

An Evolving **Landscape**

LATINO PERSPECTIVES AS AMERICA
CELEBRATES 250 YEARS



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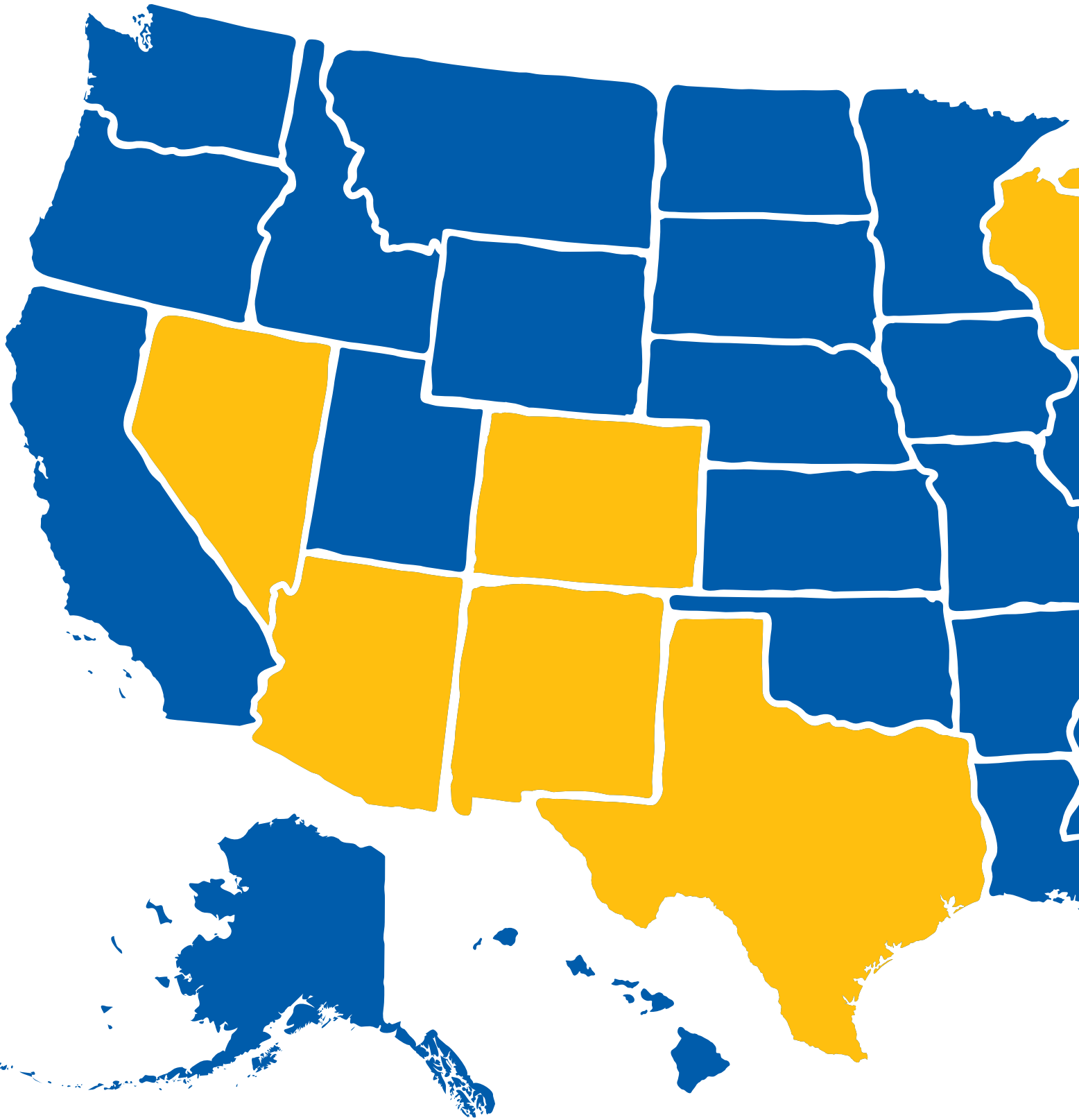
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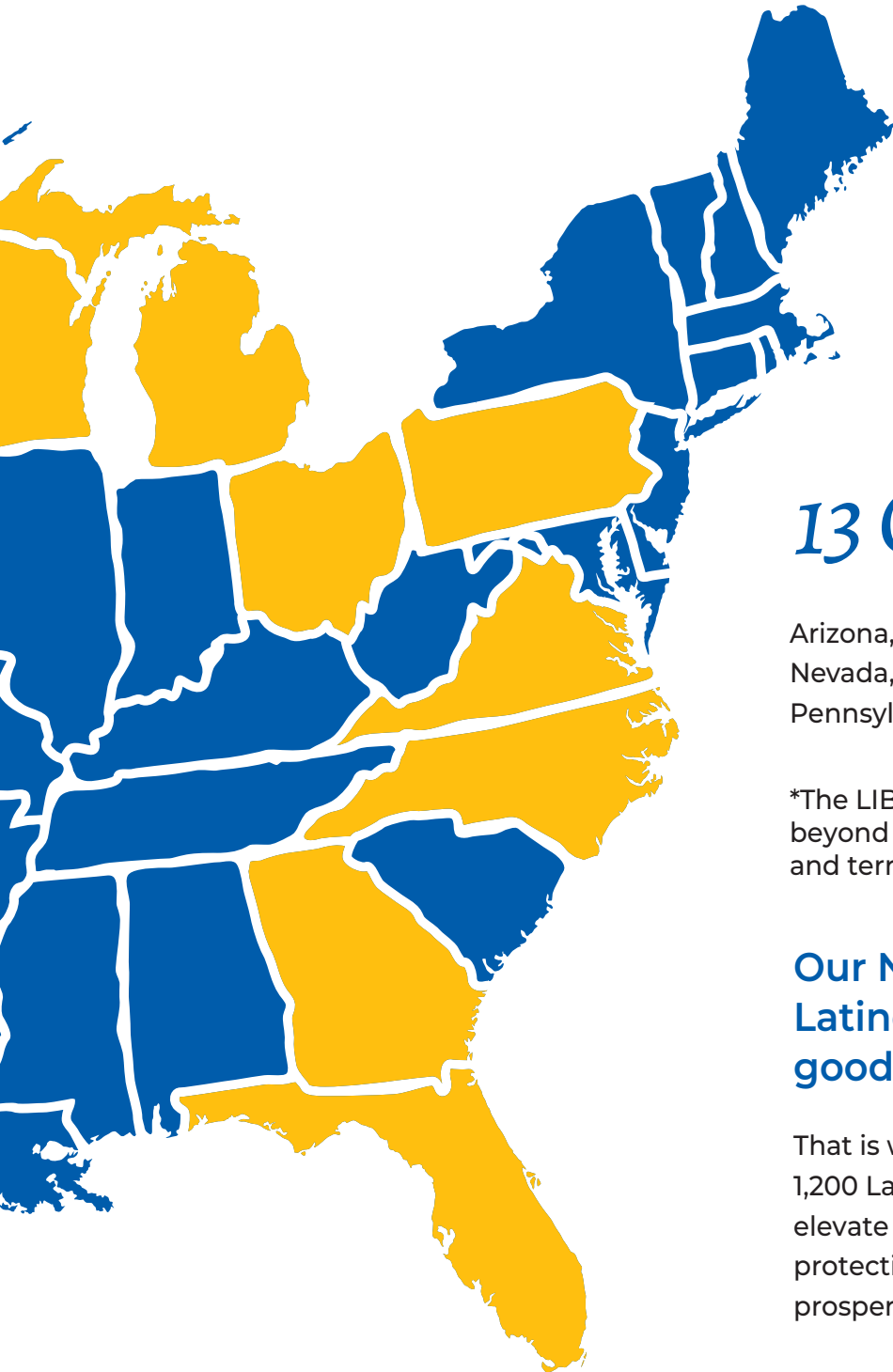
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the Future of
Our Country





