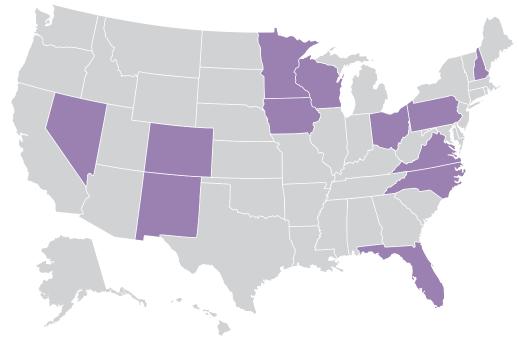
November 2011 Edition PURPLEPOLL



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 will follow leading political indicators and track new issues as they emerge.

It will offer a unique lens through which you can gather original insight into this critical election. Produced by Purple Strategies, the PurplePoll will offer balanced analysis from our bipartisan team.

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

WHY THE PURPLEPOLL?

PURPLEPOLL November 2011



The Purple Electorate is in a sour mood, and gives the President a negative job approval rating.

Just 20% of voters in Purple states believe that the country is headed in the right direction, while 71% believe that the country is seriously off on the wrong track. This belief is strongest among Republicans (7% right direction/88% wrong track), but independents are also concerned about the country's direction (18%/74%).

President Obama's approval rating indicates continued difficulty for his re-election. Forty-one percent (41%) approve of the job he is doing, while 52% disapprove. Independents provide slightly worse ratings, with 37% approving and a majority (56%) disapproving of the job he's doing.

Obama has improved slightly against Romney, but remains in perilous electoral position. Gingrich does nearly as well as Romney against Obama.

In our last Purple Poll, President Obama trailed Mitt Romney in a head-to-head match-up by 3 points (43% to 46%). Today he is tied with Romney at 45%, and leads Newt Gingrich by 2 points (46% to 44%). Across regions, he only trails Romney in the "Southern Swing" region, 43% to 46%.

Nonetheless, based on traditional metrics, Obama remains in perilous position. He is overperforming his approval rating by 4 points (he gets 45% of the vote against Romney, while 41% offer him a positive job rating), and still remains well below 50%. In recent re-election campaigns, no President has out-performed his job ratings by more than a couple of points.

Moreover, Obama trails among independent voters by 3 points against Romney, and by a point against Gingrich.

Gingrich's performance in this head-to-head is notable. The survey was completed after a positive week of media coverage following an impressive rise in Republican primary polls. We will monitor his performance in Purple states as he faces a more skeptical press and attacks from Republican opponents.

Rating the GOP nomination leaders: Romney is the most popular overall, but is not well-liked and still faces challenges with Republicans.

Mitt Romney's position in the Purple Electorate has weakened slightly over the past two months. In September, 32% of Purple state voters had a favorable view, with 39% holding an unfavorable view. Today, his favorability has decreased by 2 points (30%), and his unfavorable level has increased by 6 points (to 45%).

Herman Cain is more polarizing: 28% of voters in the Purple electorate have a favorable view, with a majority (52%) having an unfavorable opinion. Among women, those numbers are worse: 23% favorable, 53% unfavorable. Thirty-three percent (33%) of voters have a favorable view of Newt Gingrich, with 48% holding an unfavorable view.

Romney's challenge is clear when looking just at Republicans: he has the lowest favorables of the field as tested (42%, compared to 56% for Gingrich and 46% for Cain). Building strength among Republicans remains a core challenge.

Data in this survey indicate trouble in the Purple electorate for both Rick Perry and Herman Cain. Asked which GOP candidate they would definitely NOT support, 22% said Perry, and the same percentage said Cain. Just 10% said the same about Romney. Interestingly, among Republicans, just 10% said they would definitely not vote for Romney, compared to 26% who wouldn't vote for Rick Perry.

Something for everyone on health care at the Supreme Court: A majority wants to see all or some of the health care law overturned, and a different majority wants some or all of the health care law implemented.

With the Affordable Care Act headed to the Supreme Court, we offered Purple state voters three possible outcomes from the Court: decide that the entire law is unconstitutional and cannot be implemented, decide that parts of the law are unconstitutional, allowing Congress to revise those parts, or decide that the law is constitutional and can be implemented as is.

Like much national polling on the Affordable Care Act, the Purple poll finds the electorate in swing states to be strongly divided. Majorities do not want the law overturned by the Supreme Court, but majorities also oppose letting the law be fully implemented as it is. These findings indicate the difficult terrain that the Court – and the presidential candidates – will have to navigate on health care.

