



TO: Interested Parties  
 FROM: Andrew Baumann and Katie Drapcho, Global Strategy Group  
 DATE: January 18, 2023  
 RE: **NEW POLL RESULTS: Colorado voters believe key state priorities are underfunded and support higher taxes to increase funding, especially increased taxes on wealthy Coloradans**

Colorado voters believe that important state priorities like health care, education, transportation, and housing do not receive adequate funding and strongly agree that Colorado needs a better tax system that ensures the wealthy pay their fair share and provides adequate funding for these priorities. Moreover, over two thirds of voters (68%) say that they are “frustrated by the way Colorado asks voters to approve complicated tax and fiscal ballot measures every year.” As a result, voters oppose tax cuts that would undermine funding for important priorities, while they support raising taxes to improve such funding – particularly if those tax increases are focused on the wealthy. Consequently, they support a range of measures to raise taxes on the wealthy, including raising income taxes on high earners, eliminating TABOR rebate checks for wealthy Coloradans, and raising taxes on residences valued at \$2 million or more.

**Colorado voters want to see higher taxes to fund important priorities and strongly back increased taxes on the wealthy.** Nearly three in four voters (74%) agree that “Colorado needs a better tax system that ensures the wealthy pay their fair share and that priorities like schools, transportation, and health care have the resources they need.” Voters support raising taxes to better fund the state’s priorities, with a robust 61% to 38% majority agreeing that they “would generally be supportive of raising taxes to improve funding for priorities like schools, roads, and health care” and an even bigger 71% to 28% majority agreeing that “income taxes on the wealthiest Coloradans are too low.”

TAX STATEMENTS								
	Agree	Disagree	NET	Dem.	Unaff.	GOP	<\$75K	\$75K +
Colorado needs a better tax system that ensures the wealthy pay their fair share and that priorities like schools, transportation, and health care have the resources they need	74%	25%	+49	+84	+49	+8	+73	+35
Income taxes on the wealthiest Coloradans are too low	71%	28%	+43	+84	+51	-18	+63	+32
I would generally be supportive of raising taxes to improve funding for priorities like schools, roads, and health care	61%	38%	+23	+68	+24	-30	+32	+19
I would vote for a ballot measure that would cut my own taxes, even if it would mean funding cuts for priorities like schools, transportation, and health care	33%	67%	-34	-42	-44	-4	-40	-30

**Voters don’t want to see tax cuts that undermine funding for important priorities.** Two thirds of voters (67% to 33%) indicate they would NOT vote for a measure to cut their own taxes if that meant “funding cuts for priorities like schools, transportation, and health care.” Majorities of all partisan groups, including Democrats, Unaffiliateds, and Republicans, said they would oppose such tax cuts.

**Voters support a range of measures to raise taxes on the wealthy and eliminate TABOR rebate checks for those earning above a certain threshold.** More than three-in-four voters (76%) support creating a new income tax bracket for those making over \$500,000 per year, while 65% support creating a new bracket for those making over \$250,000 per year. Voters also support raising taxes on multi-million-dollar homes, with about seven-in-ten supporting “creating a new statewide luxury tax on single-family residential homes valued at \$2 million or more.” A version of the policy that mentions using this tax revenue to “cut property taxes on small businesses and increase funding for local K-12 schools” (72% support) fares slightly better than a version that only mentions increasing funding for schools (67% support), though both have two-to-one support or better.

While a slight majority (53%) are opposed to eliminating TABOR rebate checks to fund important priorities, voters are split when we change the language to say “reduce” rather than “eliminate” the TABOR checks (49% support, 49% oppose). However, a strong majority (61%) support “eliminating TABOR rebate checks for Coloradans who make \$500,000 or more per year”; mentioning that this revenue would be used to fund schools, transportation, and health care boosts support even further (64%).

