



FOR IMMEDIATE RELEASE

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INTERVIEWS: DEAN DEBNAM 888-621-6988 / 919-880-4888 (serious media inquiries only please, other questions can be directed to Tom Jensen)

QUESTIONS ABOUT THE POLL: TOM JENSEN 919-744-6312

Obama's Colorado lead grows

Raleigh, N.C. – Barack Obama has now built his lead in Colorado to double digits, the newest survey of the state from Public Policy Polling finds.

Obama leads John McCain 52-42, up from a seven point advantage in a PPP Colorado survey three weeks ago. With only 6% of voters undecided and just 6% of those with a current preference open to changing their minds McCain is basically in a situation right now where he will need to take every undecided voter and also every Obama supporter willing to consider changing their mind to have any chance at winning the state.

Most of Obama's gains over the last three weeks can be traced to the Hispanic vote. Where his lead among those voters was previously 57-36, he has now upped it to 71-21. The breakdown of white voters is exactly the same as it was previously, a 48-47 lead for Obama.

"The overwhelming support Barack Obama is receiving from Hispanic voters in Colorado, New Mexico, and Nevada is likely to flip that trio of states into the Democratic column after they all went for George W. Bush in 2004," said Dean Debnam, President of Public Policy Polling. "Perhaps more significantly though, they could be the harbinger of a long term movement toward the Democrats in the Mountain West."

In the race for Colorado's open US Senate seat, Democrat Mark Udall continues to enjoy a solid lead over Bob Schaffer, 49-39. Udall has a commanding 53-28 advantage with independent voters in the state.

PPP surveyed 1,331 likely voters from October 8th to 10th. The survey's margin of error is +/-2.7%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

PPP will also release polls this week in North Carolina and Missouri.

Complete results are attached and can be found at www.publicpolicypolling.com.

If you would like an interview regarding this release, please contact Dean Debnam at (888) 621-6988 or 919-880-4888.

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Colorado Poll

Q1 The candidates for President are Republican John McCain and Democrat Barack Obama. If the election was today, who would you vote for? If John McCain, press 1. If Barack Obama, press 2. If you're undecided, press 3.

McCain.....42% *Undecided*..... 6%

Obama.....52%

Q2 Are you firmly committed to your choice for President, or could you change your mind between now and the election? If you are firmly committed, press 1. If you could change your mind, press 2.

Firmly Committed.....94%

Could Change Mind..... 6%

Q3 Did Barack Obama's selection of Joe Biden as his running mate make you more or less likely to vote for him? If it makes you more likely to vote for him, press 1. If it makes you less likely to vote for him, press 2. If it makes no difference, press 3.

More Likely..... 36% *No Difference*..... 37%

Less Likely 27%

Q4 Did John McCain's selection of Sarah Palin as his running mate make you more or less likely to vote for him? If it makes you more likely to vote for him, press 1. If it makes you less likely to vote for him, press 2. If it makes no difference, press 3.

More Likely36% *No Difference*.....15%

Less Likely.....49%

Q5 The candidates for Senate are Republican Bob Schaffer and Democrat Mark Udall. If the election was today, who would you vote for? If Bob Schaffer, press 1. If Mark Udall, press 2. If you're undecided, press 3.

Schaffer 39%

Udall 49%

Undecided..... 12%

Q6 I am going to name 7 issues. Which of these is most important to you? The War in Iraq, education, the economy and jobs, taxes, moral or family values, health care, or immigration. If the War in Iraq is most important, press 1. If education, press 2. If the economy and jobs, press 3. If taxes, press 4. If moral and family values, press 5. If health care, press 6. If immigration, press 7. If some other issue is most important, press 8.

War in Iraq 12%

Education..... 6%

Economy and Jobs 60%

Taxes..... 5%

Moral and Family Values 9%

Health Care..... 5%

Immigration..... 3%

Other..... 1%

Q7 Would you describe the community you live in as urban, suburban, rural, or a small town? If urban, press 1. If suburban, press 2. If rural, press 3. If a small town, press 4.

Urban..... 24%

Suburban 44%

Rural..... 15%

Small Town..... 17%

Q8 If you are a woman, press 1, if a man, press 2.

Woman 54%

Man..... 46%

Q9 If you are a Democrat, press 1. If a Republican, press 2. If other, press 3.

Democrat..... 41%

Republican..... 37%

Other..... 22%





Q10 If you are Hispanic, press 1. If you are white, press 2. If you are African-American, press 3. If other, press 4.

<i>Hispanic</i>	13%
<i>White</i>	79%
<i>African American</i>	3%
<i>Other</i>	4%

Q11 If you are 18 to 29 years old, press 1 now. If you are 30 to 45, press 2. If you are 46 to 65, press 3. If older, press 4.

