



COLORADO
POLLING
INSTITUTE



CYGNAL



Aspect
Strategic

Survey of Likely 2024 General Election Voters

Colorado Statewide

Conducted November 26 – 27, 2023

n=652 | $\pm 3.83\%$

Top Priority

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

	Freq.	%
Cost of living	263	40.4%
Crime and public safety	190	29.2%
Housing affordability	183	28.0%
Homelessness	164	25.1%
Economy and jobs	132	20.2%
Schools and education	104	15.9%
Climate and the environment	77	11.8%
Healthcare	70	10.7%
Abortion and women’s reproductive health	60	9.1%
Transportation and transit	35	5.3%
Social and racial inequality	16	2.4%
Unsure	6	0.9%
Total	652	100.0%

Vote Method

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

	Freq.	%
<u>Return ballot in-person on Election Day</u>	<u>218</u>	<u>33.4%</u>
Definitely return ballot in-person on Election Day	142	21.8%
Probably return ballot in-person on Election Day	76	11.6%
<u>Vote by mail returning ballot as soon as possible</u>	<u>236</u>	<u>36.1%</u>
Definitely vote by mail returning ballot as soon as possible	176	27.0%
Probably vote by mail returning ballot as soon as possible	60	9.2%
<u>Vote by mail returning ballot closer to the election</u>	<u>199</u>	<u>30.5%</u>
Definitely vote by mail returning ballot closer to the election	122	18.7%
Probably vote by mail returning ballot closer to the election	77	11.8%
I do not plan to vote in the November 2024 general election	0	0.0%
Unsure	0	0.0%
Total	652	100.0%



NPS Colorado

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?

	Freq.	%
1	71	10.9%
2	26	3.9%
3	34	5.2%
4	16	2.4%
5	71	10.9%
6	45	6.9%
7	71	10.9%
8	109	16.7%
9	63	9.6%
10	127	19.5%
Unsure	21	3.1%
Total	652	100.0%

State Direction

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

	Freq.	%
<u>Right direction</u>	<u>329</u>	<u>50.4%</u>
Definitely the right direction	59	9.0%
Mostly the right direction	270	41.4%
<u>Wrong track</u>	<u>281</u>	<u>43.1%</u>
Mostly the wrong track	130	19.9%
Definitely the wrong track	151	23.2%
Unsure	42	6.5%
Total	652	100.0%

Initiative 50 Ballot

5. 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?

	Freq.	%
<u>Yes</u>	<u>221</u>	<u>33.9%</u>



Definitely yes	98	15.1%
Probably yes	122	18.8%
No	230	35.2%
Probably no	99	15.2%
Definitely no	131	20.0%
Undecided	202	30.9%
Total	652	100.0%

Now thinking about issues in Colorado...

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

	Better	Get much better	Stay about the same	Worse	Get much worse	Unsure	Total
The quality of education in Colorado's public schools	<u>24.9%</u> <u>163</u>	6.3% 41	29.0% 189	<u>38.4%</u> <u>251</u>	16.5% 108	7.7% 50	100.0% 652
Colorado being a good place to purchase a home	<u>16.1%</u> <u>105</u>	5.3% 34	18.6% 121	<u>62.5%</u> <u>407</u>	32.7% 213	2.9% 19	100.0% 652
Colorado being a good place to start or own a business	<u>21.0%</u> <u>137</u>	6.0% 39	28.5% 186	<u>38.7%</u> <u>252</u>	16.9% 110	11.8% 77	100.0% 652
Colorado being a good place raise a family	<u>23.4%</u> <u>152</u>	9.4% 61	32.3% 211	<u>40.6%</u> <u>265</u>	17.4% 113	3.6% 24	100.0% 652

Economy in Colorado Opinion

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

	Freq.	%
Usually, if you work hard and play by the rules, you can earn a good standard of living in Colorado	208	31.9%
Too often, a good standard of living is unattainable in Colorado, even if you work hard and play by the rules	386	59.1%
Unsure	59	9.0%
Total	652	100.0%



State and Local Taxes

11. 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?

	Freq.	%
<u>Too high</u>	396	60.7%
Way too high	189	28.9%
A little too high	207	31.8%
<u>About right</u>	178	27.3%
<u>Too low</u>	47	7.2%
A little too low	34	5.2%
Way too low	13	2.0%
Unsure	32	4.9%
Total	652	100.0%

Property Tax Legislation

12. 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?

