



COLORADO
LATINO POLICY AGENDA
2022

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EXECUTIVE SUMMARY

The Colorado Latino Policy Agenda is an annual, nonpartisan report designed to provide insight for elected officials, community leaders, media, and others interested in the demographic makeup and views of Latinos in Colorado on pressing policy, political, and other relevant issues.

This year's agenda is based on the largest nonpartisan poll of Latino registered voters ever conducted in Colorado and was commissioned by the Colorado Organization for Latina Opportunity and Reproductive Rights (COLOR), COLOR Action Fund, Voces Unidas de las Montañas and Voces Unidas Action Fund. ProtégeTe of Conservation Colorado was invited as a partner on the report again this year.

The 2022 Colorado Latino Policy Agenda is informed by a statewide poll of 1,504 Latino registered voters, which provides a representative, nonpartisan snapshot of views of the second-largest and second fastest-growing ethnic voting bloc in the state. This report summarizes the main findings of our second annual poll, offering a valuable, ongoing look at the state of Latinos in Colorado at the statewide, regional, and congressional district levels.

Latino voters' top priorities this year are dominated by economic concerns, likely exacerbated by the period of severe economic challenges and nationwide inflation concerns while the poll was conducted.

- A stunning 50% of respondents said their economic situation has gotten worse in the last 12 months.
- At the local or the national level, 4 of the top 5 most-important issues identified by Latino voters for elected officials to prioritize relate to economics, with "addressing the cost of living/inflation" topping the list for Congress and the President and ranking No. 2 behind "jobs and the economy" among the most important issues for local Colorado officials to address.

- Addressing gun violence and mass shootings are also among the top 5 concerns for Latinos in Colorado, ranking fourth at both the state and federal levels. And 83% of respondents said they are concerned their child could be the victim of a mass shooting.

Support for protecting reproductive health and abortion rights outnumbers support for banning abortion by a margin of 3 to 1. Nearly two-thirds (61%) of respondents say they are more likely to vote for a candidate who supports the expansion of abortion and reproductive health access; and 58% said the U.S. Supreme Court's decision to overturn *Roe v. Wade* makes it more likely they will vote in the November midterms.

Latino voters are also very concerned about climate change and strongly support policies that will transition the state toward a clean energy economy. In addition to favoring policies that incentivize electric vehicles and solar energy (69%), there is strong support for more taxpayer investment in public transportation (60%) and housing developments that foster climate and transportation efficiency. Additionally, Latinos continue to support policies in Colorado that will address drought and clean water access. (see fig. 1) Water quality is of particular concern, given that 30% of respondents do not trust or drink the water in their homes, which increases to 40% among mobile-home residents.

As in 2021, the research in 2022 makes clear that Colorado's Latino community continues to struggle with COVID-19. Almost twice the number of Latinos have had someone in their household become infected with the virus in 2022 (75%) relative to 2021 (43%), and 4 in 10 respondents reported that they or someone in their household suffered from long COVID, which tracks with national reporting that Latinos are among the most likely groups to develop long-term symptoms.

FIGURE 1

2022 COLORADO LATINO POLICY AGENDA
STATEWIDE LATINO POLL

Top policy preferences of Latinos in 2022

Pass new regulations encouraging companies to reduce air, water, and land pollution



Pass new regulations requiring that mobile home parks provide their residents with clean drinking water



Expand access to basic health care services for those who cannot afford health insurance, regardless of immigration status



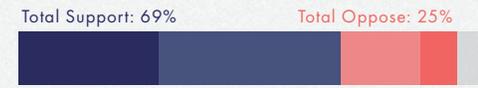
Pass state law that regulates how much lot rent at mobile home parks can increase each year



Increase the legal age from 18 to 21 to purchase assault rifles



Expand rebates encouraging people to purchase electric vehicles and solar energy



Permanently allow access to safe and legal abortions in the state



Change state law to allow local counties to make their own policies about rent control to manage the housing crisis



Ban the purchase of assault rifles in Colorado



Add state law to permanently protect same-sex marriage



Strongly Support ■ Somewhat Support ■ Don't Know ■
 Strongly Oppose ■ Somewhat Oppose ■

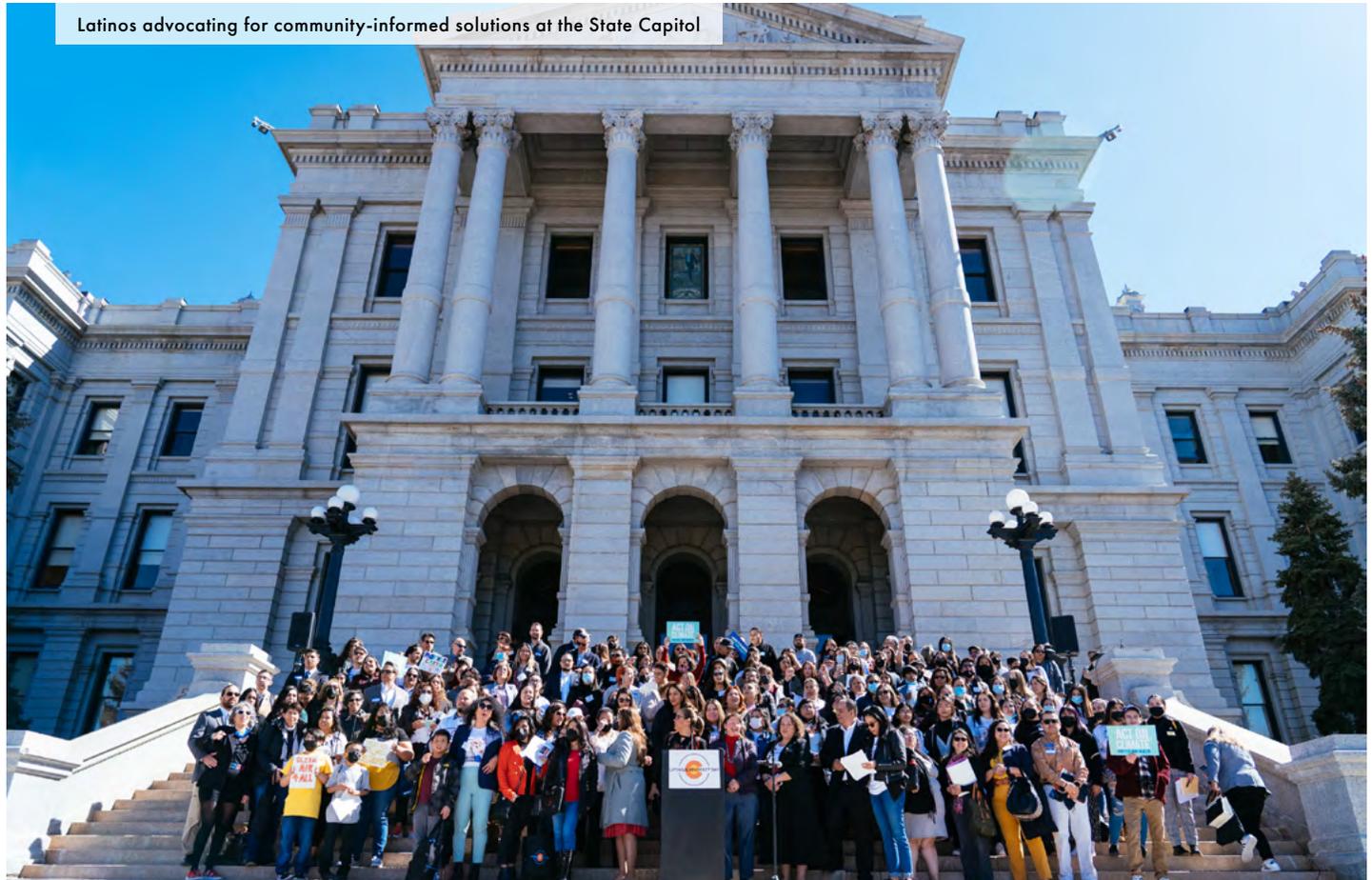
Latino adults in Colorado continue to support public policies that expand access to services and resources to a wider segment of the state's population. This includes high support (83%) for expanding access to health insurance for all Colorado residents, including undocumented residents; ensuring state residents have access to safe abortion and reproductive health (68%); and a belief from 3 in 4 voters that officials must do more to address affordable housing.

Many Latinos in Colorado continue to have a personal connection to the impacts of immigration policies. Roughly half of the respondents reported that they know someone in their close personal network who is undocumented, including 17% who have a family member who is undocumented.

The Colorado Latino Policy Agenda is designed to be of high value to community leaders and elected officials at the federal, state, and local levels.

Policymakers can look to these findings to more directly engage the Latino community in policy decisions, as the research makes clear that Latinos are highly interested in being more engaged in public policy and political discussions, but often feel that their views and voices are excluded from the decision-making process. While 85% of Latino voters surveyed are likely to vote in the November 2022 election, nearly 6 out of 10 (58%) said they have not been contacted by any candidate, party representative, or community organization this year to ask their thoughts about politics or policy in Colorado.

The 2022 Colorado Latino Policy Agenda offers an opportunity for elected officials and community leaders to explore areas of agreement, work to meet the diverse needs of Latinos in the different regions of the state, and to design and deliver appropriate and timely policy solutions for the state's growing Latino population.



RECOMMENDED POLICY ACTIONS

The following issues received support from at least two-thirds of respondents to our 2022 poll and several of them also were singled out in our inaugural Colorado Latino Policy Agenda in 2021.

As such, we are highlighting them here as areas where lawmakers and policymakers can and should take action.

