

City of Boulder Sales Tax Voter Poll Results Presentation

July 2023



**Opinion Research on
Elections and Public Policy**



PROBOLSKY RESEARCH

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City of Boulder – Sales Tax Voter Poll

Survey Methodology*

	Survey Details
Mode	Phone (landline and mobile) Online (email and text-to-web)
Language	English and Spanish
Length	15 minutes
Target Respondents	City of Boulder likely November 2023 voters
Survey Fielding	June 27 – July 5, 2023
Survey Participants	400
Margin of Error	+/-5%

Sample

Our sample was developed from the voter files originally compiled by the Boulder County Elections Division. We matched the demographics of City of Boulder likely November 2023 voters.

Data Collection Explained

Interviews were conducted by phone (33%) and online (67%) modes. Phone interviews were conducted via landline (34%) or mobile (66%). Online participants were invited by email (50%) and text message (50%).

Respondents in all modes chose their preferred language, English (99%) and Spanish (1%).

The online survey was accessible by computer, tablet, and smart phone.

Security measures precluded individuals from completing the survey more than once.

Probolsky Research in a Latina- and woman-owned market and opinion research firm with corporate, election, government, and non-profit clients.

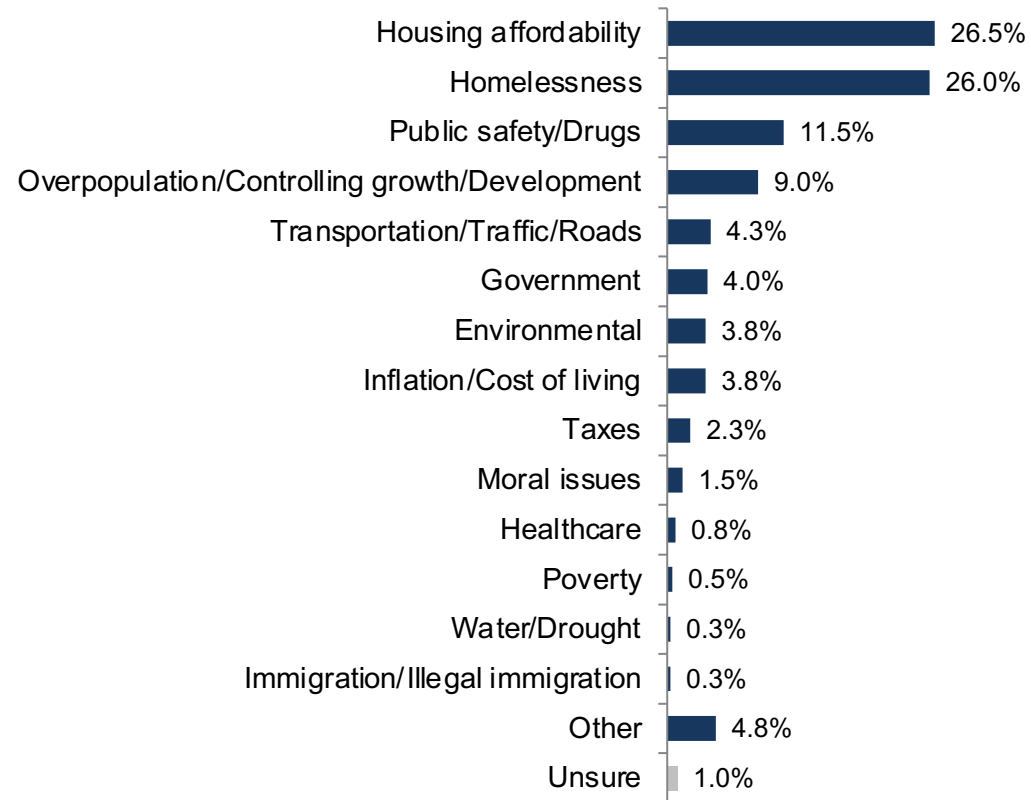
**Smaller sample sizes on crosstabs will have higher variance*

**Due to rounding, totals shown on charts may not add up to 100%*



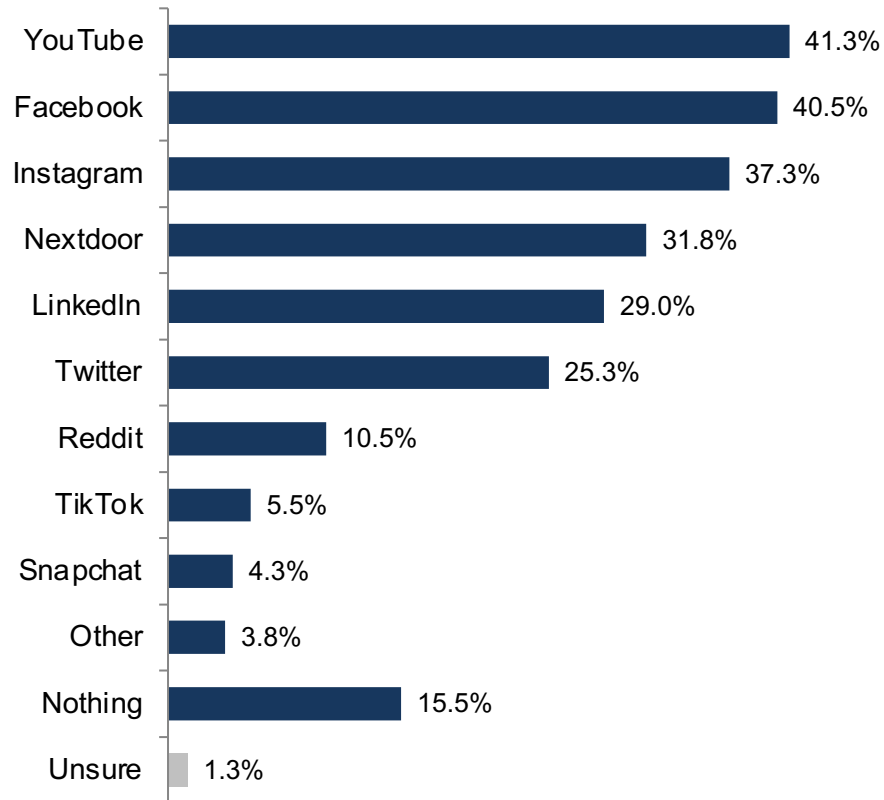
Housing affordability and homelessness are the most important issues facing Boulder voters

Question 1: In your own words, what do you feel is the most important issue facing Boulder today?
[OPEN-ENDED RESPONSE]



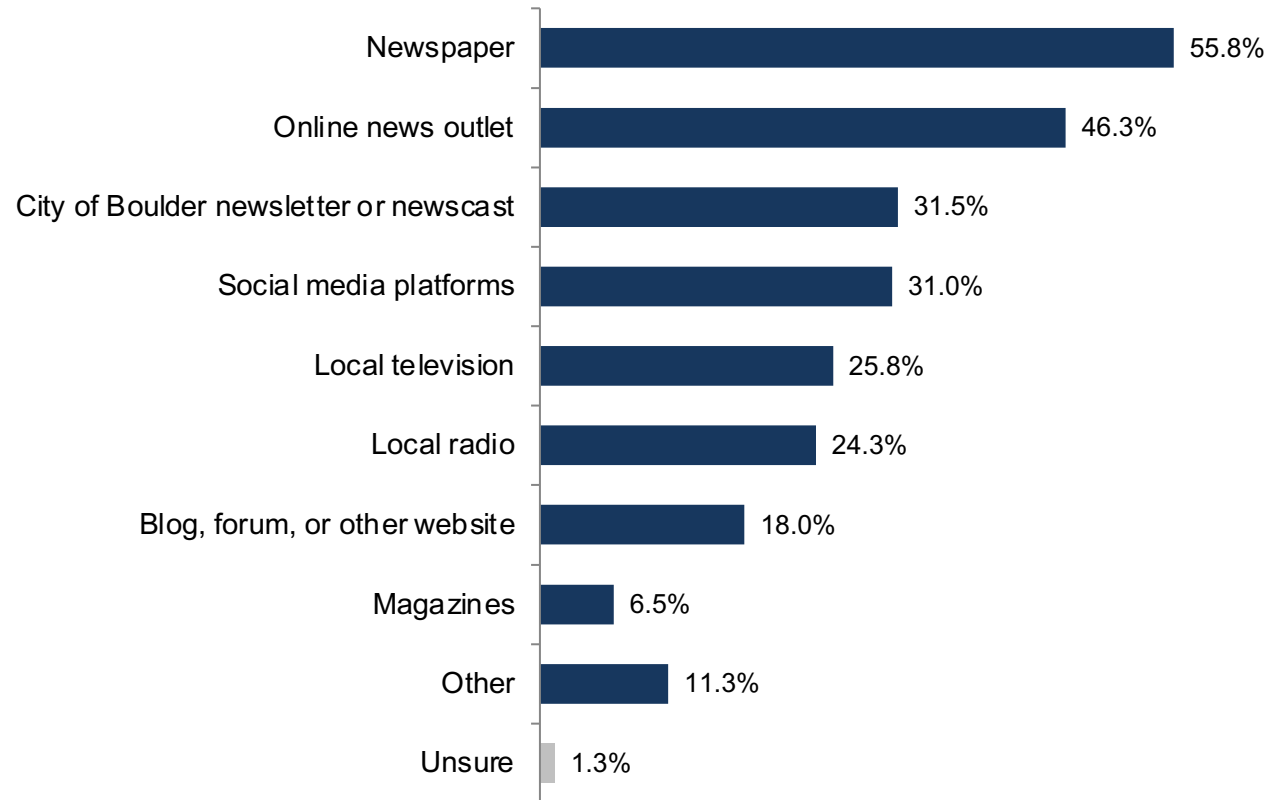
YouTube, Facebook, and Instagram are the most frequently used social apps and websites

Question 2: Please indicate which if any of these social apps and websites you use regularly? Select all that apply.



Voters generally get their news and information about local issues from newspapers and online news outlets

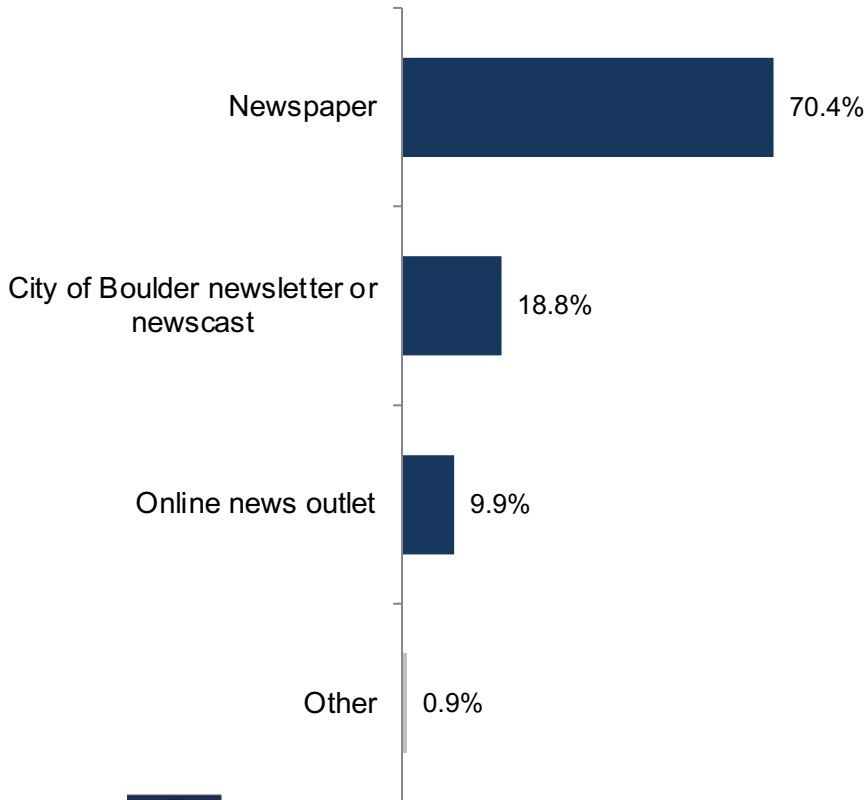
Question 3: Where do you generally get your news and information about local issues? Select all that apply.



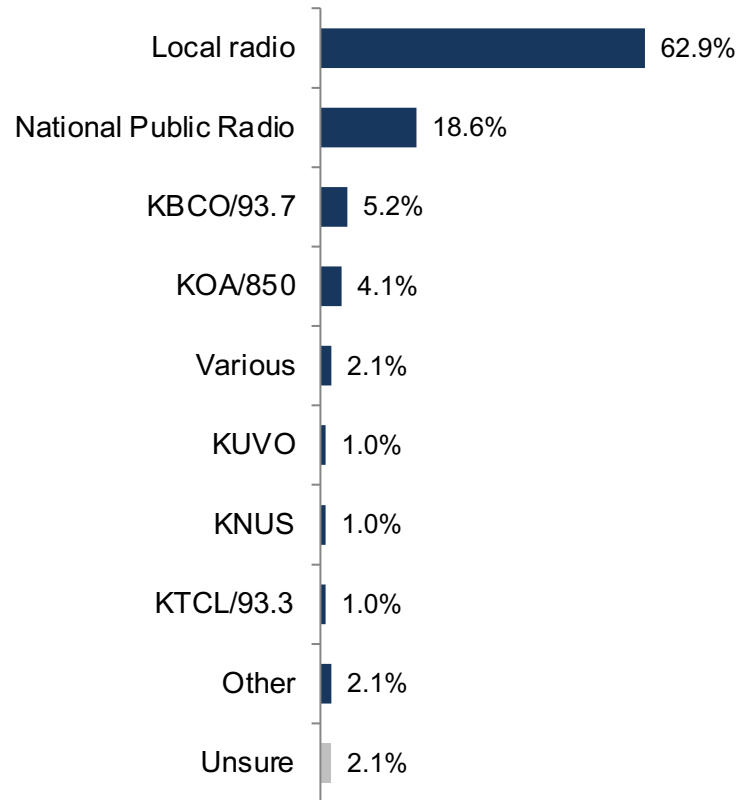
News and information sources (1 of 3)

Question 3: Where do you generally get your news and information about local issues? Select all that apply.

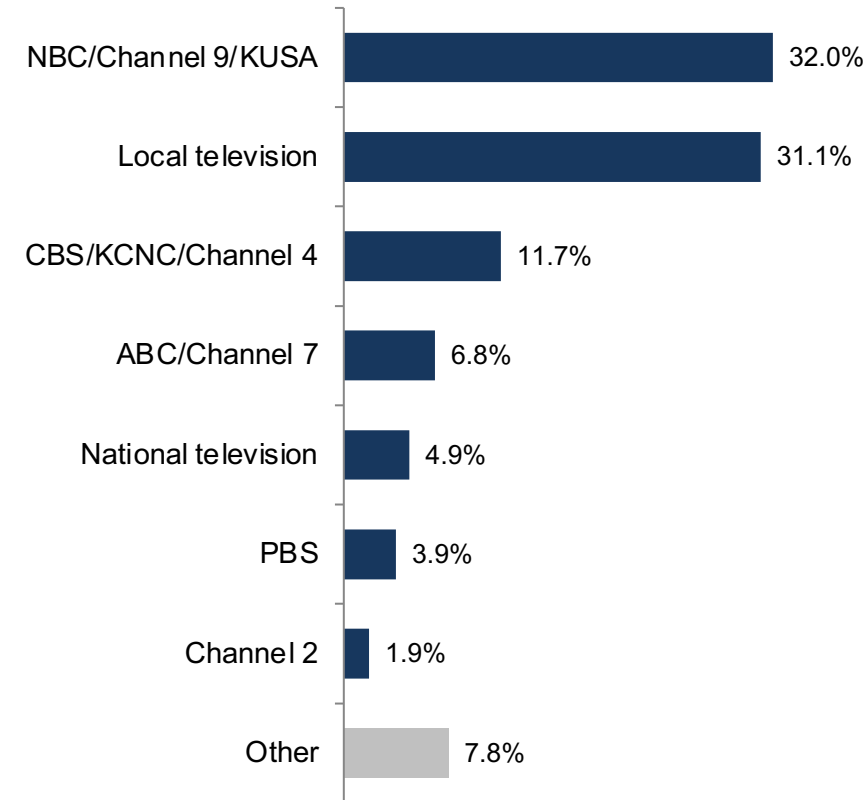
Newspaper



Local Radio



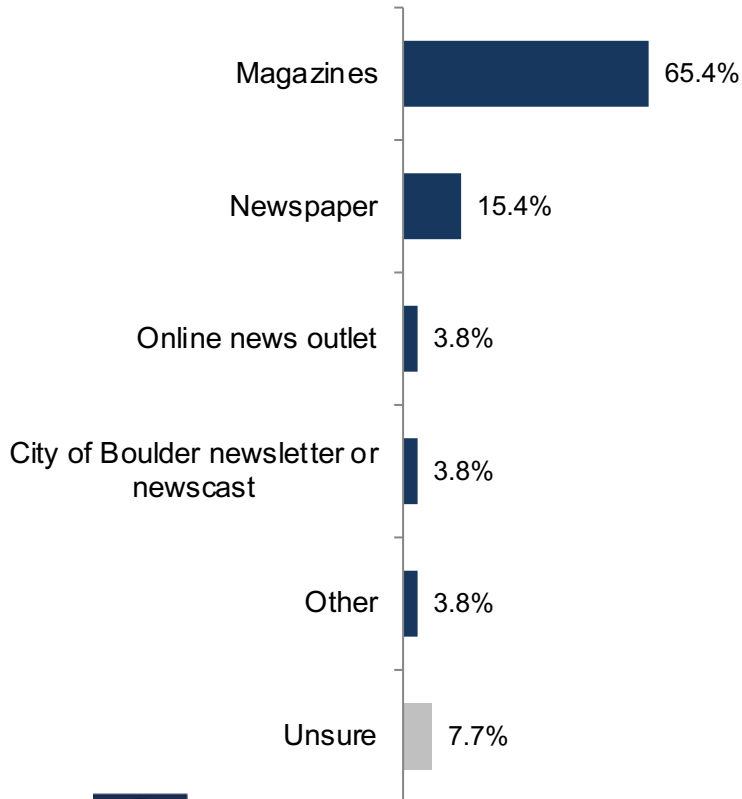
Local Television



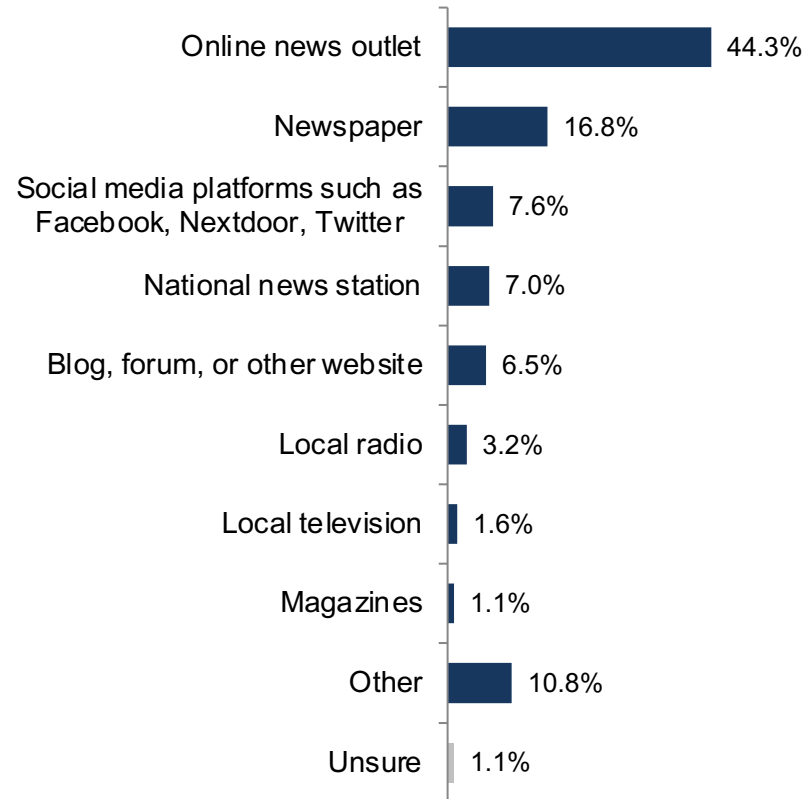
News and information sources (2 of 3)

Question 3: Where do you generally get your news and information about local issues? Select all that apply.

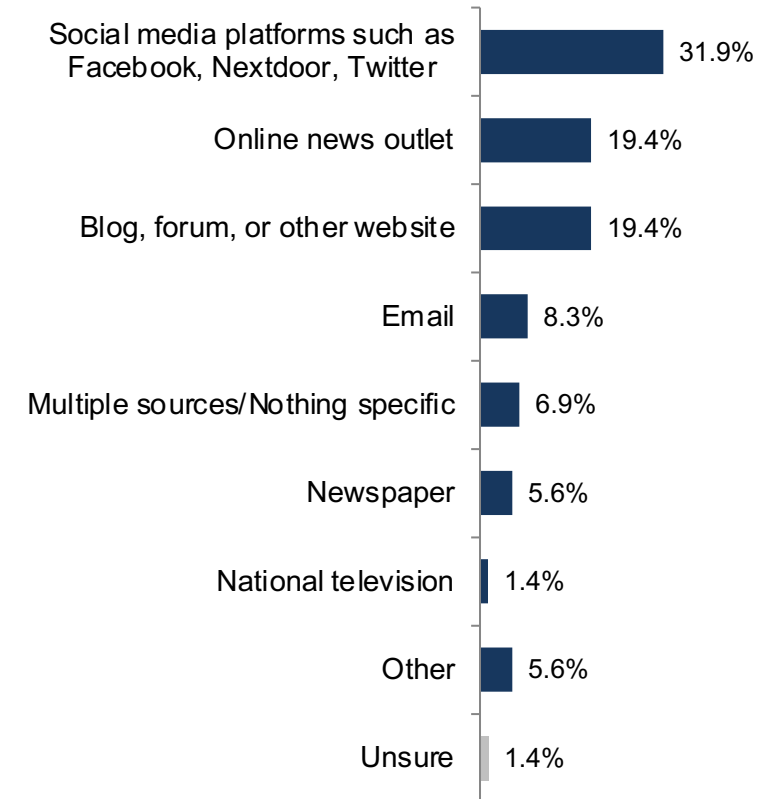
Magazines



Online News Outlet



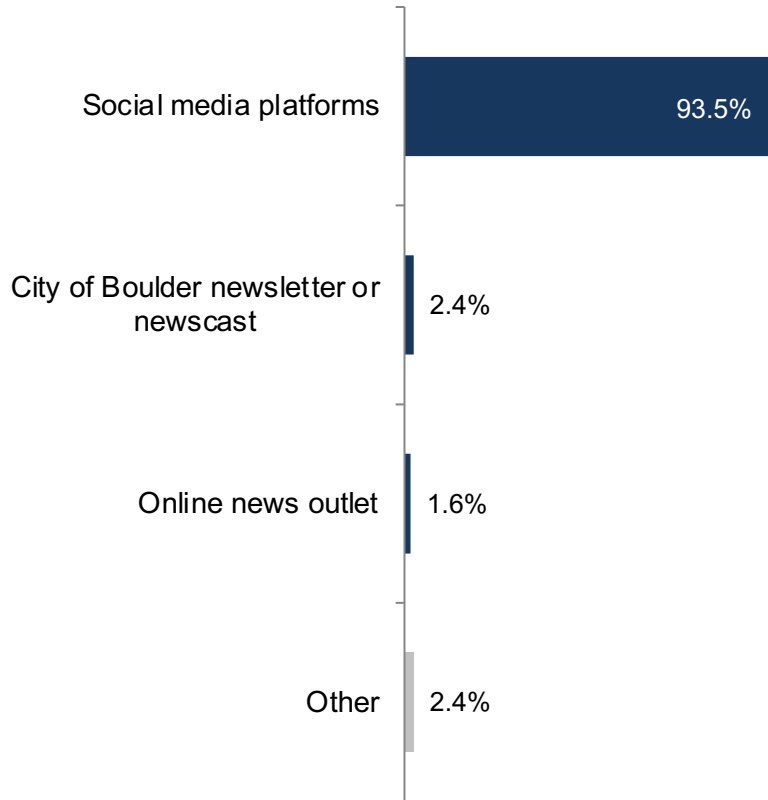
Blog, Forum, or Other Website



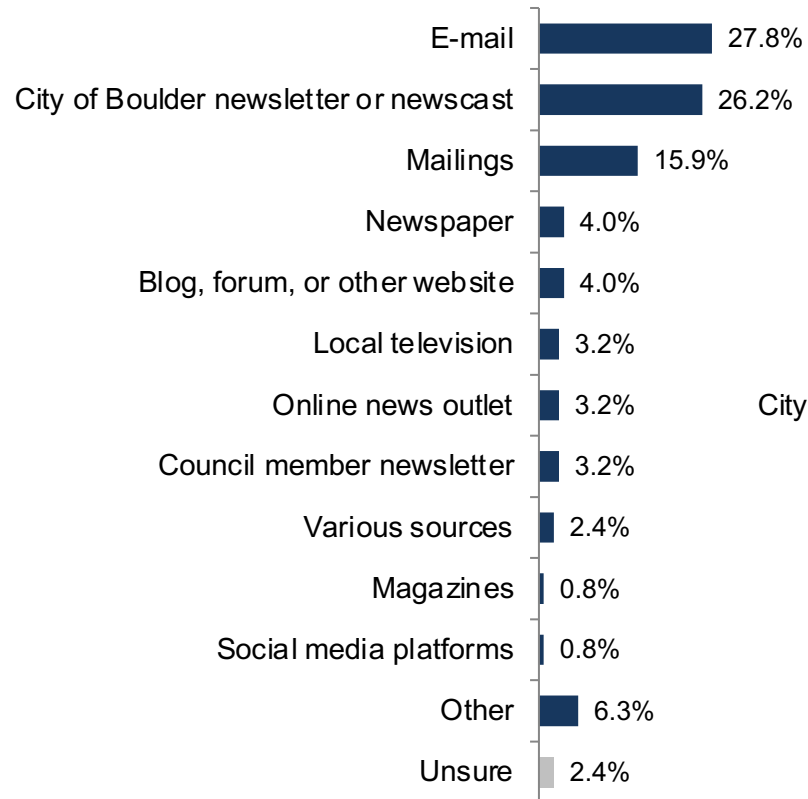
News and information sources (3 of 3)

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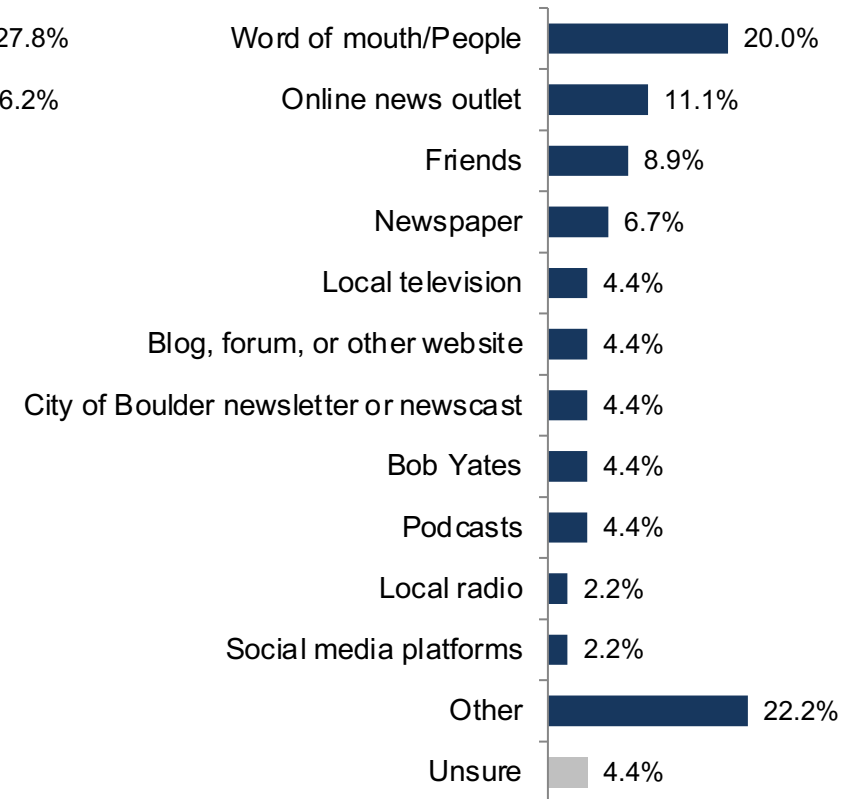
Social Media Platforms



City of Boulder Newsletter or Newscast

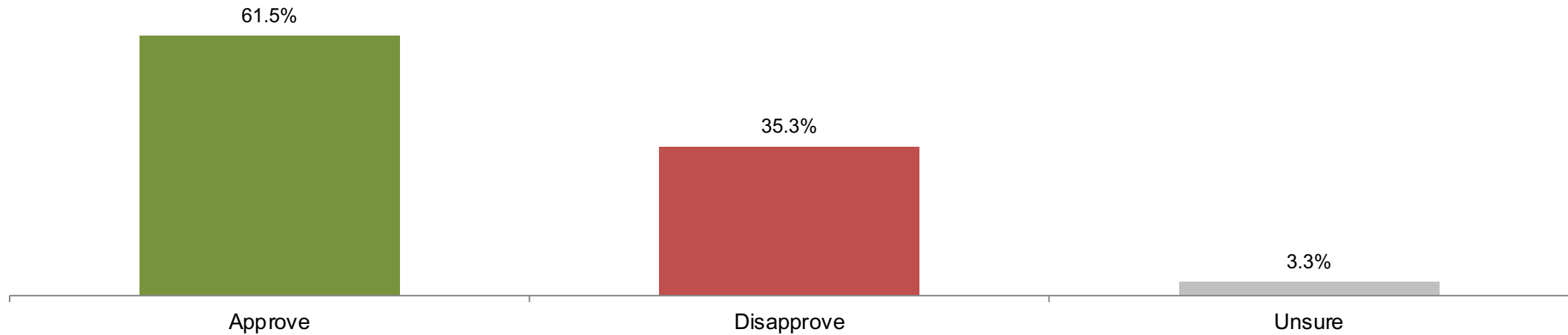


Other



62% generally approve of the job the City is doing providing services to residents

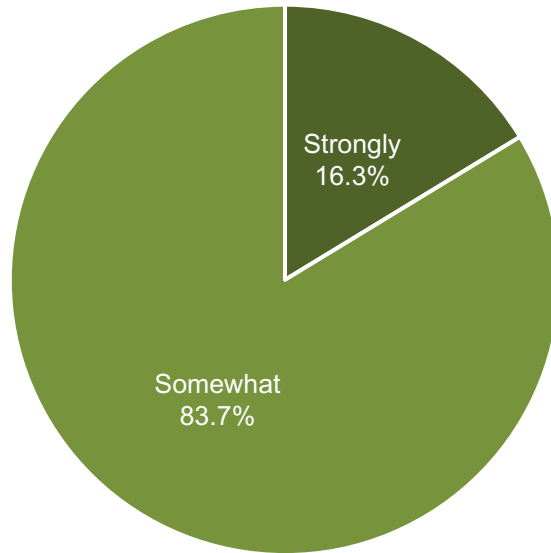
Question 4: In general, do you approve or disapprove of the job the City is doing providing services to residents?



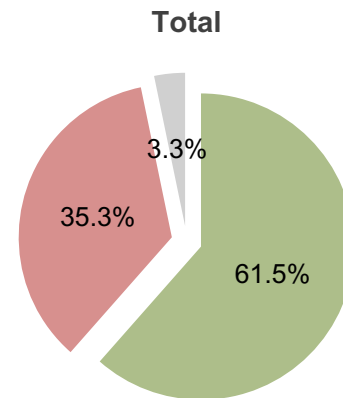
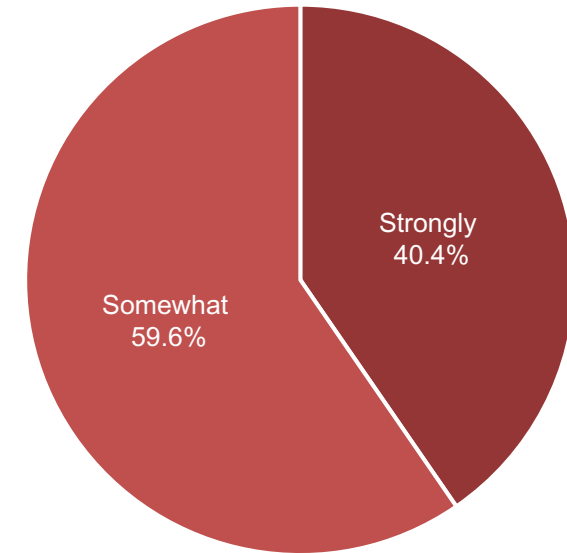
Among those who said approve, 84% somewhat approve

Question 4: In general, do you approve or disapprove of the job the City is doing providing services to residents?

Among those who said approve

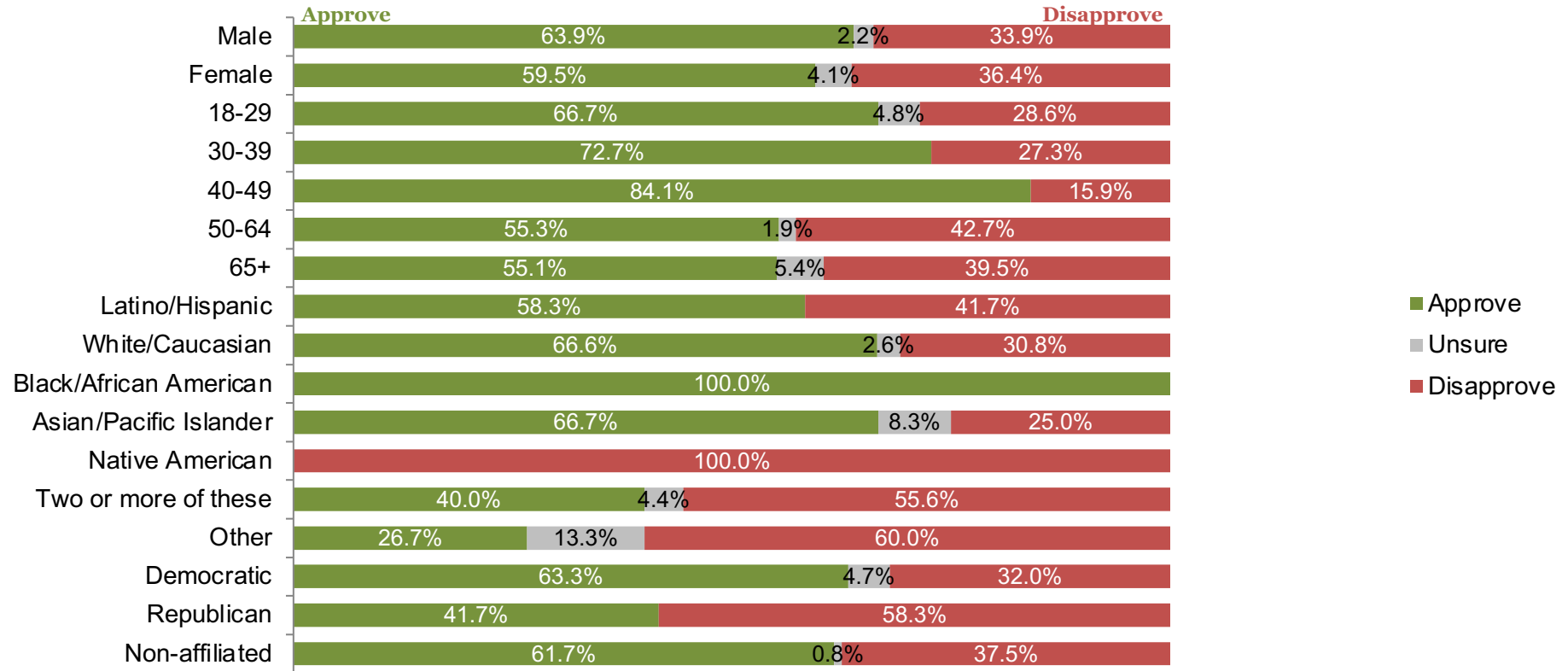


Among those who said disapprove



Results by gender, age, ethnicity, and party

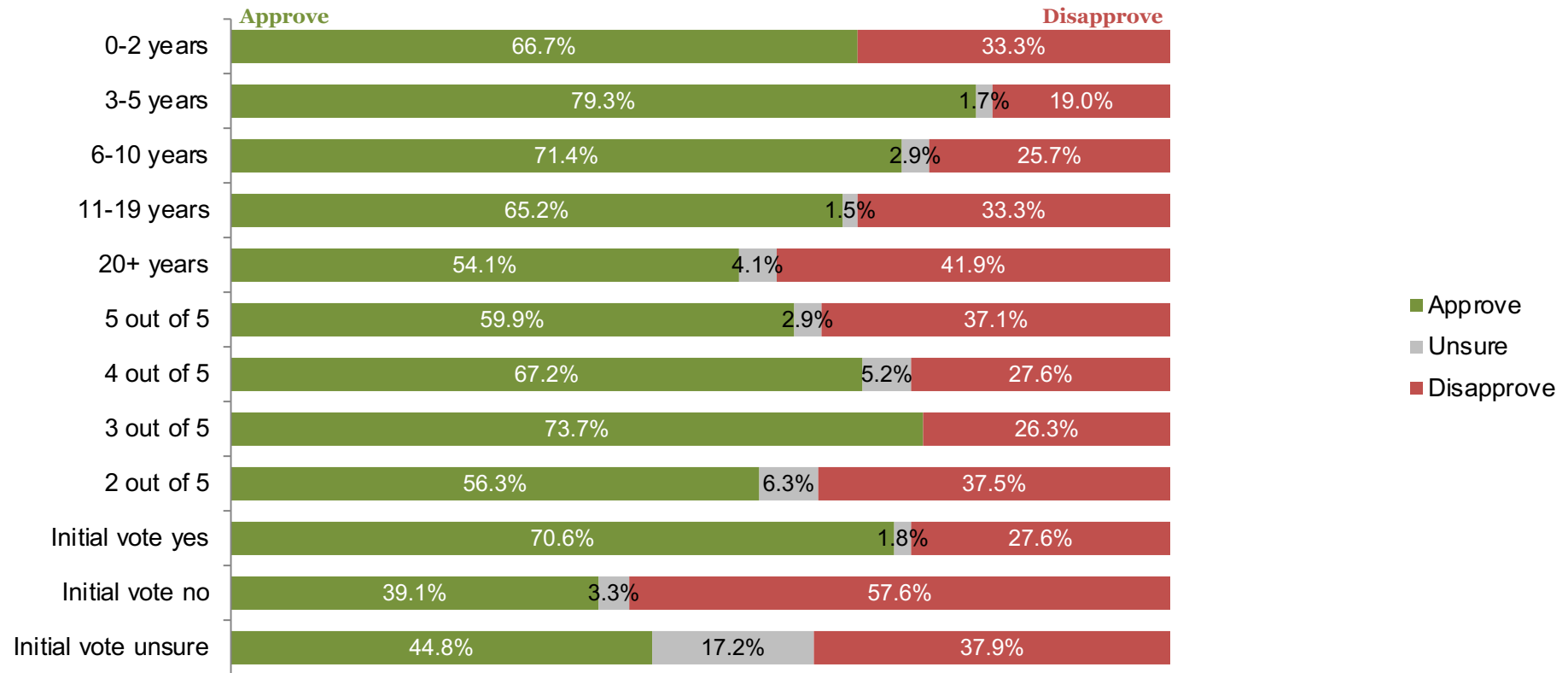
Question 4: In general, do you approve or disapprove of the job the City is doing providing services to residents?



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Results by years of residency, vote propensity, and initial vote

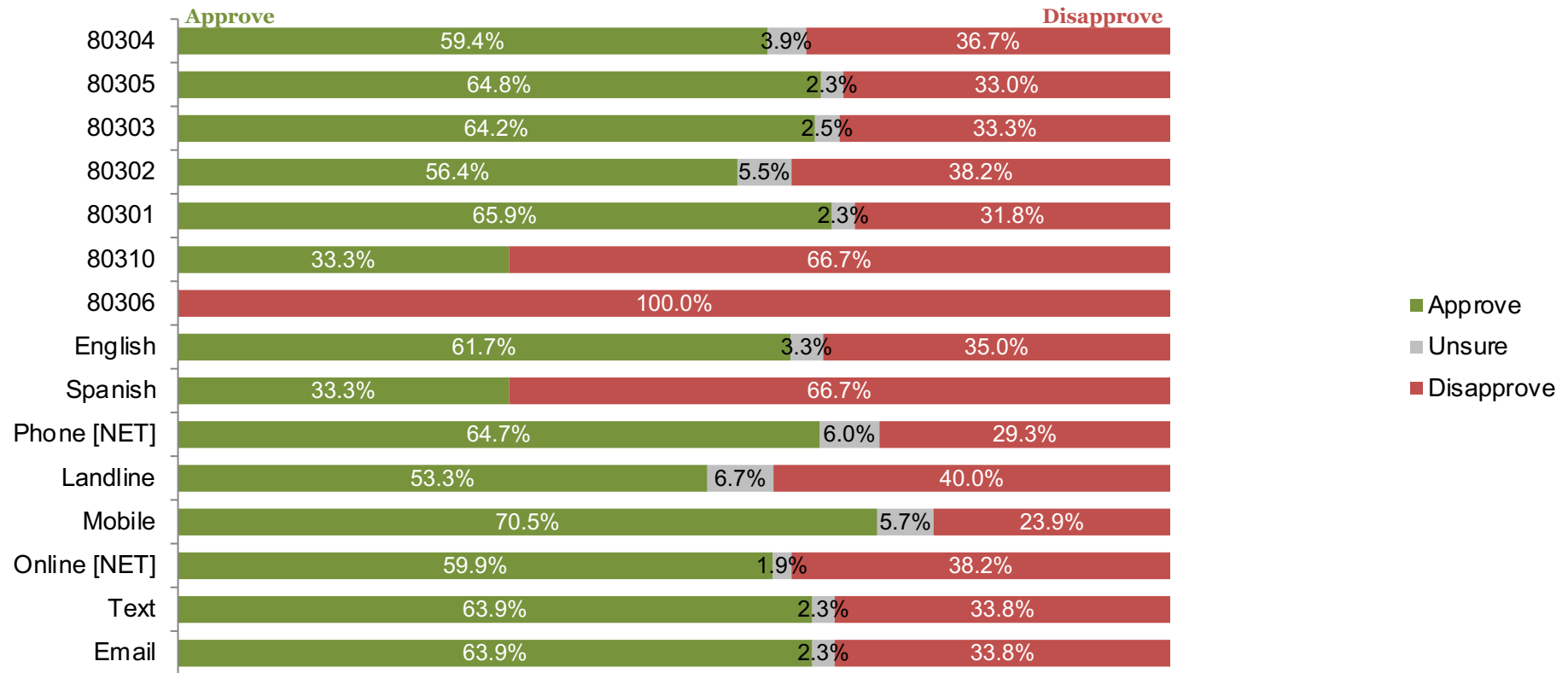
Question 4: In general, do you approve or disapprove of the job the City is doing providing services to residents?



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Results by zip code, survey language, and survey mode

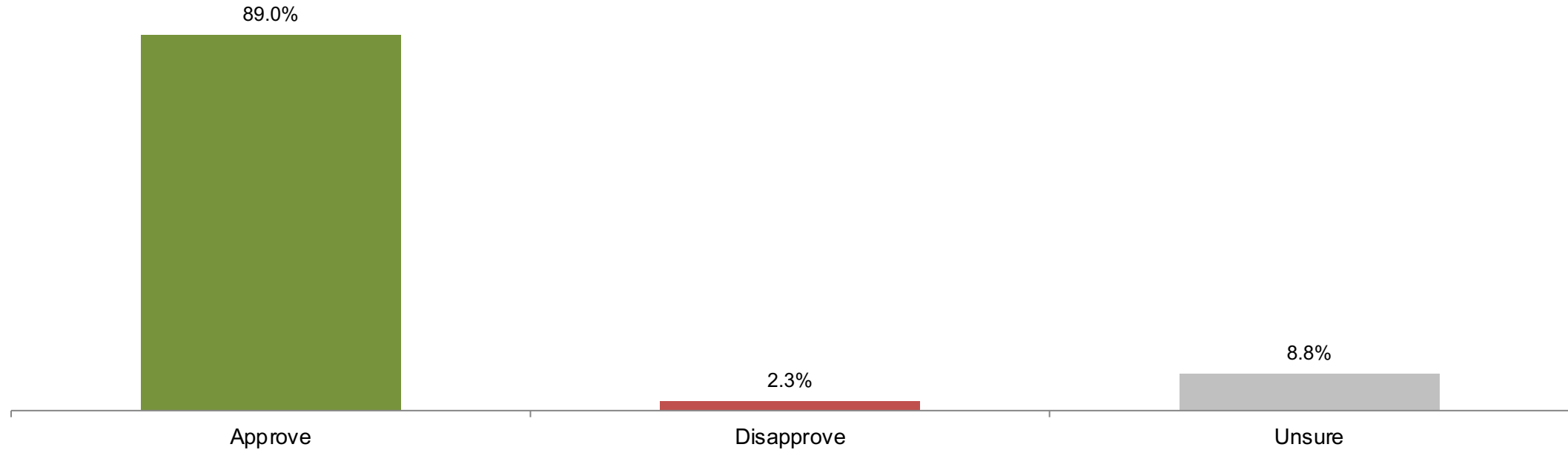
Question 4: In general, do you approve or disapprove of the job the City is doing providing services to residents?



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89% approve of the services provided by the Boulder Fire Rescue Department

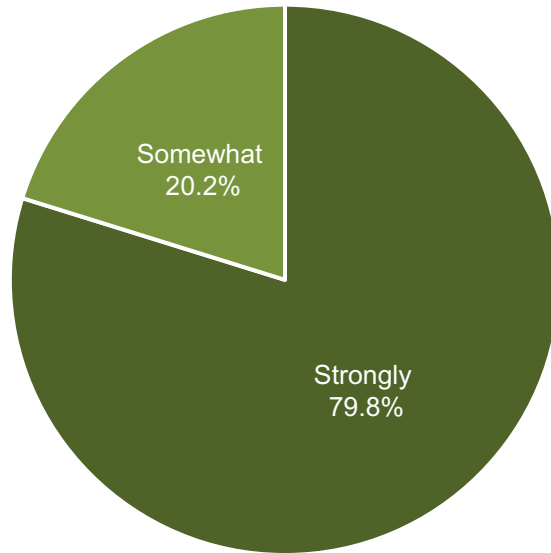
Question 5: Do you approve or disapprove of the firefighting, medical aid, emergency preparedness, and rescue services provided by the Boulder Fire Rescue Department?



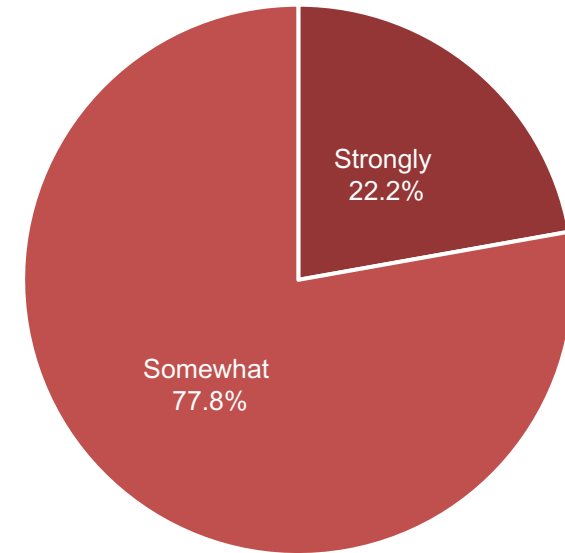
Among those who said approve, 80% strongly approve

Question 5: Do you approve or disapprove of the firefighting, medical aid, emergency preparedness, and rescue services provided by the Boulder Fire Rescue Department?

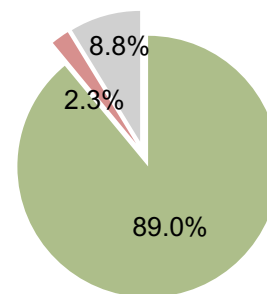
Among those who said approve



Among those who said disapprove

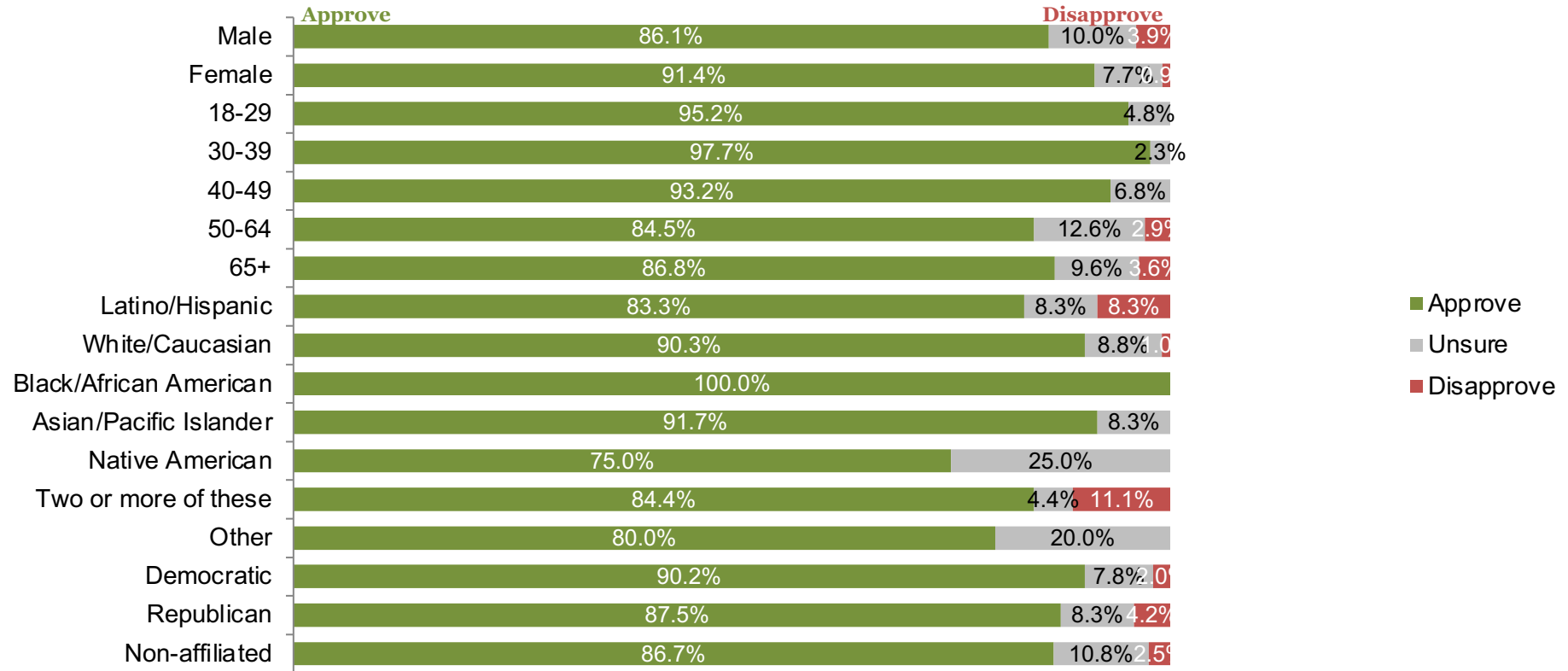


Total



Results by gender, age, ethnicity, and party

Question 5: Do you approve or disapprove of the firefighting, medical aid, emergency preparedness, and rescue services provided by the Boulder Fire Rescue Department?

