

New Hampshire 2012 General Election Survey February 9th and 10th, 2011



David Flaherty
CEO

Magellan Data and Mapping Strategies



Magellan Data and Mapping Strategies are pleased to present the results of a 789N autodial survey of likely general election voters in the state of New Hampshire. The interviewing was conducted on February 9th – February 10th, 2011. This survey has a margin of error of +/- 3.49 percent at the 95% confidence interval.

Slide 2

Magellan Data and Mapping Strategies

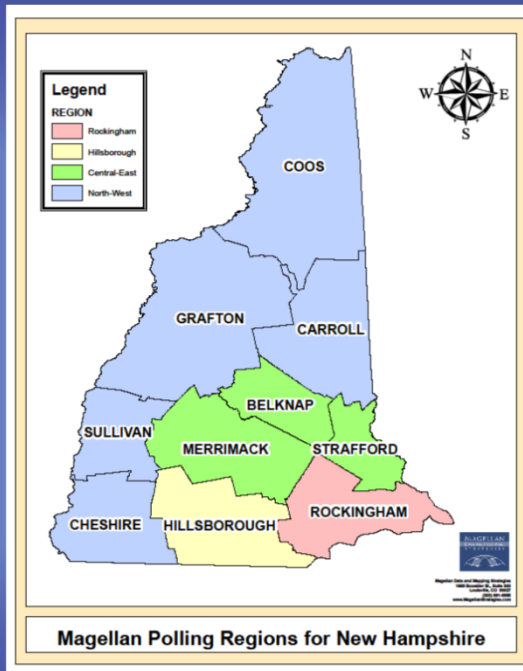
MAGELLAN DATA AND MAPPING STRATEGIES



Polling Regions

Slide 3

Magellan Data and Mapping Strategies



Slide 4

Magellan Data and Mapping Strategies

MAGELLAN
DATA AND MAPPING
STRATEGIES

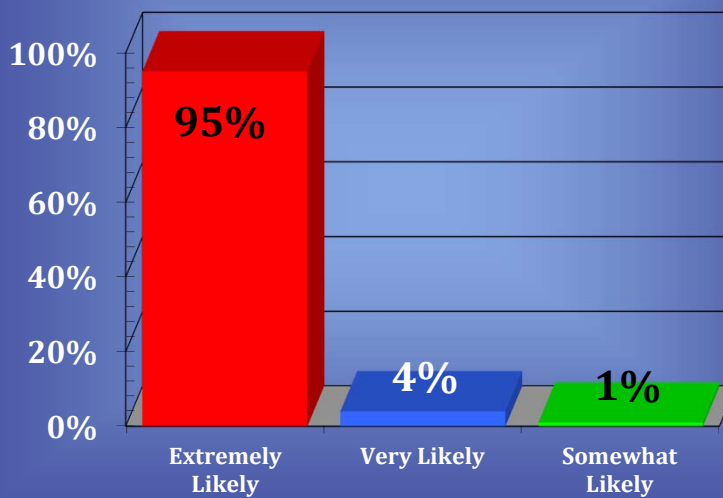


Voter Frequency

Slide 5

Magellan Data and Mapping Strategies

How likely are you to vote in the 2012 November election for President?



Slide 6

Magellan Data and Mapping Strategies



MAGELLAN
DATA AND MAPPING
STRATEGIES



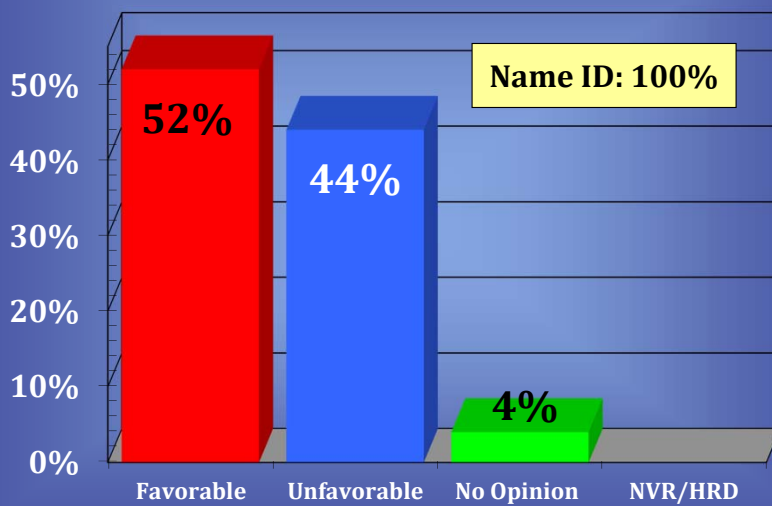
Obama Image Rating

Slide 7

Magellan Data and Mapping Strategies

Barack Obama Image Rating

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

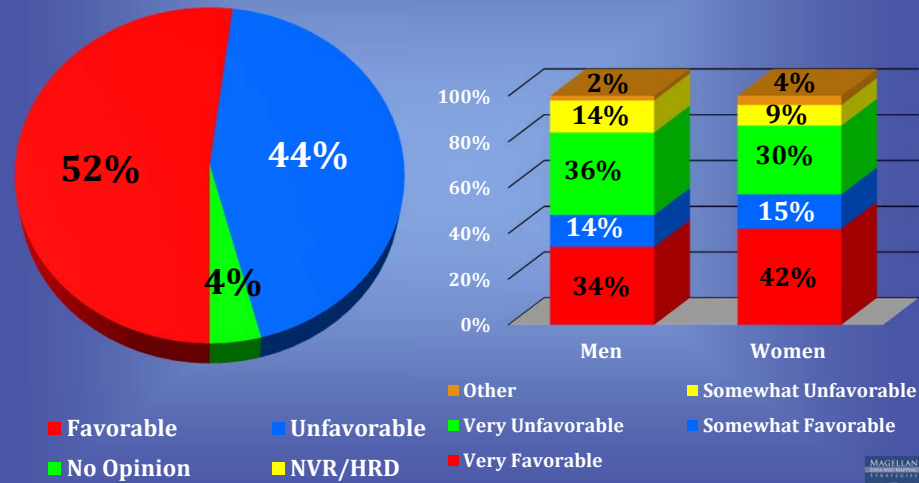


Slide 8

Magellan Data and Mapping Strategies



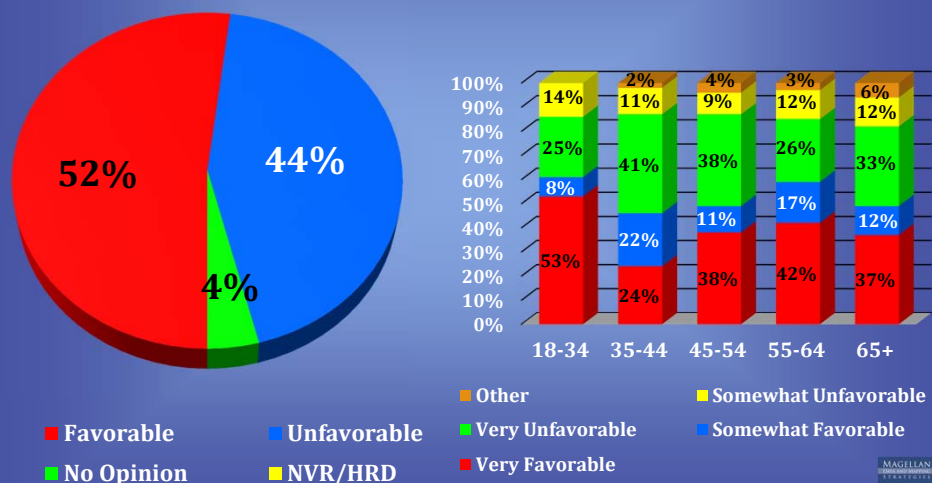
Thinking now about people active in New Hampshire politics...Do you have a favorable or unfavorable opinion of Barack Obama? (By Gender)



Slide 9

Magellan Data and Mapping Strategies

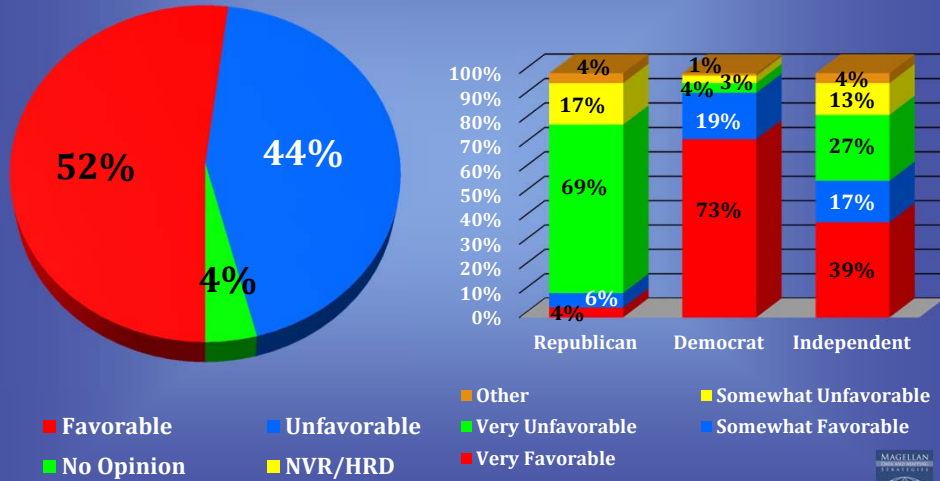
Thinking now about people active in New Hampshire politics...Do you have a favorable or unfavorable opinion of Barack Obama? (By Age)



Slide 10

Magellan Data and Mapping Strategies

Thinking now about people active in New Hampshire politics...Do you have a favorable or unfavorable opinion of Barack Obama? (By Party)



