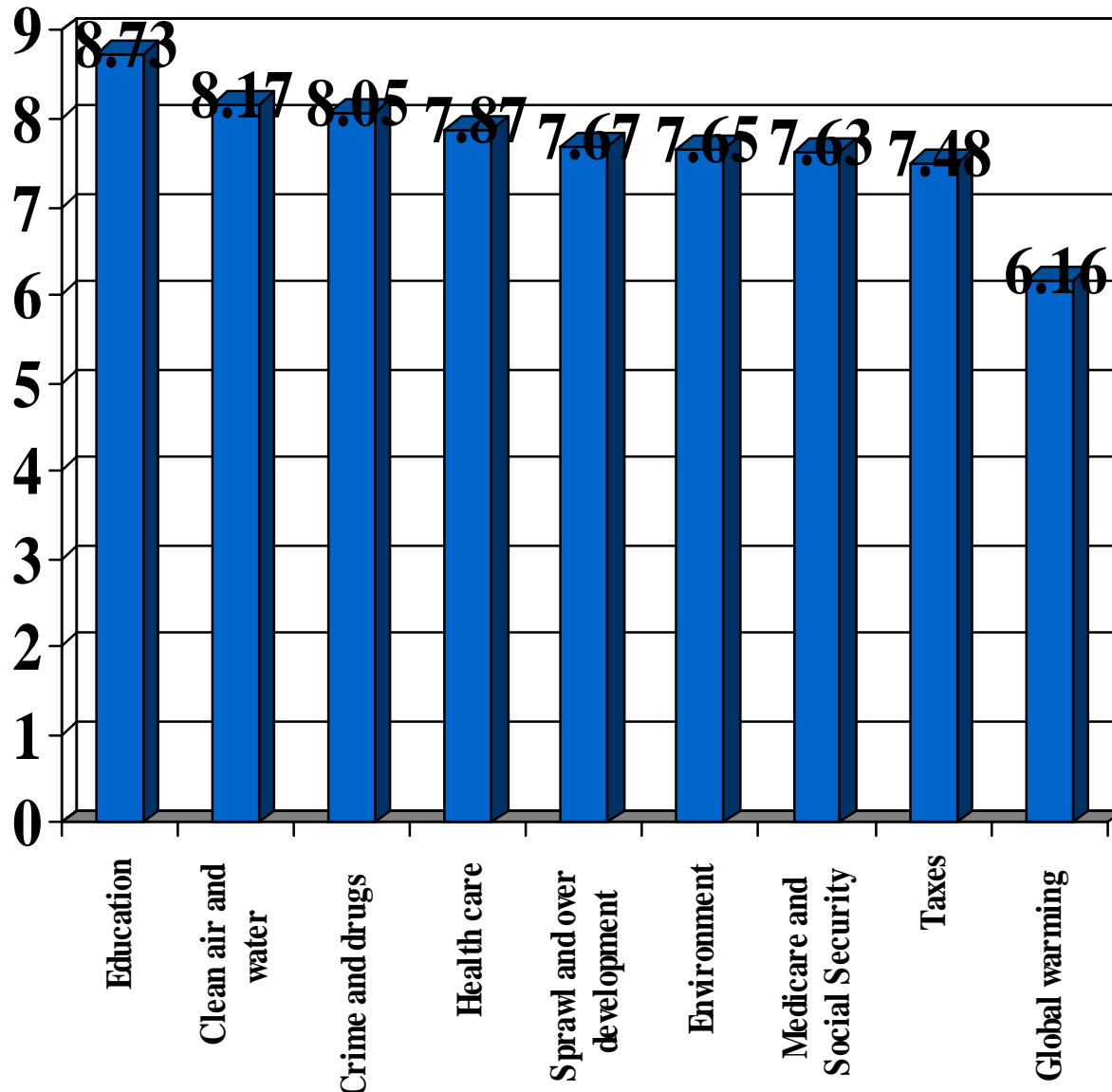


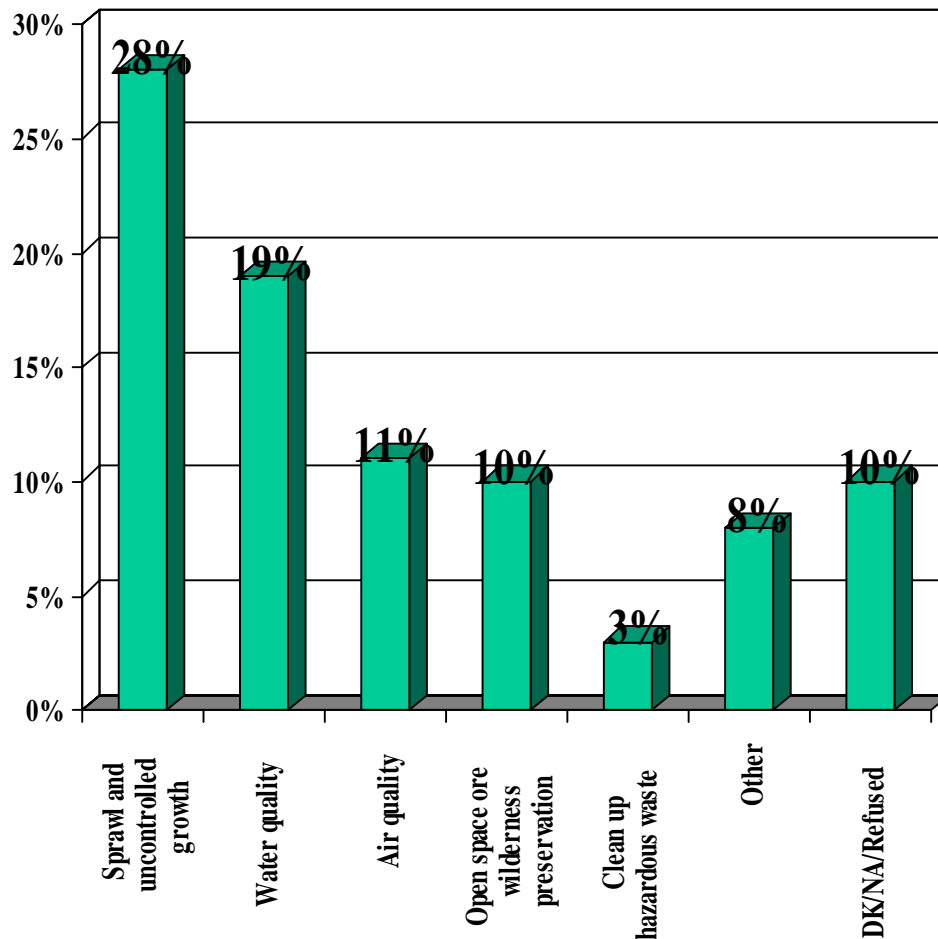
Most Important Issue

On a scale of 1-10, rate your level of concern about the following issues.



Most Important Environmental Issue

Thinking specifically about Colorado, what, if any, conservation or environmental concerns do you worry about the most?



