

New Hampshire 2012 Republican Presidential Primary Survey August 15th - 16th, 2011



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David Flaherty
CEO



Magellan Data and Mapping Strategies are pleased to present the 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 interviewing was conducted August 15th – August 16th, 2011. This survey has a margin of error of +/- 3.96% at the 95 percent confidence interval.

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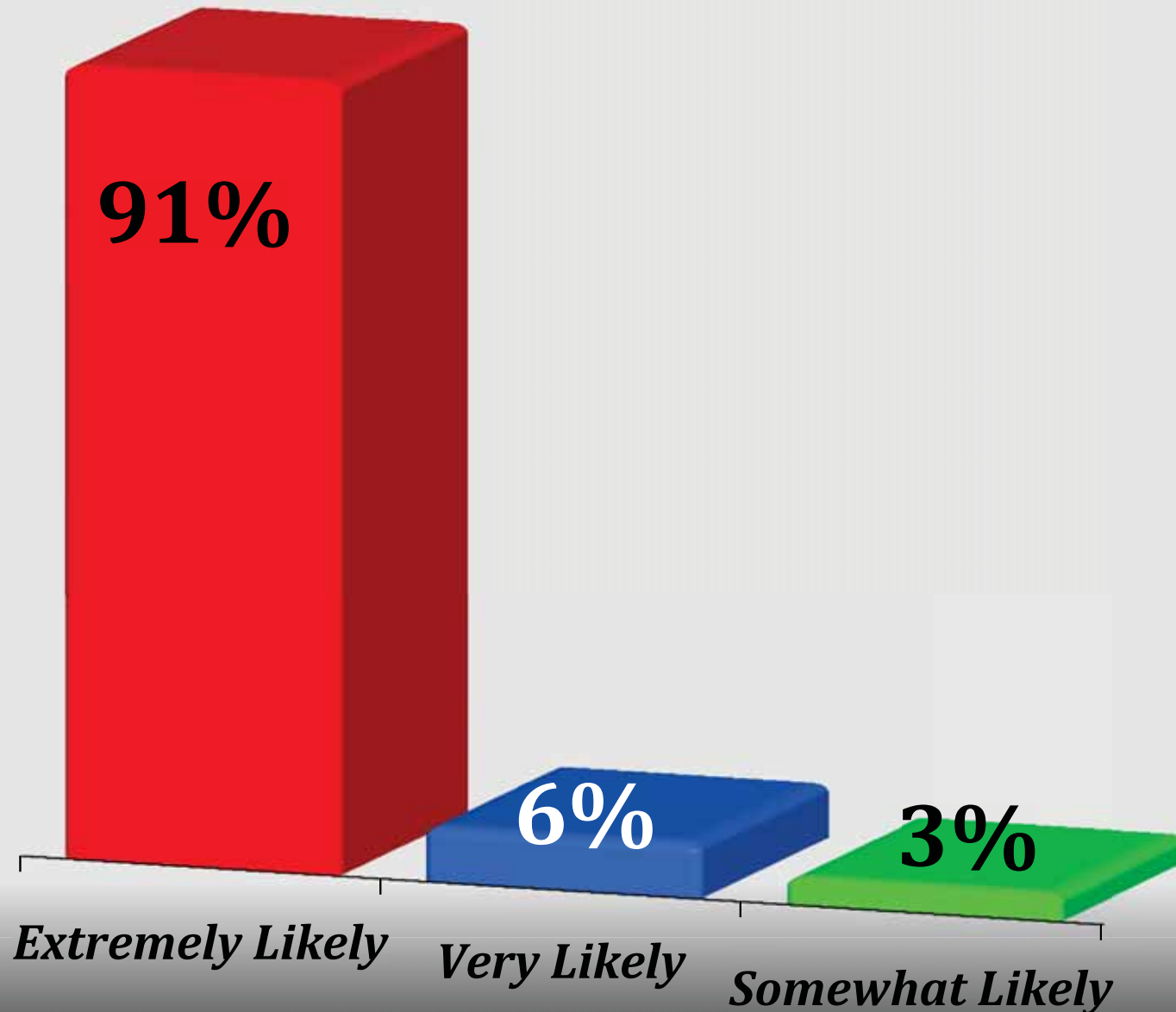
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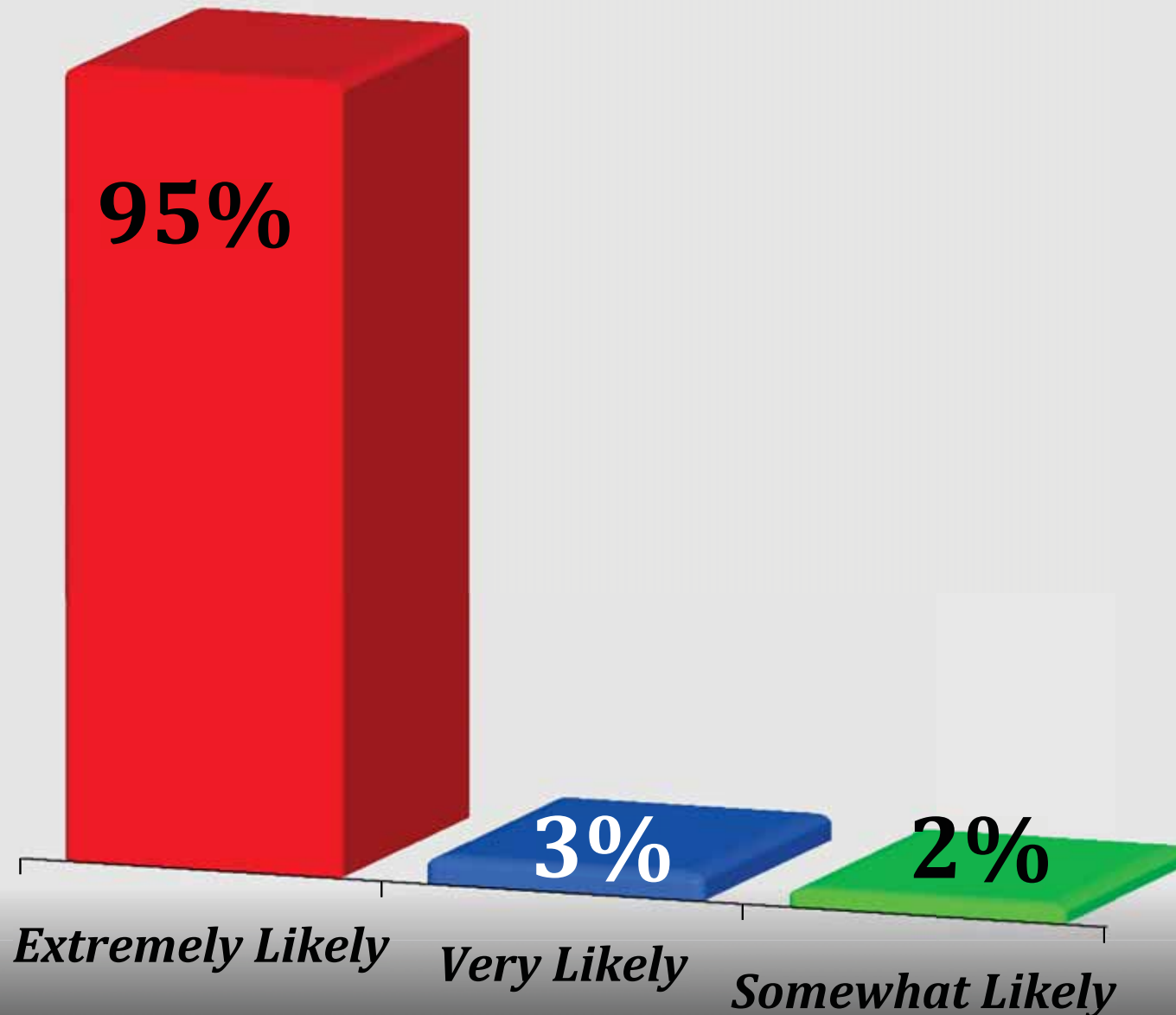


Voter Frequency

How likely are you to vote in the 2012 Republican Presidential primary to choose a nominee for President? (Among Independent Respondents)



How likely are you to vote in the 2012 Republican Presidential primary to choose a nominee for President? (Among Republican Respondents)



