

GREAT OUTDOORS COLORADO

Survey of Colorado Residents Concerning Performance, Priorities and Policies

July 2008

Final Report

A Ciruli Associates telephone survey was conducted between June 3-9, 2008, with a random statistical sample of 806 adult residents statewide for Great Outdoors Colorado. The survey measured opinion concerning performance, priorities and policies. The margin of sampling error is ± 3.5 percentage points. This final report provides analysis, PowerPoint and the survey questions with topline data.

Table of Contents

I.	Results and Analysis	1
II.	PowerPoint.....	14
III.	Questionnaire With Topline Data	25
IV.	Research Design.....	44

I. Results and Analysis

Results and Analysis

Analysis by Floyd Ciruli
July 17, 2008

Analysis of Great Outdoors Colorado Citizen Survey of 2008

A survey of 806 Colorado residents was conducted by Ciruli Associates from June 3 to 9, 2008 (margin of error is ± 3.5 percentage points). The survey was conducted for Great Outdoors Colorado (GOCO) to review the performance, priorities and policies of the agency and its constitutionally mandated program. The results are compared to two earlier GOCO surveys: 600 respondents (± 4.0 percentage points) in September 2001 and 600 respondents in October 1998; and to a GOCO and Colorado State Parks survey: 1,400 respondents (± 3.0 percentage points) in December 1995.

This report includes an analysis of responses from each question section of the poll, a series of tables and figures describing the key question responses, and the questionnaire with topline data.

Background

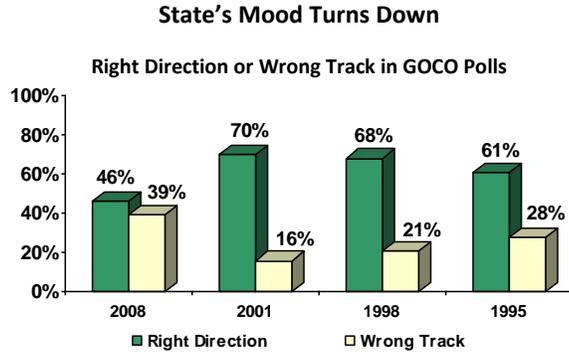
Great Outdoors Colorado was established as an amendment to the Colorado constitution in 1992. The organization was created to distribute part of Colorado Lottery proceeds to local parks and recreation projects, and wildlife habitat and open space projects. Since GOCO started distributing funds in 1994, more than \$570 million has been awarded to 2,800 outdoor projects throughout the state.

An important element in the establishment of GOCO has been the state's rapid population growth, placing pressure on its open space and recreation amenities. Colorado continues to grow. The state grew by more than 1.3 million residents, or 38 percent, since 1990. Most recently, in spite of 9/11 and a recession, drought and fires in the 2001 to 2003 period, the U.S. Census reports 4,561,515 residents in 2007 – an increase of 13 percent in the last seven years.

The State's Mood Turns Down

The GOCO poll shows that less than half (47%) of Colorado voters now view the state as moving in the right direction – a drop from 63 percent in September 2007 (reported in a survey conducted by Ciruli Associates for the Economic Development Council of Colorado). A recent high of 39 percent of residents believes the state is on the wrong track. (See Figure 1)

Figure 1



Question: Let me ask you a general question about how you believe things are going in the state. Overall, would you say things in Colorado are generally going in the right direction, or do you feel things here have gotten pretty seriously off on the wrong track?

Ciruli Associates, 2008

National surveys show that today only about 15 percent of the public believes the country currently is moving in the right direction. This is a recent decline; during the last year, about one-quarter of U.S. residents was optimistic about the country's direction. Colorado residents were more upbeat about the state until this latest survey. The drop, no doubt, reflects a rise in concern for the economy and the price of gas, which affects people directly. Recent national polls show the economy and energy prices have become voters' top concerns.

Baby Boomers More Concerned

Age is the characteristic that has the most variation in attitude toward the future direction of the state, with people 34 years old and younger the most optimistic, and seniors and older Baby Boomers the most pessimistic about the state's direction. (See Figure 2)

Figure 2 Age Relates to Concern About Direction of State

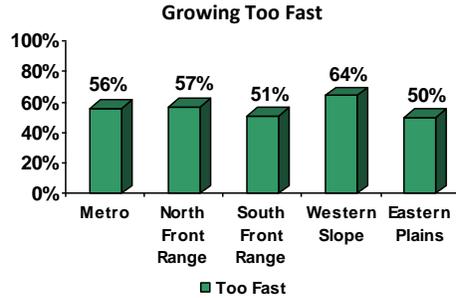
<u>Age Cohorts</u>	<u>Age</u>	<u>Right Direction</u>	<u>Wrong Track</u>
Millenniums/Gen X	18-34 years old	65%	25%
Gen X	35-44 years old	52	30
Baby Boomers	45-54 years old	41	43
Baby Boomers	55-64 years old	39	46
Seniors	65 years plus	39	45

Note: Millennials are less than 28 years old. Generation X is aged from 28 to 44. The "don't know" category is not shown.

Ciruli Associates, N806, 2008

Figure 3

Concern About Growth Varies by Region



Question: Considering the state of Colorado and the number of people living here, do you believe the state is growing too fast, about the right amount or not growing fast enough?

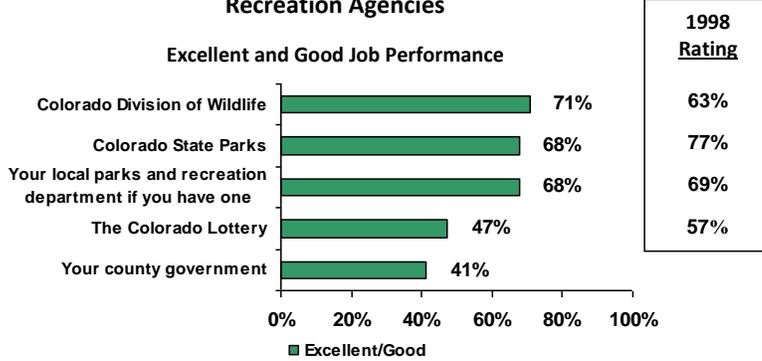
Ciruli Associates, N806, 2008

Rating Outdoor Agencies and GOCO

Outdoor agencies remain popular compared to finding in previous polls. However, there were a few shifts in opinion. For example, the Colorado Lottery’s rating of excellent or good dropped from 57 percent in 1998 to 47 percent in 2008. The decline was largely a reflection of less participation in the game and low levels of awareness (“I don’t know” and “no opinion” categories increased from 19% in 1998 to 33% in 2008). The Division of Wildlife’s performance rating has climbed 8 points since the 1998 poll from 63 percent to 71 percent today (the division has had a recent brand awareness advertising campaign). Colorado State Parks’ rating dropped 9 points over the last 10 years. However, the job rating of local parks and recreation agencies remained stable (68% in 2008 to 69% in 1998). (See Figure 4)

Figure 4

Positive Ratings on Performance of Outdoor and Recreation Agencies



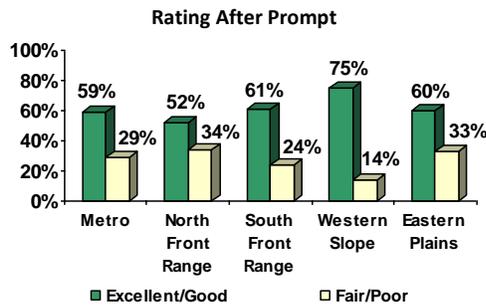
Question: The following is a list of government organizations. As I read the list, please tell me how you believe each is performing its job. Do you believe it is doing an excellent job, good, fair or poor job? If you are not familiar with the organization, or don’t have an opinion on its performance, just say so.

Ciruli Associates, N806, 2008

Great Outdoors Colorado still has a low level of public awareness, with only one-quarter (26%) of residents able to rate its performance without prompting on what the agency does (29% could rate it in 1998).

After a prompt explanation of when and how GOCO was created and its mission, awareness jumped to 61 percent of residents, and it received a 2 to 1 positive to negative rating. Western Slope residents were especially positive about the agency. (See Figure 5)

Figure 5 GOCO Positive Performance Rating After Prompt

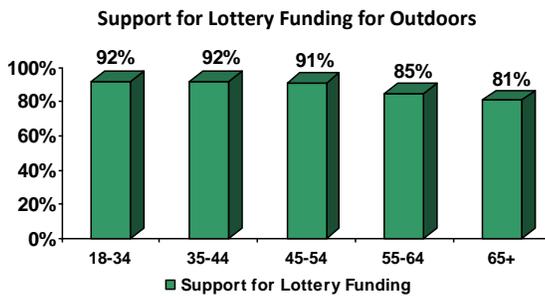


Question: In 1992, Colorado voters passed an amendment to the Constitution that directed that lottery proceeds be spent for the outdoors. The organization created to distribute a part of the lottery proceeds is called Great Outdoors Colorado, or GOCO. Money is given to state and local park and recreation projects, wildlife and open space projects. Do you recall hearing about Great Outdoors Colorado – GOCO – or are you unfamiliar with it?

