



# Audience Understanding Survey: CO Housing Measures

## Methodology

**Audience:** CO | Only Self-Reported Registered Voters

**Sample size (full / voter file matched):** 299 / 186

**Weighted sample size (full / voter file matched):** 300 / 186

**Dates in field:** Tuesday, January 27, 2026 to Friday, January 30, 2026

**Weighting factors:** age, education, gender, party, and race

To conduct this survey, GrowProgress recruited a representative sample of self-reported registered voters in Colorado. GrowProgress starts with a set of qualifying questions to ensure the respondents are a part of the target audience. They then follow with demographic questions before asking the Key Opinion Question. After the Key Opinion Question, participants are asked a set of probing questions to better understand why the respondent answered the Key Opinion Question the way they did. Next participants are asked about their political attitudes, values, and identity, about trusted messengers, and then finally any additional questions selected.

## Key Opinion Question Results

### Summary

Several of respondents in this survey expressed support for housing that is affordable. A majority of respondents (84%) indicated that they would support passing policies to increase the supply of housing that is affordable across the state of Colorado, with half of respondents expressing strong support for such policies. Unfortunately, over half of respondents (56%), indicated that they do not believe the state government is doing enough to address the cost of housing in Colorado.

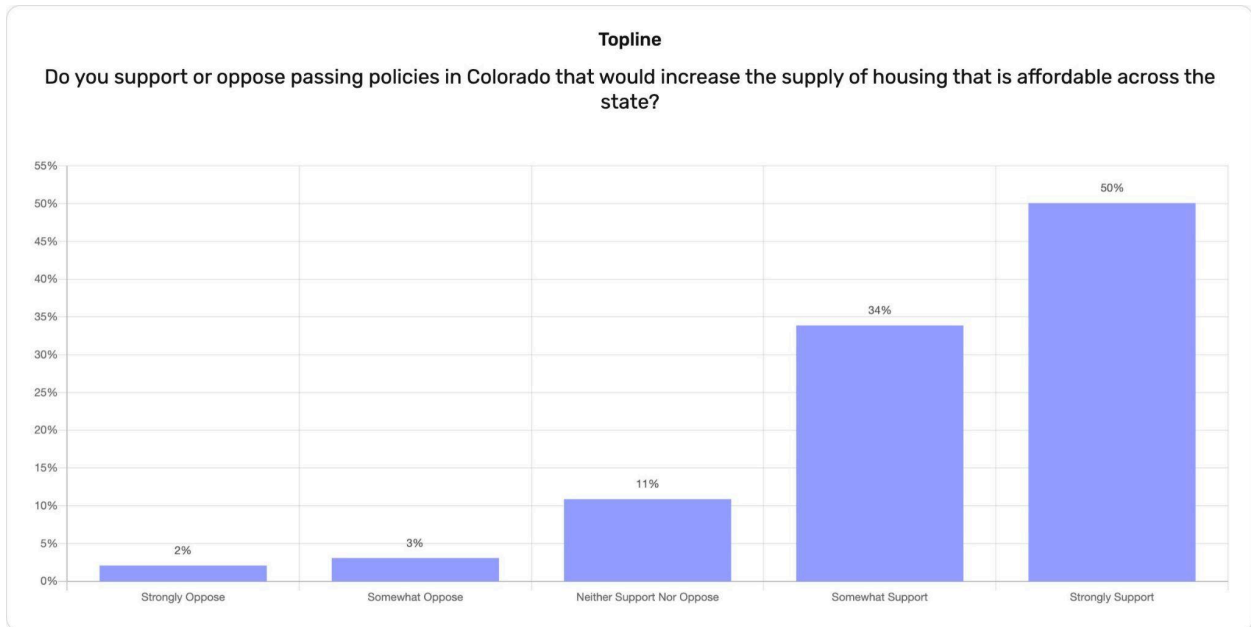
When asked about more specific housing policies, 78% generally agreed that local governments should make it easier for non-profit developers, schools and transit authorities to build housing that is affordable on the land they own. And, 43% of respondents strongly agreed with this policy. General support for individuals having the right to split their own property into two lots, so they can build additional housing that is likely to be more affordable was slightly lower but still sat at 67%, with 31% of respondents strongly agreeing with this policy.

