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OPINION RESEARCH • STRATEGIC ANALYSIS

# **Nevada Voters: *Public Policy and Tax Issues***

May 2015

# Methodology

## Sample

401 live interviews among a representative sample of voters in Nevada.

## Method

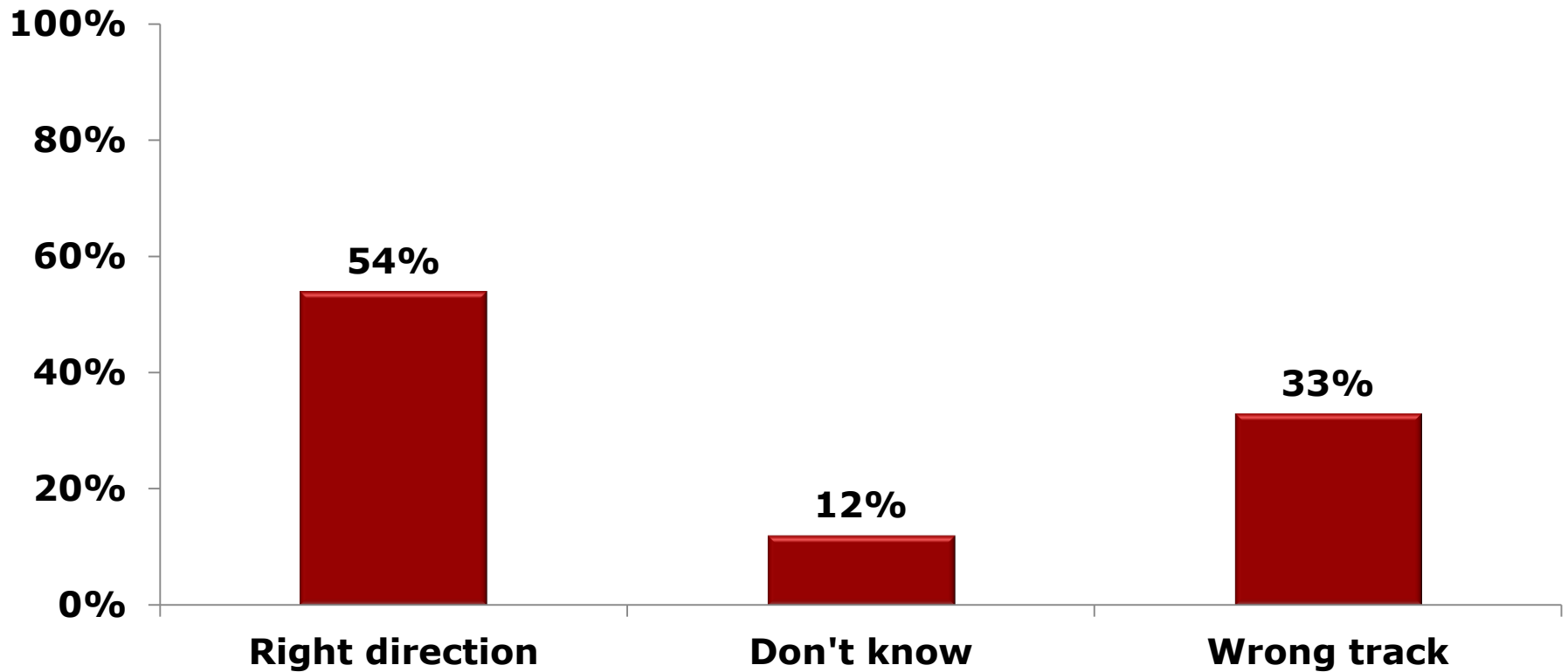
Landline and cell phone interviews conducted May 13-14, 2015.

## Sampling Error

Plus or minus 5% at the 95% confidence level.

# Voter Mood

“Would you say things in Nevada are generally headed in the right direction or have they pretty seriously gotten off on the wrong track?” (Q1)



