

# *An Evolving Landscape*

LATINO PERSPECTIVES SHAPING 2025

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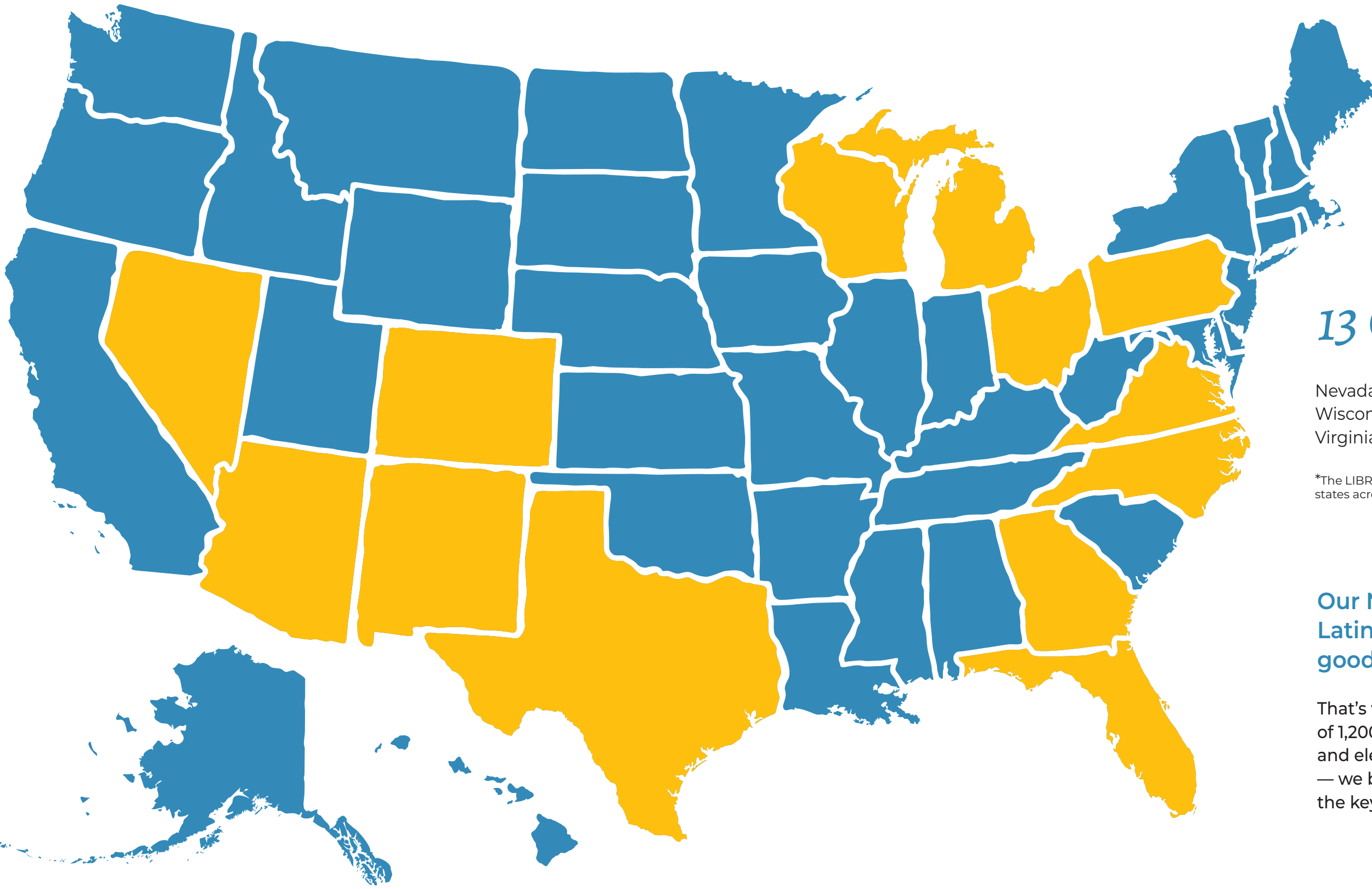
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*13 Chapter States\**

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

\*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’s why we conducted a nationwide poll of 1,200 Latino voters: to listen, understand, and elevate the concerns of our community — we believe that protecting freedom is the key to a more prosperous future.





# Freedom Drives Progress

## 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 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](mailto:info@thelibreinstitute.org).



*Jeffrey Baldwin*

Jeffrey Baldwin  
Director, The LIBRE Institute





# For Latinos, Freedom Is the Foundation of Prosperity

91%

of Latinos view individual freedom as playing a significant role in making America a prosperous country

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

Free speech, property rights, the free market, and limited government are all ideas with broad support among Latinos — just the ideas The LIBRE Institute is here to promote.

However, there are some challenges ahead. While Latinos believe in the core ideas fueling American prosperity, they don't necessarily think they've been applied today.

For example, while more than 9 in 10 Latinos agree that enforcing laws equally would increase economic opportunity, only 37% believe laws are actually applied equally.

