



**FOR IMMEDIATE RELEASE
INTERVIEWS AND QUESTIONS:**

**June 24, 2010
DAVID FLAHERTY 303-861-8585**

**JOHN MCCAIN LEADS JD HAYWORTH BY 23 POINTS, 52% TO 29%
14% FOR ANOTHER CANDIDATE, 5% UNDECIDED
AMONG LIKELY ARIZONA REPUBLICAN PRIMARY VOTERS
2012 GOP BALLOT TEST: ROMNEY 29%, PALIN 18%, GINGRICH 16%,
HUCKABEE 14%, PAUL 5%, PAWLENTY 3%, SANTORUM 2%**

Louisville, CO – Among likely Republican primary voters in Arizona, Senator John McCain leads former Congressman JD Hayworth by 23 points, 52% to 29%, 14% support “another candidate” and 5% are undecided. These numbers are based on a Magellan Strategies automated survey of 1,139 likely Republican primary voters on June 22nd. With two months to go before the August 24th primary, it is clear that John McCain is in a strong position, especially among a vital voter subgroup, seniors. Voters that are 65 and older will constitute 45% of the overall Republican primary vote, and John McCain currently enjoys a 32 point lead over JD Hayworth, 55% to 23%. JD Hayworth’s strongest base of support is coming from male voters aged 18 to 54, but John McCain still leads among the voter subgroup, 41% to 38%. The table below shows the ballot test by major voter subgroups.

US Senate Republican Primary Ballot Test

Candidate	All Voters	Men	Wom	Voters 65+	Men 18-54	Men 55+	Wom 18-54	Wom 55+	Mari copa
McCain Margin	+23	+12	+32	+32	+3	+17	+23	+38	+23
McCain	52%	46%	56%	55%	41%	49%	52%	59%	52%
Hayworth	29%	34%	24%	23%	38%	32%	29%	21%	29%
Another Cand	14%	15%	13%	15%	17%	14%	13%	13%	13%
Undecided	5%	5%	7%	7%	4%	5%	6%	7%	6%

Senate Candidate Image Ratings

Among all voters, 60% have a favorable opinion of John McCain and 37% have an unfavorable image. This puts his image ratio at 1.6 to 1, which is decent for an incumbent. When looking at John McCain’s image rating by voter subgroup, it quickly becomes apparent that women have a more favorable opinion of him than men. Among all female voters, 66% have a favorable opinion of John McCain and 30% have an unfavorable opinion of him. Among all male voters, 54% have a favorable opinion of him and 44% have an unfavorable opinion. JD Hayworth’s image rating is “upside down” with 38% having a favorable opinion of him and 50% having an unfavorable opinion of him.

Clearly, the McCain Campaign has been successful defining JD Hayworth in a negative light. If JD Hayworth is going to make this a competitive race, he will need to address his negative image rating, especially among women 55 and older. Below are candidate image ratings among different subgroups of voters.

Candidate Image Ratings

Candidate	All Voters	Men	Wom	Voters 65+	Men 18-54	Men 55+	Wom 18-54	Wom 55+	Mari copa
McCain Margin	+23	+10	+36	+30	+3	+14	+30	+38	+25
McCain Fav	60%	54%	66%	63%	51%	56%	63%	67%	61%
McCain Unfav	37%	44%	30%	33%	48%	42%	33%	29%	36%
Hayworth Marg	-12	-7	-18	-23	-2	-9	-1	-25	-13
Hayworth Fav	38%	43%	33%	33%	45%	42%	40%	30%	39%
Hayworth Unfav	50%	50%	51%	56%	47%	51%	41%	55%	52%

2012 Republican Presidential Preference Ballot Test

With potential Republican Presidential contenders endorsing candidates this cycle, we decided to test Presidential candidates. Among likely Republican primary voters, Mitt Romney leads Sarah Palin 29% to 18%, followed by Newt Gingrich with 16%, Mike Huckabee with 14%, Ron Paul with 5%, Tim Pawlenty with 3%, Rick Santorum with 2% and 14% of respondents are undecided. Below is the ballot test by voter subgroup.

Candidate	All Voters	Men	Wom	Voters 65+	Men 18-54	Men 55+	Wom 18-54	Wom 55+	Mari copa
Romney	29%	27%	31%	32%	21%	30%	27%	33%	31%
Palin	18%	19%	17%	17%	16%	20%	20%	15%	17%
Gingrich	16%	17%	14%	16%	17%	18%	14%	14%	17%
Huckabee	14%	13%	15%	13%	14%	12%	12%	16%	11%
Paul	5%	7%	3%	4%	13%	5%	5%	3%	5%
Pawlenty	3%	4%	2%	4%	3%	5%	2%	3%	4%
Santorum	2%	1%	2%	1%	1%	1%	3%	1%	1%
Undecided	13%	12%	16%	13%	15%	9%	17%	15%	14%

Survey Methodology

This survey was conducted using automated telephone touch tone technology. The sample for this survey was randomly drawn from an Arizona voter file among households containing at least one registered Republican voter. The response data was weighted to reflect past Republican primary voting demographics from the 2008, 2006, 2004 and 2002 election cycles. The 1,139 interviews were conducted on Tuesday night, June 22nd from 5:30 to 8 pm. This survey has a margin of error of 2.9% at the 95 percent confidence interval.

