Table 11-1
QUESTION 7:
While I know it is a long way off, if the election for U.S. Senate were being held today, for whom would you vote if the candidates were Dean Heller, Republican and Shelley Berkley, Democrat?

BANNER 1

| | TOTAL | PARTY REGISTRATION | | | | | | | REGION | | | DMA | | CD | | | ETHNICITY | | | | GENDER | | ETHNICITY/ GENDER | |
		STRG GOP	SOFT GOP	TOTAL GOP	LEAN/ IND	TOTAL DEM	SOFT DEM	STRG DEM	CLARK	WASHOE	RURAL	LAS VEGAS	RENO	1ST	2ND	3RD	WHITE	TOTAL MINOR- ITY	AF AM	HISP- ANIC	MEN	WOMEN	WHITE MEN	WHITE WOMEN
BASE=TOTAL SAMPLE	500	116	64	180	97	205	66	139	328	102	70	340	150	129	186	185	365	125	35	60	240	260	185	180
	100%	23%	13%	36%	19%	41%	13%	28%	66%	20%	14%	68%	30%	26%	37%	37%	73%	25%	7%	12%	48%	52%	37%	36%
**D/S (HELLER - BERKLEY)	29	105	34	139	28	-139	-15	-124	-22	18	33	-19	41	-21	41	9	77	-51	-30	-20	24	5	43	34
	6%	90%	53%	77%	29%	-68%	-23%	-89%	-7%	18%	47%	-6%	28%	-16%	22%	5%	21%	-41%	-86%	-33%	10%	2%	23%	19%
TOTAL HELLER	239	109	44	153	51	29	24	5	136	55	48	143	88	46	105	88	201	32	2	16	120	119	105	95
-----------	48%	94%	69%	85%	52%	14%	36%	4%	41%	53%	69%	42%	59%	36%	56%	47%	55%	26%	5%	27%	50%	46%	57%	53%
TOTAL BERKLEY	210	4	10	14	23	168	39	129	158	37	15	162	47	68	63	79	123	84	32	36	96	114	62	61
------------	42%	4%	15%	8%	23%	82%	59%	93%	48%	36%	22%	48%	31%	52%	34%	42%	34%	67%	92%	60%	40%	44%	34%	34%
DEFINITELY HELLER	176	99	28	127	27	16	13	3	97	42	36	102	68	32	78	65	151	21	-	14	91	85	77	74
	35%	85%	43%	70%	27%	8%	20%	2%	30%	42%	51%	30%	45%	25%	42%	35%	41%	17%	-	24%	38%	33%	42%	41%
PROBABLY HELLER	63	10	16	26	24	12	11	2	39	12	12	40	20	14	26	22	49	12	2	2	29	34	28	21
	13%	9%	25%	15%	25%	6%	16%	1%	12%	12%	17%	12%	13%	11%	14%	12%	13%	9%	5%	3%	12%	13%	15%	12%
PROBABLY BERKLEY	63	1	5	7	13	39	18	21	45	12	5	46	16	18	22	23	33	29	12	11	28	34	21	13
	13%	1%	8%	4%	13%	19%	28%	15%	14%	12%	7%	14%	11%	14%	12%	12%	9%	23%	34%	18%	12%	13%	11%	7%
DEFINITELY BERKLEY	147	3	5	7	10	129	21	108	113	24	10	115	31	49	42	56	90	54	20	25	68	79	41	48
	29%	2%	7%	4%	10%	63%	32%	78%	34%	24%	15%	34%	20%	38%	22%	30%	25%	44%	58%	42%	28%	30%	22%	27%
UNDECIDED	47	2	10	12	22	6	3	3	33	9	6	33	13	13	15	19	38	9	1	8	21	26	16	22
	9%	2%	16%	7%	23%	3%	5%	2%	10%	9%	8%	10%	8%	10%	8%	10%	10%	7%	3%	13%	9%	10%	9%	12%
REFUSED	4	1	-	1	1	2	-	2	2	2	1	2	2	2	3	-	4	-	-	-	3	2	2	2
	1%	-	-	-	1%	1%	-	1%	-	2%	1%	1%	1%	1%	1%	-	1%	-	-	-	1%	1%	1%	1%

Table 11-2
QUESTION 7:
While I know it is a long way off, if the election for U.S. Senate were being held today, for whom would you vote if the candidates were Dean Heller, Republican and Shelley
Berkley, Democrat?