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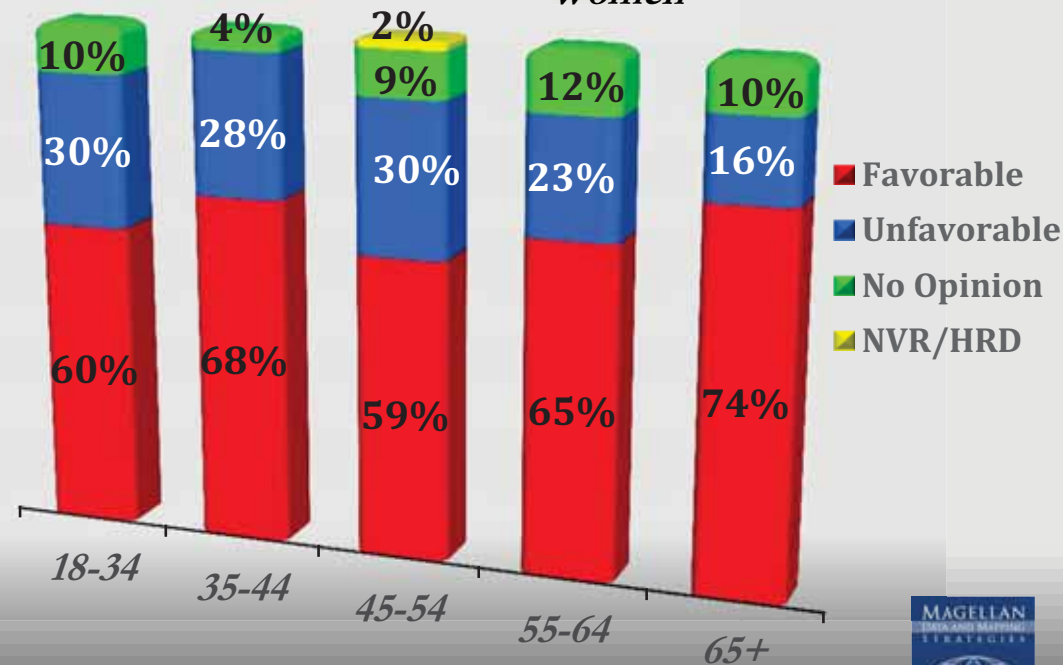
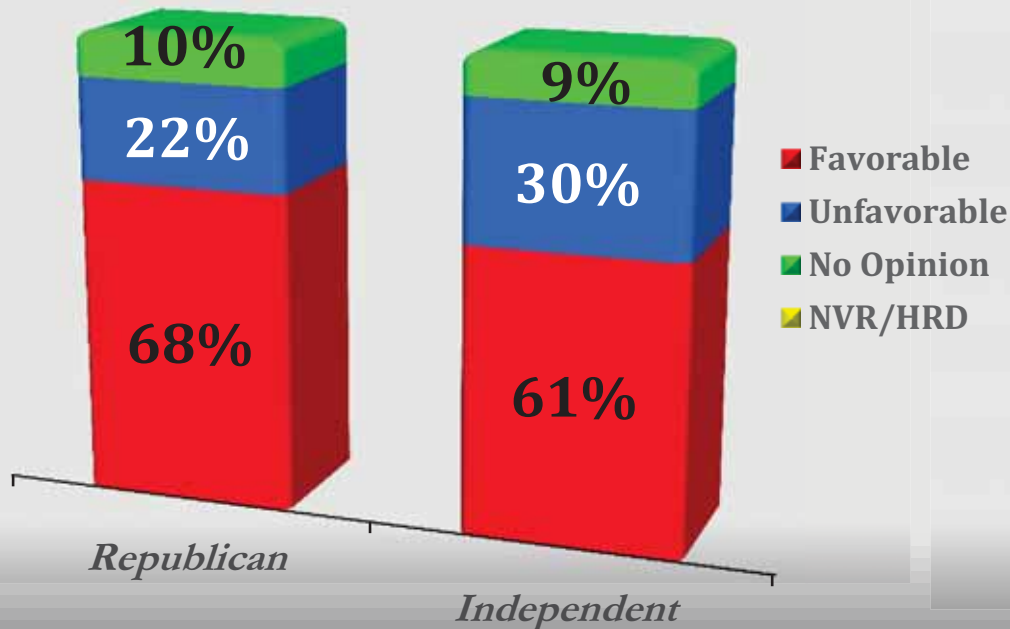
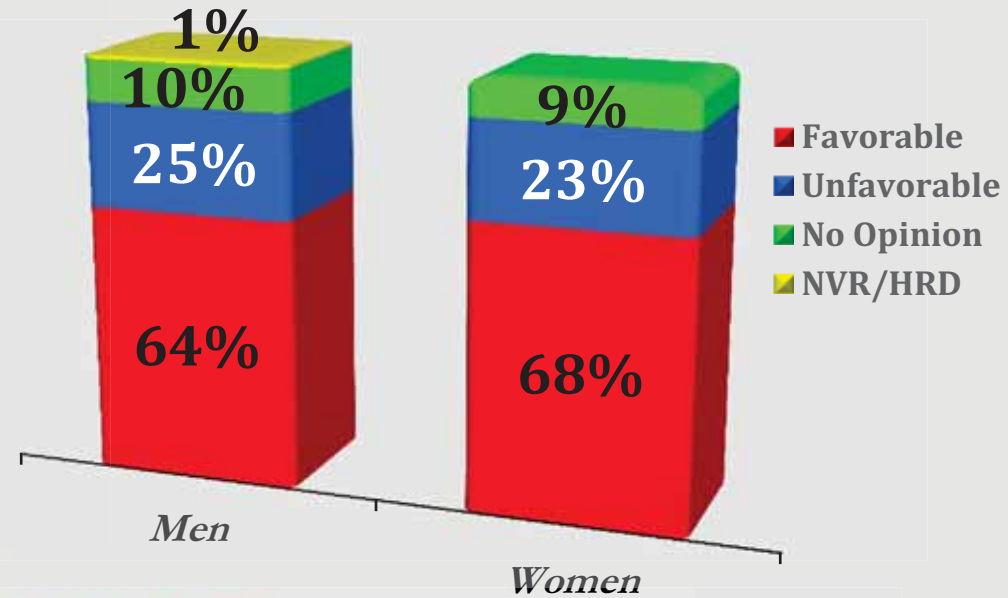
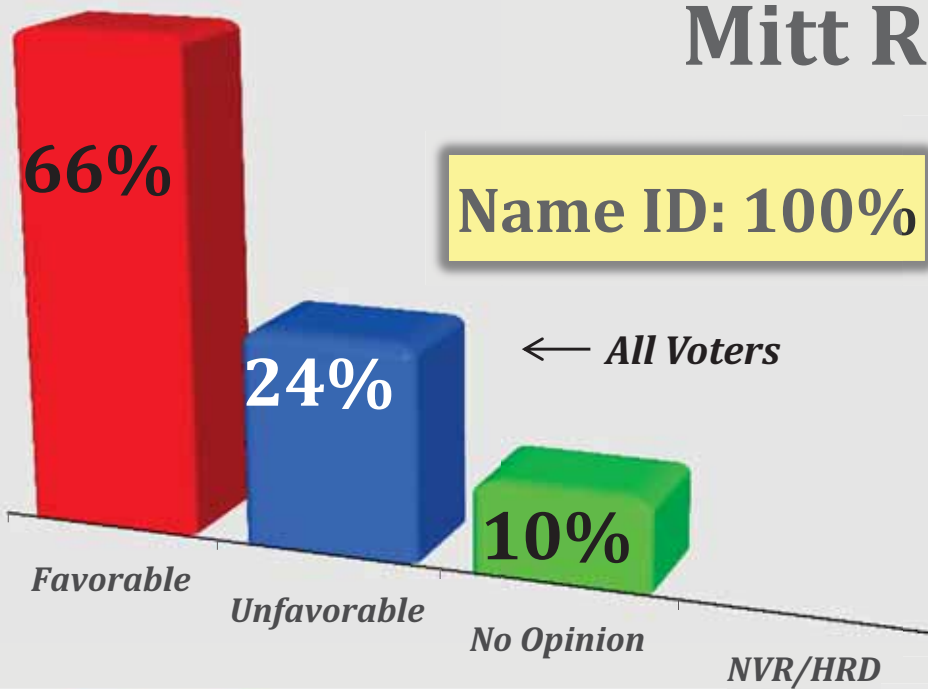
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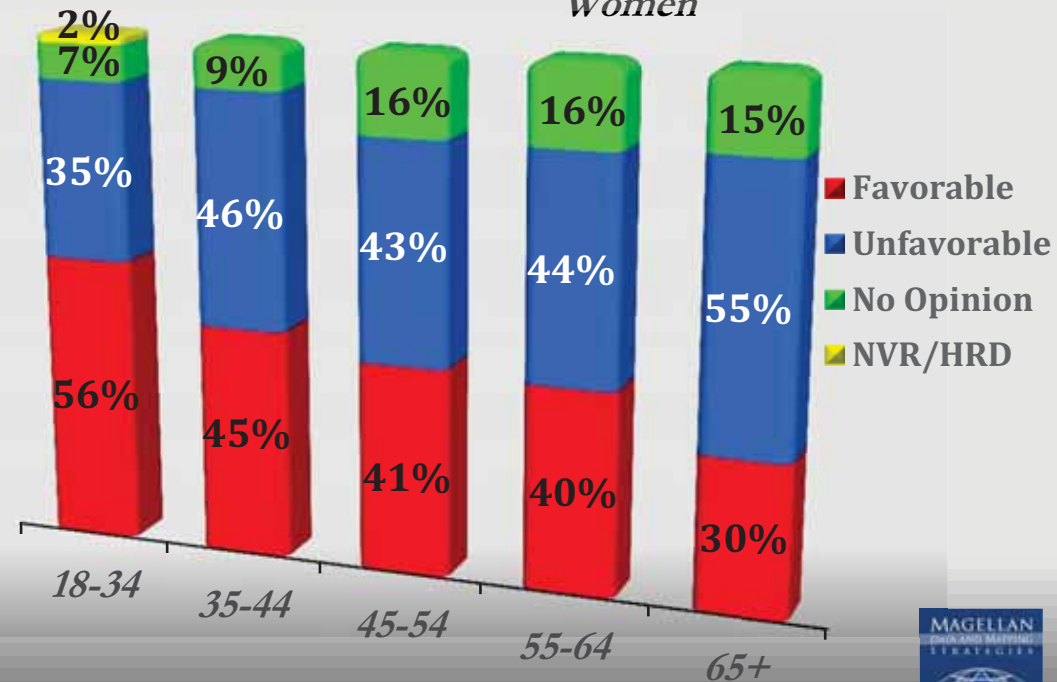
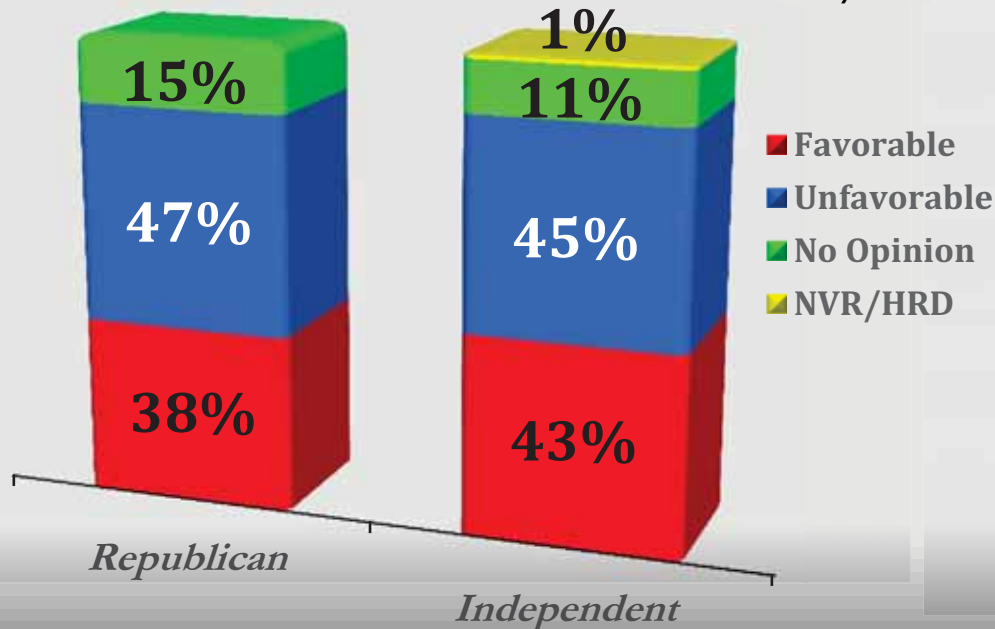
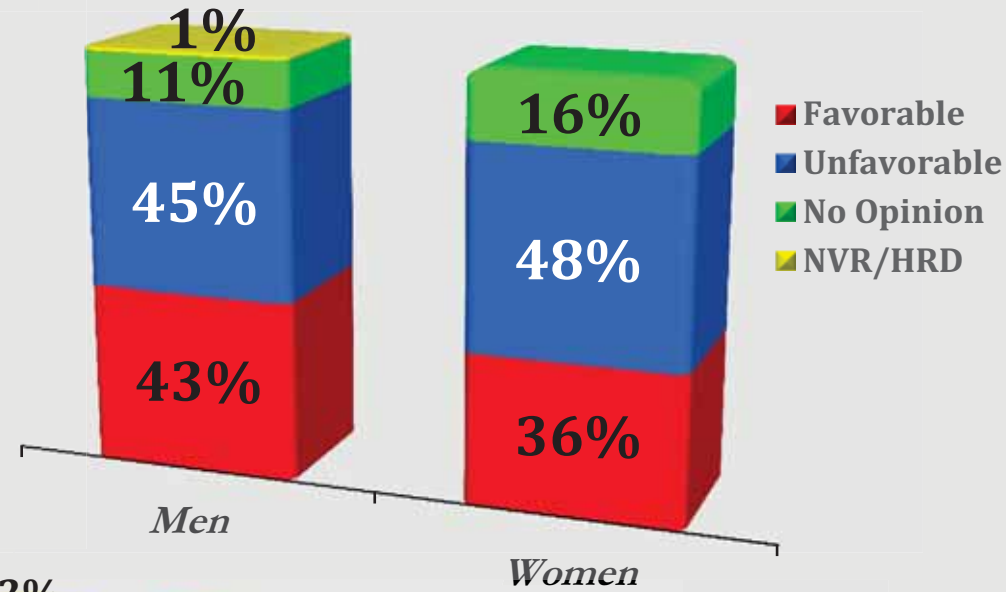
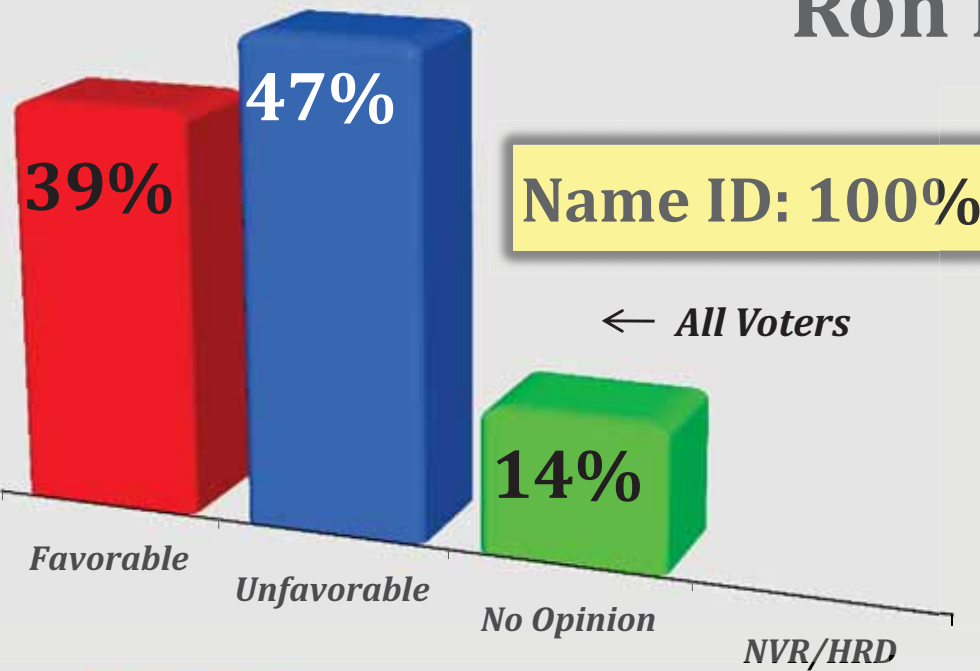


