# GRAVIS MARKETING

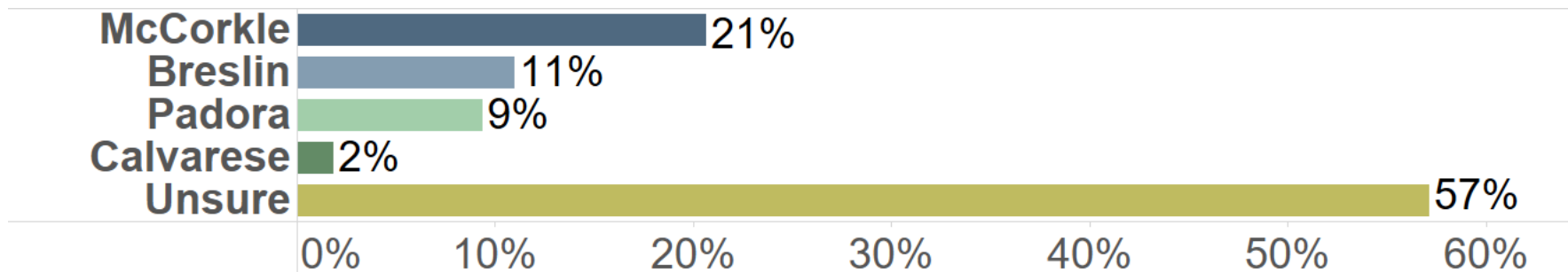# Colorado Congressional District 4 Polling

## Executive Summary

Gravis Marketing, a nonpartisan research firm, conducted a random survey of 439 registered, likely Democratic Primary voters in Colorado's 4th Congressional District. The poll was conducted from March 14th through the 15th and has a margin of error of 4.7%. The survey was conducted using automated voice and web respondents. The results are weighed by voting demographics. The poll was paid for by McCorkle for Congress.
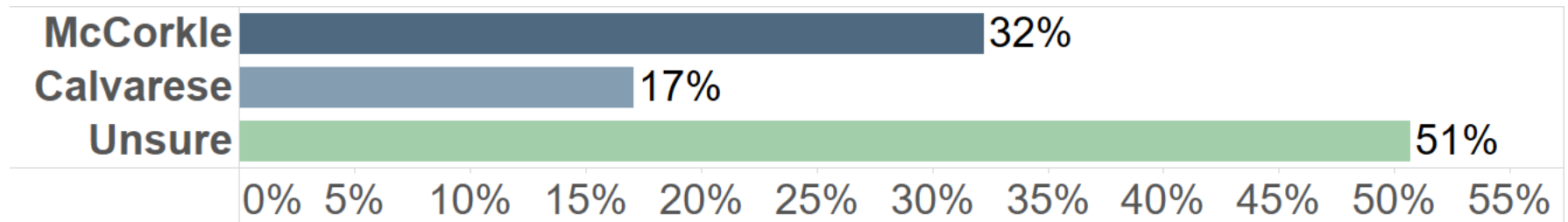
1) If the primary election were held today, for whom would you vote?



| Candidate | Percentage |
|-----------|-----------|
| McCorkle | 21% |
| Breslin | 11% |
| Padora | 9% |
| Calvarese | 2% |
| Unsure | 57% |

2) If the primary election were between Ike McCorkle and John Padora, for whom would you vote?



| Candidate | Percentage |
|-----------|-----------|
| McCorkle | 30% |
| Padora | 20% |
| Unsure | 50% |
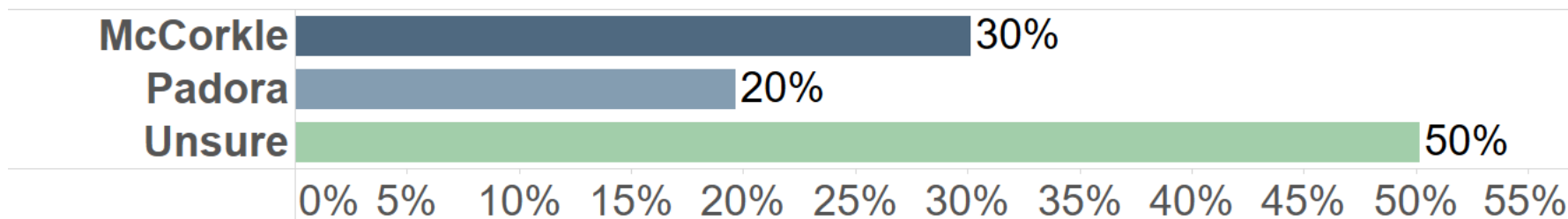
3) If the primary election were between Ike McCorkle and Trisha Calvarese, for whom would you vote?

