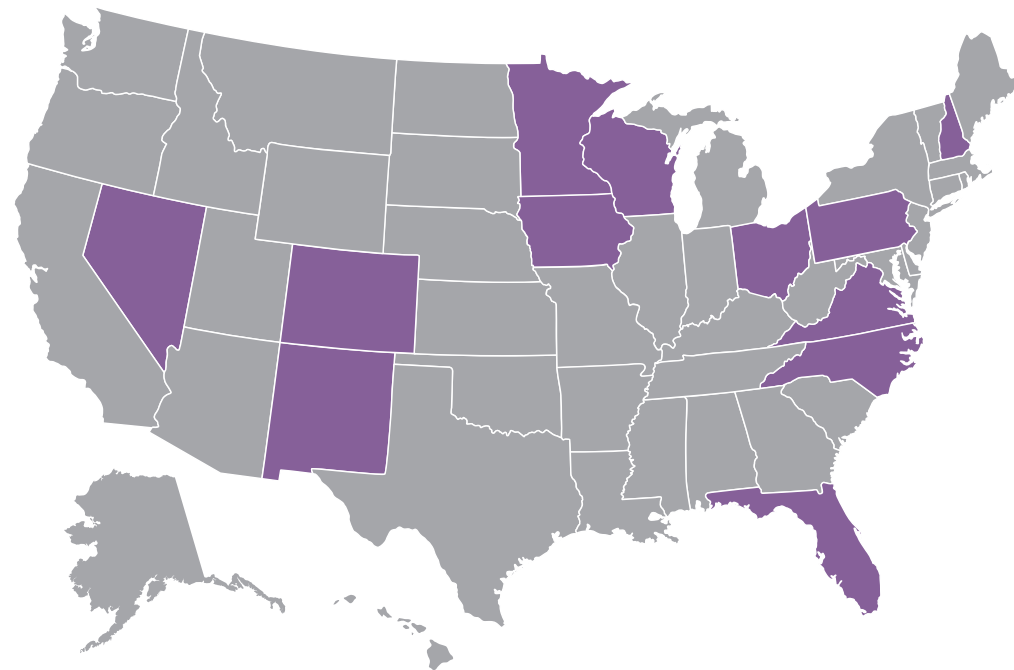
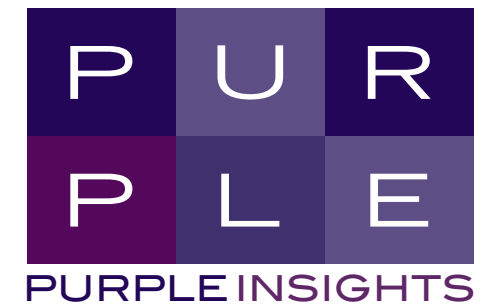


August 2012 Edition

PURPLEPOLL



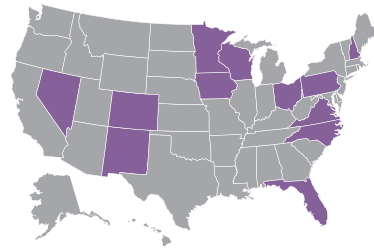
WHY THE PURPLEPOLL?

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



August 2012 PURPLEPOLL

A small bump for Romney, but not a game change.

In the immediate aftermath of Mitt Romney's selection of Paul Ryan as his running mate, the GOP ticket has drawn even with the Democratic ticket. Today, Romney and Ryan lead the Obama-Biden ticket by a point (47% to 46%), an improvement from July when President Obama led Romney by 2 points, 47% to 45%.

The Romney-Ryan ticket is fueled by an 11-point advantage among independents. This represents an increase from July, when Romney held a 5-point margin over Obama among that key group.

In our Purple Predictor states, Ryan's addition to the ticket has had a mixed impact on the race.

Romney has seen the largest gain in Ohio, a state we have seen bounce between the campaigns over the last few months. Today, the GOP ticket leads by 2 points (46% to 44%), compared to July when President Obama led the state 48% to 45%. Romney also gained ground in Virginia – today, he and Paul Ryan hold a 3-point advantage in the race (48% to 45%), while Romney trailed by 2 points in July.

However, President Obama has seen improvements in Colorado and Florida. In Colorado, the Obama-Biden ticket now leads 49% to 46%, an increase from a 1-point lead in July. In Florida, the Democratic ticket trails by just 1 point (48% to 47%), compared to a 3 point deficit in July.

Taken as a whole, these data indicate a small bump in the immediate aftermath of the Ryan announcement. Nonetheless, it is also the first sign of positive momentum for the Romney campaign that we've seen in the PurplePoll in the last few months.

Ryan is the best liked of the four candidates, and his selection has bolstered Romney's image.

At 45% to 39%, Paul Ryan is the only member of either major party ticket who currently has higher favorables than unfavorables. He is extremely well-liked among Republicans (80%/9%), and independents have an overall favorable opinion of him (46%/37%). Over the next few weeks, the two campaigns will be racing to define him among those 16% that don't have an opinion.

