

**New Hampshire Democrat
Presidential Primary Survey
December 14th and 15th, 2010**



**David Flaherty
CEO**

Magellan Data and Mapping Strategies



Magellan Data and Mapping Strategies are pleased to present the results of an 1,002N autodial survey of likely Democrat and independent primary voters in New Hampshire. The interviewing was conducted on December 14th and 15th, 2010. This survey has a margin of error of +/- 3.09 percent at the 95% confidence interval.

Slide 2

Magellan Data and Mapping Strategies

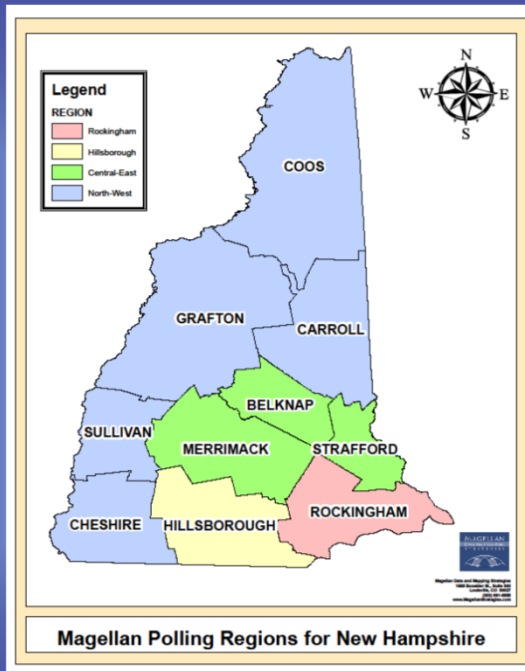
MAGELLAN DATA AND MAPPING STRATEGIES



Polling Regions

Slide 3

Magellan Data and Mapping Strategies



Slide 4

Magellan Data and Mapping Strategies

MAGELLAN
DATA AND MAPPING
STRATEGIES

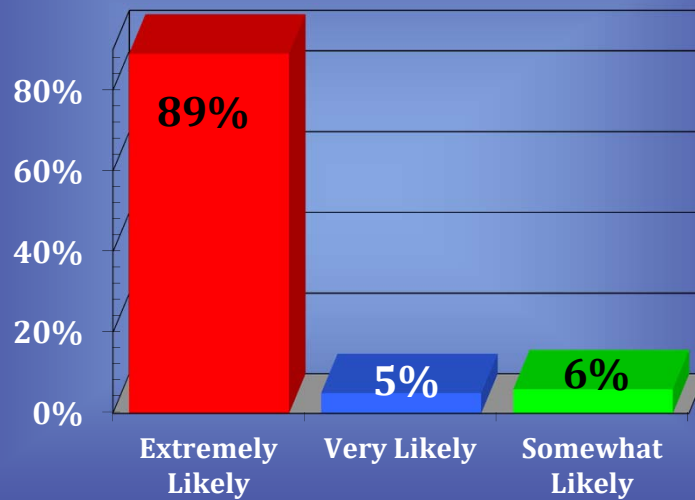


Voter Frequency

Slide 5

Magellan Data and Mapping Strategies

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?

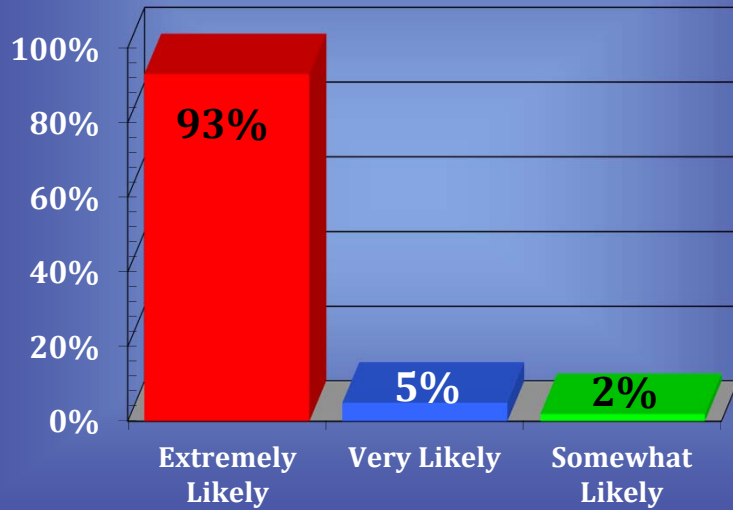


Slide 6

Magellan Data and Mapping Strategies



How likely are you to vote in the 2012 Democrat Presidential primary to choose a nominee for President? (Among Democrats)



Slide 7

Magellan Data and Mapping Strategies

MAGELLAN
DATA AND MAPPING
STRATEGIES



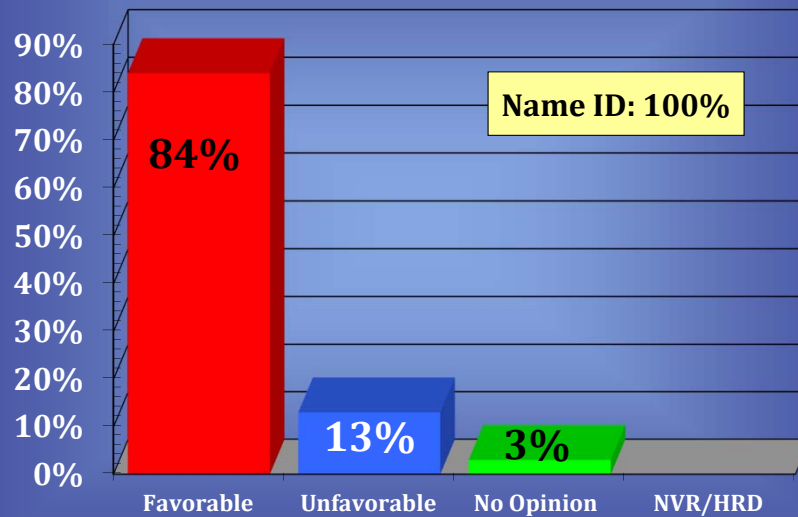
Obama Image Rating

Slide 8

Magellan Data and Mapping Strategies

Barack Obama Image Rating

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

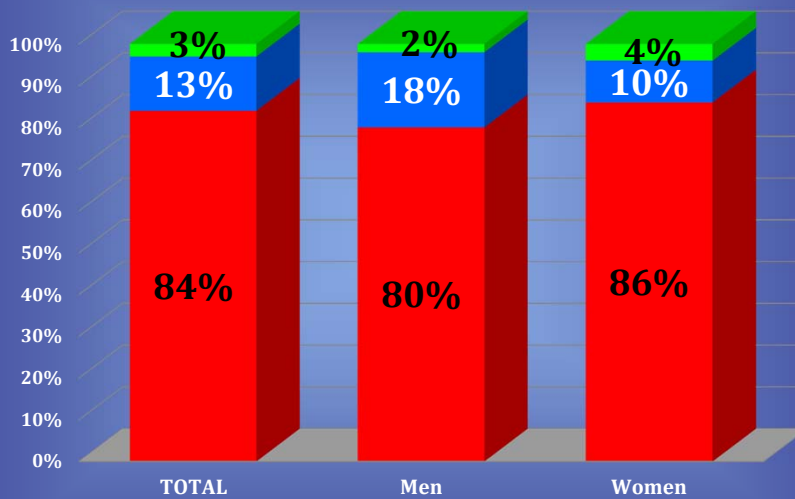


Slide 9

Magellan Data and Mapping Strategies



Do you have a favorable or unfavorable opinion of Barack Obama? (By Gender)

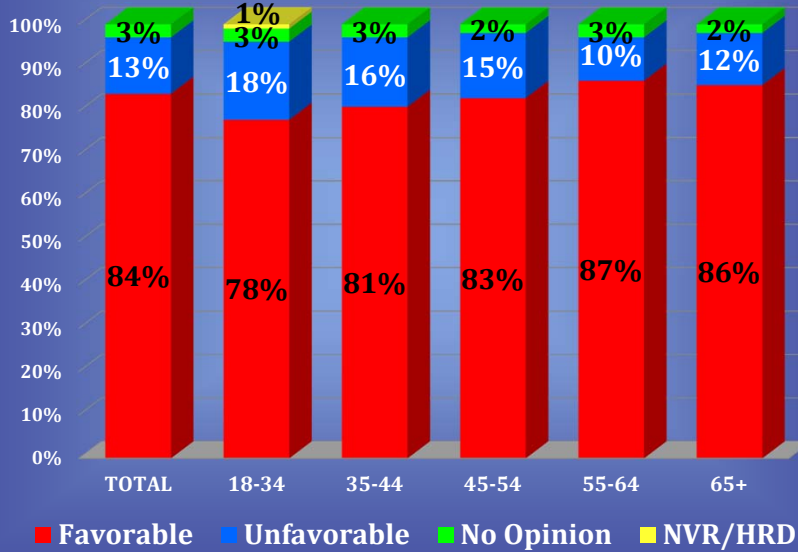


Slide 10

Magellan Data and Mapping Strategies



Do you have a favorable or unfavorable opinion of Barack Obama? (By Age)

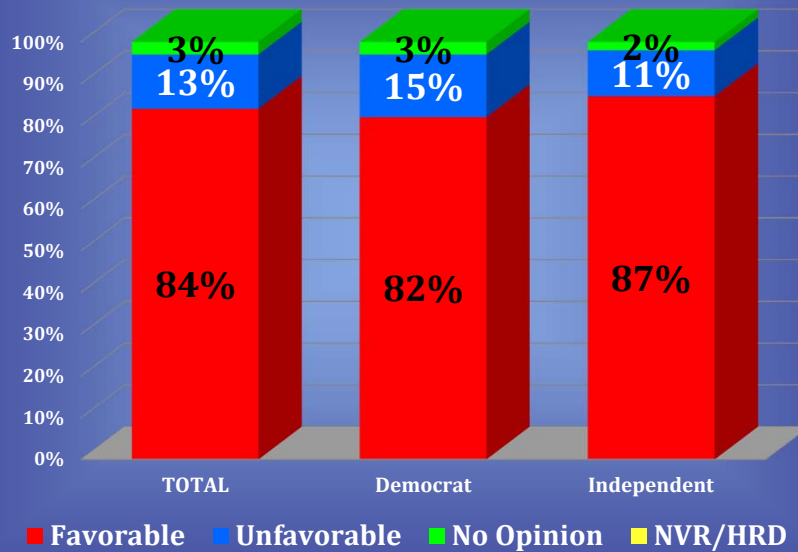


Slide 11

Magellan Data and Mapping Strategies



Do you have a favorable or unfavorable opinion of Barack Obama? (By Party)

