



TO: Interested Parties  
FR: RBI Strategies & Research  
RE: Survey Research on Colorado Presidential race  
DT: September 6, 2007

### **Methodology**

RBI Strategies & Research conducted a survey of 500 likely 2008 Presidential election voters from August 28-31, 2007. A survey of this size has a margin of error of +/- 4.38%. The surveys were conducted by professional telemarketers using a statistically valid random sample drawn from a current list of registered voters.

### **Summary of Findings**

Democratic Governor Bill Ritter is extraordinarily popular among Colorado voters. After less than one year in office, Ritter is viewed favorably by 66% of voters while only 18% have an unfavorable impression of the Governor, a nearly four-to-one ratio. Ritter's popularity crosses party lines, as 70% of Unaffiliated voters and even 52% of Republicans feel favorably towards him.

With the Presidential election over a year away, name identification among the front running candidates for both parties is surprisingly high in Colorado. Hillary Clinton is known by 95% of Colorado voters, Barack Obama by 89%, Rudy Giuliani 89%, and Mitt Romney has the lowest name ID at a still respectable 67%.

The head-to-head match-ups pitting Clinton and Obama against Rudy Giuliani show an extremely tight race, while both Democratic front-runners maintain a lead over the less well known Romney.

“When it comes to presidential campaign targeting, Colorado has been treated like a minor league team for the last few cycles. These results show that in 2008, we are headed for the major leagues” said firm President Rick Ridder.

**Survey Results**

Let me read you a short list of people. After I read each one, please tell me whether you have a favorable or unfavorable impression of that person. (IS THAT VERY OR JUST SOMEWHAT?)

ROTATE	Very Fav	SW Fav	SW Unfav	Very Unfav	DK
Bill Ritter	32%	34	10	8	16
Rudy Giuliani	21	32	15	21	11
Mitt Romney	14	20	13	21	33
Hillary Clinton	22	21	12	39	5
Barack Obama	22	29	14	24	11

I know it's a long way off, but let me read you a few potential match-ups for President. For each one, tell me which candidate you would support if the election were held today.

**ROTATE QUESTIONS AND ROTATE DEMOCRATIC AND REPUBLICAN CANDIDATES WITHIN EACH QUESTION**

Democrat Hillary Clinton or Republican Rudy Giuliani? (If undecided, ask: which way are you leaning right now?)

Clinton	38%	<b>Total Clinton: 44%</b>
Lean Clinton	6	
Lean Giuliani	7	<b>Total Giuliani: 50%</b>
Giuliani	43	
DK/NA	5	

Democrat Barack Obama or Republican Rudy Giuliani? (If undecided, ask: which way are you leaning right now?)

Obama	40%	<b>Total Obama: 45%</b>
Lean Obama	5	
Lean Giuliani	7	<b>Total Giuliani: 46%</b>
Giuliani	39	
DK/NA	10	

Democrat Hillary Clinton or Republican Mitt Romney? (If undecided, ask: which way are you leaning right now?)

Clinton	43%	<b>Total Clinton: 48%</b>
Lean Clinton	5	
Lean Romney	6	<b>Total Romney: 42%</b>
Romney	36	
DK/NA	11	

Democrat Barack Obama or Republican Mitt Romney? (If undecided, ask: which way are you leaning right now?)

Obama	44%	<b>Total Obama: 50%</b>
Lean Obama	6	
Lean Romney	6	<b>Total Romney: 37%</b>
Romney	31	
DK/NA	13	