

INTERVIEWS: Tom Jensen 919-744-6312**IF YOU HAVE BASIC METHODOLOGICAL QUESTIONS, PLEASE E-MAIL information@publicpolicypolling.com, OR CONSULT THE FINAL PARAGRAPH OF THE PRESS RELEASE**

Colorado voters declare Obama debate winner

Raleigh, N.C. – PPP's post debate snap poll in the critical swing state of Colorado finds a narrow victory for Barack Obama, 48/44. Perhaps more importantly independents think that the President won by a 58/36 margin.

The debate enhanced both candidates' images with Colorado voters. 40% now say they have a more positive opinion of Obama than they did before the debate, to 36% who see him less favorably. Mitt Romney actually does slightly better on that front with 44% of voters saying they see him more positively now to 35% with a less charitable opinion.

The debate isn't likely to make a big difference in the state of the race in Colorado. 37% of voters say it made them more likely to vote for Obama, 36% say it made them more likely to vote for Romney, and 27% say it didn't make a difference to them either way.

Obama was overwhelmingly seen as the winner of the debate among Hispanic voters (61/32) and lost just narrowly to Romney among whites (47/45). Obama was seen as a narrow victor among men (48/43) and women (49/46) alike.

One interesting thing we did was break down the results based on what channel people had watched the debate on. Predictably Fox News viewers (65/27) overwhelmingly thought Romney won, while MSNBC watchers (71/27) believe Obama was the winner. In addition to MSNBC, people who watched the debate on CNN, CBS, NBC, and PBS declare Obama to have been the winner. Beyond Fox News, voters who watched the debate on ABC, the Fox Network, and C-Span (very small sample size on that one) think Romney was the winner.

“Time will tell whether this debate actually reversed the momentum in the race,” said Dean Debnam, President of Public Policy Polling. “But Obama's victory tonight, even if it wasn't an overwhelming one, should at least halt Romney's momentum and that was something he desperately needed.”

PPP surveyed 438 Colorado debate watchers on October 16th. The margin of error for the survey is +/-4.7%. This poll was not paid for or authorized by any campaign or political organization. PPP surveys are conducted through automated telephone interviews.



Colorado Survey Results

Q1 Did you watch the Presidential debate tonight, or not?

Watched the debate.....100%
Did not 0%

Q2 Regardless of who you plan to vote for, who do you think won the debate tonight?

Barack Obama..... 48%
Mitt Romney..... 44%
Not sure 7%

Q3 Which of the candidates for President do you think better understands people like you: Barack Obama or Mitt Romney?

Barack Obama..... 50%
Mitt Romney..... 50%
Not sure 1%

Q4 After watching tonight's debate, is your opinion of Barack Obama more positive or less positive than it was before, or is there no difference?

More positive 40%
Less positive 36%
No difference 24%

Q5 After watching tonight's debate, is your opinion of Mitt Romney more positive or less positive than it was before, or is there no difference?

More positive 44%
Less positive 35%
No difference 22%

Q6 Did tonight's debate make you more likely to vote for Barack Obama than you were before, more likely to vote for Mitt Romney than you were before, or did it not make a difference?

More likely to vote for Obama 37%
More likely to vote for Romney 36%
Didn't make a difference 27%

Q7 What channel did you watch the debate on tonight: CNN, C-Span, Fox News, MSNBC, ABC, CBS, Fox, NBC, PBS, or something else?

CNN..... 13%
C-Span..... 1%
Fox News..... 25%
MSNBC..... 12%
ABC 15%
CBS 9%
Fox..... 2%
NBC..... 15%
PBS 6%
Another channel..... 0%

Q8 Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

Very liberal..... 10%
Somewhat liberal 19%
Moderate..... 31%
Somewhat conservative..... 23%
Very conservative 17%

Q9 If you are a woman, press 1. If a man, press 2.

Woman 50%
Man..... 50%

Q10 If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

Democrat..... 33%
Republican..... 36%
Independent/Other..... 31%





Q11 If you are Hispanic, press 1. If white, press 2.
If other, press 3.

<i>Hispanic</i>	11%
<i>White</i>	81%
<i>Other</i>	8%

Q12 If you are 18 to 29 years old, press 1. If 30 to
45, press 2. If 46 to 65, press 3. If you are
older than 65, press 4.

<i>18 to 29</i>	14%
<i>30 to 45</i>	32%
<i>46 to 65</i>	37%
<i>Older than 65</i>	17%





Crosstabs

	Base	What Channel Did You Watch?								
		CNN	C-Span	Fox News	MSNBC	ABC	CBS	Fox	NBC	PBS
Who Won Debate?										
Barack Obama	48%	50%	27%	27%	71%	40%	49%	22%	68%	78%
Mitt Romney	44%	42%	73%	65%	27%	54%	36%	78%	26%	16%
Not sure	7%	7%	-	9%	3%	6%	16%	-	6%	7%