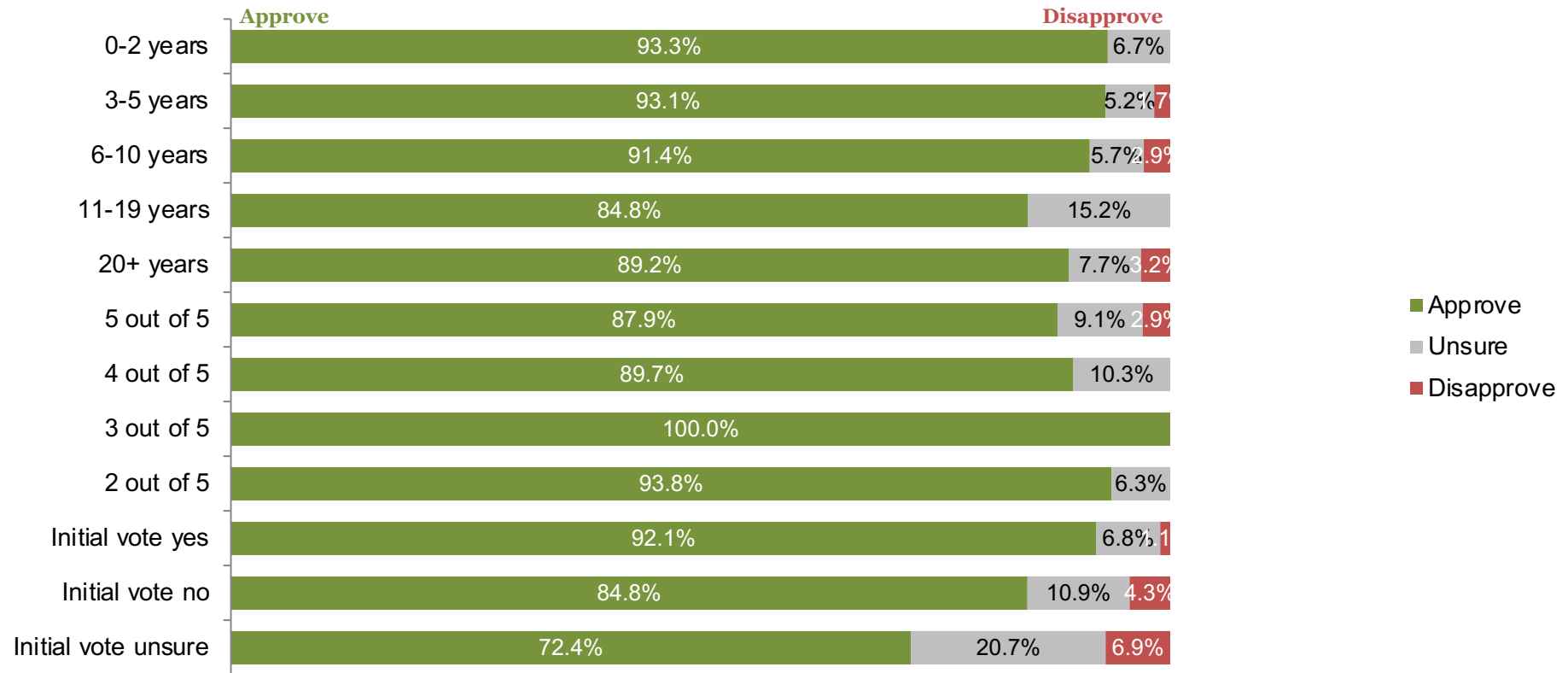


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Results by years of residency, vote propensity, and initial vote

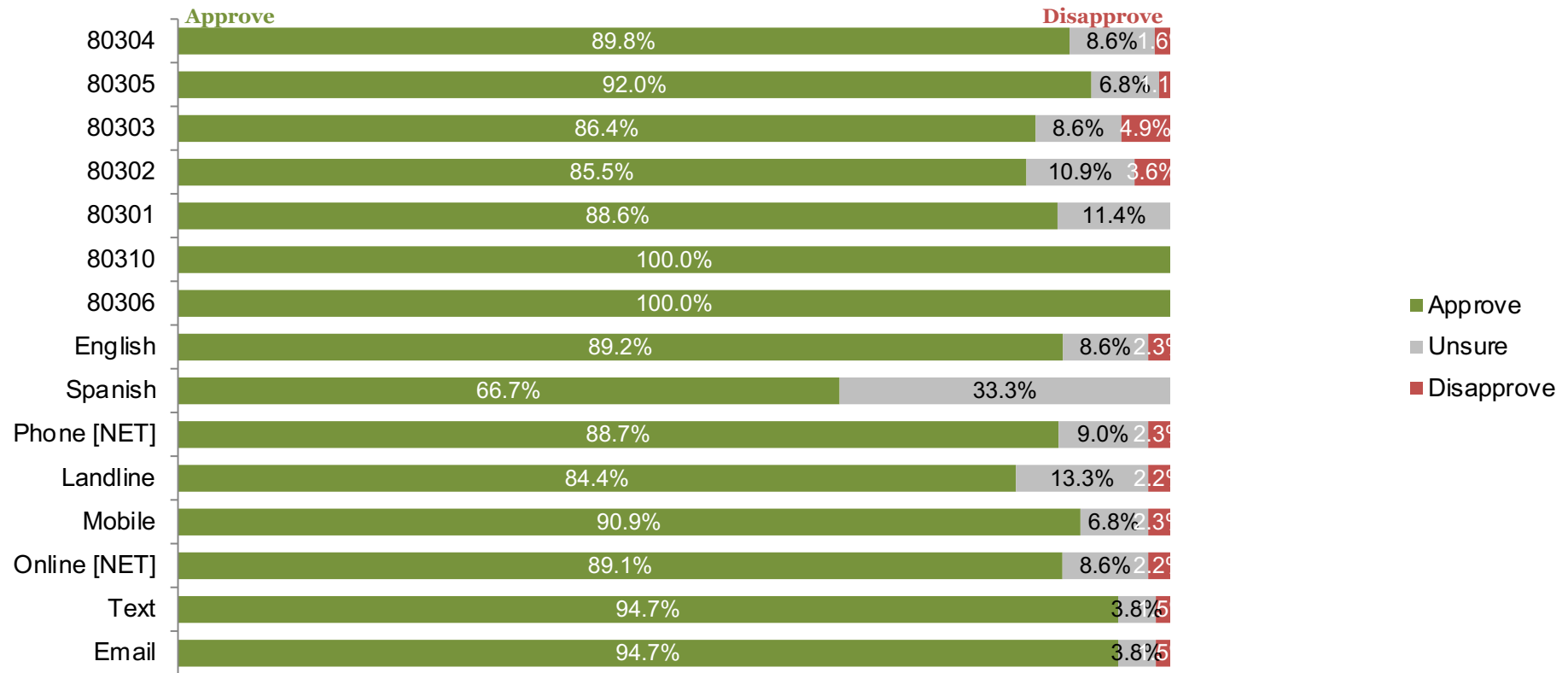
Question 5: Do you approve or disapprove of the firefighting, medical aid, emergency preparedness, and rescue services provided by the Boulder Fire Rescue Department?



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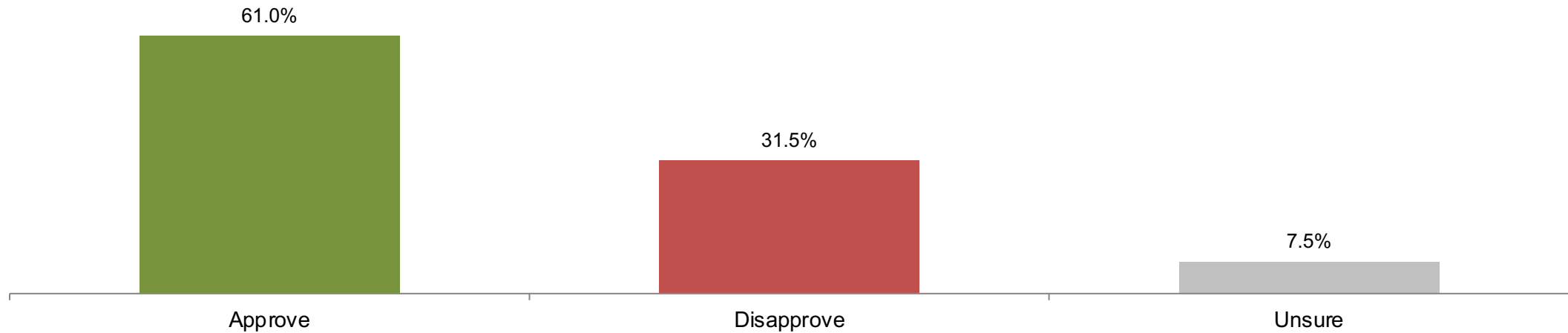
Question 5: Do you approve or disapprove of the firefighting, medical aid, emergency preparedness, and rescue services provided by the Boulder Fire Rescue Department?



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61% approve of the public safety services provided by the Boulder Police Department

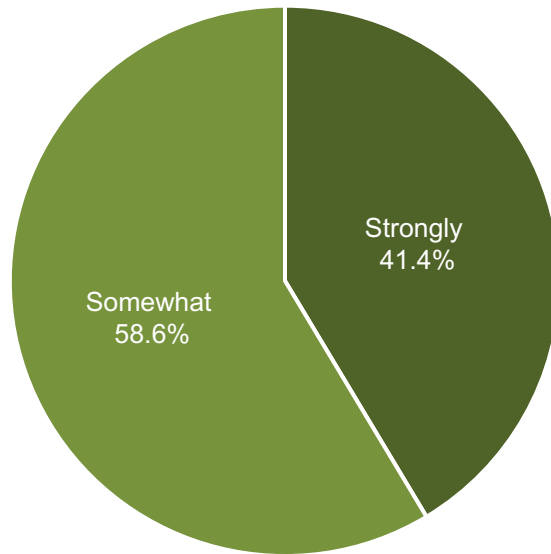
Question 6: Do you approve or disapprove of the public safety services provided by the Boulder Police Department?



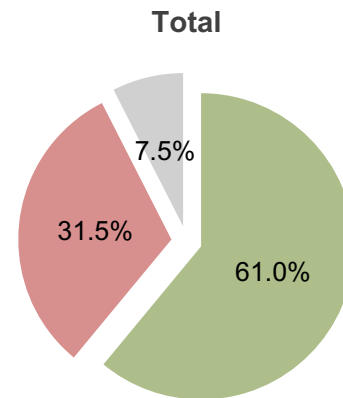
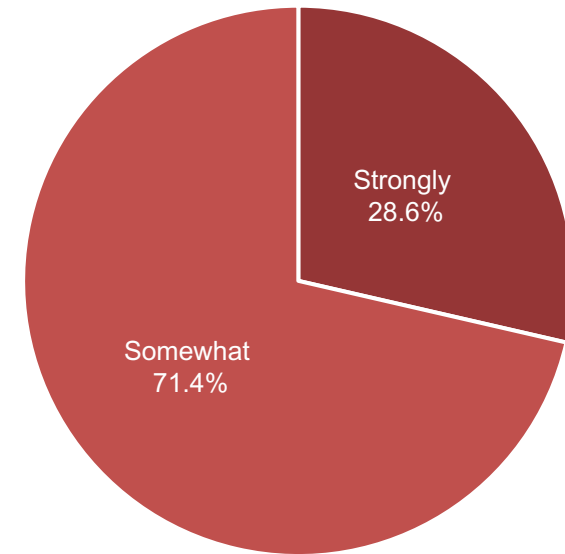
Among those who said approve, 59% somewhat approve

Question 6: Do you approve or disapprove of the public safety services provided by the Boulder Police Department?

Among those who said approve

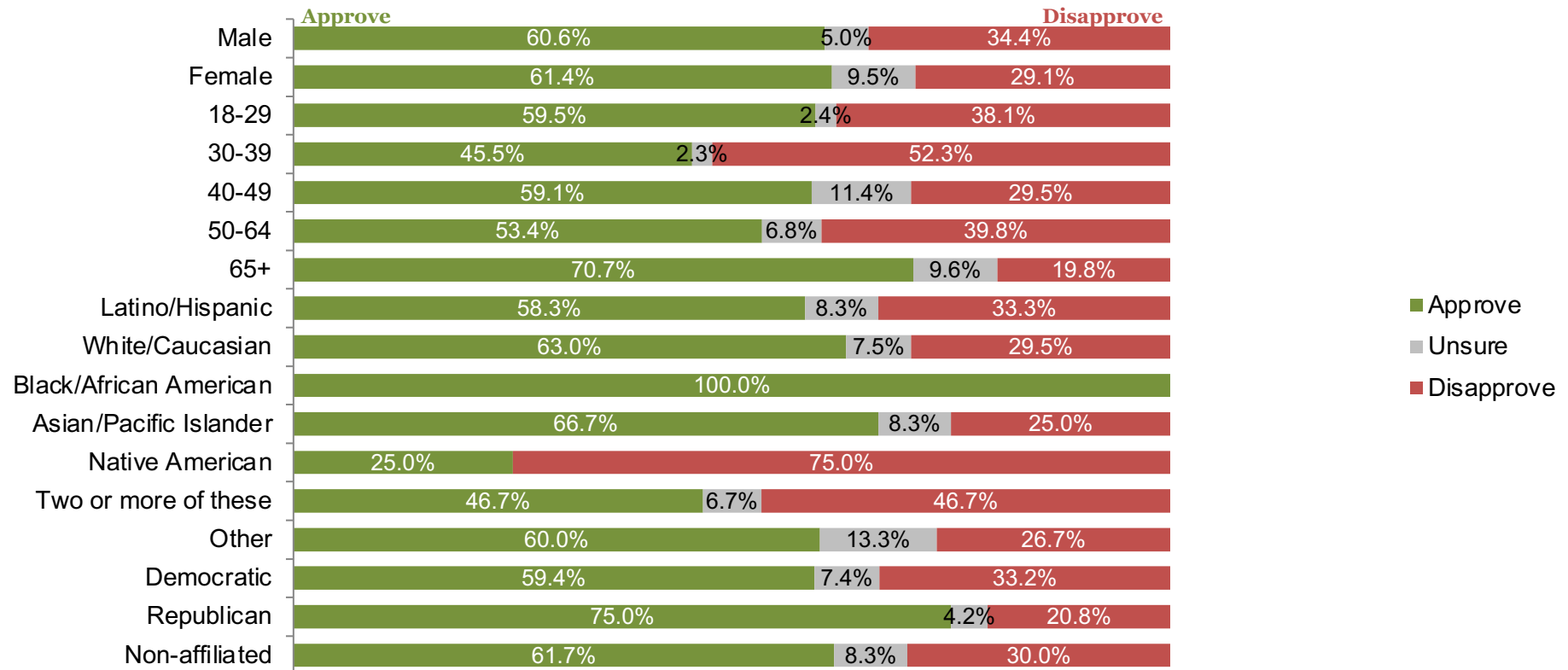


Among those who said disapprove



Results by gender, age, ethnicity, and party

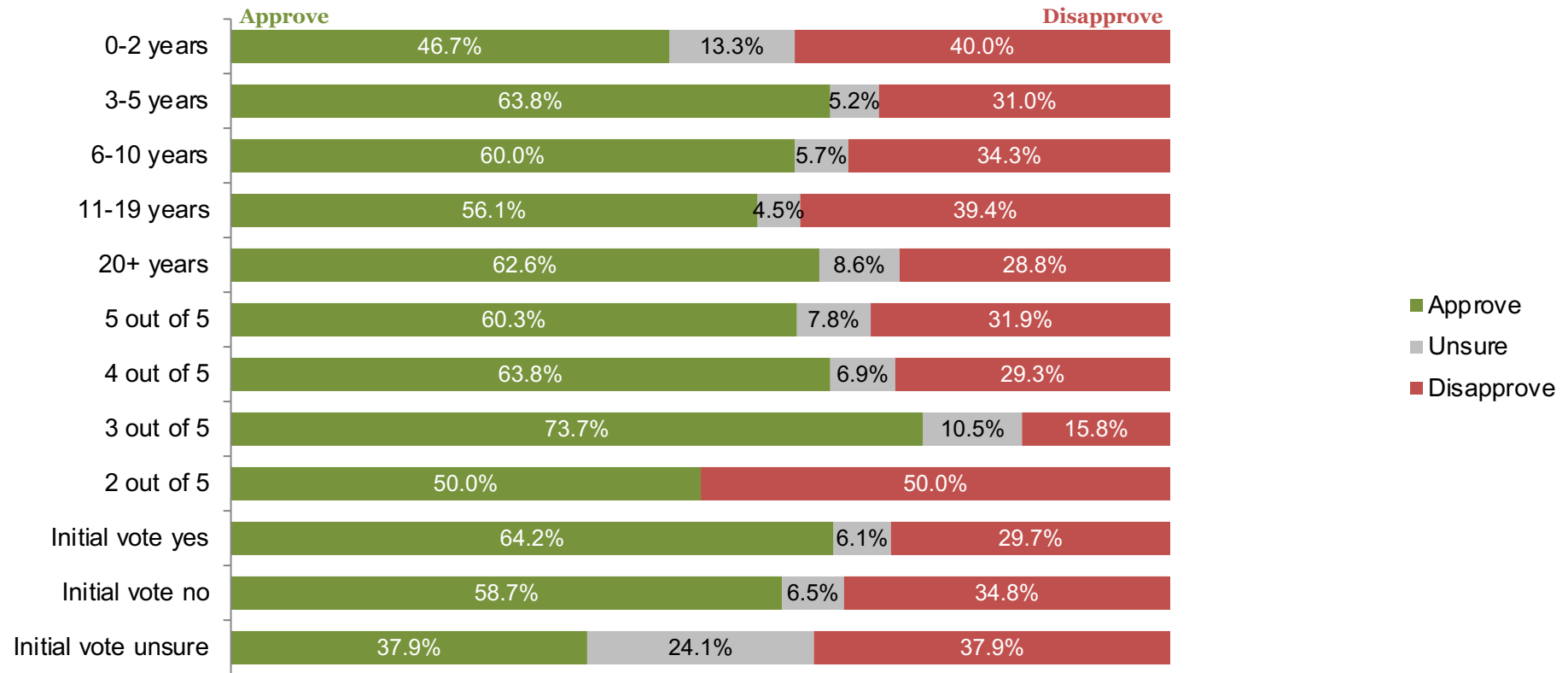
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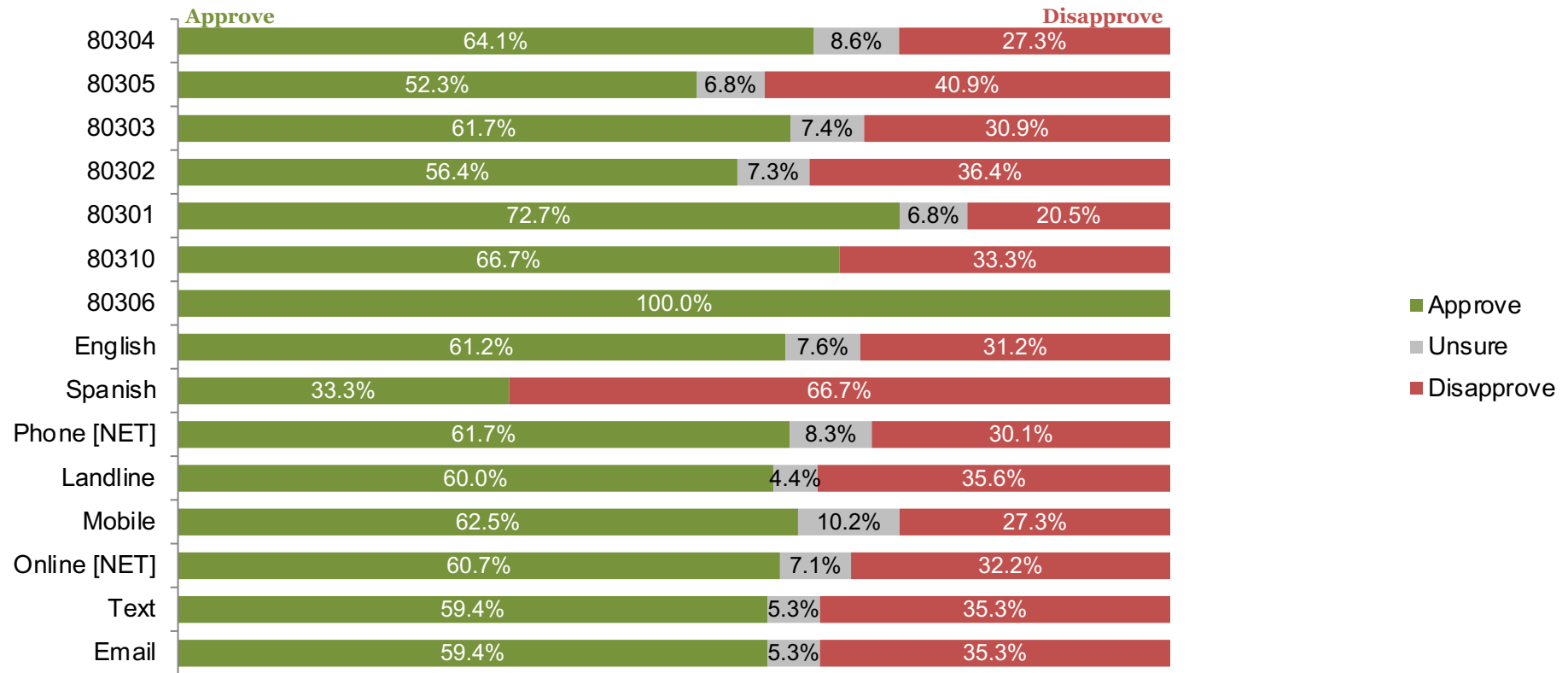
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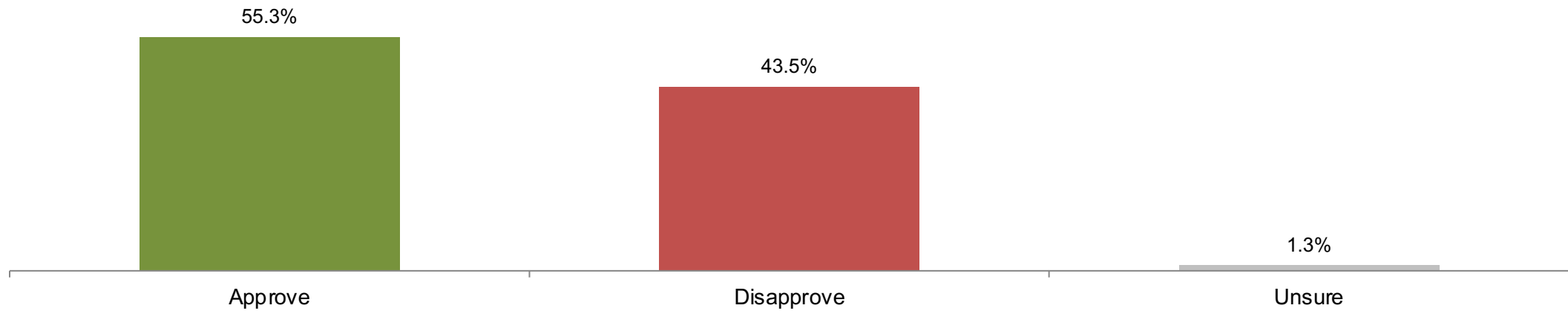
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55% approve of how the City maintains public spaces and facilities

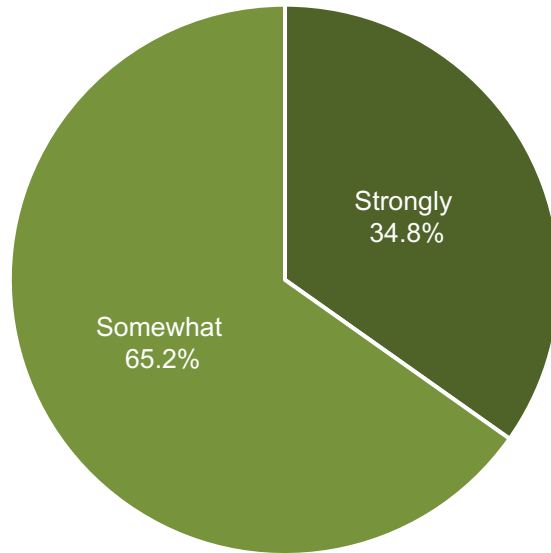
Question 7: Do you approve or disapprove with how the City maintains public spaces and facilities?



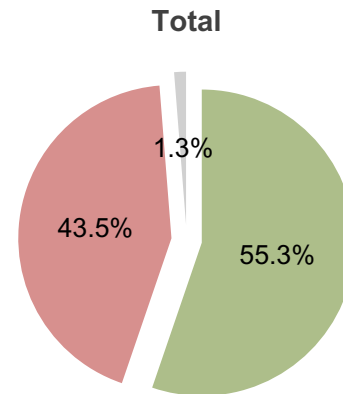
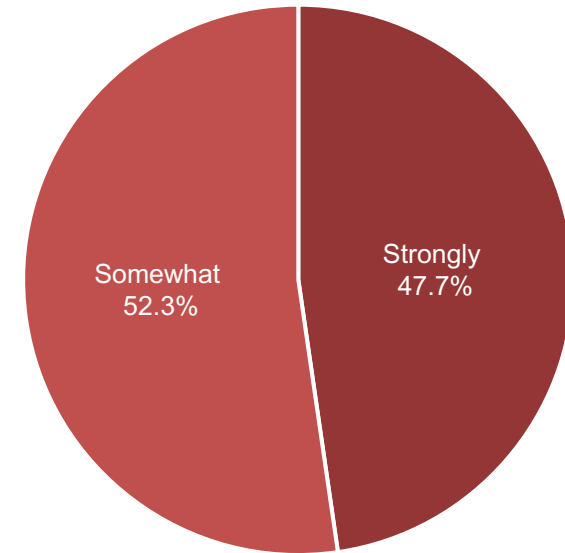
Among those who said approve, 65% somewhat approve

Question 7: Do you approve or disapprove with how the City maintains public spaces and facilities?

Among those who said approve

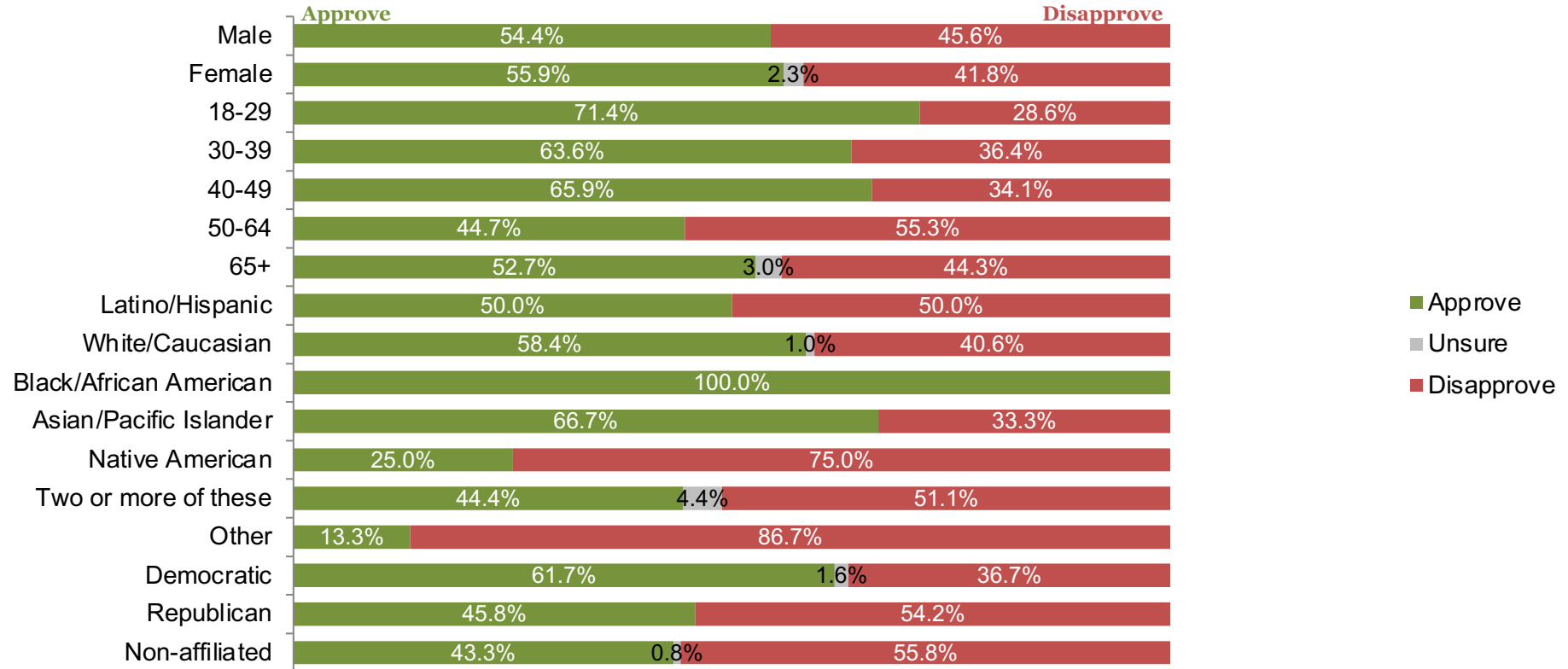


Among those who said disapprove



Results by gender, age, ethnicity, and party

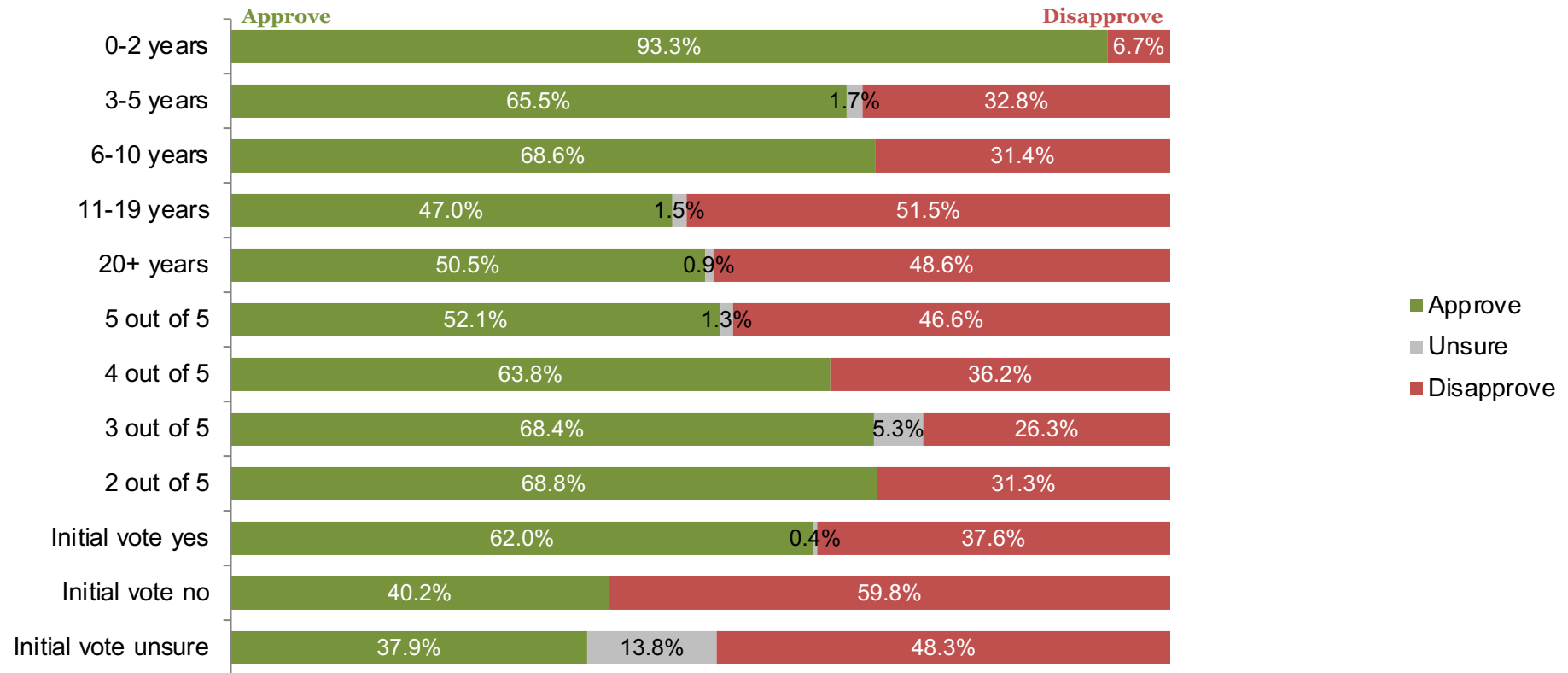
Question 7: Do you approve or disapprove with how the City maintains public spaces and facilities?



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Results by years of residency, vote propensity, and initial vote

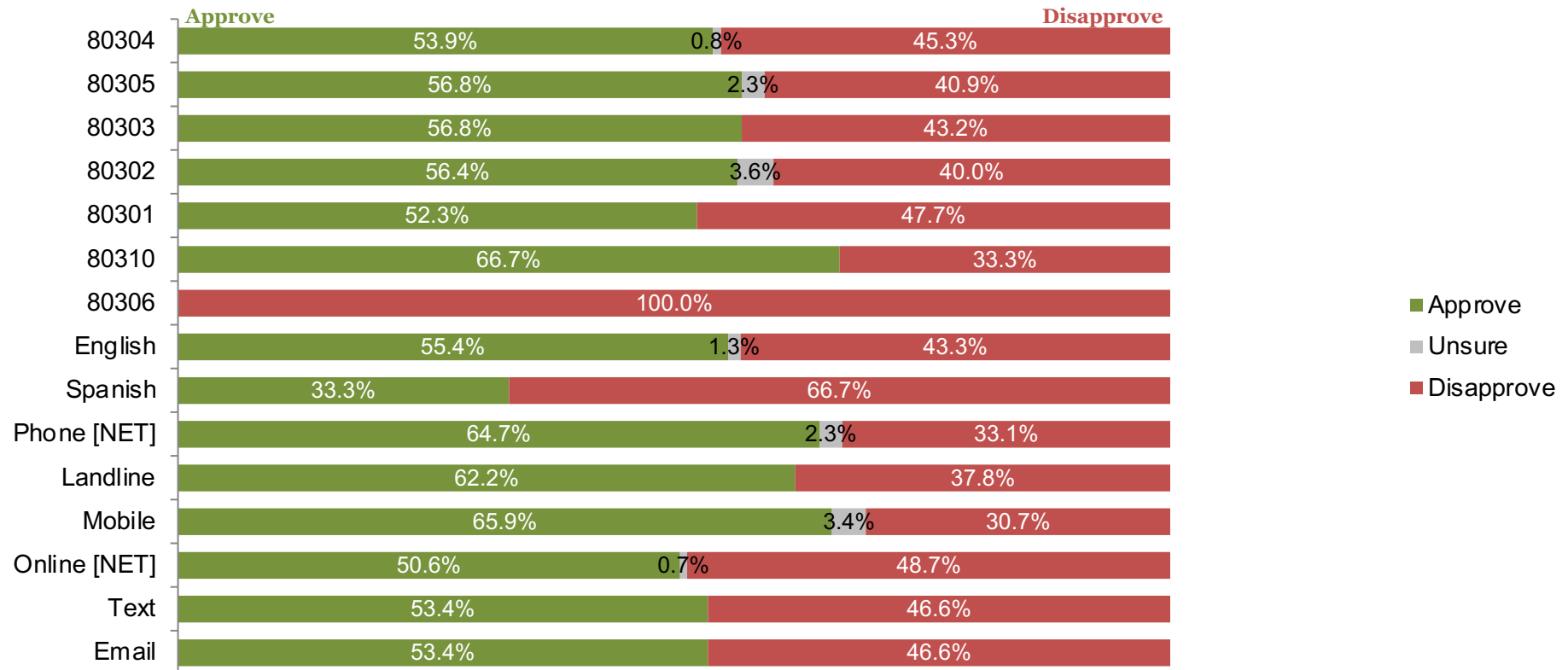
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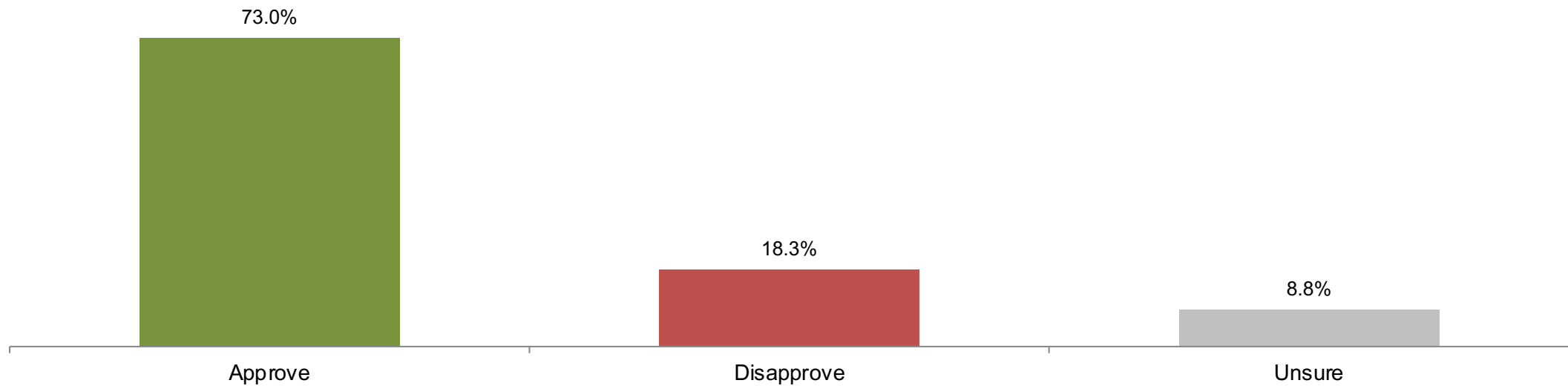
Question 7: Do you approve or disapprove with how the City maintains public spaces and facilities?



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73% approve of how the City supports arts and cultural programs

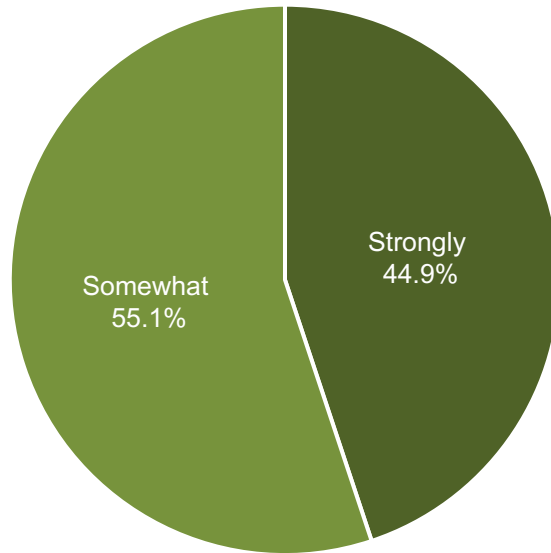
Question 8: Do you approve or disapprove with how the City supports arts and cultural programs?



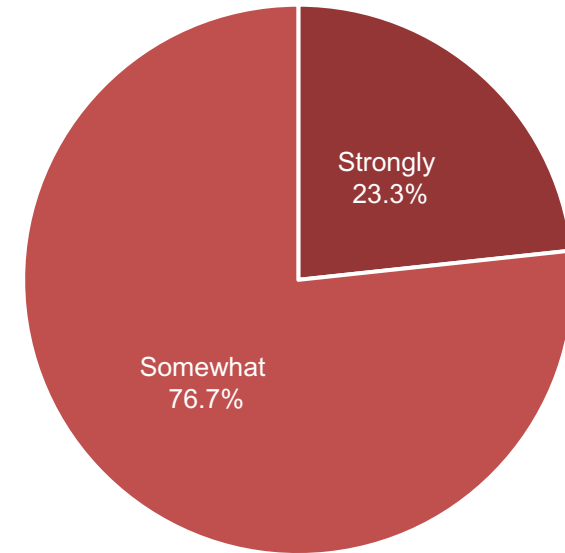
Among those who said approve, 55% somewhat approve

Question 8: Do you approve or disapprove with how the City supports arts and cultural programs?

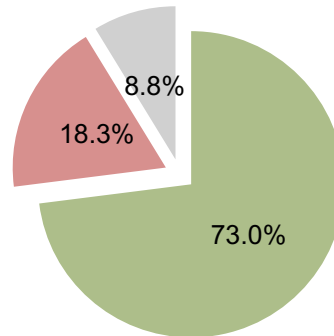
Among those who said approve



Among those who said disapprove

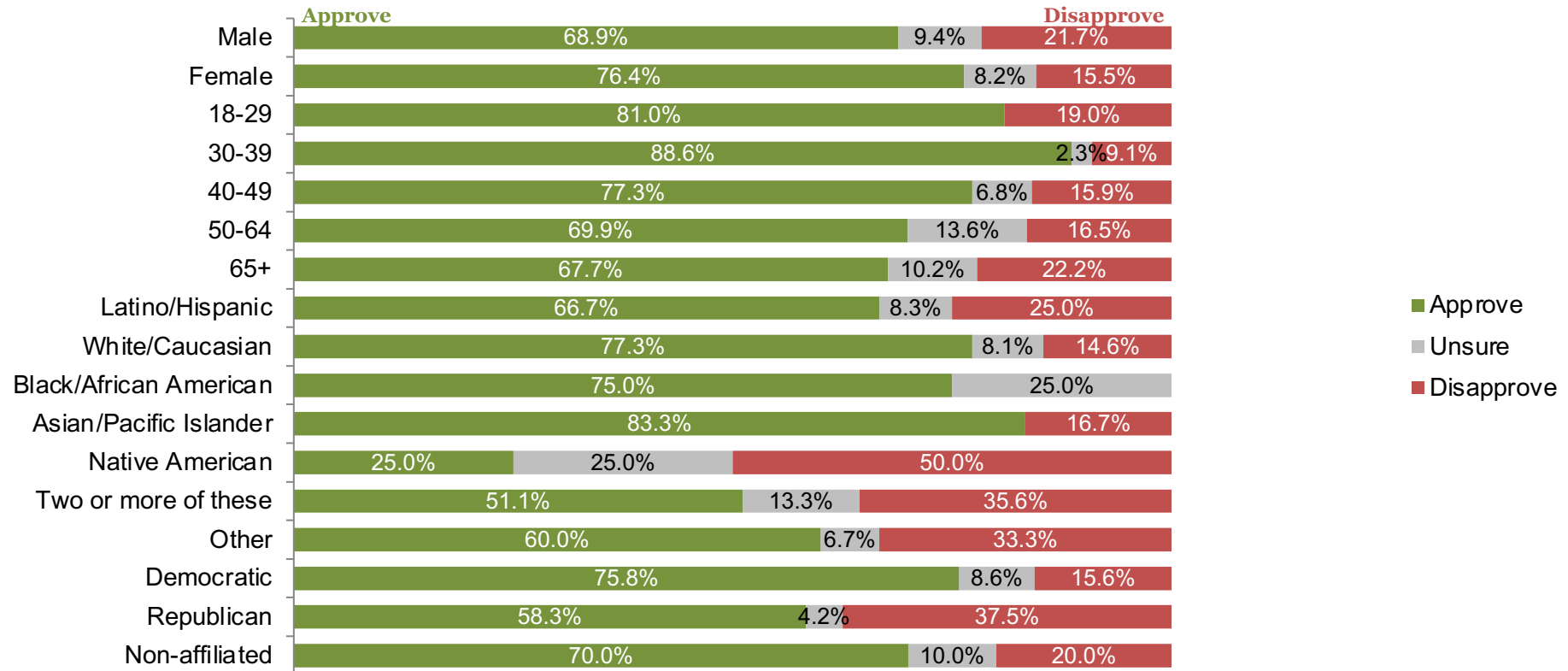


Total



Results by gender, age, ethnicity, and party

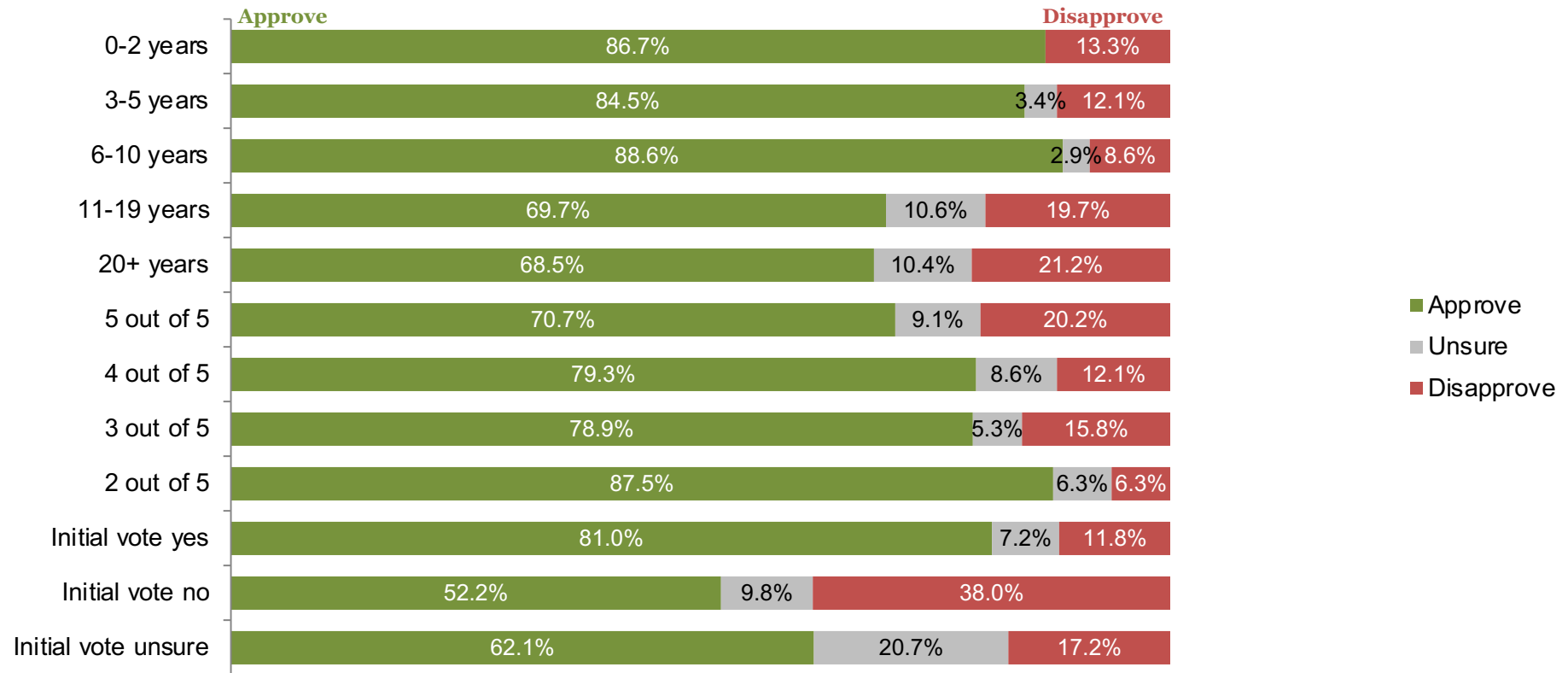
Question 8: Do you approve or disapprove with how the City supports arts and cultural programs?



