

Table 1-1

T1. Are you registered to vote as a Republican, a Democrat or an independent voter?

	GEND			AGE					GEN~PTY						GEN~AGE				ROMNEY IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	TOT REP	REP MEN	REP WOM	TOT IND	IND MEN	IND WOM	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV
TOTAL	613 100.0	325 100.0	288 100.0	43 100.0	92 100.0	166 100.0	141 100.0	172 100.0	429 100.0	216 100.0	213 100.0	184 100.0	109 100.0	75 100.0	164 100.0	161 100.0	136 100.0	152 100.0	404 100.0	149 100.0
REPUBLICAN	429 70.0	216 66.6	213 73.8	31 72.8	64 69.9	105 63.1	93 65.8	136 79.4	429 100.0	216 100.0	213 100.0				106 64.6	110 68.7	94 69.0	119 78.1	293 72.5	94 63.4
INDEPENDENT	184 30.0	109 33.4	75 26.2	12 27.2	28 30.1	61 36.9	48 34.2	35 20.6				184 100.0	109 100.0	75 100.0	58 35.4	50 31.3	42 31.0	33 21.9	111 27.5	55 36.6

Table 1-2

T1. Are you registered to vote as a Republican, a Democrat or an independent voter?

	PAUL IMG RATING		GINGRICH IMG RATING		BACHMANN IMG RATING		SANTORUM IMG RATING		CAIN IMG RATING		HUNTSMAN IMG RATING		PERRY IMG RATING		AMES AWARENESS		AMES IMPACT			
	TOTAL	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	YES	NO	A LOT	LIT TLE	NO IMPA
TOTAL	613	240	286	177	369	300	238	183	255	218	205	122	285	311	165	525	88	20	65	439
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REPUBLICAN	429	162	203	143	235	227	144	139	162	160	130	81	203	239	97	363	67	15	49	298
	70.0	67.3	70.9	80.4	63.7	75.6	60.4	76.0	63.7	73.2	63.5	66.9	71.1	76.9	58.7	69.0	75.9	74.7	75.7	67.9
INDEPENDENT	184	79	83	35	134	73	94	44	92	58	75	40	82	72	68	163	21	5	16	141
	30.0	32.7	29.1	19.6	36.3	24.4	39.6	24.0	36.3	26.8	36.5	33.1	28.9	23.1	41.3	31.0	24.1	25.3	24.3	32.1

Table 1-3

T1. Are you registered to vote as a Republican, a Democrat or an independent voter?

	GOP PRES PRIMARY BALLOT TEST											IDEOLOGY			REGION			
	TOTAL	ROM NEY	PAUL	GING RICH	BACH MANN	SANT ORUM	CAIN	HUNT SMAN	PER RY	OTH ER	UNDE CIDE	CONSERVE	MODERATE	LIBERAL	ROCKHAM	HILLBORO	CENT EAST	NORTH WEST
TOTAL	613	223	88	14	63	8	20	16	112	20	50	399	184	24	153	184	147	129
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REPUBLICAN	429	167	54	10	42	8	15	5	88	5	35	320	98	9	102	123	107	97
	70.0	74.9	61.8	72.2	66.3	100.0	78.9	28.7	78.6	24.9	69.9	80.1	52.9	37.3	66.7	66.7	73.1	75.2
INDEPENDENT	184	56	34	4	21		4	11	24	15	15	79	87	15	51	61	40	32
	30.0	25.1	38.2	27.8	33.7		21.1	71.3	21.4	75.1	30.1	19.9	47.1	62.7	33.3	33.3	26.9	24.8

Table 2-1

T2. As you may know, independent voters in New Hampshire can vote in the 2012 Presidential primary election. How likely are you to vote in the 2012 Presidential primary election? (Asked among independent respondents only)

	GEND			AGE					GEN-PTY						GEN-AGE				ROMNEY IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	TOT REP	REP MEN	REP WOM	TOT IND	IND MEN	IND WOM	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV
TOTAL	184 100.0	109 100.0	75 100.0	12 100.0	28 100.0	61 100.0	48 100.0	35 100.0				184 100.0	109 100.0	75 100.0	58 100.0	50 100.0	42 100.0	33 100.0	111 100.0	55 100.0
EXTREMELY LIKELY	168 91.1	99 91.0	69 91.4	11 92.7	24 85.7	57 93.2	45 93.2	31 88.5				168 91.1	99 91.0	69 91.4	54 92.8	45 88.9	37 88.8	31 94.7	105 94.1	47 86.0
VERY LIKELY	11 5.8	5 4.6	6 7.5		3 10.6	2 3.2	2 4.9	3 9.4				11 5.8	5 4.6	6 7.5	1 1.7	4 7.8	4 9.2	2 5.3	3 2.6	6 11.9
SOMEWHAT LIKELY	6 3.1	5 4.5	1 1.1	1 7.3	1 3.7	2 3.6	1 1.8	1 2.1				6 3.1	5 4.5	1 1.1	3 5.5	2 3.2	1 2.0		4 3.3	1 2.1

Table 2-2

T2. As you may know, independent voters in New Hampshire can vote in the 2012 Presidential primary election. How likely are you to vote in the 2012 Presidential primary election? (Asked among independent respondents only)

	PAUL IMG RATING		GINGRICH IMG RATING		BACHMANN IMG RATING		SANTORUM IMG RATING		CAIN IMG RATING		HUNTSMAN IMG RATING		PERRY IMG RATING		AMES AWARENESS		AMES IMPACT			
	TOTAL	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	YES	NO	A LOT	LIT TLE	NO IMPA
TOTAL	184	79	83	35	134	73	94	44	92	58	75	40	82	72	68	163	21	5	16	141
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EXTREMELY LIKELY	168	72	75	32	122	68	85	42	83	53	70	37	75	65	63	150	18	4	15	130
	91.1	91.6	90.1	93.1	91.2	92.6	90.3	94.5	89.7	90.3	93.3	93.0	91.5	91.0	92.7	92.1	83.6	80.3	96.4	92.0
VERY LIKELY	11	5	4	1	8	4	5	1	6	2	3	2	2	3	3	8	3		1	7
	5.8	6.2	5.2	1.6	6.0	5.2	5.4	1.5	6.1	3.7	3.8	4.2	3.0	3.8	4.4	4.9	12.4		3.6	5.3
SOMEWHAT LIKELY	6	2	4	2	4	2	4	2	4	3	2	1	5	4	2	5	1	1		4
	3.1	2.2	4.8	5.4	2.8	2.2	4.3	4.0	4.2	6.0	2.9	2.8	5.5	5.1	2.9	3.0	4.0	19.7		2.7

Table 2-3

T2. As you may know, independent voters in New Hampshire can vote in the 2012 Presidential primary election. How likely are you to vote in the 2012 Presidential primary election? (Asked among independent respondents only)

	GOP PRES PRIMARY BALLOT TEST										IDEOLOGY			REGION				
	TOTAL	ROM NEY	PAUL	GING RICH	BACH MANN	SANT ORUM	CAIN	HUNT SMAN	PER RY	OTHE ER	UNDE CIDE	CONSERVE	MODERATE	LIBERAL	ROCKHAM	HILLBORO	CENT EAST	NRTH WEST
TOTAL	184	56	34	4	21		4	11	24	15	15	79	87	15	51	61	40	32
	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EXTREMELY LIKELY	168	53	30	4	18		4	10	22	14	12	74	78	14	47	56	36	29
	91.1	94.5	89.7	100.0	85.7		100.0	84.9	93.3	95.6	81.6	93.0	90.1	89.2	92.0	90.5	91.9	90.0
VERY LIKELY	11	2	2		2			2	1	1	2	3	6	2	3	3	1	3
	5.8	4.1	4.6		10.3			15.1	2.3	4.4	10.9	3.4	6.6	10.8	6.5	4.7	3.1	10.0
SOMEWHAT LIKELY	6	1	2		1				1		1	3	3		1	3	2	
	3.1	1.3	5.7		4.0				4.4		7.5	3.5	3.3		1.5	4.8	5.1	

Table 4-1

T4. How likely are you to vote in the 2012 Republican Presidential primary to choose a nominee for President? (Asked among Republican respondents only)

	GEND			AGE					65 PLUS	GEN~PTY			GEN~AGE				ROMNEY IMG RATING		
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	TOT REP		REP MEN	REP WOM	TOT IND	IND MEN	IND WOM	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV
TOTAL	429	216	213	31	64	105	93	136	429	216	213							293	94
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0							100.0	100.0
EXTREMELY LIKELY	409	203	205	27	61	101	92	128	409	203	205							279	91
	95.3	94.0	96.6	86.8	95.0	96.6	98.8	93.9	95.3	94.0	96.6							95.1	96.6
VERY LIKELY	12	7	5	3	1		1	7	12	7	5							9	1
	2.8	3.1	2.6	9.4	2.0		1.2	5.0	2.8	3.1	2.6							3.0	1.3
SOMEWHAT LIKELY	8	6	2	1	2	4		1	8	6	2							6	2
	1.9	2.9	0.8	3.7	3.0	3.4		1.1	1.9	2.9	0.8							1.9	2.0

Table 4-2

T4. How likely are you to vote in the 2012 Republican Presidential primary to choose a nominee for President? (Asked among Republican respondents only)

	PAUL IMG			GINGRICH		BACHMANN		SANTORUM		CAIN IMG		HUNTSMAN		PERRY IMG		AMES		AMES IMPACT		
	RATING			IMG RATING		IMG RATING		IMG RATING		RATING		IMG RATING		RATING		AWARENESS		A	LIT	NO
TOTAL	FAV	UN FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	YES	NO	LOT	TLE	IMPA
TOTAL	429	162	203	143	235	227	144	139	162	160	130	81	203	239	97	363	67	15	49	298
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EXTREMELY LIKELY	409	155	194	139	220	220	136	135	155	154	126	79	198	231	93	347	61	14	44	289
	95.3	95.5	95.5	97.4	93.6	96.8	94.4	97.3	95.9	96.3	96.5	96.5	97.8	96.6	95.3	95.8	92.3	90.6	89.7	97.1
VERY LIKELY	12	4	6	3	8	4	4	4	3	3	1	3	1	6	1	8	4	1	2	5
	2.8	2.5	3.1	1.8	3.5	1.7	2.5	2.7	1.7	2.1	1.1	3.5	0.7	2.3	0.7	2.3	6.0	9.4	3.1	1.8
SOMEWHAT LIKELY	8	3	3	1	7	4	5		4	3	3		3	3	4	7	1		4	3
	1.9	2.0	1.3	0.8	2.9	1.6	3.2		2.4	1.7	2.4		1.5	1.1	4.0	1.9	1.8		7.2	1.1

Table 4-3

T4. How likely are you to vote in the 2012 Republican Presidential primary to choose a nominee for President? (Asked among Republican respondents only)

	GOP PRES PRIMARY BALLOT TEST											IDEOLOGY			REGION			
	TOTAL	ROM NEY	PAUL	GING RICH	BACH MANN	SANT ORUM	CAIN	HUNT SMAN	PER RY	OTH ER	UNDE CIDE	CONSERVE	MODERATE	LIBERAL	ROCKHAM	HILLBORO	CENT EAST	NORTH WEST
TOTAL	429	167	54	10	42	8	15	5	88	5	35	320	98	9	102	123	107	97
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EXTREMELY LIKELY	409	160	49	10	41	8	14	5	84	5	33	309	91	7	96	116	106	91
	95.3	96.1	90.4	100.0	96.8	100.0	87.8	100.0	96.0	100.0	94.5	96.5	93.0	74.5	94.2	95.0	98.2	93.5
VERY LIKELY	12	4	3		1		2		1			4	5	2	2	4	2	4
	2.8	2.4	6.3		3.2		12.2		1.7			1.4	5.5	25.5	1.9	3.1	1.8	4.6
SOMEWHAT LIKELY	8	2	2						2		2	7	1		4	2		2
	1.9	1.4	3.3						2.3		5.5	2.1	1.5		3.8	1.9		1.9

Table 5-1

T5. Thinking now about the Republican Presidential candidates...Do you have a favorable or unfavorable opinion of Mitt Romney?