BANNER 2

			AGE				GENDER/AGE			PARTY/GENDER						REGION/GENDER				GEOGRAPHY		
	TOTAL	18-34	35-44	45-54	55-64	65+	MEN 18-49	MEN 50+	WOMEN 18-49	WOMEN 50+	GOP MEN	GOP WOMEN	IND MEN	IND WOMEN	DEM MEN	DEM WOMEN	CLARK CO MEN	CLARK CO WOMEN	BAL- ANCE MEN	BAL- ANCE WOMEN	URBAN	SUB- URBAN	RURAL
BASE=TOTAL SAMPLE	500	83	117	75	107	110	92	139	134	116	91	89	53	44	87	118	155	173	85	32	215	232	53
	100%	17%	23%	15%	21%	22%	18%	28%	27%	23%	18%	18%	11%	9%	17%	24%	31%	35%	17%	6%	43%	46%	11%
**D/S (HELLER - BERKLEY)	29	-9	10	2	24	-2	3	17	-5	3	75	64	12	16	-61	-78	-9	-13	33	10	-1	-1	31
	6%	-11%	9%	3%	22%	-2%	3%	12%	-4%	3%	82%	72%	22%	37%	-71%	-66%	-6%	-7%	39%	33%	-	-	58%
TOTAL HELLER	239	32	56	34	62	51	41	74	57	54	80	73	27	24	11	18	65	71	55	19	97	102	40
------------	48%	38%	48%	45%	58%	47%	44%	53%	43%	47%	88%	82%	50%	55%	13%	15%	42%	41%	65%	60%	45%	44%	75%
TOTAL BERKLEY	210	41	46	31	38	54	37	58	62	51	5	9	15	8	72	96	74	84	22	9	98	103	9
-------------	42%	49%	39%	42%	35%	49%	40%	41%	46%	44%	5%	10%	28%	18%	83%	81%	48%	48%	26%	27%	46%	44%	17%
DEFINITELY HELLER	176	22	36	24	48	41	30	56	37	43	66	60	13	14	8	8	47	50	43	14	74	74	28
	35%	26%	31%	32%	45%	38%	33%	40%	28%	37%	73%	68%	25%	31%	10%	7%	31%	29%	51%	43%	34%	32%	53%
PROBABLY HELLER	63	10	20	9	13	10	10	18	20	12	13	13	14	11	3	10	18	21	12	5	23	28	11
	13%	12%	18%	13%	12%	9%	11%	13%	15%	10%	14%	15%	26%	24%	3%	8%	11%	12%	14%	17%	11%	12%	21%
PROBABLY BERKLEY	63	21	11	11	9	11	12	15	24	10	1	6	7	6	17	23	19	26	9	2	28	32	3
	13%	25%	9%	14%	8%	10%	13%	11%	18%	9%	1%	7%	13%	14%	19%	19%	13%	15%	10%	7%	13%	14%	5%
DEFINITELY BERKLEY	147	20	35	20	29	43	25	42	38	41	4	3	8	2	56	73	55	58	13	6	70	71	6
	29%	23%	30%	27%	27%	39%	27%	30%	28%	36%	5%	4%	15%	4%	64%	62%	35%	33%	15%	20%	32%	31%	12%
UNDECIDED	47	11	12	10	7	4	13	7	14	10	6	6	11	12	2	4	15	18	6	4	16	27	4
	9%	13%	10%	14%	6%	4%	15%	5%	10%	8%	7%	7%	20%	27%	3%	3%	10%	10%	7%	13%	8%	12%	7%
REFUSED	4	-	2	-	1	1	1	1	1	1	-	1	1	-	1	1	1	1	2	-	4	-	1
	1%	-	2%	-	1%	1%	1%	1%	1%	-	-	1%	2%	-	1%	1%	1%	-	2%	-	2%	-	1%

Table 11-3
QUESTION 7:
While I know it is a long way off, if the election for U.S. Senate were being held today, for whom would you vote if the candidates were Dean Heller, Republican and Shelley Berkley, Democrat?

