



**HEALTHIER™
COLORADO**

Healthier Colorado 2023 Voter Opinion Survey

December 11th to 18th, 2023



Methodology



Hello Colorado voters. We invite you to participate in an important survey regarding public policy issues impacting our state. We want to know your opinion, so please make your voice heard. The survey will take just 10 minutes to complete, and your answers will be strictly confidential. Let's get started.

Magellan Strategies and Keating Research are pleased to present the results of an online survey of 912 Colorado registered voters. The interviews were conducted from December 11th to 18th, 2023.

The overall survey responses have a margin of error of +/- 3.24% at the 95% confidence interval. Population subgroups will have a higher margin of error than the overall sample.

The survey data were weighted to be representative of Colorado's voter registration demographics.

Colorado Voter Registration & Past Election Turnout Demographics

Magellan Strategies Colorado Voter Registration and Past Election Turnout Report

Congress	Registration		2022		2021		2020		2019	
District 1	539,540	12.4%	284,718	11.3%	166,994	10.7%	402,100	12.2%	181,814	11.5%
District 2	567,141	13.0%	357,243	14.2%	228,701	14.7%	443,136	13.5%	256,437	16.2%
District 3	566,431	13.0%	332,651	13.2%	212,676	13.7%	414,471	12.6%	205,340	13.0%
District 4	575,870	13.2%	359,940	14.3%	235,596	15.1%	435,671	13.3%	219,741	13.9%
District 5	540,086	12.4%	286,072	11.4%	169,560	10.9%	379,527	11.6%	193,294	12.2%
District 6	511,918	11.7%	283,639	11.3%	175,475	11.3%	426,390	13.0%	189,927	12.0%
District 7	577,968	13.3%	367,399	14.6%	232,450	14.9%	436,096	13.3%	186,530	11.8%
District 8	481,463	11.0%	246,055	9.8%	136,561	8.8%	346,068	10.5%	149,660	9.5%
Total	4,360,417		2,517,717		1,558,013		3,283,459		1,582,743	

Sex	Registration		2022		2021		2020		2019	
Female	2,206,031	50.6%	1,303,748	51.8%	804,985	52.0%	1,679,090	51.9%	816,927	52.0%
Male	2,154,386	49.4%	1,213,969	48.2%	744,082	48.0%	1,553,523	48.1%	753,632	48.0%
Total	4,360,417		2,517,717		1,549,067		3,232,613		1,570,559	

Age Group	Registration		2022		2021		2020		2019	
18-34	1,282,539	29.4%	495,111	19.7%	214,380	13.8%	872,423	26.6%	223,497	14.1%
35-44	811,751	18.6%	419,122	16.6%	224,716	14.4%	565,220	17.2%	213,221	13.5%
45-54	651,487	14.9%	408,955	16.2%	241,398	15.5%	523,354	15.9%	248,785	15.7%
55-64	640,401	14.7%	462,301	18.4%	317,119	20.4%	569,709	17.4%	350,255	22.1%
65+	974,239	22.3%	732,228	29.1%	560,400	36.0%	752,753	22.9%	546,985	34.6%
Total	4,360,417		2,517,717		1,558,013		3,283,459		1,582,743	

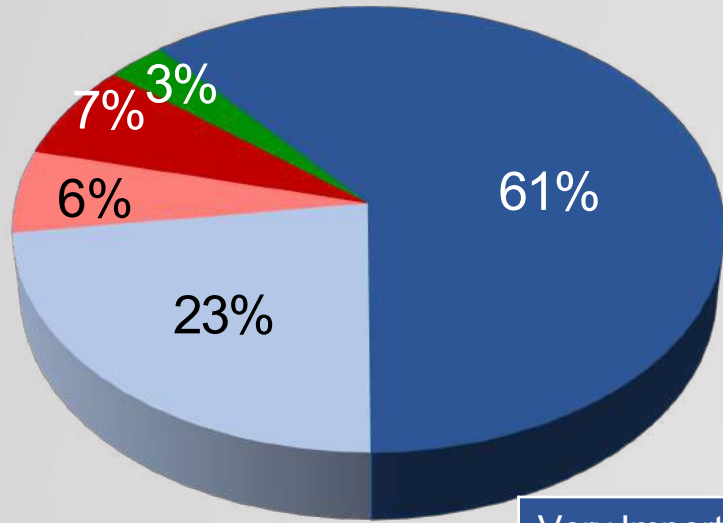
Party	Registration		2022		2021		2020		2019	
Unaffiliated	2,022,173	46.4%	1,017,709	40.4%	566,548	36.4%	1,278,947	39.0%	512,350	32.4%
Democrat	1,194,981	27.4%	761,772	30.3%	490,571	31.5%	1,017,590	31.0%	512,350	32.4%
Republican	1,058,825	24.3%	705,537	28.0%	485,091	31.1%	936,440	28.5%	539,563	34.1%
Libertarian	49,511	1.1%	21,429	0.9%	10,923	0.7%	34,130	1.0%	12,587	0.8%
Other	34,927	0.8%	11,270	0.4%	4,880	0.3%	16,352	0.5%	5,893	0.4%
Total	4,360,417		2,517,717		1,558,013		3,283,459		1,582,743	



