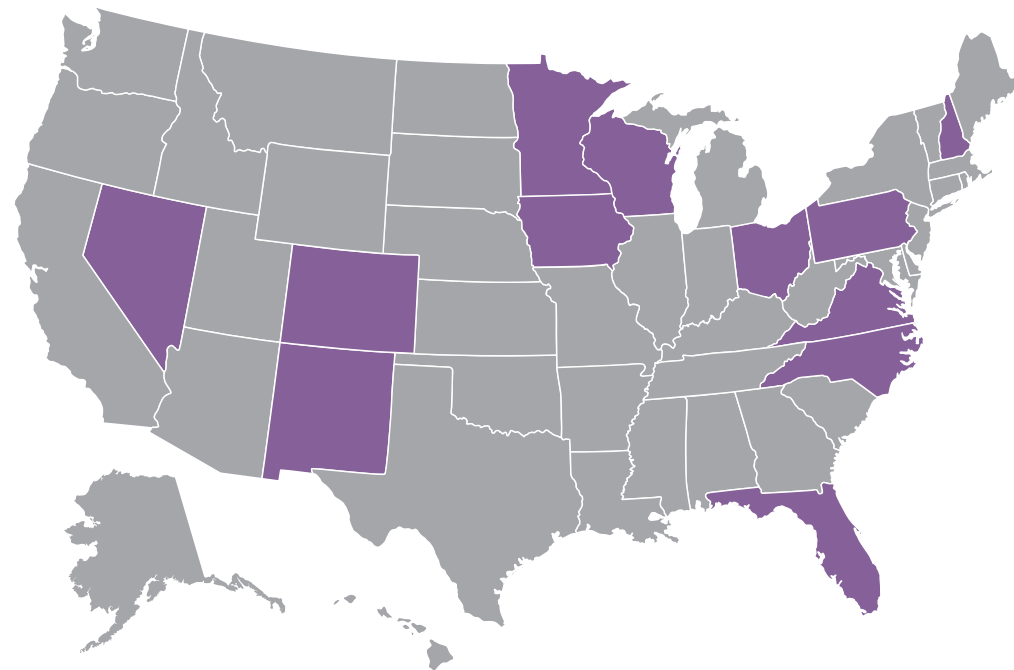
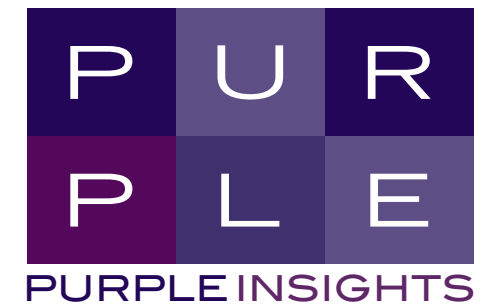


September 2012 Edition

PURPLEPOLL



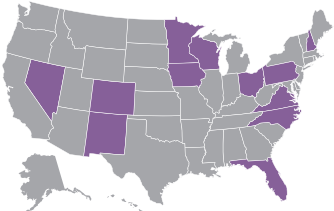
WHY THE PURPLEPOLL?

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.

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

To subscribe, e-mail us at poll@purplestrategies.com.



September 2012 PURPLEPOLL

Obama has built a lead across the Purple State electorate, largely with improvements among independent voters

Our most recent poll of the Purple electorate finds President Obama moving ahead across the 12 Purple States that will decide this year’s presidential election. In our last poll, conducted in August immediately following the Paul Ryan announcement, Romney had a narrow 1-point lead over Obama in the race (47% to 46%). Today, Obama holds a 5-point lead across the 12 Purple States (49% to 44%), which is the largest lead either candidate has held since the PurplePoll began one year ago.

Much has happened since the last Purple Poll. Both campaigns completed their conventions. Last week, the killing of the US ambassador and other Americans in Libya brought attention to both the President’s and Governor Romney’s foreign policy credentials. Most recently, a video of comments made by Romney about Obama voters and government dependency has dominated news coverage.

While it is difficult to tease out the direct effects of each of these individual events, one important change is clear: President Obama now leads among independents across Purple states. Today, he holds a 5-point margin (48% to 43%).

This is the first time he has held a lead among independents across Purple States in 7 months.

There is still much time remaining before Election Day, and the upcoming Presidential and Vice Presidential debates provide a critical opportunity for the Romney campaign. Indeed, 14% of voters say they are either undecided (6%) or open to changing their mind (8%). Nonetheless, at this stage we see President Obama with the edge going forward.

Perceptions of the economy are low but have drifted upward, and remain a key driver of vote choice.

More swing state voters this month say the economy is getting better than in either August or July. Thirty-four percent (34%) say the economy is getting better, 5-point improvement from August. Forty percent (40%) say it is getting worse (25% staying the same).

As we have seen before, voter perception of performance on the economy is the single greatest predictor of the vote. Among those who say the economy is improving, Obama leads 94% to 4%. Among those who say it is getting worse, Romney leads, 86% to 8%. The improved (though still low) perception of the economy plays an important explanatory role in the improved performance we have seen for President Obama across the Purple Poll.

Governor Romney’s popularity has declined, though President Obama’s still remains mixed

In our August poll, Governor Romney’s favorability had shown considerable improvement. Since then it has declined: just 38% offer a favorable view (52% unfavorable).

President Obama’s image is better, with 49% having a favorable view and 46% viewing him unfavorably.

Job approval is much the same story for the President. At 47% job approval, Obama’s rating is as high as it has ever been in the PurplePoll (tied with June and April), but Obama continues to struggle to reach 50%, a level which would indicate stronger electoral position. Romney still has an opportunity to gain ground.

Obama has made gains across individual Purple states, though they remain competitive. In our newly added state of Arizona shows, Romney holds the edge but the race is close as well.

Obama has made gains in Ohio and Virginia, and maintains a lead in Colorado and holds an edge in North Carolina. Romney leads in Florida and in Arizona – but by small numbers in both states. Here is a brief rundown of key numbers for each state (detailed tables are in the pages below).

Arizona (Romney +3): For the first time, we have included Arizona as a stand-alone state, and find Mitt Romney leading 48% to 45%. Romney is also winning independents in the state (47% to 42%), while President Obama is performing very well among Hispanics (58% to 28%). This represents an improvement on his result among Hispanics in Arizona in 2008, where he defeated John McCain by 15 points among that key group.

Colorado (Obama +3): Obama currently leads 48% to 45%, the same margin he had in our last poll. His vote total is down a point, as is Romney’s. Interestingly, the gender gap is smaller in this state than elsewhere. Obama leads among men by 1 point, and among women by 5 – a gap of just 4 points.

Florida (Romney +1): Romney holds on to a slim 48% to 47% lead in the state, which has tracked toward Obama over the last few months. The change is driven by independents, among whom President Obama has a 10-point margin, 52% to 42%.

North Carolina (Obama +2): Obama currently holds a small lead, 48% to 46%. There is a relatively strong 18-point gender gap in the state, with men favoring Romney by 8 points, and women favoring Obama by 10.

Ohio (Obama +4): Ohio has been one of the more volatile states in our polling, with the lead changing hands almost monthly. Obama now leads the state 48% to 44%, despite continuing to trail among independents by 10 points. Obama’s strength lies in a more consolidated base, with 90% of Democrats supporting him, compared to 82% of Republicans favoring Romney.

