

# Colorado Statewide Issues Poll

*Prepared for the* **State Innovation Exchange** *by* **TargetSmart**



# Survey Methodology



TargetSmart designed and administered this multi-modal survey. The survey reached **901** adults, age 18 or older, who indicated they were registered to vote in Colorado. The survey was conducted from August 11 to 17, 2021. The sample was randomly selected from TargetSmart's enhanced voter file.

One hundred fifty respondents (236 weighted) were reached via phone interviews, 548 respondents (451 weighted) completed the survey online and were reached via an email, and 203 (215 weighted) were recruited from Dynata's web panel and matched to TargetSmart's voter file. Ninety-one percent of live phone respondents were reached on a wireless phone. Quotas were assigned to reflect the demographic distribution of **registered Colorado voters**. The data were weighted by gender, age, race from file, party registration, TargetSmart Partisan Score, TargetSmart Midterm General Election Turnout Score, TargetSmart High School Only Score, region by congressional district, and asked 2020 presidential vote to ensure an accurate reflection of the population.

The overall margin of error is **+/- 3.3%**. The margin of error for subgroups is larger and varies. Percentage totals may not add up precisely due to rounding.

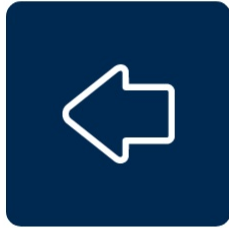


# Key Findings

- The issue environment is diffuse, and majorities of Coloradans are concerned about COVID-19 and its effects, including the Delta variant and rising cases, mental health consequences of the pandemic, and the impact of the pandemic on domestic violence.
- As the Colorado economy continues to recover from the pandemic, this poll shows clearly that Colorado voters have a big appetite for public investment, and most reject regressive austerity policy.
- The poll shows Colorado voters prioritize targeting American Rescue Plan funds instead of distributing the funds equally.
- Colorado voters prioritize investing American Rescue Plan funds in education and infrastructure, and they view a range of public investments as effective ways to improve the economy, including in loans for small businesses, food assistance, mental health care, worker trainings, and community clinics.



# Messaging Recommendations



The strongest progressive messages when it comes to prioritizing ARP funding focus on worker rights, workplace safety, and addressing inequality, while invoking popular ARP investment proposals like affordable child care, access to mental health care, food assistance, education, infrastructure, and aid to small businesses and families.



When it comes to advocating for treating the undocumented, advocates should be aware that pushing specifically for financial relief for them tends to wedge away voters, while a more values-based assertion that they should be treated like the essential, frontline workers they are, regardless of their immigration status, is a more inclusive frame.



# General Outlook

# Coloradans Split on State Direction

Colorado Direction



*Q.5 Generally speaking, do you think that things in Colorado are going in the right direction, or do you feel things have gotten off on the wrong track?*



# Democrats express more optimism than Republicans

State Direction by Key Demographics

	Right direction	Wrong track	Don't know	Right direction - Wrong track
All voters	43%	48%	10%	-5
ID Democrat	74%	16%	10%	+58
ID independent	31%	55%	14%	-24
ID Republican	12%	83%	5%	-72
Rural	31%	64%	6%	-33
Suburban	47%	44%	9%	+2
Urban	46%	42%	12%	+4



# Majority of men say CO is on the wrong track, Hispanic voters are more hopeful

State Direction by Key Demographics

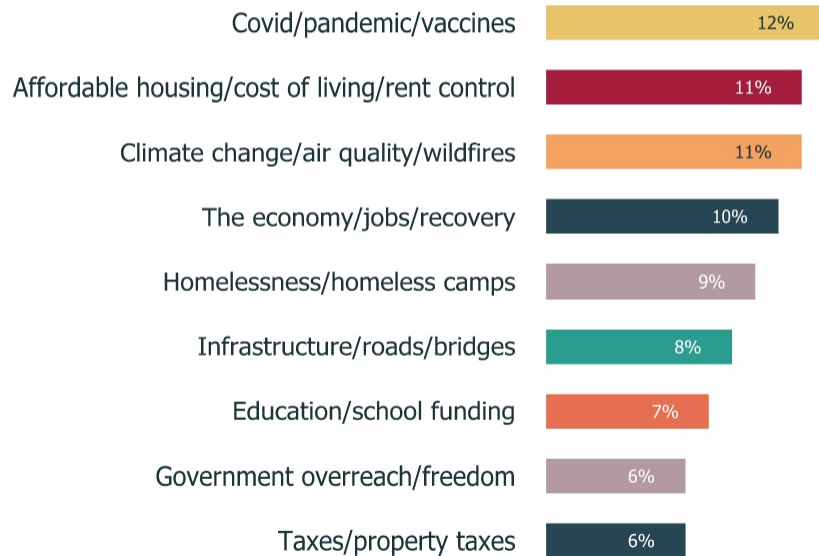
	Right direction	Wrong track	Don't know	Right direction - Wrong track
All voters	43%	48%	10%	-5
Men	36%	57%	7%	-21
Women	50%	38%	12%	+12
White	43%	47%	10%	-4
Hispanic	61%	33%	6%	+28
18-49	48%	42%	10%	+6
50+	37%	55%	8%	-18
College graduate	48%	45%	7%	+4
Non-college	38%	50%	12%	-11





# Diffuse issue environment with COVID-19 toping list of concerns

## Biggest Issues: Top-Tier Mentions



*Q.6 What would you say is the biggest issue in Colorado that you would like the Governor and state government to focus on?*



# Word cloud further illustrates lack of consolidation around issues

Biggest Issues: Word Cloud



# Groups divided on most important issue; nearly 1-in-5 Democrats name climate change

Biggest Issue by Key Demographics

	Covid	Housing	Climate	Economy	Taxes	Freedom/gov't overreach
All voters	12%	11%	11%	10%	6%	6%
ID Democrat	16%	13%	18%	10%	0%	2%
ID independent	11%	10%	7%	12%	7%	7%
ID Republican	8%	8%	4%	8%	13%	12%
Rural	7%	9%	11%	10%	7%	10%
Suburban	15%	11%	8%	10%	6%	6%
Urban	13%	12%	13%	10%	5%	4%
Wrong track	10%	11%	3%	11%	11%	11%
Right direction	16%	9%	17%	8%	1%	3%