	Freq.	%
<u>Approve</u>	147	22.6%
Strongly approve	48	7.3%
Somewhat approve	100	15.3%
<u>Disapprove</u>	169	26.0%
Somewhat disapprove	63	9.7%
Strongly disapprove	106	16.3%
Have not heard enough to form an opinion	335	51.4%
Total	652	100.0%

Cost of Rent Responsibility

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

	Freq.	%
Greed and price gouging on the part of landlords	251	38.5%
Market forces like low housing supply and high demand	278	42.7%
Something else	89	13.7%



Unsure	33	5.1%
Total	652	100.0%

Housing Near Transit Corridors

14. 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?

	Freq.	%
<u>Support</u>	<u>320</u>	<u>49.0%</u>
Strongly support	139	21.3%
Somewhat support	181	27.8%
<u>Neither support nor oppose</u>	<u>108</u>	<u>16.6%</u>
<u>Oppose</u>	<u>193</u>	<u>29.5%</u>
Somewhat oppose	76	11.6%
Strongly oppose	117	17.9%
Unsure	32	4.8%
Total	652	100.0%

Homeless Treatment

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

	Freq.	%
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.	279	42.8%
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.	286	43.9%
Unsure	87	13.3%
Total	652	100.0%

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

	Trust	Trust a lot	Neither trust nor distrust	Distrust	Distrust a lot	Unsure	Total
The federal government	<u>24.6%</u>	6.8%	12.8%	<u>61.2%</u>	41.6%	1.4%	100.0%
	<u>161</u>	44	83	<u>399</u>	272	9	652



Colorado state government	<u>37.3%</u> <u>243</u>	12.2% 80	16.2% 105	<u>44.8%</u> <u>292</u>	26.0% 170	1.8% 11	100.0% 652
Local government in your area	<u>40.2%</u> <u>262</u>	12.2% 79	18.5% 121	<u>40.1%</u> <u>262</u>	17.6% 115	1.2% 8	100.0% 652
The people who administer elections and count ballots in Colorado	<u>55.3%</u> <u>361</u>	38.3% 250	15.7% 103	<u>26.9%</u> <u>176</u>	15.4% 100	2.0% 13	100.0% 652
Journalists in Colorado	<u>36.4%</u> <u>237</u>	13.9% 90	22.1% 144	<u>38.7%</u> <u>252</u>	25.3% 165	2.8% 18	100.0% 652
Large corporations in Colorado	<u>17.2%</u> <u>112</u>	3.0% 19	24.2% 158	<u>56.4%</u> <u>368</u>	29.0% 189	2.2% 14	100.0% 652
Small businesses in Colorado	<u>69.4%</u> <u>453</u>	35.4% 231	22.3% 145	<u>6.4%</u> <u>42</u>	3.3% 22	1.9% 12	100.0% 652

23. What is your gender?

	Freq.	%
Female	339	52.0%
Male	313	48.0%
Something else	0	0.0%
Total	652	100.0%

24. What age range do you fall within?

	Freq.	%
<u>Under 55</u>	<u>357</u>	<u>54.8%</u>
18 - 29	69	10.6%
30 - 44	175	26.9%
45 - 54	113	17.3%
<u>55 and Over</u>	<u>295</u>	<u>45.2%</u>
55 - 64	115	17.6%
65+	180	27.6%
Total	652	100.0%

25. How long have you lived in Colorado?

	Freq.	%
Less than 2 years	12	1.8%
Between 2 to 5 years	57	8.8%
Between 5 to 10 years	76	11.6%
Between 11 to 20 years	92	14.1%
More than 20 years	414	63.5%
Unsure	1	0.2%



Total	652	100.0%
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26. How are you registered to vote in Colorado? You may consider yourself of a different party, but what does your voter registration card show?

