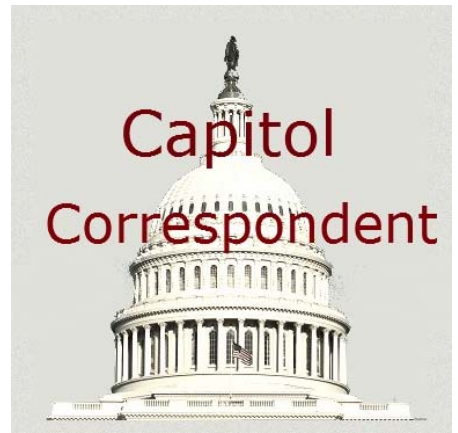




Missouri Results

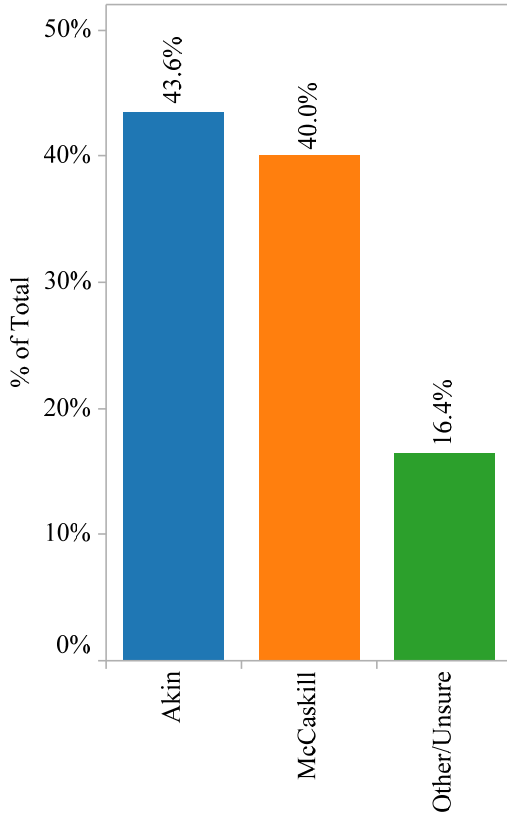
For 9/15/2012—9/16/2012



Contact: Doug Kaplan, 407-242-1870

Senate race

Akin, McCaskill, Other/Unsure?

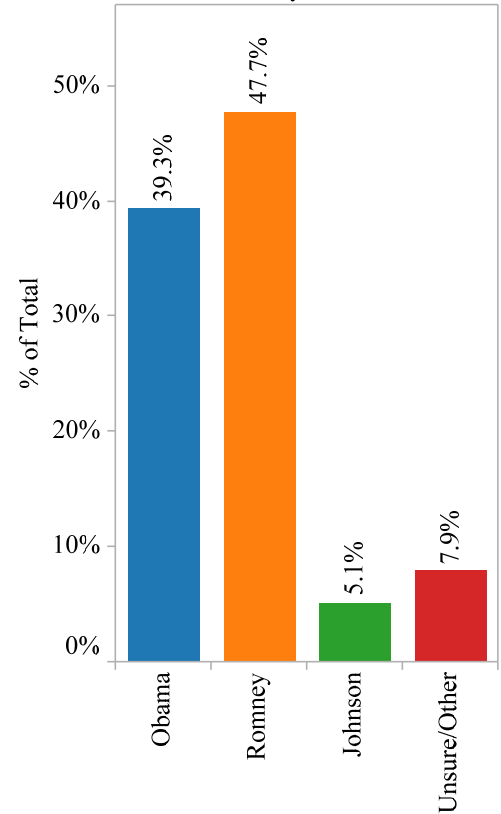


Executive Summary

Gravis Marketing, a non-partisan research firm, and Capitol Correspondent conducted a telephone survey of 1,959 likely voters in the state of Missouri on the afternoon and evening of September 16th and 17th, 2012. The questions dealt with the upcoming Presidential and Senate races in the state. The full list of questions are given on page 3. Overall, Romney holds a 47.7% to a 39.3% lead over Obama, with a margin of error of about 2.3%. The Romney lead of 8.4% is decrease of 4.4% from a 12.8% lead at the end of August.