	Base	What Channel Did You Watch?								
		CNN	C-Span	Fox News	MSNBC	ABC	CBS	Fox	NBC	PBS
Who Better Understands You?										
Barack Obama	50%	55%	27%	23%	71%	43%	50%	22%	71%	84%
Mitt Romney	50%	45%	73%	77%	28%	57%	47%	72%	29%	16%
Not sure	1%	-	-	-	2%	-	3%	6%	-	-

	Base	What Channel Did You Watch?								
		CNN	C-Span	Fox News	MSNBC	ABC	CBS	Fox	NBC	PBS
Obama Opinion More/Less Pos.?										
More positive	40%	42%	27%	21%	61%	32%	45%	22%	58%	55%
Less positive	36%	36%	73%	62%	21%	35%	27%	58%	17%	8%
No difference	24%	22%	-	17%	19%	33%	27%	19%	25%	38%





Crosstabs

	Base	What Channel Did You Watch?								
		CNN	C-Span	Fox News	MSNBC	ABC	CBS	Fox	NBC	PBS
Romney Opinion More/Less Pos.?										
More positive	44%	38%	73%	66%	28%	50%	42%	78%	23%	11%
Less positive	35%	36%	18%	19%	53%	34%	39%	22%	40%	48%
No difference	22%	26%	9%	15%	18%	17%	19%	-	37%	41%

	Base	What Channel Did You Watch?								
		CNN	C-Span	Fox News	MSNBC	ABC	CBS	Fox	NBC	PBS
More Likely to Vote for Obama or Romney?										
More likely to vote for Obama	37%	46%	27%	22%	54%	29%	42%	22%	39%	58%
More likely to vote for Romney	36%	39%	36%	51%	28%	40%	27%	36%	27%	8%
Didn't make a difference	27%	16%	36%	26%	18%	31%	31%	41%	34%	34%

What Channel Did You Watch?	Base	What Channel Did You Watch?								
		CNN	C-Span	Fox News	MSNBC	ABC	CBS	Fox	NBC	PBS
CNN	13%	100%	-	-	-	-	-	-	-	-
C-Span	1%	-	100%	-	-	-	-	-	-	-
Fox News	25%	-	-	100%	-	-	-	-	-	-
MSNBC	12%	-	-	-	100%	-	-	-	-	-
ABC	15%	-	-	-	-	100%	-	-	-	-
CBS	9%	-	-	-	-	-	100%	-	-	-
Fox	2%	-	-	-	-	-	-	100%	-	-
NBC	15%	-	-	-	-	-	-	-	100%	-
PBS	6%	-	-	-	-	-	-	-	-	100%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Who Won Debate?						
Barack Obama	48%	80%	79%	63%	17%	11%
Mitt Romney	44%	20%	19%	27%	74%	80%
Not sure	7%	-	2%	10%	9%	10%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Who Better Understands You?						
Barack Obama	50%	80%	80%	67%	20%	6%
Mitt Romney	50%	20%	20%	33%	79%	92%
Not sure	1%	-	-	1%	1%	1%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Obama Opinion More/Less Pos.?						
More positive	40%	56%	64%	53%	20%	9%
Less positive	36%	20%	17%	25%	56%	60%
No difference	24%	24%	19%	22%	24%	31%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Romney Opinion More/Less Pos.?						
More positive	44%	24%	21%	27%	70%	74%
Less positive	35%	50%	53%	47%	17%	5%
No difference	22%	26%	26%	25%	13%	21%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
More Likely to Vote for Obama or Romney?						
More likely to vote for Obama	37%	50%	54%	53%	18%	7%
More likely to vote for Romney	36%	15%	18%	31%	62%	44%
Didn't make a difference	27%	35%	28%	17%	20%	49%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
What Channel Did You Watch?						
CNN	13%	9%	15%	18%	11%	8%
C-Span	1%	1%	1%	2%	-	3%
Fox News	25%	1%	10%	18%	38%	53%
MSNBC	12%	30%	22%	13%	4%	1%
ABC	15%	21%	11%	17%	16%	13%
CBS	9%	7%	8%	10%	7%	13%
Fox	2%	-	2%	0%	3%	5%
NBC	15%	20%	19%	17%	18%	1%
PBS	6%	11%	11%	5%	2%	3%





Crosstabs

	Base	Gender	
		Woman	Man
Who Won Debate ?			
Barack Obama	48%	49%	48%
Mitt Romney	44%	46%	43%
Not sure	7%	5%	9%

	Base	Gender	
		Woman	Man
Who Better Understands You?			
Barack Obama	50%	51%	48%
Mitt Romney	50%	49%	51%
Not sure	1%	0%	1%

	Base	Gender	
		Woman	Man
Obama Opinion More/Less Pos.?			
More positive	40%	41%	40%
Less positive	36%	39%	33%
No difference	24%	21%	27%





Crosstabs

	Base	Gender	
		Woman	Man
Romney Opinion More/Less Pos.?			
More positive	44%	46%	41%
Less positive	35%	33%	37%
No difference	22%	21%	22%

	Base	Gender	
		Woman	Man
More Likely to Vote for Obama or Romney?			
More likely to vote for Obama	37%	36%	38%
More likely to vote for Romney	36%	36%	35%
Didn't make a difference	27%	28%	26%

