



**FOR IMMEDIATE RELEASE** **December 17, 2010**  
**INTERVIEWS AND QUESTIONS:** **DAVID FLAHERTY 303-861-8585**  
**NEW HAMPSHIRE 2012 DEMOCRAT PRESIDENTIAL PRIMARY SURVEY RELEASE**  
**OBAMA-CLINTON BALLOT TEST: OBAMA 59%, CLINTON 28%, UNDEC 13%**  
**OBAMA-DEAN BALLOT TEST: OBAMA 78%, DEAN 10%, UNDEC 12%**  
**OBAMA-SANDERS BALLOT TEST: OBAMA 79%, SANDERS 8%, UNDEC 13%**  
**OPINION OF BUSH-ERA TAX CUT COMPROMISE:**  
**42% APPROVE, 45% DISAPPROVE, 13% NO OPINION**

**Louisville, CO** – Among likely 2012 New Hampshire Democrat and independent Presidential primary voters, it is no surprise that President Obama’s strongest opponent would be Secretary of State Hillary Clinton. In a head to head ballot test of the former rivals, President Obama leads Hillary Clinton by 31 points, 59% to 28%. These results are based on an automated survey of 1,002 likely Democrat and independent 2012 Presidential primary voters fielded December 14<sup>th</sup> and 15<sup>th</sup>.

Two other hypothetical primary matchups were tested of former Vermont Governor Howard Dean and Vermont US Senator Bernie Sanders. In both ballot tests, President Obama demonstrates strong support among Democrat primary voters. The Obama-Dean ballot test finds President Obama with 78%, Howard Dean with 10% and 12% undecided. The Obama-Sanders ballot test shows President Obama with 79%, Bernie Sanders with 8%, and 13% undecided. The following table shows the Obama-Clinton ballot test by voter subgroup.

**Obama-Clinton 2012 Presidential Primary Ballot Test**

<u>Candidate</u>	<u>All Voters</u>	<u>Dem Voters</u>	<u>Ind Voters</u>	<u>All Men</u>	<u>All Wom</u>	<u>Dem Men</u>	<u>Dem Wom</u>	<u>Ind Men</u>	<u>Ind Wom</u>
Obama Lead	+31	+34	+27	+35	+30	+35	+33	+33	+22
Obama	59%	60%	58%	59%	60%	58%	61%	59%	57%
Clinton	28%	26%	31%	24%	30%	23%	28%	26%	35%
Undecided	13%	14%	11%	17%	10%	19%	11%	15%	8%

**Image Ratings**

President Obama and Hillary Clinton have almost identical image ratings. Among all respondents, 84% have a favorable opinion of President Obama and 86% have a favorable opinion of Hillary Clinton. President Obama has an unfavorable rating of 13%, and 11% of respondents have an unfavorable opinion of Hillary. Howard Dean’s image rating among all respondents is 52% favorable and 32% unfavorable. Bernie Sander’s image rating among all respondents is 37% favorable, 24% unfavorable.

### **Obama Job Approval**

Among all respondents, 77% approve of the job the President is doing and 14% disapprove. Among those that approve of his job performance, 50% strongly approve and 27% somewhat approve. The responses by voter subgroup are included in the crosstabs with this document.

### **Voter Opinion of Bush Tax Cut Compromise**

*"Do you approve or disapprove of the compromise between President Obama and Congressional Republican leaders on extending the Bush-era tax cuts?"*

	All Voters	Dem Voters	Ind Voters	All Men	All WOM	Dem Men	Dem WOM	Ind Men	Ind WOM
Disapp Net	+3	+5	0	+8	+0	+10	+1	+5	-4
Approve	42%	41%	43%	42%	41%	41%	41%	43%	43%
Disapprove	45%	46%	43%	50%	41%	51%	42%	48%	39%
No Opinion	13%	13%	14%	8%	18%	8%	17%	9%	18%

This question was asked to measure opinion of the New Hampshire Democrat base regarding the extension of the Bush-era tax cuts. Among all Democrat respondents, 45% disapprove of the compromise, 42% approve, and 13% have no opinion. What is apparent in the table above is that Democrat men disapprove of the compromise more than Democrat women.

### **Survey Commissioned By**

Magellan Data and Mapping Strategies fielded this survey for NHJOURNAL.COM.

### **Survey Methodology**





This survey was conducted using automated telephone touch tone technology. The sample used for this survey was randomly drawn from a New Hampshire voter file among households containing at least one registered Democrat or independent voter. Independent voters were screened for their intention to vote in the 2012 Presidential primary, and their intention to request a Democrat primary ballot. The response data was weighted to reflect past Democrat primary voting demographics from the 2008 Presidential primary election. The 1,002 interviews were conducted on Tuesday, December 14<sup>th</sup> and 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 3.0% at the 95 percent confidence interval.

