



COLORADO HEALTH FOUNDATION 2022 PULSE SURVEY
320-1003 WT
N=2,985
MARGIN OF SAMPLING ERROR ±2.2% (95% CONFIDENCE LEVEL)
A/B SPLITS

Hello, I'm _____ from _____, a public opinion research company. We are not telemarketers trying to sell anything, or ask for a donation of any type. We're conducting a public opinion survey about issues that concern people in Colorado. May I speak to the youngest adult (ROTATE) male/female resident of the household? (IF RESPONDENT ANSWERS IN SPANISH OR PREFERS TO ANSWER IN SPANISH, PLEASE TRANSFER TO A BILINGUAL INTERVIEWER.)

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering others?

- Yes, cell and can talk safely ----- 92%
Yes, cell and cannot talk safely ----- TERMINATE
No, not on cell ----- 8%
(DON'T READ) DK/NA/REFUSED----- TERMINATE

1. First, do you live in Colorado?

- Yes ----- 100%
No ----- TERM.
(DON'T READ) DK/NA ----- TERM.

2. Does anyone in your household work for a radio station, a television station, a newspaper, an elected official, or as an official political campaign worker?

- Yes ----- TERM.
No ----- 100%
(DON'T READ) DK/NA ----- TERM.

3. Which county do you live in? (OPEN-ENDED, THEN CODE/DROP-DOWN ONLINE)

4. What is your ZIP Code? (OPEN-ENDED) _____

THESE FIRST QUESTIONS ARE TO MAKE SURE WE ARE REACHING A REPRESENTATIVE GROUP OF COLORADANS.

5. What is your age?

Under 18 -----	TERMINATE
18-24 -----	9%
25-29 -----	10%
30-34 -----	10%
35-39 -----	10%
40-44 -----	8%
45-49 -----	8%
50-54 -----	8%
55-59 -----	8%
60-64 -----	8%
65-69 -----	7%
70-74 -----	6%
75+ -----	8%
Prefer not to say -----	1%

6. What is your gender?

Male -----	48%
Female -----	48%
Non-binary -----	2%
(DON'T READ) DK/NA -----	3%

7. With which racial or ethnic group do you identify yourself: **(READ LIST, ACCEPT MULTIPLE RESPONSES)**

African/African American/Black -----	3%
Asian/Native Hawaiian/Pacific Islander -----	4%
Hispanic/Latino -----	18%
White/Caucasian -----	70%
American Indian/Native American/Indigenous -----	5%
Middle Eastern and North African -----	0%
Multiracial -----	4%
Other (Specify _____) -----	1%
(DON'T READ) DK/NA -----	6%

(IF Q7 = CODE 2, ASIAN AMERICAN/PACIFIC ISLANDER) (n=108)

8. More specifically, would you say that you are: **(READ LIST AND ACCEPT MULTIPLE RESPONSES)**:

Chinese -----	19%
Filipino -----	14%
Indian or South Asian-----	20%
Japanese -----	12%
Korean-----	20%
Vietnamese-----	17%
Native Hawaiian -----	6%
Pacific Islander-----	5%
Other (Specify___)-----	5%
(DON'T READ) DK/NA/Refused -----	17%

(IF Q7= CODE 3, HISPANIC/LATINO) (n=550)

9. More specifically, would you say that you identify as: **(READ LIST AND ACCEPT MULTIPLE RESPONSES)**:

Mexican, Mexican American or Chicano-----	67%
Puerto Rican -----	7%
Cuban -----	2%
Central American (for example, Guatemalan, Salvadoran) -----	6%
South American (for example, Colombian, Ecuadorian) -----	3%
Caribbean (for example, Dominican) -----	1%
Another Hispanic, Latino, or Spanish origin (Specify) -----	10%
(DON'T READ) DK/NA/REFUSED-----	10%

(IF Q7= CODE 1, AFRICAN AMERICAN/BLACK) (n=95)

10. More specifically, would you say that you identify as: **(READ LIST AND ACCEPT MULTIPLE RESPONSES)**:

African American-----	53%
Black-----	50%
African -----	10%
Afro Caribbean -----	0%
Afro Latino -----	5%
Afro Asian -----	1%
Other (Specify___)-----	1%
(DON'T READ) DK/NA/Refused -----	6%

(RESUME ASKING ALL RESPONDENTS)

