



BOULDER COUNTY ISSUES SURVEY – 2012

Methodology

The 2012 Boulder County Issues Survey was conducted on behalf of the Boulder County by Talmey-Drake Research & Strategy, Inc., a public opinion research firm in Boulder, Colorado. The results of this survey are based upon 605 telephone interviews with Boulder County voters. Boulder County provided a random sample of voter telephone numbers, which Talmey-Drake then randomly sampled. Interviews were conducted from May 7 to 14, 2012. Quotas were established to obtain approximately equal numbers of males and females as well as approximate age and geographic distribution. Random samples of 605 have worst-case 95% confidence interval of plus or minus 4.0% about any one reported percentage.

Survey Questions

Hello, my name is _____. I'm with Talmey-Drake Research, a public opinion company in Boulder. We are conducting an interesting survey with registered voters about local issues in your community, and we would like to include your opinions. Your telephone number was selected at random.

SCREENER

- A. First, I would like to confirm that you are at least 18 years old, and registered to vote in Boulder County? *[n=605]*
- | | |
|-------------|------|
| Yes..... | 100% |
| No | -- |
| DK/NS | -- |
- B. *[Ask only if R says "No" or "DK/NS" in Screener A; else go to Screener C]* Is there someone in this household I can speak to who is at least 18 years old and is registered to vote in Boulder, Broomfield or Gilpin County?
- | | |
|-------------|--------------------------|
| Yes..... | 100% ⇒ <i>Start over</i> |
| No..... | -- ⇒ <i>Terminate</i> |
| DK/NS | -- ⇒ <i>Terminate</i> |
- C. Party Registration *[From Sample]: [n=605]*
- | | |
|-------------------|-----|
| Democrat..... | 46% |
| Republican..... | 20% |
| Unaffiliated..... | 33% |
| Other: | 1% |
- D. In which Boulder County City do you live? If you live in an unincorporated area of Boulder County, like Gunbarrel or other unincorporated areas, just say so? *[n=605]*
- | | |
|---|-----|
| Boulder | 39% |
| Erie..... | 2% |
| Gunbarrel..... | 1% |
| Lafayette..... | 8% |
| Longmont | 26% |
| Louisville | 7% |
| Superior | 5% |
| Unincorporated area/small towns of Boulder County | 12% |
- E. Sex *[Do Not Ask] [n=605]*
- | | |
|--------------|-----|
| Male | 48% |
| Female | 52% |

*An asterisk, wherever it appears, means that the result for that response rounds to less than 1%.

1. **[T]** Generally speaking, would you say things in Boulder County are going in the right direction, or do you feel things here have pretty seriously gotten off on the wrong track in the past few years?

	<u>5/12</u> [n=605]	<u>8/11</u> [n=411]	<u>4/10</u> [n=603]	<u>7/09</u> [n=600]	<u>12/06</u> [n=500]	<u>6/99</u> [n=603]	<u>4/95</u> [n=507]	<u>6/94</u> [n=300]	<u>4/92</u> [n=501]
Right direction.....	62%	54%	59%	58%	70%	59%	53%	50%	66%
Wrong track	23%	27%	27%	26%	16%	29%	37%	38%	18%
No opinion/DK/NS	15%	19%	14%	16%	14%	12%	10%	12%	16%

Next I am going to read you *[If City of Boulder, read: “two possible ballot proposals that involve tax increases that could be on this November’s election ballot. When I read you each one, assume that both ballot proposals will be on this November’s ballot. One is a new Boulder County tax to fund sustainability programs, like the EnergySmart efficiency and weatherization programs. The other is an extension of the City of Boulder Climate Action Plan tax, which funds energy efficiency and carbon reduction initiatives.” The specific language of the first proposal is:”/ If not City of Boulder, read, “one possible ballot proposal that involves a tax increase that could be on this November’s election ballot. That proposal is:”]* *[Do NOT Randomize Q2 & Q3]*

2. A ballot proposal for a new Boulder County Sustainability Tax, which would *[Ask ½ Sample A: increase in the County sales tax by point one five percent”/ Ask ½ Sample B: “increase the County property tax by 75 mills”]*, for the next ten years. This would raise the *[Ask ½ Sample A: “sales tax by one and a half cents on a ten dollar purchase”/ Ask ½ Sample B: “property tax by seven dollars for every \$100,000 of assessed value on a home”]*, to provide funding to support sustainability programs throughout Boulder County, including but not limited to, programs such as EnergySmart, which provides energy efficiency retrofit services to homes and businesses, low-income weatherization, infrastructure to increase local food production, zero waste initiatives, forest health and wildfire mitigation and county-wide transportation alternatives. If the election were held today, would you vote in favor or against this new Boulder County Sustainability tax?

