



# Missouri Results

For 8/24/2012



**NORTHSTAR**  
CAMPAIGN SYSTEMS

Contact: Doug Kaplan, 407-242-1870

## Executive Summary

On the afternoon and early evening of August 23, 2012, Gravis Marketing conducted a survey of 1,057 individuals in the state of Missouri. The questions covered preference for the presidential candidates and Congressman Todd Akin. The full list of questions are given on page 5. Overall, with a margin of error of 3.4%, Romney leads Obama by a 53% to 36% margin. The Senate race remains much tighter, with Democrat Claire McCaskill holding a narrow 38.8% to 37.3% lead. The margin of error for the Senate poll is 3.4%.

## Analysis

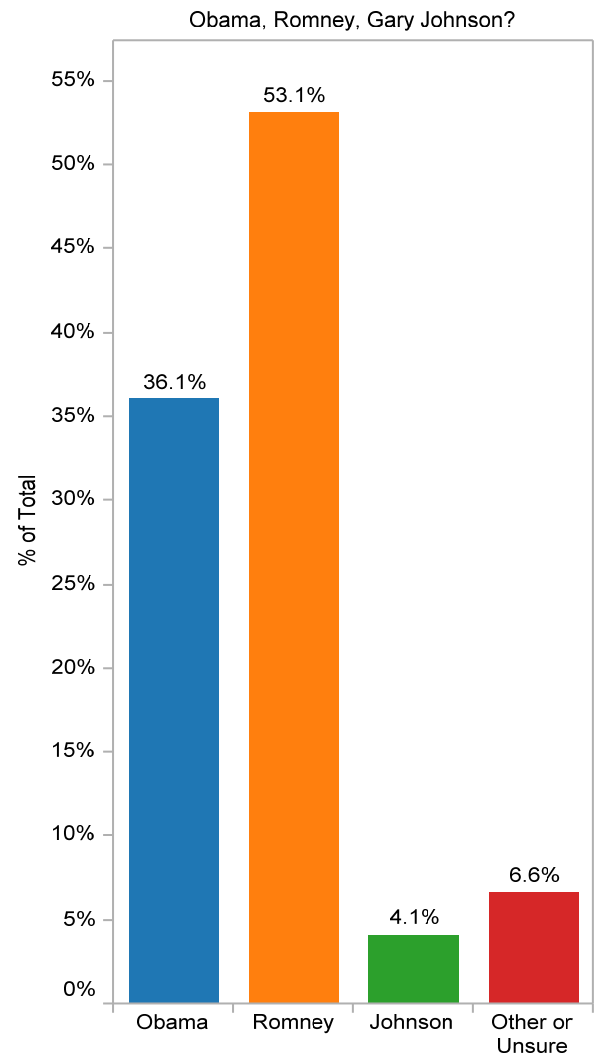
### *Akin's abortion statement: how do individuals feel about it according to party breakdown?*

Congressman Todd Akin recently made a statement that abortion should be illegal in cases of rape because if it is really rape, the female body will keep from getting pregnant. On the whole, about 80% of individuals disagree with the statement, with about 61% of likely Romney voters indicating disagreement and 82% of likely Obama voters. The full cross tabulation is on page 2.

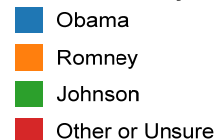
### *Should Akin step down because of the statement?*

Given general disagreement with Akin's statement, individuals were asked whether Akin should resign. On the whole, the answer to this question is evenly split, with 41.6% indicating they would like Akin to resign and 42.4% indicating that Akin should not resign. The results differ by party, with 47% of Democrats indicating he should resign and 37% of Republicans giving a signal that he should resign.

Obama, Romney, or Gary Johnson?



Obama, Romney, Gary Johnson?



