

# January 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.

In the lead-up to the Republican primary season, we have spotlighted several of the "flavors of the month" - Michele Bachmann, Herman Cain, Rick Perry, and Newt Gingrich all had their moments in the sun before flaming out. This week, we focus on Ron Paul, who has maintained consistent strength and cultivated a loyal following within the Republican base.

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: Not THAT Kind of Ron Paul Newsletter**

The main story to come out of the Iowa caucuses was the razor-thin [margin](#) between Mitt Romney and Rick Santorum, however Texas Congressman Ron Paul finished in a close third. Paul took just 3,788 fewer votes than Santorum, and won 17 counties (after winning only one in 2008). In [New Hampshire](#), Paul finished second to Romney - a distant second with just 22.9% of the vote - but second nonetheless. While the electorates were very different, Paul's base of support in both states was similar - younger and Independent voters (he won both groups in Iowa and New Hampshire), as well as lower-income and first-time voters. In New Hampshire, Paul did best among voters without a college education; while Romney won both college and non-college voters, Paul won 28% of the vote among non-college voters, and 0% among college educated New Hampshire primary voters. There was no education-data released in the Iowa exits to compare Paul's performance there.

Despite impressive performances in Iowa and New Hampshire, national Republican voters have questions about Paul's ability to lead. A December 15-18 ABC News/Washington Post [poll](#) found that just 37% of Republican voters believed that Paul had the kind of personality and temperament to serve effectively as President, while 51% believed he did not. By comparison, 67% and 61% believed that Romney and Gingrich had the right temperament.

That said, Paul leads his closest rivals on candor and conviction, and 40% believe they can rely on him "a great deal" to say what he really believes - compared to 21% for Gingrich and just

16% for Romney.

### **More Polling in Early Primary and Caucus States**

Among South Carolina primary voters, Paul is not as strong. Consistent polling in South Carolina shows Paul in 4th place. A RealClearPolitics [average](#) of recent polling conducted in the state shows Paul taking 11.3% of the vote, placing him 4th behind Romney (29.3%), Gingrich (20%), and Santorum (19%). A January 11th Insider Advantage/Majority Opinion Research [Poll](#) also puts Paul in 4th, taking 13.3% of the vote.

Paul is also weak in Florida, polling in the single digits - perhaps one reason Paul has said he will bypass the Florida primary to focus on Nevada where the caucus system could reward the intensity of his support. In Florida, Paul's RealClearPolitics [average](#) since January 1st gives him 8.7% of the vote, behind Romney (37.7%), Gingrich (22.7%), and Santorum (16%). Florida is a winner-take-all primary state, and an investment for Paul there could yield him no delegates.

There is not yet polling in Nevada since the Iowa caucuses and New Hampshire primary, however a Las Vegas Review-Journal [poll](#) conducted Dec 12-20 puts Paul in 3rd place with 13%, behind Romney (33%) and Gingrich (29%). Paul's campaign has landed in Nevada and is working hard to pick up the momentum he had in Iowa and New Hampshire, [scheduling](#) over 15 voter outreach events leading up to the February 4th caucuses.

### **General Election Predictions**

On the national stage, Paul's favorability is weak, with 31% of adults giving him a favorable rating and 38% unfavorable, according to a January 4-8 ABC News/Washington Post [poll](#). His standing is mixed among Republican adults (40% favorable - 39% unfavorable), and weaker among Independents (33% - 38%). Matched against Obama as the Republican nominee, a Reuters/Ipsos [poll](#) conducted among registered voters (note - not likely voters) Jan 5-9 finds that Paul would have a difficult time defeating Obama (48% Obama - 41% Paul). That said, he is second behind Romney among the GOP contenders in his margin against the President. A CBS [poll](#) among registered voters finds the same trend - Obama 46% - Paul 45%, with Romney leading 47% - 45%.

