Keating Research, Inc.
Data Driven Decision Making

onsight PUBLIC AFFAIRS

PROJECT NEW AMERICA

503 Likely November 2012 Voters in Colorado
Field: September 10-11, 2012
Full sample n=503 worst case margin of error: 4.4%

Colorado Statewide Poll September 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

S1. Are you 18 or older and registered to vote in Colorado?

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

S2. What are the chances that you will vote in the November 2012 election for President – will you definitely vote, probably vote, are the chances 50-50, or will you probably not vote?

Definitely vote	91%	Continue interview
Probably vote	6%	Continue interview
50-50 chances	3%	Continue interview
Probably not vote	--	**Terminate interview**
Don't know / not sure **Don't read**	--	**Terminate interview**

1. Generally speaking, are things in Colorado heading in the right direction, or are things in Colorado heading in the wrong direction?

Right direction	48%
Wrong direction	35%
Don't know / not sure **Don't read**	17%

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.**

	Fav.	*Unfav.*	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	*Don't read* Don't know / Unfamiliar
2. Barack Obama							
September 10-11	**51**	**47**	32%	18%	12%	36%	2%
August 21-22	**48**	**48**	32%	16%	10%	37%	4%
3. Mitt Romney							
September 10-11	**47**	**51**	26%	21%	18%	33%	2%
August 21-22	**47**	**49**	23%	24%	15%	34%	3%

4. If the election for President were held today, and the candidates were Democrat Barack Obama and Republican Mitt Romney – for whom would you vote? **Randomize the order of responses. If respondent says "undecided / don't know" please ask:** Which way do you lean – Democrat Barack Obama or Republican Mitt Romney?

	Sept. 10-11	**Aug. 21-22**
Obama	**49**	**48**
Romney	**44**	**44**
Barack Obama	47%	46%
Lean Obama	2%	2%
Mitt Romney	42%	42%
Lean Romney	2%	2%
Other candidate **Don't read**	2%	2%
Don't know / undecided **Don't read.**	6%	5%

5. Do you think this Country is better off or worse off than it was four years ago? **Rotate the order of better/ worse.**

Better off	45%
Worse off	44%
About the same **Don't read**	8%
Don't know / not sure **Don't read**	3%

6. Regardless of who you support, who do you think will win the presidential election this year - Barack Obama or Mitt Romney? **Rotate the order of Obama/Romney.**

Barack Obama	52%
Mitt Romney	27%
Don't know / not sure **Don't read**	21%

7. Over the past 2 weeks the Republican and Democratic parties held conventions to officially nominate their candidate for president. Which ONE of the following best represents how you watched the candidate's convention speeches? **Read answer choices. Rotate the order of responses. Single response question.**

Watched at least some parts of both the Romney speech and the Obama speech	56%
Watched at least some parts of the Romney speech	8%
Watched at least some parts of the Obama speech	9%
Did not watch any part of either speech	28%

8. Regardless of whether you watched the speeches, did you happen do any of the following? **Read answer choices. Multiple response question.**

Talked about the speeches with your friends, family or co-workers	65%
Read or heard about the speeches on TV, in the newspaper or on the Internet	74%
None of the above	10%

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

D1. Gender **Do not ask question**

Male	48%
Female	52%

D2. Could you please tell me your age? **Read list if necessary**

18-24	9%
25-29	10%
30-34	6%
35-39	7%
40-44	11%
45-49	8%
50-54	11%
55-59	10%
60-64	8%
65-69	7%
70+	13%

D3. 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	17%
Some college / 2 year degree / Associates degree	27%
College graduate / BA or BS degree	33%
Postgraduate courses / Masters or Doctoral degree	21%
Don't know / refused **Don't read**	*%

D4. Thinking about your approach to political issues, would you describe yourself as liberal, moderate, or conservative?

Liberal	23%
Moderate	36%
Conservative	38%
Don't know / refused **Don't read**	3%

D5. Could you please tell me if your family's total income is? **Read categories.**

Under $25,000	11%
$25,000 to less than $50,000	21%
$50,000 to less than $60,000	13%
$60,000 to less than $75,000	9%
$75,000 to less than $100,000	13%
$100,000 or more	21%
Don't know / not sure	3%
Refused	9%

D6. 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	83%
Hispanic / Latino	11%
Black / African American	2%
Asian	*%
Native American / American Indian	1%
Other **Don't read response**	1%
Don't know / refused **Don't read**	2%

Party Registration

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

This poll data is based on 503 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 September 10-11, 2012. The worst case margin of error at the 95% level for a sample of 503 is plus or minus 4.4%.