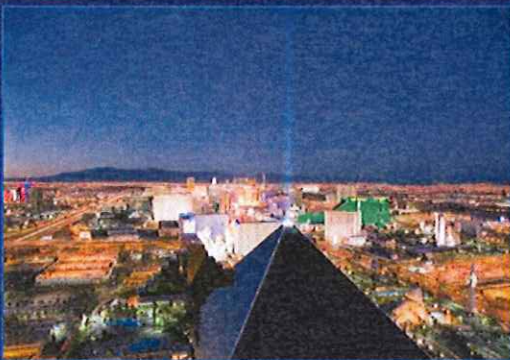# NV CD 4 Baseline Survey GOP Oversample

Key findings from a survey of 328 likely GOP primary voters in Nevada's 4th Congressional District, conducted November 30th-December 1st, 2011.

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Methodology

Public Opinion Strategies is pleased to present the key findings of a telephone survey conducted in Nevada's 4th Congressional District. The survey was completed November 30th- December 1st, 2011 among 328 likely GOP primary voters, with a margin of error of ±5.41%.

Glen Bolger was the principal researcher on this project. Jim Hobart was the project director, and Claire O'Brien provided analytical support.
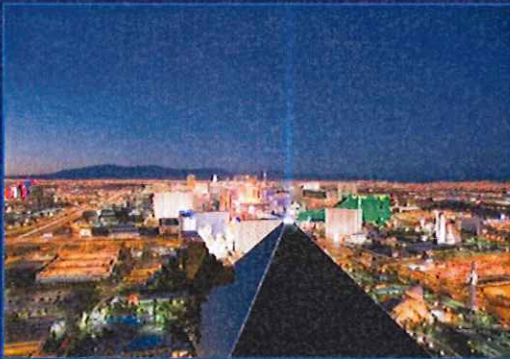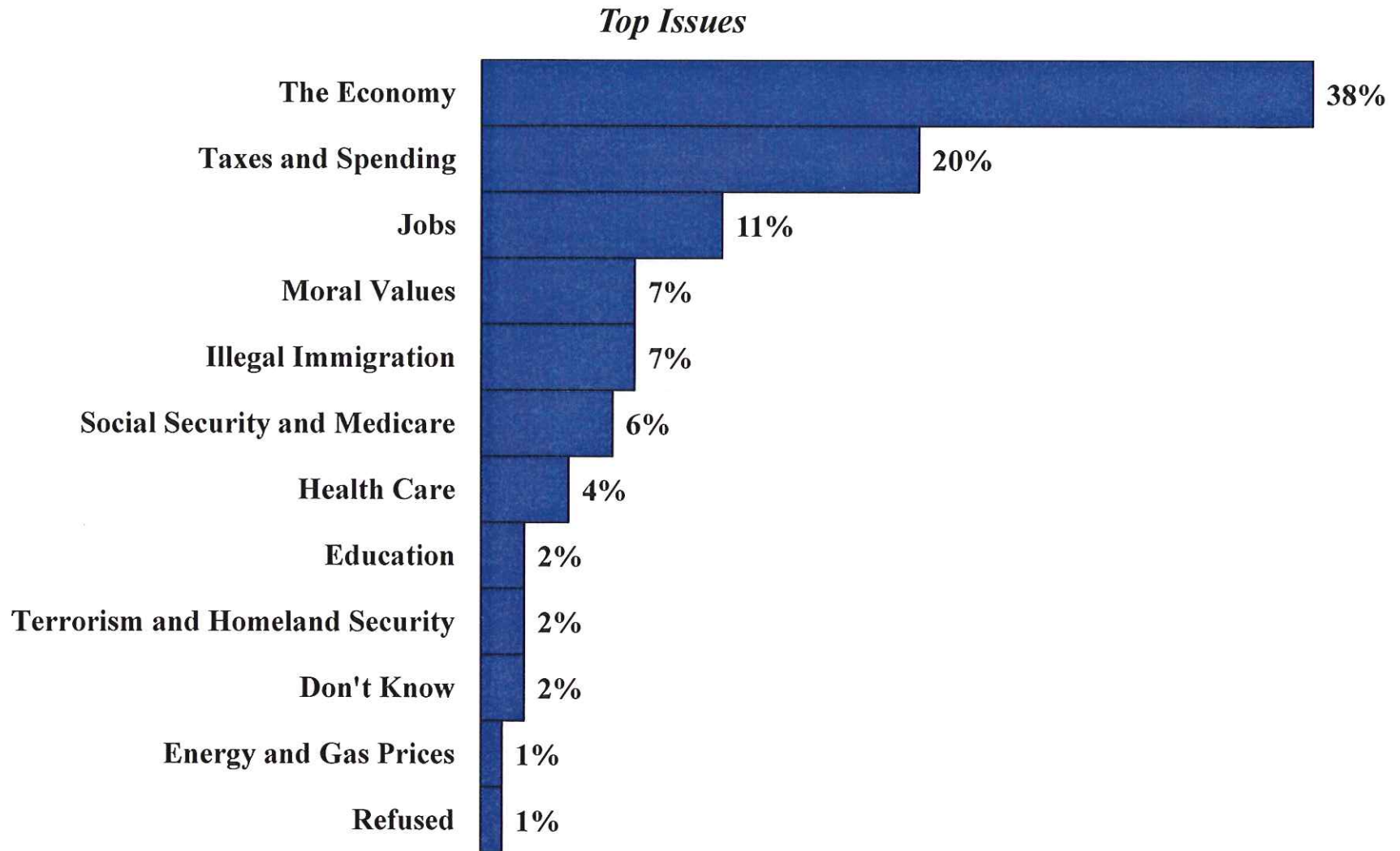
Political Environment
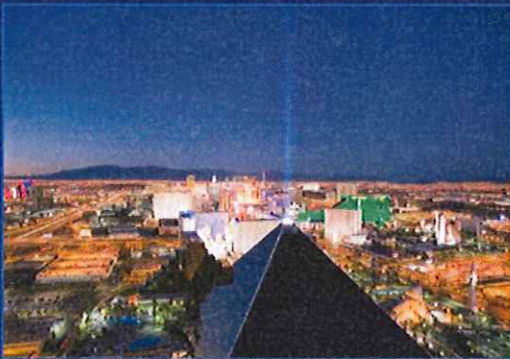
Profile of GOP Primary Electorate

- By core voters, 49% are base GOP/very conservative, 39% are base GOP/strongly favor Tea Party and 35% are base GOP/65+.

- By county, 83% are from Clark and 17% are from Lyon, Mineral, Nye or White Pine.

- The majority are from Las Vegas (58%), with 16% from North Las Vegas, 10% from Pahrump and 17% from other cities.

- By gender, 48% are men and 52% are women.

- The plurality (45%) are ages 65+. Seven percent (7%) are ages 18-34, 18% are 35-44, 13% are 45-54 and 18% are 55-64.

- By ideology, 53% are very conservative, 28% are somewhat conservative and 17% are moderate/liberal.

- By Tea Party image, 43% strongly favor the Tea Party, 22% somewhat favor the Tea Party, 10% are unfavorable and 24% don't know or have no opinion.

- By education, 20% have HS or less, 35% have some college, 30% are college graduates and 15% went to grad school.
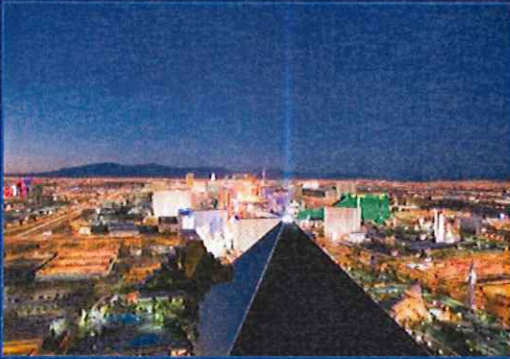
Issues

Not surprisingly, the economy, taxes and spending are GOP primary voters' top concerns.