Candidate Image Ratings

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



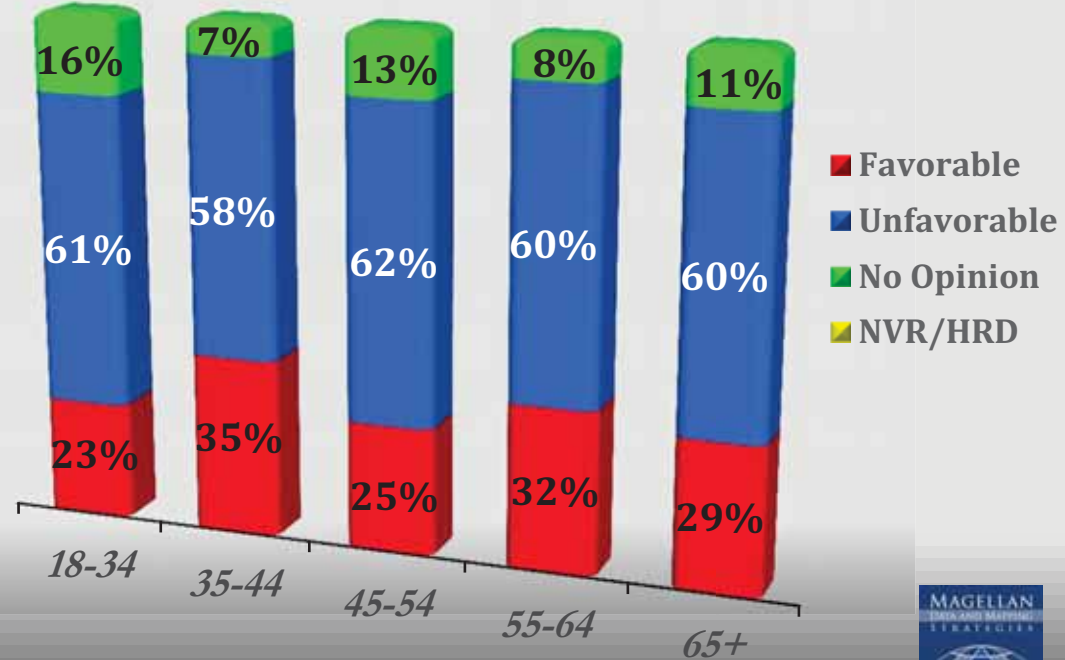
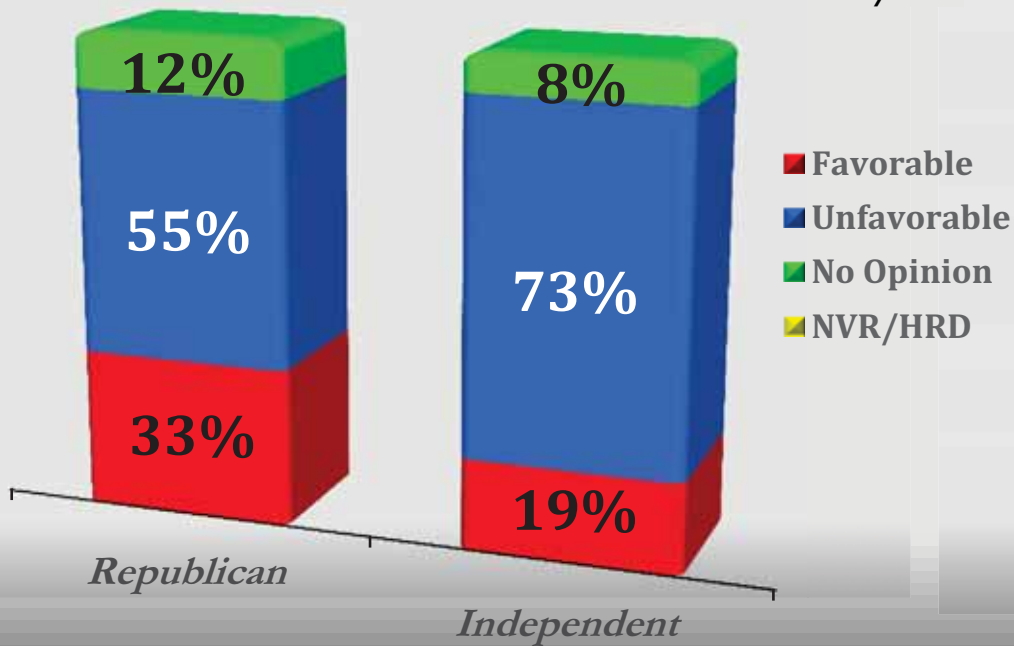
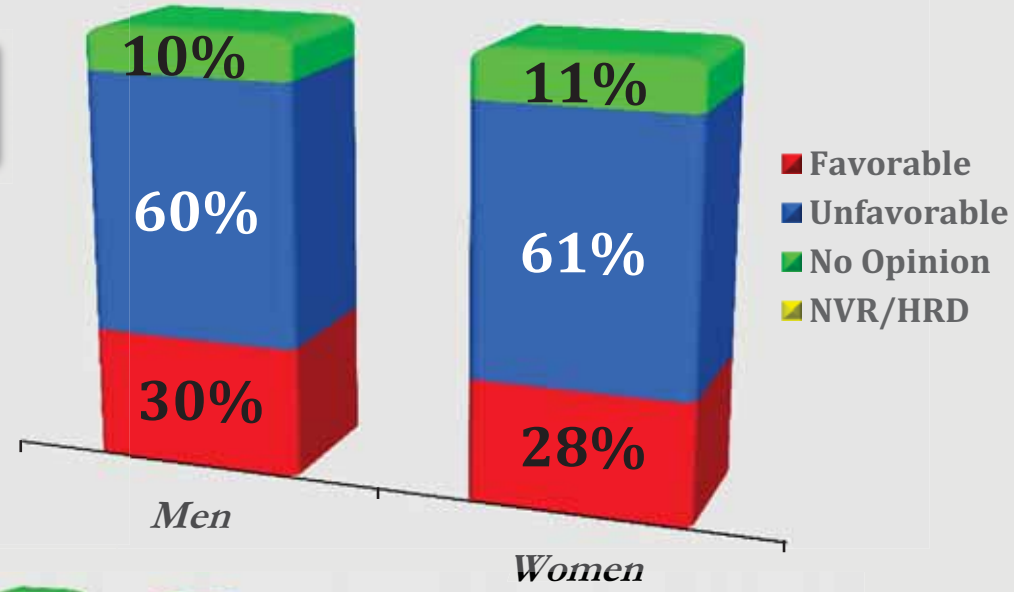
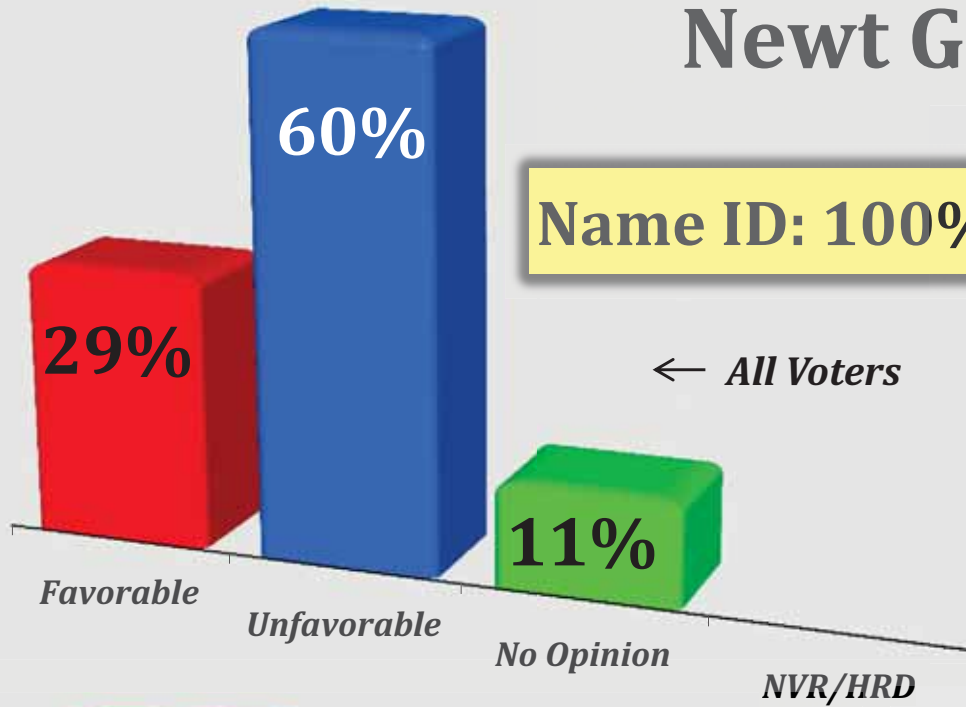
Do you have a favorable or unfavorable opinion of Ron Paul?



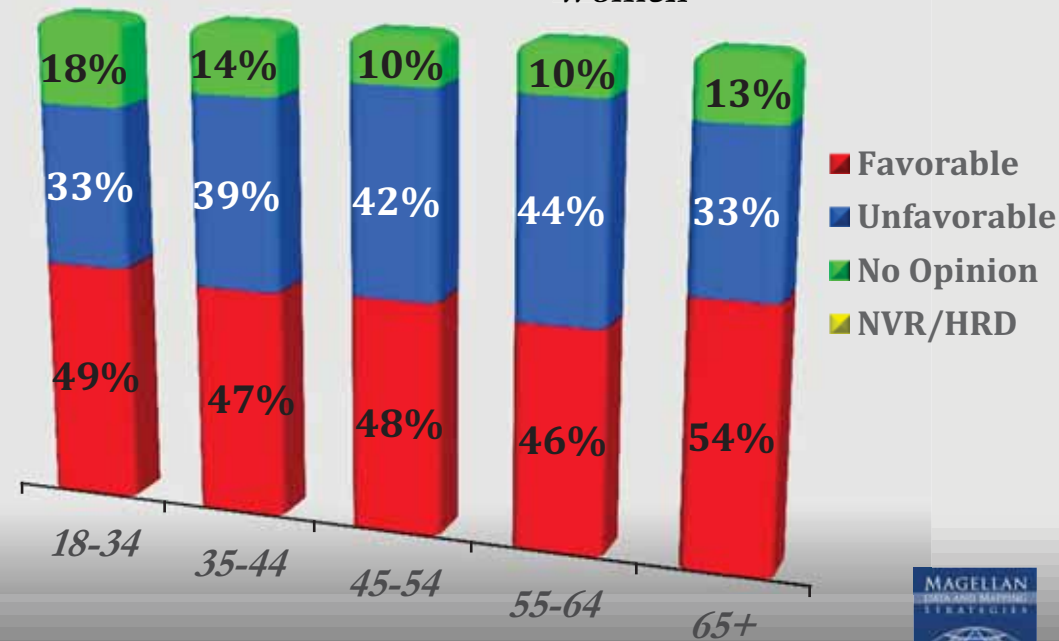
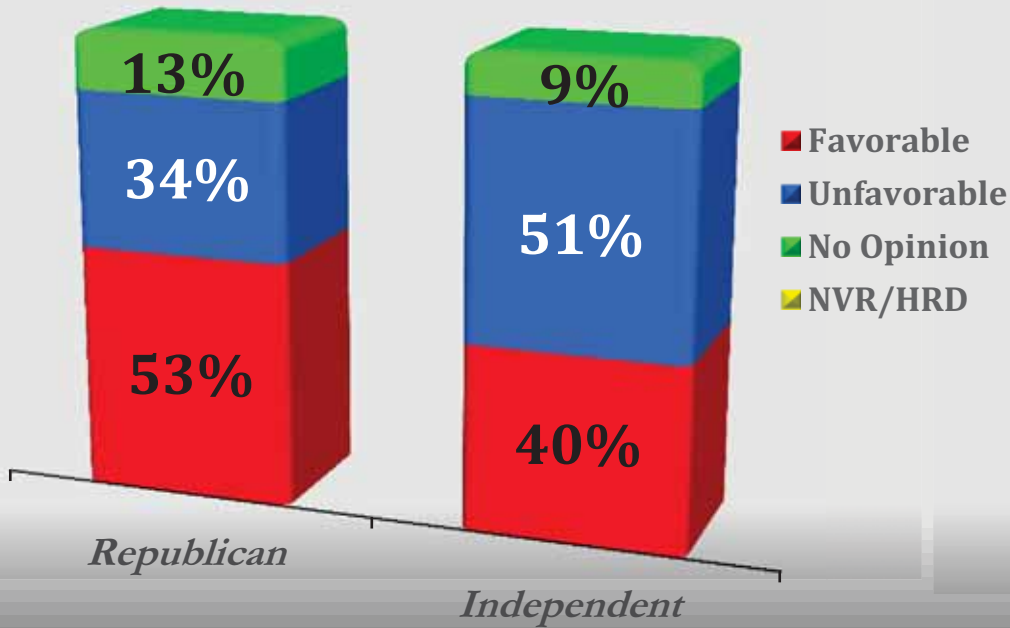
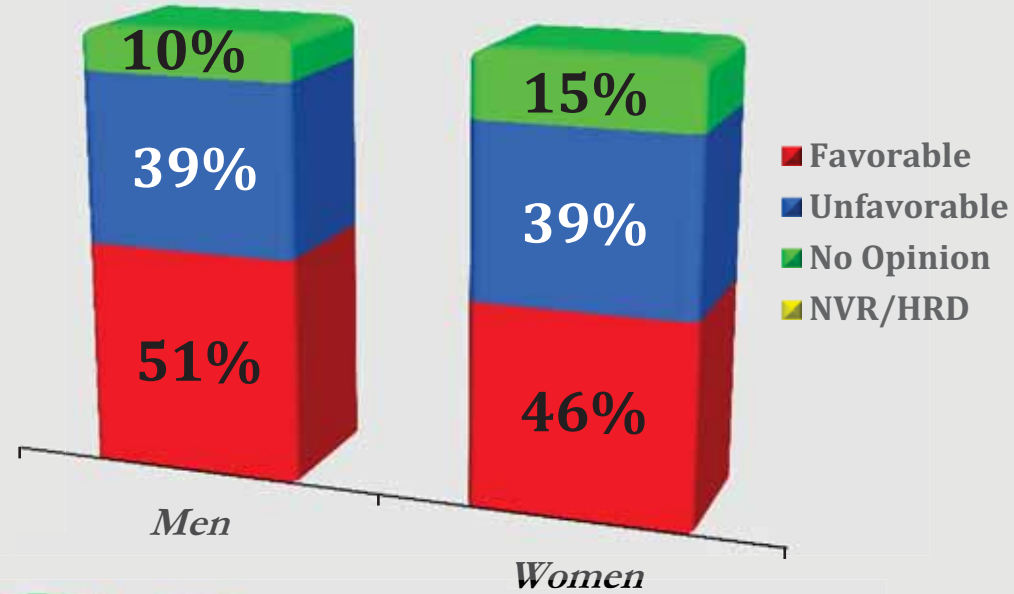
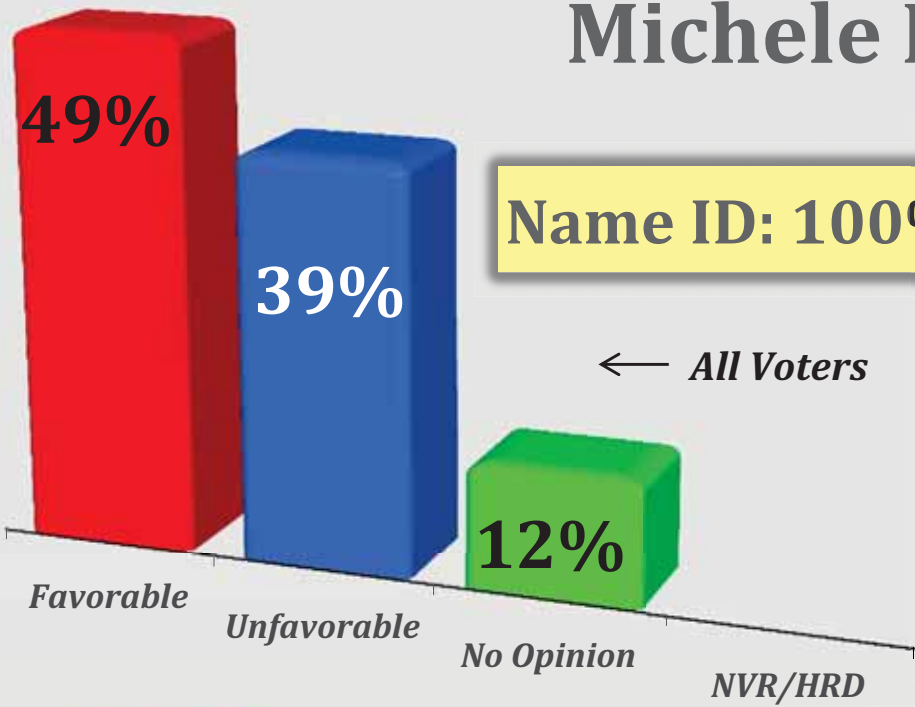
Do you have a favorable or unfavorable opinion of Newt Gingrich?

