



**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.

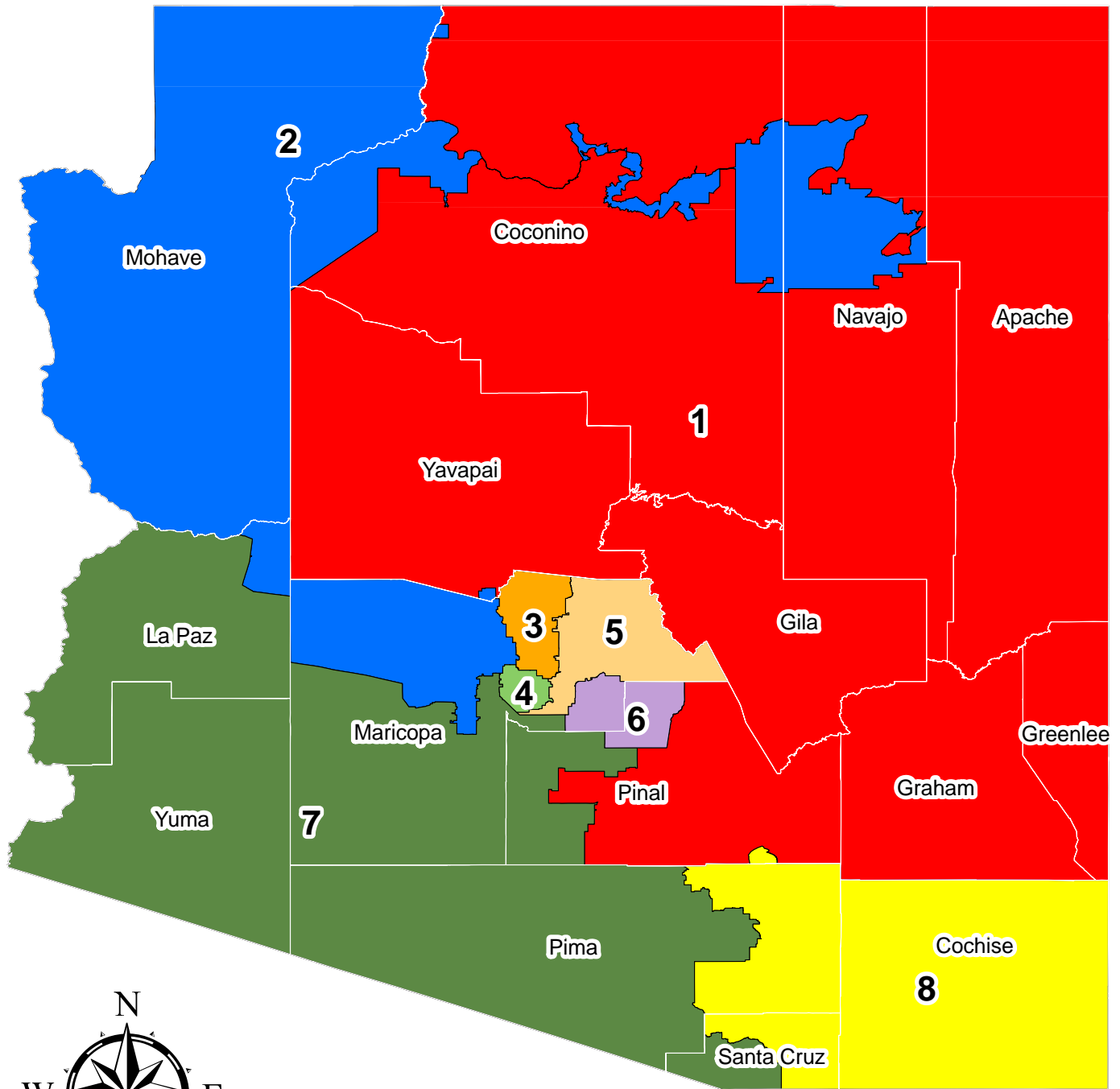


The survey topline and crosstab results are included in this document along with a map of the polling regions. This release, survey crosstabs and presentation can be downloaded from our website under the "Survey Archives" tab at www.MagellanStrategies.com. Any questions regarding this survey should be 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 Likely 8%
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 1-1

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

	GEN-D		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	100.0	57	103	100.0	216	216	100.0	251	513	100.0	179	368	100.0	197										
TOTAL	1139	547	592	100.0	57	103	100.0	216	216	100.0	251	513	100.0	179	368	100.0	197	395	100.0	137	218	156	100.0	35	166	190	100.0	55	182	713
REPUBLICAN	1139	547	592	100.0	57	103	100.0	216	216	100.0	251	513	100.0	179	368	100.0	197	395	100.0	137	218	156	100.0	35	166	190	100.0	55	182	713

