



LATINO COLORADO

1.1 million Latinos in Colorado...

The growing Latino population will influence all aspects of life and will be a key factor in shaping Colorado's future.

FOREWARD

As the population in Colorado continues to change dramatically, the Latino Leadership Institute at the University of Denver is dedicated to informing individuals and organizations from across the state about a diverse Latino demographic.

In less than 20 years, Latinos will represent nearly one-third of the state's population. With rapid growth comes great opportunity and some potential challenges.

The 2016 election was a historic election for a myriad of reasons. As experts in Latino research, Latino Decisions and the Latino Data Project have compiled the most comprehensive data available on Colorado's Latino population. The Institute is proud to facilitate the presentation of this information to general public.

Demography may not always determine destiny, but knowledge can be the true change agent in predicting and preparing for tomorrow.



ABOUT THE RESEARCH

The Latino Leadership Institute at the University of Denver is proud to partner with Latino Decisions and the Latino Data Project in presenting, for the first time, extraordinary research findings about the rapidly changing Latino population in Colorado. The information and data are intellectual property of Latino Decisions and the Latino Data Project.

This research project was the most extensive and ambitious project ever conducted by Latino Decisions and the Latino Data Project. The sample sizes and extensive demographic variables allow for a rich analysis of Colorado Latinos.

With the changing demographic of Latinos in the state of Colorado, acknowledging areas of opportunities and growth is essential for the future success of organizations. The research and data are innovative and potentially “game changing” for how Latinos will influence all aspects of life in Colorado.

Methodology

To compile the research, three statewide surveys were conducted. Information from an extensive landscape analysis provided insight and direction for the survey methodology.

- The first poll in the field was a statewide issues poll that targeted 500 Colorado Latinos.
- The second was a statewide messaging survey that targeted 1000 Colorado Latinos.
- The third survey was an online survey targeting Latino millennials (ages 18-33) in Colorado. Each poll had a margin of error less than 4.8%.

Respondents answered in English or Spanish based on their preference. Bilingual interviewees were used for the survey. Results are weighted to distinguish population characteristics using the current population survey.



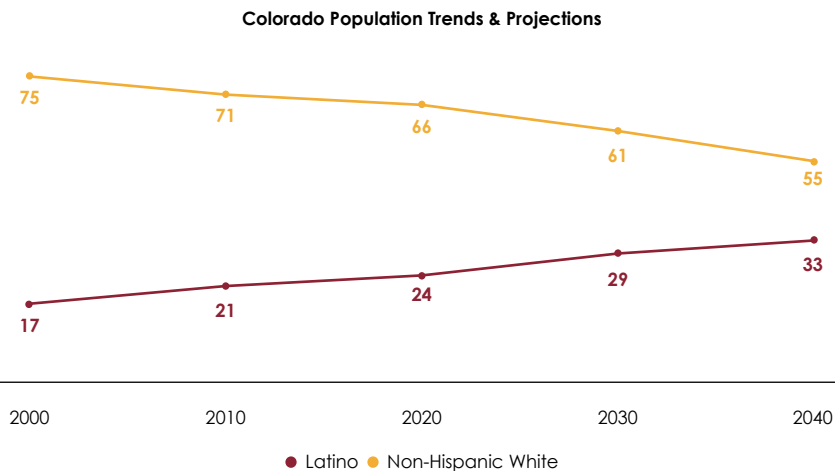
COLORADO'S CURRENT DEMOGRAPHY

Today there are nearly 5.4 million Coloradans and more than **1.1 million Latinos** who call Colorado home.



One in five Coloradans is of Latino or Hispanic origin.

Colorado's Demographic Destiny



Today, nearly **70 percent** of Colorado's population is non-Hispanic white (for purposes of this report, this population will be identified as "white"). By 2040, the white population will decline to 55 percent. Over the next 20 years, the Latino population will increase from a current population share of **21 percent to 33 percent**. Colorado's demographic destiny will be characterized by the Latino influence.

