



COLORADO FEBRUARY ISSUES VOTER OPINION SURVEY PART 2 OF 2

Feb. 9th to Feb. 17th, 2021



Methodology

- Magellan Strategies are pleased to present the results of an online survey of 769 registered voters in Colorado. The interviews were conducted from February 9th to 17th, 2021.
- The overall survey responses have a margin of error of +/- 3.53% at the 95% confidence interval. Subgroups of voters will have a higher margin of error than the overall sample.
- The survey results were weighted to be representative of the demographics of the registered voter population in Colorado as of February 1st, 2021.
- The complete survey topline, presentation, crosstabs and verbatim responses are available at www.MagellanStrategies.com/Blog.

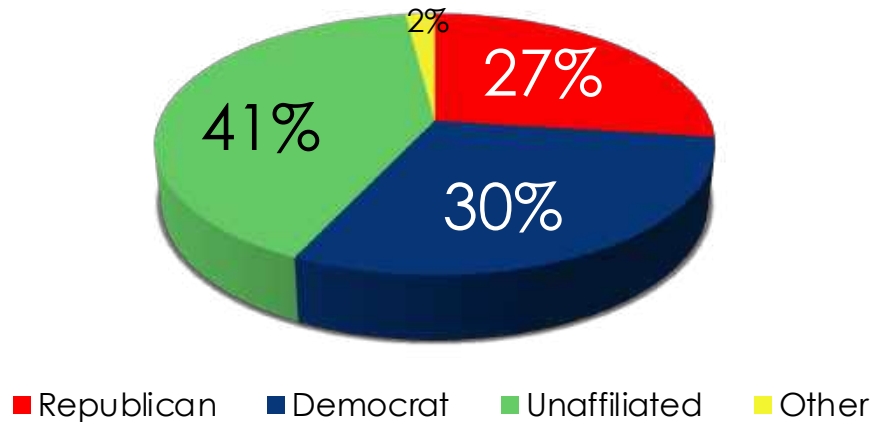
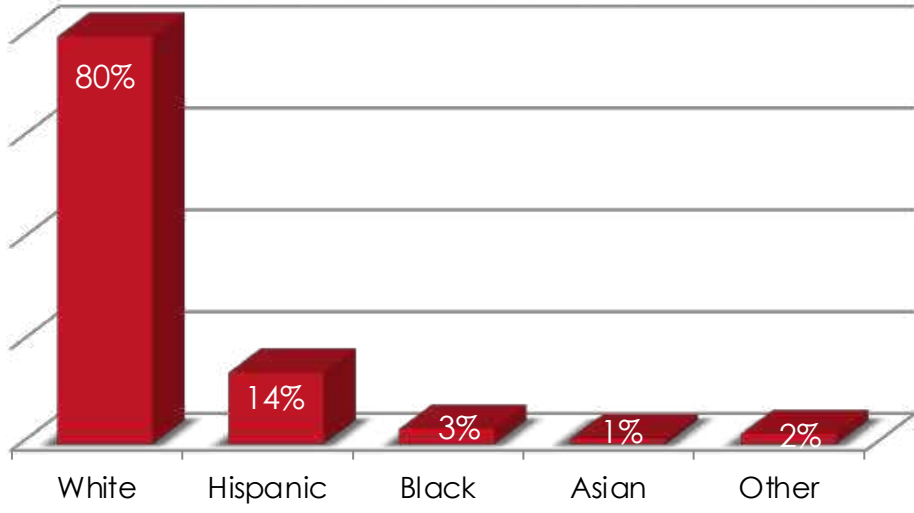
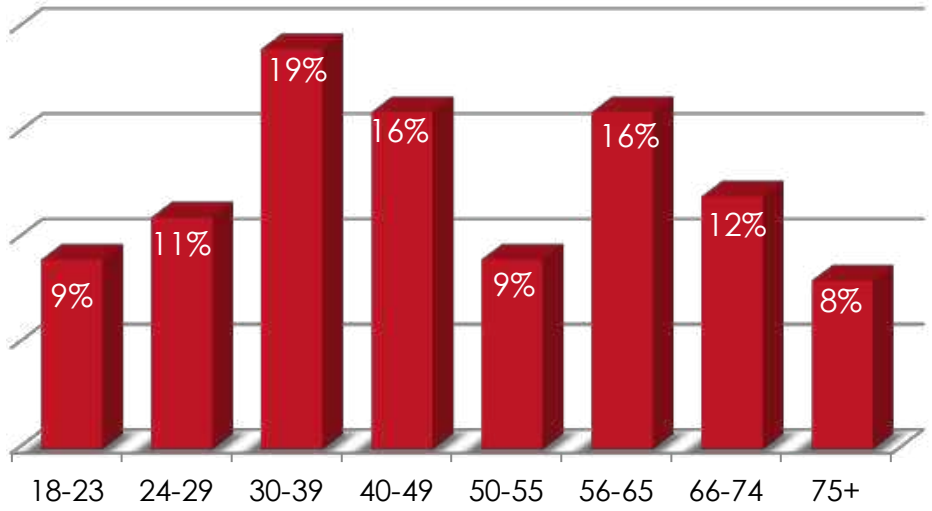
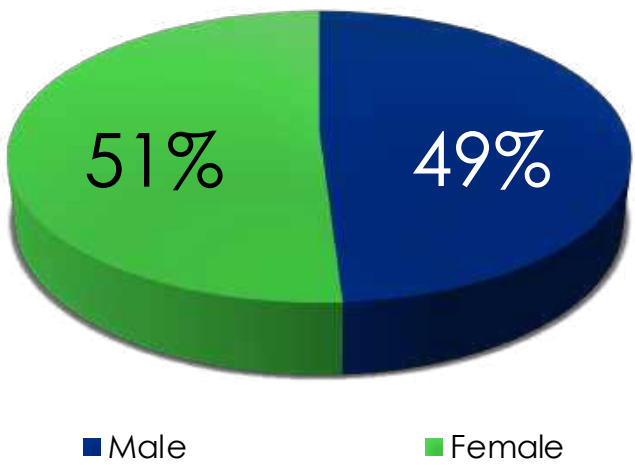
Survey Objectives