Top Issues

| Issue	Percentage
The Economy	38%
Taxes and Spending	20%
Jobs	11%
Moral Values	7%
Illegal Immigration	7%
Social Security and Medicare	6%
Health Care	4%
Education	2%
Terrorism and Homeland Security	2%
Don't Know	2%
Energy and Gas Prices	1%
Refused	1%

Name ID & Images

Tarkanian has near-universal name ID among likely GOP primary voters, and his fav/unfav rating is solid.

Name ID and Image

95%

59%

29%

9%

8%

3%

Danny Tarkanian

Barbara Cegavske

■ Heard Of   ■ Favorable   ■ Unfavorable
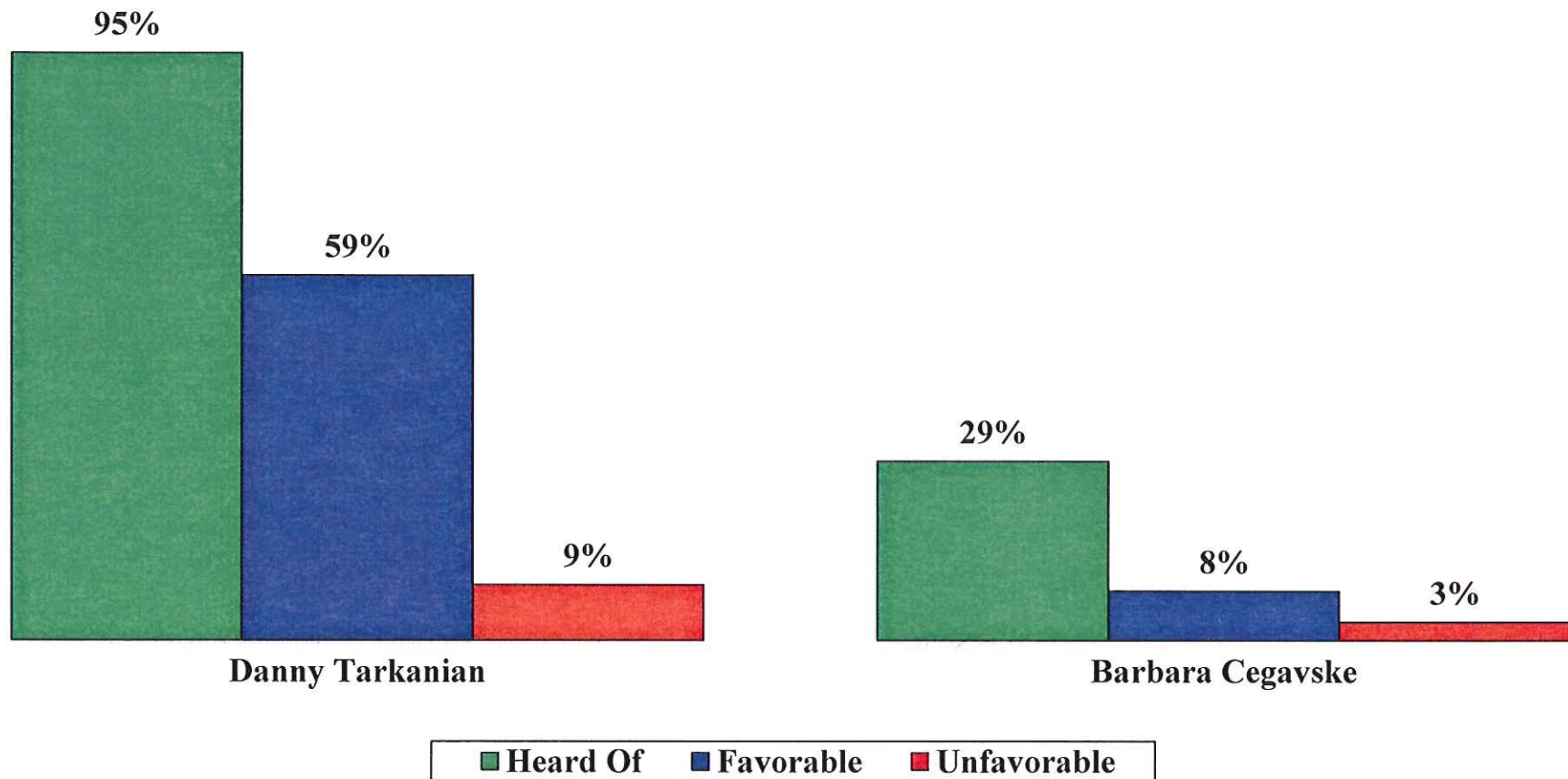
*Denotes Rounding

Core GOP voters know Tarkanian and like him.

Tarkanian ID/Image by Party/Core

Base GOP (80%): Total Heard Of 96%, Total Favorable 61%, Total Unfavorable 7%

Soft GOP (20%): Total Heard Of 94%, Total Favorable 47%, Total Unfavorable 18%

Base GOP/Very Cons (49%): Total Heard Of 95%, Total Favorable 61%, Total Unfavorable 8%

Base GOP/Strg Fav Tea Party (39%): Total Heard Of 96%, Total Favorable 67%, Total Unfavorable 5%

Base GOP/65+ (35%): Total Heard Of 97%, Total Favorable 64%, Total Unfavorable 7%

■ Total Heard Of ■ Total Favorable ■ Total Unfavorable

Tarkanian's ID and image are especially strong in Las Vegas and Pahrump.

Tarkanian ID/Image by City

Legend: ■ Total Heard Of ■ Total Favorable ■ Total Unfavorable

Las Vegas (58%): 96%, 63%, 10%
North Las Vegas (16%): 88%, 45%, 10%
Pahrump (10%): 100%, 57%, 7%
Balance (17%): 98%, 57%, 9%
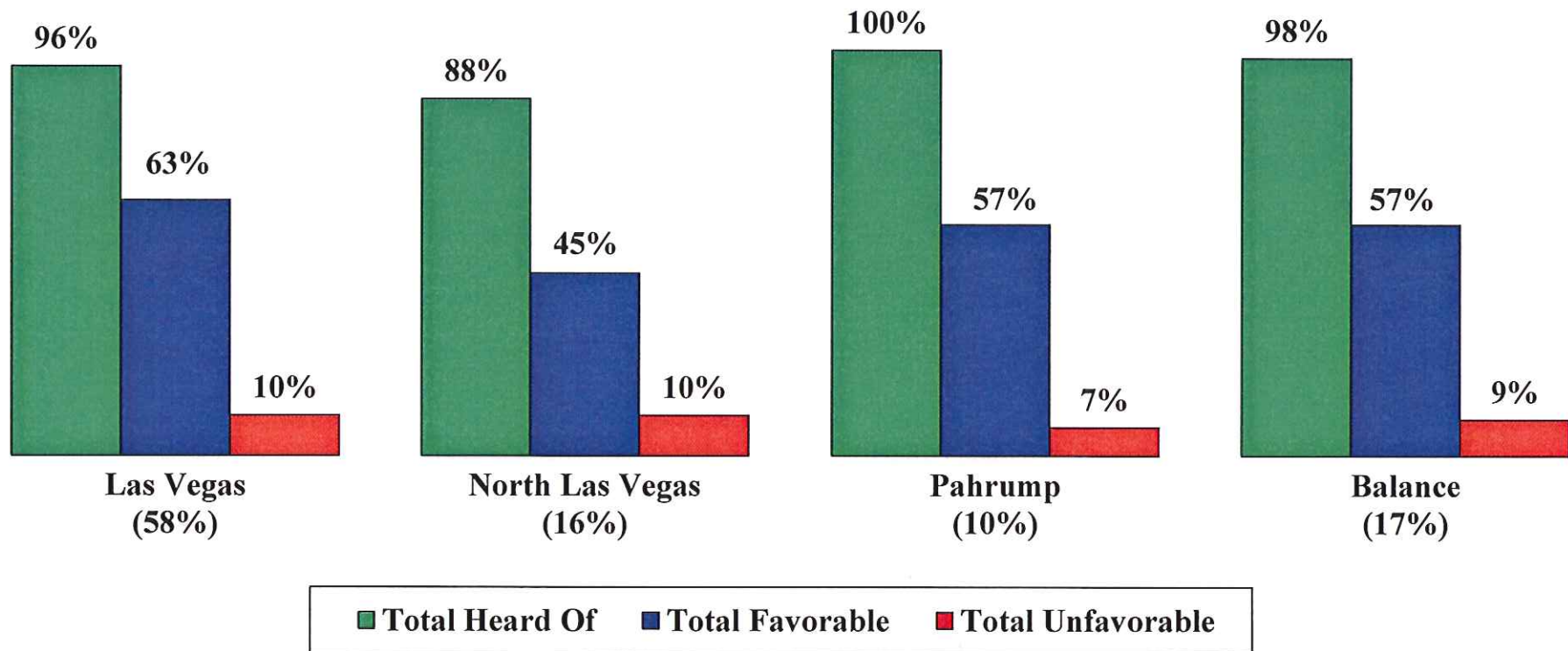
Tarkanian has solid fav/unfav ratings across GOP primary voter gender/age groups.