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Results by years of residency, vote propensity, and initial vote

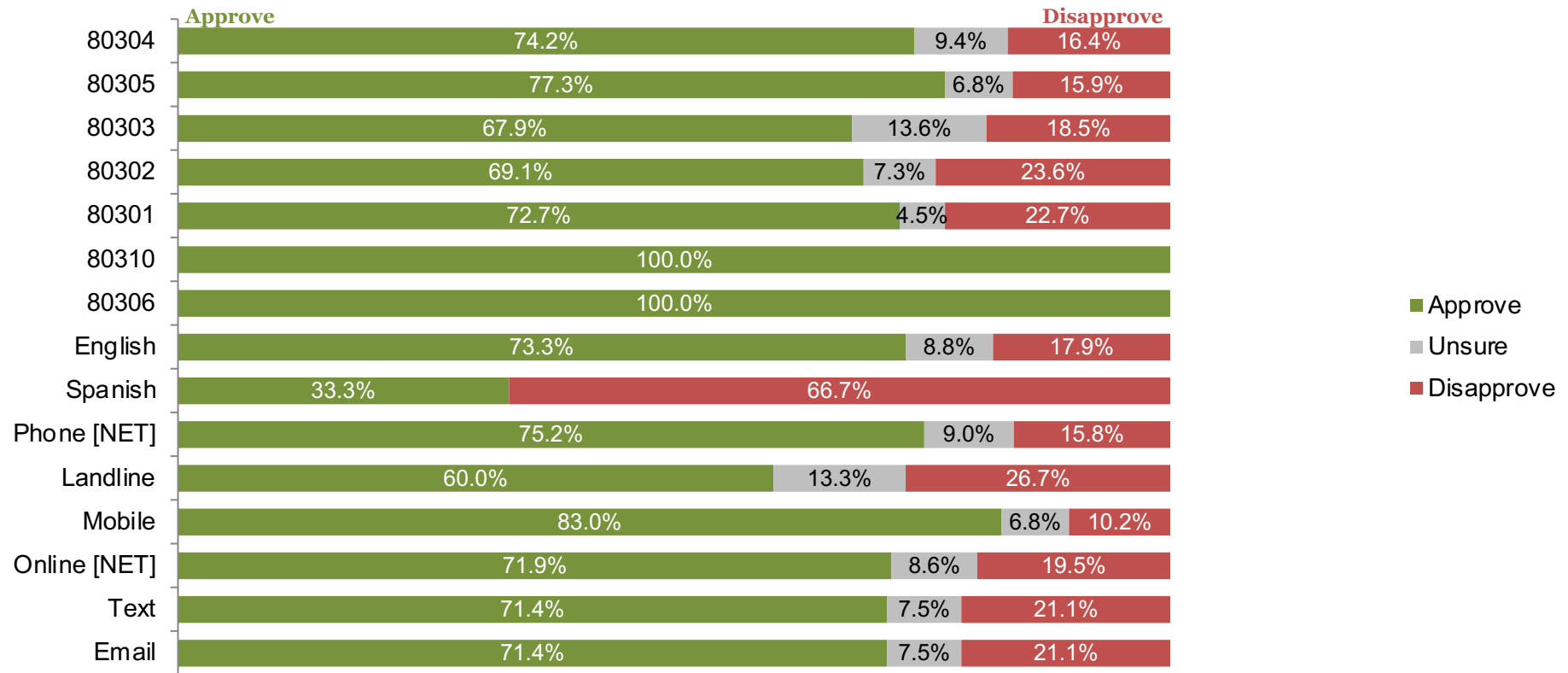
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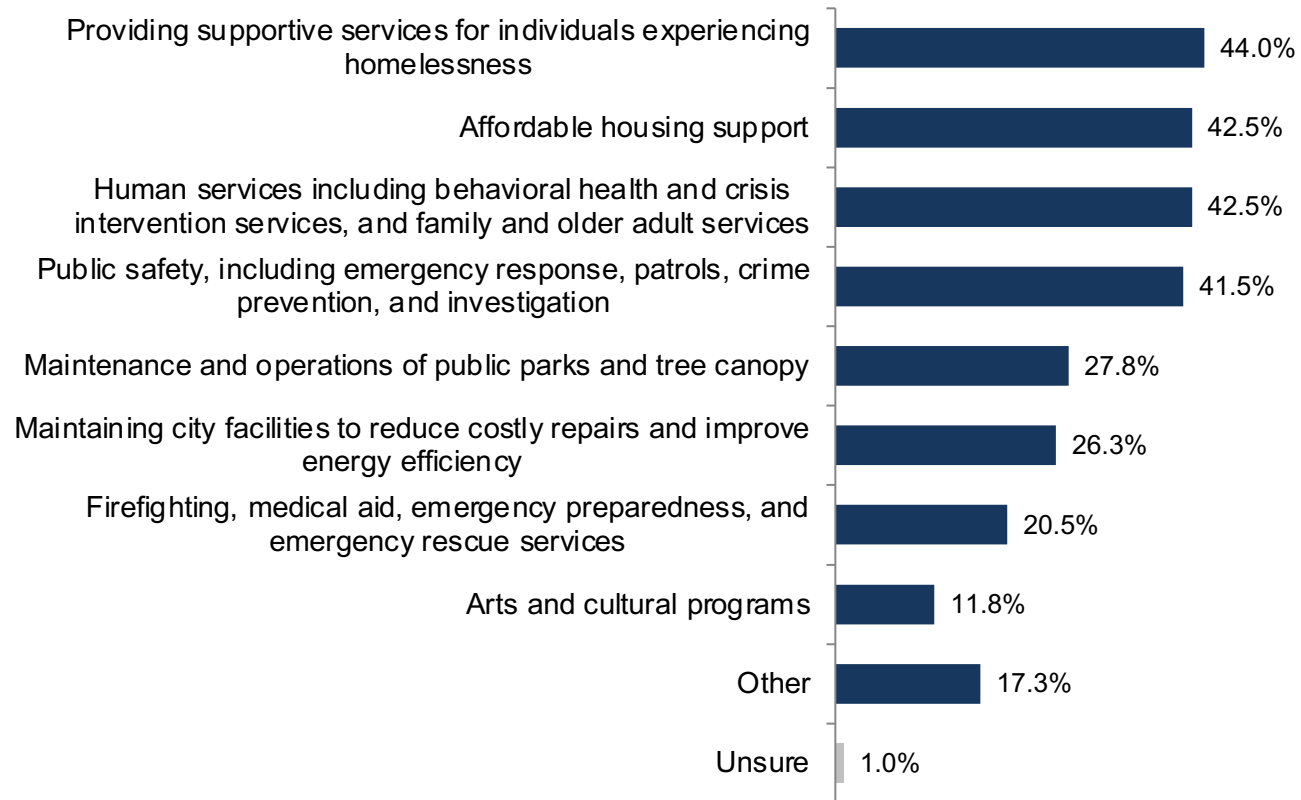
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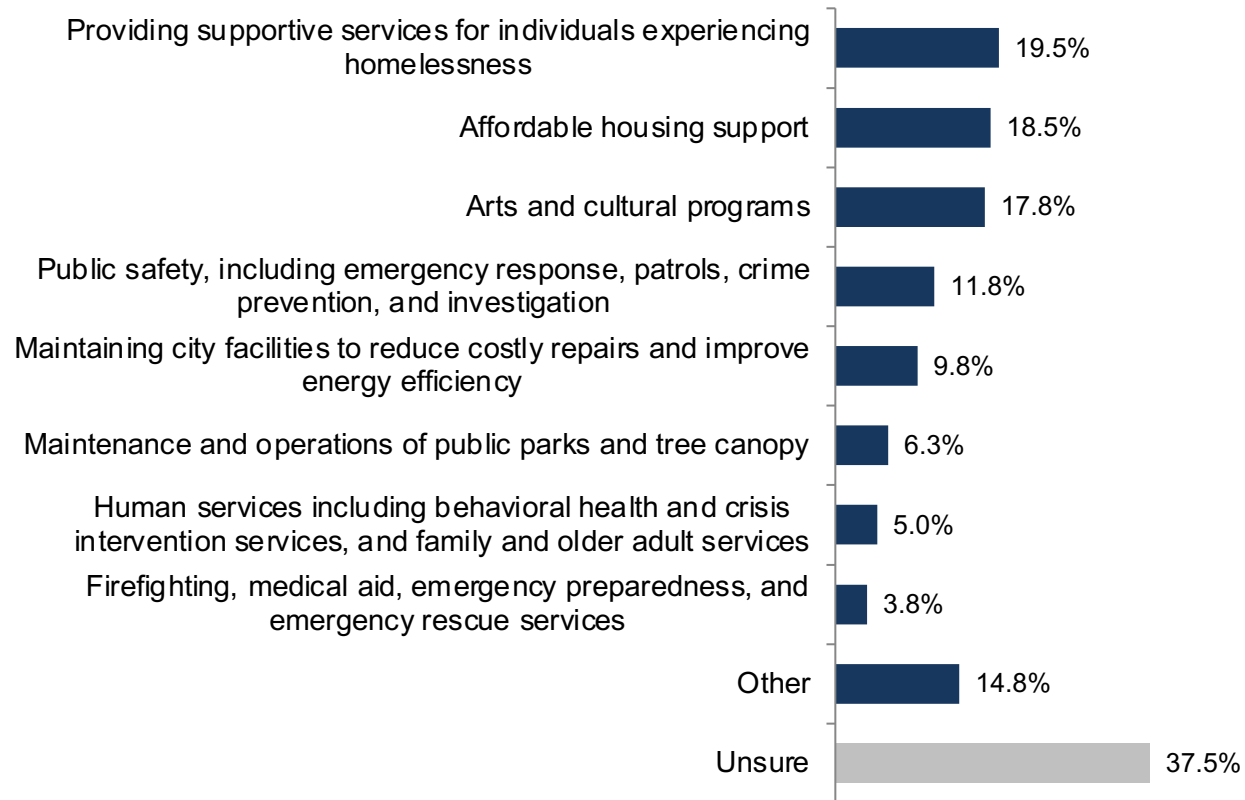
Voters want increased funding for providing homelessness services, affordable housing support, human services, and public safety

Question 9: Thinking about the services you would like the City to increase funding for, please select up to three.



Voters want reduced funding for providing homelessness services, affordable housing support, and arts and cultural programs

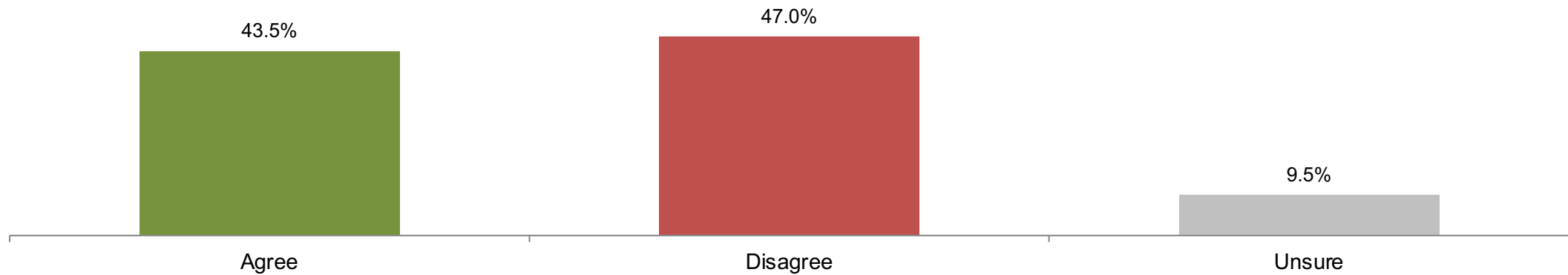
Question 10: Thinking about the services you would like the City to reduce funding for, please select up to three.
[OPTIONS SELECTED IN Q9 ELIMINATED]



47% of respondents disagree that the city does a good job managing taxpayer money

Question 11: Now we have some statements about the City of Boulder. For each one, please indicate whether you agree or disagree.

The City does a good job managing taxpayer money.

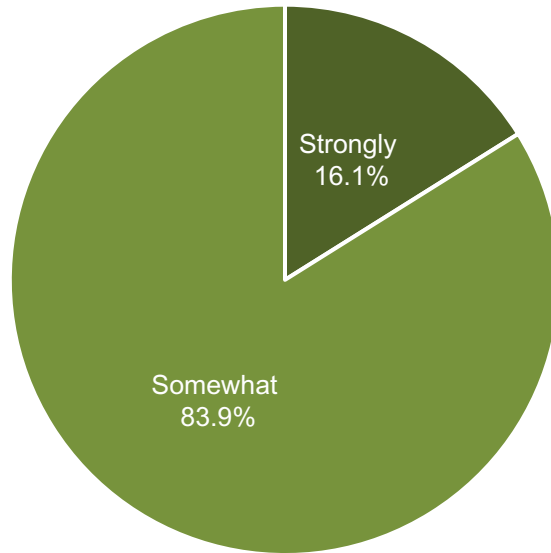


Among those who disagree, 39% strongly disagree

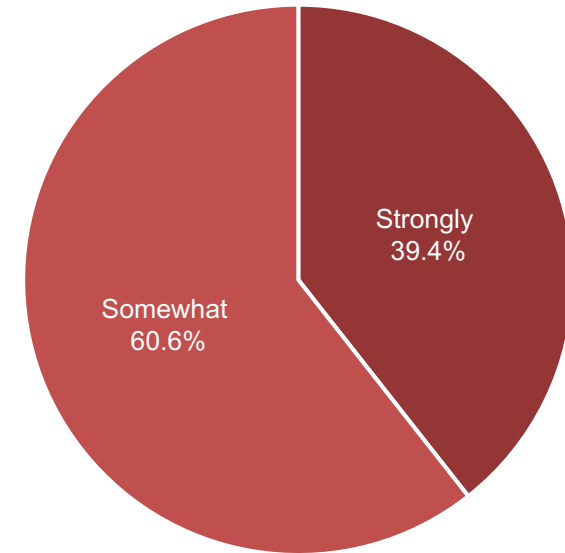
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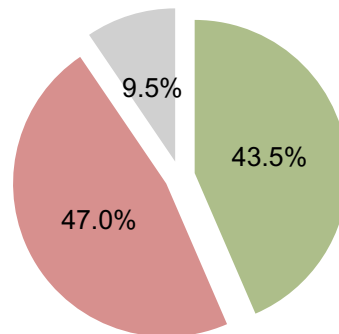
Among those who said agree



Among those who said disagree

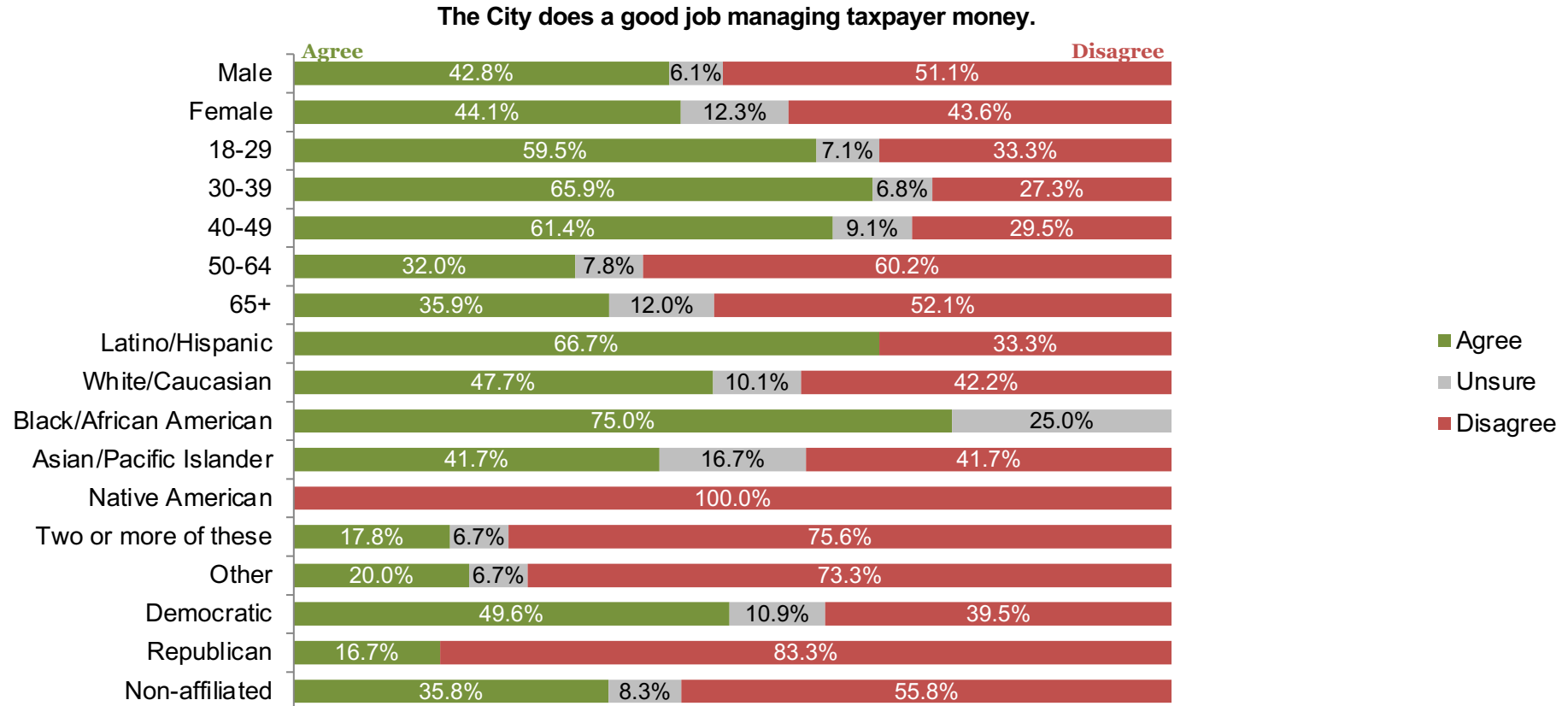


Total



Results by gender, age, ethnicity, and party

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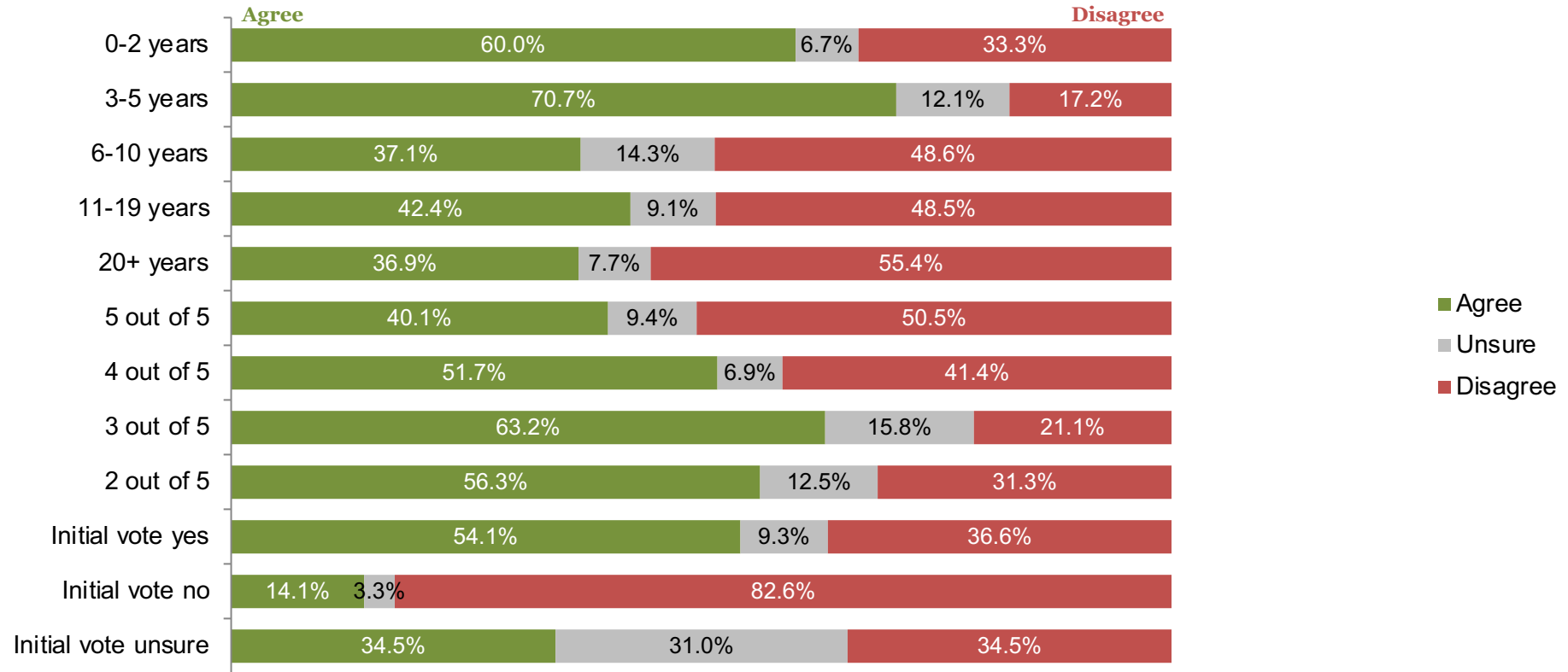
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Results by years of residency, vote propensity, and initial vote

Question 11: Now we have some statements about the City of Boulder. For each one, please indicate whether you agree or disagree.

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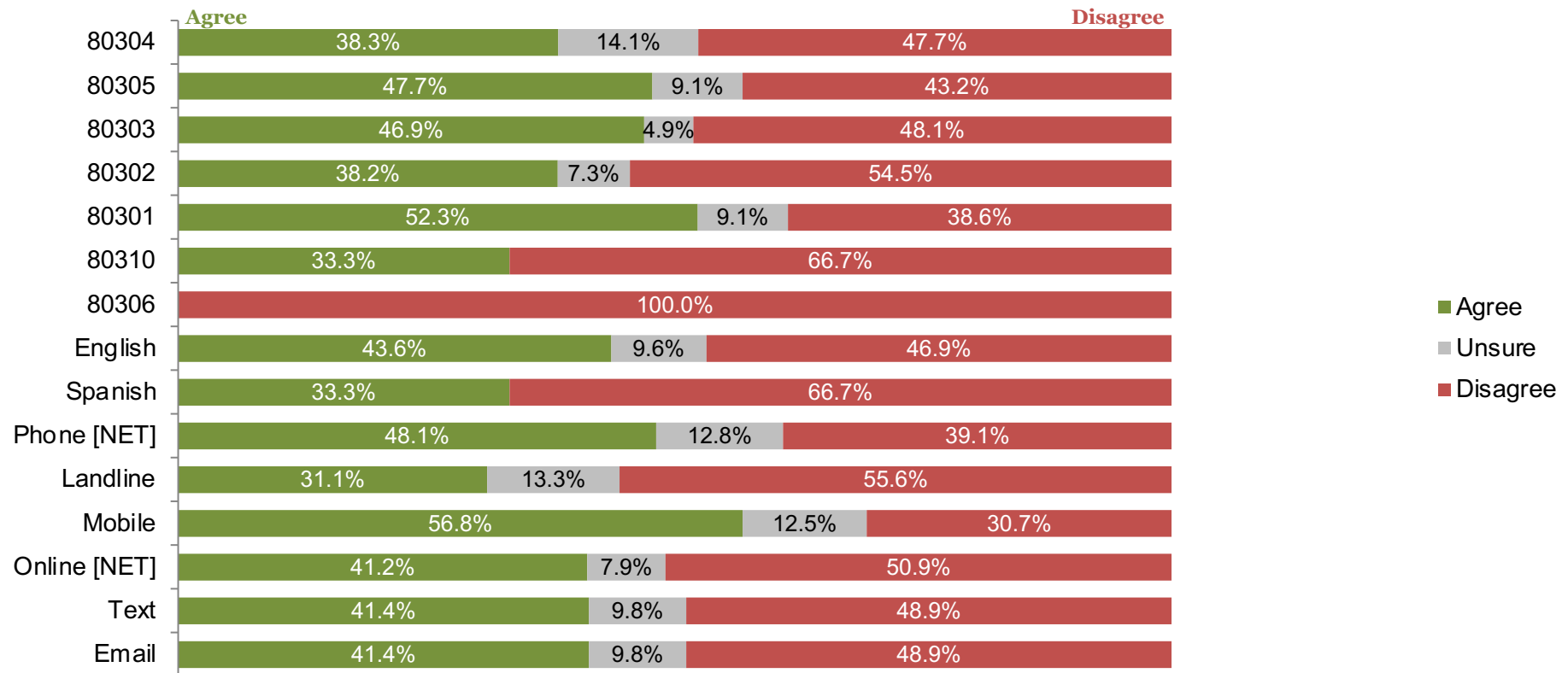
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Results by zip code, survey language, and survey mode

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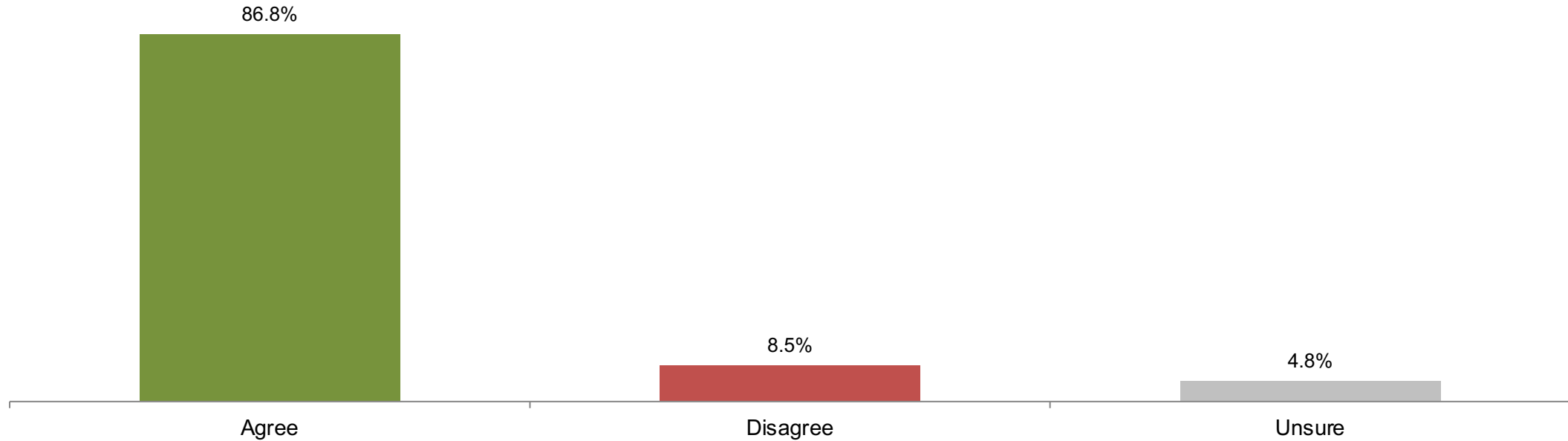


**Smaller sample sizes on crosstabs will have higher variance*

87% agree that delaying necessary facility and infrastructure maintenance increases long-term costs

Question 12: Now we have some statements about the City of Boulder. For each one, please indicate whether you agree or disagree.

Delaying necessary facility and infrastructure maintenance only increases the cost to residents in the long-term.

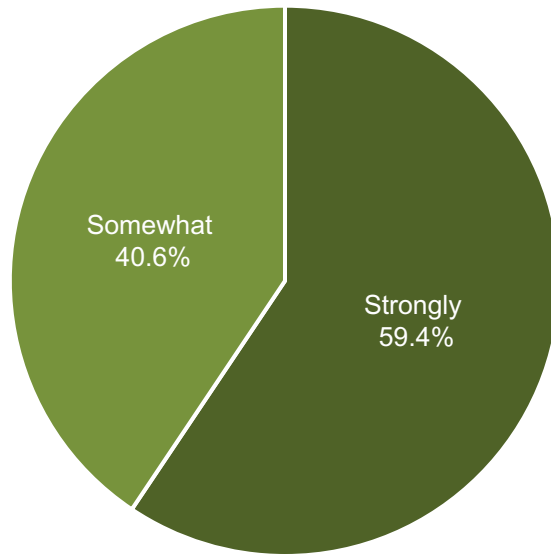


Among those who agree, 60% strongly agree

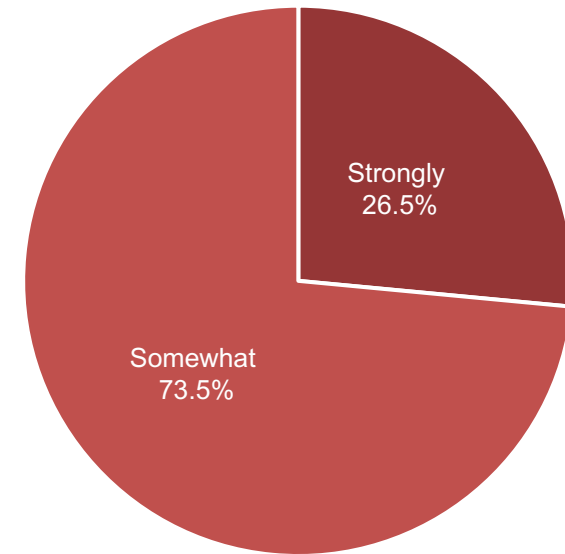
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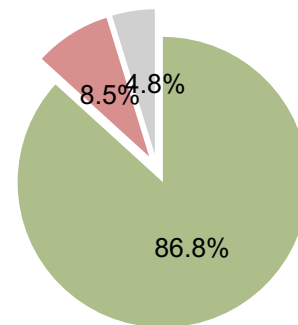
Among those who said agree



Among those who said disagree



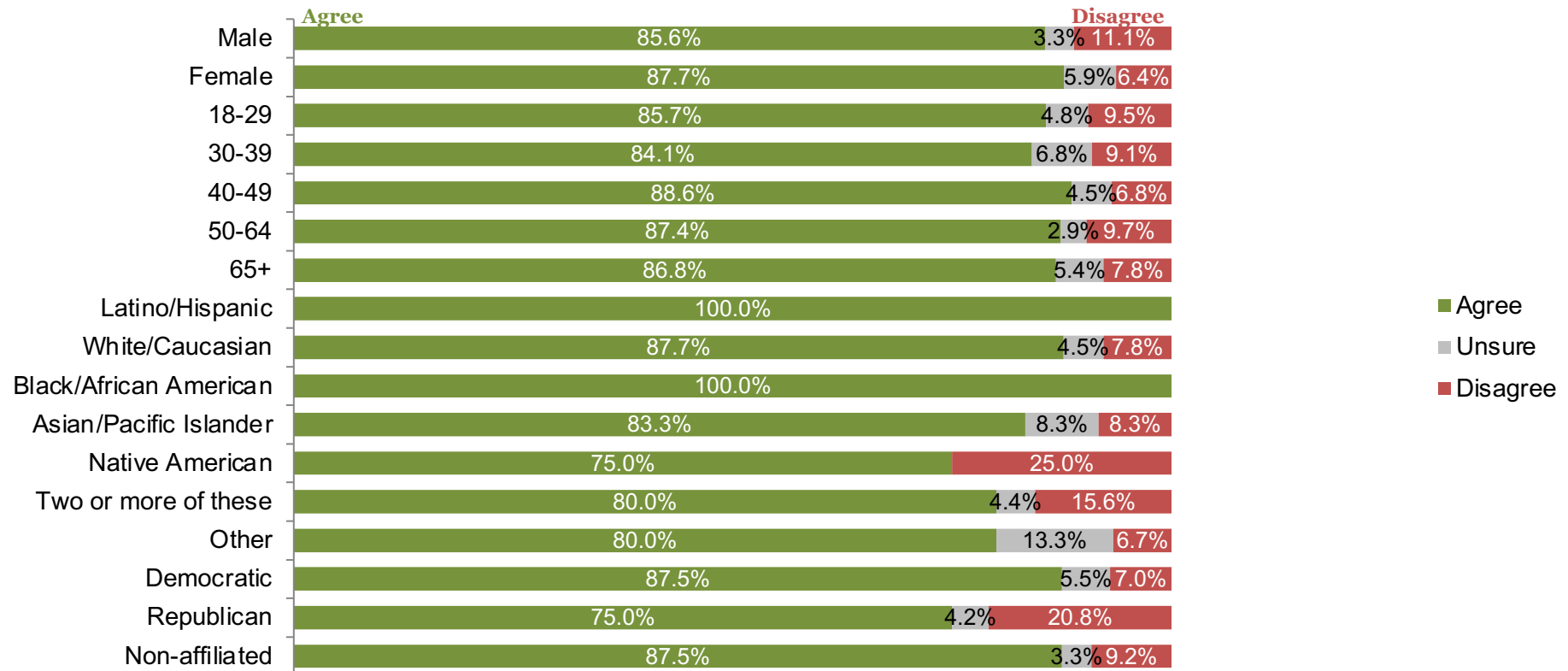
Total



Results by gender, age, ethnicity, and party

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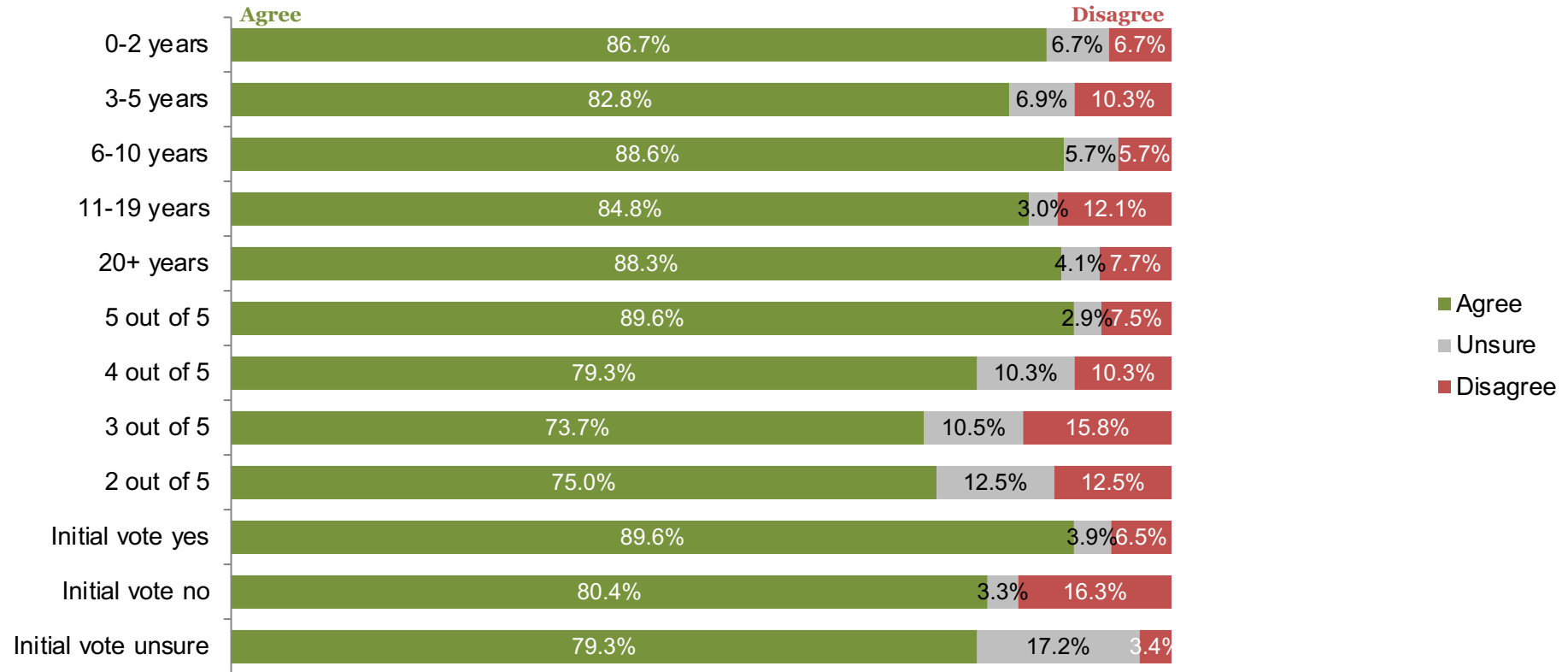


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Results by years of residency, vote propensity, and initial vote

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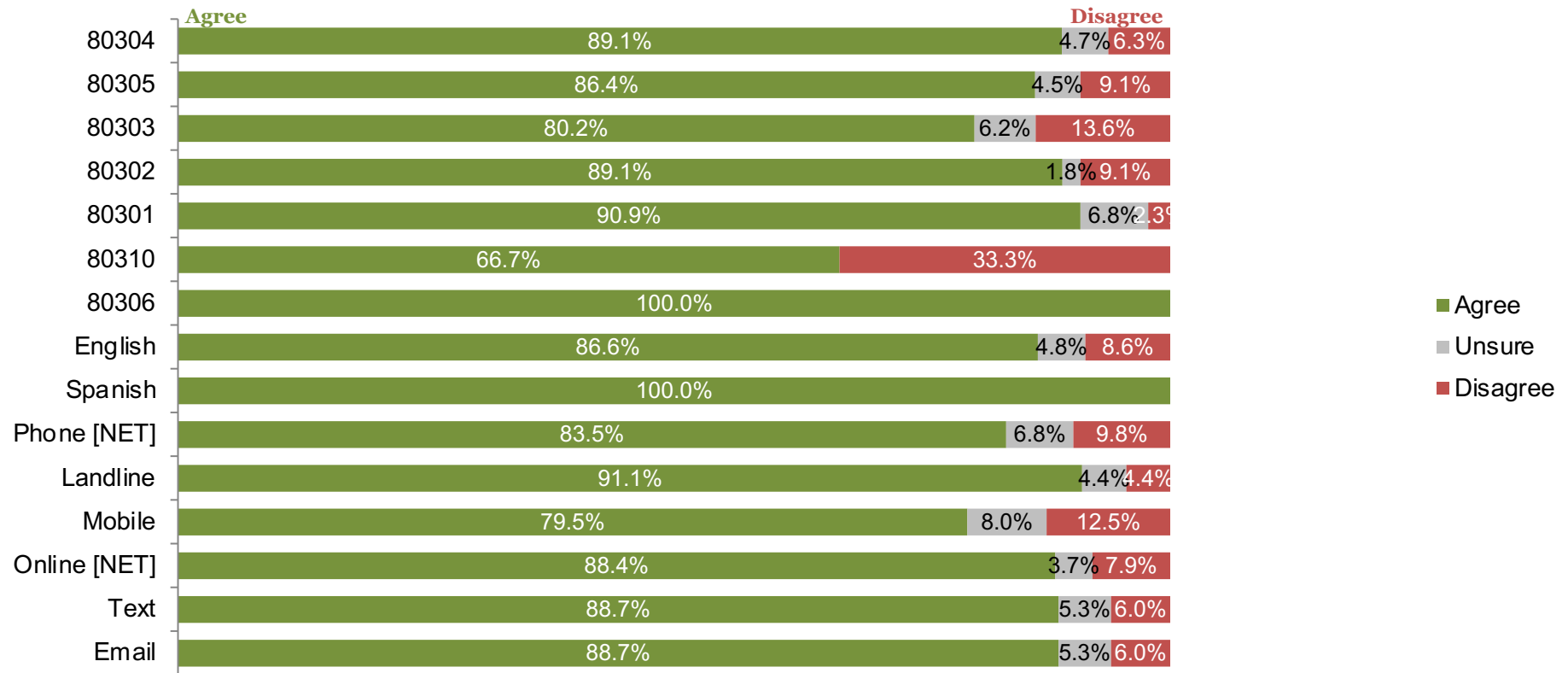


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Results by zip code, survey language, and survey mode

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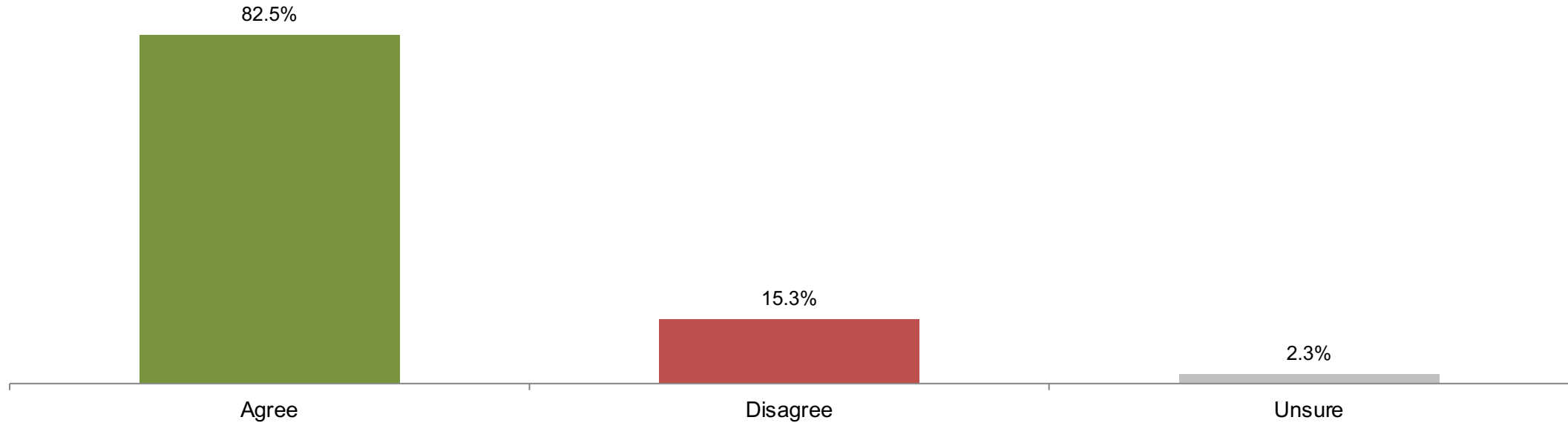


**Smaller sample sizes on crosstabs will have higher variance*

83% agree that public safety should always be the City's top priority

Question 13: Now we have some statements about the City of Boulder. For each one, please indicate whether you agree or disagree.

Public safety should always be the City's top priority by maintaining a quick emergency response, patrols, crime prevention, and investigation.

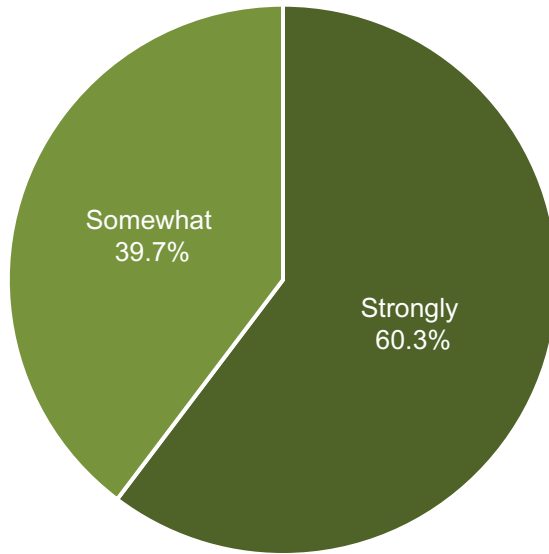


Among those who agree, 60% strongly agree

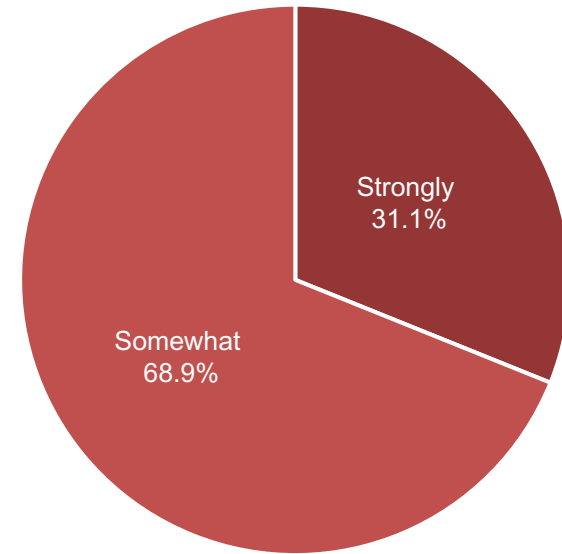
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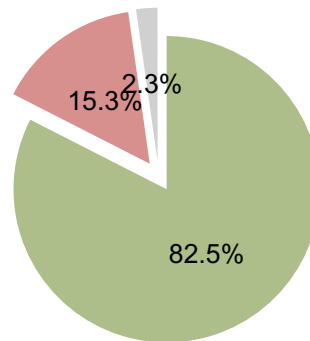
Among those who said agree



Among those who said disagree



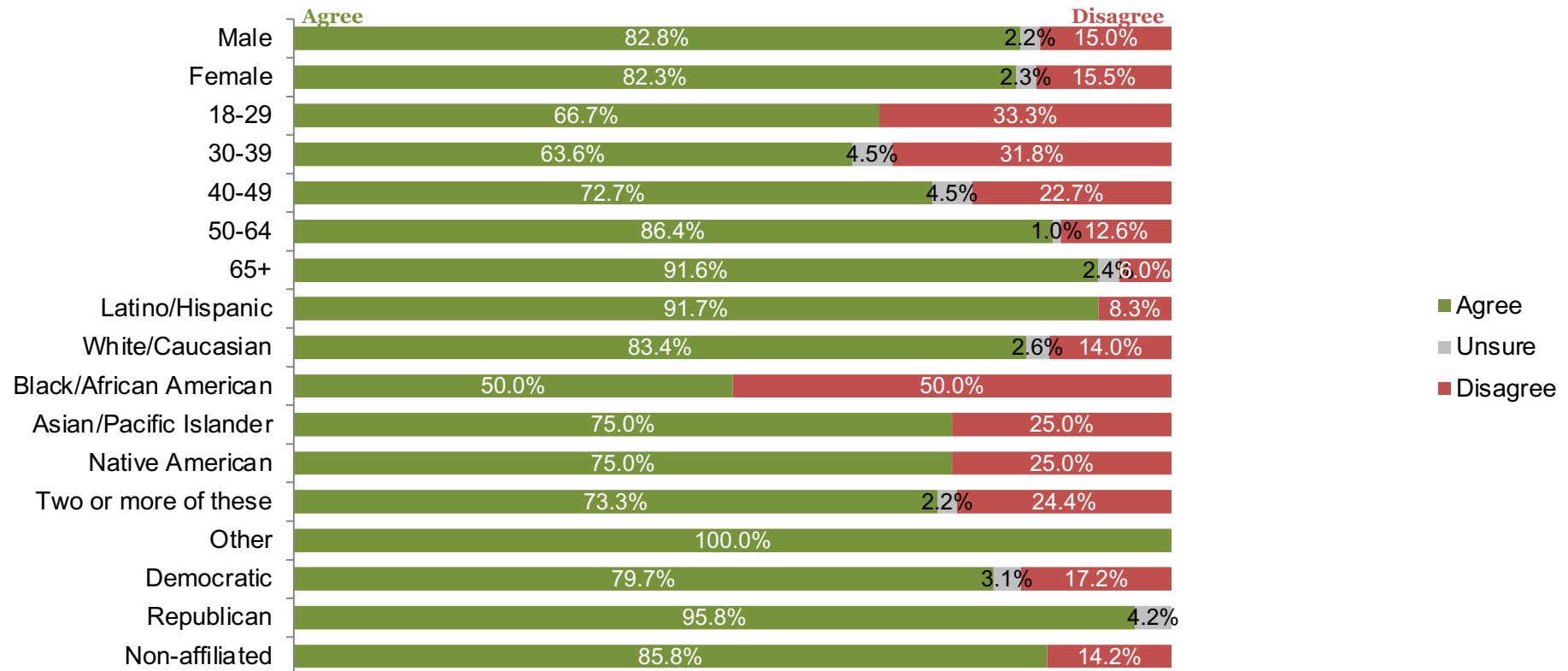
Total



Results by gender, age, ethnicity, and party

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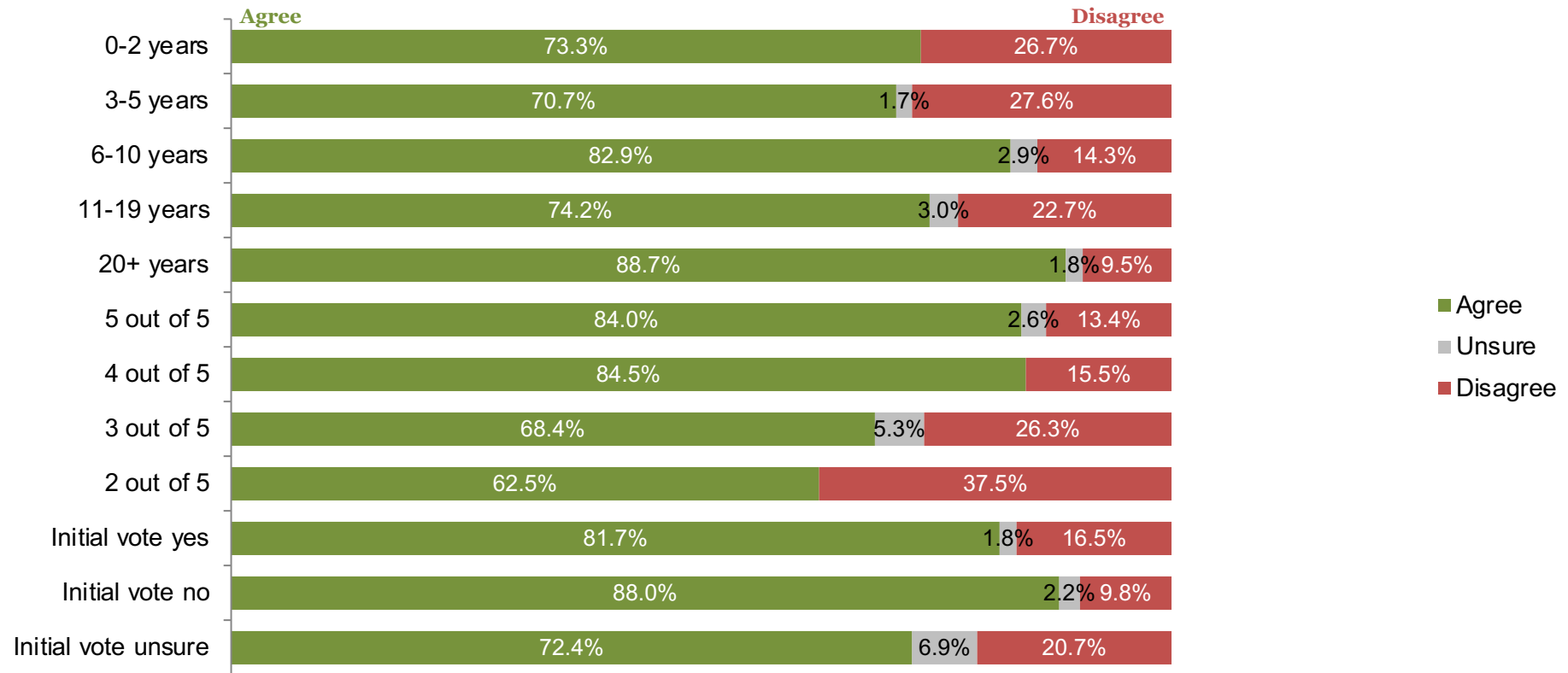


**Smaller sample sizes on crosstabs will have higher variance*

Results by years of residency, vote propensity, and initial vote

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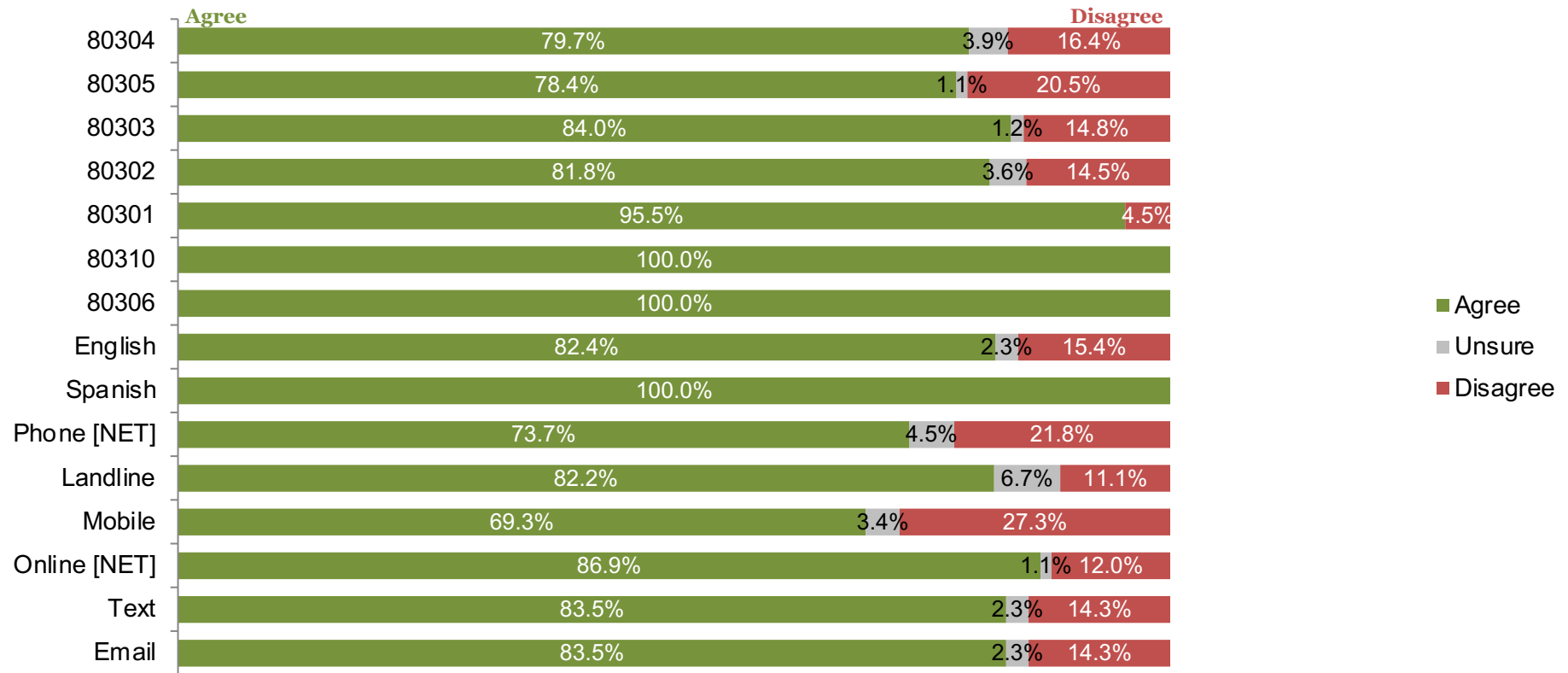
**Smaller sample sizes on crosstabs will have higher variance*



Results by zip code, survey language, and survey mode

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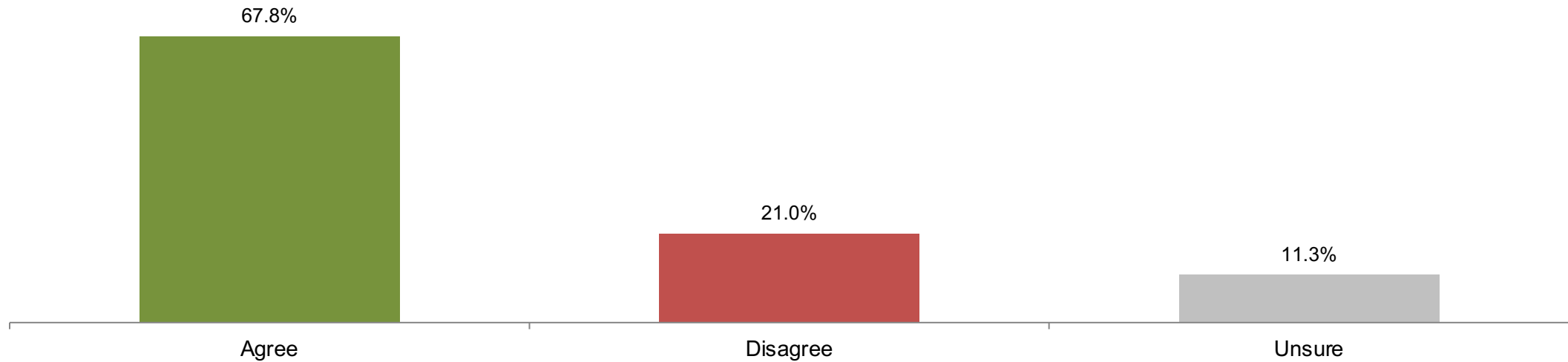


**Smaller sample sizes on crosstabs will have higher variance*

68% agree that historically underserved communities are most impacted when the City cuts services

Question 14: Now we have some statements about the City of Boulder. For each one, please indicate whether you agree or disagree.

