

# Spotlight: New Mexico

## 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 across the country, including 201 participants from New Mexico.

With more than 1.1 million Latino residents, New Mexico has the [highest percentage of Latinos](#) of any U.S. state. Latino residents in New Mexico have [higher employment rates](#) (**62.4%**) than the rest of the state (**58.6%**) and are more likely to live in family households (**65.4%**) compared to other New Mexico residents (**56.6%**).



### Economic Opportunity

New Mexico is the [third-poorest U.S. state](#), with a poverty rate of **18.4%**. For Latino families in New Mexico, economic challenges are prevalent. Almost half of New Mexico's Latino population [lives in poverty](#), and New Mexicans who identify as Hispanic or Latino experience poverty at rates almost [double that of white New Mexicans](#).

When asked to identify the most important issues facing the Latino community that Congress and the President should address, New Mexico families focused on financial concerns like rising inflation, wage increases, and housing costs.



**48%**

The rising cost of living and inflation



**41%**

Improved wages and income



**35%**

Affordable housing

**87%** believe that it is very important for Congress and the President to bring down the cost of household goods and groceries.

When asked how to ensure families have access to healthy foods, **86%** of New Mexico families said lowering food costs is the most important factor.

**66%** of New Mexico survey participants believe the President's economic policies will negatively impact their family's financial situation, and **65%** believe these economic policies will negatively affect the overall U.S. economy.

**35%** of New Mexico families reported cutting back on family or children's activities in the past year due to price increases and the rising cost of living.



### Health Care

While New Mexicans have health insurance coverage at rates on par with national averages (**92%**), New Mexico residents rely more heavily on Medicaid for insurance coverage (**33.5%**) compared with the rest of the United States (**18.9%**). New Mexico also has the highest percentage of private-equity-owned hospitals of any state, a trend that can [negatively impact the quality and affordability of care](#).

Latino families in New Mexico expressed strong concerns about the accessibility and affordability of health care. **99%** believe that it is important for Congress and the President to lower the cost of health care within the year.

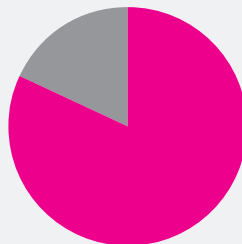
Only **40%** of New Mexicans report having health insurance that covers all of their needs, compared to **44%** nationally.

After the passage of the Affordable Care Act (ACA) in 2010, uninsured rates of Latino residents in the United States fell from **30% in 2013 to 19% in 2017**. New Mexico families show strong support for the protections offered by the ACA. **83%** oppose repealing it.



## Policy

New Mexico's Latino families overwhelmingly support public programs like Head Start. **92%** oppose its elimination, compared to **73%** nationally.



**82%**

said they worry friends or family members may be deported based on their immigration status, compared to 57% nationally.

**93%**

of Latino families in New Mexico oppose mass deportation of immigrants and families, compared to **69%** nationally. **88%** disagree with the administration's policy changes allowing immigration officials to make arrests in places like schools and churches, compared to 65% nationally.

**82%**

support a bipartisan immigration reform bill that includes resources for border enforcement and pathways to permanent residency and citizenship for immigrants already living in the United States, compared to **73%** nationally.

**89%**

support the protection of DACA recipients, compared to **78%** nationally.

**94%**

of New Mexico respondents support the creation of paid family and medical leave programs through the state, while only **18%** of Latino families in New Mexico report that they currently have paid medical leave through their job.



## Bilingualism

In New Mexico, **34%** of the population speaks a language other than English at home. **93%** of Latino families in New Mexico want their children to be bilingual in both English and Spanish, compared to **88%** nationwide.



## Immigration

New Mexico respondents support immigrant rights at higher rates than other states surveyed in the 2025 report. **96%** believe that protecting immigrants is an important issue for the administration to address, compared to **86%** nationwide.

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To view the full national report, please visit: <https://nationalsurvey.ap-od.org/2025-report/>

Full data sets can be found at: <https://bit.ly/nlfr-data>