

November 28, 2023



COLORADO  
POLLING  
INSTITUTE



# Survey of Likely 2024 General Election Voters Colorado Statewide

November 26 – 27, 2023 | n=652 |  $\pm 3.83\%$

# Insights & Analysis

- Voters have similar sentiments towards both parties when thinking about whether **Republicans'** (30% move CO in the right direction; 35% dangerous) and **Democrats'** (35% move CO in the right direction; 33% dangerous) ideas and policies **generally move Colorado in the right direction** or are dangerous. UAFs **fall more in favor of Democrats** than Republicans on each measure. In other electoral categories, UAFs stand:
  - +13 for Biden over Trump in a 2024 matchup,
  - +10 for the generic Congressional Democrat,
  - 56% believe MAGA ideas and policies are dangerous for the state,
  - and 39% believe Democratic Socialists' ideas and policies are dangerous for the state.
- 50% of voters think **MAGA ideas and policies are dangerous** for the state compared to **41% for the Democratic Socialists**, though over a quarter of voters do think MAGA ideas and policies move CO in the right direction (18% for DSA policies). The **generic ballot for Congress stands at D+5** (D 45% - R 40%), and on the presidential ballot Biden (45%) performs right at the generic Democrat's ballot share whereas **Trump (36%) underperforms the generic Republican** by 4-points (19% undecided). UAFs side with the generic Democrat and Biden by at least 10 points.
  - In a notable trend for the forthcoming campaign season, **voters who are undecided in the generic congressional ballot** appear to be **more concerned about the ideological extreme on the right than the left**: 49% say that the MAGA movement is dangerous for Colorado versus just 38% who say the same of Democratic Socialists.

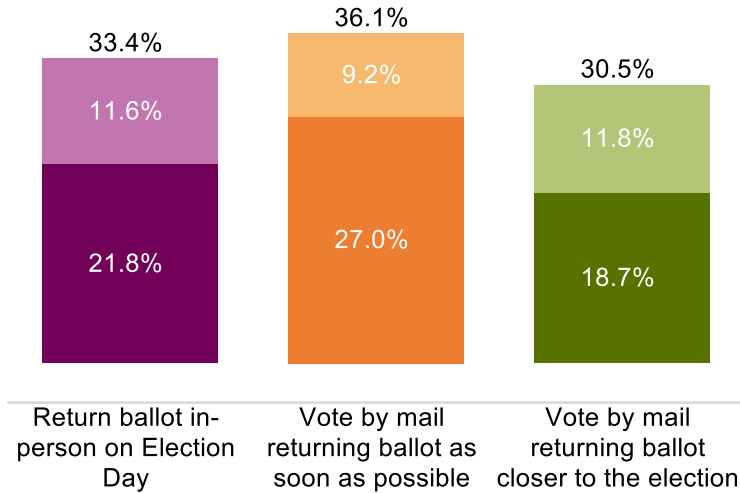


# Insights & Analysis

- There's **not a lot of support for closed primaries** with 64% of voters agreeing the UAFs should continue being allowed to vote in either major party's primaries.
  - Republicans are the most evenly divided on the issue with 48% agreeing UAFs should no longer be allowed to vote in either major party's primary election unless they register with that party (44% agree the UAFs should continue being allowed to vote in either major party's primaries).
- Two-thirds of voters **disagree that democracy is no longer a viable system.**



