

COLORADO LATINO POLICY AGENDA 2025



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**SOCIO-DEMOGRAPHIC PROFILE OF THE
LATINO COMMUNITY IN COLORADO25**



EXECUTIVE SUMMARY

Launched in 2021, the **Colorado Latino Agenda (CLA)** is a statewide public research initiative co-led by Voces Unidas and Colorado Organization for Latina Opportunity and Reproductive Rights (COLOR) that publishes relevant and timely in-depth reports about Latinas and Latinos in Colorado.

The **Colorado Latino Policy Agenda (CLPA)** is our annual, nonpartisan report designed to provide insights into the demographic makeup and views of Latinos in Colorado on pressing policy, political, and social issues.

Now in its fifth year, the 2025 CLPA report is informed by a statewide poll of 1,245 Latino registered voters and 455 non-voters, totaling 1,700 survey respondents. The poll is designed to provide a representative, nonpartisan snapshot of views of the state's second-largest and second-fastest-growing ethnic voting bloc, including the sub-sample of non-voters to allow for specific analysis of all the views and preferences of Latinas and Latinos, regardless of voter registration status.

This report summarizes the main findings and policy preferences, offering a valuable, ongoing look at the priorities of Latinos in Colorado at the statewide, regional, and congressional district levels.

As has been the case since our first CLPA in 2021, Latino voters' top priorities in 2025 are dominated by economic concerns, likely influenced by the prevailing period of severe economic instability, including a significant jump in prices due to tariffs recently imposed on goods from several countries. Colorado also continues to see increases in housing costs, adding to economic stress as rent and home purchasing prices continue to outpace wages throughout the state.

The top three most-important issues impacting Latinos at the national level and the top four issues at the state level are focused on economic concerns in 2025

(See Figure 2, page 6). With 33% of respondents ranking the rising cost of living as their highest priority for the President and Congress to address and 33% more ranking "improving wages and income," the polling numbers fluctuated only slightly from 2024, where the issues also ranked first and second, respectively. While slipping out of the top five federal issues, "creating affordable and attainable housing" is the No. 4 priority among state issues (19%), suggesting that Latinos view this as an issue the state government is better suited to tackle.

The consistency among the rankings over consecutive years demonstrates that the financial picture for Latinos statewide remains mired by inflation and stagnating wages. That sense of economic stagnation is reflected in the polling numbers at the state level where 36% of respondents listed "improving wages and income" as the top priority for the Governor and State Legislature to address in 2025, followed closely by "addressing the rising cost of living/inflation" (35%). Rising healthcare costs are further contributing to financial concerns, with "lowering healthcare costs" cited as the third-highest priority for both the federal (25%) and state (26%) governments to address.

The rising cost of healthcare is compounded by anticipated loss of health insurance for many Latinos due to the reduction of Medicaid funding via the 2025 Budget Reconciliation Act. Survey findings suggest that at least 9% of Latinos in Colorado currently lack health insurance coverage, an increase of 2% since 2024, and additional losses of insurance pose dire threats to the health and wellbeing of the community. That includes 40% of Latinos saying they would skip treatments if they were to lose coverage and an equally high percentage (40%) saying they would not be able to afford life-saving medications.

When asked how their personal finances are doing, 33% of Latinos note their situation has improved in the last 12 months while another 33% state it has

KEY FINDINGS

TOP 3 This year, **economic concerns** comprise the top three issues for Latinos at the federal level and the top four issues at the state level.

TOP 4 Ranking for **immigrant rights/immigration reform** as a federal priority — the highest non-economic priority for Latinos this year.

84% Percentage of respondents who say **law enforcement officials in Colorado should always identify themselves, wear body cameras, drive clearly marked vehicles, and treat everyone with dignity and respect.**

44% Percentage of Latinos who have **yet to be contacted** by anyone about voting or the candidates running for office or issues on the ballot.

AT LEAST 9% Percentage of Latinos in Colorado who lack health insurance coverage, an increase of 2% since 2024.

become worse, a modest improvement from 2024 survey numbers (30% better; 35% worse). Driven by responses of the survey's lowest wage-earners, the issue of homelessness is also considered a top priority for state officials to address by 17% of poll respondents after emerging as a critical priority (23%) in 2024. Homelessness is notably not cited as a top priority at the federal level, suggesting this is another issue Latinos believe the state government has jurisdiction to resolve.

After emerging as a top policy priority in 2024, "protecting immigrant rights/immigration reform" was recognized this year as the highest non-economic priority for Latinos at the federal level, ranking fourth with one-in-five Latinos (20%) naming it a top priority. The importance of protecting the rights of immigrants is likely driven by the shift in deportation policy by

the Trump Administration, including mass deportations in Colorado and across the country. Another 8% of respondents identified "increasing border security/limiting immigration to the country" as a top federal issue. When combined, 28% of Latinos in Colorado prioritize immigration policy at the federal level, qualifying as the third overall priority among Latinos in the state.

At the state level, opinions on immigration policy are focused on trust, with just over half of Latinos saying they do not trust that state agencies will keep their personal data safe and not share it with ICE (53%) and a comparable number (54%) saying they do not trust that their local police will not collaborate or share data with ICE. Solid majorities oppose local law enforcement collaboration (65%) and data sharing (63%) with ICE for immigration enforcement. Even more (84%) emphasize transparency among all law enforcement officers operating in Colorado, saying they should always identify themselves, wear body cameras, drive clearly marked vehicles, and treat everyone with dignity and respect.

"Addressing gun violence" is another recurring priority for Latinos, once again ranking as the fifth-most important issue for elected officials to address at the federal level (tied for fifth at 17%) as well as the state level (17%), where it moved up from No. 6.

Additional federal concerns in the top 10 include: "discrimination/racial justice" (17%), "increasing access to mental healthcare" (15%), "reducing government spending" (14%), and "expanding/protecting reproductive/abortion rights" (13%). Rounding out the top 10 state priorities are: "reducing government spending" (15%), "increasing access to mental healthcare" (14%), "expanding and protecting reproductive health/abortion rights" (12%), and "protecting immigrant rights" (12%).

The Latino electorate has had significant influence in recent federal and state elections and continues to outpace other racial groups in growth in eligible voter population in Colorado. However, the 2025

survey reinforces findings from the previous four years that mobilization and outreach is not where it should be to see Latino voter turnout reach its full potential. According to this year's survey, 44% of Latinos have not yet been contacted by anyone about voting, the candidates running for office or issues on the ballot, just as in 2024.

The annual CLPA 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 desire to be more involved in public policy and political discussions, but often feel that their views and voices are excluded from the decision-making process. The 2025 Colorado Latino Policy Agenda offers an opportunity to explore areas of agreement and work together 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 in our 2025 survey.

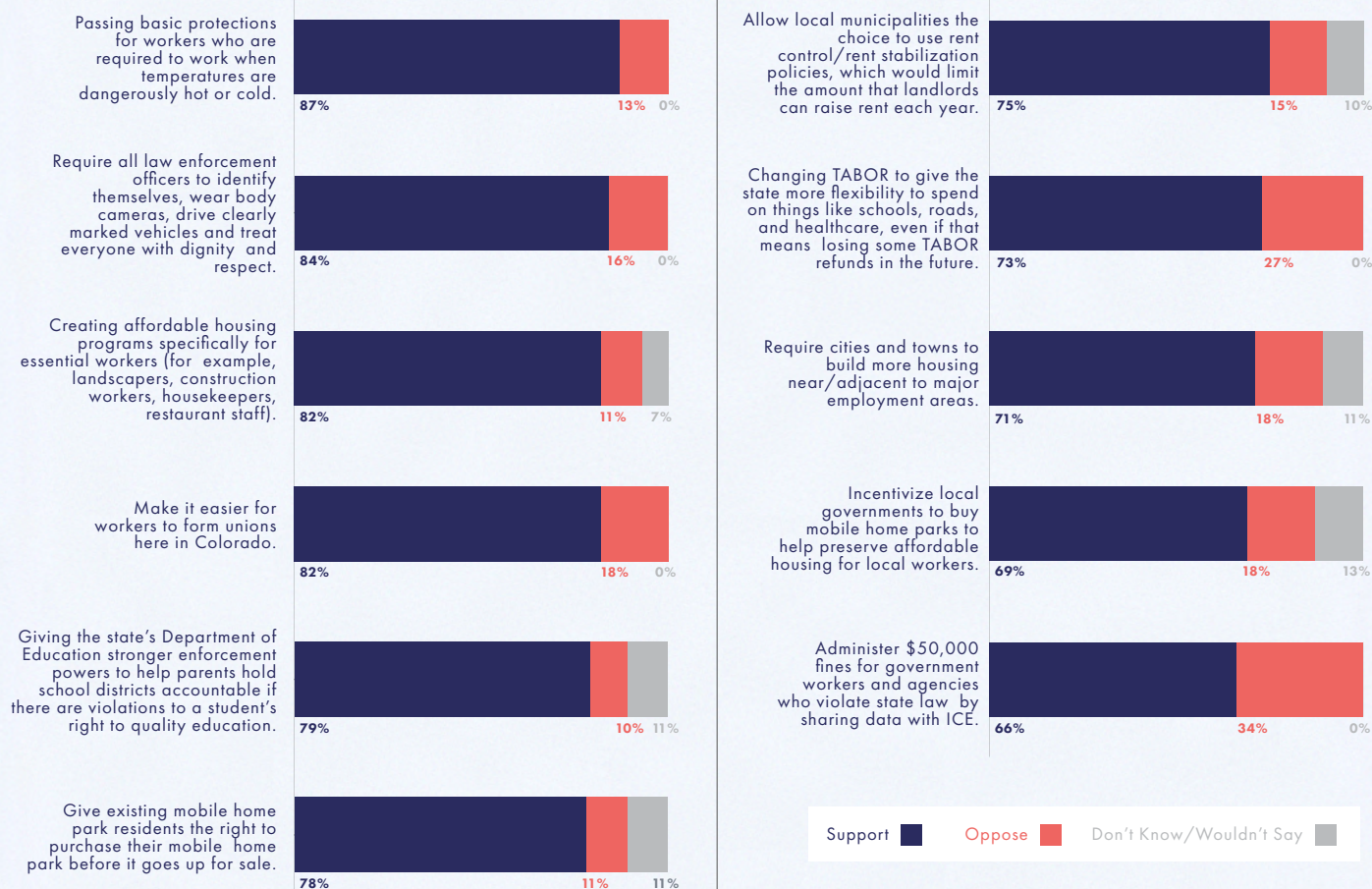
We are highlighting these popular policy preferences to encourage action from communities and policymakers.