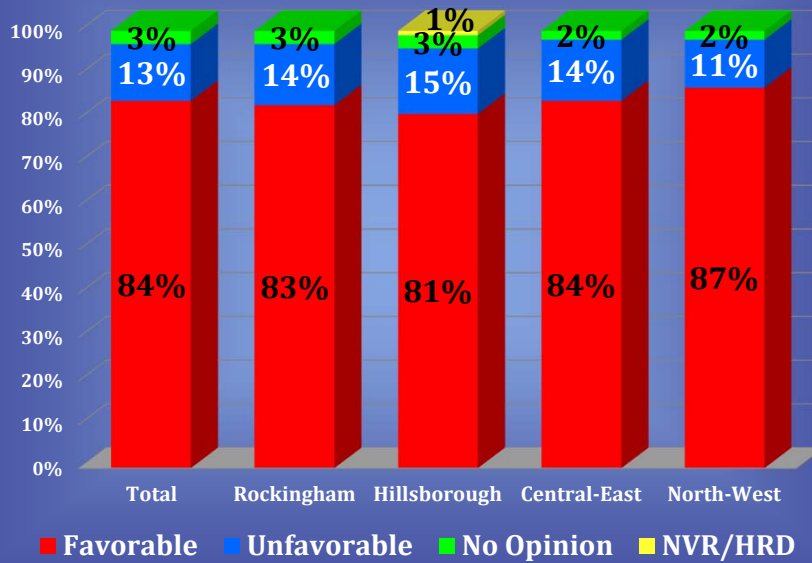


Slide 12

Magellan Data and Mapping Strategies



Do you have a favorable or unfavorable opinion of Barack Obama? (By Region)



Slide 13

Magellan Data and Mapping Strategies



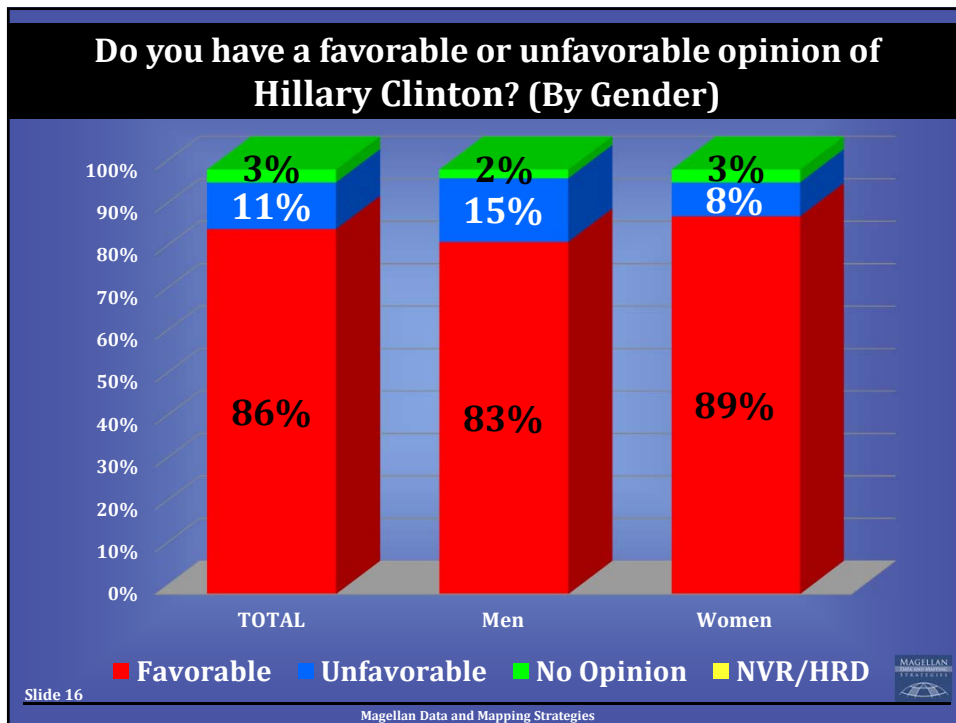
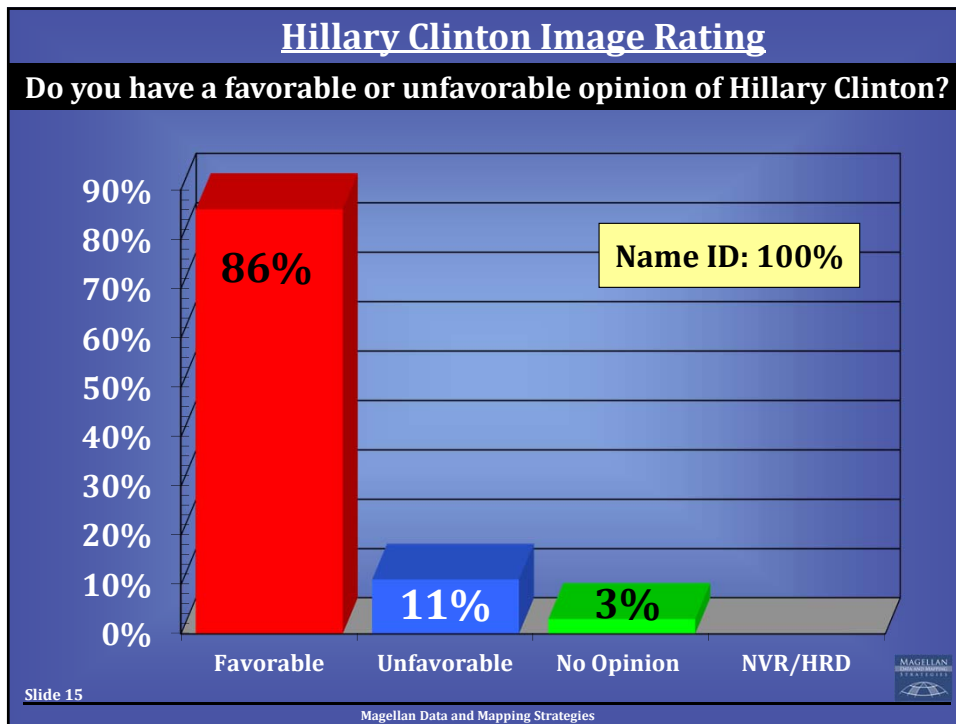
MAGELLAN
DATA AND MAPPING
STRATEGIES



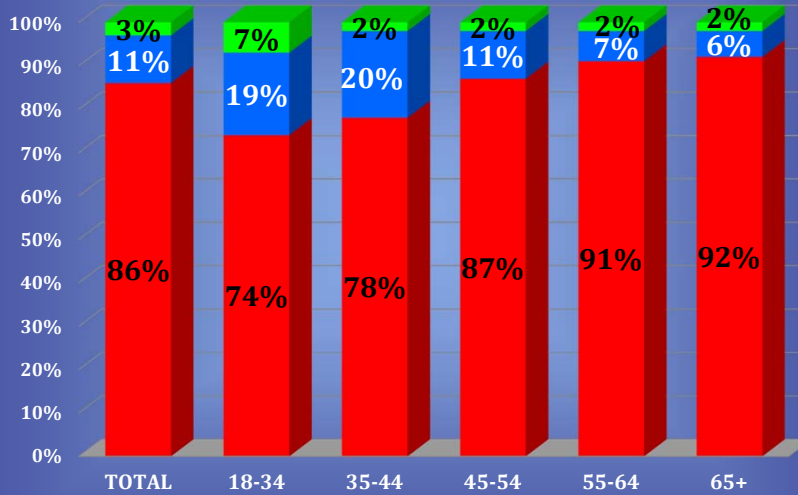
Clinton Image Rating

Slide 14

Magellan Data and Mapping Strategies



Do you have a favorable or unfavorable opinion of Hillary Clinton? (By Age)

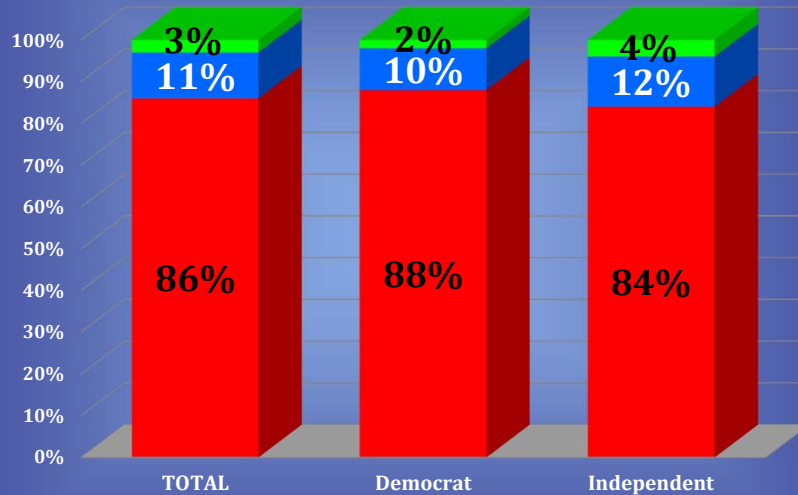


Slide 17

Magellan Data and Mapping Strategies



Do you have a favorable or unfavorable opinion of Hillary Clinton? (By Party)

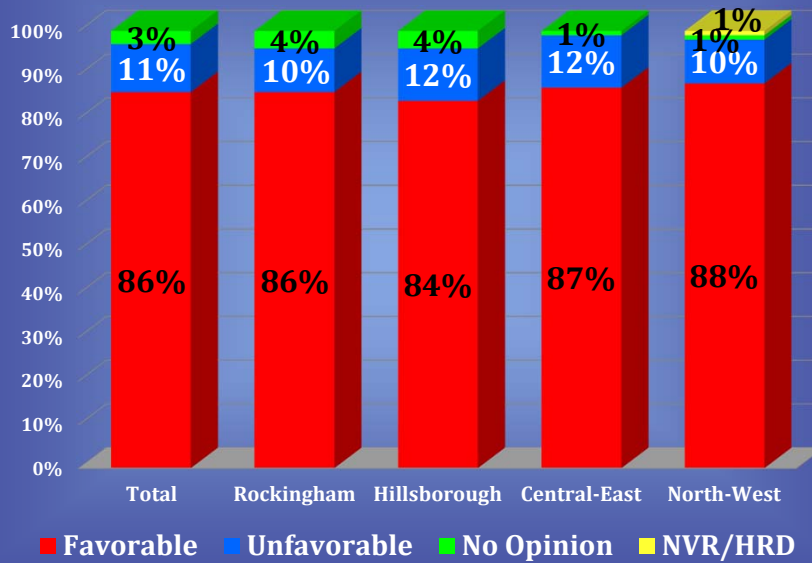


Slide 18

Magellan Data and Mapping Strategies



Do you have a favorable or unfavorable opinion of Hillary Clinton? (By Region)



