

THE WMUR NEW HAMPSHIRE PRIMARY POLL

THE UNIVERSITY OF NEW HAMPSHIRE

January 8, 2012

ROMNEY LOOKS FOR COMFORTABLE WIN IN NH, 2ND PLACE UP FOR GRABS

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DURHAM, NH – Mitt Romney is poised to win the New Hampshire Primary by a wide margin, but the race for second place is being hotly contested by Ron Paul, Jon Huntsman, Rick Santorum, and Newt Gingrich. However, less than half of likely Republican primary voters say they have definitely decided who they will support.

These findings are based on the latest **WMUR New Hampshire Primary Poll**,* conducted by the University of New Hampshire Survey Center. Four hundred sixty-one (461) randomly selected likely New Hampshire Republican Primary voters were interviewed by telephone between January 5 and January 8, 2012. The margin of sampling error for the survey is +/- 4.6%.

Republican Primary

In the final WMUR New Hampshire Primary poll, Mitt Romney holds a 24 percentage point lead over his closest rival -- 41% of likely Republican Primary voters said they would vote for Romney. But there is a fierce battle for second and third place with Ron Paul getting 17% of the vote, followed by Jon Huntsman (11%), Rick Santorum (11%), and Newt Gingrich (8%).

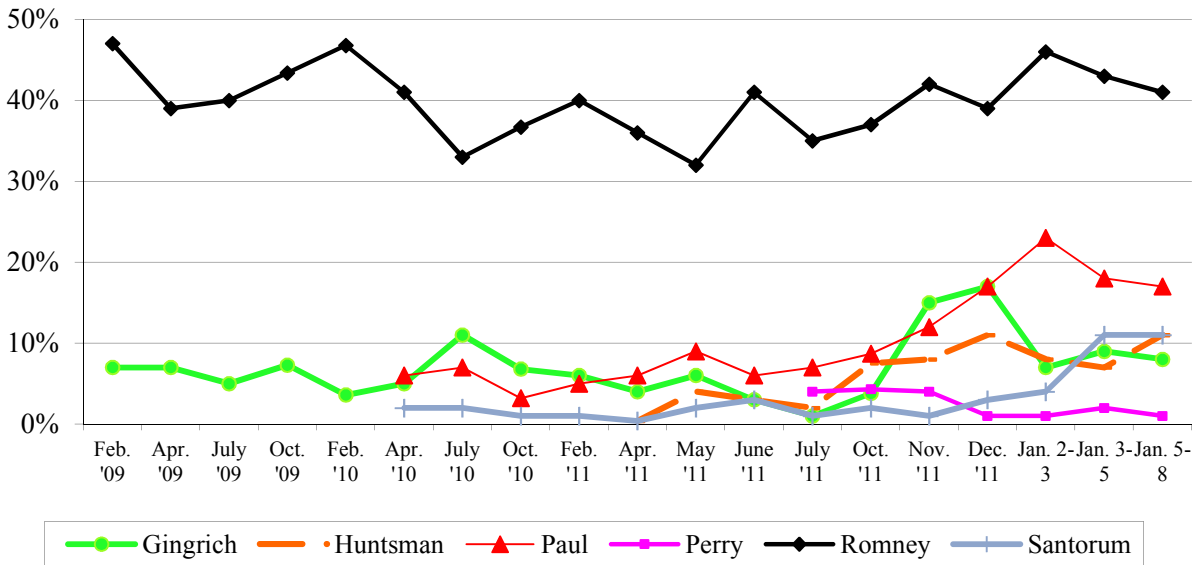
“All of the candidates behind Romney have a good chance finishing anywhere between second and fifth place,” said Andrew Smith, Director of the UNH Survey Center. “New Hampshire voters historically have made up their minds in the final days before the election and campaign activities in the final days matter, but this will be harder for Gingrich and Santorum as they are not running ads in the campaign’s final days.” Rick Perry (1%), Buddy Roemer (1%), and Michele Bachmann (1%) each get 1% of the vote.

But while there are only three days until the Primary, voters are taking their time deciding who they will support, though likely NH Republican Primary voters have begun to solidify their support. In the most recent poll, 44% say they have definitely decided who they are going to vote for, 27% are leaning towards a candidate, and 29% are still trying to decide.

When undecided voters are allocated to the candidate they are most likely to support, Romney finishes with 43% of the vote, followed by Paul (18%), Huntsman (14%), Santorum (12%), and Gingrich (9%). “Romney has a solid lead, but predicting the results of the New Hampshire primary with two days of campaigning to go, and with more than half of voters still making up their minds, is a nearly impossible task,” said Smith.

* We ask that this copyrighted information be referred to as *the WMUR New Hampshire Primary Poll*, sponsored by WMUR-TV, and conducted by the University of New Hampshire Survey Center.

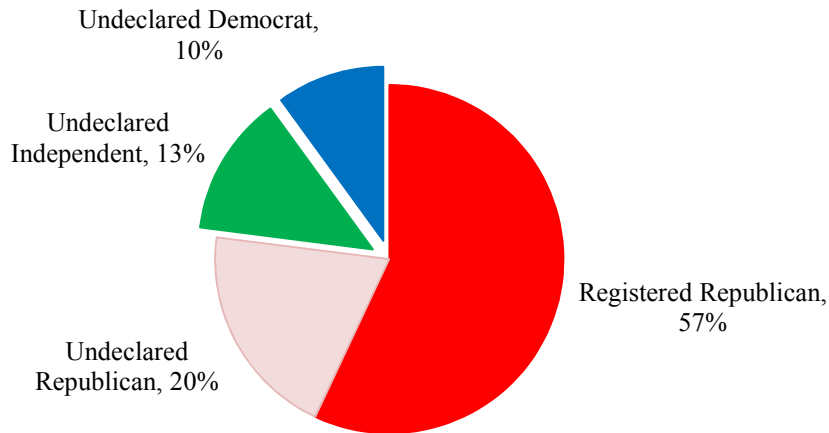
NH 2012 GOP Presidential Primary – Likely Republican Primary Voters



Shape of the Electorate

New Hampshire has a “semi-closed” primary in which registered Republicans can only vote in the Republican Primary while people who are registered Undeclared, commonly referred to as “Independents,” can choose which primary they wish to vote in. While the bulk of the primary electorate is made up of registered Republicans (57%), the remainder consists of undeclared voters who self-identify as Republicans (20%), undeclared voters who say they are completely independent of either party (13%), and undeclared voters who self-identify as Democrats (10%).

