

National Latino Family Report 2025

Aspiration in Uncertain Times

The fourth annual study of the economic and social issues facing Latino families with children from prenatal through age 5.

ap-od

Abriendo Puertas | Opening Doors

UNIDOSUS

STRONGER COMMUNITIES. STRONGER AMERICA.

BSP
research





Introduction

For Latino families with young children, 2025 has been marked by political and economic uncertainty, ongoing financial stress, and doubt that President Donald Trump's policies will positively impact families. In January and February, AP-OD, in conjunction with BSP Research and UnidosUS, surveyed nearly 1,400 Latino families across the United States. This report offers a snapshot of families' hopes, worries, and visions for a stable and prosperous future for themselves and their children.

This year, perhaps unsurprisingly, Latino families with young children expressed increased urgency related to immigration policy. **For the first time in our survey, respondents chose two immigration-related policies as among the most important for the president and Congress to address: protecting immigrant rights and providing a pathway to citizenship.** Meanwhile, 57% of respondents said they worry their family members or friends will be detained or deported, and between 24% and 35% reported that the president's immigration policies might lead them to avoid seeking critical services and support, such as medical treatment, social services, and early-education programs for their children.

The Latino community is an economic powerhouse in the United States, generating \$3.6 trillion in gross domestic product in 2022 alone, an amount that, on its own, would rank as the fifth-largest economy in the world.^[1] Still, **the state of the U.S. economy was families' most pressing concern this year.** Nearly half of respondents — more than in any previous year — said their personal financial situation worsened in the past year, a sign that many families are struggling to keep up with the rising cost of living. Latino families continue to show strong support for social programs. **Nine out of 10 respondents support paid family leave programs, and 87% support a \$5,000 annual child tax credit, paid quarterly.**

Despite economic uncertainty, our survey affirms that parents are showing up for their children, proving themselves resourceful in the face of rising costs, and finding support in family and community during a challenging time. They are borrowing from friends and family, seeking better-paying jobs, starting new businesses, and enrolling in courses to build new skills.

Eligible Hispanic voters comprise the second-largest — and second-fastest-growing — racial or ethnic voting bloc in the United States, with more than 36 million eligible voters. Latino voters are younger on average than their non-Hispanic white counterparts, and every year, about 1.4 million Latinos become eligible to vote.^[2] **These families represent the future of our country's electorate, and it is critical that policymakers and elected officials understand their struggles, champion their proposed solutions, and engage them in the work of democracy.**

Top 6 issues Latino families want Congress and the president to address



34%

Improving wages and income



34%

Addressing the rising cost of living



27%

Creating affordable, attainable housing



23%

Protecting immigrant rights



19%

Providing a path to citizenship for immigrants



18%

Reducing gun violence and mass shootings

[1] Latino Donor Collaborative

[2] Pew Research Center



Table of Contents

Economic Well-Being	1
Economic Resilience	3
Solutions	5
Immigration	7
Solutions	10
Early Education & Child Care	12
Child Care Affordability	13
Culture and Bilingualism in Education	15
Solutions	17
Conclusion	18
About This Report	19
Survey Methodology	19
Acknowledgments	19

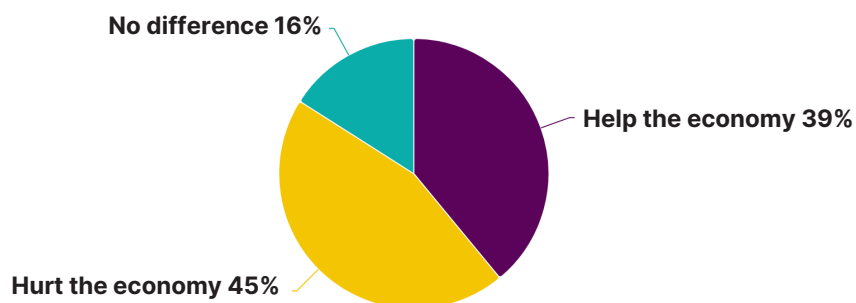


Economic Well-Being

Despite reduced inflation and strong economic growth in 2024, the nation's economic outlook soured considerably in the early months of 2025. From its peak in February through April 5, stocks stumbled by more than 17% in response to the president's threat of wide-ranging tariffs, and economists increasingly feared a recession.^[3] Latino families who took our survey identified the economy as their top policy priority, and a plurality of respondents think the administration's policies will hurt the U.S. economy (45%) and their own family's financial situation (48%).

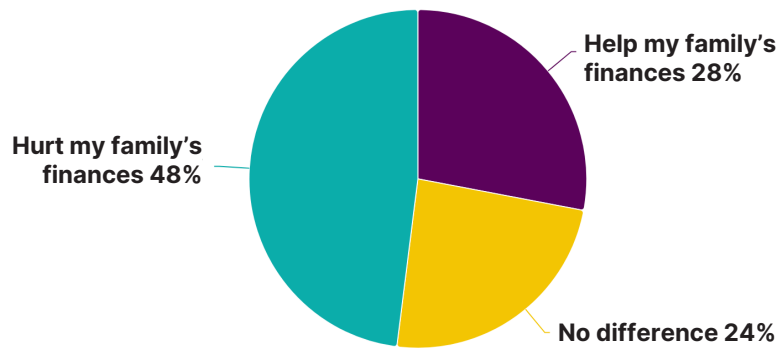


What impact do you think the president's economic policies will have on the U.S. economy?



