COLORADO POST ELECTION SURVEY OF UNAFFILIATED VOTERS

November 7th - 9th, 2018
Methodology

- Magellan Strategies is pleased to present the results of a 500n survey of unaffiliated 2018 general election voters in the state of Colorado.

- The interviews were conducted from November 7th - 9th, 2018.

- The overall survey has a margin of error of +/- 4.38% at the 95% confidence interval. Subgroups of voters will have higher margin of error than the overall population.

- The survey results were weighted slightly based upon the 2018 general election voter turnout demographics for unaffiliated voters.

- David Flaherty was the principal researcher on this project. Courtney Sievers was the project director.
Demographics

- **MALE**
  - 28%
  - 19%
  - 16%
  - 17%
  - 19%

- **FEMALE**
  - 53%
  - 29%
  - 1%

- **Age Groups**
  - 18-34
  - 35-44
  - 45-54
  - 55-64
  - 65 PLUS
  - 28%
  - 19%
  - 16%
  - 17%
  - 19%

- **Race**
  - WHITE
  - 84%
  - HISPANIC/LATINO
  - 7%
  - BLACK/AFRICAN AMERICAN
  - 2%
  - OTHER
  - 4%
  - DON'T KNOW/REFUSED
  - 4%

- **Political Affiliation**
  - CONSERVATIVE
  - 29%
  - MODERATE
  - 1%
  - LIBERAL
  - 17%
  - UNSURE/REF
  - 53%
Marital Status

- MARRIED: 58%
- SINGLE, NEVER MARRIED: 18%
- SINGLE, LIVING PARTNER: 5%
- WIDOWED: 6%
- SEPARATED/DIVORCED: 7%
- REFUSED: 6%

City vs. Rural

- SUBURBAN AREA: 47%
- BIG CITY: 25%
- SMALL TOWN: 17%
- RURAL AREA: 10%
KEY FINDINGS
Key Findings

- For the first time ever in a Colorado mid-term election, unaffiliated voter turnout (893,436) and Democratic voter turnout (822,230) was higher than Republican turnout (803,143), and by a significant margin. In the 2014 mid-term election, Republican voter turnout was 774,923, Democratic voter turnout was 664,532 and unaffiliated voter turnout was 634,296.

- Voter enthusiasm was overwhelming among Democratic and unaffiliated voters compared to Republican voters. In the 2014 mid-term election, 68% of registered Republicans turned out to vote, compared to 71% of Republicans in 2018, a 3-point increase. Among registered Democrat voters in 2018, 71% turned out to vote, a 12-point increase from 59% in the 2014 election. Unaffiliated voters increased their percentage of voter turnout by 11-points, from 46% in 2014 to 57% in 2018.

- Unaffiliated female voters were much more polarized and less willing to consider candidates of both parties in 2018 compared to 2016. In 2016 36% considered candidates of both parties equally compared to only 15% this election cycle.
A larger percentage of unaffiliated voters made their candidate choice for Governor closer to Election Day compared to 2014. Among all respondents, 28% made their decision the week before the election, compared to 13% in 2014. One-third, or 34%, made their decision in early to mid-October compared to 24% in 2014.

There is no question that Donald Trump had a negative impact on Republican candidates, with 34% of unaffiliated voters saying they were less likely to vote for a Republican candidate because of his influence. In addition, President Trump’s job approval among all unaffiliated voters is toxic, with only 31% approving of the job he is doing, 62% disapproving, and 48% strongly disapproving of the job he is doing.

Overwhelmingly, the top two issues that were important to unaffiliated voters and influenced their vote for Governor and the state legislature were education and healthcare.
Key Findings

- 59% of respondents said they voted for Jared Polis and 25% voted for Walker Stapleton, for a Polis win margin of 34%. Among male unaffiliated voters the Polis win margin was 24 points (53% to 29%) and among unaffiliated women it was 45 points (65% to 20%).

- Unaffiliated voters supported Jared Polis because of his positions on education, healthcare and the environment. They also liked his business background and viewed him to be a more competent and qualified candidate compared to Walker Stapleton. Reasons some unaffiliated voters opposed Jared Polis were fears that he would raise taxes, increase government spending, and would be hostile to the oil and gas industry.

