



**LATINO PUBLIC
OPINION FORUM**

Kimberly Green Latin American & Caribbean Center

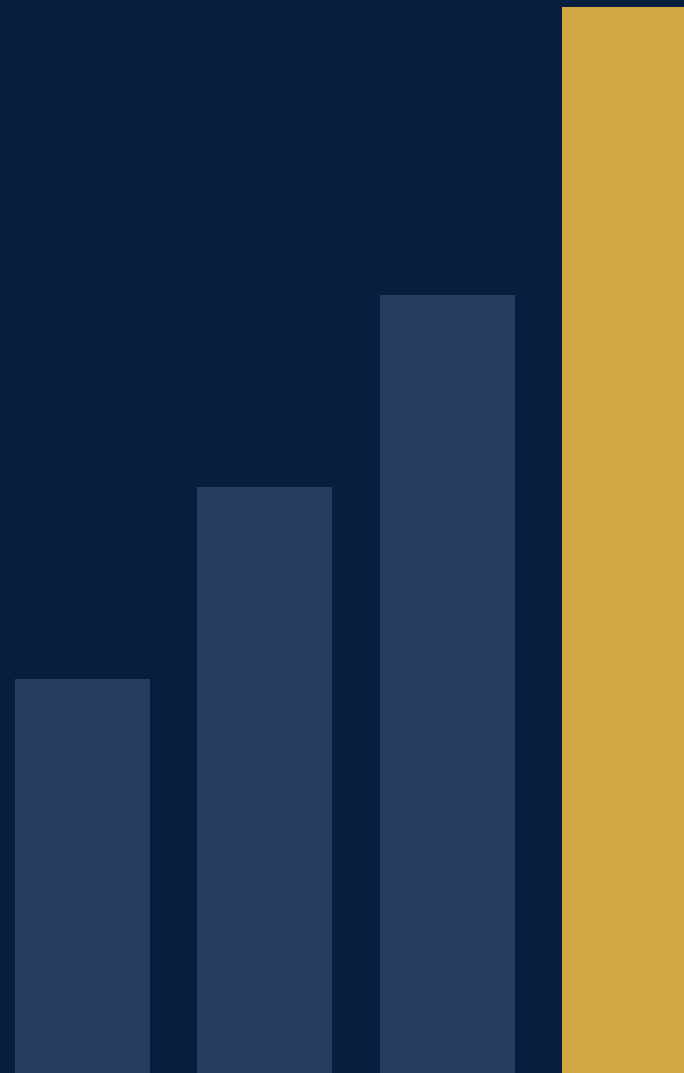
LPOF / YOUNG GOV • FALL 2026

Latino voters: economic pressure, political choice and enforcement

National and Florida registered Latino voter survey • October 6–19, 2026

Latino Public Opinion Forum • Florida International University • October 2026

Data collected by **YouGov**



What this briefing covers

- Economic pressure and national mood
- Electoral environment and presidential performance
- Immigration policy, enforcement and direct exposure
- Institutional trust, political labels and information sources
- Florida opinion and candidate preferences
- Appendix: sample profile, foreign policy and technical notes

Corrected crosstabs prepared October 2026.



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The headline findings



64.6%

say the country is on the wrong track



57.2%

select inflation or cost of living as a top issue



64.7%

say immigration enforcement has gone too far

Source: LPOF / YouGov Fall 2026. National registered Latino voters, n=1,539. Weighted percentages.



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Survey design and interpretation

National reporting set

1,539 registered Latino voters

Kish effective n: 1,284

Recorded interviews: Oct. 9–19, 2026

Approx. worst-case 95% uncertainty: ± 2.7 points

National age analysis uses age5: 18–29, 30–44, 45–54, 55–64, 65+.

Florida reporting set

570 registered Latino voters

501 oversample records plus 69 national records

Kish effective n: 421

Recorded interviews: Oct. 6–19, 2026

Approx. worst-case 95% uncertainty: ± 4.8 points

Florida age analysis uses age4: 18–34, 35–49, 50–64, 65+.

Percentages use the appropriate national or Florida weight. A dedicated interview-mode variable is not available in the corrected client-view file.



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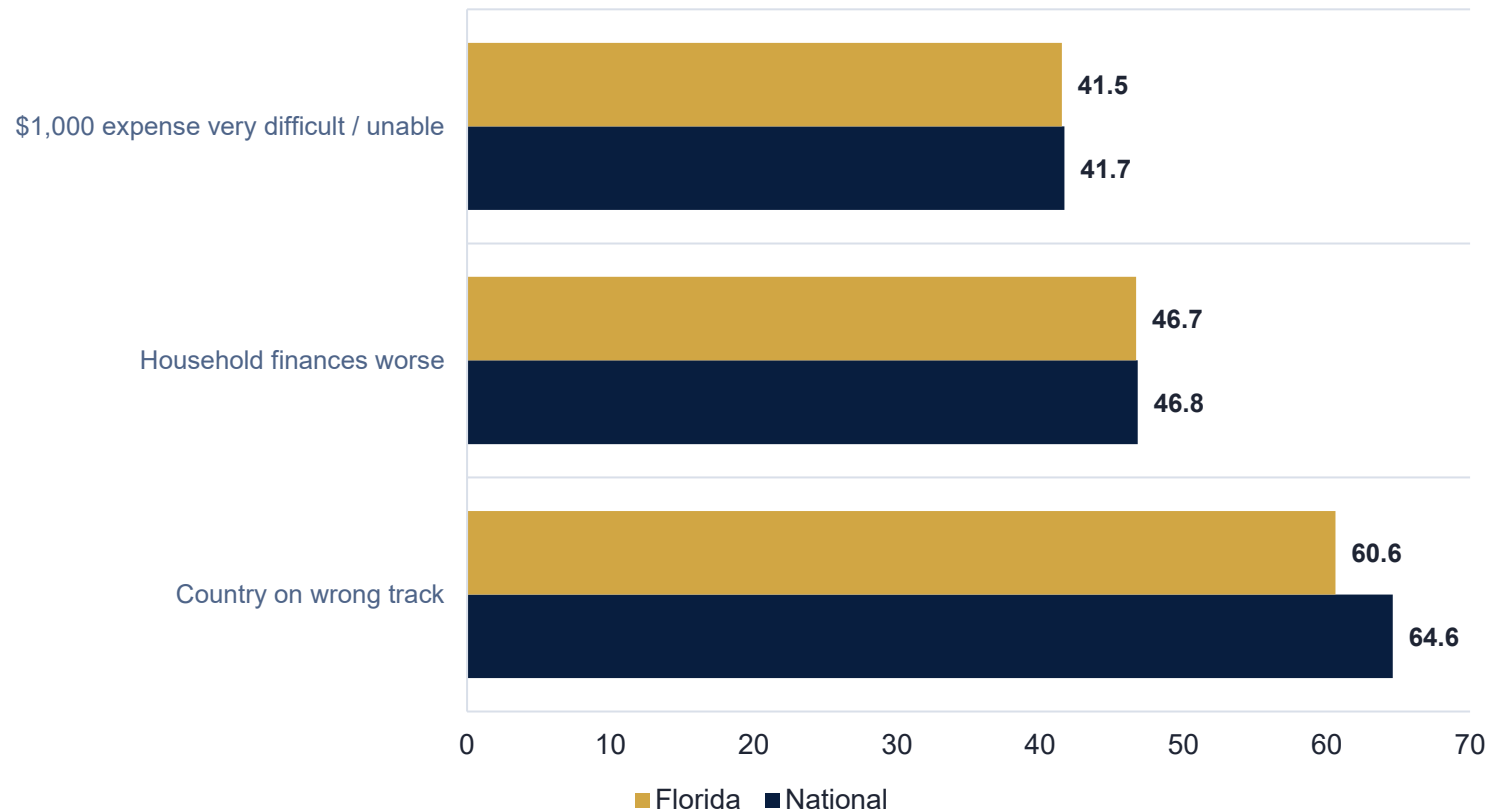
SECTION 01

Economic pressure

National mood, household strain and issue priorities



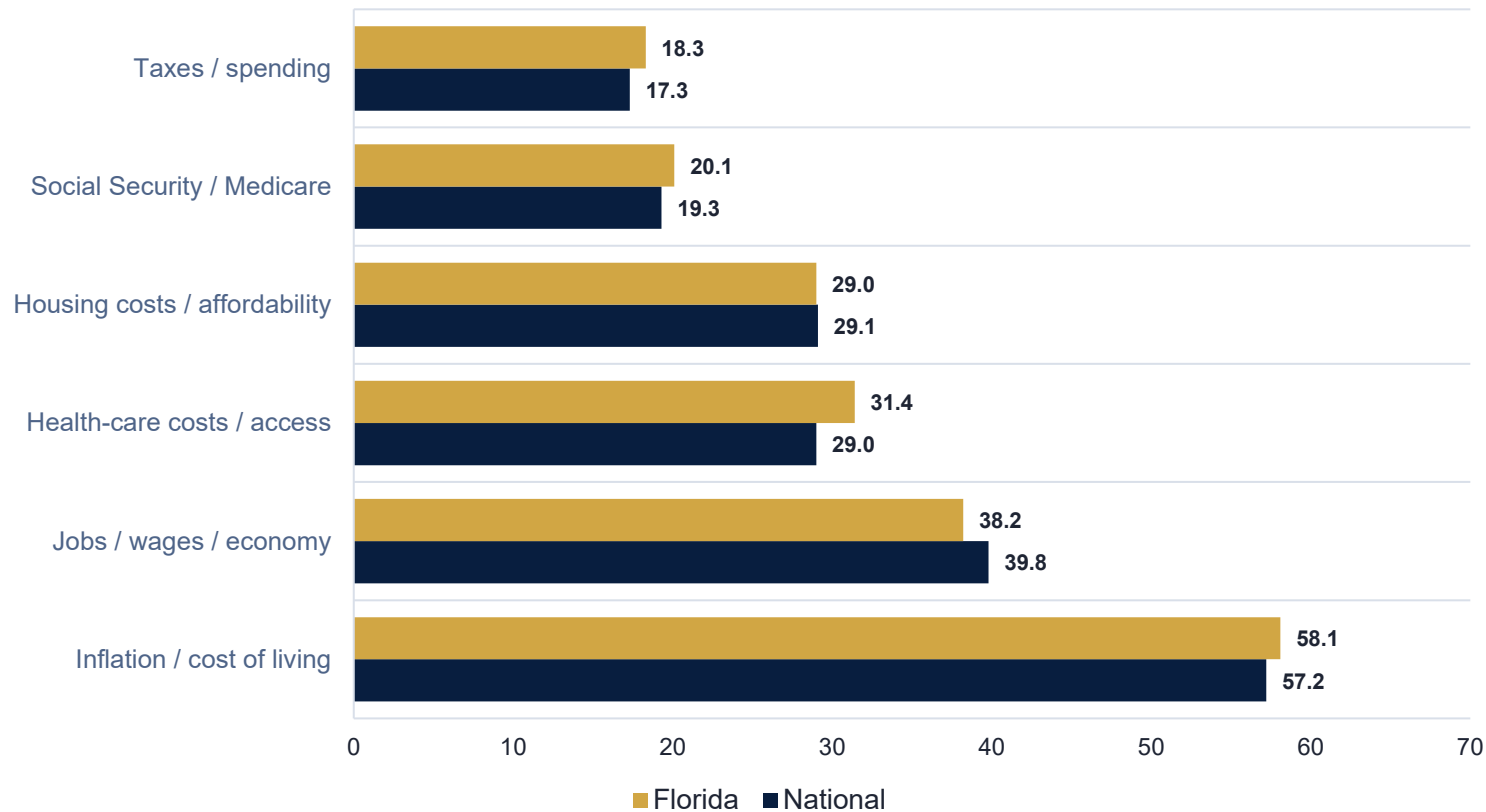
Economic pessimism extends from national mood to household finances



- National and Florida estimates tell the same broad story.
- Nearly half report worse household finances.
- About two in five would struggle severely with a \$1,000 expense.

Source: LPOF / YouGov Fall 2026. National n=1,539; Florida n=570. Weighted percentages.

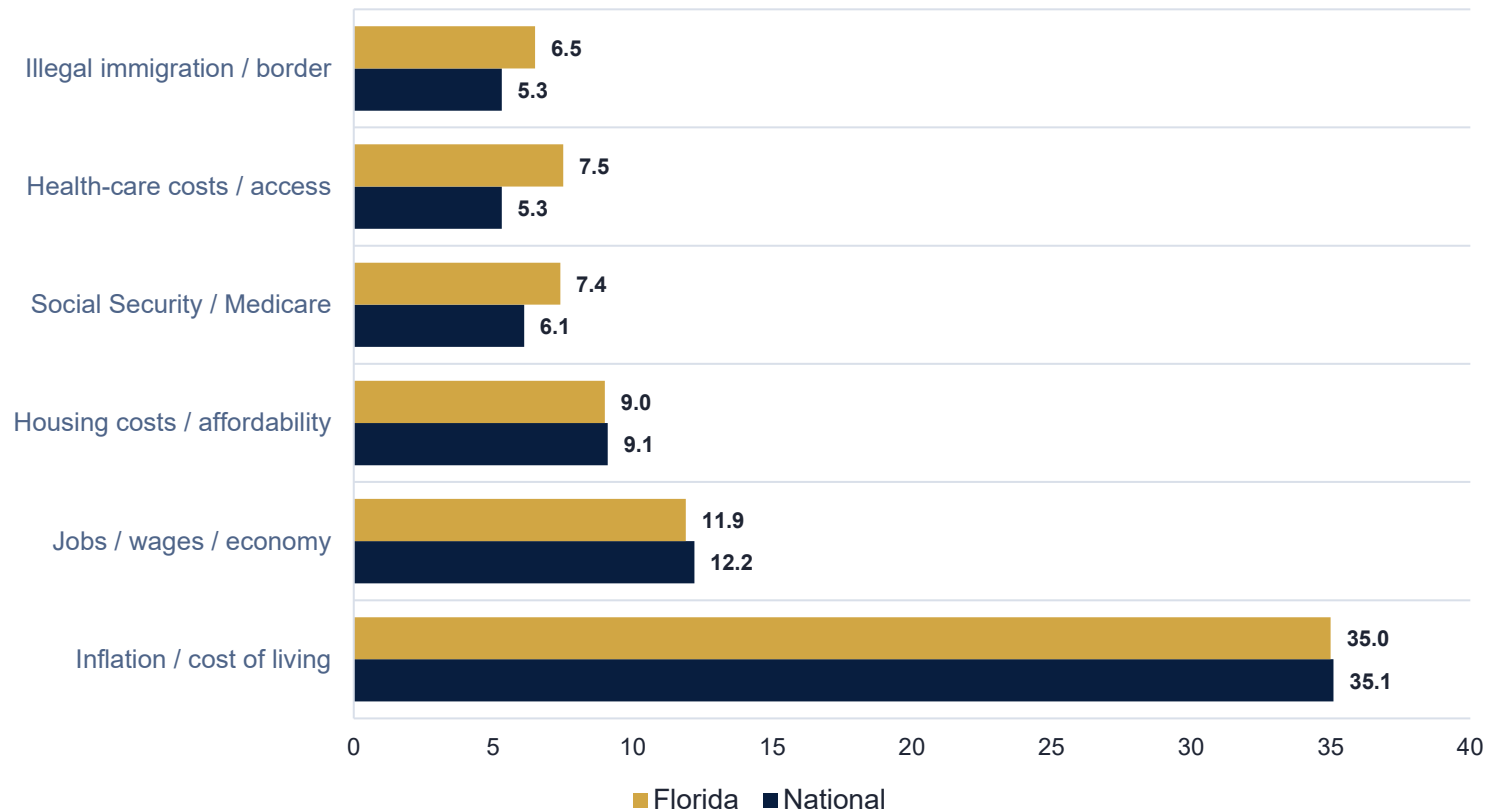
Affordability concerns dominate the issue agenda



- Respondents could select up to three issues.
- Inflation leads by a wide margin in both samples.
- Health care and housing form a second tier.