	<u>Total</u> [n=605]	<u>.15%</u> [n=300]	<u>75 mills</u> [n=305]
Vote in favor.....	56%	57%	55%
Vote against.....	40%	40%	40%
Undecided at this time/Not sure	4%	3%	5%
Refused.....	--	--	--

- 2a. *[Ask only if R says “Vote in favor” in Q2; else go to Q2b]* And would you definitely vote in favor of this Boulder County Sustainability tax increase, or would you only probably vote for it?

	<u>Total</u> [n=340]	<u>.15%</u> [n=170]	<u>75 mills</u> [n=170]
Definitely vote for it.....	54%	59%	49%
Probably vote for it.....	45%	40%	50%
DK/NS.....	1%	1%	1%

- 2b. *[Ask only if R says “Vote against” in Q2; else go to Q2c]* And would you definitely vote against this Boulder County Sustainability tax increase, or would you only probably vote against it?

	<u>Total</u> [n=242]	<u>.15%</u> [n=120]	<u>75 mills</u> [n=122]
Definitely against it.....	69%	73%	65%
Probably against it.....	30%	25%	35%
DK/NS.....	1%	2%	--

2c. *[Ask only if R says "Against" in Q2; else go to Q2d]* What would you say is the number one reason that you oppose this Boulder County Sustainability tax?

	Total [n=242]	.15% [n=120]	75 mills [n=122]
Taxes too high already.....	27%	30%	25%
Unnecessary/Government shouldn't be involved with sustainability/Responsibility of individuals.....	16%	15%	17%
Don't trust the county/County wastes money.....	15%	15%	15%
Opposed to any tax increase	13%	15%	11%
Too broad/need specifics on how the money will be spent. Government should find another way/use their current resources to fund this	7%	10%	5%
6%	6%	7%	
New tax revenue should be spent elsewhere/Bad use of new tax revenue.....	6%	6%	6%
Taxes shouldn't be increased in current economic climate...	4%	3%	4%
Can't afford new taxes with current financial situation	2%	--	4%
GMO mentions.....	1%	--	2%
Other.....	8%	8%	8%
DK/NS/Refused.....	4%	3%	6%

2d. *[Ask only if R says "Undecided/not sure" in Q2; else go to Q3]* And even though you are undecided about this Boulder County Sustainability tax increase, which way are you leaning? Are you leaning towards voting in favor or against it?

	Total [n=23]	.15% [n=9]	75 mills [n=14]
Leaning towards voting in favor.....	41%	44%	40%
Leaning towards voting against	46%	45%	47%
DK/NS.....	13%	11%	13%

Summary: Q2/2a/2b/2d

	Total [n=605]	.15% [n=300]	75 mills [n=305]
Definitely vote for.....	30%	34%	27%
Probably vote for	26%	23%	28% ¹
Leaning vote for.....	2%	1%	2%
Undecided/DK/NS.....	*	*	1%
Leaning against.....	2%	1%	2%
Probably against	12%	11%	14% ²
Definitely against.....	28%	30%	26%
Refused	--	--	--

¹ "DK/NS" responses in Q2a are included in the "Probably vote for" category.

² "DK/NS" responses in Q2b are included in the "Probably against" category.

3. **[Ask only if R lives in the City of Boulder; else go to Q4]** Next is a ballot proposal to extend the City of Boulder's Climate Action Plan tax, which expires in March of 2013, for another 10 years, or until the creation of replacement efficiency programs through a new municipal electric utility, which ever comes first. This tax on residential and commercial electricity usage, which appears on Xcel energy bills, funds the City's energy efficiency and other carbon reduction initiatives. If the election were held today, would you vote in favor or against extending this tax beyond its expiration in March of 2013?
[n=232]

Vote in favor.....	57%
Vote against.....	31%
Undecided at this time/Not sure	12%
Refused	--

3a. **[Ask only if R says "Vote in favor" in Q3; else go to Q3b]** And would you definitely vote in favor of extending the City of Boulder Climate Action Plan Tax, or would you only probably vote for it? *[n=132]*

Definitely vote for it.....	54%
Probably vote for it.....	46%
DK/NS.....	--

3b. **[Ask only if R says "Vote against" in Q3; else go to Q3c]** And would you definitely vote against extending the City of Boulder Climate Action Plan Tax, or, or would you only probably vote against it? *[n=72]*

Definitely against it.....	72%
Probably against it.....	28%
DK/NS.....	--

3c. **[Ask only if R says "Undecided/not sure" in Q3; else go to Q4]** And even though you are undecided about extending the City of Boulder Climate Action Plan Tax, which way are you leaning? Are you leaning towards voting in favor or against extending the tax? *[n=28]*

Leaning towards voting in favor.....	38%
Leaning towards voting against	31%
DK/NS.....	31%

Summary: Q3/3a/3b/3c

	Total <i>[n=232]</i>
Definitely vote for.....	30%
Probably vote for.....	27% ³
Leaning vote for.....	4%
Undecided/DK/NS.....	4%
Leaning against.....	4%
Probably against.....	9% ⁴
Definitely against.....	22%
Refused	---

³ "DK/NS" responses in Q3a are included in the "Probably vote for" category.

