



Colorado
Secretary of State

Colorado's Outreach Campaign to Counter MDM

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Two Step Process

1. Survey to determine breadth and nature of the problem
2. Outreach to address MDM based on those findings



Survey Background

Following 2020 election, the Colorado Department of State became concerned that MDM mostly related to other states and to Colorado's use of Dominion Voting Systems could affect voter confidence in Colorado's election model.

So the Department conducted two surveys:

1. Qualitative survey (83 participants / 82 registered voters) – Conducted March 2021. Respondents were asked a wide range of open-ended questions about their voting experience and confidence in the 2020 election. These answers served as the basis for the quantitative questions
2. Quantitative survey (1,010 respondents) – Conducted May 2021. Respondents were asked close-ended questions on perceptions of Colorado's elections and how they acquire "news."

Respondent Demographic Profile n=1,010

Gender	
Male	48%
Female	51%
Non-binary	2%
Age	
Under 30	21%
30-39	19%
40-49	18%
50-64	24%
65+	18%
Income	
Less than \$25,000	13%
\$25,000 to \$49,999	18%
\$50,000 to \$74,999	16%
\$75,000 to \$99,999	16%
\$100,000 to \$149,999	17%
\$150,000 to \$199,999	9%
\$200,000 or more	6%
Prefer not to answer	5%

Ideology	
Liberal	28%
Moderate	41%
Conservative	31%
Political Party	
Democrat	35%
Unaffiliated	36%
Republican	26%
Other	3%
Ethnicity	
White or Caucasian	73%
Hispanic	19%
Black or African American	4%
Asian or Asian American	4%
American Indian	1%
Other	1%



Area	
Rural	10%
Small city or town	18%
Suburb near a large city	45%
A large city	26%

Colorado Region	
Front Range	81%
Mountain	5%
Western	7%
Southern	5%
Eastern	2%

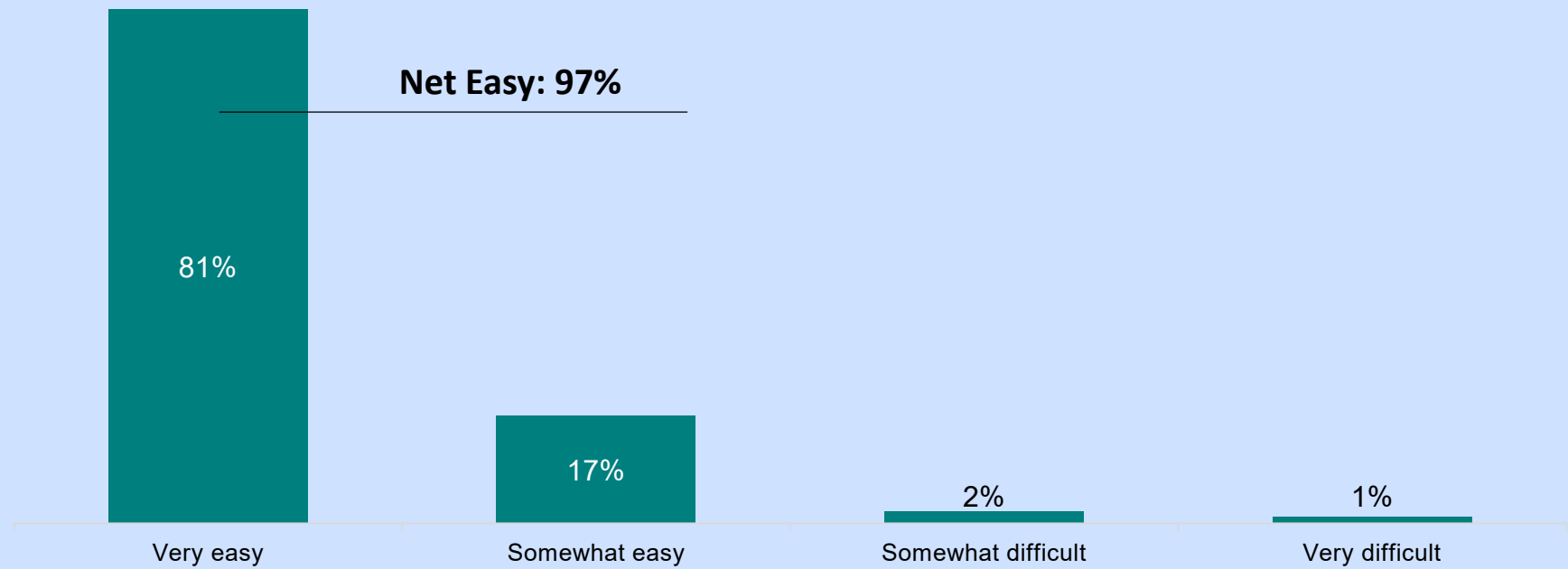


Conclusions: The Good

- Coloradans find voting easy and accessible.
- They trust the Department and the counties to run free and fair elections.
- They benefit from the election information provided by the Department and counties.
- Coloradans have more confidence in state/local elections than national elections.