- The top reasons unaffiliated voters supported Walker Stapleton were his fiscally conservative positions on taxes and balancing the budget. Only a few unaffiliated voters supported him for his positions on sanctuary cities and his support of Donald Trump and his policies. At the same time, many more unaffiliated voters opposed him for the same reason – his support of Donald Trump and his policies. Throughout the verbatim responses, unaffiliated voters describe Walker Stapleton as being a liar, dishonest and untrustworthy because of his false attacks on Jared Polis and claiming to be a 4th generation Coloradan.
The Democrat Party has a net positive image rating among unaffiliated voters, with 45% having a favorable opinion of the party and 31% an unfavorable opinion. The Republican Party has a net negative image rating, with only 25% of respondents having a favorable opinion of the party and 53% having an unfavorable opinion.

A majority of unaffiliated voters, 51%, want the government to do more to solve the country’s problems, while 34% think the government is doing too much. This is a significant change of opinion compared to unaffiliated voters who voted in the 2016 election, where 61% thought the government was doing too much and only 26% thought the government should do more.

A 2020 Presidential ballot test finds 55% of unaffiliated voters supporting the “generic” Democratic candidate, 23% supporting Donald Trump, 4% supporting an “other” candidate and 17% were undecided.
UNAFFILIATED VOTER
PARTISAN LEANINGS
When it comes to elections for state and local offices, which of the following choices best describe how you typically vote?

- 31%: More Democrat than Republican
- 20%: Always Democrat
- 16%: Both parties equal
- 14%: More Republican than Democrat
- 10%: Always Republican
- 9%: Unsure/refused

Colorado 2018 Post Election Survey of Unaffiliated Voters, 500n, +/-4.38, Nov. 2018
When it comes to elections for state and local offices, which of the following choices best describe how you typically vote?

**WOMEN**
- **ALWAYS DEMOCRAT**: 27%
- **MORE DEM THAN REP**: 31%
- **BOTH PARTIES EQUAL**: 15%
- **MORE REP THAN DEM**: 10%
- **UNSURE REFUSED**: 9%
- **ALWAYS REPUBLICAN**: 8%

**MEN**
- **ALWAYS DEMOCRAT**: 14%
- **MORE DEM THAN REP**: 31%
- **BOTH PARTIES EQUAL**: 18%
- **MORE REP THAN DEM**: 17%
- **UNSURE REFUSED**: 10%
- **ALWAYS REPUBLICAN**: 10%
When it comes to elections for state and local offices, which of the following choices best describe how you typically vote?

- 65+:
  - Always Democrat: 19%
  - More Dem than Rep: 23%
  - Both parties equal: 17%
  - More Rep than Dem: 13%
  - Always Republican: 15%
  - Unsure/Refused: 12%

- 55-64:
  - Always Democrat: 16%
  - More Dem than Rep: 25%
  - Both parties equal: 15%
  - More Rep than Dem: 24%
  - Always Republican: 10%
  - Unsure/Refused: 10%

- 45-54:
  - Always Democrat: 19%
  - More Dem than Rep: 40%
  - Both parties equal: 14%
  - More Rep than Dem: 8%
  - Always Republican: 11%
  - Unsure/Refused: 7%

- 35-44:
  - Always Democrat: 17%
  - More Dem than Rep: 30%
  - Both parties equal: 20%
  - More Rep than Dem: 15%
  - Always Republican: 5%
  - Unsure/Refused: 12%

- 18-34:
  - Always Democrat: 26%
  - More Dem than Rep: 35%
  - Both parties equal: 16%
  - More Rep than Dem: 10%
  - Always Republican: 7%
  - Unsure/Refused: 6%
When it comes to elections for state and local offices, which of the following choices best describe how you typically vote?