# Vote Method

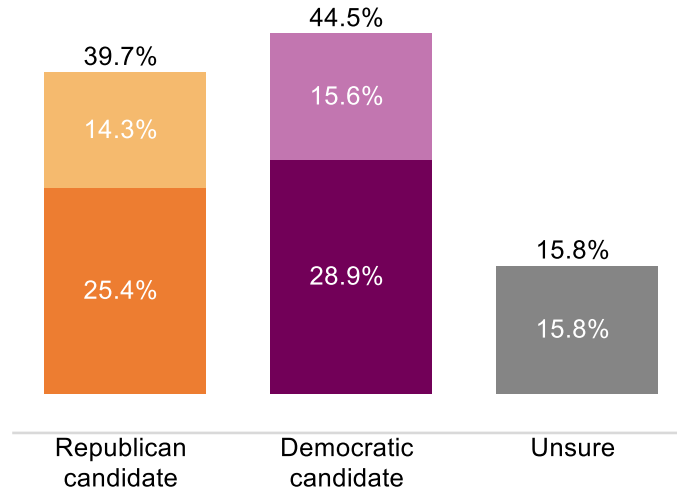


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Denver Metro	Central CO	East CO	SouthWest CO	Republican	Unaffiliated	Democrat	Owner	Renter	Promoters	Passives	Detractors	White	Voters of Color	<20 years	20+ years	<\$75k	\$75k+
Definitely return ballot / vote	64%	71%	66%	70%	67%	69%	65%	69%	64%	68%	66%	72%	72%	63%	70%	70%	60%	70%	67%	65%	69%	61%	63%	70%	65%	69%
Probably return ballot / vote	36%	29%	34%	30%	33%	31%	35%	31%	36%	32%	34%	28%	28%	37%	30%	40%	30%	33%	35%	31%	39%	37%	30%	35%	31%	
Return ballot in-person on Election Day	38%	25%	44%	24%	29%	42%	37%	28%	34%	27%	32%	41%	43%	30%	26%	43%	26%	28%	41%	29%	48%	35%	32%	37%	30%	
Vote by mail returning ballot as soon as possible	25%	47%	28%	48%	40%	34%	30%	39%	28%	42%	39%	36%	30%	34%	45%	40%	26%	47%	31%	32%	39%	25%	35%	37%	32%	39%
Vote by mail returning ballot closer to the election	37%	28%	28%	27%	31%	24%	33%	33%	38%	31%	29%	24%	26%	35%	29%	30%	31%	27%	42%	26%	32%	28%	29%	31%	31%	31%
Definitely return ballot in-person on Election Day	25%	17%	26%	17%	18%	27%	27%	17%	22%	16%	22%	28%	32%	19%	15%	20%	28%	15%	19%	27%	20%	30%	22%	22%	23%	20%
Probably return ballot in-person on Election Day	12%	7%	18%	7%	11%	15%	9%	11%	12%	11%	11%	12%	11%	12%	10%	10%	16%	11%	9%	14%	10%	17%	13%	10%	14%	10%
Definitely vote by mail returning ballot as soon as possible	18%	36%	21%	36%	29%	26%	21%	30%	19%	32%	26%	30%	20%	24%	38%	32%	14%	35%	24%	23%	29%	18%	25%	28%	24%	29%
Probably vote by mail returning ballot as soon as possible	7%	11%	7%	12%	10%	8%	9%	9%	9%	10%	12%	6%	10%	10%	7%	8%	13%	11%	6%	9%	10%	7%	10%	9%	8%	10%
Definitely vote by mail returning ballot closer to the election	21%	17%	18%	17%	20%	16%	16%	22%	23%	21%	17%	13%	20%	20%	17%	19%	19%	19%	25%	15%	21%	13%	16%	20%	18%	20%
Probably vote by mail returning ballot closer to the election	16%	11%	9%	10%	12%	8%	17%	11%	15%	11%	11%	10%	7%	15%	13%	11%	12%	8%	17%	11%	11%	14%	13%	11%	13%	12%

How do you plan to vote in the November 2024 general election for President and U.S. Congress, if at all?



