

Normington Petts

To: Betsy Markey for Treasurer
From: Normington, Petts and Associates
Date: August 29, 2014

The following is a summary of findings of a survey conducted among 500 registered voters in Colorado who are likely to vote in the general election in November 2014. The survey was conducted August 24-27, 2014. The sampling error for the survey is plus or minus 4.4 percentage points.

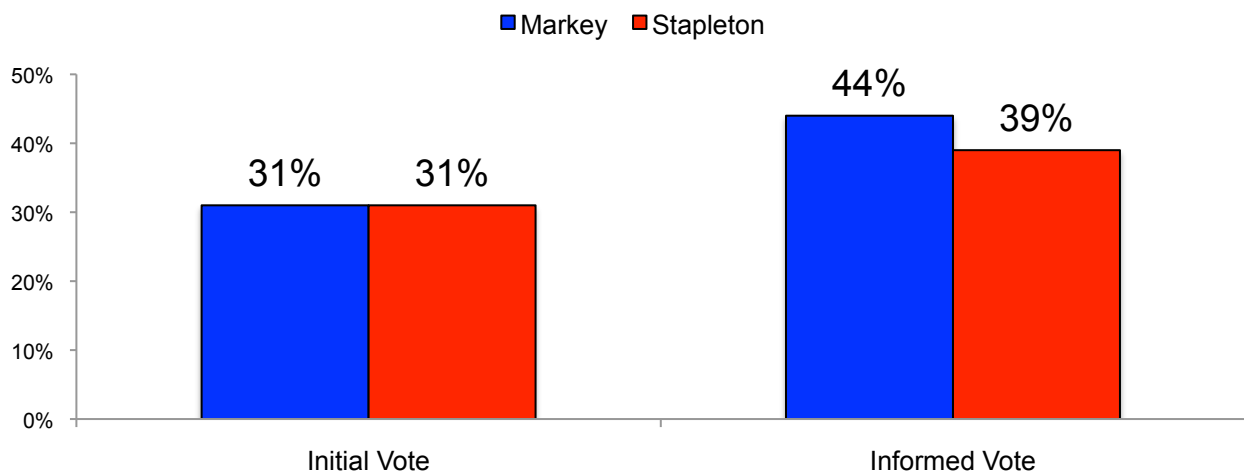
FINDINGS

Democratic nominee for Colorado State Treasurer **Betsy Markey is in a dead heat with incumbent Walker Stapleton, 31% to 31%.**

Not only is Markey providing a strong challenge to Stapleton, but the presence of Libertarian candidate, David Jurist, presents an additional hurdle to Stapleton's re-election. While Libertarian candidates typically pull no more than 3%, Jurist is likely to draw his votes from Stapleton.

Not only does the race begin tied, **but after voters hear positive and negative messages on both candidates, Markey pulls into the lead by five points, 44% to 39%.**

Voters are far more persuaded by Walker Stapleton's abysmal attendance record as Treasurer than they are by Betsy Markey's vote for Obamacare.



This race will likely come down to who has the fiscal resources needed to communicate their message in the expensive Denver media market. If Markey is able to raise the necessary funds, she can become the next Treasurer of Colorado.