



# HISPANIC SENTIMENT STUDY 2025

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Comparative Insights from 2018, 2023, and 2025



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- By Claudia Romo Edelman

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# FOREWORD

**By Claudia Romo Edelman,  
Founder, We Are All Human**

I'm thrilled to invite you to dive into the 2025 Hispanic Sentiment Study, a groundbreaking research effort led by Nielsen and powered by TelevisaUnivision. This report is more than data, it's a mirror into the evolving heart and voice of the U.S. Latino community.

Over the past few years, we've seen seismic shifts in how Latinos see themselves, how they feel about their place in society, and what they expect from brands, employers, and the country at large. With this wave of the study, following those from 2018 and 2023, we now have a clearer, deeper understanding of the Latino sentiment journey: where we've been, where we are, and where we're headed.

What you'll find in this report is both inspiring and eye-opening. It captures not only the continued pride and optimism within the Hispanic community, but also the persistent challenges and disparities that deserve attention and action. Most importantly, it reveals how Latinos are redefining identity, influence, and the American Dream, on their own terms.

This comparative work is critical. Not just for marketers and policymakers, but for anyone who wants to truly understand the pulse of a demographic that is shaping the economic and cultural future of this country.

I encourage you to explore this report with curiosity and purpose. Let it guide your understanding, challenge your assumptions, and inspire you to act, because when we listen to the voices of Latinos, we don't just hear data. We hear the future.

Con cariño,  
Claudia Romo Edelman



# EXECUTIVE SUMMARY

This We Are All Human study, conducted by Nielsen, powered by TelevisaUnivision and supported by Ethnifacts, provides a comprehensive look at the evolving attitudes and experiences of the U.S. Latino community, building on previous studies from 2018 and 2023. **It reveals a paradoxical reality: while Hispanics are increasingly aware of their significant influence and economic power, their optimism regarding the American Dream and overall life satisfaction is sharply declining due to economic pressures and a perceived lack of recognition.**



# KEY FINDINGS

## The American Dream and Life Satisfaction

- **Declining Optimism:** Nearly half of all Hispanics, 48.3%, believe the American Dream is either disappearing or no longer exists in 2025. This is a significant jump from 34.9% in 2023 and 30.5% in 2018.
- **"No Longer Exists" Doubles:** The percentage of Hispanics who feel the American Dream "no longer exists" more than doubled, soaring from 10.5% in 2023 to 21.9% in 2025.
- **Youth Optimism:** Despite the overall decline, young Hispanics (18-24 age group) remain the most optimistic, with 11.1% still believing the American Dream is "alive and well," compared to 6.7% of those aged 45-54.
- **Immigrant Resilience:** Spanish-speaking Hispanics (often more recent immigrants) show more resilience against complete disillusionment. 16.9% believe the dream "no longer exists," which is lower than the 22.4% among English speakers.
- **Education Divide:** The most educated Hispanics show the highest disillusionment, with 35.4% of those with a 4-year degree and 26.6% with postgraduate degrees believing the "American Dream no longer exists."
- **Sharp Decline in Life Satisfaction:** Overall satisfaction has eroded significantly across all aspects of life since 2018:
  - Satisfaction with family life dropped from 71.1% in 2018 to 47.5% in 2025.
  - Personal life satisfaction declined from 65.3% in 2018 to 44.6% in 2025.
  - Financial situation satisfaction plummeted to just 23.5% from 39.5% in 2018.
- **Work Life Nuances:** While overall work life satisfaction is low (31.8%), specific job perceptions like "enjoy my day-to-day work" (40.5%) and feeling "seen, heard, and valued" (36.5%) have remained stable. Notably, perception of receiving "good benefits" increased from 31.6% to 38.5%.

## State of the U.S. Today

- **Widespread Pessimism:** Roughly two-thirds of Hispanics feel both the country (64.1%) and society (64.6%) are on the "wrong track" in 2025. Only 21.1% believe the country is on the "right track."



- **Economic Anxiety Dominates:** "Cost of living and poverty" (92.1%) and the "Economy" (92%) are the top two most important issues for Hispanics, showing a significant increase in concern since 2018 and 2023.
- **Shifting Priorities:** "Gun control" saw the most significant decline in importance, falling from 75.6% in 2018 to 58.3% in 2025.

## Hispanic Values

- **Consistent Core Values:** "Responsibility" (83.6%) and "Authenticity" (82.7%) remain the most important personal values.  
Resurgence of Hope and Passion: "Hope" surged from 76.6% in 2023 to 82.1% in 2025, and "Passion" grew from 76.9% to 81.3%.
- **Community Connection:** Hispanics feel their values are most strongly reflected within their "local community" (64.2%), a substantial increase from 2023.
- **Distrust in Institutions:** Trust in "the news media" has plummeted, now perceived as having the least shared values at just 30.7%, surpassing politicians and large brands.

## Perception and Perceived Value of Hispanics

- **Growing Influence, Diminishing Acknowledgment:** An all-time high of 76.7% of Hispanics feel their community has influence, more than double the 33% in 2018. However, only 42% believe people in power actually consider their interests, a record low.
- **Confident in Contribution, Under-Perceived:** While only 35.2% of Hispanics feel they have a "Very Positive" or "Positive" perception in the U.S., about two-thirds (65.6%) firmly believe their community contributes positively to American society. This conviction is nearly unanimous among Spanish speakers (92.2%).
- **Declining Sense of Being Valued:** The perception that Latinos are "valued as much as they should be" declined to 22.1% in 2025, down from 28.9% in 2023. This drop is particularly sharp among Spanish speakers (from 31.5% to 19.9%) and 18-24 year-olds (from 36.9% to 22.2%).
- **Educational Divide in Value Perception:** Those with the least formal education show the sharpest drop in feeling valued (59% in 2023 to 23.6% in 2025 for those with middle school education or less). Conversely, those with a Bachelor's degree (36.5%) and Post-graduate degree (31.3%) are most likely to feel valued.



- **Surprising Facts:** The most surprising facts for Hispanics related to gaps in business leadership (only 5% of Fortune 1000 board seats held by Latino directors as of 2023) and the scale of Hispanic voting power (estimated 36.2 million eligible voters in 2024).
- **Sources of Pride:** The top sources of pride include Latino directors holding 5% of Fortune 1000 board seats (20.7%), Hispanic enrollment at postsecondary institutions expected to exceed 4.3 million by 2026 (18.6%), and 36.2 million eligible Hispanic American voters in 2024 (18.3%).

### Elements of Culture

- **Defining Elements:** "Culture & Music" (79.6%) is the most central element of Latino identity, followed by "Family" (76.2%) and "Food" (70.6%). The importance of "Faith" and "Religion" has declined since 2023.



# INTRODUCTION

The U.S. Hispanic community is a dynamic and rapidly growing demographic, consistently shaping the economic and cultural landscape of the United States. Recognizing the immense and evolving influence of this population, the 2025 Hispanic Sentiment Study emerges as a critical research initiative, building upon previous iterations from 2018 and 2023. This study serves as a vital tool to understand the evolving perspectives, aspirations, and challenges faced by Latinos across the nation.



# BACKGROUND

Over the past few years, the U.S. Latino community has experienced significant shifts in self-perception, societal integration, and expectations from various stakeholders including brands, employers, and the government. This comparative analysis is particularly crucial given the Hispanic community's burgeoning economic powerhouse status, with the U.S. Latino GDP now ranking as the fifth-largest in the world.\* Despite this substantial contribution to the nation's economic vitality and workforce expansion, initial findings suggest a striking paradox: a community increasingly skeptical about its ability to partake in the American Dream it so actively helps to build. This study is therefore grounded in the necessity to bridge the understanding gap between the Hispanic community's self-realized power and the external perception and consideration it receives.

## OBJECTIVES OF THE STUDY

1. To assess the evolving sentiment of the U.S. Hispanic community regarding key aspects of their lives, including their perception of the American Dream, satisfaction with life and work, and overall outlook on the country and society.
2. To identify the most pressing issues and priorities for Hispanics, analyzing the interplay of economic, social, and political factors that shape their concerns.
3. To delve into the core values that define Hispanic identity, examining how these principles guide their lives and the extent to which they feel these values are shared within broader American society and by various institutions.
4. To explore the perceived influence and value of the Hispanic community within the United States, investigating the disconnect between their awareness of collective power and the perceived acknowledgment from those in positions of authority.
5. To understand Hispanic perceptions of advertising and brand engagement, specifically analyzing the impact of community-focused marketing, representation, and the strategic use of Spanish-language media.
6. To gauge the Hispanic community's awareness, sentiments, and concerns regarding Artificial Intelligence (AI), particularly concerning its role in media and the potential for bias and stereotypes.
7. To provide a comparative analysis of Hispanic sentiments against other major racial and ethnic groups in the U.S., highlighting shared experiences and distinct perspectives on national issues, education, work, and technology.

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\* LDC, 2025 GDP Report



Ultimately, this study aims to serve as an indispensable resource for marketers, policymakers, employers, and any entity seeking to authentically understand and engage with the U.S. Hispanic community, guiding them to challenge assumptions, and inspire action, because when we listen to the voices of Latinos, we don't just hear data. We hear the future.

METHODOLOGY & RESPONDENT PROFILE

	Who	How Many	When	How	Margin of Error
Hispanic Sentiment Study 2018	US Hispanics / Latinos  Age 14+  Nationally representative	n = 2,579	September, 2018	Online Survey, offered in English and Spanish (option based on respondent preference)	+/- 2% (Overall Sample)  95% confidence level
Hispanic Sentiment Study 2023	US Hispanics / Latinos  Age 18+  Nationally representative	n = 2,500	April-May, 2023	Online Survey, offered in English and Spanish (option based on respondent preference)	+/- 2% (Overall Sample)  95% confidence level
Hispanic Sentiment Study 2025	US Hispanics / Latinos + Non-Hispanics  Age 18+  Nationally representative	n = 3,177	March-April, 2025	Online Survey, offered in English and Spanish (option based on respondent preference)	+/- 2% (Overall Sample)  95% confidence level



# KEY FINDINGS



# **PART I**

## **THE AMERICAN DREAM AND SATISFACTION WITH LIFE & WORK**





The promise of the American Dream has long been a beacon of hope, representing the ideal that with hard work and determination, anyone can achieve prosperity and success in the United States. For generations, this belief has been a core tenet of the Hispanic experience, fueling aspirations and driving progress. However, the data in this section reveals a significant and growing disillusionment with this foundational concept among Hispanics in the U.S.

This sentiment does not exist in a vacuum. It is shaped by a complex interplay of economic pressures, social anxieties, and a shifting political landscape. In recent years, the Hispanic community has faced significant headwinds making crucial milestones feel increasingly out of reach for many.

Yet, this growing pessimism presents a striking paradox. The Hispanic cohort in the United States represents a burgeoning economic powerhouse, with the U.S. Latino GDP now standing as the fifth-largest in the world.\* This community is a significant driver of workforce expansion and entrepreneurial growth, contributing substantially to the nation's economic vitality.

