

THE ROCKY Mountaineer

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- **BOEBERT IS UNPOPULAR AND WOEFULLY OUT-OF-STEP WITH VOTERS IN HER DISTRICT**
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Welcome Back to The Mountaineer

Welcome to *The Mountaineer*, a resource for progressives and a guide for advocates across Colorado, published by GSG and ProgressNow Colorado. Research presented in this publication is the result of a survey conducted between March 29 and 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 for CO-03 voters is +/- 4.4%. The margin of error on sub-samples is greater.

This thirteenth publication of *The Mountaineer* will focus on the political landscape in CO-03: the issues voters are focused on, their views of Lauren Boebert, and who they prefer looking ahead to the 2024 race for Congress.

Please note that this report includes trends going back to our March 2021 survey which was conducted among registered voters in the old CO-03, 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 is even more pronounced than these numbers show.

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REPUBLICANS (BUT NOT MAGA) HAVE THE UPPER HAND IN COLORADO'S 3rd DISTRICT



Republicans have advantages on all partisan metrics, including party registration, party self-identification and the generic vote for Congress. Despite this strong Republican tilt, voters reject the MAGA brand and its related extremism.

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VOTERS DISLIKE BOEBERT AND HER SELF- AND TRUMP-CENTERED PRIORITIES



Voters in this Republican-leaning district believe Boebert is totally out of touch and has the wrong priorities. That leads voters to see her as a far-right extremist who cares more promoting herself and pleasing Trump than dealing with the issues that matter to them.

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LOOKING TO 2024, BOEBERT IS TIED WITH FRISCH DESPITE MUCH HIGHER NAME ID

