



NEVADA VOTERS (N=500) September 27-29, 2013

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.

CELL PHONE SAMPLE ONLY Sc1- Sc2

Sc1. In addition to a cell phone, do you also have regular landline telephone service in your home?

- 1. yes GO TO Sc2
- 2. no GO TO S3
- 3. (DON'T READ) don't know THANK AND TERMINATE

Sc2. IF YES: Of all the personal telephone calls that you receive, that is calls not related to your job, do you get (READ 1-4, 4-1)

- 1. all calls on a cell phone CONTINUE
- 2. almost all calls on a cell phone CONTINUE
- 3. some on a cell phone and some on a regular home phone THANK AND TERMINATE
- 4. all or almost all calls on a regular home phone THANK AND TERMINATE
- 5. (DON'T READ) don't know THANK AND TERMINATE
- 6. NA/refused THANK AND TERMINATE

ALL RESPONDENTS

S3. Are you or is anyone in your household employed by a newspaper, television or radio station, or a political party, or by a political candidate for political office?

- 1. yes THANK AND TERMINATE
- 2. (DON'T READ) don't know THANK AND TERMINATE
- 3. no CONTINUE

1. While I know they are a long way off, thinking about the elections in November 2014 for Governor, U.S. Congress and various other state and local offices, how likely would you say you are to vote in the November 2014 election, are you, (READ 1-4, 4-1)

	<u>2/11</u>	<u>9/11</u>	<u>2/12</u>	<u>9/12</u>	<u>2/13</u>	<u>9/13</u>
very likely	94%	94%	93%	95%	85%	87%
fairly likely	6%	6%	7%	5%	15%	13%

2. Next, before we begin, can you please tell me which of the following categories includes your age? (READ 1-5)

	<u>2/11</u>	<u>9/11</u>	<u>2/12</u>	<u>9/12</u>	<u>2/13</u>	<u>9/13</u>
18-34	17%	16%	13%	18%	22%	26%
35-44	21%	23%	27%	24%	24%	11%
45-54	18%	15%	12%	14%	11%	16%
55-64	20%	21%	20%	20%	16%	21%
65+	22%	22%	23%	21%	22%	26%
NA/refused	3%	4%	5%	2%	5%	1%

3. And 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	24%	18%	33%	37%	47%	48%
don't know	6%	3%	6%	6%	10%	13%
wrong track	69%	77%	60%	54%	42%	38%
NA/refused	1%	2%	2%	2%	1%	1%

4. Now 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?

Republican	NA	NA	42%	44%	39%	36%
Democratic			41%	43%	43%	39%
neither			NA	NA	NA	3%
don't know			16%	12%	16%	21%
NA/refused			1%	1%	2%	1%

5. Thinking now about issues, which one of the following issues do you think should be top priority of Nevada's Governor and State Legislature? (RANDOMIZE 1-11)

jobs	NA	36%	27%	26%	22%	24%
education	22%	17%	20%	20%	26%	23%
the economy	43%	19%	23%	27%	17%	21%
health care	2%	2%	2%	5%	5%	8%
illegal immigration	6%	6%	5%	4%	5%	6%
the state budget and spending	16%	8%	6%	5%	12%	5%
housing and home foreclosures	5%	6%	9%	6%	5%	4%
gas and energy prices	1%	*	3%	1%	2%	2%
moral values	1%	1%	1%	1%	2%	2%
transportation, roads and gridlock	*	1%	*	1%	1%	2%

* Less than one-half of one percent

	<u>2/11</u>	<u>9/11</u>	<u>2/12</u>	<u>9/12</u>	<u>2/13</u>	<u>9/13</u>
taxes	1%	1%	3%	2%	4%	2%
none of these	*	*	--	1%	--	1%
don't know	1%	*	1%	1%	1%	1%
NA/refused	*	1%	*	--	--	1%

6. 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, (READ 1-5, 5-1)

improved a great deal	NA	NA	NA	NA	NA	7%
improved somewhat						36%
improved just a little						29%
Total improved						72%
not improved at all						15%
gotten worse						11%
don't know						2%

7. Nevada has recently been going through a difficult time. Do you feel that, (ROTATE 1-2)

the worst is over	50%	37%	52%	56%	61%	57%
the worst is still to come	46%	57%	41%	36%	32%	34%
don't know	4%	6%	7%	7%	7%	7%
NA/refused	1%	*	*	1%	*	1%

8. 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, (READ 1-4, 4-1)

there has been significant improvement	NA	NA	NA	NA	NA	6%
there has been some improvement but not much						32%
Total there has been improvement						37%
Total no change/worse						61%
there has been no real change over the past year or two						45%
it is worse than ever						16%
don't know						2%
NA/refused						*