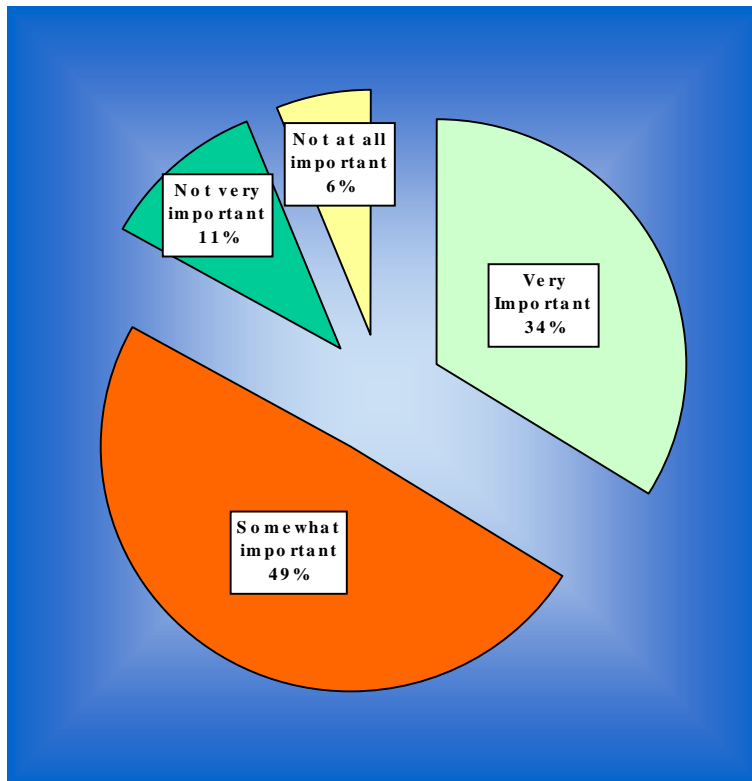
Colorado voters show a very high level of concern over “sprawl and growth,” with 28% volunteering it as the environmental issue of most concern.

Republicans, Democrats and Unaffiliated voters are united on this -- they all ranked “sprawl and growth” as the issue they are most concerned about.

