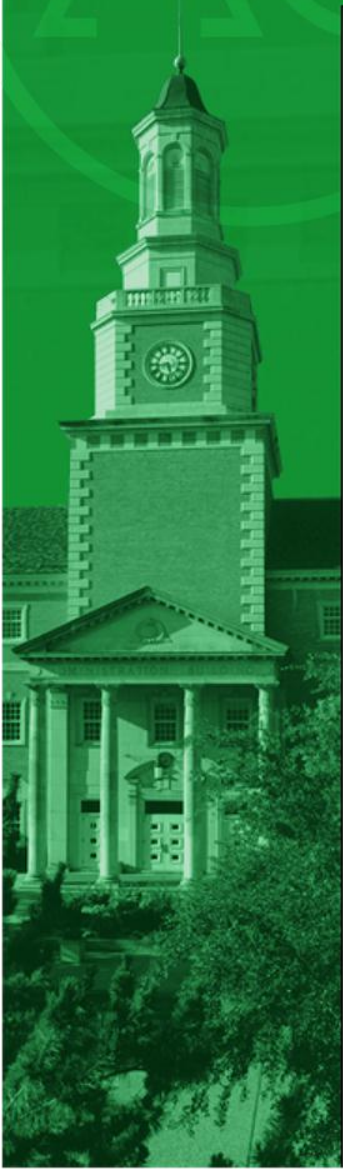




UNT Speaks Out

The 2012 Republican Primaries

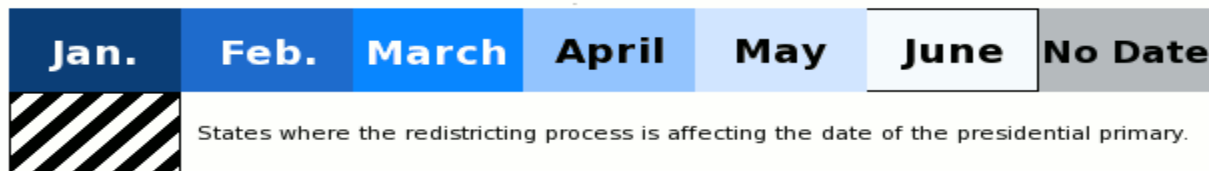
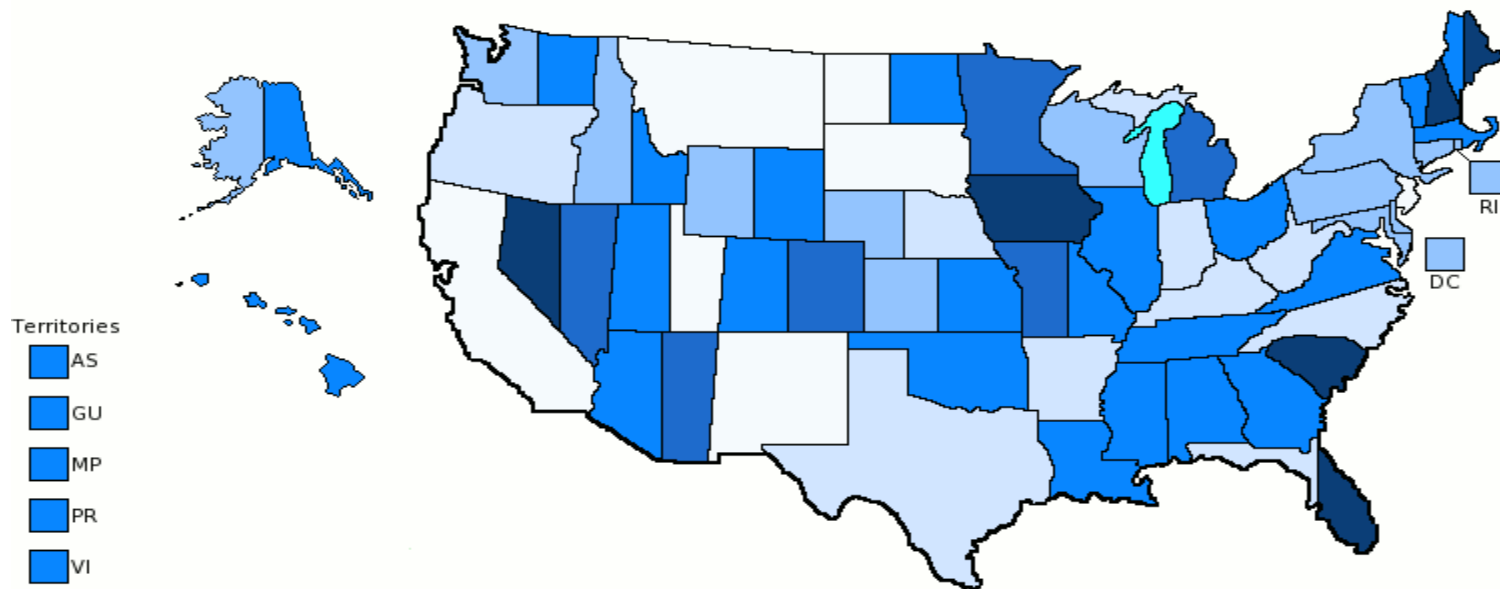
Matthew Eshbaugh-Soha