*13 Chapter States**

Arizona, Colorado, Florida, Georgia, Michigan, Nevada, New Mexico, North Carolina, Ohio, Pennsylvania, Texas, Virginia, and Wisconsin

*The LIBRE Institute's work, however, extends beyond our chapter states across all 50 states and territories.

Our North Star is to educate Latinos about the power of good policy.

That is why we conducted a nationwide poll of 1,200 Latino voters: to listen, understand, and elevate their concerns. We believe that by protecting freedom, we can create a more prosperous future.



Freedom Drives Progress

LEADING AMERICA'S NEXT 250 YEARS

At the LIBRE Institute, we recognize that the Latino community plays a vital role in shaping the future of our country—especially as America marks 250 years of freedom and opportunity.

On key issues such as the economy, energy, education, health care, immigration, and civic engagement, Latinos bring perspectives grounded in hard work, responsibility, and a belief in the promise of the American Dream.

These views reflect a desire for greater opportunity, fairness under the law, and the ability to build a better future through effort and determination.

Our poll, “An Evolving Landscape: Latino Perspectives as America Celebrates 250 Years” captures the priorities, concerns, and aspirations of Latinos across the country at this important moment in our history. These insights provide a clear picture of how families are working to get ahead, create opportunities for their children, and strengthen their communities.

