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June 8, 2012

Anzalone Liszt Research

National Polling Summary

Friends,

Below you will find the weekly Anzalone Liszt Research National Polling Summary, which provides a pollster's take on data and trends that affect political campaigns.

This week's newsletter focuses on Mitt Romney's improving popularity ratings and puts them in context with ratings for President Obama and past Presidential nominees at this stage.

Following our analysis are additional news items and data we thought you'd enjoy.

John Anzalone and Jeff Liszt

STORY THIS WEEK: VOTERS LET ROMNEY OUT OF ROOFTOP DOGHOUSE

In the wake of the GOP primary fight, Mitt Romney has seen his favorability numbers rebound. The [pollster.com](#) average still shows him with a net-negative rating of 4 points (41% favorable / 45% unfavorable), but that's a significant improvement from his mid-February low when his net negative was more than four times that (-14; 33% favorable/ 47% unfavorable as of February 19, 2012). And there's evidence that he has not yet plateaued, as recent polls from [CNN](#), [ABC/Washington Post](#) and [Gallup](#) all find his favorable rating on the rise and either above or equal to his unfavorable rating.

According to the latest [ABC News/Washington Post](#) poll, Romney's favorable rating has risen by 7 points since March, with these gains coming primarily among Republicans (+17), women (+10) and conservatives (+11). Romney has improved his standing among independents by 5 points as well. The most recent [USA Today/Gallup](#) poll shows a similar trend, finding an 11-point increase in Romney's favorable rating since February. They show Republicans (+22) rallying around their candidate and independents (+11) warming to him as well.

How does Romney stack up against previous presidential nominees?

While such improvement is encouraging for Romney, there are caveats. First, such gains are standard for a

candidate after clinching his party's nomination. Second, and more concerning for Romney, is that according to [Gallup](#), all but one of the eight major party nominees over the past twenty years enjoyed much stronger post-primary ratings than Romney's. The former Governor's current favorable rating of 50% in Gallup tracking puts him 17 points below where McCain stood after clinching the nomination, 14 points below Obama and 7 points below Bob Dole. The one candidate who had a lower post-primary favorable rating than Romney's was Bill Clinton, but he was also far less defined than Romney at the time with 23% of Americans having no opinion of him (compared to just 9% who have no opinion Romney).

Favorable Ratings of Past Nominees After They Became Presumptive Nominee

Nominee	Date	Favorable	Unfavorable	No opinion
John McCain	Mar 14-16, 2008	67%	27%	7%
Barack Obama	Jun 15-19, 2008	64	31	5
George W. Bush	Mar 10-12, 2000	63	32	5
John Kerry	Feb 16-17, 2004	60	26	14
Al Gore	Mar 10-12, 2000	59	36	5
Bob Dole	Mar 15-17, 1996	57	35	8
Mitt Romney	May 10-13, 2012	50	41	9
Bill Clinton	Mar 26-29, 1992	38	39	23

Source: [Gallup](#)

What does this mean in the race against Obama?

Despite these recent gains for Romney, it's important to keep in mind that Romney is still trailing President Obama both in favorability and the presidential vote. According to the [Pollster.com](#) averages, the President's favorability rating (49% favorable / 46% unfavorable) is still 7 points above Romney's (42% favorable / 47% unfavorable).

This edge in terms of favorability currently translates to a 3-point [advantage](#) (47% Obama / 44% Romney) for Obama in a head-to-head match-up nationally. While few of these polls were conducted prior to the May jobs report, polls conducted by [Rasmussen](#), [Gallup](#) and [YouGov/Polimetrix](#) entirely after the release of the report do not show any evidence of gains for Romney in its wake.

Romney also continues to struggle with Hispanic voters, who currently favor Obama by a 34-point margin (61% to 27%), according to a recent [NBC/WSJ/Telemundo](#) poll of Hispanic registered voters. While registered Latinos are more Democratic leaning than the likely Latino electorate, Romney's current 27% vote share with this group puts him well below the 40% Bush won in 2004 (when Hispanics were a smaller share of the electorate) and even below the 31% that McCain took in 2008.

