New research conducted by Global Strategy Group, in partnership with Progress Now Colorado for Mountaineer Research, shows that Lauren Boebert is extremely vulnerable despite the GOP tilt of Colorado's Third Congressional District. Boebert's standing has taken on significant water since we last polled the district[1] in 2021 and voters overwhelmingly believe that she is focused on promoting herself and defending Donald Trump – not on the issues that matter to them. Boebert has a very defined negative brand: voters see her as a far-right extremist who is out of touch and focused on the wrong things. As a result, **even though the district tilts toward Republicans on the generic ballot by 11 points, Boebert is tied with Adam Frisch 45%-45%.** Perhaps more concerning for the incumbent, she trails Frisch by 19 points among the 61 percent of the electorate that can ID both candidates, indicating that Frisch has significant room to pull ahead of Boebert if he can build his name ID further.

Key Findings:

Boebert's standing has declined since 2021, largely because she is woefully out of step with her constituents. Despite the fact that this poll was conducted in a more GOP-friendly universe than our 2021 poll, Boebert's negatives are up 11 points since 2021 and her personal standing is now firmly underwater (42% favorable/50% unfavorable). She has seen a particular decline with unaffiliated voters who now give her a dismal -18 rating (36% favorable/54% unfavorable).

Part of the reason for this decline is that voters understand that they are not Boebert's priority. In a split sample experiment, we gave voters a list of 11 priorities. We asked half the sample to pick the two priorities that they thought were most important to focus on. We asked the other half which two priorities they thought Boebert was most focused on. As the table below shows, voters thought that Boebert's top two priorities were their two LEAST important priorities: "promoting herself on social media" and "defending Donald Trump."

	Which are the two most important issues for Congress to focus on?		Which are the top two issues Congresswomen Boebert is focused on?	
	% Top 2	Ranking	% Top 2	Ranking
Inflation and the cost of living	43	1	15	6
Protecting Social Security and Medicare	27	2	5	10
Jobs and the economy	26	3	24	3
Immigration	22	4	19	5
Health care	20	5	2	11
Public lands and the environment	17	6	7	9
Investigating the Biden Administration	15	7	23	4
Abortion	13	8	8	8
Water	12	9	8	7
Defending Donald Trump	5	10	33	2
Promoting themselves/herself on social media	0	11	38	1

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[1] While this is a poll of likely 2024 voters in the current district lines, the 2021 poll was a poll of registered voters in the old lines, so comparisons to that poll are not a perfect apples-to-apples comparison. However, the new lines are more conservative than the old and an LV electorate is more conservative than an RV one, so this poll has a more GOP-friendly universe than the 2021 poll – which means Boebert's drop in standing even more pronounced than these numbers show.

CO-03 voters see Boebert as a far-right extremist who is focused on the wrong things. Boebert has a much more established brand than most second-term Congresspeople, and it's not a good one. Sizeable majorities of voters believe that she "puts ideology and partisanship ahead of getting results for the people she represents" (55% describes Boebert well/33% not well), is "more focused on getting attention than getting things done (55%/36%), is "a far-right extremist" (55%/37%), and "cares more about pleasing Donald Trump than doing what's right for Colorado" (52%/37%).

The combination of Boebert's tarnished brand and Frisch's relative popularity means that Boebert is only tied in a district that went for Trump by eight points… While Boebert's standing is poor, Frisch's is relatively strong, though he has a lot more room for definition. At +5 favorability (34% favorable/29% unfavorable), he has the most positive rating of any politician tested in the survey and his +8 rating with unaffiliateds is a net 26 points better than Boebert's. As a result, the race between Frisch and Boebert is currently tied at 45 apiece. Frisch is not only winning unaffiliateds, but he has Biden voters far more consolidated around him (96% of Biden voters are backing Frisch) than Boebert has Trump voters around her (just 87%).

…And there are reasons to believe that Frisch has room to add to his vote. We want to be clear that this is not an easy district. The GOP advantage of +11 on the generic ballot is daunting. That said, this survey gives reason to believe that Frisch can do more than just hold onto a tie. At 63%, his name ID is quite solid for a challenger, but it's 30 points lower than Boebert's. Among the 61% of voters who ID both candidates, Frisch leads by 19 points and overperforms the generic ballot by a net of 14 points. If he can get his name ID close to Boebert's while maintaining that same level of over-performance, he can win even in a district that tilts Republican by 11 points.

Moreover, abortion is a real problem for Boebert. When we reframe the generic ballot to be between:

- A Democrat who supports Joe Biden's policies on taxes and inflation and will fight to protect a woman's right to choose an abortion
- A Republican who will fight to lower taxes and combat inflation and will vote to ban abortion, even in the cases of rape and incest

The Democrat only trails by 3 points, which is a net +8 point gain compared to the straight generic ballot margin of -11. The group that moves the most toward Democrats in this exercise are not-very-conservative Republicans, who shift towards Democrats by a net +16 points. This is the same group that is most likely to be undecided in the Frisch/Boebert matchup (16% undecided). Taking all of this together suggests that a combination of Frisch becoming better known and a focus on Boebert's extreme position on abortion creates a very real path for Frisch to win over the center-right voters that he needs to beat the MAGA incumbent.

To see a slide deck with more specifics from the survey or to view the topline results, please visit MountaineerResearch.org.

ABOUT THIS POLL

Global Strategy Group conducted a multi-channel survey using phone and text-to-web from March 29 to April 2, 2023, among 500 likely voters and an additional 100 unaffiliated likely voters in Colorado's 3rd Congressional District. The margin of error at the 95% confidence level is +/-4.4%. Care has been taken to ensure the geographic and demographic divisions of the expected electorate properly represents the district.