

CIRULI ASSOCIATES POLL

Survey Results
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Hickenlooper, Salazar and Ritter Most Popular Colorado Democrats

In a survey conducted during the presidential election by Ciruli Associates, Senator Ken Salazar, Denver Mayor John Hickenlooper and Governor Bill Ritter were in a statistical tie for the most popular Democrat in Colorado.

The survey is a good test of the top three Democratic officeholders' voter favorability at the time when voters are the most attentive to politics and engaged in political discussion and decisions.

Conducted from September 19 to 23, 2008 with 501 likely voters, the survey showed Senator Salazar receiving a 59 percent favorable rating, 58 percent for Mayor Hickenlooper and 57 percent for Governor Ritter. Mark Udall, who was running for senate, received a 49 percent rating. Hickenlooper has the highest ratio of positive-to-negative rating due to his low unfavorability rating.

Coloradans Rate Top Democrat Officeholders

<u>Politician</u>	<u>Favorable</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Ratio of Positive to Negative</u>
K. Salazar	59%	25%	16%	2.4
Hickenlooper	58	12	30	4.8
Ritter	57	28	15	2.0
Udall	49	33	17	1.5

Ciruli Associates, N501, 2008

Question: As I read the following list of political leaders and candidates, please tell me your impression of each one as very favorable, somewhat favorable, somewhat unfavorable or very unfavorable. If you aren't familiar with a name, or don't have an opinion, just say so. [Rotated] [The categories are a combination of "very" and "somewhat."]

The favorability question was part of a survey sponsored by the Economic Development Council of Colorado (EDCC), a statewide consortium of local and regional economic development professionals. It was the third in an annual fall survey of economic and policy issues. The statewide survey was conducted by Ciruli Associates with 501 randomly selected Colorado voters. The statistical range of error is ± 4.4 percentage points.

Favorability Rating and Awareness by Region

Hickenlooper is less well-known outside the Denver metro area. In the Denver metro area, which represents 55 percent of the state’s voters, he received a 74 percent favorability rating.

Rating and Awareness by Region and Partisanship

<u>Region</u>	<u>Hickenlooper</u>		<u>Salazar</u>		<u>Ritter</u>	
	<u>Favorable</u>	<u>Don't Know</u>	<u>Favorable</u>	<u>Don't Know</u>	<u>Favorable</u>	<u>Don't Know</u>
Metro area	74%	11%	59%	14%	62%	11%
North Front Range	54	40	60	19	51	25
South Front Range	23	68	44	16	40	20
Eastern Plains	47	40	60	7	40	20
Western Slope	39	52	46	21	61	17
<u>Party</u>						
Democrat	68%	27%	79%	12%	77%	13%
Unaffiliated	57	36	66	18	58	21
Republican	49	29	36	18	36	14
Statewide Average	58%	30%	59%	16%	57%	15%

Ciruli Associates, N501, 2008

Hickenlooper receives an exceptionally high rating from Republicans, given lower name identification than Ritter or Salazar. His unaffiliated rating is equal to Ritter’s, with a much lower level of awareness among unaffiliated voters.

Bill Ritter’s favorability declined from 75 percent in the same type of statewide survey conducted in September 2007, signifying the end of his honeymoon. This September survey showed Senator Barack Obama one point ahead of Senator John McCain for president and Mark Udall up 7 points over Bob Schaffer in the race for the U.S. Senate.

Survey Design

The 501 respondents of the telephone survey were selected from a random sample of Colorado registered voters who regularly vote in presidential-year elections. Voters were then screened to determine their likelihood to vote. Statistical range of accuracy in 19 out of 20 cases is plus or minus 4.4 percentage points for a sample size of 501 – meaning that 95 percent of the time if all voters with telephones in Colorado had been surveyed, the findings would differ from the survey results by no more than plus or minus 4.4 percentage points. Survey results can be affected by other factors, such as question wording and order.

For more analysis of Colorado politics and to read Floyd Ciruli’s blog, log onto www.ciruli.com.

Ciruli Associates is a non-partisan research firm providing polling, election analysis and political commentary to Colorado and national organizations and media since 1976.