



NEVADA Statewide Survey



Key findings from a statewide survey of 500 likely voters in Nevada, with 125 cell phone interviews, conducted February 16-18, 2013.

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Project #13058



Methodology

Public Opinion Strategies is pleased to present the key findings of a statewide telephone survey conducted in Nevada. The survey was completed February 16-18, 2013, among 500 likely voters, with 125 cell phone interviews, and has a margin of error of $\pm 4.38\%$.

Glen Bolger was the principal researcher on this project. Jim Hobart was the project director, and Kyle Clark provided analytical support.

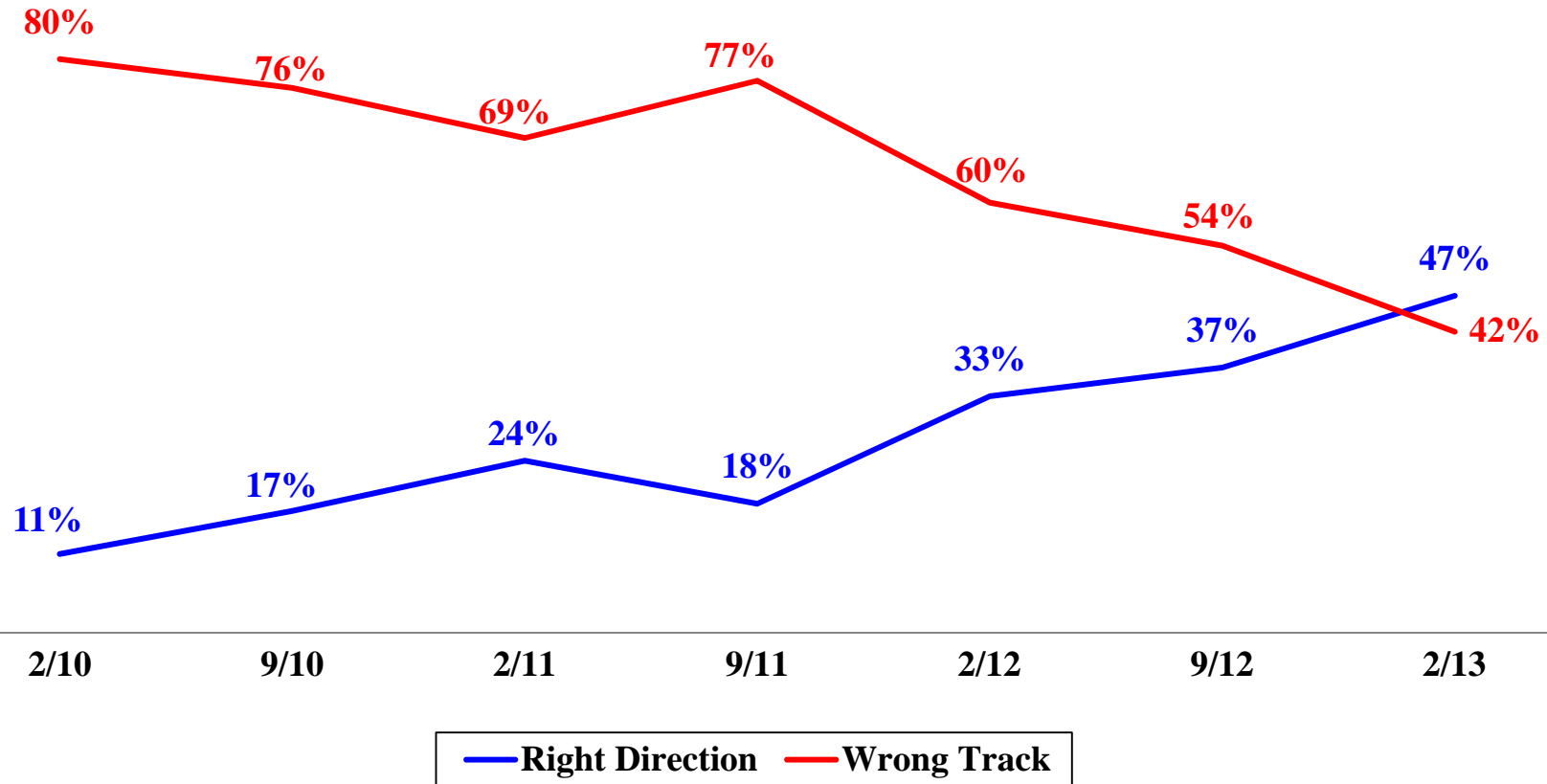


Political Environment

The mood in Nevada continues to improve, and for the first time in years, a plurality of voters say the state is headed in the right direction.

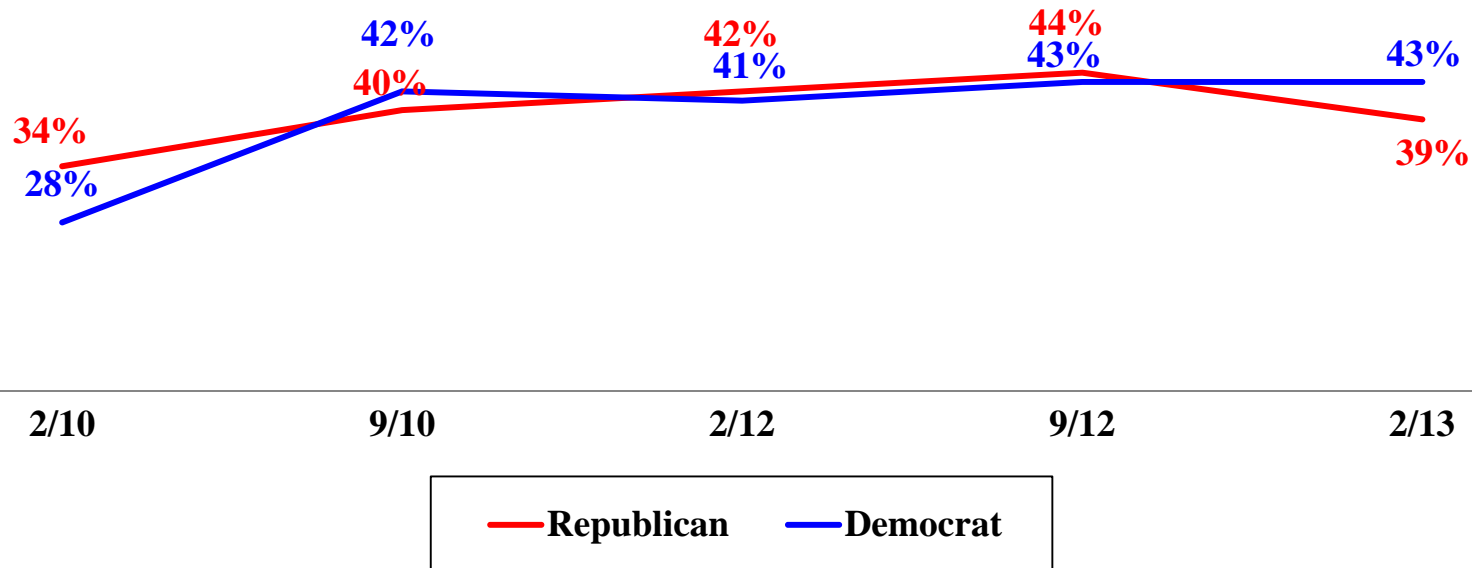
“Would you say things in Nevada are going in the right direction, or have they pretty seriously gotten off on the wrong track?”