The following data explores this complex narrative, revealing a community that is simultaneously a cornerstone of American prosperity and increasingly skeptical about its ability to partake in the dream it is so actively helping to build. This section delves into the nuances of Hispanic sentiment on the state of the American Dream, offering a critical perspective on their satisfaction with life and work in the current climate.

### **STATE OF THE AMERICAN DREAM: A Stark Decline in Optimism**

A growing wave of pessimism is evident among U.S. Hispanics regarding the attainability and existence of the American Dream. Data reveals a significant shift in sentiment, with an increasing number believing the dream is fading or gone entirely. **In 2025, a staggering 48.3% of Hispanics believe the American Dream is either disappearing or no longer exists, a dramatic increase from 34.9% in 2023 and 30.5% in 2018.\***

The above mentioned growing skepticism is mirrored by a steep drop in positive sentiment. The belief that "The American Dream is alive and well" has been more than halved, plummeting from 22.4% in 2018 to just 10.6% in 2025. Even the more moderate view, that the dream "is still alive, but it is not what it once was," has seen a notable decline, falling from 47% in 2018 to 41.1% in 2025.

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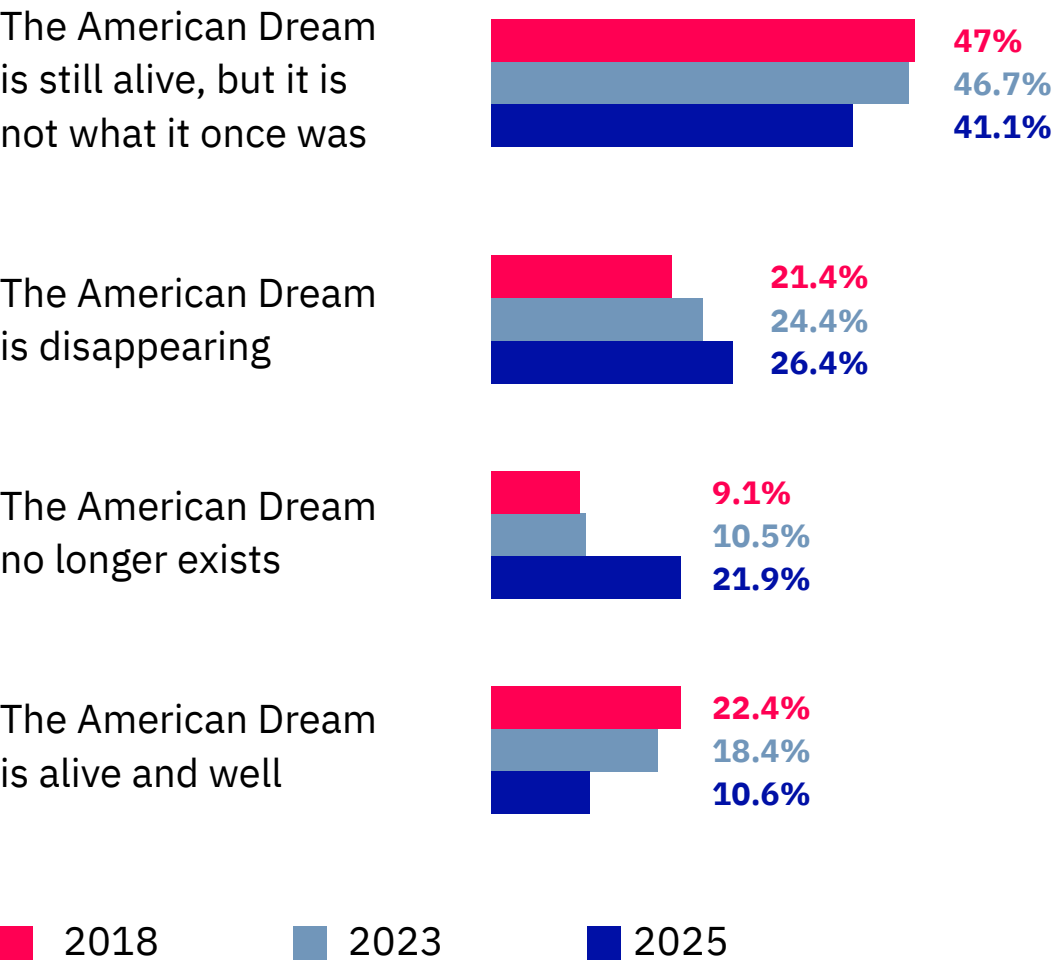
\* LDC, 2025 GDP Report



The most alarming trend is the doubling of the percentage of Hispanics who feel the American Dream "no longer exists," which skyrocketed from 10.5% in 2023 to 21.9% in 2025. This sharp rise in disillusionment builds on a steady increase from 9.1% in 2018.

Collectively, these figures paint a clear picture: **belief in the traditional American Dream is eroding within the Hispanic community, replaced by a growing conviction that the ideal is either out of reach or a relic of the past.**

# HOW WOULD YOU DESCRIBE THE CURRENT STATE OF “THE AMERICAN DREAM”?





## **STATE OF THE AMERICAN DREAM BY AGE: Youth Optimism Persists Amidst Widespread Decline**

While belief in the American Dream has waned across all age demographics, a deeper look at the data reveals that the youngest generation of Hispanics holds the most optimistic outlook. Across the board, the conviction that the "American Dream is alive and well" has seen a significant drop from the levels of optimism recorded in 2018 and 2023.

**However, in 2025, it is the 18-24 age group that stands out as the most hopeful.** While their optimism has also decreased over time, 11.1% of these young Hispanics still believe the American Dream is "alive and well." This figure, though modest, is notably higher than the 6.7% reported by their 45-54 year-old counterparts and slightly edges out the 25-34 and 35-44 age groups (both at 11%).

Furthermore, this younger cohort is the least likely to have completely given up on the dream. The percentage of 18-24 year-olds who believe the "American Dream no longer exists" stands at 15.2%. This is considerably lower than the sentiment among older groups, where disillusionment is more pronounced, with the "no longer exists" category reaching 29.7% for those aged 25-34 and 25.6% for those 45-54.

This contrast highlights a crucial insight: **although the broad trend is one of declining faith in a foundational American ideal, the nation's youngest Hispanics, while more skeptical than in years past, still represent the brightest hope for its endurance.**



# HOW WOULD YOU DESCRIBE THE CURRENT STATE OF “THE AMERICAN DREAM”?

## By Age

### The American Dream is alive and well

18-24	25-34	35-44	45-54	18-24	25-34	35-44	45-54	18-24	25-34	35-44	45-54
22.9%	22.7%	23.7%	17.1%	22.1%	14.5%	12.6%	23.4%	11.1%	11%	11%	6.7%

### The American Dream is still alive, but it is not what it once was

18-24	25-34	35-44	45-54	18-24	25-34	35-44	45-54	18-24	25-34	35-44	45-54
45.1%	44.6%	46.7%	62%	41.9%	44.1%	55.8%	56.8%	48%	37.9%	33%	34.3%

### The American Dream is disappearing

18-24	25-34	35-44	45-54	18-24	25-34	35-44	45-54	18-24	25-34	35-44	45-54
21.5%	24%	22.7%	12.3%	23.7%	30.4%	25.9%	9.4%	25.7%	21.4%	30.6%	33.3%

### The American Dream no longer exists

18-24	25-34	35-44	45-54	18-24	25-34	35-44	45-54	18-24	25-34	35-44	45-54
10.5%	8.7%	6.9%	8.6%	12.4%	11%	5.7%	10.4%	15.2%	29.7%	25.4%	25.6%

2018

2023

2025



## **STATE OF THE AMERICAN DREAM BY LANGUAGE: Immigrant Optimism Endures Despite Overall Decline**

The erosion of faith in the American Dream is a phenomenon that transcends language preference, affecting both English-dominant and Spanish-dominant Hispanics. The belief that the "American Dream is alive and well" has fallen sharply for both groups since 2018. However, the data consistently shows that **Spanish speakers, who often include more recent immigrants, retain a significantly more optimistic outlook compared to their English-speaking counterparts.**

The decline is stark for both groups. Among English speakers, belief that the dream is "alive and well" was nearly halved, falling from 20.6% in 2018 to 10.6% in 2025. For Spanish speakers, the drop was even more pronounced, plummeting from a very high 37.2% in 2018 to just 10.5% in 2025.

Despite this dramatic decrease, Spanish speakers continue to show more resilience against complete disillusionment. In 2025, the percentage of Spanish speakers who believe the "American Dream no longer exists" is 16.9%. While this is a notable increase from just 6.1% in 2018, it remains considerably lower than the 22.4% of English speakers who now feel the dream is gone.

Furthermore, **Spanish speakers are more likely to hold the nuanced view that the dream, while changed, still persists. In 2025, 48.3% believe it is "still alive, but not what it once was," compared to 40.3% of English speakers.** This suggests that while the initial, powerful optimism of new arrivals may be tempering over time, the foundational hope in America's promise, although diminished, remains stronger among this group.



# HOW WOULD YOU DESCRIBE THE CURRENT STATE OF “THE AMERICAN DREAM”?

	2018		2023		2025	
By Language	ENGLISH	SPANISH	ENGLISH	SPANISH	ENGLISH	SPANISH
The American Dream is still alive, but it is not what it once was	48.1%	37.8%	45.7%	52.3%	40.3%	48.3%
The American Dream is disappearing	21.8%	18.9%	25.7%	16.7%	26.6%	24.4%
The American Dream no longer exists	9.5%	6.1%	11%	7.8%	22.4%	16.9%
The American Dream is alive and well	20.6%	37.2%	17.5%	23.2%	10.6%	10.5%



## STATE OF THE AMERICAN DREAM BY EDUCATION: Optimism Declines Across All Levels, Yet Most Remain Hopeful

Across the educational spectrum, Hispanic faith in the American Dream has seen a significant downturn since 2018. However, the data for 2025 shows that a belief in the dream, in some form, still holds for a majority or near-majority in most groups. The notable exception is among those with technical or vocational degrees, who report markedly lower levels of optimism.

To illustrate the decline, the combined belief that the dream is either "alive and well" or "still alive" has dropped substantially. For example, among those with a high school education, this combined optimism fell from 67.4% in 2018 to 53% in 2025. Similarly, for those with a 4-year college degree, the figure dropped from 70.1% to a much lower 47.6% over the same period.

