

2022 BOULDER COUNTY MAY ISSUES SURVEY

Presentation

~June 21, 2022~

Prepared for:



Drake
research & strategy, inc.

I. OBJECTIVES & METHODOLOGY



OBJECTIVES

The objective of this study is to better understand community reaction towards major issues facing County government, as well as reaction to nine possible tax ballot proposals, covering such areas as transportation infrastructure, affordable housing, behavioral and mental health services, wildfire mitigation and mountain rescue services.



METHODOLOGY

Drake Research & Strategy, Inc. conducted the most recent Boulder County Issues Survey in April/May 2022. A random sample was drawn from a list of Boulder County voters, containing both landline and cell phone numbers.

- *Interviews were conducted between April 25 to May 2, 2022.*
- *Results are based on 604 telephone interviews, 77% of which were conducted on respondent cell phones.*
- *The margin of error is plus or minus 4% about any one reported percentage.*



II. EXECUTIVE SUMMARY: KEY FINDINGS



KEY FINDINGS

I. The Climate Today

#1. When trying to analyze the results of a community survey, it is important to understand the social, political and economic climate that exists when the survey is undertaken. This survey was conducted on the heels of a twoyear global pandemic and in times of economic uncertainty.

Only 50% of voters say that things are going in the right direction, the lowest level in over 2 decades of polling by Drake Research.

This low level driven by the “Housing costs/cost of living.”



KEY FINDINGS

I. The Climate Today

#2. The single most important issue Boulder County faces today, as in both 2018 and 2019, is “Lack of affordable housing,” followed by an issue that didn’t even register in 2019, “Need more wildfire mitigation,” followed by “Homeless issues” and “Do more on climate.”

#3 When asked how voters feel about the County’s tax burden, those saying County taxes are “Way too high” or “High but acceptable” is at a two decade high, jumping six points since last polled in 2019.



KEY FINDINGS

II. Ballot Proposals Tested

#4 Respondents were told they would be read 9 ballot proposals, but no more than one would be on November's ballot. Of the 9, five have a very good chance of passing, two are on the cusp but could pass given a reasonably funded campaign behind them, with little organized opposition, and two have little chance of passing.

III. Ballot Proposals: The Demographics Behind Them

#5 In terms of where support for the ballot initiatives is strongest, a look at demographics shows generally that a statistically significant greater degree of support for the ballot initiatives comes from the city of Boulder, and also from, females, Democrats and those in the 18-34 age group.

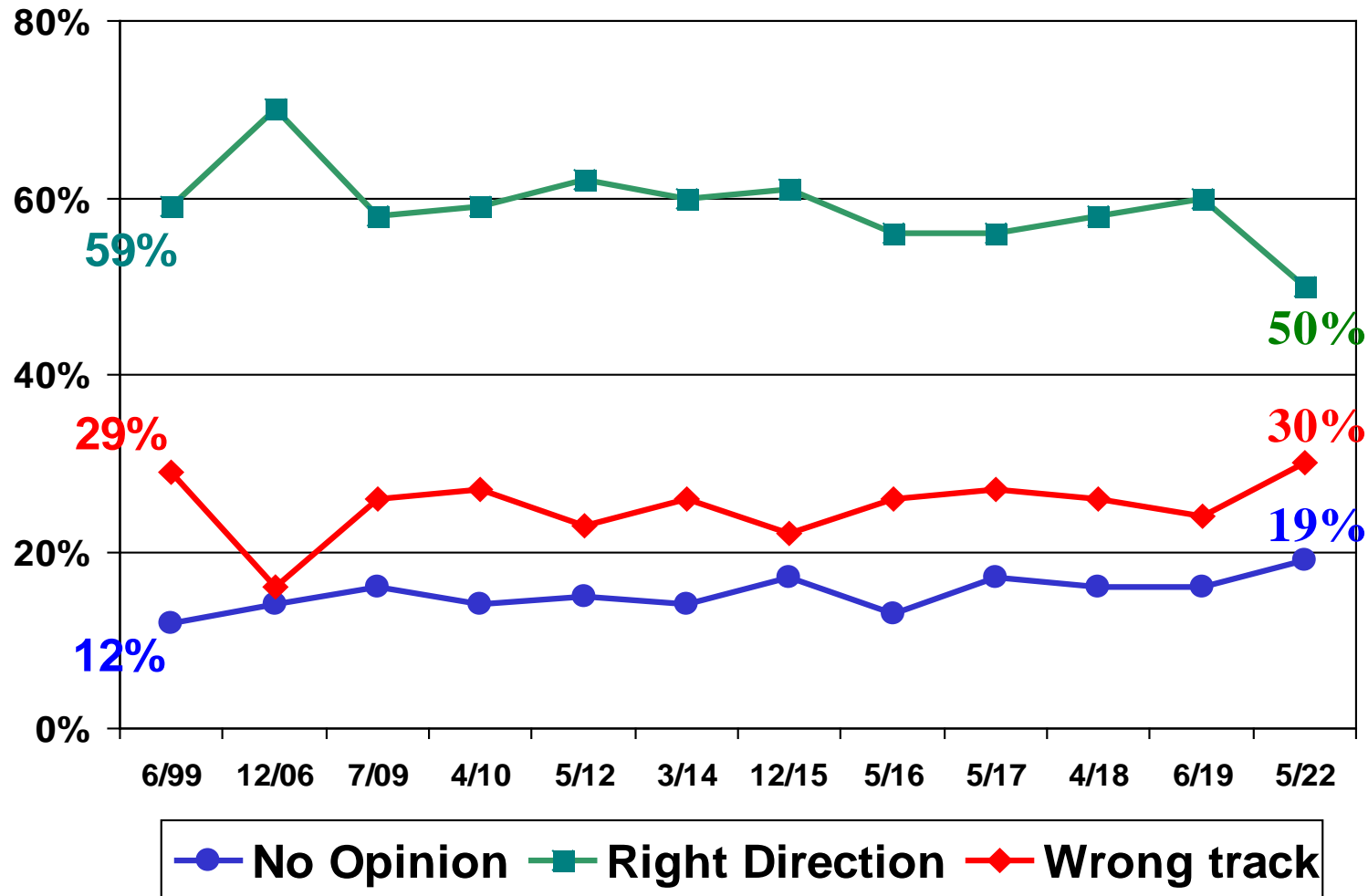


III. THE CLIMATE TODAY



How are Things Going in Boulder County Today?

[2022 n=604]



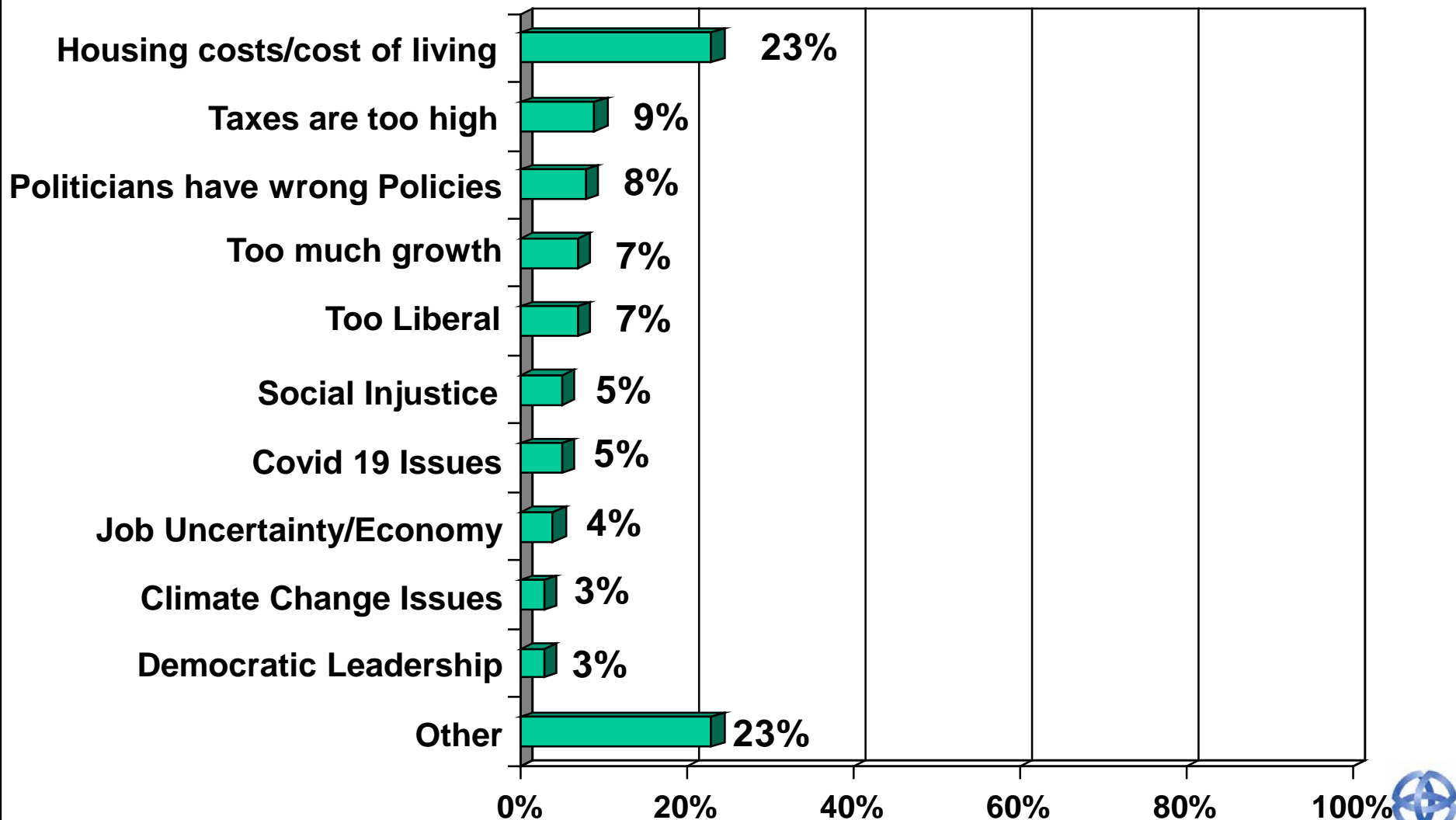
Sample sizes are approximately 604, except for 500 for 1995 & 2006



Why Do You Say Things Are Off On The Wrong Track?¹

Asked only of those saying “Off on the Wrong Track”

[n=183]