# Little consensus on biggest issue across key demographics

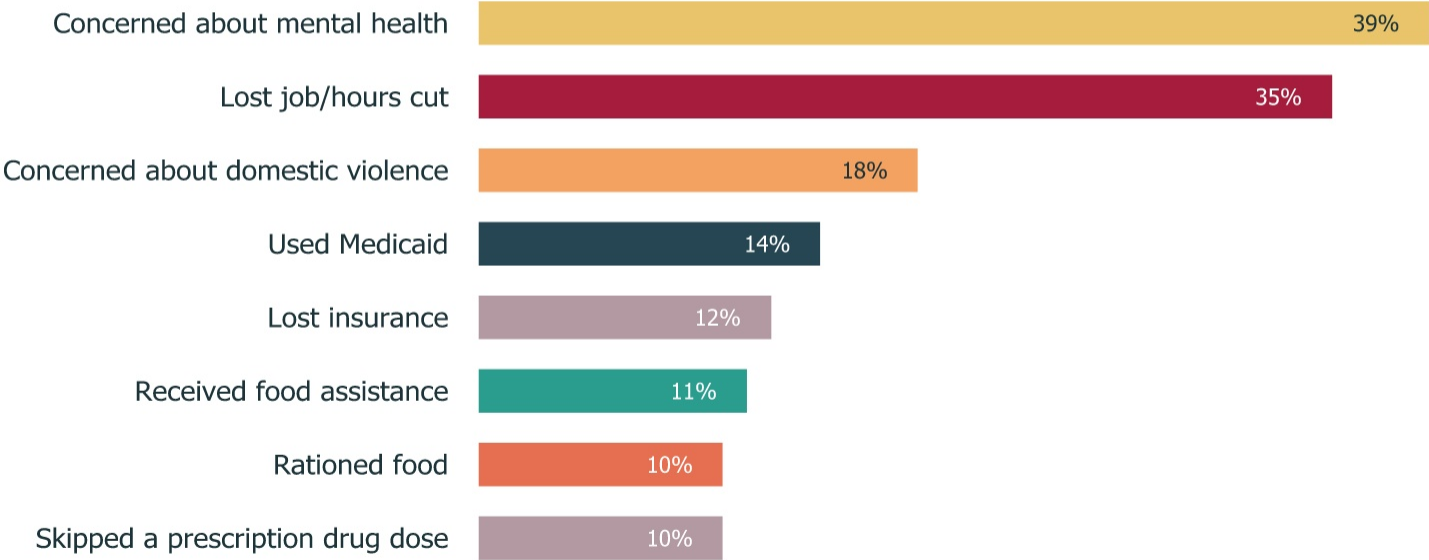
## Biggest Issue by Key Demographics

	Covid	Housing	Climate	Economy	Taxes	Freedom/gov't overreach
All voters	12%	11%	11%	10%	6%	6%
Men	10%	10%	6%	9%	9%	8%
Women	15%	12%	15%	11%	3%	5%
White	12%	12%	12%	10%	7%	5%
Hispanic	15%	11%	7%	8%	4%	7%
18-49	12%	12%	11%	10%	4%	8%
50+	12%	9%	11%	9%	8%	4%
College graduate	14%	9%	13%	9%	7%	6%
Non-college	11%	13%	9%	11%	5%	6%



# Concern about mental health and job loss are most common personal pandemic experiences

Covid Situations: Most Frequent



*Q.7 Next I am going to read you a few situations some Coloradans have found themselves in due to the pandemic. Please tell me whether you or someone in your household has experienced each of the following over the past year.*



# Liberals, young voters, women, college grads, and people of color most concerned about mental health

Groups Most Likely to be Concerned about Mental Health due to Pandemic

Total 39%

- Liberal  
57%
- College Grads 18-49  
53%
- Women of Color  
52%
- White 18-49  
52%
- Larimer County  
51%
- Hispanic 18-49  
50%
- Democrat Women  
50%
- Age 18-49  
50%
- ID Democrat  
49%
- Independent Women  
49%



# Younger women and younger voters of color, in urban and rural communities, most likely to have experienced job loss or hours cut due to pandemic

## Groups Most Impacted by Lost Jobs/Hours Cut Due to Pandemic

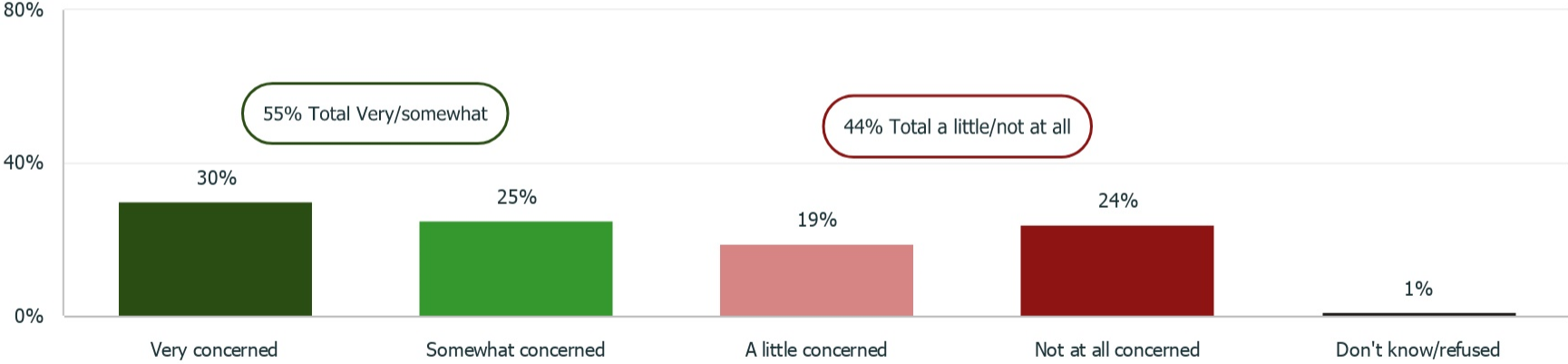
- Top Issue: Affordable Housing  
53%
- Younger Voters of Color  
53%
- Younger Urban  
52%
- Hispanic  
51%
- Age 18-34  
49%
- Younger Rural  
48%
- Urban Non-College  
48%
- Women of Color  
48%
- Women 18-49  
47%

Total 35%



# Slim majority very or somewhat concerned about increasing COVID cases

Concerns about Increasing COVID Cases and the Emergence of the Delta Variant



*Q.8 Would you say you are very concerned, somewhat concerned, a little concerned, or not at all concerned about increasing COVID cases in Colorado and the emergence of the Delta variant?*





# Sharp partisan divide in concern over COVID

Concern About Increasing COVID Cases by Key Demographics

	Very concerned	Somewhat	A little	Not at all
All voters	30%	25%	19%	24%
ID Democrat	52%	34%	10%	4%
ID independent	18%	23%	27%	31%
ID Republican	11%	16%	25%	46%
Rural	27%	17%	22%	34%
Suburban	31%	28%	20%	21%
Urban	32%	27%	17%	23%



