

February 10, 2023



CYGNAL

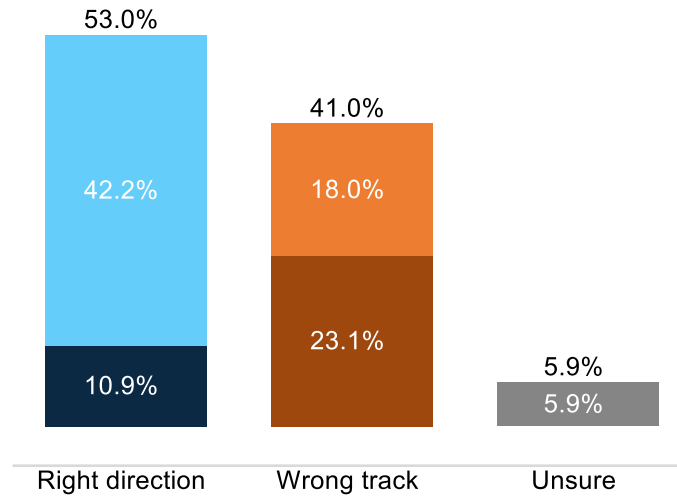
Survey of Likely General Election Voters **Colorado Statewide**

January 26 – 27, 2023 | n=540 | $\pm 4.17\%$

Insights & Analysis

- Voters say **Colorado** is now headed in the **right direction** (RD +12) compared to 2022 where things were slightly off on the wrong track.
- **Public education** is off on the **wrong track** (WT +16) with 55% of parents pessimistic.
- **Charter schools** (+23 net fav; +29 in 2022) took a slight hit largely as a result of 20% of Republicans having no opinion (up 10% since 2022). After a **description of charter schools**, charter schools' image jumps to **+40 net fav** as even Dems are favorable.
 - Support for **equal funding for charter schools** is strong as 65% support, 15% oppose.
- The strongest public policy ideas are **new investments in math instruction and programming** (74% support), a **constitutional amendment guaranteeing a right to school choice** (68% support), and **creating an Education Savings Account for students with special needs** (67% support).
- Voters continue to have similar opinions regarding public schools since 2019: the majority say **schools are underfunded** (50%), **teachers' salaries are too low** (66%), and they would prefer to **better prioritize state spending** (78%) over raising taxes for education funding.
- **Homelessness** (17%) has taken the top spot among priorities. **Crime** (13%) increased to nearly as much to match **government spending and taxes** (13%), which was top priority in 2022.
 - **Public education** (12%) remains a top priority for women, parents, and college-educated.
- Machine-learning generated three **segmentation analysis** groups, the key being **Dems/Inds - Homelessness Top Priority** (37%). This group finds charter schools slightly favorable and **aligns with GOP base** much more than the high-income Dems.

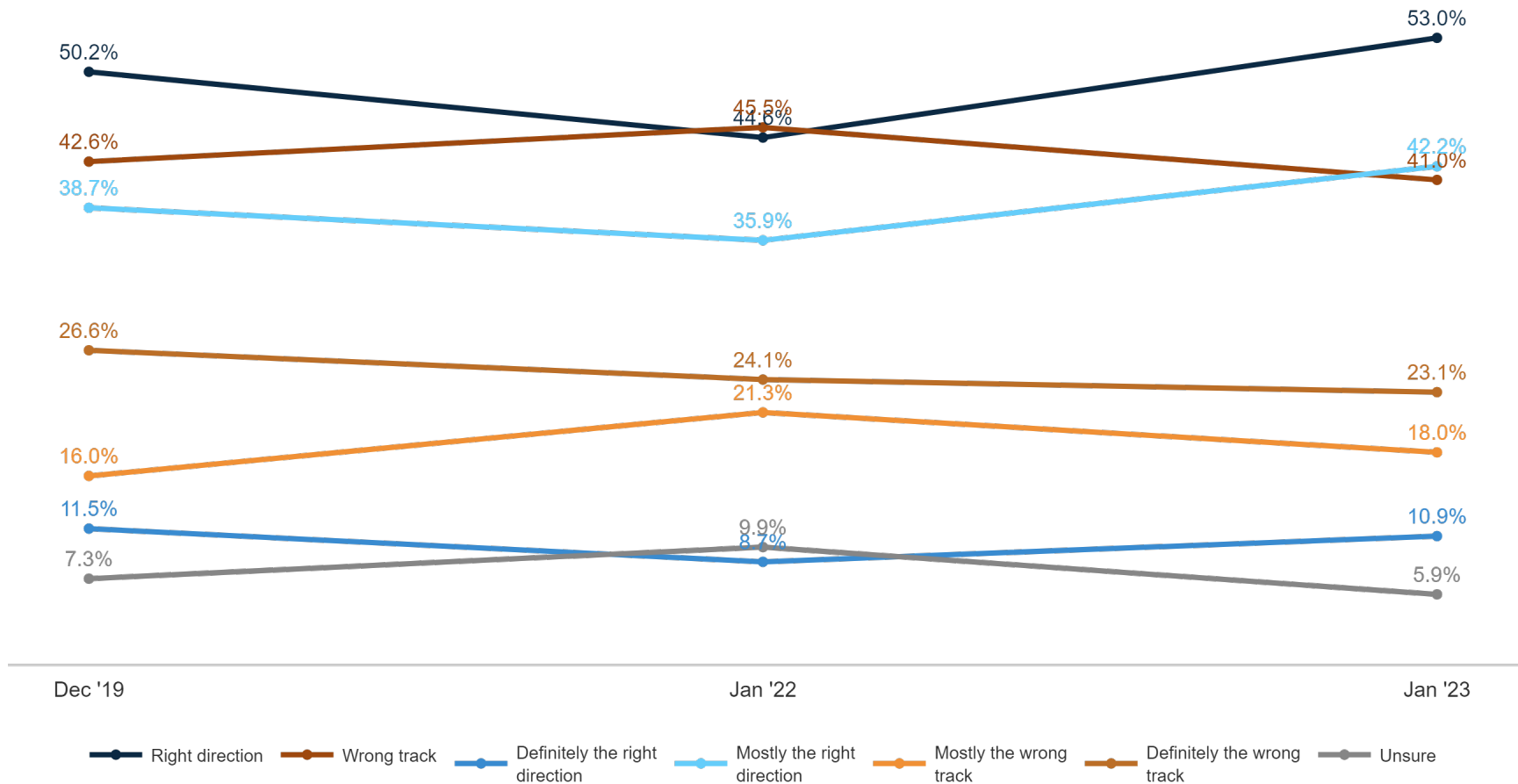
Colorado is now headed in the right direction after pessimistic in 2022



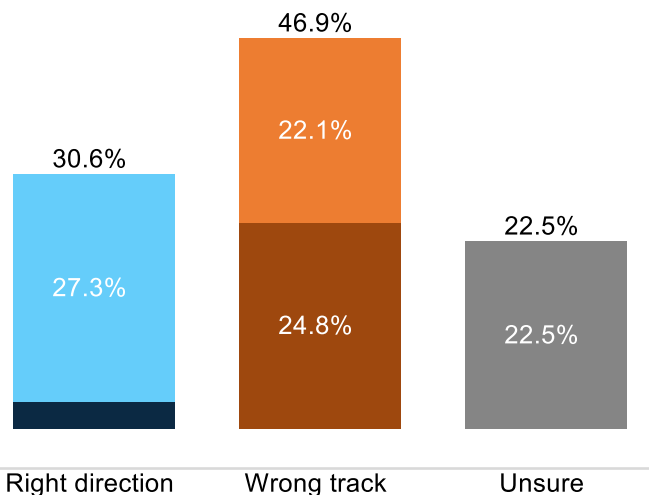
	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	Core Denver	CO Springs	Rural CDs	Rural Comm	Suburban	Urban	Republican	Democrat	UAF	Parent/Guardian	No Kids	White	Other Races	College	No College	<\$70k	\$70k+	1 of 4	2 of 4	3 of 4	4 of 4
Right direction	58%	52%	61%	61%	47%	40%	49%	56%	43%	43%	46%	51%	70%	15%	83%	55%	47%	55%	54%	55%	65%	39%	51%	56%	49%	52%	56%	51%
Wrong track	33%	40%	35%	37%	48%	58%	42%	36%	49%	51%	48%	43%	26%	79%	10%	39%	47%	39%	39%	41%	29%	55%	42%	38%	45%	39%	42%	45%
Definitely the right direction	10%	8%	14%	17%	8%	4%	13%	10%	4%	10%	7%	12%	14%	0%	22%	10%	10%	11%	11%	11%	14%	7%	11%	12%	8%	8%	18%	13%
Mostly the right direction	47%	44%	47%	43%	39%	36%	35%	46%	39%	33%	38%	39%	56%	15%	62%	45%	37%	44%	43%	44%	50%	32%	41%	44%	41%	44%	37%	38%
Mostly the wrong track	17%	21%	7%	20%	8%	26%	24%	14%	14%	26%	23%	19%	8%	31%	5%	19%	19%	17%	19%	13%	14%	23%	25%	15%	20%	20%	18%	15%
Definitely the wrong track	15%	19%	27%	17%	40%	32%	18%	22%	35%	25%	26%	24%	18%	48%	4%	20%	28%	21%	20%	28%	15%	32%	17%	23%	25%	19%	24%	30%
Unsure	10%	8%	4%	3%	4%	2%	9%	8%	8%	6%	6%	7%	4%	6%	7%	5%	6%	6%	6%	4%	6%	6%	7%	6%	7%	9%	3%	4%

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

Trend: RD/WT CO



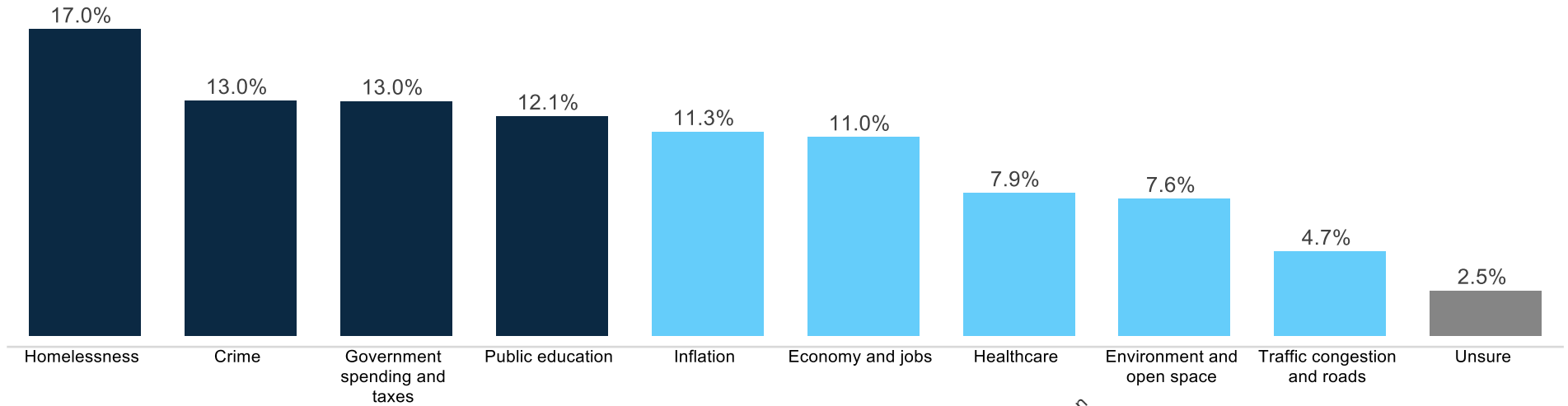
Public education is off on the wrong track; parents strongly say wrong track



	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	Core Denver	CO Springs	Rural CDs	Rural Comm	Suburban	Urban	Republican	Democrat	UAF	Parent/Guardian	No Kids	White	Other Races	College	No College	<\$70k	\$70k+	1 of 4	2 of 4	3 of 4	4 of 4
Right direction	22%	41%	32%	36%	29%	25%	33%	32%	25%	28%	28%	33%	28%	11%	47%	30%	33%	29%	30%	35%	35%	25%	31%	31%	30%	29%	32%	34%
Wrong track	37%	49%	53%	40%	51%	61%	44%	44%	54%	57%	52%	47%	39%	71%	26%	47%	55%	43%	45%	50%	41%	54%	44%	48%	44%	50%	50%	51%
Definitely the right direction	2%	4%	5%	3%	4%	5%	1%	3%	5%	3%	1%	4%	4%	1%	6%	3%	4%	3%	3%	3%	4%	3%	1%	4%	4%	3%	2%	4%
Mostly the right direction	21%	37%	27%	33%	25%	20%	32%	29%	21%	25%	27%	29%	24%	11%	41%	27%	29%	27%	27%	32%	32%	22%	30%	27%	26%	26%	30%	30%
Mostly the wrong track	18%	23%	28%	19%	20%	30%	20%	22%	21%	28%	22%	23%	18%	26%	16%	24%	26%	20%	22%	21%	22%	22%	20%	24%	20%	24%	24%	24%
Definitely the wrong track	19%	26%	25%	22%	31%	32%	23%	22%	33%	29%	29%	24%	21%	45%	10%	24%	29%	23%	23%	28%	19%	32%	25%	24%	25%	26%	26%	28%
Unsure	40%	10%	16%	23%	20%	13%	23%	25%	20%	15%	20%	20%	33%	18%	27%	23%	11%	27%	25%	15%	24%	21%	25%	20%	26%	22%	18%	14%

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

Homelessness now the top priority; crime now tied with govt spending and taxes



	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	Core Denver	CO Springs	Rural CDs	Rural Comm	Suburban	Urban	Republican	Democrat	UAF	Parent/Guardian	No Kids	White	Other Races	College	No College	<\$70k	\$70k+	1 of 4	2 of 4	3 of 4	4 of 4
Homelessness	23%	17%	21%	16%	13%	11%	13%	22%	21%	13%	10%	17%	27%	13%	22%	16%	12%	19%	16%	20%	19%	15%	16%	18%	20%	18%	13%	13%
Crime	1%	13%	17%	19%	7%	22%	18%	15%	22%	10%	10%	16%	10%	19%	8%	12%	10%	14%	14%	6%	10%	16%	11%	15%	12%	9%	15%	18%
Government spending and taxes	5%	6%	11%	10%	20%	24%	20%	11%	7%	19%	18%	14%	4%	28%	4%	8%	11%	14%	12%	15%	8%	19%	14%	12%	9%	12%	17%	18%
Public education	14%	22%	12%	13%	7%	9%	4%	12%	7%	13%	11%	11%	15%	5%	16%	14%	20%	9%	13%	11%	17%	6%	12%	13%	13%	16%	12%	7%
Inflation	16%	16%	8%	10%	15%	5%	6%	10%	22%	15%	15%	10%	9%	15%	8%	10%	17%	9%	11%	14%	8%	15%	13%	9%	15%	10%	7%	12%
Economy and jobs	13%	8%	12%	6%	14%	11%	13%	11%	3%	13%	10%	11%	12%	14%	7%	13%	14%	10%	9%	22%	12%	10%	11%	11%	7%	13%	13%	12%
Healthcare	12%	8%	9%	4%	6%	8%	6%	9%	6%	7%	6%	7%	12%	0%	14%	9%	6%	8%	9%	4%	10%	5%	8%	7%	9%	7%	7%	6%
Environment and open space	10%	7%	3%	10%	13%	3%	4%	5%	6%	5%	11%	7%	5%	1%	12%	9%	7%	8%	9%	2%	8%	7%	8%	7%	9%	10%	7%	5%
Traffic congestion and roads	4%	3%	5%	5%	3%	4%	10%	2%	6%	4%	7%	4%	2%	4%	5%	6%	2%	6%	5%	5%	5%	4%	4%	5%	6%	3%	5%	6%
Unsure	1%	1%	1%	6%	1%	3%	5%	3%	0%	2%	3%	2%	3%	1%	4%	3%	1%	3%	3%	0%	3%	2%	3%	2%	1%	2%	5%	3%

Which one of the following issues do you believe should be the top priority for the Governor and State Legislature?