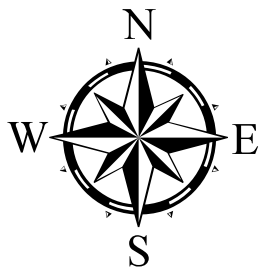
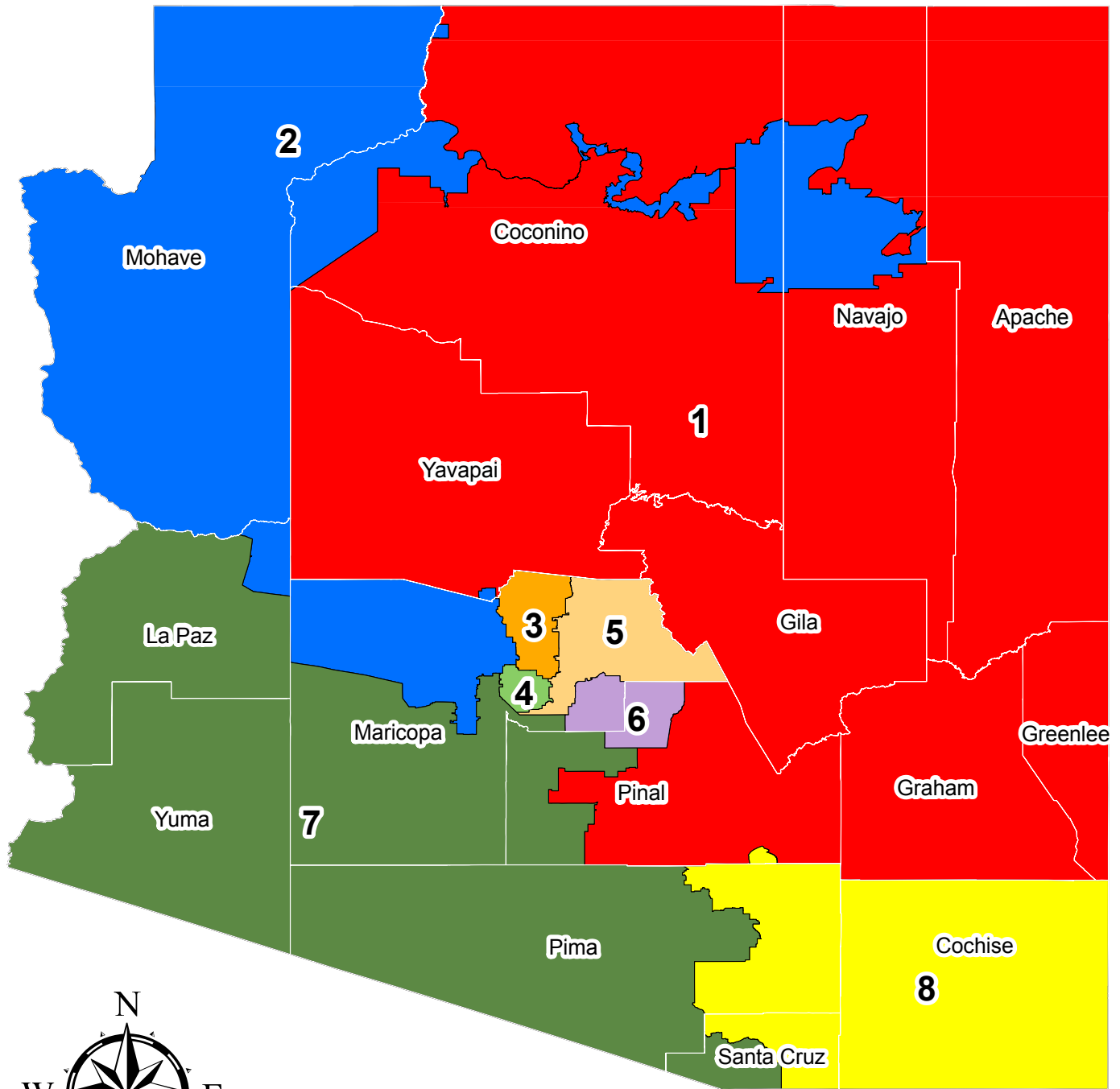


The survey topline and crosstab results are included in this document along with a map of the polling regions. This release, survey crosstabs and presentation can be downloaded from our website under the "Survey Archives" tab at www.MagellanStrategies.com. Any questions regarding this survey should be directed to David Flaherty at 303-861-8585 or dflaherty@magellanstrategies.com.

About Magellan Data and Mapping Strategies

Magellan CEO David Flaherty has extensive experience applying political data and technology gained throughout his 18 year career at the Republican National Committee, the U.S. House of Representatives, and public affairs firms specializing in measuring public opinion. The Magellan Strategies team has extensive experience building voter registration databases, data analysis, demographic analysis, GIS mapping technology, quantitative live and automated survey research, predictive modeling, and redistricting technology. Visit our website at MagellanStrategies.com for more information about our firm.





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Arizona Polling Regions Congressional District



June 23, 2010
MEMORANDUM

TO: INTERESTED PARTIES
FR: DAVID FLAHERTY
MAGELLAN DATA AND MAPPING STRATEGIES
RE: ARIZONA REPUBLICAN PRIMARY SURVEY TOPLINE RESULTS

Magellan Data and Mapping Strategies are pleased to present the topline results of a 1,139N autodial survey of likely Republican primary voters in the state of Arizona. The interviews were conducted June 22nd, 2010. This survey has a margin of error of +/- 2.90% at the 95 percent confidence interval. This survey was weighted based upon voter turnout demographics from the 2008, 2006, 2004 and 2002 Republican primary elections.

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

Republican.....100%

T2. How likely are you to vote in the August primary election to choose a Republican nominee for Governor and the US Senate?

Extremely Likely..... 89%
Very Likely8%
Somewhat Likely 3%

Thinking now about people active in government.....

T3. Do you have a favorable or unfavorable opinion of John McCain?

Favorable 60%
Unfavorable 37%
No Opinion 3%

Name ID.....100%
Hard Name ID 97%
Never Heard Of..... 0%

T4. Do you have a favorable or unfavorable opinion of J.D. Hayworth?

Favorable 38%
Unfavorable 50%
No Opinion 11%

Name ID 99%
Hard Name ID 88%
Never Heard Of..... 1%

T5. If the Republican primary election for US Senate was being held today, for whom would you vote if the candidates were John McCain, J.D. Hayworth, or another candidate?

John McCain 52%
J.D. Hayworth 29%
Another Candidate..... 14%
Undecided..... 5%

T6. If the Republican primary election to choose a candidate for President was being held today, for whom would you vote if the candidates were Mike Huckabee, Newt Gingrich, Tim Pawlenty, Mitt Romney, Ron Paul, Sarah Palin, or Rick Santorum?

Mitt Romney 29%
Sarah Palin 18%
Newt Gingrich 16%
Mike Huckabee 14%
Ron Paul 5%
Tim Pawlenty 3%
Rick Santorum 2%
Undecided..... 13%

T7. Do you consider yourself to be conservative, moderate, or liberal regarding social issues such as same sex marriage, and abortion?