Ciruli Associates, N806, 2008

Generation X and younger residents were less likely to be familiar with GOCO than older residents, but they were equally likely to rate the agency positively after the prompt. Younger residents were even more likely to support using lottery dollars for funding outdoor and recreation projects. (See Figure 6)

Figure 6 Support by Age Group for Lottery Funding Outdoors



Question: In general, would you say you support or oppose continuing using lottery funds for parks, outdoor recreation, wildlife habitat and open space?

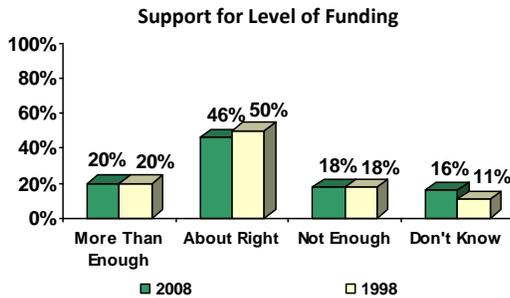
Ciruli Associates, N806, 2008

Support for GOCO Mission and Funding

Although the number of Colorado residents who reported playing the lottery declined to 59 percent, down from 74 percent in 1998, overwhelming support continues for “using lottery funds for parks, outdoor recreation, wildlife habitat and open space.” Eighty-nine percent of residents agreed in 1998 and 87 percent agree today. Support was evenly distributed around the state. Although lottery participation among the population has declined, lottery revenue has risen. Recent revenue growth is largely a function of the introduction of Powerball in 2002.

Also, the public believes lottery funding levels for GOCO are about right (46%), even after being told that a half billion dollars has been expended since 1994 (\$570 million on a total of 2,800 projects), and \$53 million is spent annually. About one-fifth of the public believes either more or less should be spent on the projects, the same proportions as in 1998. (See Figure 7)

Figure 7 Level of GOCO Funding is About Right



Question: Since 1994, GOCO has awarded \$570 million in lottery proceeds for 2,800 outdoor projects in all of Colorado’s 64 counties. It is projected to receive approximately \$53 million annually in lottery proceeds. Given what you believe are the needs for state and local outdoor recreation projects and wildlife and open space projects, do you believe the \$53 million GOCO receives each year is more than enough money, about the right amount of money or not enough money for spending on outdoor recreation, wildlife and open space projects?

Ciruli Associates, 2008

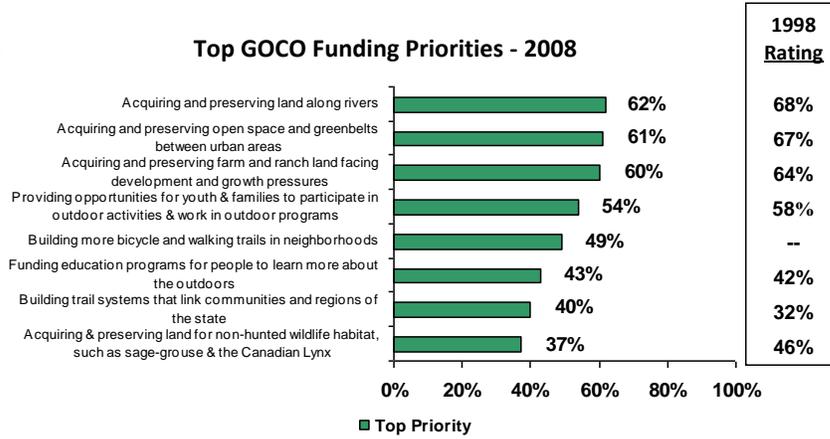
Top GOCO Funding Priorities

Public priorities for GOCO grant awards have remained similar during the last 10 years, with river corridors, open space, greenbelts between urban areas and agricultural preservation occupying the top four positions.

More than half the public in both the 1998 and 2008 surveys supports opportunities for youth and families to participate in outdoor activities and work in outdoor programs as a top priority.

Building more trails in neighborhoods is also supported by half of the public as a top priority. Building a trail system linking communities is a top priority for 40 percent of residents, up from 32 percent 10 years ago. (See Figure 8)

Figure 8



Question: Great Outdoors Colorado, which we discussed earlier, has been awarding grants to a variety of outdoor projects since 1994. As I read the list of what the Colorado Constitution allows GOCO to fund, please tell me which you consider your highest priority for funding today, which you consider a medium priority, which you consider a low priority, and finally, those you don't consider a priority at all.

Ciruli Associates, N806, 2008

Compared to the open-ended question included in the 1998 GOCO survey, the top outdoor and recreation priorities the public wants addressed this year remain similar. Park maintenance and preserving open space were first or second. There was some drop off in interest in preserving open space, possibly reflecting lower levels of concern about growth. Trails significantly increased (7%) as a priority in 2008, up from 2 percent in 1998. Many new items were mentioned such as: security (in parks), preserving water, wildlife management (animals in residential areas), pine beetle disease (state only) and playground equipment (local only). (See Table 2)

Table 2 **Coloradan's Outdoor Priorities – Most Important Local Communities and State Projects**

Outdoor Priorities	Community		State	
	2008	1998	2008	1998
Park maintenance	15%	12%	13%	12%
Preserve open space	12	18	12	27
Things are fine/great job	7	--	4	--
Preserve wildlife habitat	7	9	12	14
Trails	7	2	4	2
Develop local parks	5	4	2	2

Question: Thinking about your community (shifting attention to the state in general), please rank the three most important park, outdoor recreation, open space and/or wildlife needs that should be addressed.

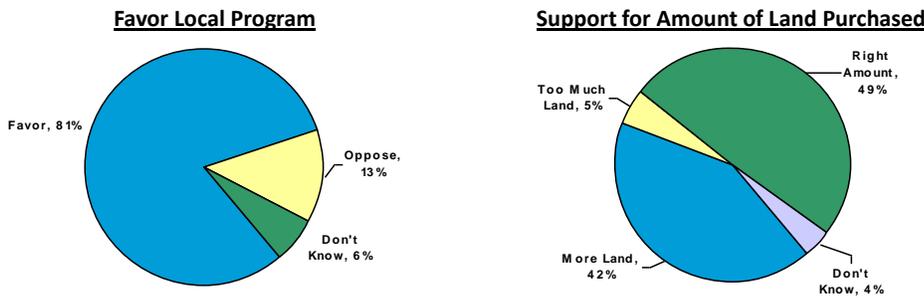
Ciruli Associates, 2008

Local Open Space Programs

In local elections, Colorado residents have approved a number of county open space programs funded by sales tax revenue. One-third of respondents in the 2008 survey claim to be in a local government jurisdiction with a tax program to purchase open space. Eighty-one percent of those residents support their local program. When asked if more or less land should be purchased, about half of residents in areas with programs thought the amount purchased was the right amount and 42 percent supported purchasing more (55% advocated purchasing more in 1998). (See Figure 9)

Young voters were less likely to be aware if their community has a program, but were even more supportive of starting a program in areas that didn't have one (51% of all residents said start a program; 67% of 18-34 year olds; 35% of seniors).

Figure 9 Strong Support for Local Open Space Programs



Question: Do you favor or oppose your local government's open space program?
Question: Do you believe your local government's open space program should purchase more land for open space, has purchased about the right amount or has purchased too much land for open space?

Ciruli Associates, N806, 2008

GOCO Policy Issues

The survey presented residents with three questions that allowed them to choose one policy position over another. The questions concerned whether GOCO should continue to buy land, the amount of access and amenities on land purchases, and if large or small funding grants are preferred. Public support has remained strong over the last decade for GOCO's basic policy orientation. Coloradans continue to prefer buying more land, accessible outdoor investments and large grants. (See Table 3)

Table 3 **Open Space Strategies:**
Buy Land, Keep it Accessible, Provide Larger Grants

	<u>Agree</u>	
	<u>2008</u>	<u>1998</u>
Colorado has enough land controlled by federal, state and local governments. We should <u>NOT be buying more land</u> for open space, parks and protected areas with tax and lottery dollars.	29%	21%
or		
Colorado needs more open space, parks and protected areas. We should <u>CONTINUE buying land</u> with tax and lottery dollars.	65	68

Colorado's top priority should be to create more natural open areas with <u>LITTLE public access</u> and few or no developed campsites, roads or trails.	29%	29%
or		
Colorado's top priority should be to create more parks and open areas with <u>EASY public access</u> and well-developed facilities, such as campsites, roads and trails.	64	64

Some people say that <u>large grants are NOT the best use</u> of GOCO funds because that money could be better spent on smaller projects that would benefit more communities around the state.	34%	35%
or		
Other people say that <u>large grants are a GOOD use</u> of GOCO funds because they help preserve and protect some of the last great places in Colorado that would never happen without these large grants.	59	53

Question: As I read the following statements, please tell me which statement comes closest to your personal beliefs on the topic. Also, please tell me whether it is much closer to your personal beliefs than the other statement or somewhat closer to your personal beliefs.

Question: One type of grant which organizations and communities can apply for is a multi-million dollar, multi-year grant for projects that focus on land preservation. Connected networks of open space are preserved, including wildlife habitat, agricultural lands and scenic areas, such as along river corridors. During its history, GOCO has spent about half of its total available funding on 40 of these large projects. The other half of GOCO dollars have helped fund about 2,800 smaller projects across Colorado, such as local parks and trails. I'd like to read you two points of view about this issue and please tell me which viewpoint comes closest to your own.