The objectives of this survey were to measure and understand Colorado voter opinion regarding:

- The most important issues and problems voters want addressed.
- Intentions to take or not take the coronavirus vaccine.
- The impacts of the coronavirus on mental health.
- Job approval of government's handling of the coronavirus.
- Trust in government to address America's most important issues.
- Democracy, socialism, capitalism and stock markets.
- Government regulation and oversight of social media companies.

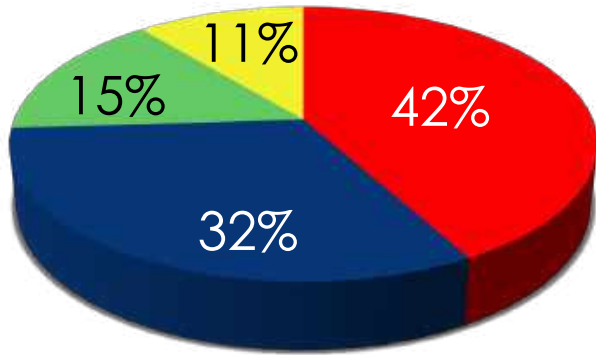
This presentation will cover the last three points listed above.

Survey Demographics



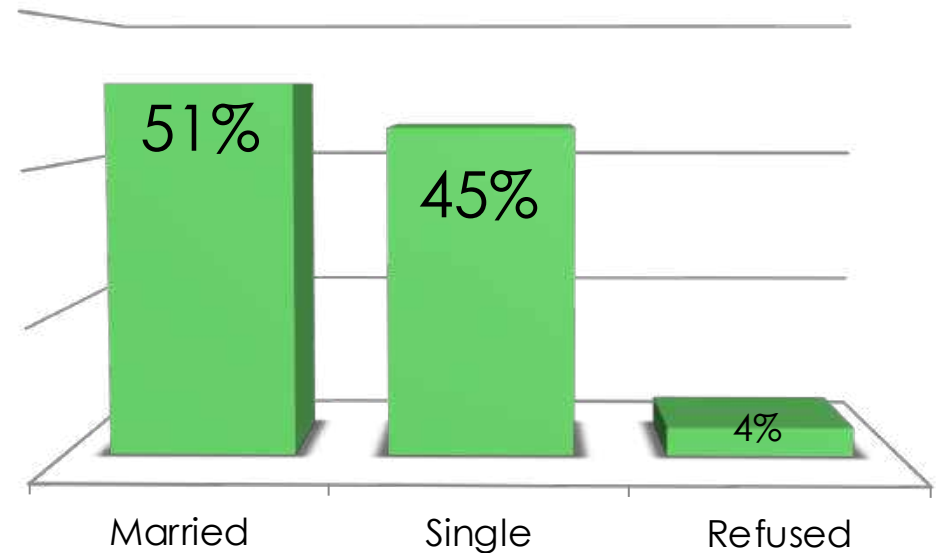
Survey Demographics

Area You Live In?



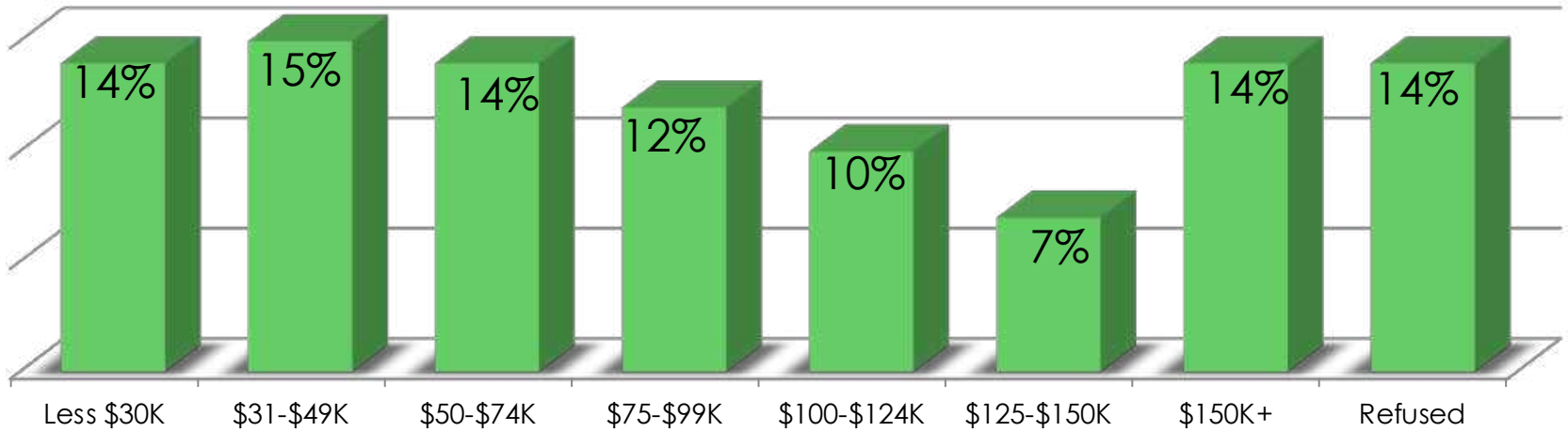
■ Suburban ■ City/Urban ■ Small Town ■ Rural

