CYGNAL

# Survey of General Population

## Colorado Springs, Colorado

September 9 – 11, 2026 | n=400 | ±4.89%

# Insights & Analysis

CYGNAL

- **The LART increase starts at 45 for the measure to 40 against the measure, and finishes at 53-35 once voters hear the case.** 62% of residents are not aware the LART tax exists today, and awareness of the four sustainability initiatives Visit COS is already funding ranges from 19% to 34%. When residents are told what the money does, 47% say they are more likely to support tourism against 11% less likely.
- **The city breaks 38-49 for the Democratic candidate for Governor with 13% unsure, so this measure is being run in a Democratic-leaning environment.** Registration does not mirror that: 51% of respondents are unaffiliated against 26% Republican and 18% Democrat.
- **36% of residents are max recommenders of Colorado Springs as a place to visit, and only 16% are low-recommenders.** The enthusiasm is uneven where it matters most: Democrats hit 49% max recommenders while unaffiliated voters sit at 27% max and 18% low, the least enthusiastic bloc in the city and also the largest.
- **Economic opportunity is the settled argument at 79% enhance to 7% diminish, and quality of life has moved to 37-31 enhance from 33-40 diminish in the 2024 survey.** Infrastructure, public safety, and public services is the one measure still net negative at 34-45, though that is an 11-point improvement off the worst base in the 2024 survey. The infrastructure read tracks the ballot directly: initial supporters split 41-40 on it while initial opponents are 31-52.
- **The tax itself is the least-known thing Visit COS does, with 37% aware of LART and 62% not aware.** Protecting trails, open spaces, and natural resources is the best-known initiative at 54-44 aware, and marketing tourism sits at 48-50. Awareness of LART collapses to 21% among women under 55 while reaching 61% among residents of 40 or more years.

# Insights & Analysis

CYGNAL

- **The measure opens at 45-40 with 15% unsure, above water before a single argument is made.** Republicans are 32-59 against, unaffiliated voters are 47-37 for, and Democrats are 57-28 for. The risk sits with the most reliable electorate: 4-of-4 general election voters, 38% of the sample, start at 43-43, a dead heat.
- **After message exposure the measure moves from 45-40 to 53-35, a 13-point net gain, with undecideds falling from 15% to 12%.** Unaffiliated voters go from 47-37 to 56-31 and swing voters go from 44-43 to 49-36, meaning the two least-locked-in blocs both land clearly on the yes side. Of the 15% who started unsure, 36% end up voting for the measure against 10% against, with 54% still unsure.
- **Women drive the largest gains: non-college women move 22 points (46-42 to 56-30), while women under 55 (47-38 to 59-31) and women 55 and over each move 19 points.** North Colorado Springs also moves 19 points, from 45-39 to 57-32, while the South only moves 7 points, from 45-42 to 49-39. Republicans move 9 points and remain 18 points underwater at 37-55.
- **Cost of living and housing affordability is the reason 59% of residents would consider leaving, about 1.7 times the next most common reason.** Political leanings and leadership follows at 34%, public safety and crime at 25%, infrastructure and road conditions at 24%, and traffic and congestion at 23%. Unaffiliated voters hit 65% on cost of living, and pace of growth and development ranks near the bottom at 16%, so the growth-and-crowding grievance that would most naturally fuel a no vote is not a top-tier concern.
- **Increasing Length of Stay is known to 19% of residents against 75% not aware, the least-known of the four initiatives tested.** Shoulder Seasons is at 23-71, Hidden Gems at 28-67, and Educational Messaging at 34-60. 56% of residents are aware of none of the four.

# Insights & Analysis

CYGNAL

- **Hearing about the initiatives makes 47% of residents more likely to support tourism against 11% less likely, with 35% saying it makes no difference.** Residents already aware of at least one initiative come in at 55-11 while residents aware of none come in at 40-12. Initial ballot supporters are 64-7 and initial opponents are 32-18, so exposure does not harden the opposition.
- **38% of residents are more likely to support an elected official who emphasizes tourism against 17% less likely, up from 31% more likely in the 2024 survey with the negative holding flat.** Women 55 and over are the most responsive at 52-18 and Democrats at 47-15, while Republicans are 34-23, the only bloc where the gap is close.
- **Local broadcast television news reaches 31% of residents, the largest single traditional source, and jumps to 48% among initial-ballot undecideds and 51% among residents of 40 or more years.** Social media platforms combined reach 44% overall and 53% of residents under 55, and news media websites reach 35%. The audience with the most room to move is disproportionately reachable on local broadcast.

# Insights & Analysis

CYGNAL

- The most effective **Pro-LART** message overall is ***Visitors, Not Residents***, and it is particularly strong among Democrats, Independents, men under 55, women 55+, college educated men, those living in the North and South parts of CS, those who have lived in CS for less than 2 years, those who have lived in CS for 11-20 years, those who have lived in CS between 21-39 years, and swing voters.
  - ***Paying Fair Share*** is the second most effective positive message overall, and it is particularly effective among Republicans, men 55+, non-college educated men, non-college educated women, those living in the North part of CS, those who have lived in CS for 11-20 years, and those who have lived in CS between 2-5 years.
  - Additionally, ***Local Businesses*** is an important message, as it is particularly effective among women under 55, college educated women, and those who have lived in CS between 2-5 years.
  - Finally, while not the most effective overall, ***Visitor Education*** is an important message, as it is particularly effective among Democrats, women 55+, and college educated women.

# Insights & Analysis

CYGNAL

Segmentation analysis identified the following three key voter groups:

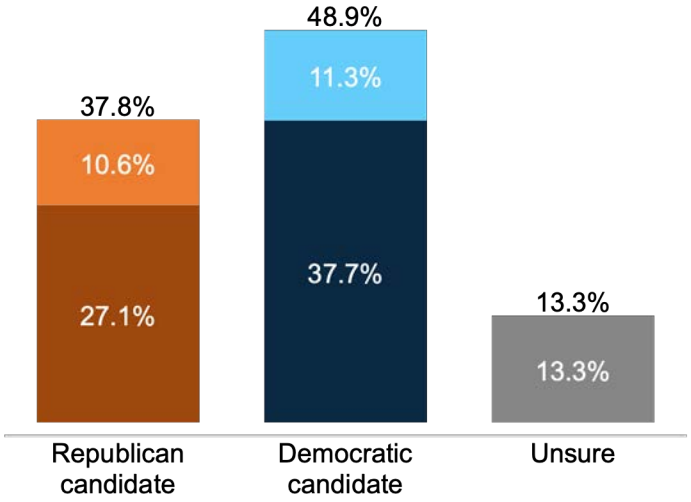
- ***Committed Republicans*** (23%) are a hard no on the LART and move the least. They open 28% support to 67% oppose and finish informed at 31% to 61%, a 9-point shift that still leaves them 30 points underwater. They are the most negative on tourism's local costs, with 59% saying more visitors diminish infrastructure and public safety and 40% saying visitors diminish quality of life, though 67% still grant that visitors enhance economic opportunity. Local businesses (59% more likely) and positives outweighing negatives (45%) are the only arguments that land, while visitor education (27%) and visitor growth (30%) fall flat, and they cite political leadership (48%) and public safety and crime (42%) as reasons to leave Colorado Springs at rates no other group approaches, getting their news primarily from social media (46%), cable news (33%), and local broadcast TV (29%). The group tends to be Republican, more Hispanic than the other two segments, non-college educated, from the North, and high propensity.
- ***GOP-Leaning Swing Voters*** (28%) are the only group that flips sides on this measure. They start 34% support to 43% oppose with 23% unsure, the largest undecided pool in the survey, and flip to 44% support and 39% oppose once informed, a 14-point shift. Their instincts cut both ways, with 86% saying more visitors enhance economic opportunity, the highest of any group, against 47% saying visitors diminish infrastructure and safety. Paying fair share (55% more likely), local businesses (51%), and visitors not residents (46%) are the strongest levers here, and they are the least aware of existing tourism efforts, with only 19% aware of work to increase length of stay and 22% aware of shoulder season promotion, reachable mainly through social media (51%), local broadcast TV (34%), other websites (31%), and news media websites (30%). The group tends to be female, under 55, unaffiliated, higher income (53% make $100,000 or more), college educated, from the North, and high propensity.

# Insights & Analysis

CYGNAL

- ***The Democratic-Leaning Coalition*** (49%) is the measure's base and the reason it starts above water. They back the LART 60% to 26% initially and build to 68% to 20% informed, a 14-point shift that matches the swing voters, and they are the only group that gains ground on every argument tested. Every message clears majority support, led by local businesses (73%), paying fair share (72%), visitors not residents (67%), and sustainable tourism (57%), and they are the most receptive to elected official endorsement at 46% more likely. Their affordability concerns run economic rather than cultural, with cost of living at 60%, local job opportunities at 31%, and water supply at 26% driving thoughts of leaving while public safety registers at just 9%, and they are the most likely group to read news media websites (42%) alongside social media (40%) and local broadcast TV (31%). The group tends to be under 55, unaffiliated, higher income, college educated, and high propensity.

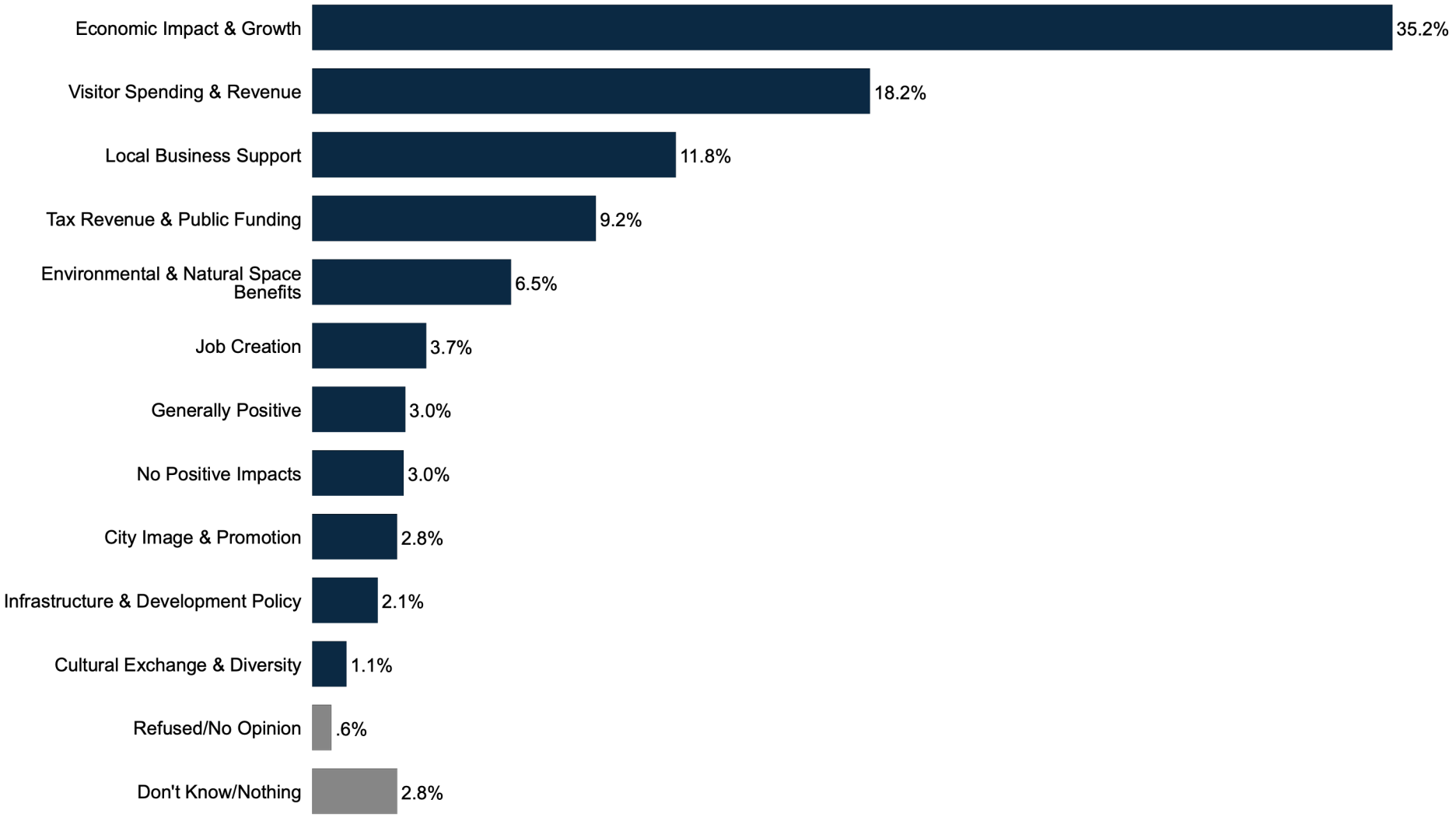
# Generic Ballot




| | Overall | Female | Male | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | North | South | Republican | Unaffiliated | Democrat | White | Other Race | <10 Yrs | 10- 20 Yrs | 20+ Yrs | Undecided | Swing Voters | Trump '24 | Harris '24 | 0 of 4 | 1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Republican candidate | 38% | 40% | 35% | 37% | 46% | 29% | 47% | 29% | 41% | 42% | 38% | 39% | 37% | 87% | 28% | 4% | 40% | 31% | 38% | 38% | 38% | 33% | 30% | 83% | 1% | 35% | 26% | 52% | 31% | 44% |
| Democratic candidate | 49% | 49% | 49% | 52% | 44% | 53% | 42% | 50% | 50% | 47% | 51% | 45% | 53% | 6% | 53% | 96% | 50% | 47% | 54% | 42% | 47% | 48% | 32% | 3% | 91% | 50% | 54% | 45% | 56% | 43% |
| Definitely the Republican candidate | 27% | 25% | 30% | 20% | 32% | 21% | 45% | 23% | 36% | 30% | 19% | 28% | 26% | 72% | 15% | 3% | 29% | 23% | 24% | 23% | 32% | 29% | 0% | 63% | 0% | 25% | 14% | 36% | 24% | 33% |
| Probably the Republican candidate | 11% | 16% | 5% | 17% | 14% | 8% | 1% | 6% | 5% | 12% | 19% | 11% | 10% | 15% | 13% | 1% | 11% | 8% | 14% | 14% | 6% | 4% | 30% | 20% | 1% | 9% | 12% | 16% | 6% | 11% |
| Probably the Democratic candidate | 11% | 13% | 10% | 16% | 8% | 13% | 4% | 9% | 10% | 13% | 13% | 8% | 15% | 2% | 13% | 14% | 11% | 9% | 13% | 11% | 9% | 8% | 32% | 1% | 19% | 12% | 20% | 3% | 12% | 8% |
| Definitely the Democratic candidate | 38% | 36% | 40% | 36% | 36% | 41% | 38% | 41% | 40% | 34% | 38% | 37% | 38% | 4% | 40% | 82% | 39% | 38% | 40% | 31% | 38% | 40% | 0% | 2% | 72% | 39% | 33% | 42% | 44% | 35% |
| Unsure | 13% | 11% | 16% | 12% | 10% | 18% | 12% | 21% | 9% | 11% | 11% | 16% | 10% | 7% | 19% | 0% | 10% | 22% | 9% | 20% | 15% | 19% | 38% | 13% | 8% | 15% | 20% | 3% | 13% | 12% |

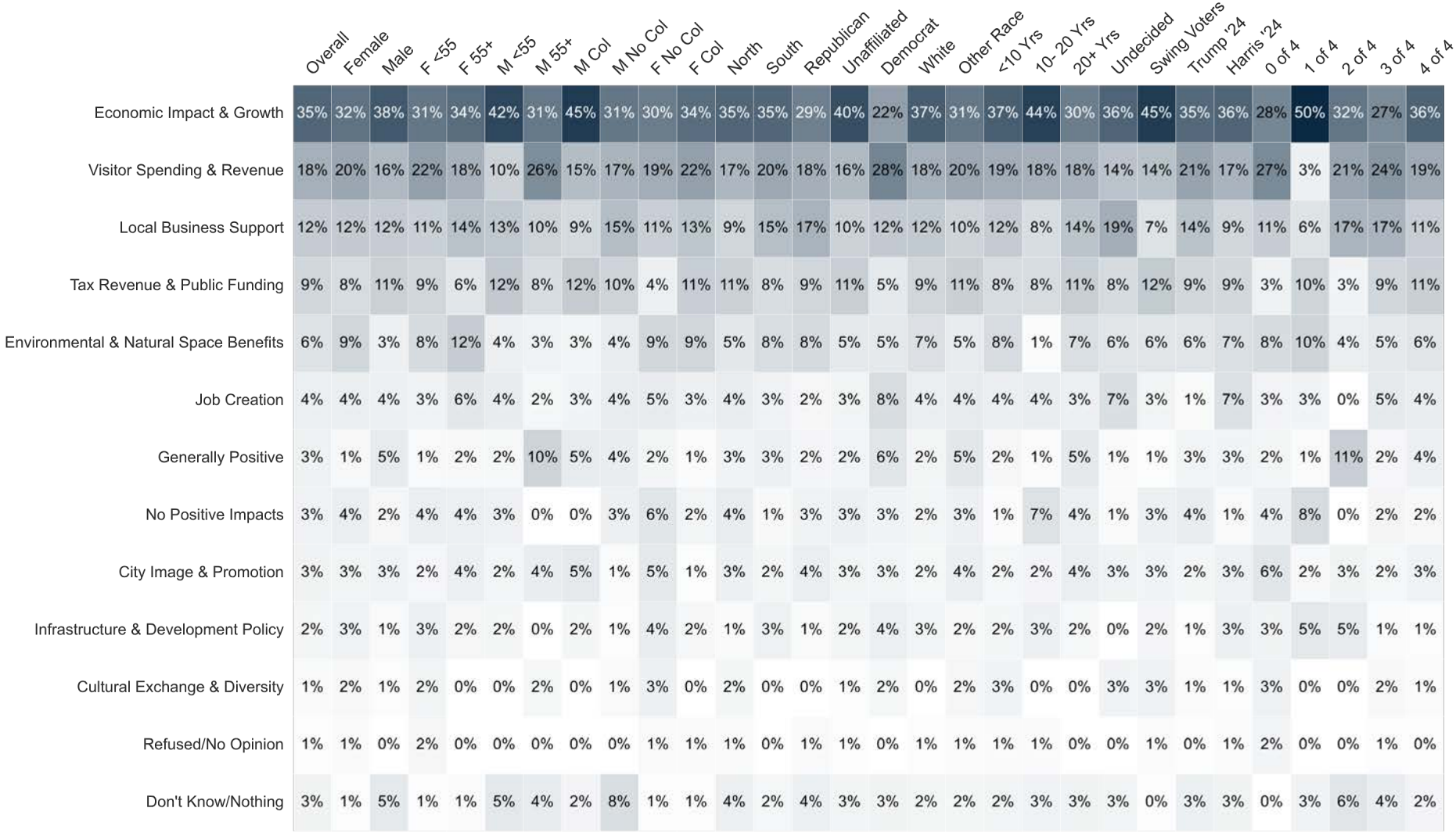
*If an election was held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for Governor?*

# Positive Impacts Verbatim




*In your own words, what are the positive impacts of tourism in Colorado Springs?*

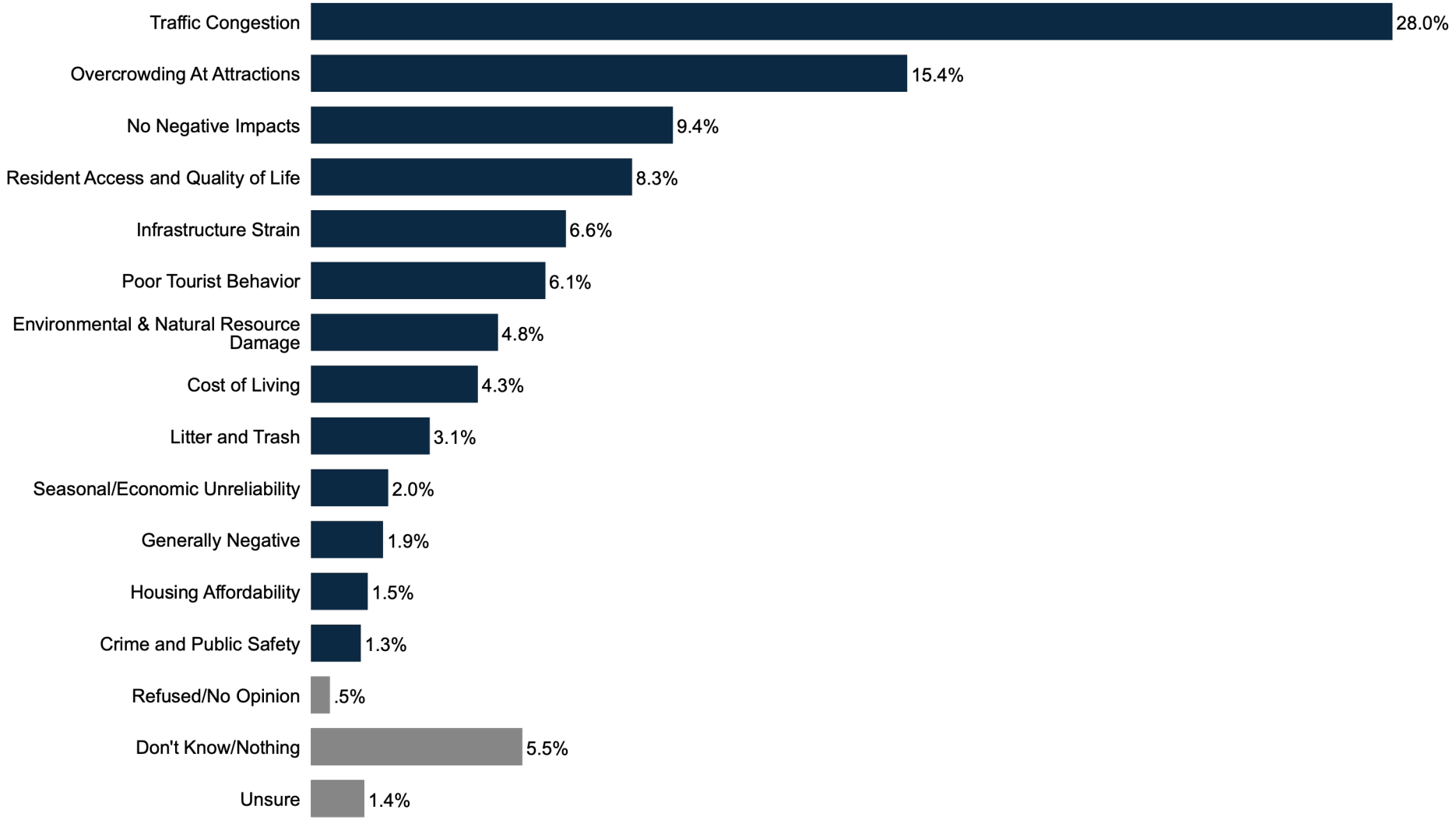
# Positive Impacts Verbatim



| | Overall | Female | Male | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | North | South | Republican | Unaffiliated | Democrat | White | Other Race | <10 Yrs | 10- 20 Yrs | 20+ Yrs | Undecided | Swing Voters | Trump '24 | Harris '24 | 0 of 4 | 1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Economic Impact & Growth | 35% | 32% | 38% | 31% | 34% | 42% | 31% | 45% | 31% | 30% | 34% | 35% | 35% | 29% | 40% | 22% | 37% | 31% | 37% | 44% | 30% | 36% | 45% | 35% | 36% | 28% | 50% | 32% | 27% | 36% |
| Visitor Spending & Revenue | 18% | 20% | 16% | 22% | 18% | 10% | 26% | 15% | 17% | 19% | 22% | 17% | 20% | 18% | 16% | 28% | 18% | 20% | 19% | 18% | 18% | 14% | 14% | 21% | 17% | 27% | 3% | 21% | 24% | 19% |
| Local Business Support | 12% | 12% | 12% | 11% | 14% | 13% | 10% | 9% | 15% | 11% | 13% | 9% | 15% | 17% | 10% | 12% | 12% | 10% | 12% | 8% | 14% | 19% | 7% | 14% | 9% | 11% | 6% | 17% | 17% | 11% |
| Tax Revenue & Public Funding | 9% | 8% | 11% | 9% | 6% | 12% | 8% | 12% | 10% | 4% | 11% | 11% | 8% | 9% | 11% | 5% | 9% | 11% | 8% | 8% | 11% | 8% | 12% | 9% | 9% | 3% | 10% | 3% | 9% | 11% |
| Environmental & Natural Space Benefits | 6% | 9% | 3% | 8% | 12% | 4% | 3% | 3% | 4% | 9% | 9% | 5% | 8% | 8% | 5% | 5% | 7% | 5% | 8% | 1% | 7% | 6% | 6% | 6% | 7% | 8% | 10% | 4% | 5% | 6% |
| Job Creation | 4% | 4% | 4% | 3% | 6% | 4% | 2% | 3% | 4% | 5% | 3% | 4% | 3% | 2% | 3% | 8% | 4% | 4% | 4% | 4% | 3% | 7% | 3% | 1% | 7% | 3% | 3% | 0% | 5% | 4% |
| Generally Positive | 3% | 1% | 5% | 1% | 2% | 2% | 10% | 5% | 4% | 2% | 1% | 3% | 3% | 2% | 2% | 6% | 2% | 5% | 2% | 1% | 5% | 1% | 1% | 3% | 3% | 2% | 1% | 11% | 2% | 4% |
| No Positive Impacts | 3% | 4% | 2% | 4% | 4% | 3% | 0% | 0% | 3% | 6% | 2% | 4% | 1% | 3% | 3% | 3% | 2% | 3% | 1% | 7% | 4% | 1% | 3% | 4% | 1% | 4% | 8% | 0% | 2% | 2% |
| City Image & Promotion | 3% | 3% | 3% | 2% | 4% | 2% | 4% | 5% | 1% | 5% | 1% | 3% | 2% | 4% | 3% | 3% | 2% | 4% | 2% | 2% | 4% | 3% | 3% | 2% | 3% | 6% | 2% | 3% | 2% | 3% |
| Infrastructure & Development Policy | 2% | 3% | 1% | 3% | 2% | 2% | 0% | 2% | 1% | 4% | 2% | 1% | 3% | 1% | 2% | 4% | 3% | 2% | 2% | 3% | 2% | 0% | 2% | 1% | 3% | 3% | 5% | 5% | 1% | 1% |
| Cultural Exchange & Diversity | 1% | 2% | 1% | 2% | 0% | 0% | 2% | 0% | 1% | 3% | 0% | 2% | 0% | 0% | 1% | 2% | 0% | 2% | 3% | 0% | 0% | 3% | 3% | 1% | 1% | 3% | 0% | 0% | 2% | 1% |
| Refused/No Opinion | 1% | 1% | 0% | 2% | 0% | 0% | 0% | 0% | 0% | 1% | 1% | 1% | 0% | 1% | 1% | 0% | 1% | 1% | 1% | 1% | 0% | 0% | 1% | 0% | 1% | 2% | 0% | 0% | 1% | 0% |
| Don't Know/Nothing | 3% | 1% | 5% | 1% | 1% | 5% | 4% | 2% | 8% | 1% | 1% | 4% | 2% | 4% | 3% | 3% | 2% | 2% | 2% | 3% | 3% | 3% | 0% | 3% | 3% | 0% | 3% | 6% | 4% | 2% |

*In your own words, what are the positive impacts of tourism in Colorado Springs?*

# Negative Impacts Verbatim




*In your own words, what are the negative impacts of tourism in Colorado Springs?*