11. Do you have health insurance? **(IF YES, ASK: What is your primary health insurance plan? (READ CODES 1-8)**

- Plan through your employer ----- 37%
- Plan through spouse’s employer ----- 10%
- Plan through parents -----4%
- Plan you purchased yourself-----7%
- Medicare ----- 17%
- Medicaid/Health First Colorado ----- 10%
- Military/Veterans’ Administration-----3%
- Another plan-----3%
- No health insurance -----6%
- (DON'T KNOW/NA)** -----2%

12. Are you the parent or guardian of a child in the following age ranges: **(ACCEPT MULTIPLE RESPONSES)**

- 5 or under----- 11%
- 6 to 12 ----- 16%
- 13 to 18----- 16%
- No children under 18 ----- 69%
- (DON'T READ) DK/Refused** -----6%

THE NEXT QUESTIONS ARE ABOUT LIFE IN COLORADO.

13. **(T)** First, in a few words of your own, what is the most important issue facing Colorado right now?
(OPEN-ENDED, RECORD VERBATIM RESPONSE)

Cost of living -----	20%
Affordable housing -----	17%
Government/Politics -----	15%
Overpopulation/Growth/Overdevelopment -----	10%
Water-----	7%
Economy/Jobs -----	7%
Homelessness -----	7%
Public safety/Crime-----	7%
Climate change -----	6%
Environment -----	5%
Healthcare/Health insurance/Health -----	4%
Wildfires-----	3%
Drugs-----	3%
Education -----	3%
Coronavirus/COVID-19/Pandemic -----	2%
Taxes -----	2%
Roads/ Infrastructure -----	2%
Social justice/Racism -----	2%
Immigration -----	2%
Traffic/ Congestion -----	1%
Police issues-----	0%
Other -----	2%
None/Nothing-----	0%
Don't know/Unsure-----	1%
Refused/N/A-----	0%

14. I'd like to read you some problems facing Colorado that people have mentioned. For each one I read, please tell me whether you think it is an extremely serious problem, a very serious problem, somewhat serious problem, or not too serious a problem in Colorado. **(RANDOMIZE)**

	<u>EXT</u> <u>SER</u> <u>PROB</u>	<u>VERY</u> <u>SER</u> <u>PROB</u>	<u>SMWT</u> <u>SER</u> <u>PROB</u>	<u>NOT</u> <u>TOO SER</u> <u>PROB</u>	<u>(DON'T</u> <u>READ)</u> <u>DK/NA</u>	<u>EXT/</u> <u>VERY</u>
[]a. The spread of new variants of COVID-19-----	8%	16%	27%	46%	3%	24%
(SPLIT SAMPLE A ONLY)						
[]b. (PT) The rising cost of living-----	61%	27%	10%	2%	0%	88%
[]c. (T) Homelessness-----	39%	33%	21%	6%	1%	72%
[]d. (T) Jobs and the economy-----	26%	23%	30%	18%	3%	49%
[]e. (T) Climate change-----	31%	22%	16%	29%	2%	53%
[]f. (T) Police violence and misconduct-----	15%	15%	25%	42%	3%	30%
[]g. (T) The cost of health care-----	38%	29%	22%	10%	2%	67%
[]h. (T) Crime, in general-----	29%	28%	27%	14%	2%	57%
(SPLIT SAMPLE B ONLY)						
[]i. (T) The cost of housing-----	61%	25%	11%	3%	0%	86%
[]j. (T) Hunger-----	14%	26%	32%	22%	6%	40%
[]k. Wildfires or other natural disasters-----	37%	31%	20%	10%	1%	68%
[]l. (T) Drug and alcohol use-----	28%	30%	26%	12%	4%	58%
[]m. (T) Mental health-----	30%	33%	28%	7%	2%	63%
[]n. (T) Racial bias and discrimination-----	16%	20%	21%	39%	4%	35%
[]o. (T) The cost of child care-----	23%	26%	22%	9%	20%	50%

(RESUME ASKING ALL RESPONDENTS)

15. Next, how confident are you that Colorado is well-prepared to minimize the health and economic impacts of another pandemic like COVID-19 in the future: **(READ LIST)**

TOTAL CONFIDENT -----	53%
Very confident-----	14%
Somewhat confident-----	39%
TOTAL NOT CONFIDENT -----	40%
Not too confident-----	20%
Not at all confident-----	21%
(DON'T READ) DK/NA -----	6%

16. Next, please tell me whether you - or someone you know - has been treated unfairly in any of the following situations here in Colorado as a result of their race or ethnicity: **(RANDOMIZE)**

	<u>YES</u>	<u>NO</u>	(DON'T READ) DK/NA
[]a. When trying to rent or purchase a place to live-----	22%	60%	17%
[]b. When interacting with law enforcement-----	29%	58%	13%
[]c. When seeking employment-----	24%	61%	16%
[]d. When seeking health care services-----	21%	64%	16%

THE NEXT QUESTIONS ARE ABOUT YOUR PERSONAL CIRCUMSTANCES. I'D LIKE TO REMIND YOU THAT THIS SURVEY IS CONFIDENTIAL.

