



**FOR IMMEDIATE RELEASE
INTERVIEWS AND QUESTIONS:**

**February 14, 2011
DAVID FLAHERTY 303-861-8585**

OBAMA LEADS POTENTIAL GOP NOMINEES AMONG LIKELY 2012 NH VOTERS

OBAMA 48%, ROMNEY 44%, UNDECIDED 8%

OBAMA 51%, HUCKABEE 38%, UNDECIDED 11%

OBAMA 57%, PALIN 34%, UNDECIDED 9%

OBAMA 56%, GINGRICH 33%, UNDECIDED 11%

SUPPORT FOR REPEALING NH GAY MARRIAGE LAW: FAVOR 35%, OPPOSE 56%

SUPPORT FOR REPEALING HEALTH CARE LAW: FAVOR 50%, OPPOSE 43%

OBAMA JOB APPROVAL: 50% APPROVE, 44% DISAPPROVE

Louisville, CO – Magellan Data and Mapping Strategies and NHJournal.com today released an autodial survey of 789 likely 2012 general election voters in the state of New Hampshire. The survey included head to head ballot tests of President Obama and four well known, potential 2012 Republican candidates. In all four ballot tests, President Obama’s lead ranges from 4 points to 23 points.

Of the four ballot tests, Mitt Romney shows the most support when matched with President Obama among likely 2012 general election voters. Among all respondents, President Obama leads Mitt Romney, 48% to 44% respectively, and 8% are undecided. The ballot test between Mike Huckabee and President Obama shows the President leading by 13 points, 51% to 38%, and 11% undecided. President Obama leads by 23 points in individual ballot tests with Sarah Palin and Newt Gingrich.

Looking at all four ballot tests by major voter subgroups, we find President Obama in a strong position among women, self-identified moderates and independent voters. All three of these subgroups are significant because each will contribute a sizeable portion to the overall 2012 general election vote. With that said, it should be pointed out that none of the four potential Republican candidates have active campaigns promoting themes and messages to attract likely general election voter support. The following tables show each ballot test by significant voter subgroups. Actual percentages have been rounded to a whole number in each table.

Obama-Romney Ballot Test

<u>Candidate</u>	<u>All Voters</u>	<u>Female Voters</u>	<u>Male Voters</u>	<u>Ind. Voters</u>	<u>Ind Men</u>	<u>Ind WOM</u>	<u>Moderate Voters</u>
Obama Lead	+4	+16	-8	+16	+15	+17	+28
Obama	48%	53%	43%	53%	53%	53%	60%
Romney	44%	37%	51%	37%	38%	36%	32%

Obama-Huckabee Ballot Test

<u>Candidate</u>	<u>All Voters</u>	<u>Female Voters</u>	<u>Male Voters</u>	<u>Ind. Voters</u>	<u>Ind Men</u>	<u>Ind WOM</u>	<u>Moderate Voters</u>
Obama Lead	+13	+22	+4	+22	+25	+19	+39
Obama	51%	55%	47%	54%	57%	52%	64%
Huckabee	38%	33%	43%	32%	32%	33%	25%

Obama-Palin Ballot Test

<u>Candidate</u>	<u>All Voters</u>	<u>Female Voters</u>	<u>Male Voters</u>	<u>Ind. Voters</u>	<u>Ind Men</u>	<u>Ind WOM</u>	<u>Moderate Voters</u>
Obama Lead	+23	+31	+13	+36	+38	+33	+51
Obama	57%	61%	52%	63%	64%	61%	70%
Palin	34%	30%	39%	27%	26%	28%	19%

Obama-Gingrich Ballot Test

<u>Candidate</u>	<u>All Voters</u>	<u>Female Voters</u>	<u>Male Voters</u>	<u>Ind. Voters</u>	<u>Ind Men</u>	<u>Ind WOM</u>	<u>Moderate Voters</u>
Obama Lead	+23	+33	+12	+38	+41	+34	+51
Obama	56%	61%	51%	62%	65%	59%	70%
Gingrich	33%	28%	39%	24%	24%	25%	19%

Candidate Image Ratings

Among the four potential Republican candidates included in the survey, Mitt Romney and Mike Huckabee have the strongest favorable ratings among general election voters, 45% and 42% respectively. Both men also have similar image ratios of 1:1, with Mitt Romney having an image rating of 45% favorable and 44% unfavorable, and Mike Huckabee with an image rating of 42% favorable and 39% unfavorable. Both Sarah Palin and Newt Gingrich have upside down image ratings. Among all voters, 36% have a favorable image of Sarah Palin and 61% have an unfavorable image of her, for a negative image ratio of 1 to 1.7. Newt Gingrich has the lowest favorable rating of the four potential candidates with 29%, and an unfavorable rating of 59%.