State Mood Trend



The Democrats have a slight advantage on the state legislative generic ballot.

“If the election for State Legislature were being held today, for whom would you vote...the Republican candidate or the Democratic candidate?”



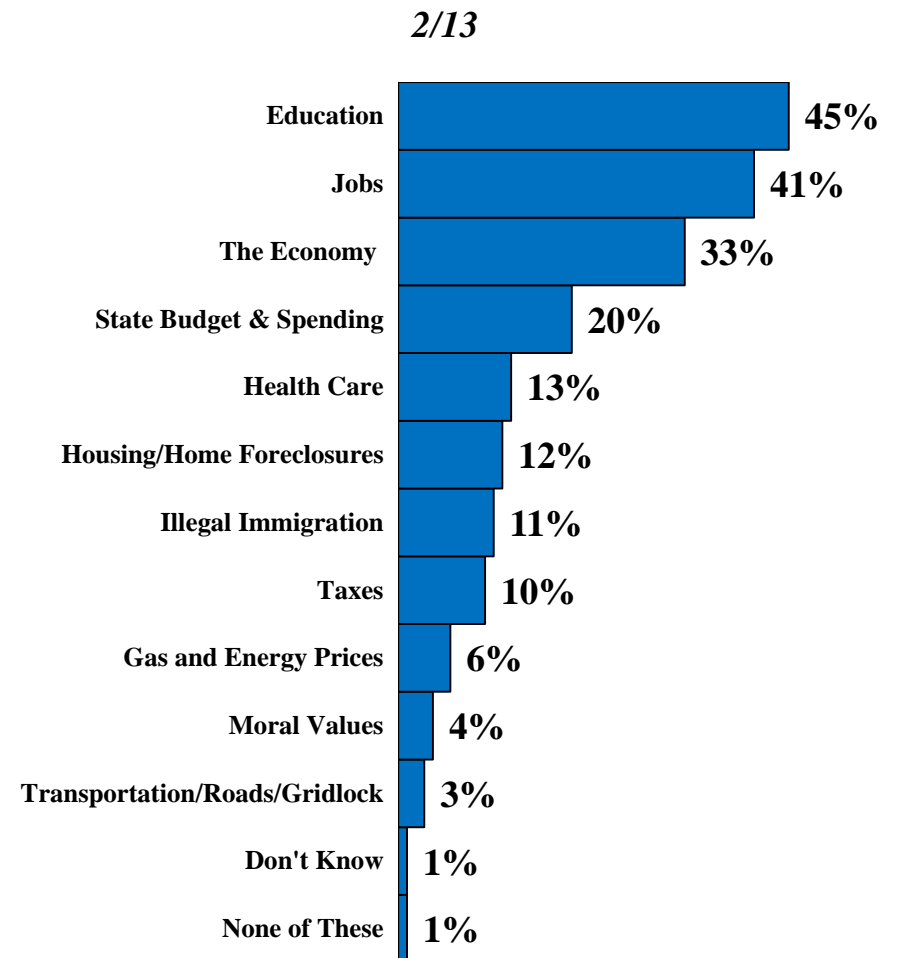
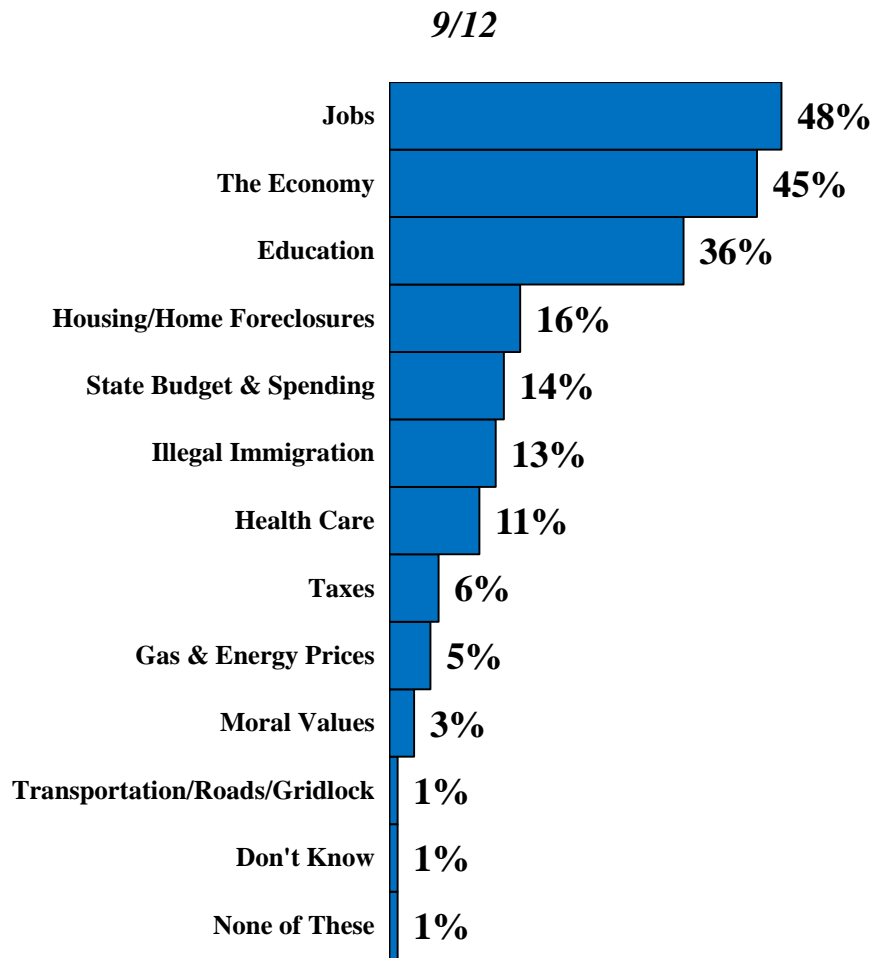


