

# **Mitchell Research & Communications Inc.**

**Counselors in Public Relations  
Public Affairs/Political Consulting  
Marketing Research/Polling**

## **P R E S S   R E L E A S E**

**FOR IMMEDIATE RELEASE**

February 7, 2012

**Contact:** Steve Mitchell  
248-891-2414

### **Romney Has 2:1 Lead Over Closest Rivals in Michigan GOP Presidential Race**

*Romney 31%-Gingrich 16%- Santorum & Paul 15%”*

**EAST LANSING, Mich.** — In a survey conducted for MIRS (Michigan Information & Research Service), former Massachusetts Gov. Mitt Romney, who won the Michigan Presidential Primary in 2008, has a 2:1 lead over all of his competitors in a trial Republican presidential ballot test in Michigan. Of those that identified themselves as voting in the Republican Presidential Primary Election, Romney (31%) was in first place with all three of his rivals virtually tied for second. Newt Gingrich was at 15.7% while Rick Santorum (15%) and Ron Paul (14.9%) were right behind. Four percent said they were voting for someone else and 19% were undecided.

The telephone survey of 638 likely 2012 Republican Presidential Primary voters was conducted by Mitchell Research & Communications, Inc. Thursday, February 2, 2012, right before the Nevada caucuses and has a margin of error of + or – 4%.

“Mitt Romney continues to be in a strong position in Michigan. In a survey we conducted a year ago, he led by just about the same margin as he does now,” Steve Mitchell, president of Mitchell Research & Communications, Inc. said.

The survey shows that some of the generally accepted viewpoints are correct.

“Mitt Romney is stronger with women than men. He does better with older voters who remember when his father was governor. Gingrich, who was criticized by one of his former wives for his marital infidelity during the South Carolina primary, is much weaker with women than men, as is Paul. Romney is much stronger with Republicans while Ron Paul leads with Democrats and independents,” Mitchell added.

The polling shows that about one third of all voters are either Democrats (19%) or independents (14%), very consistent with percentages from the last competitive GOP presidential primary in Michigan 2000.

Highlights of the poll were:

By gender:

[www.MitchellResearch.net](http://www.MitchellResearch.net)

**314 Evergreen Suite B, East Lansing, MI 42823  
5034 Champlain Circle, West Bloomfield, MI 48323**

**517-351-4111 Fax: 517-351-1265  
248-626-1716 Fax: 248-855-1054**

- Romney has 27% of the men's vote and 34% of the women's.
- Gingrich is stronger with men (19%) than women (12%).
- Paul is twice as strong with men (20%) than women (9%).
- Santorum is about equally strong with both.

By party:

- Romney (40%) leads Santorum (19%), Gingrich (17%) and Paul (10%) among Republicans. (Republicans are 66% of all voters).
- The candidates are much more closely grouped among independents where Ron Paul (23%) leads Romney (19%), Gingrich (18%) and Santorum (13%). (Independents comprise 14% of all voters.)
- Among Democrats who say they will vote in the election, Paul (23%) has an almost 2:1 lead over Romney (13%), Gingrich (12%) and Santorum (7%). (Democrats total 19% of all voters.)

By age:

- Romney (33%) has his strongest lead with voters 60 and over where he leads Santorum (15%) by 18% and Gingrich (13%) by 20%. Paul has only 11% of older voters.
- Among 40-59 year old voters, Romney (28%) has a 10 point lead over Santorum and Gingrich (18%). Paul is at 16%.
- But, among 18-39 year olds, Paul (30%) leads Romney and Gingrich (21% each) and Santorum (13%).

Among the 68% of voters who said they were either "definitely" or "probably" voting, Romney (37%) has a 20 point lead over Gingrich and Santorum (17% each). Paul has only 12% among these voters.

In order to be surveyed, voters had to pass the following screen:

"In the upcoming February 28<sup>th</sup> Republican Presidential Primary, in order to vote you have to declare that you are a Republican. The fact that you declare yourself to be a Republican to vote in this race will be public information that anyone can get. The list of those who vote in the Republican Primary will be made available to list vendors. Knowing this, are you definitely or probably voting, not sure yet, or are you definitely not voting."

If they said they were definitely not voting they were not counted.