

# Connecticut Senate Race

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## Executive Summary

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### Introduction to ImpactWatch™

ImpactWatch™ is publishing periodic media coverage favorability reports on the 2006 Connecticut Senatorial race using the ImpactWatch™ report-generator engine as part of the public demo made available at [ImpactWatch.com](http://ImpactWatch.com).

### Overview

This is the second of a series of reports we will publish on the 2006 Connecticut Senatorial race. Over the period October 1, 2006 to November 5, 2006, there was significantly more media coverage than over the previous reporting period. We tracked several national and regional publications during this period in order to evaluate media trends for Joe Lieberman (I) and Ned Lamont (D).

### Topics covered in media

The issues that received the most coverage in our monitoring of this Senate race in this reporting period were Candidate Tactics and the War in Iraq.

As expected, national media had a greater proportion of articles with general information and updates about the Connecticut Senate race, including summaries of polls and election expectations, than local Connecticut media. Also as expected, local Connecticut media provided more coverage of issues receiving little press nationally such as news on the two candidates' local voter outreach efforts.

### Media favorability trends

News reflecting positive poll results for Sen. Lieberman resonated throughout most of this reporting period. This accounted for much of Sen. Lieberman's positive news coverage and Mr. Lamont's negative news coverage. The fact that poll results changed little during the entire reporting period made many reporters suggest that Lieberman was going to be a clear winner in the November 7 election.

Since we started monitoring news coverage of this Senate race, key publications covering relevant news items emerged. The Hartford Courant, led the pack with 124 articles. It was followed by The Stamford Advocate with 96, and the Associated Press with 86 articles.

We do feel we have collected enough data to single out a few authors that, since we started tracking this Senate race, seem to have particularly favored one candidate over another:

- Out of the 33 articles written by Mark Pazniokas, writer for the Hartford Courant, since we started monitoring news coverage for this Senate race, at least 14 favored Mr. Lamont over Sen. Lieberman, while only 5 articles favored Sen. Lieberman over Mr. Lamont.
- Out of the 27 articles written by Andrew Miga, writer for the Associated Press, at least 9 favored Sen. Lieberman over Mr. Lamont, while only 5 articles favored Mr. Lamont over Sen. Lieberman.
- Out of the 20 articles written by Jennifer Medina, writer for the News York Times, at least 9 favored Mr. Lamont over Sen. Lieberman, while only 3 articles favored Sen. Lieberman over Mr. Lamont.

### Connecticut versus national media

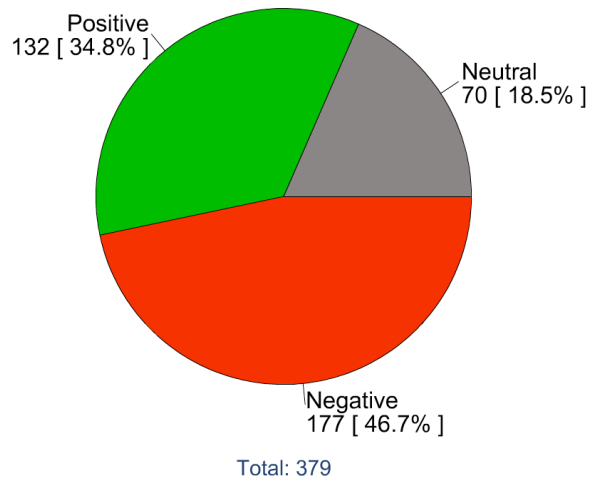
Overall we found that national publications favored Sen. Lieberman slightly over Mr. Lamont, while local Connecticut publications seemed to overwhelmingly favor Mr. Lamont over Sen. Lieberman.

### Circulation

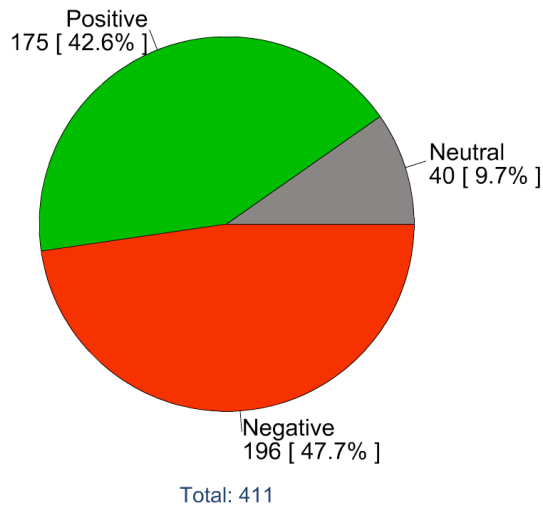
The combined circulation of all the media coverage monitored in the Connecticut Senate Race report between October 1 and November 5 was **107,569,747**.