Issues

Education has surpassed jobs and the economy as voters' top priority for the Governor and State Legislature.

“Which ONE of the following issues should be the top priority of Nevada’s Governor and State Legislature? And which of the following is the NEXT most important priority?”

Combined Choices



Education and jobs are the top issues for all party subgroups except base GOPers.

*By Party
(Combined Choices)*

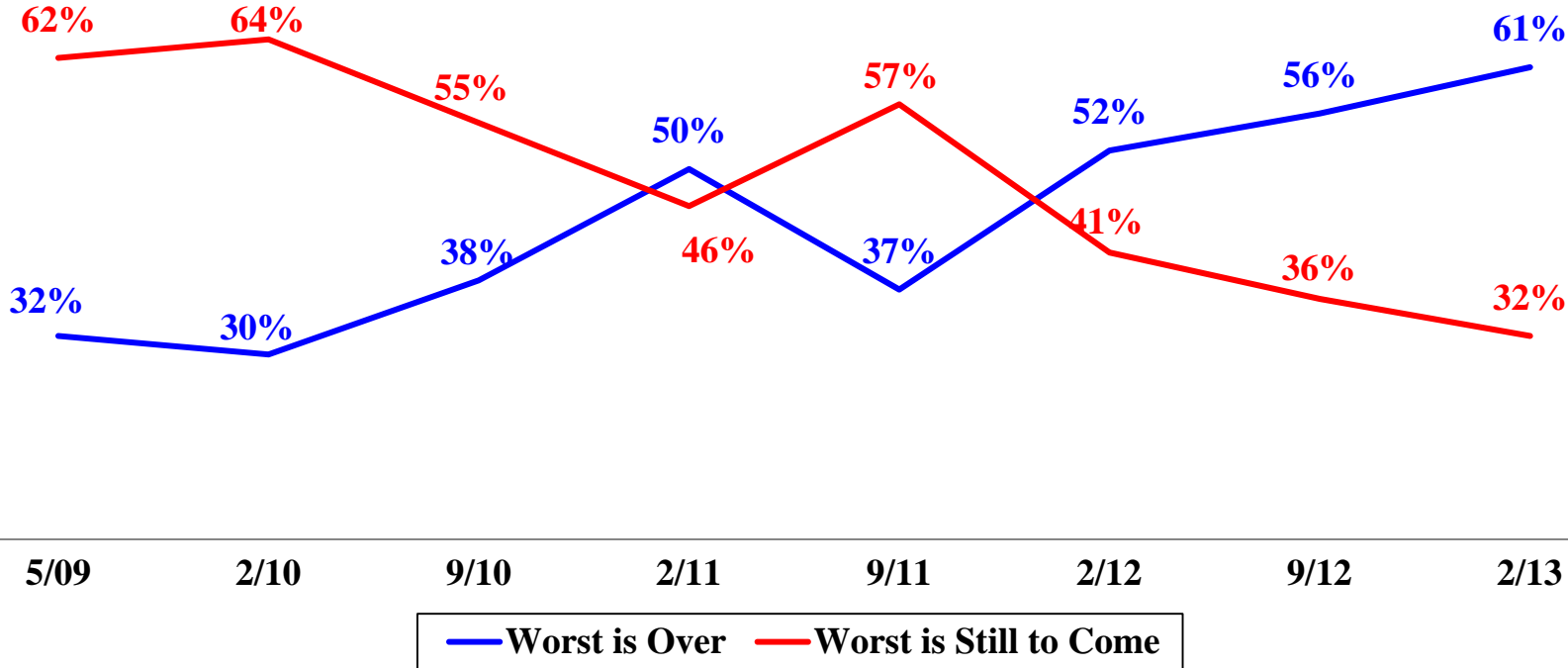
Base GOP (21%)	Soft GOP (13%)	Independent (22%)	Soft Democrat (13%)	Base Democrat (29%)
The Economy (41%)	Education (47%)	Jobs (45%)	Education (49%)	Education (55%)
Jobs (34%)	Jobs (47%)	Education (41%)	Jobs (40%)	Jobs (41%)
Education (31%)	The Economy (28%)	The Economy (31%)	The Economy (28%)	The Economy (32%)
State Budget & Spending (24%)	State Budget & Spending (27%)	State Budget & Spending (24%)	State Budget & Spending (20%)	Health Care (19%)



