



August 26, 2011

FOR IMMEDIATE RELEASE

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SOUTH CAROLINA 2012 REPUBLICAN PRESIDENTIAL PRIMARY SURVEY RELEASE

RICK PERRY LEADS MITT ROMNEY BY 11 POINTS

PERRY 31%, ROMNEY 20%, BACHMANN 14%, CAIN 9%, GINGRICH 5%,

PAUL 4%, OTHER CANDIDATE 4%, SANTORUM 2%, HUNTSMAN 2%,

UNDECIDED 9%

Louisville, CO – Magellan Strategies today released the results of an autodial survey of 637 likely 2012 Republican primary voters in South Carolina. The survey finds Rick Perry leading Mitt Romney by 11 points. Among all voters, Rick Perry has 31%, Mitt Romney has 20%, and Michele Bachmann is third with 14%. The rest of the Republican field rounds out with Herman Cain with 9%, Newt Gingrich with 5%, Ron Paul and the “Other Candidate” with 4%, Rick Santorum and Jon Huntsman with 2%, and 9% undecided.

Looking at responses by voter subgroup, we find Rick Perry’s strongest support coming from male voters, self-identified Tea Party members, and social conservatives. Among female voters and seniors (voters 65 or older) the race is close between Mitt Romney and Rick Perry. Among female respondents Rick Perry leads Mitt Romney by 3 points and 5 points among seniors.

South Carolina Republican Presidential Primary 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	+11	+19	+3	+5	+20	+16	+20
Perry	31%	35%	27%	33%	36%	35%	37%
Romney	20%	16%	24%	28%	16%	19%	14%
Bachmann	14%	12%	15%	10%	14%	13%	17%
Cain	9%	11%	6%	6%	9%	8%	12%
Gingrich	5%	6%	4%	5%	6%	5%	5%
Paul	4%	5%	3%	2%	3%	3%	2%
Other Cand.	4%	4%	5%	4%	3%	3%	3%
Santorum	2%	1%	3%	1%	2%	3%	2%
Huntsman	2%	2%	1%	2%	0%	1%	0%
Undecided	9%	8%	12%	9%	11%	10%	8%

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

Candidate Image Ratings

Rick Perry has the strongest image rating among all the candidates with 61% of respondents having a favorable opinion of him, 17% having an unfavorable opinion of him, for a solid image ratio of 3.6 to 1. Herman Cain has the second strongest image ratio of 2.9 to 1, with 49% of respondents having a favorable image of him and 17% having an unfavorable opinion of him.

Republican Presidential 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>
Perry	61%	17%	19%	3%	3.6:1
Bachmann	58%	27%	14%	1%	2.1:1
Romney	55%	31%	13%	1%	1.8:1
Cain	49%	17%	20%	14%	2.9:1
Gingrich	35%	53%	11%	1%	0.7:1
Paul	28%	48%	22%	2%	0.6:1
Santorum	26%	32%	31%	11%	0.8:1
Huntsman	9%	44%	28%	19%	0.2:1

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

Survey Commissioned By

Magellan Strategies fielded this survey with their own resources and does not have a business relationship with any Republican Presidential campaign, committee or organization that is interested in the 2012 South Carolina Republican Presidential Primary.

Survey Methodology

This survey was conducted using automated telephone touch tone technology. The sample used for this survey was randomly drawn from a South Carolina voter file. The survey response data was weighted based upon past voting demographics of South Carolina Republican Presidential Primary election cycles. The 637 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 3.88% 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 24, 2011
MEMORANDUM

TO: INTERESTED PARTIES
FR: DAVID FLAHERTY
MAGELLAN STRATEGIES
RE: SOUTH CAROLINA 2012 REPUBLICAN PRESIDENTIAL PRIMARY
ELECTION SURVEY TOPLINE RESULTS

Magellan Strategies are pleased to present the topline results of a 637N autodial survey of likely Republican primary election voters in the state of South Carolina. The interviews were conducted August 22nd – 23rd, 2011. This survey has a margin of error of +/- 3.88% at the 95 percent confidence interval. The survey results are weighted based upon past voter turnout demographics from primary election cycles.

T1. Are you registered to vote?

Yes..... 100%

T2. How likely are you to vote in the 2012 Presidential primary election to choose a nominee for President?

Extremely Likely 95%
Very Likely.....4%
Somewhat Likely1%

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?

Republican primary 100%

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

T4. Do you have a favorable or unfavorable opinion of Herman Cain?

Favorable 49%
Unfavorable..... 17%
No Opinion..... 20%

Name ID 86%
Hard Name ID 66%
Never Heard Of 14%

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

Favorable 55%
Unfavorable..... 31%
No Opinion..... 13%

Name ID 99%
Hard Name ID 86%
Never Heard Of 1%

T6. Do you have a favorable or unfavorable opinion of Michele Bachmann?

Favorable 58%
Unfavorable..... 27%
No Opinion..... 14%

Name ID 99%
Hard Name ID 85%
Never Heard Of 1%

T7. Do you have a favorable or unfavorable opinion of Rick Perry?

Favorable 61%
Unfavorable..... 17%
No Opinion..... 19%

Name ID 97%
Hard Name ID 78%
Never Heard Of 3%



T8. Do you have a favorable or unfavorable opinion of Ron Paul?

Favorable 28%
Unfavorable..... 48%
No Opinion..... 22%

Name ID 98%
Hard Name ID 76%
Never Heard Of 2%

T9. Do you have a favorable or unfavorable opinion of Newt Gingrich?

Favorable 35%
Unfavorable..... 53%
No Opinion..... 11%

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

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

Favorable 26%
Unfavorable..... 32%
No Opinion..... 31%

Name ID 89%
Hard Name ID 58%
Never Heard Of 11%

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

Favorable 9%
Unfavorable..... 44%
No Opinion..... 28%

Name ID 81%
Hard Name ID 53%
Never Heard Of 19%



T12. If the 2012 Republican Presidential primary was being held today, for whom would you vote if the candidates were Herman Cain, Mitt Romney, Michele Bachmann, Rick Perry, Newt Gingrich, Rick Santorum, Ron Paul, Jon Huntsman, or some other candidate?

Rick Perry.....	31%
Mitt Romney.....	20%
Michele Bachmann	14%
Herman Cain	9%
Newt Gingrich.....	5%
Ron Paul.....	4%
Some other candidate.....	4%
Rick Santorum.....	2%
Jon Huntsman.....	2%
Undecided	9%

T13. And in politics today, do you consider yourself to be a Republican, a Democrat, or something else?

Republican.....	67%
Democrat.....	3%
Something else.....	30%

T14. Do you consider yourself to be a member of the tea party movement?

Yes.....	45%
No.....	55%

T15. Generally speaking, do you consider yourself to be conservative, moderate or liberal on fiscal issues such as taxes and government spending?

Conservative	80%
Moderate	17%
Liberal	1%
No Opinion.....	2%

T16. Generally speaking, do you consider yourself to be conservative, moderate or liberal on social issues such as same sex marriage and abortion?

Conservative	75%
Moderate	17%
Liberal	5%
No Opinion.....	3%



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

Male 51%
Female 49%

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

18-34 8%
35-44 13%
45-54 20%
55-64 24%
65+ 35%

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 0%
Black/African American 2%
Another ethnic group 3%

Survey Methodology

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