



THE FELDMAN GROUP, INC.

July 25, 2012

TO: Interested Parties

FR: Diane Feldman
Elizabeth Sena

RE: Sherman remains favorite for November Election

Congressman Brad Sherman remains the likely winner of the election in the new 30th Congressional District. Eleven months after our first poll for the campaign, the structure of the race remains the same: In the initial match-up, before any information about candidates beyond their ballot designations, Sherman leads Howard Berman by 17 points. After months of campaigning, little has changed in the dynamic of the race; Sherman still holds a commanding lead over Berman.

	<u>July 2012</u>
	%
Brad Sherman, Democrat	46
Howard Berman, Democrat	29
Other	5
Undecided	21

The electorate in November's election favors Sherman. If the general election turnout in November comes close to 2008 or 2004 levels, more than three times the number of people who voted in the primary election for Congressional District 30 will vote in the general election for the district. These additional voters will be disproportionately in Sherman's old congressional district, younger, and more diverse adding to his advantage in November.

Among likely general election voters, Sherman remains better known and more popular in the San Fernando Valley, especially in the portion of the district that he represents now, which has almost double the number of voters as Berman's old district. Sherman strength in the Valley is evident as voters feel he listens to them and shares their views on the issues. Sherman receives support across party lines, and retains a commanding 24 point advantage among Democrats in this Democratic district. Sherman leads among Jewish and Latino voters. Sherman also leads among voters who live in the portion of the district that Congressman Waxman represented.

The Berman campaign to this day has not released any polling on the race and has not disputed Sherman's lead in this race. Sherman remains the heavy favorite in this race.

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Survey of 502 likely voters in the November general election in the new 30th CD in California conducted by professional interviewers July 14-18-. The margin of error is plus or minus 4.4 percentage points.