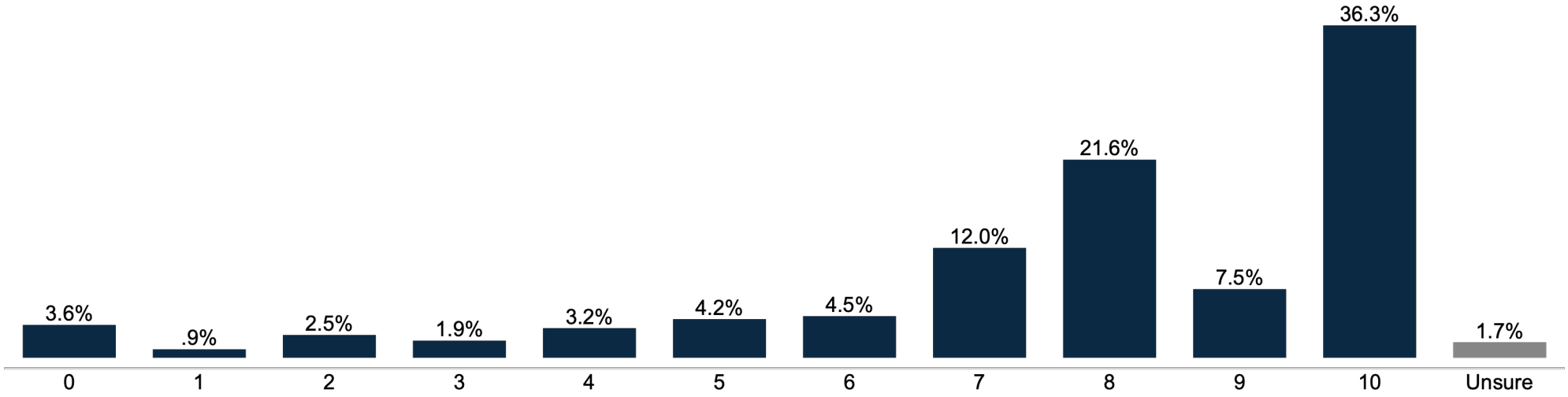
# Negative Impacts Verbatim

CYGNAL

| | Overall | Female | Male | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | North | South | Republican | Unaffiliated | Democrat | White | Other Race | <10 Yrs | 10- 20 Yrs | 20+ Yrs | Undecided | Swing Voters | Trump '24 | Harris '24 | 0 of 4 | 1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Traffic Congestion | 28% | 32% | 24% | 34% | 27% | 21% | 29% | 37% | 11% | 33% | 31% | 28% | 28% | 29% | 28% | 30% | 30% | 21% | 28% | 35% | 25% | 33% | 27% | 29% | 32% | 15% | 37% | 24% | 22% | 31% |
| Overcrowding At Attractions | 15% | 13% | 18% | 14% | 12% | 17% | 20% | 19% | 18% | 13% | 11% | 18% | 13% | 17% | 12% | 12% | 15% | 17% | 11% | 22% | 17% | 12% | 16% | 16% | 13% | 25% | 13% | 6% | 10% | 18% |
| No Negative Impacts | 9% | 10% | 8% | 9% | 12% | 10% | 6% | 8% | 8% | 12% | 9% | 10% | 8% | 7% | 11% | 11% | 11% | 7% | 10% | 11% | 8% | 9% | 9% | 7% | 12% | 9% | 9% | 0% | 12% | 9% |
| Resident Access and Quality of Life | 8% | 12% | 5% | 14% | 8% | 5% | 4% | 3% | 6% | 6% | 16% | 8% | 8% | 14% | 7% | 6% | 10% | 4% | 11% | 1% | 9% | 9% | 10% | 14% | 3% | 4% | 10% | 17% | 13% | 5% |
| Infrastructure Strain | 7% | 6% | 8% | 5% | 6% | 9% | 5% | 4% | 12% | 5% | 6% | 7% | 6% | 5% | 8% | 5% | 5% | 11% | 4% | 11% | 8% | 14% | 8% | 5% | 7% | 8% | 9% | 7% | 8% | 5% |
| Poor Tourist Behavior | 6% | 4% | 8% | 4% | 4% | 9% | 6% | 3% | 14% | 3% | 4% | 5% | 8% | 5% | 7% | 7% | 6% | 5% | 6% | 2% | 8% | 5% | 6% | 7% | 6% | 1% | 4% | 6% | 10% | 6% |
| Environmental & Natural Resource Damage | 5% | 6% | 4% | 5% | 8% | 5% | 1% | 5% | 3% | 5% | 7% | 3% | 7% | 3% | 7% | 2% | 4% | 8% | 8% | 3% | 2% | 2% | 4% | 2% | 5% | 9% | 7% | 7% | 3% | 3% |
| Cost of Living | 4% | 5% | 3% | 6% | 5% | 1% | 6% | 1% | 6% | 9% | 3% | 4% | 4% | 2% | 3% | 8% | 3% | 8% | 5% | 3% | 5% | 4% | 6% | 4% | 2% | 12% | 1% | 11% | 1% | 4% |
| Litter and Trash | 3% | 1% | 5% | 1% | 2% | 3% | 8% | 2% | 7% | 2% | 1% | 4% | 2% | 5% | 3% | 1% | 3% | 5% | 4% | 3% | 2% | 9% | 1% | 5% | 1% | 5% | 6% | 5% | 0% | 2% |
| Seasonal/Economic Unreliability | 2% | 0% | 4% | 1% | 0% | 5% | 1% | 4% | 3% | 0% | 1% | 2% | 2% | 2% | 2% | 4% | 3% | 0% | 2% | 0% | 3% | 0% | 2% | 2% | 3% | 3% | 0% | 0% | 5% | 2% |
| Generally Negative | 2% | 0% | 3% | 0% | 1% | 5% | 1% | 2% | 4% | 0% | 1% | 1% | 3% | 3% | 2% | 1% | 1% | 1% | 1% | 2% | 2% | 1% | 3% | 1% | 2% | 4% | 0% | 0% | 3% | 2% |
| Housing Affordability | 1% | 1% | 2% | 1% | 1% | 2% | 3% | 3% | 1% | 1% | 1% | 1% | 2% | 1% | 2% | 3% | 1% | 3% | 2% | 0% | 1% | 0% | 1% | 0% | 3% | 2% | 0% | 0% | 5% | 0% |
| Crime and Public Safety | 1% | 2% | 0% | 1% | 5% | 0% | 0% | 0% | 0% | 3% | 2% | 1% | 2% | 2% | 1% | 0% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 3% | 0% | 0% | 1% | 3% | 0% | 2% |
| Refused/No Opinion | 0% | 0% | 1% | 0% | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 2% | 0% | 2% | 0% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 0% | 5% | 0% | 0% |
| Don't Know/Nothing | 5% | 5% | 6% | 4% | 6% | 5% | 8% | 7% | 6% | 4% | 5% | 5% | 6% | 5% | 5% | 7% | 6% | 2% | 6% | 6% | 4% | 2% | 4% | 3% | 8% | 2% | 4% | 10% | 6% | 7% |
| Unsure | 1% | 2% | 1% | 1% | 3% | 1% | 2% | 1% | 0% | 3% | 1% | 1% | 2% | 1% | 2% | 1% | 1% | 3% | 0% | 0% | 3% | 0% | 1% | 1% | 2% | 0% | 0% | 0% | 2% | 3% |

*In your own words, what are the negative impacts of tourism in Colorado Springs?*

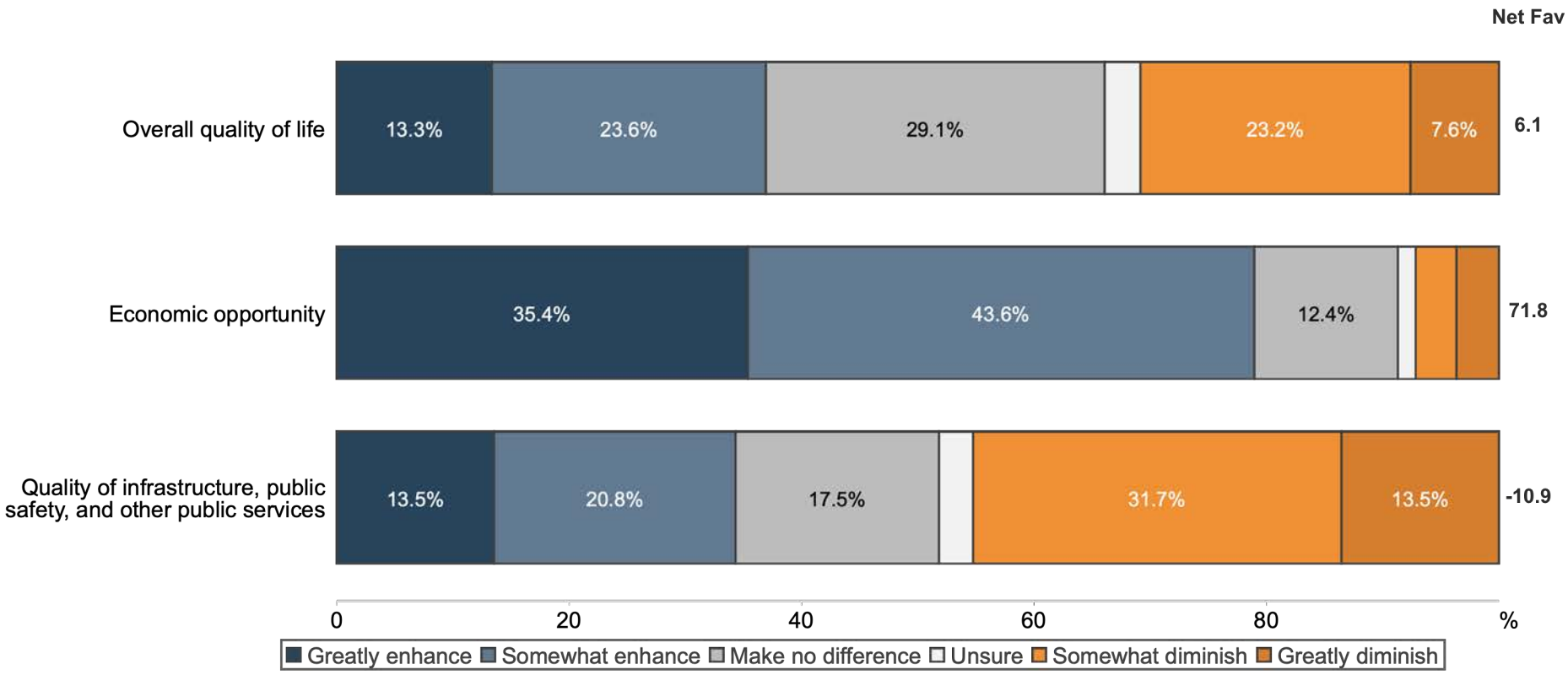
# Recommend Colorado Springs




| | Overall | Female | Male | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | North | South | Republican | Unaffiliated | Democrat | White | Other Race | <10 Yrs | 10- 20 Yrs | 20+ Yrs | Undecided | Swing Voters | Trump '24 | Harris '24 | 0 of 4 | 1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Low Recommenders | 16% | 16% | 16% | 19% | 11% | 19% | 12% | 9% | 24% | 17% | 16% | 17% | 16% | 20% | 18% | 7% | 17% | 16% | 7% | 22% | 24% | 9% | 16% | 19% | 14% | 10% | 18% | 30% | 13% | 18% |
| Mid-Recommenders | 46% | 44% | 48% | 48% | 38% | 42% | 57% | 56% | 39% | 48% | 41% | 42% | 50% | 35% | 54% | 43% | 48% | 36% | 53% | 43% | 39% | 51% | 51% | 46% | 45% | 35% | 52% | 29% | 59% | 41% |
| Max Recommenders | 36% | 38% | 35% | 32% | 48% | 37% | 30% | 35% | 34% | 33% | 41% | 39% | 33% | 42% | 27% | 49% | 34% | 46% | 40% | 30% | 35% | 37% | 32% | 33% | 40% | 53% | 27% | 41% | 28% | 38% |
| 0 | 4% | 4% | 4% | 6% | 0% | 5% | 1% | 1% | 6% | 4% | 3% | 5% | 2% | 4% | 5% | 1% | 3% | 6% | 2% | 8% | 4% | 1% | 3% | 5% | 2% | 4% | 6% | 0% | 3% | 4% |
| 1 | 1% | 1% | 0% | 2% | 0% | 1% | 0% | 0% | 0% | 3% | 0% | 2% | 0% | 0% | 2% | 1% | 1% | 0% | 0% | 5% | 0% | 0% | 2% | 0% | 2% | 0% | 4% | 0% | 0% | 0% |
| 2 | 2% | 2% | 3% | 1% | 4% | 1% | 6% | 2% | 4% | 2% | 2% | 2% | 3% | 5% | 2% | 1% | 3% | 1% | 1% | 0% | 5% | 0% | 2% | 6% | 0% | 5% | 0% | 5% | 0% | 4% |
| 3 | 2% | 2% | 1% | 3% | 2% | 2% | 0% | 1% | 2% | 1% | 3% | 1% | 3% | 2% | 3% | 0% | 2% | 0% | 1% | 4% | 1% | 1% | 1% | 1% | 3% | 0% | 1% | 0% | 6% | 1% |
| 4 | 3% | 2% | 4% | 3% | 1% | 4% | 5% | 4% | 5% | 2% | 3% | 3% | 4% | 5% | 2% | 4% | 3% | 5% | 1% | 2% | 5% | 0% | 3% | 5% | 2% | 2% | 1% | 23% | 0% | 3% |
| 5 | 4% | 4% | 4% | 5% | 4% | 6% | 1% | 1% | 7% | 5% | 4% | 4% | 4% | 3% | 5% | 1% | 4% | 4% | 1% | 3% | 8% | 6% | 5% | 3% | 5% | 0% | 5% | 2% | 5% | 5% |
| 6 | 5% | 4% | 5% | 5% | 1% | 6% | 4% | 7% | 4% | 7% | 1% | 6% | 3% | 7% | 4% | 3% | 4% | 10% | 6% | 2% | 4% | 7% | 4% | 5% | 2% | 10% | 0% | 4% | 4% | 6% |
| 7 | 12% | 9% | 15% | 12% | 4% | 17% | 11% | 21% | 10% | 9% | 9% | 9% | 16% | 6% | 16% | 10% | 10% | 21% | 12% | 11% | 12% | 14% | 14% | 9% | 14% | 11% | 17% | 13% | 14% | 9% |
| 8 | 22% | 22% | 22% | 23% | 19% | 15% | 33% | 20% | 23% | 22% | 22% | 20% | 23% | 13% | 26% | 23% | 25% | 5% | 26% | 23% | 17% | 25% | 30% | 24% | 22% | 11% | 30% | 5% | 33% | 16% |
| 9 | 7% | 10% | 5% | 7% | 13% | 4% | 9% | 9% | 2% | 10% | 9% | 7% | 8% | 9% | 8% | 7% | 9% | 1% | 9% | 8% | 6% | 6% | 3% | 8% | 7% | 3% | 4% | 8% | 8% | 10% |
| 10 | 36% | 38% | 35% | 32% | 48% | 37% | 30% | 35% | 34% | 33% | 41% | 39% | 33% | 42% | 27% | 49% | 34% | 46% | 40% | 30% | 35% | 37% | 32% | 33% | 40% | 53% | 27% | 41% | 28% | 38% |
| Unsure | 2% | 2% | 1% | 1% | 3% | 2% | 1% | 0% | 3% | 2% | 2% | 2% | 2% | 3% | 1% | 1% | 2% | 2% | 1% | 4% | 2% | 3% | 1% | 2% | 1% | 1% | 3% | 0% | 0% | 3% |

*On a scale of 1 to 10, with 10 being extremely likely, how likely are you to recommend Colorado Springs as a place to visit for your friends and family?*

# Colorado Springs visitors




*Please indicate if you think more visitors to Colorado Springs would enhance or diminish each of the following:*

# Colorado Springs visitors Heatmaps

CYGNAL

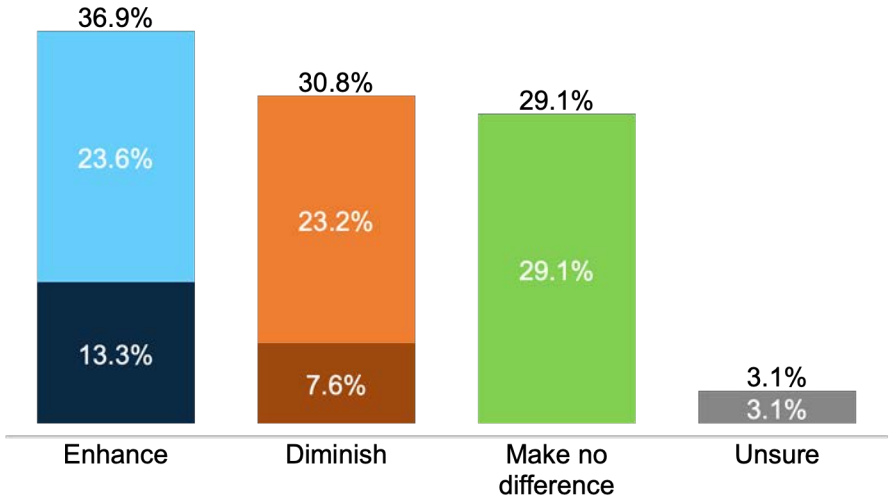
## Enhance




## Diminish



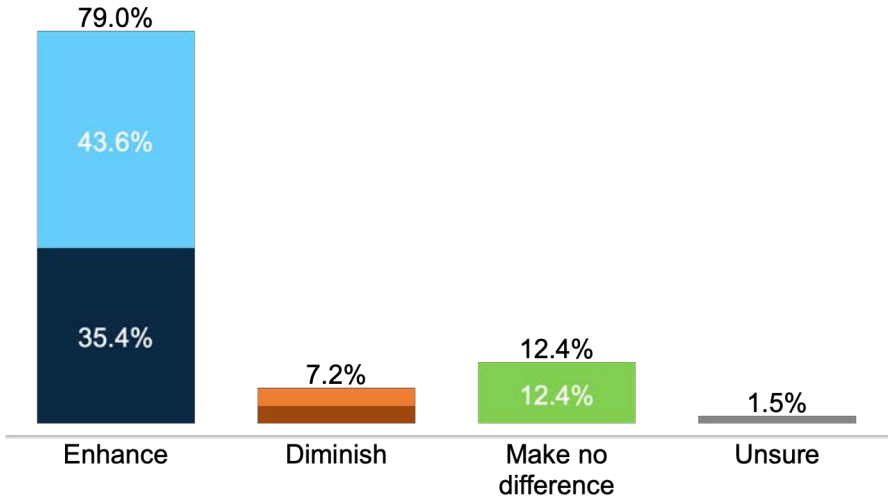
# Overall quality of life




| | Overall | Female | Male | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | North | South | Republican | Unaffiliated | Democrat | White | Other Race | <10 Yrs | 10- 20 Yrs | 20+ Yrs | Undecided | Swing Voters | Trump '24 | Harris '24 | 0 of 4 | 1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Enhance Total | 37% | 40% | 34% | 39% | 41% | 33% | 36% | 36% | 33% | 38% | 42% | 34% | 40% | 33% | 33% | 51% | 40% | 25% | 41% | 30% | 35% | 35% | 36% | 27% | 46% | 38% | 28% | 37% | 46% | 35% |
| Diminish Total | 31% | 31% | 30% | 36% | 24% | 32% | 28% | 25% | 37% | 34% | 29% | 31% | 31% | 35% | 29% | 32% | 30% | 35% | 30% | 30% | 32% | 23% | 27% | 35% | 25% | 42% | 34% | 27% | 27% | 29% |
| Greatly enhance | 13% | 13% | 14% | 13% | 12% | 15% | 13% | 10% | 19% | 11% | 14% | 10% | 17% | 11% | 11% | 24% | 14% | 12% | 18% | 5% | 12% | 7% | 11% | 11% | 16% | 9% | 16% | 20% | 16% | 10% |
| Somewhat enhance | 24% | 27% | 20% | 26% | 29% | 18% | 22% | 26% | 14% | 27% | 27% | 24% | 24% | 22% | 22% | 27% | 26% | 14% | 24% | 25% | 23% | 28% | 24% | 16% | 30% | 28% | 12% | 17% | 30% | 25% |
| Make no difference | 29% | 25% | 33% | 22% | 31% | 32% | 35% | 35% | 31% | 25% | 26% | 31% | 27% | 28% | 35% | 16% | 27% | 36% | 28% | 38% | 27% | 33% | 34% | 35% | 26% | 20% | 34% | 30% | 22% | 33% |
| Somewhat diminish | 23% | 25% | 22% | 26% | 22% | 20% | 24% | 22% | 22% | 25% | 24% | 22% | 24% | 23% | 23% | 25% | 22% | 27% | 25% | 22% | 22% | 19% | 23% | 24% | 20% | 34% | 22% | 14% | 20% | 25% |
| Greatly diminish | 8% | 7% | 9% | 10% | 2% | 11% | 4% | 3% | 15% | 9% | 5% | 9% | 6% | 12% | 6% | 7% | 7% | 8% | 5% | 8% | 10% | 3% | 3% | 11% | 5% | 8% | 12% | 13% | 7% | 4% |
| Unsure | 3% | 4% | 3% | 4% | 3% | 3% | 1% | 4% | 0% | 4% | 3% | 4% | 2% | 4% | 3% | 1% | 2% | 3% | 1% | 2% | 6% | 10% | 3% | 2% | 3% | 0% | 3% | 6% | 5% | 2% |

*Do you think more visitors to Colorado Springs would enhance or diminish the overall quality of life?*

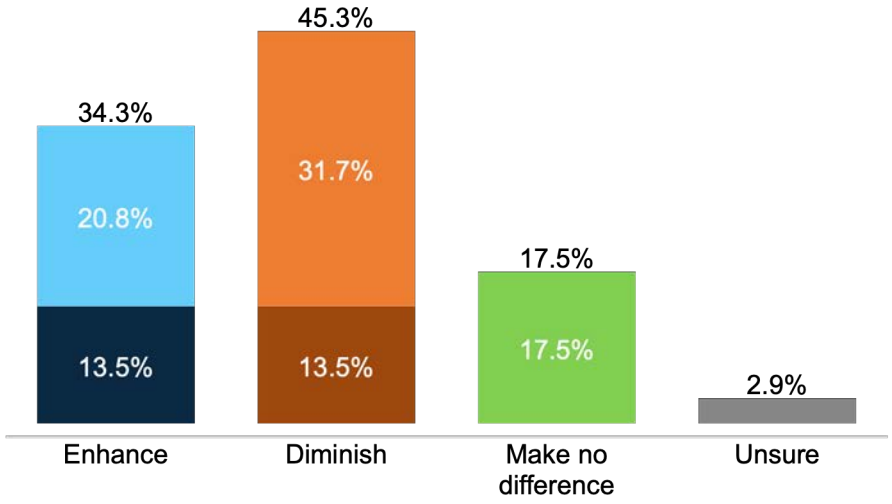
# Economic opportunity




| | Overall | Female | Male | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | North | South | Republican | Unaffiliated | Democrat | White | Other Race | <10 Yrs | 10- 20 Yrs | 20+ Yrs | Undecided | Swing Voters | Trump '24 | Harris '24 | 0 of 4 | 1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Enhance Total | 79% | 78% | 80% | 77% | 80% | 80% | 79% | 86% | 74% | 72% | 83% | 75% | 83% | 69% | 81% | 83% | 81% | 75% | 79% | 70% | 83% | 81% | 82% | 77% | 82% | 69% | 75% | 80% | 83% | 82% |
| Diminish Total | 7% | 7% | 8% | 9% | 3% | 9% | 6% | 3% | 12% | 10% | 4% | 8% | 6% | 12% | 6% | 7% | 6% | 6% | 5% | 17% | 5% | 4% | 5% | 9% | 6% | 14% | 15% | 5% | 3% | 3% |
| Greatly enhance | 35% | 38% | 33% | 40% | 35% | 36% | 27% | 34% | 31% | 35% | 41% | 33% | 38% | 29% | 35% | 44% | 35% | 36% | 41% | 35% | 30% | 32% | 37% | 31% | 41% | 35% | 34% | 30% | 42% | 34% |
| Somewhat enhance | 44% | 40% | 47% | 37% | 45% | 44% | 52% | 51% | 43% | 37% | 42% | 42% | 45% | 40% | 46% | 39% | 46% | 39% | 37% | 36% | 53% | 49% | 45% | 46% | 41% | 34% | 41% | 50% | 41% | 48% |
| Make no difference | 12% | 13% | 11% | 12% | 15% | 10% | 15% | 9% | 14% | 14% | 13% | 15% | 9% | 16% | 12% | 9% | 10% | 19% | 16% | 12% | 9% | 10% | 11% | 13% | 11% | 15% | 9% | 15% | 10% | 14% |
| Somewhat diminish | 4% | 3% | 4% | 3% | 3% | 3% | 6% | 3% | 5% | 3% | 3% | 4% | 3% | 8% | 1% | 5% | 3% | 3% | 3% | 7% | 2% | 3% | 3% | 5% | 2% | 9% | 2% | 5% | 1% | 3% |
| Greatly diminish | 4% | 3% | 4% | 6% | 0% | 6% | 0% | 0% | 7% | 7% | 1% | 4% | 3% | 4% | 4% | 2% | 3% | 3% | 2% | 10% | 3% | 1% | 2% | 4% | 4% | 4% | 14% | 0% | 2% | 1% |
| Unsure | 2% | 2% | 1% | 2% | 2% | 1% | 1% | 2% | 0% | 4% | 0% | 1% | 2% | 2% | 1% | 1% | 2% | 0% | 1% | 1% | 3% | 5% | 2% | 1% | 1% | 2% | 1% | 0% | 3% | 1% |

*Do you think more visitors to Colorado Springs would enhance or diminish the economic opportunity?*

# Quality of infrastructure, public safety, and other public services




| | Overall | Female | Male | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | North | South | Republican | Unaffiliated | Democrat | White | Other Race | <10 Yrs | 10- 20 Yrs | 20+ Yrs | Undecided | Swing Voters | Trump '24 | Harris '24 | 0 of 4 | 1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Enhance Total | 34% | 32% | 37% | 28% | 38% | 41% | 30% | 41% | 32% | 23% | 39% | 30% | 39% | 30% | 34% | 41% | 36% | 34% | 40% | 32% | 30% | 23% | 34% | 30% | 42% | 24% | 28% | 34% | 50% | 31% |
| Diminish Total | 45% | 45% | 45% | 52% | 35% | 45% | 45% | 45% | 46% | 51% | 40% | 52% | 38% | 57% | 43% | 34% | 43% | 50% | 40% | 52% | 47% | 45% | 45% | 55% | 36% | 41% | 55% | 54% | 35% | 46% |
| Greatly enhance | 14% | 11% | 16% | 9% | 13% | 15% | 18% | 14% | 18% | 4% | 16% | 10% | 17% | 12% | 12% | 22% | 14% | 12% | 16% | 4% | 15% | 7% | 12% | 12% | 16% | 8% | 14% | 27% | 16% | 11% |
| Somewhat enhance | 21% | 21% | 21% | 18% | 25% | 25% | 12% | 27% | 14% | 18% | 23% | 20% | 22% | 18% | 22% | 19% | 22% | 21% | 24% | 27% | 15% | 16% | 22% | 18% | 26% | 17% | 15% | 7% | 34% | 20% |
| Make no difference | 18% | 19% | 16% | 16% | 22% | 12% | 23% | 13% | 20% | 19% | 19% | 17% | 18% | 12% | 19% | 21% | 18% | 16% | 16% | 13% | 21% | 28% | 16% | 14% | 21% | 27% | 15% | 10% | 14% | 20% |
| Somewhat diminish | 32% | 32% | 32% | 35% | 25% | 30% | 35% | 35% | 29% | 37% | 26% | 35% | 28% | 34% | 33% | 22% | 30% | 35% | 32% | 32% | 31% | 37% | 35% | 36% | 27% | 32% | 38% | 39% | 24% | 33% |
| Greatly diminish | 14% | 14% | 13% | 16% | 10% | 15% | 10% | 10% | 17% | 14% | 14% | 17% | 10% | 22% | 10% | 12% | 13% | 15% | 8% | 20% | 16% | 7% | 10% | 20% | 8% | 9% | 17% | 15% | 11% | 13% |
| Unsure | 3% | 4% | 1% | 4% | 4% | 2% | 1% | 1% | 1% | 7% | 2% | 1% | 5% | 1% | 4% | 4% | 3% | 1% | 3% | 3% | 2% | 4% | 4% | 1% | 2% | 8% | 2% | 3% | 2% | 3% |

*Do you think more visitors to Colorado Springs would enhance or diminish the quality of infrastructure, public safety, and other public services?*

