



**DATE:** September 1, 2021

**TO:** State Innovation Exchange

**FROM:** Ben Lazarus, TargetSmart

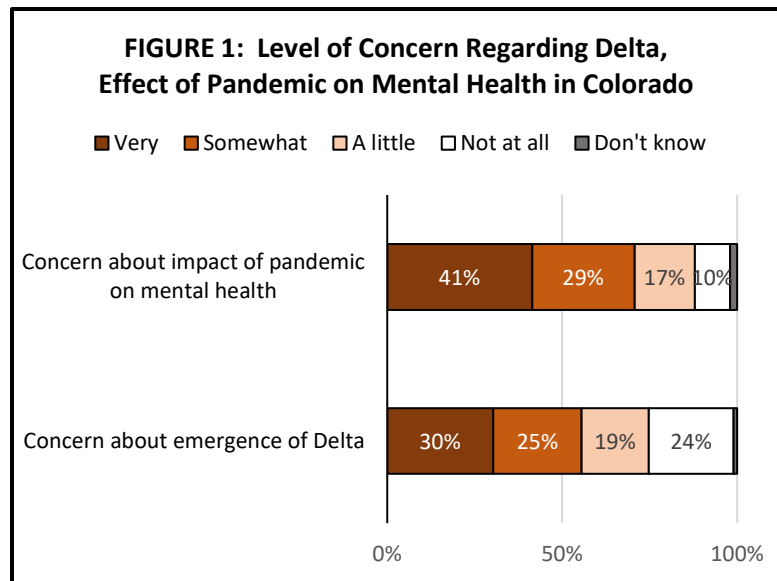
**RE:** **Key takeaways from statewide poll of registered Colorado voters on American Rescue Plan**

A poll<sup>1</sup> we recently conducted on behalf of the State Innovation Exchange shows that by wide margins Colorado voters:

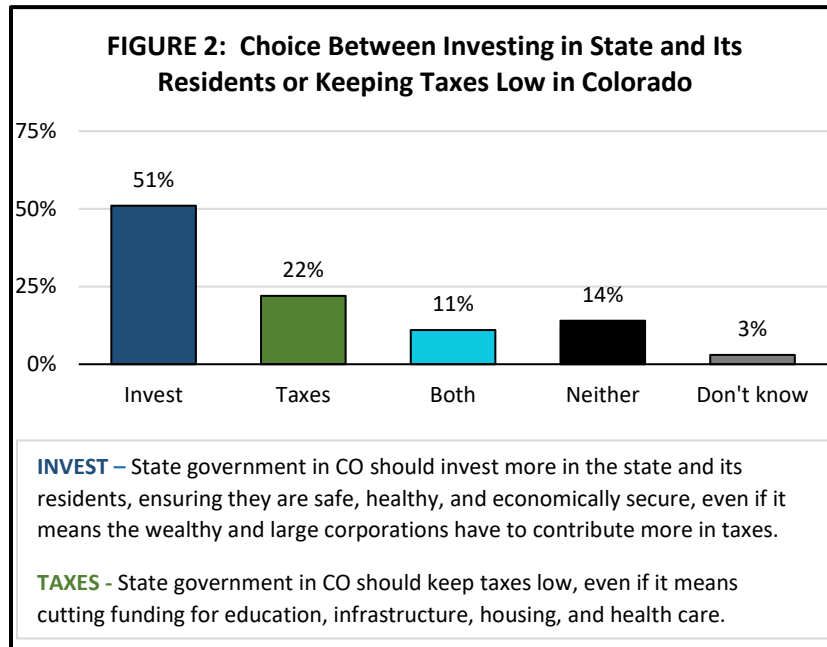
- ✓ ***Prefer that American Rescue Plan funding be used to help Colorado workers and families over businesses.***
- ✓ ***Prefer that American Rescue Plan funding be targeted to communities in Colorado struggling the most due to the pandemic rather than be distributed equally regardless of need.***
- ✓ ***Believe there is a bigger need for public investment than across-the-board tax cuts.***
- ✓ ***Believe that state government should invest more in the state and its residents, even if it means corporations and the wealthy have to pay more in taxes.***

## Concerns about COVID

The poll, conducted in mid-August, found that a majority of Colorado voters (55 percent) were either very concerned or somewhat concerned about increasing COVID cases in Colorado and the emergence of the Delta variant, with a 30 percent plurality of voters claiming to be *very* concerned. We measure a significantly higher level of concern when it comes to the impacts the pandemic has had on the mental health of Colorado residents, as 7-in-10 voters (70 percent) reported being either very or somewhat concerned about this, with 41 percent saying they were *very* concerned, as shown in **Figure 1**.

