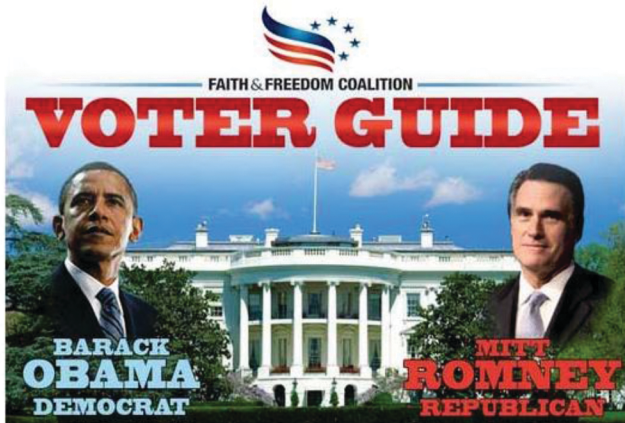




MOBILE SPORTS GROUP



Know Your Candidate - Know the Issues



NO ¹	Repeal Obamacare	YES ¹¹
NO ²	20% Across-the-Board Income Tax Cut	YES ¹¹
NO ³	Balanced Budget Amendment	YES ¹²
YES ⁴	Same-Sex Marriage	NO ¹³
YES ⁵	Cut Medicare \$716 Billion	NO ¹⁴
YES ⁶	Abortion on Demand	NO ¹⁵
YES ⁷	Cap and Trade Carbon Tax	NO ¹⁶
YES ⁸	Taxpayer-Funded Abortion	NO ¹¹
YES ⁹	Mandated Contraceptive Coverage by Religious Charities	NO ¹¹
NO ¹⁰	Defense of Marriage Act	YES ¹¹

Reaching Christian & Catholic Voters – Case Study

OBJECTIVE: Mobile Sports Group sent out over 21 million SMS & Email messages that targeted Christians & Catholics, in key battleground states Colorado, Florida, Iowa, Michigan, Nevada, New Hampshire, North Carolina, Ohio, Pennsylvania, Virginia, and Wisconsin on behalf of Faith & Freedom Coalition.

RESULTS

- The Pew Forum on Religion & Public Life released a report on how religious groups voted in the 2012 Election found that the Evangelical vote increased in 2012 to a record 27% of the electorate and that white evangelicals voted roughly 78% for Mitt Romney to 21% for Barack Obama in these key battleground states.
- Evangelicals turned out in record numbers and voted as heavily for Mitt Romney.
- Romney's performance among evangelicals represented a net swing of 10% over John McCain's performance in 2008.
- Catholic voters who regularly attend Mass broke 67% for Romney to 32% for Obama. This represented a swing of 35% in the direction of the GOP since 2008.
- Romney also won white Catholics by a margin of 59% to 40%, a margin of 19 points. The largest margin among that constituency for a GOP presidential candidate since Richard Nixon in 1972.
- This was the highest share of the vote in modern political history for evangelicals.