Conservative..... 78%
Moderate 18%
Liberal 4%



T8. Do you consider yourself to be conservative, moderate, or liberal regarding fiscal issues such as taxes and government spending?

Conservative..... 87%
Moderate..... 12%
Liberal..... 1%

T9. For statistical purposes, are you a man or a woman?

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

T10. Which of the following age groups applies to you?

18-34..... 5%
35-44..... 9%
45-54..... 19%
55-64..... 22%
65+..... 45%

T11. For statistical purposes only, what is your race? Are you white, Hispanic or Latino, black or African American, or another ethnic group?

White..... 89%
Hispanic/Latino..... 8%
Black/African American..... 1%
Another Ethnic Group..... 2%



Table 3-1

T3. Thinking now about people active in government... Do you have a favorable or unfavorable opinion of John McCain?

	AGE										GEN-AGE										REGION										COUNTY											
	GEND		WOM		18-34		35-44		45-54		55-64		65 PLUS		MEN 18-54		MEN 55PL		WOM 18-54		WOM 55PL		CD01	CD02	CD03	CD04	CD05	CD06	CD07	CD08		MARI COPA										
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	65	MEN 18-54	MEN 55PL	WOM 18-54	WOM 55PL	CD01	CD02	CD03	CD04	CD05	CD06	CD07	CD08	MARI COPA																				
TOTAL	1139	547	592	57	103	216	251	513	179	368	197	395	137	218	156	35	166	190	55	182	713	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0											
FAVORABLE	682	295	388	35	54	126	147	321	90	204	125	263	86	135	95	20	112	107	34	94	436	59.9	53.9	65.5	61.9	63.2	61.9	60.9	55.3	67.2	56.2	61.7	51.8	61.1								
UNFAVORABLE	420	241	180	20	47	83	101	170	85	156	65	115	44	79	56	14	49	80	18	80	259	36.9	44.0	30.3	35.8	45.4	38.3	40.1	33.1	47.6	42.3	33.0	29.0	32.3	36.0	35.8	38.7	29.8	42.0	33.5	44.1	36.4
NO OPINION	33	11	22	1	2	5	3	21	3	7	5	17	6	5	5	2	2	3	3	3	16	2.9	1.9	3.7	2.3	2.0	2.3	1.4	4.1	1.9	1.9	2.5	4.4	4.5	2.2	3.2	6.0	1.4	1.8	4.8	3.5	2.2
NAME ID	1135	546	590	57	103	214	251	512	179	367	195	395	137	218	156	35	164	190	55	181	711	99.7	99.8	99.6	100.0	100.0	98.8	100.0	99.8	100.0	99.7	98.7	100.0	100.0	100.0	100.0	98.4	100.0	100.0	99.4	99.6	
HARD NAME ID	1103	535	568	56	100	209	247	491	175	360	190	378	130	214	151	33	161	187	52	175	695	96.8	97.9	95.8	97.7	98.0	96.5	98.6	95.7	98.1	97.8	96.2	95.6	95.5	97.8	96.8	94.0	97.0	98.2	95.2	95.9	97.4
NEVER HEARD OF	4	1	3			3		1		1	3						3				3	0.3	0.2	0.4			1.2	0.2											1	0.6	0.4	

T3. Thinking now about people active in government... Do you have a favorable or unfavorable opinion of John McCain?

MCCAIN IMAGE RATING		2012 GOP PRES BALLOT TEST										SOC IDEOLOGY		FISC IDEOLOGY							
HAYWORTH IMAGE RATING		SEN BALLOT TEST		PAWL ENTY		GING RICH		ROM NEY		PAUL		PAL IN		SANT ORUM		CONS ERVE		LIB ERAL			
UN FAVE	UN FAVE	UN FAVE	UN FAVE	MC CAIN	HAYW ORTH	OTHR	HUCK ABEE	GING RICH	PAWL ENTY	ROM NEY	PAUL	PAL IN	SANT ORUM	CONS ERVE	LIB ERAL	CONS ERVE	LIB ERAL	MODE RATE	MODE RATE		
TOTAL	1139 100.0	682 100.0	420 100.0	431 100.0	572 100.0	587 100.0	325 100.0	154 100.0	157 100.0	178 100.0	37 100.0	332 100.0	59 100.0	204 100.0	17 100.0	894 100.0	201 100.0	45 100.0	992 100.0	141 100.0	6 100.0
FAVORABLE	682 59.9	420 100.0	145 33.7	450 78.7	560 95.4	34 13.3	21.9	69.7	109 51.3	89 49.7	19 51.3	205 61.8	26 44.7	117 57.4	6 38.1	508 56.9	142 70.9	32 71.2	576 58.0	104 73.4	3 57.2
UNFAVORABLE	420 36.9	420 100.0	276 64.0	113 19.8	18 3.0	273 84.0	112 72.5	42 26.9	16 41.7	85 47.7	16 41.7	117 35.3	31 53.1	81 39.8	11 61.9	358 40.1	50 25.0	12 26.8	390 39.3	28 19.6	2 42.8
NO OPINION	33 2.9	10 2.3	8 1.5	1.5	9 1.5	5 1.6	5.6	3.4	5 7.0	5 2.6	3 7.0	9 2.7	1 2.2	6 2.7	24 2.6	8 4.1	1 2.0	24 2.4	9 6.3		
NAME ID	1135 99.7	682 100.0	420 100.0	431 100.0	572 100.0	322 98.9	154 100.0	157 100.0	37 100.0	178 100.0	37 100.0	331 99.7	59 100.0	204 100.0	17 100.0	890 99.6	201 100.0	45 100.0	990 99.7	140 99.3	6 100.0
HARD NAME ID	1103 96.8	682 100.0	420 97.7	421 98.5	563 98.5	316 97.3	146 94.4	152 96.6	35 93.0	173 97.4	35 93.0	322 97.0	58 97.8	198 97.3	17 100.0	867 96.9	192 95.9	44 98.0	966 97.3	131 93.0	6 100.0
NEVER HEARD OF	4 0.3	4 1.1	4 1.1	1 0.3	4 0.4	1 0.3	4 0.4	1 0.3	4 0.4	1 0.3	4 0.4	1 0.3	4 0.4	1 0.3	3 0.3	1 0.7					

Table 4-1

T4. Do you have a favorable or unfavorable opinion of J.D. Hayworth?

