



**December 22, 2010**

**MEMORANDUM**

**TO: INTERESTED PARTIES**  
**FR: DAVID FLAHERTY**  
**MAGELLAN DATA AND MAPPING STRATEGIES**  
**RE: NEBRASKA US SENATE SURVEY TOPLINE RESULTS**

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Magellan Data and Mapping Strategies are pleased to present the topline results of a 1,789N autodial survey of likely general election voters in the state of Nebraska. The interviews were conducted December 15<sup>th</sup>, 2010. This survey has a margin of error of +/- 2.32% at the 95 percent confidence interval. This survey was weighted based upon voter turnout demographics from the 2008, 2006, 2004 and 2002 general election cycles.

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T1. Are you registered to vote?

Yes..... 100%

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T2. Are you, or is anyone in your household employed by a newspaper, television or radio station, a political party, or a candidate for office?

No..... 100%

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T3. How likely are you to vote in the 2012 November election for United States Senate?

Extremely likely..... 85%

Very likely ..... 9%

Somewhat likely ..... 6%

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T4. Would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?

Wrong Track ..... 69%  
Right Direction ..... 22%  
No Opinion ..... 9%

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I am now going to read to you a list of names of people active in politics. For each one, please tell me if you have heard of the person, then if you have a favorable or unfavorable opinion of that person. Let's get started...

T5. The first name is Barack Obama. Have you heard of him?

Yes ..... 99%  
No ..... 1%  
Unsure ..... 0%

Favorable ..... 36%  
Unfavorable ..... 60%  
Undecided/Unsure ..... 4%

Name ID ..... 99%

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T7. The next person is Ben Nelson. Have you heard of him?

Yes ..... 98%  
No ..... 2%  
Unsure ..... 0%

Favorable ..... 43%  
Unfavorable ..... 52%  
Undecided/Unsure ..... 5%

Name ID ..... 98%

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T9. The next person is Jon Bruning. Have you heard of him?

Yes..... 83%  
No..... 15%  
Unsure .....2%

Favorable ..... 58%  
Unfavorable..... 31%  
Undecided/Unsure ..... 11%

Name ID ..... 83%

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T11. The next person is Don Stenberg. Have you heard of him?

Yes..... 80%  
No..... 17%  
Unsure .....3%

Favorable ..... 48%  
Unfavorable..... 34%  
Undecided/Unsure ..... 18%

Name ID ..... 80%

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Thinking now about the elections in November 2012.....

T13. If the election for US Senate were being held today, for whom would you vote if the candidates were Ben Nelson, Democrat, or Jon Bruning, Republican?

Jon Bruning..... 52%  
Ben Nelson..... 38%  
Undecided ..... 10%

Definitely vote for Jon Bruning..... 37%  
Probably vote for Jon Bruning ..... 15%

Definitely vote for Ben Nelson ..... 28%  
Probably vote for Ben Nelson ..... 10%



T16. If the election for US Senate were being held today, for whom would you vote if the candidates were Ben Nelson, Democrat, or Don Stenberg, Republican?

Don Stenberg .....	46%
Ben Nelson.....	40%
Undecided .....	14%
Definitely vote for Don Stenberg .....	29%
Probably vote for Don Stenberg.....	17%
Definitely vote for Ben Nelson.....	29%
Probably vote for Ben Nelson .....	11%

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T19. As you may know, Congress passed a law to change the health care system. Based on what you know, do you favor or oppose the new health care legislation signed into law by President Obama?

Total Favor .....	29%
Total Oppose.....	63%
Unsure/No opinion .....	8%
Strongly favor .....	18%
Somewhat favor.....	11%
Strongly oppose.....	52%
Somewhat oppose.....	11%

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T22. As you may have heard, Senator Ben Nelson was the key vote to pass the Democrat health care bill. Now I am going to read to you two statements about this bill. Please tell me which one comes closer to your point of view. Some people say Ben Nelson did the right thing for Nebraska by getting additional federal funding for his vote. While, other people say that the so-called "Cornhusker Kickback" is just another example of what is wrong with Washington.

Right thing for Nebraska.....	26%
Wrong with Washington.....	64%
Unsure/No opinion .....	10%

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T23. Do you believe that Ben Nelson deserves re-election, or is time for someone new?

Deserves re-election ..... 29%  
Give new person a chance ..... 59%  
No Opinion..... 12%

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T24. Are you registered to vote as a Republican, a Democrat or something else?

Total Republican ..... 54%  
Total Democrat ..... 34%  
Total independent ..... 12%

Strong Republican ..... 35%  
Not-so-strong Republican..... 19%

Not-so-strong Democrat..... 18%  
Strong Democrat ..... 16%

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T28. Generally speaking, do you consider yourself to be conservative, moderate or liberal on most issues?

Total Conservative..... 49%  
Total Moderate..... 39%  
Total Liberal..... 9%  
Unsure/No Opinion..... 3%

Very conservative ..... 29%  
Somewhat conservative ..... 20%

Somewhat liberal ..... 5%  
Very liberal ..... 4%

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T31. For statistical purposes, are you a man or a woman?

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

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T32. Which of the following age groups applies to you?

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

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T33. 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.....	92%
Black/African American.....	4%
Hispanic/Latino.....	2%
Another ethnic group .....	2%

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