FIGURE 1

2025 CLPA

Top Policy Preferences of Latinos in 2025 (Any policy proposal with 65% or higher in support or opposition)

Policy priorities for state and local officials



POLLING SUMMARY

ABOUT THE POLL

On behalf of Voces Unidas and COLOR, BSP Research fielded a statewide survey of ($n=1700 \pm 2.4\%$) Latino adults in Colorado. The survey was designed to identify the policy priorities and policy attitudes of the Latino electorate from across the state.

The poll, fielded July 10, 2025 through August 6, 2025, was implemented through a blended approach including web-based ($n=1,110$) and telephone interviews ($n=590$) that include both landlines and cell phones. The survey was fielded in English or Spanish, depending on respondents' preferences, with a total of 476 surveys conducted in Spanish. Data was 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.

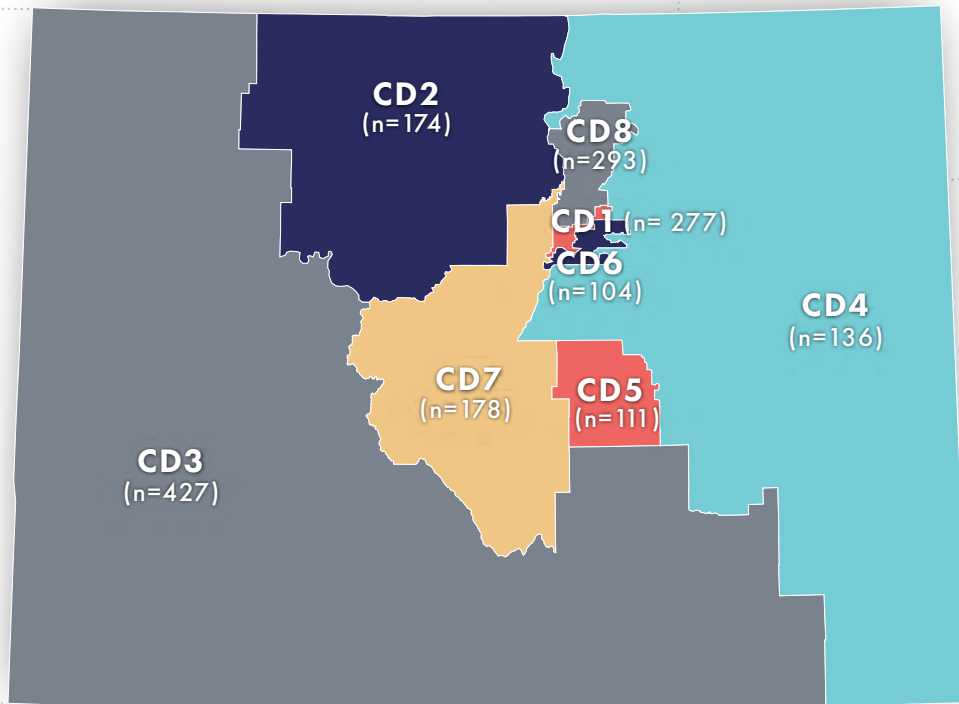
The poll was led by Dr. Gabriel Sanchez and Dr. Matt Barreto from BSP Research, LLC, a national firm with 20-plus years of helping community-based organizations research a diversifying United States.

A goal of the annual policy survey is to provide data analysis by region and congressional district in the state. This year's report includes data with no less than 100 complete surveys across all congressional districts in Colorado, with more robust sub-samples in CD-1, CD-3, and CD-8. As reflected in the maps below, the survey also includes large enough samples of all major regions of the state to allow for comparisons across each region, as well as how residents of rural areas in the state differ from those in more urban counties.

RESPONSES BY CONGRESSIONAL DISTRICT

RESPONSES BY CONGRESSIONAL DISTRICT

CD	N	MOE
1	277	$\pm 5.8\%$
2	174	$\pm 7.4\%$
3	427	$\pm 4.7\%$
4	136	$\pm 8.3\%$
5	111	$\pm 9.2\%$
6	104	$\pm 9.5\%$
7	178	$\pm 7.3\%$
8	293	$\pm 5.7\%$



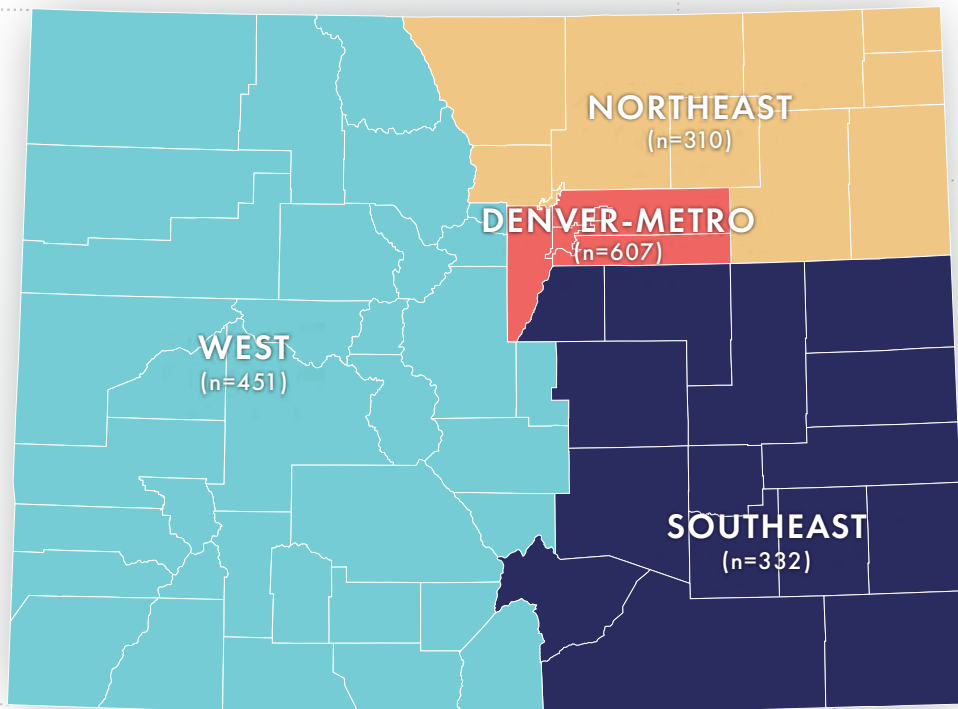
This year also included a sub-sample of 455 Latino non-voters to allow for specific analysis of community members who have yet to register or who are not eligible to vote, to be more inclusive of all the views and preferences of Latinas and Latinos, regardless of voting privilege.

This report also makes references to past CLPA reports (2021, 2022, 2023, and 2024) to explore potential differences or similarities in outcomes over the past years. Previous years' reports can be found online at ColoradoLatinoPolicyAgenda.org.

RESPONSES BY REGION

RESPONSES BY REGION

Region	N	MOE
West	451	± 4.6%
Denver-Metro	607	± 4%
Southeast	332	± 5.4%
Northeast	310	± 5.5%



COUNTIES IN EACH REGION

West:

- Alamosa
- Archuleta
- Chaffee
- Clear Creek
- Conejos
- Costilla
- Custer
- Delta
- Dolores
- Eagle
- Fremont
- Garfield
- Gilpin
- Grand
- Gunnison
- Hinsdale
- Jackson
- Lake
- La Plata
- Mesa
- Mineral
- Moffat
- Montezuma
- Montrose
- Ouray
- Park
- Pitkin
- Rio Blanco
- Rio Grande
- Routt
- Saguache
- San Juan
- San Miguel
- Summit
- Teller

Denver-Metro:

- Adams
- Arapahoe
- Denver
- Jefferson

Southeast:

- Baca
- Bent
- Cheyenne
- Crowley
- Douglas
- Elbert
- El Paso
- Huerfano
- Kiowa
- Kit Carson
- Las Animas
- Lincoln
- Otero
- Prowers
- Pueblo

Northeast:

- Boulder
- Broomfield
- Larimer
- Logan
- Morgan
- Phillips
- Sedgwick
- Washington
- Weld
- Yuma

ISSUE PRIORITIES OF LATINO ADULTS IN COLORADO

A primary goal of the annual CLPA report is to provide data to inform a policy agenda reflective of the views and diversity of the Colorado Latino community so that policymakers know what their Latino constituents would like them to prioritize.

