





#### **Today's Briefing**

- You're muted, and your camera is off.
  - But we still want to hear from you so…
- Please use the chat to share comments and questions.
- Closed Captioning is available.
  - To activate, click on the CC icon in the Zoom toolbar and select "Show Captions"
- · We're recording.
  - We'll make the recording available and the slides, too!



#### **About The Colorado Health Foundation**

The Colorado Health Foundation is a statewide philanthropic organization that champions the overall health and well-being of every Coloradan by advocating for and investing in solutions and policies that drive health equity and racial justice.

Our Rally Cry: Health and well-being can be in reach for everyone









#### **About Pulse**

- An annual poll that takes the pulse of Coloradans across a range of issues impacting health and well-being. We share all of the results with the public, policymakers, and media.
- Pulse is about listening and hearing from people outside of our own circles to gain a greater understanding of what people across Colorado are thinking and experiencing.
- As part of our commitment to racial justice, we oversample African Americans, Asian Americans and Pacific Islanders, and Native Americans.
  - We couldn't achieve an oversample of Native Americans without our partners: Colorado Commission of Indian Affairs, CU Center for American Indian Alaska Native Health (CAIANH), Project Mosaic, Tara Manthey, Indigenous Wellbriety program, among many others.



#### Survey Specifics and Methodology

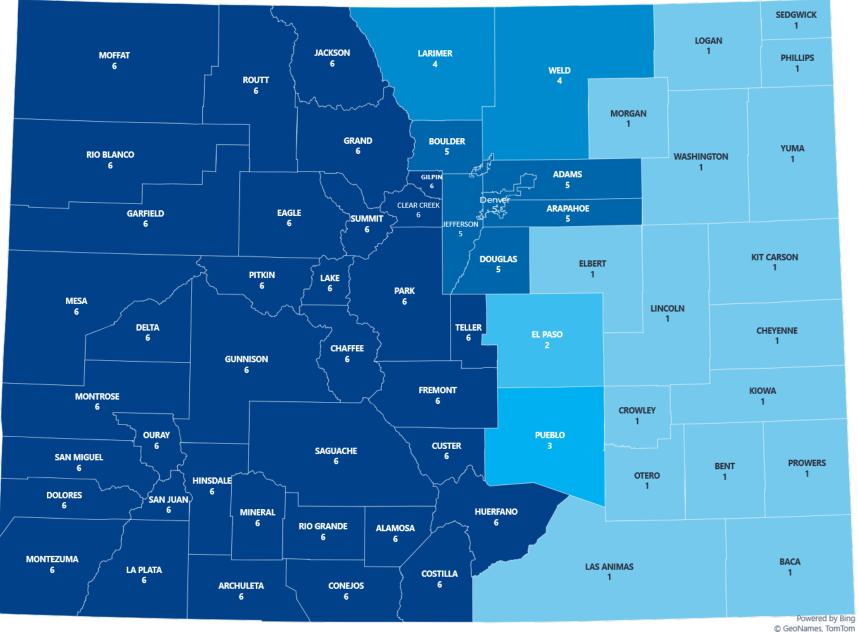
(Not All Results Will Sum to 100% Due to Rounding)





#### Colorado Region Map

Eastern Plains (1)	3%
El Paso County (2)	11%
Pueblo (3)	4%
Larimer Weld (4)	12%
Denver Metro (5)	56%
Western Slope (6)	14%





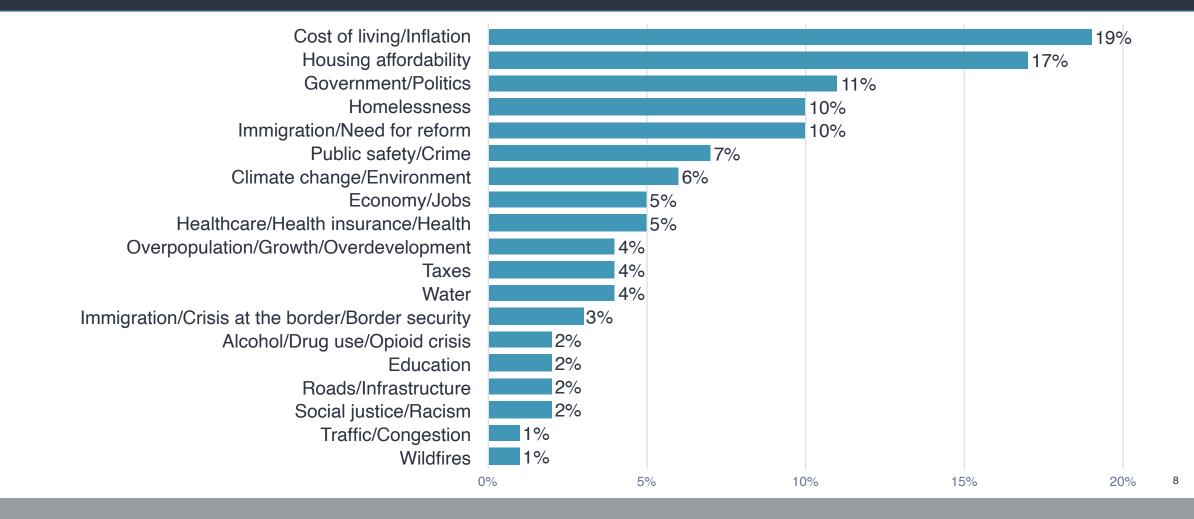


### **Top Concerns for Coloradoans**



#### Cost of living and housing affordability are the top issues facing the state.

Q14. In a few words of your own, what is the most important issue facing Colorado right now? (Open-ended)

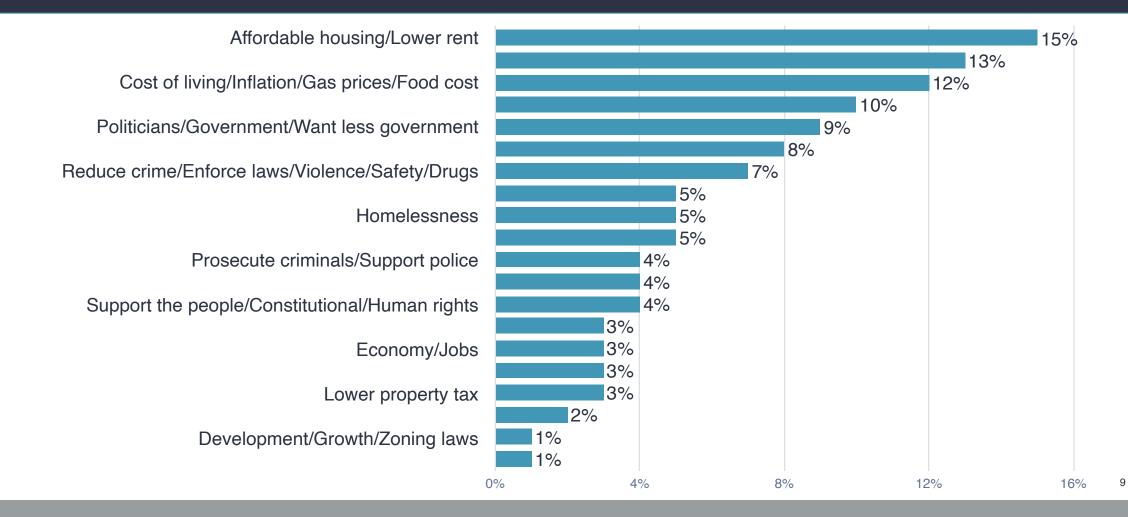




In their own words, Coloradans say affordable housing, lower taxes and addressing the cost of living are the most important things state government could do to improve life.

Q16. In a few words of your own, what is the most important thing the Colorado state government could do to make life better for you and the people you care about?

