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Subject: Gardner Negatives Spike, Udall moving closer to 50%

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A new PPP survey in Colorado finds that Cory Gardner's negatives have spiked following an early advertising campaign focusing on his record of voting to provide subsidies to oil companies.

Key findings from the survey include:

-Gardner's name recognition has increased from 48% on a PPP poll in mid-March to now 77%. But his negatives are rising a lot faster than his positives- only 35% of voters have a favorable opinion of him now to 42% with a negative one. Previously voters were pretty evenly divided on him at 23/25. For a majority of the voters who've gotten to know Cory Gardner for the first time over the last month, the first impression has been a negative one.

-Mark Udall leads Gardner 47/43 in a head to head match up for this fall's election. Previously Udall's lead was only 42/40, but as the race has gotten more defined in the last month he's pushed up much closer to the critical 50% mark.

-By a 56/19 spread voters see Gardner as more likely than Udall to do the bidding of big oil companies in Washington, and that perception is likely to hurt him even more between now and the fall. 56% of voters say they're less likely to vote for a candidate who voted to provide billions of dollars in tax breaks to oil companies, compared to only 11% who consider that to be a positive.

LCV's early ad campaign has weakened Gardner as voters have gotten to know him, and put Udall in a stronger position now than he was when Gardner first made his entry into the race.

PPP interviewed 526 Colorado voters on May 7th and 8th. The margin of error for the poll is +/-4.3%. This survey was conducted on behalf of the League of Conservation Voters.

