

THE STATE OF LATINOS IN COLORADO: STATEWIDE SURVEY 2021

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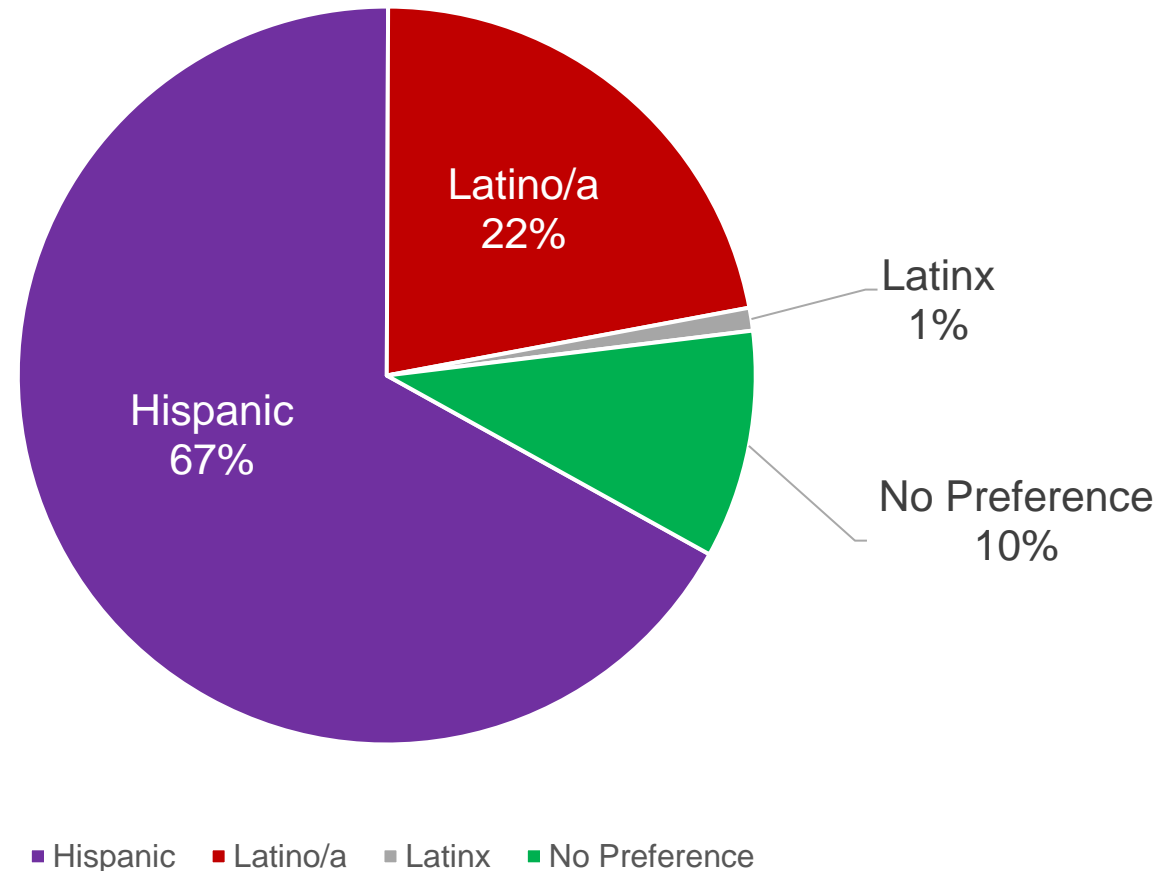
Methodology – Survey Specifications

- The survey was conducted with a state-wide sample of Latino adults (N = 1,000 / +/- 3.1%) across the state of Colorado from August 16 – September 1, 2021.
- Data was collected through a blended approach including web-based and telephone interviews (both landlines and cell phones) in either Spanish or English at the respondent's discretion.
- Respondents were recruited with up to 5 contacts to improve the representativeness of the sample.
- 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.

Hispanic is the preferred pan-ethnic term

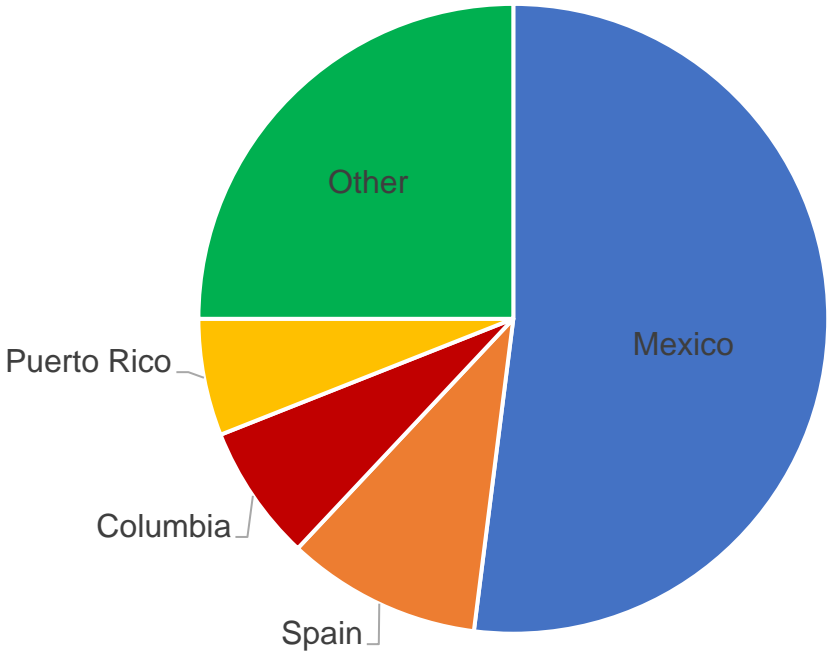
Which term do you prefer to describe your ethnicity?

While a sizable segment of Colorado's population prefers Latino/a, the label Hispanic continues to have the widest traction for most people in our community.