Nearly all Coloradans say it was easy to vote in 2020.

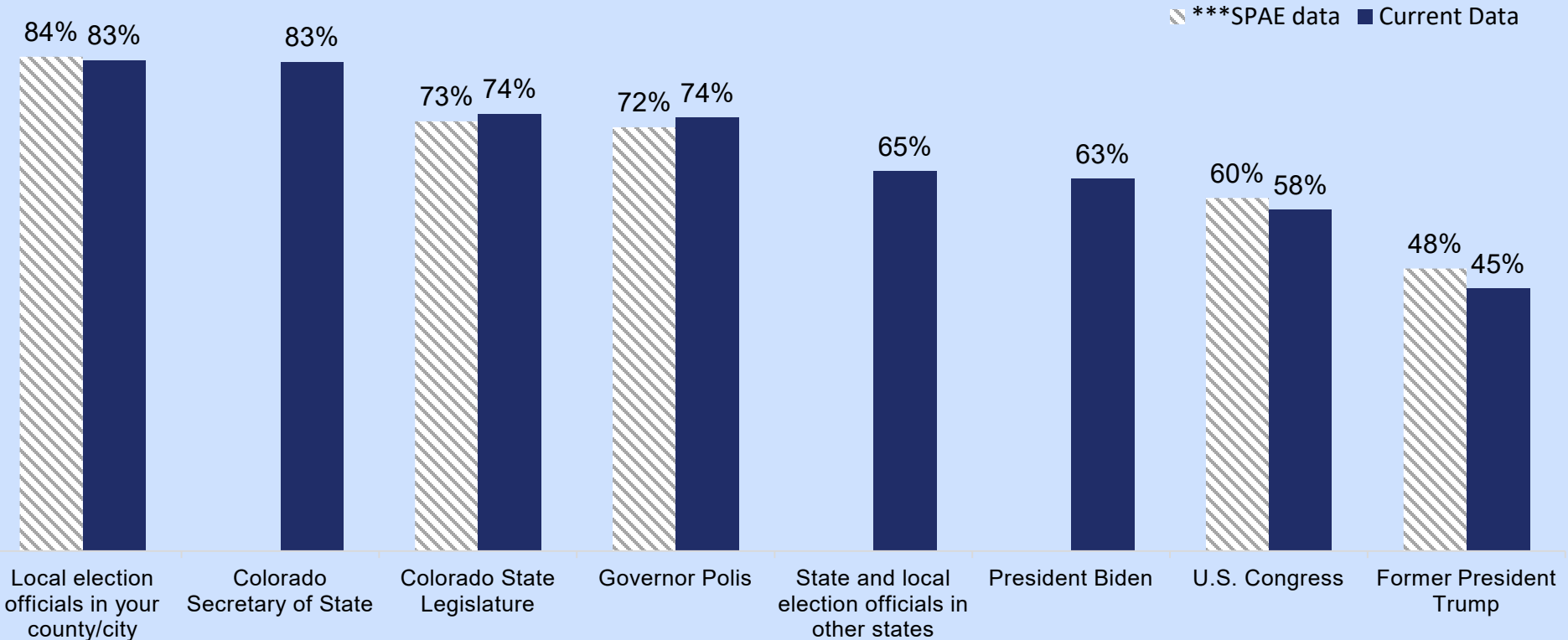
Description of Voting Experience in 2020
(Asked among 2020 voters)



Q: In the 2020 election how easy was it for you to vote in Colorado? (n=848)

Four in five Coloradans believe the Department and Counties are committed to fair and accurate elections.

Perceived Commitment to Fair and Accurate Elections
(% Very/somewhat committed)