Ciruli Associates, N806, 2008

Responses showed little difference among regions of the state for the three policy issues tested, except for the Eastern Plains, where only one-quarter of residents supported buying more land for open space. Generally, Eastern Plains residents were somewhat less supportive of easy access and developed facilities and use of large grants. (See Table 4)

Young residents (18 to 34 years old) were more in favor of open space areas with less developed recreation-type facilities (41% vs. 29% average).

Table 4 Major Policy Issues and Regions of State

GOCO Policy and Geography

<u>Region</u>	<u>Buy More Land</u>	<u>Easy Access</u>	<u>Use Large Grants</u>
Total	65%	64%	59%
Metro	67	65	59
North Front Range	67	61	64
South Front Range	66	69	57
Western Slope	68	60	60
Eastern Plains	26	56	47

Ciruli Associates, N806, 2008

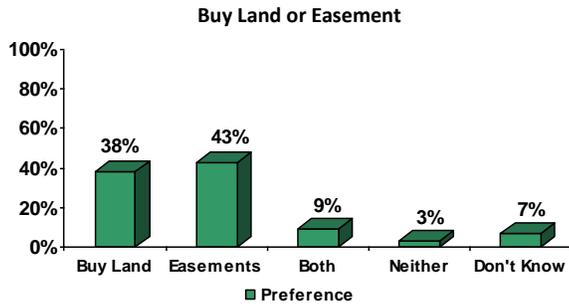
Conservation Easements and Land Purchase

A total of 59 percent of residents believes that conservation easements are either the preferred method of securing open space (43%) or at least see some benefit in “using lottery dollars to purchase conservation easements that protect wildlife habitat and scenic views” (additional 16 percentage points).

The initial question provided a choice between purchase of land – expensive, but more accessible to the public, or conservation easements – less expensive and less accessible. More residents preferred conservation easements (43%) compared to buying land (38%). (See Figure 10)

Figure 10

Coloradans Divided Between Easements and Land Purchases



Question: There are two types of open space land preservation projects Great Outdoors Colorado funds. One provides money for the purchase of land. In most cases, this land can be accessed by the public for activities, such as trails.

The other type of land preservation Great Outdoors Colorado funds is the purchase of conservation easements, which cost much less than purchase of the land. Ranchers are paid not to develop their land, thereby preserving wildlife habitat and scenic views. The landowner continues to use the land for agricultural operations. There is usually no public access.

Which type of open space purchase do you believe is best: purchase, own and maintain the land, which is typically more expensive and provides some public access, or purchase conservation easements, which are typically less expensive, but provide no public access?

Ciruli Associates, N806, 2008

Colorado State Parks

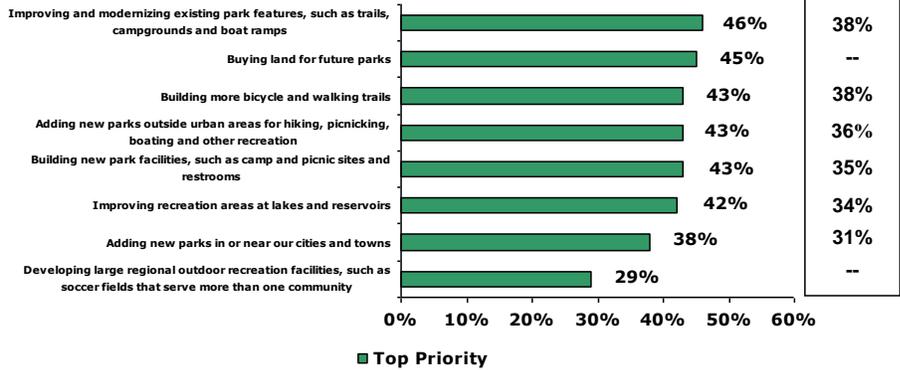
Three-quarters of residents claim to have visited a state park in 2007 or 2008 (77%), compared to 74 percent in 1995. From previous surveys, it is clear that Rocky Mountain National Park, other federal parks and local parks are often confused with state parks. For example, of the 74 percent who claimed to have visited a state park in 1995, when asked which park, only 49 percent listed a state park, the rest were federal or local parks.

When asked to rate their experience at the park they most visited, one-half stated their experience was very favorable, and another 46 percent rated it favorable – similar to 1995, when 43 percent rated it very favorable and 51 percent favorable.

Priorities for funding park projects focus on features such as trails, campgrounds, boat ramps, more land for future parks, and building more bicycle and walking trails. Only large regional outdoor recreation facilities failed to be rated a priority by two-fifths of the residents. (See Figure 11)

Figure 11

Parks Top Funding Priorities – 2008



Question: Let me ask you specifically about state and local park and recreation priorities. As I read the list of possible ways money can be spent on state and local outdoor recreation projects, please tell me which you consider your highest priority for funding today, which you consider a medium priority, which you consider a low priority, and finally, those you don't consider a priority at all.

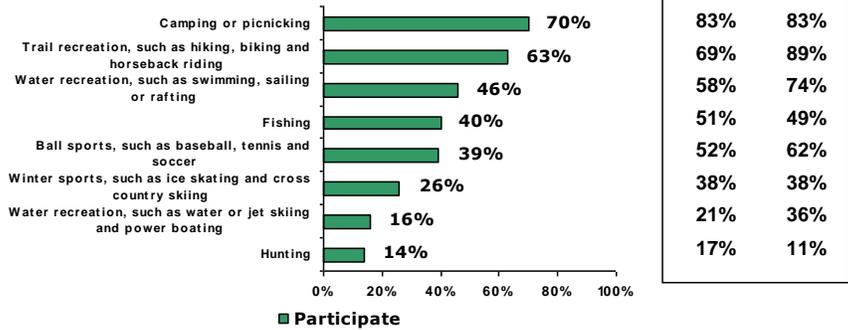
Ciruli Associates, N806, 2008

Outdoor Activities and Recreation

Camping, picnicking and trail recreation remain leading activities as they were in 1998. However, participation rates are down about 10 percent since 1998. Generation X and younger residents are much more likely to engage in outdoor activities, except for hunting. (See Figure 12)

Figure 12

Coloradans Take to the Outdoors



Question: Thinking about your outdoor activities, as I read the following list, please tell me if you took part in the activity during the last two years (2007 or 2008)?

Ciruli Associates, N806, 2008

Conclusion

Colorado residents continue to worry about the future of the state's open space, natural areas and wildlife. They remain prepared to support investments in open space and recreation with both lottery dollars and local taxes (mostly sales taxes). And they highly value their outdoor agencies.

Although GOCO has a low "top-of-mind" identity, its mission is highly valued, its performance is rated positively and its public approval is enduring.

II. PowerPoint

Great Outdoors Colorado Statewide Survey Results

Ciruli Associates

June 2008

Ciruli Associates



Research Design

- Conducted by: Ciruli Associates
- Sponsored by: Great Outdoors Colorado to review performance, priorities and policies of the agency
- Sample: statewide random sample of 806 Colorado residents
- Margin of error: ± 3.5 percentage points
- Date in field: June 3-9, 2008
- Compared to three earlier GOCO and State Parks surveys: 600 respondents (± 4.0 percentage points) in September 2001, 600 respondents in October 1998 and a 1,400 survey with State Parks (± 3.0 percentage points) in December 1995



Highlights

This poll represents the fourth GOCO survey with many questions repeated since the first 1995 survey.

- State's mood turns down as attention turns to economic problems. Growth concerns decline.
- Outdoors agencies' and GOCO's mission are popular. GOCO does not have a high brand identity.
- Lottery play has dropped, but outdoors funding remains popular. Two-thirds of Coloradans support buying more land for open space, parks and protected areas with lottery sales.
- In spite of a substantial amount of total awards and increases in GOCO annual funding during its 14 year-operation, a plurality of the public still believe the amount is about right and a fifth would add more.
- Coloradans prefer accessible outdoor investments, large land purchases and conservation easements.



2

Ciruli Associates 2008

Highlights (continued)

- Public priorities remain with river corridors, open space, greenbelt and agricultural preservation. Most common comments in open-ended question on community and state priorities are divided between park maintenance and open space purchases. A number of new items are on list.
- Local open space programs remain popular, but interest in more programs and land purchasing has declined.
- Colorado state parks receive heavy usage and they remain popular. Residents' park priorities focus on infrastructure upgrades and new land purchases.
- Most residents said they participated in some outdoor activity last two years, such as camping or picnicking and trail and water recreation.
- Three-quarters of residents live in urban or suburban areas and one-quarter rural or small town.



