



Colorado Demographics and Polling Trends

August 25, 2022

Important Events in Colorado 2010

#1

Keating Research founded in
February 2010



And John Hickenlooper took a
shower

Important Events in Colorado 2010

#2

Broncos draft the next great
quarterback



Important Events in Colorado 2010

#2

U.S. Senator Michael Bennet casts
vote on Obamacare



- And wins a tough U.S. Senate race and then reelection in 2016.
- Currently faces a challenge from Republican Joe O'Dea.

Important Events in Colorado 2010

#3

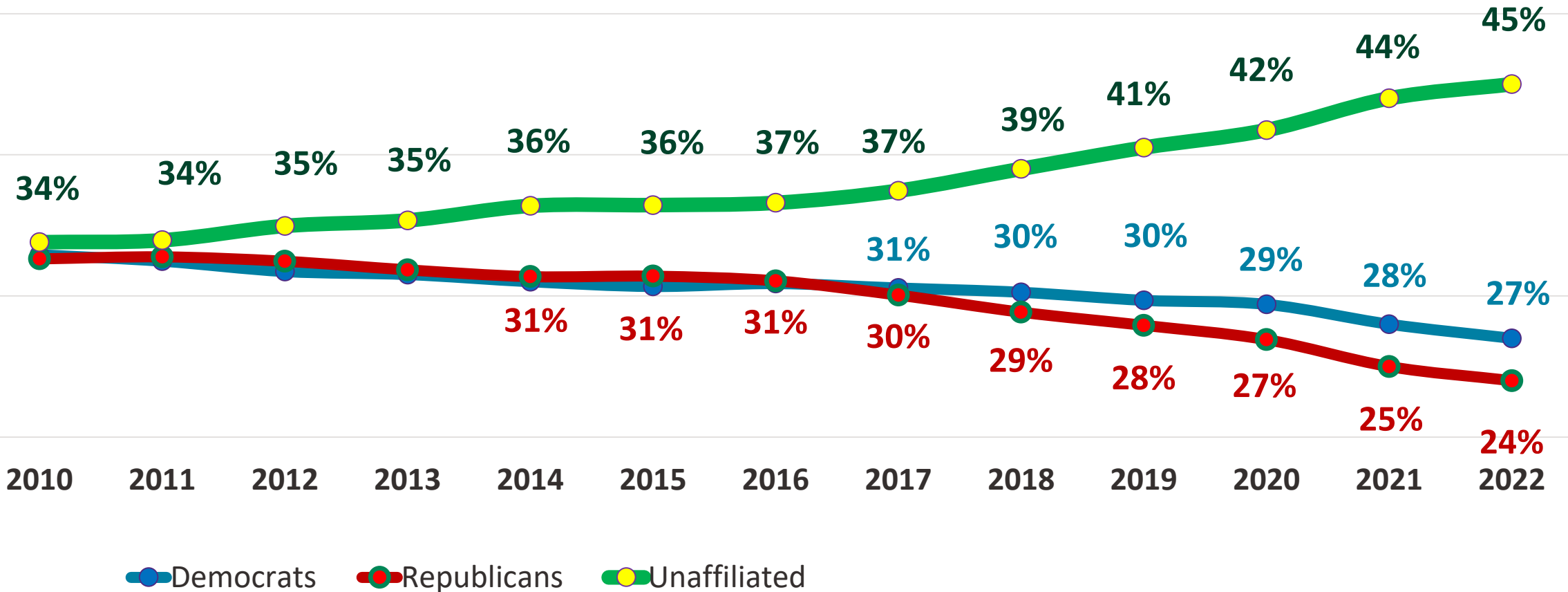
Michael Hancock announces
campaign for Mayor



- And wins as an underdog
- And reelected in 2015 and 2019.
- Denver will elect a new mayor in 2023