79%

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

70%

of Latino voters think limiting the role of government creates more opportunities to succeed

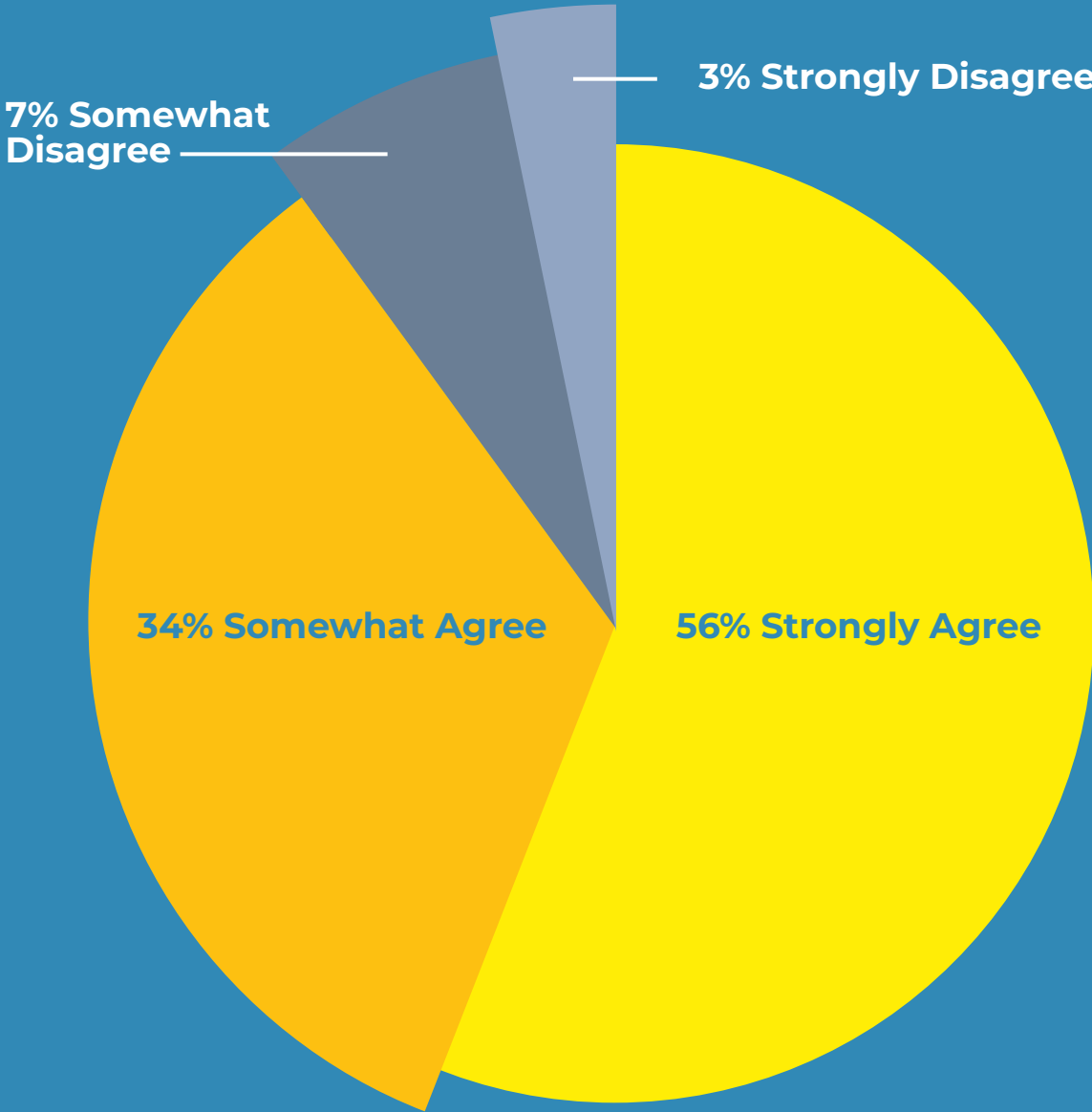
## Latinos are staunch believers in freedom.

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

These issues are bestsellers within the Latino community, and they're exactly the ideas that The LIBRE Institute shares and defends every day with thousands of Latinos across the country.