At +6 in Purple States overall, Ryan's image trails Sarah Palin's national image just after she was announced as the vice Presidential candidate in 2008. A CNN poll among likely voters at the time of her pick showed her with a net favorable rating of +17. Among Republicans, Sarah Palin had a net favorability of +77, 6 points better than Ryan's +71.

Ryan's personal image is at this point better than his Democratic counterpoint: 41% have a favorable view of the Vice President, compared to 48% unfavorable.

Romney's personal image appears to have improved following the announcement: 45% favorable, 48% unfavorable. While still net unfavorable, this represents a substantial improvement from July, when he was net -8. For the first time in the PurplePoll we tested Obama's favorability (we have been testing job performance), and we found him to have a very similar rating as Romney: 47% favorable, 49% unfavorable.

Taken together, these measures indicate that the vice presidential roll-out has successfully provided modest momentum for the GOP ticket moving toward the convention. For those seeking a game change event (in either direction), this wasn't it.

Romney has advantages on the economy and changing Washington, while shifting the conversation to Medicare helps President Obama.

By a 3-point margin, Purple state voters believe that Romney and Ryan have a better plan "to reduce the deficit, create jobs, and get the economy

moving again" (46% to 43%). This advantage is substantially larger among independents: 48% to 34%. This result is directly linked to voters' views of the current state of the economy: just 29% believe that the economy is getting better.

Additionally, by a 6-point margin, voters in these key swing states believe that Romney and Ryan are more likely "to bring real change to Washington," a margin that is +17 among independents.

However, the Romney-Ryan ticket has a significant disadvantage on Medicare. Asked which of the two tickets is more likely to protect Medicare, Purple State voters choose Obama-Biden by an 8-point margin (48% to 40%). On that issue, the Democratic ticket holds a 2-point advantage among independents, 43% to 41%.

While the inclusion of Paul Ryan has provided positive movement for the ticket overall, a debate about Medicare reform appears likely to harm the GOP ticket in the longer term.

PURPLEPOLL

August 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.

Updated regularly throughout the 2012 election cycle, the PurplePoll will follow leading political indicators and track new issues as they emerge. It will offer a unique lens to gather original insight into this critical election.

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

Fielded 8/13-8/14, using automated telephone interviews and RDD sample. Total weighted N size=1000 likely voters, margin of error +/-3.1. OH, FL, VA and CO have been oversampled to N=600 per state, margin of error +/-4.0.

OVERALL:

Obama Favorability

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

Romney Favorability

Favorable: **45%**
Unfavorable: **48%**
Not sure: **7%**

Biden Favorability

Favorable: **41%**
Unfavorable: **48%**
Not sure: **11%**

Ryan Favorability

Favorable: **45%**
Unfavorable: **39%**
Not sure: **16%**

Obama Job

Approve: **43%**
Disapprove: **51%**
Not sure: **6%**

Obama v. Romney

Obama: **46%**
Romney: **47%**
Not sure: **6%**

Voters who are...

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

Direction of the Economy

Getting better: **29%**
Getting worse: **44%**
Staying about the same: **25%**
Not sure: **2%**

Best plan for the economy

Obama-Biden: **43%**
Romney-Ryan: **46%**
Not sure: **11%**

Bring real change to Washington

Obama-Biden: **40%**
Romney-Ryan: **46%**
Not sure: **15%**

Will protect Medicare

Obama-Biden: **48%**
Romney-Ryan: **40%**
Not sure: **12%**

Romney-Ryan budget plan

Tax breaks for rich/ends Medicare: **42%**
Reduce deficit/help economy and Medicare: **45%**
Not sure: **13%**



Colorado

Obama Favorability

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

Obama v. Romney

Obama: **49%**
Romney: **46%**
Not sure: **5%**

Will protect Medicare

Obama-Biden: **51%**
Romney-Ryan: **39%**
Not sure: **11%**

Romney Favorability

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

Voters who are...

Certain: **94%**
Might change mind: **4%**
Don't Know: **2%**

Romney-Ryan budget plan

Tax breaks for rich/ends
Medicare: **44%**
Reduce deficit/help economy
and Medicare: **43%**
Not sure: **13%**

Biden Favorability

Favorable: **41%**
Unfavorable: **49%**
Not sure: **10%**

Direction of the Economy

Getting better: **27%**
Getting worse: **44%**
Staying about the same: **27%**
Not sure: **2%**

Ryan Favorability

Favorable: **44%**
Unfavorable: **38%**
Not sure: **17%**

Best plan for the economy

Obama-Biden: **45%**
Romney-Ryan: **44%**
Not sure: **11%**

Obama Job

Approve: **45%**
Disapprove: **48%**
Not sure: **8%**

Bring real change to Washington

Obama-Biden: **40%**
Romney-Ryan: **42%**
Not sure: **18%**

Virginia

Obama Favorability

Favorable: **46%**
Unfavorable: **49%**
Not sure: **4%**

Obama v. Romney

Obama: **45%**
Romney: **48%**
Not sure: **8%**

Will protect Medicare

Obama-Biden: **50%**
Romney-Ryan: **39%**
Not sure: **11%**

Romney Favorability

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

Voters who are...

