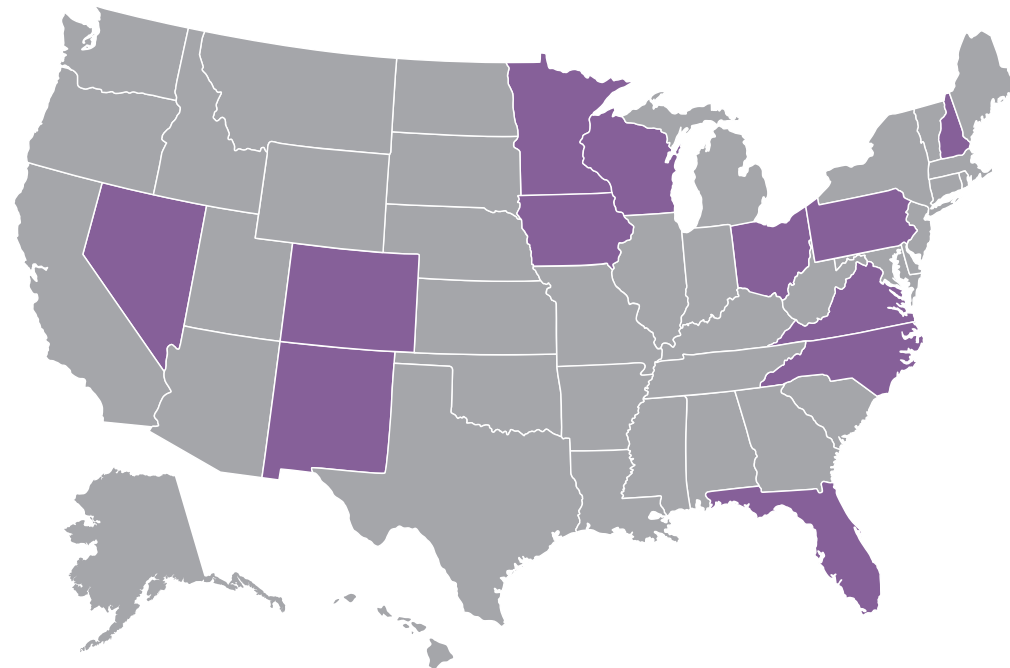
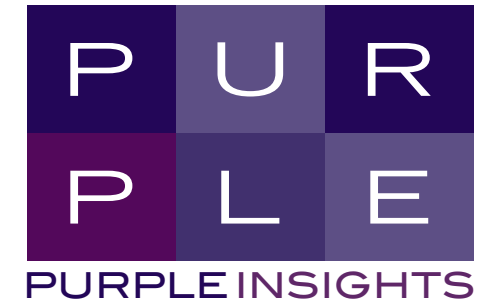


October 2012 Edition

# PURPLEPOLL



## 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, Rob Collins 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?

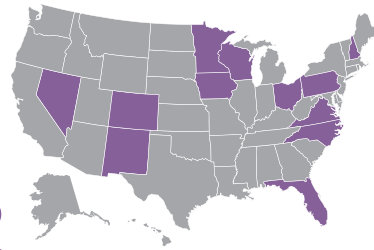
In 2012, a dozen states will decide whether President Obama is elected to a second term. The PurplePoll focuses exclusively on the Purple Electorate - likely voters only in these swing states. Updated regularly throughout the 2012 election cycle, the PurplePoll offers a unique lens through which you can gather original insight into this critical election.

The PurplePoll has built a reputation for accurate, unbiased and cutting-edge polling and analysis. 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 dozens of others. And we will continue to bring you this analysis through the November election, and beyond.

Fielded 10/23-10/25, 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=1000 likely voters, margin of error +/-3.1. CO, OH, and VA have been oversampled to N=600 per state, margin of error +/-4.0.

For more information, contact Doug Usher, Ph.D. [[doug.usher@purplestrategies.com](mailto:doug.usher@purplestrategies.com)] or Bruce Haynes [[bruce.haynes@purplestrategies.com](mailto:bruce.haynes@purplestrategies.com)], at 703-548-7877.

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



October 2012

# PURPLEPOLL

## A razor-thin race in Purple States, with Obama holding a slight advantage.

Much has happened since our last PurplePoll: all three Presidential debates, the Vice Presidential debate, and the September jobs report. The net effect on the PurplePoll is consistent: the race has tightened, with President Obama maintaining a slight lead.

Across the 12 Purple States, President Obama currently leads by 2 points, 47% to 45%. This represents a net 3-point change in the lead in Governor Romney's favor.

We see similar movement in the three individual states we polled, with Obama maintaining small leads in Ohio and Colorado, and the race knotted up in Virginia.

**Ohio (Obama +2):** Our result in Ohio shows a small move in Governor Romney's direction over the last month. Today, President Obama leads 46% to 44%, down from a 4-point lead in September. President Obama has a strong lead among early voters: 26% of Ohio voters say they have already voted, and he leads by 26 points among that group. Romney holds a 2-point lead among independents in the state.

**Colorado (Obama +1):** The critical mountain state has tightened as well. Today, President Obama's lead is down to 1 point, 47% to 46%, down from a 3-point lead in September. He holds a 6-point lead over Romney among early voters, and the race is tied among independents.

**Virginia (Even):** Governor Romney has gained ground in this state over the past month. Obama led by 3 points in September, and the state is now tied at 47%. Romney holds a 3-point lead among independents.

## Two opposite forces at work in Purple States: Romney's image has improved, while voters' opinion of the economy has ticked up.

