



CLARK COUNTY VOTER PROFILE

“...with Non-Partisan voters representing 16.0 percent or 118,042 active voters, most candidates would be hard-pressed to win without significant support from this cohort of likely voters.”

With the final push for new voter registration having ended October 12th, data from the Clark County Election Department reported 736,802 active voters will be able to go to the polls for early voting between October 16th and October 29th, culminating with general election day voting on November 2nd.

From the beginning of the third quarter of 2010 through the voter registration deadline, Clark County recorded 25,414 new voters, more than double the 12,492 new voters registering during the previous quarter (Q2 2010). While the current data includes twelve additional days due to the voter registration deadline, the substantial rise in voter registrations suggests increased motivation among voters in electing local and national representatives. Compared to the same period in 2006 – the last mid-term election cycle – new voter registration is up 78.3 percent.

While the electorate has surged, as expected before the midterm election, the distribution of these new voters has shifted modestly since the previous quarter but differs considerably from four years ago. Compared to the previous quarter, the share of new voters registering as Democrat edged up 0.1 percentage points, while those registering Republican fell 3.6 percentage points, which is largely attributable to the 3.2-percentage-point and 0.3-percentage-point gain among Non-Partisans and other minor parties, respectively. It is also important to note that new voters registering Non-Partisan overshadowed those registering Republican by 364 voters. This is only the third time new Non-Partisan registrations have outnumbered a major political party and the first time since the previous presidential election cycle, suggesting an increasing number of constituents associate less with the ideologies of a single political party.

Compared to the same period of the previous election cycle (Q3 2006), the trend of new voters is more compelling. Four years ago, Democrats represented 43.6 percent of new voters compared with just 37.3 percent today. The Republican Party has been dealt a similar blow, registering nearly 31.9 percent of all new voters during the previous cycle, compared to the current 25.8 percent. Again, most new voters have been drawn to registering as Non-Partisan and other parties, which gained 10.4 percentage points and 2.0 percentage points, respectively, compared to four years.

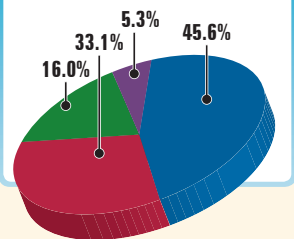
Understanding the dynamics among new voters is important, but with the general election around the corner and registration closed for the current cycle, only current active voters will be able to decide the outcome of Nevada’s newest elected officials. Of the 736,802 active voters, 45.6 percent are registered Democrat, 33.1 percent Republican, 16.0 percent Non-Partisan, and 5.3 percent registered among other parties. While the share of voters among parties has not shifted much from the previous quarter, Democrats remain the beneficiaries of a large push in registrations during the 2008 presidential election in 2008 when the Democrats held a 15.4-percentage-point lead over registered Republicans. While the Democrat-to-Republican gap remains at a lower 12.5 percent, it is still well above the 10.2 percent reported during the previous midterm election cycle (Q3 2006). Today, there are 91,673 more registered Democrats than registered Republicans. Yet, with Non-Partisan voters representing 16.0 percent or 118,042 active voters, most candidates would be hard-pressed to win without significant support from this cohort of likely voters

Incumbents and their challengers will continue to focus their strategies in hopes of swaying undecided independents and producing high turnouts among their party’s base. Of course, much of this will persist with political maneuvering, heightening animosity toward “political-lifers” and uncertainty surrounding inexperienced candidates, which will only continue through the end of Election Day November 2nd, 2010.

CLARK COUNTY VOTERS – Q3 2010

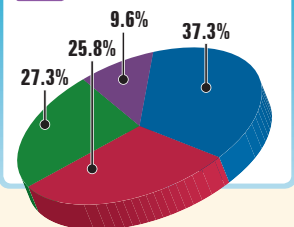
Active Registered

DEM	DEMOCRAT	45.6%
REP	REPUBLICAN	33.1%
NP	NON-PARTISAN	16.0%
OTH	OTHER	5.3%



Newly Registered

DEM	DEMOCRAT	37.3%
REP	REPUBLICAN	25.8%
NP	NON-PARTISAN	27.3%
OTH	OTHER	9.6%



CLARK COUNTY VOTER PROFILE
QUARTER THREE 2010

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CLARK COUNTY VOTER PROFILE

Q3 2010 Number of Active Registered Voters

COUNTY	DEM	REP	NP	LIB	INA	OTH	TOTAL
	335,689	244,016	118,042	4,124	30,961	3,970	736,802
CONGRESS							
1. Shelley Berkley (D)	144,679	80,663	44,086	1,581	11,674	1,662	284,345
2. Dean Heller (R)	13,013	11,806	5,393	133	1,573	145	32,063
3. Dina Titus (D)	177,981	151,512	68,550	2,409	17,713	2,163	420,328
N/A	16	35	13	1	1	-	66
TOTAL	335,689	244,016	118,042	4,124	30,961	3,970	736,802
SENATE							
CEN. Mike McGinness (R)	1,974	2,895	1,176	20	298	16	6,379
C01. John Jay Lee (D)	26,085	12,975	7,899	249	2,074	275	49,557
C02. Maggie Carlton (D)	13,408	2,817	2,948	99	665	129	20,066
C03. Valerie Wiener (D)	16,279	8,771	5,043	179	1,269	212	31,753
C04. Steven Horsford (D)	28,004	9,231	6,160	197	1,674	245	45,511
C05. Breedon / Woodhouse (D)	46,914	45,286	19,029	672	5,134	574	117,609
C06. Allison Copening (D)	21,117	20,672	7,619	284	1,926	198	51,816
C07. Care / Parks (D)	38,234	18,425	12,105	523	3,222	568	73,077
C08. Barbara Cegavske (R)	19,355	18,900	7,675	274	1,843	196	48,243
C09. Dennis Nolan (R)	55,123	51,905	23,725	798	6,051	669	138,271
C10. Bob Coffin (D)	16,246	5,296	4,182	158	1,134	236	27,252
C11. Michael Schneider (D)	16,305	9,016	5,505	204	1,415	233	32,678
C12. Warren Hardy (R)	36,562	37,750	14,946	465	4,255	418	94,396
N/A	83	77	30	2	1	1	194
TOTAL	335,689	244,016	118,042	4,124	30,961	3,970	736,802
ASSEMBLY							
C01. Marilyn Kirkpatrick (D)	10,886	7,100	3,605	122	994	147	22,854
C02. John Hambrick (R)	10,454	11,954	4,437	134	1,060	94	28,133
C03. Peggy Pierce (D)	8,741	5,471	2,727	97	676	101	17,813
C04. Richard McArthur (R)	12,991	14,555	5,056	179	1,258	112	34,151
C05. Marilyn Loop (D)	9,561	7,788	3,629	121	834	105	22,038
C06. Harvey Munford (D)	9,803	2,391	1,774	72	509	98	14,647
C07. Morse Arberry (D)	14,587	3,304	2,824	88	659	97	21,559
C08. Barbara Buckley (D)	6,162	3,194	1,926	62	567	76	11,987
C09. Richard Segerblom (D)	7,869	3,273	2,215	101	636	153	14,247
C10. Joe Hogan (D)	7,718	5,739	3,045	117	841	115	17,575
C11. Ruben Kihuen (D)	5,695	1,298	1,390	44	305	77	8,809
C12. Genie Ohrenschall (D)	10,034	3,955	2,683	94	751	140	17,657
C13. Chad Christensen (R)	39,706	38,182	16,980	573	4,509	456	100,406
C14. Ellen Koivisto (D)	10,084	4,982	2,842	83	635	97	18,723
C15. Kathy McClain (D)	9,810	5,116	3,000	136	807	147	19,016
C16. John Ocegüera (D)	9,883	6,473	3,447	139	877	135	20,954
C17. Kelvin Atkinson (D)	16,806	8,588	5,064	153	1,350	158	32,119
C18. Mark Manendo (D)	13,346	7,275	4,218	166	1,178	166	26,349
C19. Jerry Claborn (D)	8,006	3,649	2,258	75	678	89	14,755
C20. Joe Hardy (R)	8,700	13,612	4,507	136	1,299	107	28,361
C21. Ellen Spiegel (D)	9,479	9,966	4,006	129	1,026	112	24,718
C22. Lynn Stewart (R)	35,606	37,438	15,654	514	4,119	400	93,731
C23. Melissa Woodbury (R)	9,825	7,855	3,648	115	1,070	137	22,650
C28. Mo Denis (D)	6,339	1,321	1,449	54	292	45	9,500
C29. April Mastroluca (D)	10,486	9,118	4,272	162	1,143	146	25,327
C34. William Horne (D)	8,755	5,295	2,842	98	713	90	17,793
C37. Marcus Conklin (D)	8,734	5,734	2,851	118	741	96	18,274
C41. Paul Aizley (D)	7,693	4,884	2,888	136	757	139	16,497
C42. Harry Mortenson (D)	7,847	4,429	2,775	104	676	134	15,965
N/A	83	77	30	2	1	1	194
TOTAL	335,689	244,016	118,042	4,124	30,961	3,970	736,802
COMMISSION							
A. Steve Sisolak (D)	62,131	65,818	26,554	884	7,183	732	163,302
B. Tom Collins (D)	52,288	31,728	17,064	552	4,622	560	106,814
C. Larry Brown (D)	57,539	58,959	22,981	799	5,812	591	146,681
D. Lawrence Weekly (D)	34,675	7,591	7,070	248	1,817	351	51,752
E. Chris Giunchigliani (D)	36,642	16,798	10,841	440	2,972	551	68,244
F. Susan Brager (D)	50,879	35,638	19,045	644	4,749	633	111,588
G. Rory Reid (D)	41,452	27,407	14,457	555	3,805	551	88,227
N/A	83	77	30	2	1	1	194
TOTAL	335,689	244,016	118,042	4,124	30,961	3,970	736,802