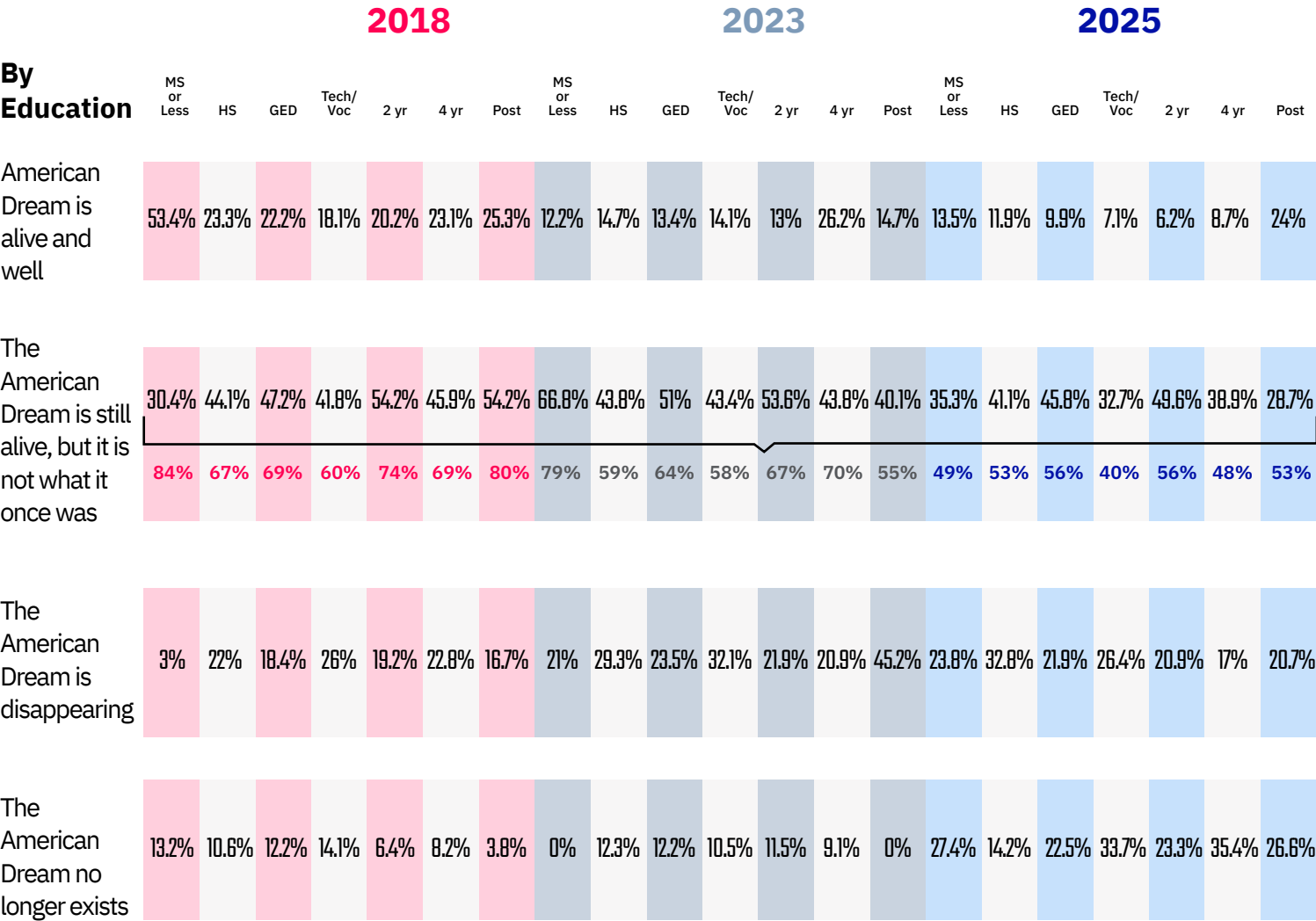
In 2025, a closer look reveals that for most educational levels, this combined positive sentiment remains near or above the 50% threshold. It is highest among those with a 2-year degree (55.8%) and those with a high school diploma (53%). Those with a middle school education or less also remain hopeful at 48.8%.

The outlier is the group with technical or vocational training. Their combined belief that the dream is alive in any form sits at just 39.8%, making them the most pessimistic educational cohort. This could be a reflection of a tougher job market and rising cost of living for those who invested in a technical or vocational degree.

Conversely, the most profound disillusionment is seen among the most educated. In 2025, a striking 35.4% of Hispanics with a 4-year degree and 26.6% with postgraduate degrees believe the "American Dream no longer exists" at all, the highest percentages among all educational attainment levels. This indicates that **while a baseline of hope persists for many, higher education does not necessarily insulate against profound skepticism about the state of the American Dream.**



# HOW WOULD YOU DESCRIBE THE CURRENT STATE OF “THE AMERICAN DREAM”?



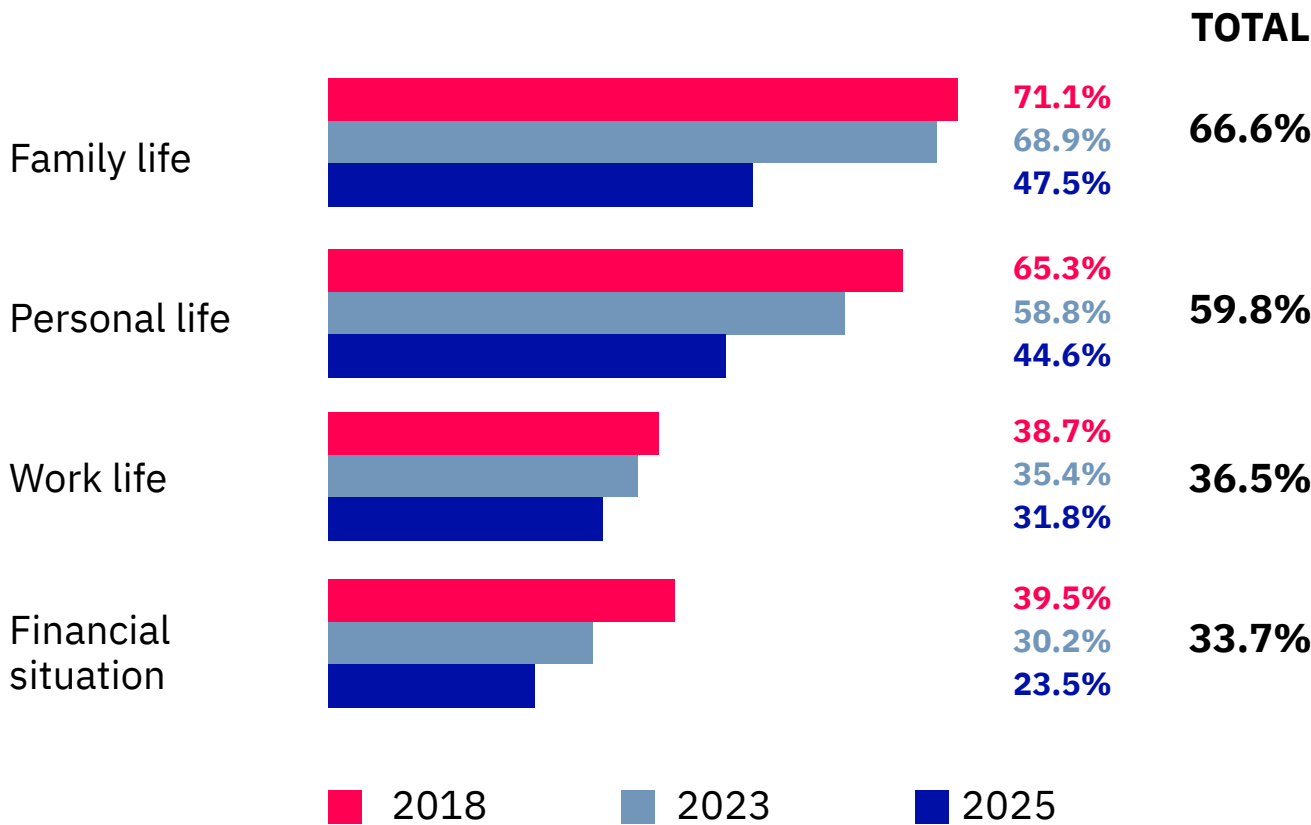


Life Satisfaction for Hispanics Declines Sharply, Revealing Nuances in the Work Environment

The overall satisfaction among U.S. Hispanics has eroded significantly across every key aspect of life since 2018. The data from 2025 reveals a concerning new reality where satisfaction levels, once high, have plummeted, pointing to increasing pressures that impact personal, familial, and economic well-being.

While Family life remains the primary source of satisfaction, it has suffered a dramatic drop. After holding strong at 71.1% in 2018, satisfaction in this area fell to just 47.5% in 2025. This downward trend is mirrored in Personal life satisfaction, which declined from 65.3% in 2018 to 44.6% in 2025. Most alarming is the state of their Financial situation, where satisfaction has cratered to just 23.5%, a steep drop from an already low 39.5% in 2018.

IN GENERAL, HOW SATISFIED WOULD YOU SAY YOU ARE WITH EACH OF THE FOLLOWING AREAS OF YOUR LIFE TODAY?





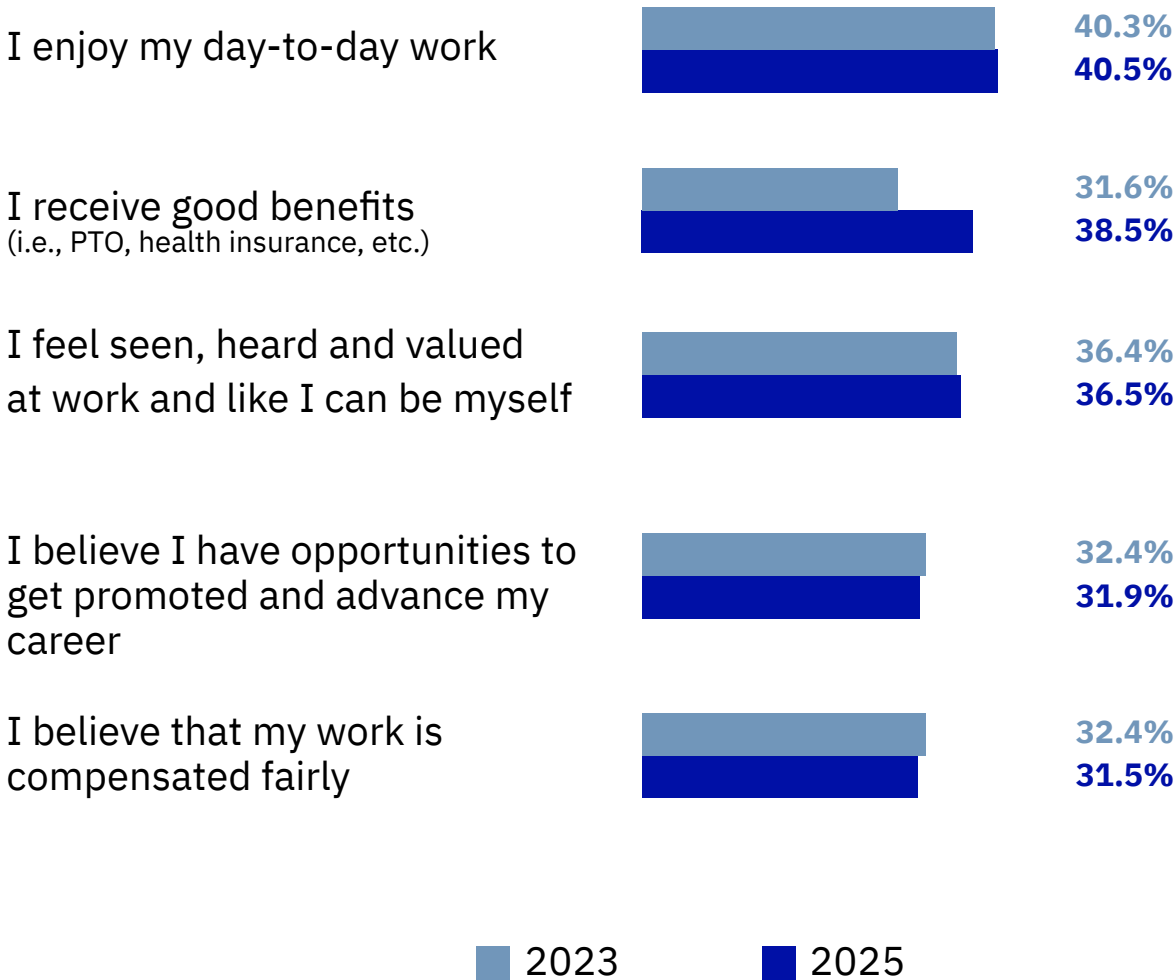


This growing discontent extends to work life, where overall satisfaction now sits at only 31.8%. However, a closer look at the specifics of the employment situation reveals a more stable picture. This suggests that while Hispanics are less satisfied with their career trajectory and work-life balance, their views on the day-to-day realities of their jobs have changed very little.

