



SURVEY OF THE LATINO WORKING CLASS



October 6, 2026

About the Survey

- Total N=2,700 Latino working-class respondents (+/-1.9%)
 - Defined based on household income and education thresholds
 - State oversamples N=500 (+/- 4.4%) per Arizona, California, Florida, Texas
 - Registered voters N=1,955 (+/- 2.2%)
- Field Dates: August 28 – September 17, 2026
- English or Spanish, according to preference
- Mixed mode: live phones, text invites, online panels

Key Findings

- 1. The cost of living dominates.** 83% name inflation as a top economic worry, 61% just meet or struggle to meet expenses, and 40% are worse off than a year ago.
- 2. Families are cutting back on essentials, including health care.** 78% have taken extra steps to make ends meet, such as buying less food (43%) or using savings (38%). 53% have given up some health care because of cost, and 38% have no retirement savings.
- 3. Housing is a heavy burden, especially for renters.** 53% spend 30% or more of their income on housing, including 66% of renters, and 60% of renters worry about paying next month's rent. Among the 41% who want to buy, prices (64%) and down payments (51%) are the main barriers.
- 4. Immigration enforcement is hurting household finances.** 44% say it affected their household economically, and 60% of small business owners say it hurt their business, most often through fewer customers (34%).
- 5. Solutions are popular, but the vote isn't locked in.** Every policy tested gets 75% support or more, led by paid family leave (86%) and ACA subsidies (84%). Yet only 45% are certain to vote, and 58% haven't been contacted by any campaign.

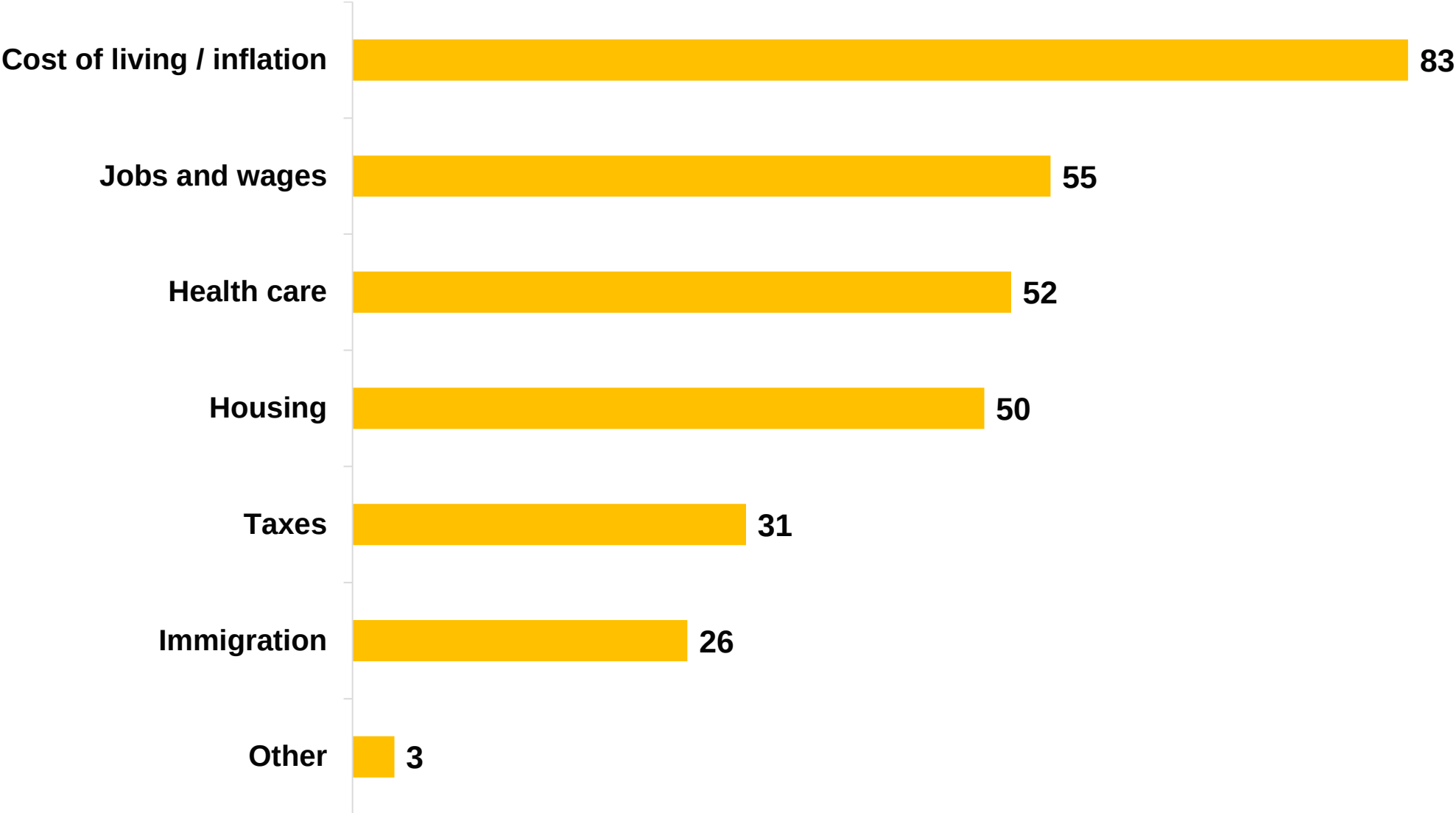
COST OF LIVING AND HOUSEHOLD FINANCES

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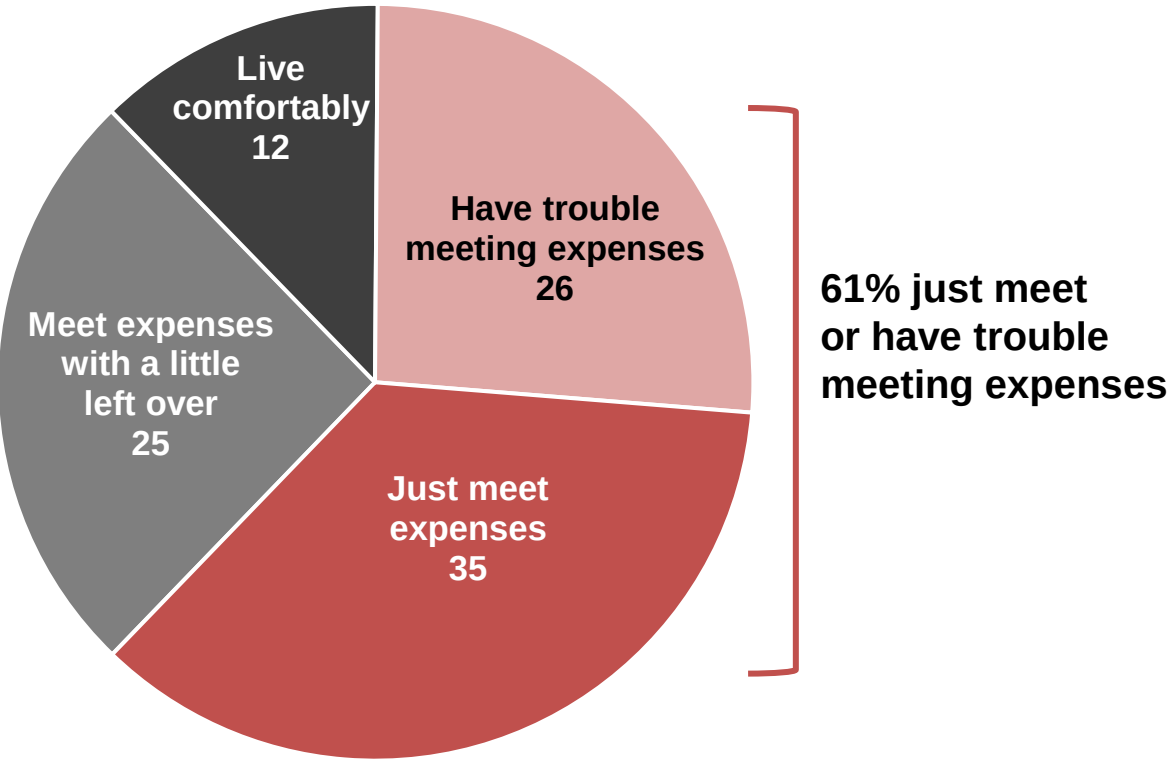
Inflation is the biggest economic worry facing the Latino working class

What are the economic issues that you worry about the most at this moment? Rank your top three concerns.

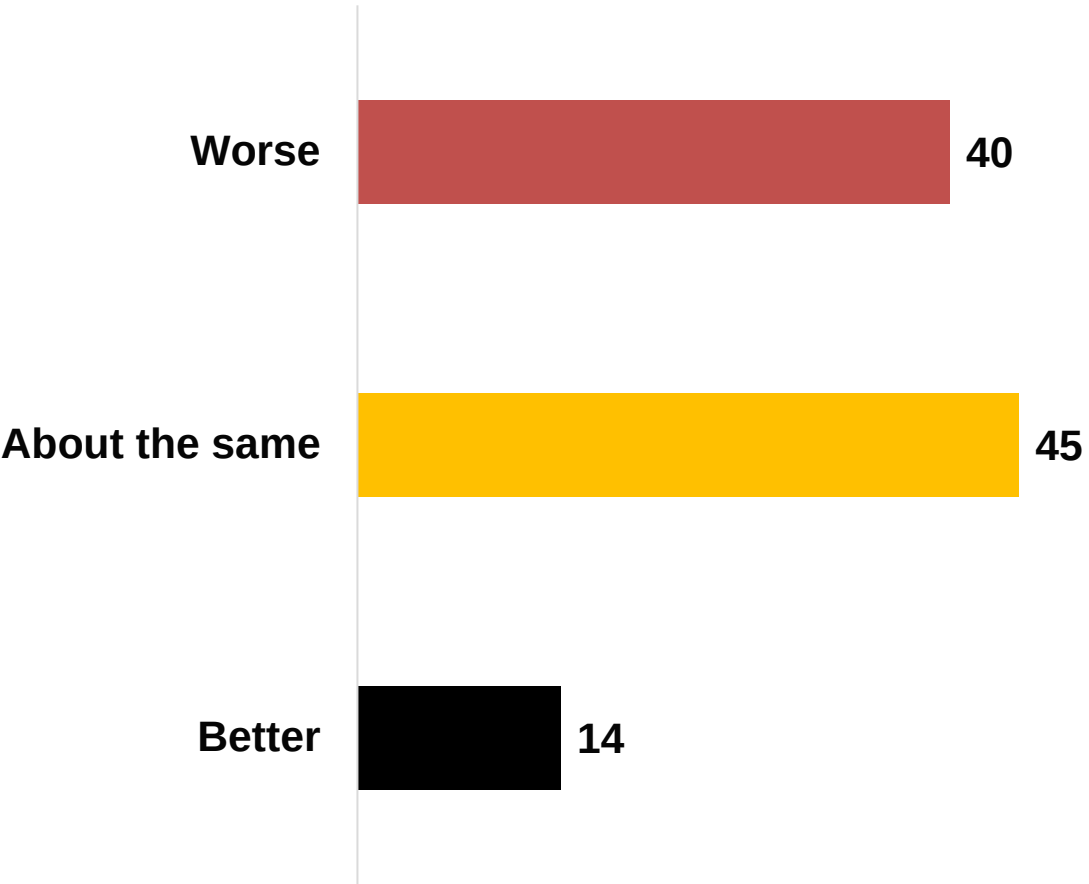


Making ends meet is difficult for the majority of the Latino working class

How would you describe your personal financial situation today?