Name ID: 100%

← All Voters



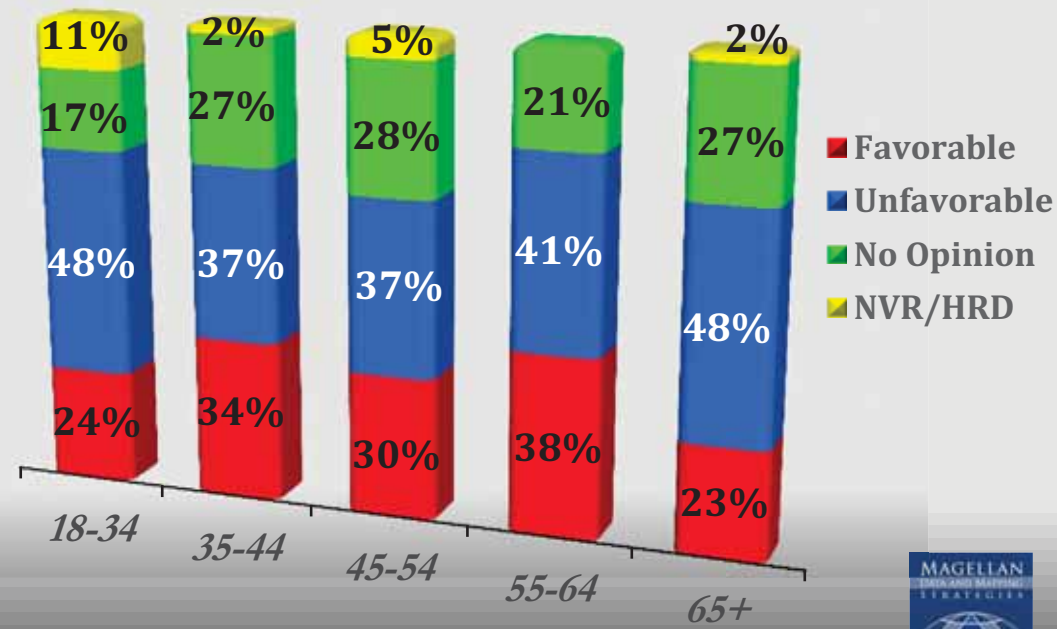
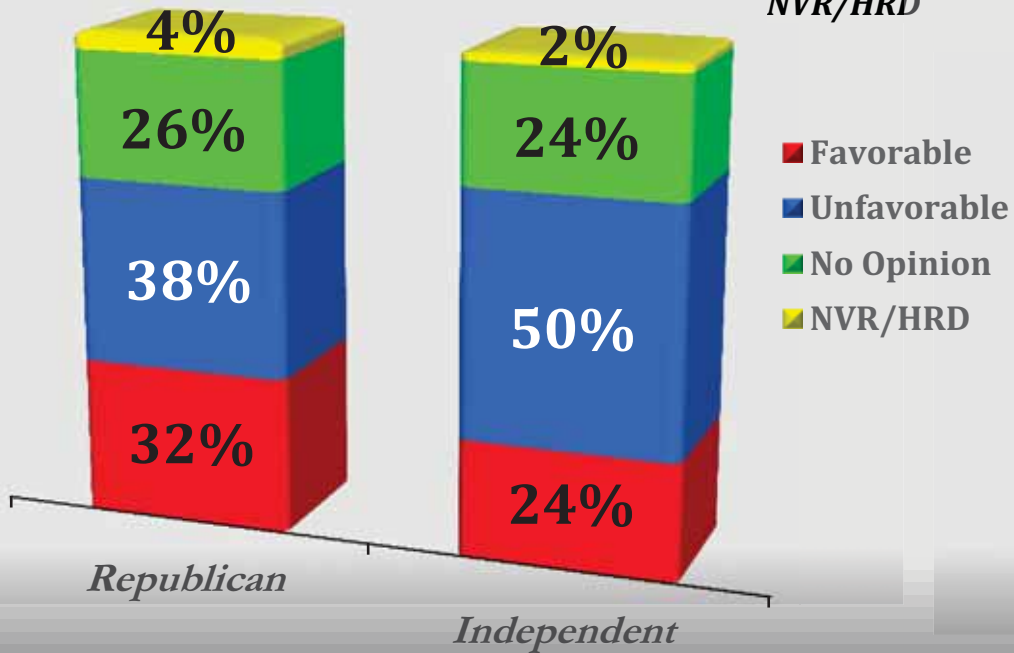
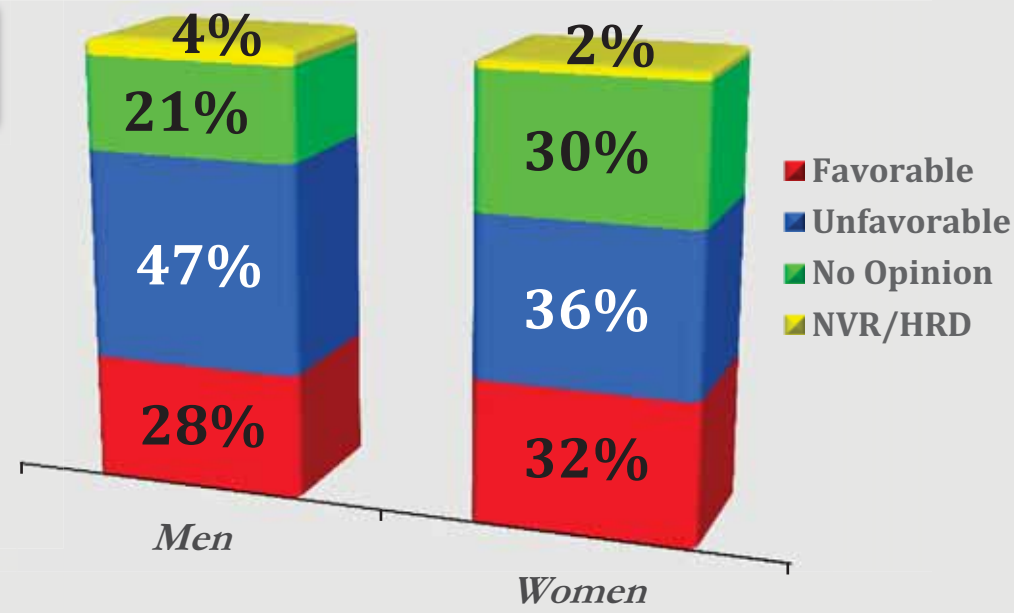
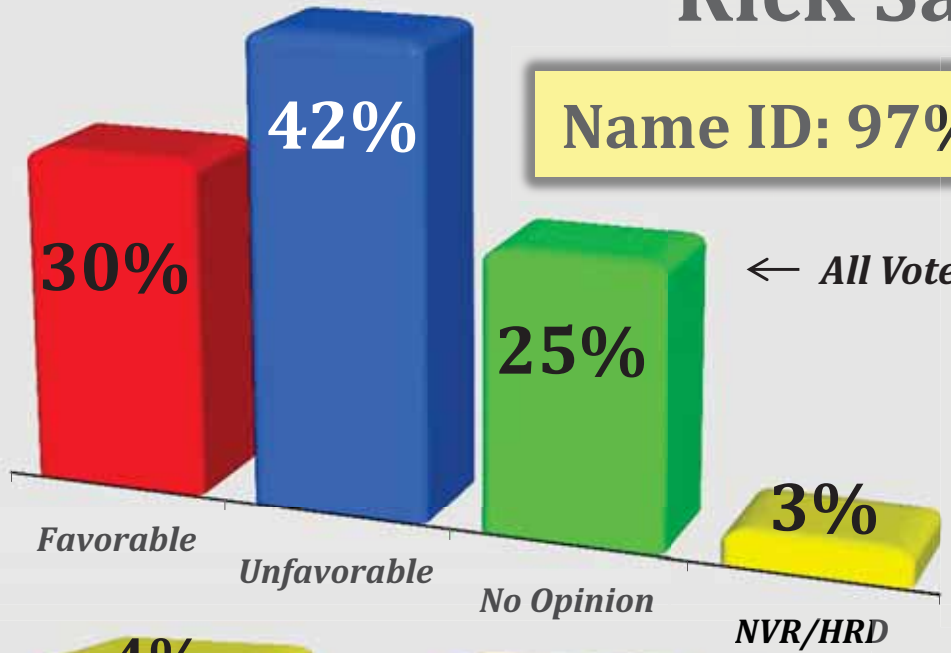
Do you have a favorable or unfavorable opinion of Michele Bachmann?



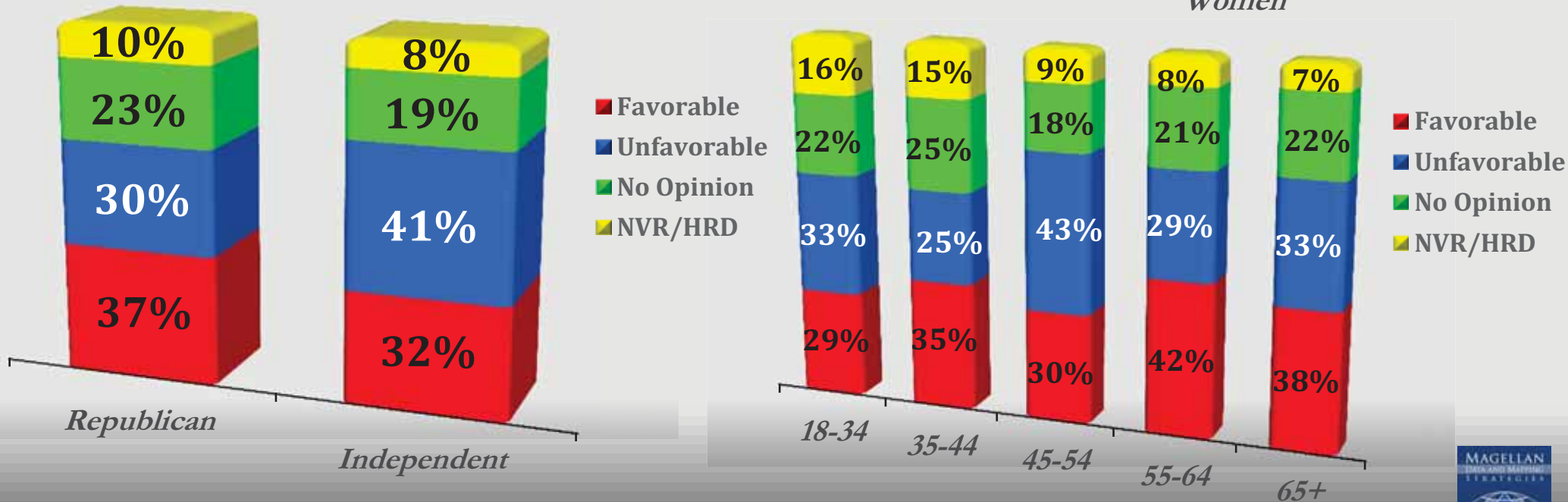
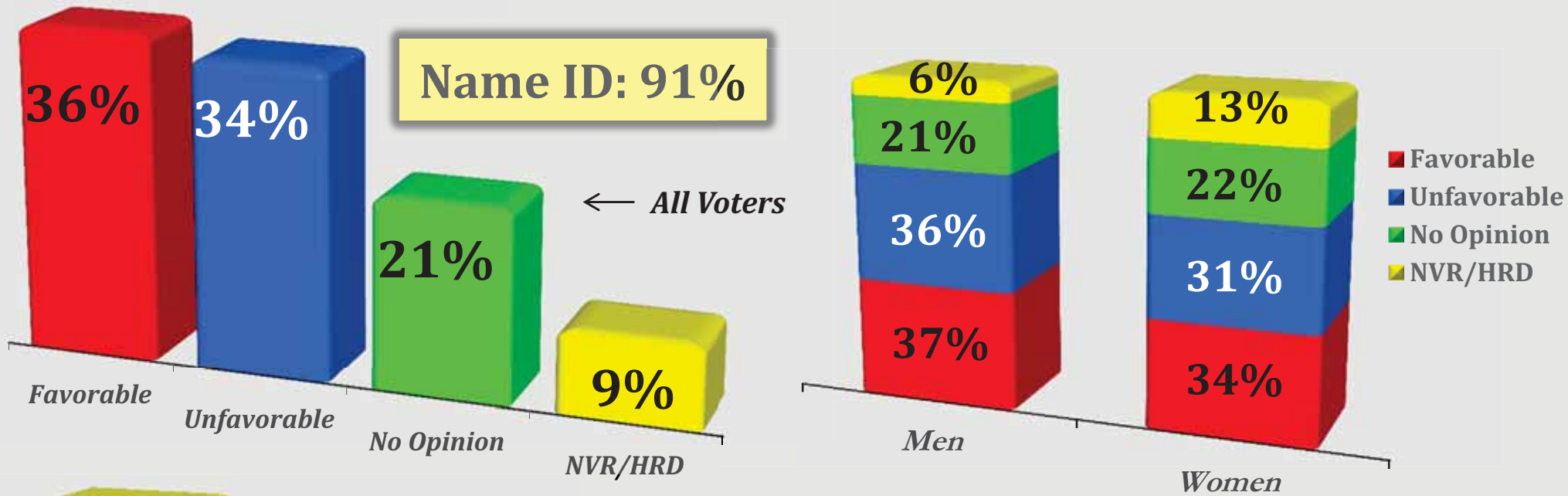
Do you have a favorable or unfavorable opinion of Rick Santorum?

