



NEVADA

STATEWIDE SURVEY



Key findings from a statewide survey of
500 likely voters in Nevada, conducted
February 8-10, 2011

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PUBLIC OPINION
STRATEGIES

Project #11061

Methodology

Public Opinion Strategies is pleased to present the key findings of a statewide telephone survey conducted in Nevada. The survey was completed February 8-10, 2011 among 500 likely voters and has a margin of error of $\pm 4.38\%$.

Glen Bolger was the principal researcher on this project. Jim Hobart was the project director, and Bryan Kitz provided analytical support.



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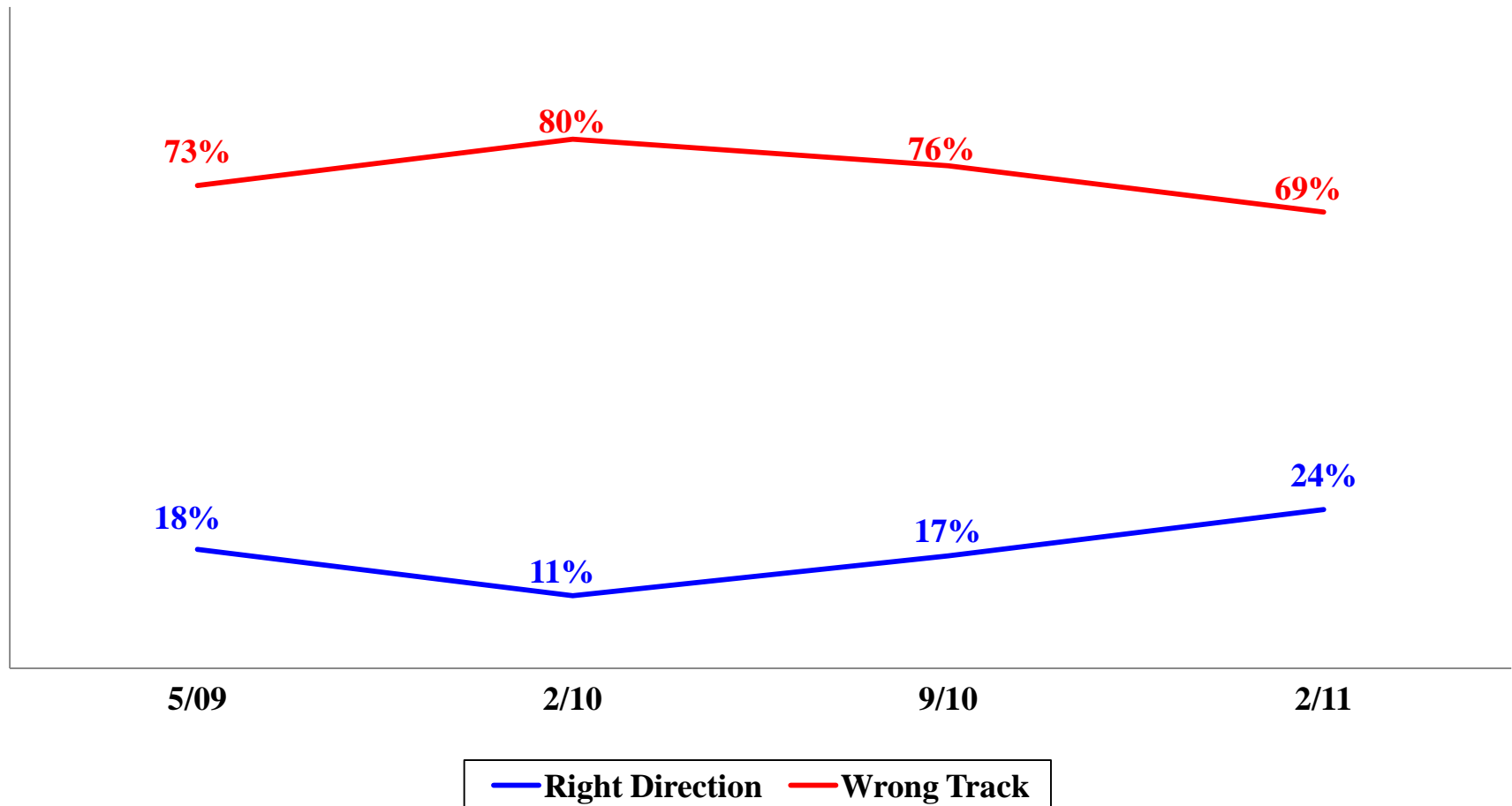
Political Environment



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A large majority of Nevada voters remain pessimistic about the direction of the state.