Slide 19

Magellan Data and Mapping Strategies



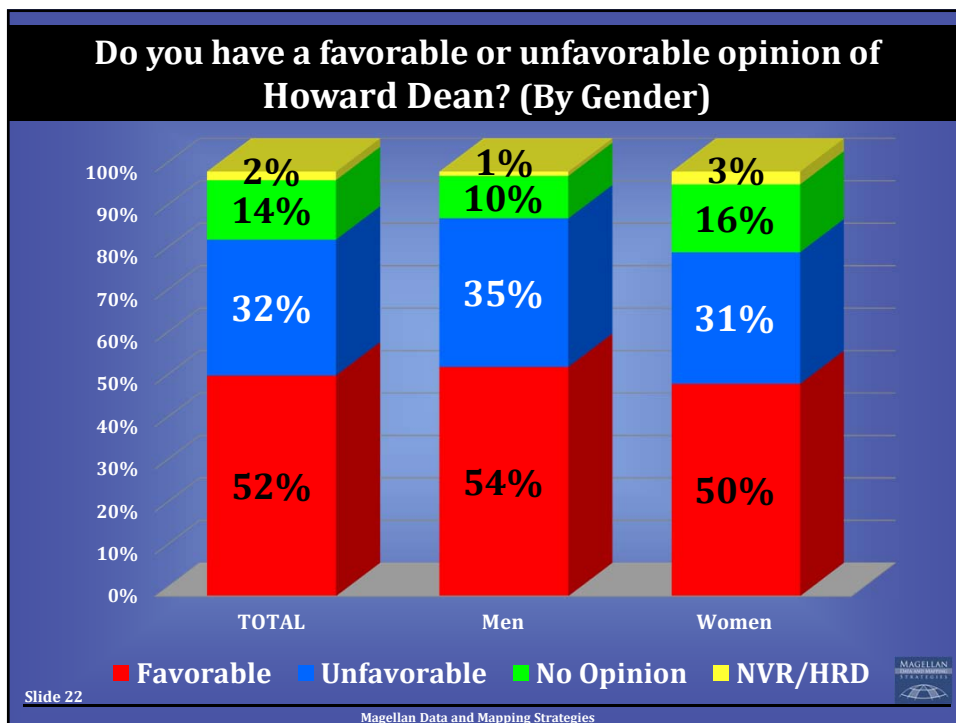
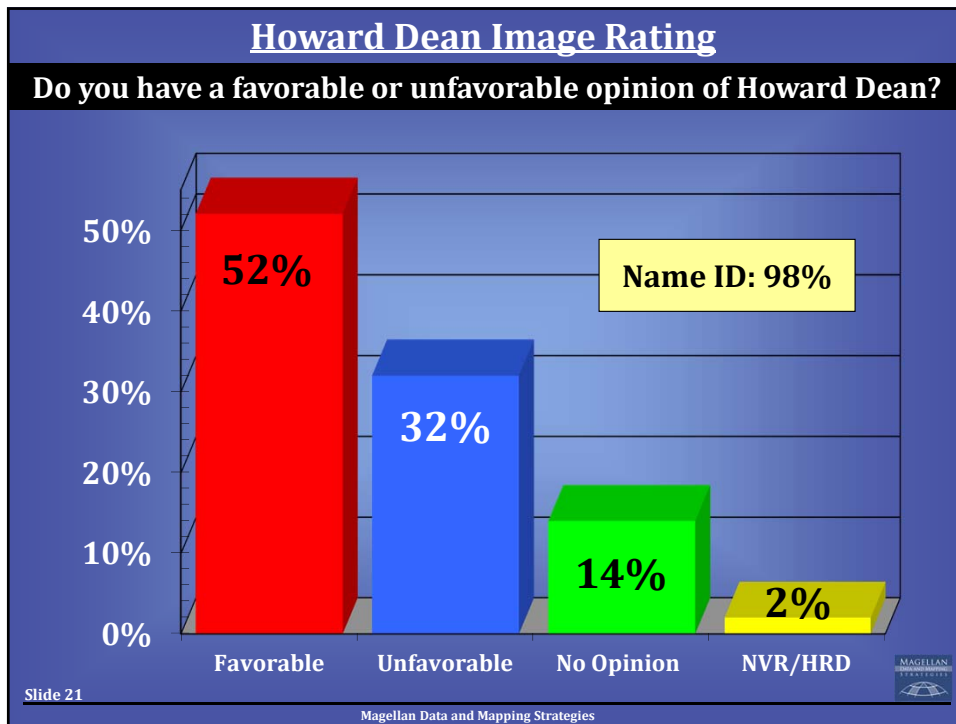
MAGELLAN
DATA AND MAPPING
STRATEGIES



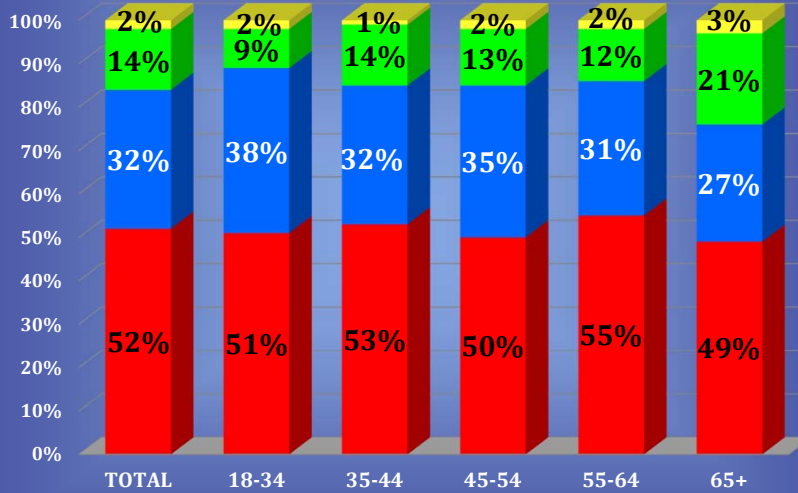
Dean Image Rating

Slide 20

Magellan Data and Mapping Strategies



Do you have a favorable or unfavorable opinion of Howard Dean? (By Age)

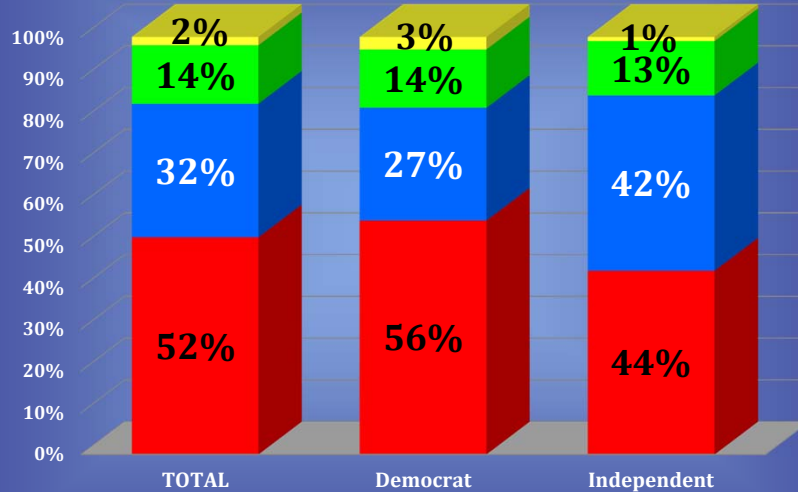


Slide 23

Magellan Data and Mapping Strategies



Do you have a favorable or unfavorable opinion of Howard Dean? (By Party)

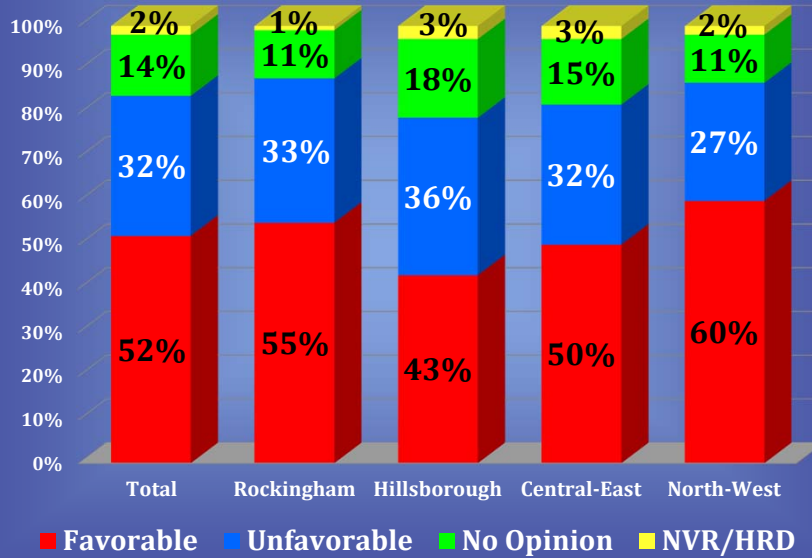


Slide 24

Magellan Data and Mapping Strategies



Do you have a favorable or unfavorable opinion of Howard Dean? (By Region)



