

TO: Interested Parties  
 FR: Strategies 360  
 RE: Findings from a survey of Colorado voters



## Background and Methodology

This memo presents findings from a recent survey of 500 likely 2018 general election voters (GEVs) and 387 likely Democratic primary voters (DPVs). The survey also included a supplemental oversample of 200 Democratic-leaning midterm drop-off voters. The survey was commissioned by the SEIU Colorado Small Donor Committee and conducted by Strategies 360. SEIU has not endorsed a candidate in the gubernatorial race. Interviews were administered by telephone between May 29 - June 6, 2018. Respondents were reached on both landline and mobile phones. The GEV sample was weighted to reflect the demographic makeup of the likely 2018 electorate and has a margin of error of  $\pm 4.4\%$ . The DPV sample ( $\pm 5.0\%$  margin of error) included both registered Democrats and Unaffiliateds and was weighted to reflect the demographic makeup of the likely Democratic primary electorate. The drop-off voter sample has a margin of error of  $\pm 6.9\%$  and was weighted to reflect the demographics of the subgroup.

## Key Findings

**Despite the boom-state narrative, many in Colorado feel they are stuck or falling behind financially. This includes 49% of general election voters (GEVs) and 44% of Democratic primary voters (DPVs).**

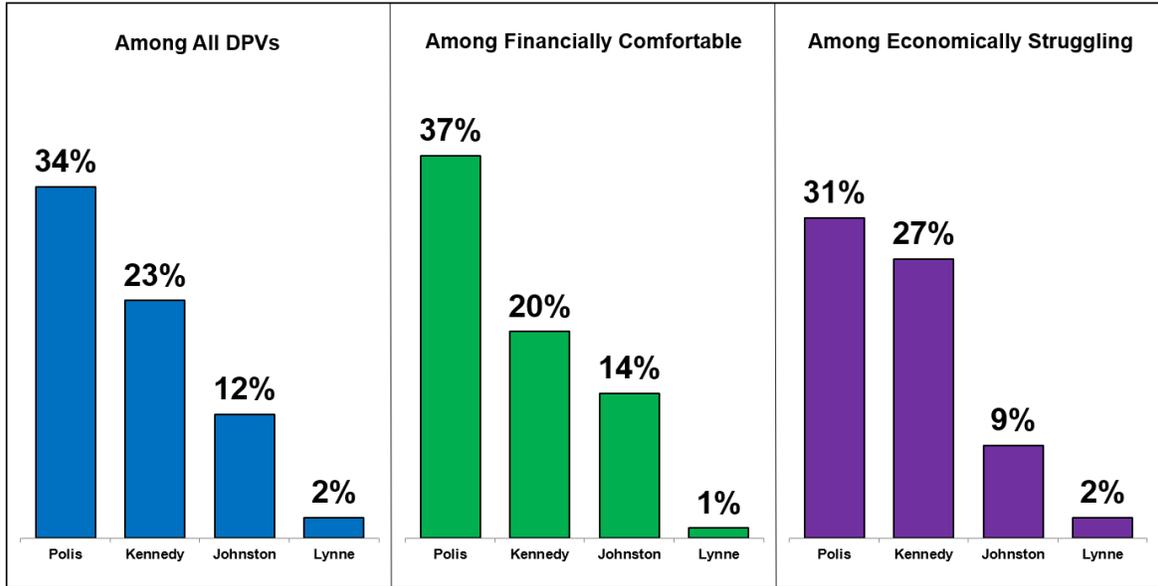
- Approximately half of both GEVs and DPVs say they can live comfortably and save for the future. However, the remaining half of the electorate lives a different reality. These voters describe their situation as just getting by or struggling to make ends meet. Majorities within key electoral groups are economically struggling, including women, voters of color, the white working class, and political Independents.

	Financially Comfortable	Economically Struggling
General Election Voters	49%	49%
Dem Primary Voters	53%	44%
Women	44%	56%
Voters of Color	45%	52%
White Working Class	36%	61%
Independents	43%	55%

**Candidates can't afford to speak past those who are economically struggling. They will be key in both the Democratic contest and general election.**