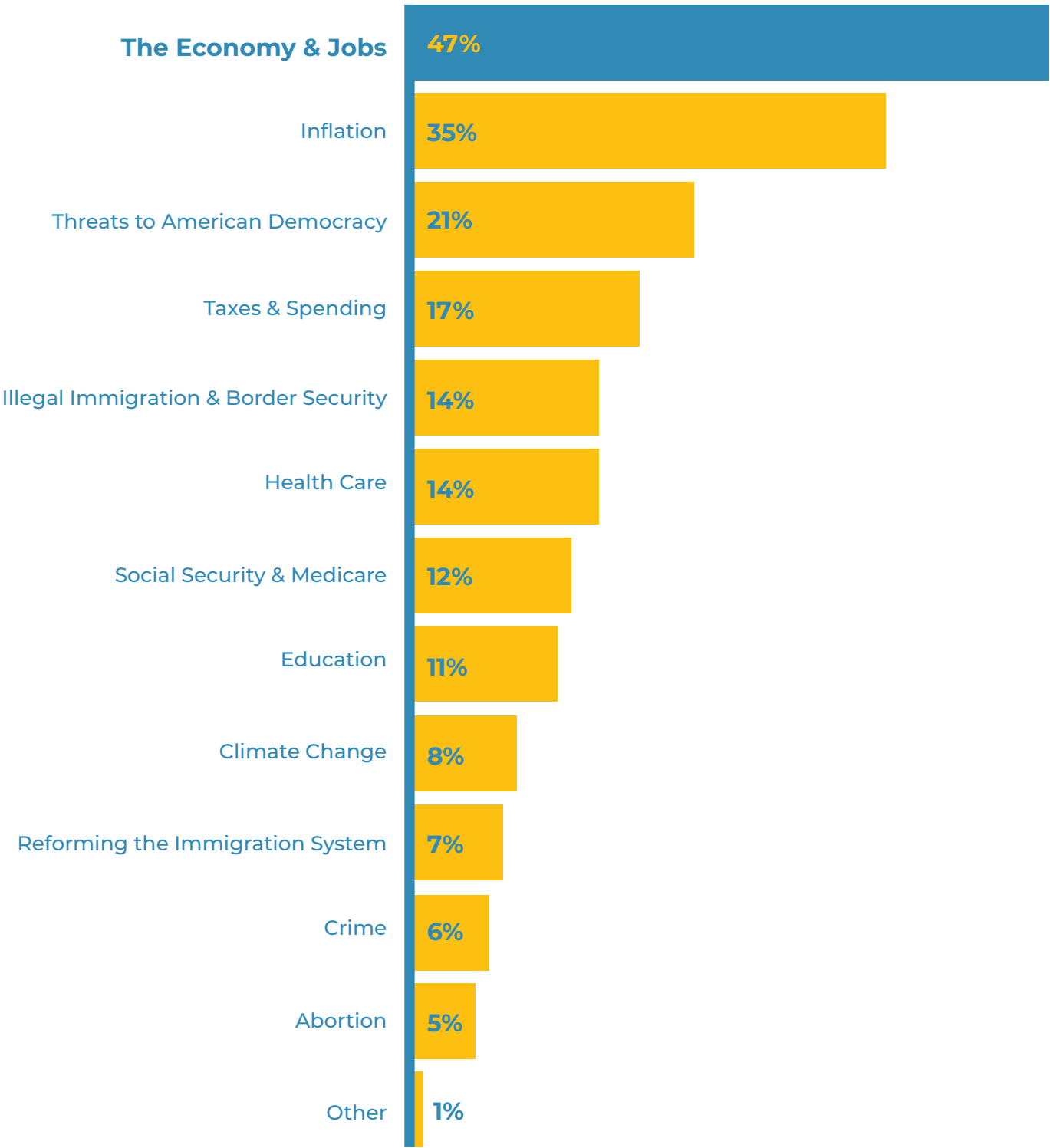
The protection of individual freedoms has played a significant role in making the United States a prosperous country.



90% Total Agree  
10% Total Disagree

# Main Concerns of Latino Voters

AS OF MAY 2025



## 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 most Latino voters thinking the economy won't improve by next year.**

We're at a critical inflection 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.



# Latinos Are Worried About a Looming Tax Hike

With Latinos working hard to stay afloat in a tough economy, a tax hike is the very last thing they want to see.

That's why a whopping **93% of Latinos** would be concerned if their taxes go up next year, and **almost 6 in 10 Latinos** say they would be very concerned.