Source: LPOF / YouGov Fall 2026. National n=1,539; Florida n=570. Weighted percentages.

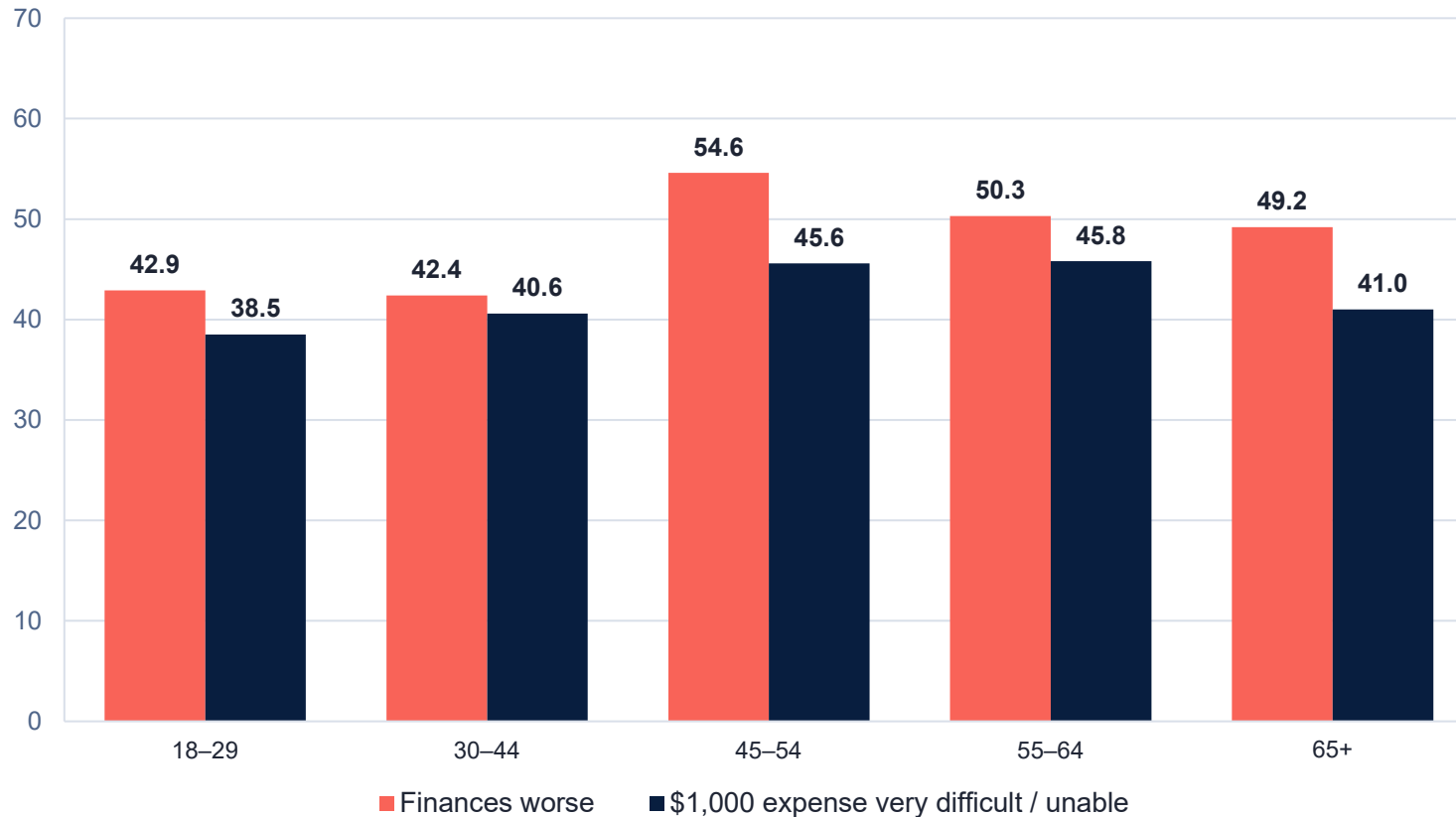
Inflation remains the clear first choice when respondents name one issue



- The single-choice question confirms the multi-select finding.
- No other issue reaches 13% nationally or in Florida.
- Border security is higher in Florida, but still far below inflation.

Source: LPOF / YouGov Fall 2026. National n=1,539; Florida n=570. Weighted percentages.

Middle-aged Latino voters report the most acute financial decline



- The largest age gap appears in financial trajectory.
- A majority of ages 45–54 say finances worsened.
- Emergency-expense strain varies less across age groups.

Source: LPOF / YouGov Fall 2026. National registered Latino voters, n=1,539. Weighted percentages.

Economic pressure: section takeaways



47%

report worse household finances
in both samples



35%

name inflation as the single most
important issue



55%

of ages 45–54 say their finances
worsened

Source: LPOF / YouGov Fall 2026. National n=1,539; Florida n=570. Weighted percentages.





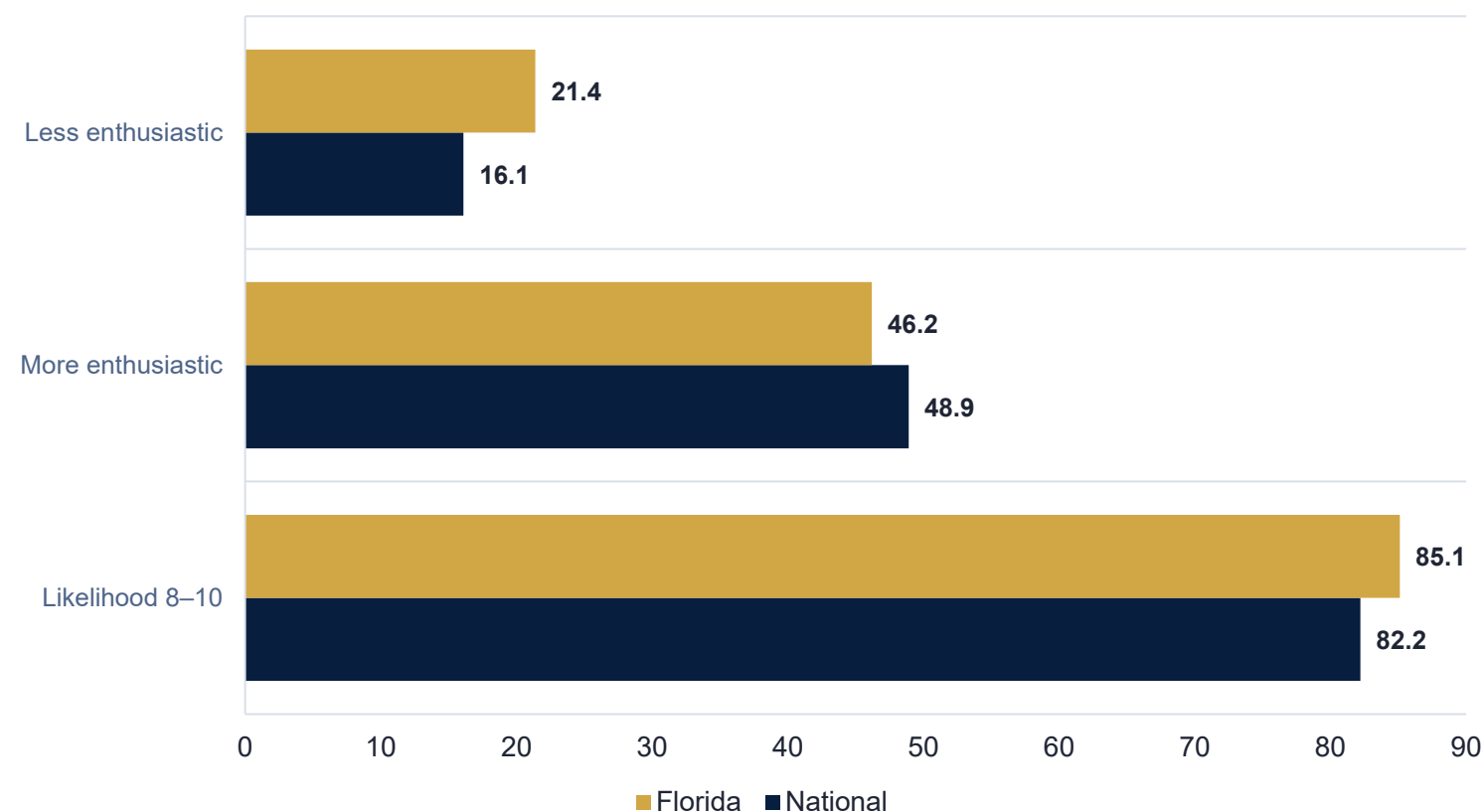
SECTION 02

Electoral environment

Turnout intention, congressional preference and presidential performance



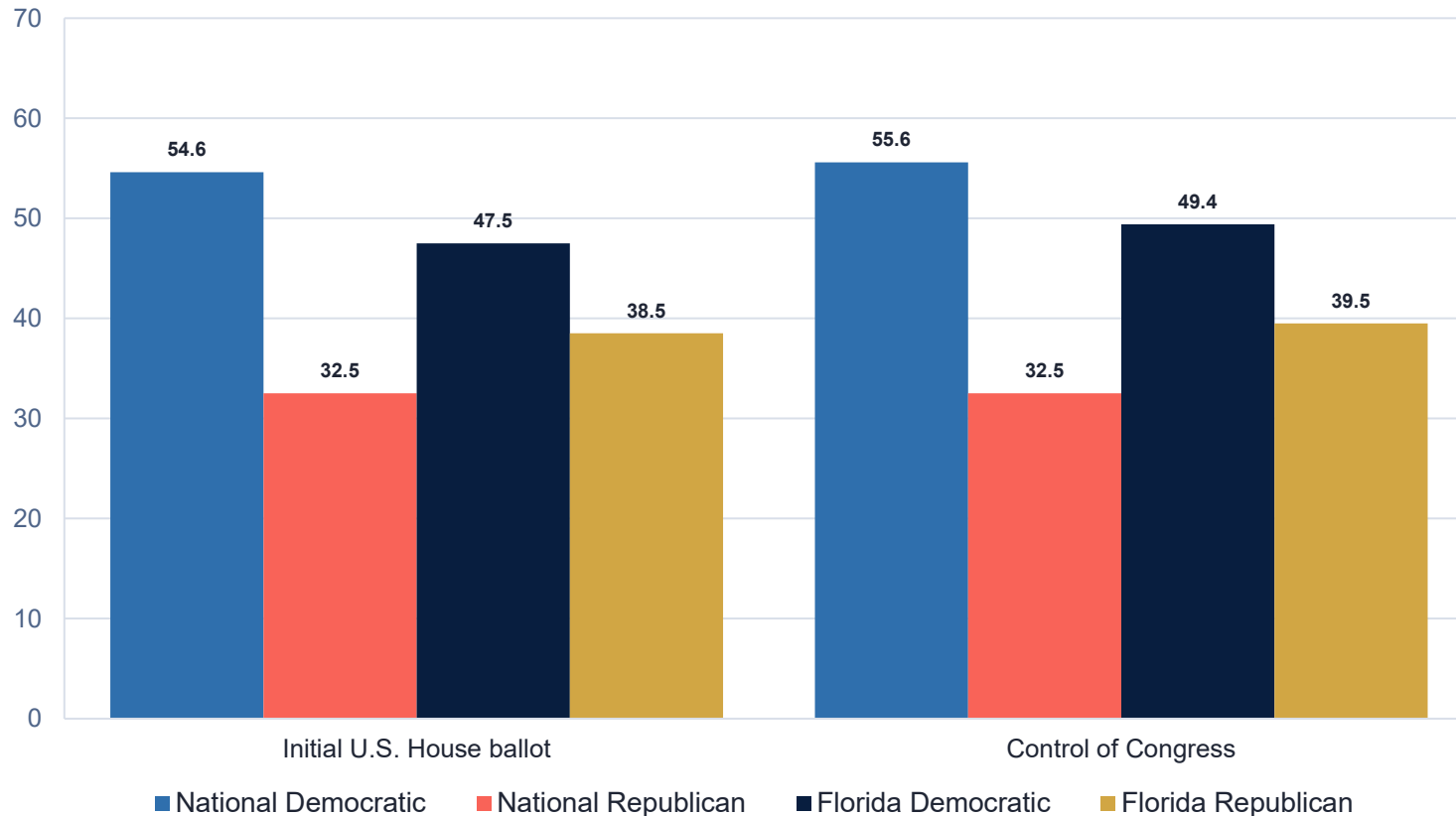
High stated turnout likelihood coexists with uneven enthusiasm



- Most respondents place themselves near the top of the turnout scale.
- Florida enthusiasm is slightly softer.
- Self-reported likelihood does not equal validated turnout.

Source: LPOF / YouGov Fall 2026. National n=1,539; Florida n=570. Weighted percentages.