Child Care Access in Colorado

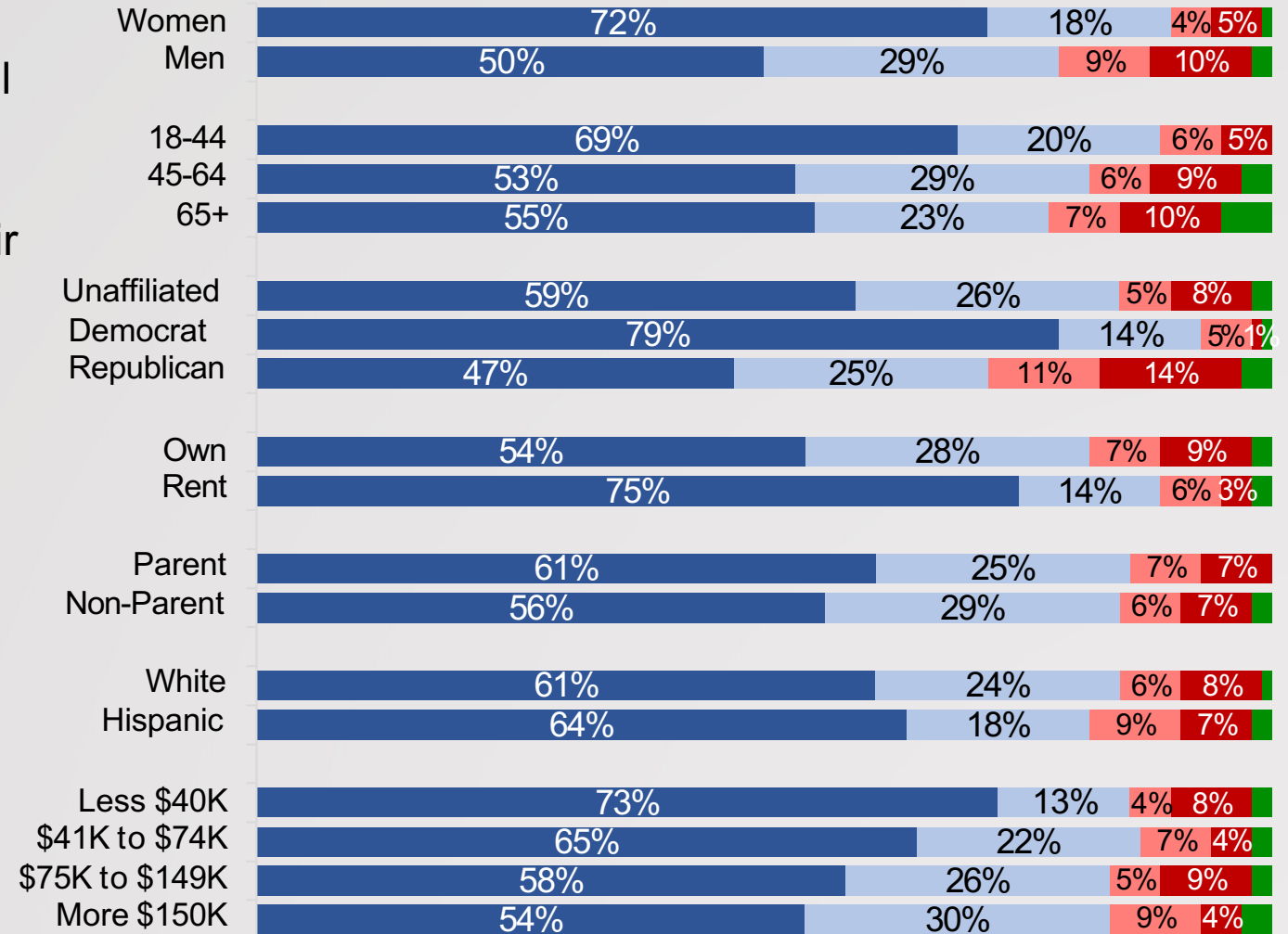
Voters believe affordable childcare is crucial in allowing parents to grow in their careers

Do you believe that it is very important, somewhat important, not that important, or not important at all to provide affordable childcare for those aged 0-4 years old so parents can continue to work, start a job, and/or pursue higher education to advance their careers?



- Very Important
- Somewhat Important
- Not too Important
- Not Imp. At All
- No Opinion