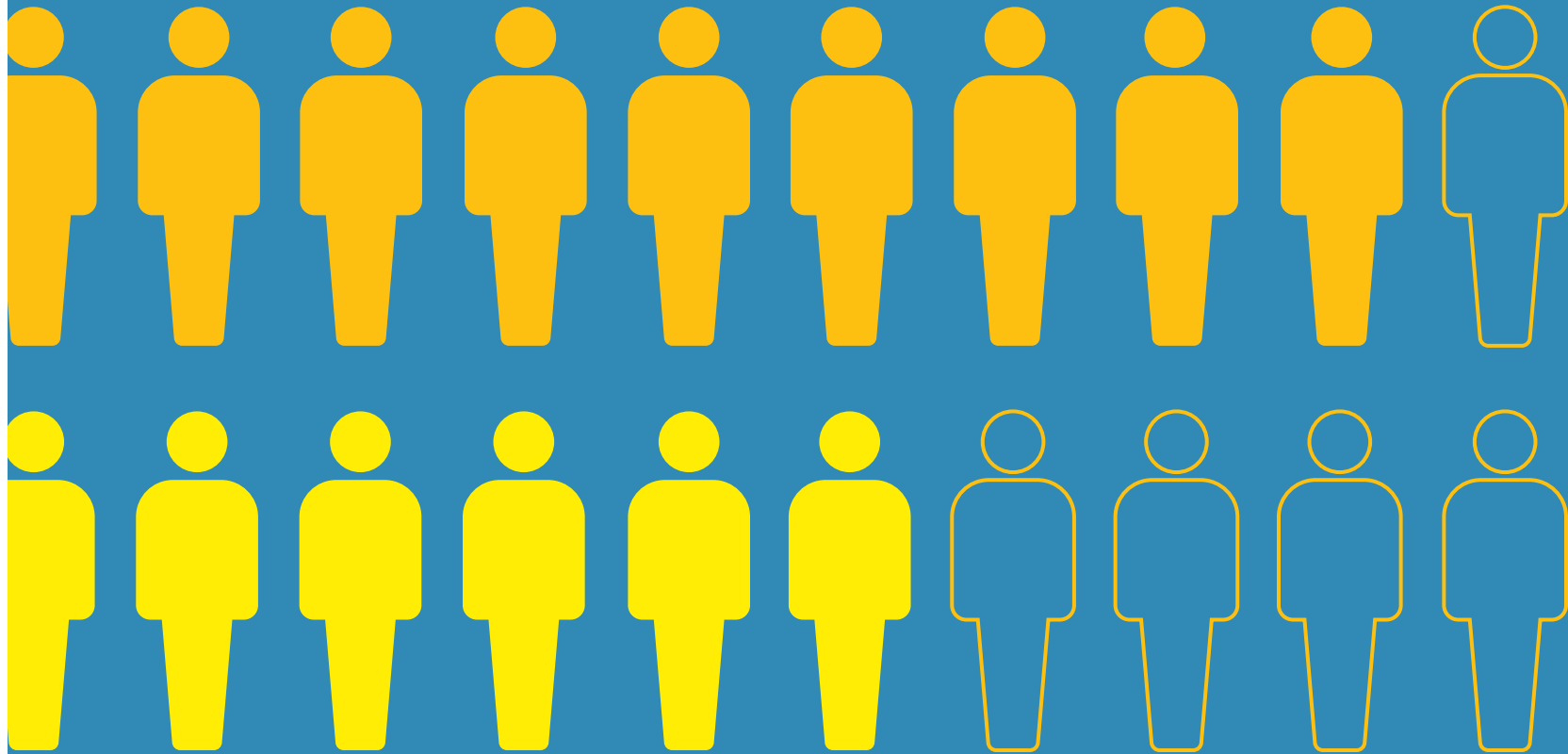
Latinos are right to be worried. With the 2017 Trump tax cuts set to expire at the end of the year, there's a realistic chance millions of Americans will be hit with a massive tax hike, unless Congress acts now and extends the tax cuts.

**Our latest polling makes it clear: Latinos are most concerned about the economy, and they're not happy.**

A majority of Latinos are worried about jobs and the rising cost of living, and most don't think the economy is going to get any better by next year.

**Latinos contribute more than \$4.1 trillion to the economy.** If we are serious about building a more prosperous nation, we need to listen carefully to what Latinos say about the state of the economy.

**93% of Latinos** would be concerned if their taxes go up



**59% of Latinos** would be **very** concerned

Latino support for the free market goes beyond political party.

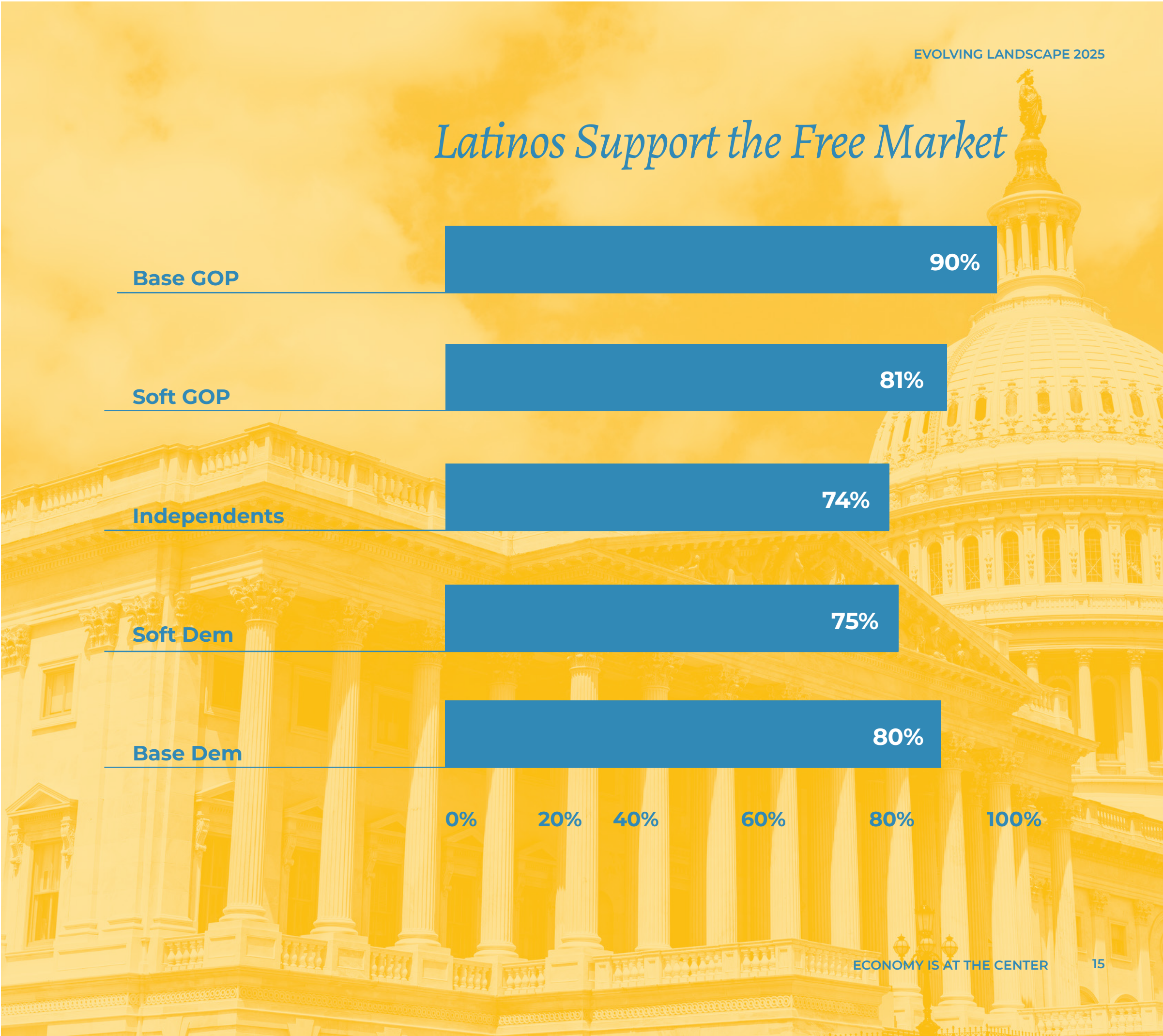
One of the most promising findings from our poll was the depth of Latino support for the free market.

