



**FOR IMMEDIATE RELEASE
INTERVIEWS AND QUESTIONS:**

**May 28, 2010
DAVID FLAHERTY 303-861-8585**

AYOTTE LEADS BINNIE BY 9, 38% TO 29%, LAMONTAGNE WITH 9%, BENDER WITH 4% IN NEW HAMPSHIRE GOP NOMINATION FOR US SENATE

2012 PRESIDENTIAL BALLOT HAS ROMNEY WITH 40%, GINGRICH 16%, PALIN 11%, HUCKABEE 10%, PAWLENTY AND PAUL 5%

Louisville, CO – In the New Hampshire contest for the Republican US Senate nomination, Kelly Ayotte leads Bill Binnie by 9 points, 38% to 29%. Ovide Lamontagne has 9%, Jim Bender with 4%, “another candidate” has 4% and 15% are undecided. These results are from an automated survey of 505 interviews of likely Republican primary voters and Independent voters that intend to vote in the September Republican primary.

In comparison to our last New Hampshire survey on February 4th, Kelly Ayotte has slightly improved among registered Republican voters by 4 points, from 37% to 41%, and Bill Binnie has improved by 6 points, from 23% to 29%. Ovide Lamontagne has declined by 3 points, from 12% to 9%, and the percentage of undecided voters has declined from 28% to 15%. Unlike our February survey, this time we decided to screen for independent voters that intend to vote in the Republican primary.

The ballot test among independent voters shows a much closer race, with Kelly Ayotte and Bill Binnie tied with 32%, Ovide Lamontagne with 11%, Jim Bender with 6%, 7% for “another candidate” and 13% undecided. Our study of past primary voting demographics from the 2002, 2004 and 2006 election cycles finds a Republican to independent voter ratio of 2:1, or 66% to 33%. The following tables show the ballot test by voter subgroup and region.

US Senate Republican Primary Ballot Test

<u>Candidate</u>	<u>All Voters</u>	<u>GOP Voters</u>	<u>Ind Voters</u>	<u>All Men</u>	<u>All WOM</u>	<u>GOP Men</u>	<u>GOP WOM</u>	<u>Seniors 65+</u>
Ayotte Lead	+9	+13	0	+5	+11	+10	+14	+20
Ayotte	38%	41%	32%	36%	39%	40%	41%	46%
Binnie	29%	28%	32%	31%	28%	30%	27%	26%
Lamontagne	9%	9%	11%	11%	8%	10%	8%	10%
Bender	4%	4%	6%	5%	4%	5%	3%	3%
Other	4%	3%	7%	4%	5%	2%	4%	4%
Undecided	16%	16%	13%	13%	17%	14%	18%	12%

US Senate Republican Primary Ballot Test by Region

<u>Candidate</u>	<u>All Voters</u>	<u>Rockingham Voters</u>	<u>Hillsborough Voters</u>	<u>Merrimack-Belknap-Strafford</u>	<u>Northern & Western Counties</u>
Ayotte Lead	+9	+2	+7	+13	+11
Ayotte	38%	36%	36%	43%	36%
Binnie	29%	34%	29%	30%	25%
Lamontagne	9%	7%	14%	9%	7%
Bender	4%	4%	6%	4%	4%
Other	4%	5%	3%	2%	6%
Undecided	16%	14%	12%	12%	22%

A map of the polling regions are included in this release on page 4.

Republican Primary Candidate Image Ratings

Looking at the image ratings of the candidates, we find little difference between Kelly Ayotte and Bill Binnie. Both candidates are well known with Kelly Ayotte having name recognition of 93% and Bill Binnie having name recognition of 95%. Image ratings are very strong for both candidates. Kelly Ayotte’s image rating is 57% favorable, 16% unfavorable, and 20% have no opinion of her. Bill Binnie’s image rating is 52% favorable, 14% unfavorable and 30% have no opinion of him. The other two candidates in the race are not as well known, nor do voters have strong opinions of either candidate. Forty percent of voters have no opinion of Ovide Lamontagne and 45% have no opinion of Jim Bender. What is clear from the image ratings of the candidates is that no candidate has any strong negatives at the present time.

Very Early Observations of the 2012 Presidential Primary Ballot Test

Looking at the 2012 Republican Presidential primary ballot test, Mitt Romney is the preferred candidate by 40% of respondents, followed by Newt Gingrich with 16%, and Sarah Palin and Mike Huckabee in a close tie for third with 11% and 10% respectively. What is very interesting about the subgroups aggregates is the majority of Ron Paul’s support is coming from the likely independent primary voters, not Republican voters. It is also interesting to see the difference in Mike Huckabee’s support of Republican men (4%) and Republican women (13%).

