UNT Speaks Out

The 2012 Republican Primaries

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The Nomination

- Both major parties select a nominee to face off against the other in the presidential general election
- These are state-by-state contests
  - 18 for Romney; 11 for Santorum; 2 for Gingrich
- They follow a calendar established by the political parties in conjunction with the states
Political Science

Presidential Primaries and Caucuses by Month (2012)

Territories
- AS
- CA
- MS
- PR
- VI

Jan.   Feb.   March   April   May   June   No Date

States where the redistricting process is affecting the date of the presidential primary.

3/1/12
2012 Delegate Distribution

- Mitt Romney (Orange)
- Ron Paul (Yellow)
- Rick Santorum (Green)
- Newt Gingrich (Purple)
- Rick Perry (Blue)
- No recorded votes (Black)
Delegate count through April 3. Conn, Del, NY, Penn, RI primaries on 4/24.
Texas Delegates

- Texas Republicans hold a total of 155 delegates (out of 2,285)
  - 3 are RNC “super delegates”
  - 108 are proportional, congressional district with 20 percent viability threshold
  - 44 proportional, at large delegates
- Roughly 7 percent of all delegates
How does Romney win?

- **Win more delegates**
  - He must amass at least 1,144 Delegates
  - But Romney is the nominee right now with fewer than 1,144 delegates tallied

- **Win more media attention, money, and momentum**
  - Primaries are elimination contests and those who do not gain momentum do not raise money or make the news
  - They drop out
What does Romney do now?

- Summer campaign season
  - General election officially starts after both conventions
- Build winning image through ads and news coverage
- Attack Obama through ads and news coverage
What about the President?

- Unchallenged, but still amassing delegates
  - If any doubt, he is the Democratic nominee
- Spoke at the Iowa Caucuses
- Has held 22 fundraisers
- Held a press conference on Super Tuesday
- Spoke publicly on virtually every Republican primary contest day
What about the President?

- Romney has had to fend off challenges from the right
- The president can be president
  - And attack Romney, but from the center
  - This gives the president a decided advantage in the summer and general election campaigns
  - Romney has to move back to the center, being pulled to the right in the primary
The Median Voter
2008 Electoral Map

270 Votes Needed. 2008: 365-173
Intrade 2012 Forecast

Romney: 146; Obama: 250; Tossup or no data: 142
Conclusion

- Romney will amass enough delegates but “wins” earlier because primaries are elimination contests.
- The president is positioning himself for the general election.
- Romney has to rework his message to appeal to the median American voter, not the median conservative voter.