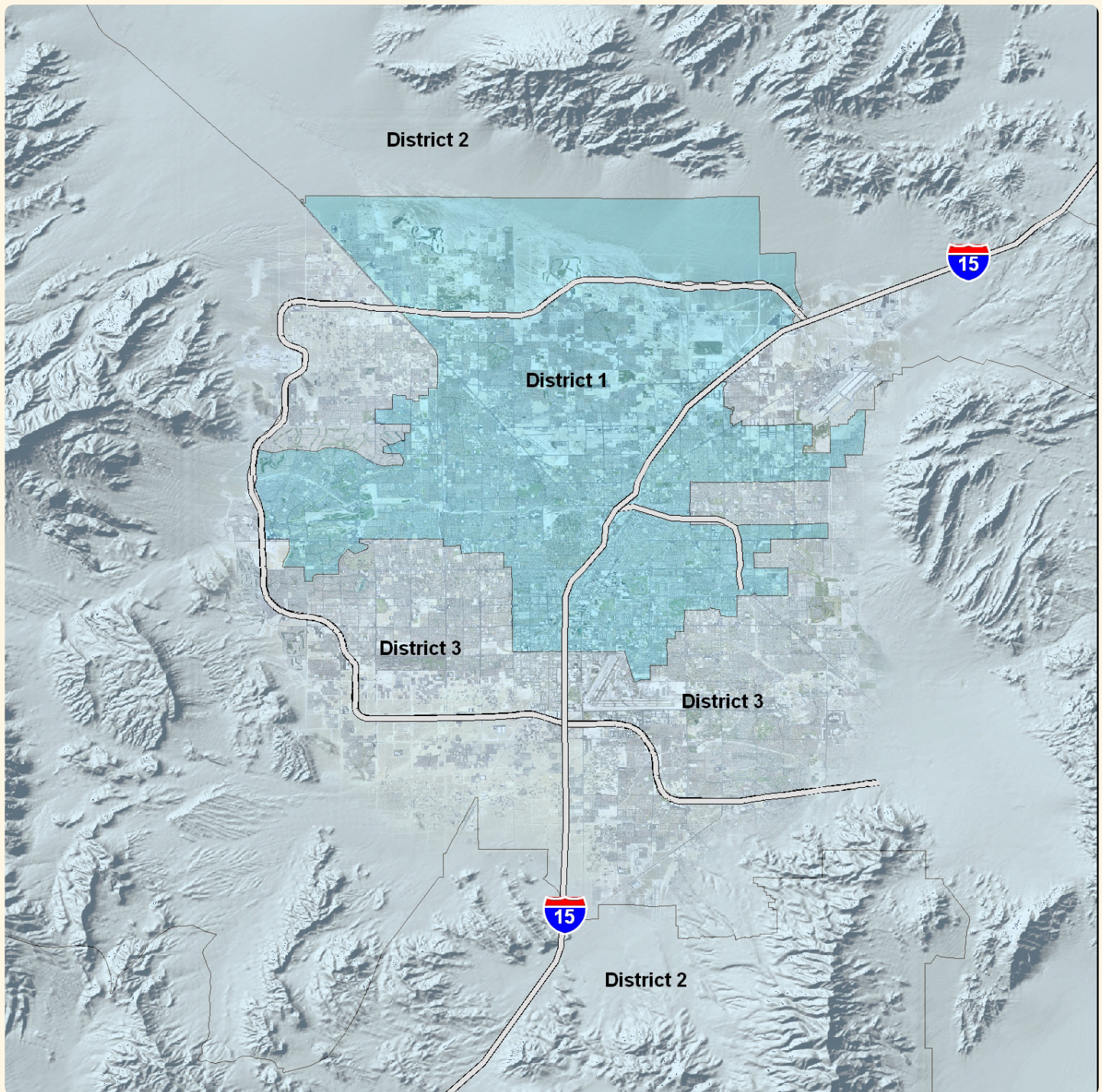
Party Registration Codes Legend

DEM DEMOCRATIC	NP NON-PARTISAN	INA INDEPENDENT AMERICAN
REP REPUBLICAN	LIB LIBERTARIAN	OTH OTHER

CLARK COUNTY VOTER PROFILE

Q3 2010 Distribution of Active Registered Voters

	DEM	REP	NP	LIB	INA	OTH	TOTAL
COUNTY	45.6%	33.1%	16.0%	0.6%	4.2%	0.5%	100.0%
CONGRESS							
1. Shelley Berkley (D)	50.9%	28.4%	15.5%	0.6%	4.1%	0.6%	100.0%
2. Dean Heller (R)	40.6%	36.8%	16.8%	0.4%	4.9%	0.5%	100.0%
3. Dina Titus (D)	42.3%	36.0%	16.3%	0.6%	4.2%	0.5%	100.0%
N/A	24.2%	53.0%	19.7%	1.5%	1.5%	0.0%	100.0%
TOTAL	45.6%	33.1%	16.0%	0.6%	4.2%	0.5%	100.0%
SENATE							
CEN. Mike McGinness (R)	30.9%	45.4%	18.4%	0.3%	4.7%	0.3%	100.0%
C01. John Jay Lee (D)	52.6%	26.2%	15.9%	0.5%	4.2%	0.6%	100.0%
C02. Maggie Carlton (D)	66.8%	14.0%	14.7%	0.5%	3.3%	0.6%	100.0%
C03. Valerie Wiener (D)	51.3%	27.6%	15.9%	0.6%	4.0%	0.7%	100.0%
C04. Steven Horsford (D)	61.5%	20.3%	13.5%	0.4%	3.7%	0.5%	100.0%
C05. Breeden / Woodhouse (D)	39.9%	38.5%	16.2%	0.6%	4.4%	0.5%	100.0%
C06. Allison Copening (D)	40.8%	39.9%	14.7%	0.5%	3.7%	0.4%	100.0%
C07. Care / Parks (D)	52.3%	25.2%	16.6%	0.7%	4.4%	0.8%	100.0%
C08. Barbara Cegavske (R)	40.1%	39.2%	15.9%	0.6%	3.8%	0.4%	100.0%
C09. Dennis Nolan (R)	39.9%	37.5%	17.2%	0.6%	4.4%	0.5%	100.0%
C10. Bob Coffin (D)	59.6%	19.4%	15.3%	0.6%	4.2%	0.9%	100.0%
C11. Michael Schneider (D)	49.9%	27.6%	16.8%	0.6%	4.3%	0.7%	100.0%
C12. Warren Hardy (R)	38.7%	40.0%	15.8%	0.5%	4.5%	0.4%	100.0%
N/A	42.8%	39.7%	15.5%	1.0%	0.5%	0.5%	100.0%
TOTAL	45.6%	33.1%	16.0%	0.6%	4.2%	0.5%	100.0%
ASSEMBLY							
C01. Marilyn Kirkpatrick (D)	47.6%	31.1%	15.8%	0.5%	4.3%	0.6%	100.0%
C02. John Hambrick (R)	37.2%	42.5%	15.8%	0.5%	3.8%	0.3%	100.0%
C03. Peggy Pierce (D)	49.1%	30.7%	15.3%	0.5%	3.8%	0.6%	100.0%
C04. Richard McArthur (R)	38.0%	42.6%	14.8%	0.5%	3.7%	0.3%	100.0%
C05. Marilyn Loop (D)	43.4%	35.3%	16.5%	0.5%	3.8%	0.5%	100.0%
C06. Harvey Munford (D)	66.9%	16.3%	12.1%	0.5%	3.5%	0.7%	100.0%
C07. Morse Arberry (D)	67.7%	15.3%	13.1%	0.4%	3.1%	0.4%	100.0%
C08. Barbara Buckley (D)	51.4%	26.6%	16.1%	0.5%	4.7%	0.6%	100.0%
C09. Richard Segerblom (D)	55.2%	23.0%	15.5%	0.7%	4.5%	1.1%	100.0%
C10. Joe Hogan (D)	43.9%	32.7%	17.3%	0.7%	4.8%	0.7%	100.0%
C11. Ruben Kihuen (D)	64.6%	14.7%	15.8%	0.5%	3.5%	0.9%	100.0%
C12. Genie Ohrenschall (D)	56.8%	22.4%	15.2%	0.5%	4.3%	0.8%	100.0%
C13. Chad Christensen (R)	39.5%	38.0%	16.9%	0.6%	4.5%	0.5%	100.0%
C14. Ellen Koivisto (D)	53.9%	26.6%	15.2%	0.4%	3.4%	0.5%	100.0%
C15. Kathy McClain (D)	51.6%	26.9%	15.8%	0.7%	4.2%	0.8%	100.0%
C16. John Ocegueda (D)	47.2%	30.9%	16.5%	0.7%	4.2%	0.6%	100.0%
C17. Kelvin Atkinson (D)	52.3%	26.7%	15.8%	0.5%	4.2%	0.5%	100.0%
C18. Mark Manendo (D)	50.7%	27.6%	16.0%	0.6%	4.5%	0.6%	100.0%
C19. Jerry Claborn (D)	54.3%	24.7%	15.3%	0.5%	4.6%	0.6%	100.0%
C20. Joe Hardy (R)	30.7%	48.0%	15.9%	0.5%	4.6%	0.4%	100.0%
C21. Ellen Spiegel (D)	38.3%	40.3%	16.2%	0.5%	4.2%	0.5%	100.0%
C22. Lynn Stewart (R)	38.0%	39.9%	16.7%	0.5%	4.4%	0.4%	100.0%
C23. Melissa Woodbury (R)	43.4%	34.7%	16.1%	0.5%	4.7%	0.6%	100.0%
C28. Mo Denis (D)	66.7%	13.9%	15.3%	0.6%	3.1%	0.5%	100.0%
C29. April Mastroluca (D)	41.4%	36.0%	16.9%	0.6%	4.5%	0.6%	100.0%
C34. William Horne (D)	49.2%	29.8%	16.0%	0.6%	4.0%	0.5%	100.0%
C37. Marcus Conklin (D)	47.8%	31.4%	15.6%	0.6%	4.1%	0.5%	100.0%
C41. Paul Aizley (D)	46.6%	29.6%	17.5%	0.8%	4.6%	0.8%	100.0%
C42. Harry Mortenson (D)	49.2%	27.7%	17.4%	0.7%	4.2%	0.8%	100.0%
N/A	42.8%	39.7%	15.5%	1.0%	0.5%	0.5%	100.0%
TOTAL	45.6%	33.1%	16.0%	0.6%	4.2%	0.5%	100.0%
COMMISSION							
A. Steve Sisolak (D)	38.0%	40.3%	16.3%	0.5%	4.4%	0.4%	100.0%
B. Tom Collins (D)	49.0%	29.7%	16.0%	0.5%	4.3%	0.5%	100.0%
C. Larry Brown (D)	39.2%	40.2%	15.7%	0.5%	4.0%	0.4%	100.0%
D. Lawrence Weekly (D)	67.0%	14.7%	13.7%	0.5%	3.5%	0.7%	100.0%
E. Chris Giunchigliani (D)	53.7%	24.6%	15.9%	0.6%	4.4%	0.8%	100.0%
F. Susan Brager (D)	45.6%	31.9%	17.1%	0.6%	4.3%	0.6%	100.0%
G. Rory Reid (D)	47.0%	31.1%	16.4%	0.6%	4.3%	0.6%	100.0%
N/A	42.8%	39.7%	15.5%	1.0%	0.5%	0.5%	100.0%
TOTAL	45.6%	33.1%	16.0%	0.6%	4.2%	0.5%	100.0%