Tarkanian ID/Image by Gender/Age

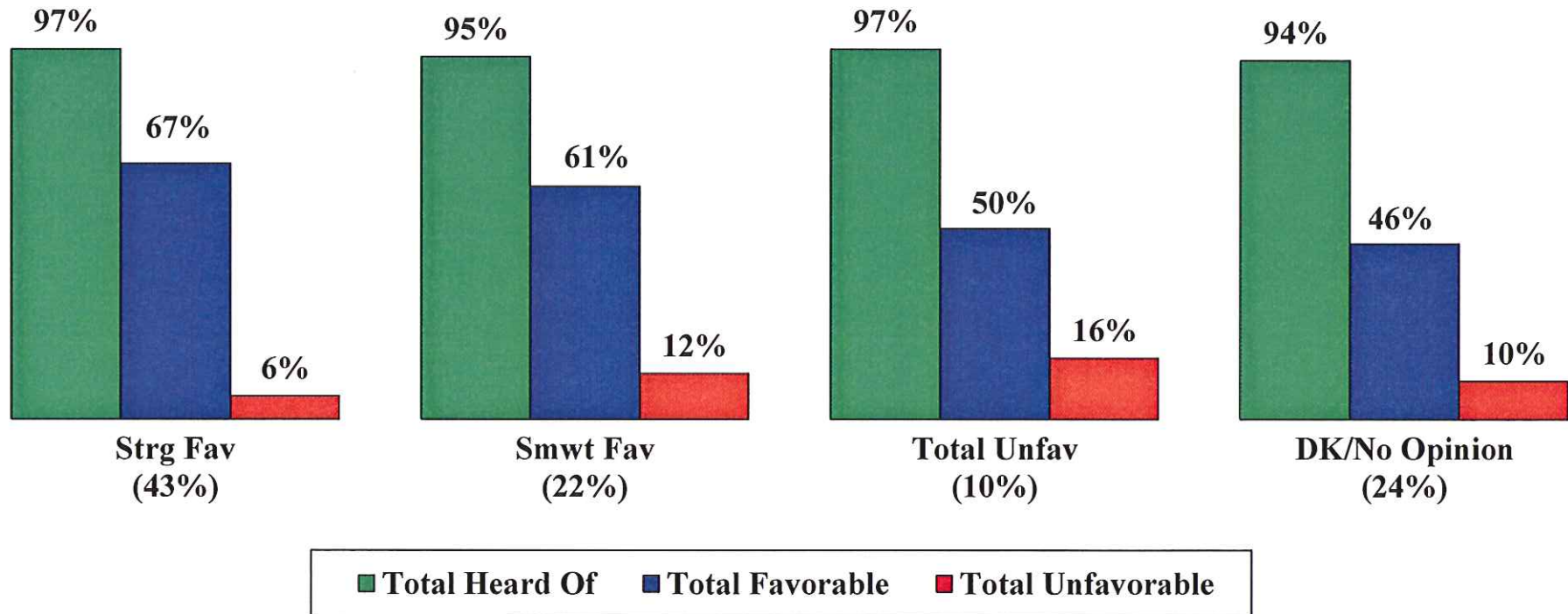|	Men 18-54 (18%)	Men 55+ (30%)	Women 18-54 (20%)	Women 55+ (32%)
Total Heard Of	97%	94%	93%	97%
Total Favorable	63%	57%	46%	66%
Total Unfavorable	10%	10%	13%	5%

■ Total Heard Of   ■ Total Favorable   ■ Total Unfavorable
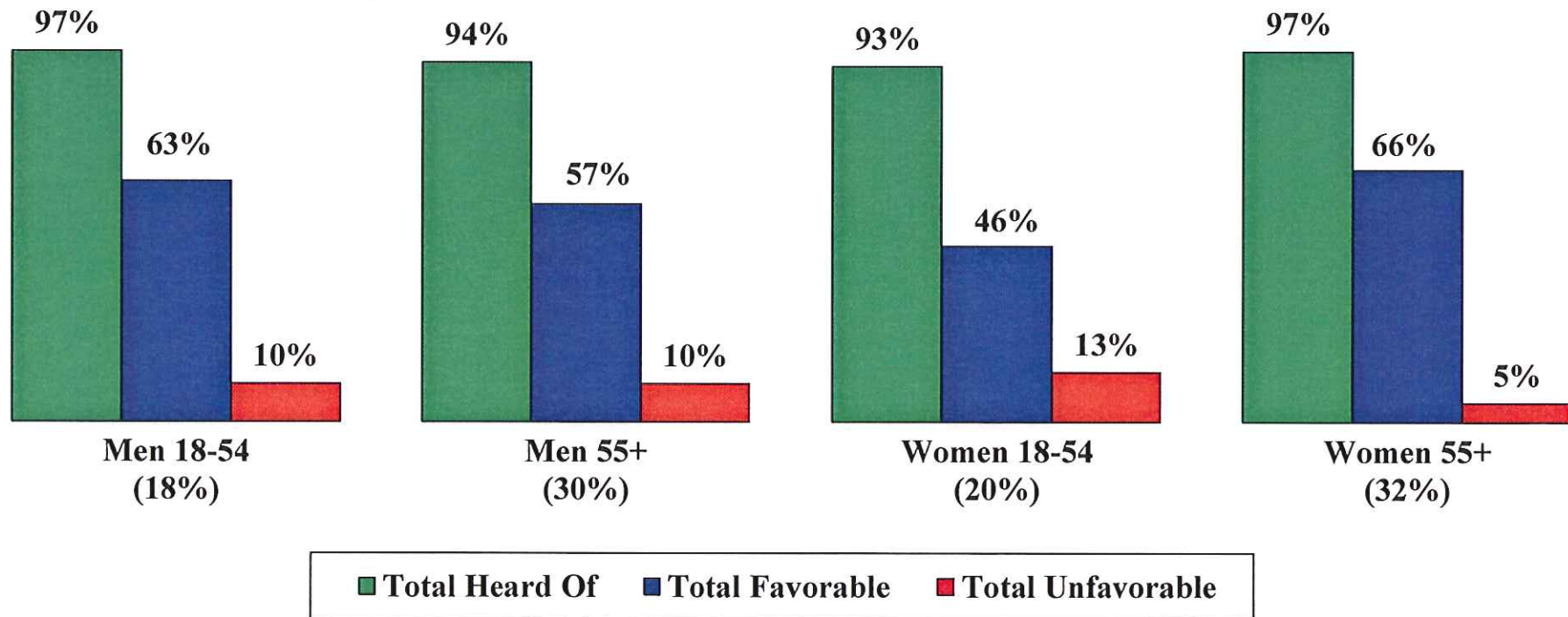
Tark's favs among very conservative and moderate/liberal GOP primary voters are similar.

