



FOR IMMEDIATE RELEASE
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November 18, 2011

NEW HAMPSHIRE 2012 GOP PRESIDENTIAL PRIMARY SURVEY RELEASE
MITT ROMNEY AND NEWT GINGRICH IN A STATISTICAL TIE,
RON PAUL GAINS GROUND
ROMNEY 29%, GINGRICH 27%, PAUL 16%, CAIN 10%, HUNTSMAN 8%,
BACHMANN 2%, PERRY 2%, SANTORUM 1%, OTHER 2%, UNDECIDED 3%

Louisville, CO – Magellan Strategies and NHJournal.com today released the results of a New Hampshire landline autodial survey of 746 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.

The survey finds the New Hampshire Republican Presidential primary becoming competitive with Mitt Romney leading Newt Gingrich 29% to 27%, respectively. The strongest "Mitt-alternative" candidates in New Hampshire so far have been Rick Perry in August (18% support) and Herman Cain in October (20% support). Now we find Newt Gingrich breaking the 20% ceiling with 27% support. With seven weeks remaining before the New Hampshire primary, political observers will be closely watching to see if Newt Gingrich can keep the race competitive. The following is the ballot test by major voting subgroups.

| <u>Candidate</u> | <u>All Voters</u> | <u>Male Voters</u> | <u>Female Voters</u> | <u>GOP Voters</u> | <u>Ind Voters</u> | <u>Tea Party</u> | <u>65+ Voters</u> | <u>Cons Voters</u> | <u>Mod Voters</u> |
|------------------|-------------------|--------------------|----------------------|-------------------|-------------------|------------------|-------------------|--------------------|-------------------|
| Romney Lead | +2 | -8 | +11 | -4 | +11 | -17 | +1 | -7 | +15 |
| Romney | 29% | 24% | 33% | 29% | 29% | 21% | 32% | 27% | 33% |
| Gingrich | 27% | 32% | 22% | 33% | 18% | 38% | 31% | 34% | 18% |
| Paul | 16% | 18% | 13% | 13% | 19% | 13% | 10% | 13% | 17% |
| Cain | 10% | 10% | 10% | 11% | 8% | 15% | 6% | 14% | 4% |
| Huntsman | 8% | 8% | 8% | 6% | 12% | 3% | 10% | 2% | 19% |
| Bachmann | 2% | 2% | 2% | 1% | 4% | 3% | 2% | 2% | 2% |
| Perry | 2% | 1% | 2% | 2% | 2% | 3% | 2% | 2% | 1% |
| Santorum | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| Other | 2% | 1% | 2% | 1% | 3% | 0% | 2% | 1% | 2% |
| Undecided | 3% | 3% | 7% | 3% | 4% | 3% | 4% | 4% | 3% |

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

Since our October 13th survey, Newt Gingrich has surged among all major primary voting subgroups. In contrast, Mitt Romney has lost some ground, and Herman Cain's support has declined considerably. Ron Paul's campaign is showing moderate growth, and Jon Huntsman's campaign has had incremental growth. The

following table shows the shift of voter support by voter subgroup for these candidates since our October 13th survey.

Changes in Candidate Support by Voter Subgroup Since October 13th

| <u>Candidate</u> | <u>All Voters</u> | <u>Male Voters</u> | <u>Female Voters</u> | <u>GOP Voters</u> | <u>Ind Voters</u> | <u>Tea Party</u> | <u>65+ Voters</u> | <u>Cons Voters</u> | <u>Mod Voters</u> |
|------------------|-------------------|--------------------|----------------------|-------------------|-------------------|------------------|-------------------|--------------------|-------------------|
| Gingrich Growth | +21 | +25 | +16 | +26 | +13 | +27 | +24 | +26 | +13 |
| Gingrich Now | 27% | 32% | 22% | 33% | 18% | 38% | 31% | 34% | 18% |
| Gingrich Oct 13 | 6% | 7% | 6% | 7% | 5% | 11% | 7% | 8% | 5% |
| Romney Decline | -12 | -15 | -11 | -13 | -11 | -13 | -17 | -13 | -13 |
| Romney Now | 29% | 24% | 33% | 29% | 29% | 21% | 32% | 27% | 33% |
| Romney Oct 13 | 41% | 39% | 44% | 42% | 40% | 34% | 49% | 40% | 46% |
| Cain Decline | -10 | -13 | -7 | -12 | -7 | -15 | -10 | -10 | -17 |
| Cain Now | 10% | 10% | 10% | 11% | 8% | 15% | 6% | 14% | 4% |
| Cain Oct 13 | 20% | 23% | 17% | 23% | 15% | 30% | 16% | 24% | 21% |
| Paul Growth | +6 | +7 | +4 | +5 | +5 | +4 | +4 | +3 | +12 |
| Paul Now | 16% | 18% | 13% | 13% | 19% | 13% | 10% | 13% | 17% |
| Paul Oct 13 | 10% | 11% | 9% | 8% | 14% | 9% | 6% | 10% | 5% |
| Huntsman Growth | +2 | +3 | +2 | +3 | +2 | +3 | +2 | -0 | +10 |
| Huntsman Now | 8% | 8% | 8% | 6% | 12% | 3% | 10% | 2% | 19% |
| Hunts. Oct 13 | 6% | 5% | 6% | 3% | 10% | 0% | 8% | 2% | 9% |