Slide 25

Magellan Data and Mapping Strategies



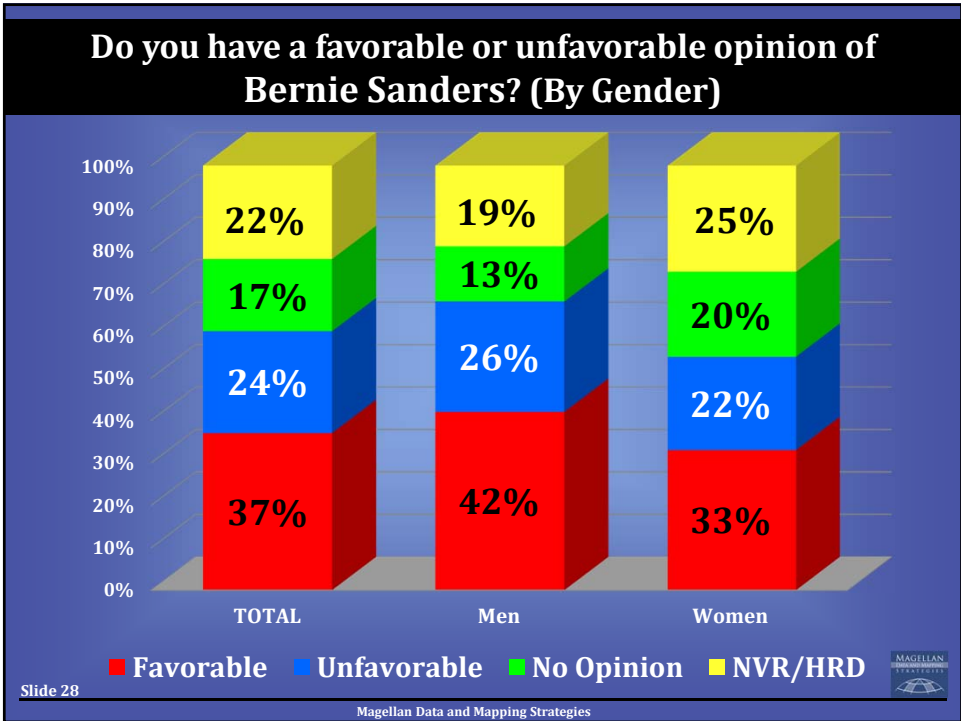
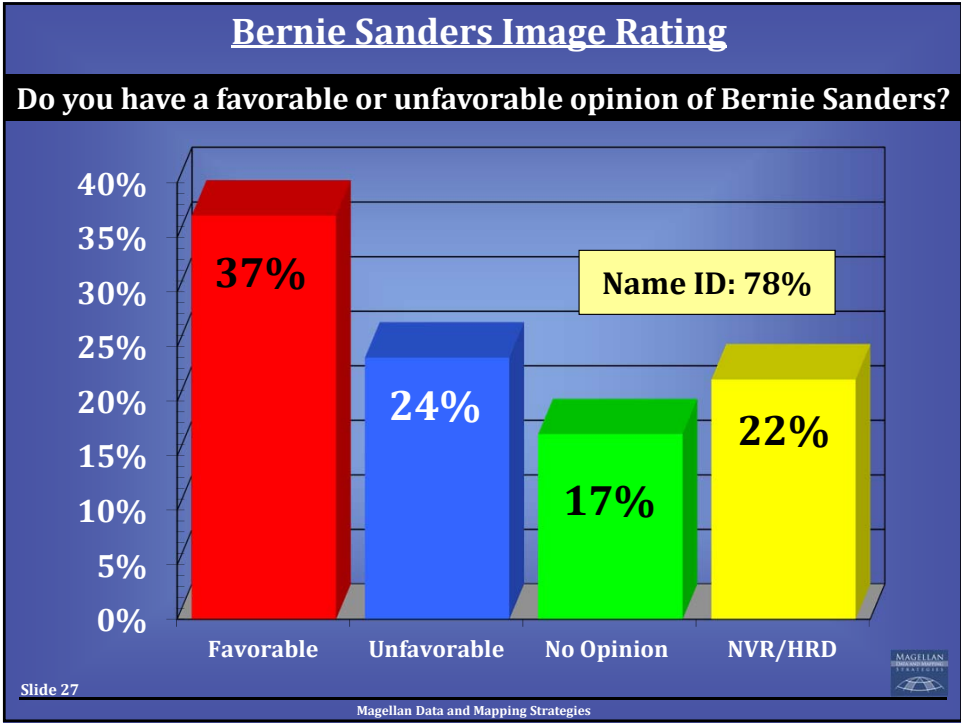
MAGELLAN
DATA AND MAPPING
STRATEGIES



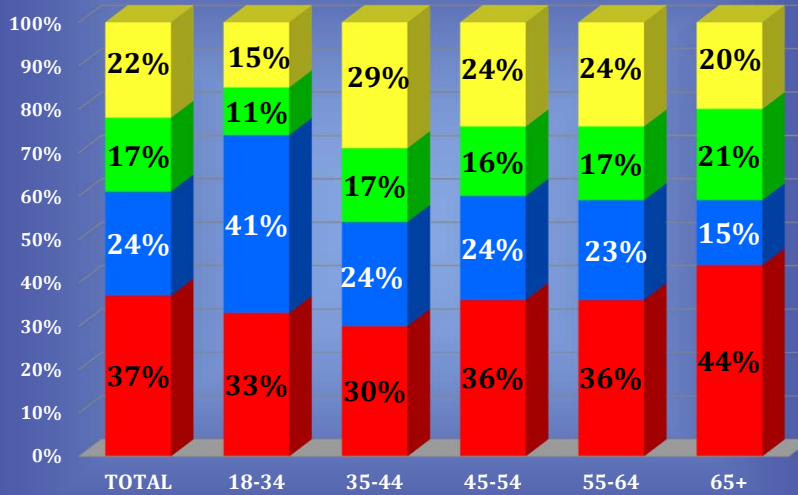
Sanders Image Rating

Slide 26

Magellan Data and Mapping Strategies



Do you have a favorable or unfavorable opinion of Bernie Sanders? (By Age)

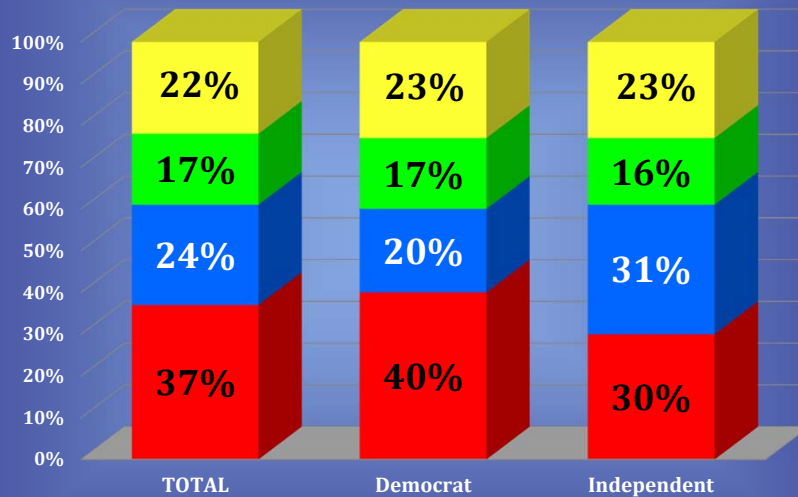


Slide 29

Magellan Data and Mapping Strategies



Do you have a favorable or unfavorable opinion of Bernie Sanders? (By Party)

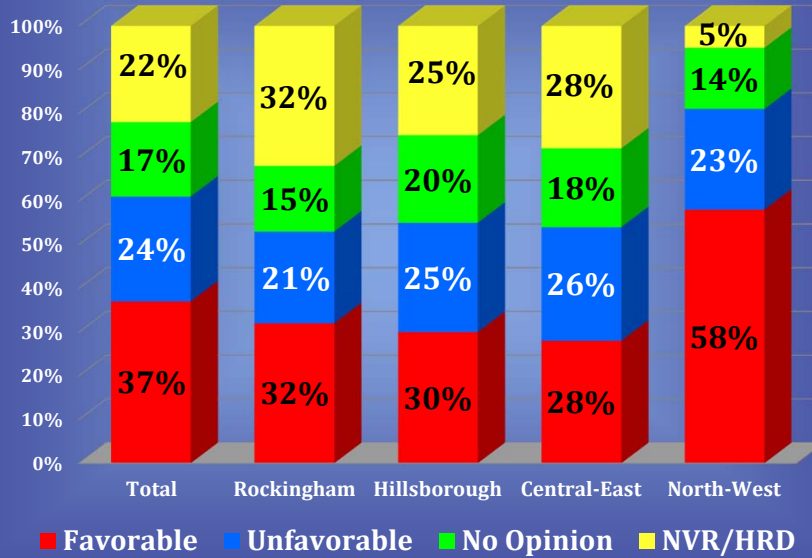


Slide 30

Magellan Data and Mapping Strategies



Do you have a favorable or unfavorable opinion of Bernie Sanders? (By Region)



Slide 31

Magellan Data and Mapping Strategies



MAGELLAN
DATA AND MAPPING
STRATEGIES

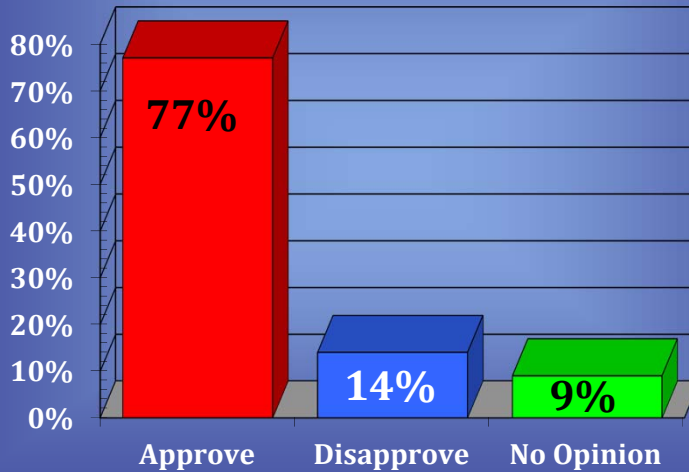


Obama Approval Rating

Slide 32

Magellan Data and Mapping Strategies

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

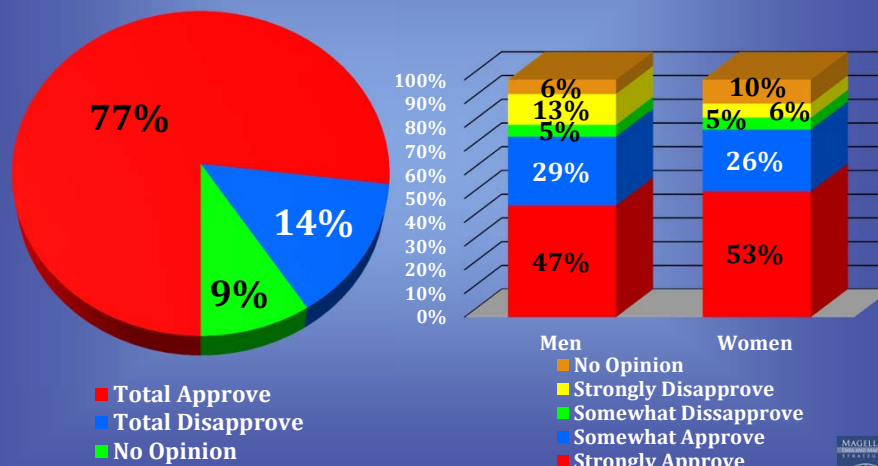


Slide 33

Magellan Data and Mapping Strategies



In general, do you approve or disapprove of the job Barack Obama is doing as President? (By Gender)