# Women and Hispanic voters more concerned about pandemic

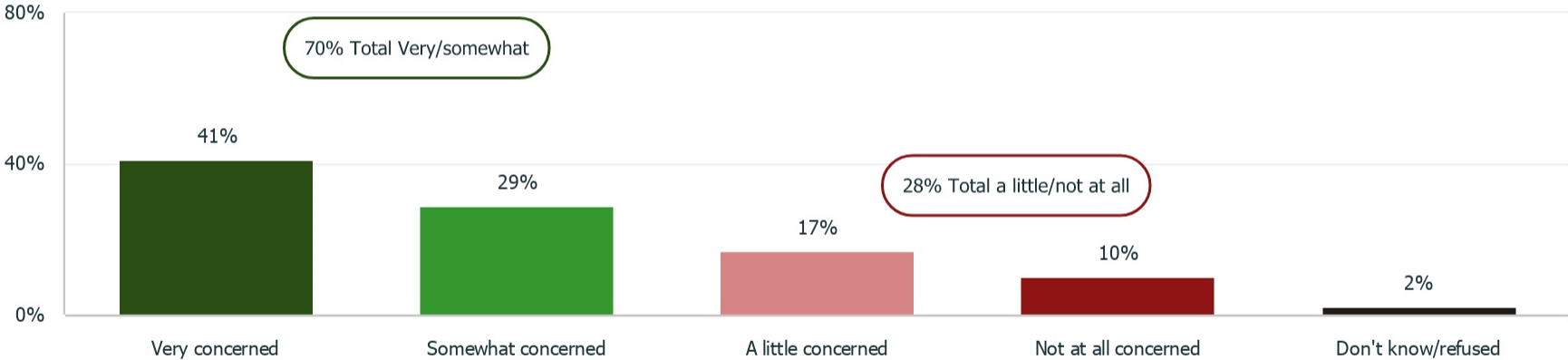
Concern About Increasing COVID Cases by Key Demographics

	Very concerned	Somewhat	A little	Not at all
All voters	30%	25%	19%	24%
Men	19%	26%	20%	33%
Women	41%	24%	18%	16%
White	31%	24%	21%	24%
Hispanic	38%	36%	17%	10%
18-49	28%	30%	20%	21%
50+	33%	18%	18%	29%
College graduate	34%	26%	18%	21%
Non-college	26%	24%	21%	27%



# More than 2-in-3 express concern about pandemic's impact on mental health of Colorado residents

Concerns about Mental Health of Colorado Residents



*Q.9 Would you say you are very concerned, somewhat concerned, a little concerned, or not at all concerned about the impacts the pandemic has had on the mental health of Colorado residents?*



# Democrats, suburban voters, and those who are downbeat about CO's direction most likely to be concerned about pandemic's impact on mental health

Concern about Pandemic Impact on Mental Health by Key Demographics

	Very concerned	Somewhat concerned	A little concerned	Not at all concerned
All voters	41%	29%	17%	10%
ID Democrat	53%	30%	13%	2%
ID independent	38%	32%	18%	10%
ID Republican	28%	26%	24%	21%
Rural	41%	25%	20%	14%
Suburban	44%	29%	17%	7%
Urban	39%	31%	16%	11%
Wrong track	48%	32%	14%	3%
Right direction	35%	26%	20%	17%



# More than 1-in-2 Hispanic voters *very* concerned about mental health

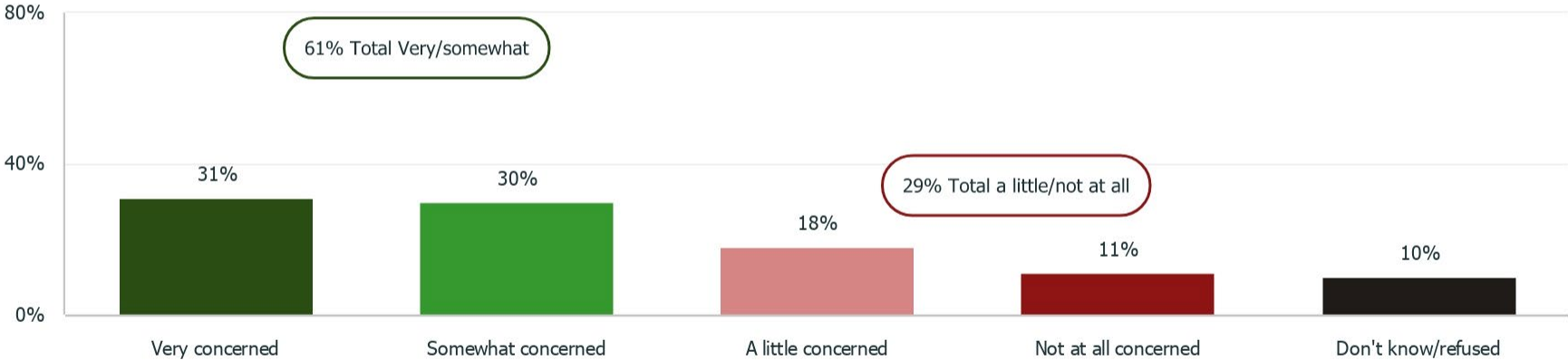
Concern about Pandemic Impact on Mental Health by Key Demographics

	Very concerned	Somewhat concerned	A little concerned	Not at all concerned
All voters	41%	29%	17%	10%
Men	34%	28%	20%	15%
Women	48%	30%	15%	6%
White	38%	30%	20%	10%
Hispanic	53%	24%	12%	7%
18-49	49%	30%	13%	6%
50+	32%	29%	23%	15%
College graduate	42%	32%	17%	8%
Non-college	40%	27%	18%	12%



# Majority concerned about the impacts the pandemic has had on domestic violence in Colorado

Concerns about Domestic Violence in Colorado



*Q.10 And would you say you are very concerned, somewhat concerned, a little concerned, or not at all concerned about the impacts the pandemic has had on incidents of domestic violence in Colorado?*



# 3-in-4 Democrats concerned about pandemic's impact on domestic violence

Concern about Domestic Violence by Key Demographics

	Very concerned	Somewhat concerned	A little concerned	Not at all concerned
All voters	31%	30%	18%	11%
ID Democrat	40%	35%	13%	4%
ID independent	31%	27%	17%	12%
ID Republican	21%	25%	26%	20%
Rural	30%	24%	20%	15%
Suburban	30%	33%	16%	9%
Urban	33%	29%	18%	12%



# Women, younger voters, Hispanic voters, and college graduates most likely to be concerned about COVID's impact on domestic violence

Concern about Domestic Violence by Key Demographics

	Very concerned	Somewhat concerned	A little concerned	Not at all concerned
All voters	31%	30%	18%	11%
Men	23%	29%	21%	16%
Women	39%	30%	16%	7%
White	29%	30%	21%	11%
Hispanic	37%	30%	18%	7%
18-49	36%	30%	16%	8%
50+	25%	29%	20%	15%
College graduate	33%	32%	17%	9%
Non-college	29%	28%	20%	14%



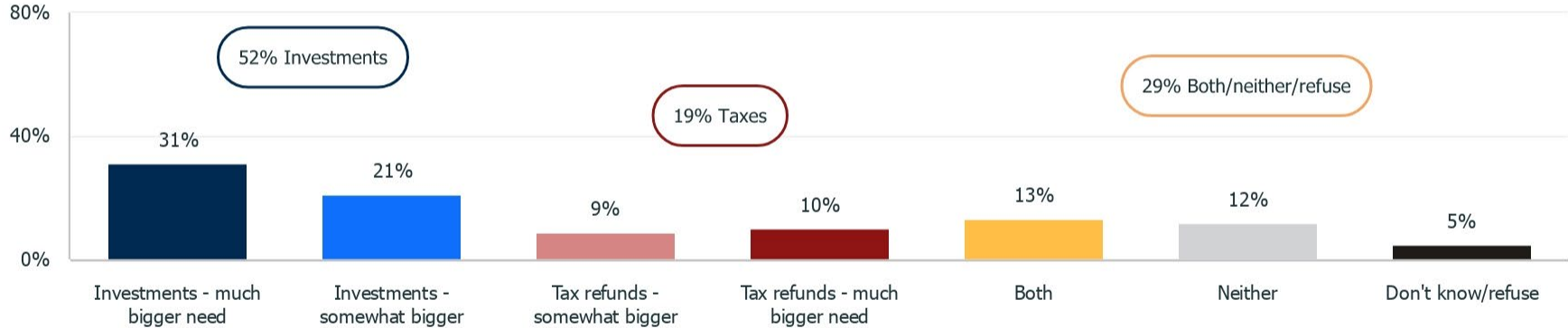


# Public Investment and Revenue

# Voters prefer investment to tax refunds by more than 2-to-1 margin

Among those who picked investments or tax refunds, 73% chose investment and 27% chose refunds.

