

Presidential Primary Ballot Test – South Carolina

Former Georgia Congressman and Speaker of the House Newt Gingrich surged to the top of the field in South Carolina. Collecting 31% of the share among likely primary voters there. Gingrich’s regional roots helped spur him to a 14-point edge over another Southerner in Georgia businessman Herman Cain (17%). Former Massachusetts Governor Mitt Romney (16%) finished just behind Cain, while none of the other Republican Presidential hopefuls reached double-digits in the Palmetto State.

Gingrich’s lead overall was mirrored in intensity. Among those certain of their presidential primary vote, 18% were DEFINITELY committed to voting for him, once again followed by Cain (10% DEFINITELY) and Romney (8% DEFINITELY).

If the Republican primary for President were tomorrow and between (ROTATED) Minnesota Representative Michelle 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?

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

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

<u>31% TOTAL GINGRICH (NET)¹</u>	<u>5% TOTAL BACHMANN (NET)</u>
18% DEFINITELY NEWT GINGRICH	2% DEFINITELY MICHELE BACHMANN
8% PROBABLY NEWT GINGRICH	3% PROBABLY MICHELE BACHMANN
4% LEAN NEWT GINGRICH	1% LEAN MICHELE BACHMAN
<u>17% TOTAL CAIN (NET)</u>	<u>3% TOTAL HUNTSMAN (NET)</u>
10% DEFINITELY HERMAN CAIN	2% DEFINITELY JON HUNTSMAN
5% PROBABLY HERMAN CAIN	1% PROBABLY JON HUNTSMAN
2% LEAN HERMAN CAIN	- LEAN JON HUNTSMAN
<u>16% TOTAL ROMNEY (NET)</u>	<u>1% TOTAL SANTORUM (NET)</u>
8% DEFINITELY MITT ROMNEY	* DEFINITELY RICK SANTORUM
5% PROBABLY MITT ROMNEY	* PROBABLY RICK SANTORUM
3% LEAN MITT ROMNEY	* LEAN RICK SANTORUM
<u>6% TOTAL PERRY (NET)</u>	<u>* TOTAL JOHNSON (NET)</u>
3% DEFINITELY RICK PERRY	* DEFINITELY GARY JOHNSON
2% PROBABLY RICK PERRY	- PROBABLY GARY JOHNSON
1% LEAN RICK PERRY	- LEAN GARY JOHNSON
<u>5% TOTAL PAUL (NET)</u>	15% HARD UNDECIDED/DO NOT KNOW (VOLUNTEERED)
3% DEFINITELY RON PAUL	2% REFUSED (VOLUNTEERED)
1% PROBABLY RON PAUL	
1% LEAN RON PAUL	

¹ Netted categories have a ±1% margin of error attributable to rounding in subcategories.



- There was a noticeable gender gap in the first ballot test: although **Gingrich claimed a plurality among both genders, he was a much clearer favorite among men (37% for Gingrich, followed by Cain with 19%) than women**, among whom Gingrich (25%) was six points out in front of his next- closest competitor (Mitt Romney, 19%).
- **Gingrich carried the lead among each age bracket**, ranging from a commanding 40%-plurality among those aged 65+ or older, to a 2-point (25%-23%) edge over Herman Cain among voters aged 18-29.
- **South Carolina’s Central and Eastern regions represented Gingrich’s strongest bases of support**, as he claimed 40% among voters in each of these areas. Gingrich also secured a 29%-plurality in the Northwest region, but fell to second place in both the Southeast and Western regions. Romney rose to capture a 28%-plurality of voters in the Southeast, while Cain carried the day for a 26%-plurality of primary voters in the Western counties.
- Ideologically **right-of-center voters coalesced behind Gingrich’s candidacy, as he won a 37%-plurality of “very” conservative voters and 31%- plurality of “somewhat” conservative voters.** Romney was the most preferred candidate among self-described “not very” conservative voters, earning 26% of their vote and trailed by Gingrich with 15%.
 - Tea Party supporters exhibited similar enthusiasm for Gingrich as he claimed 37% within this subgroup, surpassing the next-closest competitor by 17 points (Herman Cain, 20%)



Presidential Primary Second Choice Ballot

Republican Primary voters provided their re-assessment of the field once their top-choice candidate was removed in a follow-up ballot question. **Gingrich claimed the top spot on this “second choice” ballot as well, 4-points out in front of Herman Cain (22%-18%).** Romney (16%) ran a strong third, with Rick Perry placing “fourth for second” at 12%. The remaining candidates failed to eclipse 5% and performed within a percentage point of their tally from the first ballot question.

