

THE WMUR NEW HAMPSHIRE PRIMARY POLL

THE UNIVERSITY OF NEW HAMPSHIRE

January 6, 2012

ROMNEY MAINTAINS LEAD, SANTORUM GETS IOWA BOUNCE

By: Andrew E. Smith, Ph.D.
 UNH Survey Center
 603-862-2226
www.unh.edu/survey-center

DURHAM, NH – Mitt Romney holds a commanding lead in the weekend before the New Hampshire primary. Rick Santorum has gotten a modest bounce out of his Iowa success and is now in a position to challenge Ron Paul for the second place slot. However, a third of likely Republican primary voters are still undecided about who they will eventually support.

These findings are based on the latest **WMUR New Hampshire Primary Poll**,* conducted by the University of New Hampshire Survey Center. Six hundred and thirty-one (631) randomly selected likely New Hampshire Republican Primary voters were interviewed by telephone between January 2 and January 5, 2012. Three hundred and thirteen (313) interviews were conducted pre-Iowa Caucus, January 2 and 3 and 318 were conducted post-Iowa, January 4 and 5. The margin of sampling error for the survey is +/- 3.9% and +/- 5.5% for the pre- and post-Iowa subsamples.

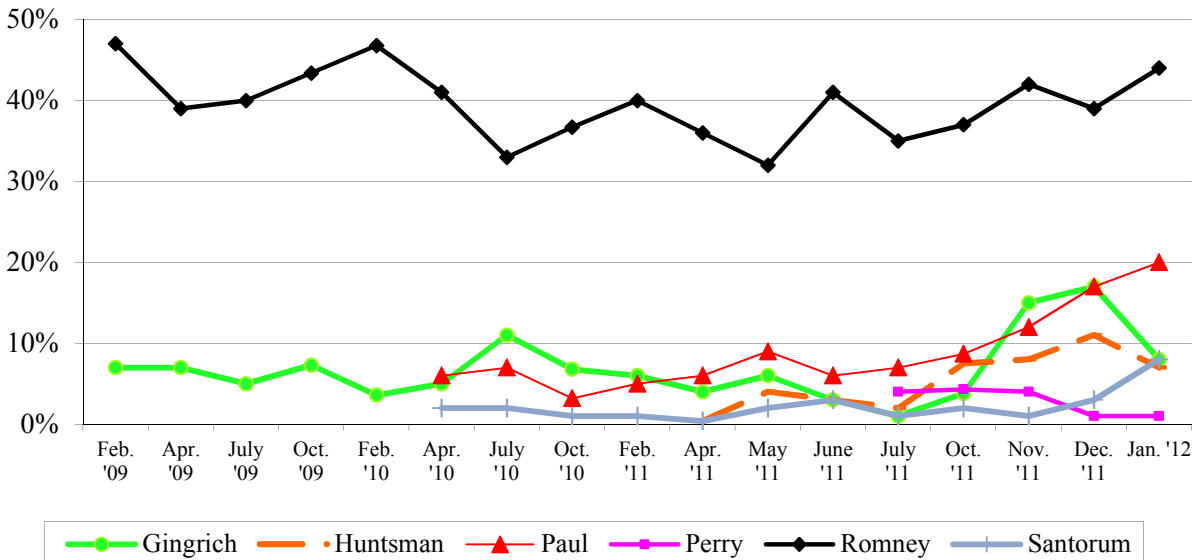
Republican Primary

Among likely New Hampshire Republican Primary voters, former Massachusetts governor Mitt Romney, the 2008 New Hampshire runner-up, holds a 2-1 lead over his closest GOP challenger, Ron Paul. In the most recent WMUR New Hampshire Primary Poll, 44% of likely Republican Primary voters said they would vote for Romney, up from 39% two weeks ago. Romney has consistently led the GOP field in New Hampshire since 2009.

Texas Congressman Ron Paul has climbed into second place with 20%. Far behind Paul is a close battle for third place between former Speaker of the House Newt Gingrich (8%), former Pennsylvania Senator and recent Iowa caucus runner-up Rick Santorum (8%), and former Utah Governor John Huntsman (7%), followed by Texas Governor Rick Perry (1%), and former Louisiana Governor Buddy Roemer (1%). Businessman Fred Karger's support is less than 1%, and Andy Martin did not receive any support. Also included were Minnesota Congresswoman Michele Bachmann (1%) and former New Mexico governor Gary Johnson (1%), both of whom withdrew from the Republican primary.

Support for Santorum has increased 5 percentage points, and support for Paul has increased 3 percentage points since late December. However, support for Gingrich has plummeted by 9 percentage points in the past two weeks.

NH 2012 GOP Presidential Primary – Likely Republican Primary Voters



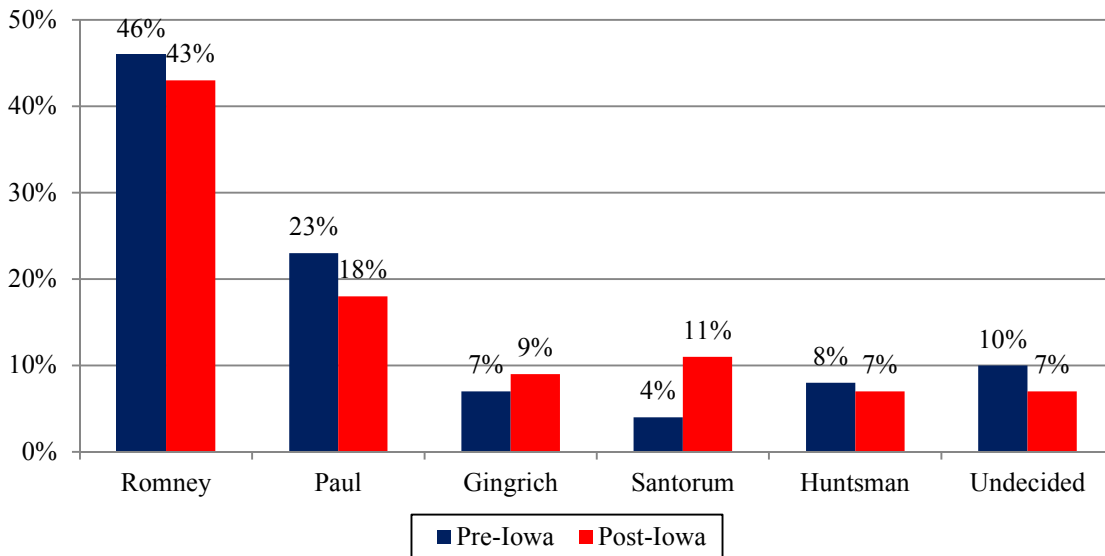
* We ask that this copyrighted information be referred to as *the WMUR New Hampshire Primary Poll*, sponsored by WMUR-TV, and conducted by the University of New Hampshire Survey Center.

