

VANDERBILT POLL: FEBRUARY 2012

The February 2012 Vanderbilt Poll was conducted by the Center for the Study of Democratic Institutions at Vanderbilt University and it involved telephone interviews with a representative sample of 1,508 registered voters living in Tennessee. Telephone interviews were conducted by landline (906) and cell phone (602, including 255 without a landline phone). Not only is the survey among the larger primary surveys conducted during the 2012 Republican primary, but by contacting both landline only and cell phone only registered voters the Vanderbilt Poll can account for possible differences between cell phone and landline users.

The survey was conducted by Princeton Survey Research Associates International (PSRAI). Interviews were done in English by Princeton Data Source from February 16 to 22, 2012. Each landline and cell phone was called up to 5 times to minimize potential non-response bias. Statistical results are weighted to correct known demographic discrepancies and make the responses representative. The margin of sampling error for the complete set of weighted data is ± 3.0 percentage points.

VANDERBILT POLL DETAILS:**N=1,508 REGISTERED VOTERS IN TENNESSEE****LANDLINE – 906****CELL PHONE – 602****MARGIN OF ERROR: PLUS OR MINUS 3 PERCENTAGE POINTS FOR RESULTS BASED ON TOTAL REGISTERED VOTERS****INTERVIEWING DATES: FEBRUARY 16-22, 2012****INTERVIEWING LANGUAGE: ENGLISH ONLY****INTERVIEWS BY: PRINCETON SURVEY RESEARCH ASSOCIATES INTERNATIONAL**

TOP-LINE RESULT: REPUBLICAN PRIMARY HORSE RACE IN TENNESSEE

If the Tennessee Republican primary were held between February 16-22, 2012, the results of the February Vanderbilt Poll reveals that among the 815 registered voters who indicate that they have either already voted or who plan on voting, former Pennsylvania Senator Rick Santorum would beat former Massachusetts Governor Mitt Romney by 18%. This percentage is based on “pushing” any likely voter who does not initially choose a candidate to choose a candidate. Even after pushing likely voters to choose a candidate, however, 13% are unable or unwilling to do so.

<i>If the Tennessee Republican Presidential Primary were held today, who would you vote for: [Registered Likely & Early Voters, Pushed]</i>	
Candidate	Percentage
Santorum	38%
Romney	20%
Paul	15%
Gingrich	13%
Undecided	13%
SOURCE: VANDERBILT POLL, FEBRUARY 16-22, 2012	
SAMPLE SIZE: 815	

Included in the above percentages are a number of likely voters who initially indicated “none of the above” or “don’t know.” If we ignore the 48 early voters and look only at the 767 registered voters who indicate that they intend to vote in the Republican primary, 33% support Santorum, 17% support Romney, 13% support Paul, and 10% support Gingrich. However, 10% indicate “none of the above” and 14% say that they do not know.

<i>If the Tennessee Republican Presidential Primary were held today, who would you vote for: [Registered Likely Voters]</i>	
Candidate	Percentage
Santorum	33%
Romney	17%
Paul	13%
Gingrich	10%
None of the Above	10%
Don’t know	14%
SOURCE: VANDERBILT POLL, FEBRUARY 16-22, 2012	
SAMPLE SIZE: 767	

Pushing the 24 % who indicate “None of the Above” or “Don’t know” reveals that more such voters would decide for Mitt Romney than any other by a narrow margin.

<i>If the Tennessee Republican Presidential Primary were held today, who would you vote for: [Pushed Registered Likely Voters]</i>	
Candidate	Percentage
Santorum	14%
Romney	19%
Paul	8%
Gingrich	10%
None of the Above	36%
Don't know	14%
SOURCE: VANDERBILT POLL, FEBRUARY 16-22, 2012	
SAMPLE SIZE 187	

VARIATION IN SUPPORT BY VOTER GROUPS:

Breaking the candidates’ support down further reveals additional cleavages. Among the 25 % of the sample of registered likely and early voters in the Republican primary who consider themselves member of the Tea Party, Santorum’s support is even higher – 48%. Among the 64% who say they agree with the ideas of the Tea Party (but whom would not necessarily consider themselves part of the Tea Party), 45% would support Santorum. Among the 75 % who consider themselves “born-again,” Santorum’s support is 40%. Looking at the division by gender, females are more likely to be undecided– 17% versus 10% among males – and Gingrich has more support among males. Looking at the 36% of the probably primary electorate who is under the age of 45, we see less support for Santorum and more support for Ron Paul.

<i>If the Tennessee Republican Presidential Primary were held today, who would you vote for: [Registered Likely & Early Voters, Pushed]</i>						
Candidate	Tea Party Members	Supporters of Tea Party Ideas	Born Again Christians	Females	Males	Age < 45
Santorum	48%	45%	40%	39%	38%	28%
Romney	15%	17%	19%	22%	18%	23%
Paul	14%	15%	13%	18%	18%	26%
Gingrich	13%	13%	14%	10%	16%	11%
Undecided	10%	9%	13%	17%	10%	12%
% of Sample	25%	64%	75%	48%	53%	36%
SOURCE: VANDERBILT POLL, FEBRUARY 16-22, 2012						
SAMPLE SIZE: 815						

WEIGHTED TOP-LINES:

Q12 If the Tennessee Republican Presidential Primary were held today, who would you vote for...[READ AND RANDOMIZE 1-4, THEN 5 ALWAYS LAST]

BASED ON REGISTERED VOTERS WHO MAY VOTE IN THE GOP PRIMARY [N=767]

CURRENT

17	Mitt Romney
10	Newt Gingrich
13	Ron Paul
33	Rick Santorum
10	None of the above
*	(DO NOT READ) Would not vote
14	(DO NOT READ) Don't know
3	(DO NOT READ) Refused

Q12b Which candidate did you vote for in the Republican Presidential Primary? Did you vote for... [READ AND RANDOMIZE 1-4]

BASED ON REGISTERED VOTERS WHO ALREADY VOTED IN THE GOP PRIMARY [N=48]

CURRENT

19	Mitt Romney
13	Newt Gingrich
4	Ron Paul
41	Rick Santorum
3	(DO NOT READ) Don't know
20	(DO NOT READ) Refused

Q13 IS ASKED IF Q12= "NONE OF THE ABOVE", "WOULD NOT VOTE," "DON'T KNOW", OR "REFUSED"

Q13 If you had to choose among the four main candidates, who would you vote for? [READ AND RANDOMIZE 1-4 IN SAME ORDER AS Q12]

BASED ON REGISTERED VOTERS WHO WOULD NOT VOTE FOR ROMNEY, GINGRICH, PAUL OR SANTORUM [N=187]

CURRENT

19	Mitt Romney
10	Newt Gingrich
8	Ron Paul
14	Rick Santorum
36	(DO NOT READ) Don't know
12	(DO NOT READ) Refused