Presidential race

Obama, Romney, Johnson, Other?



In the race for the Senate seat between Todd Akin and Claire McCaskill, Akin holds a 43.6% to 40.0% advantage.

Analysis

How does the race look according to party?

When looking at the presidential race according to party (see page 2), Romney holds a 2.1% lead among party adherents, with a 4.8% lead in party affiliation vote switching (7.3% versus Obama's 2.5%).

Contact: Doug Kaplan, 407-242-1870

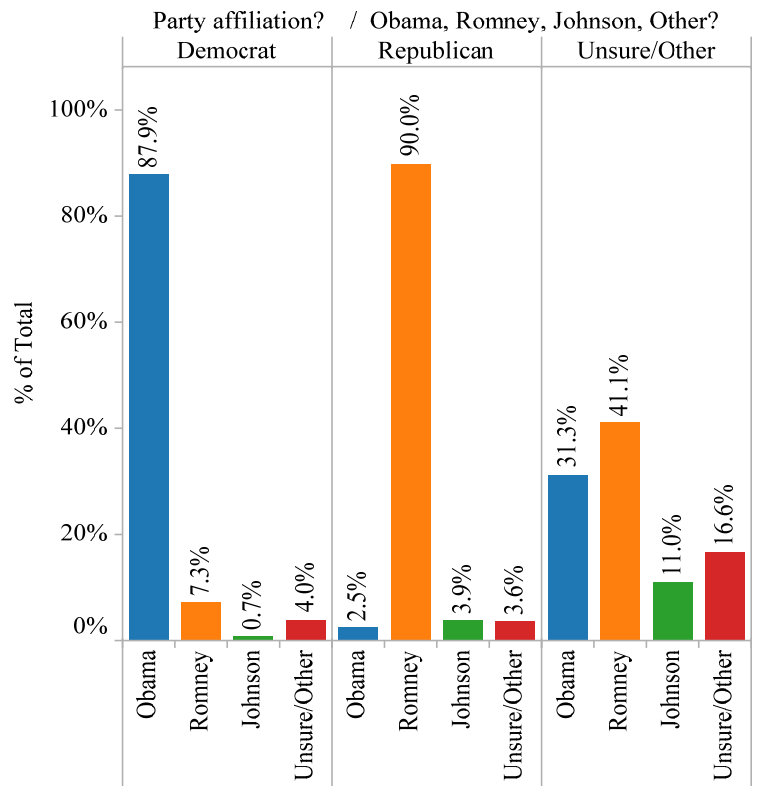


Contact: Doug Kaplan, 407-242-1870

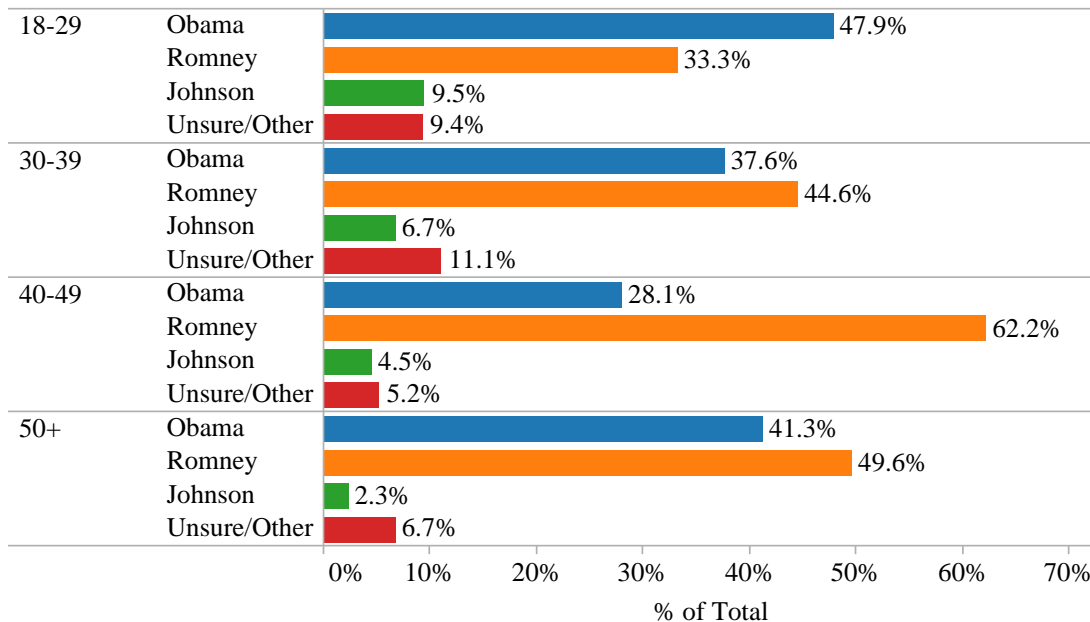
How about the race according the age group?

On the whole, Romney leads among all age groups above 30, while Obama holds a 14.6% lead among voters aged 18-29. Romney's lead is strongest among 40 to 49 year olds, capturing 62.28% of the vote, while his lead is the weakest among the 30 to 39 year olds, capturing 44.6% of the vote to Obama's 37.6%. Interestingly, adding the largest group of unsure or other candidate voters are individuals under 40 years of age, perhaps indicating hesitancy to commit to Obama. Also, adding Libertarian candidate Gary Johnson to the mix comes more heavily at the expense of potential young Romney voters, with 9.5% of 18-29 year olds opting for Johnson and 6.7% of 30 to 39 year olds indicating they plan to vote for Mr. Johnson; Johnson receives the least amount of support among older Americans, receiving only 2.3% of the 50+ age group.

Political affiliation and the presidential race



The presidential race according to religious affiliation and age group