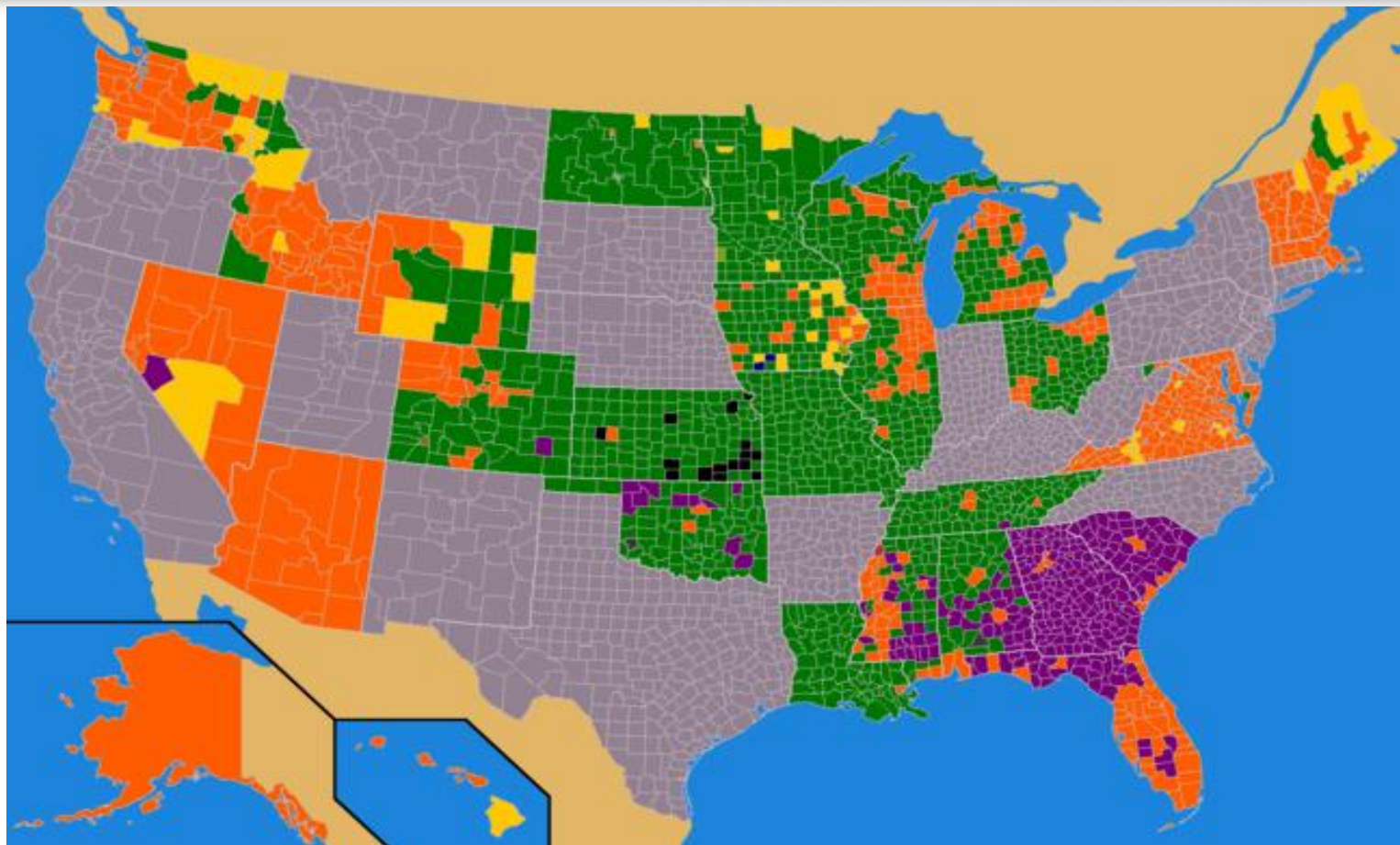
The Nomination

- 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

Presidential Primaries and Caucuses by Month (2012)