- **Liberal**:
  - Always Democrat: 40%
  - More Dem than Rep: 42%
  - Both Parties Equal: 11%
  - More Rep than Dem: 2%
  - Unsure/Refused: 4%

- **Moderate**:
  - Always Democrat: 13%
  - More Dem than Rep: 35%
  - Both Parties Equal: 22%
  - More Rep than Dem: 13%
  - Unsure/Refused: 6%

- **Conservative**:
  - Always Democrat: 6%
  - More Dem than Rep: 10%
  - Both Parties Equal: 34%
  - More Rep than Dem: 37%
  - Unsure/Refused: 10%
WHEN DID VOTERS MAKE UP THEIR MIND ABOUT CHOICE FOR GOVERNOR?
When did you make up your mind about who you would vote for in the election for Governor? Did you make up your mind on Election Day, a week before the election, in early to mid-October, in September or before September?
VOTER OPINION ON SIZE OF GOVERNMENT
Some people think the government is trying to do too many things that should be left to individuals and businesses. While...other people think that the government should do more to solve the country’s problems. Which comes closer to your point of view?
Some people think the government is trying to do too many things that should be left to individuals and businesses. While...other people think that the government should do more to solve the country’s problems. Which comes closer to your point of view?
TOP ISSUES INFLUENCING VOTE
Please tell me the top issues that were really important to you this election, and influenced your decisions for Governor and the state legislature.

**Major Themes**

<table>
<thead>
<tr>
<th>Healthcare</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
</tr>
<tr>
<td>Donald Trump (Positive and Negative)</td>
</tr>
<tr>
<td>Immigration/Sanctuary Cities</td>
</tr>
<tr>
<td>Roads</td>
</tr>
</tbody>
</table>

"Silence Trump. Healthcare, especially the pre-existing conditions. Immigration."
- Female, 65+, Liberal

"Healthcare and education."
- Male, 45-54, Liberal

"Healthcare, education and taxes."
- Female, 35-44, Moderate

"Roads and healthcare."
- Male, 35-44, Conservative

"Donald Trump is destroying this country, that is why I am supporting the Democrat."
- Female, 65+, Liberal

"Roads and healthcare."
- Male, 18-34, Moderate

"Education, taxes and immigration."
- Female, 55-64, Moderate

"Mental health services, environment, healthcare in general and immigration."
- Female, 18-34, Liberal

"Education, Healthcare and other social issues."
- Female, 18-34, Liberal

"Immigration. Doing away with sanctuary cities. Our budget, that we don’t destroy the excellent economy climate we have had for the past decades by over taxing and spending."
- Female, 65+, Conservative
GOVERNOR
BALLOT TEST
As you may remember, in the election for Governor, Walker Stapleton was the Republican candidate and Jared Polis was the Democrat candidate, can you tell me who you voted for in that election?
As you may remember, in the election for Governor, Walker Stapleton was the Republican candidate and Jared Polis was the Democrat candidate, can you tell me who you voted for in that election?

- **59%** voted for Jared Polis
- **25%** voted for Walker Stapleton
- **11%** voted for some other candidate
- **4%** voted for don't know/don't remember
- **1%** refused to answer

---

**Colorado 2018 Post Election Survey of Unaffiliated Voters, 500n, +/-4.38, Nov. 2018**

**Demographic Breakdown**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>POLIS</th>
<th>STAPLETON</th>
<th>SOME OTHER CANDIDATE</th>
<th>DON'T KNOW</th>
<th>REFUSED</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td>68%</td>
<td>16%</td>
<td>4%</td>
<td>2%</td>
<td>10%</td>
</tr>
<tr>
<td>35-44</td>
<td>57%</td>
<td>21%</td>
<td>5%</td>
<td>3%</td>
<td>13%</td>
</tr>
<tr>
<td>45-54</td>
<td>61%</td>
<td>24%</td>
<td>4%</td>
<td>1%</td>
<td>9%</td>
</tr>
<tr>
<td>55-64</td>
<td>46%</td>
<td>38%</td>
<td>4%</td>
<td>1%</td>
<td>10%</td>
</tr>
<tr>
<td>65+</td>
<td>56%</td>
<td>31%</td>
<td>2%</td>
<td>1%</td>
<td>11%</td>
</tr>
</tbody>
</table>
Would you say that your vote for Walker Stapleton was truly a vote for him and his campaign, or was it more of a vote against the Democrat candidate Jared Polis? (Asked to respondents who voted for Walker Stapleton, 125n, +/- 8.76 MoE)

TRULY VOTE FOR STAPLETON  VOTE AGAINST POLIS  NEITHER REASON  UNSURE NO OPINION
Would you say that your vote for Jared Polis was truly a vote for him and his campaign, or was it more of a vote against Donald Trump and the Republican party’s policies? (Asked to respondents who voted for Jared Polis, 294n, +/- 5.71 MoE)

- TRULY VOTE FOR POLIS: 58%
- VOTE AGAINST TRUMP REPUBLICAN PARTY: 38%
- NEITHER REASON: 2%
- UNSURE NO OPINION: 2%
Now I would like to talk about the good and the bad points of each candidate for Governor. Was there anything about Walker Stapleton and his campaign that made you want to vote for him or against him?

