



Boulder County Survey Key Findings

April 2024

Methodology

New Bridge Strategy conducted a survey among N=500 voters throughout Boulder County from April 24-30, 2024. Interviews were conducted via live telephone interviews (both cell phones and landlines) and online. Interviews were distributed proportionally throughout the county. Quotas were set for key demographic sub-groups, such as gender and age.

The survey was also translated into Spanish and respondents had the option of taking the survey in either English or Spanish.

The margin of error is $\pm 4.38\%$ for the overall sample. The margin of error will vary for sub-groups.

Key Demographics



Gender

Male	49%
Female	50%



Age

18-34	27%
35-44	16%
45-54	13%
55-64	20%
65+	23%



Ethnicity

White	83%
Voters of Color	17%

Area of County



City of Boulder	28%
Southeast Cities (Erie, Lafayette, Louisville, Superior)	25%
Longmont	29%
Unincorporated/Smaller Cities	18%



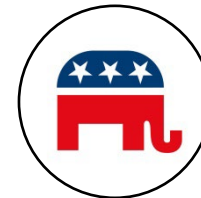
Homeowner

Own	75%
Rent/Family	25%



Education

High School or Less	10%
Some College	30%
College Grad	36%
Post Grad	24%



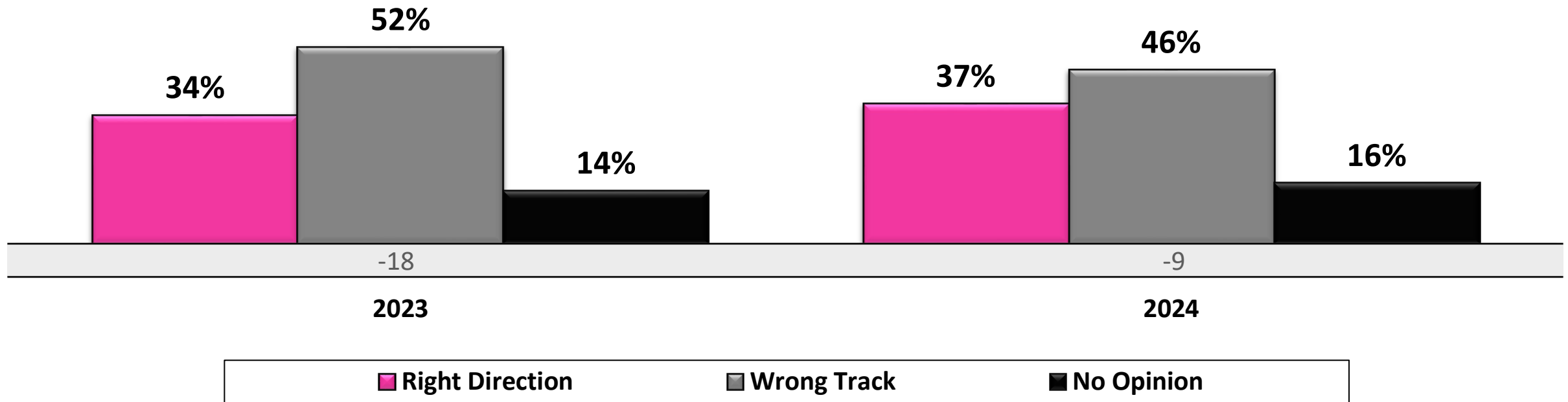
Party

Republican	13%
Independent	43%
Democrat	44%



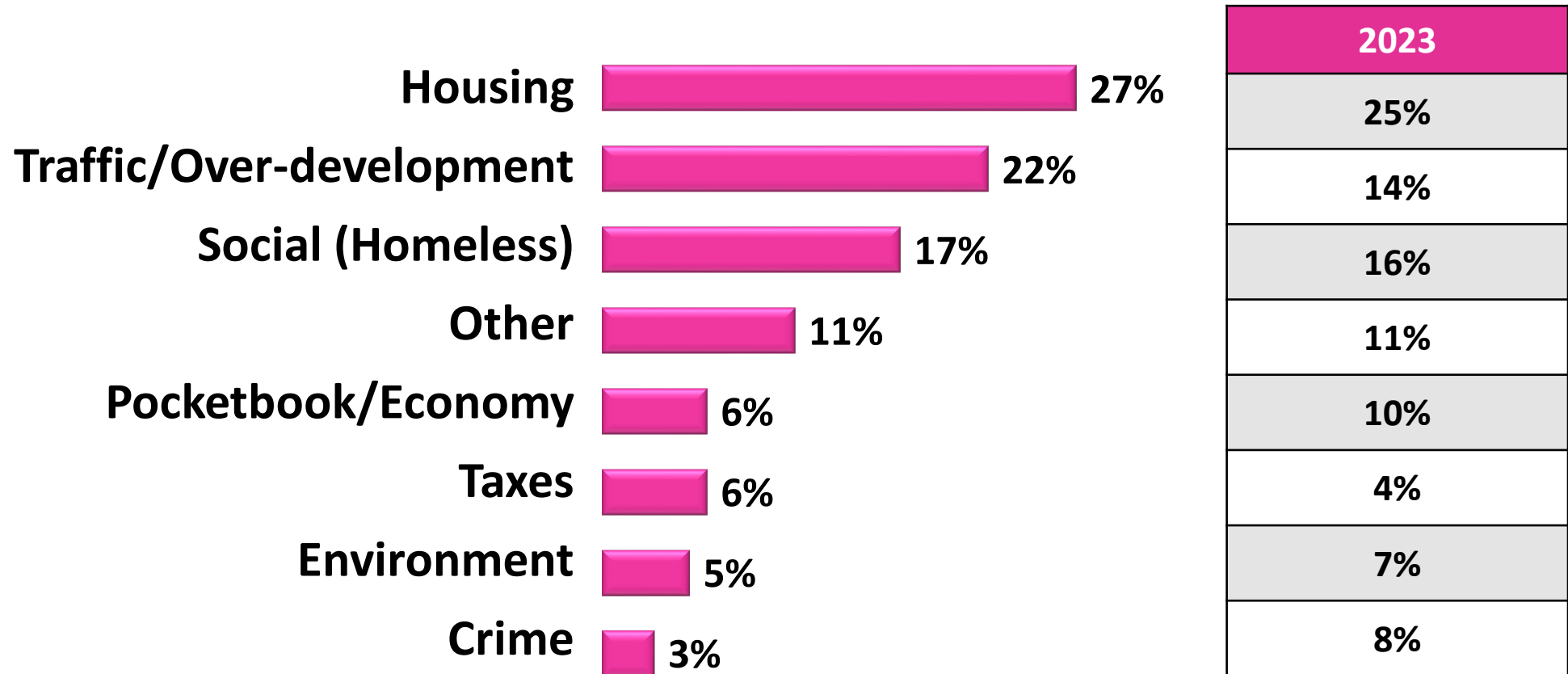
Views of the County

Views of the County are up slightly (within margin of error) from last year, with a few more saying Boulder County is headed in the right direction.



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?

Over one-quarter of voters say the most important problem facing Boulder County is housing, followed by traffic and over-development. This is fairly consistent with last year's data.



What would you say is the single MOST important problem facing Boulder County?

Traffic/over-development, homelessness and housing are the top issues among voters who say the County is on the wrong track.

	Wrong Track
Traffic/Over-development	28%
Social (Homeless)	20%
Housing	15%
Taxes	7%
Pocketbook/Economy	5%
Crime	5%
Environment	1%
Education	0%
Health Issues	0%

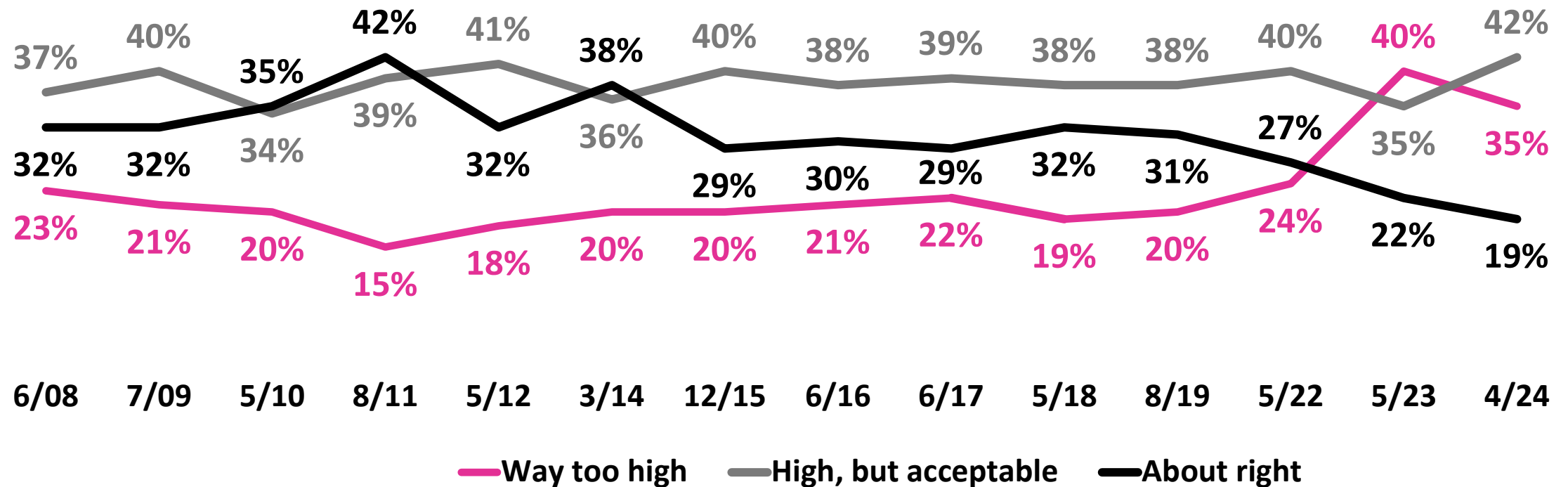
What would you say is the single MOST important problem facing Boulder County?

**Most voters say taxes are about right or high, but acceptable.
However, over a third say they are way too high.**



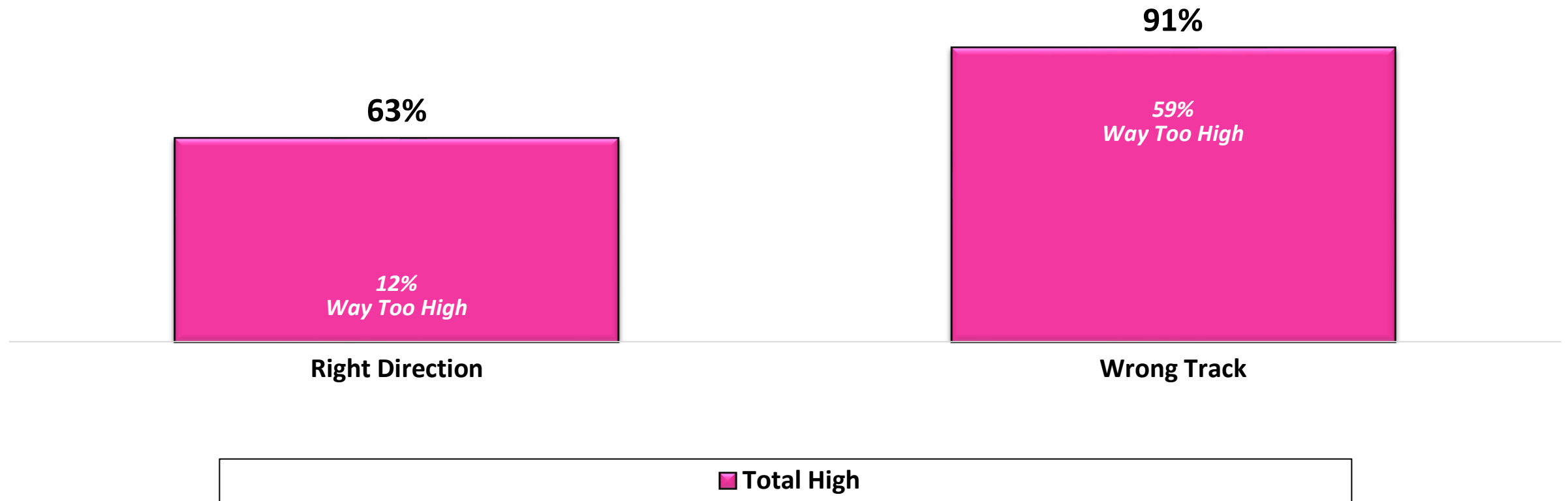
Now thinking about just the taxes you pay to Boulder County today, would you say that the taxes you pay to the County government are way too high, high but acceptable, about right, or lower than you would expect for the services the County government provides?

A few more voters compared to 2023 say taxes are high, but acceptable.



Now thinking about just the taxes you pay to Boulder County today, would you say that the taxes you pay to the County government are way too high, high but acceptable, about right, or lower than you would expect for the services the County government provides?

Voters who think the county is on the wrong track are much more likely to say taxes are too high.



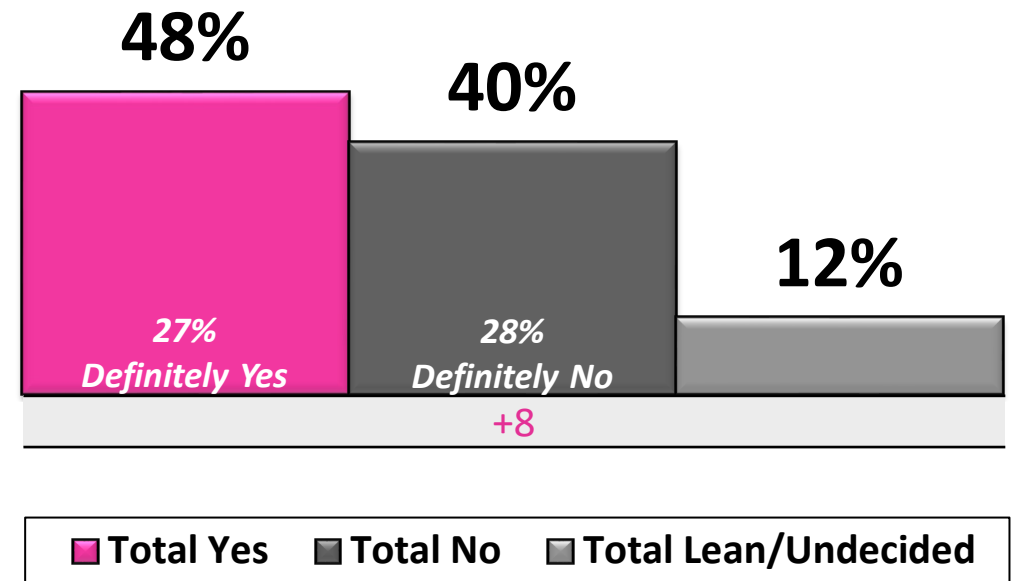
Now thinking about just the taxes you pay to Boulder County today, would you say that the taxes you pay to the County government are way too high, high but acceptable, about right, or lower than you would expect for the services the County government provides?