Participants were asked to identify up to three of the most important issues facing the Latino community in two separate questions. One focused on priority issues that Congress and the President should address. The other focused on priority issues that Colorado's Governor and State Legislature should address. Because respondents were able to select multiple issue priorities, the percentages do not add up to 100.

As shown in figure 2 at right, economic issues top the list of concerns for Latinos for the fifth consecutive year (CLPA polling began in 2021), with "addressing the high cost of living/inflation" and "improving wages and income" selected as the most important issue for Congress and the President to address by 33% of respondents. The rising cost of healthcare also continues to concern Latinos in Colorado, with 25% choosing "lowering healthcare costs" as a top federal policy priority, ranking it third overall.

Rounding out the economic priorities is "creating affordable and attainable housing," which was chosen by 13% of Latinos in the poll, tied with "expanding and protecting reproductive health/abortion rights" tied at No. 9 on the federal list.

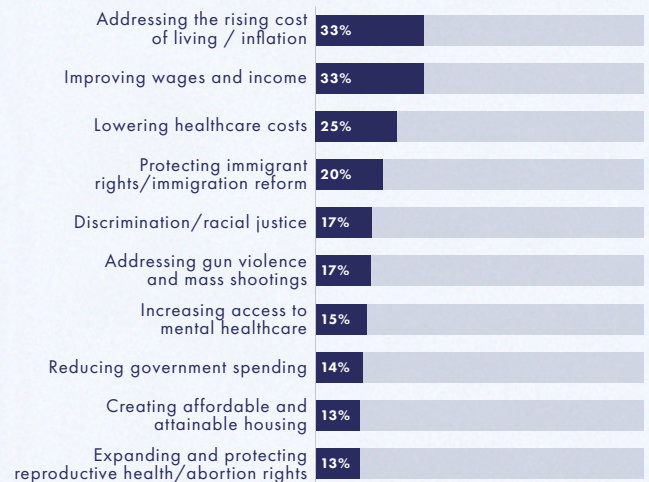
Ranking sixth in 2024, "protecting immigrant rights/immigration reform" (20%) landed as the fourth-most important national issue in 2025 as its salience continues to rise on the list of priorities since 2023, where it ranked ninth (13%). "Addressing gun violence and mass shootings" (17%) also remains a priority for Latinos, ranking as the fifth-most important issue for federal officials to address for the second consecutive year. "Discrimination/racial justice" (17%) also tied for fifth among the top national concerns, followed by

FIGURE 2

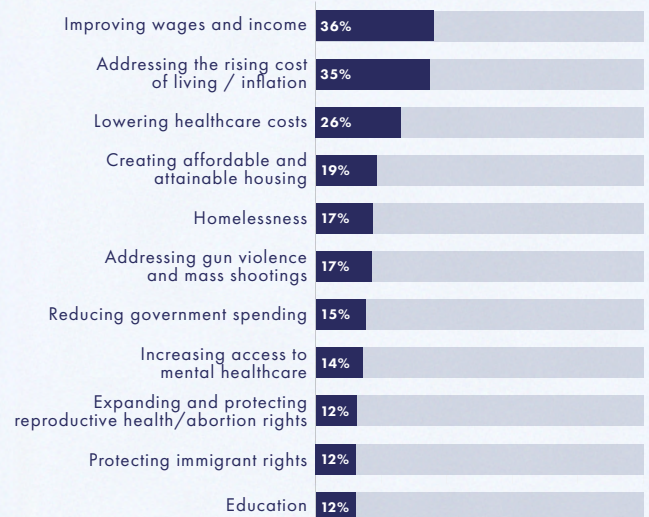
2025 CLPA

Most Important Issues Facing the Latino Community in 2025

Top 10 federal priorities (that Congress and the President should address)



Top 10 state priorities (that local Colorado officials should address)



* Respondents picked up to 3 issues, totals do not equal 100%

"increasing access to mental healthcare" (15%) and "reducing government spending" (14%) to fill out the 10 most important issues facing Latinos for the President and Congress to address in 2025.

As seen in figure 2, there is significant overlap in top policy priorities for Latino voters at the state and federal levels, with a few notable differences. The top two issues — “improving wages and income” (36%) and “addressing the cost of living” (35%) — carry even greater weight at the state level, while “lowering healthcare costs” (26%) is backed up by “creating affordable and attainable housing” (19%), establishing economic concerns as the top four priorities for the Governor and State Legislature to address.

Additionally, “homelessness” remains a critical priority at the state level for 17% of Latinos surveyed (23% in 2024). Homelessness is of particular concern (28%) to those earning less than \$39,000 a year,

suggesting that the loss of housing is a prevalent fear for many Latinos in Colorado. Its absence among the top priorities at the national level reflects the view of Latinos that addressing the issue falls within the jurisdiction of state policymakers.

Similar to 2024, “addressing gun violence and mass shootings” (17%), “reducing government spending” (15%), “expanding and protecting reproductive health/abortion rights” (12%), and “education” (12%) all ranked among the top 10 state priorities in the 2025 survey. Notably, “increasing access to mental healthcare” (14%), and “protecting immigrant rights” (12%) also moved into the top 10 priorities for the Governor and State Legislature to address in 2025.



TOP FEDERAL PRIORITIES OVER THE YEARS

ISSUE	2025	2024	2023	2022	2021
Cost of living/inflation	Tie 1st (33%)	1st (42%)	1st (38%)	1st (35%)	Tie 8th (14%)
Improving wages/income	Tie 1st (33%)	2nd (35%)	2nd (32%)	3rd (28%)	N/A
Lowering healthcare costs	3rd (25%)	3rd (22%)	4th (21%)	6th (23%)	Tie 5th (17%)
Protecting immigrant rights/ immigration reform	4th (20%)	6th (17%)	9th (13%)	11th (20%)	1st (23%)
Addressing gun violence/ mass shootings	Tie 5th (17%)	5th (18%)	3rd (22%)	4th (27%)	Tie 11th (10%)
Creating affordable and attainable housing	Tie 9th (13%)	4th (20%)	6th (17%)	5th (24%)	7th (16%)
Protecting women's reproductive health/ abortion rights	Tie 9th (13%)	10th (12%)	5th (18%)	Tie 7th (22%)	17th (5%)
Jobs and the economy	N/A	N/A	N/A	2nd (34%)	2nd (22%)
Discrimination/ racial justice	Tie 5th (17%)	Tie 11th (11%)	Tie 7th (16%)	10th (21%)	3rd (20%)
Coronavirus pandemic	N/A	15th (6%)	15th (6%)	16th (12%)	4th (18%)

TOP STATE PRIORITIES OVER THE YEARS

ISSUE	2025	2024	2023	2022	2021
Cost of living/inflation	2nd (35%)	1st (47%)	1st (40%)	Tie 1st (35%)	Tie 5th (20%)
Improving wages/income	1st (36%)	2nd (37%)	2nd (30%)	Tie 3rd (30%)	3rd (22%)
Lowering healthcare costs	3rd (26%)	Tie 4th (23%)	Tie 4th (20%)	9th (20%)	Tie 8th (13%)
Addressing gun violence/ mass shootings	Tie 5th (17%)	6th (17%)	Tie 4th (20%)	Tie 3rd (30%)	N/A
Creating affordable and attainable housing	4th (19%)	3rd (24%)	6th (19%)	Tie 5th (27%)	1st (26%)
Homelessness	Tie 5th (17%)	Tie 4th (23%)	3rd (25%)	N/A	2nd (23%)
Keeping us safe from the pandemic	N/A	Tie 14th (5%)	15th (5%)	Tie 17th (12%)	4th (21%)
Jobs and the economy	N/A	N/A	N/A	Tie 1st (35%)	N/A

POLICY PREFERENCES OF LATINO ADULTS 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 (see figure 2).

ECONOMY

Inflation has been the dominant economic theme for the past several years, and it's evident that Latinos are still feeling the economic pinch of the rising cost of living in 2025. Although the 2025 CLPA survey suggests that the economic well-being of Latino households in some parts of Colorado is starting to show signs of improvement, the data spanning five years sends a clear message that the Latino community in Colorado needs to see more action taken to improve its economic well-being.

"Addressing the rising cost of living/inflation" (33%) has ranked as the top priority for Latinos at the federal level for four consecutive years, while "immigration reform" topped the inaugural 2021 poll. "Improving wages and income" (33% in 2025) has also consistently ranked among the highest priorities for Latinos, landing as the No. 2 priority for the third consecutive year as the cost of living continues to outpace income levels of the community. The third most commonly noted priority among Latinos is "lowering healthcare costs" (25%), which appears to be a driving force behind the overall concern with the rising cost of living.

"Creating affordable and attainable housing" (19%) also returns as a priority among state concerns, suggesting that many Latinos continue to struggle to keep up with the rising cost of housing and the cost of living more broadly. Colorado continues to experience increases in housing costs, with rent and home purchasing prices outpacing wages as the population growth in the state continues to

outpace national averages. Respondents showed strong support for multiple housing-related economic proposals discussed in detail below.

The emphasis on housing at the state level combined with overlapping economic concerns among policy priorities at the federal level further highlights the significant impact the economy is having on the community. The top two issues, "addressing the cost of living" (35%) and "improving wages and income" (36%), are nearly identical in both their state and federal priorities. "Lowering healthcare costs" (26%) rounds out the top state level policy priorities of Latinos in Colorado, ranking third.

