November 28, 2023

COLORADO
POLLING
INSTITUTE

CYGNAL

Aspect Strategic

Survey of Likely 2024 General Election Voters

Colorado Statewide

November 26 – 27, 2023 | n=652 | ±3.83%

Insights & Analysis

- Voters in Colorado are **slightly optimistic about the direction of the state** (50% right direction; 43% wrong track), but **only** 9% think the state is ***definitely*** **headed in the right direction**. Republicans are **most pessimistic**, Democrats are **most optimistic**, and unaffiliated voters (UAFs) are largely **divided** in their sentiment – trends that generally continue throughout the political-environment aspects of the survey.
- Also notable is the massive gulf in outlook by length of residency in Colorado. Those rooted **residents** who have lived in Colorado for **more than 20 years skew negative in their outlook** (44%-50% right-wrong). This is a stark contrast to settled transplants those who have lived here between **5 and 20 years** (56%-38%), and **newcomers** who have moved here within the last five years (77%-15%).
    - In contrast to the relative optimism about the direction of Colorado, when looking at the state's **net promoter score** (NPS), there are noticeably more **detractors** (40%; NPS 1 – 6) than **promoters** (29%; NPS 9 – 10), leaving Colorado with an NPS score of -11.
- While Coloradans do tilt optimistic in their views on the state's overall outlook, they are **less hopeful about the future of several key indicators of quality of life** in Colorado. Regarding Colorado's future, a plurality (38% or above) of voters think the quality of education, being a good state to start or own a business, and being a good place to raise a family **will get worse**.

Insights & Analysis

- But of all the quality of life indicators we tested, **voters are most pessimistic about Colorado being a good place for homebuyers in the future**. A stunning 63% of voters say they expect things to get worse in the future when it comes to Colorado being a good place to buy a home, including 33% who say "much worse".
    - Notably, housing is one area where newcomers (54% get worse), settled transplants (60%), and rooted residents (64%) share a similarly gloomy outlook about the future. Both renters and homeowners also find common ground on this question: 66% of renters believe things will get worse when it comes to CO being a good place to buy a home while 61% of homeowners agree.
- A large majority of voters (59%) have **lost faith that the economy in Colorado rewards hard work** and playing by the rules. Just 32% believe that if you work hard and play by the rules, you can earn a good standard of living – these people are more likely to be men over the age of 55 and the Colorado NPS promoters.
    - In fact, responses to this question are notable not just for the wide margin by which Coloradans reject the premise that the state's economy usually rewards hard work, but also for the **consensus across traditional political fault lines**. Democrats (56%), Republicans (53%), and Unaffiliateds (65%) all agree that hard work too often doesn't lead to a good standard of living in Colorado.

Insights & Analysis

- When thinking about the **special session that addressed property taxes**, a majority of voters **have not heard enough** to form an opinion. Just 23% approve and 26% disapprove of the legislation passed by the legislature and signed by the governor.
  - However, voters do have a strong opinion about how much they pay in taxes – **61% think they're too high** (27% about right). Voters earning less than $50k stand at 68% too high / 19% about right, voters earning $50k-100k stand at 64% too high / 25% about right, and voters earning $100k+ stand at 53% too high / 35% about right.
- Voters believe that **cost of living** (40%) is the most important issue for the Colorado state government to address. **Crime and public safety** (29%), **housing affordability** (28%), **homelessness** (25%), and **economy and jobs** (20%) round out the most important issues.
  - There are significant gaps in prioritization of housing affordability along **generational and homeownership lines**. Housing affordability (49%) shoots to the number one issue for those aged 18-29 while only 17% of seniors agree. Renters in the state also prioritize housing affordability (49%) above other issues; only 20% of people who own their home agree.
  - Further, **crime and public safety rank as a high priority for seniors** (41%) and Trump supporters (46%) but only 19% of young voters and 18% of Biden voters agree.

Insights & Analysis

- Voters are divided on what they think is **most responsible** for the **increasing cost of rent** in the state with a 4-point lean towards **market forces** like low housing supply and high demand (43%) over **greed and price gouging** on the part of landlords (39%). 14% of voters think "something else" other than greed or market forces is responsible for the increasing costs.
  - However, there is a significant gap in perspective by homeowner status: 52% of renters say greed and price gouging are more responsible, while only 34% of homeowners agree.
- Just shy of half of voters would support the state funding and establishing targets for local governments to **build more housing near transit**, bus stops, and commercial areas – an idea potentially up for discussion at the State Capitol this session. 30% would oppose.
  - Percentages are considerably higher among renters (62% support) and voters of color (56% support).
- Regarding **treatment of homeless people**, there is nearly even division on whether mental health and addiction treatment should **no longer be voluntary** (43%) or if treatment should **remain voluntary** (44%) with each subgroup largely divided.
  - Among those voters who say that homelessness is one of their top issues, there is a stronger belief that treatment should no longer be voluntary, with 55% choosing this option versus just 35% who say it should remain voluntary.

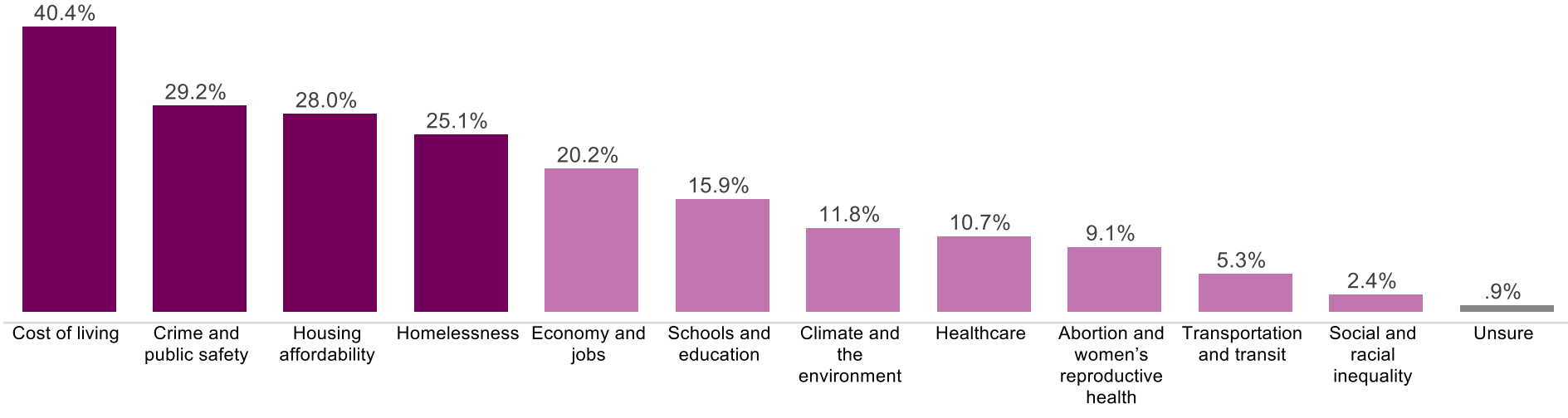
Insights & Analysis

- The **Initiative 50 ballot is tied** (35% No; 34% Yes), but 31% voters are undecided. This isn't surprising this far out from the election on a new issue but is a worrying sign for “Yes” supporters to be 16 points below the 50% threshold.
  - There is little uniformity across party lines, though Democrats **show most support** and Republicans **show the most opposition**.
  - Homeowners (No 39%) are 12 points more likely to oppose the Initiative 50 ballot measure than are Renters (No 27%).
- Regarding voters’ trust and distrust levels for various societal institutions and actors, only **small businesses** in Colorado (69% trust) and **election administrators** (55% trust) are trusted by a majority to do the right thing.
  - Voters trust the **federal government** (61% distrust) and **large corporations in Colorado the least** (56% distrust), while they're more evenly split on **state** (-8 net trust) **and local government** (1:1 net trust). Journalists (-2 net trust) find themselves equally trusted and distrusted driven by 64% distrust among Republicans, muddled trust with UAFs (35% trust; 37% distrust), and 61% trust among Democrats.

