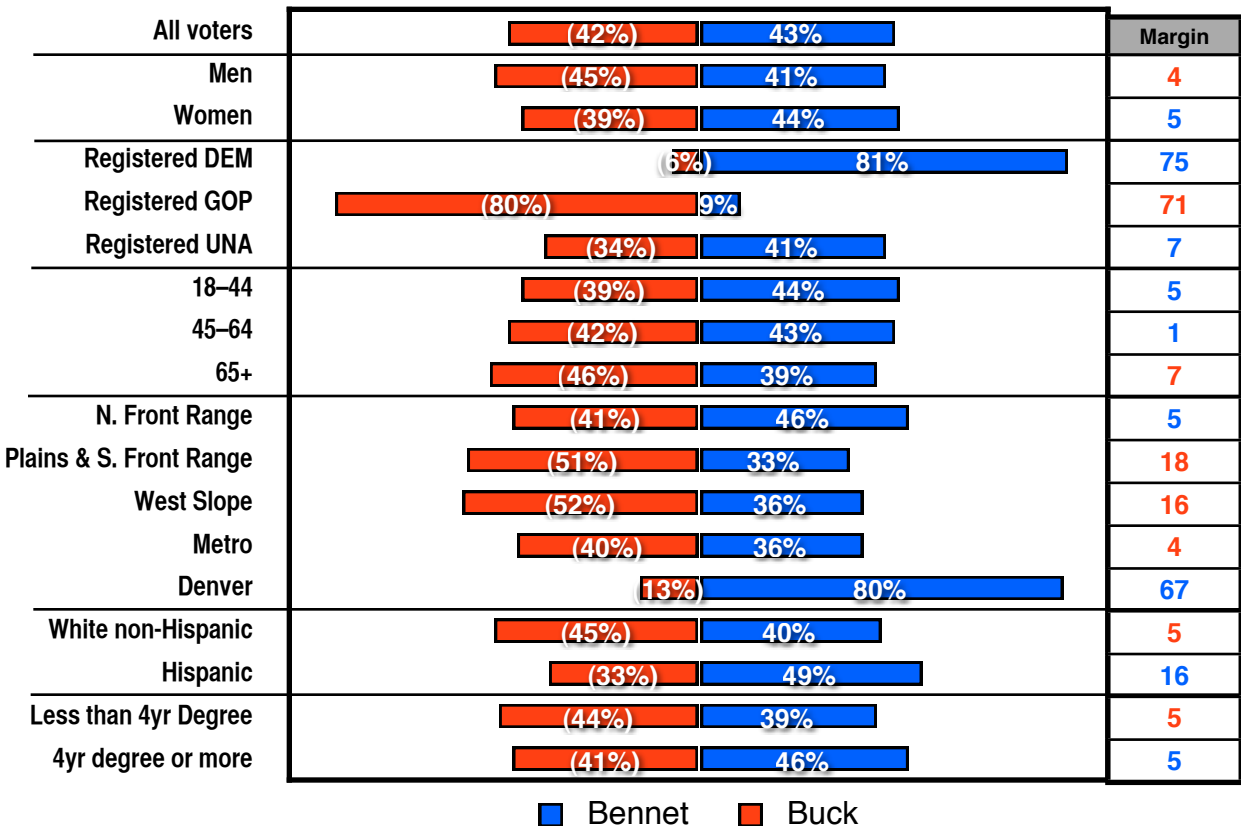




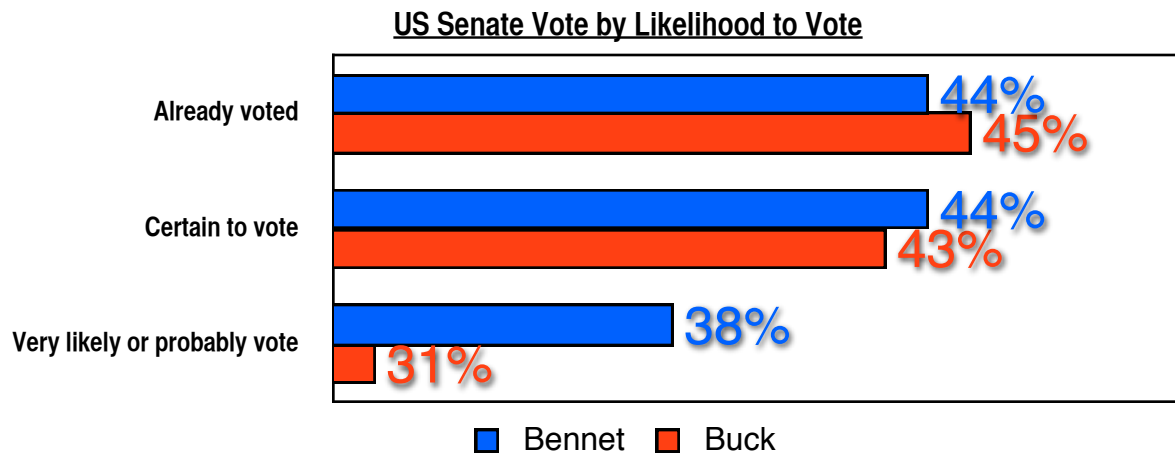
To: Interested Parties
From: RBI Strategies & Research
Re: Summary of Findings from a Colorado Statewide Survey of Likely Voters

Republican Ken Buck and Democrat Michael Bennet are locked in one of the most competitive US Senate races in the country. Currently, 43% of likely voters in Colorado are supporting or leaning towards supporting Bennet while 42% are supporting or leaning Buck. 3% say they will support the Libertarian, Maclyn Stringer, and 1% say they will support the Green Party candidate Bob Kinsey. Men and women are mirrored in their preferences, with men favoring Buck 45% to 41% while women favor Bennet 44% to 39%. Both candidates benefit from strong support from their respective parties, with 81% of registered Democrats favoring Bennet and 80% of Republicans favoring Buck. Bennet holds a 41% to 34% advantage among Unaffiliated voters. Voter preferences vary widely by region with Bennet leading in the North Front Range and Denver while trailing in all other regions of the state. Voter preferences are also correlated to age, with voters under 45 favoring Bennet by 5 points and voters over 65 favoring Buck by 7. While Buck holds a 5 point lead among white voters, Bennet leads by double digits among Hispanic voters.

US Senate Vote by Key Demographics



The outcome of this race will ultimately hinge on Democratic turnout. As is the expectation across the country, Republican turnout is expected to be high in Colorado. However, what is left to be seen is how many Democrats actually show up and cast a ballot in this election. In 2008, registered Democrats and registered Republicans, for the first time in many years, made up nearly equal shares of the Colorado electorate. This partisan parity, combined with strong Democratic performance among Unaffiliated voters, contributed to wide margins for Democratic candidates in races across the state. However, with Democratic turnout expected to be considerably