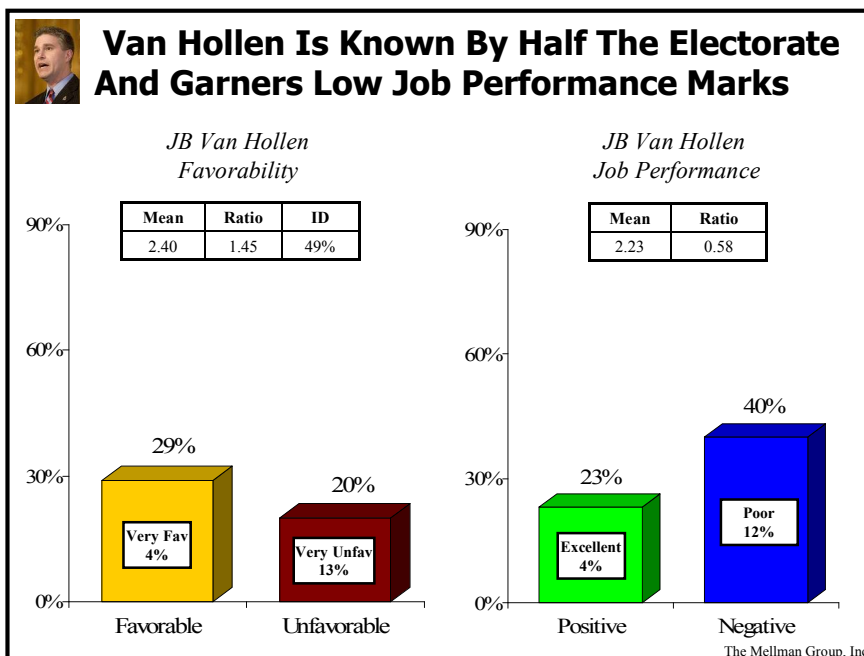




To: Interested Parties
From: The Mellman Group, Inc.
Re: Analysis of Wisconsin Statewide Survey
Date: November 4, 2009

This analysis represents the findings of a survey of 500 likely general election voters in Wisconsin, who were interviewed by telephone September 10-14, 2009. The study uses a voter-file of registered voters in the state, screened for participation in the 2010 general election. The margin of error for this survey is +/-4.5% at the 95% level of confidence. The margin of error is higher for subgroups.



J.B. Van Hollen Has Failed To Consolidate His Incumbency

Our recently completed statewide survey shows that Attorney General J.B. Van Hollen is vulnerable heading into the 2010 general election. Despite having served in office for nearly 3 years, he is known to less than half of the state’s voters (49% hard ID). Moreover, favorable opinion toward Van Hollen is rather shallow – only 4% have a “very favorable” opinion of him, while 25% have a “somewhat favorable” opinion. Indeed, voters are three times more likely to have a “very unfavorable” opinion of Van

Hollen (13%) than a “very favorable” opinion (4%). Among independents, 33% have a favorable opinion of Van Hollen while 21% have an unfavorable opinion; however, while only 3% have a very favorable opinion of the Attorney General, 15% have a very unfavorable opinion, a ratio of 5 to 1.

Voters render largely negative evaluations of Van Hollen’s performance as Attorney General. Only 23% offer a positive assessment of his performance in office, while 40% provide a negative evaluation. Just 4% say that Van Hollen is doing an “excellent” job, while three times as many (12%) say he is doing a “poor” job. Among independents, only 25% have a positive view of Van Hollen’s performance as Attorney General, while 44% are negative.

Van Hollen’s mediocre favorability ratings and poor performance ratings paint a picture of an incumbent who has thus far failed to consolidate his incumbency. An adequately financed Democratic challenger would likely be able to run a competitive race against Van Hollen.