⁴ "DK/NS" responses in Q3b are included in the "Probably against" category.

4. *[Ask only if R lives in the City of Boulder] [Ask only if R says "In favor" in both Q2 and Q3; else go to Q5]* You indicated that you would vote in favor of both the Boulder County Sustainability Tax and the City of Boulder's extension of the Climate Action Plan Tax if they were both on this November's ballot. If you had to choose between them, and could only vote for one of them, which one would you vote for? *[Randomize order]* The **[Boulder County sustainability tax / extension of the City of Boulder's Climate Action Plan tax]** or the **[Boulder County sustainability tax / extension of the City of Boulder's Climate Action Plan tax]**? *[Interviewer Instruction: If R says "Both", then explain to them that they have to choose just one. If they won't or can't, record as "Undecided" or "Refused"]* *[n=122]*

Vote for Boulder County Sustainability tax.....	58%
Vote for extending City of Boulder Climate Action Plan Tax.....	25%
Undecided at this time/Not sure	15%
Refused.....	2%

5. *[Ask only if R lives in the City of Boulder] [Ask only if R says "In favor" or "Undecided/Not sure" in Q2 and "Against" or "Undecided/Not sure" in Q3; else go to Q6]* You indicated that you **[would vote in favor of/are undecided about]** the Boulder County Sustainability Tax, and **[vote against/you are undecided on]** extending the City of Boulder's Climate Action Plan Tax, if they were both on this November's ballot. Now suppose only the extension of the City of Boulder's Climate Action Plan tax was on the ballot, and the County's Sustainability Tax was not. Now how would you vote on the extension of the City of Boulder's Climate Action Plan tax beyond its expiration in March of 2013? Would you vote in favor or against it **[, or are you still undecided]**? *[n=43]*

Vote in favor.....	14%
Vote against.....	33%
Undecided at this time/Not sure	51%
Refused.....	2%

6. *[Ask only if R lives in the City of Boulder] [Ask only if R says "In favor" or "Undecided/Not sure" in Q3 and "Against" or "Undecided/Not sure" in Q2]; else go to Q7]* You indicated that you **[would vote in favor of/are undecided about]** extending the City of Boulder's Climate Action Plan Tax, and **[vote against/you are undecided on]** the Boulder County Sustainability Tax, if they were both on this November's ballot. Now suppose only the Boulder County Sustainability Tax was on the ballot, and the extension of the City of Boulder's Climate Action Plan tax was not. Now how would you vote on the Boulder County Sustainability Tax? Would you vote in favor or against it **[, or are you still undecided]**? *[n=18]*

Vote in favor.....	16%
Vote against.....	37%
Undecided at this time/Not sure	42%
Refused.....	5%

Summary analysis of Q2-Q6: If Q2 were the only issue on the ballot
[n=232]

Vote in favor.....	62%
Vote against.....	25%
Undecided at this time/Not sure	13%

Summary analysis of Q2-Q6: If Q3 were the only issue on the ballot
[n=232]

Vote in favor.....	58%
Vote against.....	29%
Undecided at this time/Not sure	13%

7. *[Ask ½ Sample]* [CURRENT PROGRAM] On a different subject, currently Boulder County participates in a cooperative project with both Boulder County school districts and other local agencies, that addresses the social and emotional well-being of middle and high school students in order to provide services to improve the chance that students will succeed in school. While these programs in Boulder County have proven successful, the need has increased in recent years at a time the funding for these programs has been cut.

I would now like to ask you how you feel about the following proposal, which may be on a ballot in the future, but will NOT be on this November’s election ballot. The proposal is this: Would you support or oppose a *[Ask ½ Sample B: “point one” / Ask ½ Sample A: “point one five”]* percent increase in the Boulder County sales tax, which would raise the sales tax by *[Ask ½ Sample B: “one cent”/ Ask ½ Sample A: “one and a half cents”]* on a ten dollar purchase, to continue funding, at their pre-recession levels, current programs in Boulder County schools that provide services that address the social and emotional well-being of students, in order to improve the chance that students will succeed in school?

	Total [n=303]	.15% [n=111]	.10% [n=193]
Would support.....	66%	69%	65%
Would oppose	24%	24%	23%
Undecided at this time/Not sure	10%	7%	12%
Refused.....	--	--	--

- 7a. *[Ask only if R says “Would support” in Q7; else go to Q7b]* And would you definitely support this proposal, or would you only probably support it?

	Total [n=201]	.15% [n=76]	.10% [n=125]
Definitely support it	67%	61%	70%
Probably support it	32%	38%	29%
DK/NS.....	1%	1%	1%

- 7b. *[Ask only if R says “Would oppose” in Q7; else go to Q7c]* And would you definitely oppose this proposal, or would you only probably oppose it?