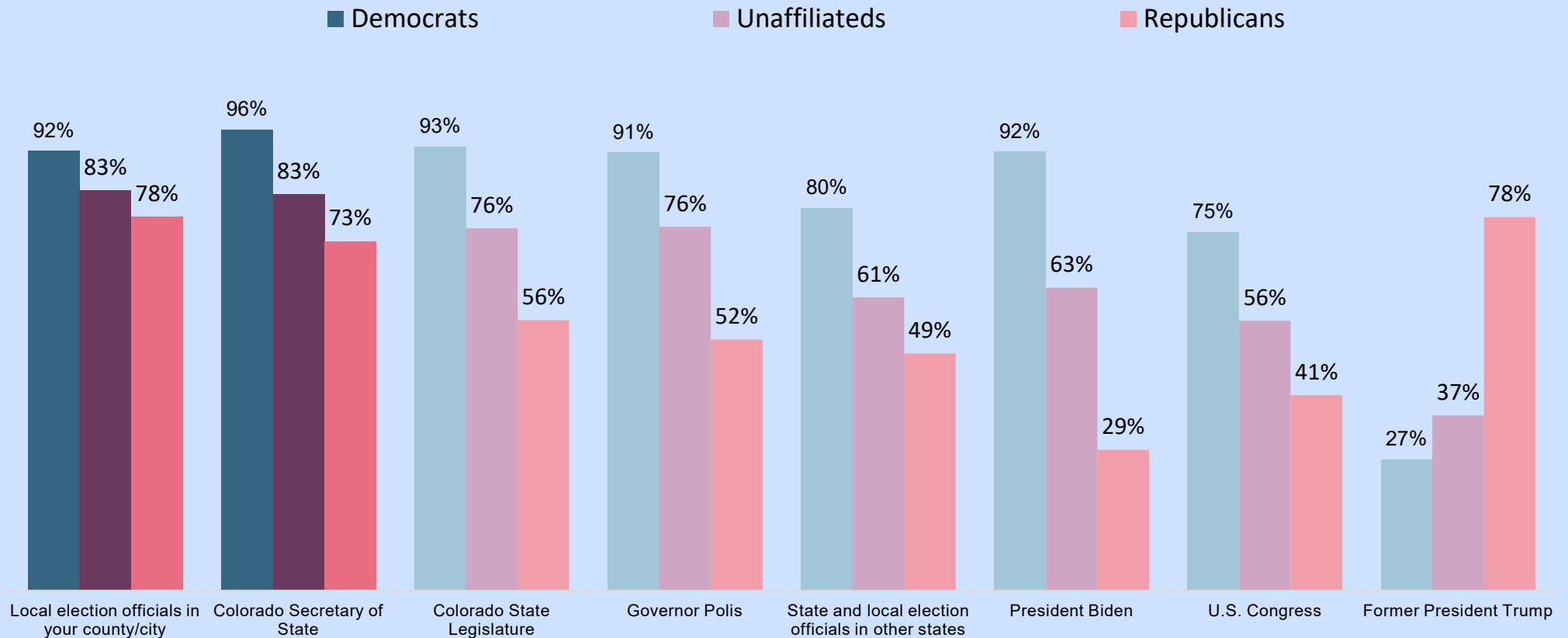


***National numbers come from the Survey of the Performance of American Elections (SPAE) More information can be found [here](#).

Q. How committed would you say each of the following is to make sure elections in the US are fair and accurate? (Total, n=1,010)

Coloradans across political parties believe the Department and Counties share a commitment to fair and accurate elections.

Perceived Commitment to Fair and Accurate Elections
 (% Very/somewhat committed)



Q: How committed would you say each of the following is to make sure elections in the US are fair and accurate?.

(Dem, n=313; Unaffiliated, n=321; Republican, n=240)

