

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 14, 2012

Contact: Steve Mitchell
248-891-2414

Santorum Leads Romney by 9% in Michigan GOP Presidential Race *Santorum 34% -Romney 25%-Paul 11% Gingrich 5%*

EAST LANSING, Mich. — Rick Santorum has jumped into the lead in a Mitchell/Rosetta Stone Poll of Michigan conducted for MIRS (Michigan Information & Research Service). Santorum (34%) has a 9% lead over Mitt Romney (25%) while Ron Paul (11%) and Newt Gingrich (5%) are far behind in a trial Republican presidential ballot test. A quarter of the voters remain undecided (25%). Just twelve days ago, before Santorum's victories in Minnesota, Missouri, and Colorado on February 7th, Romney (31%) held a 15% lead over Newt Gingrich (16%) with Santorum (15%) and Paul (15%) right behind. Four percent said they were voting for someone else and 19% were undecided in the earlier survey.

The telephone survey of 455 likely 2012 Republican Presidential Primary voters was conducted jointly by Mitchell Research & Communications, Inc. of East Lansing, Michigan and Rosetta Stone Communications of Atlanta, Georgia on Tuesday, February 14, 2012, and has a margin of error of + or – 4.6%. It was an automated IVR (Interactive Voice Response) Poll.

“Santorum’s strong showing on February 7th has turned this volatile race upside down in Michigan. Mitt Romney has dropped 6%, Santorum has jumped 18%, while Newt Gingrich’s support has collapsed. Santorum has staked a lot in going after Romney in his home state, and so far the gamble is paying off. Conservatives are uniting behind Santorum and abandoning Gingrich. Now, we will have to see if Santorum has the financial resources to compete against Romney’s big money in the state in which he was born and raised,” Steve Mitchell, president of Mitchell Research & Communications, Inc. said.

Santorum’s lead cuts across almost all demographics.

“Santorum’s lead is being fueled by big leads among Evangelical Christians, Tea Party supporters, and those who call themselves “very conservative.” The fact that six-in-ten are Tea Party supporters (62%), more than half Evangelicals (55%), and almost four-in-ten “very conservative” (38%) means that Romney has to persuade the conservative base of the party that he is one of them and that Santorum is not as conservative as he is now viewed if Romney is going to regain the lead and win,” Mitchell said.

Highlights of the poll were as follows:

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**

The polling shows that two-thirds of the voters are self-identified Republicans (65%) while about one third of all voters are either Democrats (15%) or independents (13%), while 6% said they were from another party. These percentages are very consistent with percentages from the last competitive GOP presidential primary in Michigan in 2000.

By party:

- Santorum (39%) leads Romney (29%) by 11% among Republicans.
- Santorum (26%) also leads with independents with Paul (21%) coming in second and Romney third (19%).
- Santorum (20%) and Paul (16%) are also first and second with Democrats while Romney is in third placed (15%).

By gender:

- Santorum (42%) leads Romney (19%) by more than 2:1 with men while Romney leads by just 1% (29%-28%) with women.

By age:

- Ron Paul (33%) leads with 18-39 year olds followed by Santorum (27%) and Romney (13%).
- Among 40-59 year old voters, Santorum (35%) has a 2:1 lead over Romney (17%) with Paul (13%) and Gingrich (8%) trailing behind.
- Among 60+ voters, Santorum only has a four and a half point lead (34.5%-30%) over Romney.

By television markets:

- Santorum leads Romney by 17% in the Grand Rapids media market (45%-28%), by 9% in all markets other than Detroit and Grand Rapids (33%-24%), and by 7% in the Detroit market (30%-23%).

Among Tea Party supporters:

- Among the 62% of the voters that say they are Tea Party supporters, Santorum has a big 16% lead over Romney (41%-25%).
- Among the 23% who said they oppose the Tea Party, Santorum leads by only 1% (23%-22%).

By political philosophy:

- Santorum has a 31% lead with the 37% of the voters that say they are "very conservative" (50%-19%).
- However, Romney leads Santorum with the 48% of voters who identify themselves as "somewhat conservative" (29%-27%) and he leads Paul and Santorum with those that say they are liberals (22%-21%-19%).

By religiosity:

- Among the 55% of the voters that say they are “Evangelical” or “Born-Again Christians”, Santorum has a 16% lead (37%-21%).
- Among the 45% who are not, Santorum’s lead is just 1.5% (30.6%-29%).

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

“In the upcoming February 28th 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.

(Mitchell Research & Communications, Inc. has been the most accurate media pollster in every Presidential Primary and General Election in Michigan since 1992. In each of the last four Presidential General Elections the company’s final polling has been almost identical to the actual results. The Mitchell USA Poll has also been dead-on accurate in the last two presidential elections.)