Missouri Results

For 9/16/2012—9/17/2012



Contact: Doug Kaplan, 407-242-1870

1. Are you registered to vote?
2. How likely are you to vote in this year's presidential elections?
3. In which party are you either registered to vote or do you consider yourself a member of?
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)?
6. How old are you (18-29/30-39/41-49/50+)?
7. What is your gender?
8. Do you approve of Barack Obama's general performance as president?
9. Do you have a favorable or unfavorable opinion of Mitt Romney?
10. If the presidential election was held today and the candidates were Democrat Barack Obama, Republican Mitt Romney, and Libertarian Gary Johnson, for whom would you vote?
11. If the election were held today, who would you vote for in the Senate race?

The results were weighted by the anticipated voting groups in the upcoming 2012 election.

Contact: Doug Kaplan, 407-242-1870

Data Summaries

Party affiliation	
Democrat	33.0%
Other/Unsure	32.0%
Republican	35.0%
Race	
Black	13.3%
Other	9.7%
White	77.0%
Religious affiliation	
Catholic	25.1%
Jewish	2.8%
Muslim	2.3%
Other/Not affiliated	17.1%
Protestant/Other Christian	52.7%
Age group	
18-29	20.5%
30-39	20.4%
40-49	18.9%
50+	40.1%
Sex	
Male	48.5%
Female	51.5%
Approve of Obama?	
Approve	36.8%
Disapprove	54.5%
Unsure	8.7%
Favorable opinion of Romney?	
Favorable	41.9%
Unfavorable	15.9%
Unsure	42.2%
Obama, Romney, Johnson, Other?	
Johnson	5.1%
Obama	39.3%
Other	7.9%
Romney	47.7%
Akin, McCaskill, Other?	
Other/Unsure	43.6%
McCaskill	40.0%
Akin	16.4%