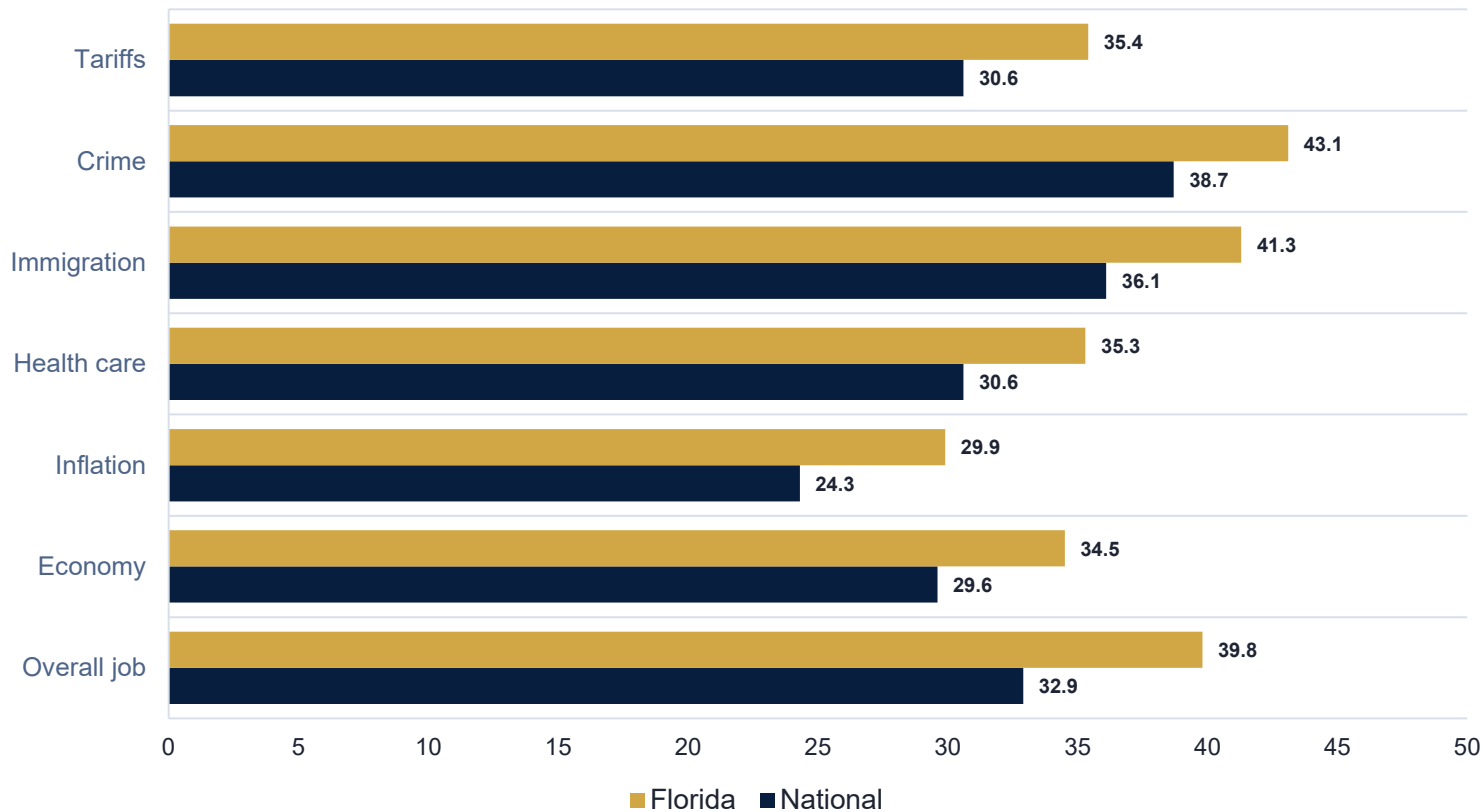
Democrats lead nationally, while Florida remains more competitive



- The national Democratic advantage is about 22 points.
- Florida margins are roughly half as large.
- These are registered-voter estimates, not forecasts.

Source: LPOF / YouGov Fall 2026. National n=1,539; Florida n=570. Weighted percentages.

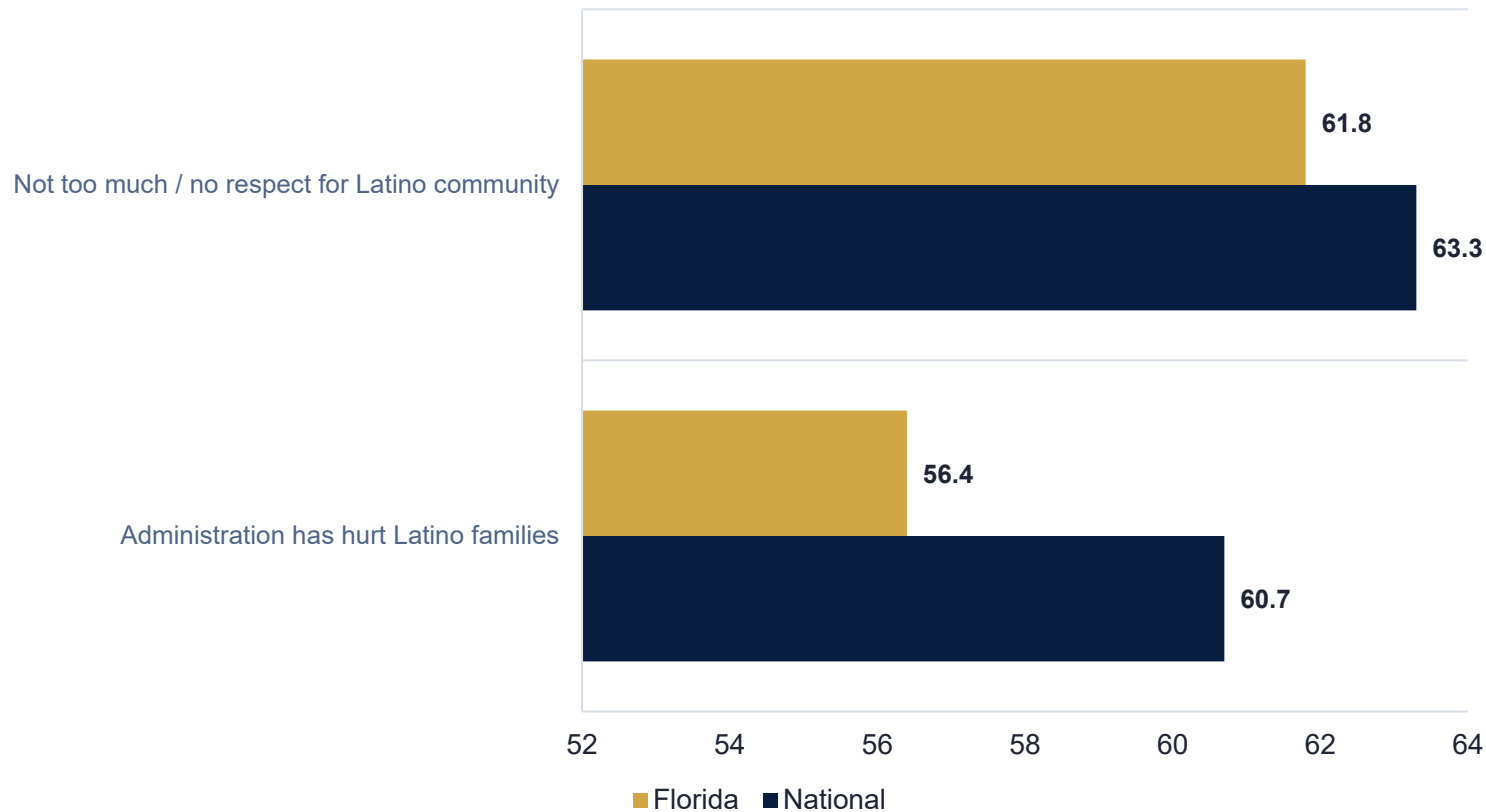
Trump approval is lowest on inflation and the economy



- Florida approval runs 5 to 7 points above the national result.
- Inflation is the weakest issue in both samples.
- Crime produces the highest issue approval.

Source: LPOF / YouGov Fall 2026. National n=1,539; Florida n=570. Weighted percentages.

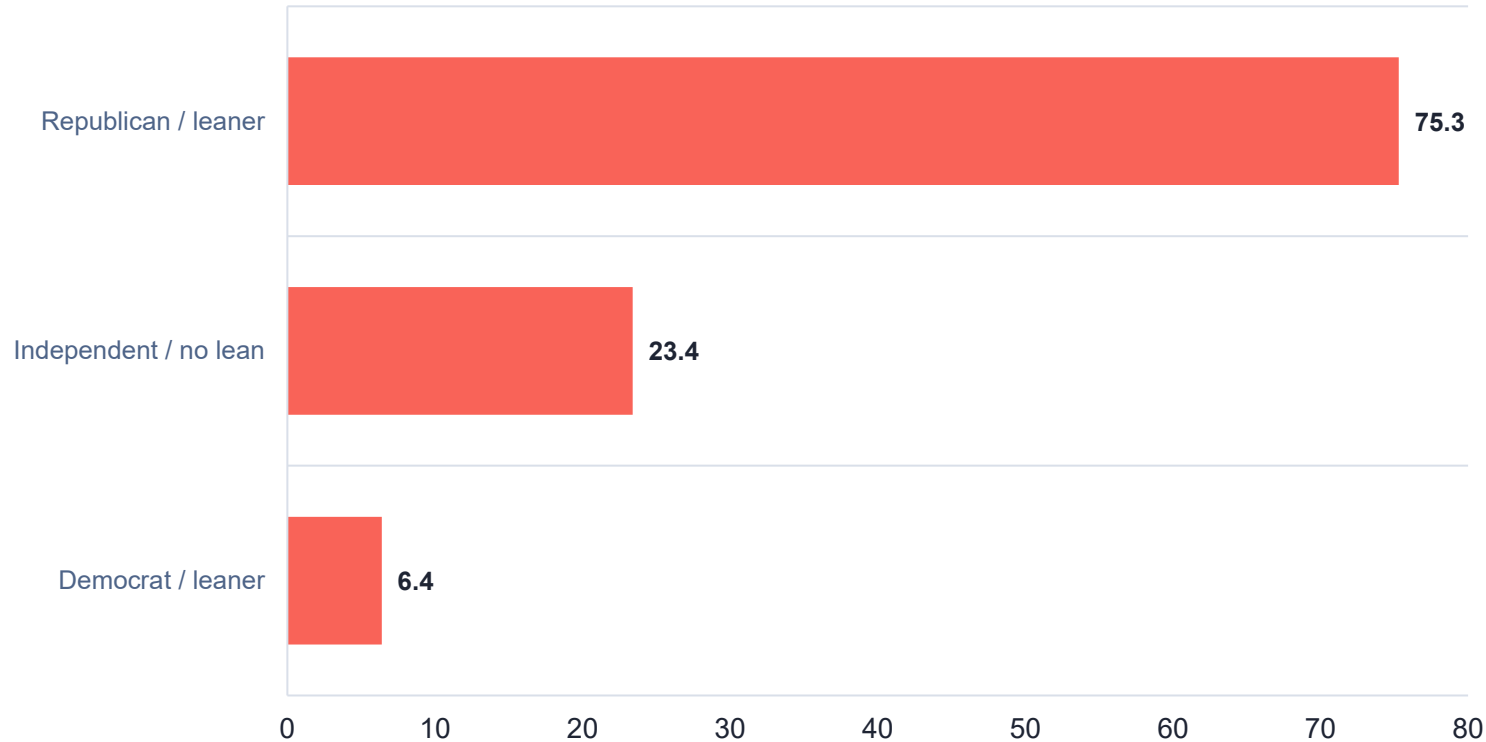
Most say the administration has hurt Latino families and shown little respect



- Both questions produce majority-negative assessments.
- Florida is modestly less negative, but the basic pattern is the same.
- The items measure perceived impact and respect, not vote choice.

Source: LPOF / YouGov Fall 2026. National n=1,539; Florida n=570. Weighted percentages.

Presidential approval follows party identification, with independents much closer to Democrats



- Partisan sorting is strong.
- Only about one quarter of independents approve.
- The overall Latino estimate partly reflects the sample's party composition.

Source: LPOF / YouGov Fall 2026. National registered Latino voters, n=1,539. Weighted percentages.

Electoral environment: section takeaways



82%

place voting likelihood at 8–10 nationally



55–33

initial national House ballot, Democratic to Republican



24%

approve of Trump's handling of inflation nationally

Source: LPOF / YouGov Fall 2026. National registered Latino voters, n=1,539. Weighted percentages.



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SECTION 03

Immigration and enforcement

Policy boundaries, community exposure and subgroup differences



Most say enforcement has gone too far



64.7%

nationally say enforcement has gone too far



64.8%

in Florida say enforcement has gone too far



41.4%

nationally worry about detention or deportation

Source: LPOF / YouGov Fall 2026. National n=1,539; Florida n=570. Weighted percentages.