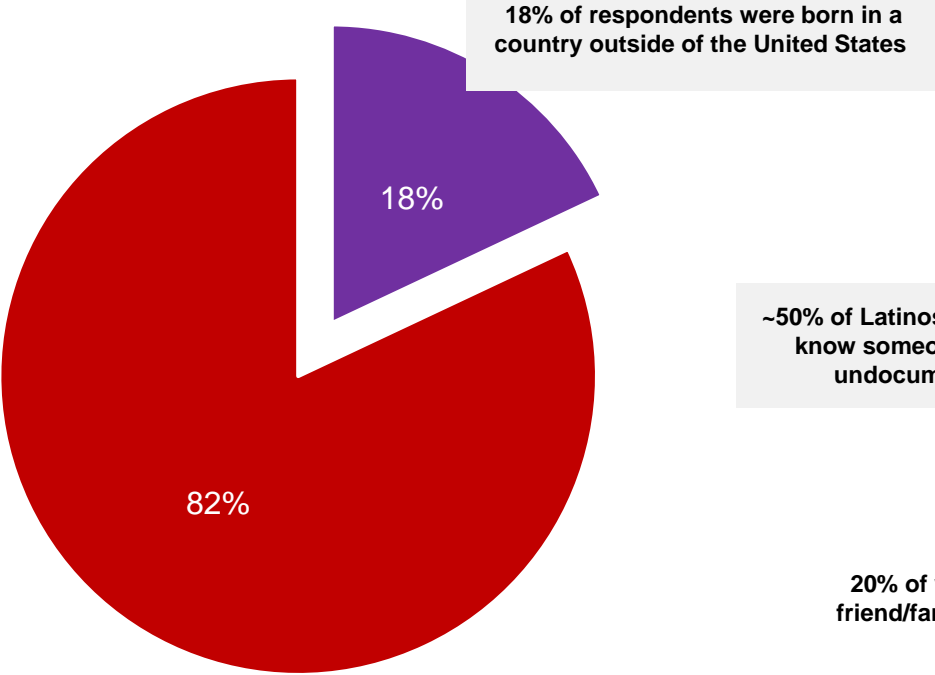
National Origin & Immigration

National Origin of Respondents



There is a close personal connection to the undocumented population between Hispanics in Colorado, regardless of their immigration status.

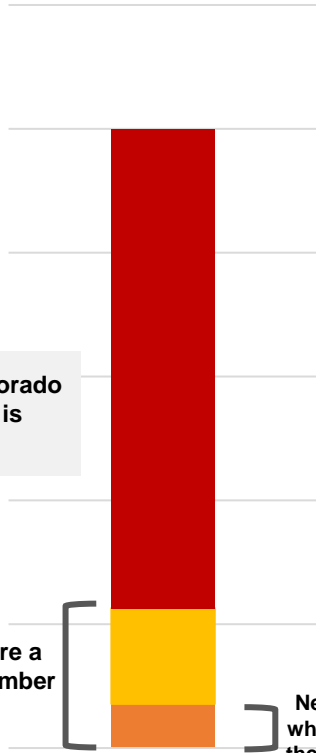
Nativity



~50% of Latinos in Colorado know someone that is undocumented

20% of which are a friend/family member

Nearly half of which live with the respondent

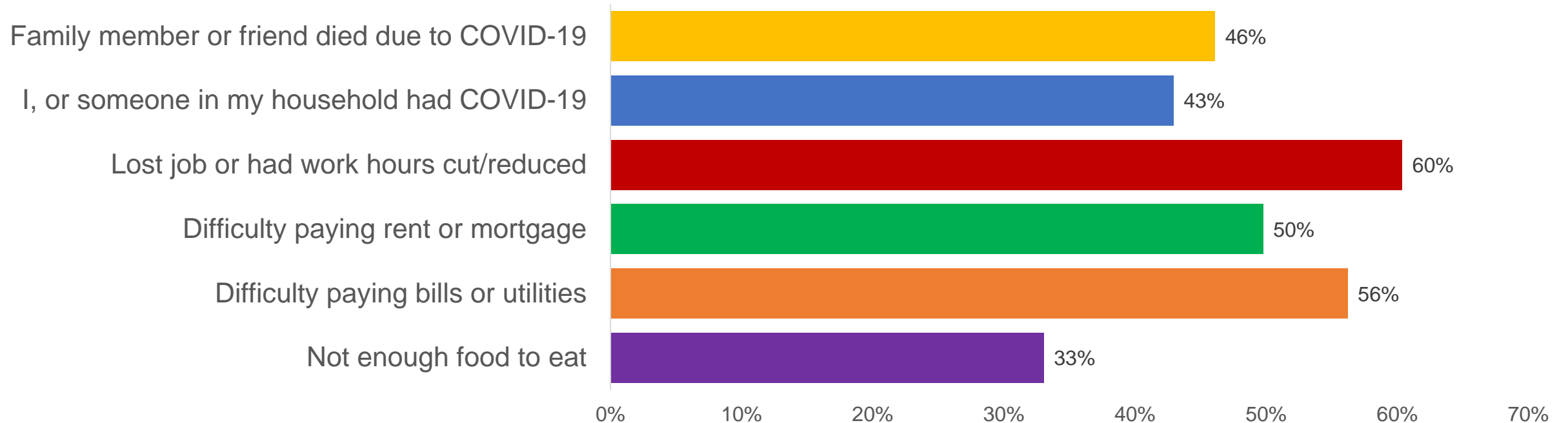


Language Use Among Latinos in Colorado

- There is a large Spanish speaking segment of the Latino population. One indicator is that 17% of respondents in the representative sample preferred to conduct the survey in Spanish.
- Effective outreach and communication to the Latino community in Colorado must therefore be done bilingually.
- In fact, 30% of all respondents reported that they prefer to receive information about politics in both English and Spanish. Another 16% reporting Spanish is their preferred language for political information.