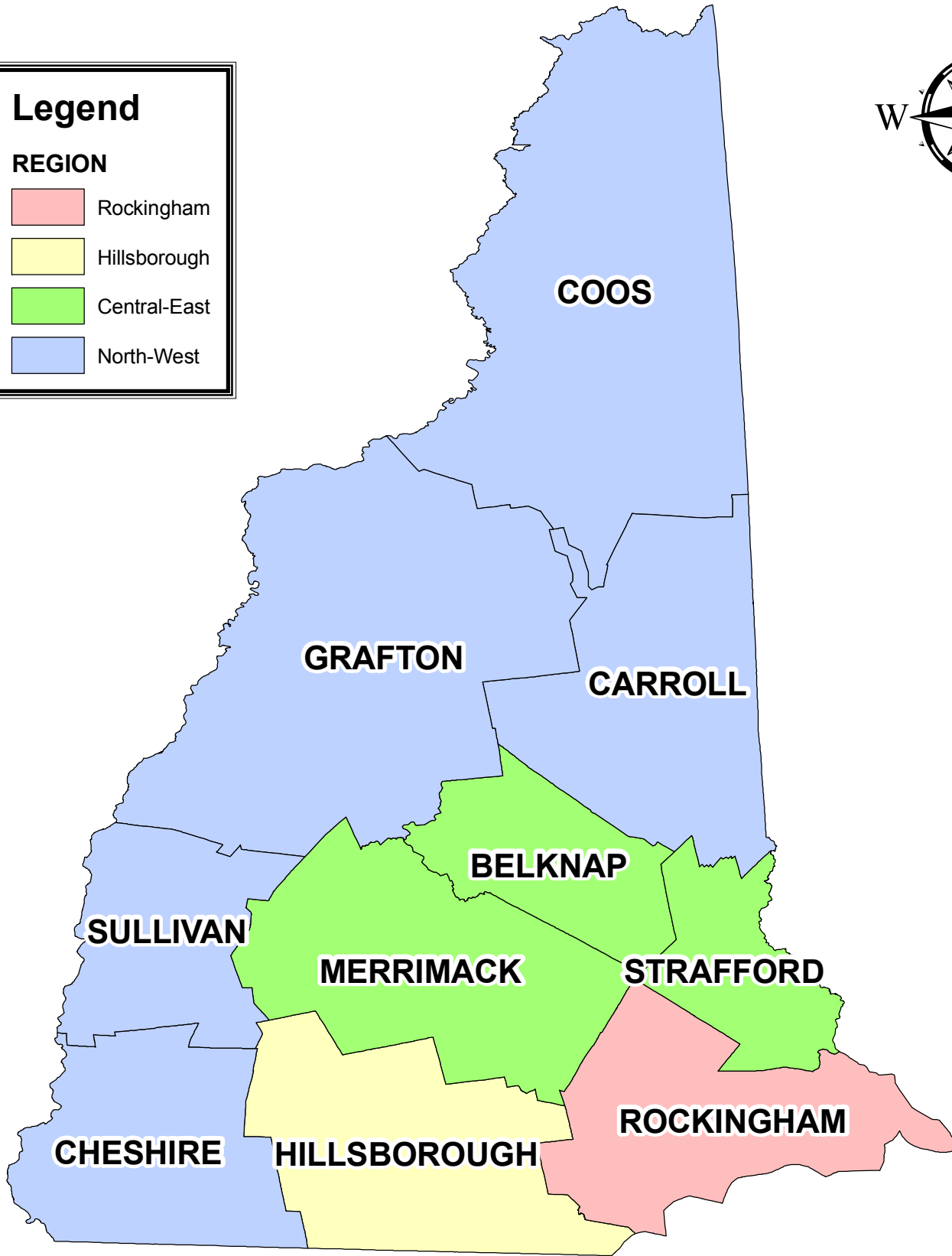
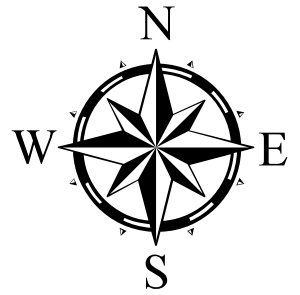
The survey topline results are included in this document along with a map of the polling regions. This release, survey toplines, crosstabs and presentation can be downloaded at [www.MagellanStrategies.com](http://www.MagellanStrategies.com). Any questions regarding this survey should be directed to David Flaherty at 303-861-8585, or [dflaherty@magellanstrategies.com](mailto:dflaherty@magellanstrategies.com).