	GEND		AGE				GEN-AGE				REGION							COUN TY																								
	TOTAL	MEN	WOM	18-34		35-44		45-54		55-64		65 PLUS		MEN 18-54	MEN 55PL	WOM 18-54	WOM 55PL		CD01	CD02	CD03	CD04	CD05	CD06	CD07	CD08	MARI COPA															
				100.0	547	592	57	103	216	251	513	179	368															197	395	137	218	156	35	166	190	55	182	713				
TOTAL	1139	547	592	57	103	216	251	513	179	368	197	395	137	218	156	35	166	190	55	182	713	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0								
FAVORABLE	431	234	197	17	51	91	105	168	80	154	79	118	50	75	66	15	61	79	20	65	279	37.8	42.8	33.2	30.2	49.3	41.9	39.9	29.9	36.7	34.3	42.3	41.2	37.0	41.7	36.6	35.6	39.1				
UNFAVORABLE	572	271	300	29	38	99	121	285	84	187	81	219	75	122	76	19	91	91	23	77	369	50.2	49.6	50.7	50.3	37.2	45.6	48.3	55.6	47.0	50.9	41.3	55.4	54.8	55.6	48.5	52.8	54.6	47.7	41.7	42.1	51.7
NO OPINION	124	40	84	10	14	22	22	57	15	25	30	54	12	18	14	2	11	20	11	35	63	10.9	7.4	14.1	16.9	13.4	10.0	8.6	11.2	8.3	6.9	15.3	13.6	8.5	8.4	9.2	6.0	6.8	10.6	20.3	19.2	8.8
NAME ID	1126	546	581	55	103	211	247	510	179	367	190	390	137	215	156	35	164	190	54	177	710	98.9	99.8	98.1	97.4	100.0	97.5	98.7	99.5	100.0	99.7	96.5	98.9	100.0	98.3	100.0	100.0	98.4	100.0	98.6	97.0	99.5
HARD NAME ID	1002	505	497	46	89	189	226	453	164	342	160	337	125	196	142	33	152	170	43	142	647	88.0	92.4	83.9	80.5	86.6	87.5	90.2	88.3	91.7	92.8	81.2	85.3	91.5	89.9	90.8	94.0	91.6	89.4	78.3	77.7	90.7
NEVER HEARD OF	13	1	11	1	1	5	3	2	2	1	7	4	4	4			3		1	5	3	1.1	1.1	1.7	1.7	2.5	1.3	0.5	0.3	3.5	1.1	1.7	1.6	1.6	3	1	1.4	1.4	5	3	0.5	

Table 4-2

T4. Do you have a favorable or unfavorable opinion of J.D. Hayworth?

	MCCAIN IMAGE RATING		HAYWORTH IMAGE RATING		SEN BALLOT TEST		2012 GOP PRES BALLOT TEST						SOC IDEOLOGY		FISC IDEOLOGY					
	FAVE	UNFAVE	FAVE	UNFAVE	UN	MC CAIN	HAYWORTH	HUCK ABE	GING RICH	PAWL ENTY	ROM NEY	PAUL	PAL IN	SANT ORUM	CONS ERVE	MODE RATE	LIB ERAL	CONS ERVE	MODE RATE	LIB ERAL
TOTAL	1139	100.0	420	100.0	572	587	325	154	178	37	332	59	204	17	894	201	45	992	141	6
FAVORABLE	431	37.8	145	276	431	71	296	24	96	15	113	27	82	12	385	39	7	407	23	
UNFAVORABLE	572	50.2	450	113	572	438	16	106	89	20	181	28	104	5	411	132	28	478	88	5
NO OPINION	124	10.9	78	30		69	11	24	16	2	37	4	15	1	88	30	7	96	28	
NAME ID	1126	98.9	673	419	431	578	323	154	178	37	331	59	200	17	884	201	42	982	140	5
HARD NAME ID	1002	88.0	595	389	431	509	311	130	141	35	294	55	186	16	796	171	35	886	112	5
NEVER HEARD OF	13	1.1	9	1		9	3				1		3		10		3	11	1	1
			1.3	0.2		1.5	0.8				0.3		1.5		1.1		6.0	1.1	0.7	15.2

T5. If the Republican primary election for US Senate was being held today, for whom would you vote if the candidates were John McCain, J.D. Hayworth, or another candidate?

	GEND		AGE							GEN-AGE					REGION					COUNTY		
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN		WOM		CD01	CD02	CD03	CD04	CD05	CD06	CD07		CD08	MARI COPA
									18-54	55PL	18-54	55PL										
TOTAL	1139 100.0	547 100.0	592 100.0	57 100.0	103 100.0	216 100.0	251 100.0	513 100.0	179 100.0	368 100.0	197 100.0	395 100.0	137 100.0	218 100.0	156 100.0	35 100.0	166 100.0	190 100.0	55 100.0	182 100.0	713 100.0	
MCCAIN	587 51.5	254 46.4	333 56.2	28 49.7	44 43.0	103 47.5	129 51.6	282 55.1	74 41.3	180 48.9	102 51.5	232 58.6	72 52.8	124 56.7	79 50.4	17 48.9	91 55.0	88 46.4	30 55.1	86 47.0	367 51.5	
HAYWORTH	325 28.5	184 33.6	141 23.9	16 28.0	36 35.2	72 33.4	84 33.5	117 22.8	67 37.6	117 31.7	57 29.0	84 21.3	34 25.1	62 28.4	48 30.5	10 28.8	41 24.4	63 33.2	14 25.3	54 29.5	206 28.8	
ANOTHER CANDIDATE	154 13.6	80 14.7	74 12.5	9 16.3	16 15.4	29 13.5	24 9.5	76 14.9	30 16.6	50 13.7	25 12.5	50 12.5	18 13.4	24 11.1	20 12.6	6 15.9	22 13.5	25 13.4	6 11.2	33 17.9	95 13.3	
UNDECIDED	73 6.4	29 5.3	44 7.4	3 6.0	6 6.3	12 5.5	14 5.5	37 7.2	8 4.5	21 5.7	14 7.0	30 7.5	12 8.8	8 3.9	10 6.5	2 6.4	12 7.1	13 7.0	5 8.3	10 5.6	45 6.3	

Table 6-1

T6. If the Republican primary election to choose a candidate for President was being held today, for whom would you vote if the candidates were Mike Huckabee, Newt Gingrich, Tim Pawlenty, Mitt Romney, Ron Paul, Sarah Palin, or Rick Santorum?