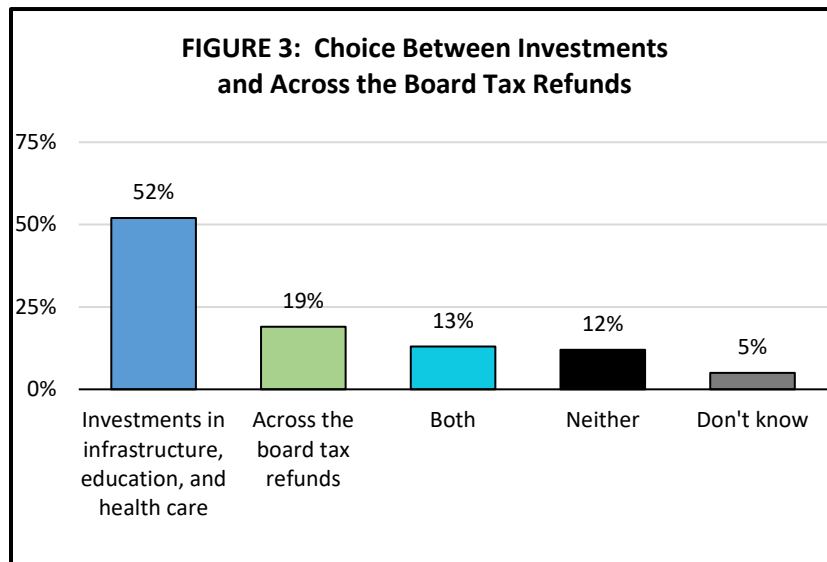


<sup>1</sup> Statewide poll of registered voters conducted August 11-17, 2021, multi-mode live phone + online panel + email-to-web recruitment, matched to TargetSmart voter file, total 901 completed interviews, credibility interval +/- 3.3%.



### Priorities for Colorado state government

This research suggests that Colorado voters overwhelmingly prefer state government prioritize investment in the state’s people over austerity and tax cuts. As shown in [Figure 2](#), a majority of Colorado voters (51 percent) prefer the state invest more in the state and its residents, even if that means some tax increases, while just 1-in-5 (22 percent) prefer an approach that puts low taxes first, even if that means some cuts to services.



As shown in [Figure 3](#), a majority of Colorado voters (52 percent) also believe that the state has a bigger need for investments in infrastructure, education, and health care, while only 19 percent indicate the bigger need is across-the-board tax cuts.

### Priorities for American Rescue Plan funds

When asked specifically about the American Rescue Plan and the \$3.8 billion Colorado will receive under it, we find that voters prefer the state invest that funding in helping Colorado

workers (38 percent) and families over helping Colorado businesses (16 percent). Notably, roughly a third of voters (34 percent) indicate the state should invest the money in both workers and families AND businesses, but among those who choose one or the other, workers and families are preferred by a 70 to 30 percent margin, as shown in [Figure 4](#).