<u>Candidate</u>	<u>All Voters</u>	<u>GOP Voters</u>	<u>Ind Voters</u>	<u>All Men</u>	<u>All Wom</u>	<u>GOP Men</u>	<u>GOP Wom</u>	<u>Seniors 65+</u>
Romney	40%	41%	37%	40%	40%	43%	40%	41%
Gingrich	16%	17%	14%	18%	13%	19%	15%	20%
Palin	11%	10%	12%	10%	12%	10%	10%	8%
Huckabee	10%	9%	13%	8%	12%	4%	13%	7%
Paul	6%	4%	9%	7%	4%	5%	2%	4%
Pawlenty	5%	6%	2%	5%	4%	7%	5%	4%
Other	5%	5%	5%	6%	4%	5%	5%	6%
Santorum	2%	1%	3%	2%	2%	1%	2%	2%
Undecided	6%	8%	4%	6%	9%	7%	9%	9%



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 Republican or Independent voter. The response data was weighted to reflect past Republican primary voting demographics from the 2006, 2004 and 2002 election cycles. The 505 interviews were conducted on Tuesday night, May 25th. This survey has a margin of error of 4.4% at the 95 percent confidence interval.

The survey topline results are included in this document along with a map of the polling regions. This release, survey crosstabs and presentation can be downloaded from our website under the "Survey Archives" tab at www.MagellanStrategies.com. 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

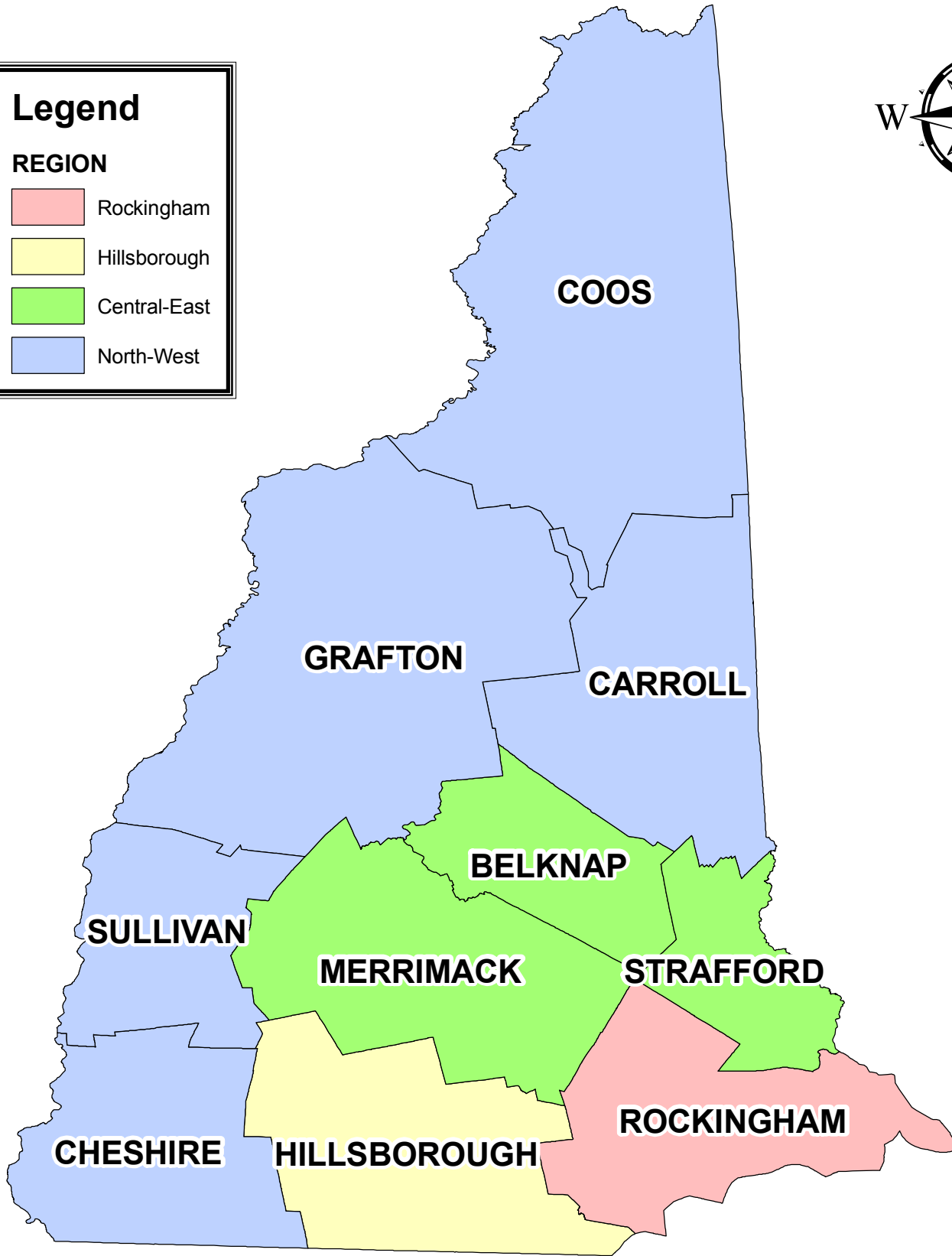
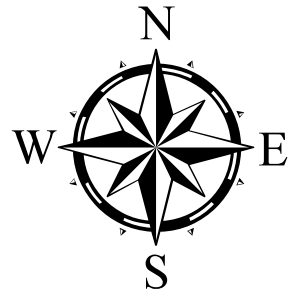
Magellan CEO David Flaherty has extensive experience applying political data and technology gained throughout his 18 year career at the Republican National Committee, the U.S. House of Representatives, and public affairs firms specializing in measuring public opinion. The Magellan Strategies team has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



