



Hill Research Consultants

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Memo

TO: Bob Schaffer for U.S. Senate Committee
FROM: David B. Hill, Ph.D., Director
DATE: August 31, 2007
SUBJECT: Results of statewide poll of Colorado likely voters

As you know, Hill Research Consultants recently conducted a statewide poll to gauge voter attitudes on the U.S. Senate race in Colorado. We completed telephone interviews August 26-28, 2007 with 603 randomly chosen voters whose turnout history suggests they are likely to vote in November 2008. The margin of error for results of this survey based on the whole sample is $\pm 3.9\%$ at the 95% confidence level.

Key findings of the poll are:

- ***The contest is tight:*** A trial-heat ballot, asked early in each interview, shows the race “too close to call,” with Bob Schaffer trailing Mark Udall by 2 percentage points, 38% – 40%. A probable Green Party candidate, Bob Kinsey, garnered 7% of the vote. Without the Green candidate in the race, the two-way ballot split would be 40% for Schaffer versus 45% for Udall.
- ***The results follow traditional political lines:*** Schaffer does best in the South and West suburbs of Denver, and outside the Denver metro area, while Udall does best in the inner city of Denver and Boulder. Schaffer has a 7-to-1 advantage among conservatives while Udall has a comparable advantage among liberals.
- ***The political environment is mixed:*** While voters generically prefer the generic Democratic senate candidate, 37% – 30%, they also prefer a conservative candidate to a liberal, 44% to 38%.
- ***Hillary Clinton may drag down Udall:*** If she tops the Democratic ticket, Hillary Clinton may hurt Udall. The New York Senator has an “upside down” name ID in Colorado, 52% unfavorable to just 40% favorable. This is reminiscent of Bill Clinton’s name ID in Colorado in 2001 (54% unfavorable versus 43% favorable) before Wayne Allard won reelection against a challenge from Democrat Tom Strickland in November 2002.
- ***Schaffer is strong in his base:*** Bob Schaffer does very well with his geographical base. His 61% favorable name ID in the Greeley-Ft. Collins area compares well against the modest 47% favorable that Udall earns in the Boulder/Adams/Denver Democratic base.
- ***Voters already know Udall is a liberal:*** 61% of the voters polled said it is accurate to say that “Mark Udall has been reelected to Congress several times because his voting record reflects the liberal attitudes of his Boulder-based Congressional District.”

The overriding theme of this poll is that the race is wide open at this time.