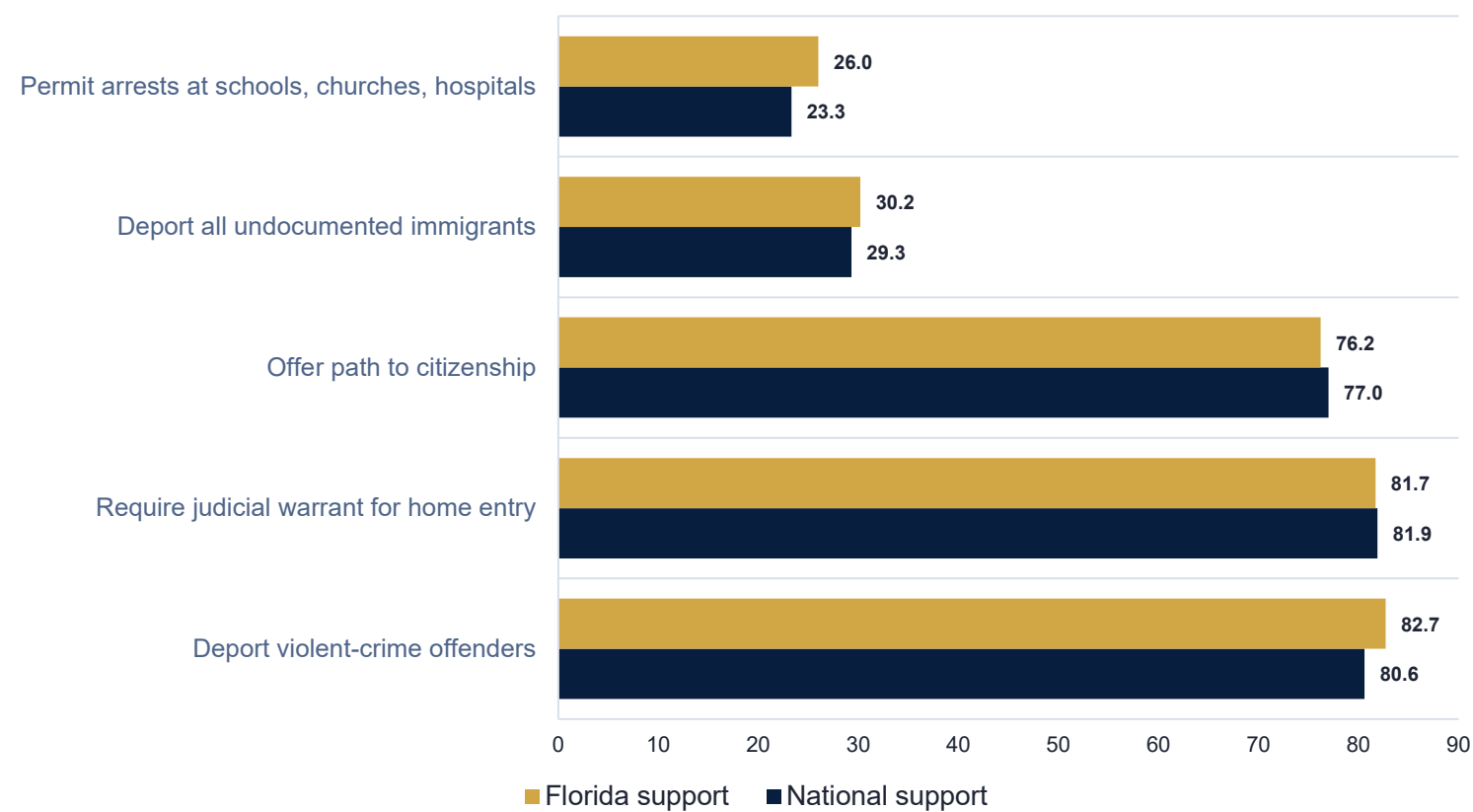


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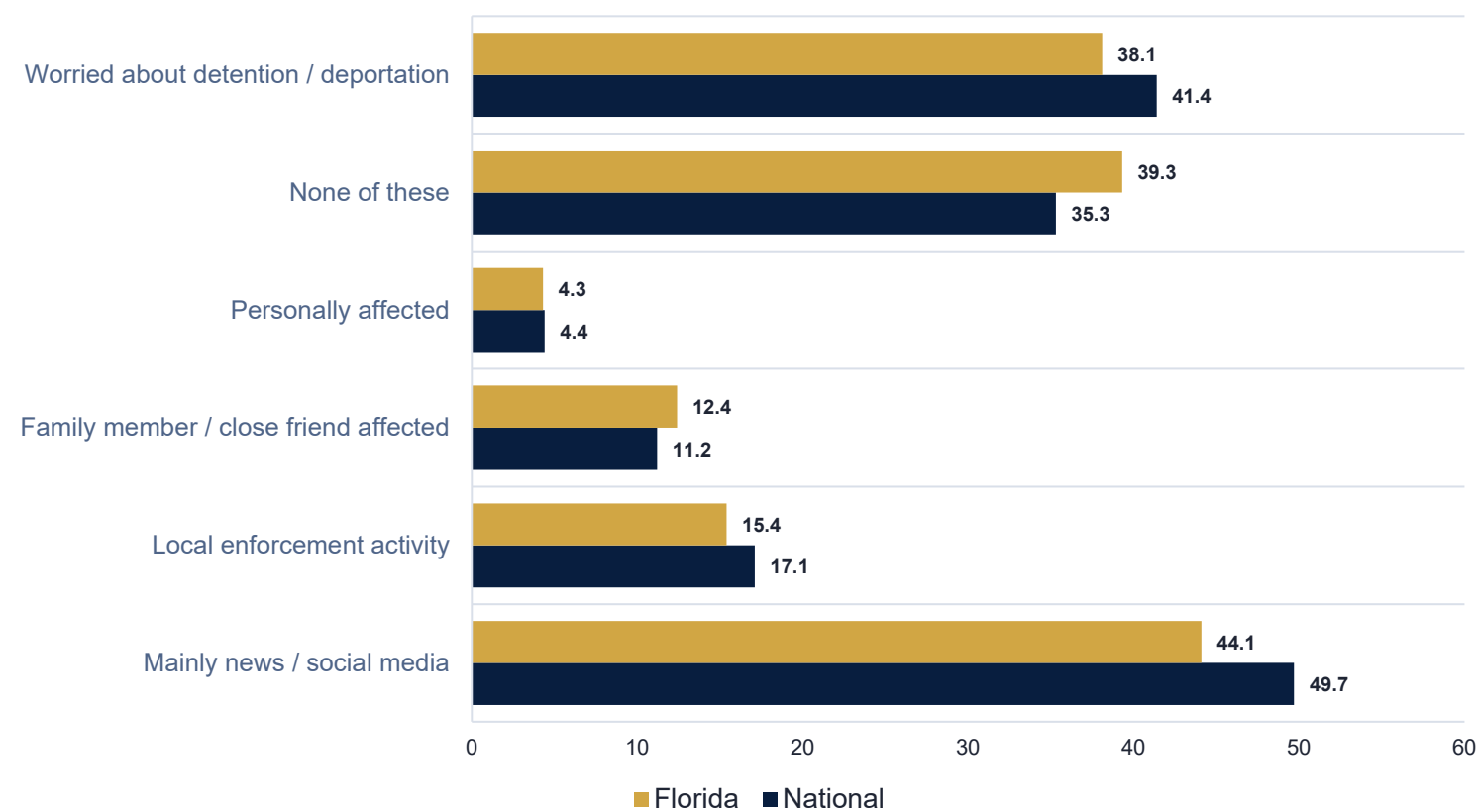
Latino voters draw sharp distinctions among enforcement policies



- Targeted enforcement and legal safeguards both receive broad support.
- A path to citizenship also draws a large majority.
- Mass deportation and arrests at sensitive locations remain minority positions.

Source: LPOF / YouGov Fall 2026. National n=1,539; Florida n=570. Weighted percentages.

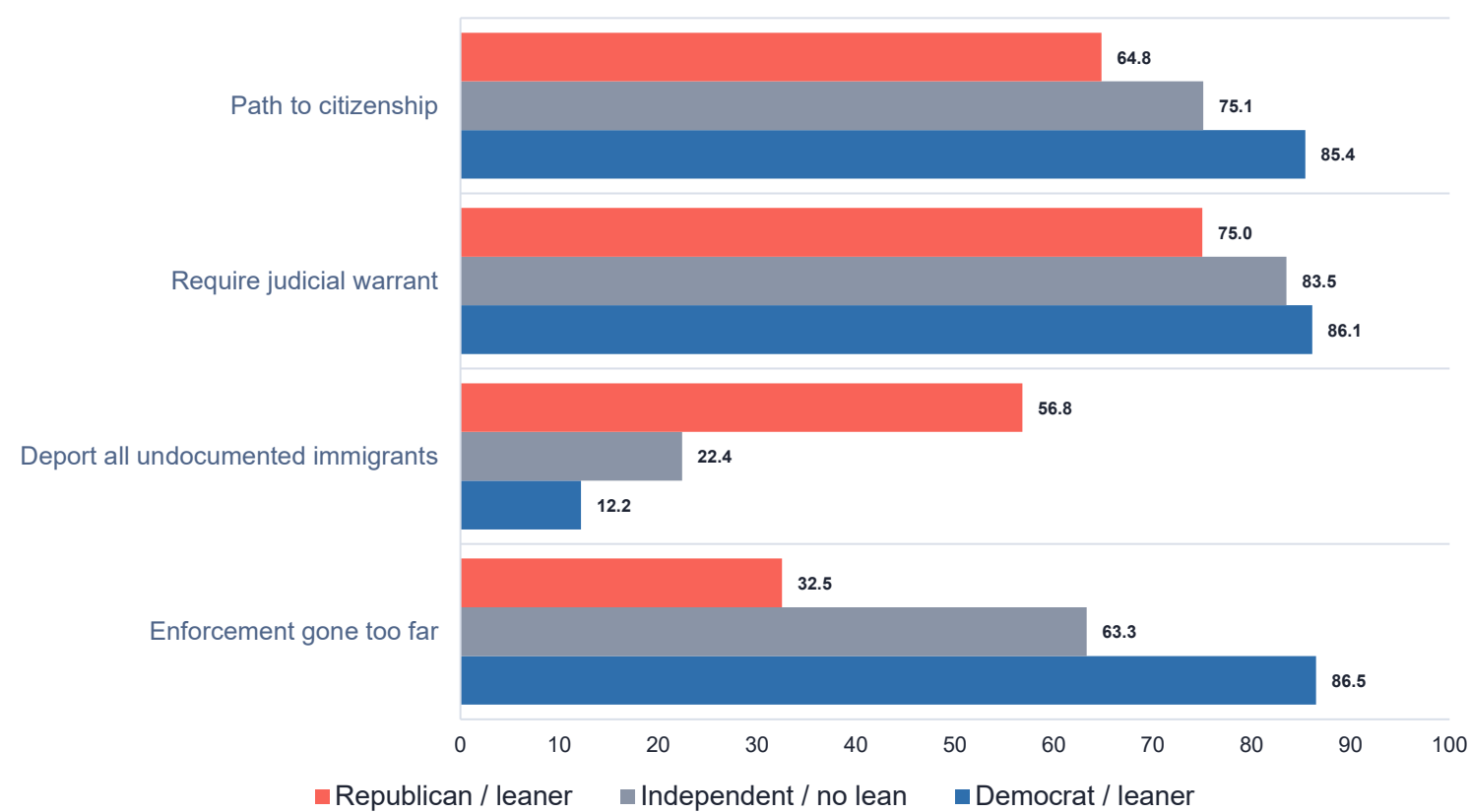
Information exposure is common, while direct personal exposure remains smaller



- News and social media are the most common route of exposure.
- About one in six report activity in a local setting.
- Worry is far more prevalent than direct personal exposure.

Source: LPOF / YouGov Fall 2026. National n=1,539; Florida n=570. Weighted percentages.

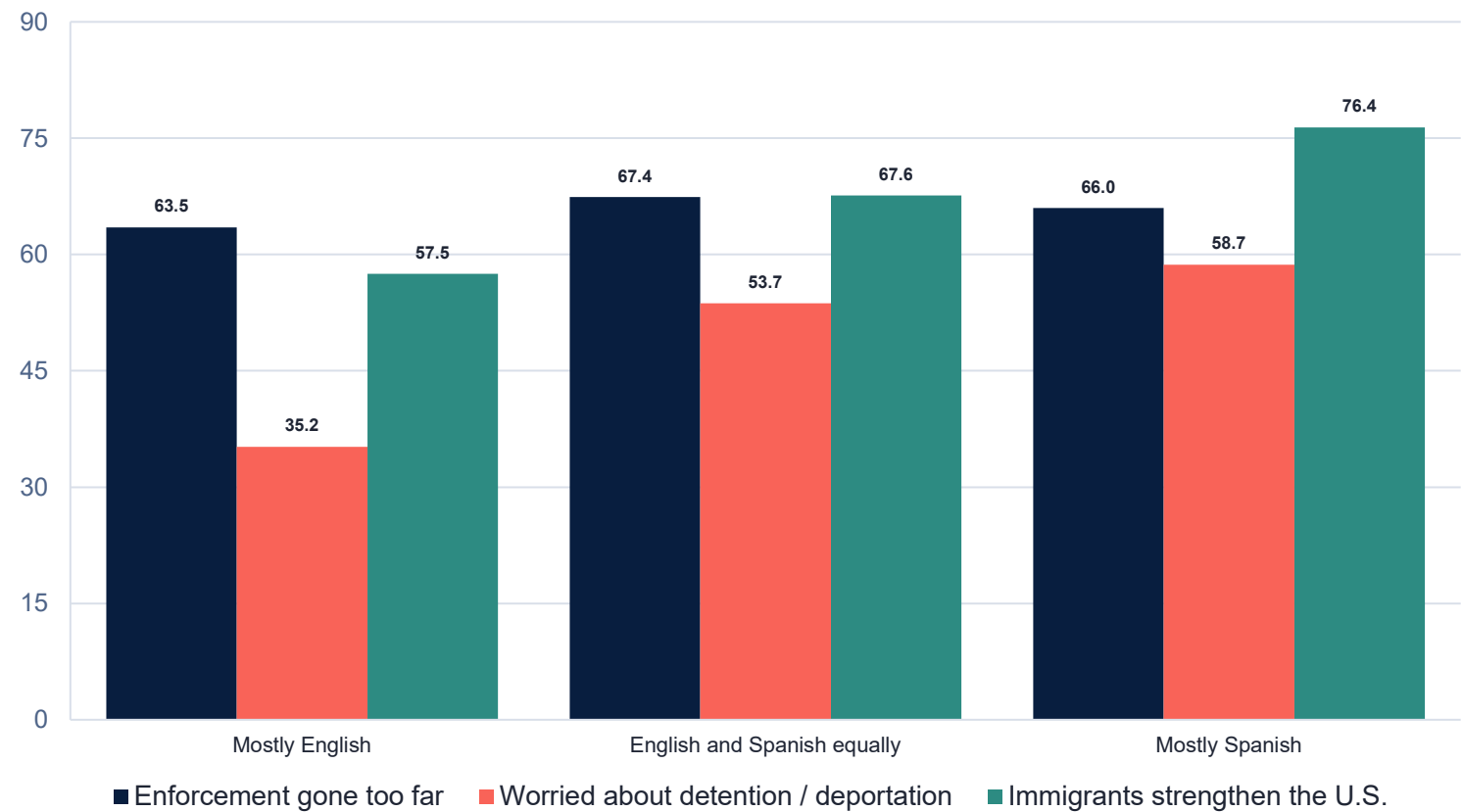
Partisans disagree on enforcement scale but share support for warrants and legal status



- The largest gap concerns whether enforcement has gone too far.
- Republicans are the only group with majority support for deporting all.
- All three groups support warrants and a citizenship path.

Source: LPOF / YouGov Fall 2026. National registered Latino voters, n=1,539. Weighted percentages.

Home language is more closely tied to worry than to enforcement-level judgments



- Views of enforcement level vary little by home language.
- Worry rises sharply among bilingual and mostly Spanish households.
- The mostly Spanish estimate is directional.

Source: LPOF / YouGov Fall 2026. National registered Latino voters, n=1,539. Weighted percentages.

Immigration and enforcement: section takeaways



82%

support a judicial warrant for
home entry



77%

support a path to citizenship
nationally



29%

support deporting all
undocumented immigrants

Source: LPOF / YouGov Fall 2026. National registered Latino voters, n=1,539. Weighted percentages.



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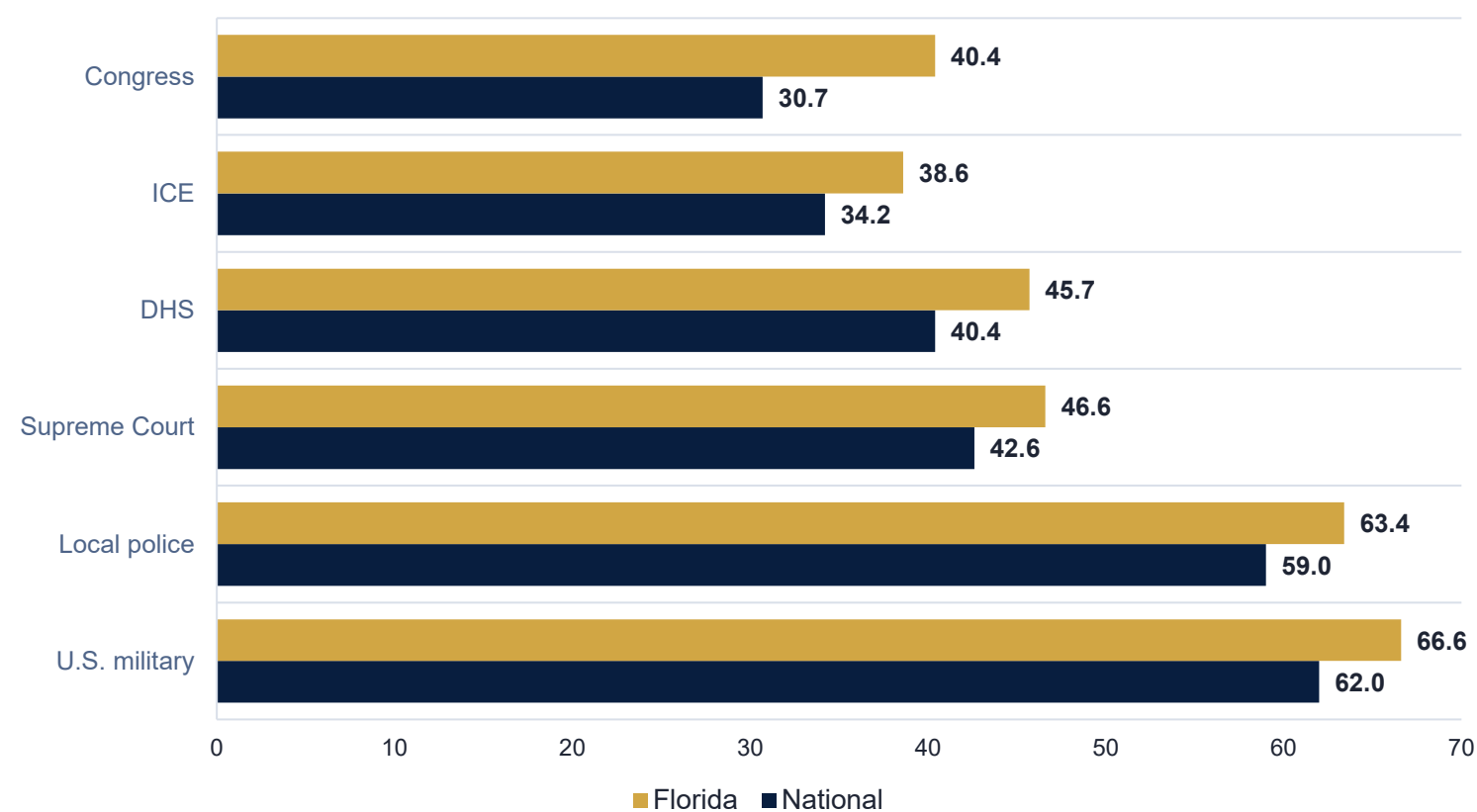
SECTION 04

