



**FOR IMMEDIATE RELEASE
INTERVIEWS AND QUESTIONS:**

**July 13, 2011
DAVID FLAHERTY 303-861-8585**

**IOWA 2012 REPUBLICAN PRESIDENTIAL CAUCUS SURVEY RELEASE
BACHMANN LEADS REPUBLICAN PRESIDENTIAL FIELD BY 13 POINTS
BACHMANN 29%, ROMNEY 16%, PAWLNTY 8%, CAIN 8%, PAUL 5%,
GINGRICH 5%, SANTORUM 3%, OTHER CANDIDATE 2%, UNDECIDED 24%**

Louisville, CO – Magellan Data and Mapping Strategies today released the results of an autodial survey of 1,024 likely 2012 Iowa Republican Caucus attendees. The survey finds Michele Bachmann in the lead with 29% support. Her nearest challenger is Mitt Romney with 16%, followed by Tim Pawlenty and Herman Cain with 8%. Ron Paul and Newt Gingrich have 5% support, Rick Santorum has 3%, the generic "some other candidate" has 2% and 24% of respondents are undecided.

Michele Bachmann has broad support across all voting subgroups, with particular strength among men and social conservatives. Among the 44% of respondents that identified themselves as a member of the Tea Party movement, Michele Bachmann leads by 33 points. The following table shows the ballot test by major voting subgroups.

Iowa Republican Presidential Caucus Ballot Test by Voter Subgroup*

<u>Candidate</u>	<u>All Voters</u>	<u>Male Voters</u>	<u>Female Voters</u>	<u>Voters 65+</u>	<u>Social Conserv</u>	<u>Fiscal Conserv</u>	<u>Tea Party</u>
Bachmann Margin	+13	+18	+9	+10	+22	+17	+33
Bachmann	29%	34%	24%	26%	34%	32%	43%
Romney	16%	16%	15%	16%	12%	15%	10%
Pawlenty	8%	9%	7%	7%	9%	8%	7%
Cain	8%	9%	7%	8%	9%	9%	10%
Paul	5%	4%	6%	5%	5%	5%	6%
Gingrich	5%	4%	5%	6%	4%	4%	4%
Santorum	3%	1%	4%	3%	3%	3%	3%
Other Cand	2%	3%	2%	2%	2%	2%	2%
Undecided	24%	20%	30%	27%	22%	22%	15%

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

Second Choice Ballot Test

When respondents were asked who their second choice would be, again Michele Bachmann leads with 20% support, followed by Tim Pawlenty with 13%, and Herman Cain with 11%. The rest of the ballot test shows Mitt Romney with 10%, Ron Paul and Newt Gingrich with 7%, Rich Santorum with 5%, "another candidate" with 6% and 21% are undecided. The second choice ballot test by major voting subgroups again shows Michele Bachmann with a healthy lead among men, and social conservatives, but a tighter race among women voters.

Second Choice Ballot Test by Voter Subgroup

<u>Candidate</u>	<u>All Voters</u>	<u>Male Voters</u>	<u>Female Voters</u>	<u>Voters 65+</u>	<u>Social Conserv</u>	<u>Fiscal Conserv</u>	<u>Tea Party</u>
Bachmann Margin	+7	+13	+0	+8	+8	+8	+6
Bachmann	20%	24%	16%	19%	21%	22%	20%
Pawlenty	13%	11%	16%	11%	13%	14%	14%
Cain	11%	12%	11%	11%	12%	12%	15%
Romney	10%	8%	11%	11%	10%	9%	7%
Paul	7%	8%	6%	5%	8%	7%	8%
Gingrich	7%	9%	4%	8%	6%	6%	6%
Santorum	5%	4%	6%	4%	5%	5%	5%
Other Cand	6%	7%	5%	6%	5%	6%	6%
Undecided	21%	17%	25%	25%	20%	19%	19%

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

Candidate Image Ratings

The survey measured image ratings for Michele Bachmann, Mitt Romney and Tim Pawlenty. Michele Bachmann has a very strong image rating with 67% of respondents having a favorable opinion of her, and 17% having an unfavorable opinion. This gives her an image ratio of 3.9 to 1, well above the desired 3 to 1 image ratio for a candidate.

<u>Candidate</u>	<u>Favorable Opinion</u>	<u>Unfavorable Opinion</u>	<u>No Opinion</u>	<u>Never Heard Of</u>	<u>Name ID</u>
Bachmann	67%	17%	15%	1%	99%
Romney	50%	30%	20%	0%	100%
Pawlenty	47%	19%	30%	4%	96%

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

Final Thoughts

This survey, and other recent public surveys show that Michele Bachmann and her campaign are resonating very well with likely 2012 Iowa caucus goers. Right now she is the front runner in Iowa, and with that label comes the expectations of a strong showing at the Ames Straw Poll on August 13th in 30 days.