# Visit Colorado Springs (Visit COS) Initiatives

CYGNAL

**Marketing Tourism:** *Visit Colorado Springs' efforts to market tourism in Colorado Springs*

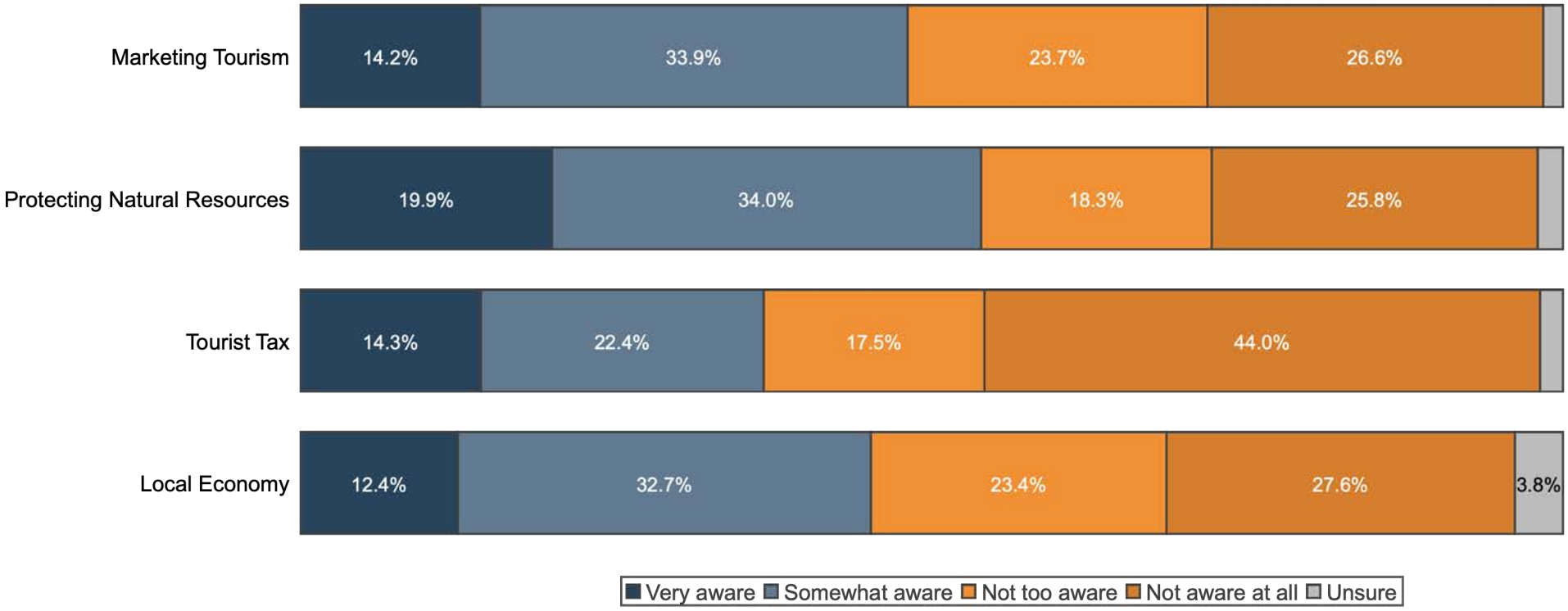
**Protecting Natural Resources:** *Visit Colorado Springs' efforts to help protect our trails, open spaces, attractions, and natural resources*

**Tourist Tax:** *The "tourist tax" known as "LART" that visitors pay when they stay at a local hotel or rent a car*

**Local Economy:** *Visit Colorado Springs' efforts to promote tourism that improves the health of the local economy*

*How aware you are with each of the following initiatives of Visit Colorado Springs (Visit COS):*

# Visit Colorado Springs (Visit COS) Initiatives




*How aware you are with each of the following initiatives of Visit Colorado Springs (Visit COS):*

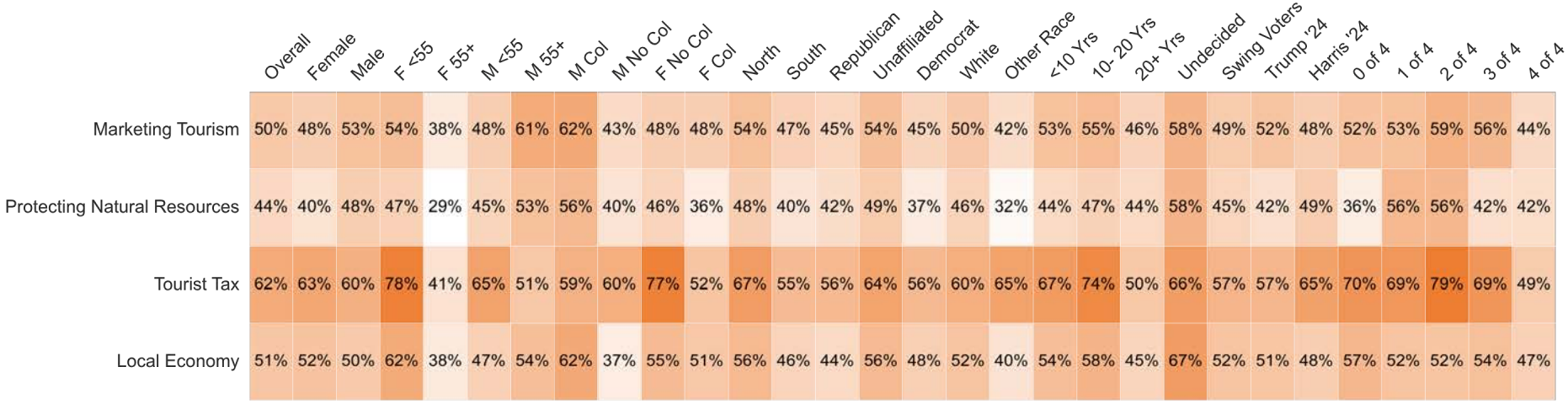
# Visit Colorado Springs (Visit COS) Initiatives Heatmaps

CYGNAL

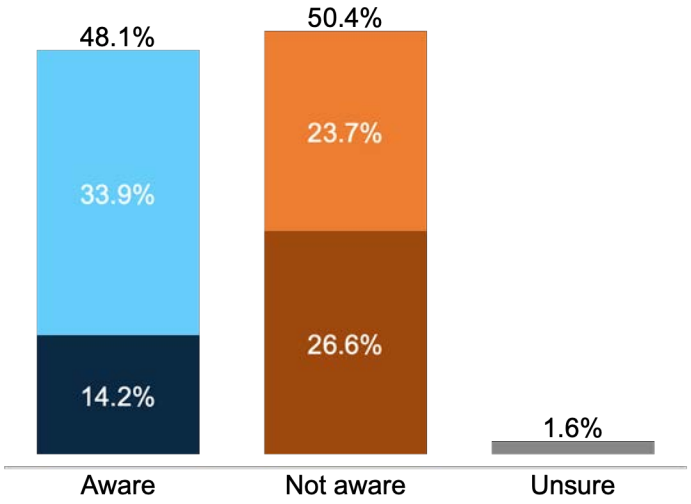
## Aware




## Not Aware



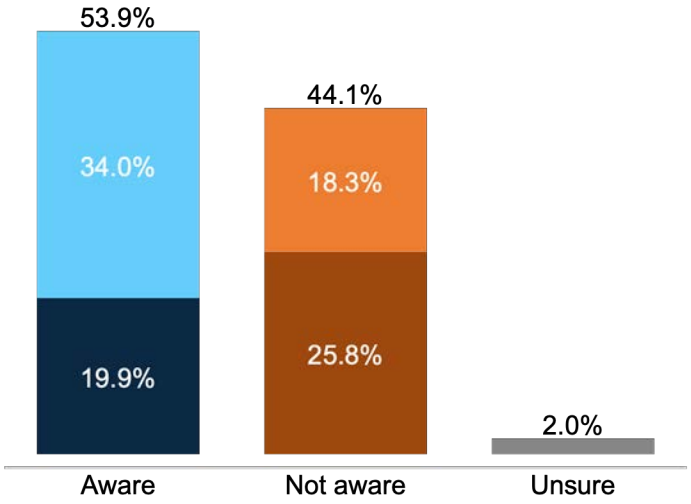
# Marketing Tourism




| | Overall | Female | Male | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | North | South | Republican | Unaffiliated | Democrat | White | Other Race | <10 Yrs | 10- 20 Yrs | 20+ Yrs | Undecided | Swing Voters | Trump '24 | Harris '24 | 0 of 4 | 1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Aware Total | 48% | 51% | 45% | 44% | 62% | 48% | 39% | 36% | 54% | 51% | 52% | 46% | 51% | 53% | 44% | 54% | 49% | 55% | 47% | 41% | 53% | 39% | 49% | 47% | 50% | 48% | 43% | 37% | 43% | 56% |
| Not aware Total | 50% | 48% | 53% | 54% | 38% | 48% | 61% | 62% | 43% | 48% | 48% | 54% | 47% | 45% | 54% | 45% | 50% | 42% | 53% | 55% | 46% | 58% | 49% | 52% | 48% | 52% | 53% | 59% | 56% | 44% |
| Very aware | 14% | 14% | 14% | 13% | 17% | 16% | 11% | 7% | 22% | 12% | 17% | 13% | 15% | 17% | 10% | 19% | 15% | 15% | 11% | 10% | 19% | 7% | 15% | 13% | 15% | 10% | 9% | 10% | 18% | 15% |
| Somewhat aware | 34% | 37% | 31% | 32% | 45% | 32% | 28% | 29% | 33% | 39% | 35% | 32% | 35% | 36% | 34% | 35% | 34% | 40% | 35% | 31% | 34% | 32% | 35% | 34% | 35% | 37% | 33% | 26% | 25% | 40% |
| Not too aware | 24% | 24% | 23% | 26% | 22% | 23% | 23% | 29% | 18% | 25% | 24% | 24% | 23% | 21% | 21% | 28% | 22% | 28% | 26% | 20% | 23% | 24% | 23% | 24% | 22% | 25% | 24% | 23% | 28% | 21% |
| Not aware at all | 27% | 24% | 30% | 28% | 16% | 25% | 39% | 34% | 25% | 23% | 24% | 29% | 24% | 24% | 33% | 17% | 28% | 15% | 27% | 35% | 23% | 34% | 26% | 28% | 26% | 27% | 30% | 36% | 29% | 23% |
| Unsure | 2% | 1% | 2% | 1% | 0% | 4% | 0% | 1% | 3% | 1% | 0% | 1% | 3% | 2% | 2% | 1% | 1% | 3% | 0% | 5% | 1% | 3% | 2% | 1% | 1% | 0% | 4% | 5% | 1% | 1% |

*How aware are you with the initiative of Visit Colorado Springs (Visit COS): Visit Colorado Springs' efforts to market tourism in Colorado Springs?*

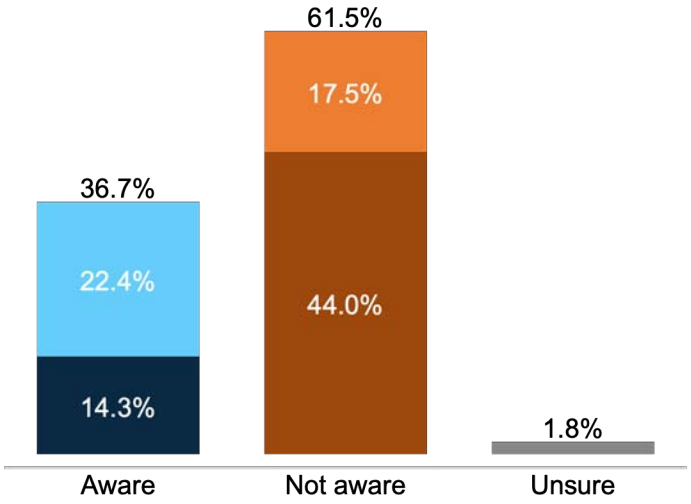
# Protecting Natural Resources




| | Overall | Female | Male | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | North | South | Republican | Unaffiliated | Democrat | White | Other Race | <10 Yrs | 10- 20 Yrs | 20+ Yrs | Undecided | Swing Voters | Trump '24 | Harris '24 | 0 of 4 | 1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Aware Total | 54% | 59% | 49% | 52% | 70% | 50% | 46% | 39% | 60% | 54% | 63% | 49% | 59% | 54% | 49% | 63% | 53% | 62% | 55% | 52% | 54% | 38% | 51% | 55% | 51% | 64% | 38% | 39% | 58% | 57% |
| Not aware Total | 44% | 40% | 48% | 47% | 29% | 45% | 53% | 56% | 40% | 46% | 36% | 48% | 40% | 42% | 49% | 37% | 46% | 32% | 44% | 47% | 44% | 58% | 45% | 42% | 49% | 36% | 56% | 56% | 42% | 42% |
| Very aware | 20% | 22% | 17% | 16% | 32% | 20% | 13% | 11% | 24% | 24% | 21% | 19% | 21% | 23% | 17% | 22% | 19% | 26% | 19% | 18% | 22% | 7% | 22% | 18% | 18% | 26% | 12% | 2% | 23% | 22% |
| Somewhat aware | 34% | 37% | 31% | 36% | 38% | 30% | 33% | 27% | 36% | 30% | 41% | 30% | 38% | 31% | 31% | 41% | 34% | 36% | 36% | 34% | 32% | 31% | 29% | 36% | 33% | 37% | 26% | 37% | 34% | 35% |
| Not too aware | 18% | 17% | 20% | 17% | 17% | 21% | 18% | 23% | 17% | 21% | 14% | 20% | 16% | 17% | 17% | 23% | 18% | 17% | 18% | 16% | 20% | 20% | 17% | 12% | 25% | 9% | 26% | 20% | 21% | 17% |
| Not aware at all | 26% | 24% | 28% | 30% | 13% | 24% | 35% | 33% | 23% | 25% | 23% | 28% | 24% | 26% | 32% | 14% | 28% | 15% | 26% | 31% | 24% | 38% | 28% | 29% | 24% | 28% | 31% | 37% | 20% | 25% |
| Unsure | 2% | 1% | 3% | 1% | 1% | 5% | 1% | 5% | 0% | 1% | 1% | 3% | 1% | 3% | 2% | 0% | 1% | 6% | 2% | 2% | 2% | 4% | 4% | 4% | 0% | 0% | 6% | 5% | 1% | 1% |

*How aware are you with the initiative of Visit Colorado Springs (Visit COS): Visit Colorado Springs' efforts to help protect our trails, open spaces, attractions, and natural resources?*

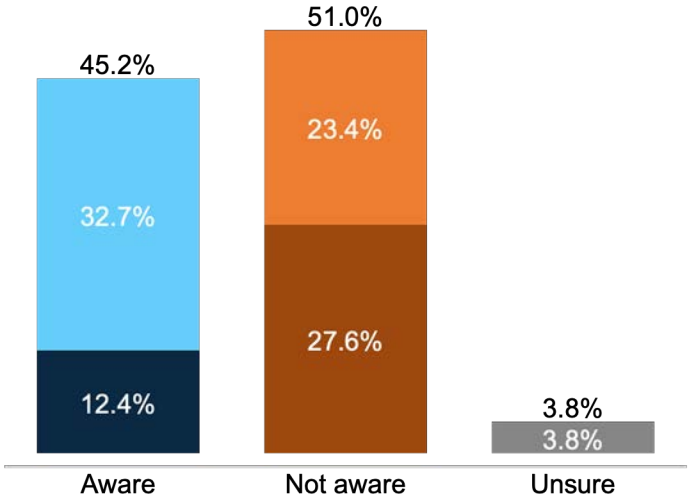
# Tourist Tax




| | Overall | Female | Male | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | North | South | Republican | Unaffiliated | Democrat | White | Other Race | <10 Yrs | 10- 20 Yrs | 20+ Yrs | Undecided | Swing Voters | Trump '24 | Harris '24 | 0 of 4 | 1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Aware Total | 37% | 36% | 38% | 21% | 59% | 31% | 49% | 41% | 35% | 21% | 48% | 32% | 42% | 44% | 33% | 42% | 39% | 32% | 32% | 22% | 48% | 29% | 39% | 43% | 32% | 28% | 25% | 21% | 30% | 50% |
| Not aware Total | 62% | 63% | 60% | 78% | 41% | 65% | 51% | 59% | 60% | 77% | 52% | 67% | 55% | 56% | 64% | 56% | 60% | 65% | 67% | 74% | 50% | 66% | 57% | 57% | 65% | 70% | 69% | 79% | 69% | 49% |
| Very aware | 14% | 12% | 17% | 5% | 23% | 20% | 12% | 18% | 15% | 5% | 18% | 14% | 14% | 18% | 13% | 14% | 14% | 18% | 11% | 8% | 20% | 9% | 16% | 19% | 11% | 10% | 6% | 13% | 10% | 22% |
| Somewhat aware | 22% | 24% | 21% | 16% | 36% | 11% | 38% | 22% | 20% | 16% | 30% | 18% | 28% | 26% | 21% | 28% | 25% | 14% | 21% | 14% | 28% | 21% | 23% | 24% | 21% | 18% | 20% | 7% | 20% | 28% |
| Not too aware | 17% | 19% | 16% | 21% | 17% | 13% | 20% | 13% | 18% | 25% | 15% | 20% | 15% | 11% | 20% | 18% | 18% | 16% | 19% | 24% | 14% | 19% | 13% | 13% | 22% | 14% | 28% | 19% | 19% | 13% |
| Not aware at all | 44% | 44% | 44% | 57% | 24% | 52% | 31% | 46% | 42% | 52% | 37% | 47% | 41% | 44% | 44% | 38% | 42% | 49% | 49% | 50% | 37% | 48% | 45% | 44% | 43% | 56% | 40% | 60% | 50% | 36% |
| Unsure | 2% | 1% | 3% | 1% | 1% | 4% | 0% | 0% | 5% | 1% | 1% | 1% | 3% | 0% | 2% | 2% | 1% | 3% | 1% | 4% | 2% | 4% | 3% | 0% | 3% | 2% | 6% | 0% | 1% | 1% |

*How aware are you with the initiative of Visit Colorado Springs (Visit COS): The "tourist tax" known as "LART" that visitors pay when they stay at a local hotel or rent a car?*

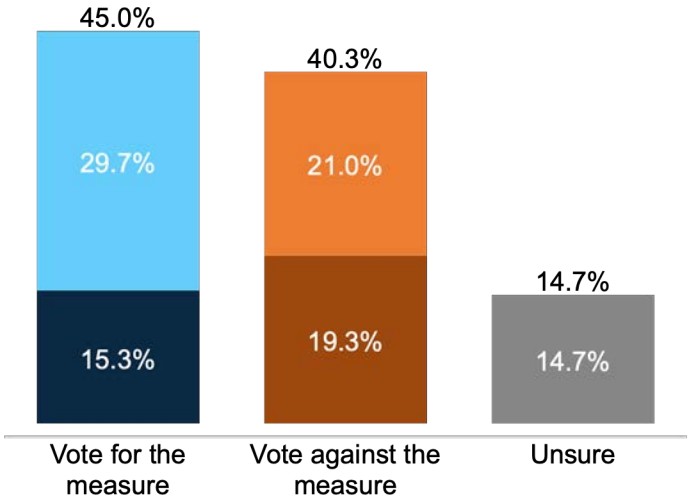
# Local Economy




| | Overall | Female | Male | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | North | South | Republican | Unaffiliated | Democrat | White | Other Race | <10 Yrs | 10- 20 Yrs | 20+ Yrs | Undecided | Swing Voters | Trump '24 | Harris '24 | 0 of 4 | 1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Aware Total | 45% | 46% | 45% | 35% | 62% | 46% | 42% | 35% | 56% | 41% | 49% | 42% | 49% | 56% | 39% | 47% | 45% | 55% | 43% | 35% | 52% | 29% | 42% | 46% | 48% | 43% | 36% | 46% | 44% | 51% |
| Not aware Total | 51% | 52% | 50% | 62% | 38% | 47% | 54% | 62% | 37% | 55% | 51% | 56% | 46% | 44% | 56% | 48% | 52% | 40% | 54% | 58% | 45% | 67% | 52% | 51% | 48% | 57% | 52% | 52% | 54% | 47% |
| Very aware | 12% | 10% | 15% | 6% | 15% | 16% | 13% | 11% | 20% | 7% | 12% | 13% | 11% | 16% | 11% | 15% | 13% | 13% | 10% | 12% | 15% | 8% | 15% | 12% | 12% | 16% | 11% | 3% | 10% | 14% |
| Somewhat aware | 33% | 36% | 29% | 29% | 47% | 30% | 29% | 24% | 36% | 34% | 37% | 28% | 38% | 40% | 29% | 32% | 32% | 42% | 33% | 23% | 37% | 21% | 27% | 34% | 36% | 28% | 25% | 42% | 34% | 37% |
| Not too aware | 23% | 29% | 18% | 32% | 25% | 17% | 19% | 22% | 13% | 30% | 28% | 25% | 22% | 19% | 25% | 27% | 24% | 17% | 27% | 21% | 21% | 32% | 22% | 23% | 22% | 27% | 27% | 13% | 20% | 24% |
| Not aware at all | 28% | 24% | 32% | 30% | 13% | 30% | 35% | 40% | 23% | 25% | 22% | 31% | 23% | 24% | 30% | 20% | 28% | 23% | 27% | 37% | 25% | 36% | 30% | 29% | 26% | 29% | 25% | 38% | 34% | 23% |
| Unsure | 4% | 2% | 6% | 3% | 0% | 7% | 4% | 3% | 8% | 4% | 0% | 2% | 5% | 1% | 5% | 5% | 3% | 5% | 3% | 7% | 3% | 4% | 6% | 2% | 4% | 0% | 12% | 3% | 3% | 2% |

*How aware are you with the initiative of Visit Colorado Springs (Visit COS): Visit Colorado Springs' efforts to promote tourism that improves the health of the local economy?*

# Initial Ballot Measure Support




| | Overall | Female | Male | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | North | South | Republican | Unaffiliated | Democrat | White | Other Race | <10 Yrs | 10- 20 Yrs | 20+ Yrs | Swing Voters | Trump '24 | Harris '24 | 0 of 4 | 1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Vote for the measure | 45% | 45% | 45% | 47% | 40% | 50% | 37% | 52% | 39% | 46% | 44% | 45% | 45% | 32% | 47% | 57% | 48% | 36% | 47% | 49% | 41% | 44% | 29% | 60% | 43% | 39% | 28% | 61% | 43% |
| Vote against the measure | 40% | 42% | 39% | 38% | 47% | 36% | 44% | 36% | 41% | 42% | 40% | 39% | 42% | 59% | 37% | 28% | 37% | 50% | 41% | 40% | 40% | 43% | 59% | 24% | 43% | 46% | 48% | 26% | 43% |
| Definitely vote for the measure | 15% | 16% | 15% | 17% | 13% | 16% | 13% | 20% | 10% | 16% | 16% | 17% | 13% | 12% | 16% | 19% | 17% | 12% | 19% | 16% | 12% | 14% | 9% | 21% | 23% | 12% | 17% | 18% | 13% |
| Probably vote for the measure | 30% | 29% | 31% | 30% | 27% | 34% | 25% | 32% | 30% | 30% | 29% | 28% | 32% | 20% | 31% | 38% | 31% | 25% | 29% | 33% | 29% | 30% | 20% | 39% | 20% | 27% | 11% | 42% | 30% |
| Probably vote against the measure | 21% | 20% | 22% | 18% | 24% | 20% | 25% | 24% | 19% | 24% | 17% | 24% | 18% | 27% | 21% | 16% | 20% | 27% | 22% | 15% | 22% | 24% | 28% | 15% | 17% | 19% | 17% | 18% | 25% |
| Definitely vote against the measure | 19% | 22% | 17% | 21% | 23% | 16% | 19% | 12% | 22% | 19% | 23% | 15% | 24% | 33% | 16% | 12% | 17% | 24% | 19% | 24% | 18% | 19% | 31% | 9% | 26% | 26% | 31% | 9% | 19% |
| Unsure | 15% | 14% | 16% | 14% | 13% | 14% | 18% | 12% | 19% | 12% | 15% | 16% | 13% | 9% | 16% | 15% | 15% | 13% | 12% | 11% | 19% | 13% | 12% | 16% | 14% | 16% | 24% | 13% | 14% |

*If the general election was held today, and you had to make a choice, how would you vote on a ballot measure to increase the Lodgers and Automobile Rental Tax (LART) from its current rate of 2% on hotel rooms and 1% on car rentals to 4% on hotel rooms and 2% on car rentals?*

# Lodgers and Automobile Rental Tax (LART) Messages

**Positives Outweigh Negatives:** *Overall, the positive impacts of tourism outweigh the negative impacts.*

**Visitor Growth:** *Additional LART funding would enable Visit Colorado Springs to do more to attract quality visitors to Colorado Springs.*

**Paying Fair Share:** *Visitors should pay a tourism tax that adequately compensates for the impact they create on our infrastructure and outdoor recreation areas.*

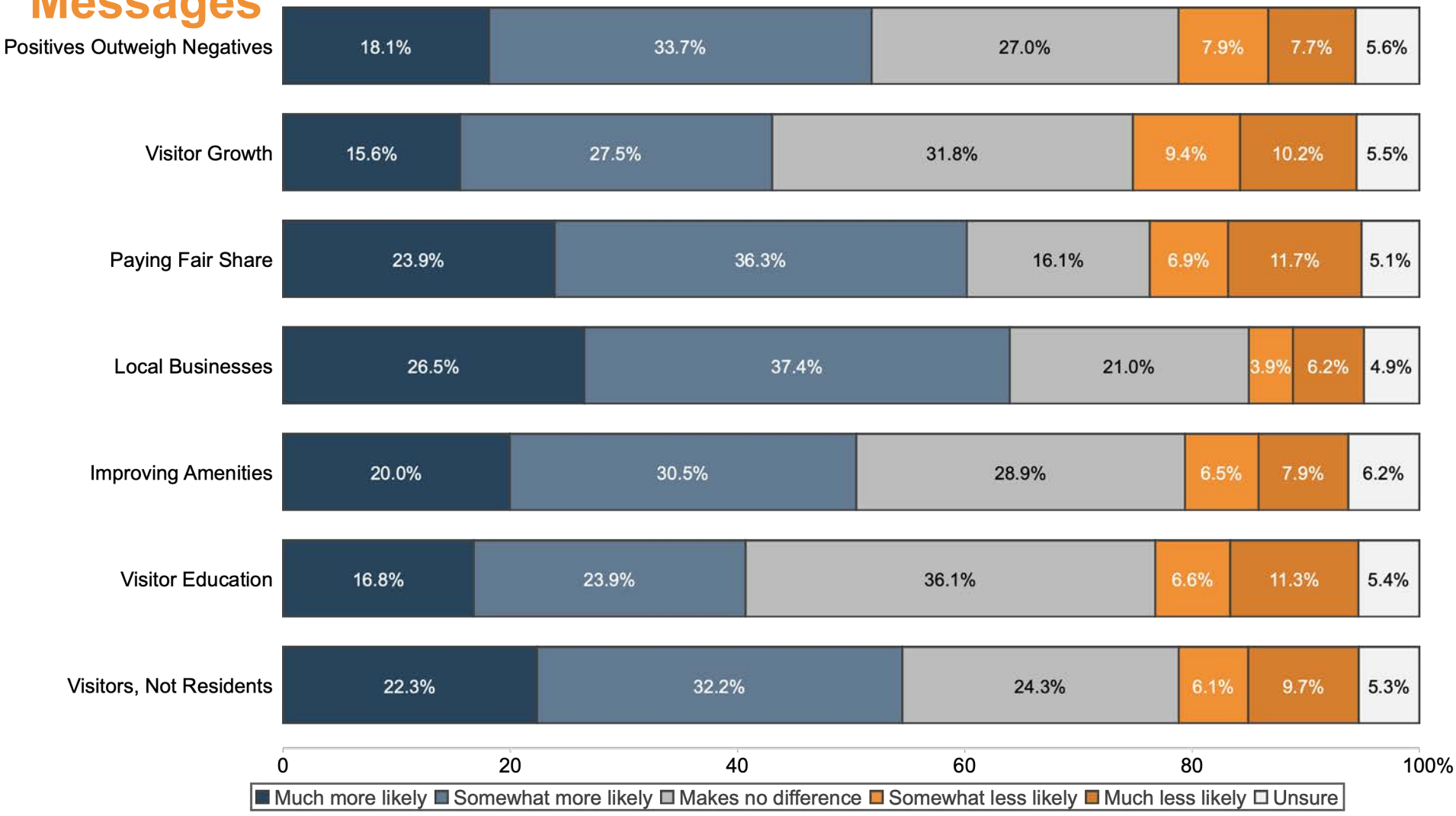
**Local Businesses:** *The tourism industry in Colorado Springs has a positive impact on local businesses.*

**Improving Amenities:** *Colorado Springs residents have access to more quality restaurants, events, recreational opportunities and attractions because of the tourism dollars spent at those businesses.*

**Visitor Education:** *Additional LART dollars would enable Visit Colorado Springs to educate visitors on how to be responsible and respectful travelers.*

**Visitors, Not Residents:** *Visitors, not residents, pay the LART tax, and it funds enhanced services and attractions that are of value to residents of Colorado Springs.*