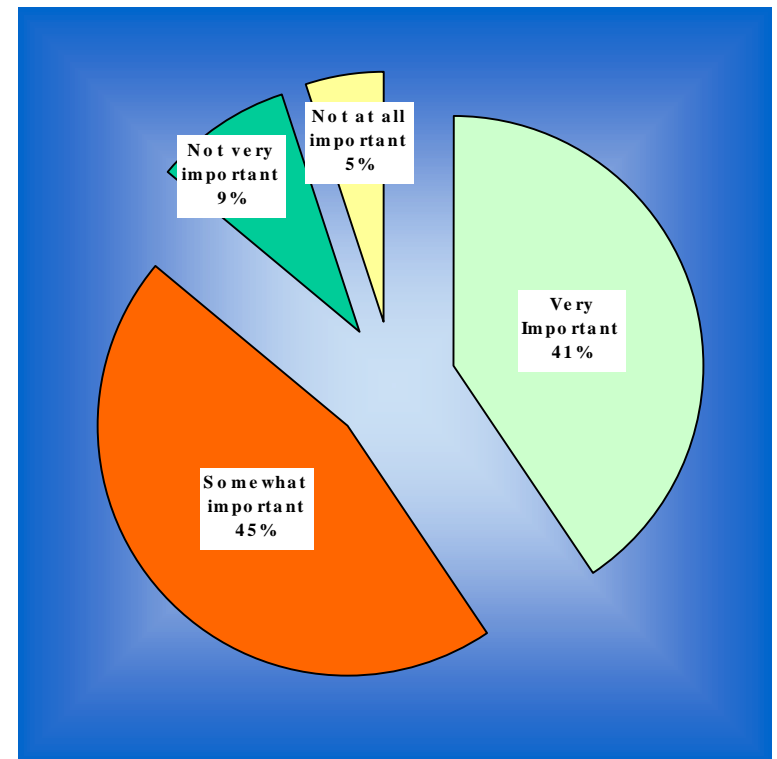
Importance of Environmental Issues

Environmental and conservation concerns are a major motivating factor for Colorado voter, as over 80% say environmental issues are important when they are deciding when to vote. In a split sample, the phrase “clean air, clean water, and open space” scored slightly higher (87%) than “conservation or environmental issues,” (83%) although both are very effective messages.

How important are conservation or environmental issues to you when deciding how to vote?

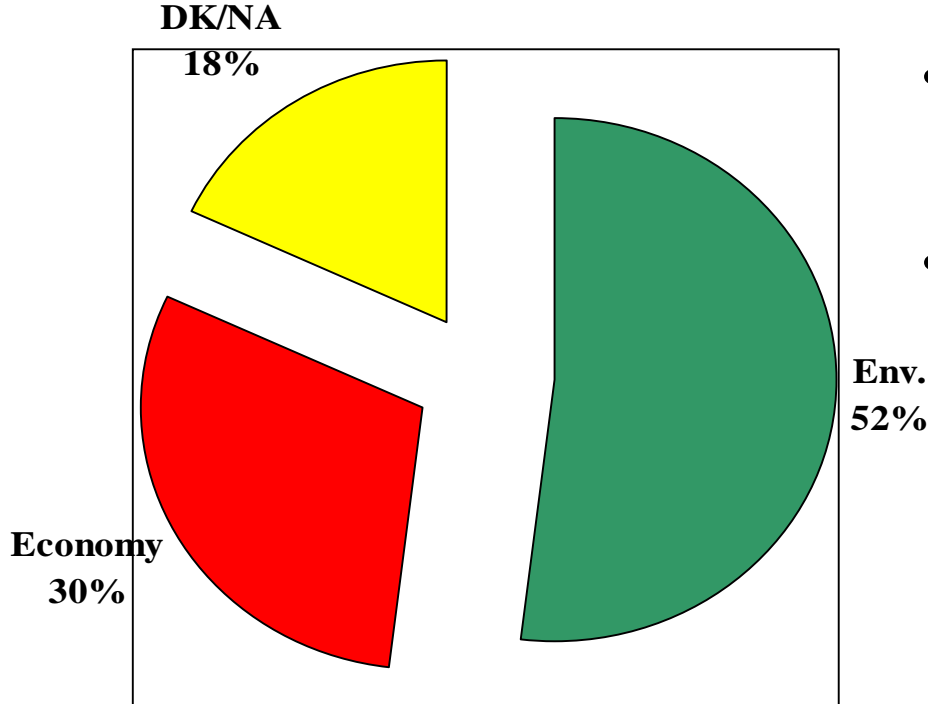


How important are issues involving clean water, clean air and open space for you in deciding how to vote?



Environment vs. Economy

“If the choice must be made between a clean environment and a strong economy, which would you choose – the environment or the economy?”



- Voters clearly prefer a clean environment (52%) to the economy (30%).
- There is a direct correlation between age and the environment, as the younger the voter, the more likely they are to favor protecting the environment. 60% of those 18-34 chose the environment option, compared to only 41% of those 65+.