



August 25, 2011

FOR IMMEDIATE RELEASE

CONTACT: DAVID FLAHERTY 303-861-8585

**IOWA 2012 REPUBLICAN PRESIDENTIAL CAUCUS SURVEY RELEASE
 RICK PERRY LEADS MICHELE BACHMANN BY 2 POINTS, STATISTICALLY TIED
 PERRY 24%, BACHMANN 22%, ROMNEY 19%, PAUL 9%, CAIN 6%,
 SANTORUM 4%, GINGRICH 4%, HUNTSMAN 1%, OTHER CANDIDATE 3%,
 UNDECIDED 8%**

Louisville, CO – Magellan Strategies today released the results of an autodial survey of 676 likely 2012 Iowa Republican Caucus attendees. The survey finds Rick Perry leading Michele Bachmann by 2 points, a statistical tie. Among all voters, Rick Perry has 24%, Michele Bachmann has 22% and Mitt Romney is a close third with 19%. The rest of the Republican field rounds out with Ron Paul with 9%, Herman Cain with 6%, Rick Santorum and Newt Gingrich with 4%, "Other Candidate" with 3%, Jon Huntsman with 1%, and 8% undecided.

The impact of Rick Perry's entry into the field has created a three way race between himself, Michele Bachmann and Mitt Romney. Looking at responses by voter subgroup, we find Michele Bachmann's support coming more from male voters than female voters. Mitt Romney trails both Michele Bachmann and Rick Perry among male voters by 11 points, social conservatives by 13 points, and self-identified Tea Party members by 16 points.

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>
Perry Margin	+2	-2	+1	0	+3	+4	+3
Perry	24%	25%	23%	23%	27%	26%	29%
Bachmann	22%	27%	16%	20%	24%	22%	26%
Romney	19%	16%	22%	23%	14%	16%	13%
Paul	9%	10%	8%	5%	7%	9%	9%
Cain	6%	7%	6%	5%	7%	7%	7%
Santorum	4%	2%	6%	5%	5%	5%	5%
Gingrich	4%	4%	3%	5%	3%	4%	3%
Other Cand.	3%	3%	3%	3%	3%	2%	3%
Huntsman	1%	0%	1%	1%	0%	1%	1%
Undecided	8%	6%	12%	10%	10%	8%	4%

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

Candidate Image Ratings

Among all candidates tested, respondents have the highest favorable opinion of Michele Bachmann with 60%. Rick Perry has the strongest image ratio, with almost three times the number of respondents having a favorable opinion of him compared to those that have an unfavorable opinion of him.

Iowa Republican Caucus Candidate Image Ratings*

<u>Candidate</u>	<u>Favorable Opinion</u>	<u>Unfavorable Opinion</u>	<u>No Opinion</u>	<u>Never Heard Of</u>	<u>Image Ratio</u>
Bachmann	60%	27%	13%	0%	2.2:1
Perry	55%	20%	23%	2%	2.8:1
Romney	49%	33%	18%	0%	1.5:1
Cain	42%	27%	25%	6%	1.6:1
Gingrich	38%	46%	15%	1%	0.8:1
Santorum	37%	28%	29%	6%	1.3:1
Paul	33%	47%	19%	1%	0.7:1
Huntsman	7%	49%	30%	14%	0:1

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

Summary

The contest in Iowa is currently a three way race between Rick Perry, Michele Bachmann and Mitt Romney. This survey finds Rick Perry and Michele Bachmann as the leading candidates among the voting subgroups of social conservatives, self-identified Tea Party members and male voters. Rick Perry and Mitt Romney are competing closely among female voters and seniors (voters aged 65 or older). We look forward to watching and surveying the Iowa contest as it heads into the fall.

Survey Commissioned By

Magellan Strategies fielded this survey with their own resources and does not have a business relationship with any Republican Presidential campaign or organization that is interested in the Iowa Republican Presidential Caucus.

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 based upon past voting demographics of Iowa Republican primary election cycles. The 676 interviews were conducted on August 22nd and 23rd. 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.

The survey topline results and presentation are included in this document. The survey press release, topline, crosstabs and presentation can be downloaded at 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 Strategies

Magellan 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.





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.



**Iowa 2012 Republican
Presidential Caucus Survey
August 22nd – 23rd, 2011**



**David Flaherty
CEO**



Magellan Data and Mapping Strategies are pleased to present the results of a 676N autodial survey of likely Republican Caucus voters in the State of Iowa. The interviewing was conducted August 22nd - August 23rd, 2011. This survey has a margin of error of +/- 3.77% at the 95 percent confidence interval.

