



Heartland Monitor Poll XXII – Denver Metro Oversample

Sample of 400 ADULTS AGE 18+ in DENVER METRO AREA (200 on landline, 200 on cell)
(Sample Margin of Error for 400 Respondents = ±4.9% in 95 out of 100 cases)
Conducted February 22-25, 2015

18. Thinking about the major challenges facing the country, do you think there is more progress being made today at...

More Progress Being Made At...	Denver	National
The state and local level	63%	64%
The national level	15%	26%
Don't know / refused	23%	10%

19. Overall, when you think about the biggest economic and social challenges facing America, do you think new ideas and solutions are more likely to come from...

New Ideas And Solutions Come From...	Denver	National
State and Local institutions like government, businesses, and volunteer or community organizations because they are closer to the problems, are more adaptable, and have more at stake in finding solutions.	69%	69%
National institutions like the federal government, national businesses, and major non-profit organizations because they have more financial resources, experience, and long-term stability.	21%	22%
Don't know / refused	10%	10%



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And, on some specific issues and situations, which of the following do you think would do a better job, national institutions like I just described or state and local institutions?

Who Would Do A Better Job At... <i>(Among Total Sample)</i> <i>Ranked by National</i>	Denver			National		
	State & Local Institutions	National Institutions	Don't know / refused	State & Local Institutions	National Institutions	Don't know / refused
25. Making neighborhoods more attractive places to live	95%	3%	3%	89%	9%	2%
21. Improving the way we educate young people	70%	26%	5%	66%	29%	5%
24. Finding new ways to provide more opportunity to poor people	67%	29%	4%	63%	32%	6%
20. Developing new products and services that create new jobs	67%	26%	8%	63%	30%	7%
26. Improving wages and living standards for average families	53%	41%	6%	57%	39%	5%
23. Ensuring that businesses are regulated fairly and consistently	49%	44%	6%	51%	43%	6%
22. Finding new ways to save energy and improve the environment	51%	44%	4%	43%	51%	6%

Now, I'd like to ask some questions about your local area, that is the area in which you live, work, and spend most of your time.

28. Do you feel that your local area, in general, is headed in the right direction, or do you think things are seriously off on the wrong track?

Direction of Local Area	Denver	National
Right direction	75%	66%
Wrong track	19%	25%
Neither	2%	5%
Don't know / refused	4%	4%



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29. Do you approve or disapprove of the job that political leaders in your local area are doing?

<u>Local Political Leaders' Job Approval/Disapproval</u>	Denver	National
Approve	58%	60%
Disapprove	28%	31%
Don't know / refused	14%	9%

30. And, how would you rate the economy in your local area? Is it...

<u>Current State of Local Economy</u>	Denver	National
Excellent	12%	8%
Good	51%	35%
EXCELLENT / GOOD	63%	42%
Fair	29%	39%
Poor	7%	18%
FAIR / POOR	36%	57%
Don't know / refused	1%	1%

31. And over the next 12 months, do you think the economy in your local area will...

<u>Change in Local Area Economy</u>	Denver	National
Improve	48%	35%
Stay the same	42%	51%
Become worse	9%	11%
Don't know / refused	2%	2%





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49. Now, thinking broadly about how institutions like government, business, and community organizations in your local area respond to challenges and opportunities.

Do they typically offer ideas and solutions that are...

<u>Institutions Offer Ideas And Solutions That Are...</u>	Denver	National
New and forward-thinking	29%	28%
Adequate but unremarkable	40%	42%
Old and outdated	22%	21%
Don't know / refused	9%	8%

50. And, which approach would you prefer that local institutions take when faced with challenges and opportunities...

<u>Preferred Approach To Challenges And Opportunities</u>	Denver	National
Trying new ideas and solutions, even if the outcomes may be uncertain	78%	71%
Relying on tried and tested ideas and solutions, even if means a lack of new thinking	15%	20%
Don't know / refused	7%	9%

51. Which of the following do you think would do most to improve the quality of life in your local area?

<u>Improve The Quality Of Life In Your Local Area</u>	Denver	National
More local investments by government in areas like education and transportation	33%	25%
More local investments by businesses	22%	22%
Lower local and property taxes	16%	21%
A reduction in crime and illegal drugs <i>[illegal added to Denver question]</i>	13%	16%
More local volunteering in community activities	12%	10%
Don't know / refused	4%	4%



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And thinking specifically about some current issues in your local area of Colorado, please tell me if each of the following has had an overall positive impact or an overall negative impact on your local area.

