



**FOR IMMEDIATE RELEASE**  
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**May 3, 2012**

**ARIZONA 2012 GENERAL ELECTION SURVEY RELEASE**  
**ROMNEY 52%, OBAMA 43%, UNDECIDED 5%**  
**FLAKE 44%, CARMONA 40%, UNDECIDED 16%**

**Louisville, CO** – Magellan Strategies today released the results of an automated survey of 909 likely Arizona general election voters. The survey was commissioned by Arizona political consulting firm DC London, Inc. The survey was fielded on April 30<sup>th</sup>, May 1<sup>st</sup>, and May 2<sup>nd</sup>, and has a margin of error of 3.25% at the 95 percent confidence interval. The survey measures voter opinion among a wide array of issues and election contests, including the Presidential and US Senate match-ups.

**Romney-Obama Ballot Test**

The media has indicated recently that Arizona is in play for the 2012 Presidential election. In the 2008 election President Obama won 45% of the vote to John McCain's 54%, a margin of 9%. This survey finds a similar spread among likely 2012 general election voters in Arizona, with 52% supporting Mitt Romney, 43% supporting Barack Obama and 5% responding undecided. The following table shows the ballot test by voter subgroup.

<u>Candidate</u>	<u>All Voters</u>	<u>Male Voters</u>	<u>Female Voters</u>	<u>Voters 65+</u>	<u>GOP Voters</u>	<u>Dem Voters</u>	<u>Ind. Voters</u>
Romney Margin	+9	+13	+4	+7	+79	-76	+9
Romney	52%	54%	49%	51%	87%	11%	49%
Obama	43%	41%	45%	44%	8%	87%	40%
Undecided	5%	5%	6%	5%	5%	2%	11%

**Flake-Carmona Ballot Test**

The ballot test between the general election matchup of Jeff Flake and Richard Carmona for the open US Senate seat finds Jeff Flake leading Richard Carmona by 4 points. The following table shows the ballot test by voter subgroup.

<u>Candidate</u>	<u>All Voters</u>	<u>Male Voters</u>	<u>Female Voters</u>	<u>Voters 65+</u>	<u>GOP Voters</u>	<u>Dem Voters</u>	<u>Ind. Voters</u>
Flake Margin	+4	+14	-3	+1	+72	-70	-4
Flake	44%	50%	40%	44%	79%	8%	37%
Carmona	40%	36%	43%	43%	7%	78%	41%
Undecided	16%	14%	17%	13%	14%	14%	22%

### **Survey Commissioned By**

This survey was commissioned by DC London, Inc., an Arizona-based political consulting firm with offices in Phoenix and Washington, D.C.

### **Survey Methodology**

This survey was conducted using an automated voice recording phone 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 Arizona general election voting demographics. The 909 interviews were conducted from April 30th to May 2nd, 2012. Three attempts were made to interview each household in the sample. This survey has a margin of error of 3.25% at the 95 percent confidence interval.

The survey topline results are included in this document. The survey press release, toplines, crosstabs and presentation can be downloaded at [MagellanStrategies.com](http://MagellanStrategies.com) in the "Survey Archives" tab on the front page of our website. Any questions regarding the methodology of this survey should be directed to David Flaherty at 303-861-8585, or [dflaherty@magellanstrategies.com](mailto:dflaherty@magellanstrategies.com).

### **About Magellan Strategies**

*Magellan Strategies offers a wide array of political data products and services to Republican political candidates and organizations. Our services include live, automated and online survey research, data modeling, voter registration databases, voter data analysis, demographic analysis, mapping, and redistricting data and technology consulting. Visit our website at [MagellanStrategies.com](http://MagellanStrategies.com) for more information about our firm.*





**May 3, 2012**  
**MEMORANDUM**

**TO: INTERESTED PARTIES**  
**FR: DAVID FLAHERTY**  
**MAGELLAN STRATEGIES**  
**RE: ARIZONA GENERAL ELECTION SURVEY TOPLINE RESULTS**

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Magellan Strategies are pleased to present the topline results of a 909N autodial survey of likely general election voters in the state of Arizona. The interviews were conducted April 30<sup>th</sup> - May 2<sup>nd</sup>, 2012. This survey has a margin of error of +/- 3.25% at the 95 percent confidence interval. This survey was weighted based upon past voter turnout demographics.