2012 Delegate Distribution

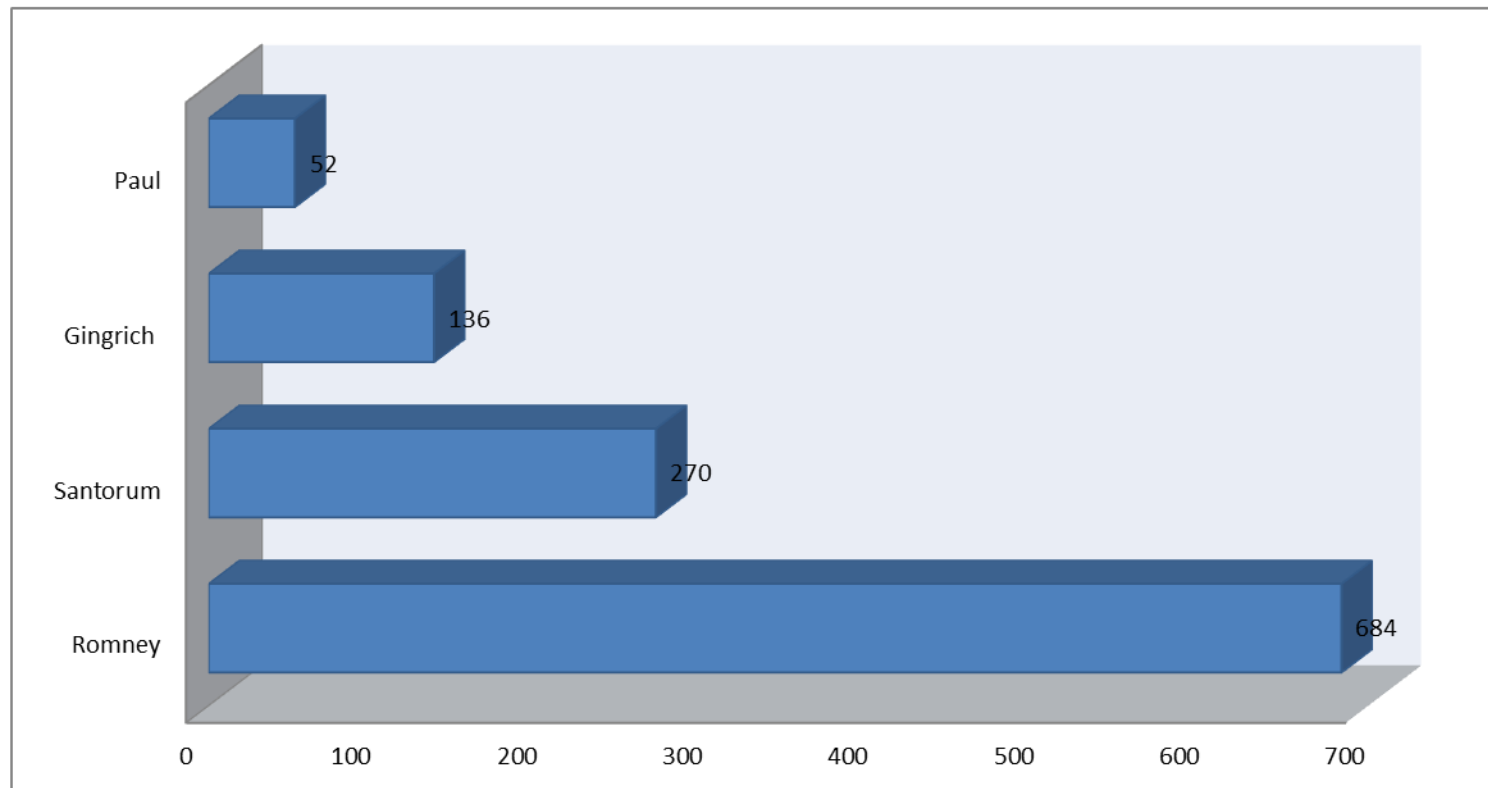


Mitt Romney (Orange)
Ron Paul (Yellow)

Rick Santorum (Green)
Newt Gingrich (Purple)

Rick Perry (Blue)
