuading California Hispanic/Latino voters on key ballot measures. Many of these voters remain up for grabs, with substantial shares undecided or not firmly committed to their current vote choice. What's more, recall of information about the propositions is uneven: just under half of voters have heard about Proposition 40 and over a third have heard about Proposition 39, with negative information more widely recalled than positive information, while very few have heard about Propositions 44 and 45.

While Hispanic/Latino voters place a premium on receiving campaign information in Spanish, most say campaigns have not reached them in-language. This disconnect presents a significant opportunity: campaigns that invest in Spanish-language communication can reach a highly persuadable audience that is currently underserved and potentially shape the outcome of some of California's most consequential ballot measures.

Global Strategy Group conducted a bilingual survey of 600 Hispanic/Latino likely 2026 voters statewide in California from September 24 to October 1, 2026. Comparisons below refer to the August 6 to August 11, 2026 survey of 800 Hispanic/Latino likely voters. Below are key findings from this research.

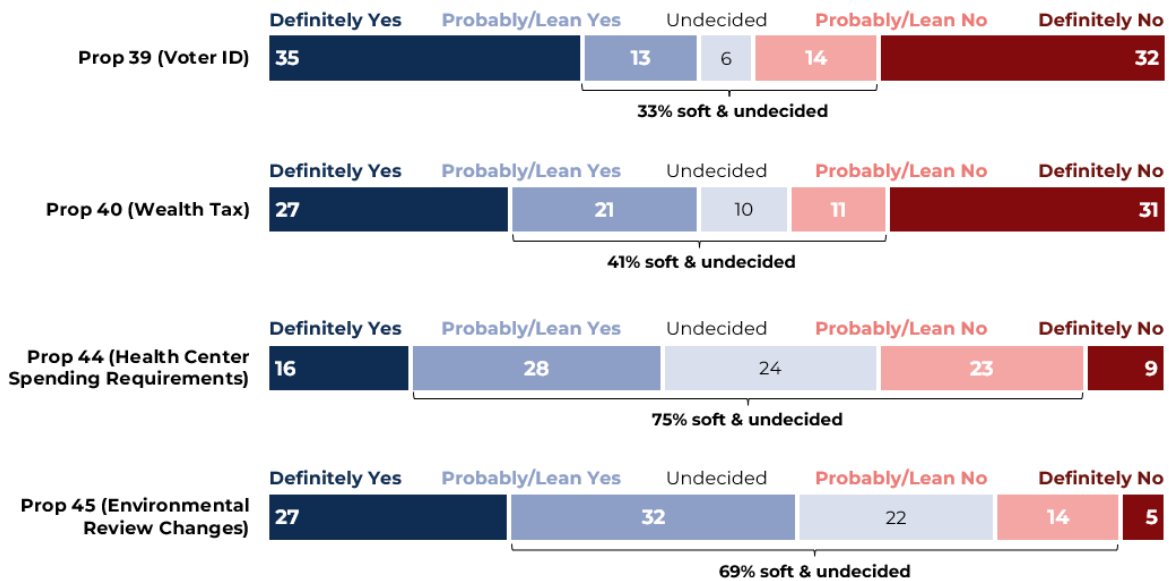
Key Findings

Hispanic/Latino voters still show a preference for Democrats. A Democrat is beating a Republican in the generic ballot for Congress among Hispanic/Latino voters by 25 points, and Democrats outnumber Republicans by 29 points on self-identified party.



Hispanic/Latino voters remain uncommitted on each of the four ballot measures tested.

75% of Hispanic/Latino voters are soft or undecided on Proposition 44, 69% are soft or undecided on Proposition 45, 41% are soft or undecided on Proposition 40, and 33% are soft or undecided on Proposition 39. These soft and undecided voters include those who are not definitely committed to voting either yes or no. While the share of these targets is smaller than in August on Proposition 40 (48% then), it's now larger on Propositions 44 (64% then) and 45 (61% then), demonstrating the high share of persuadable voters still up for grabs.



