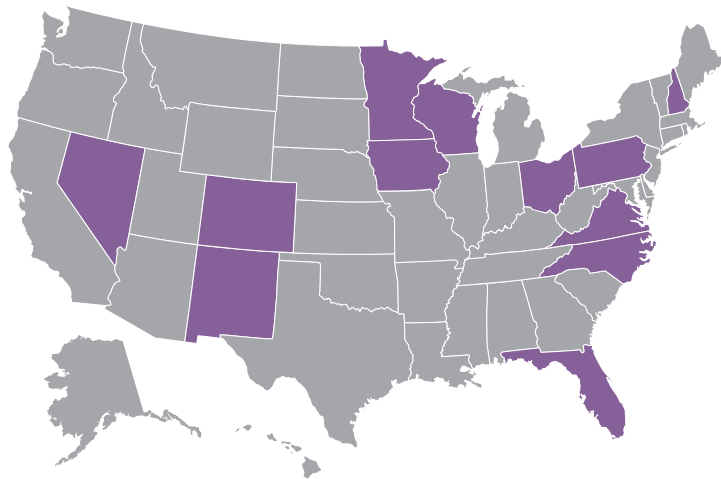


January 2013 Edition

# PURPLEPOLL

NAMED ONE OF THE TOP POLLSTERS OF 2012



## ABOUT PURPLE STRATEGIES

Purple is a fully integrated, bipartisan team that excels at merging red and blue perspectives to find effective strategic solutions. We look to build a consensus that will support a public affairs initiative, influence a debate or stimulate change. Our team includes experts in opinion research, strategic communications, grassroots, government affairs, digital communications and creative.

Recognizing the need for a balanced, bipartisan approach to corporate communications and issue advocacy, Alex Castellanos and Steve McMahon merged two well-established Republican and Democratic firms – National Media and Issue & Image – to create Purple Strategies. By joining forces, Purple brings together strategists and communication specialists from across the political spectrum, including veteran political strategists Bruce Haynes, Mark Squier and Jim Jordan.

The PurplePoll is fielded and analyzed by Purple Insights, the research division of Purple Strategies, the bipartisan public affairs firm.

For more: [www.purplestrategies.com](http://www.purplestrategies.com)



## WHY THE PURPLEPOLL?

Unlike other polls, the PurplePoll focuses exclusively on the 12 states that are most likely to determine presidential elections and offer a closer view of which way the country is leaning. Since 1996, nine of these states swung between the Republican and Democratic candidates. Three states have been decided by 3 points or less at least once since 2000. The voters in these states have held the presidential election balance for the past dozen years, represent a fulcrum of American public opinion, and will continue to do so.

The PurplePoll was named one of the most accurate pollsters of 2012 for its national and swing state polls. It has been cited on television, in print, and online by sources that span the political spectrum, including: *MSNBC*, *Fox News*, *ABC News*, the *Wall Street Journal*, *Talking Points Memo*, *Slate*, *Politico*, the *National Review* and over a hundred other sources.

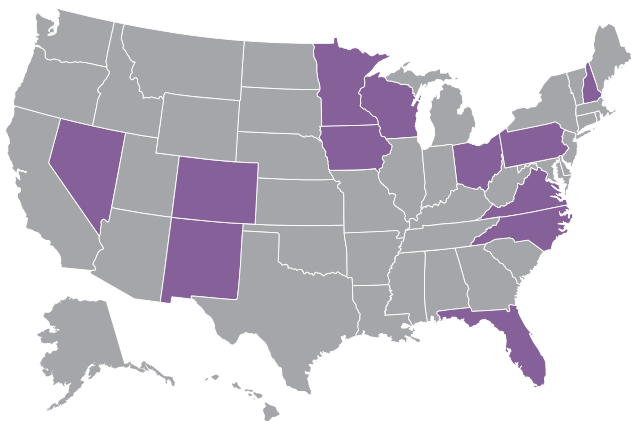
Fielded 1/20 - 1/22, interviews were conducted using a mixed methodology of automated telephone interviews using landline phones and online interviews of voters who predominantly or exclusively use cell phones. Seventy-five percent (75%) of the interviews were conducted via phone, and 25% online with cell phone users. Total weighted N size=1,420 likely voters, margin of error +/-2.6.

