



**FOR IMMEDIATE RELEASE
INTERVIEWS AND QUESTIONS:**

**October 22, 2010
DAVID FLAHERTY 303-861-8585**

**COLORADO GOVERNOR SURVEY RELEASE
FINDINGS SHOW THE COLORADO RACE FOR GOVERNOR A TOSS UP
HICKENLOOPER 44%, TANCREDO 43%, MAES 9%
"OTHER CANDIDATE" 2%, UNDECIDED 2%**

Louisville, CO – Magellan Data and Mapping Strategies today released the results of an automated survey of 1,067 likely voters in the state of Colorado looking at the race for Governor. The findings show Denver Mayor John Hickenlooper and former Congressman Tom Tancredo in a statistical tie. Among likely voters, Democrat John Hickenlooper has 44%, American Constitution Party candidate Tom Tancredo has 43%, and embattled Republican candidate Dan Maes has 9% support. The generic "other candidate" has 2%, and only 2% responded as undecided.

Since our Colorado Governor survey on August 25th, support for Dan Maes has plummeted from 27% to 9%, a total of 18 points. It is clear the vast majority of former Dan Maes supporters are moving into the Tom Tancredo column. Since our August survey, support for Tom Tancredo has increased from 17% to 43%, a total of 27 points. John Hickenlooper has not been able to reach the crucial 50% threshold, and has in fact dropped 2 points since our August survey, from 46% to 44%. The following table looks at the ballot test by major voting subgroups.

Colorado Governor Ballot Test by Voter Subgroup

<u>Candidate</u>	<u>All Voters</u>	<u>Men</u>	<u>Wom</u>	<u>GOP Voters</u>	<u>Dem Voters</u>	<u>Unaf Voters</u>	<u>Unaf Men</u>	<u>Unaf Wom</u>
Hickenlooper Lead	+1	-11	+11	-64	+80	-12	-11	-3
Hickenlooper	44%	39%	49%	9%	87%	38%	37%	40%
Tancredo	43%	50%	38%	73%	8%	46%	48%	43%
Maes	9%	9%	9%	15%	3%	8%	10%	6%
Other Candidate	2%	1%	1%	1%	1%	4%	3%	6%
Undecided	2%	1%	3%	2%	1%	4%	2%	5%

The movement of support to Tom Tancredo from Dan Maes is clearly evident in this survey and makes sense considering the steady stream of negative stories about Dan Maes. What may be surprising to some political observers is the fact that Tom Tancredo is out performing John Hickenlooper by 12 points among unaffiliated voters. If trends continue it would not be surprising to find the final vote totals showing Dan Maes at 5% or less, and Tom Tancredo surging past John Hickenlooper. The full survey topline and crosstabs are included in this release.

Survey Commissioned By

This survey was paid for by Magellan Data and Mapping Strategies.

Survey Methodology

This survey was conducted using automated telephone touch tone technology. The sample was randomly drawn from a Colorado voter file among households containing at least one registered voter. The response data was weighted to reflect past general election voter demographics from the 2008, 2006, 2004 and 2002 election cycles. The 1,067 interviews of likely voters were conducted on Wednesday, October 20th between 5:30pm and 8:00pm. This survey has a margin of error of 3.0% at the 95 percent confidence interval.

The survey topline results and crosstabs are included in this document. All documents related to this survey can be downloaded at our website at www.MagellanStrategies.com under the "Survey Archives" section. Any questions regarding this survey and its methodology should be directed to David Flaherty at 303-861-8585 or dflaherty@magellanstrategies.com.

About Magellan Data and Mapping Strategies

Magellan CEO David Flaherty has extensive experience in survey research, and applying political data and technology to political campaign decision making gained throughout his 18 year career at the Republican National Committee, the U.S. House of Representatives, and public affairs firms specializing in influencing public opinion. The Magellan team has extensive knowledge constructing and building voter registration databases, performing data analysis, applying GIS mapping technology, conducting quantitative live and automated survey research, predictive modeling analysis, and redistricting technology. Visit our website at MagellanStrategies.com for more information.





October 22, 2010

MEMORANDUM

TO: INTERESTED PARTIES

FR: DAVID FLAHERTY

MAGELLAN DATA AND MAPPING STRATEGIES

RE: COLORADO GENERAL ELECTION AUTO SURVEY TOPLINE RESULTS

Magellan Data and Mapping Strategies are pleased to present the topline results of a 1,067N autodial survey of likely 2010 general election voters within the state of Colorado. The interviews were conducted October 20th, 2010. This survey has a margin of error of +/- 3.00% at the 95 percent confidence interval. This survey was weighted based upon voter turnout demographics from the 2008, 2006, 2004 and 2002 general election cycles.

T1. Are you registered to vote as a Republican, a Democrat or an unaffiliated voter?