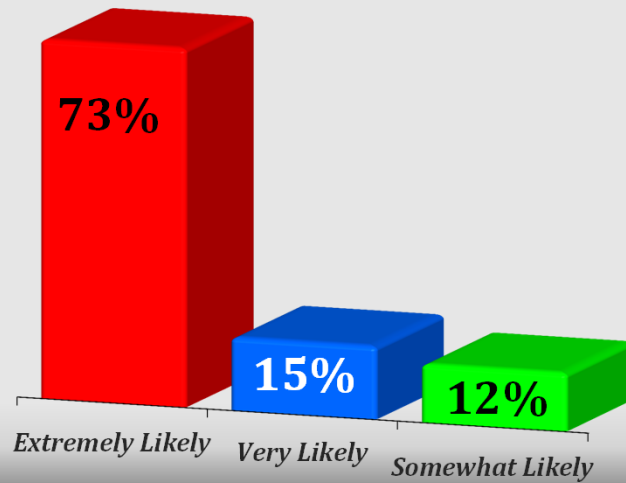


Voter Frequency

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



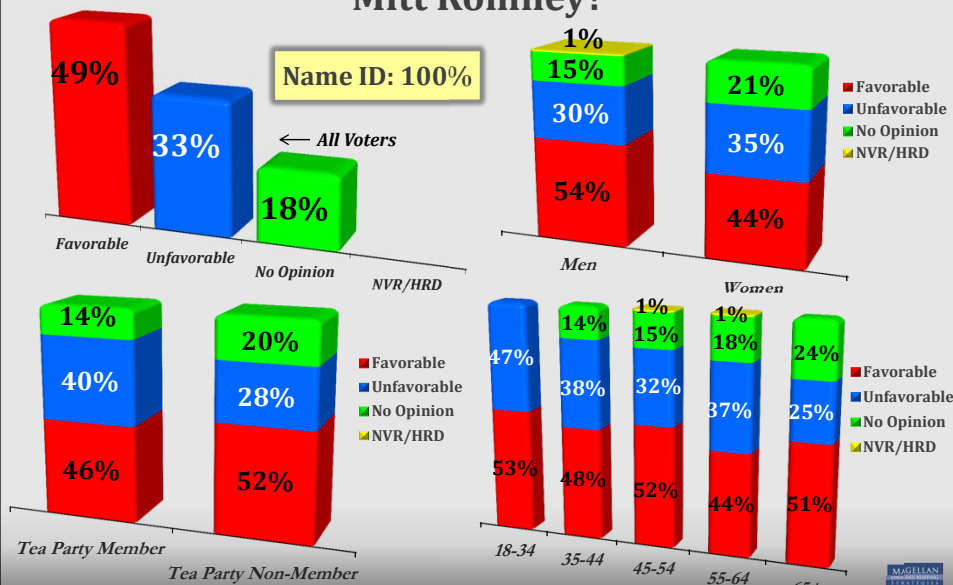