# Generic Ballot

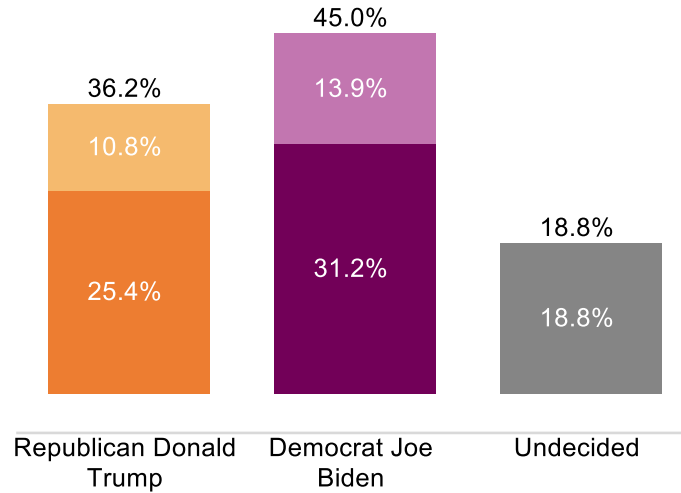


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Denver Metro	Central CO	East CO	SouthWest CO	Republican	Unaffiliated	Democrat	Owner	Renter	Promoters	Passives	Detractors	White	Voters of Color	<20 years	20+ years	<\$75k	\$75k+
Republican candidate	33%	37%	38%	53%	36%	54%	35%	35%	30%	31%	54%	45%	94%	30%	5%	42%	32%	26%	32%	55%	42%	27%	33%	44%	38%	39%
Democratic candidate	50%	47%	46%	33%	46%	35%	42%	53%	53%	52%	32%	40%	3%	40%	88%	45%	43%	64%	53%	25%	44%	57%	54%	39%	46%	45%
Definitely the Republican candidate	18%	23%	27%	36%	25%	37%	17%	23%	16%	23%	34%	30%	66%	15%	2%	28%	20%	15%	15%	40%	27%	18%	19%	29%	22%	27%
Probably the Republican candidate	16%	13%	11%	17%	12%	17%	18%	12%	14%	9%	20%	16%	27%	14%	3%	15%	13%	11%	16%	15%	14%	9%	13%	15%	16%	12%
Probably the Democratic candidate	21%	14%	17%	8%	11%	16%	18%	18%	19%	18%	11%	15%	2%	19%	23%	14%	19%	15%	22%	11%	16%	21%	19%	14%	15%	16%
Definitely the Democratic candidate	29%	33%	29%	25%	35%	19%	24%	36%	34%	35%	20%	25%	1%	21%	65%	30%	24%	49%	31%	14%	29%	35%	34%	26%	30%	29%
Unsure	17%	16%	16%	13%	18%	11%	23%	12%	17%	16%	15%	15%	3%	31%	7%	13%	25%	10%	15%	20%	14%	16%	14%	17%	16%	16%

*If the election was held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for U.S. Congress?*



# Biden v Trump



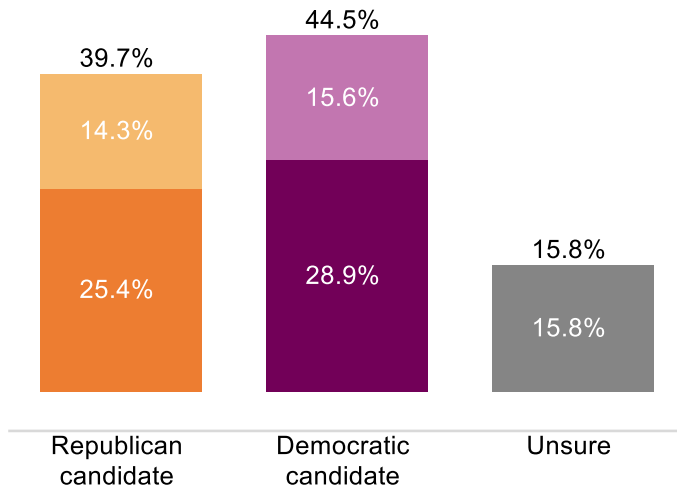
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Denver Metro	Central CO	East CO	SouthWest CO	Republican	Unaffiliated	Democrat	Owner	Renter	Promoters	Passives	Detractors	White	Voters of Color	<20 years	20+ years	<\$75k	\$75k+
Republican Donald Trump	31%	32%	35%	50%	32%	52%	33%	29%	26%	25%	49%	46%	82%	29%	4%	37%	34%	23%	25%	52%	38%	26%	29%	41%	35%	36%
Democrat Joe Biden	45%	50%	47%	37%	51%	33%	41%	53%	54%	53%	36%	36%	6%	42%	84%	46%	43%	67%	54%	24%	45%	53%	54%	40%	44%	47%
Definitely Republican Donald Trump	21%	20%	28%	34%	23%	40%	25%	17%	18%	20%	32%	33%	57%	22%	2%	25%	24%	15%	16%	39%	27%	14%	22%	27%	26%	24%
Probably Republican Donald Trump	10%	12%	6%	16%	9%	12%	9%	12%	8%	6%	17%	14%	25%	7%	3%	12%	10%	8%	9%	14%	11%	12%	6%	13%	9%	12%
Probably Democrat Joe Biden	19%	12%	18%	4%	12%	11%	15%	17%	18%	13%	11%	13%	1%	17%	20%	12%	18%	17%	19%	8%	11%	28%	18%	12%	17%	11%
Definitely Democrat Joe Biden	26%	38%	29%	34%	39%	22%	26%	36%	36%	39%	25%	23%	5%	25%	64%	34%	25%	50%	35%	16%	34%	25%	36%	29%	26%	36%
Undecided	24%	19%	18%	13%	17%	15%	26%	18%	20%	22%	15%	17%	12%	29%	12%	17%	23%	10%	21%	24%	17%	21%	18%	19%	22%	17%

