



# Magellan Strategies

## Colorado Proposition HH Ballot Measure Survey Summary and Topline Results

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Magellan Strategies are pleased to present the topline results of an online survey of 662 Colorado registered voters who are likely to vote in the November 2023 election. The interviews were conducted from June 21<sup>st</sup> to July 7<sup>th</sup>, 2023. This survey has a margin of error of +/- 3.81% at the 95 percent confidence interval. The survey data were weighted to represent Colorado's voter turnout demographics in an odd-year election cycle.

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### **Survey Overview**

This voter opinion survey was funded and paid for by Magellan Strategies. Our motivation for conducting this survey was to provide our public sector clients, public policy partners, elected officials, and the media with reliable voter opinion data regarding Proposition HH. Proposition HH is one of the most complicated ballot measures to be put before Colorado voters.

Although the Proposition HH ballot language is relatively easy to understand, its approval would have far-reaching policy and funding implications for every local government, school district, property owner, and taxpayer in Colorado. Therefore, in consultation with public policy experts, our team put forth our best effort to educate and inform respondents of state and local public policy changes if Proposition HH is approved.

When reviewing this research, it is important to understand the reasoning and purpose of the questionnaire design and approach. A proper voter opinion ballot measure survey should include “uninformed” and “informed” ballot questions.

The “uninformed” ballot question, which is T9 in the survey, asks respondents to read the ballot language before being educated with any information about the ballot measure’s cost, purpose, or impact if approved. The “informed” ballot measure question, which is T22 in the survey, asks respondents to read the ballot language after being informed of the ballot measure’s impact if approved.

This questionnaire approach allows us to identify information about the ballot measure that motivates voter support or opposition. In addition, the ballot measure information shared with respondents may forecast messaging used by organizations in support or opposition

to the ballot measure. In summary, be aware there are two ballot measure questions measuring voter opinion of Proposition HH in an uninformed and informed manner.

Any questions regarding the survey findings and methodology can be directed to David Flaherty or Courtney Sievers by email at [DFlaherty@MagellanStrategies.com](mailto:DFlaherty@MagellanStrategies.com) and [CSievers@MagellanStrategies.com](mailto:CSievers@MagellanStrategies.com).

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## **Key Findings**

- Colorado voters who are likely to vote in the 2023 election are unfamiliar with Proposition HH. Among all respondents, 41% are not familiar at all with the ballot measure. Only 10% of voters are very familiar with Prop HH, and 25% are somewhat familiar.
- The “uninformed” Prop HH ballot test measured voter support at 54%, voter opposition at 34%, with 12% undecided. Support for Prop HH is strongest among Democrats (67% approve), women (60%), seniors aged 65 and older (59%), and homeowners (55%). Opposition is strongest among Republicans (44% reject) and men (42%).
- Among all respondents, support for Prop HH declined by 11%, from 54% to 43%, after being informed of the state and local policy changes that would go into effect if Prop were approved. This decrease was similar among every voter subgroup. In addition, voter opposition to Prop HH increased by 12%, from 34% to 46% after being informed. Simply put, as voters learn about Prop HH, they are more likely to oppose it, including seniors and homeowners.
- The “informed” Prop HH ballot test finds voter support at 43%, opposition at 46%, and 12% undecided. Assuming voters are relatively informed of the state and local policy changes triggered by Prop HH, the outcome of this ballot measure in November, in our opinion, is a toss-up that could go either way.

Following are the survey topline results. The survey presentation, crosstabs, and verbatim responses can be downloaded from our website at [MagellanStrategies.com/blog/](https://www.MagellanStrategies.com/blog/).

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*T1. For statistical purposes only, are you registered to vote in Colorado?*

Yes..... 100%

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T2. Although it is a long way off, how likely are you to vote in the November election for any state or local questions that may be on the ballot?

Extremely Likely..... 91%  
 Very Likely..... 7%  
 Somewhat Likely..... 2%  
 Unlikely to Vote..... 0%

T3. How would you rate the status of the [National/State/Local] economy? Do you think it is:

|                  | <u>Excellent</u> | <u>Good</u> | <u>Only Fair</u> | <u>Poor</u> | <u>Unsure or No Opinion</u> |
|------------------|------------------|-------------|------------------|-------------|-----------------------------|
| National Economy | 1%               | 19%         | 31%              | 48%         | 1%                          |
| State Economy    | 6%               | 29%         | 36%              | 28%         | 1%                          |
| Local Economy    | 5%               | 28%         | 40%              | 26%         | 1%                          |