Virginia (Obama +3): Virginia remains a key state for both campaigns, and has swung between the two candidates in our polling. Today, Obama leads 46% to 43%, a reversal of Romney’s 3-point lead last month.

Obama has advantages on having “the right temperament to be President” and able to “handle a crisis.” The candidates are even on “getting things done.”

This month, we asked voters about how well a series of qualities describes each candidate: “can handle a crisis,” has the right temperament to be President,” and “knows how to get things done.”

Fifty-seven percent (57%) say “Can handle a crisis” describes Obama. Asked about Romney, just 48% say it describes him. Importantly, Obama has a large advantage on intensity. Thirty-eight percent (38%) say that the phrase describes him “very well,” while just 27% say the same about Romney.

On “Has the right temperament to be President,” Obama leads Romney by 13 points on whether the phrase describes Obama very well. Clearly recent events have had an impact on the intensity surrounding this issue, and voters still see the “no-drama” Obama from 2008.

These two results suggest that fall-out from the candidates’ reactions to the foreign policy crisis in Libya may be playing a part in the movement we are seeing in our poll. In other polling, President Obama has an advantage on foreign policy overall – these attributes are linked more to the feelings that voters have about a candidate’s ability to be an effective Commander-in-Chief, and Obama appears to be at an advantage.

Where the candidates are virtually tied, however, is on “Knows how to get things done.” Fifty-three percent (53%) say the phrase describes Obama, and 54% say the phrase describes Romney. Romney holds the advantage among independents, including an 11-point advantage in intensity. Tying this perception to direct achievements on the economy and other major concerns remains a key strategic imperative for the Romney campaign.

Romney still has opportunities to regain momentum in this race.

Six weeks is a lifetime in politics, particularly in an election as closely monitored as this year’s presidential race. While Obama has gained momentum, there is a small but significant window of opportunity for Romney. First, the President’s approval rating and vote level indicate that voters remain hesitant to re-elect him. Second, the Romney campaign has had a string of difficult events (some self-inflicted), and as the campaign rights its ship the polls may tighten again. Finally, the upcoming debates provide a level of exposure (and risk) for both candidates. A strong showing by Governor Romney could turn the race around once more.

PURPLEPOLL

September 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, Rob Collins and Jim Jordan.

For more: www.purplestrategies.com

WHAT IS THE PURPLEPOLL?

Unlike other polls, the PurplePoll focuses exclusively on the 12 states that are most likely to determine whether President Obama will win re-election: Colorado, Florida, Iowa, Minnesota, Nevada, New Hampshire, New Mexico, North Carolina, Ohio, Pennsylvania, Virginia, and Wisconsin.

These states were won by President Obama en route to his 365 electoral votes. Since 1996, nine of these states have swung between the Republican and Democratic candidates. Three states (MN, PA, and WI) 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, and will continue to do so in 2012.

To provide some additional insight into the election, we have added an updated poll of Arizona to this edition of the PurplePoll.

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

Fielded 9/15-9/19, 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. AZ, CO, FL, NC, OH, and VA have been oversampled to N=600 per state, margin of error +/-4.0.

OVERALL:

Direction of the Country

Right direction: **38%**
Wrong direction: **53%**
Not sure: **9%**

Obama Favorability

Favorable: **49%**
Unfavorable: **46%**
Not sure: **5%**

Romney Favorability

Favorable: **38%**
Unfavorable: **52%**
Not sure: **10%**

Obama Job

Approve: **47%**
Disapprove: **47%**
Not sure: **6%**

Obama v. Romney

Obama: **49%**
Romney: **44%**
Not sure: **6%**

Voters who are...

Certain: **91%**
Might change mind: **8%**
Don't Know: **1%**

Direction of the Economy

Getting better: **34%**
Getting worse: **40%**
Staying about the same: **25%**
Not sure: **1%**

Describes Romney:
can handle a crisis

Very well: **27%**
Somewhat well: **21%**
Not too well: **21%**
Not well at all: **19%**
Not sure: **12%**

Describes Romney:
has the right temperament
to be President

Very well: **33%**
Somewhat well: **18%**
Not too well: **19%**
Not well at all: **24%**
Not sure: **6%**

Describes Romney: knows
how to get things done

Very well: **35%**
Somewhat well: **19%**
Not too well: **18%**
Not well at all: **20%**
Not sure: **8%**

Describes Obama:
can handle a crisis

Very well: **38%**
Somewhat well: **19%**
Not too well: **18%**
Not well at all: **23%**
Not sure: **3%**

Describes Obama:
has the right temperament
to be President

Very well: **46%**
Somewhat well: **17%**
Not too well: **14%**
Not well at all: **20%**
Not sure: **2%**

Describes Obama: knows
how to get things done

Very well: **31%**
Somewhat well: **22%**
Not too well: **16%**
Not well at all: **29%**
Not sure: **2%**



Colorado

Direction of the Country

Right direction: **40%**
Wrong direction: **52%**
Not sure: **8%**

Obama Favorability

Favorable: **50%**
Unfavorable: **46%**
Not sure: **4%**

Romney Favorability

Favorable: **42%**
Unfavorable: **49%**
Not sure: **9%**

Obama Job

Approve: **45%**
Disapprove: **49%**
Not sure: **7%**

Obama v. Romney

Obama: **48%**
Romney: **45%**
Not sure: **7%**

Voters who are...

Certain: **93%**
Might change mind: **6%**
Don't Know: **0%**

Direction of the Economy

Getting better: **38%**
Getting worse: **38%**
Staying about the same: **22%**
Not sure: **2%**

Describes Romney:
can handle a crisis

Very well: **32%**
Somewhat well: **16%**
Not too well: **17%**
Not well at all: **24%**
Not sure: **12%**

Describes Romney:
has the right temperament
to be President

Very well: **36%**
Somewhat well: **16%**
Not too well: **18%**
Not well at all: **26%**
Not sure: **4%**

Describes Romney: knows
how to get things done

Very well: **39%**
Somewhat well: **16%**
Not too well: **16%**
Not well at all: **22%**
Not sure: **7%**

Describes Obama:
can handle a crisis

Very well: **36%**
Somewhat well: **19%**
Not too well: **13%**
Not well at all: **29%**
Not sure: **2%**

Describes Obama:
has the right temperament
to be President

Very well: **44%**
Somewhat well: **17%**
Not too well: **11%**
Not well at all: **26%**
Not sure: **2%**

Describes Obama: knows
how to get things done

Very well: **27%**
Somewhat well: **23%**
Not too well: **15%**
Not well at all: **34%**
Not sure: **2%**



Florida

Direction of the Country

Right direction: **37%**
Wrong direction: **55%**
Not sure: **8%**

Obama Favorability

Favorable: **47%**
Unfavorable: **49%**
Not sure: **4%**

Romney Favorability

Favorable: **44%**
Unfavorable: **49%**
Not sure: **7%**

Obama Job

Approve: **46%**
Disapprove: **50%**
Not sure: **4%**

Obama v. Romney

Obama: **47%**
Romney: **48%**
Not sure: **5%**

Voters who are...