Republican.....	38%
Democrat	35%
Unaffiliated.....	27%

T2. How likely are you to vote in the November election for Governor, Treasurer, and Attorney General?

Extremely likely	94%
Very likely.....	3%
Somewhat likely.....	3%

T3. If the election for Governor was being held today, for whom would you vote if the candidates were Dan Maes, Republican, John Hickenlooper, Democrat, Tom Tancredo, American Constitution Party, or another candidate?

John Hickenlooper	44%
Tom Tancredo	43%
Dan Maes.....	9%
Another Candidate.....	2%
Undecided.....	2%

T4. For statistical purposes, are you a man or a woman?

Female.....	53%
Male.....	47%

T5. Which of the following age groups applies to you?

18-34.....	12%
35-44.....	16%
45-54.....	23%
55-64.....	24%
65+.....	25%

T6. For statistical purposes only, what is your race? Are you white, Hispanic or Latino, black or African American, or another ethnic group?

White	82%
Hispanic/Latino.....	9%
Black/African American.....	2%
Other.....	7%



Table 1-1

T1. Are you registered to vote as a Republican, a Democrat or an unaffiliated voter?

	GEND				GEN-PTY				AGE						GEND-AGE										
	MEN		WOM		TOT		DEM		DEM		IND		IND		IND		MEN		WOM						
	TOTAL	PERCENT	TOTAL	PERCENT	TOT	PERCENT	TOT	PERCENT	TOT	PERCENT	TOT	PERCENT	TOT	PERCENT	TOT	PERCENT	TOT	PERCENT	TOT	PERCENT					
TOTAL	1067	100.0	501	566	405	100.0	192	213	373	100.0	288	100.0	178	110	128	100.0	171	245	256	267	256	245	288	278	100.0
REPUBLICAN	405	38.0	192	37.7	405	100.0	192	213					41	67	96	90	112	102	102	90	101	112	112	40.2	
DEMOCRAT	373	35.0	131	42.9	373	100.0	131	243					45	52	88	94	94	60	60	71	125	117	117	42.2	
UNAFFILIATED	288	27.0	178	19.4	288	100.0	178	110	288	100.0	100.0	100.0	42	52	62	72	60	95	95	84	61	49	49	17.5	

Table 2-1

T2. How likely are you to vote in the November election for Governor, Treasurer, and Attorney General?

	GEN-PTY										AGE										GEN-D-AGE																
	GEND					TOT					DEM					REP					65 PLUS			55-64			18-54			55+							
	TOTAL	MEN	WOM	GOP	GOP	TOT	DEM	DEM	TOT	IND	IND	TOT	IND	IND	WOM	WOM	IND	IND	WOM	WOM	IND	IND	WOM	WOM	IND	IND	WOM	WOM	IND	IND	WOM	WOM	IND	IND	WOM	WOM	IND
TOTAL	1067	501	566	405	192	213	373	131	243	288	178	110	128	171	245	256	267	256	245	288	278	256	245	288	278	256	245	288	278	256	245	288	278	256	245	288	278
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
EXTREMELY LIKELY	1000	472	527	395	189	206	345	124	220	260	159	101	107	159	235	243	255	236	237	265	262	236	237	265	262	236	237	265	262	236	237	265	262	236	237	265	262
	93.7	94.2	93.2	97.3	98.2	96.5	92.3	95.1	90.8	90.3	89.2	92.1	83.6	93.2	95.7	95.0	95.7	91.9	96.6	92.2	94.2	96.6	91.9	96.6	92.2	94.2	96.6	91.9	96.6	92.2	94.2	96.6	91.9	96.6	92.2	94.2	
VERY LIKELY	38	17	21	6	1	5	16	3	12	16	12	3	17	4	4	9	5	10	7	14	7	10	7	14	7	10	7	14	7	10	7	14	7	10	7	14	7
	3.5	3.3	3.7	1.5	0.4	2.5	4.2	2.5	5.1	5.5	7.0	3.0	13.1	2.1	1.5	3.3	1.9	3.9	2.7	4.9	2.6	3.9	2.7	4.9	2.6	3.9	2.7	4.9	2.6	3.9	2.7	4.9	2.6	3.9	2.7	4.9	2.6
SOMEWHAT LIKELY	30	12	17	5	3	2	13	3	10	12	7	5	4	8	7	4	6	11	2	8	9	11	2	8	9	11	2	8	9	11	2	8	9	11	2	8	9
	2.8	2.5	3.1	1.2	1.4	1.0	3.5	2.4	4.1	4.2	3.8	4.8	3.3	4.7	2.8	1.7	2.4	4.2	0.7	2.9	3.2	4.2	0.7	2.9	3.2	4.2	0.7	2.9	3.2	4.2	0.7	2.9	3.2	4.2	0.7	2.9	3.2

Table 11-1

T3. If the election for Governor was being held today, for whom would you vote if the candidates were Dan Maes, Republican, John Hickenlooper, Democrat, Tom Tancredo, American Constitution Party or another candidate?