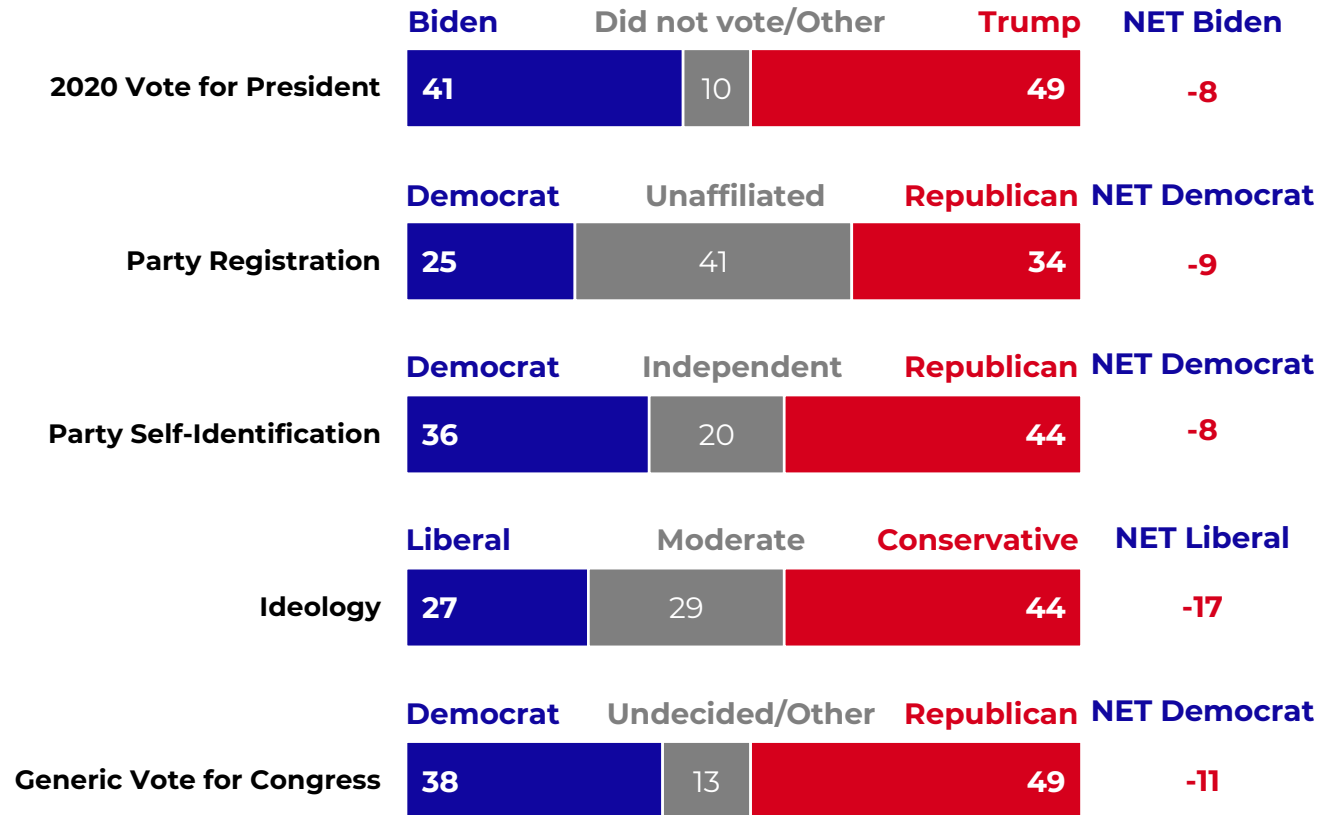


These negative attitudes toward Boebert leave her clearly vulnerable despite the GOP tilt of the district. She is tied with Adam Frisch at 45% and is underperforming a generic Republican by 11 points. Moreover, Frisch has a clear path to increasing his vote share if he can boost his name ID and educate voters about Boebert's extreme position on abortion.

It's clear that Democrats start off at a disadvantage in Colorado's 3rd District

Republicans lead Democrats on all partisan metrics.

The GOP has a near double-digit registration advantage heading into 2024 and voters lean Republican on self-identification by a similar 8. While recall of the 2020 vote matched Trump's actual margin of 8 points, Republicans lead the generic ballot by a slightly larger 11-point margin.



The extremism of the MAGA brand is toxic with voters in CO-03, including unaffiliateds and many Republicans

