



What Happened In Election 2012



THE
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RESEARCH
BASED
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The Fundamentals Count



A photograph of Barack Obama, Michelle Obama, and their daughters, Malia and Sasha, at a public event. Barack is on the right, wearing a dark suit and a blue tie, waving his right hand. Michelle is in the center, smiling, wearing a dark top. Malia is on the left, wearing a blue dress, and Sasha is in the foreground, wearing a green patterned dress. The background is dark and out of focus, suggesting a large crowd or a stage setting.

Fundamental #1: The Economy



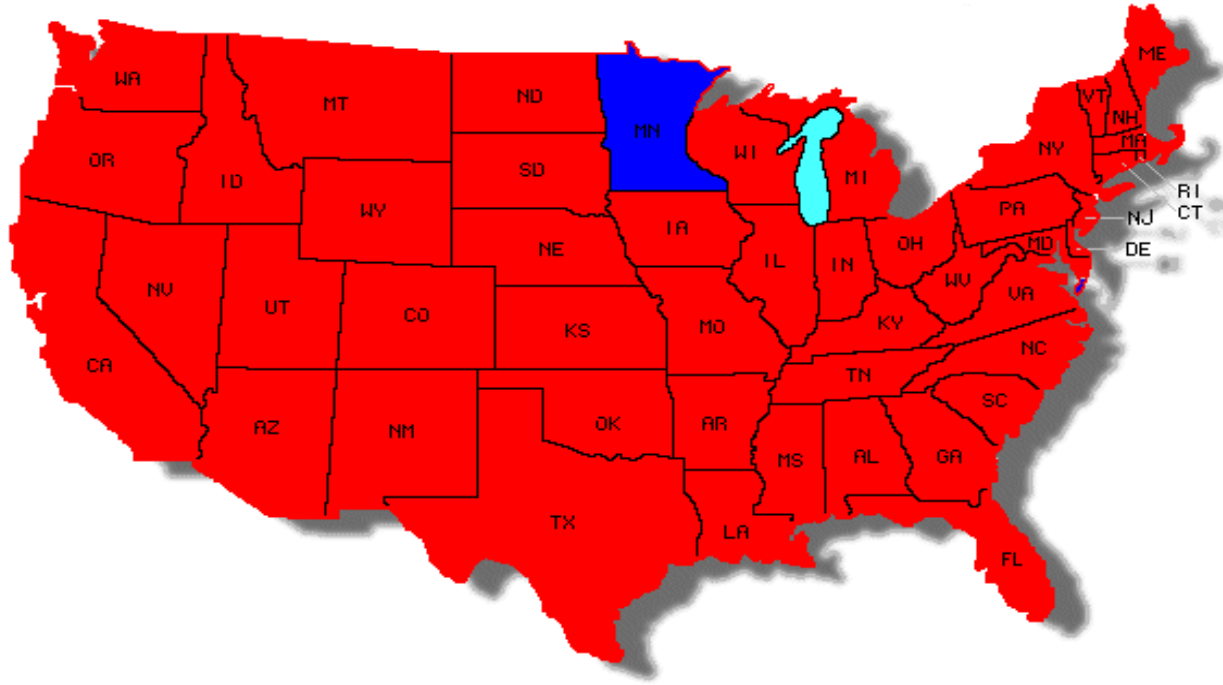
The Most Often-Repeated And Most Misleading Statistic Of 2012

“No president has been reelected with unemployment over 7.2%”

True, but...



That Year Ronald Reagan Won 49 States And By An 18-Point Margin



“No president has been reelected with unemployment over 5.3%”



