



**FOR IMMEDIATE RELEASE
INTERVIEWS AND QUESTIONS:**

**January 6, 2011
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**NEW HAMPSHIRE 2012 GOP PRESIDENTIAL PRIMARY SURVEY RELEASE
MITT ROMNEY LEADS POTENTIAL GOP PRIMARY FIELD BY 23 POINTS
ROMNEY 39%, PALIN 16%, HUCKABEE 10%, GINGRICH 8%, PAUL 7%,
PAWLENTY 4%, SANTORUM 3%, BARBOUR 1%, "ANOTHER CANDIDATE" 4%,
UNDECIDED 8%**

Louisville, CO – Magellan Data and Mapping Strategies today released an autodial survey of likely 1,451 Republican primary voters, and independent voters that are likely to vote in the 2012 Republican Presidential primary in the state of New Hampshire. The survey was commissioned by NHJournal.com.

The survey finds former Massachusetts Governor Mitt Romney leading potential challengers with 39% support. Former Alaska Governor and 2008 Vice Presidential candidate Sarah Palin is second with 16%, former Arkansas Governor Mike Huckabee is third with 10%. Following the top three include former House Speaker Newt Gingrich with 8%, Congressman Ron Paul with 7%, and former Minnesota Governor Tim Pawlenty with 4%. The bottom two candidates include former Pennsylvania Senator Rick Santorum with 3%, and Mississippi Governor Haley Barbour with 1%. The generic "another candidate" has 4% and 8% responded as undecided.

This survey is a very early measurement of the potential 2012 Republican Presidential primary field. Mitt Romney's strength is not surprising considering his strong second place finish to John McCain in 2008, and his regional advantage of being a former Governor of a state bordering New Hampshire. Many political observers have commented on the "late" start of potential 2012 Presidential primary candidates in comparison to the 2008 Presidential primary. We agree with this observation, and view the survey results as an "uninformed" snapshot of likely New Hampshire Republican Presidential primary voter opinion.

While many potential candidates have ventured to New Hampshire in 2010, or plan appearances in early 2011, no candidate has made the decision to come out early and spend resources. As candidates emerge, introduce themselves to New Hampshire voters, and spend resources in 2011, this survey will be useful in tracking the shifts of candidate support and voter opinion.

2012 Republican Presidential Primary Ballot Test*

Looking at the survey results by voter subgroup, it becomes apparent that female voters are a significant part of Mitt Romney’s support. Among all female respondents, 42% support Mitt Romney with a 29 point lead over Sarah Palin. Among all male voters, 37% support Mitt Romney with an 18 point lead over Sarah Palin. The following table shows the ballot test responses by major voter subgroups. Additional voter subgroups, including fiscal and social conservatives, moderates and liberals, are included in the survey crosstabs.

<u>Candidate</u>	<u>All Voters</u>	<u>GOP Voters</u>	<u>Ind Voters</u>	<u>All Men</u>	<u>All Wom</u>	<u>GOP Men</u>	<u>GOP Wom</u>	<u>Ind Men</u>	<u>Ind Wom</u>
Romney Lead	+23.9	+23.6	+24.5	+18	+29	+19	+29	+17	+32
Romney	39%	40%	39%	37%	42%	37%	43%	36%	41%
Palin	16%	16%	14%	19%	13%	18%	14%	19%	9%
Huckabee	10%	11%	10%	9%	12%	9%	12%	8%	12%
Gingrich	8%	9%	7%	9%	7%	11%	7%	6%	8%
Paul	7%	5%	10%	8%	5%	6%	3%	11%	9%
Pawlenty	4%	3%	4%	3%	4%	3%	4%	5%	4%
Other Cand.	4%	4%	5%	4%	5%	5%	4%	3%	7%
Santorum	3%	3%	2%	3%	2%	4%	2%	2%	2%
Barbour	1%	1%	1%	1%	1%	1%	1%	1%	1%
Undecided	8%	8%	8%	7%	9%	6%	10%	9%	7%

**Survey results are rounded to a whole number from actual crosstab results.*

Candidate Image Ratings

Among the eight potential candidates tested in the survey, four have a favorable image rating above 50%. Candidates in this group include Mitt Romney with 73%, Sarah Palin with 59%, Mike Huckabee with 55% and Newt Gingrich with 52%. These potential candidates also have the highest name recognition and the smallest percentage of voters to respond they have no opinion or have never heard of them.

