



**RBI Strategies
& Research**

Crosstabs – Colorado Statewide Survey

October 2010

Methodology

RBI Strategies & Research conducted a telephone survey of 501 Colorado voters who indicated it was likely that they would vote in the 2010 General Election. Interviews were conducted October 24 - October 26, 2010 by Standage Market Research of Denver, Colorado, a market research firm specializing in telephone survey interviewing. Respondents were randomly selected from a list of Colorado voters, purchased from Voter Contact Services, who voted in the 2008 General Election or registered to vote at any time following the 2008 General Election.

The margin of error for a survey of 500 interviews is +/-4.4% at the 95% confidence level. The margin of error is higher for subsamples within the full sample. Other sources of error not accounted for by the stated statistical margin of error include, but are not limited to, question wording, question order, refusal to be interviewed, and demographic weighting.

Sample was weighted by age and registered party to more accurately reflect the likely makeup of the electorate as determined by turnout in past election cycles.

Banners included in the following tables all have a margin of error of less than or equal to $\pm 10\%$ with the exception of:

- Race and Ethnicity (Hisp/Latino) - Margin of error is $\pm 12.0\%$
- Likelihood of voting (Less thn cert.) – Margin of error is $\pm 10.6\%$
- White Working Class (Men) – Margin of error is $\pm 12.4\%$
- White Working Class (Women) – Margin of error is $\pm 10.4\%$
- Region (West Slope) – Margin of error is $\pm 11.6\%$
- Region (Denver) – Margin of error is $\pm 13.0\%$

Banner Definitions

- Likelihood of voting (Less thn cert.) – All respondents indicated that it either very likely or probable that they would vote
- Region (North Front Range) – All respondents registered to vote in the following counties: Adams, Boulder, Broomfield, Larimer and Weld
- Region (West Slope) – All respondents registered to vote in the following counties: Alamosa, Archuleta, Chaffee, Conejos, Costilla, Delta, Dolores, Eagle, Garfield, Grand, Gunnison, Hinsdale, Jackson, Lake, La Plata, Mesa, Mineral, Moffat, Montezuma, Montrose, Ouray, Park, Pitkin, Rio Blanco, Rio Grande, Routt, Saguache, San Juan, San Miguel and Summit
- Region (Metro) – All respondents registered to vote in the following counties: Arapahoe, Clear Creek, Gilpin and Jefferson
- Region (E. Plns & S. Frt Range) – All respondents registered to vote in the following counties: Baca, Bent, Cheyenne, Crowley, Custer, Douglas, El Paso, Elbert, Fremont, Huerfano, Kiowa, Kit Carson, Las Animas, Lincoln, Logan, Morgan, Otero, Phillips, Prowers, Pueblo, Sedgwick, Teller, Washington, Yuma
- White Working Class (Men) – All respondents who are White non-Hispanic males who indicated that they have not received a four year college degree
- White Working Class (Women) – All respondents who are White non-Hispanic females who indicated that they have not received a four year college degree

A Telephone Survey of Likely General Election Voters in Colorado

Table 1: Likelihood of voting

	Total	Gender		Registered Party			Age			Likelihood of voting			Race and Ethnicity		HORSE RACE: US Senate		
		Male	Female	DEM	GOP	UNA/ Other	18-44	45-64	65+	Already voted	Certain	Less thn cert.	White non- Hisp	Hisp/ Latino	Bennet	Buck	Und/DK
Base	501	234 47%	267 53%	182 36%	198 40%	121 24%	153 31%	222 44%	117 23%	159 32%	256 51%	86 17%	385 77%	67 13%	214 43%	209 42%	53 11%
Already voted	159 32%	67 28% 42%	92 34% 58%	62 34% 39%	64 32% 40%	33 27% 21%	30 19% 19%	70 31% 44%	57 49% 36%	159 100% 100%	0 0% 0%	0 0% 0%	128 33% 81%	16 24% 10%	70 33% 44%	71 34% 45%	9 17% 6%
Absolutely certain	256 51%	124 53% 48%	132 50% 52%	90 50% 35%	104 53% 41%	62 51% 24%	76 50% 30%	118 53% 46%	57 49% 22%	0 0% 0%	256 100% 100%	0 0% 0%	195 51% 76%	40 60% 16%	112 52% 44%	111 53% 43%	25 48% 10%
Very likely	75 15%	37 16% 50%	38 14% 50%	23 13% 31%	29 15% 39%	23 19% 30%	38 25% 51%	32 15% 43%	3 2% 4%	0 0% 0%	0 0% 0%	75 87% 100%	55 14% 74%	8 13% 11%	28 13% 37%	26 12% 35%	15 28% 20%
Probably	11 2%	7 3% 57%	5 2% 43%	7 4% 61%	1 0% 8%	4 3% 32%	9 6% 83%	2 1% 17%	0 0% 0%	0 0% 0%	0 0% 0%	11 13% 100%	7 2% 65%	2 3% 17%	5 2% 42%	1 0% 8%	4 7% 32%
Mean	1.9	1.9	1.8	1.9	1.8	2.0	2.2	1.8	1.5	1.0	2.0	3.1	1.8	1.9	1.8	1.8	2.2
Chi Square		2.45 .484		8.08 .232			55.42 .001			1000+ .001			2.89 .408		21.38 .002		