[3] The Hill

What impact do you think the president's economic policies will have on your family's finances?



The largest percentage of respondents in the survey's history (45%) said their financial situation worsened over the past year. Economic data hints at why this may be. While overall wage growth outpaced inflation between the onset of the COVID-19 pandemic and the end of 2024 (with gains disproportionately benefiting low-income earners)^[4], wealth remained concentrated among high earners. In mid-2024, the top 1% of earners maintained more than 30% of the nation's wealth.^[5] Latino families may have felt the impact of inflation more severely in a few key ways.



Grocery Prices

The average household spends about **11%** of its budget on food^[6], but families with children have more mouths to feed. Between 2020 and 2024, grocery prices rose **23.6%**^[7], one of the highest inflationary increases by category.



Cheapflation

Latinos' average household income was \$65,540 in 2023, about \$15,000 less than the national average.^[8] A Harvard University study found that prices for cheaper brands in some cases grew nearly twice as fast as prices for more expensive brands. This phenomenon, known as cheapflation, disproportionately reduces lower-income families' purchasing power.^[9]



Renting vs. Owning

Homeownership rates among Latino families are lower than those of the general population. (Among survey participants, **35%** reported owning their home, nearly half the U.S. average.^[10]) Rent prices have increased by **25%** since the start of the pandemic, and homeowners — especially those with pre-pandemic low-interest-rate mortgages — were shielded from rising housing costs.



Family Income

Historically, incomes for Hispanic households have risen more slowly than their non-Hispanic white counterparts. While real income increased by **5.7%** for non-Hispanic white households between 2022 and 2023, it did not increase at all for Hispanic households.^[11]

^[4] Center for American Progress

^[5] Federal Reserve

^[6] U.S. Department of Agriculture Economic Research Service

^[7] U.S. Department of Agriculture Economic Research Service

^[8] U.S. Census Bureau

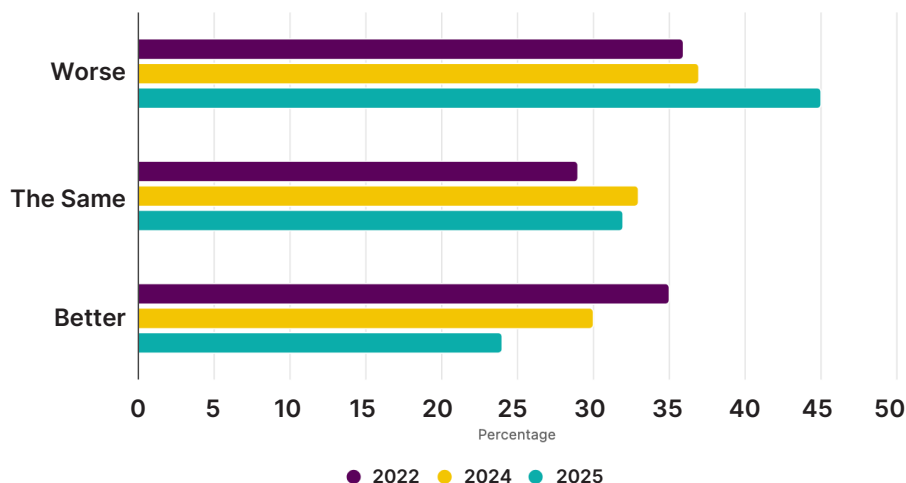
^[9] Journal of Monetary Economics

^[10] U.S. Census Bureau

^[11] U.S. Census Bureau



Over the past year, how has your personal financial situation changed?



Economic Resilience

Despite financial hardships, Latino families persevered in their pursuit of stability, and about one-quarter of respondents said their financial situation improved over the past year. Although 29% said they had used up all or most of their savings to cover family expenses, 37% indicated they contributed to a savings account to help fund their children's education. Another 34% reported saving for other needs their children may have when they are older.

Latino families across the country are resilient, working hard in a challenging economy to manage their personal finances and save for their children's future. Nearly half of families reported reducing their spending or using coupons to make ends meet. Another 37% borrowed money from friends or family members.

According to a 2019 report by the Congressional Joint Economic Committee, the median net worth of Latino households^[12] is one-eighth that of non-Hispanic white households, and Latino households earn about 27% less income annually.^[13] The parents we surveyed reported working hard to reverse these trends, leaning into education, working to advance their careers, and embracing entrepreneurship. **This year, 20% of respondents reported starting a new business.** Latino-owned businesses are a significant boon to the U.S. economy, generating \$654 billion in revenue in 2022 alone. The number of Latino-owned businesses is growing at a staggering rate. In 2023, Latinos opened 465,202 businesses — a 44% increase over five years.^[14]



How are you planning long-term for your child’s financial future?