Trend: Top Priority

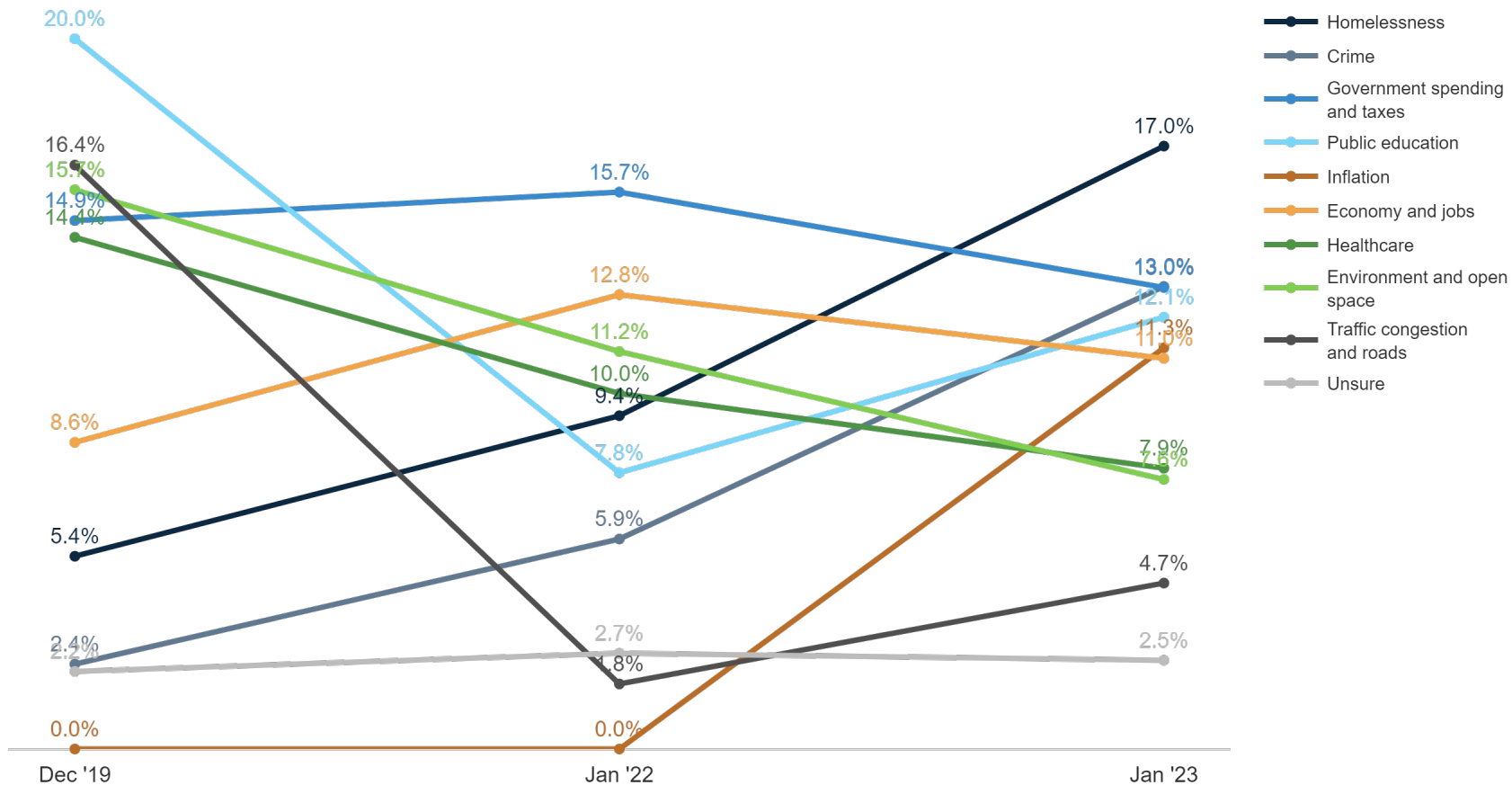


Image Tests

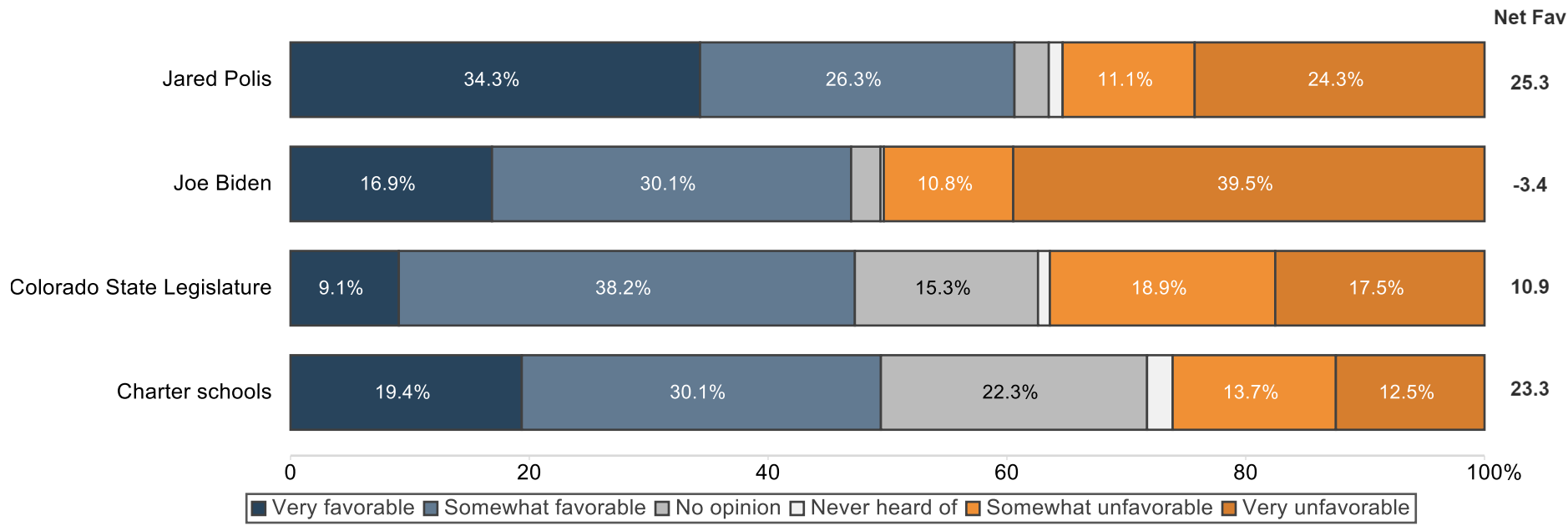


Image Tests Heatmap

Favorable

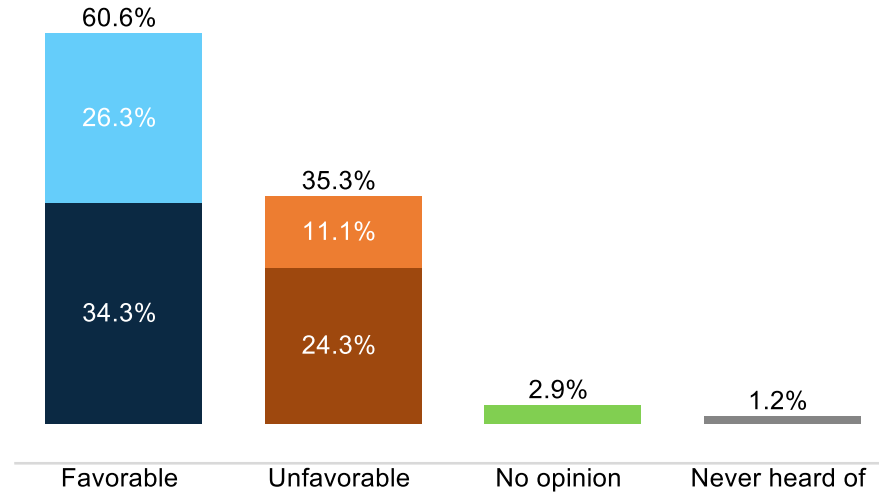
	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	Core Denver	CO Springs	Rural CDs	Rural Comm	Suburban	Urban	Republican	Democrat	UAF	Parent/Guardian...	No Kids	White	Other Races	College	No College	<\$70k	\$70k+	1 of 4	2 of 4	3 of 4	4 of 4
Jared Polis	63%	67%	68%	69%	49%	47%	59%	67%	48%	51%	52%	60%	74%	17%	91%	67%	55%	63%	62%	64%	72%	48%	59%	63%	60%	61%	62%	63%
Joe Biden	47%	50%	58%	58%	35%	32%	48%	53%	32%	37%	42%	45%	59%	7%	85%	44%	40%	50%	47%	56%	59%	33%	44%	51%	41%	47%	47%	53%
Colorado State Legislature	49%	50%	55%	60%	38%	38%	38%	50%	37%	41%	42%	47%	56%	14%	77%	46%	45%	48%	49%	48%	57%	36%	49%	49%	46%	46%	48%	48%
Charter schools	39%	45%	38%	52%	46%	64%	66%	47%	55%	57%	52%	54%	34%	68%	33%	50%	54%	47%	49%	45%	41%	59%	47%	49%	47%	48%	61%	52%

Unfavorable

	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	Core Denver	CO Springs	Rural CDs	Rural Comm	Suburban	Urban	Republican	Democrat	UAF	Parent/Guardian...	No Kids	White	Other Races	College	No College	<\$70k	\$70k+	1 of 4	2 of 4	3 of 4	4 of 4
Jared Polis	29%	32%	29%	27%	47%	50%	40%	30%	43%	45%	45%	35%	22%	77%	5%	31%	43%	32%	34%	33%	24%	48%	35%	33%	37%	39%	38%	35%
Joe Biden	50%	44%	40%	42%	61%	64%	52%	45%	66%	61%	56%	52%	38%	92%	13%	52%	54%	49%	51%	41%	39%	63%	54%	46%	55%	50%	51%	47%
Colorado State Legislature	25%	32%	29%	30%	45%	54%	48%	32%	43%	45%	44%	36%	26%	70%	7%	39%	40%	35%	35%	36%	26%	48%	34%	36%	32%	38%	38%	43%
Charter schools	31%	35%	24%	28%	27%	20%	15%	31%	20%	20%	18%	26%	38%	10%	42%	25%	29%	25%	24%	39%	34%	15%	26%	29%	26%	20%	23%	32%



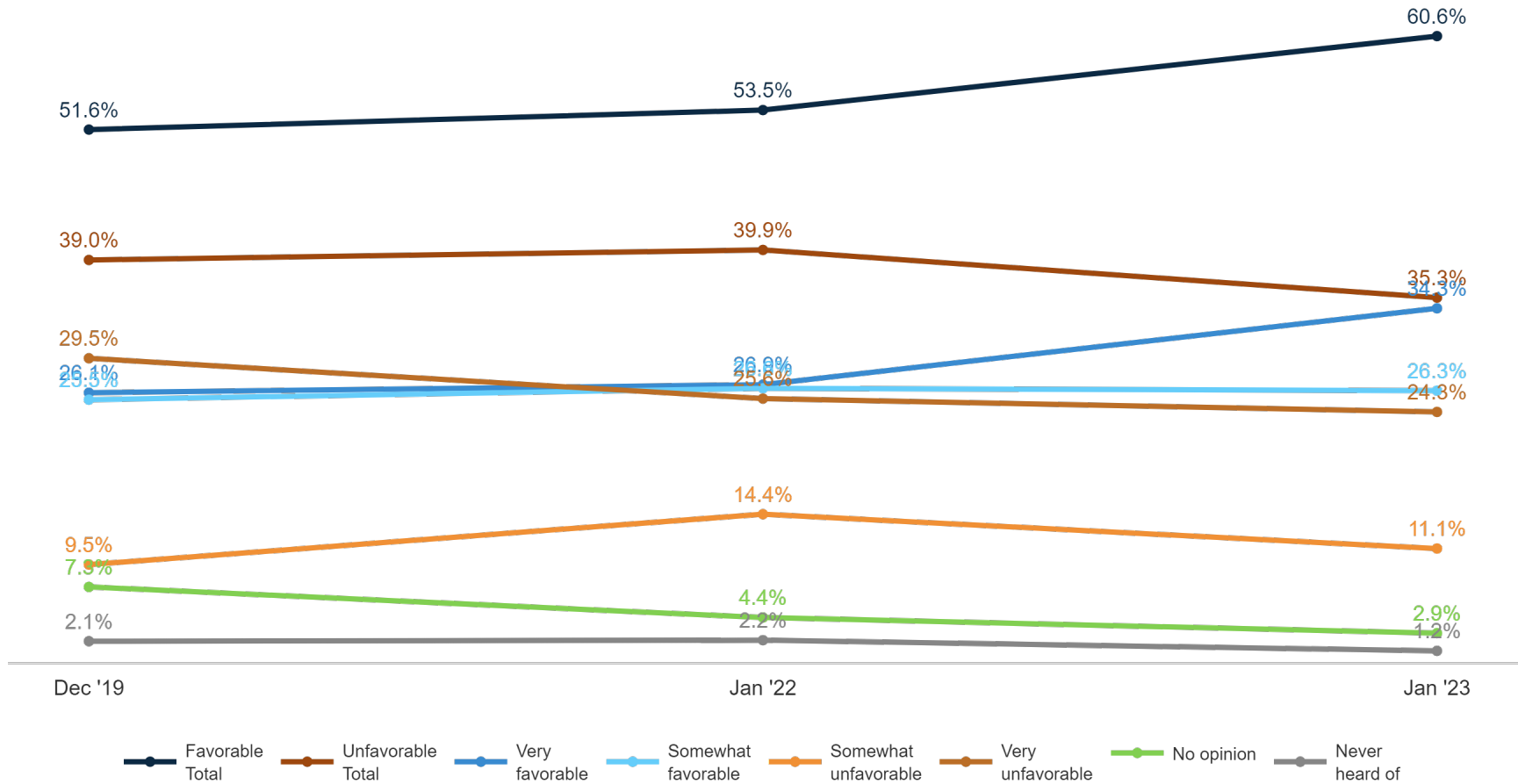
Polis's favorability continues to grow



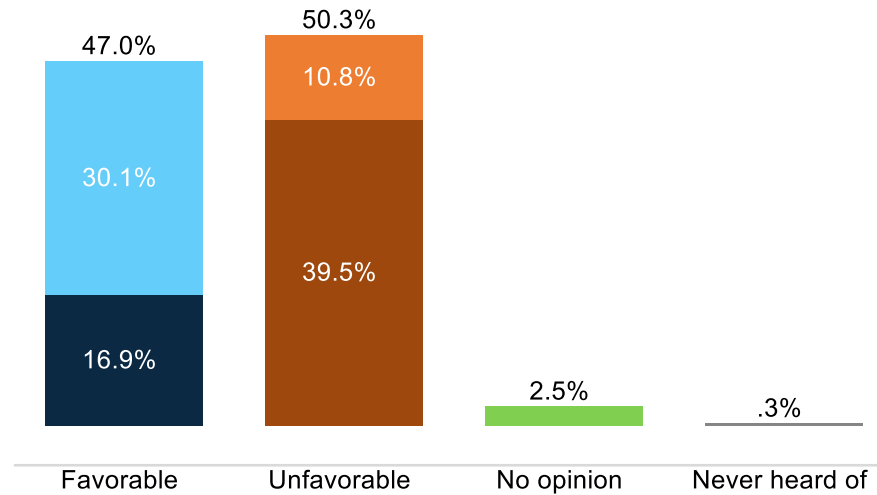
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Favorable Total	63%	67%	68%	69%	49%	47%	59%	67%	48%	51%	52%	60%	74%	17%	91%	67%	55%	63%	62%	64%	72%	48%	59%	63%	60%	61%	62%	63%
Unfavorable Total	29%	32%	29%	27%	47%	50%	40%	30%	43%	45%	45%	35%	22%	77%	5%	31%	43%	32%	34%	33%	24%	48%	35%	33%	37%	39%	38%	35%
Very favorable	28%	38%	48%	43%	24%	21%	40%	35%	21%	30%	32%	33%	39%	4%	61%	34%	32%	35%	35%	38%	40%	27%	33%	37%	33%	39%	38%	39%
Somewhat favorable	35%	30%	20%	26%	24%	25%	19%	31%	27%	21%	19%	27%	35%	14%	30%	33%	23%	28%	27%	26%	31%	20%	26%	27%	27%	22%	25%	24%
Somewhat unfavorable	8%	5%	5%	15%	16%	10%	19%	9%	8%	14%	14%	11%	7%	22%	4%	10%	13%	10%	10%	14%	9%	13%	13%	9%	9%	15%	11%	13%
Very unfavorable	20%	26%	24%	12%	30%	40%	21%	21%	35%	31%	31%	24%	15%	55%	1%	22%	30%	22%	24%	19%	16%	35%	22%	24%	29%	24%	27%	22%
No opinion	5%	0%	3%	3%	5%	2%	0%	1%	7%	3%	3%	3%	3%	4%	3%	1%	2%	3%	3%	3%	2%	3%	5%	2%	2%	1%	0%	2%
Never heard of	3%	1%	0%	0%	0%	1%	1%	2%	2%	1%	0%	1%	1%	1%	0%	0%	1%	1%	0%	2%	1%	1%	0%	0%	0%	0%	0%	0%