# Lodgers and Automobile Rental Tax (LART) Messages



# Lodgers and Automobile Rental Tax (LART) Messages Heatmaps

CYGNAL

## More Likely

| | Overall | Female | Male | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | North | South | Republican | Unaffiliated | Democrat | White | Other Race | <10 Yrs | 10- 20 Yrs | 20+ Yrs | Undecided | Swing Voters | Trump '24 | Harris '24 | 0 of 4 | 1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Positives Outweigh Negatives | 52% | 54% | 49% | 51% | 60% | 49% | 49% | 55% | 43% | 52% | 57% | 49% | 55% | 49% | 51% | 60% | 53% | 49% | 54% | 52% | 50% | 49% | 51% | 43% | 63% | 54% | 48% | 39% | 52% | 56% |
| Visitor Growth | 43% | 47% | 39% | 49% | 43% | 41% | 35% | 36% | 42% | 48% | 46% | 46% | 40% | 33% | 43% | 50% | 44% | 47% | 45% | 53% | 37% | 34% | 40% | 31% | 52% | 48% | 37% | 26% | 58% | 37% |
| Paying Fair Share | 60% | 60% | 60% | 64% | 54% | 59% | 61% | 66% | 55% | 57% | 63% | 62% | 58% | 46% | 63% | 65% | 60% | 65% | 61% | 67% | 56% | 62% | 57% | 46% | 72% | 53% | 58% | 53% | 66% | 60% |
| Local Businesses | 64% | 67% | 60% | 64% | 72% | 61% | 59% | 71% | 50% | 66% | 68% | 66% | 61% | 61% | 60% | 71% | 63% | 66% | 67% | 66% | 60% | 49% | 59% | 54% | 72% | 80% | 54% | 37% | 68% | 66% |
| Improving Amenities | 50% | 49% | 52% | 46% | 53% | 58% | 42% | 54% | 52% | 45% | 52% | 48% | 53% | 44% | 51% | 52% | 51% | 58% | 55% | 49% | 46% | 50% | 48% | 41% | 59% | 62% | 41% | 39% | 69% | 43% |
| Visitor Education | 41% | 41% | 40% | 41% | 42% | 44% | 33% | 43% | 37% | 37% | 46% | 44% | 37% | 30% | 41% | 49% | 38% | 57% | 46% | 38% | 36% | 38% | 39% | 27% | 52% | 55% | 37% | 41% | 46% | 34% |
| Visitors, Not Residents | 54% | 57% | 51% | 55% | 61% | 56% | 43% | 51% | 53% | 56% | 59% | 55% | 54% | 41% | 53% | 70% | 56% | 54% | 55% | 60% | 52% | 52% | 48% | 42% | 66% | 54% | 45% | 57% | 58% | 56% |

## Less Likely

| | Overall | Female | Male | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | North | South | Republican | Unaffiliated | Democrat | White | Other Race | <10 Yrs | 10- 20 Yrs | 20+ Yrs | Undecided | Swing Voters | Trump '24 | Harris '24 | 0 of 4 | 1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Positives Outweigh Negatives | 16% | 16% | 15% | 18% | 13% | 13% | 20% | 13% | 18% | 20% | 12% | 17% | 14% | 19% | 14% | 16% | 14% | 22% | 21% | 14% | 11% | 9% | 12% | 16% | 13% | 25% | 15% | 16% | 11% | 15% |
| Visitor Growth | 20% | 22% | 18% | 22% | 21% | 16% | 20% | 19% | 16% | 16% | 27% | 20% | 19% | 30% | 17% | 12% | 18% | 23% | 24% | 13% | 18% | 18% | 22% | 28% | 12% | 20% | 22% | 42% | 8% | 21% |
| Paying Fair Share | 19% | 18% | 20% | 15% | 22% | 20% | 20% | 18% | 21% | 14% | 21% | 16% | 21% | 23% | 19% | 12% | 17% | 25% | 22% | 11% | 18% | 5% | 22% | 25% | 12% | 34% | 21% | 11% | 12% | 18% |
| Local Businesses | 10% | 12% | 8% | 13% | 11% | 10% | 3% | 5% | 10% | 12% | 13% | 8% | 13% | 14% | 10% | 9% | 10% | 4% | 14% | 7% | 8% | 6% | 13% | 15% | 7% | 7% | 9% | 25% | 9% | 9% |
| Improving Amenities | 14% | 16% | 13% | 18% | 13% | 14% | 10% | 11% | 15% | 10% | 21% | 14% | 15% | 14% | 16% | 14% | 15% | 10% | 15% | 15% | 13% | 2% | 16% | 17% | 13% | 10% | 24% | 13% | 8% | 14% |
| Visitor Education | 18% | 17% | 18% | 16% | 20% | 18% | 19% | 18% | 20% | 11% | 22% | 15% | 21% | 23% | 20% | 8% | 18% | 15% | 22% | 16% | 15% | 2% | 19% | 23% | 14% | 14% | 19% | 11% | 13% | 23% |
| Visitors, Not Residents | 16% | 16% | 16% | 17% | 14% | 16% | 16% | 13% | 18% | 13% | 18% | 16% | 16% | 25% | 14% | 13% | 13% | 17% | 17% | 14% | 15% | 4% | 18% | 23% | 11% | 19% | 25% | 15% | 9% | 15% |

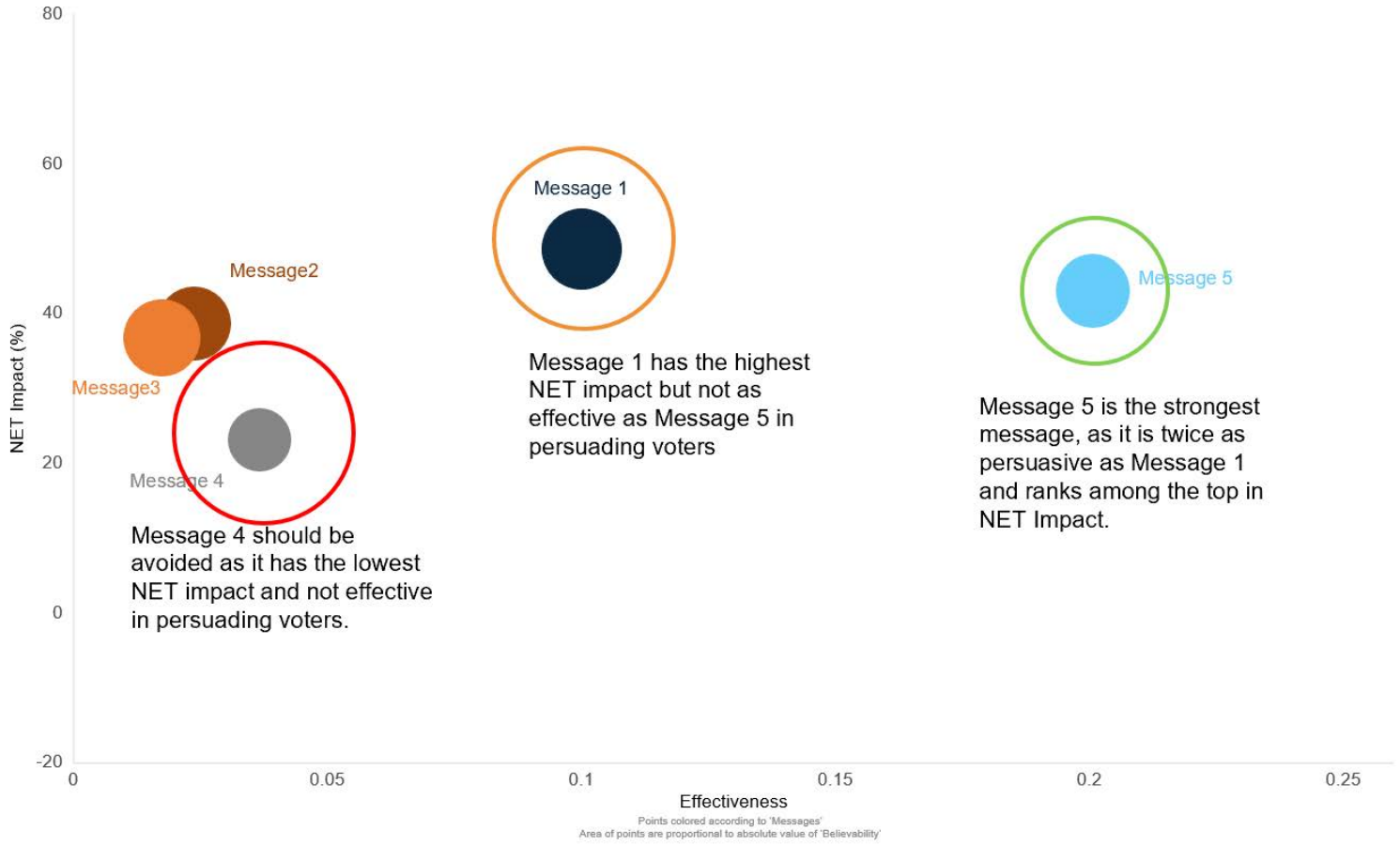
# How to Read a Cygnal Message Map (Example)

CYGNAL

**Effectiveness (X Axis)**
The horizontal position of each messages indicates the message's *persuasion power* · the **most important** function. is shown by **how far it appears to the right** on the chart. This score quantifies the **unique** contribution a messag makes to shifting voter attitudes, independent of other factors. Higher values indicate stronger persuasive effects (typically 0 -1).

**Net Impact (Y Axis)**
The vertical position of each messages indicates the NET impact – or *popularity* – of each message. Messages with **highest position** have the **broadest appeal**. The closer a message is to the **bottom** of Net Impact, the more **drag** it has meaning it can cut against you.

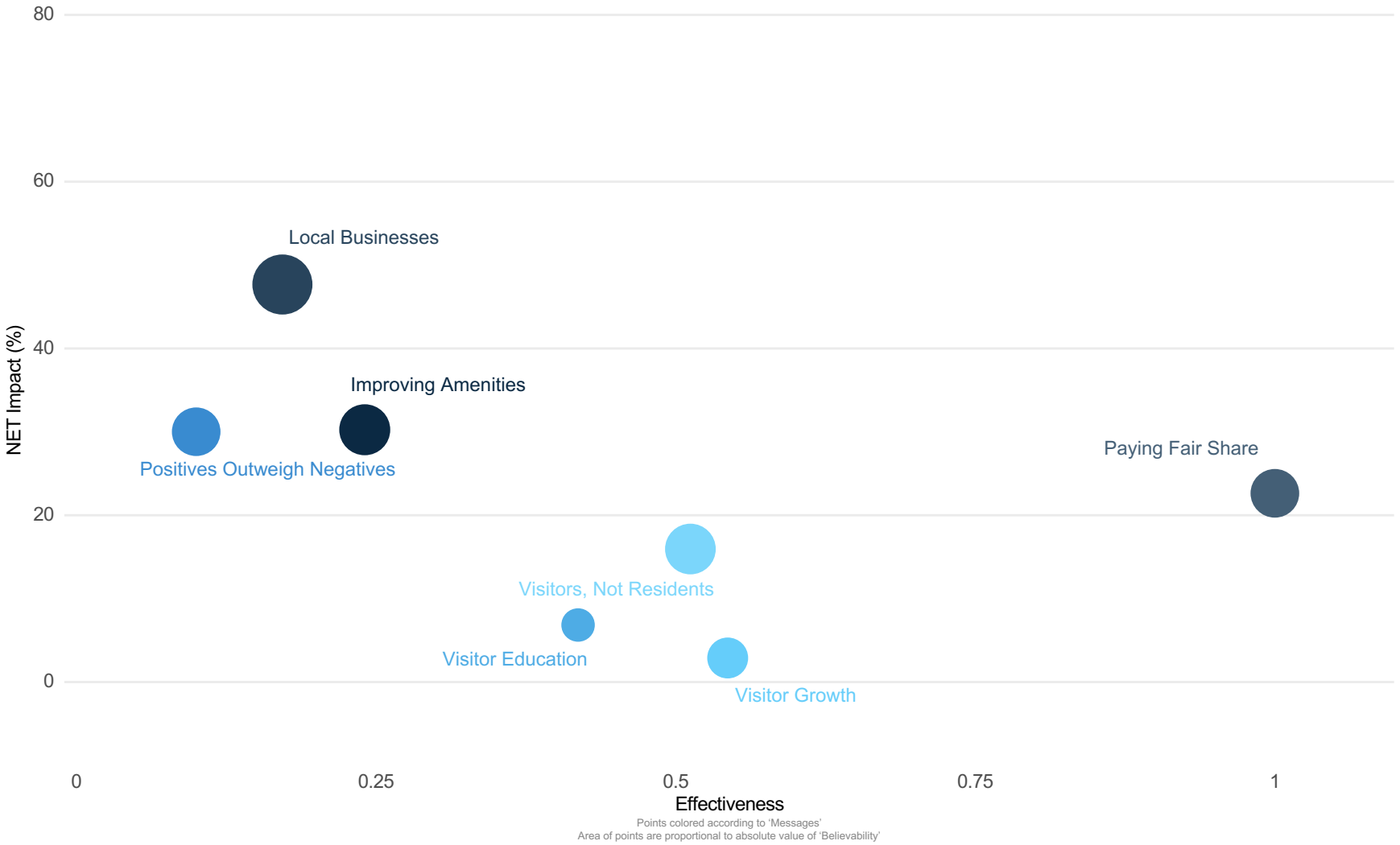
**Believability (Bubble S**
The size of each messages bubble reflects the **intensity** o responses (called *believability* Larger bubbles reflect a high concentration of respondents choosing *much* more/less likely. This is a **comparative tool** for impact but third in importance of the overall graph.