In 2010, Colorado Was Evenly Divided by Party

Share of Registration

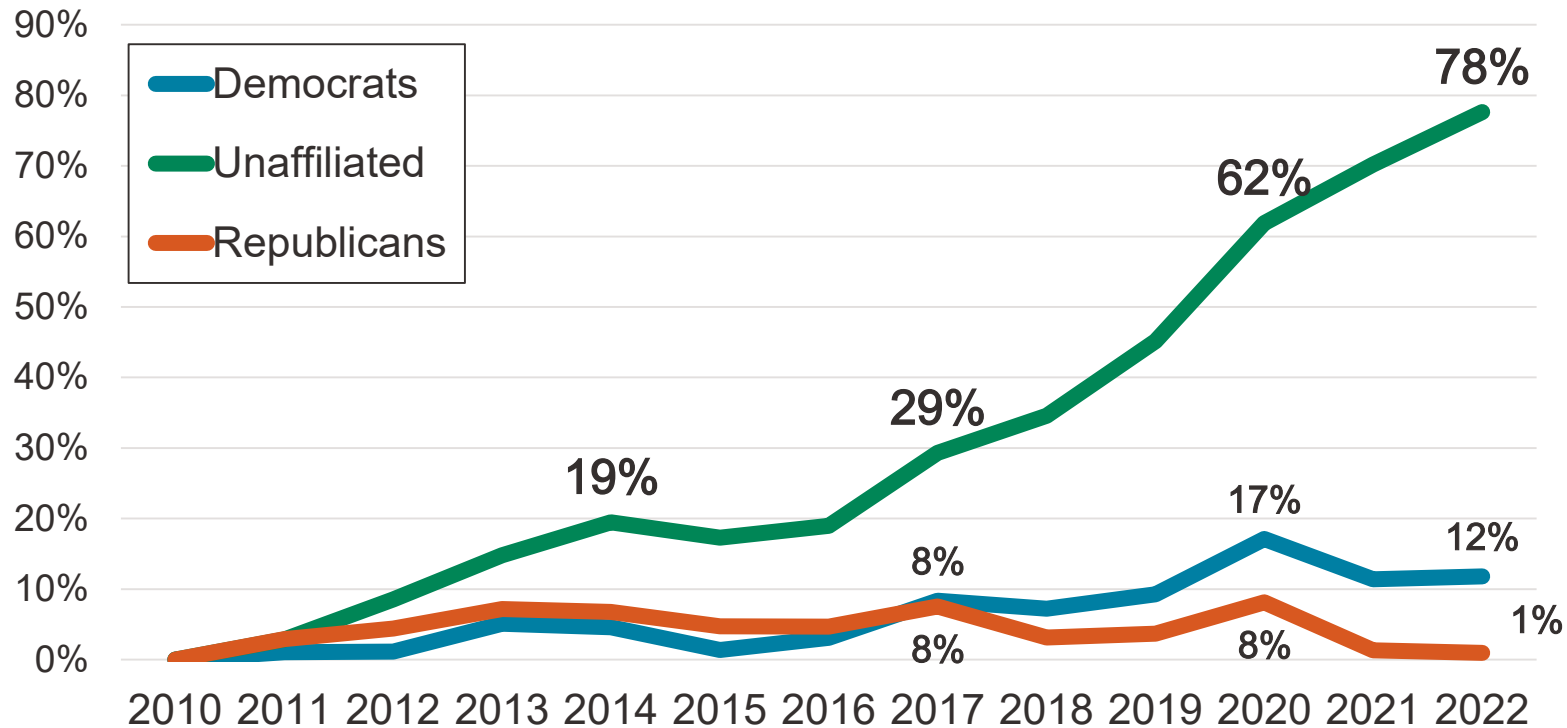


Democrats have a 128,000 vote advantage

Since 2010, Unaffiliated Voters Have Increased by 78%

Democrats Have Grown Only Gradually, Republicans Mostly Unchanged

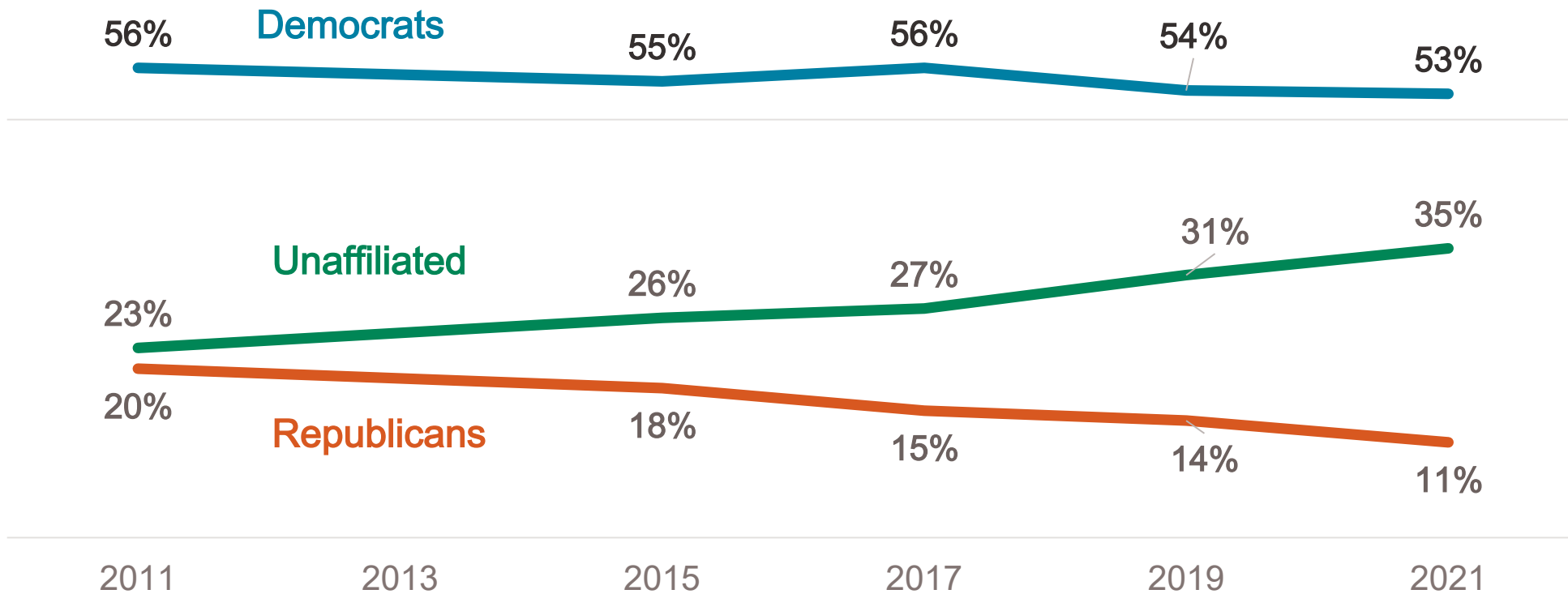
Increase in Registration Since 2010