*If the 2024 general election for President was held today, and you had to make a choice based on these options, who would you vote for?*

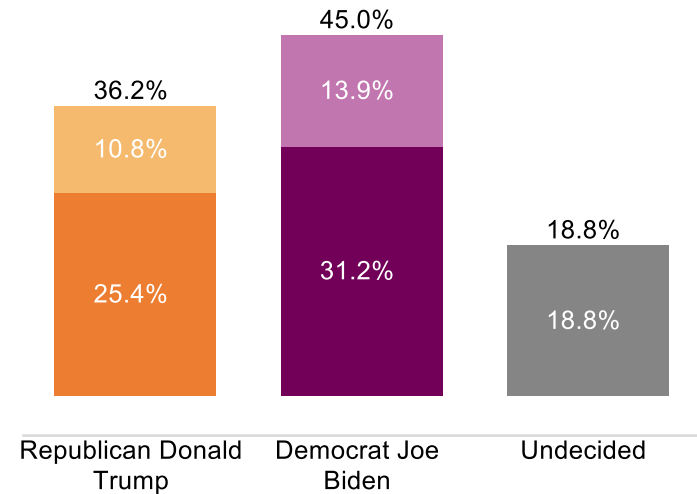


# Generic Ballot to Biden v Trump

## Generic Ballot



## Biden v Trump



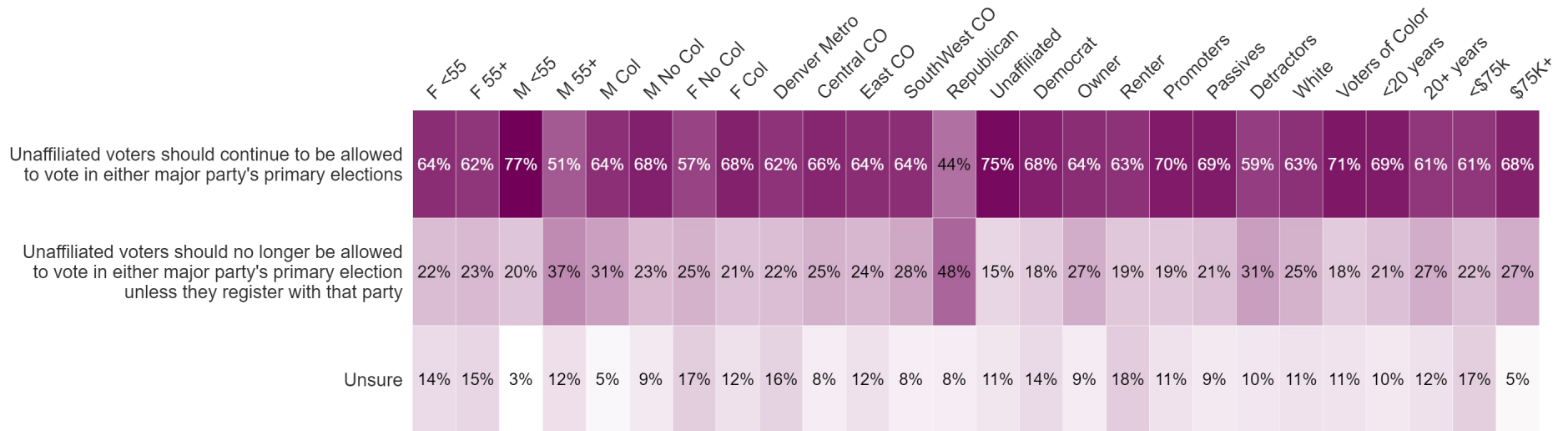
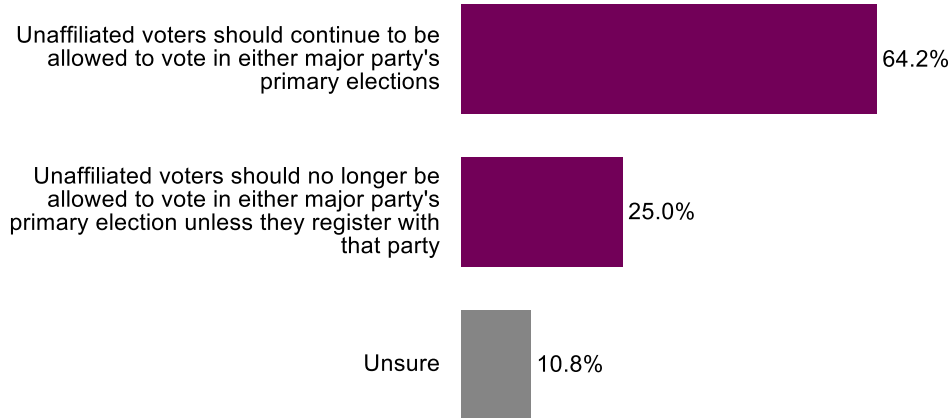
# Percent Change: Generic Ballot to Biden v Trump

