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Key Findings from a Statewide Survey of Colorado Voters

March 2025

Aspect Strategic NEW BRIDGE STRATEGY

Methodology

- New Bridge Strategy (R) and Aspect Strategic (D) conducted a survey among N=615 likely 2026 voters in Colorado from March 27-31, 2025.
- Interviews were conducted online. Interviews were distributed proportionally throughout the state. Quotas were set for key demographic sub-groups, such as gender and age.
- The margin of error is ±3.95% for the overall sample. The margin of error will vary for sub-groups.
- Trend data is included throughout the deck for comparison. All data came from CPI's March 2024 survey unless otherwise noted on the slide.

Key Demographics

Gender

Male	49%
Female	50%

Age

18-34	22%
35-44	20%
45-54	16%
55-64	16%
65+	26%

Ethnicity

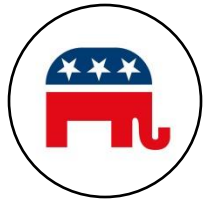
White	80%
Voters of Color	20%

Homeowner

Own	63%
Rent	30%

Education

High school or less	14%
Some college	30%
College grad	33%
Post grad	23%



Party

Republican	25%
Independent	48%
Democrat	27%
MAGA Supporter	32%
*Non-MAGA Supporter**	68%

*Do you consider yourself to be a supporter of the Make America Great Again, or MAGA, movement?

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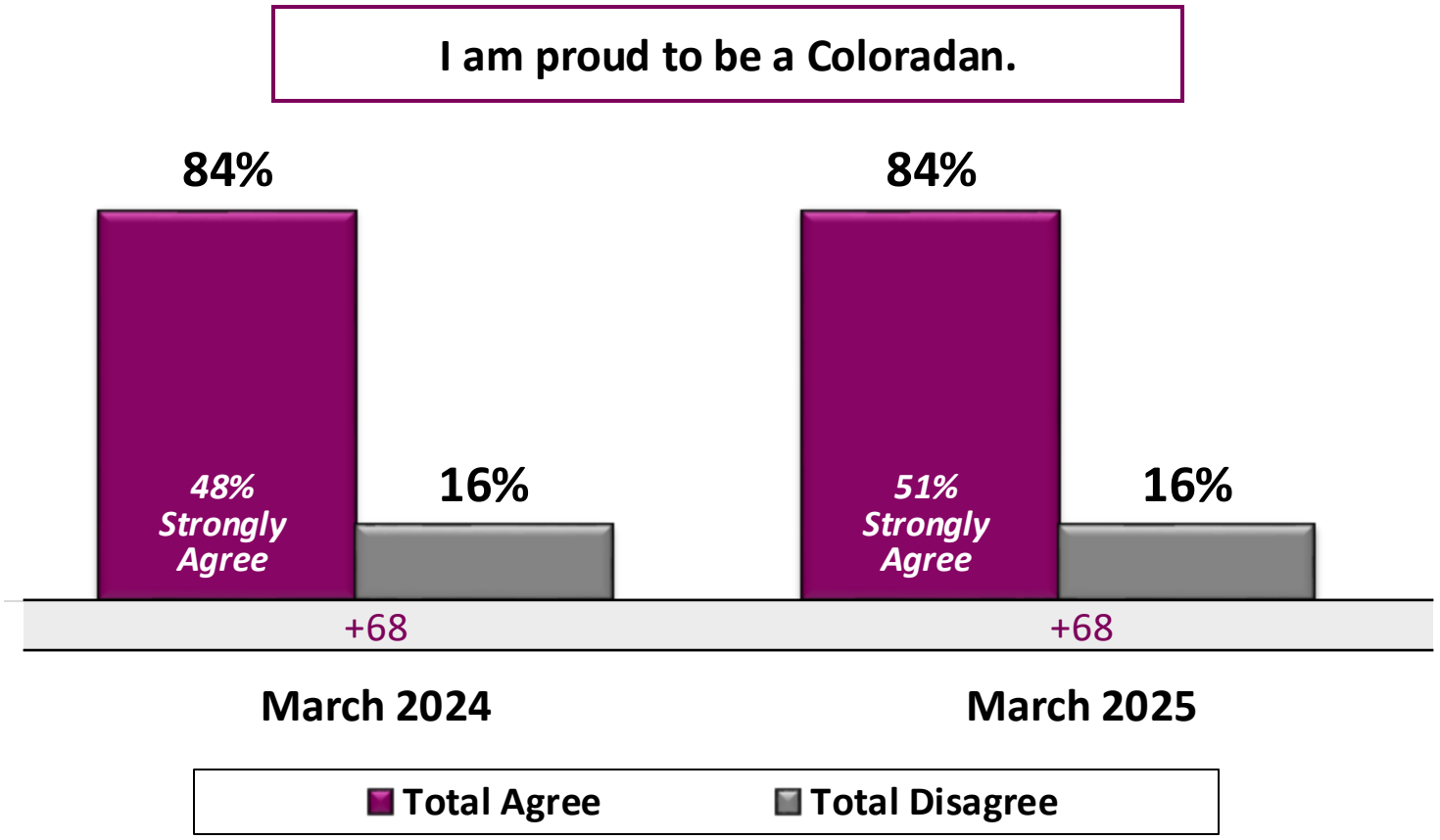
Views of Colorado

Aspect Strategic NEW BRIDGE STRATEGY

More than four-in-five voters say they are proud to be a Coloradan.



For each of the following statements please indicate if you agree or disagree.

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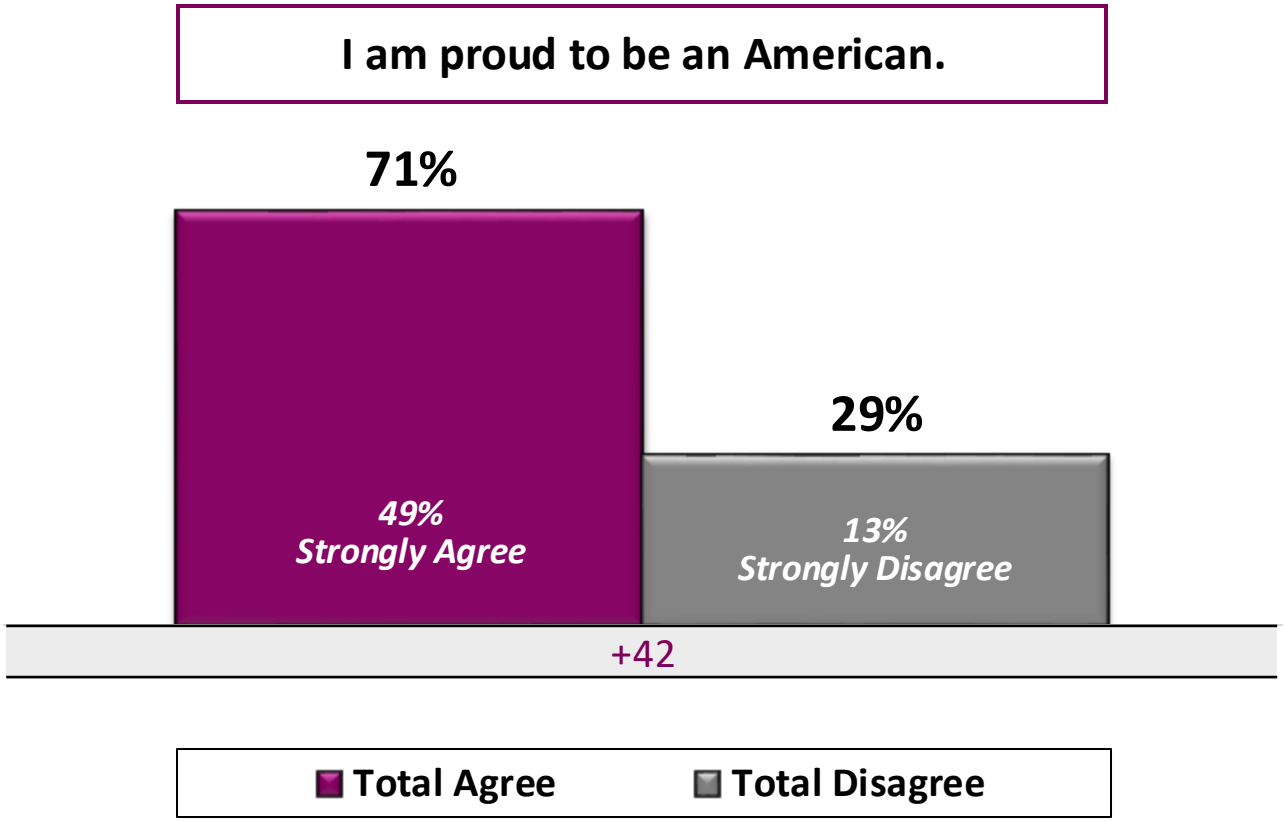
NEW BRIDGE STRATEGY

Fewer say they are proud to be an American, though nearly three-quarters say they are.



For each of the following statements please indicate if you agree or disagree.