Soft and undecided voters tend to resemble the overall Hispanic/Latino electorate, though there are a couple key differences. These voters skew more female on each measure, especially Propositions 39 and 40. Soft and undecided voters also skew younger on Propositions 39 and 40, while they skew older on Proposition 45. They are roughly as likely to be Spanish speakers, though soft and undecided voters on Proposition 39 tend to speak Spanish at marginally higher rates than the electorate as a whole.

	Overall	Soft & Undecided Voters			
		Prop 39	Prop 40	Prop 44	Prop 45
Men	44%	37%	35%	43%	39%
Women	55%	63%	64%	57%	60%
18-44	46%	49%	51%	46%	44%
45+	54%	51%	49%	54%	56%
Spanish Speaker	81%	83%	79%	81%	80%

Among these soft and undecided voters, there are some voters who are easier targets for communications, as they are voting on the yes side, but not decidedly so. Groups which are more likely to be easy targets for each of these measures are outlined below.

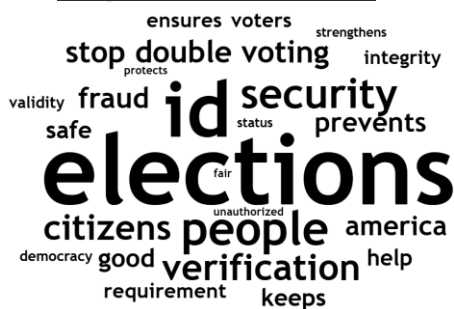
- Proposition 39 easy targets:
 - Women
 - Ages 18-29
 - Registered NPPs
 - Turnout score 0-35
- Proposition 40 easy targets:
 - Registered NPPs
 - Turnout score 0-35
 - Women
 - Ages 30-44

- College-educated
- Proposition 44 easy targets:
 - Women age 18-54
 - Turnout score 0-35
 - Registered Democratic/NPP age 18-54
 - Registered Democratic/NPP women
- Proposition 45 easy targets:
 - Turnout score 76-100
 - Women
 - College-educated

Less than half of voters recall hearing about Proposition 40, while even more voters say they have not heard anything about 39, 44, and 45. 47% say they have recently seen, read, or heard something about Proposition 40, and 39% say the same about Proposition 39. Just 9% recall anything about Proposition 44 and 11% about Proposition 45. Overall, 37% recall negative information about Proposition 40, compared with 25% who recall positive information. Negative recall also exceeds positive recall on Proposition 39 (29% negative versus 20% positive).

In terms of what is breaking through on Proposition 39 on the positive side, voters most recall hearing about how it would increase election security, as well as verification, ID, and stopping double voting. On the negative side, voters recall hearing about rights being violated, that Trump supports it, and that it is racist.

Prop 39 Positive Recall



Prop 39 Negative Recall



On the positive side for Proposition 40, voters recall hearing about taxes increasing for billionaires, the funds helping pay for healthcare, and helping the state. Meanwhile, on the negative side, increases in taxes pops, as does concern that billionaires will leave the state.