<u>Candidate</u>	<u>Total Favorable Opinion</u>	<u>Total Unfavorable Opinion</u>	<u>Very Favorable Opinion</u>	<u>SMWT Favorable Opinion</u>	<u>Very Unfavorable Opinion</u>	<u>SMWT Unfavorable Opinion</u>	<u>No Opinion</u>
Romney	45%	44%	20%	25%	21%	23%	11%
Palin	36%	61%	16%	20%	50%	11%	3%
Huckabee	42%	39%	13%	29%	18%	21%	18%
Gingrich	29%	59%	12%	17%	41%	18%	10%

Majority of Voters Oppose Repealing New Hampshire Gay Marriage Law

“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?”



Among all respondents, 56% oppose repealing New Hampshire’s Gay Marriage law, 35% favor repealing the law, and 9% responded as undecided. The survey finds more intensity among voters that oppose repealing the law compared to those who favor repealing the law, with 41% strongly opposing repeal and 29% strongly favoring repeal. Voter opinion regarding this issue is evident along party lines, with 63% of Republican voters favoring repeal, and 80% of Democrat voters opposing repeal. Among independent voters, 28% favor repealing the law and 63% oppose repeal. The following table displays responses by various voter subgroups.

	All Voters	Female Voters	Male Voters	Dem Voters	GOP Voters	Ind Voters	Moderate Voters	Seniors 65+
Oppose Margin	+21	+31	+10	+65	-37	+35	+54	-8
Total Oppose	56%	61%	51%	80%	26%	63%	72%	41%
Total Favor	35%	30%	41%	15%	63%	28%	18%	49%
Strongly Oppose	41%	47%	36%	66%	12%	47%	52%	27%
Strongly Favor	29%	25%	32%	11%	52%	23%	12%	41%

**Survey results are rounded to a whole number from actual crosstab results.*

Voter Opinion of Repealing Health Care Legislation

“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?”

Among all respondents, 50% favor and 43% oppose repealing the health care law. Men are more in favor of repealing the health care law than women, 55% to 45% respectively. Republican voters are intensely in favor of repealing the health care law, with 79% responding they strongly favor repeal. Independent voters are evenly split on the issue, with 46% favoring repeal and 46% opposing repeal. A clear majority of self-identified moderate voters oppose repealing the health care law, 55%, and 36% favor repeal. The responses by major voting subgroup are below.

	All Voters	Female Voters	Male Voters	Dem Voters	GOP Voters	Ind Voters	Moderate Voters	Seniors 65+
Favor Margin	+7	-1	+15	-62	+82	0	-19	+11
Total Favor	50%	45%	55%	16%	87%	46%	36%	50%
Total Oppose	43%	46%	40%	78%	5%	46%	55%	39%
Strongly Favor	43%	38%	47%	11%	79%	38%	26%	45%
Strongly Oppose	35%	37%	33%	69%	3%	36%	44%	33%

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 voter. The response data was weighted to reflect past general election voting demographics from the 2008 and 2004 election cycles. The 789 interviews were conducted on Wednesday, January 9th and Thursday, January 10th 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 3.49% at the 95 percent confidence interval.

The survey topline results are included in this document along with a map of the polling regions. The survey release, toplines, crosstabs and presentation can be downloaded at www.MagellanStrategies.com under the "Survey Archives" tab on the front page of our website. Any questions regarding this survey should be directed to David Flaherty at 303-861-8585, or dflaherty@magellanstrategies.com.