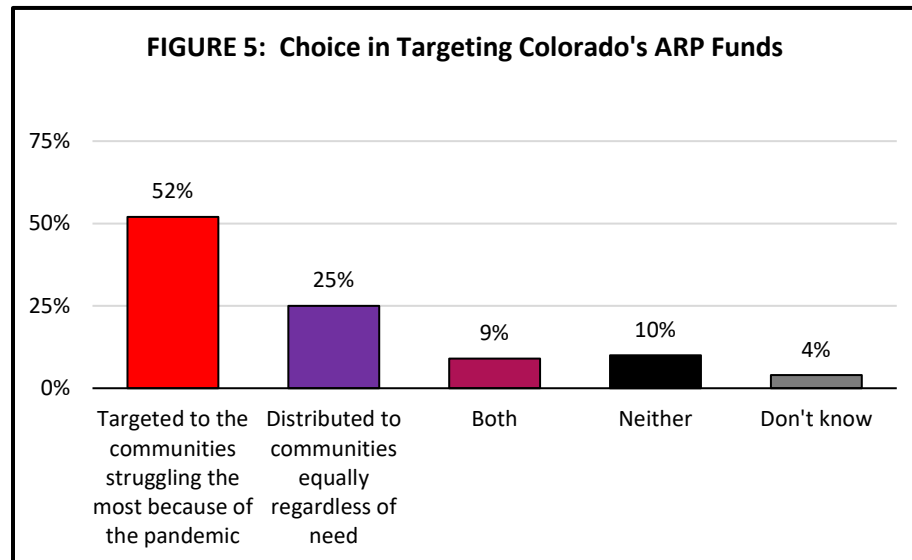
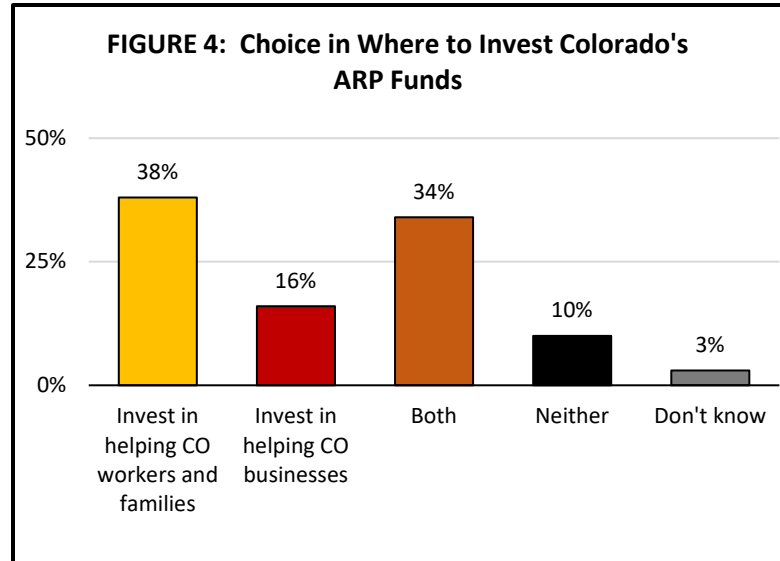
Additionally, we find that by a roughly two-to-one margin, Colorado voters prefer American Rescue Plan funding be targeted to communities struggling the most due to the pandemic (52 percent) over distributing the funding to communities equally regardless of need (25 percent). Among those who

choose one or the other, targeted relief is preferred by 68 to 32 percent margin over equal relief regardless of need, as shown in **Figure 5**.

### Attitudes about child-care

Finally, the survey measured a range of attitudes among Colorado voters related to child care. As shown in **Figure 6**, Colorado voters overwhelmingly agree with the following sentiments about child care:

- ✓ ***Access to affordable, high-quality child care helps ensure that children are ready for school.***
- ✓ ***No parent should be denied access to child care, regardless of income.***
- ✓ ***Affordable child care is critical for getting everyone in Colorado back to work.***
- ✓ ***Child care is an essential piece of a healthy economy.***
- ✓ ***Critical brain development for children occurs in the first five years of life.***
- ✓ ***Businesses should do more to provide affordable childcare options for their employees.***



**FIGURE 6: Agreement with Attitudes on Child Care**

	<b>Total Agree</b>	<b>Total Disagree</b>	<b>Agree - Disagree</b>
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.	79%	17%	+63
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.	78%	18%	+60
No parent, regardless of income, should be denied access to safe, high-quality child care.	77%	19%	+57
Critical brain development for children occurs in the first five years of life, so Colorado should invest in early childhood education and quality child care. (SPLIT)	75%	21%	+54
Child care is an essential piece of a healthy economy, so Colorado should provide resources to families to make child care affordable for every family. (SPLIT)	72%	25%	+47
Businesses should do more to provide affordable childcare options for their employees.	65%	31%	+34