

2014 COLORADO STATEWIDE OMNIPOLL SURVEY (Insurance)

Hello, my name is _____. First, I want to assure you that we're not selling anything, or asking for money. I'm with Talmey-Drake Research, a public opinion and market research company in Boulder, Colorado. We're interviewing voters in Colorado with an interesting survey about important state and local issues and we would like to include your opinions.

SCREENER

A. First, I would like to confirm that you are 18 years old or older, and registered to vote in Colorado. *[n=508]*

Yes..... 100% ⇒ *Go to Screener C*
 No..... -- ⇒ *Go to Screener B*
 DK/NS..... -- ⇒ *Go to Screener B*

B. *[Ask only if R says "No" or "DK/NS" in Screener A; else go to Screener C]* Is there someone in this household, who is 18 years old, or older, and registered to vote in Colorado, with whom I may speak?

Yes..... 100% ⇒ *Start over*
 No..... -- ⇒ *Terminate*
 DK/NS..... -- ⇒ *Terminate*

C. **County:** *[n=508]*

Adams..... 10%	Denver..... 12%	Kit Carson..... --	Phillips..... --
Alamosa..... 1%	Dolores..... --	Lake..... --	Pitkin.....*
Arapahoe..... 11%	Douglas..... 5%	La Plata..... 1%	Prowers..... --
Archuleta..... *	Eagle..... 1%	Larimer..... 6%	Pueblo..... 3%
Baca..... --	Elbert..... 1%	Las Animas..... --	Rio Blanco.....*
Bent..... 1%	El Paso..... 12%	Lincoln..... --	Rio Grande.....*
Boulder..... 6%	Fremont..... 1%	Logan..... 1%	Routt.....*
Broomfield..... 1%	Garfield..... 1%	Mesa..... 3%	Saguache..... --
Chaffee..... *	Gilpin..... --	Mineral..... --	San Juan..... --
Cheyenne.....*	Grand..... 1%	Moffat..... 1%	San Miguel..... --
Clear Creek.....*	Gunnison..... 1%	Montezuma..... 1%	Sedgwick.....*
Conejos..... --	Hinsdale..... --	Montrose.....*	Summit..... 1%
Costilla..... --	Huerfano.....*	Morgan.....*	Teller..... 1%
Crowley.....*	Jackson..... --	Otero.....*	Washington..... --
Custer.....*	Jefferson..... 11%	Ouray.....*	Weld..... 5%
Delta..... 1%	Kiowa.....*	Park..... 1%	Yuma..... 1%

D. Is the telephone number we called you on a cell phone, or is it a traditional home phone line, often called a land line? *[n=508]*

Cell phone..... 20%
 Landline..... 79%
 Other..... 1%
 DK/NS..... -- ⇒ *Terminate*



SCREENER

E. *[Ask if R says "Cell phone" in Screener D; else go to Screener G]* Are you currently driving or doing something else that makes it unsafe to talk?

Yes 100% ⇒ *Thank; Set time to call back*
 No -- ⇒ *Continue*
 DK/NS..... -- ⇒ *Terminate*

F. *[Ask only if R says "Cell phone" in Screener D; else go to Screener G]* Do you have a landline in addition to your cell phone, or is your cell phone the only telephone that you have? *[n=101]*

Also have land line 13%
 Cell phone is my only telephone 87%
 DK/NS..... -- ⇒ *Terminate*

G. Sex? *[Do not ask] [n=508]*

Male..... 49% ⇐ *Quota = 48%*
 Female..... 51% ⇐ *Quota = 52%*

*An asterisk, wherever it appears, means that the result for that response rounds to less than 1%.

