



THE FELDMAN GROUP, INC.

CONFIDENTIAL

October 16, 2012

TO: Brad Sherman

FR: Diane Feldman
Elizabeth Sena

RE: October 11-14th Poll Results

Congressman Brad Sherman remains the likely winner of the election in the new 30th Congressional District. Fourteen 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 opponent Congressman Howard Berman by 25 points. After months of campaigning, little has changed in the dynamic of the race; Sherman still holds a commanding lead over Berman.

	<u>Vote</u>	
	<u>July 2012</u>	<u>October 2012</u>
	%	%
Brad Sherman, Democrat	46	51
Howard Berman, Democrat	29	26
Undecided/Other	26	24

The poll started to field on the evening of Thursday October 11th after the Pierce College debate that afternoon. The remaining two-thirds of the interviews were conducted after the debate.

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 and Congressman Waxman currently represent, which encompasses three-quarters of the voters in the new district. Sherman's strength in the Valley is evident as voters continue to feel he listens to them and shares their views on the issues.

Sherman receives support across party lines, and retains a commanding 26-point advantage among Democrats in this Democratic district, a slight increase from July. Sherman continues to lead among voters who live in the portion of the district that Congressman Waxman represented.

Survey of 502 likely voters in the November general election in the new 30th CD in California conducted by professional interviewers October 11, 13 & 14th. The margin of error is plus or minus 4.4 percentage points. Cell phones were included in the sample. The sample is representative of likely 2010 General Election voters.

The electorate in November's election favors Sherman. If the general election turnout in November comes close to 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. The Presidential year only voters will be disproportionately in Sherman's old congressional district and demographics which favor Sherman adding to his advantage in November.

###