



National Latino Family Report 2026



BSP  research



Introduction

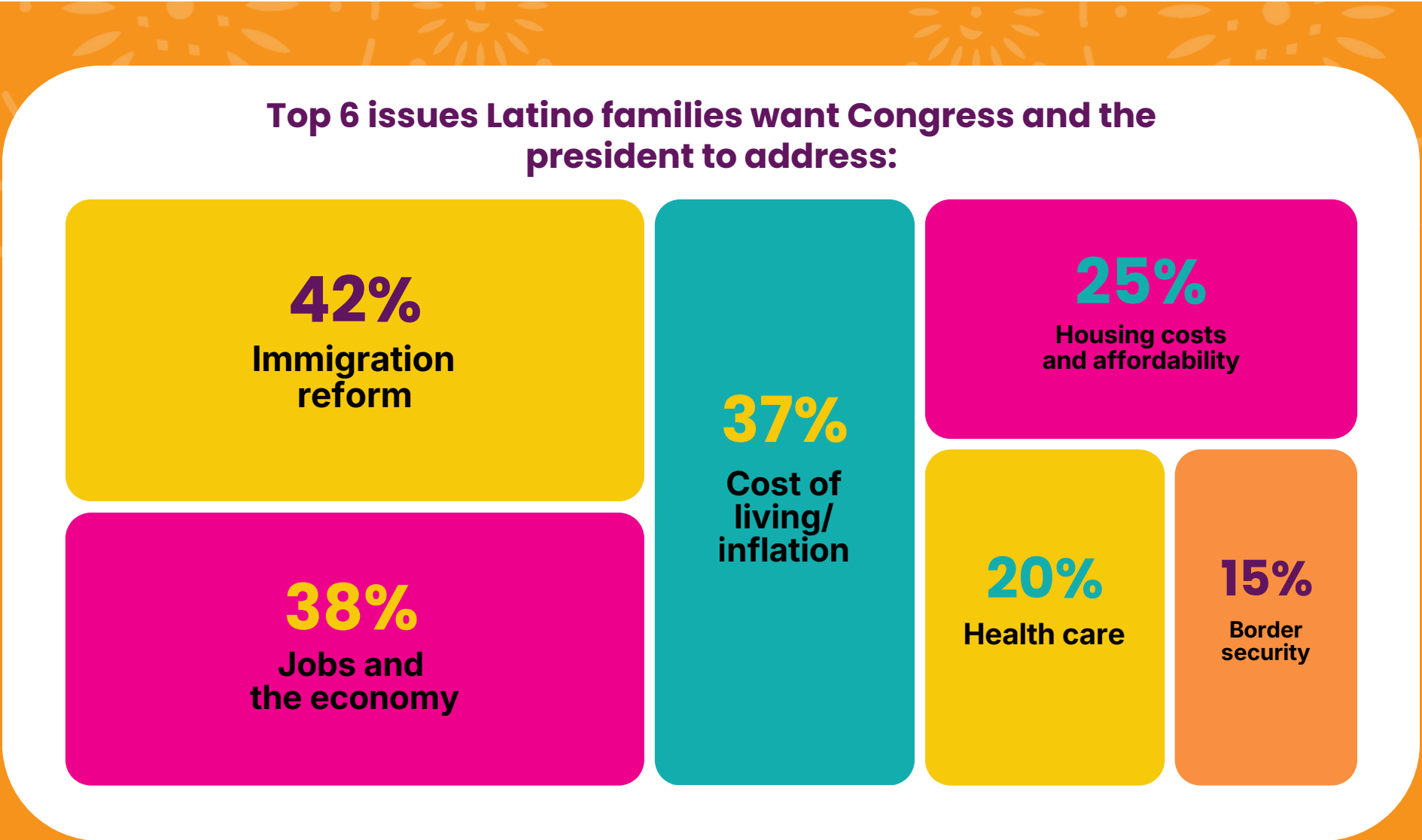
AP-OD, in conjunction with UnidosUS and BSP Research, surveyed 1300 Latino parents and primary caregivers who have young children in their household (prenatal through 5 years old) across the United States. For Latino families with young children, 2026 has been marked by rising living costs and ongoing uncertainty around federal immigration and healthcare policies that directly impact families. The survey was designed to better understand how these economic pressures and policy shifts are impacting Latino parents and caregivers, specifically in terms of their economic conditions, their attitudes toward health and immigration policies, and their views on childcare and child wellbeing. As the fourth national poll conducted since 2020, the data provide a comprehensive overview of the state of Latino parents and caregivers over this time period. This year's survey includes oversamples in New Mexico, California, and Texas.

This year, Latino families expressed increased urgency related to immigration policy, with nearly half (42%) identifying immigration reform and protecting immigrant rights as a top priority. This nearly doubled from 23% in 2025. With cuts to vital health care programs such as Medicaid and continued uncertainty about coverage eligibility, many families report healthcare costs and access to quality healthcare as salient concerns.

The Latino community is an economic powerhouse in the United States, generating over \$4 trillion in 2025, driving growth in manufacturing, business ownership, and workforce expansion.^[1] Despite this, 78% of Latino adults say economic conditions today are only fair or poor. This appears to be attributable to rising costs, including housing, which continues to strain Latino families.

Even amidst these challenges, Latino voter turnout has increased over the past decade, with particularly high participation in recent elections.^[2] In 2024, 36.2 million Latinos were eligible to vote, which is 4 million higher than 2020 and “more than double the 14.3 million Latino eligible voters in 2000”.^[3] This continued growth speaks to the expanding influence of Latino families and their increasing role in shaping policy priorities.

With five years of survey data that date back to the height of the pandemic, this year’s report is able



[1] Latino Donor Collaborative
[2] Pew Research Center
[3] Pew Research Center

to make reference to shifts in priorities among Latino parents. In 2026, immigration reform and protecting the rights of immigrants now ranks as the top issue (42%), a significant rise from 2025 (23%) and previous years (13% in 2023 and 2022).

Economic concerns overall have remained central across all years, with jobs and the economy (38%) and the rising cost of living (37%) remaining top concerns. Housing also continues to be at the top of the priority list, with reducing housing costs ranking fourth in 2026 (25%). The economic challenges facing Latino families is reflected in the rising cost of living being identified as the top priority through 2025, and remaining in the top three priorities across all years of data collection.

Other issues have seen more fluctuation over time. Healthcare has remained a consistent mid-tier concern, ranging from 13% to 23% across the years, while concern about gun violence has declined from a peak of 24% in 2023 to 13% in 2026. Education has also dropped in priority, falling from 17% in 2022 to just 9% in 2026.



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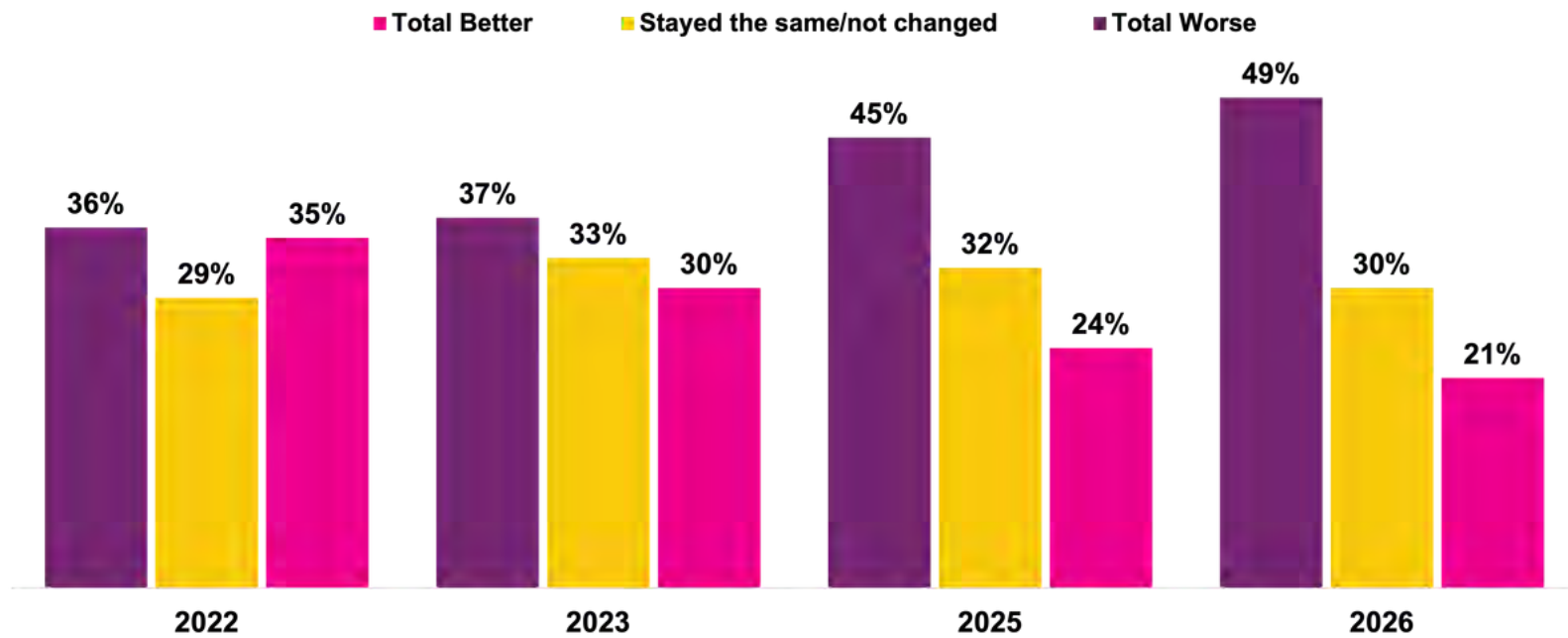


Economic Wellbeing

Latino families continue to put a strong emphasis on economic concerns largely due to the tremendous financial strain driven by inflation. The data from the National Latino Family Survey help us understand why the Latino electorate has made addressing inflation and providing higher paying jobs a top priority for several election cycles.

Nearly half (49%) of Latino parents of young children this year reported that their financial situation has gotten worse over the past year (18% “a lot worse”). When we look at the percentage of families who have seen their household’s financial reality get worse over time, we see just how challenging the economy has been for Latinos over the past five years. As reflected in the figure below, this segment of Latino families across the country has grown from 36% in 2022 following the significant COVID-19 driven recession up to 45% in 2025 before the high of this year, just under 50%. In contrast, only 21% say their situation has improved in 2026, down from 35% in 2022.

In the past year, has your economic situation gotten:



The inability to keep up with the sharp rise in costs is forcing far too many Latino parents to make difficult decisions that may have long-term consequences for their families. Fortunately, 40% of Latino families are able to leverage their networks to manage their financial situation in the face of price increases, reporting that they have borrowed money from friends or family.