37%

Contributing to a savings account for their college or trade school

34%

Contributing to a savings account for other needs when they are older



Top five things families have done to adapt to rising costs:



47%

Cut down on spending

37%

Borrowed money from friends or family

31%

Postponed or cut back on children’s activities

29%

Used up all or most of my savings

24%

Relied on food banks or cut back on meals



Ways families are working to improve their financial situation:



59%

Looking for a better-paying job or a promotion

43%

Working an extra job

28%

Looking for lower housing costs

20%

Starting my own business or side business

16%

Enrolling in classes or seeking certifications to advance my career

^[12] Congressional Joint Economic Committee

^[13] U.S. Census Bureau

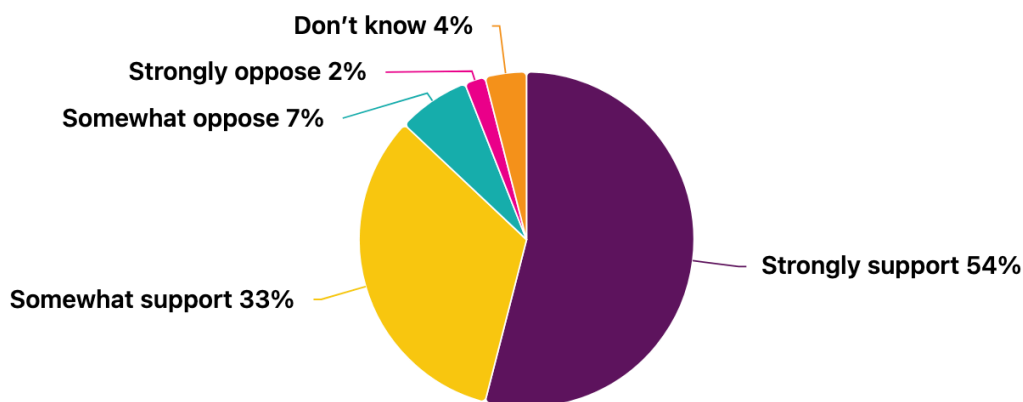
^[14] State of Latino Entrepreneurship



Solutions

Latino families continue to show strong buy-in for social safety net programs. Nearly 9 in 10 respondents said they support revising the Earned Income Tax Credit (EITC) and the Child Tax Credit to allow families to receive \$5,000 per child per year, paid quarterly. More than half (54%) said they strongly support that policy. The EITC benefits low-income households, especially those with children. During the pandemic, the U.S. government distributed nearly \$2 trillion in stimulus payments and expanded child tax credits, helping an estimated 14.5 million Americans, including 5 million children, escape poverty. However, Congress let the Child Tax Credit expire, and bipartisan efforts to reinstate it have stalled in the Senate.^[15]

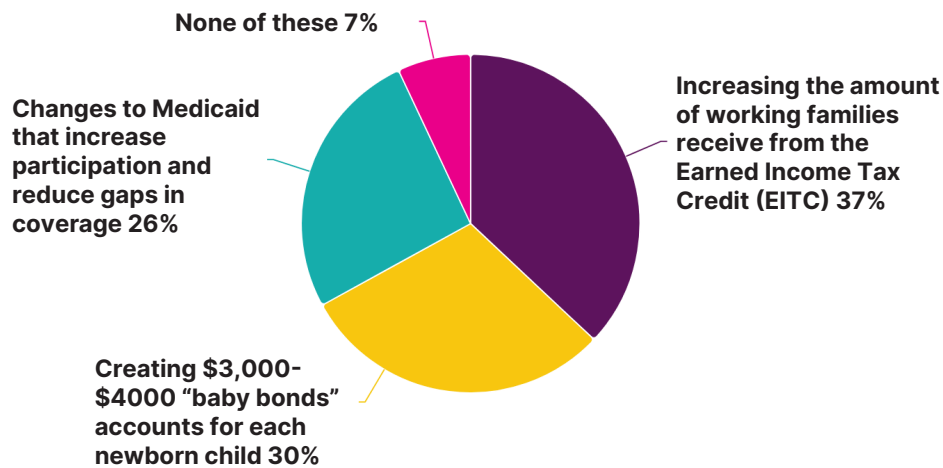
Would you support revising the Earned Income Tax Credit and Child Tax Credit so qualifying families receive \$5,000 per child per year, paid quarterly?



[15] Center on Budget and Policy Priorities

There is broad consensus among Latino families regarding economic priorities. Nearly all Latino parents who participated in our survey — 97% — said it is critical for the current administration to create more jobs that pay a living wage. And Latino families overwhelmingly expressed support for policies that help reduce the cost of critical goods and services, such as housing (98%), quality child care and early learning programs (95%), household goods (98%), and healthcare (96%).

Which one of the following family-oriented policies do you think is MOST important for the current administration to adopt?



"I saw my parents work hard and struggle every year to make ends meet for my sister and me. When I had my kids ... I knew I wanted something better."

—Mariela Garcia
Entrepreneur and mother of three, Fellsmere, Fla.

