

HISPANICS

A person with ancestry from a country whose primary language is Spanish

A 2023 study by the [Colorado Health Institute](#) found that most Hispanic Coloradans identify as Mexican or Mexican American (62.6%), and a significant portion identified as Chicano (27.1%)

LATINOS

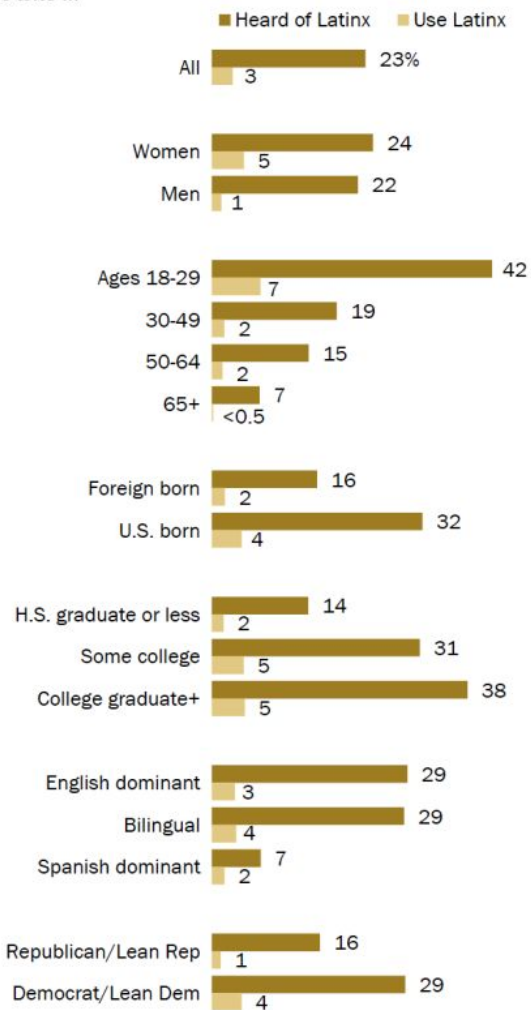
A person with origins from anywhere in Latin America (Mexico, South and Central America), and the Caribbean



There's **no single "Hispanic culture"** — experiences vary by country, region, class, and generation. Includes Afro-Latino, Indigenous, and Mestizo heritage.

Young adults, college graduates some of most likely to have heard of Latinx

% who ...



Note: "Some college" includes those with an associate degree and those who attended college but did not obtain a degree. No answer responses not shown.

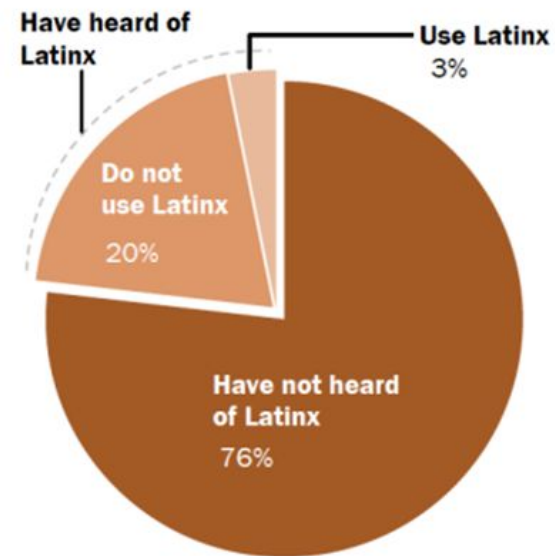
Source: Survey of U.S. Latino adults conducted Dec. 3-23, 2019. "About One-in-Four U.S. Hispanics Have Heard of Latinx, but Just 3% Use It"

PEW RESEARCH CENTER

LATINX?

Most Latino adults have not heard of the term Latinx; few use it

% who ...



Note: No answer responses not shown.