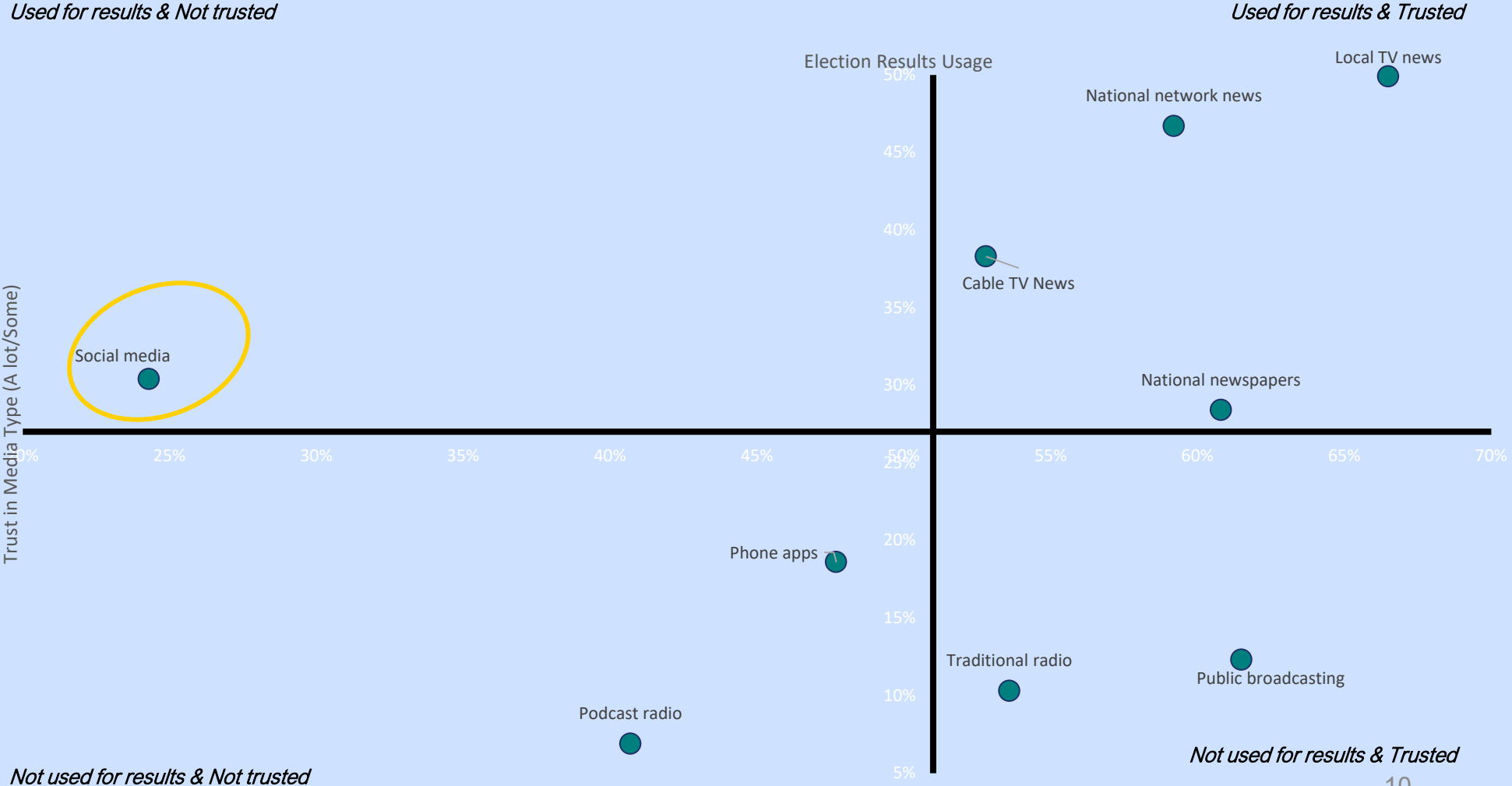


Conclusions: The Bad

- While most respondents have confidence in Colorado elections, all groups have less confidence in the security and integrity of national elections.
- People consume a lot of social media even though they don't trust it.
- Roughly 40% of respondents believe fraud significantly contributed to national outcome of the 2020 election.
- Concern about voter fraud narratives varies significantly – from no fraud to total fraud.

These traditional news sources tend to be more trusted and widely used for election results. In digital, while social media is used for election results, very few trust it.

Media Used for Election Results by Trust



Q: Where did you get your news about the 2020 election and election results? Please select all that apply. (n=1,010)

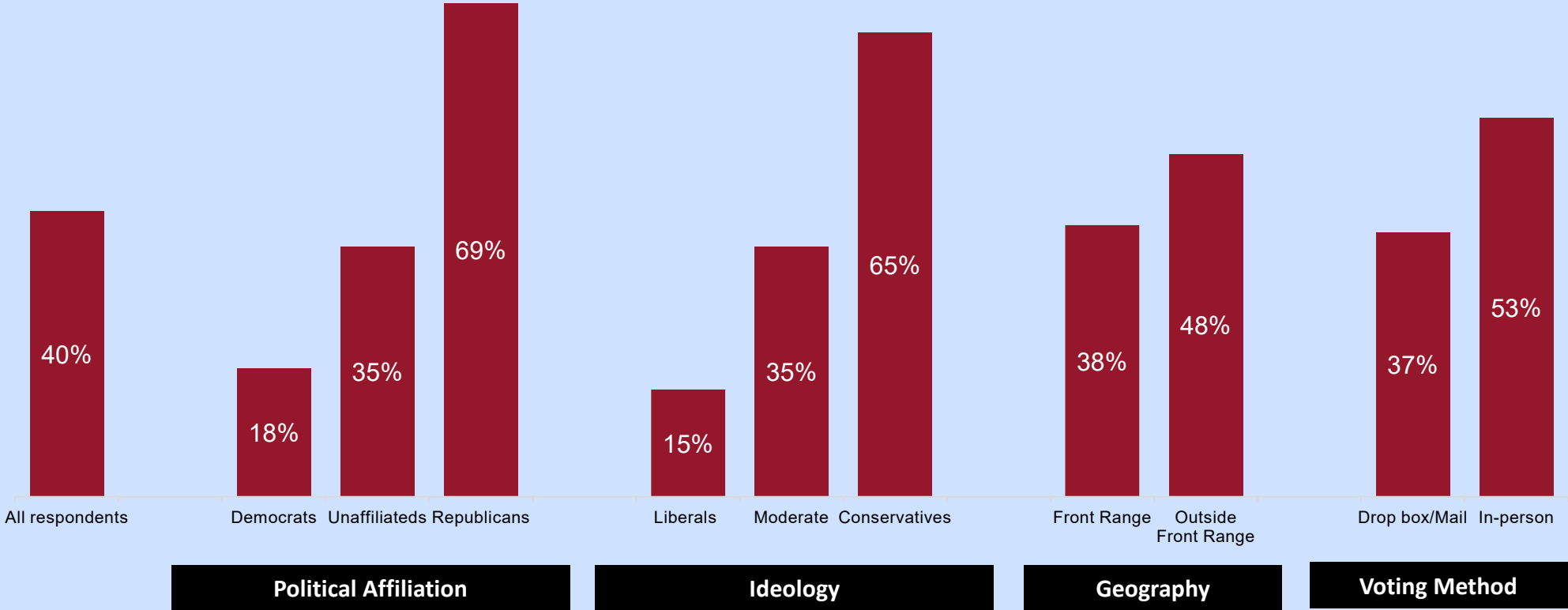
Q: How much trust do you place in the following types of media to report on the security and integrity of the election process and election results? (n=1,010)