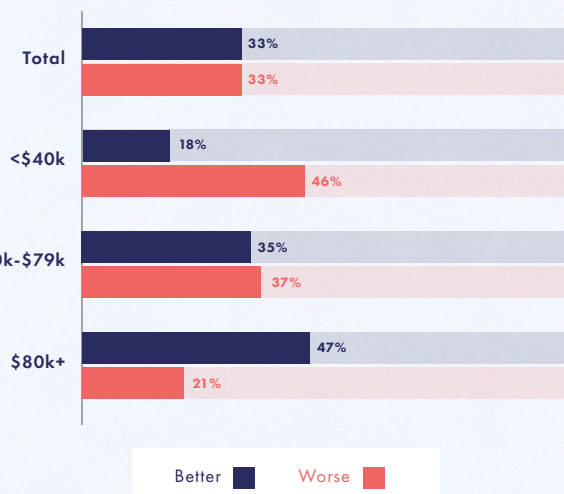
There is an even split among Latinos who say their financial situation has improved (33%), remained the same (34%), or become worse (33%) over the past 12 months. However, 44% of respondents believe the impacts of President Trump's recently passed tax and spending bill (H.R.1) will cause their financial situation to become worse, compared to 25% who believe it

FIGURE 3

2025 CLPA

Financial Situation

Over the past 12 months, would you say that your financial situation has generally gotten:



will improve (20% no difference). For reference, the survey provides the income levels of Latinos in the state, with 9% of Latino households making less than \$20,000 a year, and 5% earning \$150,000 or more. Just under one third (29%) of Latinos earn between \$20,000 and \$60,000, with 48% earning between \$60,000 and \$99,999.

Although financial hardships remain for Latinos across every major region and congressional district in Colorado, there are some significant regional differences over economic policy priorities. Latinos in CD-1 were the most likely to prioritize improving wages and income at 40%, and the Denver-Metro area led among regions of the state (36%). Latinos in the Western region were most likely to prioritize the rising cost of living at 37%. Addressing housing prices through the creation of affordable and attainable housing is of particular concern to residents in the Northeastern region at +4% higher than other regions across both federal and state policy priorities.

IMMIGRATION

U.S. immigration and border enforcement policy has been a prevalent theme in 2025 following an election season that emphasized an aggressive approach to deportation. As in the 2024 poll, immigrant rights and immigration reform landed in the top five federal policy areas of concern to Latinos in Colorado, who strongly support humane and common-sense minded immigration policies over more authoritarian approaches to enforcement implemented by the current administration.

“Protecting immigrant rights/immigration reform” ranked as the No. 4 priority for Congress and the President to address, with one-in-five Latinos (20%) naming it as a top priority. Coupled with “protecting the border” (8%), immigration policy is the third-most important federal issue for Latinos in Colorado, warranting several immigration-themed polling questions that provide additional context. The mixed support for various Trump Administration approaches to immigration policy reflects the complexity of this

issue and the influence of misinformation that makes immigrants the scapegoat for the nation’s economic challenges.

Two out of three Latinos (65%) oppose local Colorado law enforcement working or collaborating with federal Immigration and Customs Enforcement (ICE) without a judicial order, with a third (35%) of Colorado Latinos supporting this approach. A comparable 63% of Latinos oppose sharing local and state data with ICE for immigration enforcement, while a slightly higher number (66%) support administering \$50,000 fines for government workers and agencies who violate state law by sharing data with ICE. Similar majorities say they would oppose elected officials in Colorado who shared state Medicaid data about undocumented immigrants (66%) or data about the whereabouts of immigrant children in Colorado (61%) with federal authorities.

The current political environment requires a lot of trust in state and local governments to resist pressure to participate in the Trump Administration’s aggressive deportation policies despite laws that limit the sharing of data or collaboration. That trust is often lacking. A majority of Latinos (53%) say they do not trust that state agencies will not share their personal data with ICE (59% of Latinos), and a similar majority (54%) say they do not trust that their local police will not collaborate or share data with ICE. At 61%, local clinics and hospitals posted the highest measure of trust in the survey, particularly among Spanish speaking households (+10%) and those who have lived in Colorado for 21 years or more (65%).

Trust across institutions was consistently higher among residents who have lived in the state for a longer period of time, suggesting that greater experience interfacing with the state’s agencies, including police and the hospital system, leads to higher levels of trust. In regard to partisanship, Latino Republicans have higher trust as well, including being nearly 20% more trusting of local police not sharing information with ICE. At just 36% trust, residents of CD-3 have the least trust in their local police not collaborating or sharing

FIGURE 4

2025 CLPA

Immigration Policy

Do you agree or disagree with the following:

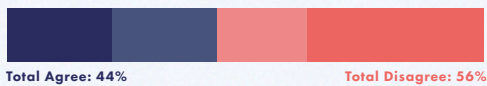
All law enforcement officers operating in the state of Colorado should always identify themselves, wear body cameras, drive clearly marked vehicles and treat everyone with dignity and respect.



ICE agents should be allowed to stop anyone they suspect of being undocumented, even if that means some Latino citizens may also be targeted for questioning



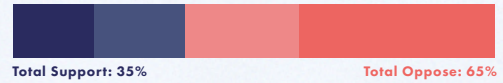
ICE agents should be allowed to cover their faces with masks to hide their identities



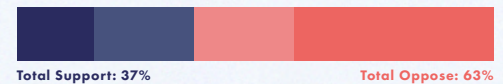
Strongly agree ■ Somewhat agree ■
Somewhat disagree ■ Strongly disagree ■

How much do you support or oppose each of the following?

Local law enforcement working or collaborating with ICE without a judicial order



Sharing local and state data with ICE for immigration enforcement



Strongly support ■ Somewhat support ■
Somewhat oppose ■ Strongly oppose ■

data with ICE, while CD-8 residents are the most likely to trust their local police force (56%).

One of the most debated aspects of the Trump border-enforcement agenda has been the deviation from campaign messaging of focusing deportation solely on criminals to a much more broad deportation implementation, including non-criminals who have lived in the country for decades. Nearly a third (28%) of respondents believe that immigration enforcement is targeting people they think may look like immigrants, including Latino citizens. Only half that number (14%) believe enforcement is targeting people that commit serious crimes, with another 13% saying they believe officials are targeting people who have committed minor violations, and 11% who believe that people are being targeted at random.

Regarding tactics, actions, and behavior of ICE agents, an overwhelming majority (84%) agree that law enforcement officers operating in Colorado should always identify themselves, wear body cameras, drive clearly marked vehicles and treat everyone with dignity and respect. This is consistent across all demographics, including political parties, with high support from both Democrats (84%) and Republicans (90%). The majority of Latinos surveyed also say ICE agents should not be allowed to target and stop anyone they suspect of being undocumented for questioning (62%), and do not believe ICE agents should be allowed to cover their faces with masks to hide their identities (56%).

With deportations on the rise, it's important that Latino residents know where to turn for help. Only one-in-four (26%) respondents say they know of any

organizations in their community to contact for help if a close friend or family member is detained by ICE. Residents of CD-1 are the most likely to know where to turn for help (34%), and Spanish-speaking households (32%) are more than twice as likely as English-speaking households (14%) to know where to go for help in this situation, but more outreach and education is clearly warranted.

HOUSING/HOMELESSNESS

Latino voters continue to express their frustration with Colorado's ongoing housing challenges, emphasizing that point by ranking the need for affordable housing among the key economic concerns on their list of state priorities. Ranking fourth on the state priority list and among the top 10 on the national list, the issue has remained a top priority among Latino voters since CLPA polling began in 2021.

Economic inequalities and the desire to see affordable housing aggressively expanded by the state continue to drive the discussion of economic and housing policies in 2025, as Latinos overwhelmingly support approaches to make housing more affordable and accessible to residents across the state. Among the most popular proposals:

- Creating affordable housing programs specifically for essential workers (e.g., landscapers, construction workers, housekeepers, restaurant staff) – 82% support
- Giving existing mobile home park residents the right to purchase their mobile home park before it goes up for sale – 78% support
- Allowing local municipalities the choice to use rent control/rent stabilization policies, which would limit the amount that landlords can raise rent each year – 75% support
- Requiring cities and towns to build more housing near/adjacent to major employment areas – 71% support
- Incentivizing local governments to buy mobile home parks to help preserve affordable housing for local workers – 69% support

The survey saw mixed responses regarding housing quality as it relates to cost, with 62% of respondents supporting increasing construction standards to improve quality even if it raises costs, while 56% support lowering standards in order to lower the cost of building new housing. Additionally, 45% of respondents support making it harder to sue housing developers for construction defects in order to reduce the cost of building homes.

After emerging as a critical priority at the state level for 23% of those polled in 2024, the related issue of homelessness remains a top priority at the state level for 17% of Latinos in 2025, ranking just behind affordable housing as the No. 5 priority. The percentage increases to 22% in the Southeast region, where homelessness concerns rank higher than any other region in the state. Homelessness is notably not cited as a top priority at the federal level, suggesting that the Latino community believes that this is an issue that the state government has jurisdiction to resolve.

Homelessness is of particular concern to those earning less than \$39,000 a year (28%), where it ranked as the third top issue overall. For the second consecutive year, the issue also carries more weight among Latinos in CD-3 (24%), who are 7% more likely to prioritize homelessness than other residents in 2025.

REPRODUCTIVE JUSTICE/HEALTH

The high cost of healthcare has been a recurring theme among the top concerns of Latinos since CLPA polling began, and it carries increasing significance in the face of drastic cuts to Medicaid services many Latinos depend upon in 2025. "Lowering healthcare cost" is the third-most commonly noted priority for both the federal (25%) and state (26%) governments to address.

