



Colorado Water Poll Key Findings Presentation - Press

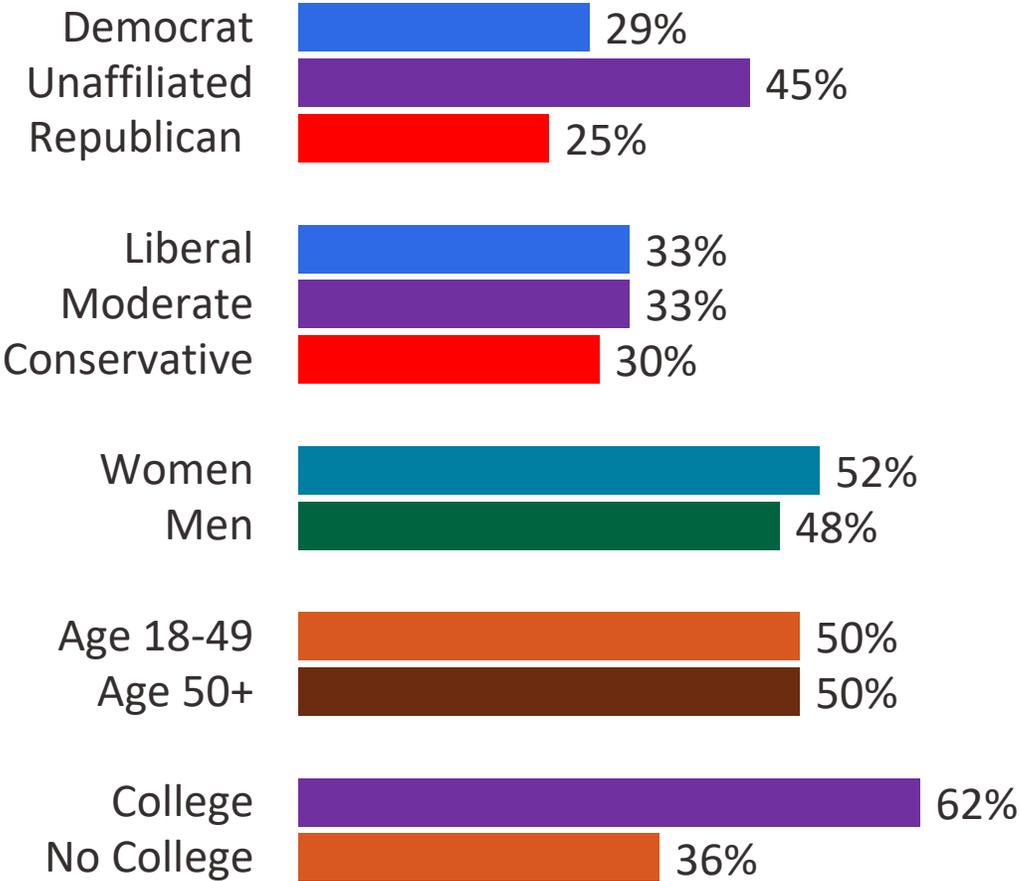
January 23, 2026

Colorado Water Poll Method

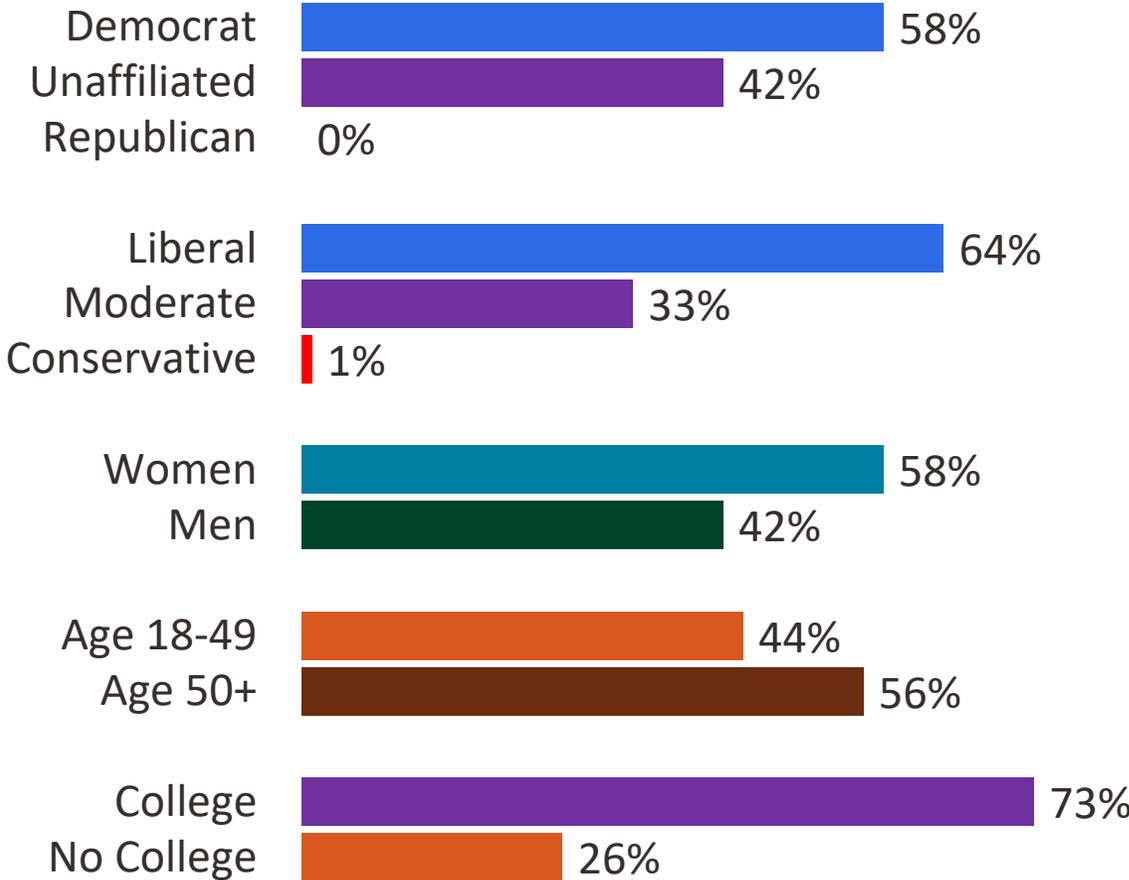
- Poll conducted among 800 likely November 2026 voters in Colorado, including an oversample to achieve 446 likely Democratic Primary voters.
- Results are representative of likely November 2026 voters and Democratic Primary voters based on party, gender, age, geography, and ethnicity.
- Worst-case margin of error of $\pm 3.8\%$ among all 800 respondents statewide. Worst-case margin of error of $\pm 4.6\%$ among the 446 Democratic Primary voters.
- The poll was conducted by *Keating Research, Inc.* using a hybrid method (live interviewers and text-to-online) from December 1 – 7, 2025