Grounded in our Four Pillars—Prosperity, Education, Faith, and Family — the LIBRE Institute works to equip the Latino community with the tools and knowledge needed to succeed. We know that when individuals are free to make choices, speak openly, exchange ideas, and keep what they earn, they are better able to build stable, thriving lives.

As a nonpartisan, nonprofit organization, the LIBRE Institute serves as a trusted resource, helping individuals stay informed, engaged, and prepared to make decisions that benefit their families and communities.

As the nation celebrates 250 years, the Latino community continues to play a key role in shaping what comes next. We are proud to help elevate these perspectives and ensure they remain part of the broader national conversation.

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



Jeffrey Baldwin

Jeffrey Baldwin

The LIBRE Institute commissioned a nationwide poll conducted by Public Opinion Strategies of Latino voters to gauge their priorities and concerns. This poll seeks to capture the pulse of the Latino community and to highlight their concerns at one of the biggest inflection points in history.

*Here are some key takeaways
from the 2026 poll: —————>*

For Latinos, Freedom Is the Foundation of Prosperity

64%

of Latinos believe that too many Americans are losing our traditional values of family, faith, and opportunity.

71%

of Latino voters agree the free market is the best way to create an economy that works for all Americans

85%

Latinos are concerned that America is in decline and that their children will not have the opportunities they had hoped for

The latest polling shows Latinos are deep believers in core American ideas.

Free speech, property rights, free markets, and limited government—values that the LIBRE Institute proudly promotes.

At the same time, many are concerned that America is in decline, that traditional values like family, faith, and opportunity are being lost, and that children may not have the same opportunities for success.

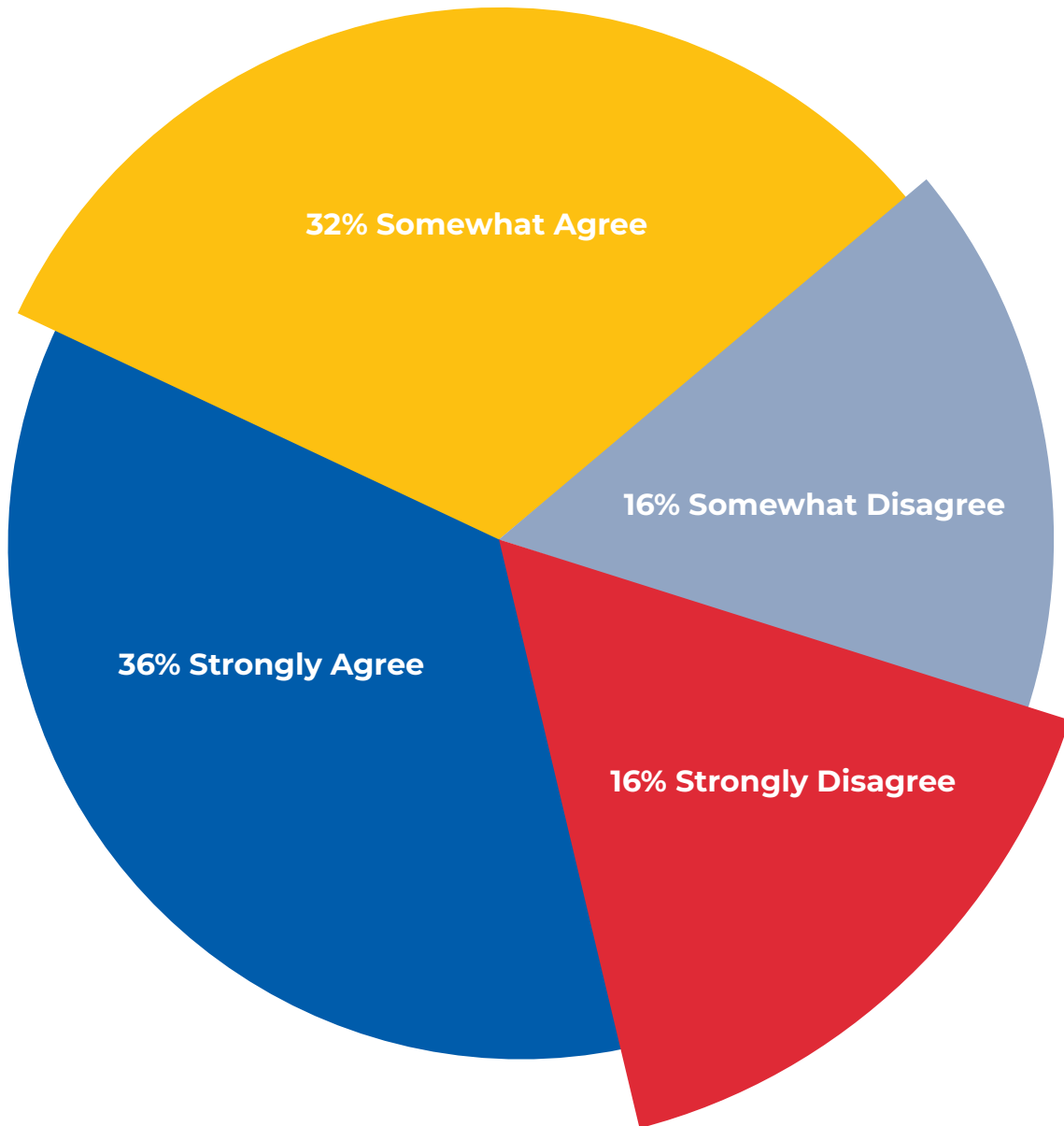
Latinos are staunch believers in freedom.

