



Field Report

July 30, 2007

GOVERNOR ROMNEY HAS BUILT A STRONG ORGANIZATION IN IOWA

The Romney campaign is very well organized in Iowa. Their early investment in Iowa is paying dividends. The results are:

- A large number of endorsements
- A large, well structured statewide staff
- Leads in most of Iowa public polling
- An unrivaled Ames Straw Poll turnout operation

This presentation is designed to outline how the Romney Team has built an effective organization in Iowa and what results we can expect at the Ames Straw Poll.

Notably, we are growing and our operation is hitting a good stride. The Iowa press corps seems to now understand we are committed to Iowa and will be competitive in the caucuses. Also, voters in the state are very receptive to Mayor Giuliani's message.

GOVERNOR ROMNEY VERY ACTIVE IN IOWA

- Governor Romney has spent 24 days in Iowa during 2007
- Nearly \$2,000,000 in Paid Media Through 7/31
- A Steady Rise in Iowa Polling Each Month:

Polling Averages	Giuliani	McCain	Romney	Thompson
June	16	10	24	16
May	19	19	20	9
April	19	26	14	13
March	25	22	12	8
February	29	22	9	*
January	22	19	7	*

- Gov. Romney has led the last 6 public polls conducted in Iowa

GOV. ROMNEY MORE EFFECTIVE IN IOWA THAN ELSEWHERE

- Millions of dollars spent in Total Paid Media Through 7/31 on cable TV and in 5 or more states.

- More than \$1 Million Spent in **New Hampshire**

- Leads by a few points in state polls

- Hundreds of Thousands Spent in **South Carolina**

- Minimal movement in polls

- Remains in single digits

- Hundreds of Thousands Spent in **Florida**

- Shown little movement in polls

- Currently running in 3rd or 4th

- Bought TV in **Michigan**

- Remains in 3rd Place in state polls

**The Romney campaign Claims it has
“Pulled Back The Level Of Investment” for
the Ames Straw Poll...**



**But reports from the field on spending and
GOTV efforts by the Romney campaign
suggest otherwise...**

ROMNEY CAMPAIGN SPENDING IN IOWA

- \$1,920,875 in Paid Media Through 7/31
- At least **85** Paid Staff (According to 2nd Quarter FEC Report)

LURING VOTERS TO THE STRAW POLL

- Offering:
 - Free Transportation
 - Paid Admission
 - Hickory Park Barbecue
 - Live Entertainment

GOOD WILL FROM THE 2006 CYCLE

- Since Gov. Romney's days at the RGA, his Commonwealth PAC has been actively building a base of support in Iowa by contributing to the local GOP Clubs, County Parties, Student Clubs, Leadership PACs, and Individual Candidates.

- "Among Republicans testing the presidential waters, Massachusetts Gov. Mitt Romney tops the donor list. His Commonwealth PAC has pumped about \$370,000 into Iowa campaigns. The majority of the contributions have gone to legislative candidates.... Among the out-of-state Republicans, only Romney has topped Sen. Charles Grassley of Iowa."

- <http://desmoinesregister.com/apps/pbcs.dll/article?AID=/20061017/NEWS09/610170384/1056>

- According to the Boston Globe, "The Commonwealth PAC has collectively spent about \$6 million...Some donations also went to conservative advocacy groups in targeted states...In Iowa, the state PAC donated \$1,000 to the Christian Coalition of Iowa."

- http://www.boston.com/news/local/articles/2006/12/24/romney_left_mass_on_212_days_in_06/?page=2

FIELD REPORTS

- Gov. Romney's turnout efforts for Ames rival Bush's efforts for General Election in 2004
- Multiple paid and volunteer contacts to individual caucus goers according to field sources
 - As of 7/31, Iowa Caucus Goers (including those supporting other candidates) seemed to be receiving at least 1 and sometimes up to 4 calls for Gov. Romney per day in addition to mail
- 26 of 93 Endorsements in Iowa have been paid by the Romney Campaign

According to an Article by Thomas B. Edsall and Ethan Hova:

*"Romney Buys Conservatives" was produced as part of the Eyes on the Money project by OffTheBus
- email distribution July 26, 2007 06:25 PM*

“Former Massachusetts Governor Mitt Romney is distributing numerous payments, primarily to religious and social conservatives, most of them in Iowa, for what he calls ‘GOTV Consulting.’ ‘GOTV’ is political shorthand for get-out-the-vote - just what walk-around payments financed.”

