



# **2012 PAPOR Conference San Francisco, California**

## **Colorado: The Quintessential Toss-up State**

**December 2012**



# Western States in 2012

## 2012 Western Elections Three Groupings: Right, Center and Left

State	2008 and 2012 Presidential Winner and Margin	2012 Races
<b>Wyoming</b>	<b>McCain 32%; Romney 41%</b>	<b>Sen. John Barrasso (R) by 54%</b>
<b>Utah</b>	<b>McCain 25%; Romney 48%</b>	<b>Sen. Orrin Hatch (R) by 35%; Gov. Gary Herbert (R) for governor by 41%</b>
<b>Idaho</b>	<b>McCain 25%; Romney 32%</b>	<b>No major races</b>
<b>Alaska</b>	<b>McCain 22%; Romney 13%</b>	<b>No major races</b>
Arizona	McCain 9%; Romney 11%	Jeff Flake (R) by 4%
Montana	McCain 2%; Romney 14%	Sen. Jon Tester (D) by 4%; AG Steve Bullock (D) for governor by 2%
Colorado	Obama 9%; Obama 5%	All congressmen re-elected
Nevada	Obama 12%; Obama 7%	Sen. Dean Heller (R) by 1%
New Mexico	Obama 15%; Obama 10%	Martin Heinrich (D) by 6%
<b>Oregon</b>	<b>Obama 16%; Obama 12%</b>	<b>No major races</b>
<b>Washington</b>	<b>Obama 17%; Obama 14%</b>	<b>Sen. Maria Cantwell (D) by 20%; Rep. Jay Inslee (D) for governor by 1%</b>
<b>California</b>	<b>Obama 24%; Obama 21%</b>	<b>Sen. Diane Feinstein (D) by 23%</b>

Ranking in order of 2008 election results

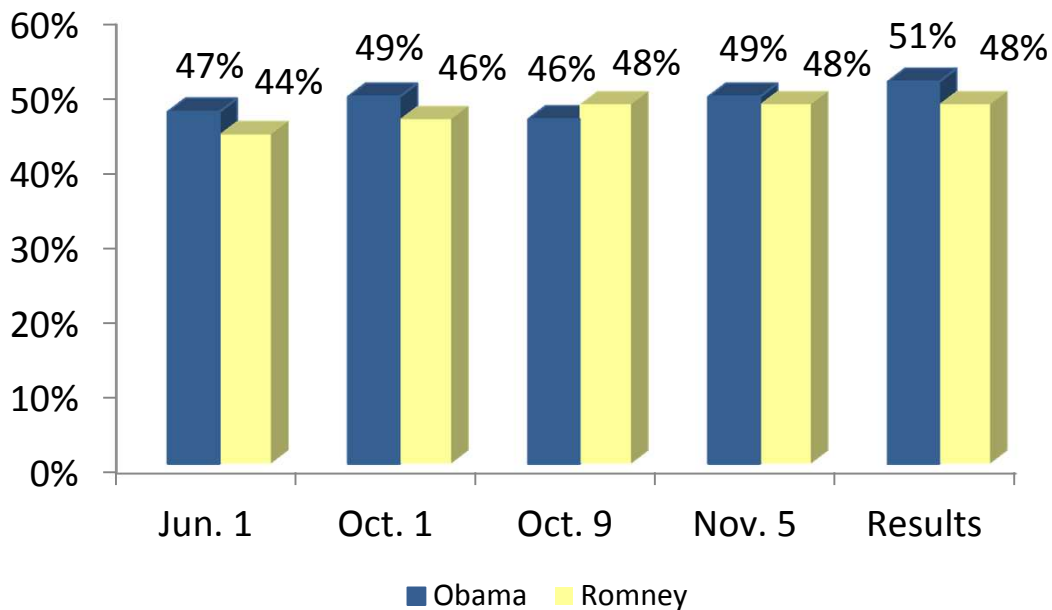
# The Final Polls

## And the Winner Is Obama

- Rasmussen Tracking: Obama 48%; Romney 49%
- Gallup Tracking: Obama 49%; Romney 50%
- NBC/WSJ: Obama 48%; Romney 47%
- ABC/WashPost: Obama 50%; Romney 47%
- Romney wins Oct. 9 to 30



