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# July 17, 2012

## Anzalone Liszt Research

### National Polling Summary

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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.

It has been a few months since we took a closer look at the presidential race (at least, for the newsletter). This week we spotlight the campaign for the White House, and the money being spent on advertising.

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

John Anzalone and Jeff Liszt

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#### **STORY THIS WEEK: BUYING THE WHITE HOUSE**

Despite hundreds of millions of dollars in spending on political ads over the past few months, the national numbers on the race to the White House have held consistent, and President Obama is running just a few points ahead of Mitt Romney. The latest from Gallup's national [tracking](#) shows the President leading Romney by two points, 47% - 45% among registered voters, consistent with the most recent Quinnipiac [poll](#) on the race, where Obama leads by 3 points (46% - 43%). Since February, Obama has held the same lead over Romney in Quinnipiac's polling (and was 46% Obama - 42% in their April poll). The Q poll gives Romney a narrow lead among Independents, 43% - 41%. Democracy Corps, a Democratic polling organization, conducts polling among likely voters and shows an equally close [race](#), with Obama leading Romney 49% - 46%. The Real Clear Politics poll [average](#) shows Obama with a 2.4 point lead over Romney (46.8% Obama - 44.4% Romney).

In the battleground states, Obama's lead is just as narrow. A USA Today battleground [poll](#) in 12 swing states (Colorado, Florida, Iowa, Michigan, Nevada, New Hampshire, New Mexico, North Carolina, Ohio, Pennsylvania, Virginia and Wisconsin) finds the race deadlocked, with Obama leading 47% - 45%.

Last quarter, the Romney campaign and the RNC raised \$106 [million](#), compared to just \$71 million by the Obama campaign/DNC. This puts Romney on track to raise \$800 million by Election Day, not including the massive spending from Sheldon Adelson, the Koch Brothers, and run of the mill billionaires like them.

Since the beginning of the general election campaign, spending from both campaigns and the independent organizations and SuperPACs have spent over [\\$200 million](#) on advertising, with the Obama campaign currently outspending Romney \$110 million to \$85 million. This is an advantage the Obama campaign can't keep up with -- while most Democratic spending has come from the Obama campaign (\$94 million), the Romney campaign has spent just over \$22 million, despite having a fundraising advantage.

Including spending in the Republican primary for all candidates, independent organizations and SuperPACs have spent over \$118 million, including more than \$58 million from organizations on behalf of Mitt Romney, thanks to Citizens United. By comparison, independent organizations and SuperPACs have spent just over \$20 million on behalf of the President's reelection. A recent study by Borrell [Associates](#) project that total media spending on elections in 2012 will total a staggering \$9.8 billion - up from \$7 billion in 2008, with SuperPAC spending expected to account for 48% of all spending this cycle (this figure totals all campaign spending, from municipal races through the Presidential).

Both sides are expected to spend an estimated \$100 million in ads over the next *month*, presumably with a heavy focus on these battleground states. As a reality check, in [2008](#), the Obama campaign and Democratic allies spent just over \$325 million on media for the *entire campaign* to the McCain campaign and Republican allies' \$190 million.

### **If I had a dollar for every time I saw a campaign ad...**

Despite the heavy amounts of spending across battleground states like Florida, Ohio, Virginia, Iowa, Michigan, and North Carolina, there has been little change in the horse race, an indication that this cycle is likely to produce a record amount of spending to persuade a historically small share of voters. In fact, 82% of voters in the battleground states surveyed in the USA Today/Gallup [poll](#) report that they have seen political ads over the past month (just 62% in non-battleground states have). Despite this, just 8% say that the ad changed their views on a candidate, and 70% reported that the ad confirmed their thinking about a [candidate](#). This number is likely underrepresenting the share of voters who are persuaded, as voters are reticent to acknowledge the impact advertising has, however among the voters whose minds were changed, President Obama leads Romney 5:1.

The Borrell Associates study breaks down where the dollars will be spent this cycle compared to 2008, which a more than 100% increase in spending on cable TV.