BANNER 3

	TOTAL	IDEOLOGY				TEA PARTY IMAGE				EDUCATION			EDUCATION/GENDER				UNION MEMBER					LOST JOBS/HOMES/PAY CUT		
		VERY CONS	SMWT CONS	MOD	LIB	STRG FAV	SMWT FAV	TOTAL UNFAV	NO OPIN /DK	HS OR LESS	SOME COLL	COLL GRAD+	MEN W/O DEG	MEN W/ DEG	WOMEN W/O DEG	WOMEN W/ DEG	TOTAL YES	TOTAL NO	LABOR UNION	TEACH ASSOC	GOVT EMPL- OYEE	SELF	SOME- ONE ELSE	NONE
BASE=TOTAL SAMPLE	500	109	100	169	108	94	60	186	157	142	153	202	138	101	158	101	145	350	65	37	64	151	296	114
	100%	22%	20%	34%	22%	19%	12%	37%	31%	28%	31%	40%	28%	20%	32%	20%	29%	70%	13%	7%	13%	30%	59%	23%
**D/S (HELLER - BERKLEY)	29	73	34	-4	-76	73	45	-92	1	6	-3	25	4	19	-1	6	7	21	-7	2	7	8	16	1
	6%	68%	34%	-3%	-71%	78%	75%	-50%	-	4%	-2%	12%	3%	19%	-	6%	5%	6%	-11%	5%	12%	5%	5%	1%
TOTAL HELLER	239	87	61	74	11	81	50	39	66	65	69	104	64	55	70	49	71	166	26	18	33	76	137	53
-----------	48%	80%	61%	44%	10%	86%	84%	21%	42%	46%	45%	51%	47%	54%	44%	48%	49%	47%	41%	49%	53%	50%	46%	47%
TOTAL BERKLEY	210	13	27	78	87	8	5	131	65	59	72	79	60	36	70	43	64	144	33	16	26	68	121	52
-----------	42%	12%	27%	46%	81%	8%	8%	70%	42%	41%	47%	39%	44%	35%	45%	43%	44%	41%	52%	44%	41%	45%	41%	46%
DEFINITELY HELLER	176	76	42	49	4	69	37	26	42	51	46	77	48	41	49	36	51	123	20	14	23	50	106	39
	35%	70%	42%	29%	4%	74%	61%	14%	27%	36%	30%	38%	35%	41%	31%	35%	35%	35%	30%	38%	36%	33%	36%	34%
PROBABLY HELLER	63	11	19	24	7	12	13	13	23	13	23	27	16	14	21	13	21	42	7	4	11	26	31	15
	13%	10%	19%	14%	7%	13%	22%	7%	15%	9%	15%	13%	12%	13%	13%	13%	14%	12%	10%	11%	17%	17%	10%	13%
PROBABLY BERKLEY	63	6	6	26	25	3	3	25	31	19	24	20	18	11	25	10	17	46	8	7	6	25	30	21
	13%	5%	6%	15%	23%	3%	5%	14%	20%	13%	16%	10%	13%	10%	16%	10%	12%	13%	12%	18%	9%	16%	10%	18%
DEFINITELY BERKLEY	147	8	21	52	62	5	2	105	34	40	48	58	43	25	46	33	47	99	25	10	20	43	91	32
	29%	7%	20%	31%	58%	5%	3%	57%	22%	28%	32%	29%	31%	25%	29%	33%	33%	28%	39%	26%	32%	28%	31%	28%
UNDECIDED	47	8	12	16	8	4	4	16	23	18	11	17	13	8	16	9	9	37	5	3	3	6	36	7
	9%	7%	12%	9%	7%	4%	6%	9%	15%	13%	7%	9%	9%	8%	10%	9%	6%	10%	8%	7%	5%	4%	12%	6%
REFUSED	4	1	1	2	1	1	1	-	3	1	1	3	-	3	2	-	1	3	-	-	1	1	2	1
	1%	1%	1%	1%	1%	1%	2%	-	2%	1%	-	1%	-	3%	1%	-	1%	1%	-	-	2%	1%	1%	1%