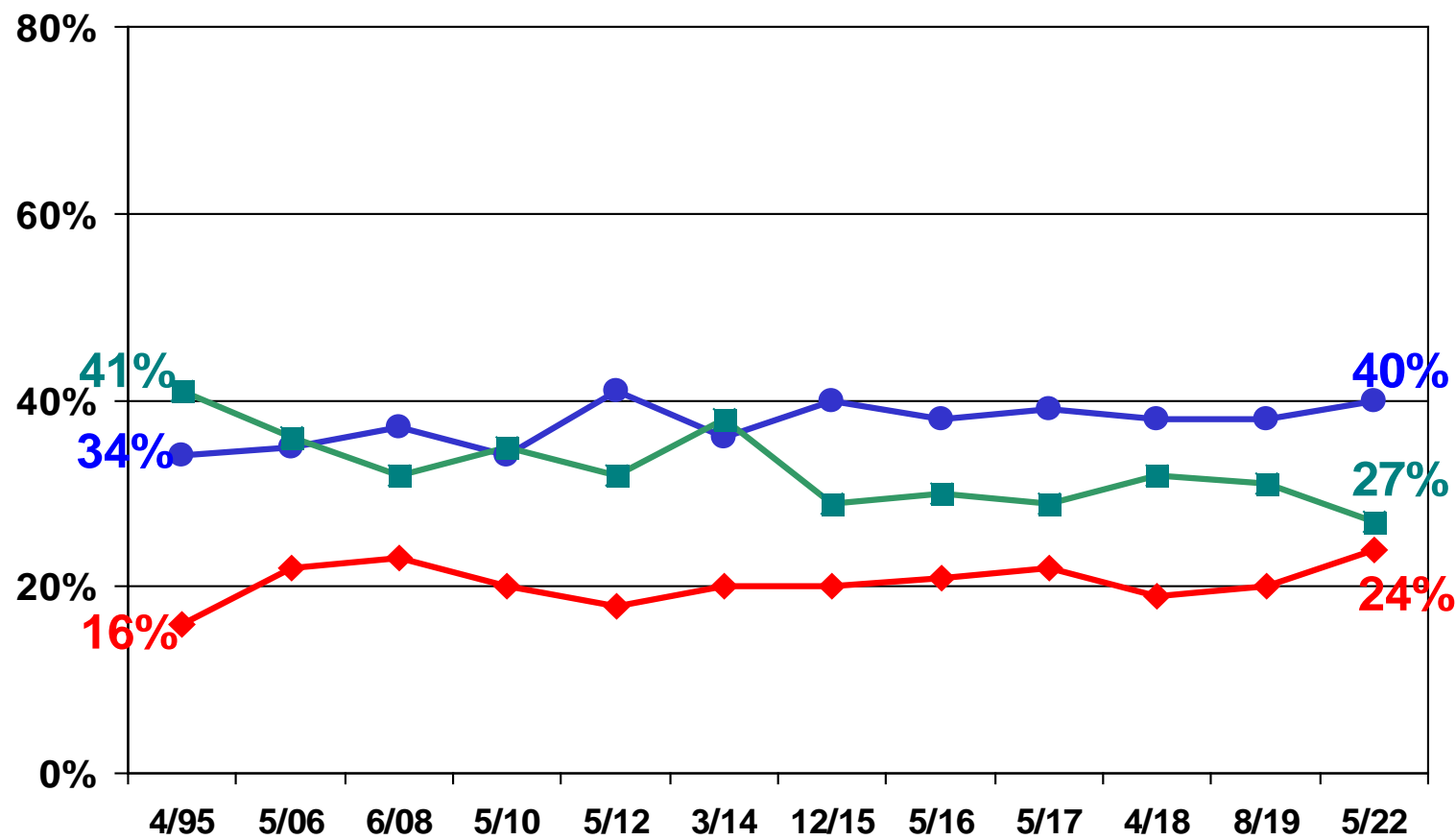


Q1a ¹ Only specific response codes receiving 3% or more responses are shown



Perception of All Boulder County Taxes

[2022 n=604]



● High but Acceptable ■ About Right ◆ Way Too High +

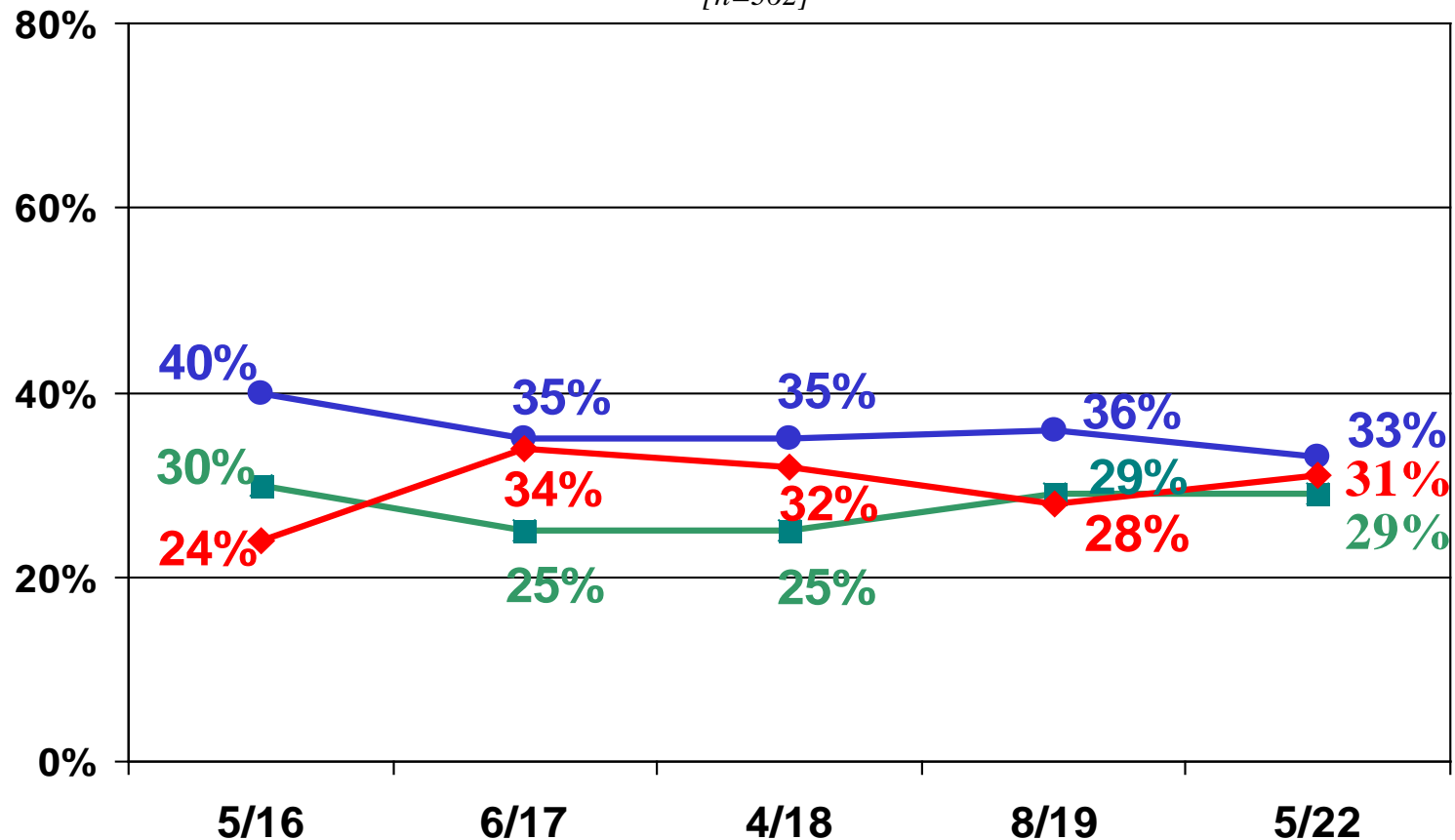
Sample sizes are approximately 604, except for 500 for 1995 & 2006



Perception of Boulder County Property Taxes

- Asked only of homeowners -

[n=362]



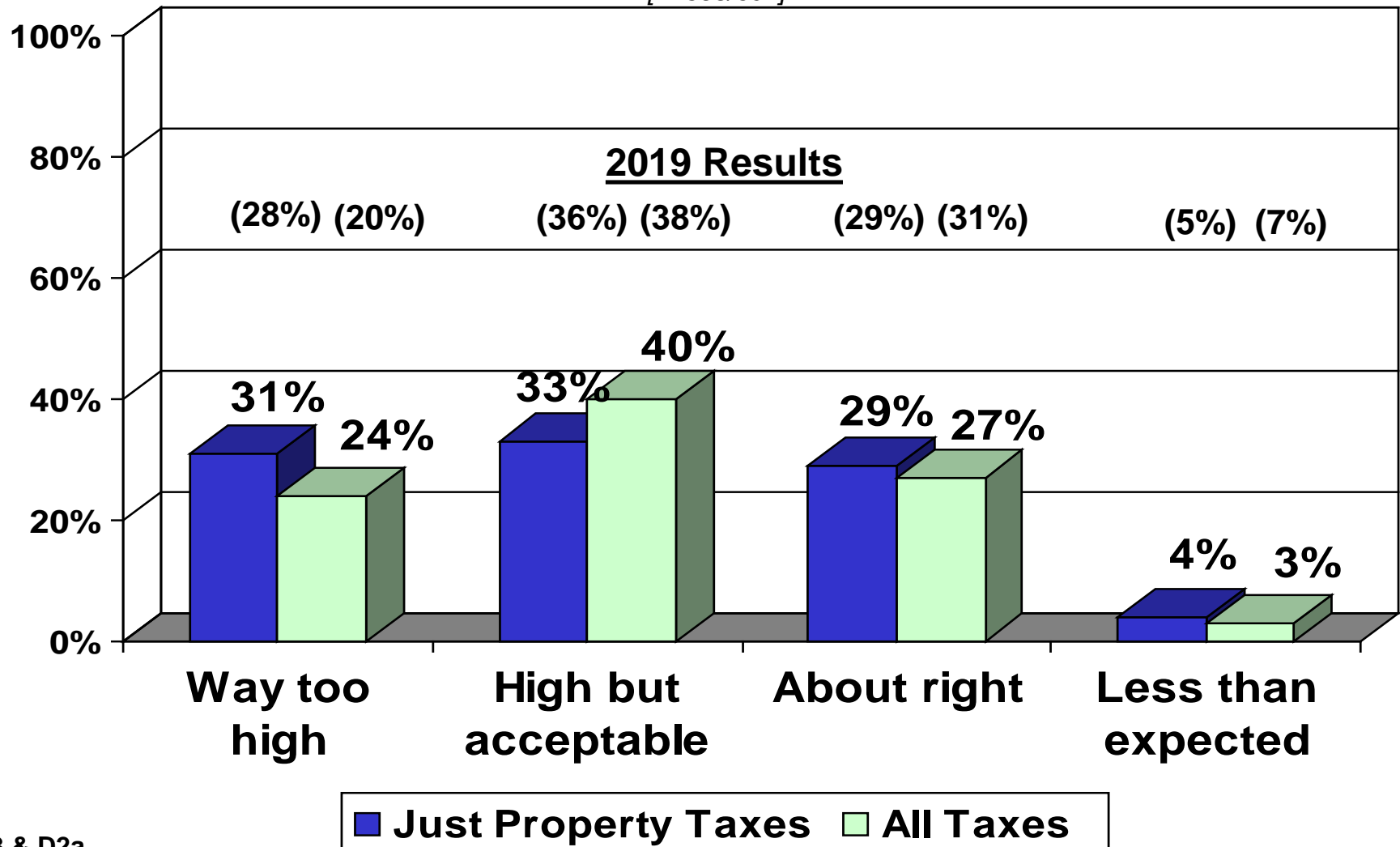
● High but Acceptable ■ About Right ◆ Way Too High