But while there are only 4 days until the Primary, voters are taking their time deciding who they will eventually support, though likely NH Republican Primary voters have begun to solidify their support. In the most recent poll, 37% say they have definitely decided who they are going to vote for, 26% are leaning towards a candidate, and 37% are still trying to decide.

NH GOP Presidential Primary - Pre- & Post-Iowa Caucus

The four day field period of the WMUR NH Primary Poll included two days before and two days after the Iowa Caucus so the impact of the Iowa can be assessed. After his tie in Iowa, support for Rick Santorum has increased by 7 percentage points, climbing from 4% pre-Iowa to 11% post-Iowa. This puts him in position to challenge Ron Paul for the second slot in New Hampshire as support for Paul declined from 23% to 18% after his third place Iowa finish. There was no significant shift among the other candidates after the Iowa caucuses.

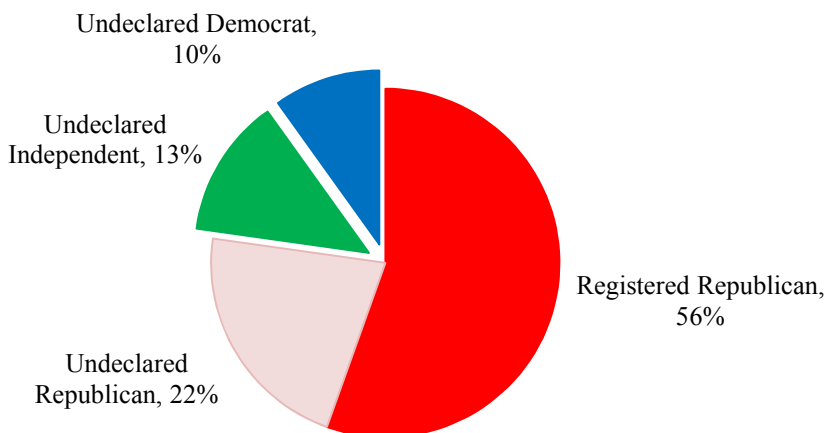
NH GOP Presidential Primary - Pre- & Post-Iowa Caucus



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 (56%), the remainder consists of undeclared voters who self-identify as Republicans (22%), 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

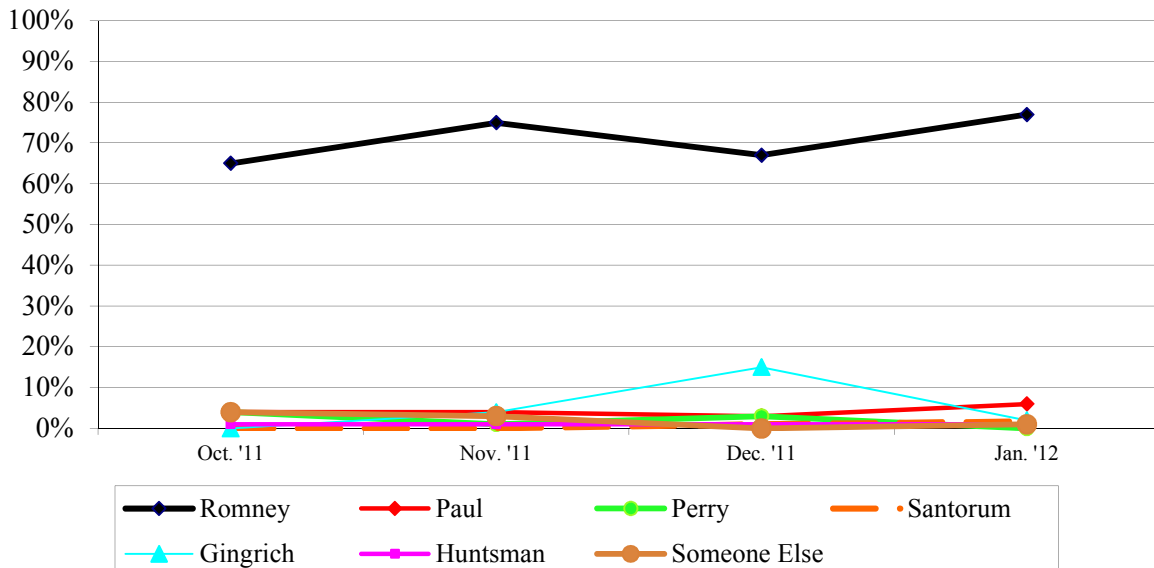


Among Registered Republicans and undeclared voters who identify as Republicans, Romney leads with 49%, followed by Paul (24%), Gingrich (7%), Santorum (7%) and Huntsman (5%). Paul does best among Undeclared voters who identify as independents with 37%, followed by Romney (32%), Huntsman (12%), Gingrich (5%), and Santorum (5%). And among Undeclared voters who identify as Democrats, Paul (28%), Romney (26%), and Huntsman (26%) are in a virtual tie. “The big problem for Huntsman is that he gets his strongest support from the smallest voting bloc in New Hampshire, Democrats who will vote in the Republican Primary,” said Andrew Smith, Director of the UNH Survey Center.