Potential Ballot Question to Fund Mental Health Services

The lower tax increase amount does not reach the 50 percent “yes” threshold.

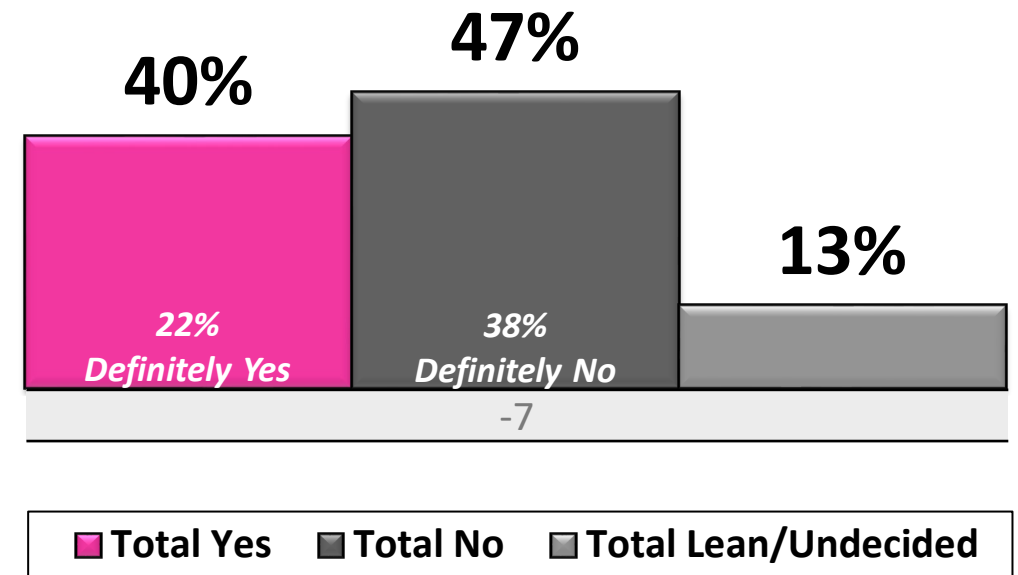
Shall Boulder County property taxes be increased by \$11,489,649 through an increase in the property tax mill levy of one mill, which would increase taxes by \$6 per \$100,000 in property value, for the purpose of providing early intervention and treatment that addresses mental health and substance use disorders to increase community wellness for youth, families, and adults?



Sample A (N=250)

However, the lower amount performs better than the \$22M amount we tested, which receives almost a majority saying they would vote “no.”

Shall Boulder County property taxes be increased by \$22,979,298 through an increase in the property tax mill levy of two mills, which would increase taxes by \$12 per \$100,000 in property value, for the purpose of providing early intervention and treatment that addresses mental health and substance use disorders to increase community wellness for youth, families, and adults?



Sample B (N=250)

Those who say they would vote yes see a need to help with mental health and addiction; many connect it to substance abuse/addiction and homelessness.

	# of mentions
Mental health issues/crisis	87
Substance abuse/addiction	34
Homelessness	30
Importance of early intervention	9
Reasonable/small tax increase	9
Need for more support/resources	8
Improves quality of life/well-being	6
Reduces crime	6
Lack of affordable housing	3
Affects the whole community	3

“More drug treatment is needed, and the bill focuses on early intervention which is the best time to help folks who are drug addicted.”
Male, Age 18-34, Independent

“Mental health and rehabilitation help get people off the street and out of parks.”
Male, Age 55-64, Republican

“People struggling with mental health issues need support. We do not currently have appropriate facilities to take all who need support into care.”
Female, Age 45-54, Democrat

What are the one or two main reasons why you would vote Yes on this proposal?

COMBINED RESPONSES

NEW BRIDGE STRATEGY

Those who say they would vote no are opposed to new taxes.

	# of mentions
Property taxes are already too high / can't afford more taxes	71
Don't trust the government to spend the money effectively	12
Taxes are already high enough in general	11
Should find alternative funding sources instead of raising property taxes	10
Raising property taxes will make housing less affordable / increase cost of living	8
Mental health and substance abuse problems can't be solved just by increasing funding	7
Increased property tax revenue should be enough to cover these services	6
Addressing homelessness should be a higher priority	5
Influx of homeless people from other areas is a problem	4
Retired/senior citizens on fixed incomes can't afford property tax increases	4

“Boulder taxes are already way too high and supporting many invaluable projects without also even maintaining city streets. Let's get the basics covered with our overflowing funds from an astronomical taxable base.”

Female, Age 18-34, Democrat

“Property taxes have already gone up so much I can barely keep up financially as it is.”

Male, Age 35-44, Democrat

“It is not the taxpayer's responsibility to provide these types of services. Many of these issues can be addressed as prevention rather than cure.”

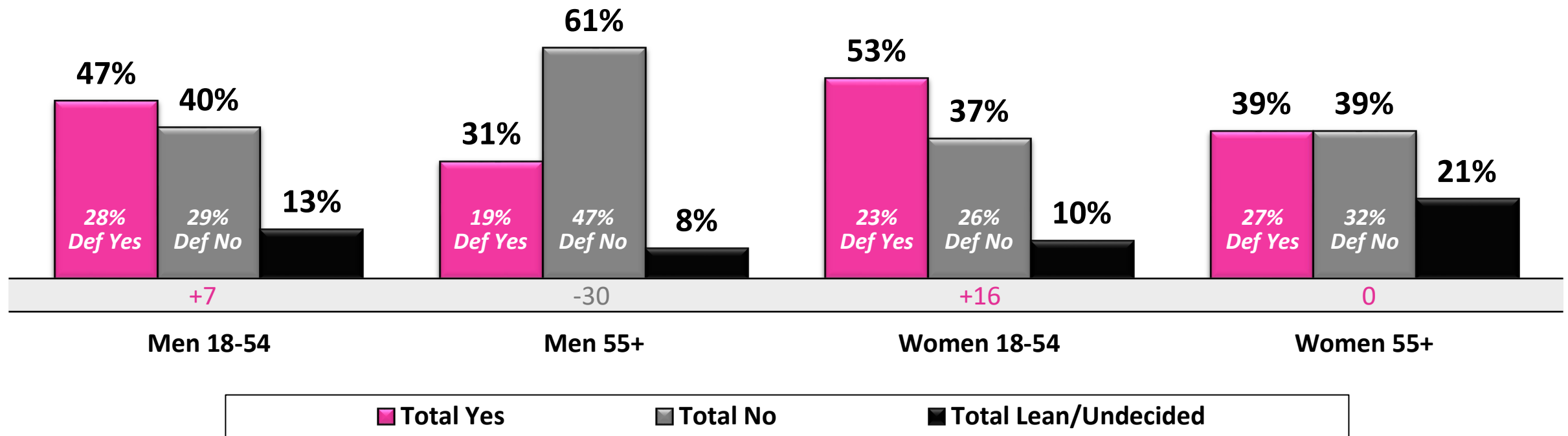
Female, Age 55-64, Republican

What are the one or two main reasons why you would vote No on this proposal?

COMBINED RESPONSES

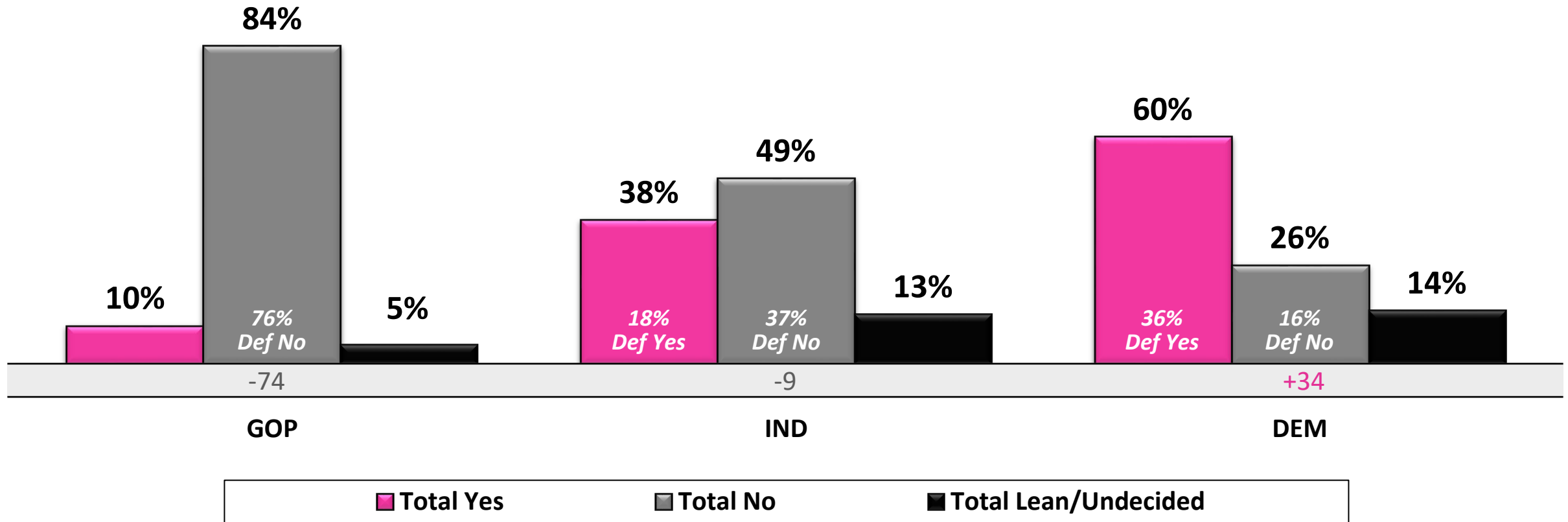
NEW BRIDGE STRATEGY

We combined the two variations of the proposal to have greater confidence in sub-groups. Younger voters are more likely to support the proposal; older men are least supportive.



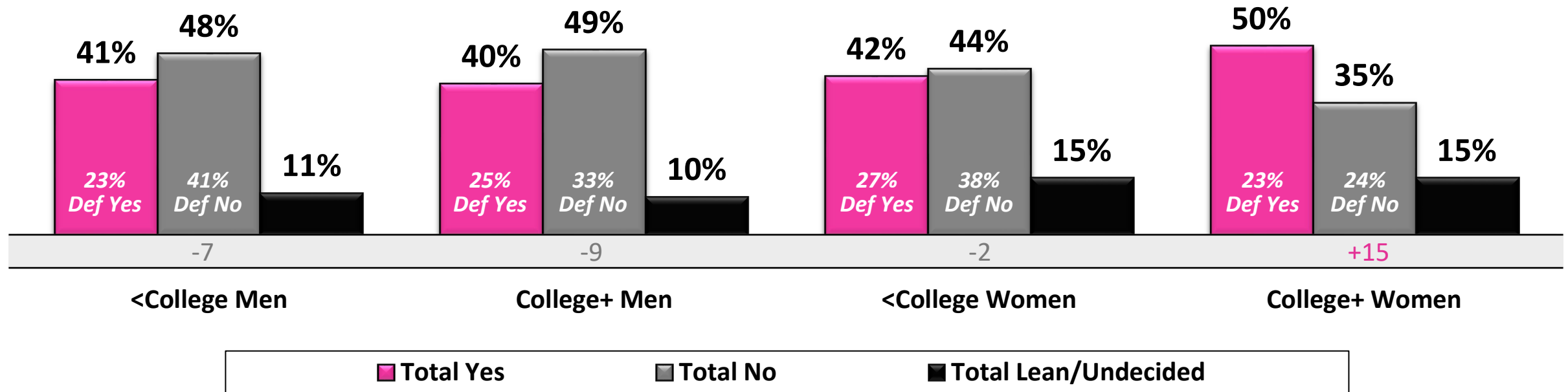
There may be a proposal on the ballot here in Boulder County in the future – please consider it carefully as some of the language is technical. If the election were being held today would you vote yes or no on a proposal that reads as follows...

Democrats are most likely to say they would vote yes on the proposal. Independents are more likely to say they would vote no.



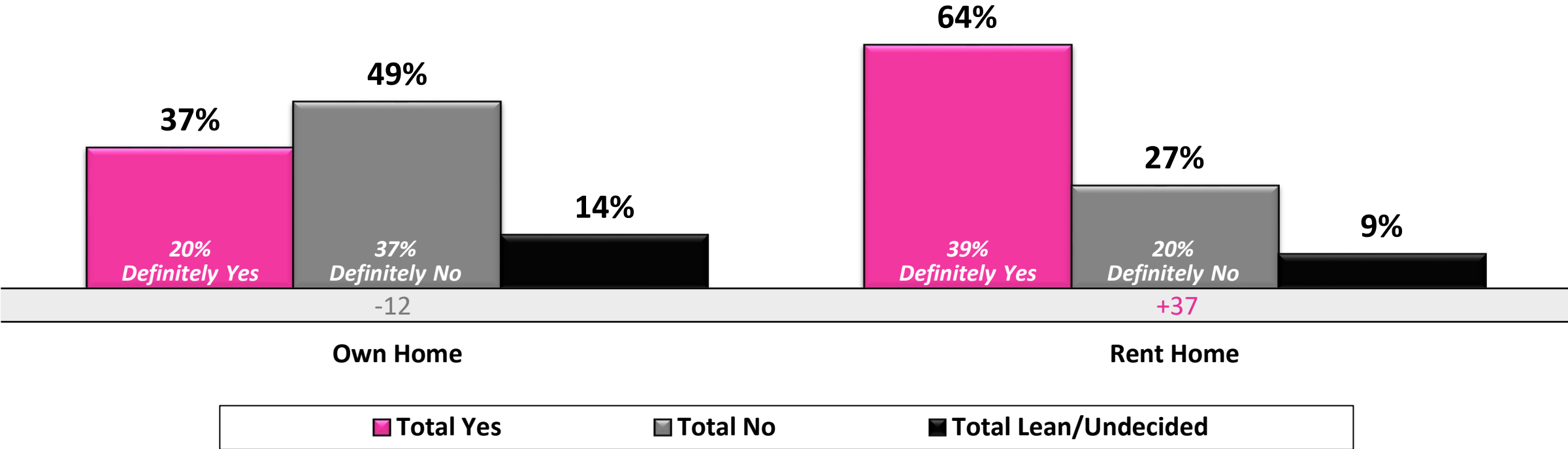
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College-educated women are most likely to support the proposal.