Latinos are strong believers in America's founding principles — free speech, free markets, and private property rights.

While support for these foundational ideas remains strong, there is a growing sense that they are not being fully upheld today. Latinos continue to believe deeply in freedom and the promise of the country, but they want to see these principles more consistently applied in everyday life.



Younger Americans are losing our traditional American values of family, faith, and freedom of opportunity



68% Total Agree / 32% Total Disagree

Latinos Are Worried About the United States

As the country approaches 250 years of independence, Latinos are split **50/50** on the United States representing freedom and opportunity.

Latinos believe deeply in the spirit of America.

Most Latino voters see the American Dream as rooted in core values like family, faith, and personal responsibility, and they strongly believe that hard work is the key to success. This outlook reinforces a broadly shared confidence in the American Dream itself, grounded in effort, values, and opportunity.

65%

believe that the American Dream is closely tied to values like family, faith, and personal responsibility.

64%

believe that hard work is the more important factor in achieving success in our country.

64%

believe in the American Dream—**down 7 percentage** points from 71% the previous year

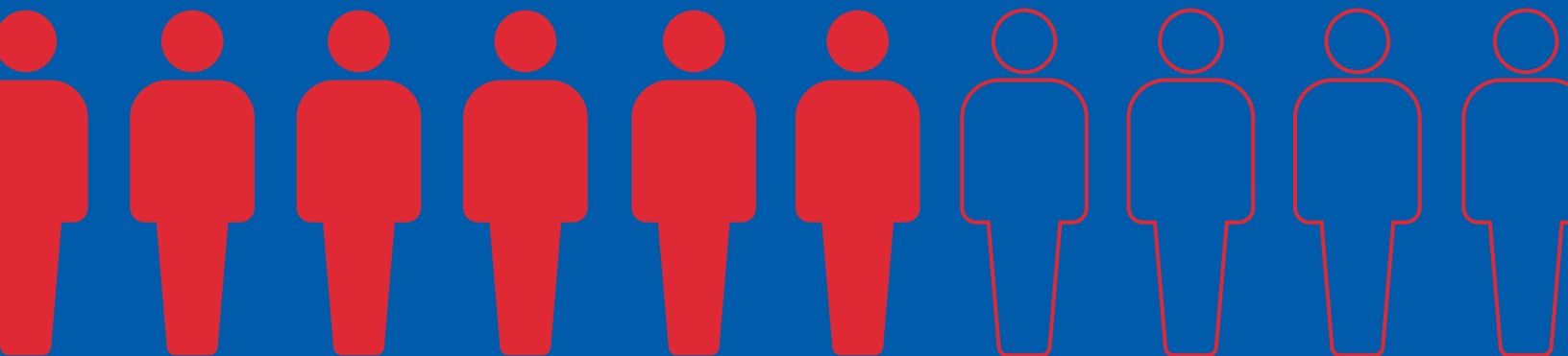
90% of Latinos believe the American Dream is harder to achieve today.



66% believe that opportunities in America are still available to those who are willing to work for them.