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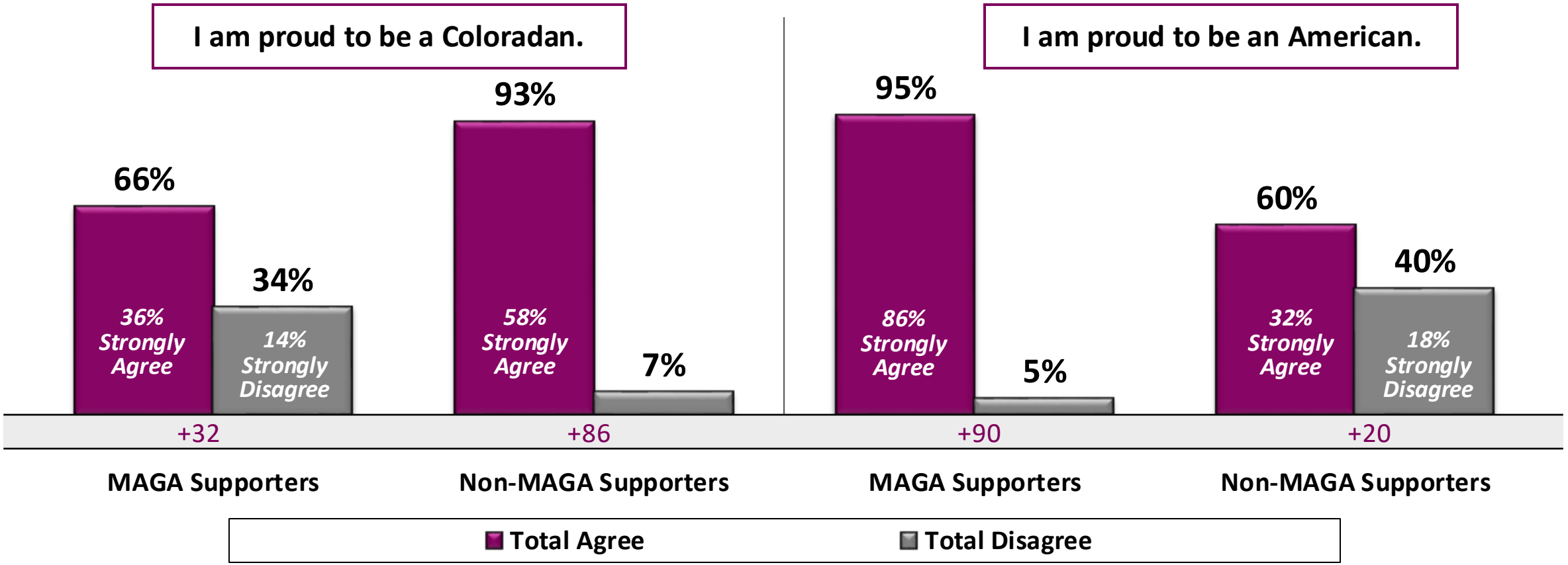
MAGA Supporters and Non-MAGA Supporters are mirror images of each other on these two questions.



For each of the following statements please indicate if you agree or disagree.

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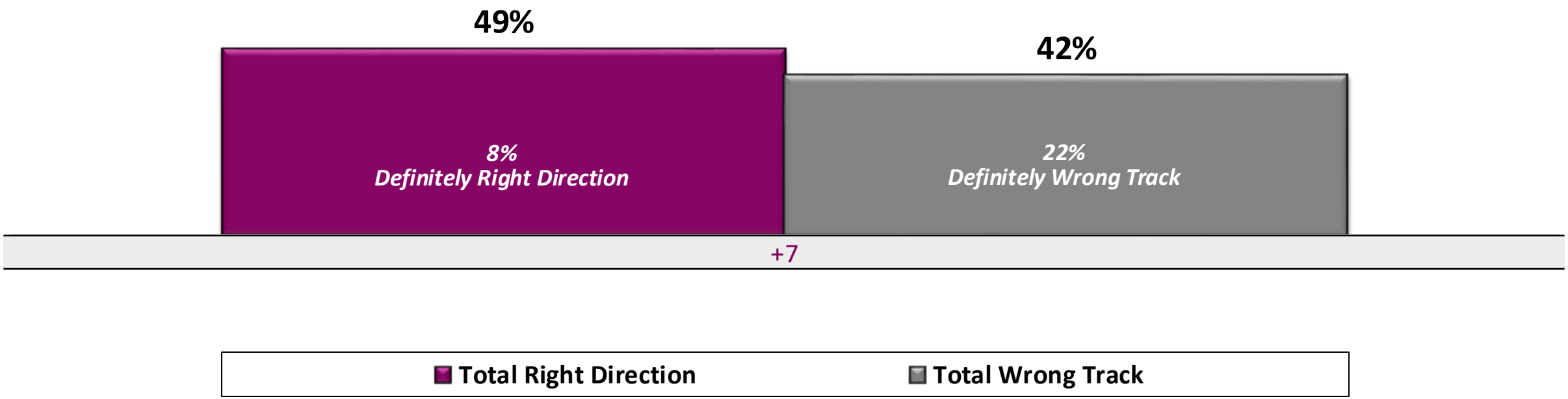
A plurality say Colorado is headed in the right direction.



Generally speaking, would you say things in Colorado are headed in the right direction or off on the wrong track?

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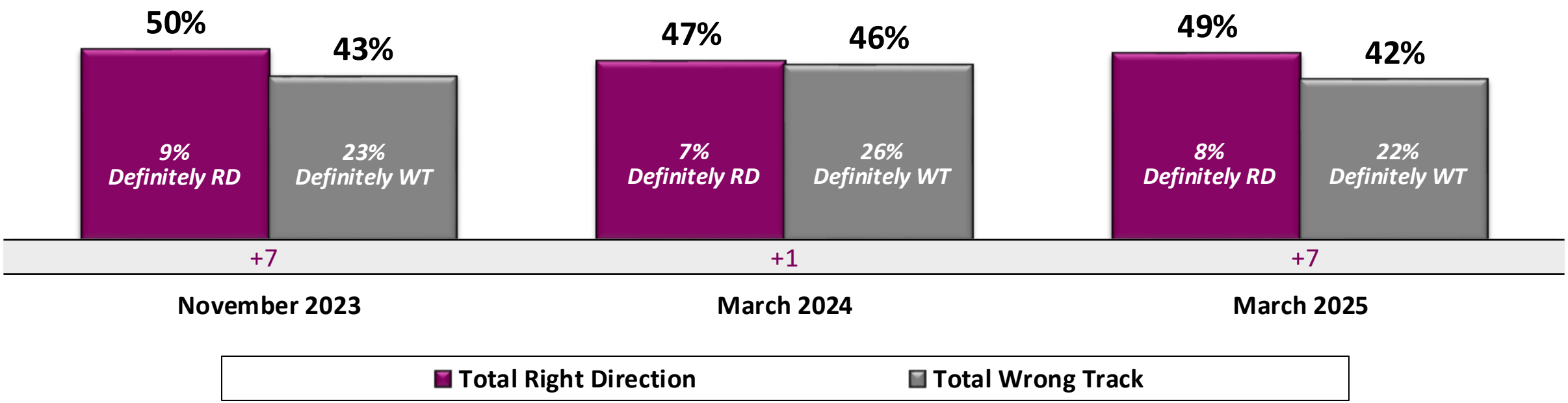
NEW BRIDGE STRATEGY

Voters are slightly more optimistic about the direction Colorado is headed than they were last year.



Generally speaking, would you say things in Colorado are headed in the right direction or are they off on the wrong track?

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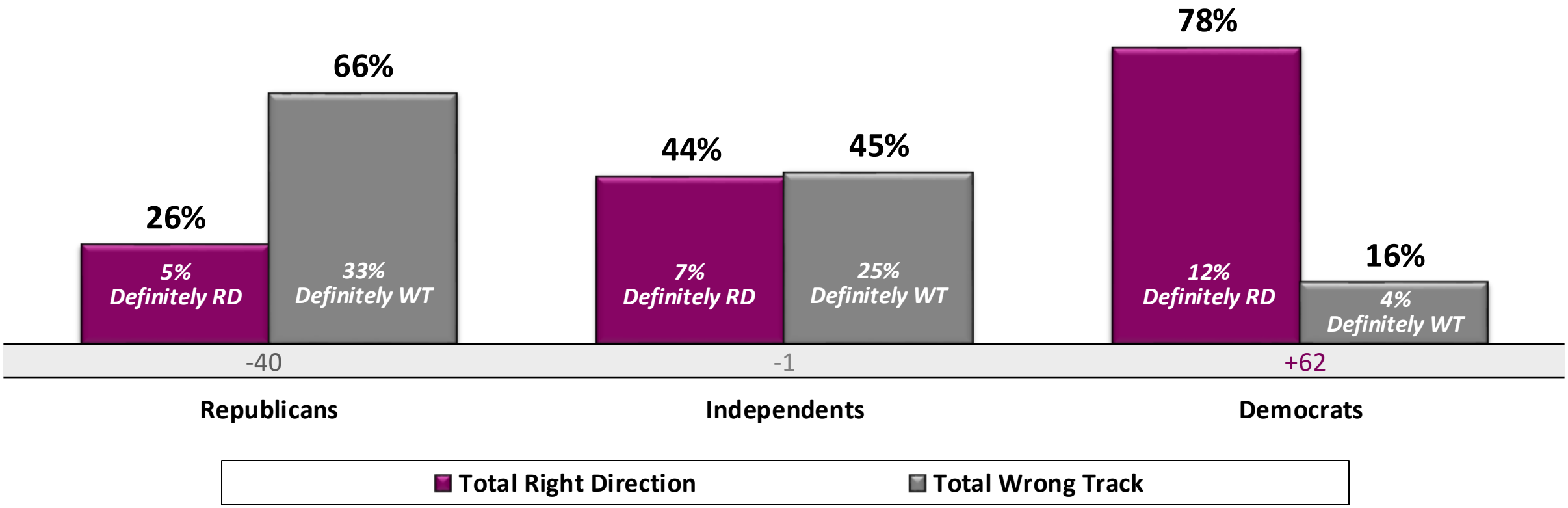
NEW BRIDGE STRATEGY

Partisanship is a strong factor in how voters answer, with two-in-three Republicans saying Colorado is on the wrong track and more than three-in-four Democrats saying it is going in the right direction.