Name ID: 97%

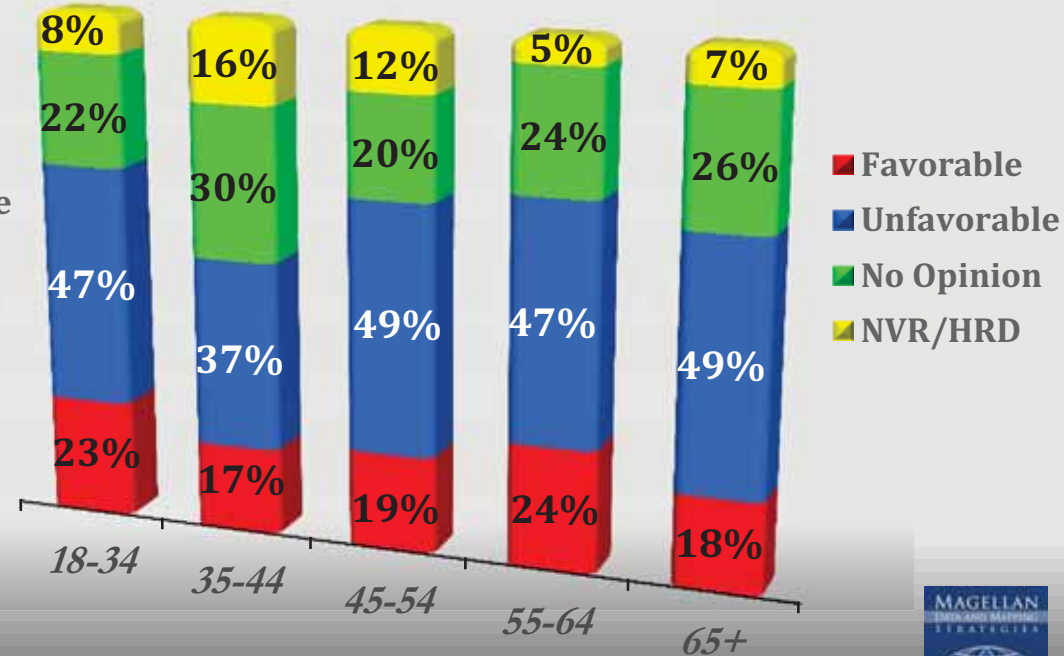
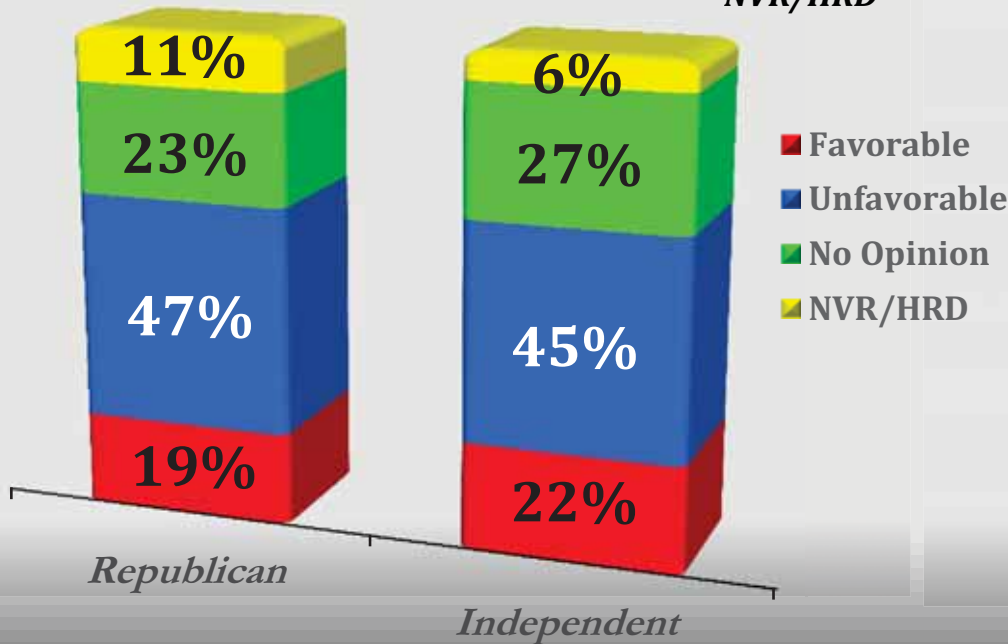
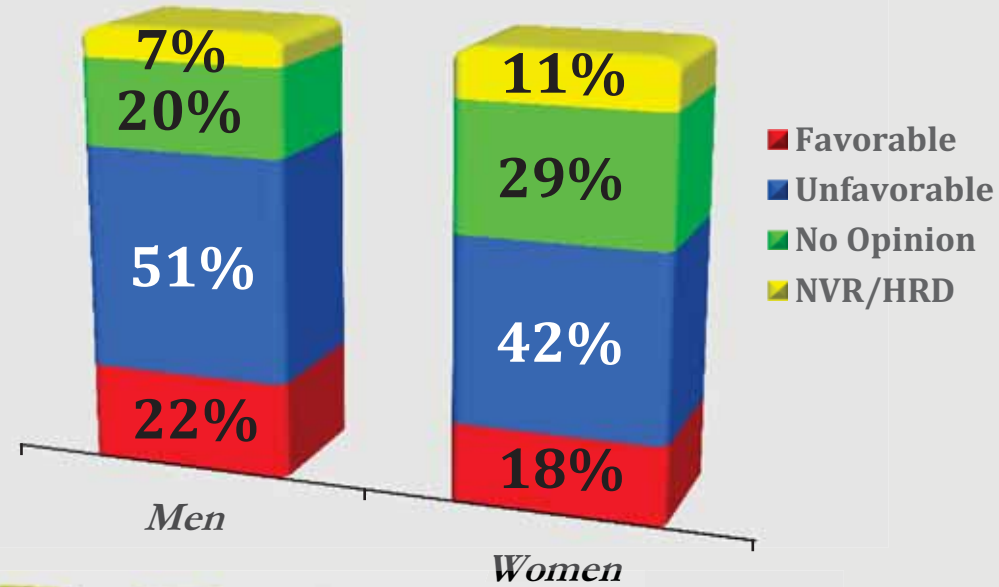
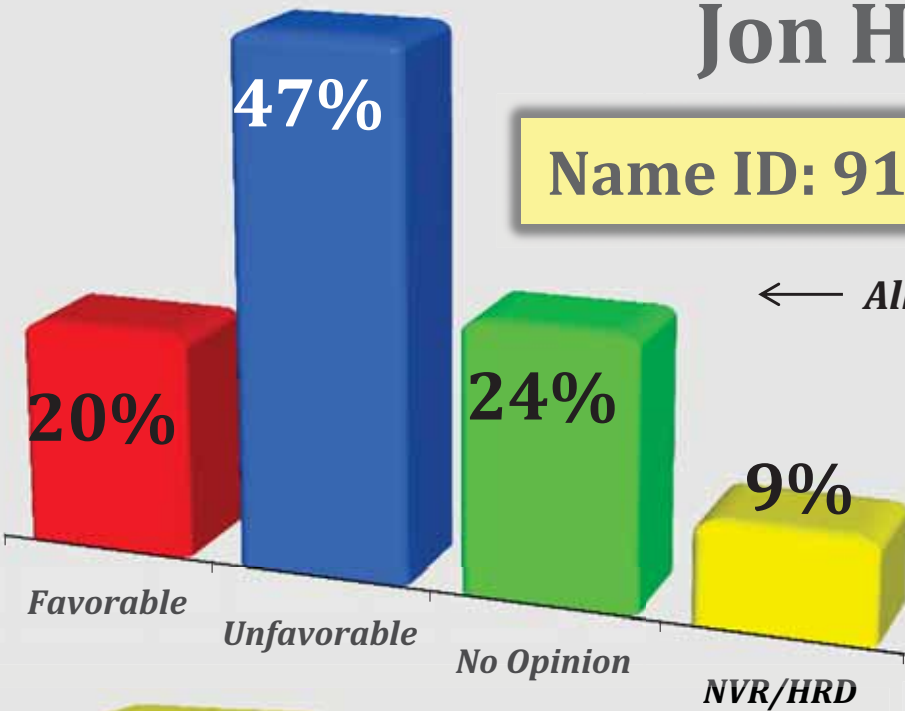
← All Voters



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



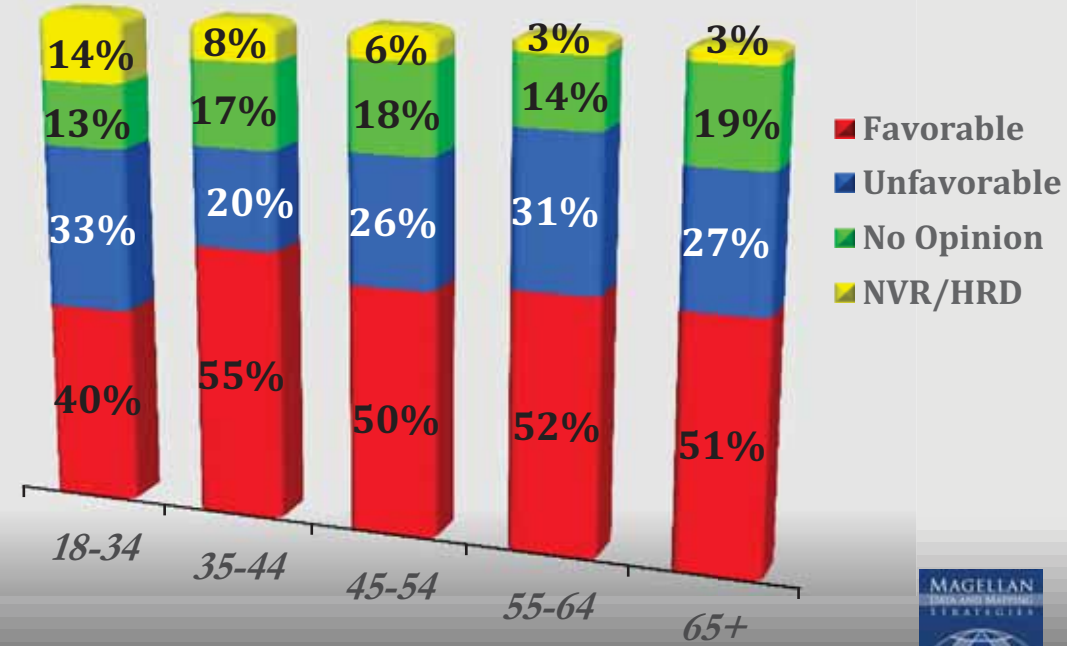
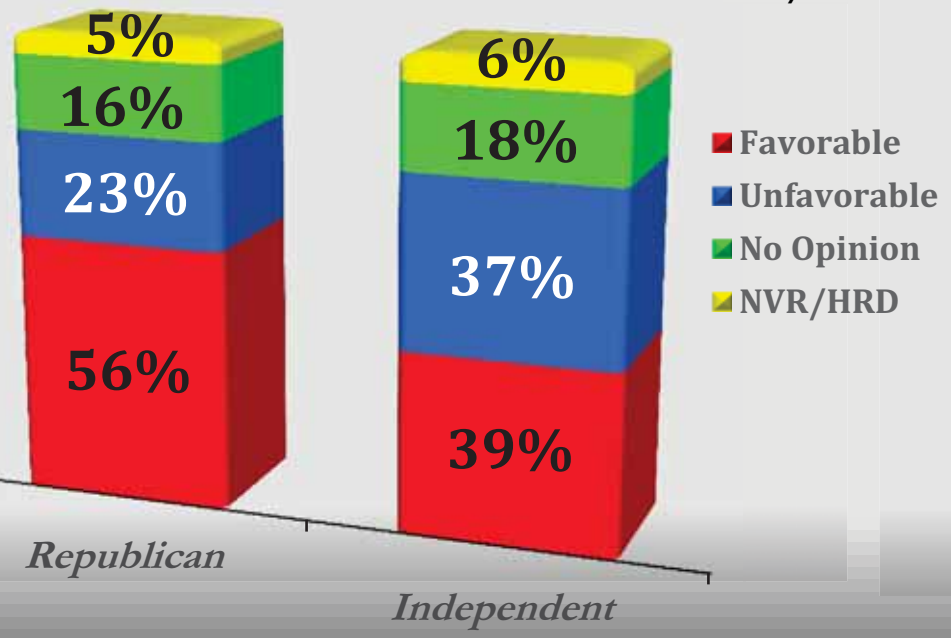
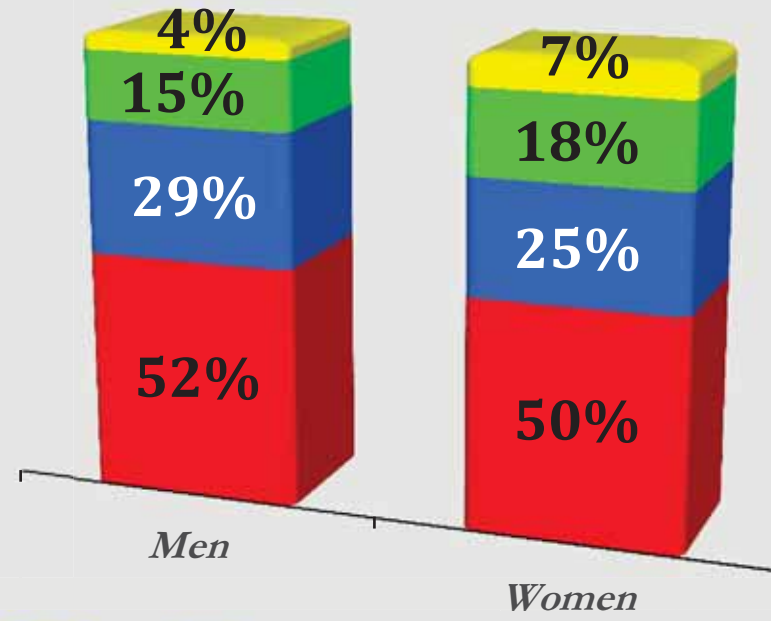
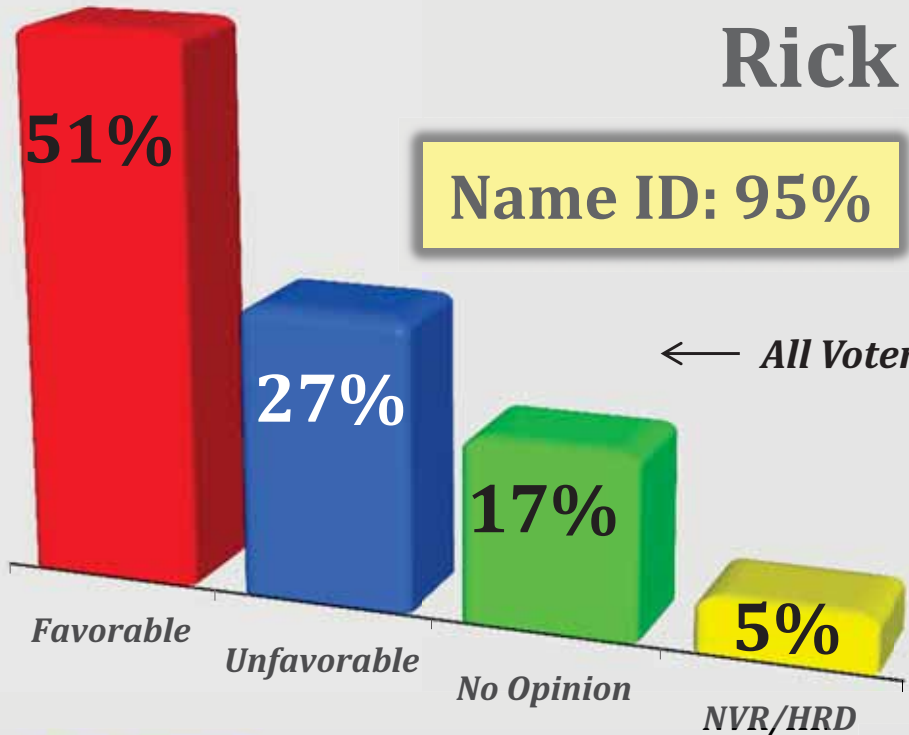
Do you have a favorable or unfavorable opinion of Jon Huntsman?