Marital Status

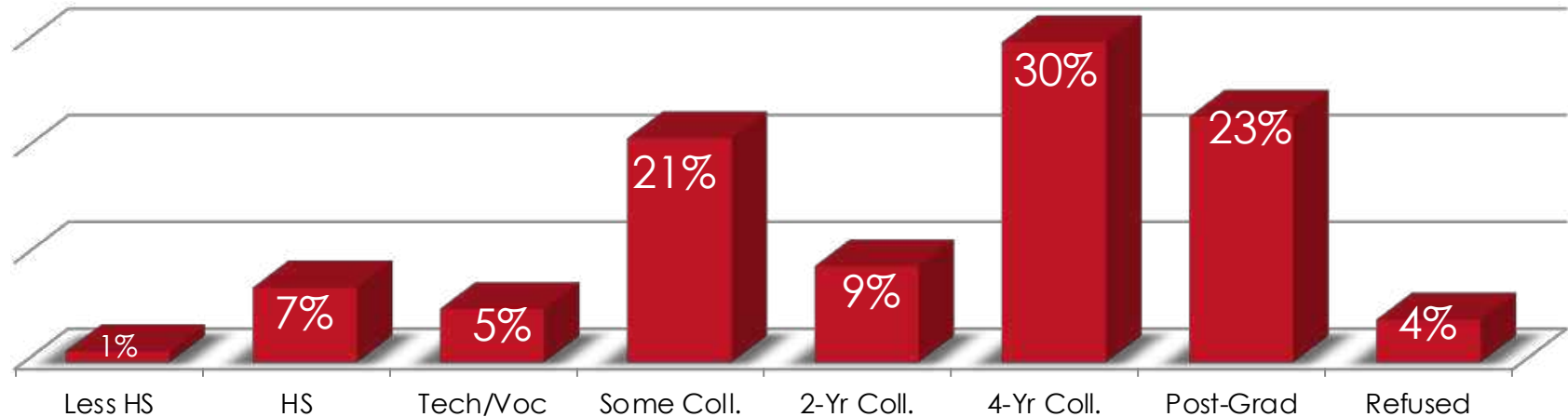


Survey Demographics

Household Income



Education



Generation Demographics

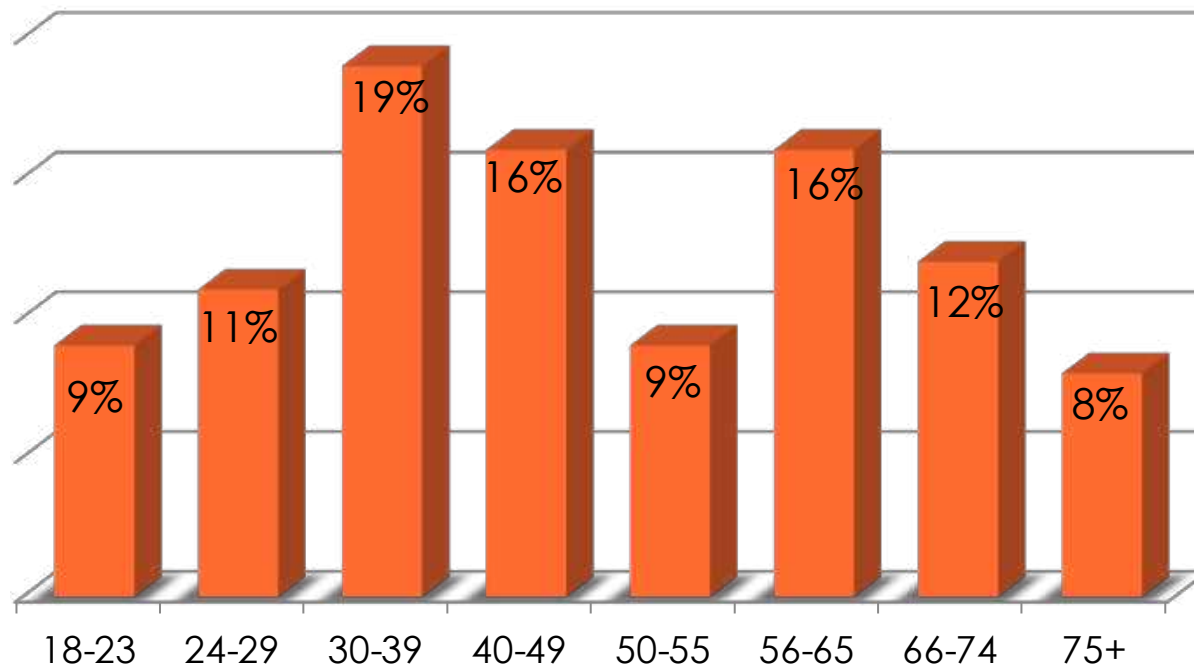
Generation Z - 18 to 23, 9% of voter registration