Nearly 40% of Coloradans believe voter fraud contributed to the national outcome of the 2020 election. This belief is driven by partisan and ideological differences, geography, and voting method.

Q: True or False:
Voter fraud significantly contributed to the outcome of the 2020 election.

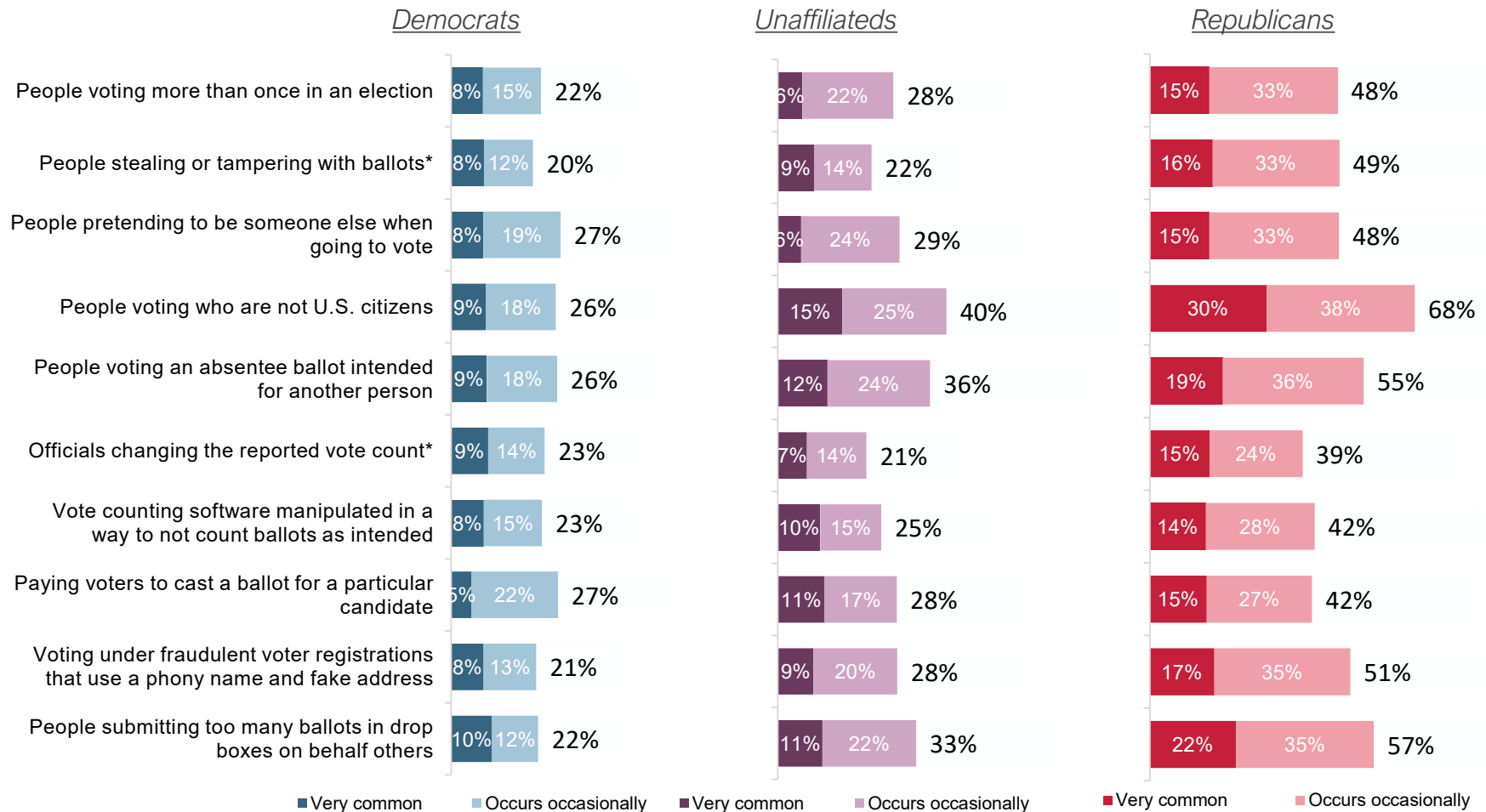
(Split B=503:
Dem, n=147;
Unaffiliated, n=153; Rep, n=135;
Liberal, n=128;
Moderate, n=204,
Conservative, n=171; Front Range, n=410; Outside Front Range, n=93
Dropbox/mail, n=356; In-person, n=62;)

Respondents who believe that voter fraud significantly contributed to the outcome of the 2020 election



Partisanship is a major driver of voter fraud belief. More Republicans believe voter fraud occurs in Colorado in various ways.