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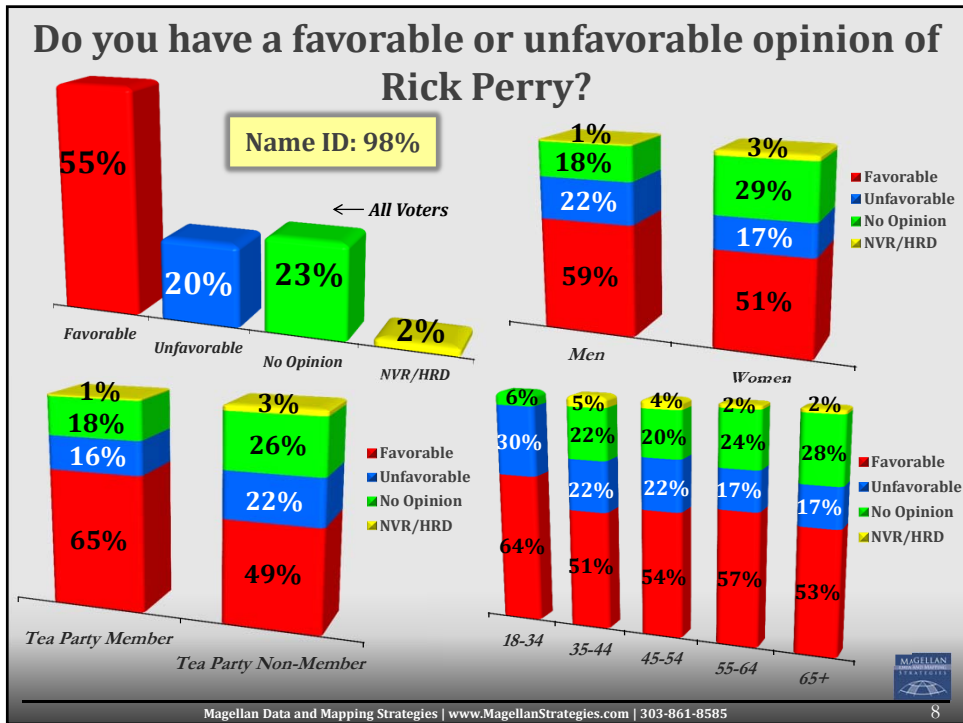
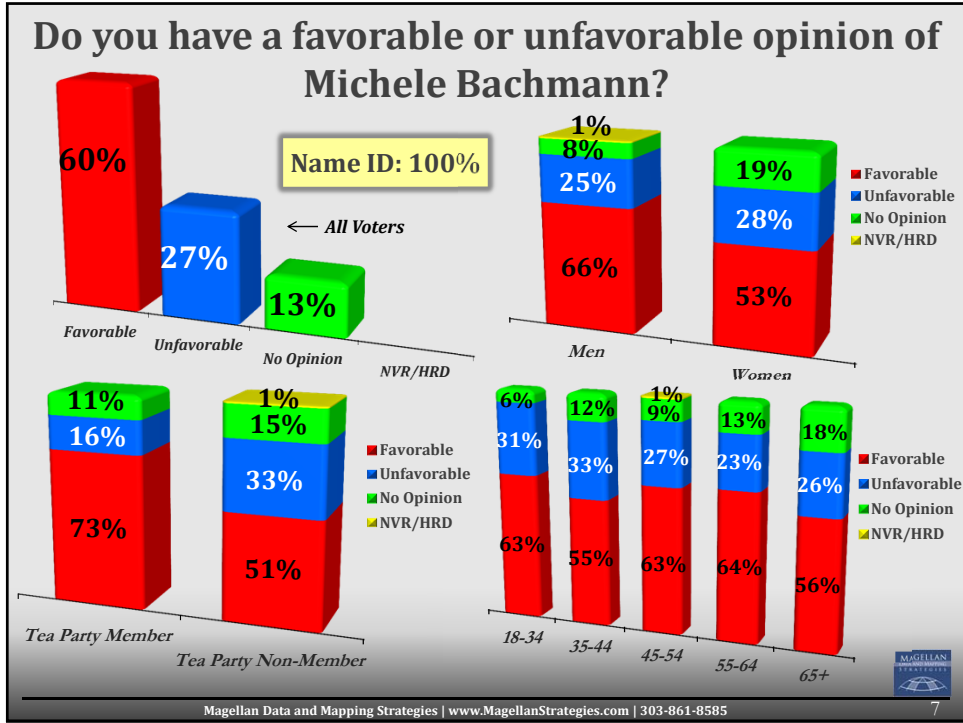
