

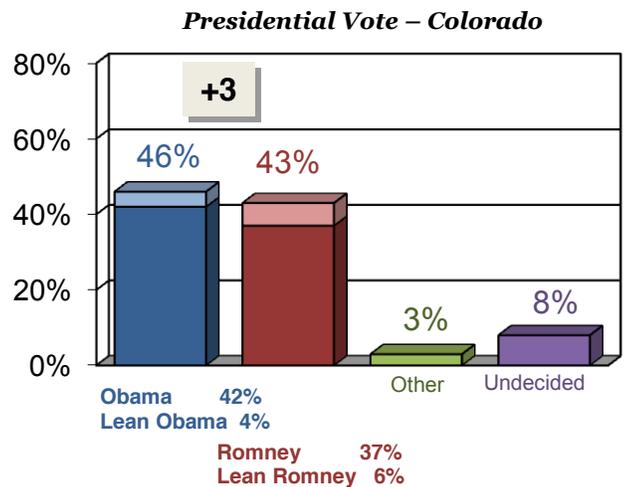


TO: Interested Parties
FROM: Project New America and USAction
DATE: October 25, 2012
RE: New Poll in Colorado Shows President Obama Maintains a 3-Point Lead Over Mitt Romney

A statewide survey of 500 likely voters in Colorado was conducted by Grove Insight October 23-24 using professional interviewers. Quotas were set to ensure calling into cell phone only households. The margin of error is plus or minus 4.4 percentage points at the 95% level of confidence. The data reported here closely mirrors party registration in Colorado -- 33% of the sample are registered Republicans, 34% are registered Democrats, and 33% are unaffiliated with either party.

President Obama Leads in Colorado

- Barack Obama continues to lead Mitt Romney by three points Colorado, garnering 46% of the vote to Romney's 43%. The gap in strong support is even wider (+5), with 42% firmly in the President's camp and 37% solidly behind Romney. This represents a three-point uptick in "strong" support for the President since our last poll
- Hispanic voters give the President a big boost here— Obama leads with 67% to Romney's 21%. Independents, too, offer a double-digit lead to the President (43% to 35%). As we often see, the President also has the edge with voters under 50 (49% to 41%) while the race is tight among older voters (44% to 46%).
- The President's 51-36 lead among women is roughly in line with the advantage he held among women in 2008. By a roughly a 2-1 margin (55-28) women believe Obama, not Romney, is the candidate who "understands the problems middle class families face."
- Coloradans credit Obama, by a margin of 16 points, with being the one who "understands the struggles middle class families face." He also holds an advantage on calm and steady leadership in a crisis (+8) and trust in his decision-making (+5). By a margin of six points, Romney is seen as "too willing to say or do anything to get elected." Importantly, undecided voters mirror these same trends on the trait dimensions.



Who does it better describe – Democrat Barack Obama or Republican Mitt Romney? [Names rotated]		
	Obama	Romney
Understands the struggles middle class families face	49%	33%
Offers calm and steady leadership in a time of crisis	46%	38%
Trust to make decisions that are in the best interest of people like you	46%	41%
Too willing to say or do anything to get elected	34%	40%