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A Telephone Survey of Likely General Election Voters in Colorado

Table 1b: Likelihood of voting

	Total	Region					Vote History		Education			White Working Class		Party Self ID		
		North Front Range	West Slope	Metro	Plns & S. Frt Range	Denver	2008 only	2008 & 2006	No 4 yr degree	4 yr degree	Adv degree	Men	Women	Dem / Lean	Rep / Lean	Indy
Base	501	126 25%	71 14%	117 23%	130 26%	57 11%	149 30%	318 63%	198 39%	155 31%	128 26%	63 13%	89 18%	184 37%	190 38%	112 22%
Already voted	159 32%	38 30% 24%	22 31% 14%	41 35% 26%	40 31% 25%	18 31% 11%	37 25% 23%	112 35% 71%	67 34% 42%	47 30% 30%	41 32% 26%	18 29% 11%	33 36% 21%	61 33% 38%	60 32% 38%	33 30% 21%
Absolutely certain	256 51%	66 52% 26%	42 60% 17%	53 45% 21%	66 51% 26%	29 51% 11%	76 51% 30%	166 52% 65%	104 53% 41%	72 46% 28%	66 51% 26%	38 59% 15%	45 51% 18%	94 51% 37%	102 54% 40%	53 47% 21%
Very likely	75 15%	21 16% 28%	5 8% 7%	19 16% 26%	20 15% 26%	10 17% 13%	27 18% 36%	38 12% 51%	24 12% 32%	31 20% 42%	18 14% 24%	7 11% 9%	10 11% 14%	25 13% 33%	27 14% 36%	20 18% 27%
Probably	11 2%	2 1% 15%	1 2% 10%	4 3% 33%	4 3% 34%	1 2% 8%	9 6% 76%	1 0% 9%	2 1% 15%	5 3% 43%	4 3% 34%	1 1% 8%	1 1% 8%	5 2% 40%	1 0% 8%	6 5% 52%
Mean	1.9	1.9	1.8	1.9	1.9	1.9	2.0	1.8	1.8	2.0	1.9	1.8	1.8	1.9	1.8	2.0
Chi Square		7.07 .853					21.02 .001		7.43 .283			1.22 .747		9.11 .168		

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A Telephone Survey of Likely General Election Voters in Colorado

Table 2: Right direction or wrong track: Colorado

	Total	Gender		Registered Party			Age			Likelihood of voting			Race and Ethnicity		HORSE RACE: US Senate		
		Male	Female	DEM	GOP	UNA/ Other	18-44	45-64	65+	Already voted	Certain	Less thn cert.	White non-Hisp	Hisp/Latino	Bennet	Buck	Und/DK
Base	501	234 47%	267 53%	182 36%	198 40%	121 24%	153 31%	222 44%	117 23%	159 32%	256 51%	86 17%	385 77%	67 13%	214 43%	209 42%	53 11%
Right direction	170 34%	77 33% 45%	94 35% 55%	93 51% 54%	36 18% 21%	42 34% 24%	59 39% 35%	68 31% 40%	38 32% 22%	53 33% 31%	87 34% 51%	30 35% 18%	128 33% 75%	23 34% 13%	129 60% 76%	26 13% 15%	10 19% 6%
Wrong track	247 49%	121 52% 49%	127 48% 51%	49 27% 20%	146 74% 59%	52 43% 21%	61 40% 25%	118 53% 48%	64 55% 26%	82 52% 33%	129 50% 52%	36 42% 15%	198 51% 80%	28 42% 11%	38 18% 15%	163 78% 66%	31 59% 13%
Unsure	77 15%	35 15% 45%	42 16% 55%	35 19% 46%	16 8% 21%	26 21% 34%	31 20% 40%	34 15% 44%	12 10% 16%	23 15% 30%	36 14% 47%	18 21% 23%	54 14% 71%	15 22% 19%	43 20% 56%	19 9% 25%	11 20% 14%
REF	1 0%	1 0% 100%	0 0% 0%	0 0% 0%	0 0% 0%	1 1% 100%	1 1% 100%	0 0% 0%	0 0% 0%	0 0% 0%	1 0% 100%	0 0% 0%	1 0% 100%	0 0% 0%	1 0% 100%	0 0% 0%	0 0% 0%
DK	5 1%	1 0% 16%	5 2% 84%	4 2% 82%	0 0% 0%	1 1% 18%	1 1% 16%	2 1% 34%	3 2% 50%	0 0% 0%	4 1% 66%	2 2% 34%	4 1% 75%	1 2% 25%	4 2% 66%	1 0% 18%	1 2% 16%
Mean	1.9	1.8	1.9	1.8	1.9	1.9	1.8	1.9	1.8	1.8	1.9	1.9	1.8	1.9	1.7	2.0	2.1
Chi Square		3.73 .443		93.51 .001			14.12 .079			6.76 .562			4.07 .396		165.10 .001		