| Candidate | Percentage |
|-----------|-----------|
| McCorkle | 32% |
| Calvarese | 17% |
| Unsure | 51% |

4) If the primary election were between Trisha Calvarese and John Padora, for whom would you vote?

| Candidate | Percentage |
|-----------|-----------|
| Padora | 21% |
| Calvarese | 18% |
| Unsure | 61% |
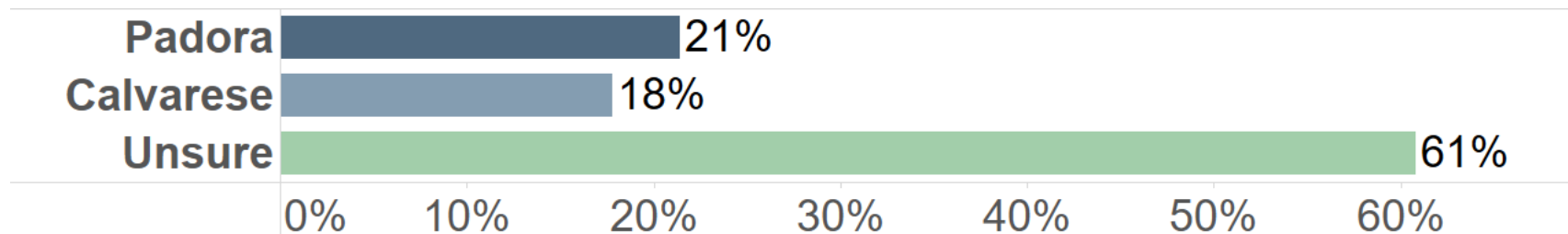
5) How do you typically get your news or learn of current events?

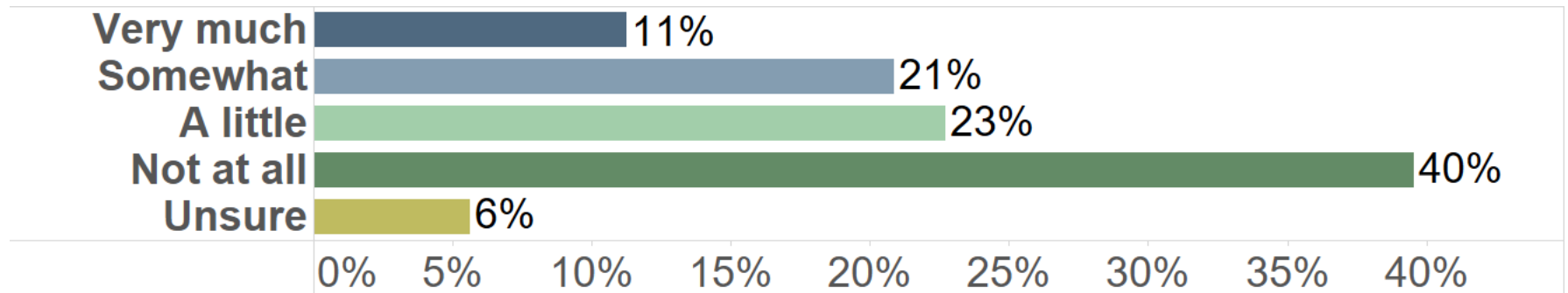| Source | Percentage |
|--------|-----------|
| Television | 40% |
| Social Media | 29% |
| Local Newspaper / Radio | 16% |
| Unsure or other | 15% |
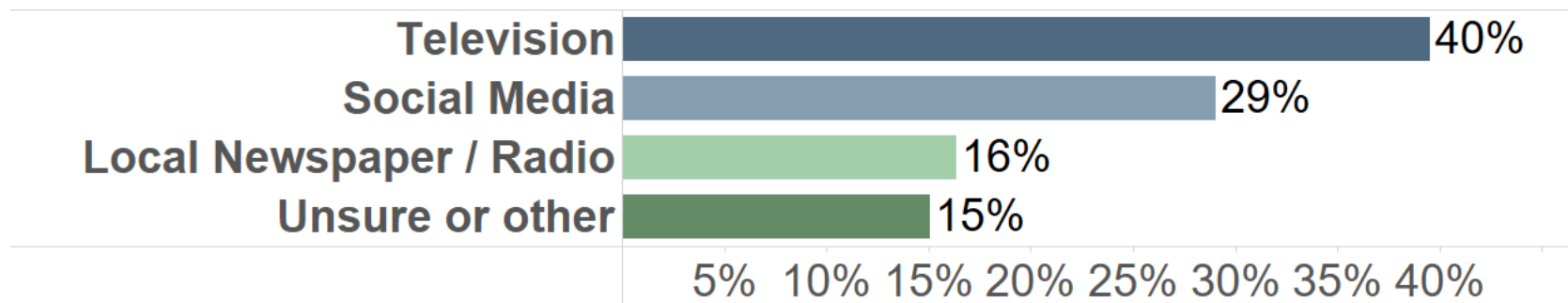
6) Which social media platform do you get your news from primarily?