The Economy & Unemployment

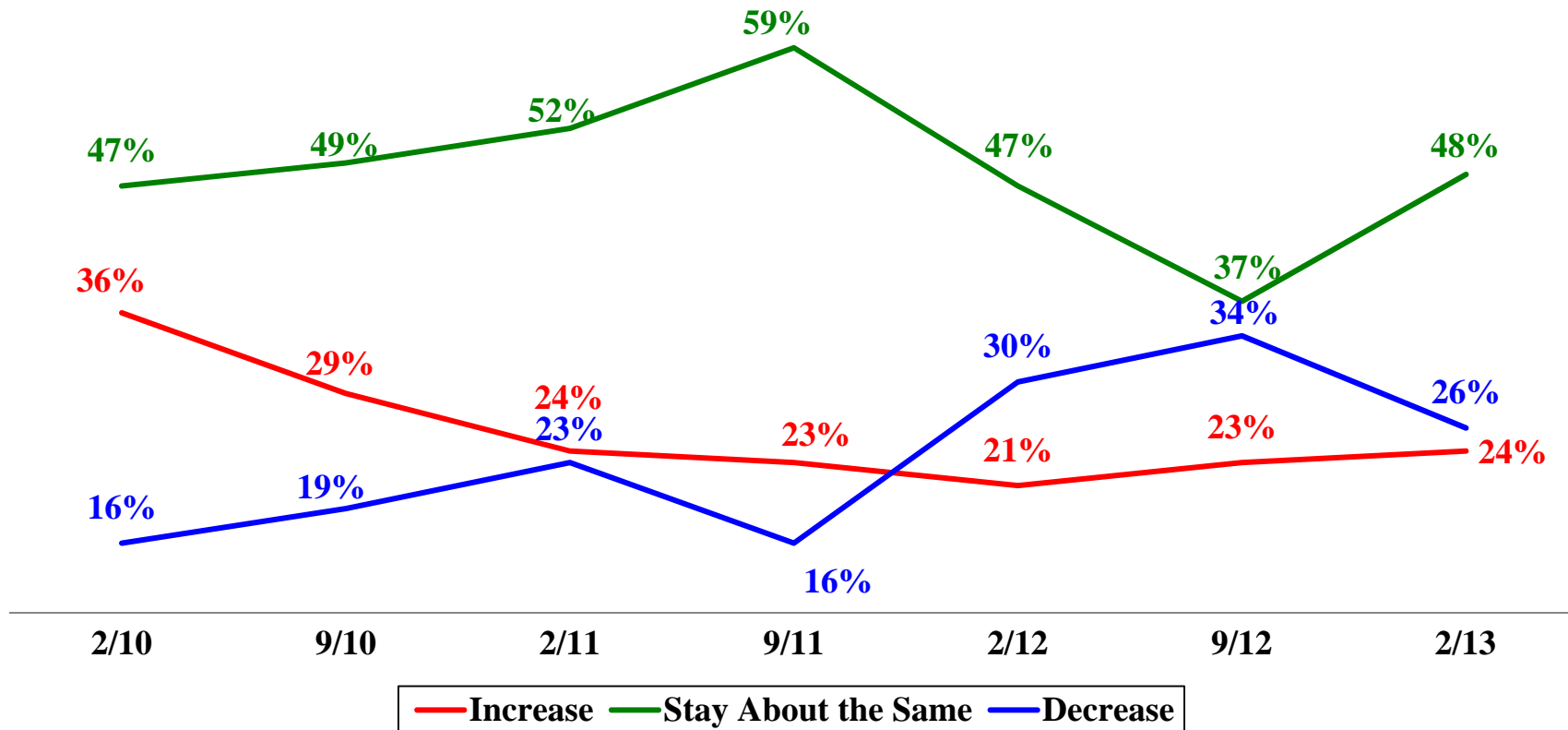
The number of Nevadans who believe the worst is over continues to increase.

“Nevada has recently been going through a difficult time. Do you feel that the worst is over or is the worst is still to come?”



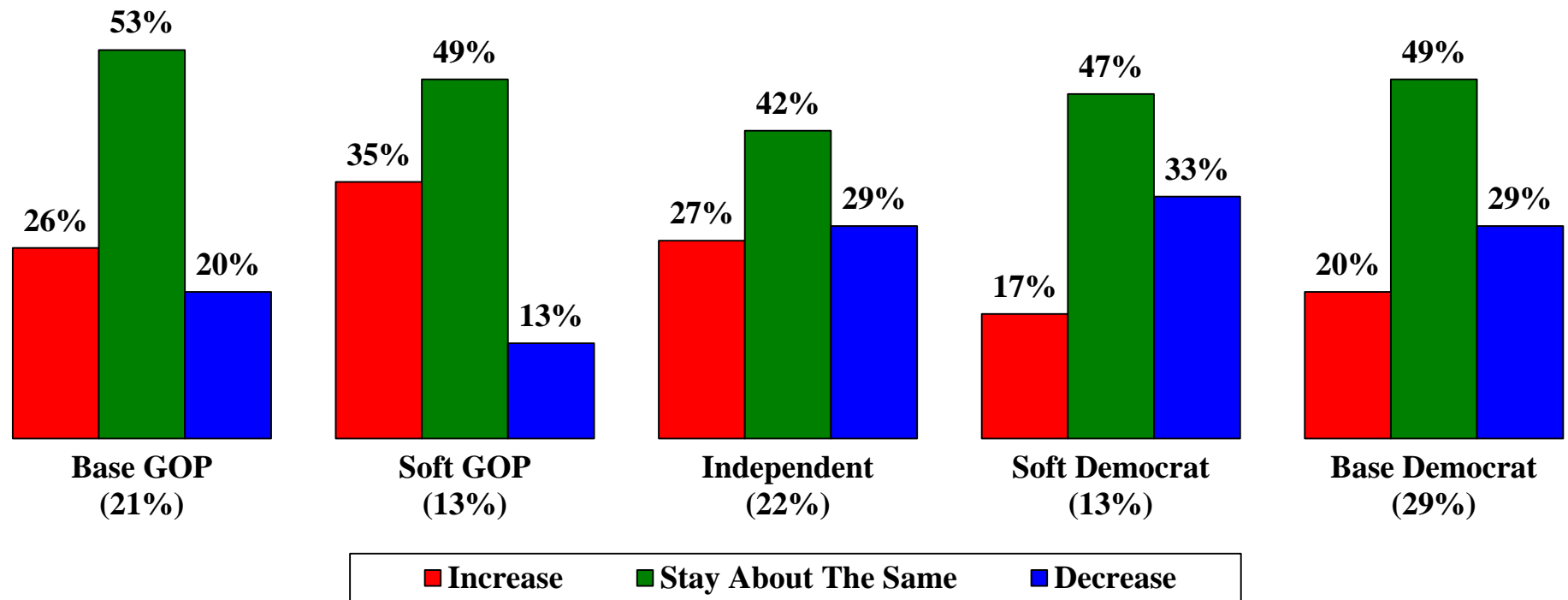
Just as in February 2012, nearly half of voters believe that the unemployment rate will stay about the same.

