



**FOR IMMEDIATE RELEASE
INTERVIEWS AND QUESTIONS:**

**October 14, 2011
DAVID FLAHERTY 303-861-8585**

**NEW HAMPSHIRE 2012 GOP PRESIDENTIAL PRIMARY SURVEY RELEASE
MITT ROMNEY LEADS HERMAN CAIN BY 21 POINTS**

**ROMNEY 41%, CAIN 20%, PAUL 10%, GINGRICH 6%, HUNTSMAN 6%,
BACHMANN 4%, SANTORUM 2%, PERRY 2%, JOHNSON 1%, UNDECIDED 8%**

Louisville, CO – Magellan Strategies and NHJournal.com today released the results of a New Hampshire landline autodial survey of 736 likely Republican primary voters, and independent voters that are likely to vote in the 2012 Republican Presidential primary. The survey was commissioned by NHJournal.com.

Since our last survey in mid-August the Republican Presidential field has had the opportunity to introduce themselves to voters in five televised debates and spend time campaigning in New Hampshire. The ballot test has changed in the past two months, with positive movement among primary voters for Herman Cain (+17%) and moderate movement for Mitt Romney (+5%). Incremental positive movement is also evident for Jon Huntsman (+3%) and Newt Gingrich (+4%). Candidates that have lost support include Rick Perry (-16%), Michele Bachmann (-6%), and Ron Paul (-4%). The following table shows the ballot test by major voter subgroups.

<u>Candidate</u>	<u>All Voters</u>	<u>GOP Voters</u>	<u>Ind Voters</u>	<u>Tea Party</u>	<u>Conserv. Voters</u>	<u>Seniors 65+</u>	<u>All Men</u>	<u>All Women</u>
Romney Lead	+21	+19	+25	+4	+16	+33	+16	+27
Romney	41%	42%	40%	34%	40%	49%	39%	44%
Cain	20%	23%	15%	30%	24%	16%	23%	17%
Paul	10%	8%	14%	9%	10%	6%	11%	9%
Gingrich	6%	7%	5%	11%	8%	7%	7%	6%
Huntsman	6%	3%	10%	0%	2%	8%	5%	6%
Bachmann	4%	4%	4%	6%	3%	2%	5%	3%
Santorum	2%	3%	1%	1%	3%	1%	2%	3%
Perry	2%	3%	2%	1%	3%	1%	2%	2%
Johnson	1%	1%	2%	1%	1%	1%	1%	1%
Undecided	8%	6%	7%	7%	6%	9%	5%	9%

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

Mitt Romney's Support

Despite the surge of Herman Cain and the fall of Rick Perry, Mitt Romney has added voters to his column. Since our mid-August survey Mitt Romney has expanded his base of support from 36% to 41%. He has improved by 3 points among Republicans, 10 points among independents, 4 points among men, 6 points among

women, and 4 points among seniors. Among self-identified conservatives Mitt Romney has increased by 4 points and among self-identified Tea Party voters Mitt Romney edges Herman Cain 34% to 30%. The "steady as she goes" strategy in New Hampshire for the Romney Campaign is working and paying dividends.

Herman Cain Support

Herman Cain's style message and campaign is connecting with primary voters. His support has surged from 3% support in mid-August to 20% today. Herman Cain's standing has improved by double digits across all major voting subgroups. His image rating has also improved significantly, with 62% of all respondents having a favorable image of him, an increase of 26 points. The former CEO is connecting to voters with a straight forward, no-nonsense style and his signature 9-9-9 economic plan. Moving forward, it remains to be seen if he can capitalize on his "first tier" status, raise money, grow his campaign organization and mount a serious challenge to Mitt Romney in New Hampshire.

Rick Perry's Decline

Rick Perry's rapid drop in support among New Hampshire primary voters since mid-August is astounding, dropping from 18% to 2%. His image rating is heavily upside down, with 19% of voters having a favorable opinion of him and 66% having an unfavorable opinion of him. Rick Perry's decline is not surprising considering the challenges his campaign has had to face in the past month. First, it was the Ponzi scheme comments about Social Security, then defending tuition for illegal immigrants in Texas, the "rock" issue at his ranch, and finally his lackluster performances in the debates.

Candidate Image Ratings

Other than Herman Cain, one candidate that has shown positive movement in their image rating is Newt Gingrich. In mid-August 29% of voters had a positive opinion of him, and 60% had an unfavorable opinion of him. Now 45% have a favorable opinion of him, and 45% have an unfavorable opinion of him. The following table shows the candidates image ratings.

<u>Candidate</u>	<u>Fav Opinion</u>	<u>Unfav Opinion</u>	<u>No Opinion</u>	<u>Never Heard Of</u>	<u>Image Ratio</u>
Romney	68%	22%	10%	0%	3.1 to 1
Cain	62%	25%	11%	2%	2.5 to 1
Paul	37%	48%	14%	1%	1 to 1.3
Gingrich	45%	45%	10%	0%	1 to 1
Huntsman	24%	49%	23%	4%	1 to 2
Bachmann	33%	56%	10%	1%	1 to 1.7
Santorum	33%	44%	21%	2%	1 to 1.3
Perry	19%	66%	12%	3%	1 to 3.5
Johnson	8%	50%	24%	18%	1 to 6.3



Survey Commissioned By

Magellan Strategies fielded this survey for NHJournal.com.