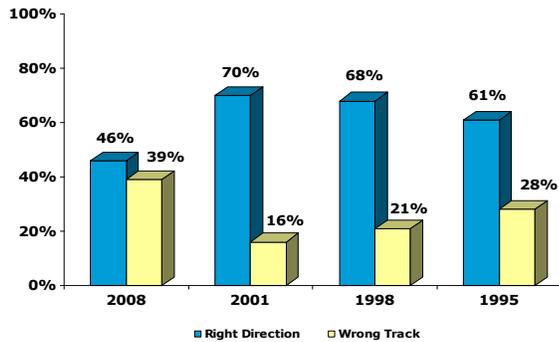
3

Ciruli Associates 2008

State's Mood Turns Down

- National anxiety catches up with Colorado (63% "right direction" in Colorado Sept. 2007)

Right Direction or Wrong Track in GOCO Polls



Cirulli Associates, N806, 2008

Question: Let me ask you a general question about how you believe things are going in the state. Overall, would you say things in Colorado are generally going in the right direction, or do you feel things here have gotten pretty seriously off on the wrong track?

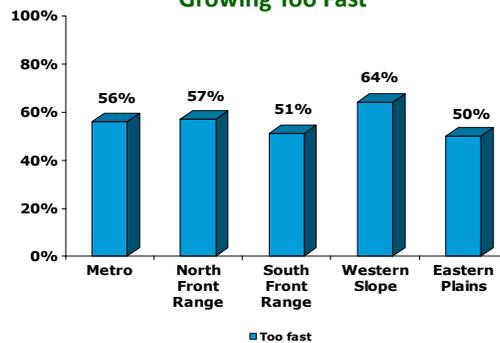
4

Cirulli Associates 2008

Coloradans Concern About Growth Drops in National Slowdown

- About half believe growth too fast (56%) – down from 75% in 1998
- Western Slope most concerned – 64%

Growing Too Fast



Cirulli Associates, N806, 2008

Question: Considering the State of Colorado and the number of people living here, do you believe the state is growing too fast, about the right amount or not growing fast enough?

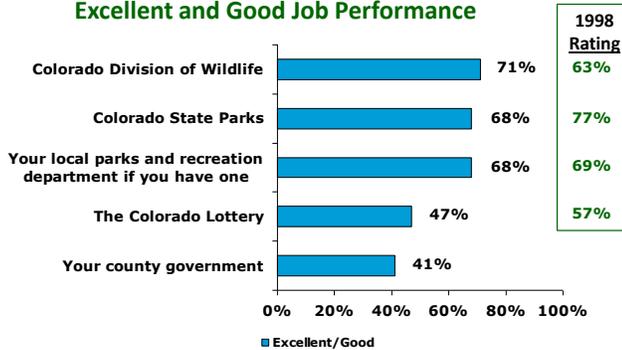
5

Cirulli Associates 2008

Performance of Outdoor and Recreation Agencies Rated Positive

- Lottery declines 10 points. Parks down 9 points, Wildlife up 8 from the 1998 poll.

Excellent and Good Job Performance



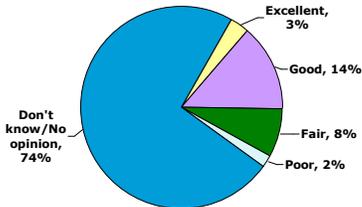
Ciruli Associates, N806, 2008

Question: The following is a list of government organizations. As I read the list, please tell me how you believe each is performing its job. Do you believe it is doing an excellent job, good, fair or poor job? If you are not familiar with the organization, or don't have an opinion on its performance, just say so.



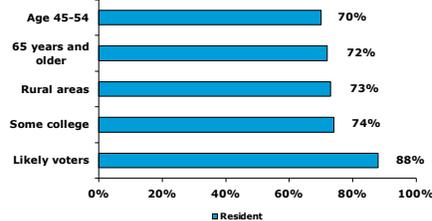
GOCO Still Has Low Public Awareness

Unaided GOCO Rating



- 74% don't know GOCO or had no opinion
- 71% in 1998

Top Groups Aware of GOCO After Prompt

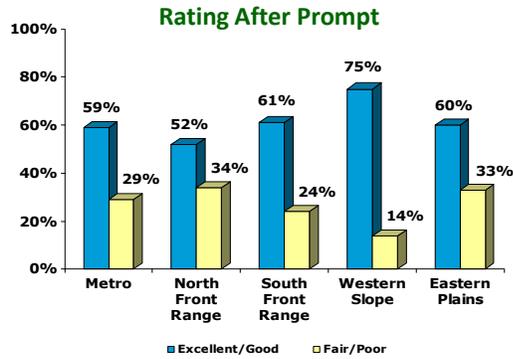


Ciruli Associates, N806, 2008



GOCO Positive Performance Rating After Prompt

- Total awareness after prompt – 66%
- 2 to 1 positive to negative performance rating after prompt



Ciruli Associates, N806, 2008

Question: In 1992, Colorado voters passed an amendment to the Constitution that directed that lottery proceeds be spent for the outdoors. The organization created to distribute a part of the lottery proceeds is called Great Outdoors Colorado, or GOCO. Money is given to state and local park and recreation projects, wildlife and open space projects. Do you recall hearing about Great Outdoors Colorado – GOCO – or are you unfamiliar with it?

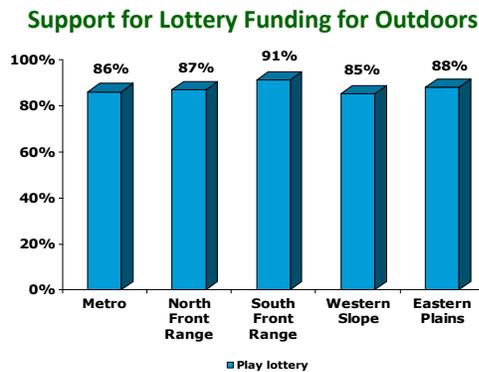


8

Ciruli Associates 2008

Lottery Play Declines, But Support for Funding Outdoors Continues

- Lottery play 59% in 2008, 61% in 2001, 74% in 1998, 78% in 1995
- 87% support lottery funds for outdoors (89% in 1998)



Ciruli Associates, N806, 2008

Question: Have you played the Colorado Lottery (or lotto) during 2007 or 2008?

Question: In general, would you say you support or oppose continuing using lottery funds for parks, outdoor recreation, wildlife habitat and open space?

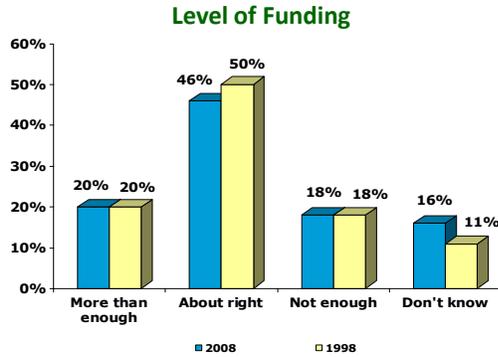


9

Ciruli Associates 2008

Level of GOCO Funding is Still About Right

- GOCO annual funding at \$53 million (\$40 million in 1998)



Ciruli Associates, N806, 2008

Question: Since 1994, GOCO has awarded \$570 million in lottery proceeds for 2,800 outdoor projects in all of Colorado's 64 counties. It is projected to receive approximately \$53 million annually in lottery proceeds. Given what you believe are the needs for state and local outdoor recreation projects and wildlife and open space projects, do you believe the \$53 million GOCO receives each year is more than enough money, about the right amount of money or not enough money for spending on outdoor recreation, wildlife and open space projects?



10

Ciruli Associates 2008

Open Space Strategies: Buy Land, Keep it Accessible

Colorado has enough land controlled by federal, state and local governments. We should **NOT** be buying more land for open space, parks and protected areas with tax and lottery dollars. 29%

Colorado needs more open space, parks and protected areas. We should **CONTINUE** buying land with tax and lottery dollars. 65%

Colorado's top priority should be to create more natural open areas with **LITTLE public access** and few or no developed campsites, roads or trails. 29%

Colorado's top priority should be to create more parks and open areas with **EASY public access** and well developed facilities, such as campsites, roads and trails. 64%

Ciruli Associates, N806, 2008

Question: As I read the following statements, please tell me which statement comes closest to your personal beliefs on the topic. Also, please tell me whether it is much closer to your personal beliefs than the other statement or somewhat closer to your personal beliefs. And would you say that the statement is much closer to your personal beliefs than the other statement or only somewhat closer?



11

Ciruli Associates 2008

Comparing Large and Small Grants, Large Have More Support

Some people say that large grants are NOT the best use of GOCO funds because that money could be better spent on smaller projects that would benefit more communities around the state. 34%

Other people say that large grants are a GOOD use of GOCO funds because they help preserve and protect some of the last great places in Colorado that would never happen without these large grants. 59%

Ciruli Associates, N806, 2008

Question: One type of grant which organizations and communities can apply for is a multi-million dollar, multi-year grant for projects that focus on land preservation. Connected networks of open space are preserved, including wildlife habitat, agricultural lands and scenic areas, such as along river corridors. During its history, GOCO has spent about half of its total available funding on 40 of these large projects. The other half of GOCO dollars have helped fund about 2,800 smaller projects across Colorado, such as local parks and trails.

I'd like to read you two points of view about this issue and please tell me which viewpoint comes closest to your own.