With Paul unlikely to win the nomination, his ability to energize voters (especially young and libertarian-minded Independents) who are turned off by Romney has caused pundits to speculate that he may run in the general election as an Independent. Paul himself has said "that thought doesn't cross my mind. I'm not thinking in those terms," though Chris Cillizza reminded us in his January 11th [column](#) that Paul has already run for President once, in 1988 for the Libertarian Party. An ABC News/Washington Post [poll](#) conducted in mid-December finds that on the general election ballot, Paul poses a real problem for Mitt Romney. A Romney vs Obama ticket has the race deadlocked, 47% - 47%, however an Obama v Romney v Paul ticket gives Obama a sizable lead, 42% - 32% - 21%. A November NBC News/Wall St Journal [poll](#) finds the same trend, with Obama leading Romney 49% - 43%, which widens to 44% - 32% when Paul is introduced as an Independent candidate (Paul takes 18% of the vote).

One factor that could lessen the likelihood of a Paul third-party run is the political career of his son and Senator from Kentucky, Rand. As Cillizza [noted](#), a third party run by the father could pose problems for the son's political ambitions. Perhaps that's why Rand seems cool to the idea of a third party run, as he [said](#), "if the Tea Party branches off it will be a certain election for President Obama."

Looking back to another influential Texas Independent candidate, [polling](#) in summer of 1992 put Ross Perot in the lead for President, giving him 39% to Bush's 31% and Clinton's 25%. On Election Day, Perot took [18.9% of the popular vote](#), but did not carry any states. We certainly don't know what the Paul campaign has planned for the next 10 months, but we look forward to watching.

### **OTHER NEWS FROM THE POLLING AND POLITICAL WORLD**

**When Mitt came to town.** A pro-Gingrich SuperPAC has released a 30 minute [video](#) attacking Mitt Romney, detailing his work at Bain Capital.

**College Players Favor College Football Play-offs.** A [poll](#) among the 126 starters from LSU, Alabama, Oklahoma State, and Stanford found that 43% prefer a college football play-off, while 19% were against.

**Check out this Week at the West Wing.** This week: Insourcing - bringing jobs back to [America](#).

**No Mandate on Policy Direction.** A new Gallup [poll](#) finds that by a 45% - 42% margin, Americans want President Obama to have more influence over the direction the nation takes in the next year.

**If you're not hungover right now, chances are one of your coworkers is.** A new [study](#) by the Center for Disease Control finds that one in six adults in this country is a binge drinker.

**South Carolina Facebook users weigh in on Bain.** A [survey](#) conducted by Facebook/Politico finds that 43% of South Carolina Facebook users believe that Romney's record at Bain Capital is a legitimate campaign issue, compared with 38% who believe that it is not.

**Missed a past newsletter?** They can be found on our website, [here](#).

PRESIDENT OBAMA'S JOB RATING				
Polling Firm	Date	Sample	Approve	Disapprove
<i>Gallup</i>	Jan. 9-11	Adults	43%	48%
<i>Ipsos/Reuters</i>	Jan. 5-9	Adults	47%	49%
<i>CBS</i>	Jan. 4-8	Adults	45%	47%

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WASHINGTON, DC

NEW YORK, NY

MONTGOMERY, AL

PARTY SELF ID					
Polling Firm	Date	Sample	Dem	Rep	Ind/ other
<i>Pollster.com</i>	Jan. 9	Adults	30.3%	25.7%	41.6%

GOP NATIONWIDE PRIMARY		
Polling Firm	Date	Sample
<i>Gallup</i>	Jan. 7-11	Republican and Rep-leaning voters
Romney	34%	
Santorum	15%	
Gingrich	14%	
Paul	13%	
Perry	5%	
Huntsman	2%	

GOP CAUCUSES AND PRIMARIES			
	South Carolina	Florida	Nevada
<b>Polling Firm</b>	<i>InsiderAdvantage</i>	<i>Rasmussen</i>	<i>Las Vegas Review-Journal</i>
<b>Date</b>	Jan. 11	Jan. 11	Dec. 12-20
<b>Sample</b>	Likely Voters	Likely Voters	Registered Voters
Romney	23%	41%	33%
Gingrich	21%	19%	29%
Santorum	13%	15%	3%
Paul	13%	9%	13%
Huntsman	6%	5%	3%
Perry	5%	2%	3%

DIRECTION OF THE COUNTRY				
Polling Firm	Date	Sample	Right Direction	Wrong Track
<i>Reuters/Ipsos</i>	Jan. 5-9	Adults	32%	63%
<i>DailyKos/SEIU/PPP</i>	Jan. 5-9	Registered	27%	66%
<i>CBS News</i>	Jan. 4-8	Adults	29%	65%