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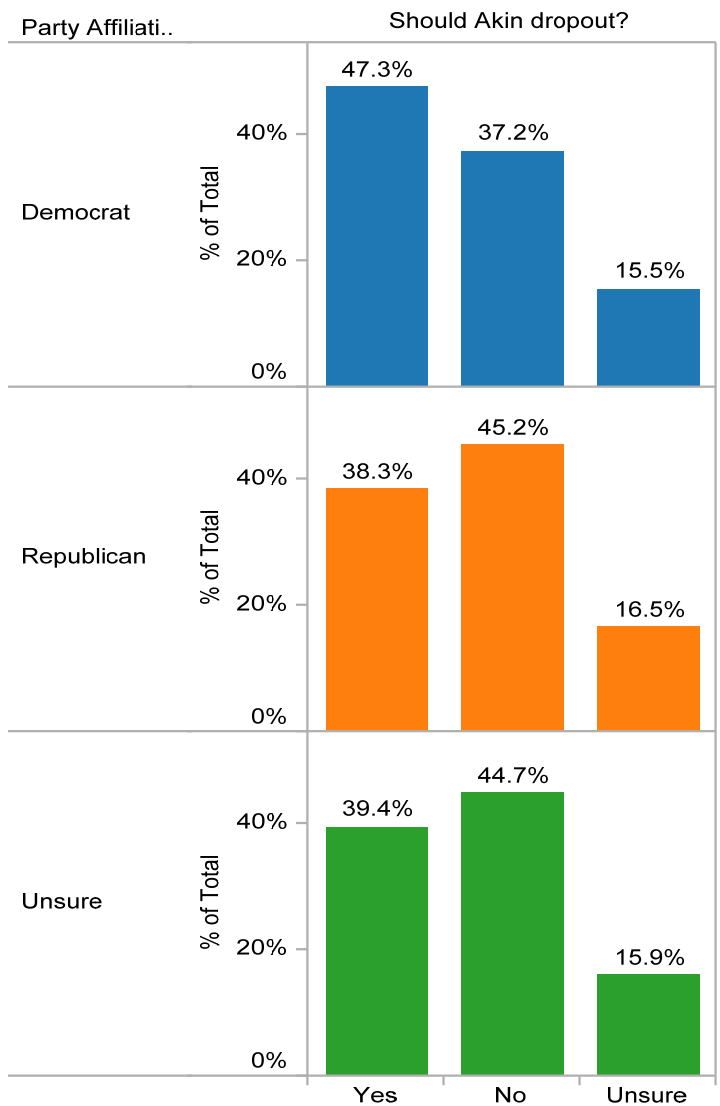
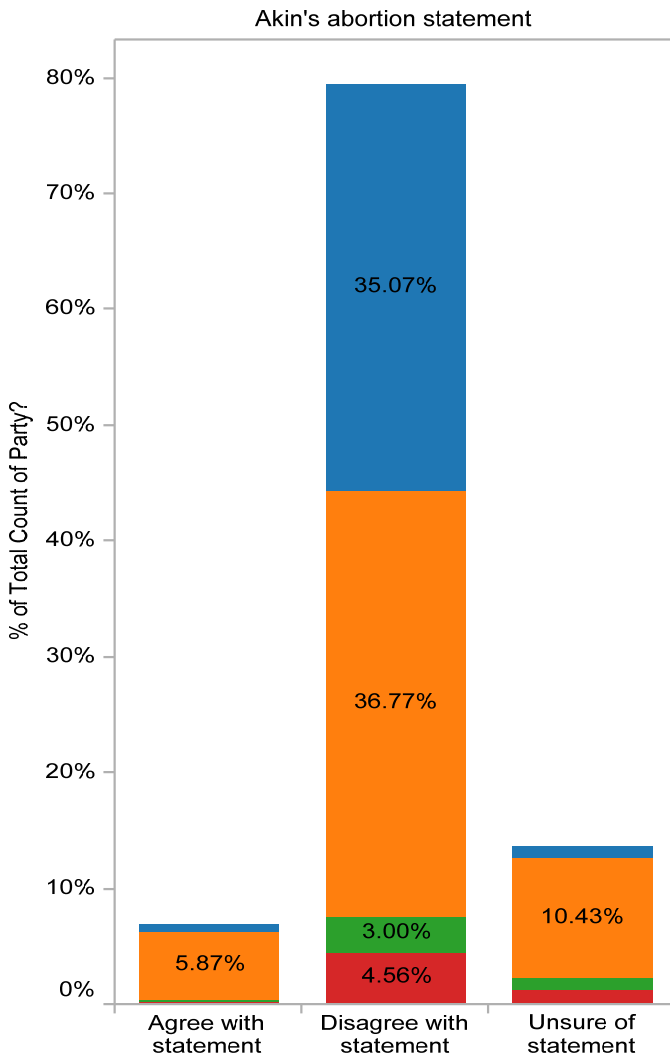


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Akin's Abortion Statement

Should Akin Resign According to Party



**Obama, Romney, Gary Johnson?**

- Obama
- Romney
- Johnson
- Other or Unsure

**Party Affiliation**

- Democrat
- Republican
- Unsure

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### Crosstabs of Akins Statement

Party Affiliation	Obama, Romney, Gary Johnson?	Akin's abortion statement		
		Agree with statement	Disagree with statement	Unsure of statement
Democrat	Obama	1.16%	82.17%	2.33%
	Romney	1.55%	5.04%	1.16%
	Johnson	0.39%	2.71%	
	Other or Unsure	0.39%	1.55%	1.55%
Republican	Obama	0.29%	3.24%	0.29%
	Romney	10.62%	61.06%	19.17%
	Johnson		0.59%	1.18%
	Other or Unsure		2.65%	0.88%
Unsure	Obama	0.59%	27.06%	0.59%
	Romney	2.94%	36.47%	7.06%
	Johnson	0.59%	8.24%	1.76%
	Other or Unsure		12.94%	1.76%

### How does the Akin issue breakdown by gender?

Overall, about 40% of men and 43% of women think Akin should resign, while 46% of men and 40% of women think Akin should not resign. When looking further at the gender breakdown by political affiliation, the group with the highest percentage of individuals indicating Akin should resign are Democratic women, with 49% indicating he should resign, while 35% indicating he should continue his run for the Senate. On the other end, 36% of men indicating they are unsure about his statements indicate Akin should resign, while 47% indicate he should not resign.