<u>Candidate</u>	<u>Fav Opinion</u>	<u>Unfav Opinion</u>	<u>No Opinion</u>	<u>Never Heard Of</u>	<u>Name ID</u>
Romney	73%	16%	10%	1%	99%
Palin	59%	31%	10%	0%	100%
Huckabee	55%	27%	16%	2%	98%
Gingrich	52%	32%	15%	1%	99%
Paul	41%	29%	28%	2%	98%
Pawlenty	30%	14%	30%	26%	74%
Santorum	27%	20%	32%	21%	79%
Barbour	21%	22%	30%	27%	73%



Survey Commissioned By

Magellan Data and Mapping Strategies fielded this survey for NHJournal.com.

Survey Methodology

This survey was conducted using automated telephone touch tone technology. The sample used for this survey was randomly drawn from a New Hampshire voter file among households containing at least one registered Republican or independent voter. Independent voters were screened for their intention to vote in the 2012 Presidential primary, and their intention to request a Republican primary ballot. The response data was weighted to reflect past Republican primary voting demographics from the 2008 Republican Presidential primary election. The 1,451 interviews were conducted on Tuesday, January 4th from 6:00 to 8:00pm. Three attempts were made to interview each household in the sample. This survey has a margin of error of 2.57% at the 95 percent confidence interval.

The survey topline results are included in this document along with a map of the polling regions. The survey release, toplines, crosstabs and presentation can be downloaded at www.MagellanStrategies.com under the "Survey Archives" tab on the front page of our website. Any questions regarding this survey should be directed to David Flaherty at 303-861-8585, or dflaherty@magellanstrategies.com.