	GEND		AGE						GEN-AGE				REGION								COUN TY																						
	TOTAL	MEN	WOM	18-34		35-44		45-54		55-64		65 PLUS		MEN 18-54		WOM 18-54		WOM 55PL		CD01		CD02	CD03	CD04	CD05	CD06	CD07	CD08	MARI COPA														
				100.0	547	592	57	103	216	251	513	179	368	197	395	137	218	156	35											166	190	55	182	713									
TOTAL	1139	547	592	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0														
ROMNEY	332	147	185	16	25	51	78	162	38	109	54	131	35	65	38	7	51	81	10	46	223	29.2	26.9	31.3	28.1	24.3	23.6	31.1	31.6	21.4	29.5	27.3	33.3	25.6	29.6	24.5	19.2	30.8	42.8	17.8	25.0	31.3	
PALIN	204	104	100	10	20	38	47	88	29	75	39	61	23	44	27	8	26	32	11	33	121	17.9	19.0	16.8	17.0	19.3	17.8	18.8	17.3	16.1	20.4	19.8	15.4	16.8	20.2	17.0	22.8	15.7	16.9	20.7	17.9	16.9	
GINGRICH	178	95	83	2	16	40	38	82	30	65	28	56	20	32	28	8	32	25	8	27	122	15.6	17.3	14.1	2.7	15.8	18.6	15.2	16.0	16.9	17.5	14.0	14.1	14.7	14.5	18.1	21.5	19.1	12.9	13.9	14.6	17.1	
HUCKABEE	157	69	89	11	15	23	39	68	25	43	25	64	31	33	17	19	18	9	30	77	13.8	12.5	15.0	19.4	15.1	10.7	15.7	13.3	14.1	11.8	12.4	16.2	23.0	15.2	10.9	11.5	9.4	16.0	16.4	10.8			
PAUL	59	40	19	11	11	11	7	20	23	17	9	10	7	8	11	1	7	7	6	12	36	5.2	7.3	3.3	18.6	10.6	4.9	2.8	3.9	12.8	4.6	4.6	2.6	4.8	3.6	6.9	4.0	4.3	3.9	10.3	6.8	5.0	
PAWLENTY	37	24	14	1	7	9	20	5	20	5	19	4	10	7	3	7	7	6	2	4	25	3.3	4.3	2.3	1.2	3.3	3.5	3.9	2.6	5.2	1.9	2.5	5.2	1.4	4.5	3.3	4.1	3.2	4.1	2.2	4.1	2.2	3.5
SANTORUM	17	7	10	1	2	4	5	5	2	5	5	5	1	2	1	2	2	4	1	5	9	1.5	1.3	1.6	1.5	1.9	1.9	2.0	1.0	1.1	1.5	2.5	1.2	1.0	0.9	0.6	1.4	2.3	2.0	2.7	1.2		
UNDECIDED	155	62	92	7	12	42	27	66	27	35	34	58	12	32	27	10	22	16	8	26	101	13.6	11.3	15.6	12.8	11.8	19.2	10.9	12.9	14.9	9.6	17.4	14.7	8.9	14.6	17.5	29.2	13.2	8.6	15.4	14.4	14.1	

Table 6-2

T6. If the Republican primary election to choose a candidate for President was being held today, for whom would you vote if the candidates were Mike Huckabee, Newt Gingrich, Tim Pawlenty, Mitt Romney, Ron Paul, Sarah Palin, or Rick Santorum?

	MCCAIN		HAYWORTH		SEN		HAYWORTH		SEN		2012 GOP PRES		SOC		FISC							
	IMAGE	RATING	IMAGE	RATING	IMAGE	RATING	IMAGE	RATING	IMAGE	RATING	IMAGE	RATING	IMAGE	RATING	IMAGE	RATING						
TOTAL	FAVE	UN	FAVE	UN	FAVE	UN	FAVE	UN	FAVE	UN	FAVE	UN	FAVE	UN	FAVE	UN						
TOTAL	1139	682	420	431	572	587	325	154	157	178	37	332	59	204	17	894	201	45	992	141	6	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ROMNEY	332	205	117	113	181	183	91	45				332				257	69	6	284	47	2	
	29.2	30.1	27.9	26.3	31.7	31.1	28.0	28.9				100.0				28.7	34.4	14.5	28.6	33.0	30.6	
PALIN	204	117	81	82	104	104	66	26					204			169	26	9	185	18	1	
	17.9	17.1	19.3	19.0	18.2	17.7	20.4	16.6					100.0			18.9	12.7	19.9	18.6	12.7	18.9	
GINGRICH	178	89	85	96	58	72	73	20		178						147	27	4	165	13		
	15.6	13.0	20.2	22.2	10.1	12.3	22.3	13.3		100.0						16.4	13.7	8.5	16.6	9.3		
HUCKABEE	157	109	42	52	89	96	33	18	157							134	21	3	141	17		
	13.8	16.0	10.1	12.1	15.5	16.4	10.1	11.9	100.0							15.0	10.3	6.0	14.2	11.7		
PAUL	59	26	31	27	28	20	19	19					59			45	11	3	46	13		
	5.2	3.9	7.5	6.2	4.9	3.3	5.8	12.2					100.0			5.1	5.6	6.0	4.7	9.1		
PAWLENTY	37	19	16	15	20	15	13	5			37					32	4	1	36	1		
	3.3	2.8	3.7	3.6	3.5	2.6	3.9	3.5			100.0					3.6	1.9	2.7	3.6	0.8		
SANTORUM	17	6	11	12	5	4	10	2							17	15	2		15	1	1	
	1.5	0.9	2.5	2.7	0.8	0.7	3.0	1.1							100.0	1.7	1.0		1.5	0.6	18.9	
UNDECIDED	155	110	37	34	88	93	21	19								95	41	19	121	32	2	
	13.6	16.2	8.9	8.0	15.3	15.9	6.5	12.5								10.6	20.3	42.5	12.2	22.8	31.6	

Table 7-1

T7. Do you consider yourself to be conservative, moderate, or liberal regarding social issues such as same sex marriage, and abortion?

