




AN EVOLVING LANDSCAPE: LATINO PERSPECTIVES SHAPING 2025



NOTES

The background of the image is a photograph of the United States Capitol building. The large, white, domed structure is the central focus, with its intricate architectural details visible. At the very top of the dome is a statue. To the right of the dome, an American flag flies on a tall pole. The sky is a clear, bright blue with a few wispy clouds. The overall tone is patriotic and formal.

Through this national poll, The LIBRE Institute set out to **listen, understand, and elevate** the real concerns of Latino communities across the country—using these findings as an education tool for civic engagement.

From taxes to education, immigration to health care, **the results reveal what matters most to Latino voters** heading into 2025—and why policymakers can no longer afford to overlook them. With deep cultural ties, trusted policy expertise, and a strong grassroots presence, The LIBRE Institute is uniquely positioned to educate, empower, and amplify these voices where it matters most.

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This poll isn't just about data—it's a wake-up call. Latino communities across the country are speaking up about the issues that affect their daily lives: the rising cost of living, a broken immigration system, and an economy that's leaving working families behind.

These results reflect enduring values—hard work, opportunity, and the desire to build a better future. The question now is whether Washington is ready to act.

-Daniel Garza, The LIBRE Institute



FREEDOM DRIVES PROGRESS— AND LATINOS ARE LEADING THE WAY

At The LIBRE Institute, we know the Latino voice is essential to shaping America's future.

On critical issues like the economy, energy, education, health care, immigration, and civic engagement, Latinos bring values and insights that reflect the heart of the American Dream—and they must be heard.

“An Evolving Landscape: The Latino Perspectives Shaping 2025” poll captures the priorities, concerns, and aspirations of Latinos across the country. These perspectives are not just informative—they are foundational to understanding how families pursue opportunity and build better lives in the United States.

Grounded in our Four Pillars—Prosperity, Education, Faith, and Family. The LIBRE Institute equips the Latino community with the tools and knowledge needed to thrive. We know that limited government, personal responsibility, and free enterprise create the conditions where people flourish.

As a nonpartisan, nonprofit organization, The LIBRE Institute serves as a trusted resource, helping individuals become informed, engaged, and empowered to make choices that strengthen their families and communities.

The Latino community is a driving force in this country's future. We are proud to help elevate their voices and ensure that their vision for a better tomorrow continues to shape our national conversation.

For more information, please contact us at info@thelibreinstitute.org.



Jeffrey Baldwin

Director, The LIBRE Institute





IT'S MY
SCHOOL
CHOICE!

Great
Teachers
Change Lives!

IT'S MY
SCHOOL
CHOICE!

Parents
Know Best

NATIONAL
School Choice
WALK

THE LIBERTY INSTITUTE

EXECUTIVE SUMMARY

Latino voters in a 2025 national poll commissioned by The LIBRE Institute and conducted by Public Opinion Strategies expressed deep concern over potential middle-class tax hikes on hardworking families and small businesses, with the economy and jobs continuing to rank as top priorities. Below are key takeaways from the poll.

METHODOLOGY

Public Opinion Strategies is pleased to present the key findings of a survey conducted nationwide. The survey was completed April 21-27, 2025, among 1,200 Latino voters, and has a credibility interval of +3.23%.

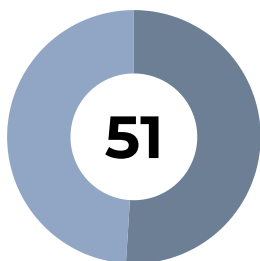
Jim Hobart was the primary researcher on this project. Torie Bolger was the project director and Colin McInroe provided analytical support.



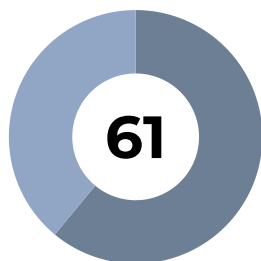
Scan to read the full poll at:
www.thelibreinstitute.org

MOST IMPORTANT ISSUES TO LATINO VOTERS

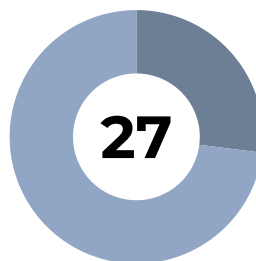
Latino voters are sounding the alarm on the economy. More are focused on jobs, inflation, and the rising cost of living than on any other issue—reflecting deep concern about where the country is headed and growing doubt that things will improve anytime soon.