Certain: **90%**
Might change mind: **9%**
Don't Know: **2%**

Romney-Ryan budget plan

Tax breaks for rich/ends
Medicare: **42%**
Reduce deficit/help economy
and Medicare: **46%**
Not sure: **12%**

Biden Favorability

Favorable: **38%**
Unfavorable: **50%**
Not sure: **12%**

Direction of the Economy

Getting better: **32%**
Getting worse: **42%**
Staying about the same: **25%**
Not sure: **1%**

Ryan Favorability

Favorable: **46%**
Unfavorable: **40%**
Not sure: **14%**

Best plan for the economy

Obama-Biden: **42%**
Romney-Ryan: **47%**
Not sure: **11%**

Obama Job

Approve: **42%**
Disapprove: **52%**
Not sure: **6%**

Bring real change to Washington

Obama-Biden: **40%**
Romney-Ryan: **47%**
Not sure: **13%**



Ohio

Obama Favorability

Favorable: **45%**
Unfavorable: **50%**
Not sure: **5%**

Obama v. Romney

Obama: **44%**
Romney: **46%**
Not sure: **10%**

Will protect Medicare

Obama-Biden: **50%**
Romney-Ryan: **37%**
Not sure: **14%**

Romney Favorability

Favorable: **42%**
Unfavorable: **52%**
Not sure: **6%**

Voters who are...

Certain: **95%**
Might change mind: **4%**
Don't Know: **1%**

Romney-Ryan budget plan

Tax breaks for rich/ends
Medicare: **43%**
Reduce deficit/help economy
and Medicare: **41%**
Not sure: **16%**

Biden Favorability

Favorable: **41%**
Unfavorable: **48%**
Not sure: **12%**

Direction of the Economy

Getting better: **26%**
Getting worse: **45%**
Staying about the same: **28%**
Not sure: **2%**

Ryan Favorability

Favorable: **40%**
Unfavorable: **41%**
Not sure: **18%**

Best plan for the economy

Obama-Biden: **42%**
Romney-Ryan: **43%**
Not sure: **15%**

Obama Job

Approve: **42%**
Disapprove: **52%**
Not sure: **6%**

Bring real change to Washington

Obama-Biden: **39%**
Romney-Ryan: **46%**
Not sure: **16%**



Florida

Obama Favorability

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

Obama v. Romney

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

Will protect Medicare

Obama-Biden: **45%**
Romney-Ryan: **44%**
Not sure: **11%**

Romney Favorability

Favorable: **45%**
Unfavorable: **48%**
Not sure: **7%**

Voters who are...

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

Romney-Ryan budget plan

Tax breaks for rich/ends
Medicare: **41%**
Reduce deficit/help economy
and Medicare: **46%**
Not sure: **13%**

Biden Favorability

Favorable: **41%**
Unfavorable: **48%**
Not sure: **11%**

Direction of the Economy

Getting better: **31%**
Getting worse: **42%**
Staying about the same: **25%**
Not sure: **2%**