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 (77%) think Romney will win the New Hampshire Primary, 6% think Paul will win, 2% think Gingrich will win, 2% think Santorum will win, and 1% think Huntsman will win. Most Romney supporters (92%) think he will win, but so do 57% of Gingrich supporters, 75% of Huntsman supporters, 83% of Santorum supporters, and 58% of Paul supporters.

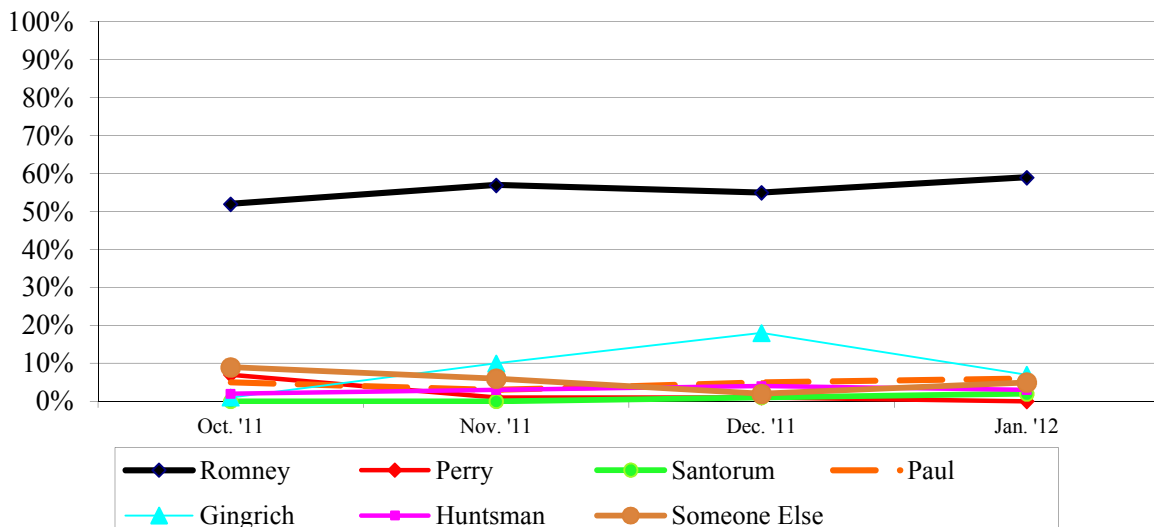
Who Do You Expect To Win the NH Primary?



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, 59% of likely Republican Primary voters name Romney, followed by Gingrich (7%), Paul (6%), Huntsman (3%), and Santorum (2%).

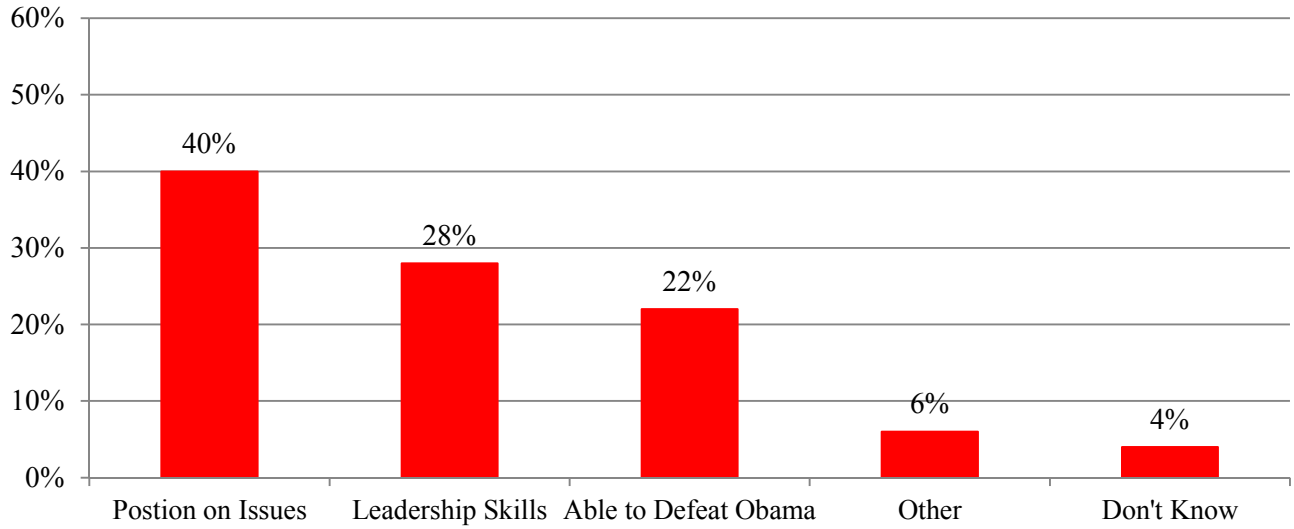
Who Has The Best Chance To Beat Barack Obama?



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, 40% said that the candidates' position on issues was most important, followed by their leadership skills (28%), and their ability to defeat President Obama in the November general election (22%), while 6% cited some other characteristic and 4% did not know.

Importance of Candidate Characteristics



Granite State Poll Methodology

These findings are based on the latest WMUR NH Primary Poll, conducted by the University of New Hampshire Survey Center. Six hundred and thirty-one (631) randomly selected likely New Hampshire Republican Primary voters were interviewed by telephone between January 2 and January 5, 2012. The margin of sampling error for the survey is +/- 3.9%.