Millennials – 24 to 39, 31% of registration

Generation X - 40 to 55, 25% of registration

Baby Boomers - 56 to 73, 27% of registration

Silent Generation - 75 or older, 7% of registration





VOTER TRUST IN FEDERAL, STATE AND LOCAL GOVERNMENT

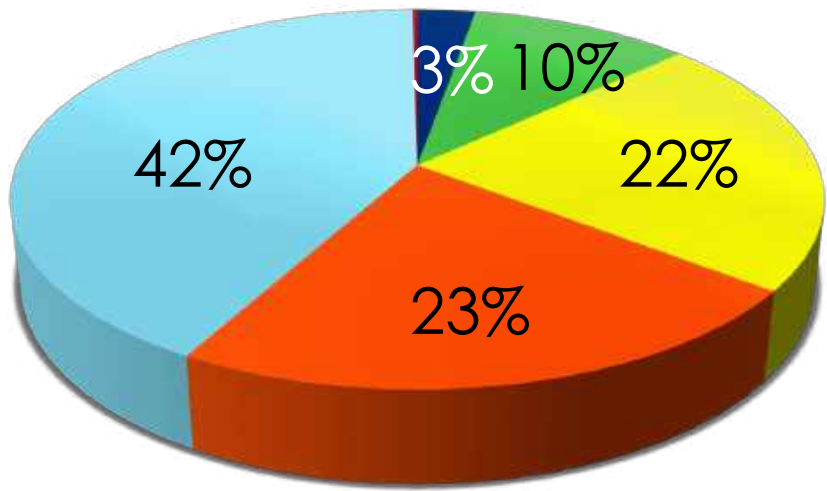
Voter Trust in Government to Solve Problems

“How much trust do you have in federal/state/local government to solve problems and address America’s most important issues today?” (Among all respondents)

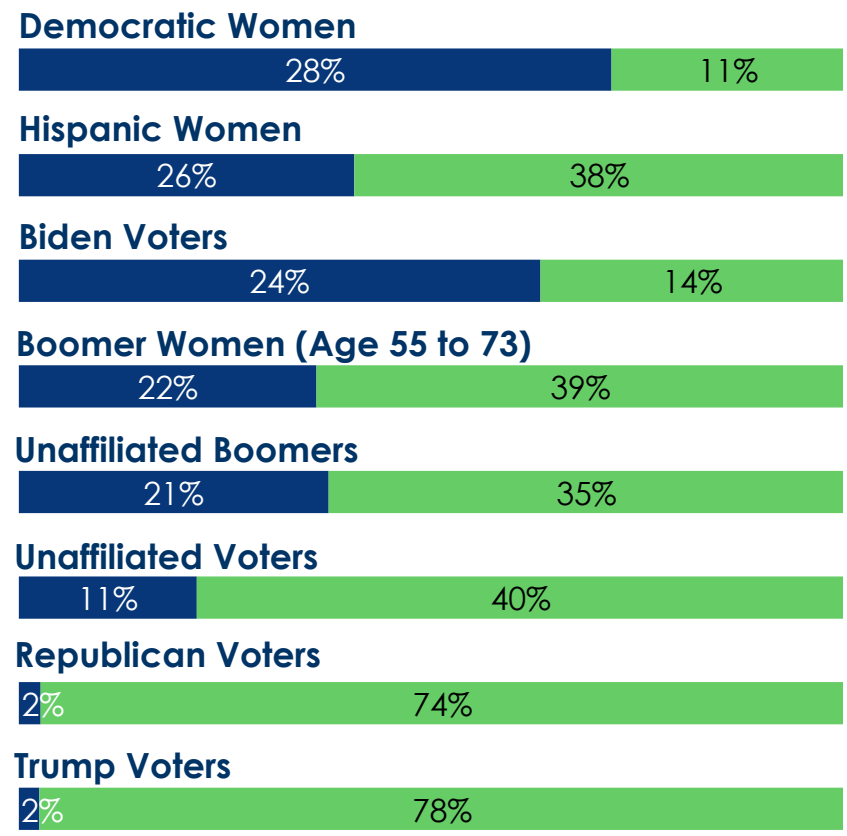
Response	Federal Gov.	State Gov.	Local Gov.
Great Deal & a Lot	13%	20%	15%
No Trust at All	42%	30%	25%
A Great Deal of Trust	3%	4%	3%
A Lot of Trust	10%	16%	12%
A Moderate Amount	22%	26%	29%
A Little Bit of Trust	23%	24%	30%

Voter Trust in Federal Government

“How much trust do you have in the federal government to solve problems and address America’s most important issues today?”