A small plurality (35%) say that they would like to see the Supreme Court rule that the law cannot be implemented. Twenty-six percent (26%) want to see the Court overturn some of the law and allow Congress to fix it, and 26% want it to be implemented as is.

Taken together, 61% want to see some or all of the law thrown out. But looked at a different way, 52% want to see some or all of it implemented.

As we might expect, there are strong partisan differences. Looking just at independents, 64% want to see some or all of the law thrown out, and 54% want to see some or all of it implemented.

Purple state voters are doubtful that the Supercommittee can succeed, and have plenty of blame (and credit) for everybody.

Voters doubt that the Supercommittee will be able to deliver a plan that provides at least \$1.2 trillion in savings in budget savings over the next 10 years. A strong majority (56%) say that the Supercommittee is NOT likely to come to agreement, and 38% saying it is likely. Democrats are the most optimistic that a deal can be reached, with a slight majority (56%) saying that a deal is likely to happen. By contrast, majorities of Republicans (70%) and independents (63%) believe that a deal is not likely.

If a deal is reached, the Purple Electorate will give Democrats just slightly more credit that Republicans for accomplishing the goal. Overall, 35% would credit "President Obama and Democrats in Congress," with 31% crediting the GOP, and 23% crediting both sides equally. Independent voters also would give a slight edge to Obama and Democrats for achieving the deal.

By contrast, if the Supercommittee fails to reach a deal, the Purple Electorate would divide the blame equally, with 36% blaming Obama and the Democrats, 35% blaming Congressional Republicans, and 23% blaming both equally.

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 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 Purple-Poll 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.

In addition to data from the overall Purple electorate, we divide the data in regional state clusters: "The Wild West" (CO, NV, NM), "The Heartland" (IA, MN, WI), "The Rust Belt" (NH, OH, PA) and "The Southern Swing" (NC, VA, FL). These groupings help provide more texture to our results.

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

The poll was fielded 11/13-11/17, using automated telephone interviews and RDD sample. Total weighted N size=1436 likely voters, margin of error +/-2.6. With regional oversamples, the margin of error for each regional state cluster is +/-4.0.

ABOUT PURPLE STRATEGIES

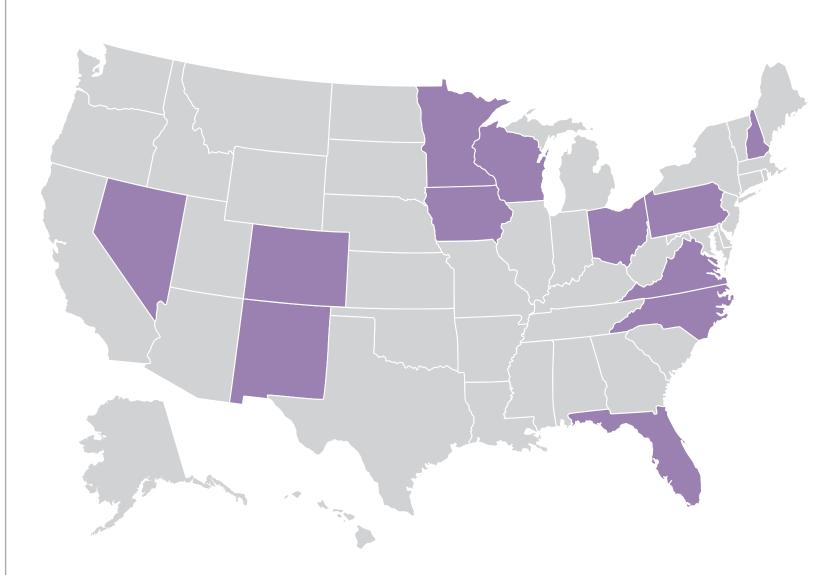
Purple is a fully integrated, bipartisan team that excels at merging red and blue perspectives to find effective strategic solutions. We look to build a consensus that will support a public affairs initiative, influence a debate or stimulate change. Our team includes experts in opinion research, strategic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







The Wild West: Colorado, Nevada, New Mexico
The Heartland: Iowa, Minnesota, Wisconsin
The Rust Belt: New Hampshire, Ohio, Pennsylvania
The Southern Swing: Florida, North Carolina, Virginia

OVERALL:

Right Direction/Wrong Track Right direction: 20% Wrong track: 71% Not sure: 9%

Obama Approval

Approve: **41%** (September: 41%) Disapprove: **52%** (September: 53%) Not sure: **6%** (September: 7%)

