



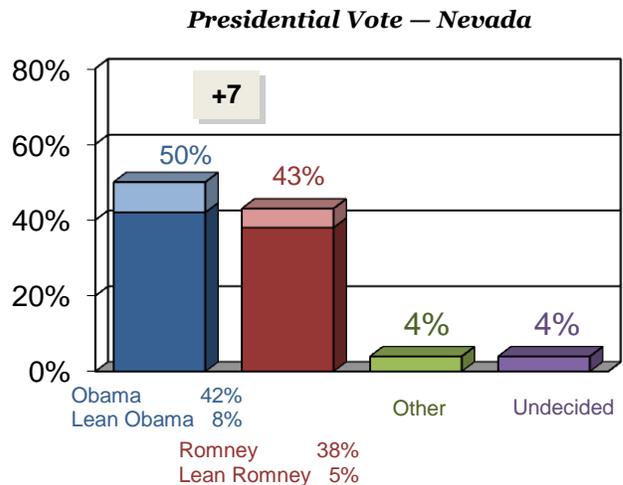
To: Interested Parties
From: Project New America
Re: New statewide poll shows Obama winning by 7% in Nevada
Date: October 17, 2012

A statewide survey of 500 likely voters in Nevada was conducted by Grove Insight October 15-16 using live professional interviewers. Quotas were set to ensure calling into cell phone only households. No interviews were conducted during the presidential debate. The margin of error is plus or minus 4.4 percentage points at the 95% level of confidence. The data reported here closely mirrors party registration in Nevada — 36% of the sample are registered Republicans, 43% are registered Democrats, and 21% are unaffiliated with either party.

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The President Has a Healthy Lead Here

- Barack Obama now holds a seven-point lead in Nevada, garnering 50% of the vote to Romney's 43%.
- Women (54% Obama, 40% Romney) give the President his lead, while the race is tied (46% to 46%) among men. The President also has a commanding lead among Hispanic voters (78% to 19%).
- Obama's edge can be explained by his advantage on several key dimensions — fights for people like you and trust around decision-making, as the graph below explains.
- By a slim, three-point margin, Nevadans believe Romney is “more likely to raise taxes on the middle class.”



Who does it better describe – Democrat Barack Obama or Republican Mitt Romney? [Names rotated]			
	Obama	Romney	Obama margin over Romney
Fight for people like you	49%	38%	+11
Trust more to make a decision based on what is right for the country in the long term, not just for today	48%	42%	+6
More likely to raise taxes on the middle class	38%	41%	-3

Project New America, formerly Project New West, is a private company that provides cutting edge tools to understand and communicate with a rapidly changing America. PNA develops, conducts, aggregates, and disseminates research, messaging and on-going strategic guidance with the nation's leading progressive stakeholders. Since 2007, Project New America has conducted over 20 statewide surveys in Nevada.