



HISPANIC SENTIMENT STUDY 2025:

THE LATINA EDITION



In partnership with



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Executive Summary: Beyond the "Strong Latina" Narrative: The Paradox of Resilience & The Rise of the Parallel Economy

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RESEARCH CONTEXT & METHODOLOGY

*This report is an intersectional analysis derived from the 2025 Hispanic Sentiment Study, designed to provide a deep dive into the specific lived experiences and sentiments of Hispanic women. It was developed with the strategic support and cultural expertise of **Poderistas** and **EthniFacts**.*

The findings are grounded in a synthesis of primary and secondary data, including our own research studies, a national study tracking over 2,000 Hispanic/Latino adults, updated U.S. Census Annual Business Survey projections (2023 vs. 2019), a Poderistas Community Survey from October 2025, and workforce analysis from the National Partnership for Women & Families and the U.S. Bureau of Labor Statistics.

Ultimately, the goal of this research is to move beyond the "Strong Latina" trope and provide a data-backed framework that reveals the massive economic and institutional development opportunity this demographic represents.



EXECUTIVE SUMMARY

Beyond the "Strong Latina" Narrative: The Paradox of Resilience & The Rise of the Parallel Economy.

The 2025 Hispanic Sentiment Study reveals a community at a crossroads, defined by a "Paradox of Resilience". **While Latinas exhibit extraordinary levels of optimism and entrepreneurial drive, they are doing so while navigating a systemic vacuum of institutional support.**

Rather than waiting for a seat at the table, Latinas are building a "Parallel Economy" and redefining power on their own terms through a tri-sector influence:

- **Institutional Authority:** Transforming existing corporate and civic structures from within.
- **Economic Agency:** Creating independent, high-growth engines that outpace the national market.
- **Ethical Stewardship:** Leading through a moral-first framework of justice, family stability, and community safety.

Driven by a 47% explosion in business creation and moral-driven consumer logic, Latinas are moving past traditional "boardroom-only" metrics to establish a broader, more inclusive standard of American leadership.



01 The Resilience Paradox: Strength Under Constraint

Latinas demonstrate a form of “**strategic resilience**” based on a “cautious optimistic” attitude characterized by a deep commitment to growth despite structural exclusion and a shrinking safety net.

- **The Hard Numbers:**

- The Wage Gap: Latina women are typically paid only 54 cents for every dollar paid to white, non-Hispanic men. This wage gap translates to a \$30,700 annual difference in median wages (\$36,150 for Latinas vs. \$66,850 for white, non-Hispanic men)¹.
- Workplace Discrimination: 52% of Latina women report experiencing racial discrimination and 54% report gender discrimination in the workplace².
- The Worry Gap: 42% of Latinas report they would be “very worried” about losing pay if they had to take just one day off unexpectedly (vs. 31% of men). This is compounded by the fact that 45% of Latina mothers are the key breadwinners for their families, making their households hypersensitive to wage disparities³.

¹ Latina Women and the Wage Gap, National Partnership for Women & Families, November 2025

² Latina Women and the Wage Gap, National Partnership for Women & Families, November 2025

³ Latina Women and the Wage Gap, National Partnership for Women & Families, November 2025

- **Financial Regression & Basic Needs:** 42% of Latinas state their financial situation is actively worsening. In the last year, 35% have struggled to afford food, and 36% have had to borrow from family to survive. Furthermore, of the nearly 3.8 million family households headed by Latina women, 27% currently live below the poverty level.⁴
- **The Safety Crisis:** Even among a highly engaged, educated, and resourced cohort of Latinas surveyed by Poderistas, safety remains a major barrier.⁵ 27% of this group skipped or left a real-world event in the past six months due to safety concerns, and 31% felt unsafe attending civic events or wearing Latina identity symbols in public. The top drivers for this fear were political tensions (72%), harassment targeting Latinas (56%), and immigration concerns (41%).⁶
- **The Value Intensity:**

This resilience is fueled by a higher "Moral Urgency" than their male counterparts. Latinas rate core values significantly higher:

 - Justice (92.5% vs. 67.5%),
 - Learning (86.1% vs. 66.8%)
 - Growth (84.3% vs. 63.6%).