	GEND			AGE					GEN-AGE						REGION						COUNTY
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55PL	WOM 18-54	WOM 55PL	CD01	CD02	CD03	CD04	CD05	CD06	CD07	CD08	
TOTAL	1139	547	592	57	103	216	251	513	179	368	197	395	137	218	156	35	166	190	55	182	713
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
CONSERVATIVE	894	440	454	43	76	152	205	418	127	313	144	310	115	167	114	25	137	150	45	142	549
	78.5	80.4	76.7	75.2	73.8	70.3	81.9	81.6	71.1	84.9	72.8	78.6	84.2	76.4	72.9	70.0	82.5	79.1	81.8	77.8	77.0
MODERATE	201	92	109	11	19	55	37	79	44	48	41	68	19	46	30	8	21	36	9	32	131
	17.6	16.8	18.4	19.2	18.3	25.3	14.8	15.4	24.5	13.0	20.6	17.3	14.1	21.0	19.0	23.0	12.6	18.9	16.9	17.4	18.4
LIBERAL	45	15	29	3	8	10	8	16	8	8	13	16	2	6	13	2	8	4	1	9	32
	3.9	2.8	4.9	5.6	7.9	4.4	3.3	3.0	4.3	2.1	6.6	4.1	1.7	2.6	8.1	7.0	4.9	2.0	1.3	4.8	4.6

T7. Do you consider yourself to be conservative, moderate, or liberal regarding social issues such as same sex marriage, and abortion?

	MCCAIN IMAGE RATING		HAYWORTH IMAGE RATING		SEN BALLEW IMAGE RATING		2012 GOP PRES BALLOT TEST		2012 LIB PRES BALLOT TEST		SOC IDEOLOGY		FISC IDEOLOGY									
	UN FAVE	UN FAVE	UN FAVE	UN FAVE	UN FAVE	UN FAVE	UN FAVE	UN FAVE	UN FAVE	UN FAVE	UN FAVE	UN FAVE	UN FAVE	UN FAVE								
TOTAL	1139 100.0	682 100.0	420 100.0	431 100.0	572 100.0	587 100.0	325 100.0	325 100.0	154 100.0	157 100.0	178 100.0	37 100.0	332 100.0	59 100.0	204 100.0	17 100.0	894 100.0	201 100.0	45 100.0	992 100.0	141 100.0	6 100.0
CONSERVATIVE	894 78.5	508 74.5	358 85.2	385 89.4	411 71.9	427 72.7	296 91.1	296 91.1	114 74.0	134 85.1	147 82.4	32 86.6	257 77.3	45 76.5	169 83.1	15 87.6	894 100.0	894 100.0	830 83.7	64 45.0		
MODERATE	201 17.6	142 20.8	50 11.9	39 9.0	132 23.1	130 22.2	27 8.2	27 8.2	31 20.0	21 13.2	27 15.4	4 10.2	69 20.7	11 18.9	26 12.6	2 12.4	201 100.0	201 100.0	141 14.2	57 40.7	2 37.8	
LIBERAL	45 3.9	32 4.6	12 2.8	7 1.6	28 5.0	30 5.1	2 0.8	2 0.8	9 6.0	3 1.7	4 2.1	1 3.2	6 1.9	3 4.6	9 4.4				45 100.0	21 2.1	4 14.3	4 62.2

Table 8-1

T8. Do you consider yourself to be conservative, moderate, or liberal regarding fiscal issues such as taxes and government spending?

	GEND		AGE						GEN-AGE						REGION						COUN TY																					
	TOTAL	MEN	WOM	18-34		35-44		45-54		55-64		65 PLUS		MEN 18-54	MEN 55PL	WOM 18-54	WOM 55PL	CD01	CD02	CD03		CD04	CD05	CD06	CD07	CD08	MARI COPA															
				100.0	547	592	57	103	216	251	513	179	368															197	395	137	218	156	35	166	190	55	182	713				
TOTAL	1139	547	592	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0															
CONSERVATIVE	992	486	506	46	85	188	230	443	153	333	165	341	125	189	136	30	136	164	48	165	610	87.1	88.9	85.5	80.6	83.0	86.7	91.9	86.5	85.9	90.4	83.8	86.3	91.4	86.6	87.4	84.4	82.0	86.1	87.3	90.5	85.6
MODERATE	141	59	83	11	16	28	18	68	24	34	31	52	12	29	19	5	29	25	6	16	100	12.4	10.7	14.0	19.4	16.0	12.8	7.3	13.2	13.5	9.3	15.6	13.1	8.6	13.4	12.0	15.6	17.3	13.0	10.7	9.1	14.0
LIBERAL	6	2	4	1	1	1	2	1	1	1	1	2	1	1	1	2	0.6	0.6	0.6	0.6	0.6	0.5	0.4	0.6	1.0	0.5	0.8	0.3	0.6	0.6	0.3	0.6	0.6	0.6	0.7	0.9	2.0	1	1	3		

Table 9-2

T9. For statistical purposes, are you a man or a woman?

