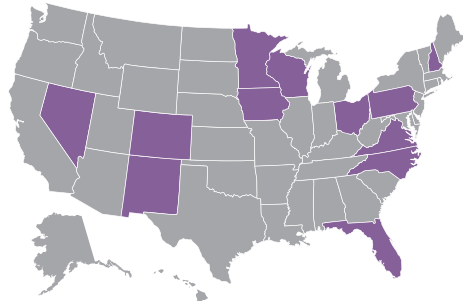


November 2012 Edition PURPLEPOLL



For our final PurplePoll, we looked at voters nationwide and in the Purple Electorate. With just four days to go until the election, President Obama leads Governor Romney 47% to 46% nationally. In Purple States, Obama leads by two: 48% to 46%. But with an incumbent holding only 47-48% of the vote across these key electorates, either candidate can still win. To put this in perspective, George W. Bush went into the final weekend of the 2004 election with an average of 48.9% of the national vote in the polls. He finished with 50.7% of the vote.

Romney holds a slight lead among independents nationally, 44% to 43%. In Purple States, Obama holds a 1-point advantage among independents (45% to 44%). As we have seen before, views about the direction of the economy remain the strongest predictor of vote choice: President Obama gets 93% of voters who think the economy is getting better, while Governor Romney has 90% of voters who think it is getting worse. The latest job numbers provide fodder for both sides: continued job growth, with a slight uptick in unemployment.

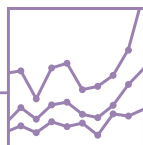
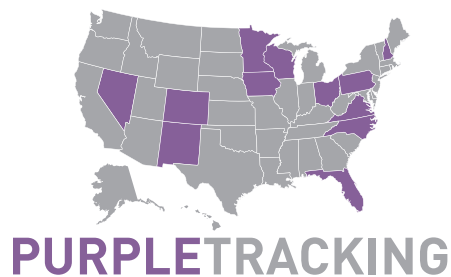
Next Tuesday, the voting will be complete. We cannot be certain who will win the race, but we know it will be close. If Governor Romney wins, he will most likely

face a divided Congress. If President Obama wins, he will be the first incumbent to have won re-election with a smaller share of the electorate than his first election since Franklin Roosevelt.

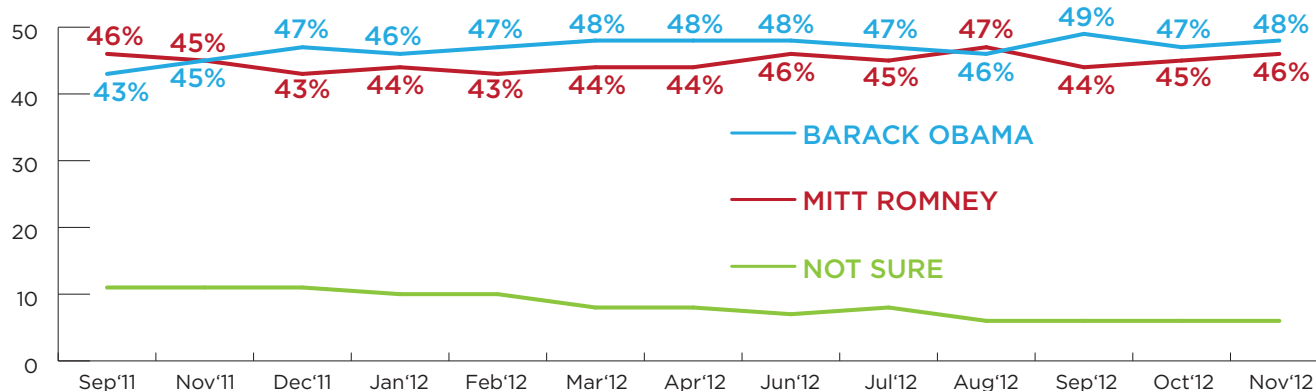
This election demonstrates the current state of American politics. Offices exchange hands, but elections continue to be close. The Purple States – and congressional districts – determine party control. While this is the swing electorate, their “swings” are not particularly large. Partisans are louder than ever, but a shrinking share of the electorate. The future of American elections will remain Purple.