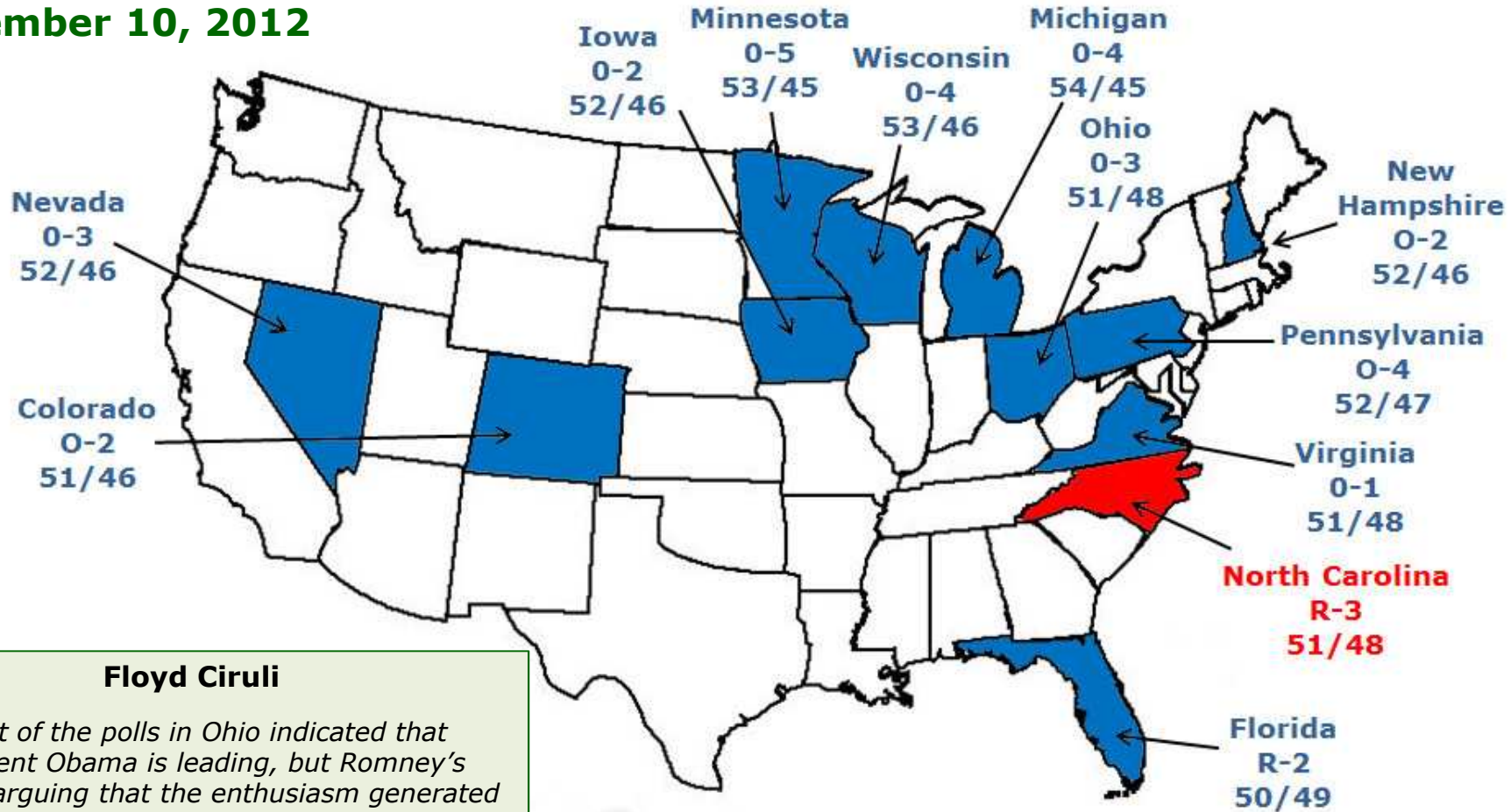
Head-to-Head  
June to November 6, 2012



Real Clear Politics 2012  
Ciruli Associates 2012

# Nine to Twelve Battleground States Obama (Projection: 303) Nov. 6, 2012

November 10, 2012



## Floyd Ciruli

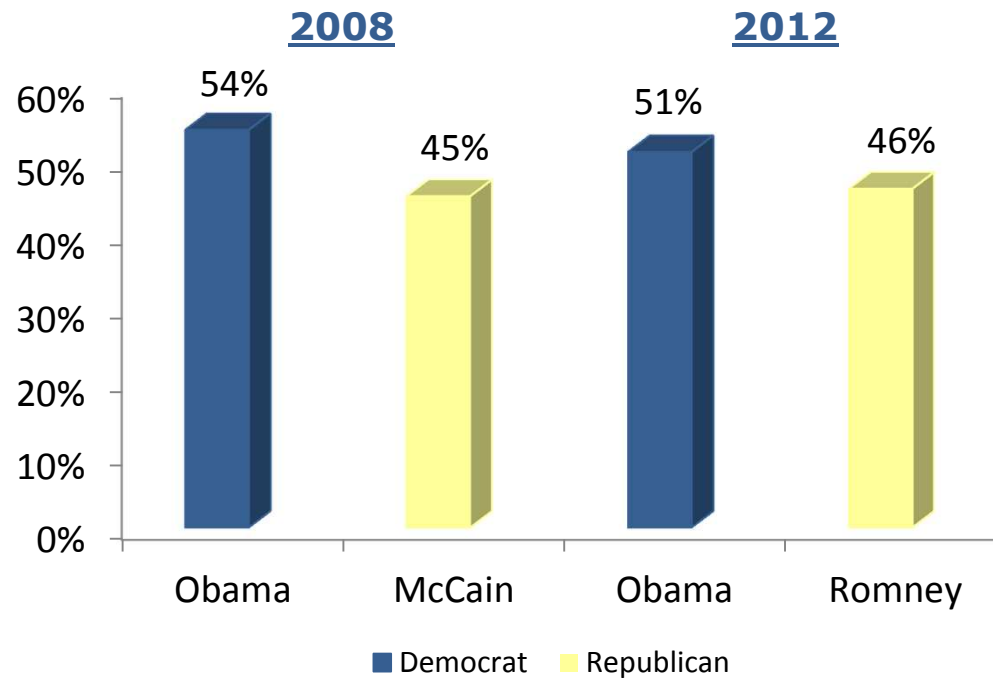
*"Most of the polls in Ohio indicated that President Obama is leading, but Romney's camp is arguing that the enthusiasm generated by the first presidential debate is not being factored in. If that's true, there's definitely going to be an examination of the methodology that is used for some very credible national polls that were taken [in Ohio]."*

Neil Cavuto, Fox News, Nov. 3, 2012

**Red** = Republican      R = Romney  
**Blue** = Democrat      O = Obama  
**Green** = Undecided

# Obama Wins Colorado, But Close

- **Obama 5%, down from 9% in 2008**
- **130,000 margin; 215,000 in 2008**
- **5<sup>th</sup> closest in country**
- **2.4 million votes (2008)/2.6 million votes (2012)**
- **2.0 million early votes (80%)**
- **Visits: Obama 14; Romney 15**



## Floyd Ciruli

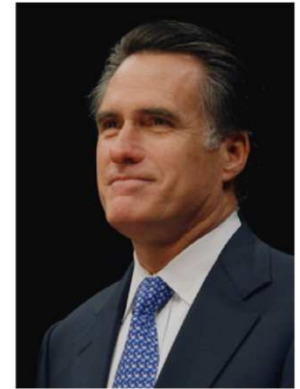
*"He defined Romney before Romney did."*  
McClatchy Newspapers,  
Nov. 6, 2012

