



**November 22, 2011**

**MEMORANDUM**

**TO: INTERESTED PARTIES**  
**FR: DAVID FLAHERTY**  
**MAGELLAN STRATEGIES**  
**RE: NEBRASKA 2012 US SENATE GENERAL ELECTION SURVEY TOPLINE RESULTS**

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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 20<sup>th</sup> – 21<sup>st</sup>, 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.

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

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

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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%

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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%

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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%

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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%

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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%

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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%

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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%

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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%

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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%

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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%

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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%

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

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

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

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

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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%

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**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 20<sup>th</sup> – 21<sup>st</sup>, 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.

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