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

Trend: Jared Polis Image



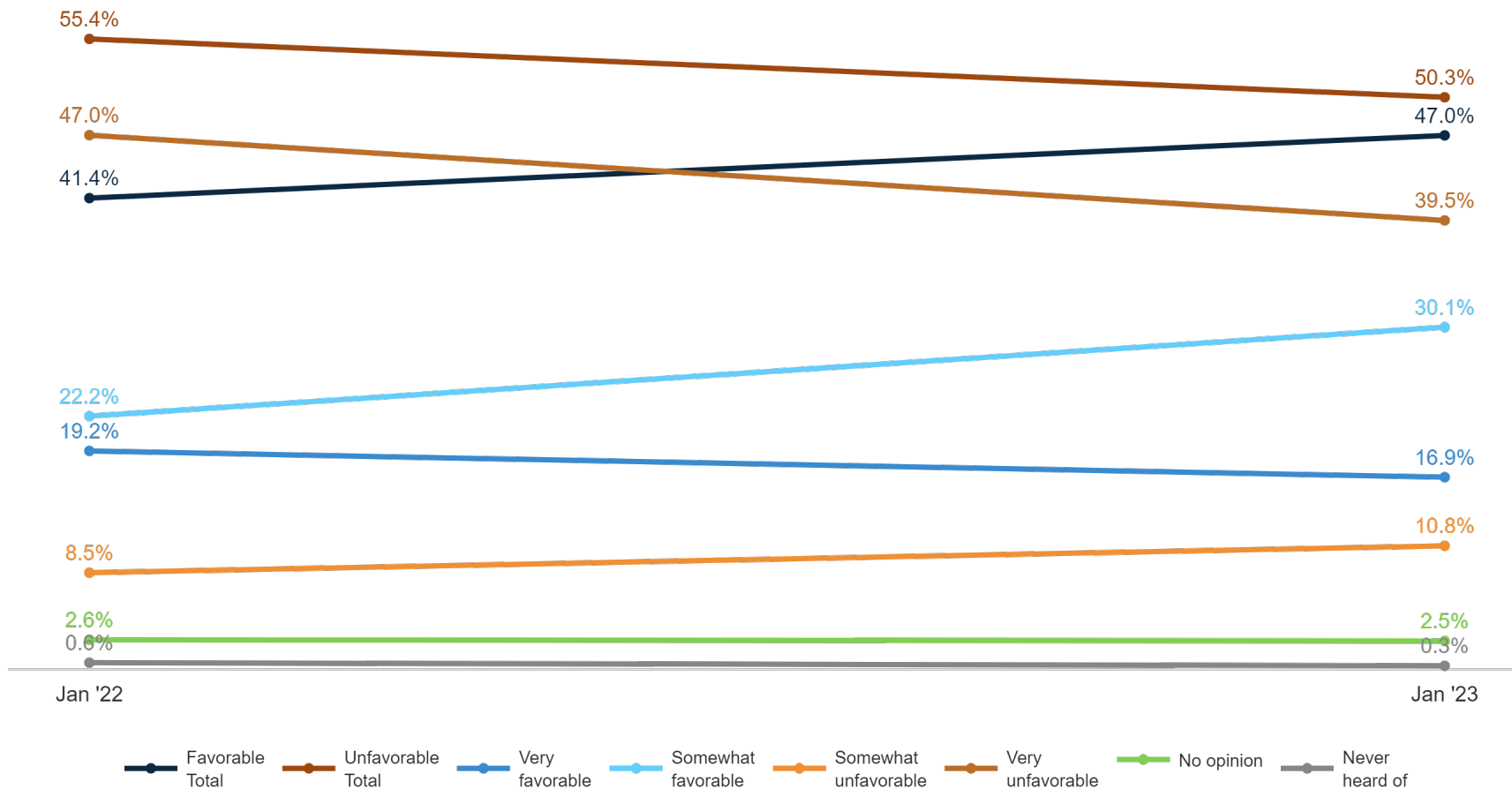
Biden's image is up since last year, especially with UAFs



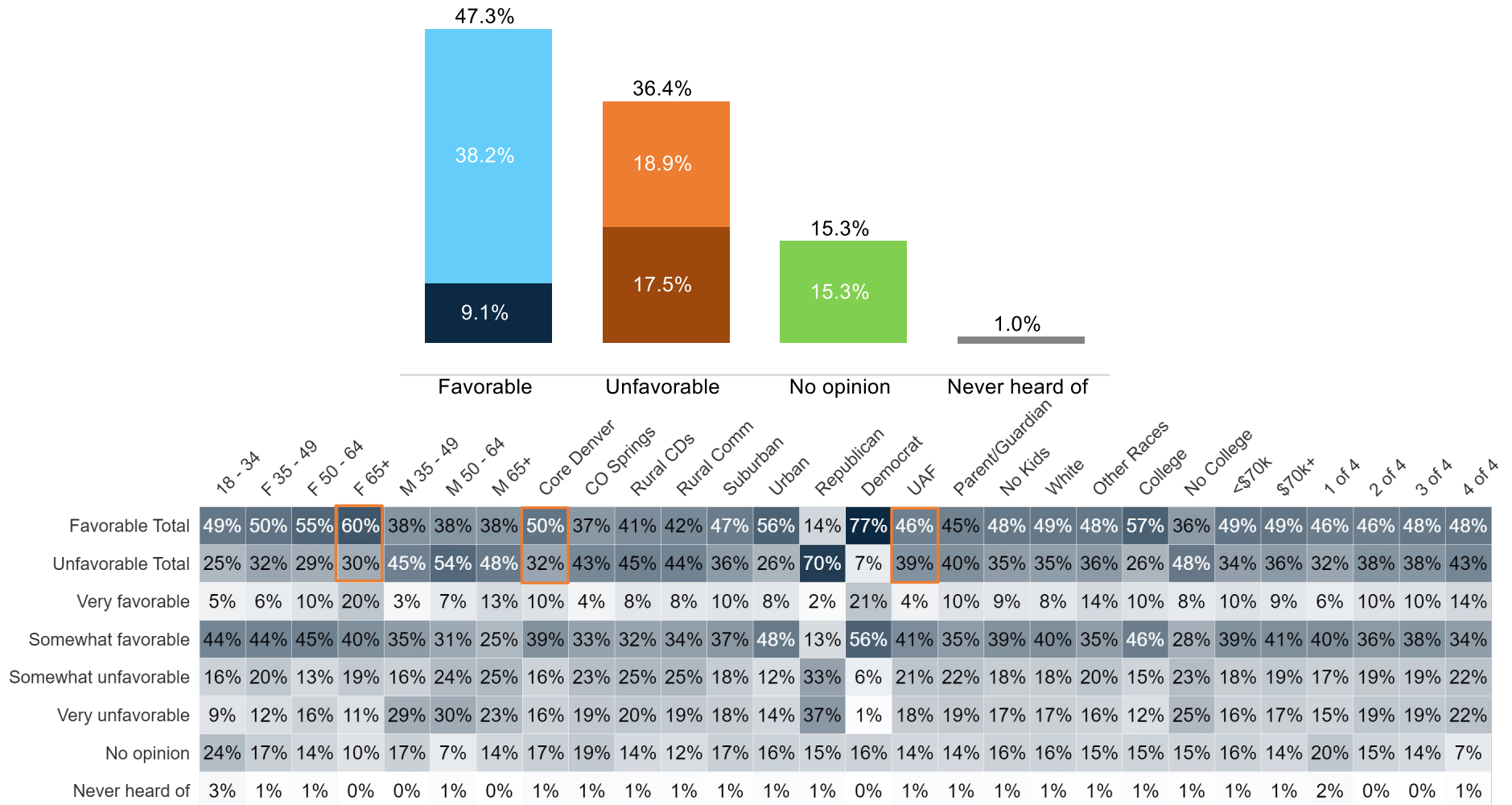
	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	Core Denver	CO Springs	Rural CDs	Rural Comm	Suburban	Urban	Republican	Democrat	UAF	Parent/Guardian	No Kids	White	Other Races	College	No College	<\$70k	\$70k+	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	47%	50%	58%	58%	35%	32%	48%	53%	32%	37%	42%	45%	59%	7%	85%	44%	40%	50%	47%	56%	59%	33%	44%	51%	41%	47%	47%	53%
Unfavorable Total	50%	44%	40%	42%	61%	64%	52%	45%	66%	61%	56%	52%	38%	92%	13%	52%	54%	49%	51%	41%	39%	63%	54%	46%	55%	50%	51%	47%
Very favorable	6%	15%	25%	34%	7%	12%	24%	18%	6%	14%	17%	15%	22%	3%	35%	11%	13%	18%	16%	22%	21%	12%	18%	17%	14%	20%	18%	20%
Somewhat favorable	41%	35%	33%	24%	28%	20%	24%	34%	25%	23%	24%	30%	37%	4%	49%	33%	26%	32%	30%	34%	38%	20%	26%	34%	28%	27%	29%	33%
Somewhat unfavorable	21%	10%	8%	9%	7%	10%	5%	14%	6%	9%	7%	10%	17%	6%	9%	15%	9%	11%	12%	9%	12%	9%	13%	10%	12%	10%	9%	7%
Very unfavorable	30%	34%	32%	32%	55%	54%	47%	31%	61%	51%	49%	42%	21%	86%	4%	36%	45%	37%	39%	32%	27%	55%	41%	36%	43%	39%	42%	39%
No opinion	3%	5%	2%	0%	4%	3%	0%	3%	2%	1%	2%	3%	3%	1%	2%	4%	6%	1%	2%	3%	1%	4%	1%	3%	3%	3%	2%	1%
Never heard of	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%

Do you have a favorable or unfavorable opinion of Joe Biden?

Trend: Joe Biden Image

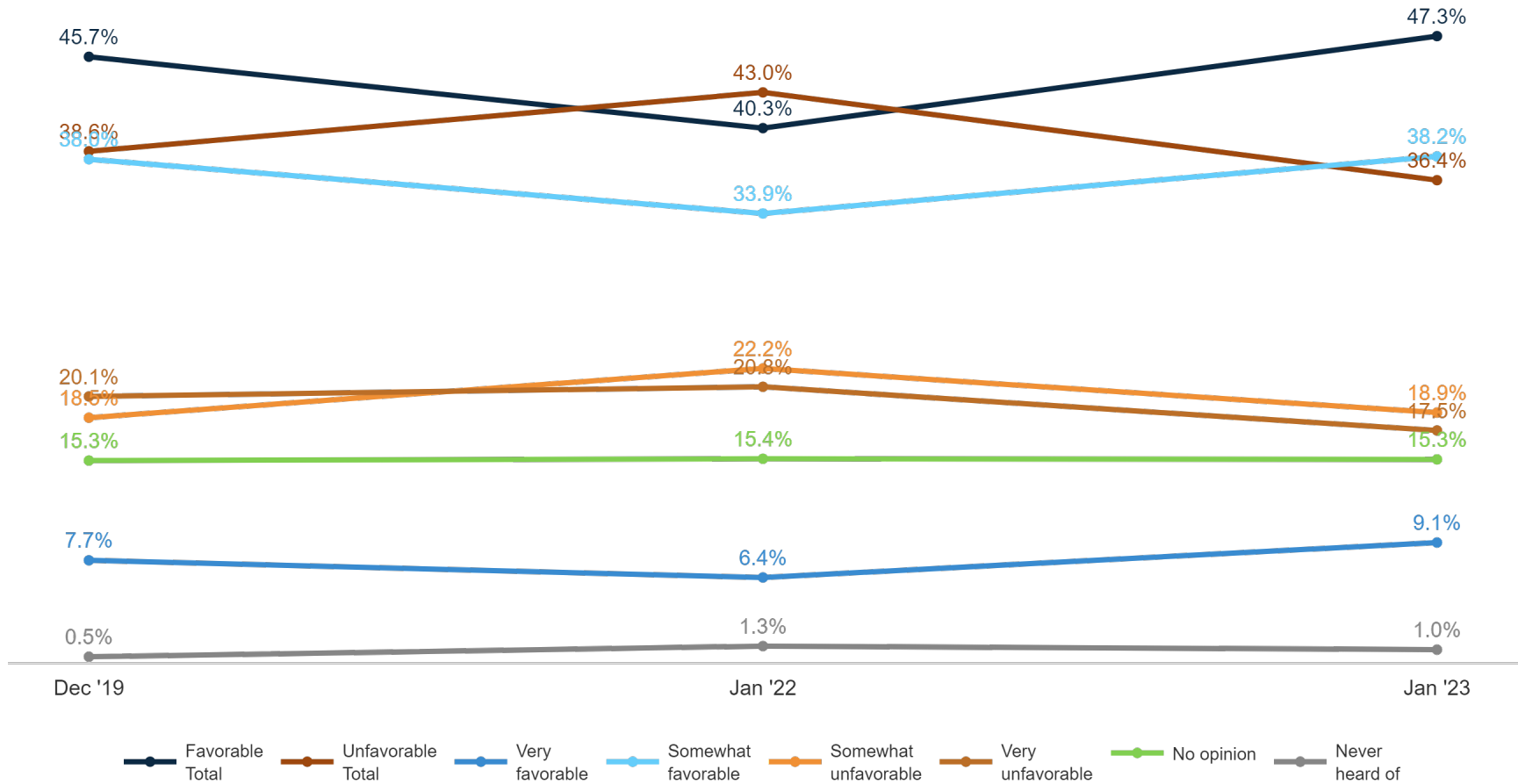


The state legislature is much more favorable than 2022 and in better standing than 2019

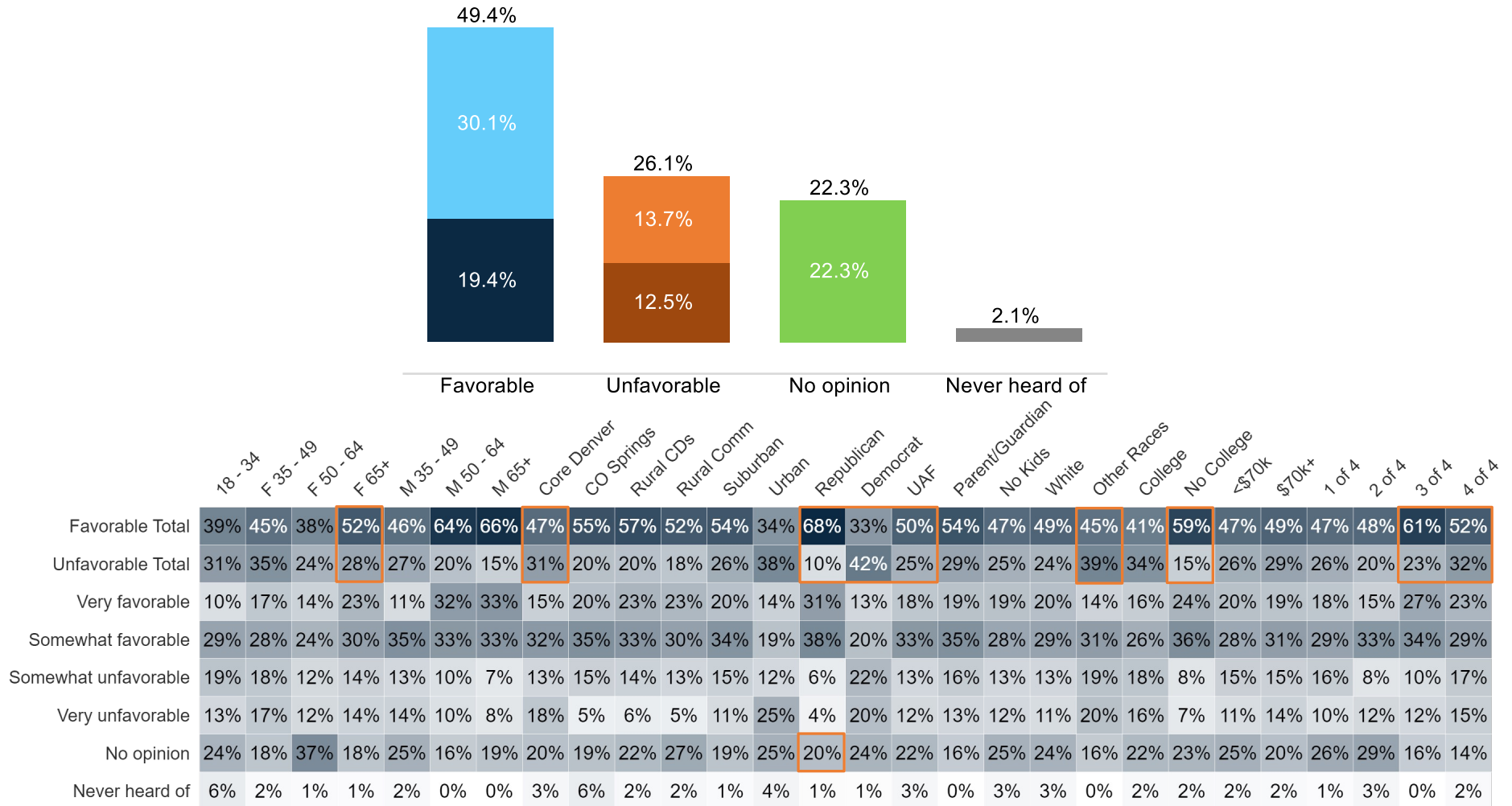


Do you have a favorable or unfavorable opinion of Colorado State Legislature?

