

**Mitchell Research &
Communications, Inc.
and
Rosetta Stone Communications**

P R E S S R E L E A S E

FOR IMMEDIATE RELEASE

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Santorum Retakes Lead in Michigan

Santorum 37% - Romney 35% - Gingrich 9%- Paul 8%

EAST LANSING, Mich. — With a strong, successful push over the weekend to move conservatives, especially social conservatives, back to him, Rick Santorum has re-taken the lead in the latest Mitchell/Rosetta Stone Poll of Michigan conducted for MIRS (Michigan Information & Research Service) Sunday night. The two front runners are still in a statistical dead heat, although Romney (35%) has lost his lead to Rick Santorum (37%) while Newt Gingrich (9%) and Ron Paul (8%) are locked in a battle for third place. Eleven percent remains undecided.

The telephone survey of N=858 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 Sunday, February 26, 2012, and has a margin of error of + or – 3.34%. It was an automated IVR (Interactive Voice Response) Poll.

“There is an overlay between social and fiscal conservatives. Romney’s strategy had been to win over all conservatives by hammering Santorum on the fact that he is not the fiscal conservative he claimed to be. Up until the weekend, that strategy seemed to be successful. However, Santorum’s push for social conservatives in the past three days seems to have worked and they moved back to him, allowing him to re-take the lead. The volatility we thought had changed has not. The race remains very fluid,” Steve Mitchell, president of Mitchell Research & Communications, Inc. said.

“With two other polls released last night saying Romney was ahead, we carefully examined and re-examined our data to make sure it was correct. We believe the race has shifted since our Thursday survey,” John Garst of Rosetta Stone Communications said.

Santorum seems to have reversed Romney’s inroads into key conservative demographics.

“In our poll Thursday night, Romney had erased a 16% lead Santorum had with Tea Party supporters. Now, Santorum is back ahead with those voters by 6%. Romney cut a 16% Santorum lead among Evangelicals to 7%. Now, Santorum has moved his lead out to 19%. And, Romney had cut a 31% lead Santorum had with “very conservatives” down to 13%. Now, that lead is back up to 17%. Santorum’s strong appeal to social conservatives has been very effective. This race is still very close, but momentum seems to have changed. Get out the vote efforts will really count,” Mitchell continued.

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The polling shows that eight in ten voters are self-identified Republicans (81%), up slightly from Thursday night.

“Romney had moved a 10% deficit among Republicans to a 9% lead on Thursday. Romney’s lead with GOP voters is now down to 1%. Romney had erased a 23% deficit with men, but now Santorum is ahead by 4%. Romney’s 7% lead with women has now been cut to 1%. Romney’s support has eroded across every demographic from Thursday as this race continues to bounce up and down,” Garst said.

Highlights of the poll were as follows:

The following is a comparison between the February 12th, 20th, 23rd and 26th polls:

	Newt Gingrich	Ron Paul	Mitt Romney	Rick Santorum	Undecided
Total 2/12	5%	11%	24%	34%	25%
Total 2/20	9	7	32	30	22
Total 2/23	9	12	36	33	11
Total 2/26	9	8	35	37	10
Democrats 2/12	4	16	15	20	45
Democrats 2/20	13	11	16	19	41
Democrats 2/23	19	16	3	36	26
Democrats 2/26	19	13	17	30	22
Independents 2/12	0	21	20	26	33
Independents 2/20	10	10	23	31	26
Independents 2/23	7	31	22	26	15
Independents 2/26	7	16	32	36	10
Republicans 2/12	7	9	29	39	17
Republicans 2/20	9	5	38	34	15
Republicans 2/23	8	8	42	33	8
Republicans 2/26	9	7	38	39	8
	Newt Gingrich	Ron Paul	Mitt Romney	Rick Santorum	Undecided
Total 2/12	5%	11%	24%	34%	25%
Total 2/20	9	7	32	30	22
Total 2/23	9	12	36	33	11
Total 2/26	9	8	35	37	10
Males 2/12	7	13	19	42	19
Males 2/20	10	7	31	33	20
Males 2/23	9	15	35	34	8
Males 2/26	10	10	34	38	9
Females 2/12	4	9	29	28	30
Females 2/20	9	7	34	27	24
Females 2/23	8	9	37	31	15
Females 2/26	8	6	38	37	11