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. '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. '11	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>Feb.</u>	<u>Apr.</u>	<u>July</u>	<u>Oct.</u>	<u>Feb.</u>	<u>Apr.</u>	<u>May</u> ¹	<u>June</u> ²	<u>July</u>	<u>Oct.</u>	<u>Nov.</u>	<u>Dec.</u> ²	<u>Jan.</u> <u>2-5</u>
Romney	47%	41%	33%	36%	40%	36%	32%	41%	35%	37%	42%	39%	44%
Paul †	--	6%	7%	3%	5%	6%	9%	6%	7%	9%	12%	17%	20%
Santorum †	--	2%	2%	1%	1%	*	2%	3%	1%	2%	1%	3%	8%
Gingrich	4%	5%	11%	7%	6%	4%	6%	3%	1%	4%	15%	17%	8%
Huntsman ¢	--	--	--	--	--	*	4%	3%	2%	8%	8%	11%	7%
Perry ^	--	--	--	--	--	--	--	--	4%	4%	4%	1%	1%
Bachmann ¢	--	--	--	--	--	4%	4%	4%	12%	2%	2%	2%	1%
Johnson †	--	0%	0%	2%	0%	0%	*	*	1%	*	*	*	1%
Roemer +	--	--	--	--	--	--	0%	0%	*	*	*	*	1%
Karger +	--	--	--	--	--	--	0%	--	--	--	0%	--	0%
Martin +	--	--	--	--	--	--	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%
Don't Know	11%	9%	16%	11%	10%	14%	17%	13%	19%	10%	11%	8%	8%
(N=)	(201)	(228)	(210)	(227)	(355)	(415)	(347)	(419)	(351)	(341)	(413)	(538)	(631)

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

¢ 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 †	--	--	--	--
Gingrich	7%	6%	5%	7%
Huntsman ¢	--	--	--	--
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 October, 2010
\$ Added February, 2011

¢ Added April, 2011
+ Added May, 2011
^ Added July, 2011

* = Less than 1%
-- = Not asked

NH GOP Presidential Primary - Pre- & Post-Iowa Caucus

	<u>Pre-Iowa</u>	<u>Post-Iowa</u>	<u>% Change</u>
Romney	46%	43%	-3%
Paul	23%	18%	-5%
Gingrich	7%	9%	+2%
Santorum	4%	11%	+7%
Huntsman	8%	7%	-1%
Perry	1%	2%	+1%
Roemer	*	1%	+/- 0%
Bachmann	*	2%	+1%
Johnson	*	1%	+/- 0%
Karger	0%	1%	+1%
Someone Else	1%	*	+/- 0%
Don't Know	10%	7%	-3%
(N=)	(313)	(318)	

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. '12</u>
Position on Issues	40%
Leadership Skills	28%
Ability to Defeat Obama	22%
Other	6%
Don't Know	4%
(N=)	(626)

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

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

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

	<u>Def. Decided</u>	<u>Leaning Towards Someone</u>	<u>Still Trying To Decide</u>	<u>(N)</u>
STATEWIDE	37%	26%	37%	631
Registered Undeclared	36%	26%	38%	280
Registered Republican	38%	26%	36%	346
Registered Republican	38%	26%	36%	346
Undeclared Republican	37%	24%	39%	137
Undeclared Independent	36%	24%	41%	78
Undeclared Democrat	30%	36%	34%	59
Democrat	28%	36%	36%	64
Independent	36%	24%	40%	98
Republican	38%	25%	37%	457
Extremely interested	50%	26%	25%	271
Very interested	30%	28%	43%	258
Somewhat/Not very interested	20%	21%	59%	101
Romney supporter	48%	26%	27%	280
Paul supporter	39%	24%	37%	127
Gingrich supporter	32%	26%	43%	49
Huntsman supporter	31%	38%	31%	47
Santorum supporter	23%	40%	38%	48
Support other candidate	26%	25%	48%	29
Liberal	19%	41%	40%	28
Moderate	39%	23%	39%	246
Conservative	37%	28%	35%	324
Support/Active in Tea Party	40%	31%	29%	226
Oppose Tea Party	30%	26%	43%	96
Neutral	36%	22%	42%	284
Read Union Leader	36%	24%	41%	212
Read Boston Globe	25%	29%	46%	64
Watch WMUR	34%	28%	38%	426
Listen to NHPR	36%	27%	37%	152
18 to 34	23%	24%	53%	37
35 to 49	38%	19%	43%	167
50 to 64	35%	32%	33%	228
65 and over	41%	25%	34%	170
Male	40%	28%	32%	351
Female	33%	23%	44%	280
High school or less	29%	33%	38%	123
Some college	37%	23%	39%	117
College graduate	39%	26%	35%	256
Post graduate	39%	22%	39%	123
Protestant	33%	28%	40%	241
Catholic	39%	25%	37%	251
Other	37%	24%	39%	112
Attend services 1 or more a week	30%	33%	37%	197
1 2 times a month	44%	17%	39%	66
Less often	36%	25%	39%	181
Never	40%	23%	37%	156
North Country	40%	22%	38%	45
Central / Lakes	39%	30%	31%	110
Connecticut Valley	39%	20%	41%	82
Mass Border	39%	26%	36%	199
Seacoast	28%	29%	43%	94
Manchester Area	36%	24%	40%	102