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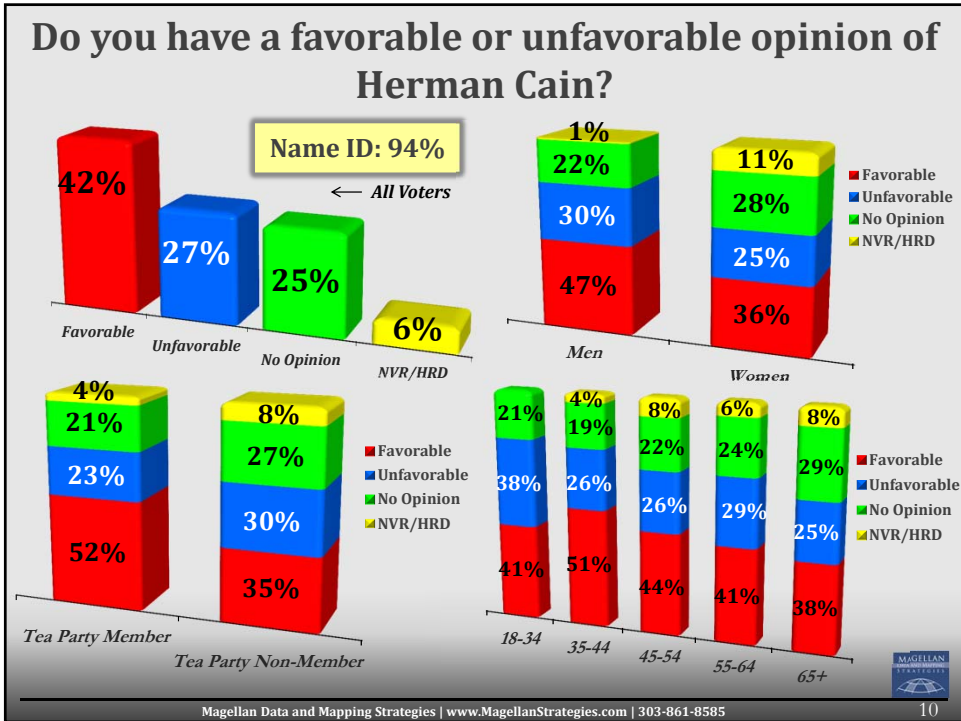
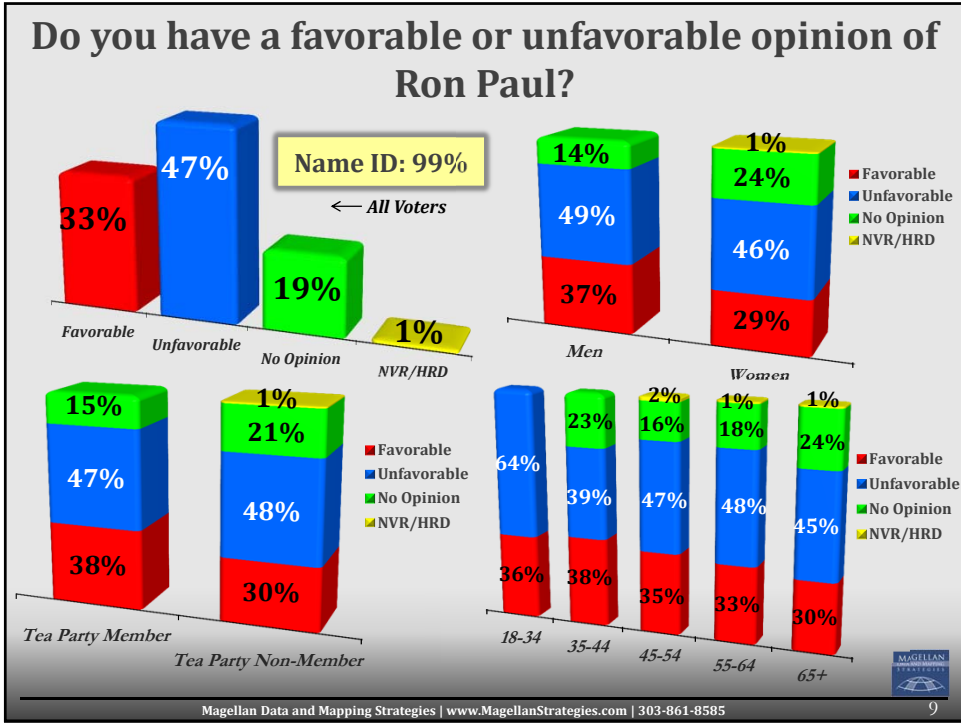