Those in our community who are historically underserved are the most impacted when the City cuts services.

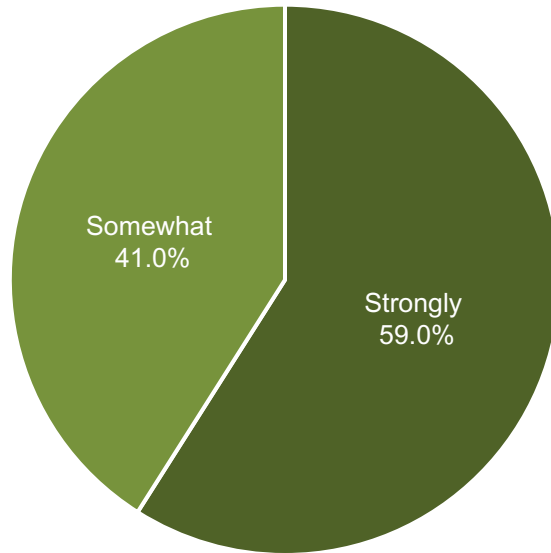


Among those who agree, 59% strongly agree

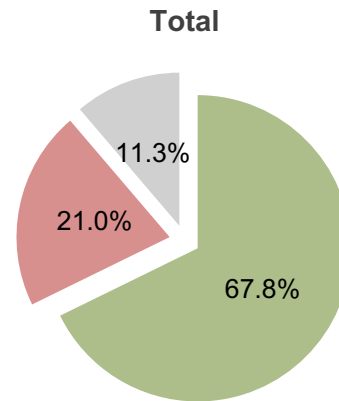
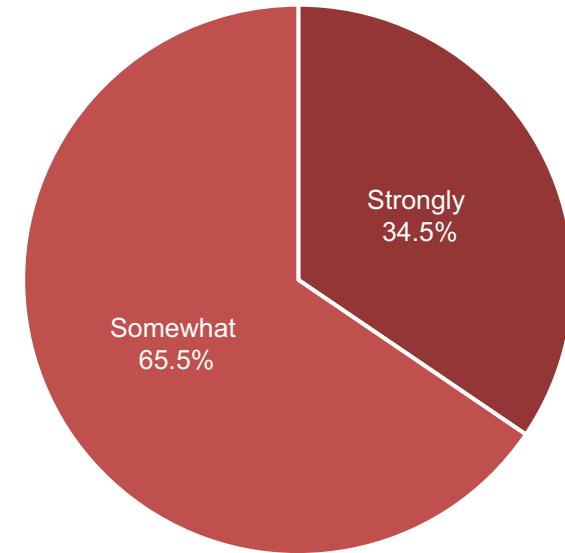
Question 14: Now we have some statements about the City of Boulder. For each one, please indicate whether you agree or disagree.

Those in our community who are historically underserved are the most impacted when the City cuts services.

Among those who said agree



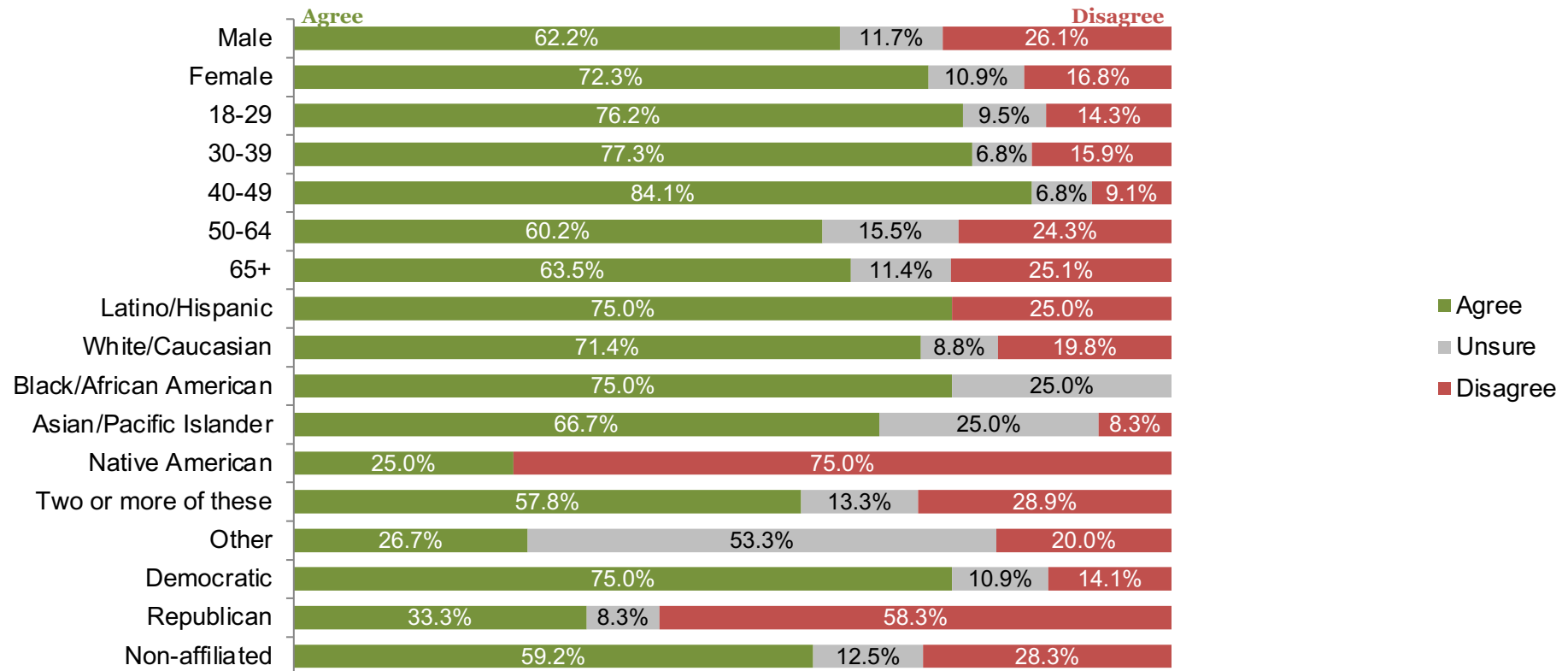
Among those who said disagree



Results by gender, age, ethnicity, and party

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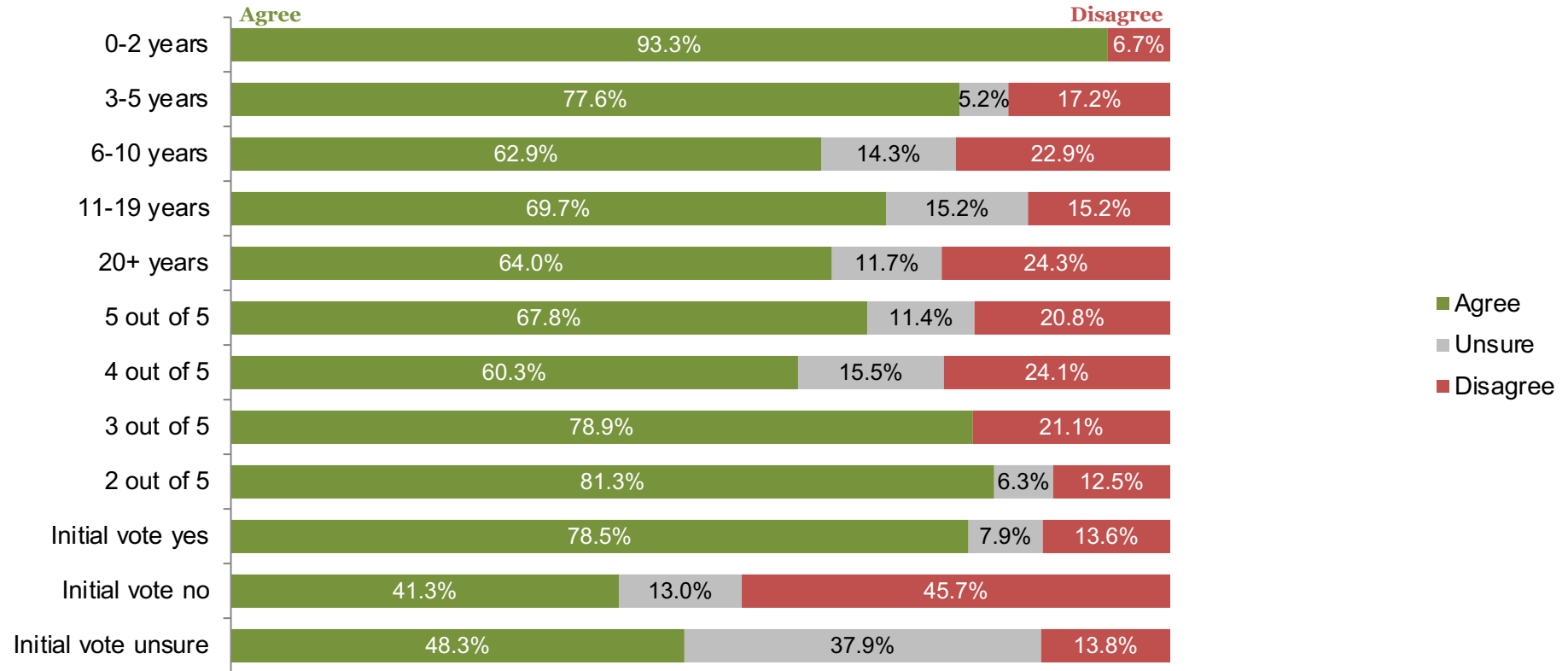


**Smaller sample sizes on crosstabs will have higher variance*

Results by years of residency, vote propensity, and initial vote

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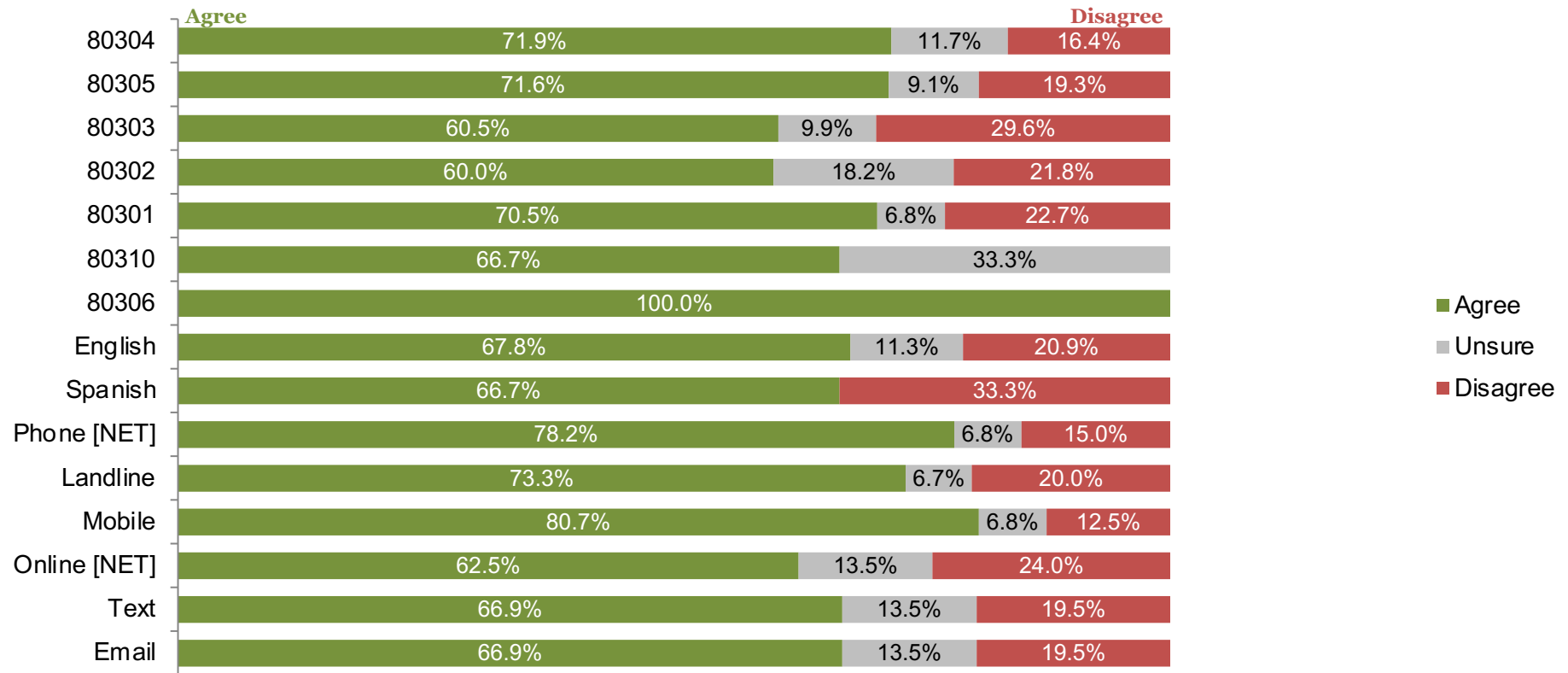


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Results by zip code, survey language, and survey mode

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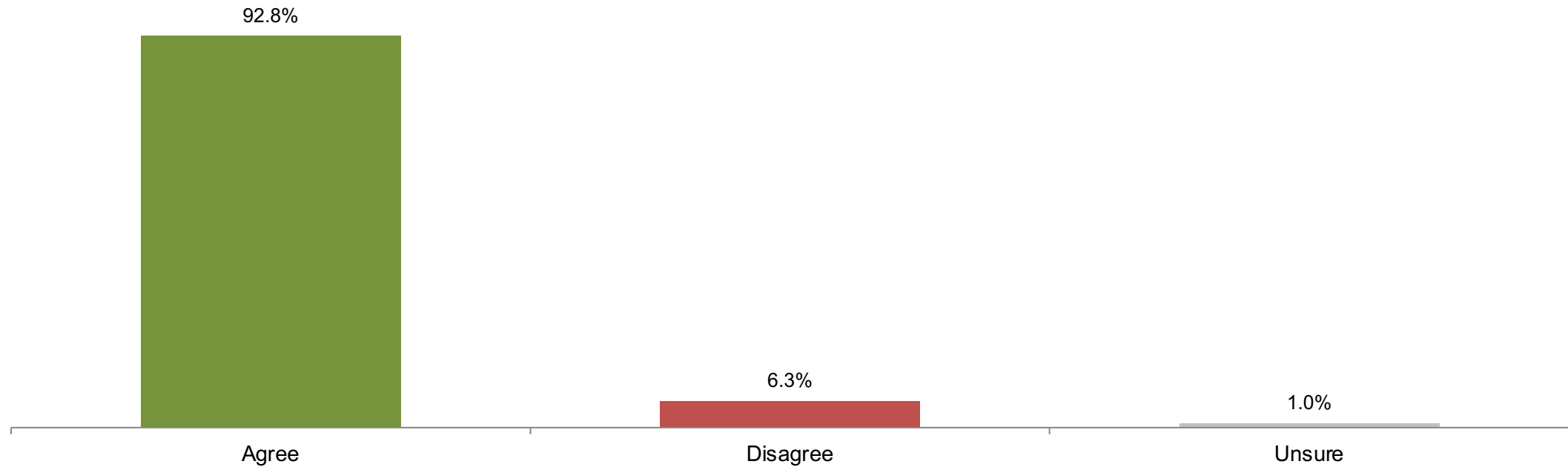


**Smaller sample sizes on crosstabs will have higher variance*

93% agree that ensuring access to resources and support contributes to overall health and safety

Question 15: Now we have some statements about the City of Boulder. For each one, please indicate whether you agree or disagree.

Ensuring the community, including youth, has access to resources, support, and recreation opportunities, contributes to the overall health and safety of our community.

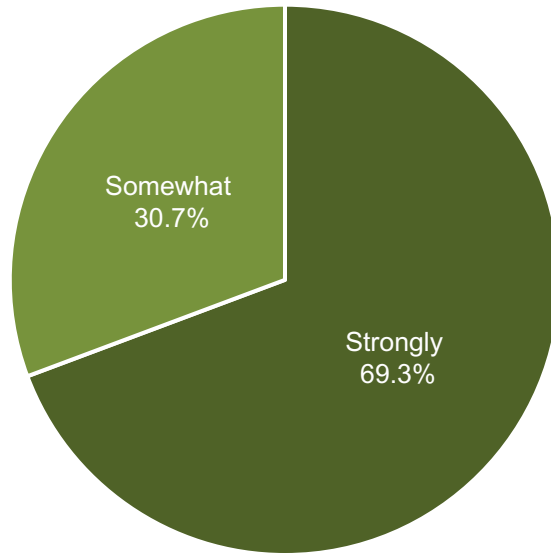


Among those who agree, 70% strongly agree

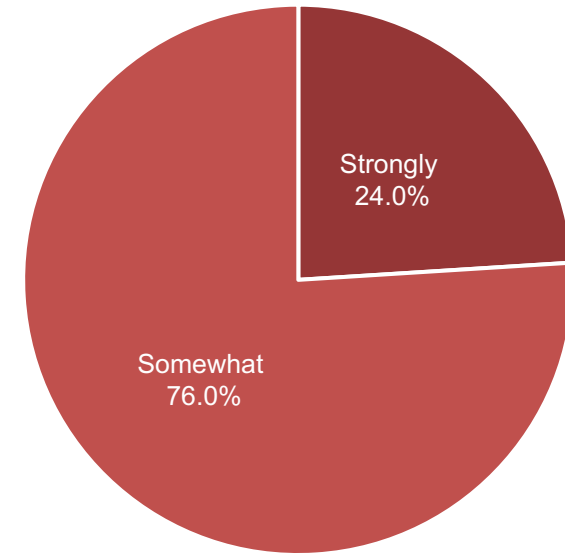
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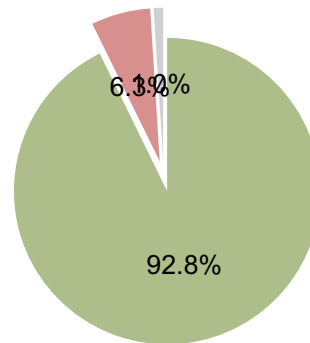
Among those who said agree



Among those who said disagree



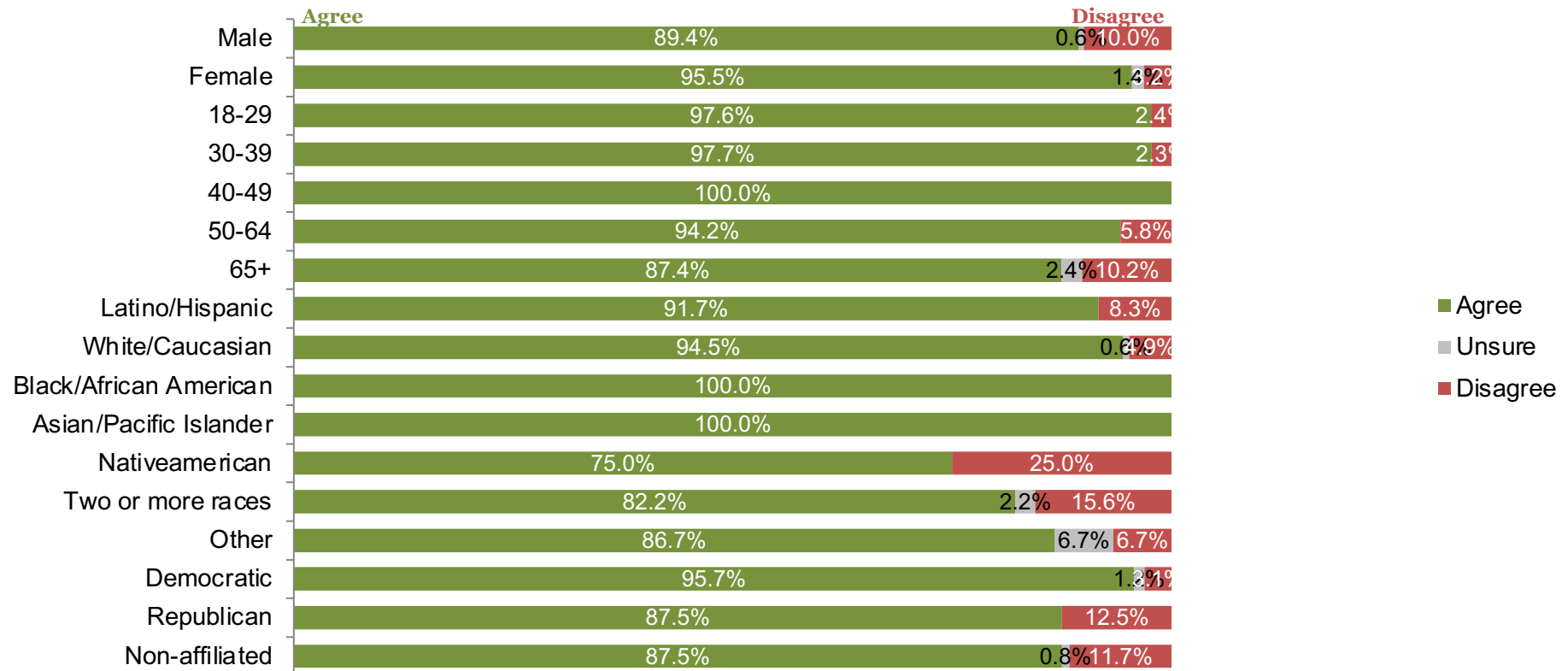
Total



Results by gender, age, ethnicity, and party

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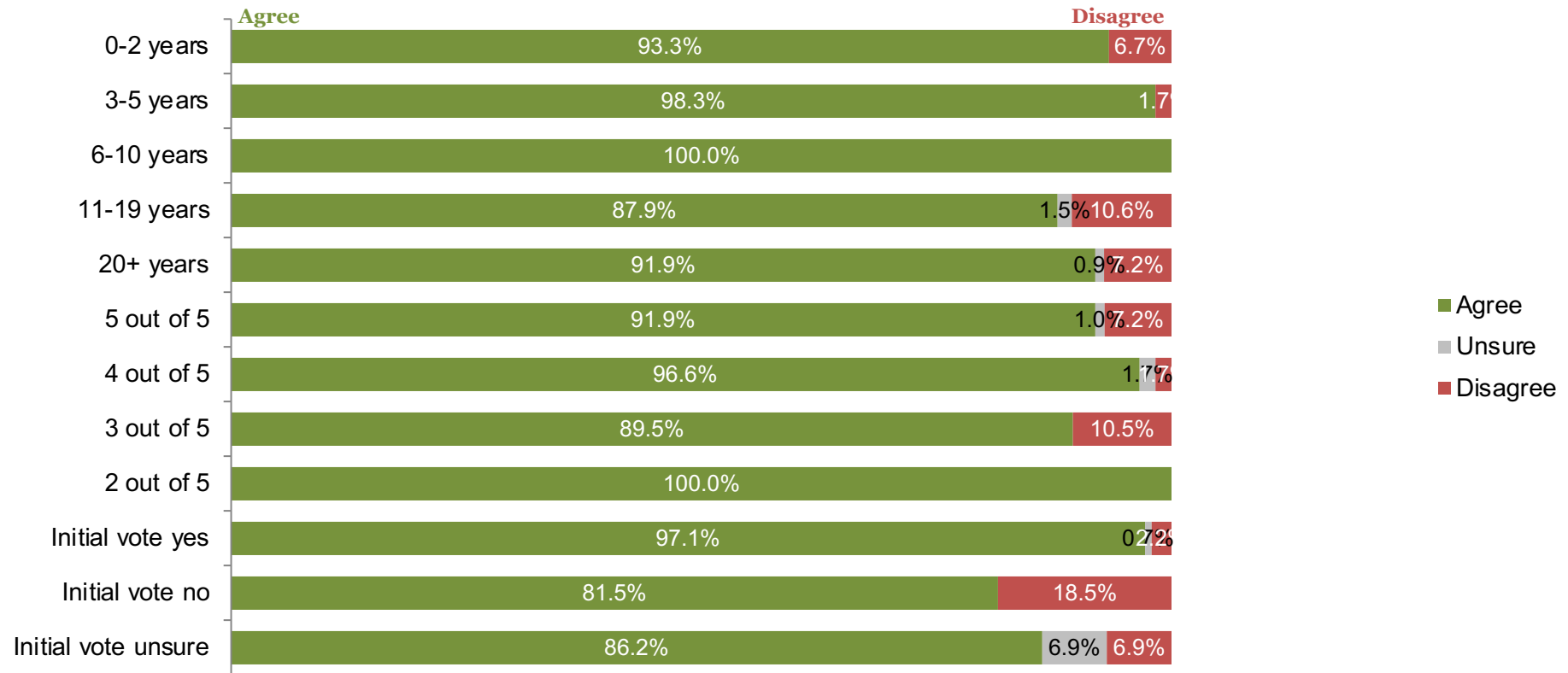


**Smaller sample sizes on crosstabs will have higher variance*

Results by years of residency, vote propensity, and initial vote

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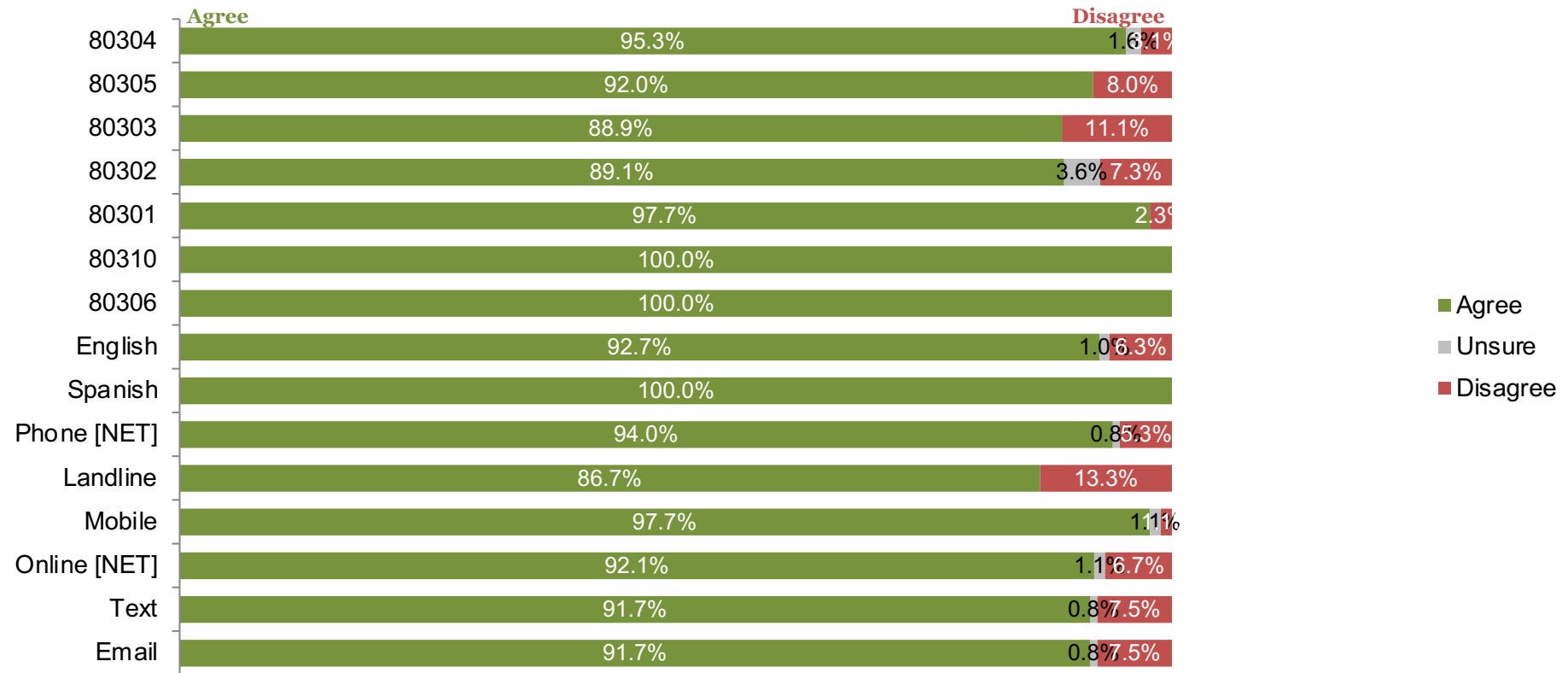


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Results by zip code, survey language, and survey mode

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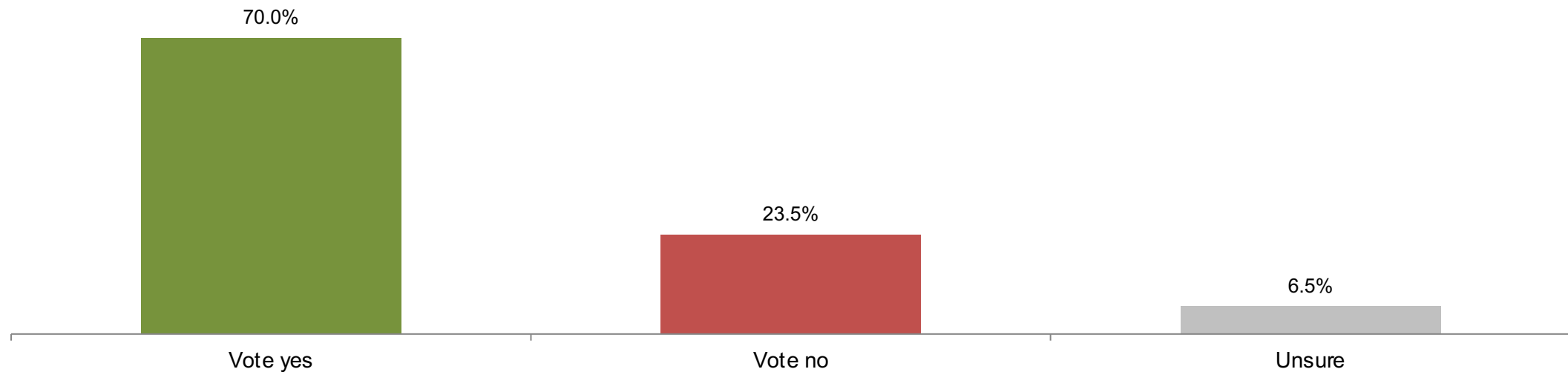


**Smaller sample sizes on crosstabs will have higher variance*

70% in Split Sample A would vote yes to see the tax extended to 2044

Question 16: Without raising current taxes, shall the existing sales and use tax of 0.15%, scheduled to expire December 31, 2024, **be extended to December 31, 2044**, with the revenue from such tax extension and all earnings thereon be used to fund fire and emergency response services, public safety services, homelessness solutions and services, arts and cultural programs, parks and other general government services and in connection therewith, shall the tax revenues and any earnings from the revenues constitute a voter approved revenue change and an exception to the revenue and spending limits of Article X, Section 20 of the Colorado constitution?

[SPLIT SAMPLE A]

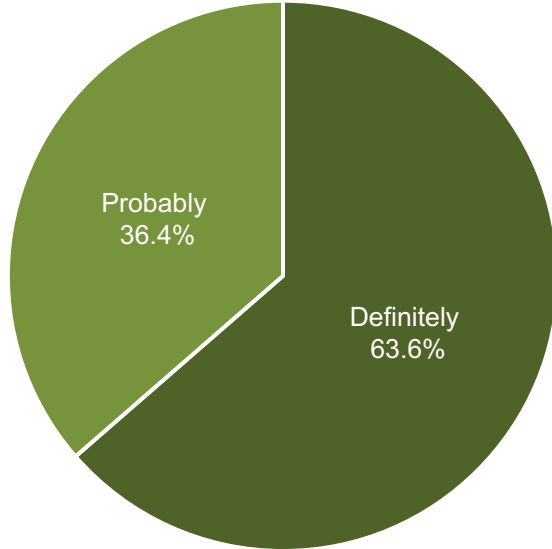


Among those who would vote yes, 64% would definitely vote yes

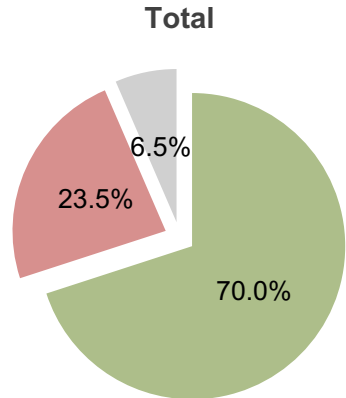
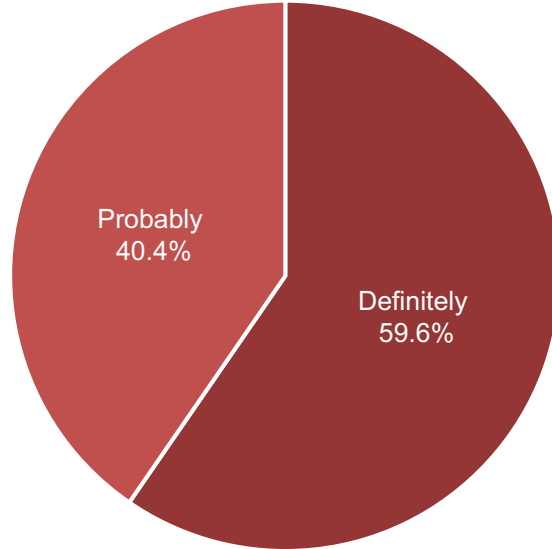
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[SPLIT SAMPLE A]

Among those who said vote yes



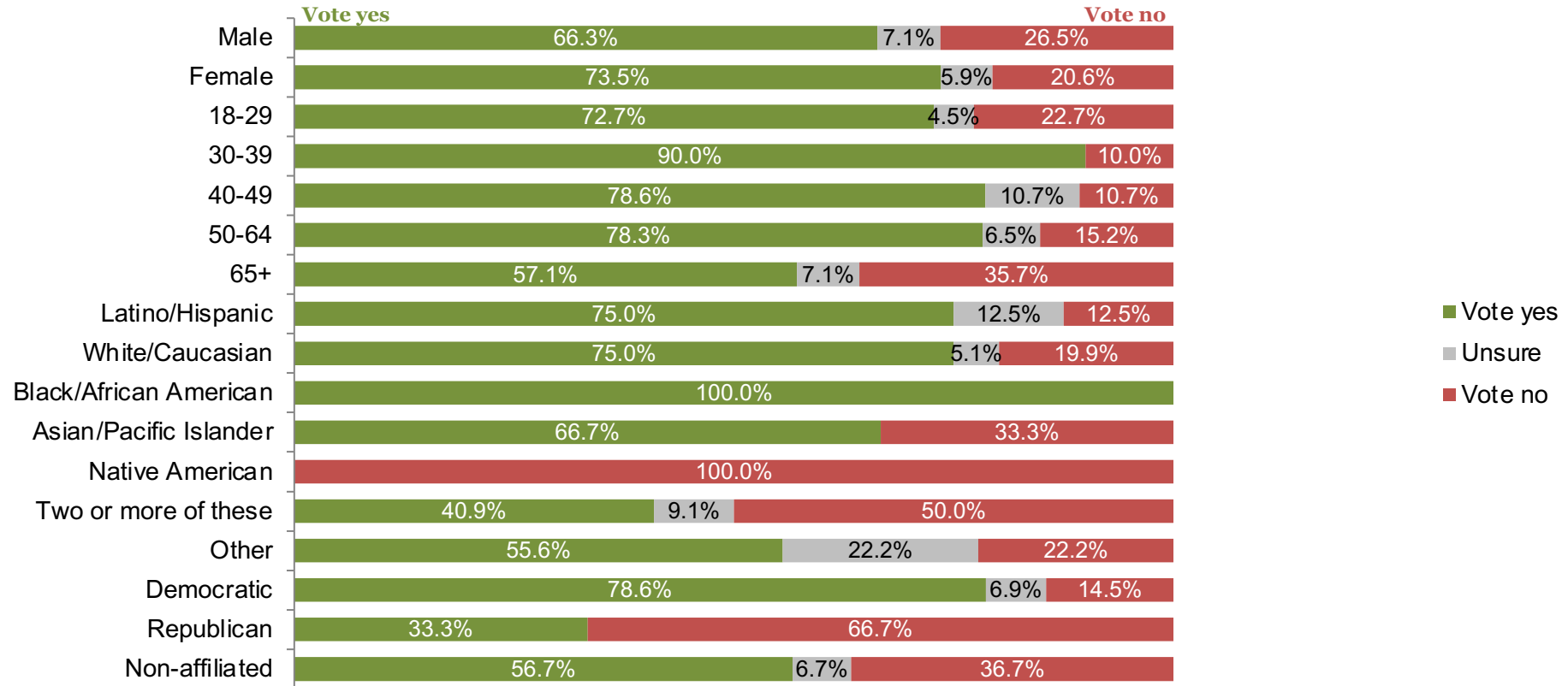
Among those who said vote no



Results by gender, age, ethnicity, and party

Question 16: Without raising current taxes, shall the existing sales and use tax of 0.15%, scheduled to expire December 31, 2024, **be extended to December 31, 2044**, with the revenue from such tax extension and all earnings thereon be used to fund fire and emergency response services, public safety services, homelessness solutions and services, arts and cultural programs, parks and other general government services and in connection therewith, shall the tax revenues and any earnings from the revenues constitute a voter approved revenue change and an exception to the revenue and spending limits of Article X, Section 20 of the Colorado constitution?

[SPLIT SAMPLE A]

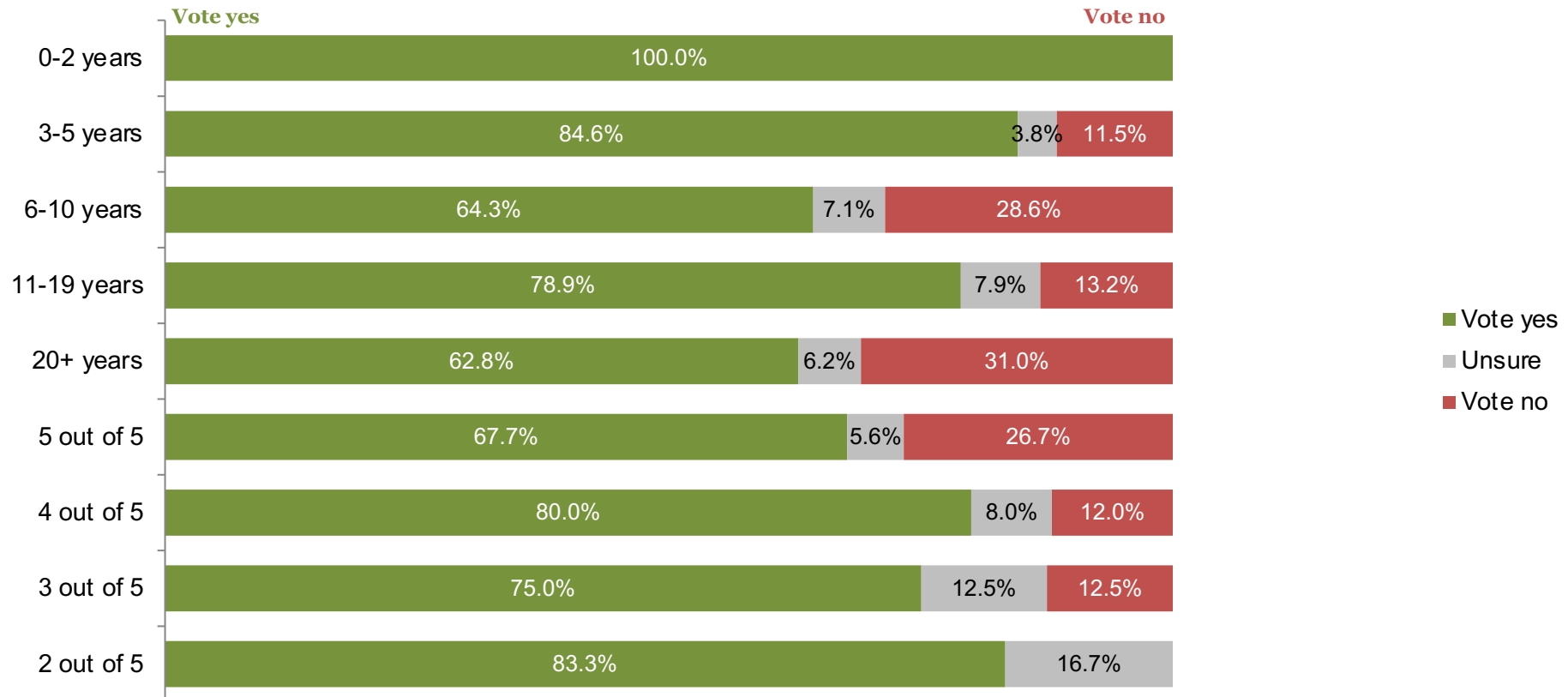


*Smaller sample sizes on crosstabs will have higher variance



Results by years of residency and vote propensity

Question 16: Without raising current taxes, shall the existing sales and use tax of 0.15%, scheduled to expire December 31, 2024, **be extended to December 31, 2044**, with the revenue from such tax extension and all earnings thereon be used to fund fire and emergency response services, public safety services, homelessness solutions and services, arts and cultural programs, parks and other general government services and in connection therewith, shall the tax revenues and any earnings from the revenues constitute a voter approved revenue change and an exception to the revenue and spending limits of Article X, Section 20 of the Colorado constitution?
[SPLIT SAMPLE A]



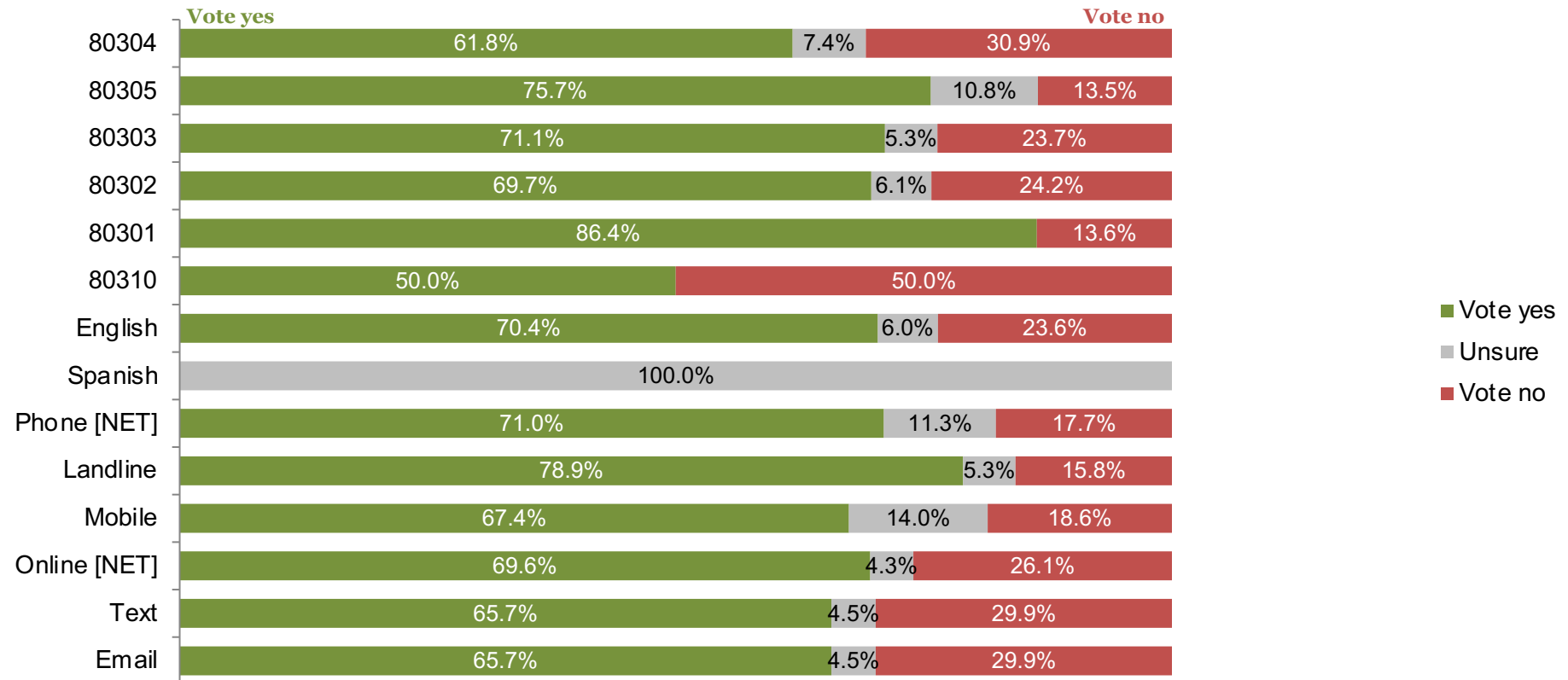
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Results by zip code, survey language, and survey mode

Question 16: Without raising current taxes, shall the existing sales and use tax of 0.15%, scheduled to expire December 31, 2024, **be extended to December 31, 2044**, with the revenue from such tax extension and all earnings thereon be used to fund fire and emergency response services, public safety services, homelessness solutions and services, arts and cultural programs, parks and other general government services and in connection therewith, shall the tax revenues and any earnings from the revenues constitute a voter approved revenue change and an exception to the revenue and spending limits of Article X, Section 20 of the Colorado constitution?

[SPLIT SAMPLE A]



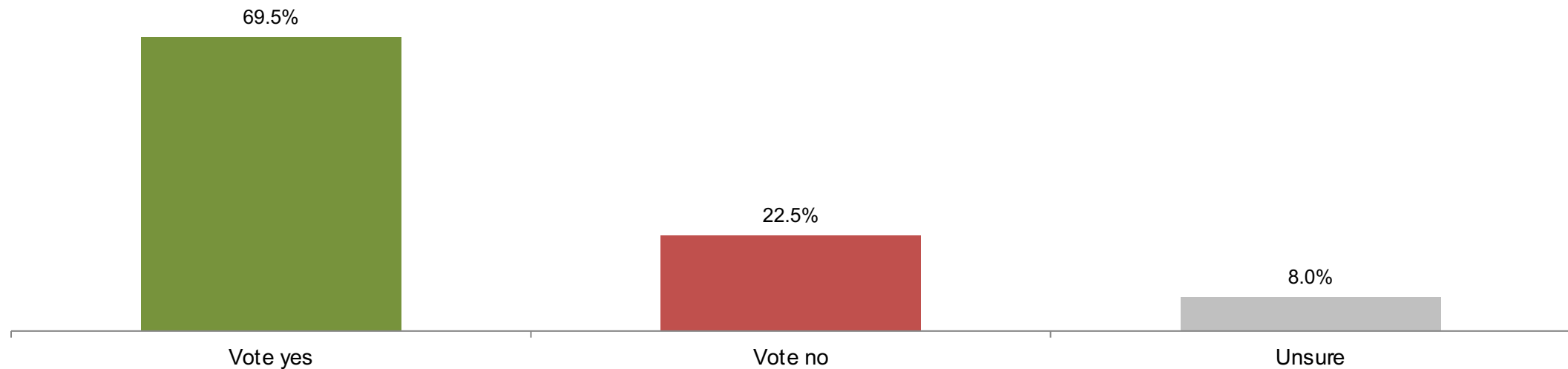
**Smaller sample sizes on crosstabs will have higher variance*



70% of respondents in Split Sample B would vote yes to extend the tax until ended by voters

Question 17: Without raising current taxes, shall the existing sales and use tax of 0.15%, scheduled to expire December 31, 2024, **be extended until ended by the voters**, with the revenue from such tax extension and all earnings thereon be used to fund fire and emergency response services, public safety services, homelessness solutions and services, arts and cultural programs, parks and other general government services and in connection therewith, shall the tax revenues and any earnings from the revenues constitute a voter approved revenue change and an exception to the revenue and spending limits of Article X, Section 20 of the Colorado constitution?