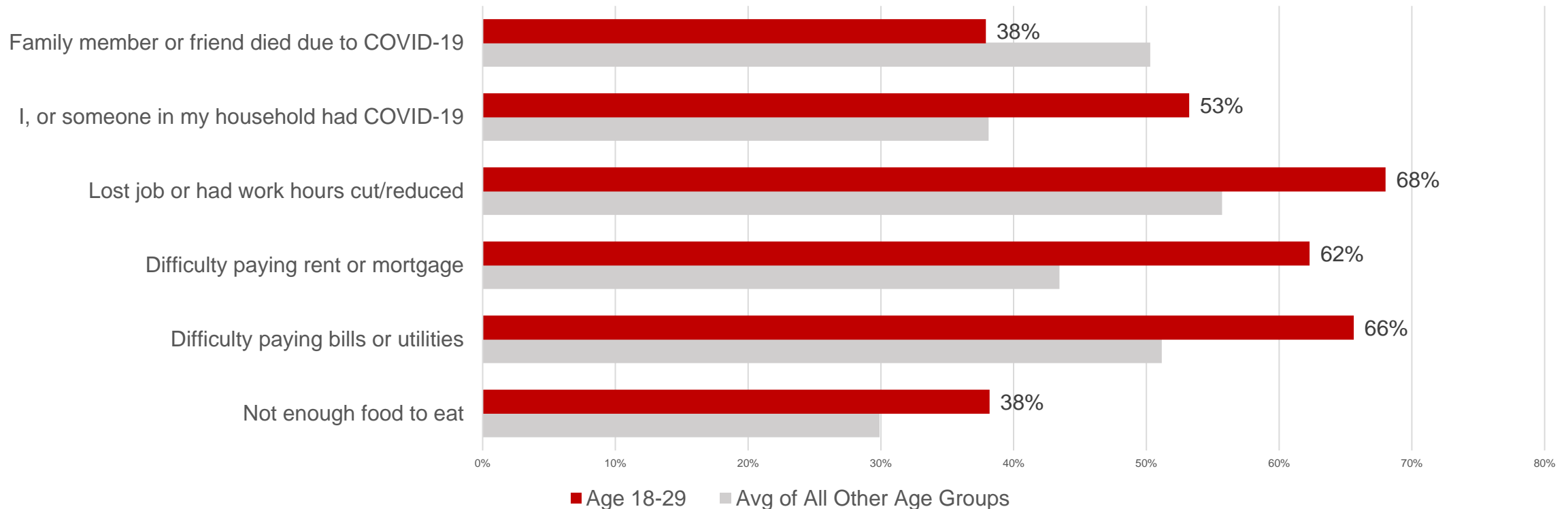
Impact of COVID-19 on Latinos in Colorado

During the coronavirus pandemic, did your household experience any of the following? (% yes)



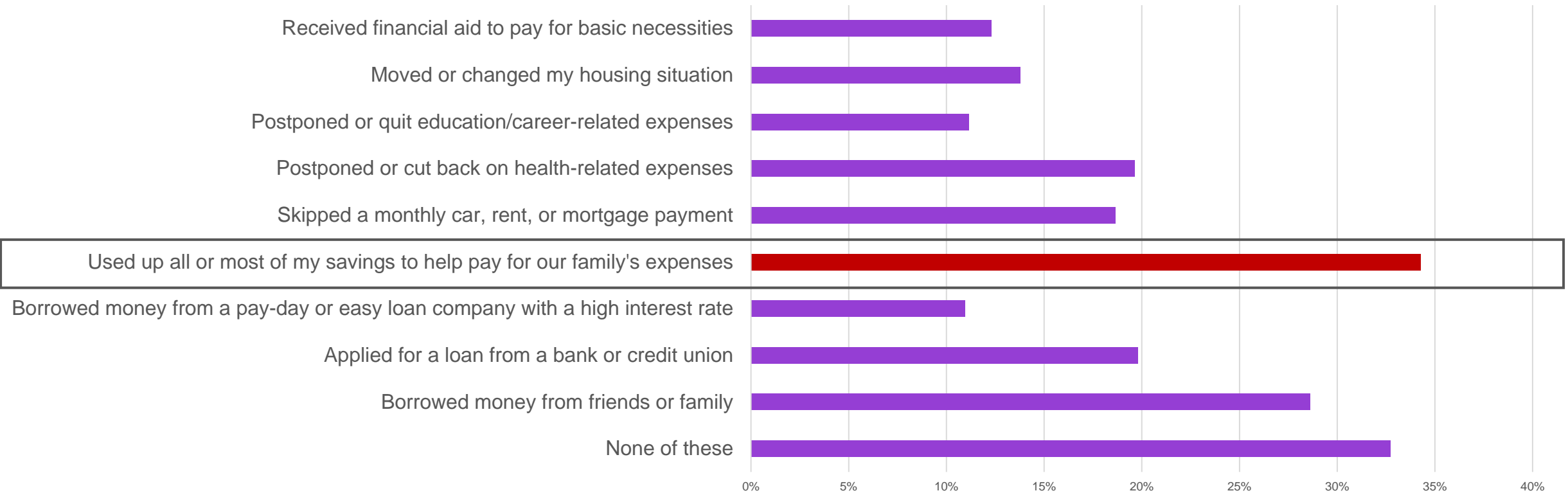
Impact of COVID-19 on Latinos in Colorado

- Latinos aged 18-29 are more likely to experience the same economic stress indicators



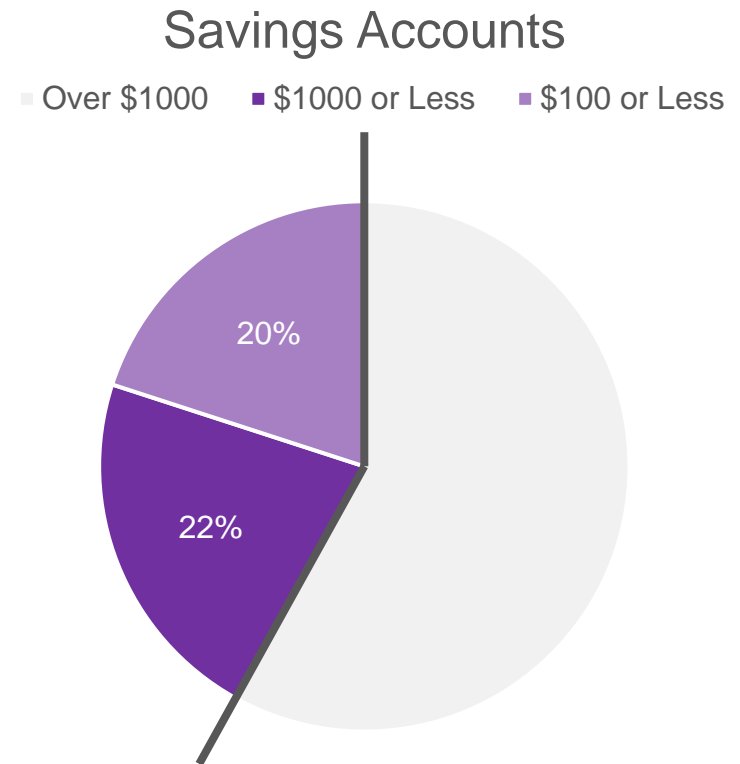
Impact of COVID-19 on Latinos in Colorado

Have you done any of the following to manage your financial situation during the pandemic? (% yes)



Impact of COVID-19 on Latinos in Colorado

An alarming 42% of Colorado's Hispanic population have only \$1,000 or less in savings for financial emergencies, 20% with an astonishing \$100 or less