### Investments vs. Tax Refunds



Q.12 And what would you say is a bigger need right now for the state of Colorado -- investments in infrastructure, education, and health care OR across the board tax refunds?



# Democrats broadly support investment

Investment vs. Tax Refund by Key Demographics

	Investments	Tax refunds	Both	Neither
All voters	52%	19%	13%	12%
ID Democrat	76%	11%	10%	2%
ID independent	37%	26%	16%	13%
ID Republican	32%	24%	15%	23%
Rural	44%	20%	10%	18%
Suburban	52%	18%	16%	10%
Urban	55%	19%	13%	9%



# Women, Hispanic voters, younger voters, and college grads most likely to support investment

Investment vs. Tax Refund by Key Demographics

	Investments	Tax refunds	Both	Neither
All voters	52%	19%	13%	12%
Men	47%	22%	12%	16%
Women	56%	16%	14%	7%
White	50%	18%	15%	12%
Hispanic	71%	20%	4%	2%
18-49	60%	22%	9%	6%
50+	41%	16%	19%	18%
College graduate	57%	17%	11%	12%
Non-college	47%	22%	15%	10%

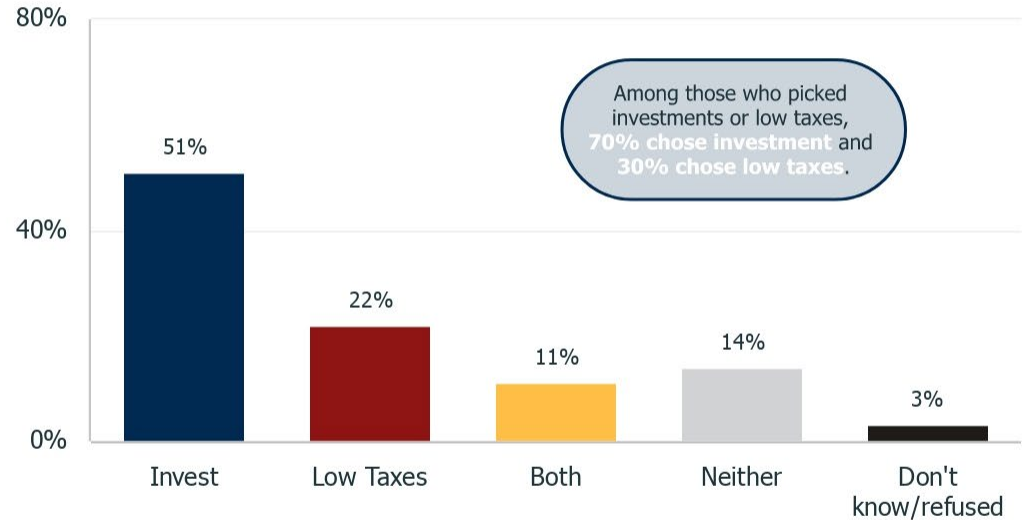


# Majority prefer investment to keeping taxes low

*INVEST: State government in Colorado should invest more in the state and its residents, ensuring they are safe, healthy, and economically secure, even if it means the wealthy and large corporations have to contribute more in taxes.*

*LOW TAXES: State government in Colorado should keep taxes low, even if it means cutting funding for education, infrastructure, housing, and health care.*

Invest vs. Taxes



Q.11 Which of these statements comes closer to your own view, even if neither of them is exactly right?



# Democrats prefer investment, question divides Republicans

Investment vs Low Taxes by Key Demographics

	Invest	Low taxes	Both	Neither
All voters	51%	22%	11%	14%
ID Democrat	81%	8%	8%	3%
ID independent	40%	23%	10%	21%
ID Republican	19%	39%	16%	23%
Rural	42%	24%	14%	17%
Suburban	48%	20%	11%	18%
Urban	57%	22%	9%	9%



# Voters across the demographic spectrum prefer investment over austerity

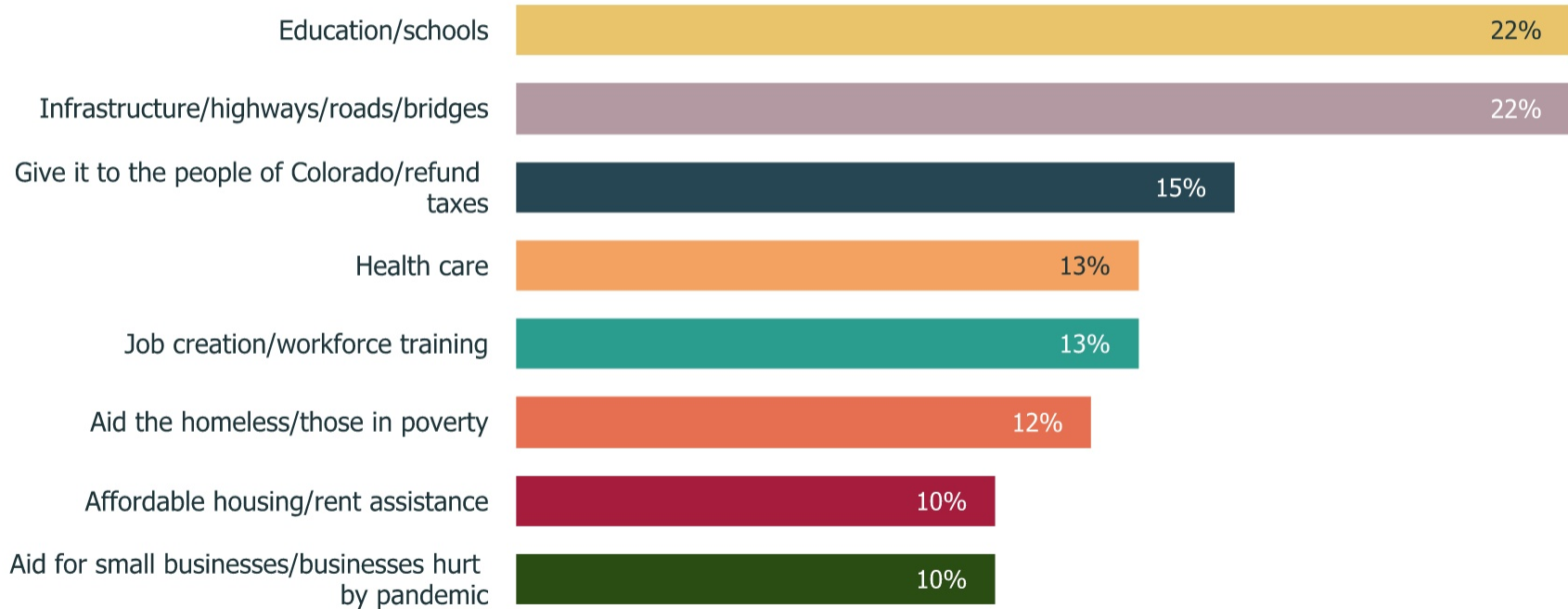
Investment vs Low Taxes by Key Demographics

