



THE
MELLMAN
Group
RESEARCH
BASED
STRATEGY

To: Americans United For Change
From: The Mellman Group, Inc.
Re: President Obama Holds A Significant Lead In Nevada
Date: October 18, 2012

This analysis represents the findings of a statewide survey of the likely November 2012 electorate in Nevada using a registration-based sample including cell phones and landlines. Six hundred (600) phone interviews were conducted October 15-17, 2012. The margin of error for the sample as a whole is +/-4% at a 95% level of confidence and higher for subgroups depending upon their size.

Our recently completed survey shows President Obama in strong position to capture the Silver State's six electoral votes. The President enjoys an 8-point lead over Mitt Romney in Nevada and, at 51%, already exceeds a majority.

The President's strong standing among three key constituencies is integral to his overall lead: independents, Hispanics and women. Though both candidates have captured over 90% of their partisans,

Obama leads among independents by 22 points, capturing 52% of the vote compared to Romney's 30%. Obama also garners 68% of the ever growing Hispanic vote, while Romney has only a quarter (25%) of that vote. And while Romney and Obama split the male vote 46% to 48% respectively, the President enjoys a commanding 22-point lead among women (52% to 30%).

Contributing to his margin in the horserace is a considerable image advantage. A majority feels favorably toward the President (54%), and his favorables are 10 points higher than his unfavorables (44%). On the other hand, Romney's image is underwater, with more voters feeling unfavorable (50%) than favorable (46%).

The fundamentals in Nevada add to the President's strength. Due to a superior ground operation, Democrats enjoy a 90,000 person registration advantage over Republicans.

With a healthy lead, a large image advantage, and a superior ground game, the President clearly holds the pole position heading into the final stretch of the race in Nevada.