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

Name ID: 95%

← All Voters



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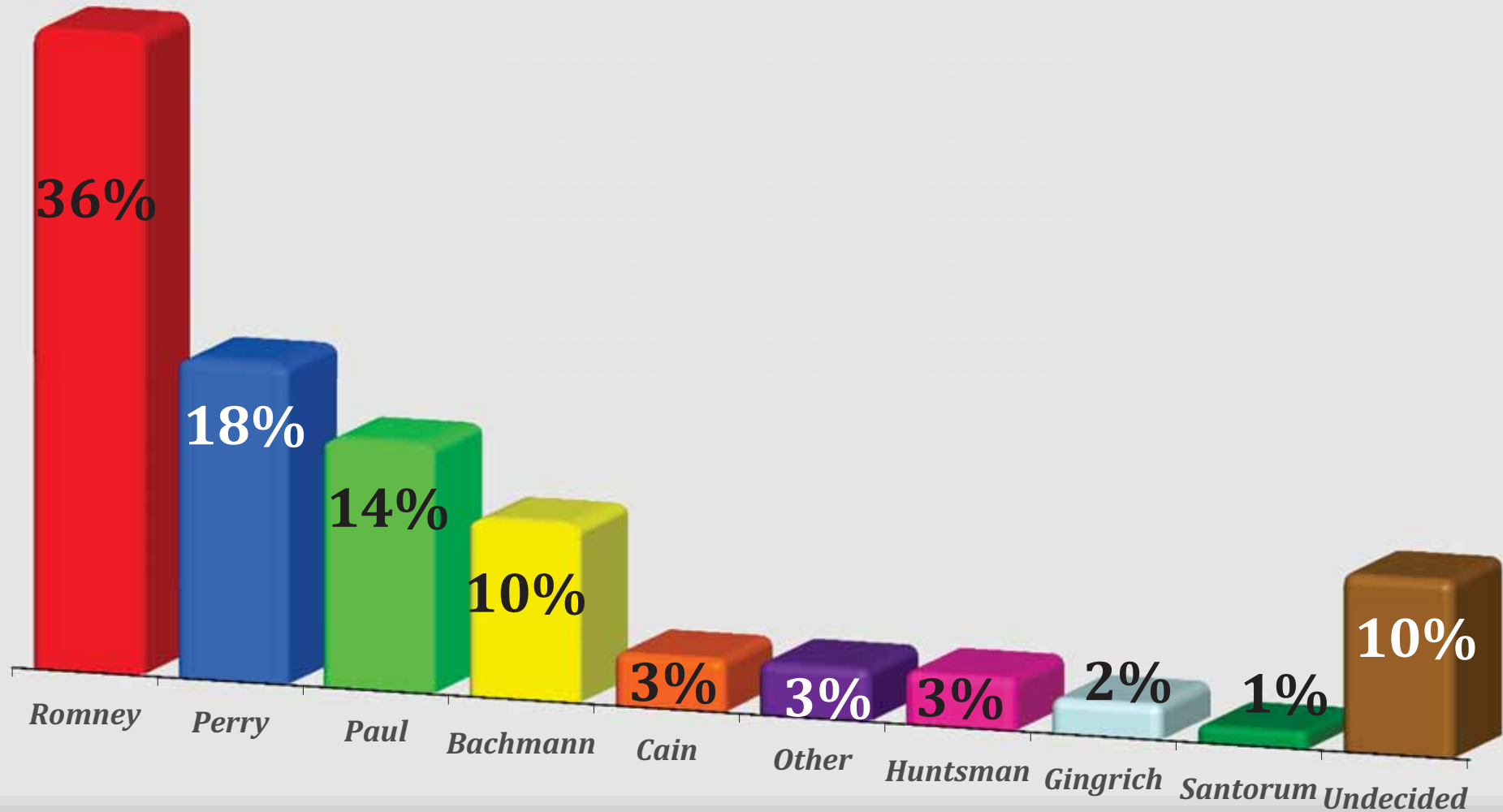
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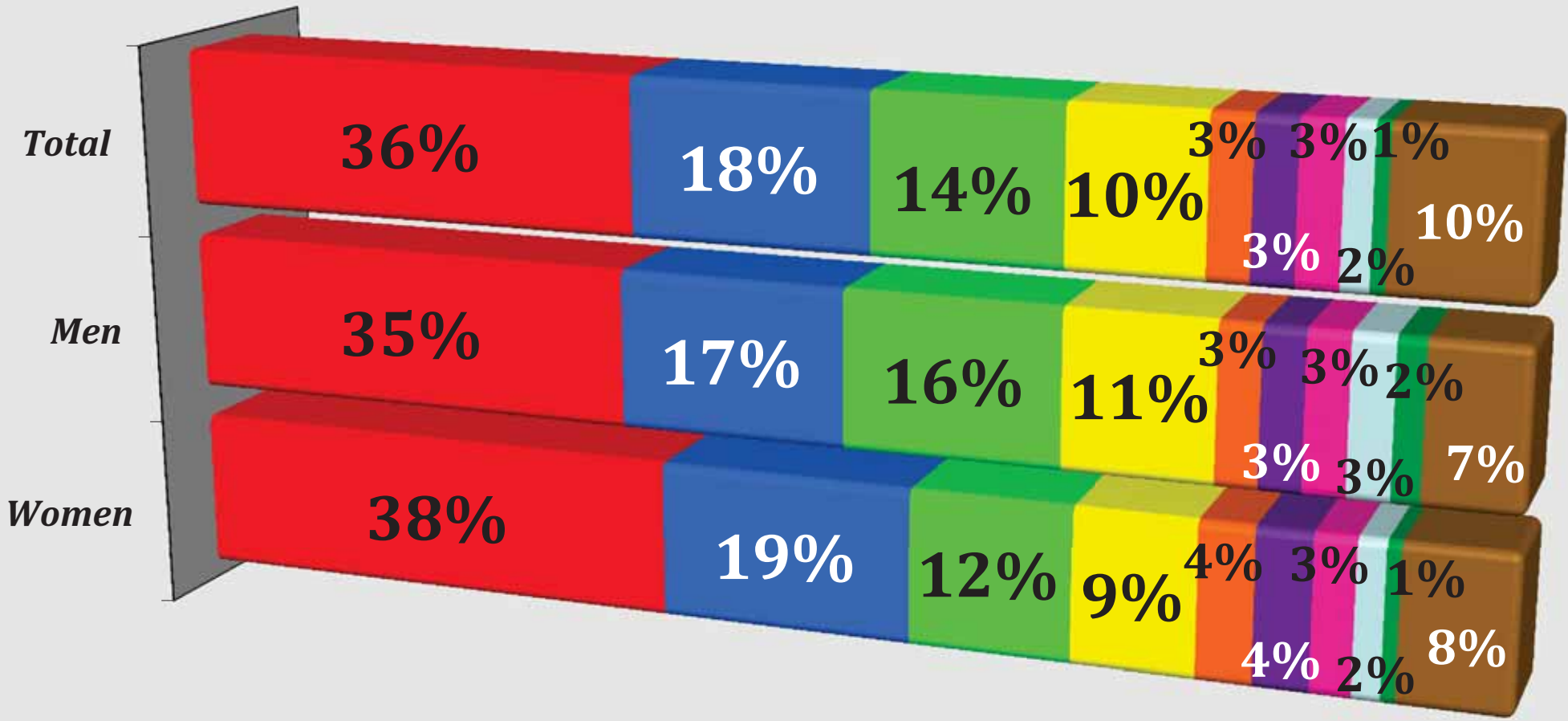


Republican Presidential Primary Ballot Test

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?



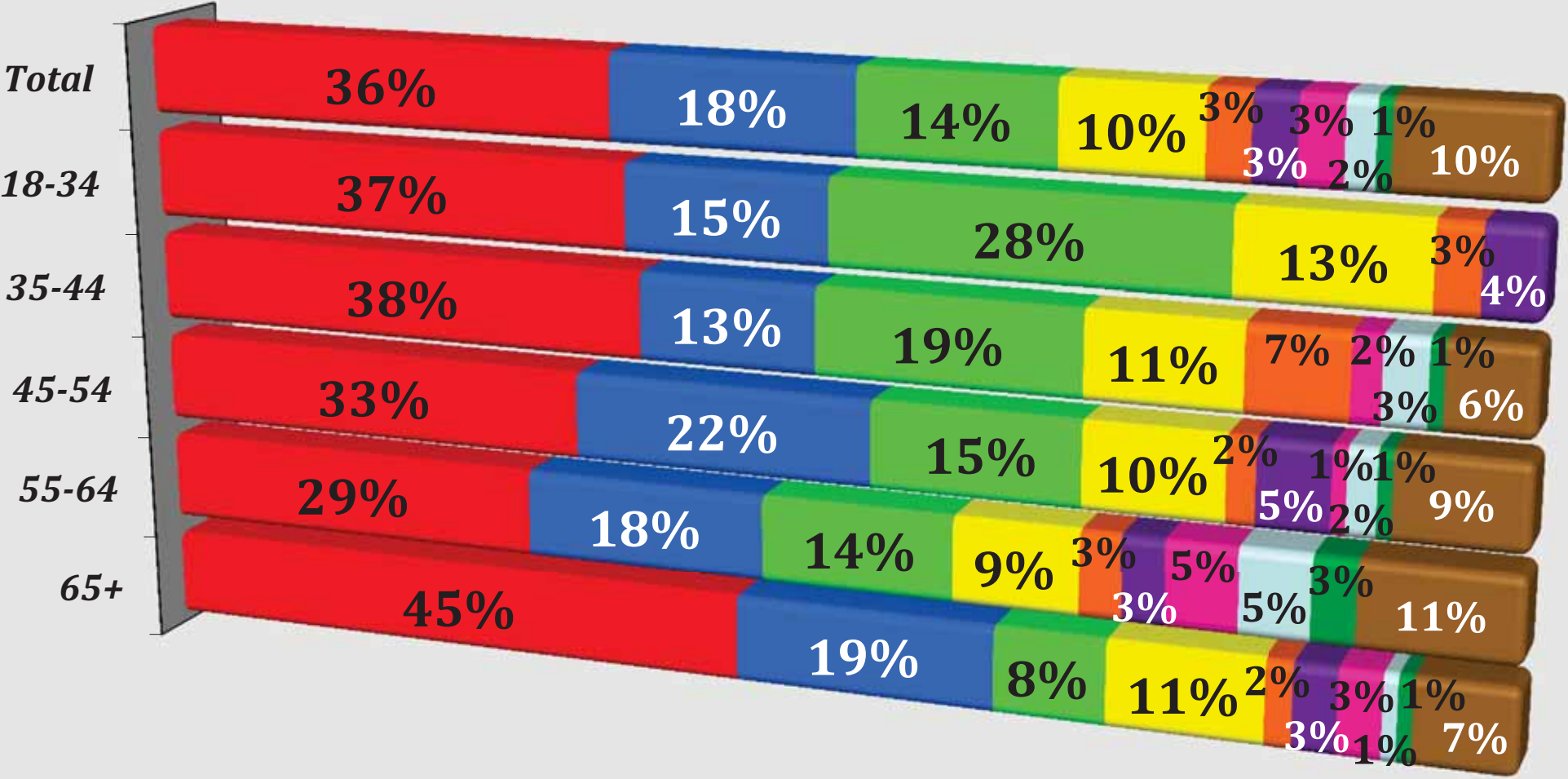
If the 2012 Republican Presidential primary election was being held today, for whom would you vote if the candidates were Mitt Romney, Ron Paul, Newt Gingrich, Michele Bachmann, Rick Santorum, Herman Cain, Jon Huntsman, Rick Perry or some other candidate? (By Gender)



- Romney
- Perry
- Paul
- Bachmann
- Cain
- Other
- Huntsman
- Gingrich
- Santorum
- Undecided



