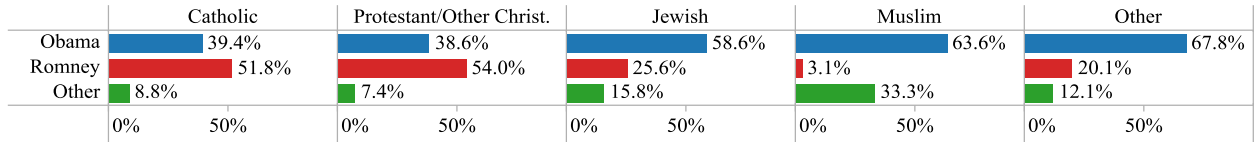


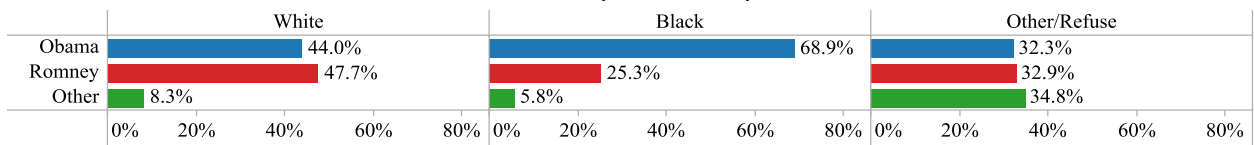
Contact: Doug Kaplan, 407-242-1870

Presidential Race by Religious Affiliation, Just Likely Voter



Margin of Error = +/-3.2

Presidential Race by Race, Just Likely Voter



Margin of Error = +/-3.2

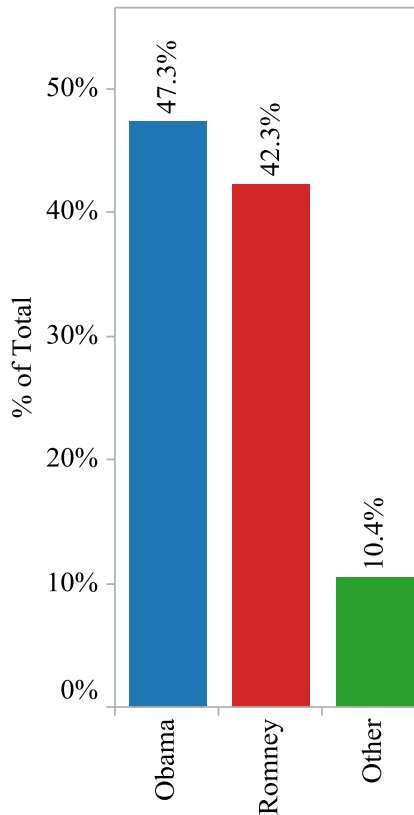
Executive Summary

On October 5 – 8, 2012, Gravis Marketing, a non-partisan research firm, conducted a survey of 1,122 likely voters in Michigan regarding their vote for a given Presidential candidate.

Overall, Obama holds a 46.0% to 44.4% lead among likely voters and a 47.3% to 42.3% among registered voters. The poll carries a margin of error of plus or minus 3.2%.

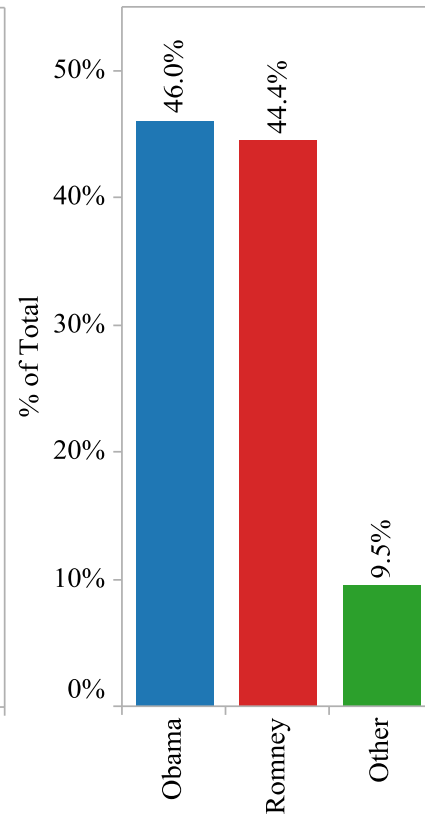
Obama's lead in Michigan is according to race and religious affiliation is shown in the top two graphs. Romney holds a 3.7% lead

Presidential Race, Registered Voter



Margin of Error = +/- 3.2

Presidential Race, Just Likely Voter



Margin of Error = +/-3.2

among Whites, while Obama has a 43.6% advantage among African American voters. When it comes to religious affiliation, Romney has the lead among Catholics and Other Christians, while Obama has the lead among Muslim, Jews, and not affiliated voters. A summary of the results and the crosstabs is presented in the following pages.

Summary Results	
Party	Percent of total
Democrat	36.5%
Other	32.3%
Republican	31.2%
Race	
White	83.4%
African American	10.9%
Other	5.6%
Religious affiliation	
Oth.Christian/Prot.	46.0%
Catholic	28.3%
Other	21.7%
Muslim	2.1%
Jewish	2.0%
Age group	
50-64	38.1%
30-49	29.0%
65+	18.5%
18-29	14.4%
Sex	
Men	47.4%
Women	52.6%
President	
Obama	46.0%
Romney	44.4%
Unsure/Other	9.5%

Survey Questions

1. Are you registered to vote? (Yes, No)
2. How likely are you to vote in this year's presidential elections? (Very unlikely, Unlikely, Somewhat unlikely, Somewhat likely, Likely, Very likely)
3. In which party are you either registered to vote or do you consider yourself a member of? (Democrat, Republican, independent or minority party)
4. What race do you identify yourself as? (White/Caucasian, African-American, Hispanic, Asian, Other)
5. Which of the following best represents your religious affiliation? (Roman Catholic, Protestant/other non-denominational Christian, Jewish, Muslim, Other/no affiliation)
7. What is your Gender? (Male, Female)
8. If the election for President of the United States were held today, whom would you vote for?

Note: the statistical methodology comprised weighing the polled groups for anticipated voting proportions for the 2012 General Election. The poll was conducted by automated telephone call of registered voters in the state of Michigan.