(Open-ended; n=1207)







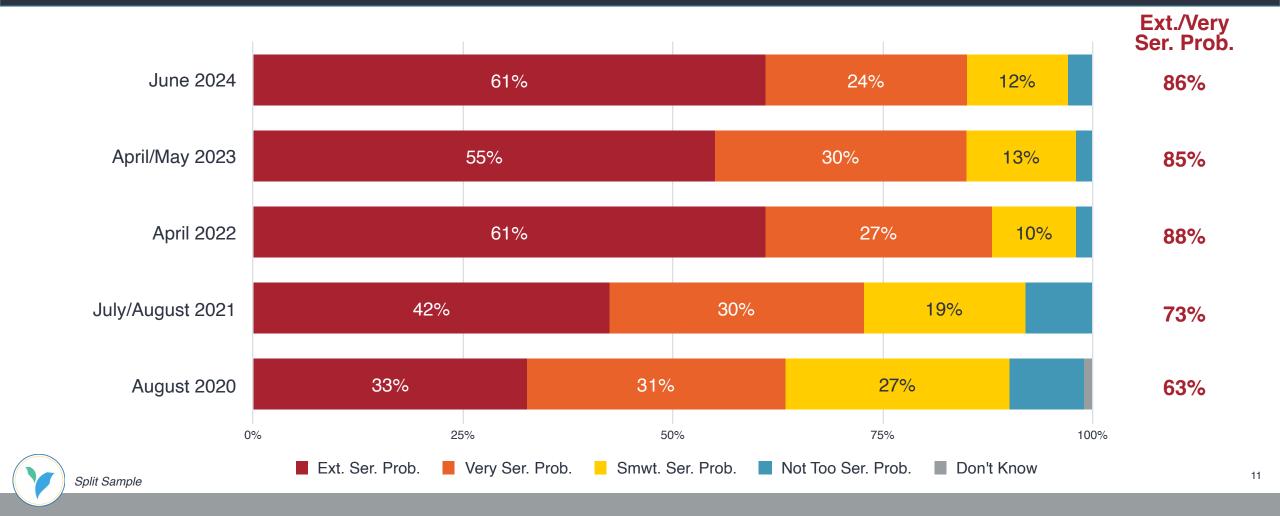
### **Cost of Living**



#### The urgency of concern about the rising cost of living has remained consistent since 2022.

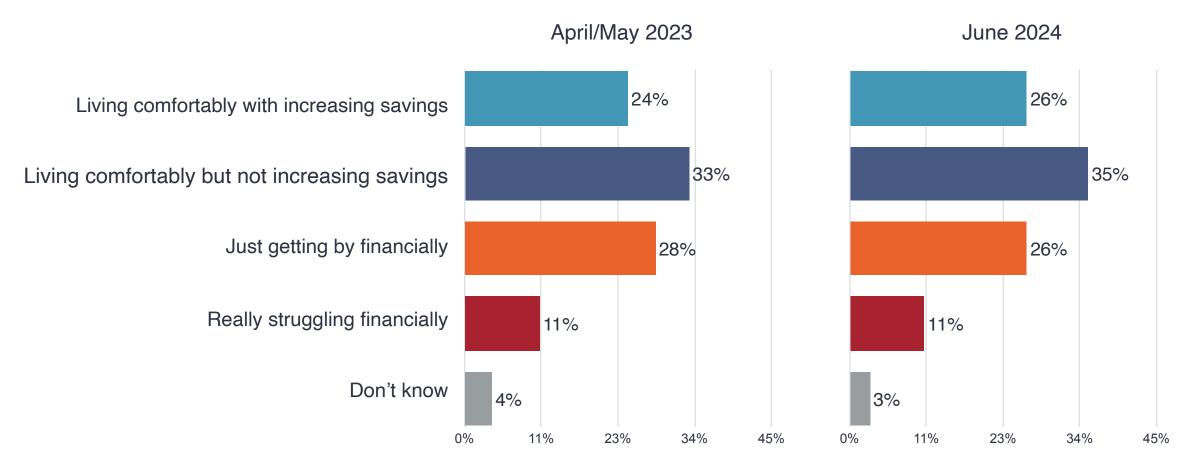
Q15q. I'd like to read you some problems facing Colorado that people have mentioned. Please tell me whether you think it is an extremely serious problem, a very serious problem, somewhat serious problem, or not too serious a problem in Colorado.

(The Rising Cost of Living)



## A majority continues to say they are living comfortably, but only one-quarter are increasing their savings.

Q20. Which of the following best describes your financial situation:





## The degree to which Coloradans say they are living comfortably increases with income, homeownership and full-time employment.

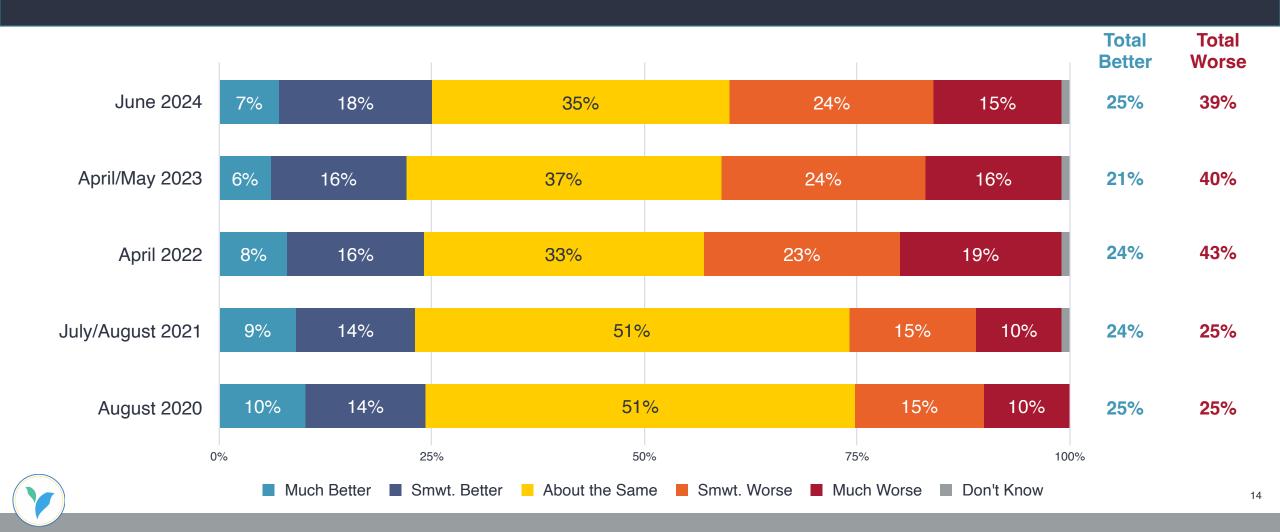
Q20. Which of the following best describes your financial situation:

		Household Income				Residence		Employment		
Financial Situation	All	<\$50,000	\$50,000- \$90,000	\$90,000- \$150,000	\$150,000+	Home- owners	Renters	Full- time	Part- time	Unemp./ Temp. Laid Off
Living comfortably with increasing savings	26%	7%	16%	25%	47%	30%	18%	30%	15%	5%
Living comfortably but not increasing savings	35%	26%	36%	44%	35%	38%	34%	33%	45%	20%
Just getting by financially	26%	36%	35%	24%	13%	23%	30%	27%	23%	31%
Really struggling financially	11%	31%	11%	5%	3%	7%	17%	8%	14%	44%
Don't know	3%	1%	1%	1%	1%	2%	1%	2%	1%	0%



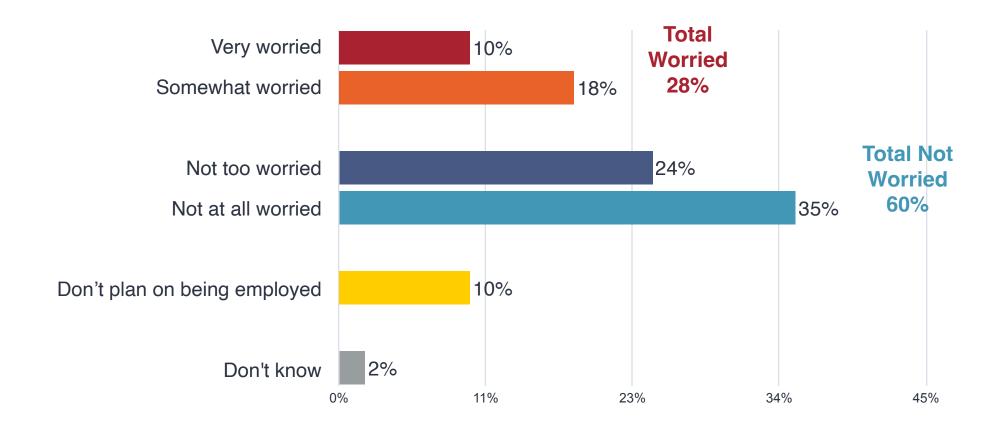
## Two in five continue to say they are worse off financially than they were a year ago.