About Magellan Data and Mapping Strategies

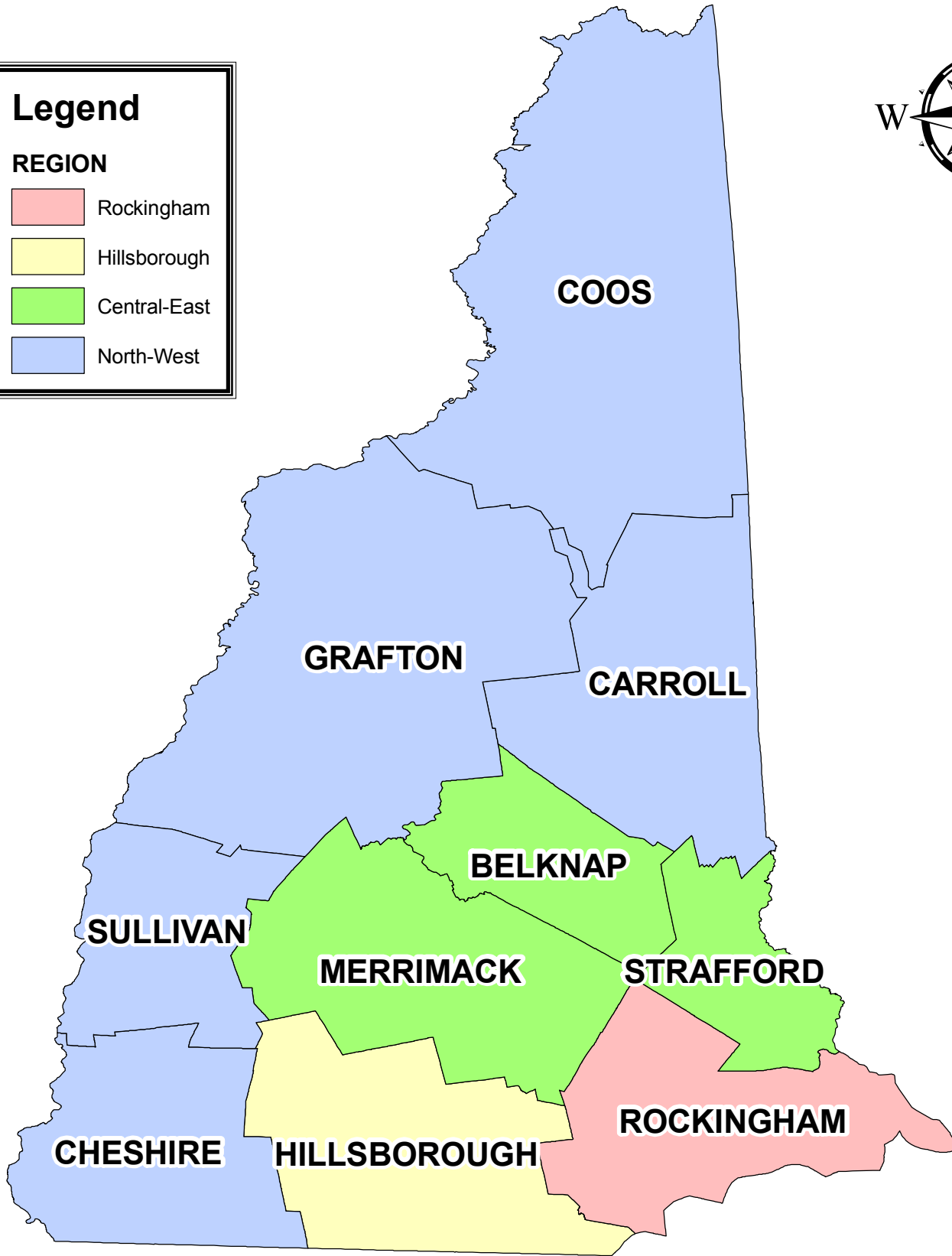
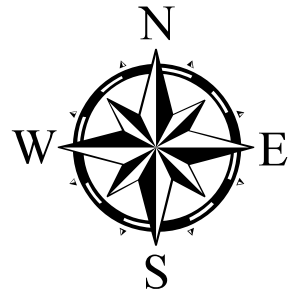
Magellan CEO David Flaherty has extensive experience applying political data and technology gained throughout his 18 year career at the Republican National Committee, the U.S. House of Representatives, and public affairs firms specializing in measuring public opinion. The Magellan Strategies team has extensive experience building voter registration databases, data analysis, demographic analysis, GIS mapping technology, quantitative live and automated survey research, and predictive data modeling, and redistricting technology. Visit our website at MagellanStrategies.com for more information about our firm.