*Answers to questions about how Favorability was determined and the definitions used for categorizing Subjects within an article can be found at <http://www.impactwatch.com/demo/faq.html>*

Lamont Bias Breakdown



Lieberman Bias Breakdown



The majority of media coverage for both candidates had a negative favorability, meaning that the majority of news articles about the Connecticut Senate race either explained events that happened or various campaign strategies in a negative light, or that the news itself was particularly negative in the majority of articles. Both candidates enjoyed far less negative coverage during the previous reporting period in the month of September than in the current reporting period.

Still, while the majority of coverage was negative, the amount of positive and neutral articles together was larger than the amount of negative articles for both candidates, taking up about 53% of Mr. Lamont's coverage and almost 52% of Sen. Lieberman's.

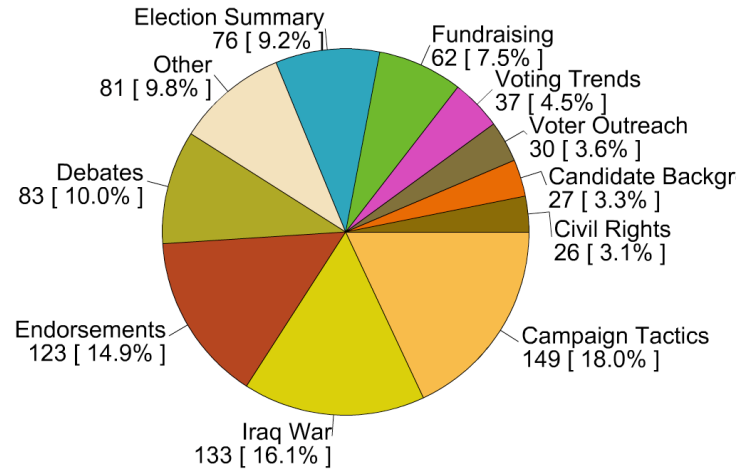
Sen. Lieberman enjoyed significantly more positive coverage over the reporting period than Mr. Lamont, with 175 articles or 42.6% of Sen. Lieberman's coverage being positive compared to only 132 articles or 34.8% positive coverage for Mr. Lamont. Sen Lieberman's received about 32% more positive coverage (175 articles versus 132 articles) than Mr. Lamont during this reporting period.

The positive or negative favorability for both candidates can be attributed to both extensive coverage of a favorable or unfavorable news item affecting a particular candidate as well as potential bias in terms of how the article was written.

Sen. Lieberman had a slightly larger number of articles written about him during the reporting period than Mr. Lamont (411 articles vs. 379 articles, or about 8% more coverage than Mr. Lamont).

Compared with the previous reporting period in the month of September, overall coverage is significantly higher, as expected in the run up to the elections. In the month of September there were 539 articles in our sample compared to 790 articles in this reporting period.

## Subject Breakdown



Total: 827

The subject most written about during this reporting period was Campaign Tactics. This category of 149 articles relates to overall strategies employed by the candidates, particularly advertising strategies. Here is the breakdown of these articles:

- Sen. Lieberman received a negative rating in about 55% of articles about Campaign Tactics, while Mr. Lamont received a negative favorability rating in about 47% of these articles.
- Sen. Lieberman received a neutral favorability rating in about 12% of these articles, while about 23% of these articles had a neutral favorability with Mr. Lamont.
- 30% of these articles discussed Ned Lamont positively, while 34% were determined positive for Joe Lieberman.

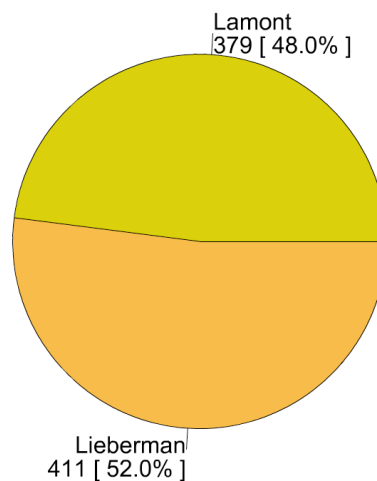
We observed that coverage of Campaign Tactics featuring Mr. Lamont was far more negative overall in the national publications in our sample than in local Connecticut publications, with only 48% of national articles as positive or neutral versus 59% in local Connecticut publications.