12

Ciruli Associates 2008

Major Policy Issues and Regions of State

- Buy more land – 65%, easy access – 64%, use large grants – 59%

GOCO Policy and Geography

	Buy More <u>Land</u>	Easy <u>Access</u>	Use Large <u>Grants</u>
Total	65%	64%	59%
Metro	67	65	59
North Front Range	67	61	64
South Front Range	66	69	57
Western Slope	68	60	60
Eastern Plains	26	56	47

Ciruli Associates, N806, 2008

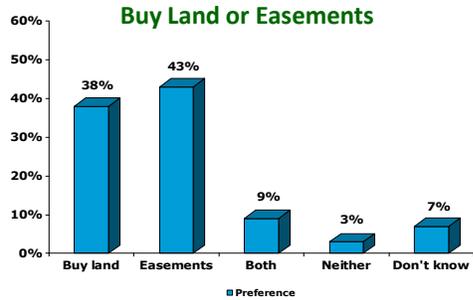


13

Ciruli Associates 2008

Coloradans Divided Between Easements and Land Purchases

- In follow-up, 78% preferring "buy land," see benefit in easements, for total of 59% approving easements



Ciruli Associates, N806, 2008

Question: There are two types of open space land preservation projects Great Outdoors Colorado funds. One provides money for the purchase of land. In most cases, this land can be accessed by the public for activities, such as trails.

The other type of land preservation Great Outdoors Colorado funds is the purchase of conservation easements, which cost much less than purchase of the land. Ranchers are paid not to develop their land, thereby preserving wildlife habitat and scenic views. The landowner continues to use the land for agricultural operations. There is usually no public access.

Which type of open space purchase do you believe is best: purchase, own and maintain the land, which is typically more expensive and provides some public access, or purchase conservation easements, which are typically less expensive, but provide no public access?

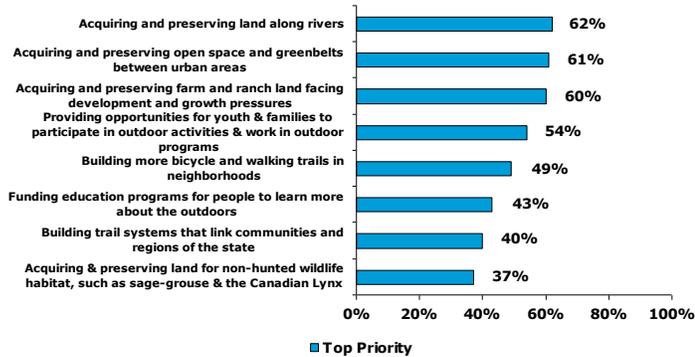


14

Ciruli Associates 2008

Top GOCO Funding Priorities – 2008

- River corridors, open space and preserving agricultural land remain the top priorities



Ciruli Associates, N806, 2008

Question: Great Outdoors Colorado, which we discussed earlier, has been awarding grants to a variety of outdoor projects since 1994. As I read the list of what the Colorado Constitution allows GOCO to fund, please tell me which you consider your highest priority for funding today, which you consider a medium priority, which you consider a low priority, and finally, those you don't consider a priority at all.



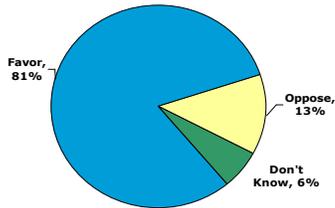
15

Ciruli Associates 2008

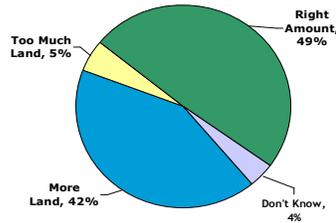
Strong Support for Local Open Space Programs

- 32% claim a local program (30% in 1998)
- If no local program, start one – 51% (63% in 1998)

Favor Local Program



Purchase More Land



Ciruli Associates, N806, 2008

Question: Does your city or county have a program that uses local tax dollars to purchase open space land?

Question: Do you favor or oppose your local government's open space program?

Question: Do you believe your local government's open space program should purchase more land for open space, has purchased about the right amount or has purchased too much land for open space?



Coloradan's Outdoor Priorities – Local Communities and State

- Park maintenance and preserving open space stay at top of agenda
- But many new items on list in open-ended suggestions

Most Important	Community		State	
	2008	1998	2008	1998
Park maintenance	15%	12%	13%	12%
Preserve open space	12	18	12	27
Things are fine/great job	7	--	4	--
Preserve wildlife habitat	7	9	12	14
Trails	7	2	4	2
Develop local parks	5	4	2	2

Ciruli Associates, N806, 2008

Some new items:

Security, preserving water, wildlife management (animals in residential areas), pine beetle disease (state only), playground equipment (local only)

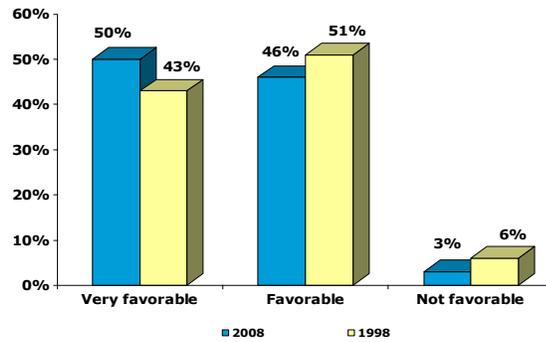
Question: Thinking about your community (shifting attention to the state in general), please rank the three most important park, outdoor recreation, open space and/or wildlife needs that should be address?



State Parks Remain Highly Used and Popular

- 77% visited state park (74% in 1995)

Favorable Park Experience



Ciruli Associates, N806, 2008

Question: During the past two years (2007 and 2008), did you visit a Colorado State Park?

Question: Would you rate the experience at the park you most frequently visited as very favorable, favorable or not favorable?

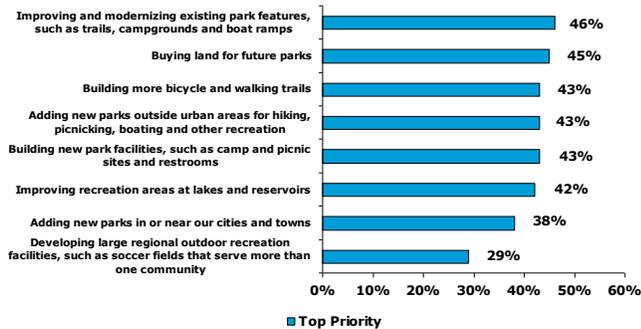


18

Ciruli Associates 2008

Parks Top Funding Priorities – 2008

- Little difference in Parks priorities, but improving the infrastructure a priority



Ciruli Associates, N806, 2008

Question: Let me ask you specifically about state and local park and recreation priorities. As I read the list of possible ways money can be spent on state and local outdoor recreation projects, please tell me which you consider your highest priority for funding today, which you consider a medium priority, which you consider a low priority, and finally, those you don't consider a priority at all.

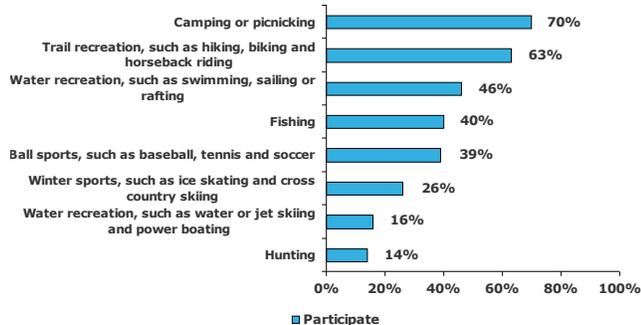


19

Ciruli Associates 2008

Coloradans Take to the Outdoors

- Camping, picnicking and trail recreation still tops
- Participation rates down 10 points on average from 1998



Cirulli Associates, N806, 2008

Question: Thinking about your outdoor activities, as I read the following list, please tell me if you took part in the activity during the last two years (2007 or 2008)?



20

Cirulli Associates 2008

Sample Description

<u>Age</u>		<u>Education</u>	
34 years or less	13%	High school or less	27%
35-54	36	Some college	20
55-64	24	College	27
65 and over	25	Post college	24
<u>Party ID</u>		<u>Ideology</u>	
Republican	28%	Liberal	31%
Unaffiliated	30	Middle	22
Democrat	36	Conservative	37
<u>Region</u>		<u>Type of Area</u>	
Metro	54%	Farm	15%
North Front Range	12	Small town	11
South Front Range	16	Large town	16
Western Slope	14	City	34
Eastern Plains	4	Suburb	20
		Exurb	3

Cirulli Associates, N806, 2008



21

Cirulli Associates 2008

III. Questionnaire With Topline Data

**Great Outdoors Colorado
806 Adults Residents**

Policy Questions

Direction of State

Let me ask you a general question about how you believe things are going in the state.

1. Overall, would you say things in Colorado are generally going in the right direction, or do you feel things here have gotten pretty seriously off on the wrong track?

	<u>2008</u>	<u>2001</u>	<u>1998</u>	<u>1995</u>
Right direction	46%	70%	68%	61%
Wrong track	39	16	21	28
Don't know/refused	15	14	11	11

Growth

2. Considering the State of Colorado and the number of people living here, do you believe the state is growing too fast, about the right amount or not growing fast enough?