2007 STRAW POLL PROJECTIONS

- Assuming Governor Romney's Iowa operation is as good as it is said to be and based on expected turnout, internal data, and polling trends, it is likely that Gov. Romney will have at least 24,000 supporters at the Ames Straw Poll--remember that none of the other top tier candidates are participating.
- Will likely beat his nearest opponent by a margin of at least 8 to 1.
- A Straw Poll victory of this margin will leave Romney with a large tactical advantage heading into the Iowa Caucuses.

24,000+ STRAW POLL VOTES?

- The Romney campaign has demonstrated the priority they put on straw polls and has proven it in this and in other straw contests.
- Considering advertising, staff, and specific straw poll activities, Gov. Romney has outspent other competitors in the Ames Straw Poll by at least 1 to 2 million dollars, which will be an extraordinary ratio.
- Gov. Romney is currently leading Iowa polls and, in those polls, dominates all of the candidates participating. In most polls, he has about 10-times the support that other candidates participating in the straw poll have.
- There is no candidate participating in the Ames Straw Poll with the same money, organization, or in-state name ID.
- The Iowa staff is massive compared to others competing in Ames, and the addition of staff and volunteers from around the country will make this a massive effort.
- This will be the first big test of Governor Romney's national GOTV apparatus.

RIVALS' EFFORTS IN IOWA

•Brownback

- 22 Paid Staff in Iowa (According to 2nd Quarter FEC Reports)
- Free tickets to Straw Poll mailed to Iowans with a “Brown Bracelet” for attending Brownback events

•Tancredo

- Reportedly at least 3 different mailers that include a free ticket to the Straw Poll

•T. Thompson

- Auto-Dials made to Iowa Caucus Goers



**GIULIANI CAUCUS
ORGANIZATION IN IOWA**

GIULIANI IS ORGANIZING FOR THE CAUCUS BUT STILL A LONG WAY TO GO

- Tens of Thousands of Volunteer ID Calls Made in Iowa
- 6 of 6 Regional Chairs Recruited
- 56 Of 99 County Chairs Recruited
 - There are 102 chairs and co-chairs identified and actively recruiting precinct chairs, identifying supporters, and participating in voter contact activities.
- 2801 Active Volunteers Recruited

GIULIANI EFFORTS IN IOWA

- 11 Full time staff, including 8 Field Directors
- HQ in Clive, Satellite offices opening in September
- Began our paid media with radio ads in late July and recently started a direct mail program in the state

WE ARE ORGANIZING...

- 10 “satellite” phone bank locations statewide [at least one in every region] running each week, in addition to the Clive HQ.
- Every caucus-goer household has been contacted at least once in 21 counties.
- 24 current and former elected officials have officially endorsed Rudy.
- 3 County Republican Party Chairmen, and 1 Co-Chair have officially endorsed Rudy.

CONCLUSIONS

- Gov. Romney will continue to outspend us in Iowa, especially when it comes to his paid “super volunteers.”
- The amount of time spent in Iowa by the Mayor is directly proportional to the strength of his organization - momentum is building. His recent trips have yielded many new supporters and active volunteers.
- Gov. Romney will come out of the Straw Poll with a significant volunteer organization (primarily driven by “paid volunteers”).
- Retail politics is Rudy’s strength. lowans are just getting to know Rudy, and they like what they see.
- With the opening of our satellite offices, our voter contacts will grow exponentially.
- We are seeing growth in our organization on a weekly basis, and this is just the beginning. With the dog days of summer soon to be behind us and 6 months to go, strategically speaking, our campaign is primed and ready to mobilize a true grassroots volunteer army in Iowa.