The second most popular subject was the Iraq War, the subject of 133 articles during our month of coverage. Here is the breakdown of these articles:

- About 54% of Mr. Lamont's Iraq War coverage was negative, while 50% of Sen. Lieberman's coverage was negative.
- About 20% of Mr. Lamont's Iraq War coverage was neutral versus about 12% of Sen. Lieberman's.
- Sen. Lieberman received significantly higher overall positive coverage of the Iraq War during this reporting period than Mr. Lamont, at about 38% of articles versus Mr. Lamont's 27%.

Interestingly, the national publications in our sample were significantly harsher with Iraq War coverage featuring Mr. Lamont, with about 65% being negative. In Connecticut publications Mr. Lamont's Iraq War coverage received only 43% negative articles.

## Share of Voice

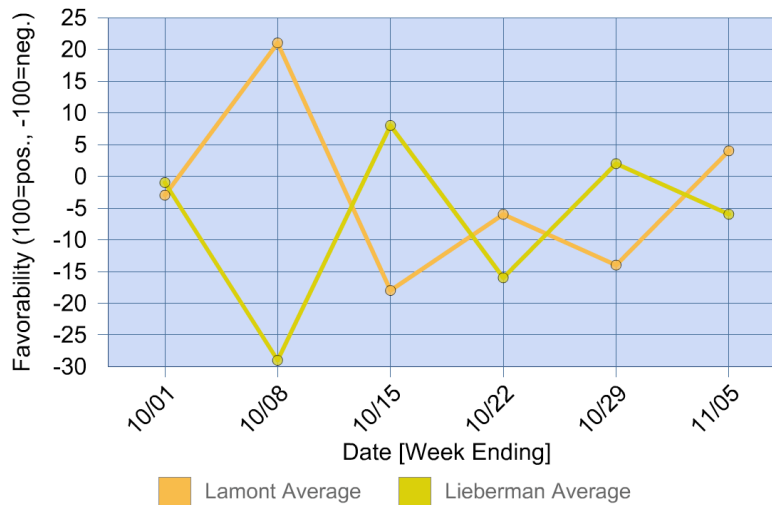


Total: 790

The share of voice for Mr. Lamont and Sen. Lieberman was pretty evenly split in national media, Connecticut media and in the overall aggregate. This was also evident in the previous reporting period.

## Lamont vs. Lieberman Average Favorability

### Lamont vs. Lieberman



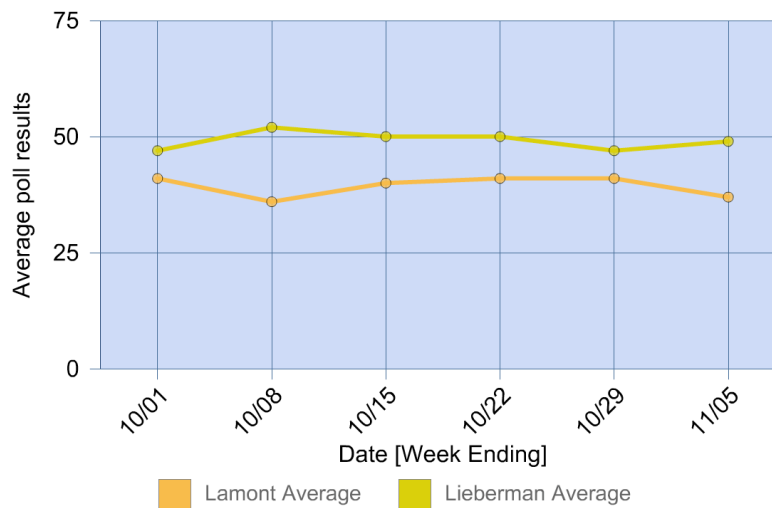
As the graphs show, Mr. Lamont enjoyed extremely positive coverage during the first weeks of this report period. This largely reflected positive poll results for Mr. Lamont during that time period and also during the previous week. Mr. Lamont also received several endorsements from key politicians that help buoy positive coverage over this first week.

