

STUDY #: 10-025
Public Opinion in Colorado
A Survey of Likely General Election Voters
Prepared by RBI Strategies and Research
Survey Conducted October 24 – October 26, 2010
N=501; Margin of Error is ±4.4%

ONLY SPEAK WITH NAME ON LIST
VOL. = Volunteered (Do Not Read)
*** = Less than 1%**

Screen

Hello, may I speak with (NAME ON LIST)? My name is _____ from _____, a public opinion polling firm. We're not selling anything. We are conducting a survey about some issues people have been talking about lately. Would you mind if I asked you a few questions for the survey? It will take only a few minutes and all responses will be anonymous and used only for research purposes.

1. First, are you over the age of 18 and currently registered to vote in the state of Colorado?

Yes	CONTINUE
No	TERMINATE
Unsure	TERMINATE
DK/NA/REFUSED	TERMINATE

2. As you may know, there will be an election in November for several seats including US Senate, US Congress, Governor, and others. How likely is it that you will vote in this election in November? (**READ LIST**)

Absolutely certain	51%
Very likely	15
Probably	2
Already voted	32
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Not very likely	TERMINATE
Not likely at all	TERMINATE
DK/NA/REFUSED	TERMINATE

Mood of the Electorate

3. To start, would you say things here in Colorado are heading in the right direction or are things off on the wrong track?

Right direction	34%
Wrong track	49
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Unsure (VOL.)	15
REFUSED	*
DK/NA	1

Horseshoe

There will be a number of elections this November.

4. If the election for Governor were held today, would you be voting for **(ROTATE:)** Democrat John Hickenlooper, Republican Dan Maes or American Constitution Party candidate Tom Tancredo? **(IF UNDECIDED:)** Well, which way would you say you are leaning?

Hickenlooper	46%	<u>TOTAL HICKENLOOPER: 48%</u>
Lean Hickenlooper	2	
Tancredo	33	<u>TOTAL TANCREDO: 34%</u>
Lean Tancredo	1	
Maes	9	<u>TOTAL MAES: 10%</u>
Lean Maes	*	
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Other (VOL.)	*	
Hard undecided (VOL.)	6	
REFUSED	2	
DK/NA	1	

Demographics

I only have a few questions left for statistical purposes.

5. Which of the following age groups do you fall into?

18-34	15%
35-44	16
45-54	22
55-64	22
65+	23
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REFUSED	1
DK/NA	*

6. Would you please tell me if you or one of your immediate family members is from a Hispanic, Latino or Spanish-speaking background?

Hispanic	13%
Not Hispanic	83
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Unsure (VOL.)	1
REFUSED	3
DK/NA	*

7. How would you describe your race? **(READ LIST)**

White/Caucasian	82%
Black/African-American	3
Hispanic/Latino	7
Asian	1
Other	3
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REFUSED	3
DK/NA	1

8. When it comes to politics, do you consider yourself to be **(ROTATE:)** a Democrat, a Republican or an Independent? **(IF INDEPENDENT:)** Would you consider yourself closer to the **(ROTATE:)** Democratic Party or the Republican Party? Or are you just independent?

Democrat	30%	<u>DEMOCRAT / LEAN: 37%</u>
Lean Democrat	7	
Republican	31	<u>REPUBLICAN / LEAN: 38%</u>
Lean Republican	7	
Independent	22	
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REFUSED	2	
DK/NA	1	

9. What is the highest level of education you have completed? **(READ LIST)**

Less than high school	3%
High school grad	14
Some college	11
Two year college grad	12
Four year college grad	31
Advanced degree	26
Technical/junior college	2
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REFUSED	1
DK/NA	1

That concludes our survey. Thank you VERY MUCH for your time.

CODE THE FOLLOWING

10. CODE GENDER

Male	47%
Female	53

11. CODE GENERAL ELECTION VOTE HISTORY

Voted 2008, not 2006	30%
Voted 2008 and 2006	64
No vote history	7

12. CODE REGISTERED PARTY

Democrat	36%
Republican	40
Independent/Other	24