Romney Favorability Favorable: **30%** (September: 32%) Unfavorable: **45%** (September: 39%) Not sure: **25%** (September: 29%)

Gingrich Favorability Favorable: **33%** Unfavorable: **48%** Not sure: **19%**

Cain Favorability Favorable: 28% Unfavorable: 52% Not sure: 20%

2012: Obama vs. Romney Obama: **45%** (September: 43%) Romney: **45%** (September: 46%) Not sure: **11%** (September: 11%)

2012: Obama vs. Gingrich Obama: 46% Gingrich: 44% Not sure: 10%

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

Which 2012 Republican Voters Definitely NOT Support Romney: 10% Cain: 22% Gingrich: 15% Perry: 22% Not sure: 31%

Supreme Court on Health Care Law (PPACA) Unconstitutional/Cannot Implement: 35% Parts Unconstitutional/Congress Can Revise: 26% Constitutional/Can Implement: 26% Not sure: 13%

Super Committee Success Very likely: **12%** Somewhat likely: **26%** Not too likely: **34%** Not at all likely: **22%** Not sure: **6%**

Super Committee Success: Credit Obama and Democrats in Congress: **35%** Republicans in Congress: **31%** Both sides equally: **23%** Not sure: **11%**

Super Committee Failure: Blame Obama and Democrats in Congress: 36% Republicans in Congress: 35% Both sides equally: 23% Not sure: 6%

OVERALL

PURPLEPOLL November 2011



The Wild West ___

Right Direction/Wrong Track Right direction: 22% Wrong track: 69% Not sure: 8%

Obama Approval Approve: 42% Disapprove: 53% Not sure: 5%

Romney Favorability Favorable: 32% Unfavorable: 46% Not sure: 22%

Gingrich Favorability Favorable: 35% Unfavorable: 49% Not sure: 17%

Cain Favorability Favorable: 30% Unfavorable: 52% Not sure: 18%

2012: Obama vs. Romney Obama: 43% Romney: 43% Not sure: 14%

2012: Obama vs. Gingrich Obama: 46% Gingrich: 41% Not sure: 12%

Which 2012 Republican Voters **Definitely NOT Support** Romney: 13% Cain: 17% Gingrich: 16% Perry: 22% Not sure: 32%

Supreme Court on Health Care Law Unconstitutional/Cannot Implement: 39% Parts Unconstitutional/Congress Can Revise: 26% Constitutional/Can Implement: 21% Not sure: 14%

Super Committee Success Very likely: 14% Somewhat likely: 21% Not too likely: 36% Not at all likely: 21% Not sure: 8%

Super Committee Success: Credit Obama and Democrats in Congress: 33% Republicans in Congress: **30%** Both sides equally: 22% Not sure: 15%

Super Committee Failure: Blame Obama and Democrats in Congress: **41%** Republicans in Congress: 32% Both sides equally: 22% Not sure: 4%

The Heartland

Right Direction/Wrong Track Right direction: 20% Wrong track: 70% Not sure: 11%

Obama Approval Approve: 42% Disapprove: 50% Not sure: 8%

Romney Favorability Favorable: 29% Unfavorable: 42% Not sure: 29%

Gingrich Favorability Favorable: 26% Unfavorable: 52% Not sure: 22%

Cain Favorability Favorable: 20% Unfavorable: 56% Not sure: 23%

2012: Obama vs. Romney Obama: 46% Romney: **43%** Not sure: 12%

2012: Obama vs. Gingrich Obama: 47% Gingrich: 39% Not sure: 15%

Cain: 23%

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By Region 1 of 2

Which 2012 Republican Voters **Definitely NOT Support** Romney: 14% Gingrich: **12%** Perry: 22% Not sure: 28%

Supreme Court on Health Care Law Unconstitutional/Cannot Implement: 31% Parts Unconstitutional/Congress Can Revise: 29% Constitutional/Can Implement: 28% Not sure: 12%

Super Committee Success Very likely: 8% Somewhat likely: 27% Not too likely: 40% Not at all likely: 19% Not sure: 6%

Super Committee Success: Credit Obama and Democrats in Congress: 35% Republicans in Congress: 30% Both sides equally: 22% Not sure: 13%

Super Committee Failure: Blame Obama and Democrats in Congress: **35%** Republicans in Congress: 37% Both sides equally: 21% Not sure: 7%