As might be expected, when coverage was good for Lamont, it was bad for Lieberman. This trend was reflected across the entire reporting period. Sen. Lieberman's coverage during the first weeks of this report period was therefore inversely favorable, receiving significantly negative press coverage during this period of time.

However the next week was largely positive for Sen. Lieberman and largely negative for Mr. Lamont, as poll results showed Sen. Lieberman increasing his lead in the race and publications published reports of Mr. Lamont seeking to find last-minute ways to broaden his base. This back and forth trend in favorability continued throughout the reporting period, although it became less volatile in the run up to the election.

### Poll results

#### Lamont vs. Lieberman Poll Results



\*Data source: [Pollster.com](http://Pollster.com)

There is not an immediately obvious correlation between poll results and average favorability -- however the narrow margin between Sen. Lieberman and Mr. Lamont in the week ending October 1 did affect coverage significantly during the week ending October 8.

It is clear that poll results did have a significant effect on the favorability of news coverage during this reporting period. News coverage did not seem to have much of an effect on poll results however, as at this stage of the election cycle, and towards the end of this reporting period, it seemed clear that the majority of voters had made their minds up. Several newspaper reports suggested this too.

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## Top Stories

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### Lamont presses anti-war pitch in final stretch

November 05, 2006 [[Associated Press](#)]

Lamont - Negative  
Lieberman - Positive

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### Where they stand: Joseph Lieberman

November 04, 2006 [[Stamford Advocate](#)]

Lamont - Negative  
Lieberman - Positive

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### Where they stand: Ned Lamont

November 04, 2006 [[Hartford Courant](#)]

Lamont - Positive  
Lieberman - Neutral

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### Lamont, Scheslinger debate without Lieberman

November 03, 2006 [[Associated Press](#)]

Lamont - Positive  
Lieberman - Negative

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### Democratic primary loser Lieberman looks like a November winner

November 03, 2006 [[Andrew Miga](#), [Associated Press](#)]

Lamont - Negative  
Lieberman - Positive

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### Lieberman Aggressively Pursues Gop Votes

November 01, 2006 [[Associated Press](#)]

Lamont - Neutral  
Lieberman - Negative

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### Voters: Attack ads are turnoffs

October 29, 2006 [[Julie A Varughese](#), [Norwich Bulletin](#)]

Lamont - Negative  
Lieberman - Negative

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### Lieberman says potential for leadership role helps candidacy

October 29, 2006 [[Associated Press](#)]

Lamont - Positive  
Lieberman - Negative

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### Lamont Gets Little From Senate Dems

October 25, 2006 [[David Lightman](#), [Hartford Courant](#)]

Lamont - Negative  
Lieberman - Positive

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### Kerrey Offers His Support to Lieberman

October 25, 2006 [[Jennifer Medina, New York Times](#)]

Lamont - Positive

Lieberman - Negative

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### **Lieberman Blasted on All Sides at Debate**

October 24, 2006 [[Andrew Miga, Associated Press](#)]

Lamont - Negative

Lieberman - Negative

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### **Trailing in polls, Lamont returns to criticism of Iraq war**

October 24, 2006 [[Associated Press](#)]

Lamont - Negative

Lieberman - Positive

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### **Lamont Questions Lieberman's Campaign Spending**

October 23, 2006 [[Andrew Miga, Associated Press](#)]

Lamont - Negative

Lieberman - Negative

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### **Lieberman Takes Heat**

October 20, 2006 [[Hartford Courant](#)]

Lamont - Neutral

Lieberman - Negative

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### **Democrat Lamont scrambles to broaden his pitch**

October 19, 2006 [[Associated Press](#)]

Lamont - Negative

Lieberman - Positive

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### **Lamont Criticizes Lieberman in Debate**

October 17, 2006 [[Andrew Miga, Associated Press](#)]

Lamont - Negative

Lieberman - Negative

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### **Lamont writes \$2 million check to own campaign**

October 11, 2006 [[Associated Press](#)]

Lamont - Neutral

Lieberman - Neutral

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### **Attack of the blogs**

October 08, 2006 [[Connecticut Post](#)]

Lamont - Positive

Lieberman - Negative

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### **Lieberman-Lamont rematch dominates Senate race**

October 04, 2006 [[Ray Hackett, Norwich Bulletin](#)]

Lamont - Neutral

Lieberman - Neutral

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