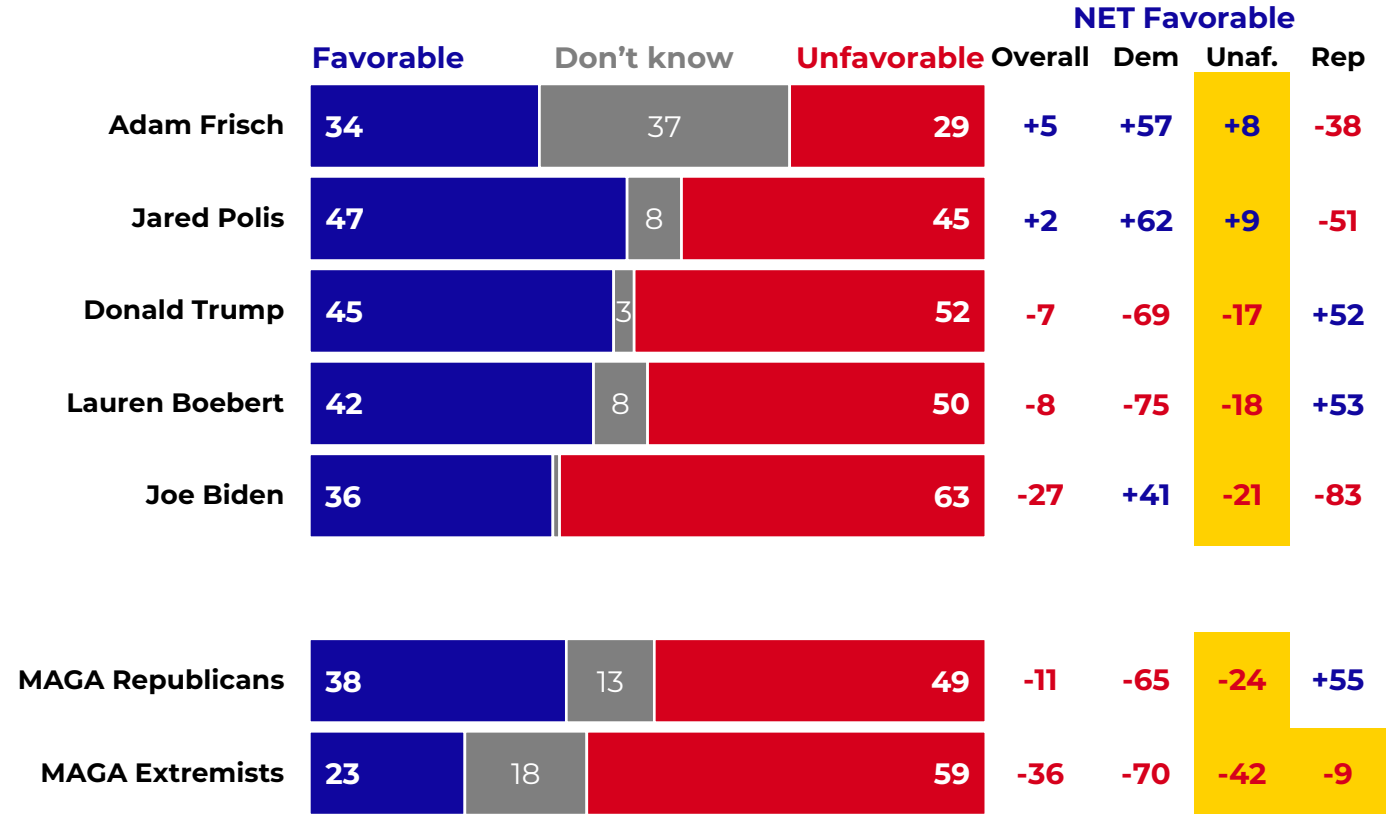
The MAGA brand is very unpopular, even in a right-leaning district, with unaffiliateds disliking both MAGA Republicans and MAGA extremists.

Voters in the 3rd CD are also unfavorable to Trump, though Biden's numbers are much further underwater.

Importantly, attitudes towards Biden don't drag Governor Polis down – despite being a Democrat, he is above water with this Republican-leaning electorate and is especially well-liked by unaffiliateds. Former candidate for Congress Adam Frisch is also well-liked, though he is unknown to nearly two-fifths of the district.

Meanwhile, Congresswoman Lauren Boebert's standing is poor compared to Frisch (though he has a lot more room for definition). At +5 favorability (34% favorable/29% unfavorable), Frisch 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.

Please indicate whether you have a favorable or unfavorable opinion of each.