### Topline



**Do you support or oppose passing policies in Colorado that would increase the supply of housing that is affordable across the state?**

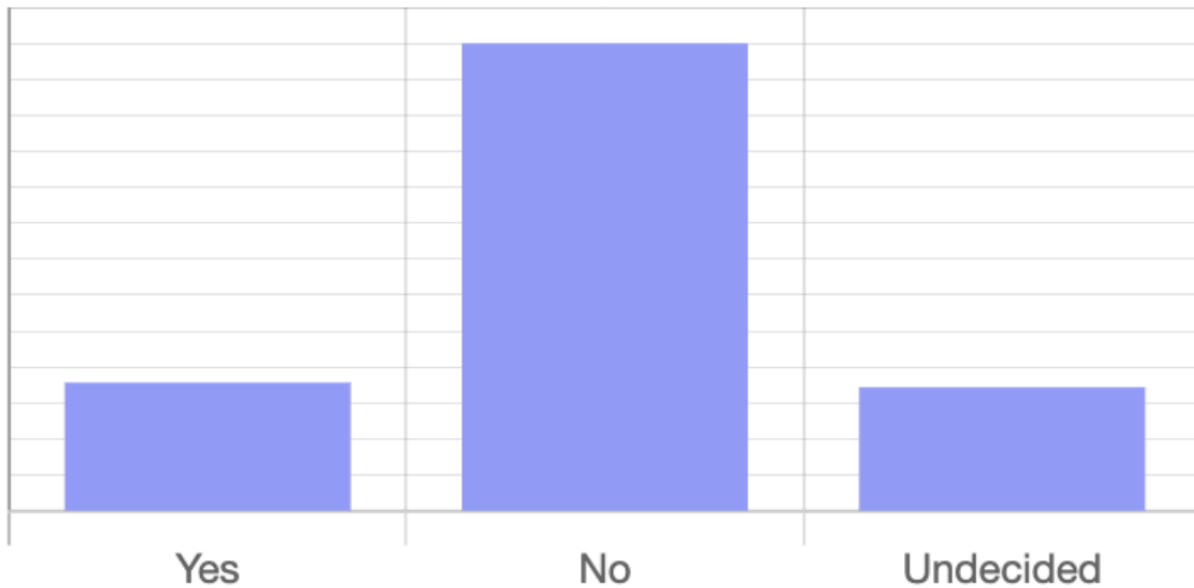
- **Strongly Support: 50%**
- **Somewhat Support: 34%**
- **Neither Support Nor Oppose: 11%**
- **Somewhat Oppose: 3%**
- **Strongly Oppose: 2%**



## **Additional Questions (Set 1)**

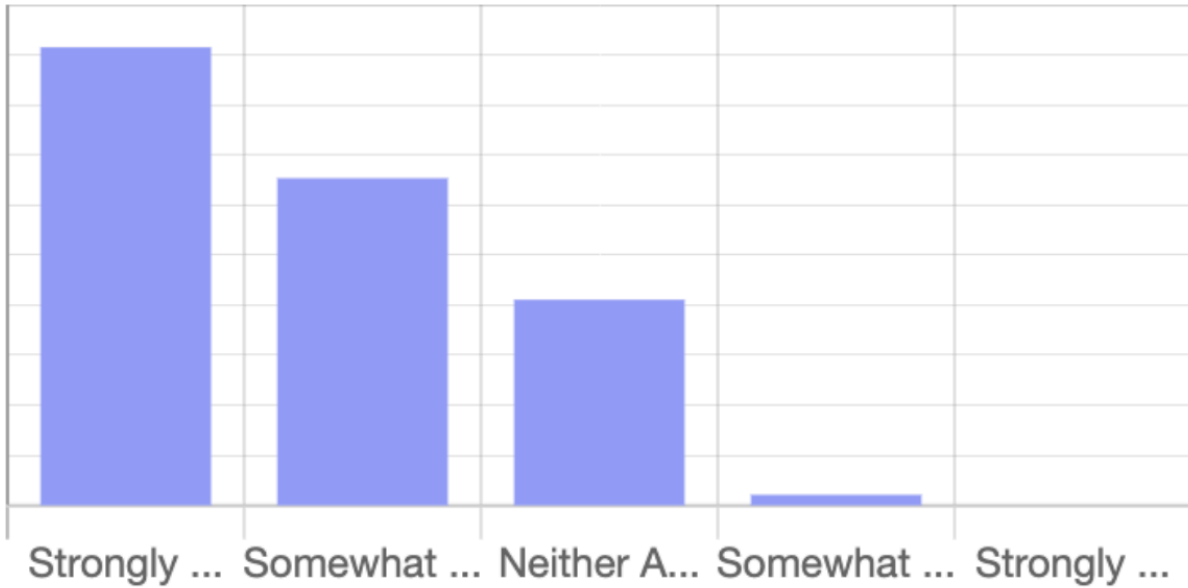
**Do you believe the state government is doing enough to address the cost of housing in Colorado?**