Reason for Latino Population Growth

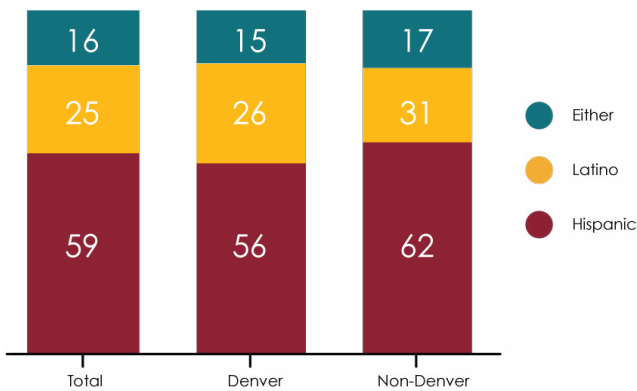
Age difference and birth rates, not current immigration rates, account for Colorado's demographic destiny. Whites are much older than Latinos. The average age among Colorado's white population is 40; for Latinos, the average age is 27. People in their 40s are far less likely to have children, while people in their 20s and 30s are likely to have children.

Source: Monte and Ellis, 2014

THE GREAT IDENTITY DISPUTE

Latino or Hispanic

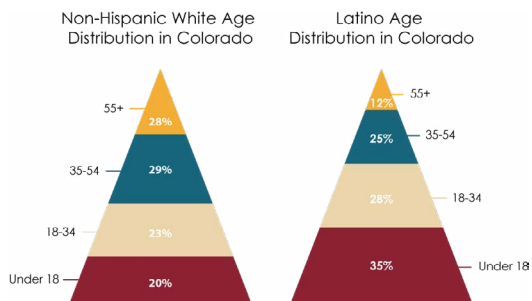
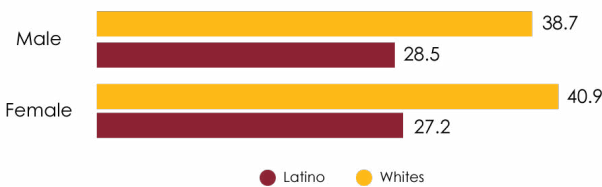
The great identity dispute between the term Latino and Hispanic for individuals living in the United States of Latin American descent is deeply rooted in a need to clearly identify as non-white other. These terms are not considered a modifier for any race.



Source: Statewide Messaging Poll (N=1000)

Outside of the United States individuals are identified, quite simply, by their country of origin. Identify within the United States is far more complex. However, there is a clear preference in Colorado. 59 percent of Colorado's Latinos prefer to identify as Hispanic.

Median Age of Latinos and Non-Hispanic Whites in Colorado

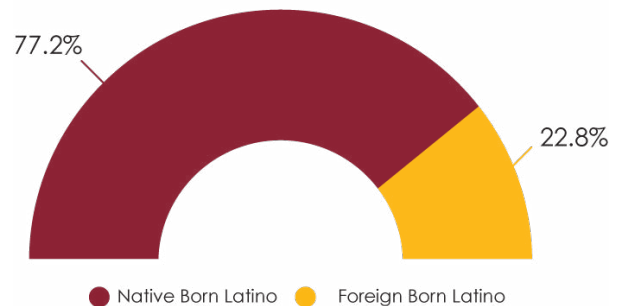


Source: U.S. Census Bureau ACS 5 Year Estimates, 2014

Colorado Latino Nativity

Nearly 80 percent of Latinos in Colorado are native-born. In fact, only 5 percent of the entire state population is comprised of Latino immigrants.

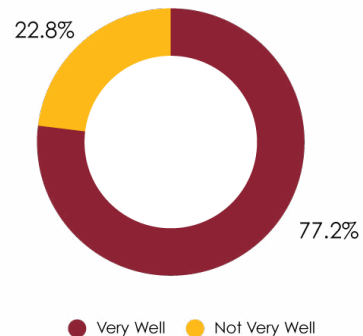
Colorado Latino Origin (%)



Language

47 percent of Latinos in Colorado speak only English at home. This is significantly higher than the national average of 27 percent. 53 percent of Latinos in Colorado speak a varying level of Spanish. Of those who do, 78 percent speak English fluently. Less than 10 percent of all Latinos in Colorado speak Spanish only. English is the overwhelmingly preferred language for Latinos in Colorado. However, given that nearly 80 percent of Latinos are native-born, it is important to note that continuing to speak some Spanish in the home is an important element of Latino culture.

English Proficiency Among Spanish Speaking Latinos in Colorado

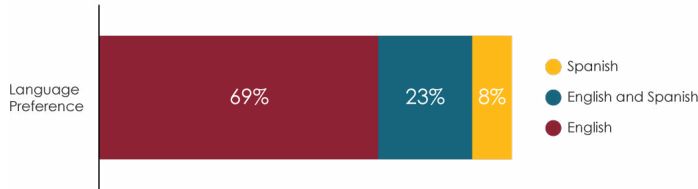


Media Language

Nearly 70 percent of Latinos in Colorado prefer to receive their information through the media in English.