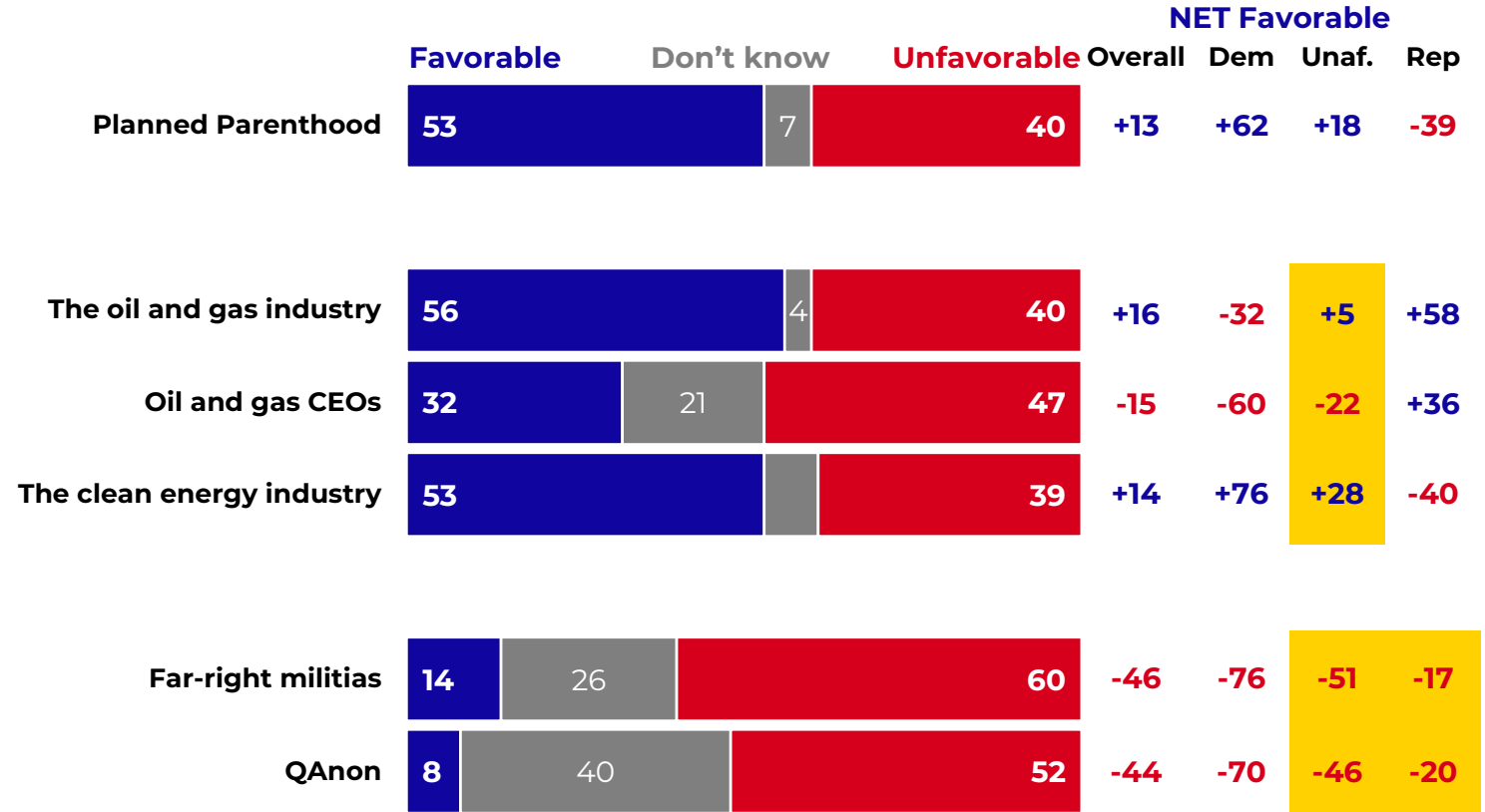


The clean energy and oil & gas industries are about equally popular, O&G CEOs are not. Even Rs dislike QAnon and militias

Despite the district's conservative tilt, voters are quite favorable to Planned Parenthood and clean energy, with unaffiliateds much warmer to clean energy than they are to oil and gas. Meanwhile, Oil and gas CEOs are very unpopular.

Boebert's ties to right-wing militias and conspiracy theories like QAnon continue to be a huge albatross for her. Not only are these groups extremely unpopular among unaffiliated voters, but they are also well underwater with the kind of less conservative Republicans Frisch will need to convert if he is to beat Boebert in 2024.

Please indicate whether you have a favorable or unfavorable opinion of each.



