



TO: Interested Parties
 FROM: Andrew Baumann and Stephen Riggs, Global Strategy Group
 DATE: November 09, 2020
 RE: **New Colorado Exit Poll: Climate and conservation helped fuel Hickenlooper’s victory. Colorado voters want climate action in 2021**

With both candidates running hundreds of thousands of dollars’ worth of ads focusing on climate, conservation, and public lands, it will come to no-one’s surprise that the environment was a critical issue for Colorado voters in the 2020 U.S. Senate race. Our new exit poll of Colorado voters not only confirmed that this is the case, but also that Cory Gardner failed spectacularly in his dishonest efforts to appeal to Coloradans by greenwashing his record of backing corporate polluters in Washington, D.C. It also clearly demonstrates that Colorado voters come out of the 2020 election expecting Colorado lawmakers to take bold action on climate in 2021.

The following memo, based on a survey of 900 Colorado voters, including an oversample of 100 additional Latino/Latina voters, lays out where Coloradans stand on the issue of climate and the environment moving in to 2021.

The environment, climate, and public lands were clearly important issues to Colorado voters

As the table below shows, 4 in 5 Colorado voters (81%) rated “protecting Colorado’s public lands” as important to their vote for U.S. Senate, including a near-majority (49%) who rated it as VERY important. Moreover, 71% of Colorado voters rated “protecting the environment and combatting climate change” as important to their vote, including 48% who rated it VERY important.

This sentiment crossed the political spectrum, with even a majority of Republicans saying that environmental and climate issues were important to their vote and 74% of Republicans saying the same thing about public lands. More than 70% of unaffiliateds said both issues were important to their vote.

These issues were also particularly important to Latino/Latina voters, with well over 4 in 5 indicating that both protecting Colorado’s public lands (84%) and protecting the environment and combatting climate change (91%) were important to them.

Issue	Important		Total Important			
	Very	Total	Lat.	Dem	UAF	GOP
Protecting CO's public lands	49	81	91	91	79	74
Protecting the environment and combating climate change	48	71	84	90	70	51

That’s why Gardner’s efforts to greenwash his record failed spectacularly

Gardner spent millions trying to greenwash his record by touting the Great American Outdoors Act and other supposed conservation credentials, but voters saw through that charade. At the end of the campaign, fully 60% of Colorado voters agreed that Gardner “pretends to care about the environment in Colorado but votes with corporate polluters in Washington.”

And, as the table below shows, at the end of the campaign, voters trusted Hickenlooper over Gardner on “protecting the environment and combatting climate change” and “protecting Colorado’s public lands” by 20- and 15-point margins, respectively – among Hickenlooper’s largest advantages on any issue tested.

<i>Issue</i>	<i>Trust More</i>		
	<i>Hick</i>	<i>Gardner</i>	<i>Net</i>
<i>Protecting the environment and combating climate change</i>	55	35	+20
<i>Ensuring access to quality, affordable health care</i>	56	36	+20
<i>Protecting CO’s public lands</i>	54	39	+15
<i>Handling abortion and reproductive health issues</i>	51	39	+11
<i>Responding to the COVID pandemic</i>	51	38	+13
<i>Fixing our broken immigration system</i>	49	42	+7
<i>Handling the economic recovery after the pandemic</i>	50	42	+8

Colorado voters want “bold” climate action from their state legislators in 2021

As the table below shows, by a 2-to-1 margin (63% support/31% oppose), Colorado voters support “bold action to combat climate change and transition Colorado to clean energy by passing policies that will ensure the state meets its goals for reducing carbon emissions. That includes high support among unaffiliated voters (67% support) and even boasts support among nearly 1 in 3 Republican voters (32% support). Additionally, this sentiment captures huge support among Latino/Latina voters (82%) and majority support in every region across the state.

<i>Taking bold action to combat climate change and transition Colorado to clean energy by passing policies that will ensure that the state meets its goals for reducing carbon pollution...</i>								
<i>Group</i>	<i>Support</i>	<i>Oppose</i>	<i>Net</i>		<i>Group</i>	<i>Support</i>	<i>Oppose</i>	<i>Net</i>
<i>All</i>	63	31	+32		<i>Denver/Boulder</i>	82	10	+72
					<i>Swing Suburbs¹</i>	63	33	+30
<i>Democrats</i>	85	10	+75		<i>CO Springs DMA</i>	55	43	+12
<i>Unaffiliateds/Other</i>	67	23	+44		<i>Western Slope</i>	60	34	+26
<i>Republicans</i>	32	65	-33		<i>East</i>	51	38	+13
<i>Latino/Latina</i>	82	15	+67					
<i>White</i>	61	34	+27					

¹ Adams, Arapahoe, and Jefferson Counties

Further, by a similar 2-to-1 margin (62% agree/33% disagree), voters agree that “I will be concerned if my state legislator does not support strong action to combat climate change next year,” with a near majority (49%) STRONGLY agreeing with that statement.

<i>I will be concerned if my state legislator does not support strong action to combat climate change next year</i>								
<i>Group</i>	<i>Agree</i>	<i>Disagree</i>	<i>Net</i>		<i>Group</i>	<i>Agree</i>	<i>Disagree</i>	<i>Net</i>
<i>All</i>	62	33	+29		<i>Denver/Boulder</i>	78	18	+60
					<i>Swing Suburbs</i>	60	30	+30
<i>Democrats</i>	83	13	+70		<i>CO Springs DMA</i>	52	45	+7
<i>Unaffiliateds/Other</i>	66	25	+41		<i>Western Slope</i>	59	40	+19
<i>Republicans</i>	32	65	-33		<i>East</i>	60	36	+24
<i>Latino/Latina</i>	78	16	+62					
<i>White</i>	63	36	+27					

ABOUT THIS POLL

Global Strategy Group conducted a telephone survey from October 31st to November 4th, 2020 of 900 Coloradans who voted in the 2020 including an oversample of 100 interviews among Latino/Latina voters for a total of 199 Latino/Latina interviews. The margin of error at the 95% confidence level is +/-3.5%. Care has been taken to ensure the geographic and demographic divisions of the expected electorate are properly represented of the final electorate.