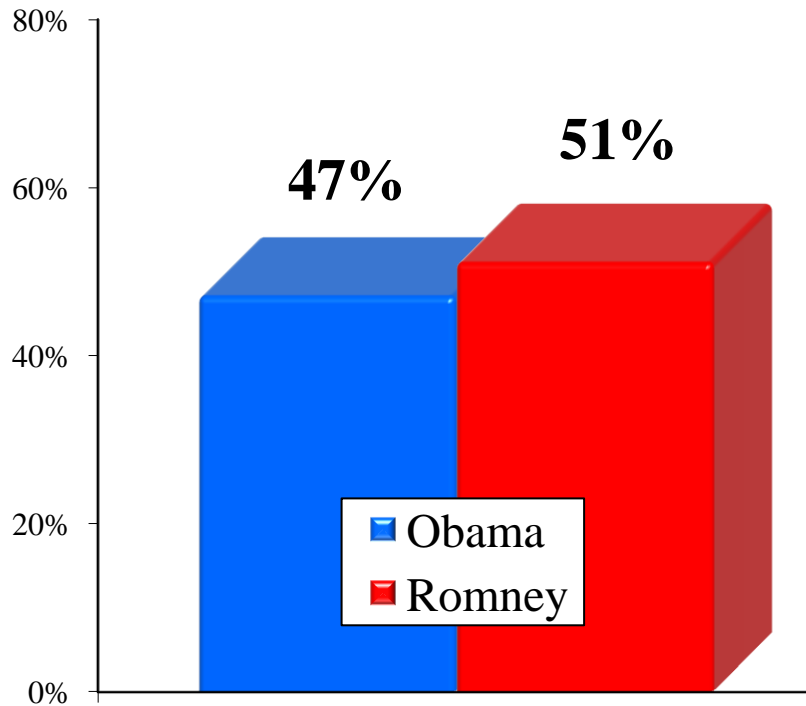
Models Based On Economic Fundamentals Forecast A 50/50 Race

Model	Obama Vote Forecast
Time for Change	50.6%
Bread and Peace	47.5%
National Conditions/Incumbency	47.9%
Expectations	53.8%
EBMA	50.3%
State Level	51.6%
State Political Economy	51.2%
State Economic	47.1%
AVERAGE	50%

