

**Las Vegas City Council - Ward 4**  
**-Survey of likely Municipal General Election Voters-**

*Submitted by:*

**strategic  solutions**

*April 21-23, 2009*

*N=400, +/-5.0%*

**Las Vegas City Council Ward 4**

Survey of Likely Voters: Toplines

April 21-23, 2009;

N=400, +/-5.0%

I. Methodology:

Strategic Solutions administered a telephone survey of 400 City of Las Vegas Ward 4 registered voters from April 21-23, 2009. In order to qualify for low turn out among registered voters during municipal elections, the sample frame was drawn from the Clark County Voter file and was composed of only voters who live in City of Las Vegas Ward 4 and who participated in any Municipal Primary or General Election during or following the 2001 cycle. Sample frame analysis yielded an expected rate of turn out within age cohorts and political party affiliation based on voter history. The matrix was applied to data collection protocols through programming maximum quota cells for each age group and political party affiliation. The survey has a margin of error of +/-5.0% when N=400.

II. Top Line Data Frequency Tables:

**Q\_1:** Generally speaking, what do you feel is the MOST important issue facing the City of Las Vegas? [ROTATE ANSWER OPTIONS]

	-COUNT-	-% OF TOTAL-	-CUM %-
Availability of water	59	14.8%	14.8%
Speed up construction of roads and streets	7	1.8%	16.5%
Maintain abandoned and foreclosed homes to protect property values	19	4.8%	21.3%
Reduce crime	22	5.5%	26.8%
Build more parks and recreation facilities	-	-	26.8%
Protect open space from development	3	0.8%	27.5%
Improve ethics in government	23	5.8%	33.3%
Improve education	67	16.8%	50.0%
Economy and government spending	83	20.8%	70.8%
Job creation/employment	67	16.8%	87.5%
Higher moral and family value standards	11	2.8%	90.3%
Combat Graffiti / Vandalism	5	1.3%	91.5%
New Las Vegas City Hall	7	1.8%	93.3%
Other	18	4.5%	97.8%
Refused/No answer	9	2.3%	100.0%
Total Responses	400		

**Q\_2:** Generally speaking, what do you feel is the SECOND MOST important issue facing the City of Las Vegas? [ROTATE ANSWER OPTIONS]

	-COUNT-	-% OF TOTAL-	-CUM %-
Availability of water	49	12.3%	12.3%
Speed up construction of roads and streets	16	4.0%	16.3%
Maintain abandoned and foreclosed homes to protect property values	43	10.8%	27.0%
Reduce crime	41	10.3%	37.3%
Build more parks and recreation facilities	3	0.8%	38.0%
Protect open space from development	7	1.8%	39.8%
Improve ethics in government	28	7.0%	46.8%
Improve education	44	11.0%	57.8%
Economy and government spending	56	14.0%	71.8%
Job creation/employment	43	10.8%	82.5%
Higher moral and family value standards	9	2.3%	84.8%
Combat Graffiti / Vandalism	10	2.5%	87.3%
New Las Vegas City Hall	10	2.5%	89.8%
Other	23	5.8%	95.5%
Refused/No answer	18	4.5%	100.0%
Total Responses	400		

**Q\_3:** You may or may not have heard that the current Las Vegas City Council has voted to approve construction of a new City Hall. Based on what you know or have heard, do you support or oppose construction of a new Las Vegas City Hall?

	-COUNT-	-% OF TOTAL-	-CUM %-
Strongly support	75	18.8%	18.8%
Somewhat support	81	20.3%	39.0%
Somewhat oppose	53	13.3%	52.3%
Strongly oppose	161	40.3%	92.5%
Neutral/No Opinion	27	6.8%	99.3%
Refused/No answer	3	0.8%	100.0%
Total Responses	400		
<b>Total Support = 39.0%; Total Oppose = 53.6%</b>			

[Q\_4/Q\_5 asked only of those who answered Q\_3 with 'oppose' N=214]:

**Q\_4:** If you knew that construction of a new Las Vegas City Hall could create approximately 13,000 local jobs, would you support or oppose the Construction of a new Las Vegas City Hall?