From 2023 to 2025, specific job perceptions remained largely constant. "I enjoy my day-to-day work" stayed at the top, holding steady at 40.5%, and the feeling of being "seen, heard, and valued" was virtually unchanged at 36.5%. Notably, the perception of receiving "good benefits" saw a significant increase, rising from 31.6% to 38.5%. However, this stability does not translate to optimism about career growth or compensation. The belief in having "opportunities to get promoted" and being "compensated fairly" both dipped slightly, settling at 31.9% and 31.5%, respectively.



PLEASE INDICATE HOW MUCH YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS DESCRIBING YOUR CURRENT WORK/EMPLOYMENT SITUATION.



This paints a complex picture: **while employees see tangible improvements in areas like benefits, it hasn't been enough to offset a broader feeling of stagnation, leading to a decline in general work life satisfaction even as core aspects of their daily jobs remain consistent.**



**PART II**  
**STATE OF THE U.S. TODAY**





Determining the direction of the country is a critical measure of the nation's health and the well-being of its people. In this section, we delve into how U.S. Hispanics perceive the current state of the nation. We begin with a fundamental question that captures the overall sentiment: "Is the country and society on the right or wrong track?" This single metric provides a powerful top-line indicator of confidence or concern.

Following this broad assessment, we ask respondents to identify and rank the specific issues that matter most to them. By understanding what problems are top-of-mind, from economic pressures like the cost of living and inflation to social issues and immigration policy, we can uncover the key drivers behind their overall outlook. These results provide a crucial lens into the specific anxieties and priorities shaping the Hispanic experience in America today.

### **RIGHT TRACK VS. WRONG FOR COUNTRY AND SOCIETY: Pessimism Prevails, with Deeper Concerns About Society's Direction**

**A profound sense of pessimism about the nation's direction is evident among U.S. Hispanics, with roughly two-thirds asserting that both the country and its society are on the wrong track.** The data reveals a significant and growing disconnect, highlighting that while confidence in the country's trajectory is low, the view of society's path is even more bleak.

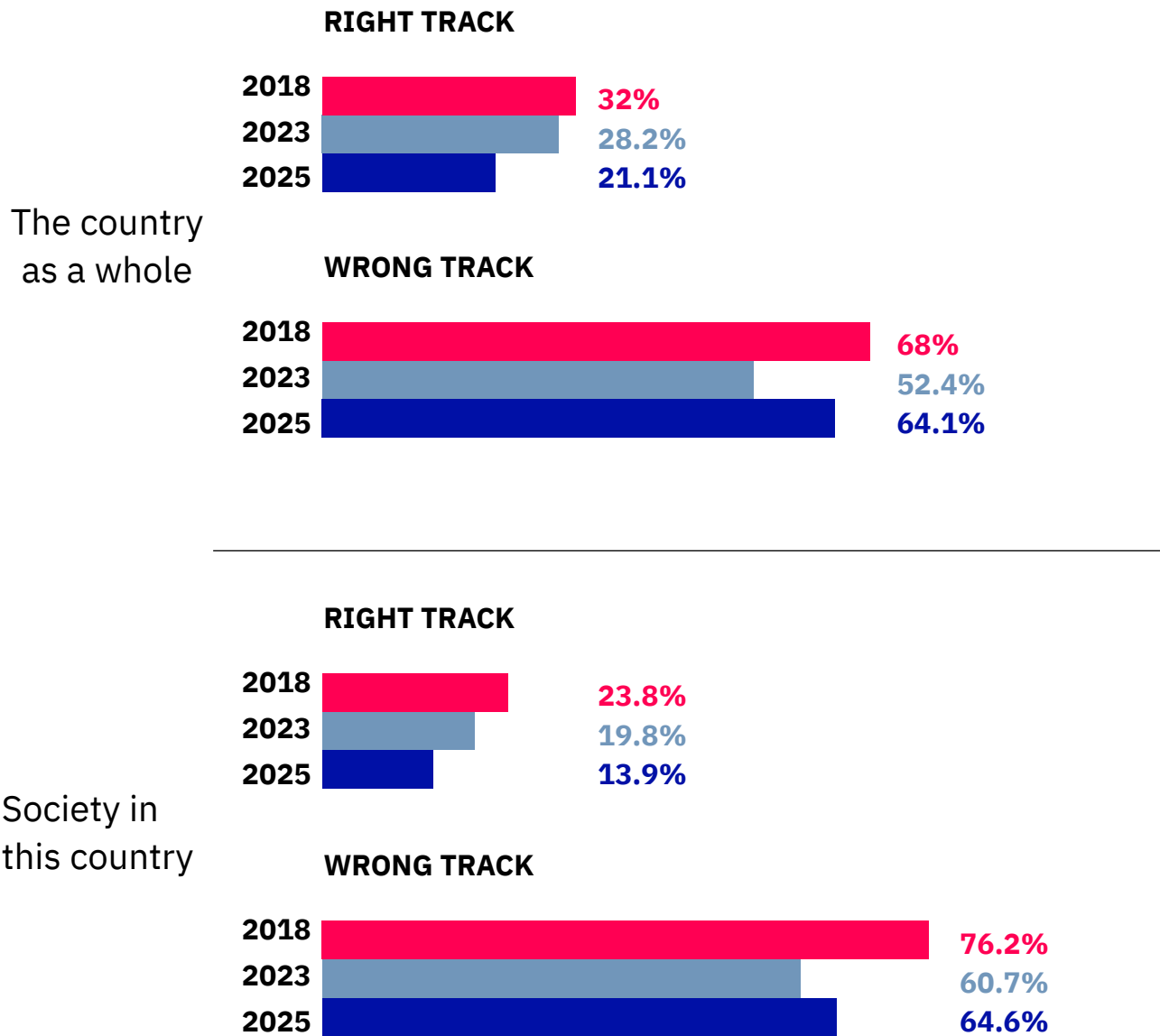
In 2025, a substantial 64.1% of Hispanics feel "the country as a whole" is on the wrong track. This marks a return to the high levels of pessimism seen in 2018 (68%) after a brief improvement in 2023. Correspondingly, only 21.1% believe the country is on the right track, a significant drop from 32% in 2018.

And the sentiment towards "society in this country" is even more concerning. The belief that society is on the right track has plummeted to just 13.9% in 2025, down from 23.8% in 2018. This number is substantially lower than the already-low "right track" figure for the country as a whole.

This widespread disillusionment culminates in a striking consensus: 64.6% believe society is heading down the wrong track. This confirms that for a clear majority of Hispanics, the perceived problems are not just political or economic, but deeply rooted in the social fabric of the nation.



# OVERALL, WOULD YOU SAY THE FOLLOWING ARE CURRENTLY ON THE RIGHT TRACK OR THE WRONG TRACK?





## **MOST IMPORTANT ISSUES: Economic Anxiety Dominates, While Other Priorities Shift**

When it comes to the most pressing issues facing the country, the personal financial burdens of everyday life have risen to become the undisputed top priorities for U.S. Hispanics in 2025. The data shows a clear hierarchy of concerns, with pocketbook issues separating themselves from broader, national policy debates.

**The importance of "Cost of living and poverty" and the "Economy" has surged, making them the primary concerns. In 2025, they are rated as "very" or "extremely" important by 92.1% and 92% of respondents, respectively. Critically, these are the only two issues to have gained importance compared to both 2023 and 2018 levels, underscoring a significant increase in economic anxiety.**

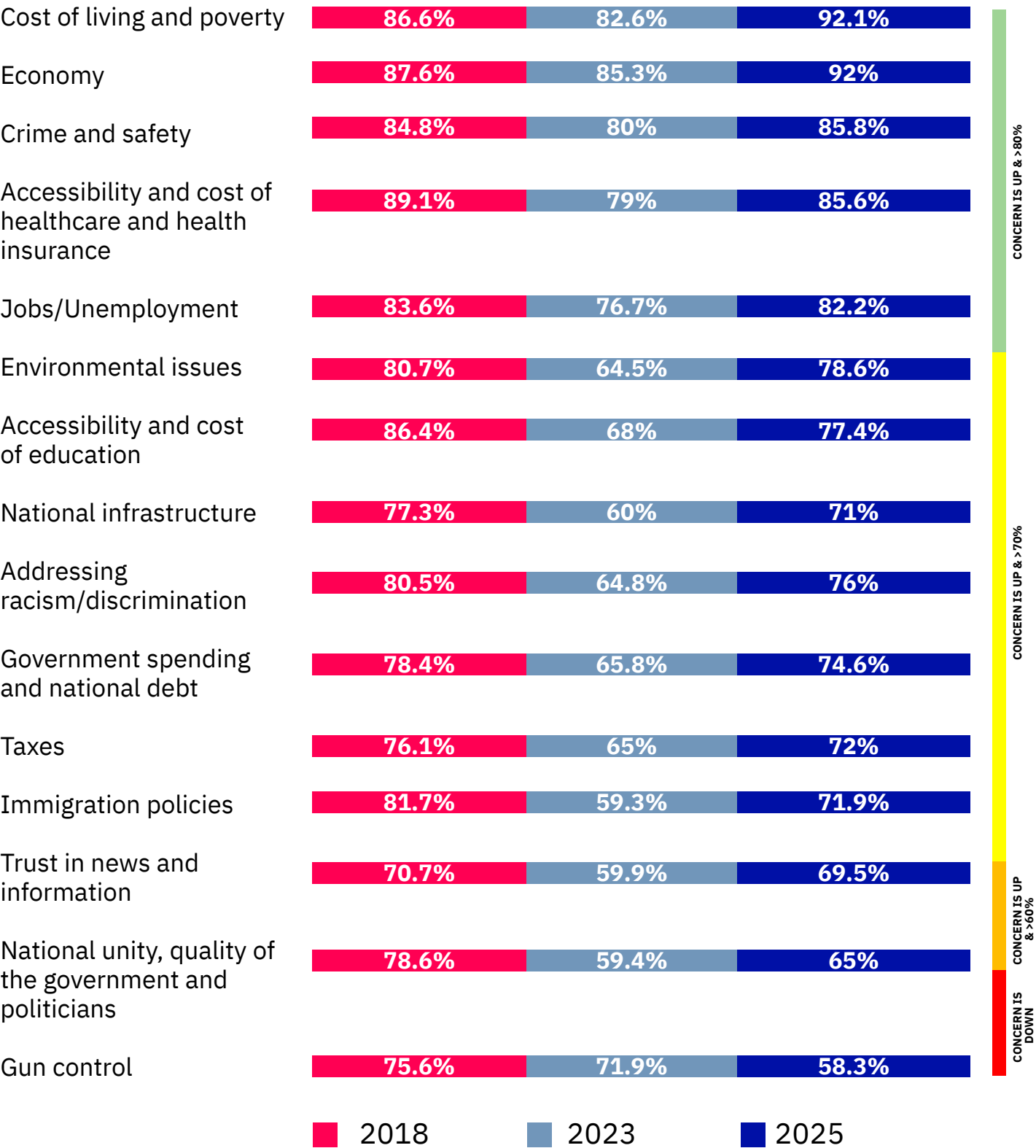
A second tier of crucial, yet slightly less urgent issues, includes "Crime and safety" (85.8%), "Accessibility and cost of healthcare" (85.6%), and "Jobs/Unemployment" (82.2%). While still highly important, these have not seen the same consistent rise as the top economic concerns.