Slide 11

Magellan Data and Mapping Strategies

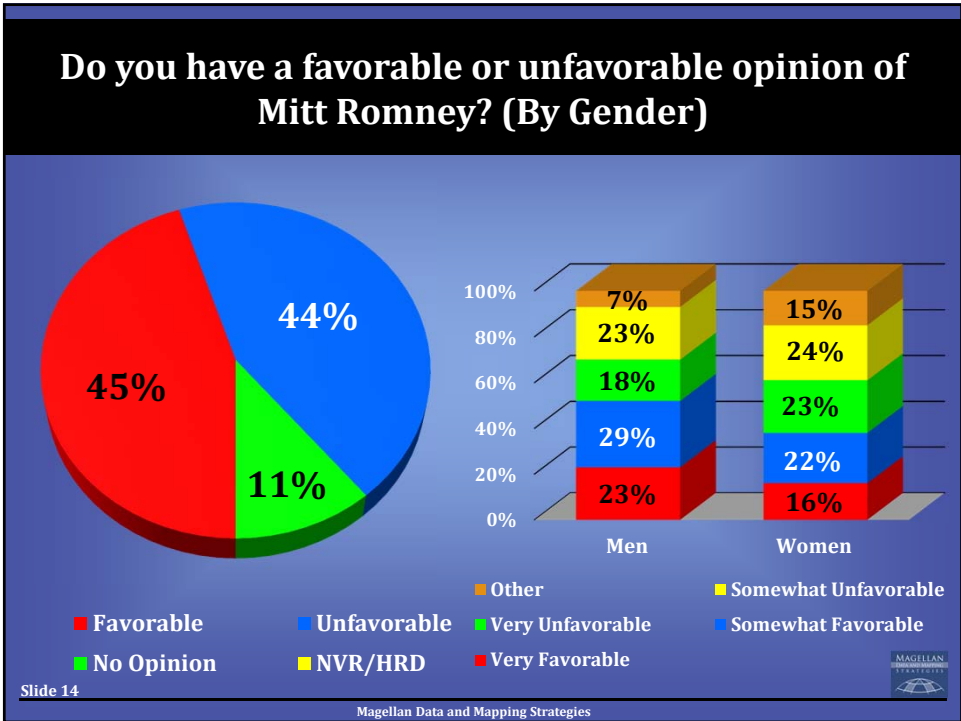
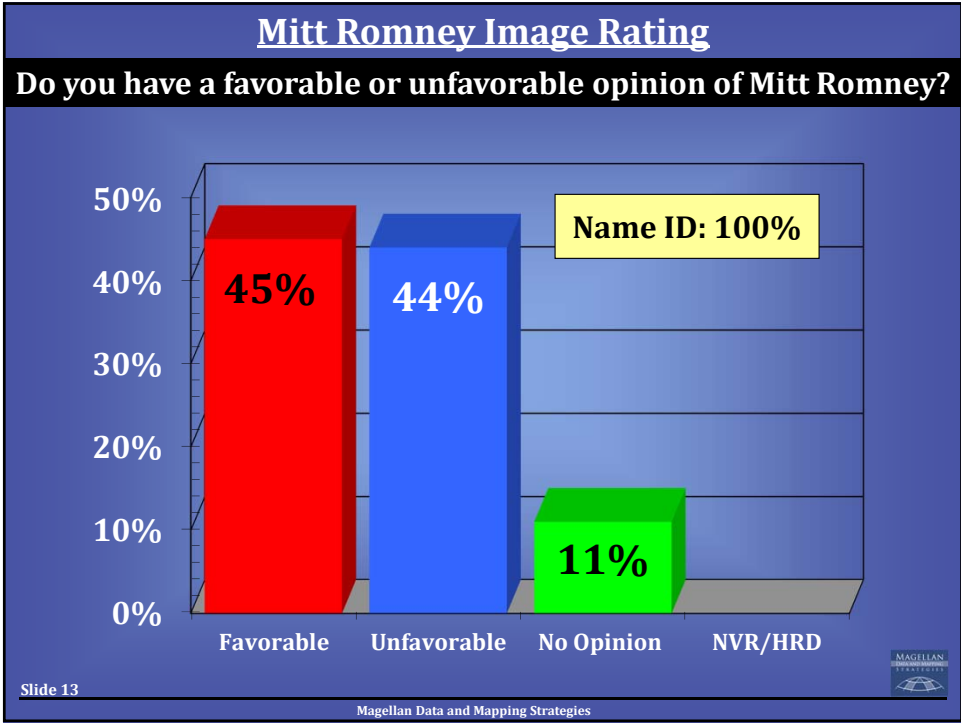
MAGELLAN
DATA AND MAPPING
STRATEGIES



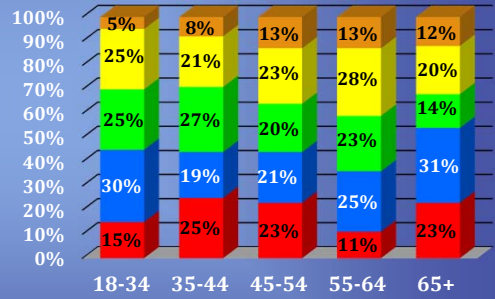
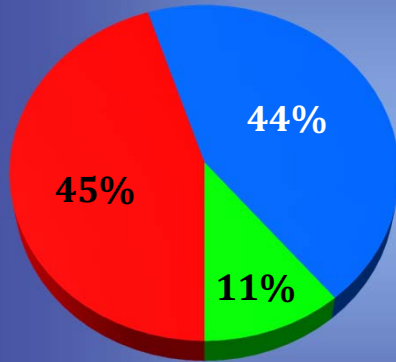
Romney Image Rating

Slide 12

Magellan Data and Mapping Strategies



Do you have a favorable or unfavorable opinion of Mitt Romney? (By Age)

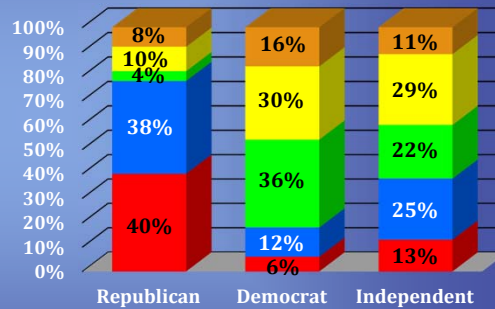
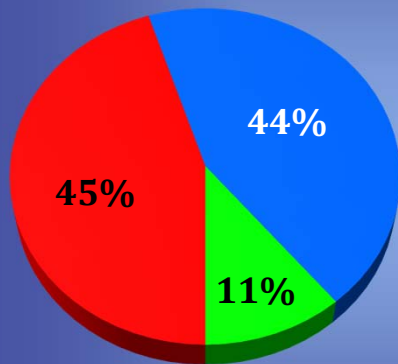


■ Favorable ■ Unfavorable ■ Other ■ Somewhat Unfavorable
■ No Opinion ■ NVR/HRD ■ Very Unfavorable ■ Somewhat Favorable
■ Very Favorable

Slide 15

Magellan Data and Mapping Strategies

Do you have a favorable or unfavorable opinion of Mitt Romney? (By Party)



■ Favorable ■ Unfavorable ■ Other ■ Somewhat Unfavorable
■ No Opinion ■ NVR/HRD ■ Very Unfavorable ■ Somewhat Favorable
■ Very Favorable

Slide 16

Magellan Data and Mapping Strategies

MAGELLAN
DATA AND MAPPING
STRATEGIES



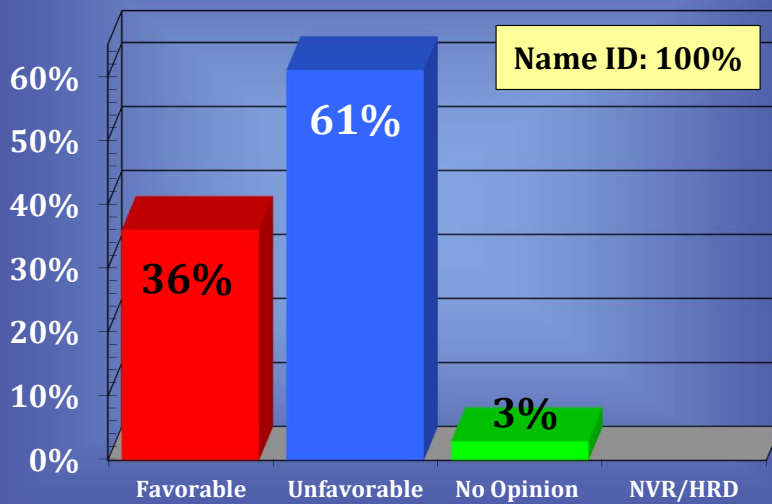
Palin Image Rating

Slide
17

Magellan Data and Mapping Strategies

Sarah Palin Image Rating

Do you have a favorable or unfavorable opinion of Sarah Palin?

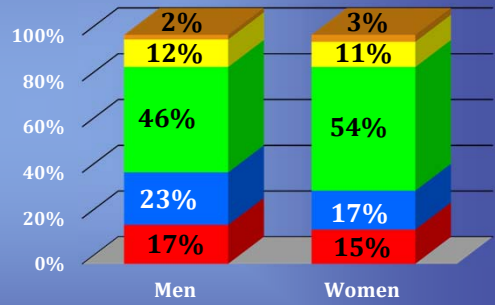
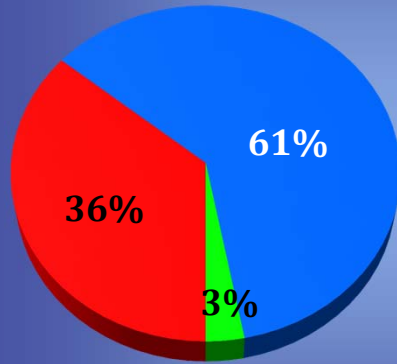


Slide 18

Magellan Data and Mapping Strategies



Do you have a favorable or unfavorable opinion of Sarah Palin? (By Gender)



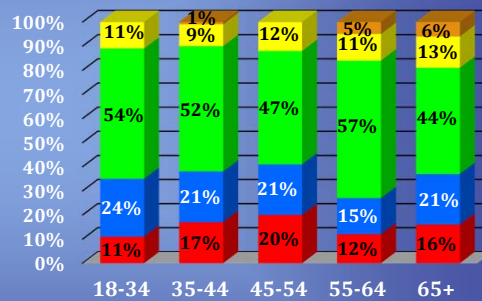
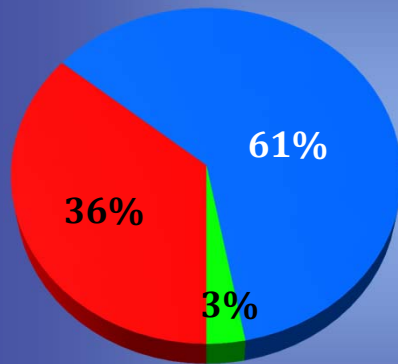
■ Favorable ■ Unfavorable ■ Other ■ Somewhat Unfavorable
■ No Opinion ■ NVR/HRD ■ Very Unfavorable ■ Somewhat Favorable

Slide 19

Magellan Data and Mapping Strategies



Do you have a favorable or unfavorable opinion of Sarah Palin? (By Age)



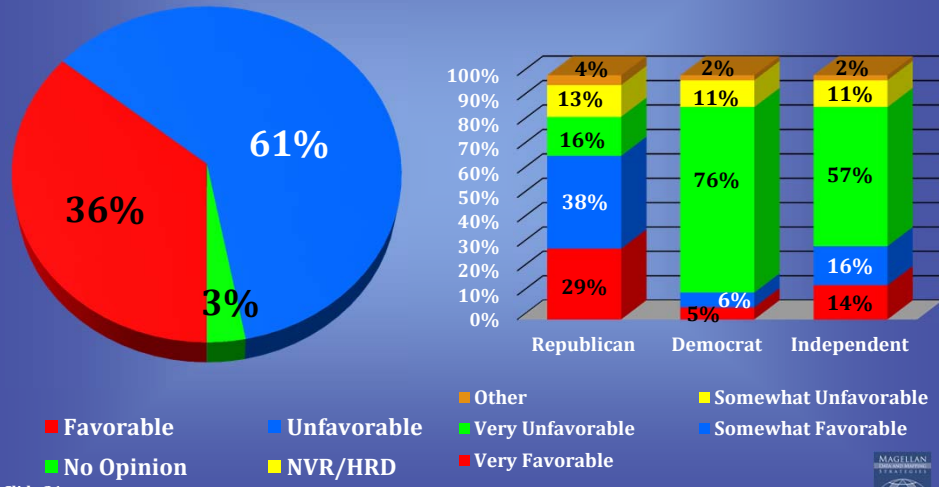
■ Favorable ■ Unfavorable ■ Other ■ Somewhat Unfavorable
■ No Opinion ■ NVR/HRD ■ Very Unfavorable ■ Somewhat Favorable

Slide 20

Magellan Data and Mapping Strategies



Do you have a favorable or unfavorable opinion of Sarah Palin? (By Party)



Slide 21

Magellan Data and Mapping Strategies

MAGELLAN DATA AND MAPPING STRATEGIES



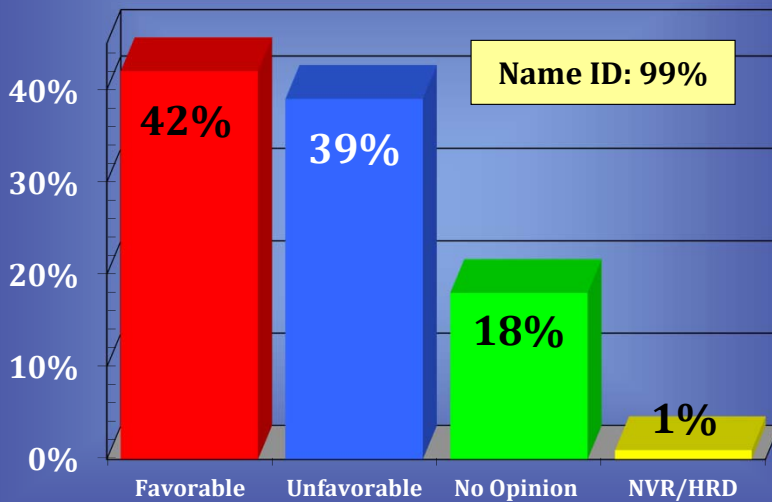
Huckabee Image Rating

Slide 22

Magellan Data and Mapping Strategies

Mike Huckabee Image Rating

Do you have a favorable or unfavorable opinion of Mike Huckabee?

