



December 3rd, 2020
Memorandum

To: Jake Williams, Healthier Colorado, Interested Parties
Fr: David Flaherty, Magellan Strategies
Chris Keating, Keating Research
Re: Healthier Colorado 2020 Voter Opinion Survey Summary

Magellan Strategies and Keating Research are pleased to present some of the findings of a text and online panel survey of 1,008 Colorado voters who participated in the 2020 general election. The interviews were conducted from November 18th to 24th, 2020 and the survey has a margin of error of +/- 3.09% at the 95% confidence interval. Survey responses by population subgroup have higher margins of error. This survey was weighted to reflect the voter turnout demographics of the 2020 general election in Colorado. This survey was commissioned by Healthier Colorado.

Voter Likelihood of Taking Coronavirus Vaccine

The survey included a question measuring voter intent to receive an FDA approved vaccine to prevent coronavirus/COVID-19 at no cost to them once it becomes available. Among all voters, 60% plan on receiving the vaccine, 21% do not and 19% of voters are unsure if they will take it or not. There is a partisan divide on the coronavirus vaccine with 3 out of 4 (76%) of Democrats planning on getting vaccinated while the minority - 42% - of Republicans plan on receiving the vaccine.

"When an FDA-approved vaccine to prevent coronavirus/COVID-19 is available and at no cost to you, do you plan to receive the vaccine?"

<u>Response</u>	<u>All</u>	<u>All Men</u>	<u>All Wom.</u>	<u>18-44</u>	<u>45-64</u>	<u>65+</u>	<u>All Rep.</u>	<u>All Dem.</u>	<u>All Unaf.</u>	<u>Have Coll. Dgree.</u>	<u>No Coll. Dgree.</u>
Yes	60%	62%	57%	59%	53%	70%	42%	76%	60%	66%	50%
No	21%	20%	23%	23%	24%	14%	38%	9%	20%	17%	28%
Unsure	19%	18%	20%	18%	22%	16%	20%	15%	20%	17%	22%

Population subgroups that show the highest levels of intent to receive the vaccine include seniors aged 65 or older (70%), individuals with household incomes of \$100,000 or more (71%), Democratic voters (76%), individuals with a post graduate degree, such as a doctorate or masters degree (75%) and Denver residents (71%). Population subgroups that

that show the highest levels of intent to not take the vaccine include all Republican voters (38%), Republican women (45%) and individuals with a high school education or less (31%). Among white respondents, 61% intend to receive the vaccine, while other the intent to receive the vaccine is slightly lower among Black (52% intend to get vaccinated) and Hispanic (56% intend to get vaccinated).

The Affordability of Housing

The cost of housing continues to be a challenge for half of all Colorado voters. Among all respondents, 51% said the cost of housing is affordable for them and their family and 47% said it was not affordable. Twenty two percent of respondents said the cost of housing is very unaffordable for them and their family.

Renters are the most affected by high housing costs - only 29% of renters say the cost of housing is affordable, compared to 64% of homeowners who say housing costs are affordable. Black (40% say housing costs are affordable) and Hispanic (44% say housing costs are affordable) are less likely to say housing costs are affordable than are white voters (52% say housing costs are affordable).

Some population subgroups that show the highest levels of housing unaffordability include individuals aged 25 to 34 (58% unaffordable), women aged 18 to 44 (56% unaffordable), Hispanic individuals (55% unaffordable) and individuals without a college degree (55% unfavorable) and people that rent their home (70% unaffordable). One notable observation is the level of housing unaffordability among households with incomes between \$75,000 and \$100,000 being 41%. Although this housing unaffordability level is not above 50%, 4 out of 10 is still measurably high.

*“How affordable is the cost of housing to you and your family?” **

Response	All	All Men	All Wom.	Have Coll. Dgree.	No Coll. Dgree.	HH Less \$30K	HH \$31K \$75K	All White	All Hisp.	All A.A.	Rent HH	Own HH
Total Afford.	51%	56%	47%	57%	42%	30%	41%	52%	44%	40%	29%	64%
Total Unaff.	47%	43%	51%	42%	55%	68%	58%	46%	55%	51%	70%	35%
No Opinion	2%	1%	2%	1%	3%	2%	1%	2%	1%	9%	1%	1%
Very Afford.	14%	17%	12%	17%	11%	6%	11%	14%	15%	9%	6%	20%
Smwt. Affor.	37%	39%	35%	40%	31%	24%	30%	38%	29%	31%	23%	44%
Very Unaff.	22%	24%	26%	23%	31%	26%	30%	25%	25%	28%	33%	23%
Smwt. Unaf.	25%	19%	25%	19%	24%	42%	28%	21%	30%	23%	37%	12%

*The Hispanic and African American responses are derived from an oversample of 86 African American and 236 Hispanic voters.

Voter Opinion of Wildfire Mitigation and Climate Change Policies

The survey included a question measuring voter preference for two different policies to mitigate forest and wildfires. The first policy was described as “forest management” and

respondents were told it primarily includes the removal of dead trees. The second policy would implement “climate change policies” that would reduce greenhouse gas emissions. A third option for respondents was to implement both forest management and climate change policies.

Among all respondents, 57% preferred implementing both policies, 35% preferred only implementing forest management and 5% preferred only implementing climate change policies. Population subgroups that overwhelmingly support implementing both policies include Democratic voters (81% support), women aged 18-44 (71% support) and unaffiliated women (74% support). Support for the “only forest management” option was strongest among Republican voters (71% support), men aged 45-64 (50% support) and individuals with a high school education or less (46% support).

“Colorado saw its worst wildfire season yet this year with over 1,000 wildfires that burned over 665,000 acres. Knowing this, which of the following three options do you think is the best approach to mitigate future wildfires?”

Option A: Forest management practices, which would primarily include the removal of dead trees from forests. Option B: Implementing climate change policies that would limit greenhouse gas emissions. Option C: Implement both forest management practices and climate change policies to mitigate wildfires.

Response	All	All Men	All Wom.	18-44	45-64	65+	All Rep.	All Dem.	All Unaf.	Have Coll. Dgree.	No Coll. Dgree.
Implement Both	57%	48%	66%	61%	51%	58%	26%	81%	64%	63%	49%
Only Forest Management	35%	43%	27%	28%	43%	37%	71%	6%	29%	29%	43%
Only Climate Policies	5%	5%	5%	7%	3%	3%	1%	10%	3%	4%	6%
No Opinion	3%	4%	2%	4%	3%	2%	2%	3%	4%	4%	2%

Governor Polis Image Rating

Among all respondents, 55% have a favorable opinion of Governor Polis, 36% have an unfavorable opinion, 6% have heard of him but do not have an opinion and 3% have never heard of him. The following table shows responses by voter subgroup.

“Do you have a favorable or unfavorable opinion of Jared Polis?”

Response	All	All Men	All Wom.	18-44	45-64	65+	All Rep.	All Dem.	All Unaf.
Total Favorable	55%	50%	61%	56%	51%	61%	20%	83%	61%
Total Unfavorable	36%	43%	29%	31%	43%	35%	73%	9%	29%

Hrd. of, No Opinion	6%	5%	7%	8%	6%	3%	4%	4%	9%
Never Heard Of	3%	2%	3%	5%	0%	1%	3%	4%	1%

Survey Contact and Methodology

Any questions regarding this survey can be directed to.....questions regarding the survey's methodology can be directed to David Flaherty or Chris Keating. David can be reached at dflaherty@magellanstrategies.com and Chris can be reached at CKeating2009@gmail.com.