	Newt Gingrich	Ron Paul	Mitt Romney	Rick Santorum	Undecided
Total 2/12	5%	11%	24%	34%	25%
Total 2/20	9	7	32	30	22
Total 2/23	9	12	36	33	11
Total 2/26	9	8	35	37	10
18-39 Yrs Old 2/12	3	33	13	27	23
18-39 Yrs Old 2/20	19	10	10	35	27
18-39 Yrs Old 2/23	19	17	26	26	12
18-39 Yrs Old 2/26	17	16	21	38	9
40-59 Yrs Old 2/12	8	13	17	35	27
40-59 Yrs Old 2/20	7	9	30	33	22
40-59 Yrs Old 2/23	6	15	34	38	7
40-59 Yrs Old 2/26	9	10	26	46	9
60+ Yrs Old 2/12	4	7	30	35	25
60+ Yrs Old 2/20	8	4	40	27	21
60+ Yrs Old 2/23	9	12	36	33	11
60+ Yrs Old 2/26	8	6	45	31	10

	Newt Gingrich	Ron Paul	Mitt Romney	Rick Santorum	Undecided
Total 2/12	5%	11%	24%	34%	25%
Total 2/20	9	7	32	30	22
Total 2/23	9	12	36	33	11
Total 2/26	9	8	35	37	10
Detroit 2/12	5	13	23	31	29
Detroit 2/20	9	5	40	28	17
Detroit 2/23	9	18	37	24	11
Detroit 2/26	6	7	43	35	9
Grand Rapids 2/12	7	9	28	45	11
Grand Rapids 2/20	8	14	19	33	27
Grand Rapids 2/23	10	10	30	41	10
Grand Rapids 2/26	6	9	19	51	15
Other Areas in MI 2/23	8	9	37	34	12
Other Areas in MI 2/26	12	9	36	35	9

	Newt Gingrich	Ron Paul	Mitt Romney	Rick Santorum	4 Undecided
Total 2/12	5%	11%	24%	34%	25%
Total 2/20	9	7	32	30	22
Total 2/23	9	12	36	33	11
Total 2/26	9	8	35	37	10

Tea Party Supporters 2/12	7	8	25	42	18
Tea Party Supporters 2/20	11	4	32	38	16
Tea Party Supporters 2/23	10	10	37	37	7
Tea Party Supporters 2/26	10	7	35	41	7

Tea Party Opponents 2/12	2	18	22	23	35
Tea Party Opponents 2/20	7	13	34	18	28
Tea Party Opponents 2/23	7	20	34	19	21
Tea Party Opponents 2/26	7	12	35	30	16

	Newt Gingrich	Ron Paul	Mitt Romney	Rick Santorum	Undecided
Total 2/12	5%	11%	24%	34%	25%
Total 2/20	9	7	32	30	22
Total 2/23	9	12	36	33	11
Total 2/26	9	8	35	37	10

Conservatives (very) 2/12	8	7	19	50	17
Conservatives (very) 2/20	14	5	25	41	15
Conservatives (very) 2/23	12	7	31	44	6
Conservatives (very) 2/26	11	8	29	46	7

Conservatives 2/12	5	11	29	27	29
Conservatives 2/20	6	5	41	25	23
Conservatives 2/23	6	12	46	21	15
Conservatives 2/26	8	6	42	32	12

Liberals 2/12	2	21	22	19	36
Liberals 2/20	8	13	27	21	31
Liberals 2/23	5	29	19	29	19
Liberals 2/26	7	17	33	30	13

	Newt Gingrich	Ron Paul	Mitt Romney	Rick Santorum	Undecided
Total 2/12	5%	11%	24%	34%	25%
Total 2/20	9	7	32	30	22
Total 2/23	9	12	36	33	11
Total 2/26	9	8	35	37	10

Evangelicals 2/12	6	11	21	37	26
Evangelicals 2/20	8	6	24	35	29
Evangelicals 2/23	9	8	33	40	10
Evangelicals 2/26	10	7	28	47	9

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Non-Evangelicals 2/12	5	11	29	31	24
Non-Evangelicals 2/20	11	8	40	26	16
Non-Evangelicals 2/23	8	16	38	25	13
Non-Evangelicals 2/26	9	10	43	29	11

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

In the upcoming February 28th Presidential Primary you can either vote for a field of Republicans or you can vote in the Democratic Primary for Barack Obama. Whichever primary you vote in, you have to declare yourself to be a member of that party. The fact that you declare yourself to be a Republican or Democrat will be public information that anyone can get. The list of those who vote in the Democratic or Republican Primary will be made available to list vendors. Knowing this, are you definitely voting, probably voting, not sure yet, or definitely not voting. Those who said they were definitely not voting were not surveyed.

Only those saying they were voting in the Republican Primary were surveyed.

(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.)