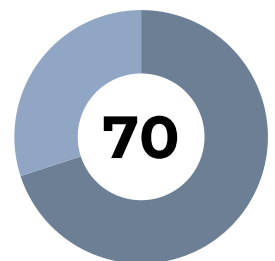
51%
Say the current state of **the economy is poor**



61%
Said they expect the **economy to get worse**



27%
Expect the **economy to get better**



70%
Believe **it will not get better** next year

CONCERNS IF TAXES WERE TO GO UP IN 2026

Latino voters would be extremely concerned if they were told their taxes would go up next year.

93% of Latinos

said they would be concerned if their taxes went up.

65% of Latinos

said they would be *very concerned*.

28% of Latinos

said they would be *somewhat* concerned.

74% of Latino Seniors

say they would be *very concerned* about their taxes going up.

74% of Latino voters

say the amount of taxes they pay is too high. Including **39%** who say *it is way too high*.

ENERGY SECURITY IS A TOP PRIORITY FOR LATINO VOTERS

Latino voters overwhelmingly support expanding American energy production—including oil, gas, and nuclear power. This is a rare point of consensus across party lines, reflecting a strong desire for energy independence and affordable, reliable energy at home.

78% of Latinos

agree America needs to produce more of its own gas and oil. 47% strongly agree.

This issue is not especially partisan:

97%

of Republicans agree

74%

of Independents agree

69%

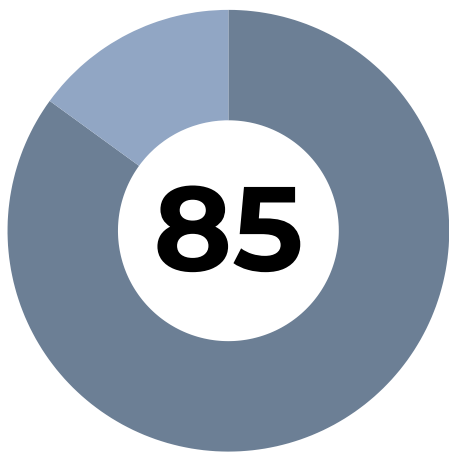
of Democrats agree

70% of Latino Voters

said that our country needs to invest more in nuclear energy.

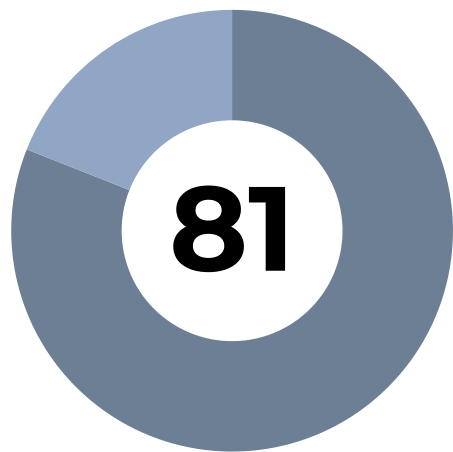
LATINOS WANT A LEGAL IMMIGRATION SYSTEM THAT WORKS

Latino voters overwhelmingly agree that America's legal immigration system is broken—and they want solutions. Across party lines, there's strong support for expanding legal pathways for those seeking to come to the U.S. the right way.



85%

The vast majority of Latinos agree that **our legal immigration system is broken.**



81%

Latino Republicans, Democrats, & Independents alike say **the immigration system needs fixing.**

LATINO VOTERS WANT STRONGER BORDER SECURITY

There is broad support among Latino voters—especially older generations—for taking stronger action to control the Southern border and stop illegal immigration.

Many believe **the federal government isn't doing enough** to address the issue and want to see more effective solutions in place.

73% of Latino Voters

back doing what is necessary to control our Southern Border and stop the flow of illegal immigration into our country.

80% of Latinos Age 55+

back doing what is needed to prevent illegal immigrants from coming into the country.

LATINO VOTERS BACK TOUGH BUT TARGETED IMMIGRATION ENFORCEMENT

Latino voters overwhelmingly want immigration enforcement focused on those who have committed serious crimes. This view crosses party lines, reflecting a practical approach to border security that prioritizes safety and accountability over politics.

79% of Latino Voters

want President Trump to focus on deporting people who have committed serious crimes, with 48% saying they strongly agree.

58% of Latinos

believe the situation with illegal immigration/crossings is better than last year.

42% of Latinos

believe that illegal immigration is worse than it was a year ago.

RIISING COSTS, RISING FRUSTRATION: LATINOS CALL FOR HEALTH CARE REFORM

Latino voters are feeling the strain of rising health care costs—especially older adults—and they’re calling for meaningful reforms. There’s strong support for fixing the federal health care system, cutting waste and abuse, and refocusing safety net programs on the most vulnerable.

78% of Latinos believe

the cost of their health care has increased in the last year.

96% of Latinos

support making reforms to the federal health care system so that it will meet the needs of Americans now and in the future.