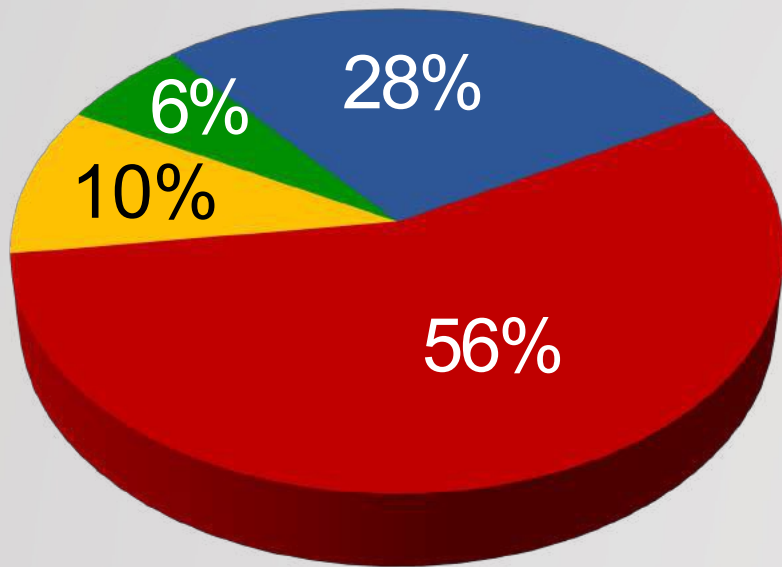
Very Important	61%
Somewhat Important	23%
Not That Important	7%
Not Important At All	7%



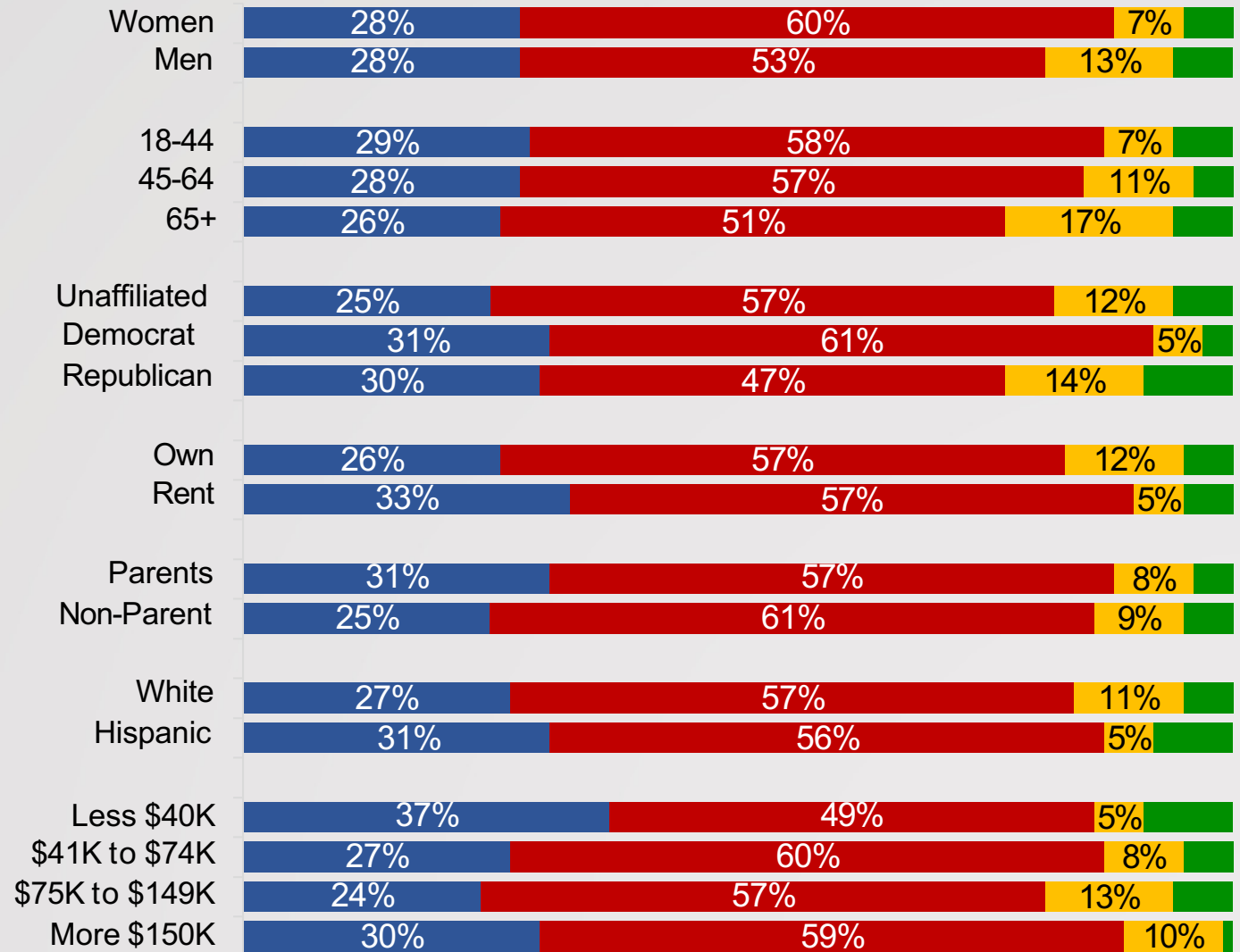
- Very Important
- Somewhat Imp.
- Not Too Imp.
- Not Imp. at All
- No Opinion

Voters prioritize quality childcare as much or more than quality pre-k or preschool

As you may know, studies have shown that quality childcare has long-term educational, social, and emotional benefits for kids. Knowing this, do you believe quality childcare for kids ages 0-4 is more important, equally important, or not as important as quality pre-k or preschool?