“And, as you may know, Nevada’s unemployment rate is one of the highest in the nation. Over the next year, do you think Nevada’s unemployment will...”



Pluralities across the partisan spectrum—and a majority of base GOPers—believe the unemployment rate in the state will stay about the same over the next year.

By Party

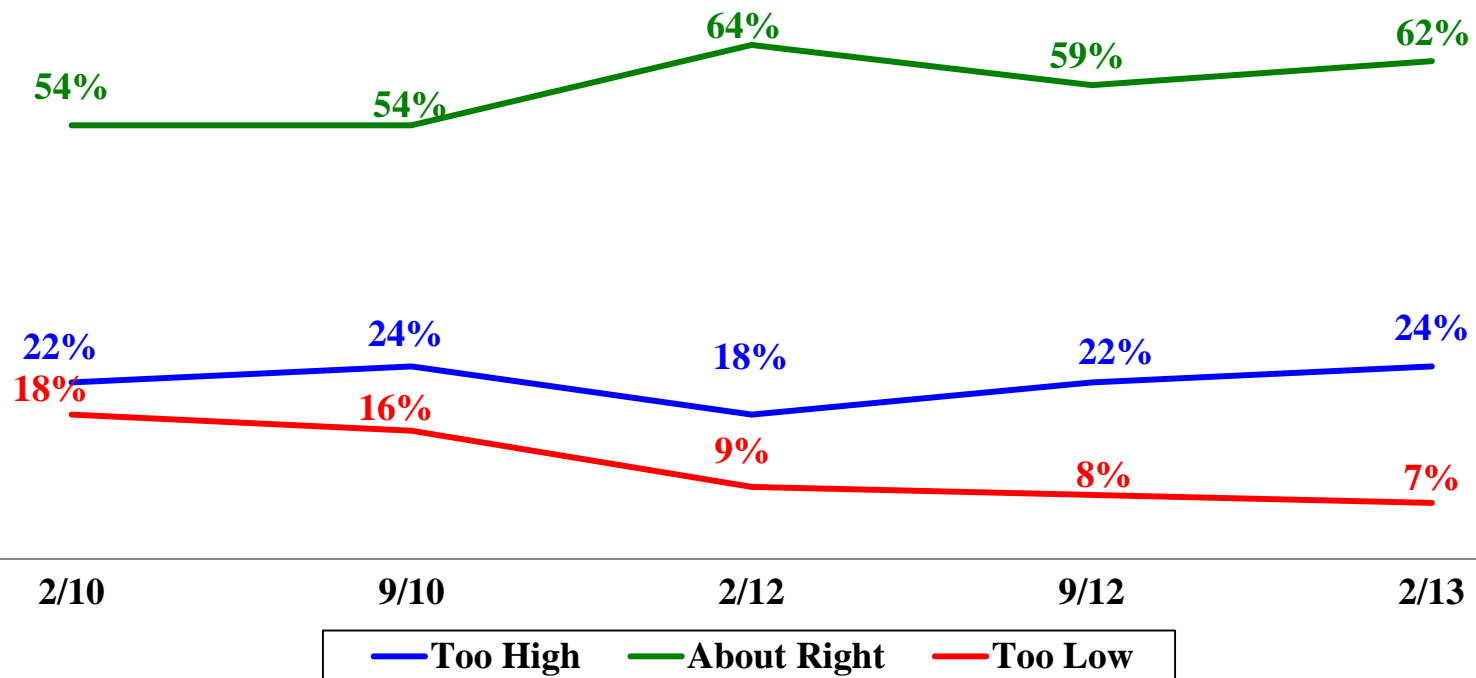




State Budget & Taxes

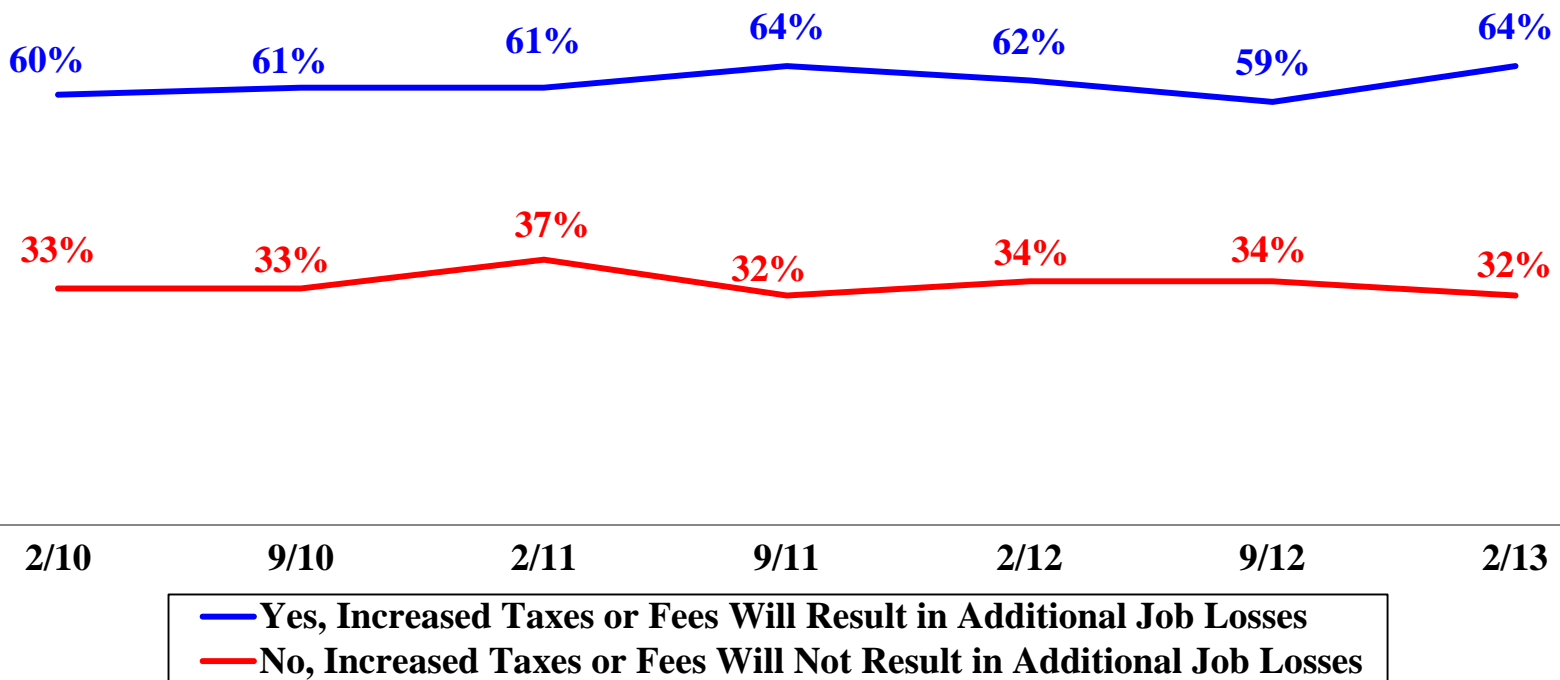
Most Nevadans continue to believe the amount of state taxes they pay is about right. Only one-quarter say they are too high.