	GEND			AGE					GEN-PTY						GEN-AGE				ROMNEY IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	TOT REP	REP MEN	REP WOM	TOT IND	IND MEN	IND WOM	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV
TOTAL	613	325	288	43	92	166	141	172	429	216	213	184	109	75	164	161	136	152	404	149
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FAVORABLE	404	207	197	26	63	98	91	126	293	141	152	111	66	45	97	111	90	107	404	
	65.9	63.9	68.3	60.2	68.3	59.3	64.7	73.5	68.3	65.3	71.4	60.5	61.1	59.7	58.9	68.9	66.2	70.2	100.0	
UNFAVORABLE	149	81	67	13	26	50	33	28	94	50	45	55	32	23	53	28	35	32		149
	24.3	25.1	23.4	30.1	28.3	29.9	23.1	16.3	22.0	23.0	21.0	29.6	29.2	30.3	32.3	17.7	26.0	21.1		100.0
NO OPINION	57	33	24	4	3	15	17	18	40	24	16	17	10	8	12	21	11	13		
	9.4	10.3	8.3	9.7	3.4	9.2	12.2	10.2	9.4	11.1	7.7	9.3	8.8	10.1	7.3	13.4	7.8	8.8		
NAME ID	610	322	288	43	92	163	141	172	428	215	213	183	107	75	162	161	136	152	404	149
	99.6	99.2	100.0	100.0	100.0	98.5	100.0	100.0	99.7	99.3	100.0	99.4	99.0	100.0	98.5	100.0	100.0	100.0	100.0	100.0
HARD NAME ID	553	289	264	39	89	148	124	154	387	191	196	166	98	68	150	139	126	139	404	149
	90.2	88.9	91.7	90.3	96.6	89.3	87.8	89.8	90.3	88.3	92.3	90.1	90.3	89.9	91.2	86.6	92.2	91.2	100.0	100.0
NEVER HEARD OF	3	3				3			1	1		1	1		3					
	0.4	0.8				1.5			0.3	0.7		0.6	1.0		1.5					

Table 5-2

T5. Thinking now about the Republican Presidential candidates...Do you have a favorable or unfavorable opinion of Mitt Romney?

	PAUL IMG		GINGRICH		BACHMANN		SANTORUM		CAIN IMG		HUNTSMAN		PERRY IMG		AMES		AMES IMPACT			
	RATING		IMG RATING		IMG RATING		IMG RATING		RATING		IMG RATING		RATING		AWARENESS		A	LIT	NO	
	TOTAL	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	YES	NO	LOT	TLE	IMPA
TOTAL	613	240	286	177	369	300	238	183	255	218	205	122	285	311	165	525	88	20	65	439
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FAVORABLE	404	155	198	141	235	214	146	149	155	154	134	94	182	218	96	347	57	12	40	295
	65.9	64.5	69.4	79.4	63.6	71.3	61.2	81.5	60.7	70.7	65.1	77.3	63.9	70.1	57.9	66.1	64.8	57.6	62.6	67.2
UNFAVORABLE	149	71	73	25	113	64	76	25	87	46	63	23	86	67	64	131	18	7	17	106
	24.3	29.4	25.5	14.1	30.5	21.2	31.8	13.8	34.4	21.1	30.8	18.9	30.0	21.5	38.7	25.0	20.1	34.9	26.4	24.1
NO OPINION	57	12	15	10	22	21	16	9	11	18	7	3	17	25	6	44	13	2	7	36
	9.4	5.0	5.1	5.6	5.9	7.1	6.5	4.7	4.3	8.1	3.4	2.5	6.1	7.9	3.4	8.4	15.0	7.4	11.0	8.1
NAME ID	610	238	286	176	369	299	237	183	253	218	204	120	285	309	165	523	88	20	65	436
	99.6	99.0	100.0	99.2	100.0	99.5	99.6	100.0	99.4	100.0	99.3	98.8	100.0	99.5	100.0	99.5	100.0	100.0	100.0	99.4
HARD NAME ID	553	226	271	166	348	278	222	174	242	200	197	117	268	285	160	479	74	19	58	401
	90.2	94.0	94.9	93.5	94.1	92.5	93.0	95.3	95.1	91.9	95.9	96.3	93.9	91.6	96.6	91.1	85.0	92.6	89.0	91.3
NEVER HEARD OF	3	3		1		1	1		1		1	1		1		3				3
	0.4	1.0		0.8		0.5	0.4		0.6		0.7	1.2		0.5		0.5				0.6

Table 5-3

T5. Thinking now about the Republican Presidential candidates...Do you have a favorable or unfavorable opinion of Mitt Romney?

	GOP PRES PRIMARY BALLOT TEST											IDEOLOGY			REGION			
	TOTAL	ROM NEY	PAUL	GING RICH	BACH MANN	SANT ORUM	CAIN	HUNT SMAN	PER RY	OTH ER	UNDE CIDE	CONSERVE	MODERATE	LIBERAL	ROCKHAM	HILLBORO	CENT EAST	NORTH WEST
TOTAL	613 100.0	223 100.0	88 100.0	14 100.0	63 100.0	8 100.0	20 100.0	16 100.0	112 100.0	20 100.0	50 100.0	399 100.0	184 100.0	24 100.0	153 100.0	184 100.0	147 100.0	129 100.0
FAVORABLE	404 65.9	207 92.9	37 42.5	7 47.5	26 41.3	4 54.6	10 51.9	7 42.8	70 62.4	6 31.4	30 59.6	278 69.7	113 61.6	10 40.6	106 69.0	131 71.1	91 61.8	77 59.6
UNFAVORABLE	149 24.3	7 3.3	39 45.0	4 25.4	27 42.9	3 34.1	8 41.7	7 44.2	31 27.6	13 65.2	10 19.5	83 20.7	52 28.1	13 53.2	35 23.2	36 19.5	43 29.3	34 26.8
NO OPINION	57 9.4	7 3.2	10 11.3	4 27.2	10 15.7	1 11.3	1 6.4	2 13.0	11 10.0	1 3.4	11 20.9	37 9.3	18 9.8	2 6.2	12 7.8	16 8.8	13 8.9	16 12.5
NAME ID	610 99.6	221 99.3	87 98.8	14 100.0	63 100.0	8 100.0	20 100.0	16 100.0	112 100.0	20 100.0	50 100.0	398 99.6	183 99.4	24 100.0	153 100.0	183 99.4	147 100.0	127 98.9
HARD NAME ID	553 90.2	214 96.2	77 87.5	10 72.8	53 84.3	7 88.7	18 93.6	14 87.0	100 90.0	19 96.6	40 79.1	361 90.4	165 89.7	23 93.8	141 92.2	167 90.6	134 91.1	111 86.4
NEVER HEARD OF	3 0.4	1 0.7	1 1.2									1 0.4	1 0.6		1 0.6		1 1.1	

Table 6-1

T6. Do you have a favorable or unfavorable opinion of Ron Paul?

	GEND			AGE					65 PLUS	GEN~PTY					GEN~AGE				ROMNEY IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	TOT REP		REP MEN	REP WOM	TOT IND	IND MEN	IND WOM	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV
TOTAL	613	325	288	43	92	166	141	172	429	216	213	184	109	75	164	161	136	152	404	149
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FAVORABLE	240	138	102	24	41	68	56	51	162	87	75	79	51	28	82	56	52	50	155	71
	39.2	42.5	35.5	56.1	44.8	41.3	39.8	29.6	37.7	40.3	35.1	42.7	46.9	36.7	49.8	35.1	38.1	33.1	38.4	47.6
UNFAVORABLE	286	146	140	15	42	72	63	94	203	101	102	83	45	38	68	78	61	78	198	73
	46.6	45.0	48.4	35.0	46.1	43.3	44.4	54.8	47.3	46.7	47.8	45.1	41.6	50.2	41.2	48.9	45.1	51.5	49.0	49.0
NO OPINION	85	39	46	3	8	26	22	26	64	27	36	21	11	10	14	25	23	23	50	5
	13.9	11.9	16.1	6.6	9.1	15.4	15.8	15.1	14.8	12.6	17.1	11.6	10.5	13.1	8.4	15.4	16.8	15.4	12.3	3.4
NAME ID	611	323	288	42	92	166	141	171	428	216	213	183	108	75	163	160	136	152	403	149
	99.7	99.4	100.0	97.7	100.0	100.0	100.0	99.5	99.8	99.6	100.0	99.5	99.1	100.0	99.4	99.5	100.0	100.0	99.8	100.0
HARD NAME ID	526	284	242	39	84	140	119	145	365	188	176	162	96	66	149	135	113	129	353	144
	85.8	87.5	83.9	91.1	90.9	84.6	84.2	84.4	85.0	87.0	82.9	87.9	88.5	86.9	91.0	84.0	83.2	84.6	87.4	96.6
NEVER HEARD OF	2	2		1				1	1	1		1	1		1	1			1	
	0.3	0.6		2.3				0.5	0.2	0.4		0.5	0.9		0.6	0.5			0.2	

Table 6-2

T6. Do you have a favorable or unfavorable opinion of Ron Paul?

	PAUL IMG RATING		GINGRICH IMG RATING		BACHMANN IMG RATING		SANTORUM IMG RATING		CAIN IMG RATING		HUNTSMAN IMG RATING		PERRY IMG RATING		AMES AWARENESS		AMES IMPACT			
	TOTAL	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	YES	NO	A LOT	LIT TLE	NO IMPA
TOTAL	613	240	286	177	369	300	238	183	255	218	205	122	285	311	165	525	88	20	65	439
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FAVORABLE	240	240		72	147	121	92	82	90	100	69	48	105	127	62	200	40	7	29	164
	39.2	100.0		40.8	39.8	40.2	38.4	45.1	35.3	45.7	33.7	39.5	36.9	40.9	37.7	38.2	45.6	32.9	44.5	37.4
UNFAVORABLE	286		286	83	187	144	132	90	153	100	130	59	166	152	93	255	31	10	28	217
	46.6		100.0	46.9	50.7	48.0	55.2	49.1	60.0	46.0	63.3	48.5	58.2	49.0	56.4	48.6	34.9	50.5	43.3	49.5
NO OPINION	85			21	34	34	14	11	12	18	6	14	14	31	9	69	16	3	8	57
	13.9			11.8	9.2	11.4	6.1	5.9	4.7	8.3	2.9	11.3	4.9	10.1	5.4	13.1	18.3	16.6	12.3	13.0
NAME ID	611	240	286	177	368	299	238	183	255	218	205	121	285	311	165	524	87	20	65	438
	99.7	100.0	100.0	99.5	99.7	99.7	99.6	100.0	100.0	100.0	100.0	99.2	100.0	100.0	99.5	99.8	98.9	100.0	100.0	99.8
HARD NAME ID	526	240	286	156	334	265	223	172	243	200	199	107	271	279	156	456	71	17	57	381
	85.8	100.0	100.0	87.7	90.5	88.3	93.6	94.1	95.3	91.7	97.1	87.9	95.1	89.9	94.1	86.7	80.6	83.4	87.7	86.8
NEVER HEARD OF	2			1	1	1	1					1			1	1	1			1
	0.3			0.5	0.3	0.3	0.4					0.8			0.5	0.2	1.1			0.2

Table 6-3

T6. Do you have a favorable or unfavorable opinion of Ron Paul?