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Denver Metro	Central CO	East CO	SouthWest CO	Republican	Unaffiliated	Democrat	Owner	Renter	Promoters	Passives	Detractors	White	Voters of Color	<20 years	20+ years	<\$75k	\$75k+
Republican candidate	-2%	-5%	-3%	-3%	-5%	-2%	-2%	-5%	-4%	-6%	-5%	1%	-12%	0%	-1%	-5%	2%	-3%	-7%	-3%	-4%	-1%	-4%	-3%	-3%	-3%
Democratic candidate	-4%	3%	1%	4%	6%	-2%	-1%	-1%	1%	0%	4%	-4%	2%	3%	-4%	1%	0%	3%	1%	-1%	0%	-4%	0%	1%	-2%	2%
Definitely the Republican candidate	3%	-4%	1%	-2%	-2%	3%	7%	-6%	2%	-3%	-2%	3%	-10%	7%	0%	-2%	4%	0%	1%	-1%	0%	-4%	3%	-2%	4%	-3%
Probably the Republican candidate	-6%	-2%	-5%	-1%	-3%	-5%	-9%	0%	-6%	-3%	-3%	-2%	-2%	-7%	-1%	-3%	-3%	-3%	-7%	-2%	-3%	3%	-7%	-1%	-7%	0%
Probably the Democratic candidate	-2%	-2%	1%	-4%	1%	-5%	-3%	-1%	-1%	-4%	0%	-1%	-1%	-2%	-2%	-2%	-1%	2%	-3%	-3%	-5%	7%	-1%	-2%	2%	-5%
Definitely the Democratic candidate	-3%	5%	0%	8%	4%	3%	2%	0%	2%	4%	5%	-2%	3%	4%	-1%	3%	1%	1%	4%	2%	5%	-10%	1%	3%	-4%	7%
Unsure	7%	2%	3%	-1%	-1%	4%	3%	6%	3%	6%	0%	3%	10%	-2%	4%	4%	-2%	0%	6%	4%	3%	5%	4%	2%	5%	1%