Generally speaking, would you say things in Colorado are headed in the right direction or off on the wrong track?

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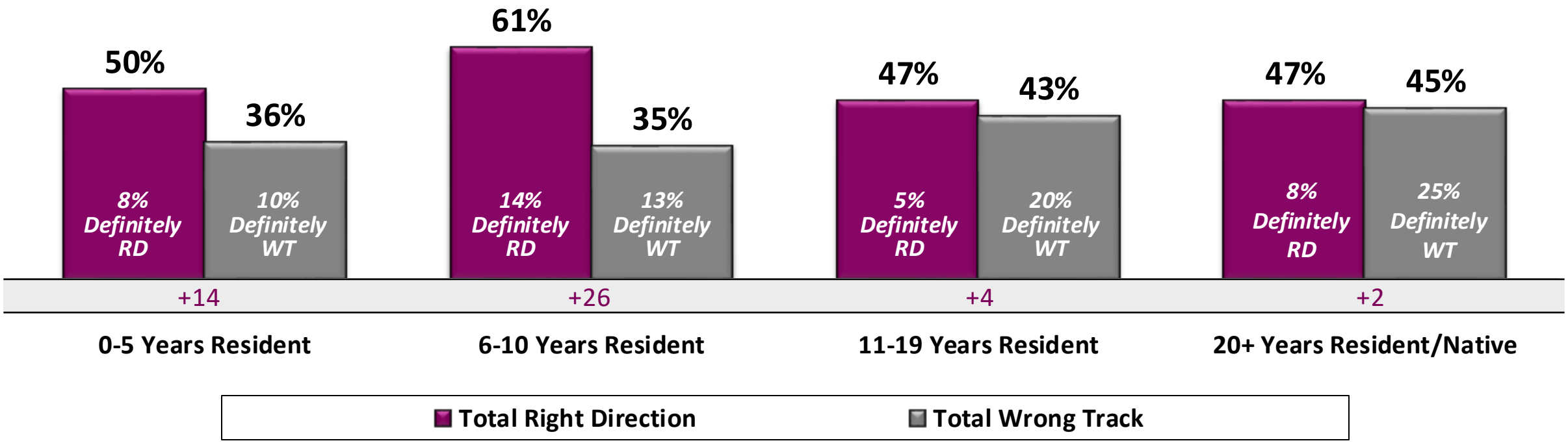
NEW BRIDGE STRATEGY

Longer-term residents are less confident the state is moving in the right direction than those who are newer to the state.



Generally speaking, would you say things in Colorado are headed in the right direction or off on the wrong track?

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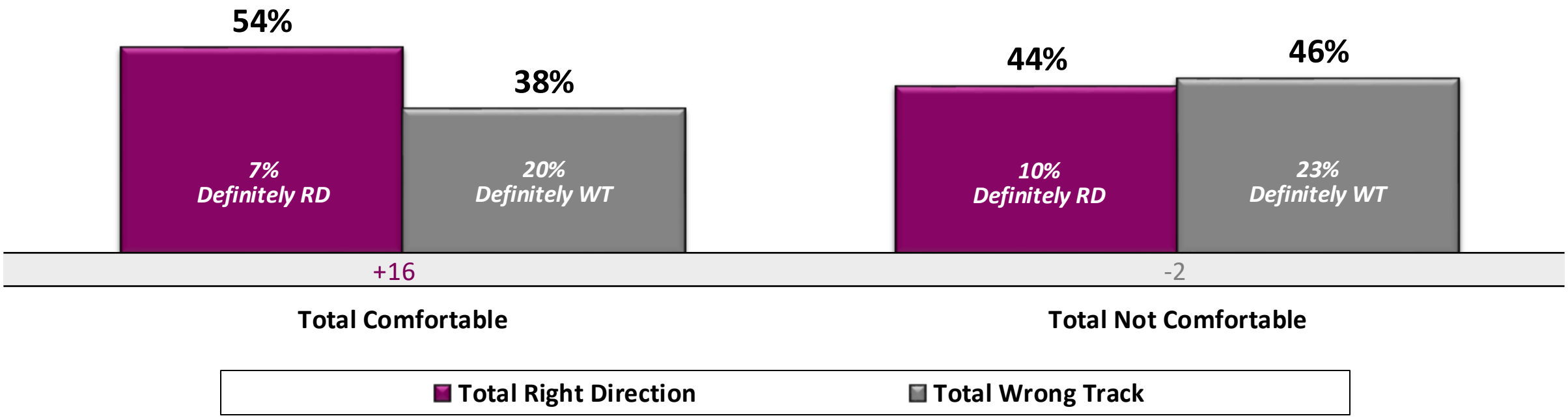
NEW BRIDGE STRATEGY

Those who are financially comfortable are more apt to say the state is headed in the right direction than those who are struggling.



Generally speaking, would you say things in Colorado are headed in the right direction or off on the wrong track?

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NEW BRIDGE STRATEGY

Housing affordability and education are top issues for Coloradans today, followed closely by homelessness and immigration.

	%
Housing affordability/Lack of housing	9%
Schools and education	9%
Homelessness	8%
Immigration/Illegal immigration/Migrant crisis	8%
Cost of living	7%
Crime and public safety	6%
Economy and jobs	6%
Climate and the environment	5%
Taxes	5%
Standing up to Trump/MAGA/Right-wing politics	5%
Roads/Infrastructure	5%

Now, in your opinion, what are the most important issues for the Colorado state government to address?

Since last year, more Coloradans are mentioning education as a top issue. Opposition to Trump and roads/infrastructure are new issues.

	March 2024	March 2025	Change
Housing affordability/lack of housing	11%	9%	-2%
School and education	6%	9%	+3%
Homelessness	12%	8%	-4%
Immigration/Illegal immigration/Migrant crisis	14%	8%	-6%
Cost of living	5%	7%	+2%
Crime and public safety	5%	6%	+1%
Economy and jobs	4%	6%	+2%
Climate and the environment	5%	5%	±0%
Taxes	8%	5%	-3%
Standing up to Trump/MAGA/Right-wing politics	0%	5%	+5%
Roads/Infrastructure	0%	5%	+5%

Now, in your opinion, what are the most important issues for the Colorado state government to address?

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NEW BRIDGE STRATEGY

Housing is viewed as the biggest cost concern, while energy costs are far lower. That said, every cost issue is deemed to be a problem by a majority.

	A Very Big Problem	Total Problem
The cost of housing	68%	99%
The cost of healthcare and prescriptions	50%	95%
Food and grocery prices	47%	96%
The cost of home and car insurance	45%	96%
The cost of utilities, including electricity and home heating	29%	92%
The cost of gasoline	17%	76%

How much of a problem do you think each of the following things is right now in Colorado? Is it a very big problem, fairly big problem, somewhat of a problem, or not much of a problem?

Housing is the primary concern across all gender/age groups.

Men 18-44
Housing 67%
Healthcare/prescriptions 53%
Food/grocery 41%
Home/car insurance 36%
Utilities 24%
Gas 17%

Men 45+
Housing 61%
Healthcare/prescriptions 47%
Home/car insurance 47%
Food/grocery 43%
Utilities 30%
Gas 17%

Women 18-44
Housing 81%
Healthcare/prescriptions 59%
Food/grocery 56%
Home/car insurance 43%
Utilities 27%
Gas 17%

Women 45+
Housing 69%
Home/car insurance 50%
Food/grocery 48%
Healthcare/prescriptions 44%
Utilities 34%
Gas 17%

Showing % Very Big Problem

For each how much of a problem do you think each of the following things is right now in Colorado?

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Opinions on the relative magnitude of these problems is similar across party lines.

Republicans
Housing 65%
Food/grocery 53%
Healthcare/prescriptions 47%
Home/car insurance 44%
Utilities 35%
Gas 23%

Independents
Housing 68%
Healthcare/prescriptions 53%
Home/car insurance 51%
Food/grocery 46%
Utilities 32%
Gas 17%

Democrats
Housing 72%
Healthcare/prescriptions 48%
Food/grocery 42%
Home/car insurance 34%
Utilities 20%
Gas 12%

Showing % Very Big Problem

For each how much of a problem do you think each of the following things is right now in Colorado?

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Those who are “struggling” financially are more likely to categorize these as very big problems than those who say they are “comfortable.”

Personal finances: Comfortable
Housing 65%
Healthcare/prescriptions 43%
Food/grocery 39%
Home/car insurance 38%
Utilities 22%
Gas 12%

Personal finances: Not Comfortable
Housing 74%
Healthcare/prescriptions 57%
Food/grocery 56%
Home/car insurance 52%
Utilities 38%
Gas 22%

Showing % Very Big Problem

For each how much of a problem do you think each of the following things is right now in Colorado?

