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Subject: Early Republican Presidential Primary Polling - ALR's National Polling Summary

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Anzalone Liszt Research National Polling Summary

Friends,

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

As the Republican presidential primary process begins to (slowly) unfold, this week we take a look at where the GOP primary field stands. We also have the latest numbers on the evolving voter sentiment toward the actions taken by the US and its allies in Libya.

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

John Anzalone and Jeff Liszt

STORY THIS WEEK: EARLY REPUBLICAN PRESIDENTIAL PRIMARY POLLING

Traditionally in politics, it's hard to put the toothpaste back in the tube. Each cycle political campaigns get more expensive, more sophisticated, and begin earlier. Though two of these trends will probably hold through the 2012 election, the Republican Presidential field is taking longer to coalesce than in previous cycles. During the 2008 race, virtually every serious candidate on both the Republican and Democratic sides had officially entered the race by April of 2007. In fact, the 2008 candidate who entered the race on the most relaxed time table (Fred Thompson) hardly produced a campaign which one would expect his fellow Republicans to emulate.

Nevertheless, potentially top tier candidates like Mike Huckabee, Sarah Palin, and Mitch Daniels seem legitimately ambivalent about taking the presidential plunge. Even Mitt Romney, Tim Pawlenty, Newt Gingrich, and Haley Barbour - who seem to be making the moves expected of presumptive candidates - moving at a snail's pace relative to the 2008 cycle. Of course the Republican field can count Rick Santorum, Buddy Roemer, Herman Cain, and Michelle Bachman among the more aggressive candidates, though their campaigns probably warrant the dreaded "quixotic" label. And the potential Republican candidate getting the most press of late is that stalwart Republican champion Donald Trump.

Perhaps just as revealing as the candidates who are considering running, are those who've already taken themselves out of consideration. Despite real buzz among grassroots and/or national Republicans, Bob

Jindal, Mike Pence, Marco Rubio, John Thune, and Chris Christie have all passed on 2012 bids. Each could have potentially filled the role of the fresh-faced, outsider but is also young enough to keep their powder for a future national bid.

Certainly, these numbers are only early snapshots of a race months away from fully forming. At times during the 2008 primary campaign, Hillary Clinton was viewed as unbeatable and John McCain's primary campaign was given up for dead. Perhaps the most appropriate comparison to the 2012 Republican primary field can be found in the 1988 Democratic primary candidates, infamously dubbed the "seven dwarves" after Gary Hart's implosion and after heavyweights like Mario Cuomo and Bill Bradley didn't make the starting gate. Though the number of potential Republican candidates changes by the day, the description of the 2012 Republican field as "dwarves" is probably inevitable.

As late as January 1988, [Gallup showed eventual Democratic nominee Michael Dukakis at just 10%](#) in nationwide polling among Democrats and trailing Hart and Jesse Jackson. And in January 2004, an [NBC/Street Journal poll of Democrats found John Kerry at 7% nationally](#), only weeks before he was to capture Democratic nomination. Candidates like Tim Pawlenty, Haley Barbour, and Mitch Daniels can take solace in the primary paths (if not the general election results) blazed by Dukakis and Kerry. Though Republican primary voters historically embrace the early frontrunner, if there ever was a political climate and GOP conducive to a fresh face or insurgent, 2012 would be the year.

The lethargy on the Republican side might indicate that many potential candidates believe the 2012 GOP nomination is not especially valuable. President Obama looks strong in several critical "swing states", the economy is moving in the right direction, and the President has a battle-tested campaign apparatus poised to spring into action. That may be analysis through a Democratic-prism, but it's not only Democrats who are unimpressed with the Republican field. [Rush Limbaugh has urged Florida Freshman Senator Marco Rubio to enter the fray](#), Iowa Republican [Charles Grassley has suggested only two or three Republican candidates actually credible commanders-in-chief](#), and conservative icon [Jim Demint is predicting surprise entries to liven up the moribund field](#).

Regardless of the eventual identity of the 2012 Republican nominee, there has already been a wealth of polling - both nationwide and in important primary states - testing the GOP field.

National GOP Primary Polling

[Gallup's most recent polling of the Republican primary field](#) shows wide disparities in name-recognition among the potential candidates. Among self-identified Republicans and Republican leaners, Sarah Palin name-ID (97%) is equivalent to that of a President or religious deity. Mike Huckabee (89%), Newt Gingrich (86%), and Mitt Romney (83%) retain the name-ID developed from years (or decades) in the political trenches, and Ron Paul's 2008 campaign has helped him become a Republican of national renown (76%). Beyond the potential candidates with higher name-recognition, Michele Bachman is known to roughly one in five of the electorate (52%), with Haley Barbour (42%), Rick Santorum (42%), and Tim Pawlenty (41%) in the low 40s. Mitch Daniels is known to roughly one in three Republicans (33%), while Jon Huntsman is known to slightly more than one in five (21%).