[SPLIT SAMPLE B]

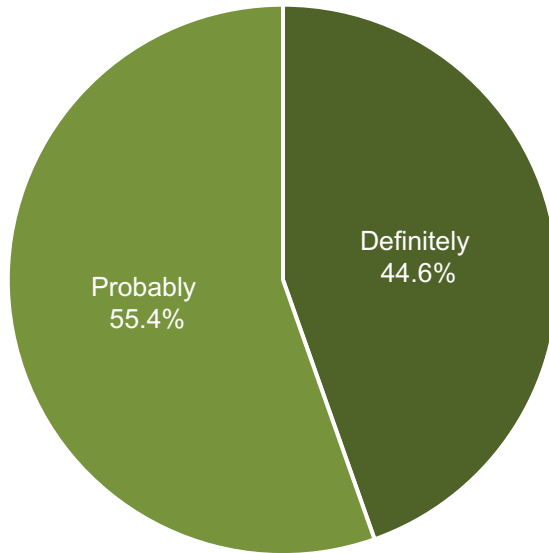


Among those who would vote yes, 45% would definitely vote yes

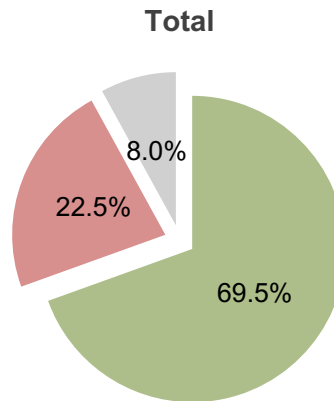
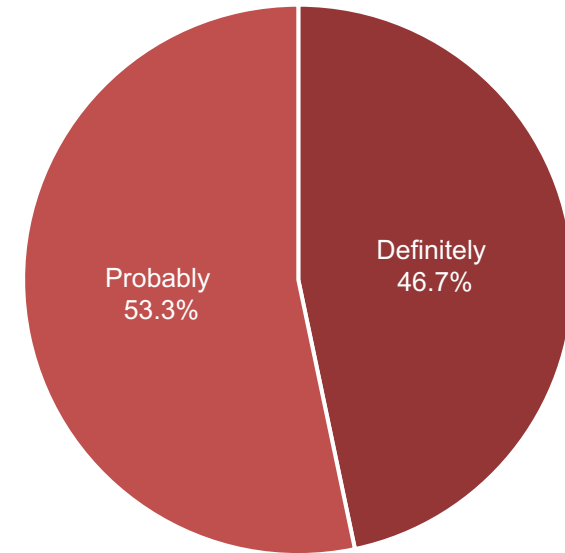
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[SPLIT SAMPLE B]

Among those who said vote yes



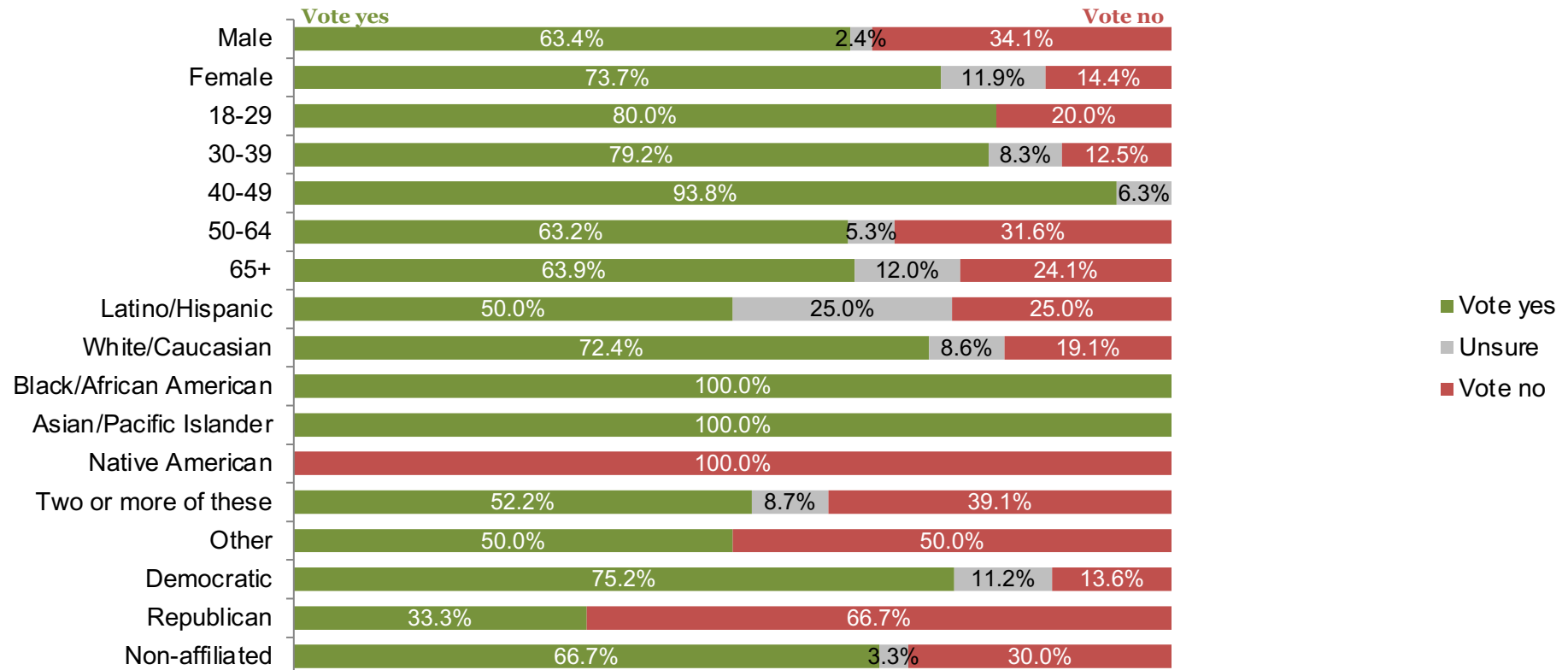
Among those who said vote no



Results by gender, age, ethnicity, and party

Question 17: Without raising current taxes, shall the existing sales and use tax of 0.15%, scheduled to expire December 31, 2024, **be extended until ended by the voters**, with the revenue from such tax extension and all earnings thereon be used to fund fire and emergency response services, public safety services, homelessness solutions and services, arts and cultural programs, parks and other general government services and in connection therewith, shall the tax revenues and any earnings from the revenues constitute a voter approved revenue change and an exception to the revenue and spending limits of Article X, Section 20 of the Colorado constitution?

[SPLIT SAMPLE B]



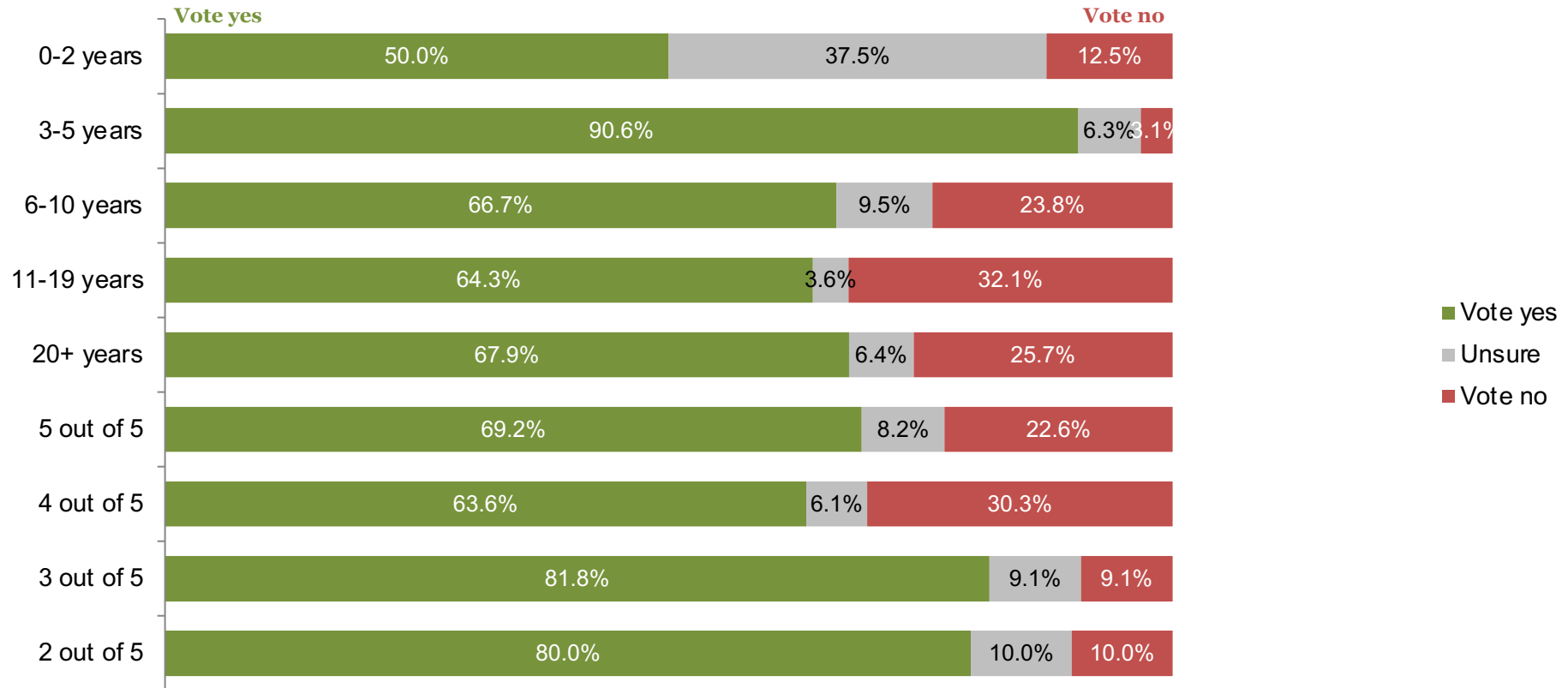
*Smaller sample sizes on crosstabs will have higher variance



Results by years of residency and vote propensity

Question 17: Without raising current taxes, shall the existing sales and use tax of 0.15%, scheduled to expire December 31, 2024, **be extended until ended by the voters**, with the revenue from such tax extension and all earnings thereon be used to fund fire and emergency response services, public safety services, homelessness solutions and services, arts and cultural programs, parks and other general government services and in connection therewith, shall the tax revenues and any earnings from the revenues constitute a voter approved revenue change and an exception to the revenue and spending limits of Article X, Section 20 of the Colorado constitution?

[SPLIT SAMPLE B]

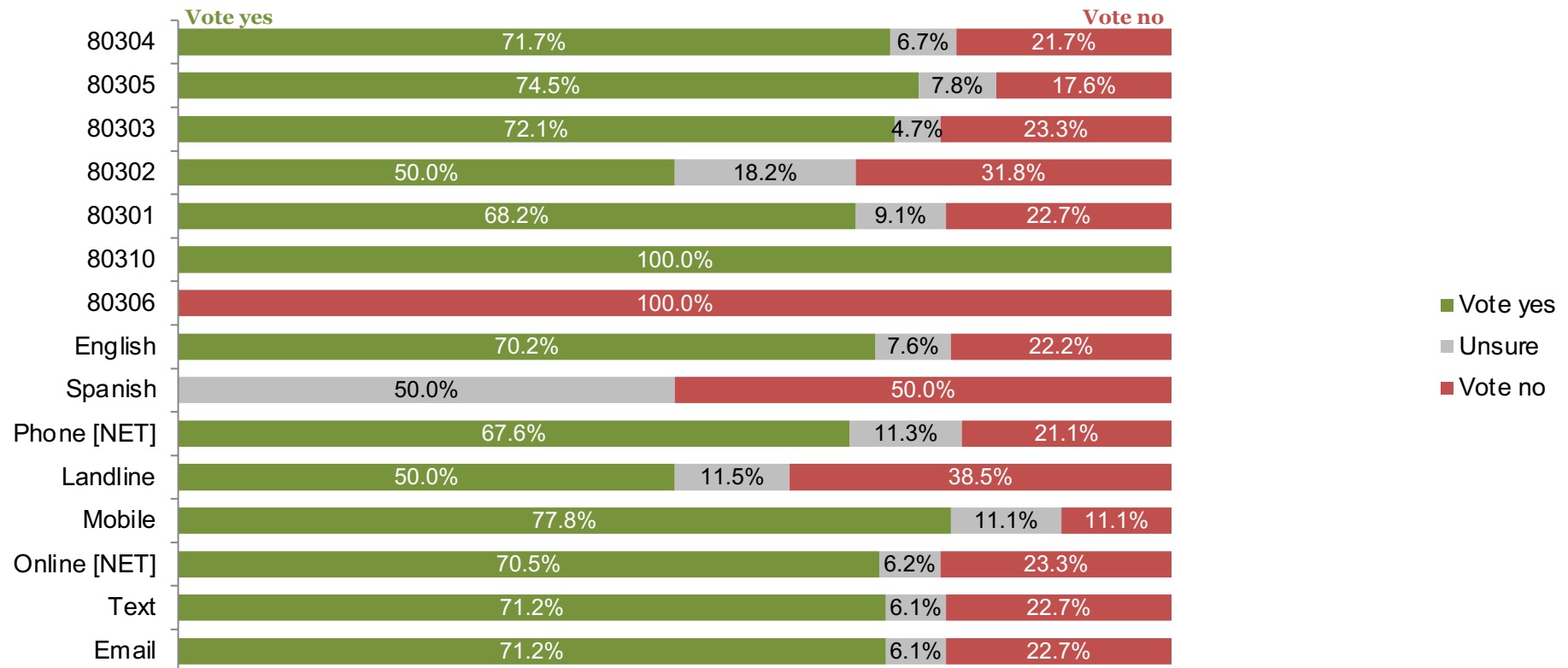


**Smaller sample sizes on crosstabs will have higher variance*



Results by zip code, survey language, and survey mode

Question 17: Without raising current taxes, shall the existing sales and use tax of 0.15%, scheduled to expire December 31, 2024, **be extended until ended by the voters**, with the revenue from such tax extension and all earnings thereon be used to fund fire and emergency response services, public safety services, homelessness solutions and services, arts and cultural programs, parks and other general government services and in connection therewith, shall the tax revenues and any earnings from the revenues constitute a voter approved revenue change and an exception to the revenue and spending limits of Article X, Section 20 of the Colorado constitution?
[SPLIT SAMPLE B]



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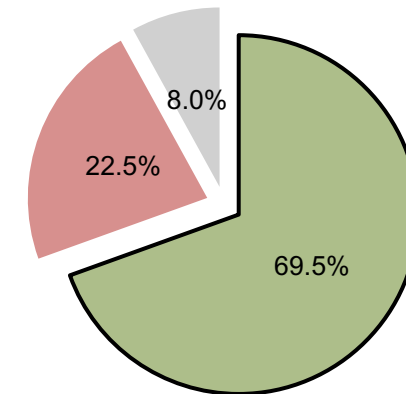
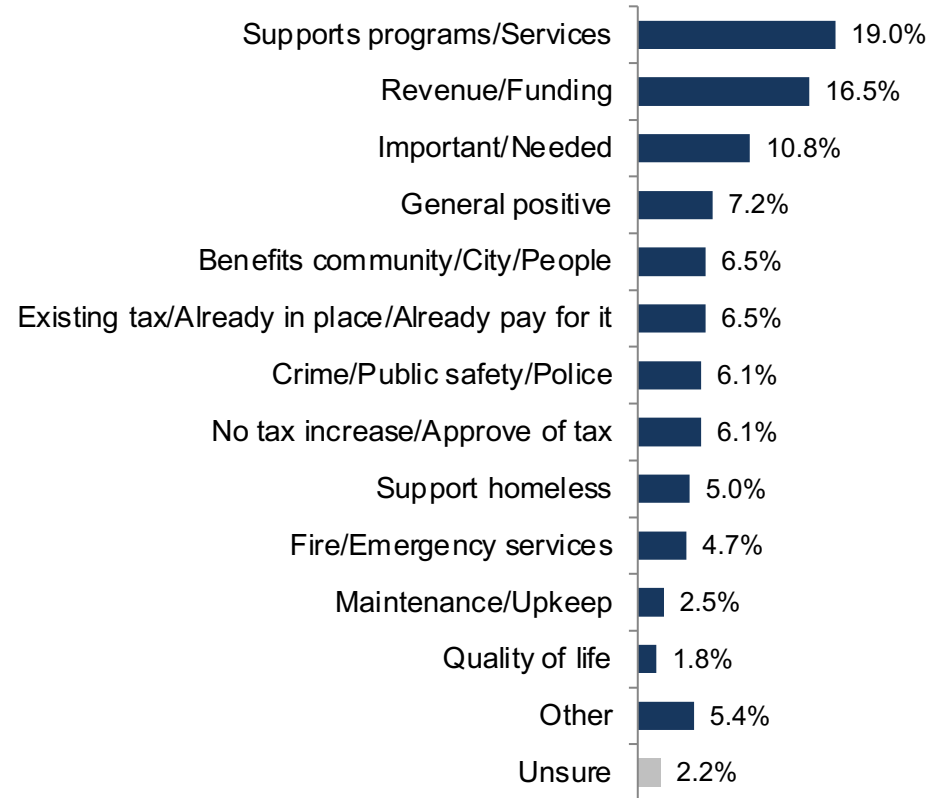


Top reasons for voting yes include supporting programs/services and increasing revenue/funding

Question 18: Why would you vote yes to extend the sales and use tax?

[IF ANSWERED 'VOTE YES' TO Q16/Q17]

[OPEN-ENDED RESPONSE]

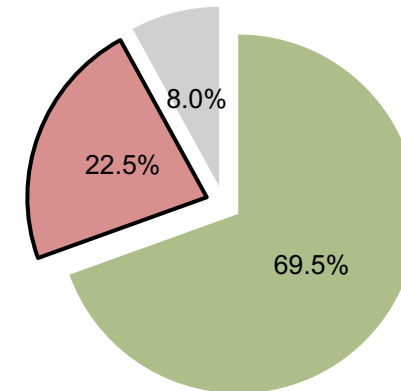
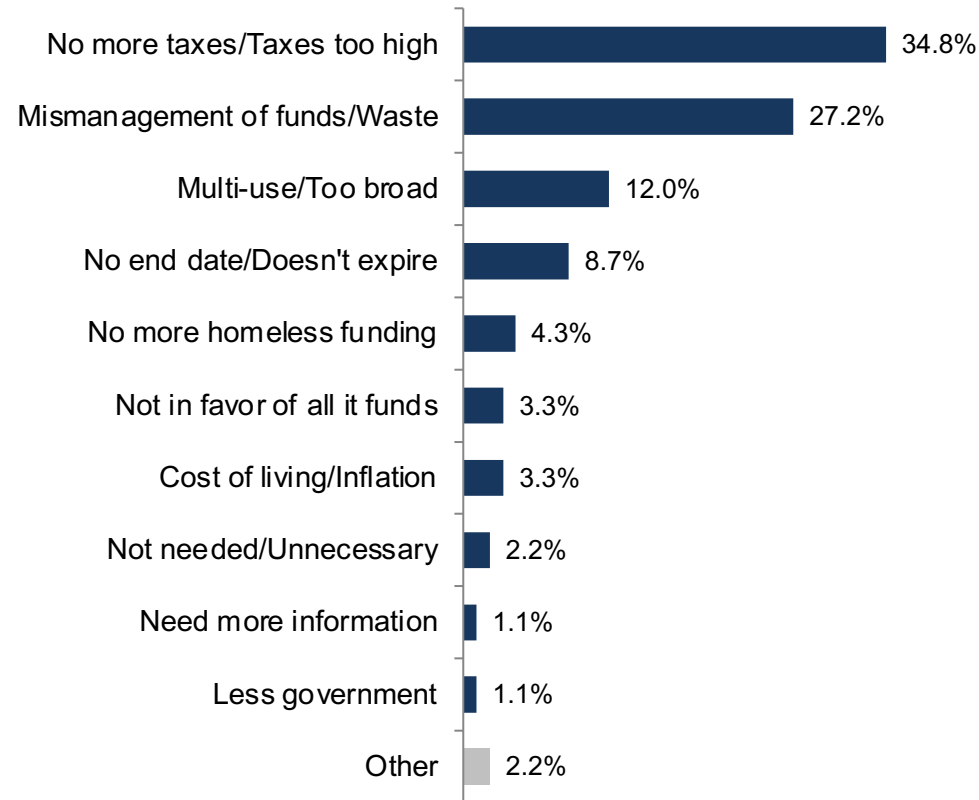


Top reasons for voting no include feelings that taxes are too high and that funds are being mismanaged

Question 19: Why would you vote no to extend the sales and use tax?

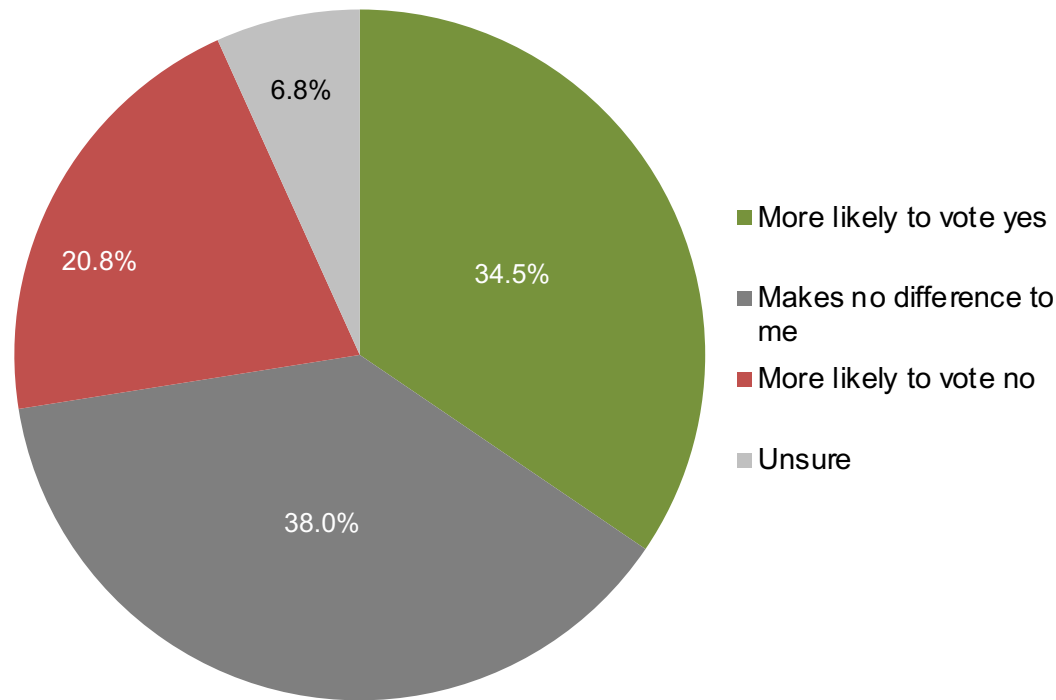
[IF ANSWERED 'VOTE NO' TO Q16/Q17]

[OPEN-ENDED RESPONSE]

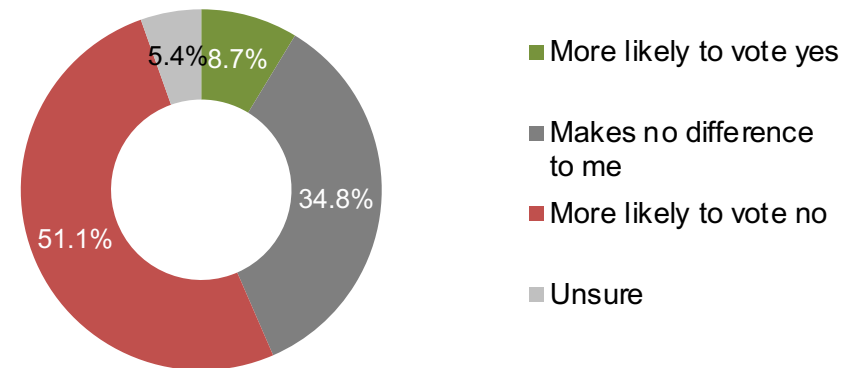


35% are more likely to vote yes after hearing that the City of Boulder regularly applies for and receives funding to make infrastructure improvements

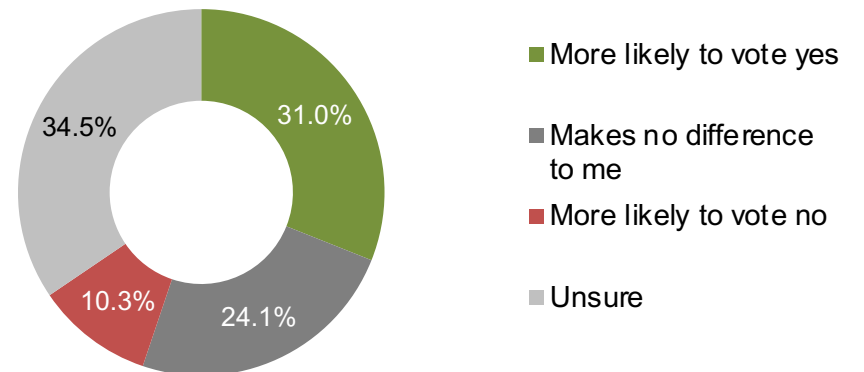
Question 20: The City of Boulder regularly applies for and receives county, state, and federal grant funding to make infrastructure improvements. The City has received over \$65 million in grant funding the past several years saving local taxpayers millions of dollars. Does knowing this make you more likely to vote yes or more likely to vote no on the proposed tax measure?



Among those who initially voted “no”



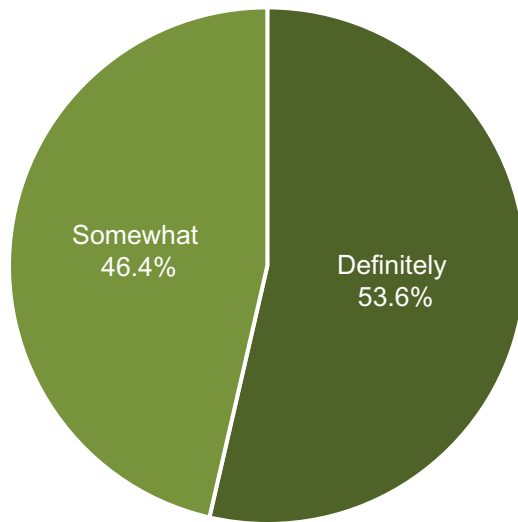
Among those who initially voted “unsure”



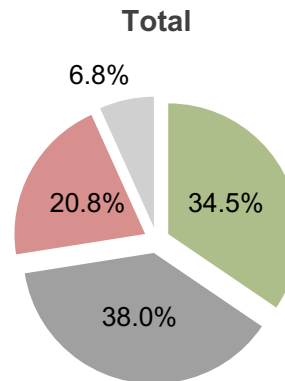
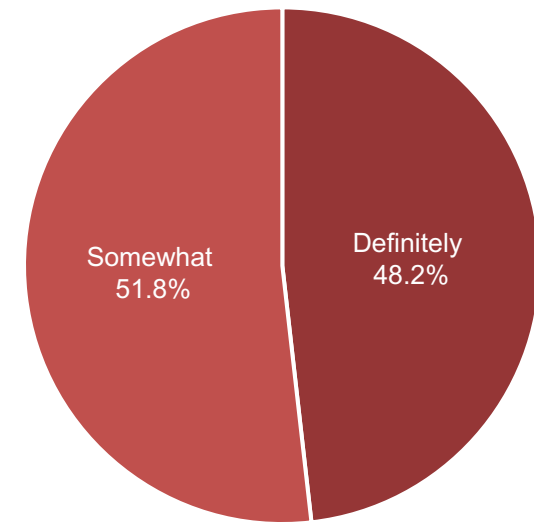
Among those more likely to vote yes, 54% are definitely more likely

Question 20: The City of Boulder regularly applies for and receives county, state, and federal grant funding to make infrastructure improvements. The City has received over \$65 million in grant funding the past several years saving local taxpayers millions of dollars. Does knowing this make you more likely to vote yes or more likely to vote no on the proposed tax measure?

Among those who said more likely to vote yes

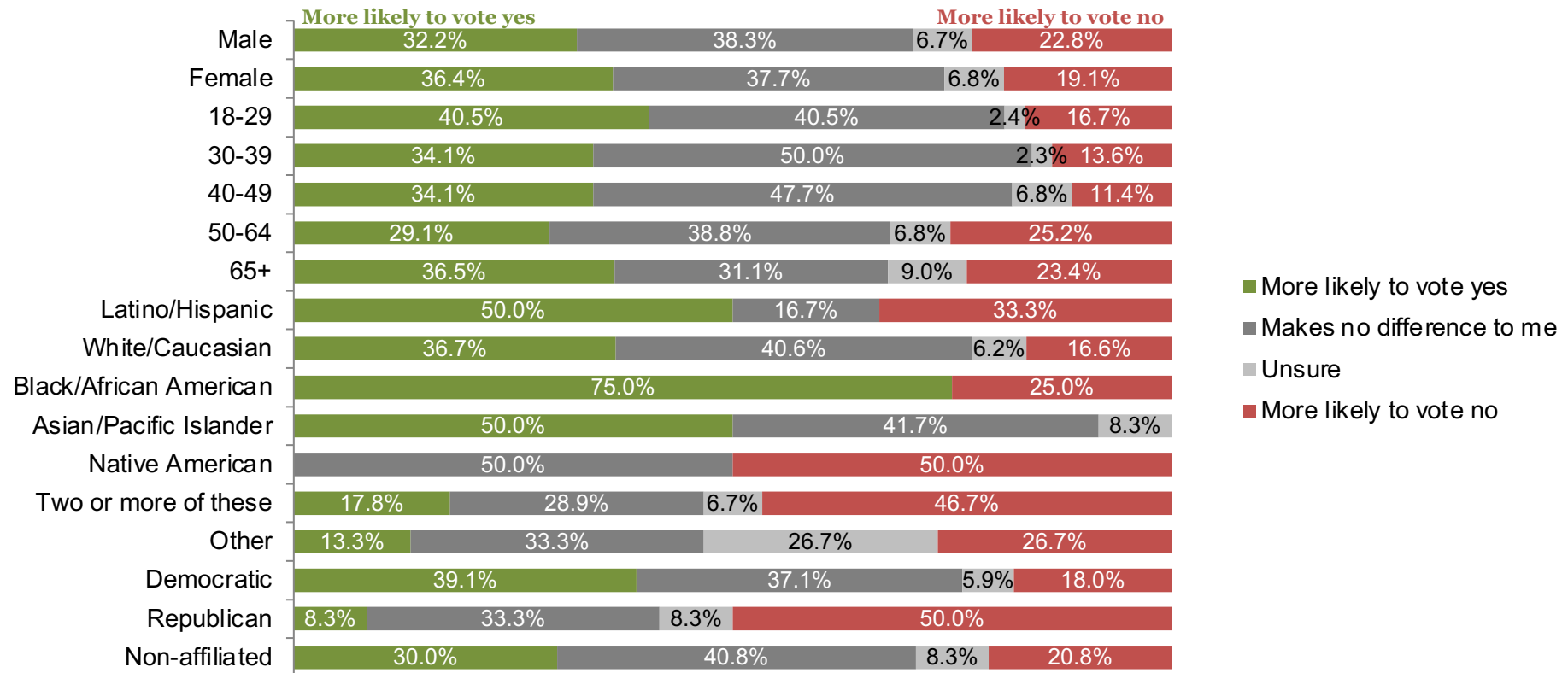


Among those who said more likely to vote no



Results by gender, age, ethnicity, and party

Question 20: The City of Boulder regularly applies for and receives county, state, and federal grant funding to make infrastructure improvements. The City has received over \$65 million in grant funding the past several years saving local taxpayers millions of dollars. Does knowing this make you more likely to vote yes or more likely to vote no on the proposed tax measure?

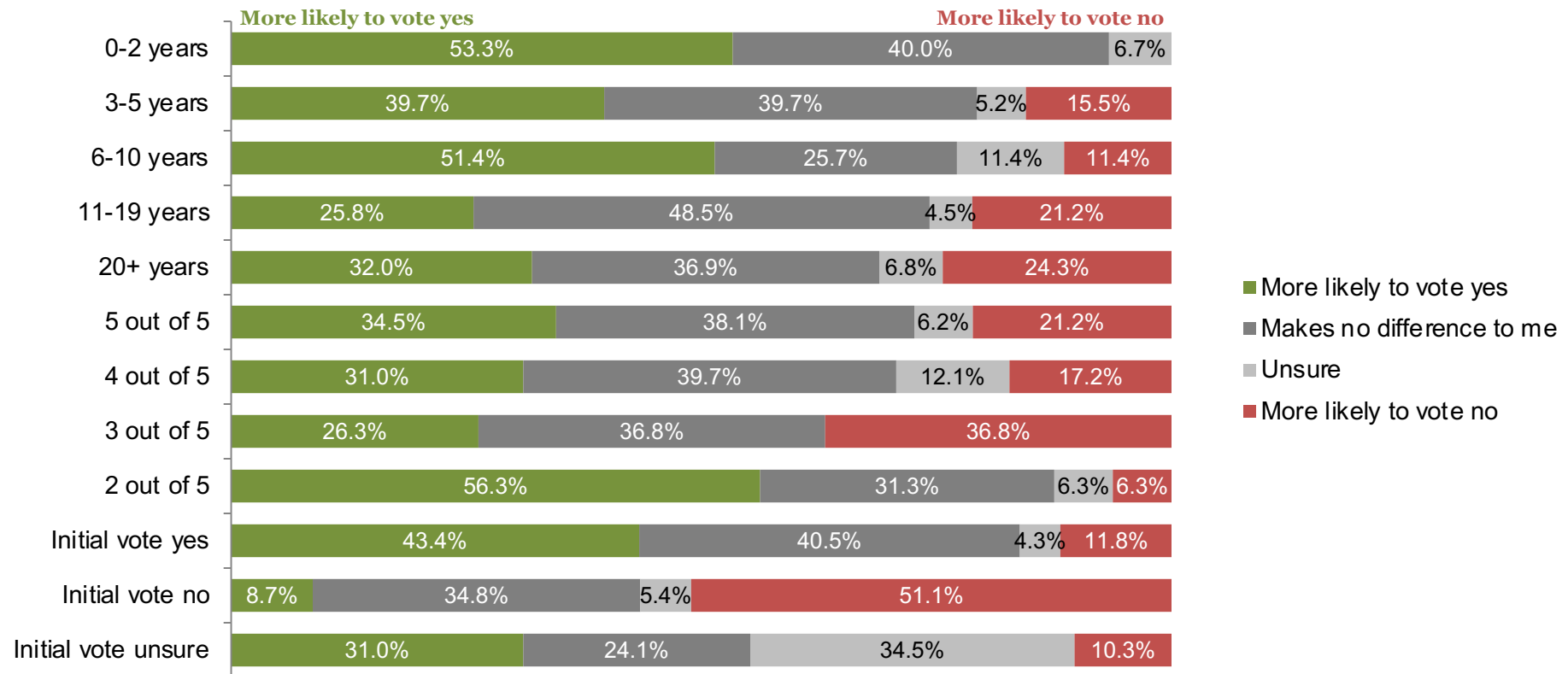


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Results by years of residency, vote propensity, and initial vote

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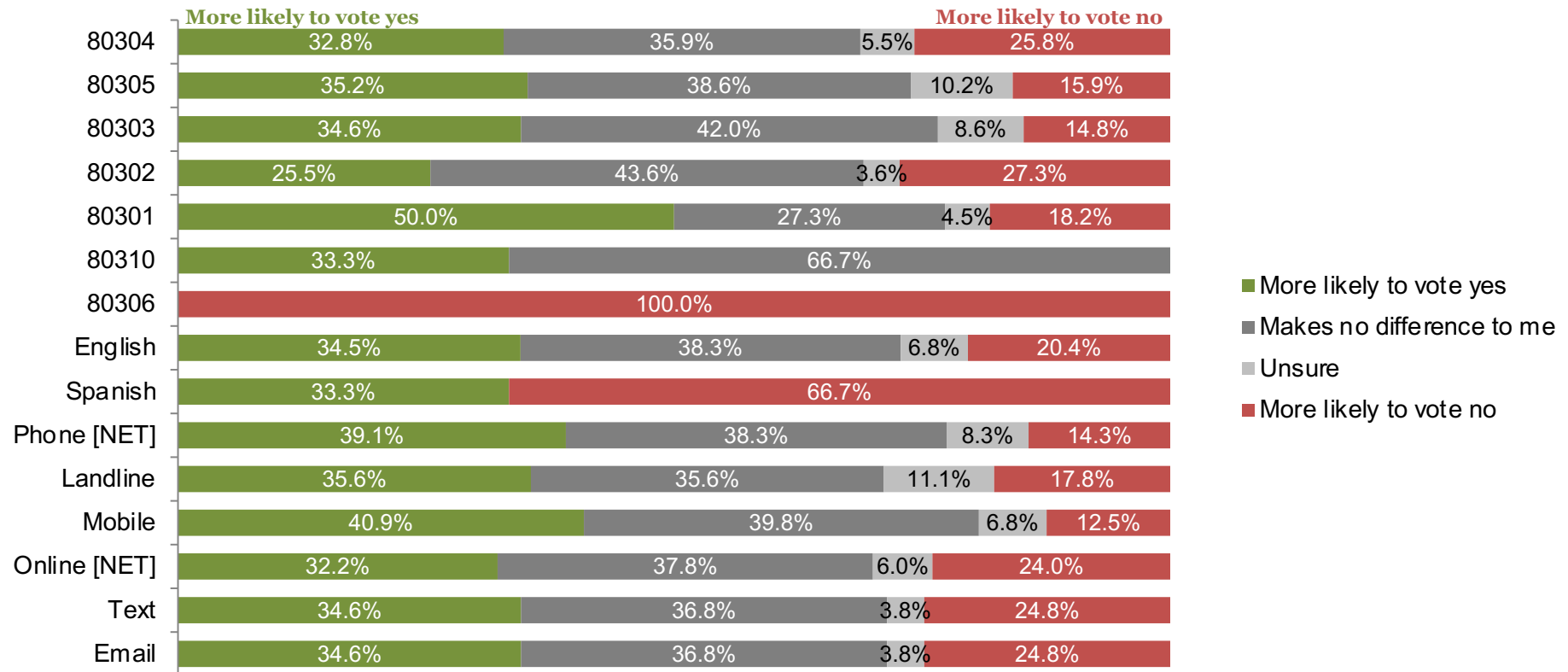


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Results by zip code, survey language, and survey mode

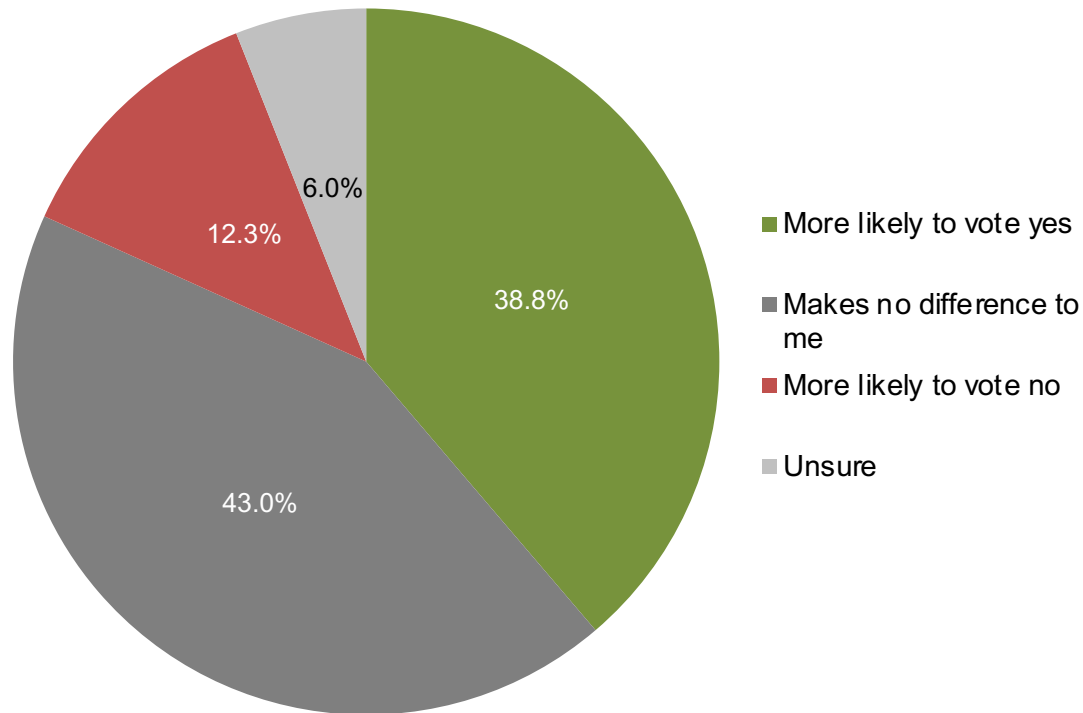
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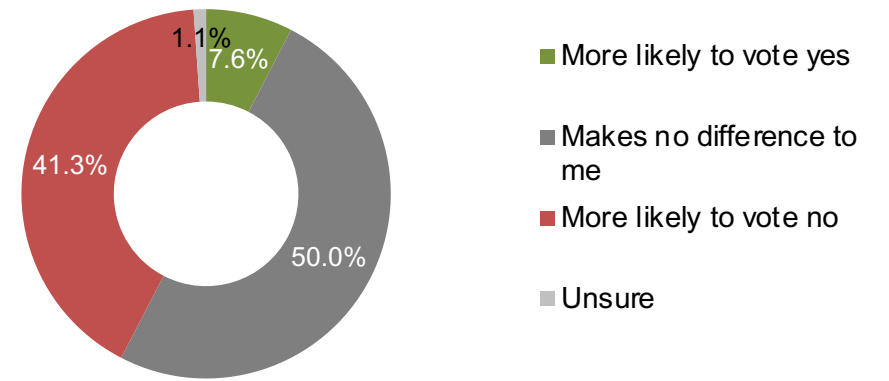
**Smaller sample sizes on crosstabs will have higher variance*

39% are more likely to vote yes after hearing that the City of Boulder has won a budgeting award and certificate in achievement for financial reporting

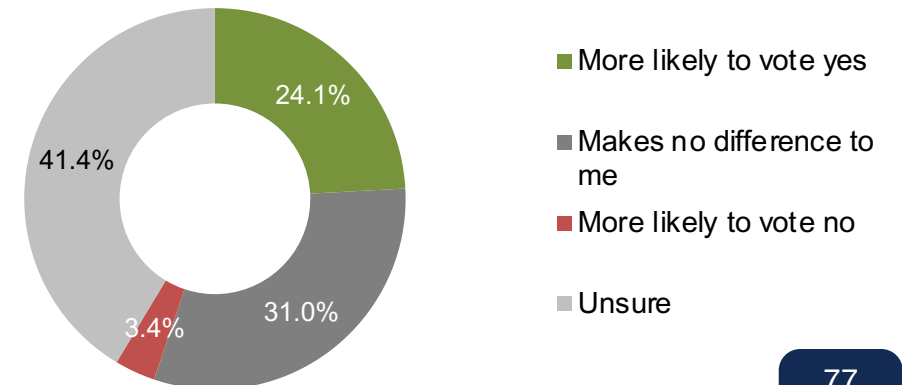
Question 21: The City of Boulder has won a distinguished budgeting award and a certificate in achievement for excellent financial reporting for many years including the most recent from the Government Finance Officers Association. Does knowing this make you more likely to vote yes or more likely to vote no on the proposed tax measure?



Among those who initially voted “no”



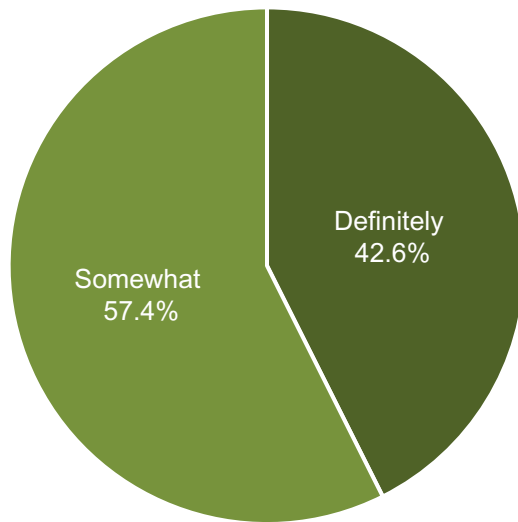
Among those who initially voted “unsure”



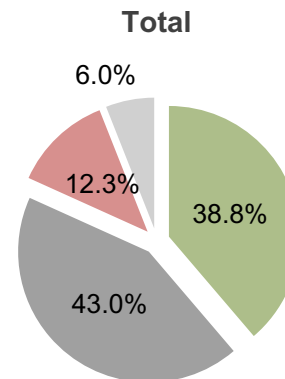
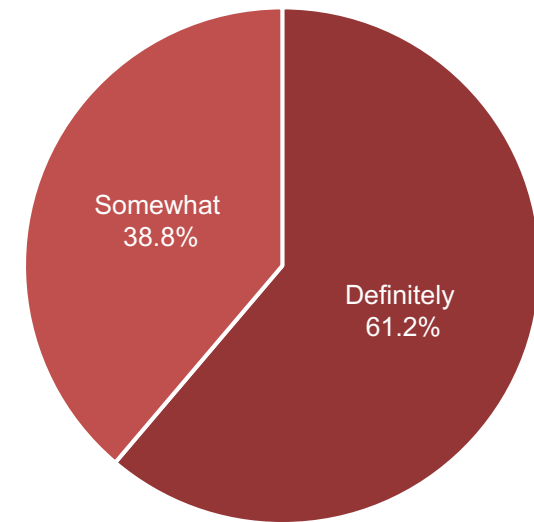
Among those more likely to vote yes, 43% are definitely more likely

Question 21: The City of Boulder has won a distinguished budgeting award and a certificate in achievement for excellent financial reporting for many years including the most recent from the Government Finance Officers Association. Does knowing this make you more likely to vote yes or more likely to vote no on the proposed tax measure?

Among those who said more likely to vote yes

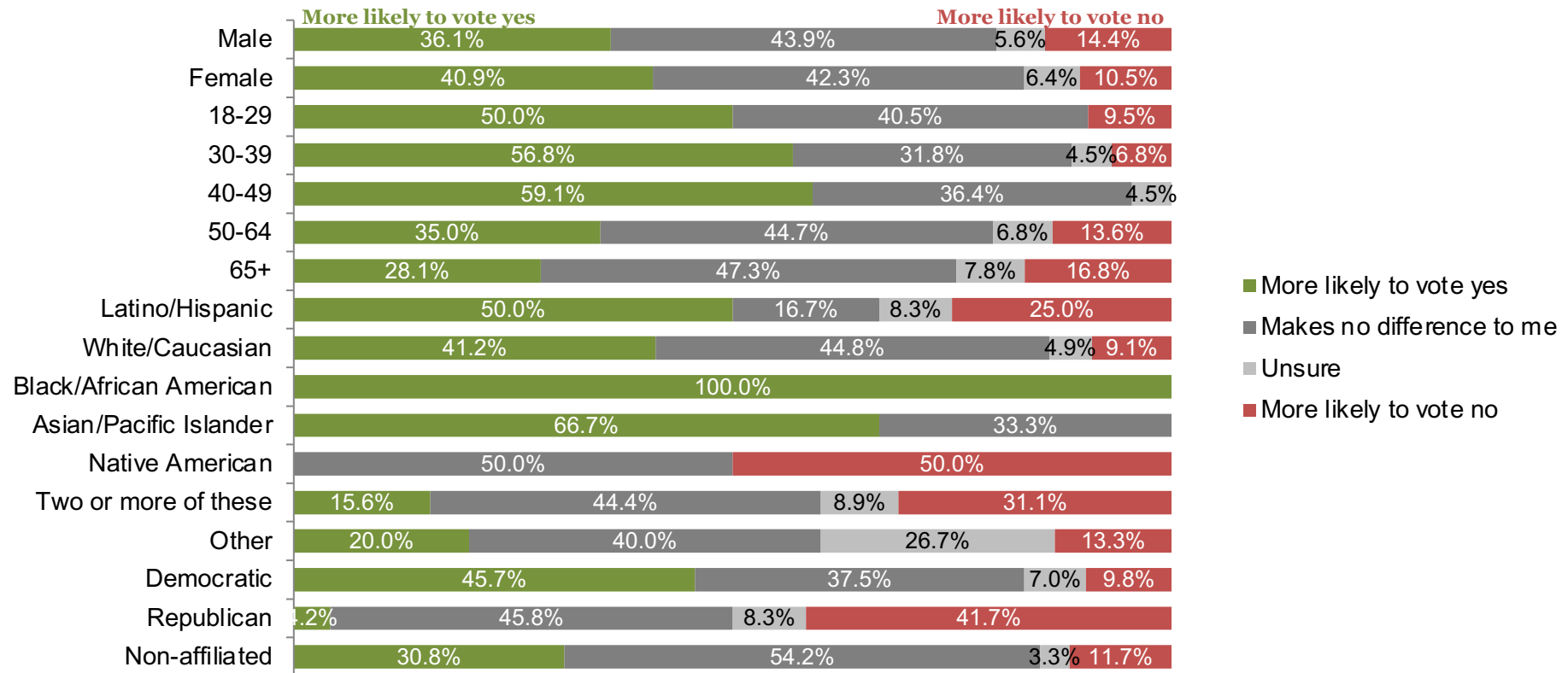


Among those who said more likely to vote no



Results by gender, age, ethnicity, and party

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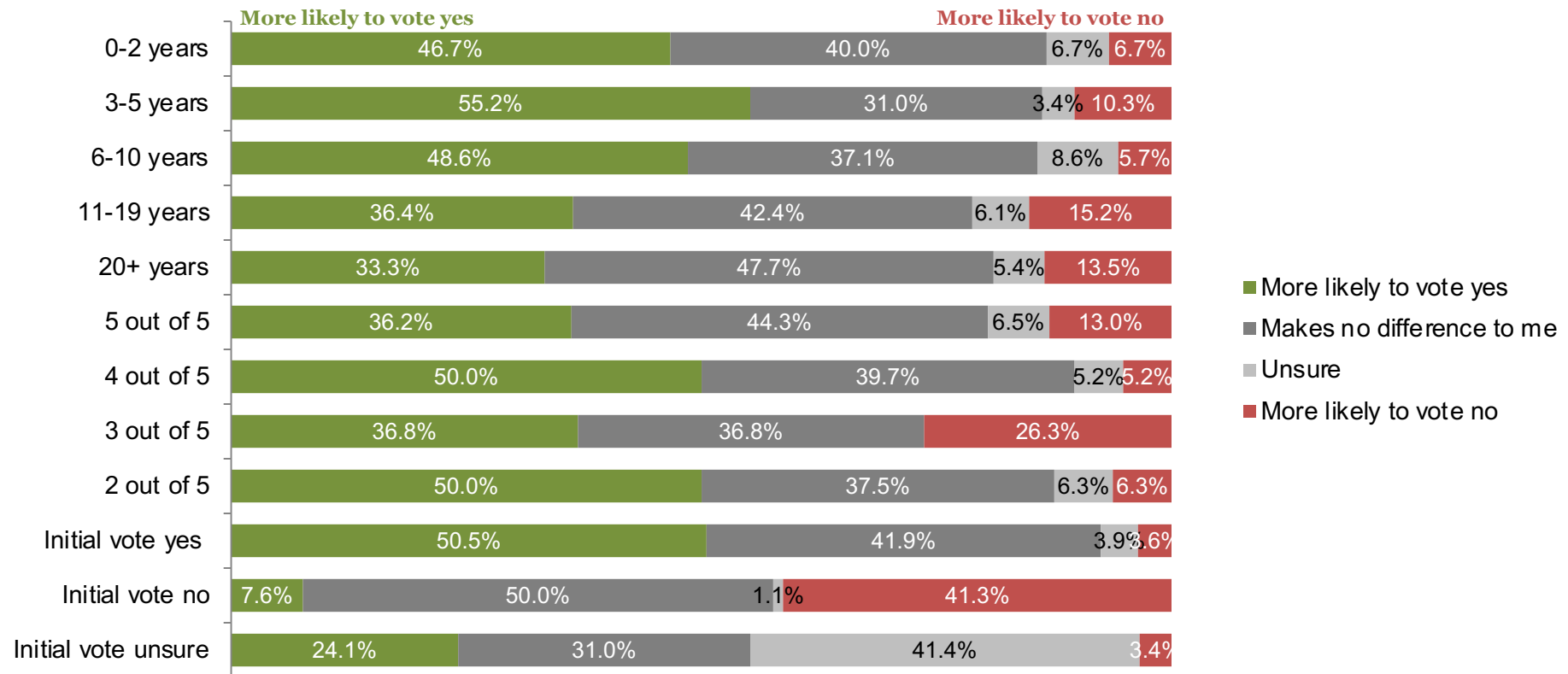


*Smaller sample sizes on crosstabs will have higher variance



Results by years of residency, vote propensity, and initial vote

Question 21: The City of Boulder has won a distinguished budgeting award and a certificate in achievement for excellent financial reporting for many years including the most recent from the Government Finance Officers Association. Does knowing this make you more likely to vote yes or more likely to vote no on the proposed tax measure?