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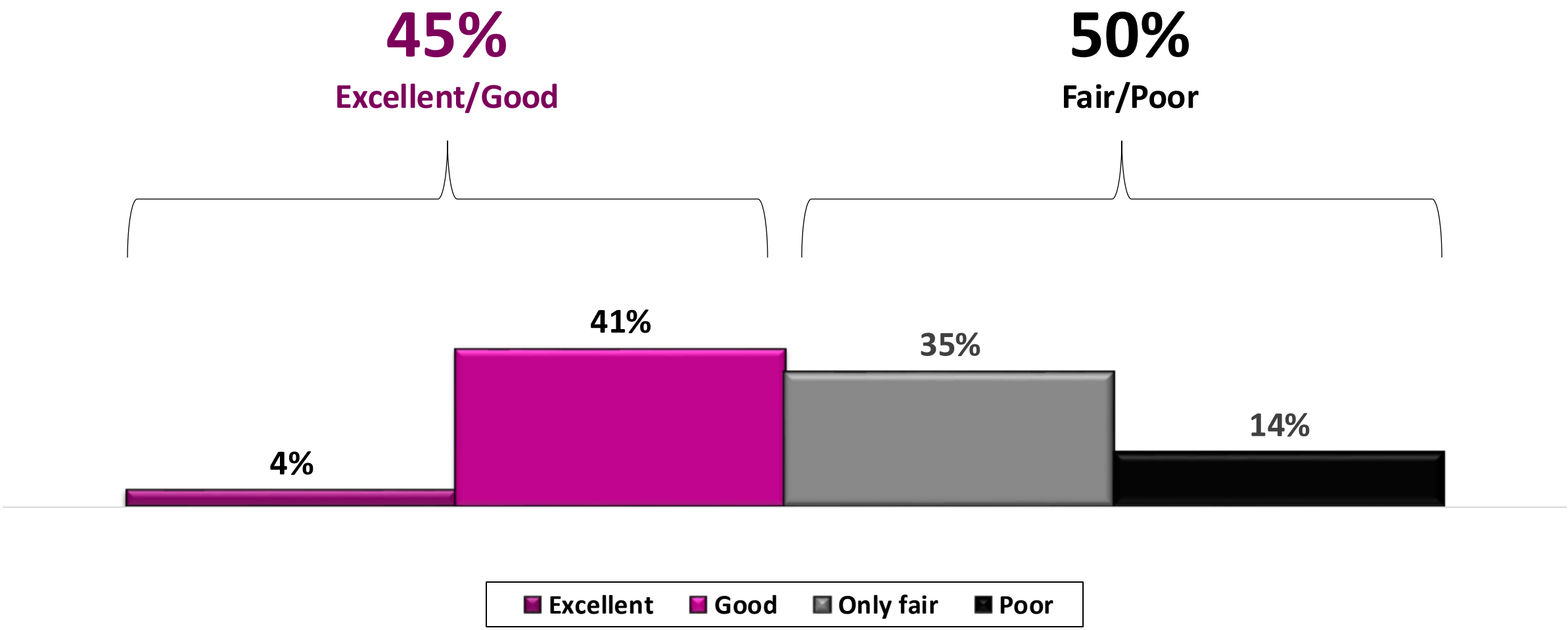
NEW BRIDGE STRATEGY

Voters are split on the state of Colorado's economy.



How would you rate the current state of Colorado's economy? Would you say it is excellent, good, only fair, or poor?

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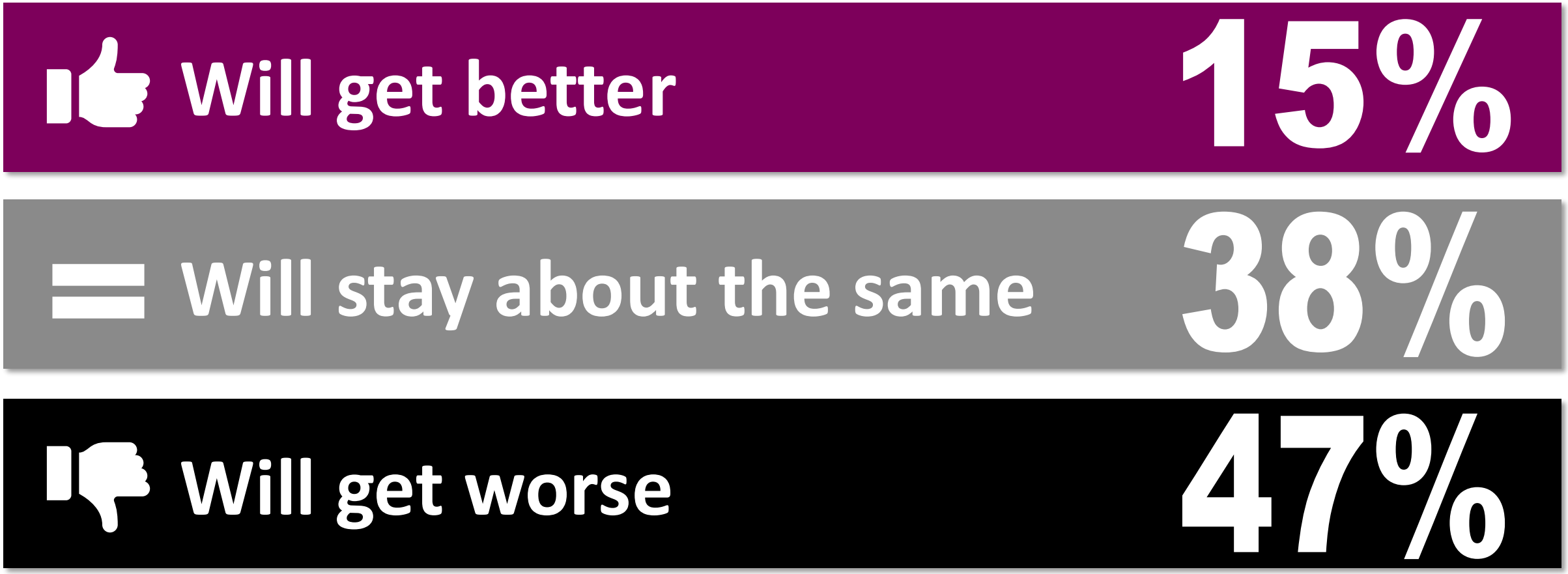
NEW BRIDGE STRATEGY

A plurality of Coloradans think the state's economy will get worse.



And, over the course of the next year, do you think the state of the economy in Colorado will (ROTATE) get better, stay about the same, or get worse

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NEW BRIDGE STRATEGY

A plurality of Coloradans are both pessimistic about the current state of Colorado's economy and its future.

	Optimistic future	Pessimistic future
Optimistic now	27%	18%
Pessimistic now	7%	43%

How would you rate the current state of Colorado's economy? Would you say it is excellent, good, only fair, or poor?
And, over the course of the next year, do you think the state of the economy in Colorado will (ROTATE) get better, stay about the same, or get worse?

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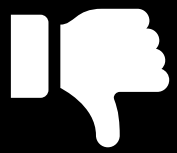
More voters say Colorado is doing better than many other states in facing today's challenges than worse.

Colorado is doing better than many other states today

49%

Colorado is doing about the same as many other states today

25%



Colorado is doing worse than many other states today

26%

When you think about the challenges facing Colorado, which comes closer to what you think – is it more that…

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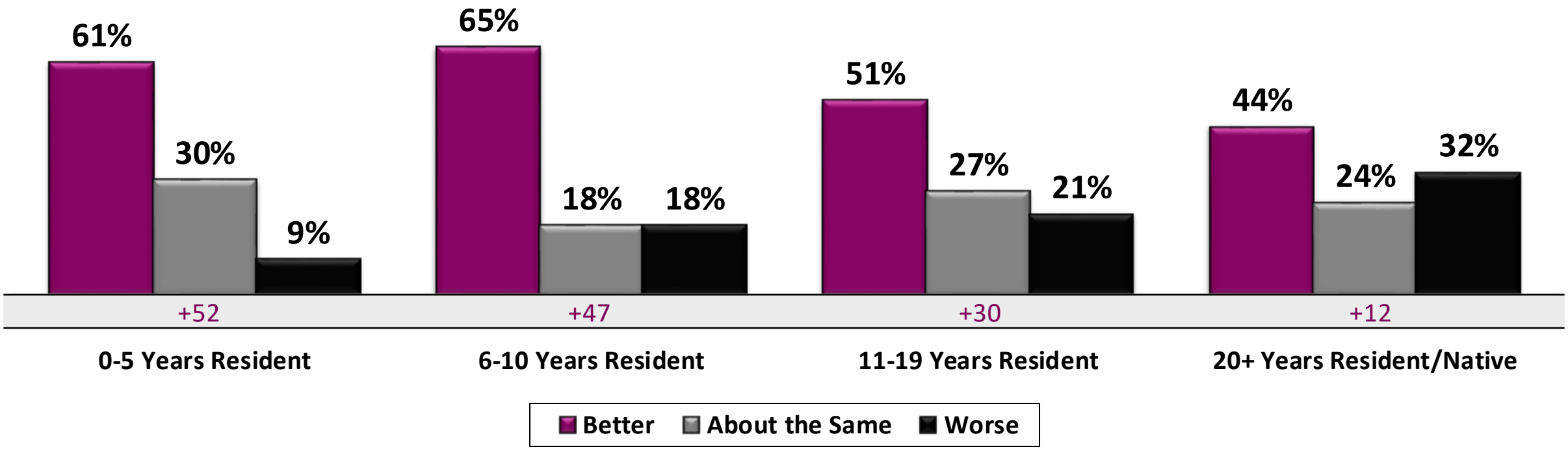
Newer residents are more apt to say Colorado is handling today's challenges better than other states.