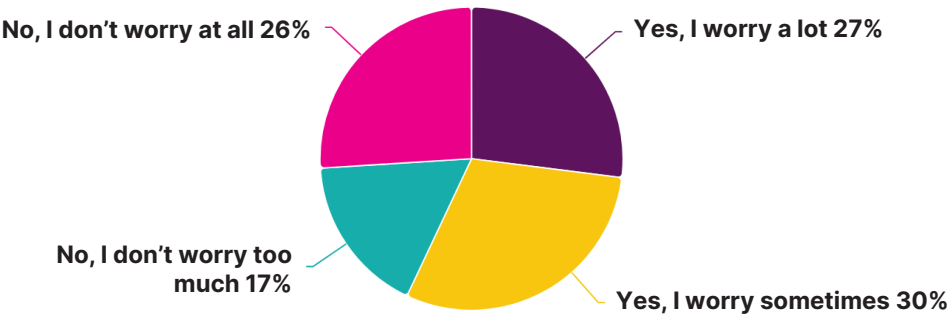
**Read Mariela Garcia &
Eduardo Maldonado's Story**



President Trump won the White House thanks in part to his messaging that the immigrant community is responsible for everything from lack of access to high-paying jobs to challenges in obtaining affordable housing.^[16] Since his inauguration, he has attempted to ramp up detentions and deportations and abolish birthright citizenship, and he immediately revoked the protected status of 300,000 Venezuelan asylum seekers. **The administration's efforts and rhetoric have left many Latino families with heightened stress and concern. A majority of survey participants — 57% — said they worry their friends or family members will be detained or deported due to their immigration status.** Among Latino immigrant respondents, 74% said they were very concerned.



Do you worry that your friends or family members might be detained or deported due to their immigration status?



[16] Brookings Institute

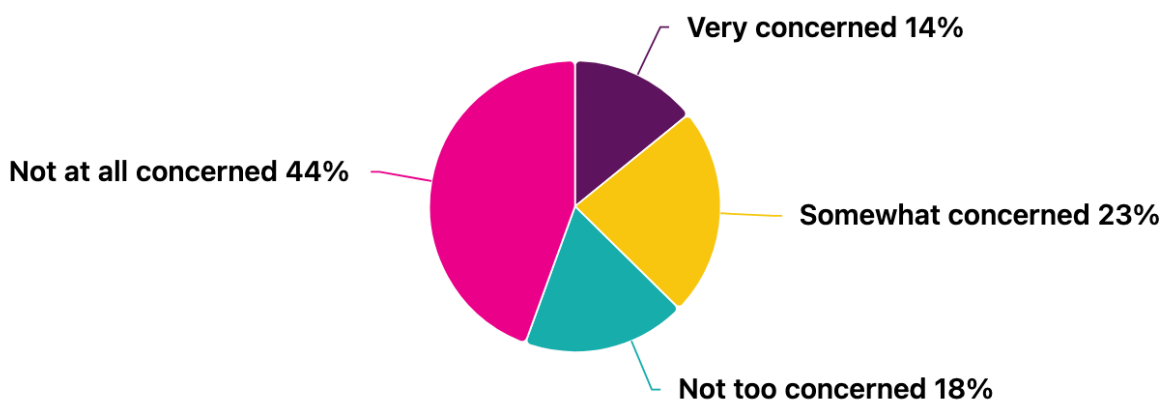
No two Latino families in the United States are the same. Family members trace their heritage to dozens of countries, and people living in the same household may have different immigration statuses. A 2024 report by the Pew Research Center estimated that 84% of children living with an undocumented immigrant parent were born in the United States. These children are U.S. citizens.^[17] As deportation efforts ramped up during the first Trump administration, research suggested significant implications for the more than 12 million children of noncitizen parents. Pediatricians and caregivers reported that children's fears led to trouble sleeping and eating, stomachaches, headaches, depression, anxiety, behavior changes, and reduced performance in school.^[18] **Our study suggests immigration-related anxiety is again widespread in 2025.** Ultimately, society will bear the responsibility of helping these young people heal.

A significant number of survey respondents said they were hesitant to engage in activities that support healthy, safe, stable families and communities — a phenomenon known as “the chilling effect.” Thirty-seven percent of parents said they worried about making a medical appointment for their children, while 35% said they might avoid talking to police officers or reporting a crime. Nearly one-quarter of respondents said they might avoid going to work.

These behavioral trends can have ripple effects throughout society. In its 2018 report “Freezing Out Justice: How Immigration Arrests at Courthouses Are Undermining the Justice System,” the American Civil Liberties Union found that more than half of judges surveyed said court cases had been interrupted because an immigrant crime survivor was afraid to come to court. And 67% of police officers reported a negative impact on their ability to protect crime survivors.^[19]



When making a medical appointment for your child, how concerned are you about immigration or immigration status?



^[17] Pew Research Center

^[18] KFF

^[19] American Civil Liberties Union



Which of the following activities might you avoid due to the current administration's mass deportation plans?



- 35%** Talking to police or reporting a crime
- 32%** Signing up for public benefits for myself or my children
- 30%** Signing up for school programs or early-childhood programs
- 27%** Renewing or applying for a driver's license
- 26%** Talking to teachers or other school officials
- 25%** Seeing a doctor
- 24%** Going to work

Our survey suggests the chilling effect may hinder Latino children's educational development. Nearly one-third of Latino parents and primary caregivers reported they may avoid signing up their children for early-childhood and school programs, and 26% said they might avoid talking to school officials or teachers. **This shift in parental behavior could have consequences that outlive the president's time in office.**

Nevertheless, **Latinos' views on immigration remain complex.** Surveyed families indicated that protecting immigrant rights and providing a path to citizenship are among their top policy priorities. Another top priority? Reducing gun violence and mass shootings. Latino parents want their children to grow up in safe, supportive communities. That may be why **they also indicated broad support for border enforcement and the deportation of undocumented immigrants who have been convicted of crimes.**



How important is it for Congress and the President to address the following policy issues?