Certain: **93%**
Might change mind: **6%**
Don't Know: **2%**

Direction of the Economy

Getting better: **36%**
Getting worse: **41%**
Staying about the same: **21%**
Not sure: **2%**

Describes Romney:
can handle a crisis

Very well: **32%**
Somewhat well: **21%**
Not too well: **19%**
Not well at all: **19%**
Not sure: **9%**

Describes Romney:
has the right temperament
to be President

Very well: **37%**
Somewhat well: **17%**
Not too well: **18%**
Not well at all: **23%**
Not sure: **5%**

Describes Romney: knows
how to get things done

Very well: **43%**
Somewhat well: **17%**
Not too well: **17%**
Not well at all: **18%**
Not sure: **6%**

Describes Obama:
can handle a crisis

Very well: **37%**
Somewhat well: **19%**
Not too well: **17%**
Not well at all: **25%**
Not sure: **2%**

Describes Obama:
has the right temperament
to be President

Very well: **45%**
Somewhat well: **16%**
Not too well: **14%**
Not well at all: **23%**
Not sure: **1%**

Describes Obama: knows
how to get things done

Very well: **29%**
Somewhat well: **23%**
Not too well: **17%**
Not well at all: **30%**
Not sure: **1%**



Ohio

Direction of the Country

Right direction: **37%**
Wrong direction: **54%**
Not sure: **9%**

Obama Favorability

Favorable: **47%**
Unfavorable: **48%**
Not sure: **5%**

Romney Favorability

Favorable: **36%**
Unfavorable: **52%**
Not sure: **12%**

Obama Job

Approve: **46%**
Disapprove: **47%**
Not sure: **7%**

Obama v. Romney

Obama: **48%**
Romney: **44%**
Not sure: **8%**

Voters who are...

Certain: **90%**
Might change mind: **8%**
Don't Know: **2%**

Direction of the Economy

Getting better: **35%**
Getting worse: **36%**
Staying about the same: **28%**
Not sure: **1%**

Describes Romney:
can handle a crisis

Very well: **24%**
Somewhat well: **23%**
Not too well: **22%**
Not well at all: **18%**
Not sure: **13%**

Describes Romney:
has the right temperament
to be President

Very well: **31%**
Somewhat well: **21%**
Not too well: **20%**
Not well at all: **23%**
Not sure: **6%**

Describes Romney: knows
how to get things done

Very well: **33%**
Somewhat well: **19%**
Not too well: **19%**
Not well at all: **20%**
Not sure: **9%**

Describes Obama:
can handle a crisis

Very well: **34%**
Somewhat well: **21%**
Not too well: **16%**
Not well at all: **26%**
Not sure: **4%**

Describes Obama:
has the right temperament
to be President

Very well: **42%**
Somewhat well: **18%**
Not too well: **16%**
Not well at all: **21%**
Not sure: **3%**

Describes Obama: knows
how to get things done

Very well: **29%**
Somewhat well: **23%**
Not too well: **15%**
Not well at all: **28%**
Not sure: **4%**



Virginia

Direction of the Country

Right direction: **36%**
Wrong direction: **54%**
Not sure: **10%**

Obama Favorability

Favorable: **49%**
Unfavorable: **46%**
Not sure: **5%**

Romney Favorability

Favorable: **38%**
Unfavorable: **52%**
Not sure: **10%**

Obama Job

Approve: **45%**
Disapprove: **48%**
Not sure: **7%**

Obama v. Romney

Obama: **46%**
Romney: **43%**
Not sure: **11%**

Voters who are...

Certain: **90%**
Might change mind: **9%**
Don't Know: **1%**

Direction of the Economy

Getting better: **35%**
Getting worse: **40%**
Staying about the same: **24%**
Not sure: **1%**

Describes Romney:
can handle a crisis

Very well: **27%**
Somewhat well: **21%**
Not too well: **18%**
Not well at all: **22%**
Not sure: **12%**

Describes Romney:
has the right temperament
to be President

Very well: **34%**
Somewhat well: **18%**
Not too well: **16%**
Not well at all: **26%**
Not sure: **6%**

Describes Romney: knows
how to get things done

Very well: **35%**
Somewhat well: **18%**
Not too well: **17%**
Not well at all: **22%**
Not sure: **9%**

Describes Obama:
can handle a crisis

Very well: **36%**
Somewhat well: **21%**
Not too well: **16%**
Not well at all: **25%**
Not sure: **2%**

Describes Obama:
has the right temperament
to be President

Very well: **45%**
Somewhat well: **17%**
Not too well: **16%**
Not well at all: **20%**
Not sure: **2%**

Describes Obama: knows
how to get things done

Very well: **30%**
Somewhat well: **20%**
Not too well: **19%**
Not well at all: **28%**
Not sure: **2%**



 North Carolina

Direction of the Country

Right direction: **37%**
Wrong direction: **57%**
Not sure: **6%**

Obama Favorability

Favorable: **47%**
Unfavorable: **50%**
Not sure: **3%**

Romney Favorability

Favorable: **42%**
Unfavorable: **47%**
Not sure: **11%**

Obama Job

Approve: **45%**
Disapprove: **50%**
Not sure: **5%**

Obama v. Romney

Obama: **48%**
Romney: **46%**
Not sure: **6%**

Voters who are...

Certain: **91%**
Might change mind: **7%**
Don't Know: **2%**

Direction of the Economy

Getting better: **34%**
Getting worse: **45%**
Staying about the same: **20%**
Not sure: **1%**

Describes Romney:
can handle a crisis

Very well: **29%**
Somewhat well: **23%**
Not too well: **19%**
Not well at all: **19%**
Not sure: **11%**

Describes Romney:
has the right temperament
to be President

Very well: **34%**
Somewhat well: **23%**
Not too well: **16%**
Not well at all: **23%**
Not sure: **4%**

Describes Romney: knows
how to get things done

Very well: **38%**
Somewhat well: **20%**
Not too well: **17%**
Not well at all: **19%**
Not sure: **7%**

Describes Obama:
can handle a crisis

Very well: **36%**
Somewhat well: **18%**
Not too well: **18%**
Not well at all: **25%**
Not sure: **3%**

Describes Obama:
has the right temperament
to be President

Very well: **42%**
Somewhat well: **16%**
Not too well: **17%**
Not well at all: **22%**
Not sure: **2%**

Describes Obama: knows
how to get things done

Very well: **30%**
Somewhat well: **20%**
Not too well: **17%**
Not well at all: **30%**
Not sure: **3%**

 Arizona

Direction of the Country

Right direction: **36%**
Wrong direction: **56%**
Not sure: **8%**

Obama Favorability

Favorable: **46%**
Unfavorable: **50%**
Not sure: **4%**

Romney Favorability

Favorable: **44%**
Unfavorable: **47%**
Not sure: **9%**

Obama Job

Approve: **43%**
Disapprove: **51%**
Not sure: **7%**

Obama v. Romney

Obama: **45%**
Romney: **48%**
Not sure: **7%**

Voters who are...