Sexual Harassment Allegations Have Weakened Herman Cain

The survey asked primary voters if the sexual harassment claims against Herman Cain made them more or less likely to vote for him. Among all voters, 46% responded that they were less likely to vote for him and 26% were much less likely to vote for him. Independent voters were the least likely to vote for him because of the allegations, with 51% less likely and 32% much less likely to vote for him.

Voter Opinion About the Newt Gingrich Surge

To understand Newt Gingrich's recent movements in national polls, we asked respondents to choose one of the following reasons why this was happening:

- His depth and knowledge of the issues 44%
- His strong debate performances 10%
- His past experience as Speaker of the House..... 10%
- Challenging the media in the debates 6%
- His ability to capture the hearts of conservatives 4%
- Unsure/No opinion 26%



Fifty-four percent of self-identified Tea Party members, 51% of seniors and 50% of Republican voters responded that "his depth and knowledge of the issues" was the reason for his rise in the polls.

Candidate Image Ratings

Looking at the candidate image rating changes between the current and October 13th surveys, we find the biggest changes for Herman Cain, Newt Gingrich and Ron Paul. Herman Cain's favorable rating has declined by 23 points, from 62% to 39%, and his unfavorable rating has increased by 26 points, from 25% to 51%. Newt Gingrich's favorable rating has increased by 14 points, from 45% to 59%, and his unfavorable rating has moved down 14 points, from 45% to 31%. Ron Paul also has both favorable and unfavorable ratings moving in the right direction. His favorable image rating increased 12 points, from 37% to 49%, and his unfavorable rating has decreased 16 points, from 48% to 32%.

| <u>Candidate</u> | <u>Now</u> | | <u>October 13th</u> | | <u>Fav Opinion Change</u> | <u>Unfav Opinion Change</u> |
|------------------|--------------------|----------------------|--------------------------------|----------------------|---------------------------|-----------------------------|
| | <u>Fav Opinion</u> | <u>Unfav Opinion</u> | <u>Fav Opinion</u> | <u>Unfav Opinion</u> | | |
| Romney | 60% | 32% | 68% | 22% | -8 | +10 |
| Gingrich | 59% | 31% | 45% | 45% | +14 | -14 |
| Paul | 49% | 32% | 37% | 48% | +12 | -16 |
| Cain | 39% | 51% | 62% | 25% | -23 | +26 |
| Huntsman | 30% | 43% | 24% | 49% | +6 | -6 |
| Bachmann | 29% | 57% | 33% | 56% | -4 | +1 |
| Santorum | 28% | 48% | 33% | 44% | -5 | +4 |
| Perry | 21% | 66% | 19% | 66% | +2 | Same |

Conclusion

For the first time, it appears Mitt Romney's dominance in New Hampshire is being tested. What is different about the Newt Gingrich surge compared to the Rick Perry and Herman Cain "moment in the sun" is that we see a 12 point decline in support for Mitt Romney. Over the next month we will see if the Newt Gingrich campaign be able to remain competitive or fade like Herman Cain and Rick Perry.

Survey Commissioned By

Magellan Strategies fielded this survey for NHJournal.com. Magellan Strategies does not have a business relationship with any of the Republican Presidential campaigns or any organization or committee interested in the New Hampshire Republican Presidential 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 a New



Hampshire voter file. The survey response data was weighted based upon past Republican primary voting demographics. The 746 interviews were conducted on November 15th and 16th, 2011. Three attempts were made to interview each household in the sample. This survey has a margin of error of 3.59% at the 95 percent confidence interval.