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

Republican.....	41%
Democrat.....	34%
Independent.....	25%

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T2. How likely are you to vote in the upcoming election this November?

Extremely likely.....	96%
Very likely .....	2%
Somewhat likely .....	2%

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T3. How interested would you say you are in the November election? Rating your interest on a scale of 1 to 5, with 5 meaning you are extremely interested, and 1 meaning you have no interest in the election, press a number between 1 and 5 that best describes your interest in the November election.

5 .....	83%
4 .....	6%
3 .....	5%
2 .....	1%
1 .....	5%

Mean: 4.66

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T4. For the election this November, would you say you are more interested, less interested or feel about the same compared to past elections?

More interested ..... 73%  
Less interested ..... 4%  
Feel about the same ..... 23%  
Unsure/No opinion ..... 0%

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T5. Generally speaking, do you think things in the country are headed in the right direction or do you think things are off on the wrong track?

Right direction ..... 34%  
Wrong track ..... 58%  
No opinion ..... 8%

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T6. If the election for Congress was being held today, would you vote for the Democrat candidate or the Republican candidate?

Republican candidate ..... 50%  
Democrat candidate ..... 41%  
Undecided ..... 9%

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T7. Do you have a favorable or unfavorable opinion of Barack Obama?

Favorable ..... 43%  
Unfavorable ..... 55%  
No opinion ..... 2%

Name ID ..... 100%  
Hard Name ID ..... 98%  
Never heard of ..... 0%

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T8. Do you have a favorable or unfavorable opinion of Mitt Romney?

Favorable ..... 47%  
Unfavorable ..... 44%  
No opinion ..... 9%

Name ID ..... 100%  
Hard Name ID ..... 91%  
Never heard of ..... 0%

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T9. Do you have a favorable or unfavorable opinion of Jeff Flake?

Favorable ..... 30%  
Unfavorable..... 31%  
No opinion ..... 23%

Name ID ..... 84%  
Hard Name ID ..... 61%  
Never heard of..... 16%

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T10. Do you have a favorable or unfavorable opinion of Wil Cardon?

Favorable ..... 13%  
Unfavorable..... 28%  
No opinion ..... 33%

Name ID ..... 74%  
Hard Name ID ..... 41%  
Never heard of..... 26%

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T11. Do you have a favorable or unfavorable opinion of Richard Carmona?

Favorable ..... 22%  
Unfavorable..... 16%  
No opinion ..... 26%

Name ID ..... 64%  
Hard Name ID ..... 38%  
Never heard of..... 36%

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T12. Do you have a favorable or unfavorable opinion of Jan Brewer?

Favorable ..... 48%  
Unfavorable..... 46%  
No opinion ..... 4%

Name ID ..... 98%  
Hard Name ID ..... 94%  
Never heard of..... 2%

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T13. Do you approve or disapprove of the job Barack Obama is doing as President?

Approve ..... 41%  
Disapprove ..... 55%  
Unsure/No opinion ..... 4%

Strongly approve..... 30%  
Somewhat approve ..... 11%

Strongly disapprove..... 48%  
Somewhat disapprove ..... 7%

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T14. Do you approve or disapprove of the job Jan Brewer is doing as Governor?

Approve ..... 48%  
Disapprove ..... 45%  
Unsure/No opinion ..... 7%

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T15. Do you approve or disapprove of the job the Arizona legislature is doing?

Approve ..... 27%  
Disapprove ..... 52%  
Unsure/No opinion ..... 21%

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T16. If the election for President was being held today, for whom would you vote if the candidates were Barack Obama, Democrat, or Mitt Romney, Republican?

Mitt Romney..... 52%  
Barack Obama ..... 43%  
Undecided ..... 5%

Definitely Mitt Romney..... 45%  
Probably Mitt Romney ..... 7%

Definitely Barack Obama ..... 39%  
Probably Barack Obama..... 4%

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T17. If the election for the United States Senate was being held today, for whom would you vote if the candidates were Richard Carmona, Democrat, or Jeff Flake, Republican?