	GOP PRES PRIMARY BALLOT TEST											IDEOLOGY			REGION			
	TOTAL	ROM NEY	PAUL	GING RICH	BACH MANN	SANT ORUM	CAIN	HUNT SMAN	PER RY	OTH ER	UNDE CIDE	CONSERVE	MODERATE	LIBERAL	ROCKHAM	HILLBORO	CENT EAST	NORTH WEST
TOTAL	613	223	88	14	63	8	20	16	112	20	50	399	184	24	153	184	147	129
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FAVORABLE	240	57	83	3	23	2	9	1	38	8	16	169	57	12	52	82	59	48
	39.2	25.5	94.0	23.3	35.6	28.5	48.1	5.5	34.3	42.3	31.7	42.2	30.7	50.9	34.1	44.5	39.9	37.0
UNFAVORABLE	286	127	2	4	32	4	9	14	64	10	19	176	98	10	83	78	63	61
	46.6	57.2	2.0	30.0	51.1	44.7	45.6	87.8	57.2	53.5	38.5	44.2	53.1	41.7	54.5	42.6	42.7	47.5
NO OPINION	85	38	3	7	8	2	1	1	9	1	15	53	30	1	18	24	25	19
	13.9	16.9	3.0	46.7	13.3	26.8	6.4	6.8	8.5	4.2	29.8	13.4	16.2	3.4	11.4	12.9	16.8	14.6
NAME ID	611	222	87	14	63	8	20	16	112	20	50	398	184	23	153	184	146	128
	99.7	99.6	99.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	99.8	100.0	95.9	100.0	100.0	99.4	99.2
HARD NAME ID	526	184	84	8	55	6	18	15	102	19	35	345	154	23	136	160	121	109
	85.8	82.7	96.1	53.3	86.7	73.2	93.6	93.2	91.5	95.8	70.2	86.4	83.8	92.5	88.6	87.1	82.6	84.6
NEVER HEARD OF	2	1	1									1		1			1	1
	0.3	0.4	1.0									0.2		4.1			0.6	0.8

Table 9-1

T9. Do you have a favorable or unfavorable opinion of Rick Santorum?

	GEND			AGE					65 PLUS	GEN~PTY					GEN~AGE				ROMNEY IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	TOT REP		REP MEN	REP WOM	TOT IND	IND MEN	IND WOM	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV
TOTAL	613 100.0	325 100.0	288 100.0	43 100.0	92 100.0	166 100.0	141 100.0	172 100.0	429 100.0	216 100.0	213 100.0	184 100.0	109 100.0	75 100.0	164 100.0	161 100.0	136 100.0	152 100.0	404 100.0	149 100.0
FAVORABLE	183 29.9	91 28.1	92 31.8	10 24.3	31 33.8	49 29.6	53 37.8	39 22.9	139 32.4	65 30.2	74 34.6	44 23.9	26 23.9	18 23.8	46 27.9	45 28.3	45 32.7	47 31.0	149 36.9	25 17.0
UNFAVORABLE	255 41.5	152 46.7	103 35.7	21 48.3	34 37.0	61 36.7	57 40.6	82 47.6	162 37.8	93 43.1	69 32.3	92 50.3	58 53.7	34 45.3	67 40.6	85 52.8	49 35.9	54 35.6	155 38.2	87 58.8
NO OPINION	155 25.4	69 21.3	86 29.9	7 16.2	25 26.9	46 28.1	30 21.6	47 27.3	111 25.9	46 21.2	65 30.8	44 24.0	23 21.5	21 27.5	41 24.7	29 17.8	38 27.6	49 32.0	87 21.6	34 22.8
NAME ID	593 96.7	312 96.1	281 97.5	38 88.8	90 97.7	156 94.4	141 100.0	168 97.8	413 96.1	205 94.6	208 97.8	180 98.1	108 99.1	73 96.7	153 93.2	159 99.0	131 96.3	150 98.6	391 96.7	147 98.6
HARD NAME ID	438 71.4	243 74.8	195 67.5	31 72.6	65 70.8	110 66.3	111 78.4	121 70.5	301 70.2	159 73.4	142 67.0	136 74.1	84 77.6	52 69.1	113 68.5	130 81.2	93 68.6	101 66.6	304 75.1	113 75.8
NEVER HEARD OF	20 3.3	13 3.9	7 2.5	5 11.2	2 2.3	9 5.6		4 2.2	17 3.9	12 5.4	5 2.2	4 1.9	1 0.9	3 3.3	11 6.8	2 1.0	5 3.7	2 1.4	13 3.3	2 1.4

Table 9-2

T9. Do you have a favorable or unfavorable opinion of Rick Santorum?

	PAUL IMG RATING		GINGRICH IMG RATING		BACHMANN IMG RATING		SANTORUM IMG RATING		CAIN IMG RATING		HUNTSMAN IMG RATING		PERRY IMG RATING		AMES AWARENESS		AMES IMPACT			
	TOTAL	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	YES	NO	A LOT	LIT TLE	NO IMPA
TOTAL	613	240	286	177	369	300	238	183	255	218	205	122	285	311	165	525	88	20	65	439
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FAVORABLE	183	82	90	86	89	129	49	183		116	39	54	92	133	28	166	17	5	17	145
	29.9	34.3	31.4	48.4	24.2	43.0	20.4	100.0		53.3	18.8	44.5	32.4	42.8	17.0	31.7	19.0	25.1	25.5	33.0
UNFAVORABLE	255	90	153	56	193	102	143		255	66	157	53	170	109	123	222	33	10	30	182
	41.5	37.3	53.5	31.3	52.2	34.1	59.9		100.0	30.4	76.2	43.2	59.8	35.0	74.4	42.3	37.1	48.2	46.4	41.6
NO OPINION	155	57	41	34	78	62	43			34	8	13	22	67	13	127	28	5	15	105
	25.4	23.9	14.3	19.4	21.1	20.5	18.0			15.4	4.0	11.0	7.8	21.6	7.9	24.2	32.5	26.7	22.7	23.9
NAME ID	593	230	283	176	360	293	235	183	255	216	203	120	285	309	164	515	78	20	61	432
	96.7	95.5	99.2	99.1	97.6	97.6	98.4	100.0	100.0	99.1	99.0	98.7	100.0	99.4	99.2	98.1	88.6	100.0	94.6	98.5
HARD NAME ID	438	172	243	141	282	232	192	183	255	182	195	107	263	242	151	388	49	15	46	327
	71.4	71.6	84.9	79.7	76.4	77.1	80.4	100.0	100.0	83.7	95.0	87.7	92.2	77.8	91.3	73.9	56.1	73.3	71.9	74.6
NEVER HEARD OF	20	11	2	2	9	7	4			2	2	2		2	1	10	10		4	6
	3.3	4.5	0.8	0.9	2.4	2.4	1.6			0.9	1.0	1.3		0.6	0.8	1.9	11.4		5.4	1.5

Table 9-3

T9. Do you have a favorable or unfavorable opinion of Rick Santorum?

	GOP PRES PRIMARY BALLOT TEST											IDEOLOGY			REGION			
	TOTAL	ROM NEY	PAUL	GING RICH	BACH MANN	SANT ORUM	CAIN	HUNT SMAN	PER RY	OTH ER	UNDE CIDE	CONSERVE	MODERATE	LIBERAL	ROCKHAM	HILLBORO	CENT EAST	NRTH WEST
TOTAL	613 100.0	223 100.0	88 100.0	14 100.0	63 100.0	8 100.0	20 100.0	16 100.0	112 100.0	20 100.0	50 100.0	399 100.0	184 100.0	24 100.0	153 100.0	184 100.0	147 100.0	129 100.0
FAVORABLE	183 29.9	59 26.4	17 19.4	6 41.6	24 37.7	7 88.7	11 57.0	45 2.8	2 40.6	11 11.5	136 21.8	44 34.1	2 9.8	54 34.9	50 27.2	47 31.9	33 25.2	
UNFAVORABLE	255 41.5	100 44.9	41 46.8	2 12.7	20 32.0		6 32.4	11 72.4	40 36.2	16 79.7	18 35.0	157 39.3	80 43.4	15 60.9	56 36.6	71 38.6	64 43.4	64 49.4
NO OPINION	155 25.4	59 26.6	24 27.8	4 28.4	14 22.4	1 11.3	2 10.5	4 24.8	24 21.3	2 8.8	21 41.9	95 23.8	57 30.9	3 10.4	39 25.2	55 30.0	32 21.9	29 22.9
NAME ID	593 96.7	218 97.9	83 94.0	12 82.7	58 92.1	8 100.0	20 100.0	16 100.0	110 98.2	20 100.0	50 98.7	388 97.2	181 98.2	20 81.2	148 96.8	176 95.8	143 97.1	126 97.5
HARD NAME ID	438 71.4	159 71.3	58 66.2	8 54.3	44 69.7	7 88.7	18 89.5	12 75.2	86 76.9	18 91.2	29 56.8	293 73.4	124 67.3	17 70.7	110 71.6	121 65.8	111 75.3	96 74.6
NEVER HEARD OF	20 3.3	5 2.1	5 6.0	2 17.3	5 7.9				2 1.8		1 1.3	11 2.8	3 1.8	5 18.8	5 3.2	8 4.2	4 2.9	3 2.5

Table 10-1

T10. Do you have a favorable or unfavorable opinion of Herman Cain?

	GEND			AGE				65 PLUS	GEN~PTY						GEN~AGE				ROMNEY IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64		TOT REP	REP MEN	REP WOM	TOT IND	IND MEN	IND WOM	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV
TOTAL	613 100.0	325 100.0	288 100.0	43 100.0	92 100.0	166 100.0	141 100.0	172 100.0	429 100.0	216 100.0	213 100.0	184 100.0	109 100.0	75 100.0	164 100.0	161 100.0	136 100.0	152 100.0	404 100.0	149 100.0
FAVORABLE	218 35.6	121 37.1	97 33.8	13 29.4	32 35.0	49 29.9	59 42.0	65 37.6	160 37.2	85 39.4	74 35.0	58 31.8	35 32.6	23 30.5	53 32.1	68 42.3	41 30.5	56 36.8	154 38.2	46 30.9
UNFAVORABLE	205 33.5	116 35.8	89 30.9	14 32.8	23 25.3	71 43.1	41 28.9	56 32.6	130 30.4	72 33.2	58 27.5	75 40.8	45 41.1	30 40.4	62 37.8	54 33.8	47 34.3	42 27.8	134 33.1	63 42.4
NO OPINION	131 21.3	67 20.7	63 22.0	9 21.4	23 24.8	30 17.9	30 21.1	39 22.9	96 22.3	46 21.3	50 23.4	35 18.9	21 19.6	14 18.0	37 22.7	30 18.7	24 17.9	39 25.6	85 21.0	25 16.9
NAME ID	554 90.4	304 93.7	250 86.6	36 83.6	78 85.1	150 90.9	130 91.9	160 93.1	386 89.9	203 93.9	183 85.8	168 91.5	101 93.3	67 88.9	152 92.6	152 94.8	113 82.7	137 90.1	373 92.3	134 90.3
HARD NAME ID	423 69.1	237 73.0	186 64.7	27 62.2	55 60.3	121 73.0	100 70.8	121 70.2	290 67.6	157 72.6	133 62.4	133 72.5	80 73.7	53 70.9	115 69.9	122 76.1	88 64.8	98 64.5	288 71.2	109 73.4
NEVER HEARD OF	59 9.6	21 6.3	39 13.4	7 16.4	14 14.9	15 9.1	11 8.1	12 6.9	43 10.1	13 6.1	30 14.2	16 8.5	7 6.7	8 11.1	12 7.4	8 5.2	24 17.3	15 9.9	31 7.7	14 9.7

Table 10-2

T10. Do you have a favorable or unfavorable opinion of Herman Cain?