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 > favorableopinionofromney obamaromneyjohnsonother akinmccaskillotherunsure, c
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-> **tabulation of partyaffiliation by race**

Party affiliation?	Race?			Total
	Black	Other	White	
Democrat	7.08	2.40	23.58	33.06
Independent/Other	3.75	4.83	23.10	31.69
Republican	2.50	2.44	30.31	35.25
Total	13.33	9.67	77.00	100.00

Pearson chi2(4) = 229.5810 Pr = 0.000
 likelihood-ratio chi2(4) = 222.2791 Pr = 0.000

-> **tabulation of partyaffiliation by religiousaffiliation**

Party affiliation?	Religious affiliation?				
	Catholic	Jewish	Muslim	Not affil	Protestan
Total					
Democrat	9.38	0.95	0.80	7.27	14.48
Independent/Other	8.26	1.06	1.35	7.10	13.91
Republican	7.50	0.78	0.13	2.70	24.32
Total	25.15	2.79	2.28	17.08	52.70

Pearson chi2(8) = 335.9506 Pr = 0.000
 likelihood-ratio chi2(8) = 360.4095 Pr = 0.000

-> **tabulation of partyaffiliation by agegroup**

Party affiliation?	Age group?				Total
	18-29	30-39	40-49	50+	
Democrat	8.61	5.10	5.22	13.80	32.73
Independent/Other	5.63	7.42	6.52	12.22	31.79
Republican	6.29	7.93	7.19	14.07	35.48
Total	20.53	20.45	18.93	40.09	100.00

Pearson chi2(6) = 77.5359 Pr = 0.000
 likelihood-ratio chi2(6) = 77.6357 Pr = 0.000

-> **tabulation of partyaffiliation by sex**

Party affiliation?	Sex?		Total
	Female	Male	
Democrat	18.31	14.33	32.63
Independent/Other	13.60	18.20	31.80
Republican	19.61	15.95	35.56
Total	51.52	48.48	100.00

Pearson chi2(2) = 67.0900 Pr = 0.000
 likelihood-ratio chi2(2) = 67.2243 Pr = 0.000

-> tabulation of partyaffiliation by approveofobama

Party affiliation?	Approve of Obama?			Total
	Approve	Disapprov	Other/Uns	
Democrat	26.76	3.57	2.06	32.39
Independent/Other	9.14	17.04	5.68	31.86
Republican	0.90	33.86	0.99	35.75
Total	36.80	54.46	8.73	100.00

Pearson chi2(4) = 2.6e+03 Pr = 0.000
 likelihood-ratio chi2(4) = 3.0e+03 Pr = 0.000

-> tabulation of partyaffiliation by favorableopinionofromney

Party affiliation?	Favorable opinion of Romney?			Total
	Favorable	Other/Uns	Unfavorab	
Democrat	3.03	3.68	25.64	32.36
Independent/Other	10.44	7.58	13.71	31.73
Republican	28.44	4.64	2.84	35.91
Total	41.91	15.90	42.19	100.00

Pearson chi2(4) = 2.0e+03 Pr = 0.000
 likelihood-ratio chi2(4) = 2.2e+03 Pr = 0.000

-> tabulation of partyaffiliation by obamaromneyjohnsonother

Party affiliation?	Obama, Romney, Johnson, Other?				Total
	Johnson	Obama	Other/Uns	Romney	
Democrat	0.24	28.57	1.31	2.37	32.48
Independent/Other	3.46	9.88	5.24	12.95	31.53
Republican	1.39	0.89	1.31	32.40	35.99
Total	5.09	39.34	7.85	47.72	100.00

Pearson chi2(6) = 3.0e+03 Pr = 0.000
 likelihood-ratio chi2(6) = 3.3e+03 Pr = 0.000

-> tabulation of partyaffiliation by akinmccaskillotherunsure

Party affiliation?	Akin, McCaskill, Other/Unsure?			Total
	Akin	McCaskill	Other/Uns	
Democrat	3.07	26.18	3.02	32.27
Independent/Other	12.23	11.30	8.19	31.72
Republican	28.26	2.52	5.23	36.00
Total	43.55	40.00	16.45	100.00