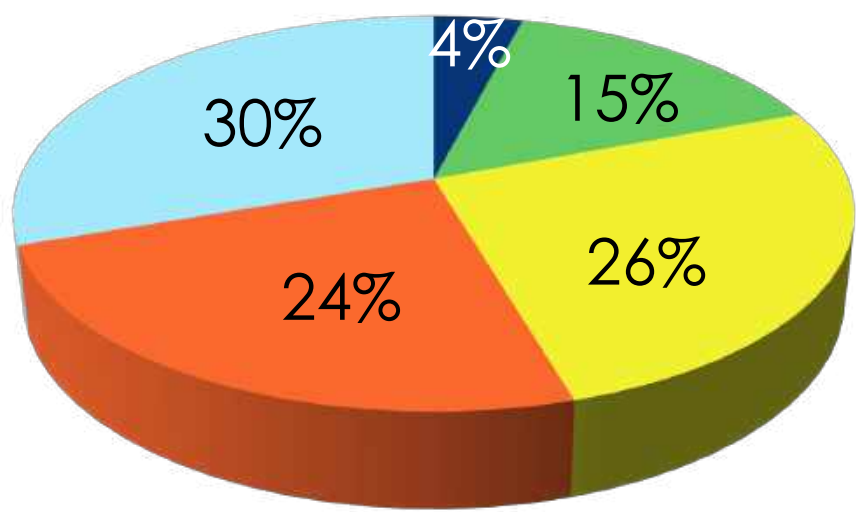
- A GREAT DEAL OF TRUST
- A LOT OF TRUST
- A MODERATE AMOUNT
- A LITTLE BIT
- NO TRUST AT ALL
- REFUSED



- Great & A Lot
- Not Trust at All

Voter Trust in State Government

“How much trust do you have in state government to solve problems and address America’s most important issues today?”



- A GREAT DEAL OF TRUST
- A LOT OF TRUST
- A MODERATE AMOUNT
- A LITTLE BIT OF TRUST
- NO TRUST AT ALL
- REFUSED

Boomer Democrats (Age 55-73)



Gen X Democrats (Age 39 to 54)



Democratic Voters



Boomer Unaffiliated



Boomer Women



Rural Women



Unaffiliated Voters



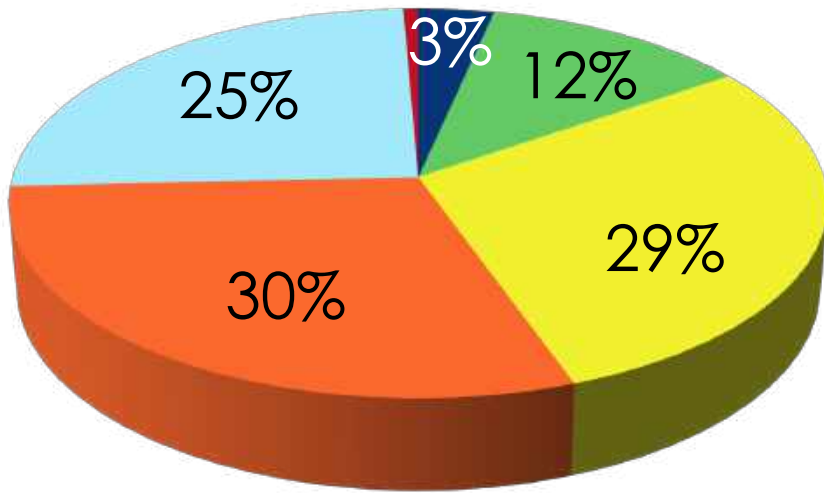
Republican Voters



- Great & A Lot
- Not Trust at All

Voter Trust in Local Government

“How much trust do you have in state government to solve problems and address America’s most important issues today?”



- A GREAT DEAL OF TRUST
- A LOT OF TRUST
- A MODERATE AMOUNT
- A LITTLE BIT
- NO TRUST AT ALL
- REFUSED

HH Income 50K to 74K



Gen X Democrats (Age 39 to 54)



Male Biden Voters



Democratic Voters



Unaffiliated Boomers (Age 55 to 73)



Millennials (Age 24 to 39)



Unaffiliated Voters



Republican Voters



- Great & A Lot
- Not Trust at All



TRUST IN NATIONAL MEDIA VS. STATE AND LOCAL MEDIA

Voter Trust in National, State & Local Media

“How much trust do you have in the national media/state and local media to report news and information in an unbiased and objective manner?” (Among all respondents)

Response	National Media	State & Local Media
Great Deal & a Lot	15%	20%
No Trust at All	54%	38%
A Great Deal of Trust	4%	6%
A Lot of Trust	11%	14%
A Moderate Amount	18%	22%
A Little Bit of Trust	13%	21%



THE
SOCIALIST PARTY



COLORADO VOTER IMAGE RATINGS FOR DEMOCRACY, SOCIALISM, CAPITALISM AND STOCK MARKETS

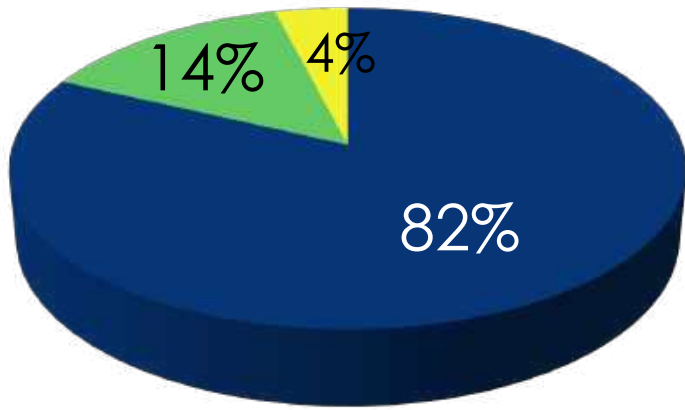
Voter Image Ratings of Democracy, Socialism, Capitalism and Stock Markets

*“Do you have a favorable or unfavorable opinion of democracy/socialism/capitalism/stock markets?”
(Among all respondents)*

Response	Democracy	Socialism	Capitalism	Stock Markets
Total Favorable	82%	37%	58%	52%
Total Unfavorable	14%	57%	35%	37%
Very Favorable	61%	11%	32%	13%
Smwt. Favorable	21%	26%	26%	39%
Very Unfavorable	7%	46%	19%	16%
Smwt. Unfavorable	7%	11%	16%	21%
No Opinion	4%	6%	7%	11%

Democracy Image Rating

“Do you have a favorable or unfavorable opinion of democracy?”