Party Registration & Party Self-Identification

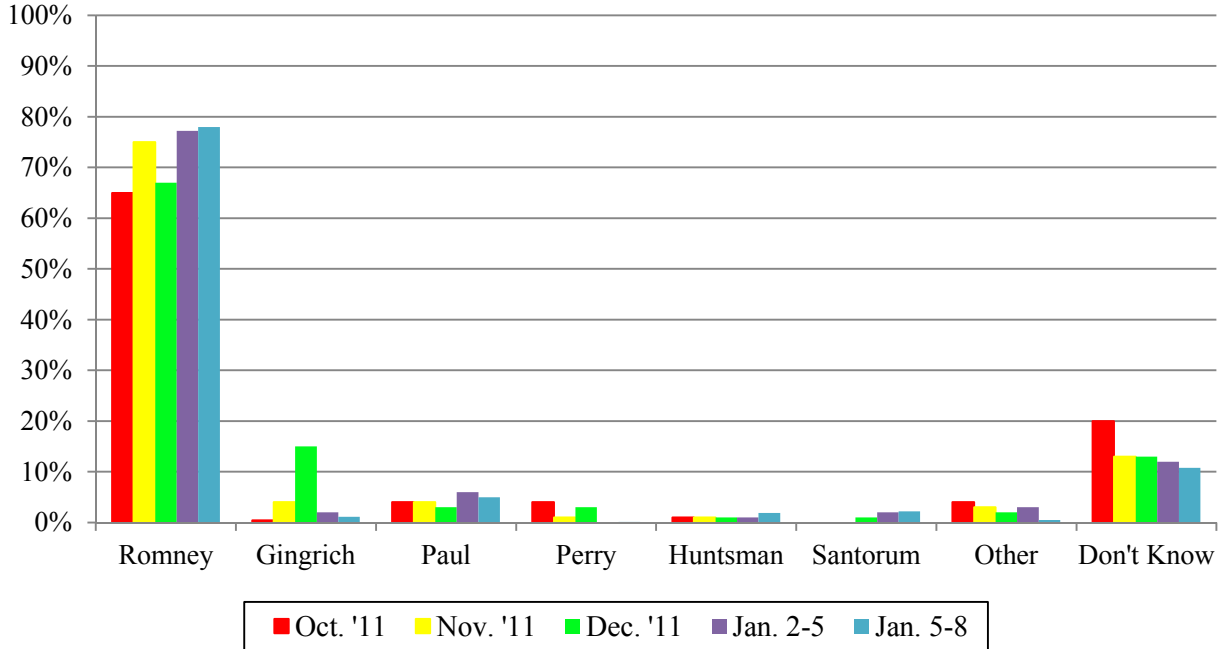


Among Registered Republicans, Romney leads with 48%, followed by Paul (14%), and Santorum (14%). Among those undeclared voters who identify as Republicans, Romney leads with 44%, followed by Paul (17%), and Santorum (11%). Paul does best among Undeclared voters who identify as independents with 30%, followed by Huntsman (24%), and Romney (24%). And among Undeclared voters who identify as Democrats, Huntsman does best with 39%, followed by Romney (23%), and Paul (16%).

Expected To Win NH Primary

Romney has been doing his best to build a sense of inevitability in winning the nomination by focusing on President Obama and not his fellow Republicans, and voters seem to recognize this. Currently, three-quarters of likely Republican primary voters (78%) think Romney will win the New Hampshire Primary, 5% think Paul will win, 2% think Santorum will win, 2% think Huntsman will win, and 1% think Gingrich will win. Most Romney supporters (95%) think he will win, but so do 74% of Gingrich supporters, 76% of Huntsman supporters, 65% of Santorum supporters, and 53% of Paul supporters.

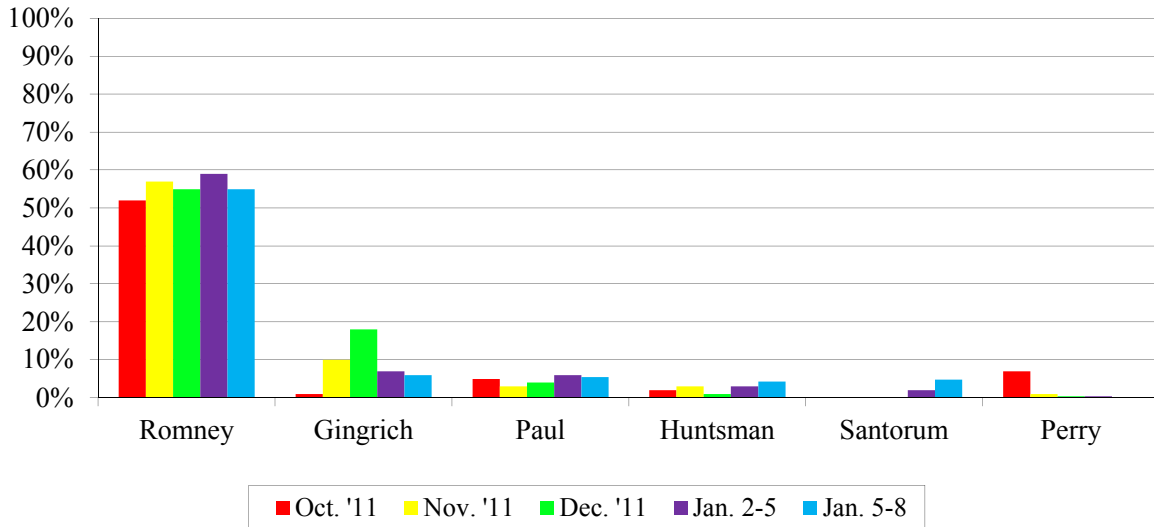
Who Will Win NH?



Best Chance To Beat Obama

Another indicator of a candidate's strength in a primary election is how well they are expected to do against the other party's nominee. When asked which candidate has the best chance of defeating President Obama in November, 55% of likely Republican Primary voters name Romney, followed by Gingrich (6%), Paul (6%), Santorum (5%), and Huntsman (4%).

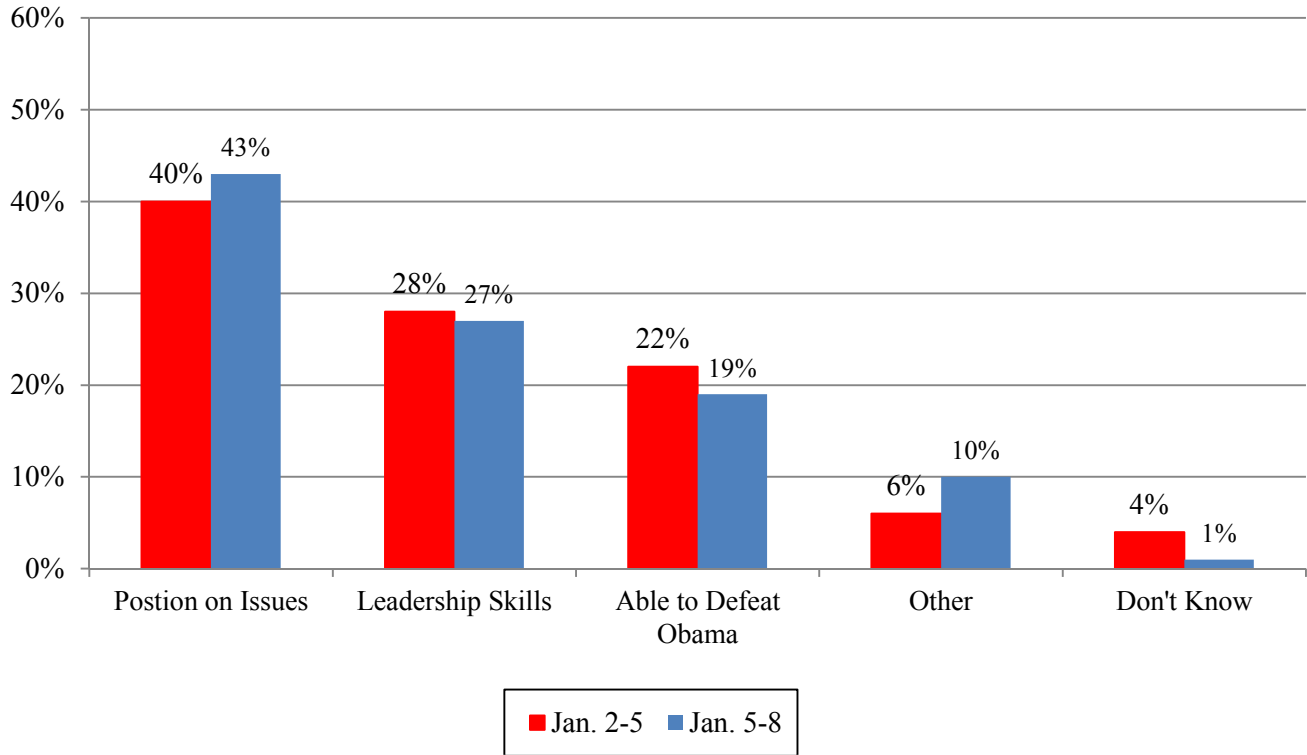
Who Has The Best Chance To Beat Barack Obama?