Ryan Favorability

Favorable: **43%**
Unfavorable: **39%**
Not sure: **18%**

Best plan for the economy

Obama-Biden: **41%**
Romney-Ryan: **47%**
Not sure: **12%**

Obama Job

Approve: **42%**
Disapprove: **52%**
Not sure: **6%**

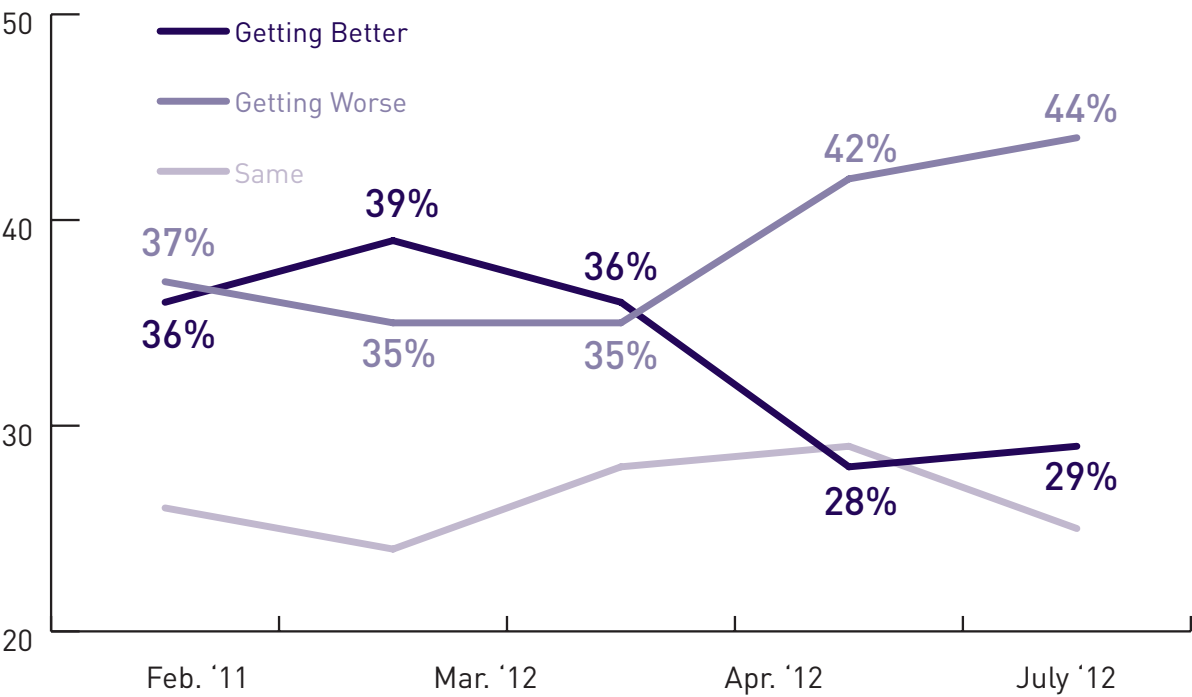
Bring real change to Washington

Obama-Biden: **39%**
Romney-Ryan: **46%**
Not sure: **15%**

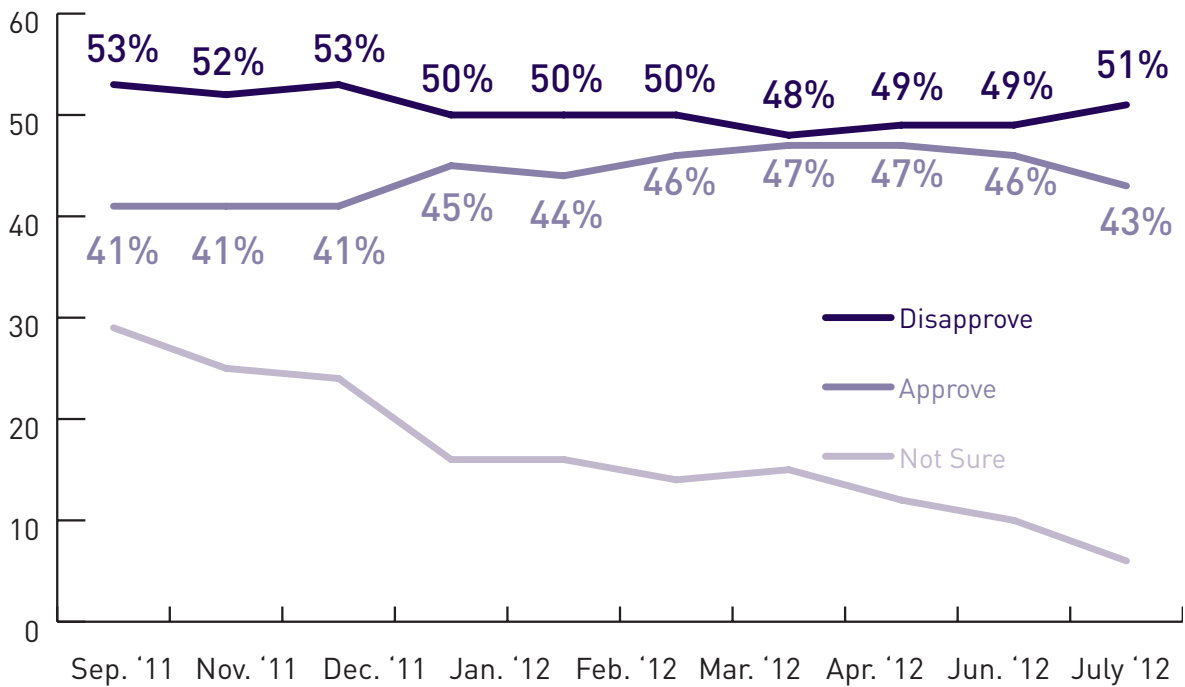


PURPLE TRACKING

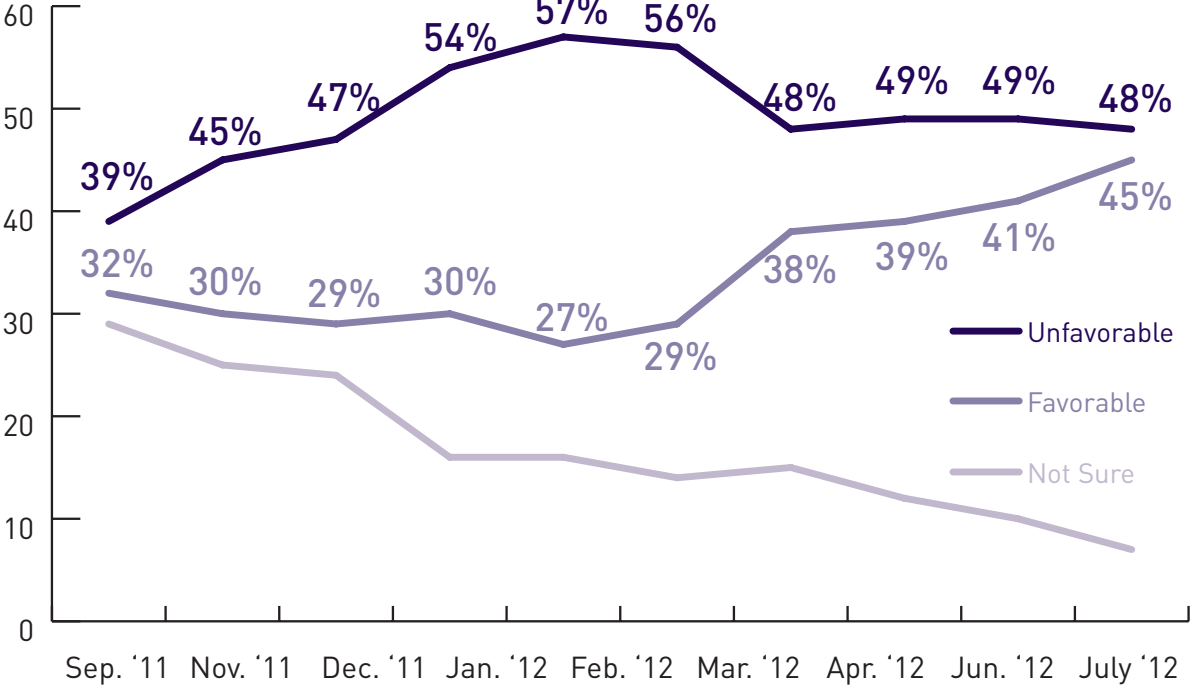
Direction of Economy



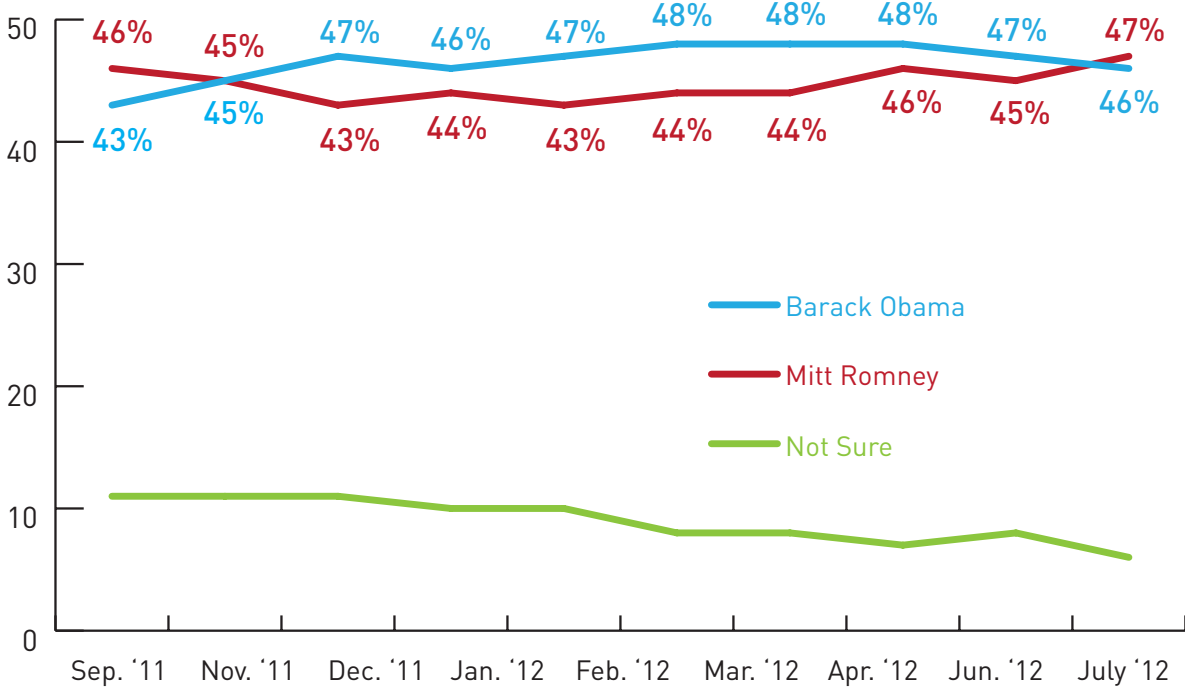
Obama Job Approval



Romney Favorability



Obama vs. Romney





August 2012 Main Questionnaire		%	%	%	%	%	%	%	%	%	%	By State				Gender		Party			Education	
		Total	July'12	June'12	April'12	Mar'12	Feb'12	Jan'12	Dec'11	Nov'11	Sep'11					Male	Female	GOP	Ind	Dem	Non-Coll	Coll+
Do you have a favorable or unfavorable view of Barack Obama?	Favorable	47	-	-	-	-	-	-	-	-	-	46	46	45	46	41	51	10	38	84	46	47
	Unfavorable	49	-	-	-	-	-	-	-	-	-	50	49	50	49	55	44	88	55	13	50	50
	Not sure	4	-	-	-	-	-	-	-	-	-	4	4	5	5	4	4	2	7	2	4	3
Do you have a favorable or unfavorable view of Mitt Romney?	Favorable	45	41	39	38	29	27	30	29	30	32	46	47	42	45	50	41	82	46	14	45	46
	Unfavorable	48	49	49	48	56	57	54	47	45	39	50	48	52	48	44	52	13	45	81	47	49
	Not sure	7	10	12	15	14	16	16	24	25	29	4	5	6	7	6	7	5	9	5	8	5
Do you have a favorable or unfavorable view of Joe Biden?	Favorable	41	-	-	-	-	-	-	-	-	-	41	38	41	41	37	44	10	36	70	38	43
	Unfavorable	48	-	-	-	-	-	-	-	-	-	49	50	48	48	55	42	81	51	18	49	48
	Not sure	11	-	-	-	-	-	-	-	-	-	10	12	12	11	8	14	8	13	12	13	9