Pearson chi2(4) = 2.0e+03 Pr = 0.000
 likelihood-ratio chi2(4) = 2.2e+03 Pr = 0.000

-> tabulation of race by religiousaffiliation

Race?	Religious affiliation?					Total
	Catholic	Jewish	Muslim	Not affil	Protestan	
Black	1.46	1.65	1.06	1.71	7.27	13.14
Other	1.71	0.34	0.70	2.94	3.97	9.66
White	21.98	0.80	0.53	12.43	41.46	77.20
Total	25.15	2.79	2.28	17.08	52.70	100.00

Pearson chi2(8) = 576.5716 Pr = 0.000
 likelihood-ratio chi2(8) = 458.1389 Pr = 0.000

-> tabulation of race by agegroup

Race?	Age group?				Total
	18-29	30-39	40-49	50+	
Black	3.62	3.35	2.49	3.45	12.92
Other	3.30	2.35	1.94	2.05	9.64
White	13.60	14.75	14.50	34.58	77.44
Total	20.53	20.45	18.93	40.09	100.00

Pearson chi2(6) = 175.9945 Pr = 0.000
 likelihood-ratio chi2(6) = 178.5012 Pr = 0.000

-> tabulation of race by sex

Race?	Sex?		Total
	Female	Male	
Black	6.22	6.74	12.96
Other	3.61	5.90	9.52
White	41.68	35.84	77.52
Total	51.52	48.48	100.00

Pearson chi2(2) = 42.9657 Pr = 0.000
 likelihood-ratio chi2(2) = 43.1990 Pr = 0.000

-> tabulation of race by approveofobama

Race?	Approve of Obama?			Total
	Approve	Disapprov	Other/Uns	
Black	7.12	5.40	0.22	12.73
Other	3.08	4.54	1.96	9.57
White	26.61	44.53	6.56	77.69
Total	36.80	54.46	8.73	100.00

Pearson chi2(4) = 196.9626 Pr = 0.000
 likelihood-ratio chi2(4) = 188.0502 Pr = 0.000

-> tabulation of race by favorableopinionofromney

Race?	Favorable opinion of Romney?			Total
	Favorable	Other/Uns	Unfavorab	
Black	4.01	1.13	7.65	12.78
Other	2.92	2.47	4.25	9.64
White	34.98	12.30	30.30	77.58
Total	41.91	15.90	42.19	100.00

Pearson chi2(4) = 135.8166 Pr = 0.000
 likelihood-ratio chi2(4) = 133.2563 Pr = 0.000

-> tabulation of race by obamaromneyjohnsonother

Race?	Obama, Romney, Johnson, Other?				Total
	Johnson	Obama	Other/Uns	Romney	
Black	1.70	7.14	0.74	3.26	12.84
Other	0.70	3.59	1.39	3.68	9.36
White	2.70	28.61	5.72	40.77	77.81
Total	5.09	39.34	7.85	47.72	100.00

Pearson chi2(6) = 261.2509 Pr = 0.000
 likelihood-ratio chi2(6) = 242.2692 Pr = 0.000

-> tabulation of race by akinmccaskillotherunsure

Race?	Akin, McCaskill, Other/Unsure?			Total
	Akin	McCaskill	Other/Uns	
Black	4.28	7.13	1.55	12.96
Other	4.55	3.40	1.52	9.47
White	34.72	29.47	13.38	77.57
Total	43.55	40.00	16.45	100.00

Pearson chi2(4) = 65.1933 Pr = 0.000
 likelihood-ratio chi2(4) = 63.8569 Pr = 0.000

-> tabulation of religiousaffiliation by agegroup

Religious affiliation?	Age group?				Total
	18-29	30-39	40-49	50+	
Catholic	6.16	3.92	5.52	9.62	25.22
Jewish	1.09	0.60	0.47	0.62	2.77
Muslim	0.77	1.19	0.00	0.34	2.30
Not affiliated/Other	2.90	5.33	3.41	5.31	16.95
Protestant/Other Chri	9.62	9.40	9.53	24.20	52.75
Total	20.53	20.45	18.93	40.09	100.00

Pearson chi2(12) = 264.1188 Pr = 0.000
 likelihood-ratio chi2(12) = .