	-COUNT-	-% OF TOTAL-	-CUM %-
Strongly support	16	7.5%	7.5%
Somewhat support	35	16.3%	23.8%
Somewhat oppose	28	13.1%	36.9%
Strongly oppose	115	53.7%	90.6%
Neutral/No Opinion	18	8.4%	99.0%
Refused/No answer	2	0.9%	100.0%
Total Responses	214	100.0%	

**Total Support = 23.8%; Total Oppose = 66.8%**

**Q\_5:** If you knew that construction of a new Las Vegas City hall would not involve any form of tax increase would you support or oppose the Construction of a new Las Vegas City Hall?

	-COUNT-	-% OF TOTAL-	-CUM %-
Strongly support	23	10.7%	10.7%
Somewhat support	45	21.0%	31.7%
Somewhat oppose	17	7.9%	39.6%
Strongly oppose	114	53.3%	92.9%
Neutral/No Opinion	13	6.1%	99.0%
Refused/No answer	2	0.9%	100.0%
Total Responses	214	100.0%	

**Total Support = 31.7%; Total Oppose = 61.2%**

As you may already know, voters in your neighborhood will have the opportunity to elect a new representative to the Las Vegas City Council for Ward 4 during the Municipal General Election this coming June. I'm going to read you some candidate traits that one might consider when deciding who to vote for in the race for Las Vegas City Council for Ward 4. For each trait, I'd like you to tell me whether it would make you more likely or less likely to vote for that candidate. If it would have no impact on your vote you can tell me that too:

[ROTATE SERIES]

**Q\_6:** The candidate is the current Chairman of the Las Vegas Planning Commission:

	-COUNT-	-% OF TOTAL-	-CUM %-
Much more likely	39	9.8%	9.8%
Somewhat more likely	116	29.0%	38.8%
Somewhat less likely	58	14.5%	53.3%
Much less likely	52	13.0%	66.3%
No impact	122	30.5%	96.8%
Ref/no answer	13	3.3%	100.0%
Total Responses	400		
<b>Total More Likely = 38.8%; Total Less Likely = 27.5%</b>			

**Q\_7:** The candidate is a judge for professional boxing matches:

	-COUNT-	-% OF TOTAL-	-CUM %-
Much more likely	15	3.8%	3.8%
Somewhat more likely	28	7.0%	10.8%
Somewhat less likely	66	16.5%	27.3%
Much less likely	70	17.5%	44.8%
No impact	205	51.3%	96.0%
Ref/no answer	16	4.0%	100.0%
Total Responses	400		
<b>Total More Likely = 10.8%; Total Less Likely = 34%</b>			

**Q\_8:** The candidate has lived in City of Las Vegas Ward 4 for more than 20 years:

	-COUNT-	-% OF TOTAL-	-CUM %-
Much more likely	122	30.5%	30.5%
Somewhat more likely	163	40.8%	71.3%
Somewhat less likely	19	4.8%	76.0%
Much less likely	17	4.3%	80.3%
No impact	74	18.5%	98.8%
Ref/no answer	5	1.3%	100.0%
Total Responses	400		
<b>Total More Likely = 71.3%; Total Less Likely = 9.1%</b>			

**Q9:** The candidate currently serves on the Board of Regents for the Nevada System of Higher Education:

	-COUNT-	-% OF TOTAL-	-CUM %-
Much more likely	79	19.8%	19.8%
Somewhat more likely	128	32.0%	51.8%
Somewhat less likely	56	14.0%	65.8%
Much less likely	46	11.5%	77.3%
No impact	82	20.5%	97.8%
Ref/no answer	9	2.3%	100.0%
Total Responses	400		
<b>Total More Likely = 51.8%; Total Less Likely = 25.5%</b>			

**Q\_10:** The candidate has worked in local government finance and knows how to tighten belts:

	-COUNT-	-% OF TOTAL-	-CUM %-
Much more likely	127	31.8%	31.8%
Somewhat more likely	166	41.5%	73.3%
Somewhat less likely	26	6.5%	79.8%
Much less likely	27	6.8%	86.5%
No impact	45	11.3%	97.8%
Ref/no answer	9	2.3%	100.0%
Total Responses	400		
<b>Total More Likely = 73.3%; Total Less Likely = 13.3%</b>			