Do you have a favorable or unfavorable view of Paul Ryan?	Favorable	45	-	-	-	-	-	-	-	-	-	44	46	40	43	52	39	80	46	15	43	48
	Unfavorable	39	-	-	-	-	-	-	-	-	-	38	40	41	39	36	42	9	37	67	38	40
	Not sure	16	-	-	-	-	-	-	-	-	-	17	14	18	18	11	19	11	17	18	19	12
Do you approve or disapprove of the job Barack Obama is doing as president?	Approve	43	46	47	47	46	44	45	41	41	41	45	42	42	42	36	49	8	37	78	41	44
	Disapprove	51	49	49	48	50	50	50	53	52	53	48	52	52	52	58	45	89	55	15	51	51
	Not sure	6	4	4	5	4	6	6	6	6	7	8	6	6	6	7	6	3	8	7	7	5
If the 2012 presidential election were held today and the candidates were: the Democratic ticket of Obama-Biden or the Republican ticket of Romney-Ryan, for whom would you vote?	Obama-Biden	46	47	48	48	48	47	46	47	45	43	49	45	44	47	41	51	9	39	85	45	47
	Romney-Ryan	47	45	46	44	44	43	44	43	45	46	46	48	46	48	53	42	87	50	12	47	48
	Not sure	6	8	7	8	8	10	10	11	11	11	5	8	10	5	6	6	4	11	3	7	5
Are you certain to vote that way, or is it possible that you will change your mind before Election Day?	Certain	91	-	-	-	-	-	-	-	-	-	94	90	95	91	90	92	93	87	93	92	91
	Might change mind	7	-	-	-	-	-	-	-	-	-	4	9	4	7	8	6	6	9	5	6	7
	Not sure	2	-	-	-	-	-	-	-	-	-	2	2	1	2	2	2	1	3	1	2	2

Fielded 8/13-8/14, using automated telephone interviews and RDD sample. Total weighted N size=1000 likely voters, margin of error +/-3.1. OH, FL, VA and CO have been oversampled to N=600 per state, margin of error +/-4.0.



August 2012 Main Questionnaire		%	%	%	%	%	%	%	%	%	%	By State				Gender		Party			Education	
		Total	July'12	June'12	April'12	Mar'12	Feb'12	Jan'12	Dec'11	Nov'11	Sep'11					Male	Female	GOP	Ind	Dem	Non-Coll	Coll+