Methodology: Fielded 10/31-11/1, interviews of likely voters were conducted using a mixed methodology of automated telephone interviews of 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=1000 likely voters nationwide, with oversample to 1,000 in Purple States, margins of error +/-3.1.

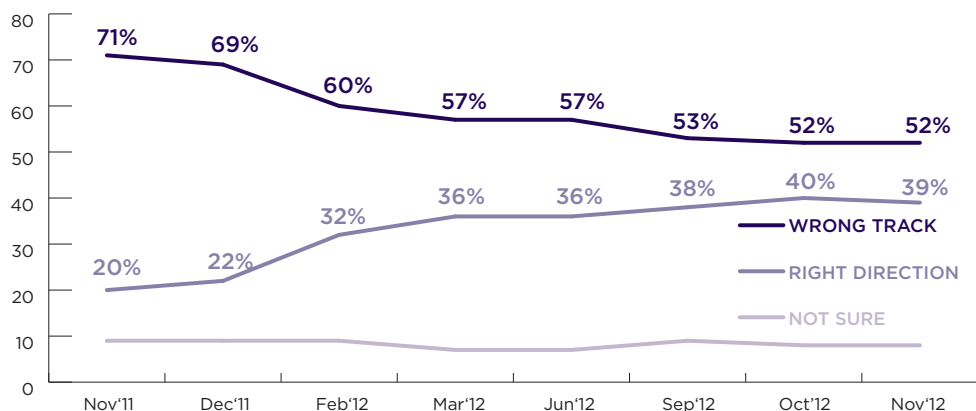
NOVEMBER 2012 MAIN QUESTIONNAIRE		NATIONAL							PURPLE STATES								
		National	Male	Female	GOP	Ind	Dem	No Coll	Coll+	Purple	Male	Female	GOP	Ind	Dem	No Coll	Coll+
<i>Sample Proportion</i>		--	47	53	31	33	33	55	44	--	47	53	31	32	35	55	44
Are things in this country generally going in the right direction or are they pretty seriously off on the wrong track?	Right direction	38	38	39	11	32	70	36	41	39	38	41	10	34	71	38	41
	Wrong track	52	54	51	85	58	19	55	49	52	55	50	86	57	19	55	49
	Not sure	9	8	10	4	10	11	9	9	8	7	9	4	9	10	7	10
Do you have a favorable or unfavorable view of Barack Obama?	Favorable	47	45	49	9	42	86	45	50	48	46	50	10	44	86	44	52
	Unfavorable	47	51	45	87	50	11	50	44	48	51	45	87	50	12	52	42
	Not sure	5	4	7	4	8	3	5	6	4	4	5	4	6	2	4	5
Do you have a favorable or unfavorable view of Mitt Romney?	Favorable	44	47	41	83	44	11	47	41	44	46	41	82	39	14	47	40
	Unfavorable	48	47	49	11	47	83	45	50	49	48	51	11	51	82	47	52
	Not sure	8	6	10	6	10	6	8	8	7	6	8	7	10	4	6	8
Do you approve or disapprove of the job Barack Obama is doing as president?	Approve	44	41	46	8	38	83	42	46	45	43	48	8	40	83	43	49
	Disapprove	48	52	45	87	51	12	50	46	48	52	45	87	49	14	52	44
	Not sure	8	7	9	5	12	5	8	8	6	5	7	5	10	3	5	7
TOTAL VOTE (early + election day): Obama vs. Romney	Obama	47	44	49	8	43	85	45	49	48	45	51	8	45	85	45	52
	Romney	46	47	44	88	44	10	48	43	46	48	44	88	44	12	49	42
	Other	0	0	0	0	1	0	0	1	1	1	1	0	1	0	0	1
	Not sure	7	9	6	3	12	5	7	8	6	6	5	4	10	3	6	6
Do you think the economy is getting better, getting worse, or staying about the same?	Better	35	37	34	9	30	66	32	40	37	37	37	10	34	64	32	43
	Worse	39	38	39	68	42	9	42	34	37	37	38	67	37	13	44	30
	Same	24	23	25	21	26	23	24	24	24	24	23	22	27	20	22	25
	Not sure	2	2	2	2	2	2	2	2	2	2	2	1	1	2	2	2
Regardless of whom you support, and trying to be as objective as possible, who do you think will win the election in November - Barack Obama, or Mitt Romney?	Obama	48	47	48	17	43	81	45	51	48	47	49	19	45	76	44	53
	Romney	38	41	34	70	37	10	42	33	38	43	33	67	37	14	44	30
	Not sure	15	12	18	13	20	9	13	17	14	11	18	15	18	10	12	17