HOUSING POLICY

1. Limit the amount landlords can raise rent on mobile homes to address high cost of housing in Colorado (88%)
2. Promote policies to make housing more affordable and to increase wages (76%)
3. Regulate how much lot rent at mobile home parks can increase each year (76%)
4. Help more families buy homes near quality schools, places of employment, and public transportation by:
 - a. Building up, not out, with multi-story units (71%)
 - b. Allowing multiple units to be built on a single-family lot (70%)
5. Change state law to allow local counties to make their own policies about rent control to manage the housing crisis (66%)

ENVIRONMENTAL POLICY

1. Pass new regulations requiring that mobile home parks provide their residents with clean drinking water (80%)
2. Take additional steps to act on climate change, including clean air/water and transitioning to a clean-energy economy (70%)
3. Expand rebates encouraging people to purchase electric vehicles and solar energy (69%)

HEALTH/REPRODUCTIVE HEALTH POLICY

1. Expand access to basic health care services for those who cannot afford insurance, regardless of immigration status (78%)
2. Ensure that reproductive healthcare including abortion is accessible to all (69%)
3. Permanently allow access to safe and legal abortions in Colorado (68%)

GUN SAFETY

1. Mandate universal background checks for all firearm sales (85%)
2. Increase legal age from 18 to 21 to purchase assault rifles (75%)
3. Implement a 10-day waiting period to purchase a firearm (75%)
4. Ban the sale and purchase of assault rifles (66%)

INCREASED TAXPAYER INVESTMENT

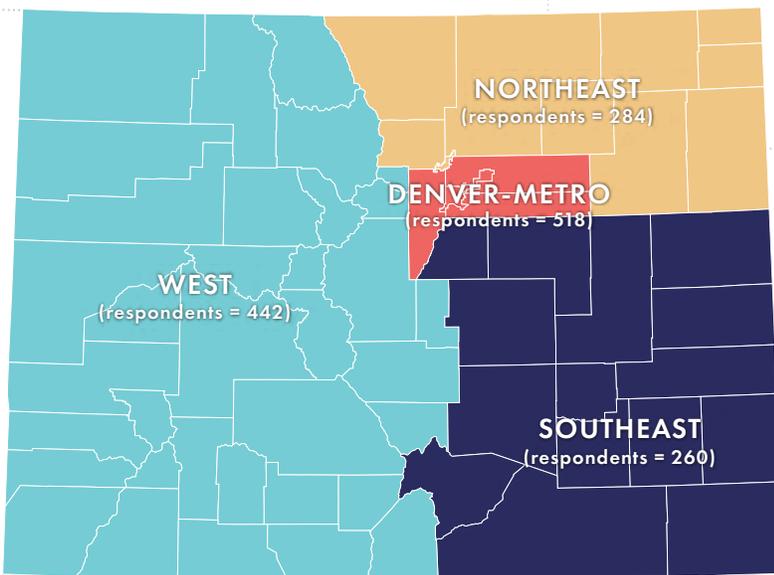
1. Change Taxpayer Bill of Rights to ensure community programs – like K-12 education and access to healthcare – get more funding (80%)
2. Improve K-12 education and paying school employees better salaries (72%)
3. Improve training and regulations for law enforcement officers (67%)
4. Expand access to child care services for low-income families (67%)
5. Expand access to reproductive health resources (67%)

LATINO ADULTS POLLING SUMMARY

ABOUT THE POLL

COLOR and Voces Unidas commissioned BSP Research, a national firm with more than 20 years of experience, to field a nonpartisan statewide poll of 1,504 Latino registered voters in Colorado focused on their issue priorities, policy preferences, and political values. The poll was conducted from July 5 - August 5, 2022, in both English and Spanish, and was designed to provide the opportunity to compare results across the main geographical regions of the state.

This report also makes references to the 2021 results of the Colorado Latino Policy Agenda poll conducted by BSP Research to explore potential differences or similarities in outcomes over the past year.



The poll was designed with an oversample of Latinos who live in rural counties of the state and large sample sizes allow for comparisons to be made by region/congressional district. These are the counties included in each region.

<p>West:</p> <ul style="list-style-type: none"> Alamsa Archuleta Chaffee Clear Creek Conejos Costilla Custer Delta Dolores Eagle Fremont Garfield Gilpin Grand Gunnison Hinsdale Jackson Lake La Plata Mesa Mineral Moffat Montezuma 	<ul style="list-style-type: none"> Montrose Ouray Park Pitkin Rio Blanco Rio Grande Routt Saguache San Juan San Miguel Summit Teller 	<p>Northeast:</p> <ul style="list-style-type: none"> Boulder Broomfield Larimer Logan Morgan Phillips Sedgwick Washington Weld Yuma 	<p>Denver-Metro:</p> <ul style="list-style-type: none"> Adams Arapahoe Denver Jefferson 	<ul style="list-style-type: none"> Elbert El Paso Huerfano Kiowa Kit Carson Las Animas Lincoln Otero Prowers Pueblo
		<p>Southeast:</p> <ul style="list-style-type: none"> Baca Bent Cheyenne Crowley Douglas 		

ISSUE PRIORITIES OF THE LATINO COMMUNITY IN COLORADO

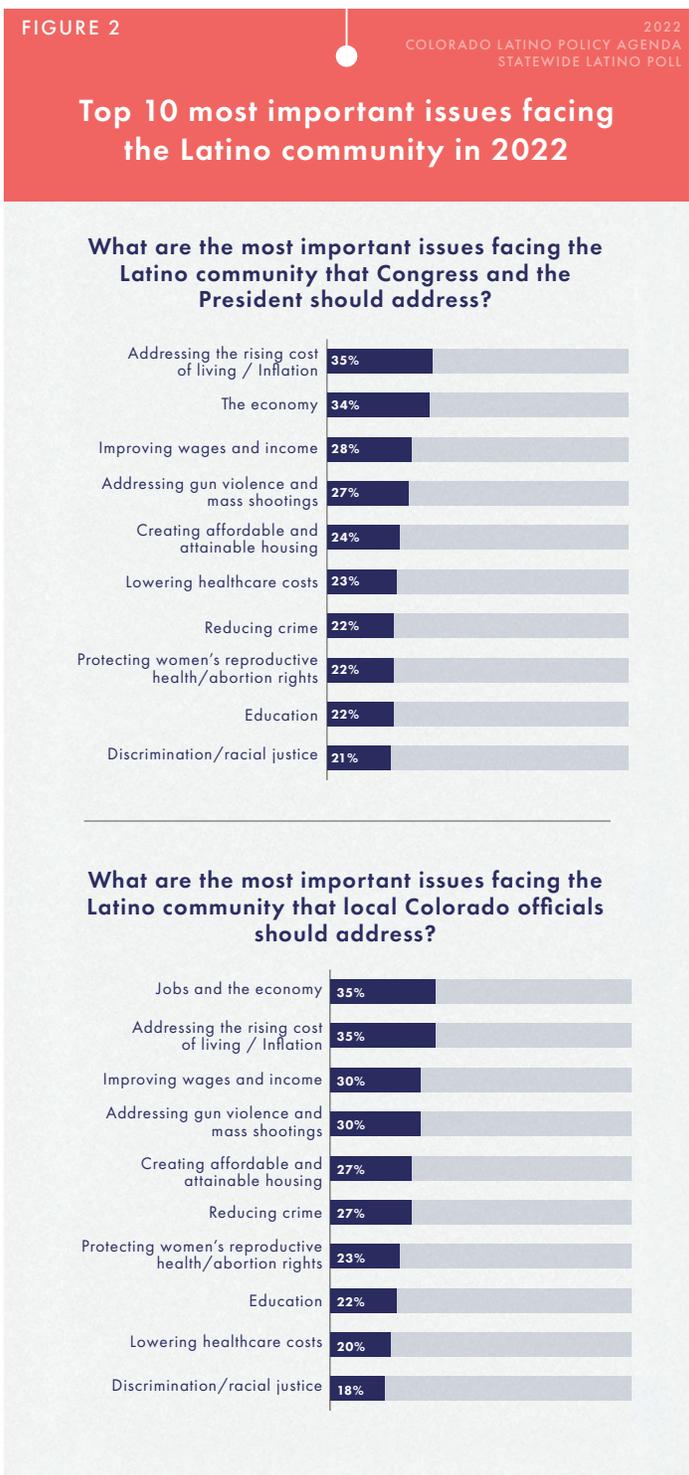
A primary goal of the 2022 poll is to help inform a policy agenda, reflective of the views and diversity of the Latino community. As such, participants were asked to identify up to three of the most important issues facing the Latino community. One question focused on issues that Congress and the President should address. The second question focused on issues that local Colorado elected officials should address.

As reflected in figure 2, economic well-being is clearly the top priority for Colorado Latinos when it comes to issues at the federal level, with survey respondents ranking “addressing the rising cost of living and inflation,” “the economy,” and “improving wages and income” as the most important policy issues for Congress and the President to address. “Creating more affordable and attainable housing” is also among the top five policy priorities for Latinos, followed closely by “lowering healthcare costs.”

Addressing gun violence and mass shootings is another major priority for Latino voters in Colorado, ranking as the fourth-most important issue for elected officials to address at both the federal and state levels. Reducing crime, protecting women’s reproductive health and abortion rights, education, and discrimination and racial justice concerns also rank among the 10 most important issues at the federal level.

There is significant overlap in issue salience when comparing federal and local policy issues. (see fig. 2) The issues of jobs, the economy, and raising wages and income are the top priorities for Colorado officials to address, followed closely by addressing gun violence, creating affordable housing, addressing crime rates, and protecting access to abortion. The parallel results of the federal and local policy priorities further demonstrate the importance of these issues to the Latino community.

