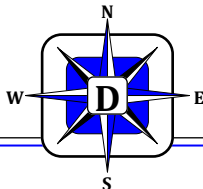


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The *John Davis Political Report* is a non-partisan analysis of the key people, events and trends impacting the likely outcome of campaigns for elective offices at the federal and state government levels. John Davis is a life-long independent with three decades of political research and analysis experience. For more information see www.johndavisconsulting.com

Romney Edges Santorum in Iowa Caucuses by 8 Votes; Anybody-but-Romney Wins 75%; Perry Suspends Campaign; Gingrich Vows Revenge at Saturday NH Debate after \$5 million Smack Down

Romney: 30,015; Santorum: 30,007; Paul: 26,219; Gingrich: 16251;
Perry: 12,604; Bachmann: 6,073; Huntsman: 745

Post: January 4, 2012 Vol. V, No. 1

A Win is a Win is a Win

Former Massachusetts Governor Mitt Romney eked out an 8-vote win over former Pennsylvania Senator Rick Santorum in the Iowa Caucuses Tuesday, tallying 6 fewer votes than he won in his 2nd place finish to Mike Huckabee in Iowa in 2008. Santorum, left for dead the entire race by most seasoned political observers, is the come-from-behind new force to be reckoned with.

Although Romney's "stuck at 25%" win in Iowa is even less than his 25.2% win in 2008, a win is a win is a win. Romney is now well-positioned to win in New Hampshire by a wide margin in next Tuesday's primary. He is not likely to win in socially conservative South Carolina in two weeks (Primary Election 1/21/2012), but he has established a winning campaign plan, team and fundraising prowess that will give him an advantage in all but the most conservative states.

A Winning Nod by Forced Settlement is Not Enough to Defeat Obama

The fact remains that 75% of Iowa Republicans did not vote for Romney, and all indicators show that he will never be anything other than the nominee for which most Republicans will be forced to settle. *All national polls* for months have shown Romney with no more than 25% of the GOP vote.

I am hard pressed to accept the notion that Santorum's Evangelical Christian voters or Ron Paul's anti-government libertarians are ever going to settle for Romney. If Michele Bachmann

and Rick Perry step off the stage, which is now likely, their voters are more likely to join Santorum or the Ron Paul camp.

If Romney ultimately wins the Republican nomination, can he defeat President Obama without the enthusiastic support of the 75% of Republicans who have had years to consider him and who have opted to join the Anybody-but-Romney group? These folks vote with their hearts.

[According to Real Clear Politics](#), President Obama's job approval is 47.2%; the remaining 47.8% disapprove. Those numbers look bad unless they are considered in the context of the nation's historic economic crisis. They should be much worse. Remember, President Bush had 25% job approval in October of 2008.

With an improving economy and a dysfunctional congress, Obama will be tough to beat by a GOP nominee who is on track to win by forced settlement for most Republicans.

Gingrich Reduced to Amateurish Spoiler Sucking Sour Grapes; Vows Revenge

Newt Gingrich, after one of the most amateurish campaigns in the history of presidential politics, has reduced himself to a spoiler sucking sour grapes. In his concession speech to a crowd of 100, Gingrich vowed to exact revenge against Romney for the \$4.1 million negative advertising smack down during the final weeks of the Iowa campaign.

Gingrich plans to exact his revenge at Saturday night's ABC News presidential debate in New Hampshire, and again on Sunday during the NBC News presidential debate on *Meet the Press*.

The pro-Romney Super PAC named **Restore Our Future** spent \$4,116,274 in Iowa in December alone ATTACKING NEWT GINGRICH. Gingrich counter-punched with \$866,950. Guess who won the shouting match?

- **Restore Our Future** Super PAC spent \$4,116,274 in December ATTACKING GINGRICH.
- **Winning Our Future** Super PAC spent \$782,231 in December SUPPORTING GINGRICH.
- **Strong America Now** Super PAC spent \$84,719 in December SUPPORTING GINGRICH.

[According to The New York Times](#), **Restore Our Future** has already purchased nearly \$1 million in TV advertising time in South Carolina (Primary Election 1/21/2012) and Florida (Primary Election 1/31/2012). The ads target Gingrich in both states.

Like it or not, the new under-world of American politics is dominated by Super PACs. They can spend an unlimited amount on independent advertising advocating for the election or defeat of a candidate. Gingrich should have accepted this new reality and used it to his advantage.

Newt Gingrich, of all national political leaders, should have known that politics is a shouting match (debates, TV, radio, mail, public appearances, and Internet) and the winner is the one who shouts the loudest and the longest, accomplished by spending the most money. You win the war of words with money, you win the blame game with money, and you win the good guy/bad guy argument and the everyman with the common sense plan argument with money.

You also win the war of mobilization with money. The last GOP debate leading up to the Iowa Caucuses was December 15. Gingrich never changed from the debate mode. There was no organization for mobilization of voters; no counter-punches to combat the pro-Romney Super PACs.

Newt Gingrich, after one of the most amateurish campaigns in the history of presidential politics, has reduced himself to a spoiler sucking sour grapes.

Romney: What Goes Around Comes Around

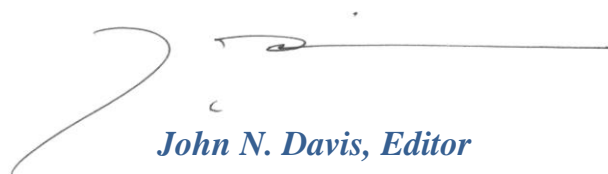
Romney will now face the brunt of negative attacks by all remaining challengers, beginning Saturday night in Manchester, New Hampshire at the ABC News Republican presidential debate. The debate will be moderated by ABC's Diane Sawyer and George Stephanopoulos.

As brutal as Gingrich is likely to be Saturday, and again on Sunday during the Meet the Press presidential debate, Romney's greater challenge is how to convince the 75% of Republicans throughout the United States who have known him for years and don't like him that he is worthy of their support in the race against President Obama.

With an improving economy and a dysfunctional Congress, Obama will be tough to beat by a GOP nominee who is on track to win by forced settlement for most Republicans.

- END -

Here's Wishing You a Happy and Prosperous New Year!



John N. Davis, Editor