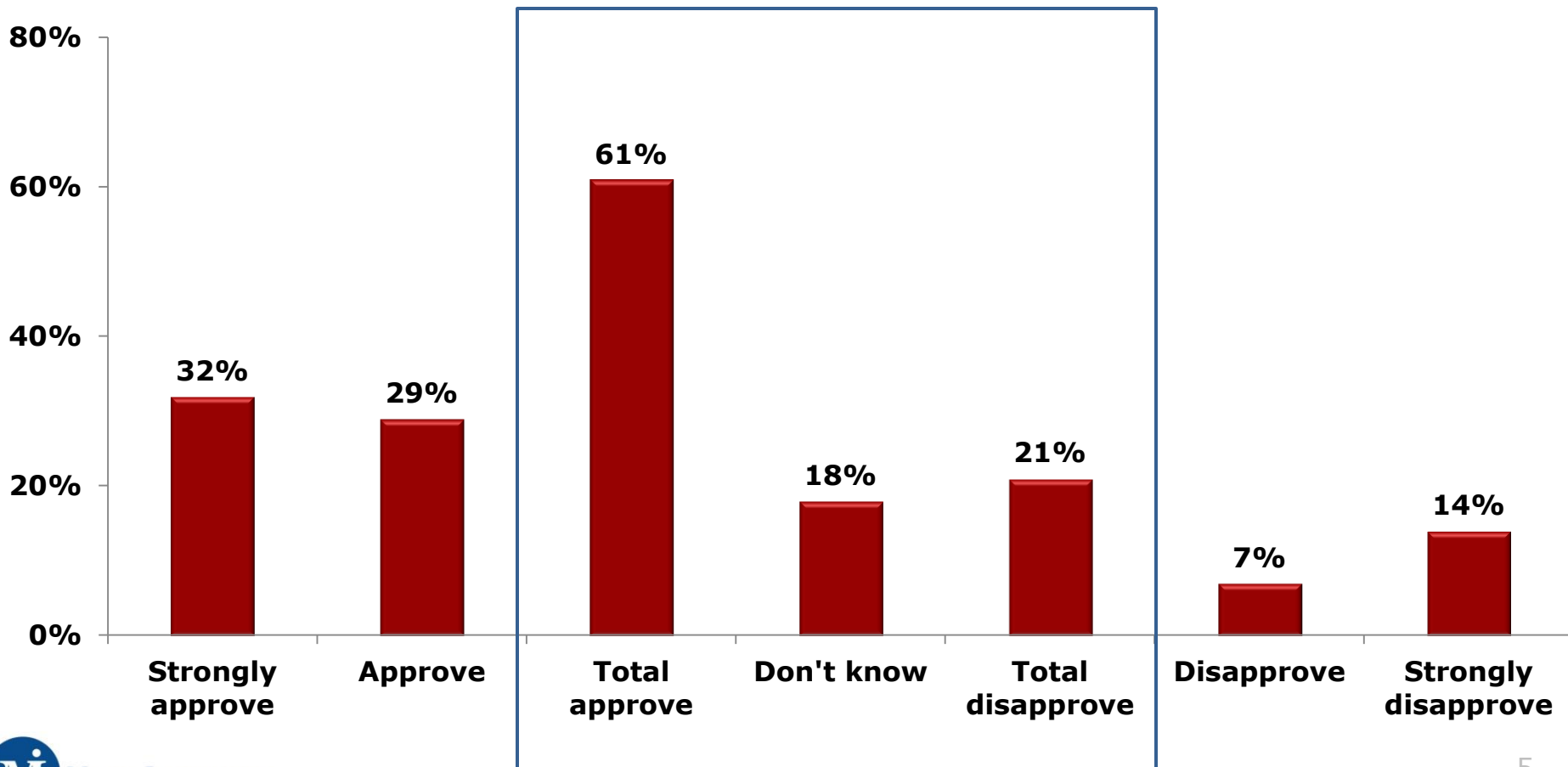
**Voters throughout the state and in most subgroups say right direction.**

# Voter Mood: Key Subgroups

	Right direction	Don't know	Wrong track	Net right direction
<b>All</b>	54%	12%	33%	<b>+21%</b>
<b>TV Market</b>				
Las Vegas TV	52%	13%	34%	<b>+18%</b>
Reno TV	62%	9%	27%	<b>+35%</b>
<b>Ethnicity</b>				
Caucasians	54%	9%	36%	<b>+18%</b>
Hispanics	60%	17%	23%	<b>+37%</b>
Non-Caucasians	55%	17%	28%	<b>+27%</b>
<b>Party registration</b>				
Republicans	60%	7%	33%	<b>+27%</b>
Democrats	53%	17%	29%	<b>+24%</b>
NP/others	48%	11%	39%	<b>+9%</b>

# Sandoval Job Performance

"Generally speaking, do you approve or disapprove of the job Brian Sandoval is doing as Governor?" (Q2)