-> tabulation of religiousaffiliation by sex

Religious affiliation?	Sex?		Total
	Female	Male	
Catholic	13.47	11.66	25.13
Jewish	2.22	0.56	2.78
Muslim	0.98	1.33	2.31
Not affiliated/Other	7.31	9.69	17.00
Protestant/Other Chri	27.52	25.26	52.78
Total	51.52	48.48	100.00

Pearson chi2(4) = 71.1235 Pr = 0.000
 likelihood-ratio chi2(4) = 74.4371 Pr = 0.000

-> tabulation of religiousaffiliation by approveofobama

Religious affiliation?	Approve of Obama?			Total
	Approve	Disapprov	Other/Uns	
Catholic	9.27	12.93	2.60	24.80
Jewish	0.69	2.04	0.06	2.80
Muslim	1.38	0.54	0.39	2.30
Not affiliated/Other	9.94	5.36	1.81	17.10
Protestant/Other Chri	15.53	33.60	3.87	53.00
Total	36.80	54.46	8.73	100.00

Pearson chi2(8) = 326.2611 Pr = 0.000
 likelihood-ratio chi2(8) = 330.1499 Pr = 0.000

-> tabulation of religiousaffiliation by favorableopinionofromney

Religious affiliation?	Favorable opinion of Romney?			Total
	Favorable	Other/Uns	Unfavorab	
Catholic	10.94	2.90	10.61	24.45
Jewish	1.56	0.15	1.10	2.82
Muslim	0.52	0.61	1.19	2.32
Not affiliated/Other	3.01	2.60	11.61	17.22
Protestant/Other Chri	25.88	9.64	17.67	53.19
Total	41.91	15.90	42.19	100.00

Pearson chi2(8) = 362.4717 Pr = 0.000
 likelihood-ratio chi2(8) = 382.4749 Pr = 0.000

-> tabulation of religiousaffiliation by obamaromneyjohnsonother

Religious affiliation?	Obama, Romney, Johnson, Other?				Total
	Johnson	Obama	Other/Uns	Romney	
Catholic	0.83	9.66	2.76	11.31	24.56
Jewish	0.67	0.85	0.02	1.28	2.83
Muslim	0.70	1.09	0.09	0.15	2.02
Not affiliated/Other	1.33	10.53	0.89	4.53	17.28
Protestant/Other Chri	1.57	17.21	4.09	30.44	53.31
Total	5.09	39.34	7.85	47.72	100.00

Pearson chi2(12) = 607.6521 Pr = 0.000
 likelihood-ratio chi2(12) = 501.9439 Pr = 0.000

-> tabulation of religiousaffiliation by akinmccaskillotherunsure

Religious affiliation?	Akin, McCaskill, Other/Unsure?			Total
	Akin	McCaskill	Other/Uns	
Catholic	10.66	9.91	3.93	24.50
Jewish	1.35	0.62	0.91	2.87
Muslim	0.86	1.19	0.00	2.05
Not affiliated/Other	4.13	9.74	3.55	17.42
Protestant/Other Chri	26.56	18.54	8.06	53.16
Total	43.55	40.00	16.45	100.00

Pearson chi2(8) = 222.1437 Pr = 0.000
 likelihood-ratio chi2(8) = .

