



September 2, 2011
FOR IMMEDIATE RELEASE
CONTACT: DAVID FLAHERTY 303-861-8585

NEVADA 2012 REPUBLICAN PRESIDENTIAL CAUCUS SURVEY RELEASE
RICK PERRY LEADS MITT ROMNEY BY 5 POINTS
PERRY 29%, ROMNEY 24%, CAIN 7%, BACHMANN 6%, PAUL 6%,
GINGRICH 5%, SANTORUM 1%, HUNTSMAN 1%, OTHER CANDIDATE 2%,
UNDECIDED 19%

Louisville, CO – Magellan Strategies today released the results of an autodial survey of 631 likely 2012 Nevada Republican Presidential caucus attendees. The survey finds Rick Perry leading Mitt Romney by 5 points. Among all voters, Rick Perry has 29% support and Mitt Romney has 24% support. The rest of the Republican field rounds out with Herman Cain with 7%, Michele Bachmann with 6%, Ron Paul with 6%, Newt Gingrich with 5%, Rick Santorum and Jon Huntsman both with 1%, the generic "other candidate" with 2%, and 19% are undecided.

Although it is very early, this is currently a two way race between Rick Perry and Mitt Romney in Nevada. Looking at responses by voter subgroup, we find male voters and seniors (voters aged 65 or older) leaning heavily towards Rick Perry. Among self-identified tea party "members," which make up 49% of all respondents, Rick Perry has a 20 point lead over Mitt Romney.

Nevada Republican Presidential Caucus 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	+5	+12	-2	+12	+9	+8	+20
Perry	29%	33%	25%	33%	32%	31%	36%
Romney	24%	21%	27%	21%	23%	23%	16%
Cain	7%	5%	9%	6%	7%	6%	8%
Bachmann	6%	7%	6%	6%	6%	7%	8%
Paul	6%	7%	4%	4%	4%	5%	4%
Gingrich	5%	5%	5%	5%	5%	5%	6%
Santorum	1%	1%	2%	2%	2%	2%	3%
Huntsman	1%	2%	1%	2%	1%	1%	1%
Other Cand.	2%	3%	2%	3%	2%	1%	1%
Undecided	19%	16%	19%	18%	18%	19%	17%

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

Candidate Image Ratings

Among all candidates tested in the survey, Rick Perry has the highest favorable opinion as well as the strongest image ratio, with four times the number of respondents having a favorable opinion of him compared to those that have an unfavorable opinion of him. Mitt Romney also has a strong favorable opinion with 63%, and a 3:1 image ratio. Other candidates that have a positive image rating include Michele Bachmann and Herman Cain.

Nevada Republican Caucus 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	64%	16%	18%	2%	4:1
Romney	63%	21%	15%	1%	3:1
Bachmann	50%	32%	16%	2%	1.6:1
Cain	45%	21%	20%	14%	2.1:1
Gingrich	42%	42%	15%	1%	1:1
Paul	38%	48%	14%	0%	0.8:1
Santorum	28%	34%	28%	10%	0.8:1
Huntsman	15%	46%	26%	13%	0.3:1

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

Summary

For the past three weeks, Magellan Strategies has surveyed likely Republican Presidential primary and caucus voters in New Hampshire, Iowa, South Carolina and Nevada. Our research finds Mitt Romney with an 18 point lead in New Hampshire (8/17 survey) and Rick Perry with an 11 point lead in South Carolina (8/26 survey). Our Iowa survey (8/25) showed a close race between Mitt Romney, Rick Perry and Michele Bachmann, and this Nevada survey finds Rick Perry with a 5 point lead over Mitt Romney. We look forward to tracking the candidates in each of these states as the debate schedule intensifies in September.

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 have an interest in the 2012 Nevada Republican Presidential Caucus.

Survey Methodology

This survey was conducted using automated telephone touch tone technology. The sample used for this survey was randomly drawn from a Nevada voter file. The survey response data was weighted based upon past voting demographics of Nevada Republican primary election cycles. The 631 interviews were conducted on August 29th and 31st. Three attempts were made to interview each household in the sample. This survey has a margin of error of 3.9% at the 95 percent confidence interval.

The survey topline results are included in this document. The survey press release, toplines, crosstabs and presentation can be downloaded at MagellanStrategies.com in 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.





