



**FOR IMMEDIATE RELEASE**

**December 22, 2010**

**INTERVIEWS AND QUESTIONS:**

**DAVID FLAHERTY 303-861-8585**

**NEBRASKA 2012 US SENATE SURVEY RELEASE**

**SEN. BEN NELSON IMAGE RATING: 43% FAVORABLE/52% UNFAVORABLE  
NELSON RE-ELECT RATING: DESERVES RE-ELECTION 29%, NEW PERSON 59%**

**NELSON-BRUNING BALLOT TEST: BRUNING 52%, NELSON 38%**

**NELSON-STENBERG BALLOT TEST: STENBERG 46%, NELSON 40%**

**PRESIDENT OBAMA IMAGE RATING: 36% FAVORABLE/60% UNFAVORABLE**

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**Louisville, CO** – Magellan Data and Mapping Strategies today released the results of an automated survey of 1,789 likely 2012 Nebraska general election voters. The survey measured image and reelect ratings of Senator Ben Nelson, ballot tests with Attorney General Jon Bruning and Treasurer-Elect Don Stenberg. In addition, the survey looked at voter opinion of the new health care law and Senator Nelson's actions regarding the new health care law.

What is clear is Senator Ben Nelson has his work cut out for him in his reelection bid for a second term. Among likely 2012 voters, his image rating is slightly upside down, with 52% having an unfavorable impression of him and 43% having a favorable impression. Senator Nelson's re-elect rating is worse than his image rating, with only 29% of likely voters responding he deserves re-election and 59% responding it is time for someone new.

In the ballot test matchup between Jon Bruning and Ben Nelson, Ben Nelson trails Jon Bruning by 14 points, with 52% of respondents supporting Jon Bruning, 38% supporting Ben Nelson and 10% responding as undecided. Among male voters, Jon Bruning leads Ben Nelson by 18 points, 54% to 36%. Among female voters, Jon Bruning leads Ben Nelson by 11 points, 51% to 40%. The survey also finds stronger intensity of support for Jon Bruning compared to Ben Nelson, with 37% of voters responding they would definitely vote for Jon Bruning and 28% would definitely vote for Ben Nelson.

In the ballot test between Ben Nelson and Don Stenberg, Ben Nelson trails Don Stenberg by 6 points, with 46% supporting Don Stenberg, 40% supporting Ben Nelson and 14% undecided. The ballot test shows little difference between male and female voters. Among male voters, Don Stenberg leads by 6 points, 47% to 41%, and among female voters, Don Stenberg's lead is 5 points, 45% to 40%. Intensity of support for each candidate is the same, with 29% responding they would definitely vote for Don Stenberg and 29% would definitely vote for Ben Nelson.

Without question, the new health care law and Senator Ben Nelson's role in crafting the legislation will be an issue in the 2012 US Senate campaign. Among all respondents, 63% oppose the new health care law and of those who oppose, 52% strongly oppose. To measure voter opinion of Senator Nelson's role in crafting the health care legislation, respondents were asked the following question:

*"As you may have heard, Senator Ben Nelson was the key vote to pass the Democrat health care bill. Now I am going to read to you two statements about this bill. Please tell me which one comes closer to your point of view"*

*"Some people say Ben Nelson did the right thing for Nebraska by getting additional federal funding for his vote....WHILE.....Other people say that the so-called "Cornhusker Kickback" is just another example of what is wrong with Washington."*

Among all respondents, 64% said Senator Nelson's actions are an example of what is wrong with Washington and 26% responded it was the right thing for Nebraska.

Although 2012 is light years away politically, currently 69% of respondents think things in the country are off on the wrong track and 22% think things are going in the right direction. These numbers do not translate into a favorable environment for any incumbent. President Obama's image rating is upside down, with 36% having a favorable impression of him and 60% an unfavorable impression. Within the Second Congressional district, which President Obama carried in 2008, 45% of voters have a favorable impression of him and 52% an unfavorable impression.

What is abundantly clear in this survey is that Senator Ben Nelson is vulnerable at this time. Although we only tested two statewide Republican office holders, it is extremely early in the 2012 election cycle. We would expect several other potential candidates to take a look at this race, and would not be surprised to see the list of Republican challengers to grow in 2011.

### **Survey Commissioned By**

Magellan Data and Mapping Strategies fielded this survey using their own resources and was not paid for by any campaign, entity, or organization.

### **Survey Methodology**

This survey was conducted using automated telephone touch tone technology. The sample used for this survey was randomly drawn from a Nebraska voter file among households containing at least one registered voter. The response data was weighted to reflect past general election voting demographics from the 2002, 2004, 2006 and 2008 election cycles. The 1,789 interviews were conducted on Wednesday, December 15<sup>th</sup> from 6:00 to 8:00pm. Three attempts were made to interview each household in the sample. This survey has a margin of error of 2.3% at the 95 percent confidence interval.



The survey topline results are included in this document along with a map of the polling regions. This release, survey toplines, and crosstabs can be downloaded at [www.MagellanStrategies.com](http://www.MagellanStrategies.com). Any questions regarding this survey should be directed to David Flaherty at 703-862-0305, or [dflaherty@magellanstrategies.com](mailto:dflaherty@magellanstrategies.com).