- **No: 65%**
- **Yes: 18%**
- **Undecided: 17%**



**How strongly do you agree or disagree with the following statement: Individuals should have the right to split their own property into two lots, so they can build additional housing that is likely to be more affordable.**

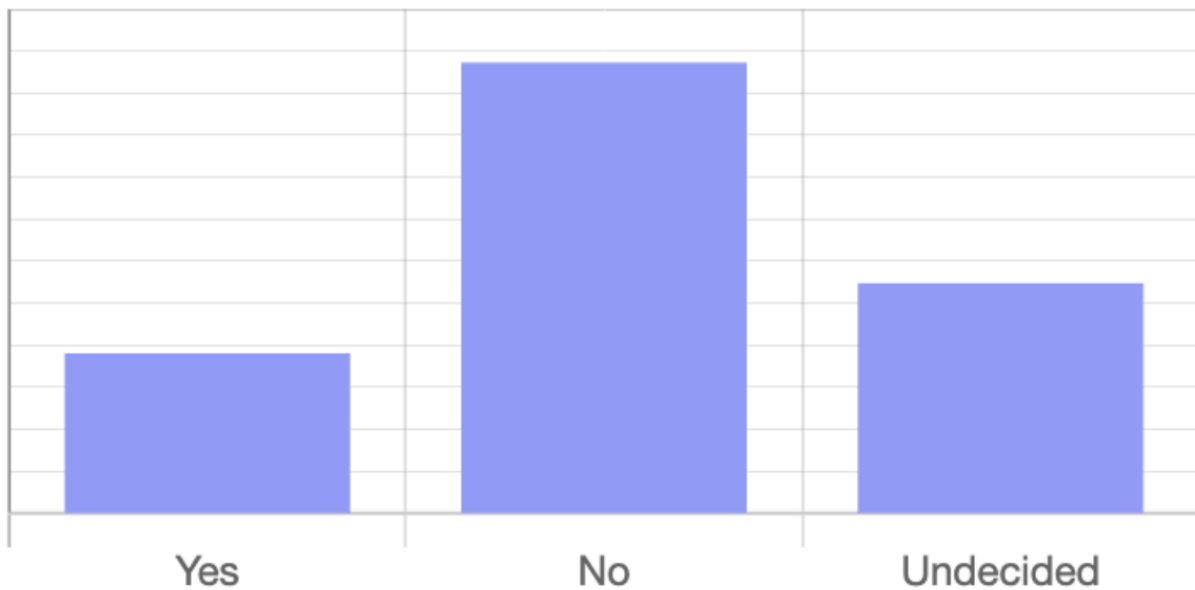
- **Strongly Agree: 46%**
- **Somewhat Agree: 33%**
- **Neither Agree Nor Disagree: 21%**
- **Somewhat Disagree: 1%**
- **Strongly Disagree: 0%**



### Additional Questions (Set 2)

Do you believe the state government is doing enough to address the cost of housing in Colorado?

- **No:** 54%
- **Undecided:** 27%
- **Yes:** 19%





How strongly do you agree or disagree with the following statement: Individuals should have the right to split their own property into two lots, so they can build additional housing that is likely to be more affordable.

- Somewhat Agree: 44%
- Neither Agree Nor Disagree: 26%
- Strongly Agree: 17%
- Somewhat Disagree: 9%
- Strongly Disagree: 5%