- Total Favorable
- Total Unfavorable
- No Opinion

Very Favorable	61%
Somewhat Favorable	21%
Very Unfavorable	7%
Somewhat Unfavorable	7%

Female Biden Voters



Democratic Voters



Unaffiliated Voters



Unaffiliated Women



Republican Voters



Trump Voters



Hispanic Voters



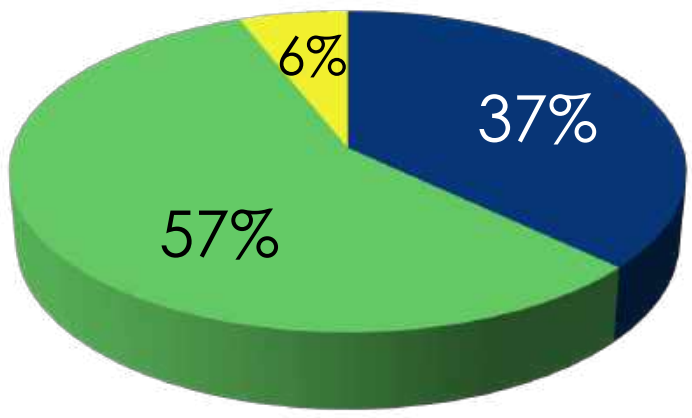
Female Trump Voters



- Favorable
- Unfavorable
- No Opinion

Socialism Image Rating

“Do you have a favorable or unfavorable opinion of socialism?”



- Total Favorable
- Total Unfavorable
- No Opinion

Very Favorable	11%
Somewhat Favorable	26%
Very Unfavorable	46%
Somewhat Unfavorable	11%

Gen X and Millennial Dems (Age 18 to 39)



Democratic Women



Democratic Voters



Millennial Women



Have 4YR College Degree



Urban Men



Unaffiliated Voters



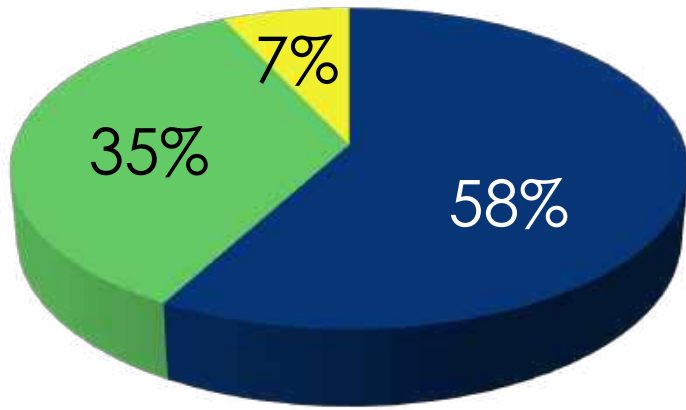
Republican Voters



- Favorable
- Unfavorable
- No Opinion

Capitalism Image Rating

“Do you have a favorable or unfavorable opinion of capitalism?”



- Total Favorable
- Total Unfavorable
- No Opinion

Very Favorable	32%
Somewhat Favorable	26%
Very Unfavorable	19%
Somewhat Unfavorable	16%

Republican Male Voters



Trump Voters



White Male Voters



Small Town Female Voters



Generation Z (Age 18-23)



Millennial Female Voters



Democratic Female Voters



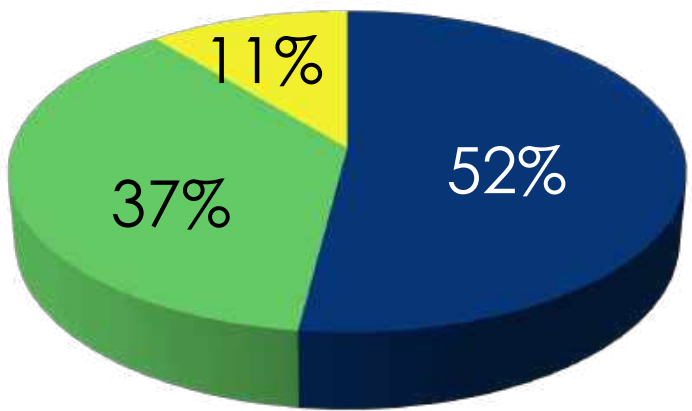
HH Income Less \$30K



- Favorable
- Unfavorable
- No Opinion

Stock Markets Image Rating

“Do you have a favorable or unfavorable opinion of stock markets?”