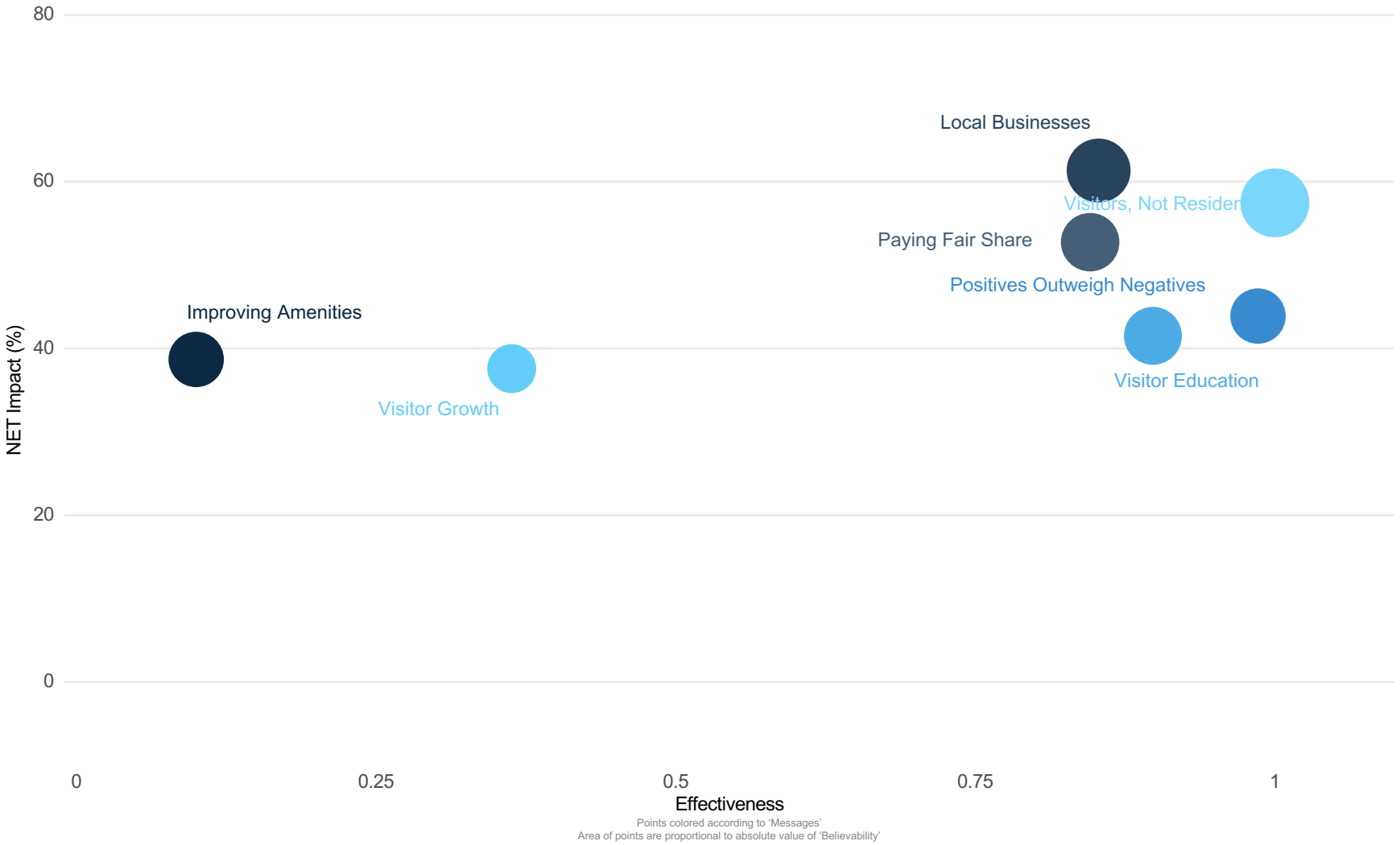
# Pro-LART Message Map: Overall



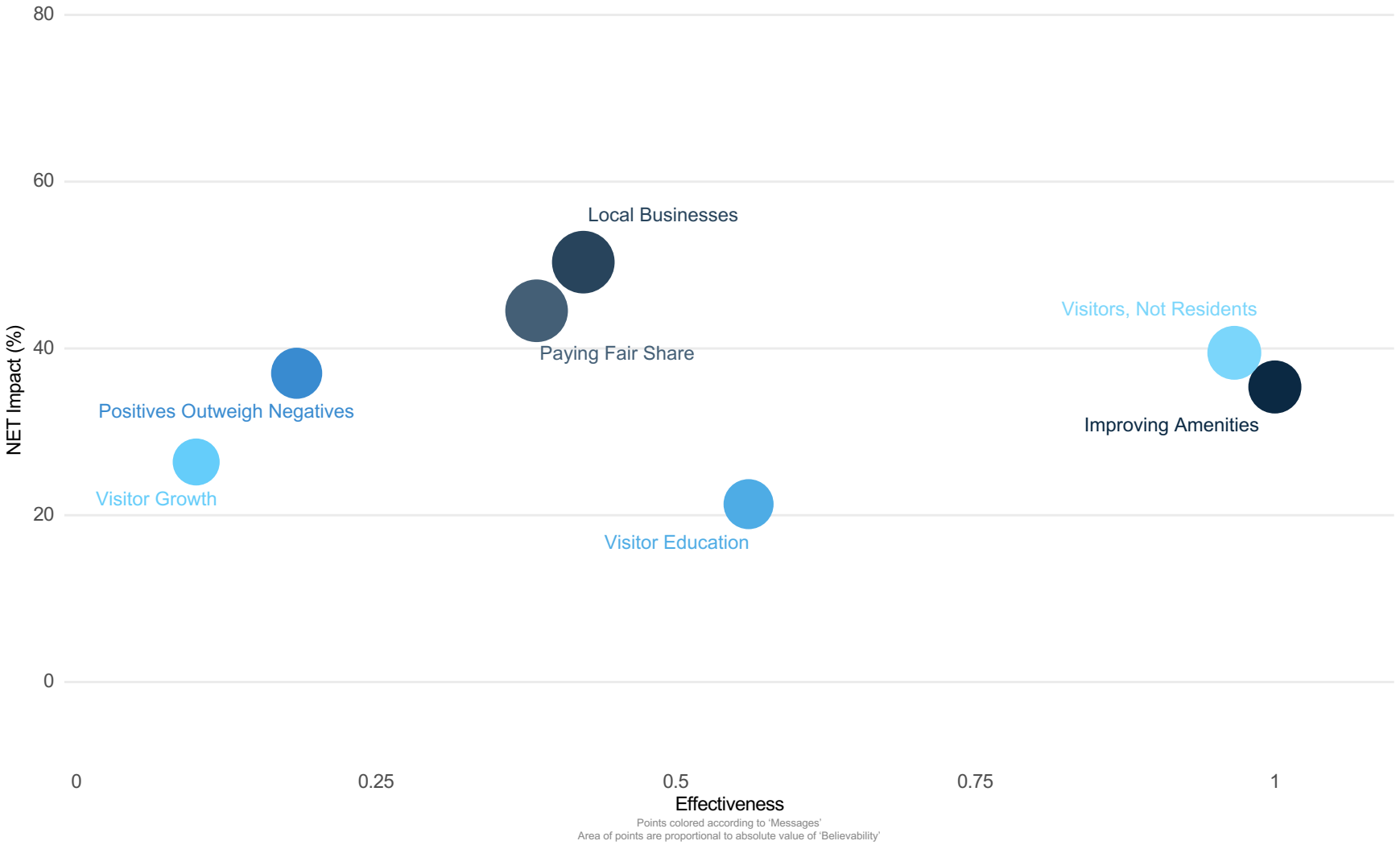
# Pro-LART Message Map: Republican



# Pro-LART Message Map: Democrat



# Pro-LART Message Map: Independents



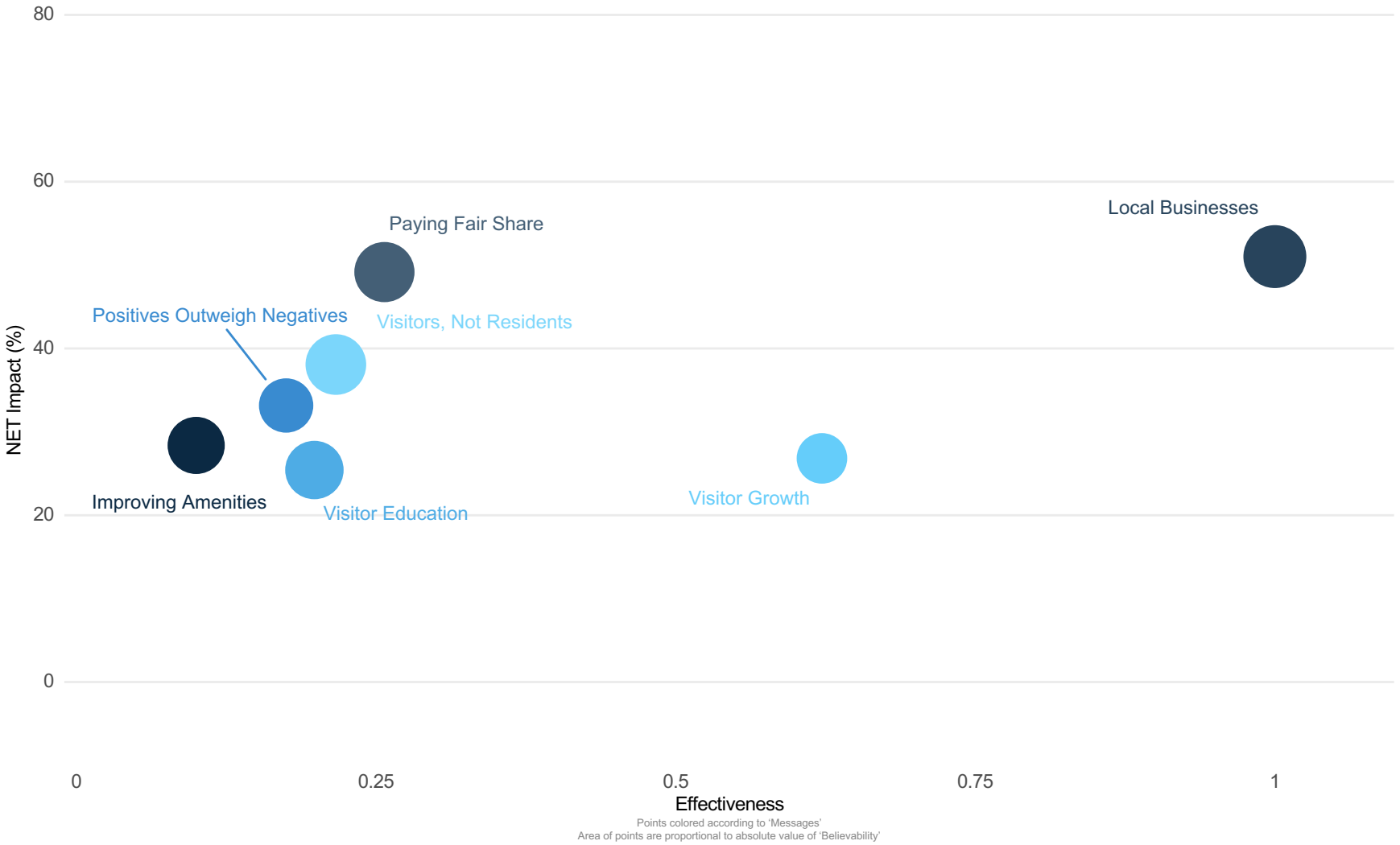
# Pro-LART Message Map: Male <55



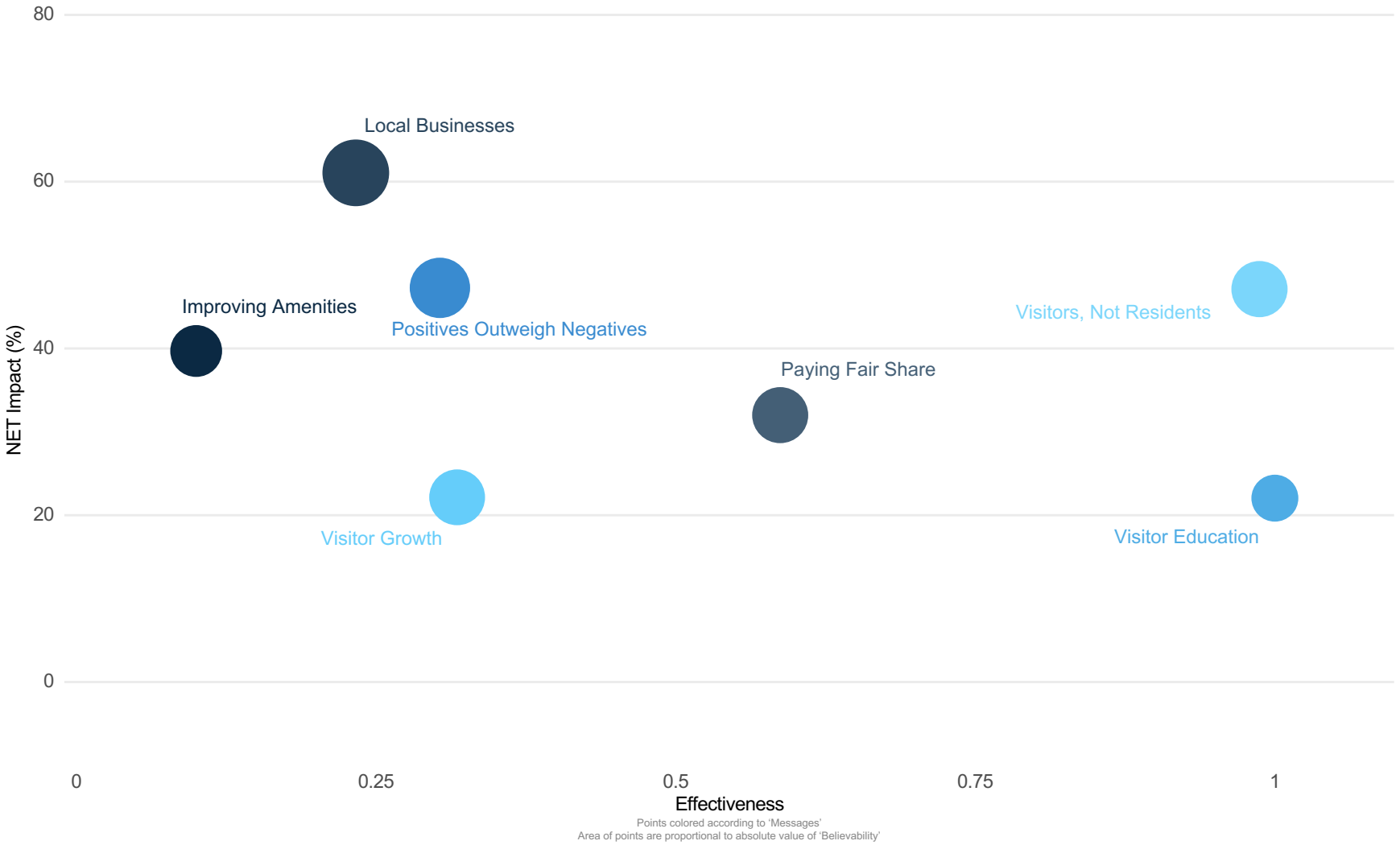
# Pro-LART Message Map: Male 55+



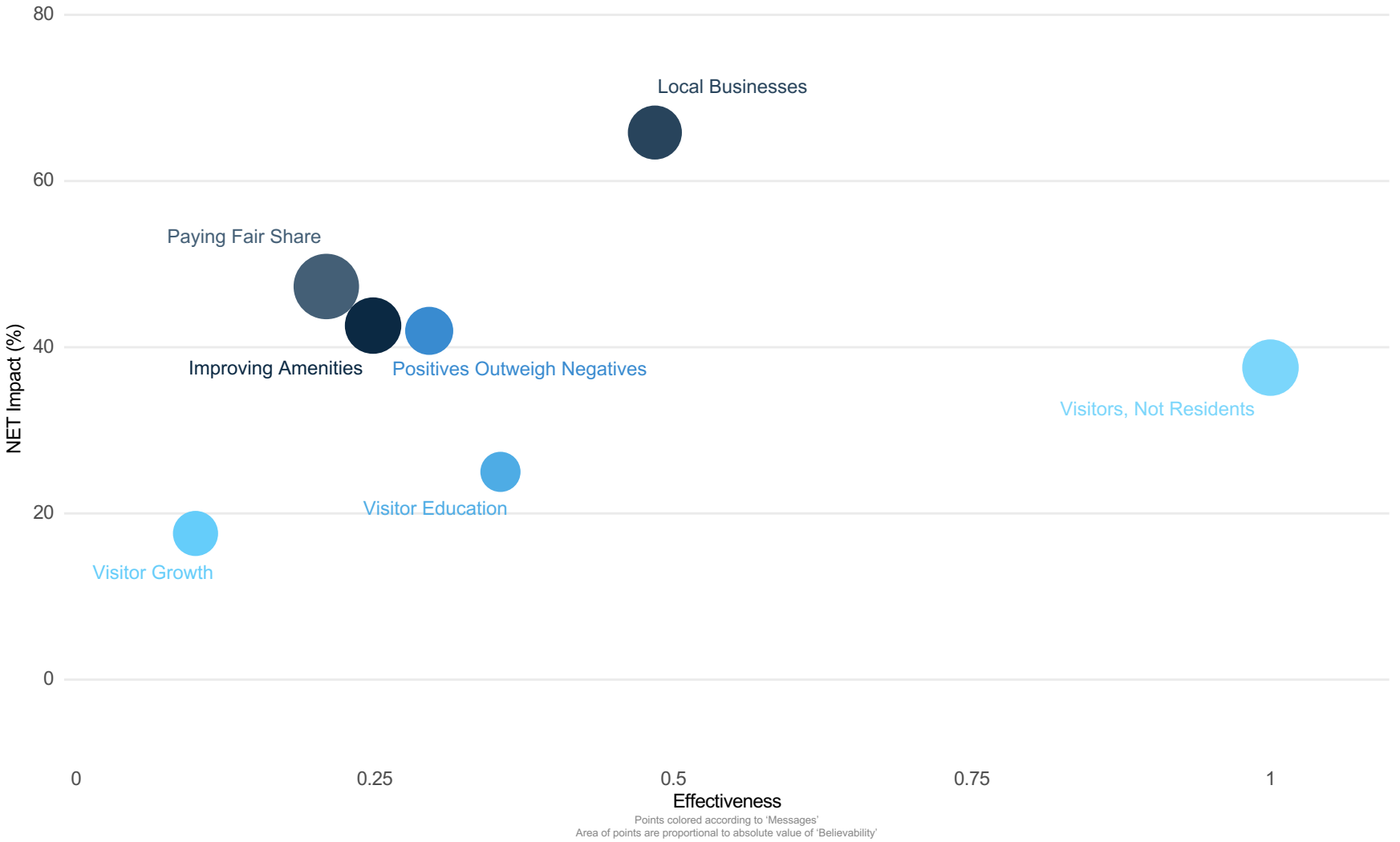
# Pro-LART Message Map: Female <55



# Pro-LART Message Map: Female 55+



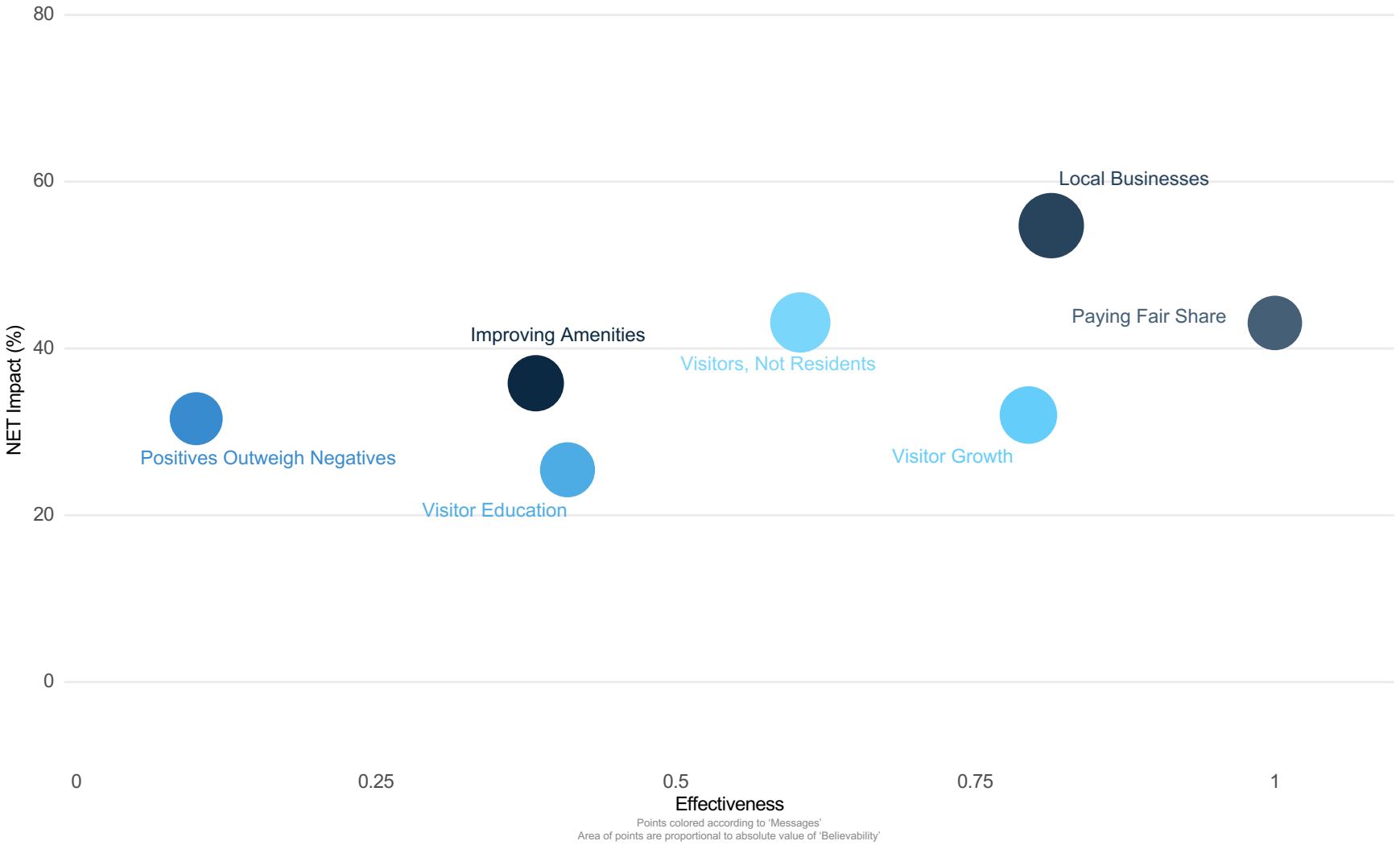
# Pro-LART Message Map: Male College



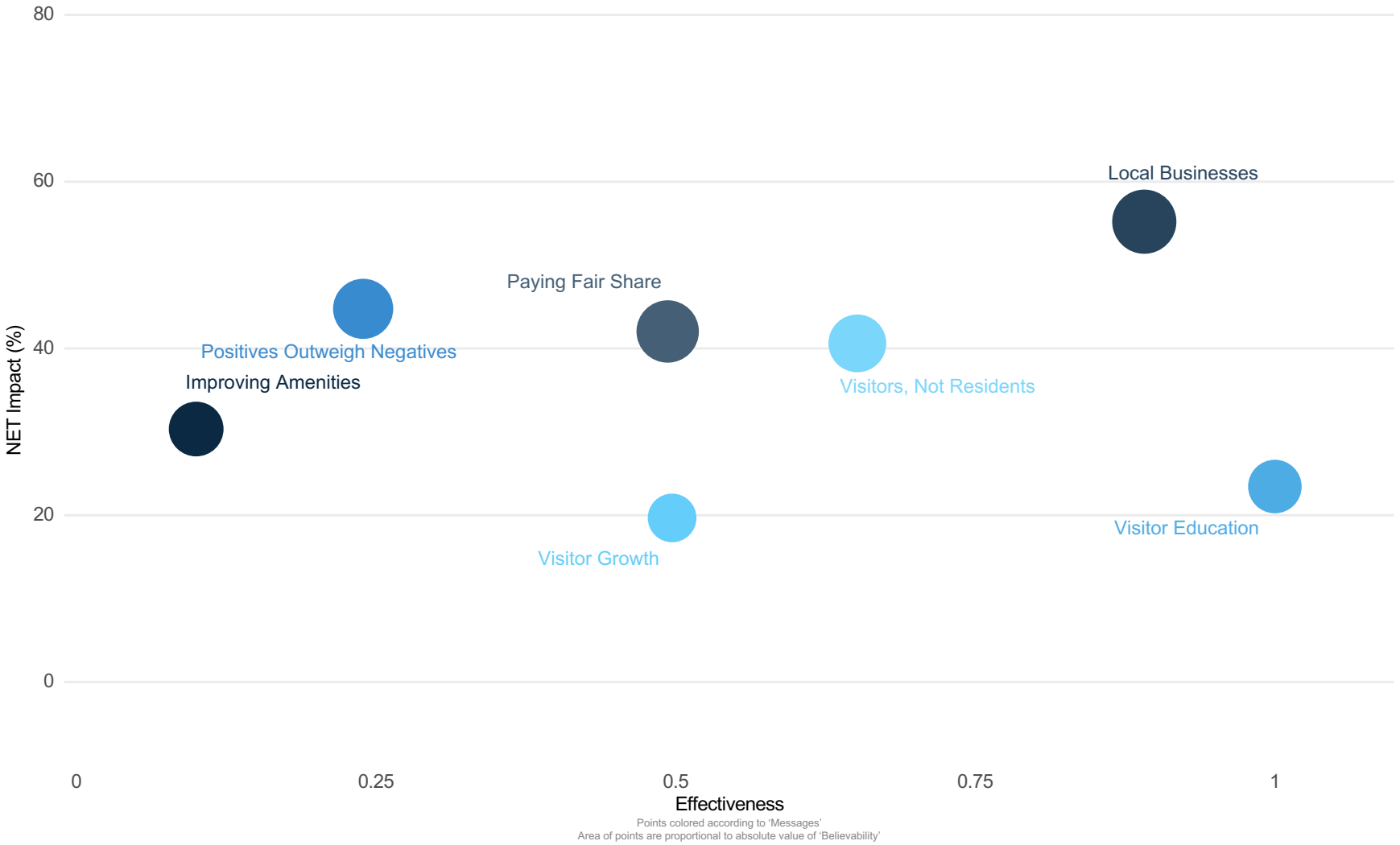
# Pro-LART Message Map: Male No College



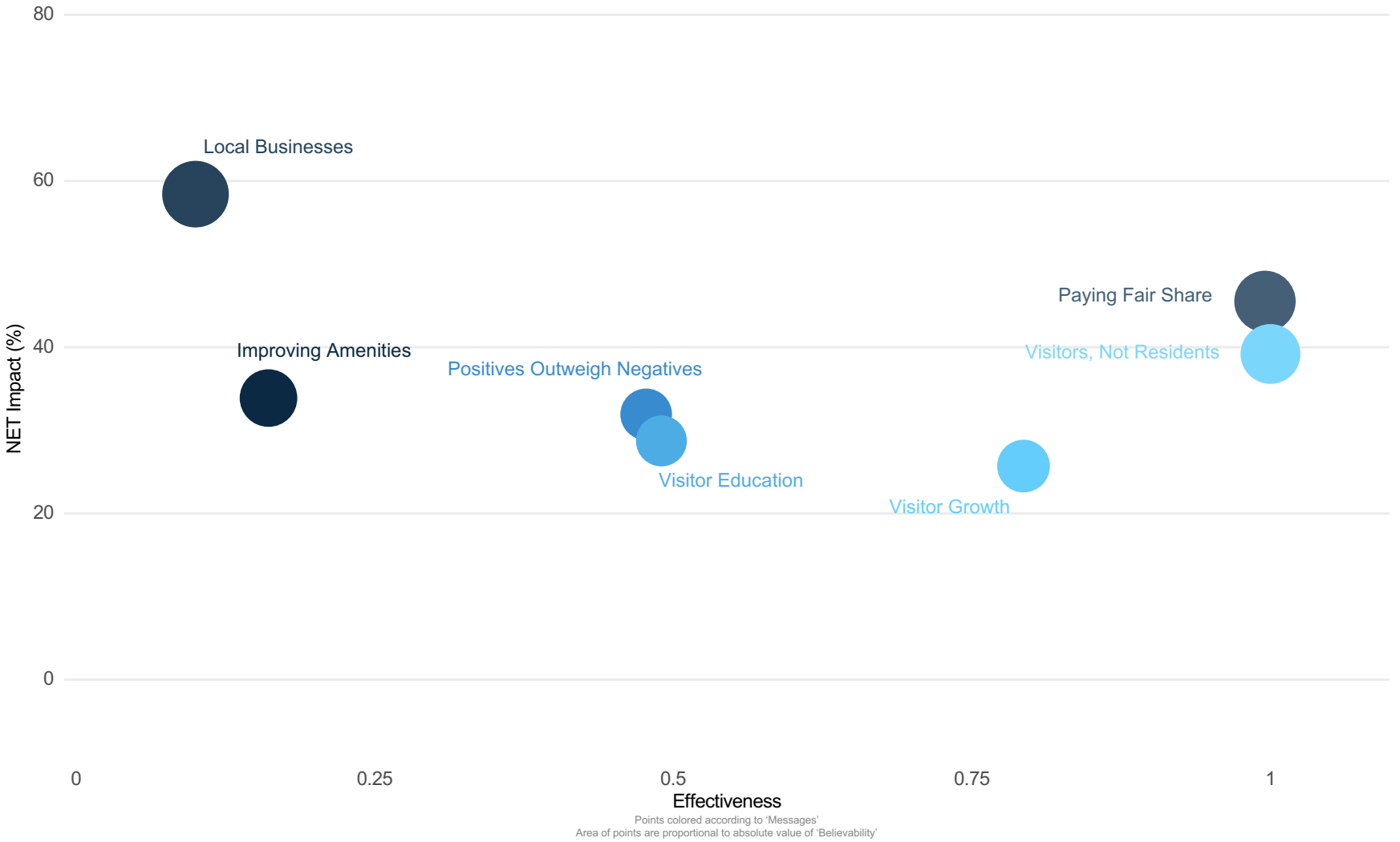
# Pro-LART Message Map: Female No College



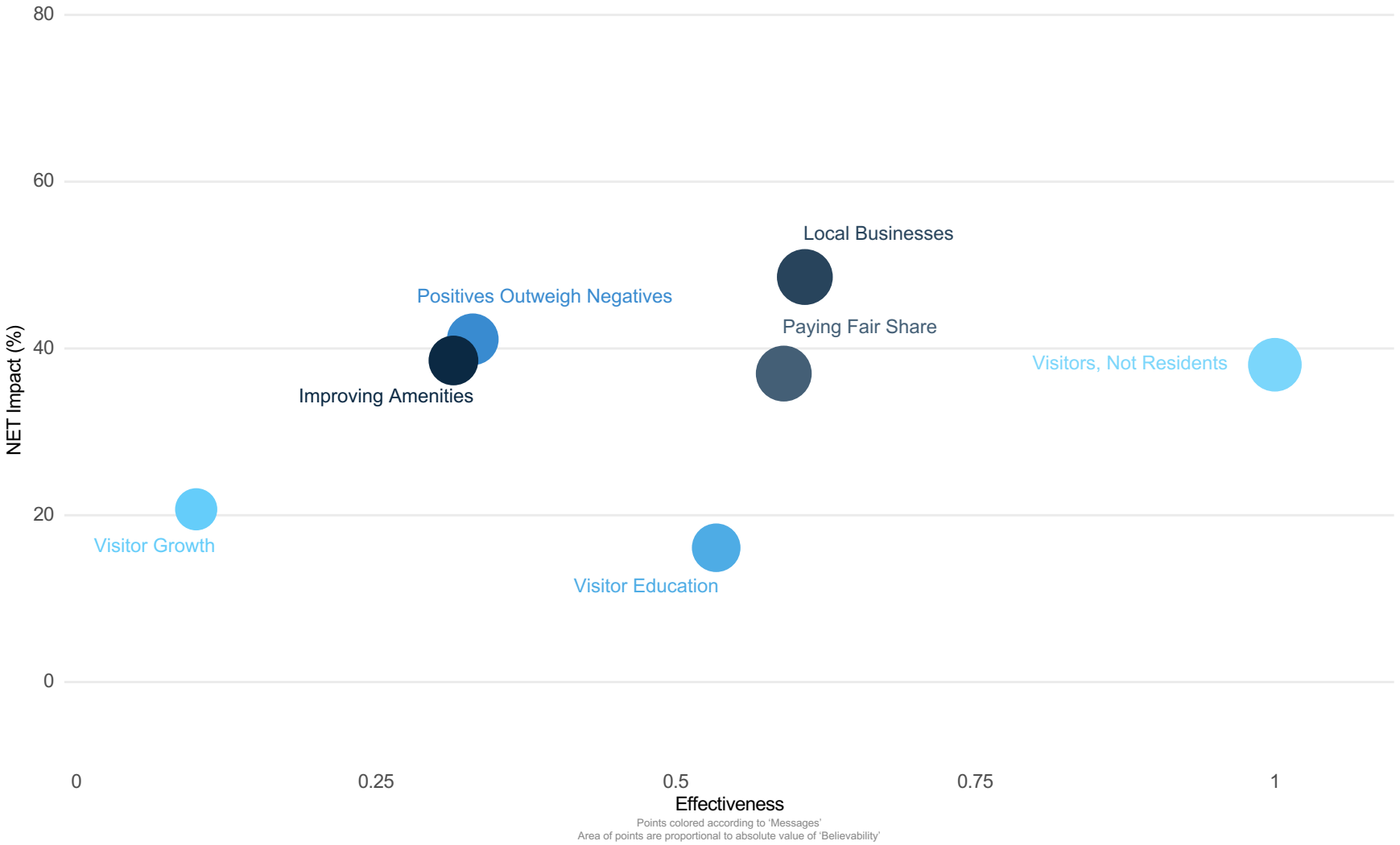
# Pro-LART Message Map: Female College



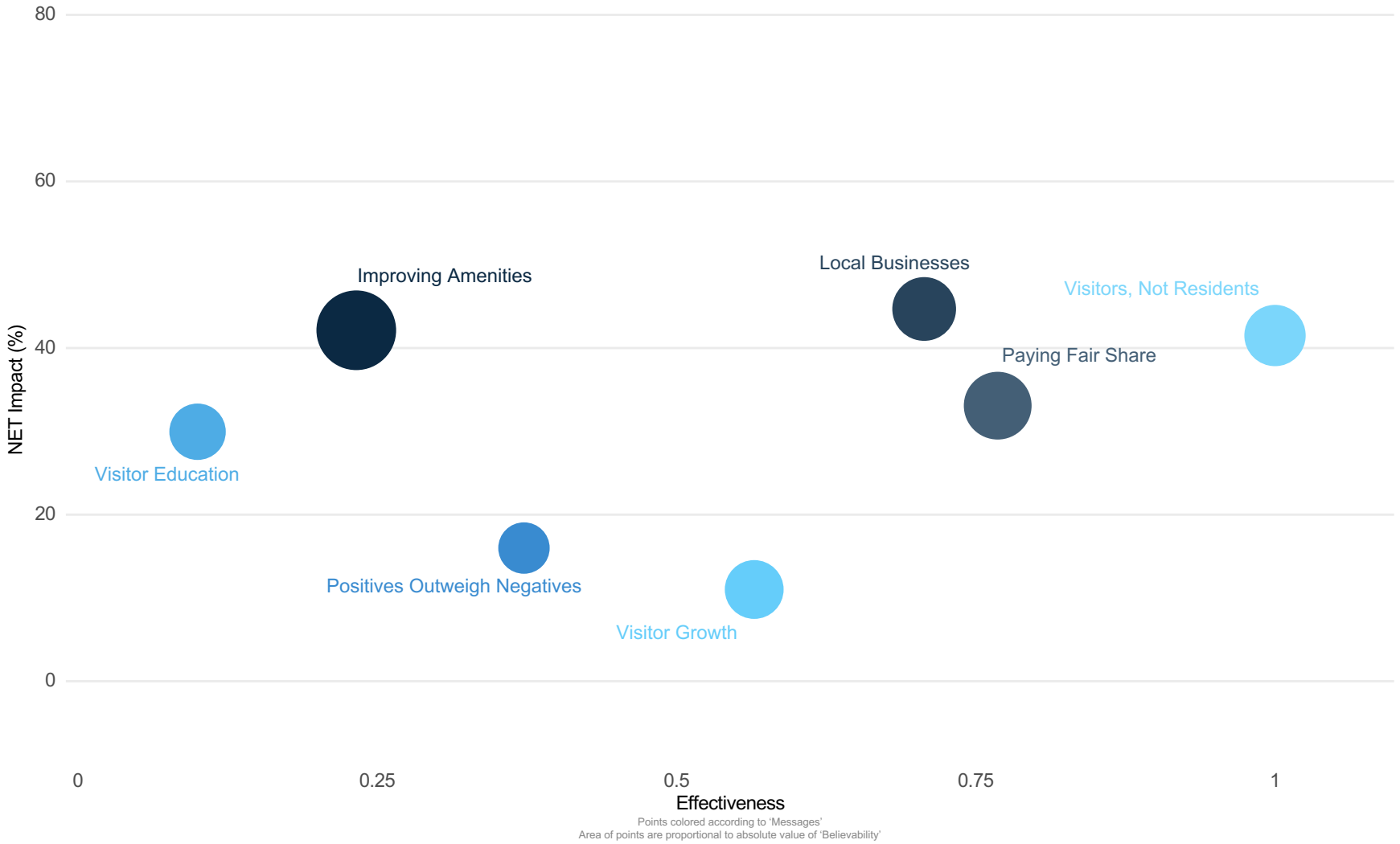
# Pro-LART Message Map: North



# Pro-LART Message Map: South



# Pro-LART Message Map: Less than 2 Years



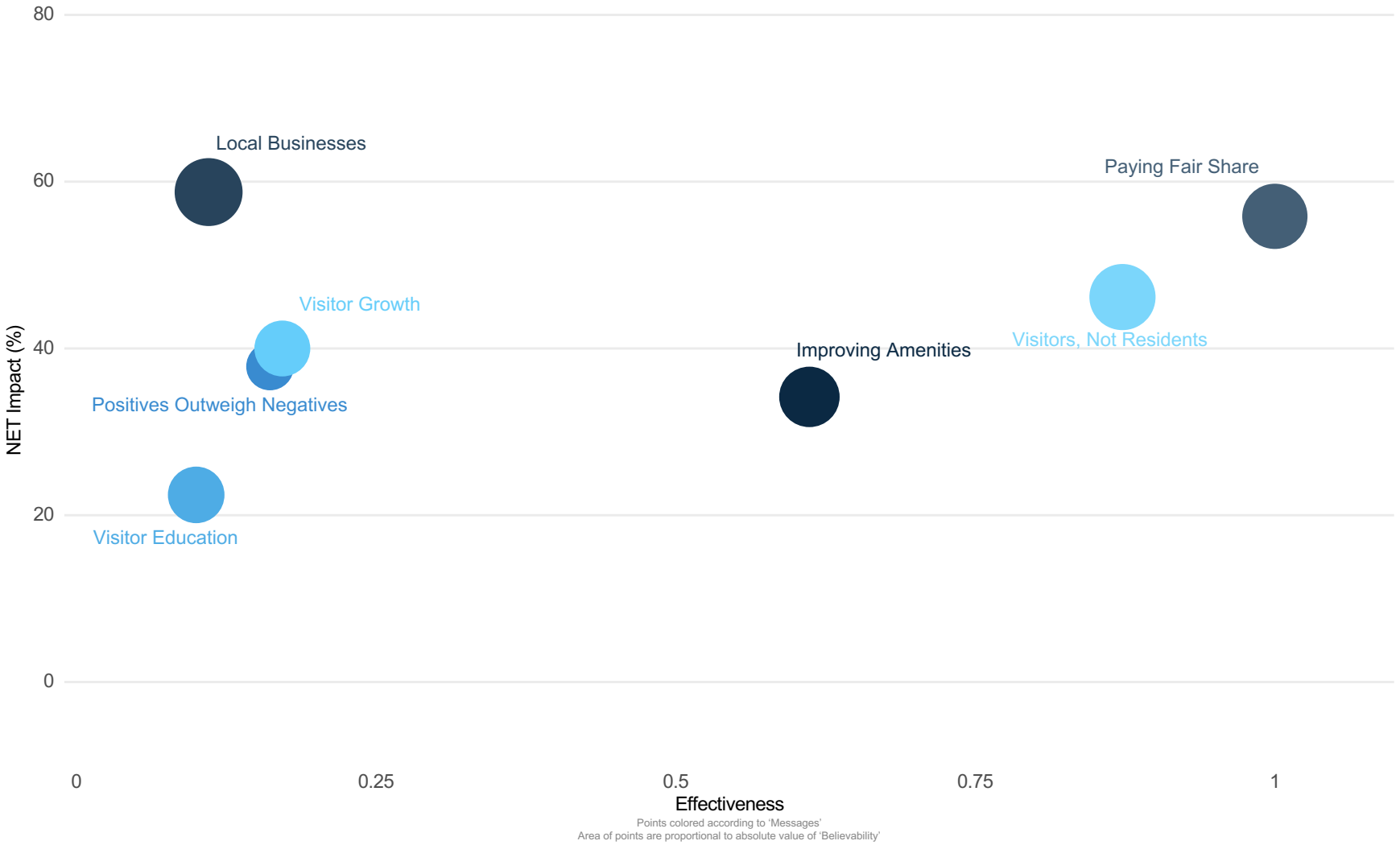
# Pro-LART Message Map: Between 2 - 5 Years



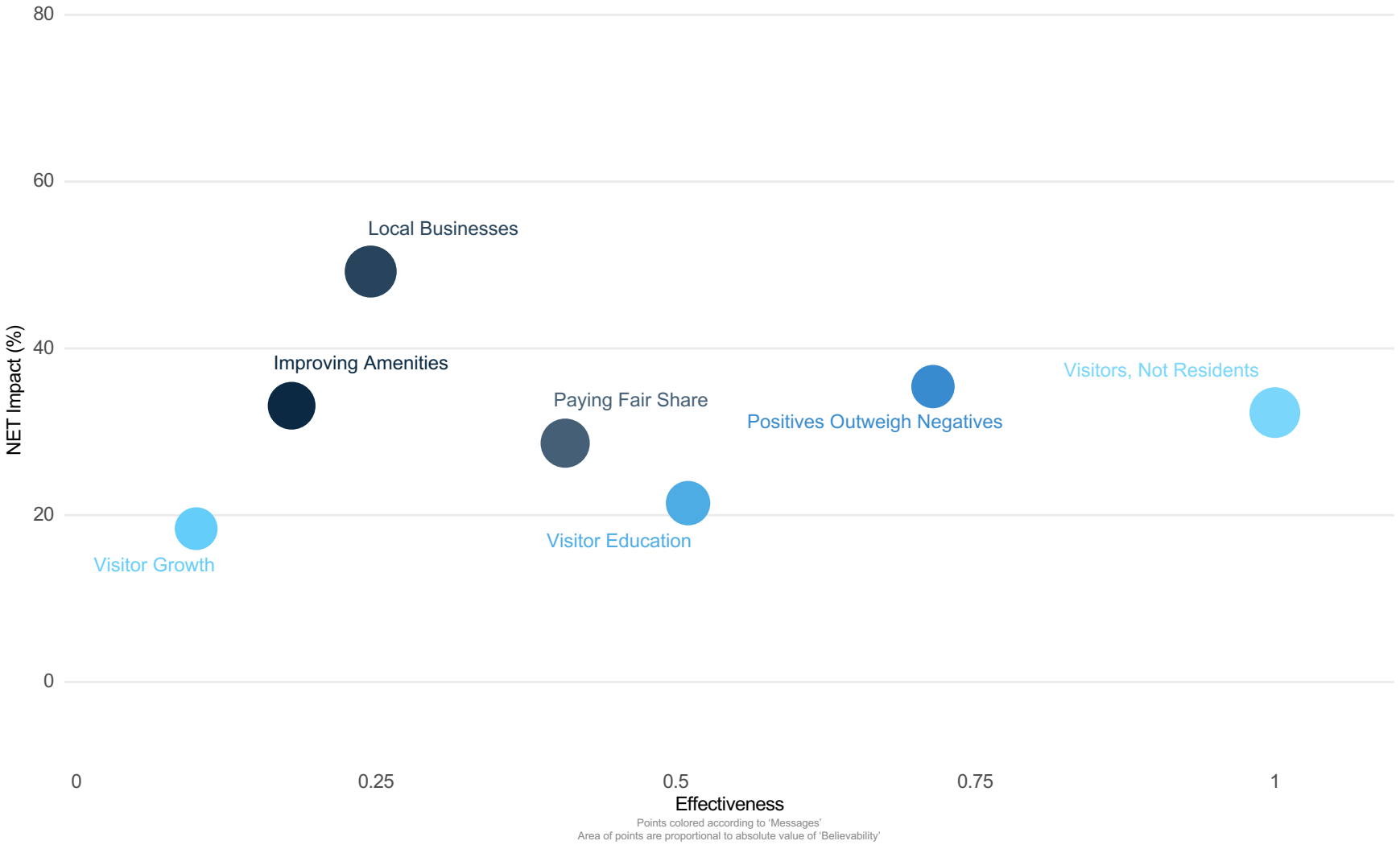
# Pro-LART Message Map: Between 6 - 10 Years