Abortion is more salient than the economy and moved center-right voters towards Democrats

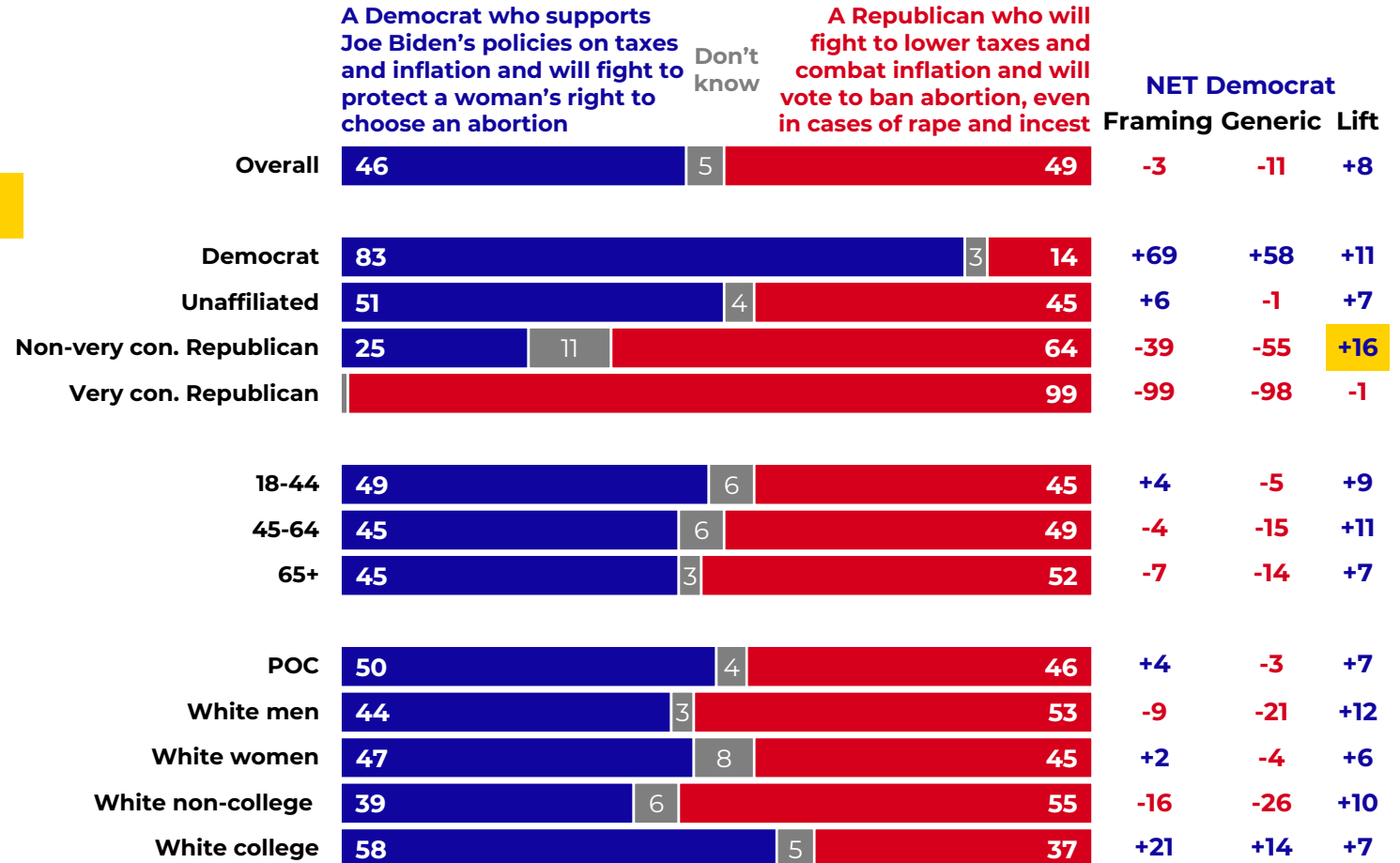
Abortion can clearly move voters especially those center-to-right. When we reframe the generic ballot to be between a Republican who will fight to lower taxes and inflation and ban abortion in cases of rape and incest vs. a Democrat who supports Biden's tax and inflation policies and will fight to protect a women's right to choose, the Republican wins by 3 points. This represents a net gain of +8 points relative to the straight generic ballot. That means that **when we match up abortion and the economy as issues, abortion trumps the economy and moved voters towards Democrats.**

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. Boebert's extreme position on abortion creates a very real path for a challenger to win over the center-right voters needed to beat the MAGA incumbent.