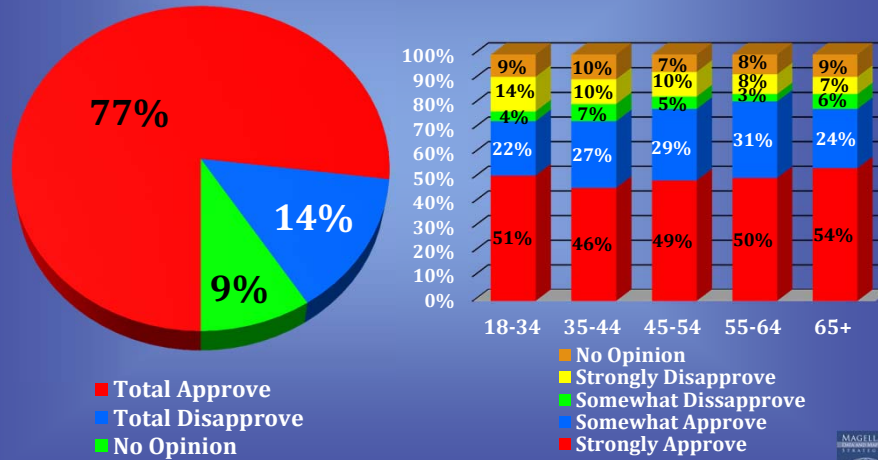


Slide 34

Magellan Data and Mapping Strategies



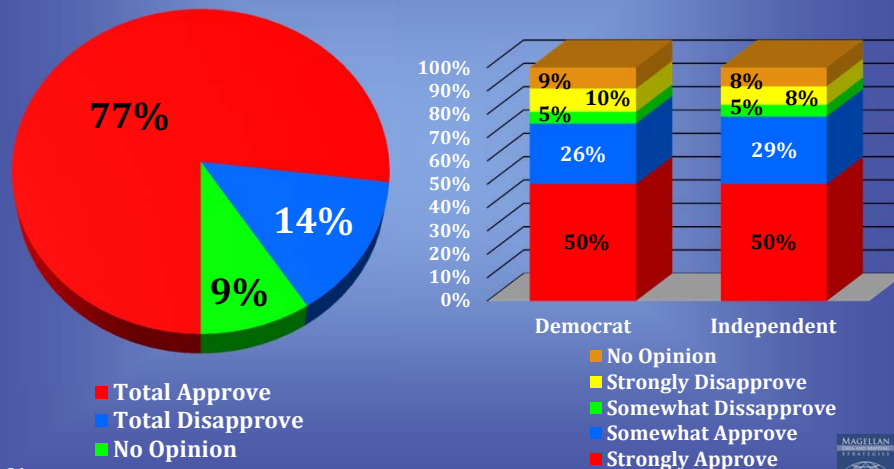
In general, do you approve or disapprove of the job Barack Obama is doing as President? (By Age)



Slide 35

Magellan Data and Mapping Strategies

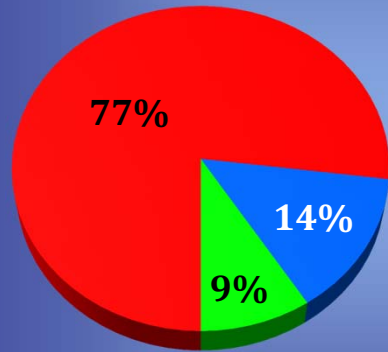
In general, do you approve or disapprove of the job Barack Obama is doing as President? (By Party)



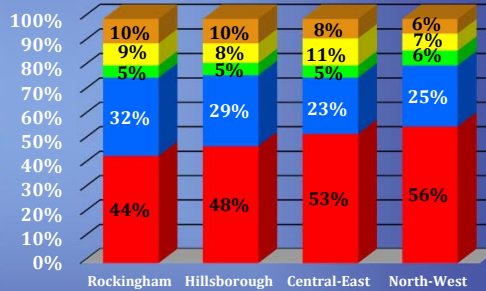
Slide 36

Magellan Data and Mapping Strategies

In general, do you approve or disapprove of the job Barack Obama is doing as President? (By Region)



■ Total Approve
■ Total Disapprove
■ No Opinion



■ No Opinion
■ Strongly Disapprove
■ Somewhat Disapprove
■ Somewhat Approve
■ Strongly Approve