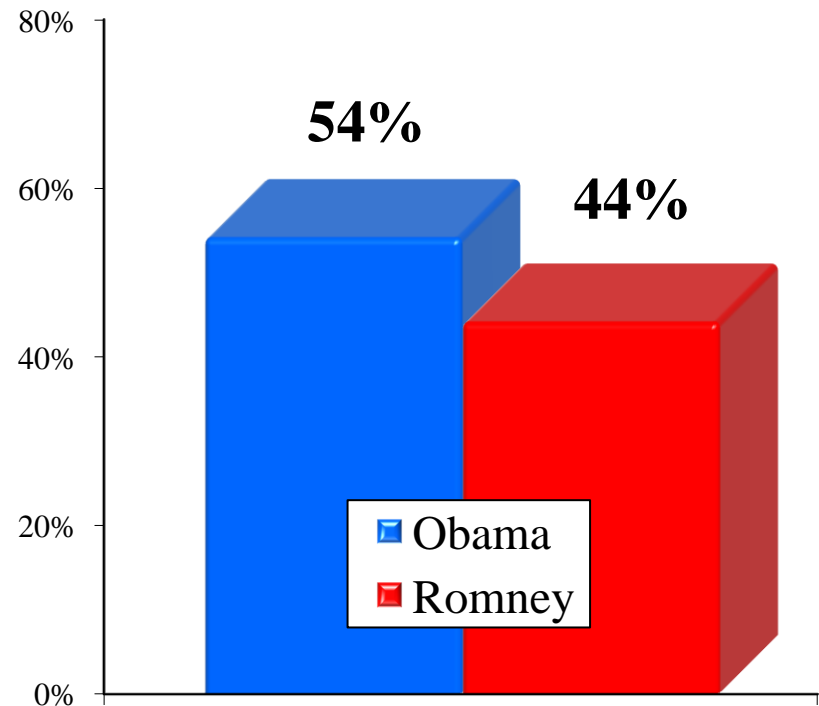


Economic Issues Played A Nuanced Role

Among 59% saying **economy** the most important issue

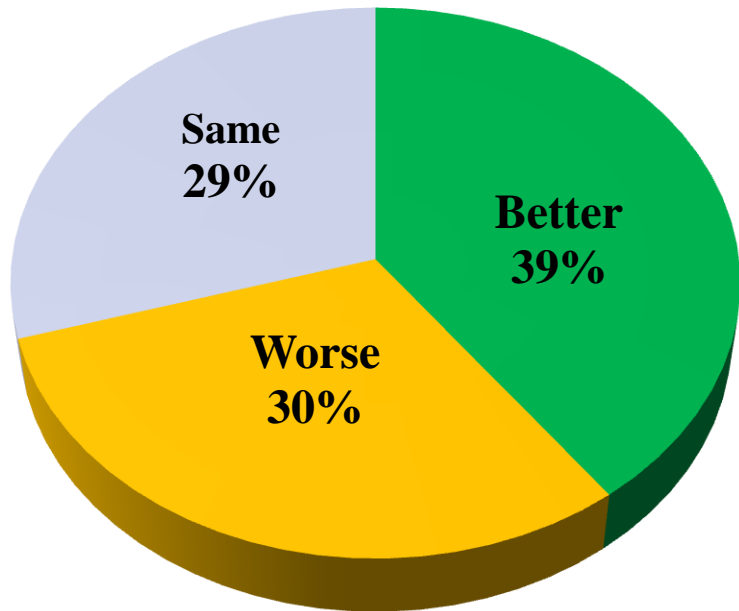


Among 38% saying **jobs** the most important economic issue

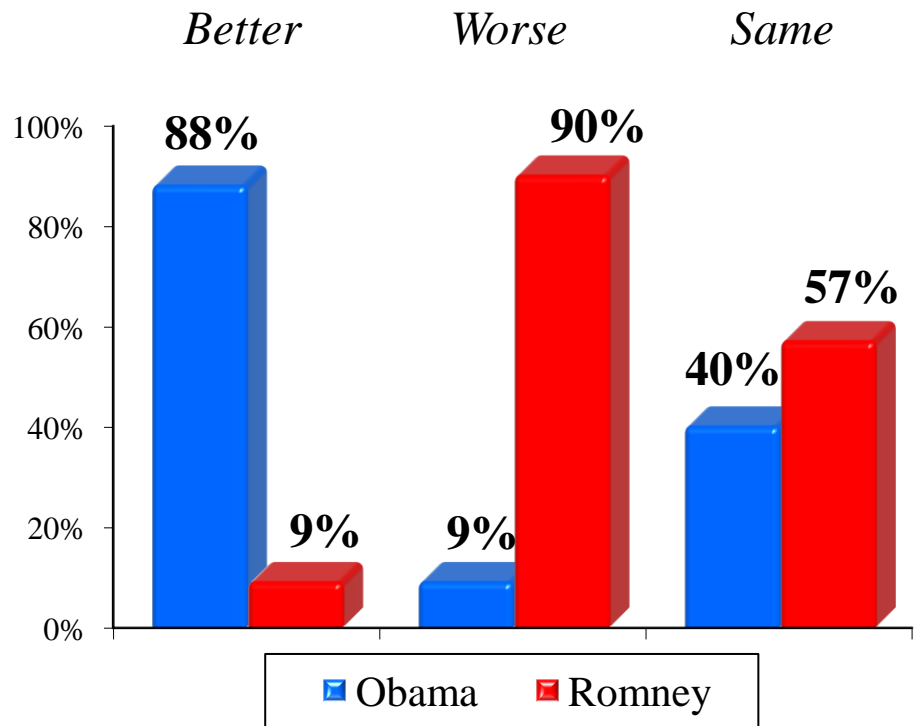


Enough Voters Thought The Economy Was Getting Better To Give The President A Victory

Is The Economy Getting...?



