Methodology

**Sample**
500 live interviews among a representative sample of likely voters in Nevada.

**Method**
Landline and cell phone interviews conducted September 27-29, 2013.

**Sampling Error**
Plus or minus 4% at the 95% confidence level.
Voter Mood is Cautiously Optimistic

“Would you say things in Nevada are generally headed in the right direction or have they pretty seriously gotten off on the wrong track?” (Q3)

- Right direction: 48%
- Wrong track: 38%
- Don’t know: 13%
Voter Mood: Historic Trends

Right direction
Wrong track

Feb. 2011: 24%
Sept. 2011: 18%
Feb. 2012: 33%
Sept. 2012: 37%
Feb. 2013: 47%
Sept. 2013: 48%
“Which one of the following issues do you think should be top priority of Nevada’s Governor and State Legislature?” (Q5)

- Jobs: 24%
- Education: 23%
- The economy: 21%
- Health care: 8%
- Illegal immigration: 6%
- The state budget and spending: 5%
- Housing and home foreclosures: 4%
- Gas and energy prices: 2%
- Moral values: 2%
- Transportation, roads and gridlock: 2%
- Taxes: 2%
## Issue Priorities: **Historic Trends**

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<tr>
<td>Jobs</td>
<td>NA</td>
<td>36%</td>
<td>27%</td>
<td>26%</td>
<td>22%</td>
<td>24%</td>
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<tr>
<td>Education</td>
<td>22%</td>
<td>17%</td>
<td>20%</td>
<td>20%</td>
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<tr>
<td>Economy</td>
<td>43%</td>
<td>19%</td>
<td>23%</td>
<td>27%</td>
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<td>Health care</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>5%</td>
<td>5%</td>
<td>8%</td>
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<tr>
<td>Illegal immigration</td>
<td>6%</td>
<td>6%</td>
<td>5%</td>
<td>4%</td>
<td>5%</td>
<td>6%</td>
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<tr>
<td>State budget/spending</td>
<td>16%</td>
<td>8%</td>
<td>6%</td>
<td>5%</td>
<td>12%</td>
<td>5%</td>
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<tr>
<td>Housing/foreclosures</td>
<td>5%</td>
<td>6%</td>
<td>9%</td>
<td>6%</td>
<td>5%</td>
<td>4%</td>
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<tr>
<td>Gas/energy prices</td>
<td>1%</td>
<td>*</td>
<td>3%</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
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<tr>
<td>Moral values</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
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<tr>
<td>Transportation/roads</td>
<td>*</td>
<td>1%</td>
<td>*</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
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<tr>
<td>Taxes</td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
<td>2%</td>
<td>4%</td>
<td>2%</td>
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* Less than one-half of one percent
"Thinking about the elections in November 2014, if the election for state legislature was held today, would you vote for (ROTATE) the Republican candidate or the Democratic candidate?" (Q4)
Generic Ballot for State Legislature: *Historic Trends*

- **Feb. 2012**: Republican 42%, Democratic 41%, Don’t know/neither 16%
- **Sept. 2012**: Republican 44%, Democratic 43%, Don’t know/neither 12%
- **Feb. 2013**: Republican 39%, Democratic 43%, Don’t know/neither 16%
- **Sept. 2013**: Republican 36%, Democratic 39%, Don’t know/neither 24%
“It’s been five years since the beginning of the financial crisis and the economic downturn that followed. Compared to the worst part of that crisis, from your perspective has the economy...” (Q6)
Majority Says the "Worst is Over"

“Nevada has recently been going through a difficult time. Do you feel that...” (Q7)

- The worst is over: 57%
- The worst is still to come: 34%
- Don’t know: 7%
- NA/refused: 1%

Moore Information

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“Worst is Over” Historic Trends

The worst is over  The worst is still to come  Don’t know


- Feb. 2011: 50% The worst is over, 46% The worst is still to come, 4% Don’t know
- Sept. 2011: 57% The worst is over, 6% The worst is still to come, 7% Don’t know
- Feb. 2012: 52% The worst is over, 41% The worst is still to come, 7% Don’t know
- Sept. 2012: 56% The worst is over, 36% The worst is still to come, 7% Don’t know
- Feb. 2013: 61% The worst is over, 32% The worst is still to come, 7% Don’t know
- Sept. 2013: 57% The worst is over, 34% The worst is still to come, 7% Don’t know
“Much has been written about the current economic recovery, yet a new economic census indicates that recovery is not reaching all segments of the population. To what extent, if any, has the economy’s recovery impacted your household’s financial situation? Would you say…” (Q8)
Personal Financial Situation: Majority Say No Change

“And thinking now just about you, compared to one year ago, would you say you are...” (Q9)

- Better off: 22%
- Worse off: 20%
- About the same: 58%
Expectations for Nevada’s Unemployment Rate

“Nevada’s unemployment rate is one of the highest in the nation. Over the next year, do you think Nevada’s unemployment will...” (Q10)

- Stay about the same: 43%
- Increase: 25%
- Decrease: 28%
- Don’t know: 4%
Expectations for Nevada’s Unemployment Rate: *Historic Trends*