Q21. Would you say you are better off, or worse off financially than you were a year ago, or is your financial situation about the same?



#### Slightly over one-quarter are worried about being employed next year.

Q25. 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: )





#### Those with incomes under \$90,000 are more likely to be worried about being employed.

Q25. 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: )

Demographic Group	Total Worried	Total Not Worried	Don't Plan on Being Employed/Don't Know
All	28%	60%	12%
Race/Ethnicity			
Asian/Pacific Islander	32%	64%	4%
Black/African American	36%	61%	3%
Hispanic/Latino	31%	54%	16%
Native American/Indigenous	38%	45%	17%
White	27%	61%	12%
Household Income			
<\$50,000	35%	44%	20%
\$50,000-\$90,000	32%	55%	13%
\$90,000-\$150,000	27%	63%	10%
\$150,000+	20%	74%	6%



### Over the past year, non-Latino Coloradans have risen to match Latinos' level of worry about the issue.

Q25. 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: )

(% Total Worried)

Demographic Group	2021	2022	2023	2024	Difference
All	16%	25%	21%	28%	+7%
Race/Ethnicity					
Asian/Pacific Islander	15%	27%	22%	32%	+10%
Black/African American	16%	22%	24%	36%	+12%
Hispanic/Latino	24%	27%	33%	31%	-2%
Native American/Indigenous	17%	47%	28%	38%	+10%
White	13%	24%	18%	27%	+9%



## Not surprisingly, a majority of those who are unemployed or have been laid off are worried about being employed over the next year.

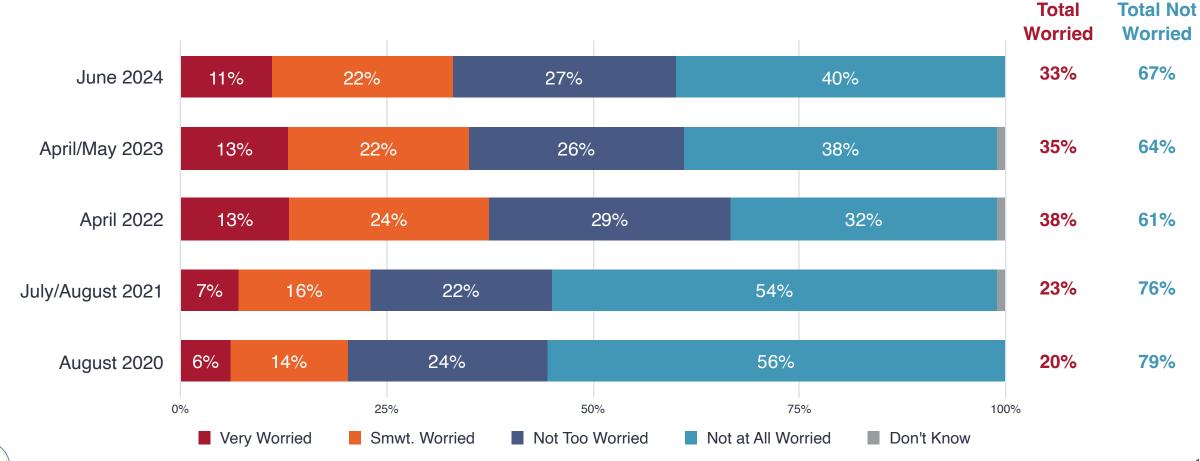
Q25. Do you plan to be employed over the next year? (IF YES: How worried are you that you might not be employed over the next year: )

Demographic Group	Total Worried	Total Not Worried	Don't Plan on Being Employed/Don't Know
All	28%	60%	12%
Employment			
Full-time	30%	68%	3%
Part-time	33%	65%	2%
Unemployed/Temporarily Laid Off	58%	34%	9%
Region			
Eastern Plains	29%	46%	25%
El Paso County	31%	54%	15%
Larimer Weld	20%	66%	14%
Denver Metro	30%	60%	10%
Western Slope	23%	64%	14%
Pueblo County	37%	42%	21%



#### One-third are worried they might not always be able to afford food over the next year.

Q24. 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:





## A majority of Native American respondents and of those with incomes under \$50,000 are worried about affording food.

Q24. 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:

Demographic Group	Total Worried	Total Not Worried	Don't Know
All	33%	67%	0%
Race/Ethnicity			
Asian/Pacific Islander	37%	63%	0%
Black/African American	45%	55%	0%
Hispanic/Latino	40%	60%	0%
Native American/Indigenous	52%	47%	2%
White	30%	70%	0%
Household Income			
<\$50,000	57%	42%	1%
\$50,000-\$90,000	45%	55%	0%
\$90,000-\$150,000	24%	76%	0%
\$150,000+	14%	86%	0%

#### Worry about affording food is greatest in Pueblo County.

Q24. 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:

Demographic Group	Total Worried	Total Not Worried	Don't Know
All	33%	67%	0%
Region			
Eastern Plains	33%	66%	0%
El Paso County	38%	62%	0%
Larimer Weld	28%	72%	0%
Denver Metro	30%	69%	1%
Western Slope	36%	64%	0%
Pueblo County	55%	45%	0%



#### AAPI Coloradans have expressed steadily increasing worry about food insecurity.

Q24. 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:

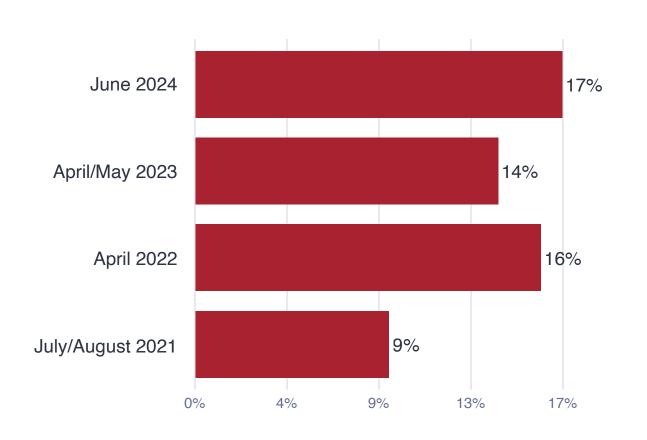
(% Total Worried)

Demographic Group	2020	2021	2022	2023	2024	Difference (2023-2024)
All	20%	23%	38%	35%	33%	-2%
Race/Ethnicity						
Asian/Pacific Islander	13%	18%	26%	26%	37%	+11%
Black/African American	31%	29%	34%	39%	45%	+6%
Hispanic/Latino	28%	40%	55%	47%	40%	-7%
Native American/Indigenous		34%	62%	55%	52%	-3%
White	17%	17%	33%	30%	30%	0%



## Nearly one in five say they have skipped meals because they couldn't afford food in the past year.

Q26a. In the last 12 months, have you experienced any of the following: Skipped meals because you couldn't afford food? (% Yes)



Demographic Group	% Yes
Race/Ethnicity	
Asian/Pacific Islander	11%
Black/African American	28%
Hispanic/Latino	19%
Native American/Indigenous	34%
White	16%
Household Income	
<\$50,000	44%
\$50,000-\$90,000	22%
\$90,000-\$150,000	10%
\$150,000+	3%



## Nearly three-quarters say that increasing the availability of higher-paying jobs would be helpful in improving their financial situation.

Q27. Here are some actions that could help your personal financial situation. Please tell me if this would be very helpful, somewhat helpful or not too helpful for you personally.



### Most Coloradans of color say increasing the availability and affordability of childcare and reducing bias in hiring would be helpful, compared to less than half of white Coloradans.

Q27. Here are some actions that could help your personal financial situation. Please tell me if this would be very helpful, somewhat helpful or not too helpful for you personally.

(%Very/Somewhat Helpful)

		Race/Ethnicity					
Action	All	Asian/ Pacific Islander	Black/ African American	Hispanic/ Latino	Native American/ Indigenous	White	
Increasing the availability of higher-paying jobs in your community	73%	75%	77%	81%	86%	71%	
Increasing access to affordable professional education and job training	57%	60%	71%	66%	71%	54%	
Providing support to help people manage debt and improve their credit	53%	59%	61%	62%	71%	51%	
Increasing the availability and affordability of childcare	43%	57%	55%	51%	59%	40%	
Reducing discrimination and bias in hiring	41%	51%	69%	55%	79%	35%	



## Increasing the availability of higher-paying jobs is the only solution labeled "helpful" by bipartisan majorities.

Q27. Here are some actions that could help your personal financial situation. Please tell me if this would be very helpful, somewhat helpful or not too helpful for you personally.