1. Next, would you say things in the State of Colorado are generally going in the right direction, or have they gotten off on the wrong track in the past few years? *[n=508]*

Right direction47%
 Wrong track42%
 No opinion..... 8%
 DK/NS..... 3%

2. I'll now read you five different ways how cars are typically be stolen. After I read each one, please tell me if you think it is one of the top ways how cars get stolen, not a top way, but it happens a lot, or whether it's only a minor way how cars end up getting stolen. The first is: *[Read list; Randomize] [n=508]*

	A top Way	Not a top Way but Happens a Lot	Only a minor Way	DK/NS
a. A car is left unattended while still running	70%	23%	6%	1%
b. Keys are left in an unlocked car that is not running	52%	30%	16%	2%
c. A car is left unlocked, with no keys in the car.....	28%	40%	29%	3%
d. Thieves use special tools or tow trucks to steal cars	22%	31%	41%	6%
e. There's a car jacking where people are forced out of their cars	9%	25%	63%	3%

3. I will now read you three reasons why cars are stolen. After I read all three, please tell me which one you think is the number one reason people steal cars. The first is *[Randomize: to go joy riding; the second is to tear apart the car and sell its parts on the black market; and third is to use the car in violent or drug related crimes]*. Which of those three do you feel is the number one reason most cars are stolen? *[n=508]*

To go joy riding..... 28%
 To tear apart the car and sell its parts on the black market 56%
 To use the car in violent or drug-related crimes 15%
 DK/NS..... 1%



4. *[Ask if Q15=1,2,3; else go to Q17]* And which of the remaining two *[read remaining two]*, which do you feel is the number two reason cars are stolen? *[n=501]*

To go joy riding.....	40%
To tear apart the car and sell its parts on the black market	27%
To use the car in violent or drug-related crimes	29%
DK/NS.....	4%

5. Do you personally know someone who has had their car stolen? And by using the term “car,” I mean either a car or truck, but not a motorcycle or motor home.

	2011 <i>[n=502]</i>	2014 <i>[n=508]</i>
Yes.....	39%	52%
No.....	61%	48%
DK/NS.....	*	*

6. How concerned are you that you that YOUR car might be stolen? Are you extremely concerned, very concerned, somewhat concerned, not too concerned or not at all concerned? If you don’t own a car, just say so and I’ll move on to the next question.

	2011 <i>[n=502]</i>	2014 <i>[n=508]</i>
Extremely concerned.....	4%	2%
Very concerned	4%	3%
Somewhat concerned	24%	21%
Not too concerned.....	39%	41%
Not at all concerned	26%	29%
DK/NS.....	--	*
Don’t own a car.....	3%	4%

6a. *[Ask only if R owns a car in Q6 (Q6=1-6); else go on to Demos]* Next I am going to read you four different things that people often do with their cars. After I read each one, please tell me if you do this almost every time you go out driving, most of the time, some of the time, almost never, or never. The first is: *[Read list; Do not randomize]*

	Every Time	Most of the Time	Some of the Time	Almost Never	Never	NS
1. Leave your car running while unattended, either locked or unlocked, when you expect to return within a minute or so, or to warm it up in the winter when it’s really cold outside						
2011 <i>[n=487]</i>	4%	4%	17%	14%	60%	1%
2014 <i>[n=491]</i>	5%	5%	13%	12%	65%	*
2. Lock your car when you leave your car						
2011 <i>[n=487]</i>	76%	13%	5%	2%	3%	1%
2014 <i>[n=491]</i>	84%	8%	3%	2%	3%	*
3. Leave additional keys in your car while it’s parked						
2011 <i>[n=487]</i>	3%	1%	4%	4%	87%	1%
2014 <i>[n=491]</i>	3%	1%	1%	4%	91%	*
4. Park in dimly lit, low traffic areas						
2011 <i>[n=487]</i>	3%	5%	19%	37%	34%	2%
2014 <i>[n=491]</i>	5%	2%	19%	30%	44%	*



6b. *[Ask only if R owns a car in Q6 (Q6=1-6); else go on to Demos]* In some states it's illegal to leave an unattended car running, even if it's for just a short time. Do you know if it's currently illegal in the state of Colorado to leave an unattended car running?