Perception of Boulder County Property Tax vs. All County Taxes

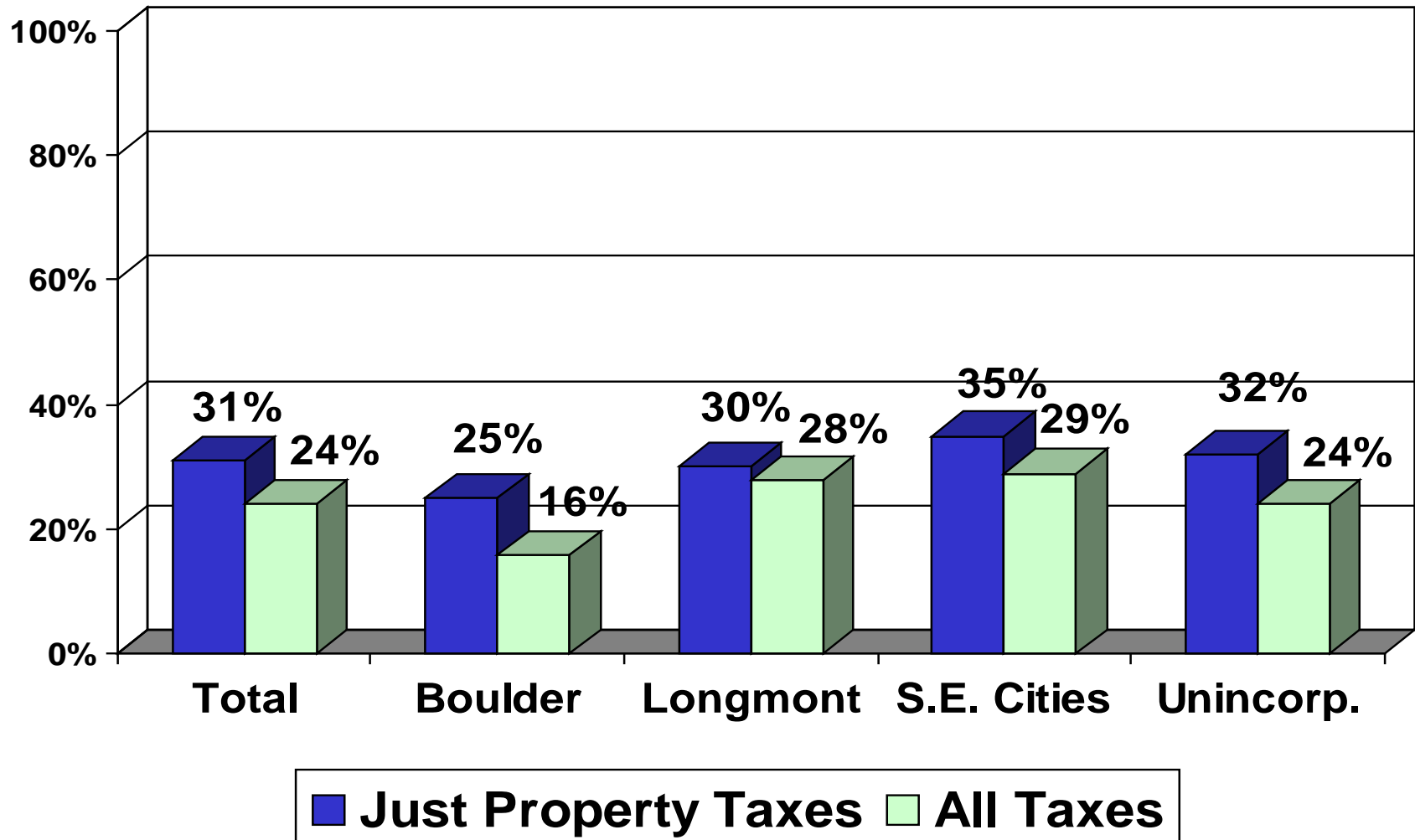
- Only those who own home are asked about property taxes -

[n=358/604]

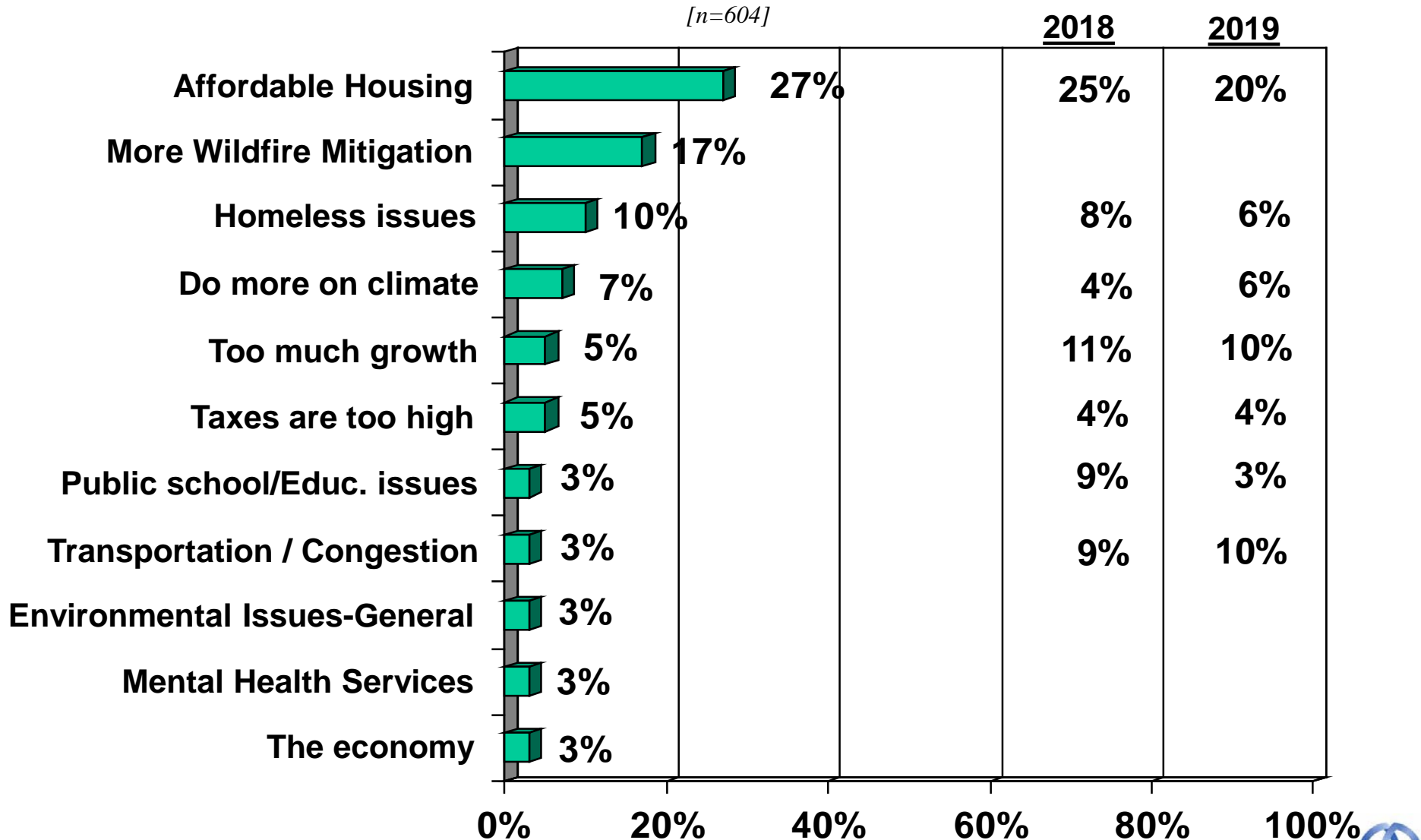


Perception of Boulder County Property Tax vs. All Taxes: By Region

- Percent saying taxes are "Way too high" -



What is the Most Important Issue Facing Boulder County Today?¹



IV. BALLOT PROPOSALS TESTED



Ballot Proposals Tested

Survey respondents were read nine different ballot proposals, and asked for their degree of support on each one highlighted on the following three pages. In two instances, a split sample was used to test two different variations of a tax to fund the same items. This allows one-half (approx. 300) of respondents to get one variation of the tax, the other one-half (approx. 300) to get another.

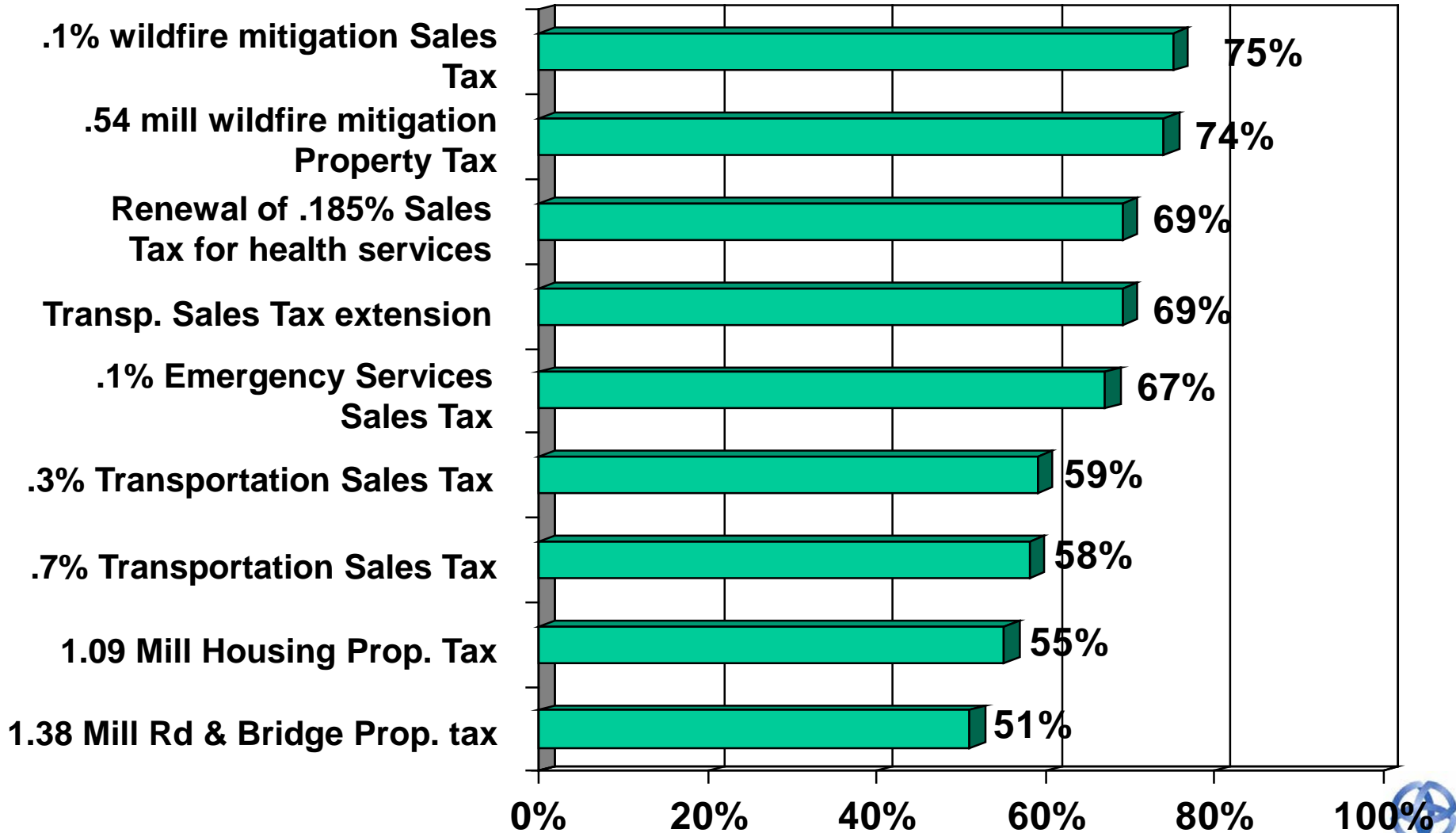
For the proposed County sales tax increase to fund roads & bridges, county transit, bikeways, multiuse paths, trails and mobility programs, half the respondents were read a .3% sales tax increase; the other half were read a .7% increase.