17. **(T)** Would you say you are **(ROTATE)** [] better off, or [] worse off financially than you were a year ago, or is your financial situation about the same? **(IF BETTER/WORSE, ASK: Is that much BETTER OFF/WORSE OFF or just somewhat?**

TOTAL BETTER ----- 24%
 Much better-----8%
 Somewhat better ----- 16%

About the same----- 33%

TOTAL WORSE ----- 43%
 Somewhat worse----- 23%
 Much worse ----- 19%

(DON'T READ) DK/NA ----- 1%

18. When you think about the cost of living in Colorado, which specific expenses are most concerning for you and other members of your household? **(OPEN-ENDED, RECORD VERBATIM RESPONSES, THEN CODE)**

Housing affordability/Mortgage-----	33%
Food-----	30%
Fuel/Gas/Oil-----	30%
Rent/Apartment-----	22%
Energy costs/ Utilities-----	15%
Groceries-----	9%
Medical care/Health-----	8%
General costs of living/basic necessities/expenses-----	7%
Taxes-----	6%
Inflation-----	3%
General insurance-----	3%
Everything-----	2%
Child care-----	1%
Transportation-----	1%
Auto insurance/registration-----	1%
Wages-----	1%
Other-----	1%
None/Nothing-----	1%
Don't know/Unsure-----	1%
Refused/N/A-----	1%

(RANDOMIZE Q19-Q22)

19. **(T)** Thinking ahead over the next year, how worried are you that you might lose your home because you can't afford the monthly rent or mortgage: **(READ LIST)**

TOTAL WORRIED-----	30%
Very worried-----	11%
Somewhat worried-----	18%
TOTAL NOT WORRIED-----	68%
Not too worried-----	25%
Not at all worried-----	43%
(DON'T READ) DK/NA-----	2%

20. (T) Thinking ahead over the next year, how worried are you that you or someone else in your household will be without health insurance coverage? (READ LIST)

TOTAL WORRIED ----- 37%
 Very worried ----- 17%
 Somewhat worried----- 20%

TOTAL NOT WORRIED----- 61%
 Not too worried ----- 25%
 Not at all worried----- 36%

(DON'T READ) DK/NA -----2%

21. (T) Thinking ahead over the next year, how worried are you that you might not always be able to afford enough food to feed yourself and your family: (READ LIST)

TOTAL WORRIED ----- 38%
 Very worried ----- 13%
 Somewhat worried----- 24%

TOTAL NOT WORRIED----- 61%
 Not too worried ----- 29%
 Not at all worried----- 32%

(DON'T READ) DK/NA -----1%

22. (T*) Do you plan to be employed over the next year? (IF YES: How worried are you that you might not be employed over the next year: (READ CODES 2-5)

TOTAL WORRIED ----- 25%
 Very worried -----8%
 Somewhat worried----- 17%

TOTAL NOT WORRIED----- 59%
 Not too worried ----- 26%
 Not at all worried----- 34%

Don't plan on being employed -----8%
(DON'T READ) DK/NA -----8%

23. In the last 12 months, have you experienced any of the following? (RANDOMIZE)

	<u>YES</u>	<u>NO</u>	(DON'T READ) DK/NA
[]a. (T) Skipped meals because you couldn't afford food-----	16%	84%	1%
[]b. (T) Postponed medical or dental care-----	45%	54%	1%

24. Now, thinking more specifically about work, in the last 12 months, have you experienced any of the following? **(RANDOMIZE)**

	<u>YES</u>	<u>NO</u>	<u>(DON'T READ)</u> <u>DK/NA</u>
[]a. Taken time away from work to care for a child, a family member or yourself-----	36%	61%	3%
[]b. Actively looked for a different job-----	36%	62%	3%

(SPLIT SAMPLE A ONLY)

