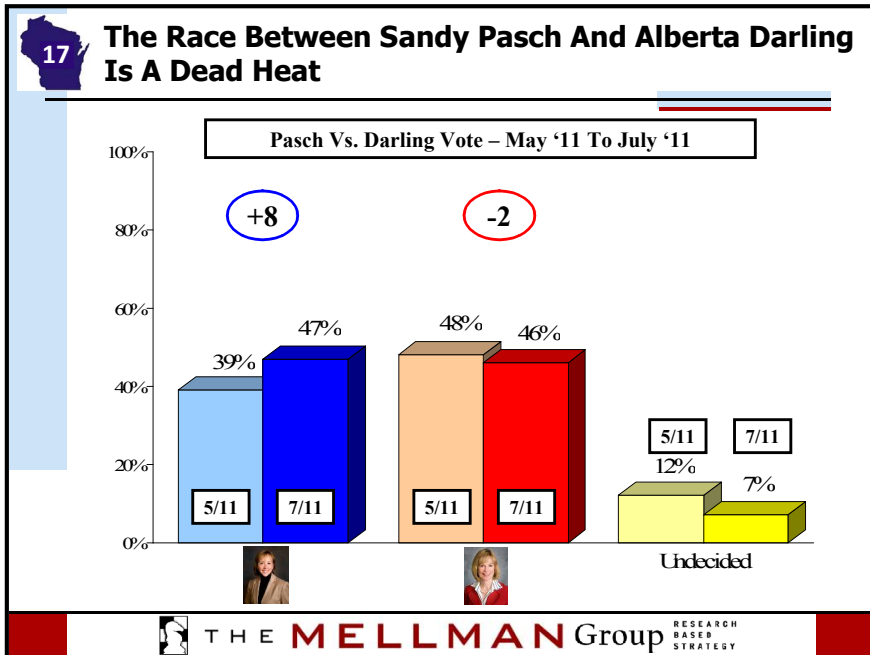


To: The State Senate Democratic Committee
From: The Mellman Group, Inc.
Re: Wisconsin 8th Senate District Survey
Date: July 15, 2011

This analysis represents the findings of a survey of 350 likely voters in Wisconsin's 8th SD who were interviewed by telephone July 13-14, 2011. The study uses a registration based sample of likely voters. The margin of error for this survey is +/-5.2% at the 95% level of confidence. The margin of error is higher for subgroups.



Representative Sandy Pasch Is In A Strong Position To Defeat Senator Alberta Darling

State Representative Sandy Pasch is in a strong position to defeat Senator Alberta Darling in the August 9th recall election. Despite having had the ability to raise unlimited contributions from wealthy donors and special interests, Darling has lost significant ground in her effort to keep her seat. In our May survey, Darling led Pasch by a 9 point margin (39% Pasch, 48% Darling). Now, with less than four weeks to go until the election, Pasch holds a 1-point lead over Darling (47% Pasch, 46% Darling). Among the 79% of voters in the district that know both candidates, Pasch leads by a 51% to 46% margin,

suggesting further potential for growth. Pasch's significant movement in this race can be ascribed to a marked deterioration of support for Darling among independents. In our May poll, Darling led among independents by a 47% to 34% margin. Now, the race is tied among these crucial swing voters, with each candidate garnering 42% of the vote.

Pasch Is Better-Liked Than Darling, Especially Among Independents

Pasch's strength in this race can be ascribed to her stronger image among voters, particularly independents. Forty-four percent (44%) view Pasch favorably, while 35% view her unfavorably, a net favorability rating of +9 points. By contrast, a plurality of voters has an unfavorable view of Darling (45% favorable, 48% unfavorable). This difference is even more pronounced among independents, who tend to view Pasch favorably (46% favorable, 29% unfavorable), and Darling unfavorably (44% favorable, 47% unfavorable).

The same pattern is evident in the candidates' job performance ratings. While a narrow plurality has a positive view of Pasch's performance in office (34% positive, 31% negative), Darling is more likely to garner negative evaluations (45% positive, 48% negative). Once again, this difference is much more pronounced among independents, who tend to have a positive view of Pasch's performance as State Representative, (36% positive, 27% negative), while rendering negative evaluations of Darling's performance as Senator (41% positive, 50% negative).