



January 15, 2012

FOR IMMEDIATE RELEASE

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NEBRASKA US SENATE GENERAL ELECTION SURVEY RELEASE

BRUNING 51%, KERREY 40%, UNDECIDED 9%

STENBERG 47%, KERREY 39%, UNDECIDED 14%

OBAMA-GENERIC REPUBLICAN CANDIDATE BALLOT TEST:

GOP CANDIDATE 59%, OBAMA 33%, UNDECIDED 8%

Louisville, CO – Magellan Strategies today released the results of an automated survey of 675 likely Nebraska general election voters. The survey was fielded on January 10th and 11th, and has a margin of error of 3.77% at the 95 percent confidence interval. The survey looks at the strength of former Democrat Senator Bob Kerrey in ballot tests with Attorney General Jon Bruning and Treasurer Don Stenberg. The survey also includes ballot tests of potential Democrat candidates State Representative Steve Lathrop, and former Lt. Governor Kim Robak.

Bob Kerrey's high water mark of support is 40% in ballot tests that include Jon Bruning and Don Stenberg. Among all respondents, 43% have a favorable opinion of Bob Kerrey, 43% have an unfavorable opinion of him, and 11% have no opinion. At this time, regardless of who Bob Kerrey runs against, he trails both Republican candidates.

Bruning-Kerrey Ballot Test

In the Bruning-Kerrey ballot test, Jon Bruning leads Bob Kerrey by 11 points, 51% to 40% respectively. Among male voters, Jon Bruning leads Bob Kerrey by 23 points, 57% to 34% respectively. Among female voters, it is a statistical tie with Bob Kerrey leading Jon Bruning by one point, 46% to 45%. Among independent voters, Bob Kerrey leads Jon Bruning by 11 points, 49% to 38% respectively.

Stenberg-Kerrey Ballot Test

In the Stenberg-Kerrey ballot test, Don Stenberg leads Bob Kerrey by 8 points, 47% to 39% respectively. Among male voters, Don Stenberg leads Bob Kerrey 54% to 36%. Among female voters, it is again a statistical tie with Bob Kerrey leading Don Stenberg by two points, 43% to 41% respectively. Among independent voters, Bob Kerrey leads Don Stenberg by 4 points, 44% to 40% respectively.

Other Ballot Test Results

Other potential Democrat candidates tested in the survey were Steve Lathrop and Kim Robak. In the Bruning-Lathrop ballot test, Jon Bruning leads Steve Lathrop by 23 points, 52% to 29% respectively. In the Bruning-Robak ballot test, Jon Bruning leads Kim Robak by 17 points, 51% to 34% respectively. In the Stenberg-Lathrop ballot test, Don Stenberg

leads Steve Lathrop by 25 points, 52% to 27% respectively. In the Stenberg-Robak ballot test, Don Stenberg leads Kim Robak by 18 points, 50% to 32% respectively.

Candidate Image Ratings

Among all individuals that were tested in the survey, Kim Robak has the strongest favorable image ratio of 1.4 to 1, followed by Jon Bruning with 1.1 to 1.

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>
Robak	22%	16%	37%	25%	1.4 to 1
Bruning	36%	33%	25%	6%	1.1 to 1
Kerrey	43%	43%	11%	3%	1 to 1
Stenberg	33%	34%	26%	7%	1 to 1
Lathrop	9%	19%	35%	37%	0.5 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, 59% to 33%. 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	+26	+39	+15	+16	+86	-67	+11
Rep. Cand.	59%	64%	54%	54%	90%	13%	44%
Obama	33%	25%	39%	38%	4%	80%	33%
Undecided	8%	11%	7%	8%	6%	7%	23%

**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 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 675 interviews were conducted on January 10th and 11th, 2012. Three attempts were made to interview each household in the sample. This survey has a margin of error of 3.77% 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.





January 12, 2012

MEMORANDUM

TO: INTERESTED PARTIES

FR: DAVID FLAHERTY

MAGELLAN STRATEGIES

RE: NEBRASKA US SENATE GENERAL ELECTION SURVEY TOPLINE RESULTS

Magellan Strategies are pleased to present the topline results of a 675N autodial survey of likely general election voters in the state of Nebraska. The interviews were conducted January 10th - 11th, 2012. This survey has a margin of error of +/- 3.77% 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 November election for President, the United States Senate and Congress?