Impact on Local Area	Positive	Negative	Neither	Don't know / refused
CO3. Growth and development	74%	18%	3%	5%
CO2. Highly competitive elections for statewide and national office	62%	26%	4%	7%
CO1. New residents moving to the state	55%	37%	4%	4%

CO4. Now, as you may know, the Denver metropolitan area is among the top 10 fastest-growing in the nation.

Do you believe that this growth has had an overall positive impact or an overall negative impact on your local area?

Growth Impact on Local Area	Denver
Overall Positive	62%
Overall Negative	32%
Neither	4%
Don't know / refused	2%

CO5. And, considering the challenges and opportunities posed by this growth, do you believe your local area is generally prepared or unprepared to handle this growth over the next several years?

Growth Impact on Local Area	Denver
Prepared	50%
Unprepared	47%
Don't know / refused	3%

CO6. And would you vote YES or NO on a potential upcoming ballot initiative that would keep Colorado on Daylight Savings Time for the entire year?

Daylight Savings Time Bill Yes/No	Denver
Yes	54%
No	33%
Don't know / refused	13%



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DEMOGRAPHICS

A. Gender

Gender	Denver	National
Male	49%	49%
Female	51%	51%

B. County

County	Denver
Adams County	16%
Arapahoe County	24%
City of County of Broomfield	2%
Clear Creek County	*
City or County of Denver	24%
Douglas County	10%
Elbert County	1%
Gilpin County	*
Jefferson County	22%
Park County	1%

DX. Age

Age	Denver	National
18 – 29	22%	22%
30 – 39	20%	17%
40 – 49	20%	18%
50 – 59	18%	16%
60 – 64	7%	8%
65+	13%	18%
Refused	*	1%



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D1. Which of the following best describes your current employment status?

<u>Employment Status</u>	Denver	National
Total Employed	72%	56%
Employed full-time	62%	46%
Employed part-time	10%	10%
Total Not Employed	27%	42%
Retired	14%	22%
Student	2%	7%
Homemaker	6%	5%
Unemployed and looking for work	3%	5%
Unemployed but not looking for work	2%	3%
Don't know / refused	1%	2%

D2. And, do you think of yourself as a Republican, a Democrat, an Independent, or something else?

<u>Party Affiliation</u>	Denver	National
Republican	24%	23%
Democrat	31%	25%
Total Independent / Other	43%	49%
Independent	29%	29%
Something Else	13%	18%
Other	1%	2%
Don't know / refused	2%	3%

D3. Thinking about children, which of the following describes you?

<u>Children</u>	Denver	National
Parents (multiple responses accepted)	71%	70%
I have school-age children	41%	32%
I have adult children age 18 or older	36%	45%
Non-Parents	29%	27%
I have no children but hope to one day	12%	17%
I have no children and no plans to have any	17%	11%
Don't know / refused	1%	3%



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D4. People are often classified in different economic categories. Do you consider yourself to be...

<u>Economic Status</u>	Denver	National
Upper Class	3%	2%
Upper Middle Class	20%	14%
Middle Class	47%	47%
Lower Middle Class	19%	22%
Lower Class	9%	12%
Don't know / refused	2%	3%

D5. What is the last grade of formal education you have completed?

<u>Education</u>	Denver	National
Less than high school	2%	5%
High school graduate	15%	23%
Some college/vocational school	33%	28%
College graduate	32%	28%
Post graduate	18%	14%
Don't know / refused	*	1%

D6. Please tell me which of the following categories best applies to your total annual household income?

<u>Annual Income</u>	Denver	National
Less than \$15,000	7%	11%
\$15,000 to less than \$30,000	12%	14%
\$30,000 to less than \$50,000	16%	16%
\$50,000 to less than \$75,000	15%	16%
\$75,000 to less than \$100,000	14%	13%
\$100,000 to less than \$200,000	20%	14%
\$200,000 or more	6%	3%
Don't know / refused	10%	13%



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D7. Which of the following best describes your current relationship status? Are you...

Marital Status	Denver	National
Married	52%	48%
Not married but living together with a partner	10%	8%
Single and never married	23%	22%
Divorced	10%	10%
Separated	1%	3%
Widowed	4%	6%
Don't know / refused	1%	2%

D8. What is your main ethnic or racial background?

Race/Ethnicity	Denver	National
White or Caucasian	70%	68%
Hispanic or Latino	16%	10%
African-American or Black	7%	12%
Asian-American or Asian	1%	2%
Native American	1%	1%
Other	3%	4%
Don't know / refused	2%	3%