PERCENT DEMOCRAT
Among Active (Q3 2010)
Registered Voters

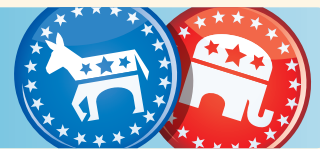


30 – 39%

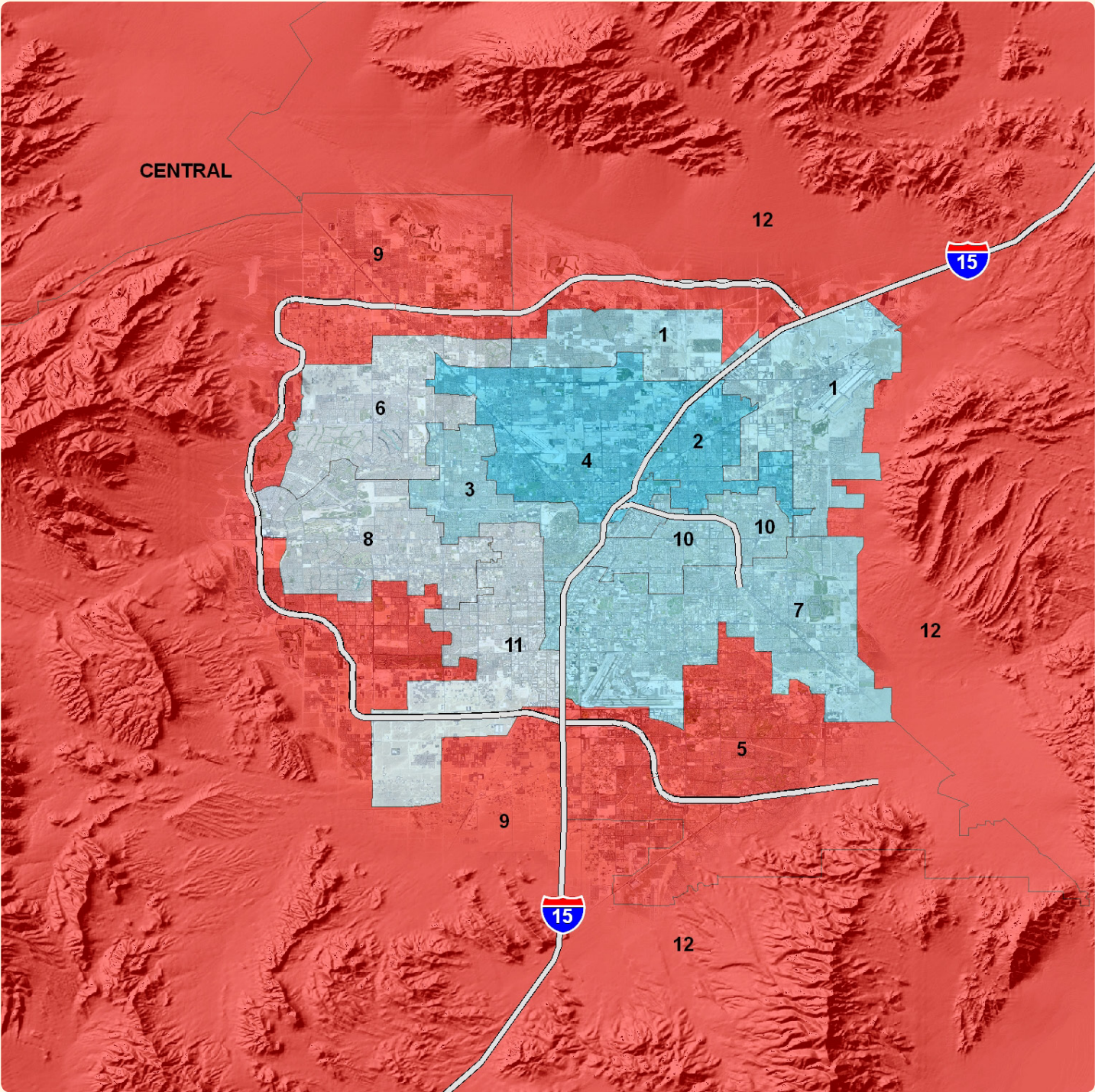
40 – 49%

50 – 59%

60% and Over



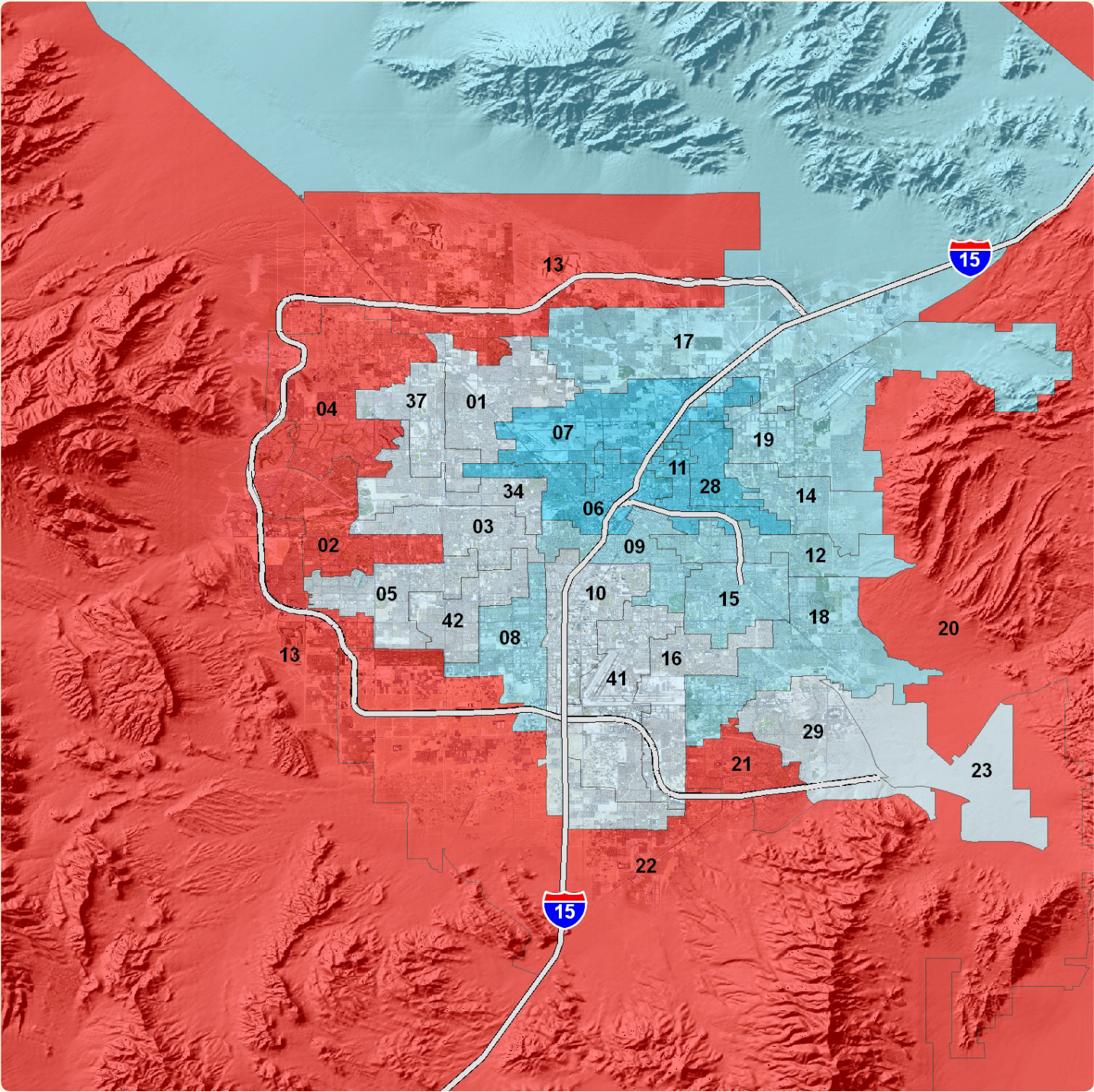
Note: For purposes of voter mapping, it was necessary to use one major party as the basis for percentage distributions. For all such maps, Applied Analysis will use the party with the largest share of voters as the basis for the mapping exercise. This is merely an analytical requirement and should not be viewed as any type of support, endorsement or favoring of one party or another.



PERCENT DEMOCRAT
Among Active (Q3 2010)
Registered Voters

	30 – 39%		50 – 59%
	40 – 49%		60% and Over

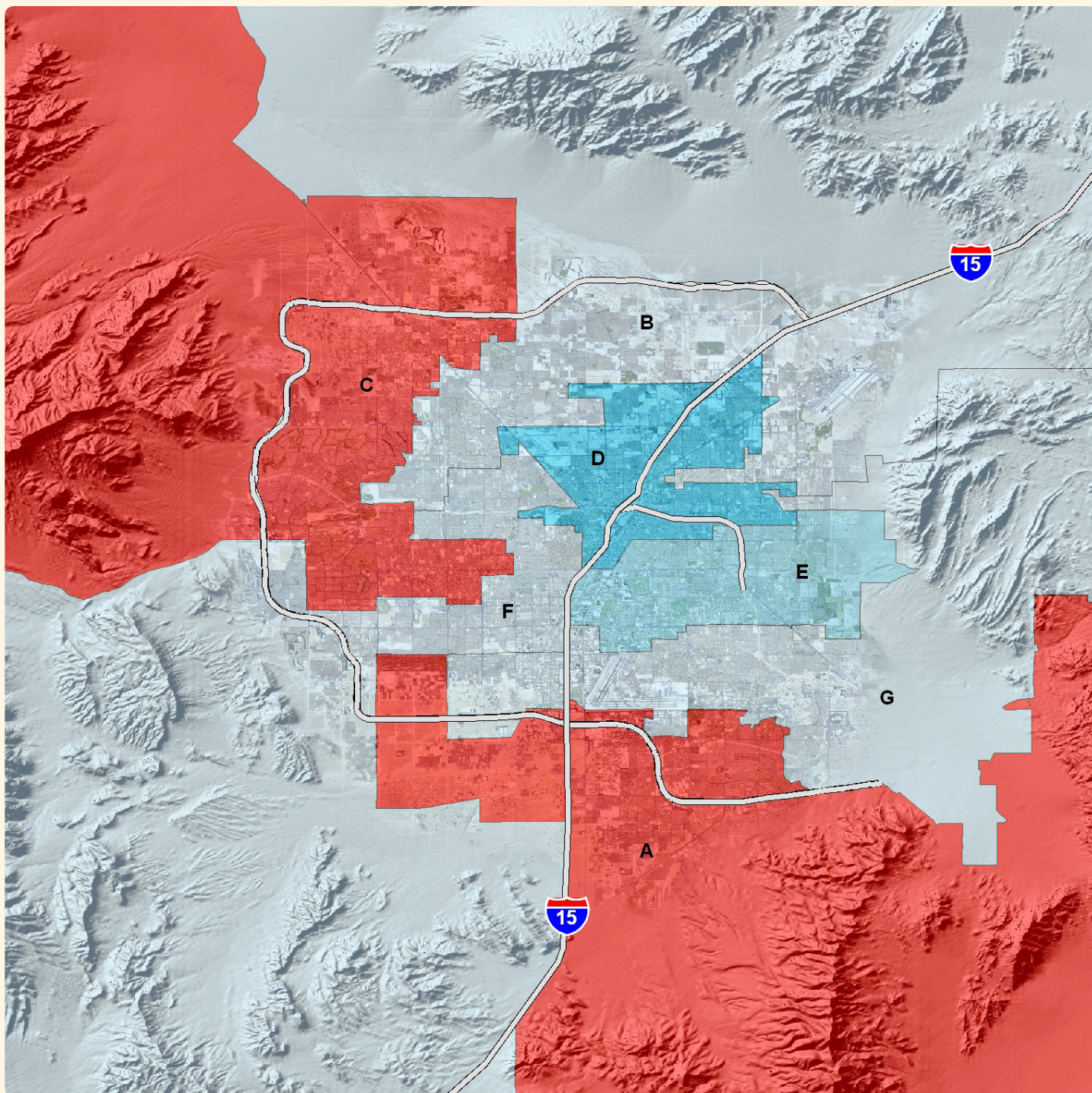
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PERCENT DEMOCRAT
Among Active (Q3 2010)
Registered Voters

	30 – 39%		50 – 59%
	40 – 49%		60% and Over

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PERCENT DEMOCRAT
Among Active (Q3 2010)
Registered Voters

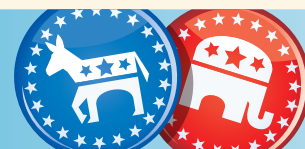


30 – 39%

40 – 49%

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60% and Over



Note: For purposes of voter mapping, it was necessary to use one major party as the basis for percentage distributions. For all such maps, Applied Analysis will use the party with the largest share of voters as the basis for the mapping exercise. This is merely an analytical requirement and should not be viewed as any type of support, endorsement or favoring of one party or another.