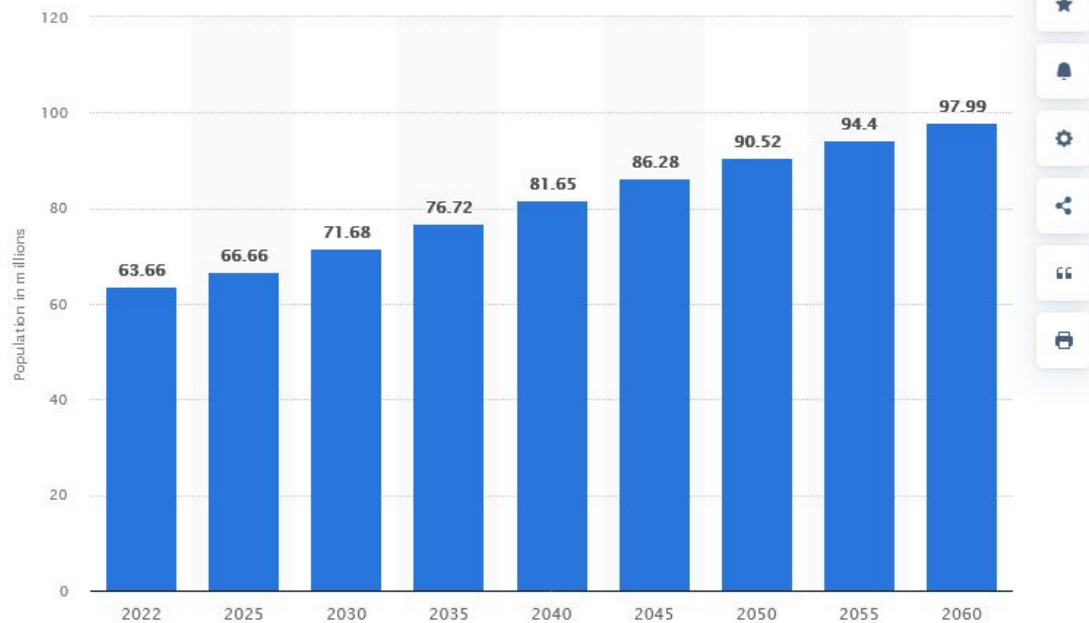
Source: Survey of U.S. Latino adults conducted Dec. 3-23, 2019.

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WHY IS IT IMPORTANT TO INCLUDE THESE COMMUNITIES?

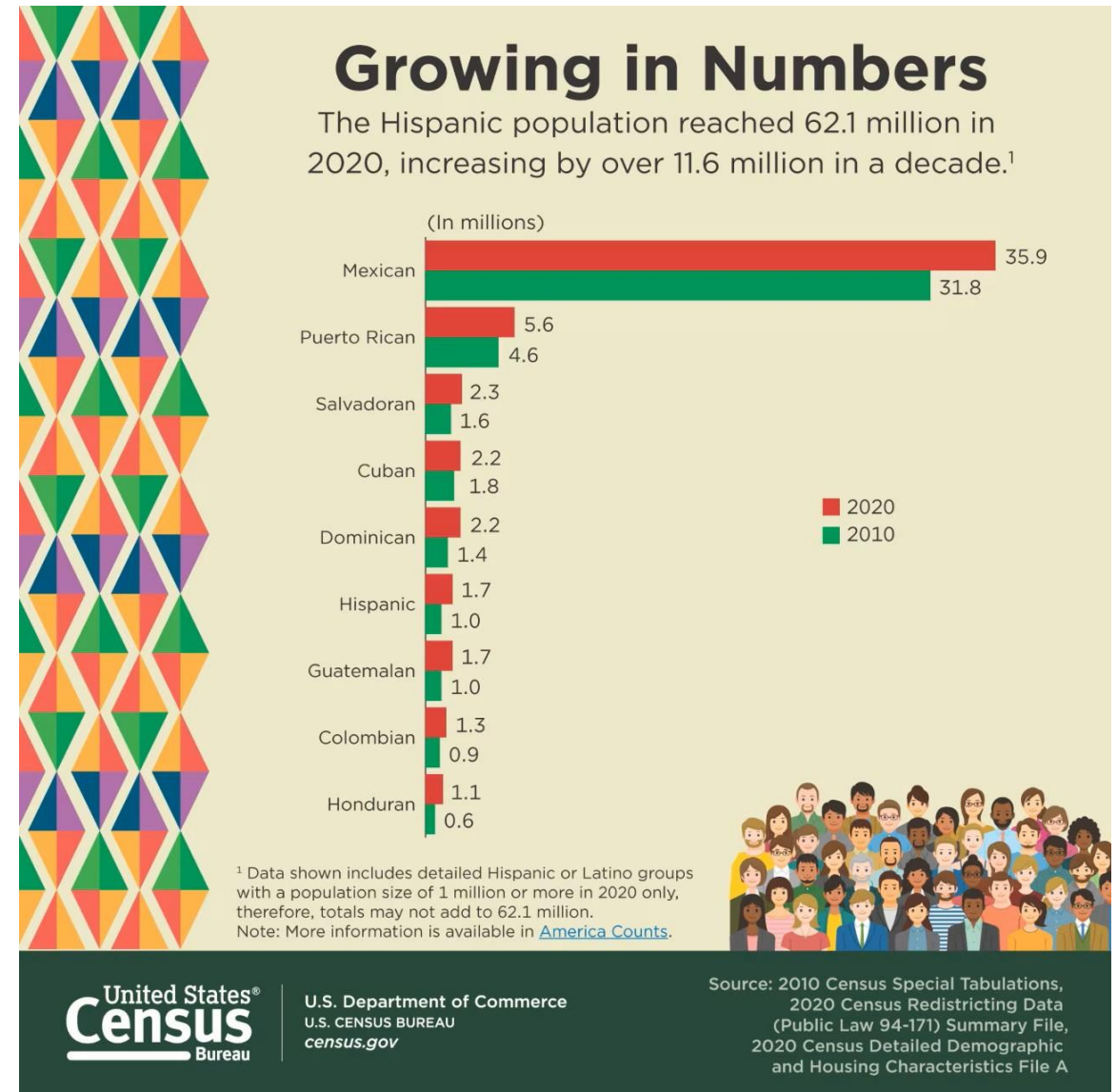
Forecast of Hispanic population of the US from 2022-2060



