



TO: Interested Parties
FR: Project New West
RE: Colorado Voter Survey
Date: October 25, 2011

With President Obama coming to Colorado today, Project New West's recent statewide poll shows President Obama remains more popular than any of his major GOP Presidential challengers, particularly among Unaffiliated voters and Hispanics, two important bellwether demographics in the state. PNW's research also shows that the Republican electorate in the state appears dissatisfied with the current field.

PNW's poll showed that 49% of likely Colorado voters view the President in a positive light, compared with 45% who have a negative opinion of him. Comparatively, Mitt Romney has a 40/38 favorable/unfavorable rating, and Rick Perry is underwater with a 29/38 rating.

Importantly, the President is even more popular with unaffiliated voters, who constitute a crucial 29% of the Colorado electorate.¹ 54 percent of unaffiliated voters have positive feelings about the president, compared with 37% who view him negatively. Romney (38/37) and Perry (24/33) have similar ratings among Unaffiliateds as they do with the broader electorate.

The President also remains popular with Hispanic voters, who made up roughly 12% of the Colorado electorate in 2010.² Obama has a 59/36 approval/disapproval rating among Colorado Hispanics, compared to 31/35 for Romney and 28/39 for Perry.

PNW's poll also showed that Republican candidates have work to do in winning over their own voters, in addition to Unaffiliateds and Hispanics. Just 44% of likely Republican 2012 caucus voters would have caucused for one of the two front-runners--Perry and Romney--when the poll was conducted in late September. No other candidate received more than 7% support among Republicans, with 19% undecided. Mitt Romney, the winner of nearly 6 out of 10 delegates in the 2008 Colorado Caucuses, was leading the pack with just 24%. Perry was second with 20%, followed by Newt Gingrich and Michele Bachmann with 7% and Herman Cain with 5% [the poll was conducted immediately before Herman Cain's recent ascendance].

These results show that Colorado will continue to be a key swing state in the 2012 election, but that President Obama remains in a strong position to win the state, given the current Republican field.

PNW conducted 500 live operator telephone interviews from September 19-22, 2011 among likely November 2012 voters statewide in Colorado. The margin of error for this survey is +/- 4.3%. The margin of error among only Republican voters is +/- 7.2%.

¹ Colorado Secretary of State

² CNN exit poll data



Favorability Ratings:

Now I'm going to read the names of several public figures and groups. After I read each one, please tell me if you have a very favorable opinion, somewhat favorable, somewhat unfavorable, or very unfavorable opinion of that person or group? If you are unfamiliar with that person or group, please just say so.