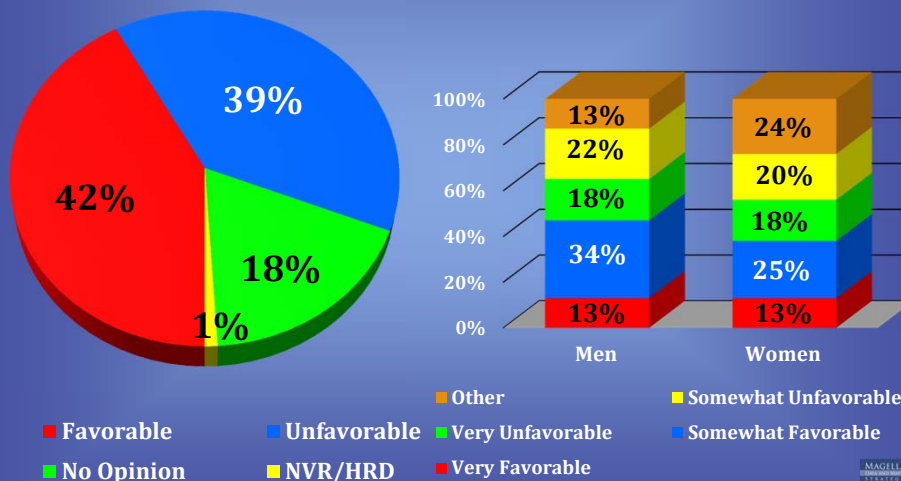


Slide 23

Magellan Data and Mapping Strategies



Do you have a favorable or unfavorable opinion of Mike Huckabee? (By Gender)

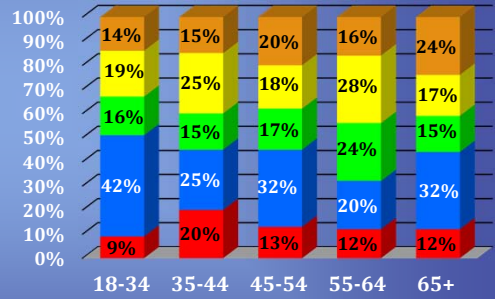
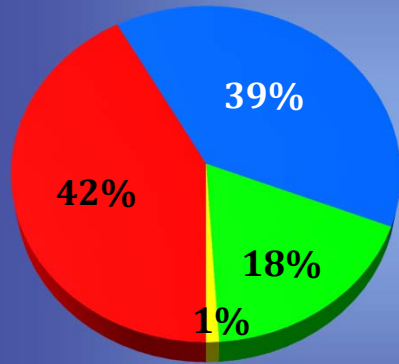


Slide 24

Magellan Data and Mapping Strategies



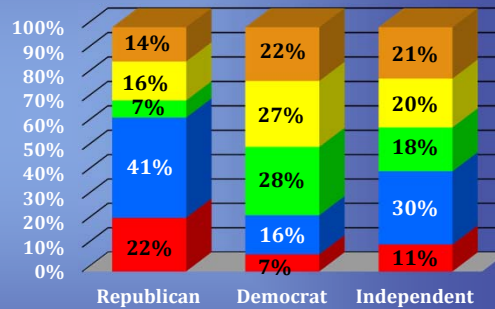
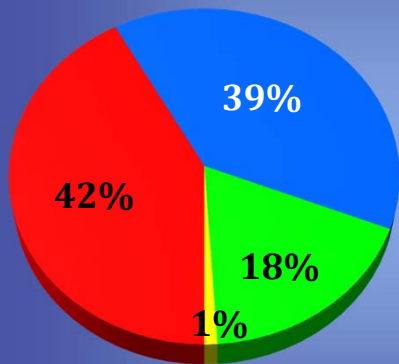
Do you have a favorable or unfavorable opinion of Mike Huckabee? (By Age)



Slide 25

Magellan Data and Mapping Strategies

Do you have a favorable or unfavorable opinion of Mike Huckabee? (By Party)



Slide 26

Magellan Data and Mapping Strategies

MAGELLAN
DATA AND MAPPING
STRATEGIES



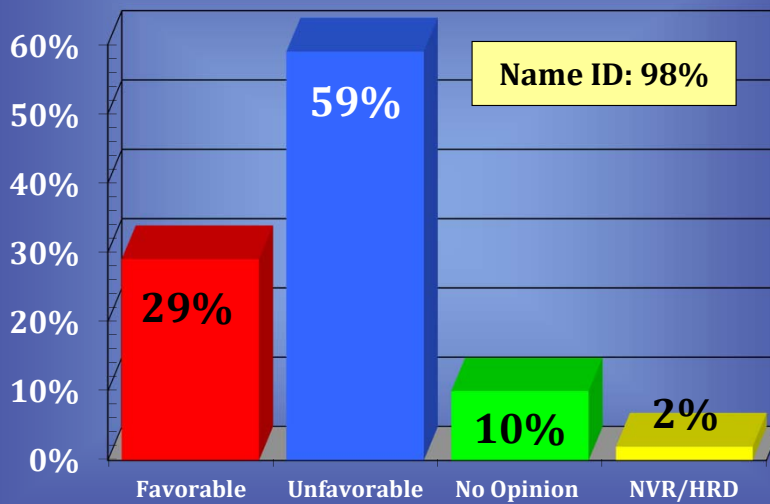
Gingrich Image Rating

Slide
27

Magellan Data and Mapping Strategies

Newt Gingrich Image Rating

Do you have a favorable or unfavorable opinion of Newt Gingrich?

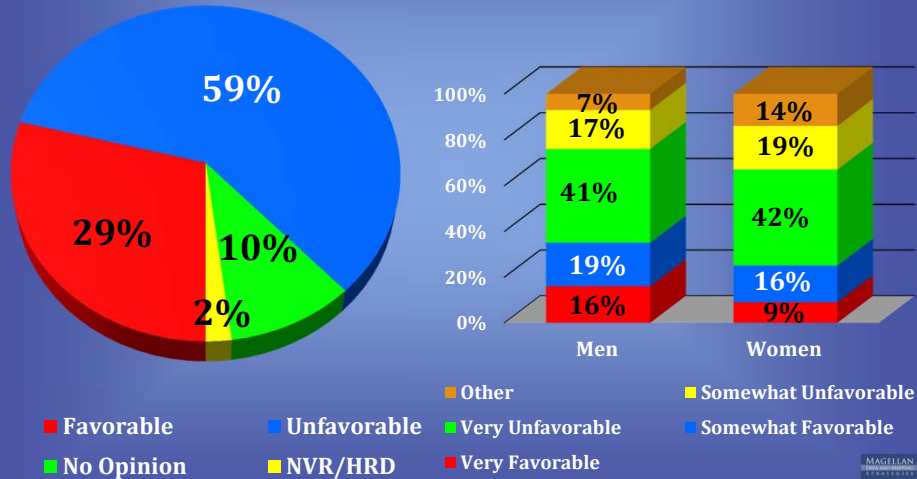


Slide 28

Magellan Data and Mapping Strategies



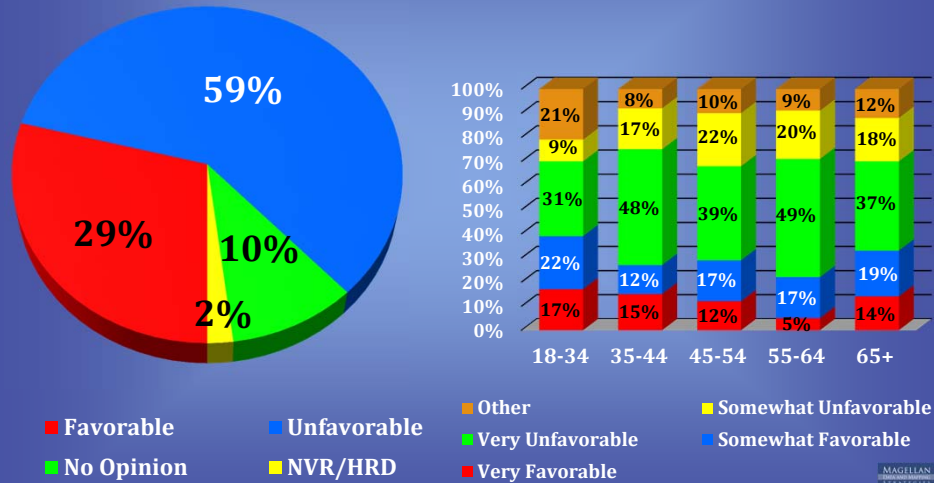
Do you have a favorable or unfavorable opinion of Newt Gingrich? (By Gender)



Slide 29

Magellan Data and Mapping Strategies

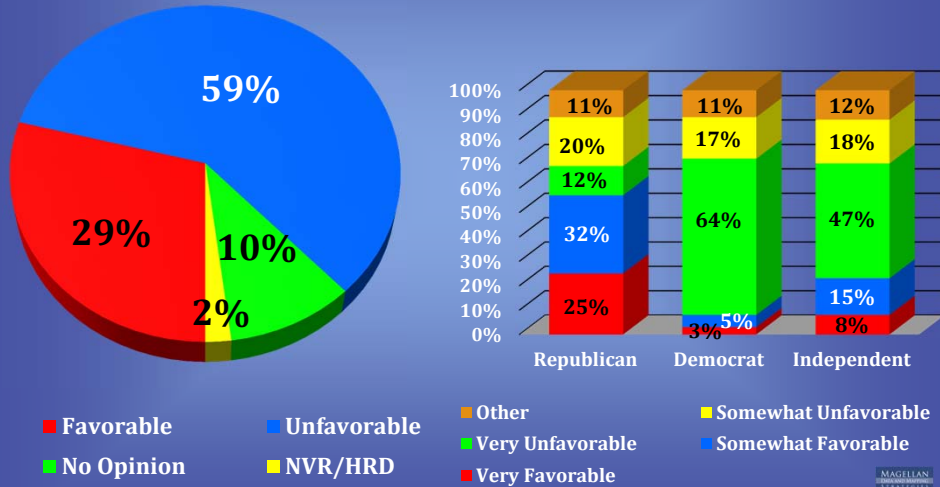
Do you have a favorable or unfavorable opinion of Newt Gingrich? (By Age)



Slide 30

Magellan Data and Mapping Strategies

Do you have a favorable or unfavorable opinion of Newt Gingrich? (By Party)