[]c. (T) Been laid off-----	7%	90%	3%
[]d. Received a pay raise or a promotion-----	37%	61%	3%

(SPLIT SAMPLE B ONLY)

[]e. (T) Had work hours cut back or wages reduced-----	22%	75%	3%
[]f. Decided to leave your job without having found another job-----	12%	86%	3%

(RESUME ASKING ALL RESPONDENTS)

25. Next, here are some actions that some people say will address the rising cost of living in Colorado. After I read each one, please tell me how effective you think it will be in helping Coloradans make ends meet: very effective, somewhat effective, or not too effective. **(RANDOMIZE)**

	<u>VERY EFF</u>	<u>SMWT EFF</u>	<u>NOT TOO EFF</u>	<u>(DK/NA)</u>	<u>VERY/ SMWT</u>
[]a. Requiring employers to increase pay and benefits for low- and middle-income workers-----	31%	28%	37%	4%	59%
[]b. Making government investments to stimulate the economy and create better-paying jobs in communities that are struggling-----	23%	35%	36%	6%	59%
[]c. Changing government regulations to reduce the costs of household expenses like food, health care, and utilities-----	41%	32%	21%	6%	73%
[]d. Raising taxes on people making over 500,000 dollars per year to cover services like housing, health care, and education-----	36%	23%	37%	4%	60%

(ROTATE Q26-Q28 WITH Q29-Q31 AND Q32-Q34)

MY NEXT QUESTIONS ARE ABOUT HOUSING.

26. Do you own or rent your home?

Own-----	65%
Rent-----	27%
Other (Specify____)-----	5%
(DON'T READ) DK/Refused-----	4%

(RESUME ASKING ALL RESPONDENTS)

27. In order to pay your rent or your mortgage in the last year, have you had to do any of the following: **(RANDOMIZE)**

	<u>YES</u>	<u>NO</u>	<u>(DON'T READ)</u> <u>DK/NA</u>
[]a. Cut back on or go without other needs, like food or health care -----	31 %	67 %	2 %
[]b. Work multiple jobs, or more than you wanted to -----	32 %	66 %	2 %
[]c. Lived with a roommate or in a friend or family member's home when you would rather not have -----	22 %	76 %	1 %
[]d. Stayed in housing that was not right for you because you felt like you could not afford a new place-----	26 %	72 %	2 %

(ASK RENTERS ONLY – CODE 2 IN Q26) (n = 793)

[]e. Avoided asking your landlord to address problems because you were afraid of having your rent increased or being evicted ----- 32 % -----64 % -----4 %

(RESUME ASKING ALL RESPONDENTS)

28. Next, here are some actions that some people say will make housing more affordable for people who live in Colorado. After I read each one, please tell me how effective you think it will be in making housing more affordable: very effective, somewhat effective, or not too effective. **(RANDOMIZE)**

	<u>VERY EFF</u>	<u>SMWT EFF</u>	<u>NOT TOO EFF</u>	<u>(DK/NA)</u>	<u>VERY/ SMWT</u>
[]a. Reducing government regulations to speed up the building of new housing -----	25 %	33 %	35 %	7 %	57 %
[]b. Requiring developers to build housing for people with lower income levels -----	37 %	34 %	26 %	3 %	71 %
[]c. Ensuring landlords cannot raise rents on current tenants too quickly -----	42 %	32 %	23 %	3 %	74 %

(ROTATE Q26-Q28 WITH Q29-Q31 AND Q32-Q34)

NOW I WOULD LIKE TO ASK ABOUT YOUR MENTAL AND EMOTIONAL WELL-BEING OVER THE PAST YEAR.

29. In the last year, have you experienced mental health strain such as anxiety, depression, loneliness, or stress?

Yes ----- 61 %
 No ----- 36 %
(DON'T READ) DK/NA ----- 3 %

(ASK IF Q30 = CODE 1 IN Q29 ONLY) (n=1819)

30. Now, here are some reasons that some people who live in Colorado have been unable to get access to the mental health care they needed. For each one, please tell me if this was a major challenge, minor challenge, or not a challenge for you or a family member in accessing mental health services. **(RANDOMIZE)**