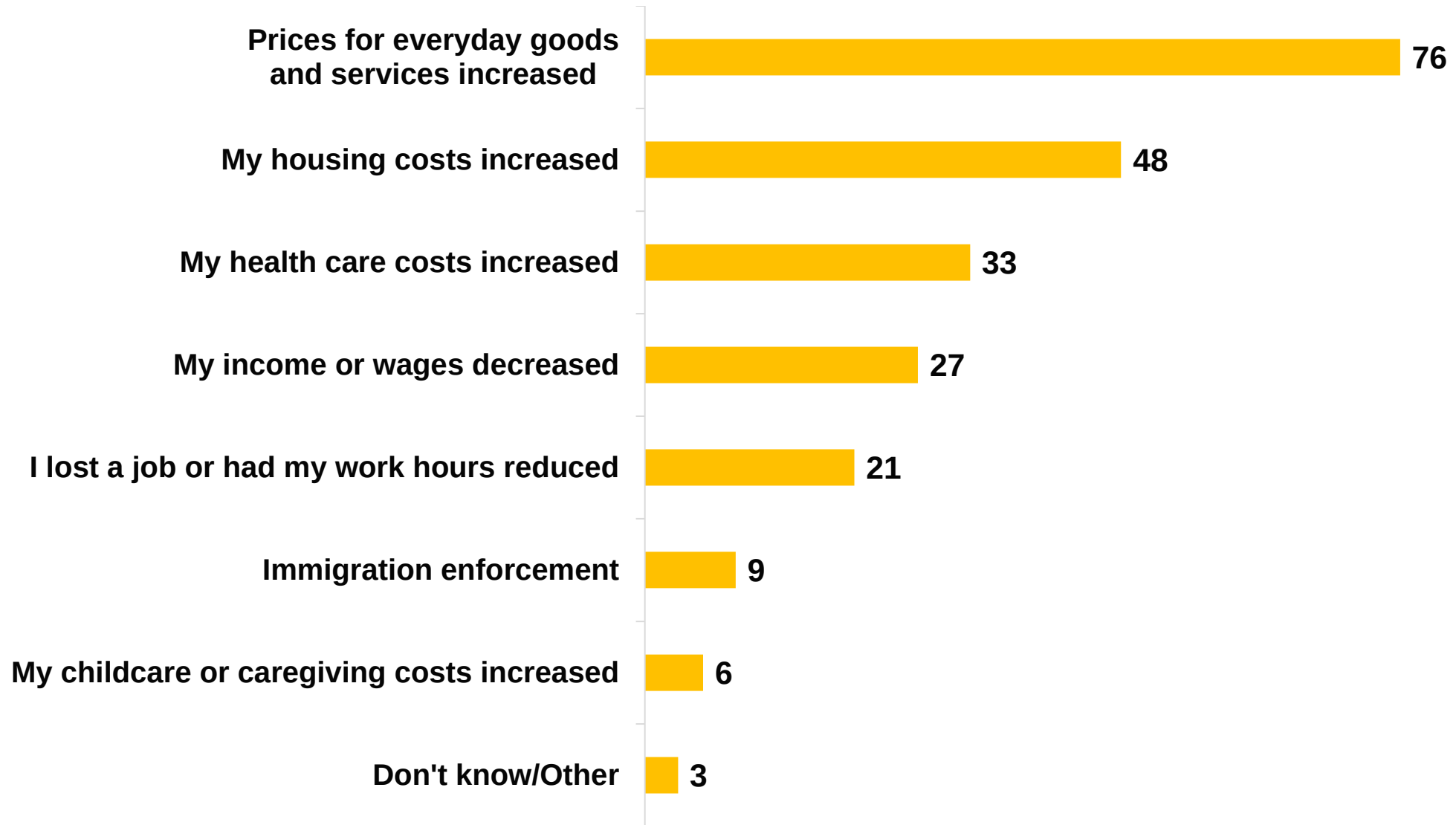


Compared to last year, is your economic situation right now:



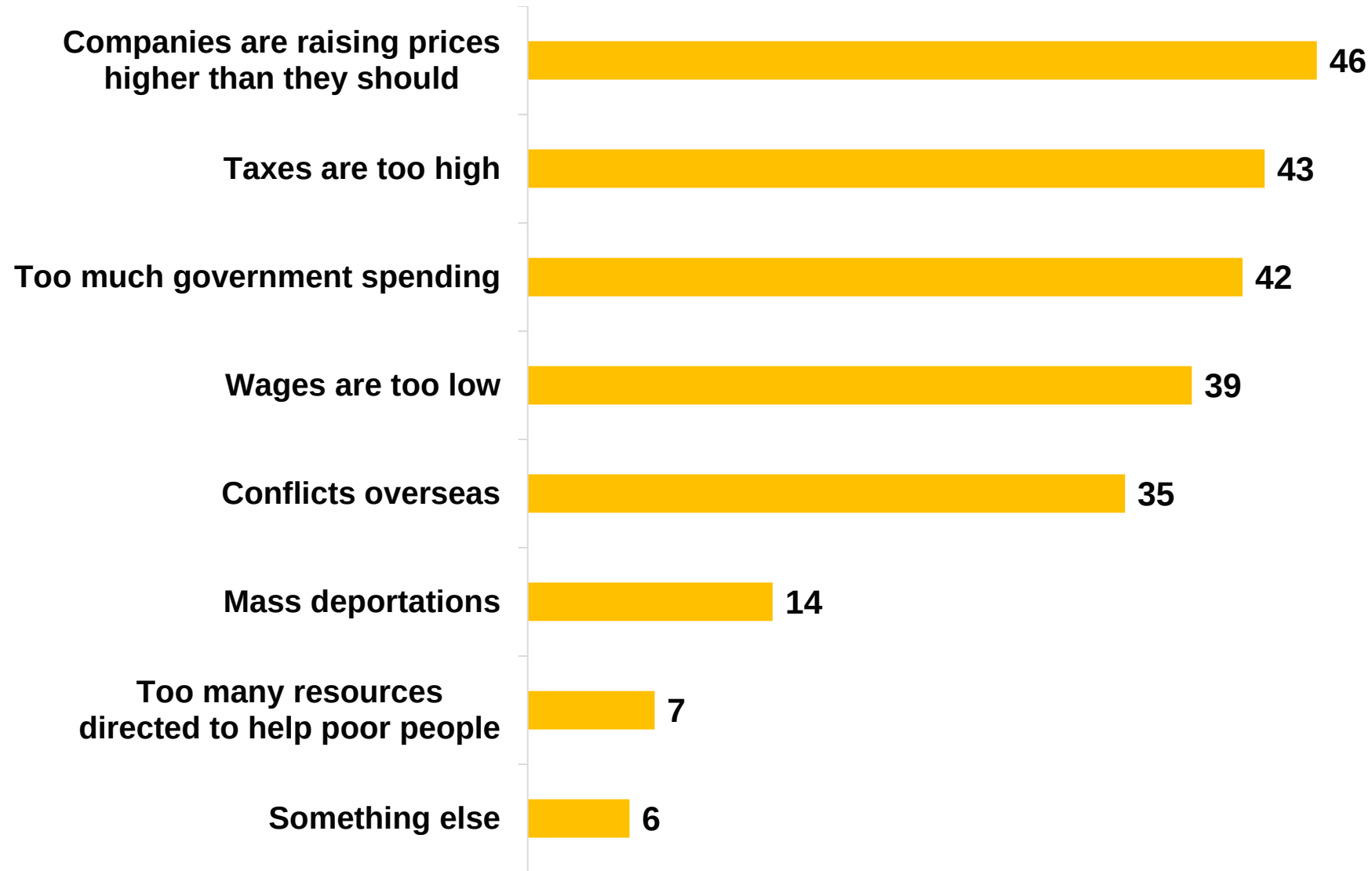
Among those who are worse off, inflation is the biggest factor cited, followed by housing cost increases

Which of the following are the biggest reasons your economic situation is worse than it was a year ago? Select up to three.



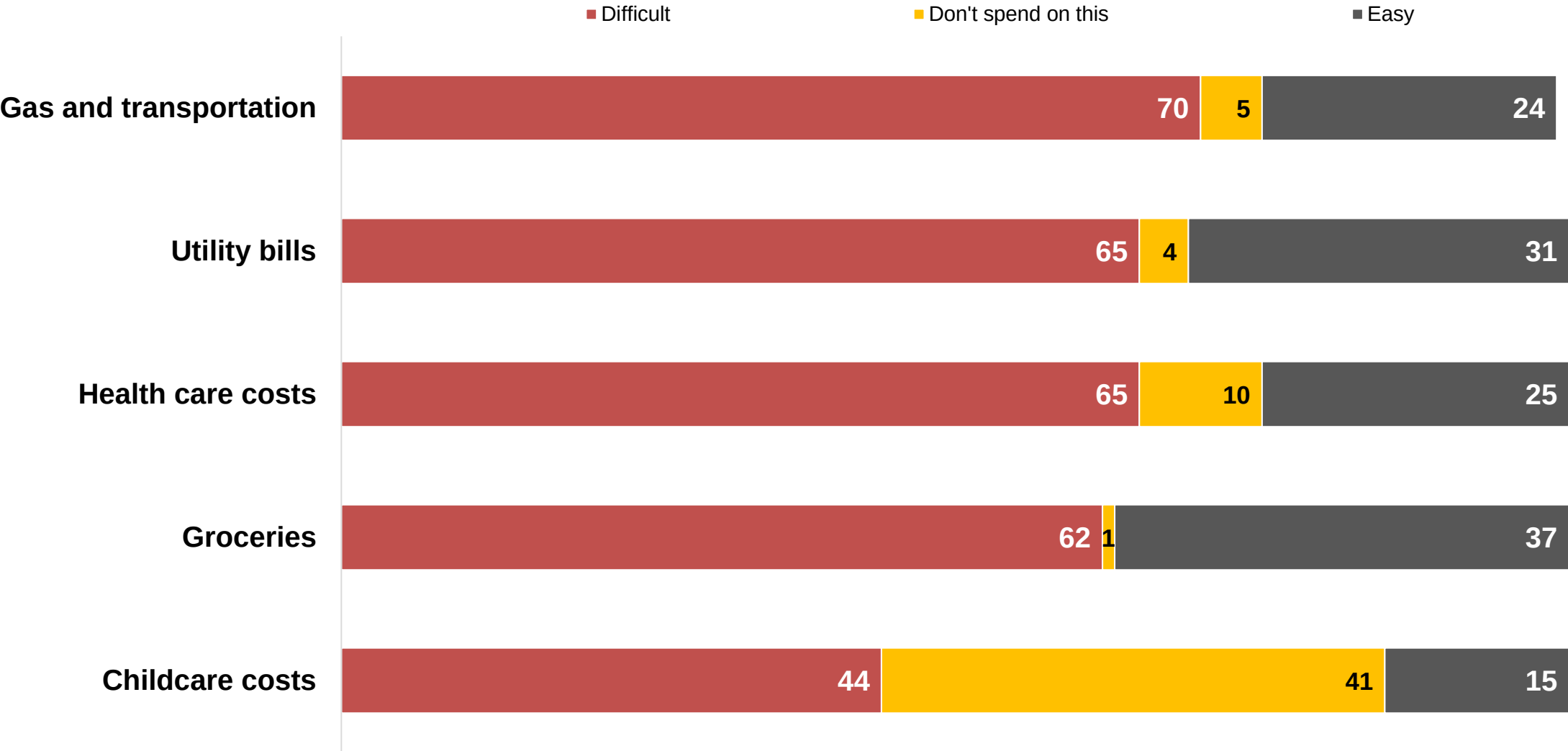
Working-class Latinos largely blame companies raising prices and high taxes for the rising cost of living