[Additional Information](#)

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[Show source](#)



GENERAL CULTURAL VALUES OF HISPANICS

Strong Family Networks

- Extended families often live together or very close by.
- Family responsibility is emphasized — adult children may care for aging parents at home rather than placing them in elder care.
- It's common to see grandparents, cousins, and siblings all playing a role in raising children. cooperative parenting — an aunt or older sibling may discipline or guide children, not just parents.
- Elders are respected as sources of wisdom and central family figures.

Collectivism Over Individualism

- Many Hispanic cultures emphasize the well-being of the group over the individual.
- Decisions are often made based on what's best for the family or community.
- There's often less emphasis on privacy or independence, more on togetherness and support.
- Children are often at the center of family activities, and family outings are planned with them in mind.

Informal Roles Over Official Titles

- Leadership in the family doesn't always follow legal or formal roles — it could be the oldest sibling, the uncle, or the matriarch.
- Emotional leadership often trumps formal hierarchy.

Hospitality and Sharing

- Visitors, even strangers, are often treated like extended family — offered food, included in conversations, etc.
- Food and celebration are often shared with others, especially in outdoor settings like parks.

HISTORY OF MEXICANS IN COLORADO

Mexicans have been part of Colorado's history since before it became U.S. territory in 1848. Early settlers from New Mexico founded towns like San Luis, the state's oldest.

Migration grew in the early 1900s as Mexicans worked in farming, mining, and railroads. Despite discrimination, they built lasting communities. The Chicano Movement of the 1960s–70s, led by activists like Corky Gonzales, fought for civil rights.

Today, Mexican Americans play a vital role in Colorado's culture and identity.

[I Am Denver Documentary](#)

[History Colorado: Hispanic/Latino Historical Overview](#)

HISPANICS IN COLORADO

21% of the population is **Hispanic**

1 in 5 Coloradans are of Latino or Hispanic origin

Nearly 80% of Hispanics in CO are native born

4% of the CO population is comprised of Latino immigrants

ENGLISH AND SPANISH LANGUAGES

47% of Hispanics in CO **speak ONLY English at home.**

This is **significantly higher** than the **national average** of **27%**.

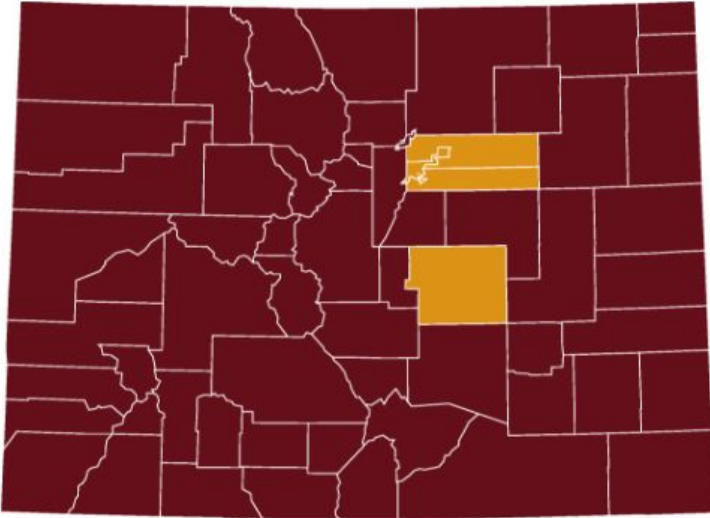
Less than 10% of all Hispanics in CO **speak Spanish only**

53% of Hispanics in CO **speak varying levels of Spanish.**

Of those who do speak Spanish, **78% speak English well** or very well.