Slide 31

Magellan Data and Mapping Strategies

MAGELLAN
DATA AND MAPPING
STRATEGIES

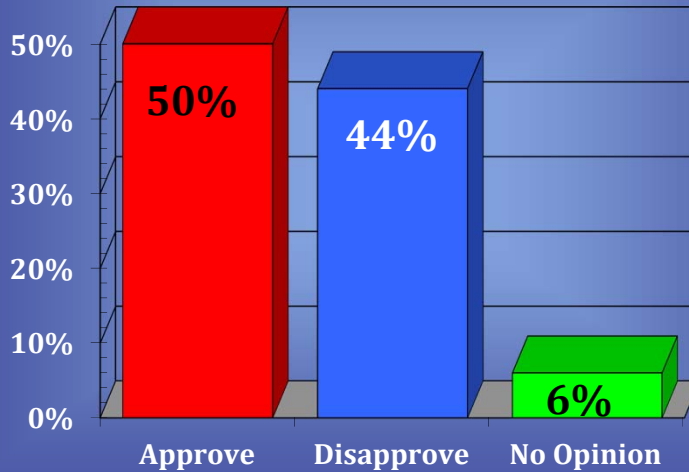


Obama Approval Rating

Slide 32

Magellan Data and Mapping Strategies

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

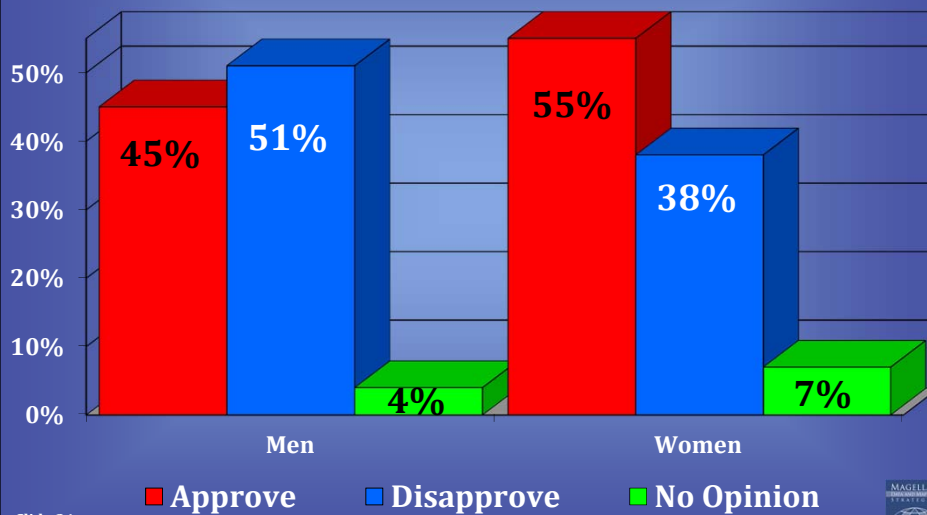


Slide 33

Magellan Data and Mapping Strategies



Do you approve or disapprove of the job Barack Obama is doing as President? (By Gender)

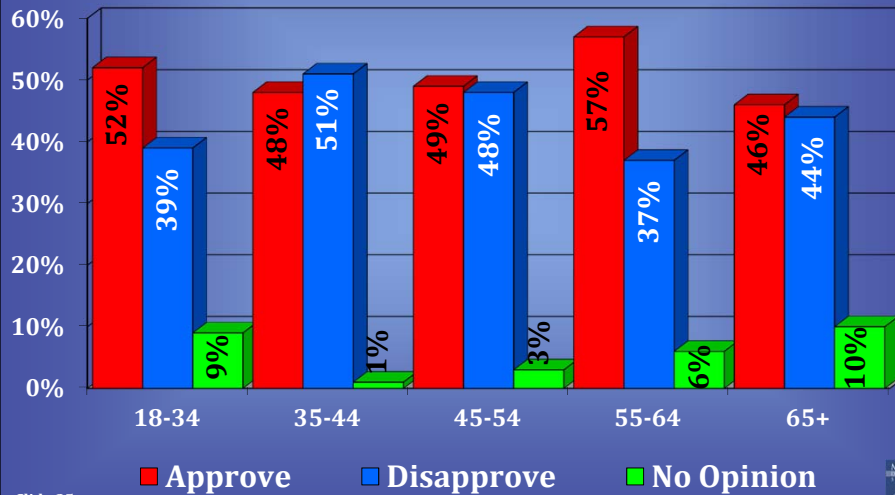


Slide 34

Magellan Data and Mapping Strategies



Do you approve or disapprove of the job Barack Obama is doing as President? (By Age)

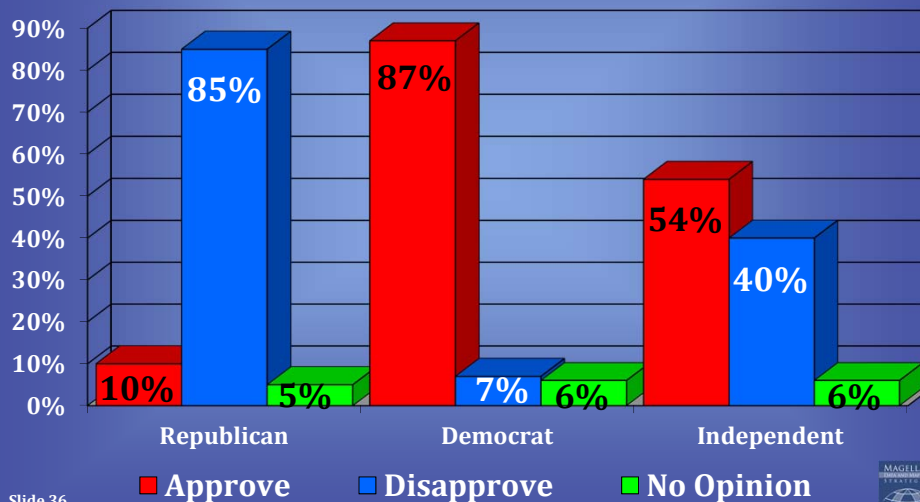


Slide 35

Magellan Data and Mapping Strategies



Do you approve or disapprove of the job Barack Obama is doing as President? (By Party)



Slide 36

Magellan Data and Mapping Strategies



MAGELLAN
DATA AND MAPPING
STRATEGIES

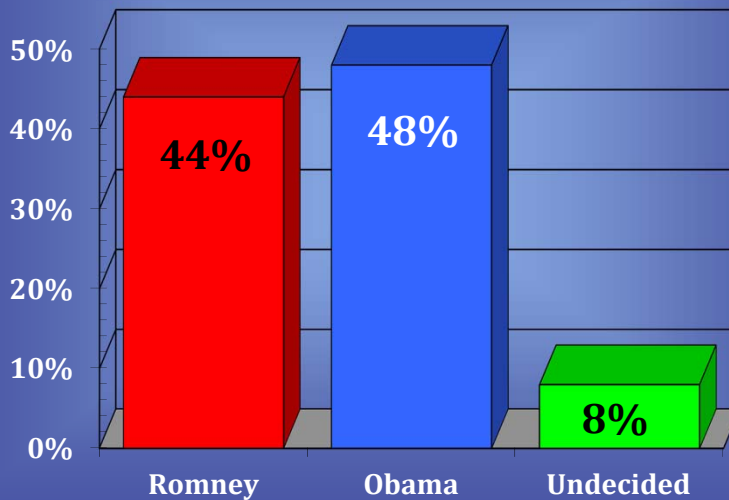


Obama vs. Romney Ballot Test

Slide 37

Magellan Data and Mapping Strategies

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

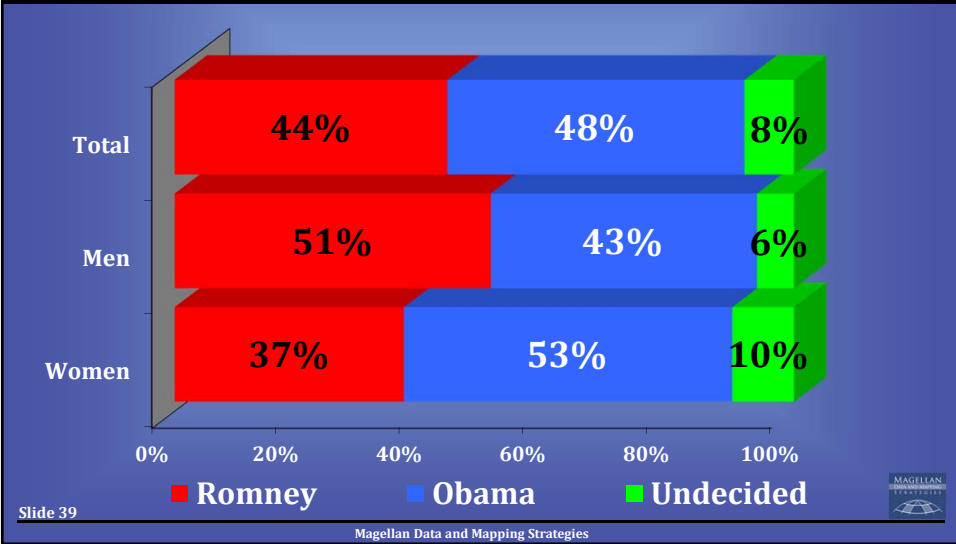


Slide 38

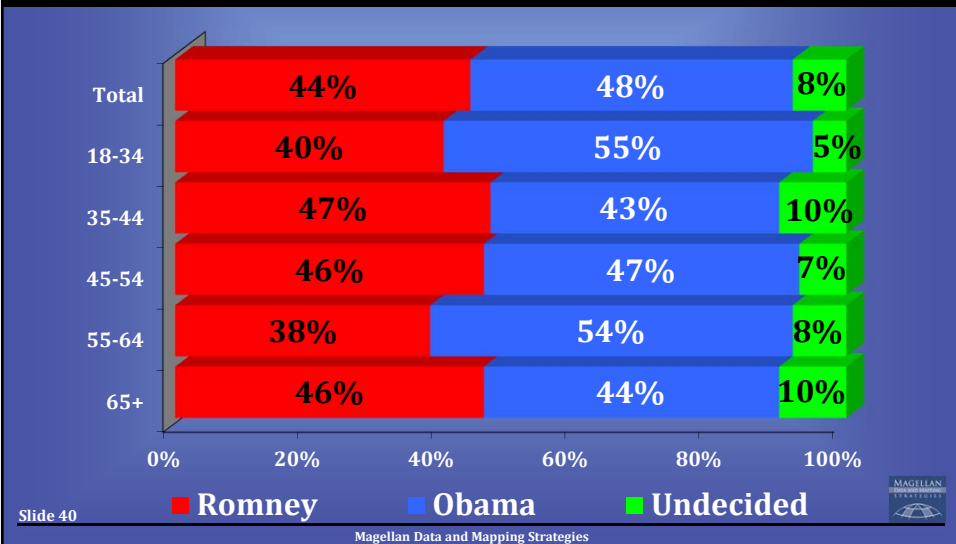
Magellan Data and Mapping Strategies



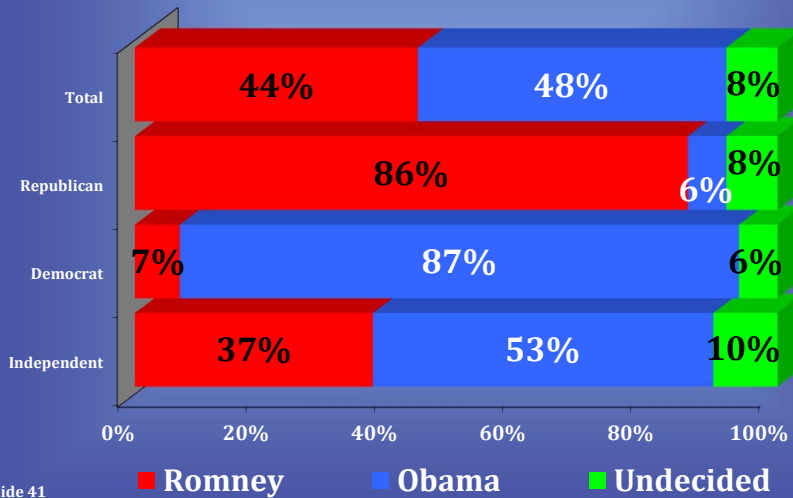
If the election for President was being held today, for whom would you vote if the candidates were Barack Obama, Democrat, and Mitt Romney, Republican? (By Gender)