Which of the following, do you think are the main reasons for the rising cost of living in the US? Select up to three of the following.



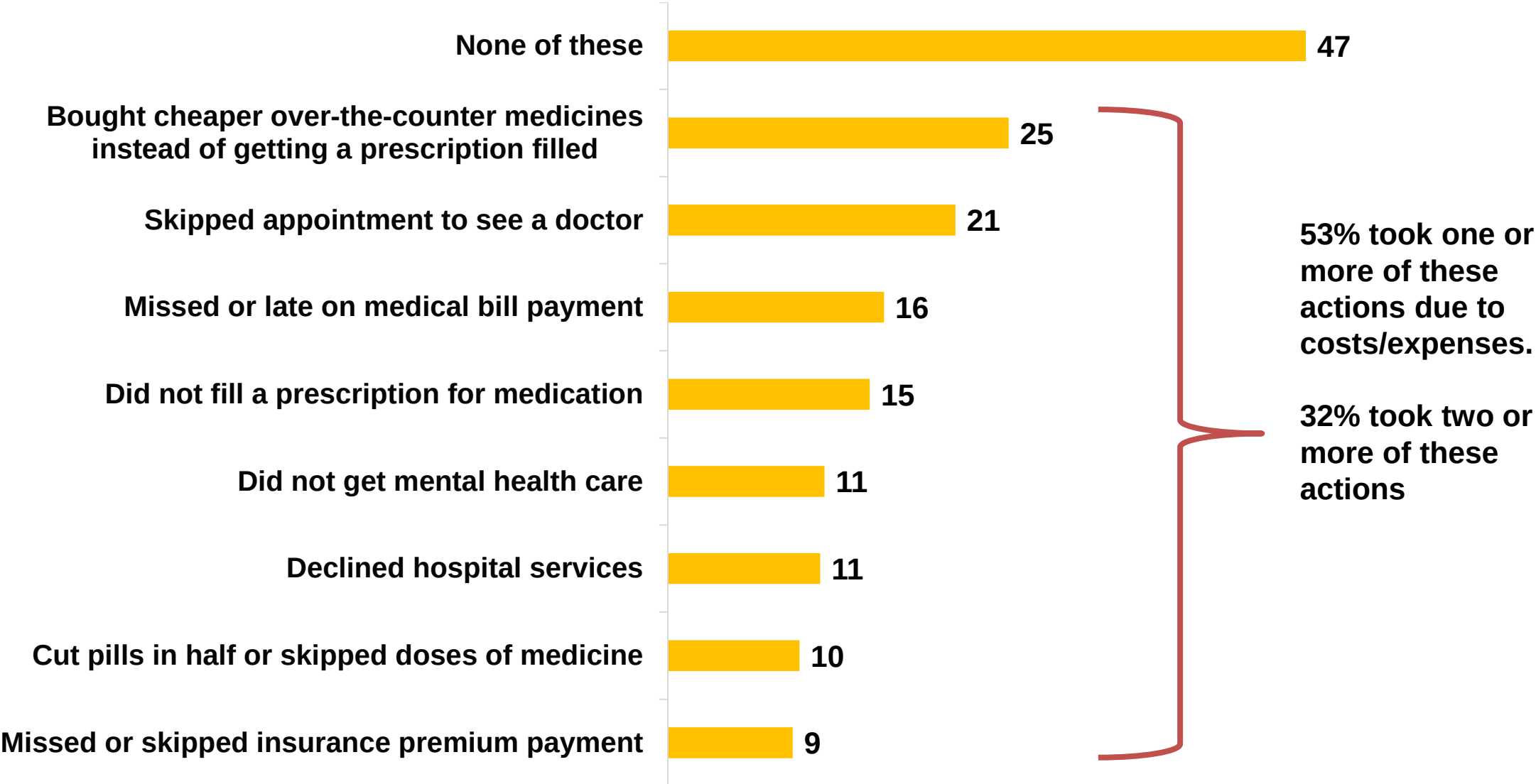
Basic living expenses including gas, utilities, health care, and groceries are difficult to afford for more than 60% of working-class Latinos

How affordable do you find each of the following?



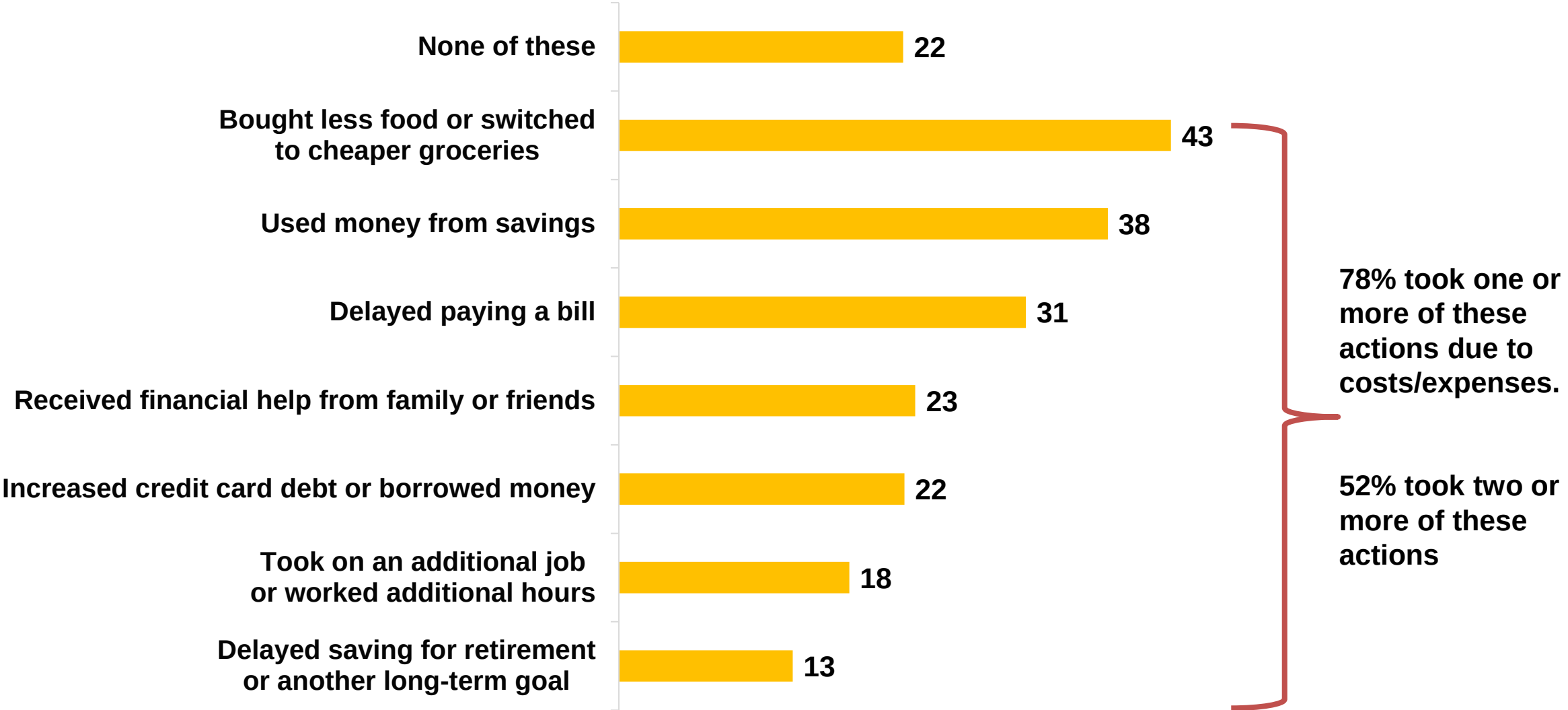
Working-class Latinos are pressed on medical expenses, leading to a variety of missed medications and medical appointments

Over the past 12 months, did you do any of the following due to the cost/expense? Select all that apply.