Protecting abortion rights places slightly higher at the local level (No. 7) compared to the federal level (No. 8). At both the federal and state levels, however,



Latinos who support protecting women’s reproductive health and abortion rights outnumber those who support limiting or banning abortion 3 to 1. And nearly two-thirds (61%) of respondents stated they were more likely to vote for a candidate who supports the expansion of abortion and reproductive health access.

POLICY PREFERENCES OF THE LATINO COMMUNITY IN COLORADO

The statewide poll provides a comprehensive overview of the policy preferences and attitudes of Latino voters throughout Colorado so that policymakers, community leaders and issue-advocates have a clear sense of the policy priorities identified by the Latino community.

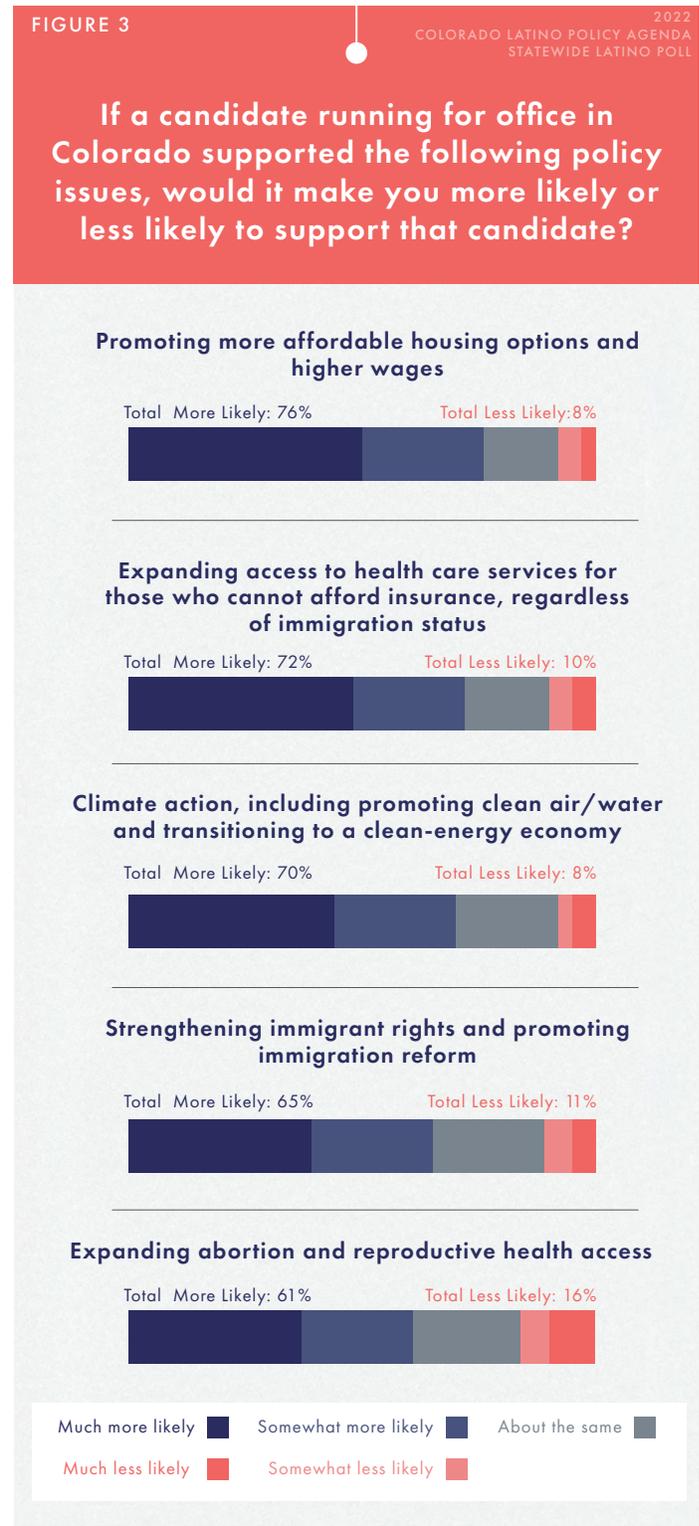
THE ECONOMY AND ITS IMPACT ON LATINOS IN COLORADO

Given the high concern the Latino community in Colorado has for the rising cost of living in the state, it is not surprising that respondents support legislation to address this issue. This includes 66% indicating that the state is not doing enough to address inflation and the rising cost of living.

Latinos surveyed do not have high confidence in the federal government on this issue, with 40% of voters expressing little or no confidence that Congress or the President will address the issue within the next two years (though it should be noted that this poll was conducted prior to the Inflation Reduction Act of 2022 being signed into law). Although the same question was not asked at the state level, 76% of poll respondents would be more likely to vote for a candidate running for office in Colorado who supports promotion of affordable housing options and higher wages. (see fig. 3)

The 2022 poll was conducted during a period of severe economic challenges across the country with inflation – notably the rise in gas and food prices – putting tremendous strain on Latinos. Most telling among the survey results demonstrating that impact is that half of respondents (50%) said their financial situation has gotten worse over the last 12 months.

Coming off a year (2021) when half of Colorado’s Latino community already reported difficulty paying their rent or mortgage, the continued increase in housing costs statewide, low wages, and rising inflation have rendered opportunities for savings nearly impossible for many. An alarming majority





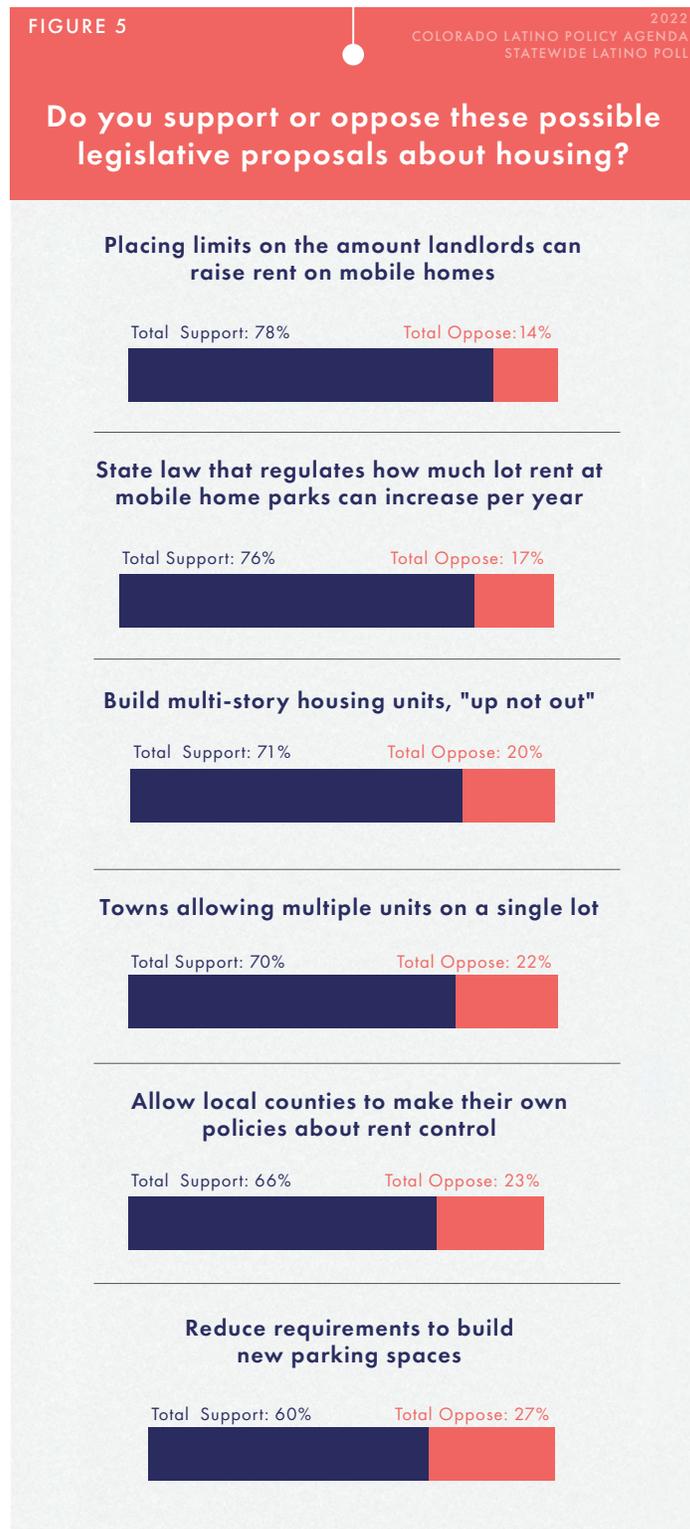
(57%) of Colorado’s Latinos in the 2022 poll had \$1,000 or less in savings for financial emergencies, and more than a quarter (27%) had \$100 or less. (see fig. 4)

The rising cost of housing was a major issue in the state prior to the pandemic and increased in salience over the past two years. This has resulted in the majority (66%) of Latinos in Colorado in 2022 supporting a change of state law to allow local counties to make their own policies about rent control in order to manage the housing crisis.