	Invest	Low taxes	Both	Neither
All voters	51%	22%	11%	14%
Men	42%	30%	11%	15%
Women	60%	14%	11%	12%
White	50%	21%	12%	14%
Hispanic	65%	22%	6%	6%
18-49	58%	20%	8%	10%
50+	41%	24%	14%	18%
College graduate	53%	24%	7%	13%
Non-college	49%	19%	14%	14%



# Education, infrastructure top voters' ARP priorities

How Colorado Should Use American Rescue Plan Money: Top-Tier Mentions



*Q.13 As you may know, in response to the COVID-19 pandemic, the United States Congress passed, and President Biden signed into law, the American Rescue Plan. The state of Colorado has received \$3.8 billion in federal funding as part of the American Rescue Plan. In your own words, how do you think the state of Colorado should use this federal funding?*





# Education and infrastructure terms pop in ARP funding word cloud

How Colorado Should Use American Rescue Plan Money: Word Clouds



# Bipartisan, cross-regional support for investment in education and infrastructure

How Colorado Should Use American Rescue Plan Money by Party ID and Urbanicity



**Democrats**  
Education - 30%  
Infrastructure - 20%  
Health care - 18%



**Rural**  
Refund taxes - 19%  
Infrastructure - 18%  
Education - 17%



**Independents**  
Education - 20%  
Infrastructure - 20%  
Refund taxes - 20%



**Suburban**  
Education - 23%  
Infrastructure - 21%  
Health care - 16%



**Republicans**  
Infrastructure - 26%  
Refund taxes - 19%  
Education - 15%



**Urban**  
Education - 24%  
Infrastructure - 24%  
Refund taxes - 15%



# Cross-demographic support for investment in education with ARP funds; white men most likely to prioritize infrastructure

How Colorado Should Use American Rescue Plan Money by Gender and Race



Men

Infrastructure - 28%  
Education - 19%  
Refund taxes - 14%



Women

Education - 25%  
Refund taxes - 16%  
Health care - 16%



White

Infrastructure - 24%  
Education - 21%  
Refund taxes - 14%



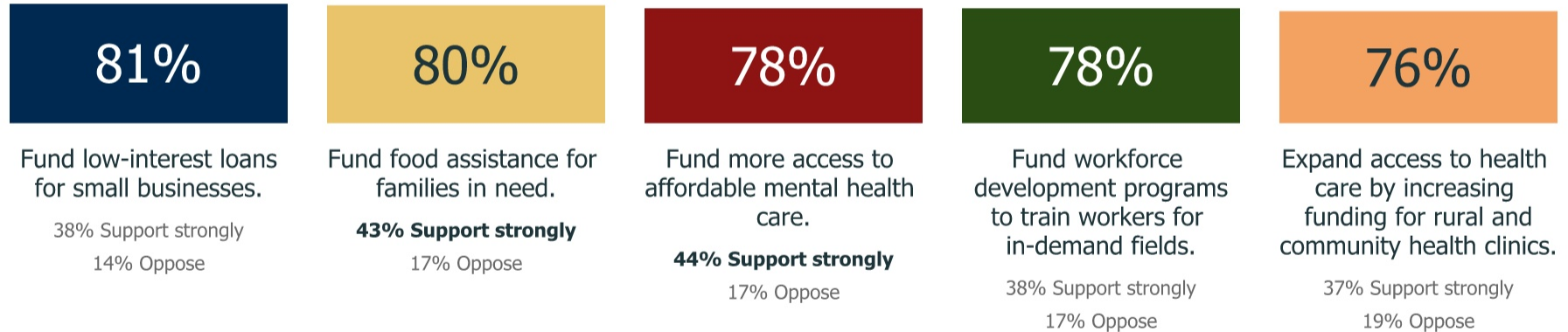
Hispanic

Education - 28%  
Refund taxes - 18%  
Job creation - 15%



# ARP funding priorities with most widespread appeal; most intensity of support emerges around food assistance and mental health access

Funding Priorities, Most Consensus: % Total Support

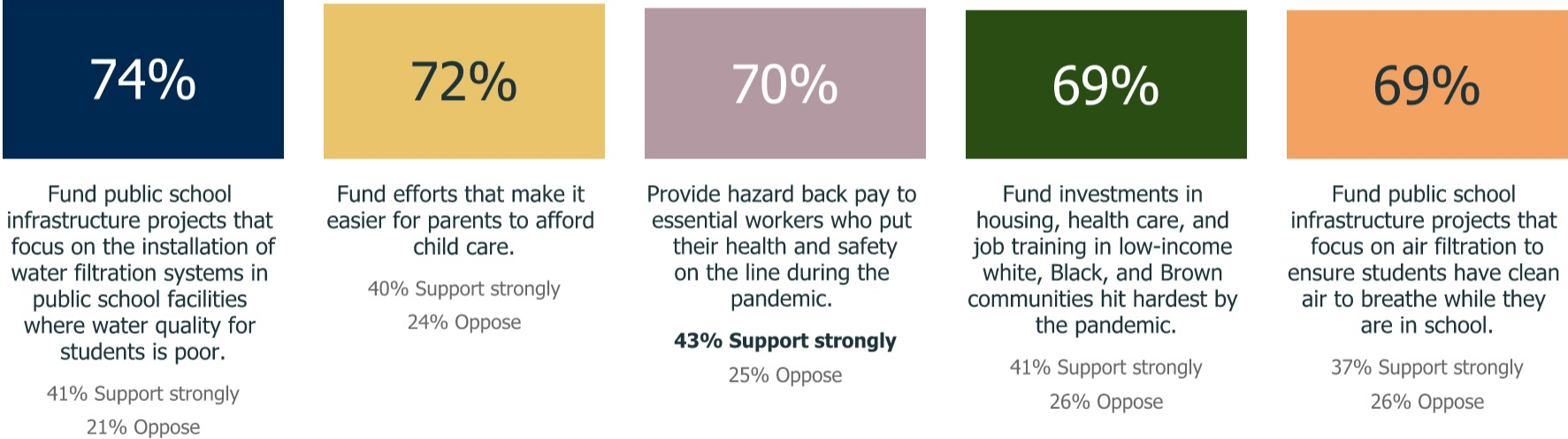


*Q.15 OK, now I am going to ask you about several ways the state of Colorado can use the federal funding from the American Rescue Plan. Please tell me whether you support or oppose each of these proposals for using American Rescue Plan funding.*