Occurrence of Voter Fraud Locally by Partisanship

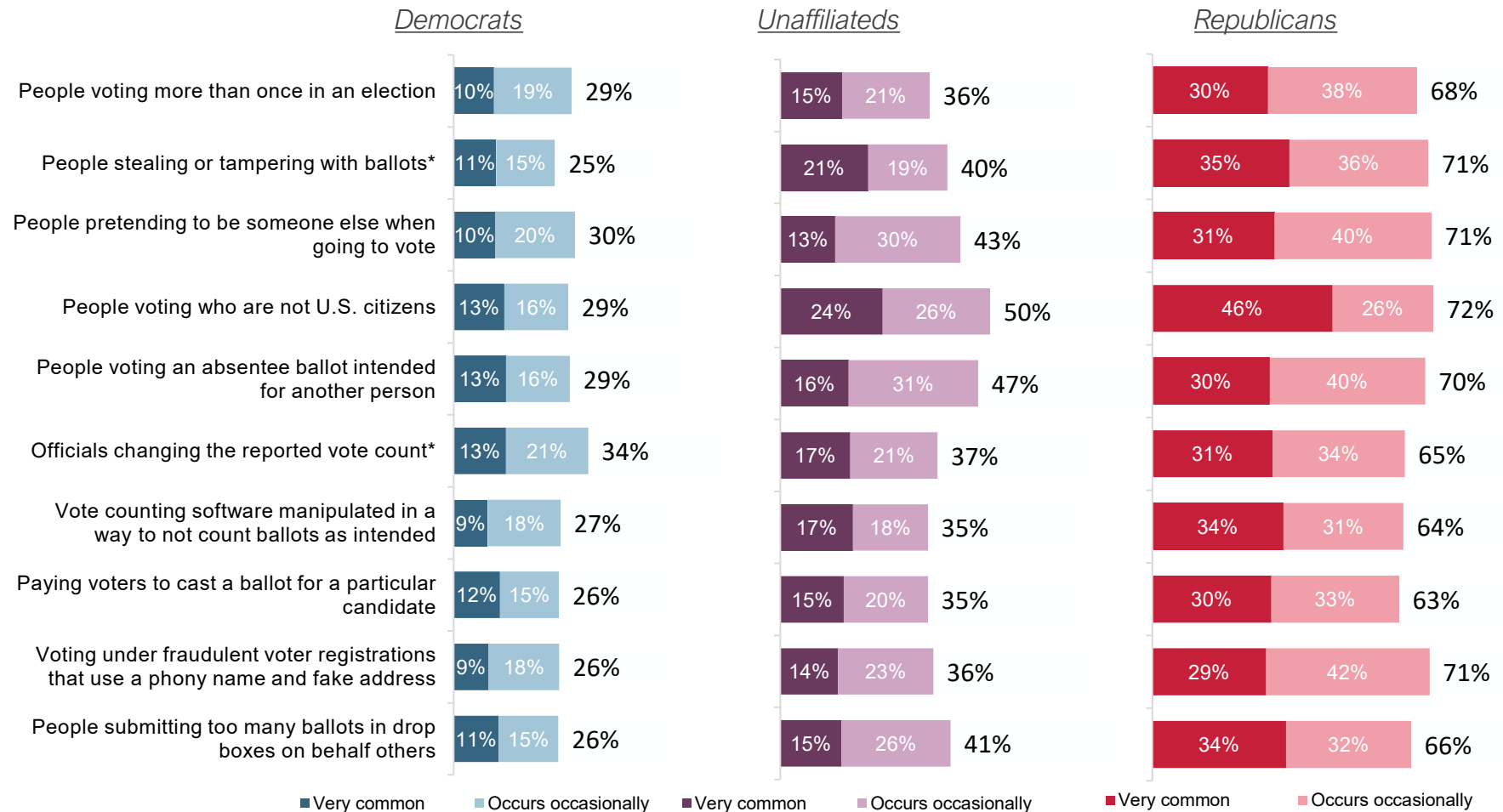


Q: Please indicate how often you think these activities occur in your county or city.

(Dems, n=147; Unaffiliateds, n=153; Reps, n=135)

Partisanship affects perceptions of national fraud too. Republican respondents are more likely to believe voter fraud occurs frequently across categories nationally.

Occurrence of Voter Fraud Nationwide by Partisanship



Q: Please indicate how often you think these activities occur in throughout the country..