Insights & Analysis

- Using the data from voters' self-described level of distrust in these institutions and societal actors, we created a "**distrust index**". Voters who rank highest in the distrust index are those who frequently said they distrusted these groups to do the right thing, whereas those who ranked low in the index rarely said they distrusted these institutions and actors.
  - Overall, 48% of Coloradans rank low on the distrust index (scoring 0-3 out of a possible score of 14), 30% rank in the middle (scoring 4-7), and 21% rank high (scoring 8 or higher).
  - Scores on the distrust index have a distinctly partisan and ideological bent. Just 4% of Biden voters fall into the **"high distrust" category**, compared to **46% of Trump voters**. Similarly, only 5% of self-described liberals and 15% of moderates are "high distrust"; in contrast, 57% of *very* conservative voters and 30% of *somewhat* conservative voters are "high distrust".
  - When looking at **socio-economic indicators**, such as education and income, we find trust gaps emerge as well. Among **those making under $25k annual household income, 35% are high distrust**, more than double what we find among those with incomes $100k+. And among voters who never attended college, 34% are high distrust versus only 17% among those with a four-year degree or higher.
  - Also notable are the **racial dynamics** of institutional trust. Among **white voters, 47% fall into the medium or high distrust categories**. But among **voters of color, 67% are medium or high distrust**.

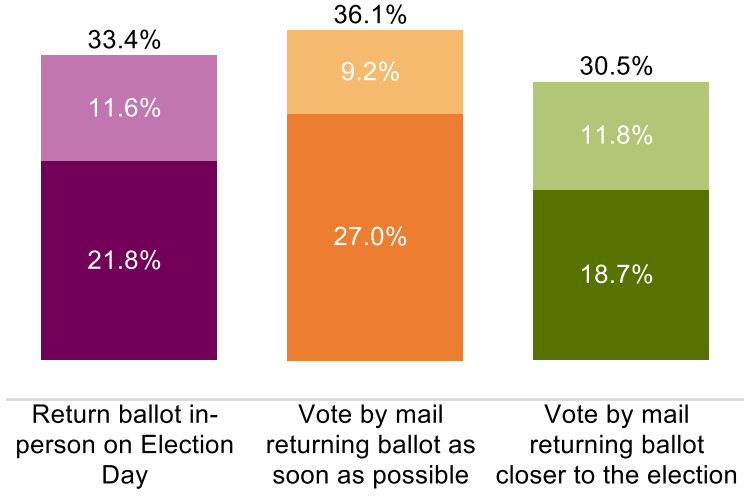
Top Priority



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Denver Metro	Central CO	East CO	SouthWest CO	Republican	Unaffiliated	Democrat	Owner	Renter	Promoters	Passives	Detractors	White	Voters of Color	<20 years	20+ years	<$75k	$75K+
Cost of living	44%	35%	47%	35%	32%	51%	48%	33%	39%	39%	47%	37%	46%	39%	34%	38%	47%	29%	42%	47%	37%	54%	40%	41%	47%	35%
Crime and public safety	21%	35%	23%	41%	33%	29%	24%	30%	32%	28%	27%	29%	39%	34%	14%	32%	21%	24%	23%	38%	29%	22%	23%	32%	24%	33%
Housing affordability	37%	18%	34%	20%	21%	35%	33%	24%	23%	25%	31%	34%	21%	34%	26%	20%	49%	27%	36%	24%	27%	34%	34%	25%	37%	22%
Homelessness	24%	26%	27%	23%	28%	22%	28%	23%	36%	16%	23%	27%	24%	24%	28%	25%	26%	28%	25%	24%	25%	29%	29%	23%	24%	26%
Economy and jobs	15%	18%	25%	25%	27%	23%	17%	15%	19%	22%	18%	22%	31%	18%	14%	23%	12%	18%	20%	22%	20%	18%	16%	23%	18%	21%
Schools and education	17%	18%	14%	15%	17%	11%	12%	22%	10%	22%	17%	14%	12%	15%	20%	18%	9%	21%	14%	13%	17%	13%	17%	15%	10%	21%
Climate and the environment	12%	17%	8%	11%	11%	7%	12%	16%	9%	16%	8%	14%	3%	12%	21%	13%	11%	22%	9%	7%	14%	5%	13%	11%	14%	11%
Healthcare	14%	13%	7%	9%	7%	8%	11%	15%	10%	12%	10%	11%	11%	5%	18%	11%	8%	12%	13%	8%	11%	8%	9%	11%	12%	10%
Abortion and women's reproductive health	10%	10%	7%	10%	10%	6%	9%	11%	11%	11%	8%	6%	7%	7%	15%	9%	10%	12%	11%	6%	10%	8%	11%	8%	9%	10%
Transportation and transit	4%	8%	3%	7%	7%	3%	4%	8%	8%	4%	5%	5%	4%	6%	5%	6%	4%	5%	4%	6%	6%	3%	5%	6%	2%	7%
Social and racial inequality	2%	4%	2%	2%	2%	1%	3%	3%	3%	3%	2%	2%	1%	3%	4%	3%	0%	3%	3%	2%	2%	4%	2%	3%	2%	2%
Unsure	1%	0%	1%	1%	2%	1%	1%	0%	0%	1%	2%	0%	0%	1%	1%	1%	1%	0%	0%	2%	1%	1%	1%	1%	1%	0%

Which two of the following issues are most important for the Colorado state government to address? Please select two.