	Base	Gender	
		Woman	Man
What Channel Did You Watch?			
CNN	13%	13%	14%
C-Span	1%	0%	2%
Fox News	25%	26%	25%
MSNBC	12%	11%	13%
ABC	15%	16%	14%
CBS	9%	7%	11%
Fox	2%	3%	1%
NBC	15%	17%	13%
PBS	6%	7%	5%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Who Won Debate?				
Barack Obama	48%	78%	12%	58%
Mitt Romney	44%	17%	77%	36%
Not sure	7%	5%	10%	6%

	Base	Party		
		Democrat	Republican	Independent/Other
Who Better Understands You?				
Barack Obama	50%	85%	10%	57%
Mitt Romney	50%	15%	89%	42%
Not sure	1%	0%	1%	0%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama Opinion More/Less Pos.?				
More positive	40%	66%	11%	46%
Less positive	36%	14%	65%	26%
No difference	24%	20%	24%	28%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Romney Opinion More/Less Pos.?				
More positive	44%	19%	76%	33%
Less positive	35%	51%	10%	44%
No difference	22%	29%	14%	23%

	Base	Party		
		Democrat	Republican	Independent/Other
More Likely to Vote for Obama or Romney?				
More likely to vote for Obama	37%	56%	12%	45%
More likely to vote for Romney	36%	14%	60%	31%
Didn't make a difference	27%	29%	28%	24%

	Base	Party		
		Democrat	Republican	Independent/Other
What Channel Did You Watch?				
CNN	13%	13%	11%	17%
C-Span	1%	1%	1%	2%
Fox News	25%	7%	49%	18%
MSNBC	12%	20%	5%	13%
ABC	15%	17%	14%	15%
CBS	9%	7%	7%	14%
Fox	2%	2%	2%	2%
NBC	15%	24%	10%	12%
PBS	6%	9%	2%	7%





Crosstabs

	Base	Race		
		Hispanic	White	Other
Who Won Debate ?				
Barack Obama	48%	61%	45%	63%
Mitt Romney	44%	32%	47%	34%
Not sure	7%	7%	8%	3%

	Base	Race		
		Hispanic	White	Other
Who Better Understands You?				
Barack Obama	50%	64%	46%	65%
Mitt Romney	50%	36%	53%	35%
Not sure	1%	-	1%	-

	Base	Race		
		Hispanic	White	Other
Obama Opinion More/Less Pos.?				
More positive	40%	51%	37%	57%
Less positive	36%	23%	39%	21%
No difference	24%	26%	24%	22%





Crosstabs

	Base	Race		
		Hispanic	White	Other
Romney Opinion More/Less Pos.?				
More positive	44%	35%	46%	29%
Less positive	35%	51%	32%	38%
No difference	22%	13%	22%	33%

	Base	Race		
		Hispanic	White	Other
More Likely to Vote for Obama or Romney?				
More likely to vote for Obama	37%	57%	33%	52%
More likely to vote for Romney	36%	18%	40%	23%
Didn't make a difference	27%	25%	28%	25%

	Base	Race		
		Hispanic	White	Other
What Channel Did You Watch?				
CNN	13%	12%	13%	16%
C-Span	1%	2%	1%	1%
Fox News	25%	26%	27%	11%
MSNBC	12%	17%	11%	16%
ABC	15%	28%	14%	15%
CBS	9%	3%	10%	8%
Fox	2%	4%	2%	2%
NBC	15%	6%	16%	24%
PBS	6%	2%	6%	6%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Who Won Debate?					
Barack Obama	48%	45%	53%	49%	42%
Mitt Romney	44%	55%	41%	43%	44%
Not sure	7%	-	6%	8%	14%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Who Better Understands You?					
Barack Obama	50%	48%	51%	52%	44%
Mitt Romney	50%	52%	49%	47%	55%
Not sure	1%	-	-	1%	1%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama Opinion More/Less Pos.?					
More positive	40%	32%	43%	43%	36%
Less positive	36%	48%	30%	35%	41%
No difference	24%	19%	27%	22%	23%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Romney Opinion More/Less Pos.?					
More positive	44%	52%	41%	41%	46%
Less positive	35%	35%	34%	35%	33%
No difference	22%	13%	24%	23%	21%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
More Likely to Vote for Obama or Romney?					
More likely to vote for Obama	37%	39%	36%	39%	34%
More likely to vote for Romney	36%	42%	30%	34%	46%
Didn't make a difference	27%	19%	34%	27%	19%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
What Channel Did You Watch?					
CNN	13%	23%	9%	14%	13%
C-Span	1%	-	3%	-	2%
Fox News	25%	26%	17%	28%	34%
MSNBC	12%	16%	16%	8%	12%
ABC	15%	6%	19%	15%	17%
CBS	9%	3%	13%	9%	7%
Fox	2%	3%	1%	2%	2%
NBC	15%	16%	20%	15%	6%
PBS	6%	6%	3%	8%	6%

