

Poll-powered advocacy for the Colorado Farm Bureau

Client Challenge

Modernizing advocacy with data

With updated branding and new executive leadership, the Colorado Farm Bureau (COFB) sought to elevate its advocacy by embracing a research-driven strategy. COFB needed a partner who could deliver trusted data, rigorous insights, and actionable guidance. i360 was uniquely positioned to provide both the industry's most comprehensive voter database and a proven track record in survey research.

i360 solutions featured in this story

- Full-service survey research
- Interactive dashboards
- Insights powered by i360's database

i360's Solution

Multiyear polling built for impact

i360 launched a multiyear research program that combined methodological rigor with practical outputs tailored to COFB's needs. We delivered the insights through detailed memos, interactive dashboards, and direct board presentations from our survey research director, ensuring leaders had clarity and confidence at every step.



BRAND TRACKING

Continuous measurement of awareness and favorability



BALLOT MEASURE POLLING

Statewide surveys on issues that matter to growers and ranchers



MESSAGING SUPPORT

Data-backed talking points for use at the statehouse

The Results

Leveraging data to influence outcomes

Credibility that carries weight

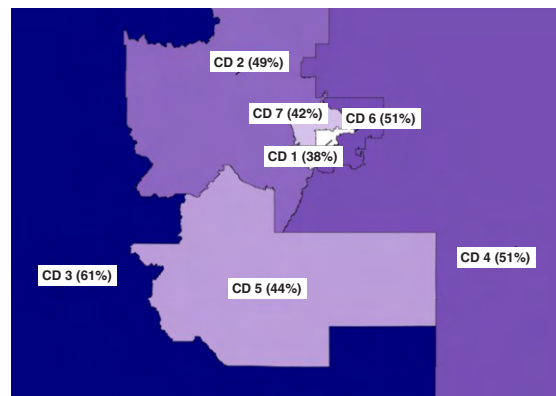
i360's rigorous methods and reputation strengthen COFB's standing with legislators and stakeholders, giving their advocacy data-backed authority.

Benchmarks that promote accountability

Multiyear tracking allows COFB to evaluate the true impact of branding, communications, and lobbying over time, separating what resonates from what doesn't.

Insights that drive action

By connecting survey results to i360's voter file, COFB can target priority audiences with precision, ensuring advocacy efforts are focused and effective.



i360's cost-effective surveys reached multiple congressional districts.

i360 polling identified where the public aligned or diverged on key issues, such as water rights. These insights directly inform COFB's messaging and legislative engagement.

	Age					Education		Income			
	All	18-29	30-44	45-64	65+	College degree or higher	No college degree	0-50k	50-100k	100-150k	150k+
Water Distribution Opinion Water is a limited resource in Colorado. If the state's water resources become scarce, which of the following is closest to your opinion?	All	18-29	30-44	45-64	65+	College degree or higher	No college degree	0-50k	50-100k	100-150k	150k+
Everyone living in Colorado should have equal access to water.	61	57	64	67	52	60	61	60	57	65	63
Urban areas should have priority if water resources become scarce.	5	9	5	3	3	6	3	7	4	3	4
The current water allocation system (prior appropriation) should be maintained.	20	17	21	17	27	18	22	18	20	20	22
Not sure / No opinion	14	18	10	13	18	15	13	14	18	12	10
Unweighted N	1,036	124	265	341	306	648	388	489	302	136	109

	Cluster					Party ID			
	All	Rural	Exurban	Suburban	Urban	Dense urban	Republican	Democrat	Independent
Water Distribution Opinion Water is a limited resource in Colorado. If the state's water resources become scarce, which of the following is closest to your opinion?	All	Rural	Exurban	Suburban	Urban	Dense urban	Republican	Democrat	Independent
Everyone living in Colorado should have equal access to water.	61	52	60	63	62	60	59	62	61
Urban areas should have priority if water resources become scarce.	5	1	5	4	5	11	5	4	6
The current water allocation system (prior appropriation) should be maintained.	20	23	19	20	20	23	22	19	19
Not sure / No opinion	14	24	16	14	13	5	14	15	13
Unweighted N	1,036	125	153	244	425	89	405	486	145

About i360

i360 is the leading provider of data and technology for organizations that promote free enterprise and individual liberty. For more than 15 years, we've helped customers activate deep insights into nearly every American consumer, including the voters who matter most to your cause. From polling and targeting services to analytics platforms and field apps, our suite of tools delivers smarter, more effective campaigns.



Discover more and schedule a consultation.

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