



September 20th, 2013

Memorandum

To: Interested Parties

Fr: David Flaherty

Re: Colorado Amendment 66 Survey

This memorandum is an executive summary of a 600n statewide live telephone survey of likely 2013 general election voters and has a margin of error of +/- 4.0% at the 95% confidence interval. The interviews for this survey were conducted on September 17th and 18th and used both landline and cell phone sample randomly drawn from a Colorado voter file. The focus of the survey was to measure voter support for Amendment 66, and included some language and message testing about the issue.

A Quick Note About Survey Weighting

The survey results were weighted based upon past odd-year Colorado general election turnout data and took into account Democrat turnout strength in the past two election cycles. Anyone reading this memorandum should understand the turnout demographics by party in the 2011 general election were 41.4% Republican, 33.6% Democrat and 25.0% unaffiliated. In the 2009 general election, the turnout demographics by party were 42.3% Republican, 33.8% Democrat and 23.9% unaffiliated. In both elections, the Republican advantage was 7.8% and 8.5% respectively over Democrats.

Taking that data into account, you would expect the November 2013 voter turnout demographics by party to be similar. But other factors are taken into account that would indicate the Republican turnout advantage of approximately 8 points will be smaller. These factors include that the Pro-Amendment 66 forces spending 8 million dollars and the Democrat data turnout machine operating at full tilt. With that said, the party weighting for this survey is set to 39% Republican, 34% Democrat and 27% unaffiliated. We feel this is a good projection of the 2013 turnout demographics, but if the decision makers who commissioned this survey wish to adjust the party weighting, we are more than happy to do so.

Executive Summary

The survey results find that if the election were held today, it would be unlikely that Colorado voters would approve Amendment 66. With that said, 30% of the likely voting population are not informed at all about the amendment, and the uninformed ballot test shows 18% of voters currently undecided. Despite such a large portion of the population being uninformed (30%) or undecided (18%) about the amendment, the survey finds when voters are informed of the details of the tax increases, 58% of voters oppose the amendment. The survey also finds “hard” support for the amendment at 32% after being informed of the details of the tax increases. When reviewing how undecided voters “break” after being informed of the details of the tax increases, we would expect a majority to oppose the amendment.

Issue Awareness

“As you may know, there will be an amendment on the ballot this November that increases taxes to fund public education. How informed would you say you are about this amendment?”

At this time, awareness of Amendment 66 is low. Among all respondents, only 7% were extremely informed and 17% were very informed, meaning 24% are informed about the amendment. Almost half, or 46%, of voters were somewhat informed and 30% were not informed at all. The following table shows amendment awareness by key voting subgroups.

	All	Men	Wom	Rep.	Dem.	Ind.	18-34	65+	Hisp
Extremely Informed	7%	11%	3%	8%	4%	9%	5%	8%	5%
Very Informed	17%	18%	16%	20%	14%	17%	2%	23%	17%
Somewhat Informed	46%	45%	48%	43%	49%	47%	46%	45%	41%
Not Informed at all	30%	26%	33%	29%	33%	27%	47%	24%	37%

Uninformed Amendment 66 Ballot Test

After measuring awareness of the amendment, respondents were then asked a ballot test question with a minimal amount of information, only informing them of the broadest information.

“If the election were being held today would you vote YES to approve and support the amendment that increases taxes for public education or would you vote NO to reject and oppose the amendment that increases taxes to fund public education?”

Among all respondents, a plurality of 44% oppose the amendment, 38% support the amendment and 18% were undecided. Looking over the responses by voter subgroup we find no surprises, meaning each subgroup is supporting or opposing the amendment as you would expect.

	All	Men	Wom	Rep.	Dem.	Ind.	18-34	65+	Hisp
Support-Oppose	-6	-19	+5	-50	+46	-9	+23	-15	+19
Total Support	38%	33%	42%	18%	63%	35%	55%	34%	53%
Strongly Support	24%	19%	28%	9%	43%	23%	29%	21%	30%
Somewhat Support	14%	14%	14%	9%	20%	12%	26%	13%	23%
Total Oppose	44%	52%	37%	68%	17%	44%	32%	49%	34%
Strongly Oppose	28%	34%	23%	46%	8%	28%	16%	34%	15%
Somewhat Oppose	16%	18%	14%	22%	9%	16%	16%	15%	19%
Undecided/Refused	18%	15%	21%	14%	21%	21%	13%	17%	13%

Informed Amendment 66 Ballot Test

The next question informed respondents of the income tax increases that would occur if Amendment 66 is passed.

“As you may know, if passed Amendment 66 will increase the individual state income tax rate on all Coloradans. If an individual’s annual income is 75 thousand dollars or less their state income tax rate increases from 4.63% to 5%. If an individual’s annual income is more than 75 thousand dollars their state income tax rate increases from 4.63% to 5.9%. Knowing this information, do you support or oppose Amendment 66?”

Among all respondents, 38% would support the amendment on the informed ballot test, matching the same percentage of support on the uninformed ballot test. Among those that oppose the amendment on the informed ballot test, opposition increases to 52% from 44% on the uninformed ballot test. Finally, the percentage of voters that were undecided on the uninformed ballot test decreases from 18% to 10% on the informed ballot test. The following table shows results of the informed ballot test by voter subgroup.

	All	Men	Wom	Rep.	Dem.	Ind.	18-34	65+	Hisp
Support - Oppose	-14	-25	-6	-53	+31	-15	+18	-22	+3
Total Support	38%	33%	41%	20%	58%	38%	57%	32%	47%
Strongly Support	21%	16%	25%	10%	38%	17%	26%	17%	26%
Somewhat Support	17%	17%	16%	10%	20%	21%	31%	15%	21%
Total Oppose	52%	58%	47%	73%	27%	53%	39%	54%	44%
Strongly Oppose	37%	43%	31%	58%	10%	41%	19%	41%	22%
Somewhat Oppose	15%	15%	16%	15%	17%	12%	20%	13%	22%
Undecided/Refused	10%	9%	12%	7%	15%	9%	4%	14%	9%

When comparing the informed and uninformed ballot tests by voter subgroup it is clear that opposition to the amendment grows across all voter subgroups. It is also apparent that the growth in opposition to the amendment is coming among most voter subgroups from voters that were undecided on the uninformed ballot test, and not at the expense of supporters on the uninformed ballot test. Although it is impossible to know what messages and information will touch the likely voting population, we assume the core facts about the income tax increases will be part of each voter's decision to either support or oppose the amendment. The following table shows the increase in opposition to the amendment by voter subgroup on the informed and uninformed ballot tests.

	All	Men	Wom	Rep.	Dem.	Ind.	18-34	65+	Hisp
Oppose Inf. - Oppose Uninformed	+8	+6	+10	+5	+10	+9	+7	+5	+10
Oppose Informed	52%	58%	47%	73%	27%	53%	39%	54%	44%
Oppose Uninformed	44%	52%	37%	68%	17%	44%	32%	49%	34%

The following table shows the change in support between the informed and uninformed ballot by voter subgroup.

	All	Men	Wom	Rep.	Dem.	Ind.	18-34	65+	Hisp
Support Inf. - Support Uninformed	0	0	-1	+2	-5	+3	+2	-2	-6
Support Informed	38%	33%	41%	20%	58%	38%	57%	32%	47%
Support Uninformed	38%	33%	42%	18%	63%	35%	55%	34%	53%