Candidate Characteristics

Likely New Hampshire Republican Primary voters were asked which of the characteristics of the candidates was most important to them when deciding who to support. Currently, 43% said that the candidates' position on issues was most important, followed by their leadership skills (27%), and their ability to defeat President Obama in the November general election (19%), while 10% cited some other characteristic and 1% did not know.

Importance of Candidate Characteristics



Granite State Poll Methodology

These findings are based on the latest WMUR New Hampshire Primary Poll, conducted by the University of New Hampshire Survey Center. Four hundred sixty-one (461) randomly selected likely New Hampshire Republican Primary voters were interviewed by telephone between January 5 and January 8, 2012. The margin of sampling error for the survey is +/- 4.6%.

The data have been weighted to adjust for numbers of adults and telephone lines within households, respondent sex, and region of the state. In addition to potential sampling error, all surveys have other potential sources of non-sampling error including question order effects, question wording effects, and non-response.

Interest in 2012 NH Primary (Likely GOP Voters)

	<u>Extremely Interested</u>	<u>Very Interested</u>	<u>Somewhat Interested</u>	<u>Not Very Interested</u>	<u>(N=)</u>
Jan. 5-8 '12	46%	44%	10%	3%	(459)
Jan. 2-5 '12	43%	41%	15%	1%	(630)
Dec. '11	43%	37%	15%	4%	(541)
Nov. '11	46%	36%	15%	2%	(413)
Oct. '11	52%	34%	13%	1%	(348)
July '11	42%	40%	12%	6%	(357)
June '11	49%	35%	13%	3%	(424)
May '11	42%	32%	23%	4%	(351)
Apr. '11	52%	34%	11%	4%	(418)
Feb. '11	45%	32%	17%	6%	(243)
Oct. '10	58%	30%	8%	4%	(227)
July '10	61%	24%	11%	4%	(211)
Apr. '10	56%	34%	8%	2%	(227)
Feb. '10	47%	37%	12%	3%	(201)
Oct. '09	52%	35%	10%	5%	(202)
Jun. '09	43%	34%	11%	11%	(236)
Apr. '09	42%	28%	17%	14%	(193)
Feb. '09	29%	34%	19%	19%	(218)

Decided Who to Vote for in 2012 GOP Primary?

(Likely 2012 NH GOP Primary Voters)

“Have you definitely decided who you will vote for in the New Hampshire primary ... are you leaning toward someone ... or have you considered some candidates but are still trying to decide?”

	<u>Def. Decided Vote</u>	<u>Leaning Toward Someone</u>	<u>Still Trying To Decide</u>	<u>(N=)</u>
Jan. 5-8 '12	44%	27%	29%	(460)
Jan. 2-5 '12	37%	26%	37%	(631)
Dec. '11	26%	28%	46%	(543)
Nov. '11	16%	24%	59%	(413)
Oct. '11	11%	21%	68%	(348)
July '11	8%	17%	75%	(352)
June '11	8%	16%	76%	(423)
May '11	4%	9%	87%	(350)
Apr. '11	5%	16%	79%	(416)
Feb. '11	7%	15%	78%	(345)
Oct. '10	15%	12%	73%	(224)
July '10	7%	15%	77%	(208)
Apr. '10	9%	7%	85%	(223)
Feb. '10	7%	9%	83%	(197)
Oct. '09	7%	9%	84%	(201)
Jun. '09	7%	7%	86%	(227)
Apr. '09	5%	7%	88%	(185)
Feb. '09	8%	11%	81%	(208)

Republican Nomination in 2012 NH Primary
(Likely 2012 NH GOP Primary Voters)

"I'm going to read you the names of the candidates who are running for the Republican nomination. If the Republican primary for president were held today, which of the following would you support for the Republican nomination ... Newt Gingrich ... Jon Huntsman ... Fred Karger ... Andy Martin ... Ron Paul ... Rick Perry ... Buddy Roemer ... Mitt Romney ... Rick Santorum ... or someone else?" RANDOMIZE CANDIDATES

	<u>2010</u>				<u>2011</u>								<u>2012</u>			<u>Final</u>
	<u>Feb.</u>	<u>Apr.</u>	<u>July</u>	<u>Oct.</u>	<u>Feb.</u>	<u>Apr.</u>	<u>May¹</u>	<u>June²</u>	<u>July</u>	<u>Oct.</u>	<u>Nov.</u>	<u>Dec.²</u>	<u>Jan. 2-3</u>	<u>Jan. 4-5</u>	<u>Jan. 5-8</u>	
Romney	47%	41%	33%	36%	40%	36%	32%	41%	35%	37%	42%	39%	46%	43%	41%	43%
Paul †	--	6%	7%	3%	5%	6%	9%	6%	7%	9%	12%	17%	23%	18%	17%	18%
Huntsman ¢	--	--	--	--	--	*	4%	3%	2%	8%	8%	11%	8%	7%	11%	14%
Santorum †	--	2%	2%	1%	1%	*	2%	3%	1%	2%	1%	3%	4%	11%	11%	12%
Gingrich	4%	5%	11%	7%	6%	4%	6%	3%	1%	4%	15%	17%	7%	9%	8%	9%
Perry ^	--	--	--	--	--	--	--	--	4%	4%	4%	1%	1%	2%	1%	1%
Bachmann ¢	--	--	--	--	--	4%	4%	4%	12%	2%	2%	2%	*	2%	1%	1%
Johnson †	--	0%	0%	2%	0%	0%	*	*	1%	*	*	*	*	1%	1%	1%
Roemer +	--	--	--	--	--	--	0%	0%	*	*	*	*	*	1%	0%	*
Karger +	--	--	--	--	--	--	0%	--	--	--	0%	--	0%	1%	0%	0%
Martin +	--	--	--	--	--	--	0%	--	--	--	--	--	0%	0%	0%	0%
Cain +	--	--	--	--	--	--	4%	4%	2%	12%	4%	--	--	--	--	--
Giuliani	13%	11%	8%	10%	10%	7%	6%	9%	7%	8%	--	--	--	--	--	--
Palin	9%	12%	9%	11%	6%	4%	5%	5%	3%	3%	--	--	--	--	--	--
Pawlenty #	4%	3%	4%	2%	7%	2%	4%	3%	3%	--	--	--	--	--	--	--
Daniels \$	--	--	--	--	0%	2%	4%	--	--	--	--	--	--	--	--	--
Huckabee	7%	9%	7%	12%	7%	6%	--	--	--	--	--	--	--	--	--	--
Trump \$	--	--	--	--	3%	11%	--	--	--	--	--	--	--	--	--	--
Barbour @	--	--	--	1%	1%	1%	--	--	--	--	--	--	--	--	--	--
Crist	1%	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Jindal	3%	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Thune	0%	0%	*	*	*	--	--	--	--	--	--	--	--	--	--	--
Someone else	3%	3%	3%	3%	4%	1%	3%	5%	2%	2%	*	1%	1%	*	1%	1%
Don't Know	11%	9%	16%	11%	10%	14%	17%	13%	19%	10%	11%	8%	10%	7%	8%	--
(N=)	(201)	(228)	(210)	(227)	(355)	(415)	(347)	(419)	(351)	(341)	(413)	(538)	(313)	(318)	(461)	

