



**FOR IMMEDIATE RELEASE
INTERVIEWS AND QUESTIONS:**

**June 24, 2011
DAVID FLAHERTY 303-861-8585**

**NEVADA 2012 GENERAL ELECTION SURVEY RELEASE
BERKLEY 46%, HELLER 44%, UNDECIDED 10%
HELLER 46%, GEORGIU 33%, UNDECIDED 21%
OBAMA JOB APPROVAL: 41% APPROVE, 53% DISSAPPROVE
GOV SANDOVAL JOB APPROVAL: 44% APPROVE, 39% DISAPPROVE
GENERIC CONGRESSIONAL BALLOT TEST: 41% DEMOCRAT, 40% REPUBLICAN
60% FAVOR NEW NEVADA EDUCATION LEGISLATION**

Louisville, CO – Magellan Data and Mapping Strategies today released the results of an autodial survey of 720 likely 2012 general election voters in Nevada. This early measurement of potential 2012 US Senate general election ballot tests finds Democrat Congresswoman Shelley Berkley with a two point lead over Republican Senator Dean Heller, 46% to 44%, a statistical tie. The ballot test of Democrat businessman Byron Georgiou and Sen. Dean Heller finds the Senator leading 46% to 33%, a margin of 13 points. In 2012 the early political fireworks in Nevada will be the Democrat primary for the United States Senate. While Shelly Berkley has the full support of the state and national Democrat establishment, Byron Georgiou could potentially weaken the Democrat's chances of picking up the seat. The following tables show both ballot tests by major voting subgroups.

Berkley-Heller Ballot Test

<u>Candidate</u>	<u>All Voters</u>	<u>Male Voters</u>	<u>Female Voters</u>	<u>Dem Voters</u>	<u>Rep Voters</u>	<u>Ind. Voters</u>
Berkley Margin	+2	+0	+5	+71	-73	-8
Berkley	46%	44%	48%	80%	10%	37%
Heller	44%	44%	43%	9%	83%	45%
Undecided	10%	12%	9%	11%	7%	18%

Heller-Georgiou Ballot Test

<u>Candidate</u>	<u>All Voters</u>	<u>Male Voters</u>	<u>Female Voters</u>	<u>Dem Voters</u>	<u>Rep Voters</u>	<u>Ind. Voters</u>
Heller Margin	+13	+14	+12	-44	+76	+16
Heller	46%	48%	45%	15%	82%	45%
Georgiou	33%	34%	33%	59%	6%	29%
Undecided	21%	18%	22%	26%	12%	26%

**Survey results are rounded to a whole number from actual crosstab results.*

US Senate Candidate Image Ratings

Shelley Berkley and Dean Heller share similar image ratings. Among all respondents, 39% have a favorable opinion of Shelley Berkley, 27% have an unfavorable opinion, and 22% have no opinion. Dean Heller's image rating is 41% favorable, 32% unfavorable and 21% with no opinion. Both candidates have strong name recognition with 88% of respondents knowing Shelley Berkley and 94% knowing Dean Heller.

Byron Georgiou is just starting to introduce himself to voters so it is no surprise that only 54% have heard of him. Among the 21% of respondents that have an opinion of him, 6% have a favorable opinion of him and 15% have an unfavorable opinion. It will be interesting over the next several months to see how Byron Georgiou introduces himself to Democrat primary voters. To win the nomination he will need to weather inevitable negative attacks from the Berkley camp and Senator Reid. The following table shows image ratings among all voters for the three Senate candidates.