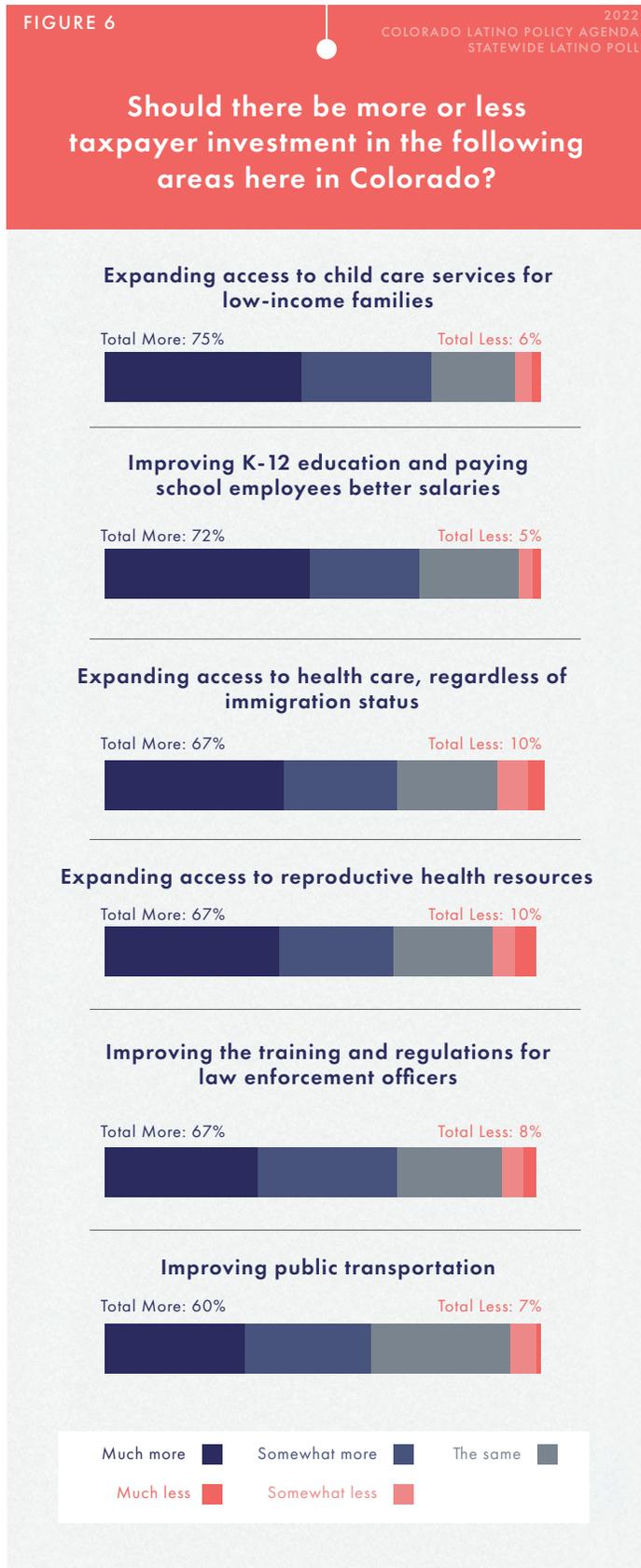
Similarly, more than 3 out of 4 Latinos support “placing a limit on the amount landlords can raise rent on mobile homes to address the high cost of housing in Colorado.”

And a strong majority (70%) supports local housing policies that would increase density as one of many steps the state could implement to improve the financial lives of Latinos. (see fig. 5)

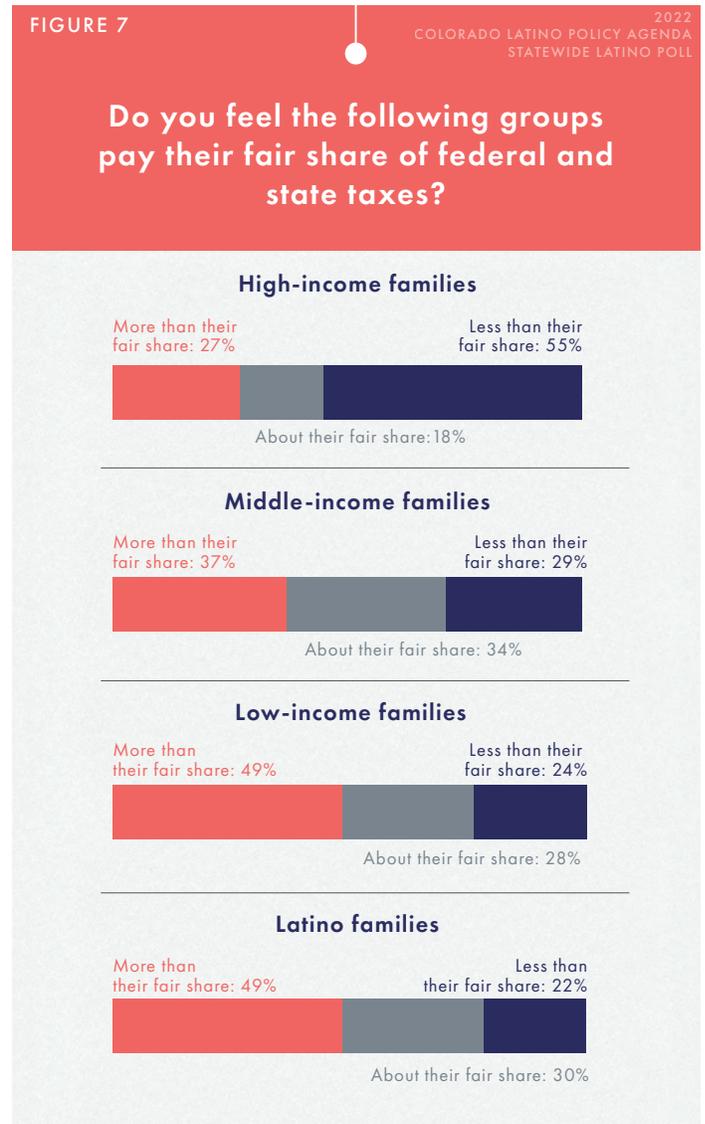
In general, Latinos in Colorado support public policies that expand access to services and resources to a wider segment of the state’s population. (see fig. 6) In 2021, this included high support (83%) for expanding access to health insurance for Colorado residents,



regardless of immigration status. In 2022, Latinos continue to support offering public benefits to all, regardless of immigration status, indicating they would support local candidates (72%) who advocated for expanded health care access and for state legislators to consider such an initiative (78%).



There is also a general perception that Latinos and low-income families are unfairly taxed (49%), while



high-income families pay less than their fair share of taxes (55%). (see fig. 7)

The vast majority (72%) of the Latino voters surveyed would like to see more of those tax dollars spent on improving K-12 education and increasing pay for school employees. Similarly, 75% of respondents would like to see more tax dollars dedicated to expanding access to child care services for low-income families.

Latinos also continue to endure both physical and economic impacts as a result of the COVID-19 pandemic, particularly employment impacts due to poor working conditions. See the COVID IMPACTS section below (page 9) for additional details.

GUN VIOLENCE, HATE CRIMES AND DISCRIMINATION

Addressing gun violence at both the state and federal levels is a major priority for Latinos — particularly among parents.

The 2022 statewide poll reveals that 83% of respondents are concerned that their child could be a victim of a mass shooting at some point in their life. This, paired with the high saliency of addressing gun violence (the No. 4 priority at both the state and federal level), places gun violence as the top issue not related to the economy among Latino voters. In fact, more than 81% (very important 62%; important 19%) believe policymakers in the state should take more aggressive steps to reduce the number of mass shootings.

Latinos in Colorado show overwhelming, bipartisan support for a variety of gun safety measures, including mandatory, universal background checks for all firearm sales (85%) which is favored almost equally between Republicans (85%) and Democrats (89%). There is also strong support for a 10-day waiting period to purchase a firearm (75%), and for overall stricter laws covering the sales of guns in Colorado. Examples include 76% support for increasing the legal age to purchase an assault rifle from age 18 to 21, and 66% support for an outright ban on the purchase of assault rifles in Colorado. (see fig. 8)

Latinos are not optimistic that officials in Washington will tackle gun violence, with 42% reporting little (24%) or no (18%) confidence that Congress or the President will address the issue within the next two years.

Reducing crime in general is a high priority for Latino voters in Colorado, ranking as the sixth-most important issue for state officials to address and seventh-most important for Congress and the President.

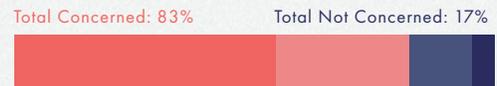
Unfortunately, Latinos in Colorado also expressed an underlying distrust of law enforcement in the 2022 statewide poll. The poll found that the overwhelming

FIGURE 8

2022
COLORADO LATINO POLICY AGENDA
STATEWIDE LATINO POLL

Views on gun violence and safety

How concerned are you that your child could be a victim of a mass shooting at some point in their life?



Not concerned at all
Very concerned
Not very concerned
Somewhat concerned

How much do you agree or disagree with the following statements?