CLARK COUNTY VOTER PROFILE

Q3 2010 Number of Newly Registered Voters

COUNTY	DEM 9,479	REP 6,566	NP 6,930	LIB 306	INA 1,824	OTH 309	TOTAL 25,414
CONGRESS							
1. Shelley Berkley (D)	4,264	2,292	2,709	124	721	117	10,227
2. Dean Heller (R)	427	346	340	13	107	11	1,244
3. Dina Titus (D)	4,788	3,928	3,881	169	996	181	13,943
N/A	-	-	-	-	-	-	-
TOTAL	9,479	6,566	6,930	306	1,824	309	25,414
SENATE							
CEN. Mike McGinness (R)	56	79	55	1	17	1	209
C01. John Jay Lee (D)	789	402	510	22	119	13	1,855
C02. Maggie Carlton (D)	495	70	242	4	35	5	851
C03. Valerie Wiener (D)	513	195	309	16	70	13	1,116
C04. Steven Horsford (D)	702	274	343	12	96	11	1,438
C05. Breedon / Woodhouse (D)	1,144	1,133	1,078	56	277	38	3,726
C06. Allison Copening (D)	393	462	411	15	86	17	1,384
C07. Care / Parks (D)	1,321	549	803	42	188	55	2,958
C08. Barbara Cegavske (R)	496	499	414	22	100	14	1,545
C09. Dennis Nolan (R)	1,566	1,546	1,389	51	376	69	4,997
C10. Bob Coffin (D)	572	139	247	12	82	21	1,073
C11. Michael Schneider (D)	556	231	355	17	102	20	1,281
C12. Warren Hardy (R)	874	984	771	36	276	32	2,973
N/A	2	3	3	-	-	-	8
TOTAL	9,479	6,566	6,930	306	1,824	309	25,414
ASSEMBLY							
C01. Marilyn Kirkpatrick (D)	228	174	183	7	53	7	652
C02. John Hambrick (R)	247	295	242	11	65	7	867
C03. Peggy Pierce (D)	212	121	171	9	39	6	558
C04. Richard McArthur (R)	222	355	240	11	63	6	897
C05. Marilyn Loop (D)	255	167	180	6	40	10	658
C06. Harvey Munford (D)	272	67	130	8	24	1	502
C07. Morse Arberry (D)	428	103	201	4	39	6	781
C08. Barbara Buckley (D)	256	94	135	3	45	8	541
C09. Richard Segerblom (D)	249	88	135	6	47	12	537
C10. Joe Hogan (D)	282	203	229	12	68	16	810
C11. Ruben Kihuen (D)	211	30	88	4	22	2	357
C12. Genie Ohrenschall (D)	269	83	133	6	43	17	551
C13. Chad Christensen (R)	1,104	1,245	1,044	42	292	46	3,773
C14. Ellen Koivisto (D)	362	105	200	6	34	6	713
C15. Kathy McClain (D)	271	107	156	9	42	13	598
C16. John Ocegueda (D)	264	172	217	9	42	12	716
C17. Kelvin Atkinson (D)	488	318	321	15	88	10	1,240
C18. Mark Manendo (D)	381	194	245	12	58	14	904
C19. Jerry Claborn (D)	254	70	144	3	34	4	509
C20. Joe Hardy (R)	186	301	194	7	96	6	790
C21. Ellen Spiegel (D)	213	202	199	15	67	6	702
C22. Lynn Stewart (R)	1,026	1,017	909	48	242	37	3,279
C23. Melissa Woodbury (R)	184	217	203	6	57	8	675
C28. Mo Denis (D)	242	39	101	1	11	-	394
C29. April Mastroiucca (D)	346	267	263	9	58	9	952
C34. William Horne (D)	231	125	147	5	31	8	547
C37. Marcus Conklin (D)	260	147	165	7	36	8	623
C41. Paul Aizley (D)	300	160	204	14	52	12	742
C42. Harry Mortenson (D)	234	97	148	11	36	12	538
N/A	2	3	3	-	-	-	8
TOTAL	9,479	6,566	6,930	306	1,824	309	25,414
COMMISSION							
A. Steve Sisolak (D)	1,576	1,659	1,418	78	425	51	5,207
B. Tom Collins (D)	1,467	943	1,034	42	289	35	3,810
C. Larry Brown (D)	1,368	1,573	1,243	52	325	47	4,608
D. Lawrence Weekly (D)	1,141	243	528	15	109	12	2,048
E. Chris Giunchigliani (D)	1,223	445	698	36	179	60	2,641
F. Susan Brager (D)	1,520	997	1,156	46	276	62	4,057
G. Rory Reid (D)	1,182	703	850	37	221	42	3,035
N/A	2	3	3	-	-	-	8
TOTAL	9,479	6,566	6,930	306	1,824	309	25,414