	<u>MAJOR CHALL</u>	<u>MINOR CHALL</u>	<u>NOT A CHALL</u>	<u>(DK/NA)</u>	<u>MAJOR/MINOR</u>
[]a. Unsure how to find a mental health care provider -----	24%	26%	43%	7%	50%
[]b. The services were too expensive out of pocket -----	47%	20%	23%	11%	66%
[]c. There were no available appointments, or the wait to get services was too long -----	32%	26%	26%	17%	57%
[]d. Concerns about privacy or having to disclose too much personal information -----	20%	22%	52%	6%	42%
[]e. Concerns about being judged by family members, friends, or coworkers-----	19%	19%	57%	5%	38%
[]f. Not being able to find a mental health care provider who would be understanding of your or your family member’s background or experiences-----	24%	26%	38%	12%	50%
[]g. Not feeling comfortable speaking to a stranger about mental health concerns-----	20%	29%	45%	6%	49%

(RESUME ASKING ALL RESPONDENTS)

31. Here are some actions that some people say will improve mental health in Colorado. After I read each one, please tell me how effective you think it will be in improving mental health: very effective, somewhat effective, or not too effective. **(RANDOMIZE)**

	<u>VERY EFF</u>	<u>SMWT EFF</u>	<u>NOT TOO EFF</u>	<u>(DK/NA)</u>	<u>VERY/SMWT</u>
[]a. Creating more options for people to access mental health care where they live -----	51%	33%	10%	5%	85%
[]b. Requiring health insurance companies to cover more mental health services <u>without</u> requiring copays -----	54%	26%	15%	5%	80%
[]c. Pairing mental health professionals with law enforcement to respond to mental health emergency calls-----	46%	31%	18%	6%	77%

(ROTATE Q26-Q28 WITH Q29-Q31 AND Q32-Q34)

NOW I WOULD LIKE TO ASK ABOUT YOUR USE OF ALCOHOL OR DRUGS OVER THE PAST YEAR.

32. In the past year, would you say the amount of alcohol or drugs you consume has: **(READ LIST)**

- Increased ----- 13%
- Stayed the same ----- 52%
- Decreased ----- 27%
- (DON'T READ) DK/NA ----- 7%**

33. And in the past year, have you ever felt worried about the amount of alcohol or drugs you consume?

Yes ----- 13 %
 No ----- 83 %
 (DON'T READ) DK/NA ----- 4 %

34. Here are some actions that some people say will address increasing rates of alcohol and drug use in Colorado. After I read each one, please tell me how effective you think it will be in decreasing alcohol and drug use: very effective, somewhat effective, or not too effective. (RANDOMIZE)

	<u>VERY EFF</u>	<u>SMWT EFF</u>	<u>NOT TOO EFF</u>	<u>(DK/NA)</u>	<u>VERY/SMWT</u>
[]a. Investing in programs to prevent people from abusing alcohol and drugs -----	30 %	38 %	27 %	5 %	68 %
[]b. Making treatment for addiction more affordable and more easily available -----	50 %	31 %	14 %	5 %	81 %
[]c. Connecting people trying to recover from addiction with support from other people like them-----	42 %	39 %	12 %	7 %	81 %
[]d. Sending people to treatment, not to jails or prisons, if they've committed a crime related to alcohol or drug use-----	35 %	32 %	27 %	6 %	67 %

HERE ARE MY LAST QUESTIONS, AND THEY ARE FOR STATISTICAL PURPOSES ONLY.

35. Next, which of the following best describes your current employment status?

Employed full-time----- 51 %
 Employed part-time -----7 %
 Self-employed -----9 %
 Gig worker-----1 %
 Homemaker-----3 %
 Retired----- 19 %
 Student-----3 %
 Unemployed -----6 %
 (DK/NA)-----2 %

36. Some people are registered to vote in Colorado, but many others, for a variety of reasons, are not. Are you currently registered to vote in Colorado? (IF YES, ASK: With which political party are you registered?)

Registered as a Democrat ----- 26 %
 Registered as a Republican ----- 21 %
 Registered as Unaffiliated----- 40 %
 Registered with another party -----2 %
 Not registered to vote-----3 %
 (DON'T READ) DK/Refused -----7 %

(ASK Q37 IF CODE 1-4 IN Q36) (n=2668)

37. How likely are you to vote in the November 2022 election? **(READ LIST)**

Definitely will vote -----	83%
Probably will vote-----	9%
50-50 chance -----	5%
Probably will not vote -----	2%
Definitely will not vote -----	0%
(DON'T READ) DK/Refused -----	0%

(ASK Q38 IF CODE 1-3 IN Q37) (n=2599)

38. In a few words of your own, which issues will be most important to you in deciding which candidates to vote for this November? **(OPEN-ENDED, RECORD VERBATIM RESPONSES, THEN CODE)**