Party	NET Change Since 2010
Democrats	+123,698
Unaffiliated	+856,744
Republicans	+9,808
All Parties	+990,250

DENVER: The electorate here has changed drastically over the last 10 years
Republicans Make-up Half as Much of the Vote as They Did in 2011

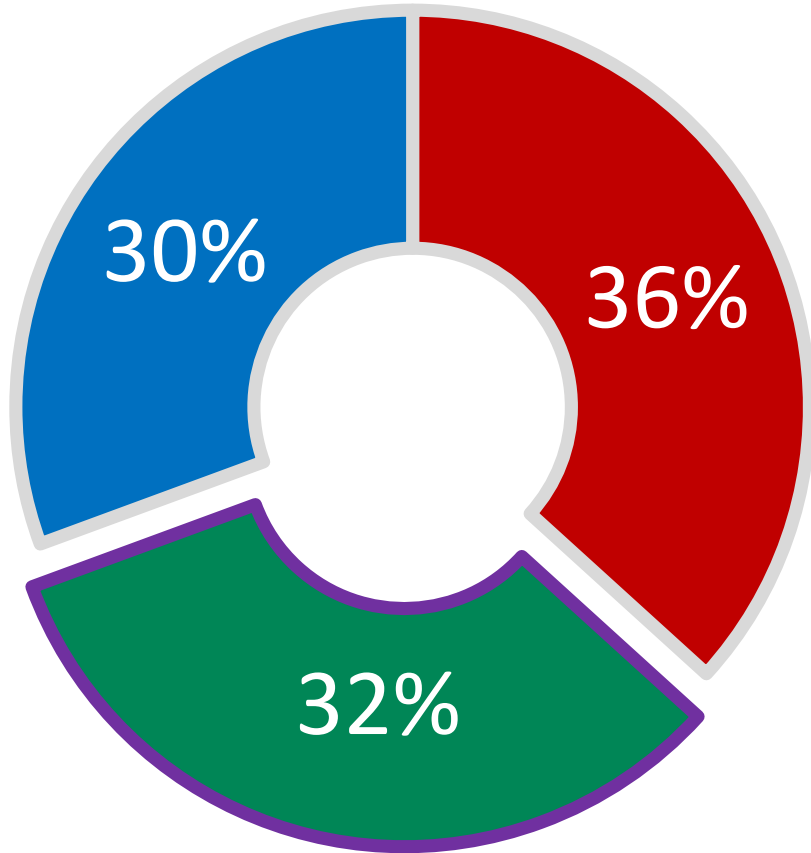
Distribution by Party in Off-year Elections