Party Registration Codes Legend

DEM DEMOCRATIC
REP REPUBLICAN

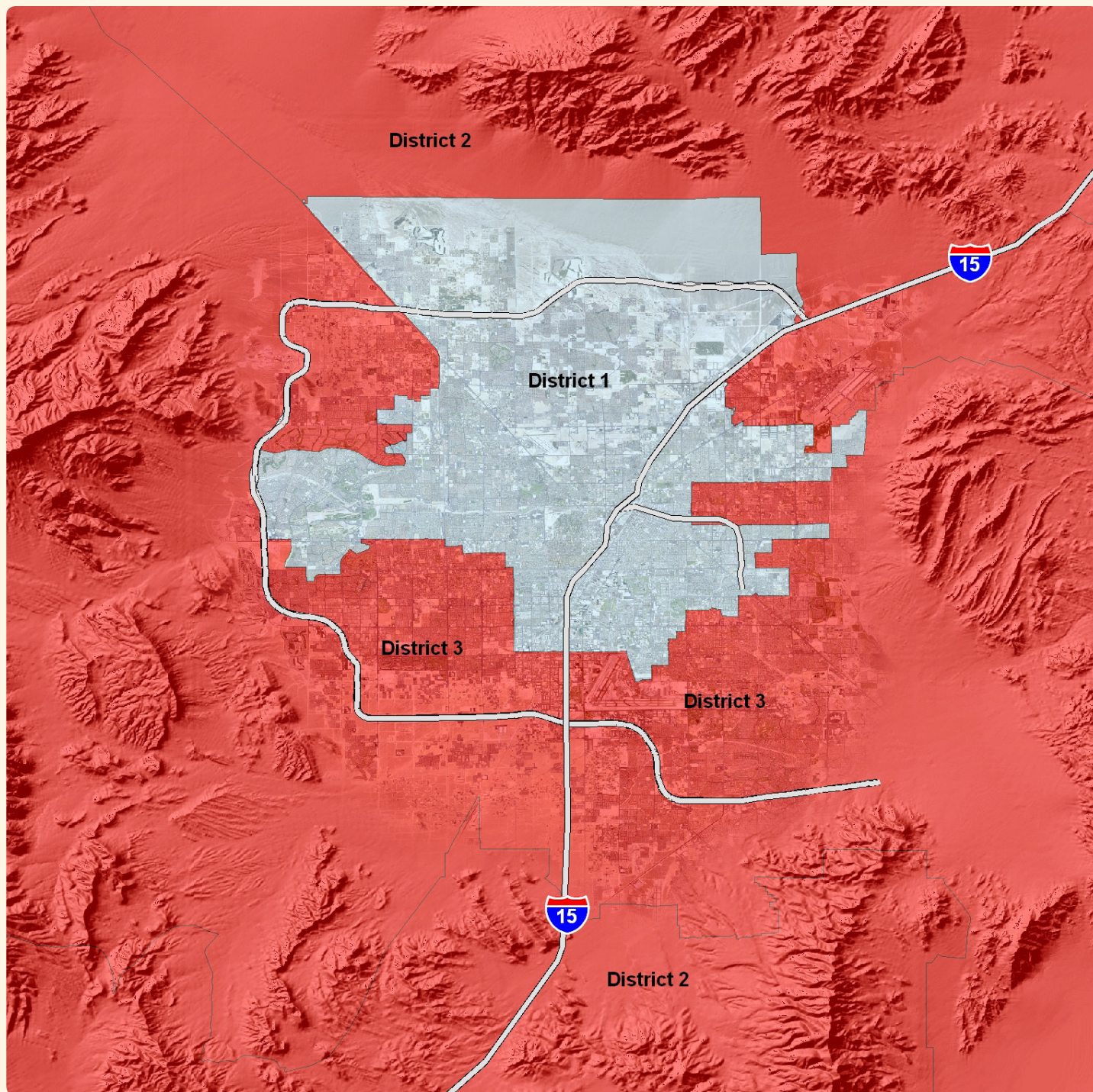
NP NON-PARTISAN
LIB LIBERTARIAN

INA INDEPENDENT AMERICAN
OTH OTHER

CLARK COUNTY VOTER PROFILE

Q3 2010 Distribution of Newly Registered Voters

	DEM	REP	NP	LIB	INA	OTH	TOTAL
COUNTY	37.3%	25.8%	27.3%	1.2%	7.2%	1.2%	100.0%
CONGRESS							
1. Shelley Berkley (D)	41.7%	22.4%	26.5%	1.2%	7.0%	1.1%	100.0%
2. Dean Heller (R)	34.3%	27.8%	27.3%	1.0%	8.6%	0.9%	100.0%
3. Dina Titus (D)	34.3%	28.2%	27.8%	1.2%	7.1%	1.3%	100.0%
N/A	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	37.3%	25.8%	27.3%	1.2%	7.2%	1.2%	100.0%
SENATE							
CEN. Mike McGinness (R)	26.8%	37.8%	26.3%	0.5%	8.1%	0.5%	100.0%
C01. John Jay Lee (D)	42.5%	21.7%	27.5%	1.2%	6.4%	0.7%	100.0%
C02. Maggie Carlton (D)	58.2%	8.2%	28.4%	0.5%	4.1%	0.6%	100.0%
C03. Valerie Wiener (D)	46.0%	17.5%	27.7%	1.4%	6.3%	1.2%	100.0%
C04. Steven Horsford (D)	48.8%	19.1%	23.9%	0.8%	6.7%	0.8%	100.0%
C05. Breeden / Woodhouse (D)	30.7%	30.4%	28.9%	1.5%	7.4%	1.0%	100.0%
C06. Allison Copening (D)	28.4%	33.4%	29.7%	1.1%	6.2%	1.2%	100.0%
C07. Care / Parks (D)	44.7%	18.6%	27.1%	1.4%	6.4%	1.9%	100.0%
C08. Barbara Cegavske (R)	32.1%	32.3%	26.8%	1.4%	6.5%	0.9%	100.0%
C09. Dennis Nolan (R)	31.3%	30.9%	27.8%	1.0%	7.5%	1.4%	100.0%
C10. Bob Coffin (D)	53.3%	13.0%	23.0%	1.1%	7.6%	2.0%	100.0%
C11. Michael Schneider (D)	43.4%	18.0%	27.7%	1.3%	8.0%	1.6%	100.0%
C12. Warren Hardy (R)	29.4%	33.1%	25.9%	1.2%	9.3%	1.1%	100.0%
N/A	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	37.3%	25.8%	27.3%	1.2%	7.2%	1.2%	100.0%
ASSEMBLY							
C01. Marilyn Kirkpatrick (D)	35.0%	26.7%	28.1%	1.1%	8.1%	1.1%	100.0%
C02. John Hambrick (R)	28.5%	34.0%	27.9%	1.3%	7.5%	0.8%	100.0%
C03. Peggy Pierce (D)	38.0%	21.7%	30.6%	1.6%	7.0%	1.1%	100.0%
C04. Richard McArthur (R)	24.7%	39.6%	26.8%	1.2%	7.0%	0.7%	100.0%
C05. Marilyn Loop (D)	38.8%	25.4%	27.4%	0.9%	6.1%	1.5%	100.0%
C06. Harvey Munford (D)	54.2%	13.3%	25.9%	1.6%	4.8%	0.2%	100.0%
C07. Morse Arberry (D)	54.8%	13.2%	25.7%	0.5%	5.0%	0.8%	100.0%
C08. Barbara Buckley (D)	47.3%	17.4%	25.0%	0.6%	8.3%	1.5%	100.0%
C09. Richard Segerblom (D)	46.4%	16.4%	25.1%	1.1%	8.8%	2.2%	100.0%
C10. Joe Hogan (D)	34.8%	25.1%	28.3%	1.5%	8.4%	2.0%	100.0%
C11. Ruben Kihuen (D)	59.1%	8.4%	24.6%	1.1%	6.2%	0.6%	100.0%
C12. Genie Ohrenschall (D)	48.8%	15.1%	24.1%	1.1%	7.8%	3.1%	100.0%
C13. Chad Christensen (R)	29.3%	33.0%	27.7%	1.1%	7.7%	1.2%	100.0%
C14. Ellen Koivisto (D)	50.8%	14.7%	28.1%	0.8%	4.8%	0.8%	100.0%
C15. Kathy McClain (D)	45.3%	17.9%	26.1%	1.5%	7.0%	2.2%	100.0%
C16. John Ocegueda (D)	36.9%	24.0%	30.3%	1.3%	5.9%	1.7%	100.0%
C17. Kelvin Atkinson (D)	39.4%	25.6%	25.9%	1.2%	7.1%	0.8%	100.0%
C18. Mark Manendo (D)	42.1%	21.5%	27.1%	1.3%	6.4%	1.5%	100.0%
C19. Jerry Claborn (D)	49.9%	13.8%	28.3%	0.6%	6.7%	0.8%	100.0%
C20. Joe Hardy (R)	23.5%	38.1%	24.6%	0.9%	12.2%	0.8%	100.0%
C21. Ellen Spiegel (D)	30.3%	28.8%	28.3%	2.1%	9.5%	0.9%	100.0%
C22. Lynn Stewart (R)	31.3%	31.0%	27.7%	1.5%	7.4%	1.1%	100.0%
C23. Melissa Woodbury (R)	27.3%	32.1%	30.1%	0.9%	8.4%	1.2%	100.0%
C28. Mo Denis (D)	61.4%	9.9%	25.6%	0.3%	2.8%	0.0%	100.0%
C29. April Mastroluca (D)	36.3%	28.0%	27.6%	0.9%	6.1%	0.9%	100.0%
C34. William Horne (D)	42.2%	22.9%	26.9%	0.9%	5.7%	1.5%	100.0%
C37. Marcus Conklin (D)	41.7%	23.6%	26.5%	1.1%	5.8%	1.3%	100.0%
C41. Paul Aizley (D)	40.4%	21.6%	27.5%	1.9%	7.0%	1.6%	100.0%
C42. Harry Mortenson (D)	43.5%	18.0%	27.5%	2.0%	6.7%	2.2%	100.0%
N/A	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	37.3%	25.8%	27.3%	1.2%	7.2%	1.2%	100.0%
COMMISSION							
A. Steve Sisolak (D)	30.3%	31.9%	27.2%	1.5%	8.2%	1.0%	100.0%
B. Tom Collins (D)	38.5%	24.8%	27.1%	1.1%	7.6%	0.9%	100.0%
C. Larry Brown (D)	29.7%	34.1%	27.0%	1.1%	7.1%	1.0%	100.0%
D. Lawrence Weekly (D)	55.7%	11.9%	25.8%	0.7%	5.3%	0.6%	100.0%
E. Chris Giunchigliani (D)	46.3%	16.8%	26.4%	1.4%	6.8%	2.3%	100.0%
F. Susan Brager (D)	37.5%	24.6%	28.5%	1.1%	6.8%	1.5%	100.0%
G. Rory Reid (D)	38.9%	23.2%	28.0%	1.2%	7.3%	1.4%	100.0%
N/A	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	37.3%	25.8%	27.3%	1.2%	7.2%	1.2%	100.0%