However, Spanish language media is an important source of information for more than one in four Colorado Latinos. Data on how Latinos received information about the Affordable Care Act indicated that 27 percent of Latinos wanted information in both languages, while 14 percent preferred to receive information in Spanish only.

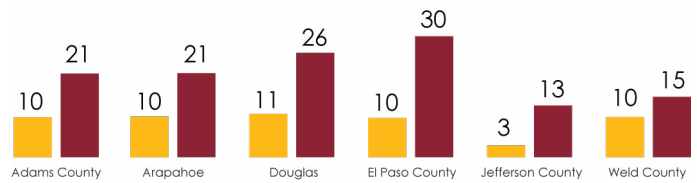
Media Language Preference Among Colorado Latinos (%)



Geographic Data

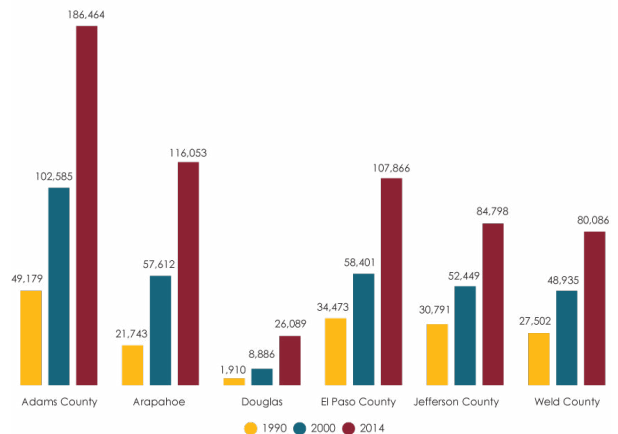
Counties across Colorado saw significant population growth between 2010 and 2014. By comparison, the Latino population growth outpaced the total population growth by an average of nearly 12 percent.

Non White & Latino Population Growth 2010-2014 (%)



Over the last 25 years, some of Colorado's largest counties saw the Latino population increase by as much as 1400 percent. Since 1990, the average growth in Adams, Arapahoe, Douglas, El Paso, Jefferson, and Weld Counties was approximately 500 percent.

Latino Population Growth in Select Colorado Counties



Latino Population Decline in Denver

While counties across Colorado have seen a significant surge in the Latino population, the City and County of Denver is seeing static growth, and seems to be trending toward a decline.

There are many contributing factors to the overall lack of Latino population growth. Gentrification studies have illustrated that many historically Latino communities and neighborhoods have been or soon will be completely gentrified. Latinos are increasingly moving to surrounding suburbs, which is contributing to increased population growth to Denver's neighboring counties.

Age is another factor in the static population in Denver is that Denver County has the largest percentage of Latinos over the age of 55. Older populations have lower annual birthrates, and birth rates are driving the populations surge.

Source: Rose Community Foundation

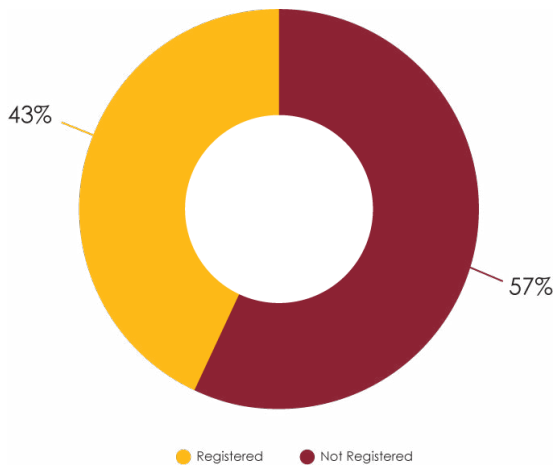
LATINOS & VOTING

Latinos and Voting

There are 550,000 eligible Latino voters in Colorado. However, only 57 percent of Latinos are registered to vote, comprising approximately 15 percent of the state electorate.

In addition to low registration rates, Latinos need to consistently turnout to vote in each election. In 2012, 73 percent of Latinos cast a ballot, but that number declined to only 55 percent for the midterm elections in 2014. This means that 55,000 Latinos who voted in 2012 did not cast a ballot in 2014.