Tarkanian ID/Image by Ideology

	Very Conservative (53%)	Somewhat Conservative (28%)	Moderate/Liberal (17%)
Total Heard Of	94%	98%	96%
Total Favorable	61%	58%	58%
Total Unfavorable	8%	9%	13%

■ Total Heard Of   ■ Total Favorable   ■ Total Unfavorable
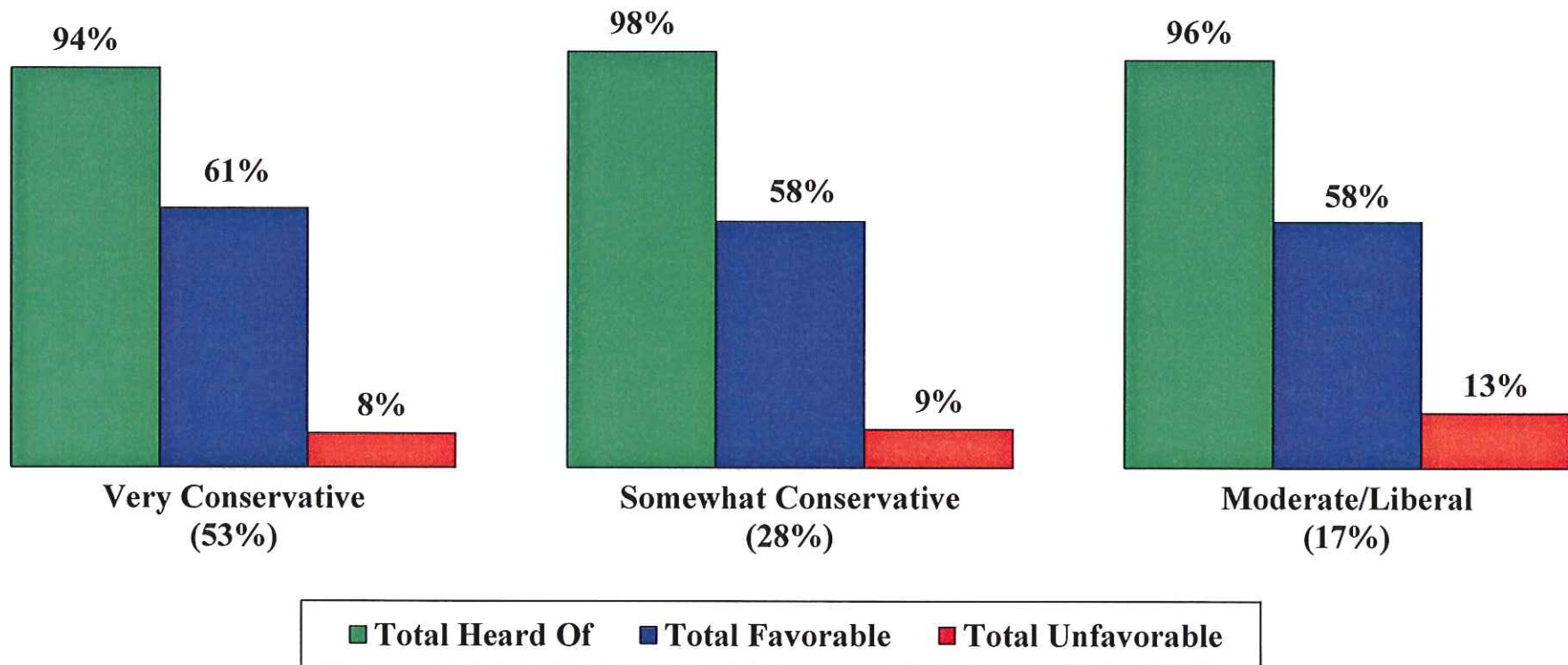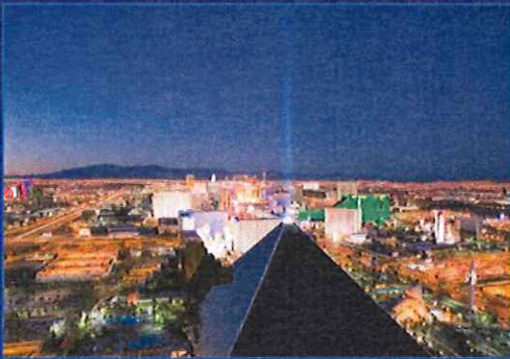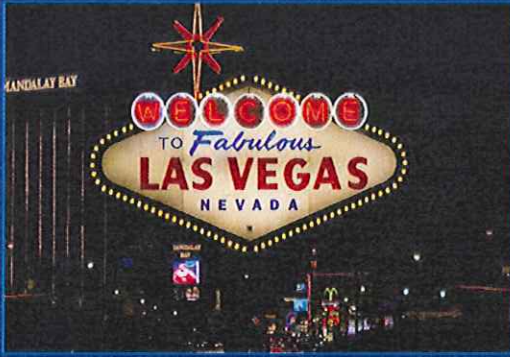
Tarkanian has a strong image rating among GOP primary voters who strongly favor the Tea Party.

Tarkanian ID/Image by Tea Party Image

	Strg Fav (43%)	Smwt Fav (22%)	Total Unfav (10%)	DK/No Opinion (24%)
Total Heard Of	97%	95%	97%	94%
Total Favorable	67%	61%	50%	46%
Total Unfavorable	6%	12%	16%	10%

