

Spotlight: California

National Latino Family Report 2024

[The National Latino Family Report](#), published by Abriendo Puertas/Opening Doors in partnership with UnidosUS and BSP Research, provides insights into the perspectives and needs of Latino parents and caregivers. The survey focused on parents of children between the ages of 0-5 and included an oversample of 381 respondents from California.

California is the state with the largest Latino population at 15.7 million (40% of the total population). With nearly one-in-five Latinos under the age of 10, this data is particularly relevant for policy makers and leaders shaping the future of the state's social and economic fabric.

Supporting Working Families

91% support a paid family and medical leave program in California, with **69%** strongly supporting it.

| *Support remained high (85%) even when informed of a potential cost of a few dollars per week for the program.*

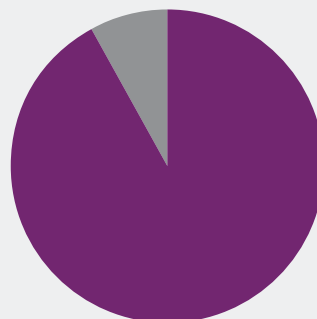
84% support increasing the earned income tax credit to provide more tax benefits for working families.

Continuous Healthcare Access

The Medicaid Forward program in California aims to ensure affordable health insurance for all residents, addressing inequities exacerbated by the COVID-19 pandemic. However, an estimated half a million undocumented individuals are ineligible for Medi-Cal or Covered California due to income and federal policy restrictions.

92% support adopting Medicaid and CHIP policies to remove barriers to healthcare and reduce gaps in coverage, with **62%** strongly supporting this initiative.

Support for reducing gaps in Medicaid and CHIP coverage in California



92% Total Support

Investment in Children's Future

89% support the federal government establishing \$3,000-\$4,000 trust fund accounts for newborns in California to be used for college, home ownership, or starting a business. This baby bonds program, with **65%** strongly supporting it, is projected to help reduce the racial wealth gap for Latino children in the state.

Baby bonds represent an innovative policy approach to directly address the racial wealth gap and provide a financial asset for Latino children from birth.

Family Engagement and Resources

92% support increased funding for parent and family engagement programs that support child learning and provide resources, with **63%** strongly supporting this measure.

Robust investment in such initiatives nurtures Latino children's academic and economic potential from an early age, promoting multi-generational prosperity.

High-Quality, Affordable, and Culturally Responsive Early Childhood Education

Latino parents in California agree that quality, affordability, and culturally-responsive child care are top priorities:

Top qualities Latino families look for in child care in California

99% believe it is important that child care meets quality learning expectations, with **75%** saying it is very important.

98% agree that affordability is important, with **75%** indicating it is very important.

96% believe having a multilingual/multicultural early childhood education is important, with **61%** saying it is very important.

Online Safety

Addressing online safety and responsible technology use is crucial for protecting Latino children's well-being in the digital age.

96% are concerned about the impact of social media on their children's mental health.

98% support the government strengthening safety standards for social media platforms and better protecting children's privacy online, with **74%** strongly supporting this.

93% support including digital and social media literacy in public school curricula to educate children on safe use, with **69%** strongly supporting this.

For the full national report, please visit: <https://nationalsurvey.ap-od.org/2024-report/>