Governor Romney has seen a substantial improvement in perceptions around his personal image over the past month. Today, 44% have a favorable view of him, with 49% unfavorable, an improvement from 38%/52% last time. Over the same period, President Obama has seen his personal image tick down slightly (today, 47% favorable, 48% unfavorable, compared to 49%/46% in September).

That improvement in Romney's image is directly related to his improvement in Purple State polling. At the same time, it has been balanced by an uptick in opinions about the economy. In our latest poll, 37% believe the economy is "getting better," compared to 34% last month.

This small change can have an outsized impact on the vote. As we have noted in previous polls, perception of the economy is the strongest attitudinal predictor of the vote. In our current polling, 94% of

those who believe the economy is getting better are voting for Obama, compared to just 5% of those who believe it is getting worse.

Taken together, the impact is an improvement for Governor Romney overall. However, buoyed perceptions about the economy are protecting President Obama's slim lead, and may be critical in the final outcome.

**A plurality of voters believe the economy will do better under Romney, while Obama holds an edge on national security.**

Our poll asked Purple State voters whether they believed the economy would do better over the next 4 years under President Obama or Governor Romney. Forty-four percent (44%) of voters said it would do better under Romney, 39% said better under Obama, and 13% said it doesn't matter (3% weren't sure).

Among independents, Romney's edge on this question increases to 13 points (45% to 32%).

His advantage is smaller in Ohio (+6) and Virginia (+6) than in Purple States as a whole. In Colorado, he holds the advantage by 9 points.

At the same time, President Obama holds a lead on security, reversing traditional party roles on that issue. Overall, 46% believe that President Obama will do a better job keeping us safe, while 43% said the same about Mitt Romney. Romney holds a 1-point lead on that issue in Colorado, while Obama is tied with Romney in Ohio (45%/45%) and has a 1-point lead in Virginia on that measure.

**Who's having fun? No surprise here: voters are divided. And a third of voters would pay \$100 to stop the ads.**

We asked voters which candidate is having more fun on the campaign trail. Overall, 34% believe that President Obama was having more fun, while 27% feel that Governor Romney is having more fun on the trail.

Interestingly, there is less partisan divide on this question than nearly every other question we asked. Among Democrats, 47% believe that President Obama is having more fun, while 17% choose Governor Romney. Among Republicans, 41% believe that their nominee is having more fun on the trail, while 22% pick Obama.

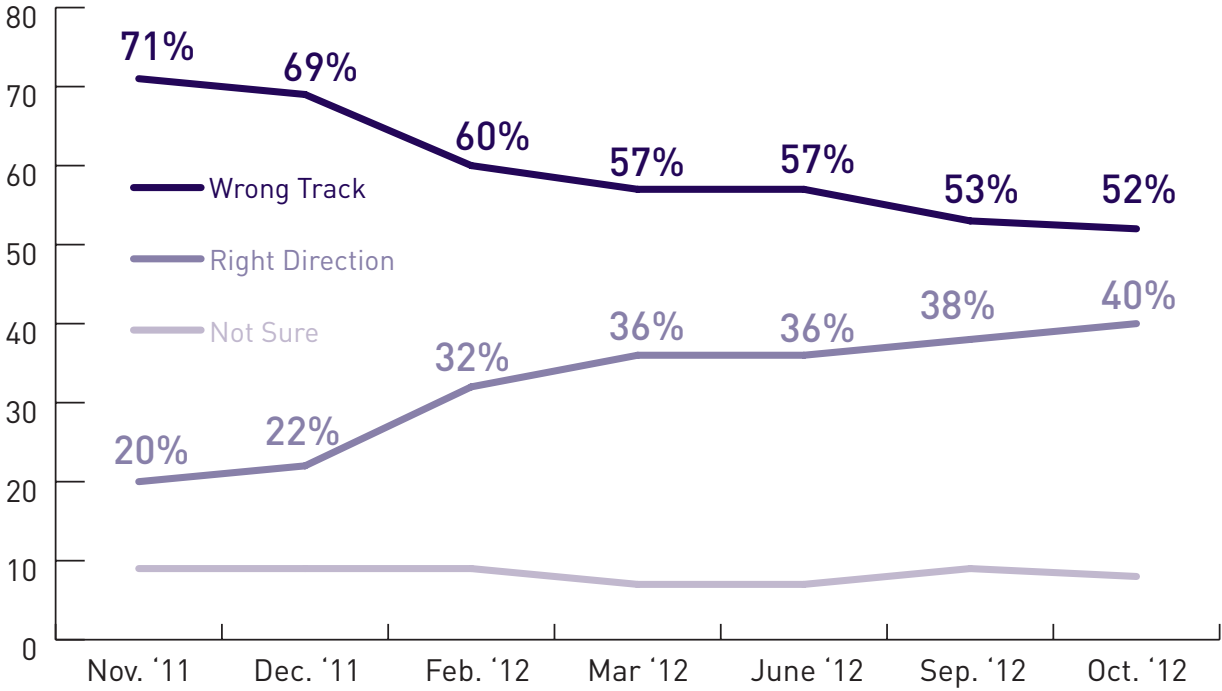
We also asked voters about the deluge of political advertising – did they feel it was a normal part of the political process that can't be avoided, or would they be willing to pay \$100 to block them out. A third (34%) said they would be willing to pay the money to just stop the advertising for the next two weeks.

Perhaps voters from both parties can agree: non-stop advertising, travel, rallies, and fundraising is exhausting for candidates and voters.