86%

Protecting
immigrants



80%

Border
enforcement



Solutions

When it comes to immigration, Latino families want balanced, pragmatic policies. **Nearly 3 out of 4 participants said they would support a bipartisan immigration reform bill that provides both resources for border security and a pathway to citizenship for immigrants already living in the United States.** Respondents also overwhelmingly support protections for recipients of the Deferred Action for Childhood Arrivals (DACA) program, commonly known as Dreamers (78%). Meanwhile, 69% oppose mass deportations of immigrant families.



Do you support or oppose the following policies?



73%

support

A bipartisan
immigration reform
bill

78%

support

Protections for
DACA recipients

69%

oppose

Mass
deportations of
immigrants



"Life right now is a challenge, and it doesn't seem to be getting any easier. But I think our mentality of really being there for our kids is what's going to help us get through the next several years and beyond."

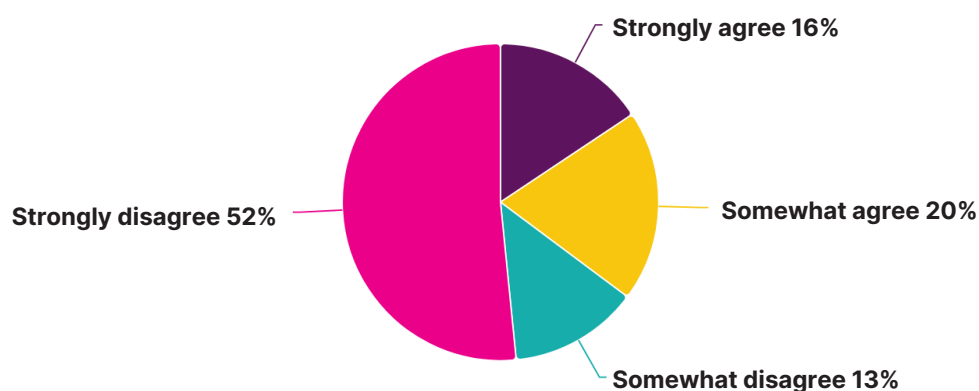
—Hector Aveldaño
Father of one, Albuquerque, N.M.

Read Hector Aveldaño's Story

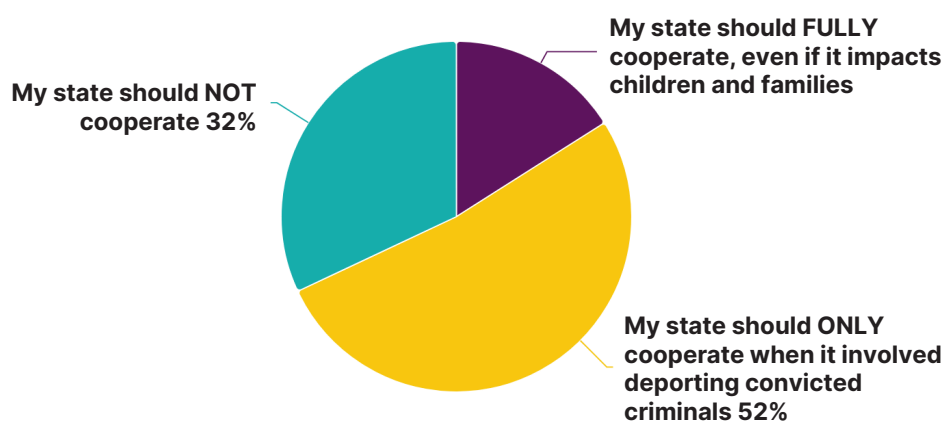
At the start of his term, President Trump dismantled a 2011 Immigration and Customs Enforcement (ICE) policy that barred agents from conducting raids in “sensitive locations” such as churches and schools.^[20] Courts have attempted to block the move. On the state level, several Republican governors have implemented laws requiring local law enforcement to assist federal officials in detaining immigrants. Some laws also make the presence of undocumented immigrants a state offense.^[21] Latino families opposed these efforts. A majority of respondents said they prefer their state cooperates with the administration only in cases involving the deportation of immigrants convicted of a crime, which is already the case in some states, especially for serious offenses.



Do you agree or disagree with the current administration’s policy that allows immigration raids in places like churches and schools?



Should your state cooperate with the current administration’s mass deportation policies?