Support for GOP Candidate

	<u>Romney</u>	<u>Paul</u>	<u>Gingrich</u>	<u>Santorum</u>	<u>Huntsman</u>	<u>Other</u>	<u>Don't Know</u>	<u>(N=)</u>
STATEWIDE	44%	20%	8%	8%	7%	5%	8%	631
Registered Undeclared	39%	28%	5%	6%	10%	6%	5%	280
Registered Republican	49%	13%	10%	9%	5%	3%	10%	346
Registered Republican	49%	13%	10%	9%	5%	3%	10%	346
Undeclared Republican	49%	24%	7%	7%	2%	6%	5%	137
Undeclared Independent	32%	37%	5%	5%	12%	4%	4%	78
Undeclared Democrat	26%	28%	2%	2%	26%	8%	8%	59
Democrat	27%	28%	3%	2%	26%	7%	7%	64
Independent	30%	34%	4%	8%	10%	6%	8%	98
Republican	49%	17%	10%	8%	4%	4%	8%	457
Def. decided vote	58%	21%	7%	5%	6%	3%	0%	233
Leaning toward someone	44%	19%	8%	12%	11%	5%	2%	163
Still trying to decide	31%	20%	9%	8%	6%	6%	20%	236
Extremely interested	44%	19%	8%	9%	8%	5%	7%	271
Very interested	45%	20%	9%	7%	6%	5%	9%	258
Somewhat/Not very interested	44%	25%	5%	5%	8%	2%	11%	101
Liberal	41%	19%	4%	4%	18%	6%	8%	28
Moderate	47%	22%	5%	3%	12%	5%	6%	246
Conservative	43%	18%	10%	12%	3%	4%	9%	324
Support/Active in Tea Party	41%	18%	14%	15%	4%	3%	5%	226
Oppose Tea Party	39%	14%	3%	5%	21%	10%	8%	96
Neutral	49%	24%	4%	2%	6%	4%	11%	284
Read Union Leader	46%	17%	10%	7%	5%	6%	9%	212
Read Boston Globe	48%	11%	4%	5%	11%	6%	16%	64
Watch WMUR	45%	21%	8%	8%	6%	4%	8%	426
Listen to NHPR	42%	19%	6%	4%	16%	6%	7%	152
18 to 34	35%	45%	2%	4%	2%	5%	8%	37
35 to 49	48%	23%	7%	7%	7%	2%	6%	167
50 to 64	46%	19%	7%	7%	7%	6%	8%	228
65 and over	40%	12%	11%	11%	10%	6%	11%	170
Male	44%	22%	9%	7%	8%	4%	6%	351
Female	45%	18%	6%	8%	7%	5%	11%	280
High school or less	44%	24%	10%	14%	2%	0%	6%	123
Some college	39%	25%	7%	10%	3%	7%	10%	117
College graduate	42%	20%	7%	6%	10%	6%	9%	256
Post graduate	51%	12%	8%	4%	13%	4%	8%	123
Protestant	41%	17%	9%	10%	9%	2%	11%	241
Catholic	50%	17%	9%	9%	4%	5%	6%	251
Other	35%	34%	2%	1%	13%	7%	6%	112
Attend services 1 or more a week	38%	14%	12%	16%	7%	3%	8%	197
1 2 times a month	51%	17%	8%	0%	3%	9%	11%	66
Less often	48%	19%	6%	4%	8%	5%	9%	181
Never	40%	32%	4%	6%	10%	4%	5%	156
North Country	41%	24%	16%	1%	13%	5%	0%	45
Central / Lakes	44%	22%	8%	10%	10%	0%	6%	110
Connecticut Valley	34%	22%	9%	5%	11%	5%	14%	82
Mass Border	50%	18%	8%	5%	6%	5%	9%	199
Seacoast	41%	25%	4%	11%	6%	1%	11%	94
Manchester Area	47%	14%	6%	12%	3%	12%	6%	102

Support for GOP Candidate – Second Choice

STATEWIDE	<u>Romney</u>	<u>Santorum</u>	<u>Gingrich</u>	<u>Paul</u>	<u>Other</u>	<u>No Second</u>	<u>Don't Know</u>	<u>(N=)</u>
	17%	15%	13%	13%	15%	Choice	6%	579
Registered Undeclared	16%	14%	13%	12%	12%	27%	6%	265
Registered Republican	19%	16%	13%	13%	17%	16%	5%	309
Registered Republican	19%	16%	13%	13%	17%	16%	5%	309
Undeclared Republican	15%	19%	17%	14%	8%	17%	11%	130
Undeclared Independent	19%	9%	8%	9%	13%	37%	3%	75
Undeclared Democrat	12%	11%	10%	11%	18%	36%	2%	54
Democrat	11%	12%	9%	10%	17%	38%	4%	60
Independent	22%	8%	9%	9%	14%	35%	3%	90
Republican	18%	17%	14%	14%	15%	16%	7%	420
Romney supporter	1%	16%	19%	19%	18%	20%	7%	279
Paul supporter	25%	13%	11%	3%	11%	30%	6%	127
Gingrich supporter	45%	34%	0%	6%	9%	4%	2%	49
Huntsman supporter	30%	11%	6%	8%	10%	32%	2%	47
Santorum supporter	48%	0%	9%	8%	21%	11%	4%	48
Support other candidate	22%	18%	5%	15%	5%	30%	5%	29
Def. decided vote	10%	17%	13%	9%	14%	34%	2%	232
Leaning toward someone	19%	11%	15%	15%	17%	14%	9%	160
Still trying to decide	25%	16%	11%	14%	13%	12%	8%	187
Extremely interested	20%	17%	13%	10%	15%	20%	5%	253
Very interested	16%	15%	15%	13%	14%	20%	7%	236
Somewhat/Not very interested	15%	11%	10%	17%	13%	27%	6%	89
Liberal	6%	8%	15%	13%	23%	36%	0%	26
Moderate	15%	11%	11%	13%	17%	28%	6%	232
Conservative	21%	21%	15%	11%	13%	13%	6%	294
Support/Active in Tea Party	22%	22%	18%	8%	14%	12%	4%	214
Oppose Tea Party	16%	3%	8%	13%	18%	37%	4%	88
Neutral	15%	14%	11%	15%	15%	22%	7%	253
Read Union Leader	15%	17%	15%	13%	15%	20%	5%	193
Read Boston Globe	10%	10%	11%	18%	22%	20%	8%	53
Watch WMUR	19%	15%	13%	12%	16%	21%	5%	393
Listen to NHPR	19%	8%	10%	14%	21%	24%	4%	141
18 to 34	19%	32%	1%	12%	18%	8%	10%	33
35 to 49	16%	12%	13%	21%	11%	19%	8%	157
50 to 64	17%	14%	16%	12%	15%	22%	4%	210
65 and over	20%	16%	11%	8%	18%	22%	6%	151
Male	17%	16%	17%	10%	16%	20%	4%	331
Female	18%	14%	8%	15%	13%	23%	8%	247
High school or less	20%	15%	17%	14%	13%	14%	7%	116
Some college	16%	18%	7%	16%	16%	16%	12%	105
College graduate	18%	15%	13%	7%	15%	26%	5%	233
Post graduate	16%	15%	15%	18%	15%	21%	0%	113
Protestant	20%	13%	12%	13%	18%	18%	6%	214
Catholic	18%	22%	13%	11%	12%	16%	8%	235
Other	14%	8%	11%	13%	16%	34%	4%	105
Attend services 1 or more a week	22%	16%	11%	12%	19%	13%	7%	179
1 2 times a month	11%	20%	15%	11%	15%	27%	1%	59
Less often	16%	15%	14%	11%	13%	22%	8%	164
Never	18%	11%	10%	17%	13%	26%	5%	149
North Country	19%	11%	8%	19%	13%	27%	3%	45
Central / Lakes	15%	13%	13%	12%	15%	23%	8%	103
Connecticut Valley	19%	20%	11%	7%	12%	22%	9%	70
Mass Border	20%	20%	12%	11%	18%	14%	5%	181
Seacoast	22%	12%	15%	11%	14%	21%	5%	83
Manchester Area	9%	10%	17%	17%	11%	31%	5%	96