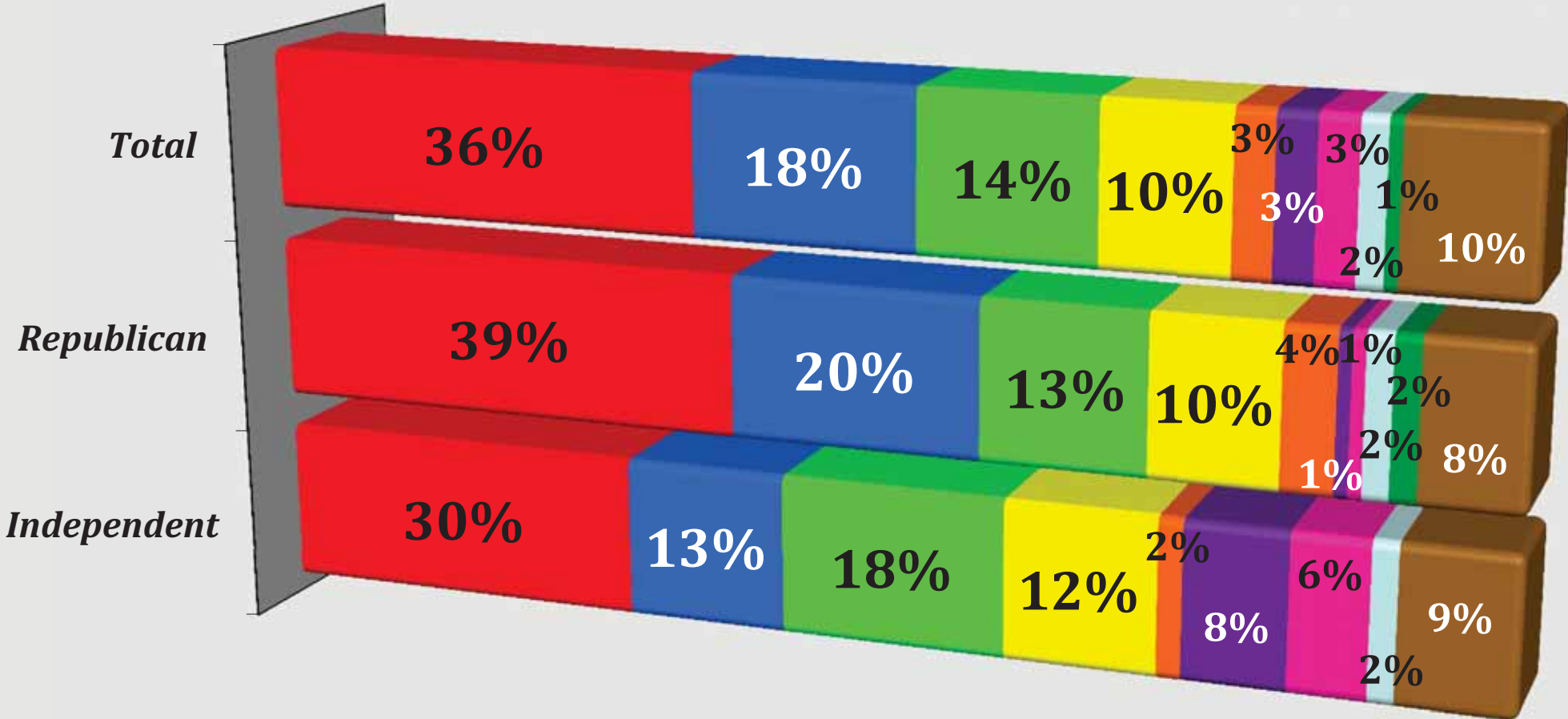
If the 2012 Republican Presidential primary election was being held today, for whom would you vote if the candidates were Mitt Romney, Ron Paul, Newt Gingrich, Michele Bachmann, Rick Santorum, Herman Cain, Jon Huntsman, Rick Perry or some other candidate? (By Age)



- Romney
- Perry
- Paul
- Bachmann
- Cain
- Other
- Huntsman
- Gingrich
- Santorum
- Undecided



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? (By Party)



- Romney
- Perry
- Paul
- Bachmann
- Cain
- Other
- Huntsman
- Gingrich
- Santorum
- Undecided

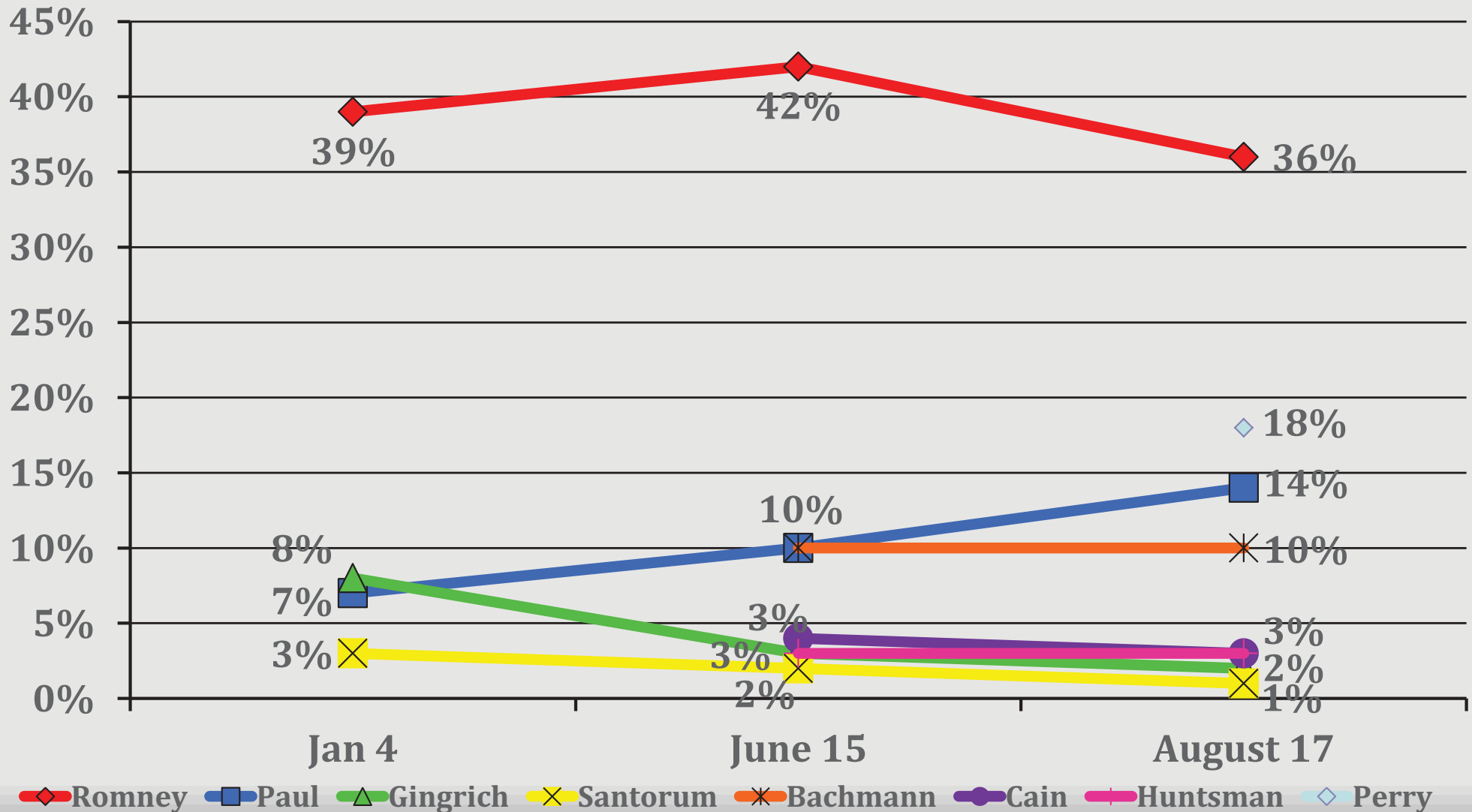




NH GOP Presidential Primary Ballot Test Trend Line

New Hampshire 2012 Republican Presidential Primary Ballot Test

NH Journal/ Magellan Trend Line



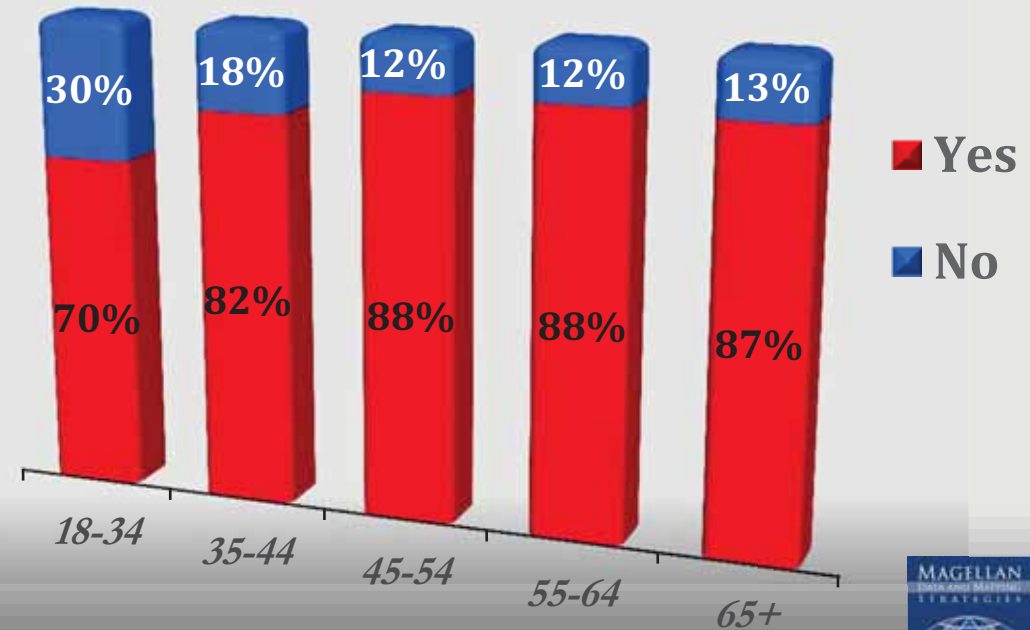
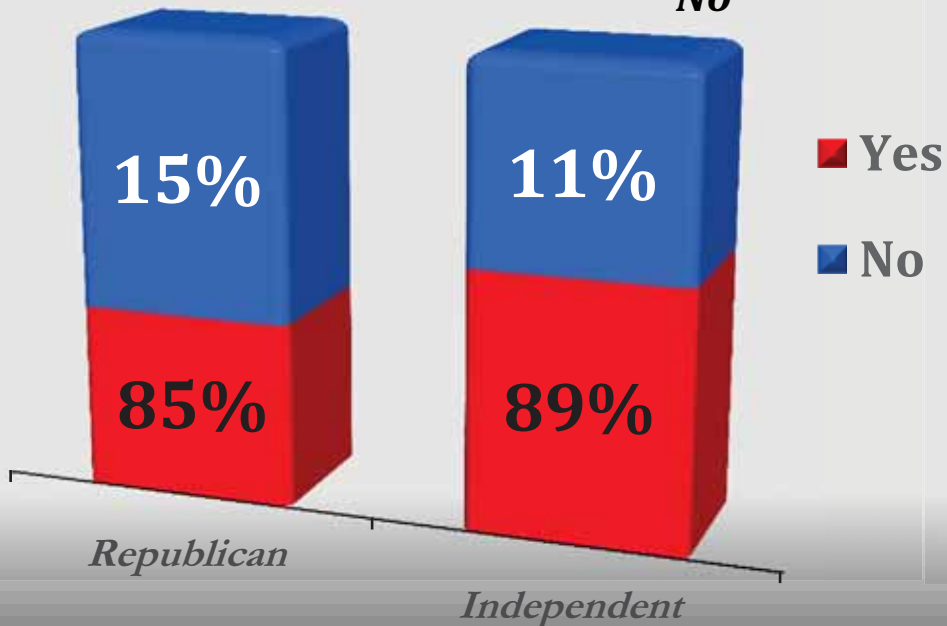
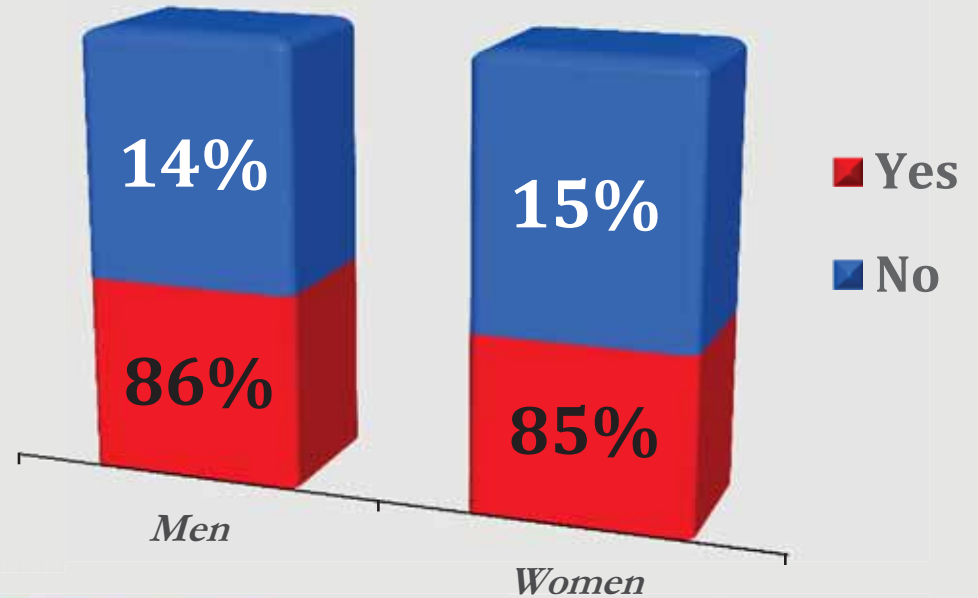
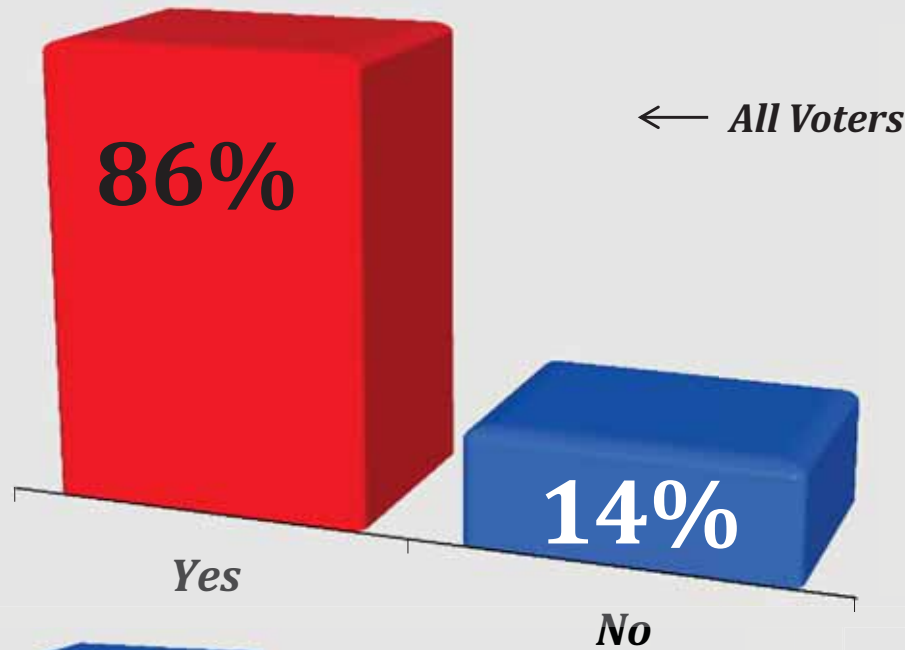
*Note that the June 15th survey included Tim Pawlenty, Sarah Palin, and Rudy Giuliani and the August survey does not.