Trend: Colorado State Legislature Image

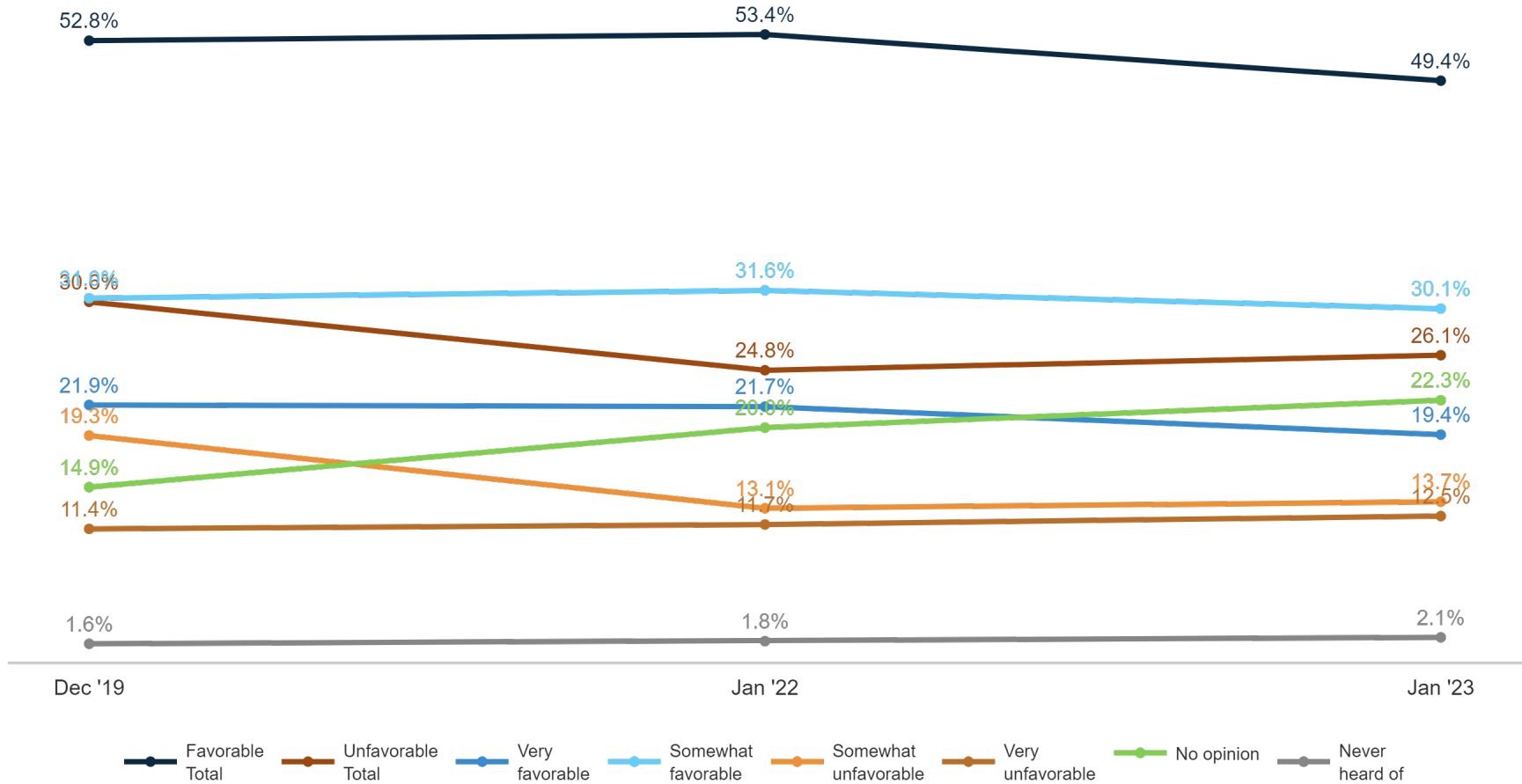


Charter schools 2-1 positive among UAFs; increase in no opinion from Republicans

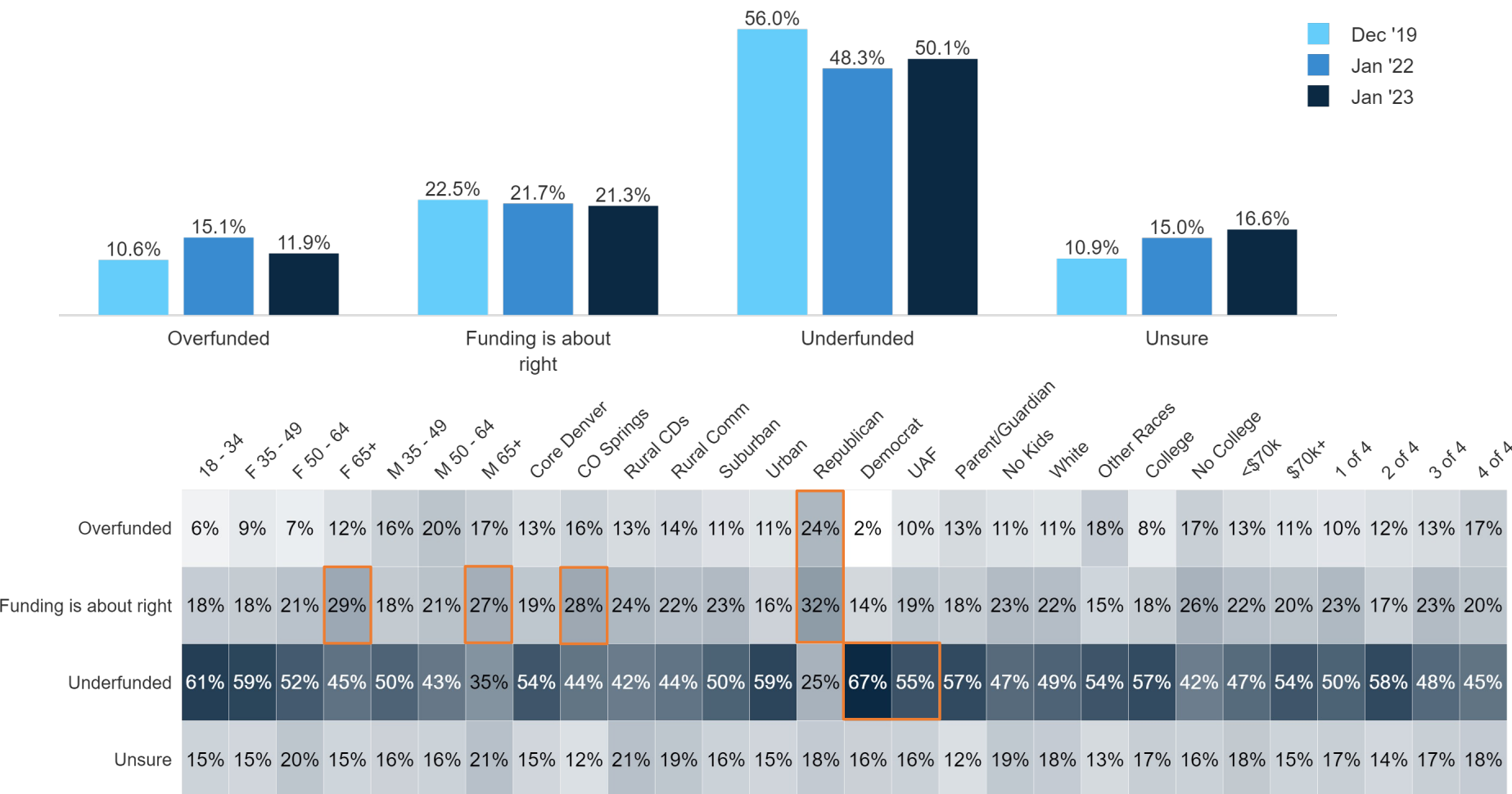


Do you have a favorable or unfavorable opinion of Charter schools?

Trend: Charter schools Image

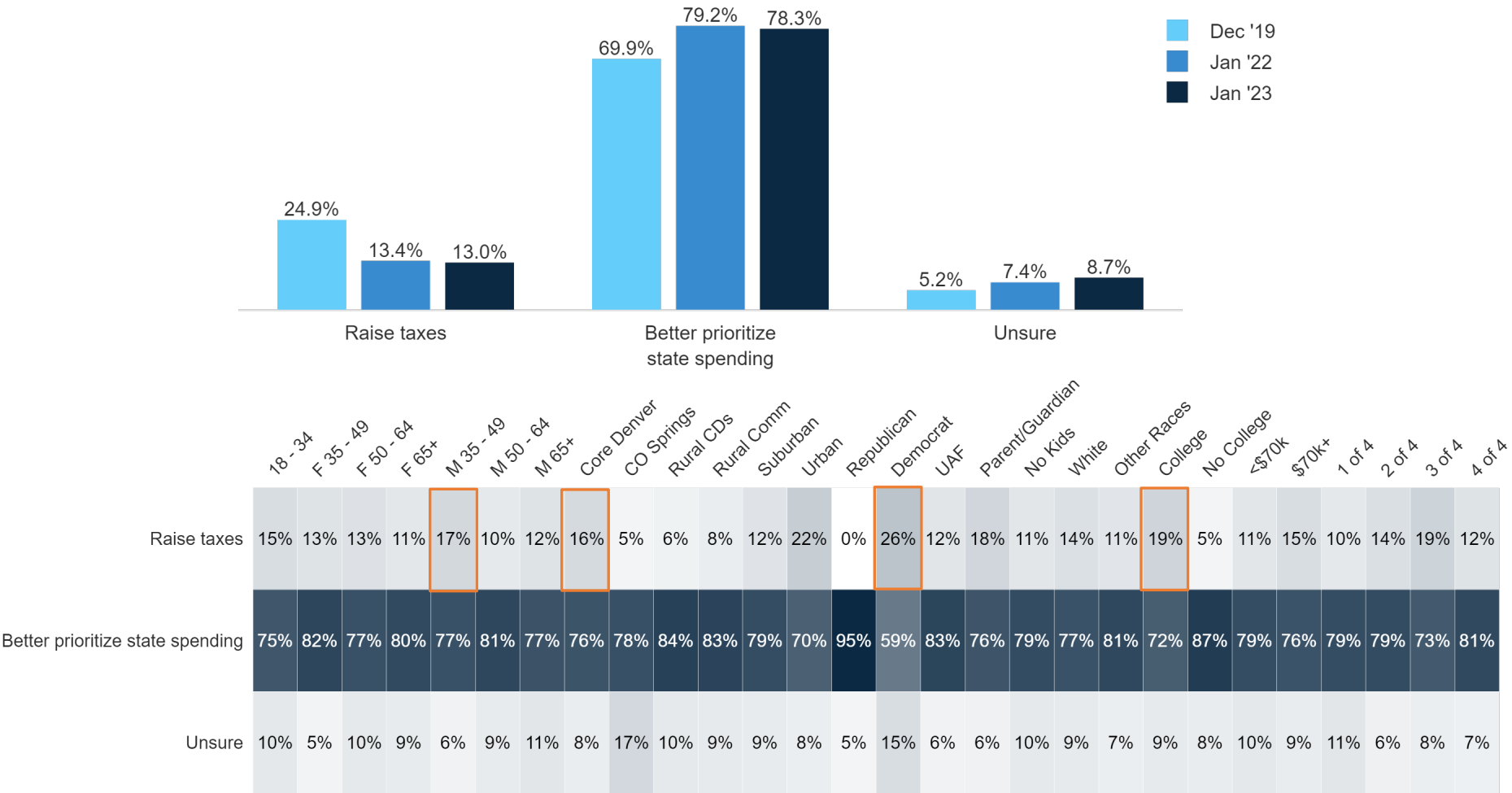


Public schools are still underfunded; just Republicans believe funding is about right



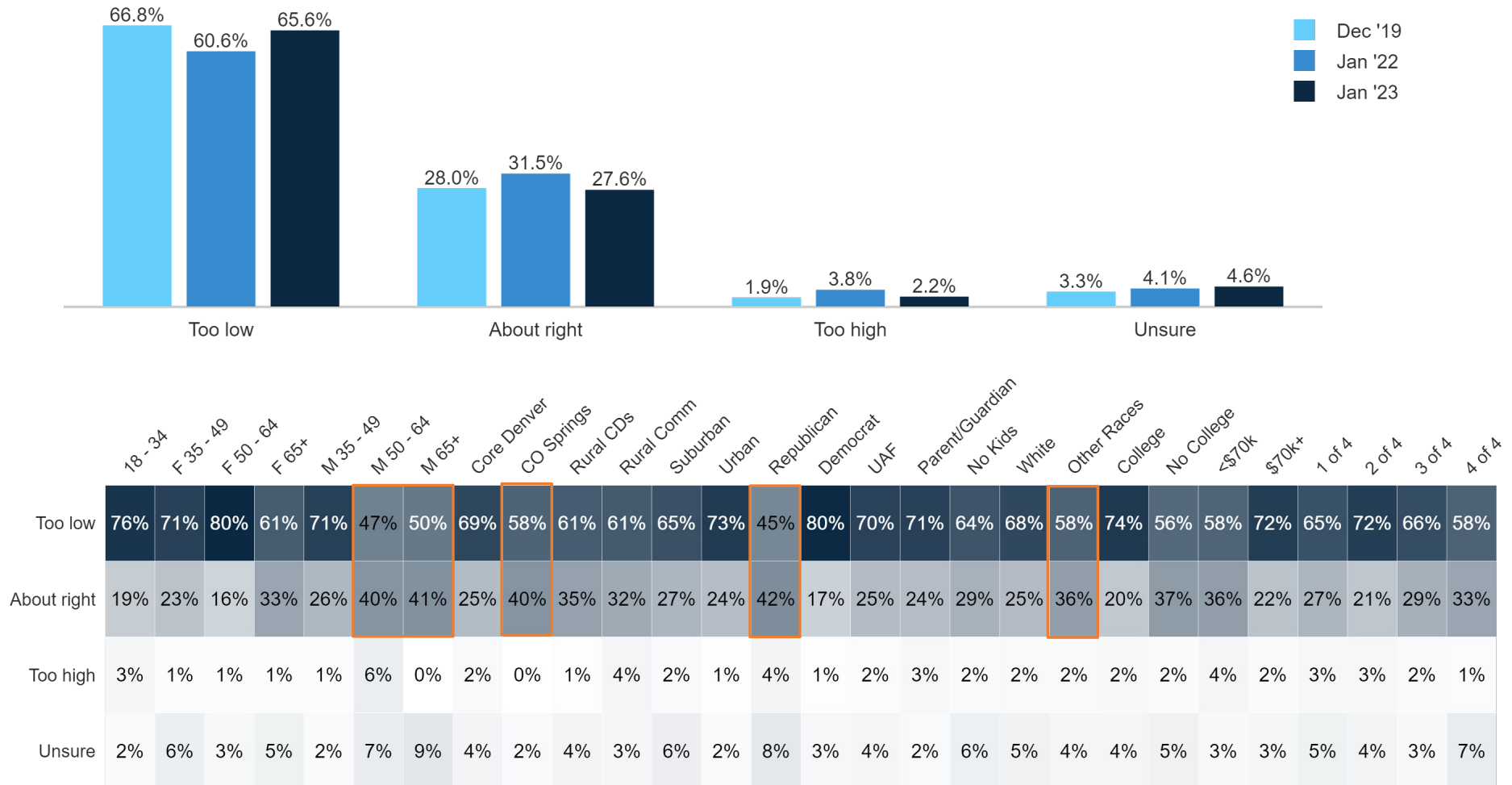
Currently, Colorado public schools receive about \$15,000 per student. Knowing that, would you say that public schools are generally underfunded, overfunded, or is the funding about right?

