

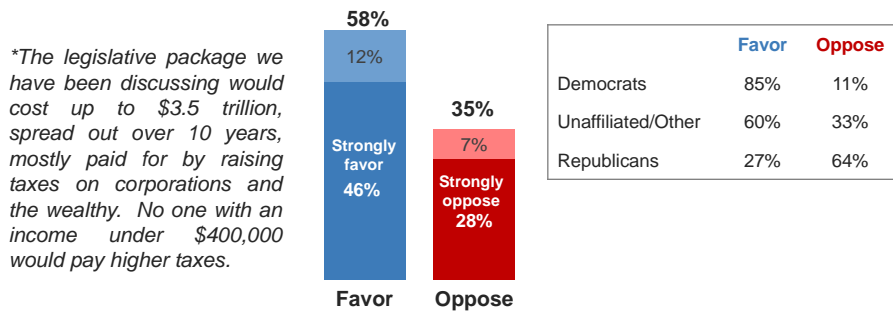
TO: Interested Parties
FROM: Hart Research Associates
DATE: September 24, 2021
RE: New Polling Shows Solid Support for Build Back Better among Colorado Voters

In just-completed research conducted with representative cross sections of 400 voters in Colorado, we found majority support for the Build Back Better legislative package and key components that would strengthen the middle class and protect the environment. The sample is representative of the demographics of Coloradans who voted in the 2020 election.

Key Findings

- Majorities of Colorado voters support the Build Back Better Act** after hearing a brief description of it, including that it would cost \$3.5 trillion spread over 10 years. This includes overwhelming majorities of registered Democrats and 60% of Colorado voters who are not registered with either party.

Support for BBB Plan after Cost Information*



- The most effective frames for maximizing support in Colorado emphasize how Build Back Better would rebuild the middle class and bring jobs back to the United States by increasing products built here in America.**

- Registered Democrats and unaffiliated in Colorado voters rate helping to rebuild the middle class with jobs that pay enough so that people can support their families as a top reason to pass the legislation.

- Bringing good jobs back to the United States by making sure more of the products we use in America are made in America is especially compelling to more conservative voters and registered Republicans.
- After hearing more about the specific provisions included in the Build Back Better package, the same themes emerge as the important goals: bringing good jobs back to America and rebuilding the middle class.

3. Majorities of Colorado voters favor each of nine provisions tested. Three provisions stood out as especially appealing to Coloradans:

- *Rebuilding America's water infrastructure to have cleaner, safer water, delivered more efficiently, and removing hazards like lead in water pipes, while creating good-paying jobs (72% favor, 56% strongly favor)*
- *Ensuring that major public investments include requirements that the products, technology, and materials used are made in America and the jobs provide good pay and benefits (75% favor, 48% strongly favor)*
- *Prioritizing investments to communities that need it most, including low-income communities and communities of color (71% favor, 51% strongly favor)*

4. Clean energy and climate goals are important drivers of support for Democrats.

- Increasing clean and renewable energy sources so that 80% of our electricity comes from clean energy by the year 2030 is an especially popular provision among registered Democrats (80% favor, 68% strongly favor).
- Similarly, in addition to rebuilding the middle class, one of the most important reasons to pass Build Back Better for Democrats is to protect the health and long-term well-being of Americans by building a clean energy economy that cuts down on harmful pollution, including the pollution that causes climate change.