If Latinos increase overall registration percentages and increase turnout, they could have a significant impact on the electoral process.



Age Matters In Electoral Destiny

The Latino electorate, like the Latino population in general, is a youthful demographic.

The youth of the electorate poses some opportunities and challenges. Latinos under the age of 34 represent one-third of Latinos registered to vote. However, they only represent 18 percent of Latinos who actually vote.

In comparison, Latinos age 70 and over represent 10 percent of the registered population and 15 percent of Latino voters. To effectively realize the voting potential of Latinos, younger Latinos registered to vote need to cast a ballot.

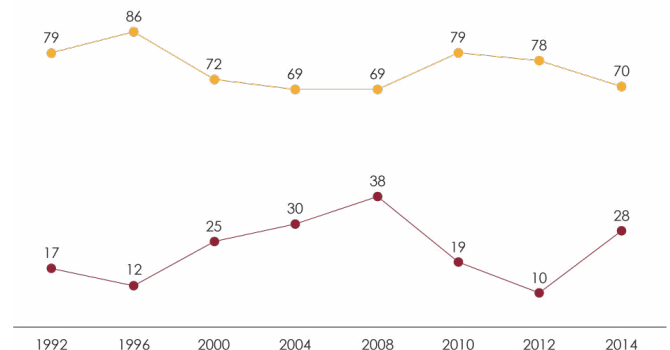
Registered Latino Voters vs Actual Latino Voters by Age (%)



Partisanship

While Latinos continue to favor Democratic candidates, data also indicate that Latinos can be pursued to vote for Republican candidates. In analyzing, the two most recent elections in Colorado, Latinos increased their support for the GOP by 10 percent. During the early 2000s, Latinos were steadily increasing their support for Republicans.

Latino Partisanship Colorado (%)



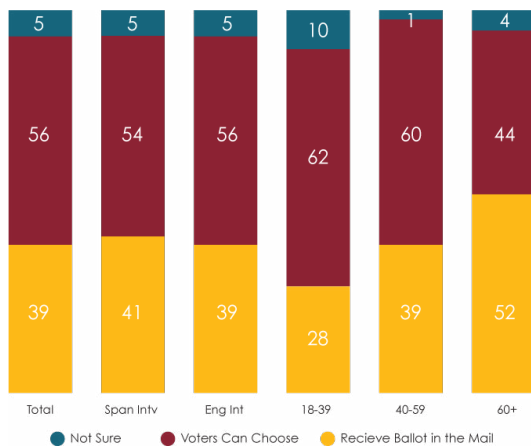
213,000 Latinos who are eligible to vote are not registered. Colorado voters can register through Election Day, but must register at least eight days prior to Election Day to receive a ballot in the mail. Voters who register after that point must pick up a ballot in person at any Voter Service and Polling Center.

Latinos and the Vote-By-Mail System

Surveys indicate a need for more Latino-focused education regarding the recent changes to the voting system in Colorado. Nearly 60 percent of eligible Latino voters in Colorado are unaware that Colorado is one of three states to use a vote-by-mail system for all elections.

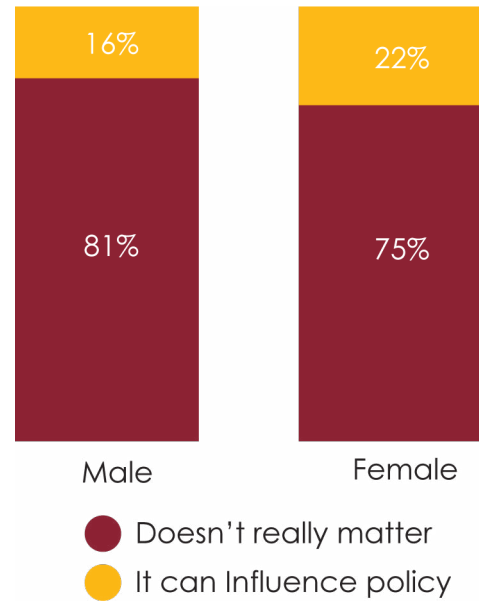
County clerks and recorders automatically send mail ballots to every elector in active status. That last day on which a county clerk can mail a ballot to a voter is eight days before the elections. Colorado law requires county clerks to open polling locations called Voter Service and Polling Centers (VSPCs) starting 15 days before the election and operate them through Election Day, excluding Sundays. Eligible voters can visit any VSPC in their county of residence to do any of the following:

