



**TOOLKIT**  
**Utilizing and Sharing Pulse Poll Findings**  
**Phase Three Release**  
**Deep-Dive on All Concerns**

***THE INFORMATION IN THIS TOOLKIT IS EMBARGOED UNTIL TUESDAY, JUNE 21, 2022***

**About Pulse:**

At The Colorado Health Foundation, we believe in the importance of listening, and that's why each year we listen to Coloradans from across the state through our annual poll. From the increasing cost of living and lack of affordable housing to health care and mental well-being, our poll takes the pulse of Coloradans on a range of important issues this year and every year – to inform policy that advances health equity.

**About Our Phased Release:**

This year, we're releasing the findings from Pulse, our statewide poll, in three phases, and we're providing a variety of options to engage with the data that interests you most. This phase covers results related to the many concerns on the minds of people in Colorado. We previously shared results related to cost of living and housing, as well as health and well-being.

**How To Utilize The Findings:**

The Pulse Poll findings are provided to the public to more deeply understand Colorado's most pressing challenges, the personal impacts of those challenges and desired solutions. It is our hope that nonprofits and advocates across the state utilize the findings for their own purposes. Please share the results far and wide, and consider incorporating them into your own materials as you build the case for a better and more equitable Colorado.

**This document provides information and customizable examples to easily promote the findings with your networks. We encourage you to make these suggestions your own.**

**You will be able to access the findings at [www.COPulsePoll.org](http://www.COPulsePoll.org). We've also provided some of the topline toward the end of this document.**

**Suggested Social Media Content**

**Hashtags:**

*@COPulsePoll, @COHealthFdn, #COHealth, #COPulsePoll, #COLeg*

**Suggested Posts**

**Facebook/LinkedIn**

- While the increasing cost of living and the cost of housing topped the list of Coloradans' concerns – that's not all that people are worried about. Learn about the other concerns they shared in this year's Colorado Pulse Poll at [COPulsePoll.org/results](https://COPulsePoll.org/results).
- According to this year's Pulse Poll from the Colorado Health Foundation sixty-eight percent of respondents say that wildfires are an extremely or very serious problem in the state. Learn how prevalent the concern is across the state at [COPulsePoll.org/results](https://COPulsePoll.org/results).
- From COVID-19 and the economy to wildfires and policing, Coloradans are handling a long list of concerns as summer gets underway.
- Concern about COVID-19 decreased significantly this year with only one-quarter (24%) of Coloradans considering the spread of new COVID-19 variants to be an extremely or very serious problem, according to Pulse: The Colorado Health Foundation Poll 2022 findings. Find out what they thought about the state's ability to handle another pandemic: [COPulsePoll.org/results](https://COPulsePoll.org/results).

### Twitter

- From COVID-19 and the economy to wildfires and policing, Coloradans are handling a long list of concerns as summer gets underway. Check out their concerns at [COPulsePoll.org/results](https://COPulsePoll.org/results).
- For two years now, a majority (53%) of Coloradans have said that climate change is a serious problem in the state. The geographic breakdown is pretty consistent:
  - Denver: 70%
  - Eastern Plains: 61%
  - El Paso: 60%
  - Larimer/Weld: 76%
  - Pueblo: 67%
  - Western Slope: 64%

Learn more from Colorado Pulse Poll at [COPulsePoll.org/results](https://COPulsePoll.org/results).

- More than four-in-10 (42%) Coloradans of color have actively looked for a different job in the last 12 months – but whether or not they find new employment isn't the only concern for many. Learn more at [@COPulsePoll](https://COPulsePoll.org/results) at [COPulsePoll.org/results](https://COPulsePoll.org/results).

