



**FOR IMMEDIATE RELEASE**

**November 16, 2011**

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**ARIZONA 2012 US SENATE REPUBLICAN PRIMARY SURVEY RELEASE  
JEFF FLAKE LEADS REPUBLICAN FIELD BY 44 POINTS  
FLAKE 52%, OTHER CANDIDATE 8%, CARDON 4%, VAN STEENWYK 2%,  
MCKEE 1%, HACKBARTH 1%, UNDECIDED 32%**

**Louisville, CO** - Magellan Strategies today released the results of an automated landline phone survey of 722 likely 2012 Arizona Republican primary voters and independent voters that intend to vote in the Republican primary. At this early stage in the primary election, Congressman Jeff Flake leads likely challengers by 44 points with 52%, and 31% responding they definitely intend to vote for him. The generic "some other candidate" has 8%, businessman Will Cardon has 4%, and radio host Clair Van Steenwyk has 2%. Businessman Doug McKee and former Youngstown Mayor Bryan Hackbarth have 1% and 32% responded as undecided.

**Arizona 2012 US Senate Republican Ballot Test by Voter Subgroup\***

<u>Candidate</u>	<u>All Voters</u>	<u>Male Voters</u>	<u>Female Voters</u>	<u>Rep Voters</u>	<u>Ind Voters</u>	<u>Voters 65+</u>	<u>Tea Party</u>	<u>Cons Voters</u>	<u>Mod Voters</u>
Flake Margin	+44	+49	+39	+47	+24	+43	+51	+51	+27
Flake	52%	58%	47%	55%	37%	53%	57%	58%	38%
Other Cand.	8%	9%	8%	8%	13%	10%	6%	7%	11%
Cardon	4%	2%	5%	3%	6%	3%	3%	3%	7%
Van Steenwyk	2%	1%	3%	1%	5%	2%	2%	1%	2%
McKee	1%	1%	2%	1%	2%	1%	2%	1%	2%
Hackbarth	1%	1%	1%	1%	2%	1%	1%	0%	1%
Undecided	32%	28%	34%	31%	35%	30%	29%	30%	39%

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

Looking at the ballot test by voter subgroup, we find Jeff Flake currently doing very well among male voters (58%), self-identified Tea Party voters (57%), and self-identified conservative voters (58%). Another important subgroup determining the Arizona Republican primary winner are senior voters, aged 65 or older, which historically contribute roughly 41% to the overall vote. Among seniors, Jeff Flake currently has 53%. Among all respondents, 45% identified themselves as members of the Tea Party movement and 14% are independent voters.

We want to reiterate that this survey is a very early view of the race, and the candidates are just beginning the work of raising money, introducing themselves to voters, and getting started. Jeff Flake currently has the advantage of statewide name

recognition of 86%. The primary is not until next year and other candidates may enter the race, but it is clear that Jeff Flake is the front runner at this early stage.

### **Arizona 2012 US Senate Republican Candidate Image Ratings\***

<u>Candidate</u>	<u>Fav Opinion</u>	<u>Unfav Opinion</u>	<u>No Opinion</u>	<u>Never Heard Of</u>	<u>Name ID</u>	<u>Fav Image Ratio</u>
Flake	49%	12%	25%	14%	86%	4 to 1
Cardon	7%	13%	29%	51%	49%	0.5 to 1
McKee	3%	11%	22%	64%	36%	0.3 to 1
Hackbarth	2%	11%	22%	65%	35%	0.2 to 1
Van Steenwyk	3%	11%	18%	68%	32%	0.3 to 1

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

The table above shows the image ratings and favorable ratios of the candidates. As we mentioned earlier in this release, the campaigns are just getting started and over the next several months Arizona Republican primary voters will have plenty of time to become familiar with the candidates.

### **Survey Commissioned By**

Magellan Strategies fielded this survey with their own resources and was not commissioned by any political committee, campaign or party organization with an interest in the Arizona US Senate Republican primary.

### **Survey Methodology**

This survey was conducted using an automated voice recording interview method. The landline sample used for this survey was randomly drawn from an Arizona voter file. The survey response data was weighted based upon past Republican primary voting demographics. The 722 interviews were conducted on November 14<sup>th</sup> and 15<sup>th</sup>, 2011. Three attempts were made to interview each household in the sample. This survey has a margin of error of 3.64% at the 95 percent confidence interval.

The survey topline results are included in this document. The survey press release, topline, crosstabs and presentation can be downloaded at [www.MagellanStrategies.com](http://www.MagellanStrategies.com) under the "Survey Archives" tab on the home page of our website. Any questions regarding this survey should be directed to David Flaherty at 303-861-8585, or [dflaherty@magellanstrategies.com](mailto:dflaherty@magellanstrategies.com).