	Freq.	%
Republican	177	27.1%
Democrat	205	31.4%
Unaffiliated or Independent	253	38.7%
Other	7	1.1%
Unsure	11	1.7%
Total	652	100.0%

27. And thinking about your views toward politics and government, would you say you are...

	Freq.	%
<u>Conservative</u>	<u>227</u>	<u>34.8%</u>
Very conservative	88	13.4%
Somewhat conservative	139	21.4%
<u>Moderate</u>	<u>166</u>	<u>25.5%</u>
<u>Liberal</u>	<u>204</u>	<u>31.3%</u>
Somewhat liberal	135	20.7%
Very liberal	69	10.6%
Socialist	19	3.0%
Libertarian	18	2.8%
Unsure	17	2.6%
Total	652	100.0%

28. Do you own a home or rent in Colorado?

	Freq.	%
Rent	164	25.1%
Own	457	70.1%
Other	30	4.6%
Unsure	1	0.2%
Total	652	100.0%

29. What annual household income range do you fall within out of the following options?

	Freq.	%
Less than \$25,000	60	9.2%



\$25,000 - \$49,999	96	14.8%
\$50,000 - \$74,999	122	18.7%
\$75,000 - \$99,999	99	15.2%
\$100,000 - \$124,999	71	10.9%
\$125,000+	169	25.9%
Unsure	35	5.4%
Total	652	100.0%

30. Which of the following best describes your race or ethnicity?

	Freq.	%
White or Caucasian	507	77.8%
Asian or Pacific Islander	8	1.3%
Black or African American	20	3.1%
Hispanic or Latino	74	11.4%
Other	26	3.9%
Unsure	16	2.5%
Total	652	100.0%

31. Thinking back, who did you vote for in the 2020 election for President?

	Freq.	%
Republican Donald Trump	236	36.2%
Democrat Joe Biden	324	49.7%
Another candidate	31	4.8%
Did not vote in 2020	37	5.6%
Unsure	24	3.7%
Total	652	100.0%

32. What's the highest level of education you have completed?

	Freq.	%
<u>No degree</u>	<u>296</u>	<u>45.4%</u>
Some high school	4	0.7%
High school diploma/GED	70	10.8%
Technical Certification	23	3.5%
Some college or Associate's Degree	199	30.5%
<u>At least College</u>	<u>354</u>	<u>54.3%</u>
Four-year undergraduate or Bachelor's Degree	213	32.6%
Graduate degree or further	141	21.7%
Unsure	2	0.3%
Total	652	100.0%



33. General Election X of 4

	Freq.	%
0 of 4	22	3.4%
1 of 4	51	7.9%
2 of 4	90	13.8%
3 of 4	106	16.2%
4 of 4	383	58.7%
Total	652	100.0%

34. Geo – Congressional District

	Freq.	%
<u>Denver Metro</u>	161	24.7%
1	78	12.0%
6	83	12.7%
<u>Central CO</u>	180	27.6%
2	84	13.0%
7	95	14.6%
<u>East CO</u>	155	23.8%
4	81	12.5%
8	74	11.3%
<u>SouthWest CO</u>	156	24.0%
3	83	12.7%
5	74	11.3%
Total	652	100.0%

35. Geo – DMA

	Freq.	%
Denver	512	78.5%
Albuquerque-Santa Fe	12	1.9%
Colorado Springs-Pueblo	109	16.7%
Grand Junction-Montrose	19	3.0%
Total	652	100.0%

36. Community Type

	Freq.	%
Rural	93	14.3%
Suburban	75	11.5%
Urban	173	26.5%
Unknown	311	47.7%



Total	652	100.0%
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37. Gender + Age

	Freq.	%
F 18 - 29	39	6.0%
F 30 - 44	91	14.0%
F 45 - 54	55	8.5%
F 55 - 64	61	9.4%
F 65+	92	14.1%
M 18 - 29	30	4.6%
M 30 - 44	84	12.9%
M 45 - 54	57	8.8%
M 55 - 64	53	8.2%
M 65+	88	13.5%
Total	652	100.0%

38. Race + Gender

	Freq.	%
White Female	268	41.1%
White Male	239	36.7%
Asian Female	5	0.7%
Asian Male	4	0.5%
Black Female	13	1.9%
Black Male	7	1.1%
Hispanic Female	38	5.9%
Hispanic Male	36	5.5%
Other Female	7	1.1%
Other Male	19	2.9%
Unsure	16	2.5%
Total	652	100.0%

39. Gender + Education

	Freq.	%
Female At least College	189	29.0%
Female No degree	150	23.0%
Male At least College	165	25.3%
Male No degree	146	22.4%
Unsure	2	0.3%
Total	652	100.0%

METHODOLOGY

This probabilistic survey was conducted November 26 – 27, 2023, with 652 likely 2024 general election voters. It has a margin of error of $\pm 3.83\%$. Known registered voters were interviewed via online panel and SMS. This survey was weighted to a likely 2024 general election voter universe.