<u>Candidate</u>	<u>Fav Opinion</u>	<u>Unfav Opinion</u>	<u>No Opinion</u>	<u>Never Heard Of</u>	<u>Name ID</u>
Berkley	39%	27%	22%	12%	88%
Heller	41%	32%	21%	6%	94%
Georgiou	6%	15%	33%	46%	54%

Barack Obama Job Approval Rating

Nevada will be a battleground state in the 2012 Presidential race, and the fight for the state's six electoral votes will be heavily contested by both parties. Many political observers have commented that President Obama's job approval and the state of the economy will play a central role in voters' decision making process. Our survey finds President Obama with a net negative approval rating among all respondents, with 53% disapproving the job he is doing and 41% approving. It is no secret that younger voters turning out to vote are vital to the President's re-election chances. Among voters aged 18-34 only 45% approve of the job he is doing and 48% disapprove. These are not good numbers for the Obama campaign, and their challenge will be motivating them to vote in 2012. The following table shows job approval by major voting subgroup.

	<u>All Voters</u>	<u>Male Voters</u>	<u>Female Voters</u>	<u>18-34 Voters</u>	<u>Dem Voters</u>
	-12	-16	-9	-3	+53
Approval	41%	41%	41%	45%	72%
Disapproval	53%	57%	50%	48%	19%
Unsure	6%	2%	9%	7%	9%



Governor Sandoval Job Approval and Image Rating

After six months in office, 44% of respondents approve of the job Brian Sandoval is doing as Governor, 39% disapprove and 17% have no opinion. Among independent voters, 48% approve of the job he is doing and 71% of Republicans approve. Among Democrats 20% approve of the job he is doing. The Governor's image rating is slightly better among all respondents, with 47% having a favorable opinion and 39% having an unfavorable opinion.

Generic Congressional Ballot Test Evenly Split

"If the election for Congress was being held today, and all you knew about the two candidates was that one was a Democrat and the other was a Republican, for whom would you vote?"

The generic Congressional ballot test finds Nevada likely voters evenly split. Both male and female voters are also evenly divided. Intensity among Democrats and Republican for their respective party's candidate is equally matched. Among independent voters, the generic Republican candidate has a 6.7% edge, and 30.1% responded as undecided. The following table shows responses by major voting subgroup.

<u>Candidate</u>	<u>All Voters</u>	<u>Male Voters</u>	<u>Female Voters</u>	<u>Dem Voters</u>	<u>Rep Voters</u>	<u>Ind. Voters</u>
Democrat	40.6%	40.4%	40.8%	73.4%	7.1%	31.6%
Republican	40.2%	39.8%	40.5%	10.0%	76.0%	38.3%
Undecided	19.2%	19.8%	18.7%	16.6%	16.9%	30.1%

A Majority of Nevada Voters Support New Nevada Education Legislation

"As you may know, last week Governor Sandoval signed four education bills into law. Part of the new education legislation requires school districts to create a program of teacher performance pay for the recruitment and retention of teachers and administrators. Starting in 2013, at least 50 percent of a teacher or administrator's evaluation will be based upon student achievement. Teachers that receive an unsatisfactory rating for two consecutive years will be deemed a probationary teacher, and will be easier to fire. Do you favor or oppose this new legislation?"

Among all respondents, 60% favor the new education legislation and 26% oppose it. Without question, teacher and administrator performance pay based upon student achievement is a winner with Nevada voters, regardless of party affiliation. Among Republican and independent voters 70% and 67% favor the new legislation, respectively. A plurality, or 48%, of Democrat voters favor the new legislation, and 34% oppose it.



Survey Commissioned By

Magellan Data and Mapping Strategies fielded this survey with their own resources. Magellan does not have a business relationship with any candidate, committee or group interested in the 2012 Nevada US Senate general election.

Survey Methodology

This survey was conducted using automated telephone touch tone technology. The sample used for this survey was randomly drawn from a Nevada voter file. The survey response data was weighted to reflect past general election voting demographics from prior general election cycles. The 720 interviews were conducted on June 21st and June 22nd, 2011 from 5:30 to 8:00pm. Three attempts were made to interview each household in the sample. This survey has a margin of error of 3.65% at the 95 percent confidence interval.