There should be mandatory, universal background checks for all firearm sales



Firearm sales should be recorded and reported



Laws covering the sales of guns in Colorado should be more strict



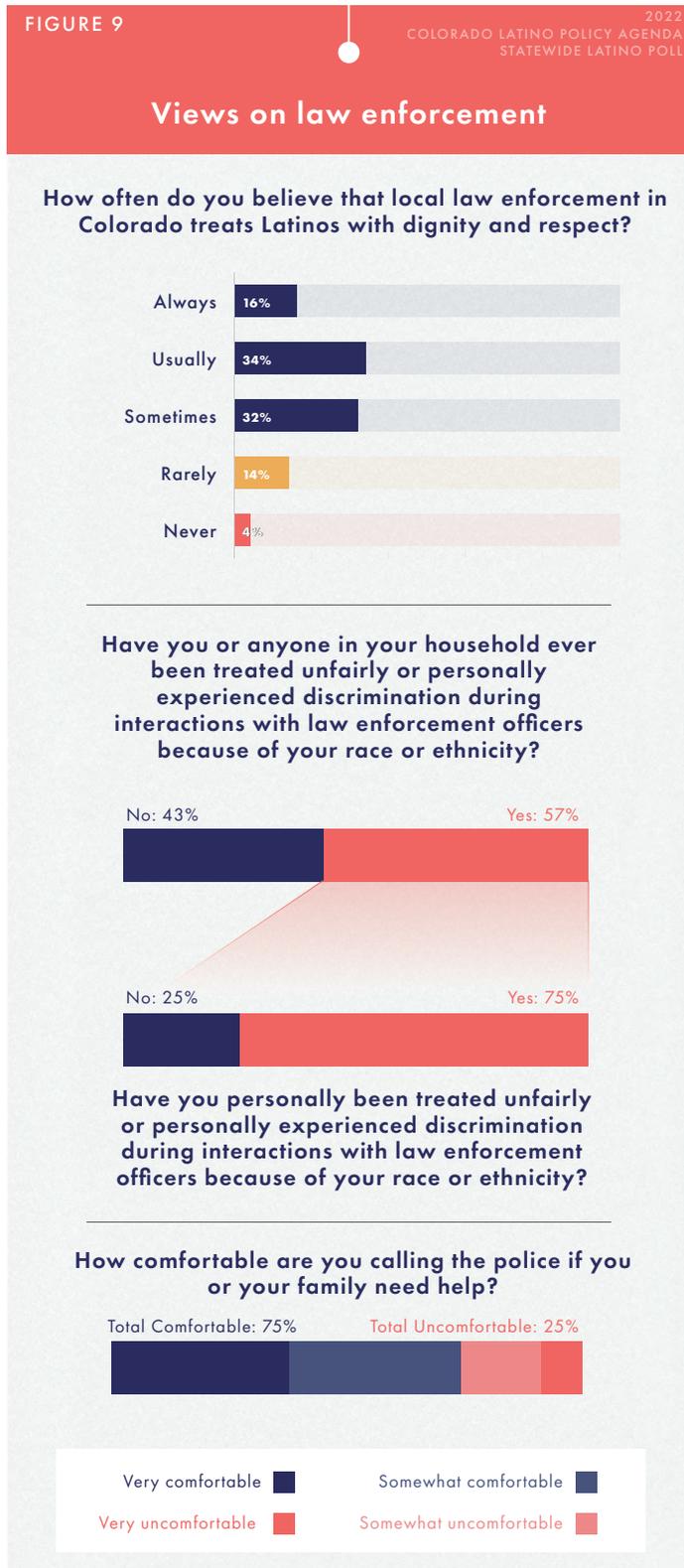
There should be a 10-day waiting period to purchase a firearm



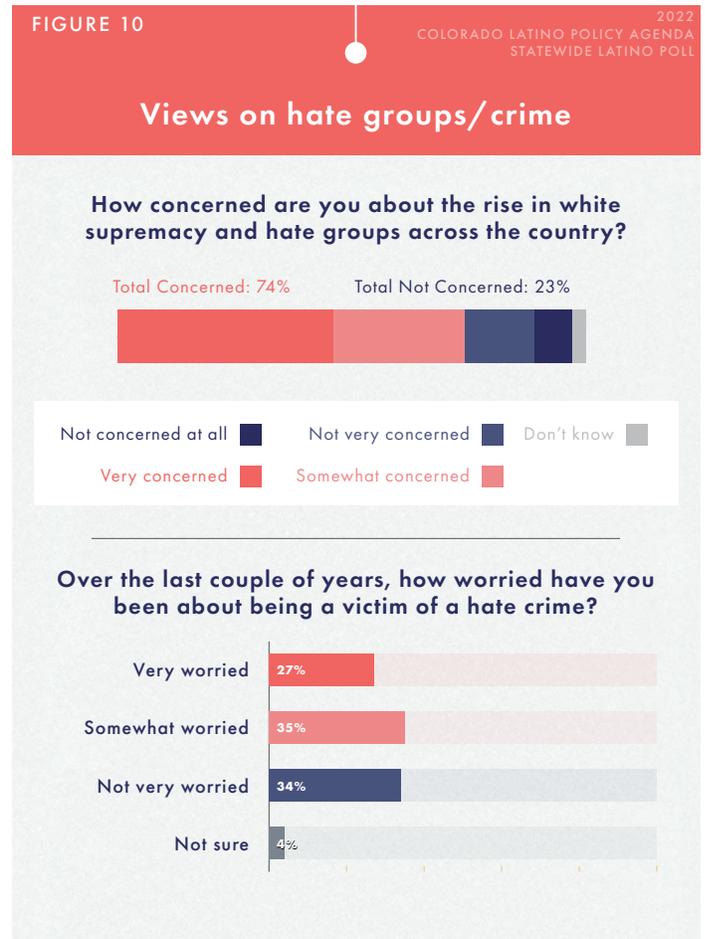
The Second Amendment guarantees that all people should be able to own firearms without limit or restriction



Strongly agree
Somewhat agree
Neither agree nor disagree
Strongly disagree
Somewhat disagree
Don't know



majority (84%) of Latino adults believe that law enforcement does not always treat Latinos with dignity and respect, and over 2 in 5 have had someone in their household experience discrimination from law enforcement as a result of being Latino. Of those,



75% have personally experienced law enforcement discrimination. This translates to 1 in 4 Latinos in Colorado being uncomfortable calling the police if they need help. This is even more common among young adults, in which 32% are uncomfortable calling law enforcement. (see fig. 9)

To potentially address such issues, nearly half (49%) of Latinos surveyed believe funding for local police departments should be increased, with more than two-thirds (67%) of all respondents in support of additional tax dollars being invested to improve the training and regulations for law enforcement officers.

Views about responding to crime are punctuated by an increasing concern about hate crimes. Three-quarters of Latino adults are concerned about the rise of white supremacy and hate groups nationwide, and nearly two-thirds (62%) worry about being a victim of these groups. (see fig. 10)

The data reveal a trend disturbing enough to warrant inclusion among the most pressing issues facing the Latino community that both federal and state officials need to address.

The 2021 poll found that 1 in 4 respondents had been called an offensive name or told to go back to another country because they are Hispanic or Latino, and nearly as many had been criticized for speaking Spanish in public and/or had experienced some other form of discrimination or been treated unfairly because of their ethnic background. While the 2022 poll did not repeat those questions, this year’s poll showed a strong desire (84% support) for policies that address racial discrimination directed at Latinos and other communities of color.

REPRODUCTIVE JUSTICE

The poll provides valuable perspective regarding how Colorado’s Latino community views abortion and reproductive health following the United States Supreme Court’s June decision in *Dobbs v. Jackson Women’s Health Organization*, which overturned the constitutional right to abortion. Among the most important issues for the federal government to address, Latinos are three times more likely (22%) to recommend protecting women’s reproductive health rights as a top priority than to suggest limiting or banning abortion (7%). Comparable results are seen in support of reproductive rights (23%) over abortion bans (8%) at the state level, with a strong majority (68%) of Latino voters supporting new laws to protect access to safe abortions and reproductive rights for state residents. (see fig. 11)

Latino voters want to see more policy action to protect reproductive rights, as most (69%) do not believe the federal government is currently doing enough to address the issue. That desire extends across political lines, as majorities of Latino Democrats (74%), Independents (65%) and Republicans (60%) support access to safe abortions, suggesting that abortion policy almost certainly will have a measured impact on the 2022 elections. A robust 61% of Latinos



in Colorado say they are more likely to vote for a candidate who supports the expansion of abortion and reproductive health access. And 58% of Latinos are also more likely to vote since the Supreme Court overturned *Roe v. Wade*.

The support for legally protected abortions extends to support for other related policies as well. Among them, 60% of Latino voters support allowing the state to use Medicaid dollars for abortion services and 58% support using federal Medicaid dollars for those services.

Finally, nearly 7 in 10 respondents say they trust individuals to make their own decisions about reproductive health without politicians interfering

CLIMATE AND ENVIRONMENTAL JUSTICE

This year’s poll found strong support for policies to address climate change and environmental concerns. This includes strong support (61%) for more taxpayer investment in improving public transportation, and even stronger support (70%) for providing rebates to encourage people to purchase electric vehicles and solar energy. More than 8 in 10 (82%) of Latinos

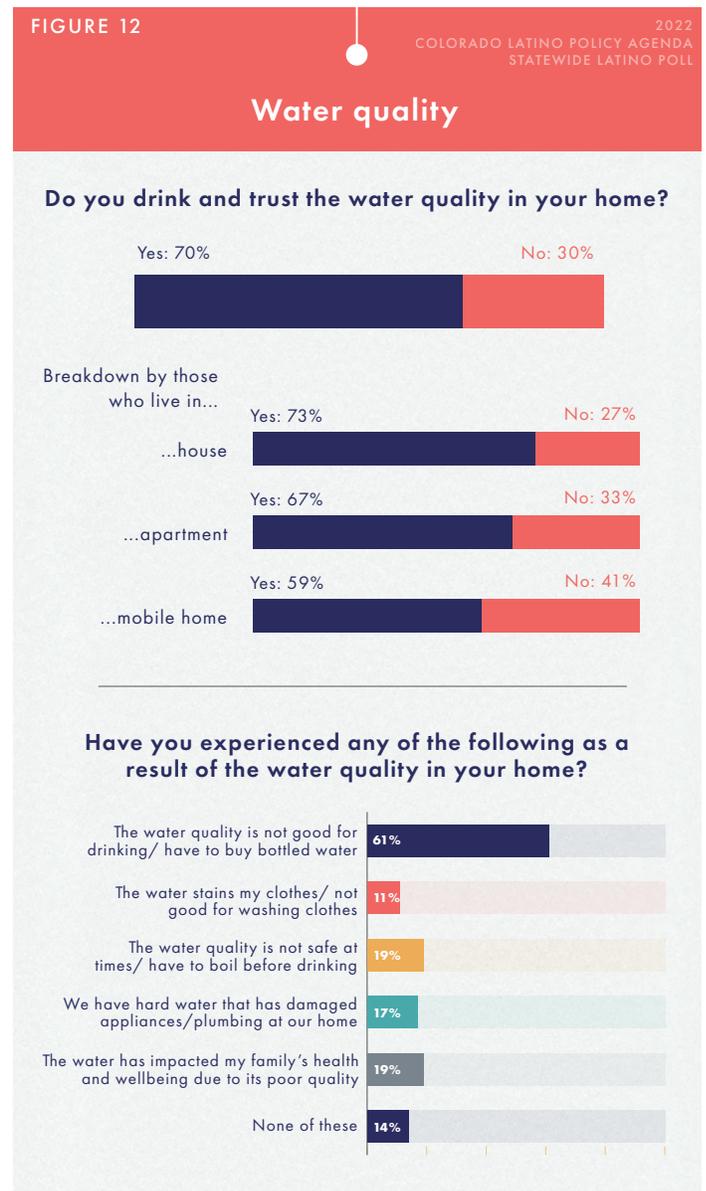
in Colorado support passing new regulations to encourage companies to reduce air, water, and land pollution, and 70% reported that they would be more likely to vote for a candidate running for office in Colorado who supports climate action including the promotion of clean air/water and the transition to a clean energy economy.