Who Expected To Win NH Primary

	<u>Romney</u>	<u>Paul</u>	<u>Gingrich</u>	<u>Santorum</u>	<u>Huntsman</u>	<u>Other</u>	<u>Don't Know</u>	<u>(N=)</u>
STATEWIDE	77%	6%	2%	2%	1%	1%	12%	625
Registered Undeclared	75%	8%	1%	2%	0%	1%	14%	277
Registered Republican	80%	5%	2%	2%	1%	1%	10%	343
Registered Republican	80%	5%	2%	2%	1%	1%	10%	343
Undeclared Republican	81%	5%	3%	0%	0%	0%	11%	137
Undeclared Independent	70%	10%	0%	5%	2%	0%	14%	78
Undeclared Democrat	68%	9%	0%	1%	0%	3%	18%	58
Democrat	67%	9%	0%	1%	0%	3%	21%	63
Independent	69%	11%	0%	5%	2%	1%	11%	98
Republican	80%	5%	3%	1%	1%	0%	10%	455
Romney supporter	92%	0%	1%	0%	0%	1%	6%	275
Paul supporter	58%	27%	1%	0%	0%	0%	13%	127
Gingrich supporter	57%	3%	18%	2%	0%	0%	20%	49
Huntsman supporter	75%	0%	0%	1%	8%	4%	12%	47
Santorum supporter	83%	0%	0%	13%	0%	0%	3%	48
Support other candidate	74%	0%	0%	5%	0%	4%	17%	29
Def. decided vote	79%	11%	2%	1%	1%	1%	6%	228
Leaning toward someone	80%	4%	1%	4%	0%	1%	10%	163
Still trying to decide	74%	3%	3%	1%	1%	0%	18%	235
Extremely interested	76%	8%	2%	2%	1%	1%	9%	271
Very interested	78%	4%	2%	1%	0%	0%	13%	254
Somewhat/Not very interested	76%	7%	3%	0%	1%	0%	13%	101
Liberal	63%	4%	6%	0%	4%	0%	23%	28
Moderate	83%	6%	1%	1%	0%	1%	9%	245
Conservative	77%	6%	3%	3%	1%	1%	10%	324
Support/Active in Tea Party	76%	7%	3%	4%	1%	1%	8%	226
Oppose Tea Party	81%	4%	0%	0%	0%	1%	14%	95
Neutral	77%	7%	2%	1%	0%	0%	12%	283
Read Union Leader	76%	6%	3%	2%	0%	1%	11%	212
Read Boston Globe	81%	7%	0%	0%	0%	0%	12%	64
Watch WMUR	78%	6%	1%	1%	1%	1%	11%	423
Listen to NHPR	73%	6%	2%	1%	2%	2%	14%	152
18 to 34	76%	10%	4%	0%	0%	0%	10%	37
35 to 49	74%	9%	2%	2%	0%	1%	11%	165
50 to 64	81%	5%	2%	2%	1%	1%	9%	226
65 and over	77%	4%	2%	2%	1%	1%	13%	170
Male	79%	6%	3%	1%	1%	0%	10%	348
Female	75%	7%	1%	2%	0%	1%	14%	277
High school or less	75%	7%	3%	3%	1%	1%	9%	123
Some college	74%	8%	2%	2%	0%	2%	12%	115
College graduate	77%	5%	2%	2%	1%	0%	13%	255
Post graduate	83%	6%	1%	0%	0%	0%	9%	123
Protestant	76%	8%	1%	2%	1%	0%	12%	241
Catholic	82%	3%	4%	2%	1%	2%	7%	250
Other	69%	11%	0%	1%	0%	0%	20%	111
Attend services 1 or more a week	75%	6%	3%	4%	1%	1%	9%	197
1 2 times a month	75%	7%	3%	0%	0%	0%	15%	66
Less often	81%	5%	2%	1%	0%	1%	10%	181
Never	75%	9%	0%	1%	0%	0%	14%	153
North Country	73%	13%	3%	0%	0%	0%	11%	45
Central / Lakes	75%	8%	1%	2%	0%	0%	13%	110
Connecticut Valley	70%	8%	4%	1%	1%	1%	15%	80
Mass Border	81%	6%	1%	1%	1%	1%	9%	196
Seacoast	83%	4%	2%	3%	0%	1%	8%	94
Manchester Area	73%	2%	4%	3%	1%	1%	16%	101