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

Magellan Polling Regions for New Hampshire



February 11, 2011
MEMORANDUM

TO: INTERESTED PARTIES
FR: DAVID FLAHERTY
MAGELLAN DATA AND MAPPING STRATEGIES
RE: NEW HAMPSHIRE 2012 GENERAL ELECTION SURVEY TOPLINE RESULTS

Magellan Data and Mapping Strategies are pleased to present the topline results of a 789N autodial survey of likely general election voters in the state of New Hampshire. The interviews were conducted February 9th - 10th, 2011. This survey has a margin of error of +/- 3.49% at the 95 percent confidence interval. The survey results were weighted based upon voter turnout demographics from the 2008 and 2004 general election cycles.

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

Republican.....	32%
Democrat.....	31%
Independent.....	37%

T2. How likely are you to vote in the 2012 November election for President?

Extremely Likely	95%
Very Likely.....	4%
Somewhat Likely	1%

Thinking now about people active in New Hampshire politics.....

T3. Do you have a favorable or unfavorable opinion of Barack Obama?

Total Favorable..... 52%
Total Unfavorable 44%

Very Favorable 38%
Somewhat Favorable 14%

Very Unfavorable..... 33%
Somewhat Unfavorable..... 11%

No Opinion..... 4%
Name ID 100%
Hard Name ID 96%
Never Heard Of 0%

T4. Do you have a favorable or unfavorable opinion of Mitt Romney?

Total Favorable..... 45%
Total Unfavorable 44%

Very Favorable 20%
Somewhat Favorable 25%

Very Unfavorable..... 21%
Somewhat Unfavorable..... 23%

No Opinion..... 11%
Name ID 100%
Hard Name ID 89%
Never Heard Of 0%



T5. Do you have a favorable or unfavorable opinion of Sarah Palin?

Total Favorable..... 36%
Total Unfavorable 61%

 Very Favorable 16%
 Somewhat Favorable 20%

 Very Unfavorable..... 50%
 Somewhat Unfavorable..... 11%

No Opinion..... 3%
Name ID 100%
Hard Name ID 97%
Never Heard Of 0%

T6. Do you have a favorable or unfavorable opinion of Mike Huckabee?

Total Favorable..... 42%
Total Unfavorable 39%

 Very Favorable 13%
 Somewhat Favorable 29%

 Very Unfavorable..... 18%
 Somewhat Unfavorable..... 21%

No Opinion..... 18%
Name ID 99%
Hard Name ID 81%
Never Heard Of 1%



T7. Do you have a favorable or unfavorable opinion of Newt Gingrich?

Total Favorable.....	29%
Total Unfavorable.....	59%
Very Favorable.....	12%
Somewhat Favorable.....	17%
Very Unfavorable.....	41%
Somewhat Unfavorable.....	18%
No Opinion.....	10%
Name ID.....	99%
Hard Name ID.....	88%
Never Heard Of.....	2%

T8. Do you approve or disapprove of the job Barack Obama is doing as President?

Approve.....	50%
Disapprove.....	44%
No Opinion.....	6%

T9. 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?

Barack Obama.....	48%
Mitt Romney.....	44%
Undecided.....	8%

T10. 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?

Barack Obama.....	57%
Sarah Palin.....	34%
Undecided.....	9%

T11. 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?

Barack Obama.....	51%
Mike Huckabee.....	38%
Undecided.....	11%



T12. 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?

Barack Obama 56%
Newt Gingrich..... 33%
Undecided 11%

T13. 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?

Total Favor 35%
Total Oppose..... 56%

 Strongly Favor 29%
 Somewhat Favor 6%

 Strongly Oppose..... 41%
 Somewhat Oppose 15%

Undecided 9%

T14. 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?

Total Favor 50%
Total Oppose..... 43%

 Strongly Favor 43%
 Somewhat Favor 7%

 Strongly Oppose..... 35%
 Somewhat Oppose 8%

Undecided 7%



T15. Generally speaking, do you consider yourself to be conservative, moderate or liberal on most issues?

Conservative	34%
Moderate	48%
Liberal	15%
No Opinion.....	3%

T16. For statistical purposes, are you a man or a woman?

Female	52%
Male	48%

T17. Which of the following age groups applies to you?

18-34.....	11%
35-44.....	15%
45-54.....	25%
55-64.....	23%
65+	26%

T18. 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%
Hispanic/Latino.....	2%
Black/African American.....	1%