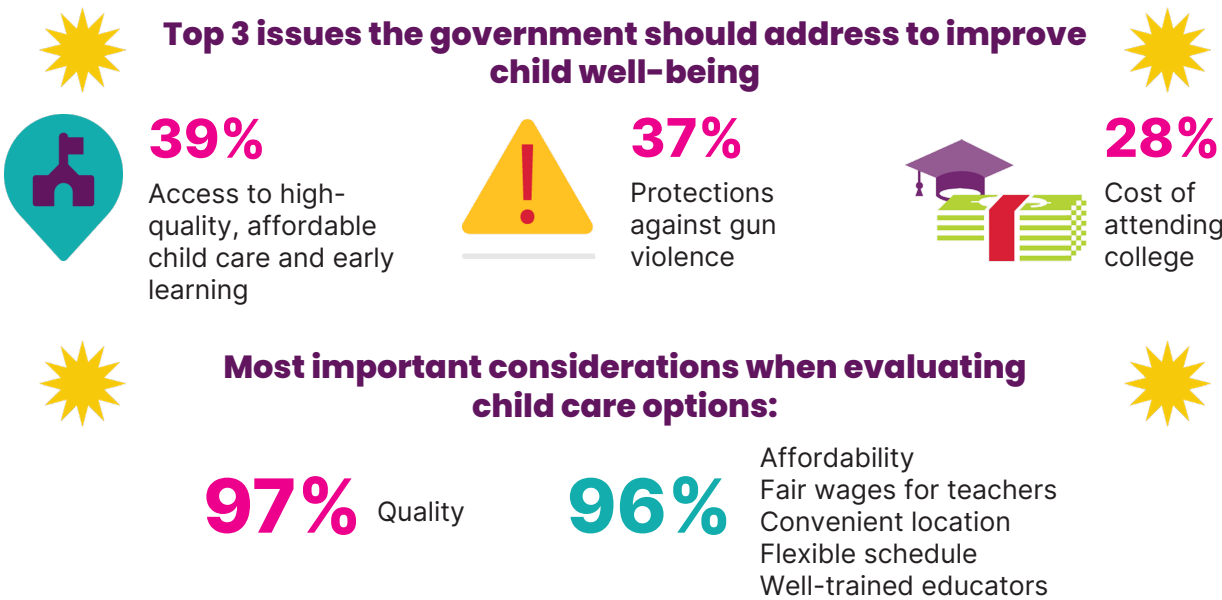
^[20] The New York Times

^[21] AP News



Early Education & Child Care

For the second year in a row, **Latino parents identified high-quality, affordable child care and early learning as the most important issue facing families with young children.** And when assessing those services, respondents said they value quality, affordability, convenience, wage fairness, and trustworthiness.





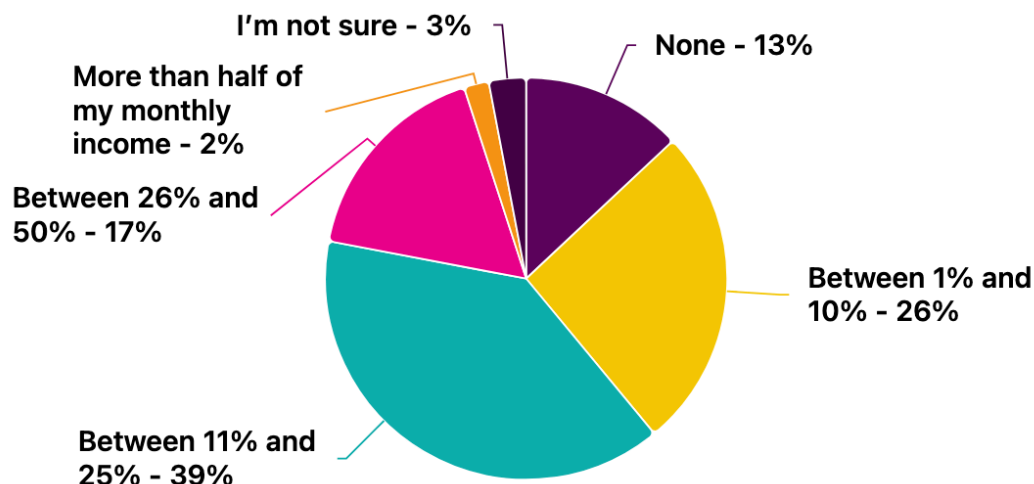
Child Care Affordability

Child care costs are not immune to inflation, and prices for care in the United States have increased significantly since before the COVID-19 pandemic. According to a Center for American Progress report, the annual cost for two children in center-based care increased by about \$1,000 between 2016 and 2023, even after adjusting for inflation.^[22] This year, 53% of survey respondents said their youngest child had received child care outside the home, compared to 59% in the general population.^[23] Among respondents whose children had not received care outside the home, 32% cite prohibitive cost as a primary reason.

The U.S. Department of Health and Human Services' (HHS) benchmark for affordable child care is 7% of a family's income. But this year, 39% of respondents said they spend between 11% and 25% of their take-home pay on child care. Another 17% spend between 26% and 50% of their income — a potentially debilitating financial burden that far exceeds the federal benchmark.



How much do you spend on child care each month, as a percentage of your monthly income?



^[22] Center for American Progress

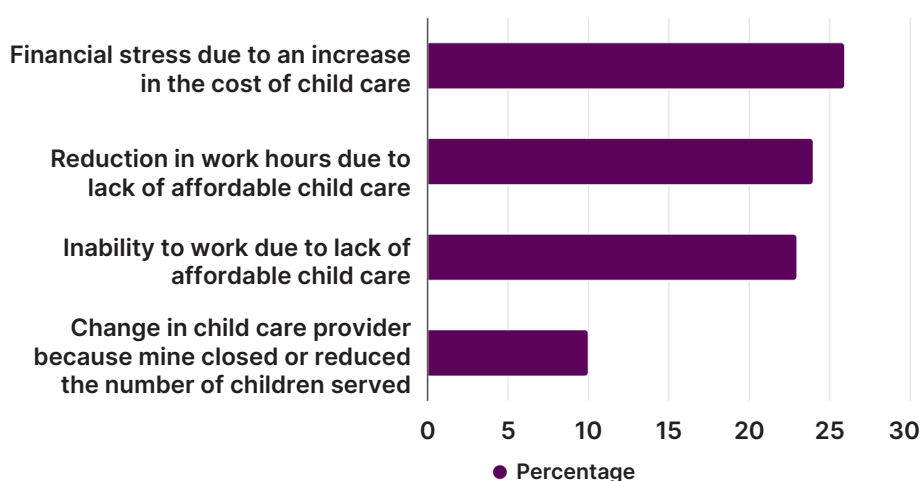
^[23] National Center for Education Statistics