[Only respondents who indicated social media in Question 5]

| Platform | Percentage |
|----------|-----------|
| Facebook | 31% |
| Other | 30% |
| TikTok | 30% |
| Twitter or X | 10% |
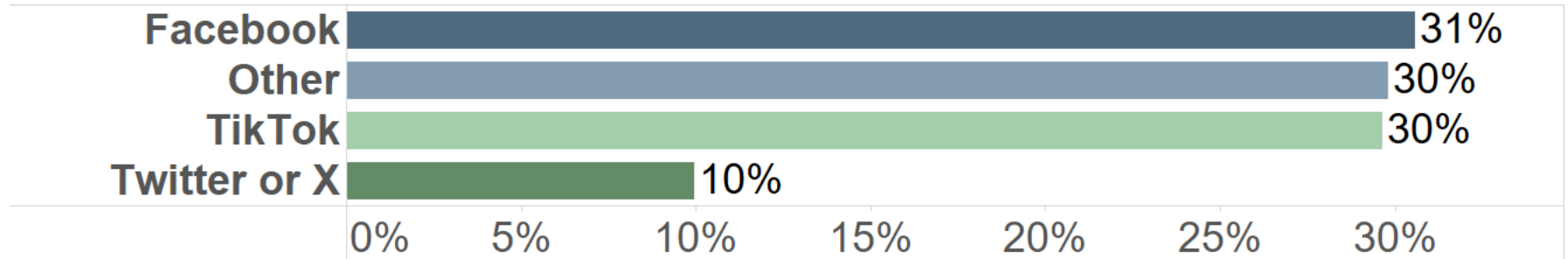
7) How much does a candidate's ability to fundraise influence your choice in the Primary Election?

| Response | Percentage |
|----------|-----------|
| Very much | 11% |
| Somewhat | 21% |
| A little | 23% |
| Not at all | 40% |
| Unsure | 6% |

8) Is it more important that a Democrat be competitive in the general election, or be closely aligned with your political preferences?