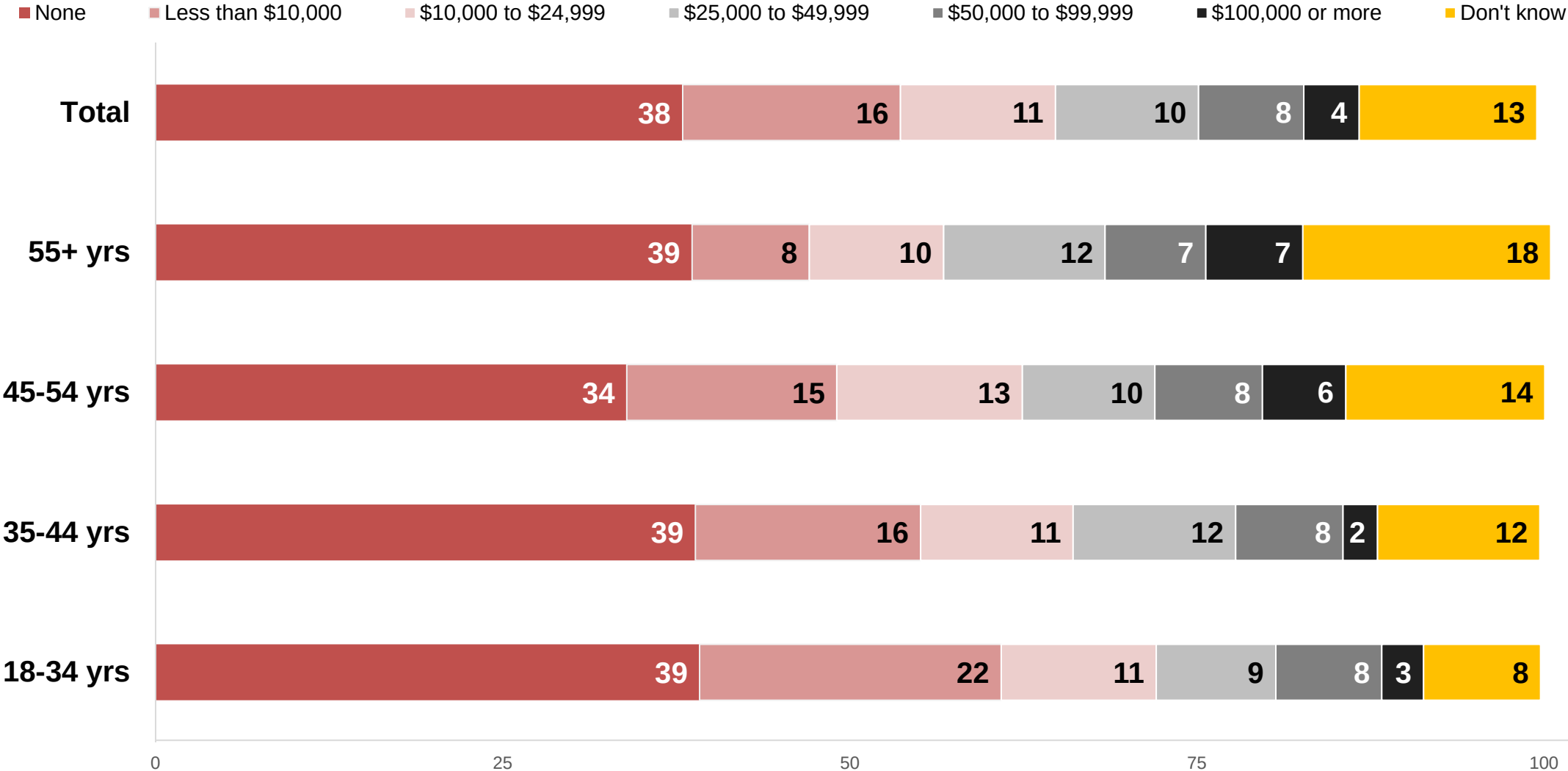
Working-class Latinos are coping with higher cost of living expenses in a variety of ways, including borrowing, delaying paying bills, and working additional jobs

Thinking about increases in the cost of living over the past 12 months, have you or your household done any of the following to pay all of your bills and cover all of your expenses? Select all that apply.



More than half age 55+ have less than \$25k in retirement savings, and more than one-third across all age groups have no retirement savings at all.

About how much do you have in retirement savings such as 401k, IRAs, pensions, or other dedicated retirement accounts?
Please do NOT count Social Security in your answer.



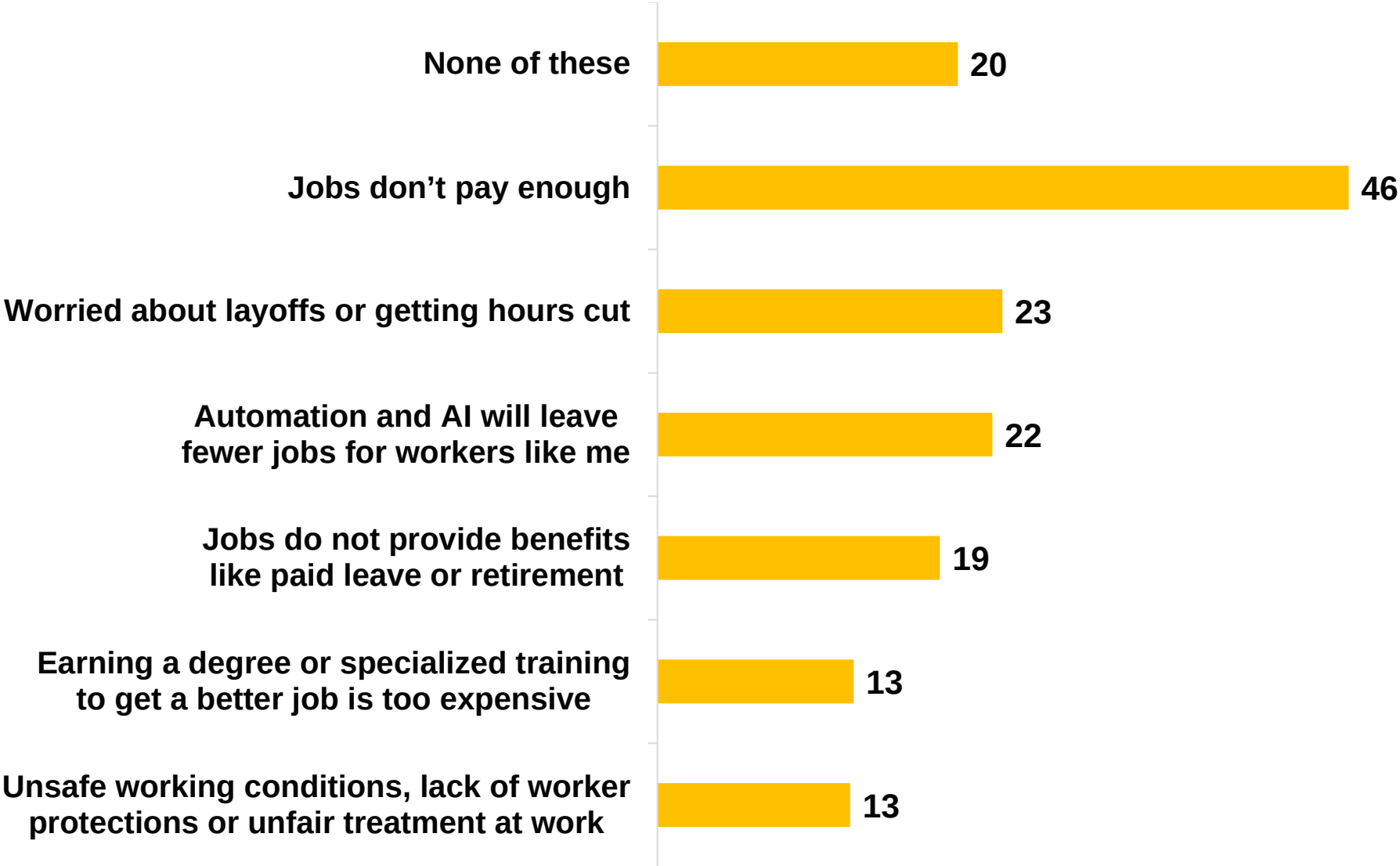
WORK AND WAGES

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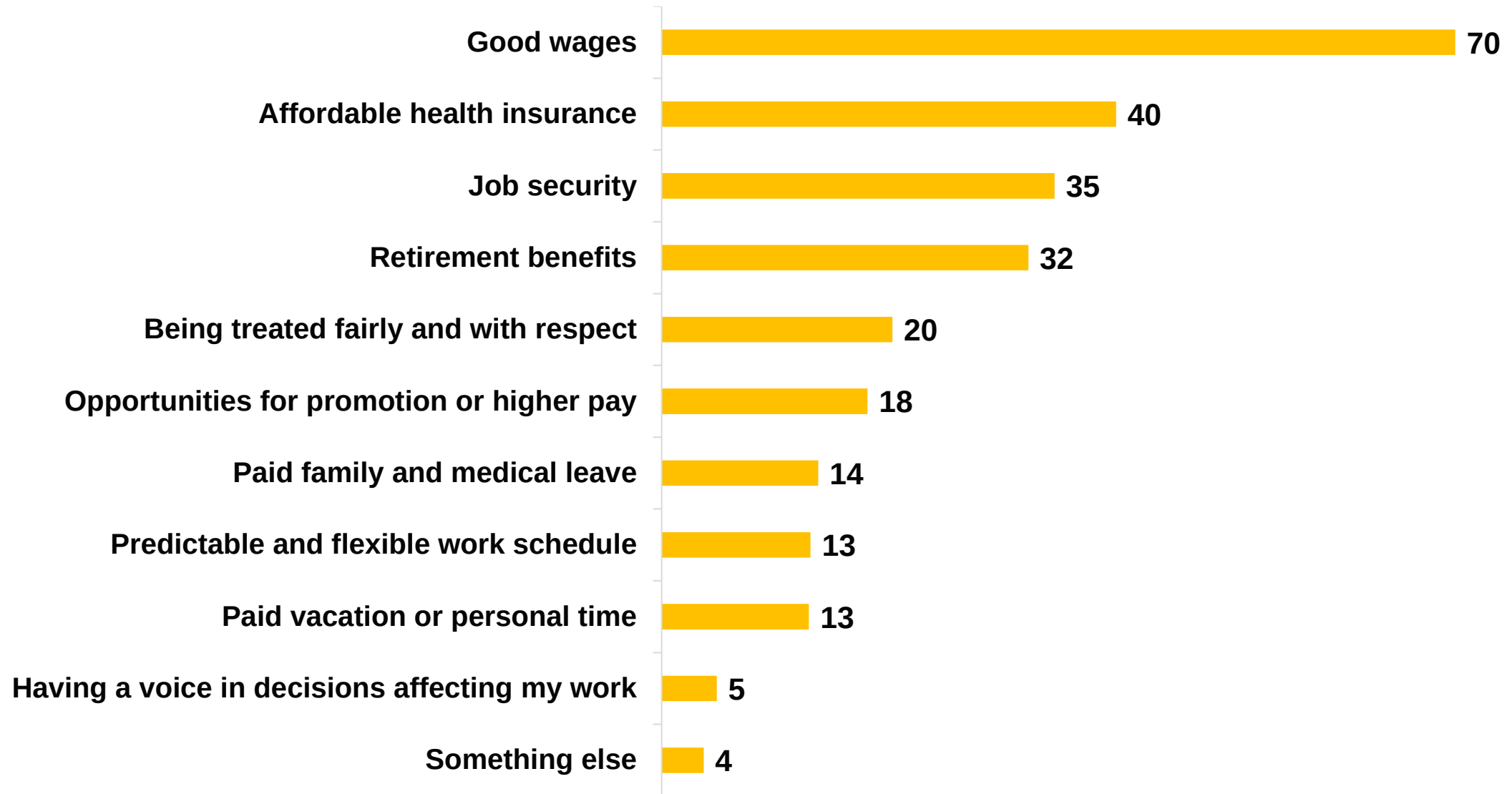
80% of working-class Latinos worry about jobs in terms of low pay, and lack of stability and benefits

Thinking about jobs, which of the following concerns you most? Select up to two.