“Thinking about the state taxes you pay, do you consider the overall amount of state taxes you pay to be...?”



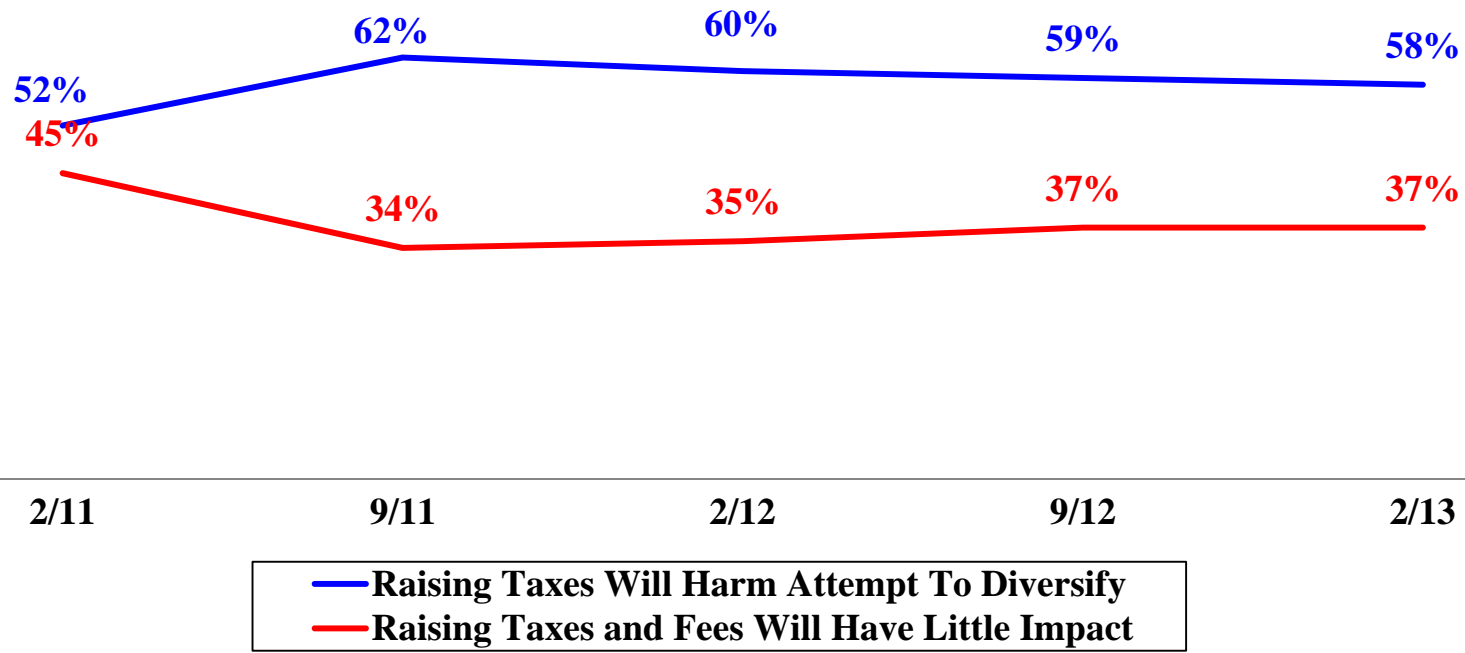
Nevadans continue to say increased taxes or fees will result in additional job losses.

“For a long time, Nevada led the nation in job creation and economic growth. However, since the recession began Nevada has lost thousands of jobs and now leads the nation in unemployment. Do you believe that increased taxes or fees on businesses will result in additional job losses?”



