

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 161 participants from Texas.

Hispanics comprise the largest demographic group in Texas, with a [population of more than 12 million](#), and their numbers continue to grow. Since 2020, the Latino population in Texas has increased at [six times the rate of the state's White population](#), even when taking into account recent decreases in immigration rates. This is largely due to a younger Latino population in Texas, where the median age for Hispanic residents is 28.

Despite population growth, Latino Texans continue to face [challenges when it comes to political representation and equity](#) in social factors like household income, health insurance coverage, high school graduation, and college enrollment.



Economic Opportunity

Latino families in Texas face significant income disparities compared to White families in the state. The [median household income for Latino residents in Texas](#) was \$54,857 in 2021, compared to \$81,384 for White residents. When asked about the most important issues facing the Latino community, Texas families focus on economic factors and immigrant protections.



35%

Addressing the cost of living/inflation



33%

Improved wages and income



30%

Protecting immigrant rights

99% of surveyed families say creating jobs with living wages and benefits is an important issue that Congress and the President must address, with **79%** rating this issue as very important.

Hispanic families in Texas are [more than twice as likely](#) to live in poverty than their White counterparts. **50%** of Latino families in Texas say their personal financial situation has gotten worse in the past year, with **19%** saying their financial situation has gotten a lot worse.

Texas families are responding to financial challenges with a range of strategies. **51%** say they have cut down their spending and/or used discounts and coupons in the past year due to price increases and the cost of living, while **49%** say they have worked an extra job to offset the rising cost of living. **42%** have borrowed money from family or friends, and **35%** say they have used up all or most of their savings to help pay for their family's expenses.



Immigration

As a border state with a large immigrant population ([5.46 million in 2023](#)), Texas is a flash point for many of the issues facing Latino and immigrant families in the United States. Surveyed Latino families in Texas have strong opinions about immigrant rights compared to national averages, although these opinions fall on both sides of the political divide.

**78%**

of Latino families in Texas support a bipartisan immigration reform bill that includes resources for both border enforcement and pathways to permanent residency and citizenship for immigrants who are already living in the United States, compared to 73% nationally.

81%

of Texas respondents, compared to 78% overall, support protecting DACA recipients, also known as Dreamers. These undocumented individuals were brought to the United States as children, and federal policy protects them from deportation.



Gun Violence

Rates of firearm-related deaths have more than doubled among Texas teens in the past 10 years, and this violence disproportionately affects Latino families. In Texas, Latino males between the ages of 15 and 34 are three times more likely to die due to gun violence than their White peers.

44% of Latino families in Texas believe that improving protections for children against gun violence is one of the most important issues tied to improving children's well-being, compared to **37%** of respondents nationwide.



Child Care

Many Texas families report difficulties in finding affordable child care that meets their family's needs and preferences. **27%** of Latino families in Texas say they have been unable to work sometime in the past year due to the lack of affordable child care, compared to **23%** nationally.

99% of Texas respondents say it is important for their child care provider to offer free meals, diapers, and essential supplies, while **81%** say that it is important that their child care provider offers transportation.

51% of Texan families who have not used child care cite a lack of trust in other people to take care of their children.



Policy

Texas families strongly support state-run paid family medical leave programs, with **91%** in favor. These programs allow parents to take time off work when welcoming a new child into their home, without the uncertainty of interrupted income.

40% of Latino families in Texas think it is important for the administration to increase the Earned Income Tax Credit amount to give working families more tax benefits to help with their expenses.