



## COLORADO POLLING INSTITUTE SURVEY

*Interview Schedule – April 5 Release*

**New Bridge Strategy/Aspect Strategic**

March 15-19, 2024

N=632 Voters Statewide

Margin of Error:  $\pm 4.0\%$



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In this document:

- *An asterisk (\*) in a response category means that less than 0.5% of respondents chose that response category and a dash (-) represents no response.*
  - *A carrot (^) denotes rounding. Due to rounding, some figures may be higher or lower by less than one-half of one percent.*
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C. Thinking ahead to the November election in which we will have the opportunity to vote for President, Congress and other offices, would you say you will...(ROTATE :1-3)

- 90% Definitely will vote in this election
- 10% Probably vote in this election
- Probably not vote in this election (THANK AND TERMINATE)
- DON'T KNOW/REFUSED (DO NOT READ) (THANK AND TERMINATE)

Now, changing topics for a moment, the following is a list of names of different people you may have heard of from here in Colorado and nationally. For each one, please indicate whether you have a (ROTATE) favorable or unfavorable impression of that person, or if there is someone you don't know too much about, you can indicate that as well. (RANDOMIZE)

**RANKED BY % STRONGLY FAVORABLE**

	<b>TOTAL FAV</b>	<b>TOTAL UNFAV</b>	<b>STRG FAV</b>	<b>SMWT FAV</b>	<b>SMWT UNFAV</b>	<b>STRG UNFAV</b>	<b>HRD OF/ NO OPIN</b>	<b>NVR HRD</b>
31. Nikola Jokic	<b>51%</b>	<b>1%</b>	37%	14%	1%	*	19%	29%
30. Taylor Swift	<b>47%</b>	<b>26%</b>	21%	26%	11%	15%	27%	*
33. Mikaela Shiffrin	<b>30%^</b>	<b>3%</b>	20%	11%	2%	1%	19%	47%
32. Deion Sanders, that is Coach Prime	<b>50%</b>	<b>12%</b>	19%	31%	9%	3%	22%	16%

For each of the following sports teams here in Colorado, do you consider yourself to be – **(ROTATE)** a committed fan, a casual fan, or not really interested in that team. **(RANDOMIZE)**

**RANKED BY % TOTAL FAN**

	<b>TOTAL FAN</b>	<b>COMMITTED FAN</b>	<b>CASUAL FAN</b>	<b>NOT REALLY INTERESTED</b>
36. Colorado Avalanche	<b>64%</b>	20%	44%	36%
37. Denver Broncos	<b>63%</b>	26%	37%	37%
35. Colorado Rockies	<b>59%</b>	12%	47%	41%
34. Denver Nuggets	<b>57%^</b>	19%	37%	43%
38. University of Colorado Buffaloes	<b>42%^</b>	9%	32%	58%
39. Colorado State University Rams	<b>34%^</b>	6%	29%	66%

40. As you may know, many Coloradans cannot watch most Denver Nuggets and Colorado Avalanche games due to a dispute between **(ROTATE)** Altitude TV (the company who owns the broadcasting rights) and Comcast (a cable company). In your opinion, which company is more responsible for this situation? **(ROTATE :1-2)**

- 13% Altitude TV, the company who owns the broadcasting rights  
...OR...
- 10% Comcast, the cable company
- 27% Both equally
- 50% I don't know enough to say one way or the other

And for statistical purposes only...

D1. What age range do you fall within?

25%	18 – 34
19%	35 – 44
16%	45 – 54
16%	55 – 64
24%	65+

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D2. What is your gender? **(ROTATE)**

51%	Female
48%	Male
1%	Something else

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D3. What was the last level of education you completed?

15%	Graduated high school or less
4%	Technical or vocational school
26%	Some college or Associate's Degree
33%	Four year undergraduate or Bachelors degree
22%	Graduate/professional degree

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D4. How are you registered to vote in Colorado? You may consider yourself of a different party, but what does your voter registration show? **(RANDOMIZE 1-3)**

26%	Republican
29%	Democrat
45%	Unaffiliated or Independent
*	Other

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D5. And thinking about your views toward politics and government, would you say you are... **(ROTATE)**

12%	Very conservative
22%	Somewhat conservative
29%	Moderate
18%	Somewhat liberal
16%	Very liberal
3%	Socialist

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D6. Do you own a home or rent in Colorado? **(ROTATE 1-2)**

25% Rent  
68% Own  
7% Other

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D7. Which of the following best describes your race or ethnicity?

81% White or Caucasian  
2% Asian or Pacific Islander  
3% Black or African American  
12% Hispanic or Latino  
  
2% Other **(SPECIFY)**

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D8. Do you have any children age 18 or under that you are responsible for raising, living in your home? **(ROTATE)**

25% Yes  
75% No

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D9. Aside from weddings and funerals, how often do you attend religious services either in-person or online... **(ROTATE)**

5% More than once a week  
16% Once a week  
8% Once or twice a month  
15% A few times a year  
18% Seldom  
38% Never

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D10. What annual household income range do you fall within out of the following options? **(ROTATE :1-6)**

8%	Less than \$25,000
16%	\$25,000 - \$49,999
16%	\$50,000 - \$74,999
14%	\$75,000 - \$99,999
9%	\$100,000 - \$124,999
27%	\$125,000+
10%	Prefer not to say

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