BY REGION

PURPLEPOLL November 2011



The Rust Belt _

Right Direction/Wrong Track Right direction: 17% Wrong track: 74% Not sure: 9%

Obama Approval Approve: 40% Disapprove: 54% Not sure: 6%

Romney Favorability Favorable: 29% Unfavorable: 47% Not sure: 25%

Gingrich Favorability Favorable: 31% Unfavorable: 53% Not sure: 16%

Cain Favorability Favorable: 22% Unfavorable: 59% Not sure: 19%

2012: Obama vs. Romney Obama: 45% Romney: 45% Not sure: 10%

2012: Obama vs. Gingrich Obama: 47% Gingrich: 44% Not sure: 9%

Which 2012 Republican Voters **Definitely NOT Support** Romney: 6% Cain: 26% Gingrich: 16% Perry: 19% Not sure: 33%

Supreme Court on Health Care Law Unconstitutional/Cannot Implement: 32% Parts Unconstitutional/Congress Can Revise: 28% Constitutional/Can Implement: 27% Not sure: 13%

Super Committee Success Very likely: 8% Somewhat likely: 25% Not too likely: 41% Not at all likely: 21% Not sure: 4%

Super Committee Success: Credit Obama and Democrats in Congress: 34% Republicans in Congress: 29% Both sides equally: 26% Not sure: 11%

Super Committee Failure: Blame Obama and Democrats in Congress: 33% Republicans in Congress: 36% Both sides equally: 24% Not sure: 6%

The Southern Swing

Right Direction/Wrong Track Right direction: 20% Wrong track: 73% Not sure: 7%

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

Romney Favorability Favorable: 32% Unfavorable: 42% Not sure: 26%

Gingrich Favorability Favorable: 37% Unfavorable: 44% Not sure: 19%

Cain Favorability Favorable: 35% Unfavorable: 48% Not sure: **17%**

2012: Obama vs. Romney Obama: 43% Romney: 46% Not sure: 11%

2012: Obama vs. Gingrich Obama: 46% Gingrich: 46% Not sure: 9%

Cain: 20%

Super Committee Success Very likely: 13% Somewhat likely: 30% Not too likely: 30% Not at all likely: 23% Not sure: 5%

Super Committee Failure: Blame Obama and Democrats in Congress: 37% Republicans in Congress: 35% Both sides equally: 22% Not sure: 6%

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By Region 2 of 2

Which 2012 Republican Voters **Definitely NOT Support** Romney: 9% Gingrich: 17% Perry: 22% Not sure: 32%

Supreme Court on Health Care Law Unconstitutional/Cannot Implement: 38% Parts Unconstitutional/Congress Can Revise: 23% Constitutional/Can Implement: 27% Not sure: 12%

Super Committee Success: Credit Obama and Democrats in Congress: 36% Republicans in Congress: 32% Both sides equally: 24% Not sure: 9%

BY REGION

PURPLEPOLL Vovember 2011



The Wild West: Colorado, Nevada, New Mexico

- The Heartland: Iowa, Minnesota, Wisconsin
- The Rust Belt: New Hampshire, Ohio, Pennsylvania
- The Southern Swing: Florida, North Carolina, Virginia

Complete Questionnaire		%	%	Region				Ger	nder	Party			Education	
		Total	Sept'11					Male	Female	GOP	Ind	Dem	Non-Coll	l Col
going in the right direction or are they	Right direction	20	_	22	20	17	20	21	19	7	18	33	20	20
	Wrong track	71	_	69	70	74	73	73	69	88	74	53	70	72
	Not sure	9	—	8	11	9	7	6	12	5	7	15	11	8
Do you approve or disapprove of the job Barack Obama is doing as president?	Approve	41	41	42	42	40	43	38	44	10	37	74	42	4
	Disapprove	52	53	53	50	54	51	57	48	85	56	18	51	5
	Not sure	6	7	5	8	6	6	5	7	5	7	8	7	5
		0.0	0.0	0.0	00	00	00	01	00	(0	00	10	07	
Do you have a favorable or unfavorable view of Mitt Romney?	Favorable	30	32	32	29	29	32	31	28	42	32	18	27	3
	Unfavorable	45	39	46	42	47	42	50	41	28	49	59	45	
- -	Not sure	25	29	22	29	25	26	19	31	30	20	24	28	2
	Favorable	33		35	26	31	37	39	27	56	31	13	32	3
Do you have a favorable or unfavorable view of Newt Gingrich?	Unfavorable	48		49	52	53	44	50	46	24	53	67	45	
	Not sure	19		17	22	16	19	11	27	24	16	21	23	
				17	LL	10	17	11	27	20	10	21	20	
Do you have a favorable or unfavorable view of Herman Cain?	Favorable	28	_	30	20	22	35	35	23	46	27	14	27	3
	Unfavorable	52	—	52	56	59	48	50	53	32	57	68	51	5
	Not sure	20	—	18	23	19	17	15	24	22	16	18	23	1
				_										
If the 2012 presidential election were held today and the candidates were: Democrat Barack Obama and Republican Mitt Romney, for whom would you vote?	Obama	45	43	43	46	45	43	40	49	10	42	80	46	4
	Romney	45	46	43	43	45	46	48	42	80	45	13	42	4
	Not sure	11	11	14	12	10	11	12	10	11	13	8	12	
					(=			(0)	F 0	4.4	(0)	0.0		
the candidates were: Democrat Barack Obama and	Obama	46	—	46	47	47	46	42	50	11	43	82	46	- 4
	Gingrich	44		41	39	44	46	49	40	78	44	12	41	4
Republican Newt Gingrich, for whom would you vote?	Not sure	10	—	12	15	9	9	10	10	11	13	6	12	