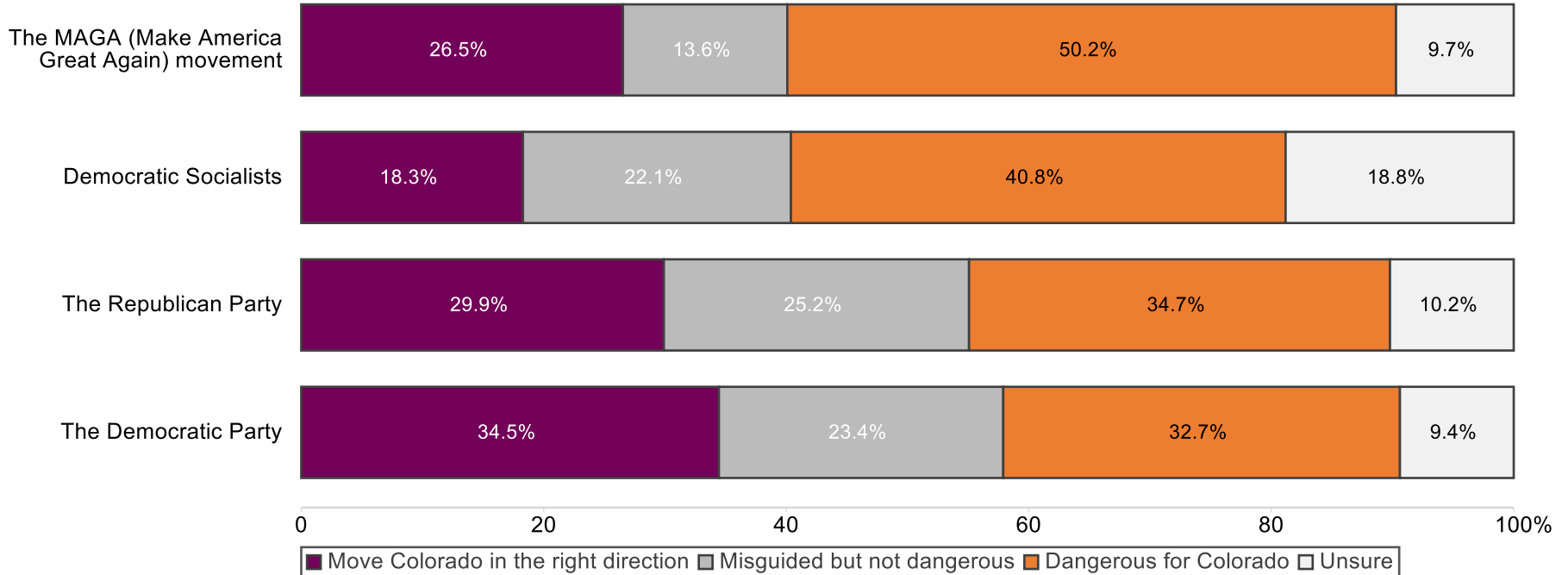
# Primary Voting Restrictions



Which of the following opinions do you agree with more regarding primary elections in Colorado?



# Ideas and Policies



*For each of the following, please indicate if you feel their ideas and policies would generally move Colorado in the right direction, are misguided but not dangerous, or if they are dangerous for Colorado.*



# Ideas and Policies Heatmaps

## Move Colorado in the right direction

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Denver Metro	Central CO	East CO	SouthWest CO	Republican	Unaffiliated	Democrat	Owner	Renter	Promoters	Passives	Detractors	White	Voters of Color	<20 years	20+ years	<\$75k	\$75K+
The MAGA (Make America Great Again) movement	19%	23%	29%	37%	24%	43%	25%	17%	22%	23%	30%	32%	55%	22%	8%	27%	23%	19%	16%	38%	27%	23%	22%	29%	27%	25%
Democratic Socialists	27%	16%	20%	8%	16%	13%	20%	23%	30%	20%	10%	13%	4%	13%	37%	18%	18%	29%	19%	11%	18%	21%	23%	16%	20%	17%
The Republican Party	24%	28%	31%	38%	27%	42%	24%	28%	20%	25%	41%	35%	77%	16%	6%	32%	22%	22%	22%	39%	32%	21%	25%	33%	29%	30%
The Democratic Party	37%	42%	27%	32%	33%	26%	33%	44%	46%	36%	25%	31%	5%	25%	74%	36%	30%	57%	40%	15%	36%	39%	42%	30%	33%	37%

## Misguided but not dangerous

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Denver Metro	Central CO	East CO	SouthWest CO	Republican	Unaffiliated	Democrat	Owner	Renter	Promoters	Passives	Detractors	White	Voters of Color	<20 years	20+ years	<\$75k	\$75K+
The MAGA (Make America Great Again) movement	14%	12%	16%	12%	14%	15%	12%	14%	14%	8%	17%	16%	26%	9%	9%	13%	15%	11%	14%	16%	14%	14%	12%	14%	12%	15%
Democratic Socialists	24%	15%	26%	22%	22%	28%	21%	19%	27%	18%	21%	23%	10%	23%	31%	20%	29%	30%	25%	14%	22%	29%	26%	20%	23%	22%
The Republican Party	24%	20%	31%	25%	33%	24%	21%	23%	33%	25%	18%	25%	12%	34%	25%	26%	22%	26%	31%	22%	24%	30%	26%	25%	21%	29%
The Democratic Party	26%	15%	34%	16%	28%	24%	24%	19%	21%	22%	27%	24%	17%	31%	19%	22%	27%	22%	31%	20%	21%	32%	24%	23%	24%	25%