Further down the list, a number of "bigger picture" issues have regained importance after a dip in 2023, though they remain a lower-tier priority compared to immediate economic needs. Concern for "Environmental issues" jumped to 78.6% from 64.5% in 2023, and the importance of "Immigration policies" rose significantly to 71.9% from 59.3%. Similar increases are seen for "National infrastructure" (71%) and "Government spending" (74.6%).

In a striking reversal, the importance of "Gun control" has dropped considerably. After being a major concern for three-quarters of Hispanics in 2018 (75.6%), it fell to 58.3% in 2025, making it the least important issue on the list and marking the most significant decline of any single issue.

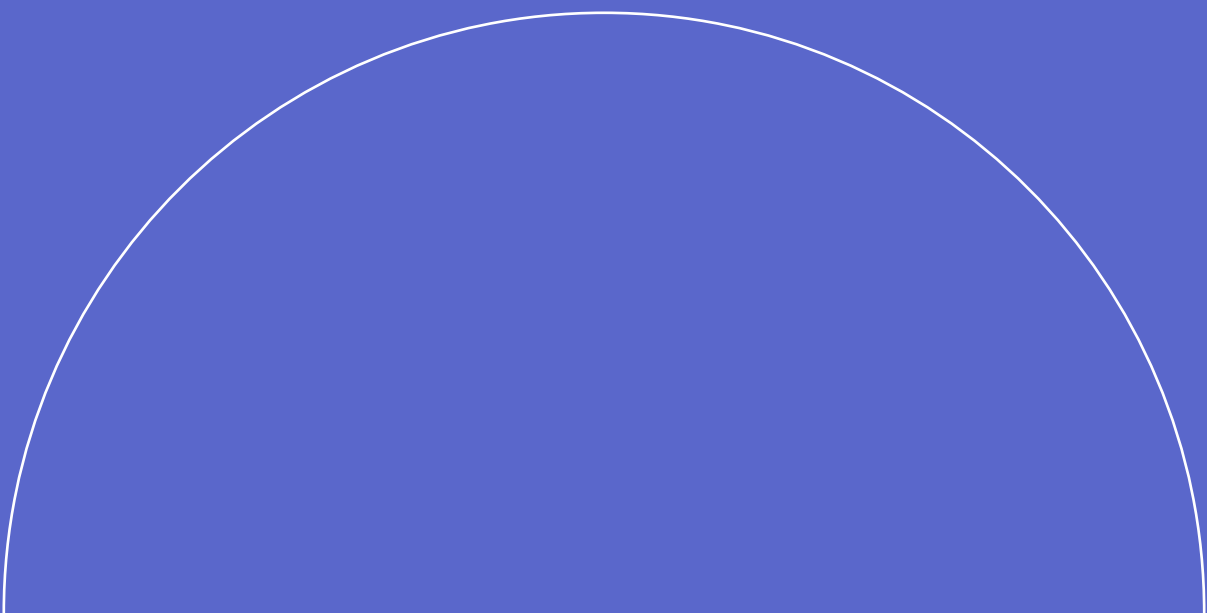


IN YOUR OPINION, HOW IMPORTANT DO YOU THINK EACH OF THE FOLLOWING ISSUES IS IN THE U.S. CURRENTLY? **Top 2 Boxes Only** (Very & Extremely Important)





**PART III**  
**HISPANIC VALUES**





Beyond the political and economic issues that dominate headlines, the Hispanic experience in the United States is guided by a deeply ingrained set of core values. These principles, shaping family life, community bonds, and personal identity, form the foundational "why" behind the community's perspectives and actions. Understanding these core tenets is not just a matter of cultural appreciation; it is essential for comprehending how Hispanics navigate American society and what they seek from it.

In this section, we explore this fundamental aspect of the Hispanic identity. We asked respondents to identify the values they hold most dear, providing a clear hierarchy of the principles that guide their lives, as well as to what extent they believe these values are shared by different segments of American society today. The resulting data offers a powerful look at their sense of cultural alignment, or divergence, and it reveals where they see connection and disconnection within the broader American landscape.

### **PERSONAL VALUES: Responsibility and Authenticity Remain Top Priorities, While Hope and Passion See a Resurgence**

In a landscape of shifting priorities, the personal values of U.S. Hispanics show a foundation of consistency, coupled with a notable rise in forward-looking, emotional drivers like hope and passion. While many traditionally important values have seen a slight decrease in urgency since 2023, a potential sign of "bunkering" or focusing inward amid external pressures, a clear hierarchy of principles remains.

"Responsibility" continues to be the most important personal value, and though its rating slightly declined from 86.4% in 2023, it stands at a formidable 83.6% in 2025. Close behind, "Authenticity" remains the second most crucial value at 82.7%, also showing a slight dip from its 2023 high of 87.1%. The most significant change in 2025 is the sharp increase in the importance of "Hope," which surged from 76.6% to 82.1%, and "Passion," which grew from 76.9% to 81.3%. This suggests a renewed focus on optimism and engagement despite the challenging environment.

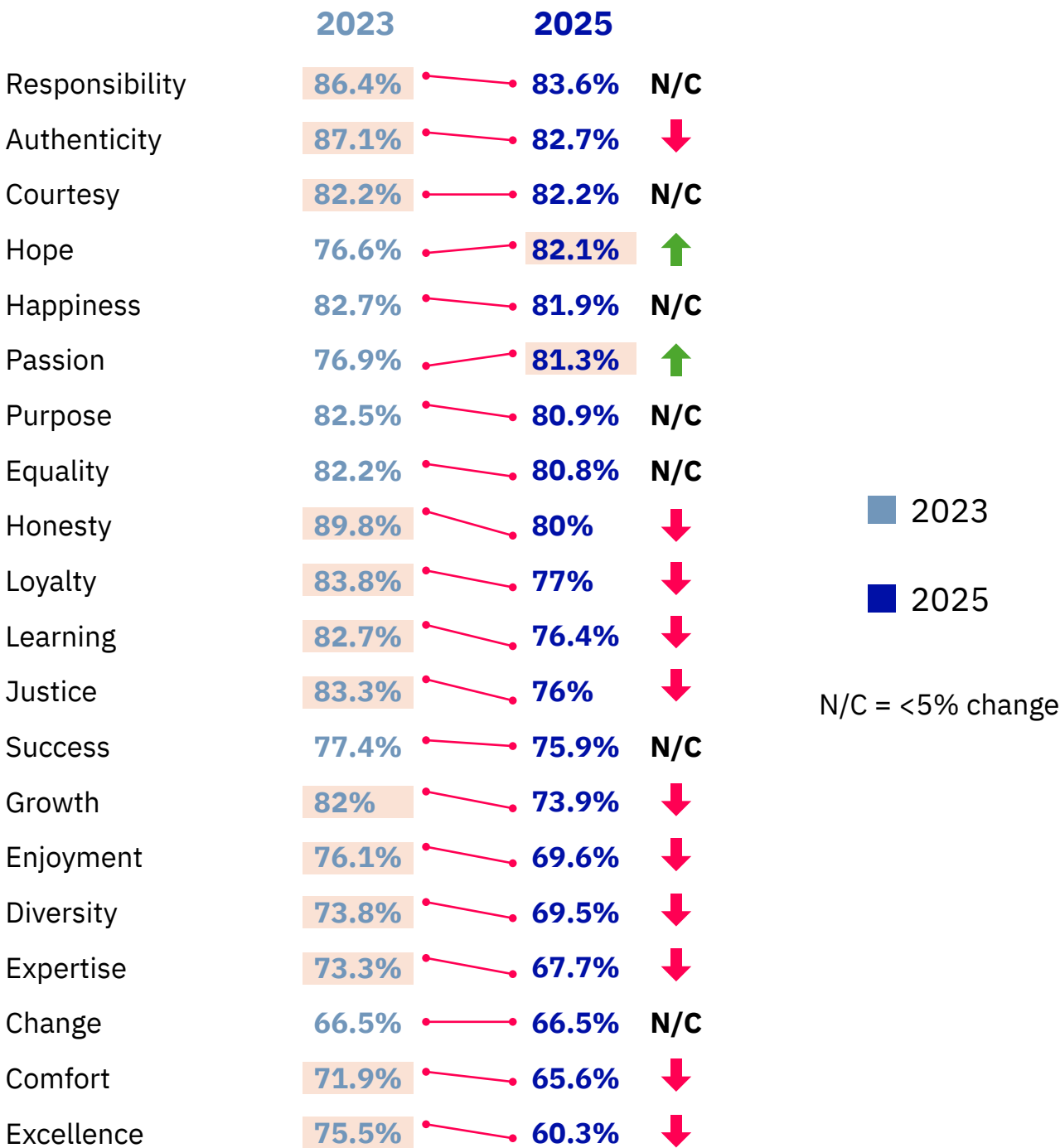
Other core values remain pillars of the Hispanic value system, with "Courtesy" holding steady at 82.2%, and "Happiness" (81.9%), "Purpose" (80.9%), and "Equality" (80.8%) all continuing to be ranked as highly important by more than four out of five respondents. This blend of steadfast principles and renewed emotional energy paints a complex and resilient picture of the Hispanic value system today.



# THINKING ABOUT YOUR PERSONAL VALUES, HOW IMPORTANT IS EACH OF THE FOLLOWING TO YOU?

## Top 2 Choices of Agreement Only

Highlighted cells indicate statistical significance for this question only.