Democratic Primary voters are more liberal, well-educated, older and women

Likely 2026 Voter Demographics

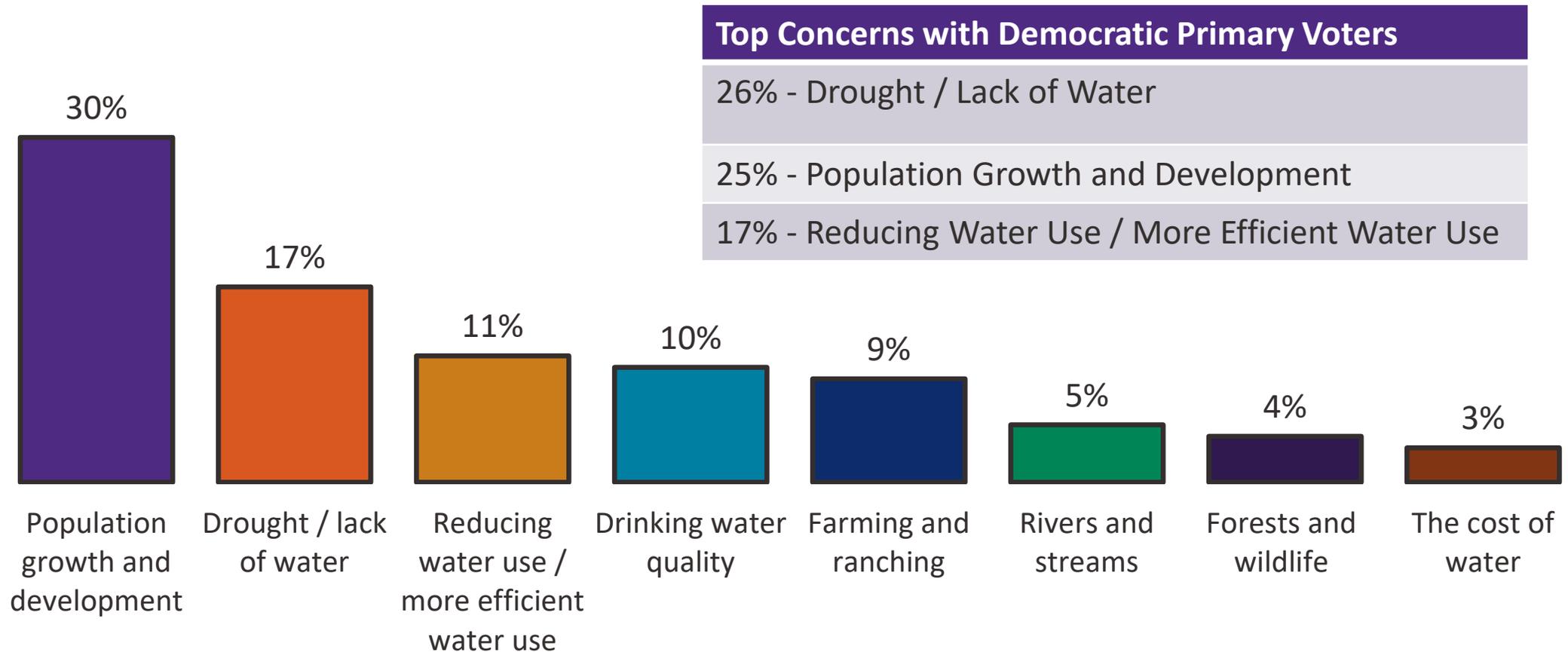


Democratic Primary Voter Demographics