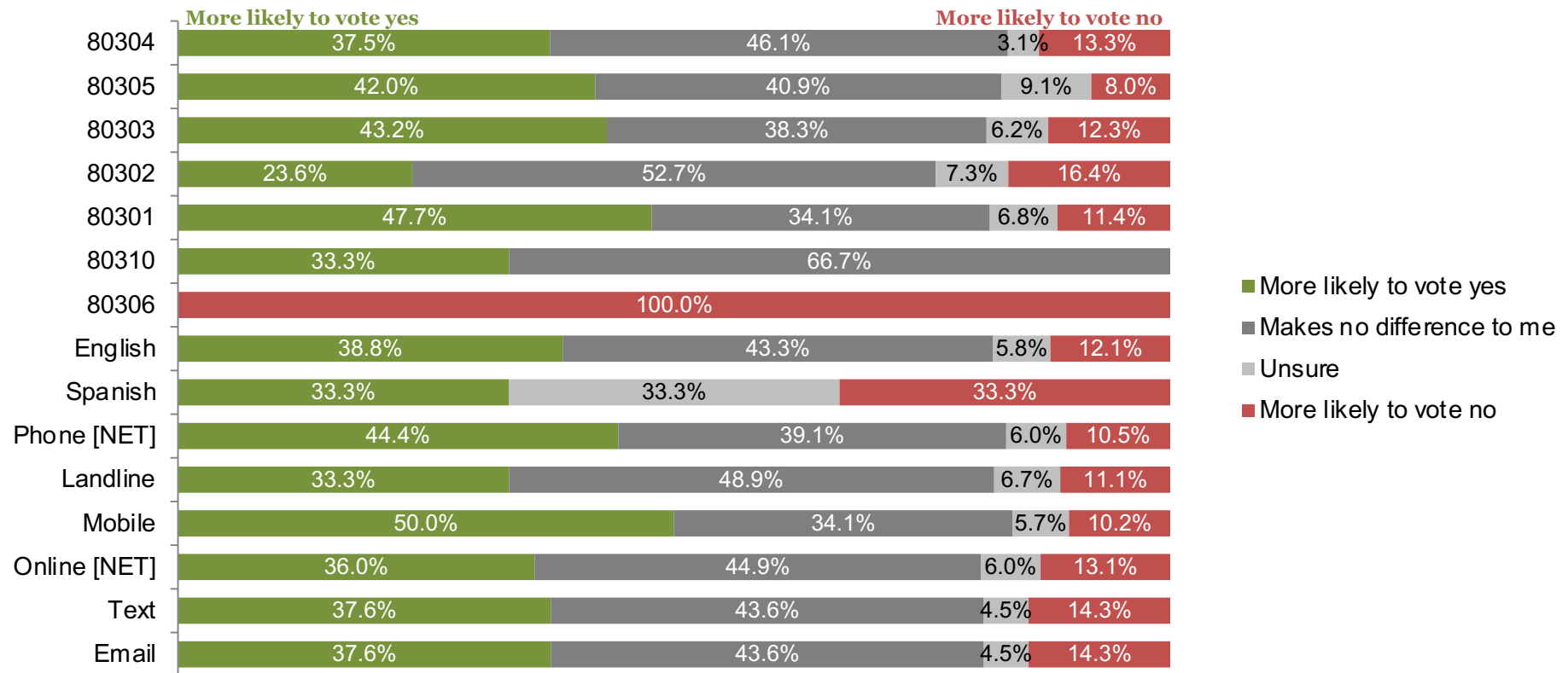


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Results by zip code, survey language, and survey mode

Question 21: The City of Boulder has won a distinguished budgeting award and a certificate in achievement for excellent financial reporting for many years including the most recent from the Government Finance Officers Association. Does knowing this make you more likely to vote yes or more likely to vote no on the proposed tax measure?

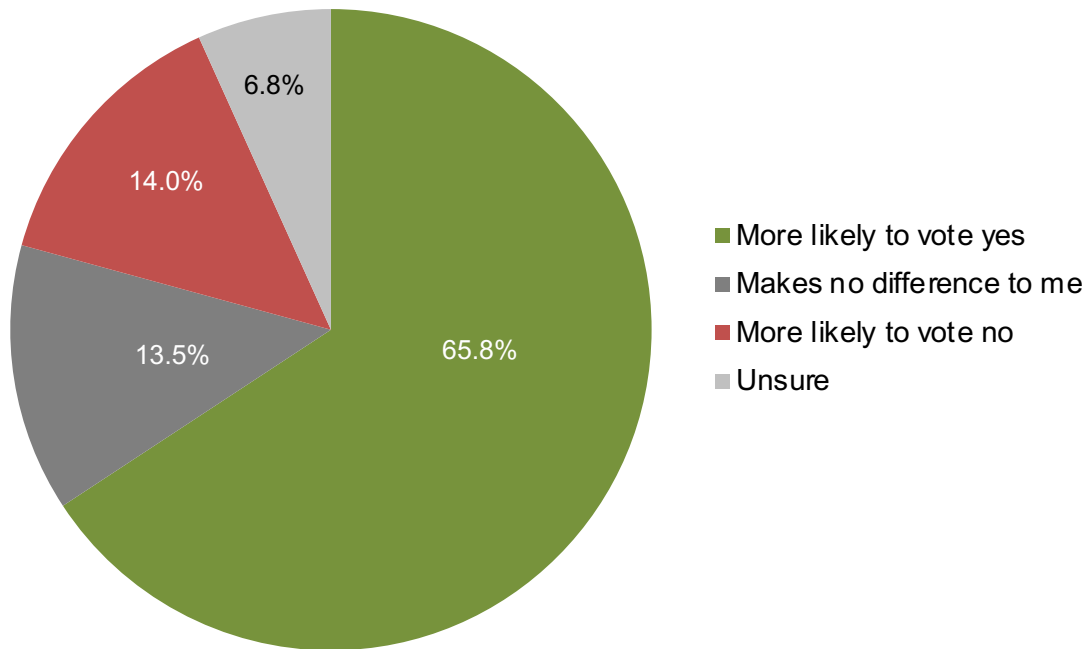


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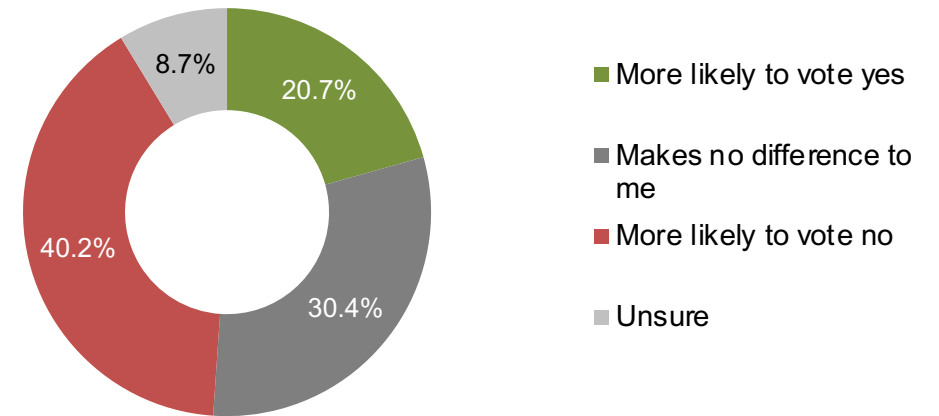


66% are more likely to vote yes after hearing that without renewing local sales and use tax the City will have to make cuts to essential city services

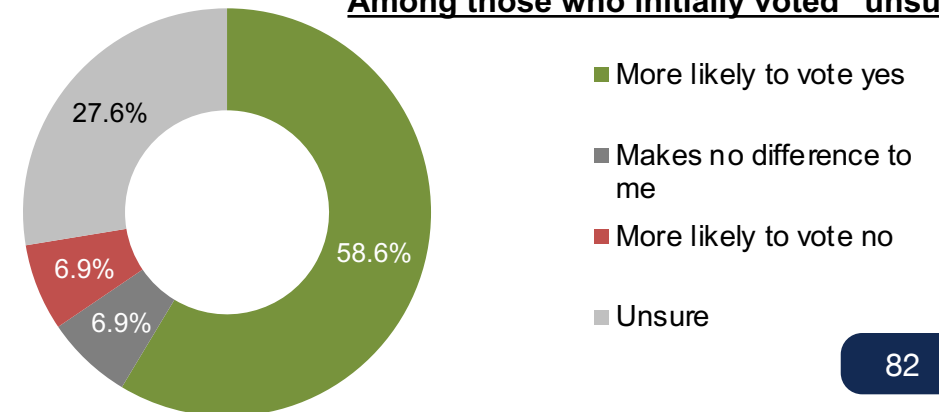
Question 22: Without renewing the local sales and use tax, the City will have to make cuts to essential city services, such as responding to crime reports, fire special rescue teams, emergency preparedness, homelessness solutions and services, and parks and recreation services. Does knowing this make you more likely to vote yes or more likely to vote no on the proposed tax measure?



Among those who initially voted “no”



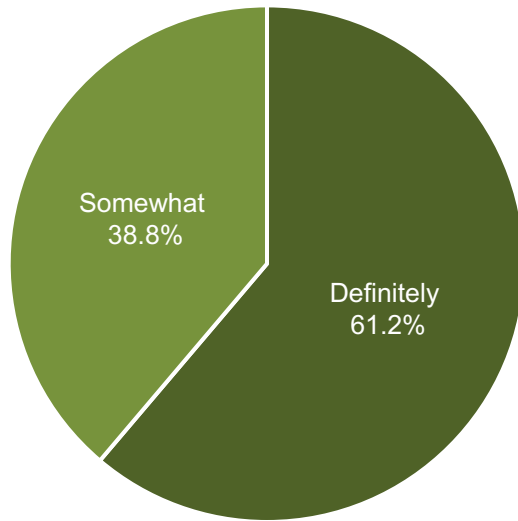
Among those who initially voted “unsure”



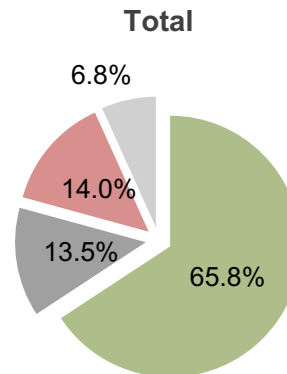
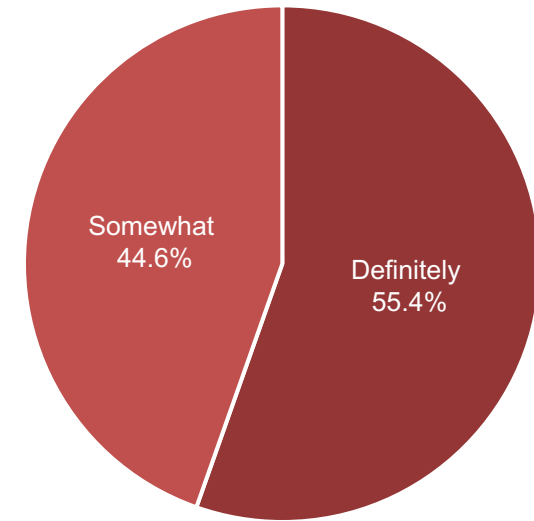
Among those more likely to vote yes, 61% are definitely more likely

Question 22: Without renewing the local sales and use tax, the City will have to make cuts to essential city services, such as responding to crime reports, fire special rescue teams, emergency preparedness, homelessness solutions and services, and parks and recreation services. Does knowing this make you more likely to vote yes or more likely to vote no on the proposed tax measure?

Among those who said more likely to vote yes

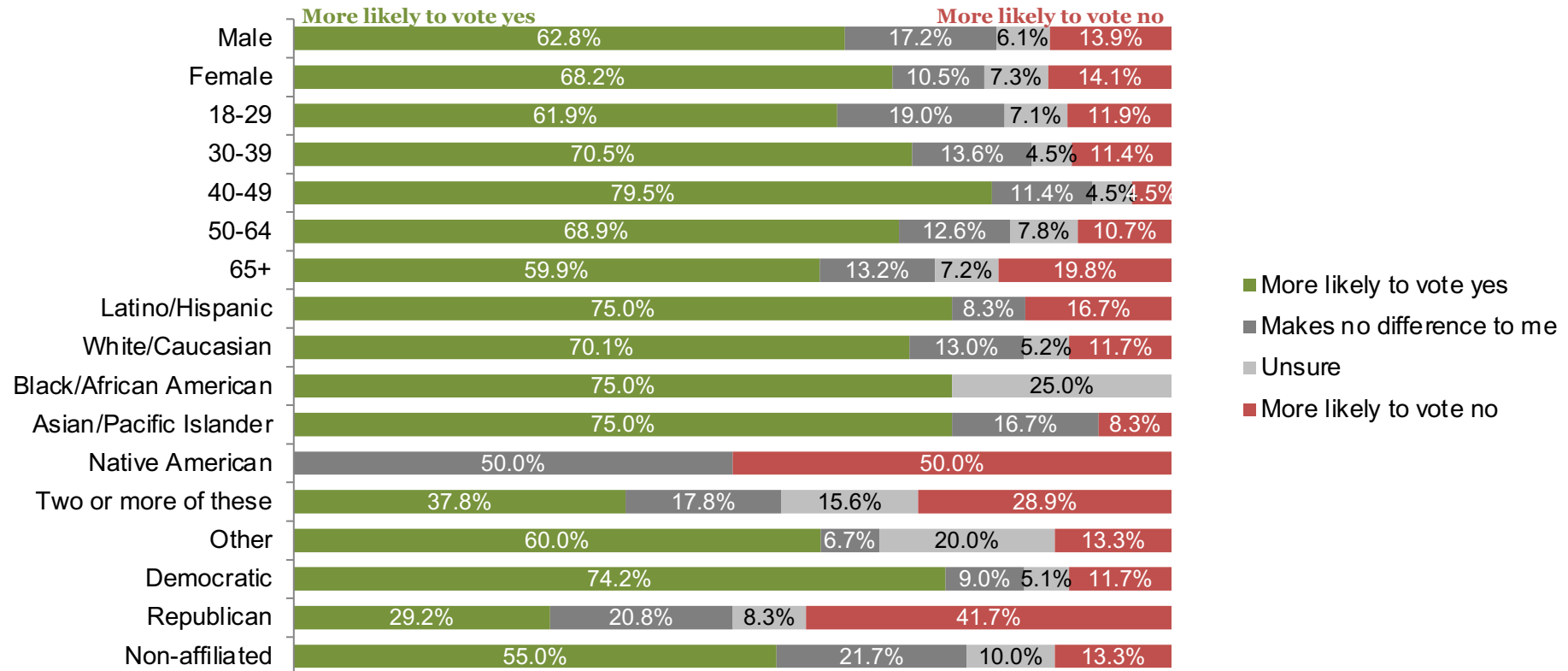


Among those who said more likely to vote no



Results by gender, age, ethnicity, and party

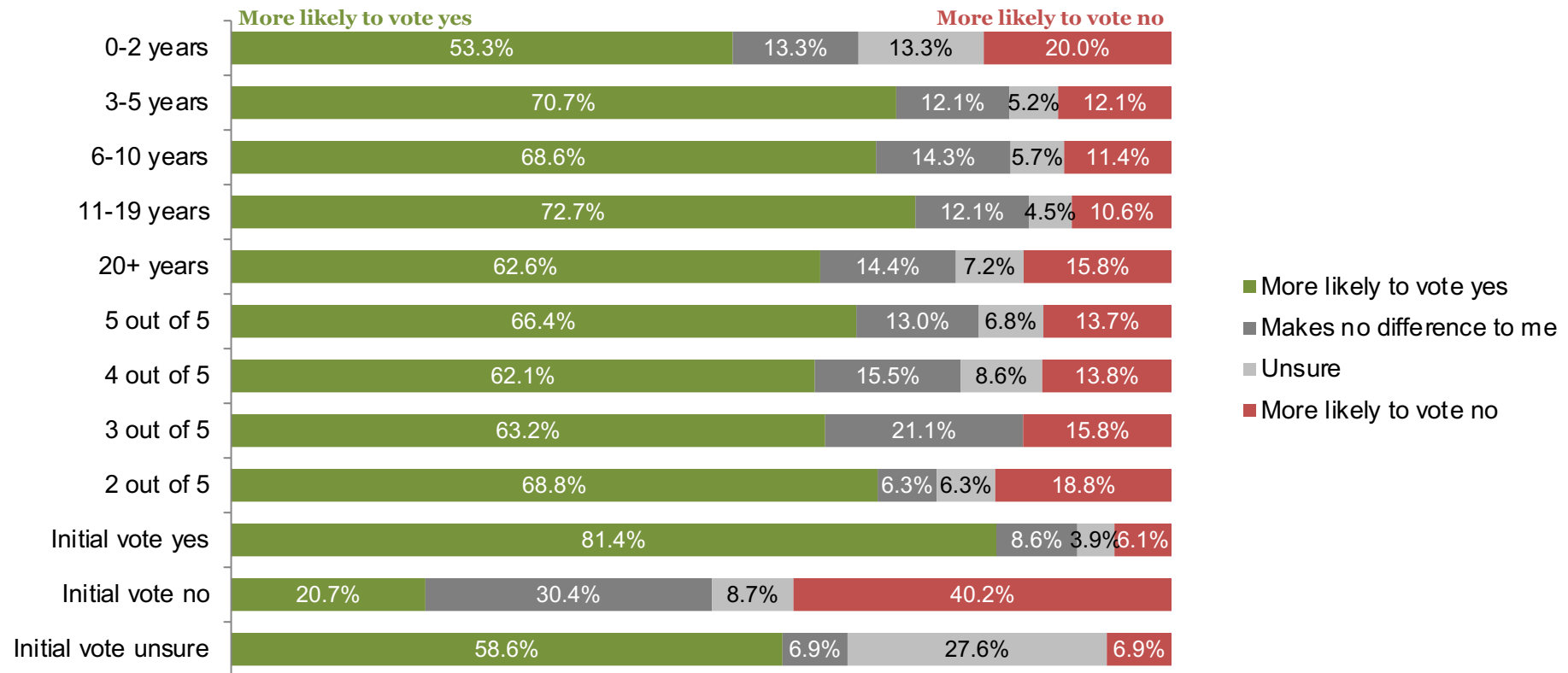
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Results by years of residency, vote propensity, and initial vote

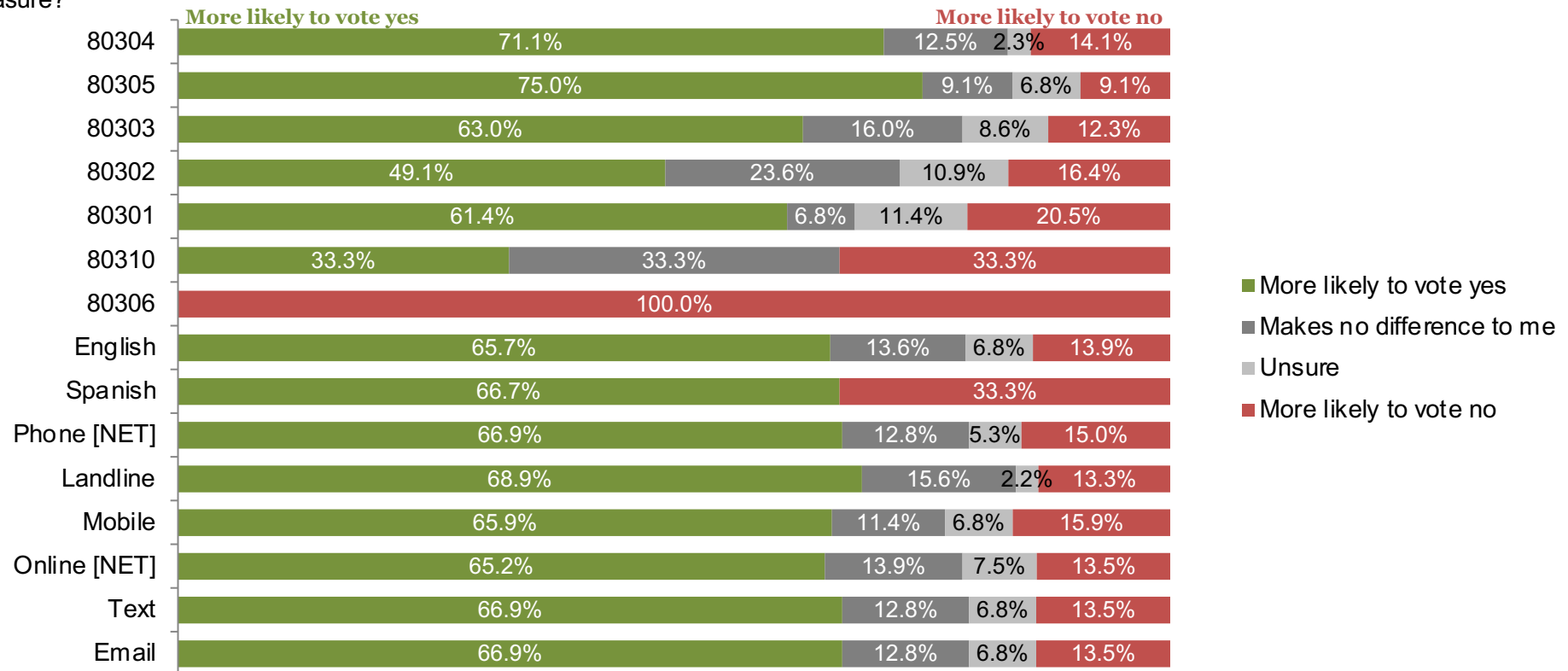
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Results by zip code, survey language, and survey mode

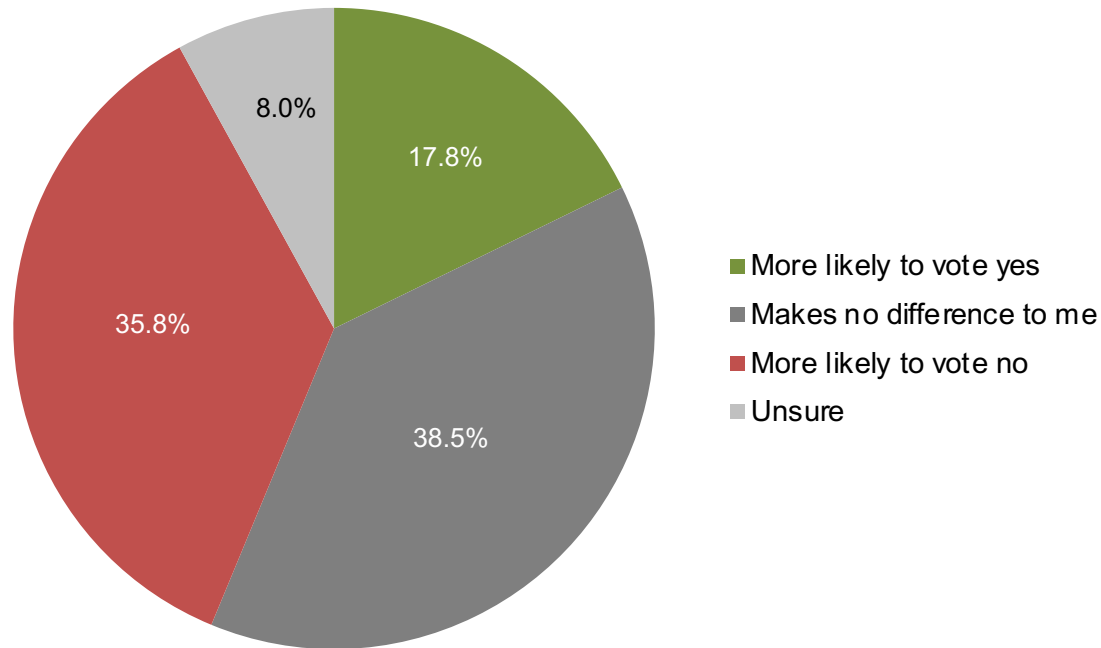
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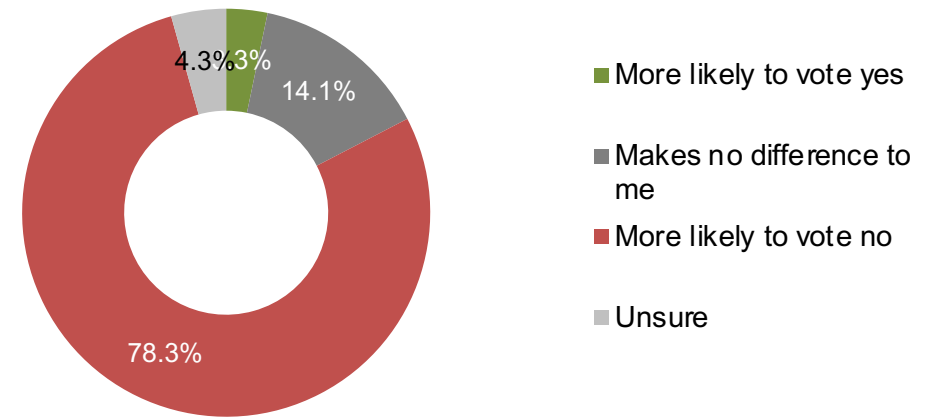
*Smaller sample sizes on crosstabs will have higher variance

36% are more likely to vote no knowing that the rising cost of living is a challenging time to raise taxes on residents

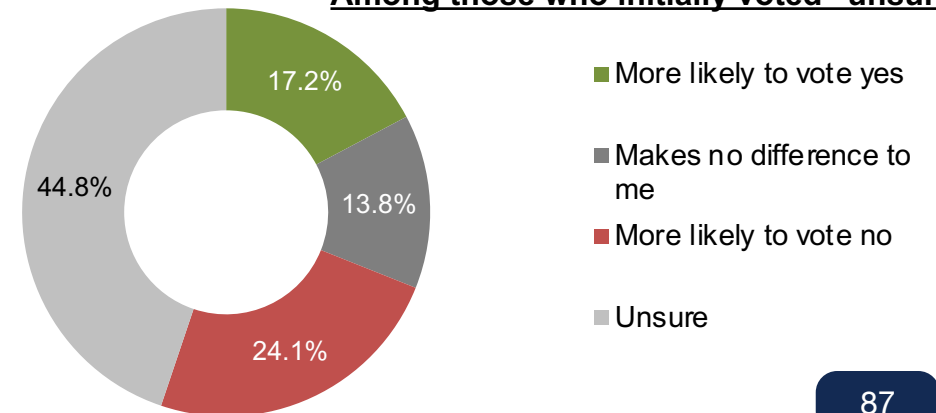
Question 23: With rising cost of living, this can be a challenging time to renew taxes on residents. Does knowing this make you more likely to vote yes or more likely to vote no on this local sales tax renewal?



Among those who initially voted “no”



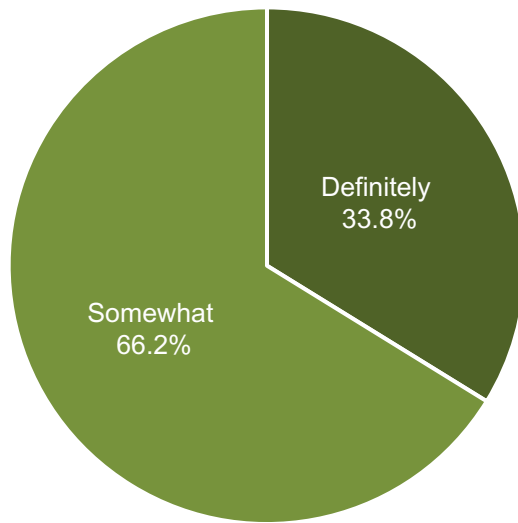
Among those who initially voted “unsure”



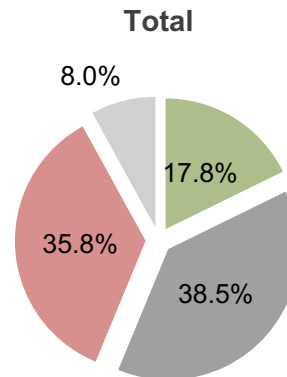
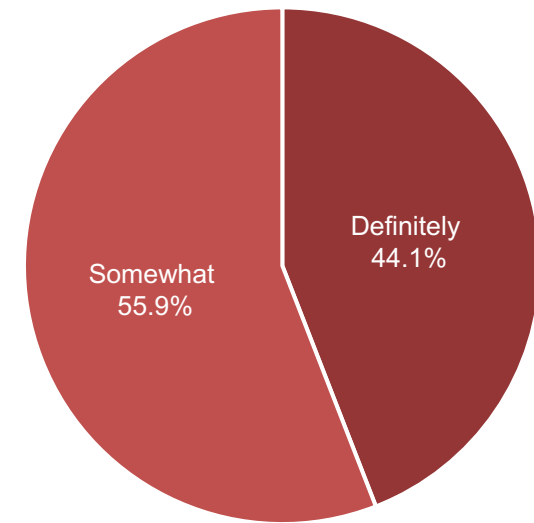
Among those more likely to vote no, 44% were definitely more likely

Question 23: With rising cost of living, this can be a challenging time to renew taxes on residents. Does knowing this make you more likely to vote yes or more likely to vote no on this local sales tax renewal?

Among those who said more likely to vote yes

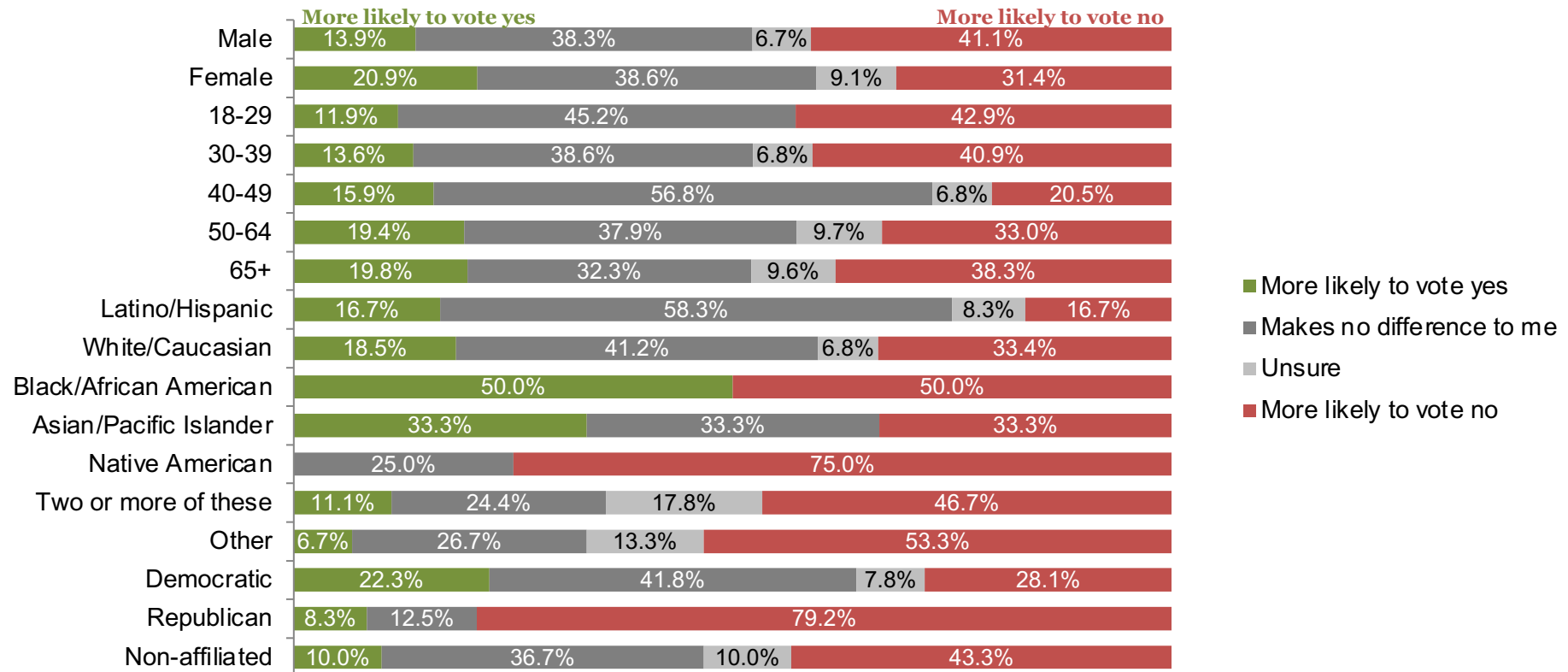


Among those who said more likely to vote no



Results by gender, age, ethnicity, and party

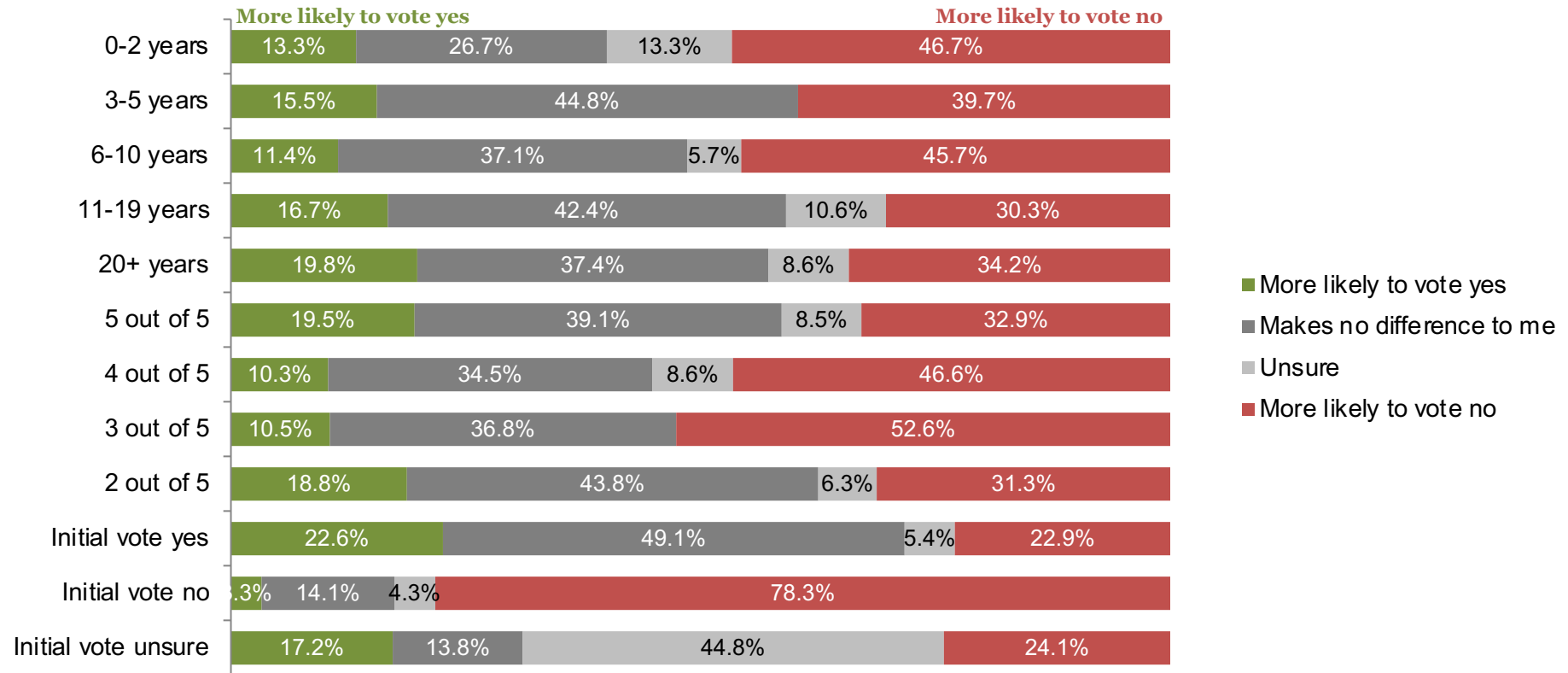
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Results by years of residency, vote propensity, and initial vote

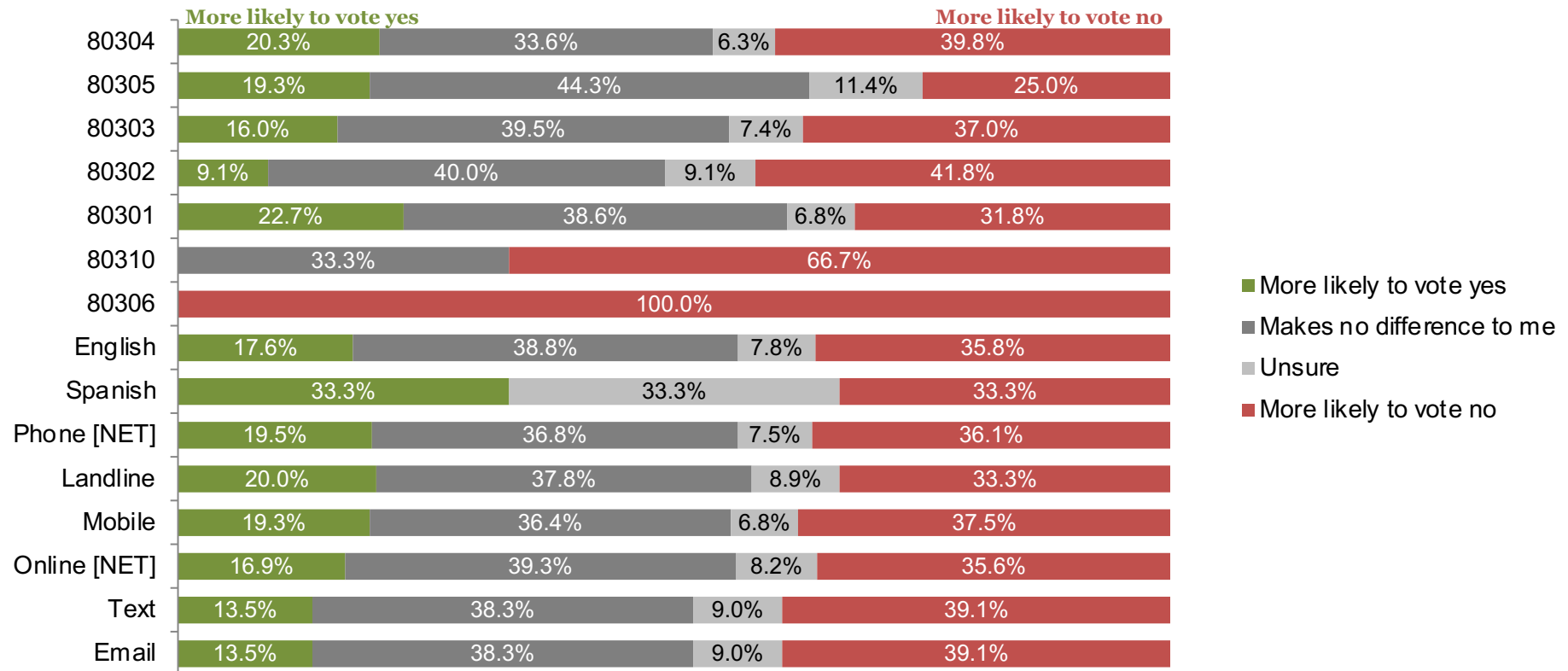
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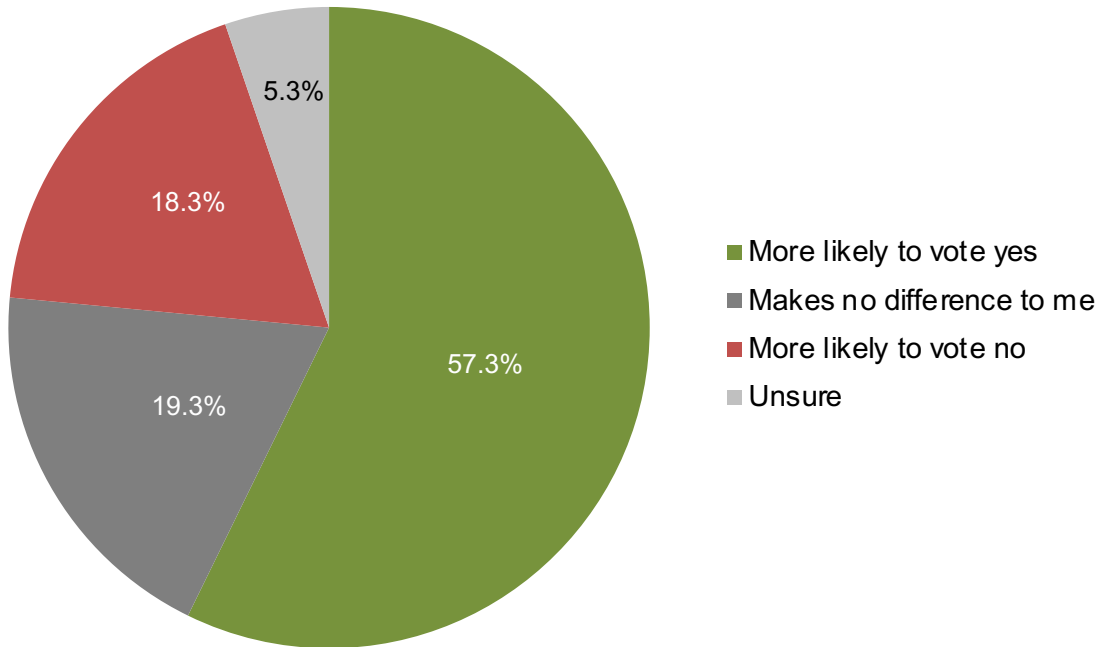
Results by zip code, survey language, and survey mode

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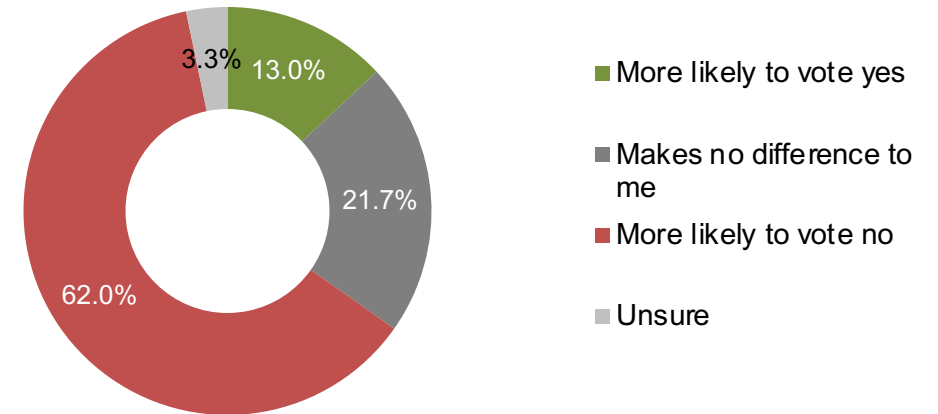


57% are more likely to vote yes knowing that the tax will be an extension without raising taxes

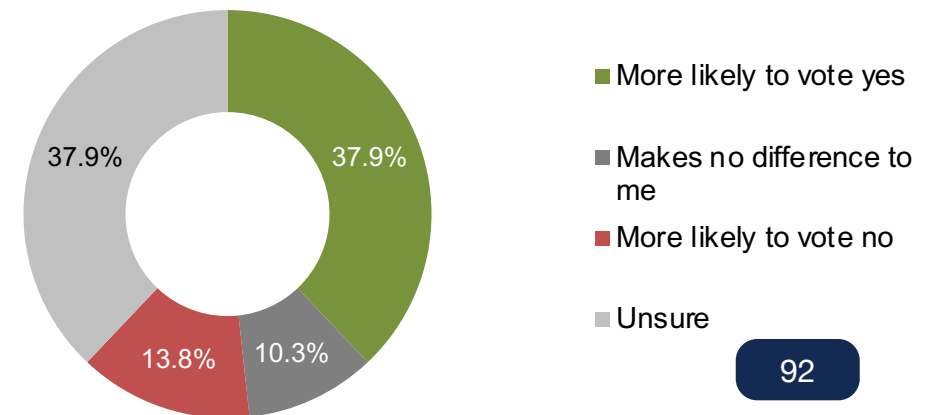
Question 24: The 0.15% general purpose sales tax was approved by Boulder voters in 2003 and is set to expire next year. This upcoming sales tax measure will simply extend the current sales tax for an additional 20 years, without raising any taxes. Does knowing this make you more likely to vote yes or more likely to vote no on this local sales tax measure?



Among those who initially voted “no”



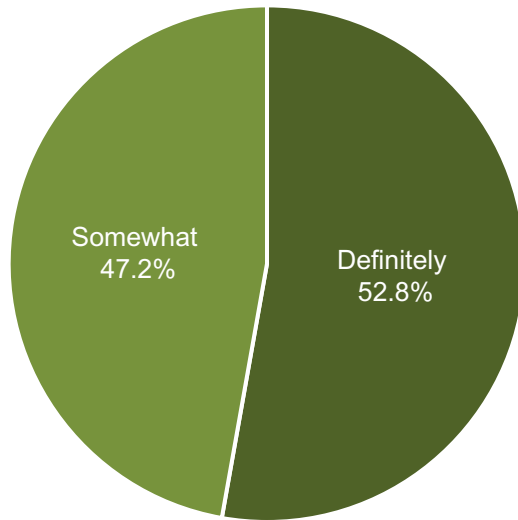
Among those who initially voted “unsure”



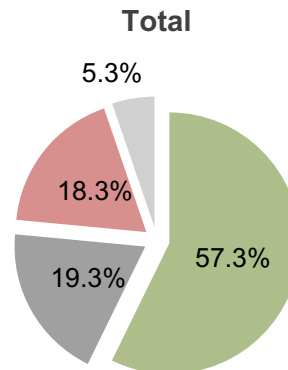
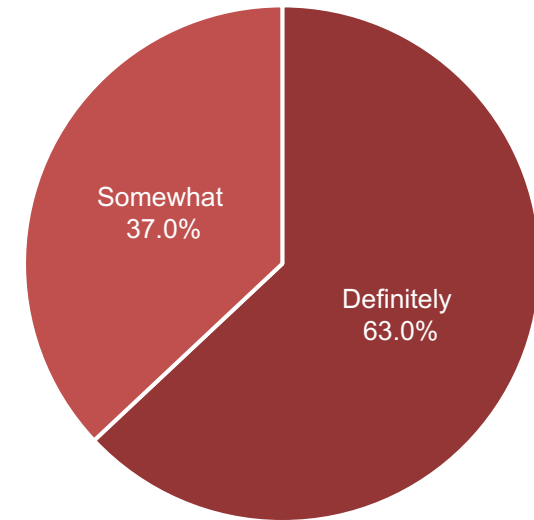
Among those more likely to vote yes, 53% are definitely more likely

Question 24: The 0.15% general purpose sales tax was approved by Boulder voters in 2003 and is set to expire next year. This upcoming sales tax measure will simply extend the current sales tax for an additional 20 years, without raising any taxes. Does knowing this make you more likely to vote yes or more likely to vote no on this local sales tax measure?