	PAUL IMG RATING		GINGRICH IMG RATING		BACHMANN IMG RATING		SANTORUM IMG RATING		CAIN IMG RATING		HUNTSMAN IMG RATING		PERRY IMG RATING		AMES AWARENESS		AMES IMPACT			
	TOTAL	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	YES	NO	A LOT	LIT TLE	NO IMPA
TOTAL	613	240	286	177	369	300	238	183	255	218	205	122	285	311	165	525	88	20	65	439
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FAVORABLE	218	100	100	97	103	157	53	116	66	218		53	127	166	31	201	17	8	26	168
	35.6	41.4	35.1	54.7	28.0	52.3	22.2	63.4	26.1	100.0		43.8	44.6	53.6	18.6	38.3	19.1	37.7	40.5	38.2
UNFAVORABLE	205	69	130	42	159	82	118	39	157		205	45	143	85	105	176	29	8	19	149
	33.5	28.8	45.5	23.4	43.0	27.3	49.4	21.1	61.5		100.0	36.9	50.0	27.3	63.5	33.5	33.6	37.0	29.4	34.0
NO OPINION	131	47	42	28	75	44	50	21	26			20	14	45	24	108	23	5	16	85
	21.3	19.5	14.8	15.9	20.4	14.8	20.9	11.7	10.3			16.6	4.8	14.5	14.2	20.5	26.1	25.3	24.0	19.4
NAME ID	554	216	273	167	337	284	221	176	249	218	205	118	283	296	159	485	69	20	61	402
	90.4	89.7	95.4	94.0	91.4	94.4	92.6	96.2	97.9	100.0	100.0	97.3	99.4	95.4	96.3	92.3	78.7	100.0	94.0	91.7
HARD NAME ID	423	169	230	139	262	239	171	155	223	218	205	98	270	251	136	377	46	15	45	317
	69.1	70.2	80.6	78.1	71.0	79.6	71.7	84.5	87.6	100.0	100.0	80.7	94.6	80.9	82.1	71.8	52.6	74.7	69.9	72.2
NEVER HEARD OF	59	25	13	11	32	17	18	7	5			3	2	14	6	40	19		4	36
	9.6	10.3	4.6	6.0	8.6	5.6	7.4	3.8	2.1			2.7	0.6	4.6	3.7	7.7	21.3		6.0	8.3

Table 10-3

T10. Do you have a favorable or unfavorable opinion of Herman Cain?

	GOP PRES PRIMARY BALLOT TEST											IDEOLOGY			REGION			
	TOTAL	ROM NEY	PAUL	GING RICH	BACH MANN	SANT ORUM	CAIN	HUNT SMAN	PER RY	OTH ER	UNDE CIDE	CONSERVE	MODERATE	LIBERAL	ROCKHAM	HILLBORO	CENT EAST	NORTH WEST
TOTAL	613 100.0	223 100.0	88 100.0	14 100.0	63 100.0	8 100.0	20 100.0	16 100.0	112 100.0	20 100.0	50 100.0	399 100.0	184 100.0	24 100.0	153 100.0	184 100.0	147 100.0	129 100.0
FAVORABLE	218 35.6	54 24.3	23 26.3	6 43.5	29 45.9	2 23.7	20 100.0	5 29.0	61 54.3	3 14.4	16 32.0	167 41.8	47 25.4	3 11.8	60 39.4	62 33.9	53 36.1	42 32.8
UNFAVORABLE	205 33.5	92 41.5	27 30.7	1 6.6	20 31.6	2 18.5		7 46.4	32 28.9	12 61.9	12 23.4	123 30.8	70 37.9	11 43.3	50 32.9	62 33.9	44 29.9	48 37.6
NO OPINION	131 21.3	53 23.9	22 24.6	5 32.7	9 14.0	5 57.8		3 20.8	15 13.4	5 23.7	15 29.1	79 19.7	45 24.2	6 26.1	29 18.8	43 23.2	31 21.0	28 21.9
NAME ID	554 90.4	200 89.7	72 81.6	12 82.7	58 91.5	8 100.0	20 100.0	15 96.2	108 96.7	20 100.0	42 84.4	369 92.3	161 87.5	20 81.2	140 91.1	167 91.0	128 87.0	119 92.4
HARD NAME ID	423 69.1	147 65.8	50 57.0	7 50.0	49 77.5	3 42.2	20 100.0	12 75.4	93 83.2	15 76.3	28 55.3	290 72.6	117 63.3	13 55.1	111 72.3	125 67.9	97 66.0	91 70.4
NEVER HEARD OF	59 9.6	23 10.3	16 18.4	2 17.3	5 8.5			1 3.8	4 3.3		8 15.6	31 7.7	23 12.5	5 18.8	14 8.9	17 9.0	19 13.0	10 7.6

T11. Do you have a favorable or unfavorable opinion of Jon Huntsman?

	GEND			AGE				65 PLUS	GEN~PTY						GEN~AGE				ROMNEY IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64		TOT REP	REP MEN	REP WOM	TOT IND	IND MEN	IND WOM	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV
TOTAL	613 100.0	325 100.0	288 100.0	43 100.0	92 100.0	166 100.0	141 100.0	172 100.0	429 100.0	216 100.0	213 100.0	184 100.0	109 100.0	75 100.0	164 100.0	161 100.0	136 100.0	152 100.0	404 100.0	149 100.0
FAVORABLE	122 19.8	71 21.8	51 17.6	10 23.0	15 16.7	32 19.2	34 24.0	31 17.9	81 19.0	45 20.7	37 17.2	40 21.9	26 24.1	14 18.7	32 19.4	39 24.3	25 18.4	26 16.8	94 23.3	23 15.5
UNFAVORABLE	285 46.5	164 50.6	121 42.0	20 46.7	34 36.8	81 49.1	67 47.4	83 48.5	203 47.3	112 51.9	90 42.5	82 44.8	52 48.0	30 40.3	80 48.9	84 52.3	55 40.2	66 43.5	182 45.1	86 57.6
NO OPINION	150 24.4	65 19.9	85 29.4	10 22.2	28 30.7	33 19.9	33 23.4	46 26.7	100 23.2	39 17.8	61 28.7	50 27.1	26 24.2	24 31.3	35 21.4	30 18.4	36 26.1	49 32.4	96 23.6	32 21.7
NAME ID	556 90.8	300 92.4	256 89.0	39 91.9	77 84.3	146 88.2	134 94.8	160 93.1	384 89.5	196 90.4	188 88.5	173 93.8	104 96.2	68 90.4	147 89.8	153 95.0	115 84.8	141 92.7	372 92.0	141 94.8
HARD NAME ID	407 66.4	235 72.4	172 59.5	30 69.7	49 53.5	113 68.3	101 71.4	114 66.4	284 66.2	157 72.6	127 59.7	123 66.7	78 72.1	45 59.0	112 68.4	123 76.6	80 58.7	92 60.3	276 68.3	109 73.0
NEVER HEARD OF	57 9.2	25 7.6	32 11.0	3 8.1	14 15.7	19 11.8	7 5.2	12 6.9	45 10.5	21 9.6	25 11.5	11 6.2	4 3.8	7 9.6	17 10.2	8 5.0	21 15.2	11 7.3	32 8.0	8 5.2

Table 11-2

T11. Do you have a favorable or unfavorable opinion of Jon Huntsman?

	PAUL IMG RATING		GINGRICH IMG RATING		BACHMANN IMG RATING		SANTORUM IMG RATING		CAIN IMG RATING		HUNTSMAN IMG RATING		PERRY IMG RATING		AMES AWARENESS		AMES IMPACT			
	TOTAL	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	YES	NO	A LOT	LIT TLE	NO IMPA
TOTAL	613	240	286	177	369	300	238	183	255	218	205	122	285	311	165	525	88	20	65	439
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FAVORABLE	122	48	59	36	78	55	61	54	53	53	45	122		67	46	102	19	7	8	86
	19.8	20.0	20.6	20.4	21.2	18.4	25.6	29.6	20.6	24.4	21.9	100.0		21.6	27.5	19.5	21.9	36.8	12.6	19.6
UNFAVORABLE	285	105	166	90	180	161	119	92	170	127	143		285	168	98	258	28	8	34	215
	46.5	43.8	58.1	50.7	48.9	53.6	50.0	50.5	67.0	58.3	69.5		100.0	54.1	59.2	49.0	31.4	39.9	52.9	49.1
NO OPINION	150	62	49	41	82	63	46	30	27	31	13			65	17	131	19	5	17	108
	24.4	25.6	17.3	22.9	22.1	20.9	19.2	16.4	10.5	14.1	6.4			21.1	10.0	24.9	21.3	23.3	26.8	24.6
NAME ID	556	215	274	167	341	279	226	177	250	211	201	122	285	301	160	491	65	20	60	409
	90.8	89.4	95.9	94.0	92.2	92.9	94.9	96.5	98.1	96.8	97.7	100.0	100.0	96.8	96.7	93.5	74.6	100.0	92.3	93.3
HARD NAME ID	407	153	225	126	259	216	180	146	223	180	188	122	285	235	143	360	47	16	42	302
	66.4	63.7	78.7	71.1	70.1	72.0	75.7	80.0	87.6	82.7	91.4	100.0	100.0	75.7	86.7	68.5	53.3	76.7	65.5	68.7
NEVER HEARD OF	57	26	12	11	29	21	12	6	5	7	5			10	5	34	22		5	29
	9.2	10.6	4.1	6.0	7.8	7.1	5.1	3.5	1.9	3.2	2.3			3.2	3.3	6.5	25.4		7.7	6.7

Table 11-3

T11. Do you have a favorable or unfavorable opinion of Jon Huntsman?

	GOP PRES PRIMARY BALLOT TEST											IDEOLOGY			REGION			
	TOTAL	ROM NEY	PAUL	GING RICH	BACH MANN	SANT ORUM	CAIN	HUNT SMAN	PER RY	OTH ER	UNDE CIDE	CONSERVE	MODERATE	LIBERAL	ROCKHAM	HILLBORO	CENT EAST	NRTH WEST
TOTAL	613 100.0	223 100.0	88 100.0	14 100.0	63 100.0	8 100.0	20 100.0	16 100.0	112 100.0	20 100.0	50 100.0	399 100.0	184 100.0	24 100.0	153 100.0	184 100.0	147 100.0	129 100.0
FAVORABLE	122 19.8	49 22.2	12 13.4	2 15.3	5 8.0	3 41.7	5 23.6	15 93.2	19 17.4	6 29.9	5 10.4	65 16.2	52 28.4	5 19.4	28 18.3	35 18.9	31 21.4	27 21.3
UNFAVORABLE	285 46.5	87 39.2	41 46.7	4 31.7	35 56.0	3 31.6	13 64.6		68 60.7	10 50.5	24 48.1	202 50.7	70 38.0	11 46.1	80 52.1	79 43.2	65 44.5	61 47.0
NO OPINION	150 24.4	66 29.6	21 24.1	5 35.7	14 22.3	1 11.3		1 6.8	21 18.8	4 19.6	16 32.6	95 23.9	46 25.2	6 23.6	28 18.3	53 28.9	36 24.4	33 25.3
NAME ID	556 90.8	203 91.0	74 84.2	12 82.7	55 86.3	7 84.6	17 88.2	16 100.0	108 96.9	20 100.0	46 91.1	362 90.7	169 91.6	22 89.1	136 88.6	167 91.0	133 90.2	120 93.6
HARD NAME ID	407 66.4	137 61.4	53 60.1	7 47.0	41 63.9	6 73.3	17 88.2	15 93.2	87 78.1	16 80.4	29 58.5	267 66.8	122 66.4	16 65.5	108 70.4	114 62.1	97 65.8	88 68.3
NEVER HEARD OF	57 9.2	20 9.0	14 15.8	2 17.3	9 13.7	1 15.4	2 11.8		3 3.1		4 8.9	37 9.3	16 8.4	3 10.9	17 11.4	17 9.0	14 9.8	8 6.4

Table 12-1

T12. Do you have a favorable or unfavorable opinion of Rick Perry?