Extremely Likely	93%
Very Likely.....	4%
Somewhat Likely	3%

T3. Do you have a favorable or unfavorable opinion of Jon Bruning?

Favorable	36%
Unfavorable.....	33%
No Opinion.....	25%

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

T4. Do you have a favorable or unfavorable opinion of Don Stenberg?

Favorable 33%
Unfavorable..... 34%
No Opinion..... 26%

Name ID 93%
Hard Name ID 67%
Never Heard Of 7%

T5. Do you have a favorable or unfavorable opinion of Bob Kerrey?

Favorable 43%
Unfavorable..... 43%
No Opinion..... 11%

Name ID 97%
Hard Name ID 86%
Never Heard Of 3%

T6. Do you have a favorable or unfavorable opinion of Steve Lathrop?

Favorable 9%
Unfavorable..... 19%
No Opinion..... 35%

Name ID 63%
Hard Name ID 28%
Never Heard Of 37%

T7. Do you have a favorable or unfavorable opinion of Kim Robak?

Favorable 22%
Unfavorable..... 16%
No Opinion..... 37%

Name ID 75%
Hard Name ID 38%
Never Heard Of 25%



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

Approve 33%
Disapprove 60%
Unsure/No Opinion..... 7%

T9. If the election for the United States Senate was being held today, for whom would you vote if the candidates were Bob Kerrey, Democrat or Jon Bruning, Republican?

Jon Bruning..... 51%
Bob Kerrey..... 40%
Undecided 9%

Definitely Jon Bruning..... 31%
Probably Jon Bruning 20%

Definitely Bob Kerrey 32%
Probably Bob Kerrey 8%

T10. If the election for the United States Senate was being held today, for whom would you vote if the candidates were Steve Lathrop, Democrat or Jon Bruning, Republican?

Jon Bruning..... 52%
Steve Lathrop 29%
Undecided 19%

Definitely Jon Bruning..... 35%
Probably Jon Bruning 17%

Definitely Steve Lathrop..... 18%
Probably Steve Lathrop 11%



T11. If the election for the United States Senate was being held today, for whom would you vote if the candidates were Kim Robak, Democrat or Jon Bruning, Republican?

Jon Bruning.....	51%
Kim Robak.....	34%
Undecided	15%
Definitely Jon Bruning.....	36%
Probably Jon Bruning	15%
Definitely Kim Robak.....	23%
Probably Kim Robak.....	11%

T12. If the election for the United States Senate was being held today, for whom would you vote if the candidates were Bob Kerrey, Democrat or Don Stenberg, Republican?

Don Stenberg	47%
Bob Kerrey.....	39%
Undecided	14%
Definitely Don Stenberg	34%
Probably Don Stenberg.....	13%
Definitely Bob Kerrey	33%
Probably Bob Kerrey	6%

T13. If the election for the United States Senate was being held today, for whom would you vote if the candidates were Steve Lathrop, Democrat or Don Stenberg, Republican?

Don Stenberg	52%
Steve Lathrop	27%
Undecided	21%
Definitely Don Stenberg	34%
Probably Don Stenberg.....	18%
Definitely Steve Lathrop.....	18%
Probably Steve Lathrop	9%



T14. If the election for the United States Senate was being held today, for whom would you vote if the candidates were Kim Robak, Democrat or Don Stenberg, Republican?

Don Stenberg	50%
Kim Robak.....	32%
Undecided	18%
Definitely Don Stenberg	31%
Probably Don Stenberg.....	19%
Definitely Kim Robak.....	24%
Probably Kim Robak.....	8%

T15. If the 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.....	59%
Barack Obama	33%
Undecided	8%
Definitely Republican Party's candidate	50%
Probably Republican Party's candidate	9%
Definitely Barack Obama	29%
Probably Barack Obama.....	4%

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

Female	55%
Male	45%

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

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



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 belong to another ethnic group.

White.....	89%
Hispanic/Latino.....	3%
Black/African American.....	4%
Another ethnic group	4%

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 675 interviews were conducted on January 10th - 11th, 2012. Three attempts were made to interview each household in the sample. This survey has a margin of error of 3.77% at the 95 percent confidence interval.