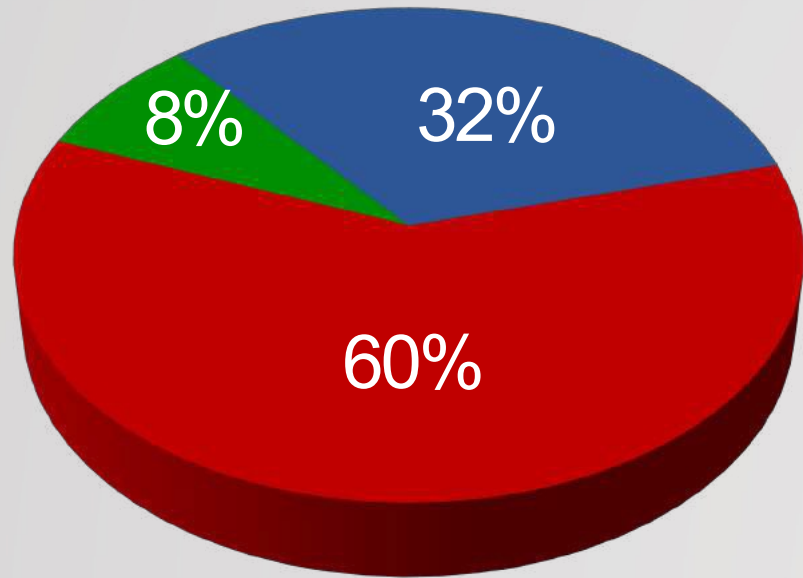
■ More Important ■ Equally Important
■ Not as Important ■ No Opinion



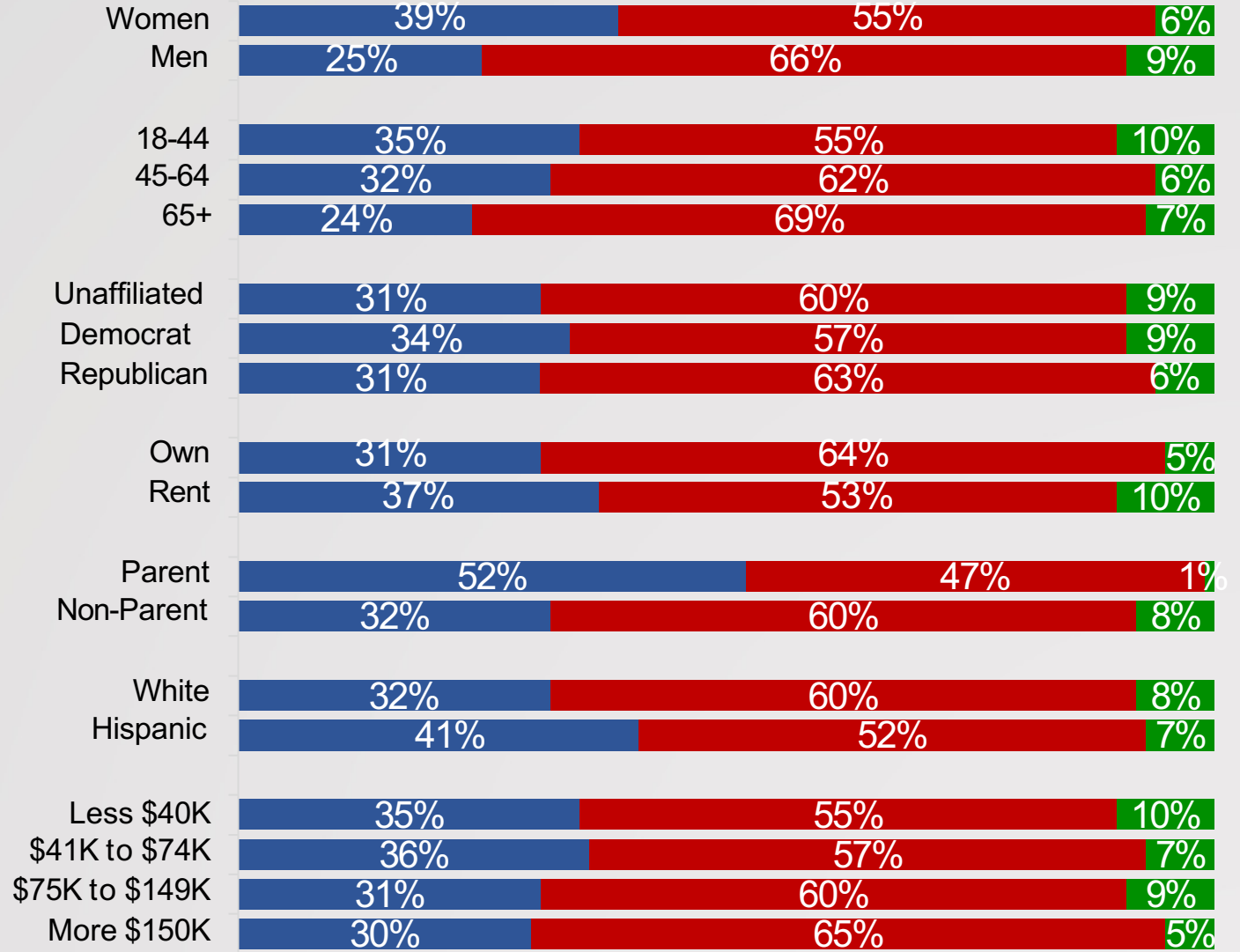
■ More Important ■ Equally Important ■ Not as Important ■ No Opinion

1/3 of Coloradans have worked less because of expensive childcare

Did you or a family member choose to leave a job, work part-time, or NOT enter the workforce because the cost of childcare was too expensive?