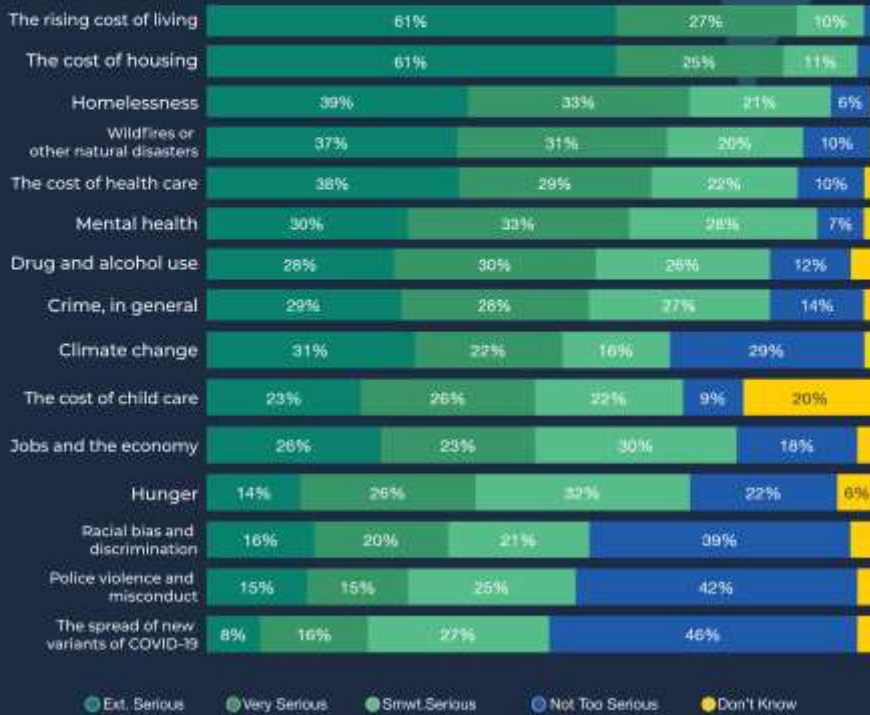
Social Media Graphics



copulsepoll.org



## CHALLENGES FACING COLORADO

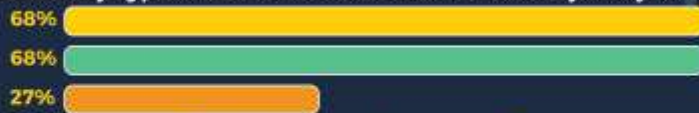


### Concern about police violence and misconduct may be linked to lived experience

Coloradans saying they or someone they know has experienced unfair treatment because of their race or ethnicity when interacting with law enforcement



Coloradans saying police violence and misconduct is an extremely or very serious problem



● African American/Black ● Native American ● White



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# Coloradans across the state are worried about wildfires



PROBLEM	Denver Metro	Eastern Plains	El Paso County	Larimer / Weld County	Pueblo	Western Slope
Say wildfires or other natural disasters are extremely or very serious problems	70%	61%	60%	76%	67%	64%




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## THE GREAT RESIGNATION IN COLORADO

In the past 12 months...



of Coloradans have actively looked for a different job



of Coloradans decided to leave a job without a new one

## **Suggested Email, Blog or Newsletter Content**

Subject: Recent Colorado statewide poll shows no shortage of concerns keeping people up at night

XX,

Our friends at the Colorado Health Foundation recently surveyed nearly 3,000 people across the state to understand their most pressing concerns, how those concerns are impacting them personally, and the solutions they'd like to see prioritized. The Foundation previously published results from their survey that cover Colorado's top concerns of increasing costs, housing, health and well-being. Those findings can be found at [www.COPulsePoll.org](http://www.COPulsePoll.org).

Just this week, results were released related to variety of other concerns including COVID-19, jobs and the economy, wildfires and climate change, as well as crime and policing. The following summarize the findings.

### **Coloradans on COVID-19**

In 2020 and 2021, concerns about COVID-19 were dominant in the minds of Coloradans as the health and economic impacts were acutely felt. This year, concern has decreased significantly with only one-quarter (24%) of Coloradans considering the spread of new COVID-19 variants to be an extremely or very serious problem.

A majority of people in Colorado (53%) are confident that the state is well-prepared to minimize the health and economic impacts of a future pandemic like COVID-19. Confidence is higher among people over 65 (59%) and people with household incomes over \$100k (59%).

### **Coloradans on Jobs and the Economy**

In August 2020, as the state cited high unemployment and struggling small businesses, 63% of Coloradans expressed concern about jobs and the economy. In 2022, the number of Coloradans concerned fell to 49%, far below many of the highest ranked issues.