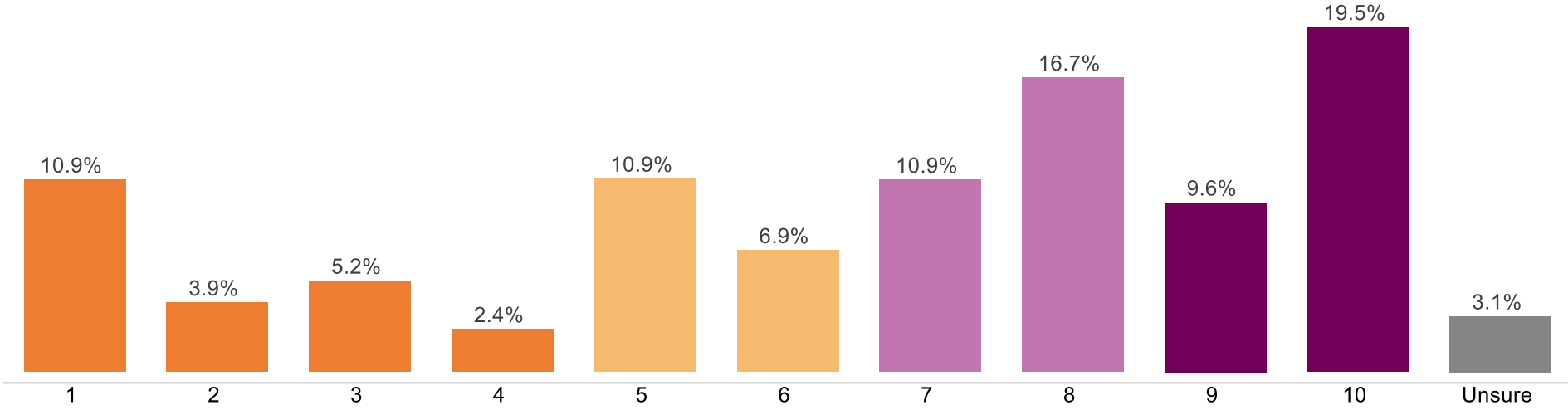
Vote Method



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Denver Metro	Central CO	East CO	SouthWest CO	Republican	Unaffiliated	Democrat	Owner	Renter	Promoters	Passives	Detractors	White	Voters of Color	<20 years	20+ years	<$75k	$75K+
Definitely return ballot / vote	64%	71%	66%	70%	67%	69%	65%	69%	64%	68%	66%	72%	72%	63%	70%	70%	60%	70%	67%	65%	69%	61%	63%	70%	65%	69%
Probably return ballot / vote	36%	29%	34%	30%	33%	31%	35%	31%	36%	32%	34%	28%	28%	37%	30%	30%	40%	30%	33%	35%	31%	39%	37%	30%	35%	31%
Return ballot in-person on Election Day	38%	25%	44%	24%	29%	42%	37%	28%	34%	27%	32%	41%	43%	30%	26%	30%	43%	26%	28%	41%	29%	48%	35%	32%	37%	30%
Vote by mail returning ballot as soon as possible	25%	47%	28%	48%	40%	34%	30%	39%	28%	42%	39%	36%	30%	34%	45%	40%	26%	47%	31%	32%	39%	25%	35%	37%	32%	39%
Vote by mail returning ballot closer to the election	37%	28%	28%	27%	31%	24%	33%	33%	38%	31%	29%	24%	26%	35%	29%	30%	31%	27%	42%	26%	32%	28%	29%	31%	31%	31%
Definitely return ballot in-person on Election Day	25%	17%	26%	17%	18%	27%	27%	17%	22%	16%	22%	28%	32%	19%	15%	20%	28%	15%	19%	27%	20%	30%	22%	22%	23%	20%
Probably return ballot in-person on Election Day	12%	7%	18%	7%	11%	15%	9%	11%	12%	11%	11%	12%	11%	12%	10%	10%	16%	11%	9%	14%	10%	17%	13%	10%	14%	10%
Definitely vote by mail returning ballot as soon as possible	18%	36%	21%	36%	29%	26%	21%	30%	19%	32%	26%	30%	20%	24%	38%	32%	14%	35%	24%	23%	29%	18%	25%	28%	24%	29%
Probably vote by mail returning ballot as soon as possible	7%	11%	7%	12%	10%	8%	9%	9%	9%	10%	12%	6%	10%	10%	7%	8%	13%	11%	6%	9%	10%	7%	10%	9%	8%	10%
Definitely vote by mail returning ballot closer to the election	21%	17%	18%	17%	20%	16%	16%	22%	23%	21%	17%	13%	20%	20%	17%	19%	19%	19%	25%	15%	21%	13%	16%	20%	18%	20%
Probably vote by mail returning ballot closer to the election	16%	11%	9%	10%	12%	8%	17%	11%	15%	11%	11%	10%	7%	15%	13%	11%	12%	8%	17%	11%	11%	14%	13%	11%	13%	12%

How do you plan to vote in the November 2024 general election for President and U.S. Congress, if at all?

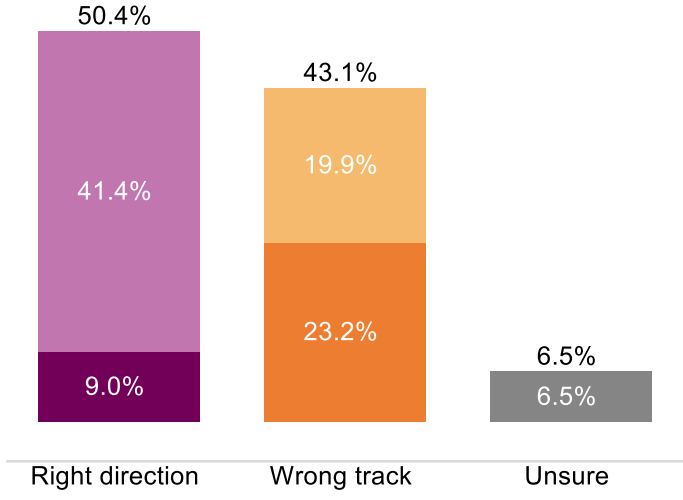
NPS Colorado



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Denver Metro	Central CO	East CO	SouthWest CO	Republican	Unaffiliated	Democrat	Owner	Renter	White	Voters of Color	<20 years	20+ years	<$75k	$75K+
1	9%	12%	11%	12%	8%	15%	13%	8%	9%	10%	16%	9%	16%	10%	8%	11%	9%	9%	14%	4%	14%	8%	11%
2	4%	2%	7%	3%	6%	4%	3%	3%	3%	7%	3%	2%	2%	6%	2%	4%	4%	3%	4%	2%	5%	6%	2%
3	3%	3%	3%	12%	10%	5%	4%	3%	5%	5%	4%	7%	6%	7%	2%	5%	6%	6%	2%	2%	7%	5%	5%
4	2%	2%	1%	5%	5%	1%	2%	2%	1%	5%	3%	1%	4%	1%	2%	3%	0%	2%	1%	2%	3%	2%	3%
5	13%	13%	5%	13%	9%	9%	17%	9%	13%	11%	12%	7%	14%	14%	5%	11%	11%	10%	13%	10%	11%	12%	10%
6	6%	6%	9%	7%	10%	7%	4%	7%	8%	6%	6%	7%	8%	10%	3%	7%	6%	7%	7%	7%	7%	7%	6%
7	13%	5%	12%	12%	12%	13%	7%	12%	15%	9%	10%	10%	8%	12%	12%	11%	9%	12%	7%	17%	8%	10%	13%
8	20%	17%	20%	8%	11%	19%	16%	21%	14%	16%	16%	21%	13%	16%	19%	14%	24%	15%	27%	20%	15%	18%	16%
9	10%	12%	11%	6%	8%	10%	12%	9%	11%	7%	9%	12%	10%	7%	13%	10%	10%	11%	4%	12%	8%	9%	10%
10	18%	25%	18%	18%	20%	16%	18%	23%	19%	20%	20%	18%	14%	16%	30%	21%	15%	21%	20%	22%	18%	19%	21%
Unsure	3%	4%	2%	4%	3%	4%	3%	3%	2%	3%	2%	5%	5%	2%	3%	3%	5%	4%	2%	2%	4%	3%	3%

On a scale of 1 to 10, how likely are you to recommend Colorado to a friend or colleague, with 1 meaning not likely at all and 10 meaning extremely likely?

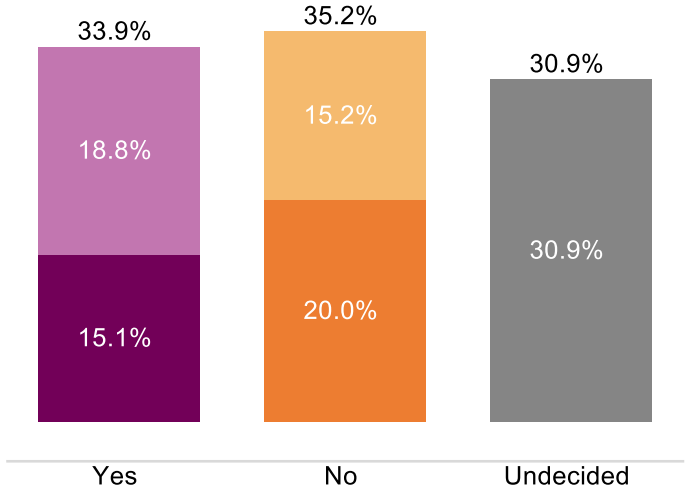
State Direction



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Denver Metro	Central CO	East CO	SouthWest CO	Republican	Unaffiliated	Democrat	Owner	Renter	Promoters	Passives	Detractors	White	Voters of Color	<20 years	20+ years	<$75k	$75K+
Right direction	53%	54%	50%	43%	52%	41%	48%	58%	59%	51%	43%	48%	27%	46%	78%	52%	44%	84%	62%	18%	52%	51%	62%	44%	51%	52%
Wrong track	40%	39%	44%	50%	42%	53%	44%	36%	35%	42%	49%	47%	67%	45%	17%	42%	45%	12%	32%	73%	42%	39%	31%	50%	42%	41%
Definitely the right direction	7%	10%	10%	9%	10%	9%	4%	12%	14%	7%	7%	9%	3%	6%	18%	10%	7%	27%	2%	1%	9%	9%	11%	8%	7%	11%
Mostly the right direction	46%	45%	40%	34%	42%	33%	44%	46%	45%	44%	36%	39%	24%	40%	60%	43%	37%	58%	60%	17%	43%	42%	51%	36%	44%	42%
Mostly the wrong track	18%	22%	20%	20%	17%	24%	23%	18%	14%	21%	19%	25%	27%	22%	9%	20%	22%	10%	20%	27%	21%	14%	19%	21%	20%	20%
Definitely the wrong track	22%	17%	24%	31%	25%	29%	21%	18%	21%	21%	29%	22%	40%	23%	8%	22%	24%	2%	12%	46%	21%	25%	12%	29%	23%	21%
Unsure	8%	7%	5%	6%	6%	5%	9%	6%	6%	7%	8%	5%	6%	9%	5%	6%	10%	3%	6%	9%	6%	11%	7%	6%	7%	6%

Generally speaking, would you say things in Colorado are headed in the right direction or off on the wrong track?