Survey Methodology

This survey was conducted using automated telephone touch tone technology. The sample for the survey was randomly drawn from a New Hampshire voter file among households containing at least one registered Republican or independent voter. The response data was weighted to reflect past Republican primary voting demographics. The 736 interviews were conducted on October 12th, and 13th. Three attempts were made to interview each household in the sample. This survey has a margin of error of 3.61% at the 95 percent confidence interval.

The survey topline results are included in this document. The survey release, topline, and crosstabs can be downloaded at www.MagellanStrategies.com under 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 is a Republican leaning polling firm that offers a wide array of data driven products and services to political and business clients including live, automated and online survey research, data modeling, microtargeting and predictive analytics, enhanced voter registration databases, voter data analysis, demographic analysis, mapping, and redistricting consulting. Visit our website at MagellanStrategies.com for more information about our firm.





October 14, 2011

MEMORANDUM

TO: INTERESTED PARTIES

**FR: DAVID FLAHERTY
MAGELLAN STRATEGIES**

**RE: NEW HAMPSHIRE 2012 REPUBLICAN PRESIDENTIAL PRIMARY SURVEY
TOPLINE RESULTS**

Magellan Strategies are pleased to present the topline results of a 736N 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 October 12th and October 13th, 2011. This survey has a margin of error of +/- 3.61% at the 95 percent confidence interval. The survey results are weighted based upon past voter turnout demographics.

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

Republican..... 68%
Independent 32%

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..... 88%
Very Likely 8%
Somewhat Likely 4%

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..... 96%
Very Likely 2%
Somewhat Likely 2%

T5. Do you have a favorable or unfavorable opinion of Mitt Romney?

Favorable 68%
Unfavorable 22%
No Opinion 10%

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

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

Favorable 37%
Unfavorable 48%
No Opinion 14%

Name ID 99%
Hard Name ID 85%
Never Heard Of..... 1%

T7. Do you have a favorable or unfavorable opinion of Newt Gingrich?

Favorable 45%
Unfavorable 45%
No Opinion 10%

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



T8. Do you have a favorable or unfavorable opinion of Michele Bachmann?

Favorable 33%
Unfavorable 56%
No Opinion 10%

Name ID 99%
Hard Name ID 89%
Never Heard Of 1%

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

Favorable 33%
Unfavorable 44%
No Opinion 21%

Name ID 98%
Hard Name ID 77%
Never Heard Of 2%

T10. Do you have a favorable or unfavorable opinion of Herman Cain?

Favorable 62%
Unfavorable 25%
No Opinion 11%

Name ID 98%
Hard Name ID 87%
Never Heard Of 2%

T11. Do you have a favorable or unfavorable opinion of Jon Huntsman?

Favorable 24%
Unfavorable 49%
No Opinion 23%

Name ID 96%
Hard Name ID 73%
Never Heard Of 4%



T12. Do you have a favorable or unfavorable opinion of Rick Perry?

Favorable 19%
Unfavorable 66%
No Opinion 12%

Name ID 97%
Hard Name ID 85%
Never Heard Of 3%

T13. Do you have a favorable or unfavorable opinion of Gary Johnson?

Favorable 8%
Unfavorable 50%
No Opinion 24%

Name ID 82%
Hard Name ID 58%
Never Heard Of 18%

T14. Do you have a favorable or unfavorable opinion of the Tea Party Movement?

Favorable 61%
Unfavorable 26%
No Opinion 12%

Name ID 99%
Hard Name ID 87%
Never Heard Of 1%

T15. Did you watch the Bloomberg-Washington Post Republican Presidential debate on Tuesday night?

Yes 45%
No 55%



T16. Among the candidates that participated in the debate, who do you think had the strongest performance?

Mitt Romney	48%
Herman Cain.....	24%
Newt Gingrich	10%
Ron Paul	5%
Michele Bachmann	4%
Jon Huntsman	3%
Rick Santorum	2%
Rick Perry	1%
None of the candidates	2%
Undecided.....	1%

T17. If the 2012 Republican Presidential primary election was being held today, for whom would you vote if the candidates were Ron Paul, Newt Gingrich, Rick Perry, Herman Cain, Michele Bachmann, Rick Santorum, Mitt Romney, Jon Huntsman or Gary Johnson?

Mitt Romney	41%
Herman Cain.....	20%
Ron Paul	10%
Newt Gingrich	6%
Jon Huntsman	6%
Michele Bachmann	4%
Rick Santorum	2%
Rick Perry	2%
Gary Johnson	1%
Undecided.....	8%

T18. On most political issues, do you consider yourself to be conservative, moderate or liberal?

Conservative.....	60%
Moderate	36%
Liberal	3%
No Opinion	1%

T19. Do you consider yourself to be a member of the Tea Party Movement?

Yes.....	28%
No	72%



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

Male..... 53%
Female..... 47%

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

18-34..... 7%
35-44..... 15%
45-54..... 27%
55-64..... 23%
65+..... 28%

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, press 4 if you belong to another ethnic group.

White 92%
Hispanic/Latino 2%
Black/African American..... 2%
Another ethnic group 4%

Survey Methodology

The survey respondents were interviewed using automated touch tone technology. The landline phone sample for this survey was randomly drawn from a New Hampshire voter file. The survey response data was weighted based upon past New Hampshire primary election demographics. The 736 interviews were conducted on October 12th and October 13th, 2011. Three attempts were made to interview each household in the sample. This survey has a margin of error of 3.61% at the 95 percent confidence interval.