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A Telephone Survey of Likely General Election Voters in Colorado

Table 2b: Right direction or wrong track: Colorado

	Total	Region					Vote History		Education			White Working Class		Party Self ID		
		North Front Range	West Slope	Metro	Plns & S. Frt Range	Denver	2008 only	2008 & 2006	No 4 yr degree	4 yr degree	Adv degree	Men	Women	Dem / Lean	Rep / Lean	Indy
Base	501	126 25%	71 14%	117 23%	130 26%	57 11%	149 30%	318 63%	198 39%	155 31%	128 26%	63 13%	89 18%	184 37%	190 38%	112 22%
Right direction	170 34%	42 33% 24%	18 26% 11%	36 31% 21%	38 29% 22%	36 64% 21%	50 34% 29%	109 34% 64%	57 29% 34%	59 38% 35%	45 35% 27%	20 31% 12%	22 25% 13%	94 51% 55%	29 15% 17%	44 40% 26%
Wrong track	247 49%	58 46% 23%	44 62% 18%	61 52% 24%	74 57% 30%	11 20% 5%	70 47% 28%	161 51% 65%	102 52% 41%	80 51% 32%	56 44% 23%	33 52% 13%	55 62% 22%	44 24% 18%	146 77% 59%	47 42% 19%
Unsure	77 15%	26 20% 34%	9 12% 11%	19 16% 25%	15 12% 20%	8 15% 11%	26 17% 34%	46 14% 59%	33 17% 42%	16 10% 20%	27 21% 35%	10 15% 13%	9 10% 12%	41 22% 53%	15 8% 19%	20 18% 26%
REF	1 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	1 2% 100%	1 1% 100%	0 0% 0%	1 0% 100%	0 0% 0%	0 0% 0%	1 1% 100%	0 0% 0%	1 1% 100%	0 0% 0%	0 0% 0%
DK	5 1%	1 1% 25%	0 0% 0%	1 1% 25%	3 2% 50%	0 0% 0%	2 1% 41%	2 1% 41%	5 2% 84%	1 1% 16%	0 0% 0%	0 0% 0%	3 4% 59%	4 2% 82%	0 0% 0%	1 1% 18%
Mean	1.9	1.9	1.9	1.9	1.9	1.5	1.9	1.8	2.0	1.7	1.9	1.9	2.0	1.8	1.9	1.8
Chi Square		45.81 .001					3.59 .464		14.36 .073			5.58 .232		110.84 .001		

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A Telephone Survey of Likely General Election Voters in Colorado