T4. In the next 12 months, do you think the state of the [National, State, Local] economy will be:

|          | <u>Total Better</u> | <u>About Same</u> | <u>Total Worse</u> | <u>Much Better</u> | <u>Somewhat Better</u> | <u>Much Worse</u> | <u>Somewhat Worse</u> | <u>Unsure or No Opinion</u> |
|----------|---------------------|-------------------|--------------------|--------------------|------------------------|-------------------|-----------------------|-----------------------------|
| National | 15%                 | 34%               | 49%                | 3%                 | 12%                    | 22%               | 27%                   | 2%                          |
| State    | 14%                 | 44%               | 40%                | 2%                 | 12%                    | 15%               | 25%                   | 2%                          |
| Local    | 13%                 | 48%               | 36%                | 2%                 | 11%                    | 13%               | 23%                   | 3%                          |

T5. Changing topics now. Do you rent or own your home?

Own ..... 77%  
 Rent ..... 19%  
 Other ..... 3%  
 Prefer Not to Say ..... 1%

T6. How much of a concern is the rising cost of renting a home to you and your family? [Asked to the 126 respondents who rent their home, +/- 8.7% MoE]

A Big Concern ..... 88%  
 Somewhat of a Concern..... 11%  
 Not Too Much of a Concern ..... 1%  
 No Concern at All..... 0%  
 Unsure or No Opinion..... 0%



*T7. How much of a concern is rising residential property taxes to you and your family?  
[Asked to the 508 respondents who own their home, +/- 4.3% MoE]*

A Big Concern ..... 69%  
Somewhat of a Concern..... 22%  
Not Too Much of a Concern ..... 7%  
No Concern at All..... 2%  
Unsure or No Opinion..... 0%

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*T8. How familiar are you with Proposition HH, a statewide question that will likely be on the ballot this November?*

Very and Somewhat Familiar Combined ..... 35%  
Very Familiar ..... 10%  
Somewhat Familiar ..... 25%  
Not Too Familiar..... 23%  
Not Familiar at All ..... 41%  
Unsure or No Opinion..... 1%

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*T9. Following is the ballot language for Proposition HH. After reading it, please indicate if you would vote yes and approve it or vote no and reject it.*

*SHALL THE STATE REDUCE PROPERTY TAXES FOR HOMES AND BUSINESSES, INCLUDING EXPANDING PROPERTY TAX RELIEF FOR SENIORS, AND BACKFILL COUNTIES, WATER DISTRICTS, FIRE DISTRICTS, AMBULANCE AND HOSPITAL DISTRICTS, AND OTHER LOCAL GOVERNMENTS AND FUND SCHOOL DISTRICTS BY USING A PORTION OF THE STATE SURPLUS UP TO THE PROPOSITION HH CAP AS DEFINED IN THIS MEASURE?*

*If an election were being held today, would you vote yes and approve, or vote no and reject Proposition HH?*

Total Yes, Approve..... 54%  
Total No, Reject..... 34%  
Undecided..... 12%  
Definitely Yes, Approve ..... 24%  
Probably Yes, Approve..... 30%  
Definitely No, Reject ..... 22%  
Probably No, Reject..... 12%



*We will now share information about Proposition HH, also called Prop HH, and how its approval would impact property taxes, TABOR refunds, school district funding, and property tax revenue to local governments.*

*Some of the questions may be long, so please take your time reading them. After reading each question, please indicate if the information makes you more likely to approve Proposition HH or more likely to reject it. Let's get started.*

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*T10. In 1992, voters approved the TABOR Amendment, limiting the amount of revenue the state could receive and spend each year. When state revenue exceeds the annual revenue limit, that money is refunded to taxpayers. In some years, the state does not collect enough revenue to exceed the annual revenue limit. In those years, there are no refunds.*

*In 2005, voters approved Referendum C, which established a new formula to determine the annual revenue limit. Currently, the state revenue limit is about \$16 billion. If Prop HH is approved, the state revenue limit will be increased by 1% for ten years. This allows the state to retain additional revenue and thus reduce the amount refunded to taxpayers. Knowing this information, are you:*

Total More Likely to Approve Prop HH..... 40%  
Total More Likely to Reject Prop HH ..... 52%  
Unsure or No Opinion..... 8%

Much More Likely to Approve ..... 15%  
Somewhat More Likely to Approve ..... 25%

