



November 28, 2011

FOR IMMEDIATE RELEASE

CONTACT: DAVID FLAHERTY 303-861-8585

NEBRASKA 2012 US SENATE GENERAL ELECTION SURVEY RELEASE

BRUNING 45%, NELSON 39%, UNDECIDED 16%

STENBERG 41%, NELSON 40%, UNDECIDED 19%

NELSON 41%, FISCHER 35%, UNDECIDED 24%

HEINEMAN 51%, NELSON 33%, UNDECIDED 16%

OBAMA-GENERIC REPUBLICAN CANDIDATE BALLOT TEST:

GOP CANDIDATE 55%, OBAMA 34%, UNDECIDED 11%

Louisville, CO – Magellan Strategies today released the results of an automated survey of 645 likely 2012 Nebraska general election voters fielded on November 20th and 21st. The survey measured image ratings and ballot tests of incumbent Democrat Senator Ben Nelson, and Republican candidates Jon Bruning, Don Stenberg, and Deb Fischer. The survey also included Republican Governor Dave Heineman, although he announced in November of 2010 that he would not be a candidate for the US Senate in 2012.

Among the three announced Republican candidates tested in the survey, Attorney General Jon Bruning is currently the strongest candidate to face Ben Nelson, with 45% supporting Jon Bruning, 39% supporting Ben Nelson, and 16% of respondents undecided. Looking at the Nelson-Bruning ballot test by gender, we find Jon Bruning leading among male respondents by 14 points, and trailing Ben Nelson by 1 point among female respondents. Among independent voters, Ben Nelson leads Jon Bruning by 9 points. The following table shows the ballot test by voter subgroup.

Nelson-Bruning US Senate Ballot Test by Voter Subgroup*

<u>Candidate</u>	<u>All Voters</u>	<u>Male Voters</u>	<u>Female Voters</u>	<u>Voters 65+</u>	<u>GOP Voters</u>	<u>Dem Voters</u>	<u>Ind. Voters</u>
Bruning Margin	+6	+14	-1	+2	+50	-62	-9
Bruning	45%	50%	41%	44%	67%	12%	37%
Nelson	39%	36%	42%	42%	17%	74%	46%
Undecided	16%	14%	17%	14%	16%	14%	17%

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

Nelson-Stenberg Ballot Test

The Nelson-Stenberg ballot test is a statistical tie, with Don Stenberg leading Ben Nelson by one point, 41% to 40% respectively. Among male voters, Don Stenberg leads Ben Nelson by 12 points, 48% to 36% respectively. Among female voters, Ben Nelson leads Don Stenberg by 7 points, 43% to 36% respectively. Among independent voters, Ben Nelson

has a significant lead of 18 points over Don Stenberg, 48% to 30% respectively. The following table shows the ballot test by voter subgroup.

Nelson-Stenberg US Senate Ballot Test by Voter Subgroup*

Candidate	All Voters	Male Voters	Female Voters	Voters 65+	GOP Voters	Dem Voters	Ind. Voters
Stenberg Margin	+1	+12	-7	-2	+44	-62	-18
Stenberg	41%	48%	36%	39%	62%	11%	30%
Nelson	40%	36%	43%	41%	18%	73%	48%
Undecided	19%	16%	21%	20%	20%	16%	22%

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

Ben Nelson leads State Senator Deb Fischer by 6 points, 41% to 35% respectively. Among female and independent voters, Ben Nelson leads by significant margins. Among female voters, Ben Nelson leads Deb Fisher 44% to 30%, and among independent voters, he leads 53% to 24%. The following table shows the ballot test by voter subgroup.

Nelson-Fischer US Senate Ballot Test by Voter Subgroup*

Candidate	All Voters	Male Voters	Female Voters	Voters 65+	GOP Voters	Dem Voters	Ind. Voters
Nelson Margin	+6	-4	+14	+10	-31	+60	+29
Nelson	41%	37%	44%	40%	20%	71%	53%
Fischer	35%	41%	30%	30%	51%	11%	24%
Undecided	24%	22%	26%	30%	29%	18%	23%

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

The strongest Republican candidate that is not in the US Senate race is Governor Dave Heineman. In this hypothetical matchup, the survey finds Dave Heineman leading Ben Nelson by 18 points, 51% to 33% respectively. Dave Heineman is the only Republican candidate tested that wins a plurality of independent voters. The following table shows the ballot test by voter subgroup.