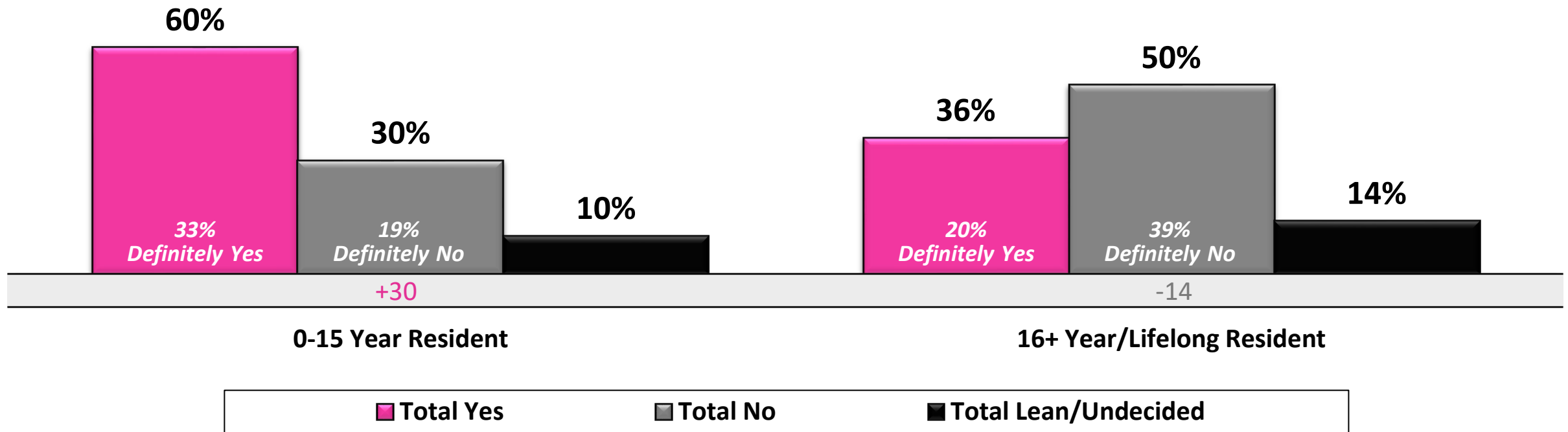
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Renters are more likely to support the proposal, including four-in-ten who would definitely vote for it.



There may be a proposal on the ballot here in Boulder County in the future – please consider it carefully as some of the language is technical. If the election were being held today would you vote yes or no on a proposal that reads as follows...

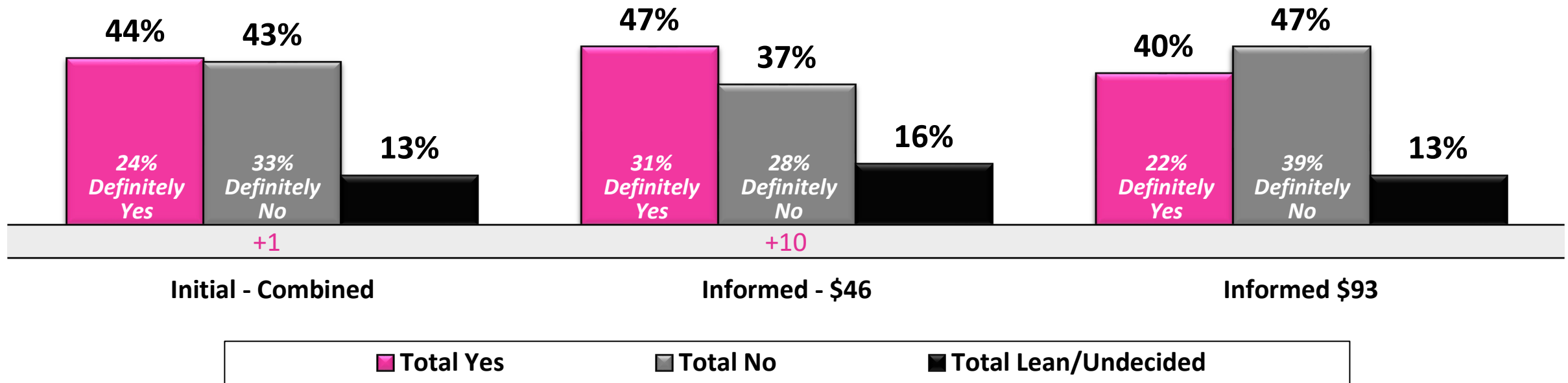
Three-in-five newer residents say they would vote yes.



There may be a proposal on the ballot here in Boulder County in the future – please consider it carefully as some of the language is technical. If the election were being held today would you vote yes or no on a proposal that reads as follows...

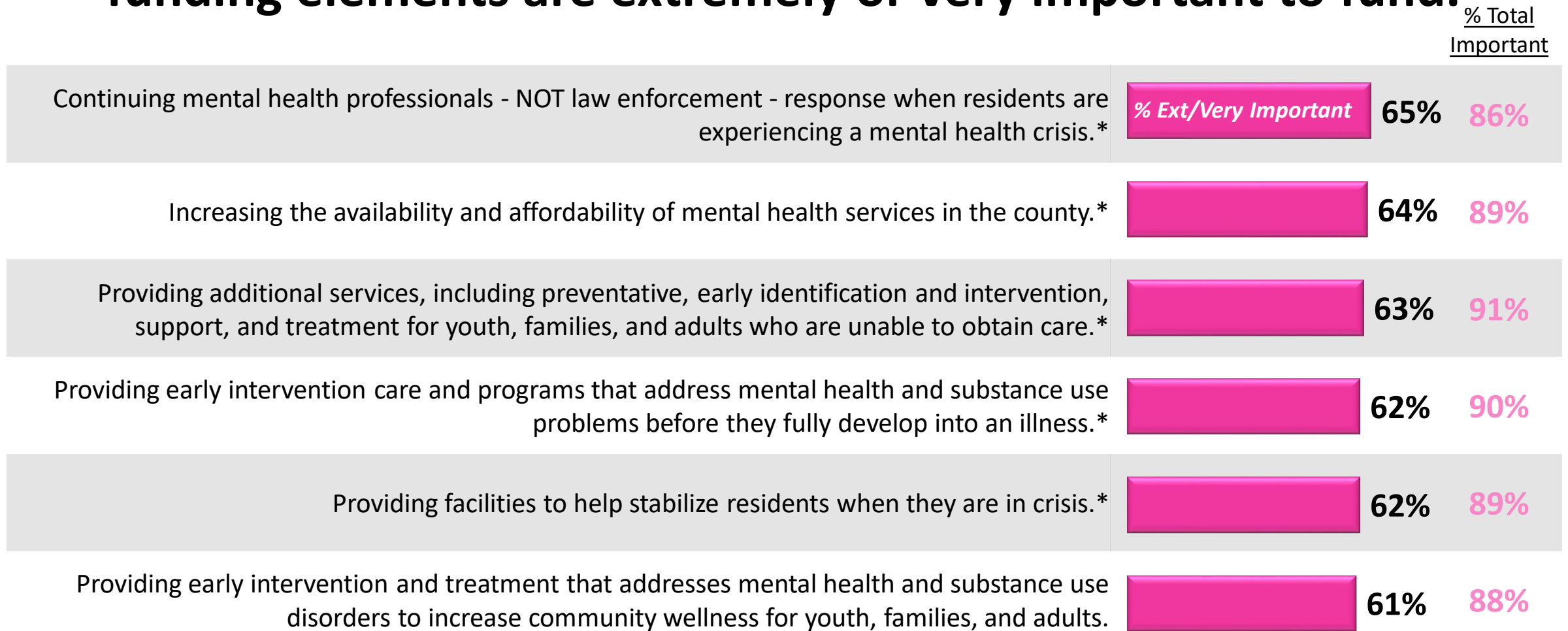
When voters hear the personal financial impact of the tax, support for the proposal does not change much.

If voters approve this measure, it would raise property taxes by approximately \$46 [SAMPLE A] or \$93 [SAMPLE B] per year for the average County homeowner. Knowing that, would you then vote Yes in support of the proposal or vote No against it?



Knowing that, would you then vote Yes in support of the proposal or vote No against it?

A solid majority of County voters say that many of the potential funding elements are extremely or very important to fund.



There are a number of different things which could be funded by the County in the future. Knowing that not everything can be equally important, please indicate for each one of the following, how important it is to you that this particular item be funded by the County. Is it...extremely important, very important, somewhat important, or not important... to you that that particular item be funded?

* Sample A (N=250)

** Sample B (N=250)

NEW BRIDGE STRATEGY

Majorities also find these items important to fund.

	% Ext/Very Important	% Total Important
Providing more services to help stabilize residents when they are in crisis.**	60%	88%
Increasing access to emergency and inpatient facilities where residents can receive appropriate care.**	56%	89%
Providing navigation support to help connect youth, parents, and residents with affordable mental health care.**	54%	85%
Increasing the availability and affordability of substance use disorder services in the county.**	54%	82%
Providing training and assistance to schools, non-profits organizations and other groups to ensure there are trusted places people can learn about access to mental health and substance use disorder care.**	48%	83%
Providing culturally responsive mental health services that meet the needs of diverse County residents.*	48%	79%

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* Sample A (N=250)

** Sample B (N=250)

NEW BRIDGE STRATEGY

The three funding items we tested both last year and this year stayed relatively consistent in terms of how important voters deem each.

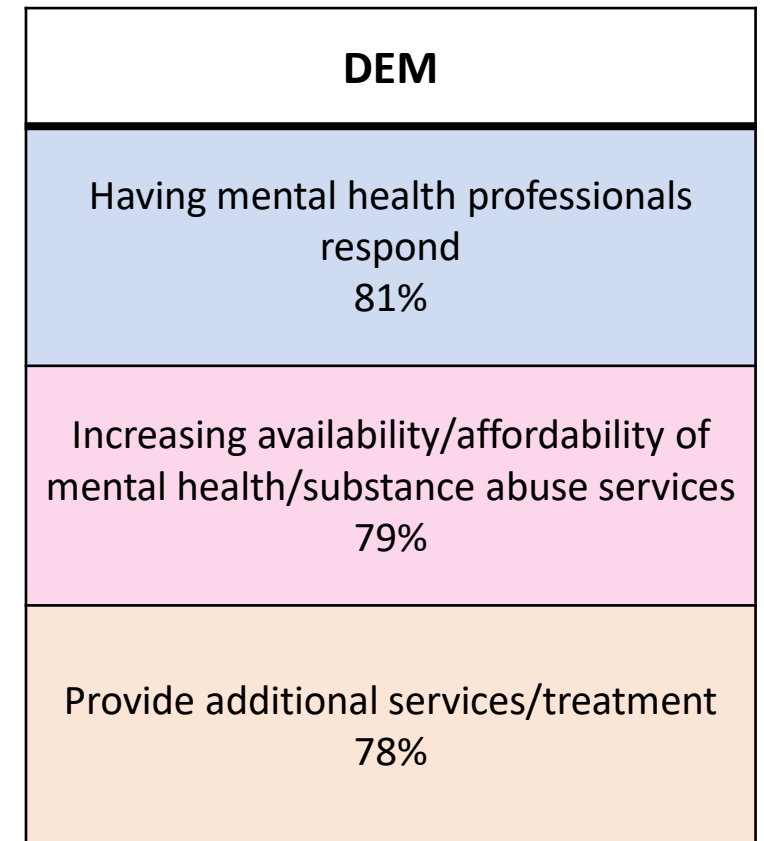
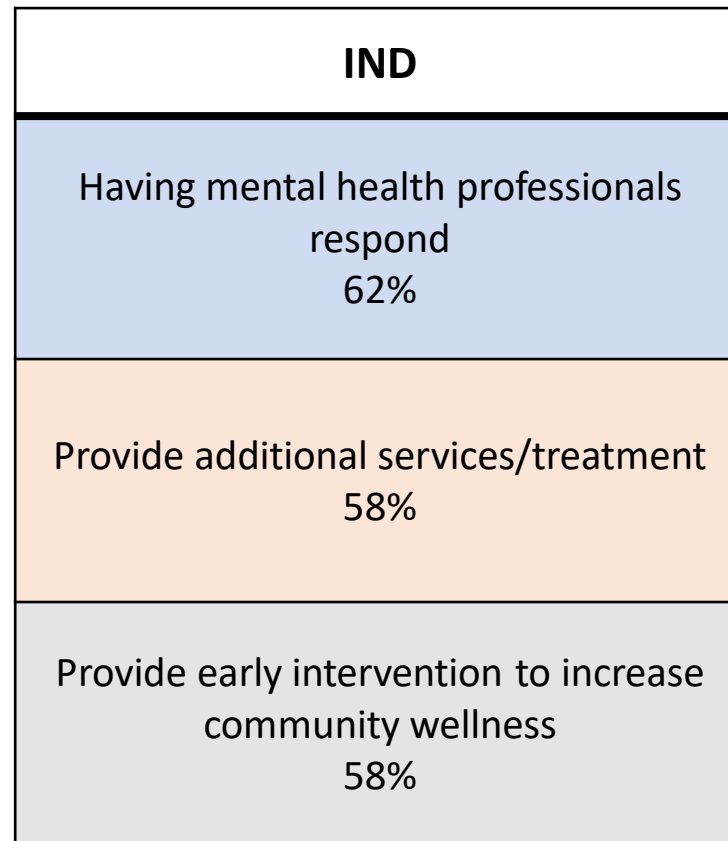
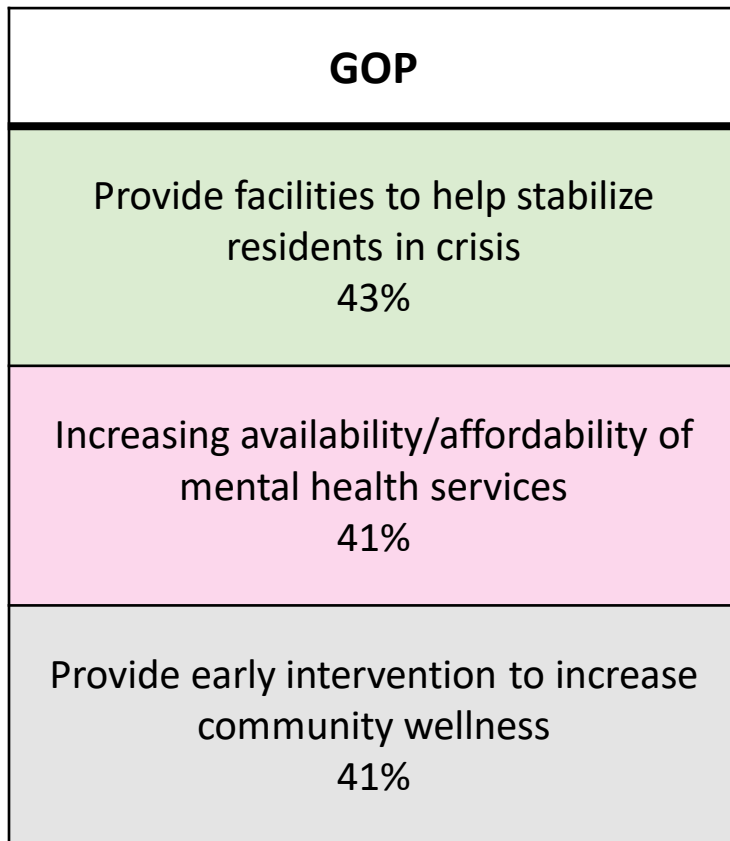
<i>% Extremely Important</i>	2023	2024
Increasing the availability and affordability of mental health services in the county.*	64%	64%
Providing additional services, including preventative, early identification and intervention, support, and treatment for youth, families, and adults who are unable to obtain care.*	65%	63%
Providing more services to help stabilize residents when they are in crisis.**	63%	60%

There are a number of different things which could be funded by the County in the future. Knowing that not everything can be equally important, please indicate for each one of the following, how important it is to you that this particular item be funded by the County. Is it...extremely important, very important, somewhat important, or not important... to you that that particular item be funded?