September 1, 2011

MEMORANDUM

TO: INTERESTED PARTIES

FR: DAVID FLAHERTY

MAGELLAN DATA AND MAPPING STRATEGIES

RE: NEVADA 2012 REPUBLICAN PRESIDENTIAL CAUCUS TOPLINE RESULTS

Magellan Strategies are pleased to present the topline results of a 631n autodial survey of likely 2012 Republican Caucus voters in the state of Nevada. The interviews were conducted on August 29th and 31st, 2011. This survey has a margin of error of +/- 3.9% at the 95 percent confidence interval. The survey response data was weighted based upon past voting demographics of Nevada Republican primary election cycles.

T1. Are you registered to vote as a Republican, a Democrat or an independent voter?

Republican.....100%

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

Extremely Likely..... 88%

Very Likely 8%

Somewhat Likely 4%

T3. Do you have a favorable or unfavorable opinion of Mitt Romney?

Favorable 63%

Unfavorable 21%

No Opinion 15%

Name ID 99%

Hard Name ID 84%

Never Heard Of..... 1%

T4. Do you have a favorable or unfavorable opinion of Michele Bachmann?

Favorable 50%
Unfavorable 32%
No Opinion 16%

Name ID 98%
Hard Name ID 82%
Never Heard Of 2%

T5. Do you have a favorable or unfavorable opinion of Rick Perry?

Favorable 64%
Unfavorable 16%
No Opinion 18%

Name ID 98%
Hard Name ID 80%
Never Heard Of 2%

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

Favorable 38%
Unfavorable 48%
No Opinion 14%

Name ID 100%
Hard Name ID 86%
Never Heard Of 0%

T7. Do you have a favorable or unfavorable opinion of Herman Cain?

Favorable 45%
Unfavorable 21%
No Opinion 20%

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



T8. Do you have a favorable or unfavorable opinion of Newt Gingrich?

Favorable 42%
Unfavorable 42%
No Opinion 15%

Name ID 99%
Hard Name ID 84%
Never Heard Of 1%

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

Favorable 28%
Unfavorable 34%
No Opinion 28%

Name ID 90%
Hard Name ID 62%
Never Heard Of 10%

T10. Do you have a favorable or unfavorable opinion of Jon Huntsman?

Favorable 15%
Unfavorable 46%
No Opinion 26%

Name ID 87%
Hard Name ID 61%
Never Heard Of 13%



T11. If the 2012 Republican Presidential Caucus was being held today, for whom would you vote if the candidates were Mitt Romney, Herman Cain, Michele Bachmann, Rick Perry, Newt Gingrich, Rick Santorum, Ron Paul, Jon Huntsman, or some other candidate?

Rick Perry	29%
Mitt Romney	24%
Herman Cain.....	7%
Michele Bachmann	6%
Ron Paul	6%
Newt Gingrich	5%
Rick Santorum	1%
Jon Huntsman	1%
Some other candidate.....	2%
Undecided.....	19%

T12. Do you consider yourself to be a member of the tea party movement?

Yes.....	49%
No	51%

T13. Generally speaking, do you consider yourself to be conservative, moderate or liberal on fiscal issues, such as taxes and government spending?

Conservative.....	85%
Moderate.....	13%
Liberal	1%
Undecided.....	1%

T14. Generally speaking, do you consider yourself to be conservative, moderate or liberal on social issues, such as same sex marriage and abortion?

Conservative.....	71%
Moderate.....	21%
Liberal	5%
Undecided.....	3%

T15. For statistical purposes, are you a man or a woman?

Male.....	50%
Female.....	50%



T16. Which of the following age groups applies to you?

18-34.....	6%
35-44.....	10%
45-54.....	19%
55-64.....	25%
65+.....	40%

T17. 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, or press 4 if you are another ethnic group.

White	91%
Hispanic/Latino	3%
Black/African American.....	1%
Another Ethnic Group	5%

Survey Methodology

This survey was conducted using automated telephone touch tone technology. The sample used for this survey was randomly drawn from a Nevada voter file. The survey response data was weighted upon past voting demographics from past Nevada Republican primary election cycles. The 631 interviews were conducted on August 29th and August 31st, 2011. Three attempts were made to interview each household in the sample. This survey has a margin of error of 3.77% at the 95 percent confidence interval.