As shown in the figure below, other families in the Latino community have had to make more challenging decisions to manage the spike in inflation, including 29% who used their credit cards as a

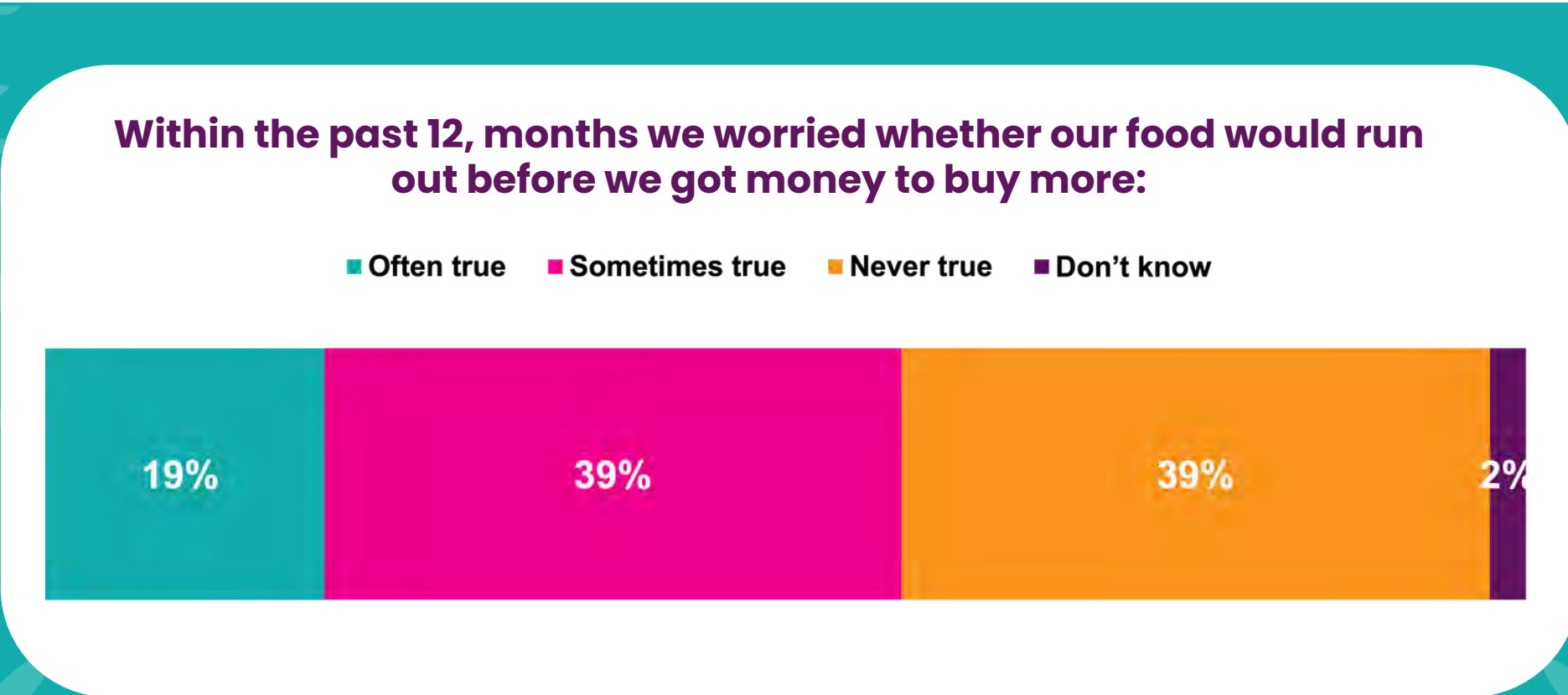
Top 5 actions taken over the past year to manage financial situations due to price increases and the rising cost of living



method to deal with price increases. Another one-fifth (21%) used up all or most of their savings to pay family expenses, and 23% reported selling personal belongings. Many families have also had to incur debt over the past year, such as applying for loans from banks and credit unions (16%) or loans from a payday or title loan company with a high interest rate (13%).

Some families are also making difficult adjustments to their living situations. One-tenth (11%) reported skipping a rent, mortgage, or car payment, 8% moved in with others to reduce costs, and 7% asked for extensions from landlords or mortgage providers. Alarming, 9% postponed or cut back on health-related expenses. All of these together indicate that financial strain is not only affecting household budgets but also potentially impacting long-term health and well-being.

Food insecurity across the country has become a growing concern as the strain on families lingers on. The survey makes clear that this is a pressing challenge for Latino families in particular. Over the past 12 months, a majority of Latino households in our survey report experiencing some level of food insecurity, with 19% saying it was “often true” that they worried their food would run out before they had money to buy more, and another 39% saying this was “sometimes true.” By contrast, only 39% report that this was “never” a concern.



The vast majority (65%) of respondents reported that lowering food costs would help ensure that their family has access to healthy, nutritious food. More than one-third (37%) said that participating in programs that provide access to food (such as food pantries, WIC, and SNAP) would help, as well as 30% who pointed to the importance of having healthier food options available in stores in their community. Smaller portions of respondents agreed with other community-based solutions, such as community gardens (13%); still, this reflects more than one-in-ten Latino families.

Perhaps one of the most striking findings is that 54% of Latino families have less than \$1,000 in savings, including nearly one-fifth (18%) who have less than \$100. This is especially high among Latina mothers, where 21% have less than \$100 in savings and 60% have less than \$1,000, and among young parents aged 18 to 29, where 21% have less than \$100 in savings and 64% have less than \$1,000. When asked specifically where respondents access financial assistance in an emergency, 49% of Latino parents reported going to family and friends, and using credit cards. About one-in-ten (9%) go to Pay Day apps and loan companies.



54%

**of Latino families have
less than \$1,000 in
savings**

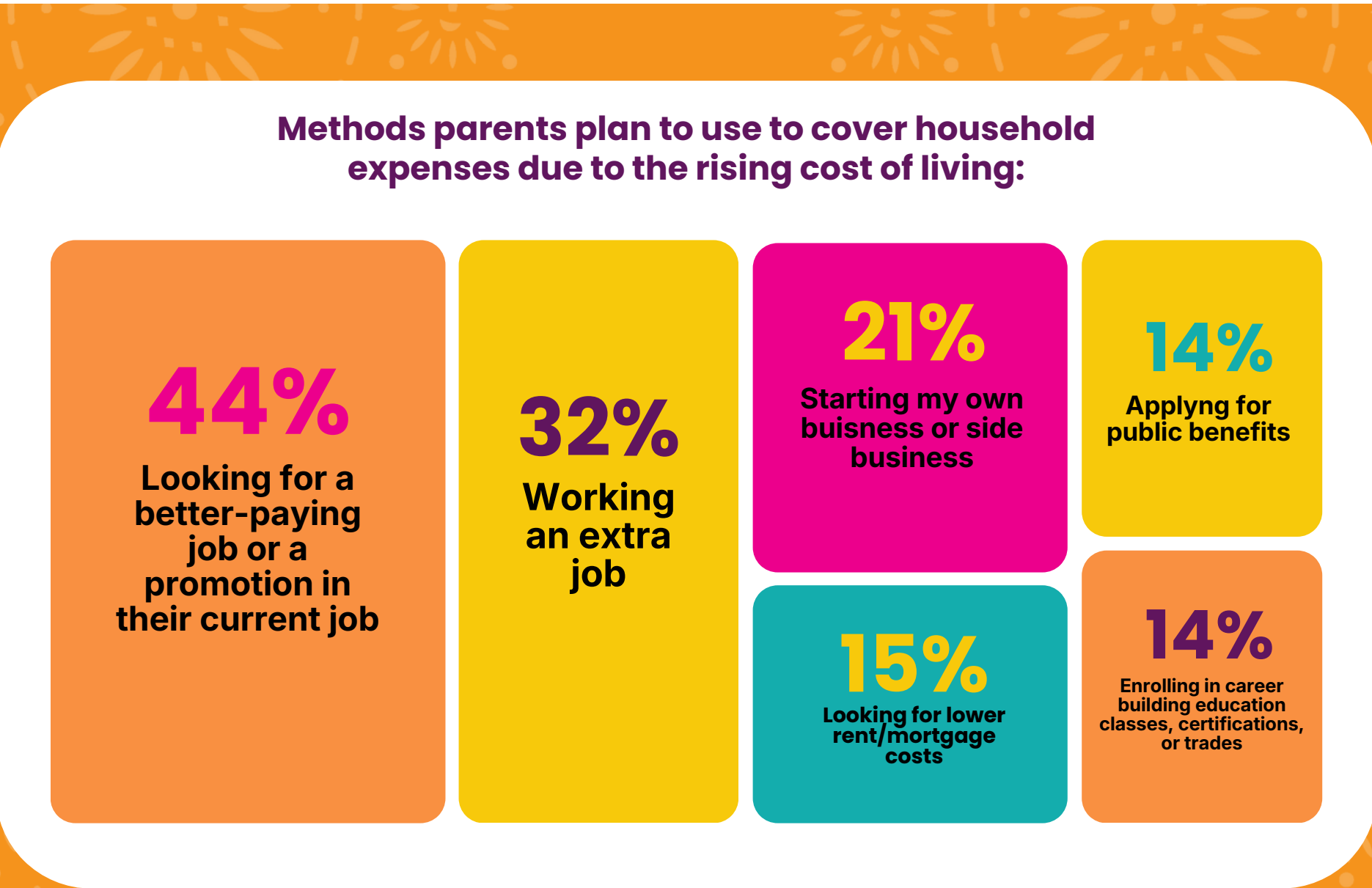


Latino Families are Taking Action

Latino parents and primary caregivers are taking action to help their families during challenging economic times. Just under half (44%) of Latino parents are looking for a better-paying job or promotion in response to the rising cost of living, while one-third (32%) are working an extra job. One-in-five (21%) started their own business, and 15% are searching for lower rent or mortgage costs to reduce expenses. Some (13%) are also investing in longer-term strategies, like enrolling in

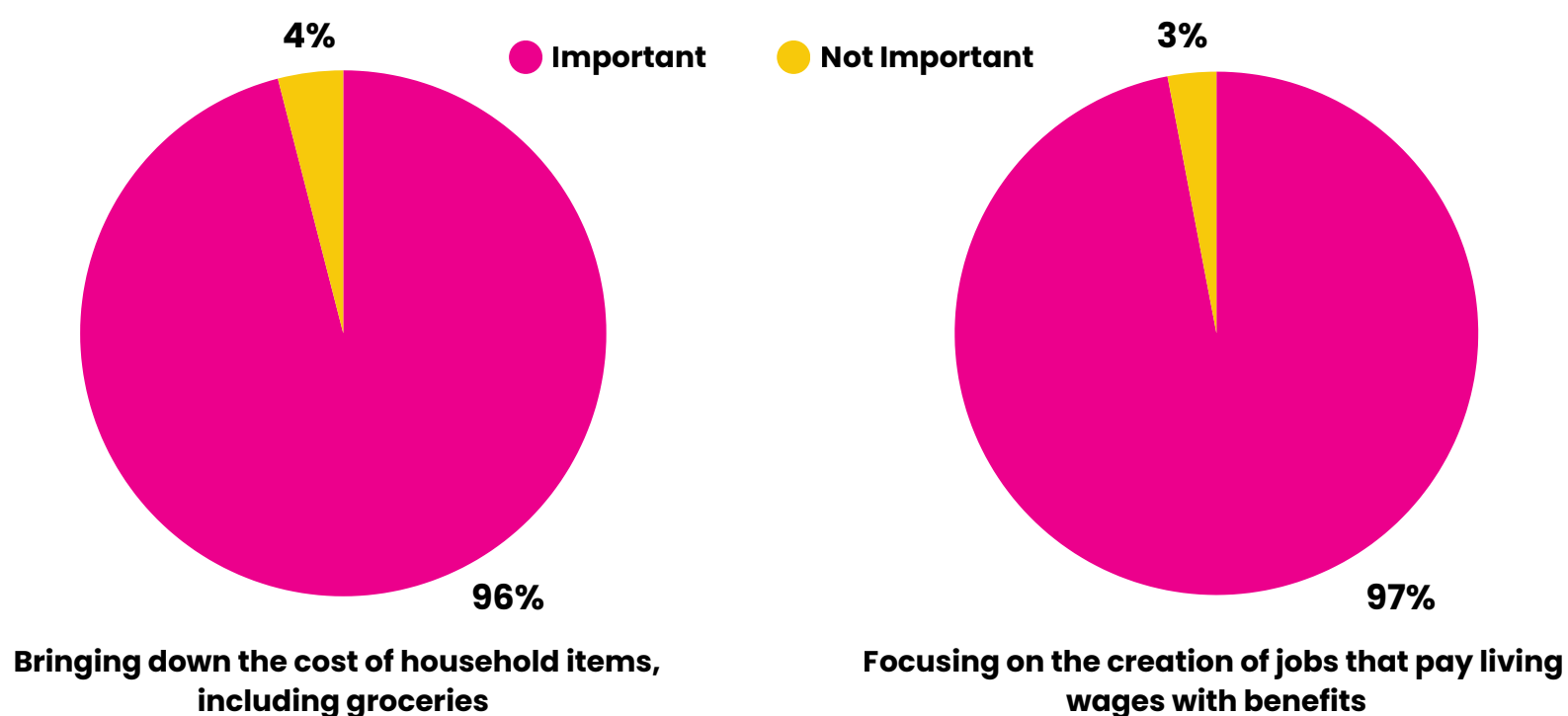
career-building classes or getting certificates in trades. Latino families are doing their best for their families which speaks to the resilience and work-ethic of the community.