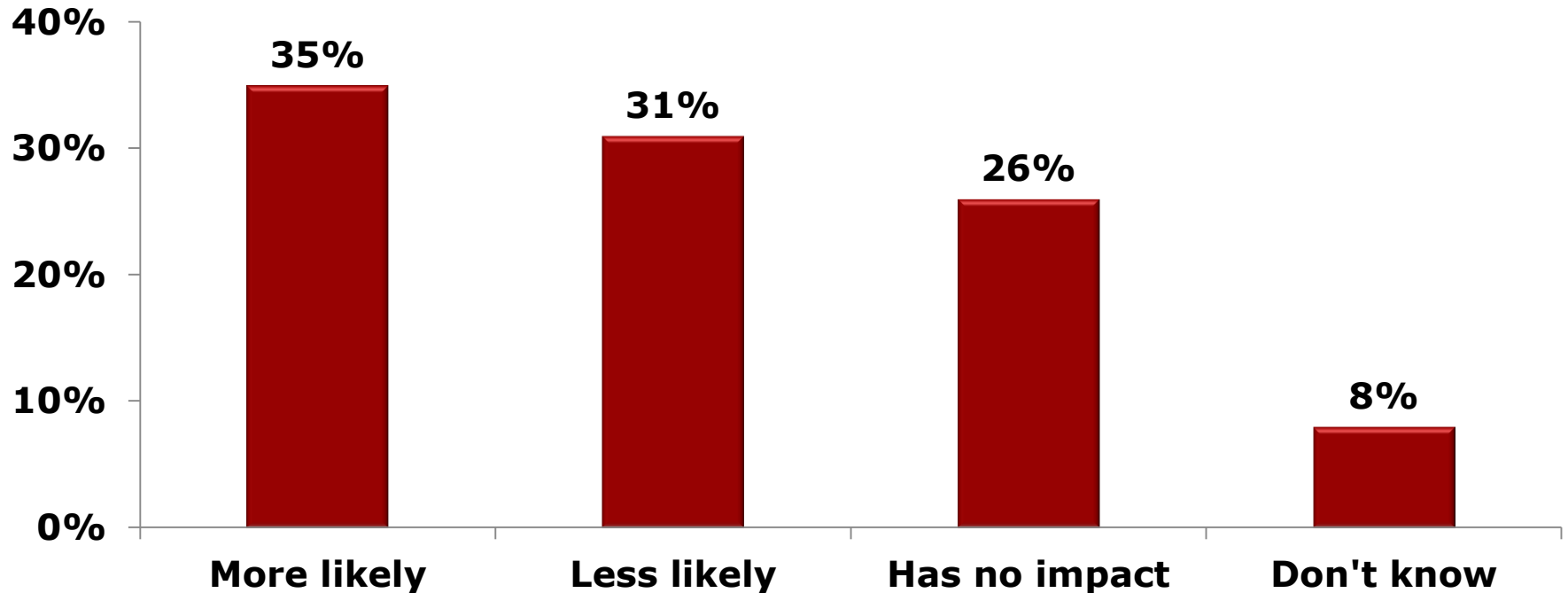


# Sandoval Job Performance: *Key Subgroups*

	<b>Approve</b>	<b>Don't know</b>	<b>Disapprove</b>	<b>Net approve</b>
<b>All</b>	61%	18%	21%	<b>+40%</b>
<b>TV Market</b>				
Las Vegas TV	62%	18%	20%	<b>+42%</b>
Reno TV	58%	18%	24%	<b>+34%</b>
<b>Ethnicity</b>				
Caucasians	63%	15%	21%	<b>+42%</b>
Hispanics	65%	22%	14%	<b>+51%</b>
Non-Caucasians	57%	23%	19%	<b>+38%</b>
<b>Party registration</b>				
Republicans	71%	12%	17%	<b>+54%</b>
Democrats	55%	20%	25%	<b>+30%</b>
NP/others	57%	23%	20%	<b>+37%</b>

# Legislator Support for Sandoval Budget

"The Governor's proposed budget includes a number of proposed education reforms that will require the legislature to increase taxes by a record \$1.2 billion dollars. Thinking about the 2016 election, would you be more likely or less likely to vote for a state legislator who supported the Governor's proposed budget increase for education?" (Q3)



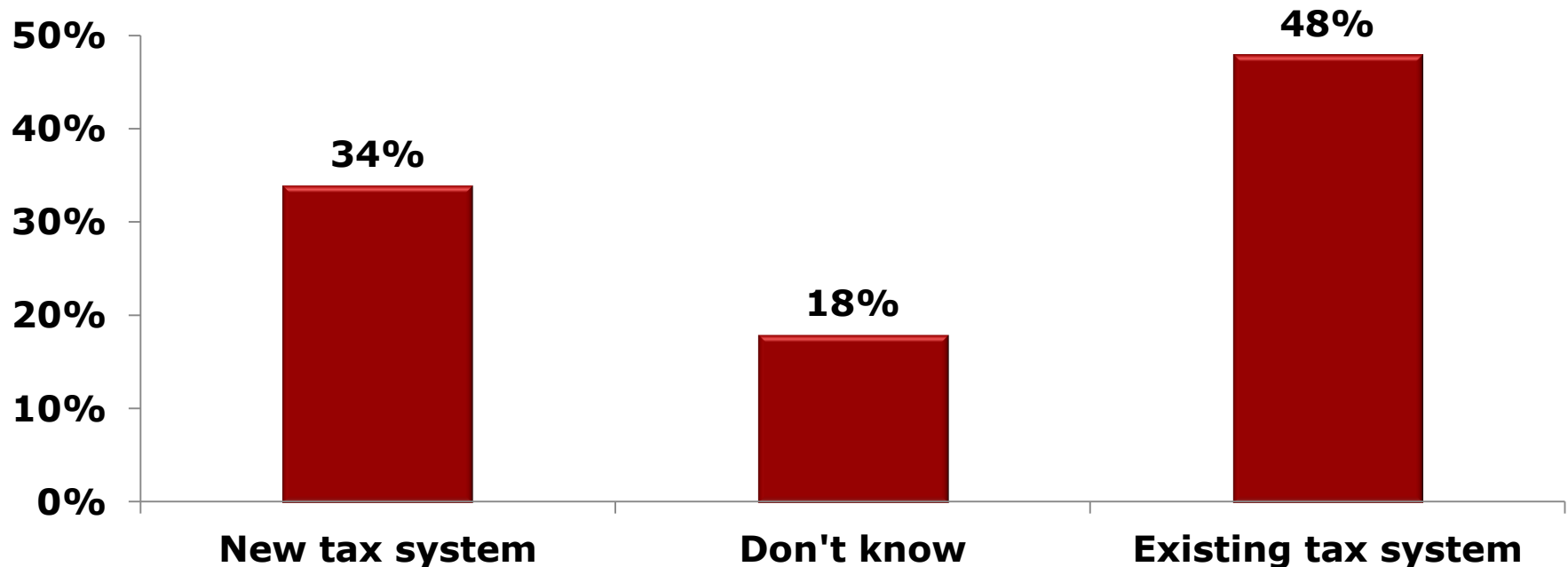
# Legislator Support for Sandoval Budget: *Key Subgroups*