Candidate Image Ratings

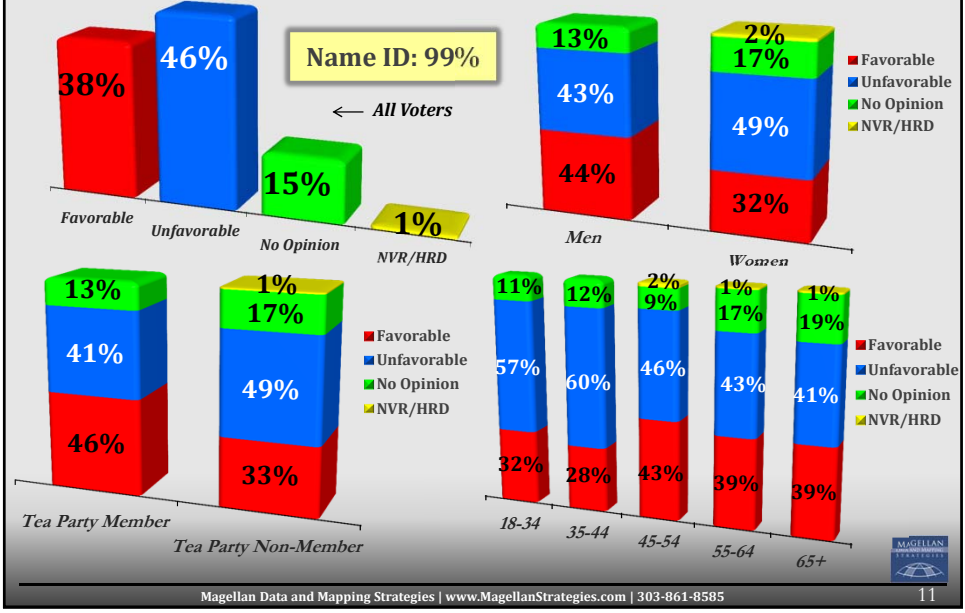
Do you have a favorable or unfavorable opinion of Mitt Romney?