Vote By View Of The Economy

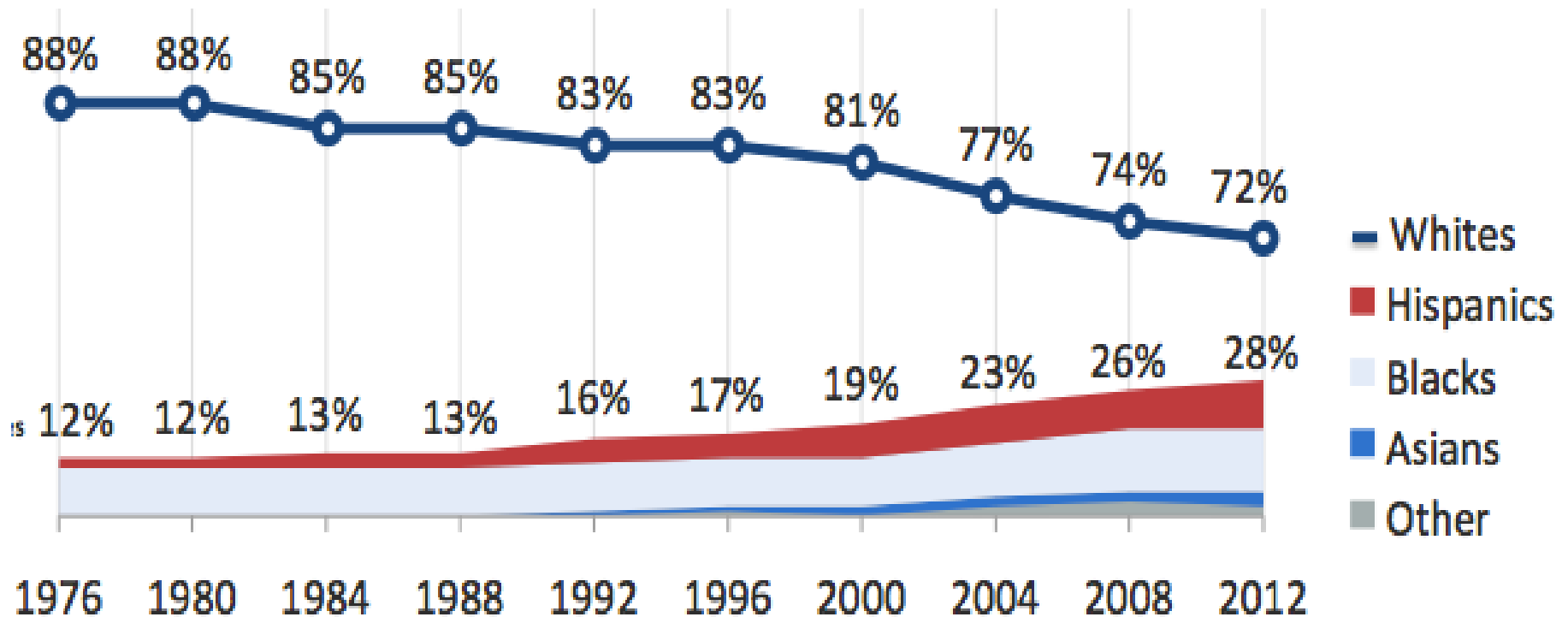


A photograph of Barack, Michelle, and Malia Obama. Barack is on the right, wearing a dark suit and blue tie, waving his right hand. Michelle is in the center, wearing a dark top with a red pattern. Malia is on the left, wearing a blue dress. They are all smiling and looking towards the camera.