Some Coloradans are facing hardship in employment:

- 7% have been laid off, down from 13% in 2020.
- 22% have had work hours cut back or wages reduced, down from 31% in 2020.
- People living on low incomes are mostly likely to experience challenges with 12% saying they've been laid off and 30% saying they've lost hours or wages.

Meanwhile, many Coloradans are trying to improve their employment status as employers aim to respond to the Great Resignation:

- 36% have actively looked for a different job, including 62% of young people aged 18-29.
- 12% decided to leave a job without a new one, including one-quarter (25%) of lesbian, gay, bisexual, transgender and queer (LGBTQ) people.
- 37% have received a pay raise or a promotion, including 56% of those who are employed full time.

The personal impact of these concerns is felt differently for people at different levels of income. Nearly half (49%) of respondents with household incomes of more than \$100k received a pay raise or promotion in the last year. Meanwhile, 30% of people living on low incomes, below \$50k, have had work hours cut back or wages reduced

### **Coloradans on Wildfires and Climate Issues**

In 2022, for the first time, Pulse asked Coloradans about wildfires and other natural disasters. Their concerns are significant, ranking the issue between the state's other top concerns of rising cost of living/housing and health/well-being. Sixty-eight percent of respondents say that wildfires are an extremely or very serious problem in the state.

### **Coloradans on Crime and Policing**

Lately, there has been much talk about crime by policymakers in our state, but when asked about the most important issue facing Colorado, only 7% of Coloradans talked about crime or public safety – a sign that it isn't a top-of-mind concern. That said, when asked about whether they thought crime was a problem, 57% of Pulse respondents considered it an extremely or very serious problem – up from 41% in 2021 – a concern that remains consistent across race and income.

As concern about crime has increased, concern about police violence has decreased. People of color are far more likely to consider police violence and misconduct to be an issue: 68% of Black Coloradans and 68% of Native Americans say it's a serious problem. This may be linked to lived experience. Almost three-in-10 Coloradans say that they or someone they know has experienced unfair treatment as a result of their race or ethnicity when interacting with law enforcement. These numbers increase dramatically for people of color (36%), especially Native Americans (62%), African Americans (48%) and Latinos (36%).

If you're interested in examining these findings on your own, visit [www.COPulsePoll.org](http://www.COPulsePoll.org).

### **Key Messages Related to the Findings - EMBARGOED UNTIL JUNE 21**

The full set of results from this phase of the poll will be published on June 21 at [www.COPulsePoll.org](http://www.COPulsePoll.org). After that date, we recommend pulling more detailed findings from the website. Results from our previous releases of data related to increasing costs and health can also be found at [www.COPulsePoll.org](http://www.COPulsePoll.org).

Pulse: The Colorado Health Foundation Poll spent 21 minutes asking 46 questions of 2,985 Coloradans, and the results tell us what's on the minds of the people in our state.

While the increasing cost of living and the cost of housing topped the list of Coloradans' concerns – followed closely by issues related to health and well-being – that's not all that people are worried about. From COVID-19 and the economy to wildfires and policing, Coloradans are handling a long list of concerns as summer gets underway.

### ***Beyond increasing costs and health: what else is on the minds of people in Colorado?***

## **COVID-19**

In 2020 and 2021, concerns about COVID-19 were dominant in the minds of Coloradans as the health and economic impacts were acutely felt. This year, concern has decreased significantly with only one-quarter (24%) of Coloradans considering the spread of new COVID-19 variants to be an extremely or very serious problem. People of color and people living on low incomes, who have been hit especially hard by the pandemic, are more likely to say new variants are a problem at 33% and 30%, respectively. Almost four-in-10 Democrats are concerned about new variants compared to only 7% of Republicans.

A majority of people in Colorado (53%) are confident that the state is well-prepared to minimize the health and economic impacts of a future pandemic like COVID-19. Confidence is higher among people over 65 (59%) and people with household incomes over \$100k (59%). Confidence is lower among people who are financially insecure: of Coloradans who say their financial situation is worse off, 41% are confident in the state's preparation for another pandemic.