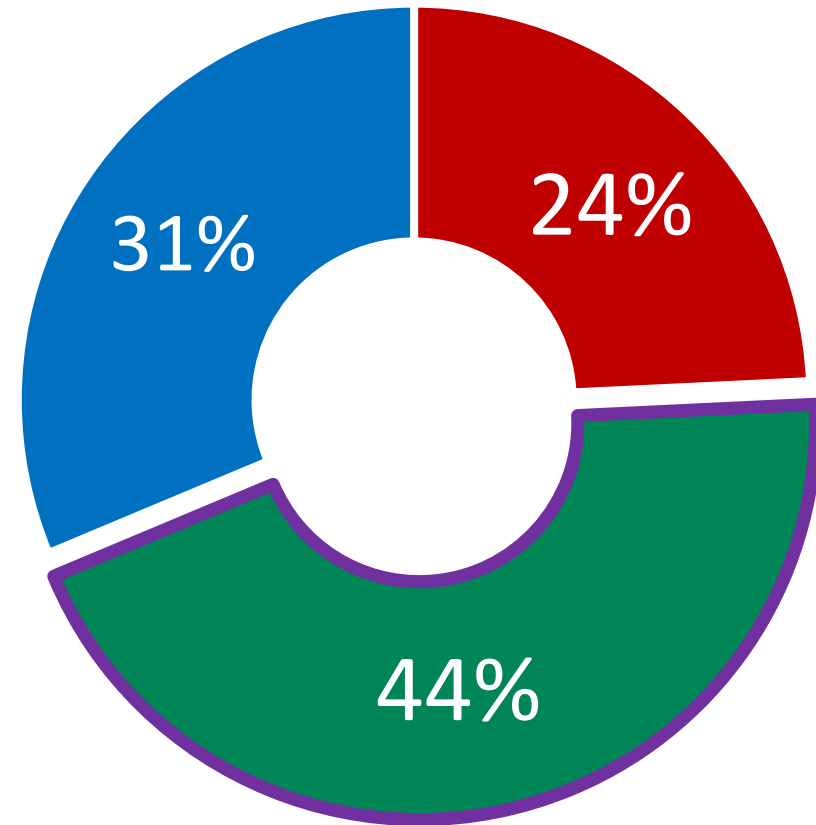
**Based on voter file of voters in each election cycle*