	Total [n=72]	.15% [n=27]	.10% [n=45]
Definitely oppose it	68%	86%	57%
Probably oppose it.....	32%	114%	43%
DK/NS.....	--	--	--

- 7c. *[Ask only if R says “Undecided/not sure” in Q7; else go to Q8]* And even though you are undecided on how you would vote on this ballot proposal, which way are you leaning? Are you leaning towards voting in favor or against this proposal?

	Total [n=31]	.15% [n=8]	.10% [n=23]
Leaning towards supporting it	44%	50%	42%
Leaning towards opposing it.....	22%	37%	16%
DK/NS.....	34%	13%	42%

Summary: Q7/7a/7b/7c

	Total [n=303]	.15% [n=111]	.10% [n=193]
Definitely support.....	44%	42%	45%
Probably support.....	22%	27%	19% ⁵
Leaning support.....	4%	3%	5%
Undecided/DK/NS.....	4%	1%	5%
Leaning oppose.....	2%	3%	2%
Probably oppose.....	8%	4%	10% ⁶
Definitely oppose.....	16%	20%	14%
Refused.....	--	--	--

8. **[Ask ½ Sample]** [EXPANDED PROGRAM] On a different subject, currently Boulder County participates in a cooperative project with both Boulder County school districts and other local agencies, that address the social and emotional well-being of middle and high school students in order to improve the chance that they will succeed in school. While these programs in Boulder County have proven successful, the need has increased in recent years at a time the funding for these programs has been cut. With additional funding, these prevention and intervention programs can be expanded to reach more students with additional services, such as programs that provide family liaisons to work with children and families with children in preschools and K-12 public schools. These programs are designed to promote positive behaviors through parent and youth education, crisis intervention, and referrals to other appropriate services.

I would now like to ask you how you feel about the following proposal, which may be on a ballot in the future, but will NOT be on this November’s election ballot. The proposal is this: Would you support or oppose a **[Ask ½ Sample B: “point one five” / Ask ½ Sample A: “point two”]** percent increase in the Boulder County sales tax, which would raise the sales tax by **[Ask ½ Sample B: “one and a half cents”/ Ask ½ Sample A: “two cents”]** on a ten dollar purchase, to provide funding to expand programs in Boulder County that address the social and emotional well-being of students in order to improve the chance that they will succeed in school?

	Total [n=302]	.20% [n=189]	.15% [n=113]
Would support.....	56%	56%	57%
Would oppose.....	36%	36%	35%
Undecided at this time/Not sure.....	8%	8%	8%
Refused.....	--	--	--

- 8a. **[Ask only if R says “Would support” in Q8; else go to Q8b]** And would you definitely support this proposal, or would you only probably support it?

	Total [n=170]	.20% [n=106]	.15% [n=64]
Definitely support it.....	61%	60%	61%
Probably support it.....	39%	40%	39%
DK/NS.....	--	--	--

⁵ “DK/NS” responses in Q7a are included in the “Probably vote for” category.⁴

⁶ “DK/NS” responses in Q7b are included in the “Probably against” category.

8b. *[Ask only if R says “Would oppose” in Q8; else go to Q8c]* And would you definitely oppose this proposal, or would you only probably oppose it?

	Total [n=108]	.20% [n=68]	.15% [n=40]
Definitely oppose it	72%	68%	79%
Probably oppose it.....	28%	32%	21%
DK/NS.....	--	--	--

8c. *[Ask only if R says “Undecided/not sure” in Q8; else go to Q9]* And even though you are undecided about whether to support or oppose this proposal, which way are you leaning? Are you leaning towards supporting or opposing this proposal?

	Total [n=24]	.20% [n=15]	.15% [n=9]
Leaning towards supporting it	40%	37%	45%
Leaning towards opposing it.....	32%	37%	22%
DK/NS.....	28%	25%	33%

Summary: Q8/8a/8b/8c

	Total [n=302]	.20% [n=189]	.15% [n=113]
Definitely support.....	34%	34%	34%
Probably support.....	22%	22%	22% ⁷
Leaning support	3%	3%	3%
Undecided/DK/NS.....	2%	2%	3%
Leaning oppose	3%	3%	2%
Probably oppose	10%	12%	8% ⁸
Definitely oppose.....	26%	24%	28%
Refused	--	--	--

9. **[T]** Generally speaking, would you say that the taxes you pay to the Boulder County government are way too high, high but acceptable, about right, or lower than you would expect for the services that the County government provides?

	5/12 [n=605]	8/11 [n=411]	5/10 [n=603]	7/09 [n=600]	6/08	7/07	5/06	4/05	6/04	4/95 [n=507]
Way too high.....	18%	15%	20%	21%	23%	24%	22%	25%	22%	16%
High but acceptable.....	41%	39%	34%	40%	37%	28%	35%	31%	31%	34%
About right.....	32%	42%	35%	32%	32%	41%	36%	37%	40%	41%
Lower than what one would expect..	6%	4%	6%	4%	4%	4%	3%	3%	4%	5%
No opinion/DK/NS	3%	--	5%	3%	4%	3%	3%	4%	3%	5%

⁷ “DK/NS” responses in Q8a are included in the “Probably vote for” category.