For a new tax to fund County wildfire mitigation efforts, one half were read .54 mill increase in the property tax; the other half were read a .1% increase in the County sales tax.



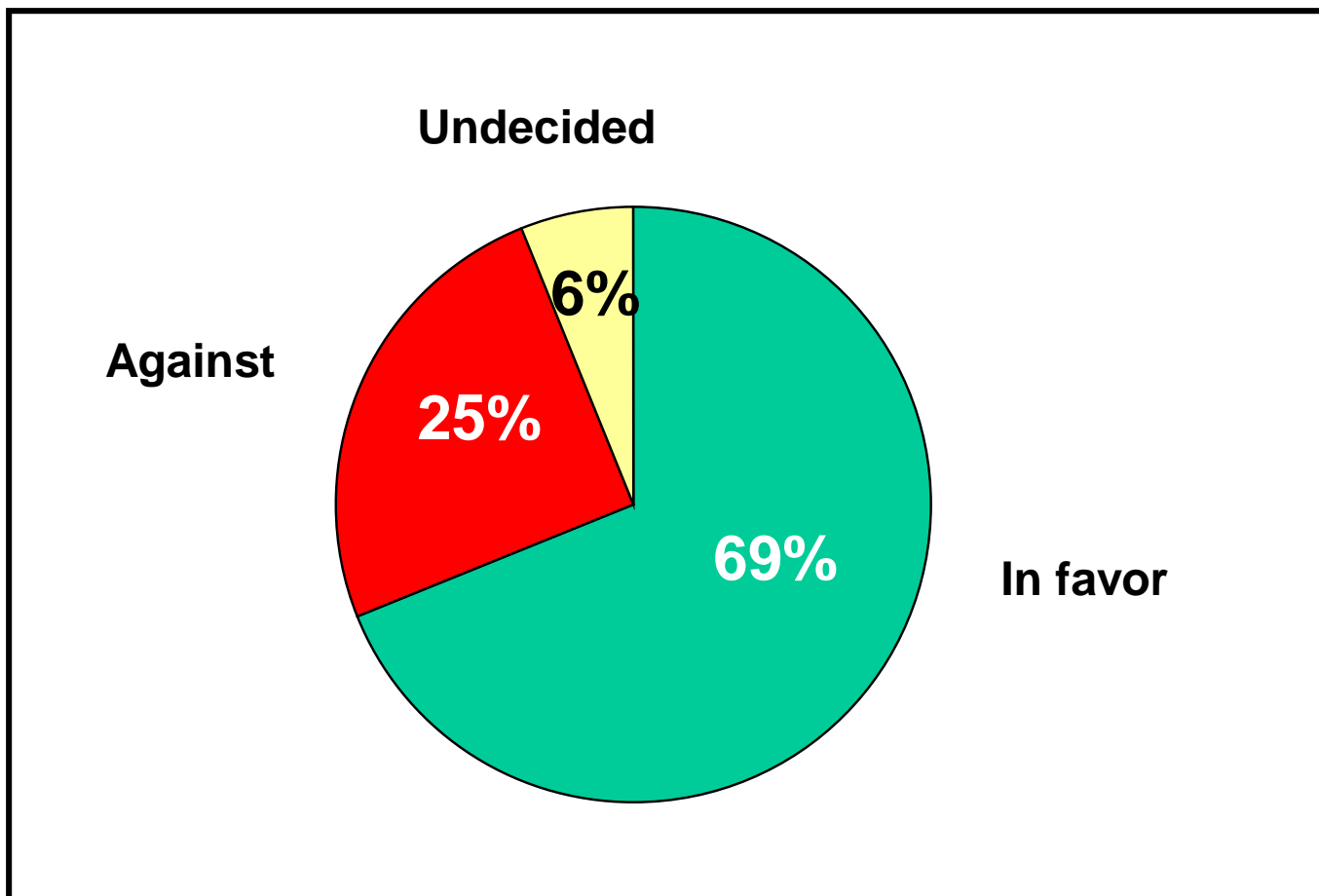
Tax Proposals Ranked by Most Likely to Succeed by Level of Support

[n=604, except for half samples]



Proposal to Extend the Transportation Sales Tax

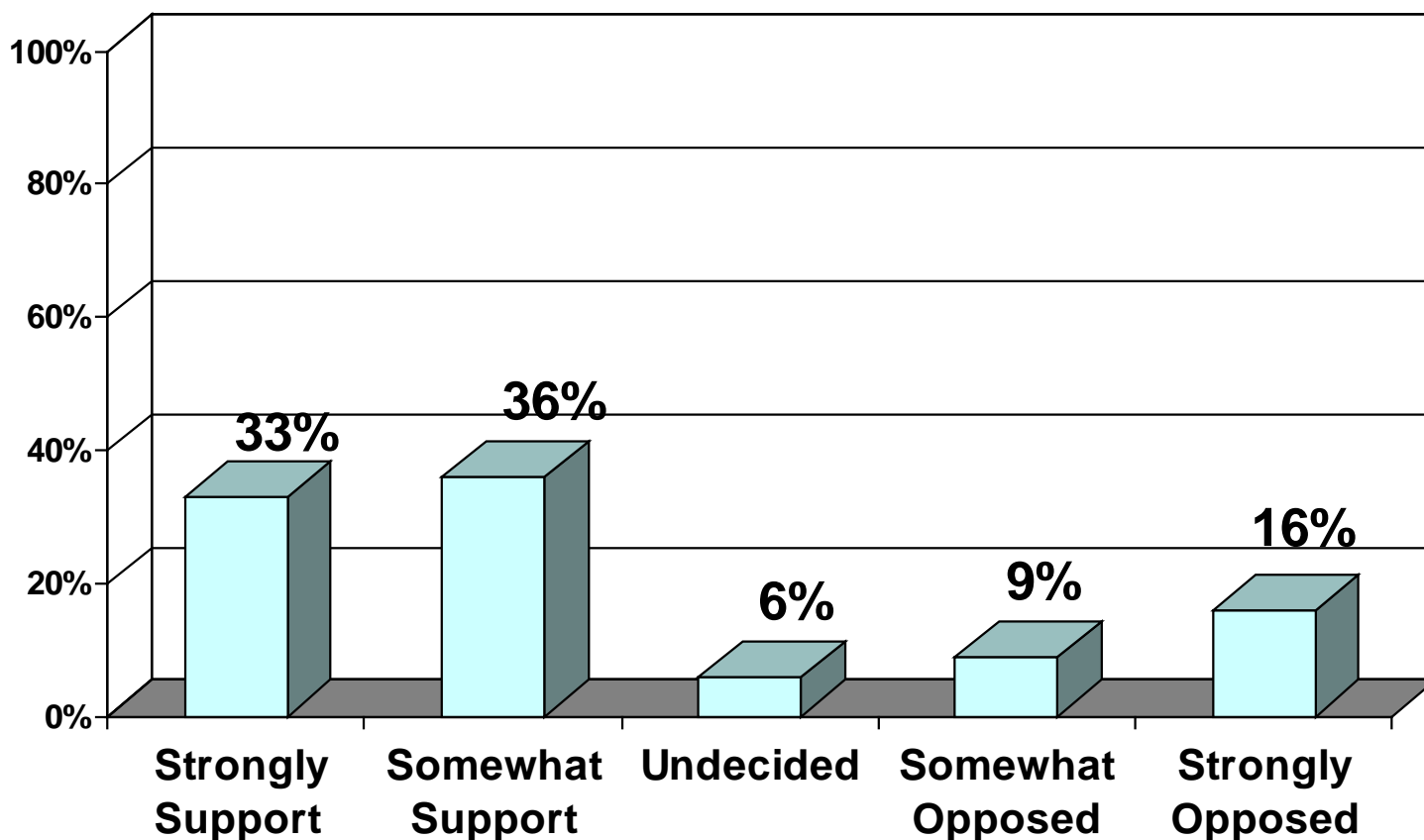
[n=604]



Proposal to Extend the Transportation Sales Tax

-Strength of Support-

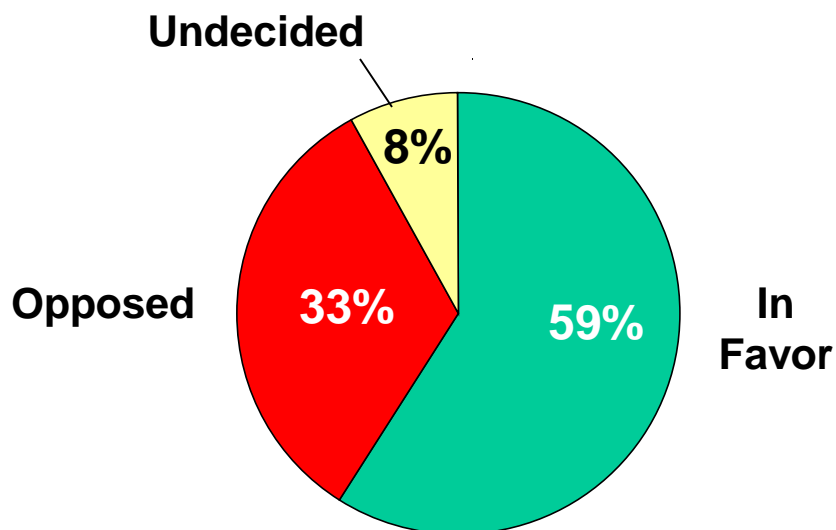
[n=604]



Proposal for a New Transportation Infrastructure Sales Tax

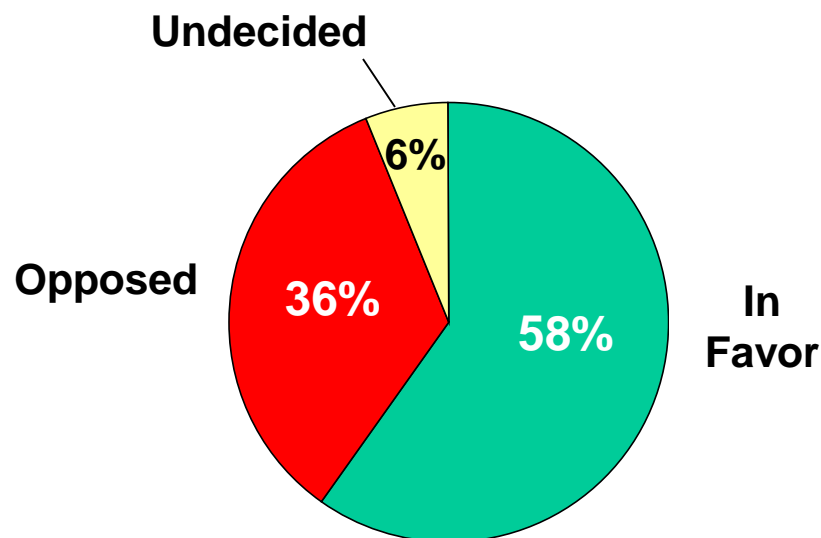
.3% Increase In County Sales Tax

[n=302]