It is no wonder that more than one-quarter of respondents said paying for child care caused them financial stress. And for some families, the lack of affordable child care has led to additional financial strain. **About one-quarter of respondents reported reducing their work hours because they could not find child care. Another 23% said lack of care prevented them from working altogether.**

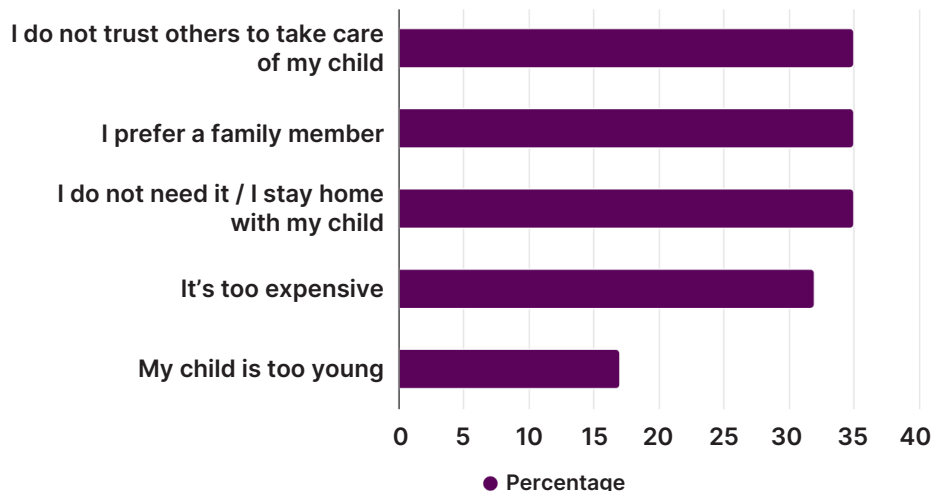
Affordability is not the only reason some Latino families elect not to send their children to center-based child care. As in years past, **respondents overwhelmingly (90%) said they preferred their children be cared for by trusted family members or friends**, reflecting the importance of family in Latino culture.



Which of the following child care challenges have you experienced in the past year?



Top five reasons parents choose not to send their children to child care facilities:





Culture and Bilingualism in Education

In March, President Trump issued an executive order establishing English as the official language of the United States and rescinding a federal policy that required agencies to provide information in multiple languages. Immigrant rights advocates feared the move would fuel discrimination and make it more difficult for non-English speakers to vote and to access critical federal benefits.

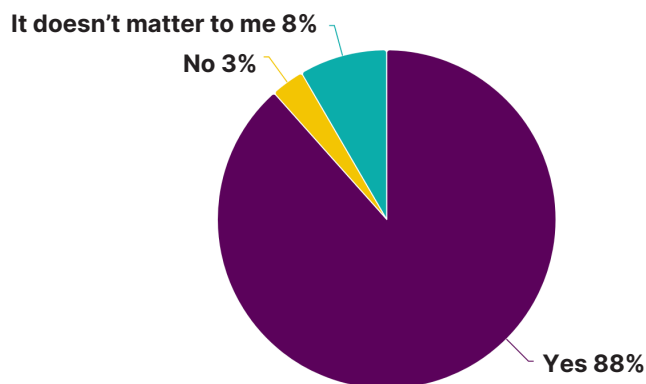
Two weeks later, the administration announced the firing of half the staff at the Department of Education, including nearly all employees in the Office of English Language Acquisition (OELA).^[24] As its name implies, the OELA ensures the proper spending of money earmarked to help students learn English. It remains unclear whether the office will continue to exist in any capacity after its gutting.

There are 5.3 million English learners in U.S. schools,^[25] and 76% of them speak Spanish. Public schools are required by federal law to ensure these students have access to high-quality education. For many parents queried in our survey, that means enrolling their kids in bilingual programs.

Nearly 40% of survey respondents said their children attended bilingual, dual-language, or immersion programs. **Latino families expressed deep pride in their language and culture, and they indicated strong support for bilingualism and bilingual education.** Eighty-eight percent of participants reported they want their children to be bilingual, and 92% said child care facilities should offer multilingual and multicultural education.



Do you want your child to be bilingual in English and Spanish?



^[24] Chalkbeat

^[25] National Center for Education Statistics



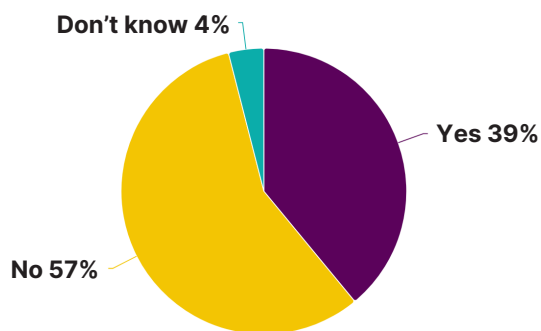
"The first two years, I felt lost. I was like, 'He's crying. What's wrong?' OK, I'll take him to the doctor. After taking the class, I had a better idea of what to do and how to do it."