Certain: **91%**
Might change mind: **8%**
Don't Know: **1%**

Direction of the Economy

Getting better: **32%**
Getting worse: **43%**
Staying about the same: **24%**
Not sure: **1%**

Describes Romney:
can handle a crisis

Very well: **31%**
Somewhat well: **20%**
Not too well: **20%**
Not well at all: **20%**
Not sure: **9%**

Describes Romney:
has the right temperament
to be President

Very well: **38%**
Somewhat well: **18%**
Not too well: **19%**
Not well at all: **20%**
Not sure: **6%**

Describes Romney: knows
how to get things done

Very well: **41%**
Somewhat well: **17%**
Not too well: **16%**
Not well at all: **19%**
Not sure: **7%**

Describes Obama:
can handle a crisis

Very well: **34%**
Somewhat well: **19%**
Not too well: **17%**
Not well at all: **29%**
Not sure: **2%**

Describes Obama:
has the right temperament
to be President

Very well: **42%**
Somewhat well: **19%**
Not too well: **13%**
Not well at all: **26%**
Not sure: **1%**

Describes Obama: knows
how to get things done

Very well: **27%**
Somewhat well: **21%**
Not too well: **16%**
Not well at all: **33%**
Not sure: **3%**

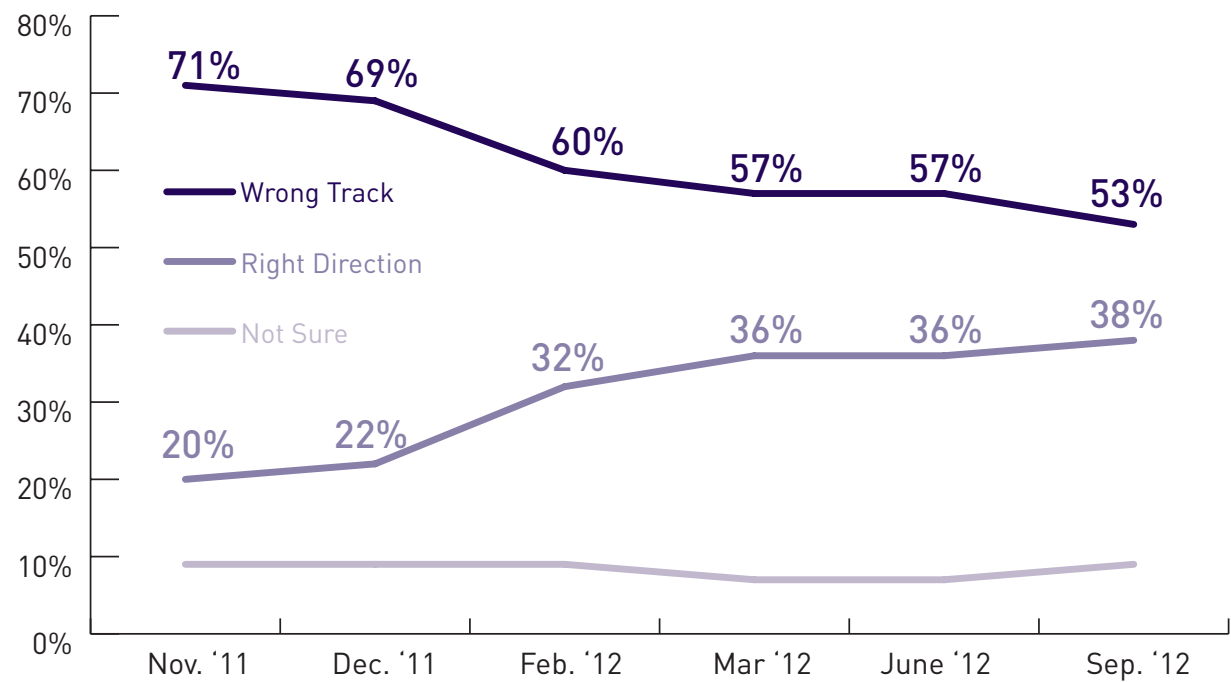
PURPLEPOLL

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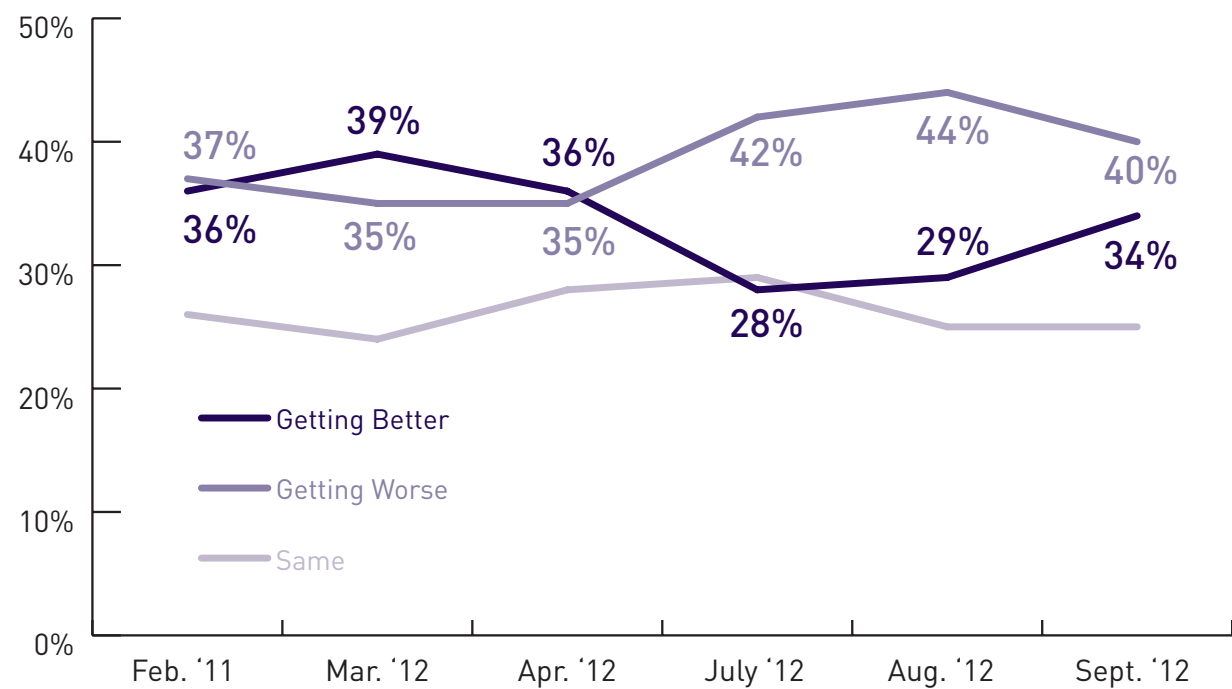