No recorded votes (Black)

2012 Delegate Count



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

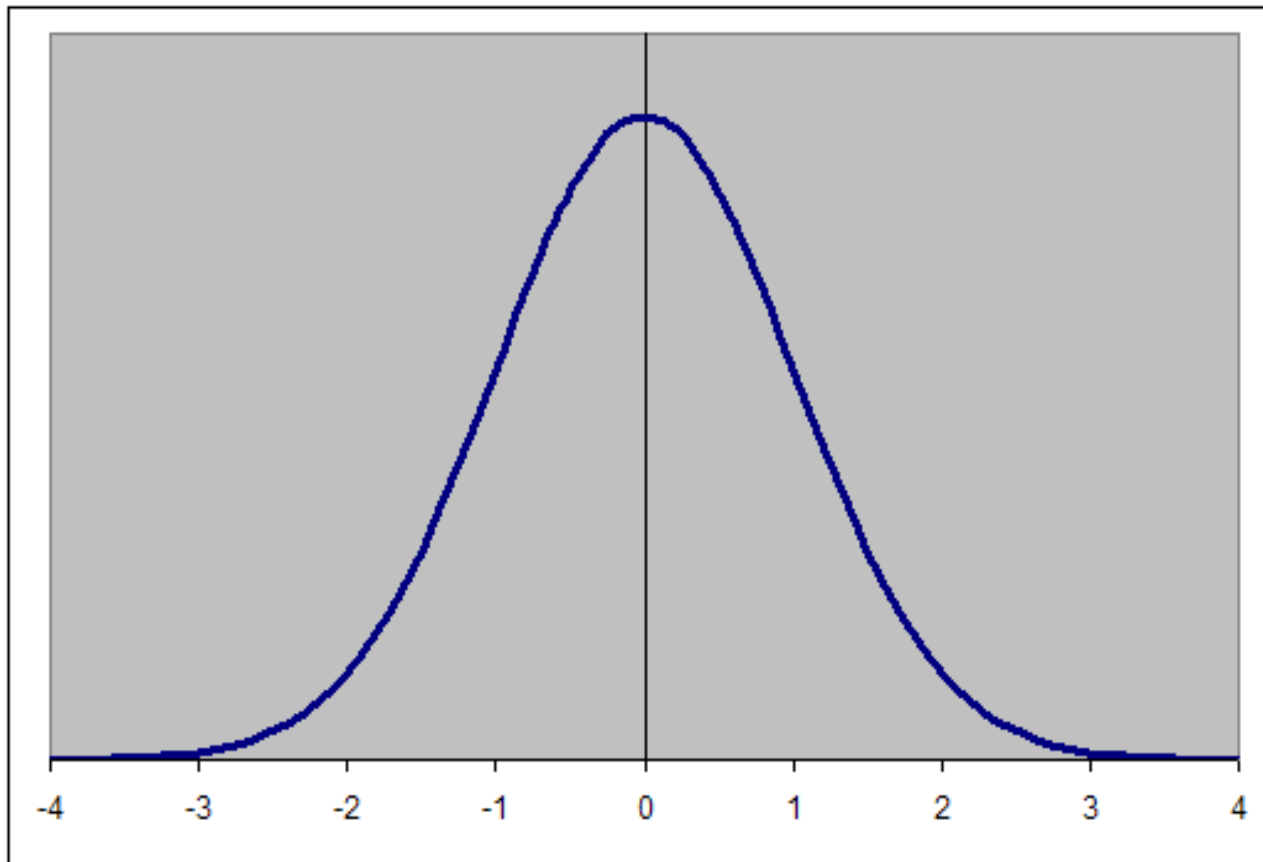
What about the President?