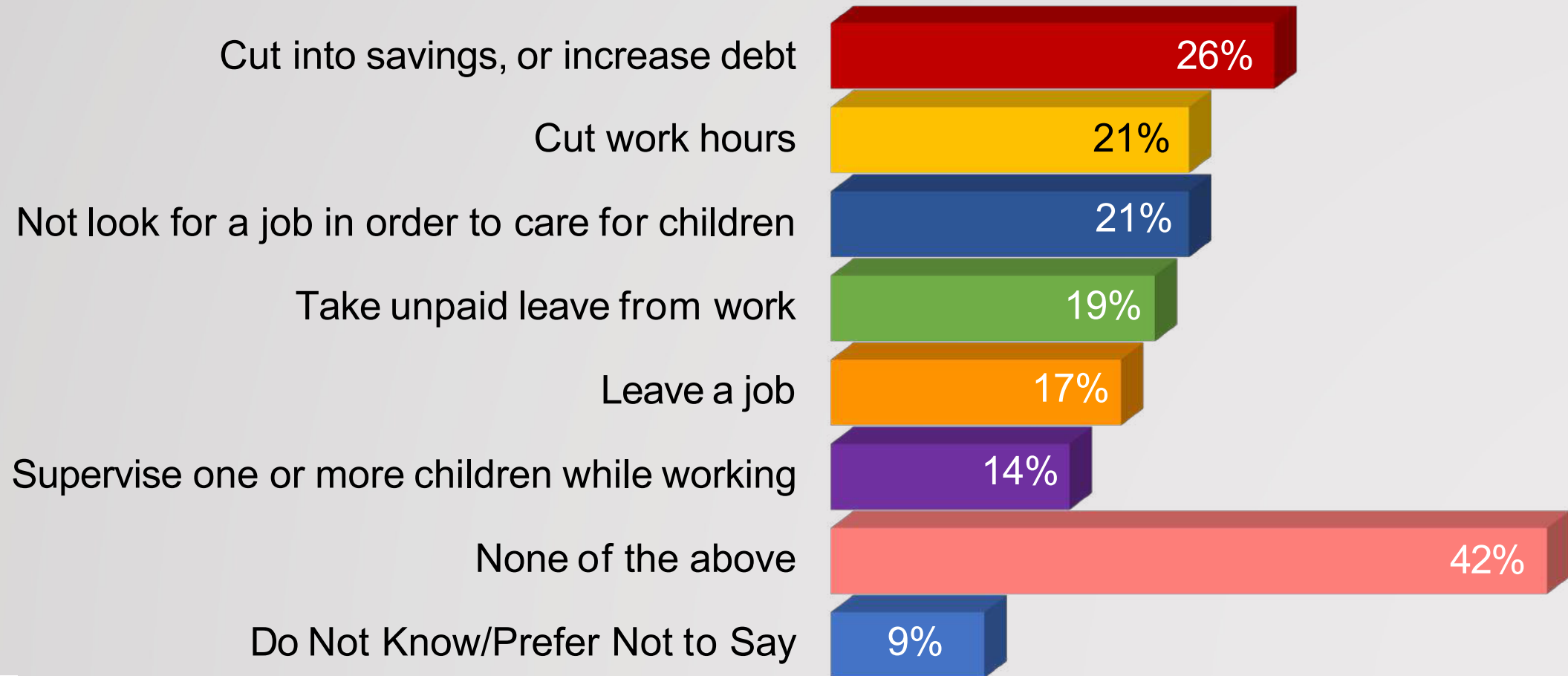
■ Yes ■ No ■ No Opinion



■ Yes ■ No ■ No Opinion

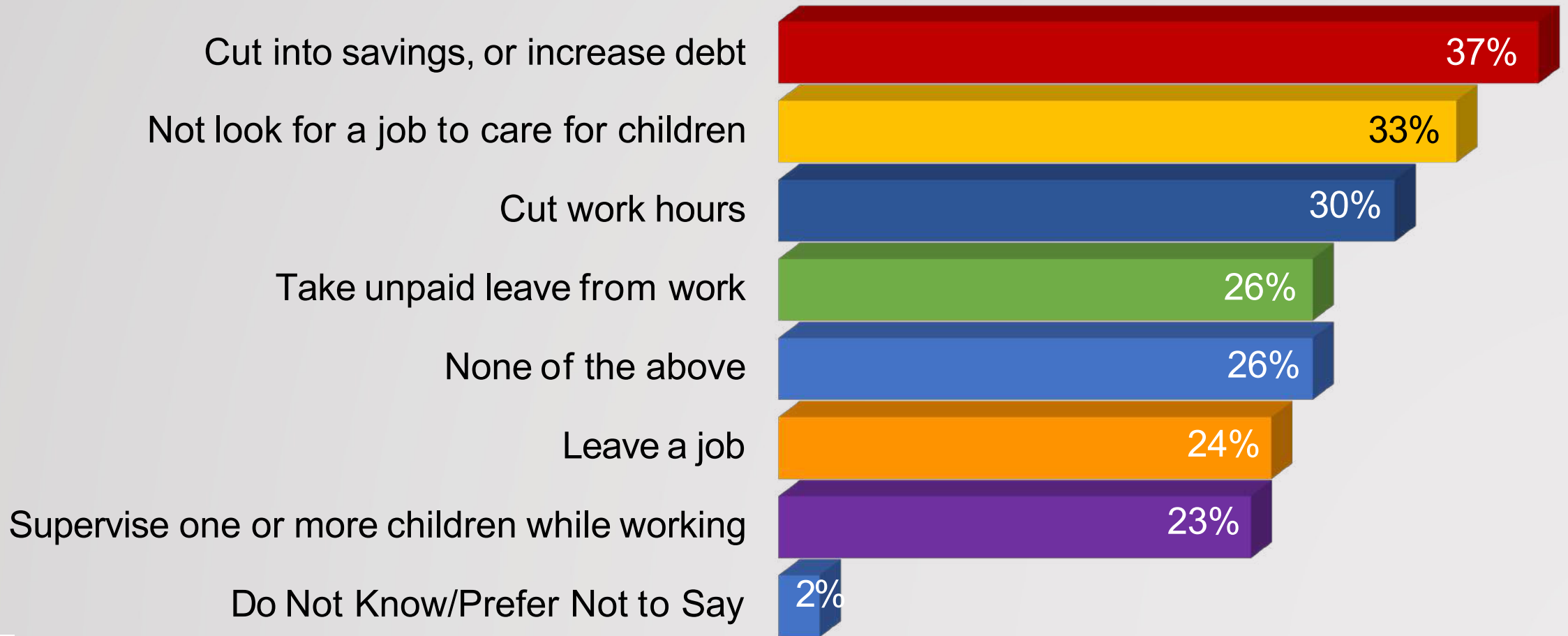
Nearly half of Coloradans have sacrificed due to the lack of affordable childcare

Has access to childcare caused you or anyone in your family to do any of the following?
Select all that apply (Among all respondents)



Parents have sacrificed much more than non-parents due to the lack of affordable childcare

Has access to childcare caused you or anyone in your family to do any of the following?
Select all that apply (Among parents)

