

Negative PAC spending targets Gingrich

The majority of negative spending by super PACs – independent Political Action Committees which can raise unlimited sums – has targeted Republican presidential candidate Newt Gingrich. PAC spending for the entire campaign exceeds \$27.5 million, over 40% by pro-Romney groups

ANTI-CANDIDATE

Total negative spending

\$12,883,104

During entire 2012 election cycle

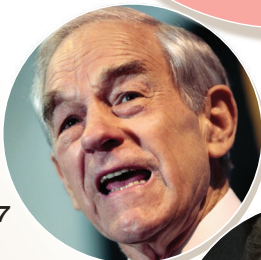
PRO-CANDIDATE

Total **\$14,780,665**

Pro-Romney
\$1,031,538



Mitt Romney
\$3,222,354



Ron Paul

Anti
\$1,564

Pro
\$3,203,827

Newt Gingrich
\$7,900,178

All from "Restore our Future"
(pro-Romney PAC)



Barack Obama
\$1,410,372

Pro-Obama
\$626,978



Rick Santorum

Anti

\$1,464

Pro **\$1,708,181**



Rick Perry
\$3,964,824

Despite having largest positive spend, Perry remains untouched by negative campaigning



WITHDRAWN

Jon Huntsman
\$2,453,454

Herman Cain
\$477,218

