



Aspect  
Strategic

**Survey Analysis  
End Slavery Colorado**

## Methodology

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This analysis is based on an online survey of **500 registered voters in Colorado** consisting of an

- **N400 base sample**
- **N100 Latino oversample**

Interviews were conducted **January 6-9, 2025** using an SMS-to-web methodology.

The **margin of error is  $\pm 4.9\%$**  at the 95% confidence level. The margin of error is higher for subsamples.



## Statement Pairs on Representation

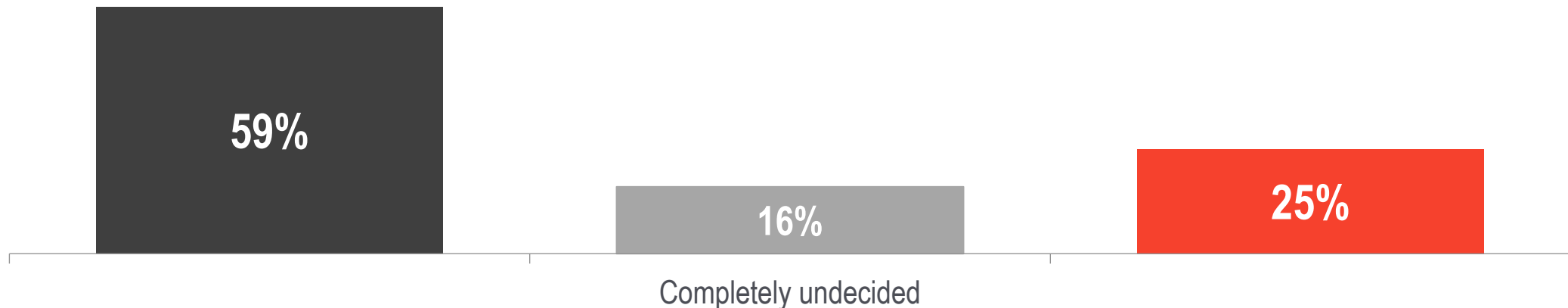
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Imagine a city where 75% of voters are white and 25% are black, and the city council is made up of 5 members. Here are two perspectives on how to handle city council elections in this situation:

Some people say each of the 5 city council members should be elected in separate districts representing different parts of the city so that black voters won't have their vote diluted and they stand a realistic chance of electing candidates of their choice.

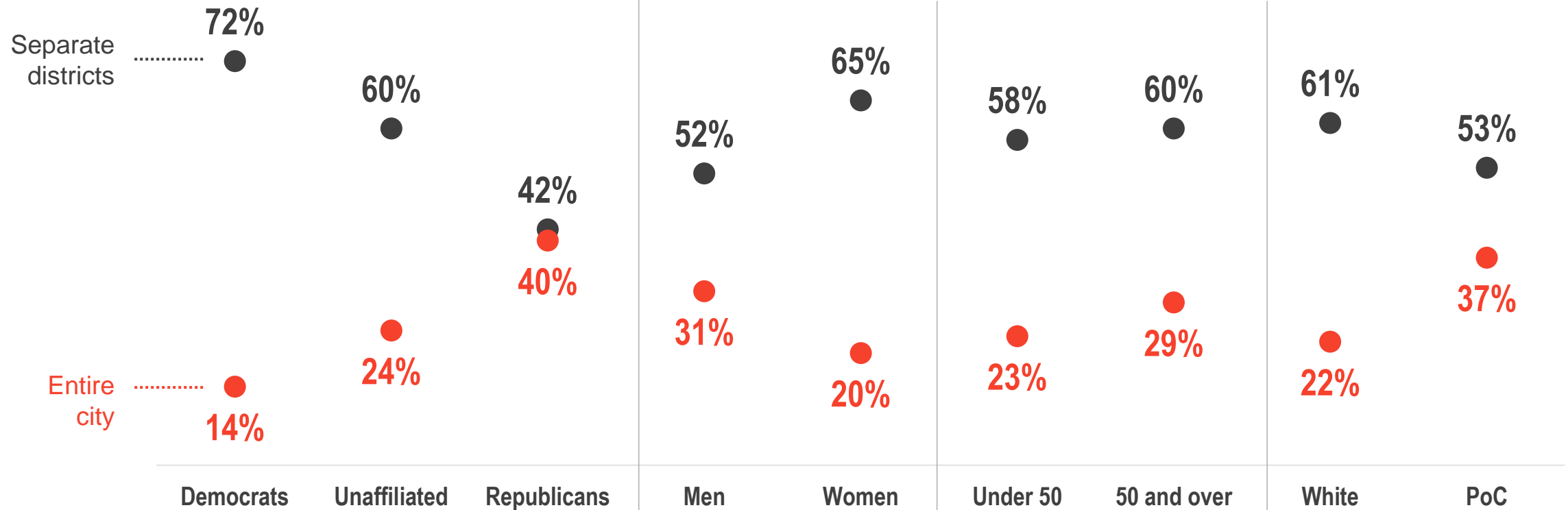
vs.

