



To: Interested Parties

From: Project New America

Re: New Statewide Poll in Colorado Shows President Obama Leading Mitt Romney by 3%

Date: October 17, 2012

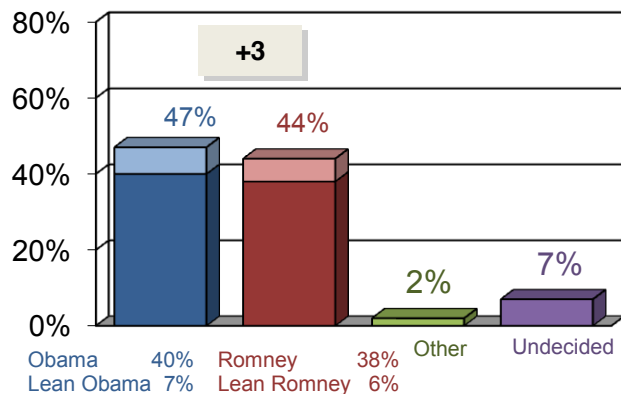
A statewide survey of 500 likely voters in Colorado was conducted by Grove Insight October 15-16 using live professional interviewers. Quotas were set to ensure calling into cell phone only households. No interviews were conducted during the presidential debate. The margin of error is plus or minus 4.4 percentage points at the 95% level of confidence. The data reported here closely mirrors party registration in Colorado — 32% of the sample are registered Republicans, 34% are registered Democrats, and 34% are unaffiliated with either party.

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President Obama Leads in Colorado

- Barack Obama holds a slim, three-point lead in Colorado, garnering 47% of the vote to Romney's 44%.
- There is gender divide at play here with women much more likely to vote for the President (53% Obama to 39% Romney), while men opt for the Republican in greater numbers (41% Obama, 49% Romney).
- Obama holds a commanding 49%-34% lead among unaffiliated voters, who are the key to any statewide victory in Colorado.
- Obama's lead can be explained by an advantage he enjoys when it comes to taking a long-term view on what is right for America, and being perceived as someone who will fight for "people like you."
- The candidates are virtually even when it comes to who is "more likely to raise taxes on the middle class."

Presidential Vote – Colorado



Who does it better describe – Democrat Barack Obama or Republican Mitt Romney? [Names rotated]

	Obama	Romney	Obama margin over Romney
Fight for people like you	48%	37%	+11
Trust more to make a decision based on what is right for the country in the long term, not just for today	47%	41%	+6
More likely to raise taxes on the middle class	37%	38%	-1

Project New America, formerly Project New West, is a private company that provides cutting edge tools to understand and communicate with a rapidly changing America. PNA develops, conducts, aggregates, and disseminates research, messaging and on-going strategic guidance with the nation's leading progressive stakeholders. Since 2007, Project New America has conducted over 20 statewide surveys in Colorado.