



- ❖ Indeed, voters have a considerably more positive impression of Tarkanian than Horsford.
  - Fully forty-seven percent (47%) have a favorable opinion of Tarkanian, while just thirty percent (30%) have an unfavorable opinion.
  - Horsford’s favorability rating is upside-down, with thirty-one percent (31%) of voters reporting having a negative impression of him, while just thirty percent (30%) have a favorable opinion.
- ❖ Beyond the traditional ballot test and favorability measures, it is essential to point out that there is a sizeable enthusiasm gap among Republican and Democrat voters.
  - Fully eight-nine percent (89%) of Republicans indicate they are “extremely likely to vote,” versus just seventy-seven percent (77%) of Democrats. Even Independents are more enthusiastic than Democrats, with eighty-three percent (83%) reporting they are “extremely likely to vote.”
  - Among those who are “extremely likely to vote,” Tarkanian’s ballot share advantage becomes more pronounced, with a 17-point lead (54%-37%).
- ❖ Our internal polling indicates Tarkanian has not only neutralized, but also out-performed the necessary cross-ticket and Independent appeal to win in a district with a +12% Democrat registration advantage.
  - Tarkanian far outpaces Horsford among party lines, with eighty-six percent (86%) of GOP voters indicating they intend to vote for Tarkanian, while just seventy-two percent (72%) of Democrats select Horsford on the ballot test.
  - Further, fully twenty percent (20%) of Democrats report they would vote for Tarkanian if the election were today.
  - Among Independents, Tarkanian has a thirty-nine-point lead (58%-19%).

### **III. TEAM TARKANIAN’S GRASSROOTS AND VOTER ID PROGRAM**

- ❖ Team Tarkanian is currently beating our own ground game goals for calls made, doors knocked and representing the campaign at public events across all parts of the district.
- ❖ Danny Tarkanian is the only candidate in this race to be running a district-wide effort. Whether you are measuring by paid media, mail, persuasion calls and door knocks, the final GOTV push and even the candidate calendar, Danny is reaching voters in every corner of CD4.
- ❖ The only campaign making an effort to reach the rural county voters, Team Tarkanian has had a presence in the rural counties in the most remote regions of the district, leaving no voter untouched and attending as many events in every part of CD 4 as possible.
- ❖ In the Team Tarkanian voter identification program, we have identified more individuals who are supporting Tarkanian than our Election Day turnout model necessitates. In other words, we have identified more Tarkanian voters in every county than our “winning” vote goal requires with three weeks of the cycle remaining.

### **IV. NEVADA CONGRESSIONAL DISTRICT 4 IS A TOP-TIER TARGET RACE**

- ❖ From the start of the cycle, Danny Tarkanian has been an exemplary candidate. Named an NRCC “Young Gun” immediately following his victory in the GOP primary, Danny has outperformed opponent Steven Horsford at every turn in this race, from investing the time to meet voters across all parts of this geographically immense district to besting Horsford in recent public debates (where in a continuing anti-incumbent environment, Danny successfully reminded voters about Horsford’s failed past in the state senate).

- ❖ While Tarkanian has been significantly outspent by Horsford on television in advance of the aforementioned survey, national organizations such as the NRCC's independent arm and American Crossroads ("Crossroads") have recognized the viability of a Tarkanian candidacy by purchasing/reserving in excess of \$2.5 million (an estimated 8-9,000 GRP's) in paid media – both groups having reserved airtime through Election Day, indicating their sincere investment and belief in Danny Tarkanian's ability to win this race.
- ❖ We have already seen Horsford-friendly outside spending in the form of paid media and paid calls and anticipate their rate of participation to exponentially expand in the coming days and weeks.

## **V. CONCLUSION**

This will be a hard fought race to the very end requiring Team Tarkanian to aim to win each and every day between now and Election Day. While we have a great deal of hard work ahead in order to achieve victory, heading into the final push, Danny Tarkanian is the candidate with the lead and the momentum. He continues to command a double-digit ballot advantage and is far better liked than his opponent. Indeed, the intense enthusiasm among Republicans, and Tarkanian's solidifying of the Republican base along with a majority support of Independents and double-digit support among Democrats has neutralized the built-in registration advantage for Horsford. This race, while continuing to be a target for Democrats nationwide, is becoming a more likely win for Tarkanian with each day closer to the election.

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