88% of Latino Voters

say that we should eliminate waste, fraud, and abuse that exists in federal health care programs.

FREEDOM TO CHOOSE: EDUCATION REFORM RESONATES WITH LATINO FAMILIES

Latino voters strongly support giving parents the freedom to choose the best school for their children—whether it’s public, charter, or private—and believe that education funding should follow the student. There’s also widespread agreement on the need to expand technical education and career training in public high schools to better prepare students for the future.

Support of School Choice remains a steady 77% for both parents of children under 18 and respondents without children.

77%

of Latinos support school choice and the idea of allowing parents to send their children to any public, charter, or private school of their choice. School choice is also defined as allowing state funding to follow the student.

LATINO VOTERS SEE FREEDOM AS THE FOUNDATION OF PROSPERITY

Latino voters overwhelmingly believe that protecting individual freedoms—like free speech and property rights—is essential to America’s success. This strong civic sentiment, especially among older Latinos, reflects a deep appreciation for the rights and liberties that make the U.S. a land of opportunity.

91% of Latino voters overwhelmingly view protecting individual freedoms, such as free speech and property rights, as playing a significant role in making the United States a prosperous country.

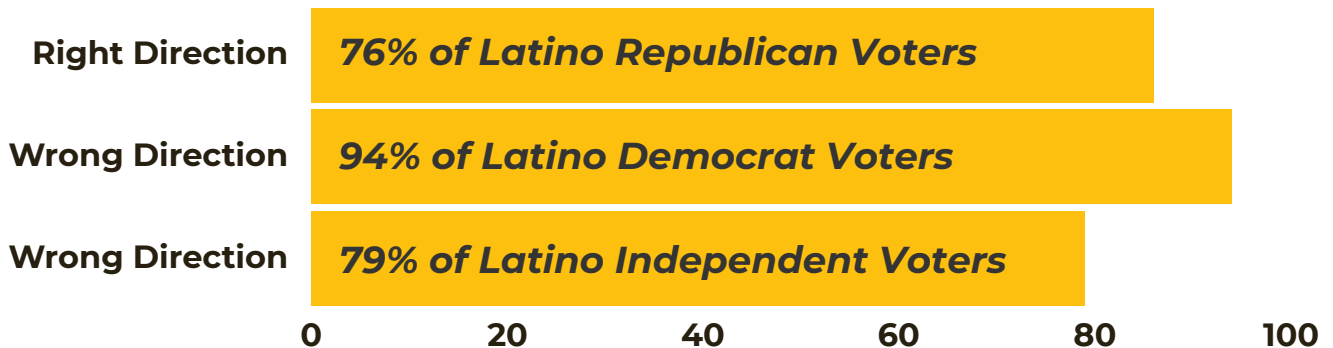
Latino voters are also fans of the free market. Support for the free market is bipartisan, as 86% of Republicans, 74% of Independents, and 78% of Democrats all agree.

79% of Latino voters agree that the free market is the best way to create an economy that works for ALL Americans.

LATINO VOTERS LOOKING FOR STRONGER DIRECTION FOR THE COUNTRY

Latino voters are expressing a desire for the country to move in a better direction. While views vary across political groups, there's a shared sense that now is the time for solutions that strengthen the nation and support the well-being of all communities.

There is a significant partisan split on Latino voters' sentiment in the direction of the country:



70% of Latino Voters

are pessimistic about the country's direction.

30% of Latino Voters

believe the country is headed in the right direction.

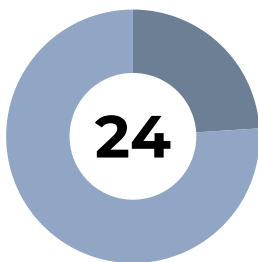
TRUMP MAINTAINS STRONG SUPPORT AMONG LATINO REPUBLICANS

President Trump continues to receive high marks from Latino Republicans, though opinions among independents and the broader Latino electorate are more mixed.

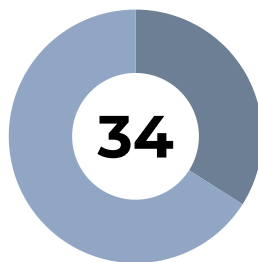
The data highlights both the loyalty of his base and the opportunity to broaden appeal through targeted outreach.

87%

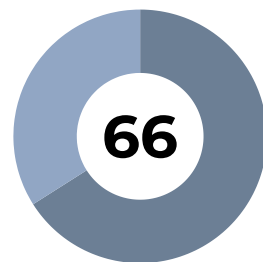
of Latino Republicans approve of the President



24%
of Latino Independents
disapprove of the
President



34%
of Latino voters
approve of
President Trump



66%
of Latino voters
disapprove of
President Trump



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