**Q\_11:** The candidate used his police officer's badge to get a free first class airfare upgrade:

	-COUNT-	-% OF TOTAL-	-CUM %-
Much more likely	7	1.8%	1.8%
Somewhat more likely	20	5.0%	6.8%
Somewhat less likely	77	19.3%	26.0%
Much less likely	205	51.3%	77.3%
No impact	78	19.5%	96.8%
Ref/no answer	13	3.3%	100.0%
Total Responses	400		
<b>Total More Likely = 6.8%; Total Less Likely = 70.6%</b>			

**Q\_12:** The candidate believes health care and senior citizens issues are a high priority:

	-COUNT-	-% OF TOTAL-	-CUM %-
Much more likely	184	46.0%	46.0%
Somewhat more likely	121	30.3%	76.3%
Somewhat less likely	18	4.5%	80.8%
Much less likely	21	5.3%	86.0%
No impact	47	11.8%	97.8%
Ref/no answer	9	2.3%	100.0%
Total Responses	400		
<b>Total More Likely = 76.3%; Total Less Likely = 9.8%</b>			

**Q\_13:** The candidate encouraged the Nevada Legislature to pass laws allowing University employees to bring guns into classrooms:

	-COUNT-	-% OF TOTAL-	-CUM %-
Much more likely	32	8.0%	8.0%
Somewhat more likely	43	10.8%	18.8%
Somewhat less likely	72	18.0%	36.8%
Much less likely	188	47.0%	83.8%
No impact	50	12.5%	96.3%
Ref/no answer	15	3.8%	100.0%
Total Responses	400		
<b>Total More Likely = 18.8%; Total Less Likely = 65%</b>			

**Q\_14:** The candidate is a small business owner:

	-COUNT-	-% OF TOTAL-	-CUM %-
Much more likely	70	17.5%	17.5%
Somewhat more likely	137	34.3%	51.8%
Somewhat less likely	35	8.8%	60.5%
Much less likely	18	4.5%	65.0%
No impact	126	31.5%	96.5%
Ref/no answer	14	3.5%	100.0%
Total Responses	400		
<b>Total More Likely = 51.8%; Total Less Likely = 13.3%</b>			

**Q\_15:** The candidate was cited in an Attorney General's report for repeated violations of the Nevada Open Meeting law:

	-COUNT-	-% OF TOTAL-	-CUM %-
Much more likely	18	4.5%	4.5%
Somewhat more likely	19	4.8%	9.3%
Somewhat less likely	116	29.0%	38.3%
Much less likely	160	40.0%	78.3%
No impact	63	15.8%	94.0%
Ref/no answer	24	6.0%	100.0%
Total Responses	400		
<b>Total More Likely = 9.3%; Total Less Likely = 69%</b>			

**Q\_16:** The candidate is 65 years old:

	-COUNT-	-% OF TOTAL-	-CUM %-
Much more likely	44	11.0%	11.0%
Somewhat more likely	74	18.5%	29.5%
Somewhat less likely	27	6.8%	36.3%
Much less likely	11	2.8%	39.0%
No impact	229	57.3%	96.3%
Ref/no answer	15	3.8%	100.0%
Total Responses	400		
<b>Total More Likely = 29.5%; Total Less Likely = 9.6%</b>			

**Q\_17:** The candidate is a police officer; however, law enforcement organizations have decided to endorsed his opponent:

	-COUNT-	-% OF TOTAL-	-CUM %-
Much more likely	39	9.8%	9.8%
Somewhat more likely	47	11.8%	21.5%
Somewhat less likely	91	22.8%	44.3%
Much less likely	70	17.5%	61.8%
No impact	129	32.3%	94.0%
Ref/no answer	24	6.0%	100.0%
Total Responses	400		
<b>Total More Likely = 21.5%; Total Less Likely = 40.3%</b>			