PURPLE TRACKING

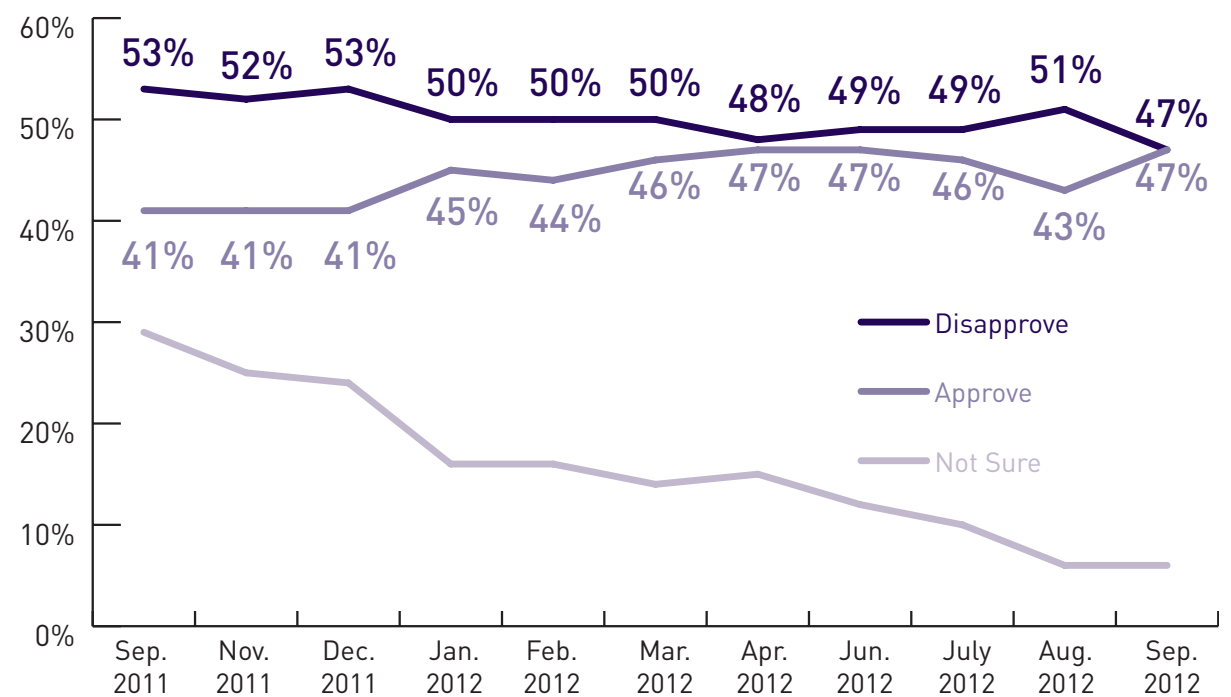
Direction of Country



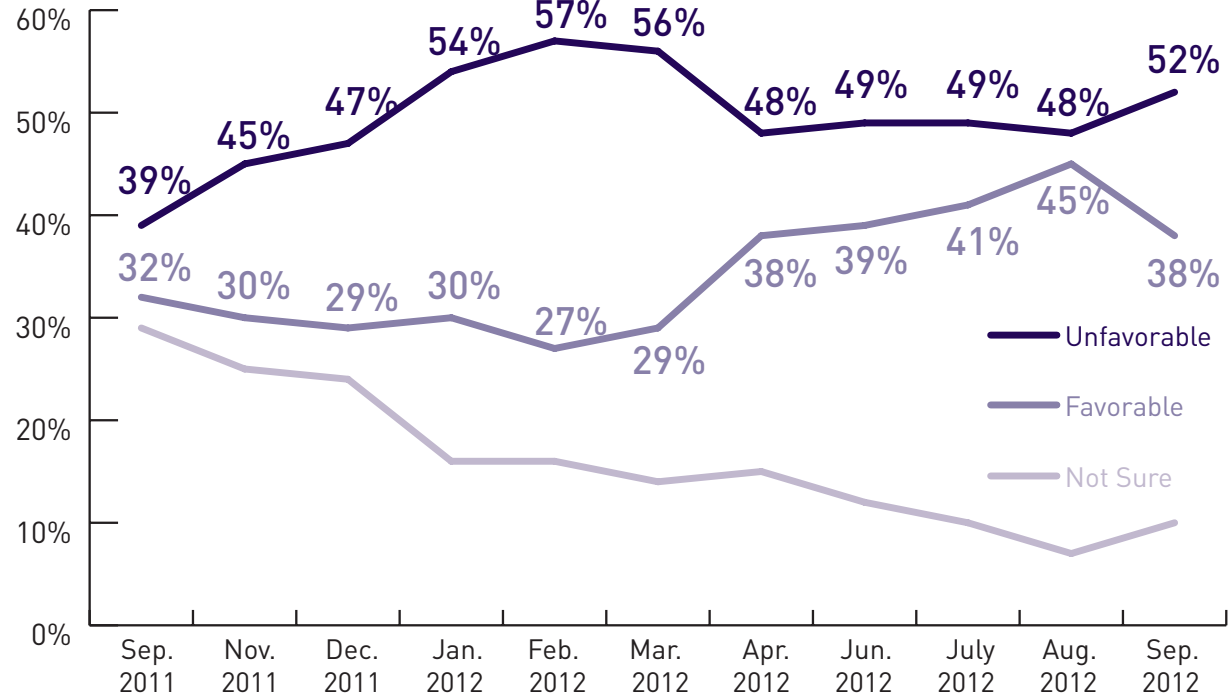
Direction of Economy



Obama Job Approval



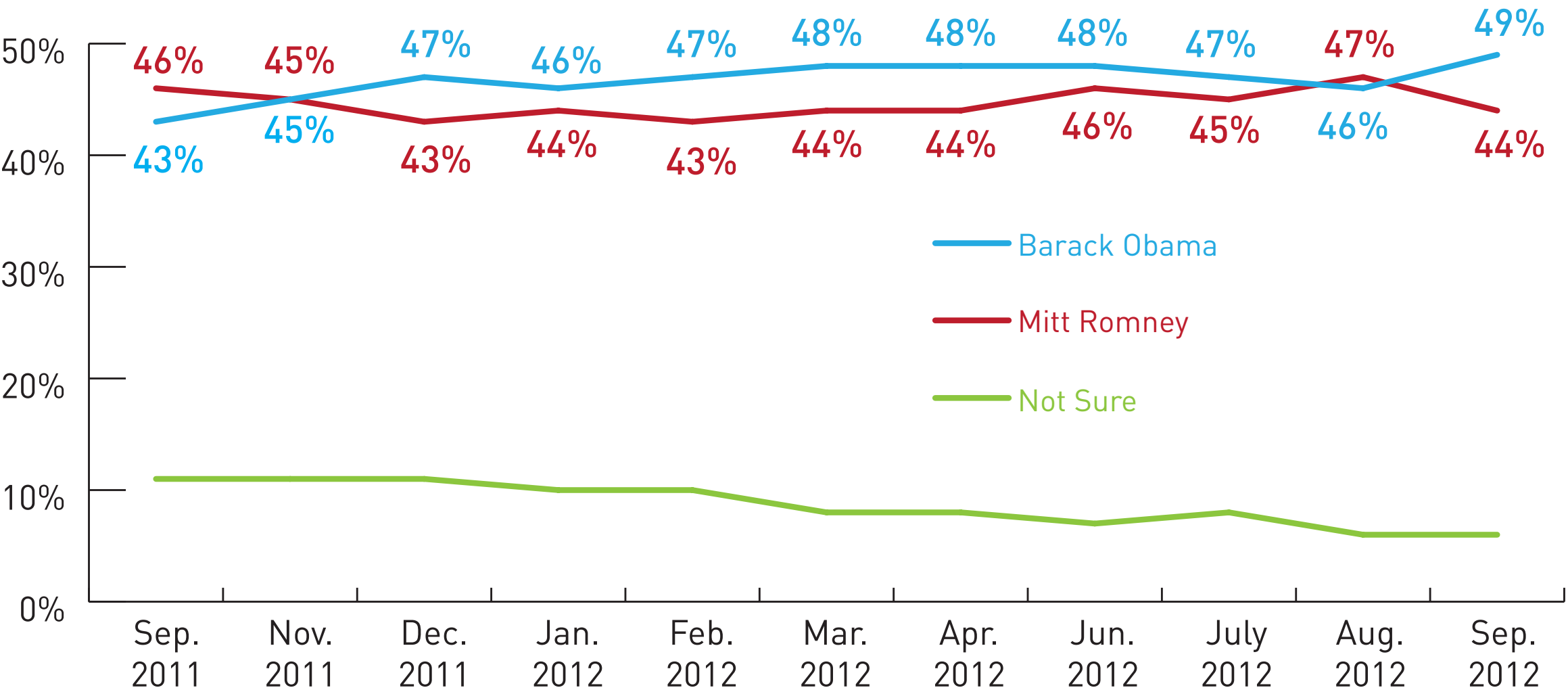
Romney Favorability





PURPLE TRACKING

Obama vs. Romney





September 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	38	40	37	37	36	37	36	37	38	11	32	69	37	39
	Wrong track	53	52	55	54	54	57	56	56	51	85	57	21	56	50
	Not sure	9	8	8	9	10	6	8	7	11	4	11	10	8	11
Do you have a favorable or unfavorable view of Barack Obama?	Favorable	49	50	47	47	49	47	46	46	52	12	49	87	48	51
	Unfavorable	46	46	49	48	46	50	50	49	43	86	45	11	49	42
	Not sure	5	4	4	5	5	3	4	5	5	3	7	2	3	7
Do you have a favorable or unfavorable view of Mitt Romney?	Favorable	38	42	44	36	38	42	44	40	35	75	33	9	40	34
	Unfavorable	52	49	49	52	52	47	47	50	54	16	54	86	52	53
	Not sure	10	9	7	12	10	11	9	9	11	9	13	5	8	13
Do you approve or disapprove of the job Barack Obama is doing as president?	Approve	47	45	46	46	45	45	43	43	50	13	44	84	46	48
	Disapprove	47	49	50	47	48	50	51	52	43	85	48	12	49	45
	Not sure	6	7	4	7	7	5	7	5	6	2	8	4	4	7
If the 2012 presidential election were held today and the candidates were: Democratic Barack Obama and Republican Mitt Romney, for whom would you vote?	Obama	49	48	47	48	46	48	45	46	53	9	48	89	48	51
	Romney	44	45	48	44	43	46	48	48	41	85	43	9	47	41
	Not sure	6	7	5	8	11	6	7	6	7	6	9	2	6	7
Are you certain to vote that way, or is it possible that you will change your mind before Election Day?	Certain	91	93	93	90	90	91	91	90	92	94	87	93	93	89
	Might change mind	8	6	6	8	9	7	8	9	7	4	11	6	6	10
	Not sure	1	0	2	2	1	2	1	1	2	1	2	1	1	1
Do you think the economy is getting better, getting worse or staying about the same?	Getting better	34	38	36	35	35	34	32	32	37	10	29	64	32	38
	Getting worse	40	38	41	36	40	45	43	41	38	70	38	13	43	35
	Staying about the same	25	22	21	28	24	20	24	26	23	20	30	22	24	26
	Not sure	1	2	2	1	1	1	1	1	1	1	2	1	1	1
Fielded 9/15-9/19, using automated telephone and online interviews. Total weighted N size=1000 likely voters, margin of error +/-3.1. AZ, CO, FL, NC, OH, and VA have been oversampled to N=600 per state, margin of error +/-4.0.															

