

MITT ROMNEY: FIRST IMPRESSIONS

After a strong second place finish in Iowa and a decisive victory in New Hampshire, what do those early voters *really* think about the Republican frontrunner?



% of respondents

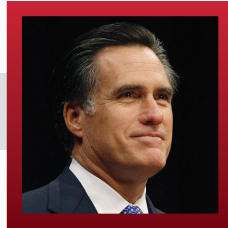


% voted for Romney



IOWA

1,787 Respondents



NEW HAMPSHIRE

2,760 Respondents

MOST IMPORTANT:



True conservative



Strong moral character



Can defeat Obama



13%



20%



63%

#1 ISSUE:



Abortion



Economy



16%



46%

INCOME:



Less than \$50K



More than \$100K



31%



48%

AGE:



18-29*



65 or older

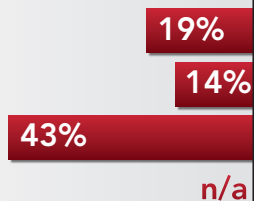


26%



42%

TEA PARTY:



Support



Strongly support



Oppose



Strongly oppose



41%



36%

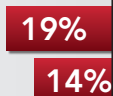


28%



21%

SELF-ID:



Independents



Evangelicals



30%



31%

CNN New Hampshire Republican Primary exit poll, January 10, 2012. Available at: <http://www.cnn.com/election/2012/primaries/epolls/nh>.
CNN Iowa Republican Caucus entrance poll, January 3, 2012. Available at: <http://www.cnn.com/election/2012/primaries/epolls/ia>.

* Iowa poll age range was 17-29.

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Infographic by Bill Rapp.



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