# Other ARP priorities garner support from 7-in-10 Colorado voters with hazard back pay for essential workers resonating with intensity

Funding Priorities, Second Tier: % Total Support

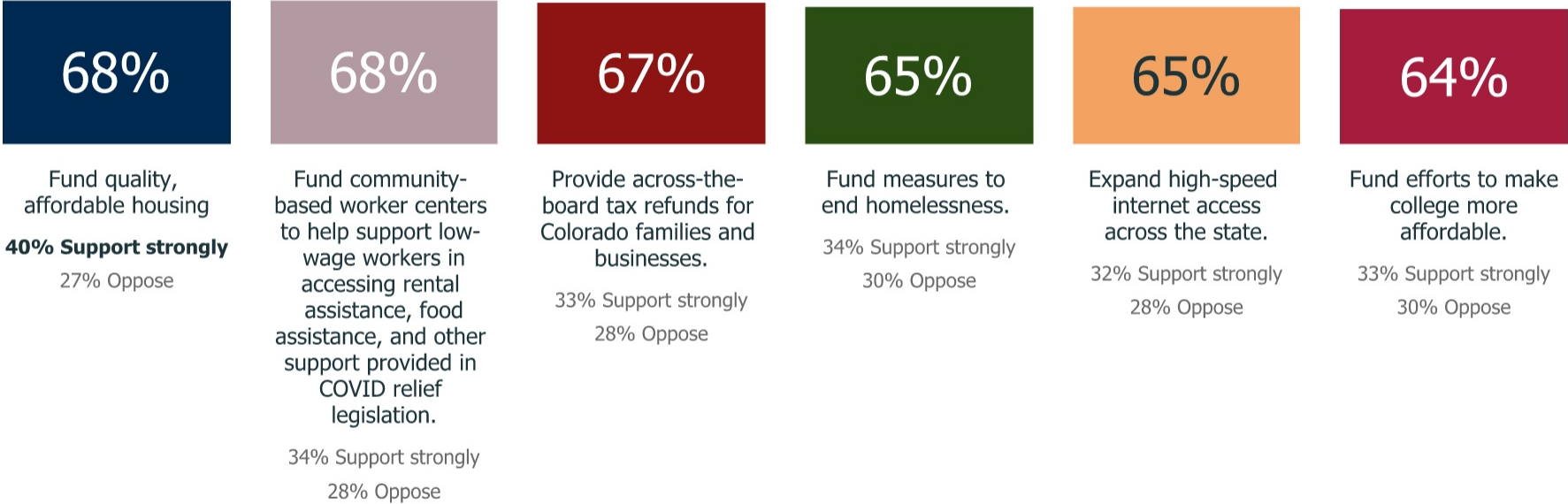


*Q.15 OK, now I am going to ask you about several ways the state of Colorado can use the federal funding from the American Rescue Plan. Please tell me whether you support or oppose each of these proposals for using American Rescue Plan funding.*



# Third tier priorities for ARP funds still supported by 2-in-3 Colorado voters

Funding Priorities, Third Tier: % Total Support



*Q.15 OK, now I am going to ask you about several ways the state of Colorado can use the federal funding from the American Rescue Plan. Please tell me whether you support or oppose each of these proposals for using American Rescue Plan funding.*



# Support for small businesses, food assistance, mental health care are priorities that transcend party and community

Highest Priority for Funding by Party ID and Urbanicity



## Democrats

94% Food assistance  
93% Job loss  
92% mental health care/child care/affordable housing/worker centers



## Independents

75% Small business loans/mental health care  
73% Food assistance



## Republicans

77% Small biz loans  
67% Food assistance  
66% Worker training



## Suburban

83% Small biz loans  
80% Food assistance  
79% Mental health care



## Rural

76% Small biz loans  
74% Food assistance/Worker training  
73% Health clinics



## Urban

83% Food assistance  
82% Small biz loans/Mental health care/Worker training  
77% Health clinics/School water



# Small business loans, food assistance, mental health broadly supported across key demographics

Highest Priority for Funding by Gender and Race



Men

79% Small biz loans  
76% Food assistance  
74% Worker training



Women

87% Mental health care  
84% Small biz loans  
84% Food assistance



White

79% Small biz loans  
79% Food assistance  
78% Mental health care



Hispanic

98% Small biz loans  
93% Mental health care  
93% Worker training  
93% Tax refunds

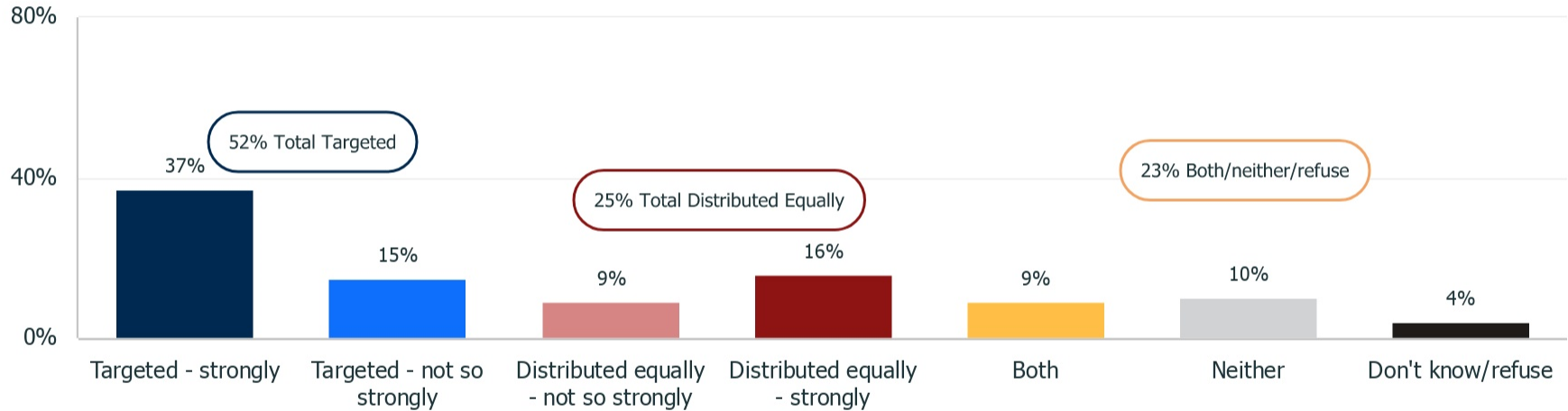




# Majority want ARP funds to be targeted

Among those who picked targeted or equal distribution, 68% chose targeted and 32% equal distribution.

## American Rescue Plan Funds Targeted vs. Distributed Equally



Q.16 Generally speaking, would you prefer American Rescue Plan funds be targeted to the communities struggling the most because of the pandemic OR be distributed to communities equally regardless of need?



