

**MEMORANDUM**

**TO: MIKE COFFMAN FOR CONGRESS  
NATIONAL REPUBLICAN CONGRESSIONAL COMMITTEE**

**FROM: DAVE SACKETT  
LAUREN HUTCHINSON**

**RE: KEY FINDINGS FROM A SURVEY OF VOTER ATTITUDES IN THE SIXTH  
CONGRESSIONAL DISTRICT OF COLORADO**

**DATE: SEPTEMBER 14, 2018**

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The Tarrance Group is pleased to present the Mike Coffman for Congress Committee and the National Republican Congressional Committee with the key findings from a survey of voter attitudes in the Sixth Congressional District of Colorado. These key findings are based on telephone interviews with N=400 registered voters throughout the district. Responses to this survey were gathered September 11-13, 2018, and the margin of error associated with a sample of this type is  $\pm 4.9\%$  in 95 out of 100 cases.

**KEY FINDINGS**

- President Trump stands with a forty-one percent (41%) approve and fifty-four percent (54%) disapprove among voters in the district. There is significant intensity to his disapproval, with 52% indicating that they “strongly disapprove.”
- His approval among Independent voters mirrors the district as a whole, with 40% of Independent voters indicating that they approve of the job he is doing and 52% disapprove. His disapproval stands at 57% among Arapahoe CO Independents and 57% among white Independents.
- Congressman Coffman stands with a 48% favorable and forty-three percent (43%) unfavorable rating among district voters. As you can see from the chart below, Coffman’s favorable rating has been very stable over time – going all the way back to 2012.

	9/25/12	9/17/14	9/19/16	9/13/18
Coffman – favorable	52%	48%	52%	48%
Coffman – unfavorable	30%	34%	29%	43%

- The difference in his unfavorable ratings this cycle is that the national environment and views of President Trump have caused his negatives to be higher among registered Democrats, and he currently stands with an 80% unfavorable rating among Democrats
- The strength of Coffman’s image – and the key to his success again in 2018 – is that his image is not impacted by the national environment among Independents, and he has continuously (throughout his career) maintained a positive image among Independent voters.
- There are currently forty-eight percent (48%) of Independent voters indicating that they have a favorable impression of him and only thirty-eight percent (38%) indicating that they have an unfavorable impression.
- Coffman has been able to maintain a solid image among Independent voters even in the face of the current political environment where a majority of Independents disapprove of the job that President Trump is doing.
- As you can see from the chart below, Coffman is in a statistical dead heat on the ballot tests against Crow – both in a two-way ballot test and a ballot test that includes the Libertarian candidate.

Coffman	45%
Crow	46%
Undecided	9%
Coffman	40%
Crow	42%
Libertarian candidate	9%
Undecided	9%

- On the multi-candidate ballot test, Congressman Coffman stands with eighty-four percent (84%) of the vote among Republicans, while 8% of Republicans are voting for Crow, 6% are voting for the Libertarian candidate, and 3% are undecided.
- Crow is similarly positioned among registered Democrats, with eighty-seven percent (87%) of Democrats indicating they would vote for Crow, 4% indicating they would vote for Coffman, 6% voting for the Libertarian candidate, and 4% undecided.
- The ballot test among Independents remains fairly fluid at this point, with nineteen percent (19%) of Independent voters still undecided. There are 35% of Independent voters that are voting for Coffman, while thirty-three percent (33%) are voting for Crow, and 13% would vote for the Libertarian candidate.

- While the political environment in the district is worse than it was in 2016, Coffman's image and his brand demonstrate the capacity to overcome this generic disadvantage, as he has in the past. All three Coffman metrics – his favorable, his job approval, and his ballot strength overperform the political environment, and continue to demonstrate his capacity to encourage ticket-splitting among district voters.
- There is a significant history of ticket-splitting in this district, as exemplified by the fact that President George W. Bush and Ken Salazar both carried the district on the same election night, as was also the case for Senator Cory Gardner and Governor John Hickenlooper.

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