



To: Erin Bilbray for Congress
From: The Mellman Group, Inc.
Re: Nevada 3rd Congressional District Survey
Date: May 7, 2014

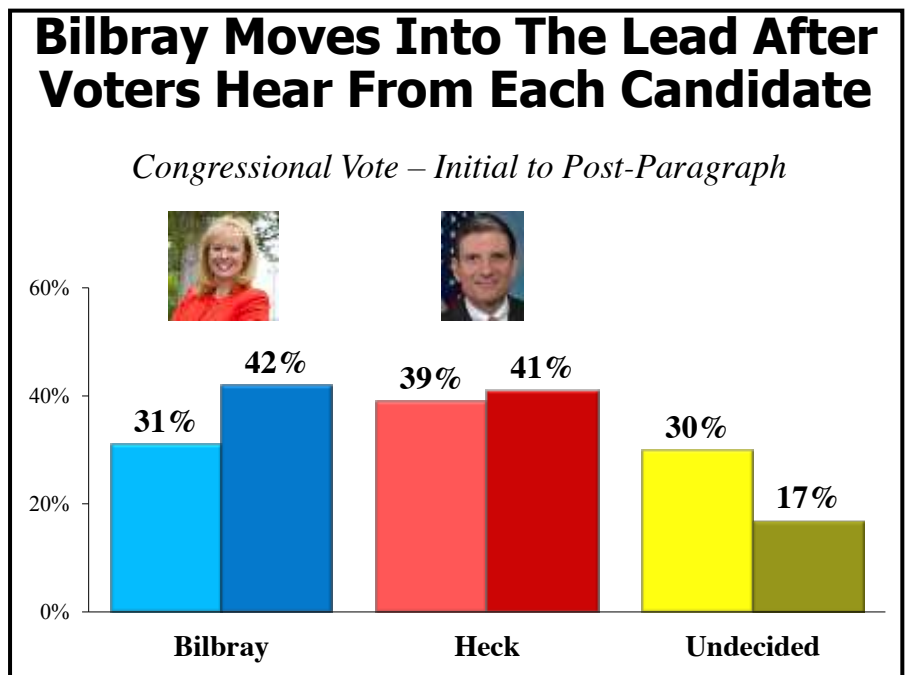
This analysis represents the findings of a survey of 400 voters representing the likely 2014 electorate in Nevada's 3rd Congressional District, who were interviewed by telephone April 21-23, 2014. The study uses a registration-based sample and has a margin of error of +/-4.9% at a 95% level of confidence. Both mobile and landline phones were contacted. The margin of error is higher for subgroups.

Our recently completed survey shows a wide-open race in the upcoming 3rd Congressional District election. Congressman Joe Heck earns weak job ratings and less than 40% of the vote and leads by only a single-digit margin against first-time candidate Erin Bilbray. Moreover, Bilbray moves into a narrow lead after voters hear both candidates' positive messages, indicating that she is well positioned to win this toss-up race if she can raise the resources needed to communicate to 3rd District voters.

Bilbray Holds Heck To Less Than 40% Of The Vote And Leads After Voters Learn About Both Candidates

Heck starts out in an uncommonly weak position for a third-term incumbent. He enters the spring with just 39% of the vote, only eight points ahead of Bilbray at 31%. Three in ten (30%) are undecided.

Moreover, Heck's 39% comes with an already consolidated base – he is garnering 83% of the Republican vote, while Bilbray garners 68% of Democrats – a number that is sure to grow after more Democrats learn about Bilbray. Fully 55% of independents are undecided. This race is wide open.



Bilbray's strong potential is evident in a huge gain in her vote share after voters learn more about her candidacy. Bilbray moves into a 42%-41% lead after respondents heard paragraph length descriptions of both candidates¹ – her vote increases by 11 points, while Heck's increases by a mere 2 points.

Voters Offer Weak Appraisals of Heck's Performance in Congress

Congressman Heck's problems are driven importantly by negative views of his performance in office. Only 32% of voters give him a positive job rating, compared to 45% who give him negative ratings. He also earns weak ratings on a number of important descriptive traits – he is seen as helping big business and the wealthy at the expense of the middle class by a 9-point margin, being part of the problem in Washington by a 9-point margin, and opposing President Obama too much by a substantial 15-point margin.

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About The Mellman Group

The Mellman Group, named "Pollster of the Year" three times by the American Association of Political Consultants, has provided sophisticated opinion research and strategic advice to political leaders, government agencies, corporations and the nation's leading public interest groups for thirty years. The Mellman Group has conducted tens of thousands of interviews and scores of focus groups in Nevada in recent years, including for Senator Harry Reid's winning campaign in 2010. As described in a *Las Vegas Sun* article headlined, "How Harry Reid's Pollster Got It Right," The Mellman Group's surveys were the only ones which correctly projected Reid's victory.

¹ **Joe Heck**, a Republican, currently represents Nevada's Third District in Congress. Heck has served Nevadans as a physician, Army Reservist, and community volunteer. In Congress, Doctor Heck fought Obamacare's government takeover of health care that hurts patients and cuts \$500 billion dollars from Medicare. He sponsored legislation to streamline federal workforce development programs, cutting red tape and getting Americans back to work. He cracked down on fraud and abuse in federal spending and terminated wasteful programs that cost taxpayers but don't work. Heck also helped underwater homeowners and introduced legislation to give those who lost a home to foreclosure a second chance at homeownership. Heck is an independent voice in gridlocked Washington who puts the interests of Nevada families and homeowners first.

Erin Bilbray, a Democrat and third generation Nevadan, is a former Senior Advisor to Nevada's Attorney General, a Mom and a community leader who founded and helped run three non-profit organizations. Bilbray says gridlocked Washington politicians put their own interests first. Bilbray says it's time to put politics aside, put country first and do what's right for Nevada. When she and her doctor husband set up a free clinic, they didn't ask anyone about their party, they just helped cure and prevent illness. In Congress, Bilbray will reach across party lines to solve problems – like creating jobs by cutting red tape, requiring banks to lend, and providing tax cuts to businesses that create jobs in Nevada, while ending tax breaks for corporations that move jobs overseas. Bilbray knows that making Washington work for Nevada means working across party lines.