When you think about the challenges facing Colorado, which comes closer to what you think – is it more that…

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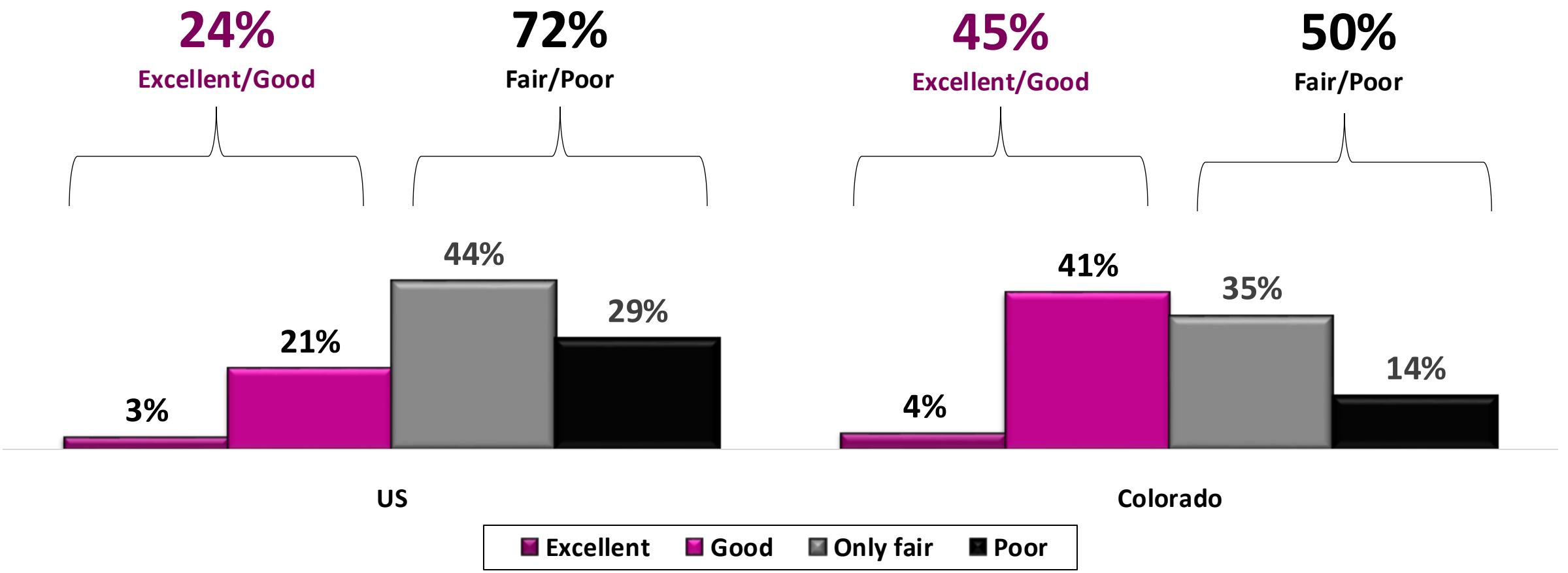
Coloradans are much more optimistic about their state's economy than they are the country's economy.



How would you rate the current state of Colorado's economy? Would you say it is excellent, good, only fair, or poor?
And thinking more broadly, how would you rate the current state of the US economy? Would you say it is excellent, good, only fair, or poor?

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And a majority of voters think the U.S. economy will get worse over the course of the next year, although 30% are optimistic.

And, over the course of the next year, do you think the state of the US economy will get better, stay about the same, or get worse?

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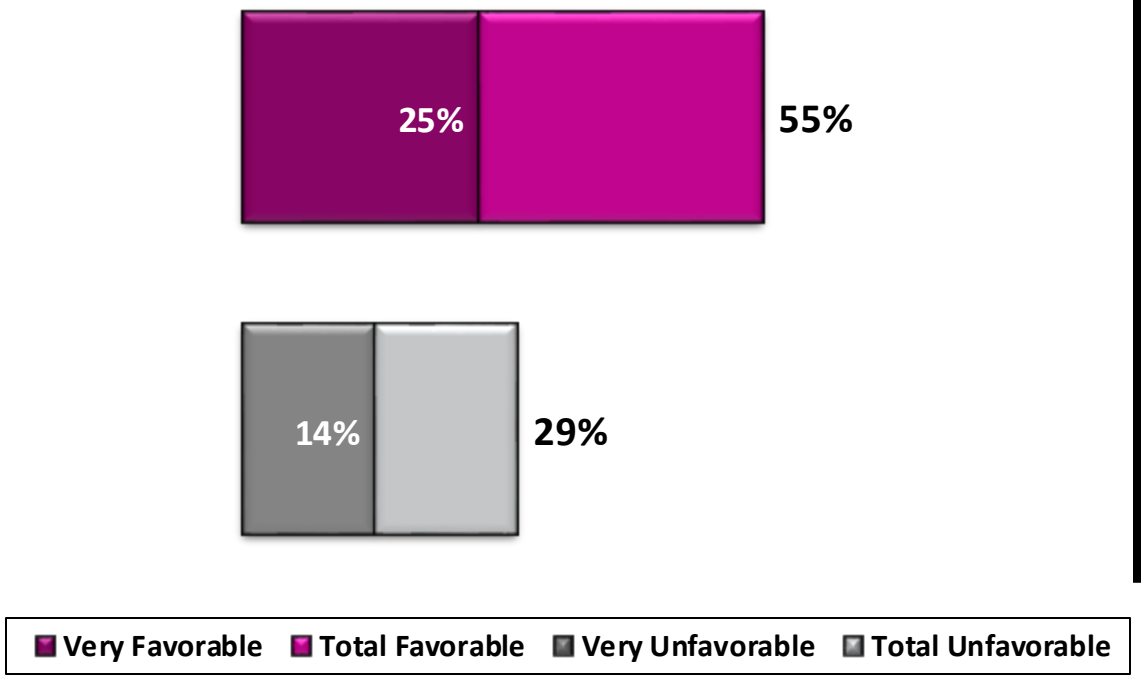
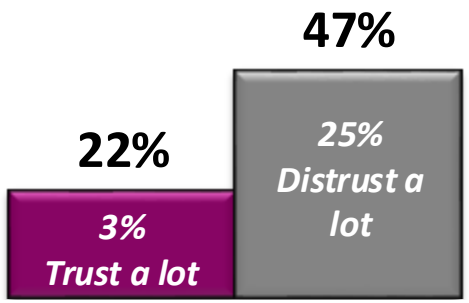
Many Coloradans have favorable views of labor unions and are distrustful of large corporations. Three-in-four say they trust small businesses.

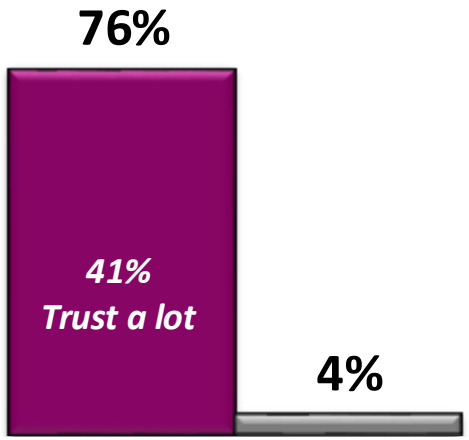
Labor Unions



Large corporations in Colorado



Small business in Colorado



Please read the names of a few public figures and organizations and indicate whether you have a favorable or unfavorable opinion of each one. If you have never heard of one, please indicate that.
How much do you trust or distrust each of the following people or organizations to do the right thing?

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Colorado's Political Environment

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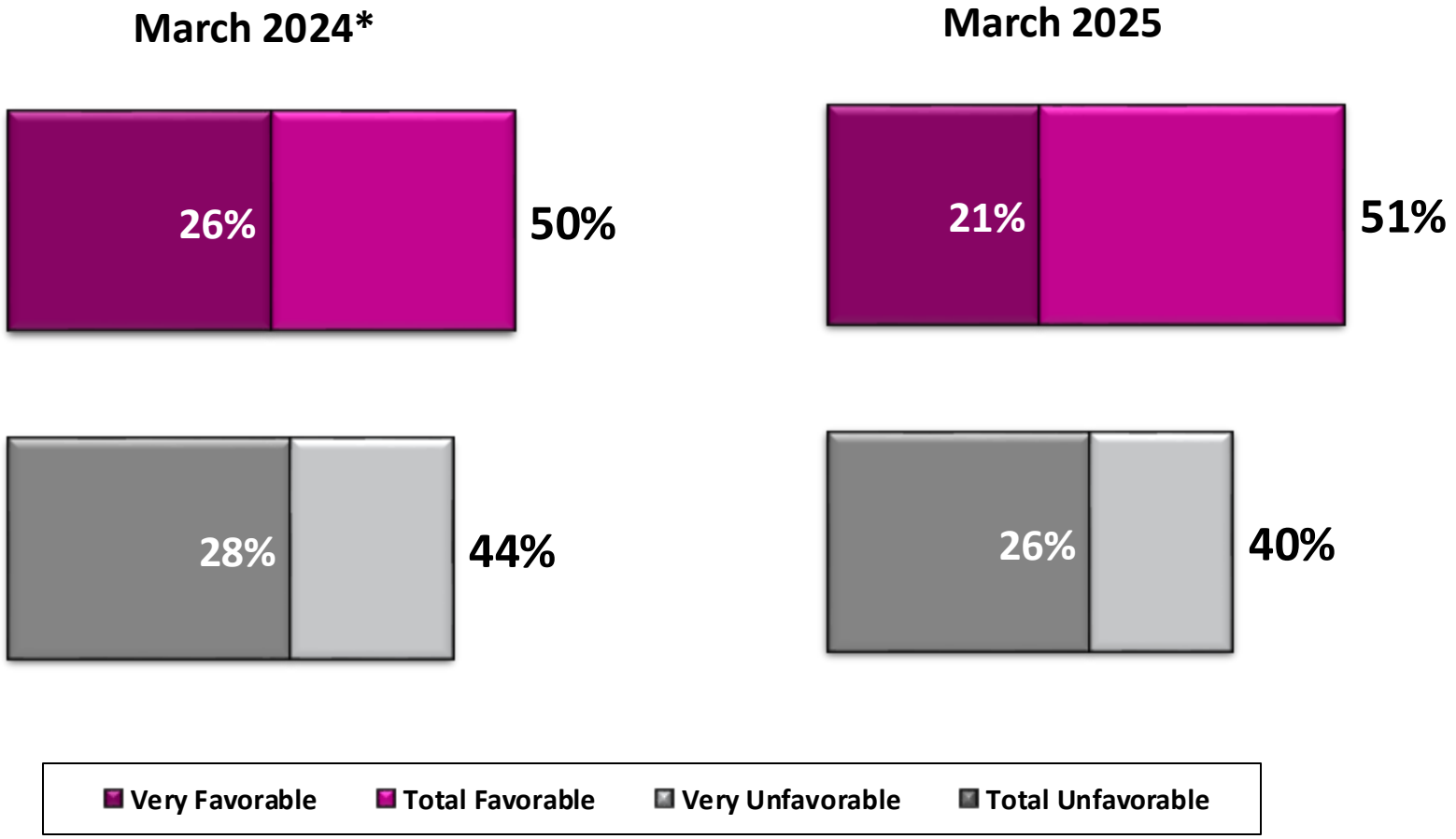
Views of Governor Polis have stayed fairly stable in the last year.