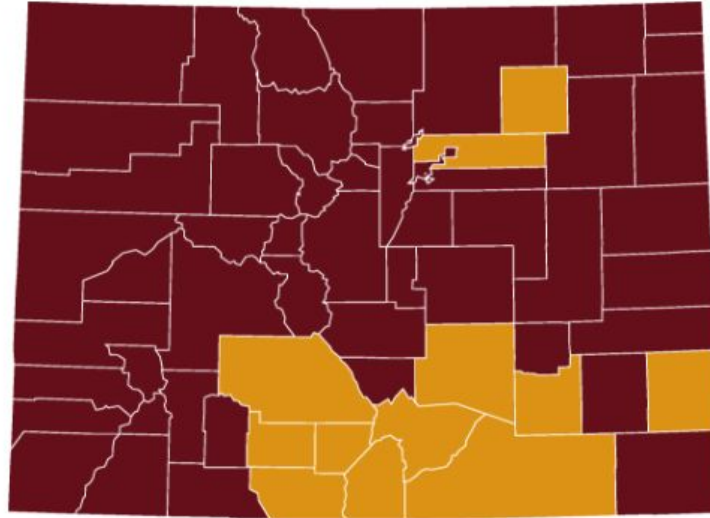
WHERE ARE HISPANICS LOCATED IN CO?

Colorado Counties with Latino population over 100,000



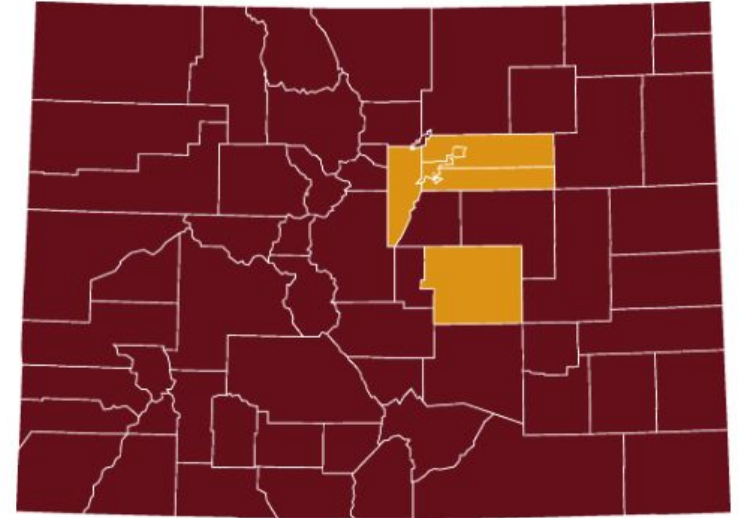
Adams, Arapahoe, Denver, El Paso

Colorado Counties with over 33% Latino population



Adams, Alamosa, Conejos, Costilla, Huerfano, Las Animas, Morgan, Otero, Prowers, Pueblo, Rio Grande, Saguache

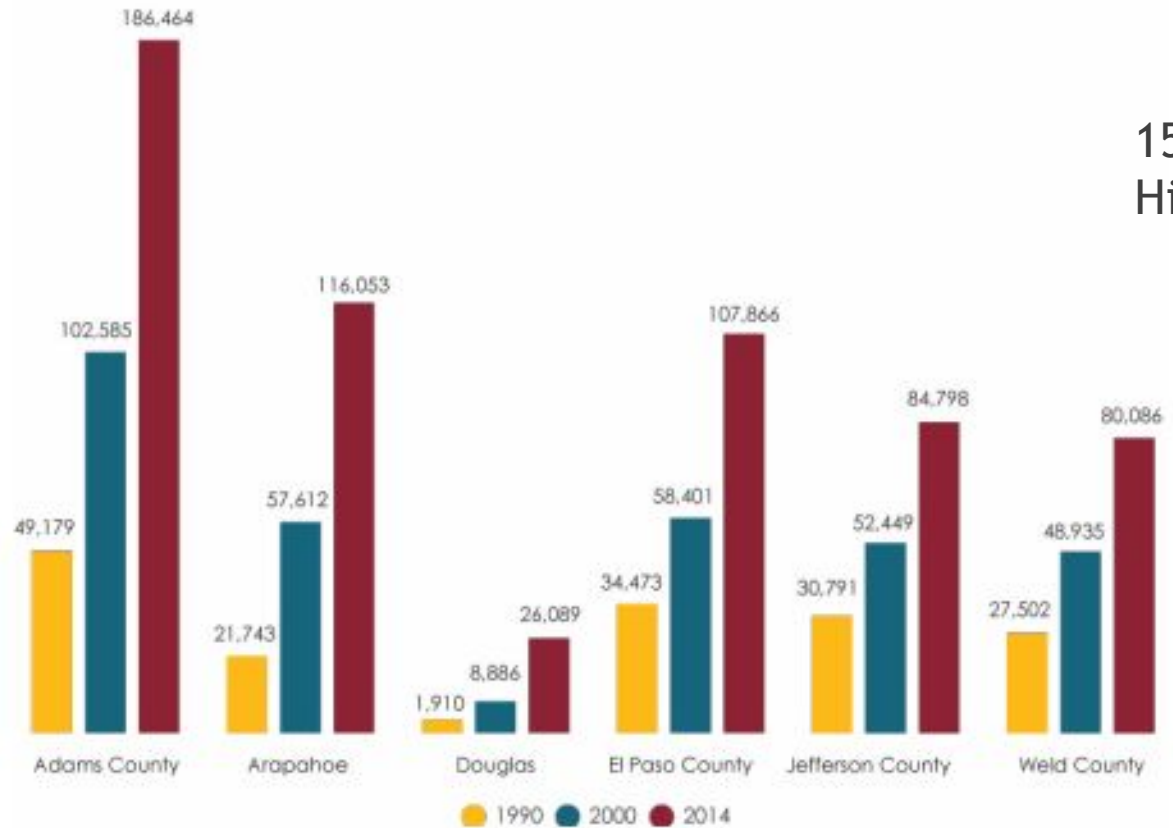
Colorado Counties with Highest Latino Population Increase (2010-2014)