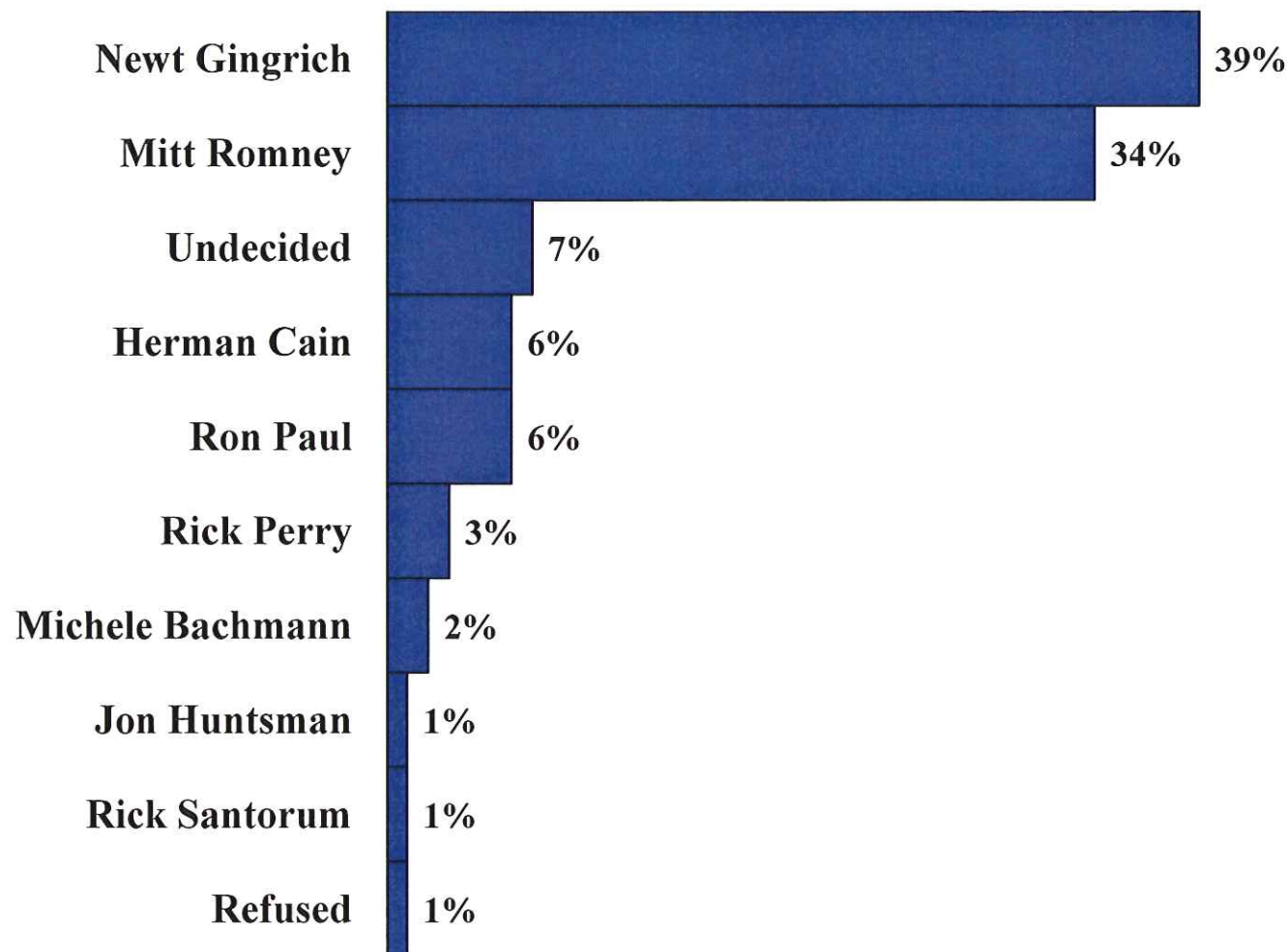Legend: ■ Total Heard Of ■ Total Favorable ■ Total Unfavorable
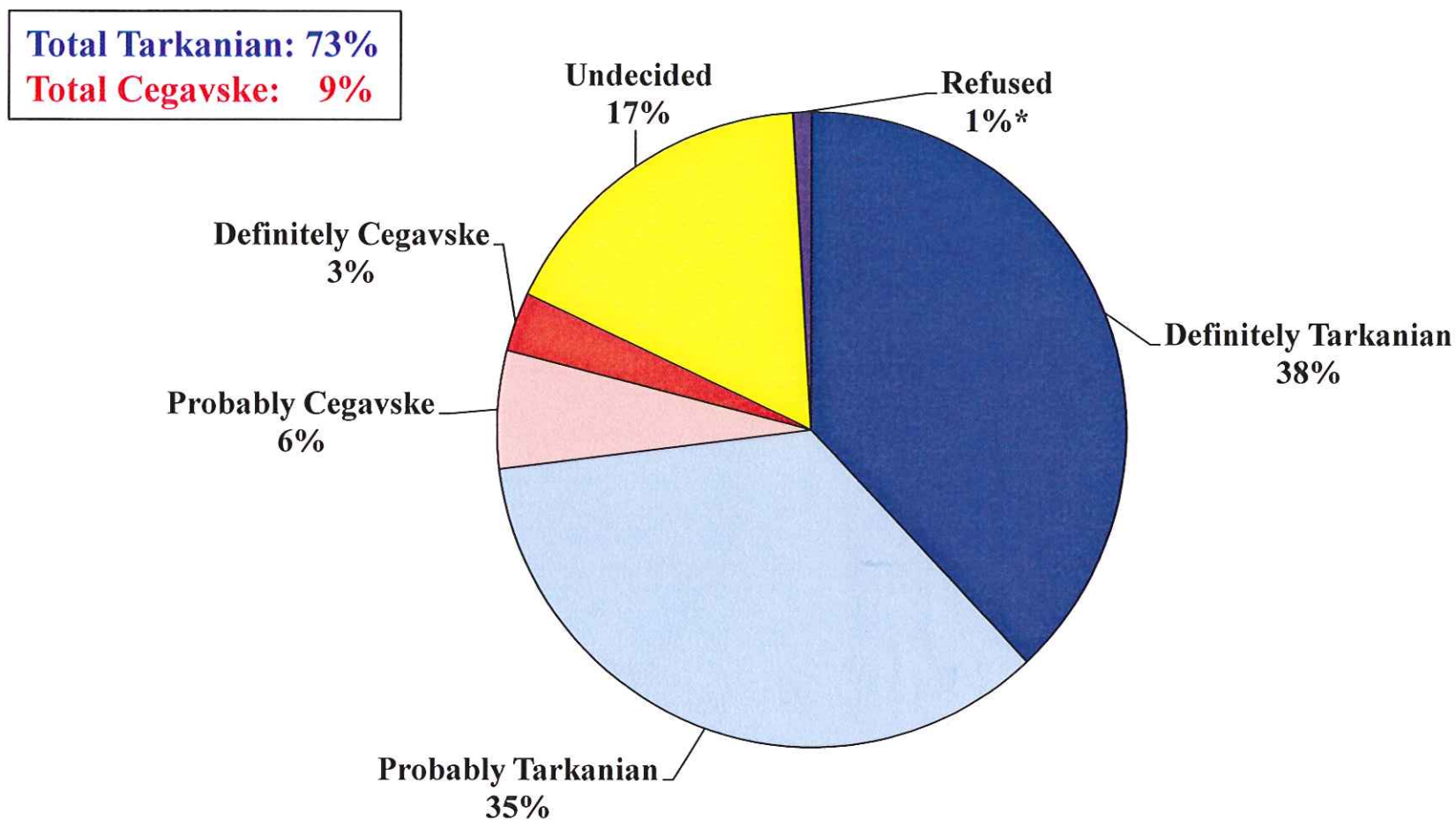
Ballot Tests

Gingrich edges out Romney among GOP primary voters.

"If the Republican presidential primary election were held today, for whom would you vote if the candidates were..."

Candidate	Percentage
Newt Gingrich	39%
Mitt Romney	34%
Undecided	7%
Herman Cain	6%
Ron Paul	6%
Rick Perry	3%
Michele Bachmann	2%
Jon Huntsman	1%
Rick Santorum	1%
Refused	1%

GOP primary voters overwhelmingly support Tarkanian on the ballot; intensity of support is high.