State Mood Trend

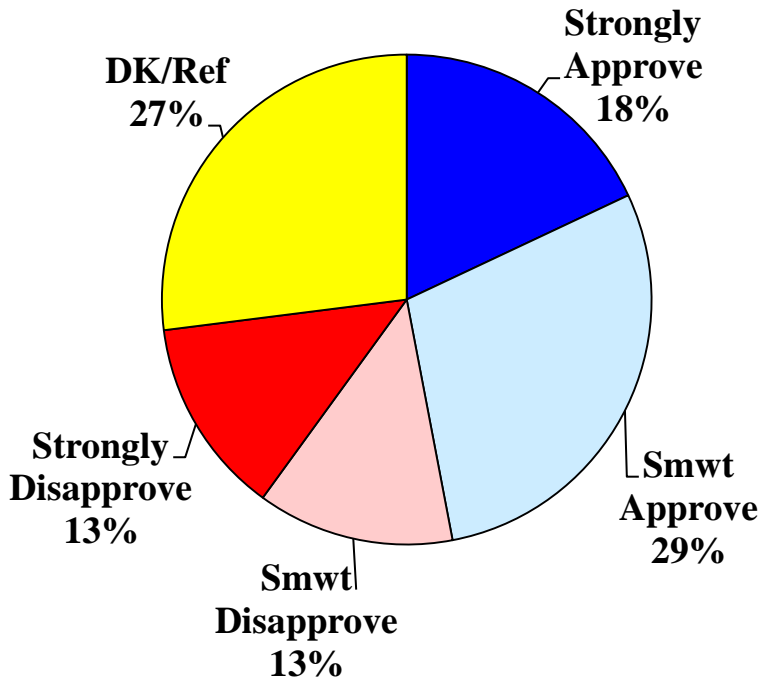


A plurality of voters, including Independents, approve of Governor Sandoval.