(%Very/Somewhat Helpful)

Action	All		Dem-Rep. Diff.		
Action	All	Democrats	Independents	Republicans	Delli-Nep. Dill.
Increasing the availability of higher-paying jobs in your community	73%	79%	75%	60%	+19%
Increasing access to affordable professional education and job training	57%	61%	59%	44%	+17%
Providing support to help people manage debt and improve their credit	53%	58%	54%	47%	+11%
Increasing the availability and affordability of childcare	43%	48%	42%	33%	+15%
Reducing discrimination and bias in hiring	41%	53%	41%	25%	+28%



## Respondents in all regions see increasing access to higher-paying jobs, job training and debt management as "helpful."

Q27. Here are some actions that could help your personal financial situation. Please tell me if this would be very helpful, somewhat helpful or not too helpful for you personally.

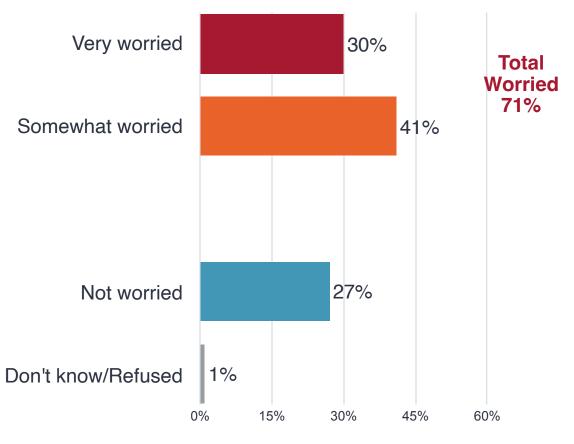
(%Very/Somewhat Helpful)

		Region							
Action	All	Eastern Plains	El Paso County	Larimer Weld	Denver Metro	Western Slope	Pueblo County		
Increasing the availability of higher-paying jobs in your community	73%	77%	71%	76%	73%	70%	82%		
Increasing access to affordable professional education and job training	57%	67%	61%	54%	57%	47%	77%		
Providing support to help people manage debt and improve their credit	53%	60%	56%	51%	53%	55%	60%		
Increasing the availability and affordability of childcare	43%	55%	43%	40%	43%	38%	57%		
Reducing discrimination and bias in hiring	41%	37%	52%	36%	41%	32%	56%		



### Seven in ten Coloradans worry about being able to afford living in Colorado in the future.

Q31. Are you worried about whether you will be able to afford to live in Colorado in the future? (IF YES, ASK: Are you very worried or just somewhat?)



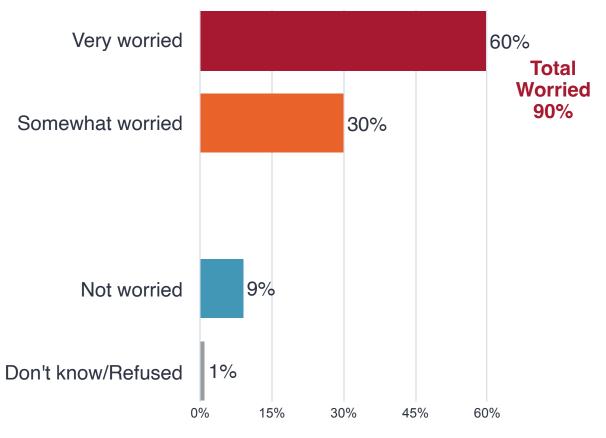
Demographic Group	Total Worried
Race/Ethnicity	
Asian/Pacific Islander	71%
Black/African American	85%
Hispanic/Latino	70%
Native American/Indigenous	85%
White	70%
Household Income	
<\$50,000	85%
\$50,000-\$90,000	81%
\$90,000-\$150,000	74%
\$150,000+	56%
Region	
Eastern Plains	66%
El Paso County	72%
Larimer Weld	75%
Denver Metro	72%
Western Slope	65%
Pueblo County	73%



#### Nine in ten worry about their children being able to afford living in Colorado.

Q32. Are you worried about whether your children will be able to afford to live in Colorado in the future? (IF YES, ASK: Are you very worried or just somewhat?)

(Asked of Parents With Children Under the Age of 18, n=637)



Demographic Group	Total Worried		
Race/Ethnicity			
Asian/Pacific Islander	71%		
Black/African American	76%		
Hispanic/Latino	88%		
Native American/Indigenous	91%		
White	92%		
Household Income			
<\$50,000	94%		
\$50,000-\$90,000	87%		
\$90,000-\$150,000	92%		
\$150,000+	89%		
Region			
Eastern Plains	85%		
El Paso County	86%		
Larimer Weld	93%		
Denver Metro	90%		
Western Slope	90%		
Pueblo County Only	88%		





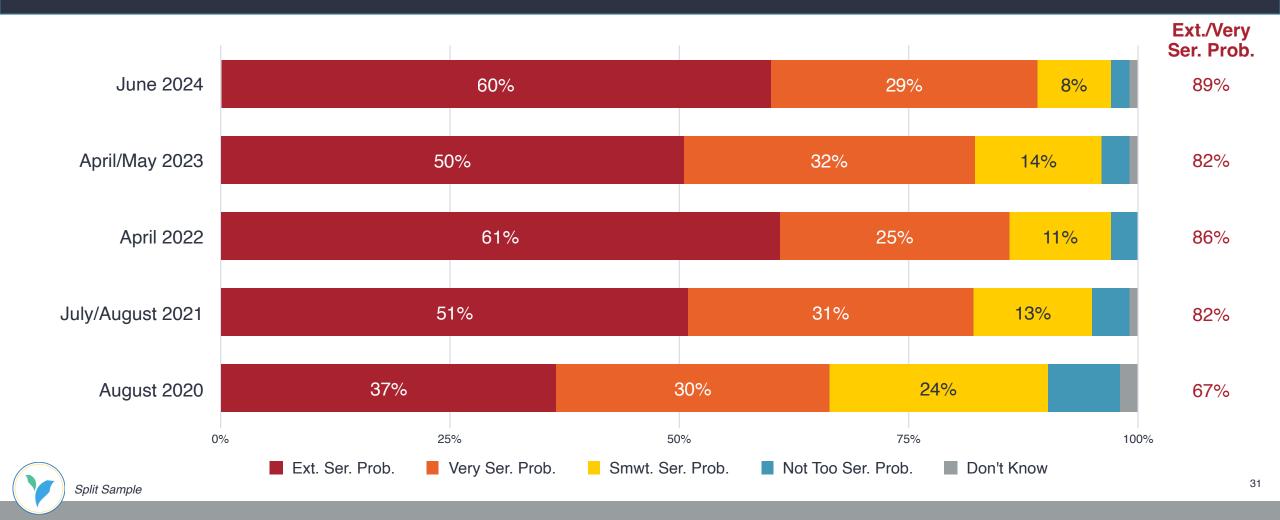
### Housing



### Concern about the cost of housing is at the highest level we have seen in the Pulse Poll.

Q15k. I'd like to read you some problems facing Colorado that people have mentioned. 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.