Media Choice	2008 Elections Estimate (\$ Million)	Spending Share	2012 Elections Projection (\$ Million)	Spending Share	'08-'12 Percent Change	'08-'12 Share Pt. Shift
Newspaper	\$546.0	7.8%	\$699.5	7.1%	28.1	(0.7)
Other Print	\$97.5	1.4%	\$174.9	1.8%	79.4	0.4
Broadcast TV	\$4,319.8	61.9%	\$5,640.3	57.3%	30.6	(4.6)
Cable	\$468.0	6.7%	\$938.8	9.5%	100.6	2.8
Radio	\$552.5	7.9%	\$819.2	8.3%	48.3	0.4
Out of Home*	\$247.0	3.5%	\$377.4	3.8%	52.8	0.3
Direct Mail**	\$227.5	3.3%	\$285.3	2.9%	25.4	(0.4)
Online	\$22.2	0.3%	\$159.2	1.5%	615.6	1.2
Telemarketing	\$500.5	7.2%	\$744.8	7.7%	48.8	0.5
<b>U.S. Totals</b>	<b>\$6,980.9</b>	<b>100%</b>	<b>\$9,839.5</b>	<b>100%</b>	<b>40.9</b>	

\* Includes Cinema.

\*\* Includes postage and handling only.

Source: Borrell Associates Inc.; 2012.  
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The July Washington Post poll finds that Obama drives support for both candidates. Among the 46% of voters supporting Obama, 74% are more voting FOR Obama, rather than against Romney. However, just 35% of Romney voters are voting FOR Romney, while 59% are voting against the President.

The table below shows the Pollster.com cumulative average in each battleground state, with the total spending by each side since May 1<sup>st</sup> ([source](#)). Obama is leading in each state, but his lead is well within the margin of error. He also currently has a spending advantage in each state, a trend that is unlikely to hold, given the GOP's fundraising advantage.

	Pollster.com average (Obama - Romney)	Net Obama advantage	Democratic spending	Republican spending	Dem Spending advantage
Florida	45.6% - 44.8%	+0.8	\$16.4M	\$12.6M	+\$3.8M
Ohio	46.2% - 45.4%	+0.8	\$20M	\$13.2M	+\$6.8M
North Carolina	46.7% - 45.1%	+1.6	\$8.1M	\$10.2	-\$2.1M
Virginia	47.1% - 45.4%	+1.7	\$10.9M	\$9.2M	+\$1.7M
Iowa	45.6% - 44.4%	+1.2	\$6.7M	\$6.4M	+\$0.3M
Nevada	48.2% - 42.9%	+5.3	\$5.7M	\$4M	+\$1.7M
Colorado	47% - 43%	+4	\$7.7M	\$5.1M	+\$2.6M

\*\*Note: The Romney campaign cannot use general election funds until after the GOP Convention, which more than accounts for the gap. Pro-Romney groups have consistently out-spent pro-Obama groups in every state.

### Last week's hottest ad markets

MSNBC's First Read [blog](#) broke down the top media markets for last week. Cumulatively, the Romney campaign and pro-Romney groups will out-communicate the Obama side by nearly 4,000 points, or put in simple terms, will run 400 more ads.

1. Colorado Springs, CO (Romney 1,000, Obama 985, Crossroads 430, AFP 200, Priorities 155)
2. Grand Junction, CO (Obama 975, Romney 820, Crossroads 450, AFP 330)
3. Tampa, FL (Romney 920, Obama 765, Crossroads 430, AFP 223, Priorities 185)
4. Denver, CO (Obama 1,000, Romney 860, Crossroads 300, Priorities 150, AFP 140)
5. Orlando, FL (Romney 900, Obama 860, Crossroads 340, AFP 170, Priorities 150)
6. Richmond-Petersburg, VA (Obama 900, Romney 800, Crossroads 200, AFP 180, Priorities 155)
7. Roanoke-Lynchburg, VA (Obama 975, Romney 450, Crossroads 490, AFP 395)
8. Greenville-New Bern, NC (Romney 850, Obama 600, Crossroads 415, AFP 300)
9. Charlotte, NC (Romney 830, Obama 800, Crossroads 275, AFP 200)
10. Cleveland (Obama 915, Romney 650, Crossroads 200, AFP 150, Priorities 120)

Interestingly, despite a tied vote (both candidates take 46%), the same Washington Post [poll](#) finds that 58% of voters think Obama will win, just 34% believe Romney will, including 51% of Independent voters and 30% of Republican voters. Here's hoping you're right, America.

