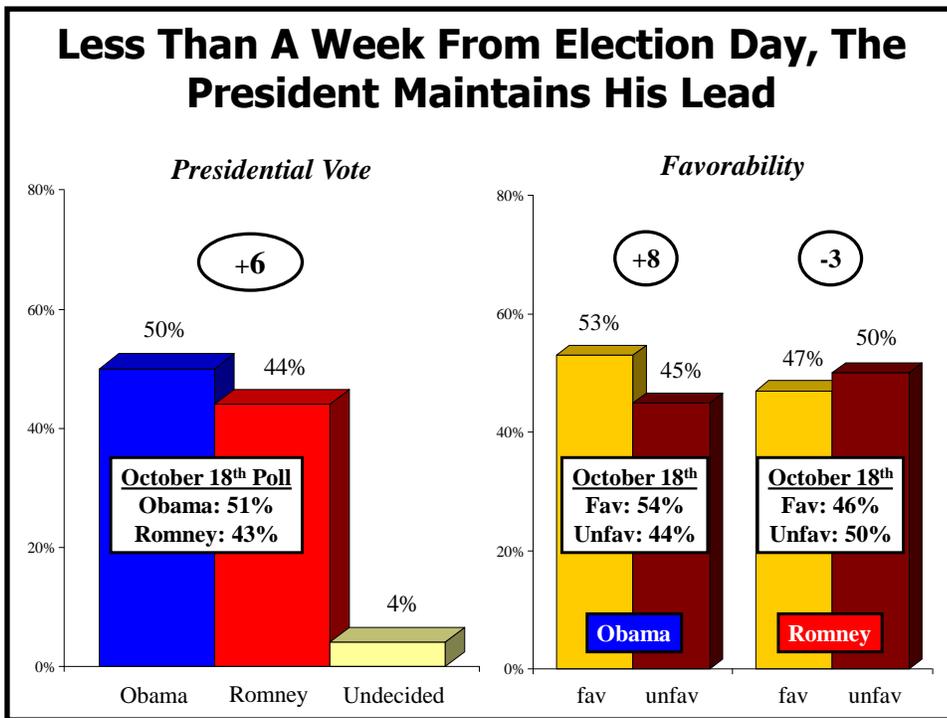




To: Americans United For Change
From: The Mellman Group, Inc.
Re: President Obama Remains Strong In Nevada
Date: November 1, 2012

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) telephone interviews were conducted October 29-31, 2012. The margin of error for the sample as a whole is +/-4% at a 95% level of confidence and higher for subgroups.

President Obama continues to lead in the crucial swing state of Nevada, holding a comfortable 6-point margin over Republican nominee Mitt Romney. Obama has the support of 50%, while Romney trails with just 44% of the Nevada vote.



The president holds an impressive 11-point lead over Romney in the Las Vegas media market, which includes two-thirds of Nevada's electorate. Obama also leads Romney in Washoe County, which includes the city of Reno. Obama garners 50% in Washoe, while Romney trails with 44%.

Several key segments contribute to the president's solid lead in the state, including his

standing with Latinos and independents. Among Latinos, Obama doubles Romney's vote with 63% to 31%. Voters who are registered as having no party affiliation support the President 55% to 31% over Romney. Obama's support is also strong among ideological moderates, 60% of whom vote for the president, compared to 30% for Romney.

President Obama also holds a strong image advantage over Romney throughout the Silver State, with a net favorability rating of +8, compared to Romney's net negative image of -3.

With the president ahead in every Nevada poll since October 9th, he is quite likely to win this key state.