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### **About Magellan Strategies**

*Magellan Strategies offers 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](http://MagellanStrategies.com) for more information about our firm.*





**November 16, 2011**

**MEMORANDUM**

**TO: INTERESTED PARTIES**  
**FR: DAVID FLAHERTY**  
**MAGELLAN STRATEGIES**  
**RE: ARIZONA 2012 US SENATE REPUBLICAN PRIMARY SURVEY TOPLINE RESULTS**

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Magellan Strategies are pleased to present the topline results of a 722N autodial survey of likely 2012 Arizona Republican primary voters, and independent voters that are likely to vote in the 2012 US Senate Republican Primary Election. The interviews were conducted November 14<sup>th</sup> and November 15<sup>th</sup>, 2011. This survey has a margin of error of +/- 3.64% at the 95 percent confidence interval. The survey results are weighted based upon past Arizona Republican Primary voter turnout demographics.

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

Republican..... 86%  
Independent ..... 14%

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T2. As you may know, independent voters in Arizona can vote in the 2012 primary election. How likely are you to vote in the 2012 primary election to choose a candidate for United States Senate? (Asked to Independents)

Extremely Likely..... 87%  
Very Likely ..... 11%  
Somewhat Likely ..... 2%

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T3. And if the 2012 primary election was held today, would you choose to vote in the Democrat primary or the Republican primary? (Asked to Independents)

Republican Primary ..... 100%

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T4. How likely are you to vote in the 2012 primary election to choose a candidate for the United States Senate? (Asked to Republicans)

Extremely Likely..... 94%  
Very Likely ..... 5%  
Somewhat Likely ..... 1%

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T5. Do you have a favorable or unfavorable opinion of Jeff Flake?

Favorable ..... 49%  
Unfavorable ..... 12%  
No Opinion ..... 25%

Name ID..... 86%  
Hard Name ID ..... 61%  
Never Heard Of..... 14%

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T6. Do you have a favorable or unfavorable opinion of Will Cardon?

Favorable ..... 7%  
Unfavorable ..... 13%  
No Opinion ..... 29%

Name ID..... 49%  
Hard Name ID ..... 20%  
Never Heard Of..... 51%

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T7. Do you have a favorable or unfavorable opinion of Bryan Hackbarth?

Favorable ..... 2%  
Unfavorable ..... 11%  
No Opinion ..... 22%

Name ID..... 35%  
Hard Name ID ..... 13%  
Never Heard Of..... 65%

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T8. Do you have a favorable or unfavorable opinion of Clair Van Steenwyk?

Favorable ..... 3%  
Unfavorable ..... 11%  
No Opinion ..... 18%

Name ID ..... 32%  
Hard Name ID ..... 14%  
Never Heard Of..... 68%

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T9. Do you have a favorable or unfavorable opinion of Doug McKee?

Favorable ..... 3%  
Unfavorable ..... 11%  
No Opinion ..... 22%

Name ID ..... 36%  
Hard Name ID ..... 14%  
Never Heard Of..... 64%

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T10. If the Republican primary for the United States Senate was being held today, for whom would you vote if the candidates were Jeff Flake, Will Cardon, Bryan Hackbarth, Clair Van Steenwyk, Doug McKee or some other candidate?

Jeff Flake..... 52%  
Will Cardon ..... 4%  
Clair Van Steenwyk..... 2%  
Doug McKee ..... 1%  
Bryan Hackbarth ..... 1%  
Some Other Candidate ..... 8%  
Undecided..... 32%

Definitely Jeff Flake ..... 31%  
Probably Jeff Flake..... 21%

Definitely Will Cardon..... 1%  
Probably Will Cardon ..... 3%

Definitely Clair Van Steenwyk ..... 1%  
Probably Clair Van Steenwyk..... 1%

Definitely Doug McKee..... 0%  
Probably Doug McKee ..... 1%

Definitely Bryan Hackbarth ..... 0%  
Probably Bryan Hackbarth ..... 1%

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T11. If the Republican primary for the United States Senate was being held today, for whom would you vote if the candidates were Jeff Flake or Will Cardon?

Jeff Flake..... 50%  
Will Cardon ..... 7%

Definitely Jeff Flake ..... 32%  
Probably Jeff Flake..... 18%

Definitely Will Cardon..... 2%  
Probably Will Cardon ..... 5%

Undecided..... 43%

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T12. Do you consider yourself to be a member of the Tea Party movement?

Yes..... 45%  
No..... 54%  
Unsure..... 1%

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T13. Do you consider yourself to be conservative, moderate or liberal in your political beliefs?

Conservative..... 73%  
Moderate..... 23%  
Liberal ..... 3%  
Unsure/No Opinion..... 1%

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T14. For statistical purposes, are you a man or a woman?

Female..... 52%  
Male..... 48%

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T15. Which of the following age groups applies to you?

18-34..... 6%  
35-44..... 11%  
45-54..... 18%  
55-64..... 24%  
65+..... 41%

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T16. 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 Native American, press 5 if you belong to another ethnic group.

White ..... 88%  
Hispanic/Latino ..... 4%  
Black/African American..... 2%  
Native American ..... 2%  
Another ethnic group ..... 4%

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**Survey Methodology**

This survey was conducted using an automated voice recording interview method. The landline sample used for this survey was randomly drawn from an Arizona voter file. The survey response data was weighted based upon past Republican primary voting demographics. The 722 interviews were conducted on November 14th and 15th, 2011. Three attempts were made to interview each household in the



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