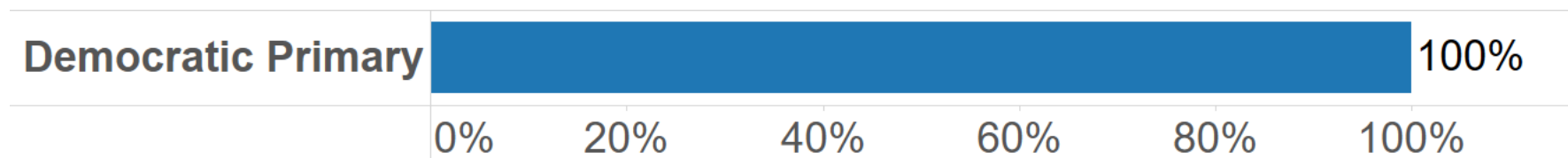| Response | Percentage |
|----------|-----------|
| Being aligned with your preferences is more important | 46% |
| Being competitive is more important | 42% |
| Unsure | 12% |
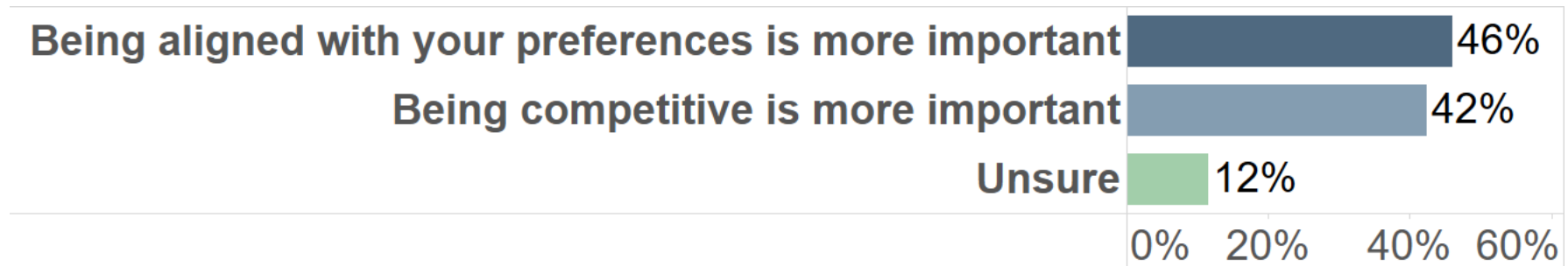
**The following questions are for demographic purposes**

9) Are you registered to vote in the State of Colorado?

| | |
|---|---|
| Yes | 100% |

0%  10%  20%  30%  40%  50%  60%  70%  80%  90%  100%  110%
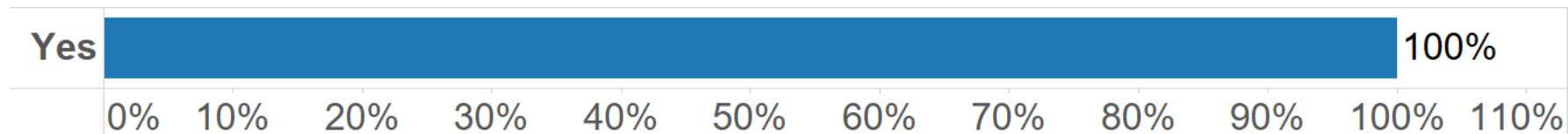
10) Do you plan on voting in the 2024 Primary election? If so, which party's primary?

| | |
|---|---|
| Democratic Primary | 100% |

0%  20%  40%  60%  80%  100%

11) What political ideology do you identify most strongly with?

| Ideology | Percentage |
|---|---|
| Progressive | 24% |
| Slightly liberal | 26% |
| Moderate | 27% |
| Slightly conservative | 14% |
| Very conservative | 9% |