Much More Likely to Reject..... 34%  
Somewhat More Likely to Reject..... 18%

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T11. Prop HH aims to provide property tax relief to homeowners and businesses for at least ten years. If Prop HH is approved, annual property tax payments may still rise, but by smaller amounts and not as quickly. Property owners would receive some property tax relief by reducing the assessment rates for residential and non-residential property. The table below shows the estimated annual savings for a residential property if Prop HH is approved. Second homes, vacation homes, and rental homes would receive about half of the savings shown. Knowing this information, are you:

| Home Value  | Average Yearly Savings |
|-------------|------------------------|
| \$500K      | \$378                  |
| \$1 million | \$541                  |
| \$2 million | \$869                  |

Total More Likely to Approve Prop HH..... 44%  
 Total More Likely to Reject Prop HH ..... 43%  
 Unsure or No Opinion..... 13%

Much More Likely to Approve ..... 17%  
 Somewhat More Likely to Approve ..... 27%

Much More Likely to Reject ..... 27%  
 Somewhat More Likely to Reject..... 16%

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T12. If Prop HH is approved, a residential property owner can reduce \$50,000 from their home’s assessed value in 2024. For example, if a home has an actual property value of \$500,000, the homeowner will pay taxes on a home valued at \$450,000. This “home valuation reduction” would drop to \$40,000 from 2024 to 2032. The \$40,000 home valuation reduction would not apply to second homes or rental properties after 2024. Knowing this information, are you:

Total More Likely to Approve Prop HH..... 49%  
 Total More Likely to Reject Prop HH ..... 38%  
 Unsure or No Opinion..... 13%

Much More Likely to Approve ..... 19%  
 Somewhat More Likely to Approve ..... 30%

Much More Likely to Reject ..... 24%  
 Somewhat More Likely to Reject..... 14%

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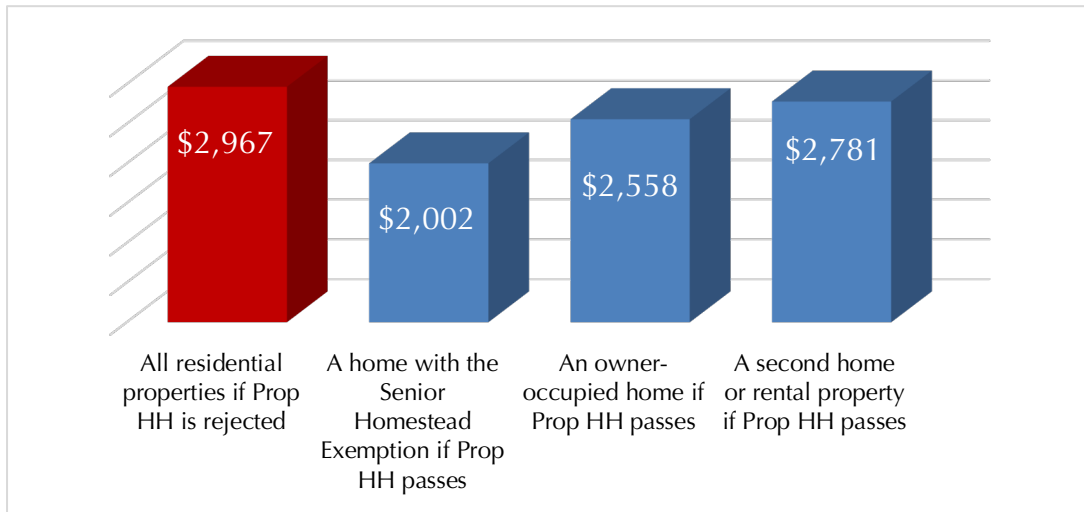
T13. If approved, Prop HH would also expand the Senior Homestead Property Tax Exemption from \$100,000 to \$140,000 for individuals 65 or older who have lived in their homes for at least ten years. This exemption can be transferred to a new home, allowing a person to downsize without losing this benefit beginning in 2025. Knowing this information, are you:

Total More Likely to Approve Prop HH..... 62%  
 Total More Likely to Reject Prop HH ..... 27%  
 Unsure or No Opinion..... 11%

Much More Likely to Approve ..... 30%  
 Somewhat More Likely to Approve ..... 32%

Much More Likely to Reject ..... 18%  
 Somewhat More Likely to Reject..... 9%

T14. The chart below shows estimated changes to the amount of residential property tax a homeowner would pay for a home with an actual value of \$500,000 if Prop HH is approved for property tax year 2023. Knowing this information, are you:



Total More Likely to Approve Prop HH..... 53%  
 Total More Likely to Reject Prop HH ..... 34%  
 Unsure or No Opinion..... 13%