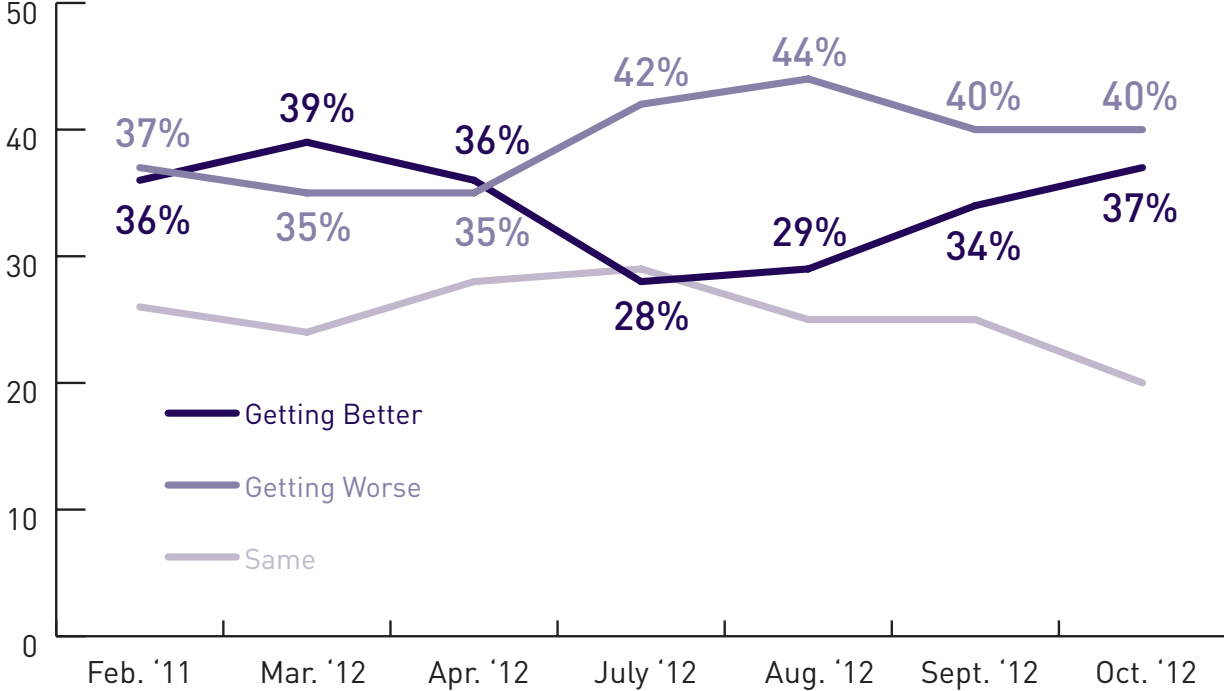


PURPLE TRACKING

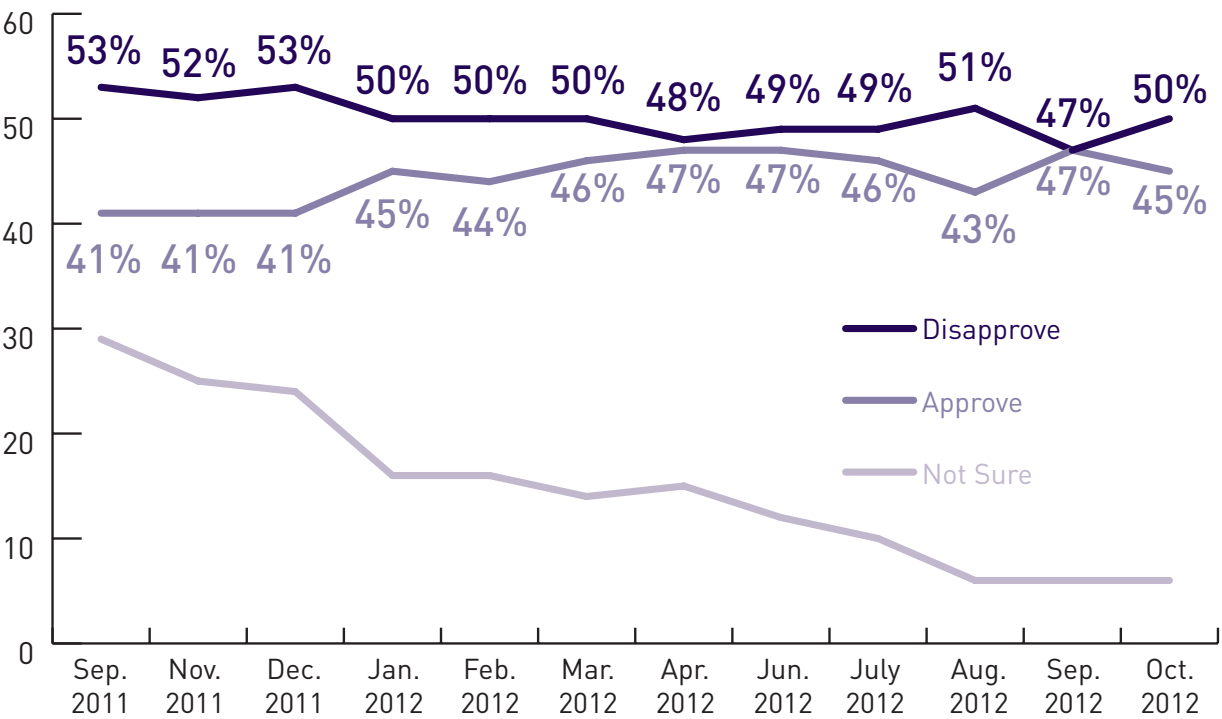
Direction of Country



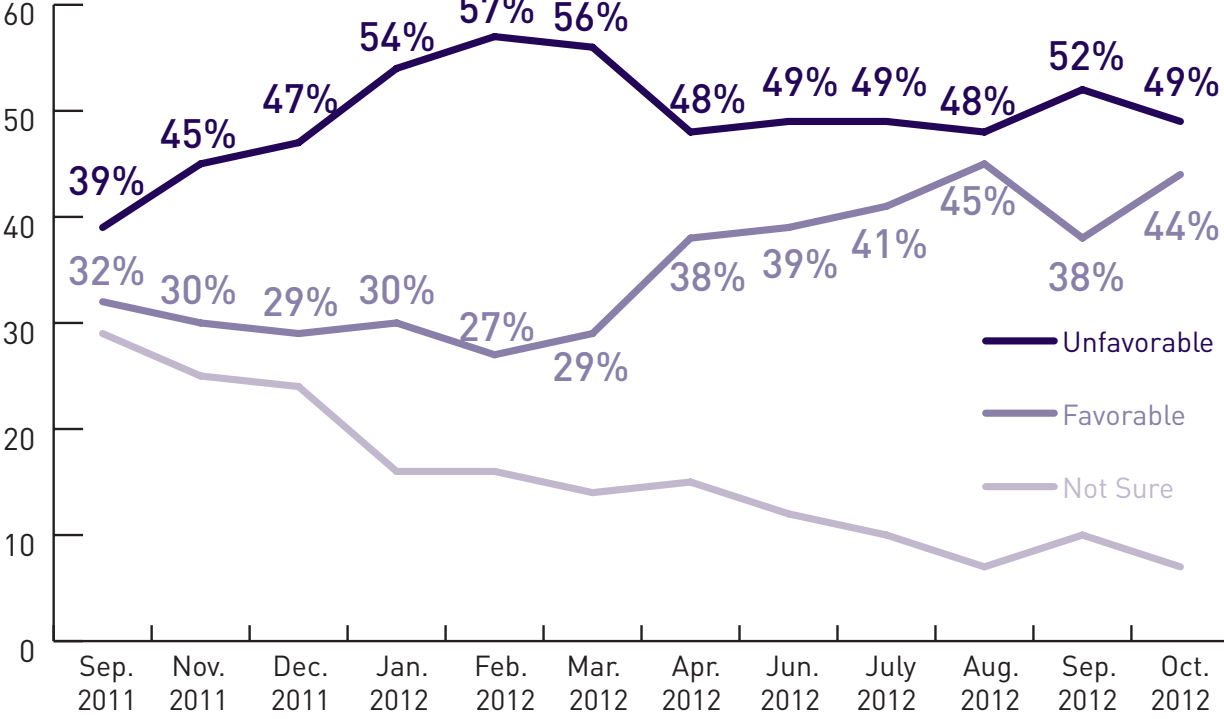
Direction of Economy



Obama Job Approval



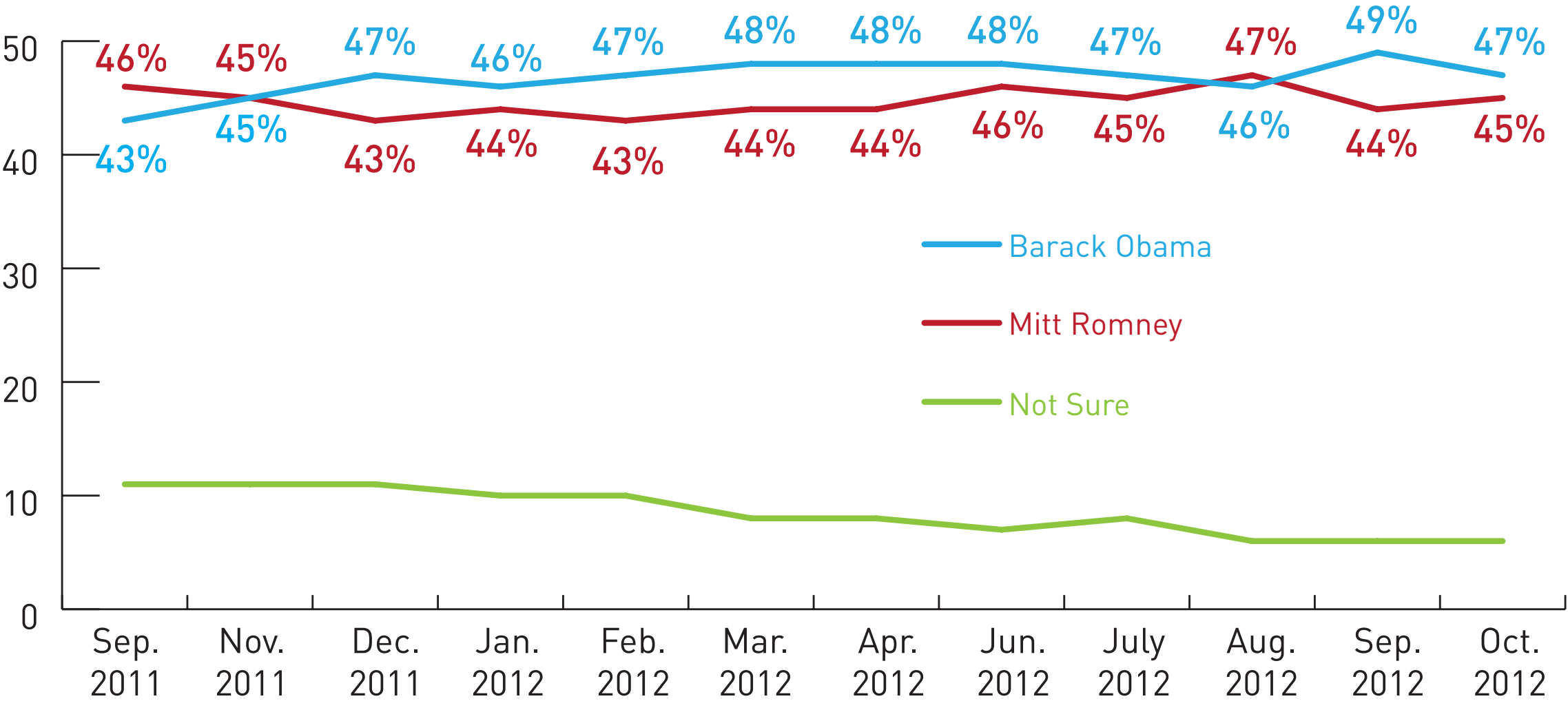
Romney Favorability








PURPLE TRACKING

Obama vs. Romney








October 2012 Main Questionnaire		%	By State			Gender		Party			Education	
		Total				Male	Female	GOP	Ind	Dem	Non-Coll	Coll+
Are things in this country generally going in the right direction or are they pretty seriously off on the wrong track?	Right direction	40	40	41	40	40	40	7	37	74	39	41
	Wrong track	52	53	53	51	55	50	88	58	16	53	51
	Not sure	8	7	7	9	5	10	5	6	10	8	7
Do you have a favorable or unfavorable view of Barack Obama?	Favorable	47	47	46	48	45	49	7	42	87	46	48
	Unfavorable	48	50	48	47	52	45	91	52	8	49	48
	Not sure	5	3	6	5	3	7	2	5	5	5	4
Do you have a favorable or unfavorable view of Mitt Romney?	Favorable	44	46	43	45	46	42	86	41	9	45	42
	Unfavorable	49	49	50	47	47	51	9	49	86	48	50
	Not sure	7	5	7	7	8	7	5	10	5	7	8
Do you approve or disapprove of the job Barack Obama is doing as president?	Approve	45	45	45	45	42	47	7	38	84	44	45
	Disapprove	49	51	49	48	54	45	91	54	9	50	49
	Not sure	6	4	6	7	4	8	2	8	7	6	6
Have you already voted, either through absentee ballot or early voting?	Yes, already voted	20	40	26	9	20	19	22	16	21	21	18