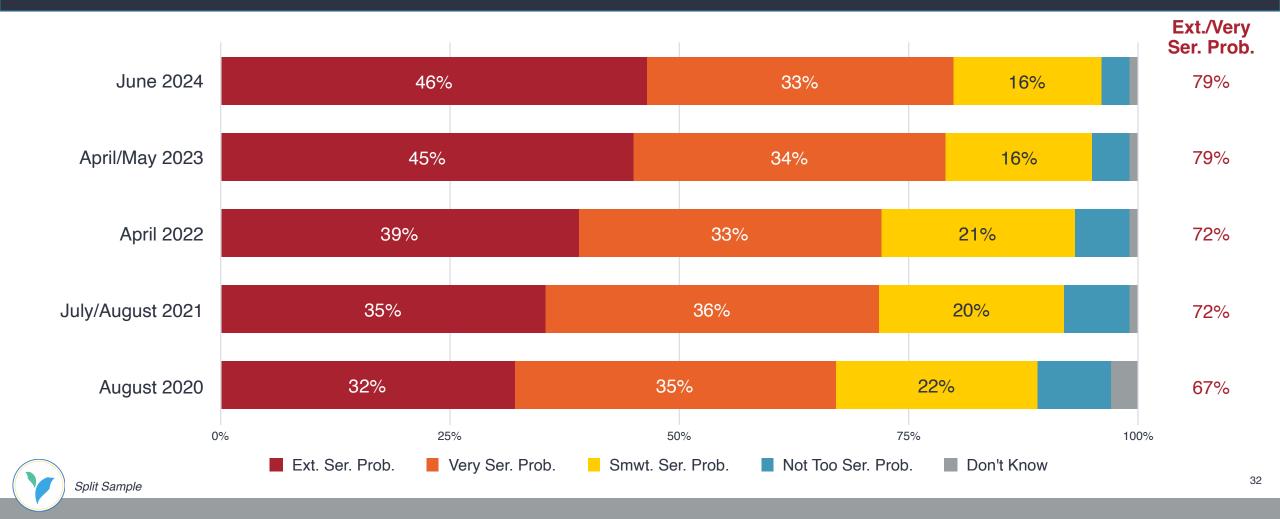
(Cost of Housing)



# Views of homelessness have remained steady since last year, with nearly four in five rating it a "very serious" problem.

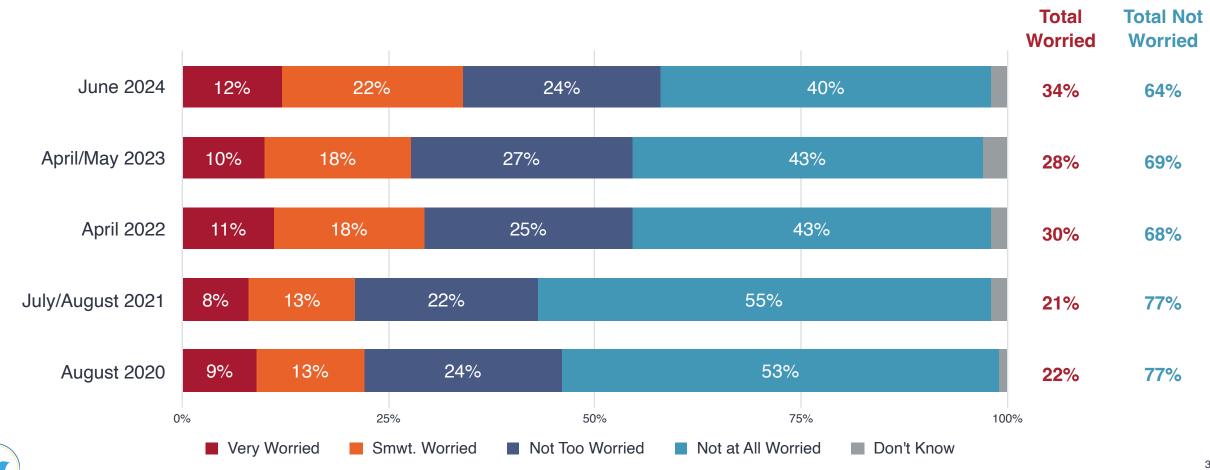
Q15h. I'd like to read you some problems facing Colorado that people have mentioned. Please tell me whether you think it is an extremely serious problem, a very serious problem, somewhat serious problem, or not too serious a problem in Colorado.

(Homelessness)



## One-third are worried about having to move because they cannot afford their rent or mortgage.

Q22. Thinking ahead over the next year, how worried are you that you might lose your home, have to downgrade your home, or move because you can't afford the monthly rent or mortgage:





#### Those with lower incomes are more likely to worry about losing their home.

Q22. Thinking ahead over the next year, how worried are you that you might lose your home, have to downgrade your home, or move because you can't afford the monthly rent or mortgage:

Demographic Group	Total Worried	Total Not Worried	Don't Know
All	34%	64%	2%
Race/Ethnicity			
Asian/Pacific Islander	38%	61%	1%
Black/African American	46%	53%	1%
Hispanic/Latino	43%	55%	2%
Native American/Indigenous	55%	40%	5%
White	30%	69%	2%
Household Income			
<\$50,000	53%	45%	2%
\$50,000-\$90,000	44%	55%	1%
\$90,000-\$150,000	33%	66%	1%
\$150,000+	18%	81%	1%

## Coloradans across most ethnic groups have shown increased concern in the last year about the potential of losing their home.

Q22. Thinking ahead over the next year, how worried are you that you might lose your home, have to downgrade your home, or move because you can't afford the monthly rent or mortgage:

(% Total Worried)

Demographic Group	2020	2021	2022	2023	2024	Difference (2023-2024)
All	22%	21%	30%	28%	34%	+6%
Race/Ethnicity						
Asian/Pacific Islander	24%	17%	35%	29%	38%	+9%
Black/African American	37%	28%	31%	47%	46%	-1%
Hispanic/Latino	24%	33%	42%	42%	43%	+1%
Native American/Indigenous		38%	58%	49%	55%	+6%
White	19%	17%	26%	22%	30%	+8%



#### Renters are twice as likely as homeowners to worry about losing their home.

Q22. Thinking ahead over the next year, how worried are you that you might lose your home, have to downgrade your home, or move because you can't afford the monthly rent or mortgage:

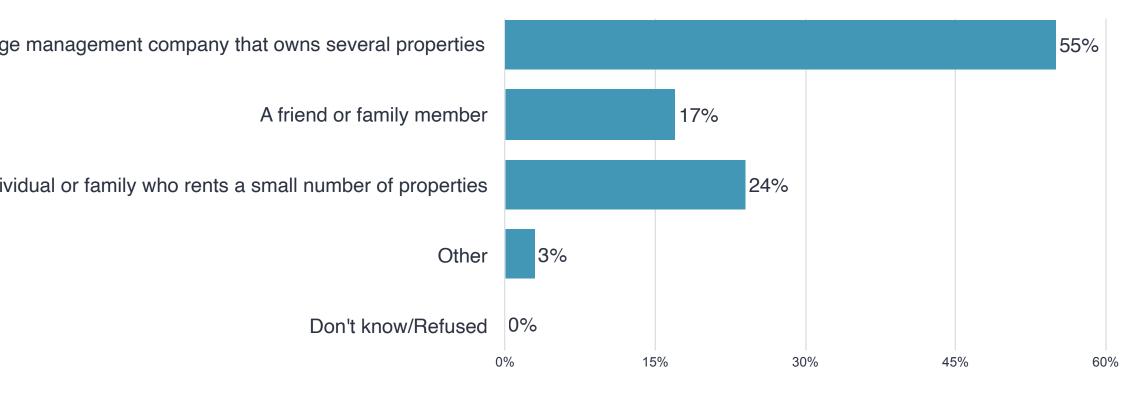
Demographic Group	Total Worried	Total Not Worried	Don't Know
All	34%	64%	2%
Residence			
Homeowners	26%	73%	1%
Renters	54%	45%	2%
Employment			
Full-time	35%	63%	1%
Part-time	40%	58%	2%
Unemployed/Temporarily Laid Off	62%	37%	1%
Region			
Eastern Plains	47%	47%	6%
El Paso County	29%	70%	1%
Larimer Weld	31%	67%	1%
Denver Metro	34%	64%	2%
Western Slope	34%	66%	0%
Pueblo County	37%	61%	1%



#### A majority of renters do so from a large management company.

Q29. Who do you rent from?