	GEND			AGE					GEN~PTY						GEN~AGE				ROMNEY IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	TOT REP	REP MEN	REP WOM	TOT IND	IND MEN	IND WOM	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV
TOTAL	613	325	288	43	92	166	141	172	429	216	213	184	109	75	164	161	136	152	404	149
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FAVORABLE	311	168	143	17	51	82	73	87	239	122	117	72	46	26	85	83	66	78	218	67
	50.7	51.6	49.7	39.7	55.4	49.8	52.1	50.7	55.7	56.4	55.0	39.0	42.1	34.7	51.6	51.6	48.1	51.1	53.9	44.9
UNFAVORABLE	165	95	71	14	18	43	44	46	97	53	44	68	42	27	40	55	36	34	96	64
	27.0	29.1	24.6	33.4	20.0	26.2	31.0	26.6	22.6	24.5	20.8	37.1	38.4	35.3	24.2	34.1	26.7	22.7	23.7	43.0
NO OPINION	103	50	53	6	15	30	19	33	69	32	37	34	18	16	30	19	20	33	71	12
	16.8	15.4	18.3	12.9	16.3	17.9	13.6	19.5	16.1	14.7	17.5	18.3	16.7	20.7	18.5	12.1	14.5	21.8	17.6	7.7
NAME ID	579	312	267	37	84	155	136	166	405	207	198	174	105	68	155	157	121	145	385	142
	94.4	96.1	92.6	86.0	91.7	93.9	96.6	96.8	94.4	95.5	93.3	94.5	97.2	90.6	94.4	97.8	89.3	95.6	95.2	95.6
HARD NAME ID	476	262	214	31	69	126	117	133	336	175	161	140	87	53	125	138	102	112	314	131
	77.7	80.7	74.3	73.1	75.4	76.0	83.1	77.3	78.3	80.8	75.8	76.2	80.5	70.0	75.9	85.7	74.8	73.8	77.6	87.9
NEVER HEARD OF	34	13	21	6	8	10	5	6	24	10	14	10	3	7	9	3	15	7	19	7
	5.6	3.9	7.4	14.0	8.3	6.1	3.4	3.2	5.6	4.5	6.7	5.5	2.8	9.4	5.6	2.2	10.7	4.4	4.8	4.4

Table 12-2

T12. Do you have a favorable or unfavorable opinion of Rick Perry?

	PAUL IMG RATING		GINGRICH IMG RATING		BACHMANN IMG RATING		SANTORUM IMG RATING		CAIN IMG RATING		HUNTSMAN IMG RATING		PERRY IMG RATING		AMES AWARENESS		AMES IMPACT			
	TOTAL	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	YES	NO	A LOT	LIT TLE	NO IMPA
TOTAL	613	240	286	177	369	300	238	183	255	218	205	122	285	311	165	525	88	20	65	439
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FAVORABLE	311	127	152	117	173	203	83	133	109	166	85	67	168	311		290	21	10	38	241
	50.7	52.8	53.3	66.1	46.7	67.7	35.0	72.6	42.8	76.3	41.4	55.3	59.0	100.0		55.2	23.6	49.8	58.6	55.1
UNFAVORABLE	165	62	93	25	136	42	120	28	123	31	105	46	98		165	139	27	6	8	125
	27.0	25.9	32.6	13.9	36.7	14.0	50.4	15.3	48.3	14.1	51.2	37.4	34.3		100.0	26.4	30.5	30.7	12.1	28.4
NO OPINION	103	37	32	29	46	45	25	19	21	20	14	8	19			80	23	4	14	61
	16.8	15.2	11.3	16.6	12.4	15.0	10.6	10.2	8.2	9.1	6.6	6.5	6.7			15.2	26.2	19.5	21.9	13.8
NAME ID	579	226	278	171	354	291	229	180	253	217	204	121	285	311	165	509	70	20	60	427
	94.4	94.0	97.3	96.6	95.8	96.8	96.0	98.2	99.3	99.5	99.1	99.2	100.0	100.0	100.0	96.8	80.3	100.0	92.6	97.3
HARD NAME ID	476	189	246	142	308	246	204	161	232	197	190	113	266	311	165	429	47	16	46	366
	77.7	78.8	86.0	80.0	83.4	81.7	85.4	87.9	91.1	90.4	92.5	92.7	93.3	100.0	100.0	81.6	54.1	80.5	70.6	83.5
NEVER HEARD OF	34	14	8	6	15	10	9	3	2	1	2	1				17	17		5	12
	5.6	6.0	2.7	3.4	4.2	3.2	4.0	1.8	0.7	0.5	0.9	0.8				3.2	19.7		7.4	2.7

Table 12-3

T12. Do you have a favorable or unfavorable opinion of Rick Perry?

	GOP PRES PRIMARY BALLOT TEST											IDEOLOGY			REGION			
	TOTAL	ROM NEY	PAUL	GING RICH	BACH MANN	SANT ORUM	CAIN	HUNT SMAN	PER RY	OTH ER	UNDE CIDE	CONSERVE	MODERATE	LIBERAL	ROCKHAM	HILLBORO	CENT EAST	NRTH WEST
TOTAL	613 100.0	223 100.0	88 100.0	14 100.0	63 100.0	8 100.0	20 100.0	16 100.0	112 100.0	20 100.0	50 100.0	399 100.0	184 100.0	24 100.0	153 100.0	184 100.0	147 100.0	129 100.0
FAVORABLE	311 50.7	88 39.5	25 28.8	8 59.0	36 57.0	3 39.8	11 57.6	2 10.6	110 98.3	2 12.5	25 49.2	237 59.4	70 38.1	2 9.4	84 54.5	91 49.4	71 48.4	65 50.7
UNFAVORABLE	165 27.0	68 30.4	40 45.1		11 17.1	5 60.2	6 32.2	13 79.4	1 1.1	12 62.5	10 20.1	76 19.0	73 39.4	16 64.0	36 23.6	48 26.2	44 30.2	37 28.5
NO OPINION	103 16.8	51 22.7	13 15.1	3 23.7	15 24.5		1 4.7	2 10.0	1 0.6	5 25.0	12 23.9	69 17.4	27 14.8	3 13.1	23 14.9	34 18.6	25 17.1	20 15.9
NAME ID	579 94.4	206 92.5	78 89.0	12 82.7	62 98.6	8 100.0	19 94.5	16 100.0	112 100.0	20 100.0	47 93.2	383 95.9	170 92.3	21 86.4	143 93.1	173 94.2	141 95.6	122 95.1
HARD NAME ID	476 77.7	155 69.8	65 73.9	8 59.0	47 74.1	8 100.0	18 89.8	14 90.0	111 99.4	15 75.0	35 69.4	313 78.5	143 77.5	18 73.3	120 78.1	139 75.6	116 78.6	102 79.2
NEVER HEARD OF	34 5.6	17 7.5	10 11.0	2 17.3	1 1.4		1 5.5				3 6.8	17 4.1	14 7.7	3 13.6	11 6.9	11 5.8	6 4.4	6 4.9

Table 13-1
 T13. If the 2012 Republican Presidential primary election was being held today, for whom would you vote if the candidates were Mitt Romney, Ron Paul, Newt Gingrich, Michele Bachmann, Rick Santorum, Herman Cain, Jon Huntsman, Rick Perry or some other candidate?

	GEND			AGE					GEN-PTY						GEN-AGE				ROMNEY IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	TOT REP	REP MEN	REP WOM	TOT IND	IND MEN	IND WOM	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV
TOTAL	613 100.0	325 100.0	288 100.0	43 100.0	92 100.0	166 100.0	141 100.0	172 100.0	429 100.0	216 100.0	213 100.0	184 100.0	109 100.0	75 100.0	164 100.0	161 100.0	136 100.0	152 100.0	404 100.0	149 100.0
MITT ROMNEY	223 36.3	114 35.2	108 37.6	16 36.9	35 38.2	55 33.0	40 28.6	77 44.7	167 38.8	81 37.2	86 40.5	56 30.4	34 31.2	22 29.3	52 31.8	62 38.7	53 39.2	55 36.1	207 51.2	7 4.9
RICK PERRY	112 18.2	56 17.2	56 19.3	6 14.5	12 13.3	37 22.1	25 17.6	32 18.6	88 20.4	42 19.5	46 21.4	24 13.0	14 12.8	10 13.3	30 18.4	26 16.0	25 18.2	31 20.3	70 17.2	31 20.7
RON PAUL	88 14.3	53 16.4	35 12.0	12 27.9	18 19.2	25 15.0	19 13.8	14 8.1	54 12.7	30 14.1	24 11.2	34 18.2	23 21.0	11 14.3	35 21.2	18 11.5	20 14.5	15 9.8	37 9.2	39 26.5
MICHELE BACHMANN	63 10.3	36 11.2	27 9.3	6 13.2	10 10.5	17 10.1	13 9.1	19 10.8	42 9.8	23 10.6	19 9.0	21 11.6	14 12.5	8 10.4	20 12.4	16 10.1	12 8.6	15 10.0	26 6.5	27 18.3
HERMAN CAIN	20 3.2	9 2.7	11 3.7	1 2.7	6 6.5	4 2.3	5 3.3	4 2.4	15 3.6	6 3.0	9 4.2	4 2.2	2 2.2	2 2.3	4 2.4	5 3.0	7 5.1	4 2.5	10 2.5	8 5.5
OTHER CANDIDATE	20 3.2	9 2.8	10 3.6	2 4.8		8 4.9	4 3.2	5 2.9	5 1.1	2 0.7	3 1.6	15 8.0	8 7.0	7 9.5	5 2.8	4 2.8	5 4.0	5 3.3	6 1.5	13 8.6
JON HUNTSMAN	16 2.6	8 2.5	8 2.7		2 2.4	2 1.2	7 5.3	4 2.5	5 1.1	2 1.0	2 1.1	11 6.1	6 5.4	5 7.2	2 1.3	6 3.7	2 1.4	6 3.8	7 1.7	7 4.7
NEWT GINGRICH	14 2.3	10 3.0	4 1.5		2 2.6	3 1.7	7 5.3	2 0.9	10 2.4	8 3.5	3 1.2	4 2.1	2 2.0	2 2.3	4 2.6	6 3.4	1 0.6	4 2.3	7 1.7	4 2.4
RICK SANTORUM	8 1.3	5 1.5	3 1.2		1 1.4	2 0.9	3 2.5	2 1.1	8 1.9	5 2.2	3 1.6				2 0.9	3 2.0	1 0.9	2 1.5	4 1.1	3 1.9
UNDECIDED	50 8.2	24 7.4	26 9.1		6 6.1	15 8.9	16 11.4	14 8.1	35 8.2	18 8.2	17 8.1	15 8.2	6 5.9	9 11.6	10 6.1	14 8.8	10 7.5	16 10.5	30 7.4	10 6.6

Table 13-2
 T13. If the 2012 Republican Presidential primary election was being held today, for whom would you vote if the candidates were Mitt Romney, Ron Paul, Newt Gingrich, Michele Bachmann, Rick Santorum, Herman Cain, Jon Huntsman, Rick Perry or some other candidate?

	PAUL IMG RATING			GINGRICH IMG RATING		BACHMANN IMG RATING		SANTORUM IMG RATING		CAIN IMG RATING		HUNTSMAN IMG RATING		PERRY IMG RATING		AMES AWARENESS		AMES IMPACT		
	TOTAL	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	YES	NO	A LOT	LIT TLE	NO IMPA
TOTAL	613 100.0	240 100.0	286 100.0	177 100.0	369 100.0	300 100.0	238 100.0	183 100.0	255 100.0	218 100.0	205 100.0	122 100.0	285 100.0	311 100.0	165 100.0	525 100.0	88 100.0	20 100.0	65 100.0	439 100.0
MITT ROMNEY	223 36.3	57 23.6	127 44.5	65 36.7	138 37.3	103 34.1	92 38.5	59 32.1	100 39.2	54 24.8	92 45.0	49 40.6	87 30.6	88 28.3	68 40.8	189 36.0	34 38.4	8 38.4	17 26.8	164 37.3
RICK PERRY	112 18.2	38 15.9	64 22.3	40 22.4	62 16.9	68 22.7	33 14.0	45 24.8	40 15.9	61 27.8	32 15.7	19 16.0	68 23.7	110 35.3	1 0.8	108 20.6	4 4.0	2 10.1	17 26.8	88 20.1
RON PAUL	88 14.3	83 34.3	2 0.6	14 8.1	60 16.2	21 6.9	51 21.5	17 9.3	41 16.2	23 10.6	27 13.1	12 9.7	41 14.4	25 8.1	40 24.0	70 13.3	18 20.8	3 16.6	11 17.6	55 12.5
MICHELE BACHMANN	63 10.3	23 9.4	32 11.3	18 10.2	37 10.1	59 19.8	2 1.0	24 13.1	20 8.0	29 13.3	20 9.8	5 4.2	35 12.4	36 11.6	11 6.6	51 9.6	13 14.6	6 29.1	10 14.9	35 8.0
HERMAN CAIN	20 3.2	9 3.9	9 3.1	7 4.1	12 3.3	13 4.5	5 2.2	11 6.1	6 2.5	20 9.0		5 3.8	13 4.4	11 3.6	6 3.8	14 2.7	6 6.3			14 3.2
OTHER CANDIDATE	20 3.2	8 3.4	10 3.7	1 0.8	18 4.7	3 1.0	16 6.7	2 1.2	16 6.1	3 1.3	12 5.9	6 4.8	10 3.5	2 0.8	12 7.4	16 3.0	4 4.1		2 2.7	14 3.2
JON HUNTSMAN	16 2.6	1 0.4	14 4.9		16 4.3	1 0.2	15 6.2		11 4.5	5 2.1	7 3.6	15 12.1		2 0.5	13 7.6	16 3.0				16 3.6
NEWT GINGRICH	14 2.3	3 1.4	4 1.5	8 4.3	3 0.7	7 2.4	2 0.9	6 3.2	2 0.7	6 2.8	1 0.5	2 1.8	4 1.6	8 2.7		11 2.0	3 3.9			10 2.2
RICK SANTORUM	8 1.3	2 1.0	4 1.3	2 1.1	4 1.1	3 1.0	4 1.7	7 4.0		2 0.9	2 0.7	3 2.8	3 0.9	3 1.1	5 3.0	7 1.4	1 1.1		1 1.7	6 1.4
UNDECIDED	50 8.2	16 6.6	19 6.8	22 12.4	20 5.4	22 7.4	17 7.3	11 6.0	18 6.9	16 7.4	12 5.7	5 4.3	24 8.5	25 8.0	10 6.1	44 8.4	6 6.9	1 5.9	6 9.5	37 8.4

