



# MOORE INFORMATION

OPINION RESEARCH • STRATEGIC ANALYSIS

**NEVADA VOTERS (N=401)**  
**May 13-14, 2015**

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Can I speak to (FROM LIST)? IF NA: SCHEDULE CALL BACK  
PLEASE ONLY SPEAK TO THE LISTED PERSON

Hello, this is (FIRST AND LAST NAME). We are conducting a survey among voters regarding issues in your part of the state and would like to include your views in our study. I assure you we are only seeking opinions and there will be no attempt to sell you anything or solicit a donation.

1. First, would you say things in Nevada are generally headed in the right direction or have they pretty seriously gotten off on the wrong track?

Right direction	54%
Don't know	12%
Wrong track	33%
NA	1%

2. Generally speaking, do you approve or disapprove of the job Brian Sandoval is doing as Governor? IF APPROVE/DISAPPROVE: Do you feel strongly about that?

Strongly approve	32%
Approve	29%
<b>Total approve</b>	<b>61%</b>
Don't know	18%
<b>Total disapprove</b>	<b>21%</b>
Disapprove	7%
Strongly disapprove	14%

3. 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? IF MORE/LESS LIKELY: Is that much more/less likely or somewhat more/less likely? If supporting the Governor's tax increase has no impact on your vote, just say so.

Much more likely	21%
Somewhat more likely	14%
<b>Total more likely</b>	<b>35%</b>
<b>Total less likely</b>	<b>31%</b>
Somewhat less likely	11%
Much less likely	20%
Has no impact	26%
Don't know	8%

4. When it comes to funding education reforms that will improve schools in Nevada, (ROTATE STATEMENTS)

Some (other) 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 (some) 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? IF NEW SYSTEM/EXISTING SYSTEM: Do you feel strongly about that?

Strongly new system	24%
New system	10%
<b>Total new system</b>	<b>34%</b>
Don't know	18%
<b>Total existing system</b>	<b>48%</b>
Existing system	10%
Strongly existing system	39%

#### INTRO Q5-10

Next, here are some ideas to provide funding for proposed education improvements in Nevada schools. Please tell me if you favor or oppose each. IF FAVOR/OPPOSE: Do you feel strongly about that?

Scale

1. Strongly favor
2. Favor
3. (DON'T READ) Don't know
4. Oppose
5. Strongly oppose

ROTATE Q5-10

5. Would you favor or 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?

Strongly favor	55%
Favor	9%
<b>Total favor</b>	<b>63%</b>
Don't know	4%
<b>Total oppose</b>	<b>33%</b>
Oppose	6%
Strongly oppose	26%

6. Would you favor or oppose an increase in your property taxes, in order to improve education in Nevada?

Strongly favor	18%
Favor	13%
<b>Total favor</b>	<b>31%</b>
Don't know	7%
<b>Total oppose</b>	<b>62%</b>
Oppose	7%
Strongly oppose	56%

7. 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?

Strongly favor	44%
Favor	14%
<b>Total favor</b>	<b>58%</b>
Don't know	5%
<b>Total oppose</b>	<b>37%</b>
Oppose	7%
Strongly oppose	30%

8. 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?

Strongly favor	70%
Favor	9%
<b>Total favor</b>	<b>79%</b>
Don't know	3%
<b>Total oppose</b>	<b>17%</b>
Oppose	3%
Strongly oppose	14%

9. 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 or oppose establishing such a business license fee system in order to improve education in Nevada?

Strongly favor	32%
Favor	12%
<b>Total favor</b>	<b>44%</b>
Don't know	5%
<b>Total oppose</b>	<b>51%</b>
Oppose	6%
Strongly oppose	44%

10. 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?

Strongly favor	34%
Favor	16%
<b>Total favor</b>	<b>51%</b>
Don't know	9%
<b>Total oppose</b>	<b>40%</b>
Oppose	9%
Strongly oppose	32%

11. Now on a different issue, 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, in order to improve education in Nevada? IF FAVOR/OPPOSE: Do you feel strongly about that?

Strongly favor	45%
Favor	7%
<b>Total favor</b>	<b>52%</b>
Don't know	7%
<b>Total oppose</b>	<b>41%</b>
Oppose	3%
Strongly oppose	38%

12. Do you think that big businesses in Nevada pay their fair share of taxes or not?

Yes, pay fair share	33%
Don't know	18%
No, do not pay fair share	49%

13. Do you think that large casinos pay their fair share of taxes in Nevada or not?

Yes, pay fair share	26%
Don't know	14%
No, do not pay fair share	60%

14. 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?

Retain caucus system	24%
Don't know	11%
Primary election system	65%

15. Did you vote in the election last November? The 2014 ballot included Question 3, called the Margin Tax or Education Initiative, imposing a gross receipts tax on businesses that would have been based on the business's gross revenue, not the business's profits. Did you vote yes to support or no to oppose the Margin Tax/Education Initiative?

No, didn't vote	9%
<b>Total voted</b>	<b>91%</b>
Yes, voted/voted Yes to support Question 3	30%
Yes, voted/voted No to oppose Question 3	39%
Don't know/don't remember/refused	21%

Now a few questions for statistical purposes.

16. Other than American, what is your main racial or ethnic heritage? Is it (READ 1-5, 5-1),

White or Caucasian	65%
African-American or black	7%
Hispanic or Latino	16%
Native American	2%
Asian	3%
Other	6%
Don't know	1%

17. On political issues, do you consider yourself to be Conservative, Moderate, or Liberal? IF CONSERVATIVE/LIBERAL: Are you very Conservative/Liberal or somewhat Conservative/Liberal?

Very Conservative	19%
Somewhat Conservative	16%
<b>Total Conservative</b>	<b>35%</b>
Moderate	37%
<b>Total Liberal</b>	<b>21%</b>
Somewhat Liberal	12%
Very Liberal	9%
Don't know	8%

18.	Age (FROM LIST)	
	18-34	21%
	35-44	16%
	45-54	16%
	55-64	20%
	65+	27%
19.	Party Registration (FROM LIST)	
	Republican	35%
	Democrat	39%
	NP/other	26%
20.	Gender (BY OBSERVATION)	
	Male	46%
	Female	54%
21.	County (FROM LIST)	