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January 2013 Edition

# PURPLEPOLL



## Obama's approval rating levels off as the glow of re-election fades.

In our polling the month after the election, 51% of Purple State voters approved of Obama's job performance, his highest rating we had measured. In our poll just prior to the inauguration it dipped slightly, with 47% approving (45% disapprove). Partisans continue to be strongly divided, with 88% of Democrats approving of his performance, and 87% of Republicans disapproving. Among independents, just 37% approve of the President's job performance (51% disapprove).

At the same time, President Obama is doing well among moderates: 55% approve of his performance, while just 34% disapprove. Following an election where independent voters provided majority support for the losing candidate, moderate voters may provide key directional insight into opinion. We will continue to monitor their opinion in the coming year.

Opinion on the direction of the economy has leveled off as well. Thirty-two percent (32%) of voters provide positive evaluations of the economy, down 5 since our pre-election polling. Additionally, 35% say the country is going in the right direction, down from 41% in December.

When asked to give a brief description of President Obama, positive words included "intelligent," "great," and "trying." Negative associations included "arrogant," "socialist," and "incompetent." The full open-ended results are summarized in the word cloud below.

The 10 weeks since his re-election have seen more legislative activity than is typical for the end of a first term. The

impact of narrowly averting the fiscal cliff while leaving sequestration and the debt limit unresolved may have slowed the President's forward momentum at least in the short term.

**The GOP image is in poor condition, with just 65% of Republicans offering a favorable view of the party. Though not loved, Democrats hold a sizable advantage.**

Just 28% have a favorable opinion of the GOP (56% unfavorable). Independent voters nearly mirror the electorate as a whole (23% favorable, 55% unfavorable).

Perhaps most surprising is Republicans' opinion of their own party: just 65% have a favorable view, compared to 22% with an unfavorable view. While these self-identified Purple State Republicans are consolidated in their disapproval of President Obama, they have substantial concerns with their own party (by comparison, 87% of Democrats have a favorable view of their party). Importantly, there is little opinion difference between conservative Republicans (66% favorable) and moderate Republicans (63% favorable).

When asked to give brief descriptions of the Republican Party, Purple State voters were most likely to use the word “conservative,” followed by negative words such as “stubborn” and “out of touch.” Positive associations included “good” and “trying” – a full word cloud of responses is included below.

While not popular on an absolute scale, Democrats are substantially better liked than the GOP. Forty-two percent (42%) have a favorable impression of the party (46% unfavorable). The Democratic Party is very well liked among its partisans, with 87% holding a favorable view (6% unfavorable).

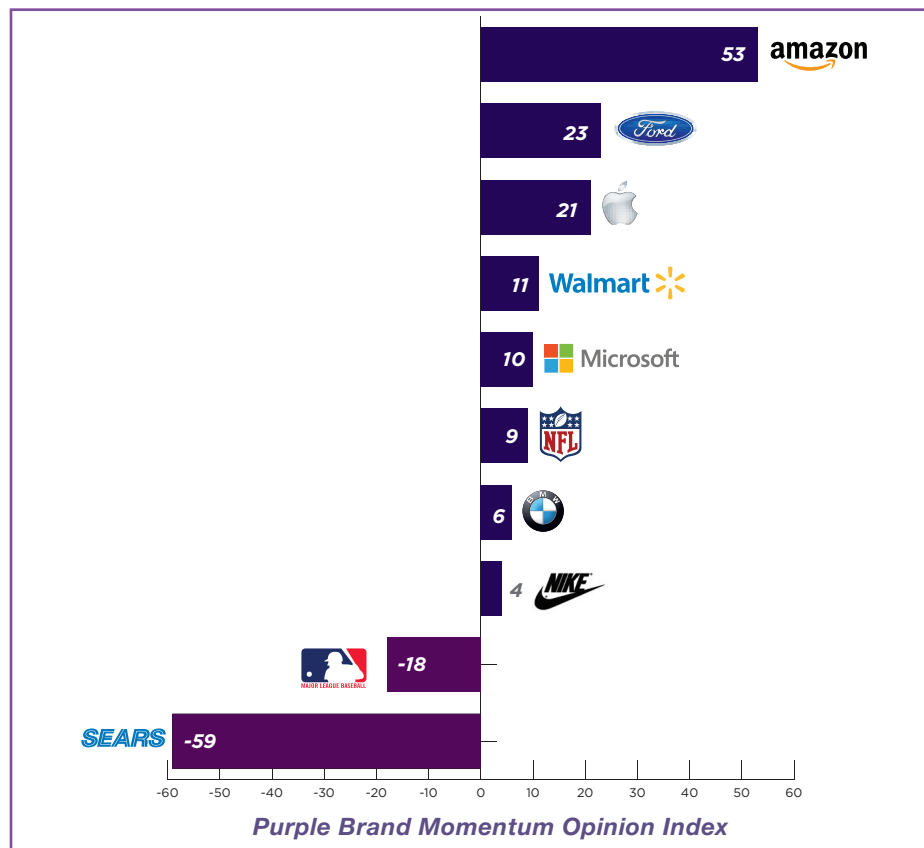
Common words used by Purple State voters for the Democratic Party include “liberal,” as well as positive phrases such as “good,” “trying,” and “middle class.” Negative associations included “socialist” and “spending.” Overall, the number of negative word associations was substantially higher for Republicans than Democrats.