Voters continue to prioritize state spending over raising taxes for education funding



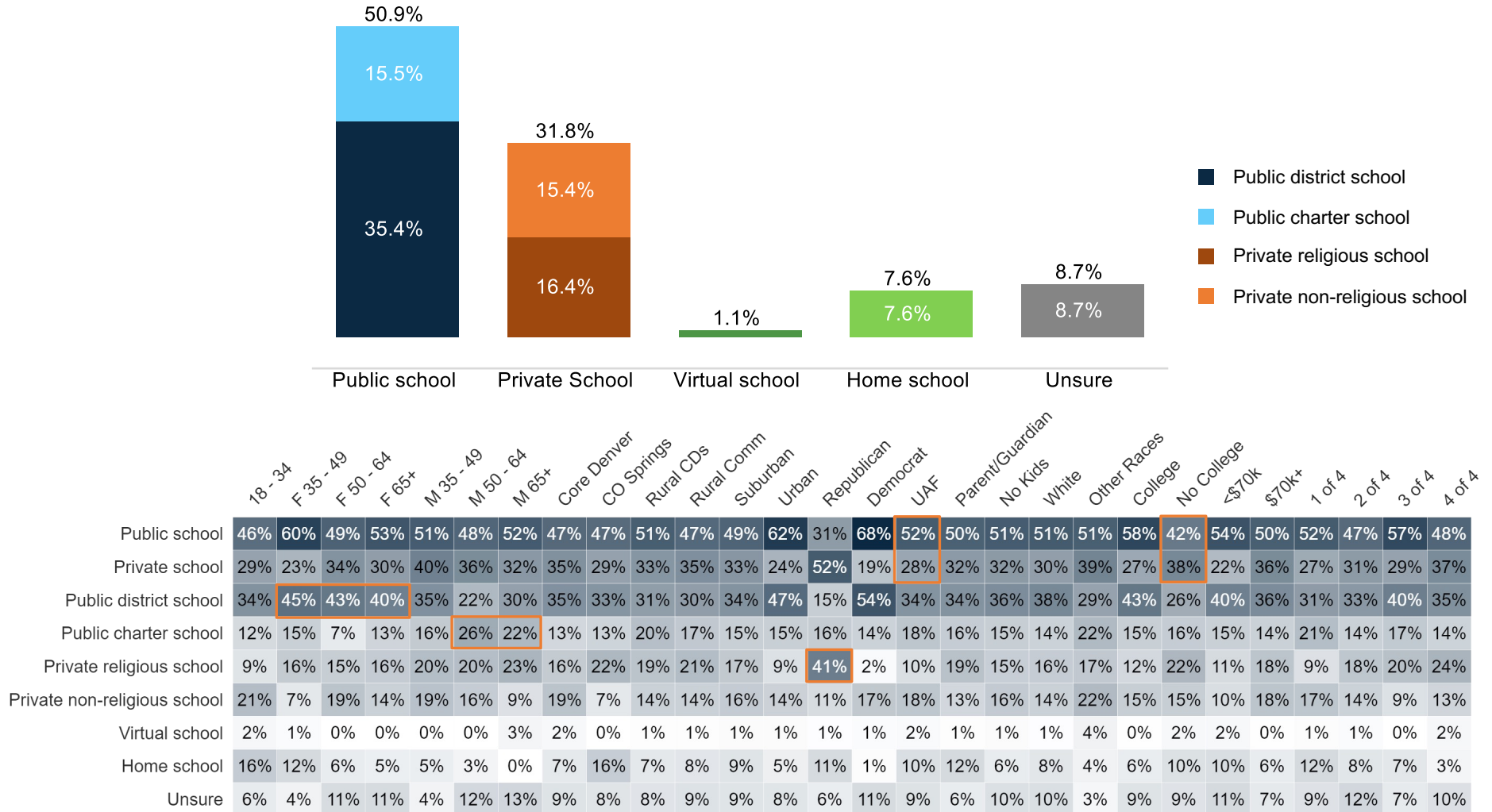
Generally speaking, to increase K-12 education funding, do you think the Colorado government should raise taxes or better prioritize state funding?

Teachers' salaries remain too low, especially to Democrats and UAFs



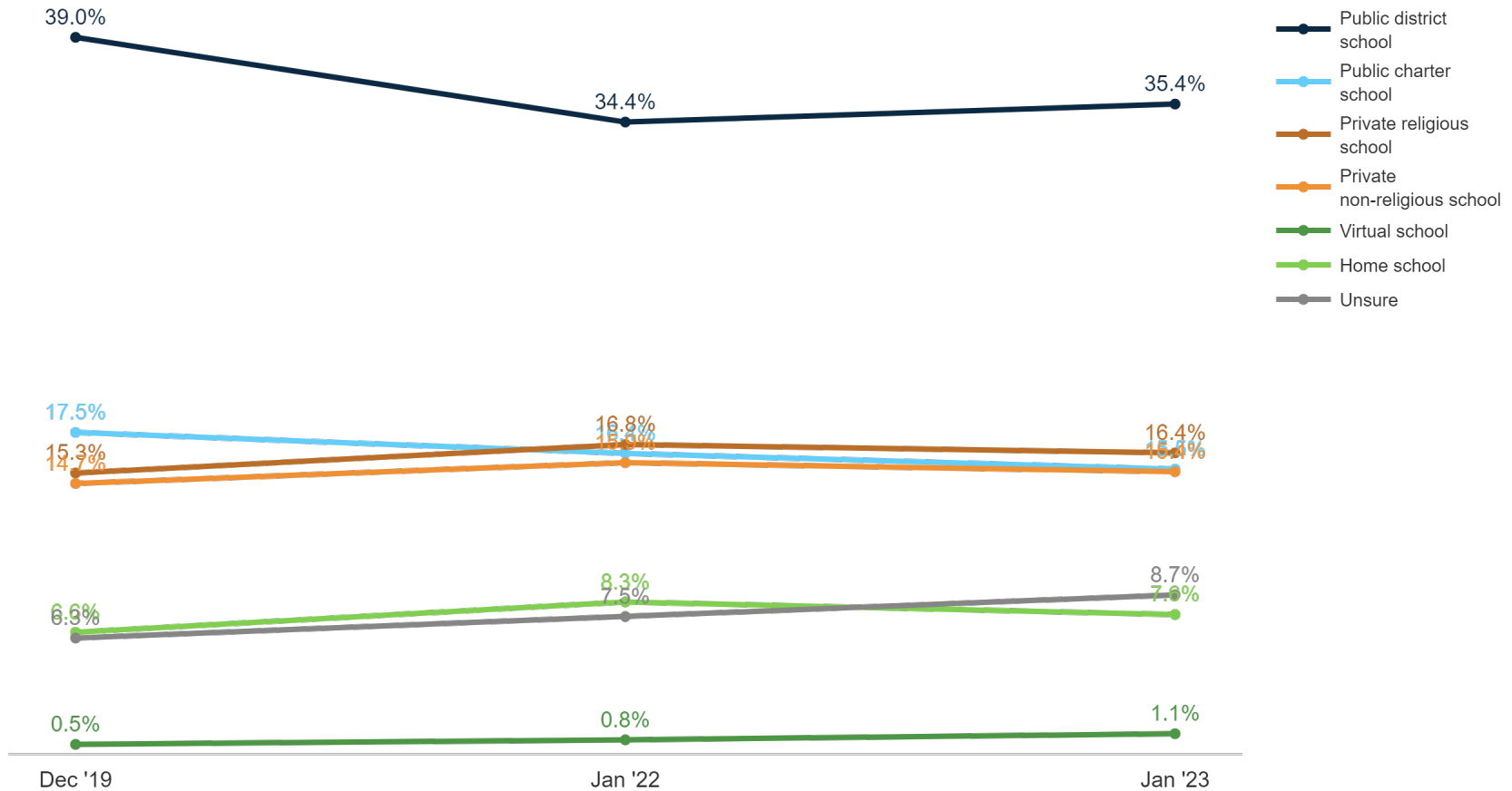
The average teacher's salary in Colorado is \$58,000 per year. Knowing this, do you think teacher salaries are too low, too high, or about right?

Majority choose public schools; Republicans choose private

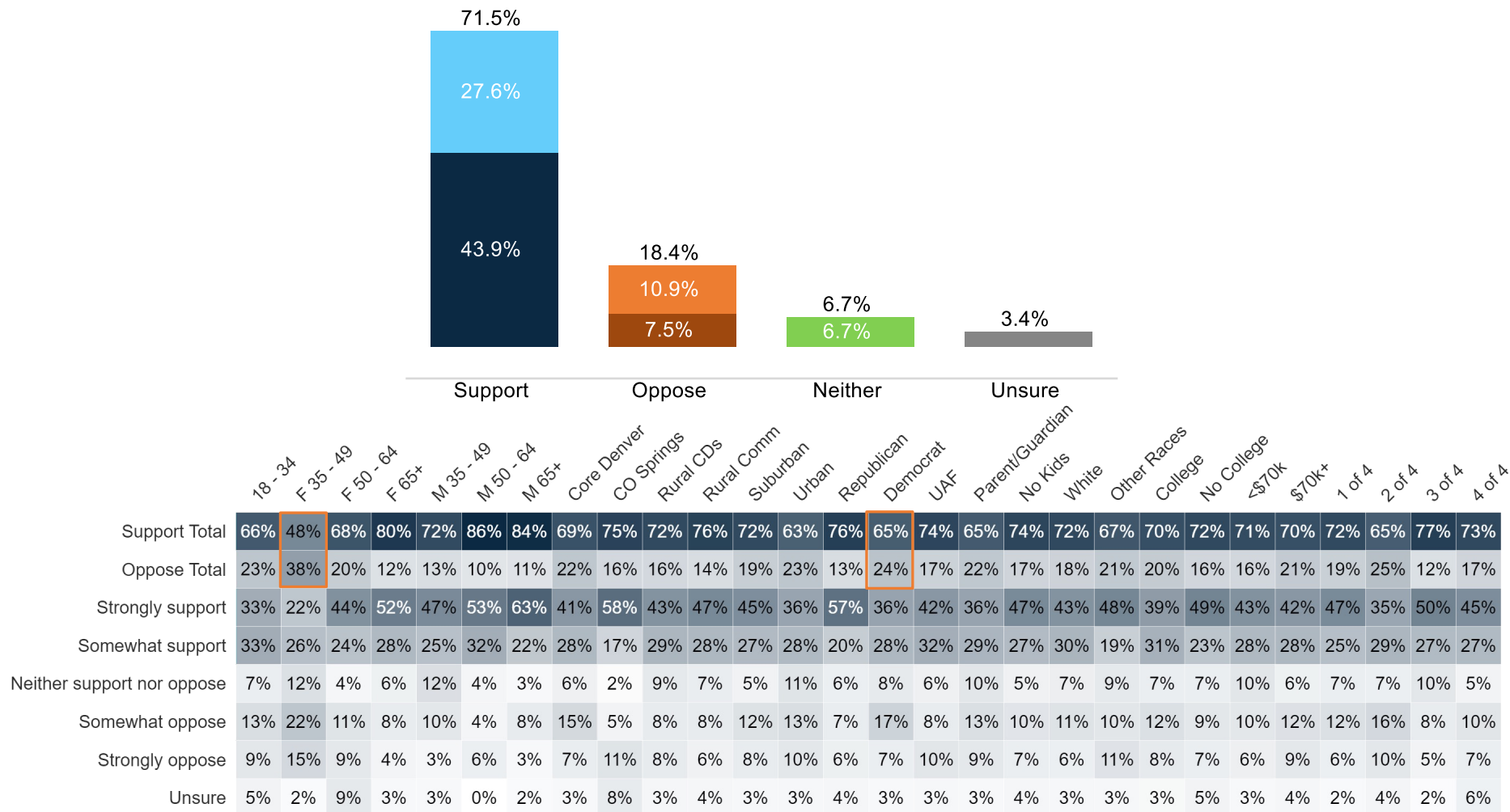


If it was your decision and you could select any type of K-12 school, what type of school would you select in order to obtain the best education for your child or grandchild?

Trend: School Priority



Annual assessments have strong support; slightly less than 2022

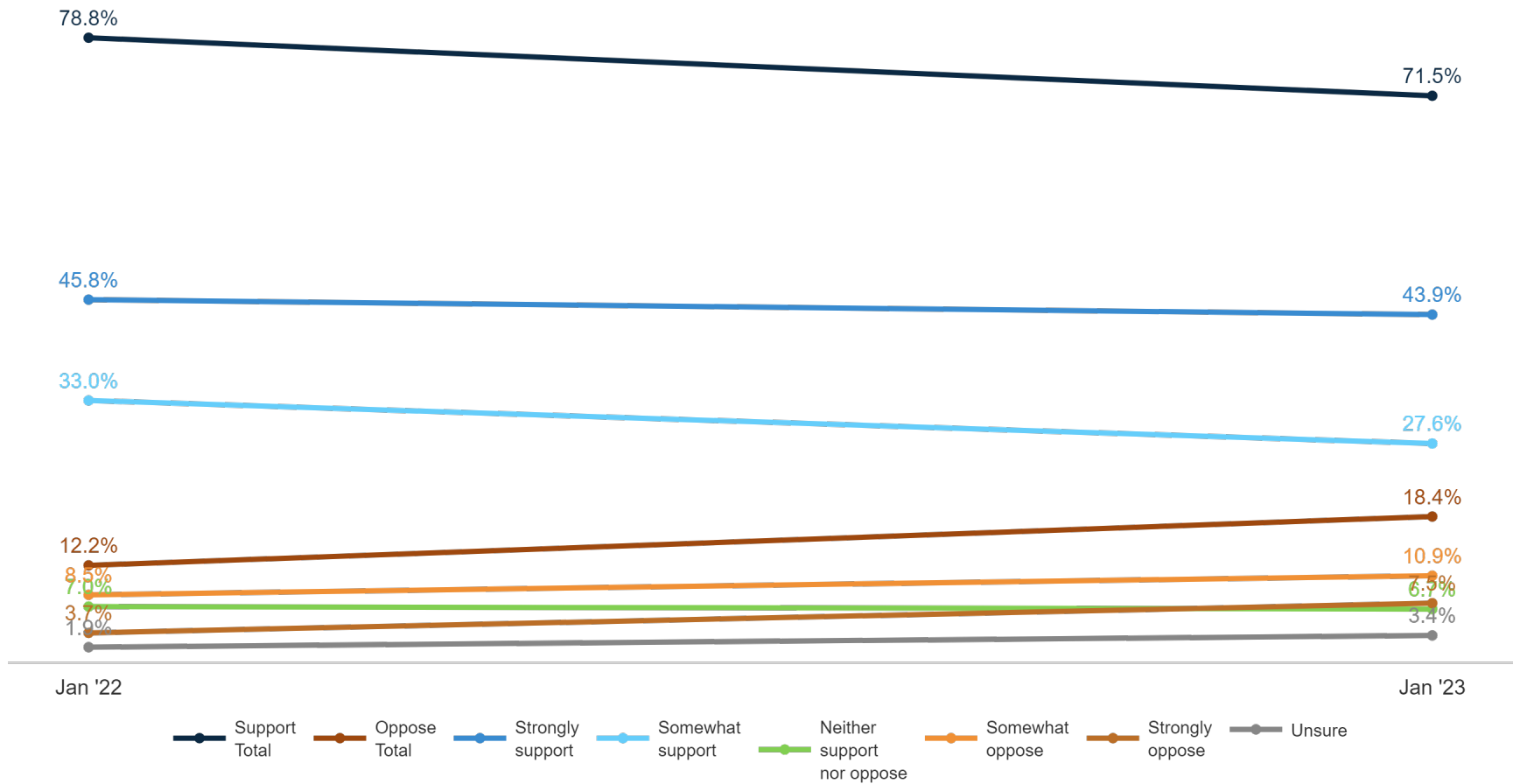


Do you support or oppose an annual assessment for students each year to understand their progress on reading, writing, and math?