.7% Increase In County Sales Tax

[n=302]

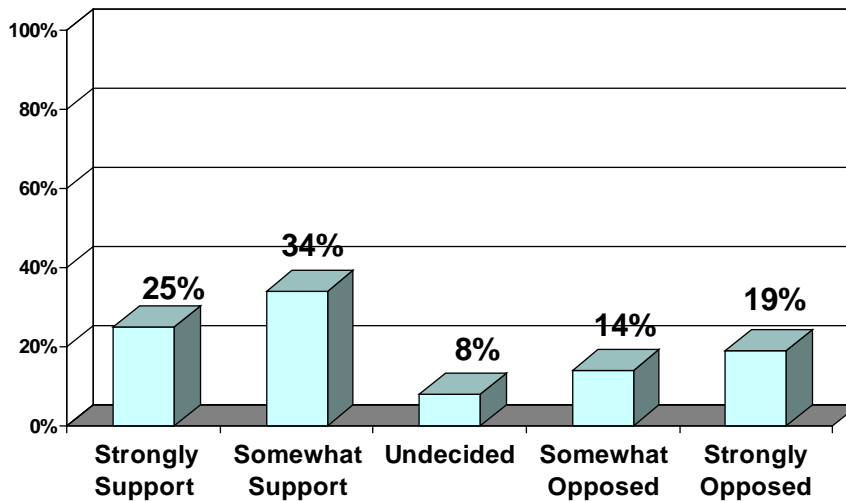


Proposal for a New Transportation Infrastructure Sales Tax

-Strength of Support-

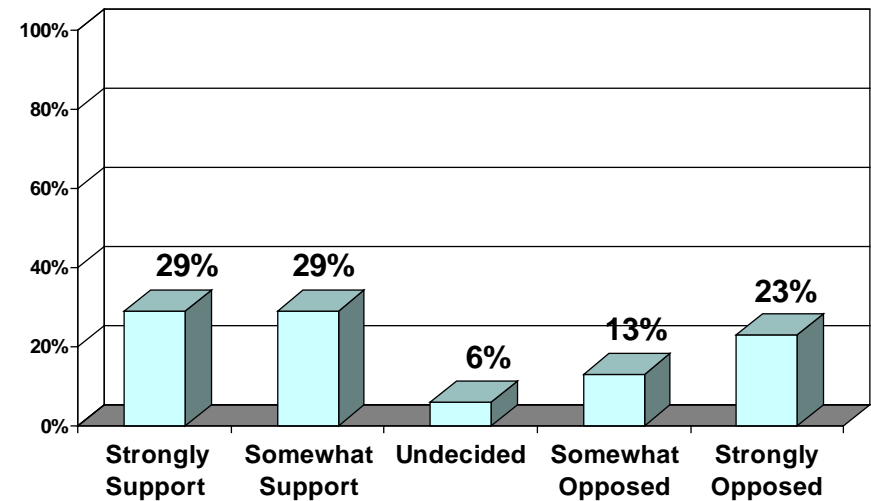
.3% Sales Tax Increase

[n=302]



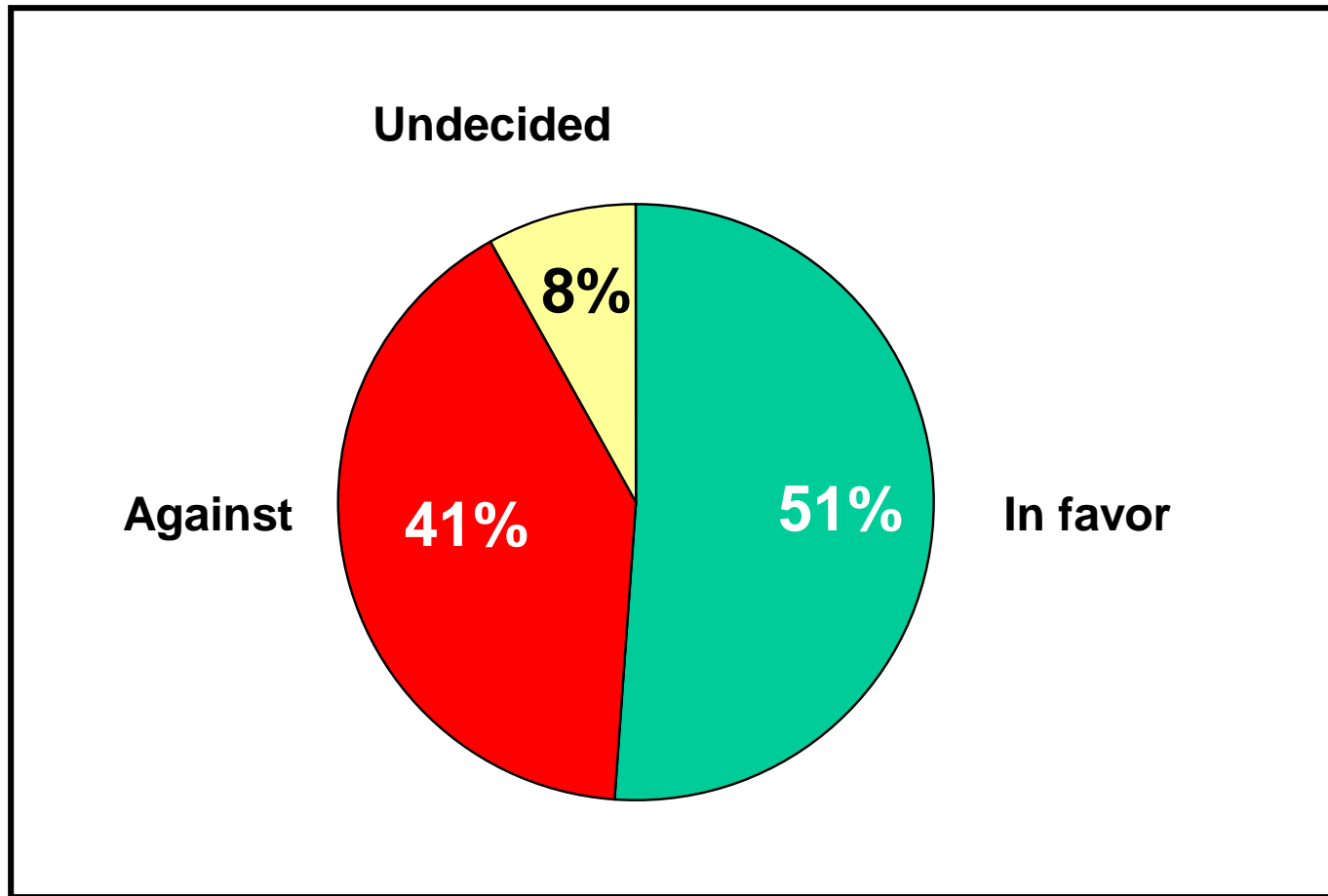
.7% Sales Tax Increase

[n=302]



Proposal for New 1.38 Mill Property Tax For City & County Transportation Projects

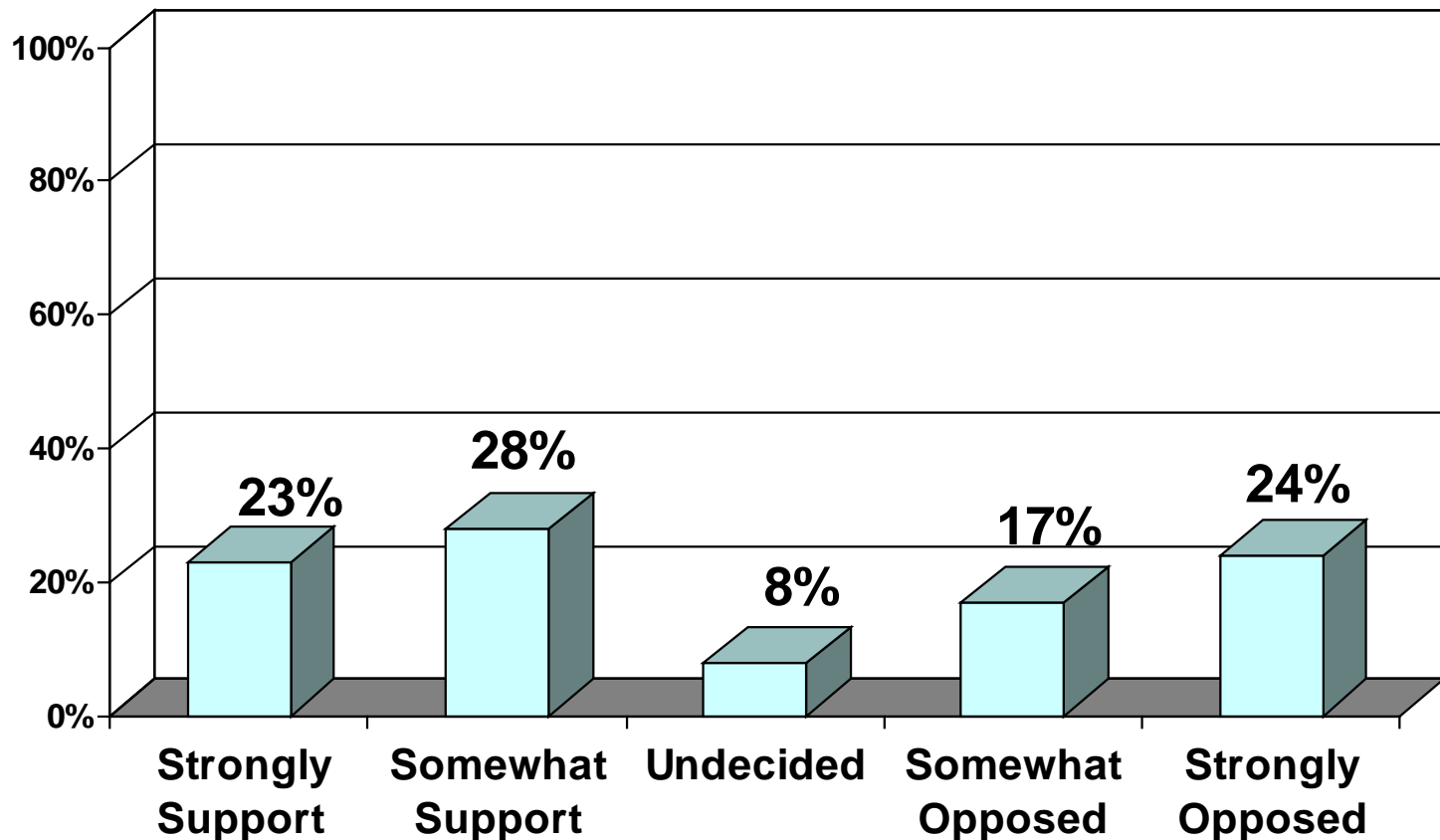
[n=604]



Proposal for New 1.38 Mill Property Tax For City & County Transportation Projects