### **Jobs and the economy**

In August 2020, as the state cited high unemployment and struggling small businesses, 63% of Coloradans expressed concern about jobs and the economy. In April 2022, the number of Coloradans concerned fell to 49%, far below many of the highest ranked issues. One-quarter (25%) of Coloradans say they're worried that they might not be employed in the next year; of those respondents, two-thirds (66%) consider jobs and the economy to be an extremely or very serious problem in the state.

Some Coloradans are facing hardship in employment:

- 7% have been laid off, down from 13% in 2020.
- 22% have had work hours cut back or wages reduced, down from 31% in 2020.
- People living on low incomes are mostly likely to experience challenges with 12% saying they've been laid off and 30% saying they've lost hours or wages.

Meanwhile, many Coloradans are trying to improve their employment status as employers aim to respond to the Great Resignation:

- 36% have actively looked for a different job, including 62% of young people aged 18-29.
- 12% decided to leave a job without a new one, including one-quarter (25%) of lesbian, gay, bisexual, transgender and queer (LGBTQ) people.
- 37% have received a pay raise or a promotion, including 56% of those who are employed full time.

The personal impact of these concerns is felt differently for people at different levels of income. Nearly half (49%) of respondents with household incomes of more than \$100k received a pay raise or promotion in the last year. Meanwhile, 30% of people living on low incomes, below \$50k, have had work hours cut back or wages reduced.

More than four-in-10 (43%) Coloradans of color have actively looked for a different job in the last 12 months – but whether or not they find new employment isn't the only concern for many. More than 30% of people of color in Colorado say they or someone they know have been treated unfairly because of their race or ethnicity while seeking employment. That includes 24% of Asian Americans and Pacific Islanders, 34% of Black Coloradans, 33% of Latinos, 51% of Native Americans and 40% of multiracial respondents.

## Wildfires and climate

For two years now, a majority (53%) of Coloradans have said that climate change is a serious problem in the state. It's a top issue for people aged 18 to 29 years-old (63%) and people of color (61%), especially Asian Americans and Pacific Islanders (73%) and Native Americans (66%).

In 2022, for the first time, Pulse asked Coloradans about wildfires and other natural disasters. Their concerns are significant, ranking the issue between the state's other top concerns of rising cost of living/housing and health/well-being. Sixty-eight percent of respondents say that wildfires are an extremely or very serious problem in the state, and this belief is remarkably statewide:

	Denver Metro	Eastern Plains	El Paso County	Larimer / Weld	Pueblo	Western Slope
Say wildfires or other natural disasters are extremely or very serious problems	70%	61%	60%	76%	67%	64%

These problems do take on a partisan hue. While a majority of Democrats (82%) and Independents (57%) think climate change is a very serious problem, only 13% of Republicans share the belief. The difference is less pronounced – but still there – for wildfires and other natural disasters: 86% of Democrats and 71% of Independents consider it a very serious problem compared to 49% of Republicans.

## Crime and policing

Lately, there has been much talk about crime by policymakers in our state, but when asked about the most important issue facing Colorado, only 7% of Coloradans talked about crime or public safety – a sign that it isn't a top-of-mind concern. That said, when asked about whether they thought crime was a problem, 57% of Pulse respondents considered it an extremely or very serious problem – up from 41% in 2021. While belief that crime is a serious problem is held by majorities of Coloradans across race and income, older people (age 65 and above) were the most likely to say crime is an extremely or very serious problem at 75%.

As concern about crime has increased, concern about police violence has decreased. Just months after the death of George Floyd in 2020, 38% of Coloradans said police misconduct was an extremely or very serious problem – down to 30% now. People of color are far more likely to consider police violence and misconduct to be an issue: 68% of Black Coloradans and 68% of Native Americans say it's a serious problem.

Concern about police violence and misconduct may be linked to lived experience. Almost three-in-10 Coloradans (29%) say that they or someone they know has experienced unfair treatment as a result of their race or ethnicity when interacting with law enforcement. These numbers increase dramatically for people of color (36%), especially Native Americans (62%), African Americans (48%) and Latinos (36%). Of those who have experienced unfair treatment by law enforcement, a majority – 59% – say that police violence and misconduct is an extremely or very serious problem.