If the election for President was being held today, for whom would you vote if the candidates were Barack Obama, Democrat, and Mitt Romney, Republican? (By Age)



If the election for President was being held today, for whom would you vote if the candidates were Barack Obama, Democrat, and Mitt Romney, Republican? (By Party)



Slide 41

Magellan Data and Mapping Strategies



MAGELLAN
DATA AND MAPPING
STRATEGIES

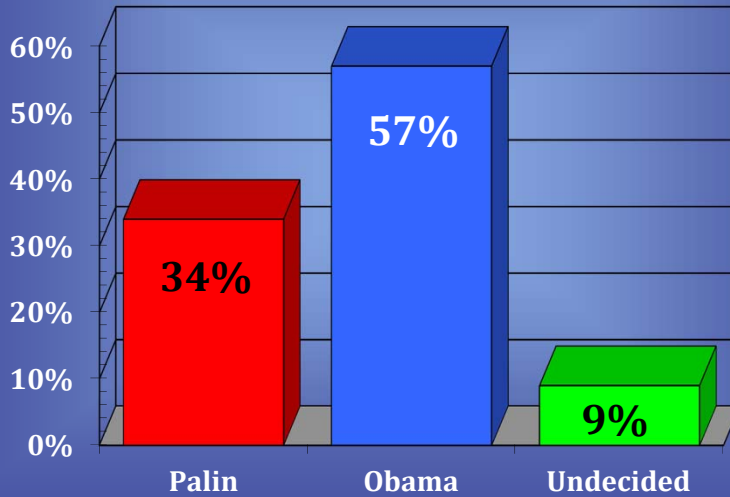


**Obama vs. Palin
Ballot Test**

Slide 42

Magellan Data and Mapping Strategies

If the election for President was being held today, for whom would you vote if the candidates were Barack Obama, Democrat, and Sarah Palin, Republican?

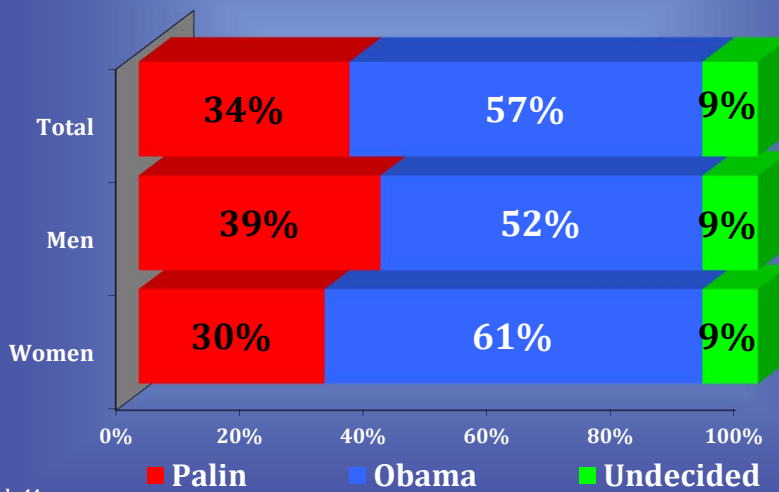


Slide 43

Magellan Data and Mapping Strategies



If the election for President was being held today, for whom would you vote if the candidates were Barack Obama, Democrat, and Sarah Palin, Republican? (By Gender)

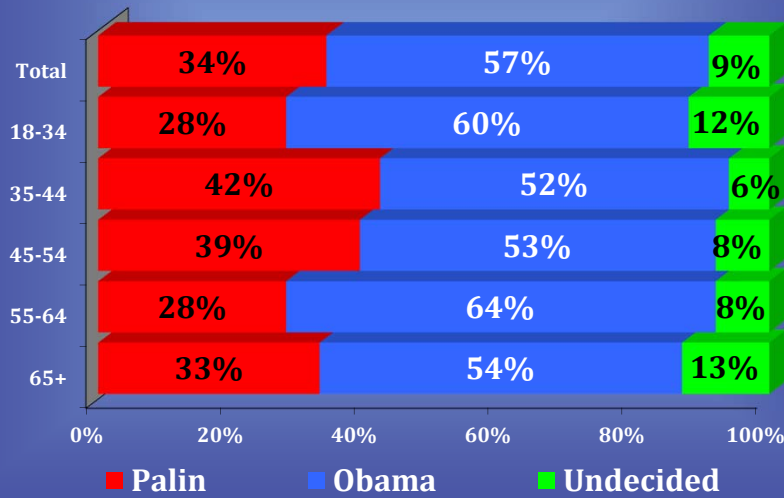


Slide 44

Magellan Data and Mapping Strategies



If the election for President was being held today, for whom would you vote if the candidates were Barack Obama, Democrat, and Sarah Palin, Republican? (By Age)

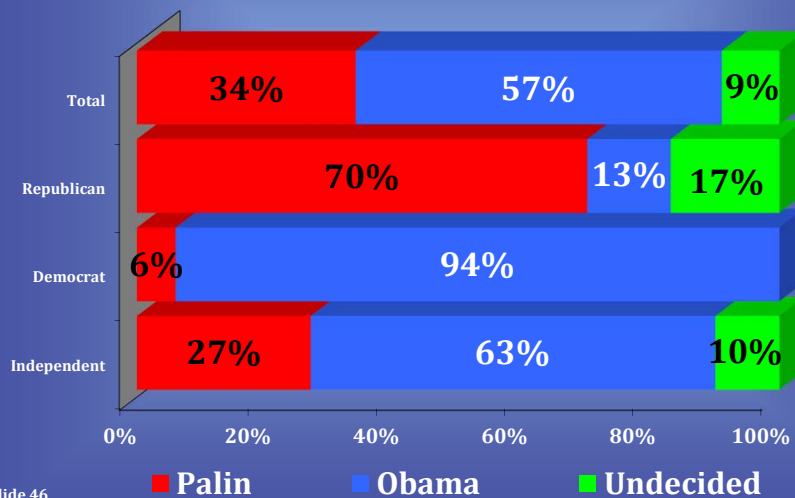


Slide 45

Magellan Data and Mapping Strategies



If the election for President was being held today, for whom would you vote if the candidates were Barack Obama, Democrat, and Sarah Palin, Republican? (By Party)



Slide 46

Magellan Data and Mapping Strategies



MAGELLAN
DATA AND MAPPING
STRATEGIES

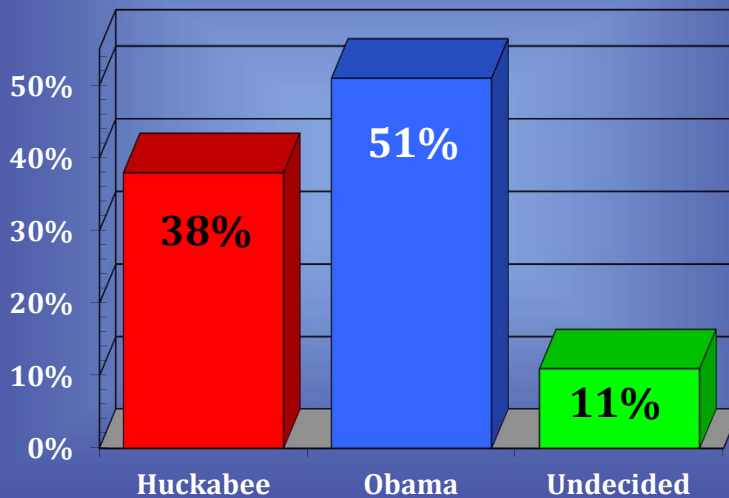


Obama vs. Huckabee Ballot Test

Slide 47

Magellan Data and Mapping Strategies

If the election for President was being held today, for whom would you vote if the candidates were Barack Obama, Democrat, and Mike Huckabee, Republican?

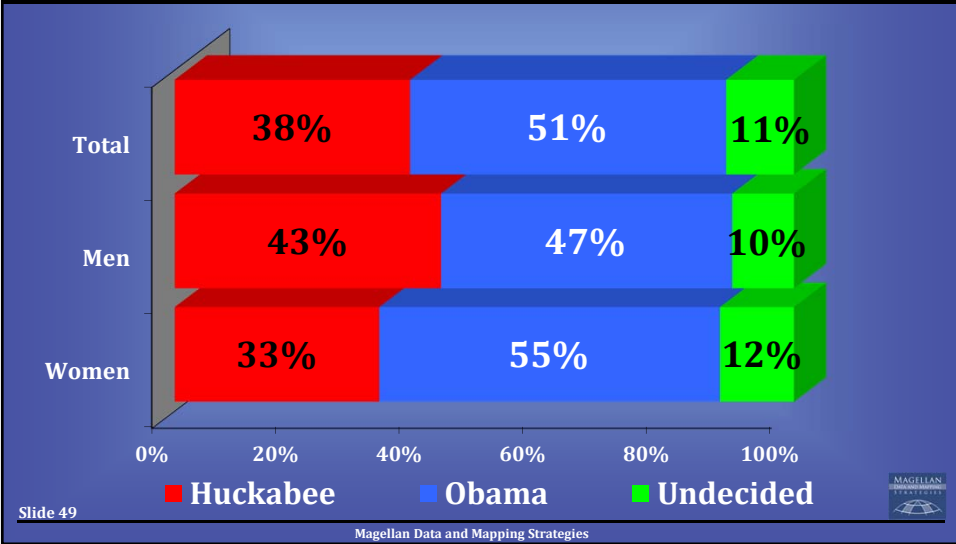


Slide 48

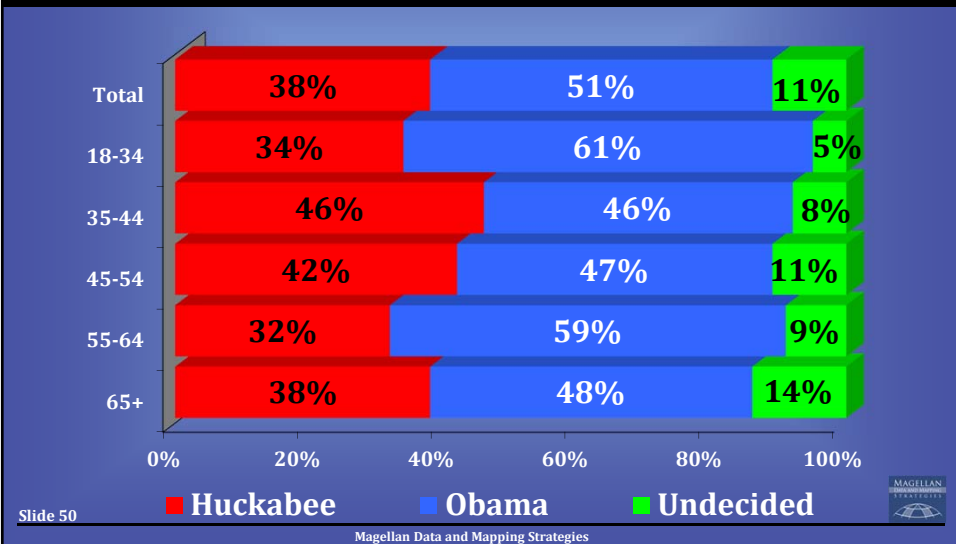
Magellan Data and Mapping Strategies



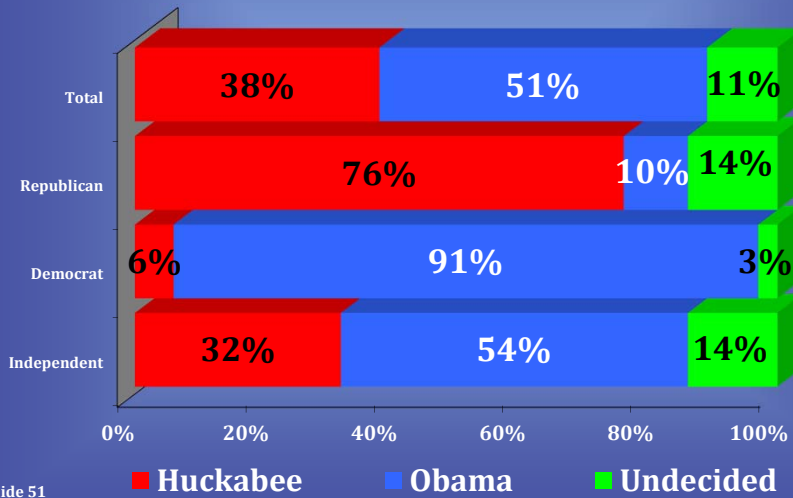
If the election for President was being held today, for whom would you vote if the candidates were Barack Obama, Democrat, and Mike Huckabee, Republican? (By Gender)