Added October, 2009
† Added April, 2010
\$ Added February, 2011

@ Added October, 2010
¢ Added April, 2011
+ Added May, 2011

^ Added July, 2011
* = Less than 1%
-- = Not asked

¹ CNN / WMUR Poll, conducted by UNH Survey Center

² Boston Globe New Hampshire Primary Poll, conducted by UNH Survey Center

	<u>2009</u>			
	<u>Feb.</u>	<u>Apr.</u>	<u>July</u>	<u>Oct.</u>
Romney	47%	39%	40%	43%
Paul †	--	--	--	--
Santorum †	--	--	--	--
Huntsman ¢	--	--	--	--
Gingrich	7%	6%	5%	7%
Perry ^	--	--	--	--
Bachmann ¢	--	--	--	--
Johnson †	--	--	--	--
Roemer +	--	--	--	--
Karger +	--	--	--	--
Martin +	--	--	--	--
Cain +	--	--	--	--
Giuliani	7%	10%	9%	8%
Pawlenty #	--	--	--	3%
Palin	3%	8%	17%	11%
Daniels \$	--	--	--	--
Huckabee	9%	12%	11%	9%
Trump \$	--	--	--	--
Barbour @	--	--	--	--
Crist	*	0%	2%	*
Jindal	4%	4%	2%	4%
Thune	--	--	--	--
Someone Else	5%	7%	4%	4%
Don't Know	12%	13%	10%	11%
(N=)	(218)	(189)	(233)	(201)

Added October, 2009
† Added April, 2010
\$ Added February, 2011

@ Added October, 2010
¢ Added April, 2011
+ Added May, 2011

^ Added July, 2011
* = Less than 1%
-- = Not asked

Importance of Candidate Characteristics

"Which of the following is the most important factor to you when deciding who to support in the New Hampshire primary ... the candidate's position on issues ... the candidate's leadership skills ... or the candidate's ability to defeat Barack Obama?"

	<u>Jan. 2-5</u>	<u>Jan. 5-8</u>
Position on Issues	40%	43%
Leadership Skills	28%	27%
Ability to Defeat Obama	22%	19%
Other / Combination	6%	10%
Don't Know	4%	1%
(N=)	(626)	(455)

Who Do You Expect To Win The NH Primary?

(Likely 2012 NH GOP Primary Voters)

"Regardless of who you are voting for, which candidate do you think is most likely to win the New Hampshire Republican primary?"

	<u>Oct. '11</u>	<u>Nov. '11</u>	<u>Dec. '11</u>	<u>Jan. 2-5</u>	<u>Jan. 5-8</u>
Romney	65%	75%	67%	77%	78%
Paul	4%	4%	3%	6%	5%
Santorum	0%	0%	1%	2%	2%
Huntsman	1%	1%	1%	1%	2%
Gingrich	*	4%	15%	2%	1%
Roemer	0%	0%	0%	*	1%
Perry	4%	1%	3%	0%	*
Johnson	0%	0%	0%	*	0%
Karger	--	0%	--	*	0%
Bachmann	*	0%	0%	0%	0%
Martin	--	0%	--	0%	0%
Cain	2%	1%	1%	--	0%
Someone Else	1%	0%	0%	*	0%
Don't Know	20%	13%	13%	12%	11%
(N=)	(346)	(413)	(544)	(625)	(458)

Who Has The Best Chance To Defeat Barack Obama?

(Likely 2012 NH GOP Primary Voters)

"And regardless of who you are voting for, which candidate do you think has the best chance of defeating President Obama in the 2012 general election?"

	<u>Oct. '11</u>	<u>Nov. '11</u>	<u>Dec. '11</u>	<u>Jan. 2-5</u>	<u>Jan. 5-8</u>
Romney	52%	57%	55%	59%	55%
Gingrich	1%	10%	18%	7%	6%
Paul	5%	3%	4%	6%	6%
Santorum	0%	0%	0%	2%	5%
Huntsman	2%	3%	1%	3%	4%
Perry	7%	1%	*	*	*
Bachmann	1%	1%	1%	0%	0%
Johnson	0%	0%	0%	0%	0%
Roemer	0%	0%	--	0%	0%
Karger	--	0%	--	0%	0%
Martin	--	0%	--	0%	0%
Cain	5%	4%	5%	--	--
Someone Else	2%	2%	2%	4%	5%
Don't Know	22%	18%	14%	19%	19%
(N=)	(339)	(409)	(538)	(625)	(456)

**Decided Primary Vote
(2012 Likely GOP Primary Voters)**

	<u>Def. Decided</u> 44%	<u>Leaning Towards Somewhat</u> 27%	<u>Still Trying To Decide</u> 29%	<u>(N)</u> 460
STATEWIDE				
Registered Undeclared	40%	26%	34%	198
Registered Republican	47%	28%	25%	256
Registered Republican	47%	28%	25%	256
Undeclared Republican	32%	29%	39%	89
Undeclared Independent	44%	21%	35%	59
Undeclared Democrat	46%	26%	28%	45
Democrat	42%	31%	27%	49
Independent	47%	22%	30%	76
Republican	42%	29%	29%	326
Extremely interested	54%	24%	22%	195
Very interested	38%	33%	29%	201
Somewhat/Not very interested	29%	20%	51%	62
Romney supporter	54%	25%	21%	190
Paul supporter	43%	29%	28%	78
Gingrich supporter	38%	30%	32%	37
Huntsman supporter	62%	28%	10%	50
Santorum supporter	34%	45%	21%	50
Support other candidate	15%	27%	57%	19
Definitely will vote	47%	25%	28%	381
Will vote unless emergency	28%	38%	34%	79
Liberal	47%	23%	30%	30
Moderate	47%	26%	28%	199
Conservative	43%	30%	27%	200
Supported Romney in 2008 Primary	59%	24%	17%	53
Supported McCain in 2008 Primary	42%	30%	28%	185
Supported Obama in 2008 Primary	40%	28%	32%	60
Supported Clinton in 2008 Primary	61%	9%	30%	29
Did not vote in 2008 Primary	29%	37%	33%	56
Support/Active in Tea Party	46%	30%	24%	168
Oppose Tea Party	57%	14%	29%	82
Neutral	36%	30%	34%	192
Read Union Leader	44%	28%	27%	144
Read Boston Globe	53%	18%	29%	62
Watch WMUR	44%	26%	30%	298
Listen to NHPR	45%	19%	35%	115

**Decided Primary Vote
(2012 Likely GOP Primary Voters)**

	<u>Def. Decided</u>	<u>Leaning Towards Somewhat</u>	<u>Still Trying To Decide</u>	<u>(N)</u>
STATEWIDE	44%	27%	29%	460
18 to 34	32%	34%	34%	37
35 to 49	40%	28%	32%	127
50 to 64	49%	26%	25%	148
65 and over	46%	28%	26%	117
Male	46%	28%	25%	230
Female	42%	26%	32%	231
High school or less	35%	43%	21%	83
Some college	43%	25%	32%	83
College graduate	38%	27%	35%	172
Post graduate	57%	21%	23%	113
Protestant	40%	27%	33%	182
Catholic	48%	26%	26%	159
Other	43%	30%	27%	88
Attend services 1 or more a week	45%	27%	28%	135
1 2 times a month	42%	30%	27%	55
Less often	40%	27%	32%	116
Never	47%	26%	26%	118
North Country	43%	24%	33%	39
Central / Lakes	41%	35%	24%	74
Connecticut Valley	37%	28%	35%	66
Mass Border	51%	20%	29%	137
Seacoast	44%	28%	28%	71
Manchester Area	41%	33%	25%	72