Prop 40 Positive Recall



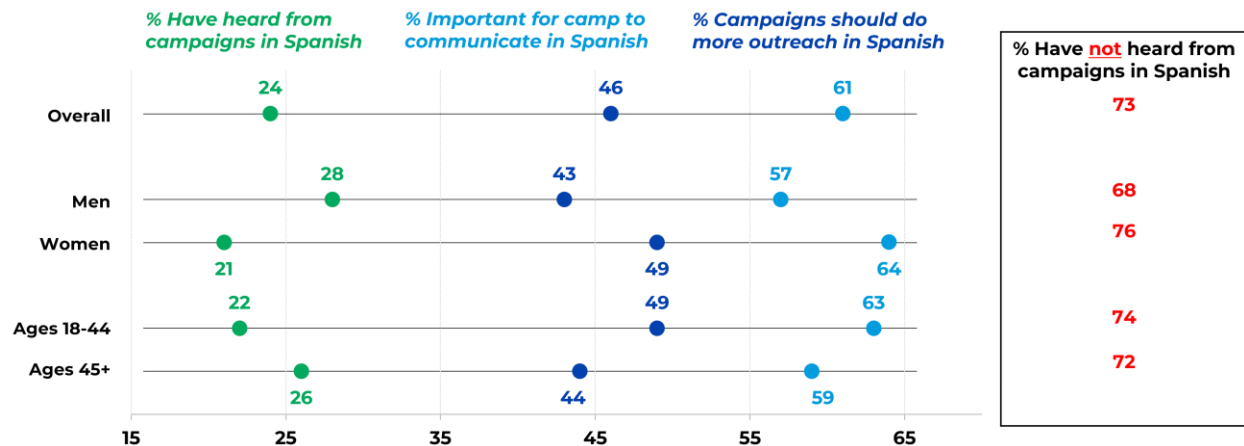
Prop 40 Negative Recall



Demand for Spanish-language communication remains broadly popular and needed.

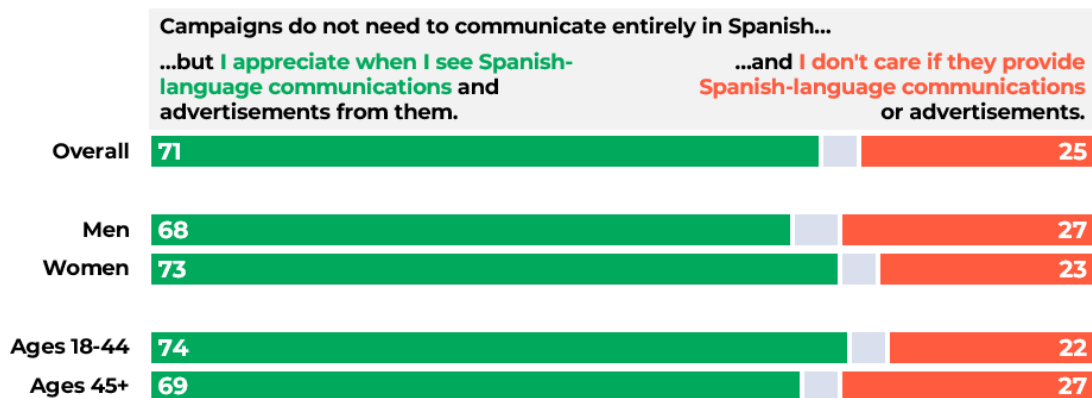
Overall, 81% of Hispanic/Latino voters speak and understand Spanish at least somewhat well, including 62% who speak it extremely or very well. Majorities of Hispanic/Latino voters say it is important for campaigns, including ballot measure campaigns, to communicate in Spanish (61%). Importantly, the share calling it very important has increased from 29% to 39% since August.

However, only 24% have seen, read, or heard from a campaign or candidate in Spanish in the past few weeks. Additionally, a plurality of Hispanic/Latino voters say campaigns should do more outreach in Spanish (46%).



Majorities appreciate Spanish-language communications, and campaigns that communicate in Spanish stand to benefit.

Majorities appreciate campaigns making the effort to communicate in Spanish (71%), and even among English-language interview respondents, 70% appreciate Spanish-language communications and advertisements, and 59% consider this outreach important. Additionally, more than four times as many Hispanic/Latino voters say Spanish-language communications would make them more likely to support a campaign (42%) as less likely (9%). Women (46%), voters age 18-29 (49%), and registered Democrats (54%) are even more likely to say that they would be more likely to support a campaign that communicates in Spanish.



ABOUT THIS POLL

Global Strategy Group conducted a bilingual survey of 600 Hispanic/Latino likely 2026 voters in California between September 24 and October 1, 2026. The survey has a margin of error of +/-4.0%. Care has been taken to ensure the geographic, political, and demographic divisions of the population of Hispanic/Latino likely voters are properly represented.