Who Has Best Chance To Beat Obama

	<u>Romney</u>	<u>Gingrich</u>	<u>Paul</u>	<u>Huntsman</u>	<u>Santorum</u>	<u>Other</u>	<u>Don't Know</u>	<u>(N=)</u>
STATEWIDE	59%	7%	6%	3%	2%	5%	19%	625
Registered Undeclared	54%	5%	8%	5%	1%	6%	20%	278
Registered Republican	64%	8%	4%	1%	2%	3%	18%	341
Registered Republican	64%	8%	4%	1%	2%	3%	18%	341
Undeclared Republican	61%	8%	6%	0%	1%	4%	18%	137
Undeclared Independent	50%	3%	13%	9%	2%	5%	19%	78
Undeclared Democrat	42%	3%	6%	10%	1%	9%	29%	59
Democrat	44%	2%	6%	11%	0%	9%	27%	64
Independent	48%	3%	14%	8%	3%	7%	18%	97
Republican	63%	9%	5%	0%	1%	3%	18%	454
Romney supporter	85%	3%	0%	0%	0%	5%	7%	275
Paul supporter	39%	7%	28%	0%	1%	3%	22%	127
Gingrich supporter	24%	47%	0%	0%	0%	8%	21%	49
Huntsman supporter	32%	5%	1%	33%	0%	5%	25%	47
Santorum supporter	56%	5%	0%	0%	14%	5%	21%	48
Support other candidate	56%	0%	7%	1%	0%	0%	36%	28
Def. decided vote	64%	6%	14%	3%	1%	4%	9%	226
Leaning toward someone	61%	5%	4%	5%	2%	6%	17%	162
Still trying to decide	53%	10%	1%	0%	1%	4%	30%	236
Extremely interested	59%	7%	6%	3%	2%	6%	17%	269
Very interested	62%	7%	5%	2%	2%	3%	19%	255
Somewhat/Not very interested	53%	7%	10%	2%	0%	5%	23%	101
Liberal	49%	6%	0%	8%	0%	11%	25%	28
Moderate	62%	7%	7%	4%	2%	3%	16%	243
Conservative	60%	8%	6%	1%	2%	4%	18%	323
Support/Active in Tea Party	58%	11%	6%	1%	2%	5%	16%	225
Oppose Tea Party	53%	3%	0%	8%	3%	5%	29%	95
Neutral	61%	6%	9%	2%	1%	4%	17%	283
Read Union Leader	57%	12%	6%	2%	1%	3%	19%	210
Read Boston Globe	62%	2%	6%	2%	0%	5%	22%	64
Watch WMUR	60%	7%	7%	1%	2%	5%	19%	422
Listen to NHPR	56%	3%	3%	8%	0%	11%	19%	151
18 to 34	55%	6%	13%	0%	0%	3%	24%	37
35 to 49	58%	6%	10%	1%	2%	2%	21%	165
50 to 64	65%	7%	4%	3%	2%	6%	14%	228
65 and over	56%	8%	5%	5%	1%	5%	19%	168
Male	62%	8%	7%	3%	2%	5%	13%	348
Female	55%	6%	5%	3%	1%	4%	26%	277
High school or less	58%	9%	8%	1%	2%	3%	20%	123
Some college	61%	6%	8%	1%	1%	3%	20%	115
College graduate	57%	6%	7%	4%	1%	7%	18%	254
Post graduate	63%	10%	2%	3%	2%	4%	17%	123
Protestant	57%	5%	6%	3%	2%	4%	22%	240
Catholic	63%	12%	4%	1%	1%	3%	15%	248
Other	54%	2%	11%	6%	0%	9%	18%	112
Attend services 1 or more a week	52%	10%	5%	3%	4%	4%	22%	195
1 2 times a month	59%	14%	6%	1%	0%	2%	18%	66
Less often	66%	5%	4%	2%	1%	5%	17%	181
Never	59%	3%	11%	4%	0%	5%	18%	154
North Country	49%	4%	10%	3%	0%	8%	26%	45
Central / Lakes	57%	6%	10%	3%	2%	5%	17%	110
Connecticut Valley	49%	11%	7%	7%	2%	4%	21%	82
Mass Border	64%	5%	6%	1%	1%	4%	18%	195
Seacoast	66%	4%	2%	2%	2%	5%	19%	94
Manchester Area	58%	13%	4%	2%	3%	3%	18%	99

Importance of Candidate Characteristics

	<u>Position on</u> Issues 40%	<u>Leadership</u> Skills 28%	<u>Able to</u> Defeat Obama 22%	<u>Other</u> 6%	<u>Don't Know</u> 4%	<u>(N=)</u> 626
STATEWIDE						
Registered Undeclared	47%	26%	16%	8%	2%	277
Registered Republican	34%	30%	26%	5%	5%	343
Registered Republican	34%	30%	26%	5%	5%	343
Undeclared Republican	39%	24%	25%	9%	3%	137
Undeclared Independent	56%	27%	9%	7%	1%	77
Undeclared Democrat	55%	30%	6%	7%	3%	59
Democrat	54%	32%	6%	6%	2%	64
Independent	54%	28%	8%	8%	2%	97
Republican	36%	28%	27%	6%	4%	457
Romney supporter	26%	31%	34%	6%	2%	274
Paul supporter	70%	17%	8%	4%	1%	127
Gingrich supporter	25%	37%	24%	12%	2%	49
Huntsman supporter	48%	42%	5%	3%	2%	47
Santorum supporter	40%	17%	23%	8%	12%	48
Support other candidate	51%	32%	3%	10%	5%	29
Def. decided vote	36%	28%	27%	7%	2%	227
Leaning toward someone	43%	28%	24%	4%	1%	163
Still trying to decide	43%	29%	16%	6%	6%	236
Extremely interested	34%	23%	30%	10%	3%	269
Very interested	42%	33%	17%	3%	4%	257
Somewhat/Not very interested	52%	29%	12%	3%	3%	100
Liberal	56%	21%	11%	10%	2%	28
Moderate	45%	33%	15%	5%	2%	245
Conservative	35%	26%	29%	7%	4%	324
Support/Active in Tea Party	37%	22%	30%	7%	4%	226
Oppose Tea Party	53%	32%	7%	4%	4%	96
Neutral	38%	33%	21%	6%	2%	283
Read Union Leader	37%	27%	29%	3%	4%	212
Read Boston Globe	53%	22%	15%	7%	2%	64
Watch WMUR	40%	30%	22%	5%	3%	425
Listen to NHPR	41%	33%	14%	5%	7%	152
18 to 34	61%	19%	12%	8%	0%	37
35 to 49	49%	26%	17%	6%	3%	167
50 to 64	41%	28%	23%	6%	2%	228
65 and over	27%	34%	27%	7%	5%	169
Male	43%	26%	22%	6%	3%	346
Female	36%	31%	22%	6%	4%	280
High school or less	32%	28%	29%	7%	5%	122
Some college	40%	31%	19%	8%	2%	117
College graduate	48%	25%	21%	4%	2%	256
Post graduate	34%	34%	20%	5%	6%	123
Protestant	36%	32%	22%	7%	4%	240
Catholic	40%	26%	25%	6%	3%	251
Other	49%	26%	16%	6%	3%	112
Attend services 1 or more a week	42%	29%	22%	5%	3%	197
1 2 times a month	37%	34%	21%	4%	4%	66
Less often	38%	29%	21%	8%	3%	181
Never	43%	26%	21%	6%	3%	155
North Country	41%	23%	18%	13%	4%	43
Central / Lakes	39%	22%	33%	5%	1%	110
Connecticut Valley	41%	36%	13%	7%	2%	82
Mass Border	39%	32%	21%	6%	2%	197
Seacoast	42%	24%	20%	8%	5%	94
Manchester Area	41%	27%	23%	0%	9%	101