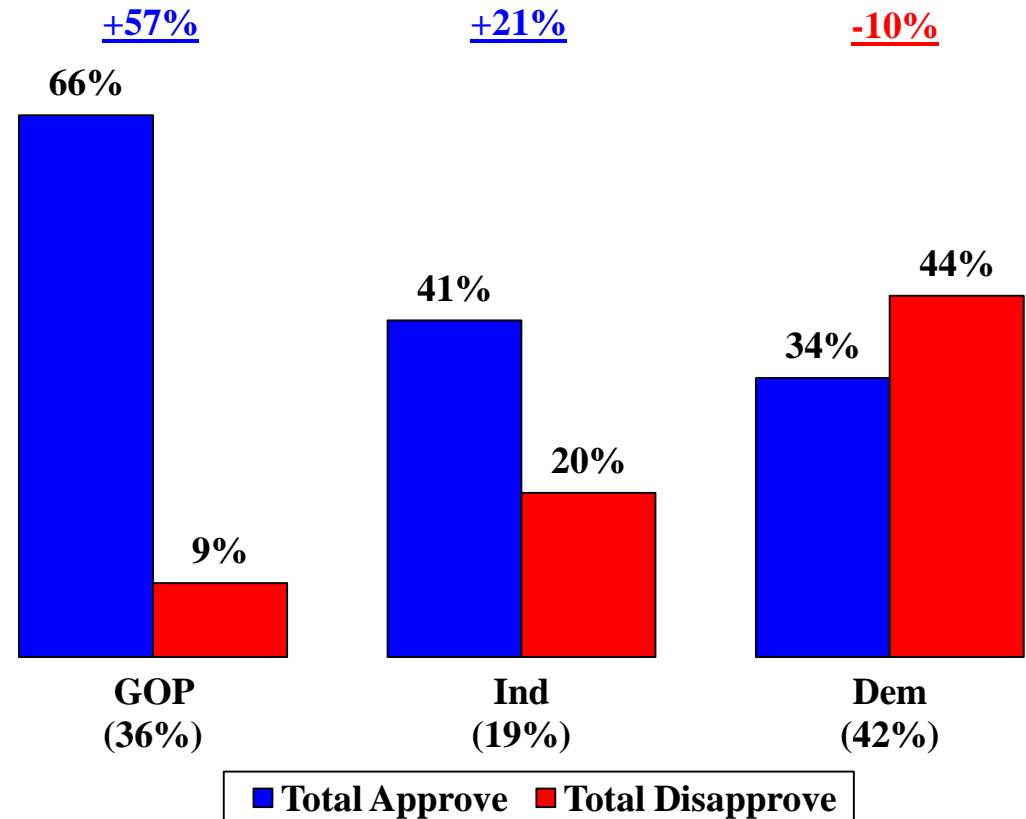
Brian Sandoval Approval

Overall

Total Approve: 47%
Total Disapprove: 26%



By Party

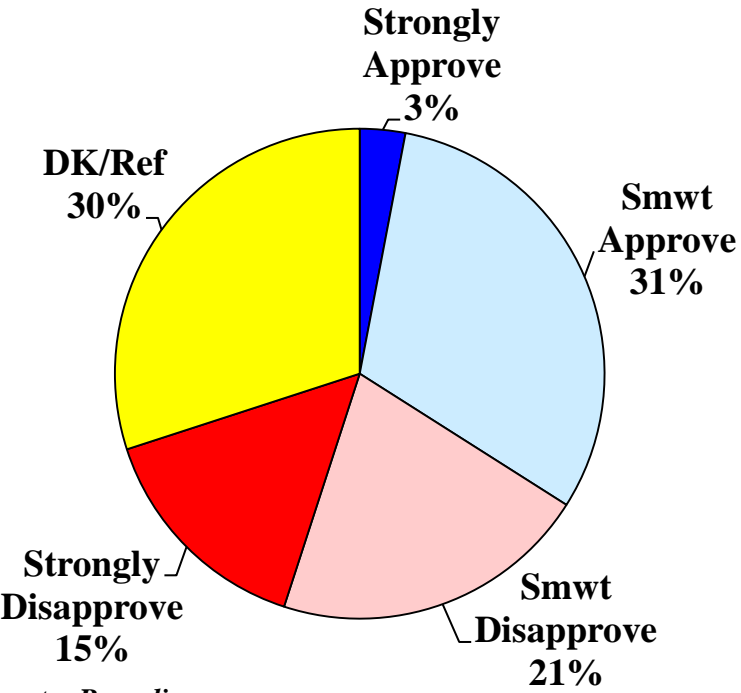


Voters are divided on the state legislature, and many have no opinion. Inds are more negative than GOPers or Dems.