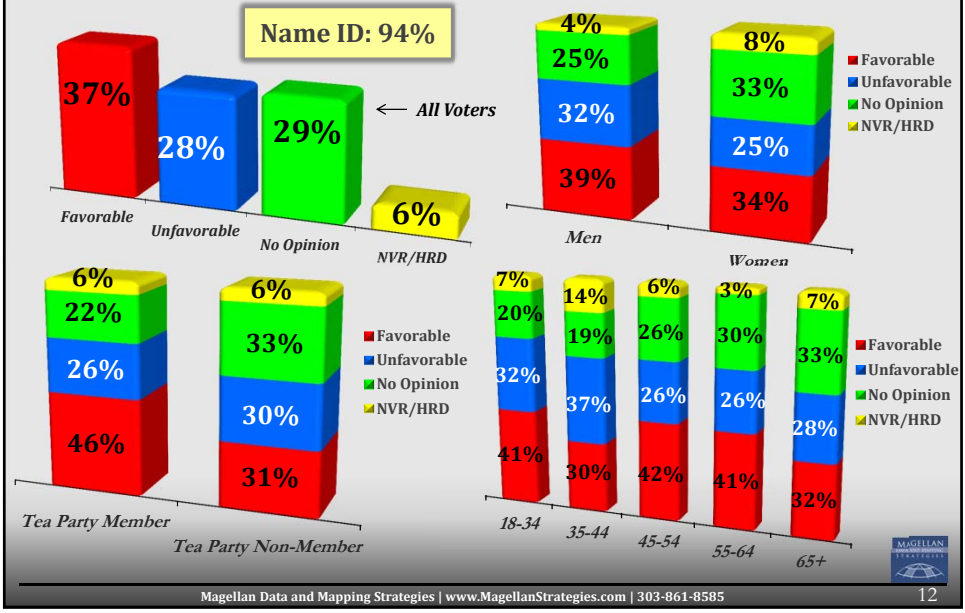


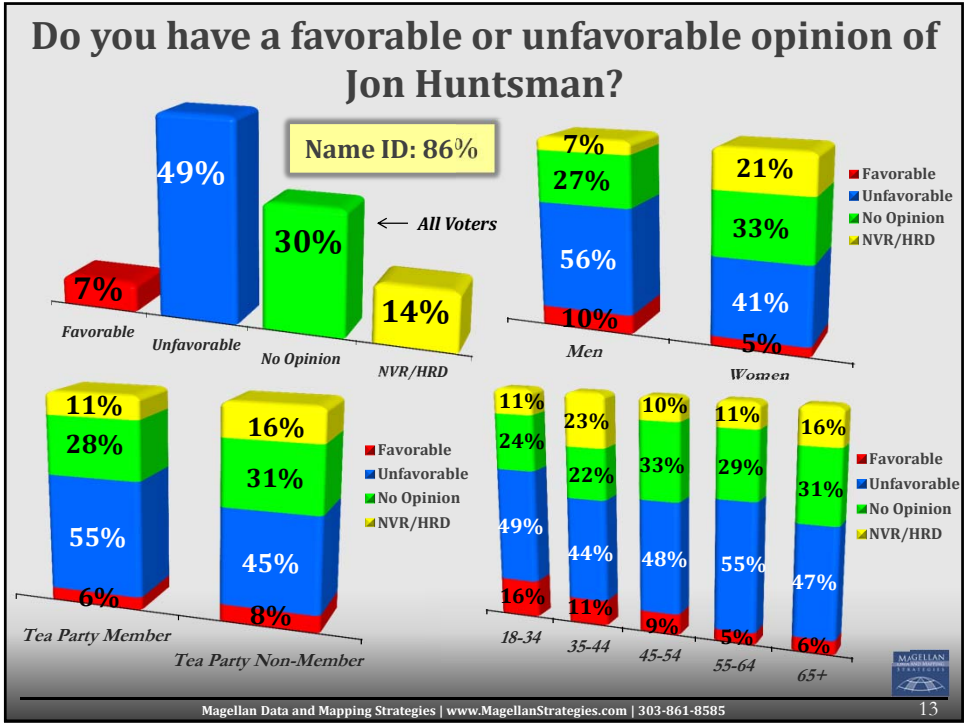


Do you have a favorable or unfavorable opinion of Newt Gingrich?



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

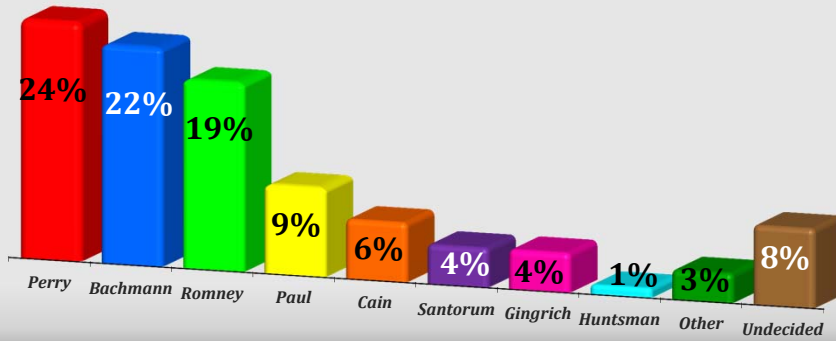




Republican Presidential Caucus Ballot Test

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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?

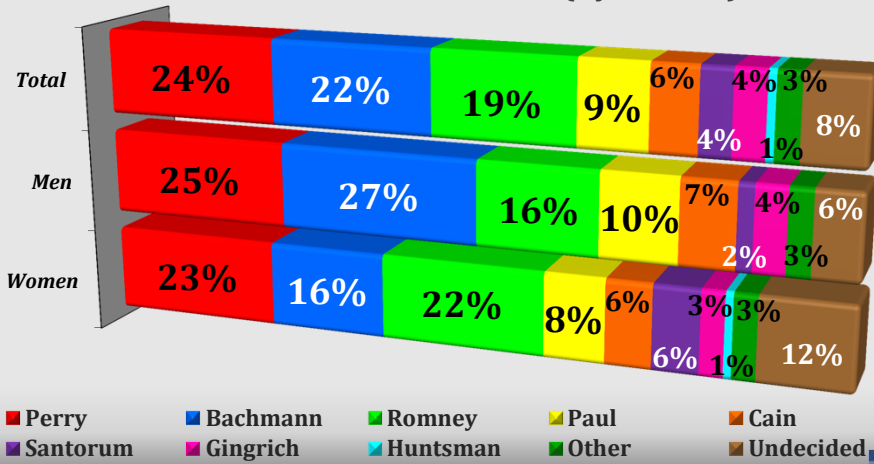


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If the 2012 Republican Presidential Caucus was being held today, for whom would you vote if the candidates were Mitt Romney, Herman Cain, Michele Bachmann, Rick Perry, Newt Gingrich, Rick Santorum, Ron Paul, Jon Huntsman, or some other candidate? (By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