	MCCAIN IMAGE RATING		HAYWORTH IMAGE RATING		SEN BALLOT TEST				2012 GOP PRES BALLOT TEST				SOC IDEOLOGY				FISC IDEOLOGY				
	UN FAVE	UN FAVE	UN FAVE	UN FAVE	MC CAIN	HAYW ORTH	HUCK ABEE	GING RICH	PAWL ENTY	ROM NEY	PAUL	PAL IN	SANT ORUM	CONS ERVE	MODE RATE	LIB ERAL	CONS ERVE	MODE RATE	LIB ERAL	CONS ERVE	MODE RATE
TOTAL	1139 100.0	682 100.0	420 100.0	431 100.0	572 100.0	587 100.0	325 100.0	154 100.0	157 100.0	178 100.0	37 100.0	332 100.0	59 100.0	204 100.0	17 100.0	894 100.0	201 100.0	45 100.0	992 100.0	141 100.0	6 100.0
MALE	547 48.0	295 43.2	241 57.2	234 54.3	271 47.5	254 43.2	184 56.6	80 51.9	69 43.6	95 53.2	24 63.5	147 44.2	40 67.1	104 51.0	7 43.1	440 49.2	92 45.7	15 34.4	486 49.0	59 41.5	2 37.8
FEMALE	592 52.0	388 56.8	180 42.8	197 45.7	300 52.5	333 56.8	141 43.4	74 48.1	89 56.4	83 46.8	14 36.5	185 55.8	19 32.9	100 49.0	10 56.9	454 50.8	109 54.3	29 65.6	506 51.0	83 58.5	4 62.2

Table 10-1

T10. Which of the following age groups applies to you?

	GEND		AGE					GEN-AGE					REGION					COUN TY			
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55PL	WOM 18-54	WOM 55PL	CD01	CD02	CD03	CD04	CD05		CD06	CD07	CD08
TOTAL	1139 100.0	547 100.0	592 100.0	57 100.0	103 100.0	216 100.0	251 100.0	513 100.0	179 100.0	368 100.0	197 100.0	395 100.0	137 100.0	218 100.0	156 100.0	35 100.0	166 100.0	190 100.0	55 100.0	182 100.0	713 100.0
18-34	57 5.0	33 6.1	24 4.0	57 100.0					33 18.6		24 12.0		5 3.7	10 4.4	3 1.7		12 7.2	14 7.1	5 9.0	9 5.1	37 5.2
35-44	103 9.0	51 9.3	51 8.7		103 100.0				51 28.6		51 26.1		12 8.6	18 8.2	18 11.6	4 11.1	7 4.2	26 13.9	3 5.9	14 7.8	64 9.0
45-54	216 19.0	94 17.2	122 20.6			216 100.0			94 52.8		122 61.9		19 13.6	30 13.6	43 27.3	10 28.4	35 20.8	37 19.6	8 15.1	35 19.5	145 20.4
55-64	251 22.0	131 23.9	120 20.3				251 100.0			131 35.5		120 30.4	34 24.8	37 16.8	34 21.9	7 19.3	45 27.1	47 24.7	18 32.4	29 16.1	164 23.0
65 PLUS	513 45.0	238 43.5	275 46.4					513 100.0		238 64.5		275 69.6	67 49.2	125 57.1	58 37.5	15 41.2	67 40.6	66 34.7	21 37.6	94 51.5	302 42.4

Table 10-2

T10. Which of the following age groups applies to you?

	MCCAIN IMAGE RATING		HAYWORTH IMAGE RATING		SEN BALLETT TEST		2012 GOP PRES BALLOT TEST						SOC IDEOLOGY		FISC IDEOLOGY							
	FAVE	UN FAVE	FAVE	UN FAVE	MC CAIN	HAYW ORTH	HUCK ABEE	GING RICH	PAWL ENTY	ROM NEY	PAUL	PAL IN	SANT ORUM	CON ERVE	MODE RATE	LIB ERAL	CON ERVE	MODE RATE	LIB ERAL	CON ERVE	MODE RATE	
TOTAL	682	420	431	572	587	325	154	178	37	332	59	204	17	894	201	45	992	141	6	100.0	100.0	100.0
18-34	35	20	17	29	28	16	9	11		16	11	10	1	43	11	3	46	11		100.0	100.0	100.0
35-44	54	47	51	38	44	36	16	15	1	25	11	20	2	76	19	8	85	16		100.0	100.0	100.0
45-54	126	83	91	99	103	72	29	23	7	51	11	38	4	152	55	10	188	28		100.0	100.0	100.0
55-64	147	101	105	121	129	84	24	39	9	78	7	47	5	205	37	8	230	18		100.0	100.0	100.0
65 PLUS	321	170	168	285	282	117	76	68	20	162	20	88	5	418	79	16	443	68		100.0	100.0	100.0
	47.0	40.4	38.9	49.9	48.1	36.0	49.3	43.4	54.0	48.8	34.2	43.5	29.9	46.8	39.4	34.9	44.7	48.1		100.0	100.0	100.0

Table 11-1

T11. For statistical purposes only, what is your race? Are you white, Hispanic or Latino, black or African American, or another ethnic group?

	GEND		AGE							GEN-AGE					REGION								COUNTY
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55PL	WOM 18-54	WOM 55PL	CD01	CD02	CD03	CD04	CD05	CD06	CD07	CD08	MARI COPA		
																						100.0	
TOTAL	1139	547	592	57	103	216	251	513	179	368	197	395	137	218	156	35	166	190	55	182	713		
WHITE	1014	471	543	38	84	186	213	493	142	329	166	377	122	207	137	33	143	171	47	154	641		
	89.0	86.1	91.7	66.0	81.8	86.0	84.9	96.3	79.5	89.3	83.9	95.6	89.2	94.7	87.9	94.0	86.0	90.1	86.0	84.5	89.8		
HISPANIC	91	52	39	17	12	24	27	12	24	28	28	10	8	7	15	19	12	12	6	25	51		
LATINO	8.0	9.6	6.5	29.2	11.4	11.2	10.8	2.3	13.5	7.7	14.4	2.6	5.8	3.2	9.4	11.2	6.2	11.3	13.7	7.2	7.2		
BLACK	11	11		2	2	2	5		6	5			3				5	4			7		
AFRICAN AMERICAN	1.0	2.1		2.7	2.4	0.9	2.2		3.3	1.5			2.4				2.8	1.8			0.9		
ANOTHER ETHNIC GROUP	23	12	11	1	5	4	5	8	6	6	3	7	4	5	4	2		4	1	3	15		
	2.0	2.2	1.8	2.1	4.5	1.9	2.1	1.5	3.6	1.6	1.7	1.8	2.6	2.1	2.7	6.0	1.9	1.9	2.7	1.7	2.0		

Table 11-2

T11. For statistical purposes only, what is your race? Are you white, Hispanic or Latino, black or African American, or another ethnic group?