Having health insurance is one of the drivers for wider access to healthcare, and survey findings suggest that at least 9% of Latinos in Colorado currently lack health insurance coverage, 2% more than just a year

ago. Non-registered voters are nearly three times as likely (15%) to be uninsured as registered voters (6%). The most common reasons for lack of health insurance are: cannot afford it (20%), their employer does not offer health insurance (20%), or they lost a job that provided health insurance (19%). Another 12% indicated that they are no longer eligible for public insurance programs.

The potential loss of health insurance due to the reduction of Medicaid funding by Congress and the Trump Administration poses even greater healthcare challenges for Latinos in Colorado, with 40% saying they would begin to skip or delay treatments if they were to lose coverage. An equally high percentage (40%) say they would not be able to afford out-of-pocket medical costs and/or life saving medications, and 30% reported that they would go into debt or face collections.

Relative to all other regions, Latinos in the Denver-Metro region are more likely to report that they are vulnerable to these outcomes, including being 7% more likely to skip wellness visits and regular check-ups if they were to lose their insurance. These potential challenges are also much higher among Latinos earning less than \$40,000 per year. Latino non-voters (23%) are more likely than registered voters (15%) to report that losing health insurance would impact their job situation, including potential job loss if a health issue led to complications at work.

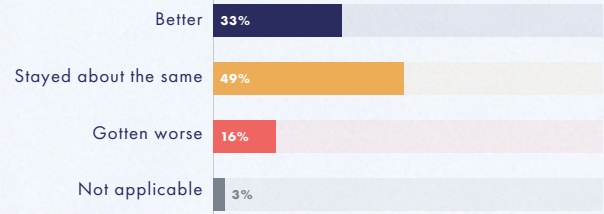
Adding a new indicator of Latino health and well-being this year, the 2025 CLPA found that overall health has stayed the same (49%) or gotten worse (16%) for 65% of respondents, establishing a baseline for comparison in future surveys. The survey also found that 19% of Latinos in Colorado have worse dental health than a year ago, and 21% have declining eye health. Some 19% of Latinos also report that their mental health is worse now than it was a year ago. The survey found that nearly a third of respondents (30%) are either dissatisfied or indifferent about the quality of medical care they receive, including 29% dissatisfied with the cost.

FIGURE 5

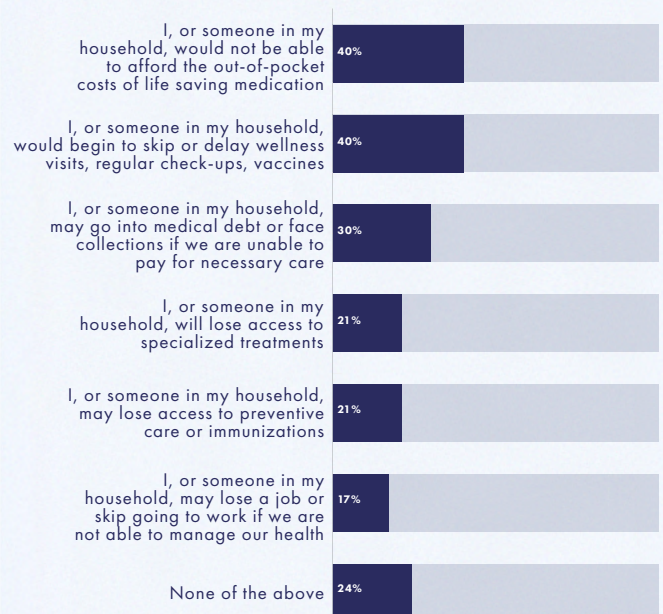
2025 CLPA

Health Care & Insurance

Over the past 12 months, would you say that your health has generally gotten:



If you or someone in your household were to lose health insurance coverage, including Medicaid, which of the following would be challenges for you or your family?



Despite last election's success in enshrining abortion rights in Colorado's state constitution, "expanding and protecting reproductive health/abortion rights" remains a priority issue for Latinas and Latinos in Colorado, with 13% naming the issue as one of their top federal priorities, and 12% among state priorities. Twice as many survey participants (18%) report that family planning, STI testing, contraception, and abortion care have improved over the past year than those who say it has gotten worse (9%). In the state's Western region, more than three times as many report improvement (29%).

EDUCATION

For the second consecutive year, education policy ranked eighth (tied with two others at 12%) among state level priorities for Latinos in Colorado, and is of particular concern for Latino parents. The 2025 poll draws attention to specific policy interventions, including ways to make schools more equitable for Latino students and provide parents with more power to advocate for student success.

While most respondents (64%) believe that Latinos are treated fairly by the public education system, nearly one third (29%) do not. That outcome correlates to a similar 32% of respondents saying they are not confident that Colorado schools have the expertise, knowledge, and willingness to eliminate racism and discrimination in the schools in their district. Likewise, 30% of respondents lack confidence in their schools' willingness and ability to eliminate prevailing student achievement gaps between Latino and White students, while 28% lack confidence in their schools' or districts' willingness to involve Latino parents in decision making processes, and 26% are not confident that their districts will hire administrators, principals, and teachers that reflect the diversity of the students.

Many Latino parents are interested in becoming more involved in ensuring that their children have access to high quality education in Colorado, with roughly four-in-10 expressing that interest in survey results. Although there is slightly higher interest in actions intended to establish greater accountability by school and district leadership, parents appear to be supportive of all avenues available to advocate for their children.

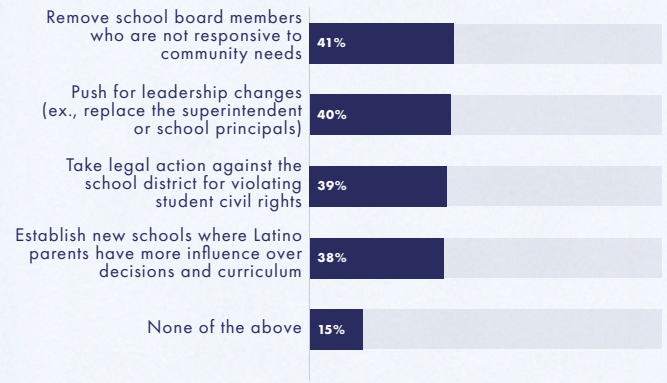
Eight-in-10 (79%) support giving the state's Department of Education stronger enforcement powers to help parents hold school districts accountable if there are violations to a student's right to quality education. Additionally, many Latino parents say they would consider pushing for school/district leadership changes (40%), removing unresponsive

FIGURE 6

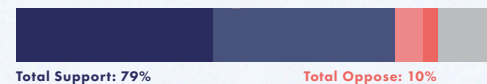
2025 CLPA

Education Policy

Which of the following actions would you consider taking to help ensure that your children have access to a high quality education here in Colorado?



Would you support or oppose giving the state's Department of Education stronger enforcement powers to help parents hold school districts accountable if there are violations to a student's right to quality education?



Strongly support ■ Somewhat support ■ Don't know/Unsure ■
Strongly oppose ■ Somewhat oppose ■

school board members (41%), establishing new schools where Latino parents have more influence over decisions/curriculum (38%), and taking legal action against the school district for violating student civil rights (39%) to help ensure that their children have access to a high-quality education.

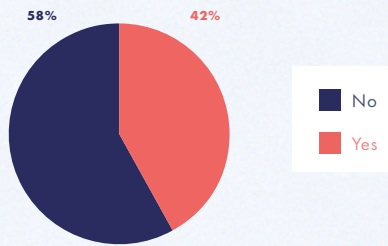
Education is a nonpartisan issue in Colorado, as nearly an identical percentage of Latinos regardless of party identification support giving parents stronger enforcement powers (81% of Democrats, 84% of Republicans). Collectively, survey results make clear that Latino parents are supportive of working with the state to increase accountability from the education system.

FIGURE 7

2025 CLPA

Experience with Discrimination

Have you personally been treated unfairly or personally experienced discrimination?



DISCRIMINATION/RACIAL JUSTICE

The recent upswell in anti-immigrant sentiment and discrimination toward Latinos in particular prompted a deeper look into the kinds of unfair treatment survey respondents have faced in 2025.

Two-in-five (42%) Latinos in Colorado report that they have been treated unfairly or experienced discrimination, with a full 10% more reports of racial or ethnic discrimination from residents in CD-1 (52%). Of those who reported facing discrimination or unfair treatment, the majority (55%) reported it was due to their race or ethnicity, and 43% reported it was due to their skin color. Following those were age discrimination (24%), gender discrimination (23%), income discrimination (20%), and discrimination due to having an accent (13%). Another 13% reported they felt it was because they were on Medicaid, or due to their religion.

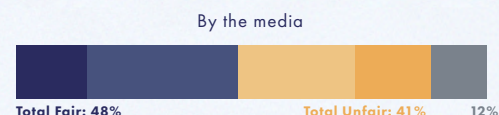
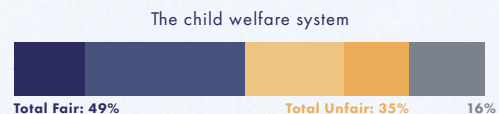
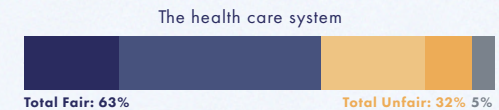
Latinas are more likely to report facing discrimination (9% higher than Latino men), as are those making less than \$40,000 a year (54%), and urban/suburban residents, who face discrimination 12% more often than rural residents. Regionally, Denver-Metro area residents are the most likely to report discrimination (48%), with Western Colorado residents reporting being discriminated against the least (27%). Among those who report being treated unfairly or personally experiencing discrimination, 36% of CD-2 residents

FIGURE 8

2025 CLPA

Unfair Treatment of Latinos

Please tell us whether you feel that Latinos are treated fairly or unfairly in each of the following areas:



Treated very unfairly Treated somewhat unfairly
Treated somewhat fairly Treated very fairly Don't know

say it is because of their gender, more than any other district.