(Dems, n=147; Unaffiliateds, n=153; Reps, n=135)

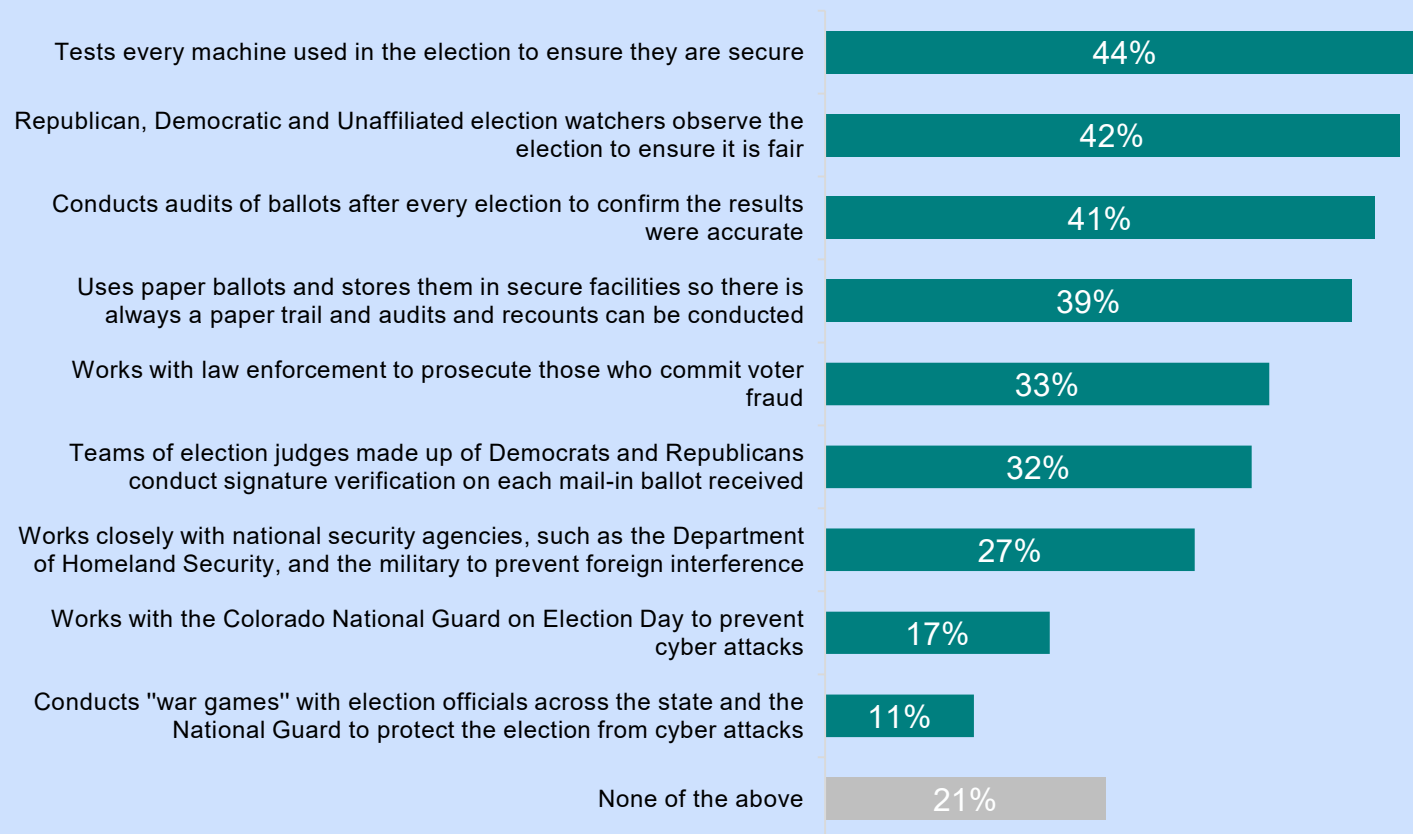


Messaging Opportunities

- Low level of knowledge about key elements of election integrity/security.
- Knowledge can increase confidence – things like security measures/bipartisan model/ballot tracking each correlated with increased trust.

Four in five Coloradans are aware of at least some action taken by the state to secure elections.

