



To: The Berkley Campaign
From: The Mellman Group, Inc.
Re: Update On The Nevada Senate Race
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 interviews were conducted by telephone between October 15-17, 2012. The margin of error for each question is +/-4% at a 95% level of confidence.

As you know, every public poll in the 2010 Senate race proved to be far off the mark. So it is with the 2012 polling. Our results reveal that Congresswoman Shelley Berkley continues to hold a narrow lead in Nevada's 2012 Senate race. Berkley maintains a 3-point lead over Dean Heller, with Berkley at 41% compared to Heller's 38% - virtually unchanged from the 3-point margin Berkley held last week. VanderBeek continues to maintain 5% of the vote share, while 4% of the electorate would choose "none of the above".

The fundamentals of the race remain steady. Both Berkley and Heller have consolidated their bases, while independents are still divided (33% for each candidate). Democrats' 90,000 person registration advantage over Republicans and a superior turnout operation also work to Berkley's advantage.

This remains a close race but one in which Berkley now enjoys a slight advantage.