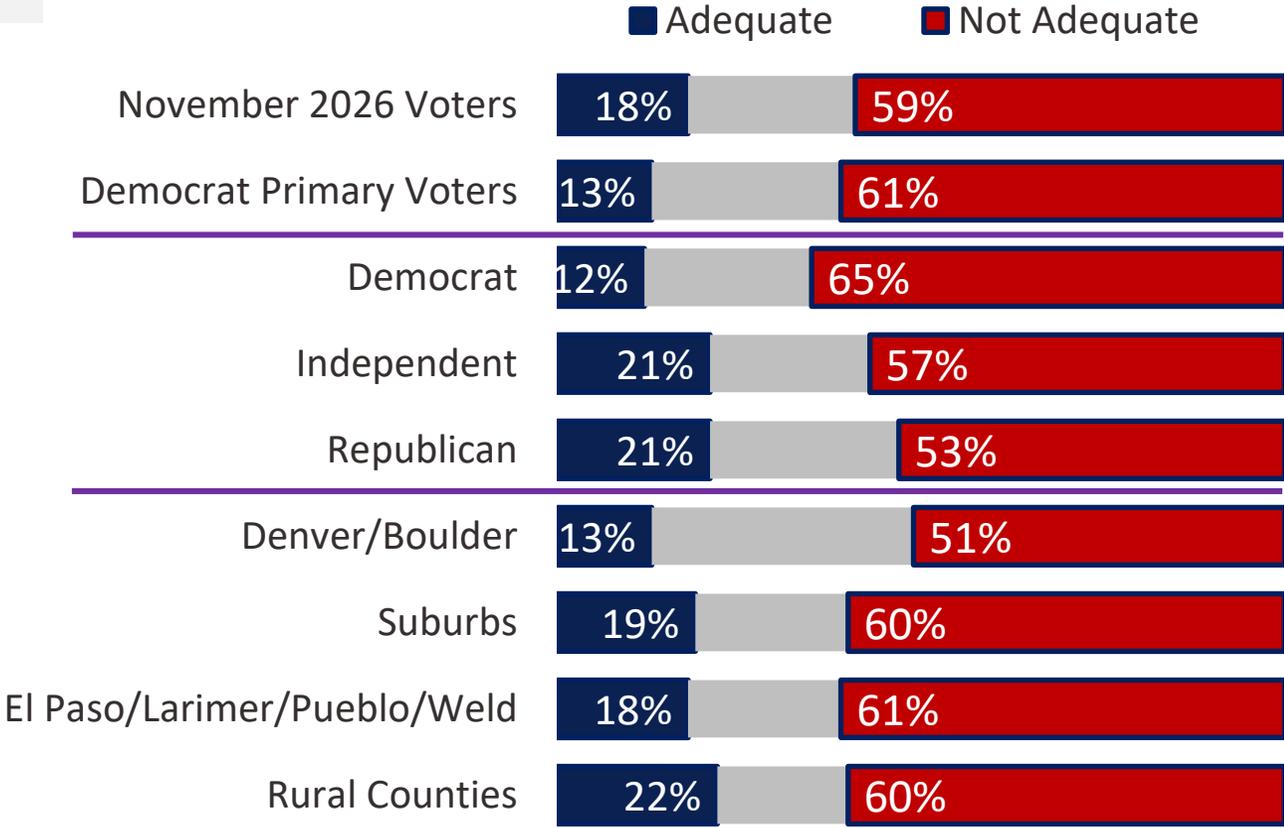
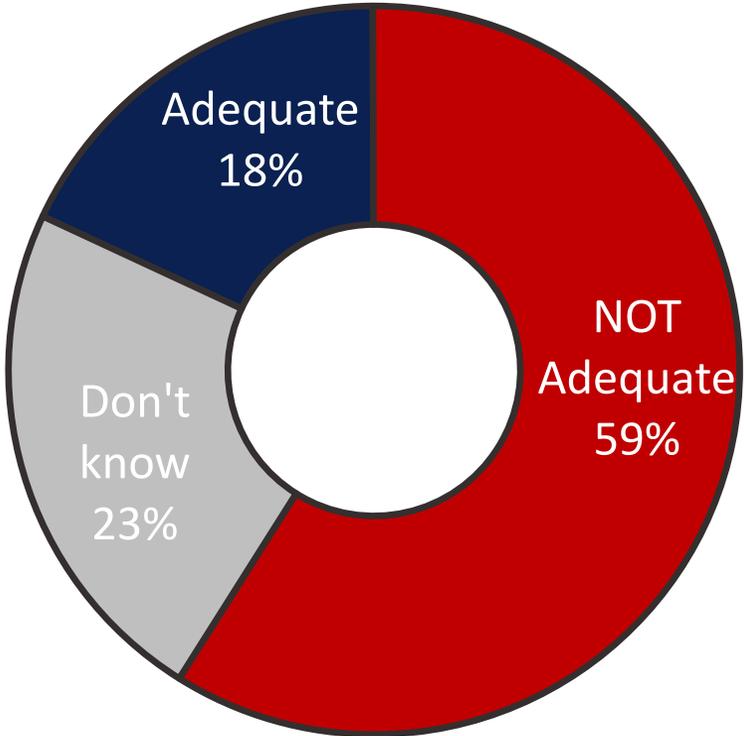
Population Growth and Development is the biggest concern among water issues

