



To: Interested Parties
From: Project New America
Re: Barack Obama Leading in Colorado
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For Immediate Release

In the critical swing state of Colorado, Barack Obama currently has a solid 4-point lead over Republican Mitt Romney (48-44%) propelled by overwhelming support among female, Unaffiliated and Hispanic voters.

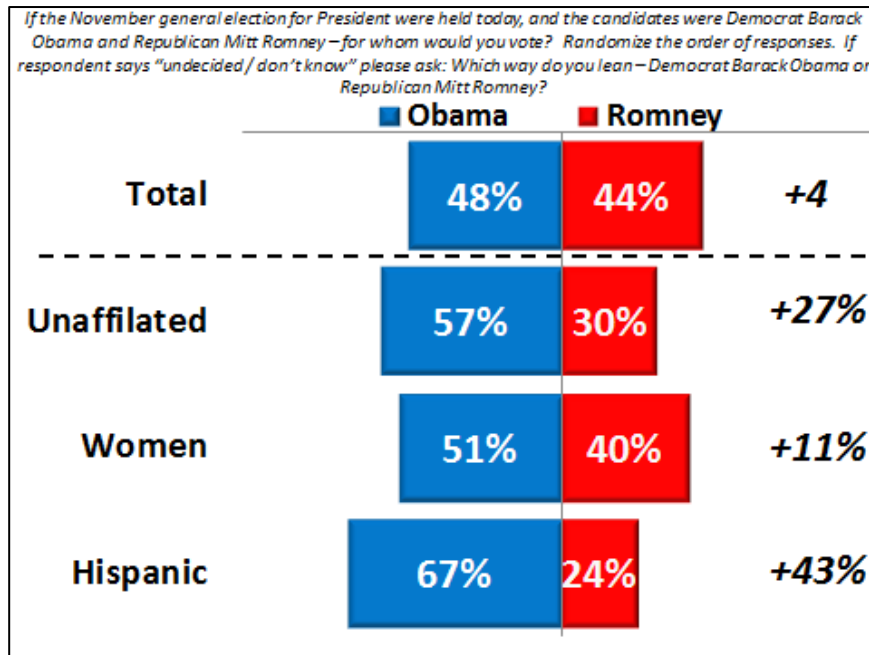
A new Project New America poll of 601 likely voters statewide shows Obama with 57% of the vote among registered Unaffiliated voters to just 30% for Romney.

“A 27-point margin for the President among Unaffiliated voters is surprising,” said Jill Hanauer, President of Project New America. “Colorado elections are won among Unaffiliated voters, mostly in the suburbs of Denver. Mitt Romney has a steep hill to climb with this group.”

Obama also holds a commanding lead among the state’s fastest-growing demographic, Hispanic voters, among whom he leads 67-24. Jason León, PNA’s Director of National Outreach, said, “Colorado Hispanics have been hit hard by the recession, but these numbers suggest that Mitt Romney’s economic message is not resonating. We’ve seen a significant movement from “undecided” towards Obama in the past year.”

The “gender gap” that fueled Senator Michael Bennet to a narrow victory in 2010 is relevant today, with Obama leading 51-40 among women.

Pollster Chris Keating said, “These numbers show it will be difficult for Romney to win Colorado, especially if Obama continues to appeal to women.”



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. Through our unique model, 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.

Keating Research surveyed 601 Likely 2012 Colorado voters from May 21-24 on behalf of Project New America. The margin of error for the survey is +/-4.0%. Live interviews were conducted. Keating Research is a leading CO polling firm whose previous clients include Hickenlooper for Colorado and Michael Hancock for Denver Mayor.