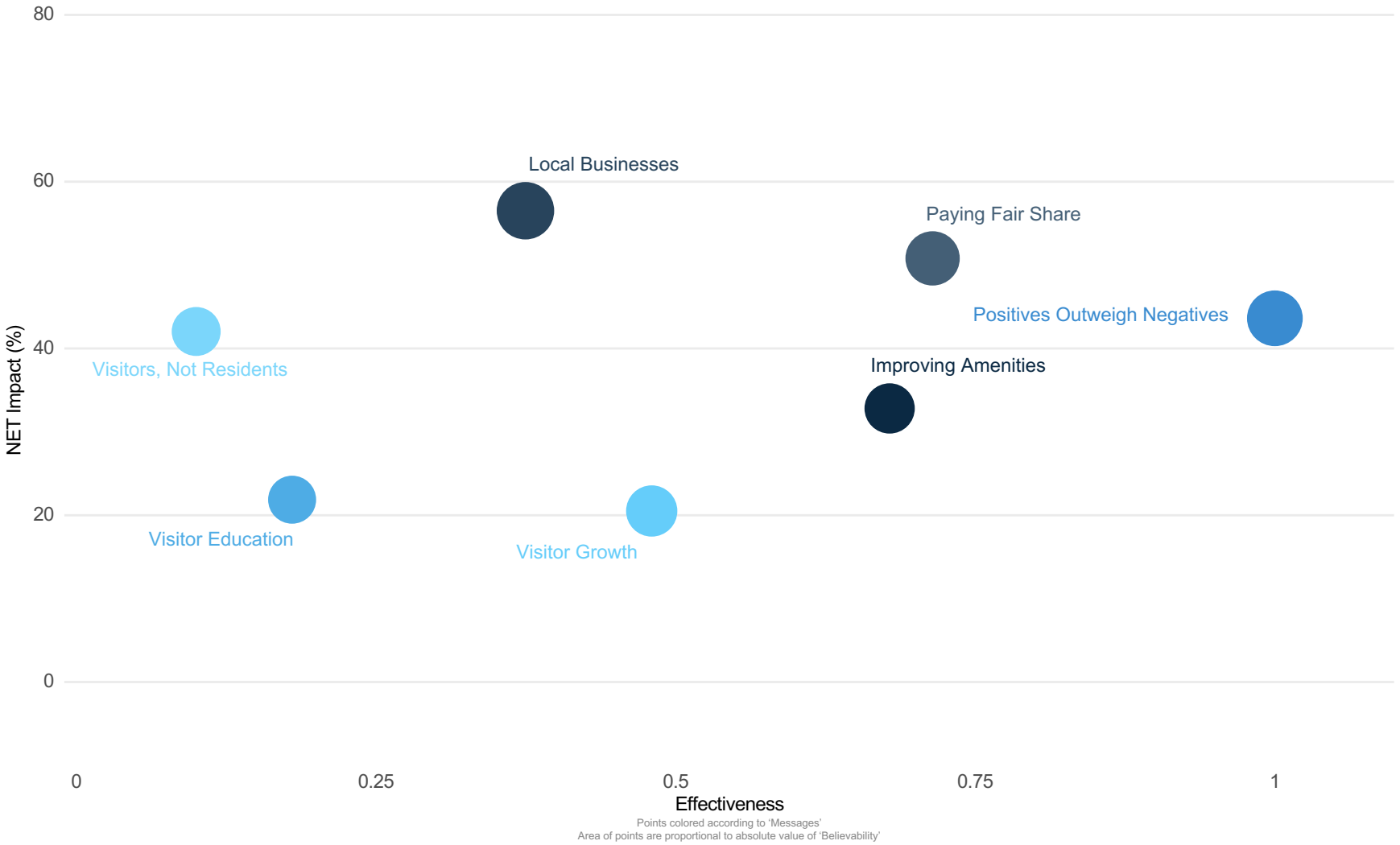
# Pro-LART Message Map: Between 11 - 20 Years



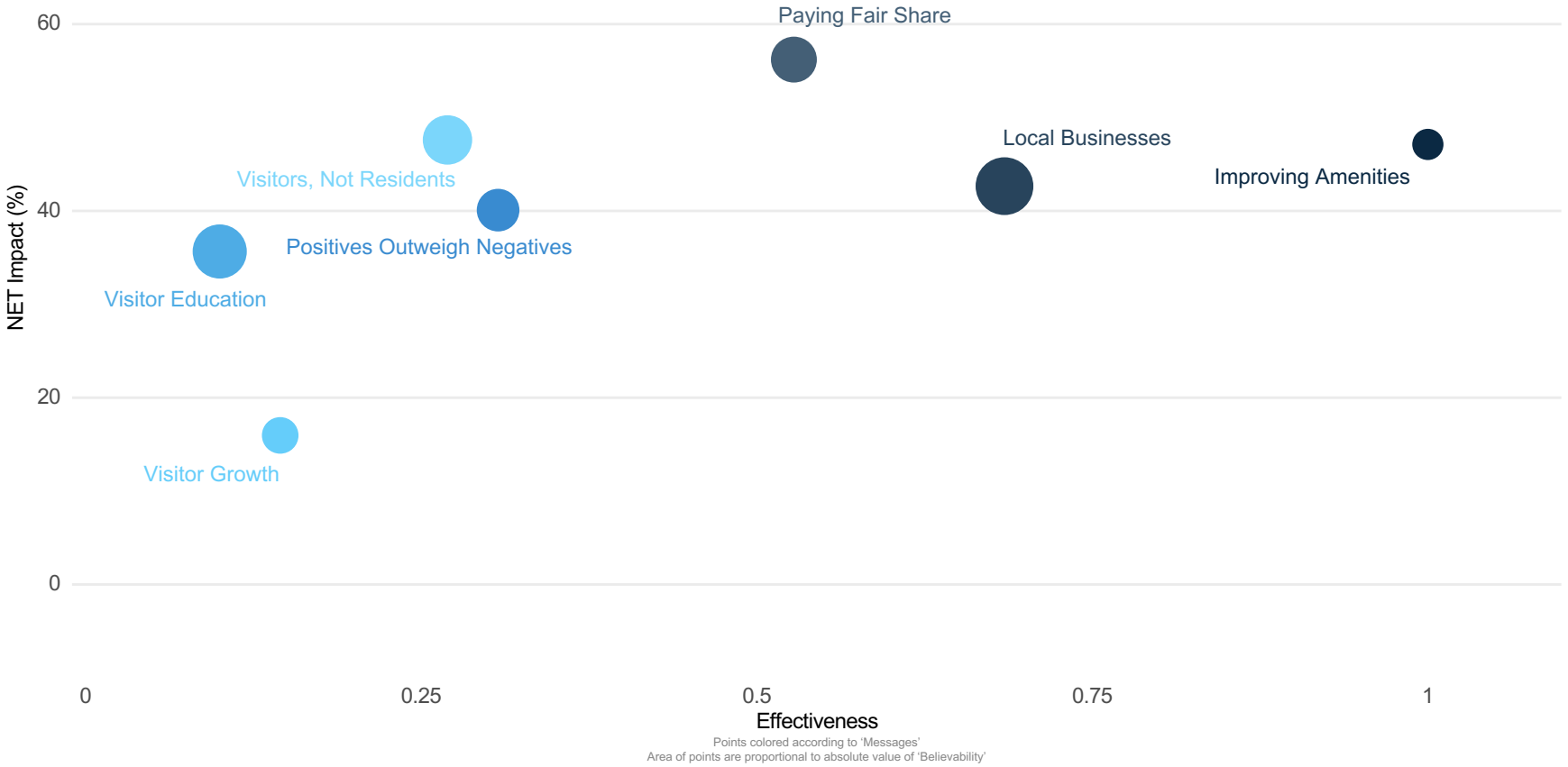
# Pro-LART Message Map: Between 21 - 39 Years



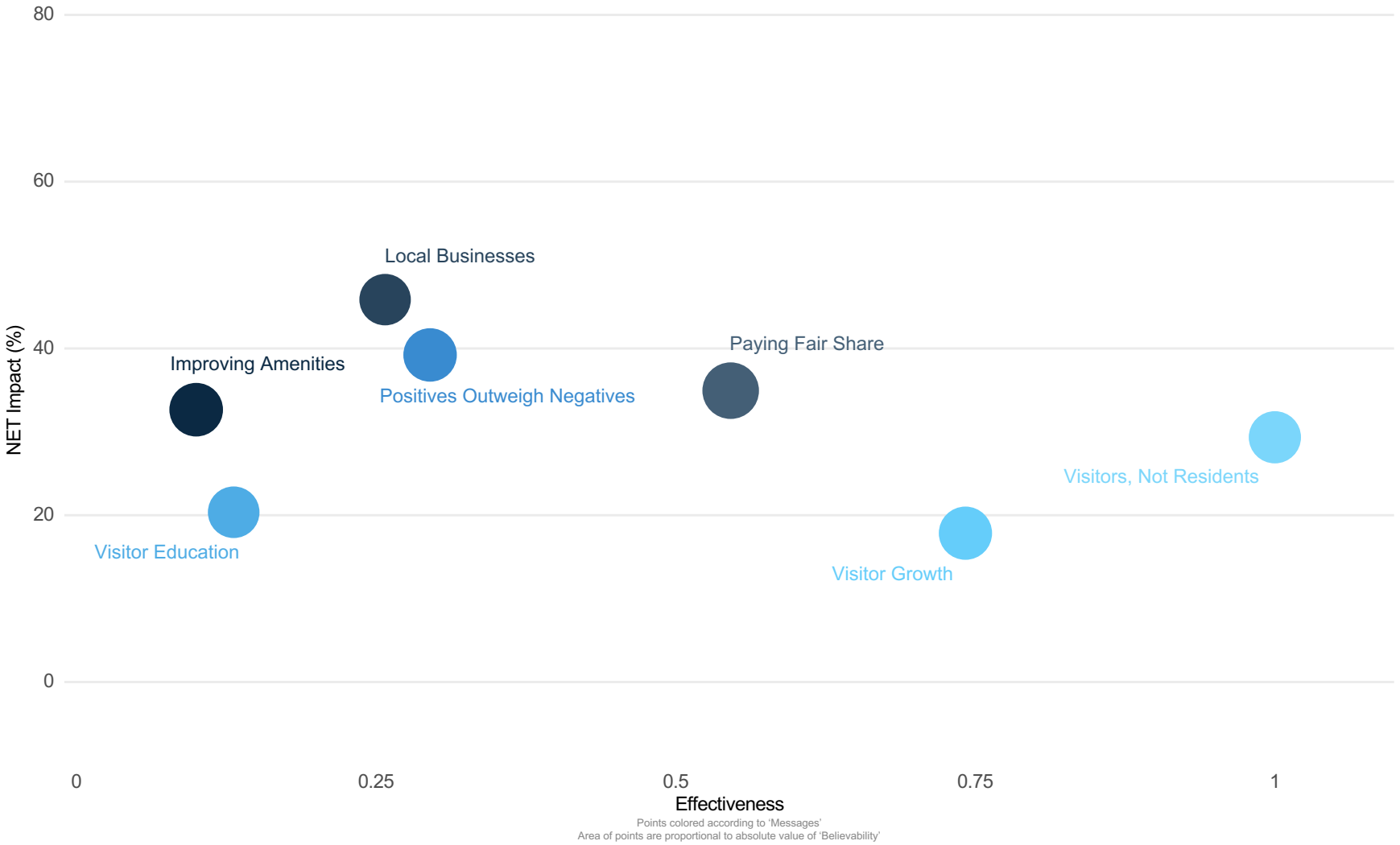
# Pro-LART Message Map: 40 or more Years



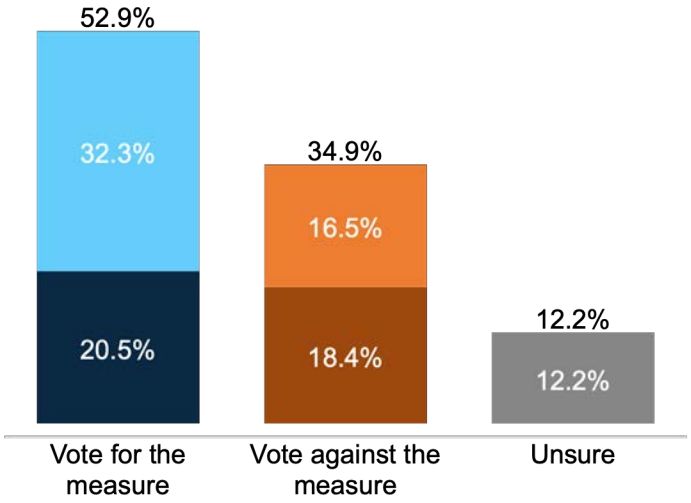
# Pro-LART Message Map: Undecideds on the Initial Ballot Measure



# Pro-LART Message Map: Swing Voters



# Informed Ballot Measure Support



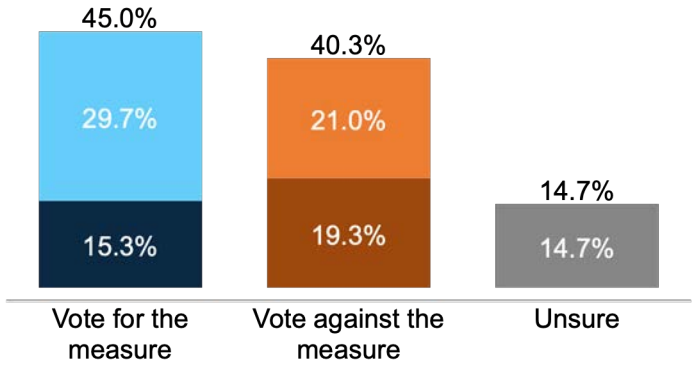

| | Overall | Female | Male | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | North | South | Republican | Unaffiliated | Democrat | White | Other Race | <10 Yrs | 10- 20 Yrs | 20+ Yrs | Undecided | Swing Voters | Trump '24 | Harris '24 | 0 of 4 | 1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Vote for the measure | 53% | 55% | 50% | 59% | 50% | 55% | 42% | 53% | 48% | 56% | 56% | 57% | 49% | 37% | 56% | 62% | 55% | 49% | 53% | 62% | 49% | 36% | 49% | 36% | 67% | 53% | 46% | 36% | 67% | 49% |
| Vote against the measure | 35% | 34% | 36% | 31% | 39% | 32% | 43% | 34% | 37% | 30% | 36% | 32% | 39% | 55% | 31% | 23% | 34% | 39% | 35% | 32% | 35% | 10% | 36% | 54% | 19% | 38% | 38% | 54% | 24% | 36% |
| Definitely vote for the measure | 21% | 24% | 17% | 27% | 20% | 21% | 9% | 22% | 12% | 25% | 24% | 24% | 17% | 10% | 23% | 26% | 20% | 27% | 26% | 28% | 12% | 1% | 19% | 13% | 28% | 25% | 17% | 17% | 30% | 16% |
| Probably vote for the measure | 32% | 31% | 33% | 32% | 30% | 34% | 32% | 32% | 36% | 31% | 32% | 33% | 32% | 27% | 34% | 35% | 35% | 22% | 27% | 35% | 36% | 34% | 29% | 23% | 39% | 28% | 29% | 19% | 37% | 34% |
| Probably vote against the measure | 16% | 14% | 20% | 11% | 17% | 18% | 22% | 18% | 21% | 12% | 15% | 15% | 18% | 24% | 14% | 16% | 16% | 19% | 17% | 10% | 19% | 6% | 16% | 25% | 9% | 17% | 16% | 20% | 12% | 19% |
| Definitely vote against the measure | 18% | 20% | 16% | 20% | 21% | 14% | 21% | 16% | 17% | 18% | 21% | 16% | 21% | 31% | 17% | 7% | 18% | 20% | 19% | 22% | 17% | 4% | 20% | 29% | 10% | 21% | 22% | 34% | 12% | 17% |
| Unsure | 12% | 11% | 14% | 10% | 12% | 13% | 15% | 13% | 15% | 14% | 7% | 12% | 13% | 8% | 13% | 15% | 11% | 12% | 11% | 5% | 16% | 54% | 16% | 10% | 13% | 9% | 16% | 10% | 9% | 14% |

*If the general election was held today, and you had to make a choice, how would you vote on a ballot measure to increase the Lodgers and Automobile Rental Tax (LART) from its current rate of 2% on hotel rooms and 1% on car rentals to 4% on hotel rooms and 2% on car rentals?*

# Percent Change: Initial to Informed Ballot Measure Support

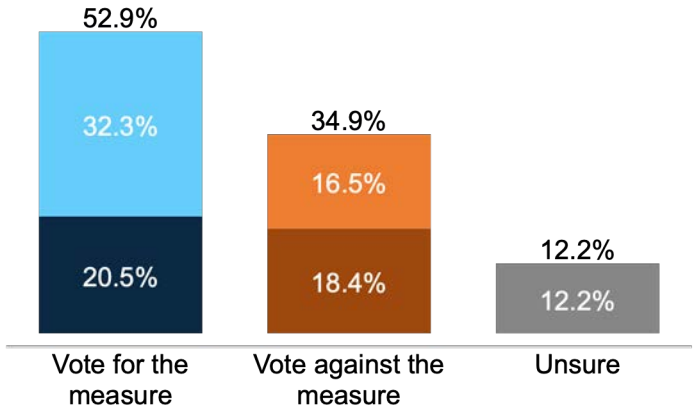
CYGNAL

**Initial**



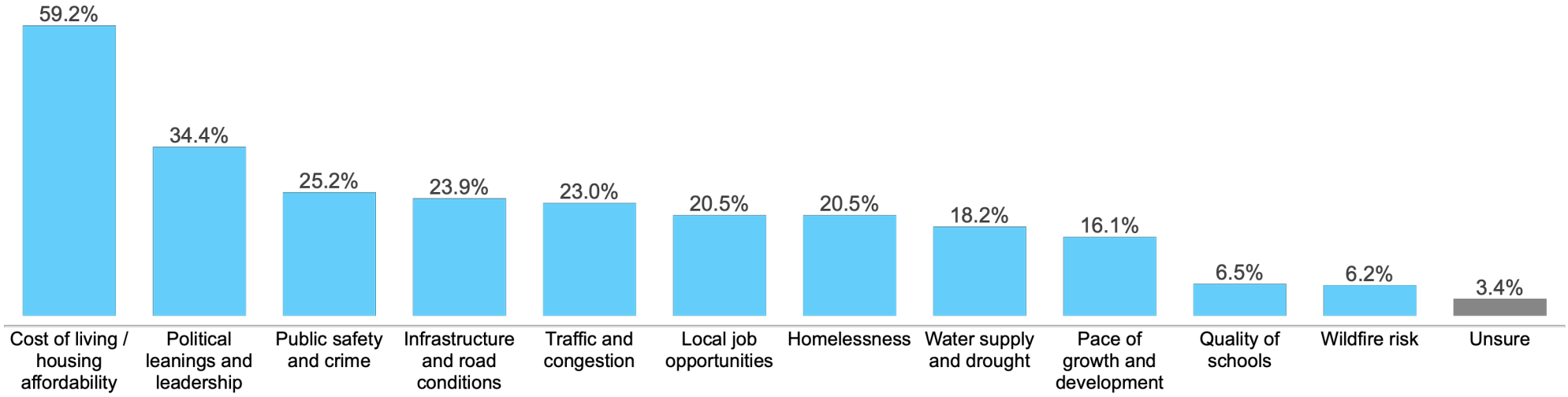

**Informed**

**Support +8 from Initial**




| | Overall | Female | Male | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | North | South | Republican | Unaffiliated | Democrat | White | Other Race | <10 Yrs | 10- 20 Yrs | 20+ Yrs | Undecided | Swing Voters | Trump '24 | Harris '24 | 0 of 4 | 1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Vote for the measure | 8% | 11% | 5% | 12% | 10% | 5% | 4% | 2% | 9% | 10% | 12% | 12% | 4% | 5% | 10% | 4% | 7% | 13% | 6% | 13% | 8% | 36% | 5% | 8% | 7% | 10% | 7% | 8% | 6% | 7% |
| Vote against the measure | -5% | -8% | -3% | -7% | -9% | -4% | -1% | -2% | -4% | -12% | -4% | -7% | -3% | -4% | -6% | -4% | -4% | -12% | -5% | -7% | -5% | 10% | -7% | -6% | -5% | -6% | -7% | 6% | -2% | -7% |
| Definitely vote for the measure | 5% | 8% | 2% | 10% | 6% | 5% | -3% | 2% | 2% | 9% | 8% | 6% | 4% | -3% | 7% | 7% | 3% | 16% | 7% | 12% | 0% | 1% | 5% | 4% | 7% | 2% | 5% | 0% | 11% | 3% |
| Probably vote for the measure | 3% | 2% | 3% | 2% | 3% | 0% | 8% | -1% | 6% | 1% | 4% | 5% | 0% | 7% | 2% | -3% | 4% | -3% | -1% | 2% | 7% | 34% | -1% | 4% | 0% | 8% | 2% | 8% | -5% | 4% |
| Probably vote against the measure | -5% | -7% | -2% | -7% | -7% | -2% | -3% | -6% | 2% | -11% | -2% | -9% | 0% | -2% | -7% | 0% | -5% | -8% | -5% | -5% | -3% | 6% | -8% | -3% | -6% | 0% | -3% | 3% | -5% | -6% |
| Definitely vote against the measure | -1% | -1% | -1% | -1% | -2% | -2% | 2% | 4% | -6% | -1% | -2% | 1% | -3% | -2% | 1% | -4% | 1% | -3% | 0% | -2% | -1% | 4% | 0% | -3% | 1% | -5% | -4% | 3% | 3% | -1% |
| Unsure | -2% | -3% | -2% | -4% | -1% | -1% | -3% | 1% | -5% | 2% | -8% | -4% | 0% | -1% | -4% | 0% | -3% | -1% | -1% | -6% | -3% | -46% | 3% | -2% | -3% | -5% | 1% | -14% | -4% | 0% |

# Leaving CS Reasoning




| | Overall | Female | Male | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | North | South | Republican | Unaffiliated | Democrat | White | Other Race | <10 Yrs | 10- 20 Yrs | 20+ Yrs | Undecided | Swing Voters | Trump '24 | Harris '24 | 0 of 4 | 1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Cost of living / housing affordability | 59% | 63% | 55% | 67% | 58% | 58% | 50% | 48% | 62% | 69% | 59% | 62% | 56% | 56% | 65% | 45% | 58% | 61% | 59% | 66% | 56% | 66% | 64% | 57% | 61% | 61% | 69% | 67% | 59% | 53% |
| Political leanings and leadership | 34% | 36% | 33% | 37% | 34% | 28% | 41% | 27% | 39% | 27% | 42% | 33% | 36% | 45% | 34% | 27% | 36% | 30% | 38% | 27% | 34% | 39% | 30% | 44% | 27% | 34% | 23% | 46% | 39% | 36% |
| Public safety and crime | 25% | 26% | 24% | 31% | 18% | 18% | 35% | 26% | 23% | 29% | 23% | 25% | 26% | 37% | 25% | 14% | 25% | 20% | 22% | 21% | 30% | 20% | 28% | 41% | 11% | 15% | 35% | 23% | 22% | 27% |
| Infrastructure and road conditions | 24% | 25% | 23% | 22% | 30% | 26% | 18% | 23% | 23% | 22% | 27% | 24% | 23% | 28% | 26% | 18% | 25% | 22% | 24% | 20% | 25% | 23% | 22% | 27% | 19% | 30% | 16% | 37% | 15% | 29% |
| Traffic and congestion | 23% | 23% | 23% | 20% | 27% | 20% | 29% | 25% | 21% | 22% | 24% | 24% | 22% | 26% | 22% | 20% | 26% | 16% | 17% | 23% | 29% | 23% | 29% | 25% | 24% | 10% | 27% | 6% | 21% | 30% |
| Local job opportunities | 20% | 19% | 22% | 25% | 9% | 27% | 14% | 20% | 26% | 16% | 21% | 19% | 22% | 14% | 19% | 34% | 18% | 31% | 20% | 27% | 19% | 17% | 17% | 13% | 29% | 25% | 29% | 33% | 13% | 15% |
| Homelessness | 20% | 18% | 24% | 22% | 11% | 23% | 25% | 30% | 17% | 16% | 18% | 15% | 27% | 24% | 23% | 13% | 23% | 14% | 23% | 16% | 20% | 12% | 21% | 27% | 15% | 14% | 22% | 18% | 22% | 22% |
| Water supply and drought | 18% | 20% | 16% | 17% | 24% | 19% | 11% | 18% | 14% | 20% | 20% | 17% | 20% | 11% | 21% | 22% | 19% | 19% | 16% | 21% | 19% | 20% | 16% | 8% | 26% | 23% | 18% | 16% | 14% | 19% |
| Pace of growth and development | 16% | 19% | 13% | 19% | 19% | 10% | 18% | 12% | 15% | 20% | 19% | 16% | 16% | 10% | 18% | 17% | 18% | 8% | 9% | 20% | 21% | 22% | 18% | 15% | 18% | 8% | 10% | 0% | 21% | 21% |
| Quality of schools | 7% | 5% | 8% | 7% | 2% | 11% | 2% | 7% | 9% | 7% | 4% | 7% | 6% | 7% | 5% | 11% | 7% | 5% | 6% | 11% | 5% | 4% | 6% | 7% | 6% | 9% | 6% | 12% | 6% | 6% |
| Wildfire risk | 6% | 5% | 8% | 5% | 5% | 6% | 10% | 8% | 8% | 5% | 5% | 6% | 6% | 6% | 6% | 9% | 8% | 4% | 8% | 4% | 5% | 9% | 4% | 5% | 8% | 6% | 11% | 3% | 2% | 5% |
| Unsure | 3% | 4% | 3% | 2% | 7% | 4% | 1% | 1% | 3% | 4% | 4% | 3% | 4% | 1% | 3% | 5% | 3% | 2% | 4% | 5% | 2% | 2% | 2% | 1% | 6% | 3% | 0% | 0% | 7% | 4% |

*If you were to consider moving away from Colorado Springs, which of the following would be the most likely reason? Select up to three options.*