Table 13-3

T13. If the 2012 Republican Presidential primary election was being held today, for whom would you vote if the candidates were Mitt Romney, Ron Paul, Newt Gingrich, Michele Bachmann, Rick Santorum, Herman Cain, Jon Huntsman, Rick Perry or some other candidate?

	GOP PRES PRIMARY BALLOT TEST											IDEOLOGY			REGION			
	TOTAL	ROM NEY	PAUL	GING RICH	BACH MANN	SANT ORUM	CAIN	HUNT SMAN	PER RY	OTH ER	UNDE CIDE	CONSERVE	MODERATE	LIBERAL	ROCKHAM	HILLBORO	CENT EAST	NRTH WEST
TOTAL	613 100.0	223 100.0	88 100.0	14 100.0	63 100.0	8 100.0	20 100.0	16 100.0	112 100.0	20 100.0	50 100.0	399 100.0	184 100.0	24 100.0	153 100.0	184 100.0	147 100.0	129 100.0
MITT ROMNEY	223 36.3	223 100.0										142 35.6	71 38.5	8 31.7	59 38.5	76 41.4	45 30.8	42 32.7
RICK PERRY	112 18.2							112 100.0				89 22.2	23 12.4		32 21.0	29 15.6	24 16.6	26 20.5
RON PAUL	88 14.3		88 100.0									52 13.1	29 15.7	6 23.7	19 12.1	29 15.8	23 15.6	17 13.4
MICHELE BACHMANN	63 10.3				63 100.0							51 12.8	11 6.0		16 10.4	18 10.0	15 10.5	14 10.6
HERMAN CAIN	20 3.2						20 100.0					14 3.6	4 2.4	1 3.4	2 1.3	6 3.4	5 3.1	7 5.2
OTHER CANDIDATE	20 3.2								20 100.0			5 1.1	8 4.2	6 25.6	3 2.0	6 3.4	4 2.8	6 4.8
JON HUNTSMAN	16 2.6							16 100.0				2 0.4	14 7.7		5 3.0	3 1.7	5 3.7	3 2.1
NEWT GINGRICH	14 2.3			14 100.0								6 1.5	8 4.3		2 1.3	1 0.8	7 5.1	3 2.5
RICK SANTORUM	8 1.3					8 100.0						4 1.0	3 1.5	1 5.3	2 1.5	2 0.8	3 2.3	1 0.7
UNDECIDED	50 8.2									50 100.0		34 8.6	13 7.2	3 10.4	14 8.9	13 7.1	14 9.5	9 7.4

T14. Have you seen, read or heard anything about who won the Ames Straw Poll in Iowa this past weekend?

	GEND			AGE					GEN~PTY						GEN~AGE				ROMNEY IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	TOT REP	REP MEN	REP WOM	TOT IND	IND MEN	IND WOM	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV
TOTAL	613	325	288	43	92	166	141	172	429	216	213	184	109	75	164	161	136	152	404	149
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	525	280	245	30	76	146	124	150	363	181	181	163	99	64	139	141	113	133	347	131
	85.7	86.2	85.2	69.7	82.4	88.0	88.1	87.2	84.5	83.7	85.3	88.5	91.1	84.8	84.5	87.9	82.7	87.4	85.9	88.1
NO	88	45	43	13	16	20	17	22	67	35	31	21	10	11	25	19	24	19	57	18
	14.3	13.8	14.8	30.3	17.6	12.0	11.9	12.8	15.5	16.3	14.7	11.5	8.9	15.2	15.5	12.1	17.3	12.6	14.1	11.9

T14. Have you seen, read or heard anything about who won the Ames Straw Poll in Iowa this past weekend?

	PAUL IMG RATING		GINGRICH IMG RATING		BACHMANN IMG RATING		SANTORUM IMG RATING		CAIN IMG RATING		HUNTSMAN IMG RATING		PERRY IMG RATING		AMES AWARENESS		AMES IMPACT			
	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	YES	NO	A LOT	LIT TLE	NO IMPA	
TOTAL	613	240	286	177	369	300	238	183	255	218	205	122	285	311	165	525	88	20	65	439
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	525	200	255	152	326	266	207	166	222	201	176	102	258	290	139	525		20	65	439
	85.7	83.4	89.3	85.9	88.3	88.5	86.9	90.9	87.2	92.3	85.7	84.2	90.3	93.3	83.8	100.0		100.0	100.0	100.0
NO	88	40	31	25	43	34	31	17	33	17	29	19	28	21	27		88			
	14.3	16.6	10.7	14.1	11.7	11.5	13.1	9.1	12.8	7.7	14.3	15.8	9.7	6.7	16.2		100.0			

T14. Have you seen, read or heard anything about who won the Ames Straw Poll in Iowa this past weekend?

	GOP PRES PRIMARY BALLOT TEST											IDEOLOGY			REGION			
	TOTAL	ROM NEY	PAUL	GING RICH	BACH MANN	SANT ORUM	CAIN	HUNT SMAN	PER RY	OTH ER	UNDE CIDE	CONSERVE	MODERATE	LIBERAL	ROCKHAM	HILLBORO	CENT EAST	NORTH WEST
TOTAL	613	223	88	14	63	8	20	16	112	20	50	399	184	24	153	184	147	129
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	525	189	70	11	51	7	14	16	108	16	44	344	162	17	134	156	129	106
	85.7	84.9	79.3	75.8	79.9	88.7	71.8	100.0	96.9	81.8	88.0	86.1	87.9	68.6	87.7	84.9	87.5	82.5
NO	88	34	18	3	13	1	6		4	4	6	56	22	8	19	28	18	23
	14.3	15.1	20.7	24.2	20.1	11.3	28.2		3.1	18.2	12.0	13.9	12.1	31.4	12.3	15.1	12.5	17.5

Table 15-1
 T15. How much do the results of the Ames Iowa Straw Poll impact your decision of choosing a Republican candidate to support in the New Hampshire Presidential primary next year? Would you say the Ames Iowa Straw Poll results impacts your decision a lot, a little or not at all?

	GEND			AGE					GEN-PTY						GEN-AGE				ROMNEY IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	TOT REP	REP MEN	REP WOM	TOT IND	IND MEN	IND WOM	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV
TOTAL	525	280	245	30	76	146	124	150	363	181	181	163	99	64	139	141	113	133	347	131
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
A LOT	20	15	5	6	3	1	4	5	15	11	4	5	4	1	9	6	1	4	12	7
	3.9	5.4	2.1	20.2	4.3	1.0	3.5	3.5	4.2	6.1	2.3	3.2	4.0	1.8	6.8	4.0	1.1	3.0	3.4	5.4
A LITTLE	65	34	31	2	6	25	9	23	49	24	25	16	9	6	17	17	17	14	40	17
	12.3	12.1	12.6	7.7	7.7	17.2	7.1	15.2	13.5	13.5	13.5	9.6	9.5	9.9	12.0	12.2	14.7	10.7	11.6	13.0
NO IMPACT	439	230	209	22	67	118	111	121	298	146	152	141	84	56	112	118	95	114	295	106
	83.5	82.1	85.0	72.0	88.0	81.1	89.4	80.9	82.1	80.4	83.9	86.5	85.3	88.3	80.4	83.8	84.2	85.8	84.8	80.7
UNDECIDED	2	1	1			1		1	1		1	1	1		1			1	1	1
	0.3	0.4	0.3			0.8		0.4	0.2		0.3	0.7	1.1		0.8			0.5	0.2	0.9

Table 15-2
 T15. How much do the results of the Ames Iowa Straw Poll impact your decision of choosing a Republican candidate to support in the New Hampshire Presidential primary next year? Would you say the Ames Iowa Straw Poll results impacts your decision a lot, a little or not at all?

	PAUL IMG RATING		GINGRICH IMG RATING		BACHMANN IMG RATING		SANTORUM IMG RATING		CAIN IMG RATING		HUNTSMAN IMG RATING		PERRY IMG RATING		AMES AWARENESS		AMES IMPACT			
	TOTAL	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	YES	NO	A LOT	LIT TLE	NO IMPA
TOTAL	525	200	255	152	326	266	207	166	222	201	176	102	258	290	139	525		20	65	439
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0
A LOT	20	7	10	8	10	13	6	5	10	8	8	7	8	10	6	20		20		
	3.9	3.3	4.0	5.3	3.2	4.7	3.0	3.1	4.4	3.8	4.3	7.3	3.1	3.5	4.5	3.9		100.0		
A LITTLE	65	29	28	22	34	49	13	17	30	26	19	8	34	38	8	65			65	
	12.3	14.3	11.0	14.1	10.5	18.5	6.3	9.9	13.5	13.0	10.8	8.0	13.3	13.1	5.6	12.3			100.0	
NO IMPACT	439	164	217	123	280	203	188	145	182	168	149	86	215	241	125	439				439
	83.5	81.8	85.0	80.6	86.0	76.4	90.6	87.0	82.1	83.2	84.9	84.1	83.6	83.2	89.9	83.5				100.0
UNDECIDED	2	1			1	1						1		1		2				
	0.3	0.6			0.3	0.4						0.6		0.2		0.3				

Table 15-3
 T15. How much do the results of the Ames Iowa Straw Poll impact your decision of choosing a Republican candidate to support in the New Hampshire Presidential primary next year? Would you say the Ames Iowa Straw Poll results impacts your decision a lot, a little or not at all?

	GOP PRES PRIMARY BALLOT TEST										IDEOLOGY			REGION				
	TOTAL	ROM NEY	PAUL	GING RICH	BACH MANN	SANT ORUM	CAIN	HUNT SMAN	PER RY	OTHE R	UNDE CIDE	CONSERVE	MODERATE	LIBERAL	ROCKHAM	HILLBORO	CENT EAST	NRTH WEST
TOTAL	525 100.0	189 100.0	70 100.0	11 100.0	51 100.0	7 100.0	14 100.0	16 100.0	108 100.0	16 100.0	44 100.0	344 100.0	162 100.0	17 100.0	134 100.0	156 100.0	129 100.0	106 100.0
A LOT	20 3.9	8 4.1	3 4.8		6 11.7				2 1.9		1 2.7	16 4.7	4 2.3		5 3.4	8 5.0	4 3.1	4 3.7
A LITTLE	65 12.3	17 9.2	11 16.4		10 19.0	1 14.7			17 16.0	2 11.0	6 13.9	52 15.1	10 6.3	2 9.0	18 13.3	18 11.3	18 13.7	12 10.9
NO IMPACT	439 83.5	164 86.7	55 78.8	10 89.5	35 69.3	6 85.3	14 100.0	16 100.0	88 81.5	14 89.0	37 83.4	274 79.7	148 91.4	15 91.0	112 83.3	131 83.7	106 82.4	90 84.8
UNDECIDED	2 0.3			1 10.5					1 0.6			2 0.5					1 0.9	1 0.6

Table 16-1

T16. Generally speaking, do you consider yourself to be conservative, moderate or liberal on most issues?

