

Keating Research, Inc.

DATA DRIVEN DECISION MAKING



502 Likely November 2012 Voters in Colorado

Field: October 23-24, 2012

Full sample n=502 worst case margin of error: 4.4%

Presidential Results

Colorado Statewide Tracking Poll October 23-24 2012

Hello, may please I speak with {name on the list}?

If voter on the list is not available say: May I please speak with the youngest person in the household who is 18 or older and registered to vote in Colorado?

My name is **name of interviewer**. I'm calling from _____. I'm not selling anything. We're doing a survey here in Colorado on some topics that I'm sure you will find interesting.

Screener questions

S2. Are you registered to vote in Colorado?

Yes	100%	Continue interview
No	--	Terminate interview
Don't know / not sure Don't read	--	Terminate interview

S3. What are the chances that you will vote in the November election for President – have you already voted, will you definitely vote, will you probably vote, are the chances 50-50, or will you probably not vote?

Definitely vote	64%	Continue interview
Probably vote	3%	Continue interview
50-50 chances.....	1%	Continue interview
Probably not vote	--	Terminate interview
Don't know / not sure Don't read	--	Terminate interview
Already voted	33%	Continue interview

Now I'm going to read the names of several public figures. 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? **Randomize list. Read names.**

	<u>Fav.</u>	<u>Unfav.</u>	<u>Very Favorable</u>	<u>Somewhat Favorable</u>	<u>Somewhat Unfavorable</u>	<u>Very Unfavorable</u>	<u>Don't read / Don't know / Unfamiliar</u>
1. Barack Obama							
October 23-24	52	46	35%	17%	7%	39%	2%
September 10-11.....	51	47	32%	18%	12%	36%	2%
August 21-22.....	48	48	32%	16%	10%	37%	4%
2. Mitt Romney							
October 23-24	50	48	35%	15%	15%	33%	2%
September 10-11.....	47	51	26%	21%	18%	33%	2%
August 21-22.....	47	49	23%	24%	15%	34%	3%

3. **If already voted ask:** In the election for President, did you vote for Democrat Barack Obama, Republican Mitt Romney, or someone else? **Rotate order of candidate names.**

If not yet voted ask: If the election for President were held today, would you vote for the Democrat Barack Obama, for the Republican Mitt Romney, or for someone else?

Randomize the order of candidates. If respondent says "Don't know or undecided" please ask: Even though you are undecided, which way do you LEAN – Democrat Barack Obama, Republican Mitt Romney, or someone else?

If respondent says "someone else" please ask: What is the name of the other candidate?

	Oct. 23-24	Sept. 10-11	Aug. 21-22
Obama (Including 17% already voted Obama).....	48	49	48
Romney (Including 14% already voted Romney).....	45	44	44
Barack Obama	47%	47%	46%
Lean Obama	1%	2%	2%
Mitt Romney.....	44%	42%	42%
Lean Romney.....	1%	2%	2%
Gary Johnson	2%	--	--
Other candidate.....	1%	2%	2%
Don't know / undecided / refused Don't read	4%	6%	5%

Now I'd like to read you some qualities some people might consider when they choose a candidate in the election for President. After I read each item, I'd like you to tell me if it better describes — Barack Obama or Mitt Romney. **For each one, read the item and ask:** Does this better describe Barack Obama or Mitt Romney? **Randomize items on list.**

Ranked by Difference	Difference	Obama	Romney	Don't read	
				Don't read Neither	Don't Know
14. Most able to handle foreign policy	+12	53%	41%	3%	3%
10. Is someone you can trust.....	+5	46%	41%	10%	3%
12. Is a strong leader.....	+1	46%	45%	4%	5%
13. Will create opportunities for success and a better future	-1	46%	47%	3%	4%
11. Most able to improve the economy and create jobs.....	-9	41%	50%	5%	4%

And finally, just a few questions for statistical purposes only...

D20. Gender **Do not ask question**

Male.....	48%
Female	52%

D21. Could you please tell me your age? **Read list if necessary**

18-24.....	10%
25-29.....	6%
30-34.....	7%
35-39.....	7%
40-44.....	10%
45-49.....	10%
50-54.....	8%
55-59.....	12%
60-64.....	10%
65-69.....	7%
70+	13%

D22. Do you think of yourself as a Democrat, Republican, or Independent? **If Democrat, ask:**
 Would you call yourself a strong Democrat, or a not very strong Democrat? **If Republican, ask:**
 Would you call yourself a strong Republican, or a not very strong Republican?

Democrat	30
Independent	39
Republican	30
Strong Democrat	25%
Not strong Democrat.....	5%
Independent	39%
Not strong Republican.....	8%
Strong Republican	21%
Other party Don't read response	1%
Don't know / not sure Don't read	1%

D23. What is the last grade or level of school you have completed? **Read list if necessary**

Less than high school degree	2%
High school graduate.....	16%
Some college / 2 year degree / Associates degree	26%
College graduate / BA or BS degree	32%
Postgraduate courses / Masters or Doctoral degree	24%
Don't know / refused Don't read	1%

D24. Just to be sure we are representing everybody, do you happen to come from a Hispanic or Latino background? **If respondent says "no", ask: May I ask your race? Do not read answer choices**

White	79%
Hispanic / Latino.....	12%
Black / African American	3%
Asian	1%
Native American / American Indian	2%
Other Don't read response	2%
Don't know / refused Don't read	2%

Party Registration

Democrat.....	33%
Unaffiliated.....	30%
Republican	36%
Other.....	1%

This poll data is based on 502 live telephone interviews with voters statewide in Colorado who are likely to vote in the November, 2012 election. Keating Research, Inc. conducted these telephone interviews from October 23-24, 2012. The worst case margin of error at the 95% level for a sample of 502 is plus or minus 4.4%.