**Las Vegas 2011 Mayoral Poll**

**Summary of Findings**

**April 7, 2011**

# Introduction

This poll was conducted on April 7, 2011, and isolated respondents who identified themselves as likely to vote in the upcoming 2011 Las Vegas Mayoral election. The poll consists of 510 likely voters and has been balanced for gender. The survey has a margin of error of +/-4.3%. The gender breakdown is as follows:

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| Gender |
| Female | 52.35% |
| Male | 47.65% |

**Findings**

If the general election for Las Vegas Mayor was held today, for whom would you vote?

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| Las Vegas Mayor H2H |
| Goodman | 48.82% |
| Giunchigliani | 33.73% |
| Undecided | 17.45% |
|  | 100.00% |

What is your opinion of Carolyn Goodman?

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| --- |
| Goodman Fav/Unfav |
| Very Favorable | 39.61% |
| Favorable | 21.96% |
| No Opinion | 16.67% |
| Unfavorable | 16.67% |
| Very Unfavorable | 5.10% |
|  | 100.00% |

|  |  |
| --- | --- |
| Total Favorable | 61.57% |
| Total Unfavorable | 21.76% |

What is your opinion of Chris Giunchigliani?

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| --- |
| Giunchigliani Fav/Unfav |
| Very Favorable | 27.06% |
| Favorable | 18.43% |
| No Opinion | 33.73% |
| Unfavorable | 15.69% |
| Very Unfavorable | 5.10% |
|  | 100.00% |

|  |  |
| --- | --- |
| Total Favorable | 45.49% |
| Total Unfavorable | 20.78% |

If you knew that someone with ties to organized crime contributed to Carolyn Goodman, would that make you more or less likely to vote for her for Mayor?

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| --- |
| Donor ties to organized crime affect view of C. Goodman? |
| More Likely | 15.49% |
| Less Likely | 39.41% |
| No Change | 45.10% |
|  | 100.00% |

Some have said that Carolyn Goodman’s candidacy is a way for her husband, current Mayor Oscar Goodman, to get around term limits. Others disagree, saying she is well qualified in her own right. Do you believe that her candidacy is a way for current Mayor Oscar Goodman to get around term limits?

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| Oscar Goodman trying to get around term limits |
| Yes | 35.49% |
| No | 50.39% |
| Unsure | 14.12% |
|  | 100.00% |

If you knew that Chris Giunchigliani voted for more than 1 billion dollars in tax increases during her current tenure as an elected official, would that make you more or less likely to vote for her for Mayor?

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| Giunchigliani Tax Votes affect view |
| More Likely to vote for her | 14.71% |
| Less Likely to vote for her | 55.88% |
| No Change | 29.41% |
|  | 100.00% |

If you knew one of the candidates was endorsed by Larry Brown, would that make you more or less likely to vote for them?

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| Impact of Brown Endorsement |
| More lkely to support | 20.78% |
| Less likely to support | 19.22% |
| No change | 60.00% |
|  | 100.00% |

If you knew one of the candidates was endorsed by Steve Ross, would that make you more or less likely to vote for them?

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| --- |
| Impact of Ross Endorsement |
| More likely to support | 11.57% |
| Less likely to support | 22.55% |
| No change | 65.88% |
|  | 100.00% |