

Spotlight: Florida

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 children ages 0-5 across the country, including 131 participants from Florida.

Florida is home to 6 million Hispanic residents, making it the [third-largest Latino population](#) in the United States. Florida's Latino population is [growing rapidly](#), outpacing growth in non-Latino groups and comprising 20% of the state's eligible voters.

Economic Opportunity

As in other states, Latino families in Florida are feeling the pressure of increasing costs in housing, consumer goods, and child care. When asked to select the most important issues facing the Latino community, Florida families focused on economic issues like wages, rising cost of living, and affordable housing.



38%
Improving wages
and income



38%
Rising cost of living
and inflation



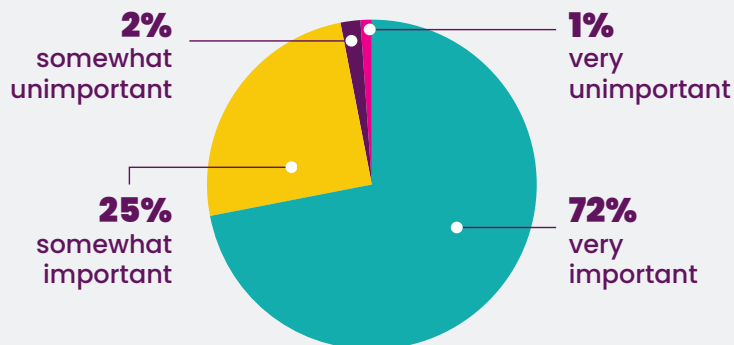
34%
Creating
affordable housing

67% are looking for a better job or a promotion due to the rising cost of living.

58% say that supporting programs that provide access to healthy food, such as food pantries, WIC, and SNAP, would help ensure their family has nutritious food.

Health Care

Health-insurance coverage is lower in Florida than in other oversampled states. **20%** of Florida Latinos [lack health insurance](#), compared to **13%** of residents of other states and **19%** of Latinos nationwide. Latino households are also [more likely to rely on Medicaid](#) for health insurance (**25%**), compared to the rest of the state (**18%**).



98%

of Latino families in Florida say lowering the cost of health care is an important issue for Congress and the President to address within the first year of this administration.



Child Care

While child care is a major expense for families across the country, costs are especially high in Florida. The average annual price of infant care is more than \$13,000 — significantly higher than the cost of in-state tuition at Florida's public universities.

59% of Latino families in Florida report that their youngest child has received child care. Of those, **46%** say they spend 11%-25% of their income on child care, and **23%** say they spend between 26% and 50% of their income.

For Florida families whose children have not received child care, **47%** say this is due to a lack of affordable child care options, compared to **32%** nationally.

34% of Florida families reported having to reduce working hours due to a lack of affordable child care, compared to 24% nationally, while **29%** reported financial stress due to increased child care costs.



83%

of Latino families in Florida say it is very important that their child care provider offers fair salaries and good working conditions for caregivers/educators.



Bilingualism

About **22%** of Florida residents live in primarily Spanish-speaking households. Latino families in Florida strongly support bilingual and multicultural learning for their children, with **94%** reporting that multilingual/multicultural education is an important factor in selecting a child care provider.

93% said they want their children to grow up bilingual in English and Spanish, compared to **88%** nationally.

48% reported that their children are currently enrolled in bilingual learning programs. For parents with children who are not attending a bilingual school or early learning program, **55%** of respondents say that their child is learning English and Spanish at home, while **17%** say that their children are already bilingual.



Immigration

85% of respondents rated border enforcement as important, with **56%** rating this issue very important.

63% of Latino families in Florida believe their state should cooperate with the President's deportation plans ONLY when it involves deporting immigrants convicted of crimes, while another **27%** said Florida officials should not cooperate at all with the President's deportation plans.



Policy

48% of Latino families in Florida support the administration increasing the Earned Income Tax Credit to help working families better support their children, compared to **37%** nationally.