Thinking about water issues in Colorado, which one of the following is your single biggest concern?



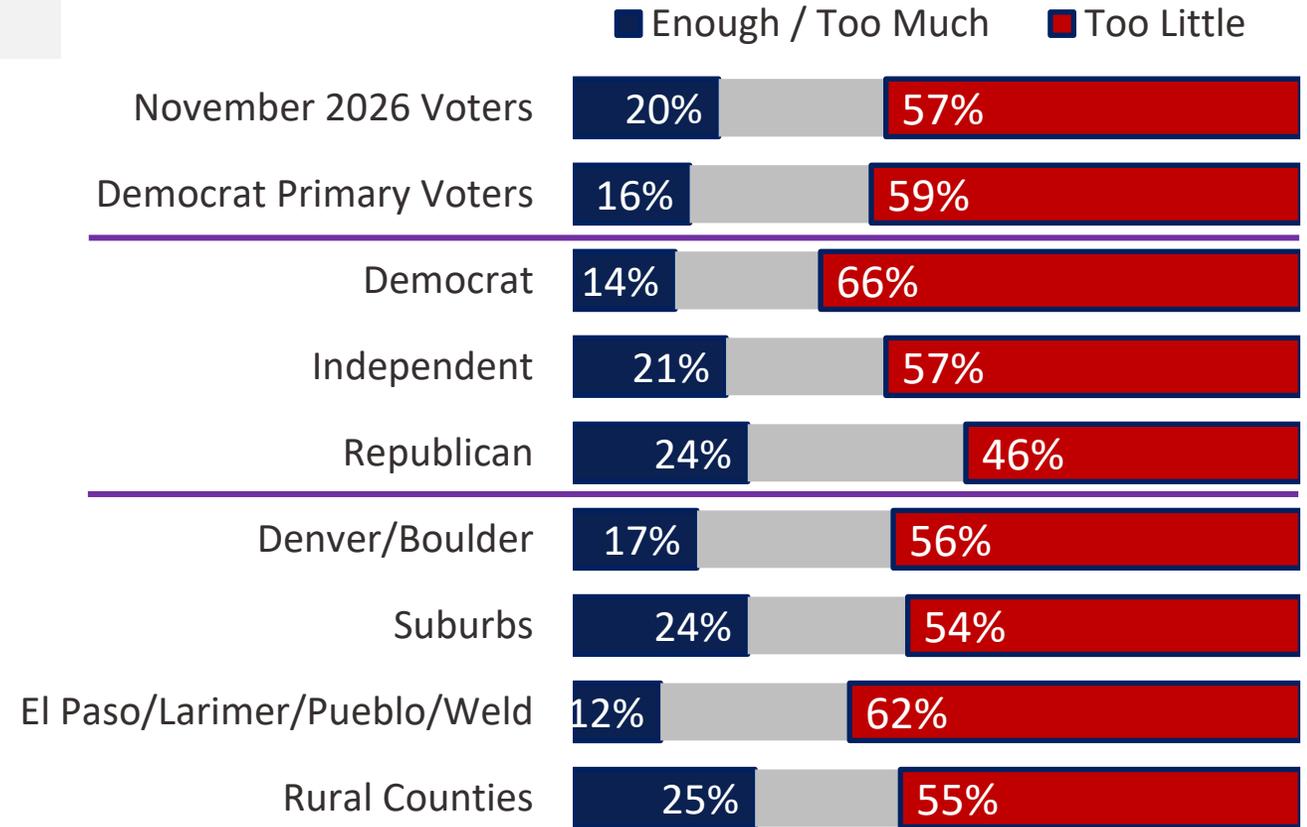
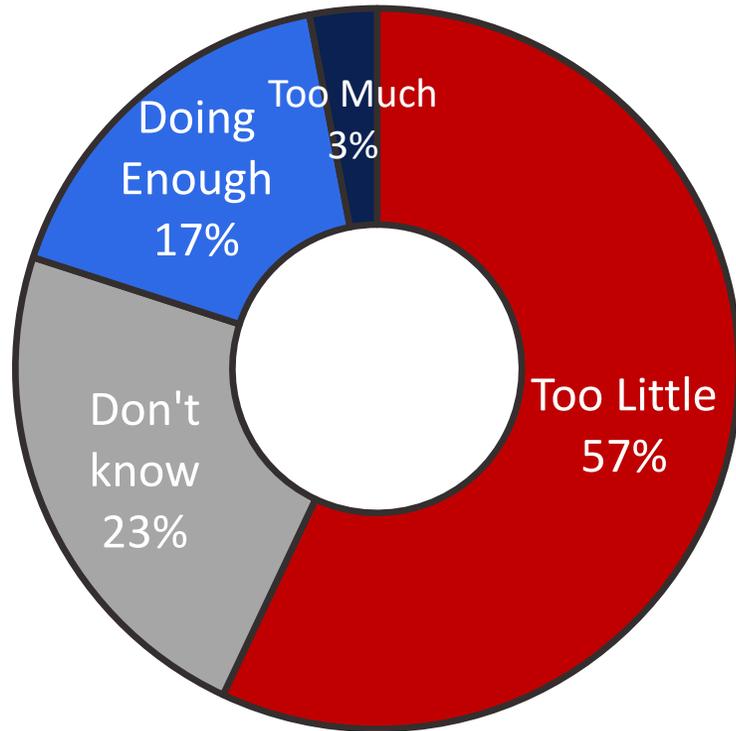
6-of-10 voters believe Colorado does not have an adequate supply of water to meet future needs