- 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

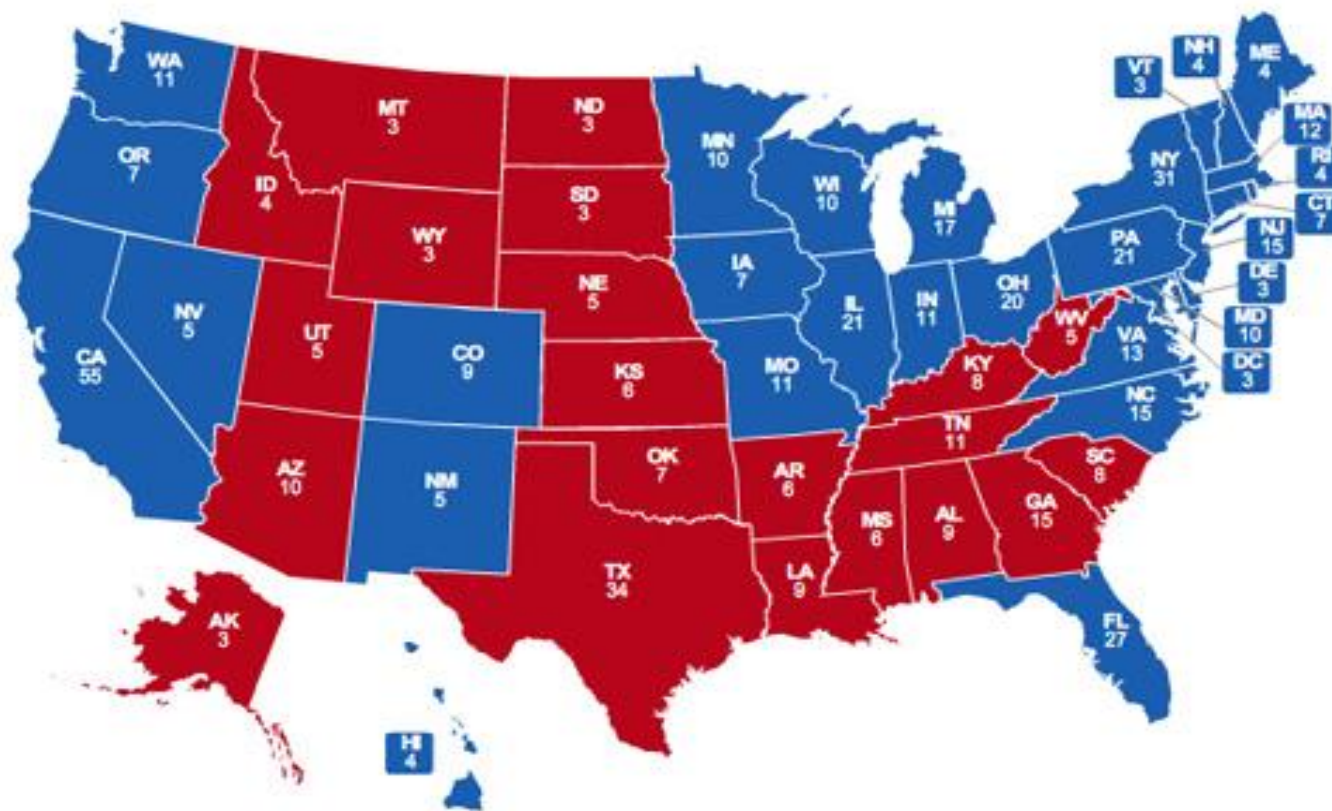
What about the President?