And, who would be your second choice for the Republican presidential nominee here in the South Carolina primary if the candidates were (REMOVED RESPONDENT’S FIRST CHOICE FROM PREVIOUS QUESTION) (ROTATED) Minnesota Representative Michelle 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>4%</u>	<u>TOTAL PAUL (NET)</u>
9%	DEFINITELY NEWT GINGRICH	2%	DEFINITELY RON PAUL
8%	PROBABLY NEWT GINGRICH	1%	PROBABLY RON PAUL
5%	LEAN NEWT GINGRICH	1%	LEAN RON PAUL
<u>18%</u>	<u>TOTAL CAIN (NET)</u>	<u>4%</u>	<u>TOTAL SANTORUM (NET)</u>
7%	DEFINITELY HERMAN CAIN	2%	DEFINITELY RICK SANTORUM
6%	PROBABLY HERMAN CAIN	2%	PROBABLY RICK SANTORUM
5%	LEAN HERMAN CAIN	-	LEAN RICK SANTORUM
<u>16%</u>	<u>TOTAL ROMNEY (NET)</u>	<u>2%</u>	<u>TOTAL HUNTSMAN (NET)</u>
9%	DEFINITELY MITT ROMNEY	1%	DEFINITELY JON HUNTSMAN
5%	PROBABLY MITT ROMNEY	*	PROBABLY JON HUNTSMAN
2%	LEAN MITT ROMNEY	*	LEAN JON HUNTSMAN
<u>12%</u>	<u>TOTAL PERRY (NET)</u>	<u>*</u>	<u>TOTAL JOHNSON (NET)</u>
3%	DEFINITELY RICK PERRY	-	DEFINITELY GARY JOHNSON
5%	PROBABLY RICK PERRY	-	PROBABLY GARY JOHNSON
4%	LEAN RICK PERRY	*	LEAN GARY JOHNSON
<u>5%</u>	<u>TOTAL BACHMANN (NET)</u>	11%	HARD UNDECIDED/DO NOT KNOW (VOLUNTEERED)
3%	DEFINITELY MICHELE BACHMANN	5%	REFUSED (VOLUNTEERED)
2%	PROBABLY MICHELE BACHMANN		
*	LEAN MICHELE BACHMANN		



Presidential Primary Combined Ballot Test

Aggregate results from both questions show South Carolina to be essentially a three-horse race, with Gingrich holding a significant – though not insurmountable – 20-point lead on the combined ballot. Herman Cain and Mitt Romney are running neck-and-neck with each other and within striking distance of the front-runner.

Candidate	Combined Ballot Results²	First-Choice Ballot	Second-Choice Ballot
<i>Newt Gingrich</i>	53%	31%	23%
<i>Herman Cain</i>	33%	17%	17%
<i>Mitt Romney</i>	33%	16%	17%
<i>Rick Perry</i>	18%	7%	12%
<i>Michele Bachmann</i>	10%	5%	5%
<i>Ron Paul</i>	8%	5%	4%
<i>Jon Huntsman</i>	5%	3%	2%
<i>Rick Santorum</i>	4%	1%	4%
<i>Gary Johnson</i>	*	*	*³

However, Gingrich’s advantage on the second-choice ballot suggests that he stands to gain an even larger advantage should the field of candidates begin to winnow down. Southern governor Rick Perry is an increasing long-shot despite an uptick on the second-choice ballot, while South Carolinians posted limited broad-based support for any of the remaining candidates in the field.

² Combined percentages have a ±1% margin of error due to rounding.

