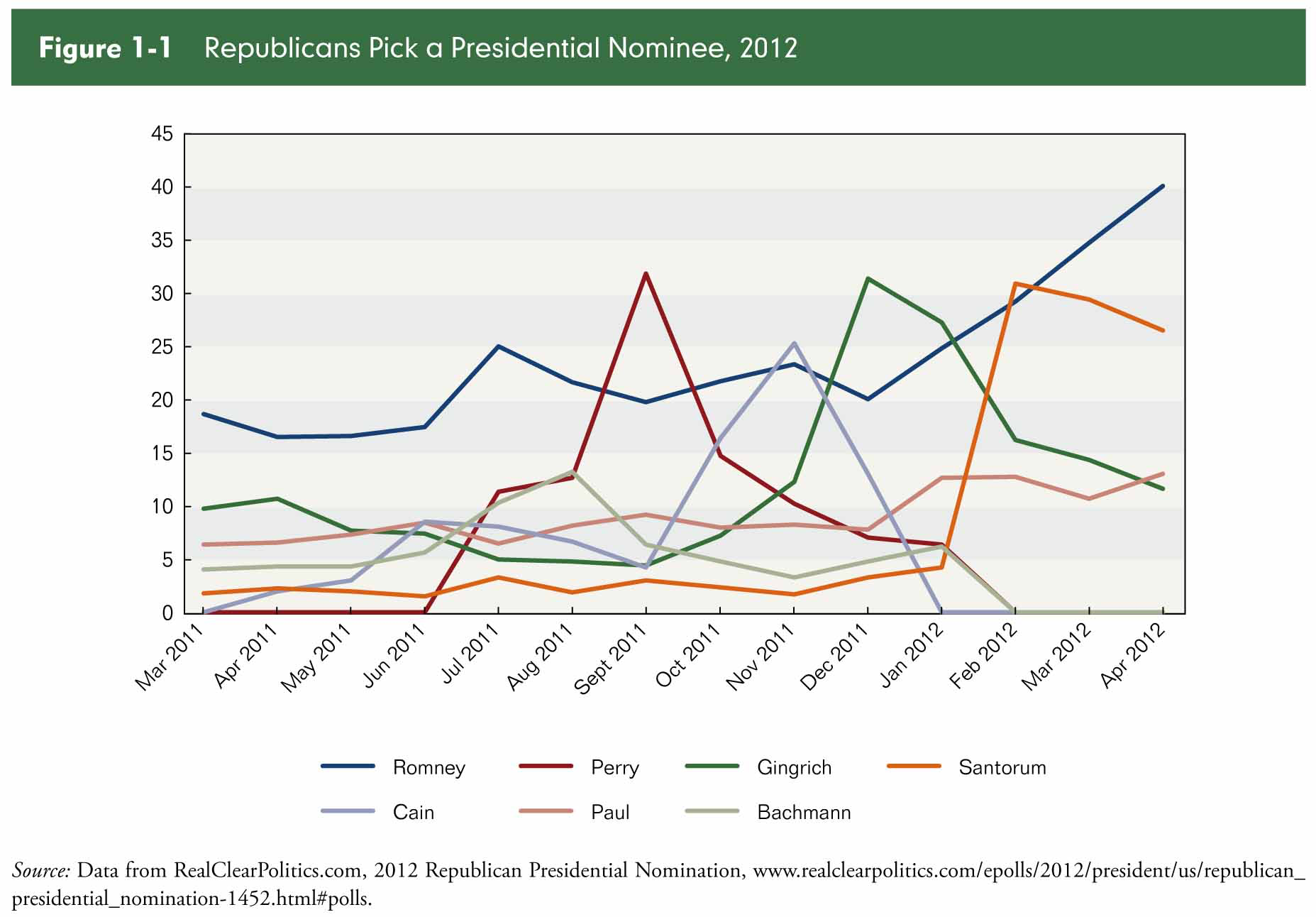
The Logic of American Politics, 7th Edition

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Data Literacy Exercises: Chapter 1

Figure 1-1:



**Learning Objective:**  1.6 Relate how representative government works.

Although the real primary season doesn’t begin until January of a presidential election year, an “invisible” or “silent primary” takes place well before the first primary vote is cast. Before any voting takes place, candidates need to build public support, line up advocates, and secure funding. What happens in this pre-primary season is extremely important in setting up a candidate’s ability to carry his/her own during the real primary season. Part of that process inevitably sets up a series of expectations and, if they are not met, candidates can quickly fade from the primary scene.

Figure 1.1 demonstrates that frontrunners in the invisible primary can fast become has-beens as candidates quickly lose popular support and campaign funding if their performance is less than expected.  By the time the real primary season was underway in 2012, only four candidates were able to compete: Romney, Gingrich, Santorum, and Paul.  Former Massachusetts Governor Mitt Romney was able to sustain a slow momentum throughout the invisible primary and into the real primary election season.

**Questions to Consider:**

1. Throughout the invisible (2011) and real primary (2012) seasons, Figure 1.1 indicates that Mitt Romney:

a. led the field consistently throughout both seasons

b. only led the field consistently in the invisible primary season

c. only led the field consistently once the real primary season began in January, 2012

\*d. maintained fairly consistent support that helped him move away from the field by March, 2012

2. Which of the following candidates had a poll lead over Romney any time during the invisible primary season?  Check all that apply:

\*a. Rick Perry

\*b. Herbert Cain

\*c. Newt Gingrich

d. Rick Santorum

@ Feedback: Senator Santorum only led the pack after his caucus and primary wins in early February 2012.

3. Figure 1-1 seems to indicate that, for the most part, candidate success varied widely throughout the invisible primary season:

\*a. True

b. False