Nearly half of younger Coloradans are registered as Unaffiliated

Age 50+



Age 18-49



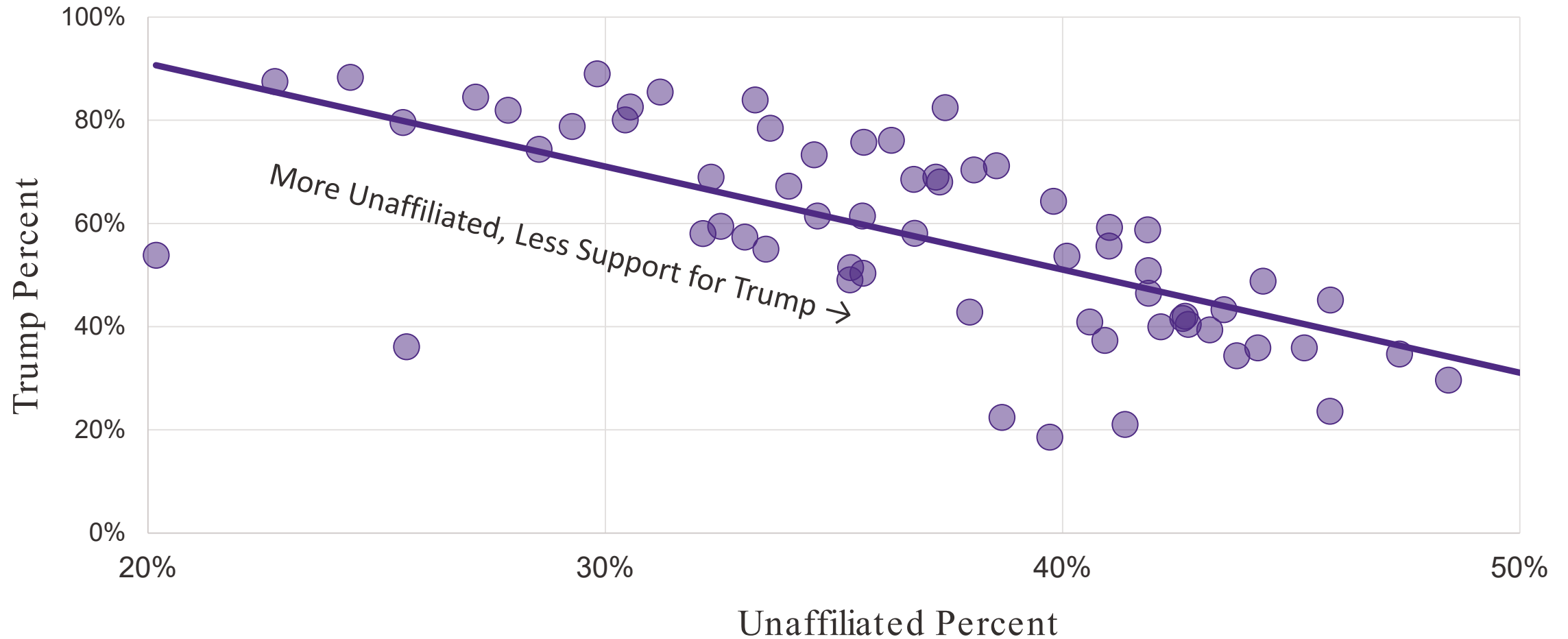
• Democrats

• Unaffiliated

• Republican

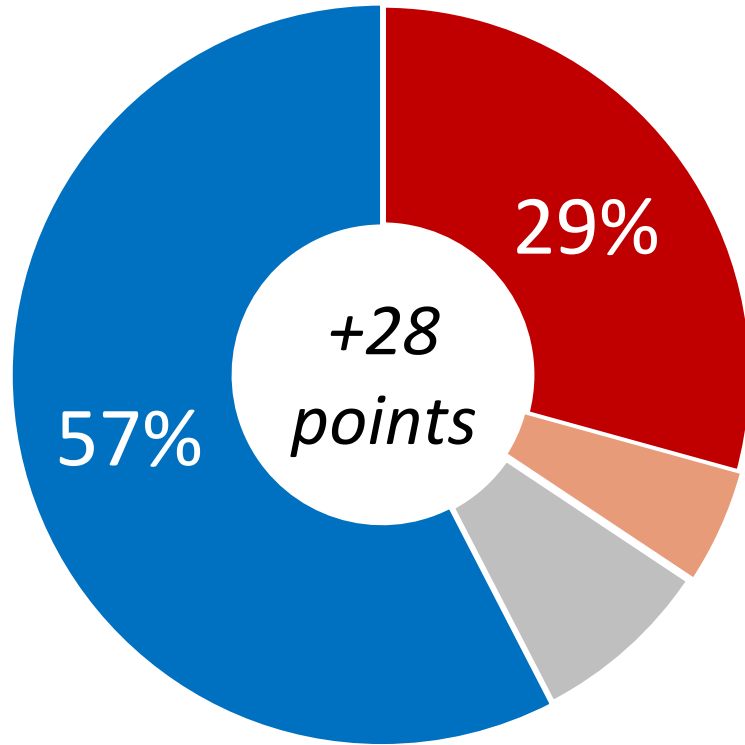
Unaffiliated Voters Broke Solidly Democratic in 2020