	No, have not yet voted	80	59	74	90	78	81	78	84	77	79	81
	Not sure	1	0	1	1	1	0	0	0	1	1	0
IF VOTED EARLY: Who did you vote for?	Barack Obama	48	50	58	47	46	51	7	40	92	46	53
	Mitt Romney	44	44	32	51	44	44	89	46	2	46	42
	Third party candidate	4	3	5	0	5	3	4	9	1	5	3
	Refused/Not sure	4	2	5	3	5	3	1	6	4	4	2
IF HAVEN'T VOTED: If the 2012 election were held today, for whom would you vote?"	Barack Obama	46	45	42	47	42	50	6	42	87	45	47
	Mitt Romney	46	48	49	46	48	43	90	45	9	46	45
	Not sure	8	7	9	7	10	7	4	14	4	8	9
Fielded 10/23-10/25, using automated telephone and online interviews. Total weighted N size=1000 likely voters, margin of error +/-3.1. CO, OH, and VA have been oversampled to N=600 per state, margin of error +/-4.0.												





October 2012 Main Questionnaire		%	By State			Gender		Party			Education	
		Total				Male	Female	GOP	Ind	Dem	Non-Coll	Coll+
TOTAL VOTE: Obama vs. Romney	Barack Obama	47	47	46	47	43	50	6	41	88	45	48
	Mitt Romney	45	46	44	47	47	43	90	45	7	46	44
	Third party candidate	1	1	1	0	1	1	1	1	0	1	1
	Refused/Not sure	7	5	8	7	9	6	4	12	4	7	7
Are you certain to vote that way, or is it possible that you will change your mind before Election Day?	Certain	92	91	93	96	90	93	95	87	95	93	91
	Might change mind	6	7	6	3	8	5	4	11	4	5	8
	Don't Know	1	2	1	1	1	2	1	2	2	1	1
Do you think the economy is getting better, getting worse or staying about the same?	Getting better	37	39	38	37	38	36	8	35	66	34	41