Latino families have done their best to keep their families thriving during a challenging year. With this context, it is unsurprising, then, that there is essentially unanimous agreement that it is important for Congress and the President to address bringing down the cost of household items (96% important, 4% unimportant) and to focus on the creation of jobs that pay living wages with benefits (97% important, 3% unimportant). This high support is consistent across all demographic factors, including age, state, gender, education, income, Latin American origin, partisanship, etc.



Many Latino families have found themselves in need of government support to help them weather a financial challenge. One-third (33%) reported having applied for SNAP in the past two years, while just over one-fourth (27%) have applied for Medicaid in the same time period. Smaller but notable shares of participants applied for other types of assistance, such as housing benefits (10%), childcare subsidies (10%), unemployment benefits (8%), and TANF (7%). Only 2% of Latino parents reported having applied for disability benefits in the past two years.

How important do you think it is that Congress and the president address the following policy issues?

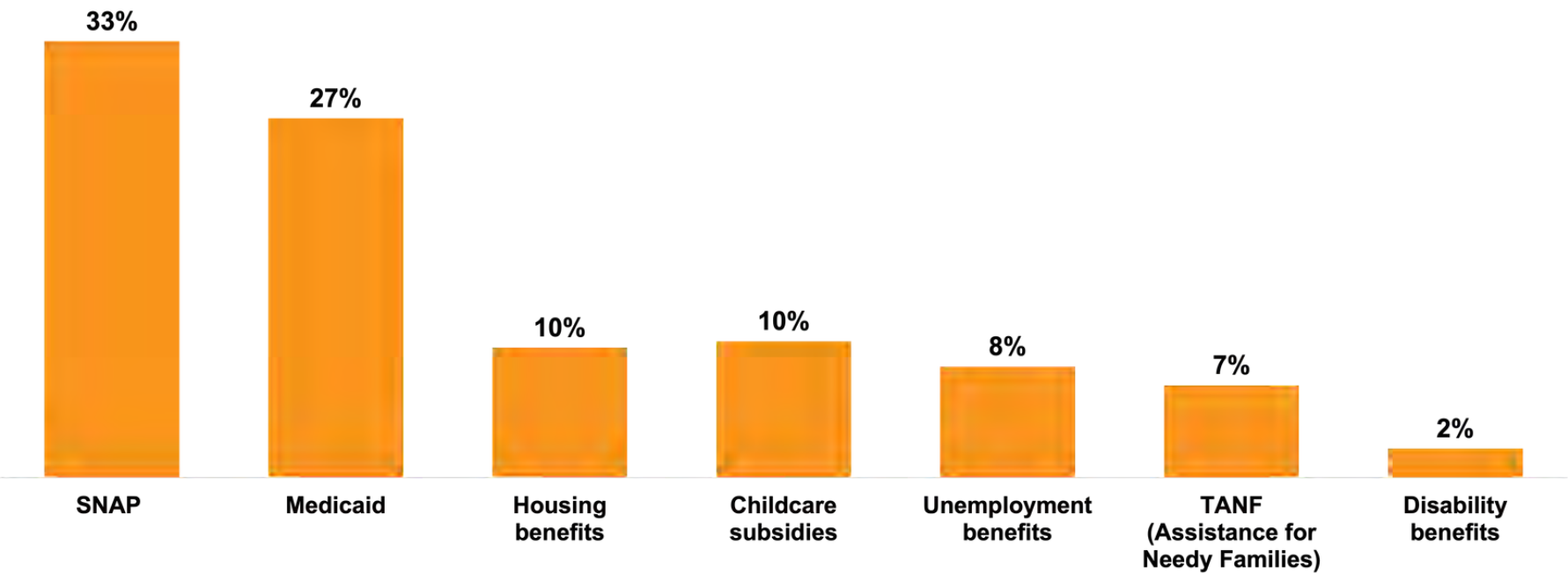


Applying for these government programs also varies across age. Young adults between the ages of 18 and 29 were most likely to have applied for SNAP (34%), while older adults over age 40 were less likely (29%). A similar pattern appears for Medicaid, with the highest application rate among the youngest group (31%) compared to 25% of those 30–39 and 18% of those 40+. Older adults, however, were more likely to report receiving unemployment benefits (15%) and housing assistance (12%) than younger groups.

There are also notable differences by state. Applying for SNAP was highest in New Mexico (47%) and Texas (35%) compared to California (29%). The same pattern emerged in regard to Medicaid applications, with higher rates in Texas (34%) and New Mexico (36%) than in California (20%). New Mexico also stands out for higher reported applications for childcare subsidies (16%) and unemployment benefits (16%).

Access to social support benefits is vital to Latino families, often a critical resource that has helped families from financial ruin and have helped them take important steps toward establishing financial independence and stability. About half (49%) say these programs supported them during a tough financial period, and 42% report that benefits helped them while they were in between jobs. Nearly one-third (29%) say assistance made it possible for a parent to stay home with children. This also differs by employment status. Half of those with full-time (50%) and part-time jobs (58%) reported that these benefits supported them during a tough financial time period, while 47% of unemployed participants reported the same. Nearly half of all employed people reported that the benefits helped them while they were in-between jobs (47% for full-time workers; 51% for part-time workers).

Over the past two years, have you applied for any assistance from the federal or state government to help you or your family?



The impact of social support benefits on families



49%

Supported them during a tough period financially



42%

Helped them while they were in between jobs



29%

Helped a parent to stay home with children



11%

Helped them get back on their feet, and now they don't need the benefits



Solutions, Reforms, and the Future

This year's survey makes clear that Latino families have sought social support benefits to help offset the strain of an incredibly challenging economy. Some experts have suggested that social support systems may not ever be the same as they were before the drastic cuts in the federal workforce and other shifts in operations under the current administration.

This year's study provides a fresh perspective on Latinos experiences with the social benefit system and their views about the role of government moving forward. Respondents were asked to choose between two statements regarding the role of government in society.

A clear majority of all Latino parents (65%) say it is important to protect social safety net programs such as WIC and SNAP and restore them back to the same funding levels they were at before President Trump took office. Support is consistent across partisanship levels, as 69% of Democrats, 62% of Independents, and 60% of Republicans support bringing funding levels back to pre-Trump levels.

Just over one in five Latino parents/primary caregivers (22%) believe that social safety net programs have not effectively improved the economic well-being of vulnerable families and instead favor alternatives such as direct cash payments to help families cover daily expenses. Direct cash payments have proven to be effective in helping families address their immediate needs and improved economic well-being, and are particularly effective alternatives to government aid for undocumented and mixed-status families.

This perspective is most common among Republicans (28%), but comparable to the 22% of Democrats and 19% of Independents who also favor an alternative approach to providing social support to families. The remaining 13% are unsure, though uncertainty is somewhat higher among Independents (19%), suggesting that while most Latino families hold clear views on the role of government in supporting economic security, there remains a noteworthy segment who is still unsure about solutions.

Which of the following statements best reflects your views regarding the role of government in society:

It is important to protect the social safety net programs such as WIC and SNAP and bring them back to the same funding levels they were at before President Trump took office and began cutting these programs.

65%

The social safety net programs never really worked to improve the economic well-being of vulnerable families, we should look at alternatives to support families, such as providing families with direct cash payments to support their daily expenses.

22%

Don't know/unsure

13%

This lack of certainty may be driven by mixed experiences among Latinos families navigating the social systems. In fact, 44% of families that applied for public benefits reported that they have faced challenges gaining access to the social support program they had applied for, including being ineligible for the program.

This year's survey included a segment focused specifically on Latino attitudes toward Artificial Intelligence (AI). We find that one-third (33%) of Latino parents are extremely or moderately concerned that artificial Intelligence or AI will limit their children's job opportunities when they are ready to start their career. One-fourth (27%) are extremely or moderately concerned that artificial Intelligence or AI will put your job in jeopardy before they are ready to retire.

Overall, Latino parents are not only navigating a broader sense of economic insecurity, but also anxieties about technological changes. These concerns about artificial intelligence reflect fears that future opportunities may become less accessible for both parents and their children, reinforcing a broader perception that economic security is increasingly difficult to attain and sustain.

Expanding access to workforce development and educational opportunities focused on emerging labor sectors to the Latino community would go a long way toward alleviating these fears. As data centers continue to emerge across the country in high Latino population areas, including Phoenix, Las Vegas, Dallas and San Antonio, there is a great opportunity for Latinos to find careers connected to these centers. Counties can leverage tax breaks and other resources they use to attract data centers to their locations to help ensure that local workers have direct access to workforce development, similar to Project Jupiter in Dona Ana County in New Mexico, which includes tens of millions of dollars in commitments for local infrastructure and economic development.^[4]



"For my husband and myself, informing ourselves about financial literacy has been something that we've tried to invest more time into. It's been years in the making to get my husband confident enough to open up his own business... that's going to be exciting but also financially more geared toward having financial freedom"

– Joana Perez
Mother of eight, Los Angeles, CA

Read Joana's Story

[4] Project Jupiter



Healthcare Challenges Facing Latino Families

Similar to the other policy areas covered in this year's report, the impact of rising healthcare costs is more pronounced among Latinos than other racial and ethnic groups. A statewide survey of California residents conducted on behalf of the California Health Foundation^[5] found that Latinos were bearing the brunt of medical costs across several of their measures of stress than any other racial or ethnic group. This is consistent with a recent national Kaiser Family Foundation poll^[6] that found Hispanic Americans are more likely to report they have had difficulty paying for healthcare in the past year to a greater extent than other racial and ethnic groups.

[5] California Health Foundation

[6] Kaiser Family Foundation

This year’s National Latino Family Survey reinforces the importance of healthcare costs to Latino families across the country. The cost of healthcare has consistently been one of the top five federal policy priorities of Latino families throughout this series of national polls. In the most recent survey, one in five respondents identified the cost of health care as one of their top priorities for the federal government to address.

Americans who lack health insurance are more likely to face challenges paying for the health care they need, making access to health insurance a key measure the National Latino Family Survey includes every year. Latinos have faced significant barriers in access to health insurance and healthcare more broadly, and remain less likely to be insured than non-Latinos in the United States, with over half of Latinos not having adequate insurance^[7] that covers most of their healthcare needs. This year’s survey finds that 13% of Latinos were uninsured at the time of interview. However, only 47% of Latinos who are currently insured report that their insurance covers all of their healthcare needs.