* Sample A (N=250)

** Sample B (N=250)

The funding items resonate better with Independents and Democrats than with Republicans.



Showing % Extremely/Very Important

There are some distinctions by gender, with women more likely to find these funding items extremely or very important.

Men 18-54	Men 55+	Women 18-54	Women 55+
Having mental health professionals respond 65%	Provide early intervention to increase community wellness 50%	Provide early intervention to increase community wellness 78%	Increasing availability/affordability of mental health services 73%
Provide early intervention to increase community wellness 63%	Provide facilities to help stabilize residents in crisis 49%	Provide facilities to help stabilize residents in crisis 76%	Having mental health professionals respond 70%
Provide additional services/treatment 63%	Increasing availability/affordability of mental health services 48%	Increasing availability/affordability of mental health services 76%	Provide additional services/treatment 69%

Showing % Extremely/Very Important

There are some differences across the County as well.

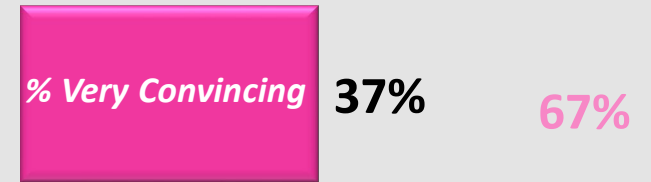
City of Boulder	Southeast Cities	Longmont	Unincorporated/Smaller Cities
Provide additional services/treatment 75%	Having mental health professionals respond 74%	Increasing availability/affordability of mental health services 64%	Provide facilities to help stabilize residents in crisis 54%
Increasing availability/affordability of mental health services 74%	Provide early intervention to increase community wellness 67%	Provide services to stabilize residents in crisis 63%	Provide services to stabilize residents in crisis 53%
Having mental health professionals respond 74%	Provide additional services/treatment 67%	Navigation Support 60%	Provide early intervention to increase community wellness 52%

Showing % Extremely/Very Important

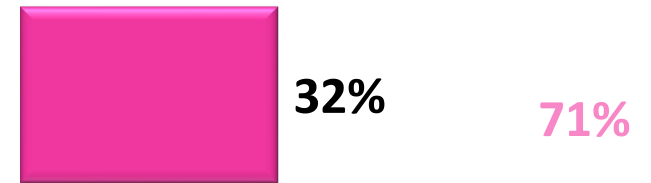
Over a third of voters find these three statements in support of the funding measure the most compelling as reasons to vote yes.

% Total
Convincing

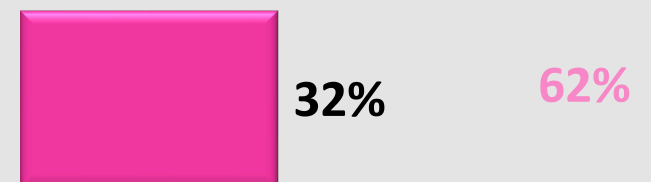
According to a 2021 survey of middle and high school students, nearly 40 percent of Boulder County youth reported feeling so sad and hopeless they stopped usual activities, and nearly one-in-six said they had seriously contemplated suicide in the past year. This proposal will help our schools and community organizations better address this mental health crisis among our young people.



Providing treatment for mental health and substance use disorders can reduce involvement with the criminal justice system, saving money on jails and prisons, keeping people employed, connected with their families, and improving quality of life.



In 2022, Mental Health America ranked Colorado 51st for Adult Mental Health behind all other states and the District of Columbia. Too many people are suffering and going without care, with cost being a primary barrier. We can help more people obtain the affordable care they need through this proposal.

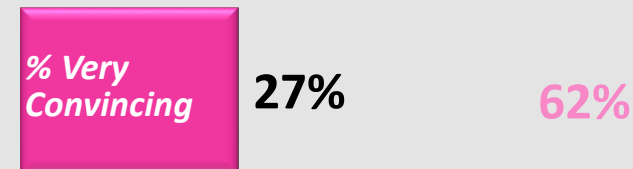


I am going to read you some reasons some people say we should vote YES in favor of a potential ballot proposal to fund mental health care in Boulder County. After I read each one, please tell me whether that statement is very convincing, somewhat convincing, not too convincing or not at all convincing as a reason to vote YES, IN FAVOR OF that proposal...

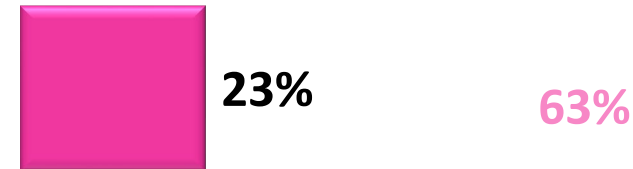
These support statements are not quite as compelling to voters, but still receive at least almost a bare majority saying they are convincing.

% Total Convincing

There is currently a shortage of mental health providers in our community, leading to long waits for mental health services. Investments in recruiting and retaining mental health professionals will increase the availability of mental health care in the county.



By investing in treatment for problems with use of substances such as alcohol and non-prescription drugs, we can help reduce people's suffering while also reducing the burden on our criminal justice system and homeless services.



Our community has experienced extreme levels of stress due to COVID, disasters, gun violence, inflation, and other factors, which have increased the need for mental health services.



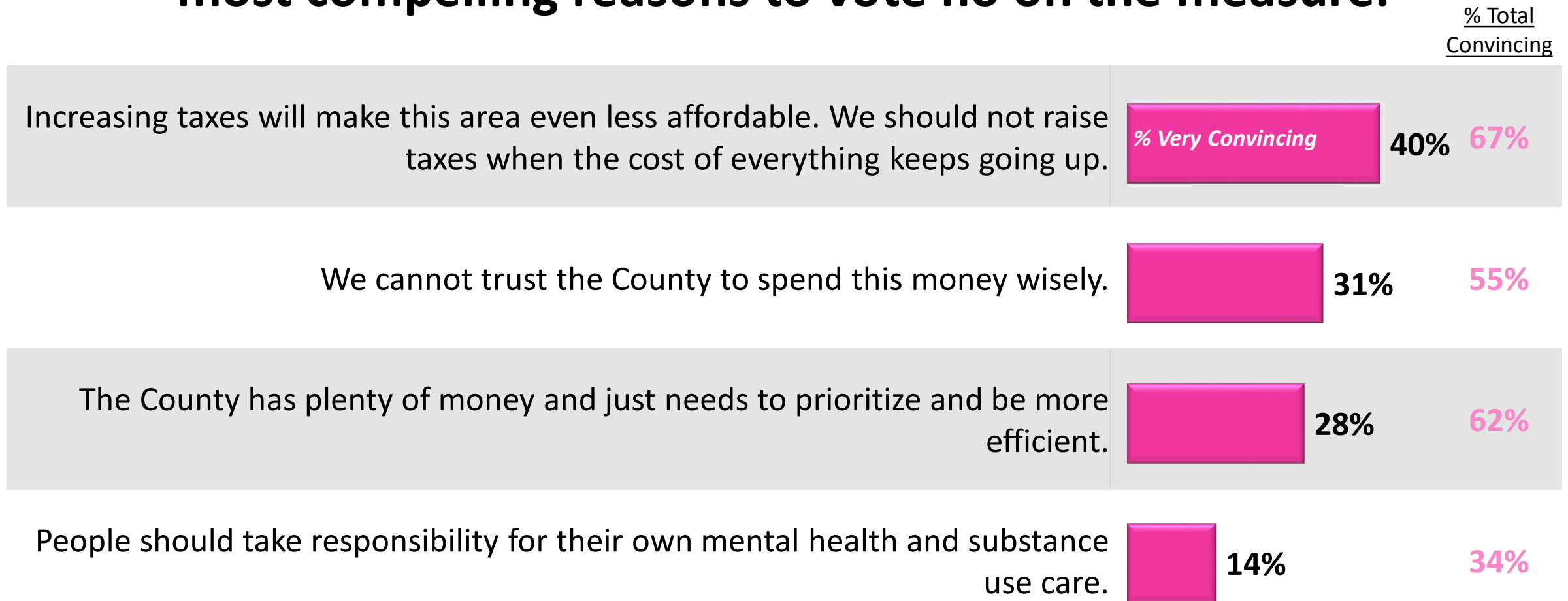
I am going to read you some reasons some people say we should vote YES in favor of a potential ballot proposal to fund mental health care in Boulder County. After I read each one, please tell me whether that statement is very convincing, somewhat convincing, not too convincing or not at all convincing as a reason to vote YES, IN FAVOR OF that proposal...

Women across all age groups find the statement about Boulder youth the most compelling reason to vote yes.

<i>% Very Convincing</i>	Men 18-54	Men 55+	Women 18-54	Women 55+
40% of Boulder youth reported feeling sad/hopeless	38%	20%	45%	44%
Mental Health America ranked CO 51 st for mental health	32%	23%	34%	41%
Reduce involvement with justice system	39%	12%	35%	37%
Shortage of mental health providers	21%	19%	32%	35%
Investing in substance use services	28%	11%	22%	31%

I am going to read you some reasons some people say we should vote YES in favor of a potential ballot proposal to fund mental health care in Boulder County. After I read each one, please tell me whether that statement is very convincing, somewhat convincing, not too convincing or not at all convincing as a reason to vote YES, IN FAVOR OF that proposal...

Cost of living concerns and a lack of trust in the County are the two most compelling reasons to vote no on the measure.



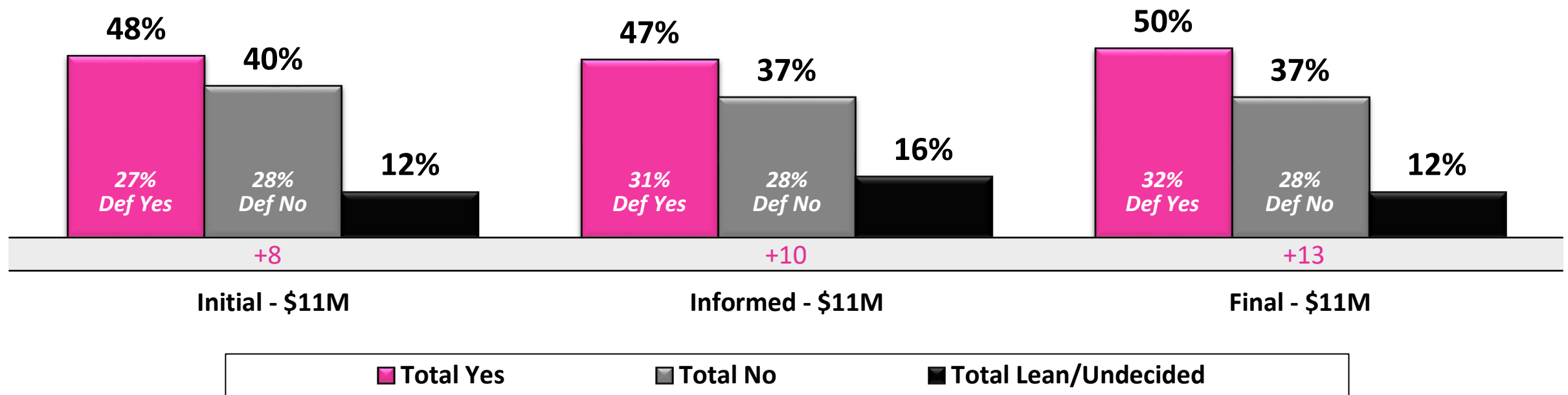
I am going to read you some reasons some people say we should vote NO against a potential ballot proposal to fund mental health care in Boulder County. After I read each one, please tell me whether that statement is very convincing, somewhat convincing, not too convincing or not at all convincing as a reason to vote No against that proposal...

The cost of everything going up is the most convincing reason to vote no across party lines and regardless of age.

<i>% Very Convincing</i>	GOP	IND	DEM	Men 18-54	Men 55+	Women 18-54	Women 55+
Cost of everything going up	74%	42%	26%	37%	46%	38%	39%
Cannot trust County to spend money wisely	67%	32%	19%	27%	35%	33%	28%
Plenty of money	59%	29%	18%	26%	35%	25%	27%
People should take responsibility	41%	16%	3%	13%	26%	9%	10%

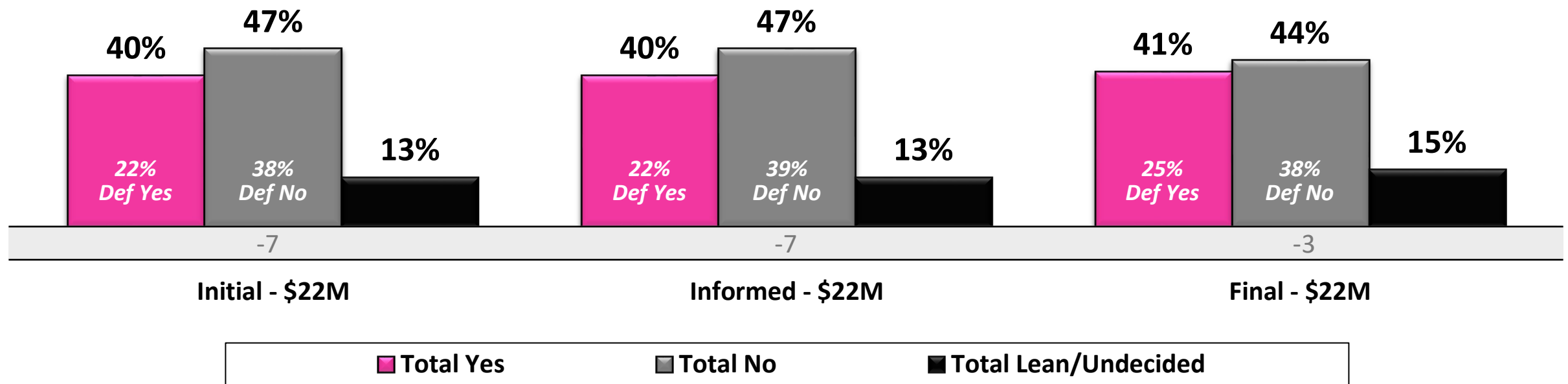
I am going to read you some reasons some people say we should vote NO against a potential ballot proposal to fund mental health care in Boulder County. After I read each one, please tell me whether that statement is very convincing, somewhat convincing, not too convincing or not at all convincing as a reason to vote No against that proposal...

