

Presidential Primary Ballot Test - New Hampshire

The "governor next door," Mitt Romney, rose to the top of a crowded field of Republican presidential hopefuls in New Hampshire, realizing 35% of the vote among likely GOP primary voters. One-fifth (20%) are "definitely" committed to voting for him in the upcoming primary.

Newt Gingrich took 18% for a solid second place showing behind Romney, followed by Ron Paul at 10%. All other candidates were in single digits: Jon Huntsman (8%), Herman Cain (8%), Rick Perry (4%), Michele Bachmann (4%), Rick Santorum (2%) and Gary Johnson (<0.5%). One-in-ten were firmly undecided.

| <i>If the Republican primary for President were tomorrow and between (ROTATED) Minnesota Representative Michele Bachmann, Businessman Herman Cain, Former Speaker of the House Newt Gingrich, Former Utah Governor Jon Huntsman, Former New Mexico Governor Gary Johnson, Texas Representative Ron Paul, Texas Governor Rick Perry, Former Massachusetts Governor Mitt Romney, or Former Pennsylvania Senator Rick Santorum, for whom would you vote?</i> | | | |
|--|-----------------------------|------------|---|
| <i>(PROBED THOSE WHO OFFERED ONE OF THE LISTED NAMES: And would that be DEFINITELY or PROBABLY vote for [INSERT CANDIDATE]?)</i> | | | |
| <i>(PROBED THOSE WHO VOLUNTEERED "UNDECIDED" OR "DO NOT KNOW": TOWARD WHICH CANDIDATE DO YOU LEAN?)</i> | | | |
| 35% | TOTAL ROMNEY (NET) | 4% | TOTAL PERRY (NET) |
| 20% | DEFINITELY MITT ROMNEY | 1% | DEFINITELY RICK PERRY |
| 10% | PROBABLY MITT ROMNEY | 2% | PROBABLY RICK PERRY |
| 4% | LEAN MITT ROMNEY | * | LEAN RICK PERRY |
| 18% | TOTAL GINGRICH (NET) | 4% | TOTAL BACHMANN (NET) |
| 10% | DEFINITELY NEWT GINGRICH | 2% | DEFINITELY MICHELE BACHMANN |
| 5% | PROBABLY NEWT GINGRICH | 1% | PROBABLY MICHELE BACHMANN |
| 3% | LEAN NEWT GINGRICH | * | LEAN MICHELE BACHMANN |
| 11% | TOTAL PAUL (NET) | 2% | TOTAL SANTORUM (NET) |
| 7% | DEFINITELY RON PAUL | 1% | DEFINITELY RICK SANTORUM |
| 3% | PROBABLY RON PAUL | * | PROBABLY RICK SANTORUM |
| 1% | LEAN RON PAUL | - | LEAN RICK SANTORUM |
| 8% | TOTAL CAIN (NET) | * | TOTAL JOHNSON (NET) |
| 5% | DEFINITELY HERMAN CAIN | * | DEFINITELY GARY JOHNSON |
| 1% | PROBABLY HERMAN CAIN | - | PROBABLY GARY JOHNSON |
| 2% | LEAN HERMAN CAIN | - | LEAN GARY JOHNSON |
| 8% | TOTAL HUNTSMAN (NET) | 10% | HARD UNDECIDED/DO NOT KNOW (VOLUNTEERED) |
| 4% | DEFINITELY JON HUNTSMAN | 2% | REFUSED (VOLUNTEERED) |
| 3% | PROBABLY JON HUNTSMAN | | |
| 1% | LEAN JON HUNTSMAN | | |

- Both **men (33%) and women (36%) chose Romney as their preferred candidate**, and supported all Republican candidates at statistically-similar levels across the ballot, including those who remained undecided (10% of men, 9% of women).