We find that 53% of Latino parents have health insurance that covers only some of their needs, while 47% have insurance that covers all their needs. Respondents in New Mexico were even more likely to report that their health insurance only covers some needs (58%), while respondents in Texas were most likely to report that their health insurance covers all their needs (50%).

Trust in health centers and doctors remains broadly strong among Latino parents. A large majority (86%) report some level of trust, with nearly half (46%) expressing a great deal of trust, suggesting that dissatisfaction is not rooted in providers themselves but in the cost and accessibility of care. At

How much health insurance covers among those insured:

47%

**My health insurance
covers ALL of my needs**

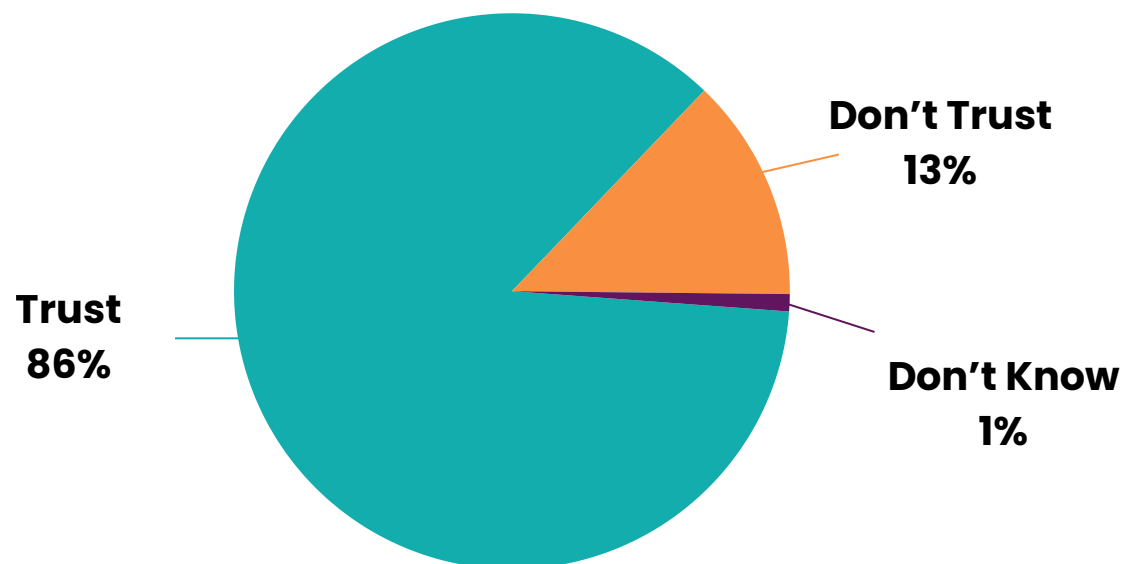


53%

**My health insurance
covers SOME of my needs**

[7] The Commonwealth Fund

How much do you trust health centers/doctors in your community?



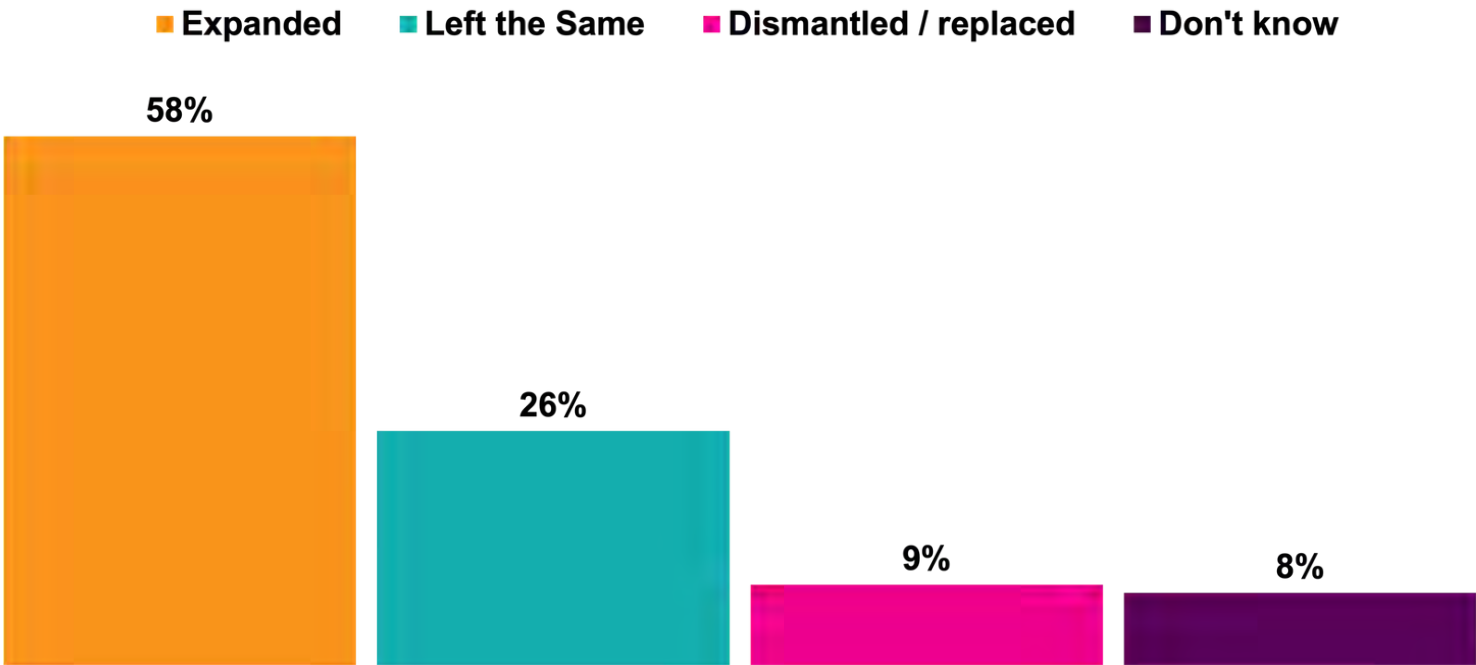
the same time, the 13% who express distrust are not insignificant, especially in the context of the other concerns we have discussed thus far. Distrust is especially high for those making less than \$39k per year (21%), mothers (16%), young parents aged 18 to 29 (17%), Texas (16%) and New Mexico (15%) respondents.



Solutions

Given the various challenges with healthcare discussed so far, it is unsurprising that 98% of Latino parents think it is important for the President and Congress to address healthcare costs. This almost unanimous support is consistent across gender, age, income, and partisanship, reaching as high as 100% support for those in New Mexico. Similarly, there is high support for expanding the Affordable Care Act (Obamacare). Support is consistent across demographics such as income level and age.

When it comes to healthcare, do you think the Affordable Care Act should be expanded, left the same as it is now, or dismantled and replaced with Trump's health plan?



"Every time I needed to see a doctor, I had to pay, medications... it does add up. And that \$70... if she's seeing doctors and medication, that can go towards food or anything else, you know? And, you know, with this economy, every dollar, it's a dollar."

– Yamilka Hidalgo
Mother of one, Pennsylvania

Read Yamika's Story

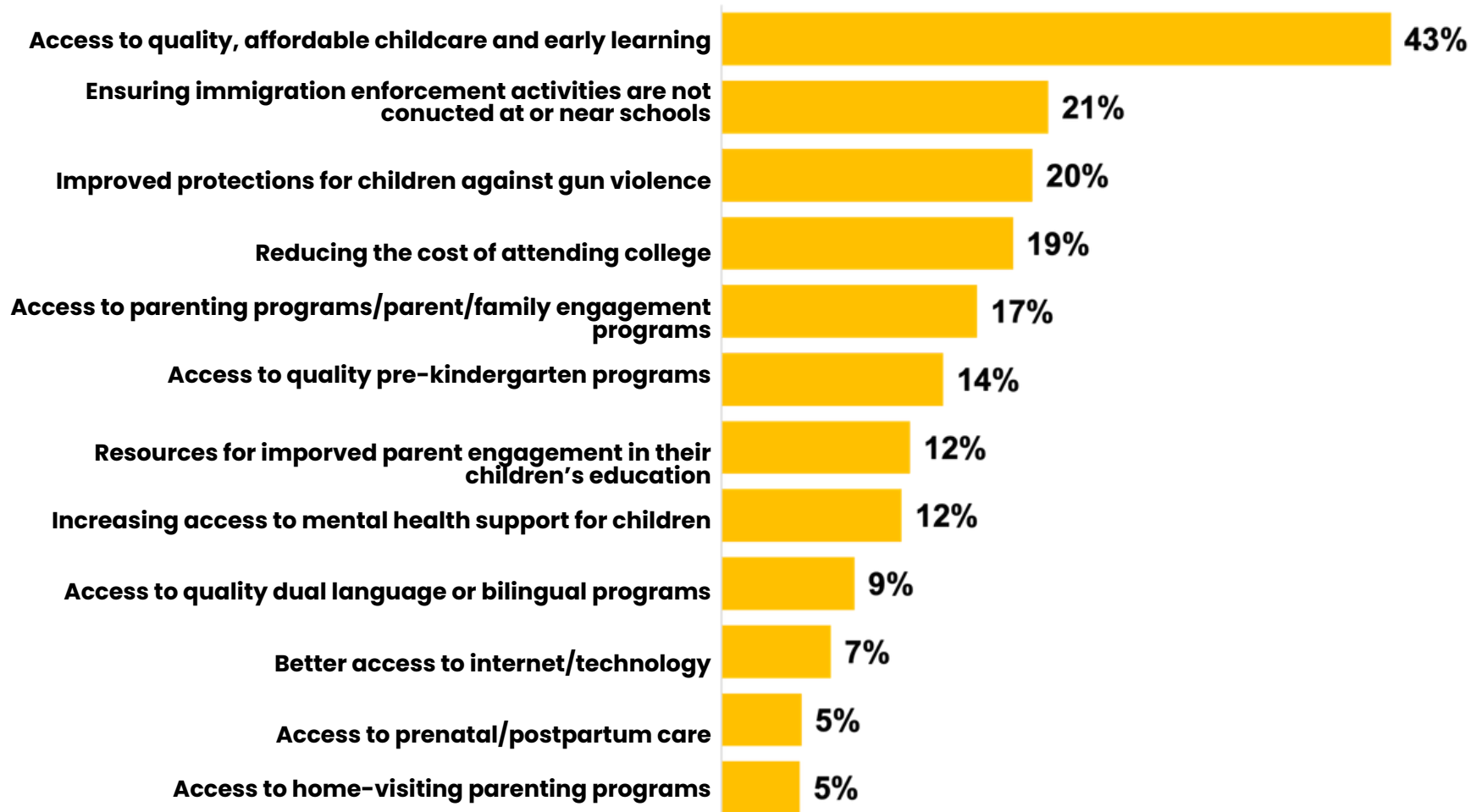


Childcare

When asked which issues the President and Congress should address around child wellbeing, the highest rated issue was having access to quality affordable childcare (43%). Reflecting the impact the current immigration policy climate is having on Latino families, keeping immigration enforcement activities outside of schools emerged as the second highest important issue (21%) among all child-well being priorities. Following closely behind were protecting children against gun violence (20%), reducing the cost of attending college (19%), and increasing access to parenting programs (17%).