Adams, Arapahoe, El Paso, Jefferson, Weld

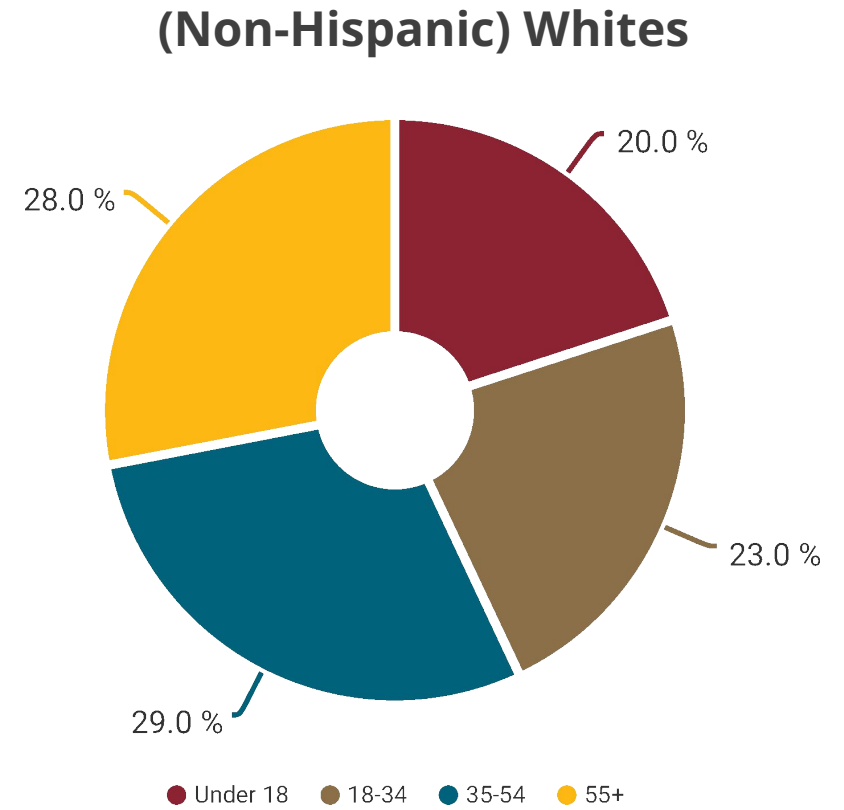
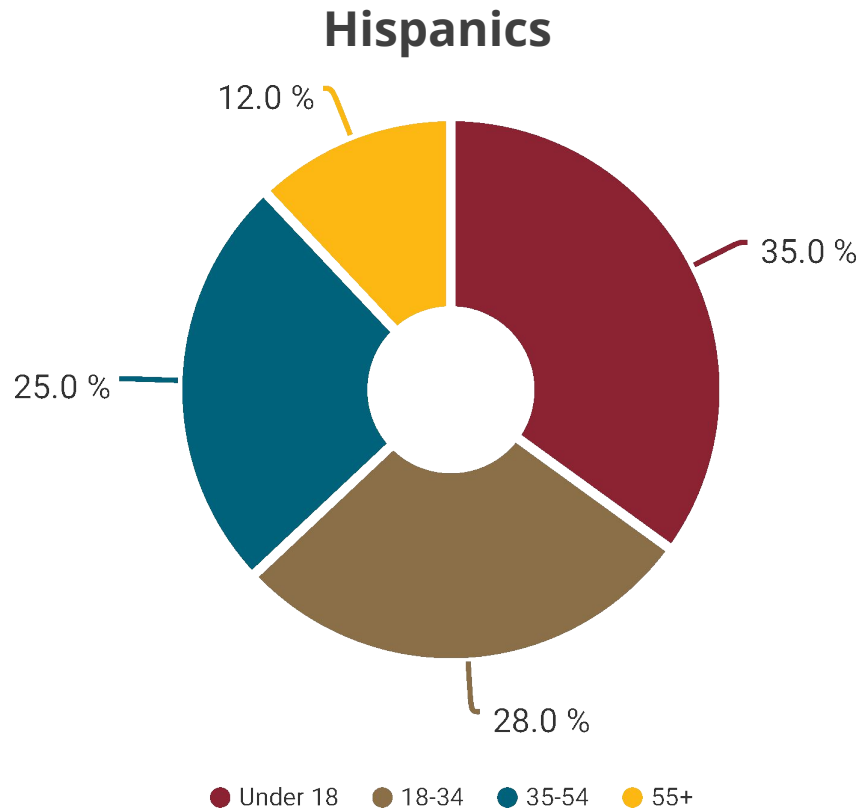
WHERE ARE HISPANICS LOCATED IN CO?