Trust, identity and information

Institutions, political labels, discrimination and media use



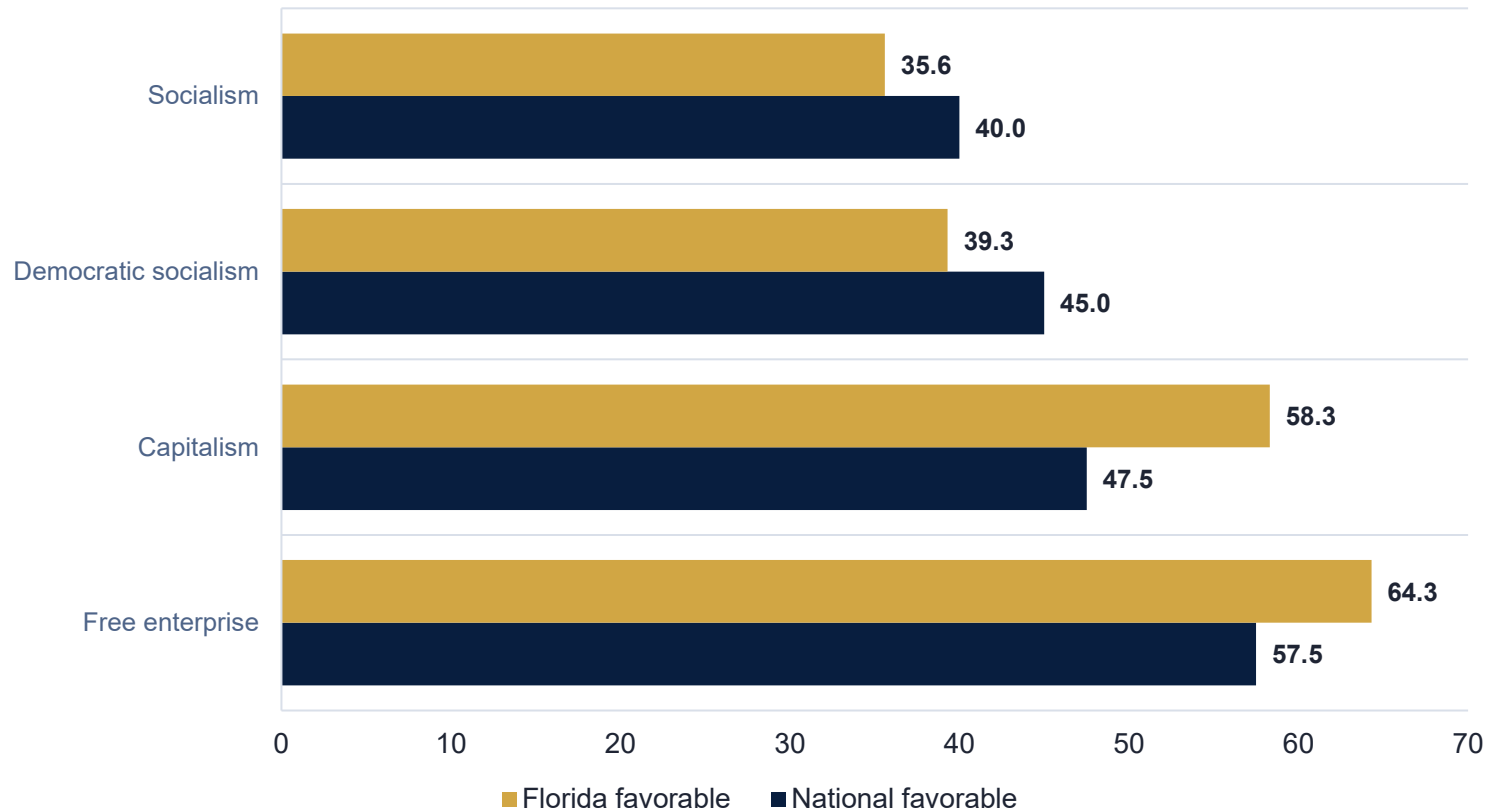
Trust is highest for the military and local police



- Military and local police trust lead in both samples.
- ICE and Congress sit near the bottom nationally.
- Florida trust is higher across every institution shown.

Source: LPOF / YouGov Fall 2026. National n=1,539; Florida n=570. Weighted percentages.

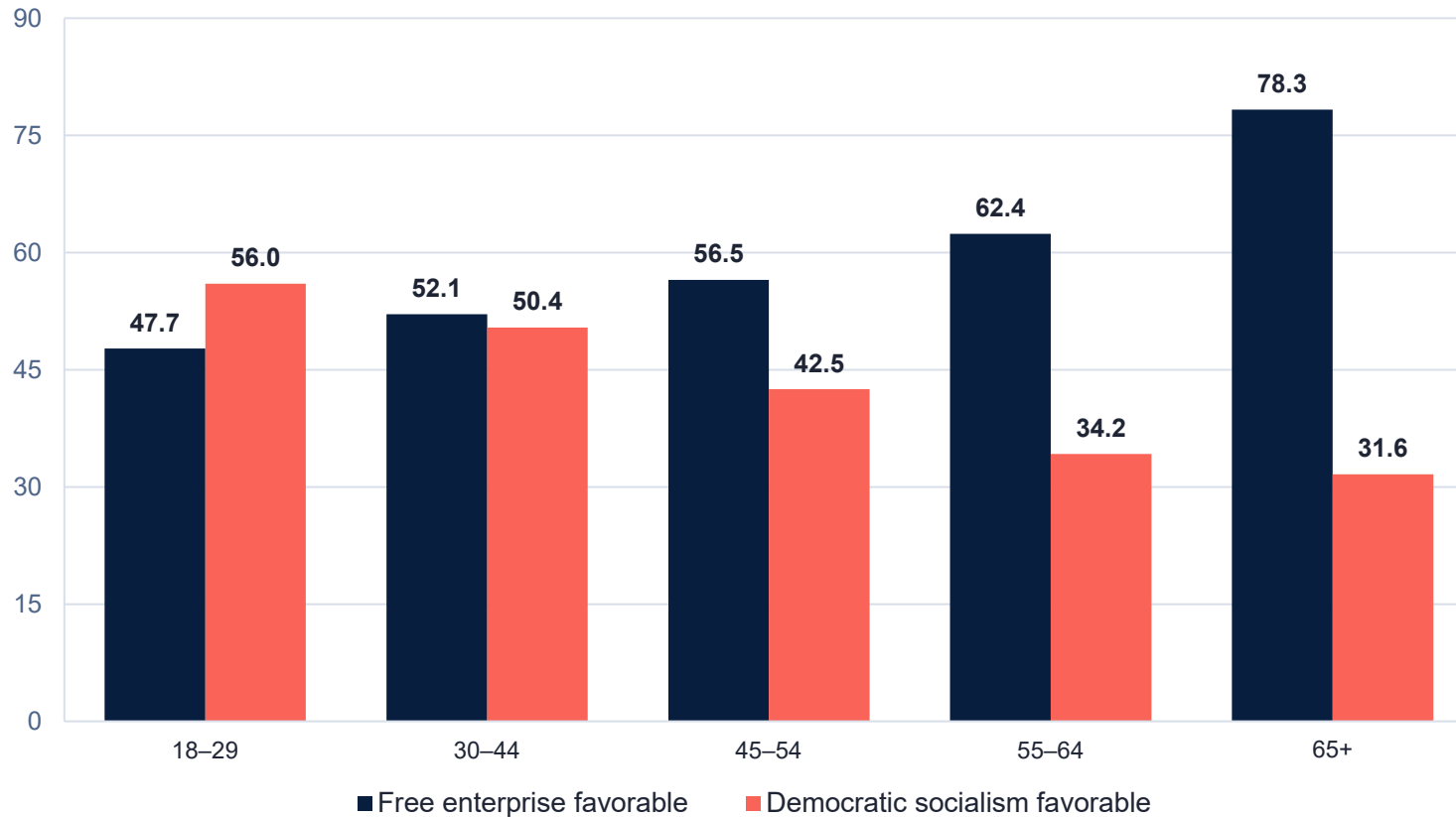
Free enterprise is viewed more favorably than other economic labels



- Free enterprise produces the strongest favorable response.
- Florida is more favorable toward market-oriented labels.
- Label reactions do not directly measure policy preferences.

Source: LPOF / YouGov Fall 2026. National n=1,539; Florida n=570. Weighted percentages.

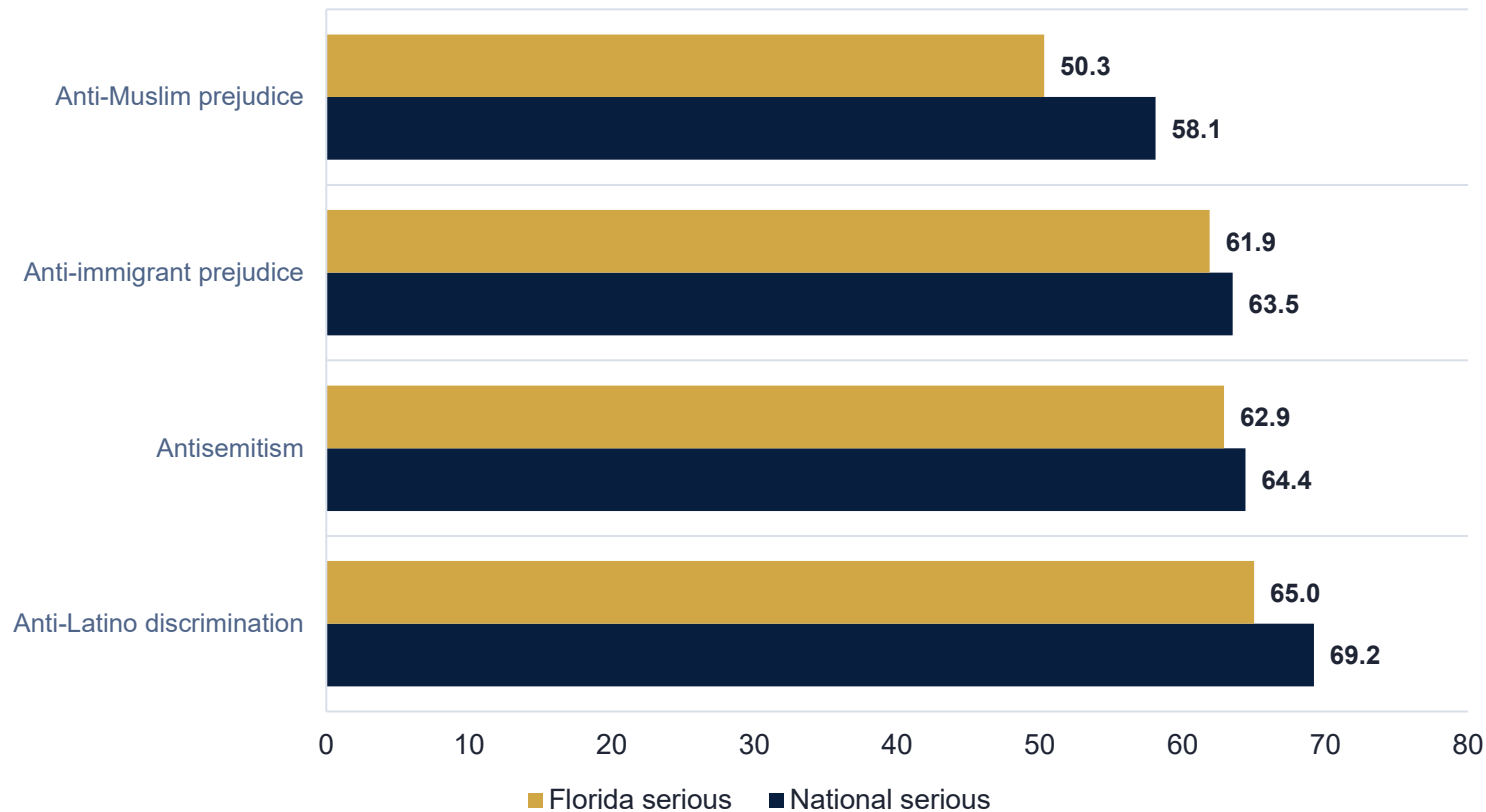
Age differences are much larger for economic labels than for financial strain



- The label gap reverses across age.
- Under 30, democratic socialism is more favorable.
- Among ages 65+, free enterprise leads by nearly 47 points.

Source: LPOF / YouGov Fall 2026. National registered Latino voters, n=1,539. Weighted percentages.

