

Spotlight: Arizona

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 101 participants from Arizona.

Arizona is home to a large and growing Latino population. A recent [U.S. Census Bureau survey](#) estimates that 2.3 million Hispanic people live in Arizona, making it home to the fourth-largest Hispanic population in the country. About 20% of Arizona Latinos are under the age of 10, which makes this data particularly relevant for policymakers and leaders hoping to invest in a brighter future for Arizona.

Economic Opportunity

The cost of living in Arizona is higher than the [national average](#), and the average salary [is lower](#). When asked to choose the most important issues facing the Latino community, Arizona families prioritized issues related to economic growth and security:



32%
Improved wages
and income



31%
Affordable and
attainable housing



30%
Rising cost of
living/inflation

59% of Arizona respondents think the president's economic policies will hurt the U.S. economy, compared to **45%** nationally.

Arizona families are responding to financial challenges with a range of strategies. **47%** of Arizonans reported borrowing money from friends or family over the past year to help ease the burden of price increases and rising cost of living, the largest percentage of any oversampled state.

96% of survey respondents rate the prices of household goods and groceries as an important issue, with **82%** ranking this issue as very important.

96% rated lowering health care costs as an important issue, with **83%** ranking this issue as very important.

Housing

Affordable housing is a problem for families across the United States, but housing concerns were especially pronounced among Arizona respondents. In Arizona, non-white and Latino households have [lower rates of homeownership and higher rates of extremely low-income rental housing](#) than white households.

86% of Latino families surveyed in Arizona say it is very important that the president and Congress work to lower the cost of housing during the first year of his presidency.

Immigration

77% of Arizona respondents expressed opposition to mass deportation policies, and nearly half (**48%**) said their state should cooperate with the president's deportation policies only when they involve deporting immigrants convicted of crimes.

66% said they worry friends or family members might be detained or deported due to their immigration status. And like respondents in other states, Arizonans reported they might change their behavior due to the administration's immigration policies, with **36%** reporting that they might avoid talking to the police or reporting crimes.

Jobs

Job creation is at the forefront of Arizona families' minds.

94% of surveyed families said it's important for the administration to create jobs that pay a living wage and offer benefits, with **85%** ranking this issue very important.

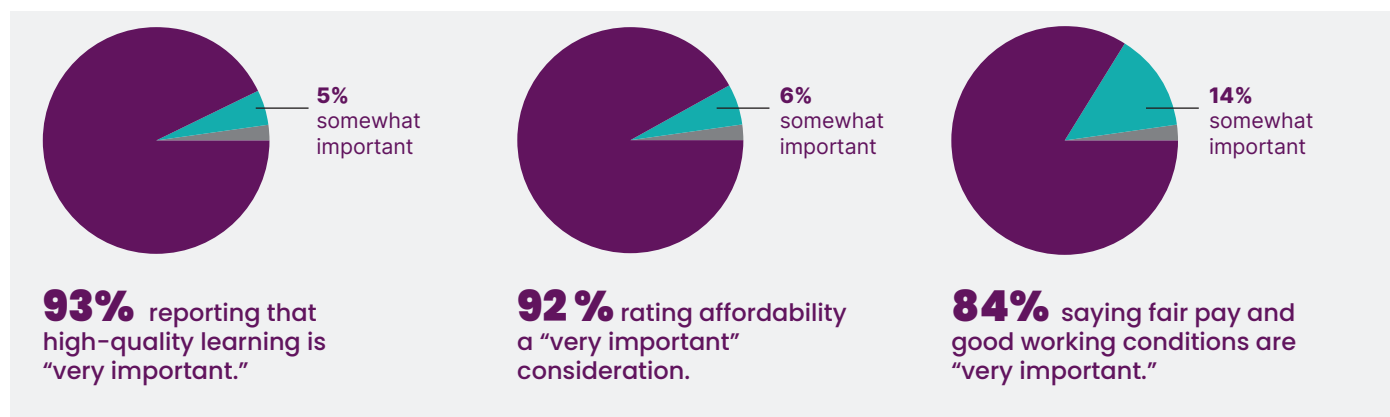
63% reported that at least one member of their household has looked for a better-paying job or a promotion due to the rising cost of living, and nearly half (**48%**) report holding more than one job, the most of any oversampled state.

Like most families we surveyed, Arizonans strongly support social safety net programs that have a track record of helping families thrive.

85% support revising the Earned Income Tax Credit to allow working families to receive \$5,000 per child per year, paid quarterly. The program benefits low-income households, and especially those with children.

Child Care

Affordability, quality, and fair wages are equally critical concerns for Arizona families assessing child care options for their young children. **98%** said each of the three considerations is either somewhat or very important, with:



Latino families historically have expressed a strong cultural preference for child care to be provided by a trusted family member. This year, among families whose children have received child care, **93%** of Arizona respondents echoed that preference, the most of any oversampled state, with **71%** saying family-provided care is very important.

Arizona also has the largest percentage of respondents (**57%**) across all oversampled states reporting that their child did not receive child care. Of those, **36%** said that cost was a significant factor keeping them from accessing child care.

Arizona does not have a state-sponsored paid family leave program, and **55%** of surveyed families reported not having paid family leave where they work. **86%** of respondents in Arizona said they favor such programs, which have been shown to contribute to healthy development, improved maternal outcomes, and enhanced economic security.