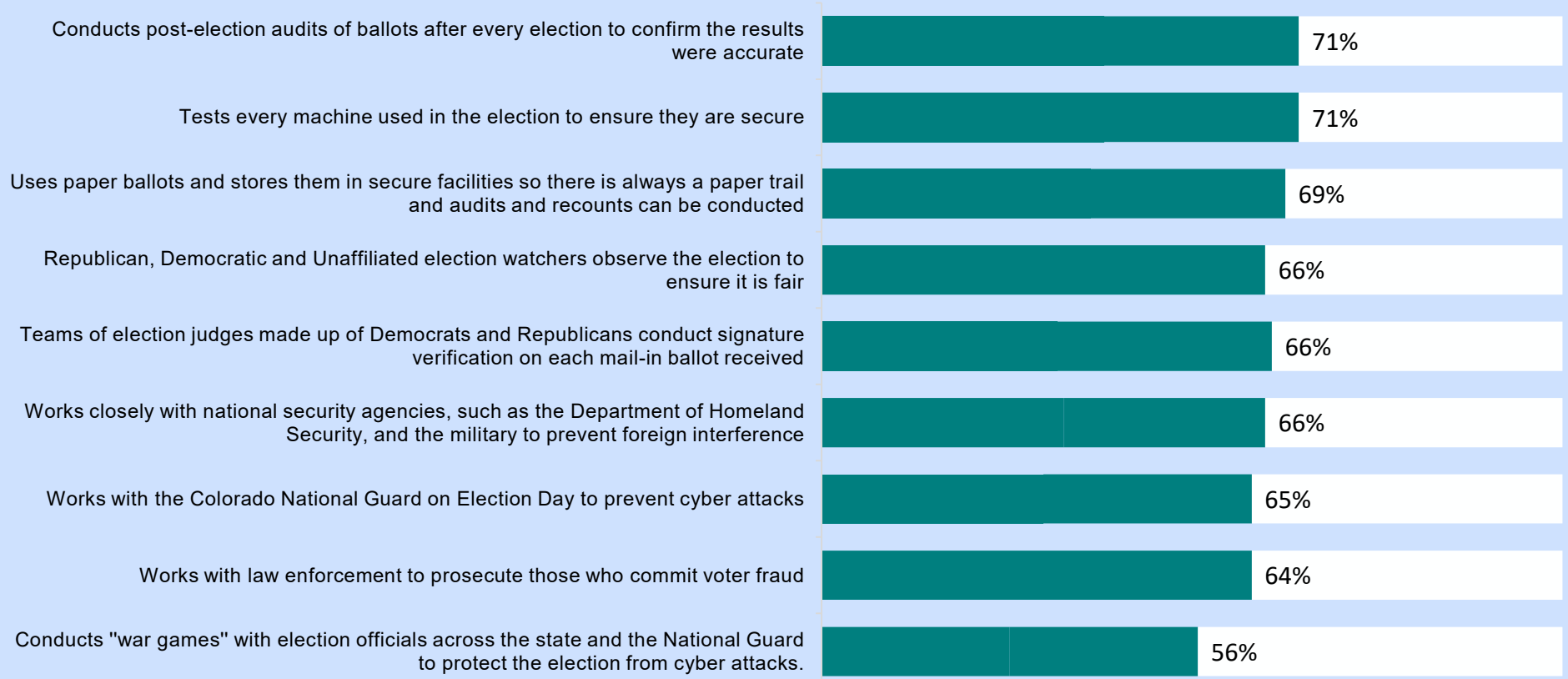
Awareness of Actions taken by State to Secure Election



Q: Which of the following actions, if any, are you aware that Colorado takes to ensure elections in the state are secure and free from interference and fraud? (n=1,010)

Colorado security practices improve voter confidence

Impact of Action of Level of Confidence in Colorado's Election System
 (% Much more/Somewhat more Secure)



Q:How does knowing that Colorado takes the following actions impact the level of confidence you have in the security and integrity of Colorado's election system? (Total, n=1,010)



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Colorado's Outreach



Countering Disinformation

- **Objective:**

1. Raising awareness of the disinformation threat
2. Promoting critical thinking
3. Directing folks to trusted voices

- **How?**

1. Create a catchy communications campaign to highlight critical thinking
2. Amplify positive messages
3. Proactively message election security protocols
4. Point voters to trusted voices, telling the truth



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Catchy Campaign: “Opinions are fun. Facts are Better.”

“I-70 traffic is my favorite winter activity.”

An illustration of a black penguin standing on a road. In the background, there are stylized mountains and several cars, including a yellow car, a green car, a white van, and an orange van, all appearing to be stuck in traffic.

**OPINIONS ARE FUN.
FACTS ARE BETTER.**

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Go to **GoVoteColorado.gov** for official election information.

“Flip-flops are all-season footwear.”

An illustration of a green cartoon fish wearing red flip-flops, standing on a light blue background with white snowflakes falling around it.

**OPINIONS ARE FUN.
FACTS ARE BETTER.**

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Go to **GoVoteColorado.gov** for facts on registering, voting safely and election information.



Three Part Plan:

- 1. Amplification Network** – A broad spectrum of Coloradans and organizations to highlight Department messaging.
 - Government offices and officials
 - Unions and Chambers of Commerce
 - Religious organizations (and non-religious organizations)
 - Sports teams
 - Law Enforcement
- 2. Google Ads** – search responses based on elections-related and conspiracy-related search terms
 - Election Auditing
 - Dominion Voting System
 - Voter Fraud
 - Illegal Voting
- 3. Election Integrity Website** – to direct people to honest information about elections, as well as shed light on the threat, highlight trusted voices, and more



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Questions?

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