Based on what you have seen, read or heard, would you say that Colorado does or does NOT have an adequate supply of water to meet future needs, say ten years from now?



The majority of voters think **Colorado is doing too little** to conserve and protect Colorado's water

Generally speaking, do you think the State of Colorado is doing too little, enough, or too much to conserve and protect Colorado's water?

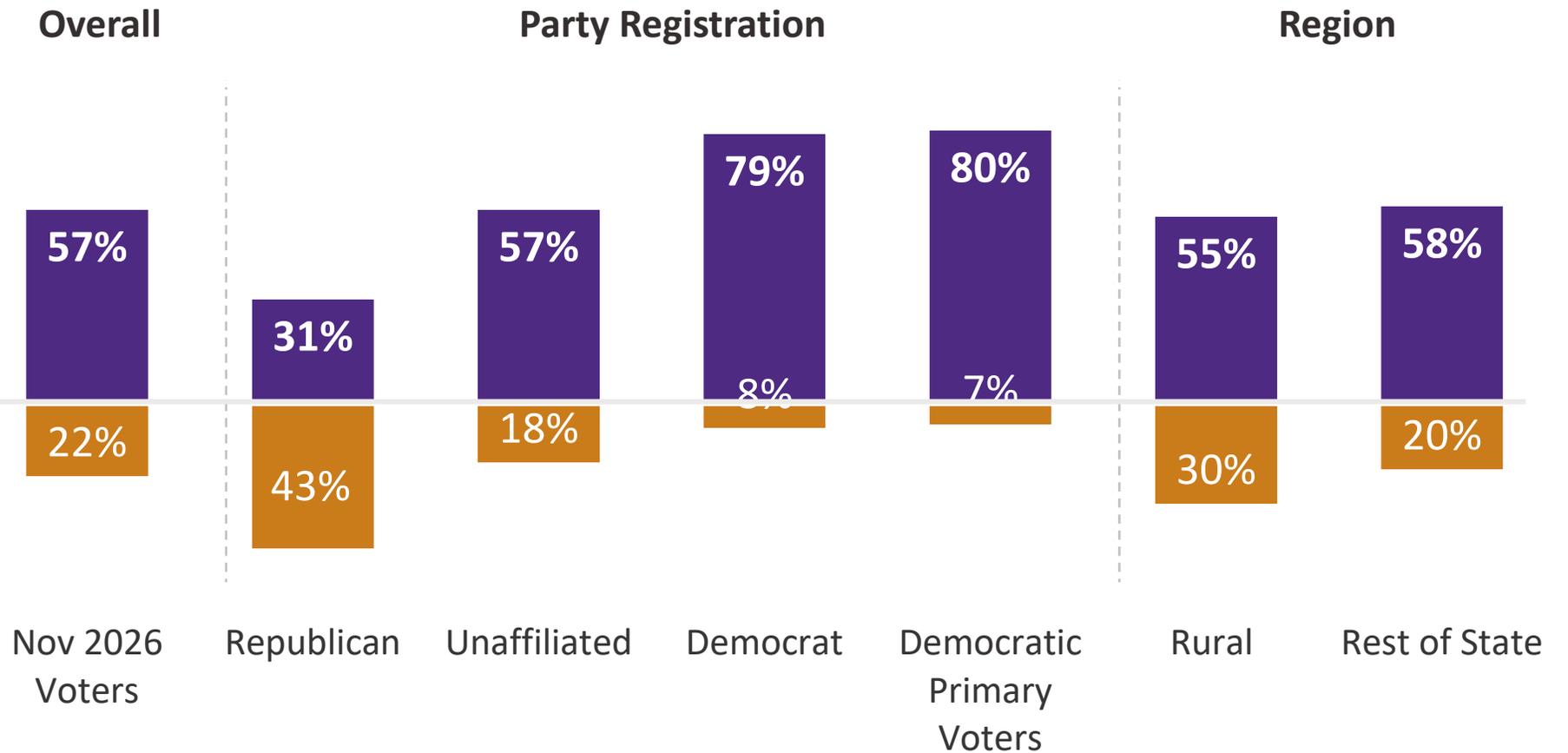


Voters prioritize water conservation and don't want our rivers and streams to have less water

Which one of the following statements comes closer to your view?

Colorado should prioritize water conservation on farms, ranches and in communities, so our rivers and streams have healthy water flow.

Colorado should prioritize water for farmers, ranchers and in communities, even though it means our rivers and streams have less water.



The Most Persuasive Reasons to Protect and Conserve Colorado's Water: **Clean, Safe Drinking Water** and **Prioritize Water for Families, Cities, Towns, Farms and Ranches**