Party Registration & Party Self-Identification

	<u>Registered Republican</u> 56%	<u>Undeclared Republican</u> 22%	<u>Undeclared Independent</u> 13%	<u>Undeclared Democrat</u> 10%	<u>(N)</u> 620
STATEWIDE					
Registered Undeclared	0%	50%	29%	22%	274
Registered Republican	100%	0%	0%	0%	346
Democrat	8%	0%	0%	92%	64
Independent	18%	0%	82%	0%	95
Republican	70%	30%	0%	0%	451
Romney supporter	61%	24%	9%	5%	278
Paul supporter	36%	27%	24%	14%	122
Gingrich supporter	71%	19%	8%	2%	49
Huntsman supporter	39%	7%	21%	33%	47
Santorum supporter	68%	20%	9%	3%	47
Support other candidate	41%	30%	12%	17%	27
Def. decided vote	58%	22%	12%	8%	227
Leaning toward someone	55%	20%	11%	13%	162
Still trying to decide	55%	23%	14%	9%	230
Extremely interested	60%	21%	12%	7%	269
Very interested	56%	20%	13%	11%	254
Somewhat/Not very interested	42%	30%	14%	13%	96
Liberal	16%	17%	10%	57%	28
Moderate	46%	20%	21%	13%	244
Conservative	66%	24%	7%	3%	318
Support/Active in Tea Party	67%	26%	6%	1%	225
Oppose Tea Party	27%	9%	22%	42%	96
Neutral	57%	23%	15%	6%	276
Read Union Leader	63%	19%	10%	7%	206
Read Boston Globe	43%	17%	21%	18%	63
Watch WMUR	57%	21%	13%	9%	419
Listen to NHPR	44%	19%	16%	21%	146
18 to 34	46%	28%	9%	18%	35
35 to 49	55%	29%	12%	4%	165
50 to 64	52%	23%	12%	14%	224
65 and over	61%	17%	15%	7%	167
Male	57%	22%	13%	9%	343
Female	54%	23%	13%	11%	277
High school or less	61%	25%	12%	2%	119
Some college	44%	29%	17%	10%	116
College graduate	57%	20%	13%	10%	252
Post graduate	58%	17%	9%	16%	122
Protestant	66%	18%	10%	6%	238
Catholic	52%	29%	12%	7%	248
Other	37%	19%	21%	24%	108
Attend services 1 or more a week	68%	15%	10%	7%	192
1 2 times a month	53%	31%	14%	3%	66
Less often	57%	24%	8%	11%	176
Never	40%	26%	21%	14%	156
North Country	51%	13%	23%	13%	44
Central / Lakes	60%	21%	9%	10%	109
Connecticut Valley	48%	26%	12%	14%	80
Mass Border	54%	26%	11%	10%	197
Seacoast	52%	22%	20%	7%	94
Manchester Area	69%	16%	9%	6%	97

Party Registration

STATEWIDE	<u>Registered Undeclared</u> 45%	<u>Registered Republican</u> 55%	<u>(N)</u> 626
Democrat	92%	8%	64
Independent	83%	17%	96
Republican	31%	69%	454
Romney supporter	39%	61%	280
Paul supporter	65%	35%	123
Gingrich supporter	29%	71%	49
Huntsman supporter	61%	39%	47
Santorum supporter	33%	67%	48
Support other candidate	61%	39%	29
Def. decided vote	43%	57%	231
Leaning toward someone	45%	55%	162
Still trying to decide	46%	54%	233
Extremely interested	40%	60%	270
Very interested	45%	55%	257
Somewhat/Not very interested	58%	42%	98
Liberal	84%	16%	28
Moderate	54%	46%	246
Conservative	35%	65%	321
Support/Active in Tea Party	33%	67%	226
Oppose Tea Party	73%	27%	96
Neutral	44%	56%	279
Read Union Leader	38%	62%	209
Read Boston Globe	58%	42%	64
Watch WMUR	44%	56%	422
Listen to NHPR	57%	43%	149
18 to 34	56%	44%	36
35 to 49	45%	55%	166
50 to 64	48%	52%	224
65 and over	40%	60%	170
Male	44%	56%	348
Female	46%	54%	278
High school or less	39%	61%	119
Some college	57%	43%	117
College graduate	44%	56%	255
Post graduate	42%	58%	122
Protestant	35%	65%	240
Catholic	48%	52%	249
Other	64%	36%	110
Attend services 1 or more a week	33%	67%	194
1 2 times a month	47%	53%	66
Less often	45%	55%	179
Never	60%	40%	156
North Country	49%	51%	44
Central / Lakes	41%	59%	110
Connecticut Valley	52%	48%	80
Mass Border	47%	53%	199
Seacoast	48%	52%	94
Manchester Area	33%	67%	99