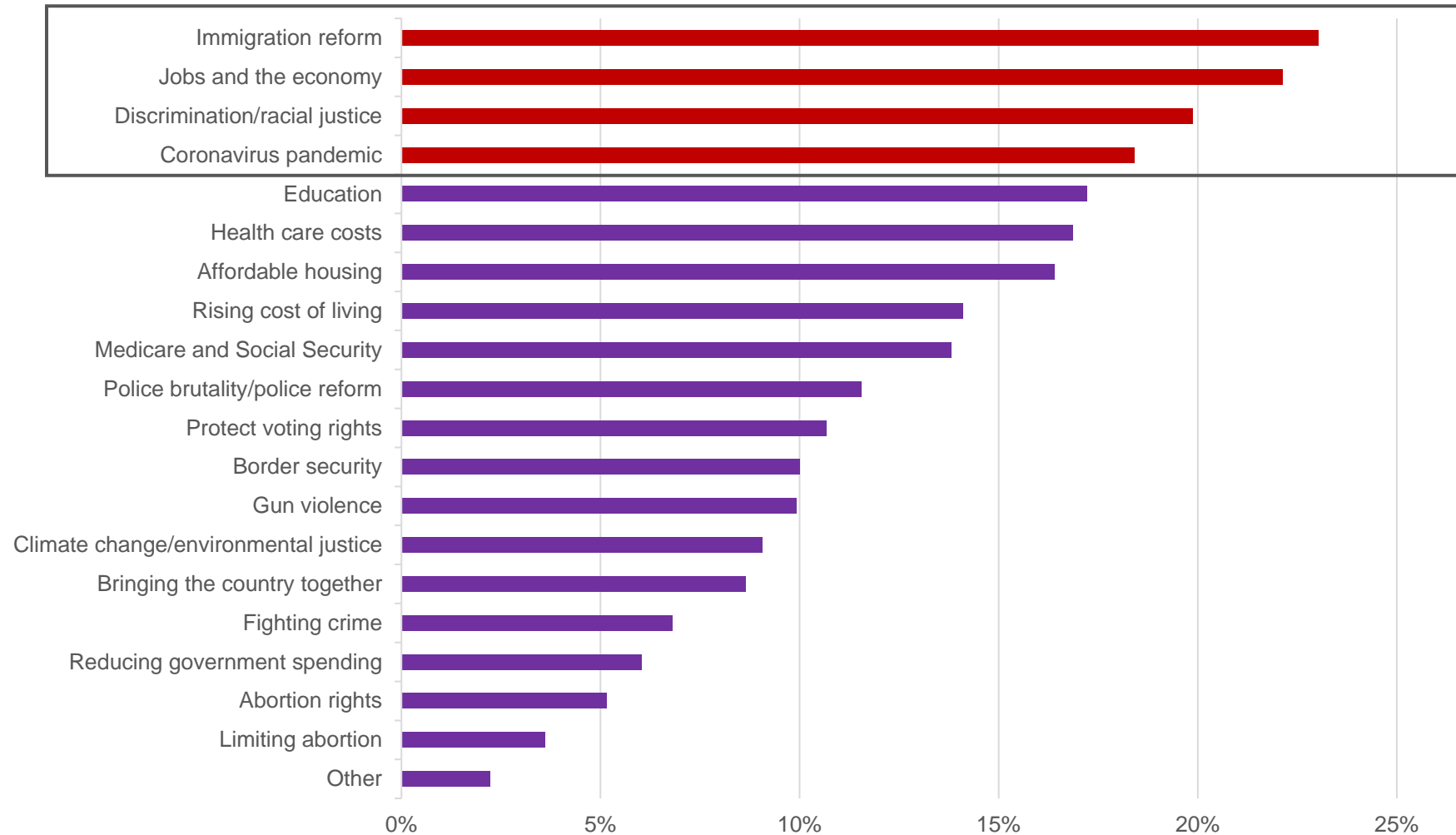


Federal Policy Issue Priorities Among Latinos

“Overall, what are the most important issues facing the Latino community that you think Congress and the President should address?”

At the federal level, **creating more jobs** and **immigration reform** are the top two issue areas for the Hispanic community in Colorado.

They are closely followed by **discrimination** and the **COVID-19 pandemic**.

