

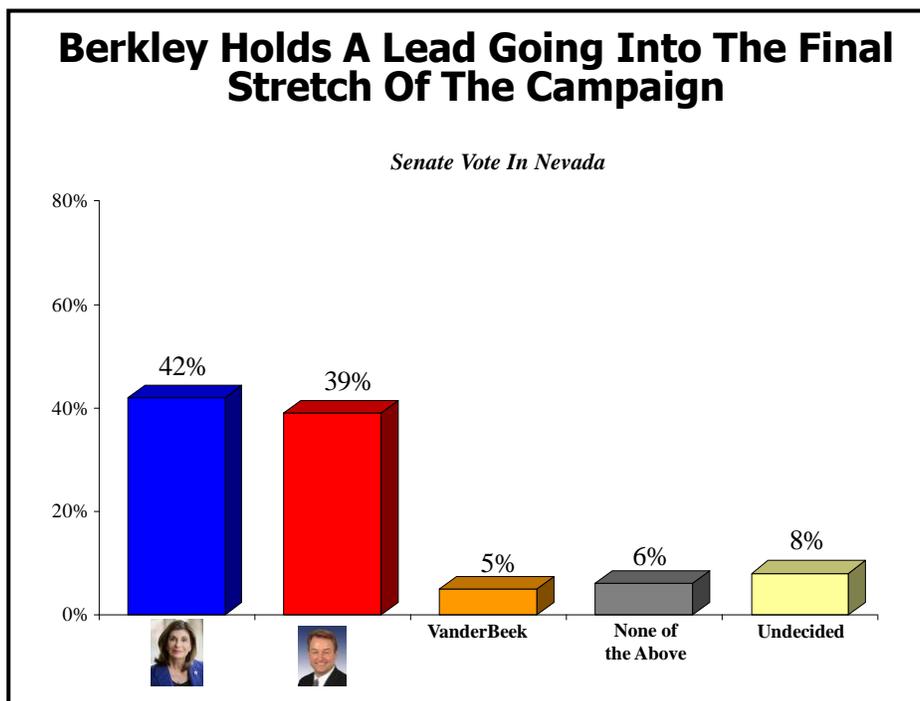


To: The Berkley Campaign
From: The Mellman Group, Inc.
Re: Berkley Holds A Narrow Lead
Date: October 12, 2012

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 interviews were conducted by telephone between October 8-10, 2012. The margin of error for each question is +/-4% at a 95% level of confidence.

The Senate race in Nevada has been fiercely contested, and our recently completed survey shows the race continues to be close. Despite months of attacks by outside special interests, Shelley Berkley holds a 3-point lead over Dean Heller going into the final stretch of the campaign, with Berkley capturing 42% of the vote compared to Heller's 39%. VanderBeek, running as the Independent American Party candidate, captures 5% of the vote, while 6% say they will vote "none of the above" and 8% are undecided.

Both Berkley and Heller have consolidated their partisan bases while independents split evenly, with 33% going for Berkley and 33% for Heller. Berkley is advantaged by the fact that, thanks to relentless registration efforts by the Nevada Democratic Party, Democrats hold an 8-point registration advantage among all registered voters (42% Democrats, 34% Republicans, 24% NPA/Other) which is greater than that reflected in our poll. There is also a significant gender gap working in Berkley's favor, as she has a 13-point lead (46%-33%) among women, who tend to vote in higher numbers than men.



Though there are relatively few undecideds, those that remain are predisposed to break towards Berkley, as 45% are Obama supporters compared to 32% who are Romney voters.

This race has been neck and neck for months and is likely to stay that way up to Election Day. We will need all the resources we can muster to compete for every available vote and mobilize our voters on Election Day.