- 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

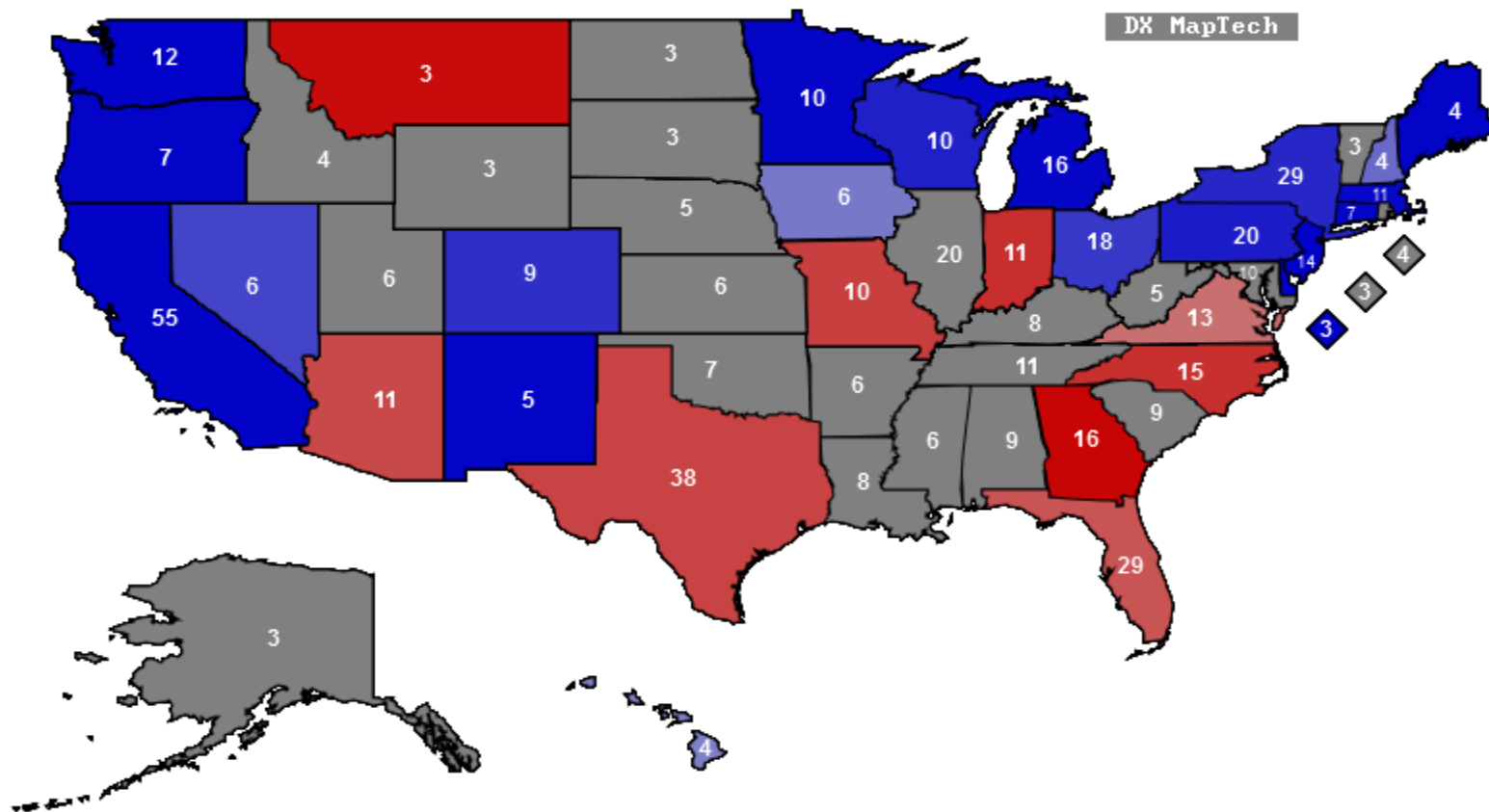


2008 Electoral Map



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