Jeff Flake ..... 44%  
Richard Carmona ..... 40%  
Undecided ..... 16%

Definitely Jeff Flake ..... 32%  
Probably Jeff Flake..... 12%

Definitely Richard Carmona ..... 30%  
Probably Richard Carmona..... 10%

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T18. If the election for the United States Senate was being held today, for whom would you vote if the candidates were Richard Carmona, Democrat, or Wil Cardon, Republican?

Wil Cardon..... 41%  
Richard Carmona ..... 40%  
Undecided ..... 19%

Definitely Wil Cardon ..... 26%  
Probably Wil Cardon ..... 15%

Definitely Richard Carmona ..... 32%  
Probably Richard Carmona.....8%

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T19. As you may know, in 2010 new health care legislation supported by President Obama became law and made major changes to the health care system. On a scale of 1 to 5, with 5 meaning you strongly approve of the new health care law, and 1 meaning you strongly disapprove of the new health care law, press a number between 1 and 5 that best describes whether you approve or disapprove of President Obama's new health care law.

5 ..... 21%  
4 ..... 11%  
3 ..... 12%  
2 ..... 6%  
1 ..... 50%

Mean: 2.40



T20. Do you favor or oppose the federal government providing taxpayer funds to green energy companies, even though some of those companies fail or go bankrupt? On a scale of 1 to 5, with 5 meaning you strongly favor providing taxpayer funds to green energy companies, and 1 meaning you strongly oppose providing taxpayer funds to green energy companies, press a number between 1 and 5 that best describes whether you favor or oppose the federal government providing taxpayer funds to green energy companies.

5 .....	14%
4 .....	10%
3 .....	20%
2 .....	10%
1 .....	46%

Mean: 2.26

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T21. As you may know, the federal government operates with a budget deficit, meaning it spends more money than it collects and must borrow to cover the difference. Which of the following options do you think is the best approach to reduce the budget deficit?

Raising taxes .....	8%
Cutting government spending .....	51%
Raising taxes and cutting government spending.....	34%
Keep things the way they are .....	2%
Unsure/No opinion .....	5%

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T22. As you may know, in 2010 Arizona passed a new immigration law, Senate Bill 1070. Based on what you know about the law, do you support or oppose Senate Bill 1070?

Support .....	56%
Oppose.....	37%
Unsure/No opinion .....	7%
Strongly support.....	50%
Somewhat support .....	6%
Strongly oppose.....	31%
Somewhat oppose.....	6%

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T23. In 2010, Arizona voters approved a temporary one-cent sales tax increase to help balance the state budget and pay for government programs. The sales tax increase is scheduled to expire in 2013, but a proposal is being discussed to make the one-cent sales tax increase permanent. Would you favor or oppose making the one-cent sales tax increase permanent?

Favor .....	37%
Oppose.....	55%
Unsure/No opinion .....	8%
Strongly favor .....	26%
Somewhat favor.....	11%
Strongly oppose.....	41%
Somewhat oppose.....	14%

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T24. On most political issues, do you consider yourself to be conservative, moderate or liberal?

Conservative .....	43%
Moderate .....	37%
Liberal .....	16%
Unsure/No opinion .....	4%

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T25. Who did you vote for in the 2008 Presidential election?

John McCain.....	51%
Barack Obama .....	41%
Another candidate/Do not remember.....	6%
Did not vote.....	2%

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T26. For statistical purposes, are you a man or a woman?

Female .....	54%
Male .....	46%

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T27. Which of the following age groups applies to you?

18-34.....	16%
35-44.....	15%
45-54.....	19%
55-64.....	20%
65+ .....	30%



T28. 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 are Native American, press 5 if you belong to another ethnic group.

White.....	68%
Hispanic/Latino.....	18%
Black/African American.....	4%
Native American.....	4%
Another ethnic group .....	6%

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**Survey Methodology**

This survey was conducted using automated telephone touch tone technology. The sample used for this survey was randomly drawn from an Arizona voter file. The survey response data was weighted based upon voting demographics from past Arizona general election cycles. The 909 interviews were conducted on April 30<sup>th</sup> - May 2<sup>nd</sup>, 2012. Three attempts were made to interview each household in the sample. This survey has a margin of error of 3.25% at the 95 percent confidence interval.

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