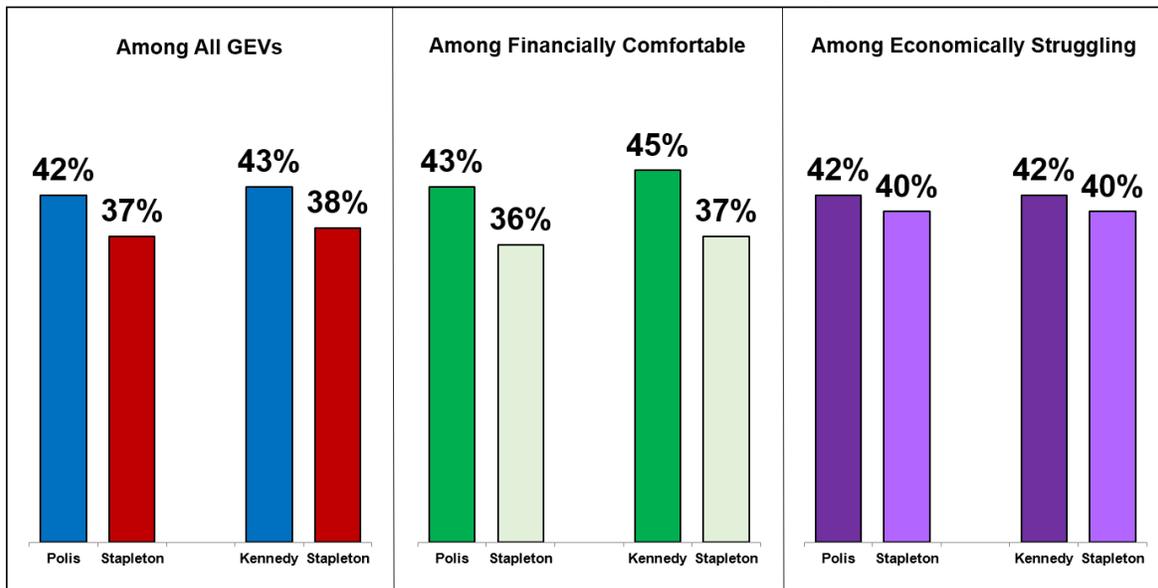
- While Polis leads the Democratic contest, this is driven by a wide margin among the financially comfortable. Among the economically struggling, the race is evenly split, and a third are still undecided.

### Democratic Primary Race



- In the general election, Democrats lead among those who are financially comfortable. Yet, among the half who are economically struggling, preferences are evenly divided with many still undecided.

### General Election Matchups



**General election voters, especially the economically struggling, are receptive to a bold pro-worker agenda. And in the Democratic contest, such an agenda could be decisive.**

- When presented with four pro-worker positions, at least 60% of DPVs say they'd be more likely to vote for a candidate who embraced each policy. Among economically struggling DPVs, a group which is still in search of their preferred candidate, this agenda resonates both broadly and intensely.

Would you be more or less likely to vote for a candidate for governor if _____? Or would it not matter in how you vote?	% More Likely	% <i><u>MUCH</u></i> More Likely	
...they were a supporter of stronger laws to fight racial discrimination in areas like housing, education, and hiring?	Financially Comfortable DPVs	88	70
	Economically Struggling DPVs	83	64
...they were a supporter of allowing local governments to raise the minimum wage above the statewide level?	Financially Comfortable DPVs	70	37
	Economically Struggling DPVs	69	44
...they said they would publicly support Colorado workers when they are organizing to form a union?	Financially Comfortable DPVs	58	33
	Economically Struggling DPVs	64	40
...they were a supporter of stronger laws to protect workers' ability to form a union without employer interference?	Financially Comfortable DPVs	59	37
	Economically Struggling DPVs	66	41

- Obviously, candidates must be conscious of how positions taken in the primary will affect their chances in the general election. Yet, there is no evidence that embracing a pro-worker agenda, including pro-union positions, will harm their standing in November. In fact, among the key bloc of economically struggling voters, such positions have a clear, net-positive impact on voting choice.

Would you be more or less likely to vote for a candidate for governor if _____? Or would it not matter in how you vote?	% More Likely	% Less Likely	More - Less	
...they were a supporter of stronger laws to fight racial discrimination in areas like housing, education, and hiring?	Among All GEVs	58	7	+51
	<b>Economically Struggling GEVs</b>	<b>61</b>	<b>4</b>	<b>+57</b>
...they were a supporter of allowing local governments to raise the minimum wage above the statewide level?	Among All GEVs	45	19	+26
	<b>Economically Struggling GEVs</b>	<b>47</b>	<b>15</b>	<b>+32</b>
...they said they would publicly support Colorado workers when they are organizing to form a union?	Among All GEVs	35	17	+18
	<b>Economically Struggling GEVs</b>	<b>39</b>	<b>11</b>	<b>+28</b>
...they were a supporter of stronger laws to protect workers' ability to form a union without employer interference?	Among All GEVs	33	17	+16
	<b>Economically Struggling GEVs</b>	<b>37</b>	<b>10</b>	<b>+27</b>

## Conclusion

Undoubtedly, Colorado's recent growth has created prosperity for many. Indeed, Colorado enjoys one of the lowest unemployment rates in the nation and consistently ranks among the top states for job growth. However, these macroeconomic trends, while indicating a healthy business climate, also obscure the daily struggle of many who wrestle with stagnant wages and rising costs of living.

The data from this survey shines light on these economically struggling Coloradans who often get lost in the narrative of Colorado's boom. They are vast in number and they are looking for leaders who can speak to their economic concerns. And, importantly for candidates competing for governor, they have yet to decide on their preferred candidate in either the primary or the general election races.

Candidates who are willing to speak to these voters with bold, pro-worker policies can expect to reap electoral benefits with little to no political downside. In truth, many general election voters won't factor positions on collective organizing or minimum wage into their vote choices. But in the Democratic primary, these issues have traction with key blocs who will decide the contest. And for general election voters who struggle with economic anxiety, these issues matter and can make the difference in what may be a close race for governor.