The survey topline results are included in this document. The survey release, toplines, 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 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.





November 18, 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 746n automated voice recording 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 November 15th - November 16th, 2011. This survey has a margin of error of +/- 3.59% 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..... 60%
Independent 40%

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 92%
Very likely..... 5%
Somewhat likely..... 3%

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 95%
Very likely 4%
Somewhat likely 1%

T5. Do you have a favorable or unfavorable opinion of Ron Paul?

Favorable 49%
Unfavorable 32%
No Opinion 19%

Name ID 100%
Hard Name ID 81%
Never Heard Of 0%

T6. Do you have a favorable or unfavorable opinion of Newt Gingrich?

Favorable 59%
Unfavorable 31%
No Opinion 10%

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

T7. Do you have a favorable or unfavorable opinion of Mitt Romney?

Favorable 60%
Unfavorable 32%
No Opinion 8%

Name ID 100%
Hard Name ID 92%
Never Heard Of 0%



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

Favorable 29%
Unfavorable 57%
No Opinion 14%

Name ID 100%
Hard Name ID 86%
Never Heard Of 0%

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

Favorable 28%
Unfavorable 48%
No Opinion 21%

Name ID 97%
Hard Name ID 76%
Never Heard Of 3%

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

Favorable 39%
Unfavorable 51%
No Opinion 9%

Name ID 99%
Hard Name ID 90%
Never Heard Of 1%

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

Favorable 30%
Unfavorable 43%
No Opinion 24%

Name ID 97%
Hard Name ID 73%
Never Heard Of 3%



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

| | |
|----------------------|-----|
| Favorable | 21% |
| Unfavorable | 66% |
| No Opinion | 12% |
| | |
| Name ID | 99% |
| Hard Name ID | 87% |
| Never Heard Of | 1% |

T13. If the 2012 Republican Presidential primary election was being held today, for whom would you vote if the candidates were Ron Paul, Newt Gingrich, Mitt Romney, Michele Bachmann, Rick Santorum, Herman Cain, Jon Huntsman, Rick Perry or some other candidate? (Responses were randomized between first and second night of interviews)

| | |
|----------------------------|-----|
| Mitt Romney | 29% |
| Newt Gingrich | 27% |
| Ron Paul | 16% |
| Herman Cain | 10% |
| Jon Huntsman | 8% |
| Michele Bachmann | 2% |
| Rick Perry | 2% |
| Rick Santorum | 1% |
| Some other candidate | 2% |
| Undecided | 3% |

T14. Do the sexual harassment allegations against Herman Cain make you more or less likely to vote for him?

| | |
|----------------------------|-----|
| More likely | 23% |
| Less likely | 46% |
| No Opinion | 31% |
| | |
| Much more likely | 11% |
| Somewhat more likely | 12% |
| | |
| Much less likely | 26% |
| Somewhat less likely | 20% |



T15. As you may know, Newt Gingrich has been moving up in the polls. Which of the following reasons do you think is why he is gaining support among Republican primary voters?

| | |
|--|-----|
| Depth and knowledge of the issues..... | 44% |
| Strong debate performances..... | 10% |
| Past experience as Speaker of the House..... | 10% |
| Challenging the media in the debates | 6% |
| Ability to capture hearts of conservatives | 4% |
| No Opinion | 26% |

T16. On most political issues, do you consider yourself to be conservative, moderate or liberal?

| | |
|-------------------|-----|
| Conservative..... | 61% |
| Moderate..... | 33% |
| Liberal | 4% |
| No Opinion | 2% |

T17. Do you consider yourself to be a member of the Tea Party Movement?

| | |
|----------|-----|
| Yes..... | 36% |
| No | 64% |

T18. For statistical purposes, are you a man or a woman?

| | |
|-------------|-----|
| Male..... | 53% |
| Female..... | 47% |

T19. Which of the following age groups applies to you?

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



T20. 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 an automated voice recording. 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 Republican primary election demographics. The 746 interviews were conducted on November 15th - November 16th, 2011. Three attempts were made to interview each household in the sample. This survey has a margin of error of 3.59% at the 95 percent confidence interval.