Fundamental #2: Demography

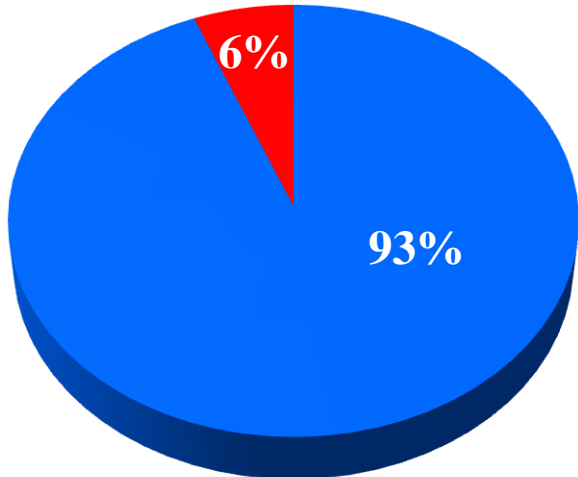


The Minority Share Of The Electorate Has Increased Significantly



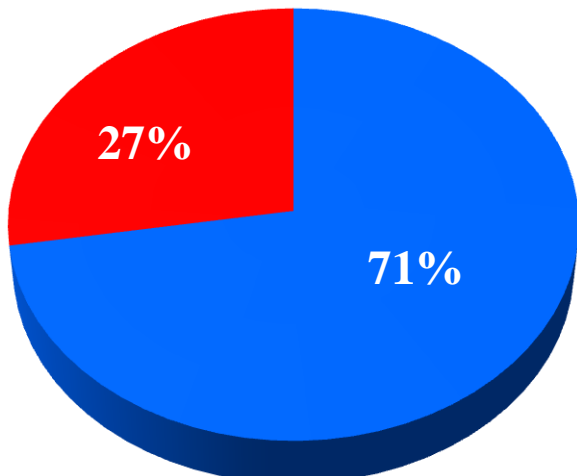
Non-Whites Supported The President

African-American



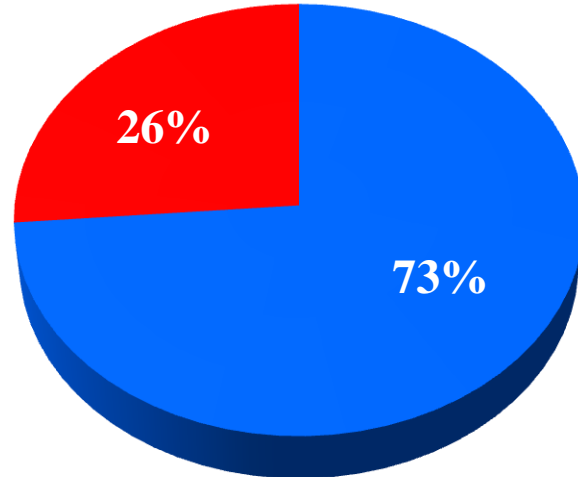
■ Obama ■ Romney

Hispanic



■ Obama ■ Romney

Asian



■ Obama ■ Romney



A photograph of Barack Obama, Michelle Obama, and their three daughters at a graduation ceremony. Barack is on the right, wearing a dark suit and blue tie, waving his right hand. Michelle is in the center, smiling, wearing a dark top. The daughters are on the left, also smiling. The background is dark with some blurred lights.