- Void their mail ballot to vote in person;
- Register to vote;
- Update an existing voter registration record;
- Obtain a mail ballot “over-the-counter”, or
- Vote in person on paper ballots or accessible voting devices



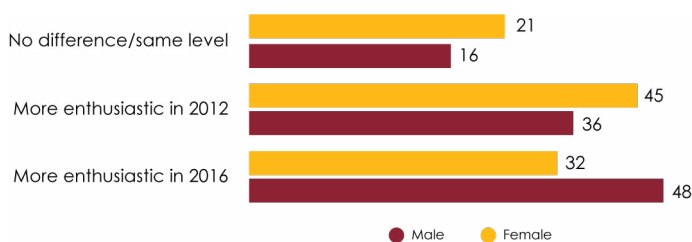
Nearly a quarter of Latinas are less optimistic about the power of high Latino turnout to impact outcomes. This has the potential to translate into lower voter participation.

Interestingly, only 4 percent of Latinas in the sample believe that women’s health or gender issues are the most important issue facing the Latino community that Congress and the President should address. Latinas are an important part of Colorado’s electorate. More work must be done to ensure that their enthusiasm and civic engagement increase as the Latina population share rises.



Understanding the Latina Vote

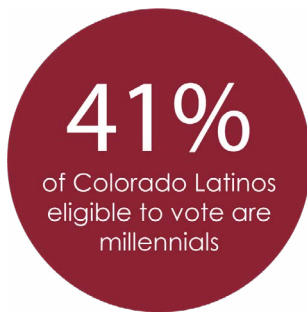
Latinas represent 52 percent of the Latino electorate in Colorado. Data reveal important differences in enthusiasm based on gender. Only 32 percent of Latinas in Colorado indicate that they are more enthusiastic about voting in the 2016 election compared to the 2012 election. This compares to 50 percent of Latino males.



MILLENNIALS

Snapshot of Latino Millennials

Every 30 seconds a Latino millennial becomes eligible to vote in the US. This rapidly growing electorate block will have an impact on this election and future elections. In Colorado, Latino millennials account for 41 percent of Latino voters.



Nearly 80 percent of Latino millennials are at least second generation Americans. Their connection to culture, language, and identity differ from previous generations.



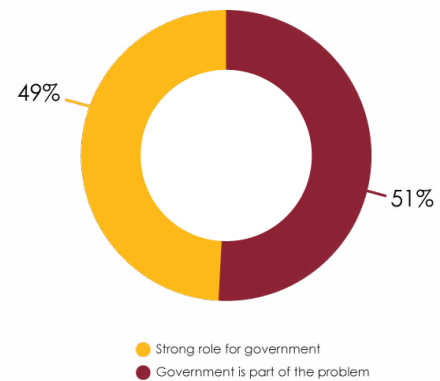
For example, three out of four Colorado Latino millennials prefer to watch television in English. Effectively connecting with Latino millennials will require new outreach strategies.



Latinos and the Role of Government

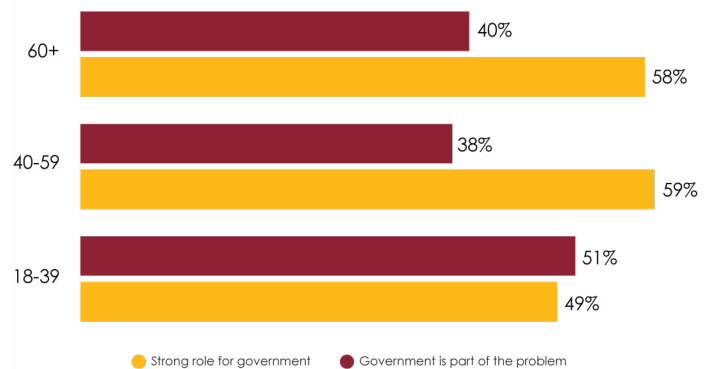
Latino Decisions and the Latino Data Project survey confirms that Latino millennials are not as enthusiastic and interested in politics as older voters. In fact, 51 percent of millennials polled believe that government is part of the problem.

Latino Millennial View of Government



Based on the survey results, millennials believe participating in a rally can have more of an impact on social change than voting. In addition, 62 percent of Latino millennials do not fully understand Colorado's new voting procedures. They are unaware that ballots will be mailed directly to them. Both the concern about the role of government and the lack of understanding of the voting process could keep Latino millennials from voting.