Much More Likely to Approve ..... 22%  
 Somewhat More Likely to Approve ..... 31%

Much More Likely to Reject ..... 22%  
 Somewhat More Likely to Reject..... 12%



*T15. If Prop HH is approved, the reduction of property assessment rates will result in less property tax revenue for local governments for at least ten years. To partially address the lost revenue to local governments, Prop HH would allow the state to retain a portion of future TABOR refund dollars and take in more revenue by increasing the state revenue limit by 1%. We will refer to these revenue sources as “Prop HH Funds or Funding.”*

*A portion of Prop HH Funds would be directed toward local governments to help “backfill” or replace some of the “lost” property tax revenue governments would have received. Knowing this information, are you:*

|   |     |
|---|-----|
| Total More Likely to Approve Prop HH..... | 43% |
| Total More Likely to Reject Prop HH ..... | 46% |
| Unsure or No Opinion.....                 | 11% |
|   |     |
| Much More Likely to Approve .....         | 18% |
| Somewhat More Likely to Approve .....     | 25% |
|   |     |
| Much More Likely to Reject .....          | 31% |
| Somewhat More Likely to Reject.....       | 15% |

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T16. However, local governments are unlikely to receive enough Prop HH Funding to “backfill” and replace the total amount of lost revenue over ten years for the following reasons.

1. Only 20% of all Prop HH Funding will go towards “backfilling” local governments. The other 80% of funding will go towards “backfilling” school districts.
2. Fire, Emergency Medical Service (EMS), and Health Districts are “first in line” to receive Prop HH Funds. Assuming there are enough funds, their total “backfill” amounts will be addressed first. All other local governments will then receive what remains of Prop HH Funding.
3. Local governments whose total “real property” assessed values have increased by more than 20% since 2022 will not be eligible to receive Prop HH funding. It is important to note that many local governments are already close to exceeding 20% and becoming ineligible for Prop HH funding.
4. Fire, EMS, and Health Districts whose “real property” assessed values have increased by more than 20% since 2022 can still receive up to 50% of their “backfill” amounts from Prop HH Funds.
5. Local governments with 300,000 or more people whose “real property” assessed values have increased by more than 20% since 2022 are eligible to receive 65% of their total “backfill” amount from Prop HH Funds.

|   |     |
|---|-----|
| Total More Likely to Approve Prop HH..... | 38% |
| Total More Likely to Reject Prop HH ..... | 45% |
| Unsure or No Opinion.....                 | 17% |
|   |     |
| Much More Likely to Approve .....         | 14% |
| Somewhat More Likely to Approve .....     | 24% |
|   |     |
| Much More Likely to Reject.....           | 29% |
| Somewhat More Likely to Reject.....       | 16% |

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*T17. If Prop HH is approved, individual tax filers will receive a TABOR refund of about \$873, and joint tax filers (couples) will receive about \$1,746. This “flat rate” refund process only applies to the first year. However, the state legislature could vote to use the “flat rate” rebate process in future years. Knowing this information, are you:*

Total More Likely to Approve Prop HH..... 47%  
Total More Likely to Reject Prop HH ..... 38%  
Unsure or No Opinion..... 15%

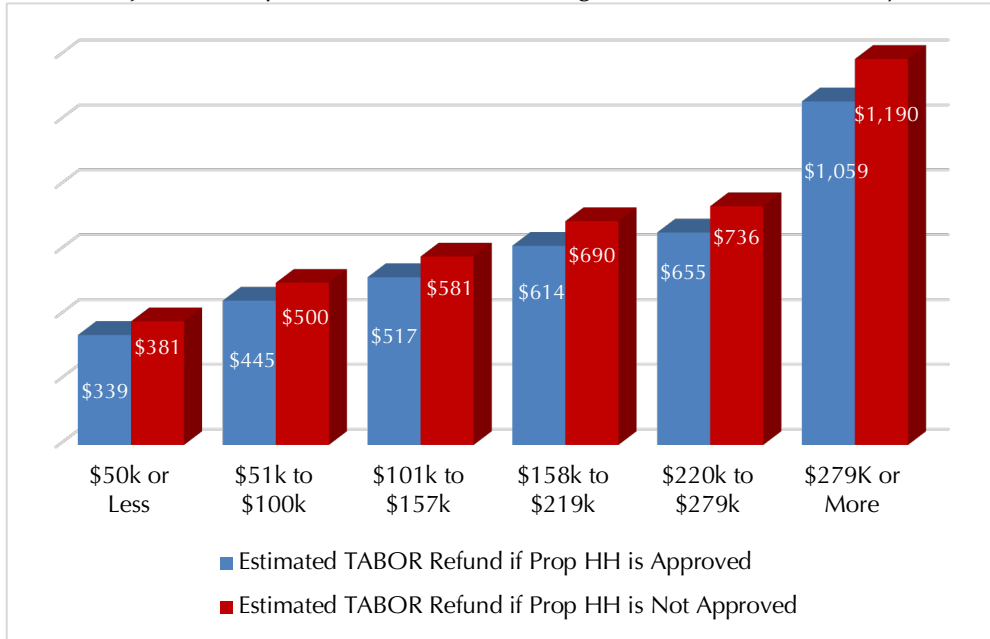
Much More Likely to Approve ..... 18%  
Somewhat More Likely to Approve ..... 29%