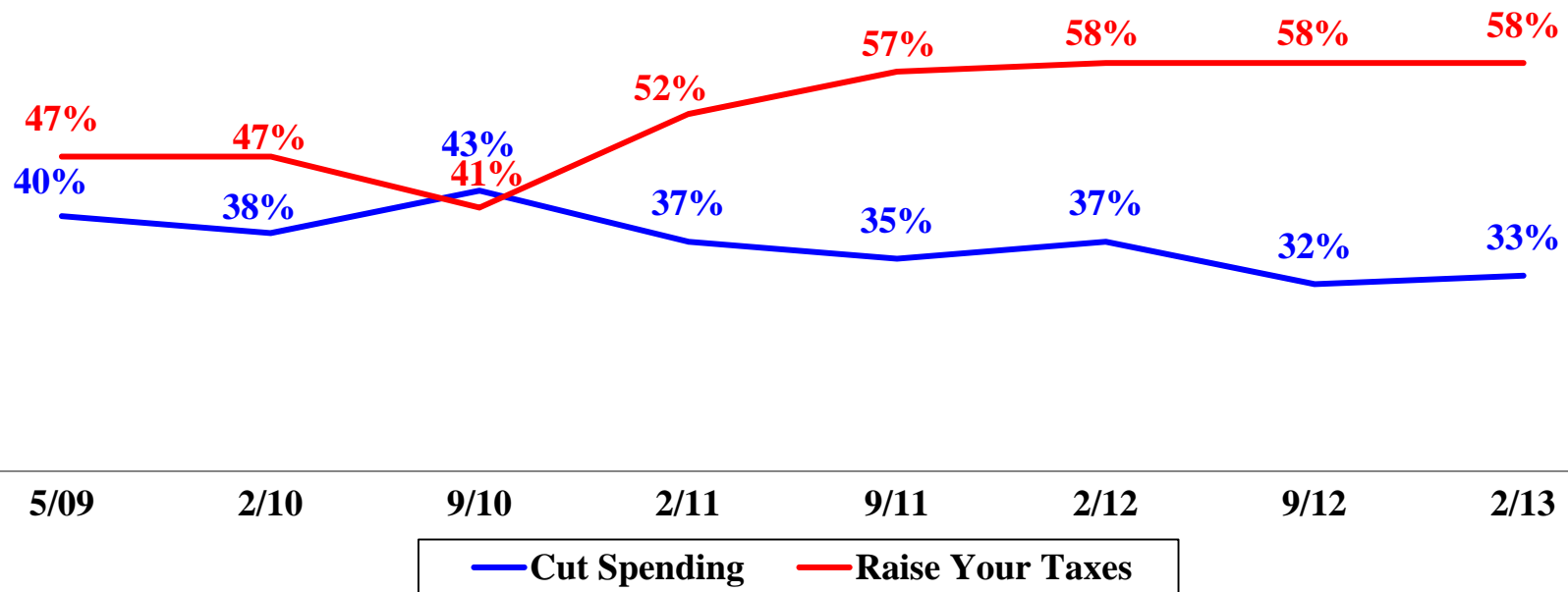
Voters continue to say raising taxes/fees on businesses will harm attempts to diversify the state's economy.

“And, do you think that raising new taxes or fees on businesses will harm Nevada’s attempt to diversify the economy and attract new businesses to the state, or do you think that raising taxes or fees will have little impact on the state’s ability to attract new industries?”



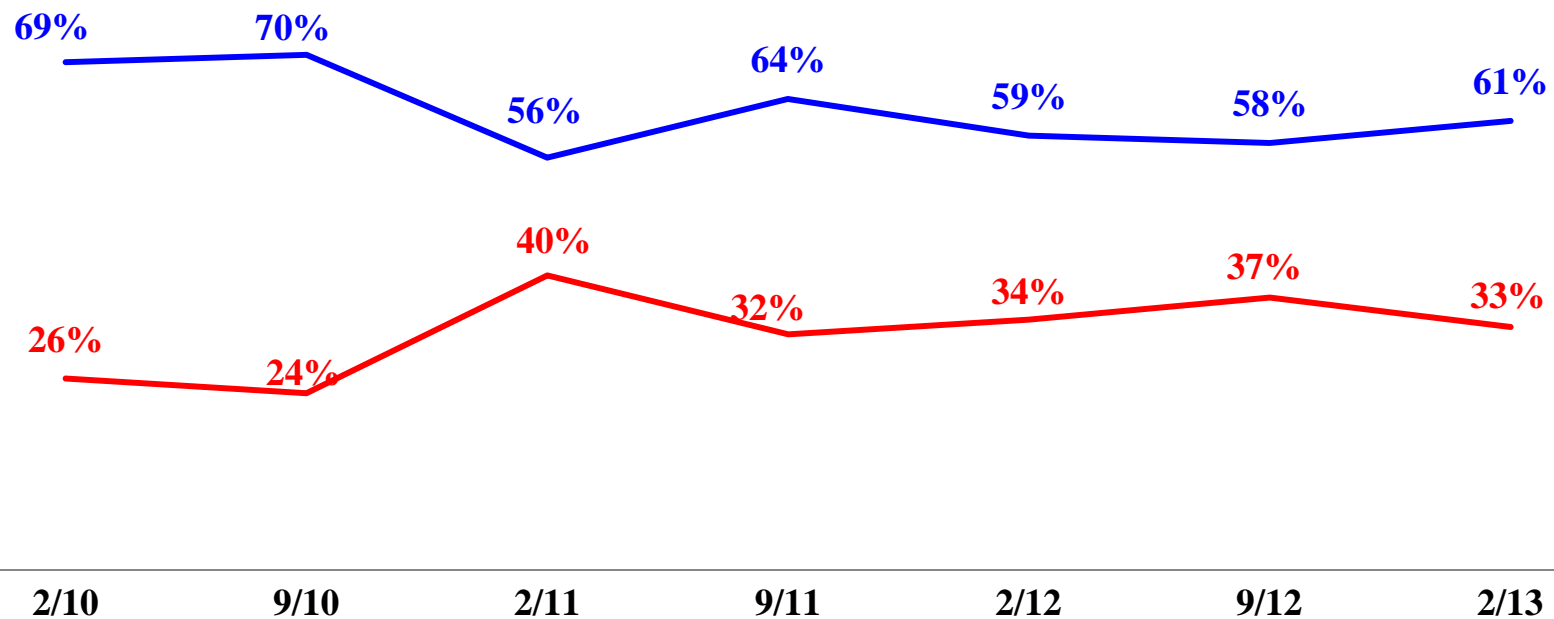
There has been no change in attitudes on this issue: Nevada voters would opt to have their taxes raised rather than cut spending.

