



FOR IMMEDIATE RELEASE
INTERVIEWS AND QUESTIONS:

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NEW HAMPSHIRE 2012 GOP PRESIDENTIAL PRIMARY SURVEY RELEASE
MITT ROMNEY LEADS GOP PRIMARY FIELD BY 32 POINTS
ROMNEY 42%, PAUL 10%, BACHMANN 10%, PALIN 7%, GIULIANI 6%,
PAWLENTY 5%, CAIN 4%, GINGRICH 3%, HUNTSMAN 3%, SANTORUM 2%,
UNDECIDED 8%

Louisville, CO – Magellan Data and Mapping Strategies and NHJournal.com today released a New Hampshire autodial survey of 727 likely Republican primary voters, and independent voters that are likely to vote in the 2012 Republican Presidential primary. The survey was commissioned by NHJournal.com.

This survey finds Mitt Romney leading all announced and potential challengers with 42% support. Congressman Ron Paul and Congresswoman Michelle Bachmann are tied with 10%, Sarah Palin has 7% support, and former New York Mayor Rudy Giuliani has 6%. Former Minnesota Governor Tim Pawlenty receives 5%, former CEO of Godfather’s Pizza Herman Cain with 4%, and former House Speaker Newt Gingrich with 3%. The bottom two candidates are former Utah Governor Jon Huntsman with 3%, and former Pennsylvania Senator Rick Santorum with 2%. Eight percent of respondents are undecided. The following table shows the ballot test results by voter subgroup.

<u>Candidate</u>	<u>All Voters</u>	<u>GOP Voters</u>	<u>Ind Voters</u>	<u>All Men</u>	<u>All WOM</u>	<u>Seniors 65+</u>	<u>Cons. Voters</u>	<u>Ind Men</u>	<u>Ind WOM</u>
Romney Lead	+32	+35	+18	+29	+34	+40	+31	+11	+24
Romney	42%	45%	32%	41%	43%	50%	44%	29%	36%
Paul	10%	9%	14%	12%	8%	6%	7%	18%	8%
Bachmann	10%	10%	11%	10%	9%	10%	13%	9%	12%
Palin	7%	7%	9%	9%	6%	7%	7%	12%	5%
Giuliani	6%	5%	7%	6%	6%	4%	4%	7%	7%
Pawlenty	5%	4%	6%	3%	6%	2%	3%	6%	6%
Cain	4%	5%	2%	5%	3%	3%	5%	3%	1%
Gingrich	3%	4%	3%	4%	3%	3%	4%	2%	4%
Huntsman	3%	1%	6%	3%	2%	3%	1%	6%	7%
Santorum	2%	3%	1%	2%	3%	2%	3%	1%	2%
Undecided	8%	7%	9%	5%	11%	10%	9%	7%	12%

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

Candidate Image Ratings

The survey measured the image ratings of ten candidates. Among all ten, four have a favorable image rating above 50% including Mitt Romney with 69%, Michele Bachmann with 55%, Rudy Giuliani with 53%, and Sarah Palin with 51%. Mitt Romney's image rating and ratio are strong, with 69% of respondents having a favorable opinion of him and 22% having an unfavorable opinion, for an image ratio of 3 to 1.

Both Newt Gingrich and Jon Huntsman have upside down image ratings. Among all voters, 29% have a favorable opinion of Newt Gingrich, and 62% have an unfavorable opinion of him, for a negative image ratio of 1 to 2. Jon Huntsman has the lowest favorable rating of all the potential candidates with 14% having a favorable opinion of him and 36% having an unfavorable opinion, for a negative ratio of 1 to 2.5.