Support for GOP Candidate

STATEWIDE	<u>Romney</u> 41%	<u>Paul</u> 17%	<u>Santorum</u> 11%	<u>Huntsman</u> 11%	<u>Gingrich</u> 8%	<u>Other</u> 4%	<u>Don't Know</u> 8%	<u>(N=)</u> 461
Registered Undeclared	34%	21%	7%	18%	7%	5%	9%	203
Registered Republican	48%	14%	14%	5%	8%	3%	7%	257
Registered Republican	48%	14%	14%	5%	8%	3%	7%	257
Undeclared Republican	44%	17%	11%	4%	9%	6%	9%	89
Undeclared Independent	24%	30%	3%	24%	6%	5%	8%	59
Undeclared Democrat	23%	16%	5%	39%	7%	4%	6%	45
Democrat	23%	15%	9%	39%	6%	4%	5%	49
Independent	22%	34%	3%	19%	5%	5%	10%	76
Republican	47%	13%	13%	5%	9%	4%	8%	326
Def. decided vote	51%	17%	8%	15%	7%	1%	1%	203
Leaning toward someone	37%	18%	18%	11%	9%	4%	2%	126
Still trying to decide	30%	16%	8%	4%	9%	8%	24%	132
Extremely interested	43%	20%	8%	11%	8%	5%	5%	196
Very interested	40%	13%	13%	11%	10%	4%	9%	201
Somewhat/Not very interested	37%	20%	14%	12%	3%	2%	12%	62
Definitely will vote	44%	15%	11%	11%	8%	4%	8%	382
Will vote unless emergency	30%	28%	11%	11%	9%	5%	5%	79
Liberal	26%	56%	3%	11%	0%	0%	4%	30
Moderate	42%	15%	5%	19%	8%	3%	8%	199
Conservative	42%	13%	20%	4%	9%	5%	8%	200
Supported Romney in 2008 Primary	70%	2%	9%	8%	6%	5%	1%	53
Supported McCain in 2008 Primary	46%	14%	8%	5%	10%	4%	13%	185
Supported Obama in 2008 Primary	30%	28%	5%	23%	6%	4%	4%	60
Supported Clinton in 2008 Primary	41%	10%	5%	36%	6%	2%	0%	29
Did not vote in 2008 Primary	33%	22%	17%	8%	10%	3%	7%	56
Support/Active in Tea Party	36%	19%	19%	4%	14%	3%	5%	168
Oppose Tea Party	31%	10%	5%	32%	6%	10%	6%	82
Neutral	49%	17%	7%	9%	4%	3%	11%	192
Read Union Leader	41%	16%	14%	10%	8%	6%	5%	144
Read Boston Globe	49%	10%	13%	10%	5%	3%	10%	62
Watch WMUR	39%	18%	10%	10%	8%	5%	9%	298
Listen to NHPR	32%	14%	4%	26%	7%	5%	13%	115

Support for GOP Candidate

STATEWIDE	<u>Romney</u> 41%	<u>Paul</u> 17%	<u>Santorum</u> 11%	<u>Huntsman</u> 11%	<u>Gingrich</u> 8%	<u>Other</u> 4%	<u>Don't Know</u> 8%	<u>(N=)</u> 461
18 to 34	36%	32%	15%	10%	3%	0%	3%	37
35 to 49	50%	18%	8%	11%	4%	5%	4%	127
50 to 64	35%	15%	14%	10%	13%	5%	7%	148
65 and over	44%	12%	9%	12%	9%	3%	10%	117
Male	39%	19%	11%	12%	9%	4%	6%	230
Female	43%	15%	11%	10%	7%	5%	10%	232
High school or less	40%	25%	15%	2%	7%	2%	8%	83
Some college	31%	26%	16%	7%	9%	4%	8%	83
College graduate	37%	13%	12%	14%	8%	6%	10%	172
Post graduate	54%	11%	3%	16%	9%	3%	5%	113
Protestant	38%	17%	11%	10%	8%	4%	12%	182
Catholic	50%	12%	14%	7%	9%	4%	5%	159
Other	30%	27%	7%	21%	8%	5%	3%	88
Attend services 1 or more a week	37%	13%	20%	10%	10%	3%	8%	135
1 2 times a month	43%	10%	9%	11%	13%	6%	8%	55
Less often	53%	17%	4%	10%	5%	6%	6%	116
Never	36%	24%	10%	13%	8%	3%	7%	118
North Country	32%	37%	0%	4%	9%	2%	16%	39
Central / Lakes	34%	18%	13%	12%	11%	4%	7%	74
Connecticut Valley	36%	20%	5%	12%	14%	4%	10%	66
Mass Border	49%	15%	7%	15%	8%	1%	5%	137
Seacoast	44%	18%	13%	8%	5%	3%	9%	72
Manchester Area	42%	6%	25%	7%	3%	12%	6%	72

Support for GOP Candidate – Second Choice

STATEWIDE	Support for GOP Candidate – Second Choice					No Second		(N=)
	<u>Romney</u> 17%	<u>Santorum</u> 14%	<u>Paul</u> 12%	<u>Gingrich</u> 11%	<u>Other</u> 12%	<u>Choice</u> 28%	<u>Don't Know</u> 6%	
Registered Undeclared	15%	12%	16%	10%	11%	29%	6%	181
Registered Republican	19%	16%	9%	12%	12%	26%	7%	238
Registered Republican	19%	16%	9%	12%	12%	26%	7%	238
Undeclared Republican	13%	20%	13%	13%	15%	20%	7%	80
Undeclared Independent	16%	3%	14%	11%	7%	41%	7%	54
Undeclared Democrat	18%	6%	26%	6%	11%	33%	0%	42
Democrat	19%	9%	25%	7%	10%	30%	0%	46
Independent	14%	5%	11%	11%	7%	43%	8%	68
Republican	18%	17%	10%	12%	13%	22%	7%	300
Romney supporter	1%	16%	14%	15%	16%	29%	9%	190
Paul supporter	20%	17%	1%	3%	10%	41%	9%	78
Gingrich supporter	47%	20%	14%	0%	6%	10%	5%	37
Huntsman supporter	28%	8%	19%	11%	4%	28%	1%	50
Santorum supporter	40%	1%	12%	21%	12%	13%	1%	50
Support other candidate	24%	22%	11%	3%	10%	30%	0%	19
Def. decided vote	15%	11%	10%	9%	12%	41%	3%	201
Leaning toward someone	25%	11%	13%	15%	10%	13%	14%	123
Still trying to decide	12%	24%	15%	12%	14%	19%	4%	99
Extremely interested	15%	17%	10%	12%	15%	27%	5%	185
Very interested	21%	12%	14%	13%	9%	24%	7%	183
Somewhat/Not very interested	15%	10%	11%	5%	11%	40%	8%	53
Definitely will vote	15%	14%	13%	12%	12%	29%	6%	349
Will vote unless emergency	28%	13%	8%	6%	12%	24%	9%	75
Liberal	26%	11%	16%	1%	8%	38%	0%	29
Moderate	17%	9%	15%	12%	12%	27%	7%	183
Conservative	18%	21%	8%	14%	11%	23%	5%	182
Supported Romney in 2008 Primary	3%	4%	1%	1%	2%	3%	0%	51
Supported McCain in 2008 Primary	9%	6%	5%	6%	6%	10%	4%	161
Supported Obama in 2008 Primary	3%	1%	3%	1%	2%	5%	1%	57
Supported Clinton in 2008 Primary	1%	0%	2%	1%	0%	3%	0%	29
Did not vote in 2008 Primary	3%	3%	2%	1%	2%	4%	1%	52
Support/Active in Tea Party	22%	21%	6%	13%	13%	21%	4%	159
Oppose Tea Party	13%	4%	13%	8%	13%	47%	2%	77
Neutral	16%	12%	17%	12%	11%	21%	11%	169
Read Union Leader	19%	10%	9%	17%	13%	28%	3%	137
Read Boston Globe	12%	4%	18%	3%	15%	42%	6%	55
Watch WMUR	18%	12%	13%	11%	12%	28%	6%	271
Listen to NHPR	18%	10%	15%	9%	16%	29%	4%	100

