McLaughlin & Associates

To: Rothfus for Congress
From: McLaughlin & Associates
Subject: PA CD 12 – Executive Summary
Date: September 21, 2012

The results of our recent September 2012 poll indicate that Keith Rothfus has stolen the momentum in the race for Congress in Pennsylvania's 12th Congressional District. It's unusual for a challenger, Keith Rothfus, to have caught the incumbent with a full 6 weeks to go. The ballot test is tied at 38% to 38%. Rothfus is rising, while Critz is collapsing.

*"If the general election were held today, which one of the following best describes how you are likely to vote in the general election for United States Congress between Keith Rothfus, the Republican candidate and Mark Critz, the Democrat candidate?"*

| | Total |
|---|---|
| **COMBO Keith Rothfus** | **38%** |
| Definitely | 24% |
| Probably | 10% |
| Lean | 4% |
| **COMBO Mark Critz** | **38%** |
| Definitely | 24% |
| Probably | 11% |
| Lean | 3% |
| **UNDECIDED** | **24%** |

The Presidential ballot further confirms the findings that there has been a shift among the electorate, as Mitt Romney has increased his lead over Barack Obama, while the President's numbers have remained stagnant.

*"If the election were held today, which one of the following best describes how you are likely to vote in the election for **President** of the United States between Mitt Romney, the Republican candidate and Barack Obama, the Democratic candidate?"*

| | Total |
|---|---|
| **COMBO Mitt Romney** | **53%** |
| Definitely | 42% |
| Probably | 7% |
| Lean | 4% |
| **COMBO Barack Obama** | **39%** |
| Definitely | 32% |
| Probably | 5% |
| Lean | 2% |
| **UNDECIDED** | **9%** |

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**Conclusion:**

Keith Rothfus has earned a considerable amount of support in this stage of the election for U.S. Congress. With just six weeks remaining until the November 6th Election, it is crucial for the Rothfus campaign to maintain the same level of intensity that has driven them this far. With the proper financial resources, they will be able to continue to build the support for Keith Rothfus that is necessary to take him to Washington.

**Demographics:**

**Party**

| | Total |
|---|---|
| **Republican** | 39% |
| **Democrat** | 47% |
| **Independent** | 12% |

**Age**

| | Total |
|---|---|
| **18-40** | 19% |
| **41-55** | 21% |
| **56-65** | 28% |
| **66-75** | 16% |
| **Over 75** | 10% |
| **MEAN** | 55% |

**Geography**

| | Total |
|---|---|
| Allegheny | 39% |
| Beaver | 24% |
| Cambria | 15% |
| Lawrence | 2% |
| Somerset | 7% |
| **Westmoreland** | 13% |

**Gender**

| | Total |
|---|---|
| **Male** | 48% |
| **Female** | 52% |

**Methodology:**

This survey of political attitudes was conducted among 400 general election voters in Pennsylvania's Twelfth Congressional District, from September 19th to September 20th, 2012.

All interviews were conducted by professional interviewers via telephone. Interview selection was at random within predetermined election units. These units were structured to statistically correlate with actual general election voter turnout.

The accuracy of the sample of 400 general election voters in Pennsylvania's Twelfth Congressional District is within +/- 4.9%, at a 95% confidence interval. The error margin increases for cross-tabulations.

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