Fielded 11/13-11/17, using automated telephone interviews and RDD sample. Total N size=1436 likely voters, margin of error +/-2.6. Regional margins of errors (with oversamples) are +/-4.0.

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Questionnaire 1 of 2

QUESTIONNAIRE

PURPLEPOLL November 2011



The Wild West: Colorado, Nevada, New Mexico

- The Heartland: Iowa, Minnesota, Wisconsin
- **The Rust Belt:** New Hampshire, Ohio, Pennsylvania
- The Southern Swing: Florida, North Carolina, Virginia

Complete Questionnaire		%	%	Region				Gender		Party			Education	
		Total	Sept 11				P	Male	Female	GOP	Ind	Dem	Non-Coll	Coll
Of the following Republican candidates for president, which one would you DEFINITELY not support?	Romney	10		13	14	6	9	11	9	10	10	10	11	9
	Cain	22	_	17	23	26	20	19	25	18	21	28	24	20
	Gingrich	15	_	16	12	16	17	16	14	6	16	22	15	15
	Perry	22	_	22	22	19	22	25	19	26	22	19	18	27
	Not sure	31	_	32	28	33	32	29	33	40	30	21	32	30
whether the health care law — also known as the	Unconstitutional/Cannot Implement	35	_	39	31	32	38	39	31	57	36	14	33	38
	Parts Unconstitutional/Congress Can Revise	26	_	26	29	28	23	25	26	24	28	26	28	22
	Constitutional/Can Implement	26	—	21	28	27	27	27	26	9	26	43	23	30
	Not sure	13	—	14	12	13	12	9	17	10	10	17	16	9
President Obama have created a Super Committee to provide a recommendation for reducing the federal budget deficit by at least 1.2 trillion dollars over 10 years.	Very likely	12	-	14	8	8	13	13	11	6	9	20	15	8
	Somewhat likely	26	-	21	27	25	30	23	28	17	24	36	29	22
	Not too likely	34	—	36	40	41	30	33	36	40	39	26	30	41
	Not at all likely	22	—	21	19	21	23	29	16	30	24	12	20	24
	Not sure	6	_	8	6	4	5	3	9	6	5	7	7	5
											1		1	1
If the Super Committee <u>succeeds</u> in recommending deficit reductions, to which group would you give more <u>credit?</u>	Obama and Democrats in Congress	35	—	33	35	34	36	32	37	10	30	62	38	31
	Republicans in Congress	31	_	30	30	29	32	33	29	58	27	8	31	30
	Both sides equally	23	_	22	22	26	24	26	21	19	30	22	21	27
	Not sure	11	_	15	13	11	9	9	13	13	13	7	11	11
									· · · · · · · · · · · · · · · · · · ·			1	1	
If the Super Committee fails to recommend at least 1.2 trillion dollars in deficit reduction, to which group would you give more blame?	Obama and Democrats in Congress	36	—	41	35	33	37	38	33	62	33	13	35	37
	Republicans in Congress	35		32	37	36	35	34	36	10	34	61	34	37
	Both sides equally	23		22	21	24	22	23	23	23	28	18	23	22
	Not sure	6	_	4	7	6	6	5	8	5	5	8	8	5

Fielded 11/13-11/17, using automated telephone interviews and RDD sample. Total N size=1436 likely voters, margin of error +/-2.6. Regional margins of errors (with oversamples) are +/-4.0.

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Questionnaire 2 of 2

QUESTIONNAIRE