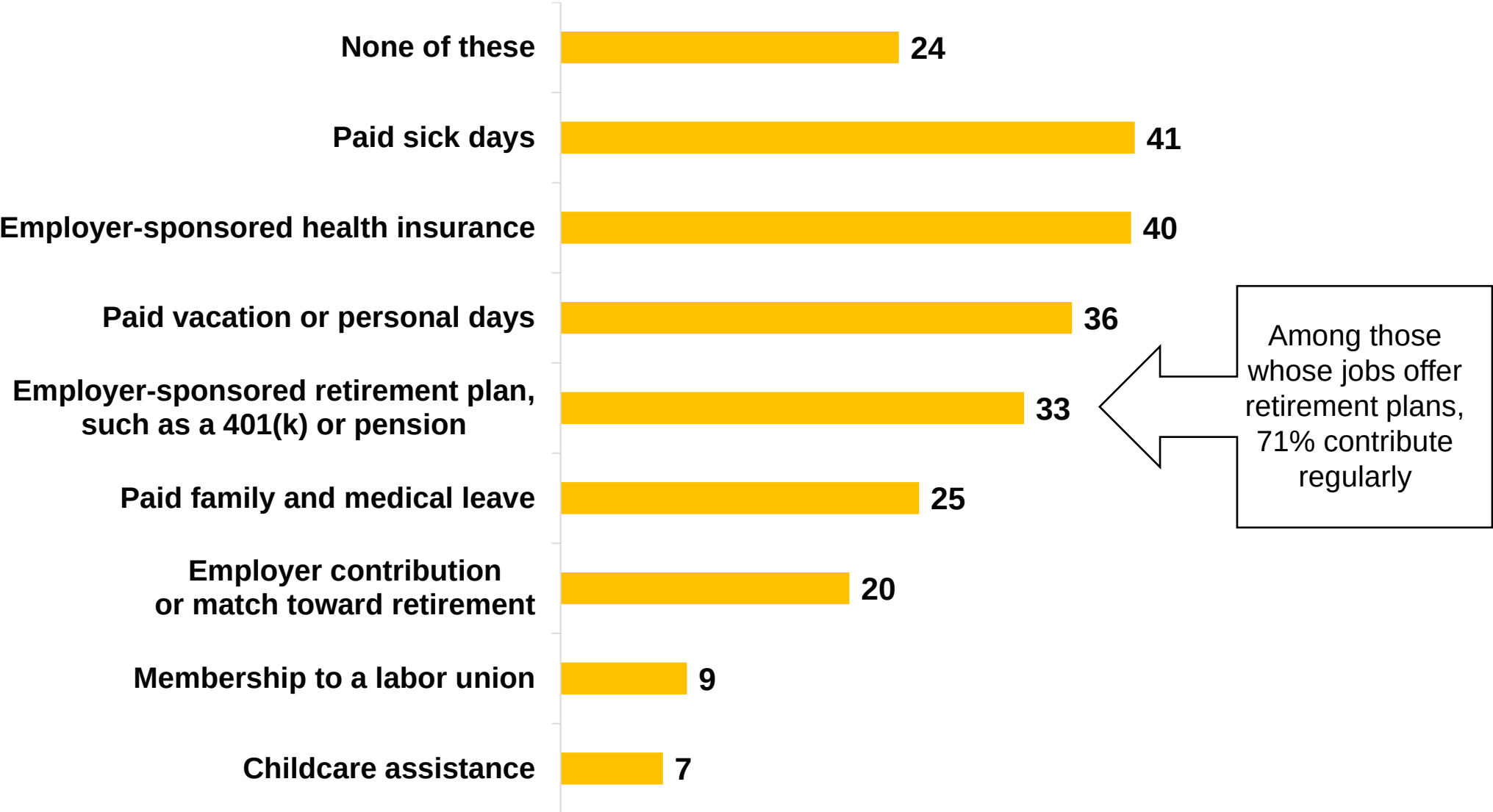
For working-class Latinos, a good job starts with good pay

Thinking about what makes a good job, which of the following are most important to you personally? Select up to three.



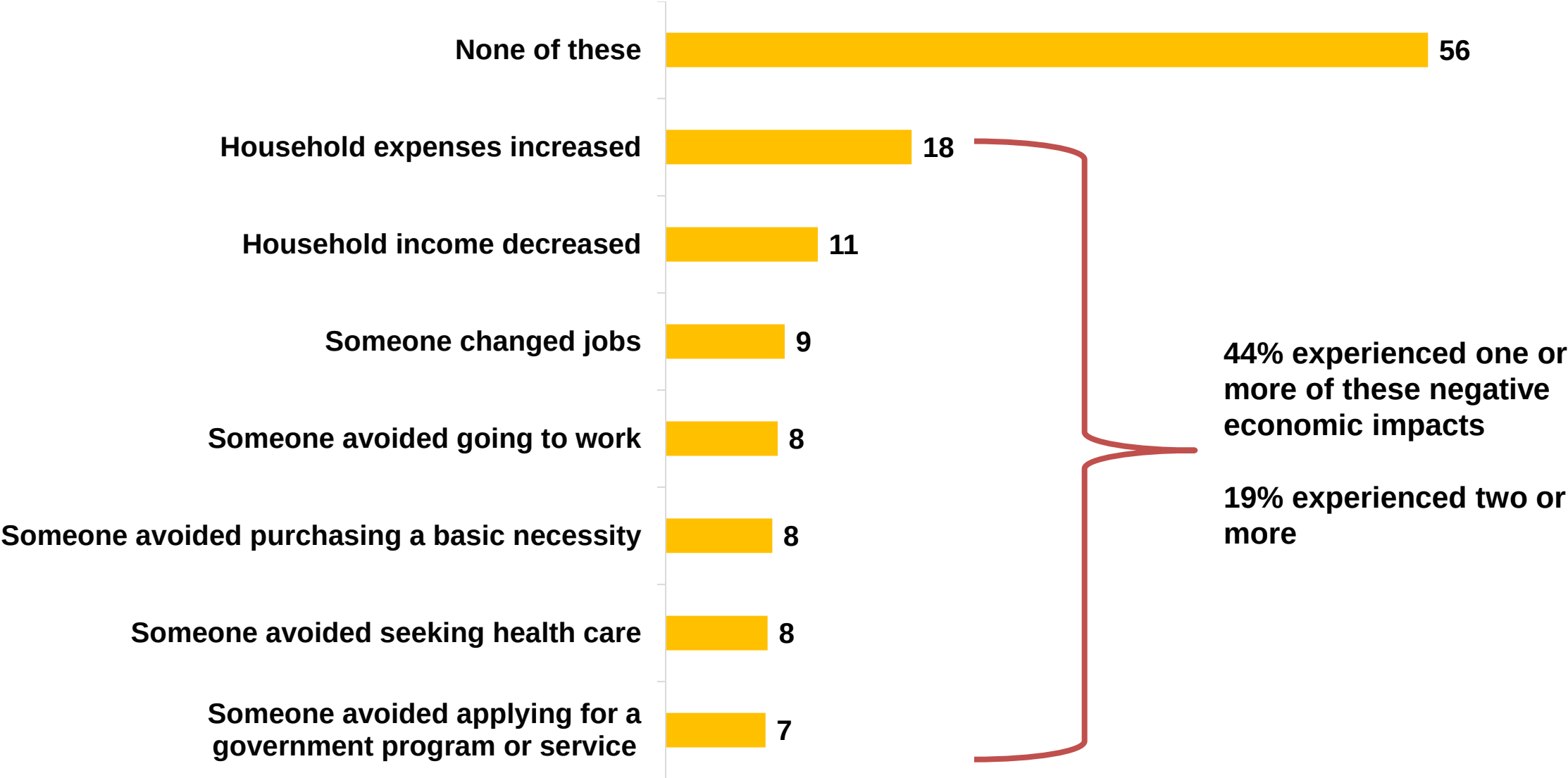
Many working-class Latinos hold jobs that provide minimal benefits. Though only one-third have jobs with retirement plans, those with the opportunity to make contributions do so at a high rate.

[Among all employed] Does your primary job provide you with access to each of the following? Select all that apply.



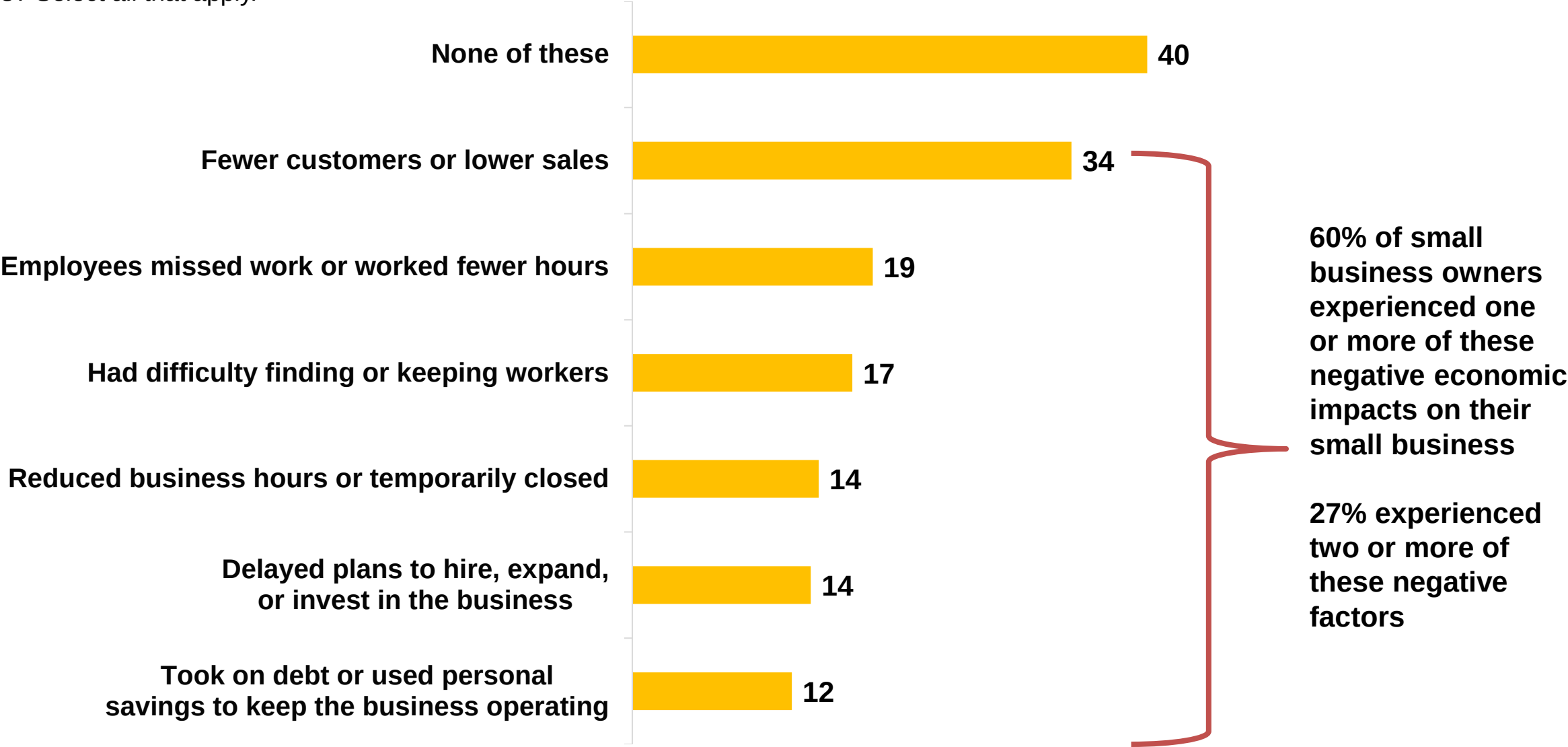
Immigration enforcement had a negative economic impact on 44% of working-class Latinos

In the past year, have concerns about immigration enforcement affected your household economically in any of the following ways? All that apply.



