



November 16, 2011

MEMORANDUM

TO: INTERESTED PARTIES

FR: DAVID FLAHERTY

MAGELLAN STRATEGIES

RE: ARIZONA 2012 US SENATE REPUBLICAN PRIMARY SURVEY TOPLINE RESULTS

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 14th and November 15th, 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.

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

Republican..... 86%
Independent 14%

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%

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%

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%

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%

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%

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%



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%

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%



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%

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%



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

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

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%

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

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

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

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

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%

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



sample. This survey has a margin of error of 3.64% at the 95 percent confidence interval.