# Visit Colorado Springs (Visit COS) Messages

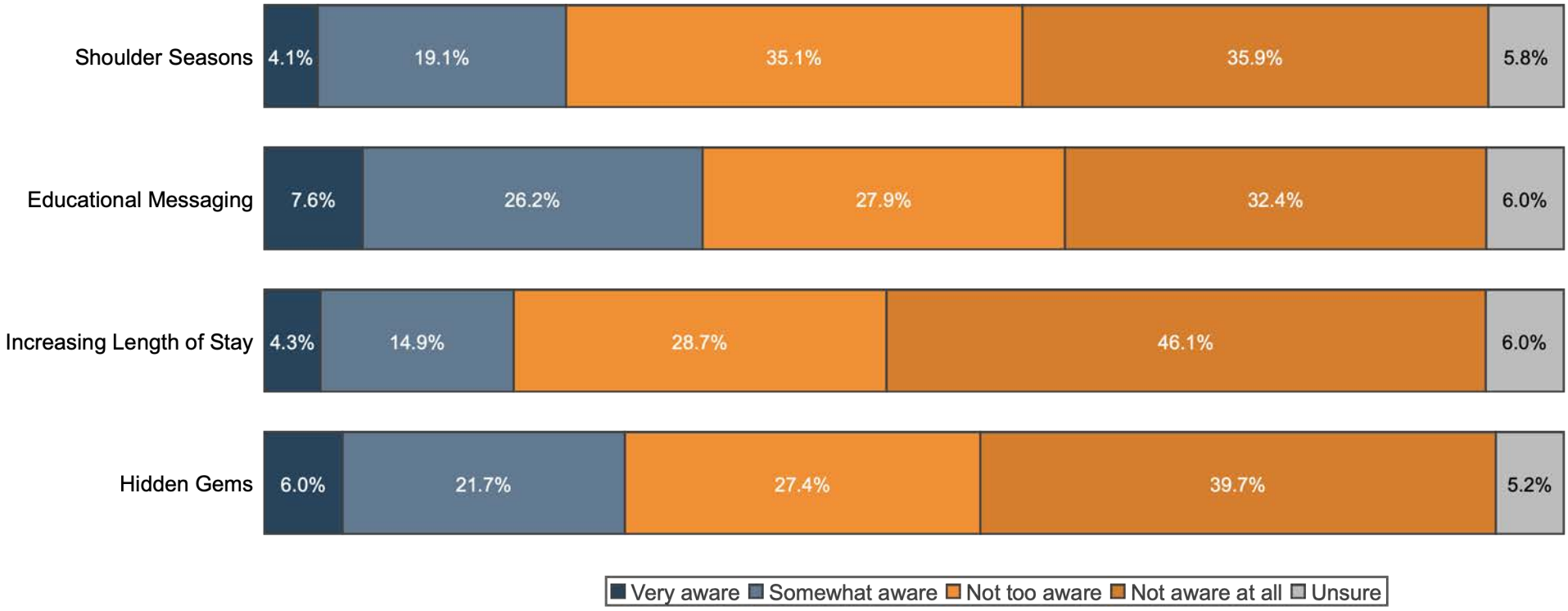
**Shoulder Seasons:** *Promoting shoulder seasons (fall, winter, spring) over higher-traffic periods like summer, to distribute visitation more evenly throughout the year*

**Educational Messaging:** *Investing advertising dollars in educational messaging around responsible outdoor recreation and Leave No Trace principles*

**Increasing Length of Stay:** *Focusing on increasing length of stay rather than total number of visitors, to maximize economic impact while reducing strain on the community*

**Hidden Gems:** *Promoting lesser-known "hidden gem" destinations over already-popular, high-traffic tourist areas*

# Visit Colorado Springs (Visit COS) Messages



# Visit Colorado Springs (Visit COS) Messages Heatmaps

CYGNAL

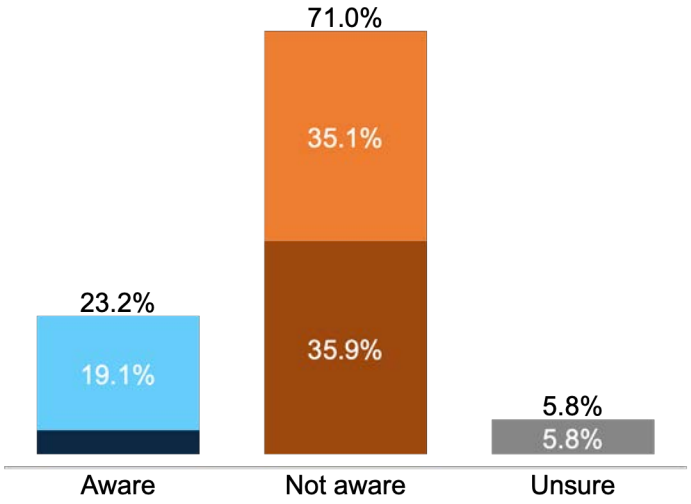
## Aware

| | Overall | Female | Male | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | North | South | Republican | Unaffiliated | Democrat | White | Other Race | <10 Yrs | 10- 20 Yrs | 20+ Yrs | Undecided | Swing Voters | Trump '24 | Harris '24 | 0 of 4 | 1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Shoulder Seasons | 23% | 24% | 23% | 16% | 36% | 20% | 28% | 19% | 27% | 26% | 23% | 23% | 23% | 31% | 20% | 23% | 22% | 30% | 22% | 22% | 25% | 14% | 18% | 28% | 18% | 29% | 13% | 23% | 22% | 24% |
| Educational Messaging | 34% | 34% | 34% | 31% | 39% | 31% | 38% | 19% | 49% | 33% | 35% | 31% | 37% | 37% | 34% | 34% | 31% | 43% | 30% | 32% | 38% | 26% | 33% | 32% | 33% | 33% | 28% | 35% | 34% | 34% |
| Increasing Length of Stay | 19% | 17% | 21% | 14% | 23% | 19% | 26% | 10% | 31% | 18% | 16% | 17% | 22% | 27% | 15% | 21% | 18% | 25% | 18% | 16% | 21% | 13% | 16% | 23% | 14% | 27% | 8% | 9% | 25% | 19% |
| Hidden Gems | 28% | 27% | 28% | 21% | 37% | 25% | 34% | 18% | 39% | 27% | 27% | 29% | 26% | 33% | 24% | 30% | 27% | 28% | 27% | 22% | 31% | 25% | 22% | 31% | 26% | 34% | 18% | 29% | 31% | 26% |

## Not Aware

| | Overall | Female | Male | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | North | South | Republican | Unaffiliated | Democrat | White | Other Race | <10 Yrs | 10- 20 Yrs | 20+ Yrs | Undecided | Swing Voters | Trump '24 | Harris '24 | 0 of 4 | 1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Shoulder Seasons | 71% | 70% | 72% | 76% | 60% | 74% | 69% | 80% | 65% | 64% | 74% | 73% | 68% | 64% | 74% | 69% | 74% | 64% | 76% | 69% | 66% | 76% | 74% | 69% | 74% | 68% | 72% | 74% | 76% | 70% |
| Educational Messaging | 60% | 60% | 60% | 64% | 55% | 62% | 57% | 78% | 43% | 60% | 61% | 65% | 55% | 56% | 60% | 61% | 64% | 50% | 66% | 61% | 54% | 65% | 61% | 63% | 59% | 60% | 59% | 62% | 64% | 61% |
| Increasing Length of Stay | 75% | 76% | 73% | 79% | 72% | 73% | 73% | 86% | 62% | 70% | 81% | 79% | 70% | 67% | 79% | 72% | 77% | 68% | 78% | 77% | 71% | 78% | 76% | 73% | 79% | 66% | 78% | 88% | 72% | 77% |
| Hidden Gems | 67% | 67% | 67% | 72% | 59% | 68% | 65% | 80% | 54% | 63% | 70% | 68% | 66% | 61% | 70% | 65% | 69% | 66% | 70% | 72% | 62% | 66% | 70% | 66% | 68% | 59% | 68% | 69% | 67% | 71% |

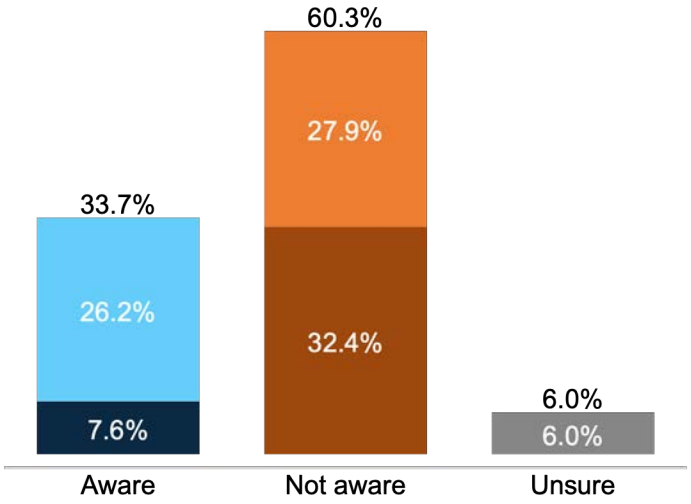
# Shoulder Seasons




| | Overall | Female | Male | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | North | South | Republican | Unaffiliated | Democrat | White | Other Race | <10 Yrs | 10- 20 Yrs | 20+ Yrs | Undecided | Swing Voters | Trump '24 | Harris '24 | 0 of 4 | 1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Aware Total | 23% | 24% | 23% | 16% | 36% | 20% | 28% | 19% | 27% | 26% | 23% | 23% | 23% | 31% | 20% | 23% | 22% | 30% | 22% | 22% | 25% | 14% | 18% | 28% | 18% | 29% | 13% | 23% | 22% | 24% |
| Not aware Total | 71% | 70% | 72% | 76% | 60% | 74% | 69% | 80% | 65% | 64% | 74% | 73% | 68% | 64% | 74% | 69% | 74% | 64% | 76% | 69% | 66% | 76% | 74% | 69% | 74% | 68% | 72% | 74% | 76% | 70% |
| Very aware | 4% | 3% | 5% | 3% | 4% | 4% | 6% | 2% | 8% | 3% | 4% | 5% | 3% | 5% | 2% | 6% | 3% | 10% | 3% | 4% | 5% | 1% | 6% | 4% | 4% | 3% | 5% | 9% | 1% | 4% |
| Somewhat aware | 19% | 20% | 18% | 13% | 31% | 15% | 22% | 17% | 19% | 23% | 19% | 18% | 20% | 27% | 17% | 17% | 19% | 20% | 19% | 18% | 20% | 13% | 12% | 24% | 15% | 26% | 9% | 14% | 21% | 20% |
| Not too aware | 35% | 31% | 40% | 30% | 32% | 42% | 36% | 41% | 38% | 26% | 33% | 37% | 33% | 27% | 35% | 41% | 36% | 37% | 37% | 33% | 35% | 32% | 38% | 30% | 39% | 41% | 36% | 35% | 40% | 31% |
| Not aware at all | 36% | 39% | 33% | 46% | 28% | 32% | 33% | 39% | 27% | 37% | 41% | 36% | 35% | 36% | 39% | 28% | 38% | 26% | 40% | 37% | 32% | 44% | 36% | 39% | 35% | 27% | 36% | 40% | 36% | 39% |
| Unsure | 6% | 7% | 5% | 8% | 4% | 6% | 3% | 1% | 8% | 10% | 3% | 4% | 8% | 5% | 6% | 8% | 5% | 6% | 2% | 8% | 8% | 10% | 8% | 3% | 8% | 4% | 14% | 3% | 2% | 5% |

*Please indicate how aware you are with each initiative: Promoting shoulder seasons (fall, winter, spring) over higher-traffic periods like summer, to distribute visitation more evenly throughout the year*

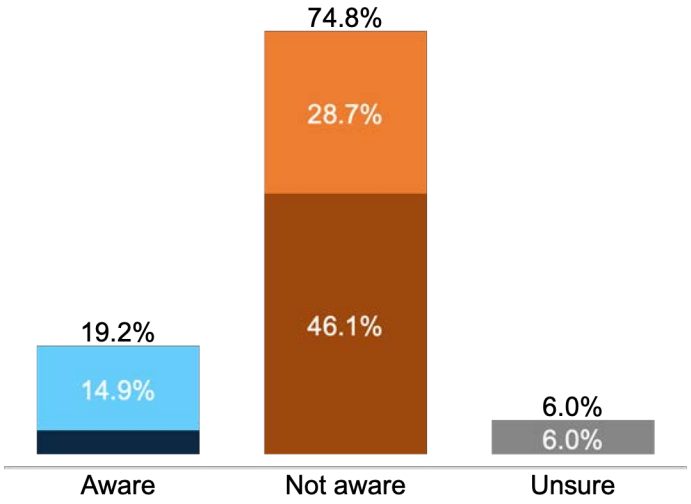
# Educational Messaging




| | Overall | Female | Male | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | North | South | Republican | Unaffiliated | Democrat | White | Other Race | <10 Yrs | 10- 20 Yrs | 20+ Yrs | Undecided | Swing Voters | Trump '24 | Harris '24 | 0 of 4 | 1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Aware Total | 34% | 34% | 34% | 31% | 39% | 31% | 38% | 19% | 49% | 33% | 35% | 31% | 37% | 37% | 34% | 34% | 31% | 43% | 30% | 32% | 38% | 26% | 33% | 32% | 33% | 33% | 28% | 35% | 34% | 34% |
| Not aware Total | 60% | 60% | 60% | 64% | 55% | 62% | 57% | 78% | 43% | 60% | 61% | 65% | 55% | 56% | 60% | 61% | 64% | 50% | 66% | 61% | 54% | 65% | 61% | 63% | 59% | 60% | 59% | 62% | 64% | 61% |
| Very aware | 8% | 6% | 9% | 6% | 6% | 10% | 8% | 4% | 15% | 6% | 6% | 9% | 6% | 10% | 5% | 11% | 5% | 19% | 7% | 5% | 10% | 3% | 9% | 7% | 6% | 14% | 6% | 13% | 5% | 6% |
| Somewhat aware | 26% | 28% | 24% | 24% | 34% | 21% | 30% | 15% | 34% | 26% | 29% | 22% | 31% | 28% | 28% | 23% | 26% | 24% | 23% | 26% | 29% | 23% | 24% | 25% | 27% | 19% | 22% | 22% | 29% | 27% |
| Not too aware | 28% | 23% | 33% | 22% | 26% | 35% | 28% | 41% | 24% | 26% | 21% | 30% | 26% | 22% | 26% | 36% | 30% | 24% | 29% | 28% | 26% | 32% | 24% | 26% | 29% | 31% | 23% | 28% | 30% | 29% |
| Not aware at all | 32% | 37% | 28% | 42% | 28% | 27% | 29% | 37% | 20% | 34% | 39% | 35% | 29% | 34% | 34% | 25% | 35% | 26% | 37% | 32% | 28% | 32% | 37% | 38% | 31% | 30% | 35% | 34% | 34% | 32% |
| Unsure | 6% | 6% | 6% | 6% | 6% | 7% | 5% | 3% | 8% | 7% | 5% | 4% | 8% | 7% | 7% | 4% | 5% | 7% | 4% | 8% | 8% | 10% | 6% | 4% | 7% | 7% | 13% | 3% | 2% | 5% |

*Please indicate how aware you are with each initiative: Investing advertising dollars in educational messaging around responsible outdoor recreation and Leave No Trace principles*

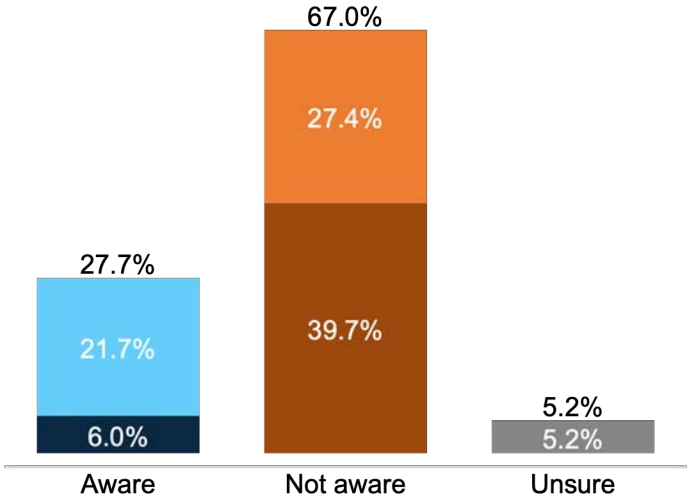
# Increasing Length of Stay




| | Overall | Female | Male | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | North | South | Republican | Unaffiliated | Democrat | White | Other Race | <10 Yrs | 10- 20 Yrs | 20+ Yrs | Undecided | Swing Voters | Trump '24 | Harris '24 | 0 of 4 | 1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Aware Total | 19% | 17% | 21% | 14% | 23% | 19% | 26% | 10% | 31% | 18% | 16% | 17% | 22% | 27% | 15% | 21% | 18% | 25% | 18% | 16% | 21% | 13% | 16% | 23% | 14% | 27% | 8% | 9% | 25% | 19% |
| Not aware Total | 75% | 76% | 73% | 79% | 72% | 73% | 73% | 86% | 62% | 70% | 81% | 79% | 70% | 67% | 79% | 72% | 77% | 68% | 78% | 77% | 71% | 78% | 76% | 73% | 79% | 66% | 78% | 88% | 72% | 77% |
| Very aware | 4% | 3% | 6% | 5% | 0% | 5% | 8% | 2% | 9% | 4% | 2% | 4% | 4% | 5% | 3% | 5% | 3% | 10% | 4% | 5% | 5% | 1% | 5% | 5% | 3% | 3% | 6% | 9% | 1% | 4% |
| Somewhat aware | 15% | 14% | 15% | 9% | 23% | 14% | 18% | 8% | 22% | 15% | 14% | 13% | 17% | 22% | 12% | 16% | 15% | 15% | 15% | 11% | 17% | 12% | 11% | 19% | 11% | 24% | 2% | 0% | 24% | 15% |
| Not too aware | 29% | 27% | 31% | 23% | 33% | 31% | 30% | 31% | 31% | 29% | 26% | 32% | 24% | 27% | 27% | 36% | 27% | 33% | 29% | 24% | 30% | 31% | 23% | 22% | 34% | 38% | 29% | 42% | 25% | 26% |
| Not aware at all | 46% | 49% | 43% | 55% | 40% | 42% | 44% | 55% | 32% | 41% | 55% | 47% | 46% | 39% | 51% | 36% | 50% | 35% | 49% | 53% | 41% | 47% | 53% | 51% | 45% | 27% | 49% | 46% | 47% | 51% |
| Unsure | 6% | 6% | 6% | 7% | 5% | 8% | 1% | 4% | 7% | 11% | 3% | 4% | 8% | 6% | 6% | 7% | 5% | 7% | 3% | 7% | 8% | 9% | 8% | 4% | 7% | 7% | 14% | 3% | 2% | 5% |

*Please indicate how aware you are with each initiative: Focusing on increasing length of stay rather than total number of visitors, to maximize economic impact while reducing strain on the community*

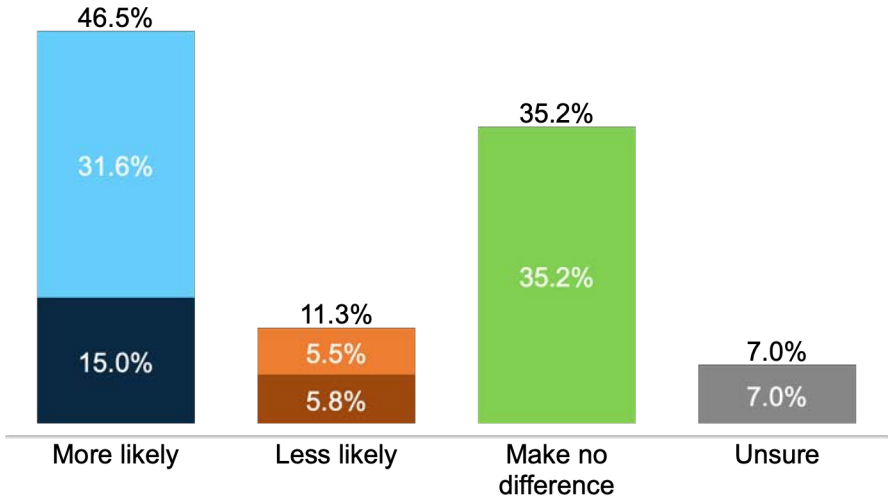
# Hidden Gems




| | Overall | Female | Male | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | North | South | Republican | Unaffiliated | Democrat | White | Other Race | <10 Yrs | 10- 20 Yrs | 20+ Yrs | Undecided | Swing Voters | Trump '24 | Harris '24 | 0 of 4 | 1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Aware Total | 28% | 27% | 28% | 21% | 37% | 25% | 34% | 18% | 39% | 27% | 27% | 29% | 26% | 33% | 24% | 30% | 27% | 28% | 27% | 22% | 31% | 25% | 22% | 31% | 26% | 34% | 18% | 29% | 31% | 26% |
| Not aware Total | 67% | 67% | 67% | 72% | 59% | 68% | 65% | 80% | 54% | 63% | 70% | 68% | 66% | 61% | 70% | 65% | 69% | 66% | 70% | 72% | 62% | 66% | 70% | 66% | 68% | 59% | 68% | 69% | 67% | 71% |
| Very aware | 6% | 5% | 7% | 5% | 5% | 9% | 3% | 2% | 13% | 4% | 6% | 6% | 6% | 7% | 5% | 6% | 5% | 10% | 6% | 5% | 6% | 0% | 6% | 6% | 5% | 9% | 7% | 11% | 3% | 4% |
| Somewhat aware | 22% | 22% | 21% | 16% | 32% | 16% | 31% | 16% | 27% | 23% | 22% | 23% | 20% | 27% | 19% | 24% | 22% | 18% | 21% | 17% | 25% | 25% | 16% | 25% | 20% | 26% | 12% | 18% | 28% | 22% |
| Not too aware | 27% | 26% | 29% | 25% | 27% | 27% | 31% | 35% | 23% | 29% | 23% | 27% | 28% | 22% | 30% | 31% | 27% | 31% | 26% | 30% | 28% | 22% | 25% | 20% | 32% | 31% | 23% | 34% | 20% | 32% |
| Not aware at all | 40% | 41% | 38% | 47% | 32% | 40% | 34% | 45% | 32% | 34% | 47% | 41% | 38% | 40% | 40% | 34% | 41% | 34% | 44% | 43% | 34% | 44% | 45% | 45% | 36% | 28% | 45% | 34% | 47% | 39% |
| Unsure | 5% | 6% | 5% | 7% | 4% | 7% | 1% | 2% | 6% | 10% | 3% | 3% | 8% | 5% | 6% | 5% | 4% | 6% | 3% | 6% | 8% | 9% | 8% | 3% | 6% | 7% | 14% | 3% | 2% | 3% |

*Please indicate how aware you are with each initiative: Promoting lesser-known "hidden gem" destinations over already-popular, high-traffic tourist areas*

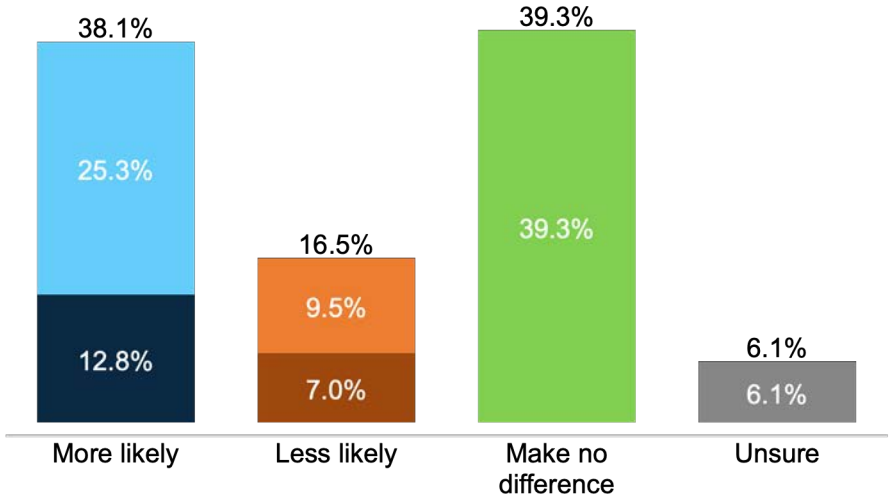
# Awareness Impact Support




| | Overall | Female | Male | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | North | South | Republican | Unaffiliated | Democrat | White | Other Race | <10 Yrs | 10- 20 Yrs | 20+ Yrs | Undecided | Swing Voters | Trump '24 | Harris '24 | 0 of 4 | 1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| More likely Total | 47% | 50% | 43% | 46% | 56% | 46% | 38% | 48% | 38% | 46% | 52% | 50% | 43% | 40% | 44% | 57% | 48% | 49% | 49% | 50% | 42% | 33% | 42% | 38% | 57% | 39% | 38% | 57% | 55% | 44% |
| Less likely Total | 11% | 12% | 11% | 15% | 7% | 13% | 8% | 7% | 15% | 18% | 7% | 12% | 11% | 16% | 11% | 7% | 9% | 15% | 13% | 12% | 9% | 6% | 10% | 14% | 8% | 21% | 18% | 11% | 5% | 9% |
| Much more likely | 15% | 17% | 13% | 16% | 19% | 14% | 10% | 15% | 11% | 16% | 18% | 18% | 12% | 8% | 10% | 28% | 13% | 25% | 16% | 20% | 11% | 8% | 13% | 10% | 19% | 25% | 9% | 18% | 18% | 11% |
| Somewhat more likely | 32% | 33% | 30% | 30% | 37% | 32% | 28% | 33% | 27% | 30% | 34% | 32% | 31% | 32% | 34% | 29% | 35% | 24% | 33% | 30% | 31% | 25% | 29% | 28% | 38% | 14% | 29% | 38% | 37% | 33% |
| Makes no difference | 35% | 31% | 39% | 31% | 32% | 33% | 50% | 36% | 44% | 26% | 36% | 33% | 37% | 39% | 37% | 31% | 38% | 28% | 32% | 36% | 38% | 34% | 38% | 42% | 29% | 27% | 37% | 28% | 33% | 40% |
| Somewhat less likely | 6% | 5% | 6% | 6% | 4% | 6% | 6% | 4% | 8% | 9% | 2% | 5% | 6% | 10% | 4% | 6% | 4% | 9% | 7% | 1% | 5% | 3% | 3% | 7% | 3% | 14% | 3% | 6% | 3% | 5% |
| Much less likely | 6% | 7% | 5% | 9% | 3% | 7% | 2% | 3% | 7% | 9% | 5% | 6% | 5% | 7% | 7% | 1% | 5% | 6% | 6% | 11% | 4% | 3% | 7% | 6% | 5% | 7% | 15% | 5% | 2% | 4% |
| Unsure | 7% | 7% | 7% | 8% | 5% | 8% | 4% | 9% | 4% | 9% | 5% | 6% | 9% | 6% | 8% | 5% | 5% | 8% | 6% | 2% | 11% | 28% | 10% | 6% | 7% | 12% | 6% | 4% | 7% | 7% |

*Having heard about these initiatives, would you say they make you more likely, less likely, or make no difference to your support of tourism in Colorado Springs?*

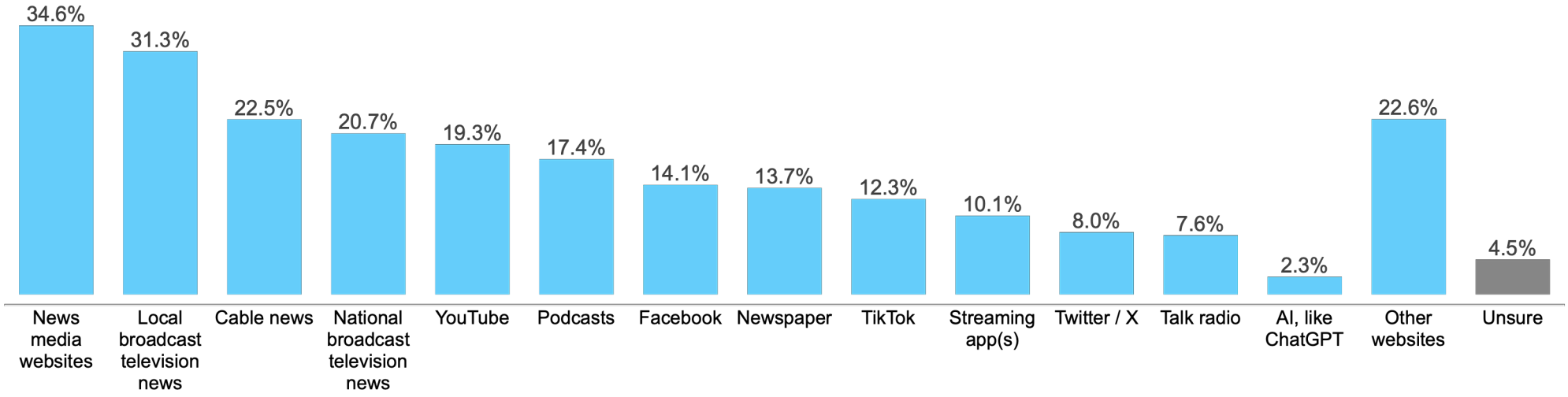
# Elected Official Impact




| | Overall | Female | Male | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | North | South | Republican | Unaffiliated | Democrat | White | Other Race | <10 Yrs | 10- 20 Yrs | 20+ Yrs | Undecided | Swing Voters | Trump '24 | Harris '24 | 0 of 4 | 1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| More likely Total | 38% | 37% | 40% | 27% | 52% | 35% | 48% | 40% | 38% | 35% | 39% | 35% | 42% | 34% | 39% | 47% | 41% | 33% | 42% | 37% | 35% | 29% | 29% | 29% | 48% | 41% | 23% | 43% | 46% | 39% |
| Less likely Total | 16% | 19% | 14% | 19% | 18% | 18% | 8% | 14% | 15% | 15% | 21% | 15% | 18% | 23% | 14% | 15% | 17% | 15% | 19% | 17% | 14% | 16% | 16% | 21% | 11% | 20% | 19% | 10% | 16% | 15% |
| Much more likely | 13% | 12% | 14% | 7% | 19% | 12% | 17% | 15% | 13% | 13% | 11% | 14% | 12% | 17% | 12% | 9% | 12% | 20% | 15% | 12% | 11% | 5% | 12% | 11% | 14% | 13% | 9% | 22% | 18% | 9% |
| Somewhat more likely | 25% | 25% | 26% | 20% | 33% | 23% | 31% | 26% | 25% | 22% | 28% | 21% | 30% | 17% | 26% | 38% | 29% | 13% | 26% | 26% | 24% | 24% | 17% | 18% | 33% | 28% | 13% | 21% | 29% | 30% |
| Makes no difference | 39% | 37% | 41% | 45% | 26% | 42% | 40% | 37% | 46% | 42% | 34% | 43% | 34% | 40% | 40% | 33% | 38% | 49% | 35% | 41% | 43% | 32% | 46% | 45% | 35% | 31% | 54% | 43% | 31% | 40% |
| Somewhat less likely | 9% | 10% | 9% | 9% | 13% | 10% | 6% | 10% | 8% | 9% | 11% | 8% | 11% | 16% | 5% | 14% | 10% | 11% | 13% | 6% | 7% | 13% | 9% | 13% | 6% | 14% | 8% | 10% | 11% | 7% |
| Much less likely | 7% | 8% | 6% | 10% | 5% | 7% | 2% | 4% | 7% | 7% | 10% | 7% | 7% | 7% | 9% | 2% | 7% | 4% | 6% | 11% | 7% | 3% | 8% | 9% | 5% | 6% | 11% | 0% | 5% | 8% |
| Unsure | 6% | 8% | 5% | 9% | 5% | 5% | 4% | 8% | 1% | 8% | 7% | 6% | 6% | 3% | 7% | 5% | 5% | 3% | 5% | 4% | 8% | 23% | 9% | 5% | 6% | 8% | 4% | 4% | 6% | 6% |