The lower tax amount actually ends up reaching bare majority support, but almost two-in-five still say they would vote no.



Having heard more about this please consider this proposal again. If the election were being held today would you vote yes or no on a proposal that reads as follows...

After learning more, the higher tax amount does not reach a majority saying they would vote yes. In fact, it barely gains any support over the course of the survey.



Having heard more about this please consider this proposal again. If the election were being held today would you vote yes or no on a proposal that reads as follows...



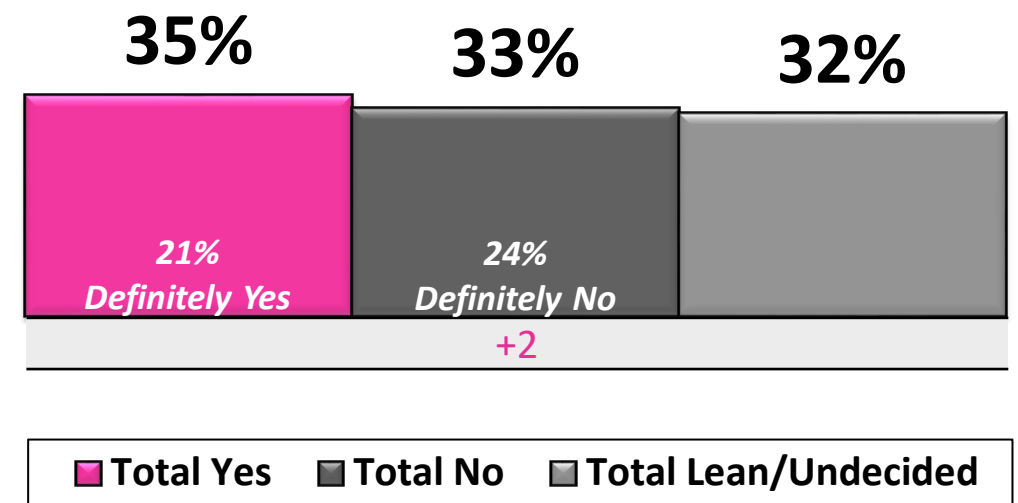
Potential Worthy Cause Sales and Use Tax Ballot Question

Voters are split on extending the proposal in perpetuity and allowing funding to go to operational expenses.

Thinking about some other questions that could appear on the ballot in the future. If the election were being held today, would you vote Yes or No on the following question...

*With no increase in any county tax, shall the county's existing .05% Boulder County Worthy Cause sales and use tax approved in 2017 (ONLINE ONLY: pursuant to resolution No. 2017-89) **which would otherwise expire at the end of 2033 be extended in perpetuity** and shall the purposes of the tax, which currently provides funding to non-profit organizations only for capital expenditures, be modified to also allow funding to non-profit organizations' operational expenses?*

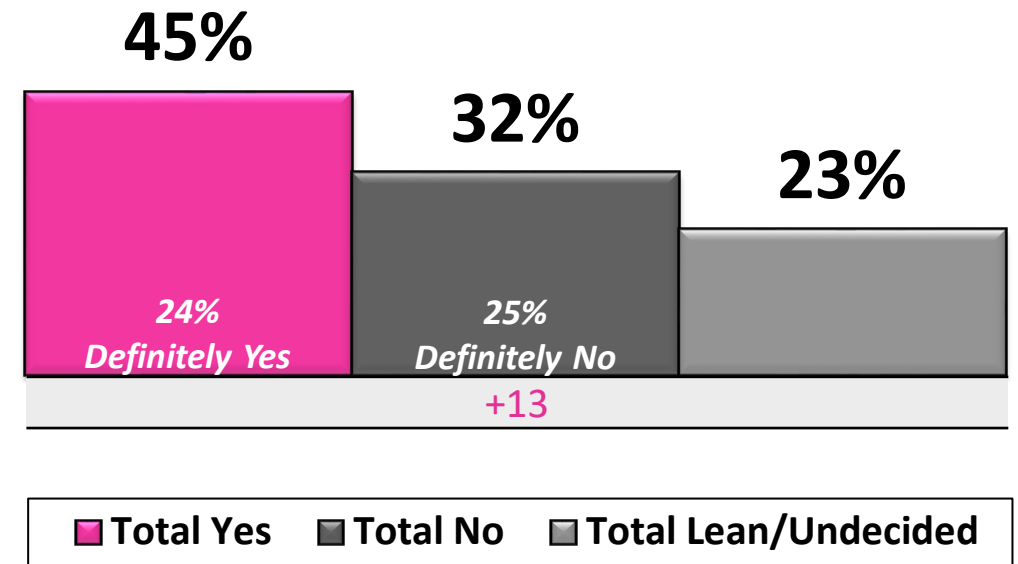
Sample A (N=250)



Voters are more likely to vote for the proposal if there is no mention of extending the measure in perpetuity, but it still doesn't reach majority support.

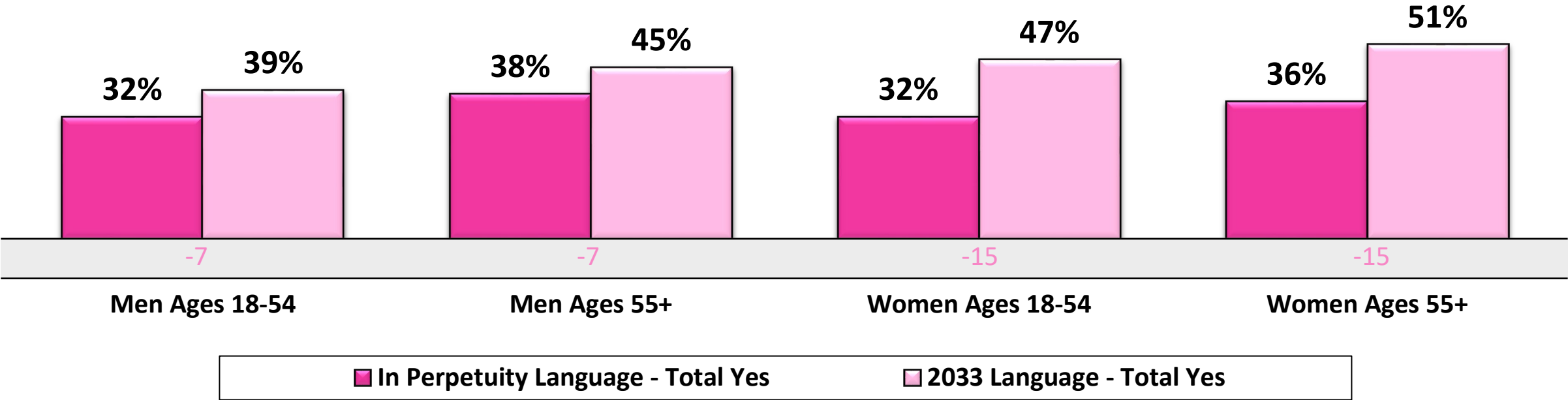
Thinking about some other questions that could appear on the ballot in the future. If the election were being held today, would you vote Yes or No on the following question...

*With no increase in any county tax, shall the purposes of the county's existing .05% Boulder County Worthy Cause sales and use tax approved in 2017 (ONLINE ONLY: pursuant to resolution No. 2017-89), **which runs through 2033** and which currently provides funding to non-profit organizations only for capital expenditures, be modified to also allow funding to non-profit organizations' operational expenses?*



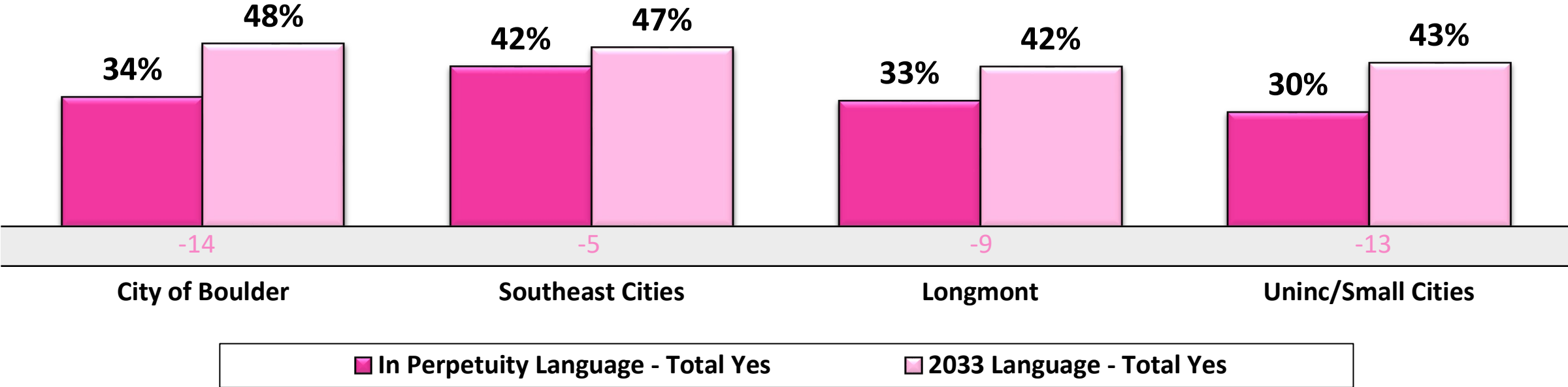
Sample B (N=250)

The “in perpetuity” language hovers in the mid-30’s across all gender and age groups.



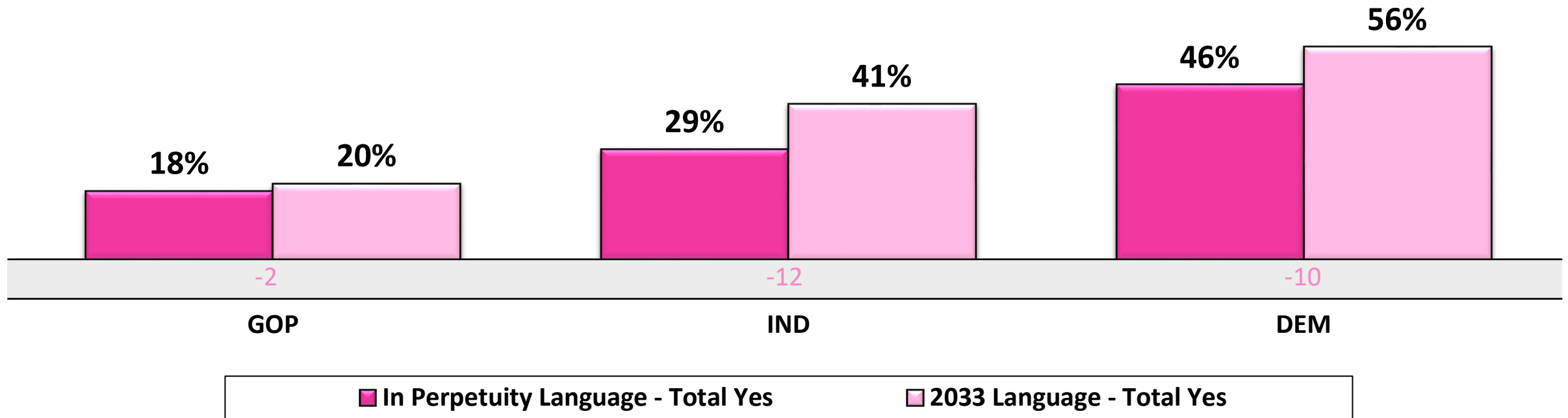
Potential Worth Cause Sales and Use Tax Ballot Questions

Support peaks for the “in perpetuity” version of the proposed ballot in the Southeast region of the County.



Potential Worth Cause Sales and Use Tax Ballot Questions

Independents and Democrats respond more favorably towards the language that doesn't include the "in perpetuity" language.



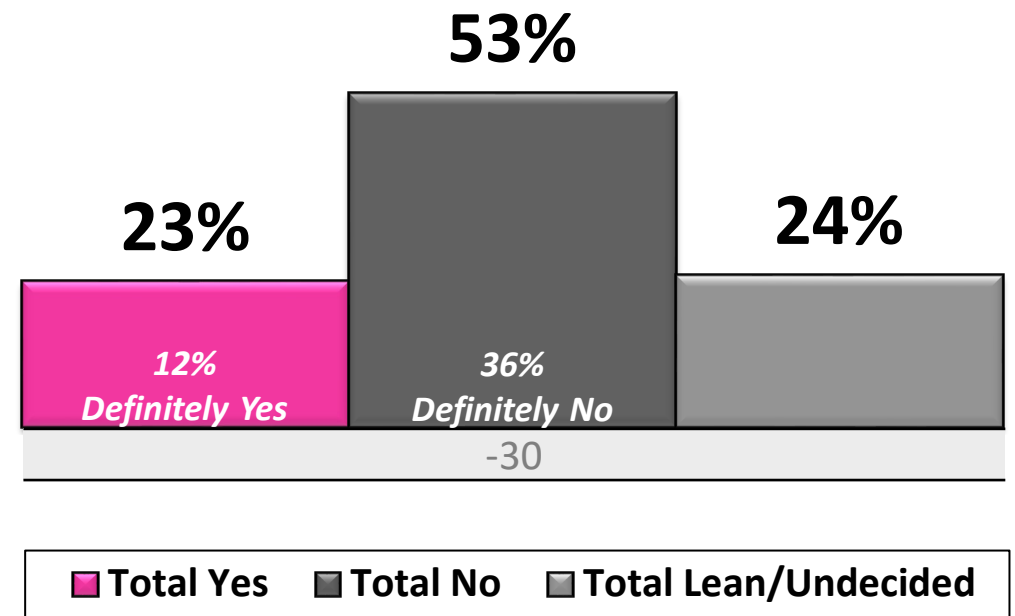
Potential Worth Cause Sales and Use Tax Ballot Questions



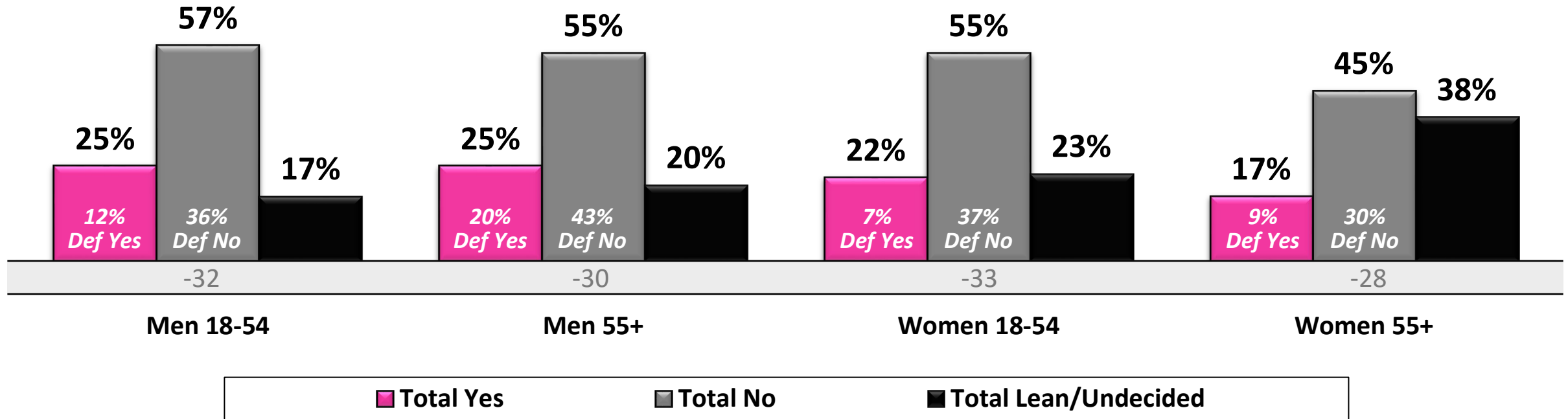
Potential Subdivision Roads Ballot Question

A majority say they would vote no on the subdivision road improvement proposal.