⁸ “DK/NS” responses in Q8b are included in the “Probably against” category.

10. Next I would like to ask you a couple of questions about the RTD FasTracks program. Originally, FasTracks was going to provide commuter rail service between Denver, Louisville Boulder and Longmont, by the year 2020. But because the projected cost of this commuter rail service has increased dramatically, going from eight hundred ninety million dollars to one point seven billion dollars, RTD recently voted to change their FasTracks plan from the originally planned commuter rail service to a rail-bus hybrid project. This decision would have postponed the building of the last segment of the rail service, which was supposed to go from Westminster to Longmont. Instead, by the year 2022, FasTracks would complete dedicated bus rapid transit and high occupancy vehicle lanes from Denver to Boulder along US 36; from Boulder to Longmont along the Diagonal Highway, and bus rapid transit along Highway 287 between Longmont and US 36, with a commitment to extend the commuter rail from Westminster to Louisville, Boulder and Longmont by 2032 if future funding becomes available. Now, RTD has decided to postpone until 2013 a decision on how to address the needs of people in Boulder County, including a possible sales tax increase. Before just now, have you read or heard anything about these changes in the plans by the RTD FasTracks program? [n=605]

Yes..... 67%
 No..... 33%
 DK/NS..... *

11. I will now read you two statements about possible options for completing FasTracks in Boulder County, and after I read both, tell me which one comes closest to how you feel. [Randomize A & B]

Statement A. [Some/Other] people say that bus rapid transit can be built much sooner, will be more convenient, more frequent and faster than commuter rail, and will carry more riders at lower cost than commuter rail. So we should invest more money now in bus rapid transit, even if means that the extension of commuter rail service between Westminster and Louisville, Boulder and Longmont will be delayed even further beyond the projected year 2032 completion date.

Statement B. [Others/Some] say that we should not be building more bus rapid transit lanes if it means delaying the time commuter rail service will be completed. After all, commuter rail service is what we originally voted for back in 2004, it will attract riders who will not ride a bus, it will be more comfortable, and is necessary for a world class region. So the sooner we can complete the commuter rail service between Westminster and Louisville, Boulder and Longmont, the better.

Which statement comes closest to how you feel—Statement A or Statement B? [n=605]

Statement A..... 26%
 Statement B..... 66%
 DK/NS..... 8%

12. Currently many residents in Boulder County have an RTD EcoPass, which allows unlimited use of bus and light rail throughout the metro area without paying a fare, except for a five dollar charge for a roundtrip bus from Boulder County to DIA, Denver’s airport. Studies clearly show that the use of an EcoPass increases the use of transit, and assists in the reduction of vehicle trips around the county and the metro area. Some people have suggested that Boulder County establish a County-wide EcoPass program, that would financially support providing an EcoPass to every resident of Boulder County.

I would now like to ask you how you feel about the following proposal, which may be on a ballot in the future, but will not be on this November’s election ballot. The proposal is this: Would you support or oppose a point two percent increase in the Boulder County sales tax, which would raise the sales tax by two cents on a ten dollar purchase, to provide funding for a county-wide EcoPass program? [n=605]

Would support.....	49%
Would oppose	43%
Undecided at this time/Not sure	8%
Refused.....	*

12a. **[Ask only if R says “Would support” in Q12; else go to Q12b]** And would you definitely support this proposal, or would you only probably support it? [n=296]

Definitely support it	57%
Probably support it.....	43%
DK/NS.....	*

12b. **[Ask only if R says “Would oppose” in Q12; else go to Q12c]** And would you definitely oppose this proposal, or would you only probably oppose it? [n=261]

Definitely oppose it	66%
Probably oppose it.....	34%
DK/NS.....	*

12c. **[Ask only if R says “Undecided/not sure” in Q12; else go to Q13]** And even though you are undecided about whether to support or oppose this proposal, which way are you leaning? Are you leaning towards supporting or opposing this proposal? [n=47]

Leaning towards supporting it	61%
Leaning towards opposing it.....	23%
DK/NS.....	16%

Summary: Q12/12a/12b/12c	
	Total [n=605]
Definitely support.....	28%
Probably support.....	21% ⁹
Leaning support	5%
Undecided/DK/NS	1%
Leaning oppose	2%
Probably oppose	15% ¹⁰
Definitely oppose.....	28%
Refused	*

⁹ “DK/NS” responses in Q8a are included in the “Probably vote for” category.

¹⁰ “DK/NS” responses in Q8b are included in the “Probably against” category.

13. [T] My final questions are about just Boulder COUNTY Open Space lands, as opposed to open space lands and programs that belong to the City of Boulder or other cities throughout Boulder County. To what extent do you approve of the Boulder County Open Space Program? Do you strongly approve of the County's open space program, mildly approve, mildly disapprove or strongly disapprove of it?