Do you think the economy is getting better, getting worse or staying about the same?	Getting better	29	28	-	36	39	36	-	-	-	-	27	32	26	31	26	32	8	23	52	25	34
	Getting worse	44	42	-	35	35	37	-	-	-	-	44	42	45	42	46	42	72	48	16	46	42
	Staying about the same	25	29	-	28	24	26	-	-	-	-	27	25	28	25	26	24	19	27	30	28	22
	Not sure	2	1	-	1	1	1	-	-	-	-	2	1	2	2	1	2	1	2	2	2	1
Who do you think has a better plan to reduce the deficit, create jobs and get the economy moving again?	Obama-Biden	43	-	-	-	-	-	-	-	-	-	45	42	42	41	37	48	7	34	81	43	43
	Romney-Ryan	46	-	-	-	-	-	-	-	-	-	44	47	43	47	51	41	85	48	11	45	47
	Not sure	11	-	-	-	-	-	-	-	-	-	11	11	15	12	12	11	7	18	9	12	10
Who is more likely to bring real change to Washington?	Obama-Biden	40	-	-	-	-	-	-	-	-	-	40	40	39	39	34	44	6	31	75	39	40
	Romney-Ryan	46	-	-	-	-	-	-	-	-	-	42	47	46	46	51	42	84	48	13	46	47
	Not sure	15	-	-	-	-	-	-	-	-	-	18	13	16	15	15	14	10	21	12	14	14
Who is more likely to protect Medicare?	Obama-Biden	48	-	-	-	-	-	-	-	-	-	51	50	50	45	45	52	14	43	81	47	49
	Romney-Ryan	40	-	-	-	-	-	-	-	-	-	39	39	37	44	45	36	75	41	9	40	41
	Not sure	12	-	-	-	-	-	-	-	-	-	10	11	14	11	11	13	10	16	9	13	10
Romney-Ryan budget plan	Tax breaks for rich/ends Medicare	42	-	-	-	-	-	-	-	-	-	44	42	43	41	39	45	9	39	73	40	44
	Reduce deficit/help economy and Medicare	45	-	-	-	-	-	-	-	-	-	43	46	41	46	51	40	83	48	12	43	48
	Not sure	13	-	-	-	-	-	-	-	-	-	13	12	16	13	10	15	8	14	15	17	8
Fielded 8/13-8/14, using automated telephone interviews and RDD sample. Total weighted N size=1000 likely voters, margin of error +/-3.1. OH, FL, VA and CO have been oversampled to N=600 per state, margin of error +/-4.0.																						