Our numbers show that free markets are what's made America one of the most successful and prosperous economies in history.

Whether they are Democrats, independents, or Republicans, Latino voters overwhelmingly support the free market.

Latinos no longer believe in the siren song of big government.

They know freedom and markets are the key ingredients that make the American Dream a real possibility for millions.





**86%** say inflation has affected them

**80%** think it is hard to find a good-paying job

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

**51%** 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 Biden-era 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.

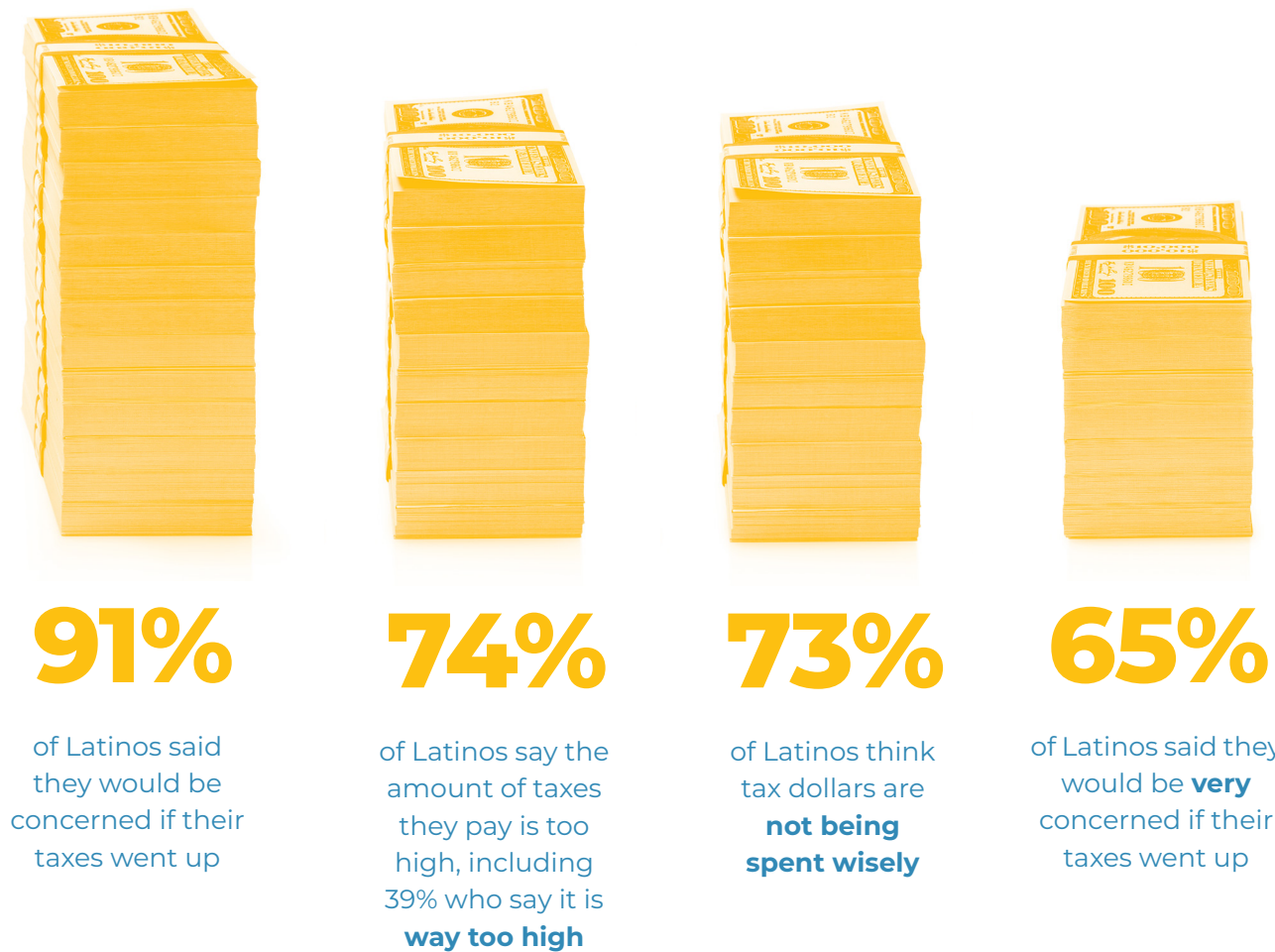
What these numbers mean is that Latinos are sick and tired of top-down government economic policies that promise prosperity but only bring inflation and economic pain.



