



Colorado Statewide Poll August 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 {insert name of state here} 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?

- Yes100% 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 88% Continue interview
- Probably vote 8% Continue interview
- 50-50 chances..... 4% Continue interview
- Probably not vote -- **Terminate interview**
- Don't know / not sure **Don't read**..... -- **Terminate 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	48	48	32%	16%	10%	37%	4%
2. Mitt Romney	47	49	23%	24%	15%	34%	3%

3. 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?

Obama	48
Romney.....	44
Barack Obama	46%
Lean Obama.....	2%
Mitt Romney.....	42%
Lean Romney	2%
Other candidate Don't read	2%
Don't know / undecided Don't read.	5%

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

D1. Gender **Do not ask question**

Male.....	47%
Female	53%

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

18-24.....	7%
25-29.....	10%
30-34.....	6%
35-39.....	8%
40-44.....	10%
45-49.....	9%
50-54.....	8%
55-59.....	10%
60-64.....	11%
65-69.....	4%
70+	16%

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.....	19%
Some college, 2 year degree	24%
College graduate, BA or BS degree.....	29%
Postgraduate courses, Masters or Doctoral degree	26%
Don't know / refused Don't read	1%

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

Liberal	24%
Moderate.....	36%
Conservative.....	38%
Don't know / refused Don't read	2%

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

Under \$25,000.....	12%
\$25,000 to less than \$50,000	19%
\$50,000 to less than \$60,000	10%
\$60,000 to less than \$75,000	9%
\$75,000 to less than \$100,000	13%
\$100,000 or more.....	25%
Don't know / not sure	3%
Refused.....	11%

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	80%
Hispanic / Latino.....	10%
Black / African American	2%
Asian	1%
Native American / American Indian	1%
Other Don't read response	1%
Don't know / refused Don't read	4%

Party Registration

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

This poll data is based on 500 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 August 21-22, 2012. The worst case margin of error at the 95% level for a sample of 500 is plus or minus 4.4%.