As we might expect, independents have unfavorable views of both the Republican Party (23% favorable, 55% unfavorable) and Democrats (28% favorable, 54% unfavorable). Moderate independents are skeptical of both parties, though Democrats do a bit better with this swing constituency. Thirty-five percent (35%) of moderate independents have a favorable view of the Democratic Party (46% unfavorable). Just 16% of moderate independents have a favorable view of the GOP, while two-thirds (67%) have an unfavorable view.

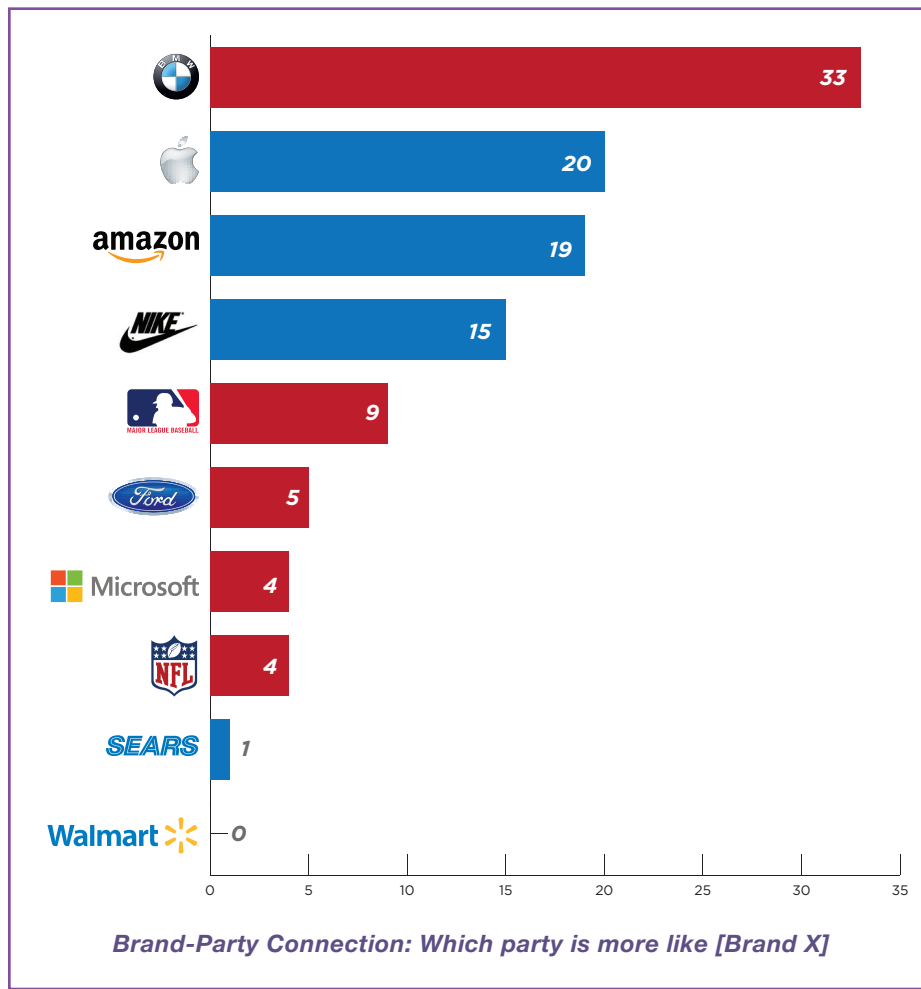
## The GOP is BMW, Major League Baseball, the NFL and Ford; Democrats are Apple, Amazon and Nike