	<u>May12</u> <i>[n=605]</i>	<u>Sep11</u> <i>[n=604]</i>	<u>May10</u> <i>[n=603]</i>	<u>2002</u> <i>[n=x]</i>	<u>1997</u> <i>[n=x]</i>
Strongly approve	49%	42%	44%	53%	50%
Mildly approve.....	31%	38%	35%	28%	27%
Mildly disapprove.....	6%	7%	10%	7%	11%
Strongly disapprove	8%	4%	7%	7%	3%
Other.....	--	--	--	--	2%
DK/NS.....	6%	9%	4%	5%	7%

14. [T] I will now read you three statements about Boulder County Open Space issues. As I read each statement, please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the statement. If you don't have any feeling about the statement, one way or the other, just say so. *[Read list - randomize] [Probe to distinguish between "DK/NS" and "Neutral."]*

	<u>-----Agree-----</u>		<u>Neut</u>	<u>---Disagree---</u>		<u>DK/</u>
	<u>Strong</u>	<u>Some</u>		<u>Some</u>	<u>Strong</u>	<u>NS</u>
a. Boulder County has gone so far in terms of protecting the environment and preserving open space, that it is hurting the local economy						
May12 <i>[n=605]</i>	13%	13%	8%	25%	38%	3%
Sep11 <i>[n=604]</i>	13%	15%	7%	32%	30%	3%
May10 <i>[n=603]</i>	18%	12%	6%	28%	33%	3%
Apr92 <i>[n=504]</i>	12%	17%	4%	27%	38%	2%
b. Boulder County government should be preserving additional open space areas						
May12 <i>[n=605]</i>	30%	28%	11%	14%	14%	3%
Sep11 <i>[n=604]</i>	30%	30%	8%	15%	15%	2%
May10 <i>[n=603]</i>	40%	27%	7%	9%	16%	1%
Apr92 <i>[n=504]</i>	42%	32%	4%	12%	8%	2%
c. Open space preservation benefits our local economy						
May12 <i>[n=605]</i>	42%	26%	9%	11%	7%	5%
Sep11 <i>[n=604]</i>	39%	32%	7%	10%	7%	5%
May10 <i>[n=603]</i>	40%	26%	8%	12%	11%	3%

15. [T] Next I am going to read you a list of four different reasons for having open space land. While some people feel all reasons for having open space are important, to most people they are not all of equal importance. After I read each way open space is being used today, please tell me whether that use of open space is extremely important to you, very important, somewhat important, not too important or not at all important. The first is: *[Read list; Randomize]*

	-----Importance-----			---Not Important---		DK\
	<u>Extremely</u>	<u>Very</u>	<u>Somew't</u>	<u>Not Too</u>	<u>Not At All</u>	<u>NS</u>
a. Open space used to create buffers of undeveloped land between cities and communities						
May12 [n=605].....	24%	27%	32%	11%	5%	1%
Sep11 [n=604].....	21%	33%	32%	9%	4%	1%
May10 [n=603].....	22%	30%	29%	11%	6%	2%
2002 [n=x].....		79% ¹¹		11%	5%	5%
1997 [n=x].....		86%		10%	3%	1%
b. Open space to preserve wildlife habitat.....						
May12 [n=605].....	34%	33%	27%	4%	2%	*
Sep11 [n=604].....	29%	42%	23%	4%	2%	*
May10 [n=603].....	37%	33%	22%	4%	3%	1%
2002 [n=x].....		93%		5%	2%	1%
1997 [n=x].....		96%		3%	1%	--
c. Open space to provide trails						
May12 [n=605].....	28%	33%	30%	5%	4%	*
Sep11 [n=604].....	20%	38%	32%	6%	4%	*
May10 [n=603].....	25%	33%	28%	8%	6%	*
d. Open space to keep farm and ranch land from being developed						
May12 [n=605].....	21%	24%	30%	11%	10%	4%
Sep11 [n=604].....	19%	29%	30%	11%	7%	4%
May10 [n=603].....	20%	29%	30%	12%	5%	4%
2002 [n=x].....		89%		7%	3%	1%
1997 [n=x].....		90%		6%	2%	2%

16. [T] Next is a short list of activities that are typically done in the Boulder County Open Space lands. After I read each one, please tell me if that activity is very important to you, fairly important, not too important or not at all important. The first is: *[Read list; Randomize]*

	---Important---		----Not Important----		DK\
	<u>Very</u>	<u>Fairly</u>	<u>Not Too</u>	<u>Not At All</u>	<u>NS</u>
a. Fishing					
May12 [n=605].....	23%	29%	24%	23%	1%
May10 [n=603].....	21%	34%	23%	21%	1%
2002 [n=x].....	26%	42%	20%	9%	3%
1997 [n=x].....	33%	41%	18%	6%	--
b. Picnicking					
May12 [n=605].....	28%	41%	19%	12%	*
May10 [n=603].....	29%	47%	14%	9%	1%
2002 [n=x].....	31%	50%	15%	4%	1%
1997 [n=x].....	43%	46%	8%	3%	--

¹¹ In 2002 & 1997, the importance categories for Q15a-d were “Very” and “Fairly.” The number under the “Very” column for Q15a-d represents the combined “Very” and “Fairly” columns for those two years.