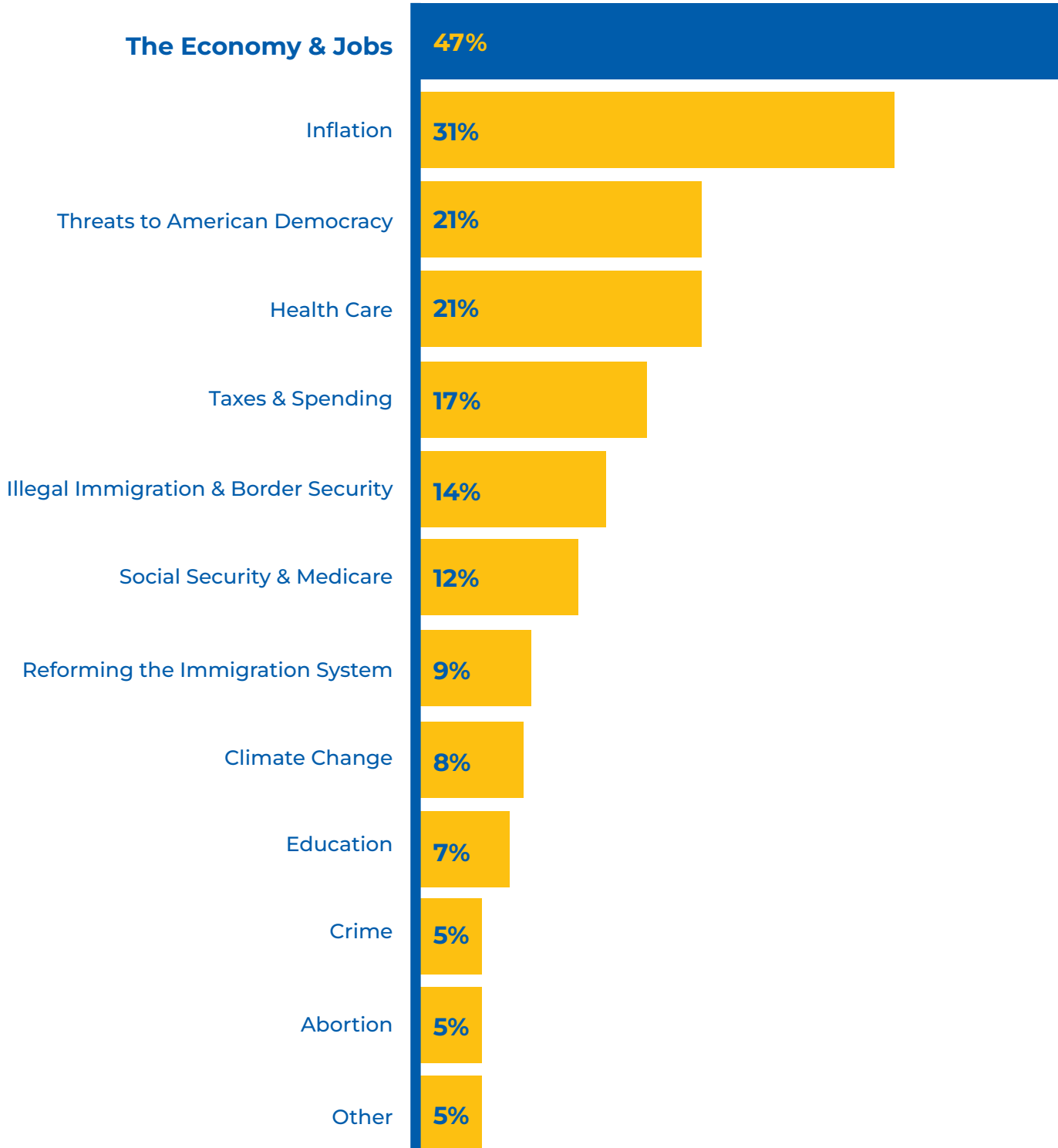


64% believe that the government makes it harder for them to get ahead.



Main Concerns of Latino Voters

AS OF APRIL 2026



The Economy Is at the Center

Latinos are still recovering from the high inflation and sluggish economy of the Biden administration. Unsurprisingly, the economy and jobs are the top concerns for most Latino voters, with inflation close behind.

Latino voters don't think things will get better soon, with 59% of Latino voters thinking the economy won't improve by next year.

We are at a turning point for our country, and the LIBRE Institute's grassroots efforts are a key component in educating Latinos — and all Americans — about policies that will unleash America's economic potential and create a more prosperous economy.

88%

say inflation has affected them

82%

think it is hard to find a good-paying job that covers rising costs

59%

said they expect the economy to get worse

52%

say the current state of the economy is poor

Latinos are feeling the economic squeeze.

For Latinos, life is too expensive and pay is too low.

A vast majority of Latinos have been personally affected by inflation and think it's hard to find a job that'll help them pay their ever-higher bills.

And it makes sense. Latinos are just starting to recover from years of high inflation that sent prices soaring, making it harder for families to make ends meet.

Latinos are gloomy on the American economy.

Our poll also shows most Latinos think the economy is in a poor state right now, and more than 6 in 10 think the economy is going to get worse in the next year.

However, the pervasive pessimism among Latinos shouldn't discourage us.

What these numbers mean is that Latinos are sick and tired of top-down government economic policies that promise prosperity but only bring inflation and economic pain.

