



POLL MUST BE SOURCED:
NBC News/Marist Poll*

Colorado:
Udall Ahead of Gardner in U.S. Senate Race
Hickenlooper Edges Beauprez for Governor

*** Complete Tables for Poll Appended ***

For Immediate Release: Sunday, September 7, 2014

Contact: Lee M. Miringoff
Barbara L. Carvalho
Marist College, 845.575.5050

This NBC News/Marist Poll reports:

In the contest for U.S. Senate in Colorado, Democratic incumbent Mark Udall leads his Republican challenger, Cory Gardner, by six points among likely voters including those who are undecided yet leaning toward a candidate. Udall's advantage is due to his support among Latinos, independents, women, and young voters.

Turning to Colorado's contest for governor, Democratic incumbent John Hickenlooper, 43%, is in a competitive race against Republican Bob Beauprez, 39%, among Colorado likely voters including those who are undecided yet leaning toward a candidate. The race is wider among registered voters in the state including those who are undecided yet leaning toward a candidate. 43% support Hickenlooper, and 36% are for Beauprez. In July, Hickenlooper had a six point lead over Beauprez among these registered voters.

While Hickenlooper's job performance is viewed positively by 50% of Colorado residents, his rating has inched down from 54% in an NBC News/Marist Poll in July.

"Right now, Udall is disrupting GOP plans to add Colorado to its victory column as they seek a Senate majority," says Dr. Lee M. Miringoff, Director of The Marist College Institute for Public Opinion. "To seal the deal, Udall needs to mobilize young voters and Latinos who boosted Barack Obama in his presidential wins."

Poll points:

- A plurality of Colorado likely voters including those who are undecided yet leaning toward a candidate, 48%, supports Udall in **the race for U.S. Senate in Colorado**. Gardner garners 42%. Nine percent are undecided.

*All references to the survey must be sourced as "NBC News/Marist Poll."

On the Issues

- 59% of Colorado registered voters would be less likely to support a **candidate who favors restrictions on contraceptives**. Only 14% would be more likely to cast their ballot for a candidate with this position on the issue. 23% say it would make no difference to their vote.
- A plurality of registered voters, 44%, says they would be less likely **to support a candidate who voted for the Affordable Care Act**. However, 35% would be more likely to back such a candidate.
- When it comes to residents' **views of the health care law**, a plurality of adults, 46%, thinks it is a bad idea including 41% who strongly have this opinion. 37% believe it is a good idea. Included here are 26% who strongly have this opinion. Attitudes have shifted slightly. In July, a slim majority of residents, 51%, said the Affordable Care Act was a bad idea.
- A majority of Colorado residents, 55%, is for Colorado's new marijuana law which allows the legalization of small amounts of the drug purchased from regulated businesses. Among these Coloradans, 27% actively support the law, and 28% favor the legislation but do not actively do so. In contrast, 41% oppose the law. This includes 8% who are actively trying to overturn the legislation.

Majority with Favorable Opinion of Clinton Romney's Image Upside Down

- 55% of likely voters have a **favorable opinion of former President Bill Clinton** while 38% have an unfavorable view of him. Opinions of Clinton among adults in Colorado are almost identical to those of likely voters.
- The negatives of **former presidential candidate Mitt Romney** outweigh his positives. Nearly half of likely voters statewide, 49%, have an unfavorable view of Romney while 42% have a favorable one. Among residents, 50% have a negative opinion of Romney, and 38% have a positive one. However, 78% of Republicans think highly of Romney.

How the Survey was Conducted

Nature of the Sample: NBC News/Marist Poll of 1,208 Colorado Adults

This survey of 1,208 adults was conducted September 2nd through September 4th, 2014 by The Marist Poll sponsored in partnership with NBC News. Adults 18 years of age and older residing in the state of Colorado were interviewed by telephone using live interviewers. Landline telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the state of Colorado from ASDE Survey Sampler, Inc. To increase coverage, this landline sample was supplemented by respondents reached through random dialing of cell phone numbers from Survey Sampling International. The two samples were then combined and balanced to reflect the 2010 Census results for age, gender, income, and race. Respondents in the household were selected by asking for the youngest male. Results are statistically significant within ± 2.8 percentage points. There are 976 registered voters. The results for this subset are statistically significant within ± 3.1 percentage points. There are 795 likely voters defined by a probability turnout model. This model determines the likelihood respondents will vote in the November 2014 election based upon their chance of vote, interest in the election, and past election participation. The results for this subset are statistically significant within ± 3.5 percentage points. The error margin increases for cross-tabulations.