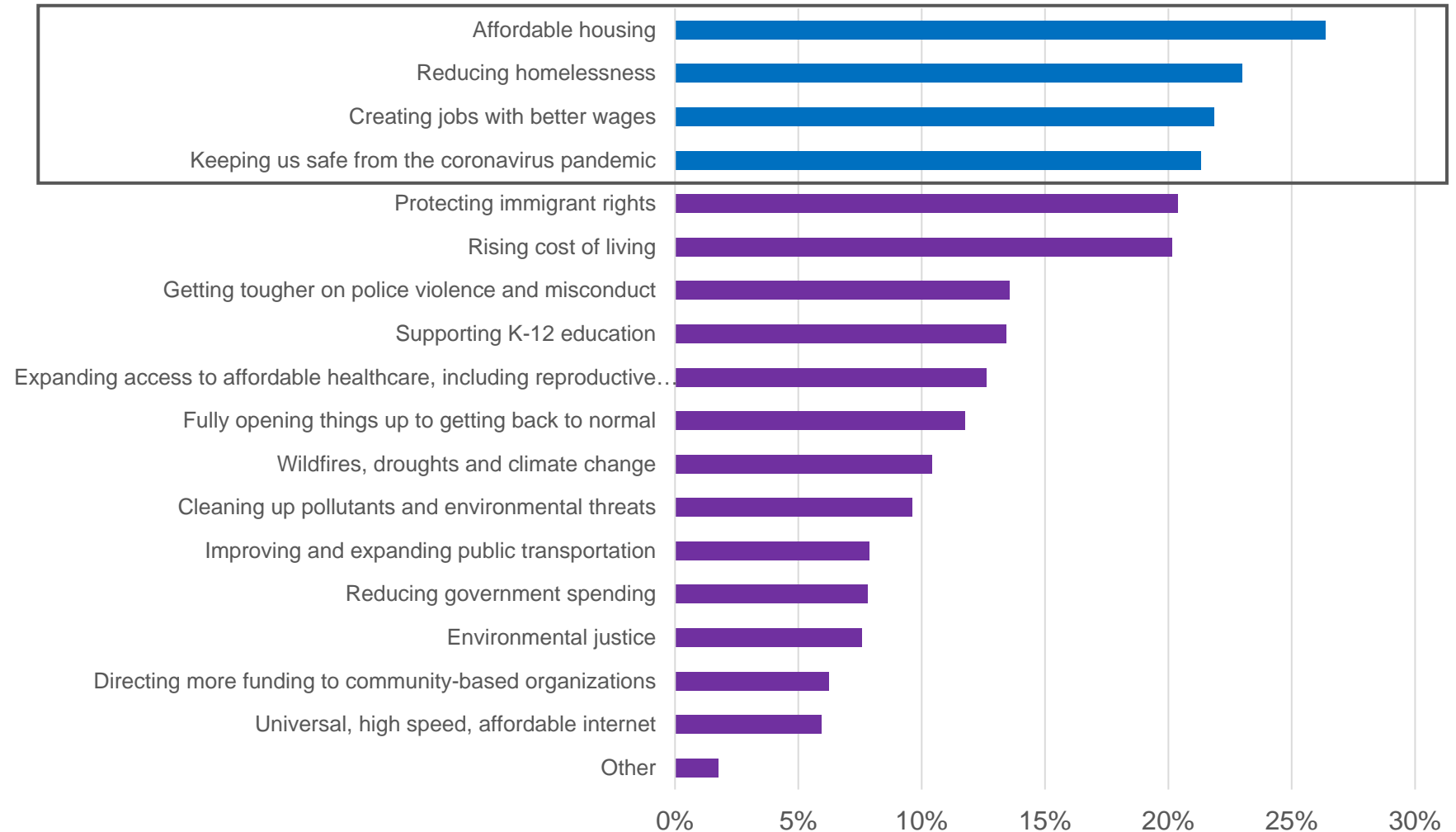


Local Policy Issue Priorities Among Latinos

“What about here in Colorado?
What are the most important
issues that you want local
Colorado officials to address?”

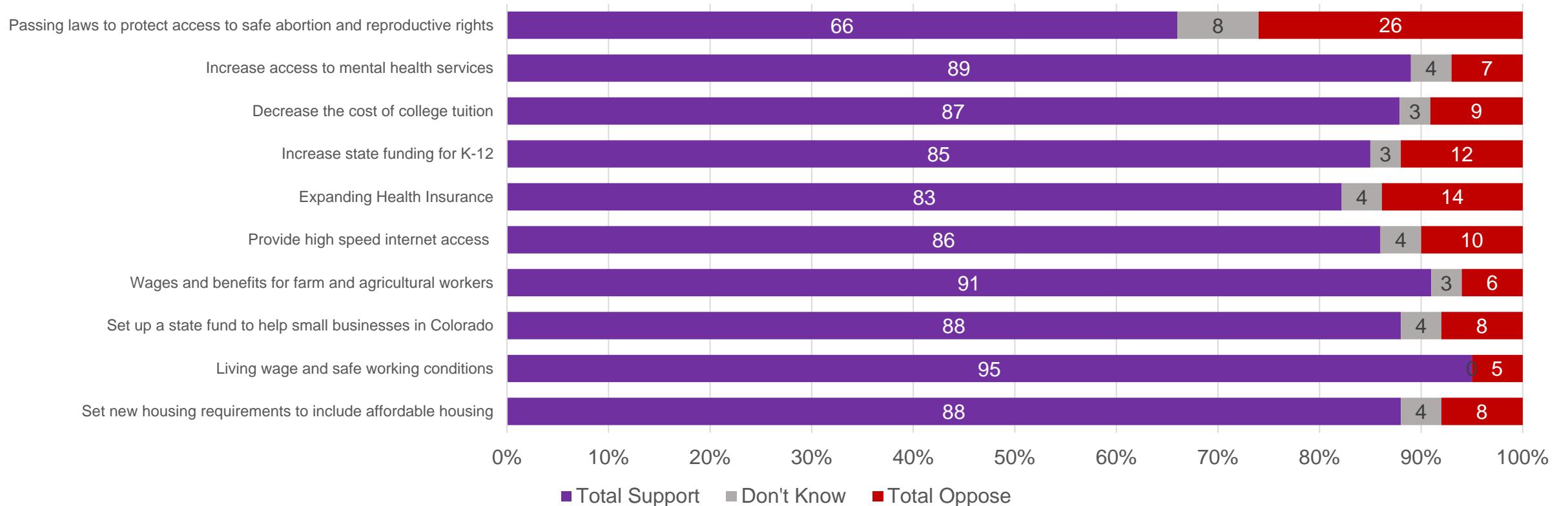
At the state level, **affordable housing** and **homelessness** are the top two issue areas for the Hispanic community.

They are closely followed by **creating jobs** and the **COVID-19 pandemic**.



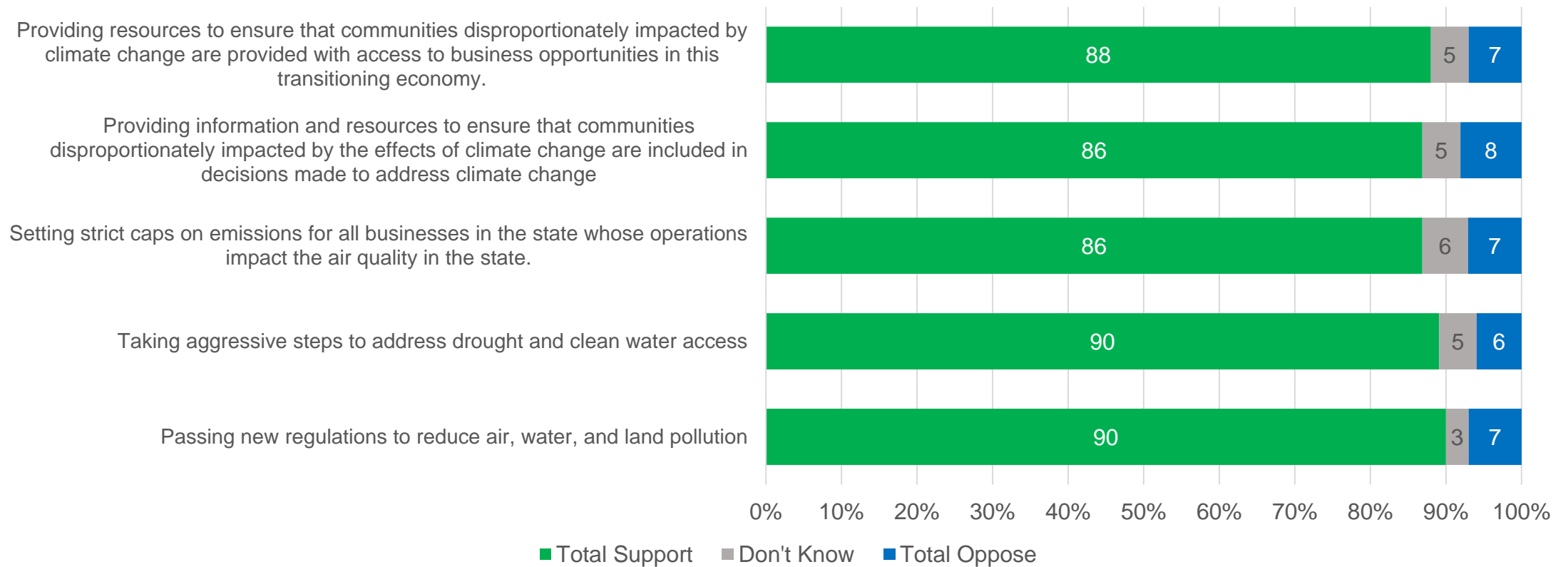
Policy Preferences Among Latinos in Colorado