Nelson-Heineman US Senate Ballot Test by Voter Subgroup*

Candidate	All Voters	Male Voters	Female Voters	Voters 65+	GOP Voters	Dem Voters	Ind. Voters
Heineman Margin	+18	+24	+13	+13	+62	-51	+9
Heineman	51%	57%	47%	47%	74%	18%	39%
Nelson	33%	33%	34%	34%	12%	69%	30%
Undecided	16%	10%	19%	19%	14%	13%	31%

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



Candidate Image Ratings

Among all individuals that were tested in the survey, Dave Heineman has the strongest favorable image ratio of 2.4 to 1, followed by Jon Bruning and Don Stenberg with a 1 to 1 favorable image ratio.

Nebraska US Senate Candidate Image Ratings*

<u>Candidate</u>	<u>Favorable Opinion</u>	<u>Unfavorable Opinion</u>	<u>No Opinion</u>	<u>Never Heard Of</u>	<u>Fav. Image Ratio</u>
Heineman	61%	25%	12%	2%	2.4 to 1
Bruning	35%	34%	25%	6%	1 to 1
Stenberg	30%	34%	27%	9%	0.9 to 1
Fischer	17%	21%	33%	29%	0.8 to 1
Nelson	36%	51%	12%	1%	0.7 to 1

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

Obama- Generic Republican Candidate Ballot Test

The Obama-Generic Republican ballot test shows "the Republican Party's candidate" leading Barack Obama, 55% to 34%. The following table shows the ballot test by voter subgroup.

<u>Candidate</u>	<u>All Voters</u>	<u>Male Voters</u>	<u>Female Voters</u>	<u>Voters 65+</u>	<u>GOP Voters</u>	<u>Dem Voters</u>	<u>Ind. Voters</u>
Republican Margin	+21	+31	+15	+21	+71	-57	+17
Rep. Cand.	55%	61%	51%	53%	81%	16%	48%
Obama	34%	30%	36%	32%	10%	73%	31%
Undecided	11%	9%	13%	15%	9%	11%	21%

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

Survey Commissioned By

Magellan Strategies fielded this survey with their own resources and does not have a business relationship with any campaign, committee, or organization that may have an interest in the 2012 Nebraska US Senate election.

Survey Methodology

This survey was conducted using an automated voice recording phone interview method. The landline sample used for this survey was randomly drawn from a Nebraska voter file. The survey response data was weighted based upon past Nebraska general election voting demographics. The 645 interviews were conducted on November 20th and 21st, 2011. Three attempts were made to interview each household in the sample. This survey has a margin of error of 3.86% at the 95 percent confidence interval.

The survey topline results are included in this document. The survey press release, topline, crosstabs and presentation can be downloaded at MagellanStrategies.com in 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 Strategies

Magellan Strategies offers a wide array of political data products and services to Republican political candidates and organizations. Our services include live, automated and online survey research, modeling, microtargeting and predictive analytics, enhanced voter registration databases, voter data analysis, demographic analysis, mapping, and redistricting data and technology consulting. Visit our website at MagellanStrategies.com for more information about our firm.





November 28, 2011

MEMORANDUM

TO: INTERESTED PARTIES

FR: DAVID FLAHERTY

MAGELLAN STRATEGIES

RE: NEBRASKA 2012 US SENATE GENERAL ELECTION SURVEY TOPLINE RESULTS

Magellan Strategies are pleased to present the topline results of a 645N autodial survey of likely general election voters in the state of Nebraska. The interviews were conducted November 20th – 21st, 2011. This survey has a margin of error of +/- 3.86% at the 95 percent confidence interval. The survey results are weighted based upon past general election voter turnout demographics.