COLORADO		%	%	%	%	Gender		Party			Education	
		Total	July'12	June'12	April'12	Male	Female	GOP	Ind	Dem	Non-Coll	Coll+
Obama Favorability	Favorable	46	-	-	-	39	54	9	46	78	47	45
	Unfavorable	50	-	-	-	58	42	90	49	16	48	52
	Not sure	4	-	-	-	3	5	0	5	6	5	3
Romney Favorability	Favorable	46	37	42	36	54	39	84	40	18	47	46
	Unfavorable	50	55	50	51	42	58	15	53	78	47	51
	Not sure	4	9	7	14	5	3	1	8	4	5	2
Biden Favorability	Favorable	41	-	-	-	36	46	8	41	69	38	44
	Unfavorable	49	-	-	-	59	40	86	46	20	49	49
	Not sure	10	-	-	-	5	14	6	13	10	14	7
Ryan Favorability	Favorable	44	-	-	-	50	39	82	43	12	42	47
	Unfavorable	38	-	-	-	35	41	8	37	66	37	39
	Not sure	17	-	-	-	15	20	10	20	21	21	15
Obama Job	Approve	45	45	48	43	36	53	10	42	76	46	44
	Disapprove	48	51	48	53	55	41	88	48	12	46	50
	Not sure	8	4	5	4	9	7	2	10	11	9	6
Obama-Biden vs. Romney-Ryan	Obama-Biden	49	45	48	47	43	54	13	43	84	47	49
	Romney-Ryan	46	44	46	47	52	40	86	47	11	46	47
	Not sure	5	11	5	6	5	6	2	10	5	7	4
Direction of the Economy	Getting better	27	30	-	37	24	30	9	27	42	20	31
	Getting worse	44	42	-	35	49	39	76	41	19	46	44
	Staying about the same	27	27	-	26	26	27	15	29	36	30	25
	Not sure	2	1	-	1	1	3	1	2	3	4	0

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

VIRGINIA		%	%	%	%	Gender		Party			Education	
		Total	July'12	June'12	April'12	Male	Female	GOP	Ind	Dem	Non-Coll	Coll+
Obama Favorability	Favorable	46	-	-	-	39	53	9	40	90	48	46
	Unfavorable	49	-	-	-	56	44	91	54	8	49	49
	Not sure	4	-	-	-	5	3	1	6	1	3	4
Romney Favorability	Favorable	47	41	43	36	56	39	85	48	13	43	49
	Unfavorable	48	49	49	48	38	56	10	47	83	51	46
	Not sure	5	11	8	16	6	5	5	5	4	6	5
Biden Favorability	Favorable	38	-	-	-	32	43	11	34	70	35	40
	Unfavorable	50	-	-	-	59	42	85	54	16	47	52
	Not sure	12	-	-	-	9	15	4	12	14	18	8
Ryan Favorability	Favorable	46	-	-	-	55	38	83	49	11	45	47
	Unfavorable	40	-	-	-	35	45	9	37	75	37	43
	Not sure	14	-	-	-	10	17	7	14	14	18	10
Obama Job	Approve	42	45	45	45	35	48	5	36	83	46	40
	Disapprove	52	50	51	50	59	45	93	54	12	50	52
	Not sure	6	5	5	6	6	7	2	9	5	4	8
Obama-Biden vs. Romney-Ryan	Obama-Biden	45	46	49	48	36	53	6	40	87	48	44
	Romney-Ryan	48	44	46	46	55	41	90	49	10	45	49
	Not sure	8	10	5	6	9	6	4	11	3	6	8
Direction of the Economy	Getting better	32	30	-	39	31	33	5	27	63	35	31
	Getting worse	42	41	-	35	46	38	72	45	9	41	41
	Staying about the same	25	27	-	25	23	28	22	27	27	23	26
	Not sure	1	2	-	1	0	2	1	0	1	0	2