## **MY HISPANIC VALUES ARE SHARED BY: A Renewed Connection to Community and a Deepening Distrust of Institutions and Large Brands**

In 2025, U.S. Hispanics feel their values are most strongly reflected close to home, within their "local community." According to the data, a significant 64.2% feel this connection, a figure that not only marks a substantial increase from 2023 but is also well above 2018 levels, indicating a powerful post-pandemic reconnection to neighbors and immediate surroundings.

Similarly, the perception that their values are shared by a "majority of Americans" has seen a strong rebound. The 2025 figure stands at 57.5%, a notable recovery from 2023 and slightly higher than in 2018, suggesting a renewed, if cautious, sense of national cohesion.

A clear distinction is made between small and large businesses. Latinos trust small businesses significantly more than large brands and companies. While the feeling of shared values with "American small businesses" has declined since 2018, it remains relatively high at 44.3%. This is significantly higher than the perception of shared values with "large brands and companies," which sits much lower at 32.5%, highlighting a greater trust in local enterprise over corporate America.

The most profound sense of disconnect is with national institutions. Perceptions of shared values with "leading politicians" (34.5%) and "large brands and companies" (32.5%) have seen major, steady declines. However, in a notable shift, it is now "the news media" that is perceived as having the least shared values, dropping to the bottom of the list at just 30.7%. This surpasses the low trust previously held for politicians, signaling a critical erosion of confidence in media institutions to reflect or understand the Hispanic community's core principles. This is the biggest drop in 7 years.



# FEEL VALUES ARE SHARED...

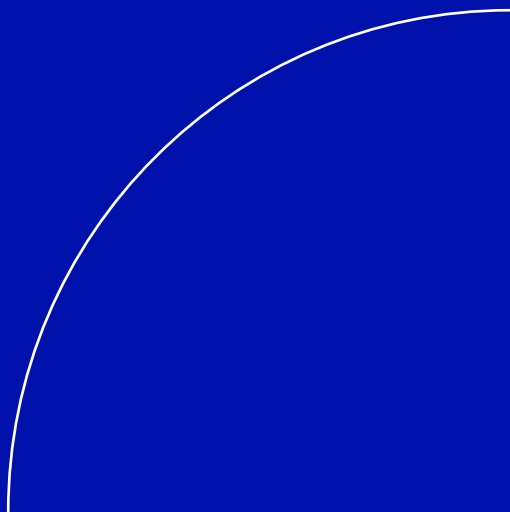
## Top 2 Boxes Only

	TOTAL	2018	2023	2025	
By the people in my local community	52.6%	55.5%	74.4%	64.2%	Decline in 2025 vs. 2023, but plus vs. 2018
By a majority of Americans	46.9%	54.1%	63%	57.5%	Decline in 2025 vs. 2023, but plus vs. 2018
By American small businesses	47.1%	54.4%	66.2%	44.3%	Decline, but more shared by small vs. large
In popular TV shows and movies	42.7%	53.8%	51.5%	42.3%	Steady decline
By leading politicians	38.2%	51.8%	37.3%	34.5%	Major steady decline
By large brands and companies	40.2%	53.9%	44.9%	32.5%	Major steady decline
By the news media	39.3%	54.1%	42.4%	30.7%	Major steady decline



# **PART IV**

## **A DICHOTOMY: PERCEPTION AND PERCEIVED VALUE OF HISPANICS**





This section explores the complex duality of the Hispanic experience in the United States today: the correlation between the community's perceived influence and its perceived value. We delve into how Hispanics gauge their own collective impact on American society and government, and contrast it with whether they feel that strength is truly seen, respected, and considered by people in positions of power.

The following data will unpack this critical dynamic. We begin by examining the community's awareness of its own influence, then pivot to the crucial question of whether powerful institutions, from government to large businesses, are genuinely considering the needs and interests of Hispanics when making decisions. Finally, we broaden the lens to ask a fundamental question about belonging: Is the Hispanic community valued as much as it should be in the United States today? The answers reveal a compelling reality about a community aware of its growing power yet keenly feeling a persistent gap in recognition and respect from others.

### **INFLUENCE OF LATINOS AND ATTENTION BEING PAID: A Widening Gap Between Perceived Power and Acknowledgment**

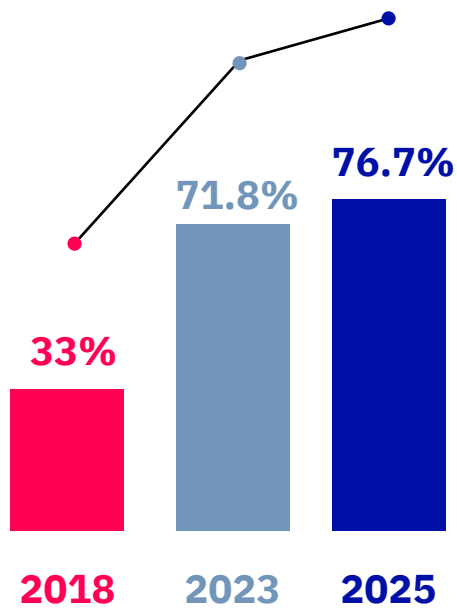
A striking paradox emerges from the data, revealing a significant gap between the Hispanic community's awareness of its own influence and its perception of being considered by those in power.

The community's belief in its influence on society and government is at its highest point since the survey began. In 2025, a remarkable 76.7% of Hispanics feel they have influence, a figure that is more than double the 33% recorded in 2018. This demonstrates a powerful and growing awareness of the community's collective strength.

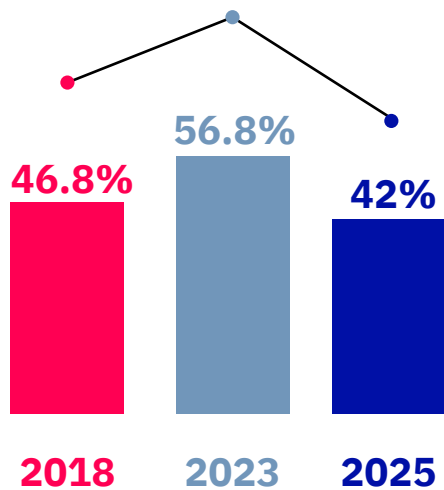
In stark contrast, the belief that people in power are actually listening has eroded to its lowest point. In 2025, only 42% of Hispanics feel their interests are considered by leaders, a sharp decline from 56.8% in 2023 and now lower than the 46.8% reported in 2018. This growing disconnect suggests that while Hispanics are more aware of their influence than ever before, they feel this power is not yet translating into meaningful consideration from the nation's decision-makers.



Overall, how much influence do you think the Hispanic / Latino community has in society and government in the United States today?



How much do you think people in power (i.e., people in upper level position in the government, businesses, academic institutions, etc.) consider the interests of Hispanics and Latinos when making decisions?





PERCEPTION OF LATINOS AND THEIR IMPACT ON AMERICAN SOCIETY: Confident in Contribution, But Feeling Under-Perceived

How the Hispanic community is perceived is a crucial indicator of its standing in the nation. Data reveals that only about a third of Hispanics (35.2%) feel they have a "Very Positive" or "Positive" perception in the United States today. However, this sentiment is not uniform and is felt much more strongly among specific groups. Spanish speakers (69.7%), those with a middle school education or less (65.9%), and those between the ages of 25-44 (39.4% and 38.9% respectively) report feeling a much more positive perception.

HOW WOULD YOU DESCRIBE THE OVERALL PERCEPTION OF HISPANICS IN THE UNITED STATES

2025	Total	English	Spanish	18-24	25-34	35-44	45-54	MS Grad or Less	High School	GED/ HS Equivalency Program	Voc/ Technical School	Community College/ Junior College	4 yr College/ University	Grad School or other Post-Grad Program
Very negative	5.8%	6.3%	1.0%	3.5%	7.6%	6.5%	10.5%	2.1%	5.8%	6.7%	4.3%	9%	2.4%	11.7%
Negative	21.6%	22.8%	9.8%	26.3%	14.5%	18.4%	24.3%	9.6%	18%	27.6%	18.6%	16%	36.1%	16.4%
Neutral	30.5%	31.8%	18.6%	30.4%	29.2%	31%	33.2%	18.4%	30.9%	29.1%	29.5%	27%	36.1%	23.8%
Positive	22.8%	20.5%	44.2%	22.2%	25.1%	24%	16.9%	34.9%	23.5%	13.3%	33.7%	28.4%	15.8%	23.6%
Very positive	12.4%	11%	25.5%	10.6%	14.3%	14.9%	10.6%	31%	11.7%	10.4%	10.2%	18.7%	7.4%	21.4%
Top 2 boxes	35.2%	31.5%	69.7%	32.8%	39.4%	38.9%	27.5%	65.9%	35.2%	23.7%	43.9%	47.1%	23.2%	45%
Don't know	7%	7.7%	0.9%	7%	9.3%	5.3%	4.5%	3.9%	10.1%	12.9%	3.7%	1%	2.3%	3.2%



In stark contrast to how they feel they are being perceived, about two-thirds of Latinos (65.6%) firmly believe their community contributes positively to American society in terms of culture, economy, and innovation. This conviction is nearly unanimous among Spanish speakers (92.2%) and is also exceptionally high among older Hispanics (45-54 year-olds at 83.4%) and the most educated (Post-Grads at 84.3%). **This highlights a community that is confident in its own immense contributions, even as it feels the broader society fails to perceive them as positively.**

# HOW MUCH DO YOU BELIEVE HISPANICS CONTRIBUTE POSITIVELY TO AMERICAN SOCIETY IN TERMS OF CULTURE, ECONOMY, AND INNOVATION?