Jared Polis



Please read the names of a few public figures and organizations and indicate whether you have a favorable or unfavorable opinion of each one. If you have never heard of one, please indicate that.
**March 2024 scale was "strongly favorable" and "strongly unfavorable".*

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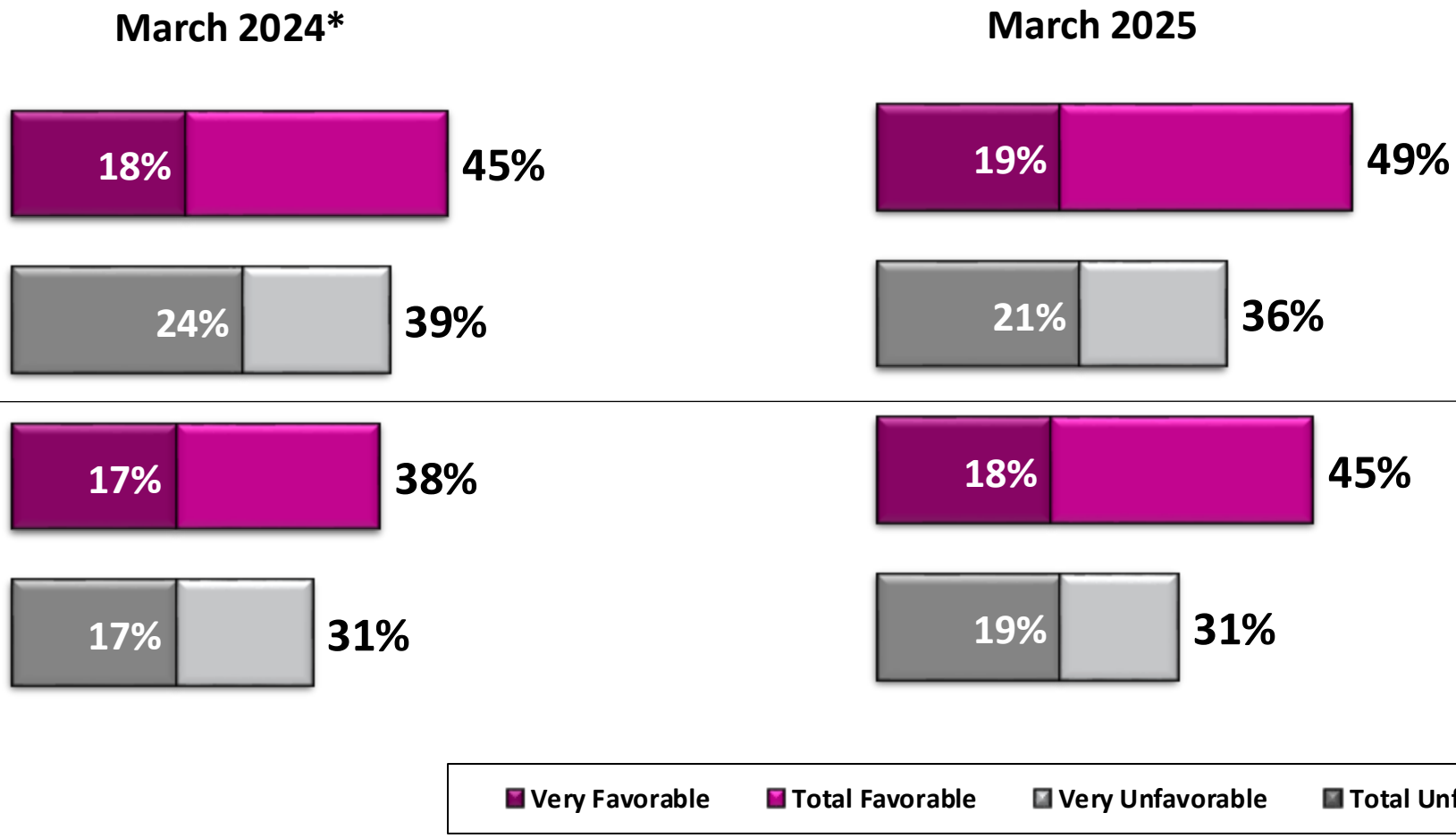
NEW BRIDGE STRATEGY

Favorability has increased somewhat for Colorado's senators.

John Hickenlooper

Michael Bennet



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**March 2024 scale was "strongly favorable" and "strongly unfavorable".*

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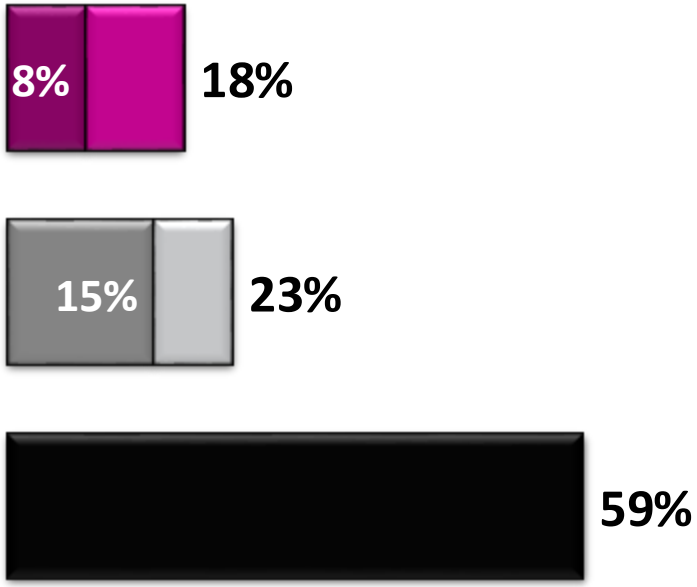
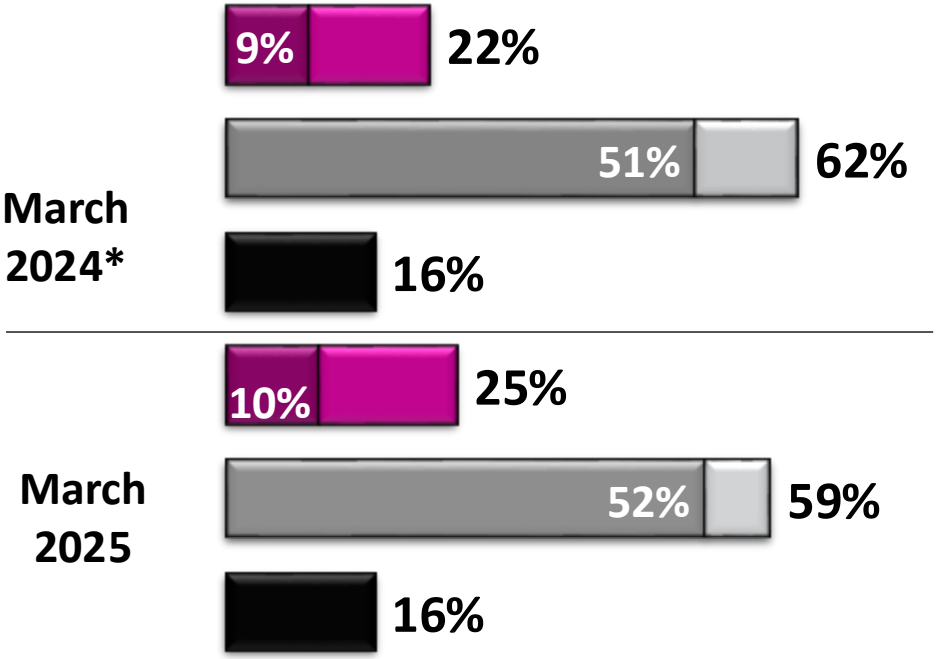
Two of the state's Republican representatives elicit more negative responses with Colorado voters overall.