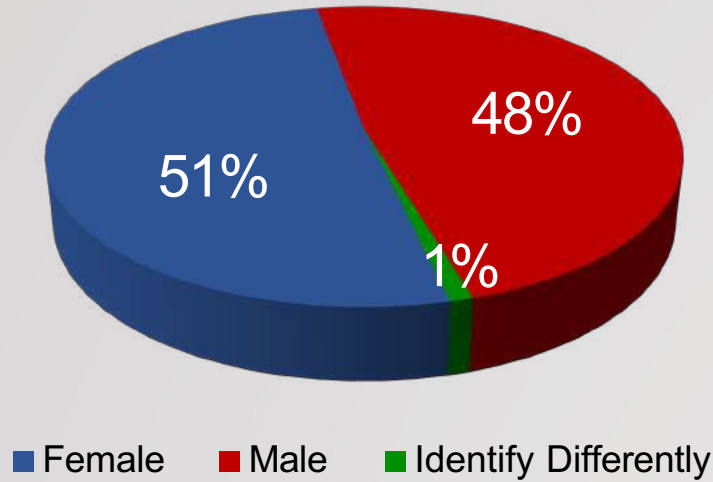




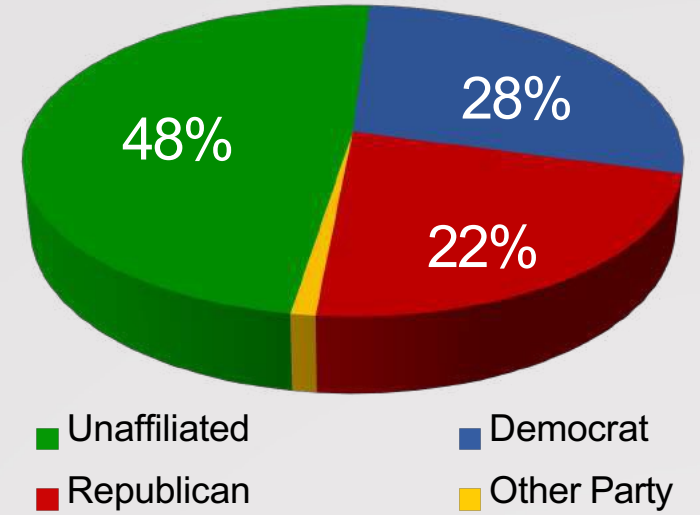
Demographics

Survey Demographics

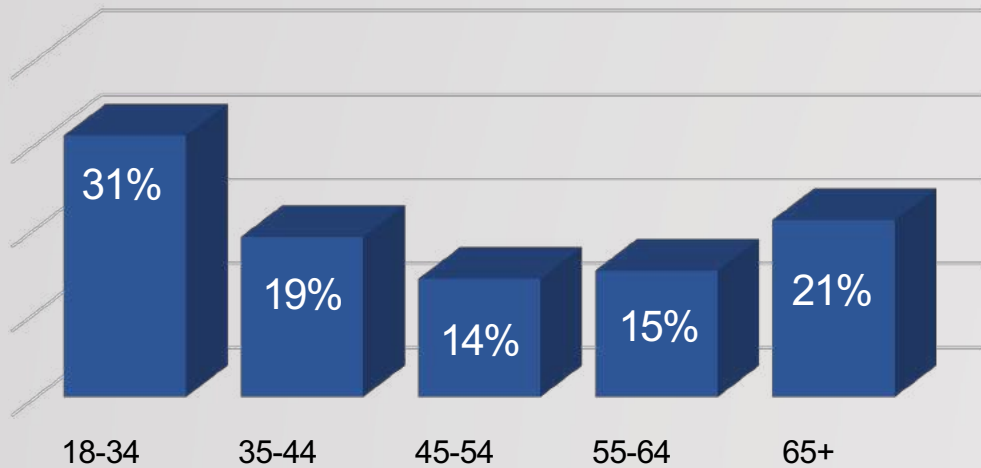
Gender



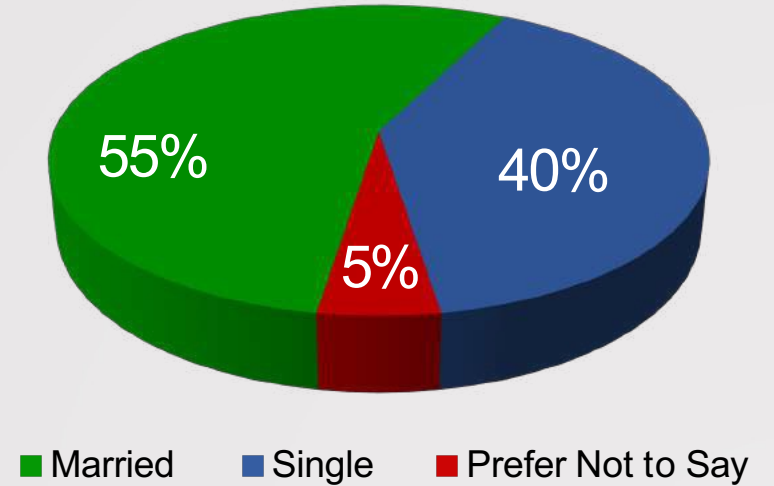
Party Affiliation



Age Range

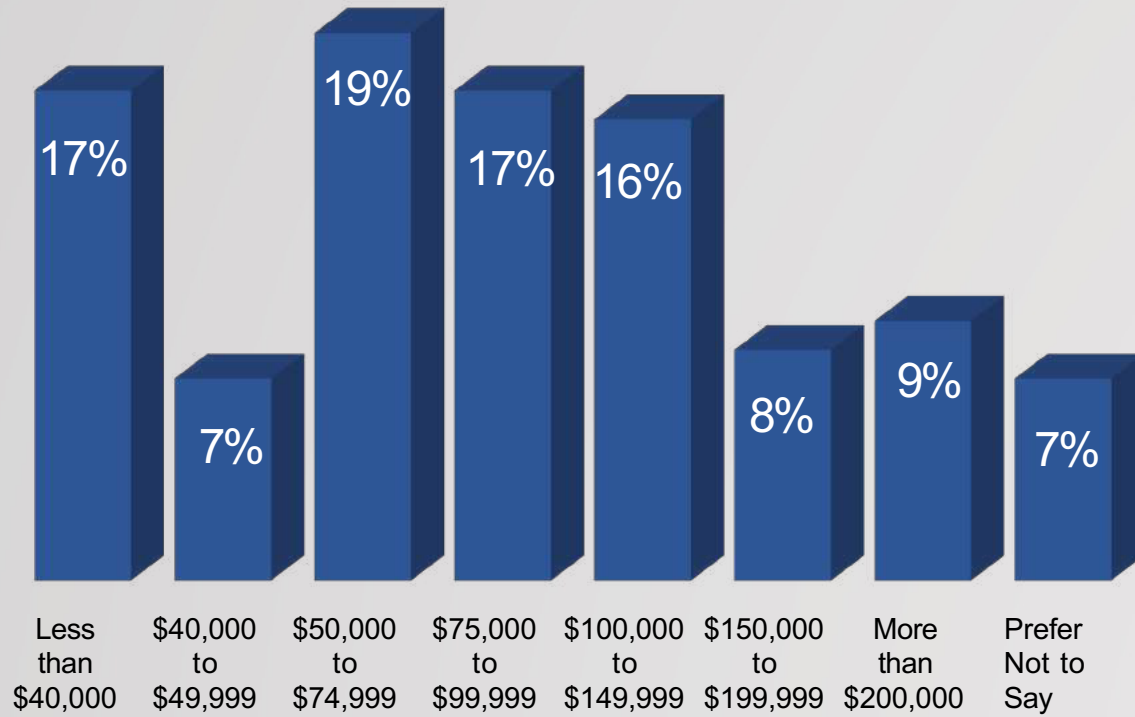


Marital Status

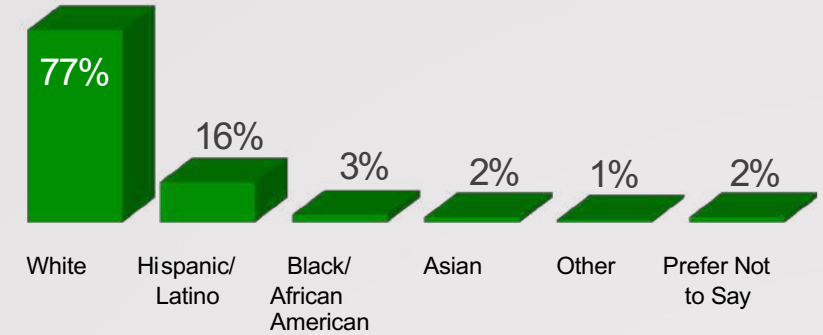