	More likely	Less likely	Net more likely	Has no impact/ don't know
<b>All</b>	35%	31%	<b>+4%</b>	34%
<b>TV Market</b>				
Las Vegas TV	35%	29%	<b>+6%</b>	36%
Reno TV	36%	37%	<b>-1%</b>	27%
<b>Age</b>				
18-34	44%	20%	<b>+24%</b>	36%
35+	33%	34%	<b>-1%</b>	32%
<b>Ethnicity</b>				
Caucasians	34%	35%	<b>-1%</b>	31%
Hispanics	39%	23%	<b>+16%</b>	39%
Non-Caucasians	38%	23%	<b>+15%</b>	39%
<b>Party registration</b>				
Republicans	26%	39%	<b>-13%</b>	35%
Democrats	41%	24%	<b>+17%</b>	35%
NP/others	38%	32%	<b>+6%</b>	31%



# Financing Education Reforms

“When it comes to funding education reforms that will improve schools in Nevada, Some people say that we need to set up a whole new tax system and a new state government bureaucracy to assess and collect additional taxes from business to fund education improvements. Other people say we should just use our existing business tax system and increase existing taxes to fund education improvements and there will be no need for a new state bureaucracy. Which statement is closer to your views?” (Q4)

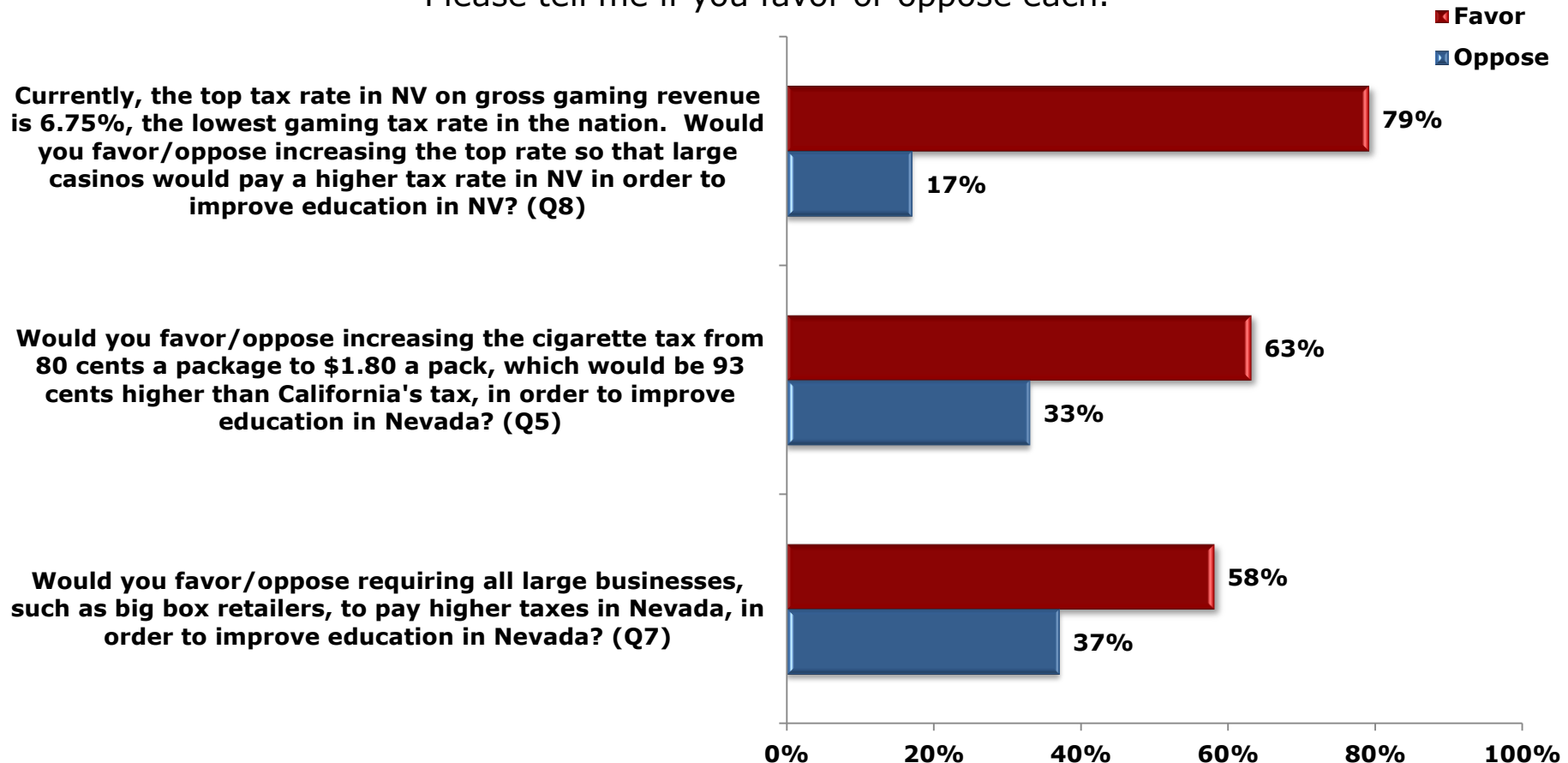


# Financing Education Reforms: *Key Subgroups*

	New tax system	Don't know	Existing tax system	Net new tax system
<b>All</b>	34%	18%	48%	<b>-14%</b>
<b>TV Market</b>				
Las Vegas TV	37%	18%	46%	<b>-9%</b>
Reno TV	28%	18%	54%	<b>-26%</b>
<b>Age</b>				
18-34	32%	13%	55%	<b>-23%</b>
35-64	37%	17%	46%	<b>-9%</b>
65+	28%	24%	48%	<b>-20%</b>
<b>Ethnicity</b>				
Caucasians	30%	19%	52%	<b>-22%</b>
Hispanics	44%	13%	43%	<b>+1%</b>
Non-Caucasians	42%	15%	43%	<b>-1%</b>
<b>Party registration</b>				
Republicans	23%	19%	58%	<b>-35%</b>
Democrats	43%	17%	40%	<b>+3%</b>
NP/others	33%	18%	49%	<b>-16%</b>

# Tax Ideas for Education Funding -1

"Here are some ideas to provide funding for proposed education improvements in Nevada schools. Please tell me if you favor or oppose each."