Here is a list of different public policies being debated here in Colorado. Please indicate whether you support or oppose each proposal.



Latino's Views Regarding Environmental Policy

Do you support or oppose...

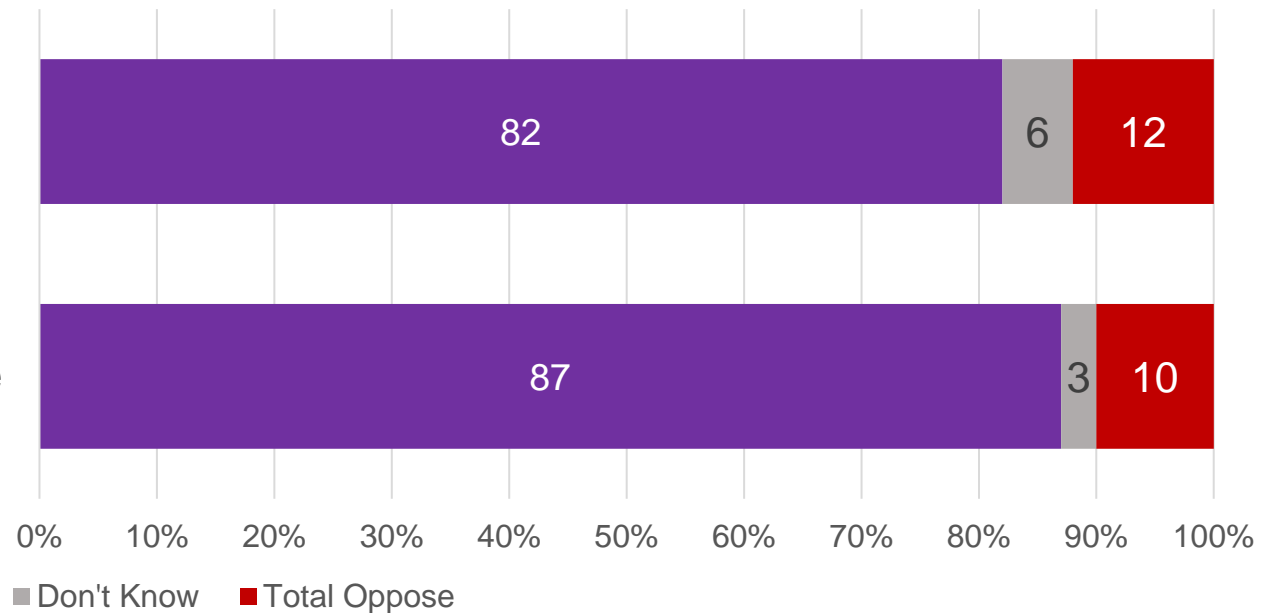


Attitudes Toward the Political Process & Motivations for Civic Engagement

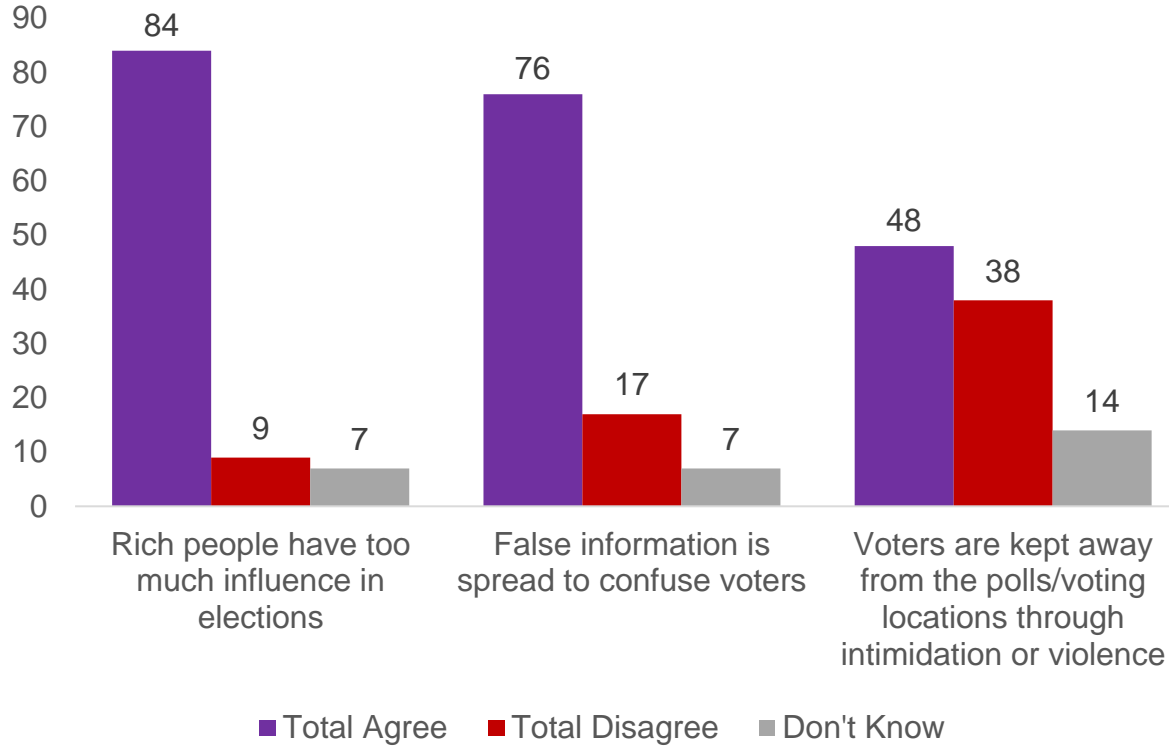
- “When you do vote, what is the main reason why you vote?”
 - It is my civic duty and responsibility to vote (32%)
 - To make my voice heard in our democracy (22%)

Politicians usually ignore the Latino community in Colorado. But when we show up to vote in big numbers, that's when things change and they listen to us.