Latino support for the free market has decreased significantly.

One of the most concerning findings from our poll was the rate at which Latino support for the free market declined.

Our numbers show that free markets are still narrowly seen as being what has made America one of the most successful and prosperous countries in the world.

71% of Latinos believe that the free market is still the best way to create an economy that works for ALL Americans.

They know freedom and markets are the key ingredients that make the American Dream a reality.

Strongly agree

Somewhat agree

Somewhat disagree

Strongly disagree



A narrow majority of Hispanic voters say they benefited from the free market.

19%

32%

28%

21%

51% agree / 49% disagree

Latinos to Congress: Protect Taxpayers

In 2025, Latinos were concerned about rising taxes. The Working Families Tax Cuts brought economic relief, but Latinos are still anxious about spending and military action abroad.

90%

of Latinos believe the war in Iran will impact their household budgets

79%

of Latinos disapprove of the war in Iran

74%

of Latinos believe Congress should be consulted before military actions are carried out against foreign enemies

66%

of Latinos disapprove of the recent military actions in Venezuela

Latinos agree: Washington is wasting our tax dollars

We also asked Latinos: Is Washington spending your tax dollars wisely?

Their answer: **a resounding no.**

Almost 3 in 4 Latinos don't think the federal government is doing a good job with their tax money.

They have good reason to think that.

For decades, Washington politicians have spent billions on wasteful government programs. As a result, they've racked up more than \$39 trillion in debt, saddling future generations with financial burdens and risking our country's wealth due to their reckless spending.

Latino small businesses would be devastated if taxes go up.

A tax hike would also have a devastating effect on small businesses, and with Latinos owning 1 in 4 new small businesses, higher taxes could be devastating for the millions of Latino entrepreneurs across America.

Most Latino entrepreneurs rely on their own capital and report business revenue on their personal income tax returns, meaning that a tax hike would force many entrepreneurs to close their doors.

There are over 5 million Latino-owned enterprises that collectively employ over 3.5 million people and pay \$124 billion in annual payroll.

FORBES, 2025

Between 2018 and 2023, the revenue of

Latino-owned businesses grew by 55%,

reaching \$800 billion in 2026.

STANFORD BUSINESS, 2025

3 in 4

Latino voters support school choice
and want families, not the government,
to be in charge of their kids' education.



Educational Freedom: a Winner for Latinos

Our numbers show Latinos are also all-in for educational freedom.

At The LIBRE Institute, we believe parents (not the government) should be in the driver's seat of their children's education. We believe in educational freedom.

By 2030, 1 out of every 3 K-12 students will be Latino. It's time to listen to their demands for more educational freedom.

Now is the time for more educational freedom.

The strong Latino support for educational freedom couldn't have come at a better time. Our polling shows Latinos are very worried about the state of our public schools and whether they're preparing our children for the future.

This desire for more educational freedom is now a national movement that's mobilizing millions of parents and students across America, and Latinos are at the vanguard.

We understand this well. Since our foundation, we've worked day and night to get Latinos behind educational freedom, and our latest poll numbers show our work is making an impact.

97%

of Latinos believe more technical education and professional development programs are needed in high school

80%

of Latinos think public schools are failing our children by letting them fall behind

69%

of Latinos are worried public schools aren't teaching the basics

Energy Affordability Is a Top Priority for Latino Voters

Utility prices have gone up, and Latinos are feeling the pinch.

Nearly 9 in 10 Latinos say energy costs are too high.

Although inflation has slowed, electricity, gas, and utility bills remain too expensive for many Americans, making it harder for Latino families to achieve the American Dream.

The reason? **Hundreds of outdated regulations and red tape stifle innovation, block investment, and limit America's full energy potential.**

Latinos know this.

Latinos across party lines support expanding American energy production.

The good news is that Latino voters overwhelmingly support expanding American energy production by leveraging all of our energy sources, including gas, oil, and nuclear power.

This cuts across party lines, as Democrats, Republicans, and independents all agree that America needs to produce reliable and affordable energy.

These findings show there is a big opportunity to enact commonsense regulatory reform to make energy more affordable and abundant for all Americans.



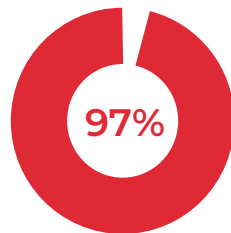
75%

think the government makes it hard to produce more energy in America

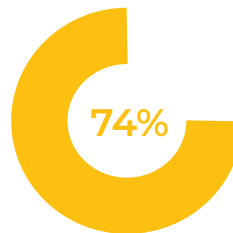
78%

of Latinos agree America needs to produce more of its own gas and oil. 46% strongly agree.