Support for GOP Candidate – Second Choice

STATEWIDE	<u>Romney</u>	<u>Santorum</u>	<u>Paul</u>	<u>Gingrich</u>	<u>Other</u>	<u>No Second</u>		<u>(N=)</u>
	<u>17%</u>	<u>14%</u>	<u>12%</u>	<u>11%</u>	<u>12%</u>	<u>Choice</u>	<u>Don't Know</u>	
						<u>28%</u>	<u>6%</u>	<u>424</u>
18 to 34	23%	12%	33%	1%	12%	15%	5%	34
35 to 49	13%	19%	14%	16%	9%	23%	7%	121
50 to 64	20%	10%	9%	10%	14%	30%	6%	137
65 and over	18%	13%	10%	11%	13%	28%	6%	105
Male	19%	13%	11%	11%	14%	29%	4%	216
Female	15%	15%	13%	11%	9%	27%	9%	208
High school or less	18%	14%	13%	8%	12%	28%	6%	76
Some college	13%	15%	15%	8%	9%	28%	12%	75
College graduate	22%	12%	10%	12%	12%	26%	5%	155
Post graduate	14%	16%	13%	16%	12%	25%	4%	107
Protestant	18%	17%	13%	9%	12%	24%	6%	160
Catholic	15%	13%	11%	18%	11%	26%	7%	150
Other	22%	10%	12%	5%	15%	31%	6%	85
Attend services 1 or more a week	18%	20%	10%	13%	10%	20%	9%	123
1 2 times a month	28%	4%	19%	12%	13%	23%	1%	51
Less often	10%	13%	15%	14%	13%	29%	7%	110
Never	18%	13%	11%	7%	12%	33%	6%	110
North Country	12%	0%	8%	0%	10%	70%	0%	33
Central / Lakes	17%	14%	12%	12%	13%	25%	7%	69
Connecticut Valley	15%	23%	10%	14%	11%	19%	8%	60
Mass Border	21%	14%	12%	9%	12%	23%	9%	129
Seacoast	15%	15%	14%	9%	12%	26%	9%	65
Manchester Area	16%	11%	14%	20%	11%	28%	0%	68

Who Expected To Win NH Primary

STATEWIDE	<u>Romney</u>	<u>Paul</u>	<u>Santorum</u>	<u>Huntsman</u>	<u>Gingrich</u>	<u>Other</u>	<u>Don't Know</u>	<u>(N=)</u>
	78%	5%	2%	2%	1%	1%	11%	458
Registered Undeclared	75%	6%	3%	3%	1%	1%	12%	197
Registered Republican	81%	4%	2%	1%	1%	0%	10%	255
Registered Republican	81%	4%	2%	1%	1%	0%	10%	255
Undeclared Republican	79%	5%	2%	2%	2%	0%	11%	89
Undeclared Independent	66%	11%	3%	6%	0%	1%	13%	59
Undeclared Democrat	75%	4%	6%	0%	0%	3%	12%	45
Democrat	75%	3%	6%	0%	0%	3%	12%	49
Independent	66%	11%	4%	4%	0%	1%	14%	76
Republican	81%	4%	1%	2%	2%	0%	10%	325
Romney supporter	95%	0%	0%	1%	0%	0%	4%	188
Paul supporter	53%	26%	2%	0%	2%	1%	16%	78
Gingrich supporter	74%	3%	0%	3%	10%	0%	10%	37
Huntsman supporter	76%	2%	0%	12%	0%	3%	7%	50
Santorum supporter	65%	0%	15%	0%	0%	0%	20%	49
Support other candidate	80%	0%	6%	0%	0%	3%	11%	19
Def. decided vote	82%	8%	2%	2%	2%	1%	4%	200
Leaning toward someone	79%	4%	3%	2%	0%	1%	11%	126
Still trying to decide	73%	2%	2%	1%	1%	0%	20%	132
Extremely interested	77%	10%	2%	2%	1%	1%	8%	194
Very interested	82%	1%	2%	1%	1%	1%	12%	200
Somewhat/Not very interested	71%	3%	2%	4%	2%	0%	17%	62
Definitely will vote	79%	5%	2%	2%	1%	0%	10%	379
Will vote unless emergency	78%	3%	1%	2%	1%	2%	14%	79
Liberal	69%	17%	3%	2%	3%	2%	4%	30
Moderate	83%	3%	1%	2%	0%	1%	8%	199
Conservative	78%	5%	3%	1%	2%	0%	11%	199
Supported Romney in 2008 Primary	94%	0%	0%	2%	0%	1%	3%	53
Supported McCain in 2008 Primary	83%	3%	1%	3%	1%	0%	8%	185
Supported Obama in 2008 Primary	67%	8%	4%	2%	4%	2%	12%	60
Supported Clinton in 2008 Primary	81%	6%	2%	0%	0%	0%	12%	29
Did not vote in 2008 Primary	82%	3%	0%	0%	0%	0%	15%	56
Support/Active in Tea Party	76%	7%	3%	2%	1%	1%	10%	168
Oppose Tea Party	83%	0%	0%	2%	1%	2%	12%	82
Neutral	80%	5%	3%	2%	1%	0%	10%	192
Read Union Leader	79%	5%	1%	1%	1%	1%	12%	144
Read Boston Globe	84%	1%	1%	3%	0%	0%	10%	62
Watch WMUR	79%	6%	2%	2%	1%	1%	10%	298
Listen to NHPR	78%	5%	2%	3%	2%	2%	8%	115

Who Expected To Win NH Primary

STATEWIDE	<u>Romney</u> 78%	<u>Paul</u> 5%	<u>Santorum</u> 2%	<u>Huntsman</u> 2%	<u>Gingrich</u> 1%	<u>Other</u> 1%	<u>Don't Know</u> 11%	<u>(N=)</u> 458
18 to 34	75%	6%	0%	0%	0%	0%	19%	37
35 to 49	82%	7%	1%	3%	1%	0%	6%	127
50 to 64	77%	5%	2%	2%	1%	2%	9%	148
65 and over	81%	1%	2%	2%	1%	0%	13%	117
Male	77%	5%	1%	3%	2%	1%	12%	227
Female	80%	6%	3%	1%	1%	1%	10%	231
High school or less	75%	7%	3%	1%	1%	0%	13%	83
Some college	68%	9%	4%	1%	1%	1%	17%	83
College graduate	79%	4%	2%	4%	2%	0%	9%	172
Post graduate	88%	3%	0%	0%	1%	1%	6%	113
Protestant	79%	4%	2%	1%	1%	1%	12%	182
Catholic	82%	3%	2%	3%	2%	1%	7%	159
Other	73%	8%	3%	2%	0%	0%	15%	88
Attend services 1 or more a week	74%	5%	3%	3%	2%	0%	13%	135
1 2 times a month	84%	2%	0%	1%	2%	0%	12%	55
Less often	82%	2%	2%	2%	1%	1%	9%	116
Never	78%	9%	2%	1%	0%	1%	8%	118
North Country	65%	15%	0%	0%	2%	0%	18%	39
Central / Lakes	75%	4%	7%	3%	2%	1%	10%	74
Connecticut Valley	82%	2%	1%	3%	1%	0%	11%	66
Mass Border	79%	5%	1%	2%	1%	2%	11%	136
Seacoast	84%	6%	1%	2%	1%	0%	6%	71
Manchester Area	81%	3%	2%	1%	1%	0%	12%	71