Latino voters also have a clear vision when it comes to housing density, with 71% of respondents preferring building up instead of out. Additionally, 70% support multiple units being built on a single lot to address the housing crisis and 61% support reducing requirements to be able to build more parking spaces, all of which combine to reduce transportation impacts on air quality and the climate.

Climate change and addressing land, water, and air pollution were also top issues and the poll revealed rising concerns over water quality.

Nearly 1 in 3 Latinos statewide (30%) do not trust or drink the water in their homes, and the distrust of water quality edges above 40% among mobile home residents. Specific concerns include boiling water before drinking it (19%), the health and wellness of families being affected due to poor water quality (19%), and water having damaged the plumbing and appliances of homes (17%). Nearly 4 in 10 (39%) respondents who do not trust or drink the water in their homes were born outside of the United States and 37% are primarily Spanish speakers. (see fig. 12)

Combined with the near-universal support (90%) among Latino voters in the 2021 poll for policies that address drought and clean water access in Colorado, the results send a powerful message to policymakers about environmental justice through the emphasis Latinos place on protecting and providing clean water. In fact, 80% of Latino voters in 2022 support passing new regulations that would require mobile home parks to provide residents with clean drinking water.



COVID IMPACTS

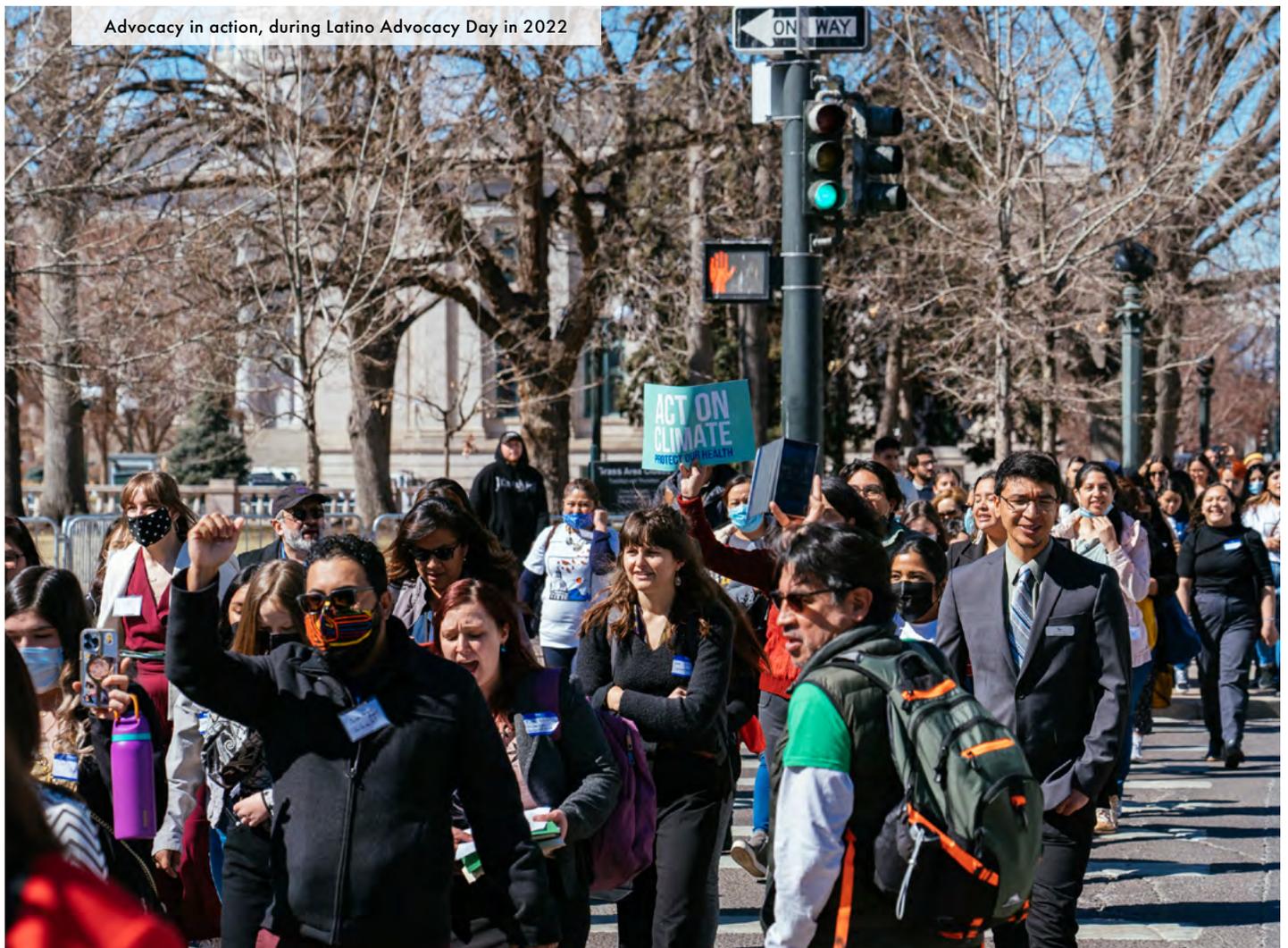
The second-annual poll also provides a longer view of how Latinos are faring as a result of the COVID-19 pandemic.

Almost double the amount of Latinos (75%) in 2022 relative to 2021 (43%) have either been infected or had someone in their household infected with COVID-19. Additionally, 39% suffer or live with someone who suffers from long-term COVID-19 symptoms. These numbers demonstrate that Latinos remain very much in a struggle with the highly contagious virus — this despite nearly 3 out of 4 (74%) of respondents being vaccinated and up-to-date with their boosters.

The impacts extend to the economic realm as well, with frontline Latino workers continuing to face tremendous economic challenges traceable to the pandemic. A third of Latinos (33%) in the state reported that they quit their job in the past 12 months due to poor working conditions, and, during the same period, nearly a quarter (23%) had their workload or hours increased without a raise or promotion. Latinos in the Northeast region of the state were twice as likely to report that they have left their job due to poor working conditions than Latinos who live in the Southeast region. Latinos who live in the Denver-metro area were more likely to have had their workload increase without pay over the past year than those who live in other areas of the state. While Latinos in

all congressional districts have had a difficult year financially, respondents who reside in districts 5, 6 and 7 are more likely to say their financial situation has gotten worse over the past year.

The Latino community was already enduring disproportionate economic impacts from COVID-19, including 60% of respondents in our 2021 poll who reported having their work hours cut or someone in their household losing their job. Additional noteworthy findings from 2021 included 56% had difficulty paying their bills, 50% reported having had difficulty paying their rent or mortgage; and 1 in 3 reported not having enough food to eat. Half of respondents in the 2022 survey said their financial situation has gotten worse in the last 12 months.



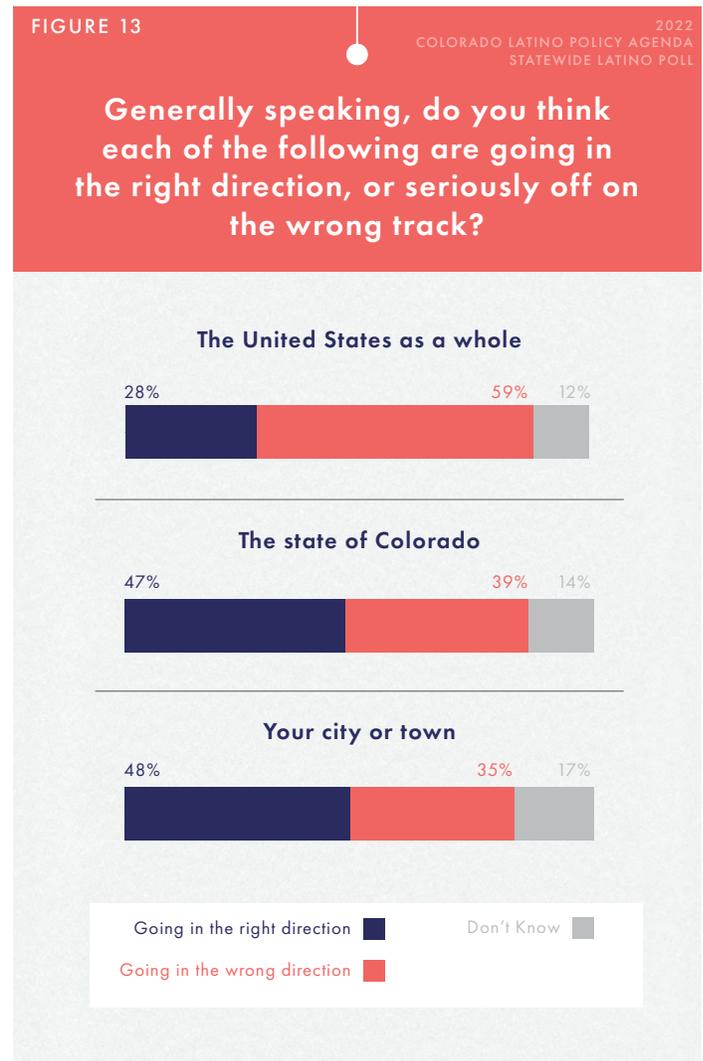
ATTITUDES TOWARD POLITICAL INSTITUTIONS AND THEIR EFFECTIVENESS

The poll also aimed to provide nonprofits, civic organizations, and others interested in mobilizing the Latino community with insights on the underlying motivations that drive Latinos’ interest in engaging in the electoral process and strategies to increase civic participation for the largest minority community in Colorado.