Clean, Safe Drinking Water: Healthy rivers and streams are essential to maintaining our water quality. Colorado's water sources must be protected to ensure that Colorado's families, cities, towns, farms and ranches have access to clean, safe drinking water when they turn on their taps.



Best with Liberals, Moderates, 18-49, Denver/Boulder

Prioritize Water for Families, Cities, Towns, Farms and Ranches – Make Sure Rivers and Streams Remain Healthy.

Water is critical for Colorado's economy and way of life. With prolonged drought, our state's water supply is shrinking. We must prioritize the water needs of families, cities, towns, farms and ranches to keep our state healthy and our economy strong, while making sure that our rivers and streams remain healthy.

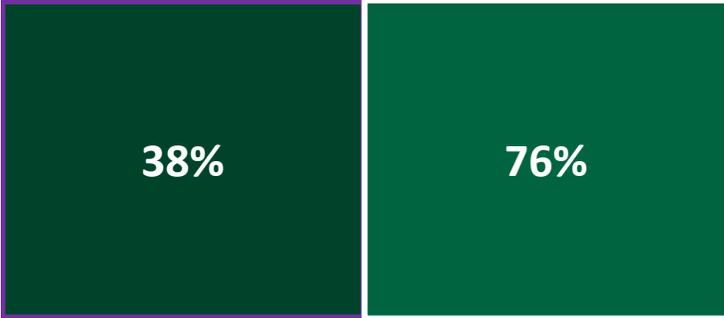


Best with Conservatives, Exurbs, <\$100k

Very Convincing Total Convincing

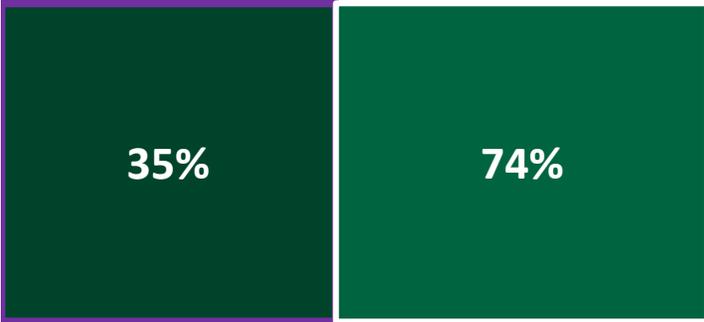
Somewhat Persuasive Messages to Protect and Conserve Colorado's Water: **Future Generations** and **Run Out of Water - Farms and Ranches**

Future Generations: We must protect Colorado's water now and into the future by increasing conservation of our rivers and streams to ensure that Colorado's families, cities, towns, farms and ranches have the water they need for generations to come.



