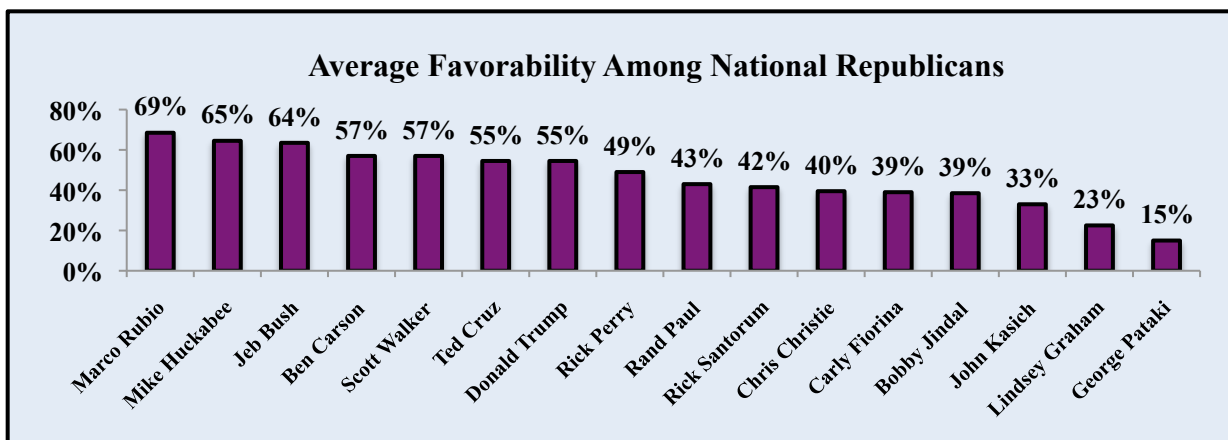


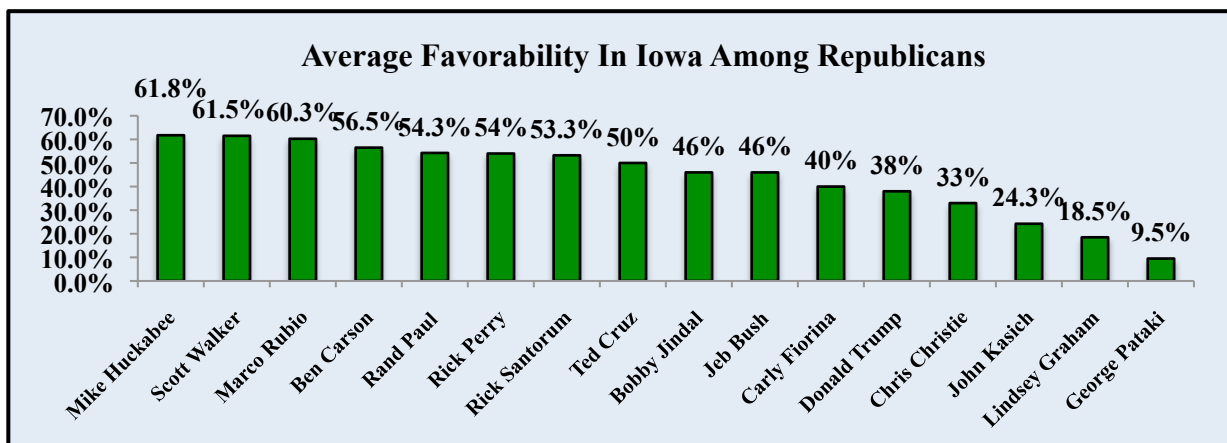
Keep An Eye On Favorability Ratings: At this point in the 2012 presidential election, then-Texas governor Rick Perry was leading in national polls. Gov. Perry was also first in Iowa polls, while the eventual winner of the Iowa caucuses, former Pennsylvania senator Rick Santorum trailed him by sixteen percentage points. Polls are often inconclusive at this stage, but favorability ratings and other fundamentals can provide insight to the race.

An average of national Quinnipiac University polls for this cycle found that Florida senator Marco Rubio has the highest favorability average among Republican voters nationwide at 69%, with former Arkansas governor Mike Huckabee in second with 65%. An average of recent Des Moines Register/Bloomberg Politics polls found that among Iowa Republicans, former Arkansas governor Mike Huckabee is the most favorable with an average of 61.8%. Wisconsin governor Scott Walker has the second highest average rating at 65%. South Carolina senator Lindsey Graham and former New York governor George Pataki have the lowest favorability averages in Iowa, 18.5% and 9.5% respectively.

The horserace polls will move around for the next several months as the contest remains fluid. Steadier fundamentals like favorability – especially the strongly favorable and strongly unfavorable numbers – may indicate who can move when the moment comes.



Source: Quinnipiac University polls



Source: Des Moines Register/Bloomberg Politics