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***About Magellan Data and Mapping Strategies***

*Magellan CEO David Flaherty has extensive experience applying political data and technology throughout his 18 year career at the Republican National Committee, the U.S. House of Representatives, and public affairs firms specializing in influencing public opinion. The Magellan team has extensive knowledge constructing and building voter registration databases, performing data analysis, applying GIS mapping technology, conducting quantitative live and automated survey research, as well as predictive modeling projects, and redistricting technology. Visit our website at [MagellanStrategies.com](http://MagellanStrategies.com) for more information.*







**December 22, 2010**

**MEMORANDUM**

**TO: INTERESTED PARTIES**  
**FR: DAVID FLAHERTY**  
**MAGELLAN DATA AND MAPPING STRATEGIES**  
**RE: NEBRASKA US SENATE SURVEY TOPLINE RESULTS**

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Magellan Data and Mapping Strategies are pleased to present the topline results of a 1,789N autodial survey of likely general election voters in the state of Nebraska. The interviews were conducted December 15<sup>th</sup>, 2010. This survey has a margin of error of +/- 2.32% at the 95 percent confidence interval. This survey was weighted based upon voter turnout demographics from the 2008, 2006, 2004 and 2002 general election cycles.

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T1. Are you registered to vote?

Yes..... 100%

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T2. Are you, or is anyone in your household employed by a newspaper, television or radio station, a political party, or a candidate for office?

No..... 100%

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T3. How likely are you to vote in the 2012 November election for United States Senate?

Extremely likely..... 85%

Very likely ..... 9%

Somewhat likely ..... 6%

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T4. Would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?

Wrong Track ..... 69%  
Right Direction ..... 22%  
No Opinion ..... 9%

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I am now going to read to you a list of names of people active in politics. For each one, please tell me if you have heard of the person, then if you have a favorable or unfavorable opinion of that person. Let's get started...

T5. The first name is Barack Obama. Have you heard of him?

Yes ..... 99%  
No ..... 1%  
Unsure ..... 0%

Favorable ..... 36%  
Unfavorable ..... 60%  
Undecided/Unsure ..... 4%

Name ID ..... 99%

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T7. The next person is Ben Nelson. Have you heard of him?

Yes ..... 98%  
No ..... 2%  
Unsure ..... 0%

Favorable ..... 43%  
Unfavorable ..... 52%  
Undecided/Unsure ..... 5%

Name ID ..... 98%

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T9. The next person is Jon Bruning. Have you heard of him?

Yes..... 83%  
No..... 15%  
Unsure .....2%

Favorable ..... 58%  
Unfavorable..... 31%  
Undecided/Unsure ..... 11%

Name ID ..... 83%

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T11. The next person is Don Stenberg. Have you heard of him?

Yes..... 80%  
No..... 17%  
Unsure .....3%

Favorable ..... 48%  
Unfavorable..... 34%  
Undecided/Unsure ..... 18%

Name ID ..... 80%

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Thinking now about the elections in November 2012.....

T13. If the election for US Senate were being held today, for whom would you vote if the candidates were Ben Nelson, Democrat, or Jon Bruning, Republican?

Jon Bruning..... 52%  
Ben Nelson..... 38%  
Undecided ..... 10%

Definitely vote for Jon Bruning..... 37%  
Probably vote for Jon Bruning ..... 15%

Definitely vote for Ben Nelson ..... 28%  
Probably vote for Ben Nelson ..... 10%



T16. If the election for US Senate were being held today, for whom would you vote if the candidates were Ben Nelson, Democrat, or Don Stenberg, Republican?

Don Stenberg .....	46%
Ben Nelson.....	40%
Undecided .....	14%
Definitely vote for Don Stenberg .....	29%
Probably vote for Don Stenberg.....	17%
Definitely vote for Ben Nelson.....	29%
Probably vote for Ben Nelson .....	11%

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T19. As you may know, Congress passed a law to change the health care system. Based on what you know, do you favor or oppose the new health care legislation signed into law by President Obama?

Total Favor .....	29%
Total Oppose.....	63%
Unsure/No opinion .....	8%
Strongly favor .....	18%
Somewhat favor.....	11%
Strongly oppose.....	52%
Somewhat oppose.....	11%

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T22. As you may have heard, Senator Ben Nelson was the key vote to pass the Democrat health care bill. Now I am going to read to you two statements about this bill. Please tell me which one comes closer to your point of view. Some people say Ben Nelson did the right thing for Nebraska by getting additional federal funding for his vote. While, other people say that the so-called "Cornhusker Kickback" is just another example of what is wrong with Washington.

Right thing for Nebraska.....	26%
Wrong with Washington.....	64%
Unsure/No opinion .....	10%

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T23. Do you believe that Ben Nelson deserves re-election, or is time for someone new?

Deserves re-election ..... 29%  
Give new person a chance ..... 59%  
No Opinion..... 12%

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T24. Are you registered to vote as a Republican, a Democrat or something else?

Total Republican ..... 54%  
Total Democrat ..... 34%  
Total independent ..... 12%

Strong Republican ..... 35%  
Not-so-strong Republican..... 19%

Not-so-strong Democrat..... 18%  
Strong Democrat ..... 16%

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T28. Generally speaking, do you consider yourself to be conservative, moderate or liberal on most issues?

Total Conservative..... 49%  
Total Moderate..... 39%  
Total Liberal..... 9%  
Unsure/No Opinion..... 3%

Very conservative ..... 29%  
Somewhat conservative ..... 20%

Somewhat liberal ..... 5%  
Very liberal ..... 4%

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T31. For statistical purposes, are you a man or a woman?

Female ..... 55%  
Male ..... 45%

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T32. Which of the following age groups applies to you?

18-34.....	18%
35-44.....	16%
45-54.....	23%
55-64.....	20%
65+ .....	23%

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T33. 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 another ethnic group.

White.....	92%
Black/African American.....	4%
Hispanic/Latino.....	2%
Another ethnic group .....	2%

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