	<u>2008</u>	<u>1998</u>
Too fast	56%	75%
About right.....	36	22
Not fast enough.....	4	1
Don't know/refused	5	2

Government Organizations Ratings

The following is a list of government organization. As I read the list, please tell me how you believe each is performing its job. Do you believe it is doing an excellent job, good, fair or poor job? If you are not familiar with the organization, or don't have an opinion on its performance, just say so. [ROTATED]

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>No Opinion</u>	<u>Don't Know</u>	
3. Colorado State Parks	15%	53%	17%	3%	7%	6%	
4. The Colorado Lottery	8	39	13	8	18	15	
5. Colorado Division of Wildlife....	19	52	12	2	7	7	
6. Your local parks and recreation department if you have one	18	50	16	4	5	8	
7. Your county government.....	2	39	33	12	6	7	
8A. Great Outdoors Colorado, called GOCO.....	3	14	8	1	13	61	GO TO Q8B

Questions 3, 4, 5, 6 and 7, go to Q9

Government Organizations Rating Comparison

<u>Organization</u>	<u>Excellent and Good</u>		
	<u>2008</u>	<u>1998</u>	<u>1995</u>
Colorado Division of Wildlife	71%	63%	63%
Colorado State Parks	68	77	73
Your local parks and recreation department if you have one	68	69	67
The Colorado Lottery	47	57	56
Your county government	41	--	--
Great Outdoors Colorado, called GOCO*	41	42	42

*Total rating after prompt

Ciruli Associates 2008

GOCO Rating

IF "NO OPINION" (5) OR "DON'T KNOW" (6) ON Q8A, ASK:

8B. In 1992, Colorado voters passed an amendment to the Constitution that directed that lottery proceeds be spent for the outdoors. The organization created to distribute a part of the lottery proceeds is called Great Outdoors Colorado, or GOCO. Money is given to state and local park and recreation projects, wildlife and open space projects.

Do you recall hearing about Great Outdoors Colorado – GOCO – or are you unfamiliar with it?

	<u>2008</u>	<u>1998</u>	<u>1995</u>	
Heard of it.....	53%	48%	63%	GO TO Q8C
Unfamiliar with it	47	51	37	GO TO Q9

N597

ASK IF "HEARD OF GOCO" IN Q8B:

- 8C. Given what you have heard or seen about it, would you say Great Outdoors Colorado/GOCO is doing an excellent job, good, fair or poor job of fulfilling the mission voters gave it to preserve, protect and enhance Colorado's parks, wildlife, trails, rivers and open space heritage?

	<u>2008</u>	<u>1998</u>	<u>1995</u>
Excellent	10%	10%	12%
Good	51	51	39
Fair.....	22	23	22
Poor.....	6	3	8
Don't know/refused	11	14	18

N318

Total GOCO Rating Comparison

<u>Rating</u>	<u>First Test</u>	<u>Second Test</u>	<u>2008</u>	<u>Total Test 1998</u>	<u>1995</u>
Excellent	3%	10%	7%	8%	9%
Good	14	51	34	34	33
Fair	8	22	16	12	16
Poor	1	6	4	4	6
Don't know	74	11	39	42	36

Ciruli Associates 2008

Lottery

9. In general, would you say you support or oppose continuing using lottery funds for parks, outdoor recreation, wildlife habitat and open space?

	<u>2008</u>	<u>1998</u>
Support lottery for outdoors	87%	89%
Oppose lottery for outdoors	9	9
Don't know/refused	4	2

10. Have you played the Colorado Lottery (or lotto) during 2007 or 2008?

	<u>2008</u>	<u>2001</u>	<u>1998</u>	<u>1995</u>
Yes.....	55%	61%	74%	78%
No.....	45	39	26	22
Don't know/refused.....	0.2	--	3	--

Important Outdoor Priorities for Community

11. Thinking about your community, please rank the three most important park, outdoor recreation, open space and/or wildlife needs that should be addressed? [3 CHOICES]

	<u>Total</u>
Park maintenance (roads/restrooms/campgrounds/parking areas).....	15%
Preserve open space	12
Things are fine/doing a great job	7
Preserve wildlife habitat	7
Trails	7
Develop local parks.....	5
Playground equipment	4
Security	4
Water areas/preserve water	4
Wildlife management.....	4
Acquire land for future parks/open space	3
Bike paths.....	3
Children's parks	2
Athletic fields (baseball/soccer).....	2
Sports facilities (swimming pools/tennis).....	2
Indoor recreation area	2
Access to land (parks/open space)	2
Pine beetle disease	2
Reduce fees (entrance).....	2
Funding	2
Education	2
Hunting issues.....	2
Save primitive areas	1
Fire protection.....	1
Develop skate park.....	1
Fishing.....	1
Maintain restrooms	1
Water recreation	1
Dog parks	1
More camping areas	1
Handicapped facilities.....	1
Youth recreation.....	1
Agricultural land preservation	0.4
Oil/gas drilling/mining issues	0.4
Outdoor recreation	0.4
Urban park development.....	0.1
Protect endangered species	0.1
Urban natural areas	0.1
Other	4
Don't know/refused.....	35

Important Outdoor Priorities for State

12. Shifting attention to the state in general, please rank the three most important park, outdoor recreation, open space and/or wildlife needs that should be addressed?
[3 CHOICES]

	<u>Total</u>
Park maintenance (roads/restrooms/campgrounds/parking areas).....	13%
Preserve open space	12
Preserve wildlife habitat	12
Water areas/preserve water	6
Acquire land for future parks/open space	4
Trails	4
Access to land (parks/open space)	4
Pine beetle disease	4
Wildlife management	4
Things are fine/doing a great job	4
Hunting issues	3
Develop local parks.....	2
Reduce fees (entrance).....	2
Fishing.....	2
Security	2
Funding	2
Education	2
More camping areas	2
Maintain restrooms	1
Children's parks	1
Bike paths.....	1
Athletic fields (baseball/soccer).....	1
Indoor recreation area	1
Agricultural land preservation	1
Save primitive areas	1
Playground equipment	1
Handicapped facilities.....	1
Oil/gas drilling/mining issues	1
Fire protection.....	1
Sports facilities (swimming pools/tennis).....	0.4
Develop skate park.....	0.4
Outdoor recreation	0.4
Protect endangered species	0.2
Water recreation	0.2
Dog parks	0.2
Urban natural areas	0.1
Youth recreation	0.1
Other	3
Don't know/refused.....	38

Comparison of Top State and Community Priorities

<u>Priority</u>	<u>Community</u>		<u>State</u>	
	<u>2008</u>	<u>1998</u>	<u>2008</u>	<u>1998</u>
Park maintenance (roads/restrooms/campgrounds)	15%	12%	13%	12%
Preserve open space	12	18	12	27
Things are fine/great job	7	--	4	--
Preserve wildlife habitat	7	9	12	14
Trails	7	2	4	2
Develop local parks	5	4	2	2
Playground equipment	4	--	--	--
Security	4	--	2	--
Water areas/preserve water	4	--	6	--
Wildlife management	4	--	4	--
Acquire land for future parks/open space	3	2	4	2
Bike paths	3	2	1	1
Access to land (parks/open space)	2	1	4	--
Pine beetle disease	2	--	4	--

Ciruli Associates 2008

Funding Priorities for GOCO

Great Outdoors Colorado, which we discussed earlier, has been awarding grants to a variety of outdoor projects since 1994. As I read the list of what the Colorado Constitution allows GOCO to fund, please tell me which you consider your highest priority for funding today, which you consider a medium priority, which you consider a low priority, and finally, those you don't consider a priority at all. [ROTATED]

	<u>Top Priority</u>	<u>Medium Priority</u>	<u>Low Priority</u>	<u>Not a Priority</u>	<u>Don't Know</u>
13. Acquiring and preserving land for non-hunted wildlife habitat, such as sage-grouse and the Canadian Lynx ..	37%	32%	16%	10%	5%
14. Funding education programs for people to learn more about the outdoors, such as through teacher training and signs that explain natural features.....	43	39	13	4	2
15. Acquiring and preserving open space and greenbelts between urban areas...	61	26	7	3	2
16. Acquiring and preserving farm and ranch land facing development and growth pressures	60	24	9	3	3

	<u>Top Priority</u>	<u>Medium Priority</u>	<u>Low Priority</u>	<u>Not a Priority</u>	<u>Don't Know</u>
17. Acquiring and preserving land along rivers	62%	26%	6%	3%	3%
18. Building trail systems that link communities and regions of the state	40	37	17	4	3
19. Building more bicycle and walking trails in neighborhoods.....	49	32	14	4	1
20. Providing opportunities for youth and families to participate in outdoor activities and work in outdoor programs	54	35	8	3	1

Top GOCO Priorities 2008 and 1998

<u>Top Priority</u>	<u>2008</u>	<u>1998</u>
River corridors	62%	68%
Open space/greenbelts between cities	61	67
Preserve agricultural land	60	64
Youth/families outdoor programs	54	58
Bike/walking trails in neighborhoods	49	--
Education programs	43	42
Trails that link communities*	40	32
Land for non-game habitat	37	46

*Regional trail system in 1998

Ciruli Associates 2008

Funding Priorities for Parks

Let me ask you specifically about state and local park and recreation priorities. As I read the list of possible ways money can be spent on state and local outdoor recreation projects, please tell me which you consider your highest priority for funding today, which you consider a medium priority, which you consider a low priority, and finally, those you don't consider a priority at all. [ROTATED]