Shall taxes be increased \$3,400,000 commencing in 2025, and by such amounts as may be generated annually thereafter, from a property tax of 0.3 mils, imposed countywide, for the purpose of repairing and paving subdivision roads within the unincorporated areas in Boulder County, and not provide paving or road repairs within any town or municipal areas?

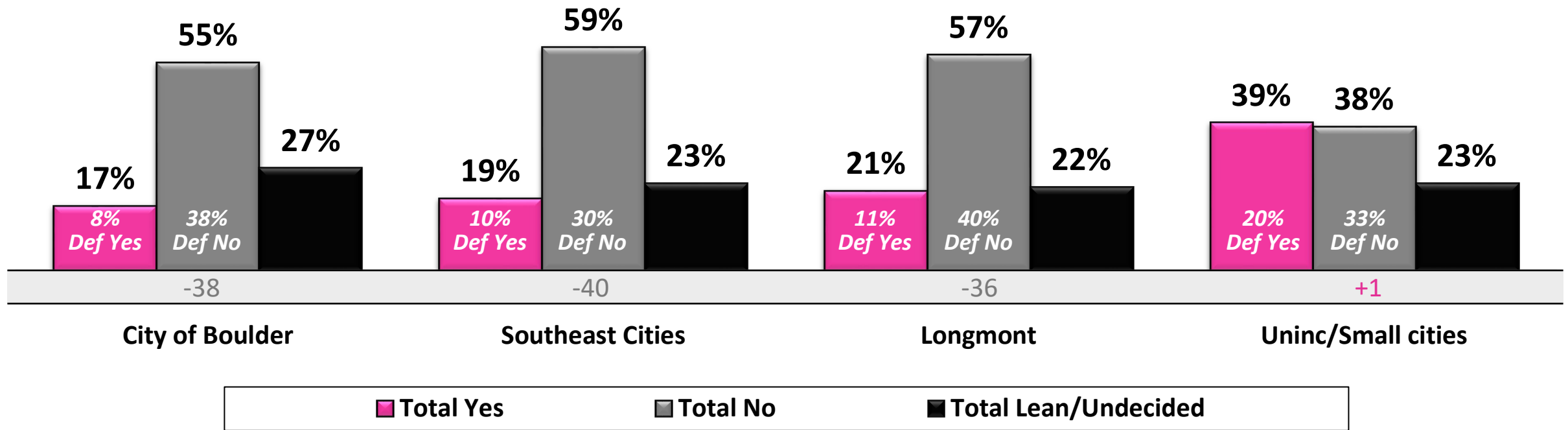


Regardless of gender and age, voters are unlikely to support this proposal.



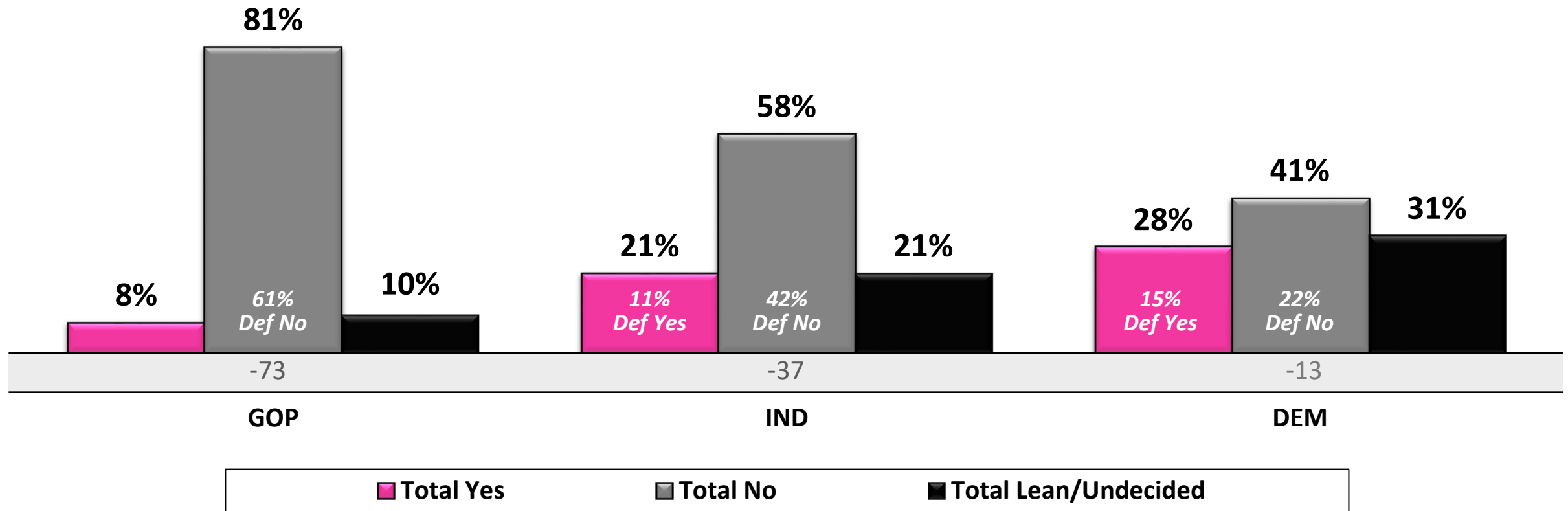
Shall taxes be increased \$3,400,000 commencing in 2025, and by such amounts as may be generated annually thereafter, from a property tax of 0.3 mils, imposed countywide, for the purpose of repairing and paving subdivision roads within the unincorporated areas in Boulder County, and not provide paving or road repairs within any town or municipal areas?

Voters who reside in unincorporated Boulder or in the smaller cities in the County where these improvements would be made are most likely to support it, but voters are still split.



Shall taxes be increased \$3,400,000 commencing in 2025, and by such amounts as may be generated annually thereafter, from a property tax of 0.3 mils, imposed countywide, for the purpose of repairing and paving subdivision roads within the unincorporated areas in Boulder County, and not provide paving or road repairs within any town or municipal areas?

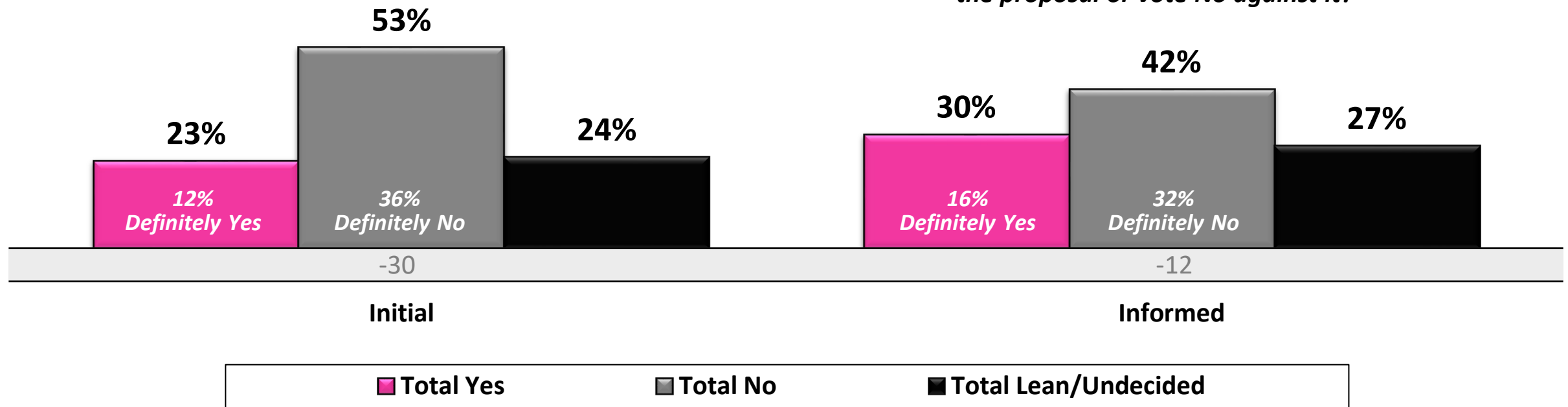
Even Independents and Democrats oppose this proposal, though one-third of Democrats are undecided.



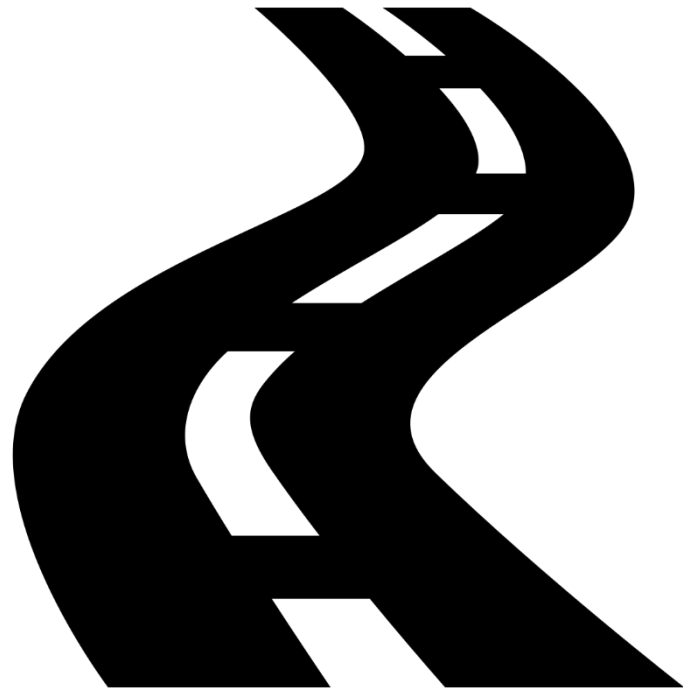
Shall taxes be increased \$3,400,000 commencing in 2025, and by such amounts as may be generated annually thereafter, from a property tax of 0.3 mils, imposed countywide, for the purpose of repairing and paving subdivision roads within the unincorporated areas in Boulder County, and not provide paving or road repairs within any town or municipal areas?

Support for the proposal increases after voters hear about the personal financial impact of the measure, but still does not reach a majority saying they would vote yes.

If voters approve this measure, it would raise property taxes by approximately two dollars per year for every one hundred thousand dollars in home value. Having heard that that, would you then vote Yes in support of the proposal or vote No against it?



Female voter sub-groups are most likely to move to a yes vote once they hear the personal financial impact.



<i>Top Movers</i>	Total Yes - Initial	Total Yes - Informed	Difference
Newer Residents - Women	28%	46%	+18
Democratic Women	23%	38%	+15
Working Women	17%	31%	+14
Women Ages 18-54	22%	35%	+13
Southeast Cities	19%	32%	+13
0-10 Years in Boulder county	34%	47%	+13
White Women	19%	31%	+12
Democrats 55+	28%	40%	+12
College+ Women	18%	30%	+12
Household Income <\$75k	23%	35%	+12
Democrats	28%	39%	+11

If voters approve this measure, it would raise property taxes by approximately two dollars per year for every one hundred thousand dollars in home value. Having heard that that, would you then (ROTATE) vote Yes in support of the proposal or vote No against it?

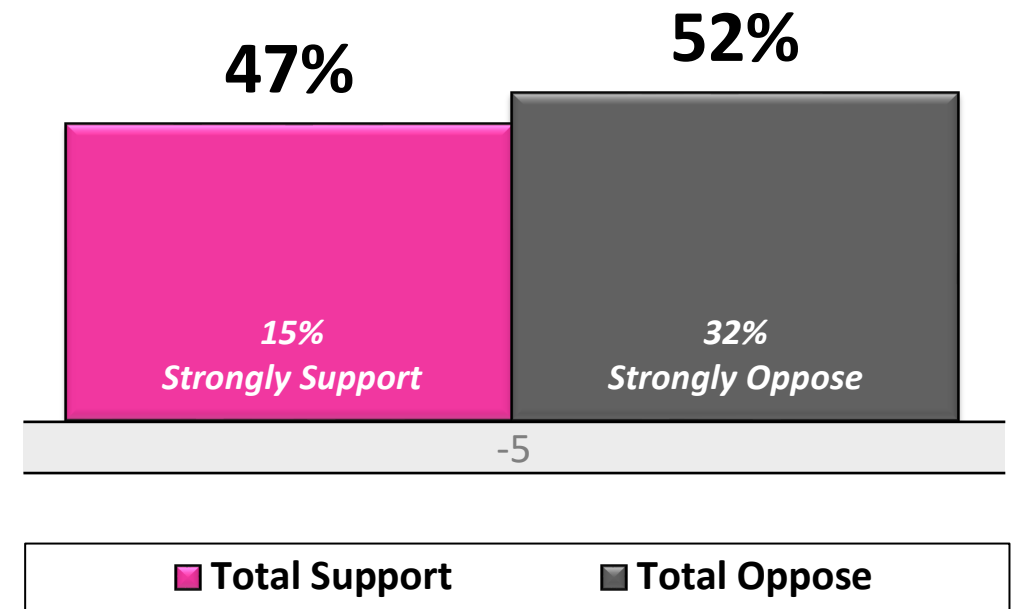


Potential Real Estate Transfer Tax Ballot Question

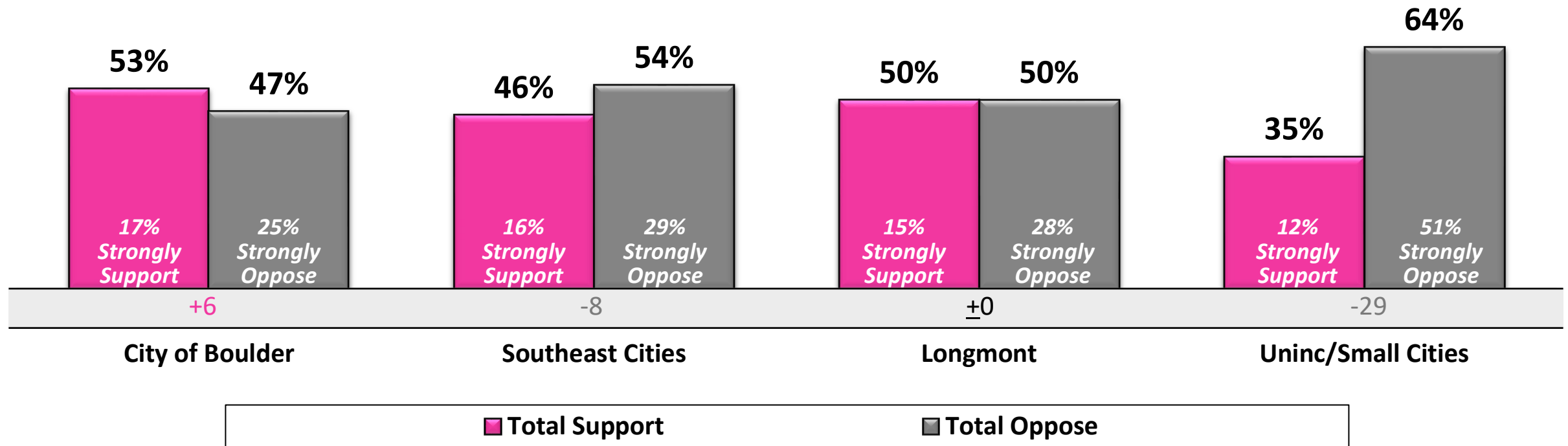
Voters are split on the real estate transfer tax proposal, a few more say they would oppose it.