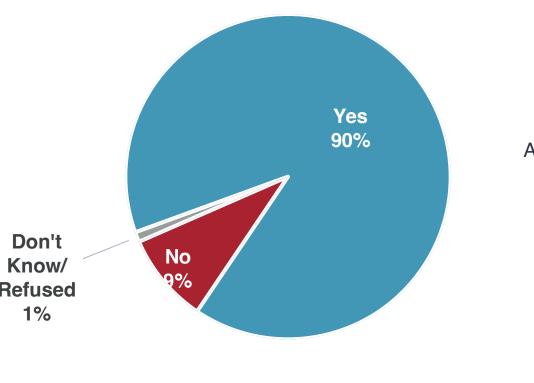
(Asked of Only of Those Who Rent, n=459)

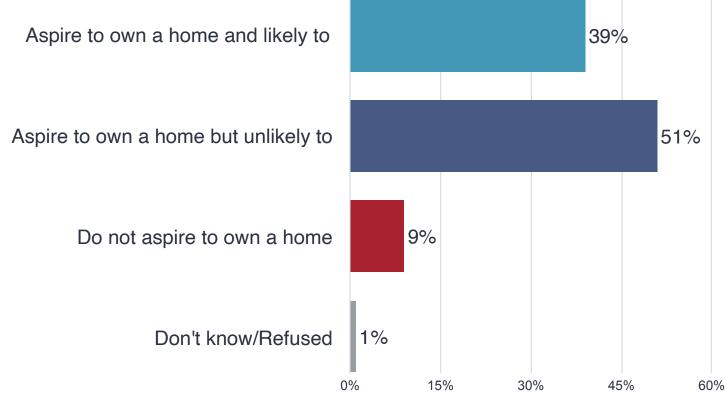




#### Most renters aspire to own a home someday, but fewer than two in five think it is likely.

Q30. Do you aspire to own a home someday? (IF YES: Do you think it is likely or unlikely that you will be able to purchase a home in Colorado?) (Asked of Only of Those Who Rent, n=459)

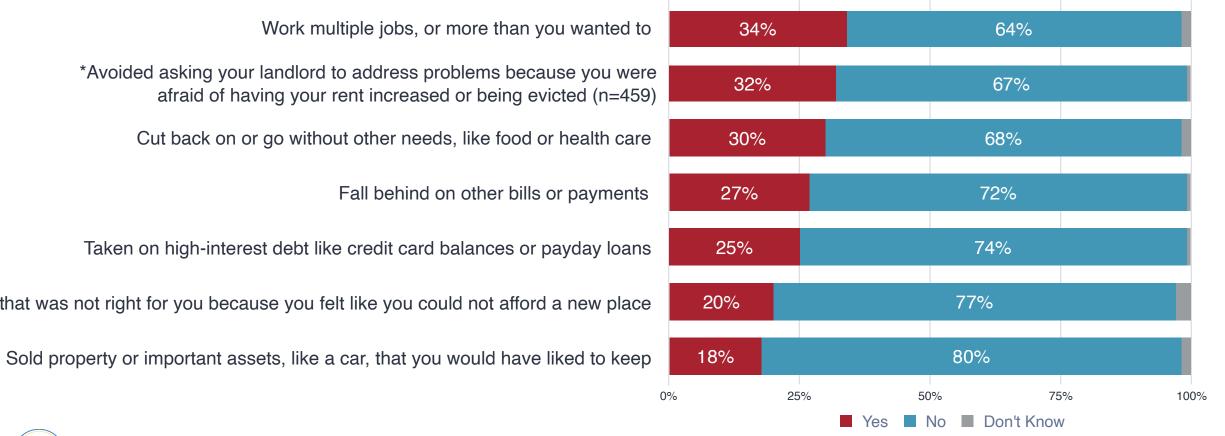






# One-third have worked multiple jobs, or more hours than they wanted to, in order to afford housing.

Q33. In order to pay your rent or your mortgage in the last year, have you had to do any of the following:





#### Black Coloradans and Native American Coloradans are more likely to have made many of these changes to afford housing when compared to Coloradans of other racial and ethnic backgrounds.

Q33. In order to pay your rent or your mortgage in the last year, have you had to do any of the following: (% Yes)

		Race/Ethnicity				
Action	All	Asian/ Pacific Islander	Black/ African American	Hispanic/ Latino	Native American/ Indigenous	White
Work multiple jobs, or more than you wanted to	34%	39%	45%	35%	47%	33%
*Avoided asking your landlord to address problems because you were afraid of having your rent increased or being evicted (n=459)	32%	39%	38%	34%	41%	30%
Cut back on or go without other needs, like food or health care	30%	32%	40%	32%	55%	28%
Fall behind on other bills or payments	27%	31%	39%	35%	50%	24%
Taken on high-interest debt like credit card balances or payday loans	25%	24%	47%	32%	42%	22%
Stayed in housing that was not right for you because you felt like you could not afford a new place	20%	26%	22%	24%	37%	19%
Sold property or important assets, like a car, that you would have liked to keep	18%	21%	20%	21%	32%	16%



# Renters are much more likely than homeowners to have taken each of the actions listed to afford housing.

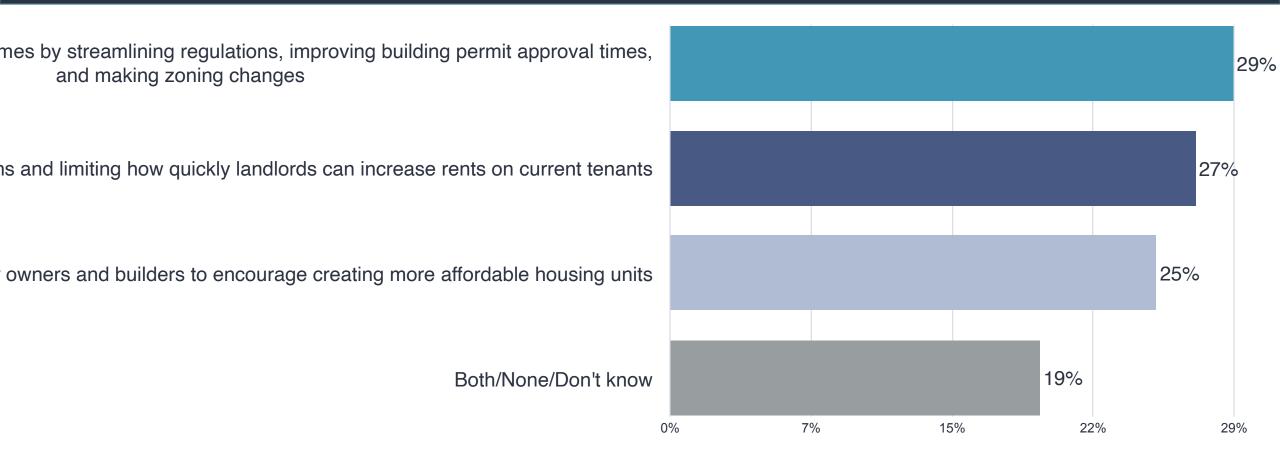
Q33. In order to pay your rent or your mortgage in the last year, have you had to do any of the following: (% Yes)

		Household Income				Residence	
Action	All	<\$50,000	\$50,000- \$90,000	\$90,000- \$150,000	\$150,000+	Home- owners	Renters
Work multiple jobs, or more than you wanted to	34%	45%	39%	40%	21%	29%	52%
*Avoided asking your landlord to address problems because you were afraid of having your rent increased or being evicted (n=459)	32%	41%	40%	17%	14%	N/A	32%
Cut back on or go without other needs, like food or health care	30%	51%	43%	27%	13%	25%	41%
Fall behind on other bills or payments	27%	49%	37%	22%	12%	20%	44%
Taken on high-interest debt like credit card balances or payday loans	25%	39%	30%	26%	16%	21%	37%
Stayed in housing that was not right for you because you felt like you could not afford a new place	20%	32%	24%	19%	13%	13%	38%
Sold property or important assets, like a car, that you would have liked to keep	18%	30%	20%	18%	10%	15%	24%



#### Coloradans are split on the best way to address rising housing costs.

Q34. Which of the following statements comes closer to your personal opinion about the most long-lasting way to address rising housing costs in Colorado:





#### Those divisions over the best housing solution are present within each political party.

Q34. Which of the following statements comes closer to your personal opinion about the most long-lasting way to address rising housing costs in Colorado:

Ctatament	All	Party			
Statement	All	Democrats	Independents	Republicans	
Making it easier to build more homes by streamlining regulations, improving building permit approval times, and making zoning changes	29%	26%	31%	32%	
Increasing renter protections and limiting how quickly landlords can increase rents on current tenants	27%	33%	29%	14%	
Providing financial incentives to property owners and builders to encourage creating more affordable housing units	25%	29%	24%	25%	
Both/None/Don't know	19%	12%	16%	29%	



### Renters are more likely to favor renter protections, while homeowners are split on the best solution.

Q34. Which of the following statements comes closer to your personal opinion about the most long-lasting way to address rising housing costs in Colorado:

