



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%

