

AN ECONOMIC AGENDA FOR PROSPERITY

A Working Roadmap for Opportunity —
Shaped by You

UNIDOSUS



This is UnidosUS's living roadmap for economic opportunity — shaped by the voices, struggles, and successes of Latino communities across the country. It reflects what we've learned from listening to families, analyzing data, and testing solutions that work.

It's not written in stone. It's designed to evolve — with your insights, experience, and action.

We're putting forward ideas that have been tested. But we're also inviting new ones. Because real prosperity isn't just about GDP. It's about dignity, stability and a fair shot — no matter where you start.

Your ideas matter. Your feedback can shape what's next.

Let's build the future together.

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THE LATINO STORY

WHY THIS MATTERS NOW

Latinos are at the heart of the American economy — 63 million strong, driving

\$4.1

trillion in economic activity and leading workforce growth, entrepreneurship and consumption. Nearly 78% of all net new workers this decade will be Latino and



70%

of net new homeowners between now and 2040 will be Latino.

Latina women are launching businesses faster and sustaining them beyond national averages. We are graduating from high school at higher rates and entering college in record numbers.

Yet too many Latino families still face a dual reality: contributing more than ever while gaining less. Wages have not kept pace with inflation. Access to affordable housing, health care, child care and fair credit remains limited. Digital access and workplace technology skills are also uneven.

UnidosUS believes in a prosperous America — one that includes everyone. That is why we are developing a community-informed, data-driven economic agenda for prosperity — built with Latino perspectives, but designed to move the country forward.

Let's start with how Latino voters are experiencing today's economy.

THE REALITY

VOICES FROM LATINO VOTERS

In our 2025 First 100 Days Bipartisan Poll of Latino voters:

52% said the **cost of living** is their top concern.

40% named **jobs and wages**.

28% pointed to **housing costs**.

23% highlighted **health care affordability**.

21% called for **humane immigration reform**.

Nearly two-thirds (63%) say the country is on the wrong track. 70% hold political leaders responsible for economic uncertainty. And 62% oppose cuts to programs like SNAP.

Latino voters are not just highlighting problems — **they are setting the agenda for solutions.**



OUR POINT OF VIEW

A UNIDOS US AGENDA FOR PROSPERITY

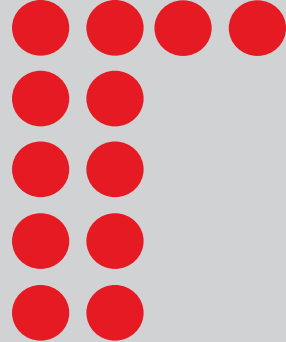
This is not just a set of demands. **It is a perspective.**

We believe:

- That the American story of economic prosperity is built on the hard work and contributions of Latinos. Prosperity must be measured by mobility, stability and dignity — not just GDP.
- Every American should have an even shot at homeownership, higher education, quality health care, and a job that pays and is fulfilling.
- Technology and innovation must be designed to level the playing field for inclusion, not exclusion.

This agenda reflects those values. And it invites your voice to shape what comes next.

What follows are priority areas we believe can unlock real opportunity.



OUR SOLUTIONS FRAMEWORK

HOUSING

Polling: 28% of Latino voters rank housing as a top concern, which reflects and highlights the immediate concern of high cost of living.

Latino families are being locked out of the path to family wealth building.

We believe that:

- Updating lending rules and loan programs to serve working families better.
- Creating more starter homes families can actually afford.
- Building more starter home equity so families can grow wealth for their children and grandchildren.

WORKFORCE AND WAGES

Polling: 40% cite jobs and wages as a top concern.

Latino workers power the American economy—but they're not being paid

We believe:

- Promoting skills-based hiring practices and creating more pathways to learn on the job.
- Making sure technology and AI create better opportunities for workers, not fewer.
- Modernizing workplace standards so everyone earns fair wages and gets the benefits they deserve.



SMALL BUSINESS AND ENTREPRENEURSHIP

Latino-owned businesses are growing fast — but funding is not keeping up.

We believe:

- Ensuring Latino business owners can access the capital they need to grow.
- Providing business support that's bilingual, community-focused, and accessible.
- Unlocking Latino business growth through public and private procurement.

FAMILY SECURITY AND HEALTH

Polling: 23% are concerned about health care affordability.

Economic stability begins at home — with secure families and healthy.

We believe:

- Putting more money directly in families' pockets through tax relief.
- Making affordable health insurance accessible so families don't face financial hardship.
- Removing barriers to making healthy and nutritious food more affordable for families.

A REAL STORY

EL CENTRO, KANSAS CITY



El Centro has spent decades helping Latino families in Kansas City buy homes, file taxes and build wealth. But recently, fear has stalled that work. Changes in immigration enforcement have triggered widespread concern about sharing personal data — and families have backed away from the home buying process.

Appointments have dropped. Mortgage applications have paused. Participation has cut in half. The ripple effect has hit everything from housing to local retail. This was not just about immigration policy. It was about trust — and economic fallout.

When families are left out of systems, whole communities lose ground.

YOUR VOICE SHAPES THIS

We have shared what we are seeing. Now we want to know what you are seeing. What is missing? Where should we go deeper? What ideas or solutions are working in your community?

Write it in. Email us. Call us. Help us shape the next version of this agenda with insights, projects, policies and what you know will support a unified vision for a stronger America.



NOTES

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UnidosUS is a nonprofit, nonpartisan organization that serves as the nation's largest Hispanic civil rights and advocacy organization. Since 1968, we have challenged the social, economic, and political barriers that affect Latinos through our unique combination of expert research, advocacy, programs, and an Affiliate Network of more than 300 community-based organizations across the United States and Puerto Rico. We believe in an America where economic, political, and social progress is a reality for all Latinos, and we collaborate across communities to achieve it. For more information on UnidosUS, visit unidosus.org or follow us on Facebook, Instagram, LinkedIn, Threads and X.

UnidosUS

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