Latino Population Growth in Select Colorado Counties



15.9% of people in JeffCo are Hispanic ~92,000 people

AGE DISTRIBUTION OF HISPANICS IN COLORADO



The median age of Hispanics in CO is 27 compared to 42 for non-Hispanic whites

(self-identified ethnicity, not by birthplace)

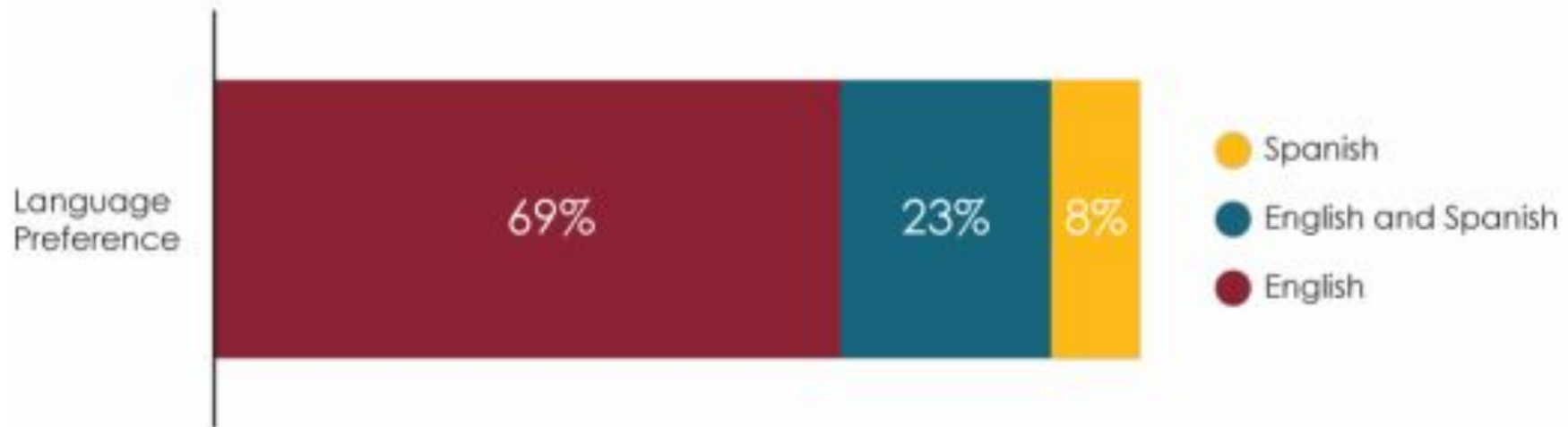
Ancestry by origin (2019 surveys) ^[8] ↕	Population ▼	% ↕
Mexican	920,228	
"Spanish"	54,922	
"Spaniard"	50,819	
Puerto Rican	42,525	
Salvadoran	24,375	
Cuban	12,823	
Guatemalan	11,901	
Peruvian	8,824	
Colombian	8,149	
Honduran	5,616	
Dominican	4,920	
Venezuelan	4,710	
Argentine	4,448	
Costa Rican	4,118	
"Spanish American"	3,161	
Panamanian	3,026	
Chilean	2,890	
Nicaraguan	2,035	
Ecuadorian	1,922	
Bolivian	1,521	
Paraguayan	204	
Uruguayan	183	
All other	83,342	
Total	1,256,903	

SELF-IDENTIFIED ETHNICITIES IN COLORADO STATS

American Community Survey
US Census Bureau, 2019

CONSUMPTION OF MEDIA BY LANGUAGES

Media Language Preference Among Colorado Latinos (%)



