



RAN Poll Shows Nevadans Remain Concerned about Jobs and the Economy, but Pessimism Abating

Education Reform Wins, Margin Tax Does Not

(Las Vegas)--According to a Public Opinion Strategies survey commissioned by the Retail Association of Nevada (RAN), only 54 percent of Nevadans currently say the state is headed in the wrong track, compared to 80 percent in February of 2010. Similarly, the percentage of Nevadans who believe the worst of the economic downturn is over reached a high of 56 percent this September, while only 36 percent now believe the worst is yet to come. One third of Nevadans believe that the unemployment rate will improve over the next year, while in 2011 only 16 percent believed that.

Jobs and the economy remain the top issues in the state, and Nevadans overwhelmingly believe that those issues should be the top focus of state government.

Although education is the third most important issue to voters, Nevadans are not convinced that a margin tax will improve education. Nearly three quarters of Nevada voters believe that our education system needs significant reforms and that increased funding alone will not fix the problems with our education system. Additionally, once voters learn that the margin tax does not guarantee any increase in education funding, 59 percent are even less likely to support the tax.

Nevadans also remain concerned about increased taxes and government spending and most (58 percent) think there is still a lot of waste, fraud and abuse in the state budget and that increasing taxes and fees on businesses will result in additional job losses (59%), and harm efforts to diversify our economy (59%). Despite these views, 58% of Nevadans would rather raise taxes than cut spending on education and health services.

The Governor remains popular, with 62 percent of respondents approving of the job he is doing. On the other hand, 62 percent of respondents do not believe that members of the state legislature understand the problems people like them face.

RAN began conducting the semi-annual poll in 2009, and many of the questions have been asked each time. In this way, the poll can give not only a snapshot of current conditions, but it can also identify trends by comparing results from earlier polls. Poll information is then shared with RAN members, the public and state Legislators so that the real concerns of our state will be considered

when policies are shaped in Carson City. Poll information can also guide messaging to educate the public concerning the impact of various proposals.

The poll was conducted by Glen Bolger of Republican polling firm Public Opinion Strategies. Public Opinion Strategies (POS) is a national political and public affairs research firm. Founded in 1991, POS has conducted more than five million interviews with voters and consumers in all fifty states and over two dozen foreign countries. Their accuracy is unmatched in Nevada.

The most recent RAN poll, which was conducted from September 19 to 20 using a sample size of 500 likely voters, has a margin of error of 4.38 percentage points. Full poll results can be found at www.rannv.org.

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