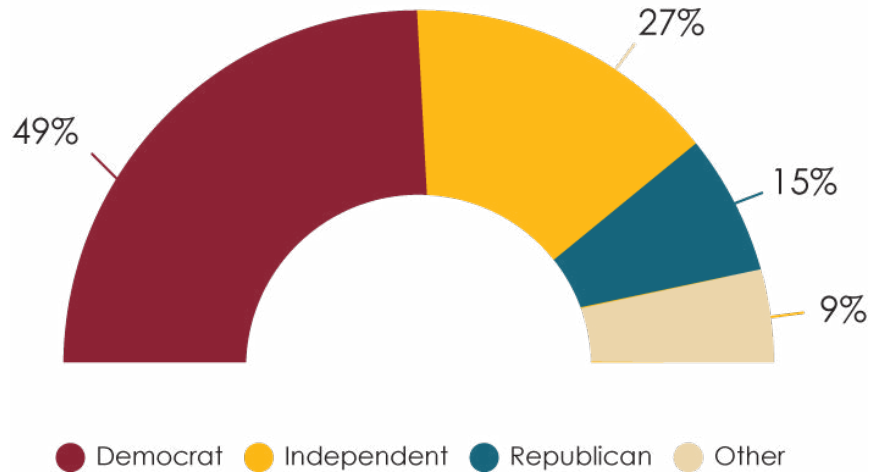
Role of Government by Age



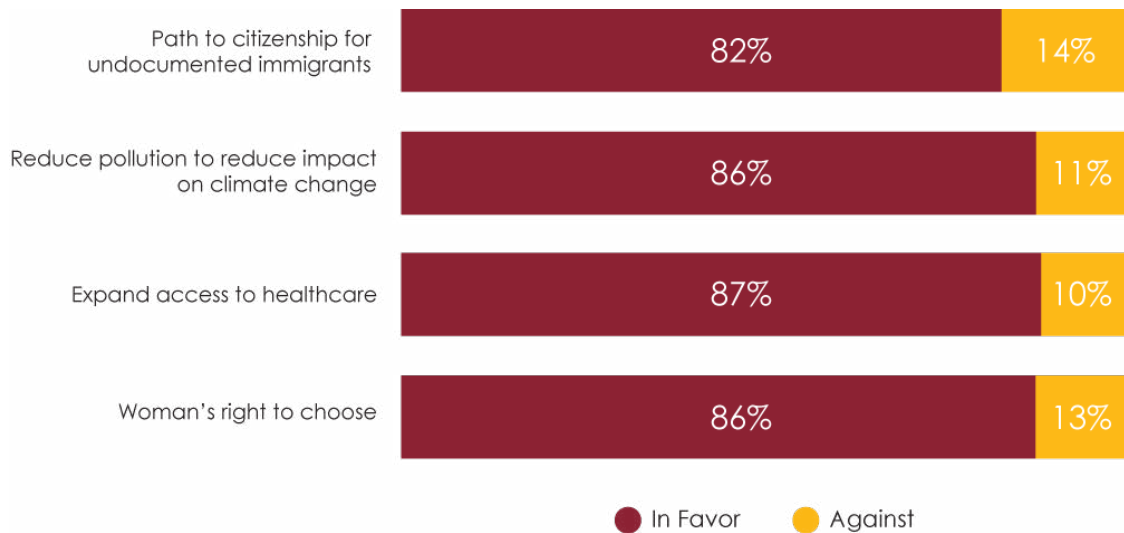
Millennials and Policy Views

Although Latino millennials in Colorado can generally be defined as liberal in their policy views, they differ from the Democratic Party on several key issues. Over half of Latino millennials in Colorado are registered to vote as Independent, Republican, or other.

Colorado Latino Millennial Partisanship



Survey results showed that millennials are supportive of policies addressing climate change, creating a path to citizenship for undocumented immigrants, decreasing the cost of tuition for college, and allowing women to make decisions regarding their own bodies. Each generating over 80 percent approval.



However, this population has significantly less support for Obamacare, raising the minimum wage and repealing the “open carry” guns law in Colorado.

We are American.
We are Latino. *We are* Coloradans.
We are Latino Colorado.

Learn more about
the Latino narrative at

www.LatinosLead.org

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