PERCENT DEMOCRAT
Among Newly (Q3 2010)
Registered Voters

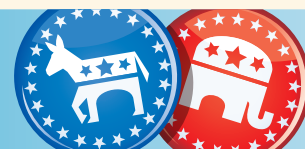


30 – 39%

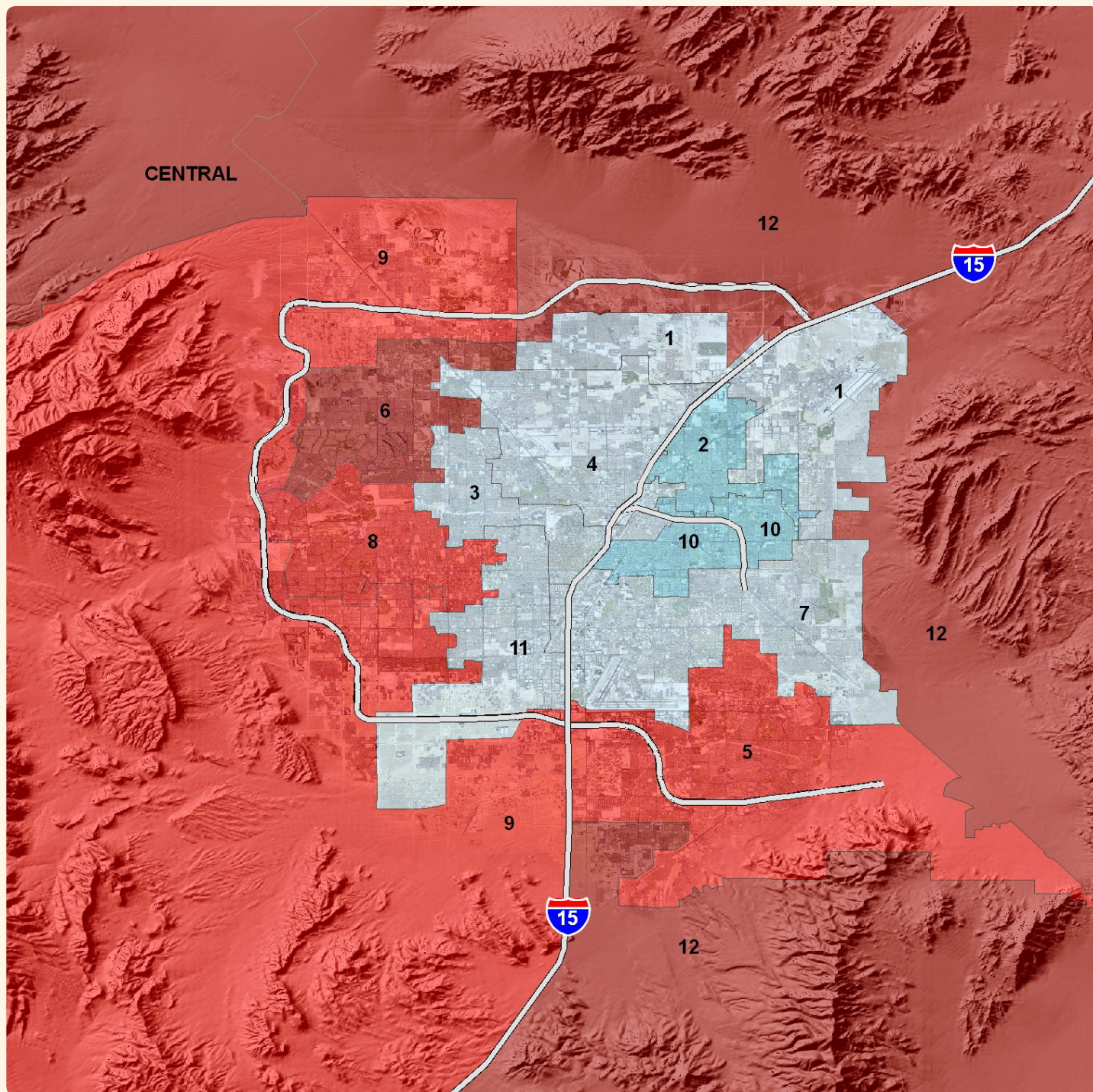
40 – 49%

50 – 59%

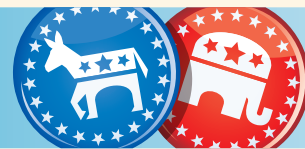
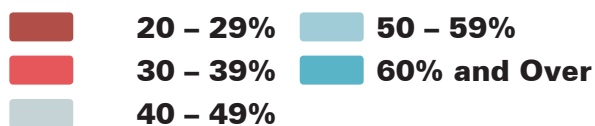
60% and Over



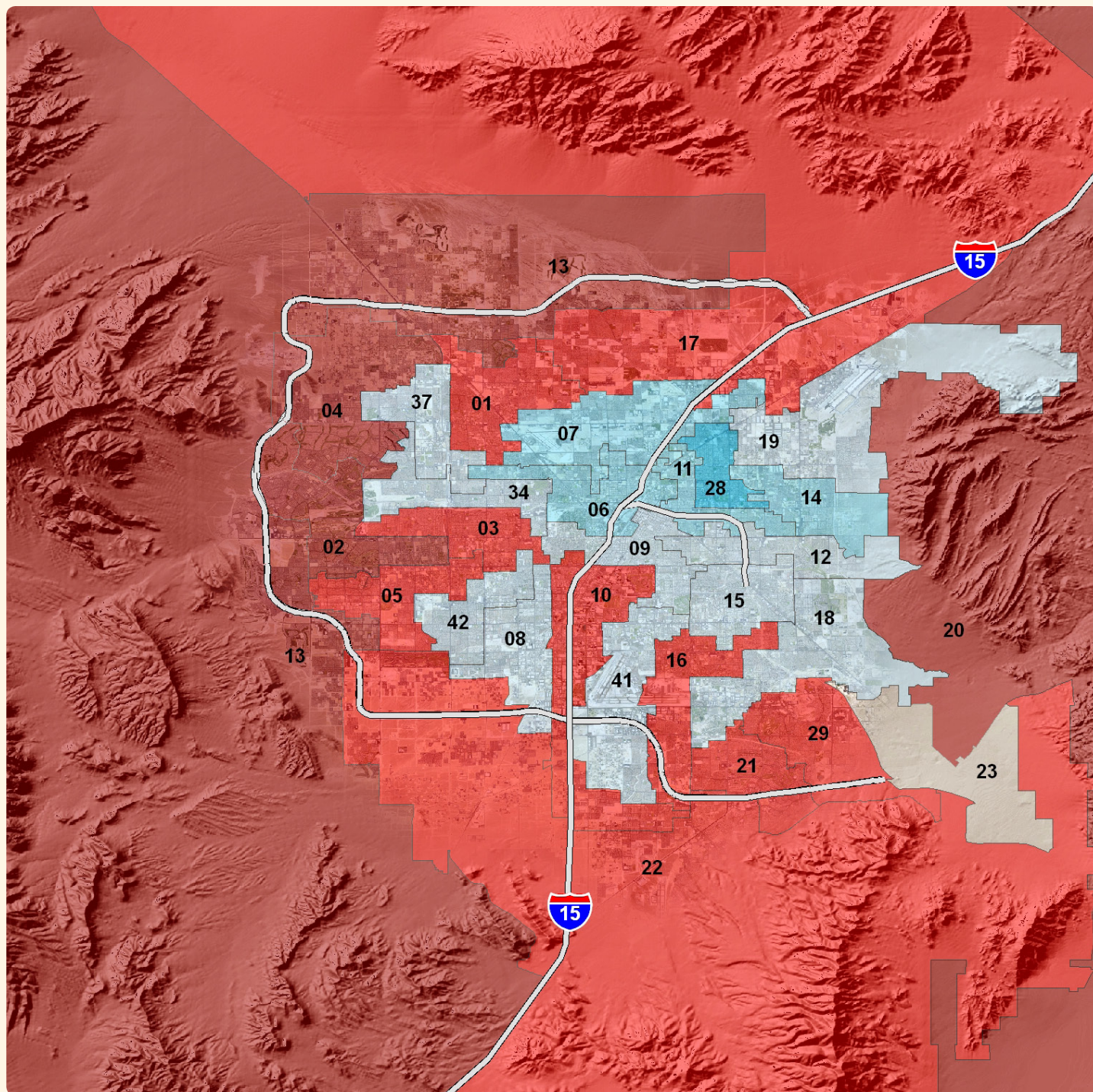
Note: For purposes of voter mapping, it was necessary to use one major party as the basis for percentage distributions. For all such maps, Applied Analysis will use the party with the largest share of voters as the basis for the mapping exercise. This is merely an analytical requirement and should not be viewed as any type of support, endorsement or favoring of one party or another.