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	HAYW ORTH	HUCK ABE	GING RICH	PAWL ENTY	ROM NEY	PAUL	PAL IN	SANT ORUM	CON ERVE	MODE RATE	LIB ERAL	CON ERVE	MODE RATE	LIB ERAL
TOTAL	1139	100.0	420	100.0	572	100.0	325	154	178	37	332	59	204	17	894	201	45	992	141	6
FAVORABLE	431	37.8	276	65.7	431	100.0	296	24	96	15	113	27	82	12	385	39	7	407	23	
UNFAVORABLE	572	50.2	113	27.0	572	100.0	16	106	89	20	181	28	104	5	411	132	28	478	88	5
NO OPINION	124	10.9	30	7.1			11	24	16	2	37	4	15	1	88	30	7	96	28	
NAME ID	1126	98.9	419	99.8	431	100.0	323	154	178	37	331	59	200	17	884	201	42	982	140	5
HARD NAME ID	1002	88.0	595	92.7	431	100.0	311	130	141	35	294	55	186	16	796	171	35	886	112	5
NEVER HEARD OF	13	1.1	9	0.2	1	1.5	3	0.8			1	0.3	3	1.5	10	1.1	3	11	1	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 IMAGE RATING		HAYWORTH IMAGE RATING		SEN BALLOT TEST		2012 GOP PRES BALLOT TEST		SOC IDEOLOGY		LIB 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	CON ERVE	MODE RATE	LIB ERAL	CON ERVE	MODE RATE	LIB ERAL
TOTAL	1139 100.0	682 100.0	420 100.0	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
ROMNEY	332 29.2	205 30.1	117 27.9	181 31.7	183 31.1	91 28.0	45 28.9			332 100.0				257 28.7	69 34.4	6 14.5	284 28.6	47 33.0	2 30.6
PALIN	204 17.9	117 17.1	81 19.3	104 18.2	104 17.7	66 20.4	26 16.6					204 100.0		169 18.9	26 12.7	9 19.9	185 18.6	18 12.7	1 18.9
GINGRICH	178 15.6	89 13.0	85 20.2	96 22.2	72 12.3	73 22.3	20 13.3	178 100.0						147 16.4	27 13.7	4 8.5	165 16.6	13 9.3	
HUCKABEE	157 13.8	109 16.0	42 10.1	52 12.1	96 16.4	33 10.1	18 11.9	157 100.0						134 15.0	21 10.3	3 6.0	141 14.2	17 11.7	
PAUL	59 5.2	26 3.9	31 7.5	27 6.2	20 3.3	19 5.8	19 12.2				59 100.0			45 5.1	11 5.6	3 6.0	46 4.7	13 9.1	
PAWLENTY	37 3.3	19 2.8	16 3.7	15 3.6	15 2.6	13 3.9	5 3.5		37 100.0					32 3.6	4 1.9	1 2.7	36 3.6	1 0.8	
SANTORUM	17 1.5	6 0.9	11 2.5	12 2.7	4 0.7	10 3.0	2 1.1						17 100.0	15 1.7	2 1.0		15 1.5	1 0.6	1 18.9
UNDECIDED	155 13.6	110 16.2	37 8.9	34 8.0	93 15.9	21 6.5	19 12.5							95 10.6	41 20.3	19 42.5	121 12.2	32 22.8	2 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						COUN TY																					
	TOTAL	MEN	WOM	18-34		35-44		45-54		55-64		65 PLUS		MEN 18-54	WOM 18-54	MEN 55PL	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	100.0	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									
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

Table 7-2

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 BALLOT TEST		HAYWORTH IMAGE RATING		MC CAIN CAIN RATING		HAYWORTH ORTH RATING		HUCK ABEE RATING		GING RICH RATING		PAWL ENTY RATING		ROM NEY RATING		PAUL RATING		PAL IN RATING		SANT ORUM RATING		CON ERVE RATING		MODE RATE RATING		LIB ERAL RATING		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	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	UN FAVE	UN FAVE	UN FAVE	UN FAVE	UN FAVE	
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	
CONSERVATIVE	894	508	358	385	411	427	296	114	134	147	32	257	45	169	15	894	201	45	830	64	6	83.7	45.0	83.7	45.0	83.7	45.0	83.7	45.0	83.7	45.0	83.7	45.0	
MODERATE	201	142	50	39	132	130	27	31	21	27	4	69	11	26	2	201	201	45	141	57	2	14.2	40.7	14.2	40.7	14.2	40.7	14.2	40.7	14.2	40.7	14.2	40.7	
LIBERAL	45	32	12	7	28	30	2	9	3	4	1	6	3	9	4	45	45	45	21	20	4	100.0	2.1	14.3	62.2	100.0	2.1	14.3	62.2	100.0	2.1	14.3	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					COUNTY			
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN		WOM		CD01	CD02	CD03	CD04	CD05		CD06	CD07	CD08
									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
CONSERVATIVE	992 87.1	486 88.9	506 85.5	46 80.6	85 83.0	188 86.7	230 91.9	443 86.5	153 85.9	333 90.4	165 83.8	341 86.3	125 91.4	189 86.6	136 87.4	30 84.4	136 82.0	164 86.1	48 87.3	165 90.5	610 85.6
MODERATE	141 12.4	59 10.7	83 14.0	11 19.4	16 16.0	28 12.8	18 7.3	68 13.2	24 13.5	34 9.3	31 15.6	52 13.1	12 8.6	29 13.4	19 12.0	5 15.6	29 17.3	25 13.0	6 10.7	16 9.1	100 14.0
LIBERAL	6 0.5	2 0.4	4 0.6		1 1.0	1 0.5	2 0.8	1 0.3	1 0.6	1 0.3	1 0.6	2 0.6	1 0.6	1 0.6	1 0.6	1 0.7	2 0.9	1 2.0	1 2.0	1 0.5	3 0.4