Latinas aren't just "hard workers"; they are the most ethically driven cohort in the workforce. Their leadership is rooted in moral accountability and constant growth.

Latina optimism exists despite systems, not because of them. Their resilience is a value-driven response to a systemic failure to provide basic stability in healthcare, safety, and pay equity.



⁴ Latina Women and the Wage Gap, National Partnership for Women & Families, November 2025

⁵ Poderistas Community Survey, October 2025

⁶ Poderistas Community Survey, October 2025

05

Pride as a Mobilizer: Recognition Activates Power

Pride is conditional for Latinas and evidenced-based. Unlike their male counterparts, who often assume institutional progress is happening, Latinas require hard proof of their achievements—especially in elite spaces where they have historically been excluded.

The Hard Numbers:

When presented with data-backed achievements, the "Pride Gap" between women and men is stark:

Achievement Facts	Latina "High Pride"	Latino Men "High Pride"	The "Pride Gap"
Latino Board Seats	68%	43%	+25%
Homeownership Gains	72%	58%	+14%
Economic Growth Facts	65%	52%	+13%



Pride as a Mobilizer in action:

Because Latinas often feel "unseen," proving their success acts as a powerful psychological re-activator that fuels participation.

When asked why they joined the Poderistas community, 74% cited connecting with like-minded Latinas as their primary motivation, followed closely by a desire to be inspired by other Latinas and to stay informed on community issues.⁷

For these women, pride is the engine of deliberate action.



Because Latinas feel the most "unseen," data-backed proof of success acts as a powerful psychological re-activator. It shifts their perception from "struggling" to "powerful." Pride fuels participation.



06 Leadership: Aspirational but Under-Supported

Latinas are highly ambitious and ready to lead, valuing justice, honesty, and growth. However, the leadership pipeline lacks sponsorship, access, and infrastructure.

The Hard Numbers:

- **Workplace Advancement:**
 - Latinas are significantly more likely to select "Neutral" or "Disagree" regarding their career trajectory compared to the high "Strongly Agree" scores seen in Hispanic men.
 - Fair Pay: Only 34% of Latinas strongly agree they are fairly paid, compared to 46% of Hispanic men (a 12-point confidence gap).

⁷ Poderistas Community Survey, October 2025

- Path to Promotion: Only 31% of Latinas feel they have a clear path to advancement, while 48% of Hispanic men feel confident in their upward mobility (a 17-point gap).
- The "Neutrality" Factor: 41% of Latinas remain "Neutral" on whether their company offers them growth—suggesting they feel "stuck" in roles they otherwise enjoy.
- **The Recognition Gap:**
 - 68% to 72% of Latinas react with "High Surprise" to news of their own community's contributions and advancements. This "Surprise Metric" is the smoking gun of invisibility; it proves that Latinas are making history without being told they are part of it. In contrast, Hispanic men are 22% less likely to be “surprised” by these facts, as they often assume progress is happening, whereas Latinas assume they are still being excluded until shown the hard data.



The leadership pipeline exists, but it lacks sponsorship, access, and institutional investment. The missing piece is not ambition. It is infrastructure. When 7 out of 10 Latinas are surprised by their own success, the system is failing to reflect their value back to them. However, moving forward, Latina success should not be a surprise—and high-achieving Latinas must answer the call to mentor and sponsor those following in their footsteps to ensure that visibility becomes the new standard.

Poderistas members demonstrate what happens when that support exists: 67% say their pride in Latina identity increased as a result of being part of the Poderistas community. 62% say their confidence to make a difference increased. 83% have already voted, made a voting plan, or mobilized others to vote — attributing this action directly to their Poderistas membership.⁸



⁸ Poderistas Community Survey 2025

WANT THE FULL STRATEGY?

The complete study includes exclusive insights on:

- **The Risk Calculation in Education:** A detailed look at why Latinas are choosing practical pathways and how caregiving costs are reshaping workforce entry.
- **The “AI Confidence Gap”:** Data on the concern regarding algorithmic bias and the strategic risk of invisibility.
- **Value-Triggered Consumer Logic:** Deep-dive metrics on how Latinas prioritize community impact and the “trust-test” that brands must pass to win their loyalty.
- **AND MORE!**

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