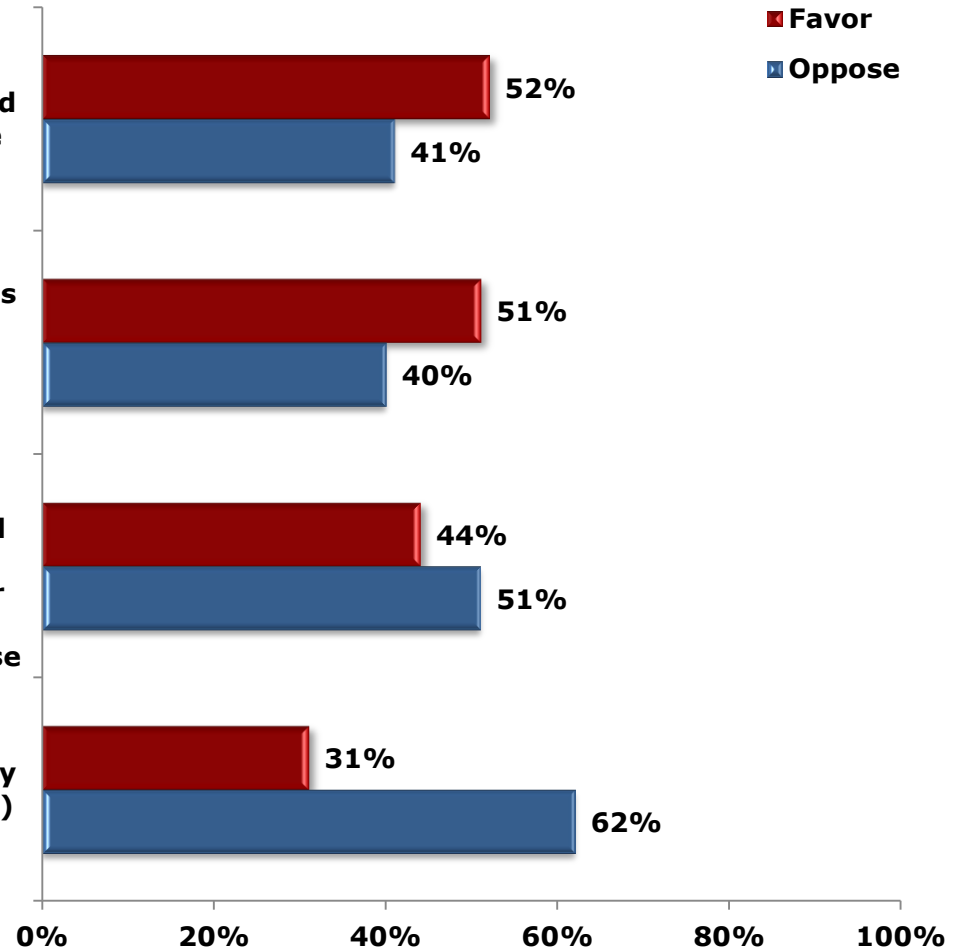
# Tax Ideas for Education Funding -2

Would you favor/oppose legalizing the sale of marijuana for recreational use in Nevada, if all tax revenue generated from the sale of marijuana was used, in order to improve education in Nevada? (Q11)

Would you favor/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)

Currently, all businesses in Nevada pay a \$200 dollar 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 dollars for smaller businesses to \$4 million dollars for the largest businesses. Would you favor/oppose establishing such a business license fee system in order to improve education in Nevada? (Q9)

Would you favor/oppose an increase in your property taxes, in order to improve education in Nevada? (Q6)



# Tax Ideas for Education Funding: *TV Market*

% Favor	TV Market		
	All	Las Vegas TV	Reno TV
Currently, the top tax rate in NV on gross gaming revenue is 6.75%, the lowest gaming tax rate in the nation. Would you favor/oppose increasing the top rate so that large casinos would pay a higher tax rate in NV in order to improve education in NV? (Q8)	79%	82%	75%
Would you favor/oppose increasing the cigarette tax from 80 cents a package to \$1.80 a pack, which would be 93 cents higher than California's tax, in order to improve education in Nevada? (Q5)	63%	62%	68%
Would you favor/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%	62%	49%
Would you favor/oppose legalizing the sale of marijuana for recreational use in Nevada, if all tax revenue generated from the sale of marijuana was used, in order to improve education in Nevada? (Q11)	52%	55%	49%
Would you favor/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%	54%	44%