Among those who said more likely to vote yes

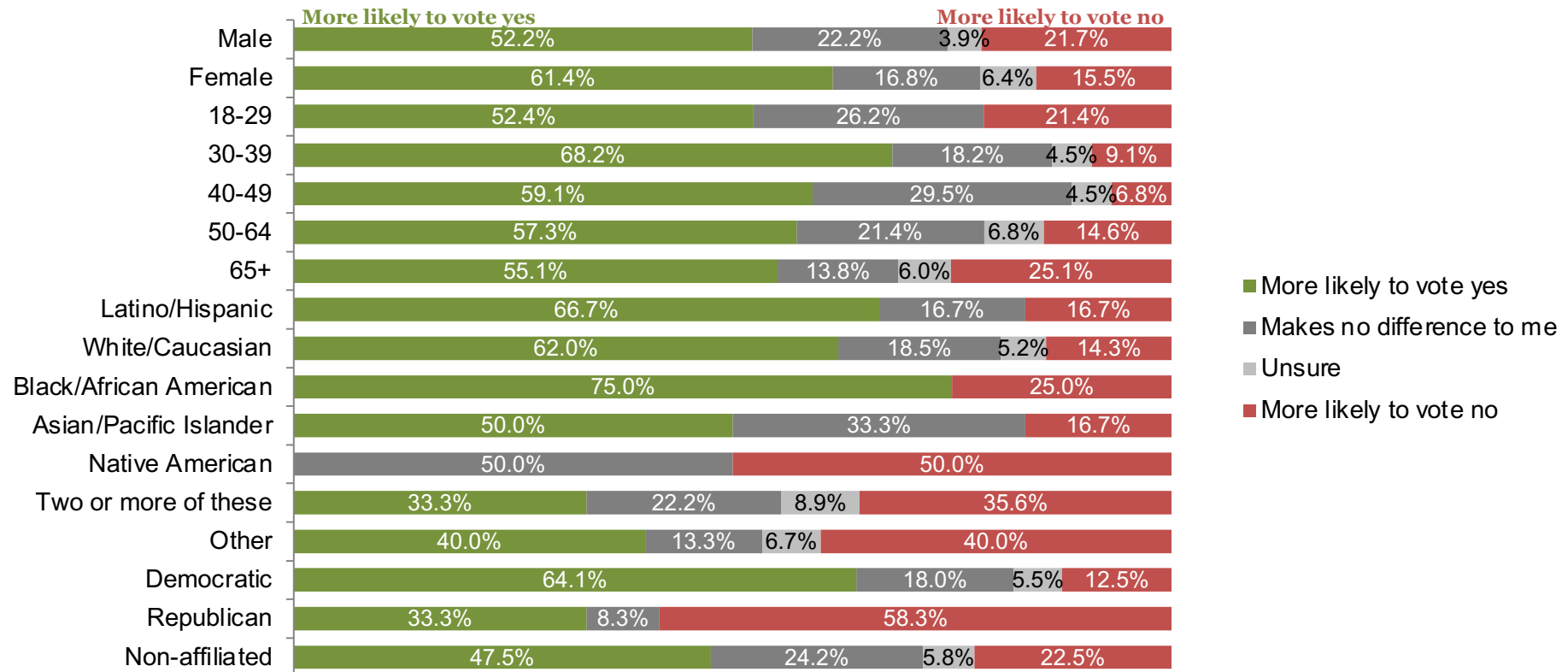


Among those who said more likely to vote no



Results by gender, age, ethnicity, and party

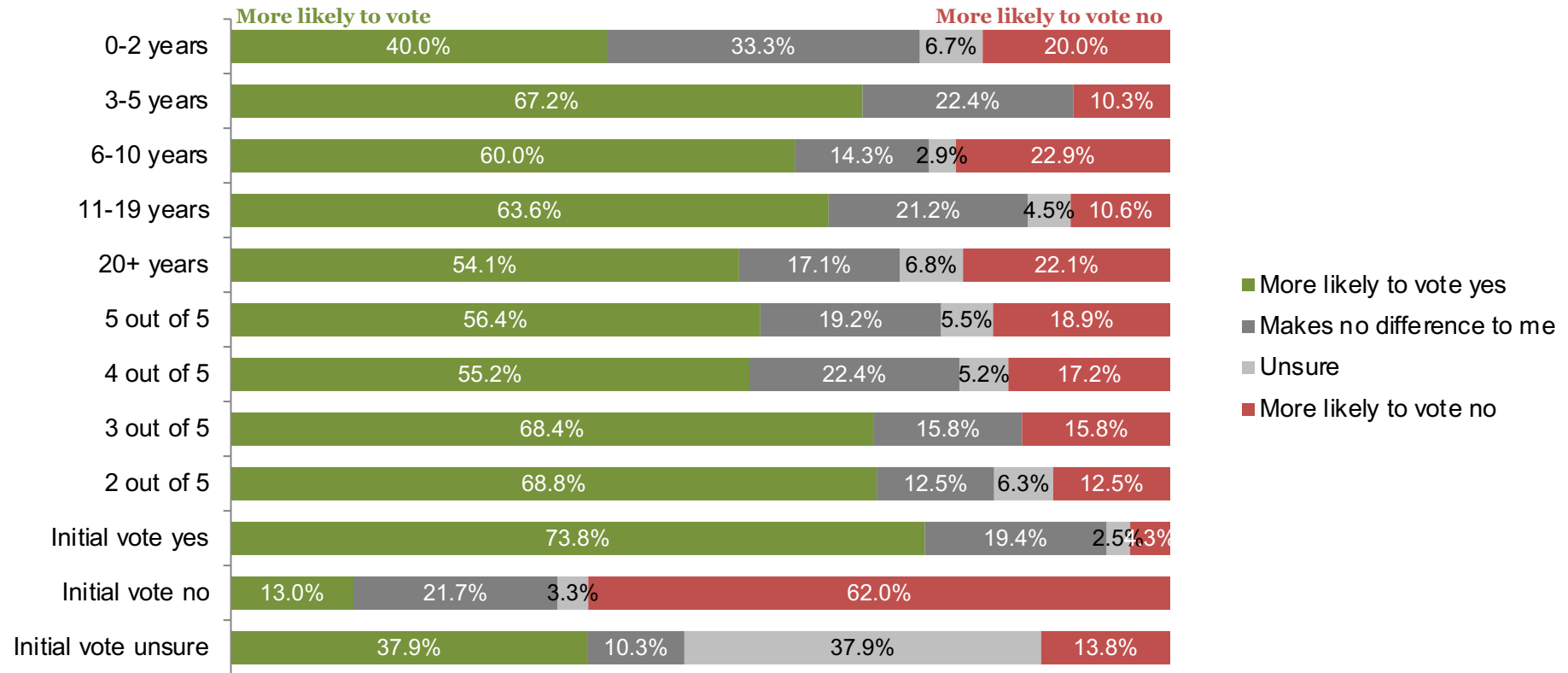
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**Smaller sample sizes on crosstabs will have higher variance*

Results by years of residency, vote propensity, and initial vote

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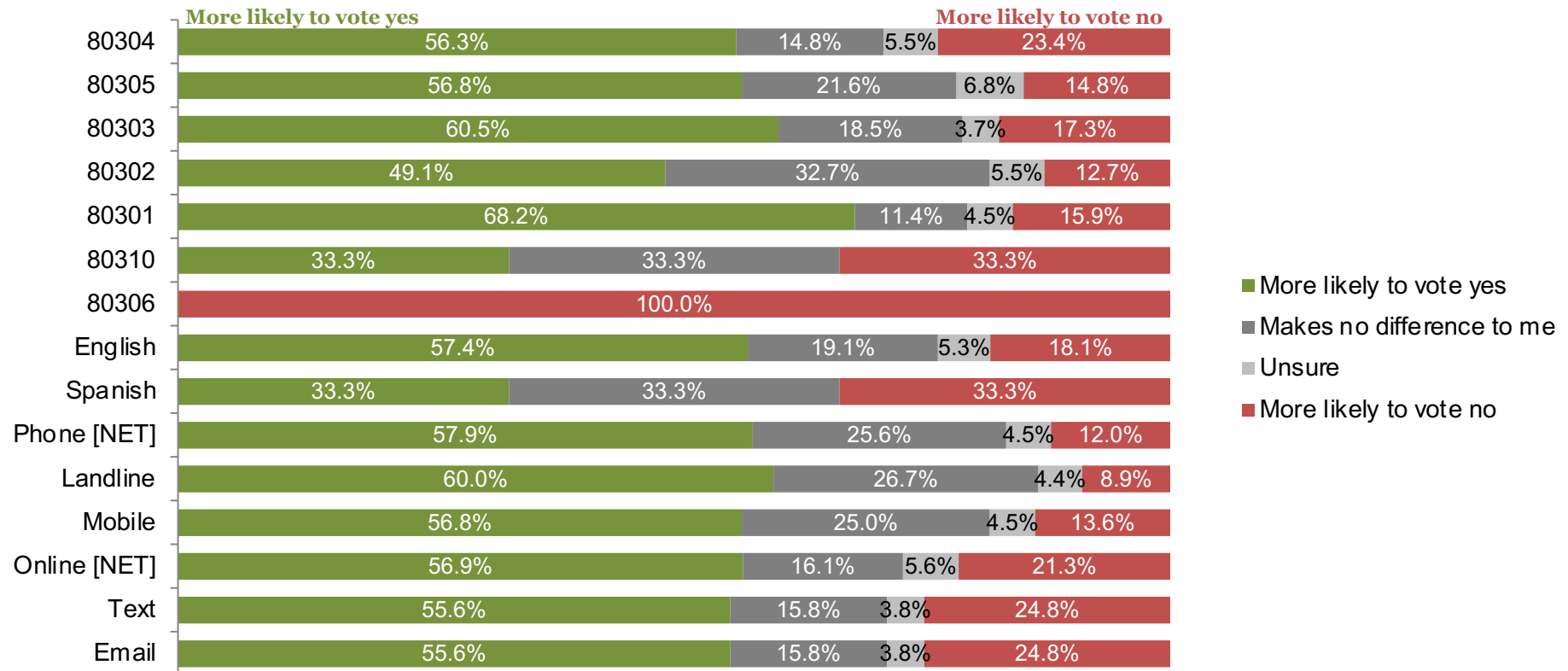


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Results by zip code, survey language, and survey mode

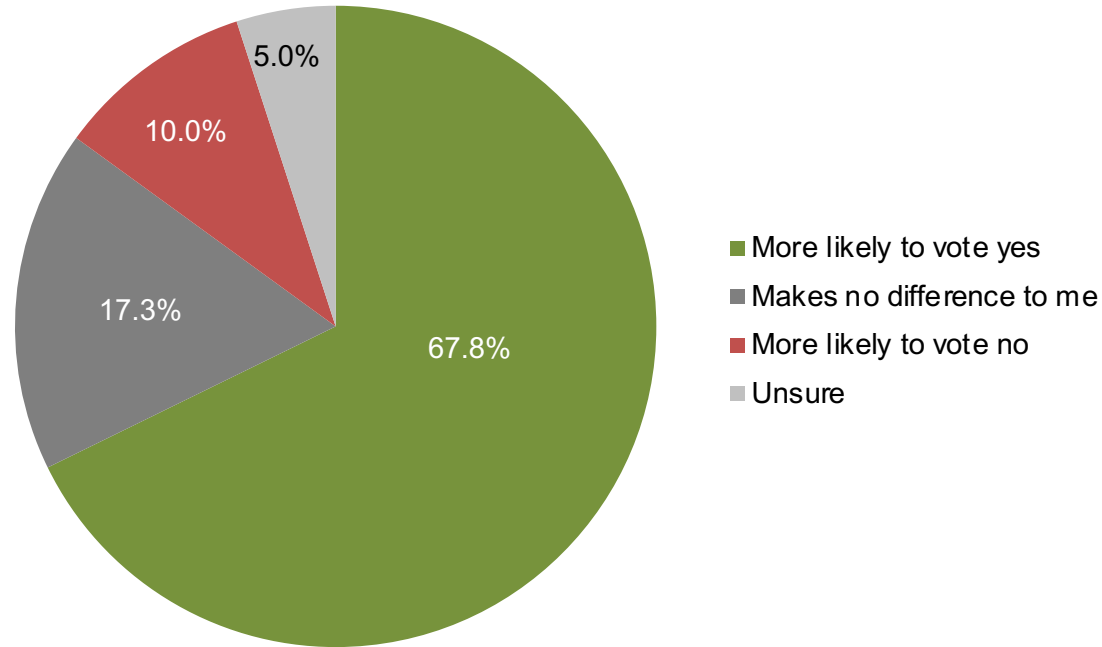
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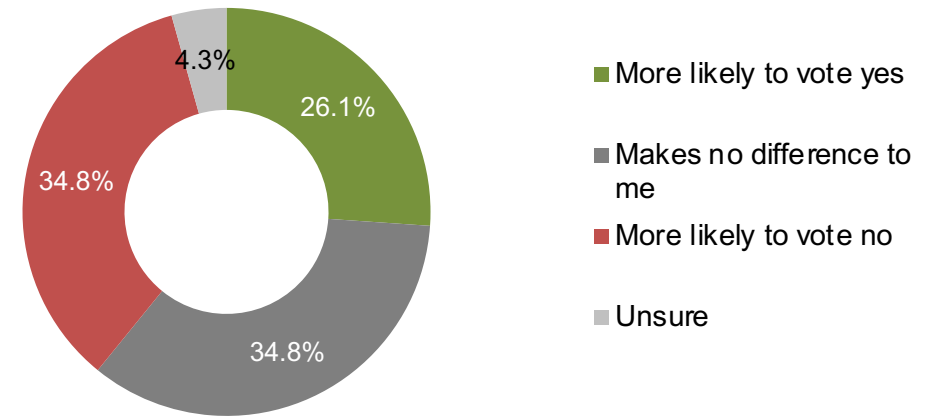
**Smaller sample sizes on crosstabs will have higher variance*

68% are more likely to vote yes knowing the measure will fund emergency response to natural disasters

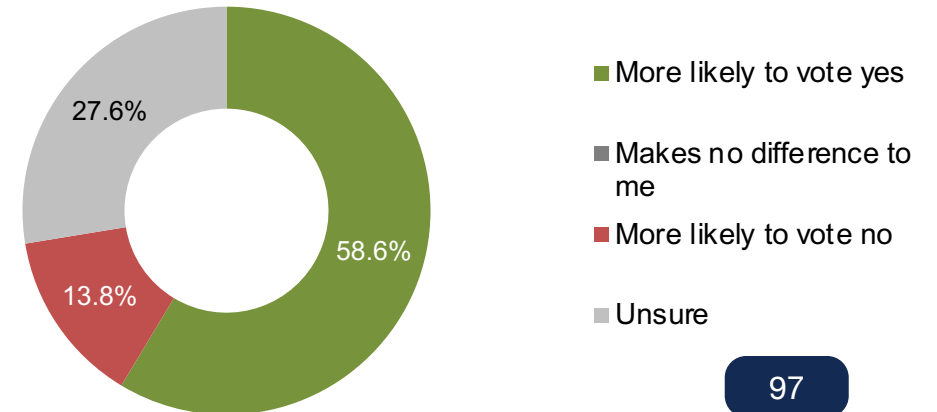
Question 25: This measure will, among other things, fund necessary emergency response to natural disasters such as floods, droughts, or wildfires. Does knowing this make you more likely to vote yes or more likely to vote no on this measure?



Among those who initially voted “no”



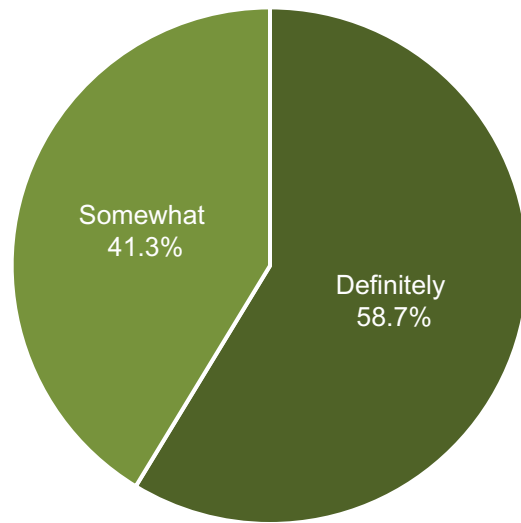
Among those who initially voted “unsure”



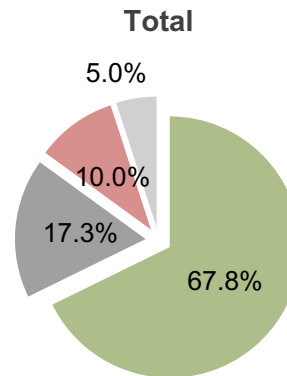
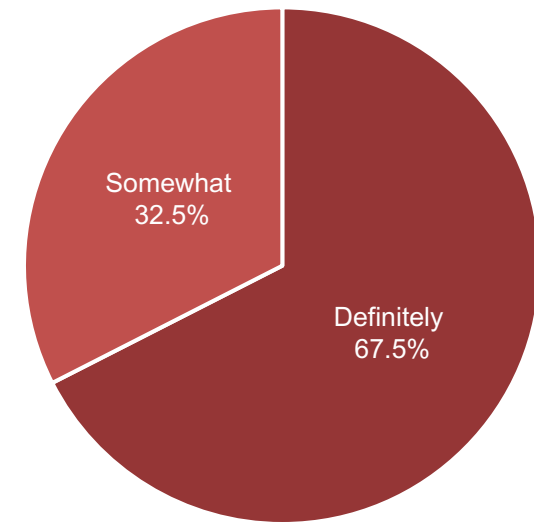
Among those more likely to vote yes, 59% are definitely more likely

Question 25: This measure will, among other things, fund necessary emergency response to natural disasters such as floods, droughts, or wildfires. Does knowing this make you more likely to vote yes or more likely to vote no on this measure?

Among those who said more likely to vote yes

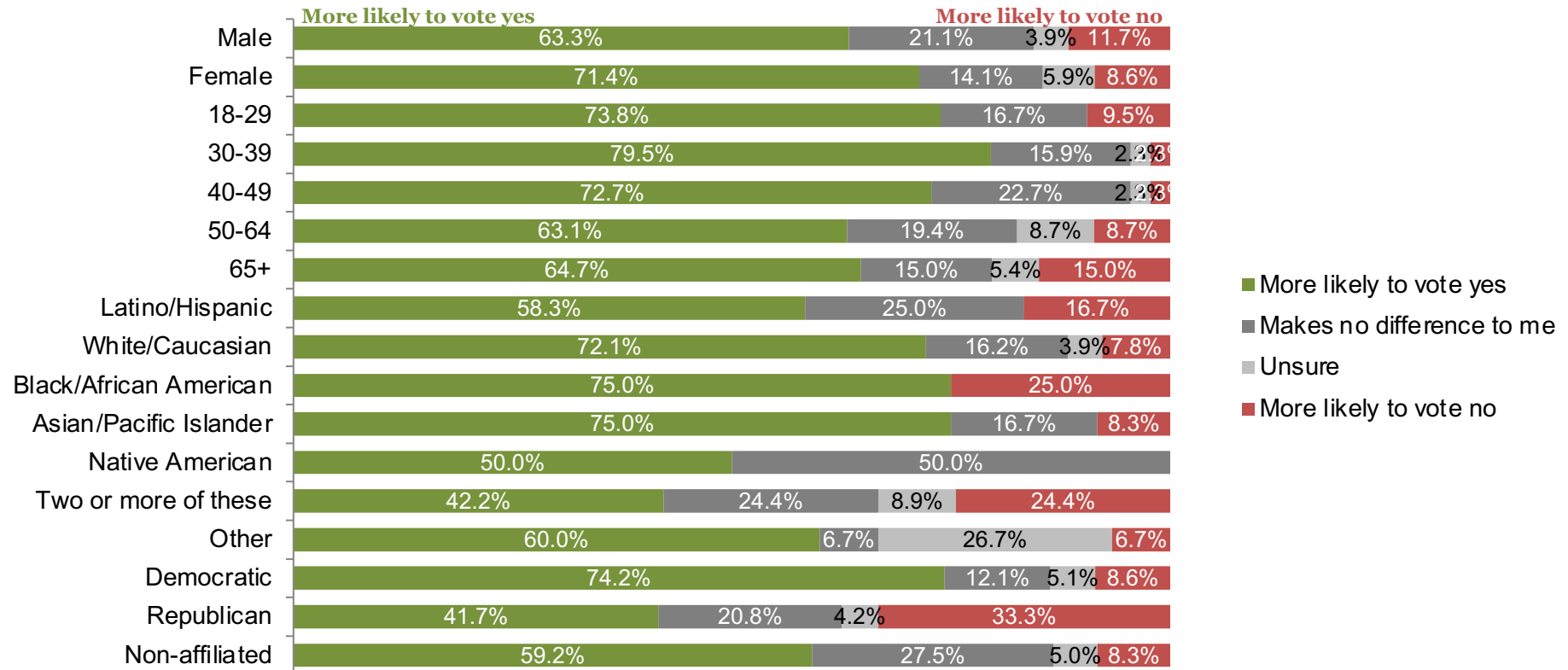


Among those who said more likely to vote no



Results by gender, age, ethnicity, and party

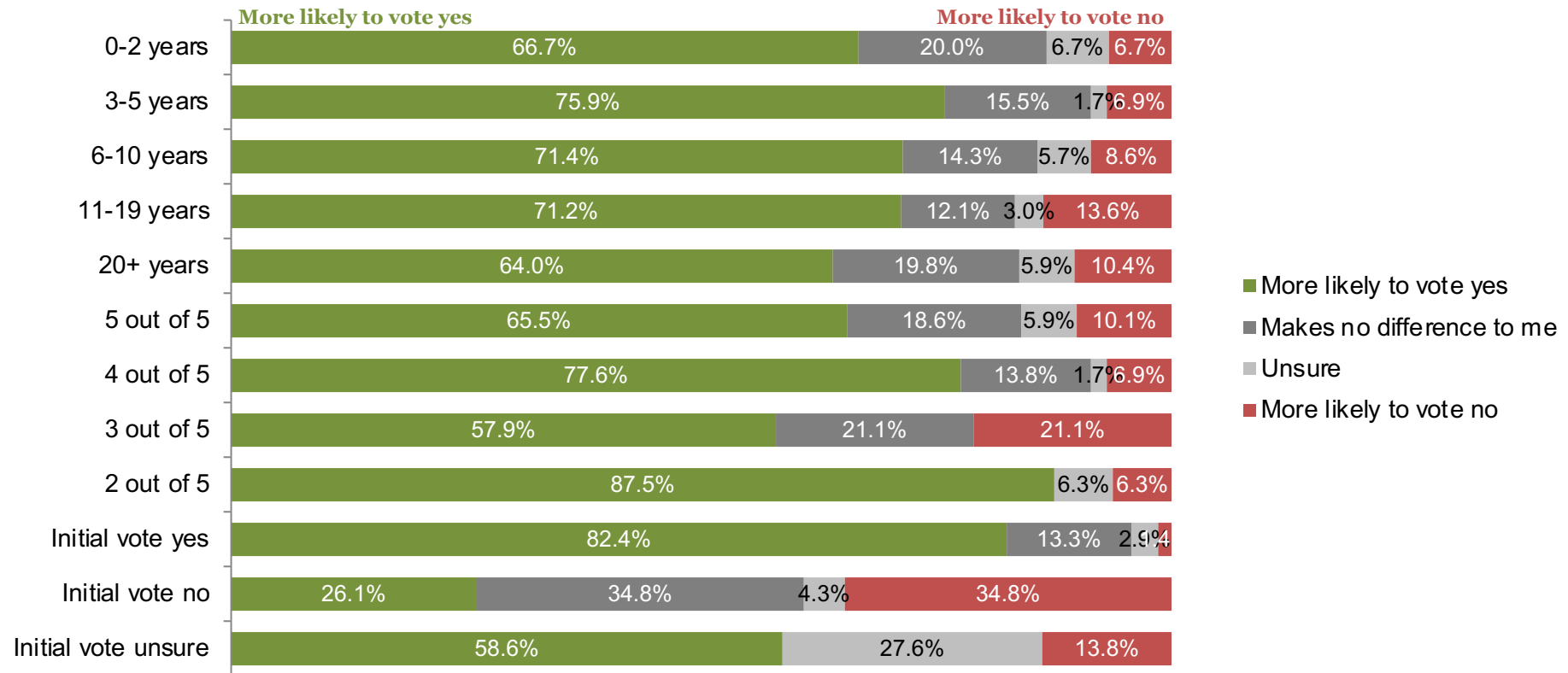
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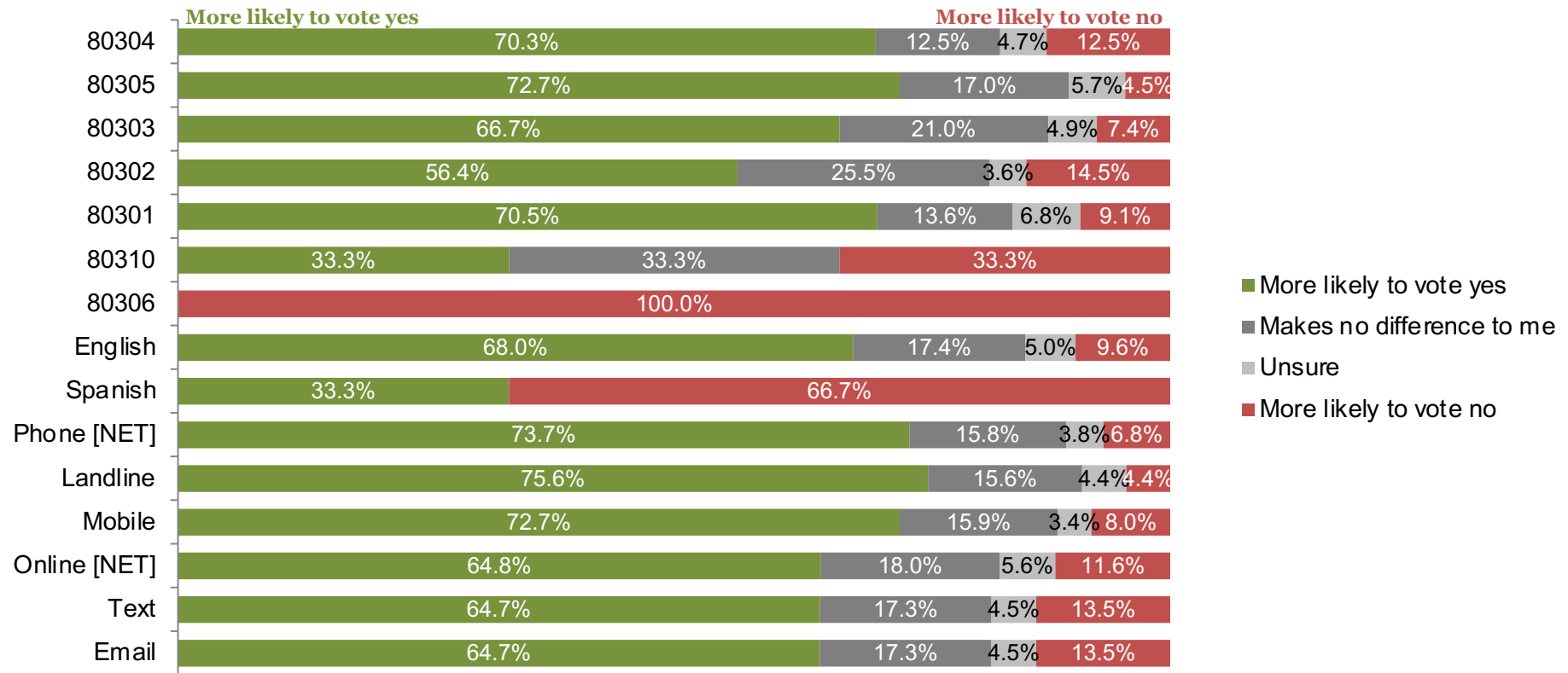
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Results by zip code, survey language, and survey mode

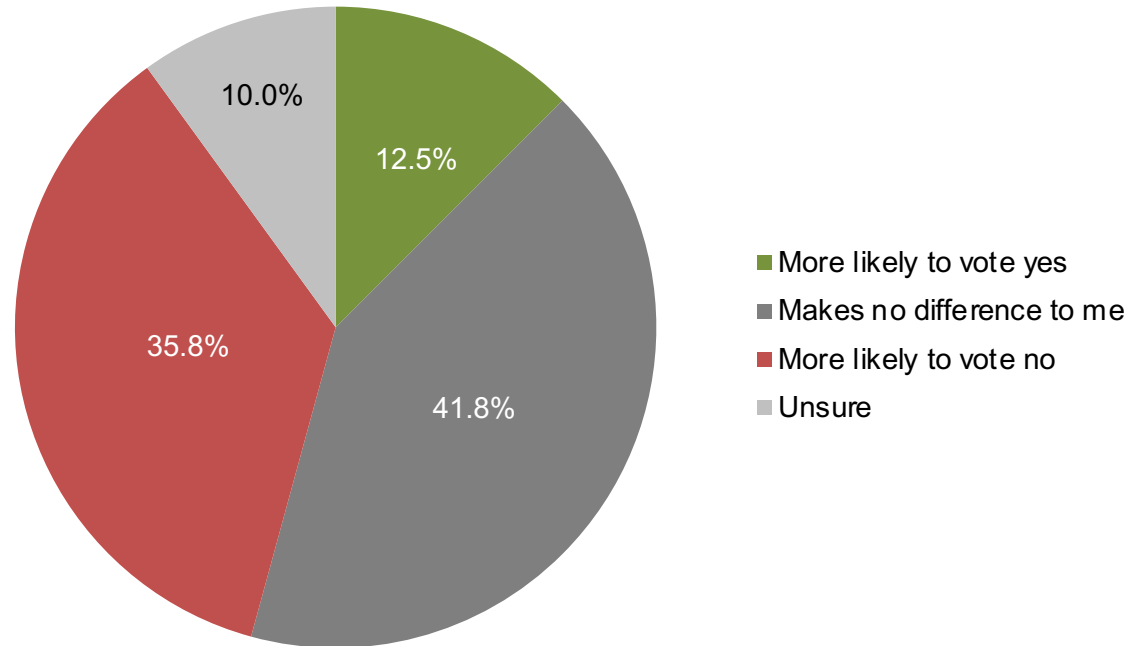
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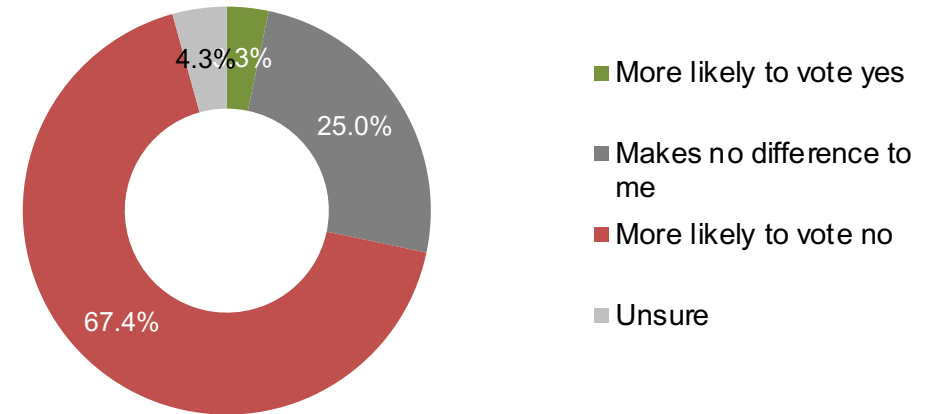
*Smaller sample sizes on crosstabs will have higher variance

36% are more likely to vote no knowing renewing taxes could drive businesses and jobs to other nearby communities

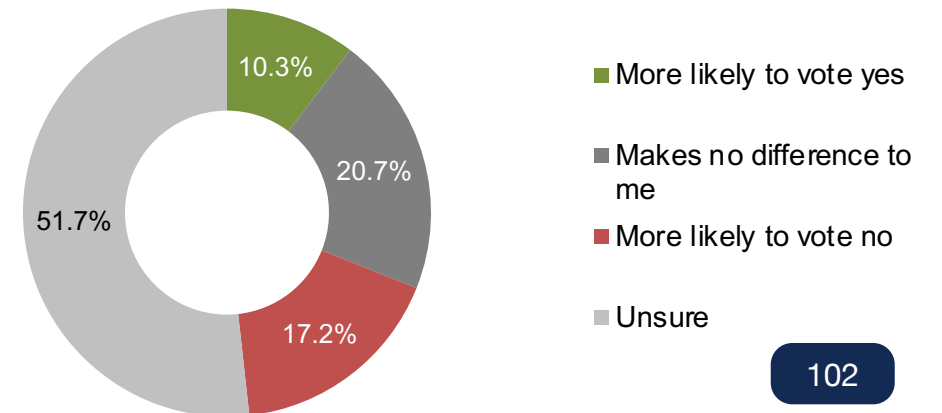
Question 26: Renewing taxes could drive businesses and jobs to other nearby communities with lower taxes which could hurt our local economy. Does knowing this make you more likely to vote yes or more likely to vote no on this measure?



Among those who initially voted “no”



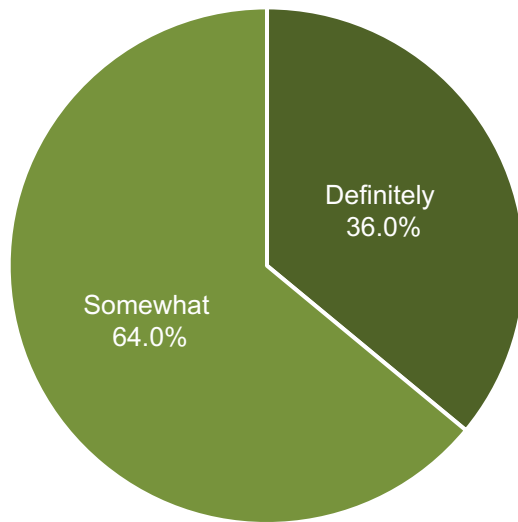
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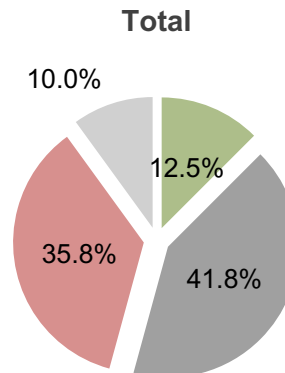
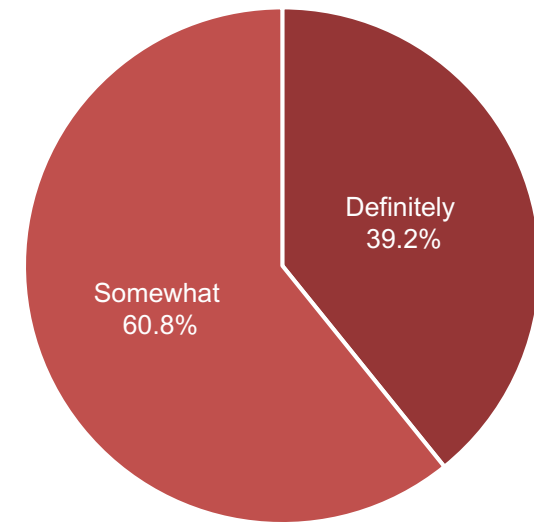
Among those more likely to vote no, 39% are definitely more likely

Question 26: Renewing taxes could drive businesses and jobs to other nearby communities with lower taxes which could hurt our local economy. Does knowing this make you more likely to vote yes or more likely to vote no on this measure?

Among those who said more likely to vote yes

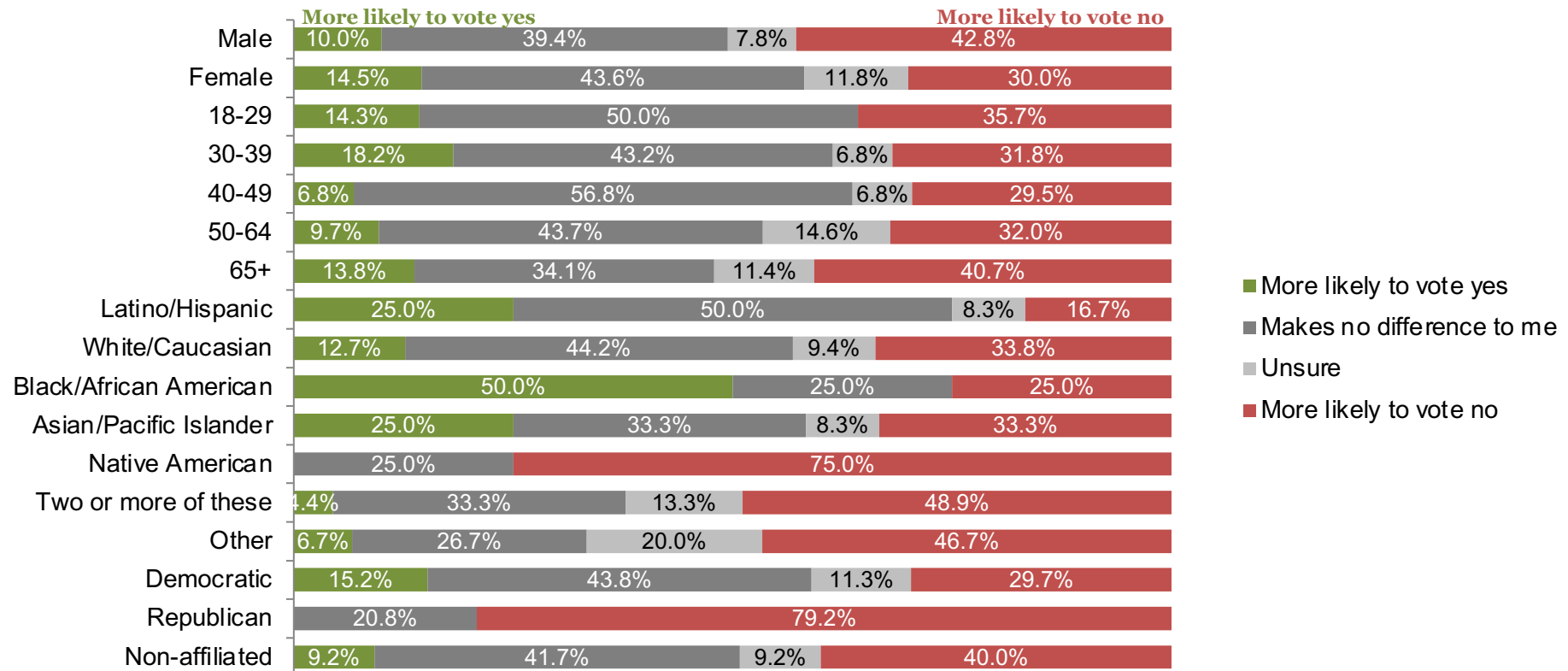


Among those who said more likely to vote no



Results by gender, age, ethnicity, and party

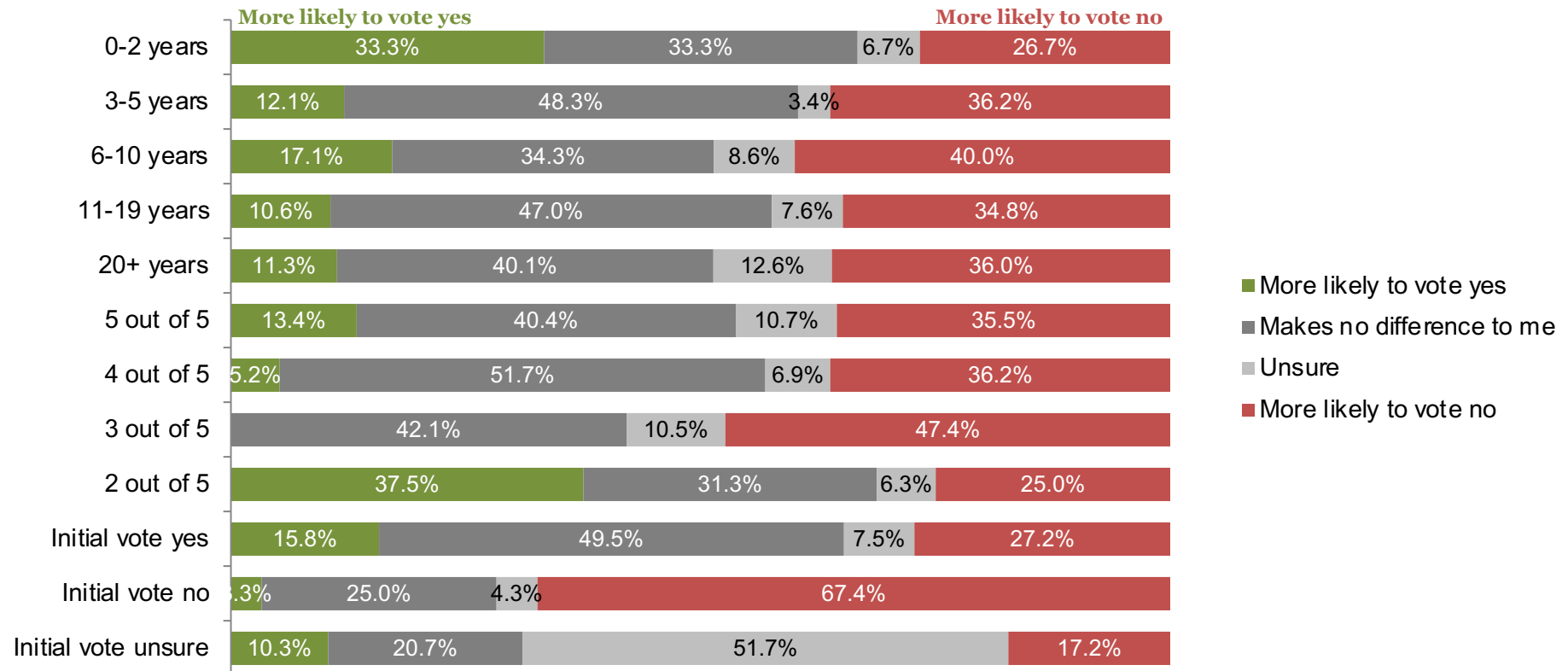
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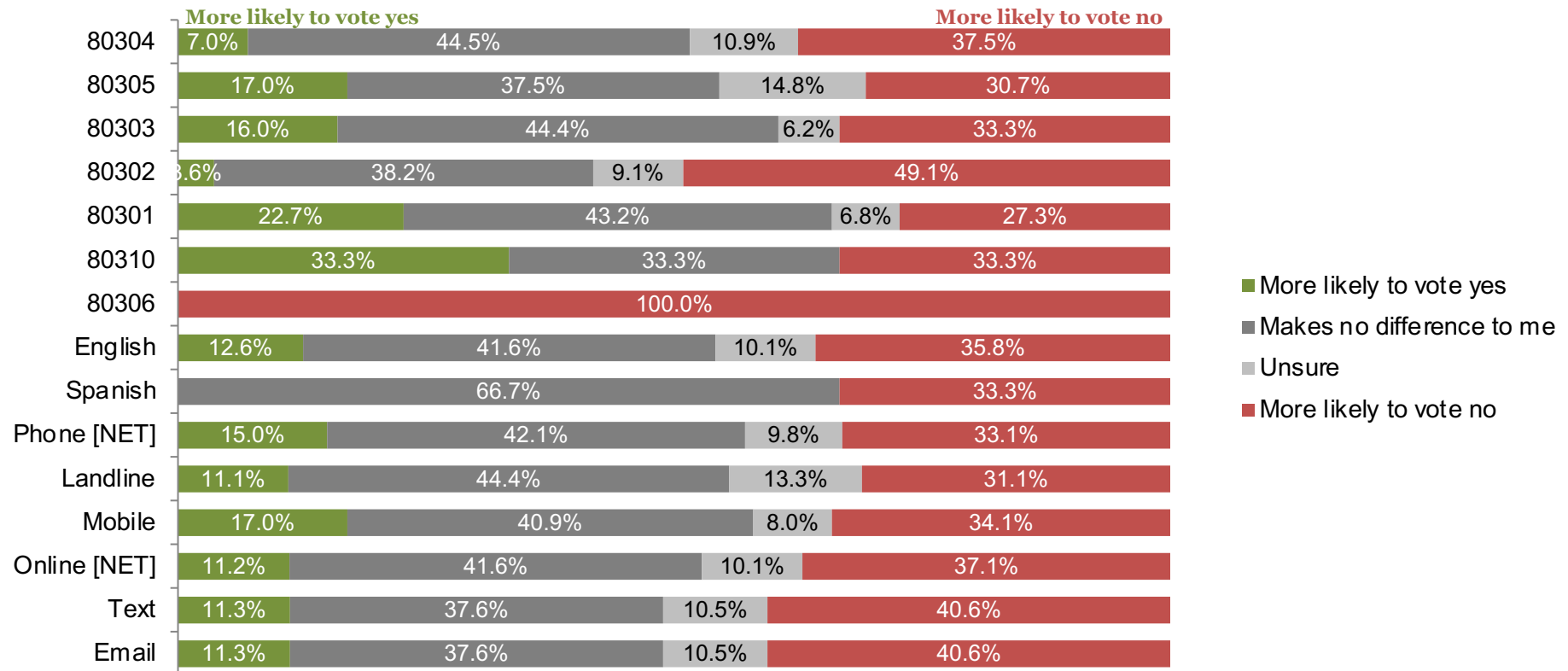
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Results by zip code, survey language, and survey mode

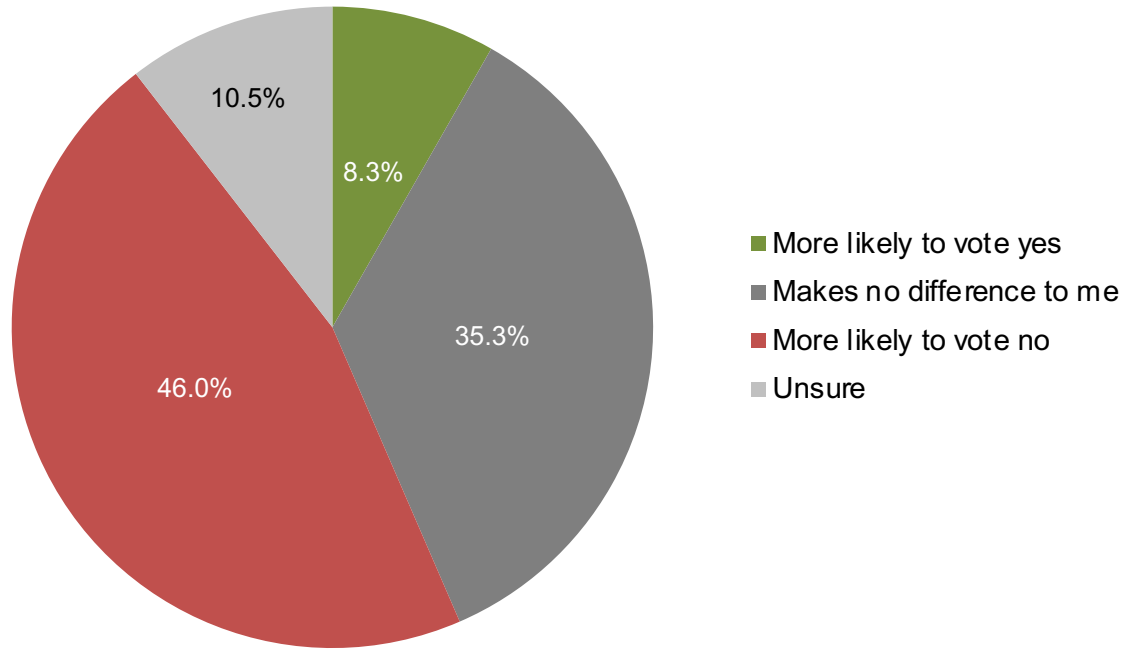
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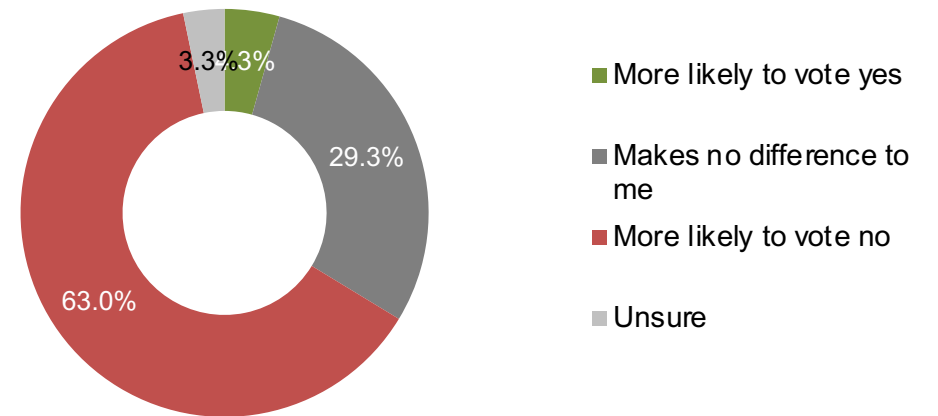
*Smaller sample sizes on crosstabs will have higher variance

46% are more likely to vote no knowing that sales taxes are regressive

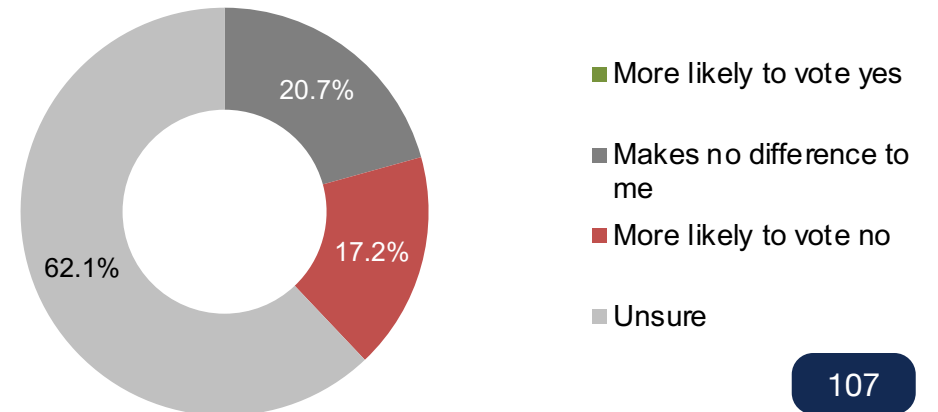
Question 27: Sales taxes are regressive because they hurt low-income families and seniors on fixed incomes the most. Does knowing this make you more likely to vote yes or more likely to vote no on this measure?



Among those who initially voted “no”



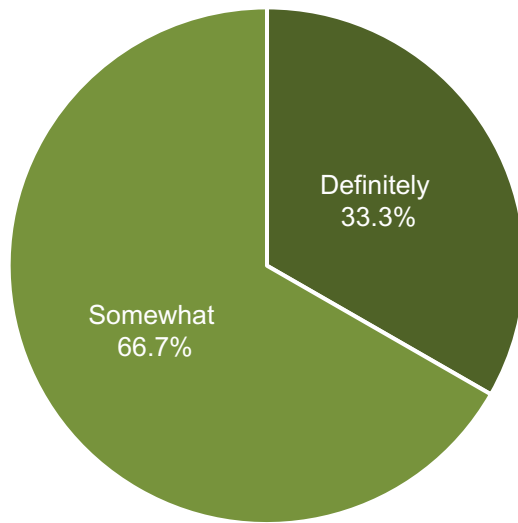
Among those who initially voted “unsure”



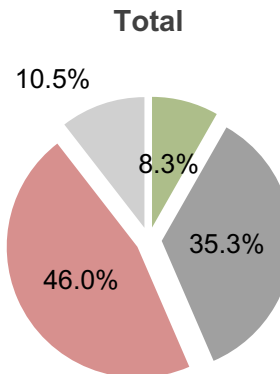
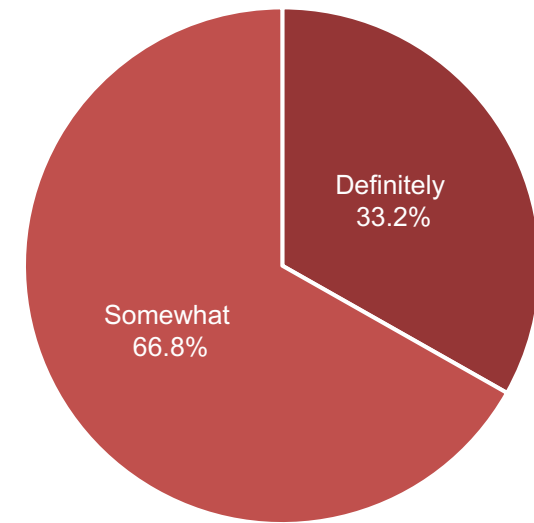
Among those more likely to vote no, 33% are definitely more likely

Question 27: Sales taxes are regressive because they hurt low-income families and seniors on fixed incomes the most. Does knowing this make you more likely to vote yes or more likely to vote no on this measure?