If you don't vote and take part in democracy nothing will ever change. The only way we can change things for the better is to vote.

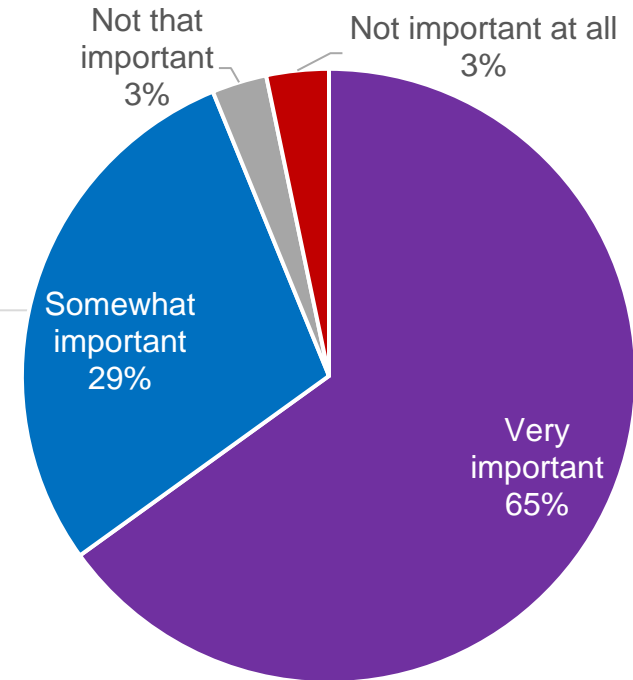


Latino's Views About Voter Suppression in Colorado



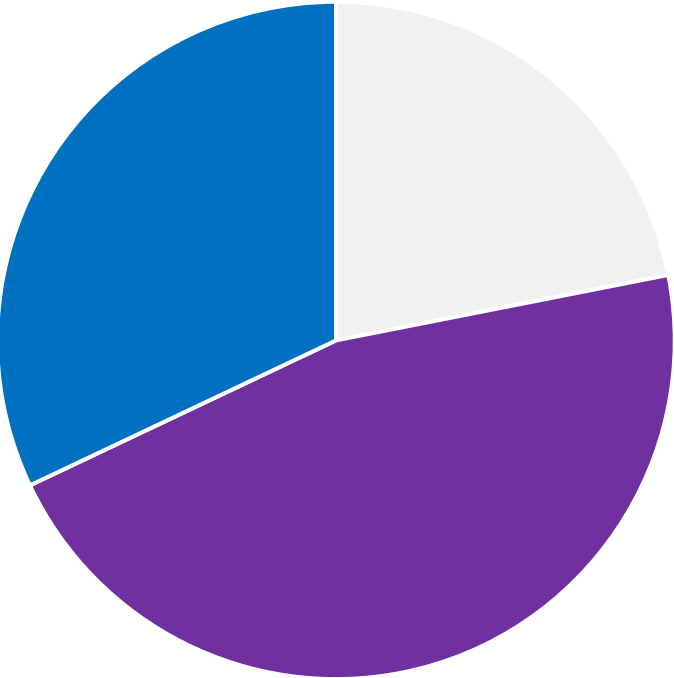
Do you agree or disagree with the following statements?

As you may know, many states are passing laws that will make it harder for Latinos to register to vote and to cast their ballots. How important do you think it is for the state of Colorado to ensure that the state continues to make voting easier, and not harder, for Latinos in the state?

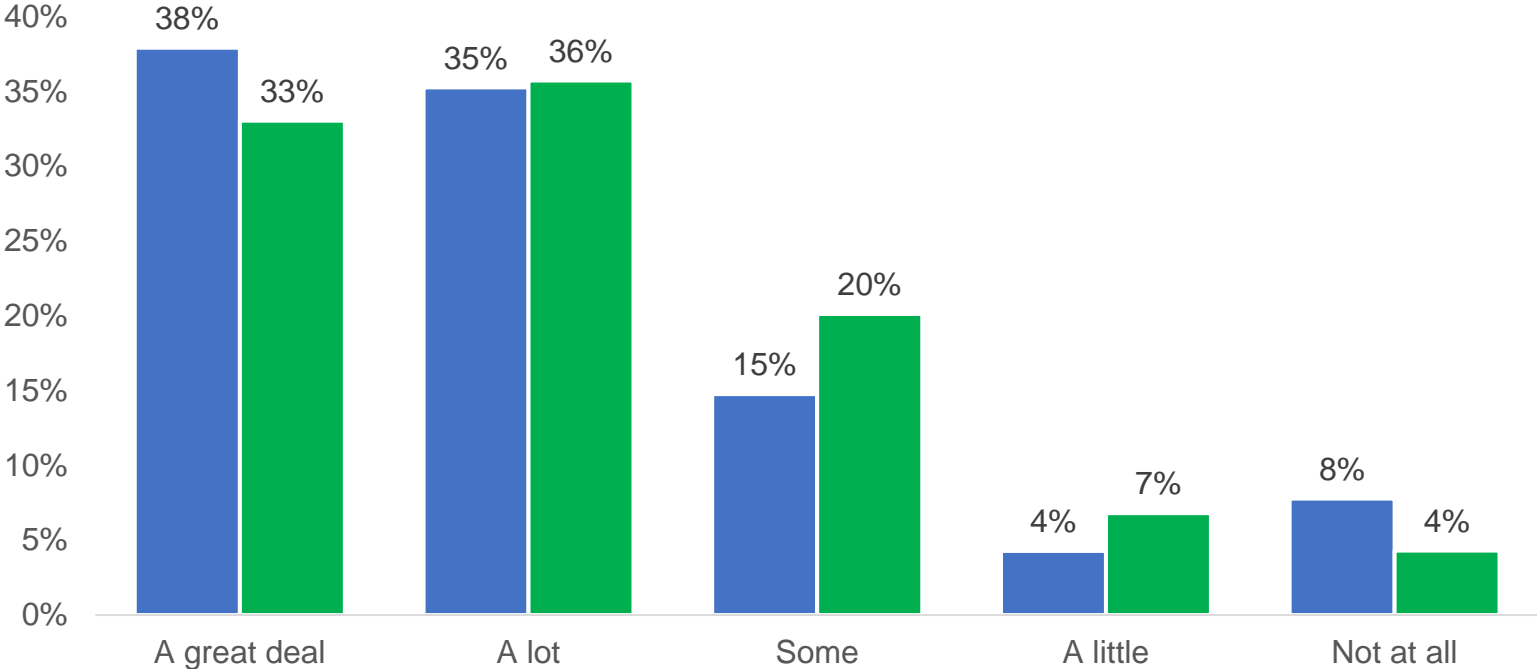


Role of Ethnic Identity in Political Behavior

“People prefer candidates for different reasons. How important is it for you, that a candidate is Latino?”



