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# memorandum

**to: heller for u.s. senate**

 **national republican senatorial committee**

**from: dave sackett**

**re: key findings from a statewide survey of voter attitudes**

 **in nevada**

**date: july 14, 2011**

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The Tarrance Group is pleased to present the Heller for U.S. Senate Committee and the National Republican Senatorial Committee with the key findings from a survey of voter attitudes in Nevada. These key findings are based on telephone interviews with N=501 “likely” registered voters throughout the state. Responses to this survey were gathered July 12-13, 2011 and the confidence interval associated with a sample of this type is + 4.5%.

**KEY FINDINGS**

* Senator Dean Heller holds a +4 point lead over Democratic Congresswoman Shelley Berkley on a trial ballot test for the U.S. Senate. Forty-eight percent (48%) of Nevada voters indicate that they would vote for Heller, forty-four percent (44%) indicate they would vote for Berkley, and 8% of Nevada voters are undecided on this trial ballot test.
* Senator Heller holds a double digit lead over Shelley Berkley in every region of the state except for Clark County. Even in Clark County, where Berkley’s name ID is significantly higher than Heller’s, she is only has an 8 point advantage on this trial ballot test.
* Heller is making significant progress in solidifying his position as a U.S. Senator and has moved to a two to one job approval ratio among voters throughout the state, including maintaining a better than two to one job approval ratio among Independent voters.
* The political environment in the state also strongly favors Republicans. Fully fifty percent (50%) of Nevada voters indicate that they disapprove of the job that President Obama is doing (including a plurality of Independent voters), and fifty-one percent (51%) also indicate that they disapprove of the job that Senator Harry Reid is doing as a U.S. Senator.
* And, Republicans enjoy a +3 point advantage on the generic ballot, with 46% of Nevada voters indicating they would vote for the generic Republican candidate and 43% indicating they would vote for the generic Democrat candidate.

 **SOS June 2011**

 **Active Voters Survey Sample**

 Democrats 42.1% 43.1%

 Republicans 36.3% 36.4%

 Independents 21.6% 20.5%

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