"And if the Republican primary election for US Congress were being held today, for whom would you vote if the candidates were Danny Tarkanian and Barbara Cegavske?"
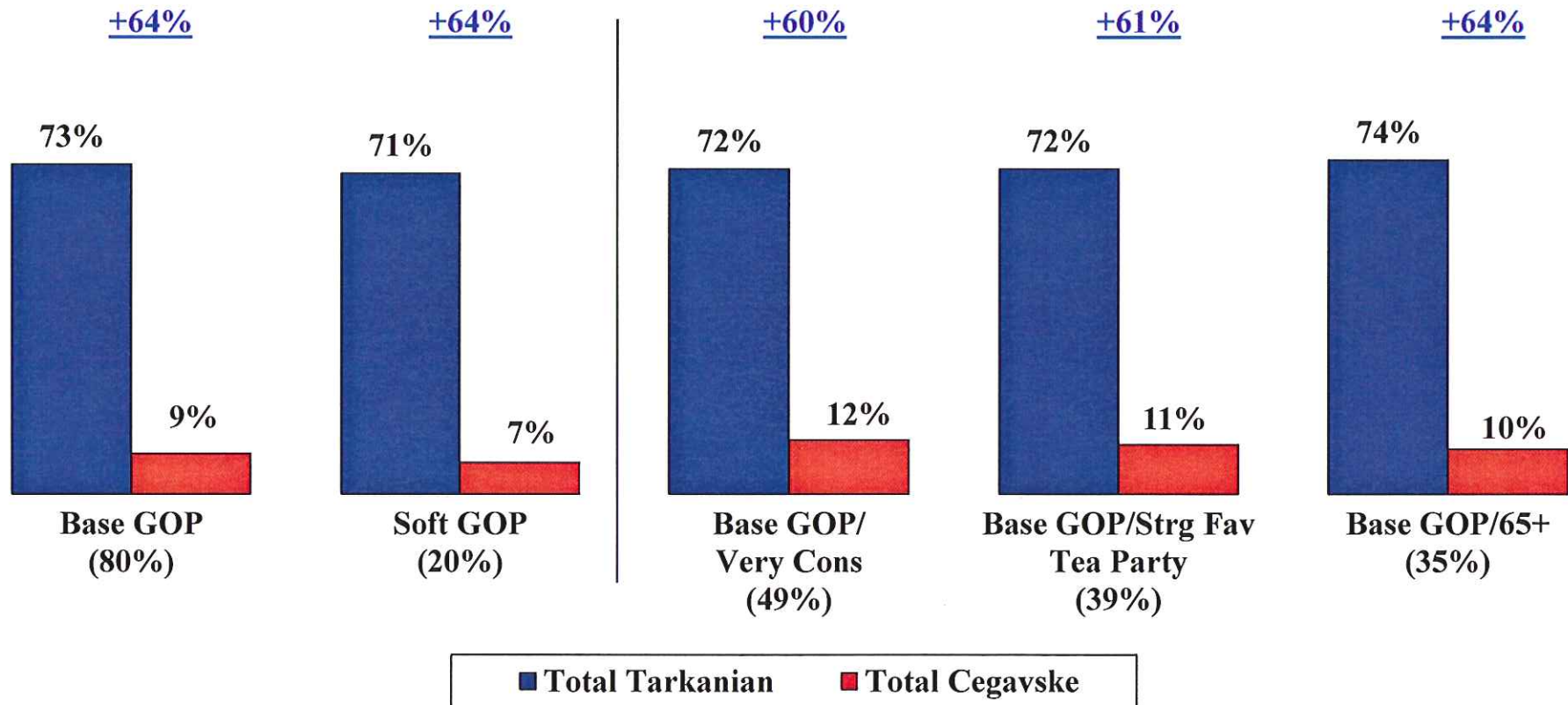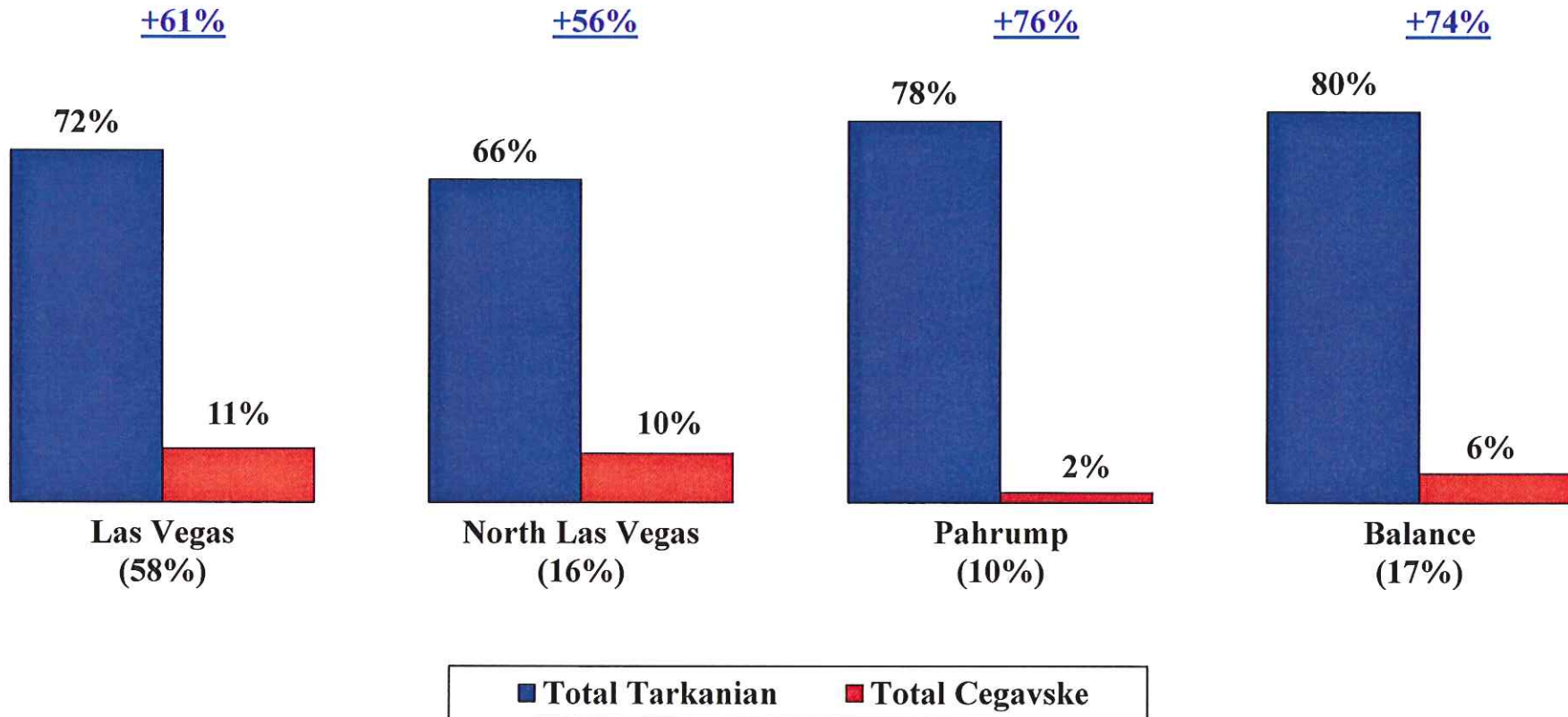
Total Tarkanian: **73%**
Total Cegavske: **9%**

Undecided 17%

Refused 1%*

Definitely Cegavske 3%

Definitely Tarkanian 38%

Probably Cegavske 6%

Probably Tarkanian 35%

*Denotes Rounding

Tarkanian dominates the ballot across the spectrum of GOP primary voters.

Ballot by Party/Core

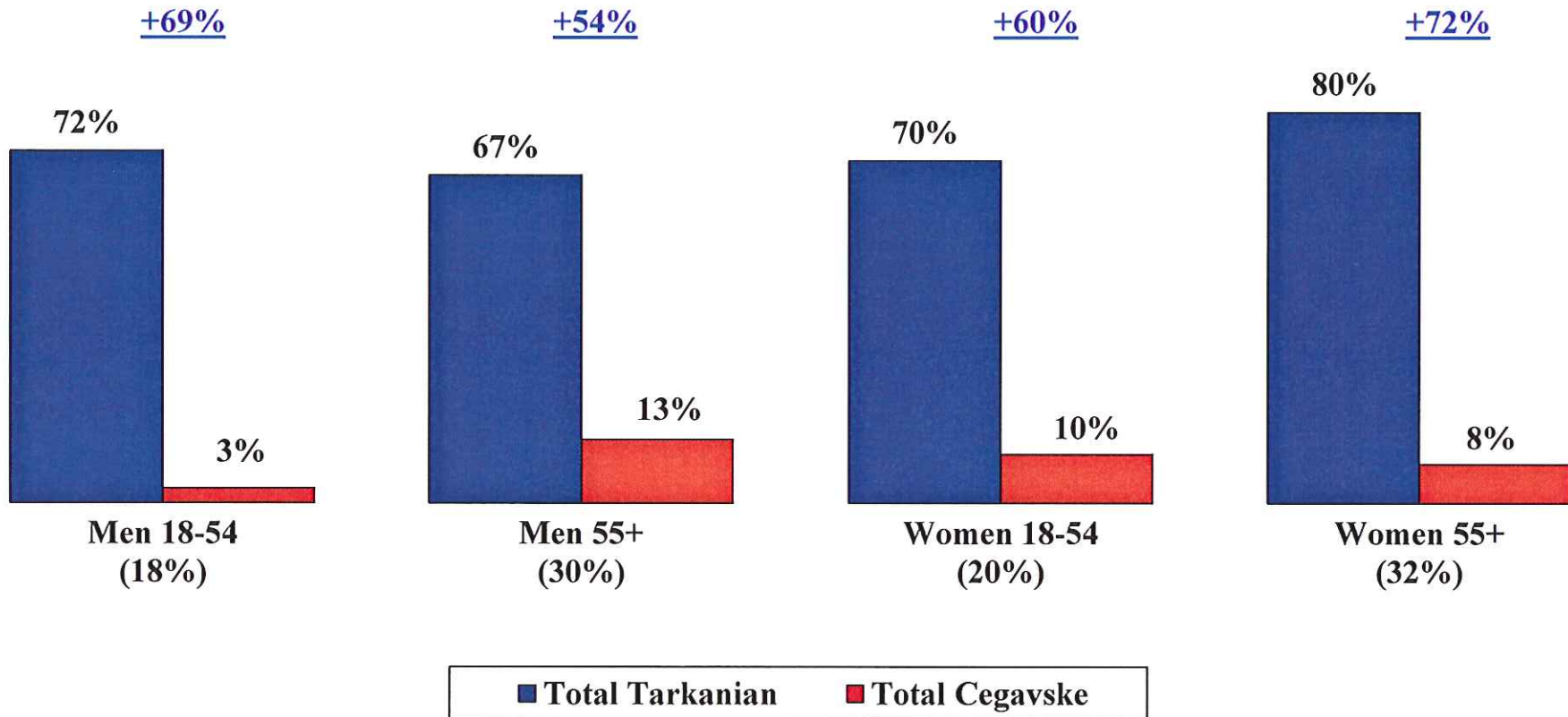| +64% | +64% | +60% | +61% | +64% |

Base GOP (80%): 73% / 9%
Soft GOP (20%): 71% / 7%
Base GOP/Very Cons (49%): 72% / 12%
Base GOP/Strg Fav Tea Party (39%): 72% / 11%
Base GOP/65+ (35%): 74% / 10%