For Every 1% More Unaffiliated, Trump Lost 1.5% in Support

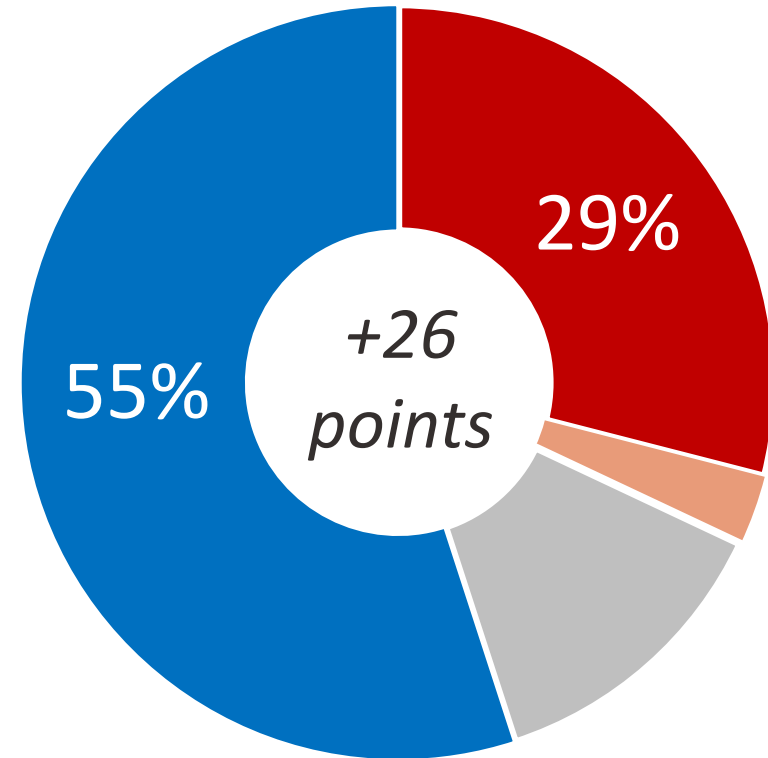


By nearly 2-to-1, Younger Unaffiliated vote for the Democrat

Governor 2018



SOS 2018



● Democrats

● Undecided

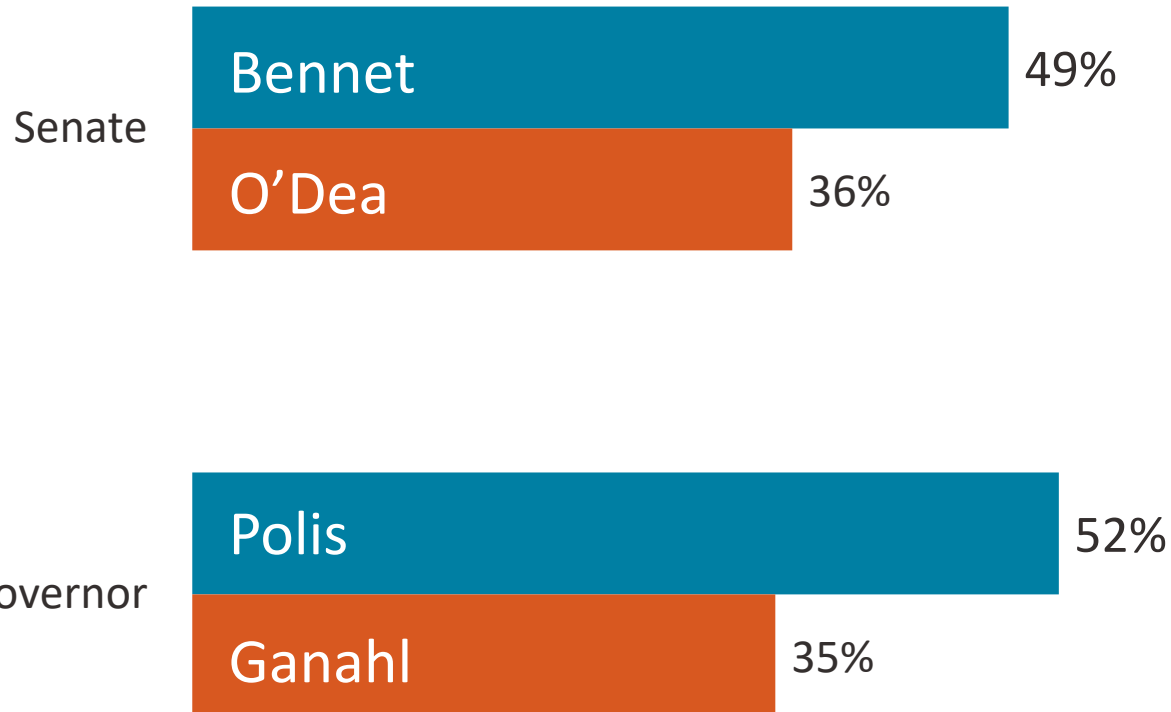
● Other

● Republican

For these reasons, Bennet and Polis in strong position for November

Statewide Elections

Conducted by Mountaineer / Global Strategy Group – June 2-8



FiveThirtyEight Forecast Chances of Winning

90 in 100
Bennet Win

96 in 100
Polis Win

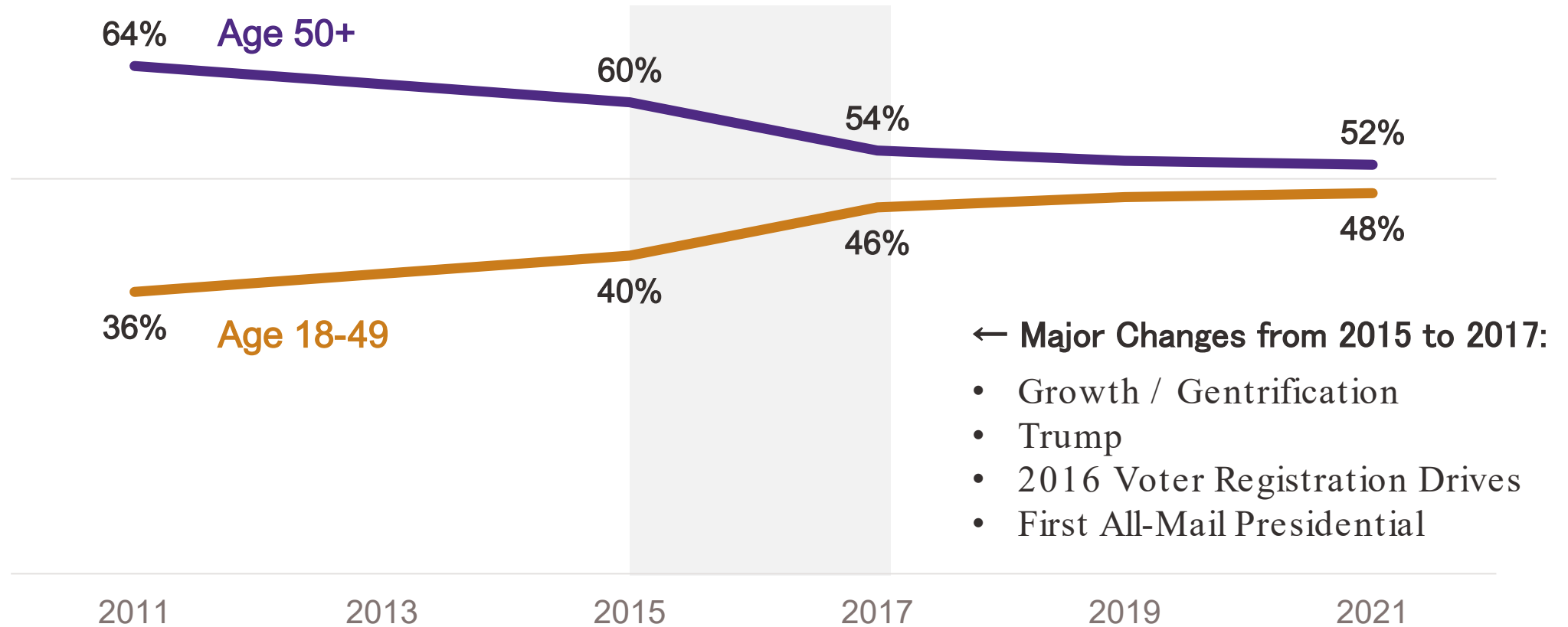
Key ballot measures on the statewide November ballot

Measure	Description
Healthy School Meals for All	Create and fund the Healthy School Meals for All Program to reimburse participating schools for free meals and provides local food purchasing grants and school food-related funding
Coloradans for Affordable Housing Now	Creates a statewide affordable housing fund consisting of on one-tenth of one percent of federal taxable income
Natural Medicine Colorado	Increase access to natural medicine, including psychedelics, to combat mental health issues by removing criminal penalties for personal use and establishing regulated access to this medicine for adults age 21 and older
Income Tax Reduction	Reduces the income tax rate from 4.55% to 4.41% on federal taxable income