Much More Likely to Reject..... 26%  
Somewhat More Likely to Reject..... 12%

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T18. In the past, the amount of a TABOR refund was determined by an individual’s income across six “income brackets.” If the “flat rate” refund process is not renewed, and the “income bracket” process is reinstated, the graph below shows the estimated TABOR refund amount for 2024 that an individual would receive if Prop HH is approved or rejected. The amounts shown in the graph are for a single tax filer. The refund amounts would double for joint (couples) tax filers. Knowing this information, are you:



Total More Likely to Approve Prop HH..... 40%  
 Total More Likely to Reject Prop HH ..... 44%  
 Unsure or No Opinion..... 16%

Much More Likely to Approve ..... 13%  
 Somewhat More Likely to Approve ..... 27%

Much More Likely to Reject..... 29%  
 Somewhat More Likely to Reject..... 15%



*T19. If Prop HH is approved, a new process called “Participatory Taxation” or “Truth in Taxation” would be created for local governments to consider. This process would allow a majority of local government elected officials to vote to retain property tax revenue that would otherwise be refunded to taxpayers. To clarify, elected officials, rather than voters, would decide to keep property tax revenue.*

*Under this process, elected officials must have a public meeting to discuss reasons why they intend to retain property tax revenue. The public meeting must include time for public comment, and at the same meeting, a vote must occur to retain the property tax revenue that would otherwise be refunded to taxpayers. Knowing this information, are you:*

Total More Likely to Approve Prop HH..... 30%  
Total More Likely to Reject Prop HH ..... 58%  
Unsure or No Opinion..... 12%

Much More Likely to Approve ..... 11%  
Somewhat More Likely to Approve ..... 19%

Much More Likely to Reject ..... 45%  
Somewhat More Likely to Reject..... 13%

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*T20. Prop HH would set aside about \$20 million yearly for the state’s Renter Relief Program if approved. This program provides rental assistance to families and individuals experiencing financial hardship to prevent housing instability and potential eviction. Knowing this information, are you:*

Total More Likely to Approve Prop HH..... 52%  
Total More Likely to Reject Prop HH ..... 39%  
Unsure or No Opinion..... 9%

Much More Likely to Approve ..... 20%  
Somewhat More Likely to Approve ..... 32%

Much More Likely to Reject ..... 27%  
Somewhat More Likely to Reject..... 12%

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*T21. Because this referendum is statutory, Proposition HH could be changed by future state legislatures. Knowing this information, are you:*

|   |     |
|---|-----|
| Total More Likely to Approve Prop HH..... | 34% |
| Total More Likely to Reject Prop HH ..... | 45% |
| Unsure or No Opinion.....                 | 21% |
|   |     |
| Much More Likely to Approve .....         | 11% |
| Somewhat More Likely to Approve .....     | 23% |
|   |     |
| Much More Likely to Reject .....          | 31% |
| Somewhat More Likely to Reject.....       | 14% |

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*T22. Thank you for reading the information about Proposition HH. We now ask you to read the ballot language one more time.*

*SHALL THE STATE REDUCE PROPERTY TAXES FOR HOMES AND BUSINESSES, INCLUDING EXPANDING PROPERTY TAX RELIEF FOR SENIORS, AND BACKFILL COUNTIES, WATER DISTRICTS, FIRE DISTRICTS, AMBULANCE AND HOSPITAL DISTRICTS, AND OTHER LOCAL GOVERNMENTS AND FUND SCHOOL DISTRICTS BY USING A PORTION OF THE STATE SURPLUS UP TO THE PROPOSITION HH CAP AS DEFINED IN THIS MEASURE?*