**Q\_18:** The candidate strongly opposes the construction of a new Las Vegas City Hall:

	-COUNT-	-% OF TOTAL-	-CUM %-
Much more likely	89	22.3%	22.3%
Somewhat more likely	75	18.8%	41.0%
Somewhat less likely	71	17.8%	58.8%
Much less likely	64	16.0%	74.8%
No impact	88	22.0%	96.8%
Ref/no answer	13	3.3%	100.0%
Total Responses	400		
<b>Total More Likely = 41% ; Total Less Likely = 33.8%</b>			

**Q\_19:** The candidate is a police officer:

	-COUNT-	-% OF TOTAL-	-CUM %-
Much more likely	50	12.5%	12.5%
Somewhat more likely	100	25.0%	37.5%
Somewhat less likely	37	9.3%	46.8%
Much less likely	37	9.3%	56.0%
No impact	165	41.3%	97.3%
Ref/no answer	11	2.8%	100.0%
Total Responses	400		
<b>Total More Likely = 37.5%; Total Less Likely = 18.6%</b>			

*Now I'm going to read you the names of some individuals and in our community that you may or may not be familiar with. For each individual, please tell me whether you have a favorable, neutral, or unfavorable opinion of them. If you have never heard of a particular individual you can tell me that too:*

[ROTATE SERIES]

**Q\_20:** Clark County Commissioner Larry Brown:

	-COUNT-	-% OF TOTAL-	-CUM %-
Very Favorable	149	37.3%	37.3%
Somewhat Favorable	103	25.8%	63.0%
Somewhat Unfavorable	23	5.8%	68.8%
Very Unfavorable	21	5.3%	74.0%
Neutral (but heard of)	56	14.0%	88.0%
Never heard of	42	10.5%	98.5%
Ref/no answer	6	1.5%	100.0%
Total Responses	400		
<b>Total Favorable = 63%; Total Unfavorable= 11.1%</b>			

**Q\_21:** Las Vegas Mayor Oscar Goodman:

	-COUNT-	-% OF TOTAL-	-CUM %-
Very Favorable	192	48.0%	48.0%
Somewhat Favorable	97	24.3%	72.3%
Somewhat Unfavorable	33	8.3%	80.5%
Very Unfavorable	50	12.5%	93.0%
Neutral (but heard of)	22	5.5%	98.5%
Never heard of	2	0.5%	99.0%
Ref/no answer	4	1.0%	100.0%
Total Responses	400		
<b>Total Favorable = 72.3% ; Total Unfavorable= 20.8%</b>			

**Q\_22:** Las Vegas City Council Candidate Stavros Anthony:

	-COUNT-	-% OF TOTAL-	-CUM %-
Very Favorable	47	11.8%	11.8%
Somewhat Favorable	85	21.3%	33.0%
Somewhat Unfavorable	45	11.3%	44.3%
Very Unfavorable	25	6.3%	50.5%
Neutral (but heard of)	97	24.3%	74.8%
Never heard of	95	23.8%	98.5%
Ref/no answer	6	1.5%	100.0%
Total Responses	400		
<b>Total Favorable = 33%; Total Unfavorable= 17.6%</b>			

**Q\_23:** Las Vegas City Councilman David Steinman:

	-COUNT-	-% OF TOTAL-	-CUM %-
Very Favorable	29	7.3%	7.3%
Somewhat Favorable	45	11.3%	18.5%
Somewhat Unfavorable	16	4.0%	22.5%
Very Unfavorable	18	4.5%	27.0%
Neutral (but heard of)	76	19.0%	46.0%
Never heard of	209	52.3%	98.3%
Ref/no answer	7	1.8%	100.0%
Total Responses	400		
<b>Total Favorable = 18.5%; Total Unfavorable= 8.5%</b>			

**Q\_24:** Las Vegas City Council Candidate Glenn Trowbridge:

	-COUNT-	-% OF TOTAL-	-CUM %-
Very Favorable	86	21.5%	21.5%
Somewhat Favorable	108	27.0%	48.5%
Somewhat Unfavorable	26	6.5%	55.0%
Very Unfavorable	20	5.0%	60.0%
Neutral (but heard of)	68	17.0%	77.0%
Never heard of	85	21.3%	98.3%
Ref/no answer	7	1.8%	100.0%
Total Responses	400		
<b>Total Favorable = 48.5%; Total Unfavorable= 11.5%</b>			