	Getting worse	40	42	40	38	41	40	72	41	12	44	36
	Staying about the same	20	18	21	23	20	20	19	22	19	18	22
	Not sure	3	1	1	3	2	4	2	1	3	4	2
Which candidate is more likely to keep the country safe?	Barack Obama	46	45	45	45	43	48	7	43	84	45	47
	Mitt Romney	43	46	45	44	45	40	85	42	7	43	42
	Not sure	12	9	10	11	12	11	8	16	9	12	11
Do you think the economy will improve more if Obama wins re-election, more if Romney wins the election, or do you think it doesn't matter which one wins?	Barack Obama	39	39	39	38	37	41	6	32	76	41	37
	Mitt Romney	44	48	45	44	47	42	87	45	7	46	43
	Doesn't matter	13	11	14	15	13	13	5	20	13	9	18
	Not sure	3	2	2	3	2	4	2	3	3	4	3
Which candidate do you think is having more fun on the campaign trail?	Barack Obama	34	33	34	39	36	33	22	33	47	35	34
	Mitt Romney	27	28	29	24	30	24	41	25	17	25	29
	Not sure	39	40	37	37	34	43	37	42	36	40	37
Which of the following comes closer to your view about political ads?	Just part of the process	55	51	52	58	55	54	66	46	54	58	50
	Would pay \$100 to make them go away	34	39	38	31	34	34	24	43	35	28	42
	Not sure	11	10	10	11	11	11	10	11	11	14	8
Fielded 10/23-10/25, using automated telephone and online interviews. Total weighted N size=1000 likely voters, margin of error +/-3.1. CO, OH, and VA have been oversampled to N=600 per state, margin of error +/-4.0.												