	<u>Top Priority</u>	<u>Medium Priority</u>	<u>Low Priority</u>	<u>Not a Priority</u>	<u>Don't Know</u>
21. Adding new parks in or near our cities and towns.....	38%	42%	12%	7%	2%
22. Developing large regional outdoor recreational facilities, such as soccer fields that serve more than one community	29	44	18	7	2

	<u>Top Priority</u>	<u>Medium Priority</u>	<u>Low Priority</u>	<u>Not a Priority</u>	<u>Don't Know</u>
23. Building more bicycle and walking trails.....	43%	36%	14%	5%	1%
24. Adding new parks outside urban areas for hiking, picnicking, boating and other recreation.....	43	40	12	5	1
25. Building new park facilities, such as camp and picnic sites and restrooms..	43	41	12	3	1
26. Improving and modernizing existing park features, such as trails, campgrounds and boat ramps.....	46	41	8	3	2
27. Improving recreation areas at lakes and reservoirs	42	43	11	2	2
28. Buying land for future parks	45	31	16	6	3

Top Park Priorities

<u>Top Priority</u>	<u>2008</u>
Improve existing park features, trails, campgrounds/boat ramps	46%
Buy land for future parks	45
Build new park facilities, camp/picnic sites/restrooms	43
Build bicycle/walking trails	43
Add new parks outside urban areas	43
Improve recreation areas at lakes and reservoirs	42
Add new parks in/near cities	38
Outdoor recreation facilities serving multiple communities	29

Ciruli Associates 2008

Large vs. Small Grants

One type of grant which organizations and communities can apply for is a multi-million dollar, multi-year grant for projects that focus on land preservation. Connected networks of open space are preserved, including wildlife habitat, agricultural lands and scenic areas, such as along river corridors. During its history, GOCO has spent about half of its total available funding on 40 of these large projects. The other half of GOCO dollars have helped fund about 2,800 smaller projects across Colorado, such as local parks and trails.

I'd like to read you two points of view about this issue and please tell me which viewpoint comes closest to your own.

29. Statement A: Some people say that large grants are not the best use of GOCO funds because that money could be better spent on smaller projects that would benefit more communities around the state.

Statement B: Other people say that large grants are a GOOD use of GOCO funds because they help preserve and protect some of the last great places in Colorado that would never happen without these large grants.

Which point of view comes closest to your own?

	<u>2008</u>	<u>2001</u>
Large not best use	34%	35%
Large good use	59	53
Don't know/refused.....	7	12

Ciruli Associates 2008

Outdoor Activities

Thinking about your outdoor activities, as I read the following list, please tell me if you took part in the activity during the last two years (2007 or 2008)?

	<u>30.</u>		<u>1998</u>	<u>1995</u>
	<u>Yes</u>	<u>No</u>	<u>Yes</u>	<u>Yes</u>
30. Trail recreation, such as hiking, biking and horseback riding	63%	37%	69%	70%
31. Camping or picnicking.....	70	30	83	80
32. Fishing	40	60	51	48
33. Hunting	14	86	17	17
34. Water recreation, such as swimming, sailing or rafting...	46	54	58	39
35. Water recreation, such as water or jet skiing and power boating	16	84	21	18
36. Winter sports, such as ice skating and cross country skiing.....	26	74	38*	31*
37. Ball sports, such as baseball, tennis and soccer.....	39	61	52	48

Formatted: Bullets and Numbering

*Skiing and snowboarding in 1998 and 1995

Rating State Parks

38. During the past two years (2007 and 2008), did you visit a Colorado State Park?

	<u>2008</u>	<u>1995</u>	
Yes.....	77%	74%	GO TO Q39
No.....	23	23	GO TO Q40
Don't know/refused.....	1	4	GO TO Q40

IF "YES" IN Q38, ASK:

39. Would you rate the experience at the park you most frequently visited as very favorable, favorable or not favorable?

	<u>2008</u>	<u>1995*</u>
Very favorable.....	50%	43%
Favorable	46	51
Not favorable	3	6
Don't know/refused	--	1

N619

*Question references specific parks respondents identified in a previous question.

Local Government

40. Does your city or county have a program that uses local tax dollars to purchase open space land?

	<u>2008</u>	<u>1998</u>	
Yes	32%	30%	GO TO Q41
No	6	10	GO TO Q43
Don't know/refused	61	60	GO TO Q43

IF "YES" in Q40, ASK:

41. Do you favor or oppose your local government's open space program?

	<u>2008</u>	<u>1998</u>	
Favor	81%	81%	GO TO Q42
Oppose	13	10	GO TO Q44
Don't know/refused	6	8	GO TO Q44

N261

IF "FAVOR" in Q41, ASK:

42. Do you believe your local government's open space program should purchase more land for open space, has purchased about the right amount or has purchased too much land for open space?

	<u>2008</u>	<u>1998</u>
Purchase more.....	42%	55%
Right amount	49	40
Purchased too much land.....	5	1
Don't know/refused	4	5

N211

GO TO Q44

IF "NO" OR "DON'T KNOW" in Q40, ASK:

43. Should your local government start a program that uses local tax dollars to purchase open space?

	<u>2008</u>	<u>1998</u>
Yes	51%	63%
No	34	22
Don't know/refused	15	14

N545

GO TO Q44

Policy Questions

As I read the following statements, please tell me which statement comes closest to your personal beliefs on the topic. Also, please tell me whether it is much closer to your personal beliefs than the other statement or somewhat closer to your personal beliefs.

[READ FOLLOW-UP AS NEEDED: And would you say that the statement is much closer to your personal beliefs than the other statement or only somewhat closer?]

44. Statement A: Colorado’s top priority should be to create more natural open areas with little public access and few or no developed campsites, roads or trails.
- Statement B: Colorado’s top priority should be to create more parks and open areas with easy public access and well developed facilities, such as campsites, roads and trails.

		Summary					
		<u>2008</u>	<u>Statement</u>	<u>2008</u>	<u>2001</u>	<u>1998</u>	<u>1995</u>
Much closer to Statement A	16%						
Somewhat closer to Statement A	13	Less access	29%	38%	29%	36%	
Somewhat closer to Statement B	21	More access	64	55	64	54	
Much closer to Statement B	43	Both	--	4	--	--	
Don’t know/refused	6	Don’t know.....	6	3	6	10	

Ciruli Associates 2008

45. Statement A: Colorado has enough land controlled by federal, state and local governments. We should not be buying more land for open space, parks and protected areas with tax and lottery dollars.
- Statement B: Colorado needs more open space, parks and protected areas. We should continue buying land with tax and lottery dollars.

		<u>2008</u>
Much closer to Statement A		18%
Somewhat closer to Statement A		11
Somewhat closer to Statement B		19
Much closer to Statement B		46
Don’t know/refused.....		6

		Summary			
<u>Statement</u>	<u>2008</u>	<u>2001</u>	<u>1998</u>	<u>1995</u>	
Don’t need more land....	29%	24%	21%	32%	
Need more land.....	65	71	68	61	
Both	--	3	--	--	
Don’t know	6	2	10	6	

Ciruli Associates 2008

Buy Land or Easements

There are two types of open space land preservation projects Great Outdoors Colorado funds. One provides money for the purchase of land. In most cases, this land can be accessed by the public for activities, such as trails.

The other type of land preservation Great Outdoors Colorado funds is the purchase of conservation easements, which cost much less than purchase of the land. Ranchers are paid not to develop their land, thereby preserving wildlife habitat and scenic views. The landowner continues to use the land for agricultural operations. There is usually no public access.

46. Which type of open space purchase do you believe is best: purchase, own and maintain the land, which is typically more expensive and provides some public access, or purchase conservation easements, which are typically less expensive, but provide no public access?

Purchase land.....	38%	GO TO Q47
Purchase conservation easements....	43	GO TO Q48
Both	9	GO TO Q48
Neither	3	GO TO Q48
Don't know/refused	7	GO TO Q48

For those answering "purchase land" in Q46, ASK:

47. Do you see any benefit in using lottery dollars to purchase conservation easements that protect wildlife habitat and scenic views?

Yes	78%*
No	18
Don't know/refused	4

N302

*Total of 59% of respondents favor or see conservation easements as beneficial

Level of Funding

48. Since 1994, GOCO has awarded \$570 million in lottery proceeds for 2,800 outdoor projects in all of Colorado’s 64 counties. It is projected to receive approximately \$53 million annually in lottery proceeds. Given what you believe are the needs for state and local outdoor recreation projects and wildlife and open space projects, do you believe the \$53 million GOCO receives each year is more than enough money, about the right amount of money or not enough money for spending on outdoor recreation, wildlife and open space projects?

	<u>2008</u>	<u>1998</u>
More than enough	20%	20%
About right.....	46	50
Not enough.....	18	18
Don’t know/refused	16	11

1998 question:

As was mentioned, in recent years, GOCO has had about \$17 million per year in Lottery proceeds to spend on projects like those described. In 1999, GOCO will receive about \$40 million per year in Lottery proceeds for outdoor projects. Given what you believe are the needs for state and local outdoor recreation projects, wildlife and open space projects, do you believe \$40 million per year is more than enough money, about the right amount or not enough money for spending on outdoor recreation, wildlife and open space projects?

