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**Being the incumbent is supposed to be an advantage, but for the past three months, the Presidents’ been whupped in the fundraising department – a trend which has some Republicans predicting that by Labor Day they’ll have TWICE as much to spend as the Democrats.**

**That means Mr. Romney can buy more ads in more states – and put up a serious challenge in areas Mr. Obama thought he had locked up.**

**So where has all the Democratic money gone?**

**More after this from David Harris of AJC:**

**(((SPOT)))**

**Money on hand in the Romney campaign at last report: 186 million. In the Obama account – only 124 million.**

**And the reason is the President’s early spending in battleground states like Ohio hoping to plant an image of Mitt Romney as a wealthy man who’s awkward and out of touch. Here’s CBS’s Nancy Cordes:**

**IN THE 12 TOP BATTLEGROUND STATES, THE OBAMA CAMPAIGN HAS SPENT MORE THAN A HUNDRED MILLION DOLLARS SINCE MAY ON ADS LIKE THIS ONE...**

**"A new 250-thousand tax cut for millionaires." (:04)**

**The Obama campaign says it’s paid off – with the latest IN THE MOST RECENT QUINNIPIAC-CBS NEWS-NEW YORK TIMES POLL in Ohio HERE IN OHIO, ROMNEY'S UNFAVORABILITY RATING OF 43 PERCENT EXCEEDED HIS FAVORABILITY RATING OF 40 PERCENT.**

**The President obviously knows he’s being outraised. And he’s tried to use that to reinforce Mr. Romneys’ Uncle Moneybags image:**

**OBAMA: "I mean, they got folks writing 10 million dollar checks, 20 million dollar checks. They should be contributing that to a scholarship fund to send kids to college. (applause)" (:12)**

**But the scholarship fund will have to wait because Republicans smell an upset.**

**Among *likely* voters, the polls show Romney and Obama within 1% of each other. It’s a tossup. But there is one demographic where the president has an unbeatable lead -- 43% to 17% according to a recent poll. Unfortnately for him, his unbeatable lead is among America’s 90 million UNLIKELY voters.**

**It’s got to be frustrating, because polls show that most Americans actually agree with him on the issues, but a large chunk of his believers says they plan to sit out November 6th.**

**And that makes the mission of the Romney side pretty straightforward: to spend what it takes to make sure that in the battleground states – that’s exactly what those voters do.**

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