The survey topline results are included in this document. The survey press release, toplines, crosstabs and presentation can be downloaded at www.MagellanStrategies.com under the "Survey Archives" tab on the front page of our website. 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 Data and Mapping Strategies offers a wide array of data driven products and services to Republican political candidates and government affairs firms including live, automated and online survey research, modeling and predictive analytics, enhanced voter registration databases, voter data analysis, demographic analysis, mapping, and redistricting data and technology consulting. Visit our website at MagellanStrategies.com for more information about our firm.





June 23, 2011
MEMORANDUM

TO: INTERESTED PARTIES
FR: DAVID FLAHERTY
MAGELLAN DATA AND MAPPING STRATEGIES
RE: NEVADA 2012 GENERAL ELECTION SURVEY TOPLINE RESULTS

Magellan Data and Mapping Strategies are pleased to present the topline results of a 720N autodial survey of likely general election voters in the State of Nevada. The interviews were conducted June 21st and June 22nd, 2011. This survey has a margin of error of +/- 3.65% at the 95 percent confidence interval. The survey results were weighted based upon past general election voter turnout demographics.

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

Democrat	44%
Republican.....	38%
Independent	18%

T2. How likely are you to vote in the 2012 November general election for United States Senate and Congress?

Extremely Likely.....	88%
Very Likely	8%
Somewhat Likely	4%

T3. If the election for Congress was being held today, and all you knew about the two candidates was that one was a Democrat and the other was a Republican, for whom would you vote?

Democrat	40.6%
Republican.....	40.2%
Undecided.....	19.2%

Thinking now about people active in Nevada politics.....

T4. Do you have a favorable or unfavorable opinion of Shelley Berkley?

Favorable 39%
Unfavorable 27%
No Opinion 22%

Name ID 88%
Hard Name ID 66%
Never Heard Of..... 12%

T5. Do you have a favorable or unfavorable opinion of Dean Heller?

Favorable 41%
Unfavorable 32%
No Opinion 21%

Name ID 94%
Hard Name ID 73%
Never Heard Of..... 6%

T6. Do you have a favorable or unfavorable opinion of Brian Sandoval?

Favorable 47%
Unfavorable 39%
No Opinion 13%

Name ID 99%
Hard Name ID 86%
Never Heard Of..... 1%

T7. Do you have a favorable or unfavorable opinion of Byron Georgiou?

Favorable 6%
Unfavorable 15%
No Opinion 33%

Name ID 54%
Hard Name ID 21%
Never Heard Of..... 46%



T8. Do you approve or disapprove of the job Barack Obama is doing as President?

Approve 41%
Disapprove 53%
Unsure/No Opinion 6%

T9. Do you approve or disapprove of the job Brian Sandoval is doing as Governor?

Approve 44%
Disapprove 39%
Unsure/No Opinion 17%

T10. If the election for United States Senate was being held today, for whom would you vote if the candidates were Shelley Berkley, Democrat, or Dean Heller, Republican?

Shelley Berkley 46%
Dean Heller 44%
Undecided 10%

T11. If the election for United States Senate was being held today, for whom would you vote if the candidates were Byron Georgiou, Democrat, or Dean Heller, Republican?

Dean Heller 46%
Byron Georgiou 33%
Undecided 21%

As you may know, last week Governor Sandoval signed four education bills into law. Part of the new education legislation requires school districts to create a program of teacher performance pay for the recruitment and retention of teachers and administrators. Starting in 2013, at least 50 percent of a teacher or administrator's evaluation will be based upon student achievement. Teachers that receive an unsatisfactory rating for two consecutive years will be deemed a probationary teacher, and will be easier to fire.

T12. Do you favor or oppose this new legislation?

Favor 60%
Oppose 26%
Unsure/No Opinion 14%



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

Female..... 54%
Male..... 46%

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

18-34..... 18%
35-44..... 16%
45-54..... 20%
55-64..... 21%
65+..... 25%

T15. 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 70%
Hispanic or Latino..... 13%
Black or African American 10%
Another ethnic group 7%