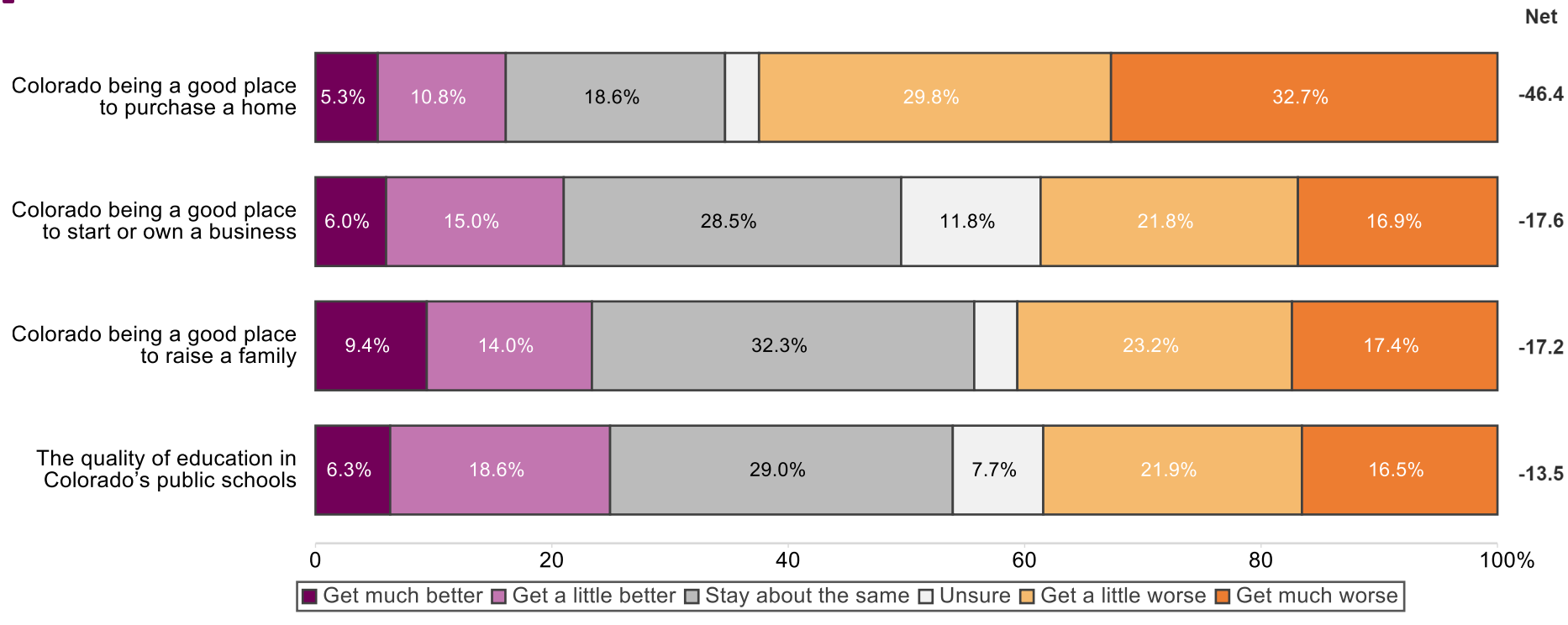
Initiative 50 Ballot



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Denver Metro	Central CO	East CO	SouthWest CO	Republican	Unaffiliated	Democrat	Owner	Renter	Promoters	Passives	Detractors	White	Voters of Color	<20 years	20+ years	<$75k	$75K+
Yes Total	34%	30%	35%	37%	36%	36%	29%	35%	37%	33%	34%	32%	32%	33%	36%	34%	34%	42%	31%	30%	33%	38%	39%	31%	32%	37%
No Total	29%	35%	38%	40%	38%	39%	33%	31%	35%	37%	34%	35%	49%	32%	30%	39%	27%	29%	35%	40%	36%	30%	27%	40%	31%	38%
Definitely yes	16%	14%	14%	17%	15%	16%	16%	14%	17%	13%	15%	16%	18%	14%	13%	15%	16%	16%	9%	18%	14%	23%	14%	16%	16%	15%
Probably yes	18%	16%	21%	20%	21%	20%	13%	20%	20%	20%	19%	16%	14%	19%	23%	19%	18%	27%	23%	11%	20%	15%	25%	15%	16%	22%
Probably no	14%	18%	17%	10%	17%	12%	18%	15%	20%	16%	11%	14%	14%	15%	17%	17%	11%	18%	15%	13%	15%	16%	12%	17%	14%	17%
Definitely no	15%	17%	20%	30%	22%	27%	15%	16%	15%	21%	23%	21%	34%	17%	13%	22%	16%	11%	19%	27%	20%	14%	15%	23%	17%	21%
Undecided	37%	35%	27%	23%	25%	25%	38%	34%	29%	30%	32%	33%	20%	35%	34%	27%	39%	29%	34%	31%	31%	32%	34%	29%	37%	25%

Please indicate if you would vote yes or no on Initiative 50, which reads as follows: Shall there be an amendment to the Colorado constitution concerning mandatory statewide voter approval to allow local governments to retain property tax revenue that exceeds 4% growth from the total statewide property tax revenue collected in the preceding year, and, in connection therewith, requiring any referred measure for such approval to be a stand-alone subject with specified language?