2025	Total	English	Spanish	18-24	25-34	35-44	45-54	MS Grad or Less	High School	GED/ HS Equivalency Program	Voc/ Technical School	Community College / Junior College	4 yr College/ University	Grad School or other Post-Grad Program
Not at all	1.4%	1.4%	0.9%	0%	4.5%	0.9%	0.9%	2.1%	1.2%	4.4%	2.1%	0%	0.8%	1.3%
Not much	7.9%	8.7%	0.3%	14.6%	2.2%	3.6%	0.9%	0%	14%	4.8%	3.9%	2.1%	1%	2.8%
Neutral	25%	27%	6.6%	37.4%	14.9%	14.8%	14.8%	25.5%	40.5%	19.4%	10.5%	8.7%	7.1%	11.7%
Somewhat	24.6%	24%	30.4%	22.2%	26.2%	28.7%	23.4%	33.2%	13.1%	11.7%	20.3%	40.1%	53.4%	24.8%
Very much	41%	38.8%	61.8%	25.7%	52.2%	52%	60%	39.2%	31.2%	59.8%	63.3%	49.1%	37.8%	59.5%
Top 2 boxes	65.6%	62.8%	92.2%	47.9%	78.4%	80.7%	83.4%	72.4%	44.3%	71.5%	83.6%	89.2%	91.2%	84.3%



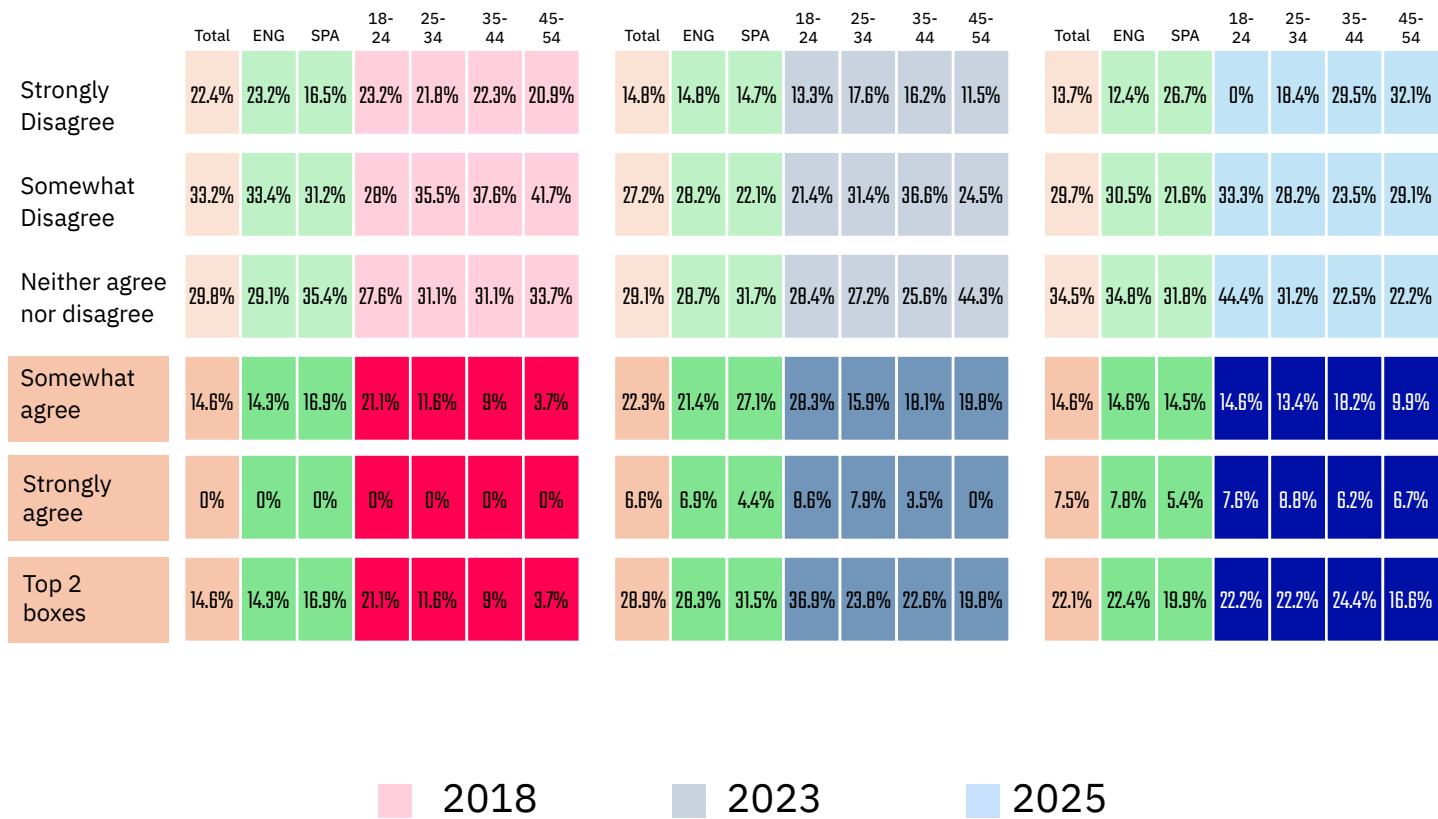
PERCEPTION OF LATINO VALUE IN THE U.S.: A Complex and Declining Sense of Worth

The perception that Latinos are "valued as much as they should be" has declined to 22.1% in 2025, down from 28.9% in 2023. However, this current sentiment remains higher than the 14.6% recorded in 2018, indicating a complex, fluctuating sense of value.

This recent downturn is driven by significant drops among key demographic groups, particularly Spanish speakers and the youngest Hispanics. The feeling of being valued among Spanish speakers fell sharply, from 31.5% in 2023 to just 19.9% in 2025. An even more pronounced decline occurred among 18-24 year-olds, where agreement with the statement plummeted from a high of 36.9% in 2023 to 22.2% in 2025. This sharp drop in sentiment, especially among youth, highlights a potential need to better communicate and reinforce the facts about the Hispanic community's value with the next generation.

Language & Age: 2018 vs. 2023 vs. 2025

**Do you agree or disagree with the following statement:** Overall the Hispanic/Latino community is valued as much as it should be in the United States today





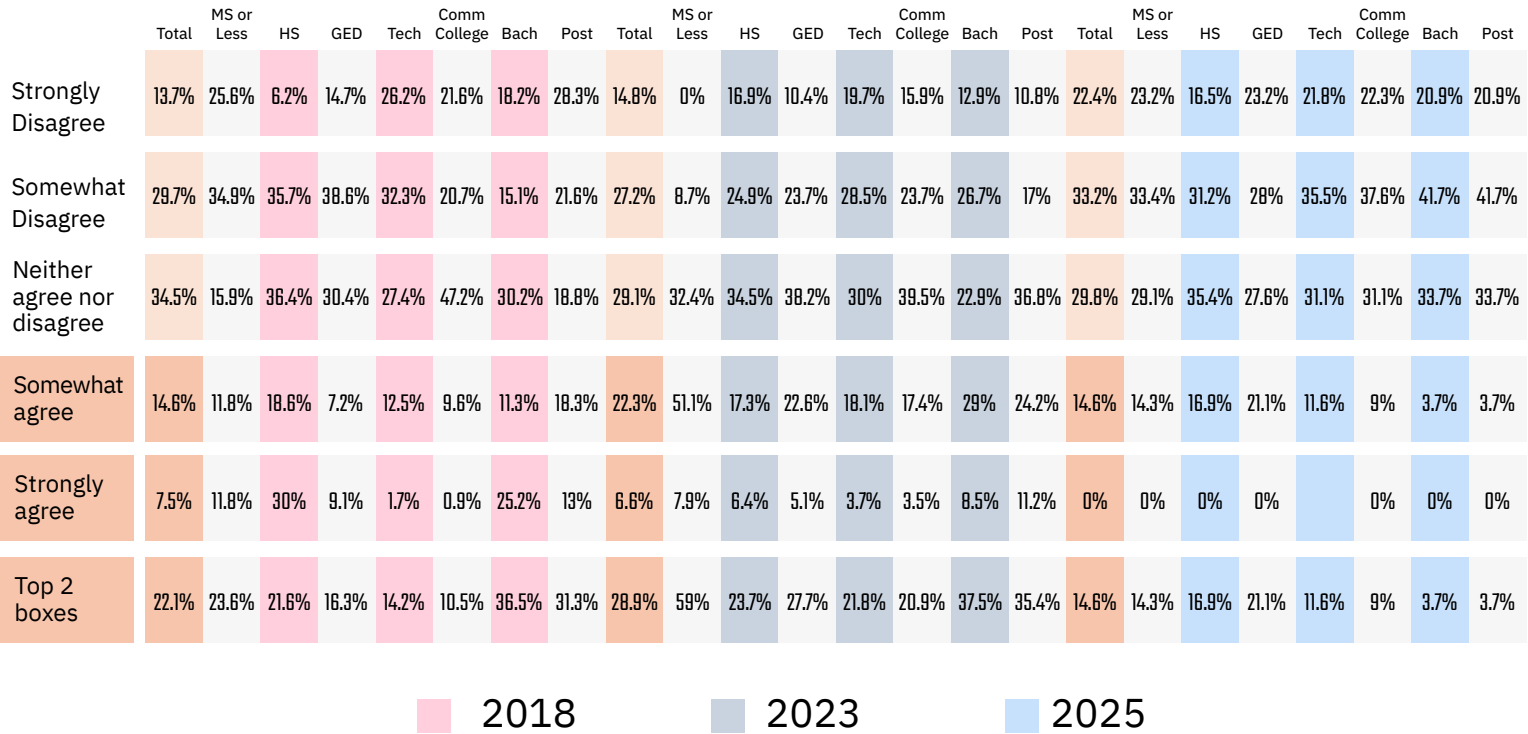
PERCEPTION OF LATINO VALUE IN THE U.S. BY EDUCATION: A Widening Divide  
Based on Educational Attainment

Examining the sense of being valued through the lens of education reveals a stark and widening divide. The perception that Latinos are valued as much as they should be, has dropped most precipitously among those with the least formal education. In 2023, a majority (59%) of those with a middle school education or less felt valued; by 2025, that number cratered to just 23.6%.

Conversely, the feeling of being valued is highest in 2025 among the most educated. Those with a Bachelor’s degree (36.5%) and those with a Post-graduate degree (31.3%) are the most likely to agree that the Hispanic community is valued as it should be. This significant gap between educational attainment levels underscores the need to ensure the story of the Hispanic community's value and contributions resonates with people across the entire educational spectrum.

Education: 2018 vs. 2023 vs. 2025

Do you agree or disagree with the following statement: Overall, the Hispanic/Latino community is valued as much as it should be in the United States today.





**MOST SURPRISING STATEMENTS IN 2025: Gaps in Business Leadership and Scale of Voting Power Resonate Most**

To understand which realities of the Hispanic experience are most eye-opening, the survey asked respondents which facts they found most surprising. The findings reveal a clear focus on business leadership and political power.

The statement that ranked as most surprising was business-related: 17.7% of respondents were surprised to learn that "As of 2023, Latino directors held approximately 5% of Fortune 1000 board seats." The second most surprising fact was related to voting power, with 11.2% surprised by the statement that "As of 2024, an estimated 36.2 million Hispanic Americans are eligible to vote."

Other highly surprising facts included the projections for Hispanic homeownership (9.8%) and the annual economic contribution of Latino-owned businesses (9.6%). This indicates that the data points highlighting the scale of the community's impact, as well as the persistent gaps in top-level representation, are the most impactful and least widely known.

2025			2025		
Do you find this statement surprising? Top two boxes only (Very & Somewhat Surprising)	As of 2023, Latino directors held approximately 5% of Fortune 1000 board seats	17.7%	Do you find this statement surprising? Top two boxes only (Very & Somewhat Surprising)	Latinos CEOs lead only 20 of the Fortune 500 companies	5.4%
	As of 2024, an estimated 36.2 million Hispanic Americans are eligible to vote	11.2%		If U.S. Latinos were a standalone country, they would account for the 5th largest GDP in the world, larger than India, United Kingdom, France and Canada	4.9%
	70% of new homeowners between 2020 and 2024 will be Hispanic	9.8%		The U.S. Hispanic population reached 65.2 million in 2023, making more than 19% of the total population	4.4%
	\$800 billions is contributed by Latino-owned businesses annually to the U.S. economy	9.6%		In 2009, Sonia Sotomayor became the first Hispanic / Latina Supreme Court Justice of the United States	4.4%
	Hispanic enrollment at postsecondary institutions on the United States has reached nearly 3.8 million students in 2022, and is expected to exceed 4.3 million by 2026	8.9%		Latinos have been responsible for 73% of the growth of the U.S. labor force since 2010	2.6%
	Latino-owned businesses are growing 10 times faster than white-owned business (57% vs 5%)	6.9%		Latinos currently make up 25% of school children and will become a third of the U.S. population by 2050	2.3%



SOURCES OF PRIDE IN 2025: Representation, Education, and Voting Power Lead the Way

When asked which facts generate the most pride in the Hispanic/Latino community, the data points to clear themes of progress in business, education, and political empowerment.