To check out some of the recent presidential ads, see the USA Today website's ad [tracker](#). And to see the Obama campaign's newest and hardest-hitting ad on Romney's track record, go [here](#).

### **Other News From Around The Polling World**

**It's Getting Hot in Here.** A new Washington Post/Stanford University [poll](#) finds that 73% of Americans believe that temperatures are going up, and 78% believe that it is a serious problem.

**More like mediocre Court.** Negative opinions of the Supreme Court jumped in the wake of its ruling on the health care law, according to [a new Pew Research Center poll](#). The poll shows the percentage who have an unfavorable opinion of the Court is higher than at any point since Pew began tracking it in 1985, and just 51% of Americans have a favorable view. Republicans have the lowest opinion of the court - 38% are favorable, compared to 64% of Democrats.

**Obama leads on intergalactic policy.** A National Geographic channel [survey](#) finds that 36% of Americans believe in UFOs, and 48% are unsure. In the event of an alien invasion, 22% of Americans would try to befriend the alien, and only 2% would try to inflict bodily harm. Obama leads Romney in the ability to handle an alien invasion, with 65% favoring him to handle it.

**This Week in the West Wing.** This [week](#) the President signed the MAP-21 Act to extend funding for transportation infrastructure projects and stopped student loan interest rates from doubling. He also urged Congress to cut taxes for the middle class while the White House announced the 2012 Save Award initiative and played host to a Google+ Hangout.

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

## PRESIDENT OBAMA'S JOB RATING

Polling Firm	Date	Sample	Approve	Disapprove
<i>Gallup</i>	July 14-16	Adults	47%	46%
<i>Reuters/Ipsos</i>	July 5-9	Adults	48%	47%

## PRESIDENTIAL HEAD TO HEAD

Polling Firm	Date	Sample	Obama	Romney
<i>Gallup</i>	July 10-16	Reg. Voters	<b>47%</b>	45%
<i>McClatchy/Marist</i>	July 9-11	Reg. Voters	<b>48%</b>	46%
<i>Reuters/Ipsos</i>	July 5-9	Reg. Voters	<b>49%</b>	43%

## PARTY SELF ID

Polling Firm	Date	Sample	Dem	Rep	Ind/Other
<i>Pollster.com Trend</i>	July 16	Adults	32.4%	23.6%	38.0%

## GENERIC HOUSE BALLOT

Polling Firm	Date	Sample	Dem	Rep
<i>Reuters/Ipsos</i>	July 5-9	Reg Voters	45%	<b>48%</b>
<i>Quinnipiac</i>	July 1-8	Reg Voters	<b>43%</b>	40%
<i>Democracy Corps</i>	June 23-27	Likely Voters	45%	<b>46%</b>

## OBAMA POPULAR VOTE SHARE PROJECTIONS

Polling Firm	Date	Polly Vote	Polls	Iowa Electronic Markets	Econometric Models	Index Models
<i>PollyVote</i>	July 16	52.1%	51.4%	52.5%	50.4%	55.3%

## DIRECTION OF THE COUNTRY

Polling Firm	Date	Sample	Right Direction	Wrong Track
<i>Reuters/Ipsos</i>	July 5-9	Adults	36%	58%
<i>ABC News/Wash Post</i>	July 5-8	Adults	33%	63%

## CURRENT VOTE: BATTLEGROUND STATES

*Pollster.com averages*

State	Obama	Romney
FL	<b>45.8%</b>	45.4%
IA	<b>46.8%</b>	43.7%

MI	46.6%	44.3%
NV	48.2%	42.9%
NH	48.1%	44.4%
NC	47.1%	45.7%
OH	47.2%	44.0%
PA	47.7%	39.4%
VA	46.9%	43.9%
WI	48.9%	43.9%

### CURRENT VOTE: ELECTORATE

*Pollster.com averages*

Date	Obama	Romney
<i>July 17</i>	274	191

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