■ Total Tarkanian   ■ Total Cegavske

Tarkanian has very strong support across geographic lines.

Ballot by City

+61%   +56%   +76%   +74%

72%	66%	78%	80%
11%	10%	2%	6%
Las Vegas (58%)	North Las Vegas (16%)	Pahrump (10%)	Balance (17%)

■ Total Tarkanian   ■ Total Cegavske

GOP primary voters across gender/age lines support Tarkanian.

Ballot by Gender/Age

+69%   +54%   +60%   +72%

72%   67%   70%   80%

3%   13%   10%   8%

Men 18-54   Men 55+   Women 18-54   Women 55+
(18%)   (30%)   (20%)   (32%)

■ Total Tarkanian   ■ Total Cegavske

Somewhat conservative GOP primary voters overwhelmingly support Tarkanian.

Ballot by Ideology

+61%   +69%   +65%

72%   73%   77%

11%   4%   12%

Very Conservative (53%)   Somewhat Conservative (28%)   Moderate/Liberal (17%)

■ Total Tarkanian   ■ Total Cegavske
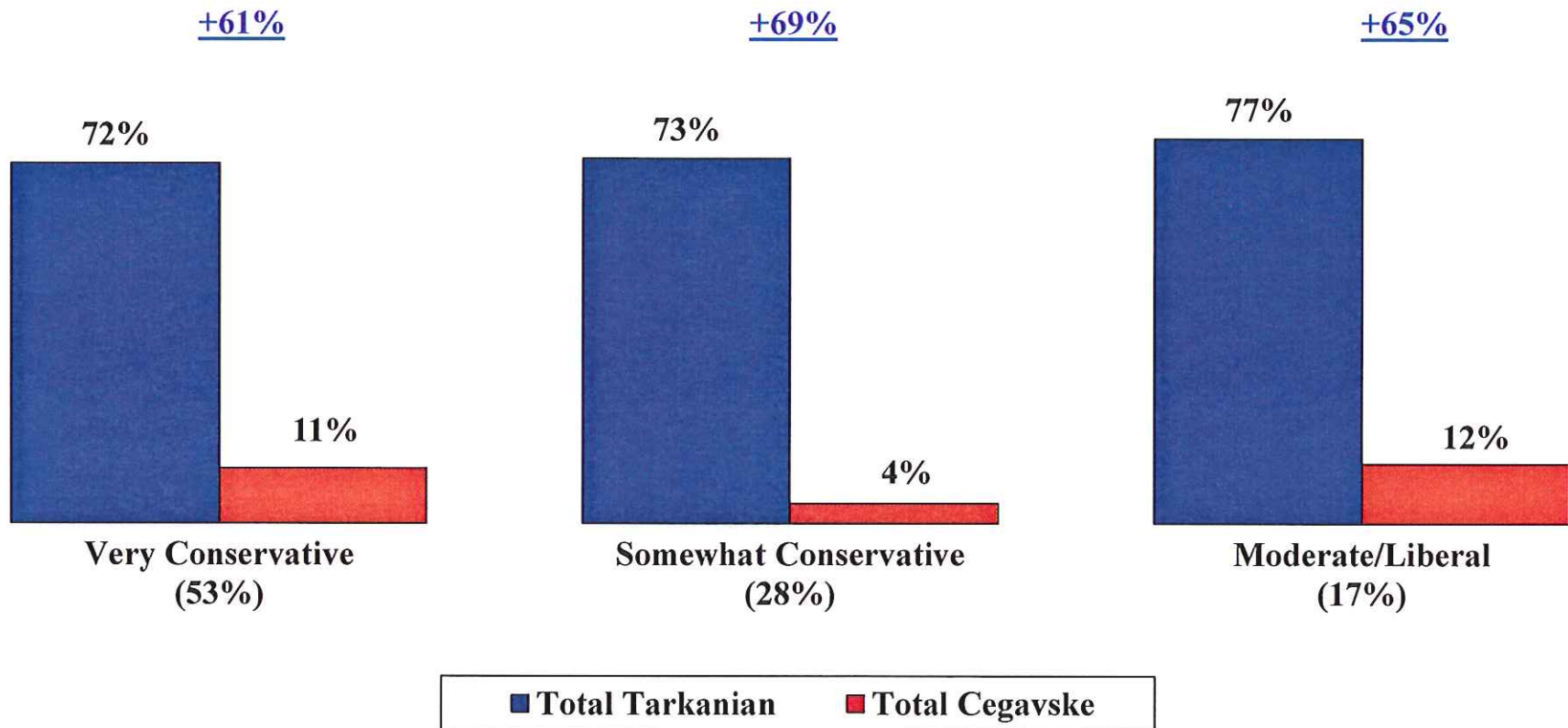
Tea Party support is not a factor.

Ballot by Tea Party Image

| | +63% | +70% | +62% | +61% |

- Strg Fav (43%): Total Tarkanian 73%, Total Cegavske 10%
- Smwt Fav (22%): Total Tarkanian 77%, Total Cegavske 7%
- Total Unfav (10%): Total Tarkanian 69%, Total Cegavske 7%
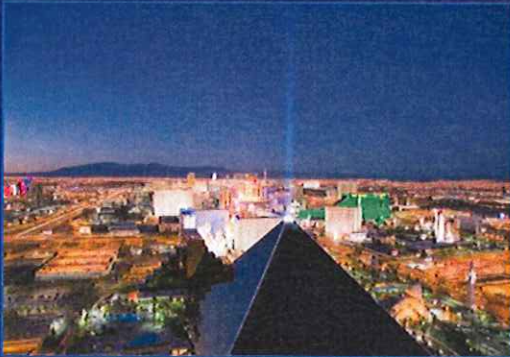- DK/No Opinion (24%): Total Tarkanian 70%, Total Cegavske 9%

