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FOR IMMEDIATE RELEASE
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NEVADA 2012 REPUBLICAN PRESIDENTIAL CAUCUS SURVEY RELEASE
MITT ROMNEY LEADS CAIN BY 12 POINTS, GINGRICH A STRONG THIRD
ROMNEY 38%, CAIN 26%, GINGRICH 16%, PAUL 7%, PERRY 5%,
BACHMANN 2%, SANTORUM 1%, HUNTSMAN 1%, OTHER 1%, UNDECIDED 3%

Louisville, CO – Magellan Strategies today released the results of an autodial survey of 673 likely Nevada Republican Presidential caucus goers. The survey finds Mitt Romney leading Herman Cain by 12 points, 38% to 26% respectively, and Newt Gingrich third with 16%. The rest of the field shows Ron Paul with 7%, Rick Perry with 5%, Michele Bachmann with 2%, Rick Santorum with 1%, Jon Huntsman with 1%, and "some other candidate" with 1%. Three percent of respondents are undecided.

Since our last survey at the end of August, Mitt Romney has increased his overall support by 14 points from 24% to 38%. Looking at the ballot test by voter subgroup, we find Mitt Romney with very large margins among women (+22), seniors (+18), and not surprisingly Mormon voters (+67). Among all respondents, 16% identified themselves as Mormon. The race is much tighter among male voters (Romney +2), self-identified Tea Party members (Romney -2) and voters that did not vote in the 2008 Nevada GOP Presidential Caucus (Romney -1). We consider the latter two populations "Sharon Angle" voters, and if Mitt Romney can remain competitive among these two groups he will be in a strong position to win.

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 Cons.</u>	<u>Fiscal Cons.</u>	<u>Mormon Voters</u>	<u>Tea Party</u>	<u>Non-2008 Voter</u>
Romney Margin	+12	+2	+22	+18	+10	+12	+67	-2	-1
Romney	38%	31%	44%	41%	36%	38%	76%	30%	32%
Cain	26%	29%	22%	23%	26%	26%	9%	32%	33%
Gingrich	16%	20%	12%	18%	18%	17%	2%	20%	12%
Paul	7%	8%	5%	4%	7%	7%	7%	7%	8%
Perry	5%	4%	5%	4%	4%	4%	1%	3%	2%
Bachmann	2%	2%	2%	1%	2%	2%	0%	2%	5%
Santorum	1%	0%	1%	1%	1%	1%	0%	1%	0%
Huntsman	1%	1%	1%	0%	0%	0%	0%	1%	0%
Other Cand.	1%	2%	2%	2%	1%	1%	2%	1%	2%
Undecided	3%	3%	6%	6%	5%	4%	3%	3%	6%

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

Who Won the CNN/WRLC Debate Last Week?

"Among the candidates that participated in the debate, who do you think had the strongest performance?" (Results are among the 58% of respondents that watched the debate.)

Among respondents that watched the October 18th debate in Las Vegas, 40% thought Mitt Romney had the strongest performance, and 27% felt Newt Gingrich had the strongest performance. Among self-identified Tea Party voters, 34% thought Newt Gingrich had the strongest performance and 32% thought Mitt Romney had the strongest performance. The following table shows responses by voter subgroup.*

<u>Candidate</u>	<u>All Voters</u>	<u>Male Voters</u>	<u>Female Voters</u>	<u>Voters 65+</u>	<u>Social Cons.</u>	<u>Fiscal Cons.</u>	<u>Mormon Voters</u>	<u>Tea Party</u>	<u>Non-2008 Voter</u>
Romney Margin	+13	+5	+22	+13	+10	+9	+68	-2	+15
Romney	40%	35%	46%	43%	39%	39%	79%	32%	37%
Gingrich	27%	30%	24%	30%	29%	30%	3%	34%	22%
Cain	19%	21%	17%	16%	20%	18%	11%	21%	21%
Paul	4%	5%	3%	3%	4%	4%	7%	3%	5%
Perry	2%	2%	3%	2%	2%	3%	0%	2%	1%
Bachmann	2%	2%	1%	1%	1%	2%	0%	3%	5%
Santorum	0%	0%	1%	1%	0%	0%	0%	1%	0%
None	2%	1%	2%	1%	1%	1%	0%	0%	4%
Undecided	4%	4%	3%	3%	4%	3%	0%	4%	5%

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

Candidate Image Ratings

Among all candidates, Herman Cain has the strongest favorable image ratio of 3.6 to 1, followed by Mitt Romney with a 2.9 to 1 favorable image ratio, and Newt Gingrich with a 2.4 to 1 favorable image ratio.