Among those who said more likely to vote yes

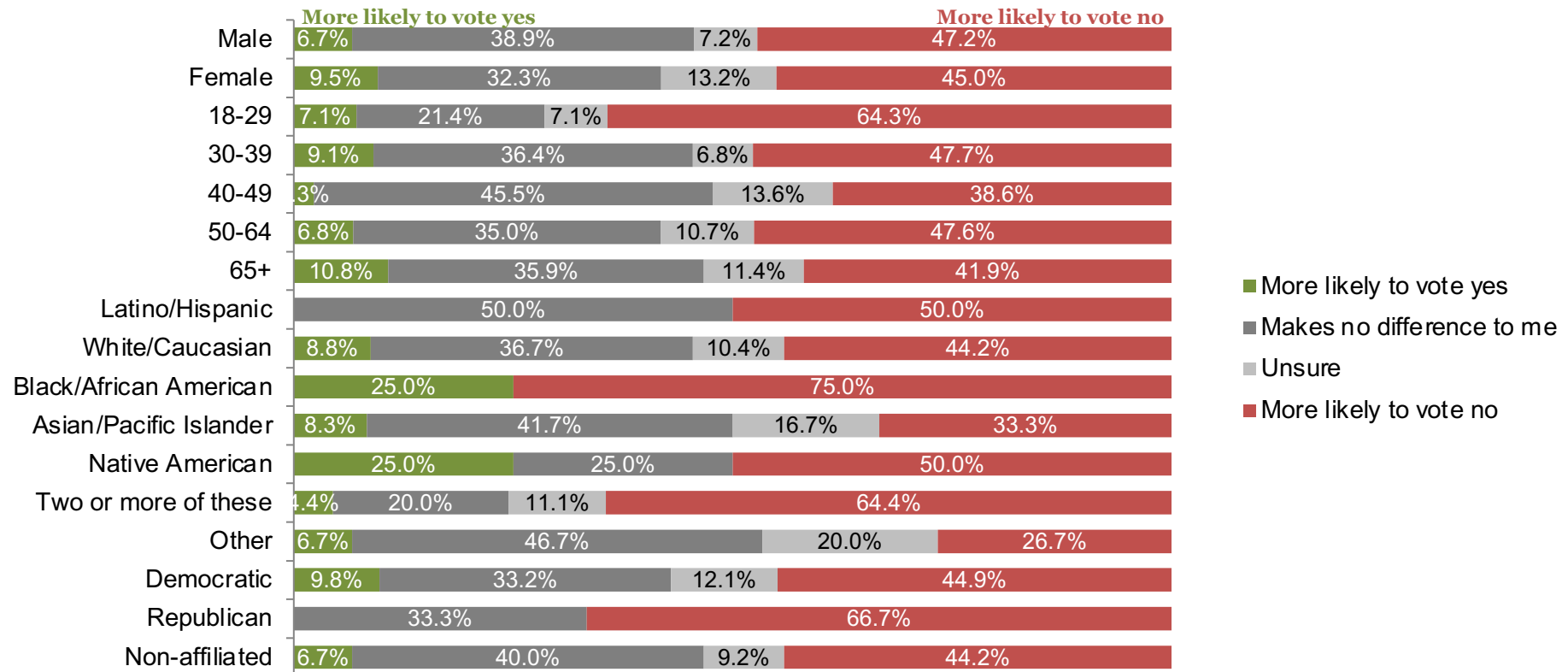


Among those who said more likely to vote no



Results by gender, age, ethnicity, and party

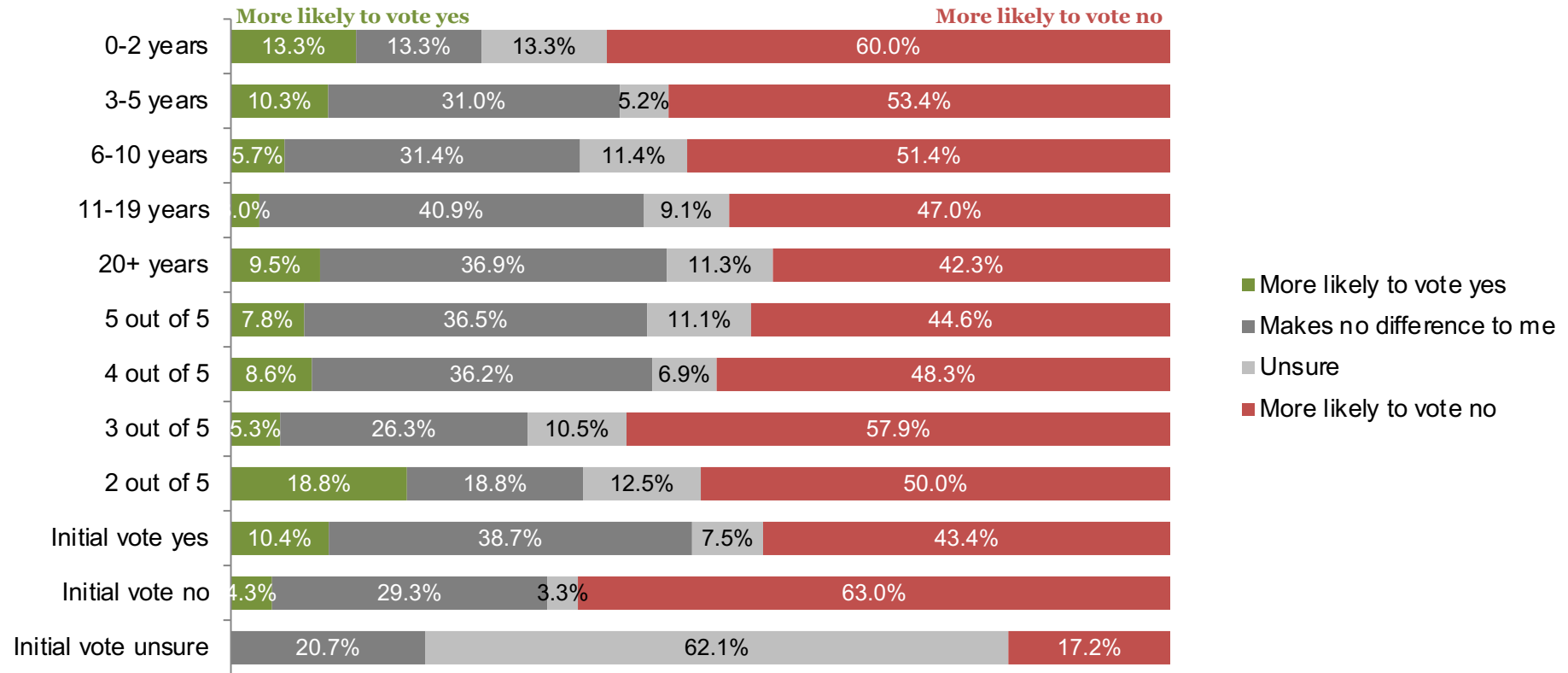
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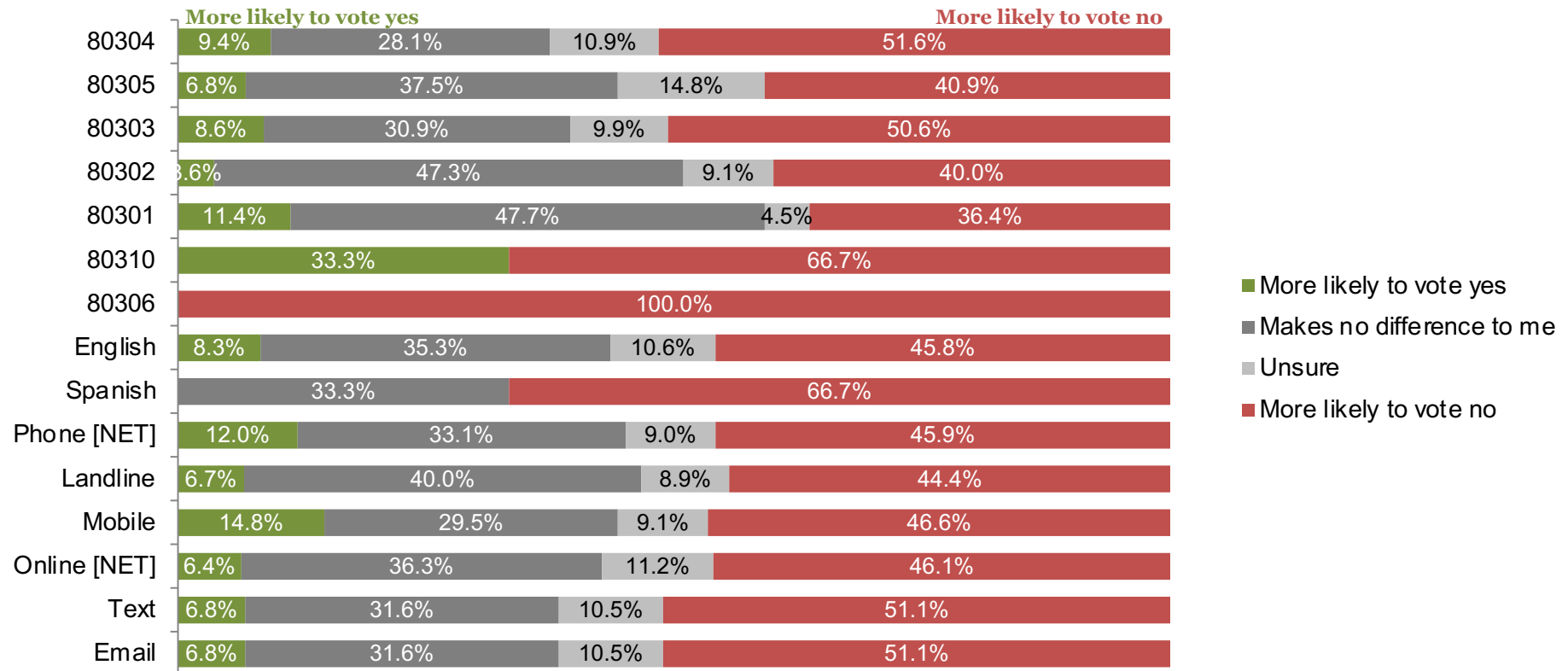
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Results by zip code, survey language, and survey mode

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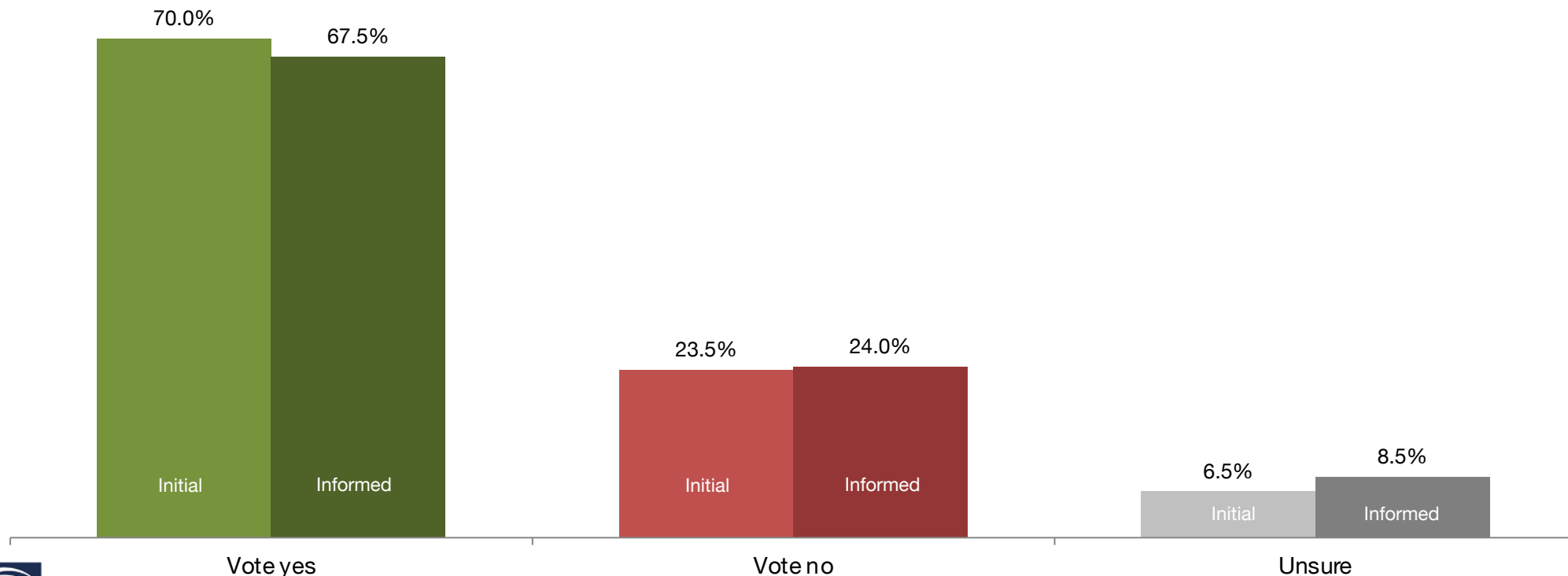


*Smaller sample sizes on crosstabs will have higher variance

Informed vote – 68% of voters would vote yes on extending the sales and use tax

Question 28: Knowing what you know now, how would you vote on the following ballot measure? Without raising current taxes, shall the existing sales and use tax of 0.15%, scheduled to expire December 31, 2024, **be extended to December 31, 2044**, with the revenue from such tax extension and all earnings thereon be used to fund fire and emergency response services, public safety services, homelessness solutions and services, arts and cultural programs, parks and other general government services and in connection therewith, shall the tax revenues and any earnings from the revenues constitute a voter approved revenue change and an exception to the revenue and spending limits of Article X, Section 20 of the Colorado constitution?

[SPLIT SAMPLE A]

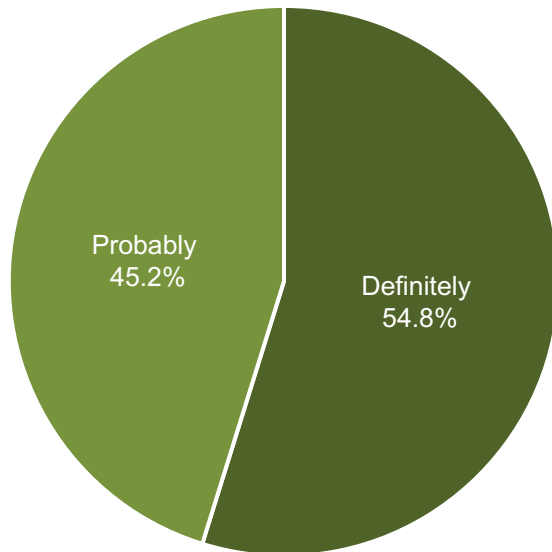


Among those who would vote yes, 55% would definitely likely

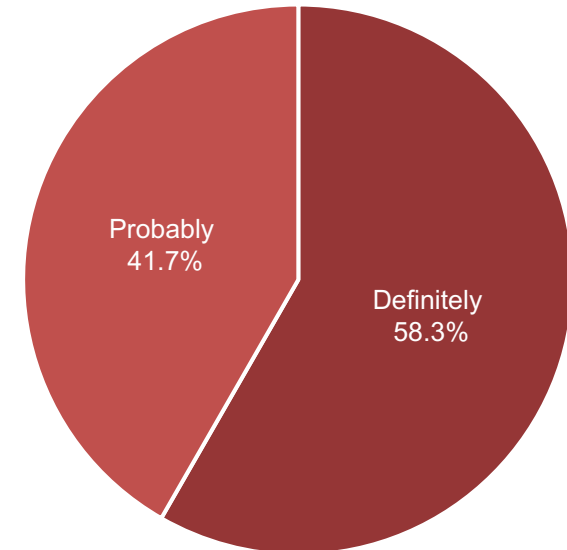
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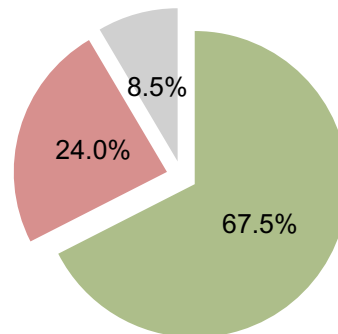
Among those who said vote yes



Among those who said vote no

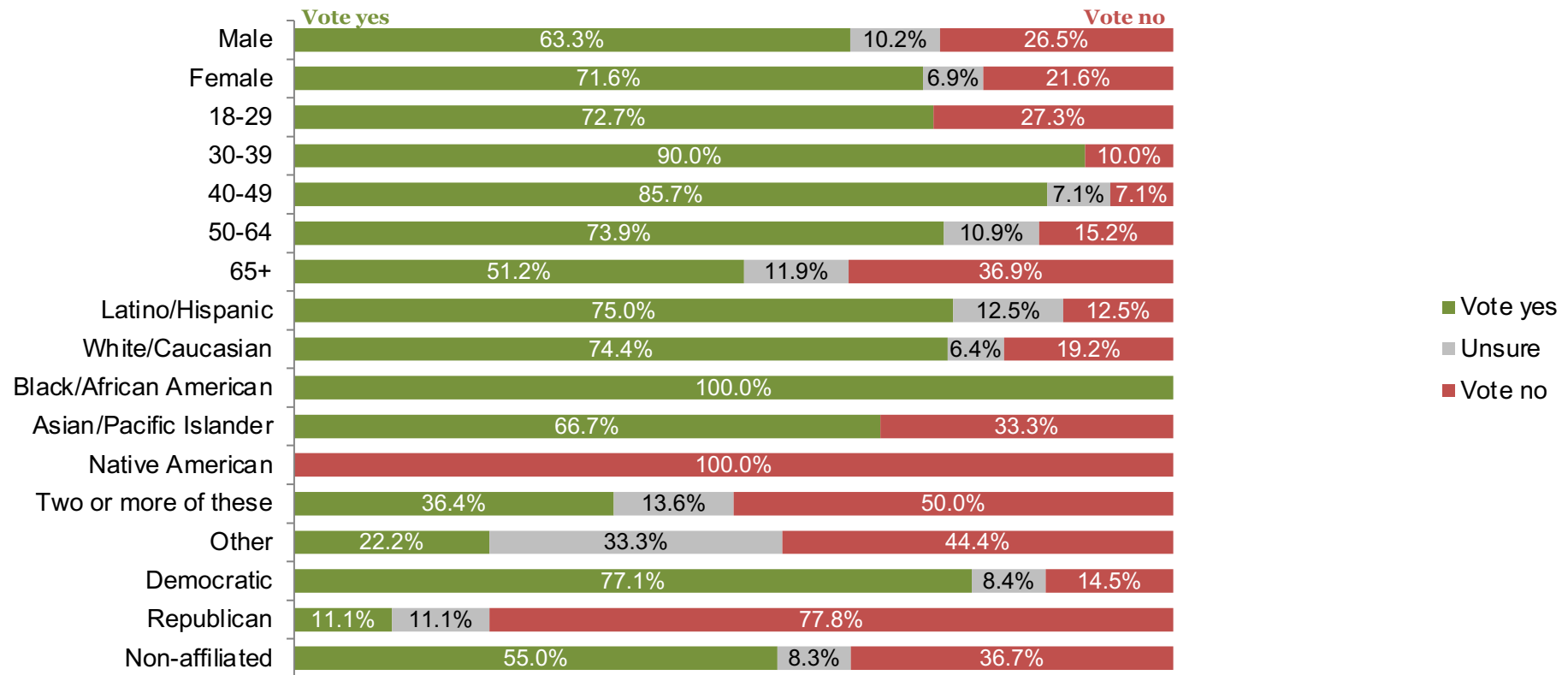


Total



Results by gender, age, ethnicity, and party

Question 28: Knowing what you know now, how would you vote on the following ballot measure? Without raising current taxes, shall the existing sales and use tax of 0.15%, scheduled to expire December 31, 2024, **be extended to December 31, 2044**, with the revenue from such tax extension and all earnings thereon be used to fund fire and emergency response services, public safety services, homelessness solutions and services, arts and cultural programs, parks and other general government services and in connection therewith, shall the tax revenues and any earnings from the revenues constitute a voter approved revenue change and an exception to the revenue and spending limits of Article X, Section 20 of the Colorado constitution?
[SPLIT SAMPLE A]



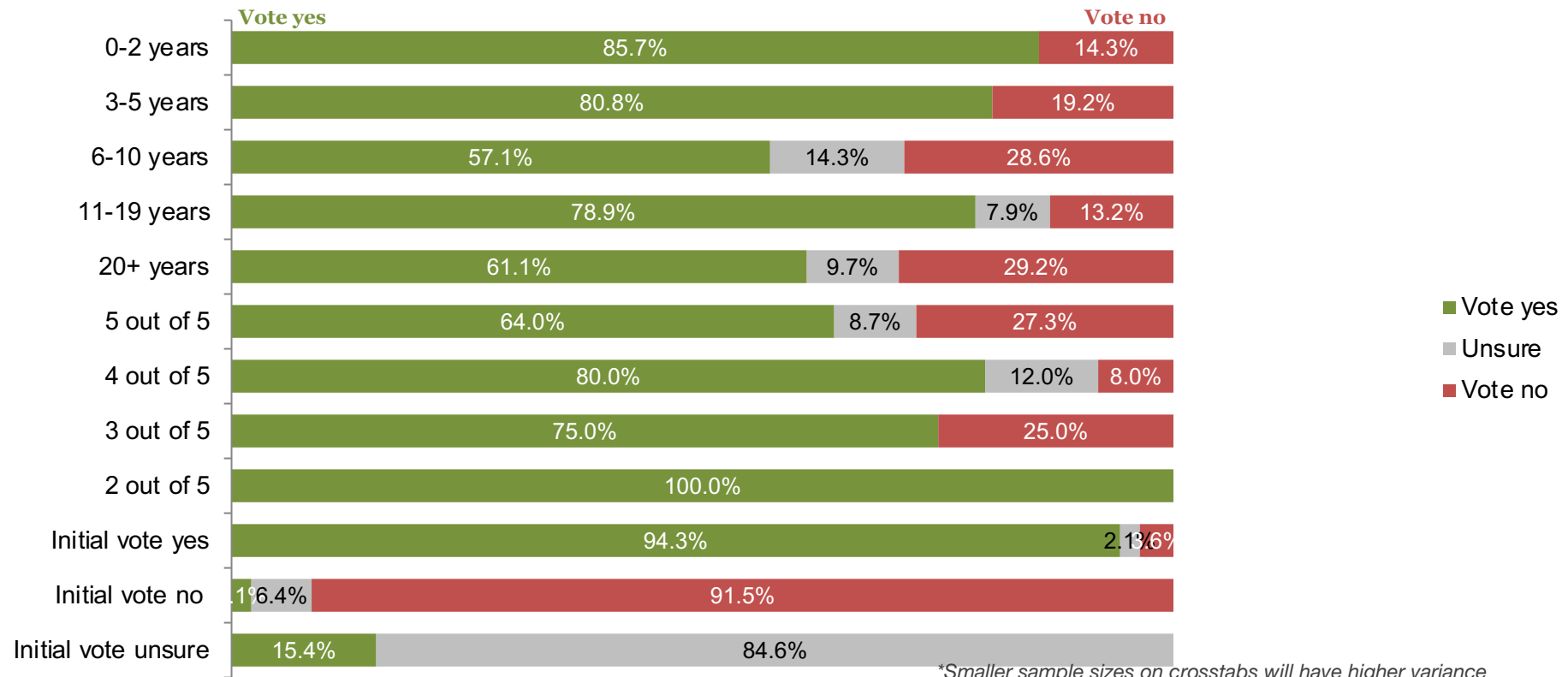
*Smaller sample sizes on crosstabs will have higher variance



Results by years of residency, vote propensity, and initial vote

Question 28: Knowing what you know now, how would you vote on the following ballot measure? Without raising current taxes, shall the existing sales and use tax of 0.15%, scheduled to expire December 31, 2024, **be extended to December 31, 2044**, with the revenue from such tax extension and all earnings thereon be used to fund fire and emergency response services, public safety services, homelessness solutions and services, arts and cultural programs, parks and other general government services and in connection therewith, shall the tax revenues and any earnings from the revenues constitute a voter approved revenue change and an exception to the revenue and spending limits of Article X, Section 20 of the Colorado constitution?

[SPLIT SAMPLE A]



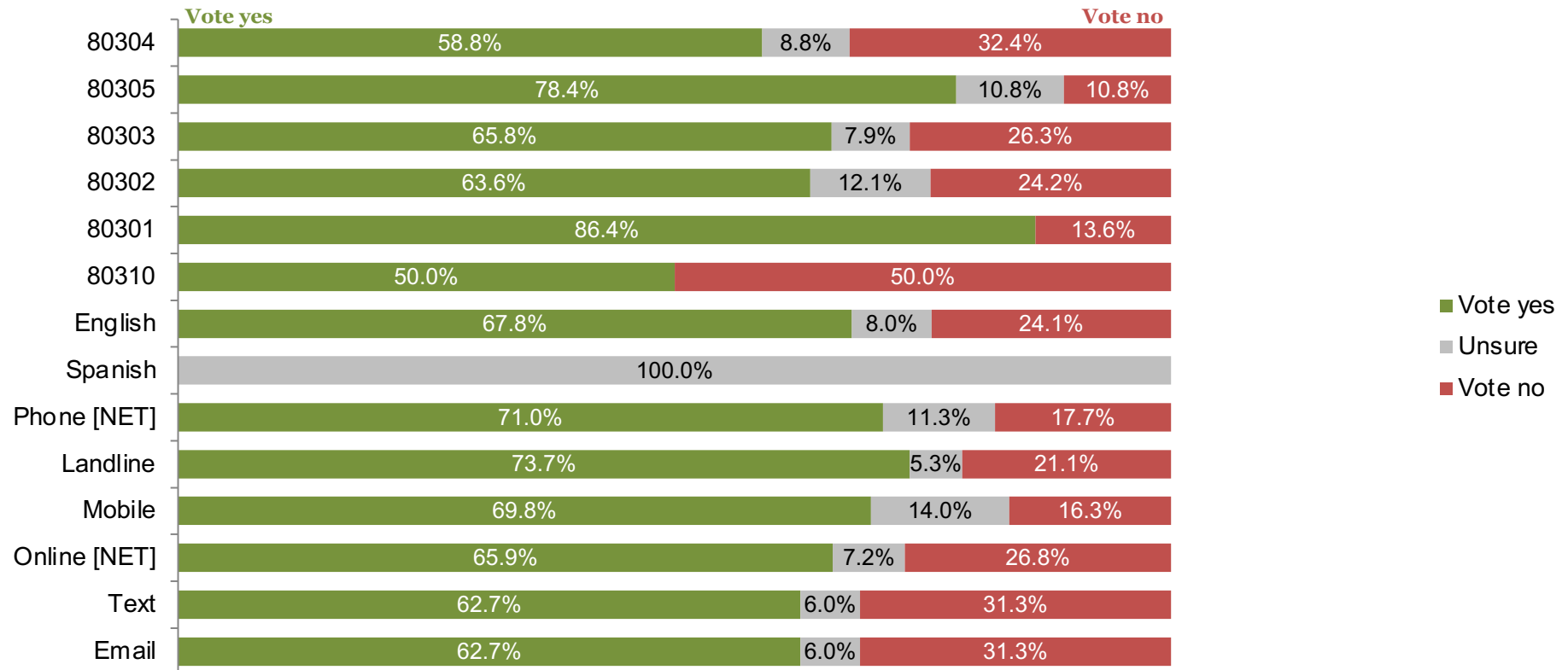
**Smaller sample sizes on crosstabs will have higher variance*



Results by zip code, survey language, and survey mode

Question 28: Knowing what you know now, how would you vote on the following ballot measure? Without raising current taxes, shall the existing sales and use tax of 0.15%, scheduled to expire December 31, 2024, **be extended to December 31, 2044**, with the revenue from such tax extension and all earnings thereon be used to fund fire and emergency response services, public safety services, homelessness solutions and services, arts and cultural programs, parks and other general government services and in connection therewith, shall the tax revenues and any earnings from the revenues constitute a voter approved revenue change and an exception to the revenue and spending limits of Article X, Section 20 of the Colorado constitution?

[SPLIT SAMPLE A]

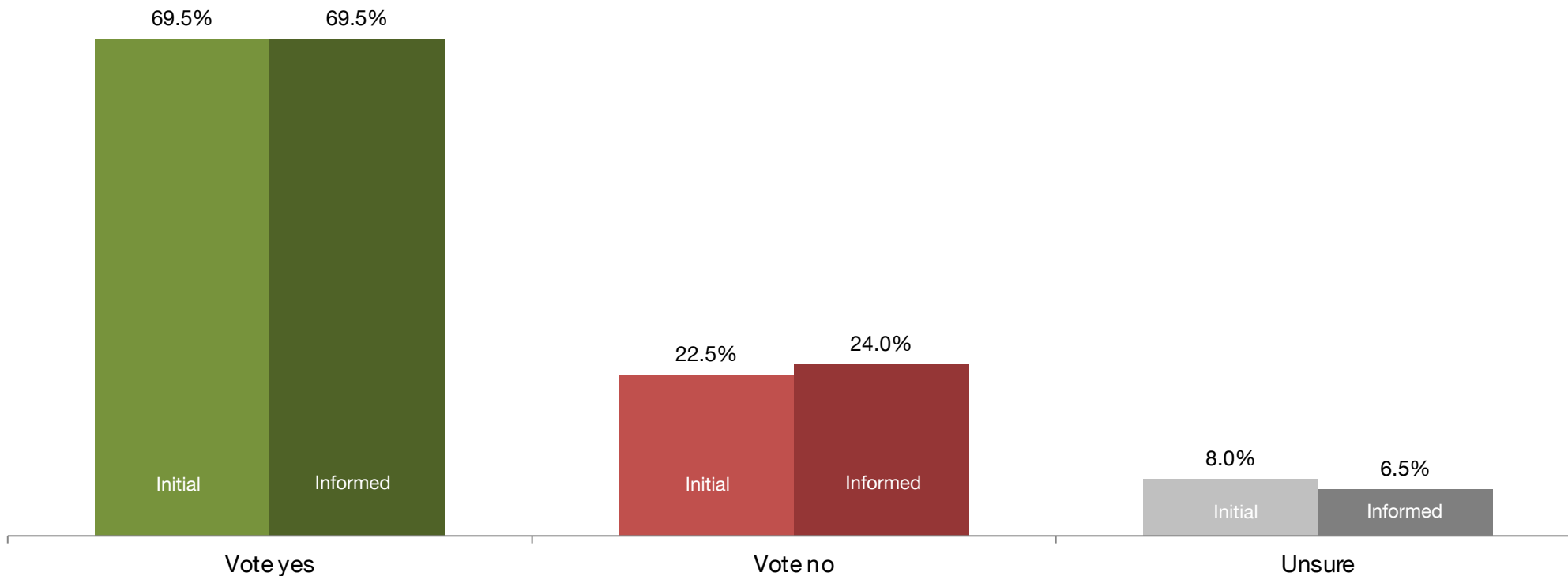


**Smaller sample sizes on crosstabs will have higher variance*



Informed vote – 70% of voters would vote yes on extending the sales and use tax

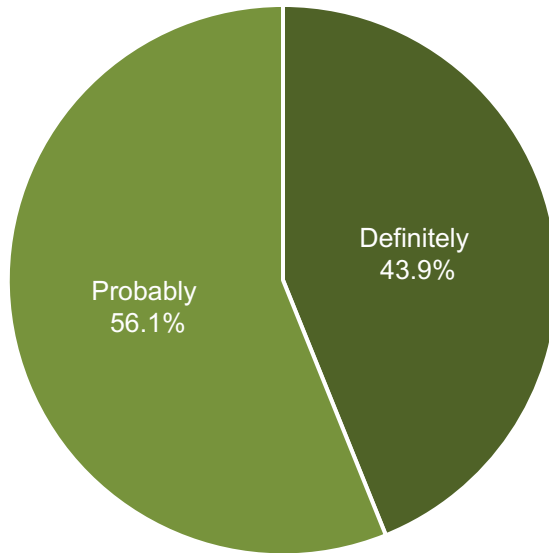
Question 29: Knowing what you know now, how would you vote on the following ballot measure? Without raising current taxes, shall the existing sales and use tax of 0.15%, scheduled to expire December 31, 2024, **be extended until ended by the voters**, with the revenue from such tax extension and all earnings thereon be used to fund fire and emergency response services, public safety services, homelessness solutions and services, arts and cultural programs, parks and other general government services and in connection therewith, shall the tax revenues and any earnings from the revenues constitute a voter approved revenue change and an exception to the revenue and spending limits of Article X, Section 20 of the Colorado constitution?
[SPLIT SAMPLE B]



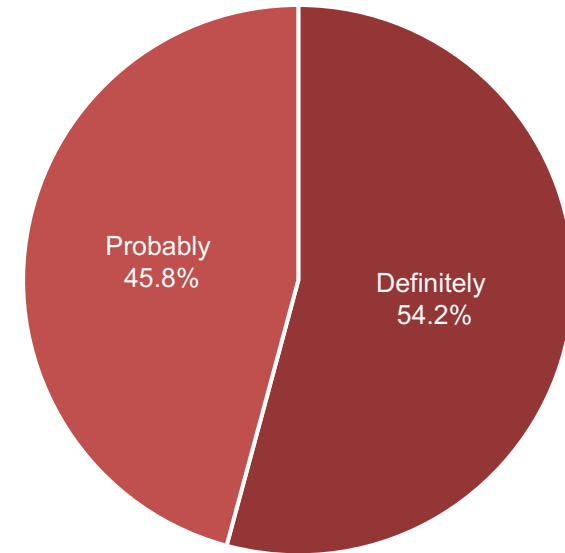
Among those more likely to vote yes, 44% are definitely more likely

Question 29: Knowing what you know now, how would you vote on the following ballot measure? Without raising current taxes, shall the existing sales and use tax of 0.15%, scheduled to expire December 31, 2024, **be extended until ended by the voters**, with the revenue from such tax extension and all earnings thereon be used to fund fire and emergency response services, public safety services, homelessness solutions and services, arts and cultural programs, parks and other general government services and in connection therewith, shall the tax revenues and any earnings from the revenues constitute a voter approved revenue change and an exception to the revenue and spending limits of Article X, Section 20 of the Colorado constitution?
[SPLIT SAMPLE B]

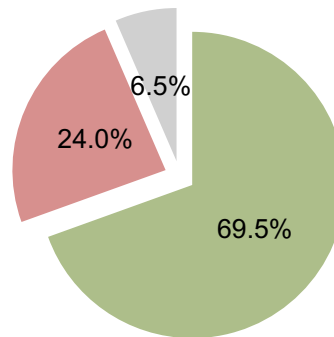
Among those who said vote yes



Among those who said vote no



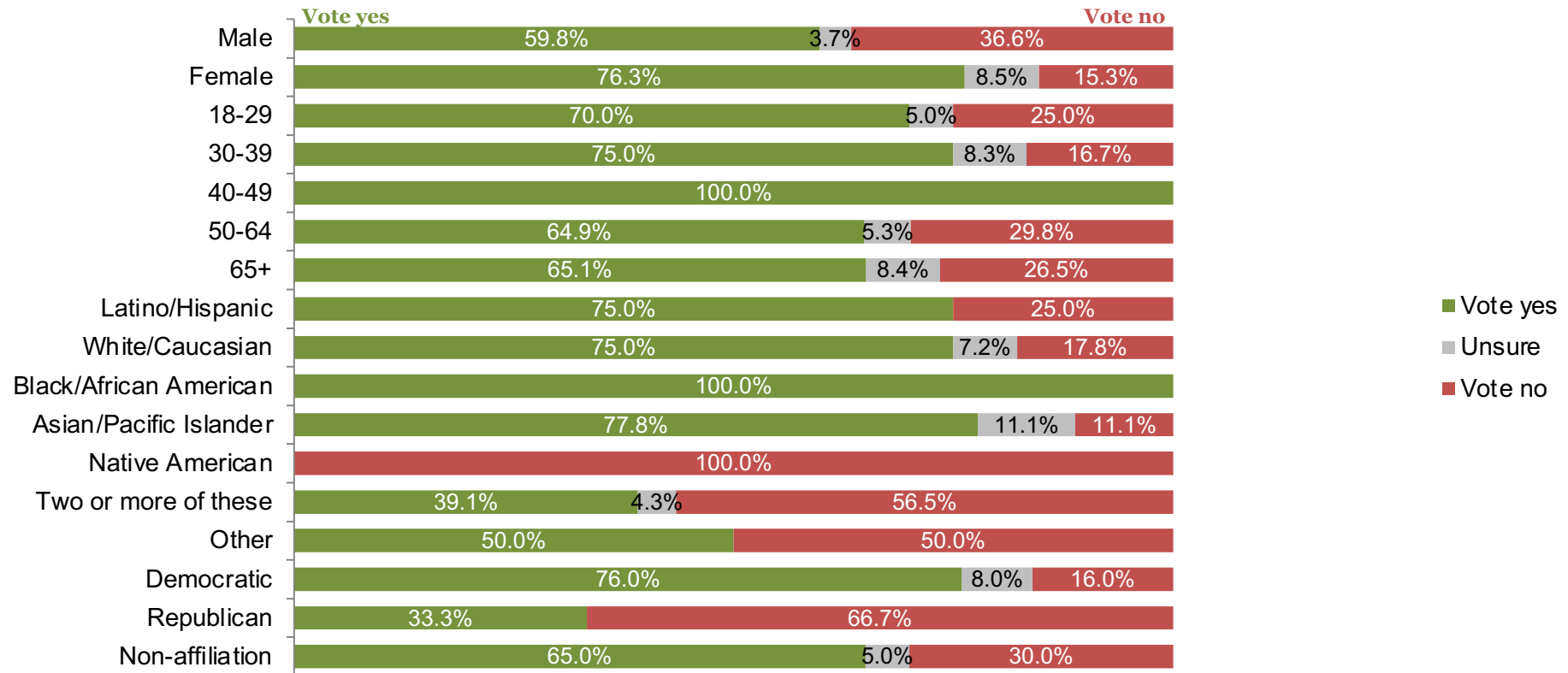
Total



Results by gender, age, ethnicity, and party

Question 29: Knowing what you know now, how would you vote on the following ballot measure? Without raising current taxes, shall the existing sales and use tax of 0.15%, scheduled to expire December 31, 2024, **be extended until ended by the voters**, with the revenue from such tax extension and all earnings thereon be used to fund fire and emergency response services, public safety services, homelessness solutions and services, arts and cultural programs, parks and other general government services and in connection therewith, shall the tax revenues and any earnings from the revenues constitute a voter approved revenue change and an exception to the revenue and spending limits of Article X, Section 20 of the Colorado constitution?

[SPLIT SAMPLE B]

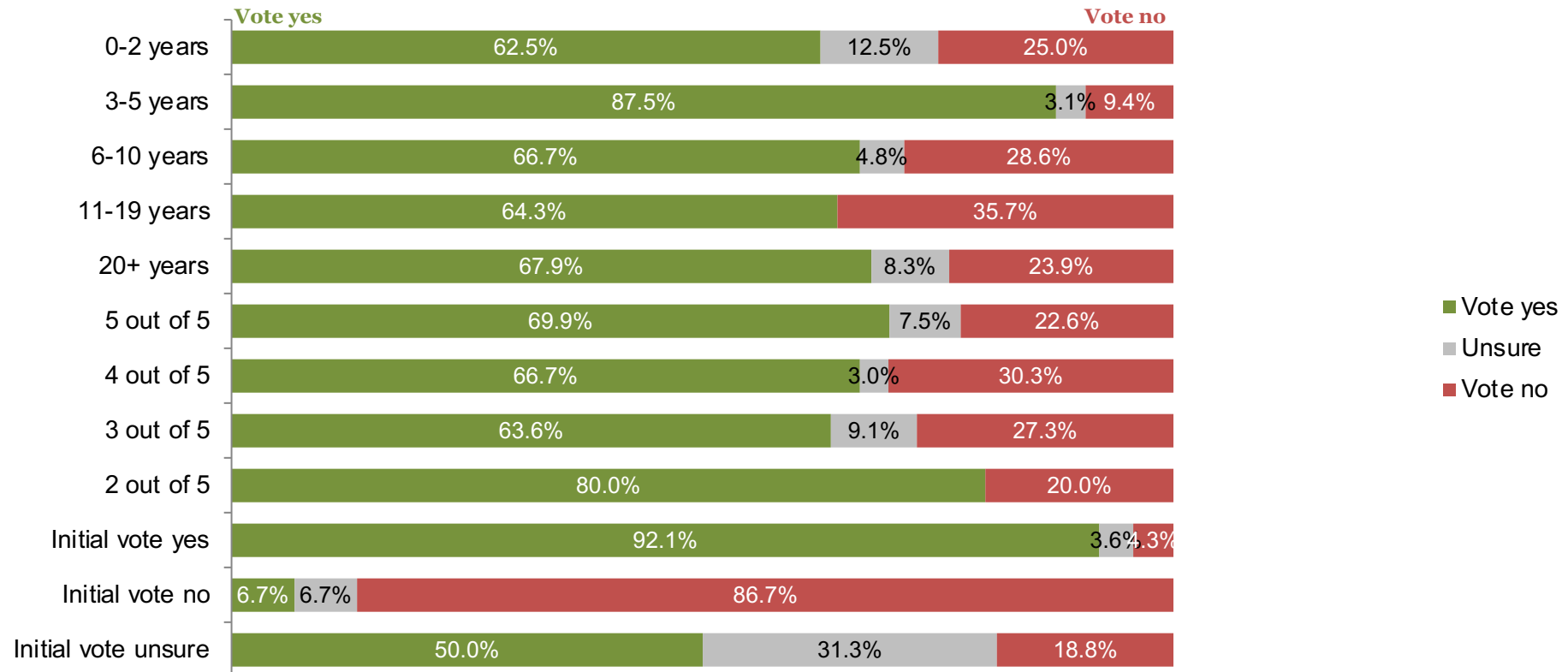


*Smaller sample sizes on crosstabs will have higher variance



Results by years of residency, vote propensity, and initial vote

Question 29: Knowing what you know now, how would you vote on the following ballot measure? Without raising current taxes, shall the existing sales and use tax of 0.15%, scheduled to expire December 31, 2024, **be extended until ended by the voters**, with the revenue from such tax extension and all earnings thereon be used to fund fire and emergency response services, public safety services, homelessness solutions and services, arts and cultural programs, parks and other general government services and in connection therewith, shall the tax revenues and any earnings from the revenues constitute a voter approved revenue change and an exception to the revenue and spending limits of Article X, Section 20 of the Colorado constitution?
[SPLIT SAMPLE B]

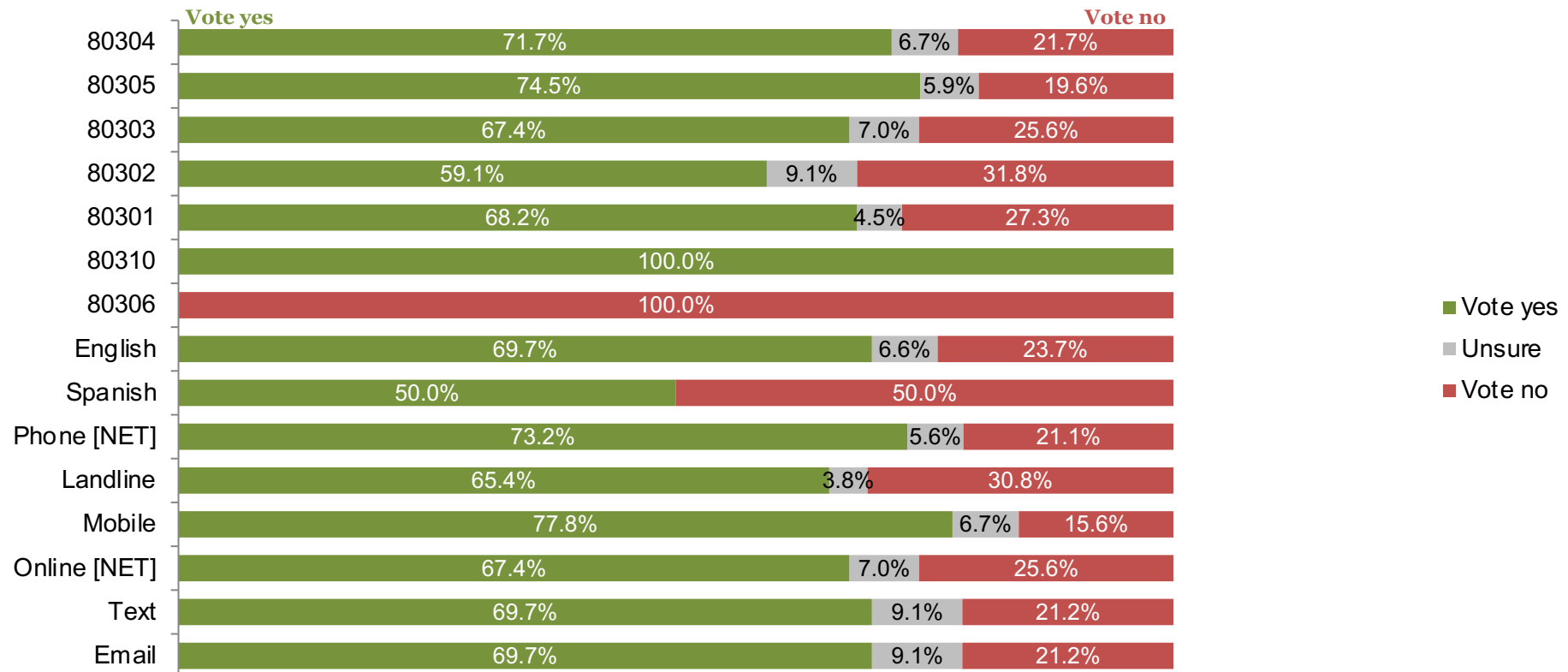


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Results by zip code, survey language, and survey mode

Question 29: Knowing what you know now, how would you vote on the following ballot measure? Without raising current taxes, shall the existing sales and use tax of 0.15%, scheduled to expire December 31, 2024, **be extended until ended by the voters**, with the revenue from such tax extension and all earnings thereon be used to fund fire and emergency response services, public safety services, homelessness solutions and services, arts and cultural programs, parks and other general government services and in connection therewith, shall the tax revenues and any earnings from the revenues constitute a voter approved revenue change and an exception to the revenue and spending limits of Article X, Section 20 of the Colorado constitution?
[SPLIT SAMPLE B]



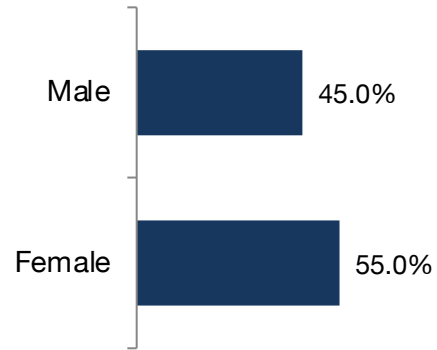
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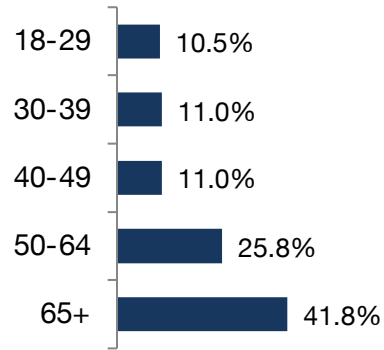
Demographics

Respondent demographics by gender, age group, ethnicity, party preference, survey language, survey mode, vote propensity, and zip code

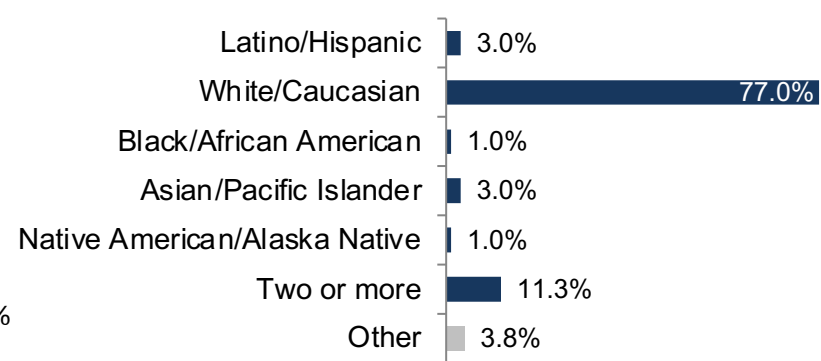
Gender



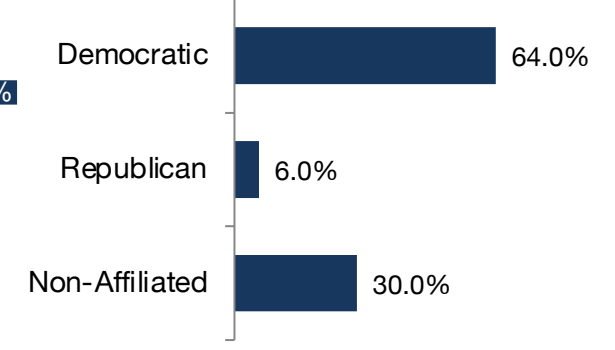
Age Group



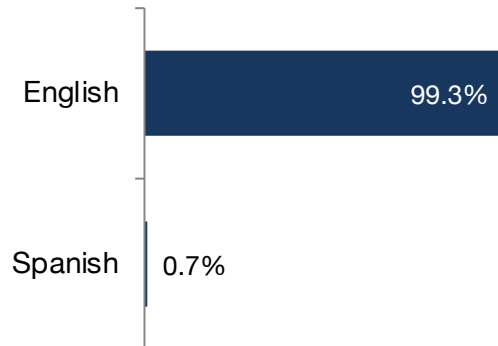
Ethnicity



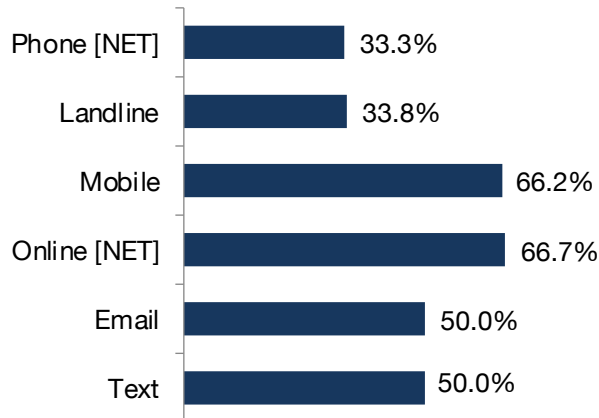
Party Preference



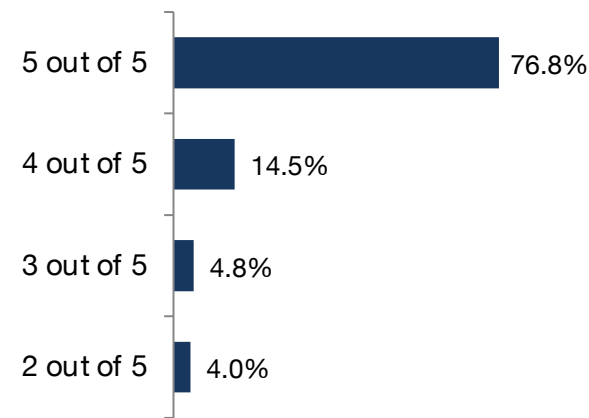
Survey Language



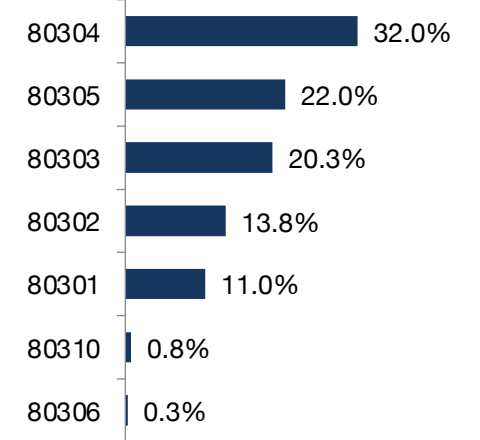
Survey Mode



Vote Propensity



Zip Code



Questions?

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**Opinion Research on
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