Ciruli Associates 2012

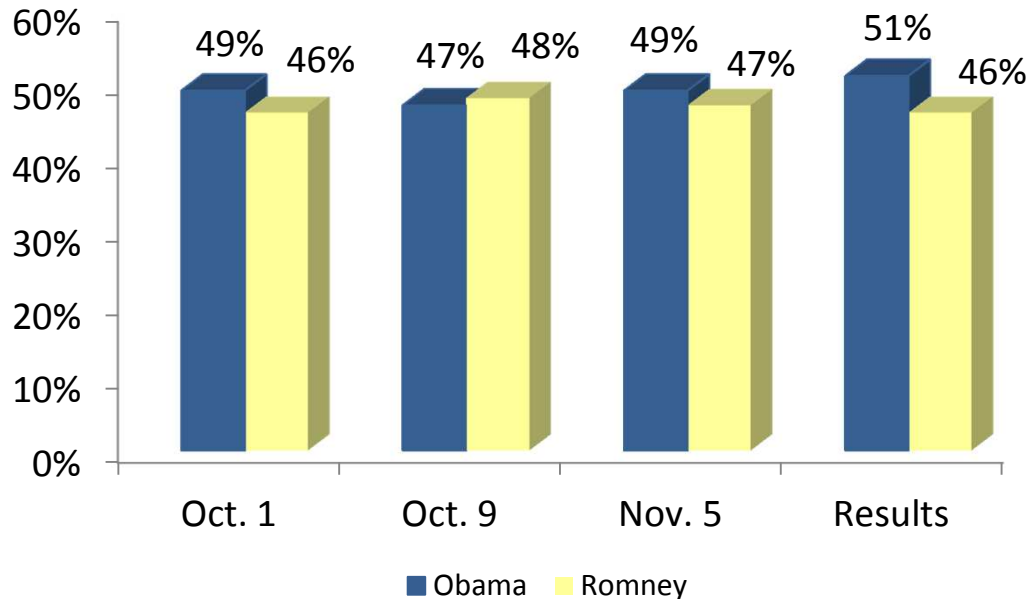
# Colorado Polling Tracks National Trends



- **PPP: Obama 52%; Romney 46%**
- **Denver Post: Obama 47%; Romney 45%**
- **Rasmussen: Obama 47%; Romney 50%**
- **CNN/Opinion Research: Obama 50%; Romney 48%**
- **Romney wins Oct. 9 to 29**
- **Total of 56 polls in Real Clear Politics; Romney wins 12, 8 after Oct. 3**



## Head-to-Head October to November 6, 2012



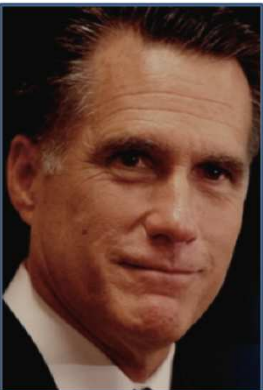
Real Clear Politics 2012  
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### Floyd Ciruli

*"This is exactly what Romney needed to stop everybody from declaring this race, and they were on the verge of it."*  
National Journal,  
Oct. 4, 2012

# Issues and Constituents

## Colorado Exit Poll



Top Issues/Groups	Who Won		% of Electorate	% of U.S.
	Romney	Obama		
<b>Issues</b>				
Economy	52%	47%	52%	59%
Health care	26	73	18	18
Foreign policy	--	--	4	5
Strong leader	68	31	15	18
Cares about me	7	90	16	21
<b>Constituencies</b>				
Hispanic	23%	75%	14%	10%
White	54	44	78	72
Men	52	45	47 US	--
Women	44	55	53 US	--
18 to 29 years old	37	60	19 US	--
65 years old plus	57	42	16	16

### Floyd Ciruli

*"He [Romney] felt the economy was going to be enough. It really wasn't." McClatchy Newspapers, Nov. 6, 2012*

# Youth Vote in Colorado

- **High levels of support for Obama**
- **High level of turnout**
- **U.S. 17% in 2004, 18% in 2008 and 19% in 2012**

## Exit Poll 2004, 2008 and 2012

Year	% of Electorate	Democrat	Republican
2004	17% US	54%	45% US
2008	14 CO	66	32 US
2012	20 CO	60	37 US