0%  5%  10%  15%  20%  25%  30%
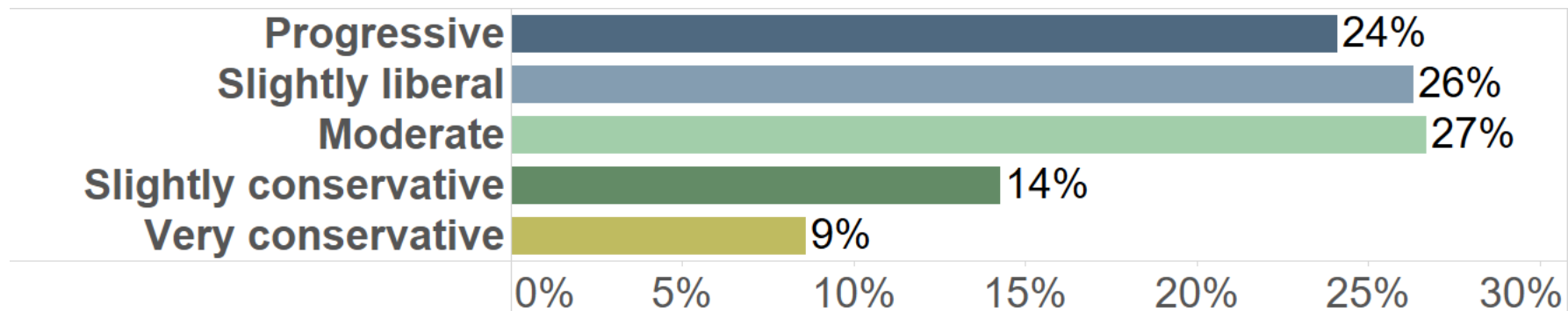
12) What is your party affiliation?

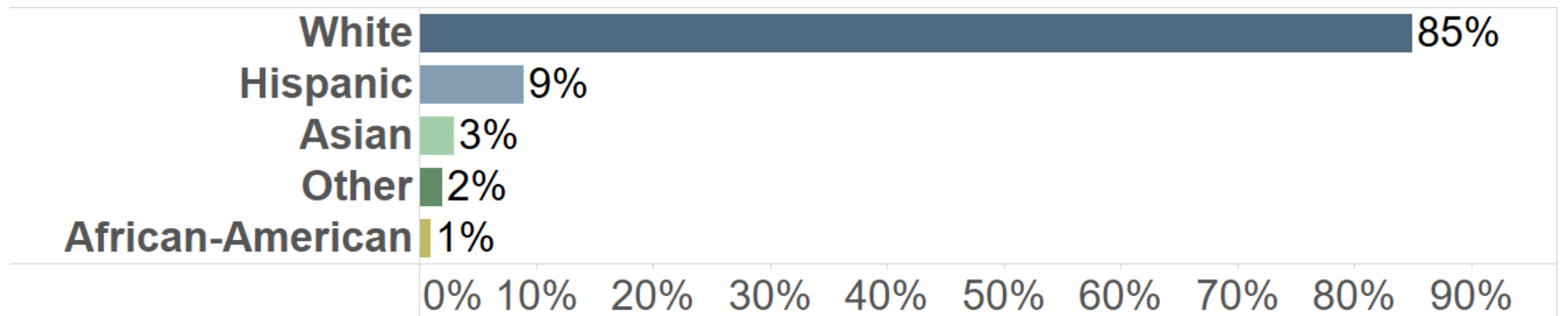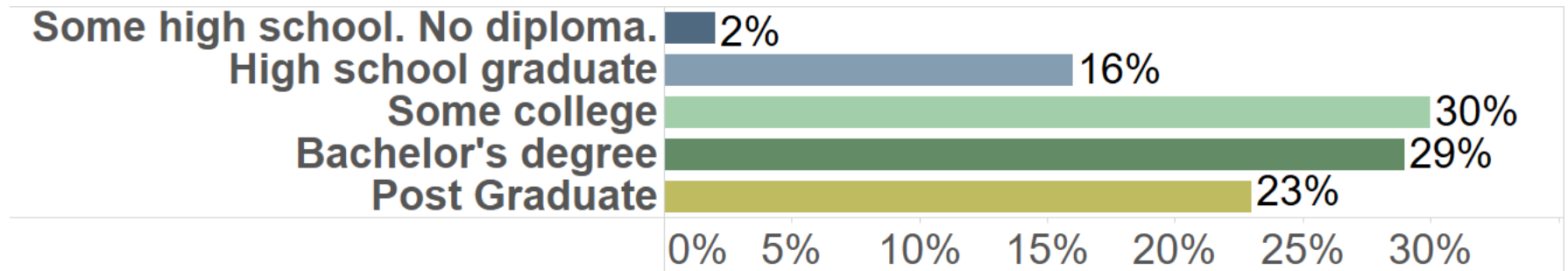| Party | Percentage |
|---|---|
| Democrat | 53% |
| Third party or unaffiliated | 47% |
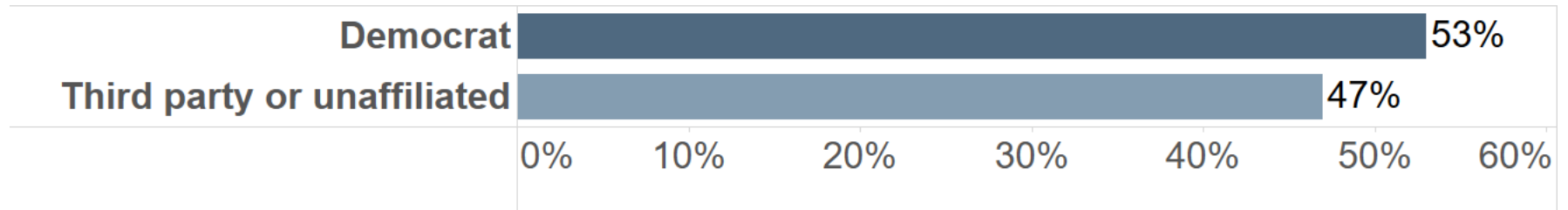
13) Are you or is a member of your immediate family from a Latino, Hispanic or Spanish speaking background?

