

Results of SurveyUSA Election Poll #19082



Sponsor:

WRAL-TV (Raleigh)

Geography: North Carolina

Data Collected: 03/16/2012 - 03/20/2012

Release Date: 03/20/2012

One Month Till North Carolina Voting Begins, Santorum Leads GOP Primary: One month till early voting in the North Carolina primary begins, and 7 weeks until ballots are counted, Rick Santorum leads Mitt Romney 34% to 26%, according to a SurveyUSA poll conducted for WRAL-TV in Raleigh. Newt Gingrich is in 3rd place, at 18%. Ron Paul is in 4th place, at 10%. Santorum leads Romney by 27 points among North Carolina Republicans who describe themselves as "very conservative." Romney leads Santorum by 7 points among Republicans who describe themselves as "moderate." Santorum leads in Greensboro, Raleigh, Charlotte and Western NC. Romney leads in Southern and Coastal Carolina.

Cell phones and home phones included in this research. 1,990 North Carolina adults were interviewed by SurveyUSA 03/16/12 through 03/20/12. Of the adults, 1,446 were registered to vote in North Carolina. Of the registered voters, 1,001 were determined to be likely to vote in the 05/08/12 primary. A subset of 403 were determined by SurveyUSA to be likely to vote in the Republican primary for President of the United States. This research was conducted using blended sample, mixed mode. Respondents reachable on a home telephone (81% of adults), were interviewed on their home telephone in the recorded voice of a professional announcer. Respondents unreachable on a home telephone (19% of adults) were shown a questionnaire on their smartphone, tablet, laptop or other electronic device.

1 If the Republican Primary for President of the United States were today, and you were filling out your Republican primary ballot now, who would you vote for? (candidate names rotated) Mitt Romney? Newt Gingrich? Ron Paul? Or Rick Santorum?

| 403 Likely Republican Primary Voter | All | Gender | | Age | | | | <50 / 50+ | | Race | | Cell Phone / Lan | | Party | | | Tea Party Memb | |
|--------------------------------------|------|--------|--------|-------|-------|-------|------|-----------|------|-------|-------|------------------|---------|---------|--------|---------|----------------|------|
| | | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | 18-49 | 50+ | White | Black | Cell Ph | Landlin | Republi | Democr | Indepen | Yes | No |
| Margin of Sampling Error: +/-5% | | | | | | | | | | | | | | | | | | |
| Romney | 26% | 28% | 24% | 28% | 20% | 24% | 37% | 23% | 30% | 27% | 16% | 24% | 27% | 26% | ** | 31% | 28% | 25% |
| Gingrich | 18% | 22% | 13% | 13% | 16% | 22% | 20% | 15% | 21% | 18% | 17% | 10% | 20% | 19% | ** | 10% | 24% | 18% |
| Paul | 10% | 13% | 7% | 20% | 9% | 9% | 6% | 13% | 7% | 10% | 9% | 15% | 9% | 9% | ** | 15% | 22% | 8% |
| Santorum | 34% | 31% | 38% | 17% | 41% | 39% | 31% | 33% | 35% | 34% | 31% | 28% | 36% | 34% | ** | 33% | 24% | 37% |
| Undecided | 11% | 5% | 18% | 22% | 13% | 7% | 7% | 16% | 7% | 11% | 28% | 24% | 8% | 11% | ** | 11% | 2% | 11% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 0% | 100% | 100% | 100% |
| Composition of Likely Republican Pri | 100% | 53% | 47% | 15% | 32% | 28% | 25% | 47% | 53% | 90% | 5% | 20% | 80% | 89% | 0% | 11% | 14% | 81% |

1 If the Republican Primary for President of the United States were today, and you were filling out your Republican primary ballot now, who would you vote for? (candidate names rotated) Mitt Romney? Newt Gingrich? Ron Paul? Or Rick Santorum?

| 403 Likely Republican Primary Voter | All | Ideology | | | | | Region | | | |
|--------------------------------------|------|----------|--------|-------|---------|---------|----------|--------|---------|---------|
| | | Very Co | Conser | Moder | Liberal | Very Li | Charlott | Greens | Raleigh | Souther |
| Margin of Sampling Error: +/-5% | | | | | | | | | | |
| Romney | 26% | 17% | 31% | 34% | ** | ** | 26% | 25% | 27% | 31% |
| Gingrich | 18% | 23% | 19% | 12% | ** | ** | 15% | 19% | 19% | 22% |
| Paul | 10% | 10% | 8% | 12% | ** | ** | 10% | 10% | 8% | 13% |
| Santorum | 34% | 44% | 32% | 27% | ** | ** | 36% | 38% | 35% | 23% |
| Undecided | 11% | 6% | 9% | 15% | ** | ** | 13% | 8% | 12% | 11% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Likely Republican Pri | 100% | 33% | 41% | 23% | 1% | 1% | 36% | 22% | 28% | 14% |

** Too few respondents of this type were interviewed for this data to be meaningful.

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Statement of Methodology: About the Poll: This poll was conducted by telephone in the voice of a professional announcer. Respondent households were selected at random, using Random Digit Dialed (RDD) sample provided by Survey Sampling, of Fairfield CT. All respondents heard the questions asked identically. The pollster's report includes the geography that was surveyed; the date(s) interviews were conducted, the number of respondents who answered each question and the theoretical margin of sampling error for each question. Where necessary, respondents were weighted using the most recent US Census estimates for age, gender, ethnic origin and region, to align the sample to the population. In theory, one can say with 95% certainty that the results would not vary by more than the stated margin of sampling error, in one direction or the other, had the entire universe of respondents with home telephones been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than sampling error. These include: the difficulty of interviewing respondents who do not have a home telephone; the refusal by some with home telephones to be interviewed; the order in which questions are asked; the wording of questions; the way and extent to which data are weighted; and the manner in which specialized populations, such as likely voters, are determined. It is difficult to quantify the errors that may result from these and other factors. Research methodology, questionnaire design and fieldwork for this survey were completed by SurveyUSA of Clifton, NJ. This statement conforms to the principles of disclosure of the National Council on Public Polls.