Who Has Best Chance To Beat Obama

STATEWIDE	<u>Romney</u>	<u>Gingrich</u>	<u>Paul</u>	<u>Santorum</u>	<u>Huntsman</u>	<u>Other</u>	<u>Don't Know</u>	<u>(N=)</u>
	55%	6%	6%	5%	4%	5%	19%	456
Registered Undeclared	45%	7%	6%	6%	9%	7%	20%	195
Registered Republican	64%	5%	5%	4%	1%	4%	17%	254
Registered Republican	64%	5%	5%	4%	1%	4%	17%	254
Undeclared Republican	50%	8%	3%	9%	2%	8%	20%	89
Undeclared Independent	37%	10%	10%	2%	14%	4%	23%	59
Undeclared Democrat	44%	3%	6%	7%	16%	8%	16%	44
Democrat	45%	3%	5%	10%	15%	7%	15%	47
Independent	33%	8%	15%	3%	12%	5%	24%	75
Republican	62%	6%	3%	5%	1%	5%	18%	325
Romney supporter	89%	1%	0%	1%	0%	2%	7%	188
Paul supporter	26%	5%	31%	1%	3%	7%	26%	77
Gingrich supporter	28%	47%	0%	0%	0%	12%	13%	37
Huntsman supporter	24%	3%	0%	3%	36%	7%	27%	49
Santorum supporter	37%	6%	0%	26%	0%	6%	25%	49
Support other candidate	33%	0%	3%	9%	0%	8%	48%	19
Def. decided vote	55%	6%	11%	4%	7%	5%	12%	199
Leaning toward someone	57%	8%	1%	6%	2%	5%	21%	125
Still trying to decide	55%	5%	1%	5%	1%	6%	27%	132
Extremely interested	56%	7%	9%	4%	6%	7%	12%	193
Very interested	57%	7%	2%	6%	3%	4%	21%	200
Somewhat/Not very interested	47%	1%	6%	6%	3%	3%	34%	61
Definitely will vote	56%	6%	6%	5%	5%	5%	17%	377
Will vote unless emergency	50%	7%	5%	4%	1%	6%	27%	79
Liberal	36%	12%	18%	0%	8%	6%	21%	30
Moderate	55%	4%	4%	5%	9%	4%	19%	196
Conservative	60%	7%	5%	6%	0%	5%	16%	199
Supported Romney in 2008 Primary	71%	4%	0%	7%	0%	4%	15%	53
Supported McCain in 2008 Primary	64%	7%	2%	2%	2%	7%	16%	184
Supported Obama in 2008 Primary	47%	9%	6%	3%	16%	5%	14%	59
Supported Clinton in 2008 Primary	54%	0%	3%	0%	22%	2%	19%	29
Did not vote in 2008 Primary	51%	5%	8%	11%	2%	3%	21%	56
Support/Active in Tea Party	54%	11%	7%	5%	1%	7%	16%	168
Oppose Tea Party	45%	3%	1%	5%	16%	6%	25%	81
Neutral	60%	4%	6%	5%	3%	3%	18%	192
Read Union Leader	55%	10%	6%	5%	4%	2%	17%	142
Read Boston Globe	58%	2%	3%	9%	5%	6%	17%	61
Watch WMUR	54%	6%	6%	5%	4%	6%	21%	296
Listen to NHPR	49%	6%	3%	3%	12%	10%	16%	113

Who Has Best Chance To Beat Obama

	<u>Romney</u>	<u>Gingrich</u>	<u>Paul</u>	<u>Santorum</u>	<u>Huntsman</u>	<u>Other</u>	<u>Don't Know</u>	<u>(N=)</u>
STATEWIDE	55%	6%	6%	5%	4%	5%	19%	456
18 to 34	57%	3%	8%	4%	10%	0%	19%	37
35 to 49	53%	3%	6%	5%	5%	4%	24%	127
50 to 64	55%	9%	6%	7%	2%	7%	15%	148
65 and over	59%	7%	3%	3%	5%	5%	18%	116
Male	51%	8%	7%	5%	5%	6%	18%	227
Female	60%	4%	4%	5%	4%	4%	20%	229
High school or less	61%	7%	4%	4%	1%	1%	22%	83
Some college	47%	6%	15%	6%	3%	5%	18%	82
College graduate	53%	6%	3%	6%	6%	5%	20%	172
Post graduate	60%	6%	4%	3%	5%	7%	15%	111
Protestant	56%	6%	4%	5%	3%	5%	21%	180
Catholic	60%	8%	6%	6%	2%	5%	14%	159
Other	47%	4%	7%	3%	13%	5%	21%	88
Attend services 1 or more a week	49%	9%	3%	8%	3%	6%	22%	135
1 2 times a month	55%	4%	3%	3%	6%	4%	24%	55
Less often	68%	5%	5%	5%	3%	3%	12%	115
Never	49%	5%	10%	2%	6%	6%	22%	118
North Country	48%	6%	10%	0%	4%	5%	26%	39
Central / Lakes	49%	7%	6%	4%	4%	11%	19%	74
Connecticut Valley	57%	6%	6%	1%	4%	3%	24%	64
Mass Border	54%	6%	6%	8%	5%	5%	15%	136
Seacoast	59%	3%	5%	7%	4%	7%	15%	71
Manchester Area	65%	7%	1%	4%	3%	0%	20%	71

Importance of Candidate Characteristics

	Position on <u>Issues</u>	Leadership <u>Skills</u>	Able to <u>Defeat Obama</u>	<u>Other</u>	<u>Don't Know</u>	<u>(N=)</u>
STATEWIDE	43%	27%	19%	10%	1%	455
Registered Undeclared	48%	26%	14%	11%	1%	197
Registered Republican	39%	29%	23%	8%	2%	252
Registered Republican	39%	29%	23%	8%	2%	252
Undeclared Republican	42%	26%	23%	8%	1%	89
Undeclared Independent	52%	22%	9%	17%	0%	59
Undeclared Democrat	57%	33%	0%	8%	2%	45
Democrat	52%	37%	0%	9%	2%	49
Independent	53%	21%	9%	17%	0%	76
Republican	39%	27%	24%	8%	2%	325
Romney supporter	30%	33%	29%	7%	1%	185
Paul supporter	64%	16%	8%	12%	0%	78
Gingrich supporter	30%	25%	23%	22%	0%	37
Huntsman supporter	54%	37%	4%	5%	0%	50
Santorum supporter	53%	22%	15%	5%	5%	49
Support other candidate	65%	11%	13%	12%	0%	19
Def. decided vote	40%	30%	20%	10%	0%	197
Leaning toward someone	44%	27%	23%	5%	0%	126
Still trying to decide	46%	23%	13%	13%	5%	132
Extremely interested	42%	25%	22%	11%	1%	193
Very interested	42%	31%	18%	7%	2%	200
Somewhat/Not very interested	49%	21%	14%	13%	2%	62
Definitely will vote	40%	28%	20%	10%	1%	376
Will vote unless emergency	54%	23%	13%	7%	3%	79
Liberal	65%	31%	4%	0%	0%	30
Moderate	43%	35%	14%	8%	1%	199
Conservative	38%	22%	26%	12%	2%	199
Supported Romney in 2008 Primary	23%	30%	35%	9%	3%	53
Supported McCain in 2008 Primary	39%	27%	24%	9%	1%	185
Supported Obama in 2008 Primary	50%	36%	4%	8%	2%	60
Supported Clinton in 2008 Primary	51%	37%	6%	6%	0%	29
Did not vote in 2008 Primary	52%	17%	17%	11%	3%	56
Support/Active in Tea Party	39%	21%	29%	10%	2%	168
Oppose Tea Party	48%	38%	6%	6%	2%	82
Neutral	43%	29%	17%	10%	1%	192
Read Union Leader	43%	28%	21%	6%	2%	144
Read Boston Globe	57%	17%	14%	12%	0%	62
Watch WMUR	40%	29%	19%	10%	2%	298
Listen to NHPR	39%	35%	12%	12%	3%	115