POLICIES								
	Support	Oppose	NET	Dem.	Unaff.	GOP	< \$75K	\$75K +
Creating a new income tax bracket that would increase the tax rate on those making <b>more than \$500,000 per year</b>	76%	23%	+53	+72	+71	+1	+67	+50
Creating a new income tax bracket that would increase the tax rate on those making <b>more than \$250,000 per year</b>	65%	35%	+30	+58	+36	-14	+58	+10
Creating a new statewide luxury tax on single-family residential homes valued at \$2 million or more... <b>...and using that revenue to increase funding for local K-12 schools</b>	67%	33%	+34	+66	+40	-14	+56	+24
<b>...and using that revenue to cut property taxes on small businesses and increase funding for local K-12 schools</b>	72%	27%	+45	+78	+59	-17	+55	+48
Allowing the state government to keep more tax revenue to use on priorities like schools, transportation, and health care by eliminating TABOR rebate checks for Coloradans who make \$500,000 or more per year	64%	35%	+29	+60	+43	-29	+52	+20
Eliminating TABOR rebate checks for Coloradans who make \$500,000 or more per year	61%	39%	+22	+54	+26	-26	+46	+10
<b>Eliminating</b> TABOR rebate checks in the future so that the state government has more revenue to fund important priorities like schools, transportation, and health care	46%	53%	-7	+18	-4	-46	+12	-28
<b>Reducing the size of</b> TABOR rebate checks in the future so that the state government has more revenue to fund important priorities like schools, transportation, and health care	49%	49%	+0	+42	+1	-43	+10	-8

**Support for the luxury tax holds strong after a balanced debate.** After hearing a balanced debate with messaging from supporters and opponents, 68% of voters continue to express support for the proposal to introduce a luxury tax on single-family residential homes valued at \$2 million or more (combining the two versions tested to look at results across the full sample) – this represents a drop of just two points from the initial 70% support. After the debate, Democrats and Unaffiliateds remain overwhelmingly in favor while support actually grows among Republicans. And, after messaging, support remains strong among both lower and higher income voters, though significantly stronger with lower income.

## SUPPORT FOR LUXURY TAX

	Support	Oppose	NET	Dem.	Unaff.	GOP	< \$75K	\$75K +
Initial (Combined Support)	70%	30%	+40	+72	+49	-15	+55	+35
Final (Combined Support)	68%	30%	+38	+68	+44	-8	+56	+25

**Education about the state’s fiscal picture boosts support for progressive tax policies even further.** In a vacuum, voters believe the state has enough money to fund important priorities (66% to 32%). However, when we dig into specific programs, majorities believe that every single item tested needs more funding, particularly transportation, schools, and housing affordability programs. Democrats, Unaffiliateds, and those who make less than \$75,000 per year drive the share who believe these programs are underfunded, but Republicans also narrowly agree that transportation infrastructure needs more funding (net -3 has enough funding).

## FUNDING STATEMENTS

	Has Enough	Needs More	NET	Dem.	Unaff.	GOP	< \$75K	\$75K +
Childcare across the state	45%	52%	-7	-28	-16	+34	-27	-3
Health care programs like Medicaid	45%	52%	-7	-38	-21	+50	-23	+4
Local K-12 schools	39%	60%	-21	-46	-29	+22	-33	-17
Housing affordability programs	39%	59%	-20	-56	-25	+27	-44	-1
Roads, rail, buses, and other transportation infrastructure	37%	61%	-24	-51	-21	-3	-28	-24

When voters are informed that “Colorado has the least competitive teacher pay in the nation, with our teachers earning ten thousand dollars less than the national average. Meanwhile, we only have enough money to guarantee ten hours of pre-K per week. The state is underfunding the Colorado Water Plan by nearly \$100 million annually, and Colorado is \$800 million short of the national per pupil average for higher education funding,” agreement that state has the funding it needs goes down, while agreement about the need for a better tax system and raising taxes increases even further from an already strong baseline.

## AGREE/DISAGREE STATEMENTS

	Agree	Disagree	NET
<b>The state of Colorado has enough money to adequately fund important state government priorities like schools, transportation, and health care</b>			
Initial	66%	32%	+34
Final	54%	44%	+10
<b>CHANGE</b>	<b>-12</b>	<b>+12</b>	<b>-24</b>
<b>I would generally be supportive of raising taxes to improve funding for priorities like schools, transportation, and health care</b>			
Initial	61%	38%	+23
Final	65%	33%	+32
<b>CHANGE</b>	<b>+4</b>	<b>-5</b>	<b>+9</b>
<b>Colorado needs a better tax system that ensures the wealthy pay their fair share and that priorities like schools, transportation, and health care have the resources they need</b>			
Initial	74%	25%	+49
Final	77%	22%	+55
<b>CHANGE</b>	<b>+3</b>	<b>-3</b>	<b>+6</b>

**ABOUT THE POLL:** Global Strategy Group conducted a survey of 804 registered voters in Colorado between January 9-16, 2023. The survey had a margin of error of +/- 3.5%. The margin of error on sub-samples is greater.