- Total Favorable
- Total Unfavorable
- No Opinion

Very Favorable	13%
Somewhat Favorable	39%
Very Unfavorable	16%
Somewhat Unfavorable	21%

HH Income \$150K+



Married Men



Republican Voters



Unaffiliated Men



Unaffiliated Voters



Unaffiliated Women



Democratic Voters



Democratic Female Voters



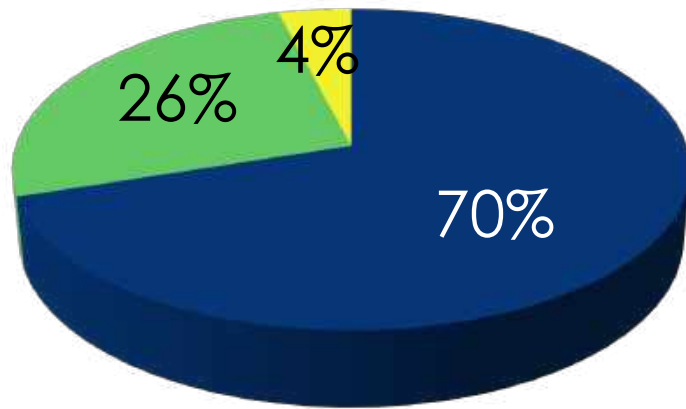
- Favorable
- Unfavorable
- No Opinion



VOTER OPINION OF GOVERNMENT REGULATION AND OVERSIGHT OF SOCIAL MEDIA COMPANIES

Government Regulation of Social Media

“Do you agree or disagree with the following statement? We need more government regulation and oversight of social media companies that have grown too powerful, like Facebook and Twitter.”



- Total Agree
- Total Disagree
- No Opinion

Strongly Agree	37%
Somewhat Agree	33%
Strongly Disagree	13%
Somewhat Disagree	13%

Urban Male Voters



Boomer Democrats Age 56-74



Democratic Voters



Republican Voters



Unaffiliated Voters



Generation X Women



Urban Female Voters



Generation Z Age 18 to 23



- Agree
- Disagree
- No Opinion



REASONS WHY 70% OF VOTERS DISAGREE
SOCIAL MEDIA COMPANIES NEED MORE
GOVERNMENT REGULATION AND
OVERSIGHT

Unaffiliated Voter Opinions

“In your own words, please describe the reasons why you agree that more government regulation and oversight of social media companies is needed.”

think posted much much power bias opinions information speech
 platforms Spreads Misinformation people allowed
 social media way need become free speech influence
 social media companies regulated companies government
 control

“I mean, it's pretty obvious the platforms are being weaponized by forces, companies and others (both foreign and domestic) for their own gain, political or otherwise. And that's pretty messed up.”

-Suburban Male, Older Millennial, 4Yr. Degree

“If recent events are any indication of the ability of a false narrative to permeate through mainstream society and social media outlets were the door that opened those narratives. Also, the recent rise of fringe groups that previously didn't have a voice because of the ability to be anonymous and not be held to account or challenged for conspiracy theories and other outright lies.”

-Rural Male, Younger Gen X, 4Yr Degree

“Well, I just think that social media should be responsible for their actions, maybe not so much government oversight, just common sense if they do bad, they are responsible for what happens.”

-Urban Female, Older Millennial, 4Yr Degree

“Because they are interfering with my first amendment rights and should be held accountable for the lies and hysteria they are spreading on their platforms. It's unconditional and must stop. They are social media platforms, not God, they have a duty to report the truth...all sides of the truth, not just what fits their political and religious agendas.”

-Rural Female, Younger Gen X, Less 4YR Coll. Degree

“They are now silencing certain groups & powerful enough to control free speech. Whether you agree or not, free speech should be open to all if the medias public.”

-Urban Male, Older Boomer, Less 4Yr Degree

Democratic Voter Opinions

“In your own words, please describe the reasons why you agree that more government regulation and oversight of social media companies is needed.”

regulation choose control companies Social media companies
 bad people much Spreads Misinformation
 platforms social media use need will spread opinions
 information Hate Groups & Speech

“Social media companies are allowing and often encouraging bad information and toxic behavior. They should be more proactive about removing bad content and bad individuals.”

-Suburban Male, Older Millennial, 4Yr. Degree

“It is not in the best interest of privately owned social media companies to self-regulate against hate speech or factually incorrect social media campaigns. The financial incentives aren't in place to correct this behavior. Our current level of government oversight on these types of platforms is bit archaic and needs to match the level of impact these technologies have on our society.”

-Small Town Male, Young Gen X, 4Yr Degree

“To every extent possible, we need to balance free speech with the proliferation of lies & misinformation that is potentially harmful.”

-Urban Female, Older Baby Boomer, 4Yr Degree

“The widespread untruth and lies that are welcomed in households without any research or investigating blows my mind. People don't know how to research for themselves anymore because they trust too much in any words written. However, its a hard to say it needs to be censored because these false claims are using censorship to push their movement. Freedom of press. Its cyclical garbage using our freedoms to push a false and fear mongering agenda. Education is key. Let's make that affordable and then watch what could happen.”

-Urban Female, Older Millennial, 4YR Coll. Degree

“We have become more divided since social media has become so popular. Conspiracy theories, lots of anger and nastiness.”

-Suburban Female, Older Boomer, 4Yr College Degree



Republican Voter Opinions

“In your own words, please describe the reasons why you agree that more government regulation and oversight of social media companies is needed.”

“Nothing but liars, fake news, not Journalism, just adhering to their owners demands, manipulates, suppresses, oppresses and intentionally misleads, incites, creates more hate and division!!!”