# Legend

## REGION

-  Rockingham
-  Hillsborough
-  Central-East
-  North-West



Magellan Data and Mapping Strategies  
1685 Boxelder St., Suite 300  
Louisville, CO 80027  
(303) 861-8585  
[www.MagellanStrategies.com](http://www.MagellanStrategies.com)

# Magellan Polling Regions for New Hampshire



**December 16, 2010**

**MEMORANDUM**

**TO: INTERESTED PARTIES**  
**FR: DAVID FLAHERTY**  
**MAGELLAN DATA AND MAPPING STRATEGIES**  
**RE: NEW HAMPSHIRE 2012 DEMOCRAT PRESIDENTIAL PRIMARY SURVEY**  
**TOPLINE RESULTS**

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Magellan Data and Mapping Strategies are pleased to present the topline results of a 1,002N autodial survey of likely Democrat primary voters, and independent voters that are likely to vote in the Democrat Presidential primary in the state of New Hampshire. The interviews were conducted December 14<sup>th</sup> and 15<sup>th</sup>, 2010. This survey has a margin of error of +/- 3.09% at the 95 percent confidence interval. The survey results were weighted based upon voter turnout demographics from the 2008 Democrat Presidential primary.

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

Democrat ..... 66%  
Independent ..... 34%

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T2. As you may know, independent voters in New Hampshire can vote in the 2012 Presidential primary election. How likely are you to vote in the 2012 Presidential primary election? (Asked to independent voters only)

Extremely Likely ..... 89%  
Very Likely ..... 5%  
Somewhat Likely ..... 6%

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T3. And if the primary election was held today, would you choose to vote in the Democrat primary or the Republican primary? (Asked to independent voters only)

Democrat primary ..... 100%

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T4. How likely are you to vote in the 2012 Democrat Presidential primary to choose a nominee for President? (Asked to Democrat voters only)

Extremely Likely..... 93%  
Very Likely ..... 5%  
Somewhat Likely ..... 2%

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

T5. Do you have a favorable or unfavorable opinion of Barack Obama?

Favorable ..... 84%  
Unfavorable ..... 13%  
No Opinion ..... 3%

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

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T6. Do you have a favorable or unfavorable opinion of Hillary Clinton?

Favorable ..... 86%  
Unfavorable ..... 11%  
No Opinion ..... 3%

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

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T7. Do you have a favorable or unfavorable opinion of Howard Dean?

Favorable ..... 52%  
Unfavorable ..... 32%  
No Opinion ..... 14%

Name ID..... 98%  
Hard Name ID ..... 84%  
Never Heard Of..... 2%

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T8. Do you have a favorable or unfavorable opinion of Bernie Sanders?

Favorable ..... 37%  
Unfavorable ..... 24%  
No Opinion ..... 17%

Name ID..... 78%  
Hard Name ID ..... 61%  
Never Heard Of..... 22%

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T9. In general, do you approve or disapprove of the job Barack Obama is doing as President?

Total Approve ..... 77%  
Total Disapprove ..... 14%

Strongly Approve ..... 50%  
Somewhat Approve ..... 27%  
Somewhat Disapprove ..... 5%  
Strongly Disapprove ..... 9%

No Opinion ..... 9%

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T10. If the 2012 Democrat Presidential primary election was being held today, for whom would you vote if the candidates were Barack Obama and Hillary Clinton?

Barack Obama..... 59%  
Hillary Clinton..... 28%  
Undecided..... 13%

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T11. If the 2012 Democrat Presidential primary election was being held today, for whom would you vote if the candidates were Barack Obama and Howard Dean?

Barack Obama..... 78%  
Howard Dean ..... 10%  
Undecided..... 12%

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T12. If the 2012 Democrat Presidential primary election was being held today, for whom would you vote if the candidates were Barack Obama and Bernie Sanders?

Barack Obama..... 79%  
Bernie Sanders ..... 8%  
Undecided..... 13%



T13. Do you approve or disapprove of the compromise between President Obama and Congressional Republican leaders on extending the Bush-era tax cuts?

Approve ..... 42%  
Disapprove ..... 44%  
No Opinion ..... 14%

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T14. For statistical purposes, are you a man or a woman?

Female ..... 58%  
Male ..... 42%

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T15. Which of the following age groups applies to you?

18-34 ..... 13%  
35-44 ..... 14%  
45-54 ..... 25%  
55-64 ..... 25%  
65+ ..... 23%

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T16. 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 ..... 94%  
Another ethnic group ..... 3%  
Black/African American ..... 2%  
Hispanic/Latino ..... 1%

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