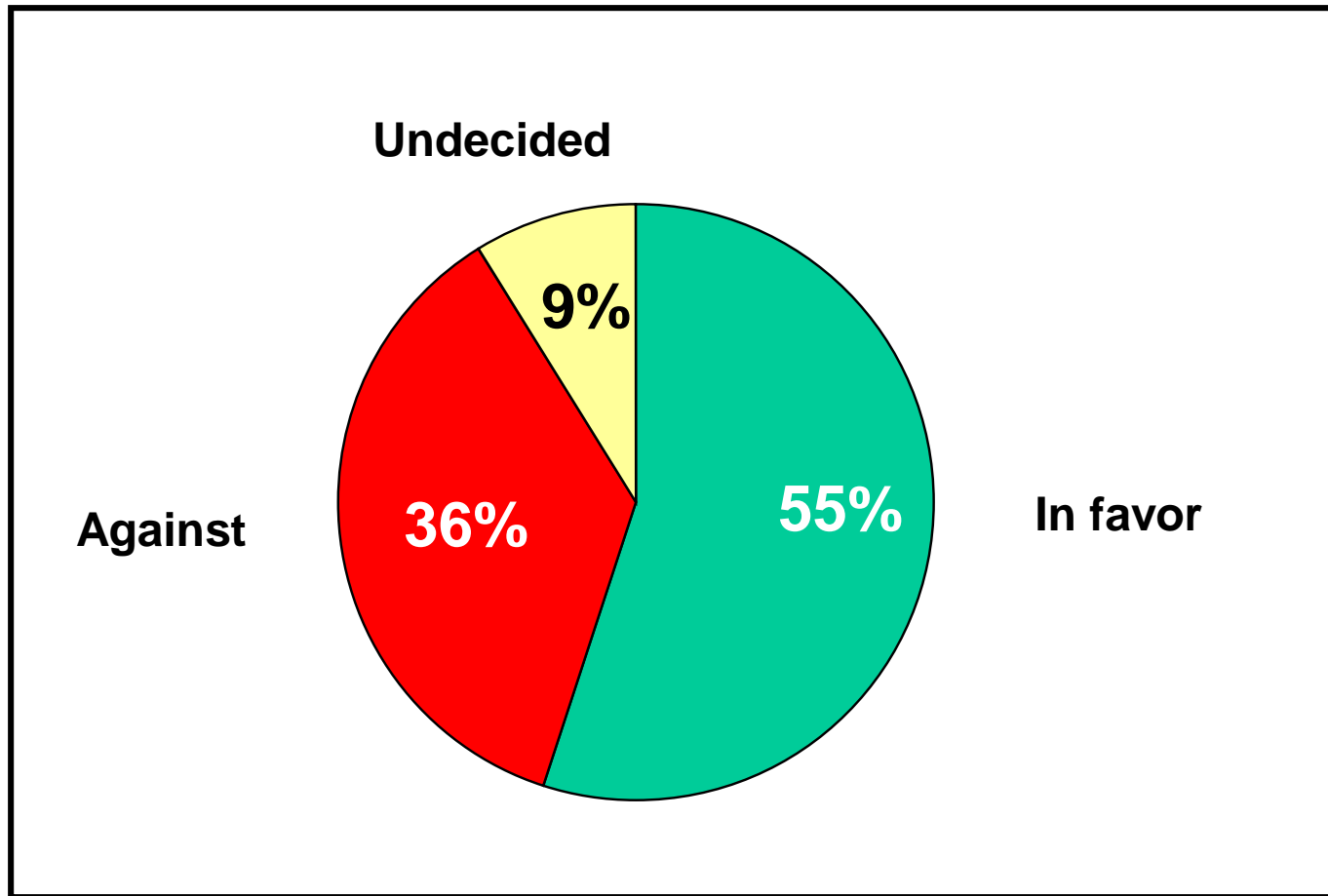
-Strength of Support-

[n=604]



Proposal for New 1.09 Mill Property Tax For County Affordable Housing Projects

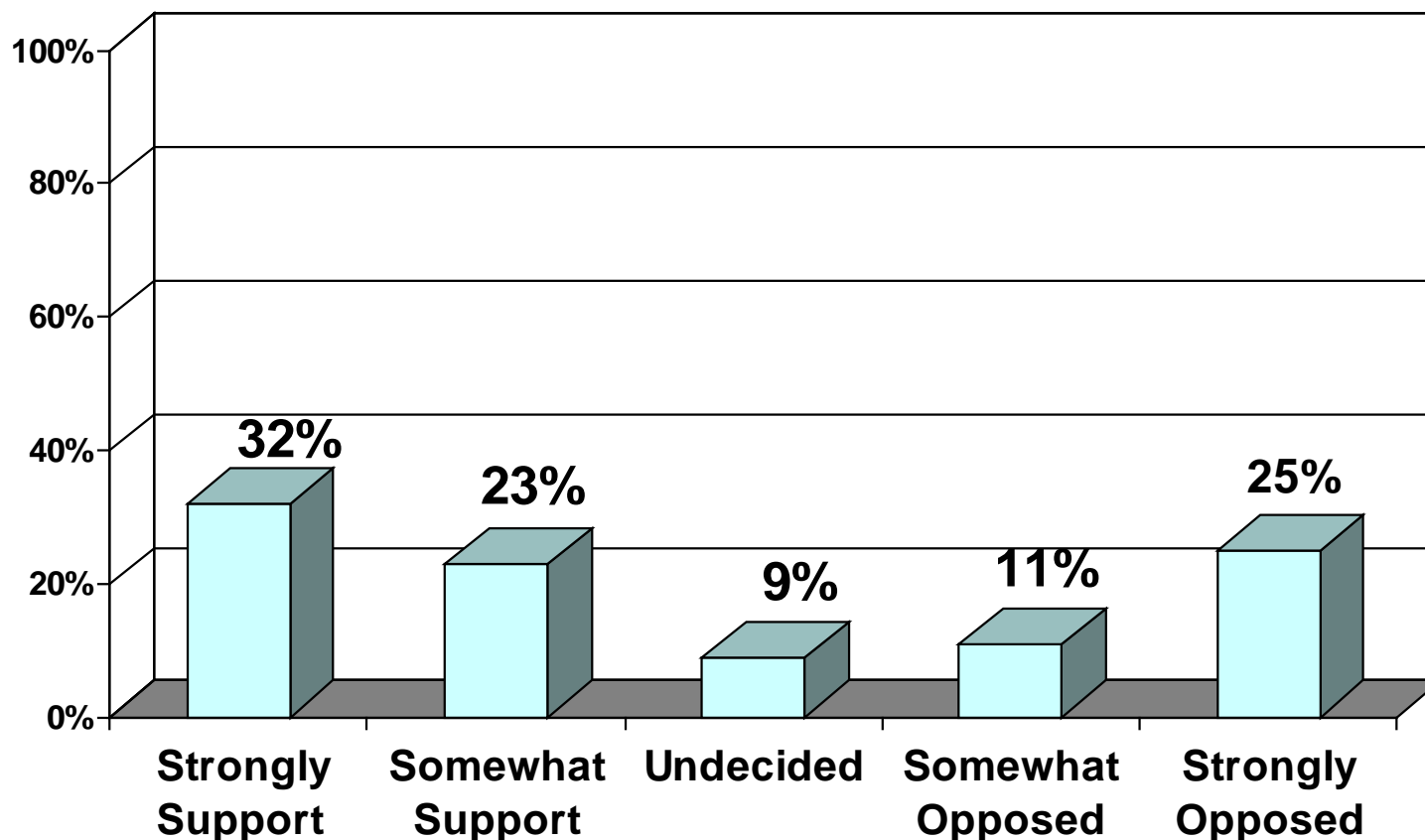
[n=604]



Proposal for New 1.09 Mill Property Tax For County Affordable Housing Projects

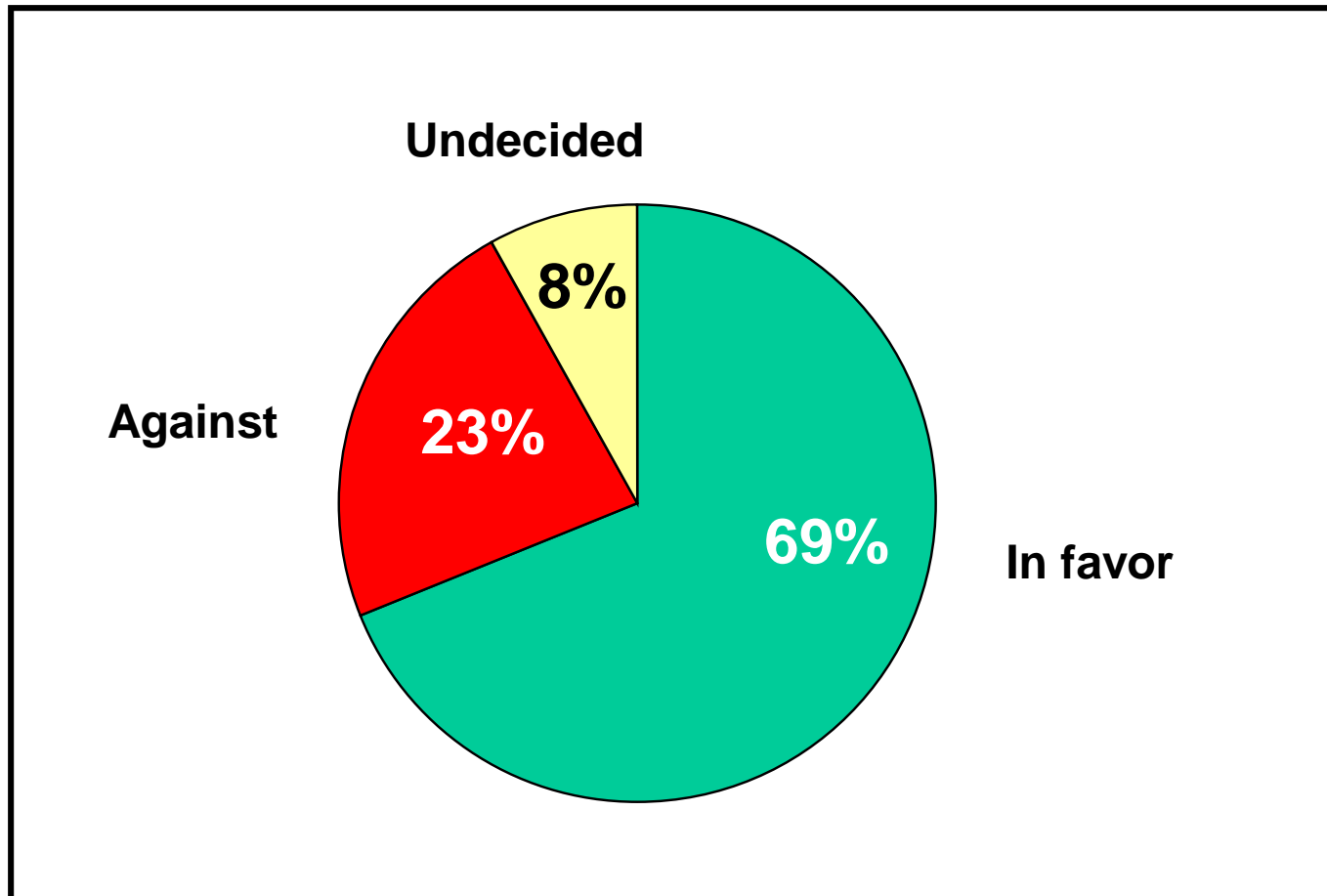
-Strength of Support-

[n=604]