If the election for President was being held today, for whom would you vote if the candidates were Barack Obama, Democrat, and Mike Huckabee, Republican? (By Age)



If the election for President was being held today, for whom would you vote if the candidates were Barack Obama, Democrat, and Mike Huckabee, Republican? (By Party)



Slide 51

Magellan Data and Mapping Strategies



MAGELLAN
DATA AND MAPPING
STRATEGIES

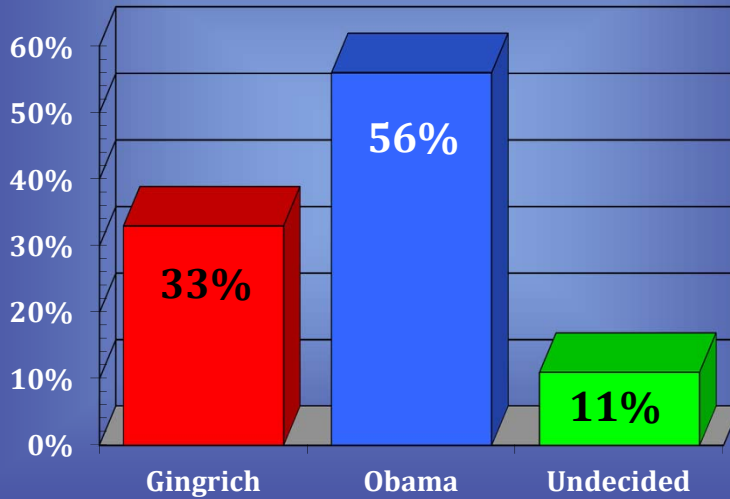


Obama vs. Gingrich Ballot Test

Slide 52

Magellan Data and Mapping Strategies

If the election for President was being held today, for whom would you vote if the candidates were Barack Obama, Democrat, and Newt Gingrich, Republican?

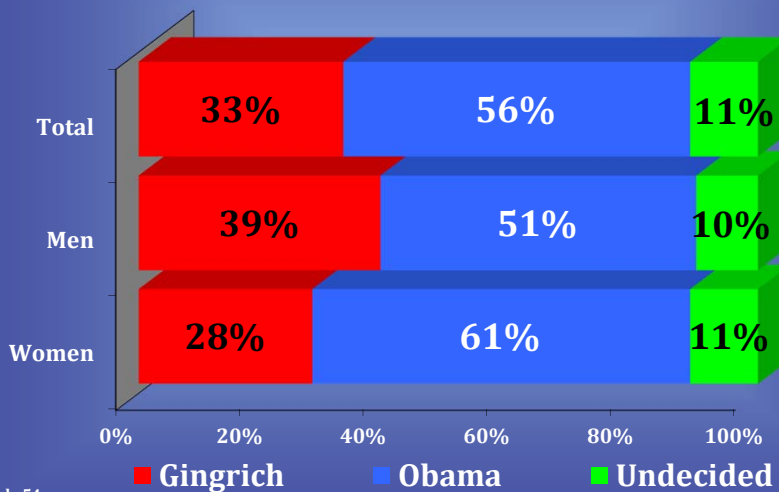


Slide 53

Magellan Data and Mapping Strategies



If the election for President was being held today, for whom would you vote if the candidates were Barack Obama, Democrat, and Newt Gingrich, Republican? (By Gender)

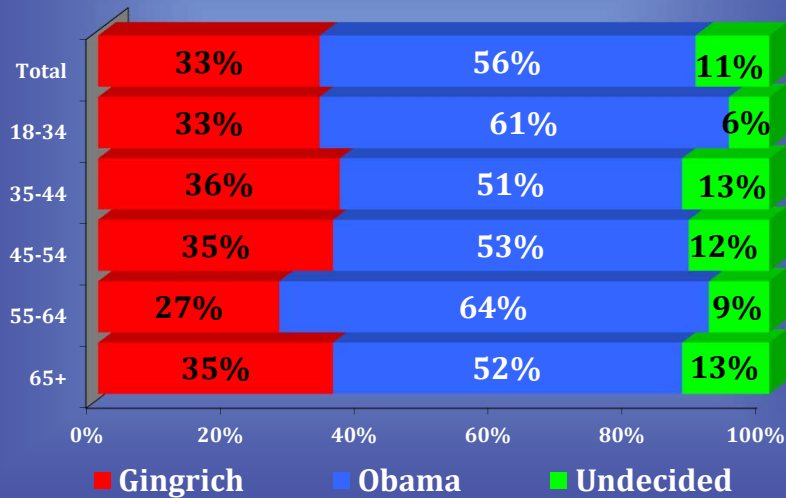


Slide 54

Magellan Data and Mapping Strategies



If the election for President was being held today, for whom would you vote if the candidates were Barack Obama, Democrat, and Newt Gingrich, Republican? (By Age)

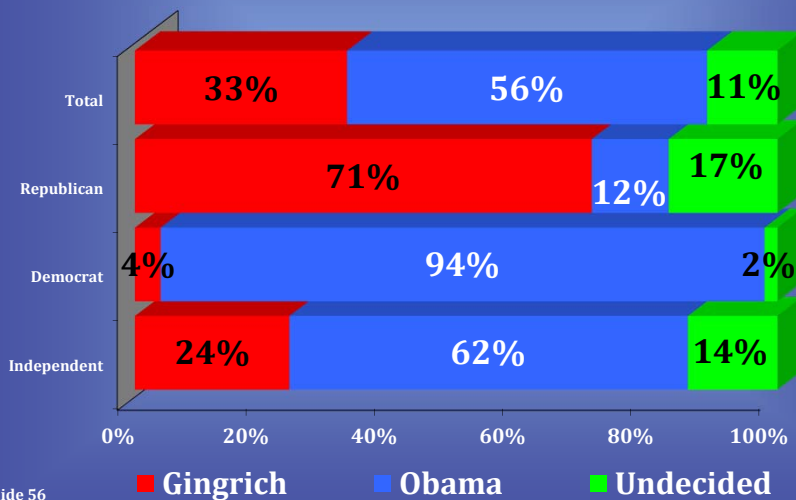


Slide 55

Magellan Data and Mapping Strategies



If the election for President was being held today, for whom would you vote if the candidates were Barack Obama, Democrat, and Newt Gingrich, Republican? (By Party)



Slide 56

Magellan Data and Mapping Strategies



MAGELLAN
DATA AND MAPPING
STRATEGIES

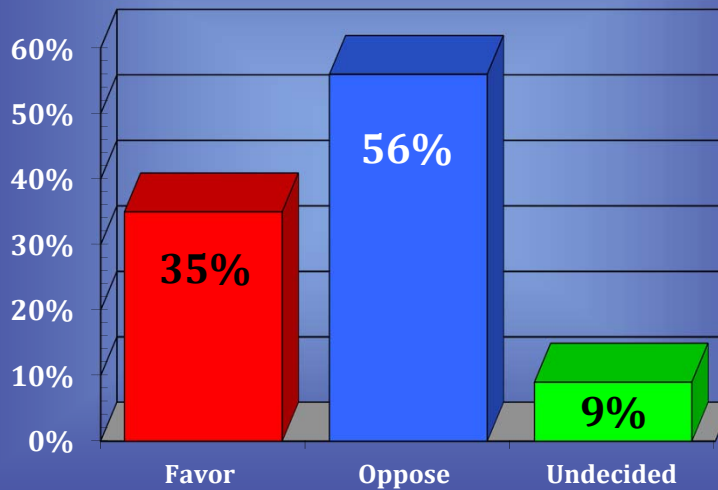


Voter Opinion of Repealing NH Gay Marriage Law

Slide 57

Magellan Data and Mapping Strategies

As you may know, the Governor and the New Hampshire legislature passed a law legalizing gay marriage last year. This year, the legislature has proposed repealing the gay marriage law. Do you favor or oppose repealing the gay marriage law in New Hampshire?

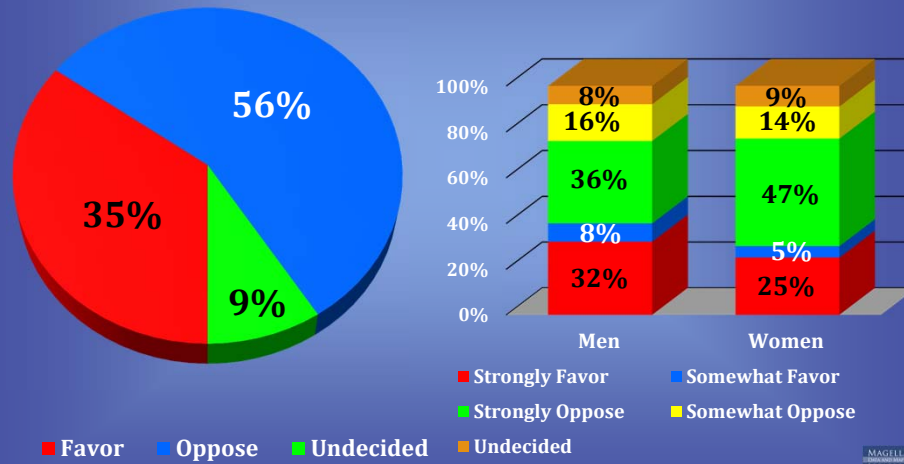


Slide 58

Magellan Data and Mapping Strategies



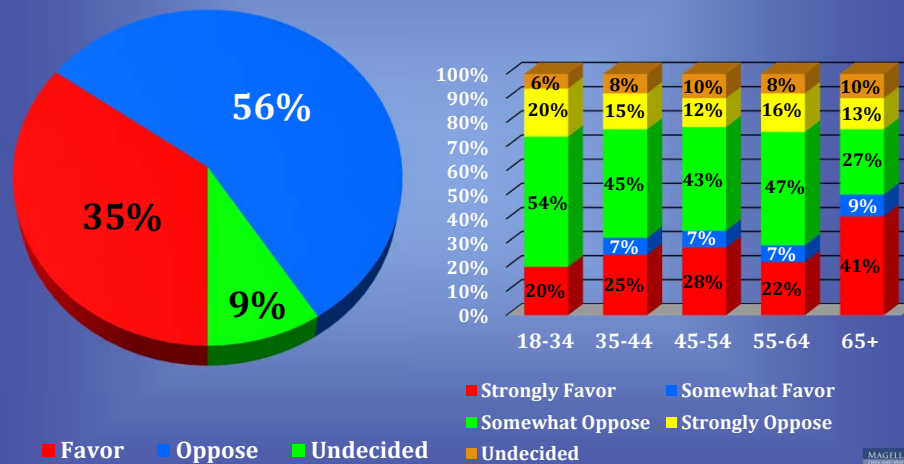
As you may know, the Governor and the New Hampshire legislature passed a law legalizing gay marriage last year. This year, the legislature has proposed repealing the gay marriage law. Do you favor or oppose repealing the gay marriage law in New Hampshire? (By Gender)