When asked how important it is for Congress and the President to address “expanding access to quality affordable childcare and early learning programs,” 97% of Latino respondents agreed that it is important, with 69% rating it “very” important. This agreement is equally high across all subgroups

To improve the wellbeing of children growing up in this country, what are the two most important issues you think President Trump and the new Congress should address?



of the population, including gender, age, income, and partisanship. Agreement reached as high as 100% among some subgroups, such as Cubans. There is also bipartisan agreement that the issue is important, with 96% of Democrats, 98% of Independents, and 95% of Republicans rating this issue important.

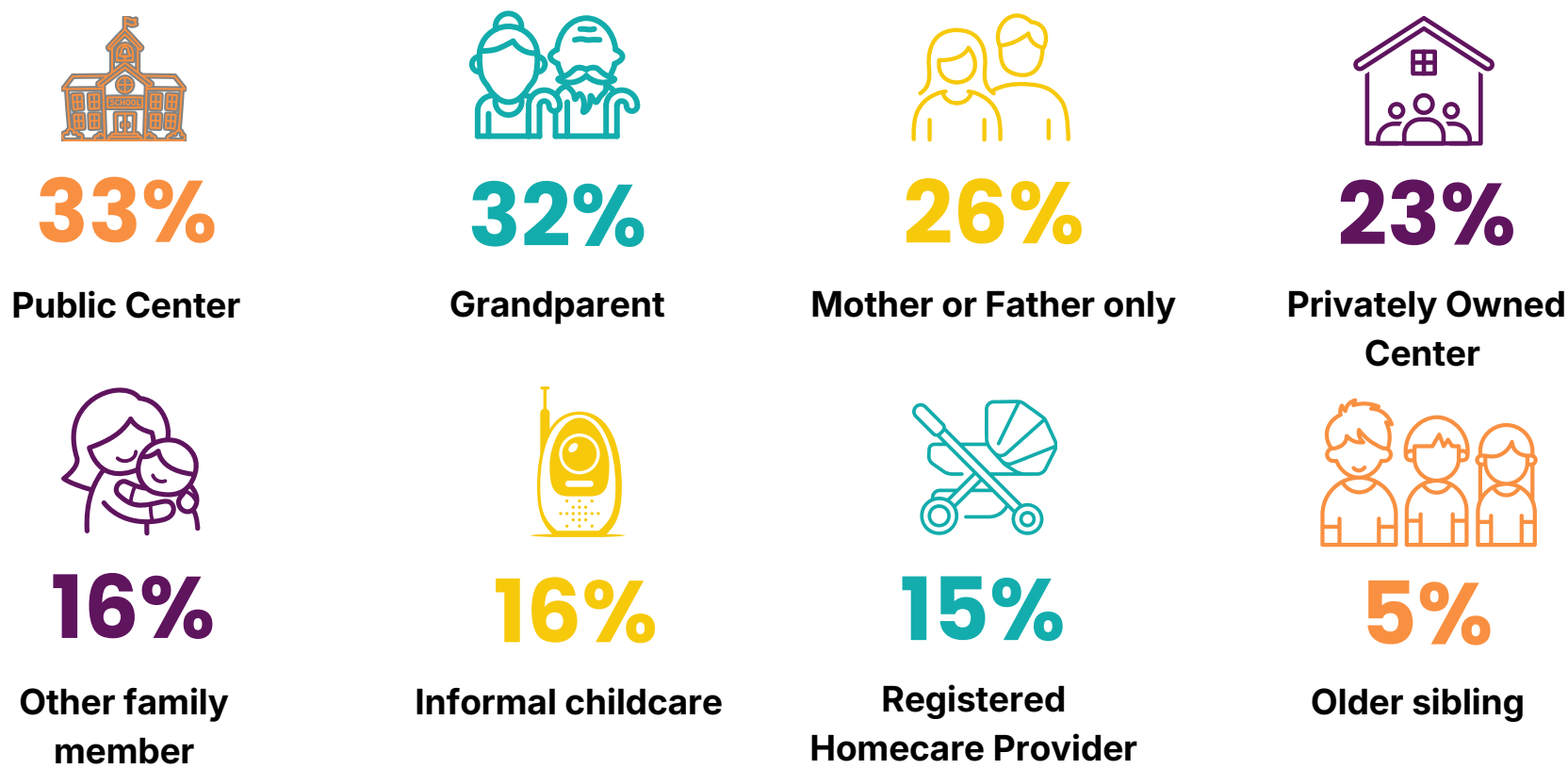
Over half (51%) of Latino parents have not received any childcare for their child since birth, including having someone come to their home to watch their children at least twice per week. Of those who reported not receiving childcare, 32% reported that the primary reason they did not receive childcare is affordability/it being too expensive. Another 24% say that they do not trust others to take care of their children.

Of those who did receive childcare for their children, most used public centers (33%) or had childcare from their family (32% from grandparents, 16% from other family members).

When asked about challenges with childcare specifically, we find that certain challenges have

remained significant for Latino parents over the last several years. For instance, the share of families experiencing rising childcare costs increased from 16% in 2023 to 20% in 2026. While work-related challenges like having to reduce hours or being unable to work have improved since 2023, both still impact nearly one in five Latino families.

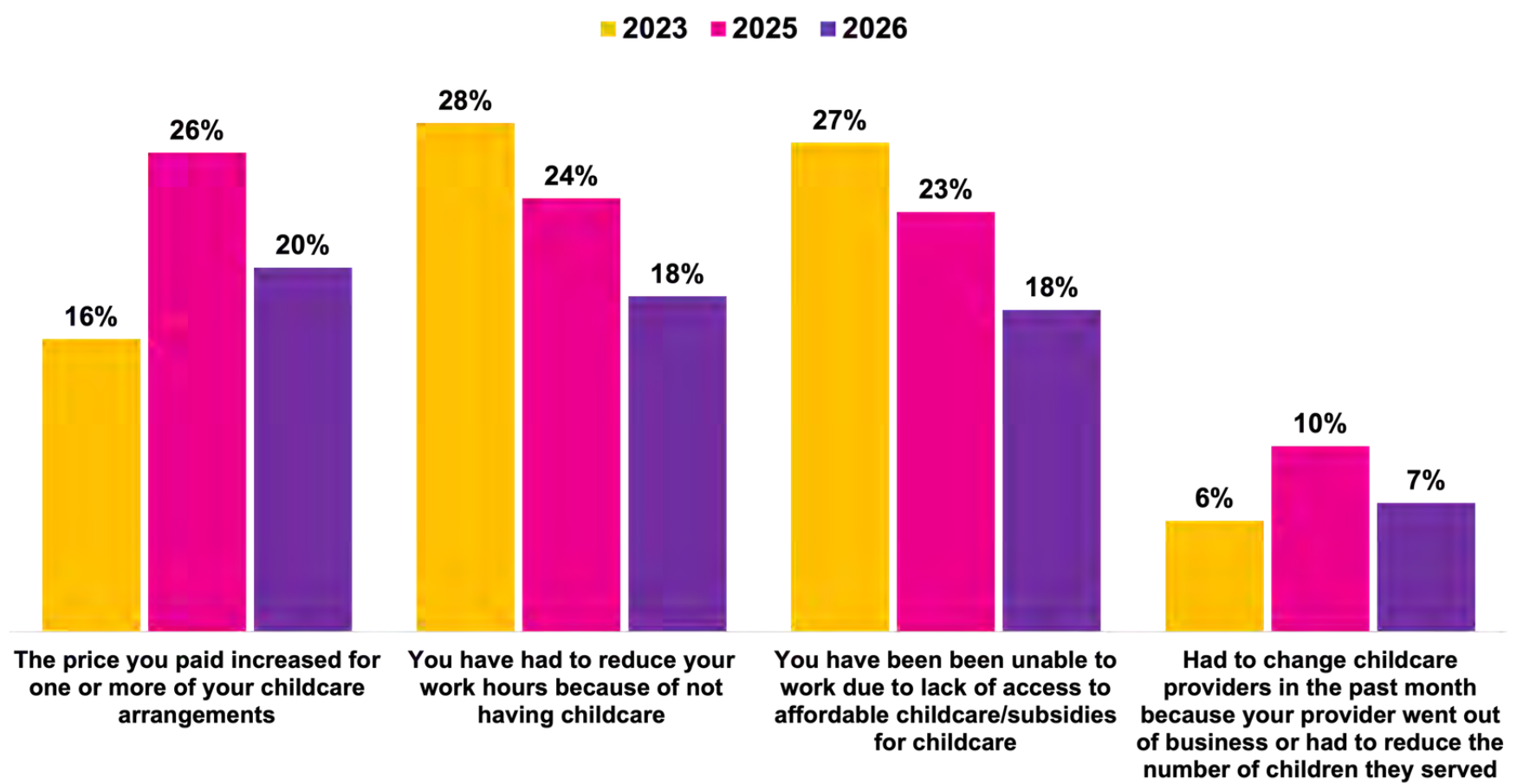
[If their child received child care since birth] Who provides/provided most of your childcare for your child during the day or evening?



We find that there is a strong and consistent desire for bilingualism among parents, with a large majority expressing a desire for their child to speak both English and Spanish (90% in 2023 and 88% in 2025). Similarly, this translates to literacy. In 2026, three-fourths (73%) of respondents reported that they would like their children to also be able to read and write in both English and Spanish, compared to 25% who prefer English only.

Bilingualism proves to be important to many subgroups of Latino parents. In New Mexico, for example, 12% of parents report that access to bilingual education programs is one of the top two child wellbeing issues Congress and the President should address. Support for bilingual literacy is also especially strong in the state: 82% of New Mexican parents report that it is important for their children to be able to read and write in both English and Spanish, which is nine percentage points higher than the national average.

Have you experienced any of the following in the past year due to challenges in one or more of your childcare arrangements?

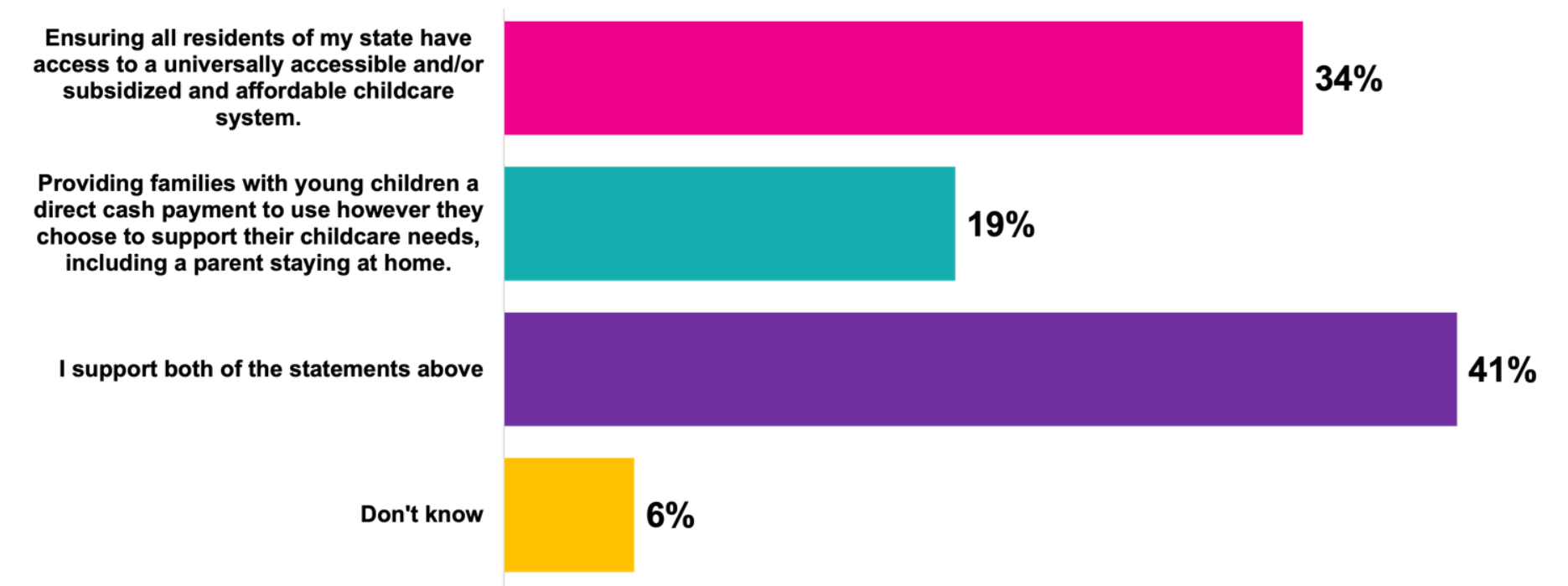


Solutions

This year’s survey also asked Latino parents a question focused on varied approaches for providing families with childcare. One-third (34%) of respondents support “ensuring all residents have access to a universally accessible and/or subsidized and affordable childcare system,” This is similar to the

approach the state of New Mexico is modeling for other states interested in expanding access to childcare, as the state recently became the first in the union to establish universal access to healthcare.^[8] The other one-fifth (19%) of Latino parents/primary caregivers support “providing families with young children a direct cash payment to use however they choose to support their childcare needs, including a parent staying at home.” Many respondents (41%) support both statements equally.