*Would you be more likely or less likely to support an elected official in Colorado Springs who supports and emphasizes tourism?*

# News Source




| | Overall | Female | Male | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | North | South | Republican | Unaffiliated | Democrat | White | Other Race | <10 Yrs | 10- 20 Yrs | 20+ Yrs | Undecided | Swing Voters | Trump '24 | Harris '24 | 0 of 4 | 1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Social Media | 44% | 44% | 44% | 54% | 29% | 53% | 30% | 44% | 46% | 57% | 34% | 46% | 42% | 40% | 46% | 41% | 41% | 56% | 44% | 58% | 39% | 35% | 50% | 46% | 43% | 61% | 56% | 44% | 42% | 35% |
| News media websites | 35% | 40% | 29% | 48% | 28% | 31% | 26% | 34% | 24% | 39% | 42% | 37% | 32% | 27% | 37% | 37% | 36% | 32% | 40% | 30% | 30% | 33% | 34% | 25% | 42% | 40% | 39% | 40% | 26% | 34% |
| Local broadcast television news | 31% | 33% | 30% | 26% | 44% | 25% | 38% | 24% | 36% | 31% | 34% | 30% | 33% | 26% | 35% | 33% | 33% | 23% | 21% | 39% | 39% | 48% | 27% | 33% | 32% | 17% | 29% | 25% | 35% | 37% |
| Cable news (i.e. Fox News, MSNBC / MS NOW, CNN) | 23% | 24% | 21% | 17% | 34% | 9% | 43% | 24% | 18% | 20% | 26% | 21% | 25% | 28% | 21% | 21% | 26% | 14% | 21% | 24% | 24% | 21% | 15% | 31% | 19% | 14% | 29% | 11% | 13% | 30% |
| National broadcast television news (i.e. NBC, ABC, CBS) | 21% | 26% | 15% | 16% | 43% | 15% | 15% | 17% | 12% | 26% | 27% | 23% | 18% | 16% | 20% | 27% | 24% | 13% | 20% | 16% | 23% | 14% | 22% | 12% | 27% | 20% | 14% | 14% | 21% | 25% |
| YouTube | 19% | 14% | 25% | 17% | 9% | 33% | 11% | 19% | 31% | 25% | 6% | 19% | 20% | 18% | 16% | 26% | 15% | 37% | 21% | 22% | 17% | 15% | 19% | 16% | 23% | 33% | 18% | 9% | 26% | 13% |
| Podcasts | 17% | 19% | 16% | 20% | 18% | 22% | 5% | 17% | 14% | 16% | 22% | 19% | 16% | 21% | 16% | 15% | 16% | 27% | 19% | 23% | 13% | 11% | 19% | 21% | 17% | 11% | 27% | 7% | 21% | 15% |
| Facebook | 14% | 20% | 8% | 22% | 15% | 9% | 7% | 8% | 9% | 19% | 20% | 12% | 16% | 16% | 13% | 18% | 15% | 7% | 15% | 15% | 13% | 15% | 17% | 15% | 14% | 16% | 19% | 31% | 9% | 11% |
| Newspaper | 14% | 10% | 17% | 6% | 18% | 16% | 19% | 23% | 12% | 7% | 13% | 10% | 18% | 15% | 13% | 18% | 15% | 13% | 12% | 8% | 18% | 12% | 12% | 12% | 16% | 9% | 5% | 15% | 17% | 17% |
| TikTok | 12% | 15% | 10% | 20% | 7% | 12% | 5% | 5% | 14% | 25% | 7% | 13% | 12% | 8% | 17% | 8% | 10% | 21% | 10% | 22% | 10% | 11% | 15% | 8% | 15% | 22% | 22% | 7% | 11% | 5% |
| Streaming app(s) (i.e. YouTube TV, Hulu) | 10% | 9% | 12% | 7% | 11% | 10% | 15% | 11% | 13% | 12% | 5% | 10% | 10% | 14% | 8% | 9% | 12% | 7% | 10% | 11% | 10% | 11% | 7% | 9% | 10% | 8% | 8% | 6% | 11% | 13% |
| Twitter / X | 8% | 6% | 11% | 7% | 3% | 9% | 12% | 18% | 3% | 9% | 3% | 10% | 6% | 7% | 10% | 6% | 8% | 4% | 8% | 7% | 9% | 6% | 11% | 15% | 3% | 12% | 10% | 5% | 2% | 10% |
| Talk radio | 8% | 6% | 9% | 5% | 7% | 9% | 9% | 6% | 12% | 3% | 8% | 7% | 8% | 10% | 9% | 3% | 6% | 13% | 7% | 4% | 10% | 11% | 8% | 9% | 5% | 7% | 3% | 10% | 5% | 11% |
| AI, like ChatGPT | 2% | 3% | 2% | 3% | 2% | 3% | 0% | 2% | 2% | 2% | 4% | 3% | 1% | 2% | 1% | 2% | 2% | 5% | 2% | 2% | 2% | 4% | 0% | 2% | 2% | 3% | 9% | 2% | 0% | 0% |
| Other websites | 23% | 20% | 25% | 25% | 12% | 26% | 24% | 28% | 23% | 16% | 22% | 23% | 22% | 10% | 32% | 13% | 24% | 16% | 22% | 29% | 21% | 31% | 23% | 19% | 22% | 13% | 24% | 26% | 27% | 22% |
| Unsure | 5% | 4% | 5% | 5% | 3% | 7% | 2% | 4% | 6% | 5% | 3% | 6% | 3% | 8% | 3% | 5% | 4% | 8% | 5% | 4% | 4% | 4% | 5% | 6% | 3% | 8% | 6% | 3% | 4% | 3% |

*What are your primary sources for news? Select up to three options.*

# LART Ballot Context & Visitor Impact

CYGNAL

| Committed Republicans 23% | | GOP-Leaning Swing Voters 28% | | Democratic-Leaning Coalition 49% | |
|---|---|---|---|---|---|
| **GENERIC BALLOT (GOVERNOR)** | | **GENERIC BALLOT (GOVERNOR)** | | **GENERIC BALLOT (GOVERNOR)** | |
| Republican Candidate | **100%** | Republican Candidate | **53%** | Republican Candidate | 0% |
| Democratic Candidate | 0% | Democratic Candidate | 0% | Democratic Candidate | **100%** |
| Undecided | 0% | Undecided | 47% | Undecided | 0% |
| **RECOMMEND COLORADO SPRINGS** | | **RECOMMEND COLORADO SPRINGS** | | **RECOMMEND COLORADO SPRINGS** | |
| Max Recommenders | **43%** | Max Recommenders | 28% | Max Recommenders | 38% |
| Mid-Recommenders | 30% | Mid-Recommenders | **55%** | Mid-Recommenders | **48%** |
| Low Recommenders | 23% | Low Recommenders | 18% | Low Recommenders | 13% |
| Unsure | 4% | Unsure | 0% | Unsure | 2% |
| **MORE VISITORS: QUALITY OF LIFE** | | **MORE VISITORS: QUALITY OF LIFE** | | **MORE VISITORS: QUALITY OF LIFE** | |
| Enhance | 32% | Enhance | 26% | Enhance | **46%** |
| No Difference | 24% | No Difference | **43%** | No Difference | 24% |
| Diminish | **40%** | Diminish | 28% | Diminish | 28% |
| Unsure | 4% | Unsure | 4% | Unsure | 2% |
| **MORE VISITORS: ECONOMIC OPPORTUNITY** | | **MORE VISITORS: ECONOMIC OPPORTUNITY** | | **MORE VISITORS: ECONOMIC OPPORTUNITY** | |
| Enhance | **67%** | Enhance | **86%** | Enhance | **80%** |
| No Difference | 15% | No Difference | 10% | No Difference | 12% |
| Diminish | 16% | Diminish | 1% | Diminish | 7% |
| Unsure | 3% | Unsure | 2% | Unsure | 0% |
| **MORE VISITORS: INFRASTRUCTURE/SAFETY** | | **MORE VISITORS: INFRASTRUCTURE/SAFETY** | | **MORE VISITORS: INFRASTRUCTURE/SAFETY** | |
| Enhance | 27% | Enhance | 31% | Enhance | **39%** |
| No Difference | 12% | No Difference | 18% | No Difference | 20% |
| Diminish | **59%** | Diminish | **47%** | Diminish | 38% |
| Unsure | 2% | Unsure | 4% | Unsure | 3% |
| **AWARENESS: MARKETING TOURISM** | | **AWARENESS: MARKETING TOURISM** | | **AWARENESS: MARKETING TOURISM** | |
| Aware | 47% | Aware | 43% | Aware | **52%** |
| Not Aware | **51%** | Not Aware | **56%** | Not Aware | 47% |
| Unsure | 2% | Unsure | 2% | Unsure | 1% |

# Initiative Awareness & LART Messaging

CYGNAL

## Committed Republicans
23%

### AWARENESS: PROTECTING NATURAL RESOURCES

| | |
|---|---|
| Aware | **51%** |
| Not Aware | 45% |
| Unsure | 3% |

### AWARENESS: TOURIST TAX (LART)

| | |
|---|---|
| Aware | 40% |
| Not Aware | **60%** |
| Unsure | 0% |

### AWARENESS: LOCAL ECONOMY

| | |
|---|---|
| Aware | **53%** |
| Not Aware | 46% |
| Unsure | 0% |

### INITIAL LART BALLOT MEASURE

| | |
|---|---|
| Support | 28% |
| Oppose | **67%** |
| Unsure | 5% |

### MSG: POSITIVES OUTWEIGH NEGATIVES

| | |
|---|---|
| More Likely | **45%** |
| No Difference | 31% |
| Less Likely | 22% |
| Unsure | 2% |

### MSG: VISITOR GROWTH

| | |
|---|---|
| More Likely | 30% |
| No Difference | **33%** |
| Less Likely | 30% |
| Unsure | 7% |

## GOP-Leaning Swing Voters
28%

### AWARENESS: PROTECTING NATURAL RESOURCES

| | |
|---|---|
| Aware | **52%** |
| Not Aware | 43% |
| Unsure | 4% |

### AWARENESS: TOURIST TAX (LART)

| | |
|---|---|
| Aware | 42% |
| Not Aware | **56%** |
| Unsure | 2% |

### AWARENESS: LOCAL ECONOMY

| | |
|---|---|
| Aware | 37% |
| Not Aware | **57%** |
| Unsure | 6% |

### INITIAL LART BALLOT MEASURE

| | |
|---|---|
| Support | 34% |
| Oppose | **43%** |
| Unsure | 23% |

### MSG: POSITIVES OUTWEIGH NEGATIVES

| | |
|---|---|
| More Likely | **45%** |
| No Difference | 39% |
| Less Likely | 12% |
| Unsure | 5% |

### MSG: VISITOR GROWTH

| | |
|---|---|
| More Likely | **38%** |
| No Difference | 37% |
| Less Likely | 21% |
| Unsure | 4% |

## Democratic-Leaning Coalition
49%

### AWARENESS: PROTECTING NATURAL RESOURCES

| | |
|---|---|
| Aware | **56%** |
| Not Aware | 44% |
| Unsure | 0% |

### AWARENESS: TOURIST TAX (LART)

| | |
|---|---|
| Aware | 32% |
| Not Aware | **65%** |
| Unsure | 2% |

### AWARENESS: LOCAL ECONOMY

| | |
|---|---|
| Aware | 46% |
| Not Aware | **50%** |
| Unsure | 4% |

### INITIAL LART BALLOT MEASURE

| | |
|---|---|
| Support | **60%** |
| Oppose | 26% |
| Unsure | 14% |

### MSG: POSITIVES OUTWEIGH NEGATIVES

| | |
|---|---|
| More Likely | **59%** |
| No Difference | 18% |
| Less Likely | 15% |
| Unsure | 8% |

### MSG: VISITOR GROWTH

| | |
|---|---|
| More Likely | **52%** |
| No Difference | 28% |
| Less Likely | 14% |
| Unsure | 6% |

# LART Messaging (cont.) & Informed Vote

CYGNAL

| Committed Republicans 23% | | GOP-Leaning Swing Voters 28% | | Democratic-Leaning Coalition 49% | |
|---|---|---|---|---|---|
| **MSG: PAYING FAIR SHARE** | | **MSG: PAYING FAIR SHARE** | | **MSG: PAYING FAIR SHARE** | |
| More Likely | **41%** | More Likely | **55%** | More Likely | **72%** |
| No Difference | 28% | No Difference | 18% | No Difference | 9% |
| Less Likely | 25% | Less Likely | 22% | Less Likely | 14% |
| Unsure | 5% | Unsure | 5% | Unsure | 5% |
| **MSG: LOCAL BUSINESSES** | | **MSG: LOCAL BUSINESSES** | | **MSG: LOCAL BUSINESSES** | |
| More Likely | **59%** | More Likely | **51%** | More Likely | **73%** |
| No Difference | 20% | No Difference | 32% | No Difference | 15% |
| Less Likely | 16% | Less Likely | 11% | Less Likely | 7% |
| Unsure | 4% | Unsure | 6% | Unsure | 5% |
| **MSG: IMPROVING AMENITIES** | | **MSG: IMPROVING AMENITIES** | | **MSG: IMPROVING AMENITIES** | |
| More Likely | **43%** | More Likely | **44%** | More Likely | **58%** |
| No Difference | 38% | No Difference | 34% | No Difference | 22% |
| Less Likely | 13% | Less Likely | 18% | Less Likely | 13% |
| Unsure | 6% | Unsure | 5% | Unsure | 7% |
| **MSG: VISITOR EDUCATION** | | **MSG: VISITOR EDUCATION** | | **MSG: VISITOR EDUCATION** | |
| More Likely | 27% | More Likely | 28% | More Likely | **54%** |
| No Difference | **40%** | No Difference | **47%** | No Difference | 28% |
| Less Likely | 26% | Less Likely | 19% | Less Likely | 14% |
| Unsure | 7% | Unsure | 5% | Unsure | 5% |
| **MSG: VISITORS, NOT RESIDENTS** | | **MSG: VISITORS, NOT RESIDENTS** | | **MSG: VISITORS, NOT RESIDENTS** | |
| More Likely | **39%** | More Likely | **46%** | More Likely | **67%** |
| No Difference | 30% | No Difference | 32% | No Difference | 17% |
| Less Likely | 26% | Less Likely | 15% | Less Likely | 12% |
| Unsure | 6% | Unsure | 7% | Unsure | 4% |
| **INFORMED LART BALLOT MEASURE** | | **INFORMED LART BALLOT MEASURE** | | **INFORMED LART BALLOT MEASURE** | |
| Support | 31% | Support | **44%** | Support | **68%** |
| Oppose | **61%** | Oppose | 39% | Oppose | 20% |
| Unsure | 8% | Unsure | 17% | Unsure | 11% |

# Leaving CS Reasons & Tourism Awareness

CYGNAL

| Committed Republicans 23% | GOP-Leaning Swing Voters 28% | Democratic-Leaning Coalition 49% |
|---|---|---|
| **LEAVING CS REASONING** | | |
| Cost of Living/Housing Affordability 55% | Cost of Living/Housing Affordability 62% | Cost of Living/Housing Affordability 60% |
| Traffic and Congestion 25% | Traffic and Congestion 23% | Traffic and Congestion 22% |
| Pace of Growth and Development 12% | Pace of Growth and Development 17% | Pace of Growth and Development 17% |
| Infrastructure and Road Conditions 25% | Infrastructure and Road Conditions 29% | Infrastructure and Road Conditions 20% |
| Public Safety and Crime 42% | Public Safety and Crime 39% | Public Safety and Crime 9% |
| Water Supply and Drought 9% | Water Supply and Drought 12% | Water Supply and Drought 26% |
| Wildfire Risk 4% | Wildfire Risk 5% | Wildfire Risk 8% |
| Political Leanings and Leadership 48% | Political Leanings and Leadership 38% | Political Leanings and Leadership 26% |
| Homelessness 25% | Homelessness 27% | Homelessness 15% |
| Local Job Opportunities 11% | Local Job Opportunities 10% | Local Job Opportunities 31% |
| Quality of Schools 10% | Quality of Schools 4% | Quality of Schools 6% |
| Unsure 1% | Unsure 1% | Unsure 6% |
| **AWARENESS: SHOULDER SEASONS** | | |
| Aware 31% | Aware 22% | Aware 20% |
| Not Aware 65% | Not Aware 72% | Not Aware 73% |
| Unsure 4% | Unsure 6% | Unsure 6% |
| **AWARENESS: EDUCATIONAL MESSAGING** | | |
| Aware 34% | Aware 32% | Aware 35% |
| Not Aware 60% | Not Aware 63% | Not Aware 59% |
| Unsure 7% | Unsure 6% | Unsure 6% |
| **AWARENESS: INCREASING LENGTH OF STAY** | | |
| Aware 28% | Aware 19% | Aware 15% |
| Not Aware 65% | Not Aware 75% | Not Aware 79% |
| Unsure 6% | Unsure 6% | Unsure 6% |
| **AWARENESS: HIDDEN GEMS** | | |
| Aware 34% | Aware 25% | Aware 27% |
| Not Aware 61% | Not Aware 70% | Not Aware 68% |
| Unsure 5% | Unsure 6% | Unsure 5% |

# Tourism Impact, News & Core Demos

CYGNAL

| Committed Republicans 23% | | GOP-Leaning Swing Voters 28% | | Democratic-Leaning Coalition 49% | |
|---|---|---|---|---|---|
| **SUSTAINABLE TOURISM IMPACT ON SUPPORT** | | **SUSTAINABLE TOURISM IMPACT ON SUPPORT** | | **SUSTAINABLE TOURISM IMPACT ON SUPPORT** | |
| More Likely | **39%** | More Likely | 35% | More Likely | **57%** |
| No Difference | 36% | No Difference | **46%** | No Difference | 29% |
| Less Likely | 21% | Less Likely | 7% | Less Likely | 10% |
| Unsure | 5% | Unsure | 12% | Unsure | 5% |
| **ELECTED OFFICIAL IMPACT** | | **ELECTED OFFICIAL IMPACT** | | **ELECTED OFFICIAL IMPACT** | |
| More Likely | 31% | More Likely | 30% | More Likely | **46%** |
| No Difference | **39%** | No Difference | **44%** | No Difference | 37% |
| Less Likely | 27% | Less Likely | 15% | Less Likely | 13% |
| Unsure | 3% | Unsure | 11% | Unsure | 5% |
| **NEWS SOURCE** | | **NEWS SOURCE** | | **NEWS SOURCE** | |
| National Broadcast TV News | 15% | National Broadcast TV News | 16% | National Broadcast TV News | 26% |
| Local Broadcast TV News | 29% | Local Broadcast TV News | 34% | Local Broadcast TV News | 31% |
| Cable News | 33% | Cable News | 21% | Cable News | 19% |
| Streaming App(s) | 14% | Streaming App(s) | 4% | Streaming App(s) | 12% |
| Social Media | **46%** | Social Media | **51%** | Social Media | 40% |
| Newspaper | 13% | Newspaper | 11% | Newspaper | 16% |
| Talk Radio | 10% | Talk Radio | 11% | Talk Radio | 4% |
| Podcasts | 19% | Podcasts | 16% | Podcasts | 18% |
| AI, Like ChatGPT | 2% | AI, Like ChatGPT | 0% | AI, Like ChatGPT | 4% |
| News Media Websites | 26% | News Media Websites | 30% | News Media Websites | **42%** |
| Other Websites | 9% | Other Websites | 31% | Other Websites | 24% |
| Unsure | 6% | Unsure | 5% | Unsure | 3% |
| **GENDER** | | **GENDER** | | **GENDER** | |
| Female | **50%** | Female | **53%** | Female | **51%** |
| Male | **50%** | Male | 47% | Male | 49% |
| **AGE RANGE** | | **AGE RANGE** | | **AGE RANGE** | |
| 18 – 29 | 13% | 18 – 29 | 21% | 18 – 29 | 24% |
| 30 – 44 | 23% | 30 – 44 | **31%** | 30 – 44 | **29%** |
| 45 – 54 | 12% | 45 – 54 | 14% | 45 – 54 | 15% |
| 55 – 64 | 18% | 55 – 64 | 15% | 55 – 64 | 11% |
| 65+ | **34%** | 65+ | 18% | 65+ | 22% |

# Demographics (cont.)

CYGNAL

| Committed Republicans 23% | GOP-Leaning Swing Voters 28% | Democratic-Leaning Coalition 49% |
|---|---|---|
| **PARTISANSHIP BY REGISTRATION** | | |
| Republican 94% | Republican 9% | Republican 3% |
| Democrat 3% | Democrat 0% | Democrat 34% |
| Unaffiliated 3% | Unaffiliated 82% | Unaffiliated 56% |
| Other 0% | Other 7% | Other 2% |
| Unsure 0% | Unsure 1% | Unsure 4% |
| **CS RESIDENCY LENGTH** | | |
| Less than 2 Years 9% | Less than 2 Years 1% | Less than 2 Years 8% |
| 2 – 5 Years 13% | 2 – 5 Years 19% | 2 – 5 Years 16% |
| 6 – 10 Years 15% | 6 – 10 Years 18% | 6 – 10 Years 21% |
| 11 – 20 Years 18% | 11 – 20 Years 21% | 11 – 20 Years 15% |
| 21 – 39 Years 28% | 21 – 39 Years 25% | 21 – 39 Years 22% |
| 40+ Years 16% | 40+ Years 16% | 40+ Years 17% |
| **INCOME** | | |
| Less than $25,000 12% | Less than $25,000 3% | Less than $25,000 10% |
| $25,000 – $49,999 12% | $25,000 – $49,999 11% | $25,000 – $49,999 15% |
| $50,000 – $74,999 16% | $50,000 – $74,999 16% | $50,000 – $74,999 13% |
| $75,000 – $99,999 14% | $75,000 – $99,999 11% | $75,000 – $99,999 16% |
| $100,000 – $124,999 12% | $100,000 – $124,999 20% | $100,000 – $124,999 14% |
| $125,000 – $199,999 12% | $125,000 – $199,999 25% | $125,000 – $199,999 15% |
| $200,000+ 12% | $200,000+ 8% | $200,000+ 12% |
| Unsure 9% | Unsure 6% | Unsure 5% |
| **RACE/ETHNICITY** | | |
| White or Caucasian 70% | White or Caucasian 71% | White or Caucasian 74% |
| Asian or Pacific Islander 2% | Asian or Pacific Islander 2% | Asian or Pacific Islander 3% |
| Black or African American 1% | Black or African American 3% | Black or African American 5% |
| Hispanic or Latino 19% | Hispanic or Latino 13% | Hispanic or Latino 11% |
| Other 5% | Other 9% | Other 7% |
| Unsure 3% | Unsure 1% | Unsure 1% |

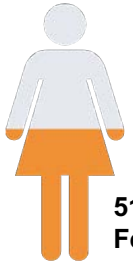
# Demographics & Geography (cont.)

CYGNAL

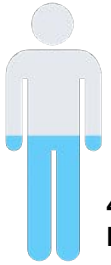
| Committed Republicans 23% | | GOP-Leaning Swing Voters 28% | | Democratic-Leaning Coalition 49% | |
|---|---|---|---|---|---|
| **2024 RETRO BALLOT** | | **2024 RETRO BALLOT** | | **2024 RETRO BALLOT** | |
| Donald Trump | **97%** | Donald Trump | **65%** | Donald Trump | 3% |
| Kamala Harris | 0% | Kamala Harris | 15% | Kamala Harris | **87%** |
| Other | 2% | Other | 21% | Other | 11% |
| **EDUCATION LEVEL** | | **EDUCATION LEVEL** | | **EDUCATION LEVEL** | |
| College Degree | 38% | College Degree | **60%** | College Degree | **53%** |
| No Degree | **59%** | No Degree | 39% | No Degree | 47% |
| **GENERAL ELECTION X OF 4** | | **GENERAL ELECTION X OF 4** | | **GENERAL ELECTION X OF 4** | |
| ≤ 2 of 4 | 40% | ≤ 2 of 4 | 37% | ≤ 2 of 4 | 40% |
| 3 or 4 of 4 | **60%** | 3 or 4 of 4 | **63%** | 3 or 4 of 4 | **60%** |
| **GEO GROUPING** | | **GEO GROUPING** | | **GEO GROUPING** | |
| North | **62%** | North | **53%** | North | 49% |
| South | 38% | South | 47% | South | **51%** |

# Demographics

## Sex

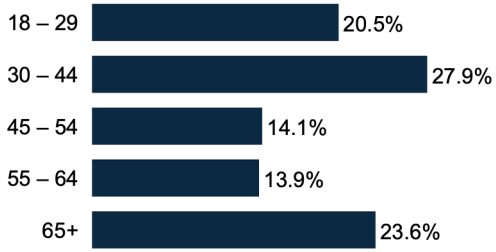


51.4%
Female

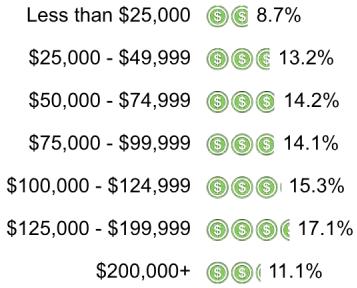


48.6%
Male

## Age Range



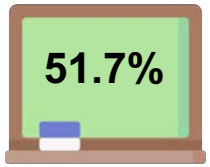

## Household Income




## Geo - Council District



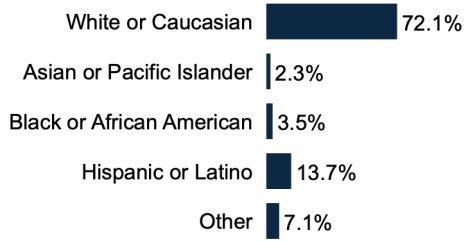

## Education



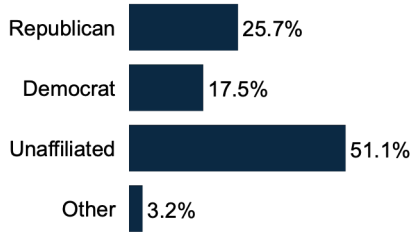

have at least
a College degree

*47.2% have no college degree*

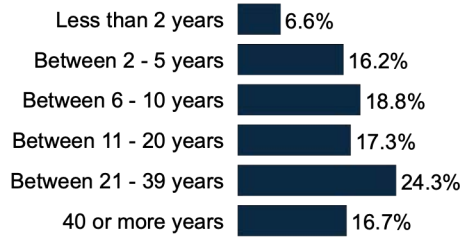
## Race/Ethnicity



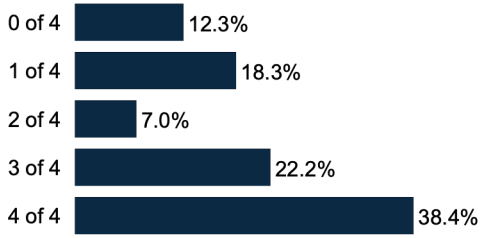

## Partisanship




## CS Residency Length




## General Election X of 4




Sample size: 400