



**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**

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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 4<sup>th</sup>, 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.

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

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

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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%

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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 primary .....100%

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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%

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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%

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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%

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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%

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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%

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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%

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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%

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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%

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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%

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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%

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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%

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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%

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

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

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

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

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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%