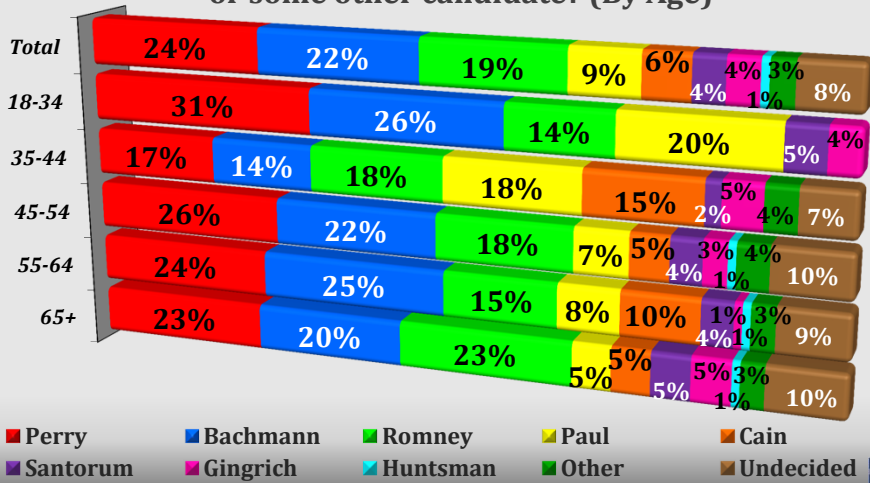


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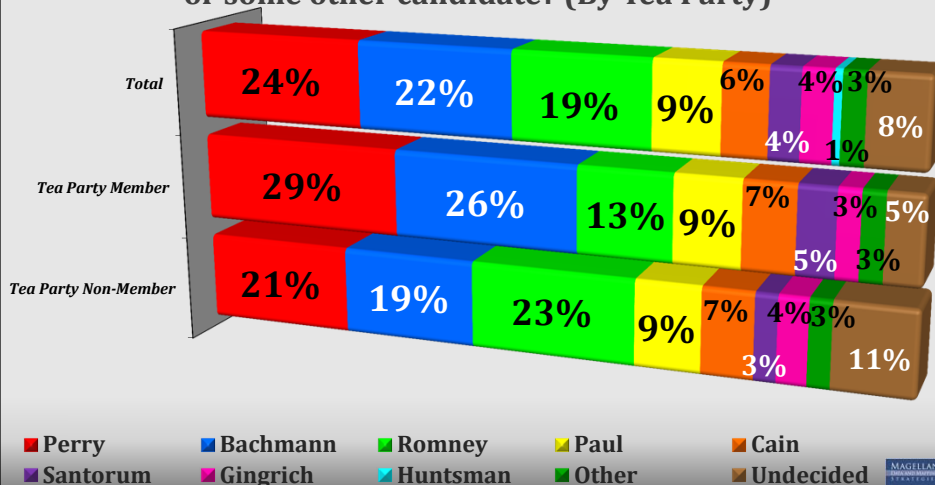
If the 2012 Republican Presidential Caucus was being held today, for whom would you vote if the candidates were Mitt Romney, Herman Cain, Michele Bachmann, Rick Perry, Newt Gingrich, Rick Santorum, Ron Paul, Jon Huntsman, or some other candidate? (By Age)



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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? (By Tea Party)



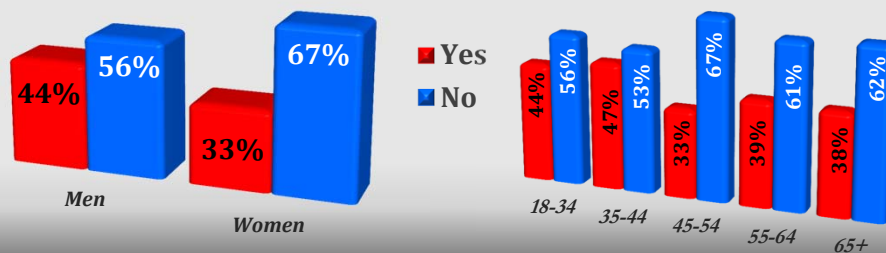
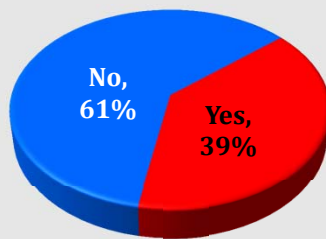
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Tea Party

Do you consider yourself to be a member of the Tea Party movement?