Slide 59

Magellan Data and Mapping Strategies

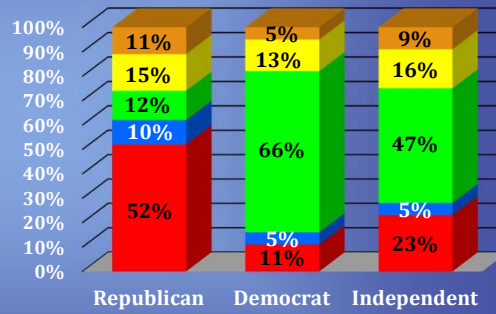
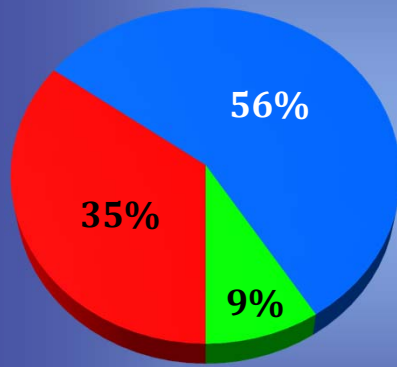
As you may know, the Governor and the New Hampshire legislature passed a law legalizing gay marriage last year. This year, the legislature has proposed repealing the gay marriage law. Do you favor or oppose repealing the gay marriage law in New Hampshire? (By Age)



Slide 60

Magellan Data and Mapping Strategies

As you may know, the Governor and the New Hampshire legislature passed a law legalizing gay marriage last year. This year, the legislature has proposed repealing the gay marriage law. Do you favor or oppose repealing the gay marriage law in New Hampshire? (By Party)



Slide 61

Magellan Data and Mapping Strategies

MAGELLAN
DATA AND MAPPING
STRATEGIES

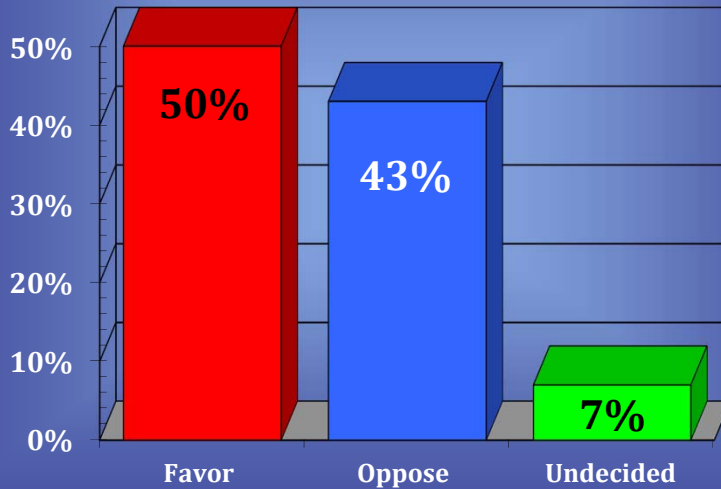


Voter Opinion of Congress Repealing Health Care Law

Slide 62

Magellan Data and Mapping Strategies

As you may know, in 2010 Congress passed legislation to change the health care system, and was signed into law by President Obama. Earlier this year, the new Congress voted to repeal the 2010 health care law. Do you favor or oppose repealing the 2010 health care law?

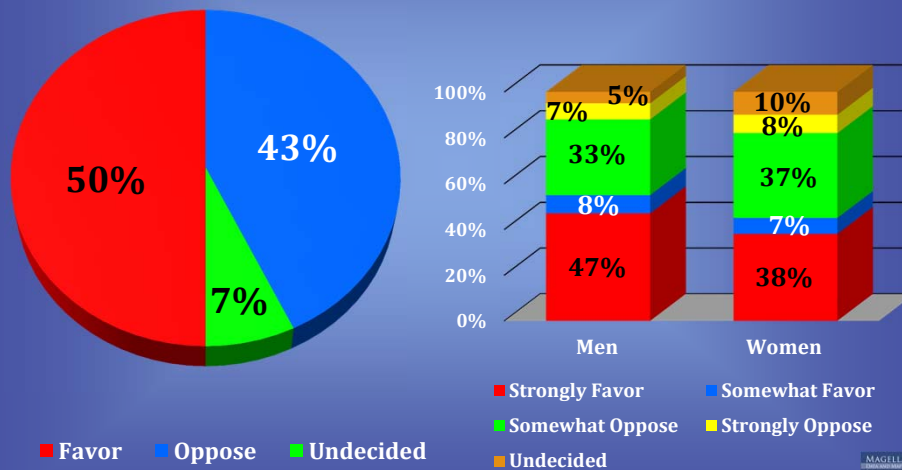


Slide 63

Magellan Data and Mapping Strategies



As you may know, in 2010 Congress passed legislation to change the health care system, and was signed into law by President Obama. Earlier this year, the new Congress voted to repeal the 2010 health care law. Do you favor or oppose repealing the 2010 health care law? (By Gender)

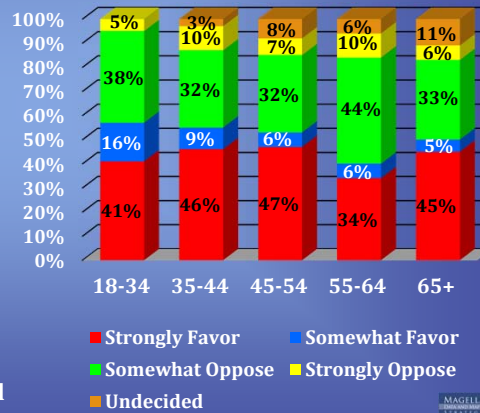
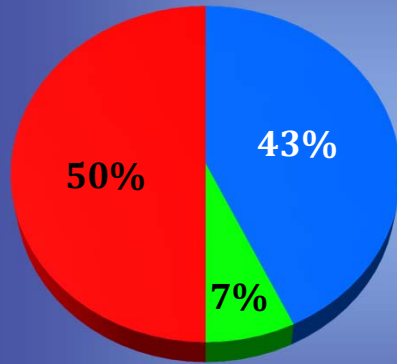


Slide 64

Magellan Data and Mapping Strategies



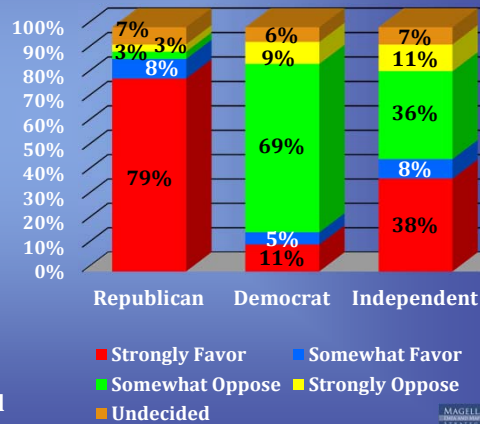
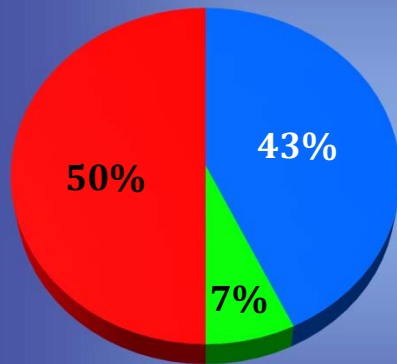
As you may know, in 2010 Congress passed legislation to change the health care system, and was signed into law by President Obama. Earlier this year, the new Congress voted to repeal the 2010 health care law. Do you favor or oppose repealing the 2010 health care law? (By Age)



Slide 65

Magellan Data and Mapping Strategies

As you may know, in 2010 Congress passed legislation to change the health care system, and was signed into law by President Obama. Earlier this year, the new Congress voted to repeal the 2010 health care law. Do you favor or oppose repealing the 2010 health care law? (By Party)