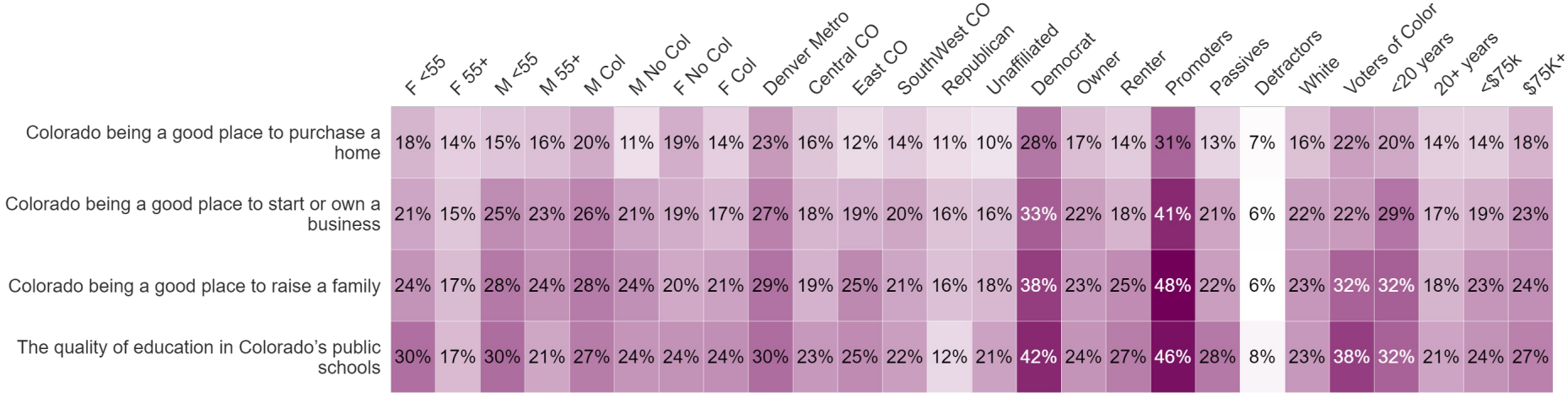
Issues



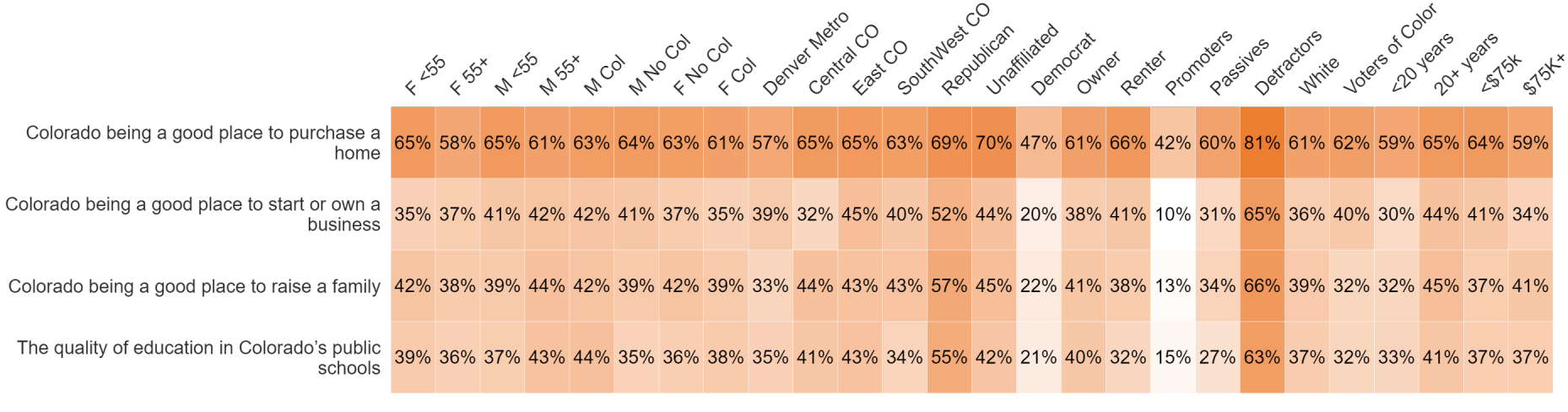
In the future, do you expect each of the following to get better, get worse, or stay about the same in Colorado?

Issues Heatmaps

Get better

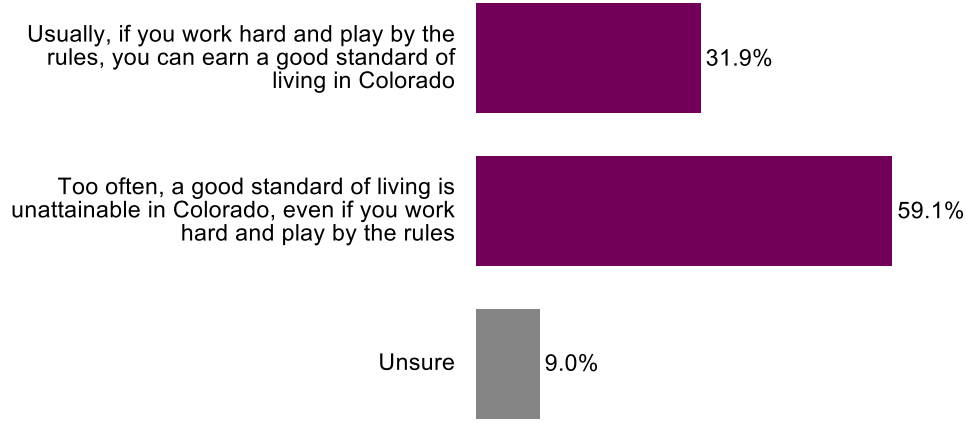


Get worse



In the future, do you expect each of the following to get better, get worse, or stay about the same in Colorado?

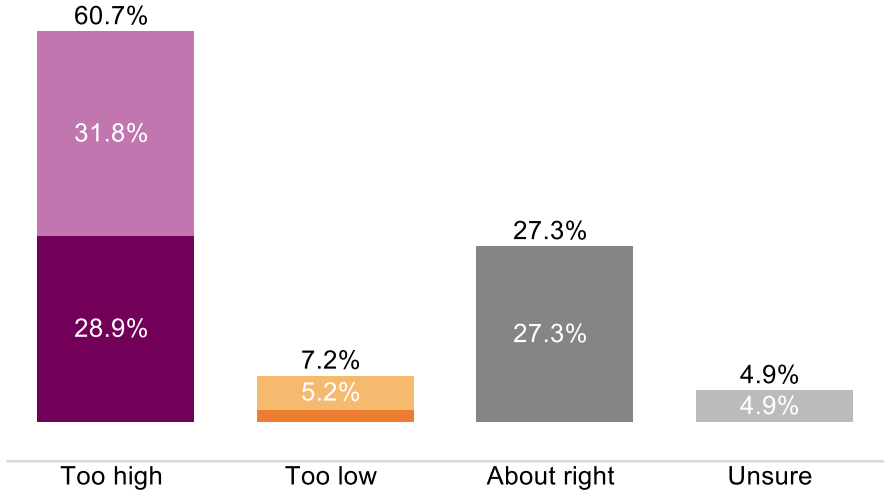
Economy in Colorado Opinion



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Denver Metro	Central CO	East CO	SouthWest CO	Republican	Unaffiliated	Democrat	Owner	Renter	Promoters	Passives	Detractors	White	Voters of Color	<20 years	20+ years	<$75k	$75K+
Usually, if you work hard and play by the rules, you can earn a good standard of living in Colorado	28%	31%	28%	43%	39%	29%	23%	35%	32%	33%	33%	29%	36%	25%	39%	38%	19%	51%	31%	18%	35%	27%	32%	32%	25%	38%
Too often, a good standard of living is unattainable in Colorado, even if you work hard and play by the rules	65%	57%	66%	46%	52%	62%	65%	58%	56%	56%	59%	65%	53%	65%	56%	55%	68%	39%	63%	72%	56%	68%	61%	58%	64%	55%
Unsure	7%	12%	7%	11%	9%	9%	12%	7%	11%	11%	8%	5%	10%	11%	5%	8%	12%	9%	6%	10%	9%	5%	7%	10%	10%	7%

Which of the following comes closest to your opinion about how the economy works in Colorado?