Which of the following approaches do you prefer when it comes to funding early education?



[8] The Office of Governor Michelle Lujan Grisham



Immigration

The unprecedented approach to enforcing immigration status has overpowered all other policy priorities for Latino families in 2026, up from third among all federal priorities in 2025. Immigration reform and protecting immigrants was viewed as more important than any of the independent economic factors including inflation in a year when 49% of Latinos in the survey reported that their personal financial situation was worse now than it was a year ago. This speaks loudly to how the rise in deportation focus by the federal government has impacted the Latino community.

As more data becomes available, it has become clear that Latino families have been disproportionately impacted by the spike in deportations across the country, with the actions of ICE disrupting societal norms and the foundation for a healthy democracy.^[9] Recent research has

[9] Brookings

identified that one of the most pronounced shifts in immigration enforcement has been the deportation of parents (and particularly mothers) with children who are U.S. citizens. One of the most distressing findings from this report is that mothers of U.S. citizens have been deported at rates four times higher than under President Biden.^[10] Thousand of Latino families have therefore been broken over the past year, and this year's survey provides a powerful and fresh perspective on how Latino families are navigating the current climate.

This context helps explain why more than half of respondents to this year's survey reported that they are worried a family member or childcare provider may be detained or deported. The stress of fearing deportation is particularly high among adults above age 40 (64%), and Spanish-speaking households (59%).

Have any of your family members or close friends been detained or deported in the past year? (% Yes)



23%

Overall



25%

Texas



24%

California



14%

New Mexico

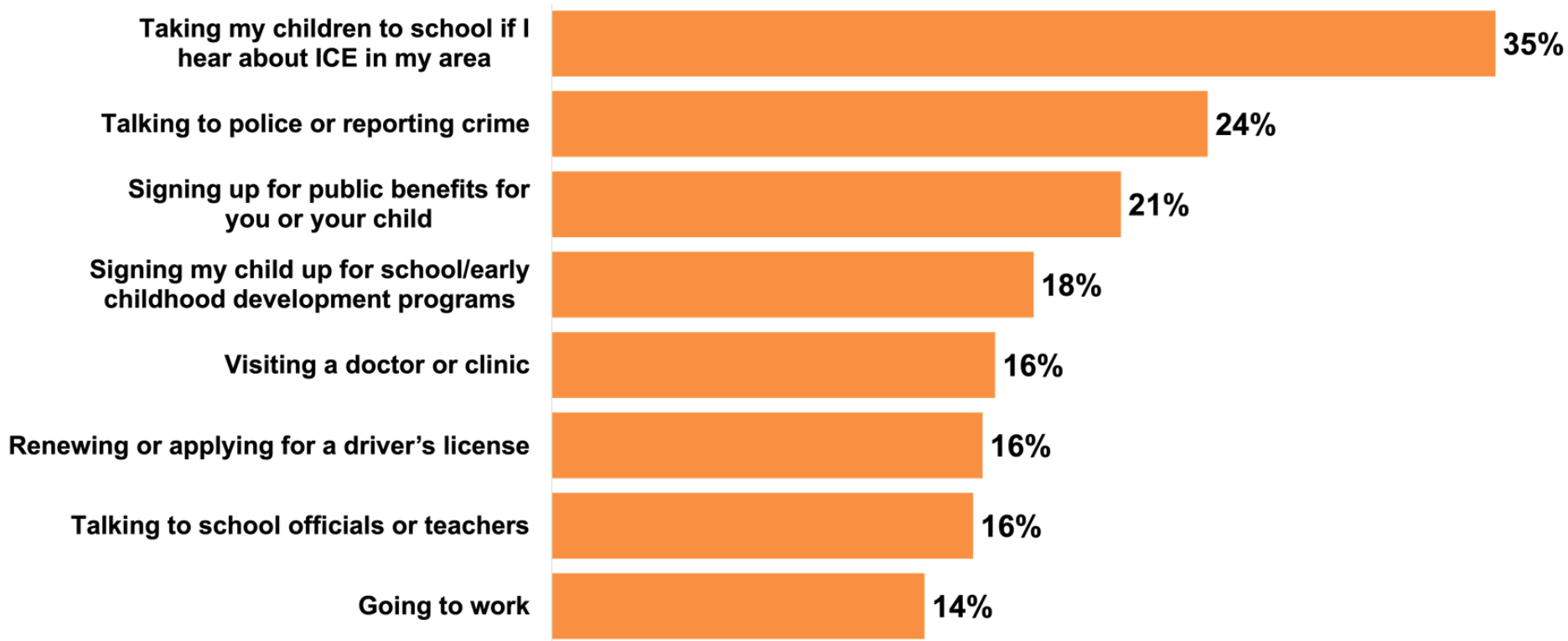
Nearly one-fourth (23%) of all respondents have had friends or family detained or deported in the past year. This experience is notably higher among California (24%) and Texas (25%) respondents than those in New Mexico (14%), which is a strong indication that state level policy can help off-set the damage from aggressive federal deportation action. New Mexico has been a national leader in protecting immigrants from fear of deportation by refusing to cooperate with the Trump administration's deportation efforts. Most recently, the state legislature passed a law^[11] that prohibits state and local governments from: entering into agreements to detain individuals for civil immigration violations, stops the use of public land for immigration detention, and bans 287(g) agreements that turn local law enforcement into immigration agents.

[10] ProPublica

[11] ACLU New Mexico

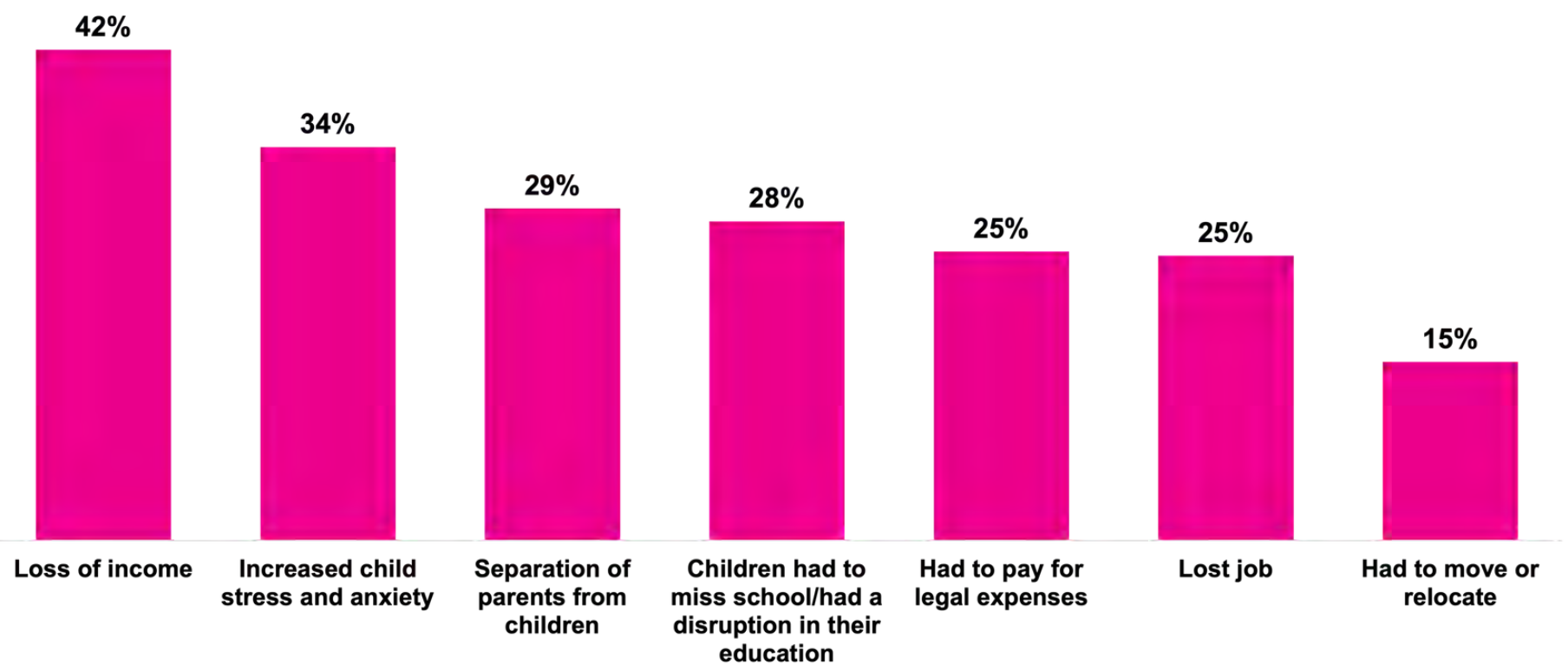
This sense of worry is translating to avoidance of certain activities from respondents, as shown below, Latino parents are avoiding schools, reporting crimes, signing up for public benefits, and more. Some families even report that their children have missed school time this past year due to the administration’s deportation efforts; this is especially high (22%) for those who live in bilingual households.

Please indicate whether you may consider avoiding any of the following activities due to President Trump's mass deportation plans:



A majority of the sample experienced at least one of the following challenges due to their experience with detention or deportation: loss of income (42%), lost a job (25%), their children missing school (28%), separation of parents from their children (29%), legal expenses (25%), increased family stress (34%), and having to move or relocate (15%). As shown in the figure below, young Latino parents aged 18 to 29 were more likely to experience most of these challenges. In fact, 95% of young Latino parents in the sample reported having experienced at least one of the challenges, relative to 76% of parents 30 to 39 years old and 75% of adults over 40.

Did you or your family experience any of the following challenges due to the experience with detention or deportation?