lower this year than in 2008, Republicans will no longer be forced into a situation where they will be required to win the Unaffiliated vote to win statewide. Instead, high turnout and strong Republican consolidation can offset trailing among Unaffiliateds. According to this survey, among those voters who have already voted, Ken Buck is leading by a single point, 45% to 44%. In contrast, those who have yet to vote but say that it is “absolutely certain” they will vote, indicated they favored Bennet 44% to 43%. Therefore, when observing only those voters who said they have already voted or are certain to vote, Buck and Bennet are tied at 43.8%. Bennet’s current 1 point margin over Buck is attributed only to his 7 point lead among those who are less than certain to vote but state that it is either very likely or probable that they will vote.



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 party registration to more accurately reflect the likely makeup of the electorate as determined by turnout in past election cycles.

All demographic figures have a margin of error of less than or equal to $\pm 10\%$ with the exception of the following:

- Race and Ethnicity (Hispanic/Latino) - Margin of error is $\pm 12.0\%$
- Likelihood of voting (Less than certain) – Margin of error is $\pm 10.6\%$
- Region (West Slope) – Margin of error is $\pm 11.6\%$
- Region (Denver) – Margin of error is $\pm 13.0\%$

Definitions

- Likelihood of voting (Very likely or probably vote) – All respondents that indicated it is either very likely or probable that they would vote in the November 2010 General Election
- 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, and Yuma

About RBI Strategies & Research

RBI Strategies & Research is a Denver, Colorado-based consulting firm specializing in survey research, strategic communications and campaign management. Founded in 1985 by Rick Ridder and Joannie Braden, the firm has been involved in local, state, national and international politics for over twenty-five years.