May 28th, 2010
MEMORANDUM

TO: INTERESTED PARTIES
FR: DAVID FLAHERTY
MAGELLAN DATA AND MAPPING STRATEGIES
RE: NEW HAMPSHIRE REPUBLICAN PRIMARY SURVEY TOPLINE RESULTS

Magellan Data and Mapping Strategies are pleased to present the topline results of a 505N autodial survey of likely Republican primary voters and independent voters that are likely to vote in the September Republican primary in the state of New Hampshire. The interviews were conducted May 25th, 2010. This survey has a margin of error of +/- 4.4% at the 95 percent confidence interval. This survey was weighted based upon Republican primary voter turnout demographics from the 2006, 2004, and 2002 election cycles.

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

Republican..... 66%
Independent..... 34%

T2. As you may know, independent voters in New Hampshire can vote in the upcoming September Democrat or Republican primary election. How likely are you to vote in the September primary election to choose nominees for Governor and the US Senate? (Asked to independent voters only)

Extremely Likely..... 84%
Very Likely 13%
Somewhat Unlikely..... 3%

T3. And if the primary election was held today, would choose to vote in the Democrat primary or the Republican primary? (Asked to independent voters only)

Republican.....100%

T4. How likely are you to vote in the September primary election to choose a Republican nominee for Governor and the US Senate? (Asked to Republican voters only)

Extremely Likely..... 90%
Very Likely 6%
Somewhat Unlikely..... 4%

Thinking now about people active in government.....

T5. Do you have a favorable or unfavorable opinion of Ovide Lamontagne?

Favorable 20%
Unfavorable 17%
No Opinion 40%

Name ID 77%
Hard Name ID 37%
Never Heard Of..... 23%

T6. Do you have a favorable or unfavorable opinion of Jim Bender?

Favorable 20%
Unfavorable 15%
No Opinion 45%

Name ID 80%
Hard Name ID 35%
Never Heard Of..... 20%

T7. Do you have a favorable or unfavorable opinion of Kelly Ayotte?

Favorable 57%
Unfavorable 16%
No Opinion 20%

Name ID 93%
Hard Name ID 73%
Never Heard Of..... 7%



T8. Do you have a favorable or unfavorable opinion of Bill Binnie?

Favorable	52%
Unfavorable	14%
No Opinion	29%
Name ID.....	95%
Hard Name ID	66%
Never Heard Of.....	5%

T9. If the Republican primary election to choose a candidate for the US Senate was being held today, for whom would you vote if the candidates were Ovide Lamontagne, Jim Bender, Kelly Ayotte, Bill Binnie, or another candidate?

Kelly Ayotte.....	38%
Bill Binnie	29%
Ovide Lamontagne.....	9%
Jim Bender.....	4%
Other	4%
Undecided.....	16%

T10. If the Republican primary election to choose a candidate for President was being held today, for whom would you vote if the candidates were Sarah Palin, Mike Huckabee, Newt Gingrich, Tim Pawlenty, Mitt Romney, Ron Paul or Rick Santorum?

Mitt Romney	40%
Newt Gingrich	16%
Sarah Palin	11%
Mike Huckabee	10%
Ron Paul	6%
Tim Pawlenty.....	5%
Other	5%
Rick Santorum	2%
Undecided.....	6%

T11. Do you consider yourself to be conservative, moderate, or liberal in your social beliefs such as same sex marriage, and abortion?

Conservative.....	68%
Moderate.....	26%
Liberal	6%



T12. Do you consider yourself to be conservative, moderate, or liberal in your fiscal beliefs such as taxes and government spending?

Conservative..... 88%
Moderate..... 10%
Liberal 2%

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

Male..... 52%
Female..... 48%

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

18-34..... 4%
35-44..... 11%
45-54..... 22%
55-64..... 22%
65+..... 41%