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Ames Iowa Straw Poll Awareness

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



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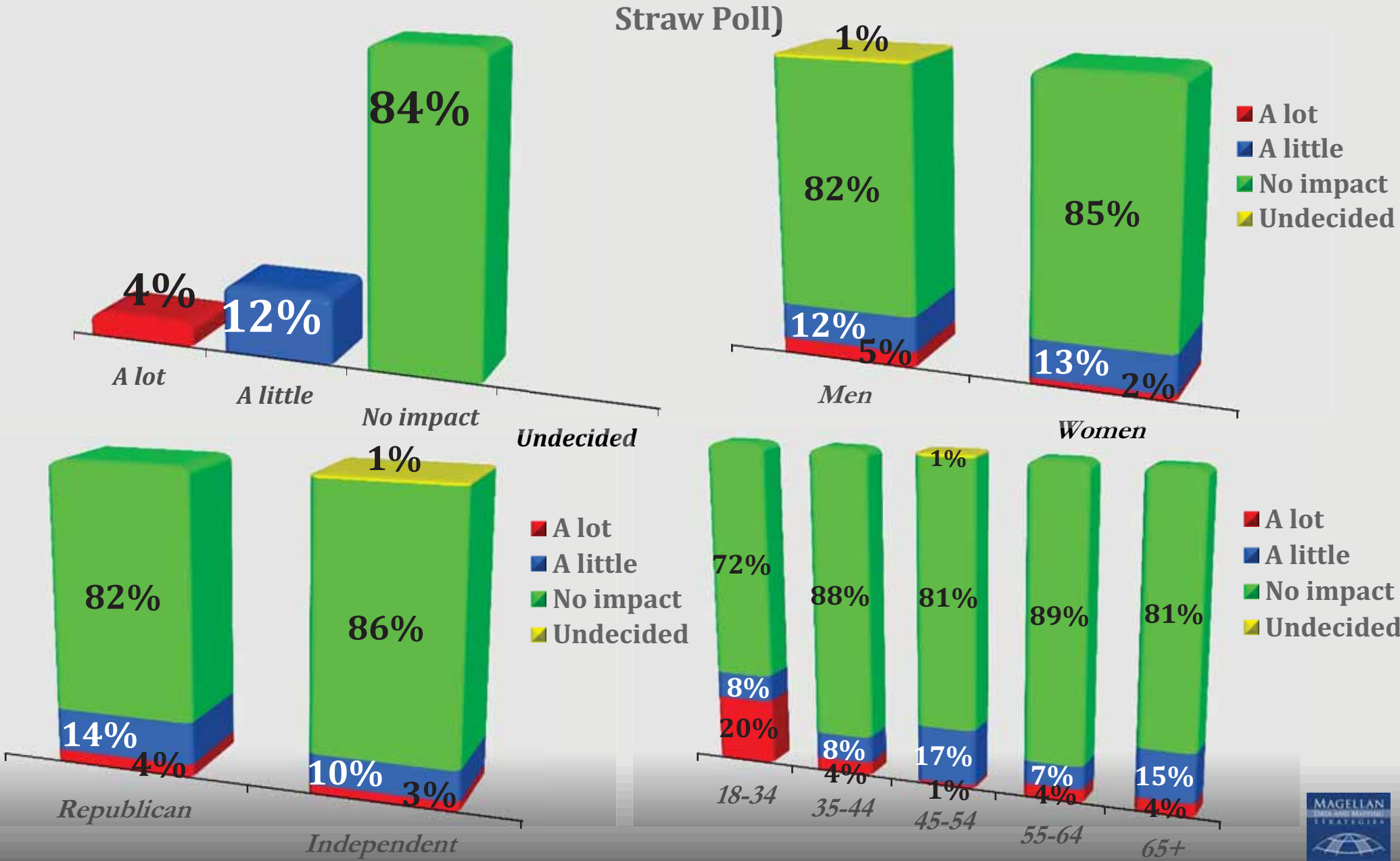
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Ames Straw Poll Impact on Voters Decision

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 impact you decision a lot, a little or not at all? (Asked to respondents that had seen, read or heard something about the Ames Iowa Straw Poll)



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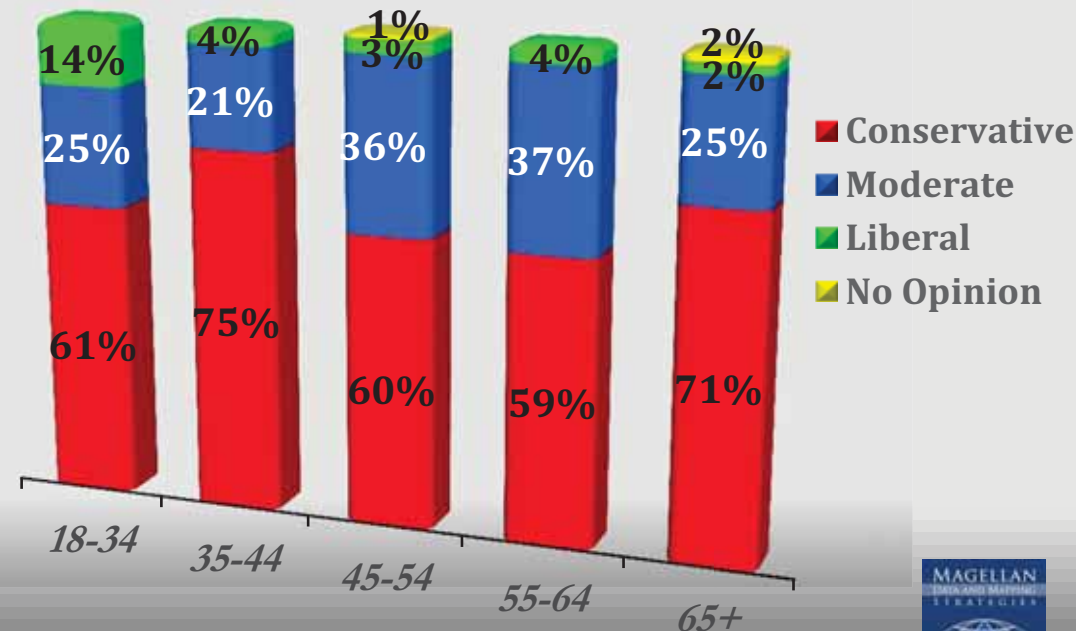
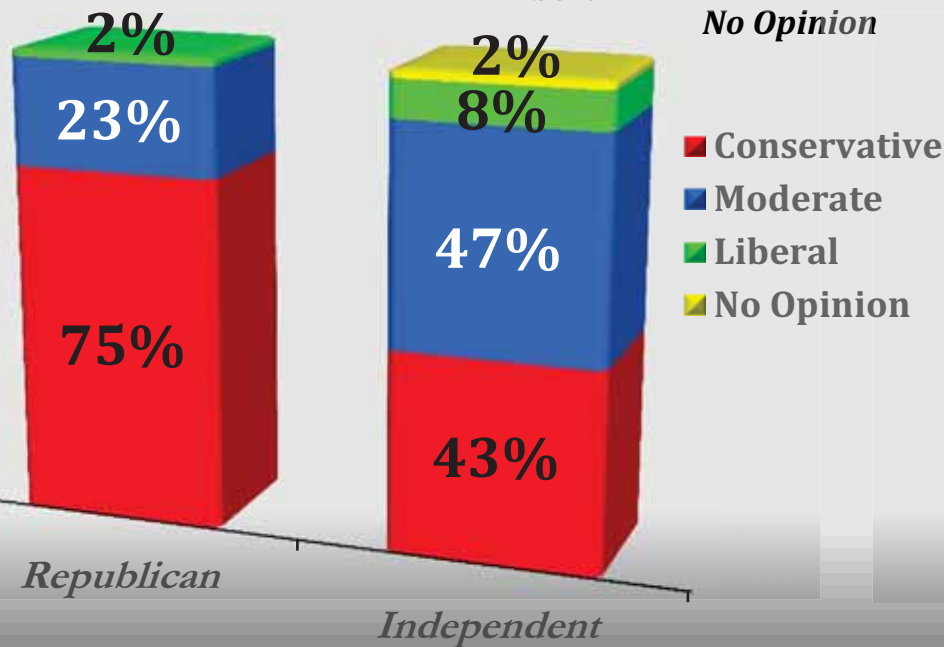
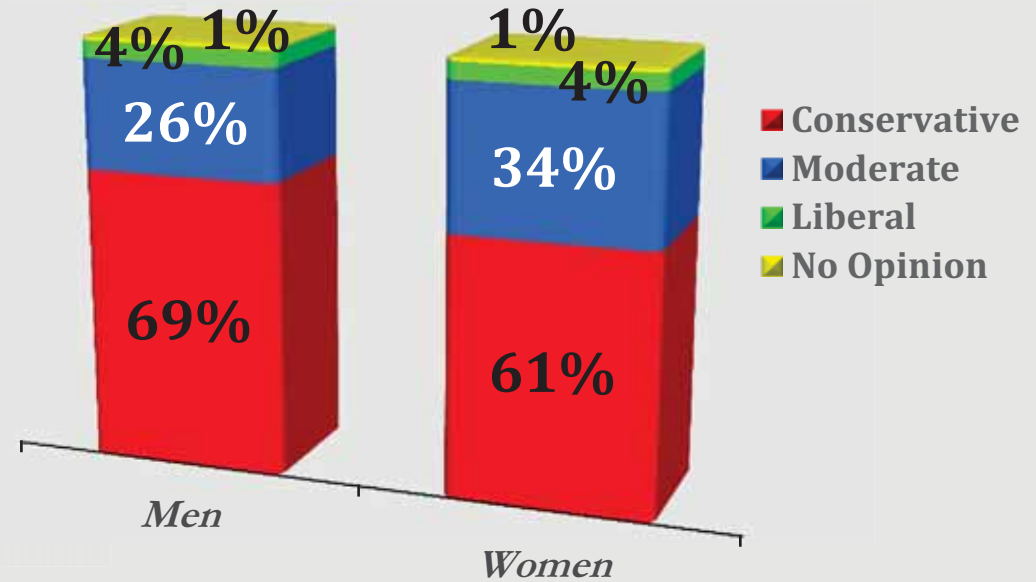
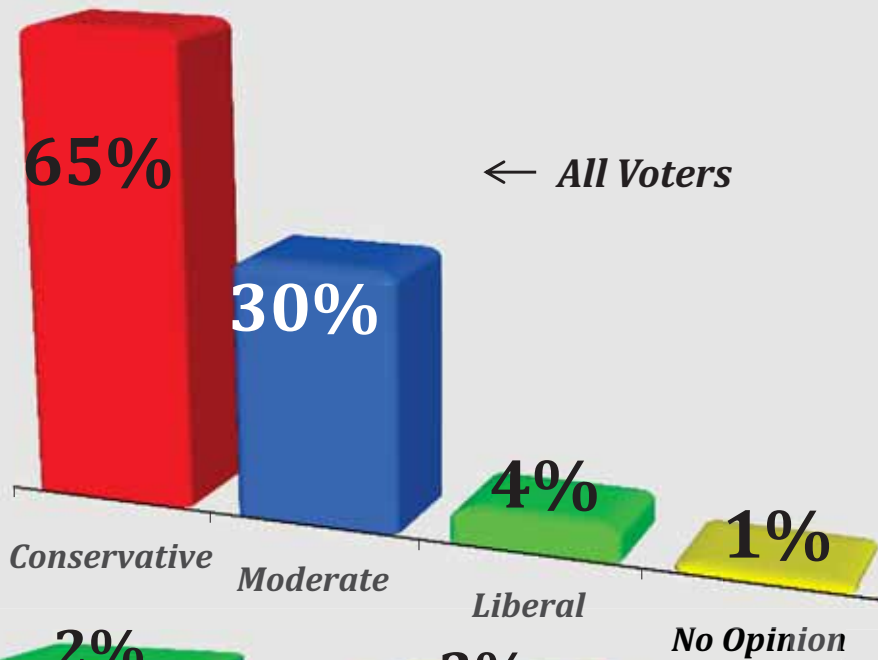
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Ideology

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



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Survey Demographics

Gender Demographics