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



OHIO		%	%	%	%	Gender		Party			Education	
		Total	July'12	June'12	April'12	Male	Female	GOP	Ind	Dem	Non-Coll	Coll+
Obama Favorability	Favorable	45	-	-	-	39	50	8	31	84	46	44
	Unfavorable	50	-	-	-	57	45	89	62	14	49	53
	Not sure	5	-	-	-	4	5	3	7	3	5	3
Romney Favorability	Favorable	42	37	38	34	49	36	82	46	10	40	47
	Unfavorable	52	50	48	54	45	57	12	45	87	53	49
	Not sure	6	13	13	12	5	7	6	9	2	7	4
Biden Favorability	Favorable	41	-	-	-	36	45	6	29	76	42	40
	Unfavorable	48	-	-	-	55	42	84	54	17	46	51
	Not sure	12	-	-	-	9	13	9	16	8	12	10
Ryan Favorability	Favorable	40	-	-	-	47	35	81	42	12	39	44
	Unfavorable	41	-	-	-	37	45	5	40	71	42	40
	Not sure	18	-	-	-	16	20	14	18	18	19	16
Obama Job	Approve	42	46	43	47	36	47	5	29	82	43	42
	Disapprove	52	49	52	47	60	45	93	64	12	51	53
	Not sure	6	5	5	5	4	7	1	8	6	6	5
Obama-Biden vs. Romney-Ryan	Obama-Biden	44	48	45	49	38	49	5	31	84	44	43
	Romney-Ryan	46	45	48	44	55	39	92	53	9	45	49
	Not sure	10	7	8	7	7	13	3	16	7	10	7
Direction of the Economy	Getting better	26	33	-	36	20	30	6	18	46	25	26
	Getting worse	45	39	-	34	48	42	78	52	14	45	44
	Staying about the same	28	26	-	29	31	26	16	26	39	27	29
	Not sure	2	2	-	0	1	2	0	3	1	2	1

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

FLORIDA		%	%	%	%	Gender		Party			Education	
		Total	July'12	June'12	April'12	Male	Female	GOP	Ind	Dem	Non-Coll	Coll+
Obama Favorability	Favorable	46	-	-	-	46	46	11	48	82	45	47
	Unfavorable	49	-	-	-	46	51	85	44	14	51	47
	Not sure	5	-	-	-	7	3	3	9	4	5	5
Romney Favorability	Favorable	45	47	43	45	43	47	79	38	15	46	45
	Unfavorable	48	46	47	44	48	47	12	54	80	46	49
	Not sure	7	6	11	12	9	5	9	7	4	9	5
Biden Favorability	Favorable	41	-	-	-	42	39	9	47	68	37	45
	Unfavorable	48	-	-	-	46	50	79	43	19	50	47
	Not sure	11	-	-	-	11	11	12	9	12	13	9
Ryan Favorability	Favorable	43	-	-	-	42	45	71	42	14	43	44
	Unfavorable	39	-	-	-	43	35	13	45	66	37	43
	Not sure	18	-	-	-	15	20	16	14	20	20	13
Obama Job	Approve	42	43	45	46	40	43	9	42	77	39	44
	Disapprove	52	54	50	50	52	53	89	49	16	52	53
	Not sure	6	3	5	4	8	4	3	9	7	9	3
Obama-Biden vs. Romney-Ryan	Obama-Biden	47	45	45	45	49	45	10	52	83	45	49
	Romney-Ryan	48	48	49	47	46	50	85	40	15	48	49
	Not sure	5	7	6	7	6	4	5	8	2	7	3
Direction of the Economy	Getting better	31	29	-	33	32	30	13	27	52	26	35
	Getting worse	42	46	-	38	39	45	69	38	16	43	42
	Staying about the same	25	24	-	28	28	23	17	33	29	29	22
	Not sure	2	2	-	1	1	2	1	2	2	2	1

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



August 2012 Main Questionnaire

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

1) Favorable

2) Unfavorable

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 Joe Biden?

1) Favorable

2) Unfavorable

3) Not sure
4. Do you have a favorable or unfavorable view of Paul Ryan?

1) Favorable

2) Unfavorable

3) Not sure
5. Do you approve or disapprove of the job Barack Obama is doing as president?

1) Approve

2) Disapprove

3) Not sure
6. If the 2012 presidential election were held today and the candidates were: the Democratic ticket of Barack Obama and Joe Biden, or the Republican ticket of Mitt Romney and Paul Ryan, for whom would you vote?

1) Obama-Biden

2) Romney-Ryan

3) Not sure
7. 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
8. 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
9. Who do you think has a better plan to reduce the deficit, create jobs and get the economy moving again?

1) Mitt Romney and Paul Ryan

2) Barack Obama and Joe Biden

3) Don't know
10. Who is more likely to bring real change to Washington?

1) Mitt Romney and Paul Ryan

2) Barack Obama and Joe Biden

3) Don't know
11. Who is more likely to protect Medicare?

1) Mitt Romney and Paul Ryan

2) Barack Obama and Joe Biden

3) Don't know
12. Let me read you two statements on the economic plan put forward by Mitt Romney and Paul Ryan, and please tell me which one comes closer to your view:

1) The Romney-Ryan budget will get our economy moving by cutting government spending, reducing taxes for everyone, and reforming Medicare to protect it for the long term. It's what we need to move forward.

2) The Romney-Ryan budget is a radical plan that cuts taxes for the wealthy while raising taxes on the middle class. It ends Medicare as we know it by replacing guaranteed coverage with vouchers. Now is not the time to turn back to the Bush years.

3) Don't know