September 2012 Main Questionnaire		%	By State						Gender		Party			Education	
		Total							Male	Female	GOP	Ind	Dem	Non-Coll	Coll+
Describes Romney: can handle a crisis	Very well	27	32	32	24	27	29	31	28	25	52	24	8	29	24
	Somewhat well	21	16	21	23	21	23	20	24	18	28	20	13	22	20
	Not too well	21	17	19	22	18	19	20	21	21	6	21	36	21	21
	Not well at all	19	24	19	18	22	19	20	17	21	5	19	33	18	21
	Not sure	12	12	9	13	12	11	9	9	15	9	15	9	10	15
Describes Romney: has the right temperament to be President	Very well	33	36	37	31	34	34	38	36	30	62	32	9	35	30
	Somewhat well	18	16	17	21	18	23	18	19	18	24	19	13	19	18
	Not too well	19	18	18	20	16	16	19	20	18	5	20	30	19	19
	Not well at all	24	26	23	23	26	23	20	21	26	5	24	43	23	26
	Not sure	6	4	5	6	6	4	6	4	8	4	7	5	5	8
Describes Romney: knows how to get things done	Very well	35	39	43	33	35	38	41	39	31	66	34	9	38	32
	Somewhat well	19	16	17	19	18	20	17	21	18	19	21	17	18	22
	Not too well	18	16	17	19	17	17	16	16	19	6	17	30	19	17
	Not well at all	20	22	18	20	22	19	19	18	21	4	17	37	19	20
	Not sure	8	7	6	9	9	7	7	5	11	5	10	7	7	10
Describes Obama: can handle a crisis	Very well	38	36	37	34	36	36	34	34	42	11	34	70	38	38
	Somewhat well	19	19	19	21	21	18	19	18	19	13	24	18	16	22
	Not too well	18	13	17	16	16	18	17	19	16	28	18	6	19	16
	Not well at all	23	29	25	26	25	25	29	26	20	46	21	5	25	21
	Not sure	3	2	2	4	2	3	2	2	3	2	2	2	2	2
Describes Obama: has the right temperament to be President	Very well	46	44	45	42	45	42	42	41	51	14	43	81	46	47
	Somewhat well	17	17	16	18	17	16	19	20	15	19	21	10	15	20
	Not too well	14	11	14	16	16	17	13	15	13	24	16	4	15	13
	Not well at all	20	26	23	21	20	22	26	22	19	42	18	4	22	19
	Not sure	2	2	1	3	2	2	1	1	3	2	2	1	2	2
Describes Obama: knows how to get things done	Very well	31	27	29	29	30	30	27	27	35	9	23	61	34	27
	Somewhat well	22	23	23	23	20	20	21	22	21	9	28	28	19	26
	Not too well	16	15	17	15	19	17	16	17	14	22	19	5	15	17
	Not well at all	29	34	30	28	28	30	33	32	26	59	27	5	30	28
	Not sure	2	2	1	4	2	3	3	2	3	2	2	2	2	3

Fielded 9/15-9/19, using automated telephone and online interviews. Total weighted N size=1000 likely voters, margin of error +/-3.1. AZ, CO, FL, NC, OH, and VA have been oversampled to N=600 per state, margin of error +/-4.0.