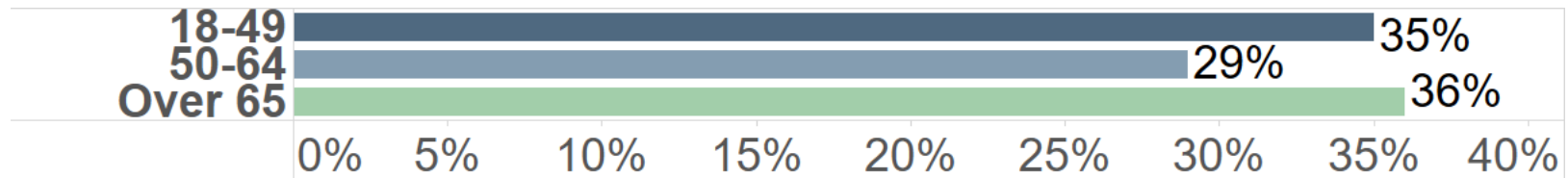| Response | Percentage |
|---|---|
| No | 91% |
| Yes | 9% |
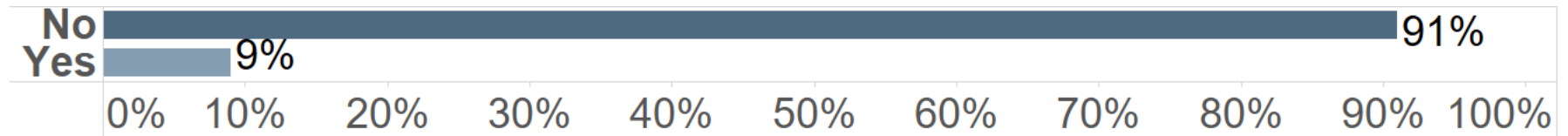
14) What race do you identify yourself as?

| Race | Percentage |
|---|---|
| White | 85% |
| Hispanic | 9% |
| Asian | 3% |
| Other | 2% |
| African-American | 1% |

15) What is the highest level of education you have completed?

| Education Level | Percentage |
|---|---|
| Some high school. No diploma. | 2% |
| High school graduate | 16% |
| Some college | 30% |
| Bachelor's degree | 29% |
| Post Graduate | 23% |

16) How old are you?

| Age | Percentage |
|---|---|
| 18-49 | 35% |
| 50-64 | 29% |
| Over 65 | 36% |

17) What is your gender?

| Gender | Percentage |
|---|---|
| Male | 46% |
| Female | 51% |
| Other | |
| Prefer not to answer | |