	GEND			AGE					GEN~PTY						GEN~AGE				ROMNEY IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	TOT REP	REP MEN	REP WOM	TOT IND	IND MEN	IND WOM	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV
TOTAL	613	325	288	43	92	166	141	172	429	216	213	184	109	75	164	161	136	152	404	149
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
CONSERVATIVE	399	222	177	26	69	99	83	122	320	167	153	79	55	24	111	111	83	94	278	83
	65.1	68.5	61.4	61.3	74.6	60.1	59.1	70.9	74.6	77.2	71.8	43.2	50.9	32.0	67.7	69.2	61.1	61.7	68.8	55.5
MODERATE	184	86	98	10	19	60	52	42	98	43	55	87	43	43	43	43	46	52	113	52
	30.1	26.5	34.1	24.3	21.0	36.3	37.2	24.5	22.7	19.8	25.7	47.2	39.9	57.6	26.4	26.6	34.0	34.1	28.1	34.8
LIBERAL	24	13	12	6	4	5	5	4	9	4	5	15	9	6	9	4	7	5	10	13
	4.0	3.9	4.0	14.3	4.5	3.0	3.7	2.3	2.1	1.8	2.4	8.3	8.2	8.5	5.2	2.6	4.9	3.2	2.4	8.7
NO OPINION	5	4	1			1		4	2	2		3	1	1	1	2		1	3	2
	0.8	1.1	0.5			0.6		2.3	0.6	1.1		1.4	1.0	1.9	0.6	1.5		1.0	0.6	1.0

Table 16-2

T16. Generally speaking, do you consider yourself to be conservative, moderate or liberal on most issues?

	PAUL IMG RATING		GINGRICH IMG RATING		BACHMANN IMG RATING		SANTORUM IMG RATING		CAIN IMG RATING		HUNTSMAN IMG RATING		PERRY IMG RATING		AMES AWARENESS		AMES IMPACT			
	TOTAL	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	YES	NO	LOT	LIT TLE	NO IMPA
TOTAL	613	240	286	177	369	300	238	183	255	218	205	122	285	311	165	525	88	20	65	439
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
CONSERVATIVE	399	169	176	147	207	246	110	136	157	167	123	65	202	237	76	344	56	16	52	274
	65.1	70.2	61.7	83.1	55.9	81.7	46.2	74.4	61.7	76.6	59.9	53.0	70.9	76.4	45.9	65.4	63.5	79.1	80.2	62.5
MODERATE	184	57	98	29	139	50	108	44	80	47	70	52	70	70	73	162	22	4	10	148
	30.1	23.5	34.3	16.6	37.6	16.7	45.2	24.0	31.5	21.5	34.0	43.1	24.5	22.6	43.9	30.9	25.4	18.5	15.8	33.8
LIBERAL	24	12	10	1	20	3	18	2	15	3	11	5	11	2	16	17	8		2	15
	4.0	5.1	3.5	0.3	5.3	1.1	7.6	1.3	5.8	1.3	5.1	3.9	3.9	0.7	9.4	3.2	8.7		2.3	3.5
NO OPINION	5	3	1		4	1	2		3	1	2		2	1	1	3	2		1	1
	0.8	1.2	0.5		1.1	0.4	1.0	0.3	1.1	0.6	0.9		0.6	0.3	0.8	0.5	2.4	2.4	1.6	0.3

Table 16-3

T16. Generally speaking, do you consider yourself to be conservative, moderate or liberal on most issues?

	GOP PRES PRIMARY BALLOT TEST											IDEOLOGY			REGION			
	TOTAL	ROM NEY	PAUL	GING RICH	BACH MANN	SANT ORUM	CAIN	HUNT SMAN	PER RY	OTH ER	UNDE CIDE	CONSERVE	MODERATE	LIBERAL	ROCKHAM	HILLBORO	CENT EAST	NORTH WEST
TOTAL	613 100.0	223 100.0	88 100.0	14 100.0	63 100.0	8 100.0	20 100.0	16 100.0	112 100.0	20 100.0	50 100.0	399 100.0	184 100.0	24 100.0	153 100.0	184 100.0	147 100.0	129 100.0
CONSERVATIVE	399 65.1	142 63.9	52 59.4	6 43.4	51 80.5	4 50.4	14 73.3	2 10.7	89 79.5	5 23.4	34 68.4	399 100.0			100 65.3	117 63.7	96 65.2	86 67.0
MODERATE	184 30.1	71 31.9	29 33.0	8 56.6	11 17.4	3 34.0	4 22.6	14 89.3	23 20.5	8 39.3	13 26.6		184 100.0		50 32.3	52 28.2	45 30.7	38 29.3
LIBERAL	24 4.0	8 3.5	6 6.6			1 15.6	1 4.2			6 31.9	3 5.0			24 100.0	4 2.3	11 5.9	5 3.4	5 3.7
NO OPINION	5 0.8	2 0.7	1 1.1		1 2.1					1 5.4						4 2.2	1 0.7	

T17. For statistical purposes, are you a man or a woman?

	GEND			AGE					GEN~PTY						GEN~AGE				ROMNEY IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	TOT REP	REP MEN	REP WOM	TOT IND	IND MEN	IND WOM	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV
TOTAL	613	325	288	43	92	166	141	172	429	216	213	184	109	75	164	161	136	152	404	149
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MALE	325	325		28	47	89	69	92	216	216		109	109		164	161			207	81
	53.0	100.0		64.7	51.5	53.9	49.0	53.3	50.4	100.0		59.0	100.0		100.0	100.0			51.3	54.7
FEMALE	288		288	15	45	76	72	80	213		213	75		75			136	152	197	67
	47.0		100.0	35.3	48.5	46.1	51.0	46.7	49.6		100.0	41.0		100.0			100.0	100.0	48.7	45.3

T17. For statistical purposes, are you a man or a woman?

	PAUL IMG RATING		GINGRICH IMG RATING		BACHMANN IMG RATING		SANTORUM IMG RATING		CAIN IMG RATING		HUNTSMAN IMG RATING		PERRY IMG RATING		AMES AWARENESS		AMES IMPACT			
	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	YES	NO	LOT	LIT TLE	NO IMPA	
TOTAL	613	240	286	177	369	300	238	183	255	218	205	122	285	311	165	525	88	20	65	439
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MALE	325	138	146	97	194	167	125	91	152	121	116	71	164	168	95	280	45	15	34	230
	53.0	57.5	51.2	55.0	52.7	55.6	52.6	49.9	59.6	55.3	56.7	58.3	57.6	53.9	57.2	53.3	51.2	74.0	52.3	52.4
FEMALE	288	102	140	80	175	133	113	92	103	97	89	51	121	143	71	245	43	5	31	209
	47.0	42.5	48.8	45.0	47.3	44.4	47.4	50.1	40.4	44.7	43.3	41.7	42.4	46.1	42.8	46.7	48.8	26.0	47.7	47.6

Table 17-3

T17. For statistical purposes, are you a man or a woman?

	GOP PRES PRIMARY BALLOT TEST											IDEOLOGY			REGION			
	TOTAL	ROM NEY	PAUL	GING RICH	BACH MANN	SANT ORUM	CAIN	HUNT SMAN	PER RY	OTH ER	UNDE CIDE	CONSERVE	MODERATE	LIBERAL	ROCKHAM	HILLBORO	CENT EAST	NORTH WEST
TOTAL	613	223	88	14	63	8	20	16	112	20	50	399	184	24	153	184	147	129
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MALE	325	114	53	10	36	5	9	8	56	9	24	222	86	13	77	104	73	72
	53.0	51.4	60.6	69.3	57.5	57.6	45.3	51.1	50.2	46.6	48.1	55.7	46.8	52.5	50.2	56.3	49.5	55.6
FEMALE	288	108	35	4	27	3	11	8	56	10	26	177	98	12	76	80	74	57
	47.0	48.6	39.4	30.7	42.5	42.4	54.7	48.9	49.8	53.4	51.9	44.3	53.2	47.5	49.8	43.7	50.5	44.4

Table 18-1

T18. Which of the following age groups applies to you?

	GEND			AGE					GEN~PTY						GEN~AGE				ROMNEY IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	TOT REP	REP MEN	REP WOM	TOT IND	IND MEN	IND WOM	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV
TOTAL	613	325	288	43	92	166	141	172	429	216	213	184	109	75	164	161	136	152	404	149
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
18-34	43	28	15	43					31	20	11	12	7	4	28		15		26	13
	7.0	8.5	5.3	100.0					7.3	9.4	5.1	6.4	6.9	5.6	16.9		11.1		6.4	8.7
35-44	92	47	45		92				64	30	34	28	17	11	47		45		63	26
	15.0	14.6	15.5		100.0				15.0	14.0	16.0	15.0	15.8	14.0	28.8		32.8		15.5	17.5
45-54	166	89	76			166			105	56	49	61	34	27	89		76		98	50
	27.0	27.4	26.5			100.0			24.4	25.7	23.0	33.2	31.0	36.3	54.3		56.1		24.3	33.3
55-64	141	69	72				141		93	41	52	48	28	20		69		72	91	33
	23.0	21.3	25.0				100.0		21.6	19.0	24.2	26.2	25.7	27.0		43.0		47.3	22.6	21.8
65 PLUS	172	92	80					172	136	69	67	35	22	13		92		80	126	28
	28.0	28.2	27.8					100.0	31.8	31.9	31.6	19.2	20.7	17.0		57.0		52.7	31.2	18.8

Table 18-2

T18. Which of the following age groups applies to you?

	PAUL IMG RATING			GINGRICH IMG RATING		BACHMANN IMG RATING		SANTORUM IMG RATING		CAIN IMG RATING		HUNTSMAN IMG RATING		PERRY IMG RATING		AMES AWARENESS		AMES IMPACT		
	TOTAL	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	YES	NO	A LOT	LIT TLE	NO IMPA
TOTAL	613	240	286	177	369	300	238	183	255	218	205	122	285	311	165	525	88	20	65	439
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
18-34	43	24	15	10	26	21	14	10	21	13	14	10	20	17	14	30	13	6	2	22
	7.0	10.0	5.3	5.5	7.1	7.1	6.0	5.7	8.1	5.8	6.8	8.1	7.0	5.5	8.7	5.7	14.8	29.8	3.6	4.9
35-44	92	41	42	32	53	43	36	31	34	32	23	15	34	51	18	76	16	3	6	67
	15.0	17.1	14.8	18.1	14.3	14.3	14.9	17.0	13.4	14.8	11.3	12.6	11.9	16.4	11.1	14.4	18.5	16.0	9.0	15.2
45-54	166	68	72	41	103	79	69	49	61	49	71	32	81	82	43	146	20	1	25	118
	27.0	28.4	25.1	22.9	27.9	26.2	29.1	26.7	23.9	22.7	34.8	26.1	28.5	26.5	26.2	27.7	22.6	6.9	38.7	26.9
55-64	141	56	63	45	84	65	63	53	57	59	41	34	67	73	44	124	17	4	9	111
	23.0	23.3	21.9	25.5	22.8	21.7	26.2	29.1	22.5	27.1	19.8	27.8	23.4	23.6	26.4	23.7	19.1	21.4	13.7	25.3
65 PLUS	172	51	94	50	103	92	57	39	82	65	56	31	83	87	46	150	22	5	23	121
	28.0	21.1	32.9	28.1	27.8	30.7	23.8	21.5	32.1	29.6	27.2	25.3	29.2	28.0	27.6	28.5	25.0	26.0	35.1	27.6

Table 18-3

T18. Which of the following age groups applies to you?