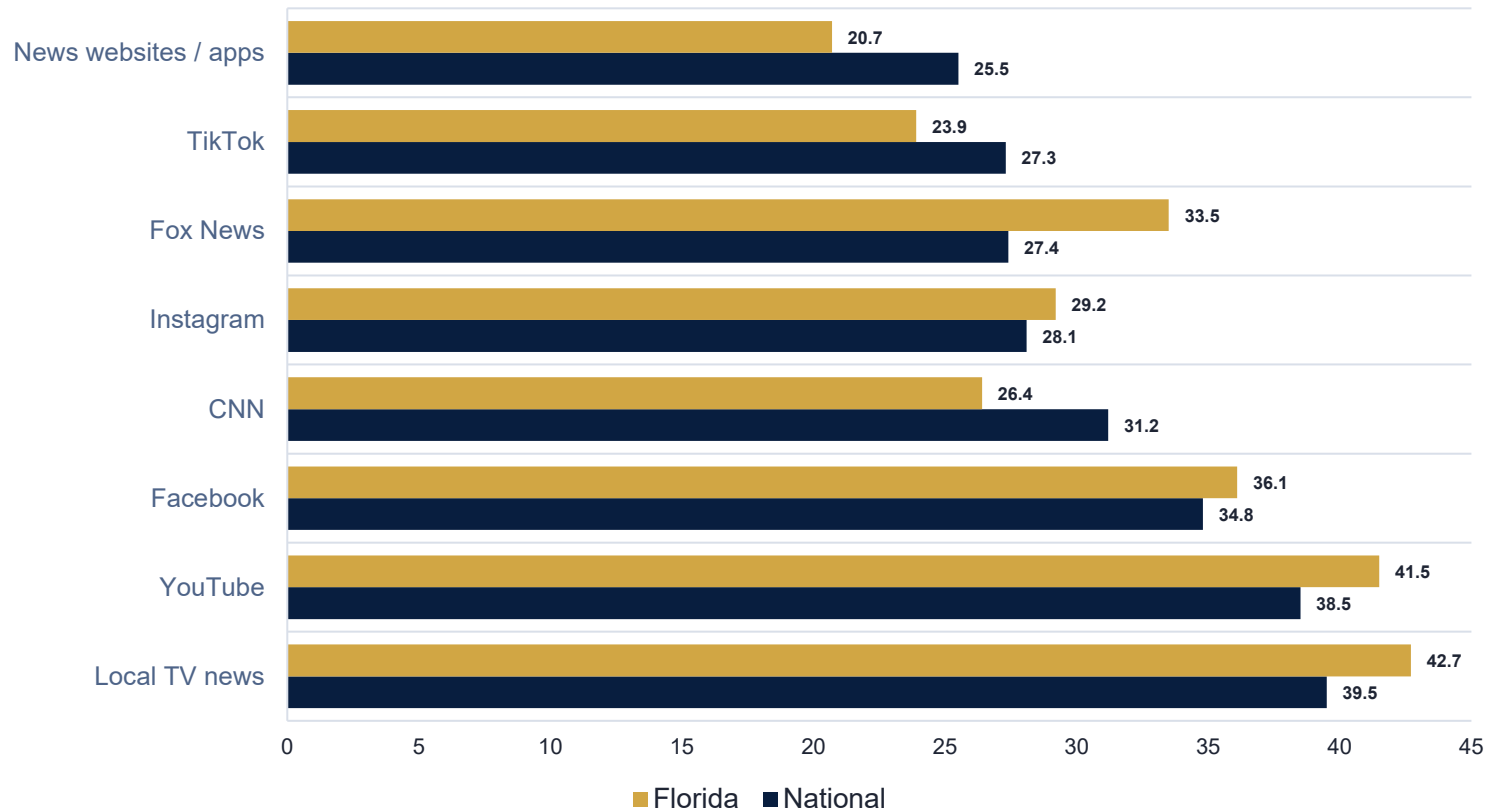
Large majorities view anti-Latino and anti-immigrant prejudice as serious



- Anti-Latino discrimination ranks highest in both samples.
- National and Florida patterns largely align.
- Anti-Muslim prejudice shows the largest geographic gap.

Source: LPOF / YouGov Fall 2026. National n=1,539; Florida n=570. Weighted percentages.

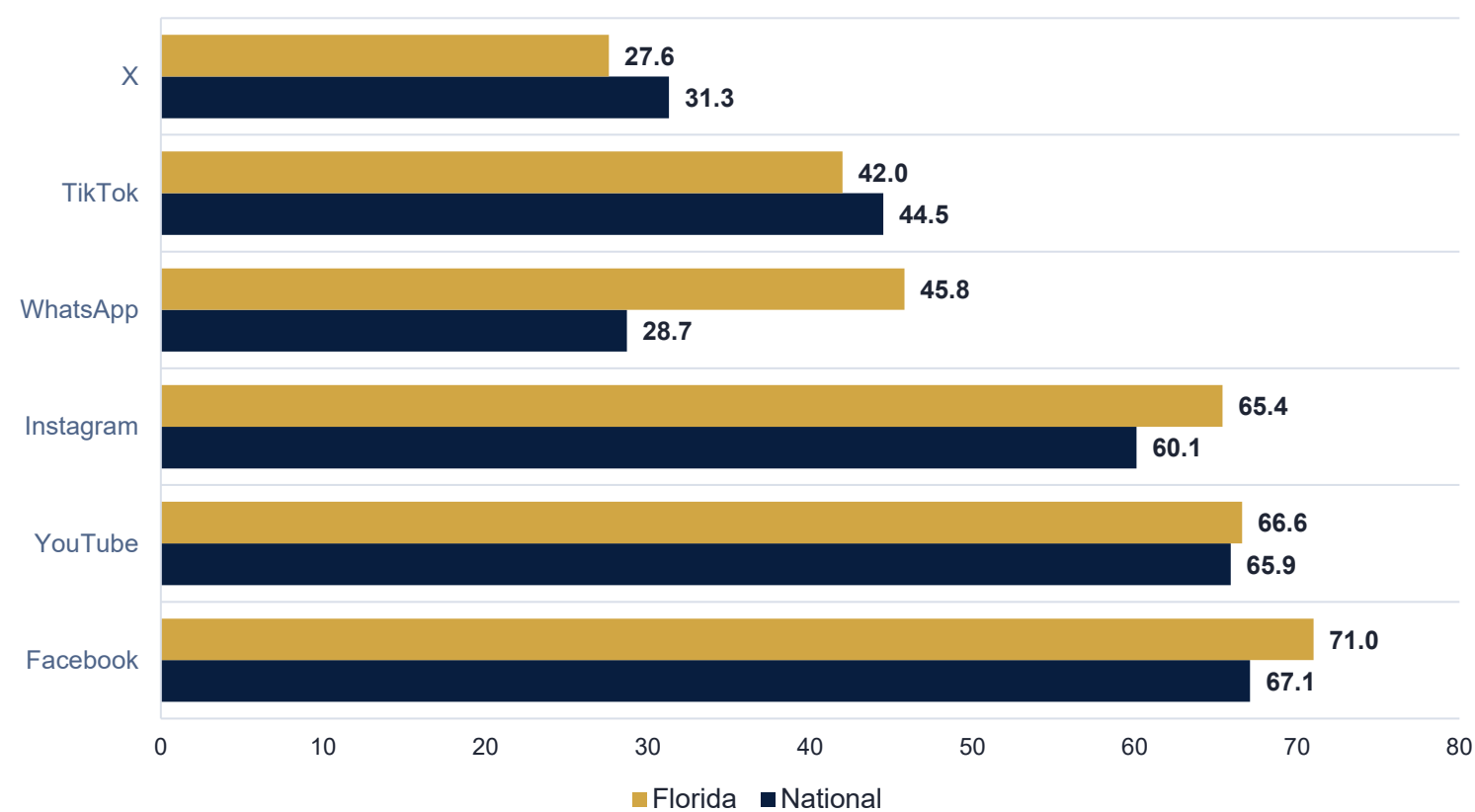
Local television and YouTube anchor a fragmented news environment



- No single source reaches half of respondents.
- Florida reports more Fox News and less CNN.
- Platform and outlet categories overlap because respondents selected all that apply.

Source: LPOF / YouGov Fall 2026. National n=1,539; Florida n=570. Weighted percentages.

WhatsApp is the clearest Florida-specific platform difference



- Facebook, YouTube and Instagram reach large majorities.
- WhatsApp use is 17 points higher in Florida.
- Platform use does not establish exposure to political content.

Source: LPOF / YouGov Fall 2026. National n=1,539; Florida n=570. Weighted percentages.

Trust and information: section takeaways



62%

trust the U.S. military nationally



69%

call anti-Latino discrimination
serious



+17

Florida advantage in WhatsApp
use, in points

Source: LPOF / YouGov Fall 2026. National n=1,539; Florida n=570. Weighted percentages.



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SECTION 05

Florida

State mood, candidate preferences and age4 crossbreaks



Florida's political environment remains mixed



46.8%

say Florida is on the wrong track



49.7%

approve of Gov. Ron DeSantis



39.8%

approve of President Donald Trump

Source: LPOF / YouGov Fall 2026. Florida registered Latino voters, n=570. Weighted percentages.

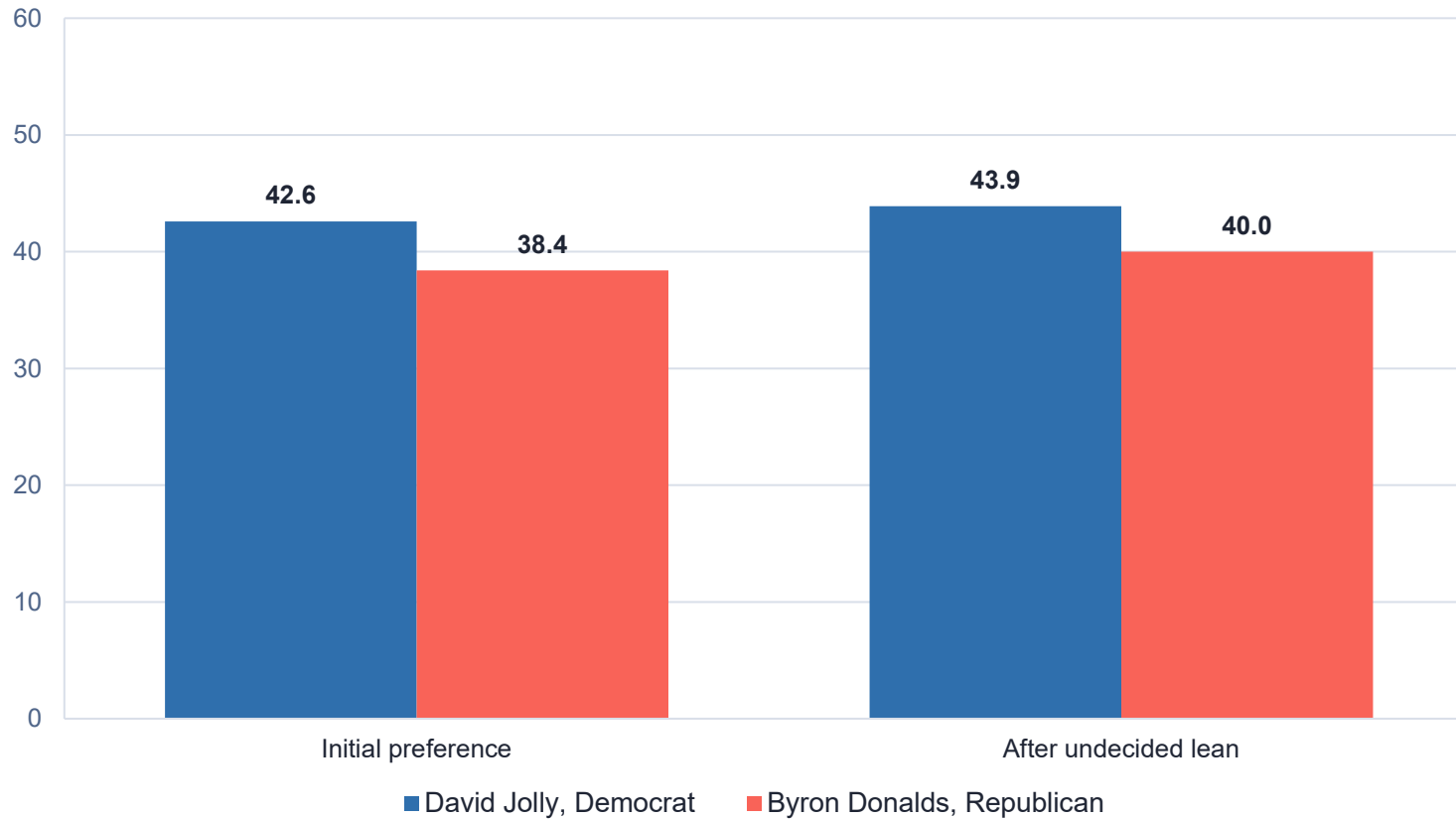


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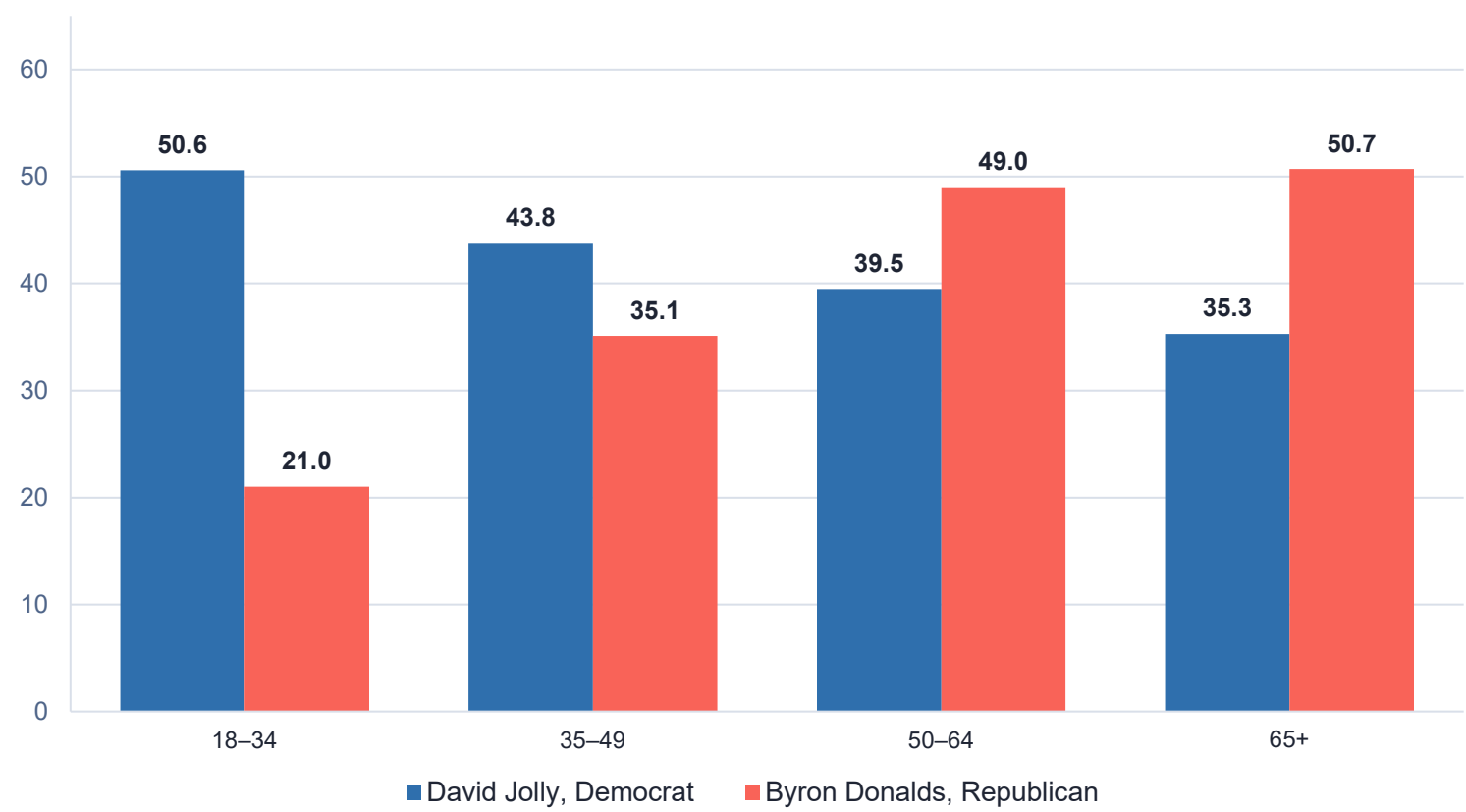
David Jolly holds a narrow initial lead in the governor ballot



- The initial margin is 4.3 points.
- Most initially undecided respondents do not name a lean.
- The gap is within the approximate sample-level uncertainty.

Source: LPOF / YouGov Fall 2026. Florida registered Latino voters, n=570. Weighted percentages.

