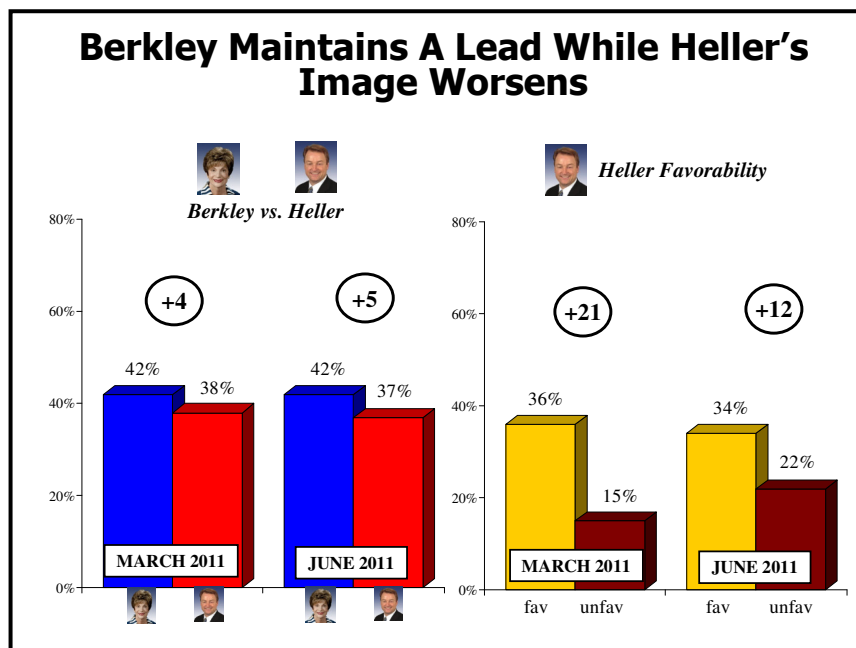




To: The Democratic Senatorial Campaign Committee
From: The Mellman Group, Inc.
Re: Berkley Retains The Lead In Nevada
Date: June 15, 2011

This analysis represents the findings of a statewide survey of 600 likely November 2012 voters in Nevada. Interviews were conducted by telephone June 11-14, 2011. The margin of error for this survey is +/-4% at a 95% level of confidence.

When Dean Heller was appointed to Nevada’s Senate seat, many speculated it could give him a leg up in his race against Shelley Berkley. Our just completed poll makes it clear that has not happened. If anything, Heller’s position has actually gotten worse since his appointment to the Senate.



Shelley Berkley holds a 5-point lead (42% Berkley, 37% Heller) in this first publicly released poll since Heller’s appointment, up 1-point from the margin she held in March (42%, 38%). While that 1-point increase in Berkley’s margin is not statistically significant, it does provide clear evidence that becoming a Senator has not yet helped Dean Heller as some predicted it would.

Moreover, as Heller has become better known, in the wake of attacks on him as the

only member of Congress to have voted *twice* to end Medicare by cutting benefits and putting insurance company bureaucrats in charge of decisions about seniors’ healthcare, the new Senator’s personal image has deteriorated sharply. Since March, his unfavorables increased by 7-points while favorable ratings shrunk by 2. Thus, while Heller has become better known since his appointment, all of the increase in his ID has gone into the unfavorable column. His net favorability (favorable – unfavorable) dropped 9 points from +21 in March to +12 now. Indicative of Heller’s problems on Medicare, his net favorability worsened by 12 points among voters over 50.

Berkley is just as well-known as Heller (55% hard name ID), but enjoys higher favorables and lower unfavorables than her opponent. Thirty-six percent (36%) have a favorable view of Berkley, compared to 19% who are unfavorable. Berkley’s net favorability of +17 is 5 points higher than Heller’s.

Shelley Berkley remains strongly positioned to win the U.S. Senate seat in Nevada—and since Heller’s appointment to the Senate, Berkley’s position has only gotten stronger.