# Democrats want funds to be targeted, Republicans are divided

Targeted vs Distributed Equally by Key Demographics

	Targeted	Distributed equally	Both	Neither
All voters	52%	25%	9%	10%
ID Democrat	70%	19%	6%	1%
ID independent	45%	23%	10%	14%
ID Republican	34%	35%	12%	17%
Rural	44%	24%	11%	16%
Suburban	54%	25%	9%	8%
Urban	54%	26%	7%	9%



# Majorities across demographic groups support targeting the funds

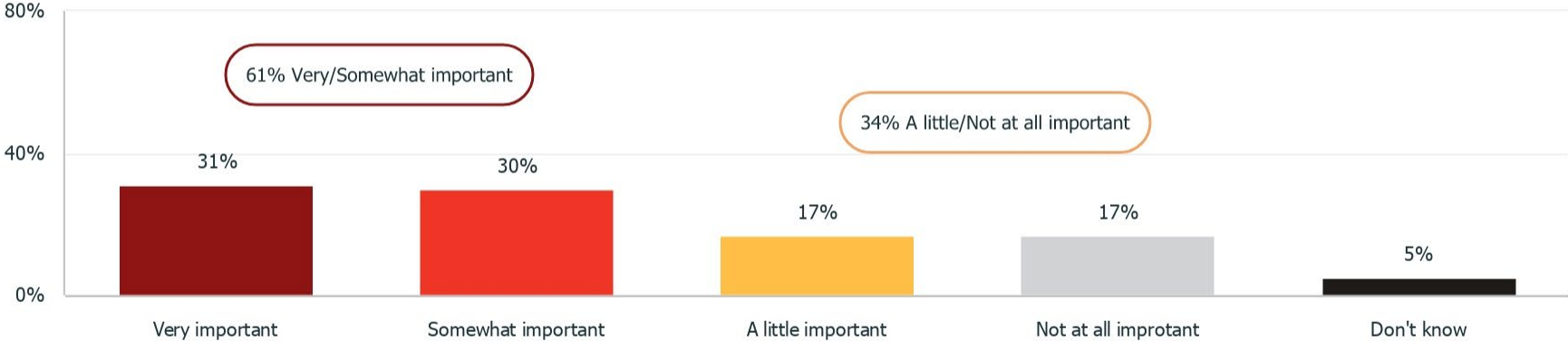
Targeted vs Distributed Equally by Key Demographics

	Targeted	Distributed equally	Both	Neither
All voters	52%	25%	9%	10%
Men	49%	26%	9%	14%
Women	55%	25%	9%	6%
White	53%	25%	9%	9%
Hispanic	57%	31%	6%	4%
18-49	55%	28%	7%	6%
50+	49%	22%	11%	14%
College graduate	53%	23%	9%	10%
Non-college	52%	27%	9%	10%



# Nearly 1-in-3 say it is *very* important ARP funds go towards companies that pay a living wage and offer benefits

ARP to Companies that Pay a Living Wage



Q.17 Generally speaking, how important is it to you that American Rescue Plan funds go to companies that pay a living wage and offer employee benefits and protections, very important, somewhat important, a little important, or not at all important?



# Women, Hispanic voters, and younger voters most likely to call out importance of ARP funds going to companies that treat their workers well

ARP to Companies that Pay a Living Wage by Key Demographics

	Very important	Somewhat important	A little important	Not at all important
All voters	31%	30%	17%	17%
Men	24%	30%	19%	23%
Women	38%	30%	15%	10%
White	29%	28%	21%	16%
Hispanic	46%	42%	9%	4%
18-49	34%	34%	16%	11%
50+	27%	25%	19%	23%
College graduate	29%	31%	17%	18%
Non-college	33%	29%	18%	15%



# Voters prefer ARP go to help workers over businesses by 2-to-1 margin

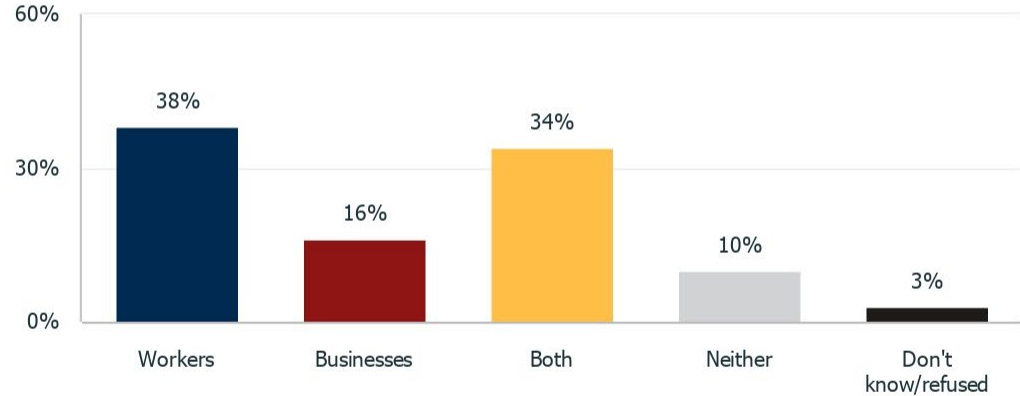
Among those who picked workers or businesses, 70% chose workers and 30% chose businesses.

WORKERS: Invest in helping Colorado workers and families.

OR

BUSINESSES: Invest in helping Colorado businesses.

Workers/Families vs. Businesses



Q.14 Generally speaking, would you prefer the state of Colorado use American Rescue Plan funds to...  
(WORKERS) Invest in helping Colorado workers and families. OR (BUSINESS) Invest in helping Colorado businesses.



# Democrats want ARP funds to help workers over businesses, while the question divides GOP voters

Workers vs. Businesses by Key Demographics

	Workers	Businesses	Both	Neither
All voters	38%	16%	34%	10%
ID Democrat	56%	8%	31%	2%
ID independent	32%	21%	32%	10%
ID Republican	19%	24%	38%	19%
Rural	33%	15%	36%	13%
Suburban	37%	15%	38%	9%
Urban	42%	18%	29%	8%
Wrong track	26%	22%	32%	17%
Right direction	50%	11%	35%	3%



# Hispanic voters and younger voters overwhelmingly prefer helping workers with ARP funds

Workers vs. Businesses by Key Demographics

	Workers	Businesses	Both	Neither
All voters	38%	16%	34%	10%
Men	32%	21%	31%	13%
Women	44%	11%	36%	6%
White	36%	15%	38%	9%
Hispanic	56%	17%	16%	9%
18-49	51%	17%	25%	5%
50+	22%	15%	45%	15%
College graduate	33%	15%	39%	10%
Non-college	44%	17%	27%	9%





# Split exercise on immigrant relief message:

## Financial relief (Split A)

Undocumented immigrants have served on the frontlines of the pandemic, disinfecting hospital rooms, picking our food, and providing child care, and they were among those hardest hit by COVID-19. But they have been left out of all relief efforts and were ineligible for stimulus checks and unemployment insurance. Colorado should make sure hardworking immigrants receive financial relief, regardless of their immigration status.