Currently, all businesses in Nevada pay a \$200 dollar 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 dollars for smaller businesses to \$4 million dollars for the largest businesses. Would you favor/oppose establishing such a business license fee system in order to improve education in Nevada? (Q9)	44%	50%	32%
Would you favor/oppose an increase in your property taxes, in order to improve education in Nevada? (Q6)	31%	33%	28%

# Tax Ideas for Education Funding: *Ethnicity*

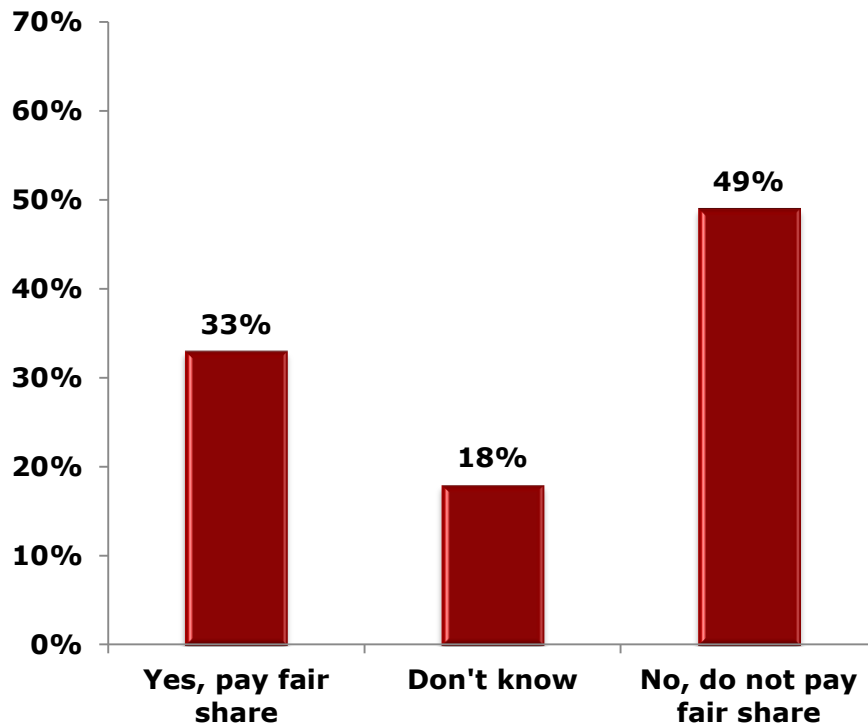
% Favor	Ethnicity			
	All	Caucasians	Hispanics	Non-Caucasians
Currently, the top tax rate in NV on gross gaming revenue is 6.75%, the lowest gaming tax rate in the nation. Would you favor/oppose increasing the top rate so that large casinos would pay a higher tax rate in NV in order to improve education in NV? (Q8)	79%	77%	96%	86%
Would you favor/oppose increasing the cigarette tax from 80 cents a package to \$1.80 a pack, which would be 93 cents higher than California's tax, in order to improve education in Nevada? (Q5)	63%	59%	85%	71%
Would you favor/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%	54%	73%	67%
Would you favor/oppose legalizing the sale of marijuana for recreational use in Nevada, if all tax revenue generated from the sale of marijuana was used, in order to improve education in Nevada? (Q11)	52%	51%	58%	54%
Would you favor/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%	46%	69%	60%
Currently, all businesses in Nevada pay a \$200 dollar 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 dollars for smaller businesses to \$4 million dollars for the largest businesses. Would you favor/oppose establishing such a business license fee system in order to improve education in Nevada? (Q9)	44%	41%	52%	51%
Would you favor/oppose an increase in your property taxes, in order to improve education in Nevada? (Q6)	31%	29%	46%	36%