Gabe Evans



Lauren Boebert



Very Favorable | Total Favorable | Very Unfavorable | Total Unfavorable | Never Heard Of/No Opinion

Please read the names of a few public figures and organizations and indicate whether you have a favorable or unfavorable opinion of each one. If you have never heard of one, please indicate that.
**March 2024 scale was "strongly favorable" and "strongly unfavorable".*

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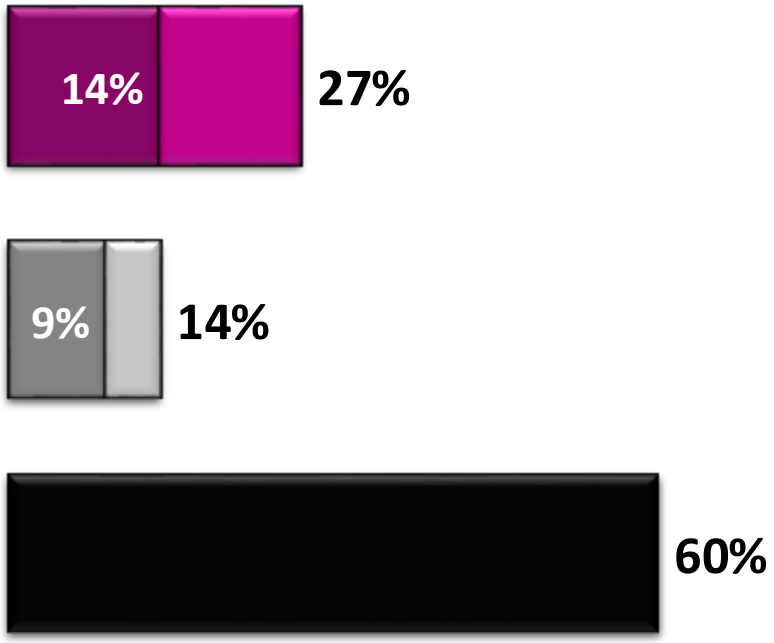
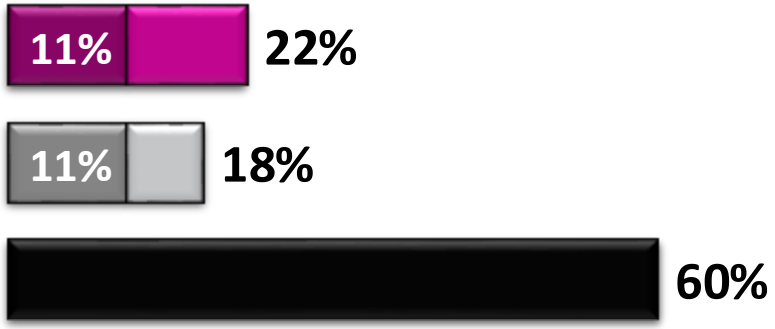
Colorado voters are fairly mixed on Democratic elected officials, although many say they don't know who they are or don't have an opinion.

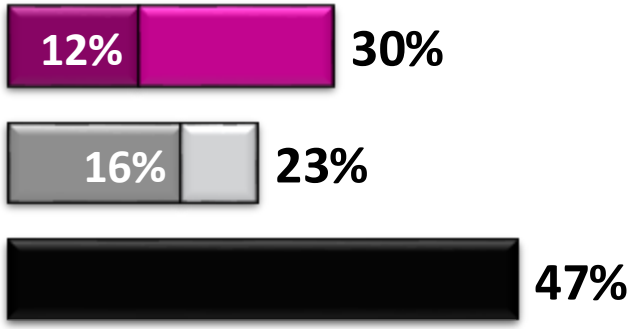
Joe Neguse



Phil Weiser



Jena Griswold



Very Favorable | Total Favorable | Very Unfavorable | Total Unfavorable | Never Heard Of/No Opinion

Please read the names of a few public figures and organizations and indicate whether you have a favorable or unfavorable opinion of each one. If you have never heard of one, please indicate that.

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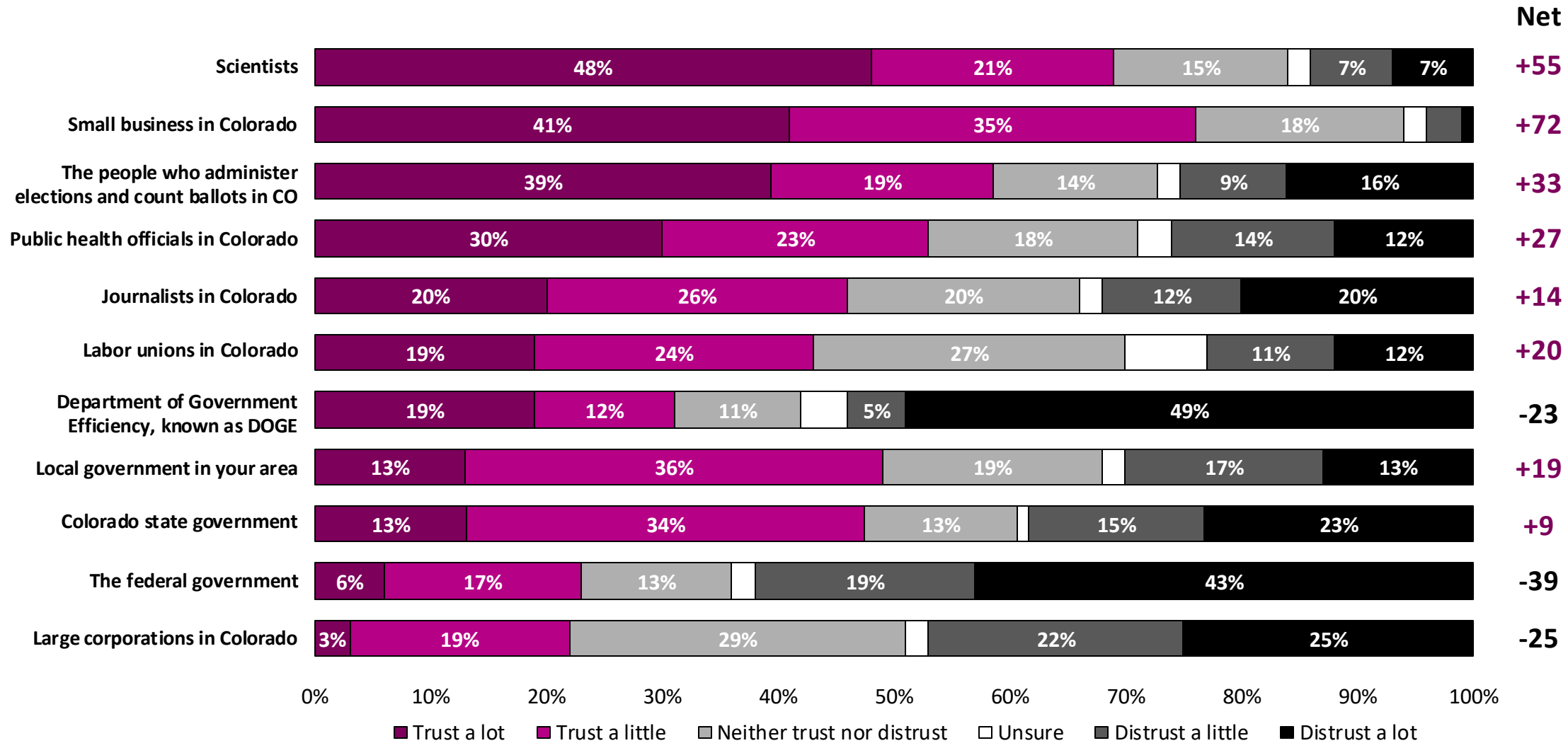
Overwhelming majorities say they trust small business in Colorado and scientists. And more than three-in-five distrust the federal government.



How much do you trust or distrust each of the following people or organizations to do the right thing?

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In the last few years, trust has increased the most for state and local government and journalists.

	November 2023		March 2025	
	Total Trust	Total Distrust	Total Trust	Total Distrust
The federal government	25%	61%	23%	62%
Colorado state government	37%	45%	47%	39%
Local government in your area	40%	40%	49%	30%
The people who administer elections and count ballots in Colorado	55%	27%	58%	25%
Journalists in Colorado	36%	39%	45%	33%
Large corporations in Colorado	17%	56%	22%	47%
Small business in Colorado	69%	6%	76%	4%

How much do you trust or distrust each of the following people or organizations to do the right thing?

