



LOCATION 200 Interstate Park Drive Suite 238
Montgomery, AL 36109

CONTACT +1 (202) 505-5314
CYGN.AL

MEMO

DATE: Friday, June 8, 2018
TO: Interested Parties
FROM: Brent Buchanan, President
RE: Survey of Likely General Election Unaffiliated Voters in Colorado

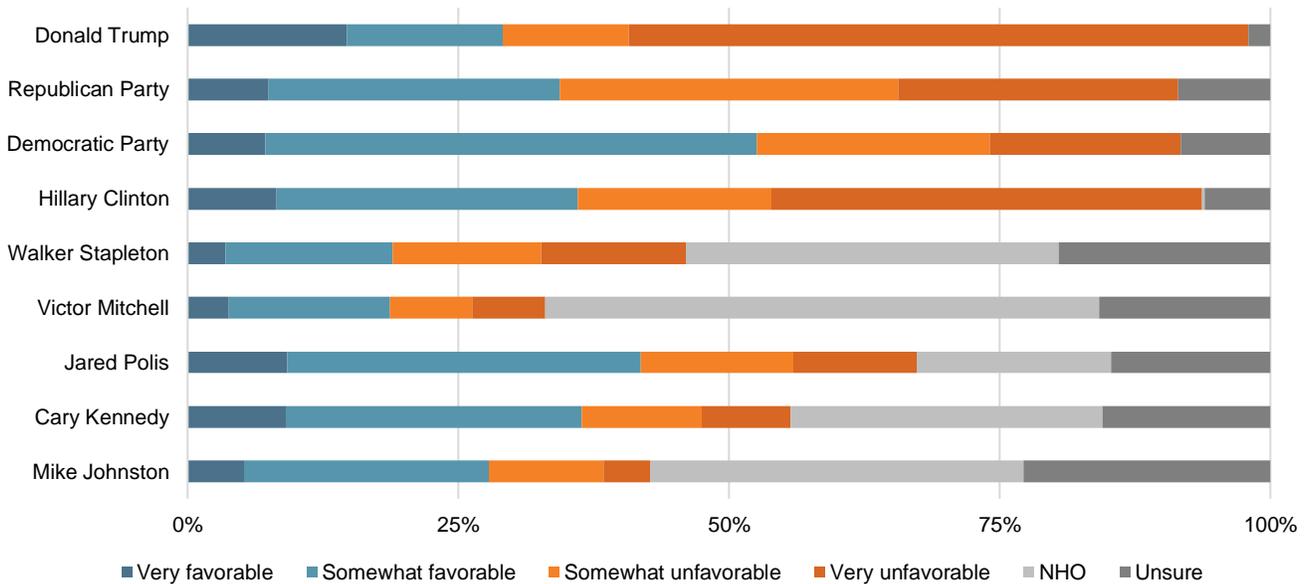
SUMMARY

This year, Colorado’s unaffiliated voters will have the opportunity to vote in a partisan primary election for the first time. With a population pushing 1.5 million, unaffiliated voters could have significant impact on each party’s nomination process – depending on how many unaffiliated voters turnout and in which partisan primary they cast their ballot.

[Cygna](#), a national research firm, conducted a telephone survey in Colorado from June 5-7 to examine the public opinion of likely general election unaffiliated voters concerning the impact and awareness of the June 26th primary elections and issues surrounding the state.

Likely general election unaffiliated voters were selected for this survey as they have a greater likelihood to participate in a primary election than unaffiliated voters who do not have a recent history of voting in any statewide election.

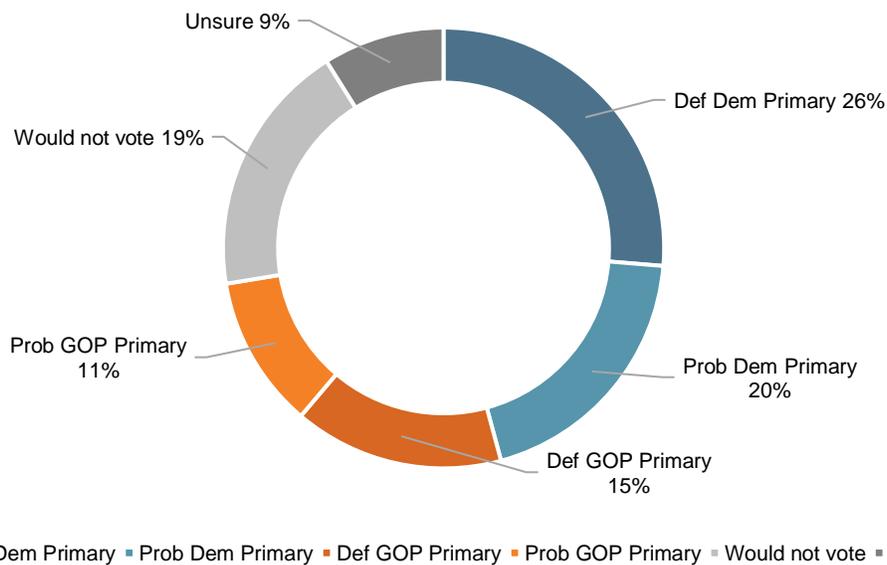
IMAGE TESTS



- Almost 7 out of every 10 unaffiliated respondents (69%) have an unfavorable opinion of Trump. 57% have a very unfavorable opinion.
- Hillary Clinton’s image test produced similar results to the president’s, with 58% overall unfavorability. Although Clinton’s favorability reached 36%, it was largely soft in intensity (28% somewhat fav).
- 53% of unaffiliated voters have a favorable opinion of the Democratic party, compared to only 34% holding the same sentiment toward the Republican party.