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>Fav. Image Ratio</u>
Cain	69%	19%	11%	1%	3.6 to 1
Romney	67%	23%	10%	0%	2.9 to 1
Gingrich	63%	26%	11%	0%	2.4 to 1
Bachmann	41%	45%	13%	1%	0.9 to 1
Santorum	28%	43%	24%	5%	0.7 to 1
Paul	32%	51%	17%	0%	0.6 to 1
Perry	25%	58%	16%	1%	0.4 to 1
Huntsman	13%	57%	25%	5%	0.2 to 1

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



Summary

Nevada is considered "Romney Country" by many political observers for reasons including his 51% performance in the 2008 Republican Presidential caucus, and a likely significant Mormon (16%) participation in the caucus. The fact is Mitt Romney is doing very well among major voting subgroups including women, seniors, and fiscal and social conservatives. More importantly, he remains competitive among Tea Party voters and likely "first time" caucus goers. Many political observers expected the latter voter subgroups would be less likely to support Mitt Romney particularly because of his Massachusetts health care plan.

Yet this survey shows that roughly 30% of those voters support him. If the Romney Campaign can maintain support among these voter subgroups, he will be very difficult to beat in Nevada come next February. With that said, there is a lot of time before the caucus, and it will be interesting to see if the other candidates can effectively weaken Mitt Romney's support in Nevada.

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 100% landline phone sample 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 673 interviews were conducted on October 19th and 20th. 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. The candidate choices in questions T12 (Who won the October 18th debate) and T13 (Ballot test) were randomized between the two nights of interviewing.

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.





October 21, 2011

MEMORANDUM

TO: INTERESTED PARTIES
FR: DAVID FLAHERTY
MAGELLAN DATA AND MAPPING STRATEGIES
RE: NEVADA 2012 REPUBLICAN PRESIDENTIAL CAUCUS MARGINAL
TOPLINE RESULTS

Magellan Strategies are pleased to present the topline results of a 673n autodial survey of likely 2012 Republican Caucus voters in the state of Nevada. The interviews were conducted on October 19th and October 20th, 2011. This survey has a margin of error of +/- 3.77% 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 attend and vote in the January 2012 Republican Presidential Caucus to choose a nominee for President?

Extremely Likely..... 79%
Very Likely 11%
Somewhat Likely 10%

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

Favorable 67%
Unfavorable 23%
No Opinion 10%

Name ID.....100%
Hard Name ID 90%
Never Heard Of..... 0%

T4. Do you have a favorable or unfavorable opinion of Ron Paul?

Favorable 32%
Unfavorable 51%
No Opinion 17%

Name ID 100%
Hard Name ID 83%
Never Heard Of 0%

T5. Do you have a favorable or unfavorable opinion of Newt Gingrich?

Favorable 63%
Unfavorable 26%
No Opinion 11%

Name ID 100%
Hard Name ID 89%
Never Heard Of 0%

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

Favorable 41%
Unfavorable 45%
No Opinion 13%

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

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

Favorable 28%
Unfavorable 43%
No Opinion 24%

Name ID 95%
Hard Name ID 71%
Never Heard Of 5%



T8. Do you have a favorable or unfavorable opinion of Herman Cain?

Favorable 69%
Unfavorable 19%
No Opinion 11%

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

T9. Do you have a favorable or unfavorable opinion of Jon Huntsman?

Favorable 13%
Unfavorable 57%
No Opinion 25%

Name ID 95%
Hard Name ID 70%
Never Heard Of 5%

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

Favorable 25%
Unfavorable 58%
No Opinion 16%

Name ID 99%
Hard Name ID 83%
Never Heard Of 1%



T11. Did you watch the CNN/WRLC Republican Presidential debate on Tuesday night?

Yes..... 58%
No..... 42%

T12. Among the candidates that participated in the debate, who do you think had the strongest performance? (Only asked to those that watched the debate.)

Mitt Romney..... 40%
Newt Gingrich..... 27%
Herman Cain..... 19%
Ron Paul..... 4%
Rick Perry..... 2%
Michele Bachmann..... 2%
Rick Santorum..... 0%
None of the Candidates..... 2%
Undecided..... 4%

T13. If the 2012 Republican Presidential Caucus 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..... 38%
Herman Cain..... 26%
Newt Gingrich..... 16%
Ron Paul..... 7%
Rick Perry..... 5%
Michele Bachmann..... 2%
Rick Santorum..... 1%
Jon Huntsman..... 1%
Some other candidate..... 1%
Undecided..... 3%

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

Yes..... 44%
No..... 56%



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

Conservative..... 86%
Moderate..... 12%
Liberal 1%
Undecided..... 1%

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

Conservative..... 69%
Moderate..... 23%
Liberal 6%
Undecided..... 2%

T17. Would you describe yourself as an evangelical Christian?

Yes..... 33%
No 58%
Unsure 9%

T18. For statistical purposes only, what is your religious affiliation?

Protestant..... 37%
Catholic..... 21%
Mormon 16%
Jewish 2%
Some other religious affiliation..... 11%
Do not have a religious affiliation 9%
Unsure/No opinion 4%

T19. Did you attend and vote in the 2008 Nevada Republican Presidential Caucus?

Yes..... 74%
No 23%
Unsure 3%



T20. For statistical purposes, are you a man or a woman?

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

T21. Which of the following age groups applies to you?

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

T22. 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 92%
Hispanic/Latino 2%
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 673 interviews were conducted on October 19th and October 20th, 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.

