

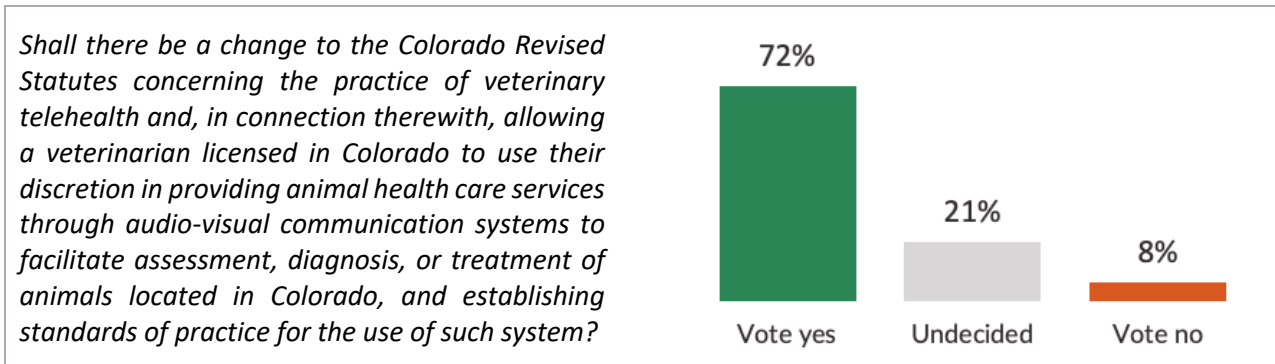
From: Chris Keating and Jake Martin, Keating Research
To: Interested Parties
Subject: New Poll Results:
Veterinary Care Ballot Measures Receive Widespread Support
Date: January 10, 2024



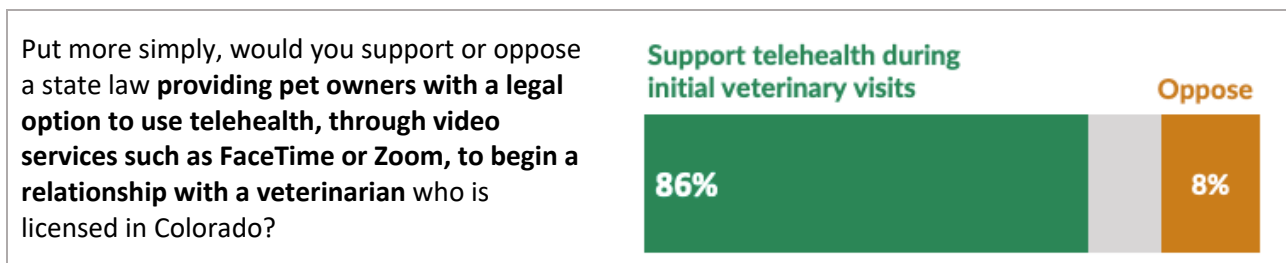
In a new Keating Research poll of 800 likely November 2024 voters in Colorado, a pair of ballot measures to improve care for pets and increase access to veterinary care are supported by wide margins. Voters consistently line up with strong bipartisan support for both measures, with 72% supporting the ballot measure to allow veterinarians to use telehealth at their discretion and 65% supporting the ballot measure to establish the Veterinary Professional Associate position. Both proposals also face extremely low opposition, as fewer than 10% say they will vote no on the measures.

By Wide Margins, Voters Support Allowing Veterinarians to Use Telehealth at Their Discretion, Including During Initial Visits

The proposed ballot measure to expand veterinary telehealth to be used at the discretion of veterinarians has broad support with 72% of likely voters saying they will vote yes, while just 8% would vote no and 21% are undecided. This ballot measure is a **non-partisan issue** that has sweeping support from at least two-thirds of voters in all parties, including 78% of Democrats, 70% of Unaffiliated and 67% of Republicans. This measure to give veterinarians the discretion to use telehealth when they see fit receives support across all other demographic groups, including among voters with pets (74% vote yes) and those without pets (65% vote yes).



Support for this proposal grows significantly stronger when respondents were provided a simplified description of the ballot measure: **86% said they support providing pet owners with the choice to use telehealth to begin a relationship with a veterinarian.**



A critical element of this proposal is to expand the use of telehealth so that veterinarians have the discretion to use telehealth for initial, first-time visits with an animal. Nearly half of voters (47%) say that telehealth for first-time, initial visits makes them more likely to support this measure, while just 8% say it would make them less likely to do so.

This measure allows veterinarians the right to use telehealth during an initial, first-time visit with an animal if they feel it is appropriate.

Does that make you more likely to support it, less likely to support it, or does it make no difference?

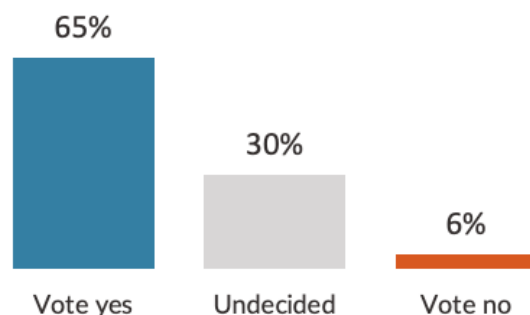


Establishing the Veterinary Professional Associate Position Is Supported by 65% of Voters

A second proposed ballot measure, which establishes the Veterinary Professional Associate position (VPA), is supported by a ten-to-one margin: 65% voting yes, while just 6% say they will vote no and 30% are undecided.

This proposal also enjoys broad support and is viewed as a **non-partisan issue**, receiving support across all political parties: more than 3-of-5 Democrats (67%), Unaffiliated (64%), and Republicans (65%) say they will vote yes on this ballot measure. Majority support is found across all other demographic groups, including 65% of people with pets and 63% of people without pets saying they will vote yes on the Veterinary Professional Associate ballot measure.

Shall there be a change to the Colorado Revised Statutes concerning recognition and regulation of Veterinary Professional Associates and, in connection therewith, establishing the general qualifications for that designation and requiring the state board of veterinary medicine to develop rules enabling the creation of the Veterinary Professional Associate profession, which will allow individuals with an advanced degree in veterinary clinical care to practice veterinary medicine under the supervision of a licensed veterinarian?



When voters are provided a simple, plain language description of this proposal, undecided voters break in favor of the policy with overall support increasing to 84%, while just 7% say they would oppose “a state law establishing the Veterinary Professional Associate profession, which would allow people with a master’s degree in veterinary care to carry out tasks such as routine check-ups, minor conditions, performing procedures, and treating patients while under the supervision of a licensed veterinarian.”

Bottom line: Both measures are well-positioned to earn strong support from voters in the November election. Voters of all types support these ballot measures – including voters across party lines, voters with pets and those without, and voters across all demographic groups and regions. Meanwhile, opposition to these ballot measures is rare, as fewer than 1-of-10 voters say they would vote no on these proposals. In fact, support for these measures only grows stronger as voters learn more about the policy.

These results are based on a hybrid poll of 800 likely November 2024 voters in Colorado. The sample is distributed to accurately represent likely 2024 voters in Colorado based on party registration, gender, age, region, and education. The worst-case margin of error at the 95% level for the full sample of 800 respondents is plus or minus 3.5%. The poll was conducted from November 27 - December 4, 2023, by Keating Research, Inc.