

Our statewide poll of likely voters for Conservation Colorado (see notes on methodology below) reveals a deep undercurrent of support for a three-pronged approach to cleaning up and protecting Colorado's air, water, and land. Those three themes, summarized in more detail below, include reducing air pollution and mitigating climate impacts on people, holding industrial polluters accountable, and defending Colorado's clean energy development and jobs from the Trump Administration.

Cleaning Up Our Air & Addressing Climate Impacts on People

Voters express a strong desire to clean up Colorado's air, reduce pollution, and combat the impacts of climate change (like wildfires, drought, and increasing costs of living from extreme weather).

- These are not just no-brainers for advocates, they're also no-brainers for candidates: 63% of voters say they would be more likely to support a candidate who wants to reduce air pollution in Colorado.
- Meanwhile, nearly two thirds (65%) would be more likely to support a candidate who wants to combat the impacts of climate change, such as wildfires and drought.
- A similarly broad majority of voters (60%) say they would be more likely to support a candidate who made the following statement:
"Colorado's air quality gets worse every year, as the 'brown cloud' frequently hides our mountains, and the Front Range is in severe violation of EPA healthy air standards. But it doesn't have to be this way—we need to get serious about cleaning up our air, improving our quality of life, and protecting our health."
- Even more eye-opening, 72% agree that "too often, candidates talk about addressing air pollution and climate change during their campaigns but don't follow their words with action once they're elected." Just 14% disagree.

Holding Industrial Polluters Accountable

The vast majority of voters want to see Colorado ramp up enforcement and accountability toward big polluters. That includes making corporations clean up or pay for their pollution and closing loopholes that allow corporations to get around environmental regulations.

- Some of the strongest beliefs we uncovered in this poll relate to corporate accountability:
 - Almost three quarters (72%) would be more likely to support a candidate who pledges to hold corporate polluters accountable for cleaning up pollution to our air, water, and land.
 - Nearly as many (67%) would be more likely to support a candidate who wants to hold corporate polluters accountable for cleaning up Colorado's most polluted communities.
 - Finally, 70% believe Colorado should enforce current laws on industrial air pollution more strictly.
- In addition, 58% say the corporate accountability message we tested would make them more likely to support the candidate who espoused it (41% much more likely):
"For decades, oil drilling companies and big corporate polluters have gotten corporate tax breaks while making record profits. Yet, they're not cleaning up the air pollution they leave behind in our communities. Big corporate polluters need to pay their fair share toward efforts to clean up our air and help Colorado transition to clean energy."

Defending Colorado's Clean Energy Development & Jobs from Trump

With Trump in the White House, voters believe Colorado will need to be more proactive on climate and air pollution, and they prefer a candidate who will fight Trump's energy agenda. This is especially true of primary voters, who feel increasingly committed to taking on Trump and fighting his agenda here in Colorado.

- By a 17-point margin, voters agree that "With Trump in the White House and the EPA beholden to oil and gas executives, Colorado will need to take a more proactive approach to protecting our air, water, and land." Among primary voters, that gap becomes a chasm: 90% agree and 8% disagree.
- Climate advocates can tap into anti-Trump fervor with a message about protecting clean energy jobs from Trump's attempts to kill new and existing clean energy production:
"With the Trump Administration being run by billionaires and oil executives, we cannot depend on the federal government to look out for the interests of Colorado's air, water, and land. Colorado needs leaders who will fight Trump's efforts to kill solar and wind development and give big polluters a free pass, and who will instead prioritize protecting our air and water and addressing climate change and air pollution."

About the Survey

This analysis is based on a mixed-mode survey of 1,200 likely 2026 voters in Colorado, conducted April 28 – May 4, 2025 by Aspect Strategic on behalf of Conservation Colorado. The poll features a base sample of 800 voters for an overall margin of error of $\pm 3.5\%$, plus an oversample of 200 Hispanic/Latino voters and a second oversample of 200 likely 2026 June Democratic primary voters (including both registered Democrats and unaffiliated voters identified as likely to cast a Democratic ballot in the primary). Accounting for those naturally present in the base sample, the poll includes a grand total of 280 Hispanic/Latino voters ($\pm 5.8\%$) and 496 likely Democratic primary voters ($\pm 4.4\%$). All interviews were weighted proportionally to reflect the composition of the expected midterm electorate.