



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.