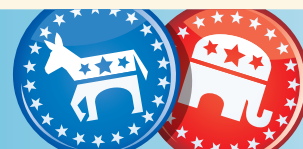
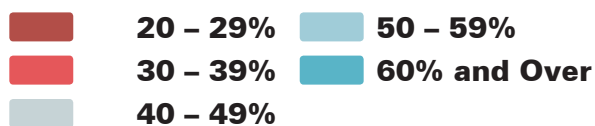
PERCENT DEMOCRAT
Among Newly (Q3 2010)
Registered Voters



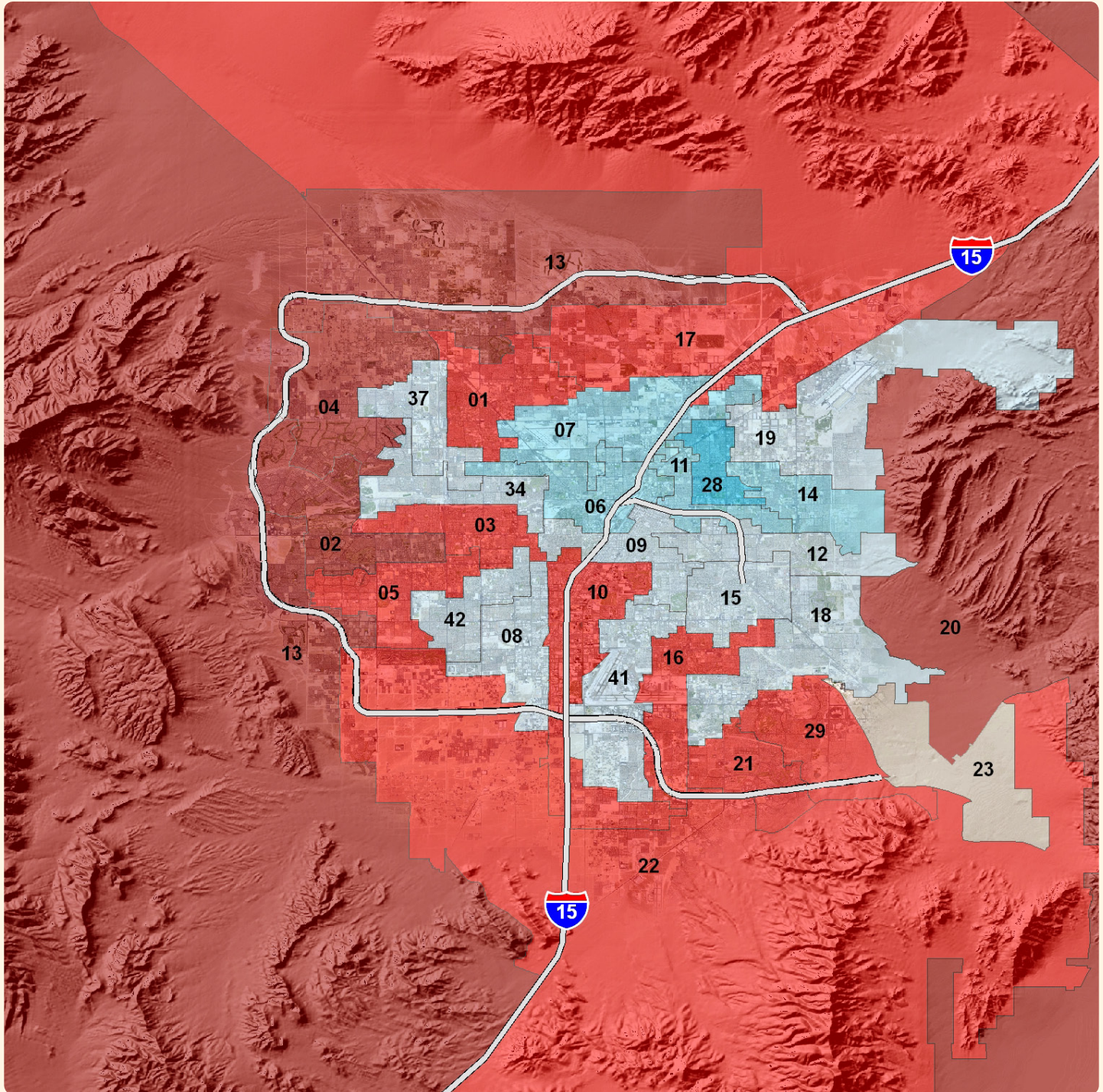
Note: For purposes of voter mapping, it was necessary to use one major party as the basis for percentage distributions. For all such maps, Applied Analysis will use the party with the largest share of voters as the basis for the mapping exercise. This is merely an analytical requirement and should not be viewed as any type of support, endorsement or favoring of one party or another.