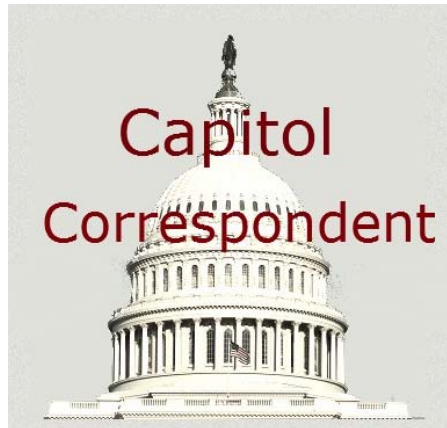
### Crosstabs of Whether Akin Should Resign

Should Akin dropout?	Obama, Romney, Gary Johnson?	Akin's abortion statement		
		Agree with statement	Disagree with statement	Unsure of statement
Yes	Obama	0.13%	16.54%	0.13%
	Romney	1.05%	17.98%	2.10%
	Johnson	0.13%	1.44%	
	Other or Unsure		1.84%	0.26%
No	Obama	0.26%	14.04%	0.26%
	Romney	4.20%	12.99%	6.43%
	Johnson	0.13%	1.31%	0.66%
	Other or Unsure		1.71%	0.39%
Unsure	Obama	0.26%	4.72%	0.66%
	Romney	0.66%	5.64%	1.84%
	Johnson		0.26%	0.26%
	Other or Unsure	0.13%	0.92%	0.66%

### How does the Akin issue look in connection with the favorability of Romney?

On the whole, 44% of individuals with a favorable opinion of Romney think Akin shouldn't resign, while 40% think he should. On the flip side, 48% of those with an unfavorable opinion of Romney think Akin should resign, while 42% think Akin should not resign.

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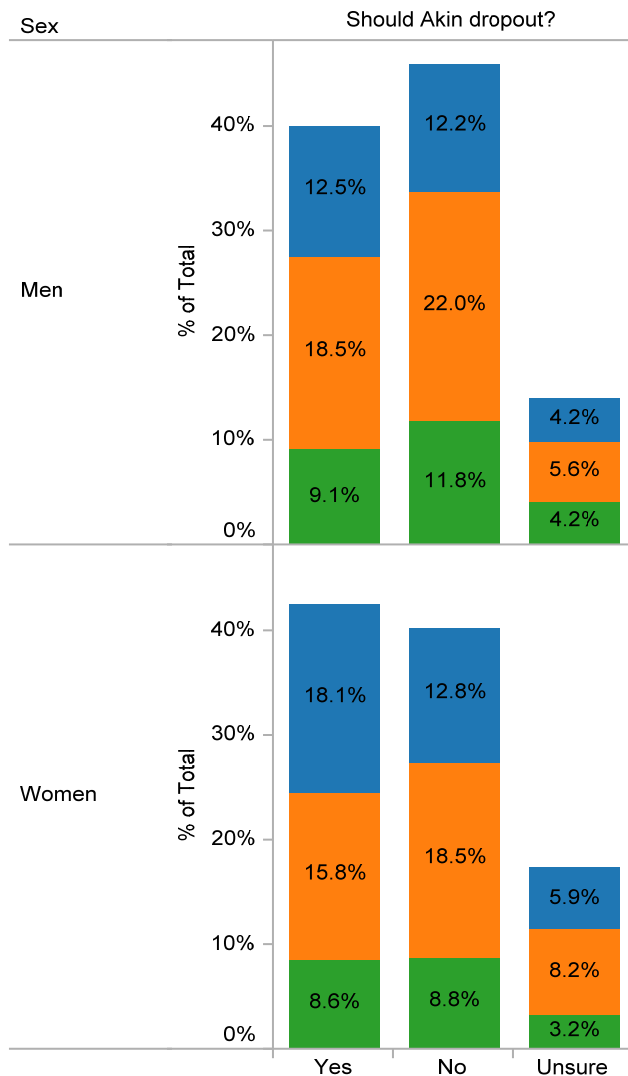
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Gender Breakdown of Akin Issue