-> tabulation of agegroup by sex

Age group?	Sex?		Total
	Female	Male	
18-29	9.00	11.46	20.47
30-39	9.71	10.80	20.51
40-49	10.27	8.73	18.99
50+	22.54	17.49	40.03
Total	51.52	48.48	100.00

Pearson chi2(3) = 47.8533 Pr = 0.000
 likelihood-ratio chi2(3) = 47.9290 Pr = 0.000

-> tabulation of agegroup by approveofobama

Age group?	Approve of Obama?			Total
	Approve	Disapprov	Other/Uns	
18-29	8.56	9.10	2.93	20.59
30-39	7.10	11.21	2.02	20.33
40-49	5.72	12.67	0.62	19.01
50+	15.42	21.49	3.16	40.07
Total	36.80	54.46	8.73	100.00

Pearson chi2(6) = 128.0573 Pr = 0.000
 likelihood-ratio chi2(6) = 132.4150 Pr = 0.000

-> tabulation of agegroup by favorableopinionofromney

Age group?	Favorable opinion of Romney?			Total
	Favorable	Other/Uns	Unfavorab	
18-29	7.32	2.17	10.94	20.42
30-39	6.95	4.89	8.47	20.32
40-49	10.46	2.56	6.13	19.15
50+	17.18	6.28	16.66	40.11
Total	41.91	15.90	42.19	100.00

Pearson chi2(6) = 166.7873 Pr = 0.000
 likelihood-ratio chi2(6) = 161.7807 Pr = 0.000

-> tabulation of agegroup by obamaromneyjohnsonother

Age group?	Obama, Romney, Johnson, Other?				Total
	Johnson	Obama	Other/Uns	Romney	
18-29	1.91	9.68	1.89	6.72	20.21
30-39	1.37	7.68	2.26	9.09	20.41
40-49	0.87	5.40	1.00	11.97	19.23
50+	0.94	16.58	2.70	19.93	40.14
Total	5.09	39.34	7.85	47.72	100.00

Pearson chi2(9) = 225.6332 Pr = 0.000
 likelihood-ratio chi2(9) = 228.2680 Pr = 0.000

-> tabulation of agegroup by akinmccaskillotherunsure

Age group?	Akin, McCaskill, Other/Unsure?			Total
	Akin	McCaskill	Other/Uns	
18-29	9.09	8.26	2.74	20.09
30-39	8.01	7.42	4.99	20.42
40-49	9.27	6.27	3.82	19.36
50+	17.17	18.06	4.90	40.13
Total	43.55	40.00	16.45	100.00

Pearson chi2(6) = 101.8860 Pr = 0.000
 likelihood-ratio chi2(6) = 99.6249 Pr = 0.000

-> tabulation of sex by approveofobama

Sex?	Approve of Obama?			Total
	Approve	Disapprov	Other/Uns	
Female	18.24	28.18	5.21	51.62
Male	18.56	26.29	3.53	48.38
Total	36.80	54.46	8.73	100.00

Pearson chi2(2) = 13.2847 Pr = 0.001
 likelihood-ratio chi2(2) = 13.3640 Pr = 0.001

-> tabulation of sex by favorableopinionofromney

Sex?	Favorable opinion of Romney?			Total
	Favorable	Other/Uns	Unfavorab	
Female	20.66	9.79	21.03	51.48
Male	21.25	6.11	21.16	48.52
Total	41.91	15.90	42.19	100.00

Pearson chi2(2) = 35.7348 Pr = 0.000
 likelihood-ratio chi2(2) = 36.0625 Pr = 0.000

-> tabulation of sex by obamaromneyjohnsonother

Sex?	Obama, Romney, Johnson, Other?				Total
	Johnson	Obama	Other/Uns	Romney	
Female	2.15	19.87	5.20	24.06	51.28
Male	2.94	19.47	2.65	23.65	48.72
Total	5.09	39.34	7.85	47.72	100.00

Pearson chi2(3) = 40.7993 Pr = 0.000
 likelihood-ratio chi2(3) = 41.4875 Pr = 0.000