Beyond individual experiences with discrimination, the survey aimed to measure broader societal discrimination Latinos face. Respondents state they encounter unfair treatment most often in the criminal justice system (46%), particularly in the Denver-Metro area at 49%. There are also high percentages who believe Latinos are treated unfairly by the media

(41%), at the workplace (37%), and in the child welfare system (35%).

CLIMATE AND ENVIRONMENTAL JUSTICE

Latinos in Colorado remain highly concerned about the consequences of climate change and the impacts of environmental policy on their communities. This includes three out of four Latinos (76%) expressing concern that their community will be impacted by wildfires, floods, drought or other disasters related to climate change in the near future. Concern is particularly high for Latinos who have children (79%, +7% relative to those with no kids) and Democrats (83%).

Latinos in the Western region of the state are more likely to be concerned about climate-related disasters overall (85%), while 44% of Latinos in the Northeastern region say they are “very concerned” that their community will be impacted by disasters related to climate change in the near future (+7% for “very concerned”). Among congressional districts, concern is particularly high among those who live in CD-2 (82%, 52% “very concerned”), CD-4 (82%), and CD-8 (79%).

The high level of concern about climate-related natural disasters helps explain why nearly all (84%) Latinos polled believe it is important for Colorado to ensure that communities located near oil and gas extraction sites are protected from the environmental hazards produced by the extraction of these fossil fuels. While the result is consistent across all regions, Western Colorado residents (91%) are even more likely to believe it’s important.

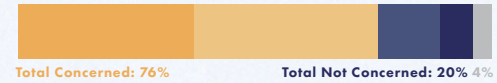
The survey also found overwhelming support for addressing climate inequities by passing state legislation providing basic protections for workers who are required to work when temperatures are dangerously hot or cold. The proposal garnered near-universal support from Latinos at 87%, with 55% in strong support.

FIGURE 9

2025 CLPA

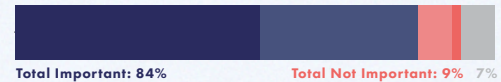
Local Environmental Impacts

How concerned are you that your community will be impacted by wildfires, floods, drought or other disasters related to climate change in the near future?



Very Concerned Somewhat concerned Don't know
Not very concerned Not concerned at all

How important do you think it is for Colorado to ensure that communities located near oil and gas extraction sites are protected from the environmental hazards produced by the extraction of these fossil fuels?



Very important Somewhat important Don't know
Not very important Not important



POLITICAL SYSTEMS/CIVIC ENGAGEMENT

Since its inception, the CLPA has annually asked Latino voters whether they feel the nation, the state, and their county are headed in the right direction, allowing for comparisons to be made over time. This year's survey also identified who Latinos in Colorado felt were responsible for the country going in the right or wrong direction, providing additional insights into political perspectives of the Latino community in 2025.

When it comes to the nation as a whole, 2025 marks the fifth consecutive year (polling began in 2021) that a majority of Latinos believe the nation remains off track. There was a slight increase in those who believe the nation is headed in the wrong direction in 2025 (53%) over 2024 (51%), with 38% saying it's on the right track this year compared to 39% in 2024. Notably, Latinas are 10% more likely than Latino men to believe the country is headed in the wrong direction (57%), along with 60% of Latinos under 30.

Polling shows that credit for the state of the nation — both good and bad — falls squarely on President Trump. President Trump and his policies were the most commonly identified reason for Latinos who felt that the nation is heading in the wrong direction, at 66%. The next most commonly identified reasons for the nation heading in the wrong direction were corporations and billionaires, at 11%. Among Latinos who feel the nation is going in the right direction, 50% identified President Trump as the reason, more than double any other reason credited for the positive trajectory, including former President Biden (19%) and policies supported by Democrats in Congress (16%).

The poll measured Trump's overall job approval rating at -14 points among Latinos in Colorado (55% disapprove, 41% approve), failing to break the 50% approval threshold in any congressional district. Partisanship has a marked impact on Trump's approval rating, with 76% of Latino Democrats disapproving (60% strongly) of Trump's performance as President, along with 54% of unaffiliateds/others, and 85% of

Latino Republicans approving (51% strongly) of the job he has done as President.

Latino residents are more positive about the state of Colorado and county governments than they are about the federal government, with a majority of 54% (+5% from 2024) saying they believe the state is going in the right direction compared to 34% who believe it's off track. Similarly, 53% of respondents believe their local county is moving in the right direction compared to 30% who disagree. Those who have lived in Colorado for more than 21 years are 4% more likely to say their county is headed in the right direction.

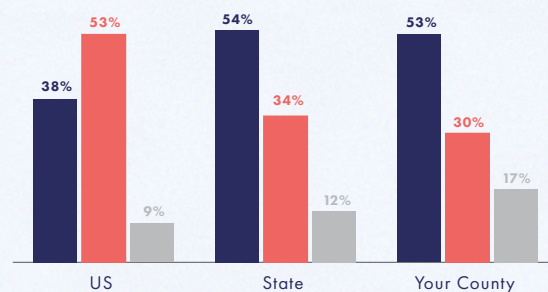
In addition to gauging an overall sense of where things are headed, this year's survey also measured approval ratings for a host of political entities, including the U.S. Supreme Court (52% approve) and Congress. Overall, 58% of Latinos in Colorado currently approve of the job Democrats in Congress are doing compared to 40% approval for Republicans in Congress. There is a similar trend with approval ratings of the State Legislature, with 61% approval

FIGURE 10

2025 CLPA

Right Track/Wrong Track

Generally speaking, do you think things as a whole are going in the right direction or the wrong direction?



Going in the right direction

Going in the wrong direction

Don't know

for Democrats compared to 41% approval for Republicans.

At 17% of the overall eligible voter population in Colorado, the Latino electorate has had significant influence in recent federal and state elections and continues to outpace other racial groups in growth in eligible voter population in the state. However, the political influence of the Latino electorate is largely dependent on how many Latinos turn out to vote, and the 2025 survey included questions focused on Latino enthusiasm to vote in the upcoming school board races, which are vital to the education provided to Latino students across the state.

A robust 62% of Latino eligible voters say they plan to vote in November 2025 school board elections. Latinos who are not planning to vote in school board races cited the following as the primary reasons why:

- I was not aware that there were school board elections (25%);
- I do not have any children so I do not need to vote for the school board (24%);
- I don't know enough about the candidates or what school boards do (19%); and
- I do not feel like my vote will make a difference (17%).

Findings from the past five years show that Latino voter outreach and mobilization have fallen far short of where they should be to see Latino voter turnout reach its full potential in any election. The 2025 data suggests that an outreach effort that focuses on why these races are important to Latino voters even if they do not have children could help increase Latino turnout.

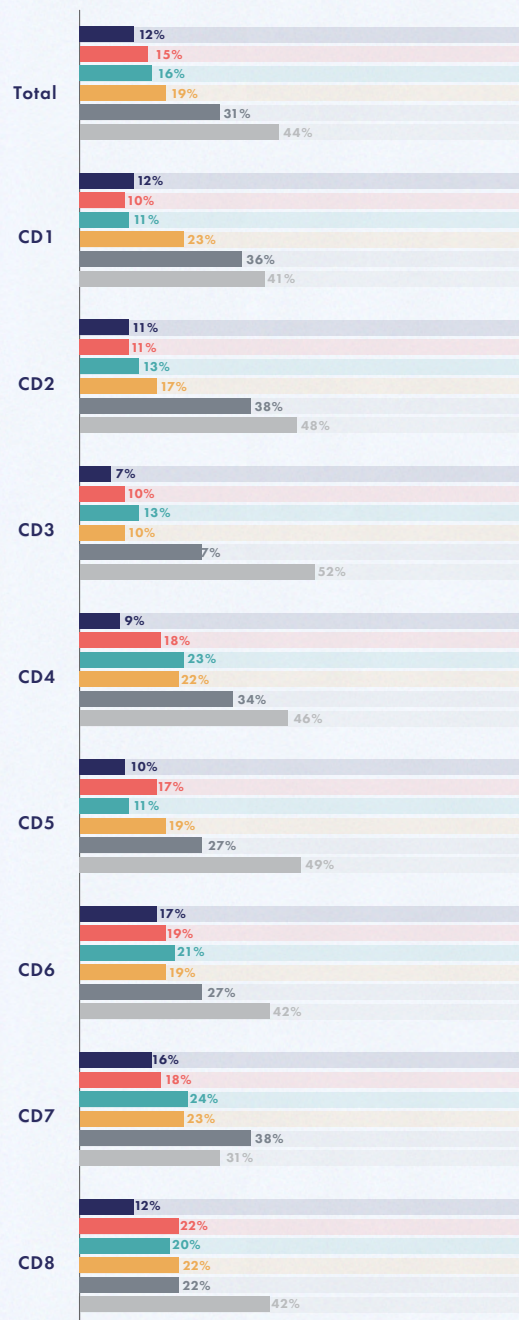
According to this year's survey, 44% of Latinos have not been contacted by anyone about candidates, issues, or the election, just as in 2024, indicating that candidates, political parties, and civic engagement organizations are not working hard enough to court the Latino vote – particularly in CD-3, where more than half (52%) of Latino voters report they have

FIGURE 11

2025 CLPA

Voter Outreach

In 2024, have any of the following contacted you to ask for your thoughts about politics or policy here in Colorado?