Slide 37

Magellan Data and Mapping Strategies



MAGELLAN
DATA AND MAPPING
STRATEGIES

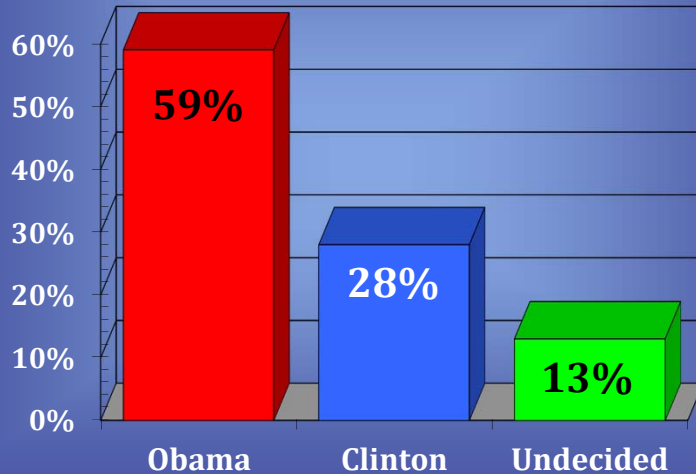


Obama vs. Clinton Ballot Test

Slide 38

Magellan Data and Mapping Strategies

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

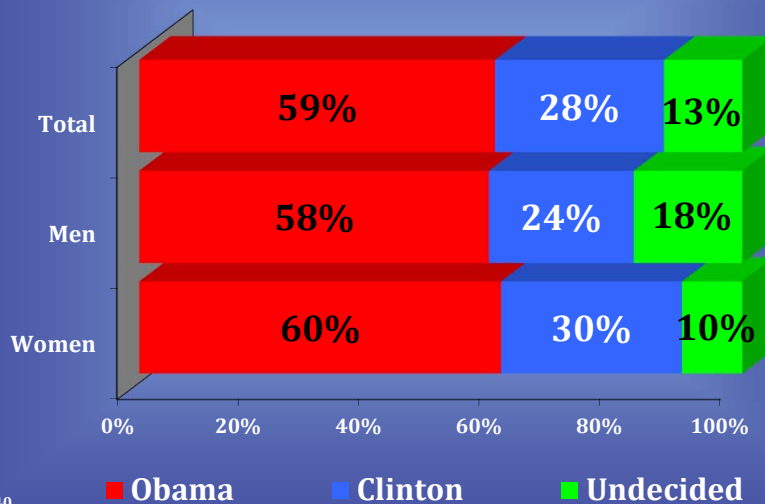


Slide 39

Magellan Data and Mapping Strategies



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

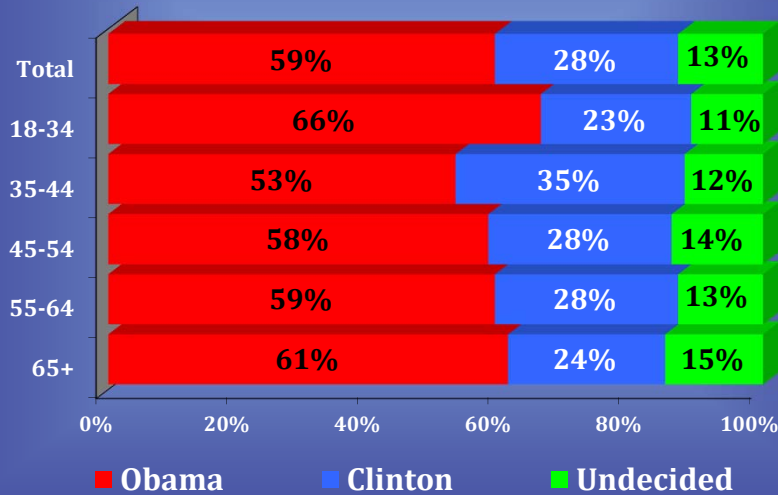


Slide 40

Magellan Data and Mapping Strategies



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

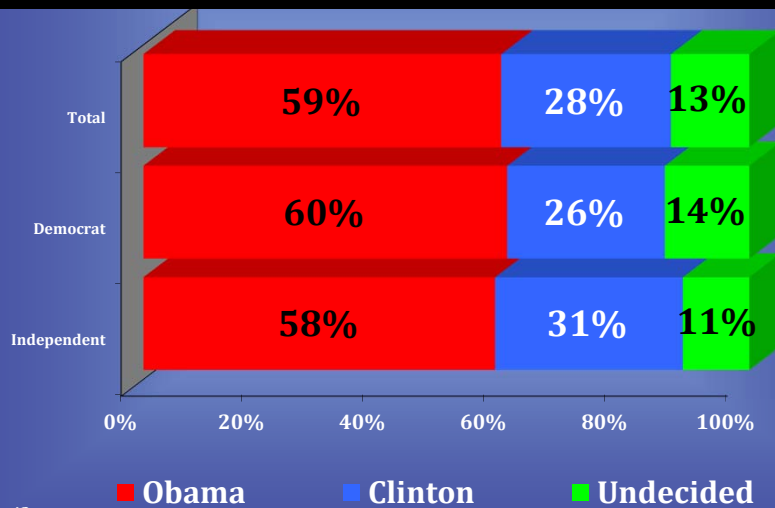


Slide 41

Magellan Data and Mapping Strategies



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

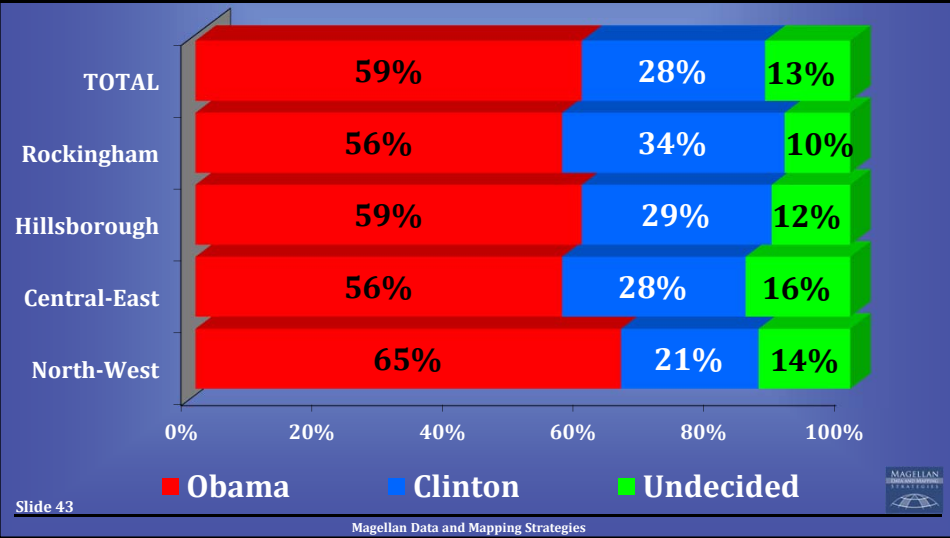


Slide 42

Magellan Data and Mapping Strategies



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



MAGELLAN
DATA AND MAPPING
STRATEGIES

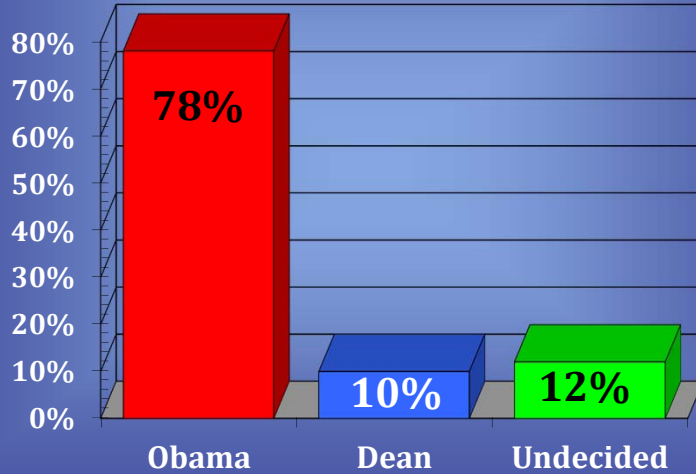


**Obama vs. Dean
Ballot Test**

Slide 44

Magellan Data and Mapping Strategies

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

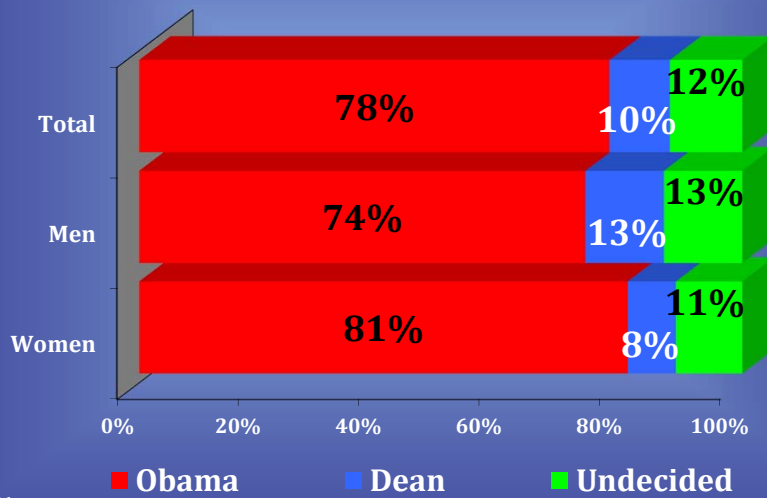


Slide 45

Magellan Data and Mapping Strategies



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

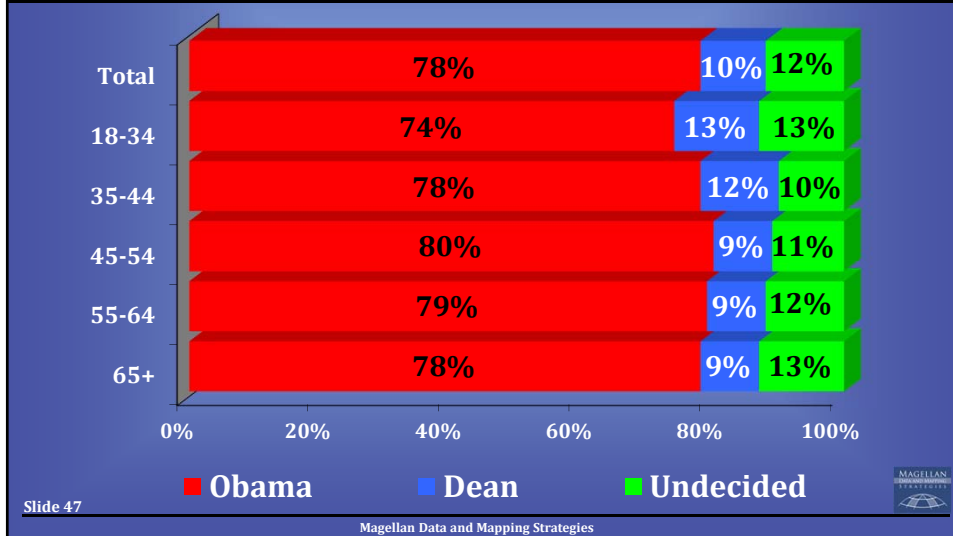


Slide 46

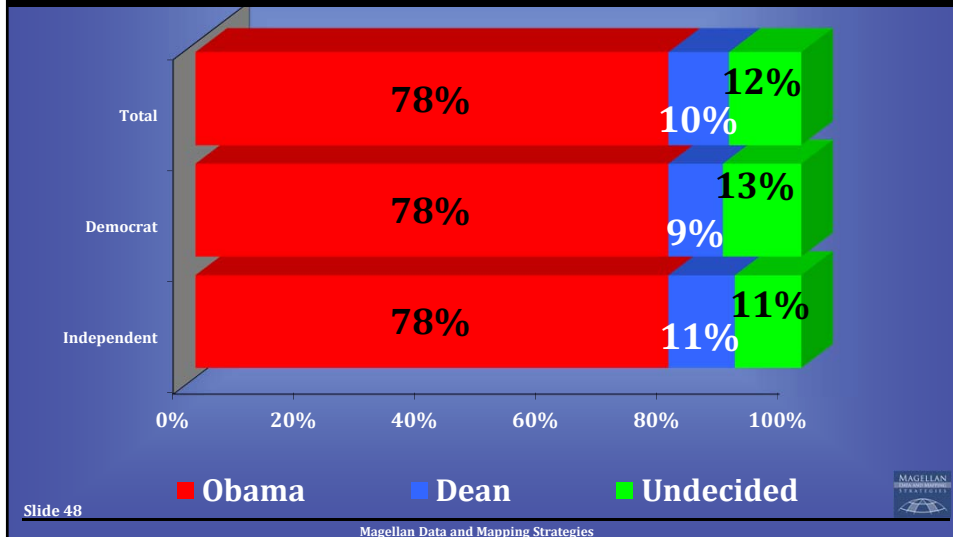
Magellan Data and Mapping Strategies



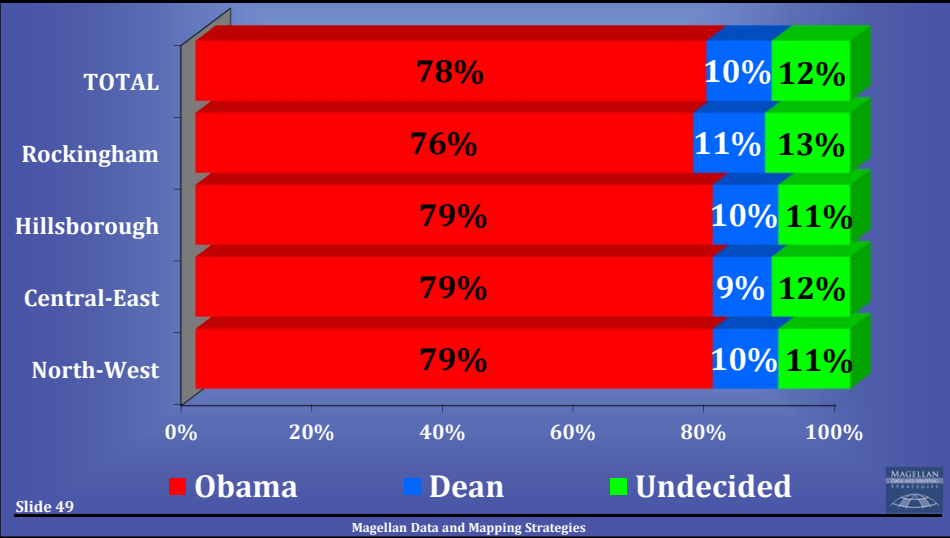
If 2012 Democrat Presidential primary election was being held today, for whom would you vote if the candidates were Barack Obama and Howard Dean? (By Age)