	<u>2011</u> [n=487]	<u>2014</u> [n=491]
I don't know if it's illegal in the state of Colorado	35%	19%
No, it is not illegal in the State of Colorado	7%	5%
Yes, it is illegal in the State of Colorado.....	53%	66%
It is illegal just in some areas, but not all across Colorado....	5%	3%
DK/NS.....	--	7%

6c. *[Ask only if R says "Almost never" or "Never" in Q6a1; else go to Q6d]* When you say you **[almost never/never]** leave your car running while it's unattended, why is that? Is it mostly because you are afraid your car will get stolen, or is it mostly because it's illegal to leave it running unattended, or is it mostly because it's simply not a good thing to do? [n=377]

Mostly because you're afraid your car will get stolen	18%	
Mostly because it's illegal to leave it running unattended	6%	
Mostly because it's simply not a good thing to do ..	70%	
Don't have one primary reason/Have several	5%	← No Prompt
DK/NS.....	1%	

6d. *[Ask only if R owns a car in Q6 (Q6=1-6); else go on to Demos]* Each year, more than ten thousand motor vehicles are stolen in Colorado, many because people don't lock their cars, or they leave them running, or leave spare keys in the car, or park in dark, low traffic places. Does knowing this make you more concerned about your car being stolen, less concerned, or does knowing that ten thousand (10,000) vehicles are stolen each year in Colorado make little or no difference in how concerned you are about your car being stolen?

	<u>2011</u> [n=487]	<u>2014</u> [n=491]
Makes me more concerned	18%	21%
Makes me less concerned	4%	7%
Has little or no affect on me	75%	70%
DK/NS.....	3%	2%

DEMOGRAPHICS

D1. Political Party: *[From Sample]* [n=508]

Republican.....	32%
Democrat.....	32%
Unaffiliated.....	35%
Some other party.....	1%



D2. Now, I have just a few more questions for statistical purposes only. What was the last grade in school you had the opportunity to complete? *[Do not read list] [n=508]*

Less than HS degree	3%
HS graduate or equivalent, vocational	19%
Some college	26%
College grad	29%
Post grad. study	3%
Post Graduate degree	19%
Refused	1%
DK/NS.....	*

D3. May I ask how old you are? *[n=508]*

18-34	19%
35-44	14%
45-54	19%
55-64	20%
65 or older	22%
Refused	6%

D4. And, which of the following income groups includes your family's total annual income from all sources in 2013? Was it: *[Read list except Refused and DK/NS] [n=508]*

Up to \$20,000	8%
\$20,000, but less than \$30,000	7%
\$30,000, but less than \$40,000	12%
\$40,000, but less than \$50,000	8%
\$50,000, but less than \$60,000	9%
\$60,000, but less than \$75,000	11%
\$75,000 but less than \$100,000	10%
\$100,000 but less than \$150,000	12%
\$150,000 or more	8%
Refused	13% ⇐ <i>Do not read</i>
DK/NS.....	2% ⇐ <i>Do not read</i>

D5. Finally -- so that we can make sure all groups are represented -- would you please tell me what racial or ethnic group you consider yourself to be a member of? *[Do not read list] [n=508]*

White/Anglo.....	82%
Hispanic.....	9%
Black/African American.....	2%
Asian/Oriental.....	1%
American Indian.....	1%
Multi-Ethnic/Mixed race.....	1%
Other.....	1%
Refused	3%
DK/NS.....	*

Thank you for taking our survey, your answers have been extremely helpful.



METHODOLOGY

The 2014 Colorado Statewide OmniPoll was conducted by Talmey-Drake Research & Strategy, Inc., a public opinion and market research firm in Boulder, Colorado. The results of this survey are based on 508 random telephone interviews with Colorado voters, conducted from January 9 to 16, 2014. A random sample of telephone numbers (landline and cell phone) of registered voters throughout Colorado was purchased by Talmey Drake, which was then randomly sampled. Quotas were established to obtain equal representation for men and women, and an appropriate representation from among certain counties.¹ Results of the survey are balanced by age and ethnicity to more appropriately represent the actual distribution. A random sample of 508 has a worst-case 95% confidence interval of plus or minus 4.3% about any one reported percentage.

¹ Quotas were established for Adams, Arapahoe, Boulder, Denver, Douglas, El Paso, Jefferson, Larimer, Mesa, Pueblo and Weld.