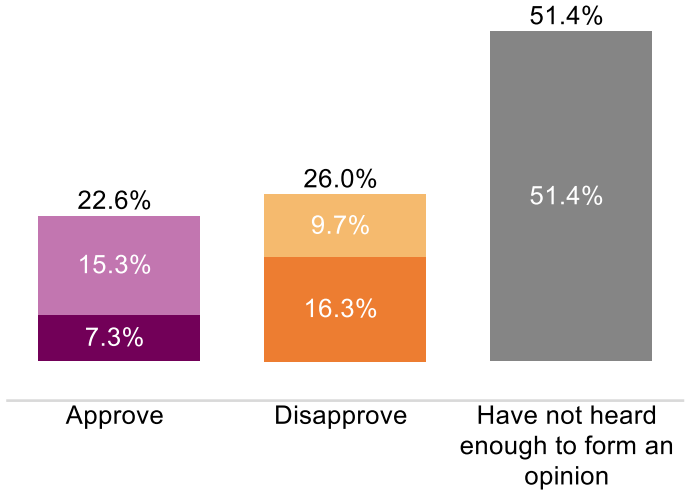
State and Local Taxes



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Denver Metro	Central CO	East CO	SouthWest CO	Republican	Unaffiliated	Democrat	Owner	Renter	Promoters	Passives	Detractors	White	Voters of Color	<20 years	20+ years	<$75k	$75K+
Too high Total	57%	59%	59%	69%	57%	70%	69%	50%	57%	57%	65%	64%	79%	59%	47%	59%	63%	46%	58%	73%	58%	73%	55%	64%	64%	57%
About right	26%	32%	29%	22%	31%	20%	20%	36%	30%	28%	23%	28%	15%	25%	41%	29%	24%	43%	30%	15%	30%	18%	33%	24%	23%	31%
Too low Total	10%	4%	9%	5%	8%	6%	7%	8%	8%	8%	8%	4%	4%	10%	6%	7%	7%	6%	7%	8%	7%	2%	6%	8%	6%	8%
Way too high	29%	24%	32%	30%	26%	36%	34%	21%	30%	23%	35%	28%	46%	26%	17%	28%	30%	15%	20%	43%	26%	39%	25%	31%	31%	26%
A little too high	28%	35%	26%	39%	31%	34%	35%	29%	27%	35%	29%	36%	33%	33%	30%	32%	33%	31%	37%	30%	32%	35%	29%	33%	33%	31%
A little too low	6%	4%	8%	2%	6%	4%	3%	7%	5%	6%	7%	2%	2%	8%	5%	6%	2%	4%	6%	5%	6%	2%	6%	5%	3%	7%
Way too low	4%	0%	1%	3%	2%	1%	3%	1%	3%	2%	1%	2%	2%	3%	1%	1%	5%	2%	1%	3%	2%	0%	0%	3%	4%	1%
Unsure	7%	5%	4%	4%	4%	4%	5%	6%	5%	6%	4%	4%	3%	6%	6%	5%	6%	5%	5%	5%	5%	6%	5%	5%	6%	4%

Considering the range and quality of services that are provided by state and local governments in Colorado, do you think taxes in Colorado are too high, too low, or about right?

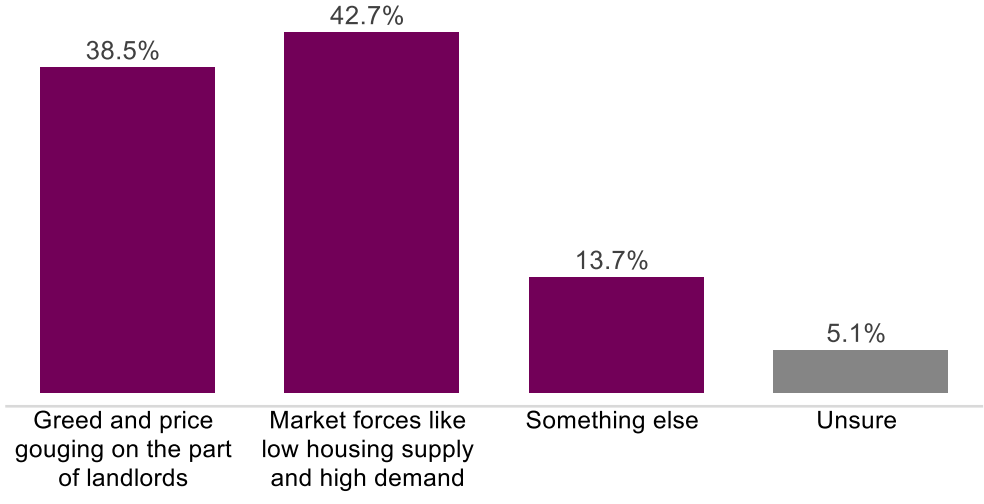
Property Tax Legislation



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Denver Metro	Central CO	East CO	SouthWest CO	Republican	Unaffiliated	Democrat	Owner	Renter	Promoters	Passives	Detractors	White	Voters of Color	<20 years	20+ years	<$75k	$75K+
Approve Total	22%	21%	26%	21%	28%	19%	18%	25%	26%	23%	19%	22%	10%	16%	43%	24%	20%	38%	25%	10%	22%	29%	26%	21%	22%	23%
Disapprove Total	19%	28%	23%	36%	27%	32%	29%	18%	24%	21%	30%	30%	48%	23%	9%	26%	27%	14%	22%	38%	26%	24%	17%	31%	24%	26%
Strongly approve	7%	8%	7%	7%	11%	3%	6%	9%	10%	7%	4%	8%	2%	5%	15%	9%	3%	15%	5%	3%	7%	8%	8%	7%	5%	9%
Somewhat approve	15%	13%	19%	14%	17%	16%	12%	16%	16%	15%	15%	15%	9%	10%	28%	15%	17%	23%	20%	7%	14%	21%	18%	14%	17%	15%
Somewhat disapprove	10%	9%	7%	14%	9%	11%	14%	6%	10%	8%	9%	12%	15%	8%	6%	8%	16%	8%	13%	9%	10%	12%	9%	10%	11%	10%
Strongly disapprove	9%	19%	16%	23%	17%	21%	15%	12%	14%	13%	21%	18%	33%	15%	3%	18%	11%	6%	9%	28%	16%	13%	8%	21%	13%	16%
Have not heard enough to form an opinion	59%	51%	51%	43%	46%	49%	53%	57%	50%	56%	51%	48%	42%	62%	48%	50%	53%	48%	54%	52%	52%	47%	56%	48%	53%	51%

As you may know, the governor called a special session of the Colorado legislature earlier this month to address property taxes. Based on what you have seen, read, or heard, do you approve or disapprove of the legislation passed by the legislature and signed by the governor in the special legislative session, or have you not heard enough to form an opinion?

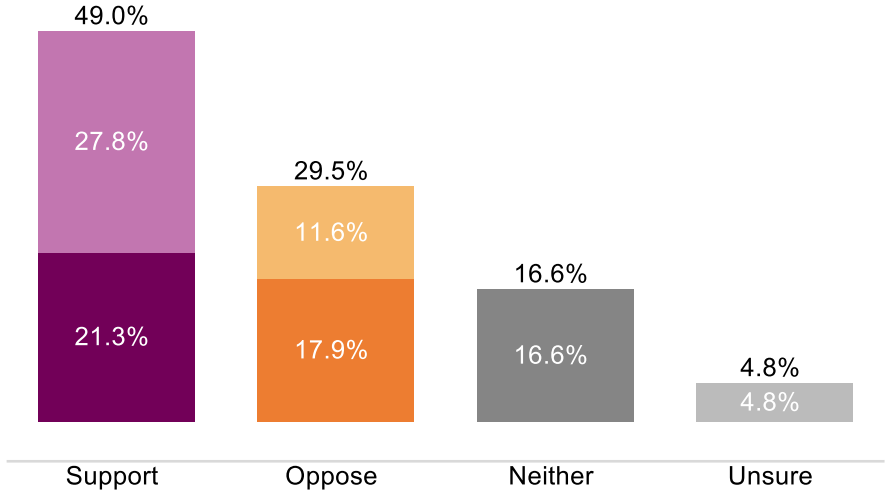
Cost of Rent Responsibility



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Denver Metro	Central CO	East CO	SouthWest CO	Republican	Unaffiliated	Democrat	Owner	Renter	Promoters	Passives	Detractors	White	Voters of Color	<20 years	20+ years	<$75k	$75K+
Greed and price gouging on the part of landlords	46%	38%	37%	30%	27%	43%	46%	39%	36%	36%	39%	44%	32%	41%	40%	34%	52%	37%	40%	39%	36%	49%	43%	36%	45%	35%
Market forces like low housing supply and high demand	39%	43%	43%	48%	55%	34%	34%	46%	49%	50%	35%	37%	44%	40%	46%	47%	35%	49%	47%	36%	46%	33%	46%	41%	35%	49%
Something else	11%	15%	16%	13%	13%	16%	16%	10%	13%	10%	20%	12%	20%	13%	8%	15%	7%	8%	8%	20%	12%	13%	8%	17%	13%	12%
Unsure	4%	4%	4%	8%	6%	7%	5%	4%	2%	4%	7%	7%	4%	6%	5%	5%	5%	6%	5%	5%	5%	6%	3%	6%	7%	4%

Which of the following do you think is most responsible for the increasing cost of rent in Colorado?