Survey Demographics

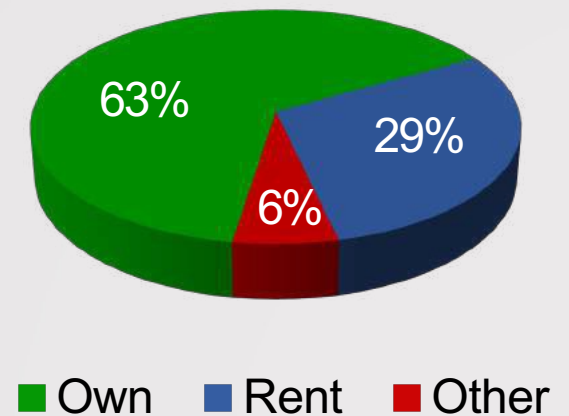
Household Income



Race Ethnicity



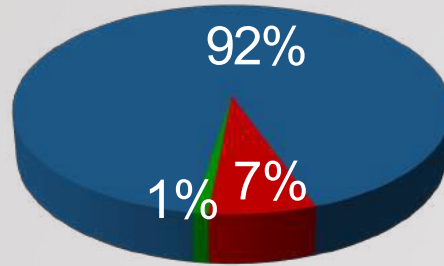
Rent v. Own



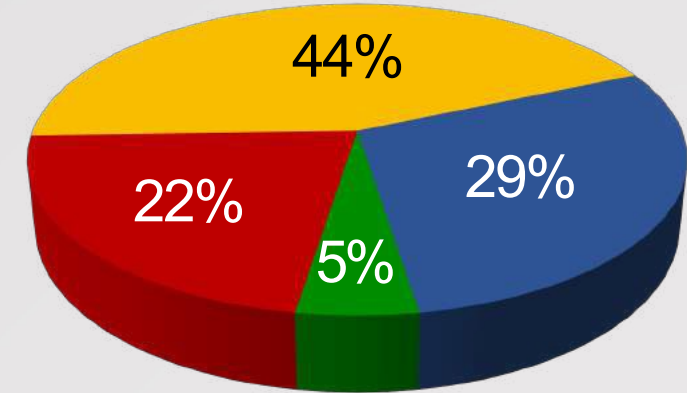
Survey Demographics

Political Beliefs

Covered by Health Insurance

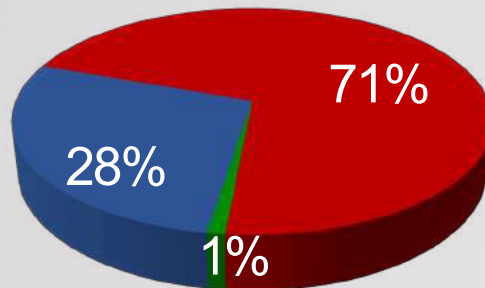


- Yes, Covered
- No, Not Covered
- Prefer Not to Say



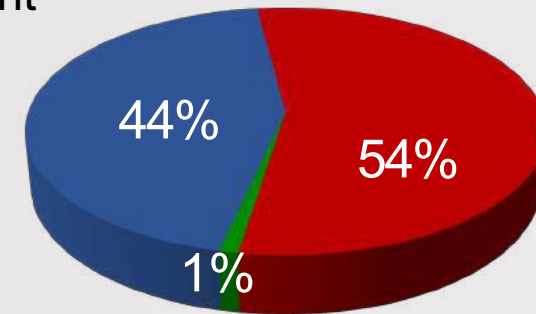
- Conservative
- Liberal
- Moderate
- Unsure/No Opinion

Parent of a Child Under 18?



- Yes
- No
- Refused

Educational Attainment



- No HS Diploma
- Some Higher Ed, Associates Degree or less
- Degree, Bachelors or Higher