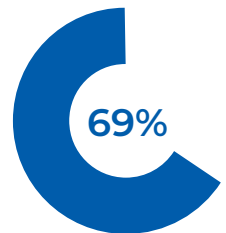
This issue is broadly bipartisan:



of Republicans agree



of independents agree



of Democrats agree

66%

of Latino voters say the country needs to invest in more nuclear energy

Latinos Want Real Health Care Reform

Latino voters want meaningful changes to our health care system.

One of the biggest, perhaps the biggest, issue Latinos have with America's health care system is cost. The vast majority of Latino voters say their health care costs have risen over the last year. According to our poll, 40% of Latino voters either have a pre-existing condition or have a family member who does.

91%

of Latinos are worried about the financial health of Medicare, Social Security and Medicaid

But it's not all about costs.

Our poll shows most Latinos are also worried about the financial unsustainability of programs like Medicare and Medicaid. They think the health care system is rigged against people like them, and is plagued by waste and abuse.

88%

of Latinos agree the health care system is rigged against patients in favor of health care companies and bureaucrats



Almost 8 in 10

Latinos indicated that their health care costs increased last year

Latinos are tired of the status quo.

It's time for a change, and our numbers show there's strong support for big health care reforms.

Cutting waste, stopping fraud, and rethinking how federal programs like Medicare work are some of the ideas that have traction among Latinos.



93%

of Latinos agree we need a more personalized approach to health care that gives people flexibility

90%

of Latinos agree Congress should focus on eliminating waste, fraud, and abuse in federal health care programs

67%

of Latinos agree Medicaid should be a temporary safety net when serving able-bodied adults

Latino Voters Want Immigration Enforcement, a Secure Border...

On immigration, our numbers show a broad consensus among Latino voters: They want targeted immigration enforcement and a secure southern border.

For Latinos, Washington needs to keep our communities safe by enforcing the law of the land and restoring control at our border.

Latinos agree: The federal government must enforce our laws.

They overwhelmingly support doing what's necessary to stop the flow of illegal immigration into America, including giving more support to Border Patrol.

Our numbers also show a growing majority of Latinos think the situation at the southern border is better than it was a year ago.

Washington must keep our communities safe.

Latinos from across the ideological spectrum think the president should focus on deporting dangerous criminals who threaten the safety of communities across America.

62%

of Latinos back doing what's necessary to control our southern border and stop the flow of illegal immigration to our country