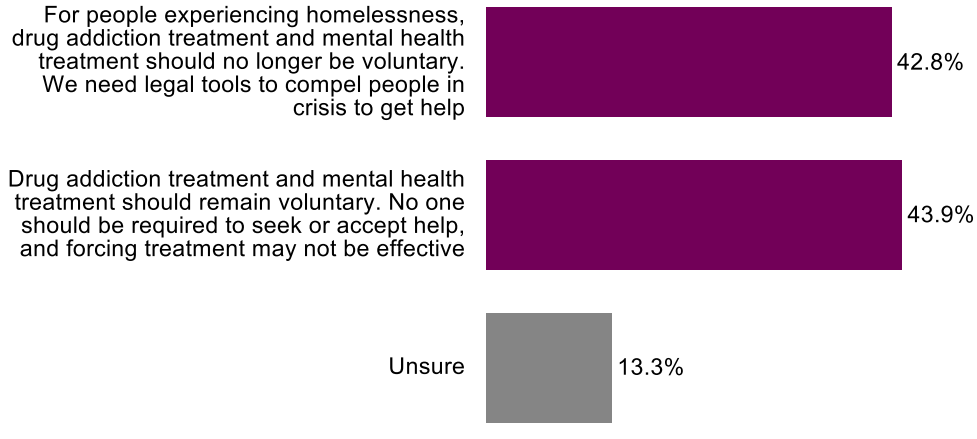
Housing Near Transit Corridors



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Denver Metro	Central CO	East CO	SouthWest CO	Republican	Unaffiliated	Democrat	Owner	Renter	Promoters	Passives	Detractors	White	Voters of Color	<20 years	20+ years	<$75k	$75K+
Support Total	62%	43%	54%	33%	45%	45%	51%	55%	55%	49%	40%	51%	28%	48%	70%	45%	62%	69%	57%	30%	48%	58%	60%	43%	53%	48%
Oppose Total	19%	31%	25%	46%	36%	33%	23%	26%	23%	31%	37%	27%	48%	30%	11%	35%	10%	14%	19%	48%	32%	10%	18%	36%	22%	33%
Strongly support	28%	15%	23%	17%	23%	17%	20%	24%	27%	24%	12%	21%	7%	23%	33%	18%	27%	37%	18%	12%	20%	29%	29%	17%	24%	20%
Somewhat support	34%	27%	31%	16%	22%	27%	31%	31%	28%	25%	29%	30%	21%	26%	37%	26%	35%	32%	39%	17%	29%	30%	32%	25%	29%	28%
Neither support nor oppose	17%	18%	16%	17%	15%	18%	21%	14%	18%	15%	19%	15%	18%	18%	14%	15%	24%	11%	18%	18%	16%	24%	17%	17%	21%	14%
Somewhat oppose	8%	12%	9%	19%	15%	12%	8%	11%	8%	11%	17%	10%	16%	13%	6%	14%	5%	10%	11%	14%	13%	5%	8%	14%	9%	14%
Strongly oppose	12%	19%	16%	27%	21%	21%	15%	15%	14%	21%	20%	16%	32%	17%	6%	21%	6%	4%	8%	34%	19%	5%	10%	22%	12%	19%
Unsure	2%	8%	5%	4%	5%	5%	4%	6%	4%	5%	3%	7%	5%	5%	5%	6%	3%	5%	5%	5%	4%	7%	5%	5%	5%	5%

Would you support or oppose the state establishing targets for local governments to build more housing near transit, bus stops, and commercial areas, and providing financial support to help them do it?

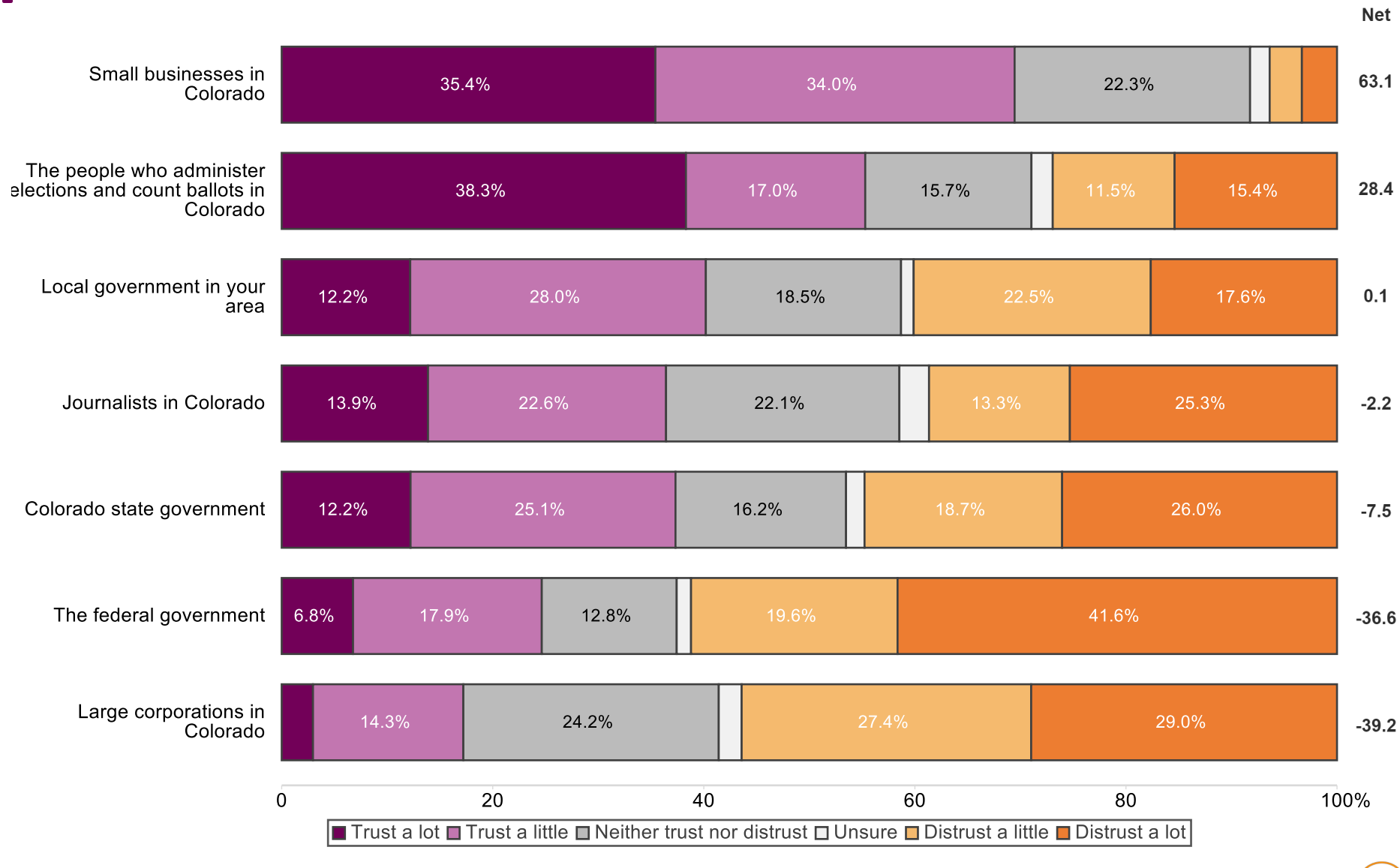
Homeless Treatment



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Denver Metro	Central CO	East CO	SouthWest CO	Republican	Unaffiliated	Democrat	Owner	Renter	Promoters	Passives	Detractors	White	Voters of Color	<20 years	20+ years	<$75k	$75K+
For people experiencing homelessness, drug addiction treatment and mental health treatment should no longer be voluntary. We need legal tools to compel people in crisis to get help	44%	40%	45%	42%	46%	42%	35%	48%	41%	42%	49%	40%	49%	38%	43%	43%	43%	41%	48%	42%	43%	45%	51%	38%	39%	45%
Drug addiction treatment and mental health treatment should remain voluntary. No one should be required to seek or accept help, and forcing treatment may not be effective	50%	45%	44%	35%	40%	39%	54%	43%	50%	43%	36%	46%	38%	47%	44%	42%	46%	48%	39%	44%	44%	42%	42%	45%	46%	42%
Unsure	5%	15%	12%	23%	15%	19%	11%	9%	9%	15%	15%	14%	12%	15%	13%	14%	11%	11%	13%	13%	13%	12%	7%	17%	15%	13%

When it comes to drug addiction, mental health, and homelessness in Colorado, which comes closer to your view?