The President is leading Romney in key battleground states in spite of the former Governor's recent gains. [Pollster.com](#) averages show the President holding narrow leads in Virginia, Ohio, Florida and tied in North Carolina, each of which are virtual must wins for Romney. And the data show that Obama also leads in Nevada, Colorado, New Mexico and Iowa. Those, along with the states Kerry won in 2004, would be enough to put him over the top even if he loses all four of the bigger prizes mentioned above.

In the wake of Scott Walker's victory in the recall election, much has been made about whether Wisconsin is now a true toss-up. While the state assuredly will be far more competitive than when Obama won it by 13 points in 2008, data from Tuesday's election suggest that it will still be an uphill climb for Romney. The same electorate that gave Walker a decisive 7-point win in the recall favored Obama over Romney by 7 points (51% Obama / 44% Romney) in the [exit polls](#).

Other News From Around The Polling World

Slow and Steady: A new Federal Reserve [survey](#) shows the economy is growing modestly.

Lesson learned: Wisconsin exit polls [show](#) that 60% of voters believe that recall elections should be reserved for official misconduct only.

Romney's Solyndra: According to [Politico](#), Konarka, a Massachusetts solar company that Mitt Romney gave a \$1.5 million loan to when he was governor, has filed for bankruptcy with plans to lay off all workers and liquidate its assets.

Massachusetts senate seat- too close to call: [Huffington Post](#) indicates that Elizabeth Warren and Scott Brown are almost tied for the Massachusetts Senate seat with 45.8% Warren/44.3% Brown.

Flocking to EMILY's List: [EMILY's List](#) announced this week that their membership has more than tripled since Republicans came into office almost a year and a half ago. When asked who deserves credit for the recent upswing in membership, EMILY's List President Stephanie Schriock replied: "the Republican war on women."

Missed one of our recent newsletters? See them [HERE!](#)

Public Polling

PRESIDENT OBAMA'S JOB RATING

Polling Firm	Date	Sample	Approve	Disapprove
<i>Gallup</i>	June 3-5	Adults	46%	47%
<i>CNN/Opinion Research</i>	May 29-31	Reg Voters	49%	50%

PRESIDENTIAL HEAD TO HEAD

Polling Firm	Date	Sample	Obama	Romney
<i>Gallup</i>	May 30-June 5	Reg. Voters	46%	45%
<i>CNN/Opinion</i>	May 29-31	Likely Voters	49%	46%

Research
Pew Research

May 9-June 3

Reg. Voters

49%

42%

PARTY SELF ID

Polling Firm	Date	Sample	Dem	Rep	Ind/Other
<i>Pollster.com</i> <i>Trend</i>	June 6	Adults	32.4%	24.4%	37.2%

GENERIC HOUSE BALLOT

Polling Firm	Date	Sample	Dem	Rep
<i>CNN/Opinion</i> <i>Research</i>	May 29-31	Reg Voters	45%	48%
<i>USA</i> <i>Today/Gallup</i>	May 10-May 13	Adults	50%	44%
<i>Reuters/Ipsos</i>	May 3-7	Reg Voters	44%	46%

OBAMA POPULAR VOTE SHARE PROJECTIONS

Polling Firm	Date	Polly Vote	Polls	Iowa Electronic Markets	Econometric Models	Index Models
<i>PollyVote</i>	June 7	51.9%	N/A	N/A	50.2%	54.3%

DIRECTION OF THE COUNTRY

Polling Firm	Date	Sample	Right Direction	Wrong Track
<i>NBC News/Wall</i> <i>St. Journal</i>	May 16-20	Adults	31%	62%
<i>AP/GfK</i>	May 3-7	Adults	37%	56%

CURRENT VOTE: BATTLEGROUND STATES

Pollster.com averages

State	Obama	Romney
FL	46.5%	45.3%
IA	45.3%	42.5%
MI	47.1%	41.8%
NV	49.2%	45.5%
NH	51.3%	39.8%

NC	45.9%	45.9%
OH	45.7%	44.5%
PA	48.4%	39.2%
VA	47.9%	44.7%
WI	47.9%	44.0%

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