To get a better understanding of underlying views of the parties, we asked voters to compare them to well-known brands: Walmart, Sears, the National Football League, Microsoft, Ford, Major League Baseball, Nike, Amazon, Apple and BMW.

First, we used our proprietary Brand Momentum Index to rank opinion toward these brands among Purple State voters. Amazon, Apple and Ford topped the list, while Sears and Major League Baseball were at the bottom.



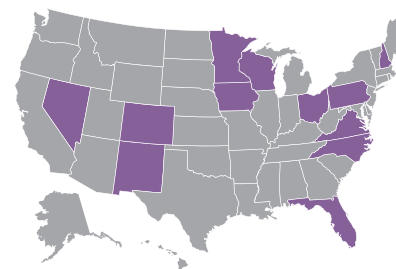
Next, we asked voters with which parties they associated each brand. The results here provide a unique insight into voters' impressions of the parties' brands. The biggest differentiation between the parties is seen when comparing them to BMW, Major League Baseball and Ford (GOP advantage), and Apple, Amazon and Nike (Democrats).



From a brand profile perspective, the Democratic Party is currently in better alignment than the GOP. The Democrats' association with Apple and Amazon is particularly desirable, as both of these brands are connected not just to overall momentum in our index, but more broadly to technology, innovation and success.

The GOP's brand profile is more mixed. Their association with Ford is important: not only is it an iconic American brand, it has clear momentum. Its perceived connection to the NFL is also positive. However, its association with Major League Baseball is a double-edged sword. It is (naturally) a traditional American sport, yet receives a negative momentum score. Moreover, the party's strong association to BMW reiterates the "wealthy" profile that was prominent in the 2012 campaign.

This brand association exercise helps highlight the strengths that each party has, but also the challenges they face going forward. Purple will track their progress as President Obama's second term begins. We will also provide greater brand insight in the coming months with our release of our Brand Momentum Index.



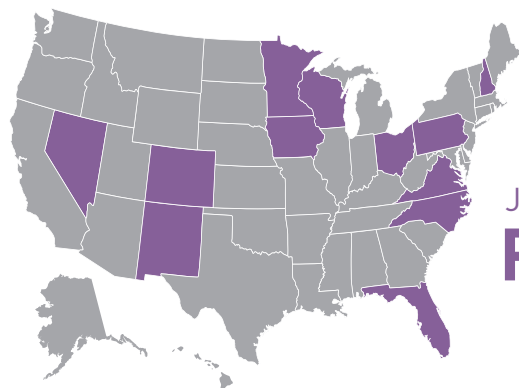
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To subscribe, e-mail us at  
[poll@purplestrategies.com](mailto:poll@purplestrategies.com).



## What one word or phrase would you use to describe...?

[illegible][illegible][illegible]