	---Important---		----Not Important----		DK/NS
	<u>Very</u>	<u>Fairly</u>	<u>Not Too</u>	<u>Not At All</u>	
c. Mountain Biking					
May12 [n=605].....	25%	30%	24%	21%	*
May10 [n=603].....	24%	37%	20%	17%	2%
2002 [n=x].....	25%	46%	20%	7%	2%
1997 [n=x].....	21%	40%	25%	13%	1%
d. Hiking					
May12 [n=605].....	63%	27%	6%	4%	--
May10 [n=603].....	64%	25%	4%	6%	1%
2002 [n=x].....	57%	34%	5%	3%	1%
1997 [n=x].....	64%	29%	4%	3%	--
e. Enjoying Nature					
May12 [n=605].....	69%	26%	3%	2%	*
May10 [n=603].....	71%	24%	3%	2%	*
2002 ¹² [n=x].....	39%	45%	10%	4%	1%
1997 [n=x].....	46%	41%	8%	4%	1%
f. Walking Dogs					
May12 [n=605].....	36%	30%	13%	20%	1%
May10 [n=603].....	36%	30%	15%	18%	1%
2002 [n=x].....	32%	41%	17%	8%	2%
1997 [n=x].....	29%	32%	22%	17%	--
g. Horseback Riding					
May12 [n=605].....	12%	22%	34%	31%	1%
May10 [n=603].....	14%	28%	26%	30%	2%
2002 [n=x].....	12%	39%	31%	14%	4%
1997 [n=x].....	15%	42%	29%	14%	1%

17. [T] Finally, I will ask you four questions about “genetically engineered crops,” often referred to as GMO’s. GMO crops are grown from seeds that have been modified to have new traits. Examples include modifications to make them more resistant to pesticides like the herbicide Round-Up so weeds can be sprayed without killing the crops, or to be more resistant to insects that can damage crops, or to be drought resistant. Before just now, had you heard of “genetically engineered crops,” or GMOs?”

	<u>May12</u> [n=605]	<u>Sep11</u> [n=604]
Yes.....	93%	92%
No.....	7%	8%
DK/NS.....	*	*

¹² Wording in 1997 and 2002 was “Nature study.”

17a. [T] [Ask only if R says “Yes” in Q17; else go to Q18] How familiar are you with “genetically modified crops,” or “GMO’s?” Would you say you are very familiar, somewhat familiar, not too familiar or not at all familiar?

	-----May12-----		-----Sep11-----	
	Q17a [n=559]	Total Sample [n=605]	Q17a [n=555]	Total Sample [n=604]
Very familiar.....	30%	28%	27%	24%
Somewhat familiar	53%	49%	53%	49%
Not too familiar.....	15%	14%	18%	17%
Not at all familiar	2%	2%	2%	2%
Haven’t heard of GMO’s [From Q17]	na	7%	na	8%
DK/NS.....	--	--	--	--

18. In 2011, after a year of formal and informal hearings held throughout the County, in which the opinions of experts on the issue, along with opinions of those opposed to or in favor of allowing GMO’s on Boulder County Open Space were heard, Boulder County Commissioners adopted a cropland policy which includes the conditional approval of some genetically engineered crops. The policy allows for the growing of GMO corn, which has been allowed since 2003, and directs staff to develop standards for the planting of GMO sugar beets. Additionally, the policy will ensure that Roundup Ready crops are not planted year-after-year and maintain crop rotation to prevent herbicide-resistant weeds from developing on public lands. Do you agree with this decision made by the Boulder County Commissioners or do you disagree with it? [n=605]

Agree with it.....	47%
Disagree with it.....	41%
Undecided/Not sure	12%

19. [T] I will now read you two short statements about genetically modified foods, called GMO’s,” and after I read you both, please tell me which statement comes closest to how you feel. The first is: [Randomize statements A & B]

Statement A: GMO’s are harmful to human health, and crop production that uses GMO technology is harmful to the environment.

Statement B: GMO’s are a scientific advance that will allow us to reduce the use of synthetic pesticides and reduce erosion and carbon footprint of farming and to better feed a rapidly growing world population.

Which statement comes closest to how you feel, Statement A or Statement B?

	-----May12-----		-----Sep11-----	
	Statement A [n=605]	Statement B [n=604]	Statement A [n=604]	Statement B [n=604]
Statement A.....	43%	41%	41%	41%
Statement B.....	42%	46%	46%	46%
DK/NS.....	15%	13%	13%	13%

20. [T] [Ask only if R says Statement A or B in Q19; else go to Demos] And when you say you prefer [Statement A / Statement B] is that because it is MUCH closer to how you feel, or do you just somewhat prefer [Statement A over Statement B/ Statement B over Statement A]?