Since Labor Day 2010, [Gallup has polled Republicans nationally four times](#) - testing a hypothetical Republican presidential primary. Three candidates have been in double digits in each of the four polls - Mike Huckabee, Mitt Romney, and Sarah Palin. The most recent Gallup poll (March 18-22) found Huckabee out in front (19%), followed by Romney (15%), and Palin (12%). The most striking characteristic of this top-tier triumvirate is that two of the three candidates seem to be looking for reasons *not* to run. Among these three, only Mitt Romney is behaving like a presidential candidate. Polling within the last month from Pew (Romney 21% / Huckabee 20% / Palin 13%) shows a similar order, though [CNN](#) and [NBC News / Wall Street Journal](#) find Gingrich beginning to displace Palin for third place.

Beyond the top tier of Huckabee, Romney, and Palin, are potential candidates with national profiles or followings like Newt Gingrich (10%), Ron Paul (6%), and Michelle Bachman (5%). Though it would probably be difficult to find an objective prognosticator who expects Gingrich, Paul, or Bachmann to ultimately emerge as the Republican standard-bearer, they are each currently outpolling establishment darlings Mitch Daniels (4%), Tim Pawlenty (3%), Haley Barbour (2%), and Jon Huntsman (2%). Clearly, these numbers will change as the race begins in earnest and candidates begin to communicate with voters. For any of this

of candidates to go from low single digits to the GOP nomination would be breaking new and historic ground in Republican presidential politics - which are traditionally dominated by frontrunners.

State Level GOP Primary Polling

Iowa

A recent [We Ask America automated poll](#) among likely GOP caucus goers shows 2008 caucus winner Mike Huckabee out in front (20%) with Sarah Palin (14%), Newt Gingrich (14%), and Mitt Romney (13%) bunched together in the low teens. The other candidates tested were in the single digits, with neighboring Minnesota Governor Tim Pawlenty receiving only 3% among likely caucus goers. January polling from [Strategic National](#) and [Public Policy Polling](#) confirm Huckabee's status as the caucus frontrunner, if he makes the plunge.

New Hampshire

Unlike 2008, when Mitt Romney had to fight (and ultimately lost to) John McCain in the Granite State, Romney appears to be a solid frontrunner in the 2012 New Hampshire primary. [January polling from the University of New Hampshire](#) has Romney lapping the field with 40%, Rudy Giuliani at 10% and all other candidates in the single digits. Polling from [Strategic National](#), also in January, found similar Romney dominance (Romney 33% / Huckabee 14% / Palin 13%).

The Southeast

While the first votes of the season will come in Iowa and New Hampshire, it's arguable that no single region is more critical in a Republican primary than the Southeast. As the Republican Party has become increasingly Southern-flavored, the Southeast has taken on an outsized role in the GOP primary process. Last month, [Winthrop University took the pulse of Republicans in the eleven Southern States](#) (Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Texas, and Virginia). Mike Huckabee leads among these voters (20%), followed by Newt Gingrich (11%), and Sarah Palin (9%). Given the influence of Southern Republicans in the Grand Old Party, the single-digit performance of non-Southerners Mitt Romney (7%), Tim Pawlenty (5%), and Mike Daniels (2%) pose significant strategic hurdles to their path to the Republican nomination.

OTHER NEWS FROM THE POLLING AND POLITICAL WORLD

U.S. LEADERSHIP - [U.S. Leadership in the Obama era continues to receive top marks in global survey](#) - A recent data dump from Gallup's 2010 polling in over 100 countries shows the Obama-era leadership of the United States continues to be viewed more favorably by citizens from across the globe than leadership of other industrialized countries. A solid plurality of international respondents approved of the U.S.'s leadership (47% Approve / 25% Disapprove), followed by Germany (40% Approve / 17% Disapprove) and France (39% Approve / 22% Disapprove). Of the seven countries tested, only Russia received a net-disapproval rating (27% Approve / 31% Disapprove).

The 2010 numbers roughly mimic the 2009 ratings (49% Approve / 21% Disapprove), which was a stark turnaround from the George W. Bush era. The same measure in 2008 was at only 1:1 approve/disapproval (34% Approve / 34% Disapprove) and even worse in 2007 (33% Approve / 38% Disapprove). Clearly, President Obama's election fundamentally changed the way individuals across the world view the United States and our government, and those changes endured through 2010.