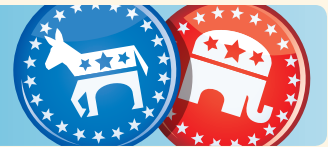
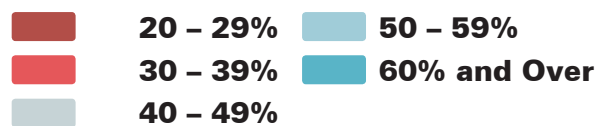
PERCENT DEMOCRAT
Among Newly (Q3 2010)
Registered Voters



Note: For purposes of voter mapping, it was necessary to use one major party as the basis for percentage distributions. For all such maps, Applied Analysis will use the party with the largest share of voters as the basis for the mapping exercise. This is merely an analytical requirement and should not be viewed as any type of support, endorsement or favoring of one party or another.



PERCENT DEMOCRAT
Among Newly (Q3 2010)
Registered Voters

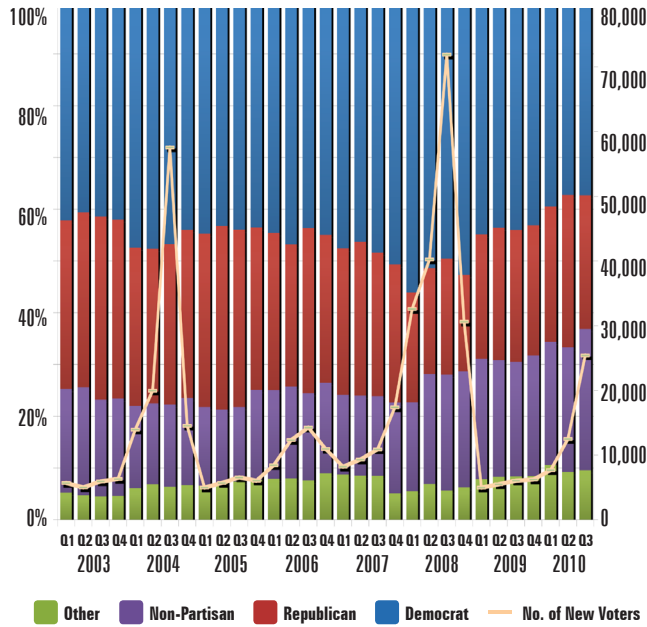


Note: For purposes of voter mapping, it was necessary to use one major party as the basis for percentage distributions. For all such maps, Applied Analysis will use the party with the largest share of voters as the basis for the mapping exercise. This is merely an analytical requirement and should not be viewed as any type of support, endorsement or favoring of one party or another.

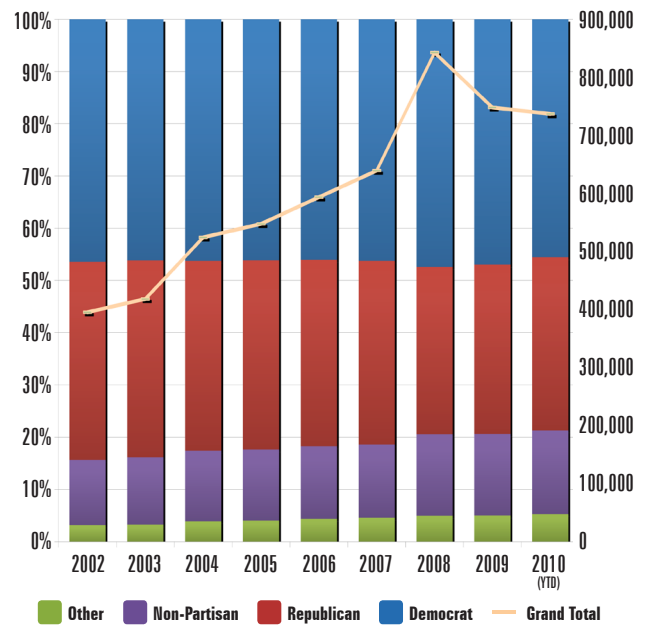
CLARK COUNTY VOTER PROFILE

Historical Voter Registration Activity

Clark County Quarterly New Voter Registration Profile



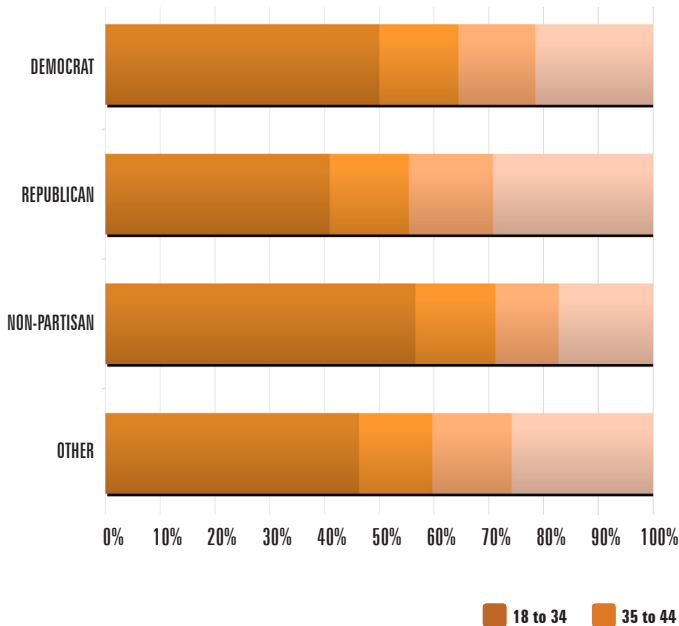
Clark County Annual Active Voter Profile



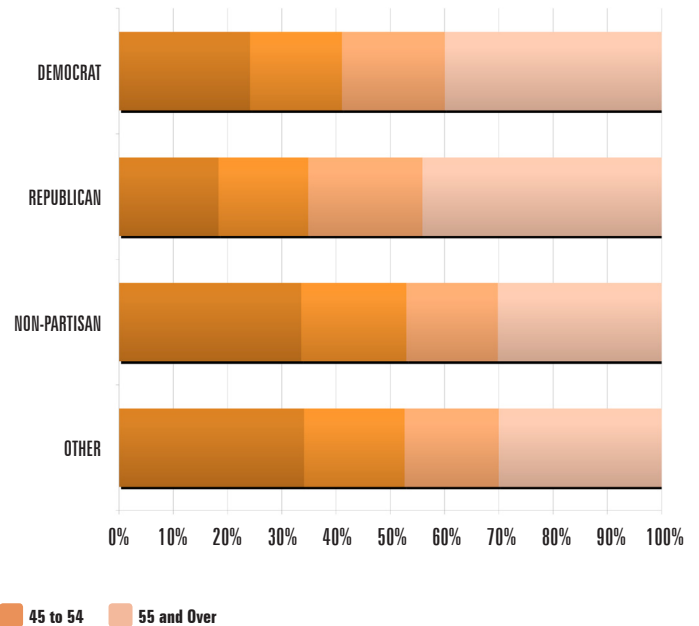
CLARK COUNTY VOTER PROFILE

Q3 2010 Voter Demographics

New Registered Voters



Active Voters



CLARK COUNTY VOTER PROFILE

QUARTER THREE 2010



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Applied Analysis is a Nevada-based advisory services firm founded in 1997. We are an information and analysis resource for both the public and private sectors. Our team has extensive experience in economics, real estate, hospitality, gaming, information technology and finance. We apply this knowledge in an effort to develop creative solutions to our client's challenges. To put it simply, we are a solutions resource. Our firm is guided by our core values – integrity, diligence and dedication. Our future is branded by the success of our clients and the quality of our professionals. Our commitment lies therein.

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