Ciruli Associates 2012



# Hispanic Vote in Colorado

- **Higher levels of support for Obama**
- **Increased percentage of electorate**
- **U.S. 8% in 2004, 9% in 2008 and 10% in 2012**

## Exit Poll 2004, 2008 and 2012

Year	% of Electorate	Democrat	Republican
2004	8% US	53%	44% US
2008	13 CO	61	38 CO
2012	14 CO	75	23 CO

Ciruli Associates 2012

### Floyd Ciruli

*"The Democrats will feel like they have the formula. Their fundamental argument is they are an ascendant party because of the state's changing demographics."*

*Denver Post, Nov. 7, 2012*

# Gender Gap in Colorado

- **Substantial gender gap favors Obama**

## Exit Poll 2004, 2008 and 2012

Year	% of Electorate	Democrat	Republican	Difference	
2012 U.S. Exit					
Men	47%	45%	52%	7%	Romney
Women	53	55	44	11	Obama
2012 Colorado Exit					
Men	49%	50%	46%	4%	Obama
Women	51	50	49	1	Obama
2012 Colorado PPP					
Men	46%	53%	46%	7%	Obama
Women	54	51	46	5	Obama
2012 Colorado Dem.					
Men	48%	47%	48%	1%	Romney
Women	52	53	43	10	Obama

# Cheetos and Goldfish

- Colorado and Washington approve
- Won Boulder, Denver, ski areas, Arapahoe, Jefferson, El Paso and Weld – more votes than President
- 8-to-1 spending
- U.S.: 59% leave to state (Washington Post)



Gov. John Hickenlooper

	Colorado <u>Oct. 25</u>	Colorado <u>Oct. 31</u>	Results <u>Nov. 6</u>	U.S. <u>Nov. 19</u>
Legalize	53%	50%	55%	47%
Don't legalize	43	44	44	47
Don't know	4	6		6

PPP 2012  
 Denver Post 2012  
 Washington Post 2012  
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## Floyd Ciruli

*"But it also drew votes from libertarians and people just feeling the current system diverts money and attention into unproductive enforcement activities."*

*Denver Post, Nov. 9, 2012*



Thursday, November 15, 2012

**Is it too Soon to Talk About the 2014 Election?**

Colorado Democrats must defend a senate seat and the governorship in what could be a difficult year. The final mid-term election of a president often produces a strong trend against the incumbent’s party – 2006 cost Bush both House and Senate majorities.

Mark Udall won his senate seat in the Barack Obama sweep of Colorado in 2008, getting a slightly larger vote (Udall 53% to 42%; Obama 54% to 46%).

Like most first-term senators, the public does not have much of an opinion of Udall. A recent poll puts his approval at only 36 percent, with nearly one-third (31%) not able to rate him.

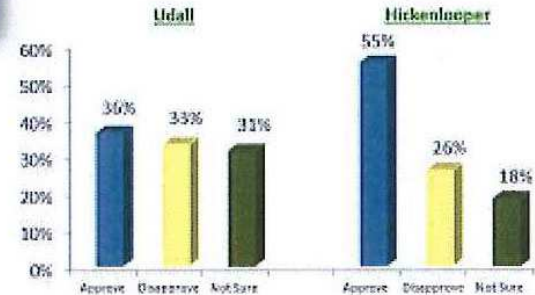
John Hickenlooper won a three-way race with a narrow majority of the vote (51%). But, he has excelled in accruing and maintaining public esteem, and now has 54 percent approval. He has had 60 percent earlier in the year when the environment was less partisan.

Hickenlooper’s problem is a liberal legislature, especially a large House majority, that unless disciplined may cause him grief.



Sen. Mark Udall

**Colorado U.S. Senate and Governor – 2012 Approval Rating**



Gov. John Hickenlooper

**Floyd Ciruli**

*"While Democrats will see some advantage, the state will remain very close. The decade of the 1990s was an anomaly in getting conservative but from 2004 to 2008 was also an anomaly, and now we are getting back to the mean. And the mean is very, very competitive."* Denver Post, Nov. 7, 2012