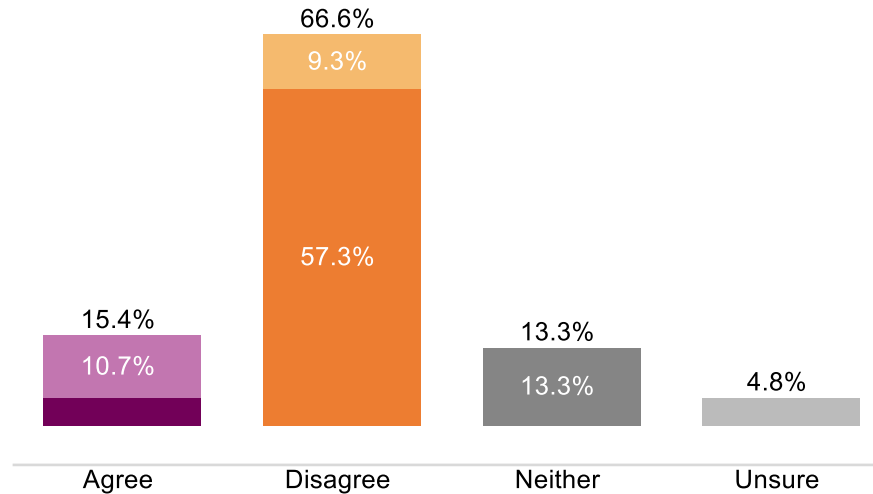
## Dangerous for Colorado

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Denver Metro	Central CO	East CO	SouthWest CO	Republican	Unaffiliated	Democrat	Owner	Renter	Promoters	Passives	Detractors	White	Voters of Color	<20 years	20+ years	<\$75k	\$75K+
The MAGA (Make America Great Again) movement	51%	57%	49%	44%	58%	34%	47%	59%	57%	60%	45%	37%	11%	56%	78%	51%	48%	63%	59%	36%	51%	52%	57%	46%	49%	52%
Democratic Socialists	27%	44%	40%	56%	46%	48%	33%	37%	30%	40%	48%	45%	80%	39%	9%	45%	30%	22%	34%	58%	42%	29%	30%	47%	35%	44%
The Republican Party	38%	43%	29%	29%	35%	23%	40%	39%	38%	40%	30%	29%	4%	34%	62%	34%	38%	44%	36%	28%	36%	32%	38%	33%	36%	34%
The Democratic Party	21%	34%	31%	49%	34%	44%	26%	28%	25%	28%	43%	36%	71%	28%	4%	34%	31%	14%	19%	55%	34%	20%	24%	37%	31%	31%

*For each of the following, please indicate if you feel their ideas and policies would generally move Colorado in the right direction, are misguided but not dangerous, or if they are dangerous for Colorado.*



# Democracy vs. Alternative Government



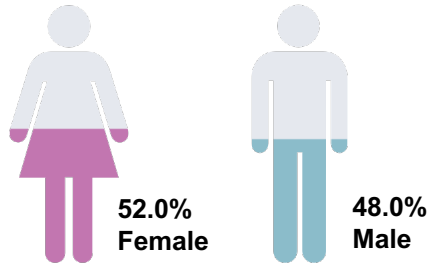
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Denver Metro	Central CO	East CO	SouthWest CO	Republican	Unaffiliated	Democrat	Owner	Renter	Promoters	Passives	Detractors	White	Voters of Color	<20 years	20+ years	<\$75k	\$75k+
Agree Total	24%	10%	15%	11%	9%	17%	22%	14%	24%	9%	15%	13%	16%	10%	21%	13%	24%	15%	18%	15%	13%	27%	17%	14%	20%	12%
Disagree Total	45%	74%	72%	80%	86%	64%	44%	70%	62%	75%	63%	65%	67%	69%	64%	73%	50%	65%	61%	71%	70%	47%	62%	69%	56%	73%
Strongly agree	7%	3%	2%	6%	3%	6%	9%	2%	8%	3%	4%	4%	3%	5%	6%	3%	7%	3%	2%	8%	4%	6%	4%	5%	7%	2%
Somewhat agree	17%	7%	12%	4%	6%	11%	13%	12%	17%	7%	11%	8%	12%	5%	15%	9%	16%	11%	16%	7%	9%	21%	13%	9%	13%	10%
Neither agree nor disagree	21%	11%	13%	7%	5%	16%	23%	11%	12%	8%	17%	18%	14%	14%	12%	11%	19%	16%	15%	10%	12%	21%	13%	13%	19%	10%
Somewhat disagree	10%	9%	11%	6%	10%	8%	10%	9%	10%	8%	9%	10%	8%	9%	11%	9%	10%	11%	9%	8%	10%	10%	9%	10%	11%	9%
Strongly disagree	36%	65%	61%	74%	76%	56%	34%	60%	52%	66%	54%	55%	58%	60%	53%	64%	40%	54%	52%	64%	60%	36%	54%	59%	45%	65%
Unsure	10%	5%	1%	2%	1%	3%	11%	5%	2%	8%	4%	4%	4%	7%	4%	4%	8%	4%	6%	4%	5%	6%	7%	4%	5%	4%