Do you support or oppose the Supreme Court overturning *Roe v. Wade* and eliminating the federally constitutional right to have an abortion?



If this were all you knew about the candidates for Congress, for which candidate would you prefer to vote?



According to her constituents, Congresswomen Boebert is focused on all the wrong things – herself and Trump

Voters understand that they are not Boebert’s top 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.”

	<u>Which are the two most important issues for Congress to focus on?</u>		<u>Which are the top two issues Congresswoman Boebert is focused on?</u>	
	<u>% Top 2</u>	<u>Ranking</u>	<u>% Top 2</u>	<u>Ranking</u>
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

Distaste for Boebert is driven by a belief that she is a self-serving extremist who puts partisanship ahead of getting results

Voters rate Boebert poorly on a range of metrics around her focus and priorities. By sizeable margins, voters say that she is more focused on getting attention than getting things done, puts partisanship ahead of getting things done for people in the 3rd district, is a far-right extremist, and cares more about pleasing Trump than doing what's right for Colorado.

She has lost some significant ground on most of the metrics that we also asked back in 2021 (despite a friendlier universe), particularly on being out of touch. She does get some credit for fighting for working people and only a bare plurality say that she supports a harmful agenda – those are areas where progressives have some work to do.

These growing negative perceptions have caused Boebert's overall unfavorable ratings to increase by 11 points since 2021, leaving her 18 points underwater with unaffiliateds.

Lauren Boebert's Favorability

	Favorable	DK	Unfavorable	NET Fav	Overall	Dem	Unaf.	Rep
March 2021	41	20	39	+2	-58	-4	+59	
April 2023	42	8	50	-8	-75	-18	+53	

How well do each of the following traits describe Lauren Boebert?

	Well	Don't know	Not well	NET Well	April 2023	March 2021
Puts ideology and partisanship ahead of getting results for the people she represents	55	12	33	+22	+22	+16
More focused on getting attention than getting things done	55	9	36	+19	+19	N/A
A far-right extremist	55	8	37	+18	+18	N/A
Has embraced dangerous conspiracy theories and far-right militias	51	13	36	+15	+15	N/A
Cares more about pleasing Donald Trump than doing what's right for Colorado	52	11	37	+15	+15	N/A
Out of touch	51	9	40	+11	+11	-1
An embarrassment to Colorado	51	7	42	+9	+9	+2
Supports an agenda that will harm Colorado families	46	10	44	+2	+2	N/A
Fights for working people	50	8	42	+8	+8	N/A
Shares my values	45	6	49	-4	-4	+4

Despite the GOP tilt of the district and a severe name ID disadvantage, Frisch is tied with Boebert – and has room to grow

