

MEMORANDUM

TO: **Allstate**
FROM: **FTI Consulting**
DATE: **03 / 02 / 2015**
RE: **Allstate/National Journal Heartland Monitor XXII Denver Metro Supplement Key Findings**

This memorandum outlines key findings from a survey of adults conducted February 22-25, 2015 in Denver metro area. This supplemental survey of the Allstate/National Journal Heartland Monitor Poll investigates area residents' views on the local economy and institutions, innovation, and Denver's future. The survey was conducted among a sample of 400 adults age 18+ living in the Denver metro area, with 200 reached via cell phone and 200 reached via landline. The margin of error for a sample of 400 is +/- 4.9 in 95 out of 100 cases.

SUMMARY OF FINDINGS

In our supplemental survey of Denver metro area residents, we see a nearly identical preference for state and local institutions over national institutions and an even stronger preference for new ideas and solutions from local groups. Notably, on the question regarding approaches for improving local quality of life, Denver metro residents are more likely than Americans nationally to prefer local government investments over lower taxes.

Denver residents are considerably more positive about their local area than Americans as a whole, with 75% seeing the area as headed in the right direction and 63% thinking their local economy is Excellent or Good (compared to 66% local area right direction and 42% positive towards their local economy from the national sample).

On a series of questions specific to the Denver metro area, the survey measured a high level of positivity surrounding local growth and development. Three-in-four (74%) believe this has been positive for the area while fewer than one-in-five (18%) think it has been negative. Given further information about how the Denver area is in the top 10 fastest growing metro areas, more than three-in-five (62%) still think it has had an overall positive impact on their area. However, despite the positivity surrounding local growth, just half (50%) think the area is prepared to handle the growth and 47% believing the area is unprepared.

Other specific local issues are viewed positively by a majority of metro area residents:

- Related to the growth issue, 55% think that their local area has been positively influenced by the influx of new residents moving to the state. College-educated and upper-income residents feel especially positive about this while their lower-educated and lower-income neighbors are less sure.
- A solid majority (62%) of Denver metro residents believe that highly competitive elections for statewide and national office have been positive for their local area. Just 26% think these competitive elections have been mostly negative. The positive sentiment stretches across party lines, including 62% of Democrats, 60% of Independents, and 70% of Republicans.



We also asked a very specific issue about Colorado that yielded a popular response:

- More than half (54%) also would vote YES on a potential upcoming ballot initiative that would keep Colorado on Daylight Savings Time for the entire year. This potential initiative is popular across party lines, but opinions are split by education level. Among the half surveyed who don't have a college degree, 60% say they'd vote yes compared to just 49% of those with a degree.