**Best with
Suburban Voters**

Run Out of Water – Farms and Ranches: To protect Colorado's water, we need proactive solutions. We need to invest in water conservation and protect our rivers and streams now to make sure Colorado's farms and ranches don't run out of water.



Very Convincing Total Convincing

Voters want families, cities, towns, farmers and ranchers **AND** rivers to have enough water

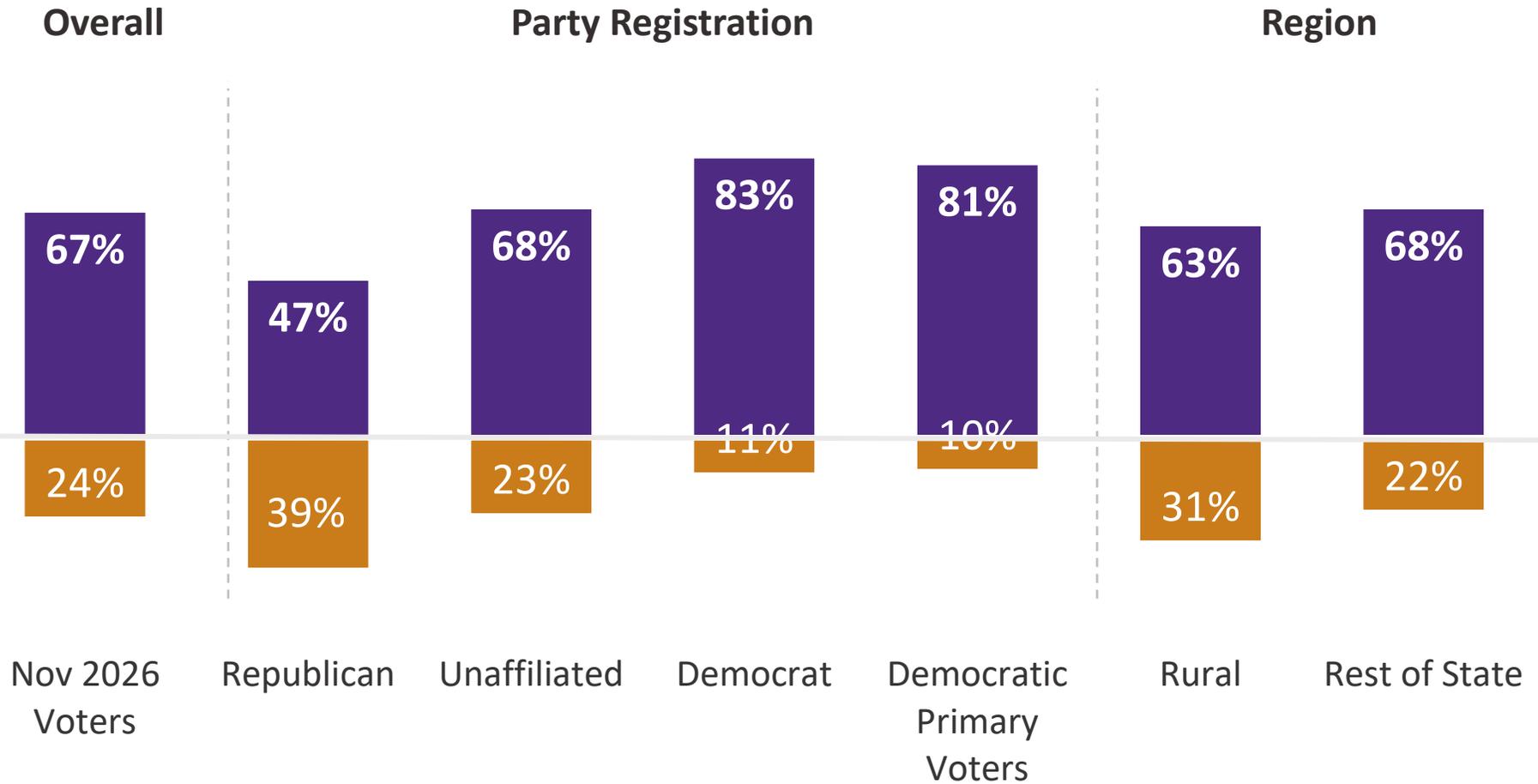
Water Message Statement: “Healthy rivers means clean drinking water for all Coloradans. Protecting and conserving Colorado’s rivers now will ensure that Colorado’s families, cities, towns, farms, and ranches will have the water they need for generations to come.”