- Pluralities in each age bracket supported Romney in New Hampshire, reaching a peak of 43% among 18-29 year olds (14% of the total sample). Ron Paul placed second among the under 30 set (13%), with Gingrich garnering the second-highest vote totals among all other age ranges (20% among voters aged 30-44, 18% among voters aged 45-54, and 26% among voters 65+).
- **Voters in each region were more inclined to rally behind Romney than any other single potential Presidential nominee**, ranging from a high of 39% in Hillsborough County to 29% in the central area. Candidates counted on consistent levels of support across the state, with Herman Cain demonstrating a slight uptick in the Northwest region (12% compared with 8% statewide). Hillsborough County had the largest share of voters still up-for-grabs (12% undecided).
- Romney was particularly well-regarded among the wealthiest GOP primary voters in New Hampshire: 44% of the registered Republicans and Unaffiliateds with household incomes \$100,000+/year (26% of the total sample) favored his candidacy. Newt Gingrich (26%) nudged out Romney (24%) among voters with household incomes of \$49,999 or less (20% of the total sample).
- There was a significant ideological split. **Gingrich (32%) and Romney (31%) essentially tied among those who describe themselves as “very conservative,”** but Romney had a 22-point lead over the next closest competitor among “somewhat” conservative voters (39% to 17% for Gingrich) and a 2-to-1 margin among “not very” conservative voters (36% to 18% for Huntsman).
- One-third (33%) of Tea Party supporters aligned with Gingrich, compared to 26% for Romney.

Presidential Primary Second Choice Ballot

Respondents were asked to name their first runner-ups for this first in the nation primary. Each respondent's first choice was removed from the second ballot. **Gingrich (22%) and Romney (21%) were statistically tied on this.**

Beyond the front-runners, **support for the remaining field proved relatively consistent to the candidates’ performances on the initial ballot test.** Ron Paul (9%) and Herman Cain (8%) finished as the third- and fourth- most favored “second choice” candidates, respectively. Michele Bachmann experienced a slight surge in the second-choice ballot (7% compared to 4% in the first ballot), while Jon Huntsman (7%), Rick Perry (5%), Rick Santorum (3%) and Gary Johnson (<0.5%) fell within a percentage point of their tallies from the earlier ballot.

And, who would be your second choice for the Republican presidential nominee here in the New Hampshire primary if the candidates were (REMOVED RESPONDENT'S FIRST CHOICE FROM PREVIOUS QUESTION) (ROTATED) Minnesota Representative Michele Bachmann, Businessman Herman Cain, Former Speaker of the House Newt Gingrich, Former Utah Governor Jon Huntsman, Former New Mexico Governor Gary Johnson, Texas Representative Ron Paul, Texas Governor Rick Perry, Former Massachusetts Governor Mitt Romney, or Former Pennsylvania Senator Rick Santorum?

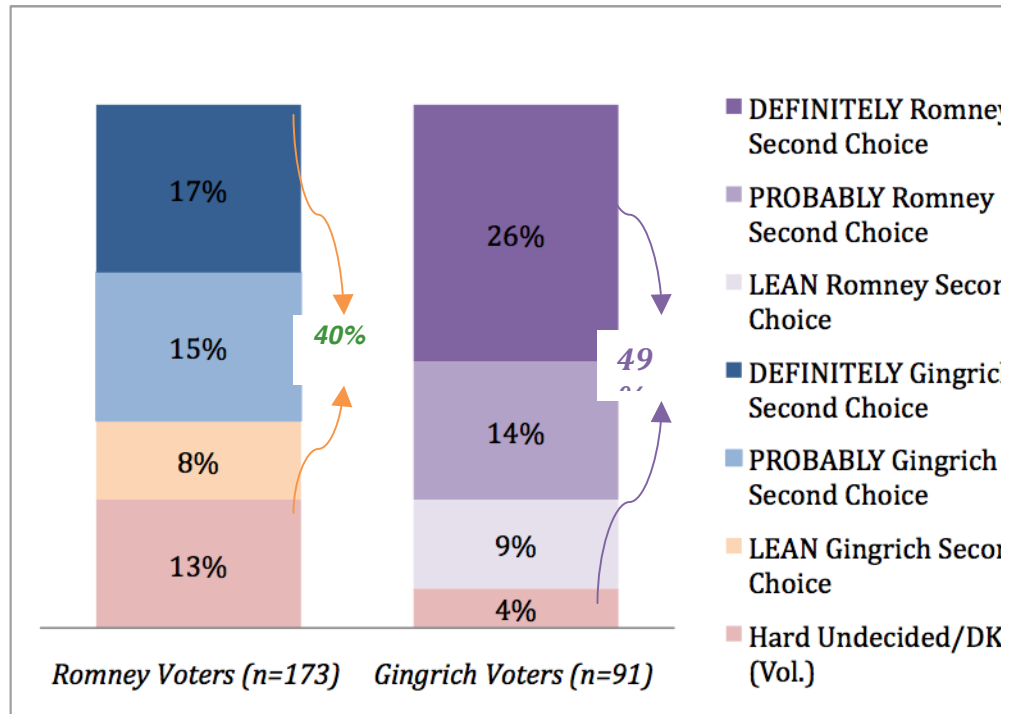
(PROBED THOSE WHO OFFERED ONE OF THE LISTED NAMES: And would that be DEFINITELY or PROBABLY vote for [INSERTED CANDIDATE]?)