**Positive Comments on Stapleton**

<table>
<thead>
<tr>
<th>Positive Themes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trump Supporter, True Republican</td>
</tr>
<tr>
<td>Fiscal Conservative</td>
</tr>
<tr>
<td>Lowering Taxes</td>
</tr>
<tr>
<td>Balancing the Budget</td>
</tr>
</tbody>
</table>

“I vote for him because I am a Trump supporter and he helps children to get education.”
-Male, 35-44, Conservative, Stapleton Voter

“He is a Republican that’s a most important part.”
-Female, 65+, Conservative, Stapleton Voter

“He is supports gun rights and lesser in taxes.”
-Male, 45-54, Stapleton Voter

“He is business friendly that is what I like about him.”
-Male, 45-54, Moderate, Stapleton Voter

“I voted for Stapleton because of his responsibilities in taxes he says that without raising taxes, we can solve our transportation problems by demanding more.”
-Male, 55-64, Moderate, Stapleton Voter

“He's more conservative and cares about protecting our borders.”
-Female, 55-64, Conservative, Stapleton Voter

“I vote for him because he is a Republican and supporting Donald Trump. Donald Trump is creating jobs for people that is a main reason.”
-Male, Conservative, Stapleton Voter
Now I would like to talk about the good and the bad points of each candidate for Governor. Was there anything about Walker Stapleton and his campaign that made you want to vote for him or against him?

**Negative Comments on Stapleton**

### Negative Themes

<table>
<thead>
<tr>
<th>Negative Themes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Republican, Donald Trump and Policies</td>
</tr>
<tr>
<td>Liar, Dishonest, Untrustworthy</td>
</tr>
<tr>
<td>Negative Campaign</td>
</tr>
</tbody>
</table>

**“Walker is trying to put down Polis all the time. In that time he should do more focus on what is important for his party.”**
- Female, 45-54, Liberal, Polis Voter

**“To vote against because he supports Donald Trump.”**
- Male, 18-34, Liberal, Polis Voter

**“God has given him a mouth for lying.”**
- Female, 35-44, Moderate, Polis Voter

**“I do not want to vote for Stapleton, because he is Republican.”**
- Female, 18-34, Liberal, Polis Voter

**“Because he is being supported by Trump.”**
- Female, 35-44, Moderate, Polis Voter

**“He lies, he lied about being a fourth-generation Coloradan.”**
- Female, 45-54, Liberal, Polis Voter

**“Ran a lot of negative ads.”**
- Male, 65+, Moderate, Polis Voter

**“He is a big time liar.”**
- Male, 45-54, Liberal, Polis Voter

**“He is not trustworthy, generally conservative which is not good.”**
- Female, 45-54, Liberal, Polis Voter

**“Policies, dirty campaign ads, like Trump, lies.”**
- Female, 55-64, Conservative, Polis Voter

**“I do not trust him, generally conservative which is not good.”**
- Male, 45-54, Liberal, Polis Voter
Was there anything about Jared Polis and his campaign that made you want to vote for him or against him?

**Positive Comments on Polis**

<table>
<thead>
<tr>
<th>Positive Themes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Position on Education</td>
</tr>
<tr>
<td>Position on Healthcare</td>
</tr>
<tr>
<td>Environmental Stance</td>
</tr>
<tr>
<td>Business Background</td>
</tr>
<tr>
<td>More Trustworthy</td>
</tr>
</tbody>
</table>

“I like everything that was done by Jared Polis. He is taking steps for improving the healthcare and environment.”
-Female, 65+, Liberal, Polis Voter

“He is for education and had a nicer campaign because his ads were not mean.”
-Female, 35-44, Moderate, Polis Voter

“Help provide quality and affordable education.”
-Female, 18-34, Moderate, Polis Voter

“He seems to be interested in the healthcare, education and wanting to hopefully stand for the people of Colorado.”
-Female, 55-64, Moderate, Polis Voter

“He was the better candidate.”
-Female, 18-34, Liberal, Polis Voter

“Nothing really, I just think he is the better and more competent candidate.”
-Male, 18-34, Moderate, Polis Voter

“He is all for education and helping all community not just to please small group of people.”
-Female, 65+, Polis Voter

“His stance on single payer healthcare and him being an openly gay man in politics is a representation we need in our government.”
-Male, 18-34, Moderate, Polis Voter
Was there anything about Jared Polis and his campaign that made you want to vote for him or against him?