	-----May12-----		-----Sep11-----	
	Statement		Statement	
	A [n=258]	B [n=256]	A [n=244]	B [n=280]
Much closer to how you feel.....	64%	54%	73%	62%
Just somewhat prefer Statement A/B	35%	44%	24%	36%
DK/NS.....	1	2%	3%	2%

Our last questions are about you and your family. The answers to these questions help us statistically classify the results we obtain and will only be used when combined with the hundreds of other interviews conducted for this survey.

D1. Some people are always following what's going on in politics and public affairs. Others just aren't that interested. Do you follow what's going on politically and in government all of the time, most of the time, some of the time or almost never? *[n=605]*

All of the time.....	26%
Most of the time.....	38%
Some of the time.....	30%
Almost never.....	6%
Refused.....	--
DK/NS.....	*

D2. Did you happen to vote in the 2010 general election, that included votes for Governor and US Senate and the US Congress, among others? *[n=605]*

Yes, voted.....	90%
No, didn't vote.....	10%
DK/NS.....	*

D3. Most people do not have either the time or interest in voting in off-year municipal or other elections like for City Council, the school board, or local matters. How many of these municipal, County or School elections would you say you vote in? Absolutely all of them, most of them, about half, some of them, or very few of them? *[n=605]*

All of them.....	43%
Most of them.....	24%
About half.....	11%
Some of them.....	6%
Very few of them.....	13%
None <i>[NO PROMPT]</i>	2%
DK/NS.....	1%

D4. In the past year or so, have you attended a meeting of your local school board, your City Council or County Commissioners, or a public meeting of any other City or County agency like the Planning Commission, or watched any of these meetings on a local cable channel? *[n=605]*

Yes.....	45%
No.....	55%
DK/NS/Refused.....	--

D5. Where do you get most of your information about local news stories happening here in Boulder County? Is it from: *[Read list; Randomize] [Multiple response OK] [n=605]*

Television.....	39%
Newspapers.....	74%
Internet.....	60%
Magazines.....	14%
Radio.....	38%
Talking with others.....	57%
Other source.....	11%
Don't follow local Boulder County issues.....	--
DK/NS.....	*

- D6. Have you or anyone in your household lost your job or taken a significant pay cut in the past six months? [n=605]
- | | |
|------------|-----|
| Yes..... | 18% |
| No..... | 82% |
| DK/NS..... | * |
- D7. And do you or anyone in your household fear that you may lose your job, or be required to take a pay cut at some point in the next 6 to 12 months? [n=605]
- | | |
|------------|-----|
| Yes..... | 21% |
| No..... | 77% |
| DK/NS..... | 2% |
- D8. About how long have you been registered to vote in Boulder County? [n=605]
- | | |
|-----------------------------|------|
| 5 or less years..... | 25% |
| 6-15 years..... | 34% |
| 16-25 years..... | 17% |
| 26-40 years..... | 16% |
| 41 or more years..... | 7% |
| Refused..... | 1% |
| Median number of years..... | 12.0 |
- D9. May I ask how old you are? [n=605]
- | | |
|-----------------------|------|
| 18-24 years..... | 12% |
| 25-34 years..... | 19% |
| 35-44 years..... | 17% |
| 45-54 years..... | 21% |
| 55-64 years..... | 15% |
| 65 years or more..... | 13% |
| Refused..... | 3% |
| Mean age..... | 45.6 |
| Median age..... | 45.0 |
- D10. And which of the following income groups includes your family's total annual income from all sources in 2011 [Read list except refused and DK/NS] [n=605]
- | | |
|---|-------------------|
| Up to \$20,000..... | 5% |
| \$20,000, but less than \$30,000..... | 7% |
| \$30,000, but less than \$40,000..... | 7% |
| \$40,000, but less than \$50,000..... | 8% |
| \$50,000, but less than \$60,000..... | 7% |
| \$60,000, but less than \$75,000..... | 8% |
| \$75,000, but less than \$100,000..... | 14% |
| \$100,000, but less than \$150,000..... | 16% |
| \$150,000 or over..... | 14% |
| Refused..... | 10% ⇐ Do not read |
| DK/NS..... | 4% ⇐ Do not read |

D11. Finally, so we can ensure that all groups are statistically represented, would you please tell me what racial or ethnic group or groups you consider yourself to be a member of? *[Single Response only]*
[n=605]

White/Caucasian.....	83%
Black/African-American	1%
Hispanic/Latino.....	7%
Oriental/Asian-American/Asian/Pac. islander.....	1%
American Indian/Native American	*
Multi-Ethnic/Mixed race.....	2%
Other.....	2%
Refused.....	3%
DK/NS.....	1%

Thank you for taking our survey, your answers have been extremely helpful.