-Suburban Female, Older Gen X, Less 4Yr. Degree

platform free allowed telling views monopoly freedom speech
information need disagree government going biased
companies people conservatives social media right
censor truth control much opinion media believe become
free speech lying censorship think want

“Because its one sided and they don't tell the stories from a bipartisan point of view. They are a platform not a publisher, so that means free speech is allowed and conservatives and more importantly the president of the United States should never be censored ! And they should be held accountable. All these social media and news networks have too much power to show whatever they want without telling the whole truth.”

-Urban Male, Gen X, Less Than 4Yr Degree

“Big tech has turned into an extension of the left-wing government. Used as a tool to silence and remove their critics (the right). Conservatism is under attack by the left and big tech is doing all of the work for the left who are wholly unaccountable for their words and actions. I believe there was corruption and fraud in this past election and that President Trump had it stolen from him.” . **-Suburban Male, Older Millennial, 4YR Coll. Degree**

“They have become tyrannical, Censoring and Eliminating voices that disagree with their Communist views-its a Travesty and Massive Miscarriage of Justice!!! Who can stop them but government Only now under Biden, he and his fellow Communists are supporting Big Tech. Very Upsetting & Unfair!!! So maybe the answer is the Free Market, Not government, after all. I want government out of my life as much as possible!!!”

-Suburban Female, Older Boomer, 4Yr College Degree



REASONS WHY 26% OF VOTERS DISAGREE
SOCIAL MEDIA COMPANIES NEED MORE
GOVERNMENT REGULATION AND
OVERSIGHT

All Respondents

“In your own words, please describe the reasons why you disagree that more government regulation and oversight of social media companies is needed.”

better platforms much working freedom speech don't think
 social media companies social media government regulation
 need things government right people oversight
 regulation free speech regulate now control already companies

“Facebook and Twitter often at times helped the people see what's really going on in the world today and provide answers for people who have questions that can't be answered.

Having the government take control would deprive the people of their rights and privacy and there wouldn't be trust.”

-Suburban Dem. Male, Gen Z. Less 4Yr. Degree

“There's a thin line between freedom of speech and government intervention and regulation. Too much regulation and it becomes dictatorial.” **-Suburban Unaf. Male, Silent Gen, 4Yr Degree**

“I am far more concerned with disinformation spread by individuals through social media than I am by any abuses by social media themselves. I fear that regulation of the companies will be done ham-fistedly and make more problems.” **-Small Town Unaf. Male, Young Gen X, 4Yr Degree**

“If it's a private business then the government should stay out of it. The government is too involved right now in running the narratives on Facebook and Twitter. No freedom of speech no views how the government should make their own social media and give people the option to either be on a private social media company or a government-run social media company.” **-Suburban Rep. Female, Older Millennial**

“Government regulation is never the answer in a free society. Regulations generally smother the free market which has built the most successful society in the history of the world.”

-Suburban Male, Rep., Silent Gen, 4Yr College Degree

“Government regulation is never the answer in a free society. Regulations generally smother the free market which has built the most successful society in the history of the world.”

-Suburban Male, Rep., Silent Gen, 4Yr College Degree



SUMMARY OF FINDINGS

PART 2

Summary of Findings

- Voter trust in the federal, state and local governments is extremely low. Only 13% of respondents said they had a great deal of trust (3%) or a lot of trust (10%) in the federal government to solve problems and address America's most important issues. Trust levels were slightly better for state government, (20% a great deal or a lot of trust) and local government (15% a great deal or a lot of trust).
- Only 15% of Colorado voters have a great deal or lot of trust in the national media to report news and information in an unbiased and objective manner. Voter trust levels for state and local media to report news and information in an unbiased manner is only slightly better, at 20%.

Summary of Findings

- Democracy's image rating is strong among all Coloradans, with 82% having a favorable opinion of it and 61% a very favorable opinion. Only 14% of respondents had an unfavorable opinion of democracy.
- Thirty seven percent of respondents had a favorable opinion of socialism and 57% an unfavorable opinion. However, socialism, - and what socialism represents - is likely different among different subgroups of voters. Socialism is very popular among Democratic female and mostly younger voter subgroups.

Summary of Findings

- Capitalism's image rating is positive among all voters, with 58% having a favorable opinion and 35% and unfavorable opinion. There are strong differences in opinion by gender - male voters (67% favorable) vs. female voters (50% favorable) - and by party affiliation - Democratic voters (54% unfavorable) Unaffiliated voters (61% favorable) and Republican voters (77% favorable).
- Voter opinion of stock markets varies significantly by gender, income and education levels. A slight majority of voters, 52%, have a favorable opinion of stock markets and 37% have an unfavorable opinion. Favorability ratings are highest among married men (67%), Hispanic men (65%), all Republican voters (64%) and households with incomes of \$150K or higher (74%).

Summary of Findings

- Voter subgroups with higher unfavorable levels for stock markets include millennial women (48%), individuals with household incomes of \$30K or less (53%), Democratic voters (50%), Democratic women (52%), Hispanic women (49%), and Generation X Dems (56%).
- Social media companies have very few friends in Colorado at this time. Among all respondents, 70% agree with the viewpoint they need more government regulation and oversight. For Democratic voters, it's about stopping the spread of misinformation and hate groups. From Republican voters, it's more about freedom of speech.

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