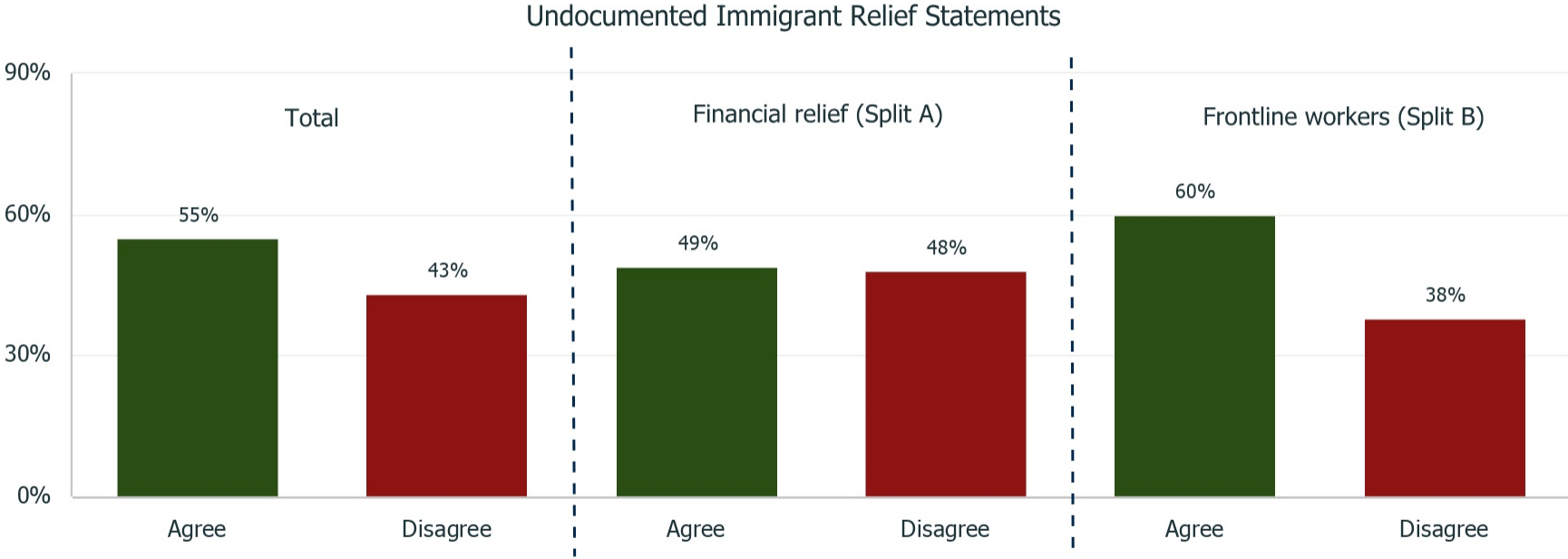
## Frontline (Split B)

Undocumented immigrants have served on the frontlines of the pandemic, disinfecting hospital rooms, picking our food, and providing child care, and they were among those hardest hit by COVID-19. They should be treated like the essential, frontline workers they are, regardless of their immigration status.

Q.18 Please tell me if you agree or disagree with the following statement. Do you agree or disagree?



# Support is highest when financial relief is not mentioned



Q.18 Please tell me if you agree or disagree with the following statement. Do you agree or disagree?



# Not mentioning financial relief draws support among Democrats and independents and in suburbs

Undocumented Immigrant Relief Statements by Key Demographics

	Total		Financial relief (Split A)		Frontline workers (Split B)	
	Agree	Disagree	Agree	Disagree	Agree	Disagree
All voters	55%	43%	49%	48%	60%	38%
ID Democrat	90%	9%	85%	14%	94%	5%
ID independent	44%	52%	31%	64%	57%	39%
ID Republican	18%	81%	18%	81%	18%	81%
Rural	48%	50%	40%	58%	55%	43%
Suburban	55%	42%	49%	48%	62%	36%
Urban	58%	41%	55%	43%	62%	38%



# Support for immigrant relief highest among women, Hispanic voters, young voters

## Undocumented Immigrant Relief Statements by Key Demographics

	Total		Financial relief (Split A)		Frontline workers (Split B)	
	Agree	Disagree	Agree	Disagree	Agree	Disagree
All voters	55%	43%	49%	48%	60%	38%
Men	46%	52%	39%	58%	53%	47%
Women	64%	34%	60%	38%	68%	30%
White	53%	45%	49%	48%	57%	41%
Hispanic	83%	17%	78%	22%	88%	12%
18-49	65%	32%	57%	40%	73%	25%
50+	43%	56%	41%	57%	44%	55%
College graduate	52%	46%	52%	46%	52%	46%
Non-college	58%	40%	48%	49%	68%	31%



# Strongest progressive messages focus on safe workplaces, living wages, affordable child care

Progressive Messages: % Very/Somewhat Convincing

61%



The best way Colorado can get people back to work is to ensure workers have safe, healthy places to work, make sure businesses pay living wages to their employees, and provide affordable child care options to Colorado parents.

37% Very convincing

57%



The pandemic made inequality in America much worse as the wealthiest people and big corporations made billions in profits while millions of out-of-work Americans could not afford basic needs like food and housing. American Rescue Plan investments in Colorado provide an opportunity to hit the reset button on our unequal and out-of-balance economy by investing in services we all need like health care, child care, and aid to families and small businesses.

34% Very convincing

*Q.19 Now I am going to read you a few arguments that some policy makers have made about using American Rescue Plan funds. Please tell me whether you find each argument to be very convincing, somewhat convincing, a little convincing, or not at all convincing.*



# Second-tier progressive messages

Progressive Messages: % Very/Somewhat Convincing

51%

Our economy relies on working moms, immigrants, and low-wage families who were hit hard by the pandemic. We should prioritize helping them recover in order to get our economy back on track.

26% Very convincing

46% Total a little/not convincing

49%

This pandemic hit Coloradans hard, and the American Rescue Plan will ensure that the hardest hit communities in Colorado can get back on their feet by funding unemployment insurance, health care, public education, and housing

21% Very convincing

48% Total a little/not convincing

*Q.19 Now I am going to read you a few arguments that some policy makers have made about using American Rescue Plan funds. Please tell me whether you find each argument to be very convincing, somewhat convincing, a little convincing, or not at all convincing.*



# Top frames for child-care specific messaging

Child Care - Top 3: % Agree

79%

**EQUAL SHOT:** Access to affordable, high-quality child care helps ensure that children are ready for school. Every child deserves an equal shot at success regardless of race, income, or zip code.

53% Strongly agree

78%

**ECONOMY:** In order to get everyone back to work and get Colorado's economy fully running, parents need access to quality, affordable child care so they know that their kids are in a safe and positive learning environment.

45% Strongly agree

77%

**REGARDLESS OF INCOME:** No parent, regardless of income, should be denied access to safe, high-quality child care.

45% Strongly agree

Q.20 Okay, we're almost done! I am going to read you some statements about child care in Colorado. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement.



# Questions?



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