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



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



MAGELLAN
DATA AND MAPPING
STRATEGIES

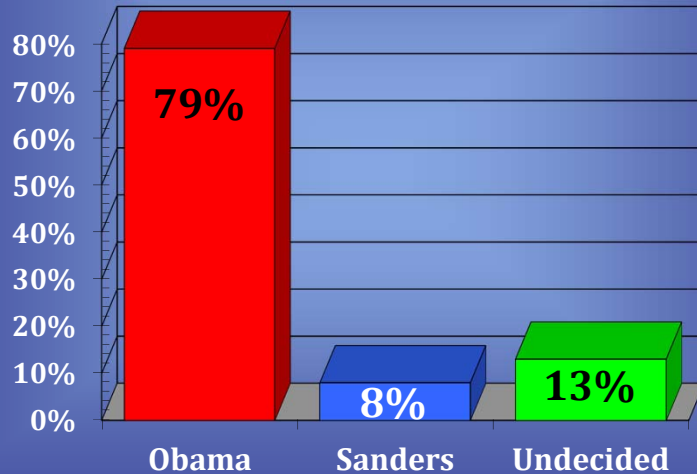


**Obama vs. Sanders
Ballot Test**

Slide 50

Magellan Data and Mapping Strategies

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

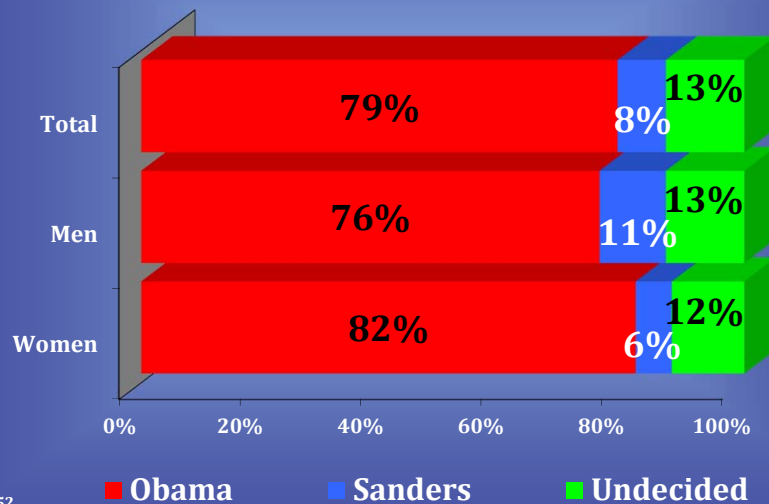


Slide 51

Magellan Data and Mapping Strategies



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

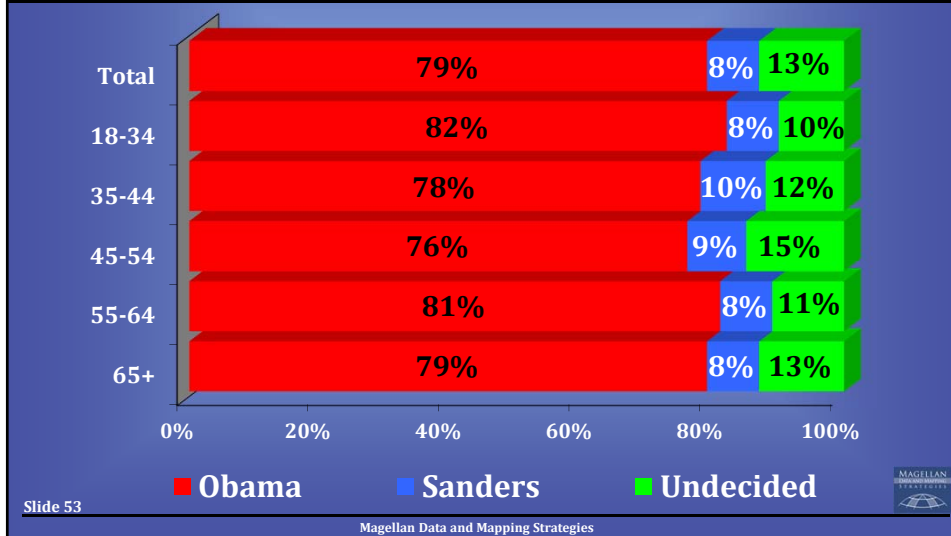


Slide 52

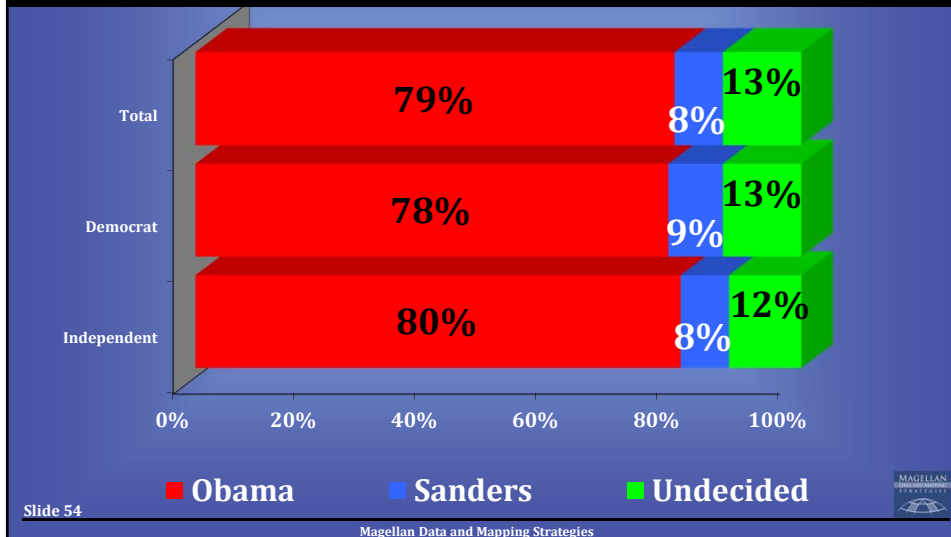
Magellan Data and Mapping Strategies



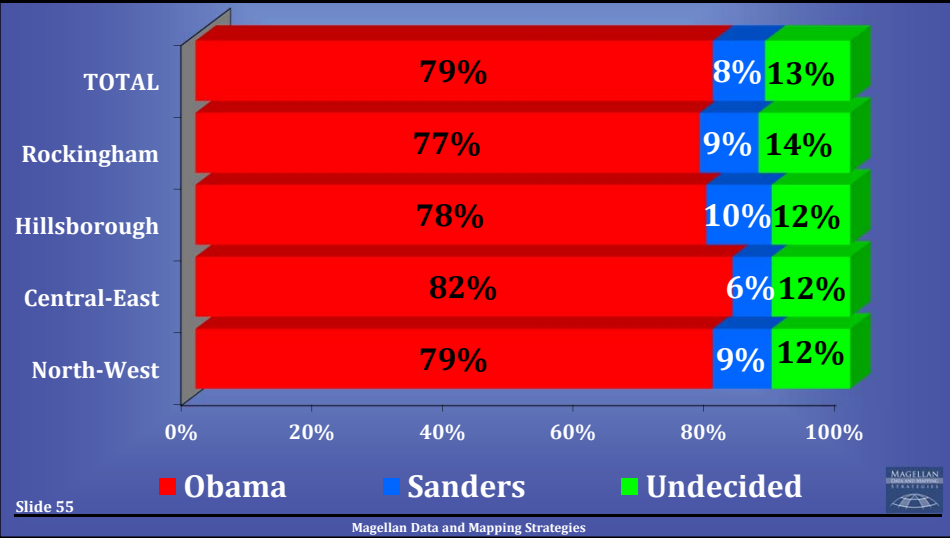
If 2012 Democrat Presidential primary election was being held today, for whom would you vote if the candidates were Barack Obama and Bernie Sanders? (By Age)



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



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

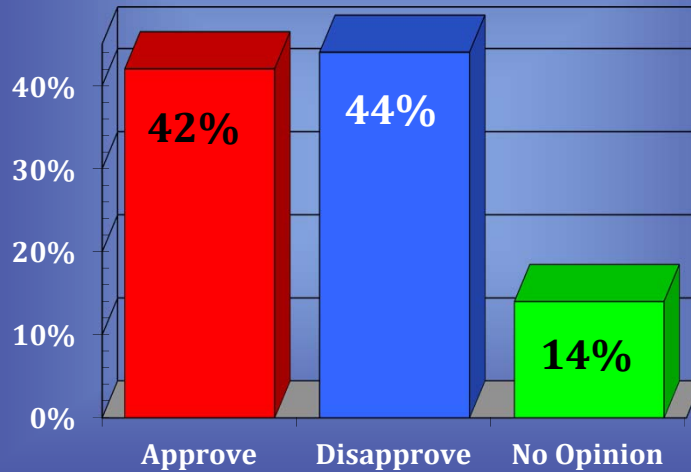


**Voter Opinion on
Compromise on Tax Cuts**

Slide 56

Magellan Data and Mapping Strategies

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

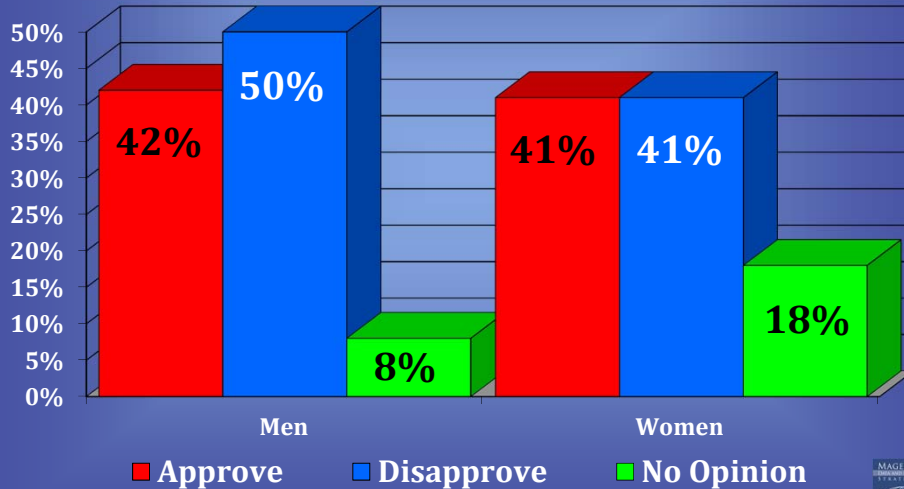


Slide 57

Magellan Data and Mapping Strategies



Do you approve or disapprove of the compromise between President Obama and Congressional Republican leaders on extending the Bush-era tax cuts? (By Gender)