October 2012 Main Questionnaire		%	2012								2011		
		Total	September	August	July	June	April	March	February	January	December	Novemeber	September
Are things in this country generally going in the right direction or are they pretty seriously off on the wrong track?	Right direction	40	38	--	--	36	--	36	32	--	22	20	--
	Wrong track	52	53	--	--	57	--	57	60	--	69	71	--
	Not sure	8	9	--	--	7	--	7	9	--	9	9	--
Do you have a favorable or unfavorable view of Barack Obama?	Favorable	47	49	47	--	--	--	--	--	--	--	--	--
	Unfavorable	48	46	49	--	--	--	--	--	--	--	--	--
	Not sure	5	5	4	--	--	--	--	--	--	--	--	--
Do you have a favorable or unfavorable view of Mitt Romney?	Favorable	44	38	45	41	39	38	29	27	30	29	30	32
	Unfavorable	49	52	48	49	49	48	56	57	54	47	45	39
	Not sure	7	10	7	10	12	15	14	16	16	24	25	29
Do you approve or disapprove of the job Barack Obama is doing as president?	Approve	45	47	43	46	47	47	46	44	45	41	41	41
	Disapprove	49	47	51	49	49	48	50	50	50	53	52	53
	Not sure	6	6	6	4	4	5	4	6	6	6	6	7
TOTAL VOTE: Obama vs. Romney	Barack Obama	47	49	46	47	48	48	48	47	46	47	45	43
	Mitt Romney	45	44	47	45	46	44	44	43	44	43	45	46
	Third party candidate	1	--	--	--	--	--	--	--	--	--	--	--
	Refused/Not sure	7	6	6	8	7	8	8	10	10	11	11	11
Are you certain to vote that way, or is it possible that you will change your mind before Election Day?	Certain	92	91	91	--	--	--	--	--	--	--	--	--
	Might change mind	6	8	7	--	--	--	--	--	--	--	--	--
	Don't Know	1	1	2	--	--	--	--	--	--	--	--	--
Do you think the economy is getting better, getting worse or staying about the same?	Getting better	37	34	29	28	--	36	39	36	--	--	--	--
	Getting worse	40	40	44	42	--	35	35	37	--	--	--	--
	Staying about the same	20	25	25	29	--	26	24	26	--	--	--	--
	Not sure	3	1	2	1	--	1	1	1	--	--	--	--

Fielded 10/23-10/25, using automated telephone and online interviews. Total weighted N size=1000 likely voters, margin of error +/-3.1. CO, OH, and VA have been oversampled to N=600 per state, margin of error +/-4.0.





COLORADO		%	%	%	%	%	%	Gender		Party			Education	
		Total	Sep '12	Aug '12	July '12	June '12	April '12	Male	Female	GOP	Ind	Dem	Non-coll	Coll+
Are things in this country generally going in the right direction or are they pretty seriously off on the wrong track?	Right direction	40	40	--	--	37	--	39	41	5	37	77	34	44
	Wrong track	53	52	--	--	57	--	56	51	91	56	15	59	50
	Not sure	7	8	--	--	6	--	5	8	4	7	8	7	6
Do you have a favorable or unfavorable view of Barack Obama?	Favorable	47	50	46	--	--	--	45	49	8	43	88	38	54
	Unfavorable	50	46	50	--	--	--	52	48	91	53	9	59	44
	Not sure	3	4	4	--	--	--	2	4	1	4	2	4	2
Do you have a favorable or unfavorable view of Mitt Romney?	Favorable	46	42	46	37	42	36	50	42	91	40	10	51	42
	Unfavorable	49	49	50	55	50	51	44	53	7	51	88	43	54
	Not sure	5	9	4	9	7	14	5	5	2	9	2	6	5
Do you approve or disapprove of the job Barack Obama is doing as president?	Approve	45	45	45	45	48	43	42	47	5	41	86	37	50
	Disapprove	51	49	48	51	48	53	54	48	93	51	11	58	46
	Not sure	4	7	8	4	5	4	4	5	1	8	4	5	3
Have you already voted, either through absentee ballot or early voting?	Yes, already voted	40	--	--	--	--	--	41	40	39	35	47	41	40
	No, have not yet voted	59	--	--	--	--	--	59	59	61	63	53	59	60
	Not sure	0	--	--	--	--	--	1	0	0	1	0	0	0
IF VOTED EARLY: Who did you vote for?	Barack Obama	50	--	--	--	--	--	48	53	7	39	92	39	58
	Mitt Romney	44	--	--	--	--	--	47	42	91	48	6	51	40
	Third party candidate	3	--	--	--	--	--	3	4	2	8	1	6	1
	Refused/Not sure	2	--	--	--	--	--	3	1	0	5	1	3	1
IF HAVEN'T VOTED: If the 2012 election were held today, for whom would you vote?	Barack Obama	45	48	49	45	48	47	39	50	6	44	88	40	48
	Mitt Romney	48	45	46	44	46	47	53	43	92	39	10	52	45
	Not sure	7	7	5	11	5	6	9	6	3	16	2	7	7
TOTAL VOTE: Obama vs. Romney	Barack Obama	47	48	49	45	48	47	42	51	6	42	90	40	52
	Mitt Romney	46	45	46	44	46	47	50	43	92	42	8	52	43
	Third party candidate	1	--	--	--	--	--	1	1	1	3	0	3	0
	Refused/Not sure	5	7	5	11	5	6	6	4	2	12	2	6	4
Do you think the economy is getting better, getting worse or staying about the same?	Getting better	39	38	27	30	--	37	37	40	4	39	72	30	45
	Getting worse	42	38	44	42	--	35	43	42	85	37	8	51	36
	Staying about the same	18	22	27	27	--	26	19	17	10	23	19	18	18
	Not sure	1	2	2	1	--	1	1	1	1	1	1	1	1
Fielded 10/23-10/25, using automated telephone and online interviews. Total weighted N size=1000 likely voters, margin of error +/-3.1. CO, OH, and VA have been oversampled to N=600 per state, margin of error +/-4.0.														