A candidate running for office
 Someone working for a candidate running for office
 Friends, family, and/or co-workers
 A representative from a political party
 A community/advocacy organization
 None of the above

not been contacted. The most common response (31%) among those who have been mobilized is that they had been contacted by “friends, family or co-workers,” suggesting that Latino social networks are doing the work the political system should be doing to engage the Latino electorate in the political process. Community advocacy organizations are the next most cited mobilization agents at 19%, reflecting the value of these organizations to the mobilization of Latinos in Colorado.

There are important differences across the Latino population that help identify where more investments in outreach are needed. Notably, Latinos who are not currently registered to vote (53%) are more likely to say they have not yet been mobilized to participate

in elections than registered voters (41%). In other words, those who could most benefit from outreach to engage in the political system are often left out because they aren’t on voter registration lists used for mobilization efforts.

Although the survey is designed to be nonpartisan in nature, respondents are asked to provide party affiliations to explore differences based on party identification. The survey has balance in partisanship, with 49% of Latino registered voters reporting they are Democrat, 25% Republican, and 27% unaffiliated or another party – an increase of 6% since 2024. Unaffiliated Latino voters are more likely to report they have not been contacted (56%) relative to both Democrats and Republicans.



ADDITIONAL FINDINGS

State Funding: After being told that Colorado recently cut \$1.2 billion from the state budget and is now trying to find ways to ensure that local and state programs are funded, respondents were asked how they think the state should fund public services that Coloradans depend on, like health care, public transportation, and education.

- About one-third (32%) of Latinos surveyed believe the funding should come from tax increases specific to large businesses and corporations, while just less than one-third (29%) said that taxes should only be increased for individuals making over \$500,000 per year.
- A smaller number (9%) believe that taxes should be increased for everyone across the state equally, while another 8% say taxes should not be increased for anyone, even if it means programs cannot be funded, and a slim 6% believe that taxes should be reduced for everyone, even if it means the end of local programs.
- Notably, support for taxes being increased for high-income earners and big businesses is especially high among medium- (73%) and high-income (64%) earners.

Changes to TABOR: There is significant support (73%, with 26% strongly supporting) for changing the Colorado Taxpayer Bill of Rights (TABOR) to give the state more flexibility to spend on things like schools, roads, and healthcare, even if that means losing some TABOR refunds in the future.

- Support here is highest among high-income individuals (78%) and urban/suburban residents (75%), while Latino parents are almost 10% more supportive of this initiative than non-parents.
- Support is also consistent across political parties, at 78% among Democrats and 74% among Republicans..

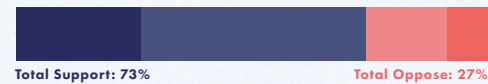
Unique traits of Latino non-voters: The 2025 CLPA included a sample of 455 Latino non-voters, allowing researchers to identify several new trends in Colorado:

FIGURE 12

2025 CLPA

Flexibility on TABOR

The Colorado Taxpayer's Bill of Rights (TABOR) limits how much money the state can spend and requires voter approval for tax increases. Would you support changing TABOR to give the state more flexibility to spend on things like schools, roads, and healthcare, even if that means losing some TABOR refunds in the future?



- Non-registered Latinos in Colorado are less likely to have health insurance than registered voters (15% compared to 6%) and more likely to identify healthcare costs as a federal policy priority (+25%).
- Only 50% of non-registered Latinos are satisfied with the healthcare they receive (13% fewer than Latino registered voters). Non-registered Latinos are also less likely to be satisfied with healthcare that respects their culture, language, and values, or the distance required to access healthcare where they live.
- Non-registered Latinos are 9% more likely to consider homelessness a top priority compared to registered voters.
- 53% of non-registered Latinos have not had any election outreach from political parties, candidates, community organizations, or other mobilization agents, 12% higher than registered voters.
- Non-registered Latinos are 8% more likely than registered voters to oppose a hypothetical Colorado elected official who shares identifiable data about the whereabouts of immigrant children in Colorado with the Trump administration and ICE.
- Only 29% of non-registered Latinos approve of the job President Trump is doing – significantly lower than Latino registered voters – and are 12% less likely to believe that President Trump's economic policies will improve their financial situation compared to voters.



INSIGHTS BY CONGRESSIONAL DISTRICT

CONGRESSIONAL DISTRICT 1

- Addressing wages and income (40%) is +7% among federal priorities, followed by addressing the rising cost of living/inflation (30%) and protecting immigrant rights/immigration reform (25%).
- 8% more say their financial situation has improved in the past year.
- 2% more likely to be uninsured and 11% more say they would go into debt if they were to lose their health insurance coverage.
- 10% more report facing discrimination due to race or ethnicity.

CONGRESSIONAL DISTRICT 2

- Only 5% of respondents say their financial situation has improved over the past year, a reverse from 2024 when residents fared better than all other districts.
- 5% more say the U.S. is going in the right direction; 9% more say Colorado is going in the right direction.
- Trump approval ratings (34%) are 7% lower than the rest of the state; 7% less likely to believe Trump's economic policies will help their financial situation.
- 52% (+15% overall) are very concerned their community will be impacted by disasters related to climate change in the near future.
- 12% of residents lack health insurance, the most of any CD (+3% overall).

CONGRESSIONAL DISTRICT 3

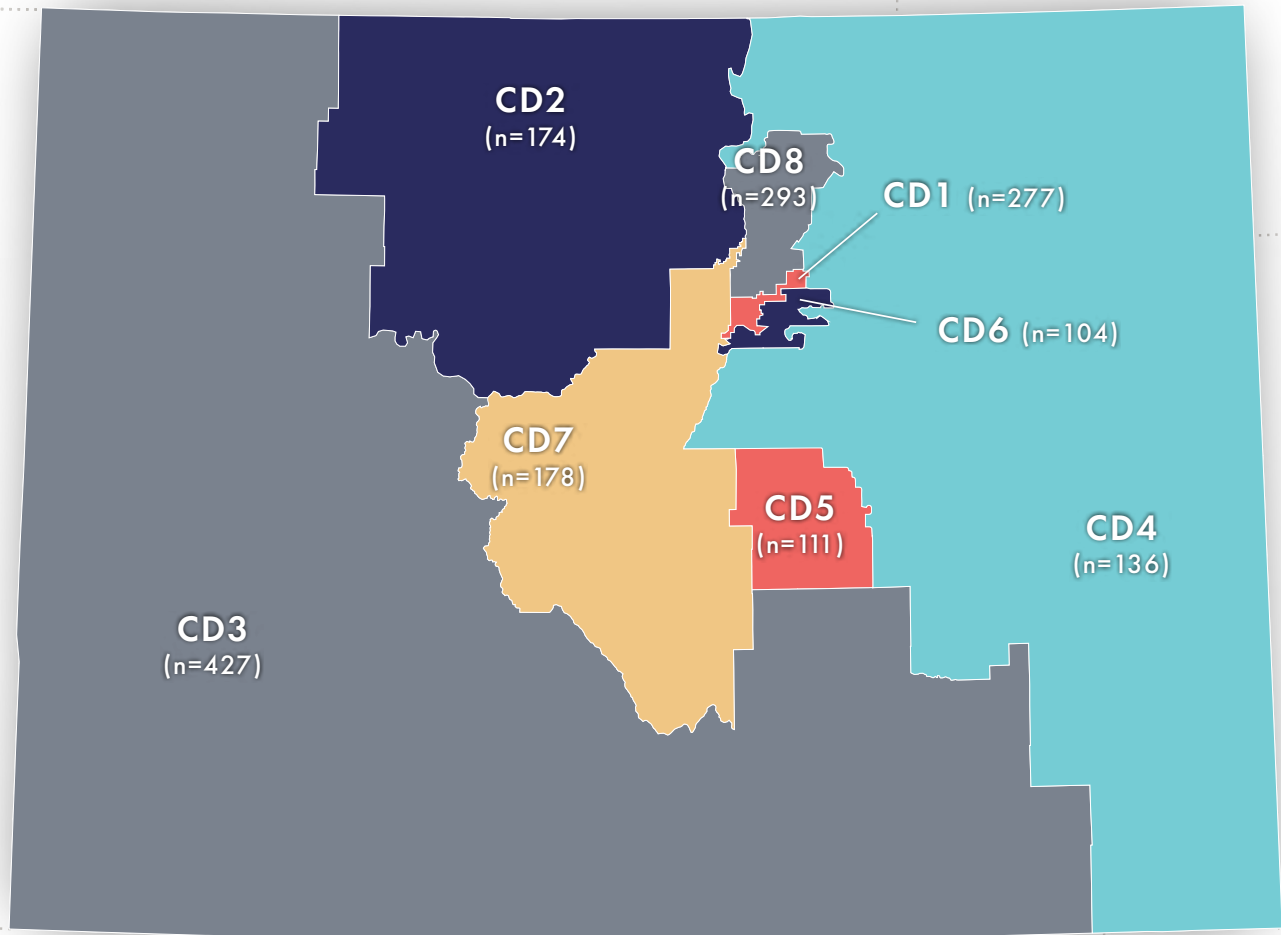
- 7% more prioritize homelessness than the rest of the state. +5% on the issue in 2024.
- 5% more say the U.S. is going in the wrong direction than the rest of the state. 62% blame Trump policies.
- 8% less likely to have been contacted by anyone through mobilization.
- Least trust in local police not collaborating or sharing data with ICE (64% lack trust); 6% less support for data sharing with ICE.
- 83% support giving residents the right to purchase mobile home parks before they go up for sale.