# Tax Ideas for Education Funding: *Party Registration*

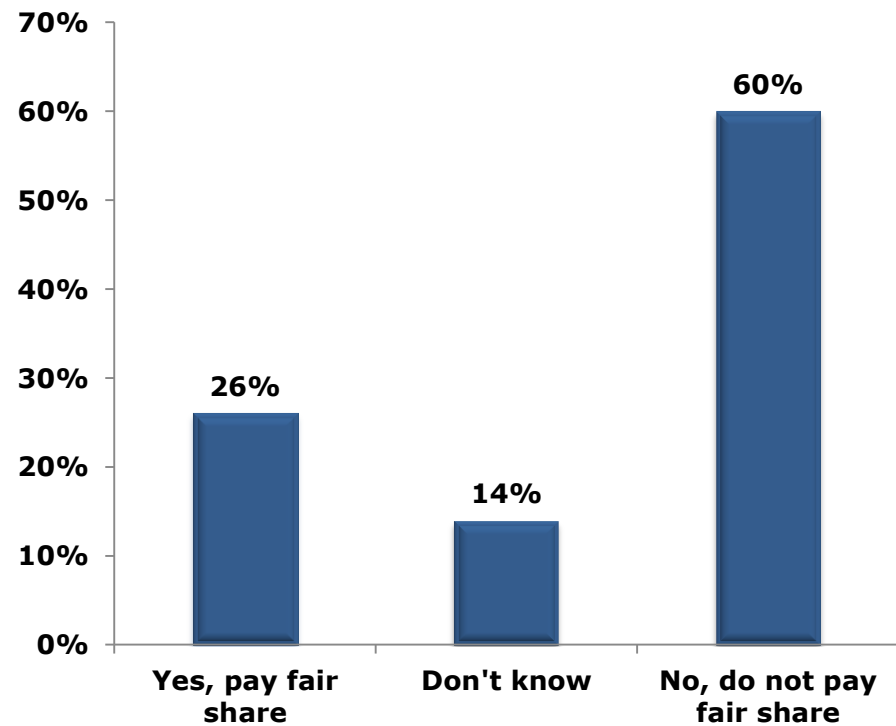
% Favor	Party Registration			
	All	Reps.	Dems.	NP/others
Currently, the top tax rate in NV on gross gaming revenue is 6.75%, the lowest gaming tax rate in the nation. Would you favor/oppose increasing the top rate so that large casinos would pay a higher tax rate in NV in order to improve education in NV? (Q8)	79%	70%	86%	82%
Would you favor/oppose increasing the cigarette tax from 80 cents a package to \$1.80 a pack, which would be 93 cents higher than California's tax, in order to improve education in Nevada? (Q5)	63%	62%	66%	62%
Would you favor/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%	41%	73%	58%
Would you favor/oppose legalizing the sale of marijuana for recreational use in Nevada, if all tax revenue generated from the sale of marijuana was used, in order to improve education in Nevada? (Q11)	52%	35%	60%	63%
Would you favor/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%	40%	61%	49%
Currently, all businesses in Nevada pay a \$200 dollar 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 dollars for smaller businesses to \$4 million dollars for the largest businesses. Would you favor/oppose establishing such a business license fee system in order to improve education in Nevada? (Q9)	44%	26%	60%	45%
Would you favor/oppose an increase in your property taxes, in order to improve education in Nevada? (Q6)	31%	19%	37%	37%

# Tax Fairness

“Do you think that big businesses in Nevada pay their fair share of taxes or not?” (Q12)



“Do you think that large casinos pay their fair share of taxes in Nevada or not?” (Q13)