*I am going to read you a brief list of individuals and organizations who typically endorse candidates during election season. In thinking about how you make decisions about who to vote for, I'd like you to tell me if the endorsement of a candidate by each of the following organizations is very important, somewhat important, somewhat unimportant or not important at all to you in making your decision about who you will vote for in the race for Las Vegas City Council for Ward 4:*

[ROTATE SERIES]

**Q\_25:** The Culinary Union:

	-COUNT-	-% OF TOTAL-	-CUM %-
Very important	28	7.0%	7.0%
Somewhat important	78	19.5%	26.5%
Somewhat unimportant	37	9.3%	35.8%
Not important at all	225	56.3%	92.0%
No opinion	29	7.3%	99.3%
Ref/no answer	3	0.8%	100.0%
Total Responses	400		
<b>Total Important= 26.5%; Total Unimportant= 65.6%</b>			

**Q\_26:** Firefighters:

	-COUNT-	-% OF TOTAL-	-CUM %-
Very important	96	24.0%	24.0%
Somewhat important	169	42.3%	66.3%
Somewhat unimportant	24	6.0%	72.3%
Not important at all	93	23.3%	95.5%
No opinion	16	4.0%	99.5%
Ref/no answer	2	0.5%	100.0%
Total Responses	400		
<b>Total Important= 66.3%; Total Unimportant= 29.3%</b>			

**Q\_27:** National Rifle Association:

	-COUNT-	-% OF TOTAL-	-CUM %-
Very important	64	16.0%	16.0%
Somewhat important	85	21.3%	37.3%
Somewhat unimportant	29	7.3%	44.5%
Not important at all	196	49.0%	93.5%
No opinion	24	6.0%	99.5%
Ref/no answer	2	0.5%	100.0%
Total Responses	400		
<b>Total Important= 37.3%; Total Unimportant= 56.3%</b>			

**Q\_28:** The Fraternal Order of Police:

	-COUNT-	-% OF TOTAL-	-CUM %-
Very important	67	16.8%	16.8%
Somewhat important	159	39.8%	56.5%
Somewhat unimportant	30	7.5%	64.0%
Not important at all	112	28.0%	92.0%
No opinion	27	6.8%	98.8%
Ref/no answer	5	1.3%	100.0%
Total Responses	400		
<b>Total Important= 56.5%; Total Unimportant= 33.5%</b>			

**Q\_29:** Nevada Concerned Citizens:

	-COUNT-	-% OF TOTAL-	-CUM %-
Very important	76	19.0%	19.0%
Somewhat important	129	32.3%	51.3%
Somewhat unimportant	32	8.0%	59.3%
Not important at all	104	26.0%	85.3%
No opinion	54	13.5%	98.8%
Ref/no answer	5	1.3%	100.0%
Total Responses	400		
<b>Total Important= 51.3%; Total Unimportant= 34%</b>			

**Q\_30:** The Las Vegas Police Protective Association:

	-COUNT-	-% OF TOTAL-	-CUM %-
Very important	58	14.5%	14.5%
Somewhat important	145	36.3%	50.8%
Somewhat unimportant	37	9.3%	60.0%
Not important at all	127	31.8%	91.8%
No opinion	30	7.5%	99.3%
Ref/no answer	3	0.8%	100.0%
Total Responses	400		
<b>Total Important= 50.8%; Total Unimportant= 41.1%</b>			

**Q\_31:** Las Vegas Metro Police Managers and Supervisors Association:

	-COUNT-	-% OF TOTAL-	-CUM %-
Very important	41	10.3%	10.3%
Somewhat important	134	33.5%	43.8%
Somewhat unimportant	43	10.8%	54.5%
Not important at all	135	33.8%	88.3%
No opinion	43	10.8%	99.0%
Ref/no answer	4	1.0%	100.0%
Total Responses	400		
<b>Total Important= 43.8%; Total Unimportant= 44.6%</b>			