**Negative Comments on Polis**

<table>
<thead>
<tr>
<th>Negative Themes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raise Taxes</td>
</tr>
<tr>
<td>Increase Government Spending</td>
</tr>
<tr>
<td>Hurt Oil and Gas Industry</td>
</tr>
<tr>
<td>Socialist</td>
</tr>
</tbody>
</table>

“His government controlled healthcare plan made me not to vote for him.”
-Male, 65+, Conservative, Stapleton Voter

“I don’t trust him about taxes.”
-Male, 35-44, Moderate, Don’t Remember

“He is too much of socialist.”
-Male, 65+, Moderate, Other Candidate

“I think his tax policies and programs are one of the major things he has done, but Colorado can not afford Polis.”
-Female, 55-64, Conservative, Stapleton Voter

“His renewable energy and his policies are crazy and his free schools don’t work.”
-Male, 55-64, Conservative, Stapleton Voter

“He is going to raise the taxes and I do not like this at all.”
-Male, 65+, Moderate, Other Candidate

“He seemed more socialist then democrat.”
-Male, 18-34, Moderate, Stapleton Voter

“I was afraid of Jared’s tax increases.”
-Male, 18-34, Conservative, Stapleton Voter

“I did not like tax plans and medical plans.”
-Female, 65+, Conservative, Stapleton Voter

“Vote against him because he raises too much taxes and too much government programs.”
-Male, 55-64, Moderate, Stapleton Voter
Did you watch any of the debates in the election Governor?

- **Yes**: 68%
- **No**: 32%
VOTER OPINION OF TELEVISION ADS AND DIRECT MAIL
Among the following options, which best describes your attitude towards political candidate television ads?

- **DON’T WATCH POLITICAL ADS IGNORE FAST FORWARD**
- **WATCH ADS MAKE NO DIFFERENCE**
- **WATCH ADS SOMETIMES INFLUENCE VOTE**
- **UNSURE REFUSED**

Here are the survey results:

**MEN**
- Don’t watch political ads: 38%
- Ignore: 42%
- Fast forward: 2%
- Watch ads make no difference: 17%
- Watch ads sometimes influence vote: 1%

**WOMEN**
- Don’t watch political ads: 36%
- Ignore: 18%
- Fast forward: 1%
- Watch ads make no difference: 45%
- Watch ads sometimes influence vote: 17%

**CONSERVATIVE**
- Don’t watch political ads: 43%
- Ignore: 41%
- Fast forward: 1%
- Watch ads make no difference: 37%
- Watch ads sometimes influence vote: 20%
- Unsure refused: 2%

**MODERATE**
- Don’t watch political ads: 37%
- Ignore: 41%
- Fast forward: 2%
- Watch ads make no difference: 39%
- Watch ads sometimes influence vote: 20%
- Unsure refused: 1%

**LIBERAL**
- Don’t watch political ads: 49%
- Ignore: 35%
- Fast forward: 16%
- Watch ads make no difference: 41%
- Watch ads sometimes influence vote: 16%
- Unsure refused: 1%
Among the following options, which best describes your attitude towards political candidate television ads?

- DON'T WATCH POLITICAL ADS IGNORE FAST FORWARD
- WATCH ADS MAKE NO DIFFERENCE
- WATCH ADS SOMETIMES INFLUENCE VOTE
- UNSURE REFUSED

**Colorado 2018 Post Election Survey of Unaffiliated Voters, 500n, +/-4.38, Nov. 2018**
Among the following options, which best describes your attitude towards political candidate mailings?

- **DON'T READ MAILER IGNORE THROW THEM AWAY**
- **READ MAILER MAKES NO DIFFERENCE**
- **READ MAILER SOMETIMES INFLUENCE VOTE**
- **UNSURE REFUSED**

**Colorado 2018 Post Election Survey of Unaffiliated Voters, 500n, +/-4.38, Nov. 2018**
Among the following options, which best describes your attitude towards political candidate mailings?