<i>18 to 29</i>	16%
<i>30 to 45</i>	29%
<i>46 to 65</i>	40%
<i>Older than 65</i>	15%





	Base	Community Type			
		Urban	Suburban	Rural	Small Town
McCain/Obama					
McCain	42%	36%	41%	52%	42%
Obama	52%	58%	51%	43%	53%
Undecided	6%	6%	8%	4%	5%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Change Mind					
Firmly Committed	94%	94%	94%	95%	94%
Could Change Mind	6%	6%	6%	5%	6%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Biden Pick					
More Likely	36%	42%	34%	32%	37%
Less Likely	27%	25%	26%	32%	26%
No Difference	37%	33%	39%	36%	37%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Palin Pick					
More Likely	36%	32%	36%	42%	38%
Less Likely	49%	52%	48%	44%	49%
No Difference	15%	16%	16%	14%	13%





	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Senate					
Schaffer	39%	35%	40%	45%	40%
Udall	49%	54%	50%	43%	45%
Undecided	12%	10%	11%	12%	15%

	Base	Gender	
		Woman	Man
McCain/Obama			
McCain	42%	40%	43%
Obama	52%	54%	49%
Undecided	6%	6%	7%

	Base	Gender	
		Woman	Man
Change Mind			
Firmly Committed	94%	95%	94%
Could Change Mind	6%	5%	6%

	Base	Gender	
		Woman	Man
Biden Pick			
More Likely	36%	37%	35%
Less Likely	27%	24%	30%
No Difference	37%	39%	34%





	Base	Gender	
		Woman	Man
Palin Pick			
More Likely	36%	34%	38%
Less Likely	49%	51%	47%
No Difference	15%	15%	15%

	Base	Gender	
		Woman	Man
Senate			
Schaffer	39%	37%	42%
Udall	49%	51%	47%
Undecided	12%	12%	11%

	Base	Party		
		Democrat	Republican	Other
McCain/Obama				
McCain	42%	7%	85%	32%
Obama	52%	89%	10%	53%
Undecided	6%	4%	5%	15%

	Base	Party		
		Democrat	Republican	Other
Change Mind				
Firmly Committed	94%	96%	96%	88%
Could Change Mind	6%	4%	4%	12%





	Base	Party		
		Democrat	Republican	Other
Biden Pick				
More Likely	36%	57%	12%	39%
Less Likely	27%	10%	46%	27%
No Difference	37%	34%	42%	35%

	Base	Party		
		Democrat	Republican	Other
Palin Pick				
More Likely	36%	10%	69%	30%
Less Likely	49%	76%	14%	56%
No Difference	15%	14%	18%	13%

	Base	Party		
		Democrat	Republican	Other
Senate				
Schaffer	39%	11%	78%	28%
Udall	49%	80%	11%	53%
Undecided	12%	9%	10%	19%

	Base	Race			
		Hispanic	White	African American	Other
McCain/Obama					
McCain	42%	21%	47%	11%	34%
Obama	52%	71%	48%	75%	48%
Undecided	6%	7%	5%	13%	18%





	Base	Race			
		Hispanic	White	African American	Other
Change Mind					
Firmly Committed	94%	97%	94%	94%	97%
Could Change Mind	6%	3%	6%	6%	3%

	Base	Race			
		Hispanic	White	African American	Other
Biden Pick					
More Likely	36%	43%	34%	60%	37%
Less Likely	27%	23%	28%	12%	33%
No Difference	37%	34%	38%	28%	30%

	Base	Race			
		Hispanic	White	African American	Other
Palin Pick					
More Likely	36%	25%	39%	20%	30%
Less Likely	49%	59%	47%	55%	52%
No Difference	15%	15%	15%	25%	18%

	Base	Race			
		Hispanic	White	African American	Other
Senate					
Schaffer	39%	25%	43%	20%	25%
Udall	49%	59%	47%	61%	47%
Undecided	12%	16%	10%	19%	28%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
McCain/Obama					
McCain	42%	41%	38%	42%	50%
Obama	52%	53%	55%	53%	42%
Undecided	6%	6%	7%	6%	8%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Change Mind					
Firmly Committed	94%	92%	95%	94%	95%
Could Change Mind	6%	8%	5%	6%	5%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Biden Pick					
More Likely	36%	33%	29%	41%	41%
Less Likely	27%	20%	27%	29%	30%
No Difference	37%	47%	44%	30%	29%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Palin Pick					
More Likely	36%	30%	33%	38%	43%
Less Likely	49%	51%	50%	49%	42%
No Difference	15%	20%	16%	13%	15%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Senate					
Schaffer	39%	36%	39%	38%	47%
Udall	49%	46%	49%	51%	45%
Undecided	12%	18%	12%	11%	8%





	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and Family Values	Health Care	Immigration	Other
McCain/Obama									
McCain	42%	48%	20%	34%	76%	86%	22%	58%	36%
Obama	52%	47%	75%	60%	9%	12%	73%	31%	39%
Undecided	6%	5%	5%	6%	15%	2%	5%	11%	24%

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and Family Values	Health Care	Immigration	Other
Change Mind									
Firmly Committed	94%	96%	97%	95%	90%	95%	88%	86%	79%
Could Change Mind	6%	4%	3%	5%	10%	5%	12%	14%	21%

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and Family Values	Health Care	Immigration	Other
Biden Pick									
More Likely	36%	37%	45%	43%	8%	7%	31%	26%	8%
Less Likely	27%	35%	17%	23%	43%	45%	18%	37%	16%
No Difference	37%	28%	38%	34%	49%	48%	51%	38%	76%





	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and Family Values	Health Care	Immigration	Other
Palin Pick									
More Likely	36%	41%	22%	30%	66%	69%	15%	61%	37%
Less Likely	49%	46%	70%	55%	13%	10%	71%	27%	40%
No Difference	15%	13%	8%	15%	22%	21%	14%	12%	23%

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and Family Values	Health Care	Immigration	Other
Senate									
Schaffer	39%	46%	26%	33%	73%	79%	18%	45%	39%
Udall	49%	46%	68%	57%	9%	8%	71%	33%	25%
Undecided	12%	9%	6%	11%	19%	13%	12%	22%	36%