By nearly 3 to 1, voters want Colorado to stand firm in negotiations while being a leader in water conservation

Which one of the following statements comes closer to your view?

Colorado should stand firm in negotiations and be a leader in water conservation in cities, towns, farms and ranches and require other states to do more to conserve water in the face of drought.

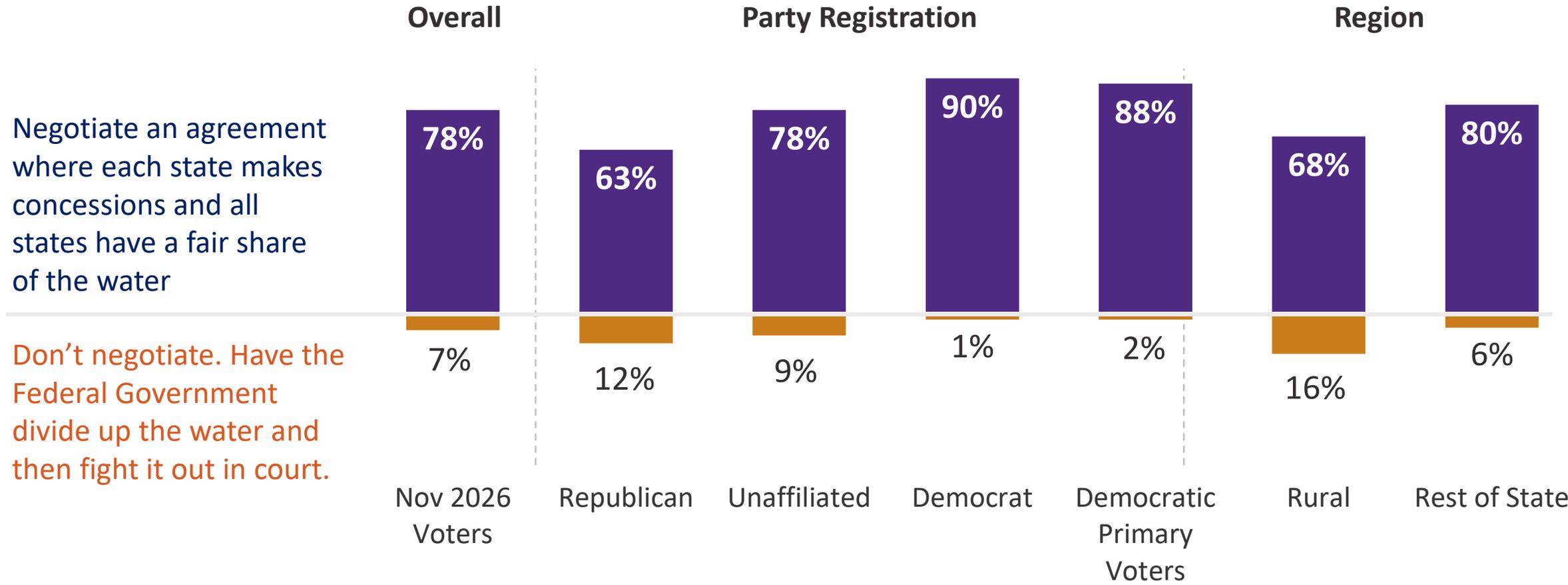
Colorado doesn't need to conserve more water. The reason there is a crisis with the Colorado River is because California and Arizona are taking too much water. They need to use less.



Voters want to negotiate the future of the Colorado River

They don't want the Federal Government to divide up the water or fight it out in court

When it comes to the future of the Colorado River, which approach do you believe is more likely to lead to a stable and secure water supply for Colorado in the long term?



When it comes to the Colorado River Negotiations, voters want a **Colorado-led Solution**

Colorado-led Solution: By leading negotiations, we control our own destiny and get a seat at the head of the table to craft a Colorado-led solution that protects our water rights and secures our water for the long term.

Risk: Working together with other Western states to find a solution is the only way to get certainty and avoid the risk of losing our water. Going to court is an unpredictable gamble we could lose. A single judge could permanently cut Colorado's water creating chaos for Colorado's families, cities, towns, farms and ranches.



Best Message with nearly every demographic group



Best Message with Democratic Primary Voters

■ Very Convincing ■ Total Convincing

Voters want Colorado to take the lead in the negotiations and not let politicians in Washington or the courts decide our water rights

Negotiation Message Statement: Colorado should take the lead in bringing Western states together on the Colorado River negotiations to craft a Colorado-led solution that conserves water in our rivers and protects our water rights. Making sure that our families, cities, towns, farms, and ranches have the water they need in the face of drought means we can't let judges and politicians in Washington decide Colorado's water rights or we will lose our water.