Other people say all 5 city council members should be elected by the entire city at once rather than in separate districts.



# Statement Pair Differences

## Representation Differences By Subgroup



# Colorado Voting Rights Act

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This year, the state legislature is considering a bill called **the Colorado Voting Rights Act**.

The Colorado Voting Rights Act would:

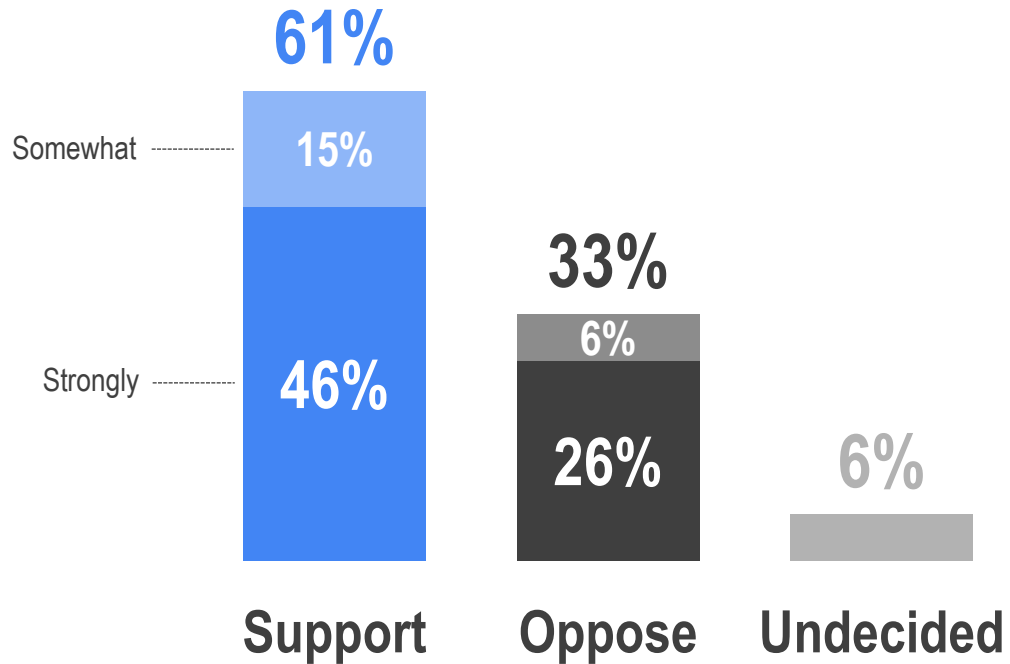
- Create voter protections modeled on the Federal Voting Rights Act that would prohibit voter suppression and voter discrimination
- Create voting rights protections for voters with disabilities, LGBTQ voters, voters on tribal lands, those who have served their time in prison and re-entered society, and US Citizens who speak a language other than English
- Prohibit election rules which can be proven to disproportionately reduce election participation by minority groups

In general, do you support or oppose the Colorado Voting Rights Act?

