

To: Interested Parties
 From: Brad Chism
 Date: 7/28/2010
 Re: Survey Results for Statewide Zatapulse in Colorado

Zata|3 Consulting recently concluded a random sample survey in of voters in Colorado about the upcoming Senate race. Our client was New Leadership In Colorado. Below are highlights from the survey.

	Men	Women	Total
Bennet	32.0%	37.1%	35.1%
Lean Bennet	11.6%	6.8%	8.7%
Romanoff	35.5%	30.9%	32.7%
Lean Romanoff	8.8%	6.3%	7.3%
Undecided	12.1%	18.9%	16.2%

	AA	White	Latino	Other
Bennet	56.3%	34.7%	36.8%	15.6%
Lean Bennet	7.8%	7.4%	15.2%	15.4%
Romanoff	10.2%	36.0%	20.5%	27.6%
Lean Romanoff	9.0%	7.2%	6.9%	9.1%
Undecided	16.8%	14.7%	20.5%	32.3%

Methodology: We used IVR survey technology to complete 800 surveys statewide on the evening of 7/27/2010. All respondents self identified as very likely or somewhat likely to vote in the upcoming election on August 10. We asked five questions in this survey. This IVR survey of 800 sample size has a margin of error of +/-3.6%. These results include demographic breakdowns but sample sizes are too small to draw detailed conclusions on race/age/gender. A larger sample with a longer questionnaire would yield better cross-tabulations. See weighting assumptions on following page as different assumptions about turnout by congressional district, ethnicity, age or gender would alter results.

Independent analyses from publications such as the *Wall Street Journal*, *National Council on Public Polls*, *American Association of Public Opinion Research*, Nate Silver's FiveThirtyEight.com, and *The Pew Research Center* all show automated, recorded voice surveys used to record candidate preferences have an accuracy level comparable to live interviewer surveys.

Notes on Weighting: The sample was weighted as noted below at the instruction of the client.

After the completion of the survey, we weighted the results as follows:

- Congressional District
 - CD 01 18%
 - CD02 16%
 - CD03 15%
 - CD04 11%
 - CD05 8%
 - CD06 13%
 - CD07 18%
- Gender
 - Women 60%
 - Men 40%
- Age
 - Ages 40 and under: 15%
 - Ages 41 to 59: 44%
 - Ages 60+: 41%
- Ethnicity
 - African American:4%
 - White: 80%
 - Latino 12%
 - Other 4%

About Zata |3 Consulting. We are a Washington, DC-based consulting firm that works for Democrats and progressive causes. We have worked before in Colorado on behalf of numerous Democratic candidates and organizations. Neither candidate surveyed in this project are clients of Zata |3. Our website is www.zata3.com