Statement		Residence		
		Homeowners	Renters	
Making it easier to build more homes by streamlining regulations, improving building permit approval times, and making zoning changes	29%	31%	27%	
Increasing renter protections and limiting how quickly landlords can increase rents on current tenants	27%	20%	44%	
Providing financial incentives to property owners and builders to encourage creating more affordable housing units	25%	28%	19%	
Both/None/Don't know	19%	20%	11%	



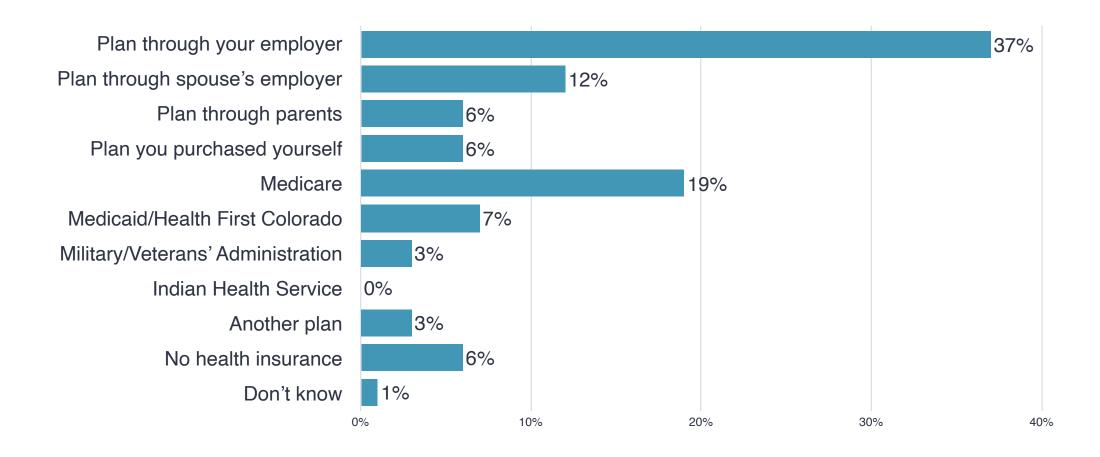


#### **Cost of Healthcare**



# Coloradans most frequently rely on an insurance plan through an employer or spouse's employer.

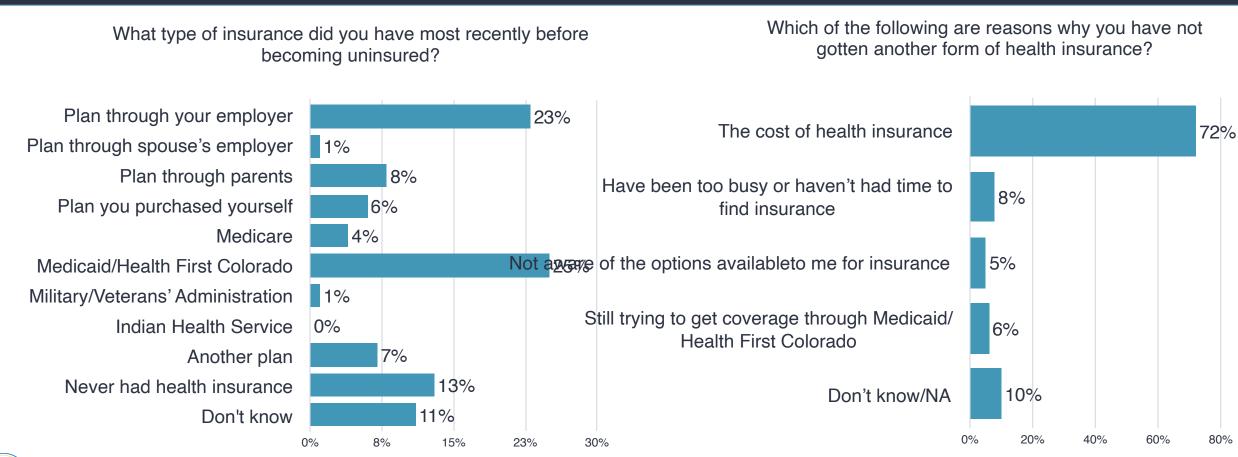
Q9. Do you have health insurance? (IF YES, ASK: What is your primary health insurance plan?





# Those who are currently uninsured indicate that they most recently had Medicaid or a plan through their employer.

Q10 & Q11. (Asked of Those With No Health Insurance, n=151)

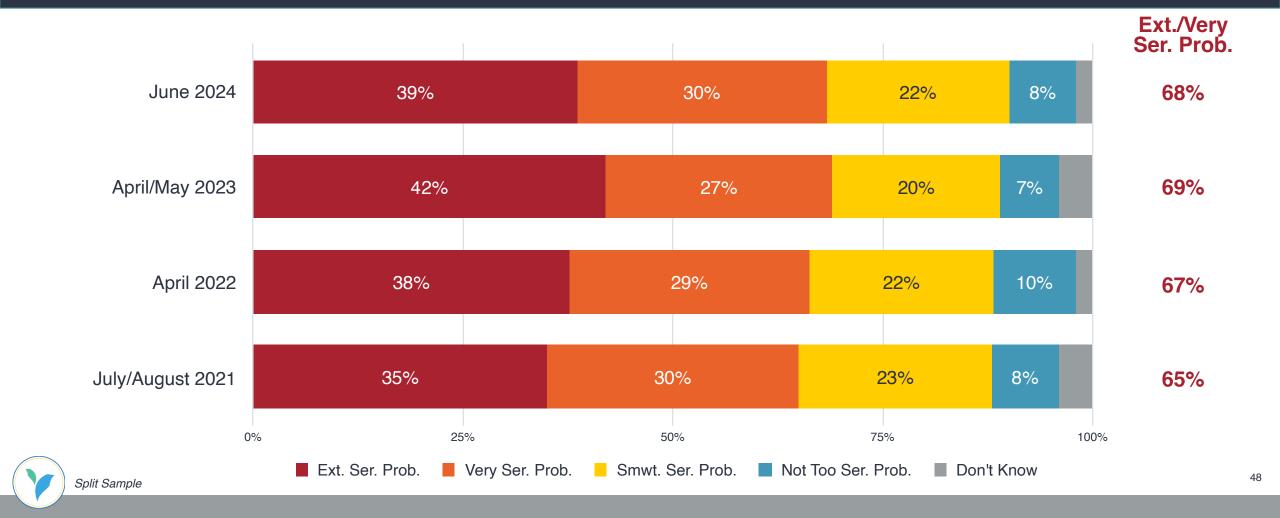




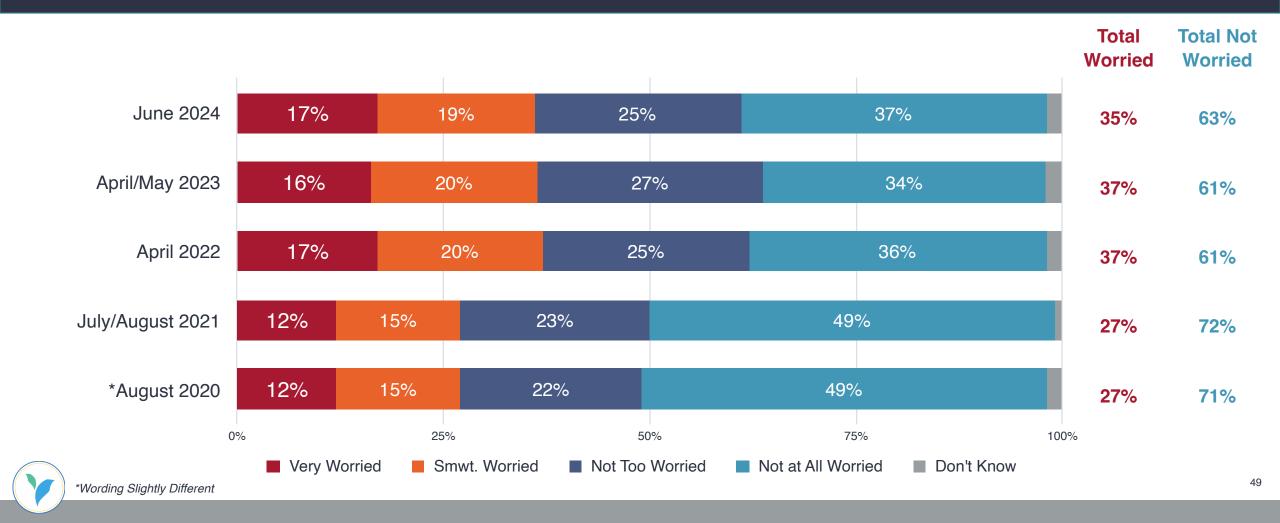
### Two-thirds of Coloradans consistently rate the cost of healthcare as a "very serious" problem.

