

The St. Norbert College – Wisconsin Public Radio

Wisconsin Survey – Spring 2012

REPUBLICAN PRIMARY VOTE

Survey Information:

Random Selection, Landline and Cell Telephone Survey

Number of Adult Wisconsin Residents: 403

LIKELY VOTERS

Interview Period: 3/24/2012 – 3/28/2012

Margin of Error: +/- 5% at the 95% confidence level.

Contact:

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- *NOTE: Percentages may not add to 100% due to rounding.*

If the Wisconsin Republican Presidential Primary were being held today which of the following candidates would you vote for: Newt Gingrich, Ron Paul, Mitt Romney or Rick Santorum. [ROTATE]

Mitt Romney	37%
Rick Santorum	32%
Ron Paul	8%
Newt Gingrich	4%
Other (Please specify).....	5%
Not Sure	11%
Refused	2%

What is the PRIMARY reason you feel [candidate named in previous question] would make the best Republican nominee? (open-ended)

OF ROMNEY SUPPORTERS:

Experience	25%
Most Likely to Beat Obama.....	17%
Agree with Policies.....	11%
Don't Like the Others	9%
Moderate	5%
General Appeal	5%
Agree with Values	3%
Honest	3%
Most Likely to Win Nomination.....	2%
Don't Know the Others.....	2%
Conservative	2%
Capable	2%
Other	8%
Not Sure	3%

OF SANTORUM SUPPORTERS:

Conservative	22%
Agree with Values	16%
Agree with Policies.....	12%
Don't Like the Others	11%
More in Touch with the People	6%
Honest	6%
General Appeal	5%
Does Not Think He'll Win	5%
Most Likely to Beat Obama.....	2%
Experience	1%
Ads	1%
Stance on Healthcare	1%
Other	1%
Not Sure	10%

OF PAUL SUPPORTERS:

Best Ideas on Govt Spending, Monetary Policy etc	22%
Share Views	17%
Honest	14%
Independent/Different.....	11%
Don't Like the Others	8%
Common Sense	6%
Intelligent	3%
General Appeal	3%
Will Follow the Constitution	3%
Won't Win	3%
Cross Candidate	3%
Not Sure	4%

OF GINGRICH SUPPORTERS:

Good Ideas	18%
Experience	14%
Most Likely to Beat Obama.....	9%
Articulate	9%
Honest	9%
Smart	9%
Don't Like the Others	9%
Conservative	5%
Not Wealthy	5%
Knows How to Deal with Democrats	5%
Knowledgeable	5%
Not Sure	5%

For the following Republican presidential candidates, please tell me whether you have a favorable or unfavorable opinion or whether you have not heard of the candidate. (ROTATE NAMES)

	Favorable	Unfavorable	Have Not Heard of	Not Sure	Refused
Former Governor of Massachusetts Mitt Romney	62%	29%	1%	8%	0%
Former Speaker of the House Newt Gingrich	32%	55%	2%	12%	0%
Congressman Ron Paul	40%	39%	6%	14%	0%
Former Senator Rick Santorum	58%	28%	4%	11%	0%

OF THOSE WHO HAD AN OPINION:

	Favorable	Unfavorable
Former Governor of Massachusetts Mitt Romney	68%	32%
Former Speaker of the House Newt Gingrich	37%	63%
Congressman Ron Paul	51%	49%
Former Senator Rick Santorum	68%	33%

What do you think is the most important issue in this year's presidential election? (open-ended)

Economy and Jobs	48%
Healthcare	14%
Budget, Deficit, Taxes, Spending	10%
Getting Obama Out of Office	8%
Gas Prices and Energy Policy	5%
Competence and Honesty	2%
Need for Bipartisanship	1%
Pro-Life Issues	1%
Education	1%
Not Sure	1%
Too Many to Say	1%
Other	6%
Refused	1%