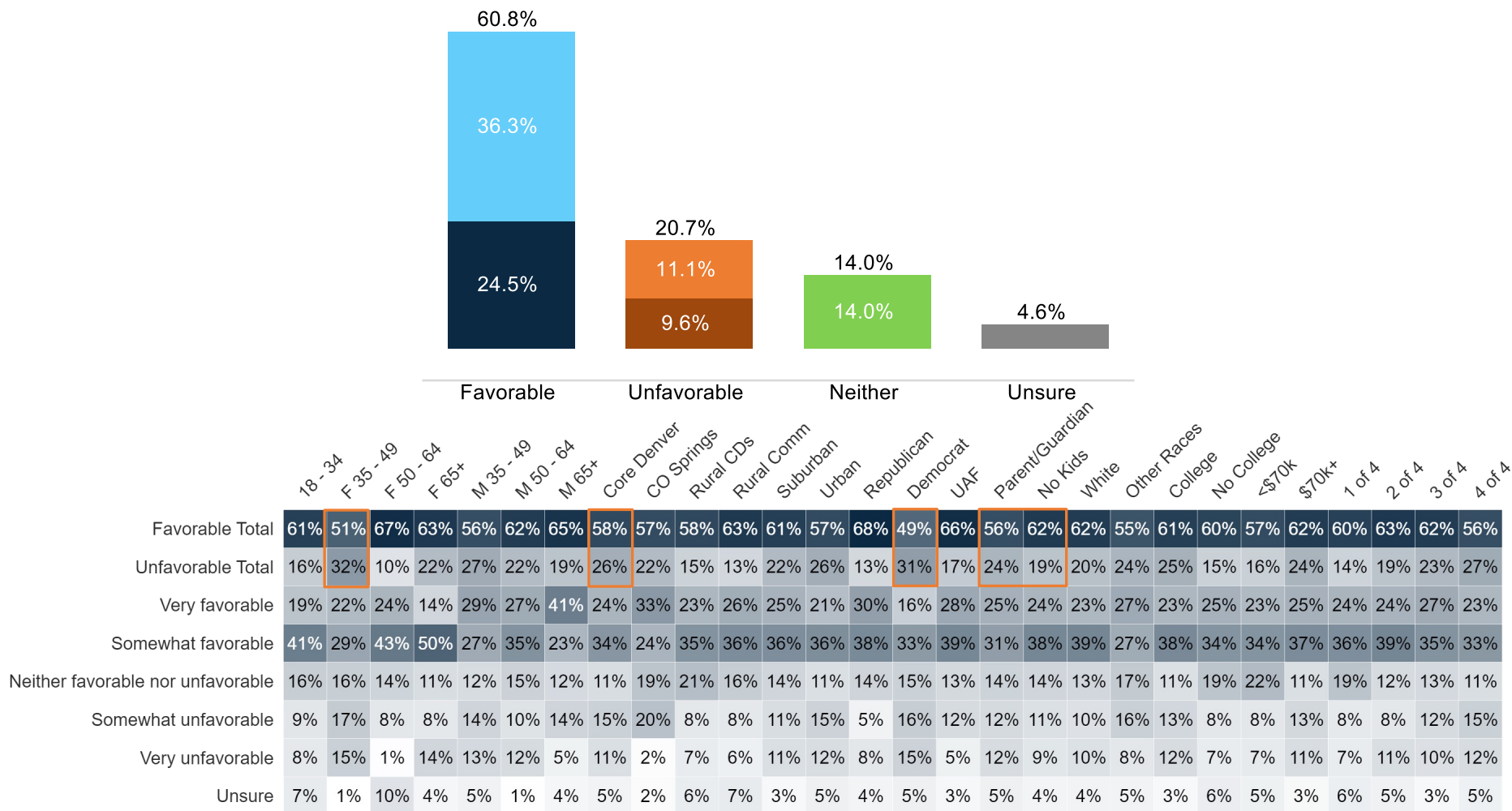


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Trend: Annual Assessments

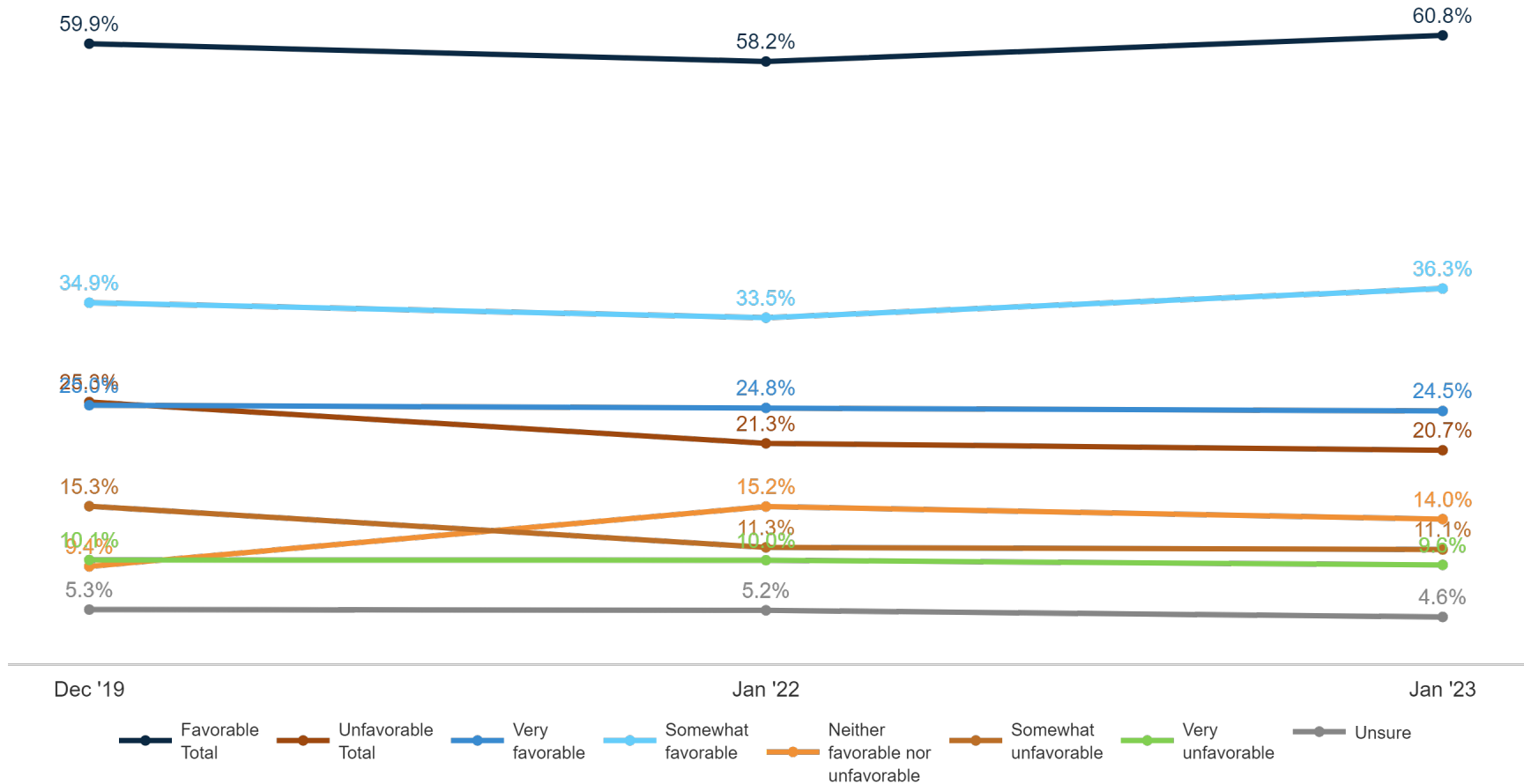


After learning more, charter schools are favorable to even Democrats



In Colorado, charter schools are tuition-free public schools that are open to all children. Charter schools have more flexibility in terms of teacher hiring and curriculum but are held accountable for student performance. After hearing this information, do you have a favorable or unfavorable opinion of public charter schools?

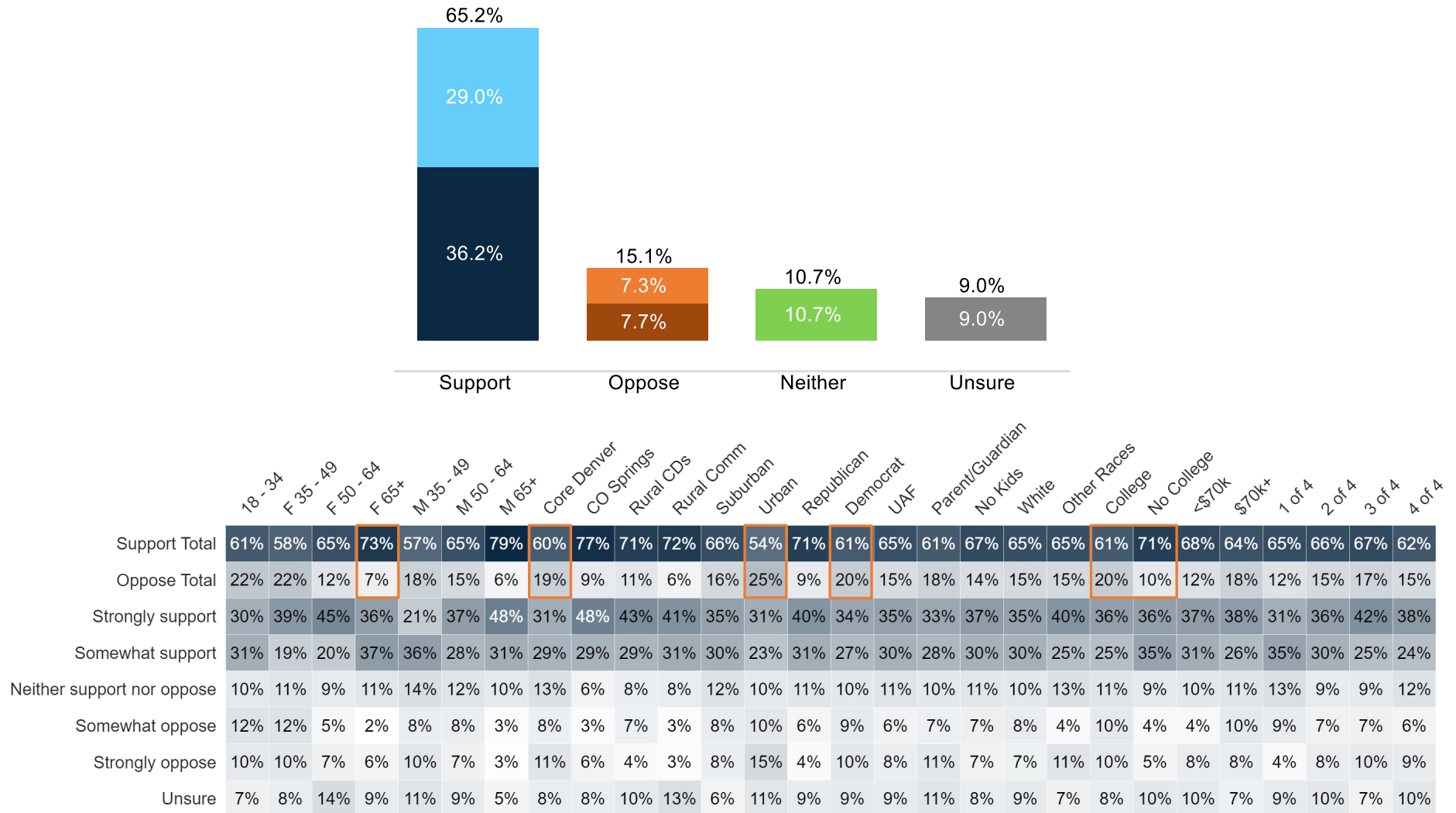
Trend: Charter School Image



Percent Change: Charter School Image (Jan '22 to Jan '23)

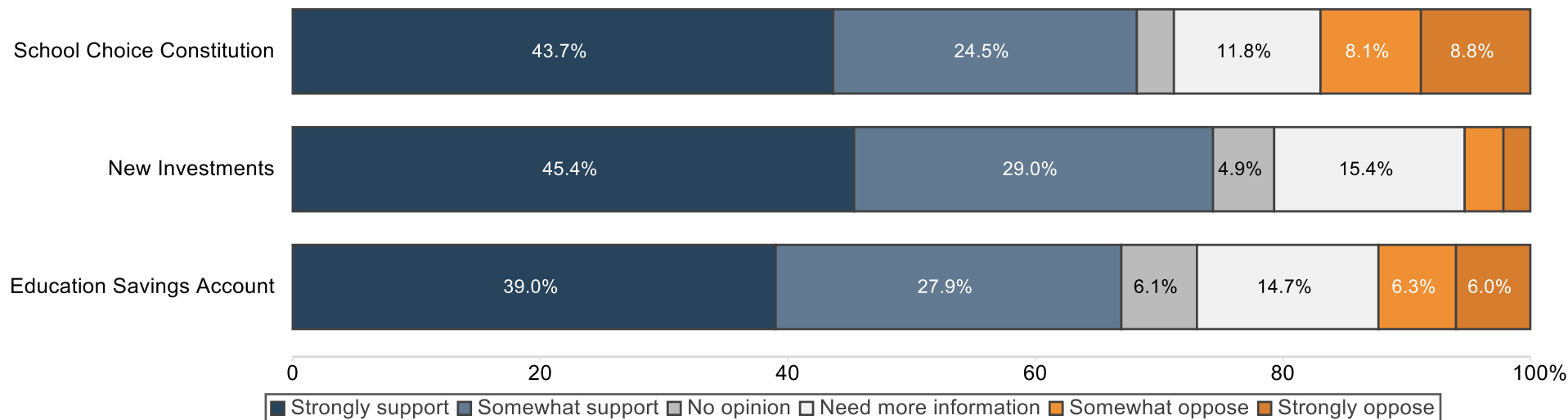
	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	Core Denver	CO Springs	Rural CDs	Rural Comm	Suburban	Urban	Republican	Democrat	UAF	Parent/Guardian	No Kids	White	Other Races	College	No College	<\$70k	\$70k+	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	5%	-6%	5%	0%	5%	-4%	11%	3%	-6%	-3%	-1%	5%	-3%	-5%	3%	7%	-7%	6%	5%	-5%	4%	1%	0%	3%	2%	14%	8%	-4%
Unfavorable Total	1%	12%	-15%	-1%	2%	6%	-9%	6%	1%	-5%	-5%	0%	5%	0%	1%	-3%	7%	-4%	-2%	3%	1%	0%	-5%	3%	-6%	-5%	3%	5%
Very favorable	3%	-9%	-10%	-9%	6%	3%	13%	0%	3%	0%	2%	2%	-9%	-10%	2%	5%	-3%	1%	-1%	0%	0%	-1%	-2%	0%	5%	7%	1%	-5%
Somewhat favorable	2%	3%	14%	9%	0%	-6%	-2%	3%	-9%	-3%	-2%	3%	6%	5%	2%	2%	-4%	6%	6%	-5%	4%	2%	1%	3%	-3%	7%	6%	0%
Neither favorable nor unfavorable	-7%	-1%	7%	2%	-7%	0%	-2%	-8%	7%	6%	6%	-3%	-3%	3%	-2%	-3%	0%	-2%	-3%	4%	-3%	0%	6%	-4%	6%	-5%	-6%	-3%
Somewhat unfavorable	3%	2%	-5%	-2%	2%	1%	-4%	4%	8%	-1%	1%	-2%	6%	-1%	2%	-1%	1%	-1%	-2%	5%	0%	0%	0%	-1%	-3%	-6%	-1%	5%
Very unfavorable	-2%	11%	-10%	1%	0%	5%	-5%	2%	-7%	-4%	-6%	2%	-1%	1%	-1%	-2%	6%	-3%	0%	-1%	0%	-1%	-5%	4%	-3%	1%	5%	0%
Unsure	1%	-5%	4%	-1%	0%	-2%	0%	-1%	-2%	2%	0%	-2%	2%	2%	-3%	-1%	0%	-1%	0%	-3%	-1%	0%	-1%	-2%	-2%	-4%	-4%	2%

Support for equal funding for charter schools is strong



Some public charter schools in Colorado receive about 25% less funding per student than other public schools or even other public charter schools – including charter schools that serve teen moms and special needs students. Would you support or oppose an effort to require that all public charter schools receive equal funding per student?