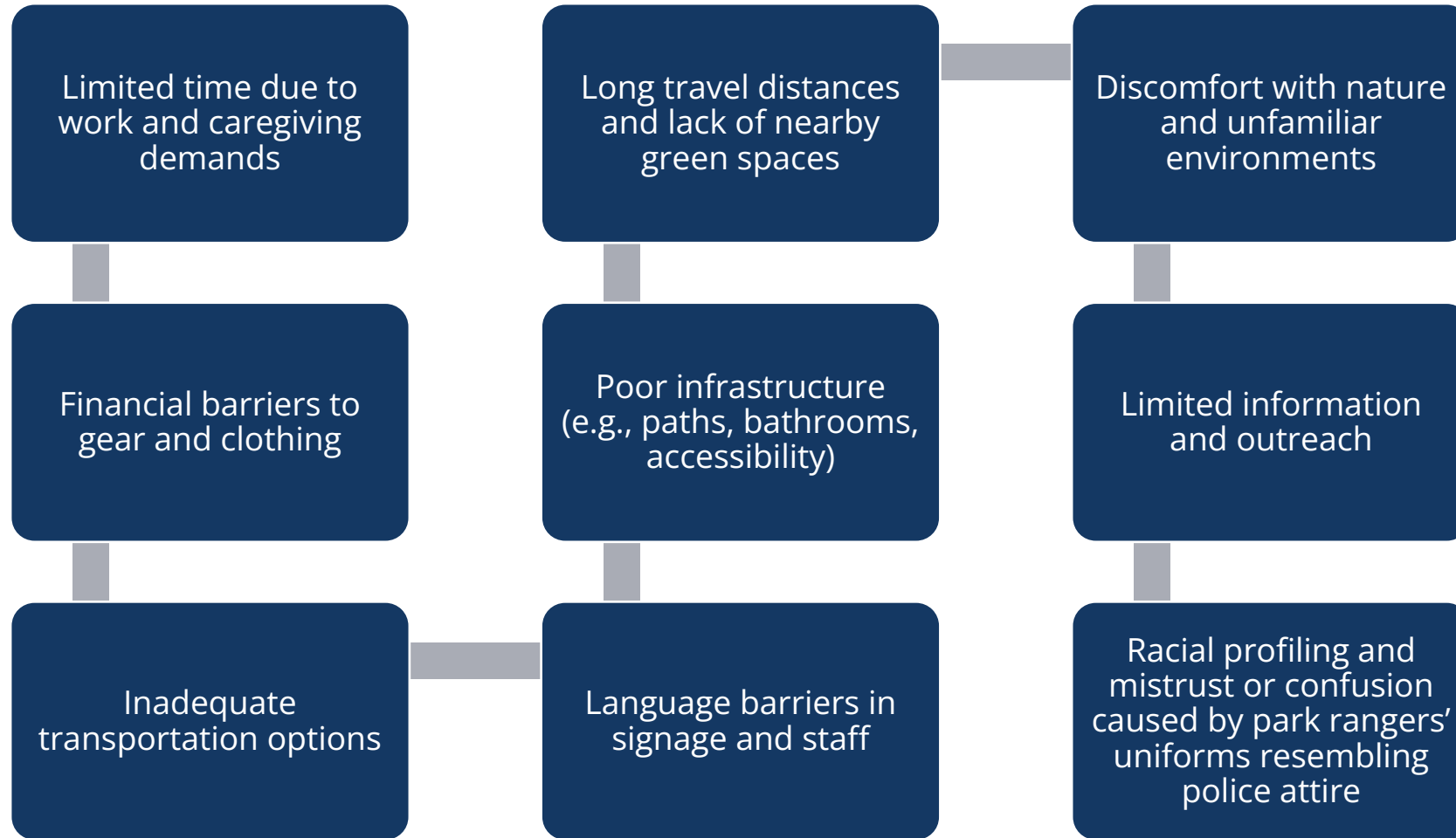
Spanish media is an important source of information for more than 1 in 4 Colorado Hispanics

OUTDOOR CULTURAL VALUES FOR HISPANICS

- 1
Value group recreation and family time in nature
- 2
Prefer parks with picnic areas, amenities, and good trails
- 3
Visit to relax, socialize, enjoy scenery, and engage in children's activities
- 4
Rely on friends, family, and the internet for park info
- 5
Appreciate bilingual communication and nearby, well-maintained spaces

Ooi, N, Martin, S., Franks, T., & Bright, A. (2017). Examining outdoor recreation barriers, constraints, amenity preferences, and communication and outreach needs of the Latino/Hispanic community in and around the Denver Metro Region, Colorado. Research report conducted for Boulder County Parks and Open Space and Denver Parks and Recreation

BARRIERS TO HISPANICS BEING IN THE OUTDOORS



Edberg, Shanna. Latinos Face Challenges Accessing the Outdoors - and Climate Change is Adding to those Barriers. *The Revelator*

HISPANIC HEALTH INFORMATION

Chronic Disease: Hispanic communities experience disproportionately high rates of obesity and type 2 diabetes, influenced by socioeconomic disparities and genetic predispositions.