Proposal to Extend County Sales Tax for Better Access to Behavioral Health Services

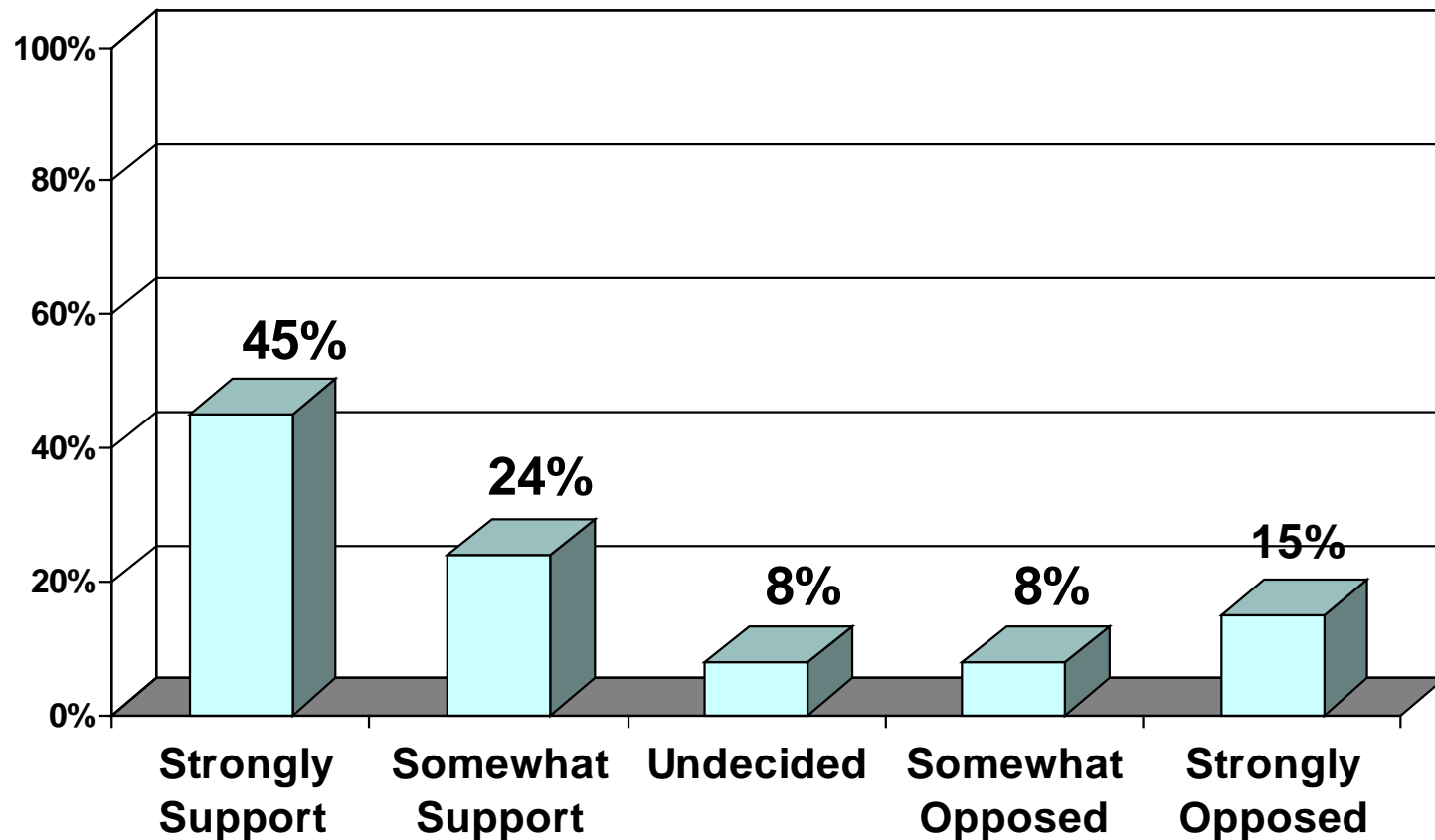
[n=604]



Proposal to Extend County Sales Tax for Better Access to Behavioral Health Services

-Strength of Support-

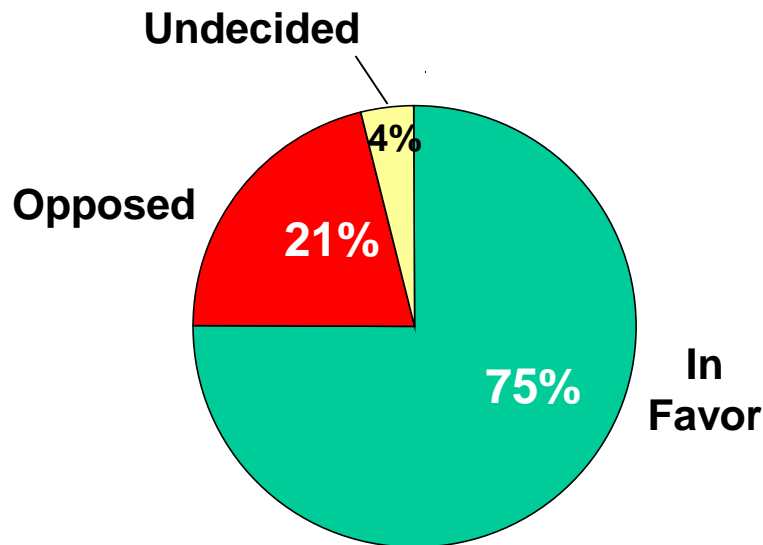
[n=604]



Proposal for a New Tax for County Wildfire Mitigation

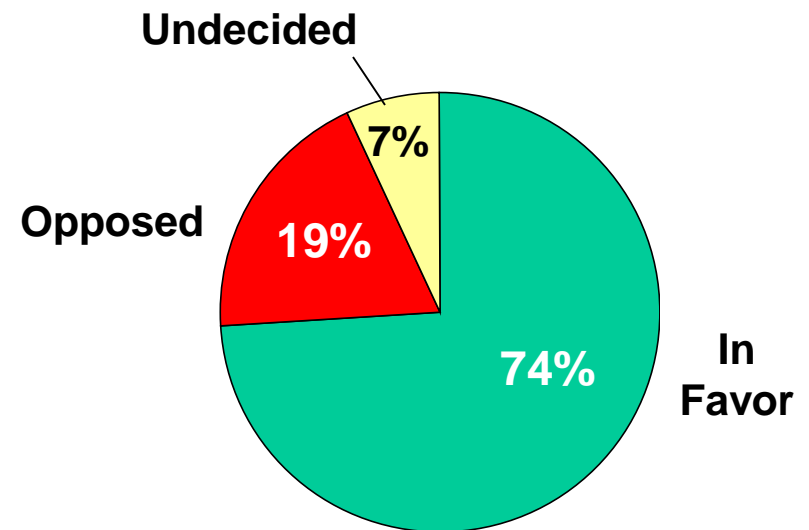
.1% Increase In County Sales Tax

[n=304]



.54 Mill Increase in County Property Tax

[n=300]

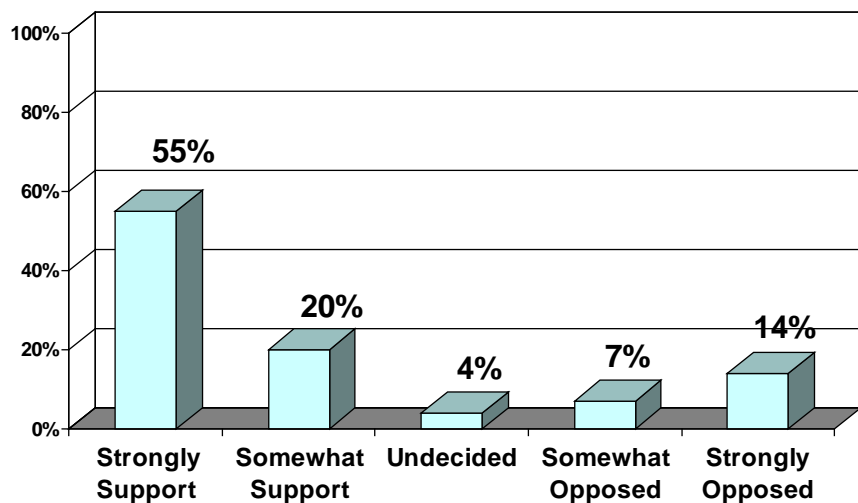


Proposal for a New Tax for County Wildfire Mitigation

-Strength of Support-

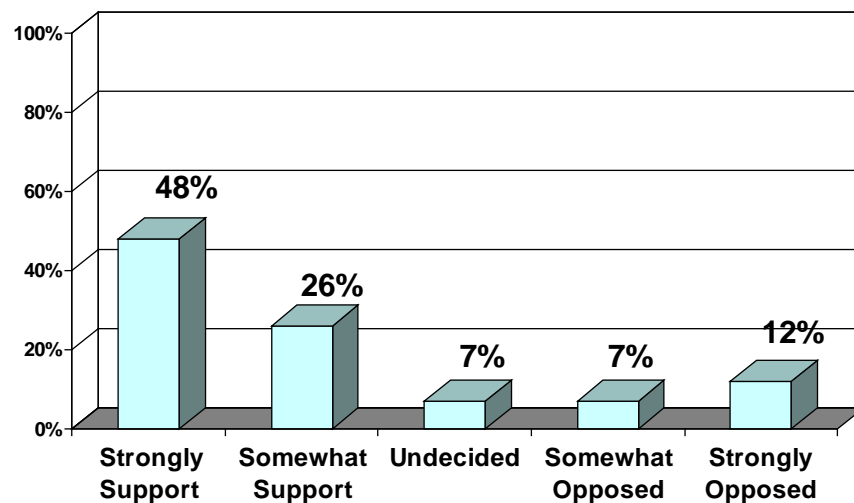
.1% Increase In County Sales Tax

[n=304]



