



August 25, 2011

MEMORANDUM

TO: INTERESTED PARTIES

FR: DAVID FLAHERTY

MAGELLAN DATA AND MAPPING STRATEGIES

RE: IOWA 2012 REPUBLICAN PRESIDENTIAL CAUCUS TOPLINE RESULTS

Magellan Strategies are pleased to present the topline results of a 676n autodial survey of likely 2012 Republican Caucus voters in the state of Iowa. The interviews were conducted on August 22nd and 23rd, 2011. This survey has a margin of error of +/- 3.77% at the 95 percent confidence interval. The survey response data was weighted based upon past voting demographics of Iowa Republican primary election cycles.

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 Presidential Caucus to choose a nominee for President?

Extremely Likely..... 73%

Very Likely 15%

Somewhat Likely 12%

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

Favorable 49%

Unfavorable 33%

No Opinion 18%

Name ID100%

Hard Name ID 82%

Never Heard Of..... 0%

T4. Do you have a favorable or unfavorable opinion of Michele Bachmann?

Favorable 60%
Unfavorable 27%
No Opinion 13%

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

T5. Do you have a favorable or unfavorable opinion of Rick Perry?

Favorable 55%
Unfavorable 20%
No Opinion 23%

Name ID 98%
Hard Name ID 75%
Never Heard Of 2%

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

Favorable 33%
Unfavorable 47%
No Opinion 19%

Name ID 99%
Hard Name ID 80%
Never Heard Of 1%

T7. Do you have a favorable or unfavorable opinion of Herman Cain?

Favorable 42%
Unfavorable 27%
No Opinion 25%

Name ID 94%
Hard Name ID 69%
Never Heard Of 6%



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

Favorable 38%
Unfavorable 46%
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 37%
Unfavorable 28%
No Opinion 29%

Name ID 94%
Hard Name ID 65%
Never Heard Of 6%

T10. Do you have a favorable or unfavorable opinion of Jon Huntsman?

Favorable 7%
Unfavorable 49%
No Opinion 30%

Name ID 86%
Hard Name ID 56%
Never Heard Of 14%



T11. If the 2012 Republican Presidential Caucus was being held today, for whom would you vote if the candidates were Mitt Romney, Herman Cain, Michele Bachmann, Rick Perry, Newt Gingrich, Rick Santorum, Ron Paul, Jon Huntsman, or some other candidate?

Rick Perry	24%
Michele Bachmann	22%
Mitt Romney	19%
Ron Paul	9%
Herman Cain.....	6%
Rick Santorum	4%
Newt Gingrich	4%
Some other candidate.....	3%
Jon Huntsman	1%
Undecided.....	8%

T12. Do you consider yourself to be a member of the tea party movement?

Yes.....	39%
No	61%

T13. Generally speaking, do you consider yourself to be conservative, moderate or liberal on fiscal issues, such as taxes and government spending?

Conservative.....	85%
Moderate.....	12%
Liberal	1%
Undecided.....	2%

T14. Generally speaking, do you consider yourself to be conservative, moderate or liberal on social issues, such as same sex marriage and abortion?

Conservative.....	74%
Moderate.....	19%
Liberal	4%
Undecided.....	3%

T15. For statistical purposes, are you a man or a woman?

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



T16. Which of the following age groups applies to you?

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

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 past Iowa Republican primary election cycles. The 676 interviews were conducted on August 22nd and 23rd, 2011. Three attempts were made to interview each household in the sample. This survey has a margin of error of 3.77% at the 95 percent confidence interval.

