



The Battleground: The Presidential Race in Colorado

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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
Registered voters	43%	52%	2%	3%

	John McCain/ Sarah Palin	Barack Obama/ Joe Biden	Other	Undecided
Likely voters w/ leaners including early voters	45%	51%	2%	2%
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
Registered voters				
October 2008	84%	15%	1%	<1%
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
Registered voters			
October 2008	51%	37%	12%
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 27th and October 28th, 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.