



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.