-> tabulation of sex by akinmccaskillotherunsure

Sex?	Akin, McCaskill, Other/Unsure?			Total
	Akin	McCaskill	Other/Uns	
Female	18.72	21.50	10.64	50.86
Male	24.83	18.50	5.81	49.14
Total	43.55	40.00	16.45	100.00

Pearson chi2(2) = 112.1644 Pr = 0.000
 likelihood-ratio chi2(2) = 113.2302 Pr = 0.000

-> tabulation of approveofobama by favorableopinionofromney

Approve of Obama?	Favorable opinion of Romney?			Total
	Favorable	Other/Uns	Unfavorab	
Approve	1.52	3.42	31.58	36.52
Disapprove	39.85	8.43	6.41	54.69
Other/Unsure	0.54	4.05	4.20	8.79
Total	41.91	15.90	42.19	100.00

Pearson chi2(4) = 2.9e+03 Pr = 0.000
 likelihood-ratio chi2(4) = 3.2e+03 Pr = 0.000

-> tabulation of approveofobama by obamaromneyjohnsonother

Approve of Obama?	Obama, Romney, Johnson, Other?				Total
	Johnson	Obama	Other/Uns	Romney	
Approve	0.67	35.29	0.44	0.26	36.66
Disapprove	4.03	1.24	3.63	45.91	54.81
Other/Unsure	0.39	2.81	3.79	1.54	8.53
Total	5.09	39.34	7.85	47.72	100.00

Pearson chi2(6) = 4.6e+03 Pr = 0.000
 likelihood-ratio chi2(6) = 5.2e+03 Pr = 0.000

-> tabulation of approveofobama by akinmccaskillotherunsure

Approve of Obama?	Akin, McCaskill, Other/Unsure?			Total
	Akin	McCaskill	Other/Uns	
Approve	1.88	32.56	2.41	36.84
Disapprove	39.60	4.39	10.97	54.97
Other/Unsure	2.08	3.05	3.07	8.19
Total	43.55	40.00	16.45	100.00

Pearson chi2(4) = 2.9e+03 Pr = 0.000
 likelihood-ratio chi2(4) = 3.2e+03 Pr = 0.000

-> tabulation of favorableopinionofromney by obamaromneyjohnsonother

Favorable opinion of Romney?	Obama, Romney, Johnson, Other?				Total
	Johnson	Obama	Other/Uns	Romney	
Favorable	1.33	1.54	0.39	38.77	42.04
Other/Unsure	0.96	3.70	4.00	6.96	15.62
Unfavorable	2.81	34.09	3.46	1.98	42.34
Total	5.09	39.34	7.85	47.72	100.00

Pearson chi2(6) = 3.5e+03 Pr = 0.000
 likelihood-ratio chi2(6) = 4.0e+03 Pr = 0.000

-> tabulation of favorableopinionofromney by akinmccaskillotherunsure

Favorable opinion of Romney?	Akin, McCaskill, Other/Unsure?			Total
	Akin	McCaskill	Other/Uns	
Favorable	33.75	2.80	5.74	42.30
Other/Unsure	4.94	4.75	5.58	15.28
Unfavorable	4.86	32.45	5.12	42.43
Total	43.55	40.00	16.45	100.00

Pearson chi2(4) = 2.4e+03 Pr = 0.000
 likelihood-ratio chi2(4) = 2.6e+03 Pr = 0.000

-> tabulation of obamaromneyjohnsonother by akinmccaskillotherunsure

Obama, Romney, Johnson, Other?	Akin, McCaskill, Other/Unsure?			Total
	Akin	McCaskill	Other/Uns	
Johnson	3.16	0.64	1.37	5.17
Obama	2.56	33.55	3.29	39.40
Other/Unsure	1.83	2.47	3.29	7.59
Romney	36.00	3.33	8.50	47.84
Total	43.55	40.00	16.45	100.00

Pearson chi2(6) = 2.9e+03 Pr = 0.000
 likelihood-ratio chi2(6) = 3.2e+03 Pr = 0.000



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