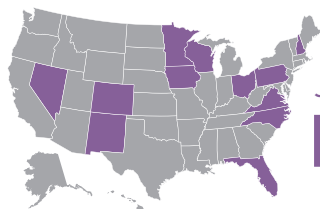
January 2013 Edition  
**PURPLEPOLL**

**PURPLESTATES**

		Total	Male	Female	Democrat	Republican	Independent	No College	College+
Are things in this country generally going in the right direction or are they pretty seriously off on the wrong track?	<b>Right direction</b>	<b>35</b>	31	39	65	6	27	32	38
	<b>Wrong track</b>	<b>54</b>	58	50	20	88	62	56	52
	<b>Not sure</b>	<b>11</b>	11	11	15	5	11	12	10
Do you approve or disapprove of the job Barack Obama is doing as president?	<b>Approve</b>	<b>47</b>	41	52	88	7	37	45	49
	<b>Disapprove</b>	<b>45</b>	52	39	7	87	51	47	43
	<b>Not sure</b>	<b>8</b>	7	10	6	6	12	9	8
Do you have a favorable or unfavorable view of the Democratic Party?	<b>Favorable</b>	<b>42</b>	36	48	87	6	28	40	44
	<b>Unfavorable</b>	<b>46</b>	54	38	6	89	54	47	45
	<b>Not sure</b>	<b>12</b>	10	13	7	6	18	13	11
Do you have a favorable or unfavorable view of the Republican Party?	<b>Favorable</b>	<b>28</b>	31	26	4	65	23	33	23
	<b>Unfavorable</b>	<b>56</b>	55	57	87	22	55	50	63
	<b>Not sure</b>	<b>16</b>	14	17	9	13	22	17	14
Do you think the economy is getting better, getting worse or staying about the same?	<b>Getting better</b>	<b>32</b>	31	33	56	6	29	29	35
	<b>Getting worse</b>	<b>36</b>	39	34	11	63	41	40	32
	<b>Staying about the same</b>	<b>30</b>	29	31	30	31	29	30	31
	<b>Not sure</b>	<b>1</b>	1	2	3	0	1	2	1

Fielded 1/20 - 1/22, using automated telephone and online interviews. Total weighted N size=1,420 likely voters, margin of error +/-2.6.

Party Brand Connection



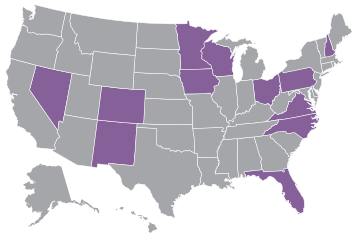
January 2013 Edition  
**PURPLEPOLL**

**PURPLESTATES - PARTY BRAND CONNECTION**

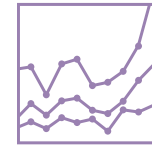
		Total	Male	Female	Democrat	Republican	Independent	No College	College+
Does the Republican Party seem more like BMW, or does the Democratic Party seem more like BMW?	<b>Republican Party</b>	<b>52</b>	53	50	59	48	50	47	56
	<b>Democratic Party</b>	<b>19</b>	22	17	18	21	20	20	17
	<b>Don't know</b>	<b>29</b>	25	33	23	32	30	33	26
Does the Republican Party seem more like Apple, or does the Democratic Party seem more like Apple?	<b>Republican Party</b>	<b>26</b>	30	23	21	38	23	31	21
	<b>Democratic Party</b>	<b>46</b>	44	48	58	35	47	38	54
	<b>Don't know</b>	<b>28</b>	26	29	21	27	30	31	24
Does the Republican Party seem more like Nike, or does the Democratic Party seem more like Nike?	<b>Republican Party</b>	<b>26</b>	34	19	22	32	26	30	22
	<b>Democratic Party</b>	<b>40</b>	36	44	51	32	37	39	42
	<b>Don't know</b>	<b>34</b>	30	38	26	37	37	32	37
Does the Republican Party seem more like Ford, or does the Democratic Party seem more like Ford?	<b>Republican Party</b>	<b>42</b>	46	38	29	50	51	39	45
	<b>Democratic Party</b>	<b>37</b>	36	38	54	31	28	39	35
	<b>Don't know</b>	<b>21</b>	18	23	18	19	22	22	20
Does the Republican Party seem more like The National Football League, or does the Democratic Party seem more like The National Football League?	<b>Republican Party</b>	<b>33</b>	37	31	33	35	35	29	38
	<b>Democratic Party</b>	<b>30</b>	30	30	37	31	23	32	27
	<b>Don't know</b>	<b>37</b>	34	39	30	35	42	39	35
Does the Republican Party seem more like Major League Baseball, or does the Democratic Party seem more like Major League Baseball?	<b>Republican Party</b>	<b>36</b>	39	34	38	39	36	34	39
	<b>Democratic Party</b>	<b>27</b>	29	26	33	27	22	30	25
	<b>Don't know</b>	<b>36</b>	32	40	29	34	42	37	36
Does the Republican Party seem more like Microsoft, or does the Democratic Party seem more like Microsoft?	<b>Republican Party</b>	<b>37</b>	44	32	37	46	32	37	38
	<b>Democratic Party</b>	<b>33</b>	32	34	40	22	37	31	35
	<b>Don't know</b>	<b>30</b>	24	35	23	32	31	33	27
Does the Republican Party seem more like Sears, or does the Democratic Party seem more like Sears?	<b>Republican Party</b>	<b>34</b>	39	30	32	34	39	36	33
	<b>Democratic Party</b>	<b>35</b>	36	34	44	32	30	33	36
	<b>Don't know</b>	<b>31</b>	26	36	24	34	31	32	30
Does the Republican Party seem more like Amazon.com, or does the Democratic Party seem more like Amazon.com?	<b>Republican Party</b>	<b>24</b>	28	19	15	36	23	24	23
	<b>Democratic Party</b>	<b>42</b>	41	43	59	27	41	38	46
	<b>Don't know</b>	<b>34</b>	30	37	26	37	36	38	31
Does the Republican Party seem more like WalMart, or does the Democratic Party seem more like WalMart?	<b>Republican Party</b>	<b>39</b>	43	37	43	34	44	37	42
	<b>Democratic Party</b>	<b>40</b>	41	38	43	44	35	42	38
	<b>Don't know</b>	<b>21</b>	16	25	14	23	21	21	20