“As you may know, Nevada’s constitution requires that the state operate on a balanced budget. If state revenues fall, would you rather the Governor and State Legislature CUT SPENDING for government services such as education and health care, or RAISE YOUR TAXES to avoid these cuts?”



Nevadans continue to believe that additional spending cuts can be absorbed by trimming waste, fraud, and abuse.

“Do you believe that spending cuts in Nevada’s state budget can be absorbed by trimming waste, fraud, and abuse in the state budget and through government reorganization, or do you believe that additional spending cuts will hurt important programs?”



— Additional Spending Cuts Can be Absorbed — Additional Spending Cuts Will Hurt Important Programs

Nevada voters remain divided over the effectiveness of the state's tax system.

“Thinking some more about Nevada’s tax system...”

	<u>5/09</u>	<u>2/10</u>	<u>9/10</u>	<u>2/11</u>	<u>9/11</u>	<u>2/12</u>	<u>9/12</u>
Works Well:	56%	48%	50%	46%	47%	50%	45%
Needs to Change:	39%	43%	40%	48%	45%	46%	47%

50%

Some people say that Nevada’s tax system generally works well. They say times are unusually hard across the country, as most other states have major budget problems too. Making all businesses pay more in taxes will only end up increasing the state’s unemployment rate and budget shortfall.

...while...

47%

Other people say that Nevada needs to significantly change its tax system to become less dependent on gaming and sales taxes and more stable because other businesses would pay more. They say every time there is a downturn in the national economy, the casinos are hurt and consumers spend less money, which ends up hurting the state budget.

A strong majority of Nevada voters believe that changes to the tax system should not include any tax increases.

“As you may know, some people are talking about changing Nevada’s tax system. If the tax system is changed, do you think that the changes should...”

61%

Not include any tax increases because people and businesses cannot afford increased taxes while the economic recovery is so fragile.

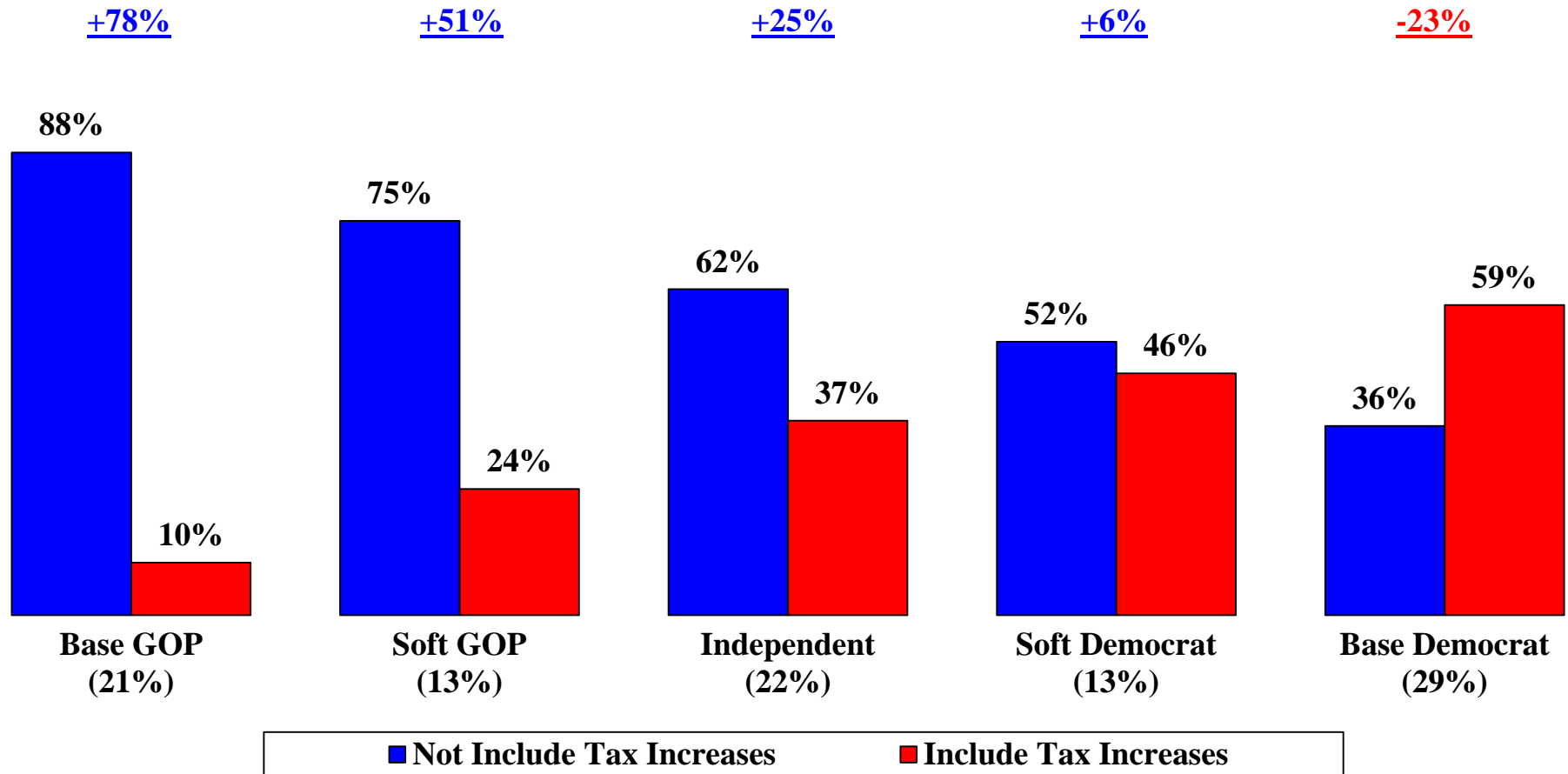
...or...

37%

Include tax increases because the state needs the additional revenue because the budgets for many important state services were cut during the recession.

GOPers, Inds, and soft Democrats believe any changes should not include tax increases. Base Democrats favor the inclusion of tax increases.

By Party



**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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