<u>Candidate</u>	<u>Fav Opinion</u>	<u>Unfav Opinion</u>	<u>No Opinion</u>	<u>Never Heard Of</u>	<u>Name ID</u>	<u>Image Ratio</u>
Romney	69%	22%	9%	0%	100%	3 to 1
Paul	40%	47%	13%	0%	100%	1 to 1
Gingrich	29%	62%	8%	1%	99%	1 to 2
Pawlenty	42%	29%	25%	4%	96%	1.4 to 1
Bachmann	55%	28%	13%	4%	96%	2 to 1
Santorum	33%	36%	26%	5%	95%	1 to 1
Cain	39%	30%	20%	11%	89%	1 to 1
Huntsman	14%	36%	35%	15%	85%	1 to 2.5
Giuliani	53%	35%	11%	1%	99%	1.5 to 1
Palin	51%	41%	8%	0%	100%	1 to 1

Voter Opinion of Candidate Performance in WMUR/Union Leader/CNN Debate

Among respondents that watched Monday night's debate, 39% of voters think that Mitt Romney had the strongest performance. Twenty eight percent think that Michele Bachmann had the strongest performance, and 8% think Ron Paul had the strongest performance. The following table shows voter opinion by major voter subgroups.

"Among the candidates that participated in Monday night's debate, who do you think had the strongest performance?" (Among respondents who answered yes to watching the debate, 391 respondents, 4.95% margin of error on this question)

<u>Candidate</u>	<u>All Voters</u>	<u>GOP Voters</u>	<u>Ind Voters</u>	<u>All Men</u>	<u>All Wom</u>
Romney	39%	41%	34%	42%	35%
Bachmann	28%	28%	28%	28%	28%
Paul	8%	8%	10%	9%	8%
Gingrich	6%	7%	4%	6%	7%



None	4%	2%	9%	3%	4%
<u>Candidate</u>	<u>All Voters</u>	<u>GOP Voters</u>	<u>Ind Voters</u>	<u>All Men</u>	<u>All Wom</u>
Cain	4%	4%	3%	3%	4%
Pawlenty	2%	2%	4%	2%	3%
Santorum	2%	2%	1%	2%	2%
Undecided	7%	6%	7%	5%	9%

Voter Satisfaction of Republican Candidate Field

"How satisfied are you with the current field of Republican candidates? Would you say you are extremely satisfied, very satisfied, somewhat satisfied, or not satisfied at all?"

Extremely satisfied..... 13%
 Very satisfied..... 24%
 Somewhat satisfied 48%
 Not satisfied at all..... 14%
 Unsure/No Opinion..... 1%

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 for the survey was randomly drawn from a New Hampshire voter file among households containing at least one registered Republican or independent voter. The response data was weighted to reflect past Republican primary voting demographics from the 2008 Republican Presidential primary election. The 727 interviews were conducted on Tuesday, June 14th and Wednesday, June 15th, from 5:30 to 8:00pm. Three attempts were made to interview each household in the sample. This survey has a margin of error of 3.63% at the 95 percent confidence interval.

The survey topline results are included in this document. 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 Data and Mapping Strategies offers a wide array of data driven products and services to political and business clients including live, automated and online survey research, data modeling, microtargeting and predictive analytics, enhanced voter registration databases, voter data analysis, demographic analysis, GIS mapping, and redistricting consulting. Visit our website at MagellanStrategies.com for more information about our firm.





June 16, 2011
MEMORANDUM

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

Magellan Data and Mapping Strategies are pleased to present the topline results of a 727N autodial survey of likely 2012 New Hampshire Republican primary voters, and independent voters that are likely to vote in the 2012 Republican Presidential primary. The interviews were conducted June 14th - 15th, 2011. This survey has a margin of error of +/- 3.63% at the 95 percent confidence interval. The survey results are weighted based upon voter turnout demographics from the 2008 Republican Presidential primary.

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

Republican..... 74%
Independent 26%

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 respondents only)

Extremely Likely..... 90%
Very Likely 6%
Somewhat Likely 4%

T3. And if the 2012 Presidential primary election was being held today, would you choose to vote in the Democrat primary or the Republican primary? (Asked to independent respondents only)

Republican primary 100%

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

Extremely Likely..... 96%
Very Likely 3%
Somewhat Likely 1%

Thinking now about candidates active in the Republican Presidential primary election.....

T5. Do you have a favorable or unfavorable opinion of Mitt Romney?

Favorable 69%
Unfavorable 22%
No Opinion 9%

Name ID 100%
Hard Name ID 91%
Never Heard Of..... 0%

T6. Do you have a favorable or unfavorable opinion of Ron Paul?