OHIO		%	%	%	%	%	%	Gender		Party			Education	
		Total	Sep '12	Aug '12	July '12	June '12	April '12	Male	Female	GOP	Ind	Dem	Non-coll	Coll+
Are things in this country generally going in the right direction or are they pretty seriously off on the wrong track?	Right direction	41	37	--	--	31	--	40	42	10	32	76	43	38
	Wrong track	53	54	--	--	62	--	54	51	89	60	15	52	54
	Not sure	7	9	--	--	6	--	6	7	1	8	9	5	9
Do you have a favorable or unfavorable view of Barack Obama?	Favorable	46	47	45	--	--	--	44	48	6	39	88	48	44
	Unfavorable	48	48	50	--	--	--	52	44	91	52	9	47	50
	Not sure	6	5	5	--	--	--	4	8	3	10	3	6	6
Do you have a favorable or unfavorable view of Mitt Romney?	Favorable	43	36	42	37	38	34	47	39	87	41	10	42	45
	Unfavorable	50	52	52	50	48	54	46	53	8	48	86	51	47
	Not sure	7	12	6	13	13	12	6	8	5	11	4	7	8
Do you approve or disapprove of the job Barack Obama is doing as president?	Approve	45	46	42	46	43	47	42	48	6	37	86	48	42
	Disapprove	49	47	52	49	52	47	53	45	93	53	9	47	51
	Not sure	6	7	6	5	5	5	5	6	0	9	5	5	7
Have you already voted, either through absentee ballot or early voting?	Yes, already voted	26	--	--	--	--	--	26	25	25	18	35	27	24
	No, have not yet voted	74	--	--	--	--	--	74	74	75	81	65	73	75
	Not sure	1	--	--	--	--	--	0	1	0	1	0	0	1
IF VOTED EARLY: Who did you vote for?	Barack Obama	58	--	--	--	--	--	62	54	6	62	85	58	58
	Mitt Romney	32	--	--	--	--	--	25	40	90	26	4	32	33
	Third party candidate	5	--	--	--	--	--	6	4	0	8	6	6	4
	Refused/Not sure	5	--	--	--	--	--	8	2	4	4	5	5	5
IF HAVEN'T VOTED: If the 2012 election were held today, for whom would you vote?	Barack Obama	42	48	44	48	45	49	36	48	5	35	87	43	41
	Mitt Romney	49	44	46	45	48	44	55	43	94	46	11	49	47
	Not sure	9	8	10	7	8	7	9	9	1	18	2	8	11
TOTAL VOTE: Obama vs. Romney	Barack Obama	46	48	44	48	45	49	43	49	5	40	86	47	45
	Mitt Romney	44	44	46	45	48	44	47	42	93	42	8	45	44
	Third party candidate	1	--	--	--	--	--	1	1	0	1	2	2	1
	Refused/Not sure	8	8	10	7	8	7	9	8	2	16	3	7	10
Do you think the economy is getting better, getting worse or staying about the same?	Getting better	38	35	26	33	--	36	37	40	4	33	72	39	37
	Getting worse	40	36	45	39	--	34	41	39	74	42	10	44	35
	Staying about the same	21	28	28	26	--	29	21	20	21	23	17	17	25
	Not sure	1	1	2	2	--	0	1	1	1	1	1	0	2
Fielded 10/23-10/25, using automated telephone and online interviews. Total weighted N size=1000 likely voters, margin of error +/-3.1. CO, OH, and VA have been oversampled to N=600 per state, margin of error +/-4.0.														



