

For Immediate Release

## Poll Shows Nevadans Support Increasing Existing Taxes To Fund Education Reforms

### Higher Taxes Favored for Casinos, Cigarettes, Large Businesses

Carson City--The Retail Association of Nevada (RAN) released the results of a poll of Nevada voters which shows that a majority of voters believe that Nevada is generally heading in the right direction and approve of the Governor's job performance. To support education reforms, most voters would prefer that taxes be raised on large casinos, cigarettes, and big businesses; an increase on the modified business tax is supported by a majority of voters, while establishing a sliding business license fee for businesses and increasing property taxes are not.

The poll was conducted by Moore Information on May 13-14, 2015 among a representative sample of 401 voters in Nevada. Both landline and cell phone interviews were conducted using live interviewers. The potential sampling error is +/- 5% at the 95% confidence level.

"As we head into the last weeks of the Legislative Session, we wanted to gain information about how Nevadans view our tax system and various alternatives to providing funding for education reforms," said Mary Lau, president of RAN.

The poll showed that a majority of Nevada voters are optimistic about things in the state; currently 54% believe things are generally going in the right direction, while 33% say things have pretty seriously gotten off on the wrong track. Just 12% have no opinion.

The Governor's performance finds approval from 61% of Nevada voters, while 21% disapprove of the job Sandoval is doing and 18% have no opinion. The Governor's approval ratings are highest among Republicans (71%), but a majority of Democrats (55%) and Non-partisans/others (57%) also approve of the job Sandoval is doing.

Support for the Governor, however, does not necessarily translate into approval of the Governor's budget proposals and funding methods. Nevada voters are divided in their reactions to a state legislator who supports Governor Sandoval's proposed \$1.2 billion budget increase. Today, 35% say they would be more likely to vote for a legislator who supported the proposal, while 31% would be less likely. Another 26% say a legislator's position on this issue makes no difference to them and 8% have no opinion. The most significant differences on this issue are by partisanship, with Democrats more likely than Republicans or Non-partisans/others to vote for a state legislator who supports Sandoval's proposed budget increase.

A 48% plurality of voters are in favor of using the existing business tax system and increasing existing taxes to fund education reform, while a third (34%) of voters favor setting up a whole new tax system to fund education improvements. The remaining 18% have no opinion on the issue. A majority of GOP voters (58%) and a plurality of Non-partisans/others (49%) prefer the existing system, but Democrats are divided between the two options.

Of the seven tax increase ideas tested to fund education improvements, higher taxes on large casinos was most popular, while increasing property taxes was least popular. The table below shows the reactions to all seven tax increase ideas.

<b>Ideas to Fund Education Improvements</b>	<b>Favor</b>	<b>Don't know</b>	<b>Oppose</b>	<b>Net favor</b>
Currently, the top tax rate in Nevada on gross gaming revenue is 6.75%, the lowest gaming tax rate in the nation. Would you favor or oppose increasing the top rate so that large casinos would pay a higher tax rate in Nevada, in order to improve education in Nevada? (Q8)	79%	3%	17%	<b>+62%</b>
Would you favor or oppose increasing the cigarette tax from 80¢ a package to \$1.80 a pack, which would be 93¢ higher than California's tax, in order to improve education in Nevada? (Q5)	63%	4%	33%	<b>+30%</b>
Would you favor or oppose requiring all large businesses, such as big box retailers, to pay higher taxes in Nevada, in order to improve education in Nevada? (Q7)	58%	5%	37%	<b>+21%</b>
Would you favor or oppose increasing the modified business tax rate, which is a payroll tax paid by Nevada's largest employers, in order to improve education in Nevada? (Q10)	51%	9%	40%	<b>+11%</b>
Currently, all businesses in Nevada pay a \$200 business license fee. One proposal to raise funds would establish a sliding business license fee that would be based on a company's type of business and gross revenues, not profits. This fee would range from \$400 for smaller businesses to \$4 million for the largest businesses. Would you favor or oppose establishing such a business license fee system in order to improve education in Nevada? (Q9)	44%	5%	51%	<b>-7%</b>
Would you favor or oppose an increase in your property taxes, in order to improve education in Nevada? (Q6)	31%	7%	62%	<b>-31%</b>

A significant majority of Nevada voters believe large casinos do not pay their fair share of taxes in Nevada and a plurality say big businesses don't pay their fair share. Only 26% believe large casinos pay their fair share, while 60% say they don't. At the same time, 33% believe large businesses pay their fair share of taxes while 49% say they don't.

On other issues, the poll found that a presidential primary system is favored by 65%, while the current caucus system is favored by just 24%. The remaining 11% have no opinion. A presidential primary is favored by more than six-in-ten Democrats, Republicans and Non-partisan/other voters. A slim majority of voters (52%) favor legalizing the sale of marijuana for recreational use in Nevada if all tax revenue generated from the sale of marijuana was used to improve education in Nevada, while 41% are opposed.

Full poll results can be found on the RAN website at [www.rannv.org](http://www.rannv.org). Moore Information, Inc. is a national opinion research and strategic analysis firm. Founded in 1981 by Bob

Moore, Moore Information has earned a national reputation for excellence in quantitative and qualitative research in politics, public affairs/public relations, public policy and government.