# Latinos to Congress: We Can't Afford a Tax Hike

Latinos are worried about the looming expiration of the 2017 Trump tax cuts, which would leave the average American family paying \$1,500 more in taxes every year.

When it comes to taxes, the message from our polling is crystal clear: **Latinos think they're already paying too much in taxes, and the overwhelming majority are concerned about a tax hike.**



## 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 \$30 trillion in debt, saddling future generations with debt 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 include their business revenue in their personal income taxes, meaning that a tax hike would force many entrepreneurs to close their doors.

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Over the last few years, Latino entrepreneurs have thrived. A tax hike would put this boom in grave danger.

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Between 2018 and 2023, the revenue of  
*Latino-owned businesses grew by 55%*  
reaching \$654 billion in 2023 alone.

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STANFORD BUSINESS

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 know it very well. Since our foundation, we've worked day and night to get Latinos behind educational freedom, and our latest poll numbers show our hard work is making a dent.

97%

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

85%

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

74%

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



# Energy Security Is a Top Priority for Latino Voters

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

Nearly 9 in 10 Latinos say utility prices are up too high.

While prices are no longer rising as high as they did during the previous administration, electricity, gas, and other utilities are still too expensive for most Americans, making it harder for them to achieve the American Dream.

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

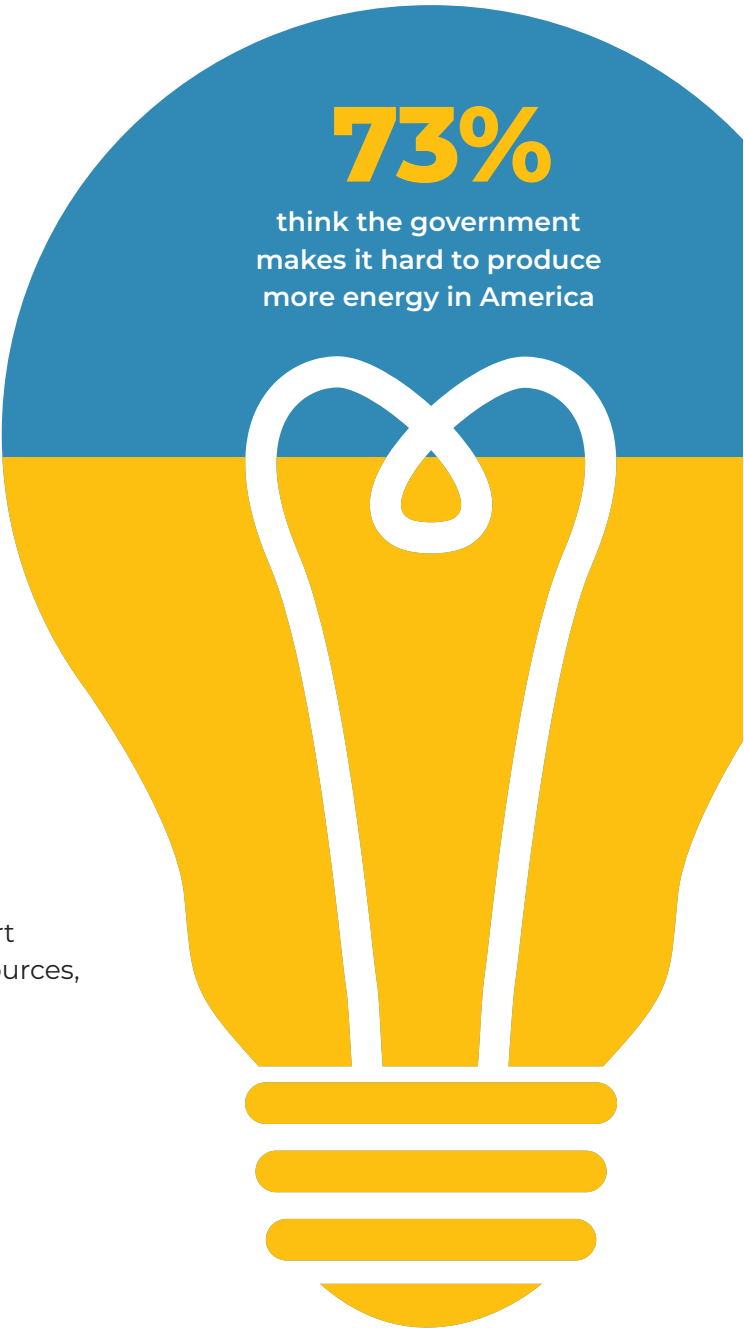
Latinos know this.