Respondents this year viewed federal institutions such as the Office of the President, Congress, and the Supreme Court as ineffective in terms of addressing the issues important to the Latino community. Meanwhile institutions at the state and local levels were viewed as much more effective than ineffective, including the Office of the Governor, Colorado State Legislature, Colorado’s healthcare system, local school districts, and colleges and universities.

While almost half (49%) of Latino voters believe Colorado and their local communities are headed in the right direction, the survey found nearly 60% believe the nation is going in the wrong direction – and only 28% who think it is on track. (see fig. 13) The survey did not ask why Colorado Latinos believe the nation is headed in the right or wrong direction, or what they consider the causes. However, of the voters sampled, about a quarter (24%) stated they did not vote in the June primary election in Colorado. When asked why, nearly 1 in 5 (18%) said they did not know about the election. Nearly as many (15%) did not vote because “it doesn’t matter who wins/things never change.”

These attitudes may be driven by a lack of investment and mobilization directed at Latino voters, as 58% of the sample indicated that they had not been contacted by any candidate, anyone working on behalf of a candidate, or any other political or community organization. Latinos who reside in CD-2 (67%), CD-3 (69%), CD-4 (64%) and CD-6 (64%) were even less likely to report that they had been



mobilized to engage in the primary election relative to Latinos in other districts. Looking forward to the Nov. 2022 midterm elections, 68% of respondents said they are certain they will vote. This indicates a need for investment and year-long outreach in order for Latino voter turnout to reach its potential.

Furthermore, over one-fourth (27%) of respondents do not see the Latino communities’ values reflected in political agendas. More than one-third (35%) do not “trust the current political systems as they exist.” Nearly 70% of respondents also agree that “our democratic systems do not always benefit working families, including Latinos, because politics

is dominated by those with wealth and privilege.” This indicates a distrust of our political systems and a perception of underrepresentation of Latinos in positions of power. Though there is clearly low trust in institutions and parties, Latinos in Colorado agree (62%) that Colorado has a safe and secure voting system and they trust that when they vote, their vote counts (66% agree).

ELECTORAL ATTITUDES

This poll also gauged political values and views to better understand trends over time and factors that may influence changes among Latino voters — notably to identify changes in political dynamics similar to those that shifted recent elections in states like Florida, Texas, and Arizona.

In 2021, 46% of respondents self-identified as Democrats, 30% as independents, and 17% as Republicans. That compares to 47%, 28% and 17% self-identification, respectively, in 2022. Independent of political affiliations, 44% of Colorado Latino voters in this year’s poll consider themselves somewhat or very liberal politically, while 40% described themselves as moderate and 17% identified as conservative.

Nearly 4 in 10 respondents (39%) say they have not changed their political views since the 2020 election, but a majority say they have become more open to changing their affiliations in the current election cycle. Overall, one-third (33%) say they are more open to voting for Democrats since 2020, with the percentage climbing above 45% in Congressional District 2 and District 7. Meanwhile, 27% of Latino voters statewide

say they are more open to voting for Republicans in 2022. Independent voters are almost evenly split, with 23% more open to voting for Democrats, and 22% more open to voting for Republicans.

Polling in regard to specific policies candidates running for office in Colorado might support revealed a strong sense of unity within the Latino community on several fronts. Seventy percent of Latino voters are more likely (while 8% are less likely) to support candidates who support climate action, including promoting clean air/water and transitioning to a clean energy economy. They are 6 times more likely (65% relative to 11%) to support candidates willing to strengthen immigrant rights and promote immigration reform; 61% are more likely (16% less likely) to support candidates willing to expand abortion and reproductive health access; 76% are more likely (8% less likely) to support those who promote more affordable housing options and higher wages; and 72% are more likely (10% less likely) to vote for candidates willing to expand access to health care services for those who cannot afford insurance, regardless of immigration status. (see fig 3)

For a large majority (73%) of Latino voters, it is either important (30%) or very important (43%) that candidates running for office reflect the racial and ethnic diversity of the community they represent. However, when considering candidates who are running for any office, the majority of Latino voters surveyed responded that it’s more important that candidates share their political values (53%) than it is that they are Latino (16%). Both attributes matter equally to 31% of Latino voters polled.

ADDITIONAL FINDINGS

In addition to being the largest nonpartisan poll of Latino registered voters conducted in Colorado, this year’s poll covered a broad range of policy issues relevant to the Latino community, revealing several noteworthy results offering additional perspective on Latino voters in the state.

- **Immigration Reform and Voting Rights:** 39% of Latino voters have little to no confidence that Congress or the President will address immigration reform in the next 2 years, compared to 32% with at least moderate confidence. Faith in the federal government’s willingness to address voting rights fared slightly better with 36% of respondents stating they are either moderately or very confident that Congress and the President will address the issue in the next 2 years.
- **Same-Sex Marriage:** The Latino community expressed strong support for adding a state law to permanently protect same-sex marriage, with 62% of voters surveyed in favor of the proposal and 26% opposed.
- **Colorado Cashback:** The recent accelerated TABOR rebates that provided individual taxpayers \$750 and joint filers \$1,500 this summer in response to economic strain in the state was overwhelmingly popular in the Latino community, with 80% of respondents in support (52% strongly support). An equal percentage of Latino voters expressed support for changing TABOR to ensure that community programs like K-12 education and access to healthcare receive more funding in the future.
- **Mental Health:** When asked their view of how well the Colorado mental health care system is meeting the needs of Latinos, the majority (52%) of Latino voters said they believe there are some good things in our mental health care system, but fundamental changes are needed to make it work better for the Latino community. The remainder were almost evenly split, with 26% stating that the system works pretty well on the whole for Latinos with only minor changes required, and 23% saying our mental health system has too many problems and we need to completely rebuild it to better serve the Latino community.



View of the House chamber during Latino Advocacy Day in 2022

INSIGHTS BY CONGRESSIONAL DISTRICT

The poll's large sample sizes allow for direct comparisons to be made across congressional districts in Colorado, although it is important to note that the relatively small population density across some districts led to fewer than 100 completed interviews in CD-4 and CD-6. The smaller sample size could affect the reliability of inferences drawn in those specific districts, so they were left out of this summary of interesting trends by district.

CONGRESSIONAL DISTRICT 1

- Inflation/rising cost of living is the No. 1 issue, followed by the economy. Most interesting distinction is that support for protecting immigrant rights is 10% higher in CD-1 than in the state overall.
- 34% of the district said they left a job voluntarily over the past year, which is the highest across all districts. Of those who left jobs, 50% said they got another job with better pay.
- 25% of Latino registered voters in this district say they consider whether a candidate is Latino when making a voting decision, highest across all districts in the state.
- Most likely to report that they or someone in their household has been discriminated against by law enforcement (61%) by a wide margin relative to other districts.
- 71% of Latino registered voters in CD-1 indicate they are more energized to vote due to Roe vs. Wade, highest across all districts.

CONGRESSIONAL DISTRICT 2

- Addressing gun violence/mass shootings is the No. 1 issue (31%), followed by cost of living and the economy.
- 82% of registered voters in this district say they will vote for a candidate who supports climate action, including promoting clean air/water and transitioning to clean energy – highest across all districts by a wide margin. 70% say they will support a candidate who pushes for immigrants' rights, highest across all districts.

- 58% of respondents in this district think Latinos pay more than their fair share in taxes, the most among all districts surveyed.
- Latinos in this district are the most likely across districts in the state to want information in Spanish or bilingually.

CONGRESSIONAL DISTRICT 3

- Rising cost of living is the No. 1 issue, followed by addressing gun violence/mass shootings. Protecting immigrant rights is less salient (-10%) in this district than the state overall.
- 46% of respondents in this district think their city or town is heading in the wrong direction, more than any other district in the state.
- 69% of respondents in this district report that they have not been contacted by anyone to register to vote/vote, the lowest contact rate across all districts.
- CD-3 has the lowest self-reported COVID vaccination rate in the state.

CONGRESSIONAL DISTRICT 5

- 40% chose the economy as the No. 1 issue, highest across all districts. This was followed by lowering health care costs, emphasizing the importance of economic issues in the district. Protecting abortion rights and addressing issues with police brutality/reform are both significantly higher in this district than the state overall.
- CD-5 has the lowest projected voter turnout across districts (-8% certain to vote than overall state average) based on self-identified certainty to vote.
- This district has the highest support, by a wide margin, for placing a limit on the amount landlords can raise rent on mobile homes to address the high cost of housing in Colorado.
- 76% of respondents in this district think that the country is heading in the wrong direction, the highest across all districts by a wide margin.