■ Total Tarkanian ■ Total Cegavske
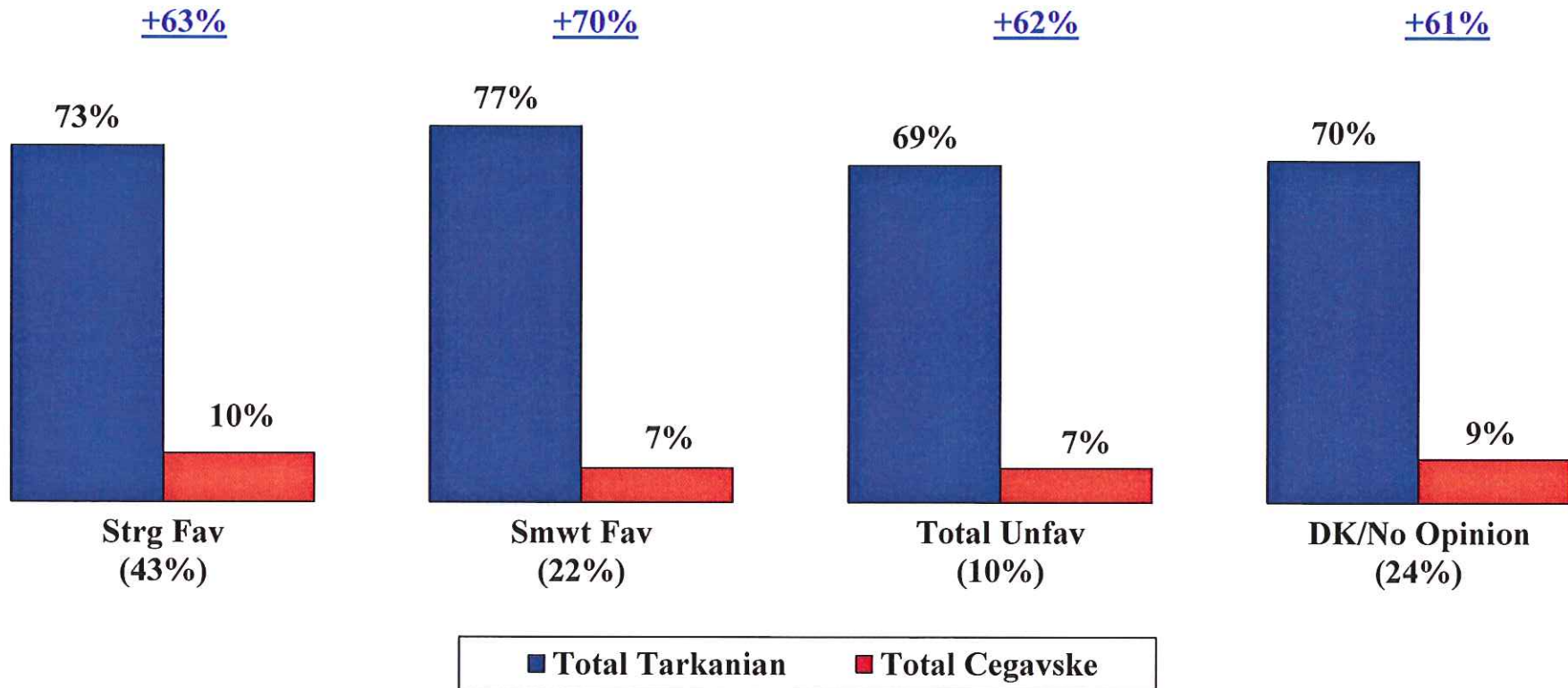
On the primary ballot, Tarkanian's support is strongest among women without degrees.

Ballot by Gender/Education

+59%   +61%   +76%   +54%

84%

73%

66%   64%

12%   10%
7%   8%

Men w/o Degrees   **Men w/ Degrees**   **Women w/o Degrees**   **Women w/ Degrees**
(23%)   **(24%)**   **(31%)**   **(21%)**
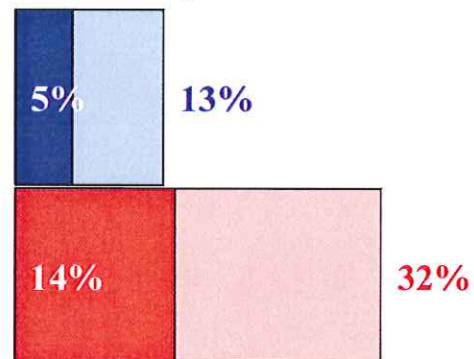
■ Total Tarkanian   ■ Total Cegavske
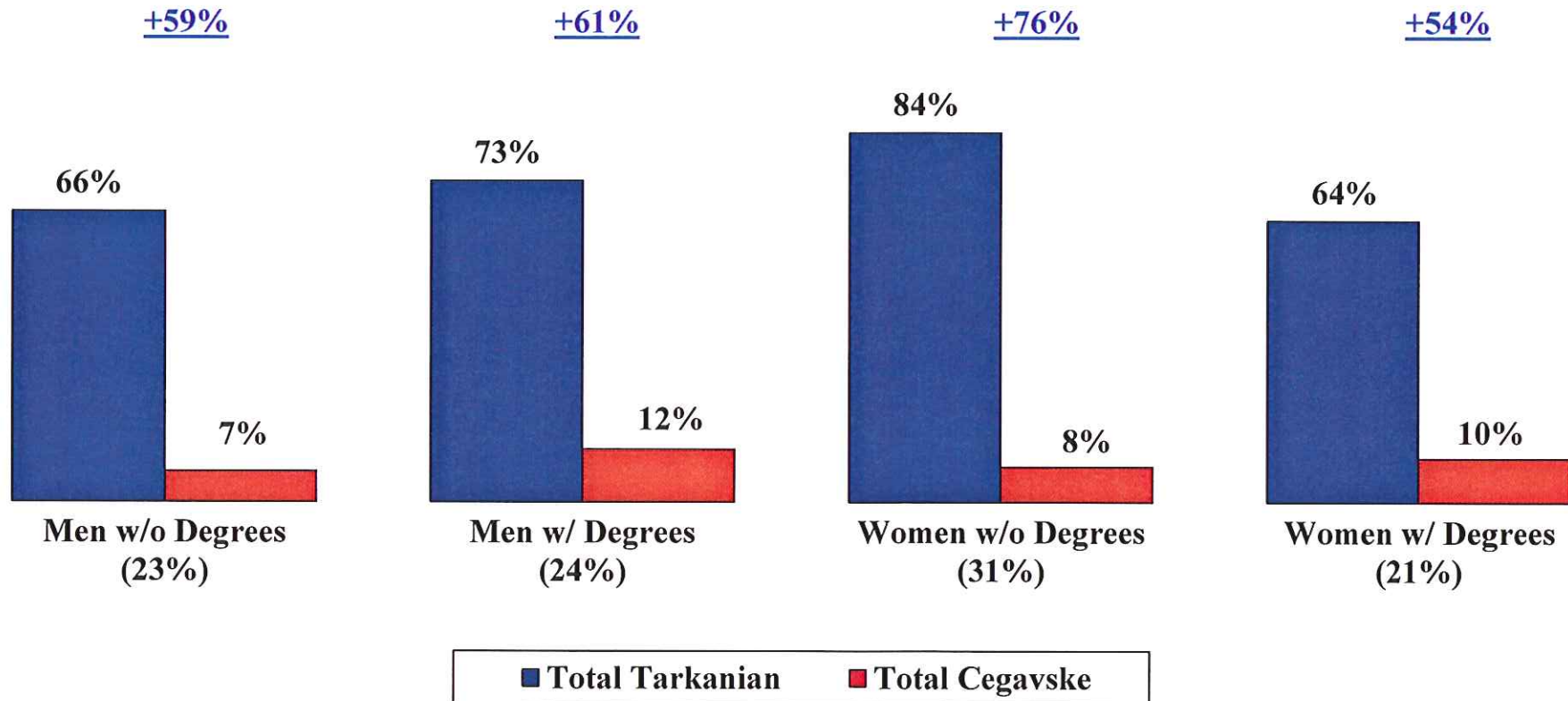
Message Testing

# Neither negative hit is very strong.

Ranked by % Much Less Likely

Cegavske has been endorsed by most of the establishment politicians, lobbyists and insiders in Nevada.

5% 13%

14% 32%

Tarkanian has run for three different offices three times in recent years and lost all three campaigns in his runs for the Nevada State Senate, Secretary of State and the United States Senate.

11% 15%

4% 12%
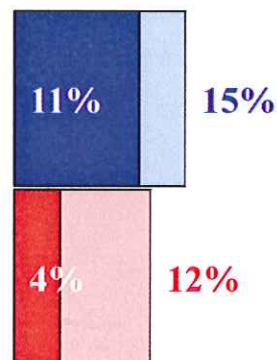
■ Much More Likely □ Total More Likely ■ Much Less Likely □ Total Less Likely

*Denotes Rounding

For more information about this presentation or about
Public Opinion Strategies, please give us a call.

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Turning Questions Into Answers

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