CONGRESSIONAL DISTRICT 4

- 8% prioritize protecting immigrant rights/immigration reform at the federal level (-14% overall).
- Increasing access to mental healthcare is a higher priority for CD-4 residents (20%, compared to 14% overall)
- 22% prioritize addressing gun violence and mass shootings (+7%).
- 11% less say their financial situation has improved since last year (22%).
- 5% more say the U.S. is headed in the wrong direction than other districts; 6% more blame Democrats in Congress.

CONGRESSIONAL DISTRICT 5

- 6% more prioritize discrimination and racial justice at the federal level; 8% more prioritize education.
- 6% less say their financial situation improved over the past year (27%).
- 11% more say the U.S. is heading in the wrong direction (63%).
- 68% say ICE agents should not be able to hide their identities by wearing masks.
- 8% more report experiencing racial or ethnic discrimination (50%).



CONGRESSIONAL DISTRICT 6

- 5% more prioritize addressing discrimination and racial justice at the federal level; 8% less prioritize education.
- 7% more say their financial situation got worse over the past year (40%).
- 10% more likely to distrust state agencies to not share data with ICE; 6% less support for local law enforcement collaboration with ICE (29%).

CONGRESSIONAL DISTRICT 7

- 4% more prioritize education at the federal level than in other districts.
- 10% more say their financial situation improved over the past year (43%).
- 16% less support for lowering construction standards to allow for more affordable housing (40%).

CONGRESSIONAL DISTRICT 8

- 5% more prioritize expanding access to reproductive healthcare including abortions.
- 7% more prioritize mental health access at the federal level than other districts.
- 7% more say their financial situation improved over the past year (40%).
- 7% more say the U.S. is going in the right direction.
- 6% more support ICE agents being able to wear masks to hide their identities; 8% more support local law enforcement collaborating with ICE.

INSIGHTS BY REGION

DENVER-METRO REGION

- Policy priorities mirror the state's average, with top two priorities nearly identical to the overall average.
- 7% more say their financial situation has improved over the past year.
- 6% less report being contacted for political mobilization than the state overall.
- 6% more likely to vote in the upcoming school board elections.
- 82% support giving the state's Department of Education stronger enforcement powers to help parents hold school districts accountable.
- 6% more likely to have faced racial or ethnic discrimination.

NORTHEAST REGION

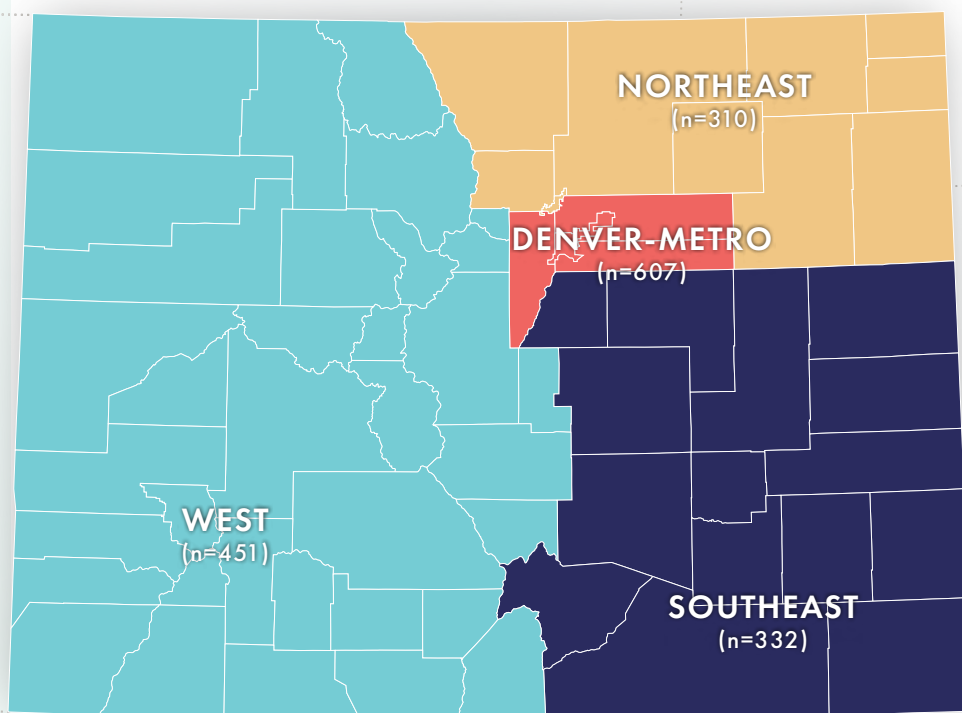
- 4% more prioritize cost of healthcare as a top federal priority and cost of housing as a top federal and state priority.
- 7% less say their financial situation has improved over the past year.
- 8% more say the U.S. is going in the right direction (61%).
- Trump's approval rating (32%) is 9% lower than the state overall.
- 44% (+7 overall) are very concerned their community will be impacted by disasters related to climate change in the near future.

SOUTHEAST REGION

- Top region to prioritize addressing homelessness (22%) in the state.
- 9% less say their financial situation has improved over the past year, the lowest region in the state for consecutive years.
- 5% more say the U.S. and Colorado are headed in the wrong direction.
- Least likely to have been contacted by anyone to register or vote at this point in the campaign (-6%).
- 35% approval rating for President Trump, 6% lower than the state overall.
- 48% say Latinos are treated unfairly by the criminal justice system.

WEST REGION

- 4% more list improving wages and income as a top federal priority.
- 4% more say their financial situation has improved over the past year.
- 59% say Colorado is going in the right direction; 7% more say their county is going in the right direction.
- Nearly half (47%) have not been contacted by anyone for political mobilization.
- 33% say the Governor has been very effective at addressing the issues important to the Latino community (+10%).
- 91% say communities near oil and gas extraction sites should be protected from environmental hazards caused by extraction.



SOCIO-DEMOGRAPHIC PROFILE OF THE LATINO COMMUNITY IN COLORADO

The annual survey includes a host of demographic variables to help provide a socio-demographic profile of the Latino community in the state. To track the most preferred ethnic identification terminology of the community, each survey opens by asking all respondents what their preferred term is when describing their ethnicity. Hispanic remains the most preferred term in Colorado at 78%, with Latina/Latino second at 19%, and Latinx preferred among 2% of the sample. The most common national origin among Latinos in Colorado is Mexico at 56%, with the next most commonly cited national origin being Spain at 12%.

Although Colorado has experienced significant population growth driven highly by Latino immigrants moving into the state, 62% of Latinos have lived in Colorado for more than 20 years, and another 25% between 10 and 20 years. Just 13% report having lived in the state for less than 10 years. The majority (80%) of the entire sample reported their family having lived in Colorado for many generations.

Regarding religious affiliation, 36% of the sample identified as Catholic (the most common religion among Latinos in Colorado), followed by Christian/Protestant at 25%. Atheist or non-religious was the third most common response at 14%, with another 15% reporting that while they are spiritual they do not practice a religion.

It remains important for political leaders and organizations interested in communicating with the Latino community in Colorado to do so bilingually. Overall, 23% of survey respondents in the representative sample of Latinos decided to take the survey in Spanish. Furthermore, 70% of all respondents reported that they speak Spanish in their homes at least weekly, with 42% reporting they do so every day.

Most Latinos in the state are either employed full time (58%) or working part-time jobs (14%), with only 8% of Latinos currently unemployed but looking for employment. Overall, 15% of Latinos are self-employed. Construction, landscaping, and retail are the most commonly reported occupations (7% each). Healthcare (6%) and restaurants (6%) also have high concentrations of Latino workers.



COLORADO LATINO POLICY AGENDA 2025

THE COLORADO LATINO POLICY AGENDA IS AN INITIATIVE OF



Based in Colorado's Western Slope, Voces Unidas de las Montañas is an immigrant-led, rural, nonpartisan 501(c)(3) nonprofit organization driving community-informed policy at the local, regional, state, and federal levels. We focus on organizing, policy and research, leadership development, and nonpartisan voter engagement.

Learn more at vocesunidas.org.



**COLORADO
ORGANIZATION FOR
LATINA
OPPORTUNITY AND
REPRODUCTIVE RIGHTS**

Colorado Organization for Latina Opportunity and Reproductive Rights (COLOR) is a community-rooted 501(c)(3) nonprofit organization that works to enable Latinx individuals and their families to lead safe, healthy and self-determined lives.

Learn more at colorlatina.org.

Methodology Statement:

BSP Research is a national firm with 20-plus years of helping community-based organizations research a diversifying United States.

The poll is based on a survey of $n = 1,700$ randomly drawn and representative sample of Latinos across the state of Colorado ($\pm 2.4\%$). Data was collected between July 10 and August 6, 2025 through a blended approach including web-based ($n = 1,110$) and telephone interviews ($n = 590$) across both landlines and cell phones, in either Spanish or English, with $n = 447$ conducted in Spanish.

The data was weighted to the best-known estimates of the U.S. Census CPS Survey across key demographics in Colorado for the Latino population.

COLORADO LATINO POLICY AGENDA 2025



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