Thinking about one other issue that could be considered if the county has the legal authority to impose a real estate transfer tax -

If the County had the authority, would you support or oppose a tax on the sale of property in the County for land restoration to American Indian peoples of Boulder County at a rate of \$1,000 per \$1,000,000 of property purchased?

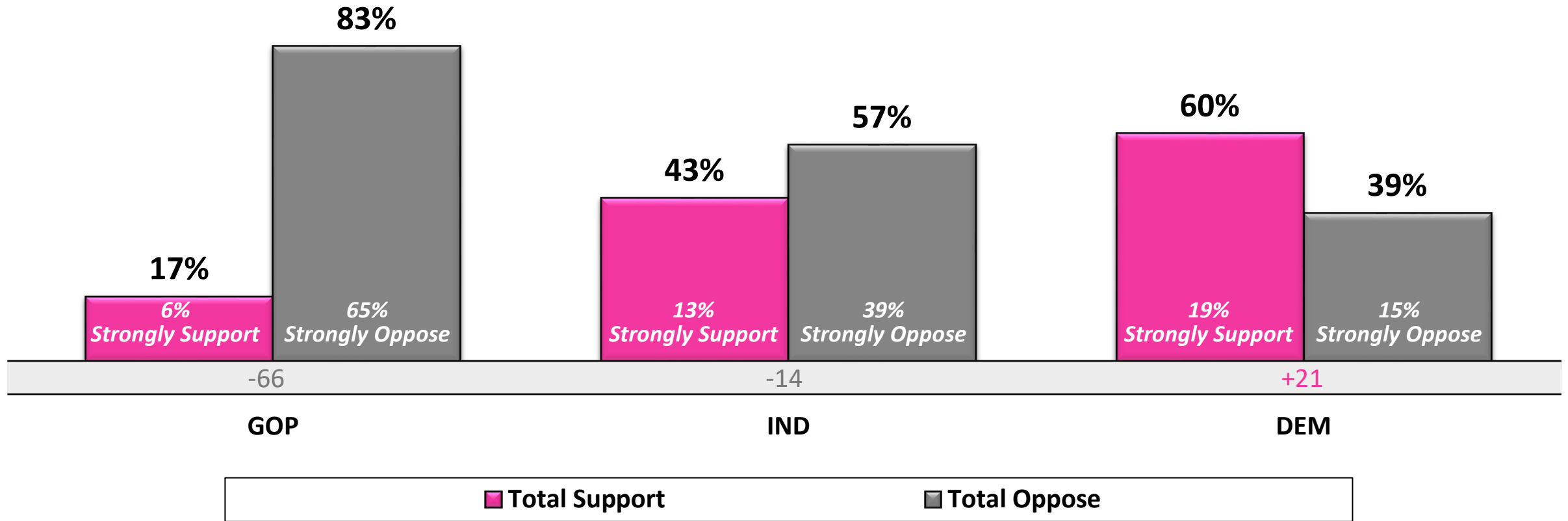


A bare majority of City residents support this proposal, other areas of the County are split or feel more negatively.



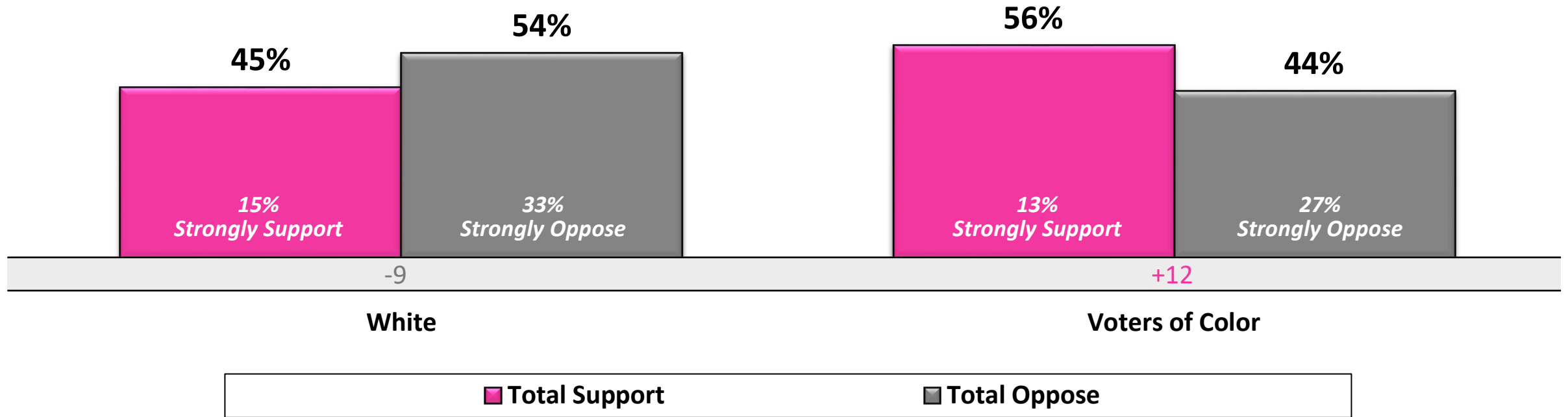
If the County had the authority, would you support or oppose a tax on the sale of property in the County for land restoration to American Indian peoples of Boulder County at a rate of \$1,000 per \$1,000,000 of property purchased?

A majority of Independents oppose this proposal.



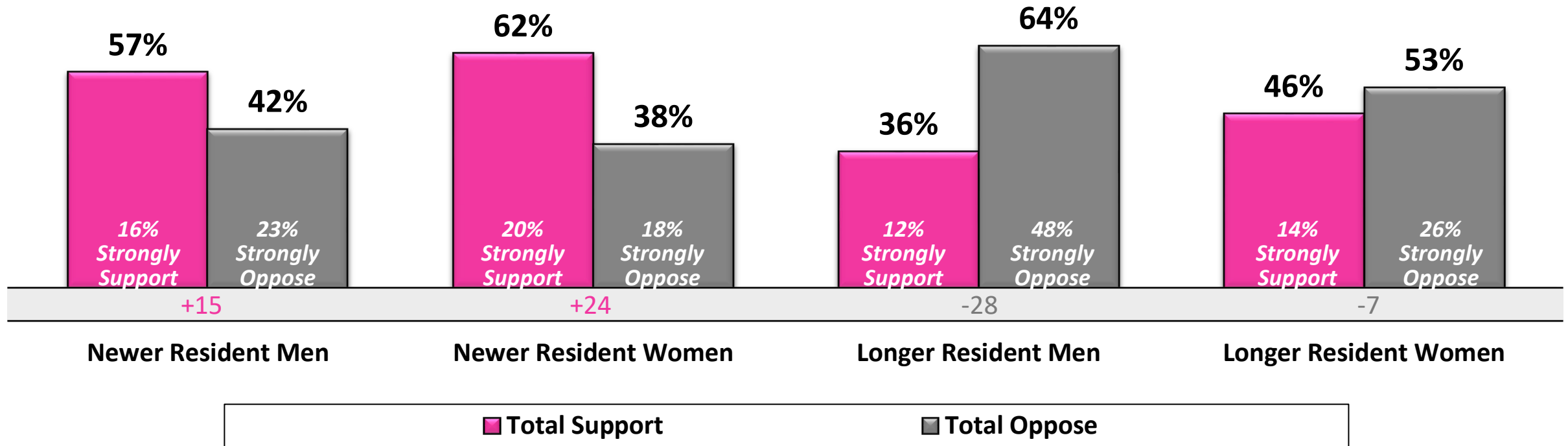
If the County had the authority, would you support or oppose a tax on the sale of property in the County for land restoration to American Indian peoples of Boulder County at a rate of \$1,000 per \$1,000,000 of property purchased?

Voters of color tend to be more supportive.



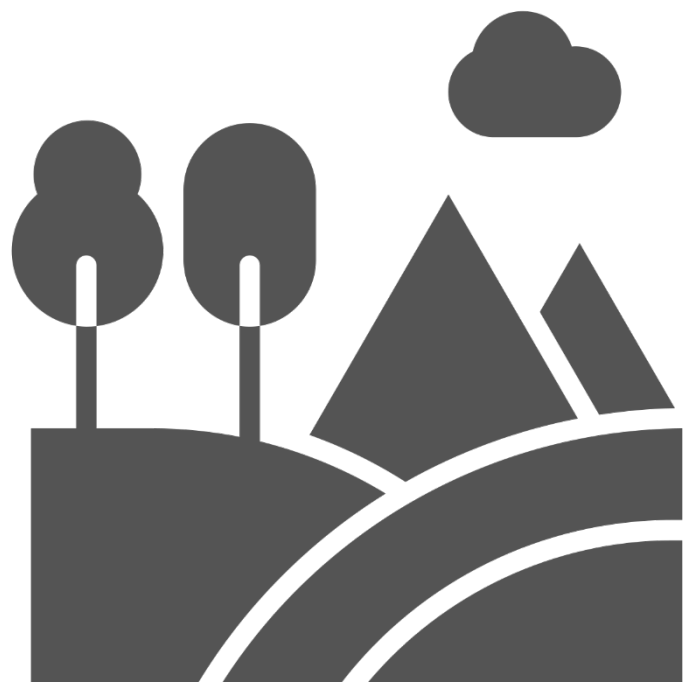
If the County had the authority, would you support or oppose a tax on the sale of property in the County for land restoration to American Indian peoples of Boulder County at a rate of \$1,000 per \$1,000,000 of property purchased?

Newer residents are most likely to support this proposal.



If the County had the authority, would you support or oppose a tax on the sale of property in the County for land restoration to American Indian peoples of Boulder County at a rate of \$1,000 per \$1,000,000 of property purchased?

Of those who are opposed to the real estate transfer tax, instituting the tax is of more concern than funding the purchase and return of land.



Instituting a real estate transfer tax

63%

Funding the purchase and return of the land

35%

*And which aspect of the proposal is a greater concern –
Asked of N=262*

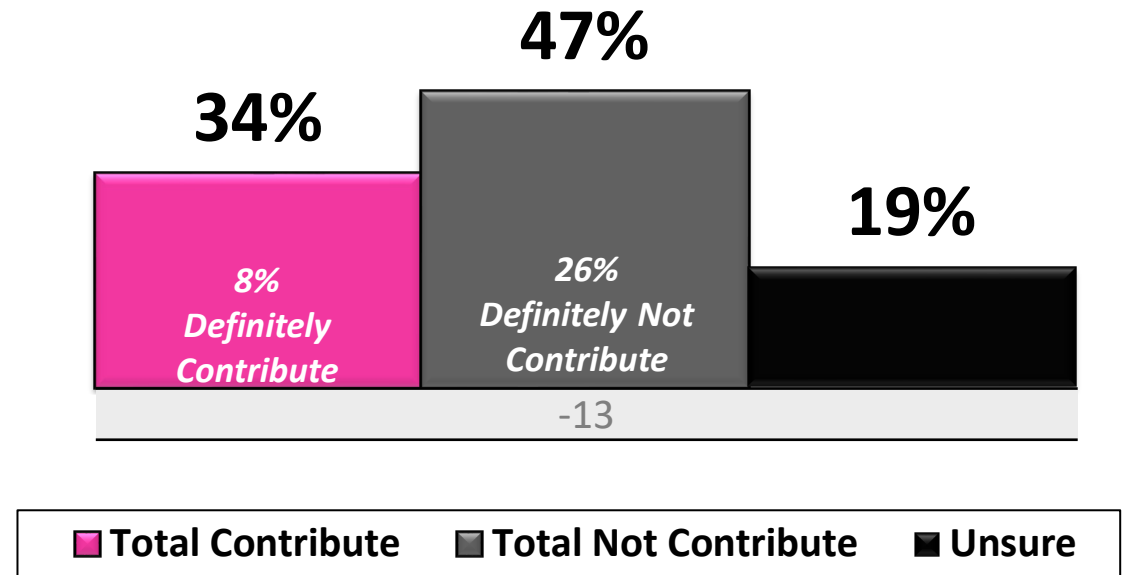
NEW BRIDGE STRATEGY



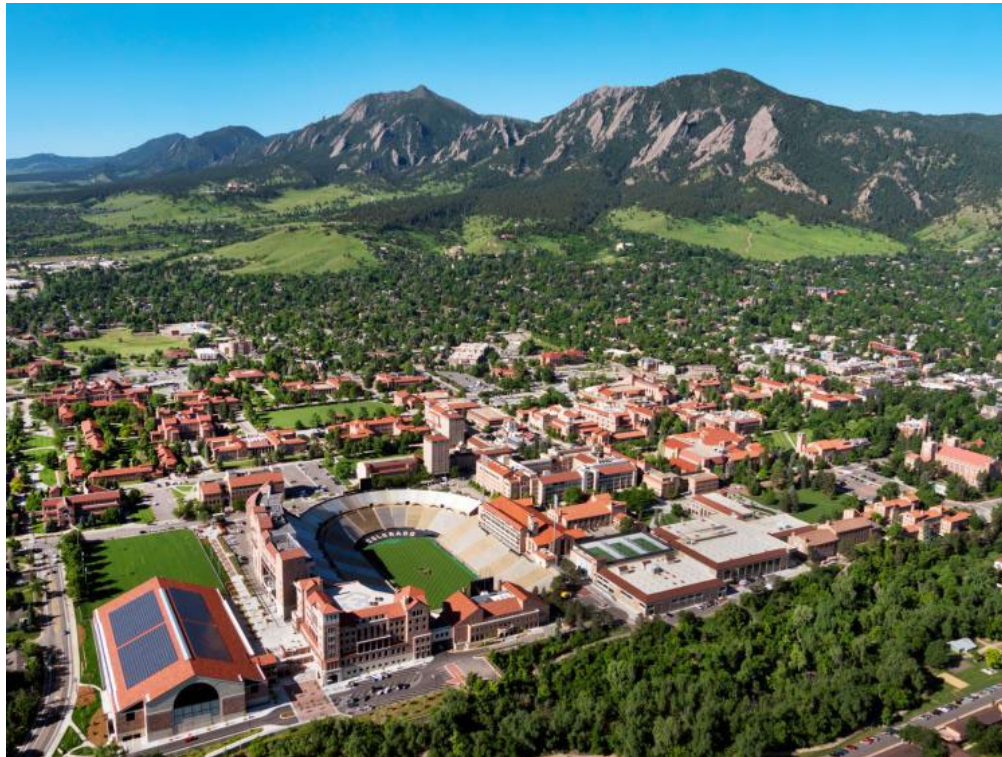
Potential Land Restoration Fund

About one-in-three say they would contribute to a land transfer fee restoration fund, but more say they wouldn't contribute.