## Latinos, across party lines, want to unleash America's energy potential.

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

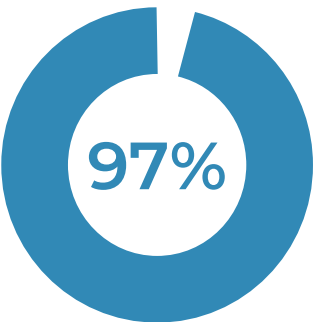
This cuts across party lines, as Democrats, Republicans, and independents all agree America needs to produce reliable and affordable energy at home.

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



**78%** of Latinos agree America needs to produce more of its own gas and oil. 47% strongly agree

### This issue is not especially partisan:



of Republicans agree



of Independents agree



of Democrats agree

**70%** of Latino voters said that our 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. With 40% of Latino voters, according to our poll, having or having a family member with a pre-existing condition, an expensive health care system affects millions of Latinos across America.

## 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 with waste and abuse.



**almost 8 in 10**

Latinos indicated that their health care costs increased last year

**89%**

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

**88%**

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

## 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.



**96%**

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

**88%**

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

**77%**

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.

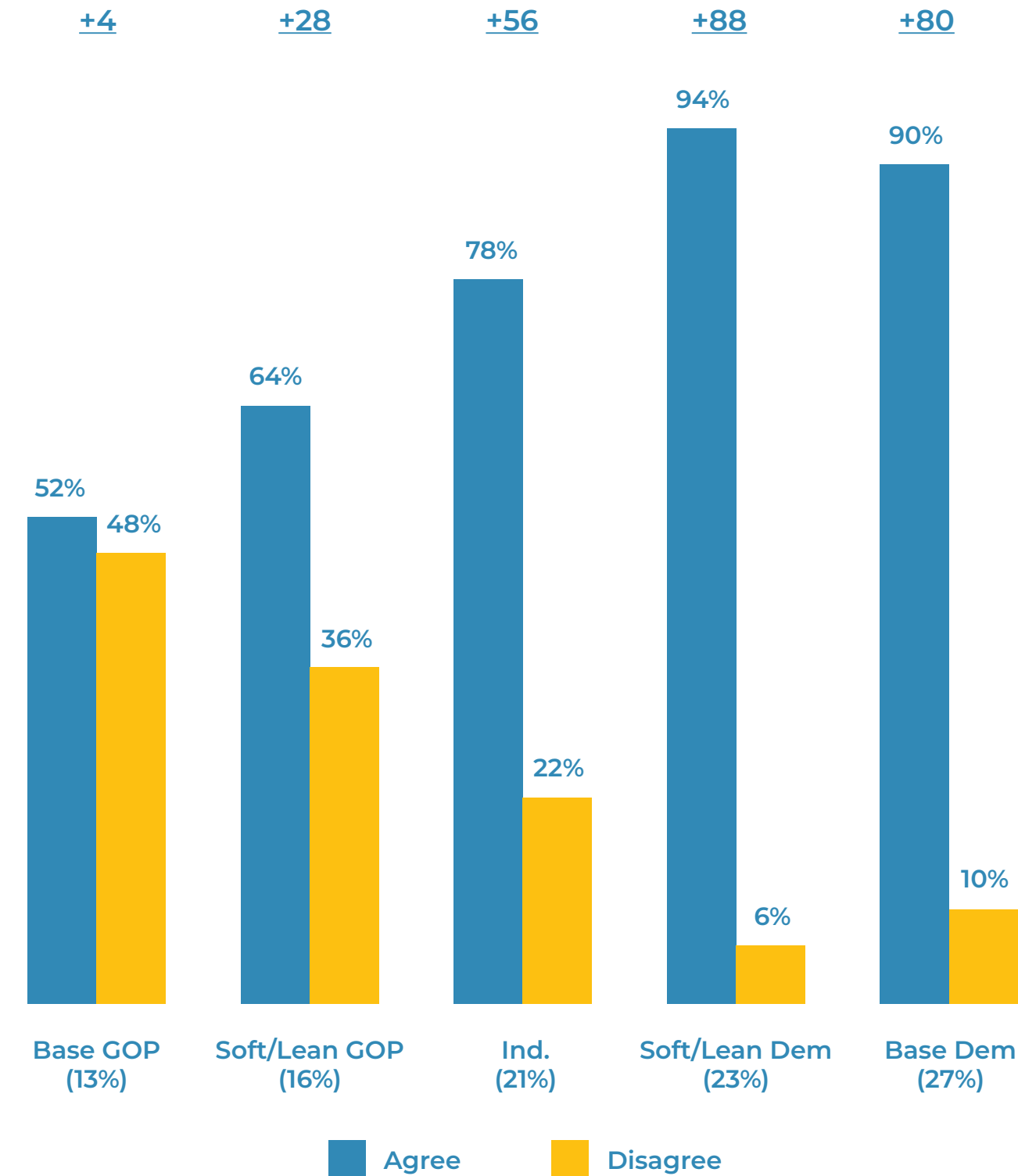
Latinos from across the ideological spectrum think the president should focus on deporting dangerous criminals who threaten the safety of communities across America.