■ Not Important at all ■ very important
■ Somewhat important



In deciding whether to vote in the 2020 presidential election, how much were you motivated by wanting to show solidarity and support for the Latino community?

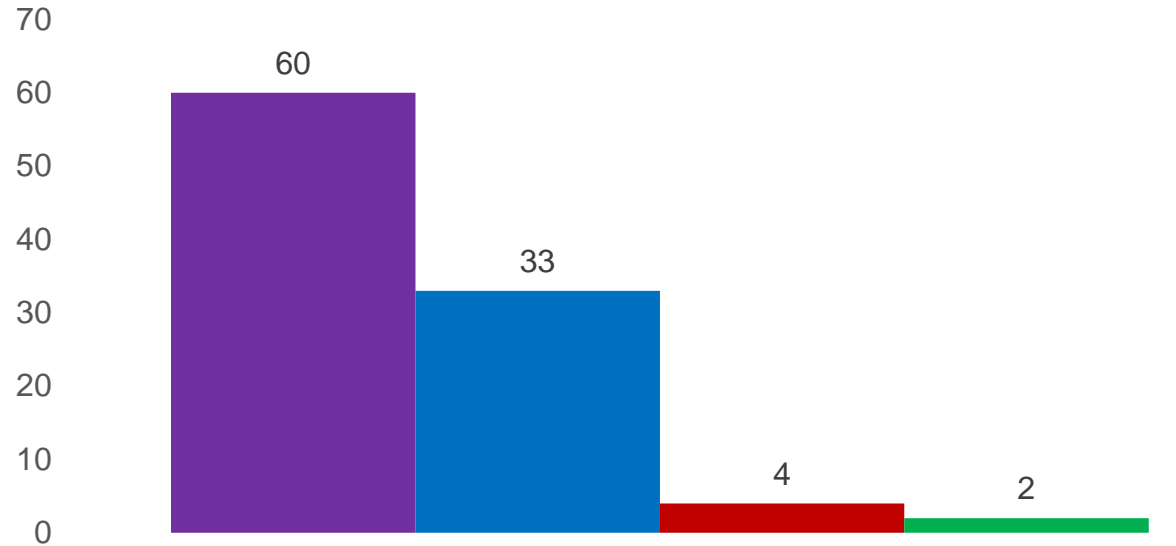
In thinking about which political parties and candidates to support, how much do you consider whether the party or candidate cares about the Latino community?

Discrimination Experiences Among Latinos

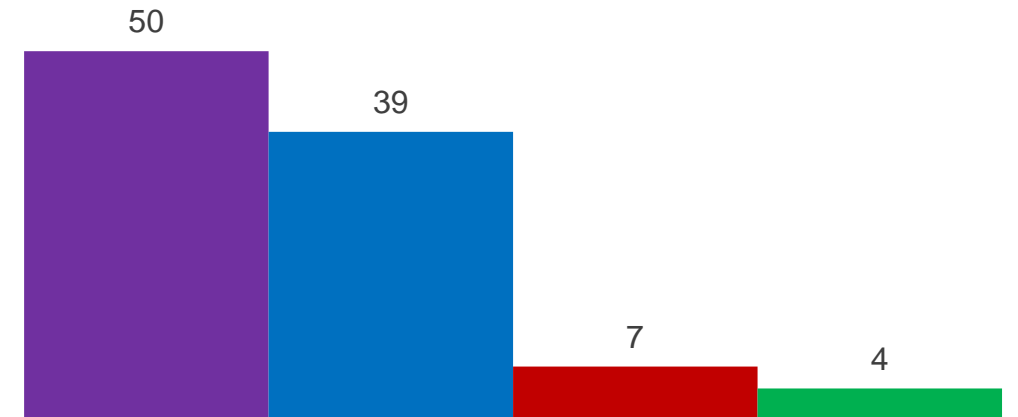
Although a slim majority (53%) of respondents did not report any experiences of discrimination, nearly half had at least one of the following negative experiences over the past year:

- 25% have been called an offensive name or told to go back to another country because they are Hispanic or Latino.
- 22% have been criticized for speaking Spanish in public
- 23% have experienced some form of discrimination or been treated unfairly because of their ethnic background.

Latino's Views Regarding Redistricting



Every 10 years, following the census, states redraw district lines for seats including Congress and the State Legislature in a process called redistricting. How important do you think it is for Latinos here in Colorado to be included in the redistricting process?



How important do you think it is that the districts created during redistricting are created to maximize the political influence or power of Latinos in Colorado?

■ Very Important ■ Somewhat Important ■ Not that Important ■ Not Important At All

Key Findings – COVID-19

- The survey makes clear that the COVID-19 pandemic has been devastating to the Latino community.
 - Not having enough food to eat.
 - Difficulty paying their bills or utilities.
 - Difficulty paying their rent or mortgage.
 - Work hours/pay cuts or had someone in their household lose their job.
 - Using all, or nearly all, of savings to pay for expenses
- Latinos support expanding relief funds to help state residents who are facing pandemic related economic challenges, including setting up a state fund to help Latino owned small businesses in the state.

Key Findings – Policy

- In general, Latinos in Colorado support public policies that expand access to services and resources to a wider segment of the state's population.
 - High support for expanding access to health insurance for Colorado residents
 - Ensuring state residents have access to safe abortion and reproductive health
 - Ensuring all state residents have access to high-speed internet.
- Latino residents of the state are also very concerned with climate change and strongly support policies that will transition the state toward clean energy production
- Latinos are highly interested in being more engaged in the political process but often feel that the voice of the Latino community is excluded from important political decisions.