**Party Affiliation**

- Democrat
- Republican
- Unsure

Crosstabs of Akins Statement

Party Affiliation	Obama, Romney, Gary Johnson?	Akin's abortion statement		
		Agree with statement	Disagree with statement	Unsure of statement
Democrat	Obama	1.16%	82.17%	2.33%
	Romney	1.55%	5.04%	1.16%
	Johnson	0.39%	2.71%	
	Other or Unsure	0.39%	1.55%	1.55%
Republican	Obama	0.29%	3.24%	0.29%
	Romney	10.62%	61.06%	19.17%
	Johnson		0.59%	1.18%
	Other or Unsure		2.65%	0.88%
Unsure	Obama	0.59%	27.06%	0.59%
	Romney	2.94%	36.47%	7.06%
	Johnson	0.59%	8.24%	1.76%
	Other or Unsure		12.94%	1.76%

Crosstabs of the Akin Issue by Gender

Sex	Party Affiliation	Should Akin dropout?		
		Yes	No	Unsure
Men	Democrat	43.4%	42.2%	14.5%
	Republican	40.2%	47.7%	12.1%
	Unsure	36.1%	47.2%	16.7%
Women	Democrat	49.1%	34.9%	16.0%
	Republican	37.1%	43.6%	19.3%
	Unsure	41.8%	42.9%	15.3%

Cross tabs of the Akin Issue with Romney's Favorability

Favorable o..	Vote	Should Akin dropout?		
		Yes	No	Unsure
Favorable	Obama	0.6%	0.9%	0.6%
	Romney	38.5%	41.8%	14.9%
	Johnson	0.6%	0.9%	0.3%
	Other or Unsure	0.3%	0.6%	
Unfavorable	Obama	40.6%	36.2%	9.4%
	Romney	3.3%	2.2%	0.4%
	Johnson	2.5%	2.5%	
	Other or Unsure	1.4%	0.7%	0.7%
Unsure	Obama	9.3%	5.3%	9.9%
	Romney	15.2%	22.5%	7.3%
	Johnson	2.0%	4.0%	2.0%
	Other or Unsure	7.3%	7.9%	7.3%

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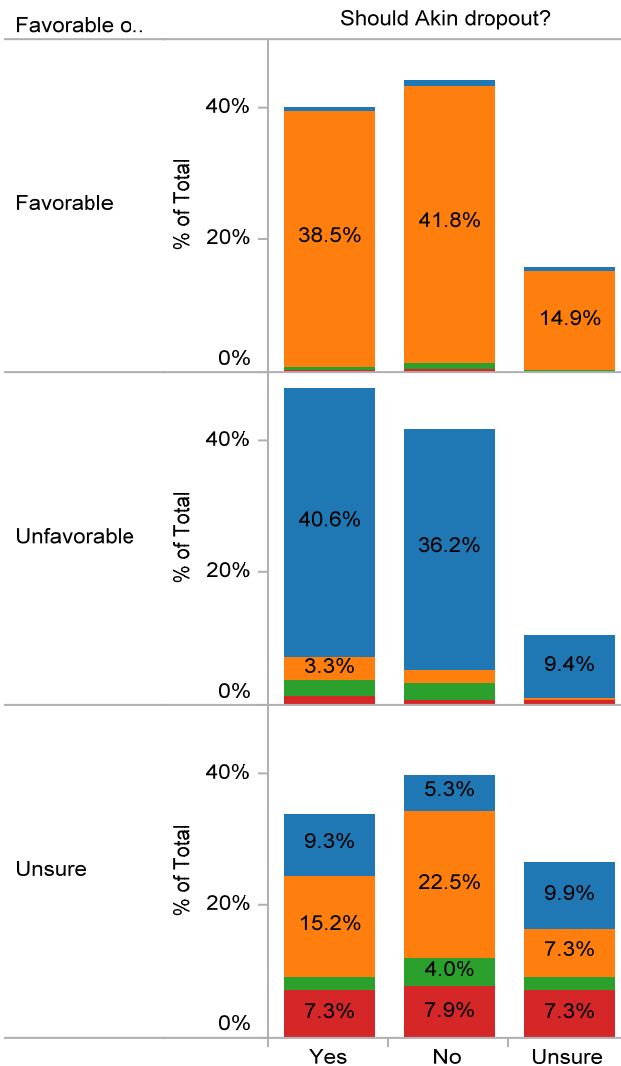
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## Akin and Romney's Favorability



**Vote**  
 ■ Obama  
 ■ Romney  
 ■ Johnson  
 ■ Other or Unsure

## Survey Questions

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?
12. This past weekend, Todd Akin said that abortion should be illegal even in cases of rape because if it is really rape, the female body will keep from getting pregnant. Do you agree with this?
13. Given the controversial comments from Congressman Todd Akin made about rape and abortion, do you think he should drop out of the race for the U.S. Senate?

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