MCCAIN		HAYWORTH		UN		MC CAIN		HAYW		HUCK		GING		PAWL		ROM		PAL		SANT		CONS		MODE		LIB		FISC														
IMAGE		IMAGE		IMAGE		IMAGE		IMAGE		IMAGE		IMAGE		IMAGE		IMAGE		IMAGE		IMAGE		IMAGE		IMAGE		IMAGE		IMAGE		IMAGE												
RATING		RATING		RATING		RATING		RATING		RATING		RATING		RATING		RATING		RATING		RATING		RATING		RATING		RATING		RATING		RATING												
TOTAL	FAVE	FAVE	FAVE	FAVE	FAVE	FAVE	FAVE	FAVE	FAVE	FAVE	FAVE	FAVE	FAVE	FAVE	FAVE	FAVE	FAVE	FAVE	FAVE	FAVE	FAVE	FAVE	FAVE	FAVE	FAVE	FAVE	FAVE	FAVE	FAVE	FAVE												
1139	682	420	431	572	587	325	154	157	178	37	332	59	204	17	894	201	45	992	141	6	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0												
1014	612	368	385	509	523	292	133	135	168	34	303	46	173	17	797	181	36	885	124	5	89.0	89.7	87.6	89.4	89.0	89.1	89.9	86.2	85.7	94.5	90.7	91.3	78.0	84.8	100.0	89.2	90.1	80.6	89.2	87.9	88.7	
91	52	37	28	49	46	24	17	16	5	3	21	11	21	21	75	14	2	80	11	8.0	7.6	8.8	6.5	6.5	8.6	7.8	7.4	10.9	10.1	2.8	7.1	6.4	19.2	10.4	6	3.0	0.8	0.8	5.4	0.9	1.7	
11	4	7	10	2	6	5		3	2						7	2	2	9	2	1.0	0.6	1.8	2.3	0.3	1.1	1.6																
23	15	8	8	12	12	4	4	3	3	3	1	7	2	4	14	4	4	18	4	2.0	2.2	1.9	1.8	2.1	2.0	1.1	2.9	2.2	1.6	2.2	2.3	2.8	1.8	1.6	2.1	1.6	2.1	1.8	2.8	2.8	2.8	11.3

	MCCAIN IMAGE RATING		HAYWORTH IMAGE RATING		SEN BALLOT TEST		2012 GOP PRES BALLOT TEST						SOC IDEOLOGY		FISC IDEOLOGY							
	FAVE	UN FAVE	FAVE	UN FAVE	MC CAIN	HAYW ORTH	HUCK ABEE	GING RICH	PAWL ENTY	ROM NEY	PAUL	PAL IN	SANT ORUM	CONS ERVE	MODE RATE	LIB ERAL	CONS ERVE	MODE RATE	LIB ERAL	CONS ERVE	MODE RATE	LIB ERAL
TOTAL	1139 100.0	682 100.0	431 100.0	572 100.0	587 100.0	325 100.0	154 100.0	178 100.0	37 100.0	332 100.0	59 100.0	204 100.0	17 100.0	894 100.0	201 100.0	45 100.0	992 100.0	141 100.0	6 100.0	992 100.0	141 100.0	6 100.0
CD01	137 12.0	86 12.6	44 10.5	75 13.1	72 12.3	34 10.5	18 11.8	31 20.0	7 19.0	35 10.5	7 11.1	23 11.3	1 8.4	115 12.9	19 9.6	2 5.3	125 12.6	12 8.3	125 12.6	12 8.3	12 8.3	12 8.3
CD02	218 19.2	135 19.8	79 18.7	122 21.3	124 21.1	62 19.0	24 15.7	33 21.1	3 8.3	65 19.5	8 13.3	44 21.6	2 11.3	167 18.7	46 22.9	6 12.5	189 19.1	29 20.7	189 19.1	29 20.7	29 20.7	29 20.7
CD03	156 13.7	95 13.9	56 13.3	76 13.2	79 13.4	48 14.6	20 12.7	17 10.8	7 18.7	38 11.5	11 18.2	27 13.0	1 5.9	114 12.7	30 14.7	13 28.4	136 13.7	19 13.3	136 13.7	19 13.3	19 13.3	19 13.3
CD04	35 3.1	20 2.9	14 3.2	19 3.3	17 2.9	10 3.1	6 3.6	8 4.3	1 3.1	7 2.0	1 2.4	8 3.9	1 3.9	25 2.8	8 4.0	2 5.5	30 3.0	5 3.9	30 3.0	5 3.9	5 3.9	5 3.9
CD05	166 14.6	112 16.4	49 11.8	91 15.9	91 15.6	41 12.5	22 14.6	19 12.1	7 18.1	51 15.4	7 12.2	26 12.8	2 13.6	137 15.3	21 10.4	8 18.4	136 13.7	29 20.4	136 13.7	29 20.4	29 20.4	29 20.4
CD06	190 16.7	107 15.7	80 19.0	91 15.9	88 15.0	63 19.4	25 16.5	18 11.4	6 16.2	81 24.5	7 12.6	32 15.8	4 25.3	150 16.8	36 17.9	4 8.4	164 16.5	25 17.5	164 16.5	25 17.5	25 17.5	25 17.5
CD07	55 4.8	34 4.9	18 4.4	23 4.0	30 5.1	14 4.3	6 4.0	9 5.6	2 6.0	10 2.9	6 9.5	11 5.5	1 6.3	45 5.0	9 4.6	1 1.6	48 4.8	6 4.2	48 4.8	6 4.2	6 4.2	6 4.2
CD08	182 16.0	94 13.8	80 19.1	77 13.4	86 14.6	54 16.5	33 21.1	30 19.0	4 10.6	46 13.7	12 20.8	33 16.0	5 29.2	142 15.8	32 15.8	9 19.6	165 16.6	16 11.7	165 16.6	16 11.7	16 11.7	16 11.7