Solutions

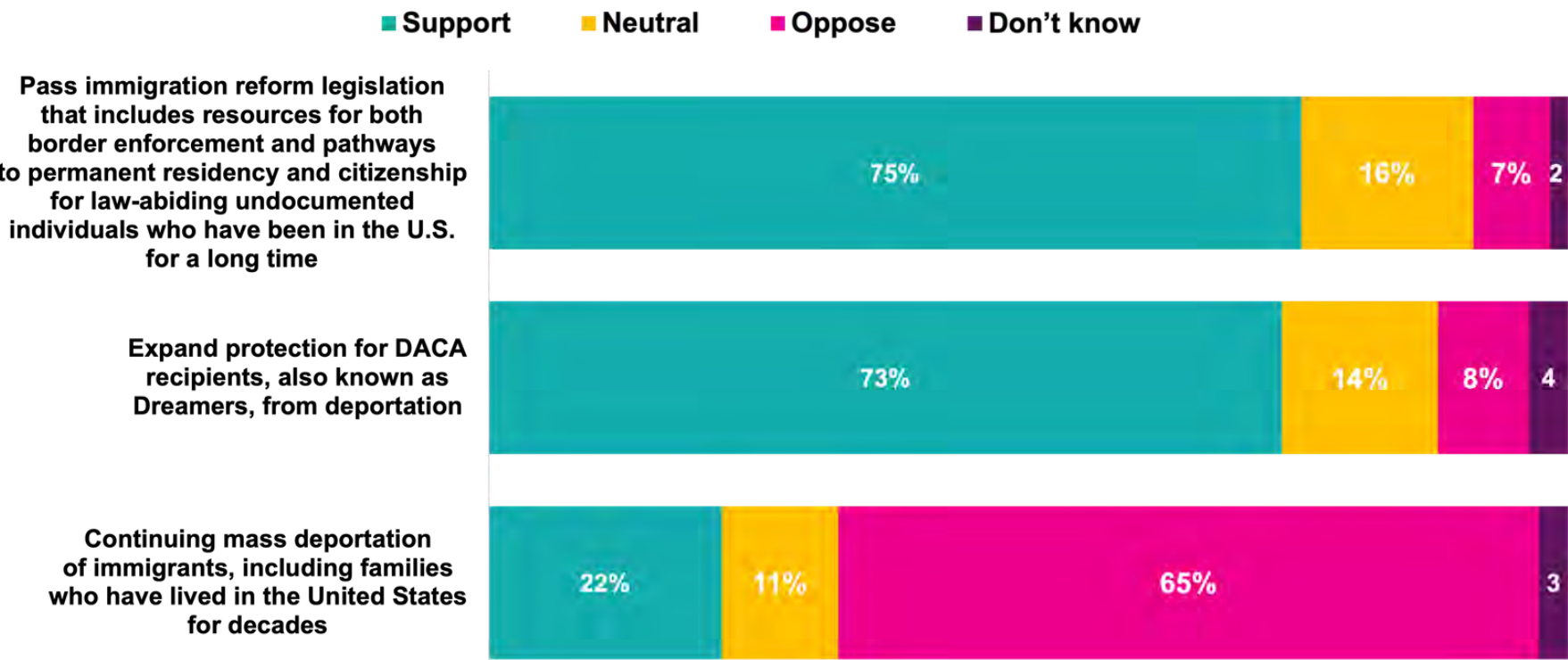
We find that there is very strong support (75%) for passing immigration reform legislation that includes resources for both border enforcement and pathways to permanent residency and citizenship for law-abiding undocumented individuals who have been in the U.S. for a long time. There is similarly high support (73%) to expand protection for DACA recipients, also known as Dreamers, from deportation. This support is to be expected, given the challenges that Latinos and their families have faced in regard to detention and deportation. Support for these policies are

especially high in California, relative to New Mexico and Texas, with 86% in California agreeing with passing reform that includes pathways to citizenship (78% in Texas and 76% in New Mexico), and 85% in California supporting expanding DACA protections (74% in New Mexico and 73% in Texas). Further, a majority of respondents support both statements across partisanship, with a majority of Republicans supporting both.

There is similarly high opposition (65%) for “continuing mass deportation of immigrants, including families who have lived in the United States for decades, underscoring that Latino parents are worried about the recent deportation efforts and support reform that better supports immigrants. Opposition for the mass deportations is lowest among Republicans; however, more Republicans oppose the deportation efforts (44%) than those who support them (32%). Further, opposition remains highest in California (75%), relative to New Mexico (59%) and Texas (61%), which makes sense given that California was the target of much of the deportation efforts in early 2026.

This has led immigration reform to emerge as the top federal policy priorities among Latino families, with 42% of respondents identifying this issue as one of their top three policy issues. Interestingly, respondents in Texas were more likely to rate immigration reform as a top issue (49%), relative to 41% in California and 37% in New Mexico. Further, immigration reform emerged as a top three issue for both Democrats and Republicans, as shown below.

Do you support or oppose the following policies that may be considered or are currently being implemented by the Trump administration?



Even though such a high proportion of Latino parents consider immigration to be a top three priority, the majority believe that it is not safe to stand up for immigrants facing discrimination (64%). Even so, a stronger majority (76%) feel empowered to stand up for immigrants and others facing discrimination, despite it being unsafe. This suggests a strong sense of resilience, where many Latino parents remain committed to supporting and protecting immigrant communities even in the face of fear and uncertainty.

76%

I feel empowered to stand up for immigrants and others facing discrimination

64%

It is not safe to stand up for immigrants and others facing discrimination



"For me, coming here was a new beginning and everything I live, see, and learn, I am grateful for because I would have never had the opportunity in my own country to have the things that I have obtained in the short time I have been here."

–Karina Saldiviar
Mother of two, Pontiac, Michigan

Read Karina's Story

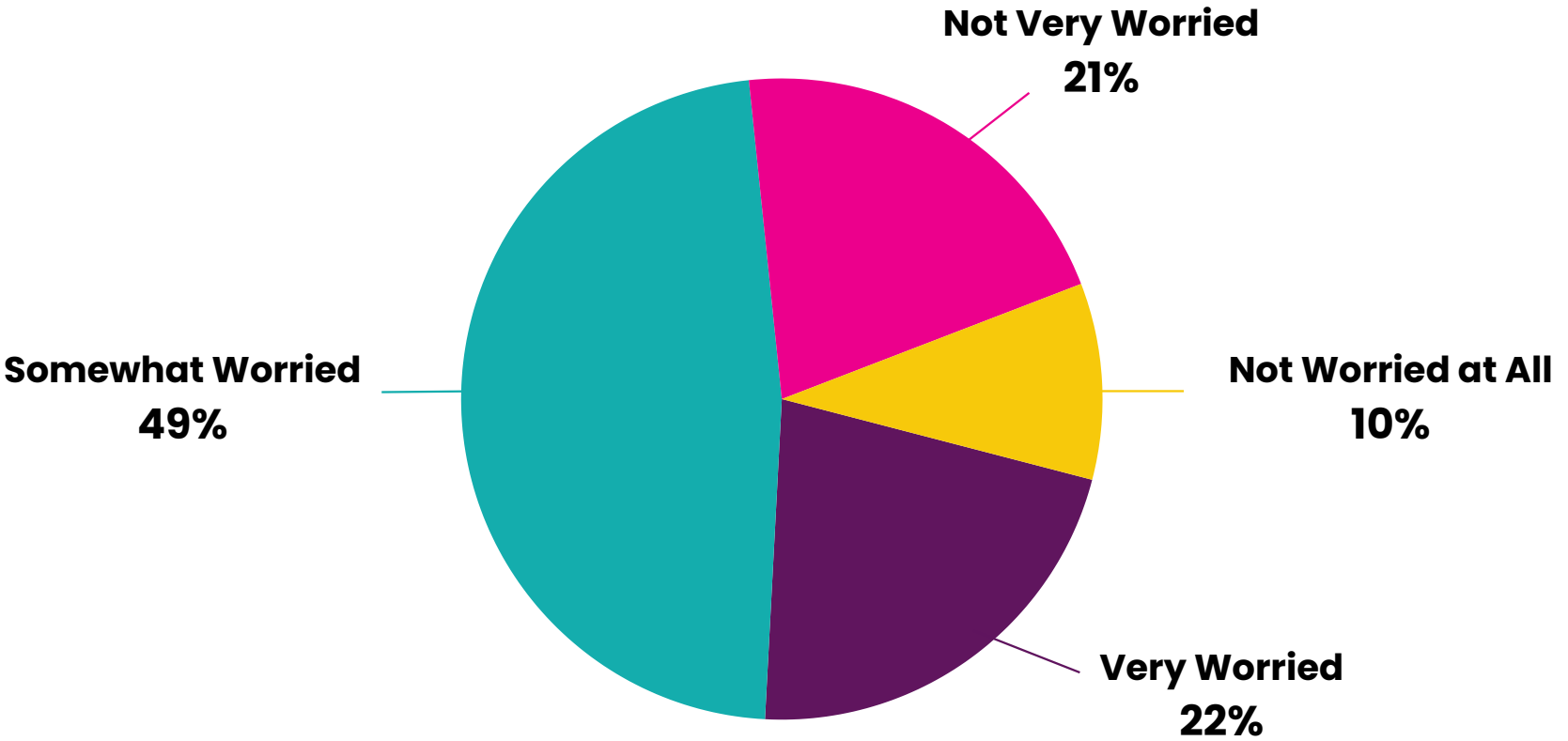


Housing

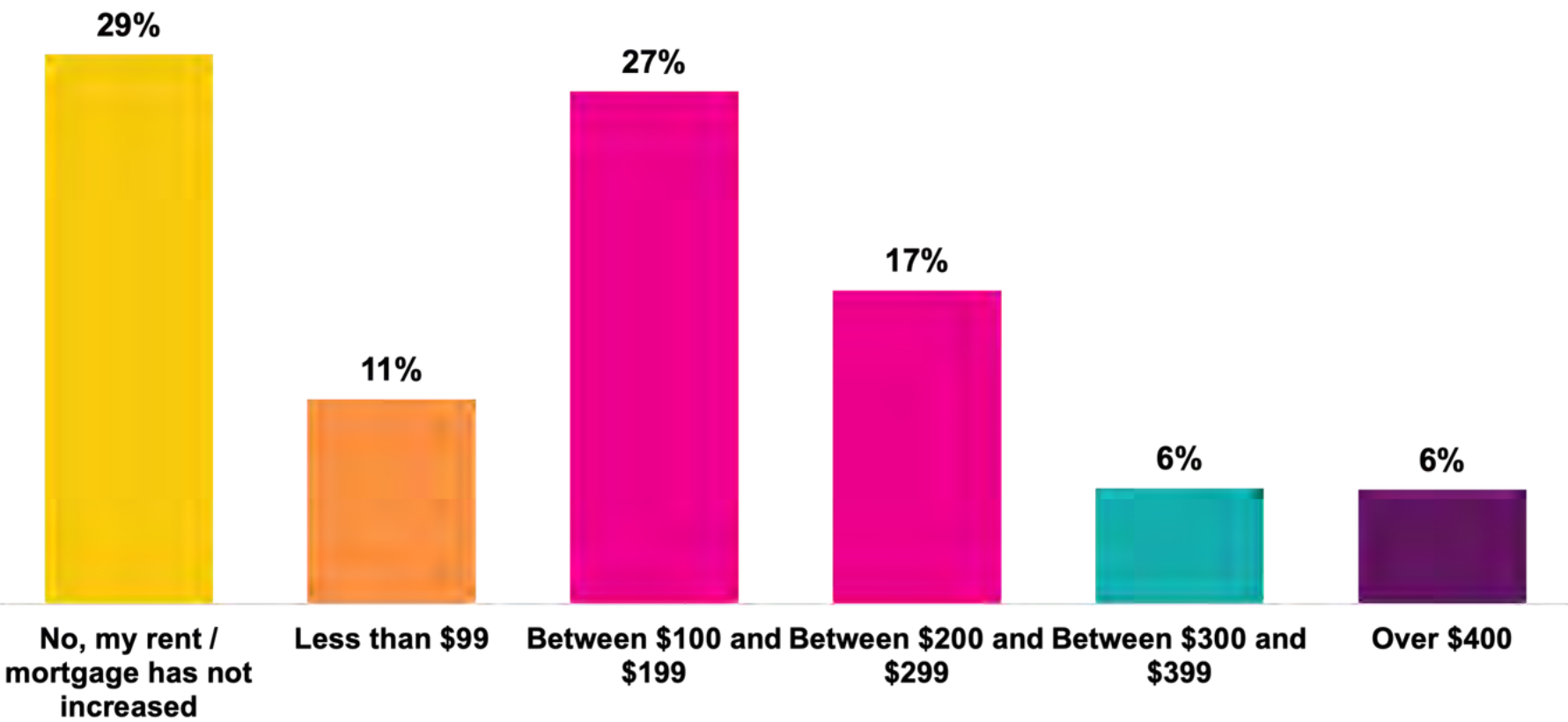
The impact of the dramatic rise in the cost of living is best reflected in the difficulties many Latino families are having being able to pay for housing. Regardless of whether they own their home or are paying rent, 70% of respondents in this year's survey are worried that they will not be able to afford to live in their current community due to the rising cost of housing – including 22% who are very worried.