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

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	UN	FAVE	UN	FAVE											
1139	682	420	431	572	431	587	325	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	100.0
TOTAL		992	576	390	407	478	315	315	125	141	165	36	284	46	185	15	830	141	21	992	141	6
CONSERVATIVE		87.1	84.4	92.8	94.6	83.7	83.1	96.9	81.2	89.5	92.6	96.8	85.5	78.2	90.7	88.8	92.9	70.3	46.8	100.0	100.0	100.0
MODERATE		141	104	28	23	88	10	96	28	17	13	1	47	13	18	1	64	57	20	141	141	141
LIBERAL		12.4	15.2	6.6	5.4	15.4	3.1	16.4	17.8	10.5	7.4	3.2	14.0	21.8	8.8	4.9	7.1	28.6	45.3	100.0	100.0	100.0
LIBERAL		6	3	2	2	5	3	3	2	2	2	2	0.5	2	1	1	2	2	4	6	6	6
LIBERAL		0.5	0.5	0.6	0.6	0.8	0.5	0.5	1.0	1.0	1.0	1.0	0.5	0.5	0.5	6.3	1.1	1.1	7.9	100.0	100.0	100.0

Table 9-1

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

	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
									18-54	55PL	18-54	55PL									
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
MALE	547	547		33	51	94	131	238	179	368			65	101	78	17	90	94	23	80	355
	48.0	100.0		58.4	49.8	43.5	52.1	46.4	100.0	100.0			47.6	46.3	49.7	47.6	53.9	49.4	42.4	43.7	49.7
FEMALE	592		592	24	51	122	120	275			197	395	72	117	78	18	77	96	31	102	358
	52.0		100.0	41.6	50.2	56.5	47.9	53.6			100.0	100.0	52.4	53.7	50.3	52.4	46.1	50.6	57.6	56.3	50.3

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		
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?

	AGE										GEN-AGE					REGION								COUNTY																	
	GEND		WOM		18-34		35-44		45-54		55-64		65 PLUS		MEN		WOM		55PL		WOM		CD01		CD02		CD03		CD04		CD05		CD06		CD07		CD08		MARI COPA		
	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																			
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		
18-34	57	33	24	57					33		24		5	10	3		12	14	5	9	37		5.0	6.1	4.0	100.0					3.7	4.4	1.7	7.2	7.1	9.0	5.1	5.2			
35-44	103	51	51		103			51		51			12	18	18	4	7	26	3	14	64		9.0	9.3	8.7	100.0					8.6	8.2	11.6	11.1	4.2	13.9	5.9	7.8	9.0		
45-54	216	94	122			216		94		122			19	30	43	10	35	37	8	35	145		19.0	17.2	20.6	100.0					13.6	13.6	27.3	28.4	20.8	19.6	15.1	19.5	20.4		
55-64	251	131	120				251		131			120	34	37	34	7	45	47	18	29	164		22.0	23.9	20.3	100.0					35.5	35.5	21.9	19.3	27.1	24.7	32.4	16.1	23.0		
65 PLUS	513	238	275					513		238		275	67	125	58	15	67	66	21	94	302		45.0	43.5	46.4	100.0					64.5	64.5	37.5	41.2	40.6	34.7	37.6	51.5	42.4		

Table 10-2

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

	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	CONSERVE	MODE RATE	LIBERAL	CONSERVE	MODE RATE	LIBERAL	CONSERVE	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	1	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	1	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	2	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	1	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	26.5	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	
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	

REGION	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	OTHR	HUCK ABEE	GING RICH	PAWL ENTY	ROM NEY	PAUL	PAL IN	SANT ORUM	CONSERVE	MODE RATE	LIBERAL	CONSERVE	MODE RATE	LIBERAL	CONSERVE	MODE RATE	LIBERAL	
TOTAL	1139	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
CD01	137	86	44	50	75	34	18	31	20	7	35	7	23	1	115	19	2	125	12					
CD02	218	135	79	75	122	62	24	33	32	3	65	8	44	2	167	46	6	189	29					
CD03	156	95	56	66	76	48	20	17	28	7	38	11	27	1	114	30	13	136	19					
CD04	35	20	14	15	19	10	6	6	8	1	7	1	8	8	25	8	2	30	5					
CD05	166	112	49	61	91	41	22	19	32	7	51	7	26	2	137	21	8	136	29					
CD06	190	107	80	79	91	88	25	18	25	6	81	7	32	4	150	36	4	164	25					
CD07	55	34	18	20	23	14	6	9	8	2	10	6	11	1	45	9	1	48	6					
CD08	182	94	80	65	77	86	33	30	27	4	46	12	33	5	142	32	9	165	16					