LIBYA - [Americans Supportive but Apprehensive about Libyan conflict](#) - Last week's ALR newsletter focused on the conflict in Libya in depth. However, the Pew Research Center has fresh numbers on Americans' thoughts on the airstrikes. An 11-point plurality believe the airstrikes by US and allies was the right decision (47% Right / 36% Wrong), with Republicans more supportive (54% Right) than Democrats (49%) or independents (44%).

Some of the public's apprehensiveness is driven by the clear majority (60%) who believe U.S. involvement in Libya will "last for some time" compared to 33% who believe it will "be over pretty quickly". And half of the American public (50%) believe America "does not have a clear goal" (31% believe U.S. does have clear goal). In the coming days, actions on the ground in Libya and reactions to President Obama's speech will determine whether this apprehensiveness begins to dissipate or perhaps intensify.

WHERE TO MIGRATE? - [U.S Top Migration Destination by Far](#) - In the same report, Gallup found that 24% of international respondents expressed a desire to migrate to the United States given the chance - more than three times the percentage of the next most desired destinations - Canada (7%) and the United Kingdom (7%).

BUYERS REMORSE - In the latest installments of buyers' remorse, [Public Policy Polling recently found a solid majority of Ohio voters would support Democrat Ted Strickland over Republican Jo Kasich](#) if they had a chance to revisit the 2010 gubernatorial election (55% Strickland / 40% Kasich). Similarly, in Michigan, Republican Governor Rick Snyder's decisive 2010 win would be reversed if voters had the opportunity. [PPP finds that Democrat Virg Bernero would edge Snyder 49% to 46%](#) if the 2010 election was held again.

FL CENSUS - [Steve Schale](#) takes an in-depth look at the 2010 census numbers in Florida, and identifies the trends that will undoubtedly shape politics in the Sunshine State and the country large. One interesting number that Steve isolates is that Florida's Hispanic, non-white population moved from 61% in 2000 to 52.6% after the 2010 census, indicating Florida is clearly on its way to a majority-minority populace in the next few years.

PUBLIC POLLING

PRESIDENT OBAMA'S JOB RATING				
Polling Firm	Date	Sample	Approve	Disapprove
Gallup	3/25-27/11	Adults	45%	48%
CBS News	3/18-21/11	Adults	49%	41%
CNN/ORC	3/18-20/11	Adults	51%	47%
CNN/ORC	3/11-13/11	Adults	50%	47%
ABC/Wash. Post	3/10-13/11	Adults	51%	45%
Gallup	3/8-10/11	Adults	47%	45%
YouGov/Polimetrix	3/5-8/11	Adults	44%	48%
Gallup	3/5-7/11	Adults	46%	46%
Bloomberg	3/4-7/11	Adults	51%	43%

PRESIDENT OBAMA'S JOB RATING ON LIBYA				
Polling Firm	Date	Sample	Approve	Disapprove
Gallup	3/25-27/11	Adults	44%	44%

REPUBLICAN PRESIDENTIAL CANDIDATES NAME ID AND POSITIVE INTENSITY			
Polling Firm		Name Recognition	Positive Intensity (<i>Highly Favorable R Highly Unfavorable Rating</i>)
Gallup - Polling among Self ID Republicans	Sarah Palin	97%	19%
	Mike Huckabee	89%	25%
	Newt Gingrich	86%	15%
	Mitt Romney	83%	16%
	Ron Paul	76%	14%
	Michelle Bachmann	52%	20%
	Rick Santorum	42%	15%
	Haley Barbour	42%	9%
	Tim Pawlenty	41%	16%
	Mitch Daniels	33%	12%
	Jon Huntsman	21%	11%
	Gary Daniels	14%	1%

DIRECTION OF THE COUNTRY				
Polling Firm	Date	Sample	Right Direction	Wrong Track
CBS News	3/18-21/11	Adults	30%	64%
YouGov/ Polimetrix	3/12-15/11	Adults	26%	56%
Bloomberg	3/4-7/11	Adults	28%	63%
Ipsos/Reuters	3/3-6/11	Adults	31%	64%

YouGov / Polimetrix	2/26-3/1/11	Adults	27%	57%
NBC/WSJ	2/24-28/11	Adults	31%	60%

PARTY SELF ID					
Polling Firm	Date	Sample	Dem	Rep	Ind / other
Pollster.com Trend	3/22/11	Adults	31%	25%	36%



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