New investments in math and school choice amendment are the strongest public education policy ideas



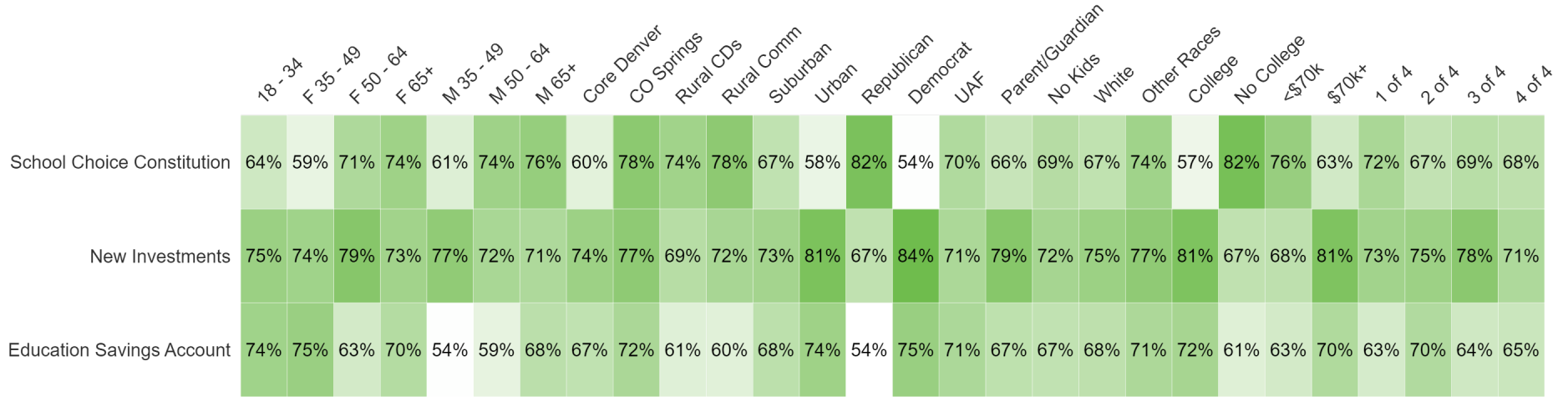
School Choice Constitution: *An amendment to the Colorado Constitution that guarantees every child the right to school choice, ensuring all families can choose the best school for their child.*

New Investments : *Addressing declining math scores through new investments in high-quality instructional materials and professional development to improve math outcomes for our students, as well as an expansion of math and STEM-focused afterschool programming.*

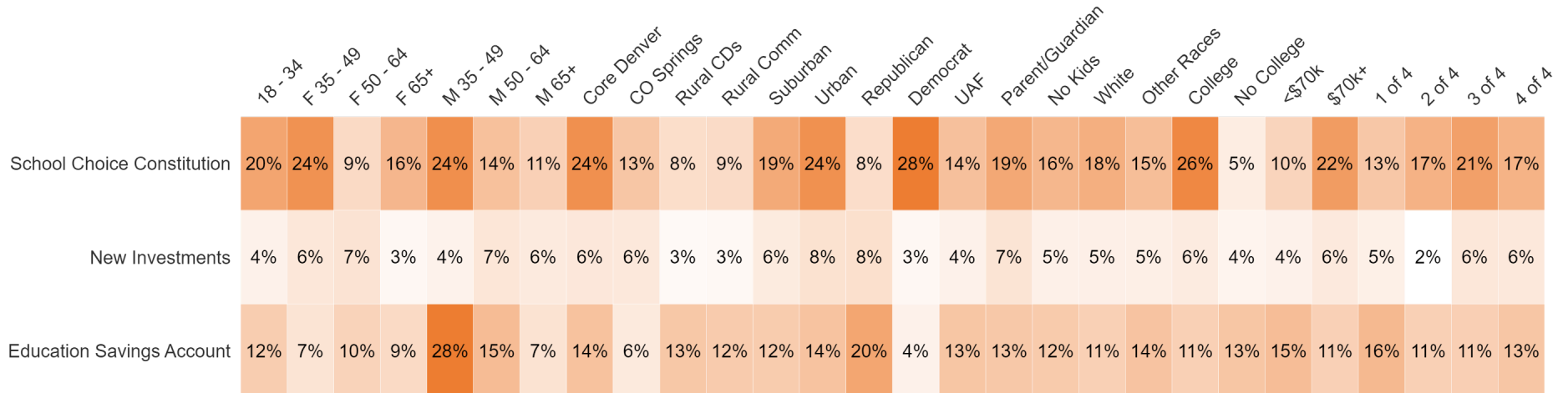
Education Savings Account: *Create Education Savings Accounts for special needs students and their families. Each account would provide up to \$1,200 a year for special needs kids to receive supplemental therapies and/or additional educational services on top of in-school learning.*

Public Education Policy Ideas Heatmaps

Support

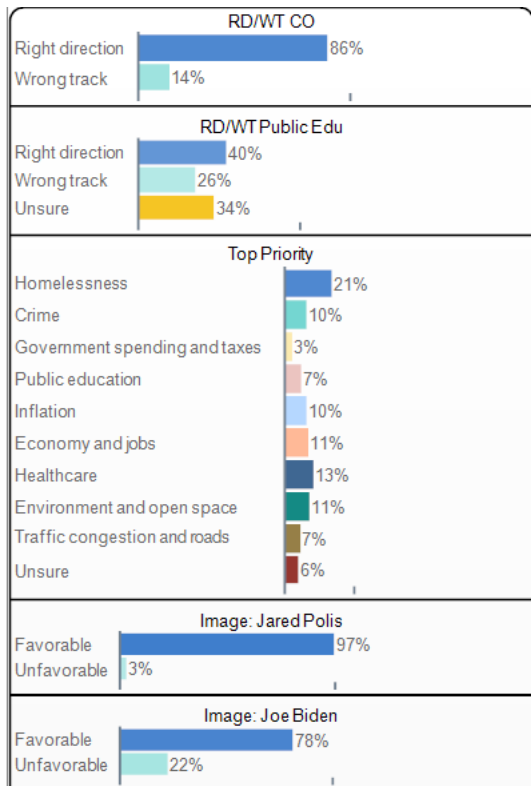


Oppose

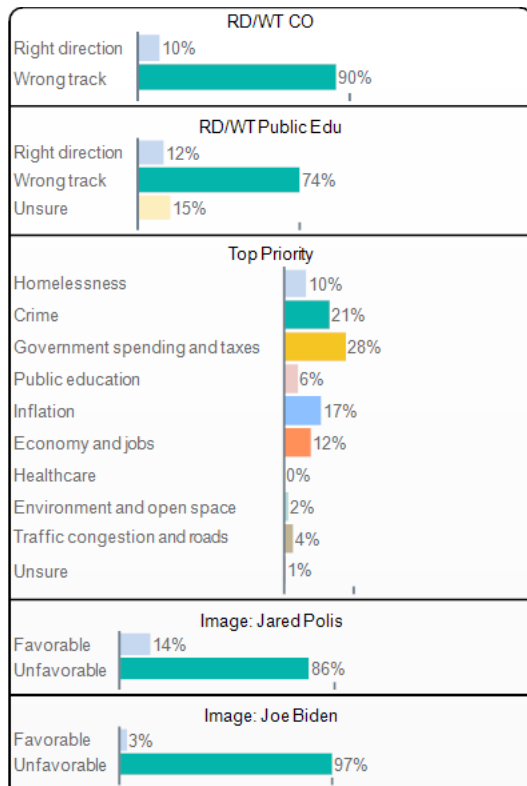


Segmentation Analysis:

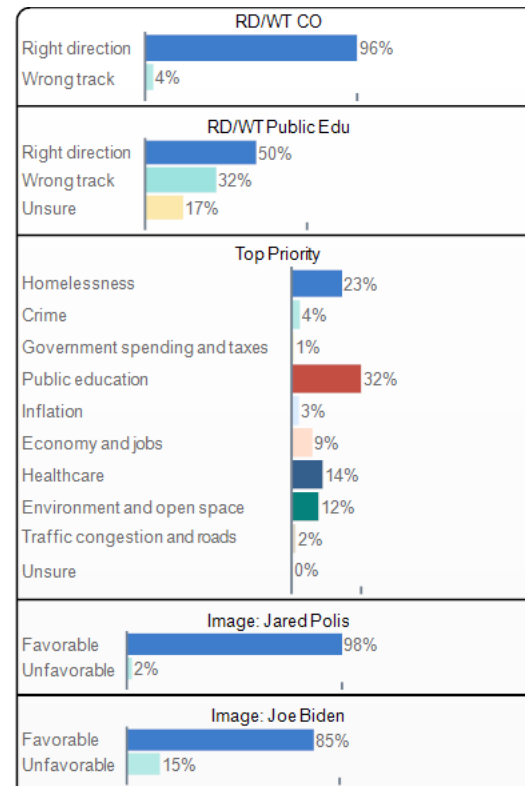
Dems/Ind - Homelessness Top Priority (37%)



GOP Base (41%)



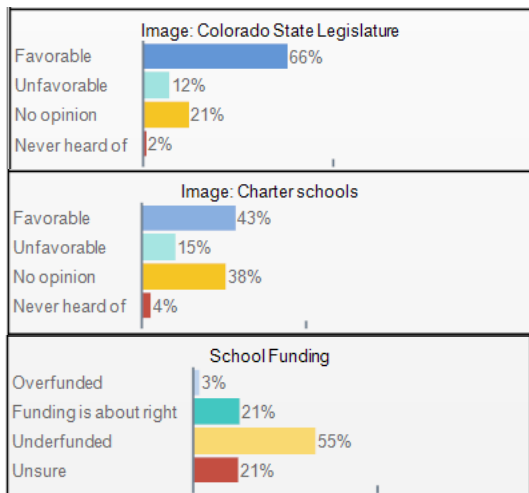
High Income Dems - Public Education Top Priority (22%)



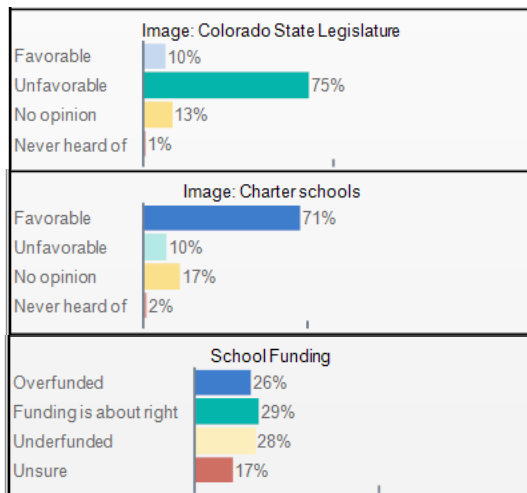
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