* Less than one-half of one percent

9. And thinking now just about you, compared to one year ago, would you say you are, (READ 1-3, 3-1)

	<u>2/11</u>	<u>9/11</u>	<u>2/12</u>	<u>9/12</u>	<u>2/13</u>	<u>9/13</u>
better off	NA	NA	NA	NA	NA	22%
worse off						20%
about the same						58%
don't know						--
NA/refused						*

10. 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 (ROTATE 1-2, READ 3 LAST)

increase	24%	23%	21%	23%	24%	25%
decrease	23%	16%	30%	34%	26%	28%
stay about the same	52%	59%	47%	37%	48%	43%
don't know	1%	1%	2%	5%	2%	4%
NA/refused	--	--	*	--	--	*

11. And, 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**?

raising taxes and fees will harm attempt to diversify economy	52%	62%	60%	59%	58%	52%
raising taxes and fees will have little impact	45%	34%	35%	37%	37%	43%
don't know	3%	3%	4%	4%	5%	4%
NA/refused	*	1%	1%	1%	*	1%

* Less than one-half of one percent

** Surveys prior to September 2013 included "industries" rather than "businesses"

12. Thinking more about Nevada’s tax system: (ROTATE STATEMENTS)

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?

	<u>2/11</u>	<u>9/11</u>	<u>2/12</u>	<u>9/12</u>	<u>2/13</u>	<u>9/13</u>
Nevada needs to significantly change its tax system	48%	45%	46%	47%	47%	39%
Nevada’s tax system generally works well	46%	47%	50%	45%	50%	54%
don’t know	5%	6%	3%	7%	3%	7%
NA/refused	*	2%	1%	1%	*	*

13. 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? IF FOR/AGAINST: Is that definitely for/against or probably for/against?

definitely for	NA	NA	NA	NA	NA	23%
probably for						32%
Total for						55%
don’t know						17%
Total against						26%
probably against						12%
definitely against						14%
NA/refused						1%

* Less than one-half of one percent

14. The Education Initiative would create an additional two percent tax on gross revenues on all non-gaming businesses whose gross revenues exceed one million dollars. Please tell me which of the following statements about this proposal comes closest to your own opinion about the Initiative. (ROTATE STATEMENTS)

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?

	<u>2/11</u>	<u>9/11</u>	<u>2/12</u>	<u>9/12</u>	<u>2/13</u>	<u>9/13</u>
will generate needed revenues	NA	NA	47%	45%	48%	46%
will increase prices, unemployment and hurt businesses			48%	49%	48%	47%
don't know			4%	5%	3%	5%
NA/refused			1%	1%	1%	1%

** Surveys prior to September 2013 included the phrase "...this type of general business tax..." instead of "...the additional tax on non-gaming revenues..."

15. 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? IF MORE/LESS LIKELY: Is that much more/less likely or somewhat more/less likely to vote for the Education Initiative?

much more likely	NA	NA	NA	NA	NA	12%
somewhat more likely						8%
Total more likely						20%
Total less likely						48%
somewhat less likely						14%
much less likely						34%
no difference						27%
don't know						4%
NA/refused						1%

16. 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? IF MORE/LESS LIKELY: Is that much more/less likely or somewhat more/less likely to vote for the Education Initiative?

	<u>2/11</u>	<u>9/11</u>	<u>2/12</u>	<u>9/12</u>	<u>2/13</u>	<u>9/13</u>
much more likely	NA	NA	NA	NA	NA	6%
somewhat more likely						6%
Total more likely						13%
Total less likely						45%
somewhat less likely						14%
much less likely						31%
no difference						40%
don't know						3%
NA/refused						*

17. On another subject, if you had to grade Nevada schools, Kindergarten through high school, what grade would you assign? (READ 1-5, 5-1)

A	NA	NA	NA	NA	NA	4%
B						14%
Total A/B						18%
C						34%
Total D/F						40%
D						25%
F						15%
don't know						8%
NA/refused						*

18. 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, (ROTATE 1-2)

the Nevada school system can be improved through increased spending	NA	NA	NA	22%	22%	18%
the Nevada school system needs significant reforms in order to improve results				73%	73%	70%
both				NA	NA	7%
don't know				5%	3%	4%
NA/refused				*	1%	1%

* Less than one-half of one percent

19. On a different subject, 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? IF FAVOR/OPPOSE: And would you say you strongly favor/oppose or just somewhat favor/oppose?

