



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

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 upon past voting demographics from past South Carolina Republican primary election cycles. The 637 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 3.88% at the 95 percent confidence interval.

