



## **The Battleground: The Presidential Race in Colorado**

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Contact: Lee M. Miringoff  
Barbara L. Carvalho  
Mary E. Azzoli  
Marist College  
845.575.5050

This Marist Poll reports:

### **Presidential Race in Colorado**

- **Early Voters Make the Difference in Colorado...Obama with 9 Percentage Point Lead Among Registered Voters...Has 6 Point Advantage Among Likely Voters:** Just two months ago, Senator Barack Obama accepted his party's nomination in the Centennial State, and today, Colorado voters give Barack Obama a lead in the contest against his Republican rival Senator John McCain for the state's 9 electoral votes. Among registered voters in Colorado, Obama receives 52% to McCain's 43%. The race tightens a bit among likely voters including early voters and those who are undecided yet leaning toward a candidate. These voters favor Obama 51% to McCain's 45%. Obama's lead among this group is due largely to early voters. 44% of Colorado's registered voters say they have already cast their ballots. Take them out of the equation, and Obama and McCain are tied -- 46% to 46% -- among likely voters. And, while support for the candidates divides along party lines, 58% of Independent likely voters say they are behind Barack Obama compared with 35% for McCain.

**Question Wording:** If next week's presidential election were held today, whom would you support if the candidates are:

	John McCain/ Sarah Palin	Barack Obama/ Joe Biden	Other	Undecided
<b>Registered voters</b>	<b>43%</b>	<b>52%</b>	<b>2%</b>	<b>3%</b>

	John McCain/ Sarah Palin	Barack Obama/ Joe Biden	Other	Undecided
<b>Likely voters w/ leaners including early voters</b>	<b>45%</b>	<b>51%</b>	<b>2%</b>	<b>2%</b>
Democrats	2%	96%	1%	1%
Republicans	92%	6%	1%	1%
Independents	35%	58%	4%	3%
Likely voters not including early voters	46%	46%	3%	5%
Early voters only	41%	59%	<1%	n.a.

- **Most Colorado Voters Report Rock Solid Support for Choice of Candidate:** 84% of registered voters say they are strongly committed to their pick for president regardless of whom they are planning to support. Barack Obama garners the intense backing of 88% of his supporters while John McCain has the firm commitment of 80% of voters in his camp.

**Question Wording:** Would you say that you strongly support [ticket], somewhat support them, or do you think you might vote differently on Election Day?

	Strongly Support	Somewhat Support	Might Vote Differently	Unsure
<b>Registered voters</b>				
<b>October 2008</b>	<b>84%</b>	<b>15%</b>	<b>1%</b>	<b>&lt;1%</b>
McCain/Palin supporters	80%	18%	1%	1%
Obama/Biden supporters	88%	11%	1%	<1%

- **It's A Question of Priorities...And, Issues Matter More:** A majority of Colorado's registered voters -- 51% -- say they prefer a candidate who agrees with them on the issues rather than one who shares their values. 37% think values should be the priority when deciding on a candidate. John McCain's and Barack Obama's supporters disagree on this question. 53% of McCain's faithful favor values over issues while 38% think issues take precedence. Nearly two-thirds of Obama's supporters -- 64% -- believe a candidate who shares their views on the issues should receive their support while 26% would prefer a candidate with like values.

**Question Wording:** If you had to choose, would you prefer a candidate who shares your positions on the issues but does not share your values, or a candidate who shares your values but not your positions on the issues?

	Shared Issues	Shared Values	Unsure
<b>Registered voters</b>			
<b>October 2008</b>	<b>51%</b>	<b>37%</b>	<b>12%</b>
McCain/Palin supporters	38%	53%	9%
Obama/Biden supporters	64%	26%	10%

- The View from Colorado...Obama and McCain Perceived Positively:** Both Barack Obama and John McCain receive favorable reviews from a majority of the Colorado electorate. 51% say they think well of John McCain compared with 44% who have an unfavorable impression of the candidate. Barack Obama is well-regarded by 56% of the state's electorate while 40% view him negatively.

**Question Wording:** Overall, do you have a favorable or an unfavorable impression of:

Registered voters	Favorable	Unfavorable	Unsure
John McCain	51%	44%	5%
Barack Obama	56%	40%	4%

- Mixed Feelings About Palin...Majority View Biden Positively:** Registered voters in Colorado divide over Governor Sarah Palin. 46% think favorably of her while 49% view her in a negative light. If the vice presidential candidates faced off in a popularity contest, Senator Joe Biden would win. A majority of registered voters -- 51% -- view him positively while 40% have an unfavorable impression of the candidate.

**Question Wording:** Overall, do you have a favorable or an unfavorable impression of:

Registered voters	Favorable	Unfavorable	Unsure
Sarah Palin	46%	49%	5%
Joe Biden	51%	40%	9%

**Nature of the Sample: 772 Colorado Registered Voters**

This survey of 772 registered voters in Colorado was conducted on October 27<sup>th</sup> and October 28<sup>th</sup>, 2008. Registered voters were interviewed by telephone in proportion to the voter registration in each county in Colorado and adjusted for turnout in statewide elections. Results are statistically significant at  $\pm 3.5\%$ . There are 682 likely voters and 336 early voters. The results for these sub-samples are statistically significant at  $\pm 4\%$  and  $\pm 5.5\%$ , respectively. The error margin increases for cross-tabulations.