



**TO:** Interested Parties  
**FROM:** Aaron Strauss, DCCC Director of Targeting and Data  
**RE:** CO-06 DCCC IVR Results  
**DATE:** September 16, 2012

Despite Republican Rep. Mike Coffman’s current name recognition advantage, Democratic challenger Joe Miklosi finds himself in a very tight race for Colorado’s 6<sup>th</sup> district congressional seat. In the trial heat, Miklosi trails Coffman by just three points (39%-42%). As voters get to know the Democratic challenger, this race will likely tighten even further.

Although Rep. Coffman is well known, his favorability numbers leave much to be desired for an incumbent. Only 36% of voters have a favorable view of Coffman, while over a quarter (26%) have an unfavorable view. Coffman’s total name recognition stands at 83%.

On the other hand, although Joe Miklosi is relatively unknown in the district (71% have never heard of Miklosi), he is well liked among those who have an opinion of him. Among 6<sup>th</sup> district voters, 11% have a favorable view of Miklosi and just 5% have an unfavorable view (better than a 2:1 ratio). An increase in Miklosi’s name recognition will be important, as 19% of the electorate is undecided.

The district is friendly territory for Democrats. Under the new lines for Colorado’s 6<sup>th</sup>, President Obama received over 54% of the two-party vote in 2008.

In sum, Mike Coffman is very vulnerable, and with a visible campaign that introduces voters to the Democratic challenger, Joe Miklosi can unseat him.

*The data in this memo is from a survey of 350 likely 2012 voters conducted September 13, 2012 in Colorado’s 6<sup>th</sup> Congressional district. Respondents’ information came from the voter file and respondents were interviewed over the phone by an automated survey. The margin of error is 5.2%.*

**Miklosi Trails Coffman by Just Three Points**  
(DCCC Poll September 13)