- 48% Don't read mailer ignore throw them away
- 33% Read mailer makes no difference
- 18% Read mailer sometimes influences vote
- 1% Unsure refused

**Colorado 2018 Post Election Survey of Unaffiliated Voters, 500n, +/-4.38, Nov. 2018**
REPUBLICAN AND DEMOCRAT PARTY IMAGE RATINGS
Republican vs. Democrat Party Image Ratings

Republican Party Image
- Total Favorable: 25%
- Neutral: 20%
- Total Unfavorable: 2%

Democrat Party Image
- Total Favorable: 45%
- Neutral: 23%
- Total Unfavorable: 31%
- Unsure/Refused: 1%

Colorado 2018 Post Election Survey of Unaffiliated Voters, 500n, +/-4.38, Nov. 2018
Republican Party Image Rating
2014 to 2018

*2014 and 2016 surveys included only Unaffiliated Women.
Is there anything in particular that you like or do not like about the **Republican Party**?

<table>
<thead>
<tr>
<th>Republican Themes</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive – Economy, Jobs</td>
<td></td>
</tr>
<tr>
<td>Positive – Lowering Taxes</td>
<td></td>
</tr>
<tr>
<td>Negative – Promoting Hate, Racism</td>
<td></td>
</tr>
<tr>
<td>Negative – Hostile Towards Immigrants</td>
<td></td>
</tr>
<tr>
<td>Negative – Not Standing Up to President Trump</td>
<td></td>
</tr>
</tbody>
</table>

- **Female, 18-34, Conservative**
  - “That they are racist.”

- **Female, 18-34, Liberal**
  - “They promote hate speech and smear campaigns.”

- **Female, 45-54, Liberal**
  - “They blindly support whatever Trump does.”

- **Female, 18-34, Moderate**
  - “Don't like the immigration policies.”

- **Female, 18-34, Liberal**
  - “I don't like much about their approach to healthcare and education, and they are conservative when it comes to women rights.”

- **Female, 45-54, Liberal**
  - “I don't like much about their approach to healthcare and education, and they are conservative when it comes to women rights.”

- **Male, 18-34, Moderate**
  - “They are religious extremists.”

- **Male, 18-34, Moderate**
  - “Yes, they want less spending on taxes.”

- **Male, 65+, Moderate**
  - “I am very pleased that they reduced the taxes for this year.”

- **Male, 45-54, Conservative**
  - “I like that they are pro business, pro military.”

- **Male, 35-44, Moderate**
  - “I like their policies on the economy and that they have lowered taxes for small businesses. I dislike their stance on abortion.”

- **Male, 18-34, Moderate**
  - “They make conservative policies and support smaller government.”

- **Male, 18-34, Moderate**
  - “I don't like the immigration policies.”

- **Male, 18-34, Moderate**
  - “Yes, they want less spending on taxes.”

- **Male, 35-44, Moderate**
  - “I like that they are pro business, pro military.”
Democrat Party Image Rating

2014 to 2018

*2014 and 2016 surveys included only Unaffiliated Women.
Is there anything in particular that you like or do not like about the Democrat Party?

Democrat Themes

<table>
<thead>
<tr>
<th>Themes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare affordability, insurance, premiums, medications, prescriptions</td>
</tr>
<tr>
<td>Addressing mental health problems</td>
</tr>
<tr>
<td>Drug treatment and prevention</td>
</tr>
<tr>
<td>Strengthening Medicaid, Medicare</td>
</tr>
<tr>
<td>All of the above</td>
</tr>
</tbody>
</table>

- Male, 18-34, Liberal

“I like social and international views. Responsibility towards minorities.”

“They are not perfect but they support equal support for all.”

“I like their policies for gun control, environment, and healthcare.”

“They seem to care about the environment and other social issues.”

“They are working more on healthcare.”

“They are trying to limit our Freedom.”

“They try to use government too much to control people’s life.”

“I don’t like any talk of increasing social welfare programs and open borders.”

“They try to use government too much to control people’s life.”

They are trying to limit our Freedom.”