**73%**  
of Latinos back doing what’s necessary to control our southern border and stop the flow of illegal immigration to our country

**67%**  
of Latinos think we need to do more to support Border Patrol

**58%**  
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.

**86%**

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

**Latinos agree:  
America needs more  
legal immigration.**

**Nearly 9 in 10 Latinos want to  
create more legal pathways for  
those looking to come to the U.S.  
the right way.**

**85%**

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.

**81%**

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 immigration and allowing professionals with advanced degrees to build their careers in the United States.



# Latinos Concerned About the Direction of the Country

70%

of Latinos are pessimistic about the direction of the country

30%

of Latinos believe the country is headed in the right direction

## 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 7 in 10 Latinos are not feeling good about where the country's heading.

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.

However, not all Latinos are equally pessimistic about the future of America.

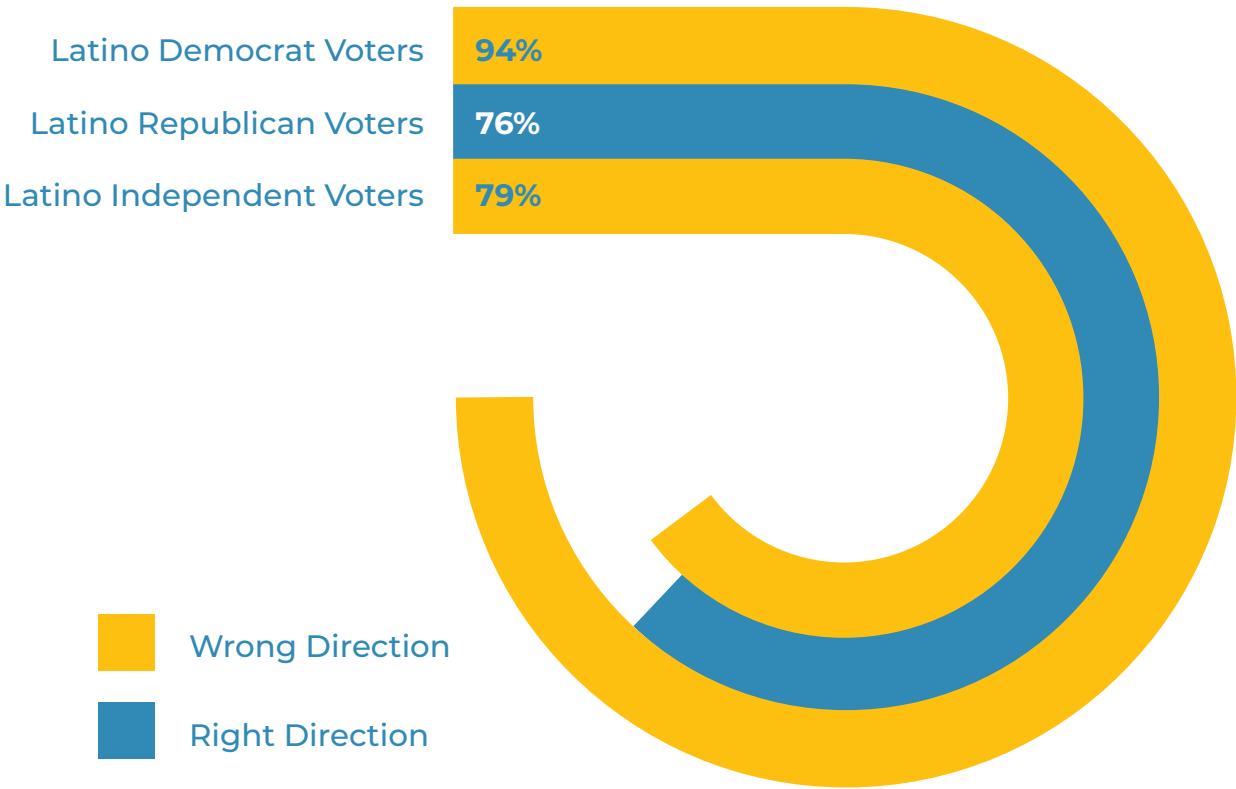
## Different parties, different directions

Our numbers show a deep partisan divide on this issue.

More than 7 in 10 Latino Republicans think America is going in the right direction. Independents and Democrats, however, are overwhelmingly worried about the direction America is taking.

These numbers, albeit not surprising, show how polarization plays a key role in the way Latinos think about where America is right now and where it should go.

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



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's 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 THE LIBRE INSTITUTE







# Methodology

Public Opinion Strategies is pleased to present the key findings of a nationwide survey conducted April 21–27, 2025, among 1,200 Latino voters.

The survey 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  
[TheLIBREInstitute.org](https://TheLIBREInstitute.org)