(PROBED THOSE WHO VOLUNTEERED "UNDECIDED" OR "DO NOT KNOW": TOWARD WHICH CANDIDATE DO YOU LEAN?)

| | | | |
|-------------------|------------------------------------|------------------|--|
| <u>22%</u> | <u>TOTAL GINGRICH (NET)</u> | <u>7%</u> | <u>TOTAL HUNTSMAN (NET)</u> |
| 11% | DEFINITELY NEWT GINGRICH | 2% | DEFINITELY JON HUNTSMAN |
| 7% | PROBABLY NEWT GINGRICH | 3% | PROBABLY JON HUNTSMAN |
| 4% | LEAN NEWT GINGRICH | 2% | LEAN JON HUNTSMAN |
| <u>21%</u> | <u>TOTAL ROMNEY (NET)</u> | <u>5%</u> | <u>TOTAL PERRY (NET)</u> |
| 11% | DEFINITELY MITT ROMNEY | 1% | DEFINITELY RICK PERRY |
| 7% | PROBABLY MITT ROMNEY | 3% | PROBABLY RICK PERRY |
| 4% | LEAN MITT ROMNEY | 1% | LEAN RICK PERRY |
| <u>9%</u> | <u>TOTAL PAUL (NET)</u> | <u>3%</u> | <u>TOTAL SANTORUM (NET)</u> |
| 3% | DEFINITELY RON PAUL | 1% | DEFINITELY RICK SANTORUM |
| 5% | PROBABLY RON PAUL | 1% | PROBABLY RICK SANTORUM |
| 1% | LEAN RON PAUL | * | LEAN RICK SANTORUM |
| <u>8%</u> | <u>TOTAL CAIN (NET)</u> | <u>1%</u> | <u>TOTAL JOHNSON (NET)</u> |
| 3% | DEFINITELY HERMAN CAIN | * | DEFINITELY GARY JOHNSON |
| 3% | PROBABLY HERMAN CAIN | * | PROBABLY GARY JOHNSON |
| 2% | LEAN HERMAN CAIN | * | LEAN GARY JOHNSON |
| <u>7%</u> | <u>TOTAL BACHMANN (NET)</u> | 14% | HARD UNDECIDED/DO NOT KNOW (VOLUNTEERED) |
| 4% | DEFINITELY MICHELE BACHMANN | 4% | REFUSED (VOLUNTEERED) |
| 2% | PROBABLY MICHELE BACHMANN | | |
| 1% | LEAN MICHELE BACHMANN | | |

As further evidence of the current "two-man" race between Romney and Gingrich in New Hampshire, **pluralities of voters supporting either candidate in the first ballot listed the other as their preferred "second choice" candidate.**

Nearly half (49%) of Gingrich enthusiasts on the first ballot preferred Mitt Romney as their next most favored nominee, with 26% **DEFINITELY** considering him the superior alternative. Similarly, 40% of those initially backing Romney flocked to Gingrich in his absence, with 17% **DEFINITELY** claiming him as their second choice.



Presidential Primary Combined Ballot Tests

| Candidate | Combined Ballot Results ¹ | First-Choice Ballot | Second-Choice Ballot |
|------------------|--------------------------------------|---------------------|----------------------|
| Mitt Romney | 56% | 35% | 21% |
| Newt Gingrich | 40% | 18% | 22% |
| Ron Paul | 20% | 11% | 9% |
| Jon Huntsman | 16% | 8% | 7% |
| Herman Cain | 15% | 8% | 8% |
| Michele Bachmann | 10% | 3% | 6% |
| Rick Perry | 9% | 4% | 5% |
| Rick Santorum | 5% | 2% | 3% |
| Gary Johnson | 1% | * | 1% |

¹ Combined results may not exactly be the sum of their parts due to rounding.
 New Hampshire Likely Republican Primary Voters
 Ballot Tests Data and Analysis
 November 22, 2011