-Male, 18-34, Liberal

-Male, 55-64, Moderate

-Male, 18-34, Conservative

-Male, 55-64, Moderate

-Male, 18-34, Liberal

-Female, 55-64, Liberal

-Female, 35-44, Liberal

-Male, 18-34, Liberal

-Male, 45-54, Moderate

-Male, 18-34, Conservative
PRESIDENT TRUMP
JOB APPROVAL
Do you approve or disapprove of the job Donald Trump is doing as President?

- **Strongly Approve**: 16%
- **Somewhat Approve**: 15%
- **Strongly Disapprove**: 48%
- **Somewhat Disapprove**: 14%
- **Total Approve**: 62%
- **Total Disapprove**: 31%
- **Unsure/No Opinion**: 6%
- **Refused**: 1%

**Gender Breakdown**
- **Men**
  - **Total Approve**: 38%
  - **Total Disapprove**: 54%
  - **Unsure/No Opinion**: 6%
  - **Refused**: 2%
- **Women**
  - **Total Approve**: 70%
  - **Total Disapprove**: 24%
  - **Unsure/No Opinion**: 5%
  - **Refused**: 1%

**Political Affiliation Breakdown**
- **Conservative**
  - **Total Approve**: 77%
  - **Total Disapprove**: 18%
  - **Unsure/No Opinion**: 5%
  - **Refused**: 3%
- **Moderate**
  - **Total Approve**: 60%
  - **Total Disapprove**: 30%
  - **Unsure/No Opinion**: 7%
  - **Refused**: 2%
- **Liberal**
  - **Total Approve**: 90%
  - **Total Disapprove**: 7%
  - **Unsure/No Opinion**: 7%
  - **Refused**: 3%
Do you approve or disapprove of the job Donald Trump is doing as President?

- **31%** Strongly Approve
- **62%** Somewhat Approve
- **6%** Strongly Disapprove
- **14%** Somewhat Disapprove
- **1%** Total Approve
- **1%** Total Disapprove
- **6%** Unsure/No Opinion
- **16%** Refused

**Total Approve:**
- 16%

**Total Disapprove:**
- 48%

**Unsure/No Opinion:**
- 15%

**Refused:**
- 45%

**18-34:**
- 25% Total Approve
- 69% Total Disapprove
- 5% Unsure/No Opinion
- 1% Refused

**35-44:**
- 34% Total Approve
- 55% Total Disapprove
- 8% Unsure/No Opinion
- 3% Refused

**45-54:**
- 29% Total Approve
- 65% Total Disapprove
- 5% Unsure/No Opinion
- 1% Refused

**55-64:**
- 41% Total Approve
- 56% Total Disapprove
- 3% Unsure/No Opinion
- 2% Refused

**65+:**
- 31% Total Approve
- 61% Total Disapprove
- 6% Unsure/No Opinion
- 2% Refused

*Colorado 2018 Post Election Survey of Unaffiliated Voters, 500n, +/-4.38, Nov. 2018*
VOTER OPINION ON TRUMP INFLUENCE
Did Donald Trump influence your vote this election?

- Yes: 49%
- No: 50%
- Refused: 1%
Did Donald Trump’s influence make you more likely or less likely to vote for Republican candidates, or did his influence not make a difference in your decision? (Only asked to voters who said were influenced, 245n, +/- 6.26%)

![Pie chart and bar charts showing voter responses to the influence of Donald Trump's influence on their voting decision.]

<table>
<thead>
<tr>
<th></th>
<th>TOTAL MORE LIKELY</th>
<th>TOTAL LESS LIKELY</th>
<th>NO DIFFERENCE</th>
<th>UNSURE NO OPINION REFUSED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Much More Likely</td>
<td>14%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Somewhat More Likely</td>
<td>11%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Much Less Likely</td>
<td>56%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Somewhat Less Likely</td>
<td>14%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Conservative**
- Much More Likely: 87%
- Somewhat More Likely: 69%
- Much Less Likely: 94%
- Somewhat Less Likely: 4%

**Moderate**
- Much More Likely: 13%
- Somewhat More Likely: 24%
- Much Less Likely: 5%
- Somewhat Less Likely: 2%

**Liberal**
- Much More Likely: 18%
- Somewhat More Likely: 6%
- Much Less Likely: 2%
- Somewhat Less Likely: 1%
Did Donald Trump’s influence make you more likely or less likely to vote for Republican candidates, or did his influence not make a difference in your decision? (Only asked to voters who said were influenced, 245n, +/- 6.26%)
LOOKING AHEAD: 2020 ELECTION
Although it is a long way off, if the 2020 Presidential election were being held today, would you vote for Donald Trump the Republican candidate or the Democratic party’s candidate?