Fundamental #3: Longevity

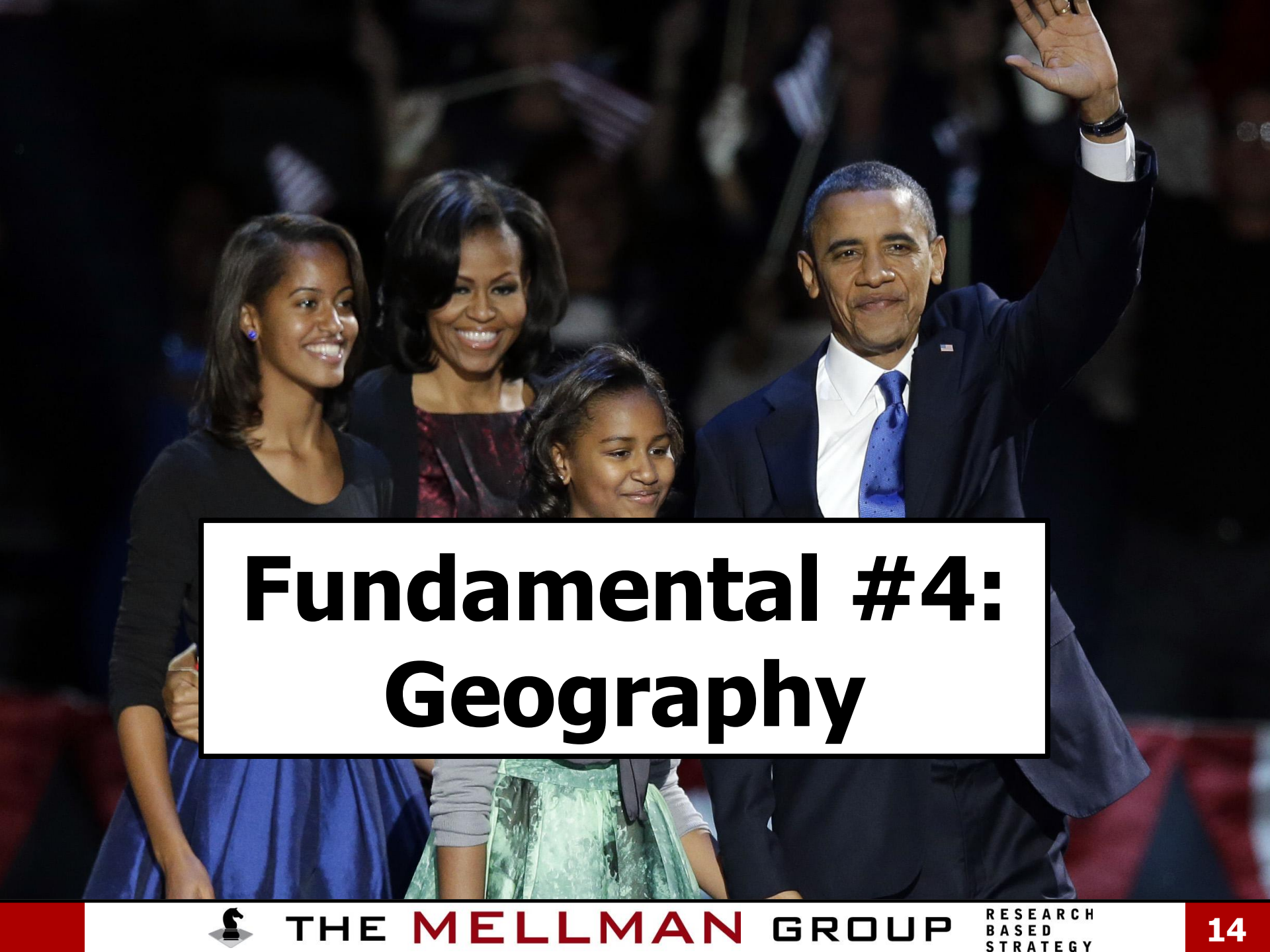


Voters Tend To Give Parties A Second Term In Office

Just Once in 100 Years Has A Party
Lost Going For A 2nd Party Term

Average Gain Of 2.5-5 Points



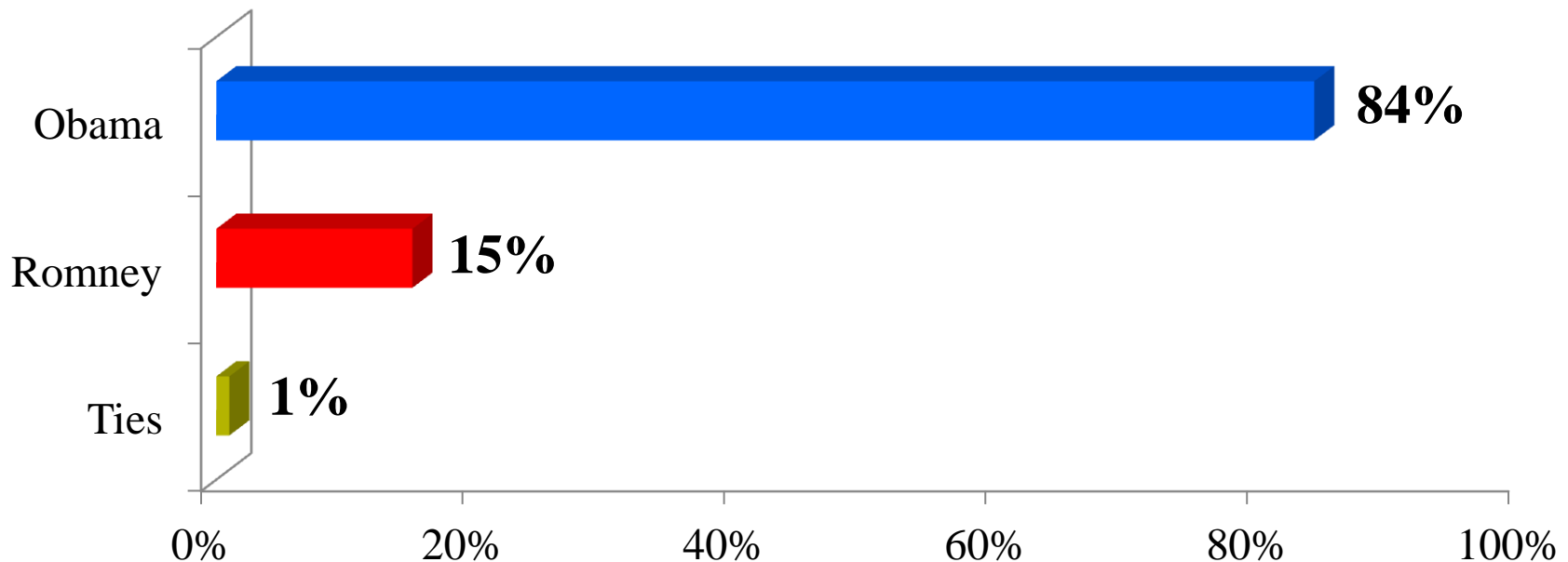
A photograph of Barack Obama, Michelle Obama, and their daughters at a graduation ceremony. Barack is on the right, wearing a dark suit and a blue tie, waving his right hand. Michelle is in the center, smiling, wearing a dark top. The daughters are on the left, one in a blue dress and the other in a green dress. The background is dark with some blurred lights.