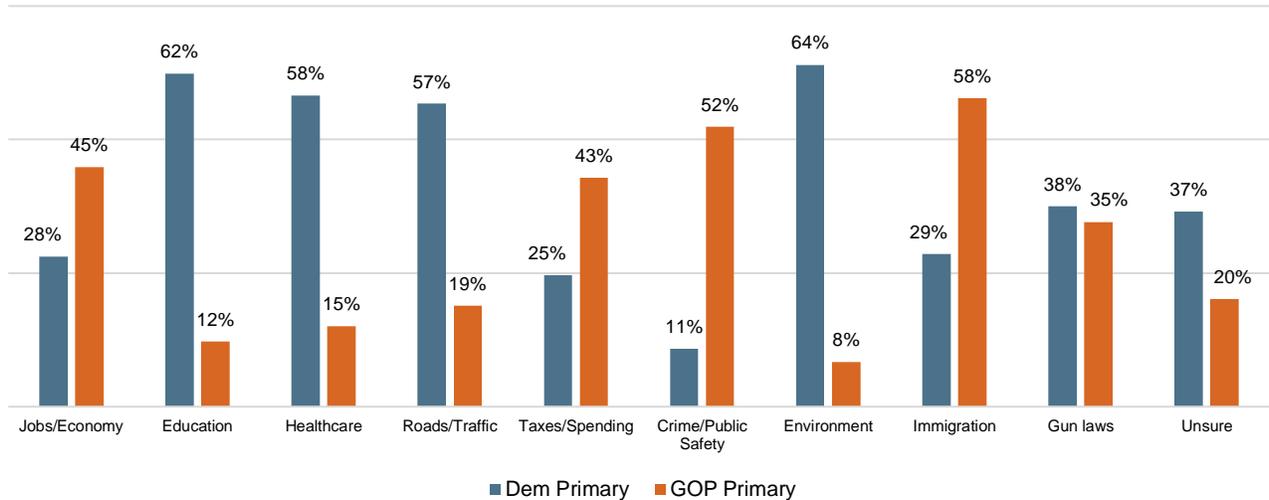
- The survey included image tests (name ID/favorability) of five candidates for governor: Walker Stapleton, Victor Mitchell, Jared Polis, Cary Kennedy, and Mike Johnston.
- Of the three Democratic candidates tested, Polis has the strongest image (67% name ID | 42% fav) among unaffiliated voters, followed closely by Kennedy (56% name ID | 36% fav). Johnston's image (43% name ID | 28% fav) is trailing.
- Among Unaffiliated voters that say they plan to vote in the Democratic primary Jared Polis has the strongest image rating (61% fav / 13% unfav), followed by Cary Kennedy (52% fav / 12% unfav) and Mike Johnston (38% fav / 12% unfav)
- Among Unaffiliated voters that say they plan to vote in the Republican primary Stapleton's favorability is right side up (35% fav / 16% unfav). Mitchell's image is similar to Stapleton among Unaffiliated voters that plan to vote in the Republican primary (35% fav / 10% unfav)
- Mitchell has the stronger image (36% name ID | 19% fav) of the two Republican candidates tested. Stapleton's favorability is upside down (19% fav / 27% unfav).

PRIMARY CHOICE



- 72% of survey respondents indicated that they would participate in a primary election. 46% selected the Democratic primary, while 27% selected the Republican primary. Only 19% of respondents said they would not vote.
- It's important to note that survey respondents are often aspirational in their responses to voter intention questions and actual turnout can vary.
- 52% of women selected the Democratic primary, compared to only 40% of men.
- 39% of men 40-54 years old are breaking in favor the Republican primary, compared to just 34% saying they would vote in the Democratic primary. This is the only age + gender grouping that breaks in favor the Republican primary.
- Primary ballot choice is tied at 35% among college-educated men. Respondents in every other gender/education grouping are breaking for the Democratic primary by at least 20 points.





- In deciding which candidate they will support, unaffiliated voters indicated the three most important issues are education (22%), healthcare (19%), and jobs and the economy (16%).
- The two primaries are attracting voters with different top issues.
- Looking at the ballot breakdown by top issue, the Republican primary attracts voters who care most about jobs and the economy (45%), taxes and spending (43%), crime and public safety (52%), or immigration (58%) also indicated they would participate in the Republican primary.
- The Democratic primary gains unaffiliated voters who care most about education (62%), healthcare (58%), roads and traffic (57%), and the environment (64%).
- 66% of respondents said they have seen, read, or heard information about the June 26th primaries. Among these respondents, 50% indicated they will participate in the Democratic primary, while 27% said they will vote in the Republican primary.

METHODOLOGY

This telephone survey was conducted June 5-7, 2018, with 601 likely general election voters. It has a margin of error of $\pm 4.00\%$. Interviews were conducted using live operators to landline and cell phones. Landline interviews constituted 42% of the responses, while 58% were conducted by cell phone. The survey was weighted to a likely statewide general election unaffiliated voter universe for Colorado.