[NIH; HHS Office of Minority Health]

Barriers to Healthcare Access: Limited insurance coverage, language barriers, and concerns related to immigration status hinder access to preventive and clinical care.

[ASPE; NCBI]

Diet: Traditional diets rich in whole foods often decline with acculturation, leading to increased consumption of processed and calorie-dense foods.

[NCBI]

Mental Health Disparities: Elevated levels of depression, anxiety, and stress are reported, yet cultural stigma and systemic barriers contribute to underutilization of mental health services.

[UnidosUS; NCBI]

HISPANIC COMMUNITIES AND THEIR PHYSICAL HEALTH



Men were more likely to exercise in parks whereas women were more likely to exercise at home



The top constraint for women was lack of childcare and for men it was being too tired after work.



A large proportion of respondents were totally inactive and did not participate in moderate or vigorous leisure time physical activity (LTPA)

RECOMMENDATIONS FOR ACCESSIBILITY FOR HISPANICS IN THE OUTDOORS

Maintain	clean, accessible facilities
Improve	trail maps, signage, and directions
Provide	bilingual and educational signs
Enhance	websites with clear, updated info
Use	social media for outreach and engagement

CHANGING DYNAMICS OF LATINO OUTDOOR RECREATION ON NATIONAL AND STATE PUBLIC LANDS

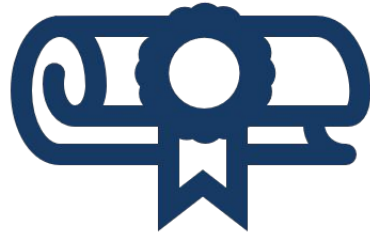
Latinos are increasingly participating in overnight backpacking and camping, expanding beyond day-use activities.

They strongly support the protection of public lands.

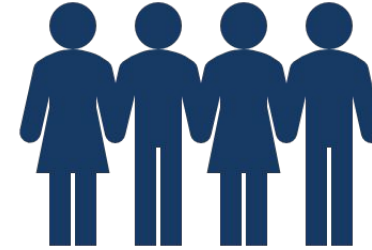
Many feel welcomed on federal and state lands, noting friendly staff and visitors, which enhances their sense of belonging.

Group picnicking and hiking remain popular, especially with extended family and friends.

WHAT IS GENTRIFICATION?



A process where wealthy, college-educated individuals begin to move into poor or working-class communities, often originally occupied by communities of color



Rising costs of living and a changing community culture can make for a difficult adjustment for longtime residents. These changes may drive out people of color and minority-owned businesses.

HISPANIC POPULATIONS DECLINE IN DENVER

Gentrification studies have illustrated that many historically Hispanic communities and neighborhoods have been or soon will be completely gentrified

Hispanics are increasingly moving to surrounding suburbs which is contributing to increased population growth to Denver's neighboring counties

34% of Denver's population is Hispanic

JCOS FOCUS GROUP 2024 RESULTS

- **Language and Communication Barriers**

Participants highlighted **language obstacles** when accessing park services, noting most resources (flyers, signage) are in English.

Lack of Spanish-speaking staff was a concern, with participants relying on custodial staff for translation.

Simply having Spanish signage wasn't enough; there was a strong desire for **Spanish-speaking staff** who understand the community's needs.

- **Cultural Relevance and Inclusion**

Parks and recreation activities often felt geared toward **English-speaking, non-Hispanic** communities.

A **lack of culturally inclusive programming** and outreach was noted, especially activities that align with **family-oriented traditions**.

- **Awareness and Accessibility**

Outreach strategies were seen as ineffective; translated materials were often not distributed through channels that reach **Hispanic residents** (e.g., community centers, local Spanish-language social groups).

- **Perception of Community Prioritization**

Hispanic community members felt **overlooked by park managers** in park-related activities, leading to a sense that their needs were insufficiently prioritized.

FOCUS GROUP SUGGESTIONS FOR IMPROVEMENT



Increased Spanish-Language Support:

Employing bilingual staff and using translation tools to bridge communication gaps across the county. In addition, information should be offered in Spanish where possible on-site.



Targeted Marketing:

Utilizing Spanish-language media such as radio, TV, and community social media platforms to disseminate information about events and services. Furthermore, working with local Hispanic groups (e.g., Lakewood Latinos, among others) to better involve these communities where they discuss important topics.



Cultural Programming:

Incorporating culturally relevant events and activities that invite Hispanic residents to engage in the natural spaces of Jefferson County.



Community Integration:

Establishing stronger connections between park staff and Hispanic community leaders to foster trust and participation.