As I mentioned before, the City of Las Vegas Municipal General Election will be held on June 2<sup>nd</sup>. I am going to read you the names of the two candidates that will be on the ballot for Las Vegas City Council in Ward 4, which includes your neighborhood. **After I finish reading each of the names**, please tell me the person you would vote for if the election for Las Vegas City Council Ward 4 were held today:

**Q\_32:** Would you vote for... [ROTATE CANDIDATES]

	-COUNT-	-% OF TOTAL-	-CUM %-
Stavros Anthony...or...	107	26.8%	26.8%
Glenn Trowbride	167	41.8%	68.5%
Undecided	117	29.3%	97.8%
Refused/no answer	9	2.3%	100.0%
Total Responses	400		

[Of 'Undecided']:

**Q\_33:** Which of these candidates, if any, are you leaning towards? Would you say you are leaning towards...[ROTATE CANDIDATES]

	-COUNT-	-% OF TOTAL-	-CUM %-
Stavros Anthony...or...	14	11.9%	11.9%
Glenn Trowbride	15	12.8%	24.7%
Not Leaning	84	71.8%	96.5%
Refused/no answer	4	3.4%	100.0%
Total Responses	117	100.0%	

[Of 'Leaning']:

**Q\_34:** Would you say you are strongly leaning or somewhat leaning?

	-COUNT-	-% OF TOTAL-	-CUM %-
Strongly leaning	2	6.9%	6.9%
Somewhat leaning	27	93.1%	100.0%
Refused/no answer	-	-	100.0%
Total Responses	29	100.0%	

**Q\_35:** Despite how you may feel today, are you registered to vote as  
a...

	-COUNT-	-% OF TOTAL-	-CUM %-
Republican...or...	180	45.0%	45.0%
Democrat...or...	170	42.5%	87.5%
Non Partisan	37	9.3%	96.8%
Other	4	1.0%	97.8%
Ref/no answer	9	2.3%	100.0%
Total Responses	400		

**Q\_36:** Please indicate your age group:

	-COUNT-	-% OF TOTAL-	-CUM %-
18-24 years old	-	-	-
25-34 years old	10	2.5%	2.5%
35-44 years old	19	4.8%	7.3%
45-54 years old	46	11.5%	18.8%
55-64 years old	64	16.0%	34.8%
65 or older	257	64.3%	99.0%
Refused/No answer	4	1.0%	100.0%
Total Responses	400		

**Q\_37:** Which of the following comes closest to describing how often you  
attend religious services?

	-COUNT-	-% OF TOTAL-	-CUM %-
More than once a week	32	8.0%	8.0%
Once a week	112	28.0%	36.0%
A couple times a month	37	9.3%	45.3%
Once a month	26	6.5%	51.8%
Less than once a month	166	41.5%	93.3%
DO NOT READ Refused/no answer	27	6.8%	100.0%
Total Responses	400		

**Q\_38:** What is your religion?

	-COUNT-	-% OF TOTAL-	-CUM %-
Catholic	110	27.5%	27.5%
LDS (Mormon)	24	6.0%	33.5%
Other Christian (all denominations other than LDS)	145	36.3%	69.8%
Muslim	2	0.5%	70.3%
Other	34	8.5%	78.8%
D None	42	10.5%	89.3%
Refused/No answer	43	10.8%	100.0%
Total Responses	400		

**Q\_39:** How long have you lived in Las Vegas?

	-COUNT-	-% OF TOTAL-	-CUM %-
Less than one year	-	-	-
1<2 years	1	0.3%	0.3%
2<5 years	10	2.5%	2.8%
5<10 years	64	16.0%	18.8%
10<20 years	191	47.8%	66.5%
More than 20 years	130	32.5%	99.0%
Refused/no answer	4	1.0%	100.0%
Total Responses	400		

**Q\_40:** Gender observation:

	-COUNT-	-% OF TOTAL-	-CUM %-
Male	188	47.0%	47.0%
Female	212	53.0%	100.0%
Total Responses	400		

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