Concerns about immigration enforcement have a negative impact on Latino small business owners

[Among small business owners] In the past year, have concerns about immigration enforcement affected your business in any of the following ways? Select all that apply.



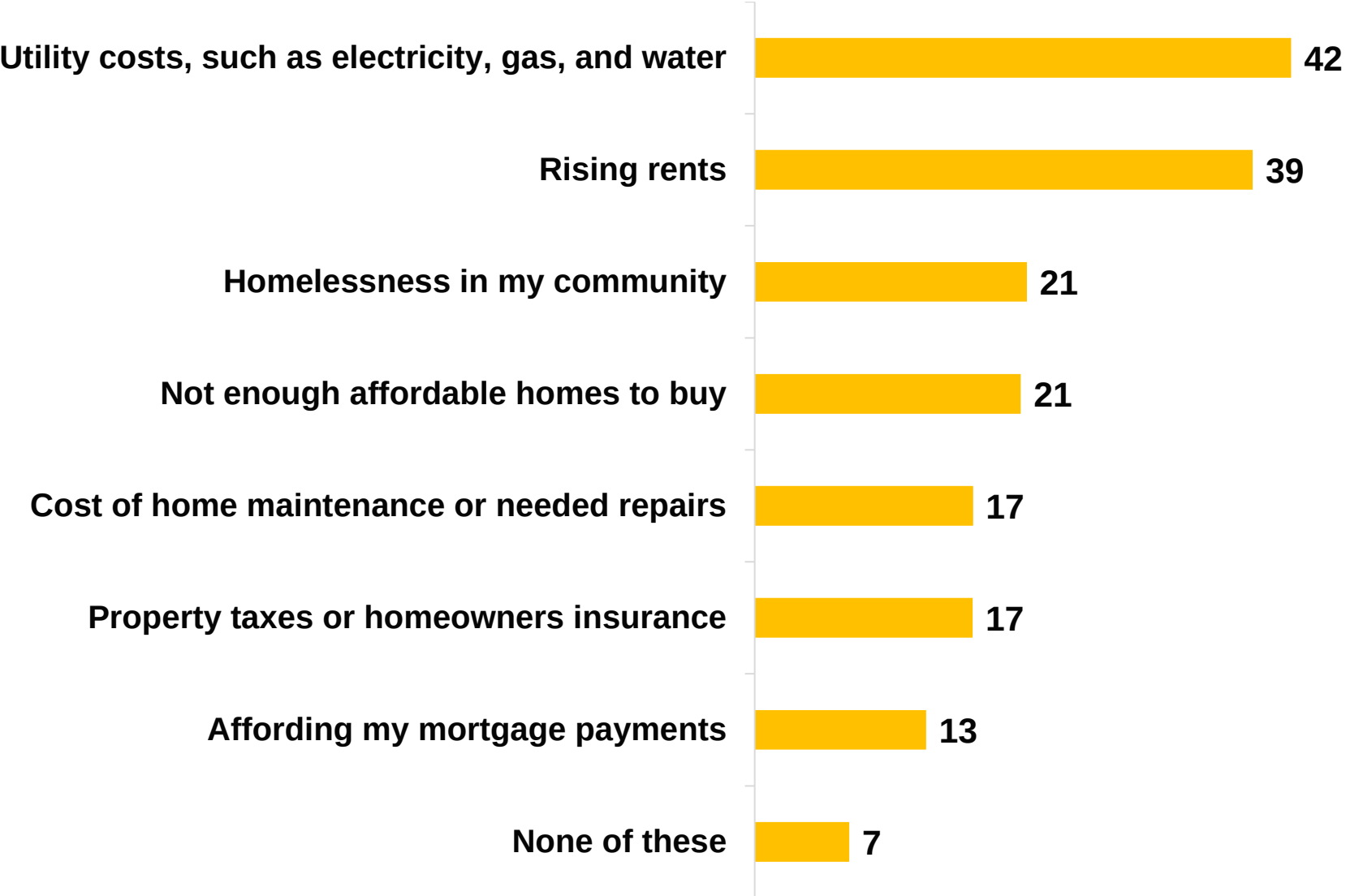
HOUSING AFFORDABILITY

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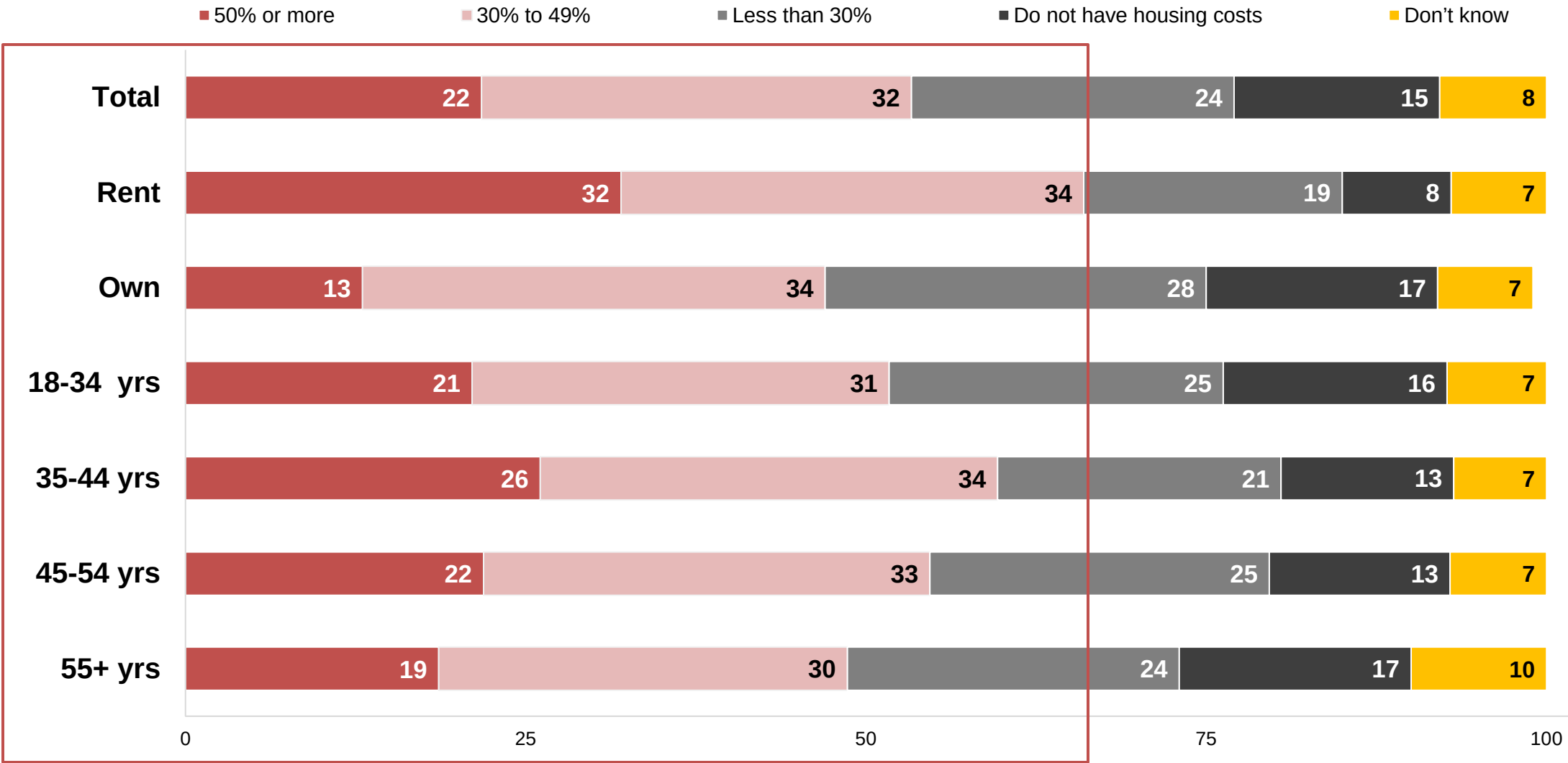
Utility costs and rising rents are the foremost housing concerns among the Latino working-class

Thinking about housing, which of the following are you most concerned with? Select up to two.