Favorable 40%
Unfavorable 47%
No Opinion 13%

Name ID 100%
Hard Name ID 87%
Never Heard Of..... 0%

T7. Do you have a favorable or unfavorable opinion of Newt Gingrich?

Favorable 29%
Unfavorable 62%
No Opinion 8%

Name ID 99%
Hard Name ID 91%
Never Heard Of..... 1%



T8. Do you have a favorable or unfavorable opinion of Tim Pawlenty?

Favorable 42%
Unfavorable 29%
No Opinion 25%

Name ID 96%
Hard Name ID 71%
Never Heard Of 4%

T9. Do you have a favorable or unfavorable opinion of Michele Bachmann?

Favorable 55%
Unfavorable 28%
No Opinion 13%

Name ID 96%
Hard Name ID 83%
Never Heard Of 4%

T10. Do you have a favorable or unfavorable opinion of Rick Santorum?

Favorable 33%
Unfavorable 36%
No Opinion 26%

Name ID 95%
Hard Name ID 69%
Never Heard Of 5%

T11. Do you have a favorable or unfavorable opinion of Herman Cain?

Favorable 39%
Unfavorable 30%
No Opinion 20%

Name ID 89%
Hard Name ID 69%
Never Heard Of 11%



T12. Do you have a favorable or unfavorable opinion of Jon Huntsman?

Favorable 14%
Unfavorable 36%
No Opinion 35%

Name ID 85%
Hard Name ID 50%
Never Heard Of..... 15%

T13. Do you have a favorable or unfavorable opinion of Rudy Giuliani?

Favorable 53%
Unfavorable 35%
No Opinion 11%

Name ID 99%
Hard Name ID 88%
Never Heard Of..... 1%

T14. Do you have a favorable or unfavorable opinion of Sarah Palin?

Favorable 51%
Unfavorable 41%
No Opinion 8%

Name ID 100%
Hard Name ID 92%
Never Heard Of..... 0%

T15. Did you watch the WMUR/Manchester Union Leader/CNN Republican Presidential debate on Monday night?

Yes..... 54%
No 46%



T16. Among the candidates that participated in Monday night's debate, who do you think had the strongest performance? (Among respondents who answered yes to watching the debate, 391 respondents, 4.95% margin of error on this question)

Mitt Romney	39%
Michele Bachmann	28%
Ron Paul	8%
Newt Gingrich	6%
None of the candidates	4%
Herman Cain.....	4%
Tim Pawlenty	2%
Rick Santorum	2%
Undecided.....	7%

T17. How satisfied are you with the current field of Republican candidates? Would you say you are extremely satisfied, very satisfied, somewhat satisfied, or not satisfied at all?

Extremely satisfied.....	13%
Very satisfied.....	24%
Somewhat satisfied	48%
Not satisfied at all.....	14%
Unsure/No Opinion.....	1%

Thinking now about all announced and potential candidates for the 2012 Republican Presidential primary election.....

T18. If the 2012 Republican Presidential primary election was being held today, for whom would you vote if the candidates were Mitt Romney, Ron Paul, Newt Gingrich, Tim Pawlenty, Michele Bachmann, Rick Santorum, Herman Cain, Jon Huntsman, Rudy Giuliani or Sarah Palin?

Mitt Romney	42%
Ron Paul	10%
Michele Bachmann	10%
Sarah Palin	7%
Rudy Giuliani.....	6%
Tim Pawlenty	5%
Herman Cain.....	4%
Newt Gingrich	3%
Jon Huntsman	3%
Rick Santorum	2%
Undecided/Unsure	8%



T19. Generally speaking, do you consider yourself to be conservative, moderate or liberal on most issues?

Conservative.....	63%
Moderate.....	32%
Liberal.....	4%
No Opinion.....	1%

T20. For statistical purposes, are you a man or a woman?

Male.....	53%
Female.....	47%

T21. Which of the following age groups applies to you?

18-34.....	7%
35-44.....	15%
45-54.....	27%
55-64.....	23%
65+.....	28%

T22. For statistical purposes only, what is your race? Press 1 if you are white, press 2 if you are not white.

White.....	98%
Not White.....	2%