Trust



How much do you trust or distrust each of the following people or organizations to do the right thing?

Trust Heatmaps

Trust

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Denver Metro	Central CO	East CO	SouthWest CO	Republican	Unaffiliated	Democrat	Owner	Renter	Promoters	Passives	Detractors	White	Voters of Color	<20 years	20+ years	<$75k	$75K+
Small businesses in Colorado	72%	69%	67%	70%	71%	65%	66%	74%	74%	70%	66%	69%	68%	69%	72%	72%	62%	77%	71%	64%	73%	58%	77%	65%	66%	73%
The people who administer elections and count ballots in Colorado	55%	56%	60%	49%	64%	46%	43%	65%	67%	60%	48%	45%	25%	59%	79%	58%	49%	73%	65%	37%	57%	48%	63%	51%	50%	61%
Local government in your area	40%	39%	40%	41%	49%	32%	30%	48%	50%	40%	38%	32%	30%	37%	55%	43%	31%	63%	40%	25%	43%	35%	48%	36%	32%	48%
Journalists in Colorado	37%	42%	36%	31%	41%	25%	32%	45%	47%	42%	32%	24%	13%	35%	61%	38%	33%	57%	41%	19%	38%	34%	41%	34%	34%	39%
Colorado state government	37%	45%	39%	27%	41%	25%	32%	48%	46%	40%	32%	30%	16%	33%	64%	40%	29%	63%	44%	15%	40%	28%	45%	33%	33%	41%
The federal government	22%	27%	25%	25%	30%	20%	16%	30%	31%	29%	21%	16%	12%	19%	45%	26%	21%	43%	27%	10%	27%	21%	29%	22%	22%	28%
Large corporations in Colorado	18%	13%	19%	18%	23%	14%	14%	17%	17%	17%	15%	19%	16%	14%	24%	18%	15%	27%	17%	10%	18%	16%	23%	14%	15%	20%

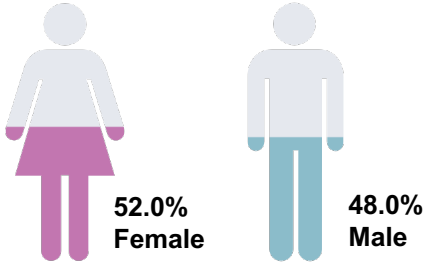
Distrust

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Denver Metro	Central CO	East CO	SouthWest CO	Republican	Unaffiliated	Democrat	Owner	Renter	Promoters	Passives	Detractors	White	Voters of Color	<20 years	20+ years	<$75k	$75K+
Small businesses in Colorado	4%	3%	13%	5%	8%	10%	8%	1%	6%	6%	7%	7%	8%	5%	7%	5%	10%	5%	7%	7%	5%	12%	6%	7%	8%	5%
The people who administer elections and count ballots in Colorado	20%	25%	28%	37%	25%	39%	25%	20%	19%	22%	31%	37%	53%	25%	7%	27%	28%	12%	19%	44%	26%	26%	21%	31%	29%	23%
Local government in your area	38%	46%	39%	39%	32%	45%	46%	38%	33%	38%	42%	48%	52%	40%	28%	39%	42%	22%	32%	59%	38%	43%	33%	44%	46%	33%
Journalists in Colorado	35%	36%	40%	45%	42%	42%	38%	34%	34%	35%	39%	47%	64%	37%	16%	38%	41%	18%	29%	61%	35%	44%	31%	43%	37%	38%
Colorado state government	42%	40%	45%	54%	43%	55%	48%	36%	38%	39%	48%	55%	69%	43%	23%	44%	46%	18%	36%	70%	42%	52%	37%	49%	47%	41%
The federal government	63%	60%	60%	62%	59%	62%	71%	54%	57%	59%	62%	68%	79%	65%	38%	61%	62%	42%	54%	80%	60%	63%	55%	65%	64%	58%
Large corporations in Colorado	63%	55%	57%	49%	50%	56%	58%	61%	59%	55%	55%	57%	51%	63%	52%	52%	65%	44%	60%	64%	55%	61%	57%	57%	60%	52%

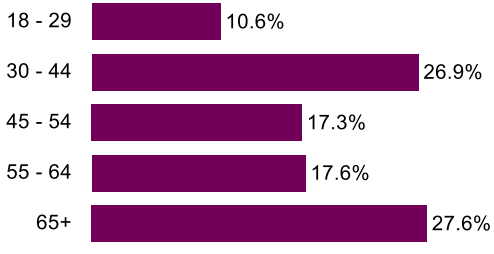
How much do you trust or distrust each of the following people or organizations to do the right thing?

Demographics

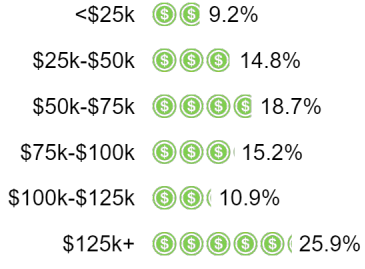
Sex



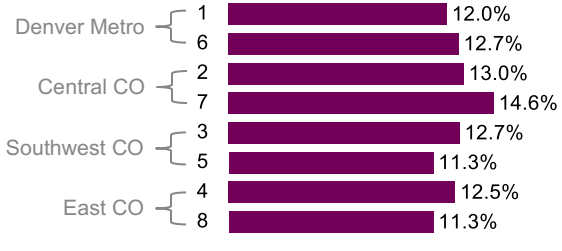
Age Range



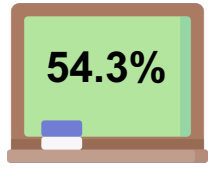
Household Income



Geo - CD



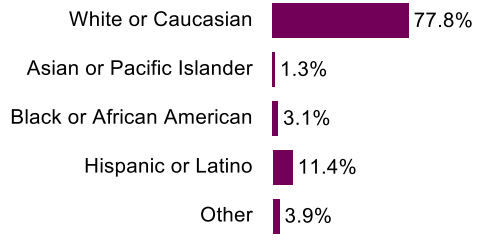
Education



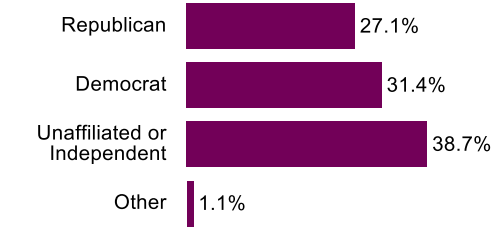
have at least a College degree

45.4% have no college degree

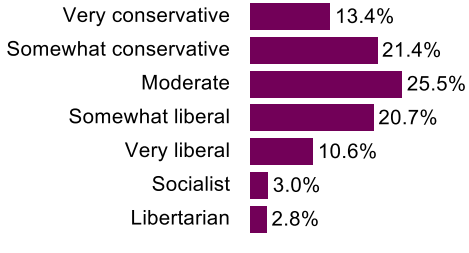
Race/Ethnicity



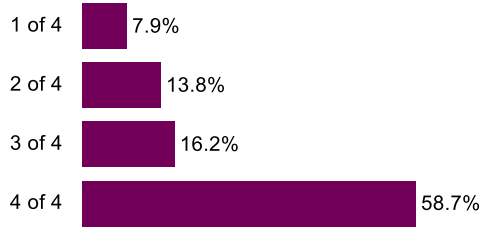
Partisanship



Ideology



Election X of 4



Sample size: 621