Around the country, there have been voluntary land transfer fees initiated during the sale of a property so that people can voluntarily pay money into a land transfer fund for land restoration to American Indian peoples. If a voluntary land transfer fee for land restoration to American Indian peoples of Boulder County were available to you, how likely would you be to contribute to this fund?



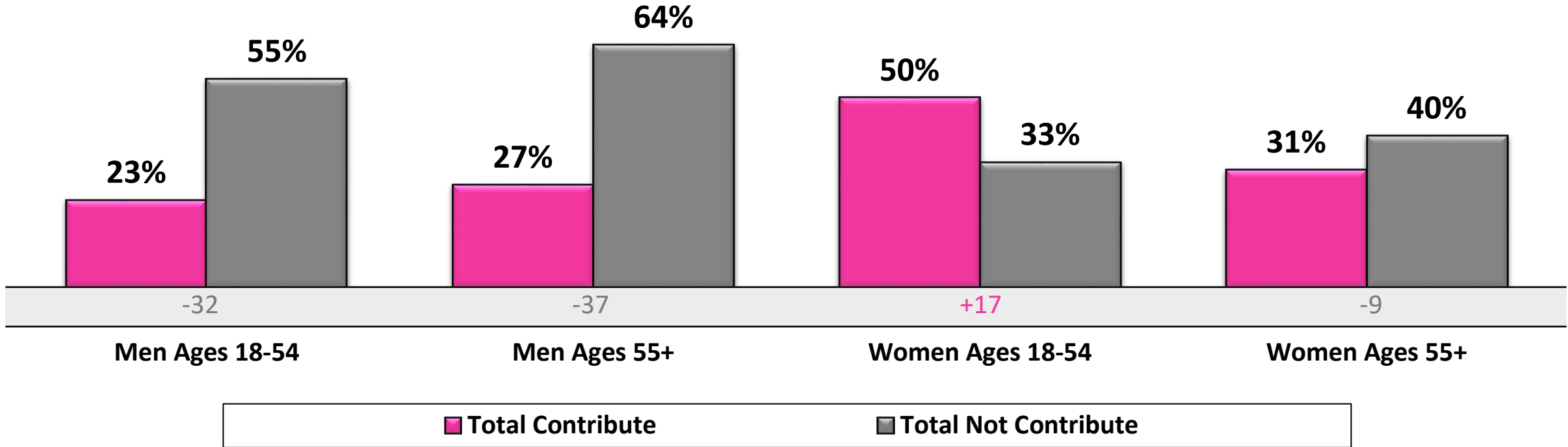
Democrat sub-groups are most likely to say they would contribute to a land transfer fund.



<i>% Top Sub-Groups: Total Contribute</i>	Total
Rent/Family Residents	54%
Newer Resident Women	53%
Dem Women	51%
Women 18-54	50%
Dem 18-54	47%
Women Less Than \$75k	46%
Democrats	46%
Dem 55+	46%
Income < \$75k	44%
0-15 Year Residents	44%

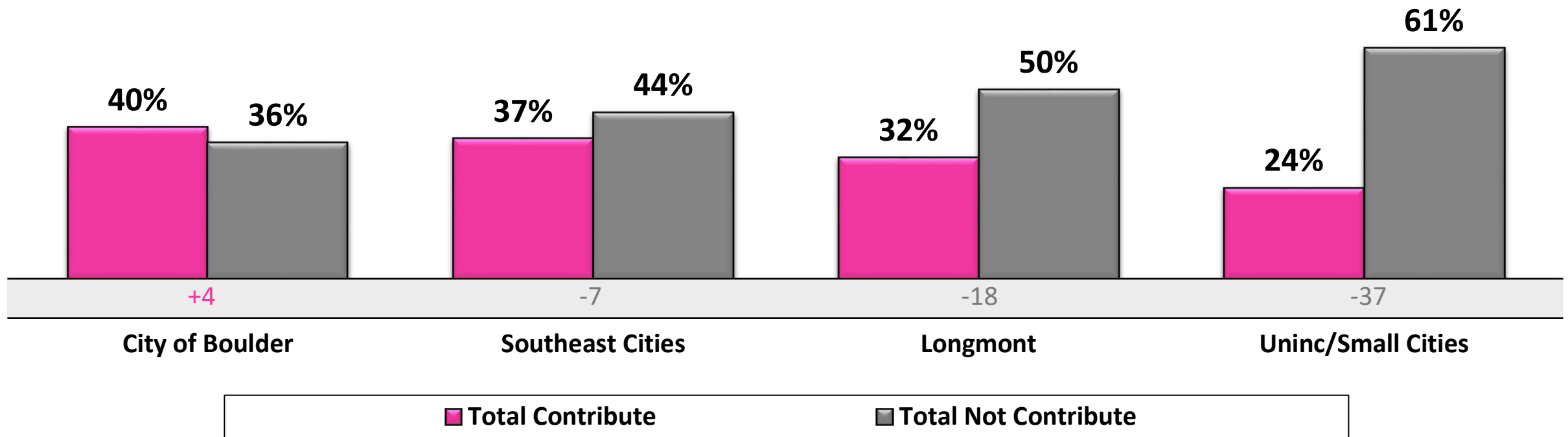
Around the country, there have been voluntary land transfer fees initiated during the sale of a property so that people can voluntarily pay money into a land transfer fund for land restoration to American Indian peoples. If a voluntary land transfer fee for land restoration to American Indian peoples of Boulder County were available to you, how likely would you be to contribute to this fund? Would you...

Younger female voters are most likely to say they would contribute to the land transfer fund.



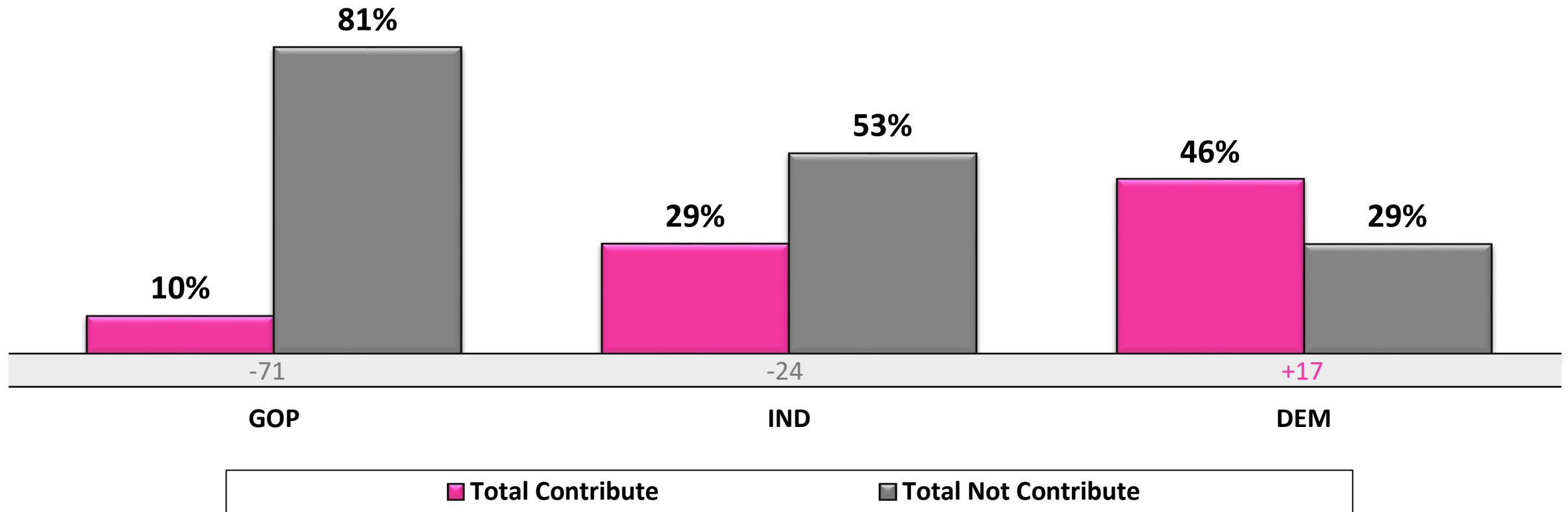
Around the country, there have been voluntary land transfer fees initiated during the sale of a property so that people can voluntarily pay money into a land transfer fund for land restoration to American Indian peoples. If a voluntary land transfer fee for land restoration to American Indian peoples of Boulder County were available to you, how likely would you be to contribute to this fund? Would you...

City of Boulder voters are slightly more likely than other areas of the County to say they would contribute.



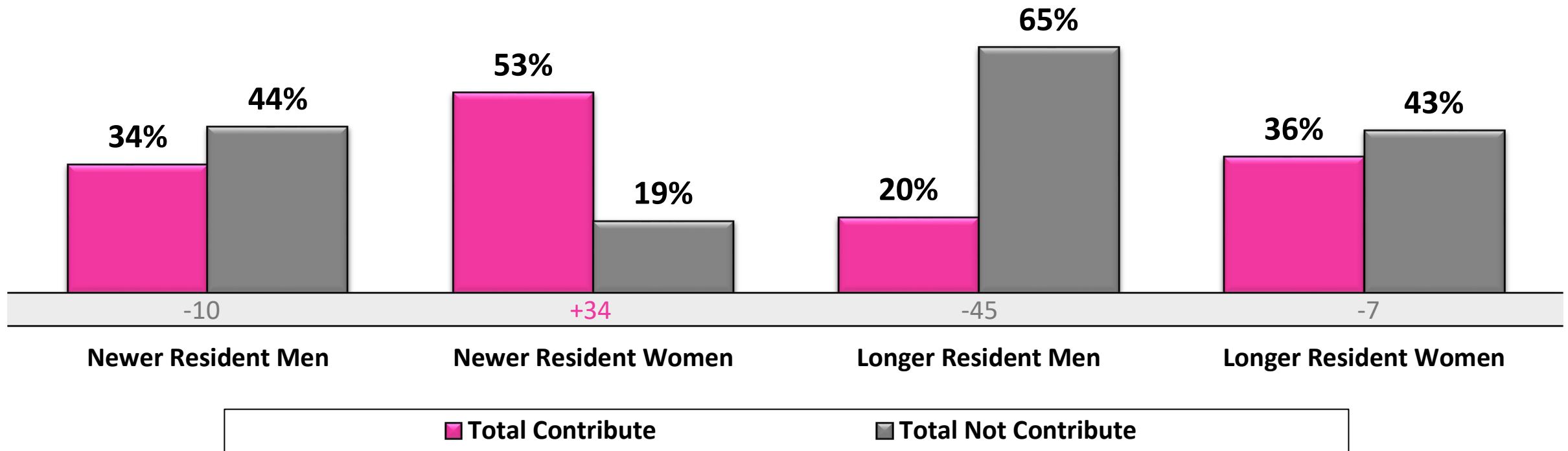
Around the country, there have been voluntary land transfer fees initiated during the sale of a property so that people can voluntarily pay money into a land transfer fund for land restoration to American Indian peoples. If a voluntary land transfer fee for land restoration to American Indian peoples of Boulder County were available to you, how likely would you be to contribute to this fund? Would you...

Democrats are most likely to say they would contribute, but almost one-in-four still say they are “unsure” about contributing.



Around the country, there have been voluntary land transfer fees initiated during the sale of a property so that people can voluntarily pay money into a land transfer fund for land restoration to American Indian peoples. If a voluntary land transfer fee for land restoration to American Indian peoples of Boulder County were available to you, how likely would you be to contribute to this fund? Would you...

Female voters, regardless of length of residency, are most likely to say they would contribute.



Around the country, there have been voluntary land transfer fees initiated during the sale of a property so that people can voluntarily pay money into a land transfer fund for land restoration to American Indian peoples. If a voluntary land transfer fee for land restoration to American Indian peoples of Boulder County were available to you, how likely would you be to contribute to this fund? Would you...



The Bottom Line

The Bottom Line

- As we are seeing across the state in other Colorado communities, voters continue to feel more negatively than positively towards the direction that Boulder County is headed in. Housing and traffic/over-development are viewed as the most important problems facing the County. 35 percent say that taxes in the County are way too high, which could be fueling some of the anti-tax sentiment we see in this survey.
- The potential property tax increase to fund mental health services in the County does not reach a majority saying they would vote yes, regardless of the amount tested (\$11M or \$22M). After hearing about items that this proposal would potentially fund as well as support and opposition statements, the lower amount does reach bare majority support, but 37 percent of voters still say they would vote no on the measure. The mental health items that this measure would fund are all deemed to be extremely or very important by at least 48 percent of voters. Three of the messages in support of the measures we tested, including messages about Boulder youth, keeping residents out of the criminal justice system, and Colorado's low ratings for mental health are very compelling to voters. However, this information is not enough to overcome tax sensitivity in the County.
- The potential Worthy Cause Sales and Use Tax ballot question also does not reach that critical 50-percent yes threshold. The language that does not include extending the measure in perpetuity performs better, but one-in-three still say they would vote no and almost one-in-four say they are undecided.
- A majority say they would vote no on the potential roads measure. However, support for this measure increases slightly, but only to 30 percent vote yes, once voters hear more about the personal financial impact of the measure. Those who would be impacted by the road improvements are most likely to vote yes, but a majority still is not in support here.

The Bottom Line

- Off the bat, voters are split on the real estate transfer tax proposal, with a few more saying they would be likely to oppose the measure. Of those who oppose the proposal, they are most concerned about instituting the tax versus funding the purchase and return of the land. 34 percent say they would be likely to contribute to the land transfer restoration fund. However, almost half say they aren't likely to contribute.
- In conclusion, Boulder voters, like voters across the state, are currently very tax sensitive. They do not want to see their taxes increased, even if they do view the purposes of the taxes we tested as important.



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