About Magellan Data and Mapping Strategies

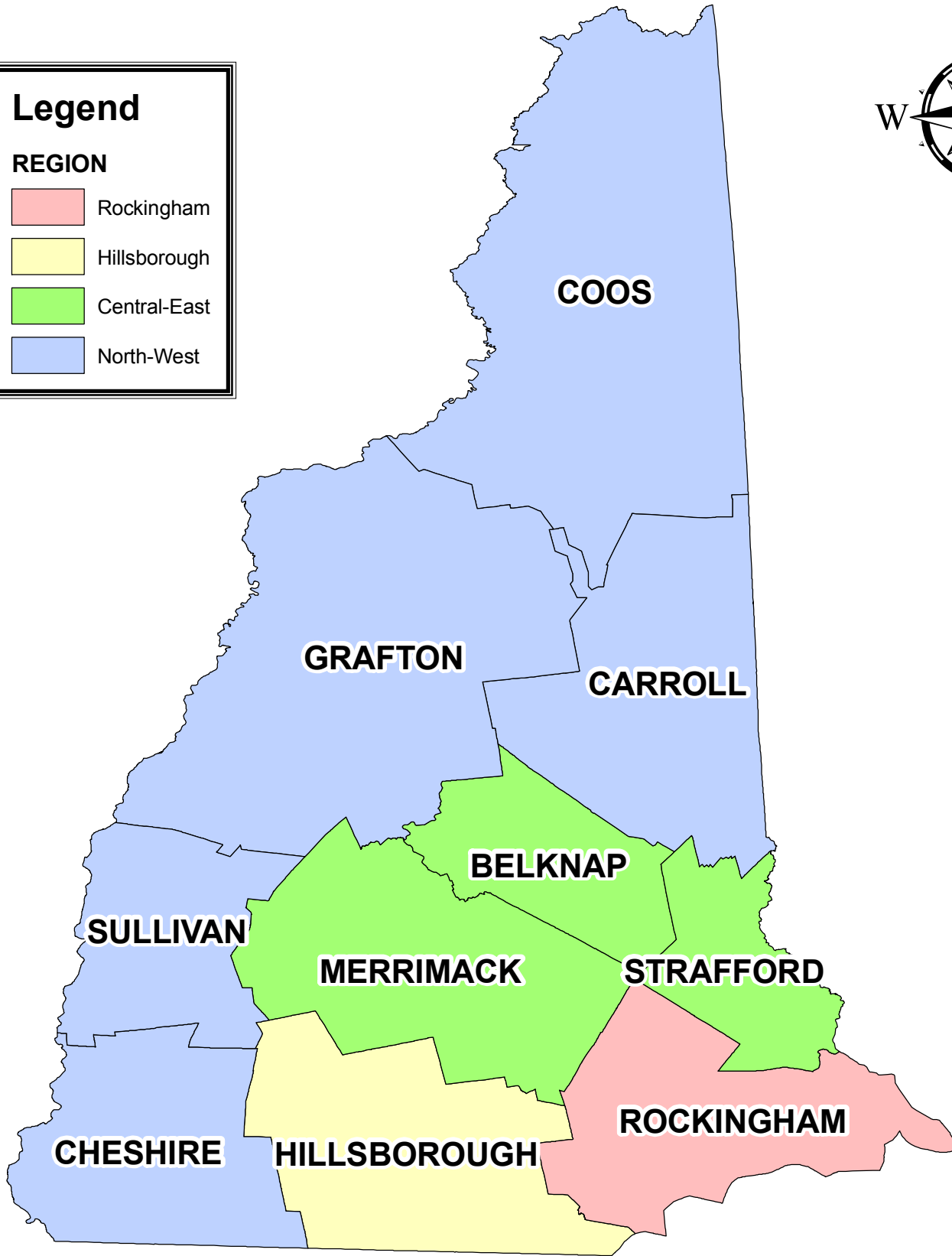
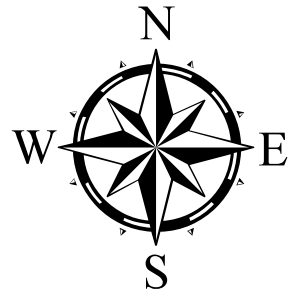
Magellan CEO David Flaherty has extensive experience applying political data and technology gained throughout his 18 year career at the Republican National Committee, the U.S. House of Representatives, and public affairs firms specializing in measuring public opinion. The Magellan Strategies team has extensive experience building voter registration databases, data analysis, demographic analysis, GIS mapping technology, quantitative live and automated survey research, predictive data modeling, and redistricting technology. Visit our website at MagellanStrategies.com for more information about our firm.



Legend

REGION

-  Rockingham
-  Hillsborough
-  Central-East
-  North-West



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Magellan Polling Regions for New Hampshire



January 6, 2011
MEMORANDUM

TO: INTERESTED PARTIES
FR: DAVID FLAHERTY
MAGELLAN DATA AND MAPPING STRATEGIES
RE: NEW HAMPSHIRE 2012 REPUBLICAN PRESIDENTIAL PRIMARY SURVEY
TOPLINE RESULTS

Magellan Data and Mapping Strategies are pleased to present the topline results of a 1,451N autodial survey of likely Republican primary voters, and independent voters that are likely to vote in the 2012 Republican Presidential primary in the state of New Hampshire. The interviews were conducted January 4th, 2010. This survey has a margin of error of +/- 2.57% at the 95 percent confidence interval. The survey results were weighted based upon voter Republican primary turnout demographics from the 2008 primary election. Two different surveys were fielded to rotate image rating questions and the order that the candidate names were read on the ballot test.