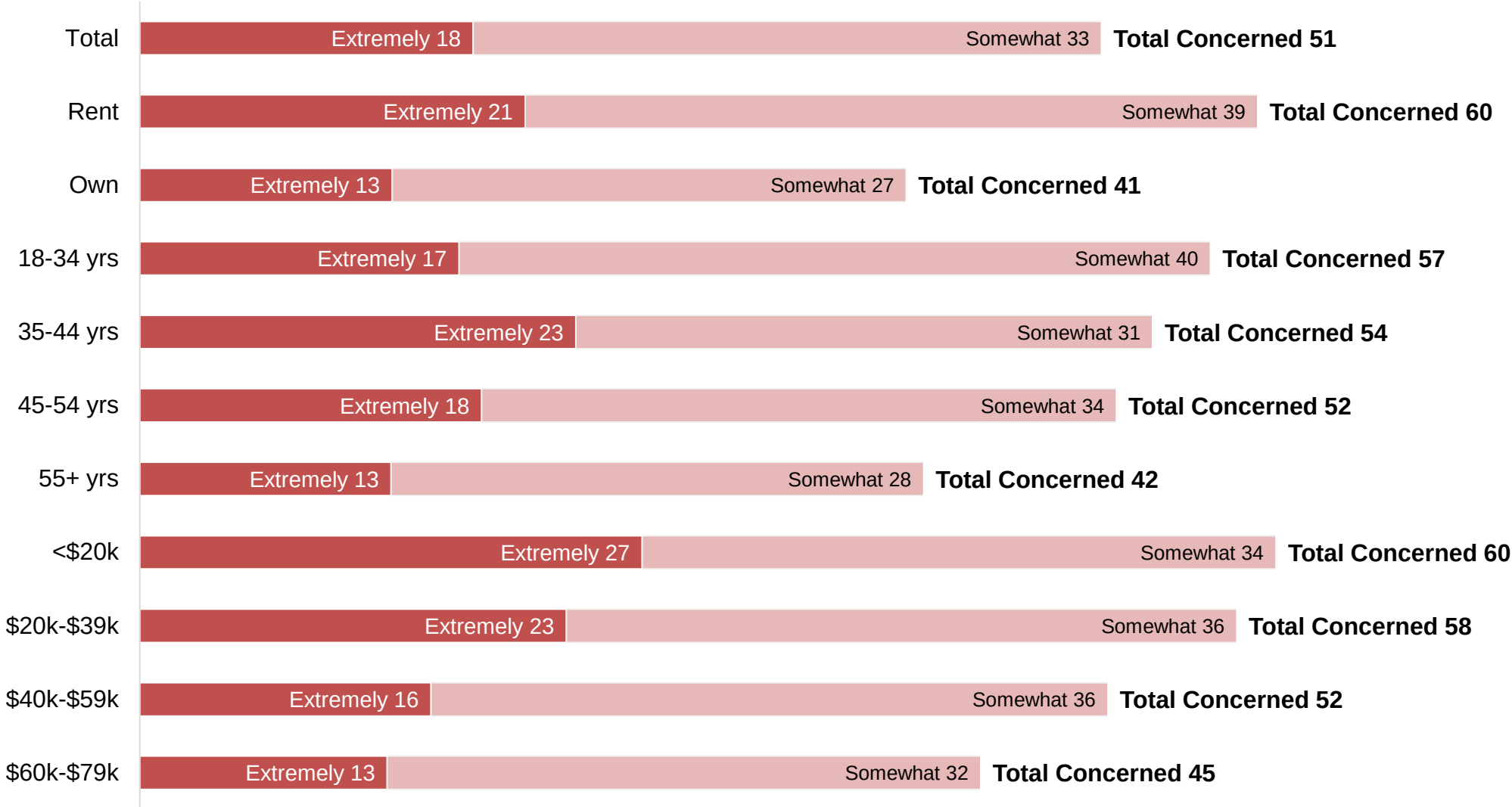
More than half of working-class Latinos are housing cost-burdened, particularly renters

Roughly what portion of your income goes toward housing each month?



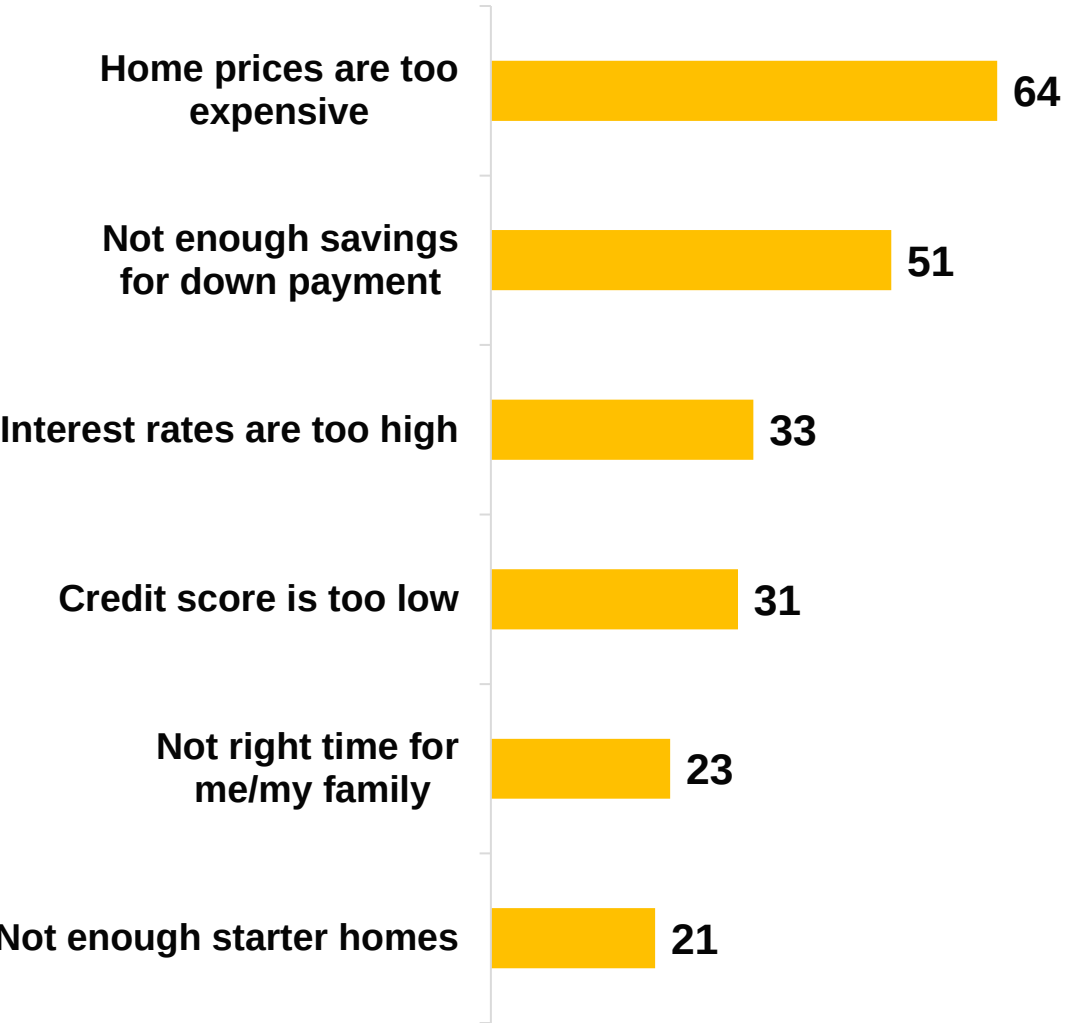
Housing costs are especially pressing for renters: 60% worry about paying the next month's rent. Yet even 41% of homeowners say they are worried about their ability to pay the next month's mortgage.

How concerned are you about being able to pay your next month's rent or mortgage?

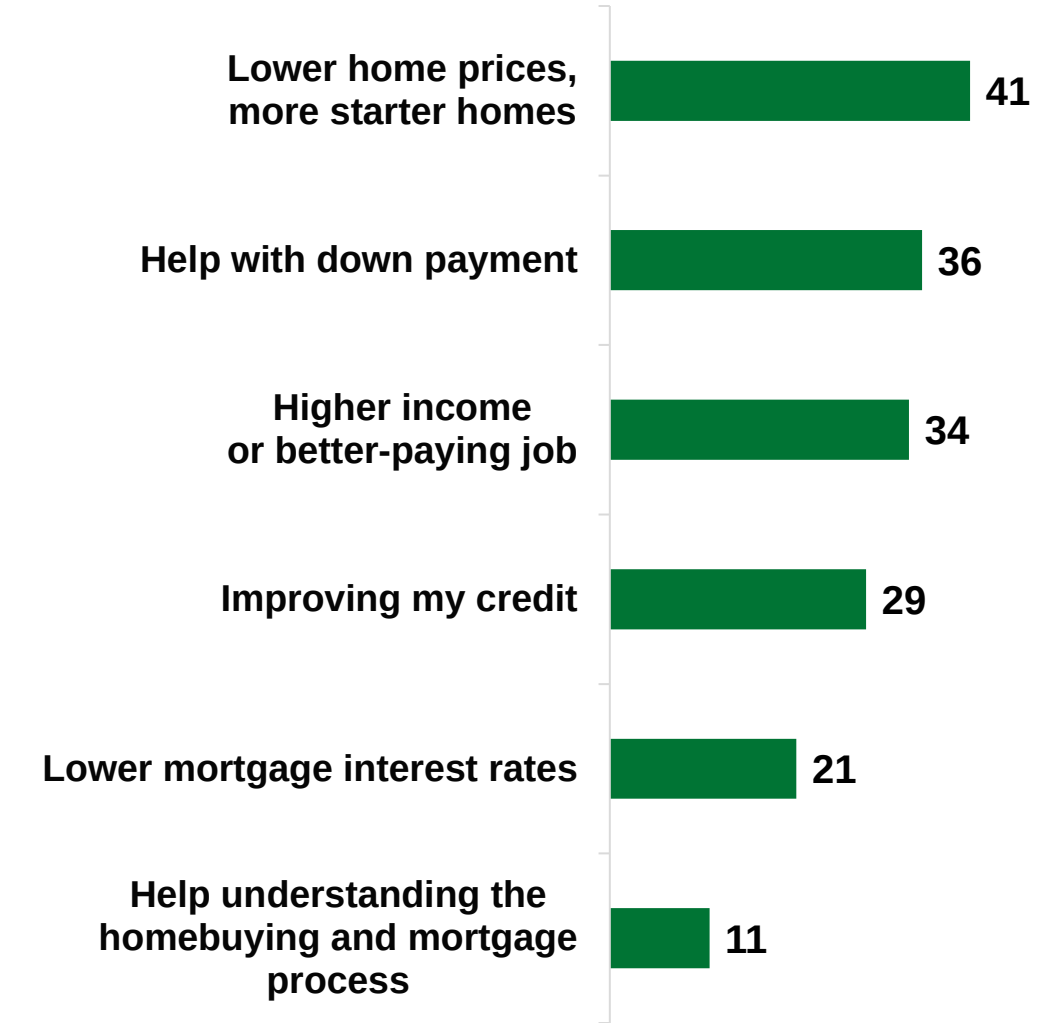


Prices and down payments are big barriers for working-class Latinos who want to buy a home (41%)

What are the biggest reasons that you have not bought a home? Select up to three.



Which of the following would help you most in being able to purchase a home? Select up to two.