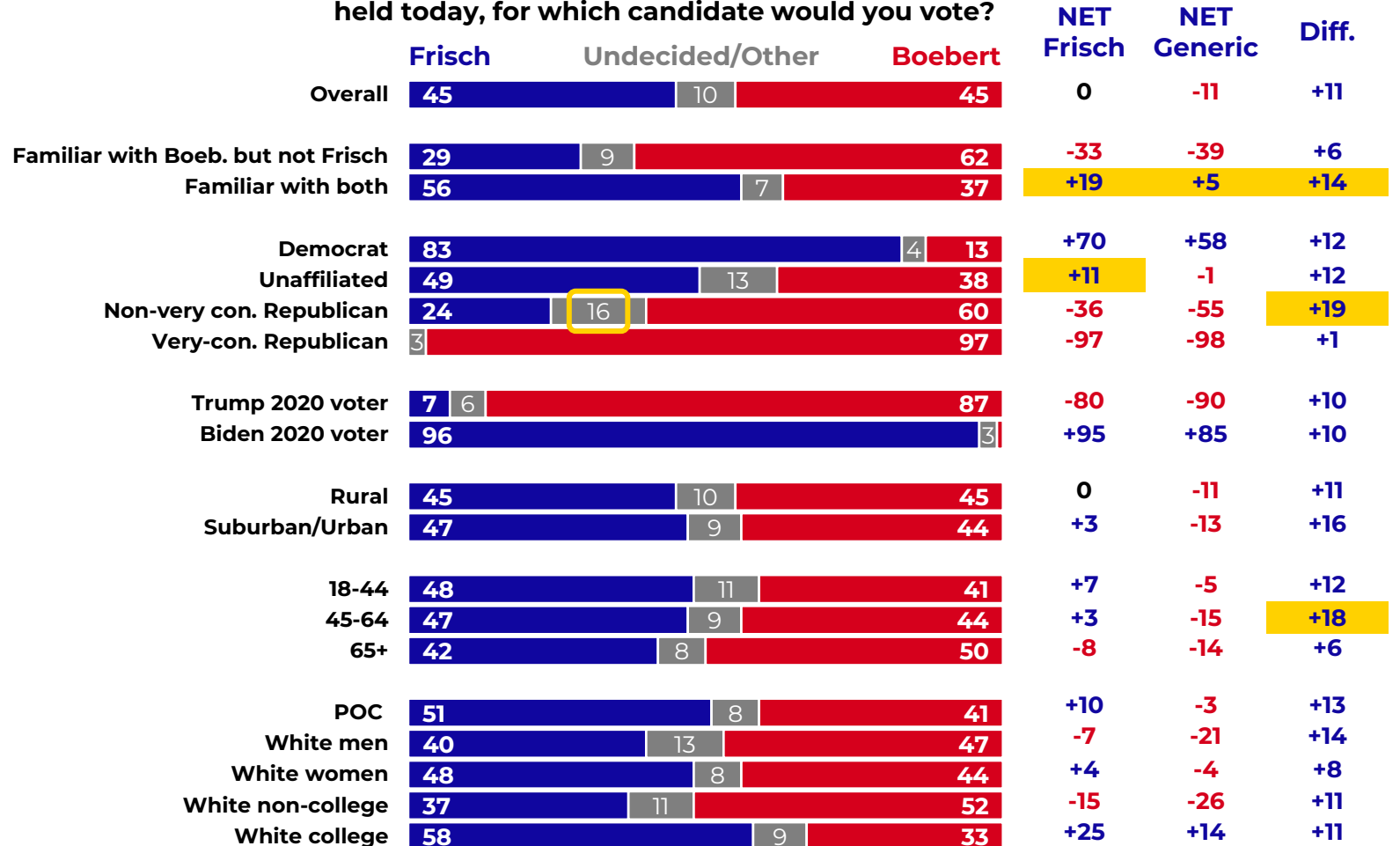
The combination of Boebert’s tarnished brand and Frisch’s relative popularity means that Boebert is only tied in a district that went for Trump by eight points...

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.

And if the next general election for Congress were held today, for which candidate would you vote?



About The Mountaineer

Colorado has a long history as a leader in developing and implementing ground-breaking progressive policy, but as the state's leaders continue to build on this progressive tradition, they also face unique challenges that range from the state's TABOR amendment to its rapid growth.

The Mountaineer is designed to act as a consistent, flexible, and responsive tool to help inform the unique political and policy debates in Colorado. By conducting methodologically sound research and providing reliable guidance to inform allies, elected leaders, and the press, *The Mountaineer* will help progressive leaders and communicators shape the debate on the issues that matter most to Coloradans.

About the Study

Global Strategy Group conducted a public opinion survey among a sample of 500 likely voters and an additional 100 unaffiliated likely voters in Colorado's 3rd Congressional District, between March 29 and April 2, 2023. The margin of error at the 95% confidence level for CO-03 voters is +/- 4.4%. The margin of error on sub-samples is greater. The survey was conducted over the phone and via text-to-web. Special care was taken to ensure the demographic composition of our sample matched that of Colorado's 3rd Congressional District's likely voter population across a variety of demographic variables including party registration, race, gender, age, education, region, and population density.

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