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

Republican..... 67%
Independent..... 33%

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 to independent voters only)

Extremely Likely..... 91%
Very Likely 6%
Somewhat Likely 3%

T3. And if the primary election was held today, would you choose to vote in the Democrat primary or the Republican primary? (Asked to independent voters only)

Republican primary100%

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

Extremely Likely..... 95%
Very Likely 3%
Somewhat Likely 2%

Thinking now about people active in politics.....

T5. Do you have a favorable or unfavorable opinion of Sarah Palin?

Favorable 59%
Unfavorable 31%
No Opinion 10%

Name ID..... 100%
Hard Name ID (respondents that have an opinion)... 90%
Never Heard Of..... 0%

T6. Do you have a favorable or unfavorable opinion of Tim Pawlenty?

Favorable 30%
Unfavorable 14%
No Opinion 30%

Name ID..... 74%
Hard Name ID 44%
Never Heard Of..... 26%

T7. Do you have a favorable or unfavorable opinion of Mike Huckabee?

Favorable 55%
Unfavorable 27%
No Opinion 16%

Name ID..... 98%
Hard Name ID 82%
Never Heard Of..... 2%



T8. Do you have a favorable or unfavorable opinion of Newt Gingrich?

Favorable 52%
Unfavorable 32%
No Opinion 15%

Name ID 99%
Hard Name ID 84%
Never Heard Of 1%

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

Favorable 27%
Unfavorable 20%
No Opinion 32%

Name ID 79%
Hard Name ID 47%
Never Heard Of 21%

T10. Do you have a favorable or unfavorable opinion of Mitt Romney?

Favorable 73%
Unfavorable 16%
No Opinion 10%

Name ID 99%
Hard Name ID 89%
Never Heard Of 1%

T11. Do you have a favorable or unfavorable opinion of Haley Barbour?

Favorable 21%
Unfavorable 22%
No Opinion 29%

Name ID 72%
Hard Name ID 43%
Never Heard Of 28%



T12. Do you have a favorable or unfavorable opinion of Ron Paul?

Favorable	41%
Unfavorable	28%
No Opinion	28%
Name ID.....	97%
Hard Name ID	69%
Never Heard Of.....	3%

T13. If the 2012 Republican Presidential primary election was being held today, for whom would you vote if the candidates were Sarah Palin, Tim Pawlenty, Mike Huckabee, Newt Gingrich, Rick Santorum, Mitt Romney, Haley Barbour, Ron Paul or another candidate?

Mitt Romney.....	39%
Sarah Palin	16%
Mike Huckabee	10%
Newt Gingrich.....	8%
Ron Paul	7%
Tim Pawlenty	4%
Rick Santorum	3%
Haley Barbour.....	1%
Another Candidate.....	4%
Undecided.....	8%

T14. Generally speaking, do you consider yourself to be conservative, moderate or liberal on fiscal issues, such as taxes and government spending?

Total Conservative.....	81%
Total Moderate.....	15%
Total Liberal	1%
Unsure/No Opinion.....	3%
Very conservative	54%
Somewhat conservative	27%
Somewhat liberal	1%
Very liberal.....	0%



T15. Generally speaking, do you consider yourself to be conservative, moderate or liberal on social issues, such as same sex marriage and abortion?

Total Conservative.....	60%
Total Moderate.....	27%
Total Liberal.....	10%
Unsure/No Opinion.....	3%
Very conservative.....	46%
Somewhat conservative.....	14%
Somewhat liberal.....	6%
Very liberal.....	4%

T16. For statistical purposes, are you a man or a woman?

Male.....	52%
Female.....	48%

T17. Which of the following age groups applies to you?

18-34.....	4%
35-44.....	9%
45-54.....	22%
55-64.....	24%
65+.....	41%

T18. For statistical purposes only, what is your race? Press 1 if you are white, Press 2 if you are Hispanic or Latino, press 3 if you are black or African American, press 4 if you are another ethnic group.

White.....	95%
Another ethnic group.....	3%
Black/African American.....	1%
Hispanic/Latino.....	1%