Please indicate your level of agreement with the following statement: "Democracy is no longer a viable system, and America should explore alternative forms of government to ensure stability and progress?"

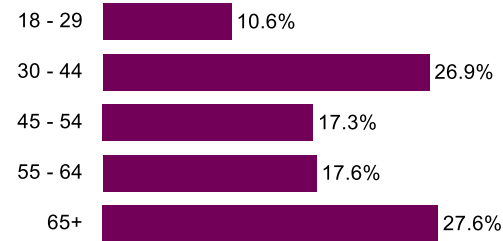


# Demographics

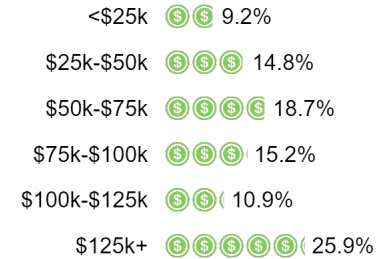
## Sex



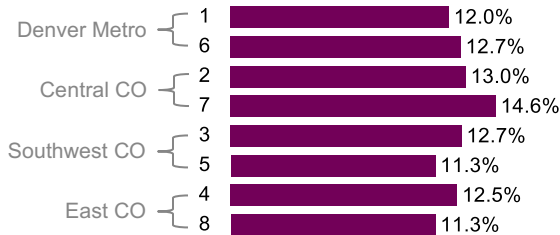
## Age Range



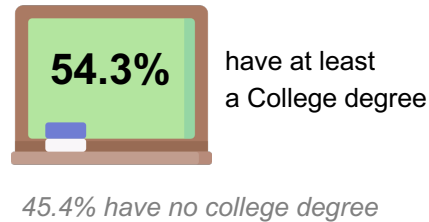
## Household Income



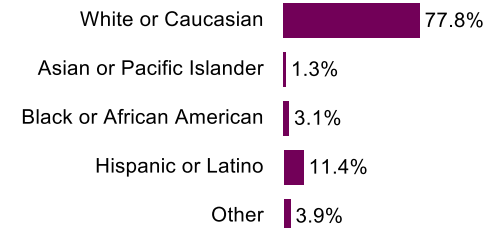
## Geo - CD



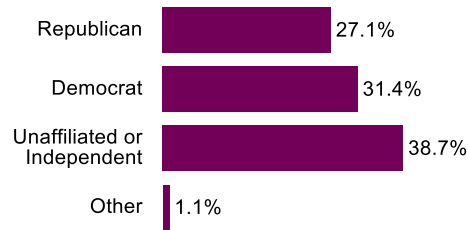
## Education



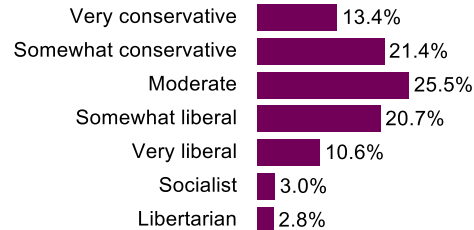
## Race/Ethnicity



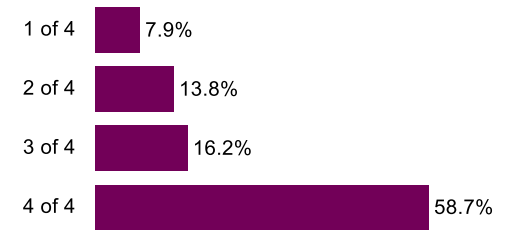
## Partisanship



## Ideology



## Election X of 4



Sample size: 621