- **Feb. 2011**: 24% Increase, 23% Decrease, 52% Stay about the same
- **Sept. 2011**: 23% Increase, 16% Decrease, 59% Stay about the same
- **Feb. 2012**: 21% Increase, 30% Decrease, 47% Stay about the same
- **Sept. 2012**: 23% Increase, 34% Decrease, 37% Stay about the same
- **Feb. 2013**: 24% Increase, 26% Decrease, 48% Stay about the same
- **Sept. 2013**: 25% Increase, 28% Decrease, 43% Stay about the same
Majority Say Raising Taxes Will Harm Economy

“Do you think that raising 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 businesses?” (Q11)
Raising Taxes: *Historic Trends*

* Surveys prior to September 2013 included “industries” rather than “businesses”
Majority Say Nevada’s Tax System Generally Works Well

“Thinking more about Nevada’s tax system
Some (other) people say that Nevada needs to significantly change its tax system to become less dependent on gaming and sales taxes, and more stable, by requiring more businesses to pay additional taxes. 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.
Other (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.
Which statement comes closest to your own opinion?” (Q12)
Nevada’s Tax System: Historic Trends

Significant changes needed
Works well as is
Don’t know

Feb. 2011 48% 46% 0%
Sept. 2011 45% 47% 6%
Feb. 2012 46% 50% 3%
Sept. 2012 47% 45% 7%
Feb. 2013 47% 50% 3%
Sept. 2013 54% 39% 7%
“Thinking now about some proposals that will be on the ballot in November 2014, as you may know, the Nevada Legislature has placed a question on the ballot in 2014 concerning whether Nevada should add an appeals court to its court system. If passed, appeals of district court decisions would be made to the new appeals court instead of the Supreme Court. Would you vote for or against the creation of an appeals court in Nevada?” (Q13)
Voters are Divided over Whether Education Initiative Will Be Good for Schools or Bad for Economy

“The Education Initiative would create an additional two percent tax on gross revenues on all non-gaming businesses whose gross revenues exceed $1 million. Please tell me which of the following statements about this proposal comes closest to your own opinion about the Initiative.

Some (other) people say the additional tax on non-gaming revenues will generate needed revenues to support education and this form of business tax is necessary to improve our schools.

Other (some) people say that this additional tax on non-gaming revenues will increase unemployment and cause some already struggling businesses to fail since it applies even to businesses that are not profitable, and it will also harm efforts to attract new businesses to Nevada.

Which statement comes closest to your own opinion?” (Q14)
Education Initiative: 
*Historic Trends*

- **Will generate needed revenues**
- **Will increase prices, unemployment and hurt businesses**
- **Don’t know**

*Surveys prior to September 2013 included the phrase “...this type of general business tax...” instead of “…the additional tax on non-gaming revenues...”*
"There is nothing in the Education Initiative requiring that the funds raised by the margin tax have to be spent on education. After hearing this, are you more likely or less likely to vote for the Education Initiative, or does it make no difference to you? " (Q15)

"Currently, more than one out of eight workers in Nevada is employed by businesses that have fewer than ten employees. Those small business owners are concerned that higher taxes in the proposed Education Initiative will impact their ability to stay in business. Does the possible impact of higher taxes on small businesses in Nevada make you more likely or less likely to vote for the Education Initiative, or does it make no difference to you?" (Q16)
"If you had to grade Nevada schools, Kindergarten through high school, what grade would you assign?" (Q17)
Improving Nevada Schools: Reform, Not Just Money

“Nevada's schools, in grades Kindergarten through high school, have below average graduation rates and below average scores on standardized tests compared to other states. Do you think that...” (Q18)
Improving Nevada Schools: Historic Trends

- Can be improved through increased spending
- Needs significant reforms
- Both
- Don’t know

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<td>NA</td>
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<td>18%</td>
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<td>73%</td>
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<td>73%</td>
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<td>5%</td>
<td>NA</td>
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<td>NA</td>
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Can be improved through increased spending needs significant reforms both don’t know
“Would you favor or oppose removing the Protection of Marriage provision from the Nevada Constitution? Removing this provision would allow same-sex couples to legally marry in Nevada?”

(Q19)
Majority Favors Same-Sex Marriage: *Historic Trends*

- **Feb. 2013**: 54% Total Favor, 43% Total Oppose
- **Sept. 2013**: 57% Total Favor, 36% Total Oppose
Narrow Majority Favors Marijuana Legalization if Revenues Used for Education

“Would you favor or oppose legalizing the sale of marijuana for recreational use in Nevada if all tax revenue generated from the sale of marijuana was used for education funding?” (Q20)
Legalize Marijuana? 
**Historic Trends**

![Graph showing historic trends in favor and oppose for legalizing marijuana between Feb. 2013 and Sept. 2013.]

- **Feb. 2013:**
  - Total favor: 56%
  - Total oppose: 42%

- **Sept. 2013:**
  - Total favor: 54%
  - Total oppose: 42%
Legalizing Marijuana is Preferred over 2% Margin Tax to Pay for Education

“To add more tax revenue for schools, would you prefer that Nevada...” (Q21)
Obamacare Will Worsen Access, Increase Costs

“Do you believe that the Obamacare law will...” (Q22)  “Do you believe that the Obamacare law will...” (Q23)
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