*If an election were being held today, would you vote yes and approve Proposition HH, or would you vote no and reject it?*

|                                |     |
|--------------------------------|-----|
| Total Yes, Approve.....        | 43% |
| Total No, Reject.....          | 46% |
| Undecided.....                 | 11% |
|                                |     |
| Definitely Yes, Approve .....  | 17% |
| Probably Yes, Approve.....     | 26% |
|                                |     |
| Definitely No, Reject .....    | 28% |
| Probably No, Reject.....       | 18% |
|                                |     |
| *Among Undecided-              |     |
| Lean Toward Yes, Approve ..... | 1%  |
| Lean Toward No, Reject .....   | 2%  |
| Still Undecided .....          | 8%  |



T23. Please describe the reasons why you would vote yes and approve Proposition HH.

\*Verbatim responses are in a separate document.

T24. Please describe the reasons why you would vote no and reject Proposition HH.

\*Verbatim responses are in a separate document.

T25. If you had to decide today, would you lean toward voting yes and approving Proposition HH, or do you lean toward voting no and rejecting it? [Asked to the 73 respondents that were undecided]

Lean Toward Voting Yes ..... 9%  
 Lean Toward Voting No..... 20%  
 Still Undecided ..... 71%

T26. Changing topics now. This November, in addition to Proposition HH, if there is another specific ballot question to fund a local service or need in your area, would you vote yes and approve the ballot question below or vote no and reject it?

|                                  | <u>Vote Yes</u><br><u>Approve</u> | <u>Vote No</u><br><u>Reject</u> | <u>Undecided</u> |
|----------------------------------|-----------------------------------|---------------------------------|------------------|
| Street and Road Funding          | 63%                               | 16%                             | 21%              |
| Fire District Funding            | 61%                               | 18%                             | 21%              |
| Police/Public Safety Funding     | 55%                               | 23%                             | 22%              |
| School District Teacher Funding  | 54%                               | 27%                             | 19%              |
| Park and Recreation District     | 47%                               | 27%                             | 26%              |
| Affordable Housing Funding       | 47%                               | 33%                             | 20%              |
| Library District                 | 44%                               | 30%                             | 26%              |
| School District Building Funding | 40%                               | 35%                             | 25%              |

And now, we have a few questions for statistical purposes only.

T27. Which gender do you most identify with?

Female..... 51.5%  
 Male ..... 47.5%  
 Identify Differently ..... 1%



*T28. Are you between the ages of:*

|                  |     |
|------------------|-----|
| 18 to 34 .....   | 14% |
| 35 to 44 .....   | 14% |
| 45 to 54 .....   | 16% |
| 55 to 64 .....   | 20% |
| 65 or Older..... | 36% |

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*T29. For statistical and weighting purposes only, are you registered to vote as an Unaffiliated voter, a Democrat, a Republican, or are you registered with another party?*

|                   |     |
|-------------------|-----|
| Unaffiliated..... | 36% |
| Democrat.....     | 32% |
| Republican .....  | 31% |
| Other party ..... | 1%  |

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*T30. Which race or ethnicity do you most identify with?*

|   |     |
|---|-----|
| White or Caucasian .....                        | 76% |
| Hispanic or Latino .....                        | 5%  |
| Black or African American .....                 | 2%  |
| Asian .....                                     | 1%  |
| American Indian or Alaska Native.....           | 1%  |
| Native Hawaiian or Other Pacific Islander ..... | <1% |
| Two or More Races.....                          | 2%  |
| Other .....                                     | 2%  |
| Prefer Not to Say .....                         | 11% |

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*T31. Are you married or single?*

|                         |     |
|-------------------------|-----|
| Married.....            | 58% |
| Single.....             | 35% |
| Prefer Not to Say ..... | 7%  |

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*T32. Last year what was your total household income before taxes?*

|                              |     |
|------------------------------|-----|
| Less than \$50,000.....      | 19% |
| \$50,000 to \$99,999 .....   | 27% |
| \$100,000 to \$149,999 ..... | 19% |
| \$150,000 to \$199,999 ..... | 9%  |
| More than \$200,000 .....    | 8%  |
| Prefer Not to Say .....      | 18% |

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### **Survey Methodology**

This survey utilized MMS text data collection method to interview registered voters, inviting them to participate in the survey. The survey data were weighted to represent Colorado's voter turnout demographics in an odd-year election cycle. The interviews were conducted from June 21<sup>st</sup> through July 7<sup>th</sup>, 2023. This survey has a margin of error of +/- 3.81% at the 95 percent confidence interval.

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