	GEND				GEN-PTY				AGE						GEND-AGE												
	MEN		WOM		TOT		DEM		TOT		IND		WOM		IND		MEN		WOM		WOM						
	TOTAL	100.0	TOTAL	100.0	TOT	100.0	DEM	100.0	TOT	100.0	IND	100.0	WOM	100.0	IND	100.0	18-34	35-44	45-54	55-64	65 PLUS	18-54	55+	18-54	55+		
TOTAL	1067	501	566	100.0	405	213	192	100.0	373	100.0	288	178	110	100.0	128	171	245	256	256	267	100.0	245	256	245	288	278	100.0
JOHN HICKENLOOPER	473	195	278	100.0	39	22	17	100.0	324	100.0	110	66	43	100.0	48	72	114	127	112	112	100.0	90	104	104	143	134	100.0
	44.3	38.9	49.1		9.5	10.2	8.8		86.8		38.1	37.2	39.7		37.8	42.0	46.4	49.4	42.1	42.1		35.3	42.6	42.6	49.9	48.4	
TOM TANCREDO	462	251	212	100.0	297	149	149	100.0	31	100.0	134	86	48	100.0	48	74	105	110	126	126	100.0	127	124	124	99	113	100.0
	43.3	50.0	37.5		73.4	69.7	77.4		8.4		46.3	48.2	43.4		37.3	43.2	42.6	43.0	47.3	47.3		49.5	50.4	50.4	34.4	40.6	
DAN MAES	93	43	50	100.0	60	25	35	100.0	9	100.0	24	17	6	100.0	26	16	17	14	20	20	100.0	30	13	13	29	21	100.0
	8.7	8.5	8.8		14.8	12.9	16.4		2.5		8.2	9.6	5.8		20.4	9.5	6.8	5.3	7.5	7.5		11.6	5.3	5.3	10.2	7.5	
ANOTHER CANDIDATE	16	7	9	100.0	1	1	1	100.0	3	100.0	12	5	7	100.0	4	4	5	1	2	2	100.0	6	1	1	7	2	100.0
	1.5	1.4	1.5		0.2	0.4	0.8		0.8		4.0	2.6	6.3		2.9	2.2	2.2	0.4	0.6	0.6		2.3	0.4	0.4	2.4	0.6	
UNDECIDED	23	6	17	100.0	9	2	7	100.0	5	100.0	9	4	5	100.0	2	5	5	5	7	7	100.0	3	3	3	9	8	100.0
	2.2	1.2	3.0		2.1	0.9	3.2		1.5		3.3	2.4	4.8		1.6	3.1	1.9	1.9	2.5	2.5		1.3	1.2	1.2	3.1	3.0	

Table 14-1

T5. Which of the following age groups applies to you?

	GEND		GEN-PTY								AGE						GEND-AGE						
	TOTAL	WOM	TOT GOP	GOP		TOT		DEM		IND	WOM	IND	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	WOM 18-54	MEN 55+	WOM 55+
				MEN	WOM	MEN	WOM	MEN	WOM														
TOTAL	1067 100.0	501 100.0	405 100.0	192 100.0	213 100.0	373 100.0	131 100.0	243 100.0	288 100.0	178 100.0	110 100.0	128 100.0	171 100.0	245 100.0	256 100.0	267 100.0	256 100.0	267 100.0	256 100.0	245 100.0	288 100.0	278 100.0	
18-34	128 12.0	61 12.1	41 10.0	22 11.6	18 8.7	45 12.0	15 11.7	30 12.2	42 14.7	23 13.1	19 17.5	128 100.0							61 23.7		67 23.4		
35-44	171 16.0	93 18.6	67 16.6	38 19.8	29 13.6	52 13.9	16 12.5	36 14.7	52 17.9	39 21.6	13 11.8		171 100.0						93 36.3		78 26.9		
45-54	245 23.0	102 20.4	96 23.6	42 21.7	54 25.3	88 23.6	28 21.2	60 24.8	62 21.4	33 18.4	29 26.3			245 100.0					102 39.9		143 49.7		
55-64	256 24.0	119 23.7	90 24.3	45 23.5	44 20.8	94 25.3	26 19.7	69 28.3	72 25.0	48 26.7	24 22.2					256 100.0			119 48.5		137 49.4		
65 PLUS	267 25.0	126 25.2	112 27.7	45 23.3	67 31.6	94 25.2	46 34.8	49 20.1	60 20.9	36 20.2	24 22.2							267 100.0	126 51.5		140 50.6		

