



**FOR IMMEDIATE RELEASE
INTERVIEWS AND QUESTIONS:**

**August 18, 2011
DAVID FLAHERTY 303-861-8585**

**NEW HAMPSHIRE 2012 GOP PRESIDENTIAL PRIMARY SURVEY RELEASE
MITT ROMNEY LEADS RICK PERRY BY 18 POINTS, 36% to 18%
ROMNEY 36%, PERRY 18%, PAUL 14%, BACHMANN 10%, CAIN 3%,
"SOME OTHER CANDIDATE" 3%, HUNTSMAN 3%, GINGRICH 2%,
SANTORUM 1%, UNDECIDED 10%**

Louisville, CO – Magellan Data and Mapping Strategies and NHJournal.com today released a New Hampshire autodial survey of 613 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.

Since our last survey for NHJournal.com in mid-June, the Republican field has had some big changes. Tim Pawlenty has exited the race and Texas Governor Rick Perry has just recently jumped in. Although the Republican field appears to finally be taking shape, many political observers speculate that other candidates may still jump in the race. Sarah Palin's decision on entering the race is anyone's guess. This survey only tests the perceived top eight announced candidates, and a generic "some other candidate".

The survey finds Mitt Romney maintaining a solid 18 point lead in New Hampshire with 36% support, followed by Rick Perry with 18%, and Ron Paul with 14%. Michele Bachmann rounds out the top tier with 10% support. The following table shows the ballot test by major voter subgroups.

<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>
Romney Lead	+18	+19	+17	+18	+19	+26	+14
Romney	36%	39%	30%	35%	38%	45%	36%
Perry	18%	20%	13%	17%	19%	19%	22%
Paul	14%	13%	18%	16%	12%	8%	13%
Bachmann	10%	10%	12%	11%	9%	11%	13%
Cain	3%	4%	2%	3%	4%	2%	4%
Other Cand.	3%	1%	8%	3%	4%	3%	1%
Huntsman	3%	1%	6%	3%	3%	3%	0%
Gingrich	2%	2%	2%	3%	2%	1%	2%
Santorum	1%	2%	0%	2%	1%	1%	1%
Undecided	10%	8%	9%	7%	8%	7%	8%

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

Mitt Romney's Support

At this time, Mitt Romney has the solid support of one third of likely New Hampshire Republican primary voters. Among registered Republicans his support is strong at 39%, and among independent voters that are likely to vote in the Republican Presidential primary, his support is 30%. He is also doing very well among seniors (65 or older) with 45% support. This is a key voting subgroup that we expect to contribute about 30% of the total Republican primary vote. Heading into the fall, the big question for political observers will be if any of the other candidates can penetrate or weaken Mitt Romney's support in New Hampshire. That remains to be seen.

Rick Perry's Support

The entrance of Rick Perry to the race has made a big splash among New Hampshire primary voters with 18% support among all respondents. Among registered Republicans he has 20% support, and among independents that are likely to vote in the primary, 13% support. The Texas Governor is the new face and new story in the campaign and that is exciting. It will be interesting to see how well Rick Perry's message, image and personality resonates among New Hampshire's primary voters, and if he is successful convincing voters he is the better choice.

Ron Paul Support

Since our June survey, Ron Paul's support has increased from 10% to 14%. Among registered Republicans he has 13% support, and among independents that intend to vote in the Republican primary, Ron Paul is second to Mitt Romney with 18%. It is undeniable that Ron Paul's campaign is beginning to resonate with voters in both Iowa and New Hampshire. He came up 152 votes short of winning the Ames Iowa Straw Poll and he is showing movement in New Hampshire.

Yet Ron Paul's image rating among New Hampshire primary voters is upside down with 39% having a favorable opinion of him and 47% having an unfavorable opinion of him. Among registered Republicans, 38% have a favorable opinion of him and 47% have an unfavorable opinion. Among independents, 43% have a favorable opinion of him and 45% an unfavorable opinion. So what to make of this? One observation we make is that, despite Ron Paul's negative image ratio, he has enough support to separate himself from a crowded field. Another observation is that he received 7.8% of the vote in the 2008 New Hampshire Primary, and his campaign is building on that base of dedicated supporters. The fact is we find him moving in a positive direction in New Hampshire, and it will be interesting to see how much further he and his campaign can grow over the next several months.

Michele Bachmann Support

Our survey finds the Ames Iowa Straw Poll winner with 10% support among New Hampshire primary voters, the same percentage as our June survey. The reshuffled Republican Presidential field has generated a lot of discussion in the media about who will win a majority, or plurality, of the "not-Romney" vote in New Hampshire. With Rick Perry in the race, Michele Bachmann will have a much tougher job being



the "not- Romney" candidate.