September 2012 Main Questionnaire		%	2012							2011		
		Total	August	July	June	April	March	February	January	December	November	September
Are things in this country generally going in the right direction or are they pretty seriously off on the wrong track?	Right direction	38	-	-	36	-	36	32	-	22	20	-
	Wrong track	53	-	-	57	-	57	60	-	69	71	-
	Not sure	9	-	-	7	-	7	9	-	9	9	-
Do you have a favorable or unfavorable view of Barack Obama?	Favorable	49	47	-	-	-	-	-	-	-	-	-
	Unfavorable	46	49	-	-	-	-	-	-	-	-	-
	Not sure	5	4	-	-	-	-	-	-	-	-	-
Do you have a favorable or unfavorable view of Mitt Romney?	Favorable	38	45	41	39	38	29	27	30	29	30	32
	Unfavorable	52	48	49	49	48	56	57	54	47	45	39
	Not sure	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	47	43	46	47	47	46	44	45	41	41	41
	Disapprove	47	51	49	49	48	50	50	50	53	52	53
	Not sure	6	6	4	4	5	4	6	6	6	6	7
If the 2012 presidential election were held today and the candidates were: Democratic Barack Obama and Republican Mitt Romney, for whom would you vote?	Obama	49	46	47	48	48	48	47	46	47	45	43
	Romney	44	47	45	46	44	44	43	44	43	45	46
	Not sure	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	91	91	-	-	-	-	-	-	-	-	-
	Might change mind	8	7	-	-	-	-	-	-	-	-	-
	Not sure	1	2	-	-	-	-	-	-	-	-	-
Do you think the economy is getting better, getting worse or staying about the same?	Getting better	34	29	28	-	36	39	36	-	-	-	-
	Getting worse	40	44	42	-	35	35	37	-	-	-	-
	Staying about the same	25	25	29	-	28	24	26	-	-	-	-
	Not sure	1	2	1	-	1	1	1	-	-	-	-

Fielded 9/15-9/19, using automated telephone and online interviews. Total weighted N size=1000 likely voters, margin of error +/-3.1. AZ, CO, FL, NC, OH, and VA have been oversampled to N=600 per state, margin of error +/-4.0.



COLORADO		%	%	%	%	%	Gender		Party			Educ.	
		Total	Aug'12	Jul'12	Jun'12	Apr'12	Male	Female	GOP	Ind	Dem	Non-coll	Coll+
Direction of the Country	Right Direction	40	-	-	37	-	40	39	10	33	76	38	41
	Wrong Direction	52	-	-	57	-	55	49	87	57	16	54	51
	Not sure	8	-	-	6	-	4	12	3	10	8	8	9
Obama Favorability	Favorable	50	46	-	-	-	50	51	10	46	92	50	50
	Unfavorable	46	50	-	-	-	48	44	88	48	6	47	45
	Not sure	4	4	-	-	-	3	5	2	6	1	3	5
Romney Favorability	Favorable	42	46	37	42	36	43	41	80	42	8	45	40
	Unfavorable	49	50	55	50	51	51	48	13	47	86	48	50
	Not sure	9	4	9	7	14	6	11	8	11	6	7	10
Obama Job	Approve	45	45	45	48	43	45	45	9	40	85	45	45
	Disapprove	49	48	51	48	53	51	47	88	52	9	51	46
	Not sure	7	8	4	5	4	4	9	2	8	6	3	9
Obama v. Romney	Obama	48	49	45	48	47	47	49	10	44	91	48	49
	Romney	45	46	44	46	47	46	44	86	45	8	48	43
	Not sure	7	5	11	5	6	7	7	4	12	1	4	9
Direction of the Economy	Getting better	38	27	30	-	37	42	34	10	29	74	39	38
	Getting worse	38	44	42	-	35	36	39	66	45	5	43	34
	Staying about the same	22	27	27	-	26	19	25	23	24	19	18	26
	Not sure	2	2	1	-	1	2	1	1	2	2	1	3

N=600, margin of error +/- 4.0.

FLORIDA		%	%	%	%	%	Gender		Party			Educ.	
		Total	Aug'12	Jul'12	Jun'12	Apr'12	Male	Female	GOP	Ind	Dem	Non-coll	Coll+
Direction of the Country	Right Direction	37	-	-	36	-	35	38	8	36	66	34	39
	Wrong Direction	55	-	-	56	-	58	53	89	49	25	58	52
	Not sure	8	-	-	8	-	7	9	2	15	9	8	8
Obama Favorability	Favorable	47	46	-	-	-	46	48	10	53	81	44	50
	Unfavorable	49	49	-	-	-	51	48	87	42	16	55	43
	Not sure	4	5	-	-	-	3	4	3	4	3	1	7
Romney Favorability	Favorable	44	45	47	43	45	48	41	81	35	13	51	37
	Unfavorable	49	48	46	47	44	47	51	12	54	84	45	53
	Not sure	7	7	6	11	12	6	8	7	11	3	4	10
Obama Job	Approve	46	42	43	45	46	44	49	11	47	83	44	49
	Disapprove	50	52	54	50	50	53	47	87	44	15	54	44
	Not sure	4	6	3	5	4	4	4	2	9	2	2	7
Obama v. Romney	Obama	47	47	45	45	45	46	49	10	52	83	44	51
	Romney	48	48	48	49	47	51	46	86	42	13	53	43
	Not sure	5	5	7	6	7	3	5	4	5	4	2	7
Direction of the Economy	Getting better	36	31	29	-	33	35	36	8	36	65	33	39
	Getting worse	41	42	46	-	38	45	38	71	37	14	45	37
	Staying about the same	21	25	24	-	28	18	25	20	23	21	21	22
	Not sure	2	2	2	-	1	2	1	0	5	1	1	2

N=600, margin of error +/- 4.0.



OHIO		%	%	%	%	%	Gender		Party			Educ.	
		Total	Aug'12	Jul'12	Jun'12	Apr'12	Male	Female	GOP	Ind	Dem	Non-coll	Coll+
Direction of the Country	Right Direction	37	-	-	31	-	34	40	11	29	67	40	33
	Wrong Direction	54	-	-	62	-	57	51	84	59	22	52	56
	Not sure	9	-	-	6	-	9	10	5	13	11	8	12
Obama Favorability	Favorable	47	45	-	-	-	41	53	10	40	88	51	43
	Unfavorable	48	50	-	-	-	56	40	86	52	9	45	52
	Not sure	5	5	-	-	-	3	7	4	8	3	5	5
Romney Favorability	Favorable	36	42	37	38	34	41	32	69	35	7	33	41
	Unfavorable	52	52	50	48	54	49	55	18	46	88	56	46
	Not sure	12	6	13	13	12	10	13	13	18	5	11	12
Obama Job	Approve	46	42	46	43	47	40	51	12	33	87	51	38
	Disapprove	47	52	49	52	47	55	40	84	52	10	43	54
	Not sure	7	6	5	5	5	5	9	3	15	4	6	8
Obama v. Romney	Obama	48	44	48	45	49	41	54	10	38	90	51	43
	Romney	44	46	45	48	44	53	37	82	48	7	41	49
	Not sure	8	10	7	8	7	6	9	8	14	3	8	8
Direction of the Economy	Getting better	35	26	33	-	36	32	38	9	27	66	38	31
	Getting worse	36	45	39	-	34	37	34	62	35	11	34	38
	Staying about the same	28	28	26	-	29	29	27	28	36	22	27	30
	Not sure	1	2	2	-	0	1	2	1	2	1	1	1

N=600, margin of error +/- 4.0.