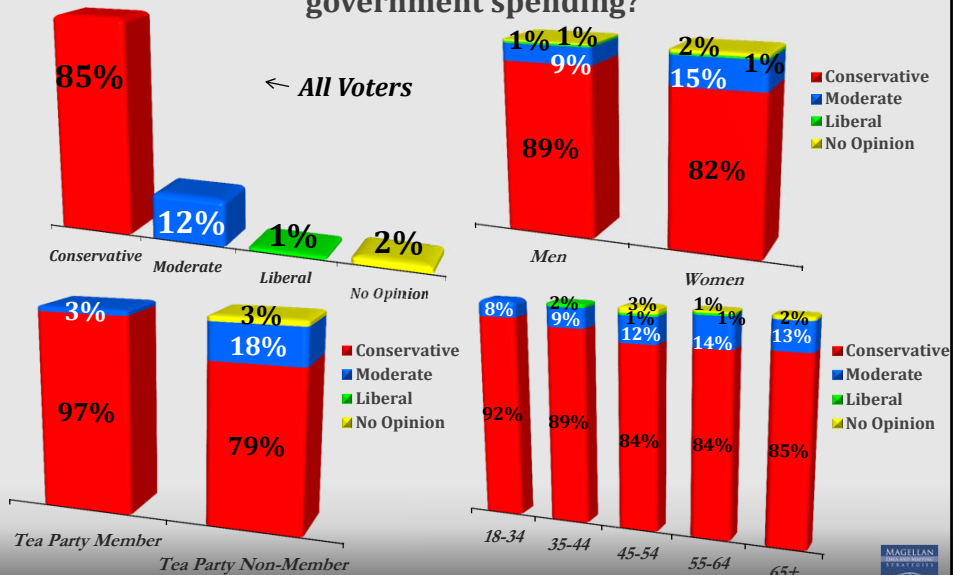


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Fiscal Ideology

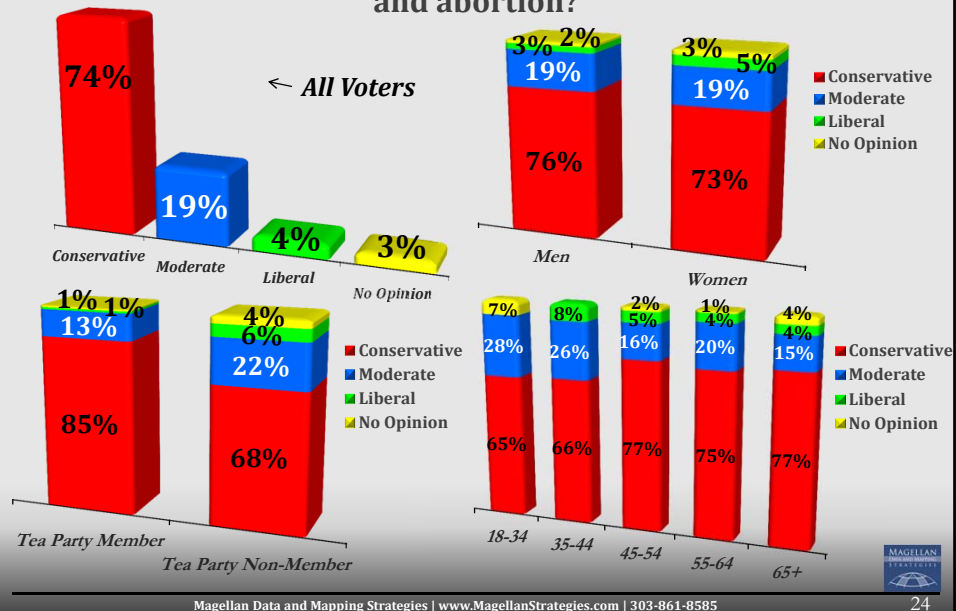
Generally speaking, do you consider yourself to be conservative, moderate or liberal on fiscal issues, such as taxes and government spending?





Social Ideology

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



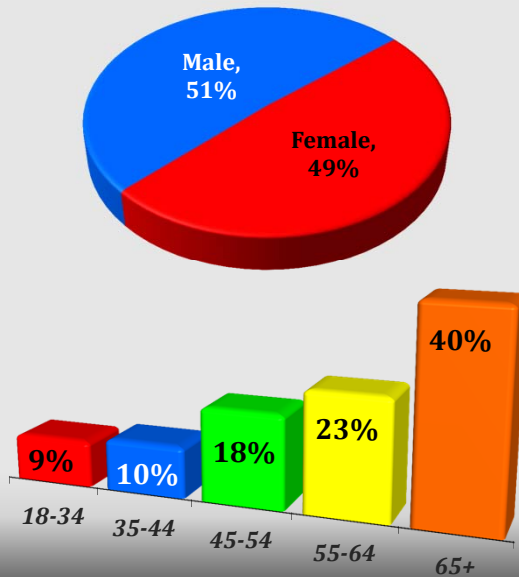


Survey Demographics

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Survey Demographics



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