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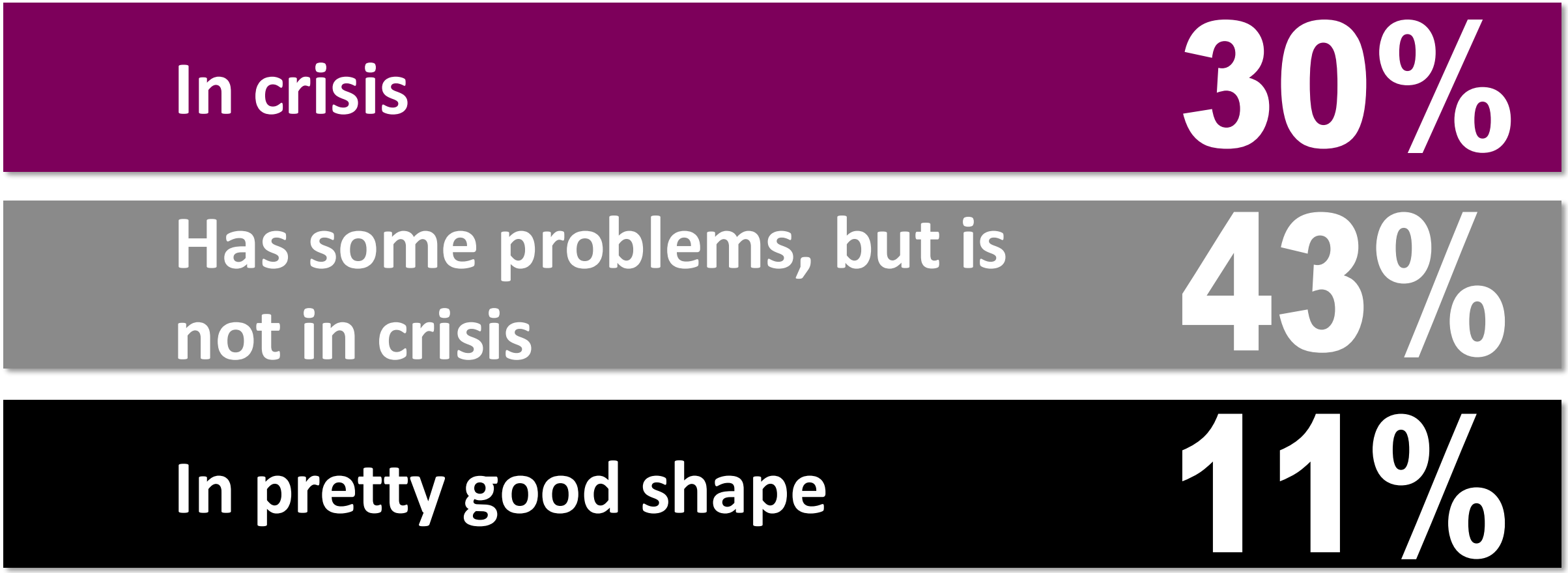
Aspect Strategic NEW BRIDGE STRATEGY

A plurality of Colorado voters say the state budget has some problems, but is not in crisis.



And would you say the Colorado state budget is in crisis, has some problems but is not in crisis, or is in pretty good shape?

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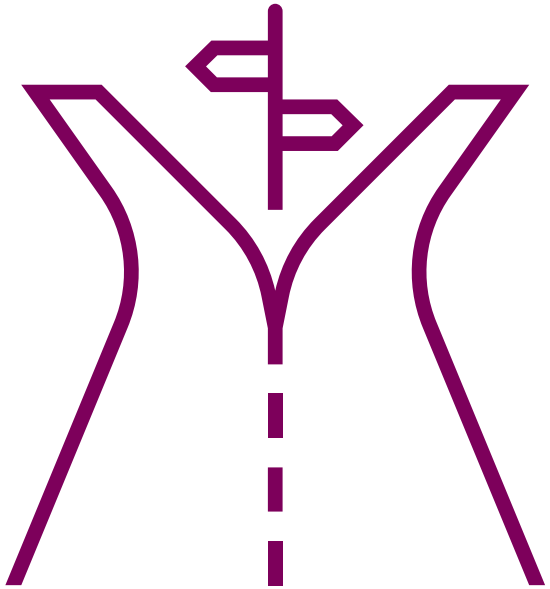
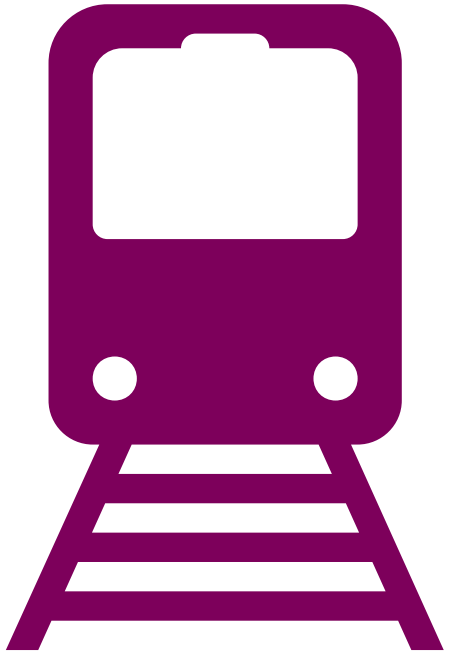
A majority of voters would prioritize expanding public transit over building more roads.



45%

Building more roads and expanding existing roads



55%

Expanding public transit options like train, light rail, and bus options

Thinking about transportation for a moment – Which ONE do you want the state of Colorado to focus more on?

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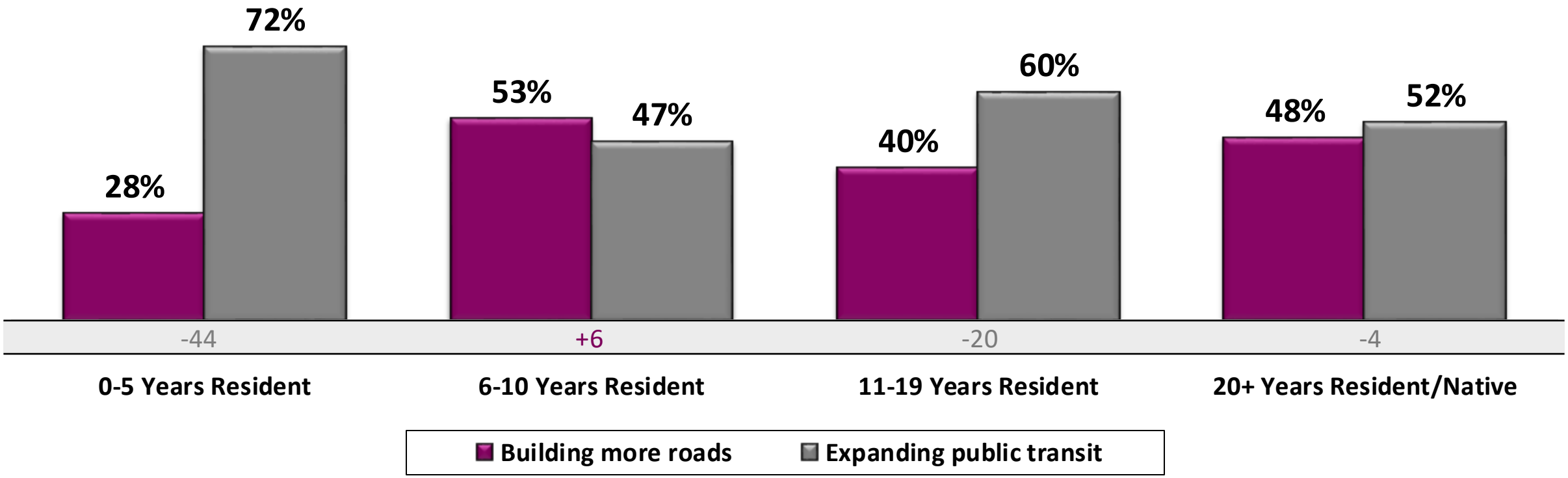
NEW BRIDGE STRATEGY

Newer residents are the most eager to have the state focus on public transit.



Thinking about transportation for a moment – Which ONE do you want the state of Colorado to focus more on?

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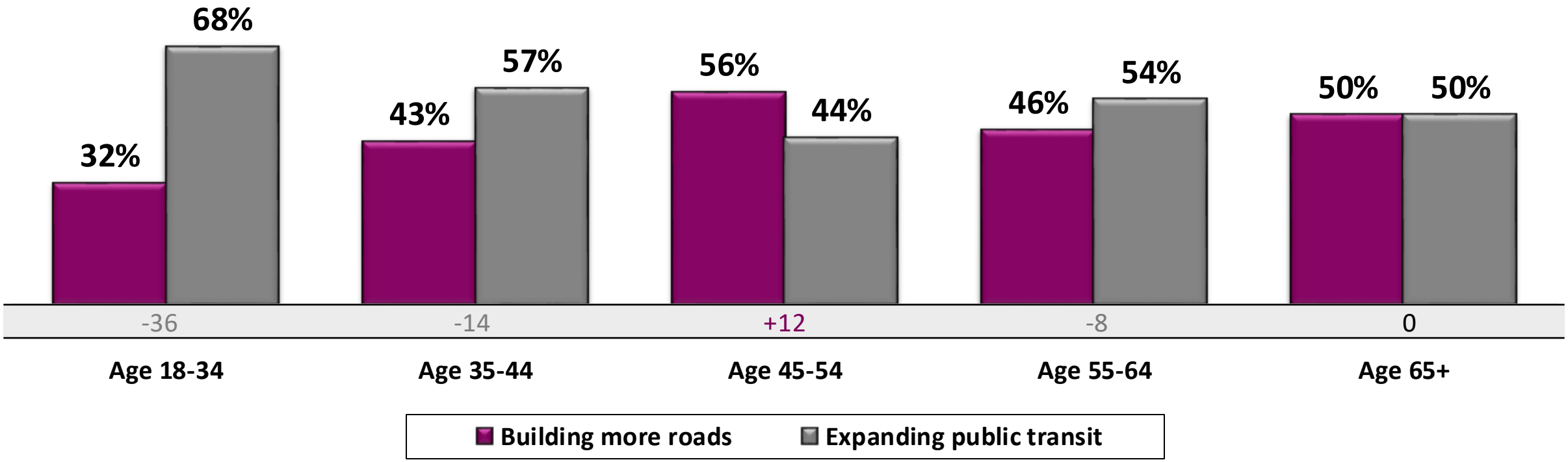
NEW BRIDGE STRATEGY

There is a similar dynamic among younger Coloradans more generally.



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NEW BRIDGE STRATEGY

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