VIRGINIA		%	%	%	%	%	Gender		Party			Educ.	
		Total	Aug'12	Jul'12	Jun'12	Apr'12	Male	Female	GOP	Ind	Dem	Non-coll	Coll+
Direction of the Country	Right Direction	36	-	-	36	-	35	37	11	30	65	30	40
	Wrong Direction	54	-	-	58	-	59	50	85	63	22	59	52
	Not sure	10	-	-	6	-	6	13	4	7	13	11	8
Obama Favorability	Favorable	49	46	-	-	-	44	53	14	41	89	47	48
	Unfavorable	46	49	-	-	-	52	42	83	52	9	48	46
	Not sure	5	4	-	-	-	5	6	4	6	3	5	6
Romney Favorability	Favorable	38	47	41	43	36	41	35	76	35	10	41	37
	Unfavorable	52	48	49	49	48	49	54	13	55	84	49	52
	Not sure	10	5	11	8	16	10	11	11	10	6	10	11
Obama Job	Approve	45	42	45	45	45	39	49	11	39	82	43	45
	Disapprove	48	52	50	51	50	53	44	82	56	11	51	46
	Not sure	7	6	5	5	6	8	7	7	5	7	6	8
Obama v. Romney	Obama	46	45	46	49	48	42	50	10	42	85	44	48
	Romney	43	48	44	46	46	46	40	83	44	8	44	43
	Not sure	11	8	10	5	6	11	10	7	14	7	13	9
Direction of the Economy	Getting better	35	32	30	-	39	30	38	8	29	64	33	36
	Getting worse	40	42	41	-	35	44	38	69	47	10	45	38
	Staying about the same	24	25	27	-	25	25	22	23	24	25	21	25
	Not sure	1	1	2	-	1	1	2	1	0	1	2	1

N=600, margin of error +/- 4.0.



NORTH CAROLINA		%	%	%	%	%	Gender		Party			Educ.	
		Total	Aug'12	Jul'12	Jun'12	Apr'12	Male	Female	GOP	Ind	Dem	Non-coll	Coll+
Direction of the Country	Right Direction	37	-	-	-	-	33	40	8	31	67	33	42
	Wrong Direction	57	-	-	-	-	63	52	88	64	25	64	48
	Not sure	6	-	-	-	-	4	8	3	5	9	3	10
Obama Favorability	Favorable	47	-	-	-	-	42	51	12	41	82	42	53
	Unfavorable	50	-	-	-	-	55	45	86	54	15	55	43
	Not sure	3	-	-	-	-	3	3	2	6	2	3	3
Romney Favorability	Favorable	42	-	-	-	-	45	40	77	32	17	47	36
	Unfavorable	47	-	-	-	-	45	49	13	53	76	43	52
	Not sure	11	-	-	-	-	10	11	10	15	7	10	12
Obama Job	Approve	45	-	-	-	-	40	49	12	40	78	39	52
	Disapprove	50	-	-	-	-	57	45	86	53	17	56	44
	Not sure	5	-	-	-	-	3	6	1	7	5	5	5
Obama v. Romney	Obama	48	-	-	-	-	43	52	11	45	84	42	55
	Romney	46	-	-	-	-	51	42	85	42	14	52	39
	Not sure	6	-	-	-	-	5	6	4	13	2	6	6
Direction of the Economy	Getting better	34	-	-	-	-	32	35	12	23	61	29	40
	Getting worse	45	-	-	-	-	51	41	72	47	21	52	37
	Staying about the same	20	-	-	-	-	17	23	16	29	18	19	22
	Not sure	1	-	-	-	-	0	1	0	1	1	0	1

N=600, margin of error +/- 4.0.

ARIZONA		%	%	%	%	%	Gender		Party			Educ.	
		Total	Aug'12	Jul'12	Jun'12	Apr'12	Male	Female	GOP	Ind	Dem	Non-coll	Coll+
Direction of the Country	Right Direction	36	-	-	-	-	37	35	12	35	69	33	38
	Wrong Direction	56	-	-	-	-	54	57	87	52	22	58	54
	Not sure	8	-	-	-	-	9	7	1	13	9	9	8
Obama Favorability	Favorable	46	-	-	-	-	45	47	9	45	89	41	50
	Unfavorable	50	-	-	-	-	50	50	88	45	9	54	46
	Not sure	4	-	-	-	-	5	4	2	9	2	5	4
Romney Favorability	Favorable	44	-	-	-	-	45	42	77	39	10	47	41
	Unfavorable	47	-	-	-	-	46	48	14	50	85	43	51
	Not sure	9	-	-	-	-	9	9	9	11	4	11	8
Obama Job	Approve	43	-	-	-	-	40	45	10	41	85	38	47
	Disapprove	51	-	-	-	-	51	50	88	47	11	54	48
	Not sure	7	-	-	-	-	9	5	2	12	4	8	6
Obama v. Romney	Obama	45	-	-	-	-	43	47	10	47	88	39	50
	Romney	48	-	-	-	-	49	47	86	42	10	51	45
	Not sure	7	-	-	-	-	9	6	4	11	2	10	4
Direction of the Economy	Getting better	32	-	-	-	-	34	31	8	36	61	28	36
	Getting worse	43	-	-	-	-	40	45	73	38	12	48	37
	Staying about the same	24	-	-	-	-	25	23	18	25	26	23	26
	Not sure	1	-	-	-	-	1	1	1	1	0	1	1

N=600, margin of error +/- 4.0.



Demographics		%	By State					
		Total						
Are you male or female?	Male	47	47	46	48	46	44	48
	Female	53	53	54	52	54	56	52
Do you consider yourself to be a Democrat, Republican, or Independent?	Democrat	33	34	37	38	34	40	31
	Republican	31	33	38	36	32	35	38
	Independent	32	29	24	26	30	23	29
	Other/Don't know	3	4	1	2	4	2	3
What is your race?	White	78	81	69	82	70	70	73
	Black	12	4	12	11	20	24	3
	Hispanic/Latino	7	11	15	4	4	2	18
	Other	3	3	3	2	5	3	5
	Don't know/Refused	1	1	1	1	1	1	1
Into which of the following categories does your age fall?	18-29	18	15	16	19	19	16	16
	30-44	28	32	26	29	31	30	28
	45-64	37	37	36	36	38	38	37
	65+	16	15	21	15	11	15	18
	Don't know/Refused	1	1	1	1	1	1	1
What is the highest level of education you have completed?	No college degree	55	44	54	59	44	56	53
	College degree or higher	44	55	45	40	53	43	46
	Don't know/Refused	1	1	1	1	3	1	1

Fielded 9/15-9/19, using automated telephone and online interviews. Total weighted N size=1000 likely voters, margin of error +/-3.1. AZ, CO, FL, NC, OH, and VA have been oversampled to N=600 per state, margin of error +/-4.0.



September 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 Barack Obama?

1) Favorable

2) Unfavorable

3) Not sure
3. Do you have a favorable or unfavorable view of Mitt Romney?

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. 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) Obama

2) Romney

3) Not sure
6. 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
7. 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
8. Thinking about Mitt Romney, how well does the phrase “can handle a crisis” describe him?

1) Very well

2) Somewhat well

3) Not too well

4) Not well at all

5) Not sure
9. Thinking about Mitt Romney, how well does the phrase “has the right temperament to be President” describe him?

1) Very well

2) Somewhat well

3) Not too well

4) Not well at all

5) Not sure
10. Thinking about Mitt Romney, how well does the phrase “someone who knows how to get things done” describe him?

1) Very well

2) Somewhat well

3) Not too well

4) Not well at all

5) Not sure
11. Thinking about Barack Obama, how well does the phrase “can handle a crisis” describe him?

1) Very well

2) Somewhat well

3) Not too well

4) Not well at all

5) Not sure
12. Thinking about Barack Obama, how well does the phrase “has the right temperament to be President” describe him?

1) Very well

2) Somewhat well

3) Not too well

4) Not well at all

5) Not sure
13. Thinking about Barack Obama, how well does the phrase “someone who knows how to get things done” describe him?

1) Very well

2) Somewhat well

3) Not too well

4) Not well at all

5) Not sure