

Spotlight: California

National Latino Family Report 2025

The National Latino Family Report, published by AP-OD in partnership with BSP Research and UnidosUS, provides insights into the perspectives and needs of Latino families in the United States. The 2025 report surveyed nearly 1,400 Latino families with young children across the country, including 465 participants from California.

California is home to the largest Latino population in the country. Two out of every five California residents — and [the majority of the state's K-12 students](#) — are Latino. This sizeable and growing community is employed at the largest rate of any racial or ethnic group and contributes \$100 billion to the economy every year.

This year's report also includes data from a separate survey about the effects of the 2025 Los Angeles wildfires on California's Latino families. The wildfire survey collected responses from 588 families, 275 of whom reside in Los Angeles County.

2025 Los Angeles Fires

The 2025 Los Angeles wildfires [disproportionately impacted Latino communities](#) due to existing systemic inequities. Over 74,000 Latinos were displaced or at risk of displacement due to the fires. Many predominantly Latino neighborhoods already experience disproportionately high exposure to pollutants, and because wildfire smoke from the Eaton, Palisades, and Hurst fires settled over large swaths of these same neighborhoods, many more Latino families were negatively impacted by health issues as a direct result of the fires.

In our survey, **22%** of Latino families in California reported getting sick due to poor air quality and smoke, and this number increased to **26%** when surveying families from LA County.

14% of California families and **16%** of Los Angeles families reported school disruptions due to the fires.

Systemic Failures & A Path Forward

41% of California families felt that the City of Los Angeles was responsible for the effects of the 2025 wildfires, due specifically to a lack of preparedness, while **39%** blamed the State of California, and **31%** faulted power and energy companies.

California survey participants showed strong support for policies that would strengthen public infrastructure and provide financial relief for families and businesses impacted by the Los Angeles fires.

90% of California families supported requiring power and energy companies to upgrade infrastructure with wind- and fire-safe hardened lines, with **63%** strongly supporting.

90% support providing financial assistance to low-income residents to allow them to install fire-resistant roofs and create defensible space around their properties, with **61%** strongly supporting.

88% of survey respondents want to prevent insurance companies from cancelling policies, and **88%** support direct financial assistance for individuals who lost their businesses in the fires.



Economic Opportunity

In 2024, California had the third-highest cost of living in the country, behind only Massachusetts and Hawaii. Housing and utility costs played an outsized role in the state's ranking. When asked to select the most important issues facing the Latino community, California families prioritized economic concerns:



39%

Addressing the rising cost of living/inflation



37%

Improving wages and income



30%

Creating affordable and attainable housing

98% of California residents said making housing more affordable is important, with **83%** saying it is very important.

99% of California respondents rated bringing down the cost of household items like groceries as important, with **83%** rating this issue very important.

54% believe the President's economic policies will harm their family's financial situation. Consistent with national trends, the largest percentage of California families in the survey's history — **45%** — report that their financial situation has worsened over the past year, with **15%** reporting a significant decline.

Families are working hard to build better futures for their children. They report contributing to savings accounts, cutting costs, and searching for better jobs. **49%** report cutting down on spending and/or using coupons — the most of all oversampled states.

90% support revising the Earned Income Tax Credit and Child Tax Credit policies to provide qualifying families with a \$5,000 per child tax credit, paid quarterly.

Health Care

California families reported the highest rates of insurance coverage of all oversampled states, with **90%** reporting that all of their children have health insurance, and **86%** reporting that they themselves have health insurance. Of those, **49%** report that their health insurance covers all of their needs, while **47%** say their health insurance covers some of their needs.

California is one of 13 states to offer state-administered paid family leave. In our survey, **93%** of families said they support these critical programs, which help working families maintain their income while they welcome a new child into their family.

Immigration

Support for immigrant rights is strong in California, with **91%** of respondents saying Congress and the President should prioritize protections for immigrants during the current administration's first year. **70%** ranked this issue very important.

79% oppose mass deportation of immigrant families, compared with **69%** nationally.

40% of California respondents said they might avoid talking to police or reporting crime due to the President's deportation plans, an indication that the "chilling effect" is likely to have repercussions in the state's criminal justice system.