



July 18, 2012

MEMORANDUM

TO: INTERESTED PARTIES

FR: DAVID FLAHERTY

MAGELLAN STRATEGIES

RE: ARIZONA US SENATE REPUBLICAN PRIMARY SURVEY TOPLINE RESULTS

Magellan Strategies are pleased to present the topline results of a 678N autodial survey of likely Republican primary voters, and independent voters that are likely to vote in the US Senate Republican Primary Election in the state of Arizona. The interviews were conducted July 16th and 17th, 2012. This survey has a margin of error of +/- 3.76% 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 primary election for Congress. How likely are you to vote in the upcoming primary election for Congress? (Asked to Independents)

Extremely Likely 85%
Very Likely..... 9%
Somewhat Likely 6%

T3. And if the Congressional 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 upcoming primary election for Congress?
(Asked to Republicans)

Extremely Likely 92%
Very Likely.....5%
Somewhat Likely.....3%

T5. Do you have a favorable or unfavorable opinion of Wil Cardon?

Favorable 24%
Unfavorable.....32%
No Opinion..... 34%

Name ID 90%
Hard Name ID 56%
Never Heard Of 10%

T6. Do you have a favorable or unfavorable opinion of Jeff Flake?

Favorable 44%
Unfavorable.....27%
No Opinion..... 25%

Name ID 96%
Hard Name ID 71%
Never Heard Of 4%

T7. If the Republican primary election for the United States Senate were being held today, for whom would you vote if the candidates were Wil Cardon, Jeff Flake or some other candidate?

Jeff Flake 45%
Will Cardon..... 23%
Some Other Candidate 16%
Undecided 16%

Definitely Jeff Flake 32%
Probably Jeff Flake..... 13%

Definitely Will Cardon..... 16%
Probably Will Cardon 7%



T8. Do you identify yourself more closely with the traditional Republican Party or do you identify yourself more closely with the tea party movement?

Tea Party Movement..... 46%
Traditional Republican 44%
Unsure or No Opinion 10%

T9. Are you Mormon

Yes..... 13%
No 87%

T10. For statistical purposes, are you a man or a woman?

Female 52%
Male 48%

T11. Which of the following age groups applies to you?

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

T12. 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 belong to another ethnic group.

White..... 89%
Hispanic/Latino.....5%
Another ethnic group6%

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 678 interviews were conducted on July 16th and 17th, 2012. Three attempts were made to interview each household in the sample. This survey has a margin of error of 3.76% at the 95 percent confidence interval.