CONGRESSIONAL DISTRICT 7

- Economic issues are by far the most important policy area in this district, with 46% – the highest across all districts in the state – choosing addressing the rising cost of living as their No. 1 issue, followed by the economy and improving wages and income. Creating more affordable housing is also in the top 5 issues in the district.
- 56% of respondents in this district said their economic situation has gotten worse over the past year, which is more than any other district in the state.
- Registered Latino voters in this district are the most likely to believe that the highest income earners in the state pay less than their fair share in taxes.
- Most likely of all districts to believe more resources should be made available to increase access to reproductive healthcare.

- Least likely to have trust in the current political system by a wide margin relative to other districts

CONGRESSIONAL DISTRICT 8

- Although not as high as CD-7, economic issues are by far the top priority in this district: 34% chose addressing the rising cost of living as their No. 1 issue, followed by the economy and improving wages and income. Affordable housing creation is also in the top 5 issues in the district, along with addressing gun violence.
- This district has the highest projected voter turnout across districts based on self-identified certainty to vote.
- Roughly half of registered voters in this district agree that “the Second Amendment guarantees that all people should be able to own firearms without limit or restriction,” highest across all districts.

INSIGHTS BY REGION

Regional breakouts were generated for the following quadrants of the state based on the zip code and county that were provided by respondents:

DENVER METRO

- The rising cost of living is the No. 1 issue, followed by the economy, and then improving wages and income. The rising cost of housing was also a top priority, rated 5% higher than the state average.
- 32% said they left a job voluntarily over the past year, which is the highest in the state. Of those, 41% said they got another job with better pay, and 36% that they left their job because of poor working conditions.
- 22% of Latino registered voters in this region say they consider whether a candidate is Latino when making a voting decision, highest across all regions (+6% relative to state overall).
- Most likely to report that they or someone in the household has been discriminated against by law enforcement (51%) by a wide margin relative to other regions.

- 61% of Latino registered voters in the region say they would vote for a candidate who would support protection of women’s reproductive health rights.

NORTHEASTERN REGION

- Addressing gun violence/gun safety is the No. 3 issue at 29%, behind addressing rising cost of living/inflation and tied with the economy.
- 76% of registered voters in this region say they will vote for a candidate who supports climate action, including promoting clean air/water and transitioning to a clean energy economy – the highest across all regions.
- 63% of respondents in the region indicate they would vote for a candidate who would support protection of women’s reproductive health rights, the highest across all regions. Similarly, 78% support expanding access to reproductive health care, also highest across the state.
- Highlighting the importance of environmental policies in this region, 86% of respondents would support a candidate who encourages companies to reduce pollution.

- Nearly half (47%) of Latinos in this region would like information provided bilingually, that is the highest of all regions in the data.
- Support for gun safety policies are highest in this region: 80% support for increasing the age to purchase an assault rifle to 21, and 75% support for banning assault rifles.

SOUTHEAST REGION

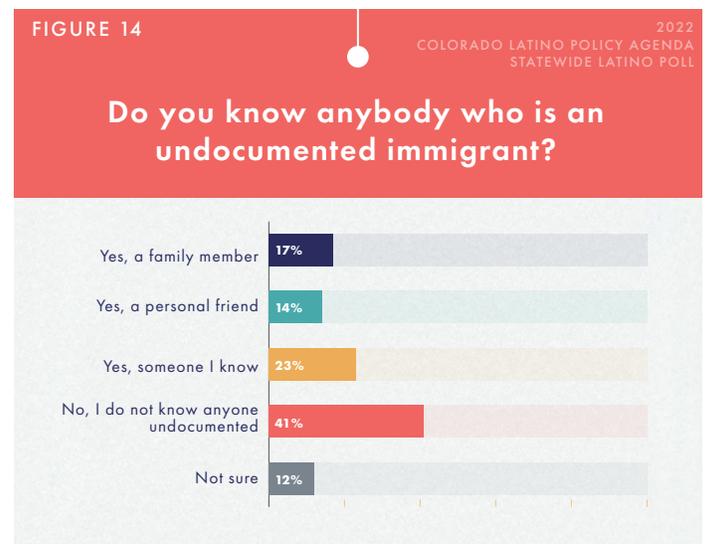
- The economy is the No. 1 issue in this region, followed by inflation/cost of living and improving wages and income.
- 21% of respondents identified police reform/police brutality as one of their most important issues, the highest percentage across the state.
- 67% of respondents say the US is heading in the wrong direction, and 47% believe their city or town is heading in the wrong direction, the highest across all regions in the state for both indicators.
- 36% of respondents do not trust their drinking water – the highest in the state.
- 65% of respondents in this quadrant have been vaccinated against COVID-19, which is the lowest self-reported vaccination coverage rate in the state.

WEST REGION

- 33% of respondents chose addressing the rising cost of living as their No. 1 issue, followed by the economy and improving wages and income, with addressing gun violence rounding out the top 3.
- Nearly a third (31%) of respondents believe “our mental health care system has too much wrong with it, we need to completely rebuild it to better serve the Latino community.”
- 74% of respondents in the region support reducing requirements to build new parking spaces, 78% support “building up and not out”, both the highest in the state.
- COVID-19 was less likely to impact respondents here relative to other regions, with the lowest self-reported rates of COVID-19 infection as well as struggles with long COVID.
- This is the most conservative quadrant based on self-identified ideology – 23% are either very or somewhat conservative.
- 42% of respondents believe Colorado is going in the wrong direction, and 55% believe their town or county is going in the wrong direction, both the highest in the state

SOCIO-DEMOGRAPHIC PROFILE OF THE LATINO COMMUNITY IN COLORADO

Most Latinos in Colorado trace their lineage to Mexico (59%). Regarding nativity, 18% of respondents reported that they were born in a country other than the United States, with 2% born in Puerto Rico. There is a close personal connection to the undocumented population between Latinos in Colorado, regardless of their immigration status. Roughly half of respondents reported that they know someone in their close personal network who is undocumented, including 17% who have a family member who is undocumented. (see fig. 14) Among those with undocumented family members, 24% indicate that this family member lives with them.



It's important for civic leaders and organizations interested in communicating with the Latino community in Colorado to do so bilingually. Overall, 22% of respondents in the representative sample preferred to conduct the poll in Spanish, 35% of all respondents reported that they prefer to receive information about politics in both English and Spanish, and 11% reported that Spanish is their only preferred language for political information. The need to communicate with Latino adults bilingually spans the entire state. Specifically, 35% of respondents in the Denver area, 47% of respondents in the Northeastern region, 24% in the Southeastern region, and 42% in the Western region prefer to have information about politics made available in both English and Spanish.

Although Colorado has experienced significant population growth driven by Latino immigrants moving into the state, 54% of Latinos in the poll have lived in Colorado for more than 20 years, and another 31% between 10 and 20 years. Among those who have lived in the state for at least 10 years, 72% report that they are from families who have lived in the state for many generations. Regarding religious affiliation, 47% of the sample identified as Catholic (which is the most common religion among Latinos in Colorado), followed by Christian at 22%. Atheist or non-religious was the third most common response at 16%.

All demographics are identical or consistent with trends from the previous statewide survey conducted in 2021.

MEDIA OUTREACH STRATEGIES TO IMPROVE ENGAGEMENT OF LATINOS

The 2022 poll supports a need for information to be available in both English and Spanish for any policy or political engagement to be successful with Latinos in Colorado. While the majority of respondents prefer political information to be in English, more than a third prefer information to be made available bilingually, and 11% in Spanish.

The majority of respondents in 2022 prefer to get political information from television news sources and their associated websites (55%). Although this is by far the most preferred source, nearly 1 in 4 respondents also look to social media as the second-most popular source for information (24%).

In terms of trust, network news sources at both the local and national levels are proven to be highly trusted (5.7 mean, out of 10), according to the 2022 poll. Although Spanish-language news sources like Univision or Telemundo rank lower as sources of information for the Latino population in Colorado (5.2), they are the fourth-highest trusted source among Spanish speakers (5.7). Regionally, the Northeast and Western regions are more likely to trust cable news, like CNN, Fox, and MSNBC, while Denver and the Southeast regions are more trustful of print newspapers. However, when asked if respondents worry about receiving false information or untrue news sources, 80% said "yes." This could suggest an overall skepticism of news sources in general, largely driven by low confidence in social media's credibility (4.3).

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COLORADO ORGANIZATION FOR LATINA OPPORTUNITY AND REPRODUCTIVE RIGHTS



A big thank you to our partners in 2022.



Methodology Statement: The poll of 1,504 total completed interviews with Hispanic/Latino adults in the state of Colorado resulted in an overall margin of error of +/- 2.5%. Poll respondents were randomly selected in a blended approach including web-based and telephone interviews (both landlines and cell phones) and the poll was available in both English and Spanish at the respondent's discretion. The poll was designed with an oversample of Latinos who live in rural counties of the state and large sample sizes allow for comparisons to be made by region/congressional district. Data were compared to the best-known estimates of the U.S. Census Current Population Survey (CPS) for demographic profile of Colorado adults and post-stratification weights were applied to bring the data into direct balance with Census estimates. The poll was led by Dr. Gabriel Sanchez and Dr. Matt Barreto from BSP Research, LLC.

A photograph of a woman and a young girl sitting outdoors in winter. The woman is wearing a yellow beanie and a dark top, smiling broadly. The girl is wearing a teal beanie and a yellow jacket, looking towards the camera. They are both holding sticks, possibly for a hot chocolate or a treat. The background is a soft, out-of-focus outdoor setting.

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