	<u>2/11</u>	<u>9/11</u>	<u>2/12</u>	<u>9/12</u>	<u>2/13</u>	<u>9/13</u>
strongly favor	NA	NA	NA	NA	40%	41%
somewhat favor					13%	16%
Total favor					54%	57%
don't know					3%	6%
Total oppose					43%	36%
somewhat oppose					11%	6%
strongly oppose					32%	30%
NA/refused					1%	2%

Turning to a different issue,

20. 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? IF FAVOR/OPPOSE: And would you say you strongly favor/oppose or just somewhat favor/oppose?

strongly favor	NA	NA	NA	NA	45%	37%
somewhat favor					12%	17%
Total favor					56%	54%
don't know					1%	4%
Total oppose					42%	42%
somewhat oppose					4%	7%
strongly oppose					38%	34%
NA/refused					*	1%

21. To add more tax revenue for schools, would you prefer that Nevada, (ROTATE 1-2)

legalize marijuana and tax sales	NA	NA	NA	NA	NA	52%
impose a new two percent margin tax on most businesses regardless of profitability						24%
neither						15%
don't know						6%
NA/refused						2%

* Less than one-half of one percent

Thinking now about the new health care law, commonly called Obamacare,

ROTATE Q22-23

22. Do you believe that the Obamacare law will, (ROTATE 1-2)

	<u>2/11</u>	<u>9/11</u>	<u>2/12</u>	<u>9/12</u>	<u>2/13</u>	<u>9/13</u>
improve your access to health care	NA	NA	NA	NA	NA	35%
worsen your access to health care						47%
no change						10%
little of both						*
don't know						6%
NA/refused						2%

23. Do you believe that the Obamacare law will, (ROTATE 1-2)

lower your cost of health care	NA	NA	NA	NA	NA	26%
increase your cost of health care						58%
no change						6%
don't know						9%
NA/refused						1%

Now, a few more questions for statistical purposes only.

24. What is the last grade you completed in school? (DO NOT READ)

some grade school (grades 1-8)	1%	*	1%	--	*	*
some high school (grades 9-11)	3%	2%	4%	3%	4%	2%
graduated high school (grade 12)	25%	26%	21%	25%	21%	23%
technical/vocational school	2%	3%	1%	3%	3%	2%
some college	26%	28%	29%	27%	30%	33%
graduated college	29%	27%	30%	29%	26%	29%
graduate/professional school	14%	14%	14%	13%	16%	9%
NA/refused	--	*	1%	*	*	2%

* Less than one-half of one percent

25. Generally speaking, on political issues do you consider yourself, (READ 1-5, 5-1)?

	<u>2/11</u>	<u>9/11</u>	<u>2/12</u>	<u>9/12</u>	<u>2/13</u>	<u>9/13</u>
very Conservative	22%	22%	20%	20%	18%	16%
somewhat Conservative	19%	20%	23%	18%	22%	23%
Total Conservative	40%	42%	42%	37%	40%	39%
Moderate	39%	34%	35%	40%	34%	29%
Total Liberal	19%	22%	21%	21%	24%	28%
somewhat Liberal	13%	12%	13%	12%	14%	21%
very Liberal	6%	9%	7%	9%	10%	7%
don't know	2%	2%	1%	1%	1%	2%
NA/refused	*	1%	*	*	1%	2%

26. And, do you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of the Tea Party movement? If you have no opinion or have never heard of the Tea Party, just say so.

very favorable	NA	19%	14%	17%	14%	14%
somewhat favorable		12%	16%	9%	11%	17%
Total favorable		31%	31%	26%	25%	31%
Total unfavorable		37%	38%	35%	33%	38%
somewhat unfavorable		9%	9%	7%	8%	11%
very unfavorable		28%	29%	28%	25%	27%
no opinion/never heard of		31%	32%	38%	41%	29%
NA/refused		1%	--	*	*	2%

27. Do you, or does any member of your household belong to a labor union, teachers' association, or work for the state or local government? (ACCEPT MULTIPLE RESPONSES FOR 1-3)

yes, labor union	NA	13%	12%	14%	12%	9%
yes, teachers' association		7%	9%	8%	8%	6%
yes, government employee		13%	9%	9%	9%	9%
Total yes		29%	27%	27%	24%	22%
no, none of these		70%	72%	73%	75%	75%
don't know		*	1%	*	1%	1%
NA/refused		1%	1%	--	*	2%

* Less than one-half of one percent

28. What is your main racial or ethnic origin? Is it, (READ 1-5)

	<u>2/11</u>	<u>9/11</u>	<u>2/12</u>	<u>9/12</u>	<u>2/13</u>	<u>9/13</u>
White	75%	73%	75%	72%	66%	70%
Black	8%	7%	8%	9%	9%	8%
Asian	1%	4%	2%	2%	4%	2%
Hispanic or Latino	12%	12%	10%	14%	18%	16%
something else	2%	2%	2%	1%	1%	2%
don't know	--	--	--	--	--	*
NA/refused	2%	2%	3%	2%	2%	1%

30. Party Registration (FROM LIST)

Republican	NA	NA	NA	NA	NA	35%
Democrat						45%
Independent/other						20%

31. Gender (BY OBSERVATION)

male	48%	48%	48%	48%	48%	46%
female	52%	52%	52%	52%	52%	54%

32. County (FROM LIST)

* Less than one-half of one percent