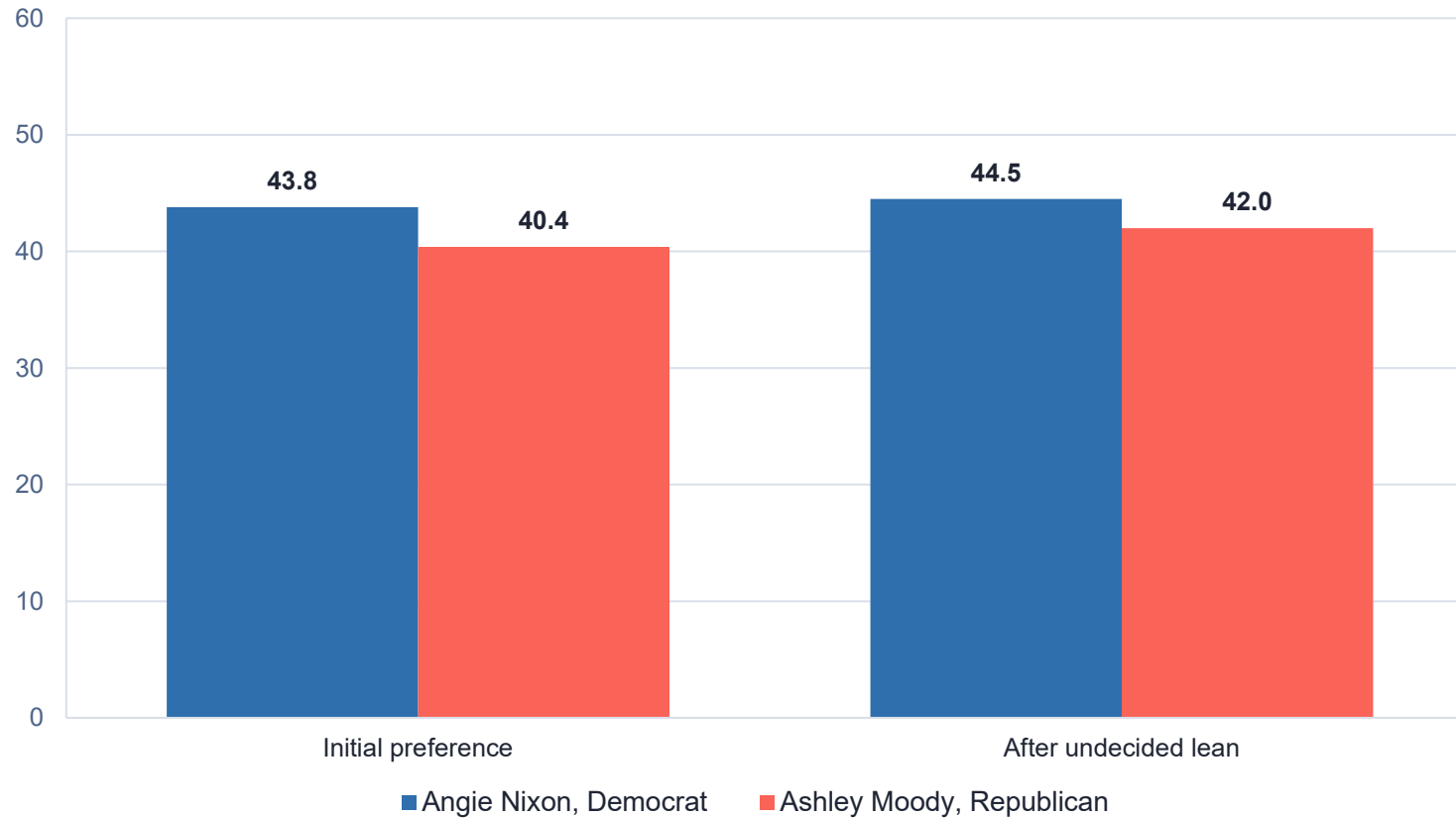
The governor preference reverses across Florida's age4 categories



- Jolly leads among voters under 50.
- Donalds leads among voters 50 and older.
- The 65+ estimate is directional because effective n is below 100.

Source: LPOF / YouGov Fall 2026. Florida registered Latino voters, n=570. Weighted percentages.

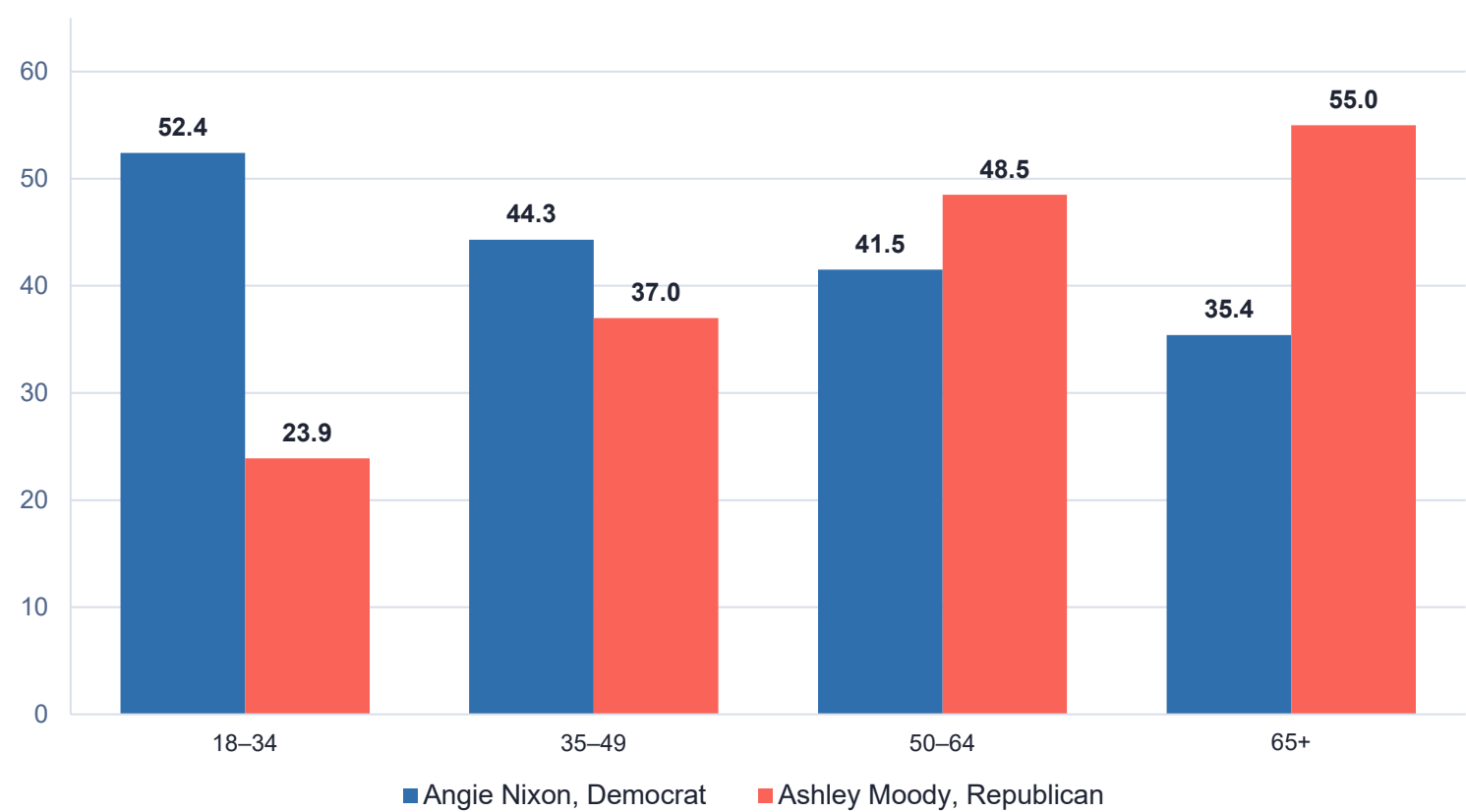
Angie Nixon holds a narrow initial lead in the Senate ballot



- The initial margin is 3.4 points.
- The estimated margin narrows after lean allocation.
- The result remains descriptive rather than predictive.

Source: LPOF / YouGov Fall 2026. Florida registered Latino voters, n=570. Weighted percentages.

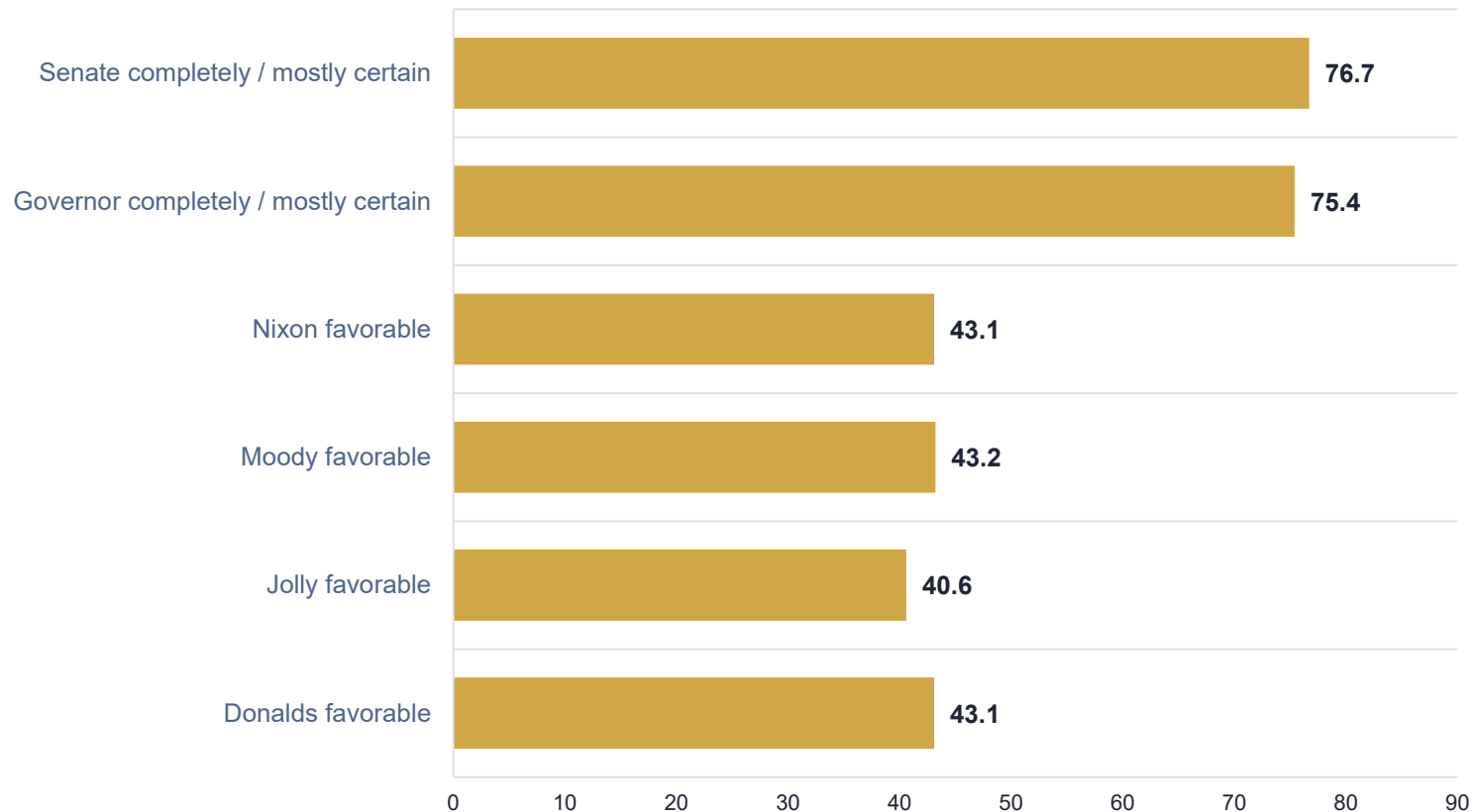
The Senate preference shows the same age reversal



- Nixon leads among voters under 50.
- Moody leads among voters 50 and older.
- The 65+ estimate is directional.

Source: LPOF / YouGov Fall 2026. Florida registered Latino voters, n=570. Weighted percentages.

Candidate favorability is compressed, while most voters report a settled choice



- All four candidates cluster near 41–43% favorable.
- About three quarters describe their current race choice as completely or mostly certain.
- Certainty applies to the current choice, not future turnout.

Source: LPOF / YouGov Fall 2026. Florida registered Latino voters, n=570. Weighted percentages.

Florida: section takeaways



4 pts

separate the major candidates in each initial ballot



18–49

covers the two age4 groups where both Democratic candidates lead



76%

are completely or mostly certain in each race

Source: LPOF / YouGov Fall 2026. Florida registered Latino voters, n=570. Weighted percentages.



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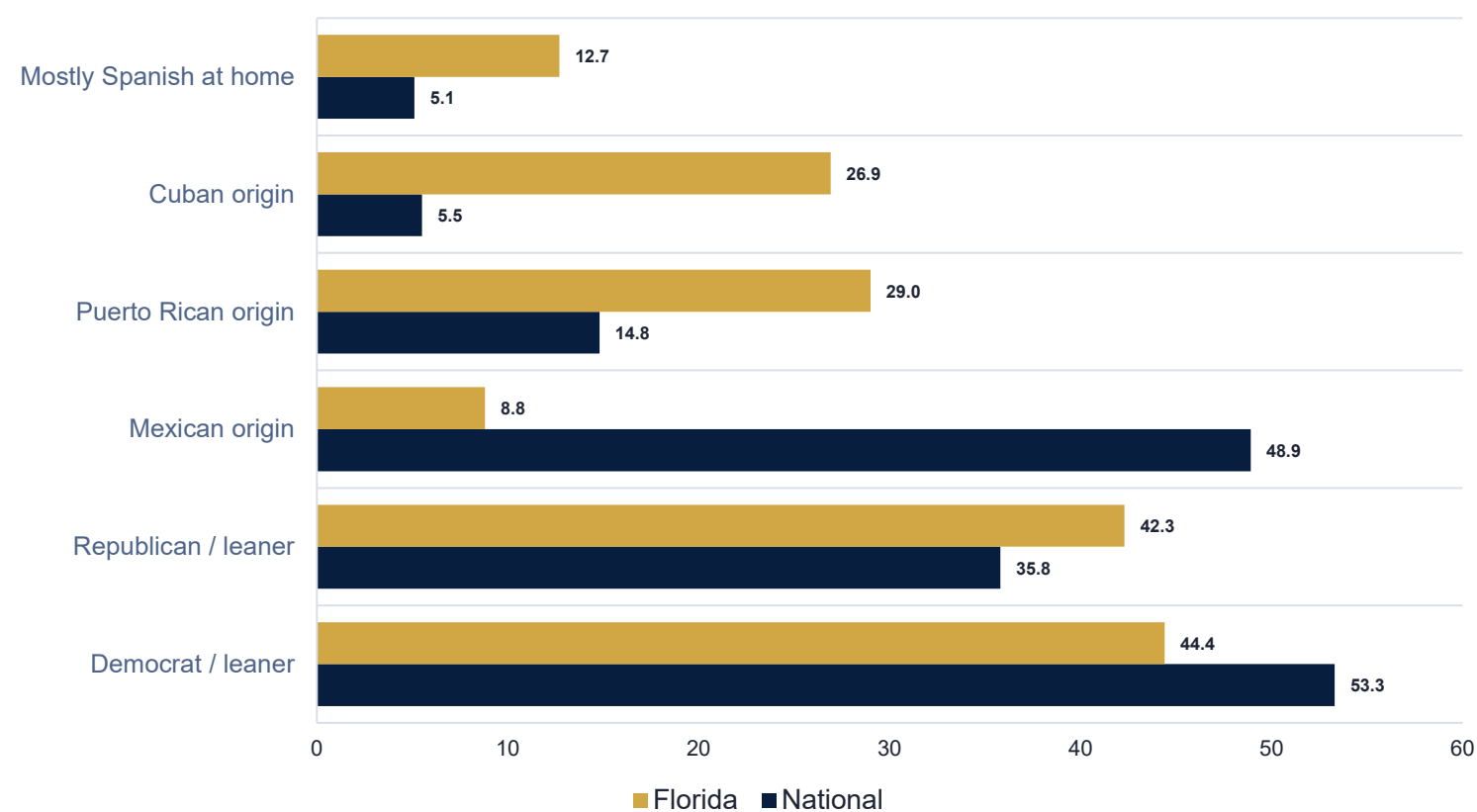
SECTION 06