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

Republican.....	55%
Democrat	34%
Independent.....	11%

T2. How likely are you to vote in the 2012 November elections for President, the United States Senate and Congress?

Extremely Likely.....	91%
Very Likely	6%
Somewhat Likely	3%

T3. Do you have a favorable or unfavorable opinion of Ben Nelson?

Favorable 36%
Unfavorable 51%
No Opinion 12%

Name ID 99%
Hard Name ID 87%
Never Heard Of 1%

T4. Do you have a favorable or unfavorable opinion of Jon Bruning?

Favorable 35%
Unfavorable 34%
No Opinion 25%

Name ID 94%
Hard Name ID 69%
Never Heard Of 6%

T5. Do you have a favorable or unfavorable opinion of Don Stenberg?

Favorable 30%
Unfavorable 34%
No Opinion 27%

Name ID 91%
Hard Name ID 64%
Never Heard Of 9%

T6. Do you have a favorable or unfavorable opinion of Deb Fischer?

Favorable 17%
Unfavorable 21%
No Opinion 33%

Name ID 71%
Hard Name ID 38%
Never Heard Of 29%



T7. Do you have a favorable or unfavorable opinion of Dave Heineman?

Favorable 61%
Unfavorable 25%
No Opinion 12%

Name ID 98%
Hard Name ID 86%
Never Heard Of 2%

T8. If the 2012 election for the United States Senate was being held today, for whom would you vote if the candidates were Ben Nelson, Democrat or Jon Bruning, Republican?

Jon Bruning 45%
Ben Nelson 39%
Undecided 16%

Definitely Jon Bruning 27%
Probably Jon Bruning 18%

Definitely Ben Nelson 30%
Probably Ben Nelson 9%

T9. If the 2012 election for the United States Senate was being held today, for whom would you vote if the candidates were Ben Nelson, Democrat or Don Stenberg, Republican?

Don Stenberg 41%
Ben Nelson 40%
Undecided 19%

Definitely Don Stenberg 25%
Probably Don Stenberg 16%

Definitely Ben Nelson 32%
Probably Ben Nelson 8%



T10. If the 2012 election for the United States Senate was being held today, for whom would you vote if the candidates were Ben Nelson, Democrat or Deb Fischer, Republican?

Ben Nelson	41%
Deb Fischer	35%
Undecided.....	24%
Definitely Ben Nelson.....	32%
Probably Ben Nelson	9%
Definitely Deb Fischer.....	19%
Probably Deb Fischer	16%

T11. If the 2012 election for the United States Senate was being held today, for whom would you vote if the candidates were Ben Nelson, Democrat or Dave Heineman, Republican?

Dave Heineman	51%
Ben Nelson	33%
Undecided.....	16%
Definitely Dave Heineman.....	42%
Probably Dave Heineman	9%
Definitely Ben Nelson.....	28%
Probably Ben Nelson	5%

T12. If the 2012 election for President was being held today, for whom would you vote if the candidates were Barack Obama, Democrat or the Republican Party's candidate?

Republican Party's candidate	55%
Barack Obama.....	34%
Undecided.....	11%
Definitely Republican Party's candidate.....	47%
Probably Republican Party's candidate.....	8%
Definitely Barack Obama	29%
Probably Barack Obama.....	5%



T13. For statistical purposes, are you a man or a woman?

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

T14. Which of the following age groups applies to you?

18-34..... 17%
35-44..... 16%
45-54..... 23%
55-64..... 20%
65+..... 24%

T15. 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 belong to another ethnic group.

White 93%
Hispanic/Latino 2%
Black/African American..... 3%
Another ethnic group 2%

Survey Methodology

This survey was conducted using automated telephone touch tone technology. The survey used a stratified random sample from a Nebraska voter file. The survey response data was slightly weighted based upon demographics of past general elections. The 645 interviews were conducted on November 20th – 21st, 2011. Three attempts were made to interview each household in the sample. This survey has a margin of error of 3.86% at the 95 percent confidence interval.