- Definitely Democrat: 36%
- Probably Democrat: 19%
- Definitely Trump: 12%
- Probably Trump: 11%
- Some Other Candidate: 4%
- Unsure Undecided: 17%
- Refused: 1%

By Gender:
- Men: TOTAL DEMOCRAT CANDIDATE 45%, TOTAL TRUMP 28%, SOME OTHER CANDIDATE 21%, UNSURE UNDECIDED 17%, REFUSED 4%
- Women: TOTAL DEMOCRAT CANDIDATE 66%, TOTAL TRUMP 17%, SOME OTHER CANDIDATE 12%, UNSURE UNDECIDED 4%, REFUSED 1%

By Political Affiliation:
- Conservative: TOTAL DEMOCRAT CANDIDATE 72%, TOTAL TRUMP 19%, SOME OTHER CANDIDATE 6%, UNSURE UNDECIDED 2%, REFUSED 3%
- Moderate: TOTAL DEMOCRAT CANDIDATE 50%, TOTAL TRUMP 23%, SOME OTHER CANDIDATE 6%, UNSURE UNDECIDED 2%, REFUSED 7%
- Liberal: TOTAL DEMOCRAT CANDIDATE 88%, TOTAL TRUMP 2%, SOME OTHER CANDIDATE 3%, UNSURE UNDECIDED 2%, REFUSED 7%

Colorado 2018 Post Election Survey of Unaffiliated Voters, 500n, +/-4.38, Nov. 2018
Although it is a long way off, if the 2020 Presidential election were being held today, would you vote for Donald Trump the Republican candidate or the Democratic party’s candidate?

- Definitely Democrat: 36%
- Probably Democrat: 19%
- Definitely Trump: 12%
- Probably Trump: 11%
- Total Democrat Candidate: 55%
- Total Trump: 23%
- Some Other Candidate: 4%
- Unsure / Undecided: 17%
- Refused: 1%

Colorado 2018 Post Election Survey of Unaffiliated Voters, 500n, +/-4.38, Nov. 2018
MEDIA HABITS
MEDIA HABITS

Do you watch live television?

- Yes: 59%
- No: 41%

How many hours of live television do you watch a week?
(Asked to those that watch live television)

- Zero to two hours: 3%
- Three to five hours: 14%
- Six to ten hours: 23%
- More than ten hours: 36%
- Unsure/Refused: 24%
In general, how much trust and confidence do you have in the Colorado media, such as newspapers, television and radio, when it comes to reporting the news fully, accurately, and fairly? Do you have a…
In general, how much trust and confidence do you have in the Colorado media, such as newspapers, television and radio, when it comes to reporting the news fully, accurately, and fairly? Do you have a…

A GREAT DEAL | A FAIR AMOUNT | NOT VERY MUCH | NONE AT ALL | UNSURE REFUSED

19% 46% 27% 3% 5%
A GREAT DEAL | A FAIR AMOUNT | NOT VERY MUCH | NONE AT ALL | UNSURE REFUSED

Colorado 2018 Post Election Survey of Unaffiliated Voters, 500n, +/-4.38, Nov. 2018
If a political campaign wanted you to see an ad, among the following options, which would be the most effective way for them to reach you?

- **A TELEVISION AD**: 22%
- **TRADITIONAL AM FM RADIO**: 16%
- **FACEBOOK**: 16%
- **A MAILER DIRECT MAIL**: 9%
- **YOUTUBE**: 8%
- **A VOLUNTEER KNOCKING ON YOUR DOOR**: 7%
- **TWITTER**: 4%
- **INTERNET RADIO PANDORA SPOTIFY**: 2%
- **OTHER**: 4%
- **UNSURE**: 12%
- **REFUSED**: 22%
David Flaherty | Courtney Sievers

MAGELLAN STRATEGIES
1685 Boxelder Street, Suite 300
Louisville, CO 80027