	GOP PRES PRIMARY BALLOT TEST											IDEOLOGY			REGION			
	TOTAL	ROM NEY	PAUL	GING RICH	BACH MANN	SANT ORUM	CAIN	HUNT SMAN	PER RY	OTH ER	UNDE CIDE	CONSERVE	MODERATE	LIBERAL	ROCKHAM	HILLBORO	CENT EAST	NRTH WEST
TOTAL	613 100.0	223 100.0	88 100.0	14 100.0	63 100.0	8 100.0	20 100.0	16 100.0	112 100.0	20 100.0	50 100.0	399 100.0	184 100.0	24 100.0	153 100.0	184 100.0	147 100.0	129 100.0
18-34	43 7.0	16 7.1	12 13.6		6 8.9		1 6.0		6 5.6	2 10.4		26 6.6	10 5.7	6 25.3	2 1.3	15 8.4	13 9.0	12 9.4
35-44	92 15.0	35 15.8	18 20.1	2 16.8	10 15.2	1 15.4	6 30.6	2 13.7	12 10.9		6 11.1	69 17.2	19 10.5	4 16.9	22 14.4	35 18.9	22 14.7	14 10.5
45-54	166 27.0	55 24.5	25 28.3	3 19.4	17 26.4	2 18.5	4 19.2	2 12.2	37 32.8	8 41.2	15 29.3	99 24.9	60 32.6	5 20.4	41 26.9	63 34.2	33 22.1	29 22.4
55-64	141 23.0	40 18.1	19 22.2	7 52.9	13 20.2	3 42.4	5 23.6	7 47.4	25 22.2	4 22.8	16 31.9	83 20.9	52 28.5	5 21.4	42 27.4	31 16.8	38 26.1	30 23.1
65 PLUS	172 28.0	77 34.5	14 15.7	2 10.8	19 29.3	2 23.7	4 20.7	4 26.7	32 28.5	5 25.5	14 27.8	122 30.5	42 22.8	4 16.0	46 30.0	40 21.7	41 28.1	44 34.5

Table 19-1

T19. For statistical purposes only, what is your race? Press 1 if you are white, press 2 if you are not white.

	GEND			AGE					GEN~PTY						GEN~AGE				ROMNEY IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	TOT REP	REP MEN	REP WOM	TOT IND	IND MEN	IND WOM	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV
TOTAL	613	325	288	43	92	166	141	172	429	216	213	184	109	75	164	161	136	152	404	149
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WHITE	581	301	280	38	84	154	134	170	420	211	209	161	90	71	147	154	130	150	388	138
	94.7	92.6	97.2	89.6	91.5	93.3	95.1	98.9	97.9	97.4	98.4	87.4	82.8	93.9	89.3	95.9	95.7	98.5	96.1	92.7
HISPANIC LATINO	7	3	3		6	1			4	1	3	3	2	1	3		3		4	3
	1.1	1.1	1.1		6.0	0.8			0.9	0.7	1.2	1.5	1.9	1.0	2.1		2.4		1.0	1.9
BLACK AFRICAN AMERICAN	7	6	1	2	1	1	1	1				7	6	1	5	2		1	5	1
	1.1	1.9	0.2	5.0	1.5	0.6	0.6	0.8				3.7	5.7	0.8	2.8	1.0		0.4	1.3	0.5
OTHER ETHNIC GROUP	19	14	4	2	1	9	6	1	5	4	1	14	10	3	9	5	3	2	7	7
	3.0	4.5	1.5	5.4	1.0	5.3	4.3	0.3	1.2	1.9	0.5	7.4	9.6	4.3	5.8	3.1	1.9	1.1	1.7	4.9

T19. For statistical purposes only, what is your race? Press 1 if you are white, press 2 if you are not white.

	PAUL IMG RATING		GINGRICH IMG RATING		BACHMANN IMG RATING		SANTORUM IMG RATING		CAIN IMG RATING		HUNTSMAN IMG RATING		PERRY IMG RATING		AMES AWARENESS		AMES IMPACT			
	TOTAL	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	YES	NO	A LOT	LIT TLE	NO IMPA
TOTAL	613	240	286	177	369	300	238	183	255	218	205	122	285	311	165	525	88	20	65	439
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WHITE	581	224	272	169	350	283	226	167	242	199	198	117	265	300	149	496	84	19	60	415
	94.7	93.2	95.3	95.1	94.9	94.1	94.6	91.4	95.1	91.2	96.6	96.0	93.0	96.5	90.4	94.5	96.3	93.7	92.9	94.7
HISPANIC LATINO	7	2	5	3	2	5	2	4	2	5	1	2	2	5	2	6	1	1		5
	1.1	0.9	1.6	1.9	0.7	1.5	0.9	2.2	0.7	2.1	0.4	1.9	0.7	1.5	1.4	1.1	1.2	6.3		1.0
BLACK AFRICAN AMERICAN	7	2	4	1	5	6		4	2	5	1	1	5	2	4	5	2			5
	1.1	0.9	1.3	0.6	1.3	2.0		2.1	0.8	2.4	0.4	0.9	1.7	0.7	2.3	0.9	2.5			1.0
OTHER ETHNIC GROUP	19	12	5	4	11	7	11	8	9	9	5	2	13	4	10	19			5	14
	3.0	5.0	1.9	2.4	3.1	2.5	4.4	4.3	3.4	4.3	2.6	1.3	4.6	1.4	6.0	3.6			7.1	3.2

Table 19-3

T19. For statistical purposes only, what is your race? Press 1 if you are white, press 2 if you are not white.

	GOP PRES PRIMARY BALLOT TEST											IDEOLOGY			REGION			
	TOTAL	ROM NEY	PAUL	GING RICH	BACH MANN	SANT ORUM	CAIN	HUNT SMAN	PER RY	OTH ER	UNDE CIDE	CONSERVE	MODERATE	LIBERAL	ROCKHAM	HILLBORO	CENT EAST	NRTH WEST
TOTAL	613	223	88	14	63	8	20	16	112	20	50	399	184	24	153	184	147	129
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WHITE	581	217	79	14	57	8	19	15	108	16	47	385	170	21	145	171	143	122
	94.7	97.6	90.0	100.0	90.1	100.0	94.8	95.7	96.9	80.3	94.3	96.4	92.2	84.5	94.6	92.9	97.2	94.8
HISPANIC LATINO	7	3			2		1		1			5	2			5	1	1
	1.1	1.2			2.8		5.2		1.1			1.2	1.1			2.6	0.9	0.6
BLACK AFRICAN AMERICAN	7	2	2		2						1	2	5		3	2	2	
	1.1	0.7	2.5		3.3						1.8	0.5	2.5		1.8	1.1	1.4	
OTHER ETHNIC GROUP	19	1	7		2			1	2	4	2	7	8	4	6	6	1	6
	3.0	0.4	7.6		3.7			4.3	2.0	19.7	4.0	1.8	4.1	15.5	3.6	3.4	0.6	4.6

Table 20-1

REGION	GEND			AGE					GEN~PTY						GEN~AGE				ROMNEY IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	TOT REP	REP MEN	REP WOM	TOT IND	IND MEN	IND WOM	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV
TOTAL	613	325	288	43	92	166	141	172	429	216	213	184	109	75	164	161	136	152	404	149
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ROCKINGHAM	153	77	76	2	22	41	42	46	102	49	53	51	28	23	37	40	29	48	106	35
	25.0	23.7	26.5	4.6	24.0	24.9	29.7	26.8	23.8	22.6	25.1	27.7	25.9	30.4	22.4	25.0	21.0	31.4	26.2	23.8
HILLSBOROUGH	184	104	80	15	35	63	31	40	123	65	58	61	39	23	64	40	49	31	131	36
	30.0	31.9	27.9	36.1	37.8	38.0	21.9	23.2	28.6	30.0	27.1	33.3	35.6	30.1	39.0	24.6	36.1	20.6	32.4	24.1
CENTRAL EAST	147	73	74	13	22	33	38	41	107	49	59	40	24	16	35	38	32	42	91	43
	24.0	22.4	25.8	31.0	23.5	19.6	27.2	24.1	25.1	22.6	27.6	21.5	22.1	20.7	21.4	23.5	23.8	27.5	22.5	29.0
NORTH WEST	129	72	57	12	14	29	30	44	97	54	43	32	18	14	28	43	26	31	77	34
	21.0	22.0	19.9	28.3	14.7	17.4	21.1	25.9	22.6	24.8	20.2	17.4	16.4	18.8	17.3	26.9	19.2	20.5	19.0	23.1

Table 20-2

REGION	PAUL IMG RATING		GINGRICH IMG RATING		BACHMANN IMG RATING		SANTORUM IMG RATING		CAIN IMG RATING		HUNTSMAN IMG RATING		PERRY IMG RATING		AMES AWARENESS		AMES IMPACT			
	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	YES	NO	A LOT	LIT TLE	NO IMPA	
TOTAL	613	240	286	177	369	300	238	183	255	218	205	122	285	311	165	525	88	20	65	439
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ROCKINGHAM	153	52	83	52	84	97	45	54	56	60	50	28	80	84	36	134	19	5	18	112
	25.0	21.7	29.2	29.1	22.8	32.4	18.9	29.2	22.1	27.7	24.6	23.0	28.0	26.9	21.9	25.6	21.6	22.8	27.6	25.5
HILLSBOROUGH	184	82	78	45	115	73	90	50	71	62	62	35	79	91	48	156	28	8	18	131
	30.0	34.0	27.4	25.5	31.1	24.2	37.6	27.4	27.9	28.6	30.4	28.6	27.8	29.2	29.2	29.7	31.8	38.2	27.3	29.8
CENTRAL EAST	147	59	63	44	90	71	55	47	64	53	44	31	65	71	44	129	18	4	18	106
	24.0	24.4	22.0	24.5	24.3	23.6	23.0	25.6	25.1	24.3	21.4	25.9	22.9	22.9	26.8	24.5	20.9	19.6	27.2	24.2
NORTH WEST	129	48	61	37	80	59	49	33	64	42	48	27	61	65	37	106	23	4	12	90
	21.0	19.8	21.4	20.9	21.7	19.8	20.5	17.8	25.0	19.4	23.6	22.5	21.2	21.0	22.1	20.2	25.7	19.4	17.9	20.5

Table 20-3

REGION

	GOP PRES PRIMARY BALLOT TEST											IDEOLOGY			REGION			
	TOTAL	ROM NEY	PAUL	GING RICH	BACH MANN	SANT ORUM	CAIN	HUNT SMAN	PER RY	OTH ER	UNDE CIDE	CONSERVE	MODERATE	LIBERAL	ROCKHAM	HILLBORO	CENT EAST	NORTH WEST
TOTAL	613 100.0	223 100.0	88 100.0	14 100.0	63 100.0	8 100.0	20 100.0	16 100.0	112 100.0	20 100.0	50 100.0	399 100.0	184 100.0	24 100.0	153 100.0	184 100.0	147 100.0	129 100.0
ROCKINGHAM	153 25.0	59 26.5	19 21.1	2 14.0	16 25.2	2 28.7	2 10.1	5 28.8	32 28.8	3 15.5	14 27.2	100 25.1	50 26.9	4 14.7	153 100.0			
HILLSBOROUGH	184 30.0	76 34.2	29 33.1	1 10.6	18 29.0	2 18.5	6 32.3	3 19.4	29 25.7	6 31.8	13 26.1	117 29.3	52 28.1	11 44.8		184 100.0		
CENTRAL EAST	147 24.0	45 20.4	23 26.2	7 52.8	15 24.3	3 41.5	5 23.1	5 34.4	24 21.9	4 20.8	14 27.9	96 24.0	45 24.5	5 20.8			147 100.0	
NORTH WEST	129 21.0	42 18.9	17 19.6	3 22.6	14 21.5	1 11.3	7 34.5	3 17.5	26 23.6	6 31.8	9 18.9	86 21.6	38 20.5	5 19.6				129 100.0