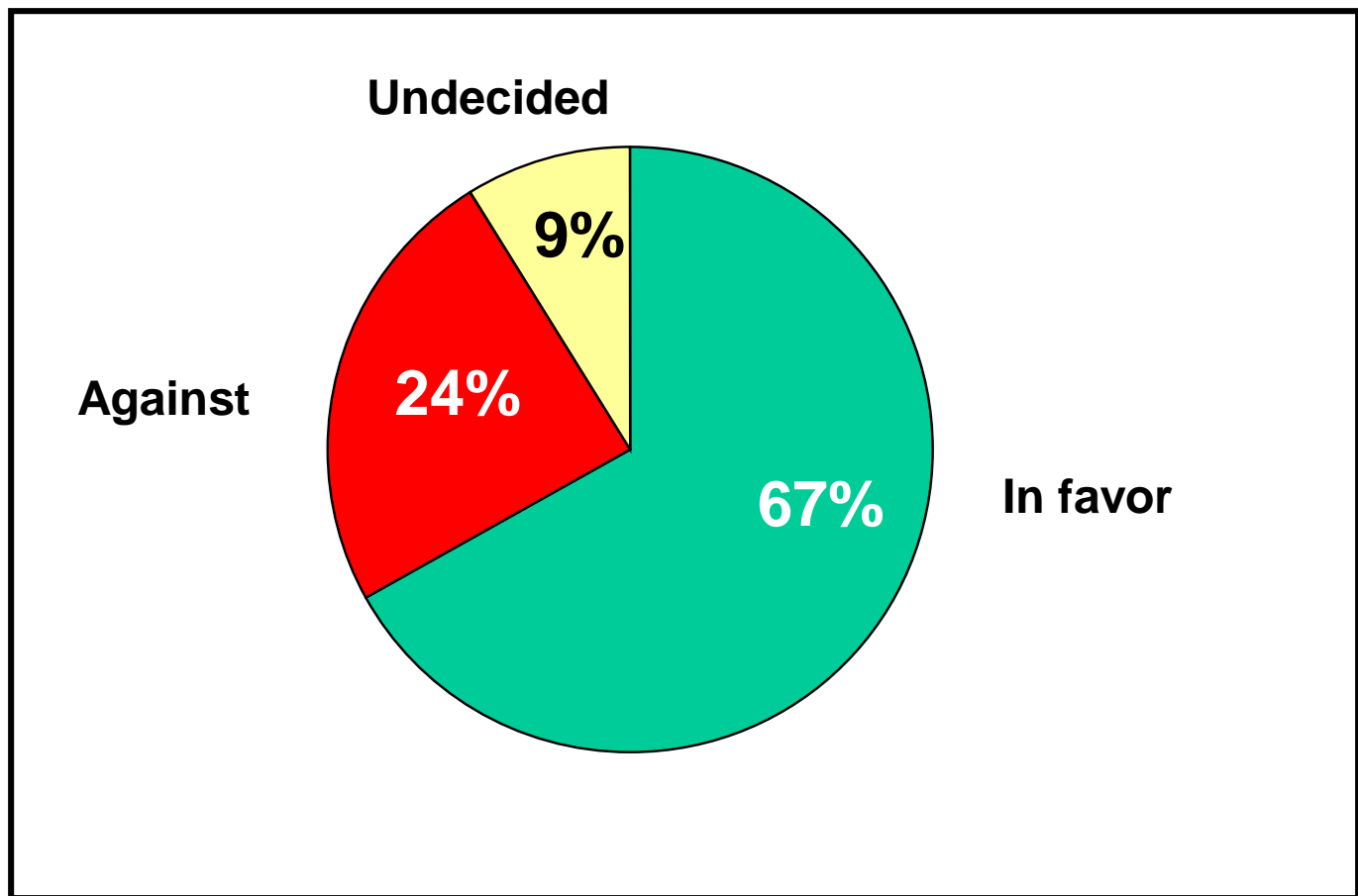
.54 Mill Increase in County Property Tax

[n=300]



Proposal to Increase County Sales Tax for Emergency, Rescue & Public Safety Services

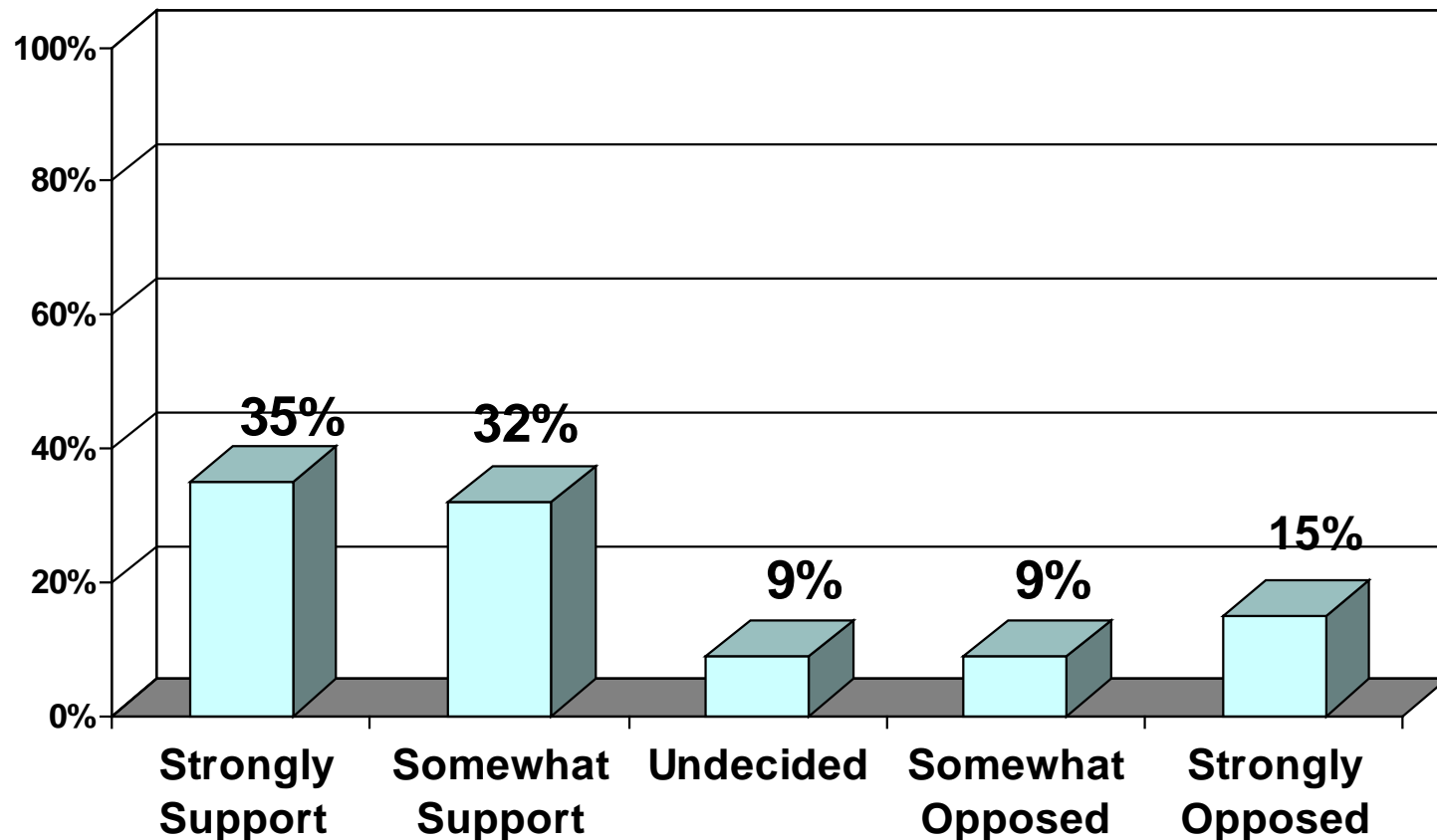
[n=604]



Proposal to Increase County Sales Tax for Emergency, Rescue & Public Safety Services

-Strength of Support-

[n=604]



V. DEMOGRAPHIC BREAKOUTS ON BALLOT PROPOSALS



Demographic Breakouts

- Shows percent saying “In Favor” -

Proposal	Total	Blder	SE Cities	Long't	Uninc	Student	Not Student
Transportation sales tax extension	69%	77%	70%	58%	68%	80%	67%
New Transportation .3% sales tax	59%	65%	63%	53%	58%	72%	58%
New Transportation .7% sales tax	58%	66%	56%	53%	50%	65%	56%
New 1.38 mill Road & Bridge Prop Tax	51%	60%	47%	45%	50%	69%	48%
New 1.09 mill Reg. Housing Prop Tax	55%	64%	53%	51%	45%	77%	51%
Extension of Sales Tax for Health Services	69%	80%	63%	65%	65%	77%	68%
New .1% Sales Tax for Wildfire Mitigation	75%	79%	76%	77%	69%	85%	74%
New .54 mill Prop. Tax for Wildfire Mitigation	74%	80%	77%	65%	76%	79%	73%
New .1% Sales Tax for Emergency Services	67%	73%	65%	67%	60%	75%	66%

 Shading indicates there is a statistical difference

¹ As in the past, the “S.E. Cities” category is comprised of Louisville, Lafayette, Superior and Erie, while “Uninc” includes unincorporated areas as well as other small towns.



Demographic Breakouts

- Shows percent saying "In Favor" -

Proposal	Total	18-34	35-54	55-64	65+	Own	Rent
Transportation sales tax extension	69%	84%	65%	59%	56%	65%	73%
New Transportation .3% sales tax	59%	75%	60%	48%	46%	58%	61%
New Transportation .7% sales tax	58%	65%	56%	53%	51%	55%	64%
New 1.38 mill Road & Bridge Prop Tax	51%	66%	48%	37%	44%	44%	62%
New 1.09 mill Reg. Housing Prop Tax	55%	77%	50%	38%	41%	46%	70%
Extension of Sales Tax for Health Services	69%	82%	69%	57%	60%	65%	77%
New .1% Sales Tax for Wildfire Mitigation	75%	85%	77%	61%	73%	74%	77%
New .54 mill Prop. Tax for Wildfire Mitigation	74%	87%	74%	72%	63%	74%	74%
New .1% Sales Tax for Emergency Services	67%	79%	64%	63%	58%	65%	69%

 Shading indicates there is a statistical difference



Demographic Breakouts

- Shows percent saying "In Favor" -

Proposal	Total	Male	Female	Rep	Dem.	U's
Transportation sales tax extension	69%	67%	71%	34%	81%	67%
New Transportation .3% sales tax	59%	53%	66%	22%	73%	54%
New Transportation .7% sales tax	58%	52%	64%	26%	73%	54%
New 1.38 mill Road & Bridge Prop Tax	51%	47%	56%	21%	64%	46%
New 1.09 mill Reg. Housing Prop Tax	55%	50%	61%	19%	69%	53%
Extension of Sales Tax for Health Services	69%	63%	76%	38%	85%	62%
New .1% Sales Tax for Wildfire Mitigation	75%	68%	83%	41%	89%	71%
New .54 mill Prop. Tax for Wildfire Mitigation	74%	70%	79%	45%	86%	71%
New .1% Sales Tax for Emergency Services	67%	63%	71%	40%	77%	66%

 Shading indicates there is a statistical difference.



Demographic Breakouts

- Shows percent saying "In Favor" -

Proposal	Total	<\$50K	\$50-\$75K	>\$75+	White	Latino
Transportation sales tax extension	69%	64%	72%	74%	71%	81%
New Transportation .3% sales tax	59%	52%	63%	69%	62%	66%
New Transportation .7% sales tax	58%	58%	49%	60%	60%	50%
New 1.38 mill Road & Bridge Prop Tax	51%	52%	54%	52%	53%	57%
New 1.09 mill Reg. Housing Prop Tax	55%	59%	60%	54%	56%	71%
Extension of Sales Tax for Health Services	69%	69%	73%	71%	69%	84%
New .1% Sales Tax for Wildfire Mitigation	75%	74%	66%	81%	77%	77%
New .54 mill Prop. Tax for Wildfire Mitigation	74%	64%	80%	80%	77%	72%
New .1% Sales Tax for Emergency Services	67%	65%	78%	68%	69%	66%

 Shading indicates there is a statistical difference.