Demographics

The final questions are for background information only. The answers to these questions help us to understand the results.

Your answers to these questions, like all the survey questions, are confidential and used only when combined with all other persons who are interviewed.

49. How old are you?

(18-24).....	3%
(25-34).....	10
(35-44).....	16
(45-54).....	20
(55-64).....	24
(65-74).....	15
(75 and over).....	10

Summary

	Age	2008
34 or less		13%
35-54		36
55-64		24
65 and over		25

Ciruli Associates 2008

50. What was the last grade or degree you completed at school?

Grad 1-11	4%
High school graduate	23
Some college/business/vocational	20
College graduate	27
Post grad work/professional graduate....	24
Don't know/refused	2

Summary

	Education	2008
High school or less ...		27%
Some college		20
College grad		27
Post grad		24

Ciruli Associates 2008

51. What is your current marital status? Are you:

Married to a partner of the opposite sex	61%
Single	17
Widowed	10
Divorced	10
In a relationship with a same-sex partner	0.1
Don't know/refused	2

52. Do you have any children 18 years old or younger living at home?

Yes	31%
No	66
Don't know/refused	2

53. Thinking about political parties, would you say you lean toward the Democratic Party, the Republican Party or are not affiliated with either party?

Democrat	36%
Unaffiliated	30
Republican	28
Other party (vol)	0.4
Don't know/refused	6

54. How would you describe the area you live?

Farm or rural area	15%
Small town – fewer than 5,000 people	11
Large town – 5,000 to 50,000 people	16
City – 50,000 to 600,000	34
Suburb – adjacent or near, but outside of a city limit	20
Exurb – outside of a city limit and separated by some distance	3
Don't know/refused	2

55. Thinking about political philosophy, would you say you are? [ROTATED]

Very liberal	9%
Moderate lean liberal	22
Middle of the road	27
Moderate lean conservative	22
Very conservative	15
Other	1
Don't know/refused	5

Summary

<u>Ideology</u>	<u>2008</u>
Liberal	31%
Middle	22
Conservative	37

Ciruli Associates 2008

56. Are you from Hispanic of Spanish-speaking background

IF NO, ASK: With which race do you identify yourself: are you white, black, Asian, Native American, or some other ethnic or racial background:

White	81%
Hispanic	9
Black	3
Asian	1
Native American	2
Other	2
Don't know/refused	3

57. For statistical purposes only, as I read the following income groups, please stop me when the figure includes an approximation of your total income for you and members of your household for last year, 2007, before taxes? [ALTERNATE]

Less than \$40,000	22%	Summary	
\$40,000 or above, but less than \$80,000.....	33		
\$80,000 or above, but less than \$100,000.....	14	Income	2008
\$100,000 to \$150,000	11	Less than \$40,000.....	22%
More than \$150,000	5	\$40,000 to less than \$80,000....	33
Don't know/refused	15	\$80,000 to \$150,000.....	25
		More than \$150,000	5

Ciruli Associates 2008

58. Record respondent's sex.

Male	46%
Female	54

59. Is this interview being conducted on a cell phone or a landline telephone?

Cell phone.....	2%
Landline	95
Don't know/refused	2

60. Interview conducted in Spanish.

Yes	1%
No	99

County Location

1S. In what county is this residence?

County list.....	MARK BELOW
Not in Colorado	THANK AND TERMINATE
Don't know/refused	THANK AND TERMINATE

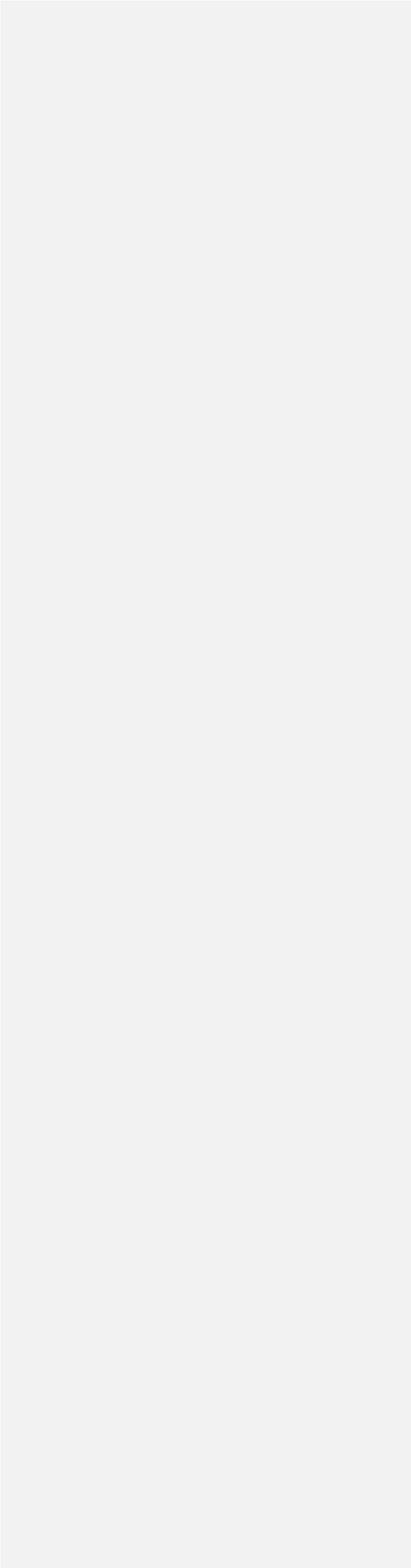
Metro Area:	
Adams, Arapahoe, Boulder, Broomfield, Denver, Douglas, Jefferson.....	54%
North Front Range:	
Larimer, Weld	12
South Front Range:	
El Paso, Teller, Pueblo	16
Eastern Plains:	4
North/Central:	
Cheyenne, Elbert, Kit Carson, Lincoln, Logan, Morgan, Phillips, Sedgwick, Washington, Yuma	
South:	
Baca, Bent, Crowley, Huerfano, Kiowa, Las Animas, Otero, Prowers	
Mountains/Western Slope:	14
Northwest/North Central:	
Clear Creek, Eagle, Garfield, Gilpin, Grand, Jackson, Mesa, Moffat, Pitkin, Rio Blanco, Routt, Summit	
Central East/Central West:	
Chaffee, Custer, Delta, Fremont, Gunnison, Hinsdale, Lake, Montrose, Ouray, Park, San Miguel	
South Central:	
Alamosa, Conejos, Costilla, Mineral, Rio Grande, Saguache	
Southwest:	
Archuleta, Dolores, Las Plata, Montezuma, San Juan	

2S. Are you a registered voter here in (put in county) County?

Yes	86%	GO TO Q3S
No	14	GO TO Q1
Don't know/refused....	0.2	GO TO Q1

3S. Thinking about the general election in November of this year for President, Senate, Congress and other offices, please rate your chances of voting in that election on a scale of 1 to 10 where 1 represents definitely will not vote, and 10 represents definitely will vote. Where on this scale of 1 to 10 would you place yourself?

10.....	84%
9.....	5
8.....	4
7-1	6
Don't know.....	1



IV. Research Design

- ✓ Telephone survey of 806 voters was conducted by Ciruli Associates for the Great Outdoors Colorado from June 3-9, 2008. Respondents were selected by random digit dialing from a random sample of adult residents residing within the State of Colorado.
- ✓ The questionnaire was developed with input from Great Outdoors Colorado management and officers and a review of documents and previous surveys. Question wording was pre-tested and adjusted to enhance clarity, validity and reliability. The order of questions was rotated to reduce question order bias in question series with the same response categories.
- ✓ Telephone interviews were conducted by a professional, supervised interviewing service. Pre-testing was conducted to enhance clarity and reliability. A multiple callback procedure was employed to increase likelihood of reaching eligible registered voters. Calls were made at different times of day and included weekdays and weekends to increase response. Each interview required an average of 16 minutes to complete. Interviews were conducted in Spanish when needed. Respondents who were cell phone users were interviewed.
- ✓ Statistical range of accuracy in 19 out of 20 cases is plus or minus 3.5 percentage points for a sample size of 806, meaning that 95 percent of the time if all likely voters with telephones statewide had been surveyed, the findings would differ from the survey results by no more than plus or minus 3.5 percentage points. Sample tolerances for subgroups are larger. For example, the confidence interval for a subgroup of 400 respondents is ± 4.9 percentage points. Due to rounding, not all totals equal 100 percent. The number of respondents is indicated in questions involving less than the entire sample of 806. Survey results can be affected by other factors, such as question wording and order.
- ✓ The 2008 survey is compared to three previous conducted surveys for Great Outdoors Colorado and State Parks: a 600-respondent survey in September 2001, 600 respondents in October 1998 (both ± 4.0 percentage points) and a 1,400 survey done jointly between State Parks and GOCO (± 3.0 percentage points) in December 1995.
- ✓ Ciruli Associates is a non-partisan research, communication and public policy firm providing consulting for Colorado and national organizations since 1976.