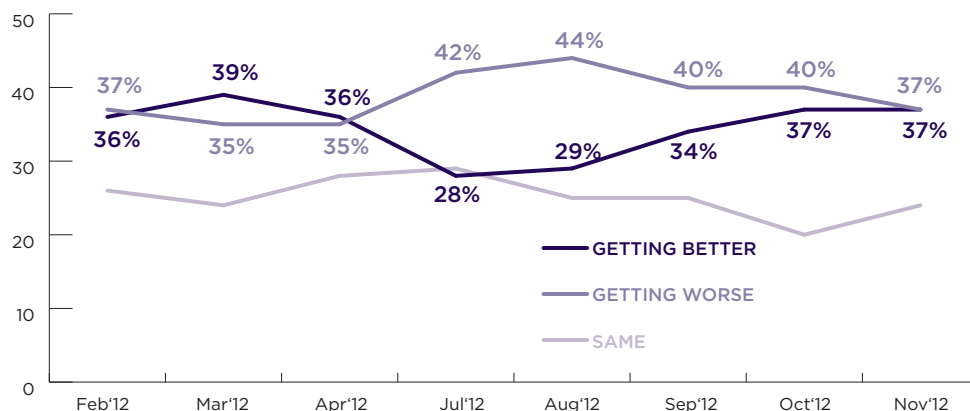
OBAMA VS. ROMNEY



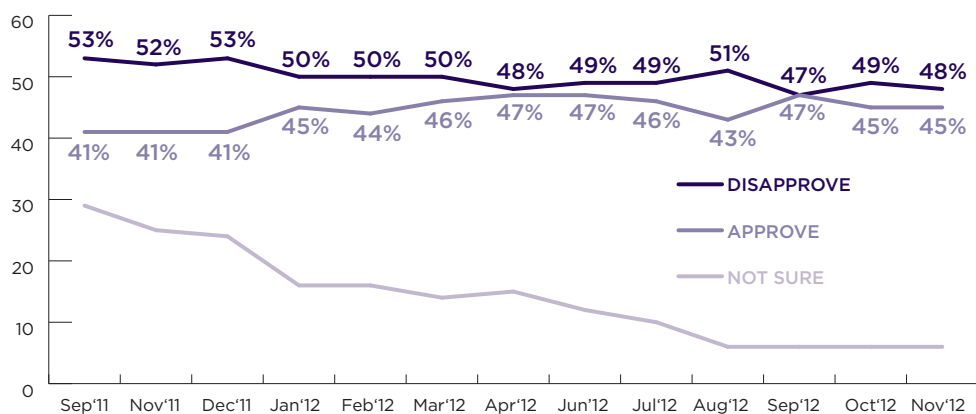
DIRECTION OF COUNTRY



DIRECTION OF ECONOMY



OBAMA JOB APPROVAL



ROMNEY FAVORABILITY