Denver: Younger and Older Voters Make-up an Equal Share of Votes

10 Years ago, Voters 50+ Outnumbered 18–49-Year-olds by Nearly 2-to-1

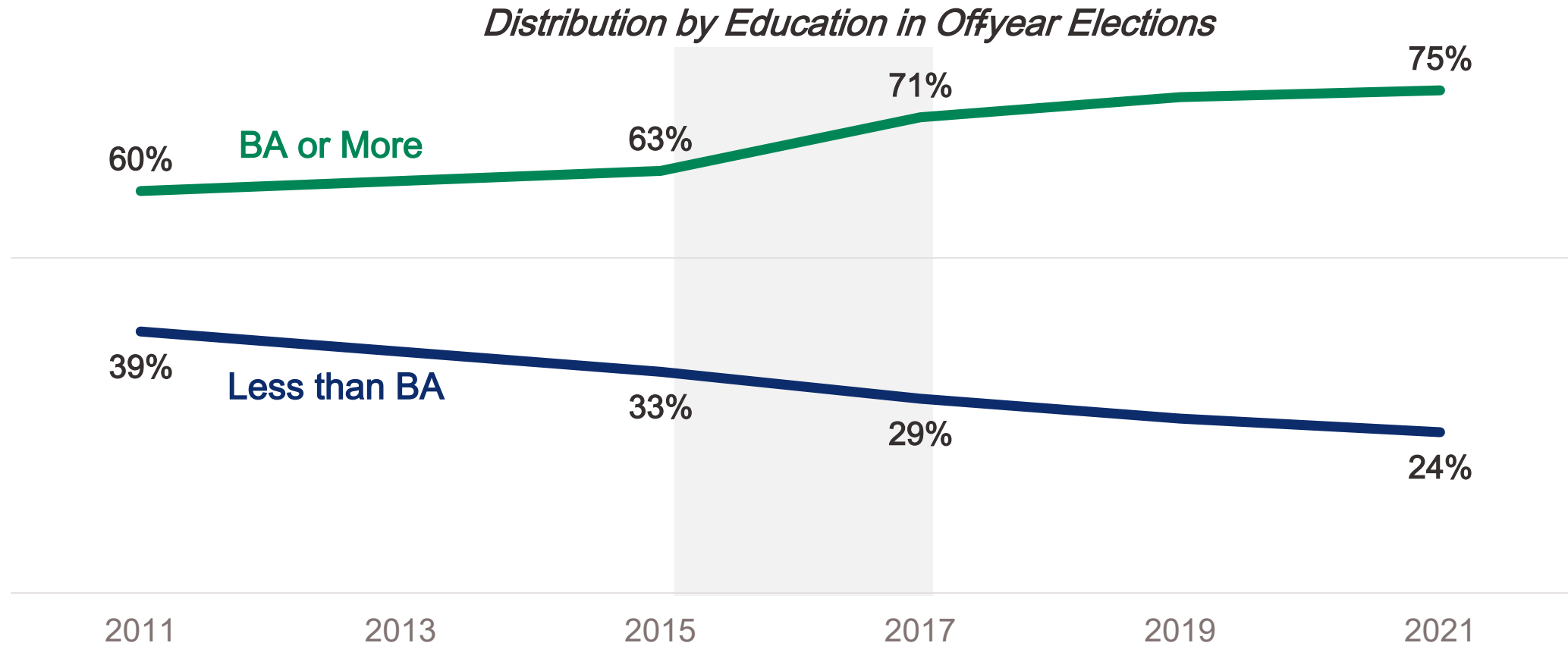
Distribution by Age in Offyear Elections



**Based on voter file of voters in each election cycle*

Denver's Growth Boom Has Resulted in a More Educated Electorate

Voters with BA or More Outnumber Less Educated Voters by 3-to-1



**Based on survey results*

Track record of previous ballot measures in Denver

Denver voters approve most ballot questions

Approved Measures
Homeless services (2020)
Climate Action (2020)
GO Bonds (2017/2021)
Admin / Council Reform (2020)
School funding (2020)
Green Roofs (2017)
Mental Health (2018)

Rejected Measures
Group Living Repeal (2021)
Pandemic Research (2020)
Camping Ban Repeal (2019)

Key ballot measures on the Denver November ballot

Measure	Description
Ballot Measure Reform	Charter changes to improve ballot initiative language, establish single subject requirements
Eviction Defense	Creates a new tax of \$75 per rental unit to provide legal representation to tenants facing eviction.
Denver Library	Creates dedicated funding for library, and supports salaries, tech and infrastructure improvements, longer hours and programming for the city's libraries
Sidewalks	Increases property taxes to support sidewalk construction and maintenance



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