Jobs/Economy -----	13%
Cost of living/Inflation-----	13%
Affordable housing/Rent-----	11%
Climate change/Environment -----	10%
Healthcare/Prescription drugs/Mental health-----	9%
Honesty/Integrity/For the people-----	9%
Conservative ideologies (less government, socialism, etc..) -----	9%
Crime/Drugs/Gun control -----	8%
Taxes/Fiscal management -----	8%
Moral issues (abortion, LGBTQ, equality, etc.)-----	7%
Education/Schools/Teacher pay -----	5%
Immigration/Border security -----	5%
Liberal ideologies (socialism, more government, etc.)-----	5%
Constitution/Personal liberties/Freedom -----	5%
Addressing homelessness -----	4%
Voting rights/Election integrity-----	3%
Experience/Knowledge/Record-----	3%
Moderate/Not extreme/Centrist -----	3%
Racial inequality/Policing -----	3%
Energy policies -----	2%
Foreign policy/National security -----	2%
Public health/Pandemic/Coronavirus-----	2%
Bipartisanship/Working across the aisle -----	1%
Growth/Development/Population -----	1%
Other -----	8%
None/Nothing-----	1%
Don't know/Unsure-----	4%
Refused/N/A-----	2%

(RESUME ASKING ALL RESPONDENTS)

39. What was the last level of school you completed?

High school or less-----	23%
Some college/Business/ Vocational school-----	31%
College graduate-----	27%
Post-graduate work/ Professional school-----	16%
(DON'T READ) Refused-----	2%

40. I don't need to know the exact amount, but I'm going to read you some categories for household income. Would you please stop me when I have read the category indicating the total combined income for all the people in your household before taxes in 2021?

Less than \$20,000-----	7%
\$20,000 to less than \$30,000-----	4%
\$30,000 to less than \$40,000-----	5%
\$40,000 to less than \$50,000-----	6%
\$50,000 to less than \$75,000-----	13%
\$75,000 to less than \$90,000-----	8%
\$90,000 to less than \$100,000-----	5%
\$100,000 to less than \$150,000-----	17%
More than \$150,000-----	19%
(DON'T READ) Refused-----	16%

41. How many adults currently live in your household, including yourself? **(ENTER NUMBER, CODE 99 FOR REFUSED)**

1-----	19%
2-----	40%
3-----	16%
4-----	9%
5+-----	4%
BLANK-----	12%

42. Do you speak a language other than English at home?

Yes-----	21%
No-----	76%
DON'T READ) DK/Refused-----	3%

43. Do you live with one or more disabilities?

Yes-----	22%
No-----	73%
DON'T READ) DK/Refused-----	6%

44. Were you born in the U.S. or in another country?

Born in U.S. ----- 92 %
 Born in another country -----6 %
 (DON'T READ) DK/Refused -----1 %

45. Which of the following best describes your sexual orientation? (READ LIST)

Heterosexual / Straight ----- 82 %
 Gay / Lesbian -----3 %
 Bisexual -----5 %
 Other -----2 %
 Prefer not to say -----8 %
 (DON'T READ) N/A -----0 %

46. And do you identify as transgender?

Yes -----1 %
 No -----94 %
 (DON'T READ) DK/NA -----5 %

THANK AND TERMINATE

LANGUAGE (BY OBSERVATION):

English ----- 95 %
 Spanish ----- 5 %

COUNTY

Adams -----12 %
 Arapahoe-----10 %
 Boulder----- 4 %
 Denver -----15 %
 Douglas ----- 3 %
 El Paso -----13 %
 Jefferson -----10 %
 Larimer ----- 5 %
 Pueblo ----- 3 %
 Weld ----- 6 %
 All other -----18 %

REGION

Eastern Plains ----- 3 %
 Colorado Springs ----- 13 %
 Pueblo ----- 3 %
 Larimer Weld ----- 11 %
 Denver Metro ----- 56 %
 Western Slope----- 14 %

MODE OF INTERVIEW

Phone ----- 45 %
 Online emails----- 43 %
 Online texts----- 8 %
 Online convenience sample ----- 1 %
 Online postcards ----- 2 %

MEDIA MARKET

Denver -----65 %
 Colorado Springs-Pueblo -----17 %
 Other -----18 %

A/B SPLIT SAMPLE

Split A ----- 49 %
 Split B ----- 51 %