Importance of Candidate Characteristics

	Position on <u>Issues</u>	Leadership <u>Skills</u>	Able to <u>Defeat Obama</u>	<u>Other</u>	<u>Don't Know</u>	<u>(N=)</u>
STATEWIDE	43%	27%	19%	10%	1%	455
18 to 34	74%	15%	4%	7%	0%	37
35 to 49	48%	26%	19%	6%	1%	127
50 to 64	38%	29%	19%	13%	1%	148
65 and over	32%	33%	26%	7%	1%	117
Male	41%	25%	23%	10%	2%	226
Female	45%	30%	15%	9%	1%	229
High school or less	43%	28%	20%	7%	2%	83
Some college	40%	28%	18%	12%	2%	83
College graduate	46%	28%	17%	9%	1%	172
Post graduate	41%	27%	22%	9%	2%	113
Protestant	38%	33%	18%	10%	2%	182
Catholic	43%	25%	20%	10%	1%	159
Other	48%	22%	20%	8%	1%	88
Attend services 1 or more a week	40%	28%	20%	10%	2%	135
1 2 times a month	50%	25%	19%	5%	0%	55
Less often	39%	35%	15%	11%	0%	116
Never	44%	23%	21%	10%	1%	118
North Country	39%	26%	16%	18%	0%	36
Central / Lakes	49%	29%	13%	8%	1%	74
Connecticut Valley	37%	34%	17%	12%	0%	66
Mass Border	44%	23%	23%	8%	1%	136
Seacoast	40%	21%	22%	14%	3%	71
Manchester Area	44%	34%	16%	3%	3%	71

Party Registration & Party Self-Identification

	<u>Registered Republican</u> 57%	<u>Undeclared Republican</u> 20%	<u>Undeclared Independent</u> 13%	<u>Undeclared Democrat</u> 10%	<u>(N)</u> 449
STATEWIDE					
Registered Undeclared	0%	46%	31%	23%	192
Registered Republican	100%	0%	0%	0%	257
Democrat	9%	0%	0%	91%	49
Independent	17%	0%	83%	0%	71
Republican	72%	28%	0%	0%	321
Romney supporter	66%	21%	8%	6%	187
Paul supporter	47%	20%	23%	10%	75
Gingrich supporter	60%	21%	10%	8%	36
Huntsman supporter	29%	7%	29%	35%	49
Santorum supporter	72%	19%	3%	5%	50
Support other candidate	46%	28%	15%	10%	19
Def. decided vote	62%	14%	13%	10%	195
Leaning toward someone	59%	21%	10%	9%	122
Still trying to decide	48%	26%	16%	10%	131
Extremely interested	65%	15%	13%	7%	192
Very interested	49%	26%	13%	12%	196
Somewhat/Not very interested	59%	17%	12%	11%	58
Definitely will vote	58%	19%	14%	9%	376
Will vote unless emergency	52%	24%	11%	14%	73
Liberal	33%	18%	21%	28%	29
Moderate	46%	22%	18%	15%	193
Conservative	73%	19%	7%	2%	196
Supported Romney in 2008 Primary	72%	21%	6%	0%	52
Supported McCain in 2008 Primary	72%	19%	8%	2%	182
Supported Obama in 2008 Primary	16%	18%	30%	36%	60
Supported Clinton in 2008 Primary	19%	6%	37%	38%	29
Did not vote in 2008 Primary	49%	34%	9%	7%	50
Support/Active in Tea Party	71%	22%	6%	2%	165
Oppose Tea Party	34%	12%	25%	29%	82
Neutral	55%	22%	14%	10%	186
Read Union Leader	65%	13%	14%	8%	138
Read Boston Globe	54%	17%	12%	16%	59
Watch WMUR	56%	18%	16%	10%	290
Listen to NHPR	42%	20%	21%	16%	112

Party Registration & Party Self-Identification

	<u>Registered Republican</u> 57%	<u>Undeclared Republican</u> 20%	<u>Undeclared Independent</u> 13%	<u>Undeclared Democrat</u> 10%	<u>(N)</u> 449
STATEWIDE					
18 to 34	47%	35%	9%	9%	35
35 to 49	56%	26%	12%	6%	123
50 to 64	56%	17%	12%	14%	145
65 and over	62%	15%	13%	10%	115
Male	61%	18%	12%	8%	221
Female	54%	21%	14%	11%	229
High school or less	73%	12%	13%	2%	81
Some college	50%	24%	18%	8%	79
College graduate	55%	23%	11%	11%	167
Post graduate	52%	19%	12%	17%	112
Protestant	65%	18%	9%	8%	181
Catholic	52%	22%	16%	10%	155
Other	44%	22%	18%	15%	84
Attend services 1 or more a week	65%	18%	6%	11%	134
1 2 times a month	61%	17%	9%	14%	54
Less often	47%	27%	14%	12%	112
Never	56%	20%	18%	6%	115
North Country	63%	7%	20%	9%	39
Central / Lakes	59%	19%	12%	9%	71
Connecticut Valley	46%	21%	21%	12%	63
Mass Border	50%	27%	14%	9%	133
Seacoast	61%	20%	7%	12%	71
Manchester Area	72%	13%	8%	7%	72

Party Registration

STATEWIDE	Registered Undeclared 43%	Registered Republican 57%	(N) 460
Democrat	91%	9%	49
Independent	83%	17%	73
Republican	28%	72%	322
Romney supporter	35%	65%	190
Paul supporter	53%	47%	76
Gingrich supporter	40%	60%	36
Huntsman supporter	72%	28%	49
Santorum supporter	28%	72%	50
Support other candidate	54%	46%	19
Def. decided vote	40%	60%	200
Leaning toward someone	41%	59%	123
Still trying to decide	52%	48%	131
Extremely interested	36%	64%	194
Very interested	52%	48%	198
Somewhat/Not very interested	41%	59%	59
Definitely will vote	42%	58%	381
Will vote unless emergency	49%	51%	74
Liberal	67%	33%	29
Moderate	55%	45%	196
Conservative	28%	72%	197
Supported Romney in 2008 Primary	28%	72%	52
Supported McCain in 2008 Primary	29%	71%	185
Supported Obama in 2008 Primary	84%	16%	60
Supported Clinton in 2008 Primary	81%	19%	29
Did not vote in 2008 Primary	53%	47%	52
Support/Active in Tea Party	30%	70%	166
Oppose Tea Party	66%	34%	82
Neutral	46%	54%	187
Read Union Leader	36%	64%	140
Read Boston Globe	46%	54%	60
Watch WMUR	44%	56%	293
Listen to NHPR	59%	41%	114

Party Registration

	<u>Registered Undeclared</u> 43%	<u>Registered Republican</u> 57%	<u>(N)</u> 460
STATEWIDE			
18 to 34	54%	46%	36
35 to 49	44%	56%	123
50 to 64	44%	56%	147
65 and over	38%	62%	116
Male	40%	60%	224
Female	47%	53%	230
High school or less	27%	73%	82
Some college	50%	50%	79
College graduate	45%	55%	170
Post graduate	49%	51%	113
Protestant	35%	65%	181
Catholic	49%	51%	158
Other	56%	44%	85
Attend services 1 or more a week	35%	65%	135
1 2 times a month	39%	61%	54
Less often	54%	46%	113
Never	45%	55%	116
North Country	38%	62%	39
Central / Lakes	41%	59%	72
Connecticut Valley	55%	45%	64
Mass Border	51%	49%	135
Seacoast	40%	60%	72
Manchester Area	28%	72%	72