—Adriana Lopez
Mother of two, Rio Rico, Ariz.

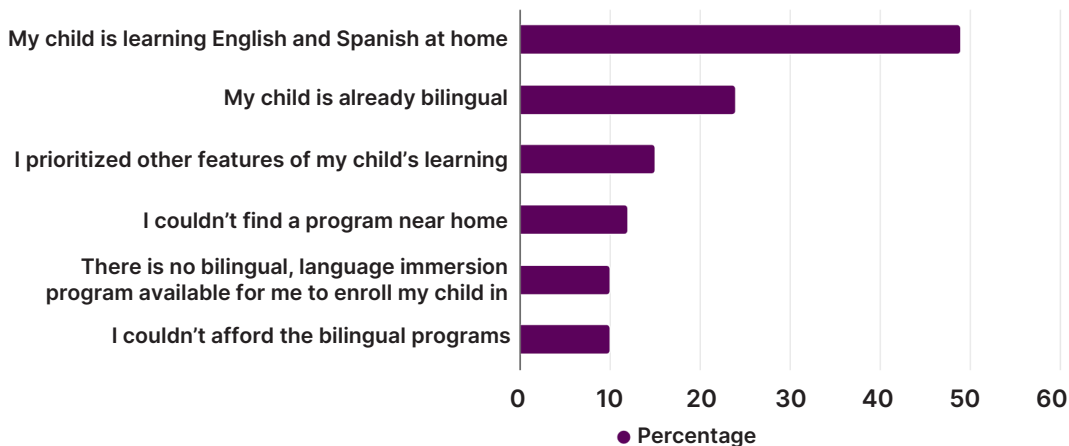
[Read Adriana Lopez's Story](#)



Does your child attend a bilingual, language immersion, or dual-language program?



If not, why?





Solutions

When it comes to caring for their young children, **Latino families are unequivocal: They are advocating for high-quality, affordable child care programs that pay fair wages to staff and celebrate Latino culture and language in the classroom.**

A young child’s brain develops at an astounding rate early in life — and families understand it is critical to give their children a strong start. They know smart government programs can help them get there. Our survey respondents indicated overwhelming support for social safety nets that help young families learn and grow together. **Nearly three-quarters of families oppose eliminating Head Start programs, and 91% support state-run paid family leave programs that allow parents to care for their newborns and newly adopted children without enduring the stress and uncertainty of unpaid time off work.** This support remained strong even when respondents learned that employees would have to pay a few dollars each week to fund the program.

Family is at the center of Latino life, and this year’s survey underscores that child care policies should be designed not just to subsidize out-of-home care, but also to support parents in engaging trusted family members to help nurture and educate their young children. During the pandemic in New Mexico, where child care is free for most families^[26], family members who cared for young relatives could apply for a license from the state. If awarded, they received reimbursements for their efforts. Programs like these not only uplift extended families, but also expand options for the 51% of parents who live in child care deserts.^[27]



Respondents indicated strong support for paid family leave:



91%

support state-run paid family leave programs



81%

support paid family leave programs even knowing that programs cost employees a few dollars per week

^[26] Moments Together NM

^[27] Center for American Progress



Conclusion

This survey is a snapshot of an enterprising, resilient, growing community working hard to raise the next generation amid economic challenges and political unrest. Latino families with young children contribute their entrepreneurial spirit, bilingualism, and optimism to their communities, and they understand what they need to thrive.

Families are advocating for continued and expanded access to social safety net programs, bipartisan immigration reform, and common-sense investments in the education and care of young children. Policymakers would do well to consider the insights and creative solutions coming from this robust community.

About this Report



Survey Methodology

On behalf of AP-OD and UnidosUS, BSP Research collected opinions from 1,377 Latino parents and primary caregivers of children 5 years of age or younger, including expecting families, using a blended data collection approach that included online surveys and live telephone interviews conducted via landlines and cell phones. The survey was available in English or Spanish and carried an overall +/- 2.6% margin of error, with larger margins for the subsamples. Upon completion, the data were weighted to match the U.S. Census ACS for parents and caregivers of Latino origin. The survey included oversamples for Arizona (n=101), California (n=588), Florida (n=131), New Mexico (n=201), and Texas (n=161). This year's survey also included a sample of Latino adults who live in Los Angeles County (n=275) to allow for some discussion of the impact of the Los Angeles area wildfires on the Latino community. This is the fourth survey in the National Latino Family Survey series that dates back to the year 2020. Reports from the earlier surveys are available at the following webpage: <https://ap-od.org/latino-family-survey/>. Due to rounding, some of the total % numbers do not sum to 100%.

Acknowledgments

We extend our deepest thanks to the following partners and collaborators on this report:

Report designed by: [MediaDesk](#)

Partners and funders:

[UnidosUS](#)

[BSP Research](#)

[J.B. and M.K. Pritzker Family Foundation](#)

[Robert Wood Johnson Foundation](#)

[Conrad N. Hilton Foundation](#)

[University of Arizona Cooperative Extension](#)

[Fathers New Mexico](#)

[Redlands Christian Migrant Association \(RCMA\)](#)

Parents:

Carmen Adriana Lopez

Hector Aveldaño

Mariela Garcia & Eduardo Maldonado