Fielded 1/20 - 1/22, using automated telephone and online interviews. Total weighted N size=1,420 likely voters, margin of error +/-2.6.



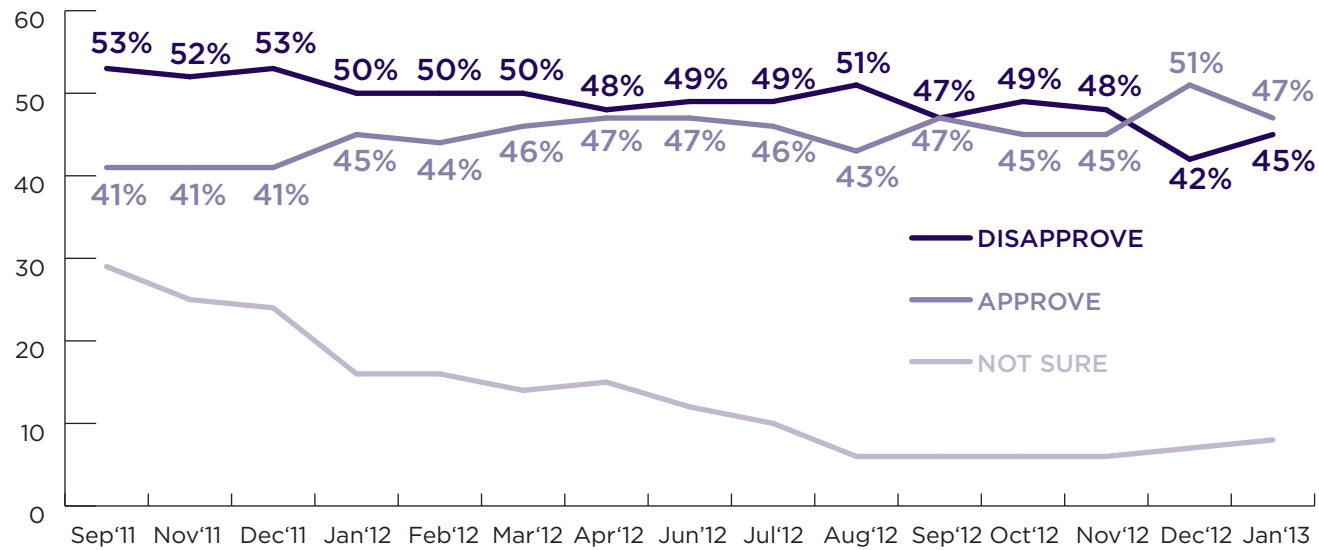


January 2013 Edition  
**PURPLEPOLL**

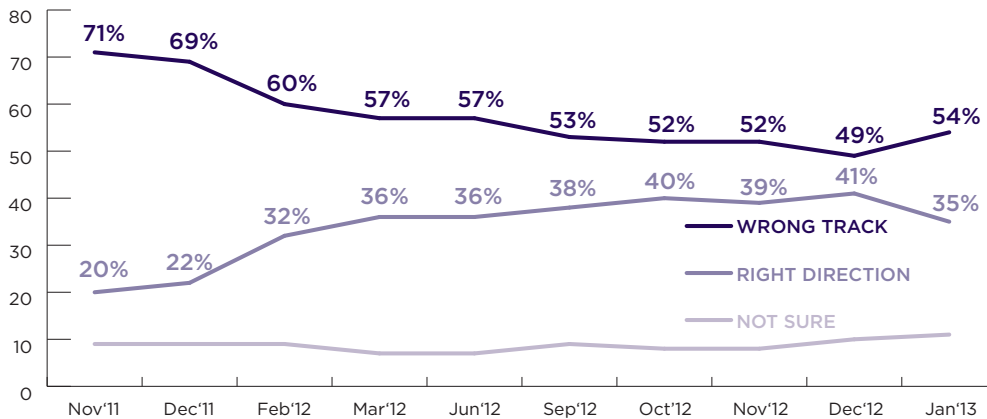


**PURPLETRACKING**

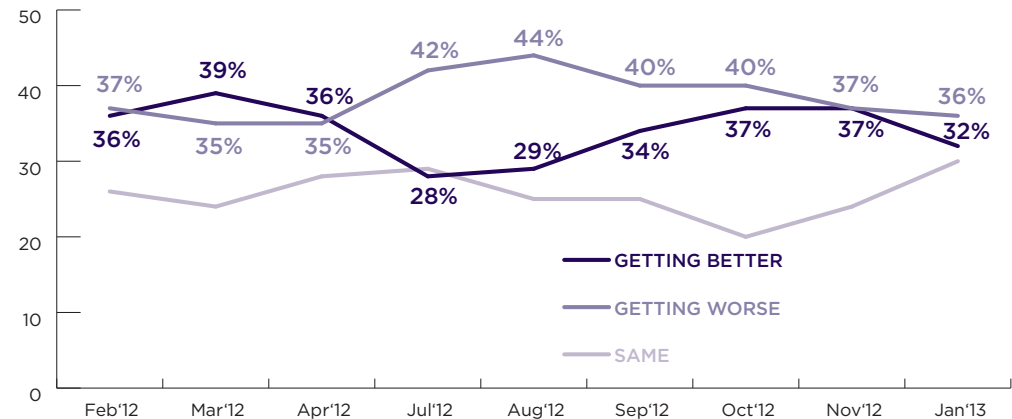
**OBAMA JOB APPROVAL**



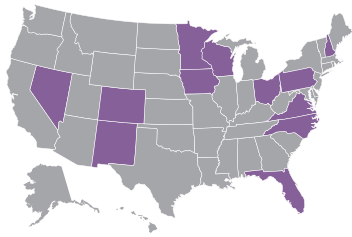
**DIRECTION OF COUNTRY**



**DIRECTION OF ECONOMY**







January 2013 Edition

# PURPLEPOLL

## PURPLEDEMOGRAPHICS

		Total
Are you male or female?	Male	47
	Female	53
Do you consider yourself to be a Democrat, Republican, or Independent?	Democrat	36
	Republican	29
	Independent	32
	Not sure	3
What is your race?	White	74
	Black	13
	Hispanic/Latino	8
	Other	4
	Don't know	1
Into which of the following categories does your age fall?	18 to 29	18
	30 to 44	25
	45 to 64	38
	65 or older	18
	I would rather not say	1
What is the highest level of education you have completed?	High school	24
	Some college	29
	College graduate	29
	Graduate degree	17
	I would rather not say	1
Which of the following income groups includes your TOTAL FAMILY INCOME last year before taxes?	Less than \$50K	37
	\$50K to \$100K	31
	More than \$100K	22
	Don't know	10

Fielded 1/20 - 1/22, using automated telephone and online interviews. Total weighted N size=1,420 likely voters, margin of error +/-2.6.