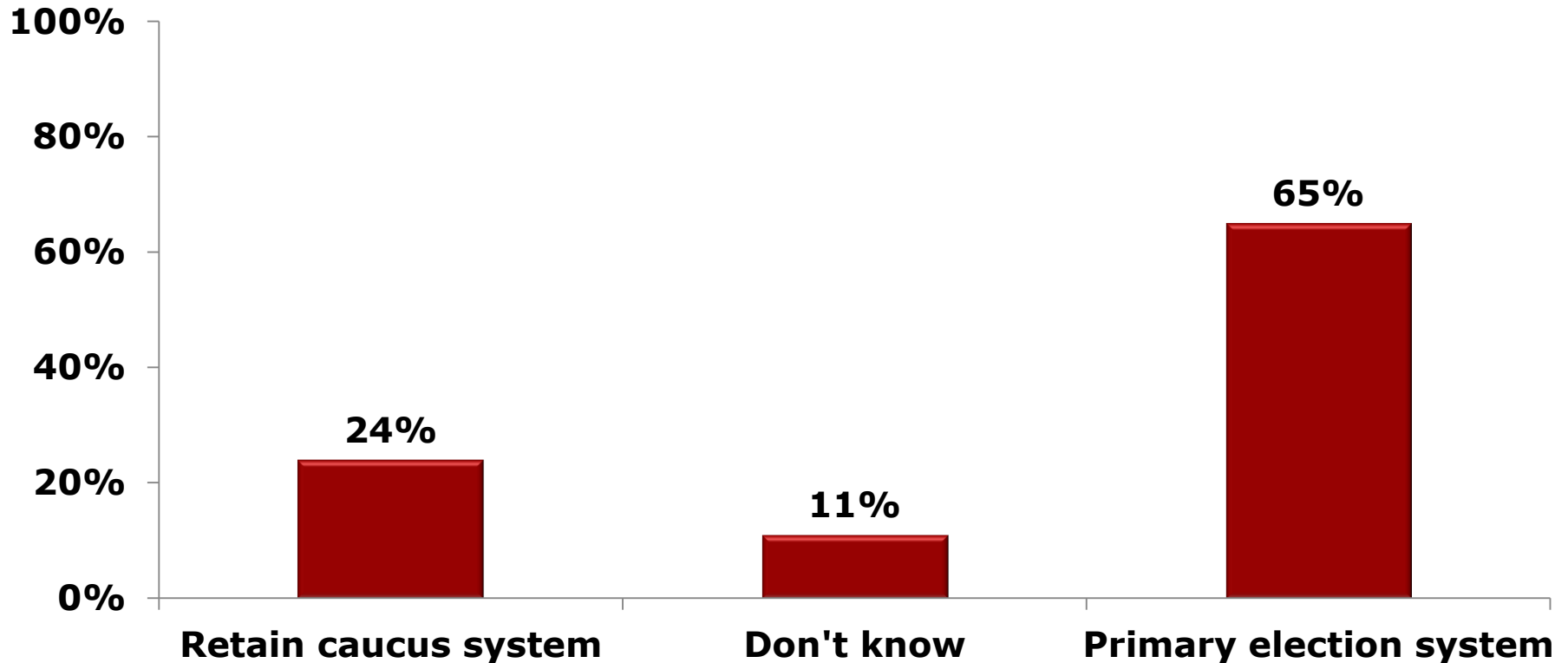


**There is majority consensus that large casinos don't pay their fair share and plurality consensus that big businesses don't pay their fair share.**



# A Presidential Primary is Widely Popular

“Currently, Nevada uses a caucus system to select the presidential candidates. Other states have primary elections to select presidential candidates. Do you favor retaining the caucus system or would you prefer a primary election system for Nevada?” (Q14)



# Presidential Primary or Caucus?

## Key Subgroups

	Retain caucus system	Don't know	Primary election system	Net retain caucus system
<b>All</b>	24%	11%	65%	<b>-41%</b>
<b>TV Market</b>				
Las Vegas TV	22%	10%	68%	<b>-46%</b>
Reno TV	25%	15%	60%	<b>-35%</b>
<b>Ethnicity</b>				
Caucasians	20%	11%	70%	<b>-50%</b>
Hispanics	39%	11%	50%	<b>-11%</b>
Non-Caucasians	31%	13%	56%	<b>-25%</b>
<b>Philosophy</b>				
Very Conservatives	26%	10%	64%	<b>-38%</b>
Somewhat Conservatives	22%	12%	66%	<b>-44%</b>
Moderates	21%	9%	70%	<b>-49%</b>
Liberals	28%	11%	61%	<b>-33%</b>
<b>Party registration</b>				
Republicans	21%	9%	69%	<b>-48%</b>
Democrats	29%	8%	62%	<b>-33%</b>
NP/others	18%	18%	63%	<b>-45%</b>



# Contact Information

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