The situation is unfortunately not improving for many Latino families. A majority (71%) of the survey's respondents report that their rent or mortgage has increased over the last year, with over one-fourth reporting that it has increased by \$100 to \$200. Over one-in-ten (12%) have seen increases of more than \$300 in the past year.

How worried are you that you will not be able to afford to live in your current community due to the rising cost of housing where you live?

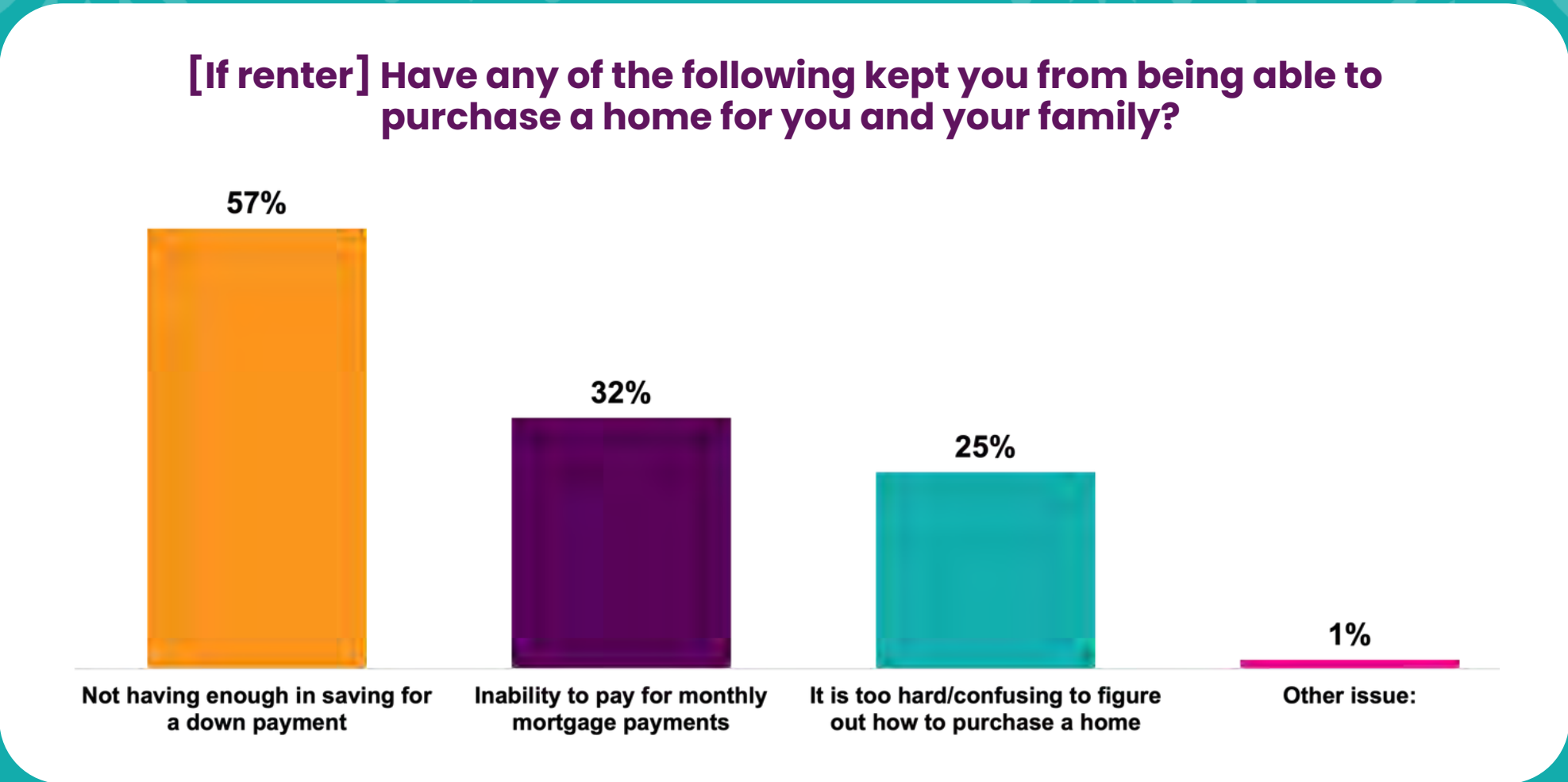


Has your rent or mortgage increased over the past year?



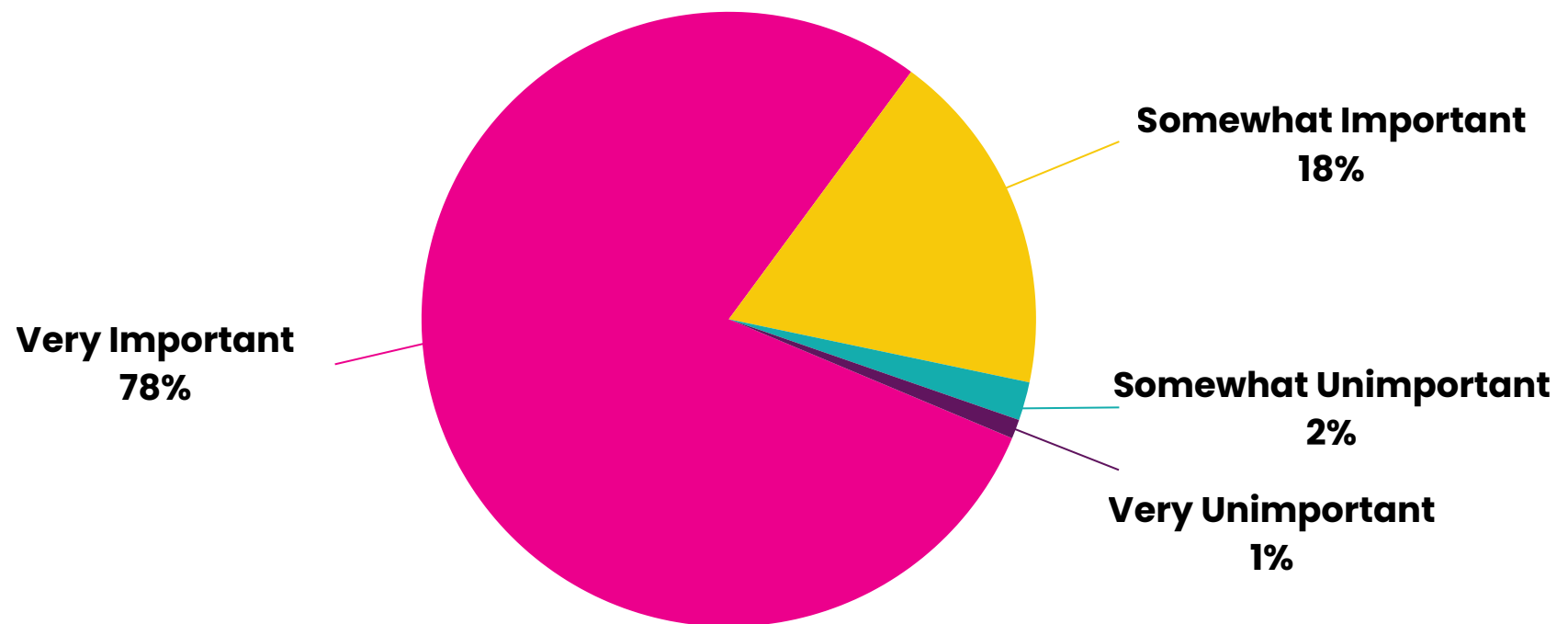
These financial pressures point to both immediate affordability challenges and longer-term barriers to homeownership. Of those who currently rent, most reported that the primary reason they have not bought a house is because they do not have enough in their savings for a downpayment. This aligns with broader research showing that wealth gaps, rather than just income, play a role in shaping access to homeownership.

At the same time, a substantial share of respondents also point to the complexity of the homebuying process as a barrier. These actions, such as navigating applications, credit requirements, and identifying lenders present significant challenges to respondents. This implies a need for housing information provision and accessible guidance.



Given these challenges, it is unsurprising that the vast majority of Latino parents believe it is very important for Congress and the President to make housing more affordable in the next year. This near consensus highlights that families are experiencing significant challenges and pressures in regard to housing, and are looking toward policymakers for solutions. The intensity and uniformity of this concern position housing as a central policy issue.

With all of the different issues Congress and the President must address, how important do you think it is that they make housing more affordable in the next year?





Conclusion

This year's findings show that Latino parents and caregivers of young children are navigating a very challenging economic and policy climate. Rising costs of living, barriers to healthcare, unstable and unaffordable housing, and concern around immigration detention and enforcement are the core concerns for the majority of Latino parents with young children. At the same time, emerging issues, like the potential impacts of artificial intelligence on job access, decreased federal funding for social benefits and resources are adding new layers of uncertainty about the future.

Despite these pressures and challenges, many Latino families are working toward a better future and doing all they can to help their families succeed despite tremendous challenges. The survey shows clear and consistent policy priorities; Latino parents express strong support toward efforts to reduce

the cost of living, expand access to affordable housing/healthcare, strengthen childcare systems, and reform the immigration system. Across issue areas, there is broad agreement that the government should help address these challenges, whether it be by expanding existing systems or by creating new policy ideas.

Survey Methodology

The poll was commissioned by AP-OD and UnidosUS. The poll, fielded March 9 to April 17, 2026 (n=1,300, +/-2.72%) was focused on Latino families with young children (prenatal to age 5), was implemented through a blended approach including web-based and telephone interviews that include both landlines and cell phones. The poll included oversamples in New Mexico (n=250), California (n=273), Texas (n=166), and Florida (n=101). The survey was fielded in English or Spanish, depending on respondents' preference, with a total of 368 surveys conducted in Spanish. Data was compared to the best-known estimates of the U.S. Census Current Population Survey (CPS) for demographic profile of United States adults and post-stratification weights were applied to bring the data into direct balance with Census estimates. The poll was led by Dr. Gabriel Sanchez and Dr. Matt Barreto from BSP Research, LLC.

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