Survey Commissioned By

Magellan Data and Mapping Strategies fielded this survey with their own resources and does not have a business relationship with any Republican Presidential campaign or organization.

Survey Methodology

This survey was conducted using automated telephone touch tone technology. The sample used for this survey was randomly drawn from an Iowa voter file. The survey response data was weighted upon past voting demographics from Iowa Republican primary election cycles. The 1,024 interviews were conducted on July 10th and 11th. Three attempts were made to interview each household in the sample. This survey has a margin of error of 3.06% at the 95 percent confidence interval.

The survey topline results are included in this document. The survey press 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 offer a wide array of political data products and services to Republican political candidates and organizations. Our services include live, automated and online survey research, modeling, microtargeting and predictive analytics, enhanced voter registration databases, voter data analysis, demographic analysis, mapping, and redistricting data and technology consulting. Visit our website at MagellanStrategies.com for more information about our firm.





July 13, 2011
MEMORANDUM

TO: INTERSETED PARTIES
FR: DAVID FLAHERTY
MAGELLAN DATA AND MAPPING STRATEGIES
RE: IOWA 2012 PRESIDENTIAL REPUBLICAN CAUCUS TOPLINE RESULTS

Magellan Data and Mapping Strategies are pleased to present the topline results of a 1,024N autodial survey of likely 2012 Republican Presidential caucus voters in the state of Iowa. The interviews were conducted July 10th - 11th, 2011. This survey has a margin of error of +/- 3.06% at the 95 percent confidence interval. The survey results were weighted based upon voter turnout demographics from past Republican primary elections.

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

Republican.....100%

T2. How likely are you to vote in the 2012 Republican Caucus to choose a nominee for President?

Extremely Likely..... 74%
Very Likely 12%
Somewhat Likely 14%

T3. Do you have a favorable or unfavorable opinion of Mitt Romney?

Favorable 50%
Unfavorable 30%
No Opinion 20%

Name ID.....100%
Hard Name ID 80%
Never Heard Of..... 0%

T4. Do you have a favorable or unfavorable opinion of Tim Pawlenty?

Favorable 47%
Unfavorable 19%
No Opinion 30%

Name ID 96%
Hard Name ID 66%
Never Heard Of..... 4%

T5. Do you have a favorable or unfavorable opinion of Michele Bachmann?

Favorable 67%
Unfavorable 17%
No Opinion 15%

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

T6. If the 2012 Republican Presidential Caucus was being held today for whom would you vote if the candidates were Michele Bachmann, Newt Gingrich, Tim Pawlenty, Herman Cain, Mitt Romney, Ron Paul, Rick Santorum, some other candidate, or are you undecided?

Michele Bachmann 29%
Mitt Romney 16%
Tim Pawlenty 8%
Herman Cain..... 8%
Ron Paul 5%
Newt Gingrich 5%
Rick Santorum 3%
Some other candidate..... 2%
Undecided..... 24%



T7. And who would your second choice be if the 2012 Republican Presidential Caucus was being held today, and the candidates were Michele Bachmann, Newt Gingrich, Tim Pawlenty, Herman Cain, Mitt Romney, Ron Paul, Rick Santorum, some other candidate, or are you undecided?

Michele Bachmann	20%
Tim Pawlenty	13%
Herman Cain.....	11%
Mitt Romney	10%
Ron Paul	7%
Newt Gingrich	7%
Rick Santorum	5%
Some other candidate.....	6%
Undecided.....	21%

T8. Do you consider yourself to be a member of the tea party movement?

Yes.....	44%
No.....	56%

T9. Generally speaking, do you consider yourself to be conservative, moderate or liberal on fiscal issues, such as taxes and government spending?

Conservative.....	84%
Moderate.....	13%
Liberal	1%
Undecided.....	2%

T10. Do you consider yourself to be conservative, moderate or liberal on social issues, such as same sex marriage and abortion?

Conservative.....	76%
Moderate.....	17%
Liberal	3%
Undecided.....	4%

T11. For statistical purposes, are you a man or a woman?

Female.....	51%
Male.....	49%



T12. Which of the following age groups applies to you?

18-34.....	9%
35-44.....	10%
45-54.....	18%
55-64.....	23%
65+.....	40%