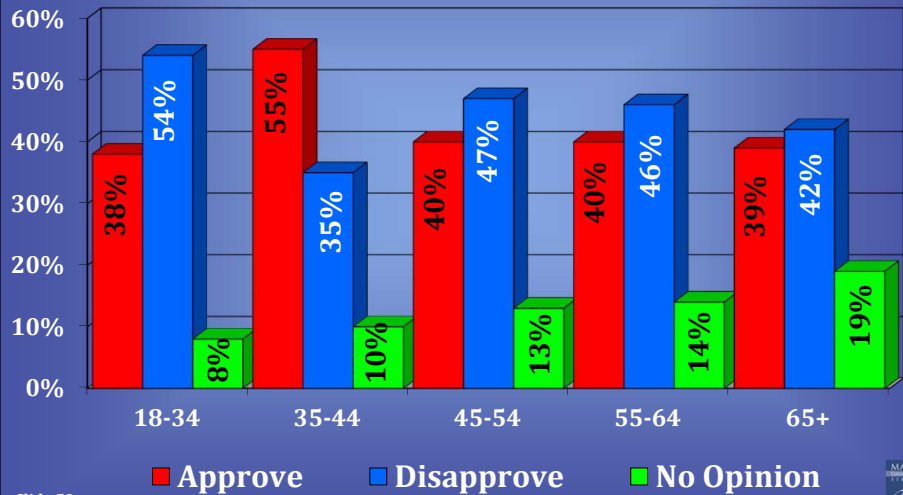


Slide 58

Magellan Data and Mapping Strategies



Do you approve or disapprove of the compromise between President Obama and Congressional Republican leaders on extending the Bush-era tax cuts? (By Age)

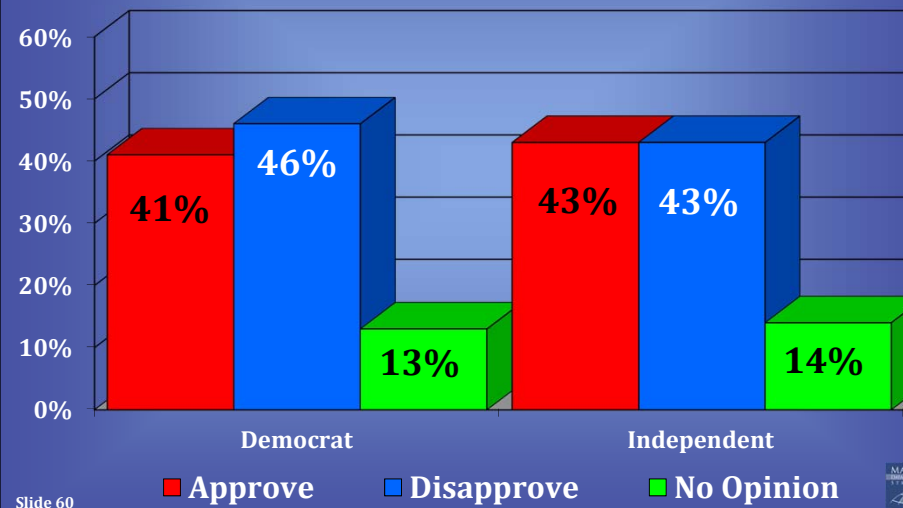


Slide 59

Magellan Data and Mapping Strategies



Do you approve or disapprove of the compromise between President Obama and Congressional Republican leaders on extending the Bush-era tax cuts? (By Party)

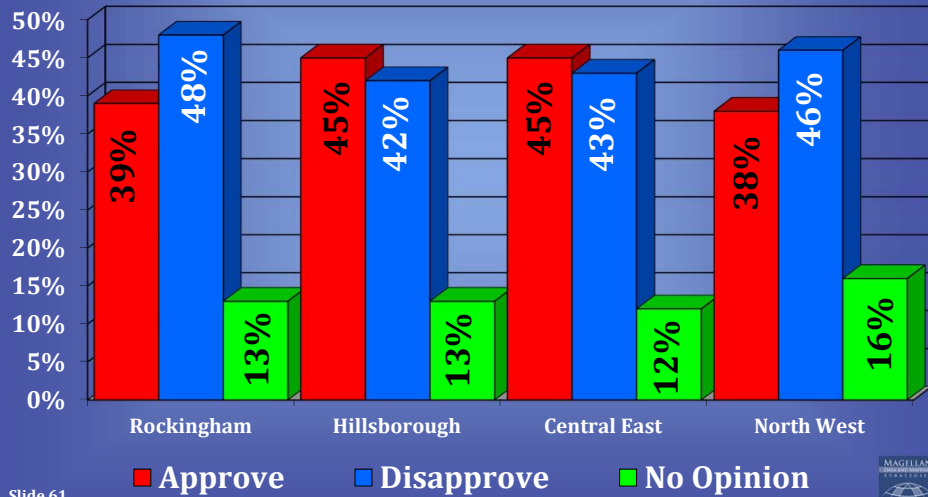


Slide 60

Magellan Data and Mapping Strategies



Do you approve or disapprove of the compromise between President Obama and Congressional Republican leaders on extending the Bush-era tax cuts? (By Region)



Slide 61

Magellan Data and Mapping Strategies

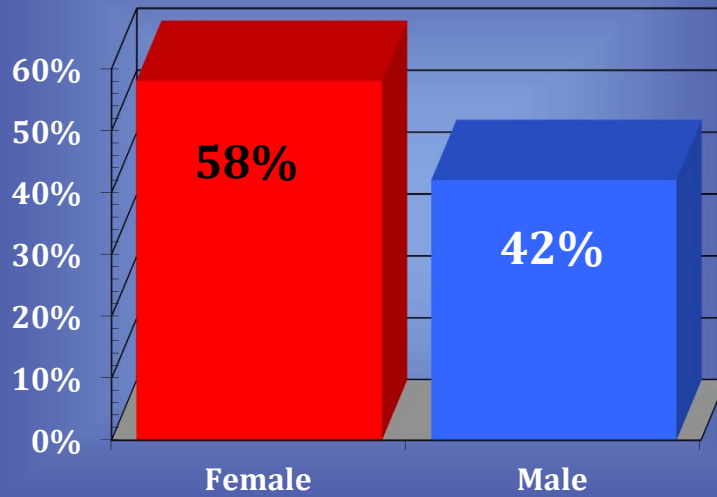


Survey Demographics

Slide 62

Magellan Data and Mapping Strategies

Gender Demographics

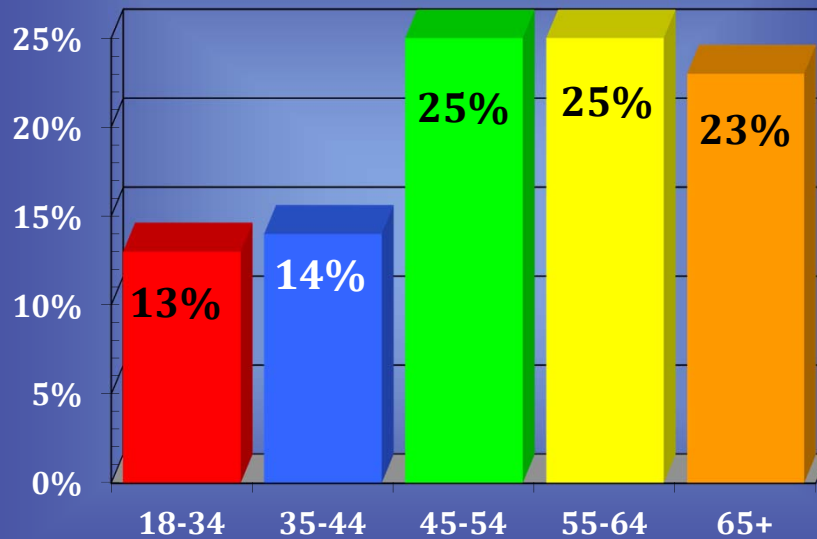


Slide 63

Magellan Data and Mapping Strategies



Age Group Demographics

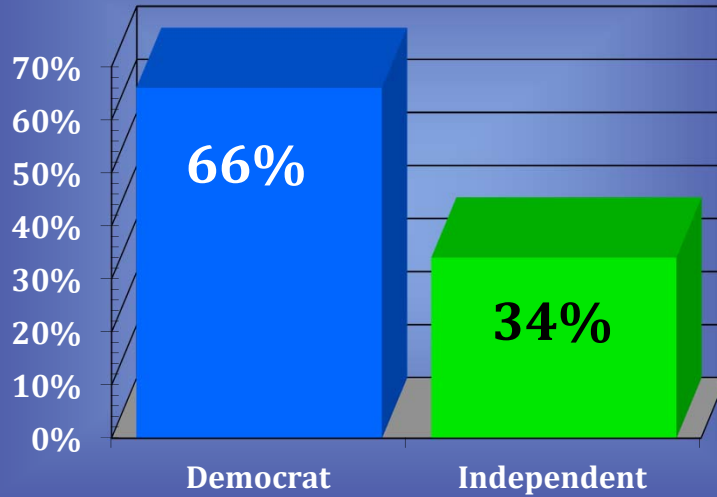


Slide 64

Magellan Data and Mapping Strategies



Party Demographics

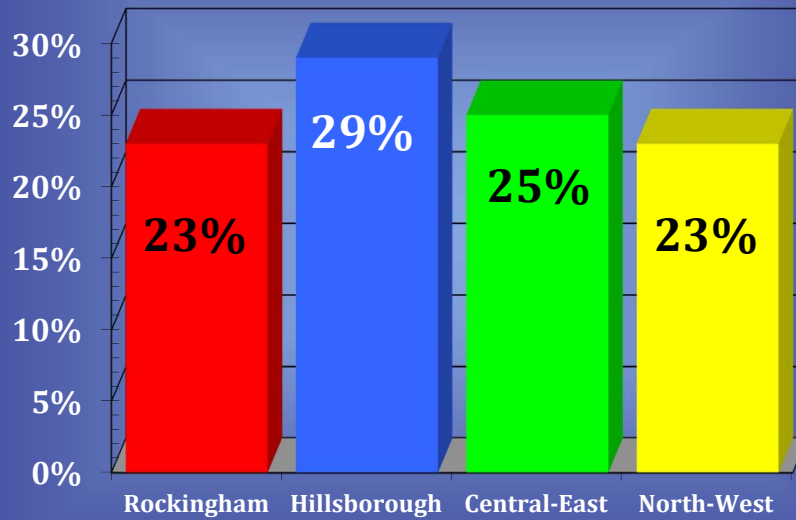


Slide 65

Magellan Data and Mapping Strategies



Region Demographics



Slide 66

Magellan Data and Mapping Strategies