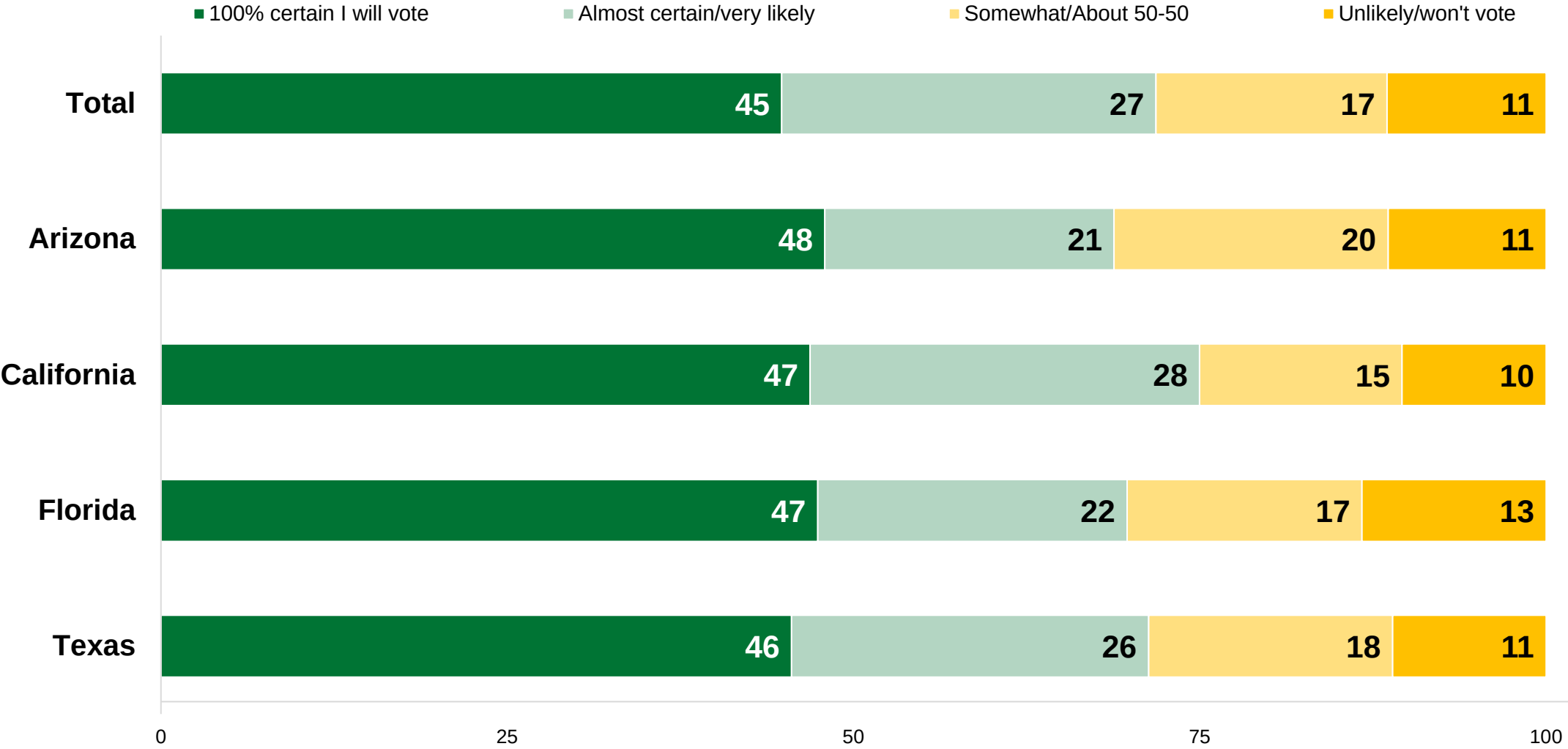


LOOKING AHEAD: OUTLOOK AND THE 2026 MIDTERMS



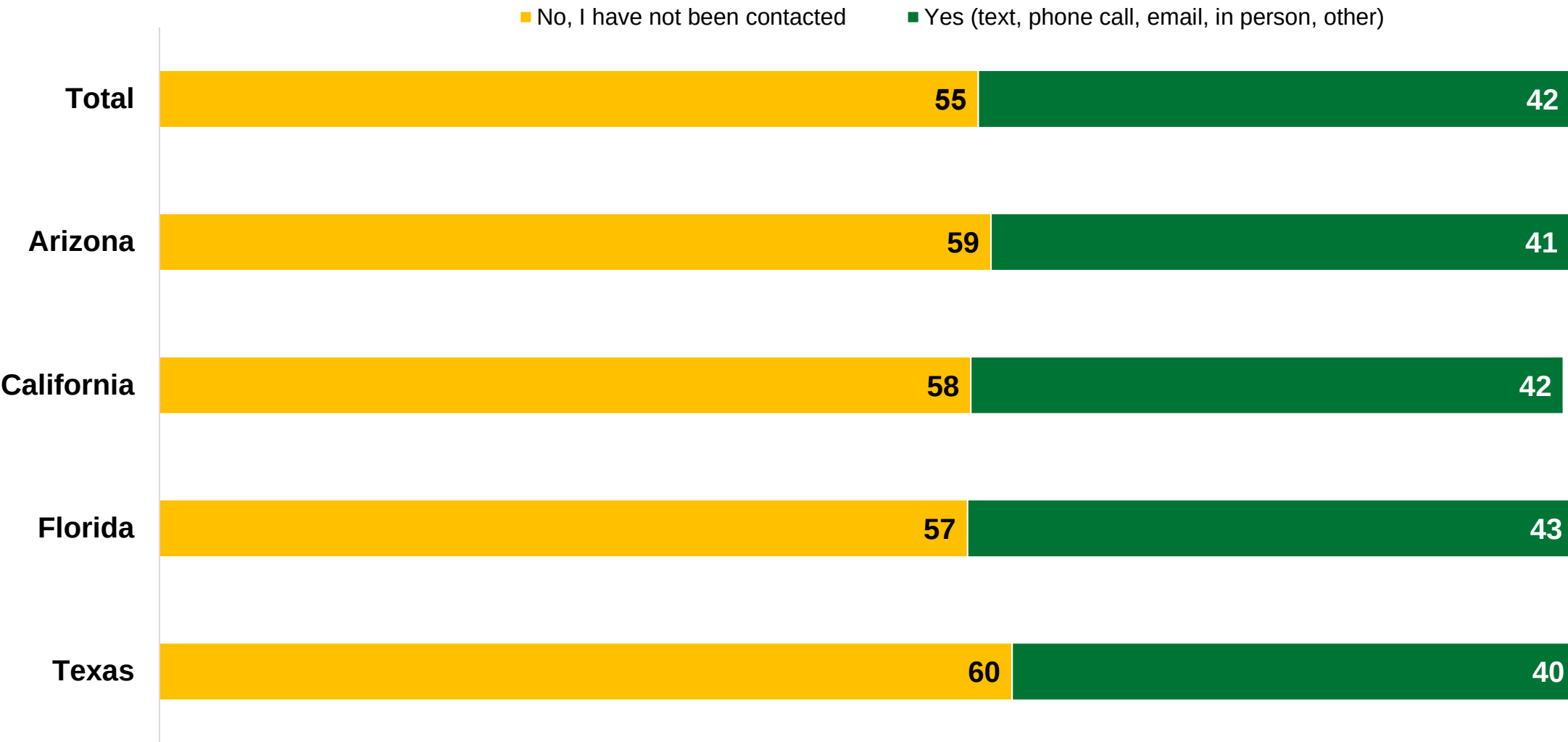
Turnout is far from locked in: fewer than half of working-class Latino voters are certain they'll vote in the November midterm elections

In November 2026, we will have a national election for members of the House of Representatives, senators, and many state and local officials. How likely are you to vote in this year's mid-term elections?



Even in states with competitive statewide races, the majority of working-class Latino voters have not been contacted by campaigns

Has anyone from a political party, campaign or any other organization contacted you and asked you to register and/or vote in this election?





Economic Prosperity Agenda: Survey Findings

UnidosUS Press Briefing
October 6, 2026

UNIDOSUS

+ Views on Prosperity

Prosperity is what you aspire to day after day. A job that pays well and treats you with dignity.

Paying rent without panic.

Buying groceries or visiting a doctor without anxiety. Taking time off for family without risking everything. How **achievable** does prosperity, as described here, feel for you and your family in America today?

How achievable is this vision of prosperity?

TOTAL ACHIEVABLE- 55%

TOTAL NOT ACHIEVABLE - 35%

+ Views on the Economy and Hard Work

Latinos are working harder than ever — often multiple jobs — but falling further behind. Housing is out of reach. Health care is too expensive. Families are one unexpected expense away from a financial crisis. Hard work no longer guarantees a better life for your children. The ladder of upward mobility feels broken.

How well does this statement describe challenges facing Latino working-class families?

TOTAL WELL - 68%

TOTAL NOT WELL - 22%

+ Views on “Working Class”

When you think about someone who is "working class which characteristics do you most associate with being working class? Select all that apply.

	TOTAL
Works hard to provide for themselves or their family	44%
Lives paycheck to paycheck or has little money left after expenses	40%
Relies mainly on income from working rather than income from investments or assets	28%
Comes from a working-class family or community	26%
Works in a manual, service, care, or skilled trade job	24%
Works for someone else rather than owning or running a business	20%

+ Values Statements

How closely does this statement describe your own personal values?

When working-class families thrive, everyone thrives.

TOTAL AGREE - 82%

TOTAL DISAGREE - 11%

When Latino families thrive, everyone thrives.

TOTAL AGREE - 75%

TOTAL DISAGREE - 14%

+ Values Statements

How closely does this statement describe your own personal values?

Housing prosperity
means ...

- Every family has a safe, stable place to thrive and put down roots
- Building wealth through homeownership

TOTAL AGREE - 82%

TOTAL DISAGREE - 11%

Labor and workforce
prosperity means ...

- Fair pay – one job should be enough
- Safe working conditions
- A voice in the workplace

TOTAL AGREE - 87%

TOTAL DISAGREE - 7%

+ Support for Solutions

Affordability

	TOTAL
Expanded Child Tax Credit	76%
Expanded Earned Income Tax Credit	76%
Federal universal childcare and early education	80%
Affordable Care Act subsidies to LMI families	84%
Federal support to lower families' monthly energy bills	83%
Prohibit surveillance pricing at grocery stores and retail stores	75%

+ Support for Solutions

Labor and Wages

	TOTAL
Increase the minimum wage to \$25	77%
National paid family and medical leave program	86%
Federal retirement savings program for workers	82%
Federal funding for registered apprenticeship programs	78%

+ Support for Solutions

Housing

	TOTAL
\$20,000 down payment assistance	81%
Tax incentive to encourage private developers to construct 500,000 new homes	76%
Convert under-used public land for affordable housing development	76%
Rent control	80%

Key Takeaways: What We Learned and Why this Matters for UnidosUS

Latino working-class families are:

- Working Hard
- Economically Strained
- Optimistic about the future
- Looking ahead for practical solutions

The poll confirms that the UnidosUS Economic Prosperity Agenda reflects the aspirations and the economic realities of Hispanic working-class families.