Q15d. I'd like to read you some problems facing Colorado that people have mentioned. 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.

(The cost of healthcare)



### One-third worry that someone in their household will be without health insurance coverage in the coming year.



### Native American Coloradans and those with incomes under \$50,000 are most worried about losing health insurance coverage.

Demographic Group	Total Worried	Total Not Worried	Don't Know
All	35%	63%	2%
Race/Ethnicity			
Asian/Pacific Islander	40%	57%	4%
Black/African American	41%	57%	1%
Hispanic/Latino	47%	53%	1%
Native American/Indigenous	56%	42%	2%
White	32%	66%	2%
Household Income			
<\$50,000	57%	42%	1%
\$50,000-\$90,000	41%	57%	2%
\$90,000-\$150,000	31%	68%	1%
\$150,000+	22%	77%	1%

#### Those on Medicaid are among the most worried about losing their coverage.

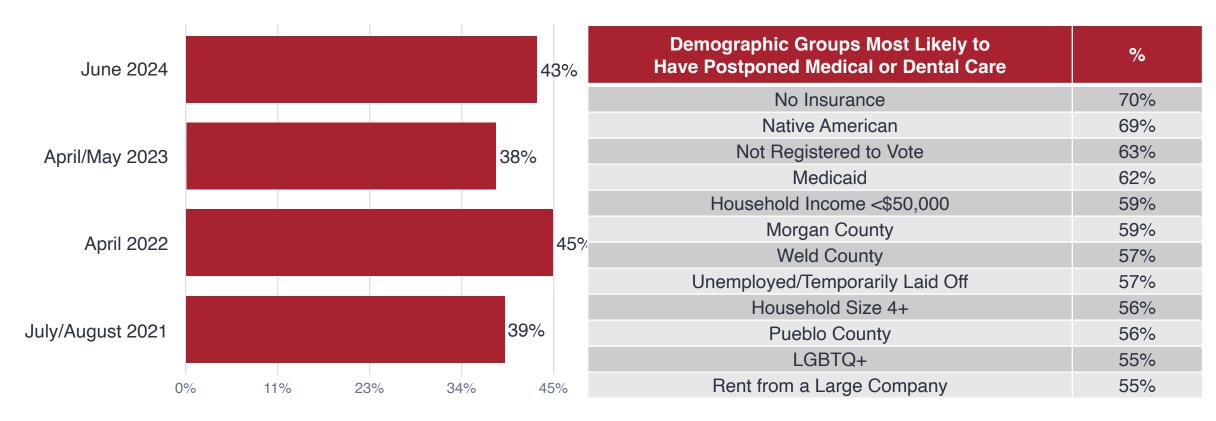
Demographic Group	Total Worried	Total Not Worried	Don't Know
All	35%	63%	2%
Health Insurance Status			
Plan through your employer	28%	71%	1%
Plan through spouse's employer	29%	70%	2%
Plan through parents	44%	56%	1%
Plan you purchased yourself	44%	56%	0%
Medicare	32%	64%	4%
Medicaid/Health First Colorado	63%	37%	0%
Military/Veterans' Administration	20%	74%	6%
Another plan	33%	65%	2%
No health insurance	64%	35%	1%
Employment			
Full-time	33%	66%	1%
Part-time	36%	63%	0%
Unemployed/Temporarily Laid Off	60%	40%	0%

# Majorities of immigrants and those who speak a language other than English at home worry about losing health insurance coverage.

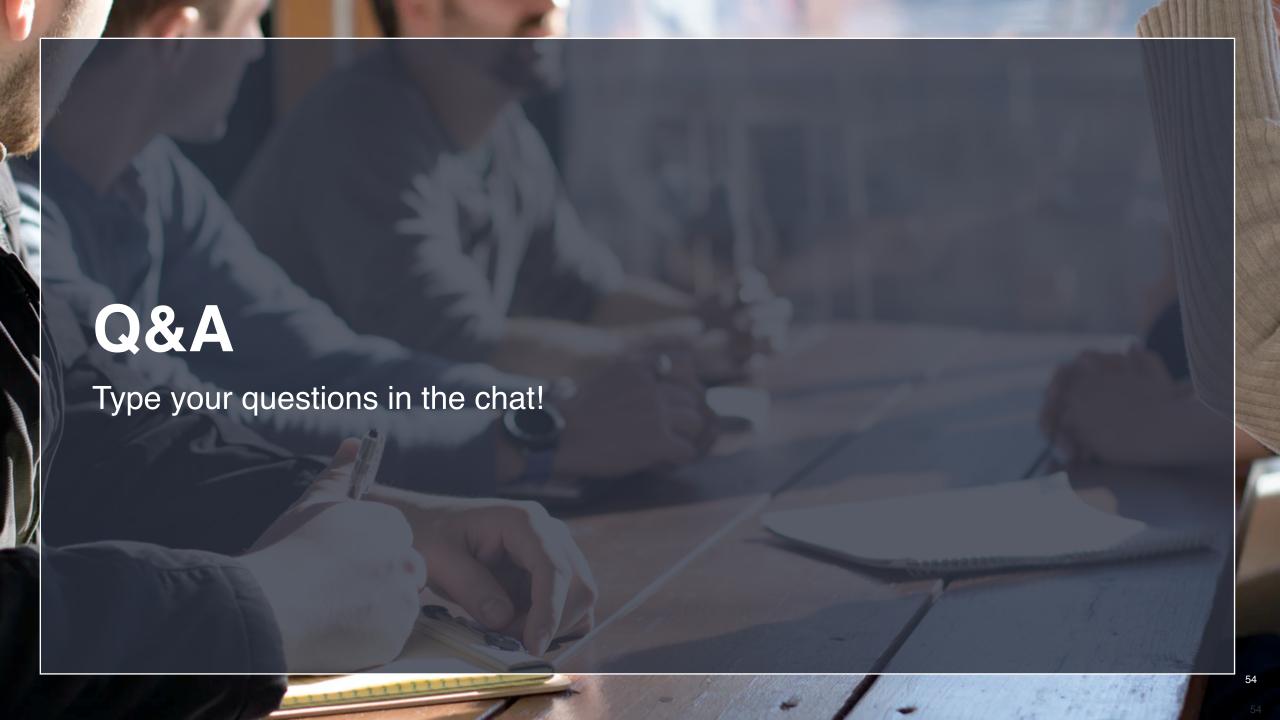
Demographic Group	Total Worried	Total Not Worried	Don't Know
All	35%	63%	2%
Immigration Status			
Immigrants	54%	46%	0%
Not immigrants	33%	65%	2%
Language Spoken at Home			
Speak language other than English	53%	47%	0%
Do not speak language other than English	32%	66%	2%
LGBTQ+			
Yes	46%	53%	1%
No	32%	66%	2%
Disability			
Yes	42%	57%	1%
No	32%	66%	2%

#### Two in five Coloradans have postponed medical or dental care – disproportionally those without health insurance and Native Americans.

Q26b. In the last 12 months, have you experienced any of the following: Postponed medical or dental care (% Yes)







#### **Phased Release**

We are committed to full transparency and will release the all of the results of Pulse 2024 in three phases. Register here: <a href="https://coloradohealth.swoogo.com/pulse2024">https://coloradohealth.swoogo.com/pulse2024</a>

- Economic Concerns and Their Impact on Our Financial, Mental and Physical Well-Being You are here!
- Beyond the Numbers: Understanding Coloradans' Top Concerns and How They Connect to Our Sense of Belonging (presented in English with live interpretation in Spanish)
   Data available online at 6:00 am on Tuesday, August 13
   Briefing at 10:00 am on Wednesday, August 14
- Deep Dive with an Emphasis on Responses from Hispanic and Latino People in Colorado (presented in Spanish with live interpretation in English)
   Data available online at 6:00 am on Tuesday, September 3
   Briefing at 5:30 pm on Monday, September 9



#### **CONTACT US**

www.copulsepoll.com

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## THANK YOU