Slide 66

Magellan Data and Mapping Strategies

MAGELLAN DATA AND MAPPING STRATEGIES

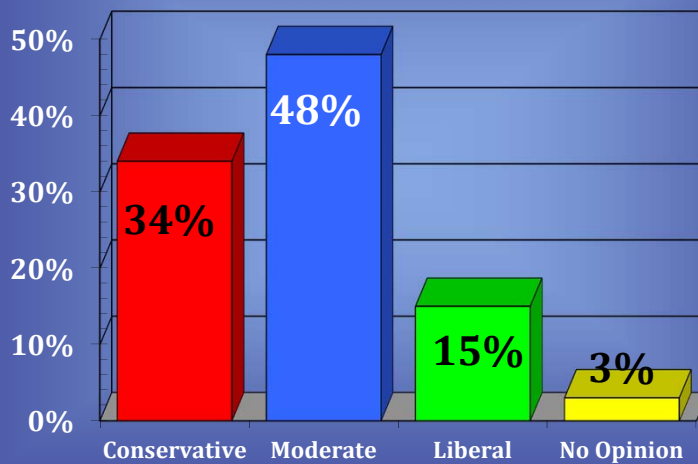


Ideology

Slide 67

Magellan Data and Mapping Strategies

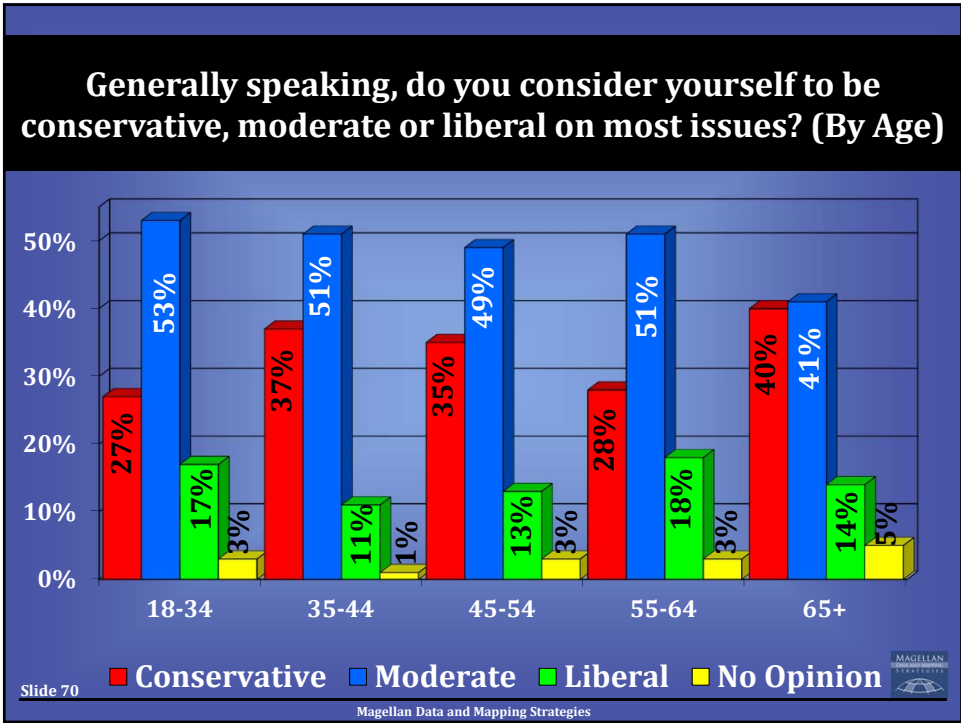
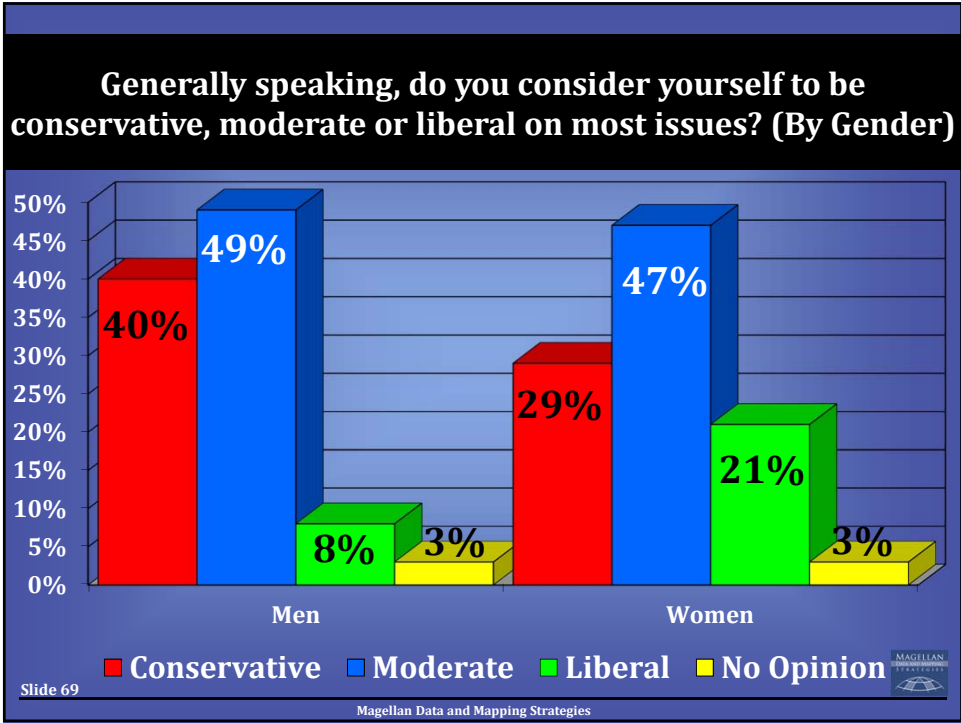
Generally speaking, do you consider yourself to be conservative, moderate or liberal on most issues?



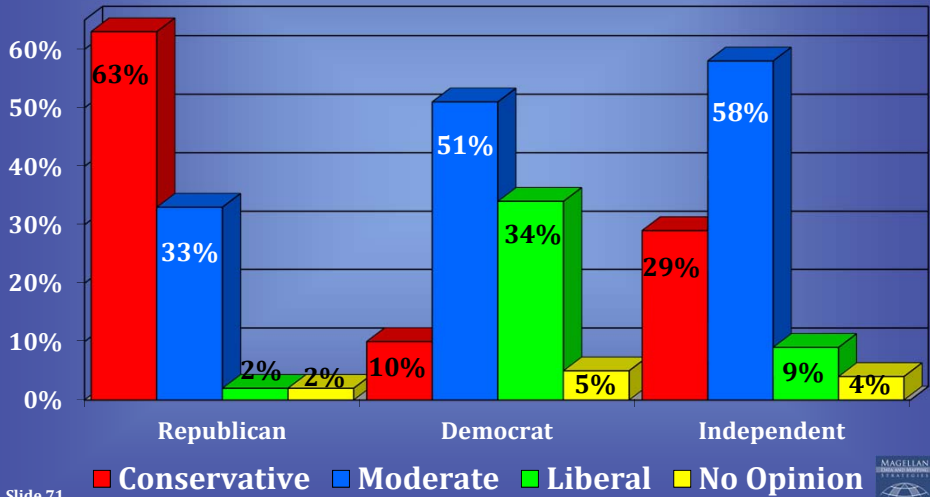
Slide 68

Magellan Data and Mapping Strategies





Generally speaking, do you consider yourself to be conservative, moderate or liberal on most issues? (By Party)



Slide 71

Magellan Data and Mapping Strategies

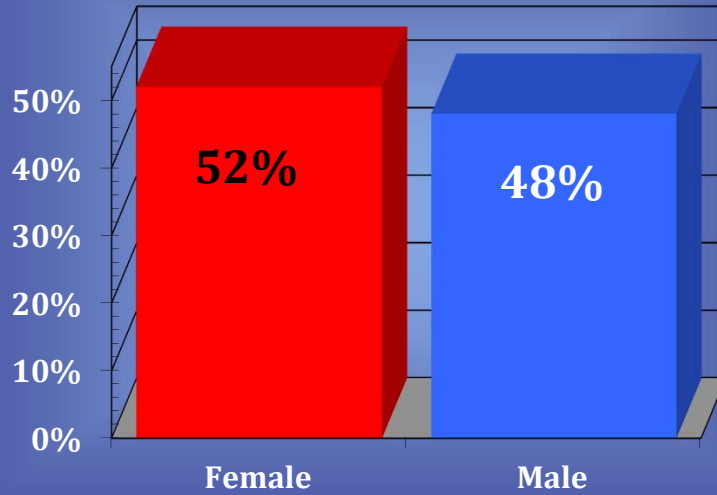


Survey Demographics

Slide 72

Magellan Data and Mapping Strategies

Gender Demographics

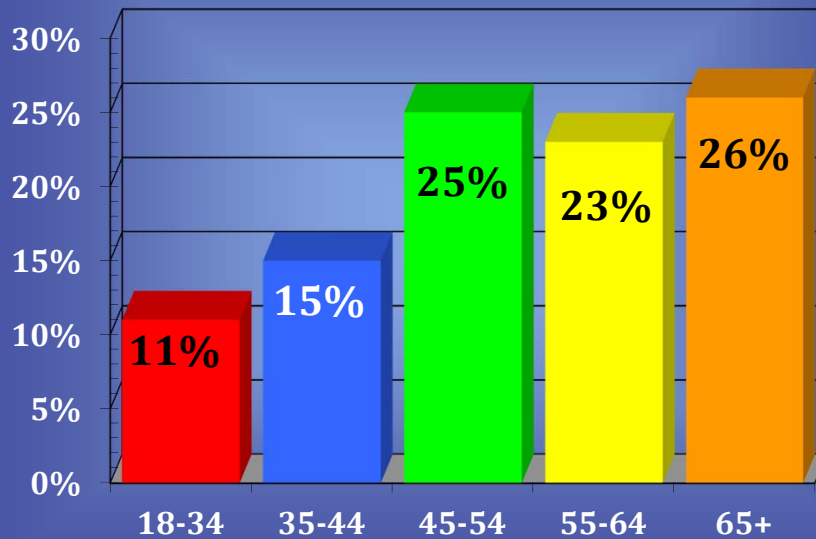


Slide 73

Magellan Data and Mapping Strategies



Age Group Demographics

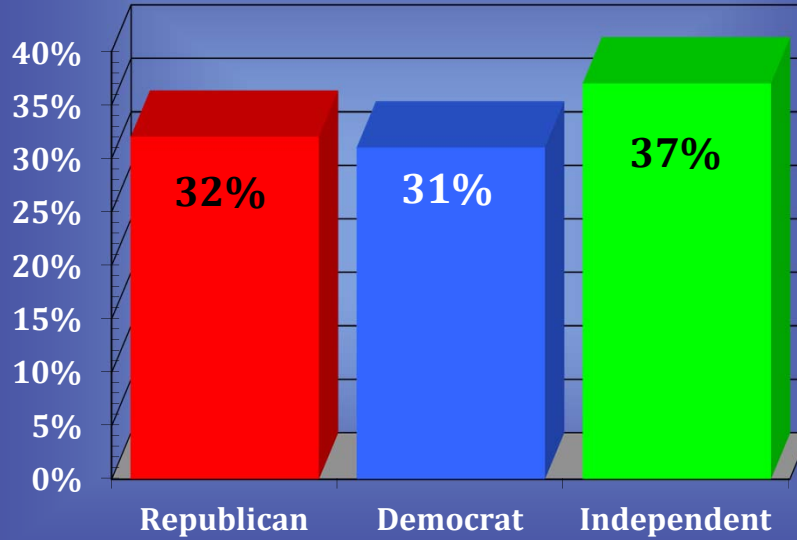


Slide 74

Magellan Data and Mapping Strategies



Party Demographics

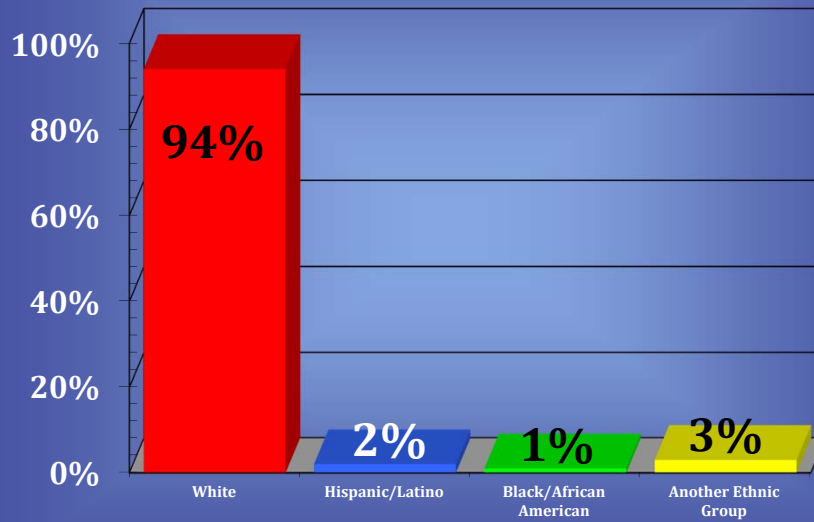


Slide 75

Magellan Data and Mapping Strategies



Race Demographics

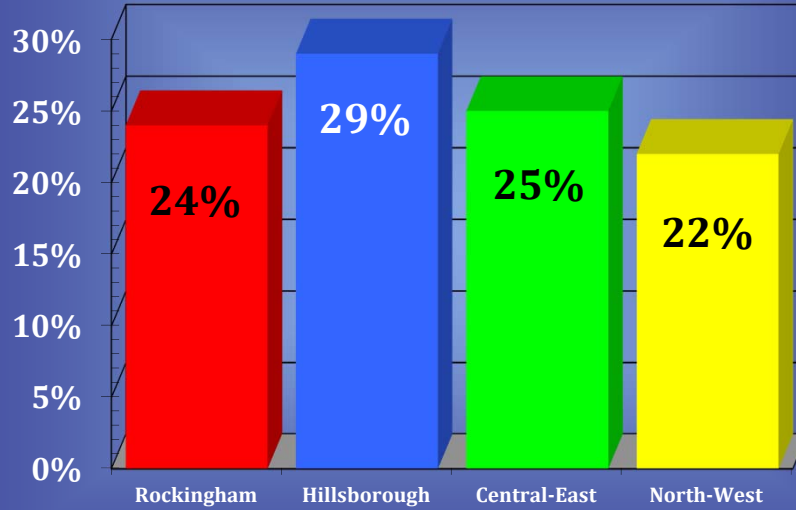


Slide 76

Magellan Data and Mapping Strategies



Region Demographics



Slide 77

Magellan Data and Mapping Strategies