Fundamental #4: Geography



The President Had Many More Routes To 270 Electoral Votes

Percent Of Paths To Victory



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The Fundamentals Counted—A Lot

- **Fundamental #1: The Economy**
- **Fundamental #2: Demography**
- **Fundamental #3: Longevity**
- **Fundamental #4: Geography**

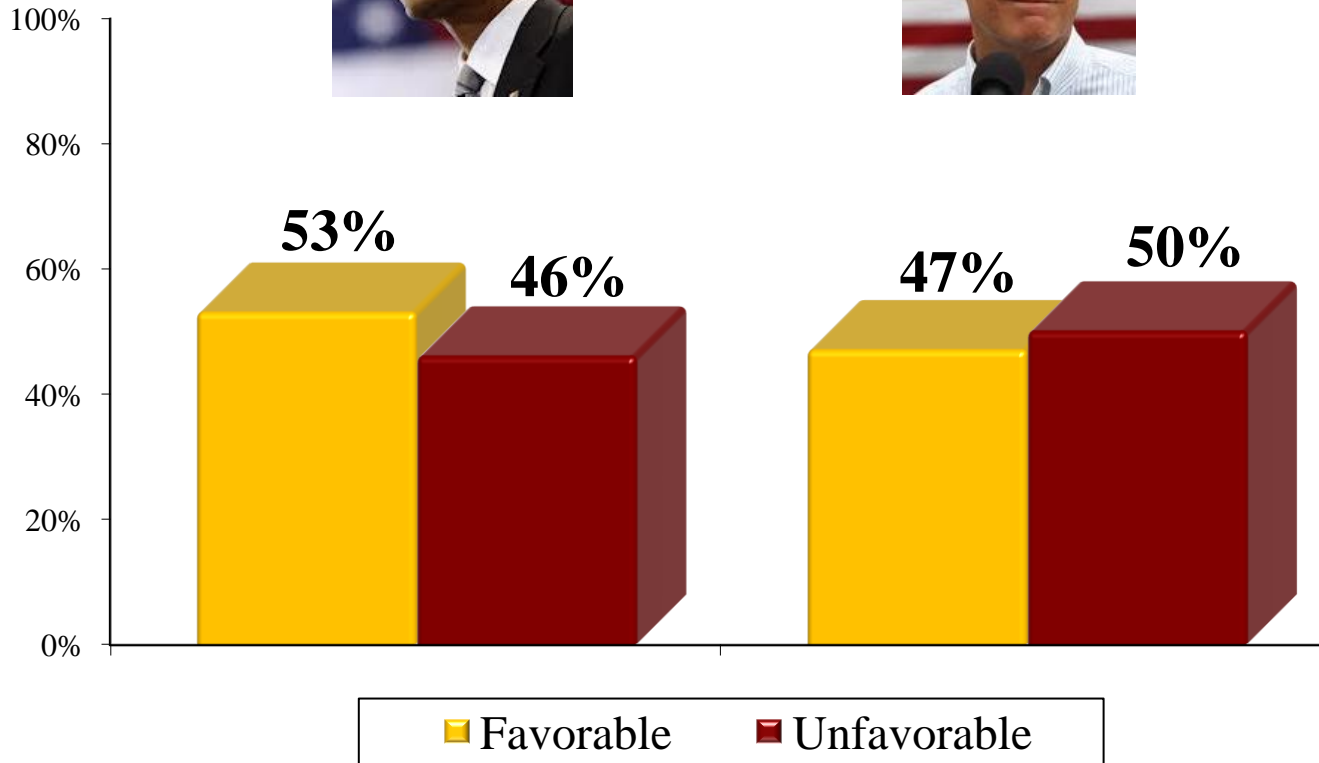


Strategy Also Mattered

**Central Strategic Imperative:
Transform The Election From A
Referendum To A Choice**



On Election Day, The President Was Viewed More Favorably Than Romney





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