Candidate Image Ratings

Mitt Romney has the strongest image rating among all candidates with 66% of respondents having a favorable opinion of him, 24% having an unfavorable opinion, for a positive image ratio of 2.7 to 1. This is no surprise considering his front-runner status in New Hampshire. Rick Perry enters the race with a positive image ratio of 1.8 to 1, with 51% having a favorable opinion of him and 27% having an unfavorable opinion of him. These are good numbers for someone just getting into the race, and it will be interesting to see how Rick Perry's image rating holds up through the fall as the candidates start drawing contrasts between one another. The following table shows image ratings for all candidates in the survey.

<u>Candidate</u>	<u>Fav Opinion</u>	<u>Unfav Opinion</u>	<u>No Opinion</u>	<u>Never Heard Of</u>	<u>Image Ratio</u>
Romney	66%	24%	10%	0%	2.7 to 1
Perry	51%	27%	17%	5%	1.8 to 1
Paul	39%	47%	14%	0%	1 to 1.2
Bachmann	49%	39%	12%	0%	1.2 to 1
Cain	36%	34%	21%	9%	1 to 1
Huntsman	20%	47%	24%	9%	1 to 2.3
Gingrich	29%	60%	11%	0%	1 to 2
Santorum	30%	42%	25%	3%	1 to 1.4

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 613 interviews were conducted on Monday, August 15th, and Tuesday August 16th. Three attempts were made to interview each household in the sample. This survey has a margin of error of 3.96% at the 95 percent confidence interval.

The survey topline results are included in this document. The survey release, topline, 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.





August 17, 2011
MEMORANDUM

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

Magellan Data and Mapping Strategies are pleased to present the topline results of a 613N 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 August 15th - 16th, 2011. This survey has a margin of error of +/- 3.96% 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..... 70%
Independent..... 30%

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 91%
Very Likely.....6%
Somewhat Likely3%

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 95%
Very Likely.....3%
Somewhat Likely.....2%

Thinking now about the Republican Presidential candidates.....

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

Favorable 66%
Unfavorable..... 24%
No Opinion..... 10%

Name ID 100%
Hard Name ID 90%
Never Heard Of0%

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

Favorable 39%
Unfavorable..... 47%
No Opinion..... 14%

Name ID 100%
Hard Name ID 86%
Never Heard Of0%

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

Favorable 29%
Unfavorable..... 60%
No Opinion..... 11%

Name ID 100%
Hard Name ID 89%
Never Heard Of0%



T8. Do you have a favorable or unfavorable opinion of Michele Bachmann?

Favorable 49%
Unfavorable..... 39%
No Opinion..... 12%

Name ID 100%
Hard Name ID 88%
Never Heard Of 0%

T9. Do you have a favorable or unfavorable opinion of Rick Santorum?

Favorable 30%
Unfavorable..... 42%
No Opinion..... 25%

Name ID 97%
Hard Name ID 72%
Never Heard Of 3%

T10. Do you have a favorable or unfavorable opinion of Herman Cain?

Favorable 36%
Unfavorable..... 34%
No Opinion..... 21%

Name ID 91%
Hard Name ID 70%
Never Heard Of 9%

T11. Do you have a favorable or unfavorable opinion of Jon Huntsman?

Favorable 20%
Unfavorable..... 47%
No Opinion..... 24%

Name ID 91%
Hard Name ID 67%
Never Heard Of 9%



T12. Do you have a favorable or unfavorable opinion of Rick Perry?

Favorable	51%
Unfavorable.....	27%
No Opinion.....	17%
Name ID	95%
Hard Name ID	78%
Never Heard Of	5%

T13. 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, Michele Bachmann, Rick Santorum, Herman Cain, Jon Huntsman, Rick Perry or some other candidate?

Mitt Romney.....	36%
Rick Perry.....	18%
Ron Paul.....	14%
Michele Bachmann	10%
Herman Cain	3%
Some other candidate.....	3%
Jon Huntsman	3%
Newt Gingrich.....	2%
Rick Santorum.....	1%
Undecided	10%

T14. Have you seen, read or heard anything about who won the Ames Straw poll in Iowa this past weekend?

Yes.....	86%
No	14%

T15. How much do the results of the Ames Iowa Straw Poll impact your decision of choosing a Republican candidate to support in the New Hampshire Presidential primary next year? Would you say the Ames Iowa Straw Poll results impacts your decision a lot, a little or not at all?

A lot	4%
A little	12%
No impact.....	84%
Undecided/Unsure	0%



T16. Generally speaking, do you consider yourself to be conservative, moderate or liberal on most issues?

Conservative	65%
Moderate	30%
Liberal	4%
No Opinion.....	1%

T17. For statistical purposes, are you a man or a woman?

Male	53%
Female	47%

T18. Which of the following age groups applies to you?

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

T19. 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%
Hispanic/Latino.....	1%
Black/African American.....	1%
Another ethnic group	3%