VIRGINIA		%	%	%	%	%	%	Gender		Party			Education	
		Total	Sep '12	Aug '12	July '12	June '12	April '12	Male	Female	GOP	Ind	Dem	Non-coll	Coll+
Are things in this country generally going in the right direction or are they pretty seriously off on the wrong track?	Right direction	40	36	--	--	36	--	41	39	5	37	77	34	47
	Wrong track	51	54	--	--	58	--	53	49	91	55	13	57	45
	Not sure	9	10	--	--	6	--	6	12	4	8	11	10	8
Do you have a favorable or unfavorable view of Barack Obama?	Favorable	48	49	46	--	--	--	47	48	6	45	89	42	54
	Unfavorable	47	46	49	--	--	--	49	46	89	51	8	53	42
	Not sure	5	5	4	--	--	--	3	6	6	4	3	5	4
Do you have a favorable or unfavorable view of Mitt Romney?	Favorable	45	38	47	41	43	36	47	44	84	50	9	51	40
	Unfavorable	47	52	48	49	49	48	46	49	7	45	84	43	52
	Not sure	7	10	5	11	8	16	8	7	9	4	7	6	9
Do you approve or disapprove of the job Barack Obama is doing as president?	Approve	45	45	42	45	45	45	46	45	7	41	87	38	52
	Disapprove	48	48	52	50	51	50	49	47	91	50	9	54	42
	Not sure	7	7	6	5	5	6	5	8	2	9	4	7	6
Have you already voted, either through absentee ballot or early voting?	Yes, already voted	9	--	--	--	--	--	11	8	10	7	10	9	10
	No, have not yet voted	90	--	--	--	--	--	88	91	90	92	89	90	89
	Not sure	1	--	--	--	--	--	1	1	0	0	1	1	1
IF VOTED EARLY: Who did you vote for?	Barack Obama	47	--	--	--	--	--	44	50	13	31	88	24	69
	Mitt Romney	51	--	--	--	--	--	56	45	80	69	11	71	31
	Third party candidate	0	--	--	--	--	--	0	0	0	0	0	0	0
	Refused/Not sure	3	--	--	--	--	--	1	5	7	0	1	5	1
IF HAVEN'T VOTED: If the 2012 election were held today, for whom would you vote?	Barack Obama	47	46	45	46	49	48	45	48	3	46	87	42	51
	Mitt Romney	46	43	48	44	46	46	47	46	93	46	7	50	42
	Not sure	7	11	8	10	5	6	9	6	4	8	6	7	7
TOTAL VOTE: Obama vs. Romney	Barack Obama	47	46	45	46	49	48	45	48	4	45	87	41	53
	Mitt Romney	47	43	48	44	46	46	48	46	91	48	8	52	41
	Third party candidate	0	--	--	--	--	--	0	0	0	0	0	0	0
	Refused/Not sure	7	11	8	10	5	6	8	6	5	8	5	7	6
Do you think the economy is getting better, getting worse or staying about the same?	Getting better	37	35	32	30	--	39	36	37	4	32	72	29	44
	Getting worse	38	40	42	41	--	35	39	36	66	44	7	42	34
	Staying about the same	23	24	25	27	--	25	22	23	26	21	19	26	20
	Not sure	3	1	1	2	--	1	3	3	4	2	2	3	2
Fielded 10/23-10/25, using automated telephone and online interviews. Total weighted N size=1000 likely voters, margin of error +/-3.1. CO, OH, and VA have been oversampled to N=600 per state, margin of error +/-4.0.														



Demographics		%	By State			
		Total				
Are you male or female?	Male	47	47	48	46	
	Female	53	53	52	54	
Do you consider yourself to be a Democrat, Republican, or Independent?	Democrat	35	34	34	36	
	Republican	31	33	27	31	
	Independent	32	32	38	30	
	Other/Don't know	2	1	1	3	
What is your race?	White	78	81	82	70	
	Black	11	4	11	20	
	Hispanic/Latino	7	11	4	4	
	Other	3	3	2	5	
	Don't know/Refused	1	1	1	1	
Into which of the following categories does your age fall?	18-29	18	15	19	19	
	30-44	29	32	29	26	
	45-64	37	37	36	29	
	65+	16	15	15	23	
	Don't know/Refused	1	1	1	3	
What is the highest level of education you have completed?	No college degree	55	44	59	50	
	College degree or higher	44	55	40	49	
	Don't know/Refused	1	1	1	1	
Fielded 10/23-10/25, using automated telephone and online interviews. Total weighted N size=1000 likely voters, margin of error +/-3.1. CO, OH, and VA have been oversampled to N=600 per state, margin of error +/-4.0.						



October 2012 Main Questionnaire

1.

Are things in this country generally going in the right direction or are they pretty seriously off on the wrong track?

1)

Right direction

2)

Wrong track

3)

Not sure
2.

Do you have a favorable or unfavorable view of Mitt Romney?

1)

Favorable

2)

Unfavorable

3)

Not sure
3.

Do you have a favorable or unfavorable view of Barack Obama?

1)

Favorable

2)

Unfavorable

3)

Not sure
4.

Do you approve or disapprove of the job Barack Obama is doing as president?

1)

Approve

2)

Disapprove

3)

Not sure
5.

Have you already voted, either through absentee ballot or early voting?

1)

Yes

2)

No

3)

Don't know
6.

[IF VOTED EARLY]: Who did you vote for?

1)

Barack Obama

2)

Mitt Romney

3)

Some other candidate

4)

Can't recall
7.

[IF DID NOT VOTE EARLY OR NOT SURE]: If the 2012 presidential election were held today and the candidates were: Democrat Barack Obama and Republican Mitt Romney, for whom would you vote?

1)

Barack Obama

2)

Mitt Romney

3)

Not sure

8.

[IF CANDIDATE SELECTED IN Q7]: Are you certain to vote that way, or is it possible that you will change your mind before Election Day?

1)

Certain

2)

Might change mind

3)

Not sure

9.

Do you think the economy is getting better, getting worse or staying about the same?

1)

Getting better

2)

Getting worse

3)

Staying about the same

4)

Not sure

10.

Which candidate is more likely to keep the country safe?

1)

Barack Obama

2)

Mitt Romney

3)

Not sure

11.

Do you think the economy will improve more if Obama wins re-election, more if Romney wins the election, or do you think it doesn't matter which one wins?

1)

Barack Obama

2)

Mitt Romney

3)

Doesn't matter

4)

Nor sure

12.

Which candidate do you think is having more fun on the campaign trail?

1)

Obama

2)

Romney

3)

Not sure

13.

Which of the following comes closer to your view?

1)

Political ads are just part of the process, and while there are a lot of them I understand why they're on television

2)

Political ads are annoying, and I would be willing to pay somebody \$100 just to make them go away

3)

Not sure