Appendix

Sample composition, additional topics and technical notes



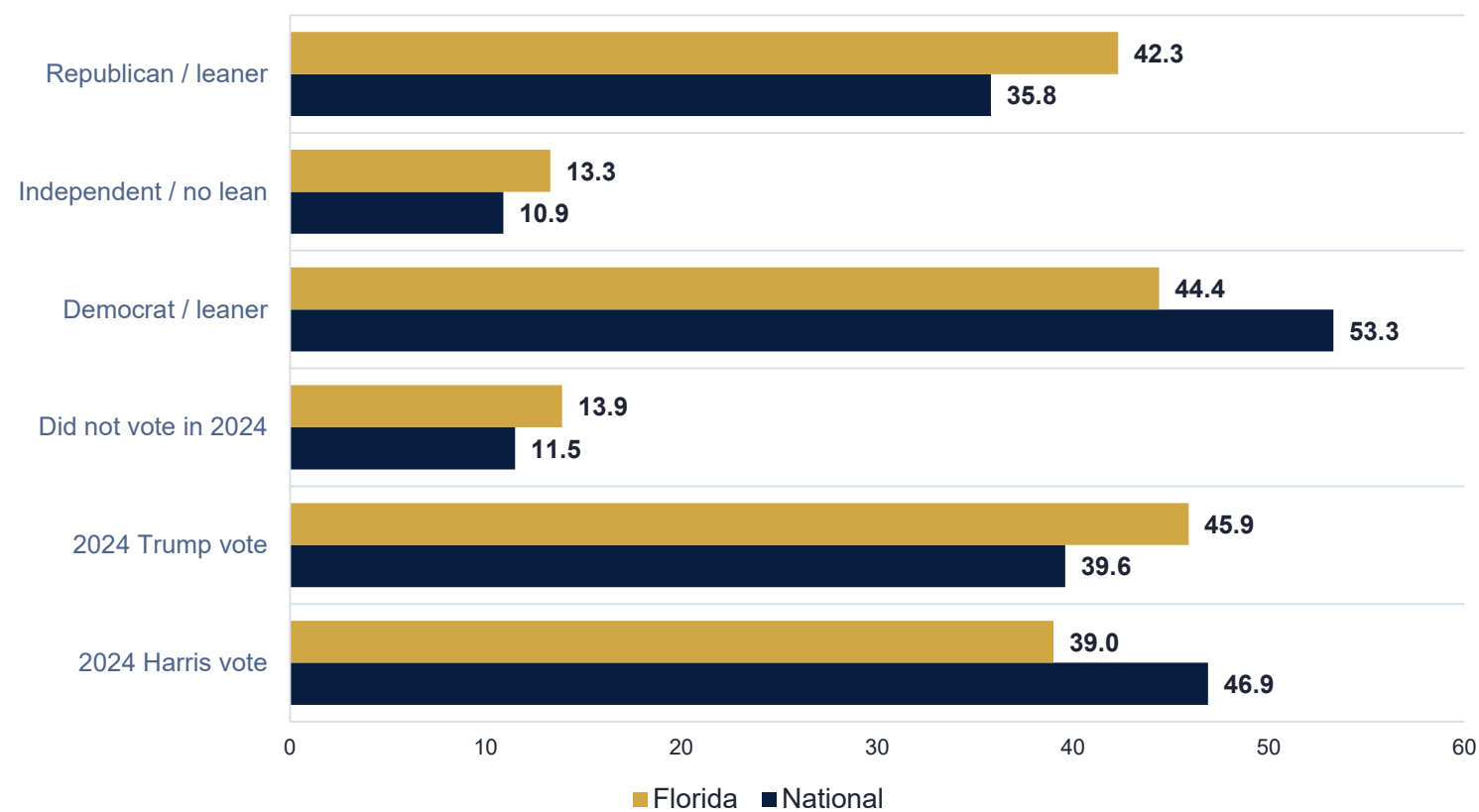
The national and Florida samples reflect different political and origin profiles



- Florida is more evenly divided by party.
- Its Puerto Rican and Cuban shares are much larger.
- These composition differences help explain why Florida should not be treated as a national proxy.

Source: LPOF / YouGov Fall 2026. National n=1,539; Florida n=570. Weighted percentages.

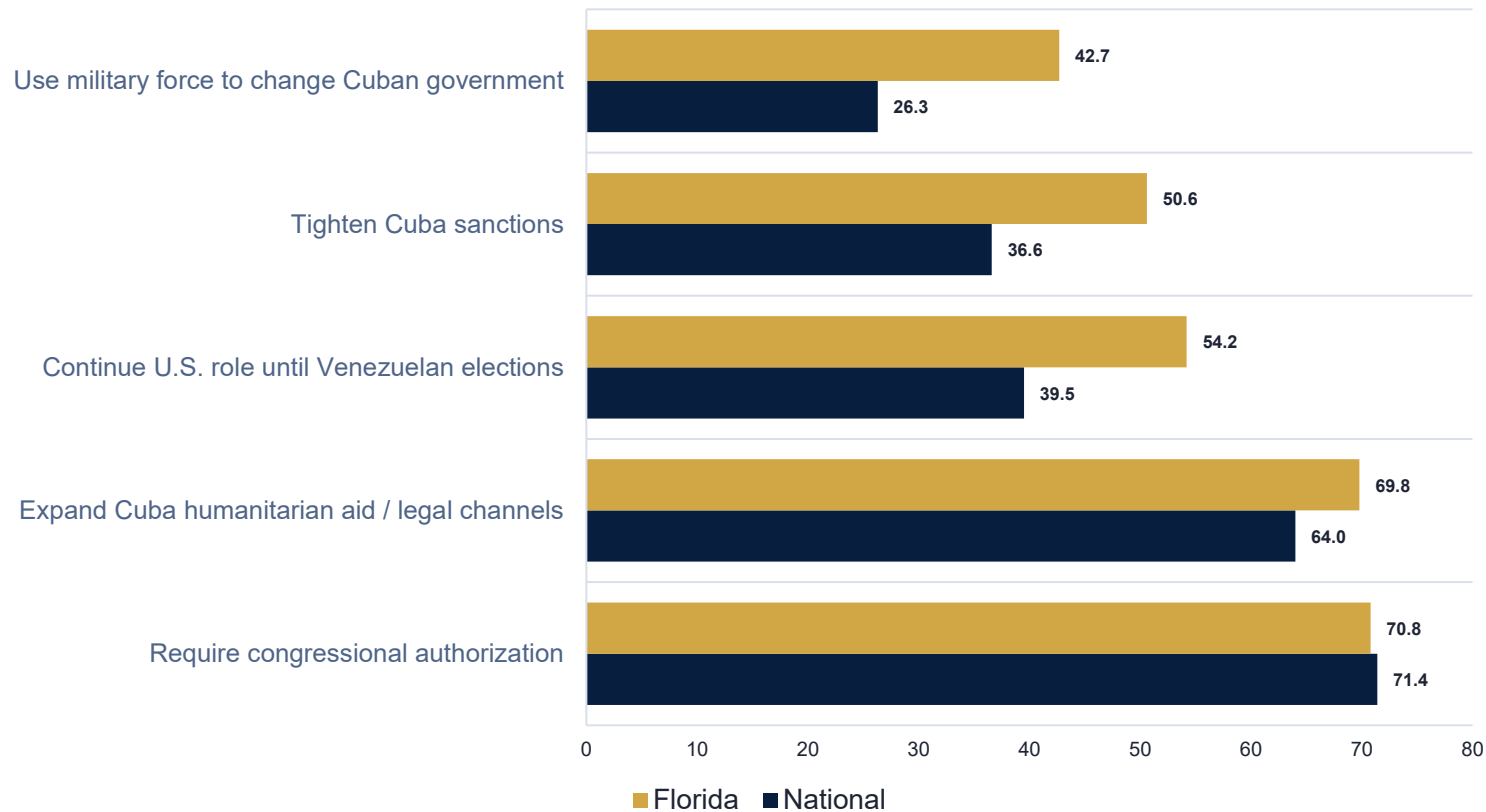
Sample political profile



- Florida includes more 2024 Trump voters and Republicans.
- National partisanship is more Democratic than recalled 2024 vote.
- Recall and current identification are different measures.

Source: LPOF / YouGov Fall 2026. National n=1,539; Florida n=570. Weighted percentages.

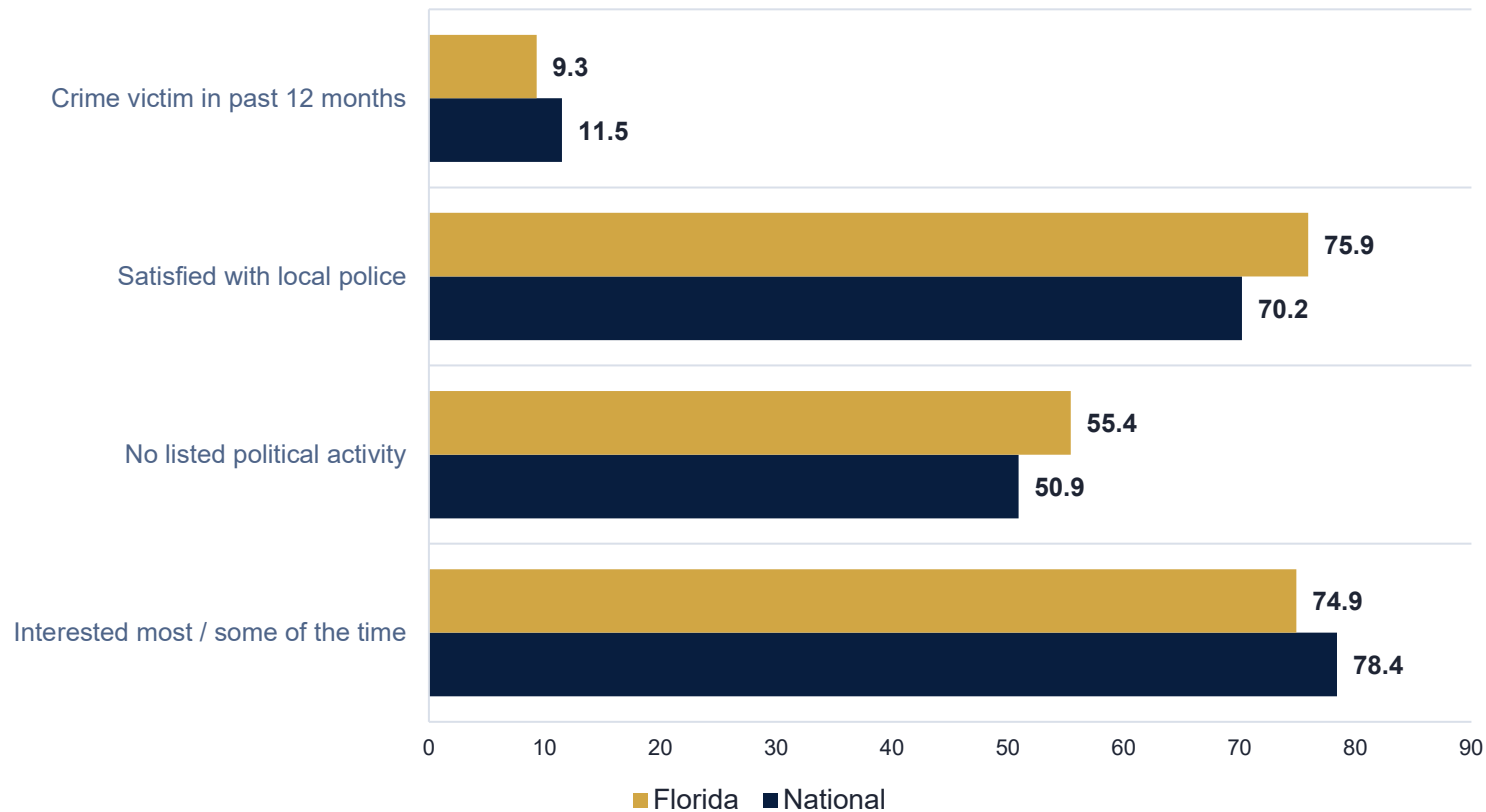
Foreign-policy attitudes favor legal constraints and nonmilitary tools



- Congressional authorization receives broad support.
- Florida is more supportive of Cuba and Venezuela interventions.
- Military force remains the least supported Cuba option in both samples.

Source: LPOF / YouGov Fall 2026. National n=1,539; Florida n=570. Weighted percentages.

Political interest is high, while reported participation remains limited



- Interest does not automatically translate into action.
- About half report none of the listed political activities.
- Local-police satisfaction remains high despite broader institutional distrust.

Source: LPOF / YouGov Fall 2026. National n=1,539; Florida n=570. Weighted percentages.

Technical notes for responsible reporting

Weights and geography

Use weight for the national reporting set and weight_fl for the Florida reporting set.

Do not publish non-Florida state estimates from the national sample. Census region entered the national weighting design, not individual state.

Age

National age crosstabs use age5. Florida age crosstabs use age4. Do not collapse or cross-map the categories for estimates.

Precision

Cells below 30 unweighted are suppressed. Bases from 30–99 are directional. Estimates with effective n below 100 are also directional.

Mode and dates

The corrected file contains complete interview dates. It does not contain a dedicated interview-mode variable, so vendor is not used as a mode proxy.

Interpretation

Cross-sectional subgroup differences do not establish individual movement or causality.

Source: Corrected LPOF / YouGov client-view file and comprehensive crosstab guide.

Key takeaways

- Economic strain is the most consistent finding. Inflation leads both the top-three and single-choice issue measures.
- Democrats hold a wide national House advantage among registered Latino voters, while Florida remains much closer.
- Latino voters distinguish enforcement targets from enforcement tactics. Majorities support warrants, targeted deportation and a citizenship path.
- Florida's candidate preferences divide sharply across the survey's age4 categories. The pattern requires replication before broad claims.
- Public reporting should preserve the national age5 and Florida age4 designs, disclose effective bases and keep non-Florida state estimates out of scope.

Source: LPOF / YouGov Fall 2026 corrected crosstabs.



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Gracias · Thank you

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