Table 4: HORSERACE: Governor

	Total	Gender		Registered Party			Age			Likelihood of voting			Race and Ethnicity		HORSERACE: US Senate		
		Male	Female	DEM	GOP	UNA/ Other	18-44	45-64	65+	Already voted	Certain	Less thn cert.	White non- Hisp	Hisp/ Latino	Bennet	Buck	Und/DK
Base	501	234 47%	267 53%	182 36%	198 40%	121 24%	153 31%	222 44%	117 23%	159 32%	256 51%	86 17%	385 77%	67 13%	214 43%	209 42%	53 11%
Hickenlooper	239 48%	108 46%	131 49%	146 80%	33 16%	60 49%	81 53%	106 48%	47 40%	73 46%	122 48%	44 51%	176 46%	36 53%	196 92%	18 9%	15 29%
		45%	55%	61%	14%	25%	34%	44%	20%	30%	51%	18%	74%	15%	82%	8%	6%
Tancredo	169 34%	85 36%	84 31%	19 10%	115 58%	35 29%	38 25%	80 36%	48 41%	62 39%	89 35%	18 21%	138 36%	15 23%	10 5%	139 67%	11 20%
		51%	49%	11%	68%	21%	22%	47%	28%	37%	53%	10%	82%	9%	6%	82%	6%
Maes	48 10%	24 10%	24 9%	1 0%	35 18%	12 10%	18 12%	17 8%	12 11%	13 8%	27 11%	8 10%	39 10%	8 12%	2 1%	40 19%	5 9%
		50%	50%	2%	73%	25%	37%	35%	26%	27%	56%	17%	80%	16%	5%	83%	9%
Other	1 0%	1 0%	0 0%	0 0%	0 0%	1 1%	1 1%	0 0%	0 0%	0 0%	0 0%	1 1%	1 0%	0 0%	0 0%	0 0%	0 0%
		100%	0%	0%	0%	100%	100%	0%	0%	0%	0%	100%	100%	0%	0%	0%	0%
Undecided / DK/NA / REF	44 9%	15 7%	29 11%	16 9%	15 8%	13 11%	15 10%	19 8%	9 8%	11 7%	18 7%	15 18%	32 8%	8 12%	6 3%	12 6%	22 42%
		35%	65%	36%	35%	29%	34%	42%	22%	25%	41%	34%	72%	18%	14%	27%	51%
Mean	3.2	3.2	3.2	2.1	4.3	3.2	3.0	3.3	3.5	3.3	3.2	3.4	3.3	3.1	1.4	4.5	5.2
Chi Square		4.86 .302		179.08 .001			13.14 .107			20.19 .010			4.14 .387		397.19 .001		

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A Telephone Survey of Likely General Election Voters in Colorado

Table 4b: HORSERACE: Governor

	Total	Region					Vote History		Education			White Working Class		Party Self ID		
		North Front Range	West Slope	Metro	Plns & S. Frt Range	Denver	2008 only	2008 & 2006	No 4 yr degree	4 yr degree	Adv degree	Men	Women	Dem / Lean	Rep / Lean	Indy
Base	501	126 25%	71 14%	117 23%	130 26%	57 11%	149 30%	318 63%	198 39%	155 31%	128 26%	63 13%	89 18%	184 37%	190 38%	112 22%
Hickenlooper	239 48%	64 50% 27%	28 40% 12%	50 43% 21%	47 36% 20%	50 87% 21%	72 49% 30%	149 47% 63%	82 42% 34%	73 47% 31%	73 57% 31%	23 36% 10%	30 34% 13%	158 86% 66%	20 11% 8%	57 51% 24%
Tancredo	169 34%	37 29% 22%	23 33% 14%	51 44% 30%	52 40% 31%	5 9% 3%	35 24% 21%	124 39% 73%	77 39% 45%	47 30% 28%	42 33% 25%	22 35% 13%	42 47% 25%	13 7% 8%	114 60% 67%	38 34% 22%
Maes	48 10%	15 12% 31%	13 18% 27%	4 3% 8%	16 12% 32%	1 2% 2%	22 15% 46%	22 7% 46%	20 10% 41%	21 13% 43%	4 3% 8%	12 20% 26%	7 8% 15%	1 1% 3%	40 21% 83%	5 4% 9%
Other	1 0%	0 0% 0%	0 0% 0%	1 1% 100%	0 0% 0%	0 0% 0%	0 0% 0%	1 0% 100%	0 0% 0%	1 1% 100%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%	0 0% 0%
Undecided / DK/NA / REF	44 9%	10 8% 24%	6 8% 14%	11 10% 26%	15 12% 34%	1 2% 3%	19 13% 44%	21 7% 48%	19 10% 43%	13 9% 31%	10 8% 22%	5 9% 12%	10 11% 22%	12 6% 26%	16 9% 37%	13 11% 29%
Mean	3.2	3.0	3.3	3.7	3.7	1.6	3.2	3.2	3.5	3.2	3.0	3.5	3.9	1.8	4.5	3.3
Chi Square				64.19 .001			19.87 .001		16.21 .039			6.30 .178		234.24 .001		

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