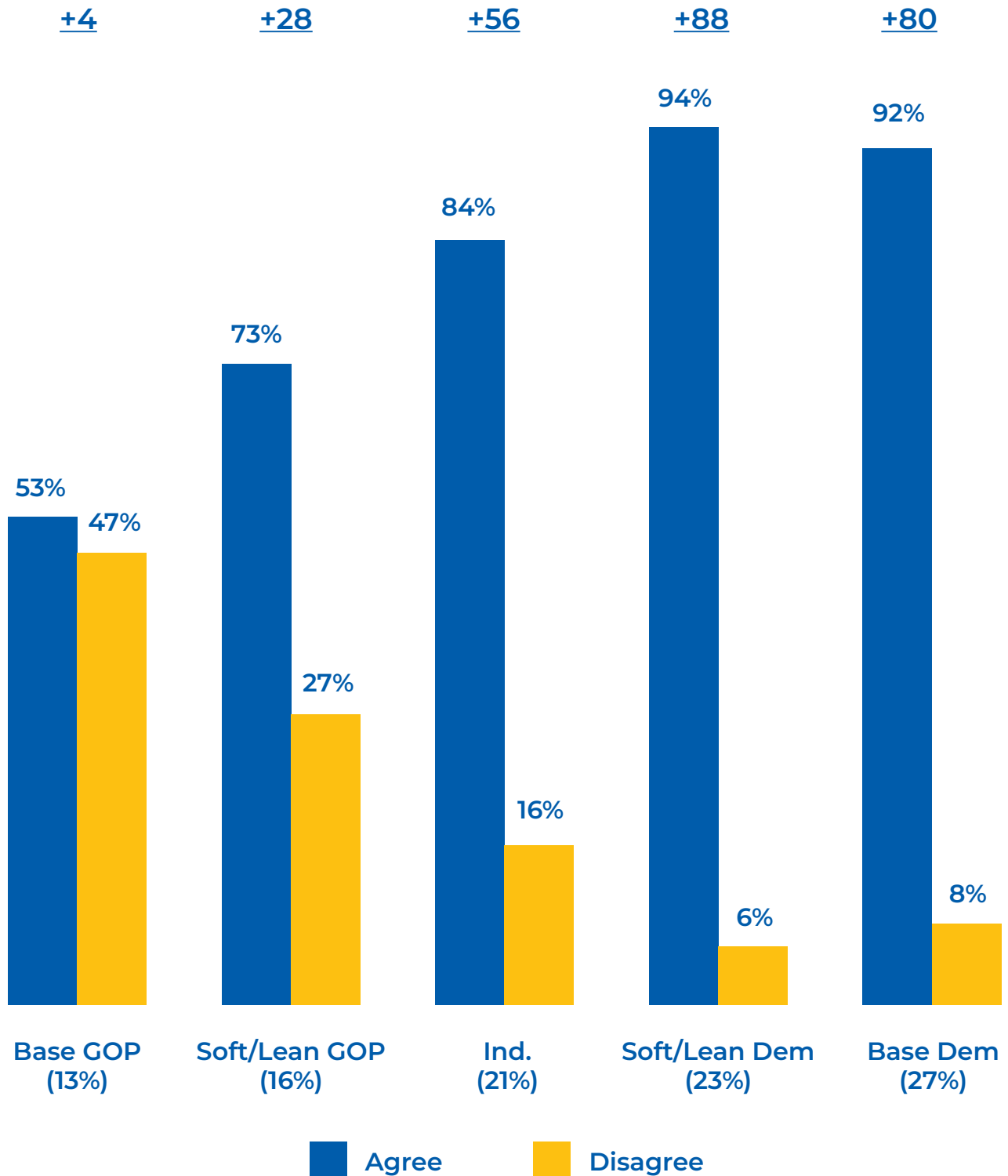
43%

of Latinos think we need to do more to support Border Patrol

71%

of Latinos think the situation with illegal immigration is **better** than last year

Should the federal government focus primarily on deporting those with criminal records?



... And a Legal Immigration System That Works

Just as Latinos want Washington to secure the border and to stop illegal immigration, they also know our legal immigration system is broken — and they want solutions.

85%

of Latinos believe that we need to provide DACA recipients and Dreamers with a pathway to citizenship

Latinos agree: America needs more legal immigration.

Nearly 9 in 10 Latinos support creating more legal pathways for those looking to come to the U.S. the right way.

88%

of Latinos agree that our legal immigration system is broken. They also agree that we need to make it easier for immigrants with professional degrees to carry out their careers in America

Our current immigration system incentivizes illegal immigration, putting our communities at risk, while making it harder for professional and high-skilled immigrants who want to make America a better, more prosperous country.

78%

of Latino Republicans, Democrats, and independents alike say the immigration system needs fixing. The same percentage of Latinos agree we need to incentivize high-skilled immigration to America

Latino voters widely support solutions that will fix this system like incentivizing highly skilled immigrants and allowing professionals with advanced degrees to build their careers in the United States.



to protect your
prevent wireless

Recomendamos el
para proteger su tarjeta
comunicaciones inalámbricas



U.S. Citizenship
and Immigration
Services

Latinos Concerned About the Direction of the Country

76%

of Latinos are pessimistic about the direction of the country

Latinos agree with one disheartening diagnosis: America is going in the wrong direction.

With Latinos worried about the high cost of living, concerned about a potential tax hike, and pessimistic about the future of the economy, it shouldn't be a surprise that nearly 8 in 10 Latinos are not feeling good about where the country is heading.

24%

of Latinos believe the country is headed in the right direction

Latinos of all ages, from Gen Z to Boomers, think America isn't in its best shape.

This pessimism isn't a new phenomenon. In both of our previous polls (2023 and 2024) more than 70% of Latinos thought America was heading in the wrong direction.

Regardless of age, Latinos think our country is heading in the wrong direction.

There is, however, a generational divide.

Those Age 55 or higher feel better today than a year ago about the direction of the country. Those in the 18–54 age group feel things are worse today.

A message focused on hope and policy solutions that focus on making America better will win over these key demographics.

Country Trend by Age:



Wrong Direction

This sense of Latino pessimism is a wake-up call.

We live in historic times, and Latinos want significant policy changes that will make our communities safer and more prosperous.

That is why the work of the LIBRE Institute matters. Every day, we're committed to empowering and educating Latinos on the policies that can help steer America in the right direction — toward opportunity, security, and lasting prosperity.





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

PRESIDENT OF LIBRE INSTITUTE



Methodology

Public Opinion Strategies is pleased to present the key findings of a nationwide survey conducted April 17–23, 2026, among 1,200 Latino voters.

The survey has a margin of error of $\pm 3.23\%$.

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



Scan to read the full poll at
TheLIBREInstitute.org



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CELEBRATES 250 YEARS