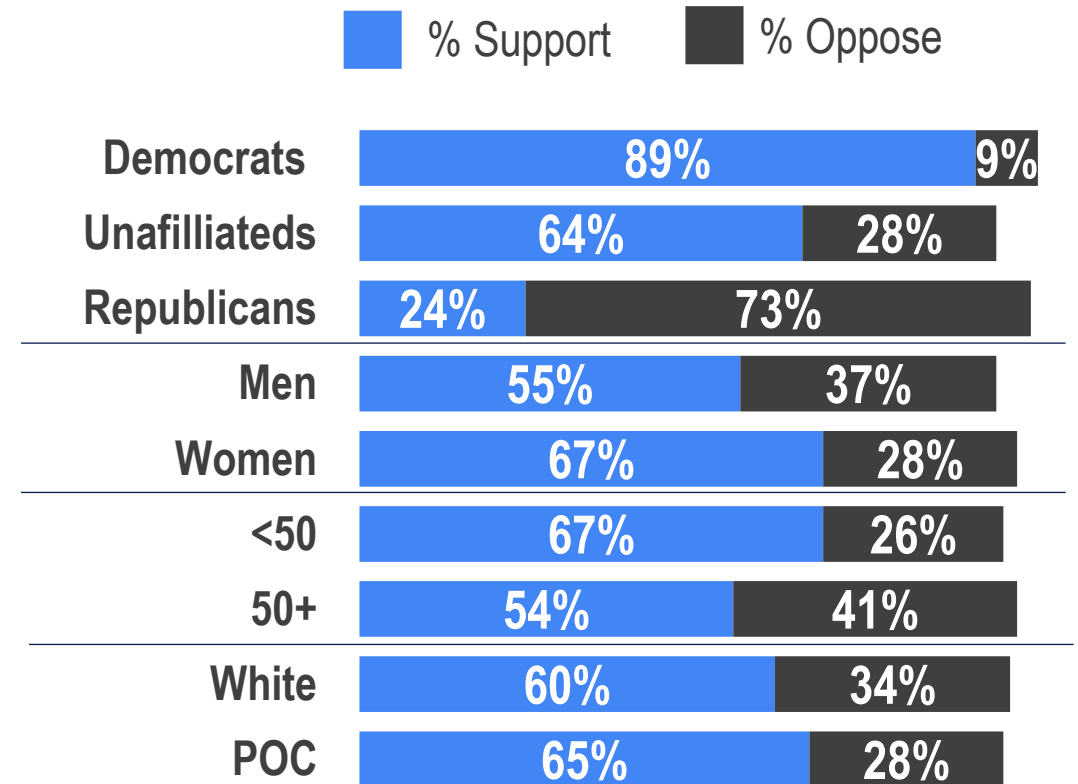


# Colorado Voting Rights Act

## COVRA: Initial Support

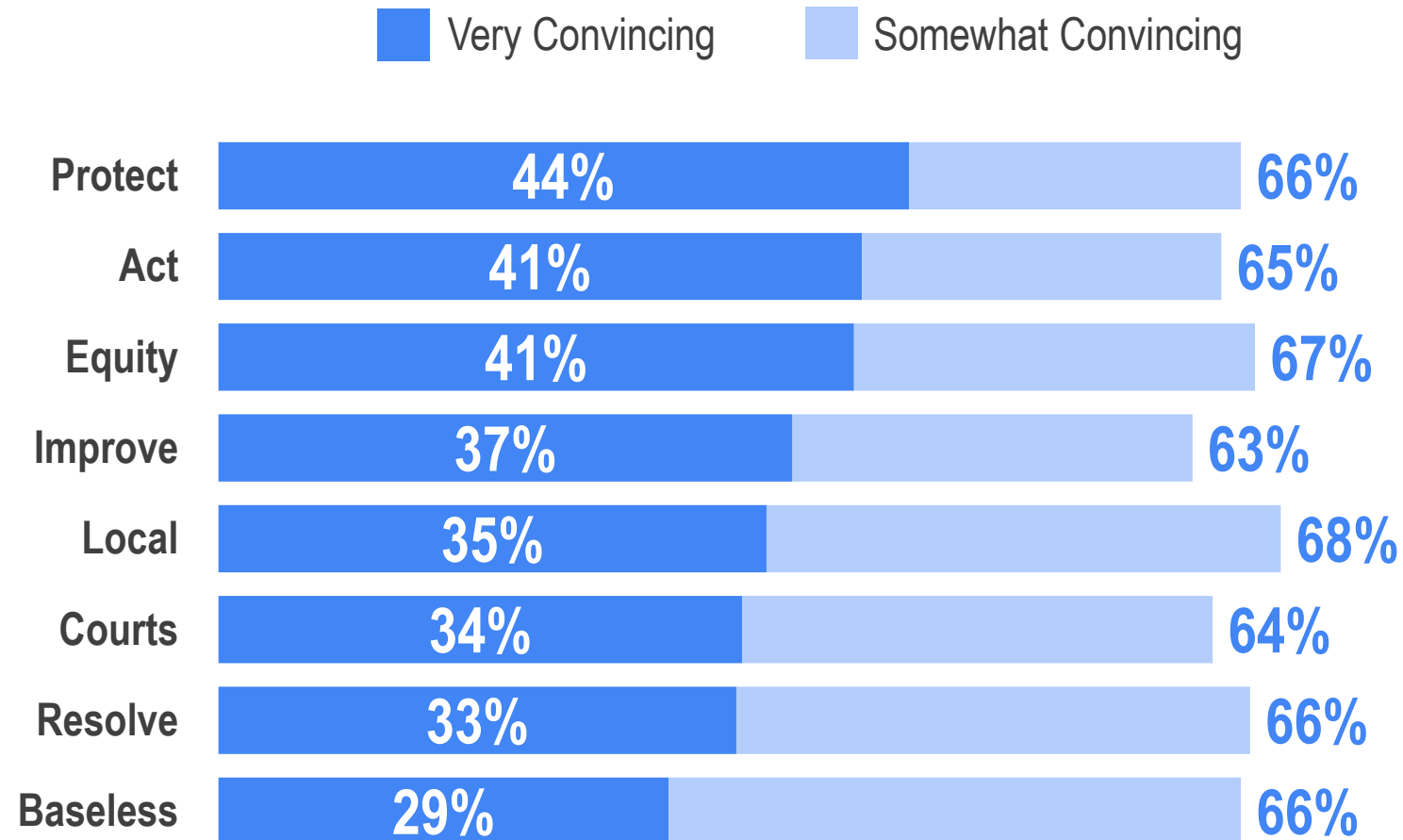


## Support by Key Demos



# COVRA: Messages

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# Summary of Positive Messages

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## **Protect**

The Colorado Voting Rights Act will protect the voting access Coloradans have today, shielding us from any attempts by the federal government to weaken voting rights, regardless of who controls Congress or the White House.

## **Equity**

The Colorado Voting Rights Act will help us build a more equitable democracy. By setting clear and fair standards for elections, we can ensure all community members have an equal chance to have their voices heard through voting.

## **Act**

Courts have been slowly eroding federal voting rights protections for years, & the Supreme Court even scrapped major parts of the Federal Voting Rights Act. If we can't count on federal protections, Colorado can act on our own and strengthen the right to vote by passing the Colorado Voting Rights Act.

## **Improve**

The Colorado Voting Rights Act will improve and build upon the voting rights offered by federal law, both by creating stronger protections and covering more communities who face barriers to voting.





# Summary of Positive Messages Continued

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## Local

The Colorado Voting Rights Act balances local control with constitutional rights. It says that local governments are free to continue their current election practices, but it also says that courts can require changes to voting rules if a local government is found to be discriminating against minority groups.

## Courts

Federal courts are not always a friendly place for people who have faced discriminatory voting practices. The Colorado Voting Rights Act will equip Colorado to judge discrimination claims right here in our own state courts, rather than having to use the federal courts.

## Resolve

The Colorado Voting Rights Act is designed to help resolve disagreements over election rules outside of court. Rather than encouraging litigation, the legislation creates a clear and fair process that prioritizes reaching a resolution outside of the courts whenever possible.

## Baseless

The Colorado Voting Rights Act explicitly protects local governments from baseless, frivolous, or politically motivated complaints. In fact, other states have passed similar legislation and they haven't seen an uptick in complaints because the legislation creates a strong financial disincentive for baseless lawsuits.