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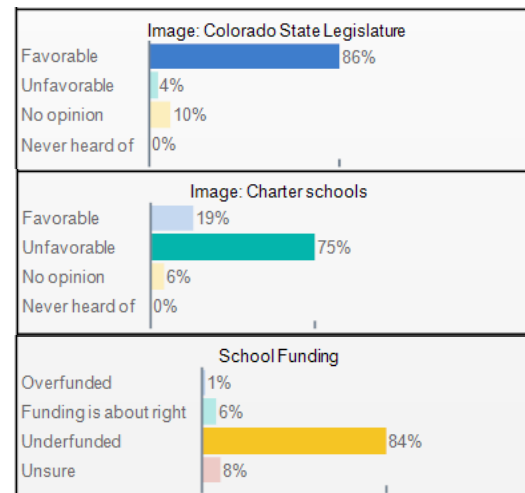
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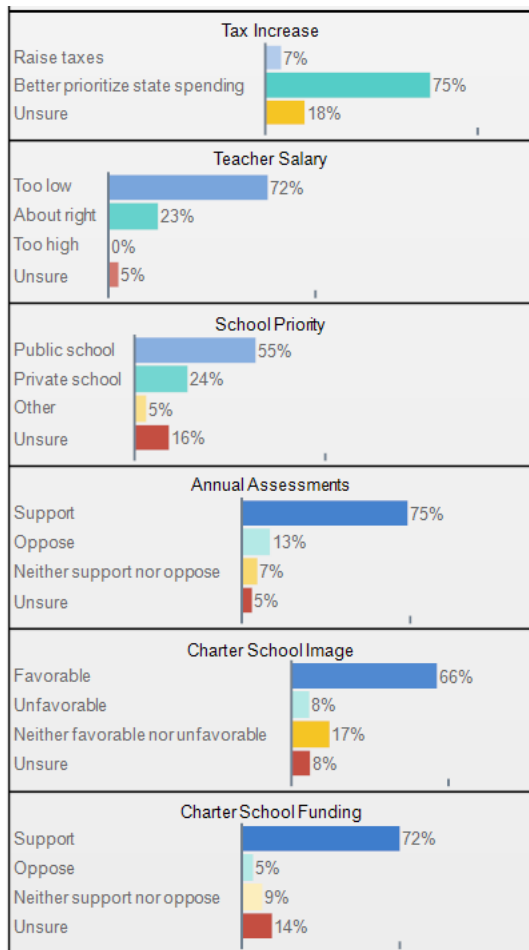
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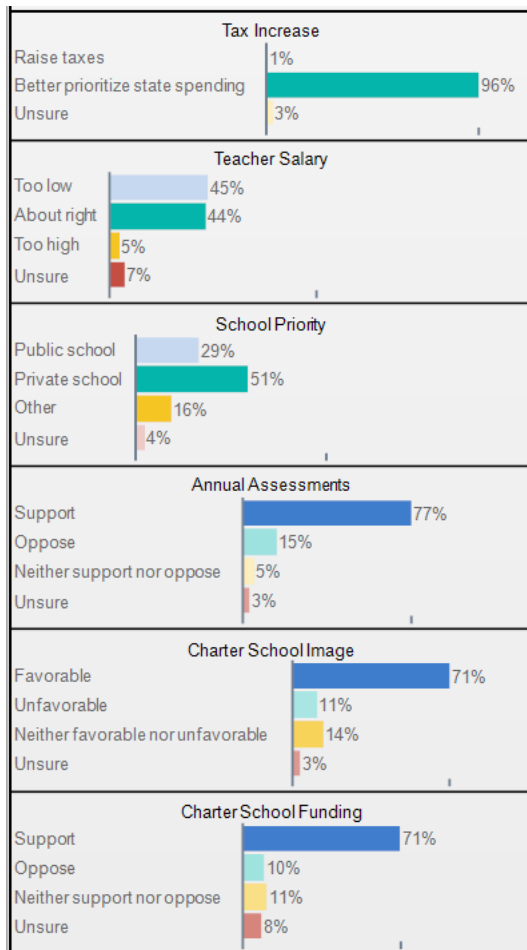
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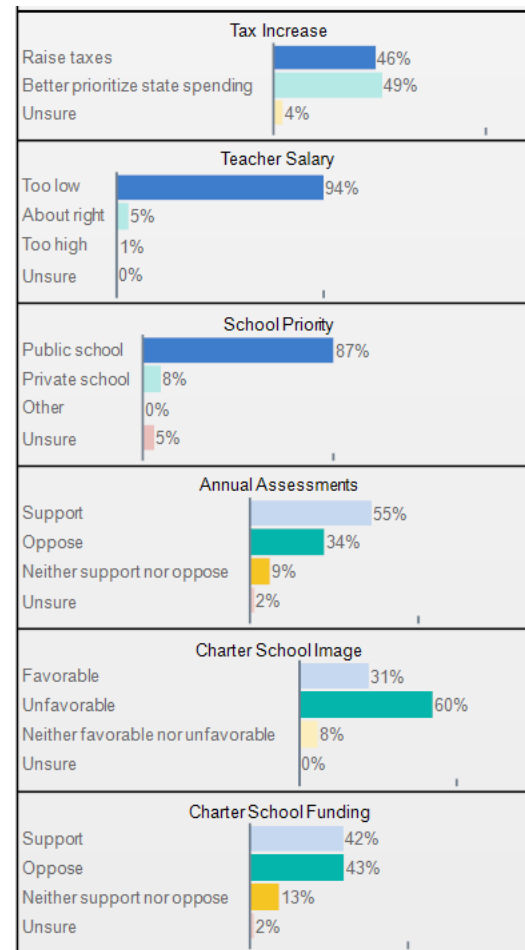
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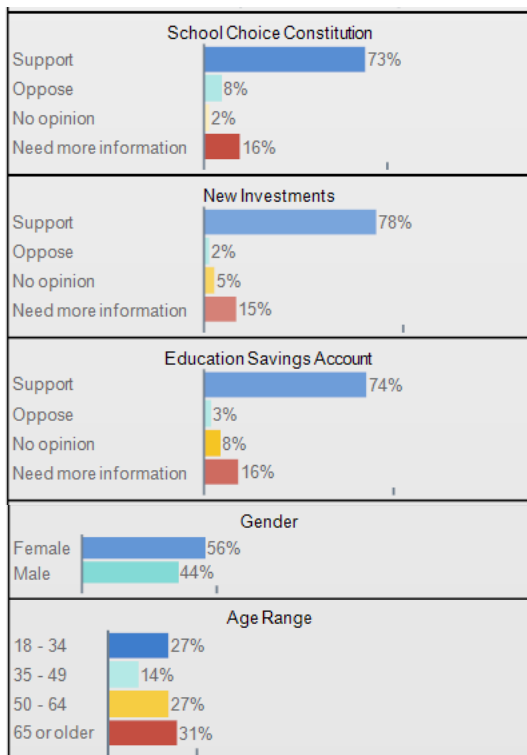
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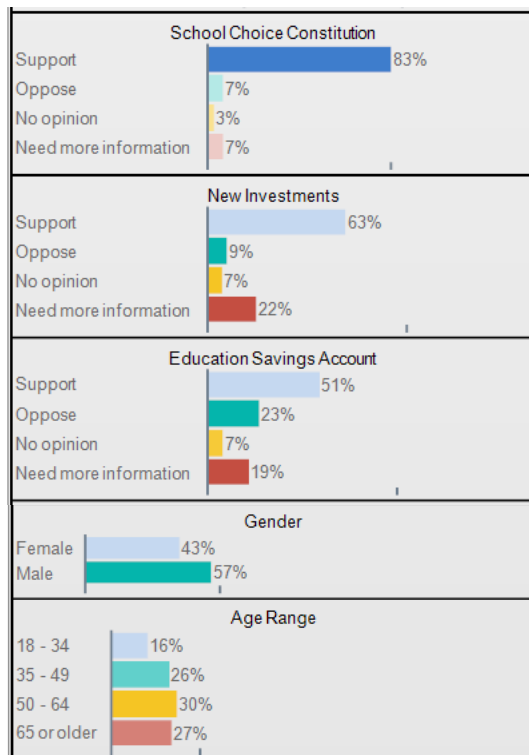
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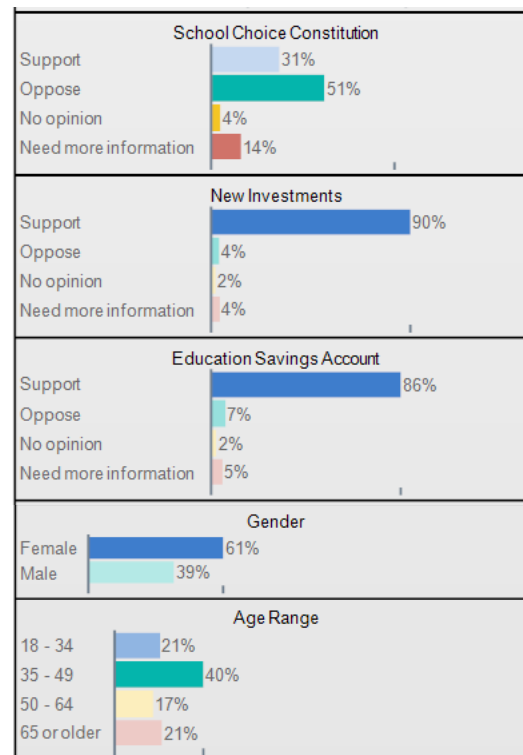
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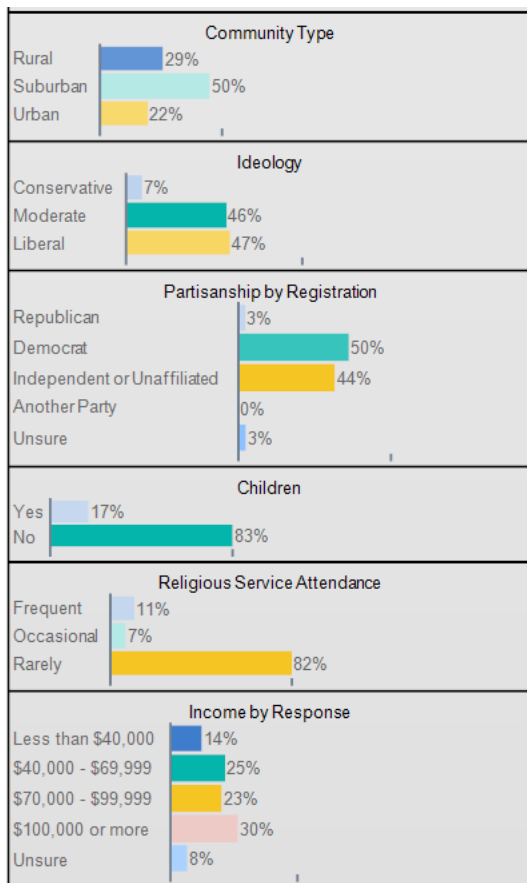
High Income Dems - Public Education Priority Prio (22%)



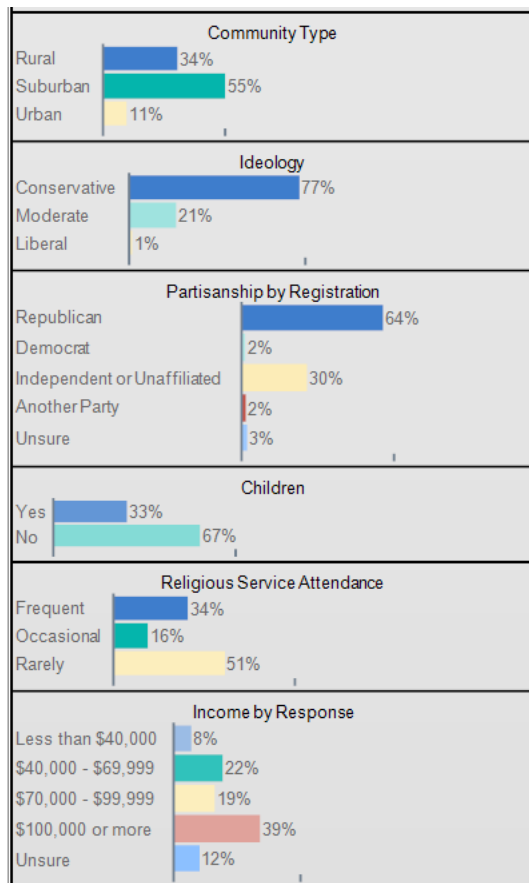
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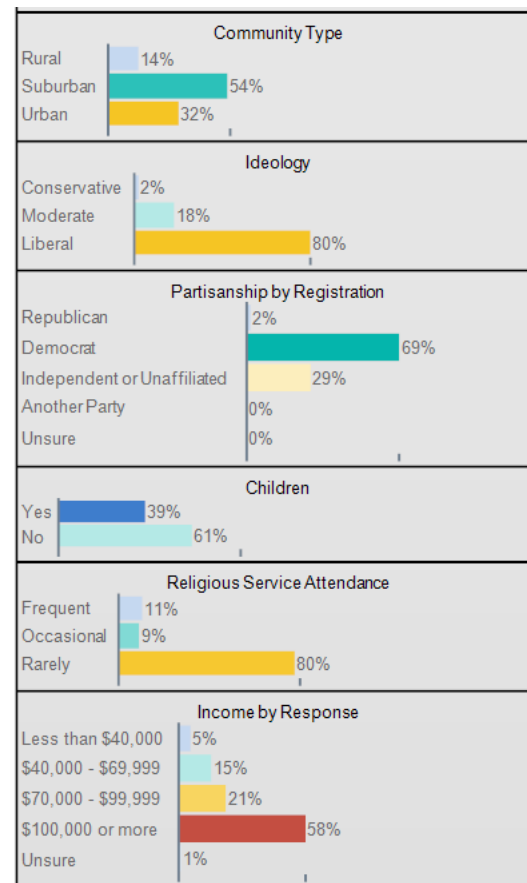
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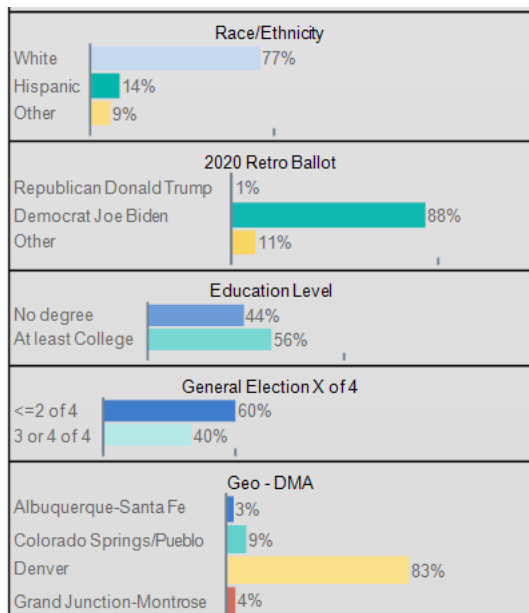
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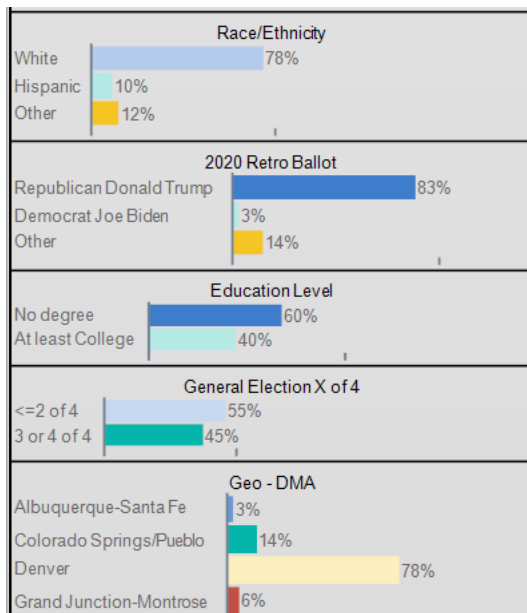
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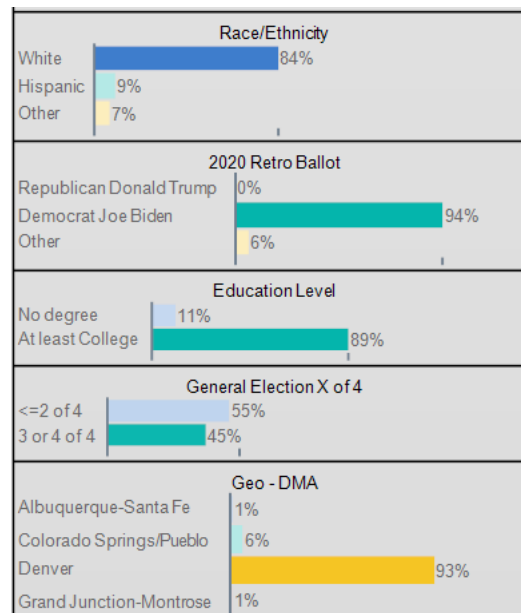
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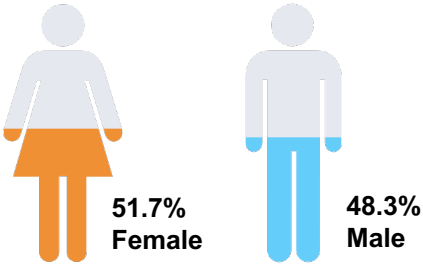
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Demographics

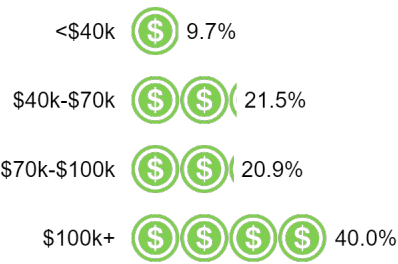
Sex



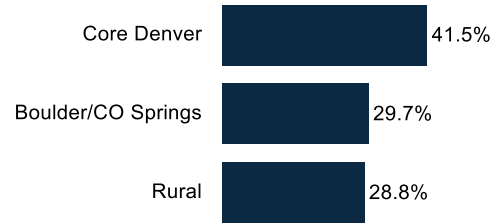
Age Range



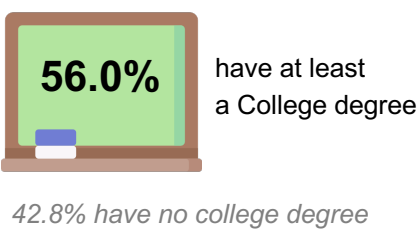
Household Income



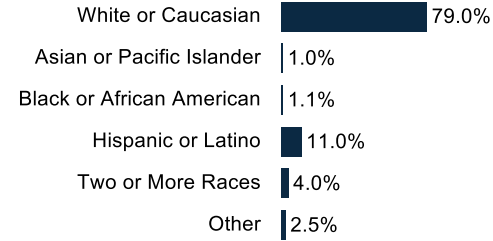
Geo - 2022 CD



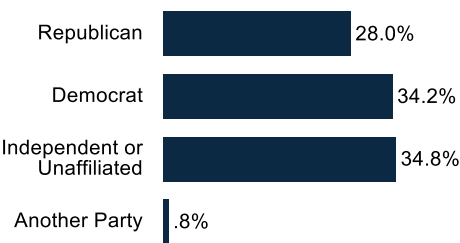
Education



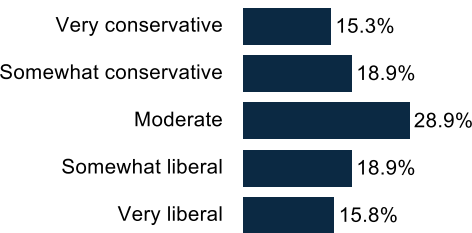
Race/ Ethnicity



Partisanship



Ideology



General Election X of 4