The top source of pride is a business-related statement about representation: 20.7% of respondents felt more pride after reading that "As of 2023, Latino directors held approximately 5% of Fortune 1000 board seats." This is closely followed by a statement on educational attainment, with 18.6% feeling more pride about the fact that "Hispanic enrollment at postsecondary institutions... is expected to exceed 4.3 million by 2026."

Rounding out the top three is a fact about voting power, with 18.3% of respondents feeling more pride after learning that "As of 2024, an estimated 36.2 million Hispanic Americans are eligible to vote." These findings show that tangible metrics of success and influence in the economic, educational, and political arenas are the most powerful drivers of community pride in 2025.

2025			2025		
After reading this statement, do you feel more or less pride in the Hispanic / Latino community in the U.S.? TOP 2 BOXES ONLY (Much More & Somewhat More Pride)	As of 2023, Latino directors held approximately 5% of Fortune 1000 board seats	20.7%	After reading this statement, do you feel more or less pride in the Hispanic / Latino community in the U.S.? TOP 2 BOXES ONLY (Much More & Somewhat More Pride)	Latinos CEOs lead only 20 of the Fortune 500 companies	11.1%
	Hispanic enrollment at postsecondary institutions on the United States has reached nearly 3.8 million students in 2022, and is expected to exceed 4.3 million by 2026	18.6%		Latinos have been responsible for 73% of the growth of the US labor force since 2010	8.8%
	As of 2024, an estimated 36.2 million Hispanic Americans are eligible to vote	18.3%		If U.S. Latinos were a standalone country, they would account for the 5th largest GDP in the world, larger than India, United Kingdom, France and Canada	8.7%
	The U.S. Hispanic population reached 65.2 million in 2023, making more than 19% of the total population	16.5%		\$800 billions is contributed by Latino-owned businesses annually to the U.S. economy	6.8%
	In 2009, Sonia Sotomayor became the first Hispanic / Latina Supreme Court Justice of the United States	13.8%		Latinos currently make up 25% of school children and will become a third of the U.S. population by 2050	6.6%
	70% of new homeowners between 2020 and 2024 will be Hispanic	12%		Latino-owned businesses is growing 10 times faster than white-owned business (57% vs 5%)	4.2%



# **PART V**

## **ELEMENTS OF CULTURE**





The soul of the Hispanic community is found in its vibrant and diverse culture. To understand this on a deeper level, we asked Hispanics to select the elements they believe are most central to their collective identity. The following analysis ranks these defining pillars, offering a clear view of what truly matters.

DEFINING ELEMENTS OF BEING LATINO

What does it mean to be Hispanic in the U.S. today? The community is defined first and foremost by "Culture & Music," which at 79.6% in 2025, is at its highest level since the survey began. The cornerstones of "Family" (76.2%) and "Food" (70.6%) remain consistently high. Two-thirds of respondents continue to see "Language" as a key definer (66.6%). In a notable shift since the post-COVID period, the importance of "Faith" and "Religion" has declined, falling from 49.6% and 44.4% in 2023 to 41.9% and 39.4% in 2025, respectively.

		2018	2023	2025
Which of the following elements do you think help define what it means to be part of the Hispanic / Latino community in the U.S., today? Please select those that apply	CULTURE & MUSIC	72.4%	78.6%	79.6%
	FAMILY	75.8%	76.6%	76.2%
	FOOD	62.8%	70.9%	70.6%
	HARD WORK	66.1%	70.3%	69.2%
	LANGUAGE	65.9%	68.5%	66.6%
	FAITH	44.8%	49.6%	41.9%
	RELIGION	42.1%	44.4%	39.4%



# PART VI

# ADVERTISING PERCEPTIONS OF BRANDS

(New 2025 Questions)

Deep dive into these insights by becoming a member  
at [hispanicstar.org/memberships](https://hispanicstar.org/memberships)



# PART VII

# ARTIFICIAL INTELLIGENCE

(New 2025 Questions)

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# PART VIII

# HISPANICS VS. OTHER RACE GROUPS

(2025 Comparisons)

Deep dive into these insights by becoming a member  
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# CONCLUSIONS: ACTIONS



## **A PIVOTAL TIME FOR HISPANICS. A PIVOTAL TIME FOR CORPORATIONS AND BRANDS.**

The 2025 Hispanic Sentiment Study reveals a community at a critical inflection point, defined by a stark paradox: while Hispanics acknowledge their own skyrocketing influence and economic power, their faith in the American Dream and their satisfaction with life are in freefall. This is a community that is surviving fueled by internal resilience, while feeling abandoned by the very system it helps to build day after day. Simply put, Hispanics are experiencing a Recognition Recession—a pivotal moment where two conflicting realities converge, shaping the choices Latinos make, from the brands they trust to the companies they support.

### **The Economic Anchor of Discontent**

With the "Cost of Living" and the "Economy" now being paramount concerns for over 90% of respondents, the dream feels increasingly unattainable. Satisfaction with personal finances has cratered to a historic low of 24%, demonstrating that the community's immense GDP contribution is not translating into individual prosperity or security. This financial pressure is the primary driver behind the overwhelming belief that the country is on the wrong track and the core reason why satisfaction with life has plummeted.

### **The Great Disconnect: Influence Without Recognition**

The central tension of this study lies in the chasm between perceived power and perceived value. An all-time high of 77% of Hispanics feel their community has influence, yet a record-low (42%) believe people in power actually consider their needs. They are acutely aware of their demographic and economic might but are met with what they feel is institutional indifference and rejection.

This disconnect fuels a retreat from national institutions, media, politicians, large corporations, and a renewed focus on the tangible: their local communities, where they feel their values are most shared.



## **A Bet on Themselves, Not on the System**

This external pessimism coexists with a powerful internal optimism. Hispanics are more likely than most other racial groups to believe their personal work situation will improve and to aspire to higher education. This is not a contradiction; it is a clear indication that they are betting on themselves, their families, and their community's inherent "Hope" and "Passion," values that surged in importance in 2025. They see a path to upward mobility through their own efforts, even as they lose faith in the broader systems to provide it.

## **THE PATH FORWARD: CONCRETE ACTIONS FOR ENGAGEMENT.**

Ultimately, this study is a warning and a call to action. The Hispanic community feels its power but does not feel seen, heard, or valued. To engage them effectively, one must move past superficial cultural nods and directly address their economic realities and their profound sense of being overlooked. The brands, politicians, and employers who grasp this paradox will connect; those who offer platitudes while ignoring the financial pain will fail. Authenticity is not just about representation in advertising; it is about recognizing their contribution and addressing their concerns. It's about caring for their community and leveraging their amazing growth potential.

Here are specific areas where action is critical:

### **1. Address Economic Realities Directly**

- **For Brands and Employers:** Develop and promote products, services, and employment opportunities that genuinely alleviate cost of living pressures and offer pathways to financial stability. This includes fair compensation, robust benefits (as preferred by 38.5% of Hispanics in the study), and clear opportunities for career advancement (31.9% believe they have promotion opportunities, a slight dip). Messaging should focus on tangible solutions rather than abstract promises
- **For Policymakers:** Prioritize legislation and initiatives that tackle inflation, affordable housing, and equitable economic growth. Recognize that economic anxiety is the paramount concern for over 90% of the community



## 2. Bridge the "Influence-to-Consideration" Gap

- **For All Companies, Organizations and Institutions:** Actively seek out and genuinely incorporate Hispanic voices and perspectives in decision-making processes. With 77% recognizing their influence but only 42% feeling considered, there's a huge opportunity to build trust by demonstrating authentic engagement. This means more than just outreach; it means shared power and meaningful inclusion at all levels
- **For Media and Public Figures:** Rebuild trust by reflecting the community's realities accurately and addressing their concerns directly. The significant drop in trust for "the news media" (30.7% shared values) underscores the need for more responsible and representative storytelling

## 3. Cultivate Authentic Brand Connections

- **Go Beyond Representation:** While featuring "people like me" in advertising is a net positive (43.9% positive perception), true authenticity means understanding and responding to the community's needs. Brands that actively help "solve issues and challenges in their life, family, or community" will see increased favorability (80%) and a dramatic increase in purchase likelihood (83.5%)
- **Use Language Strategically:** Spanish-language advertising is a powerful tool, particularly for Spanish speakers (74.4% favorability), younger adults aged 25-34 (45.8%), and those at the highest and lowest educational levels. Brands should understand their audience segments to leverage this effectively, while also being mindful of the nuanced reactions from younger demographics (e.g., 18-24 year-olds show 7% negative sentiment towards Spanish-language ads)



#### 4. Support Self-Driven Progress

- **Invest in Education and Workforce Development:** Acknowledge the high aspiration for higher education (61% of Hispanics likely to attend or return to college) and professional optimism (58% expect work situation to improve). Companies and educational institutions can align with this self-driven ambition by providing accessible educational pathways, training programs, and mentorship opportunities that foster upward mobility
- **Celebrate Resilience and Values:** Lean into the core values of "Hope" and "Passion" that are surging in importance for the community. Messages that resonate with their inherent drive and commitment to family and community will build deeper connections than those that ignore their struggles

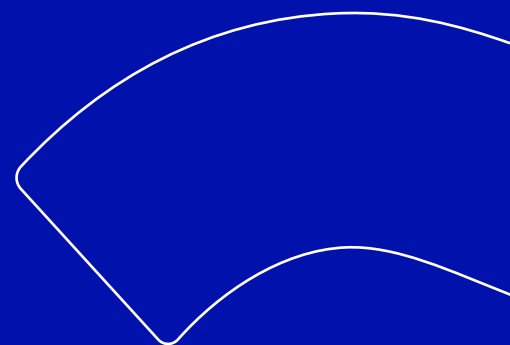
By acknowledging the current challenges while actively investing in their potential, corporations, brands, and policymakers can move beyond stereotypes to build genuine, lasting relationships with the Hispanic community, truly leveraging their growth potential and contributing to a more prosperous future for all.





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### TelevisaUnivision

TelevisaUnivision, the world's leading Spanish-language media company, produces top original content in Spanish spanning news, sports and entertainment. Their multiplatform portfolio includes market-leading broadcast networks, cable networks, ViX, the largest Spanish-language streaming platform in the world, Uforia, the largest Spanish-language audio platform in the U.S., Videocine, the leading Mexican movie studio and more.

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# HISPANIC SENTIMENT STUDY 2025

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Comparative Insights from 2018, 2023, and 2025