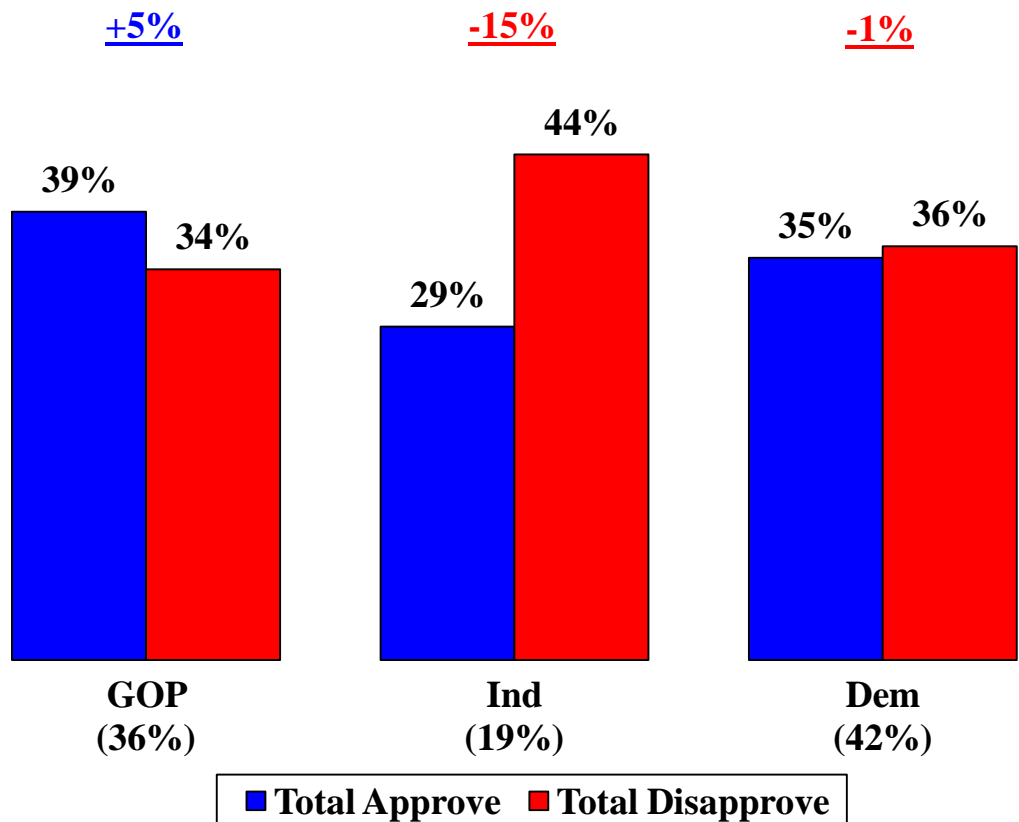
State Legislature Approval

Overall

Total Approve: 35%*
Total Disapprove: 36%



By Party



*Denotes Rounding



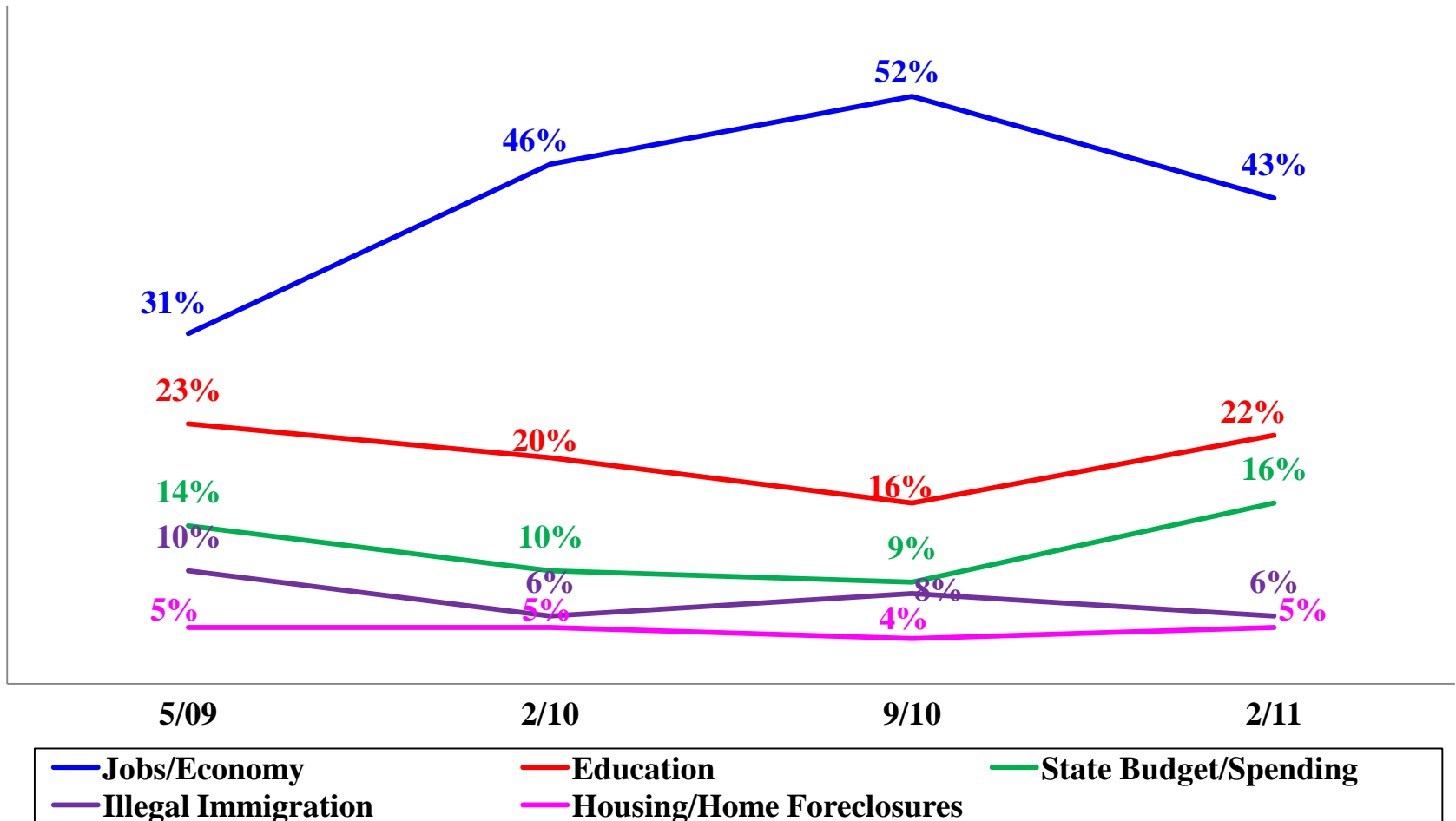
The Economy & Unemployment



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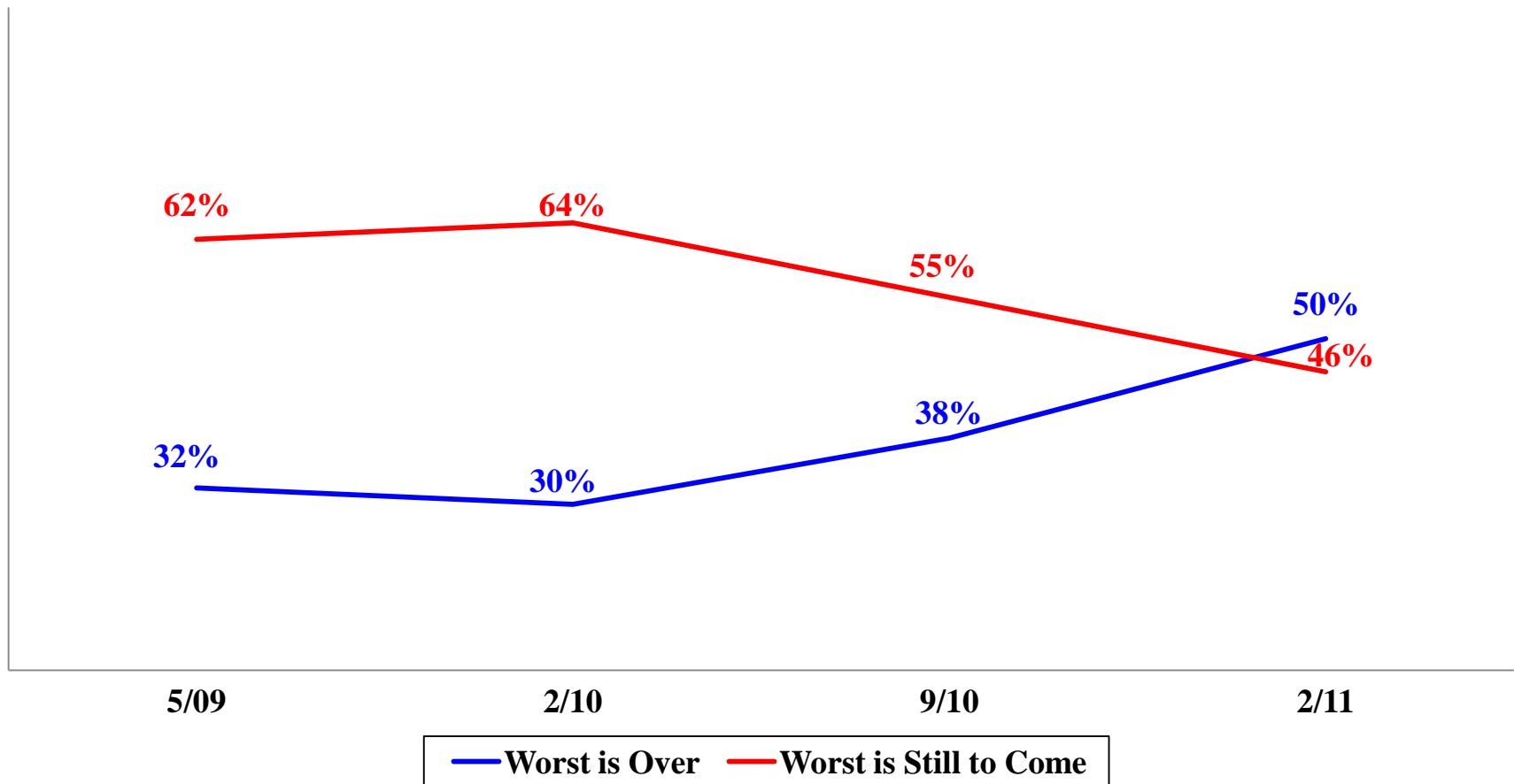
Jobs/economy remains the top issue with voters.

Top Issues Trend (First Choice)



For the first time in at least two years, a small majority believe the worst of the economy is over.

“Now I would like to talk to you about the state of the economy...Nevada has recently been going through a difficult time. Do you feel that the worst is over or is the worst is still to come?”



Liberals and Democratic men are the most likely to say the worst of the economic downturn is over. African Americans went up the most since last February.

Top Groups: State of the Economy

Worst is Over (50%)

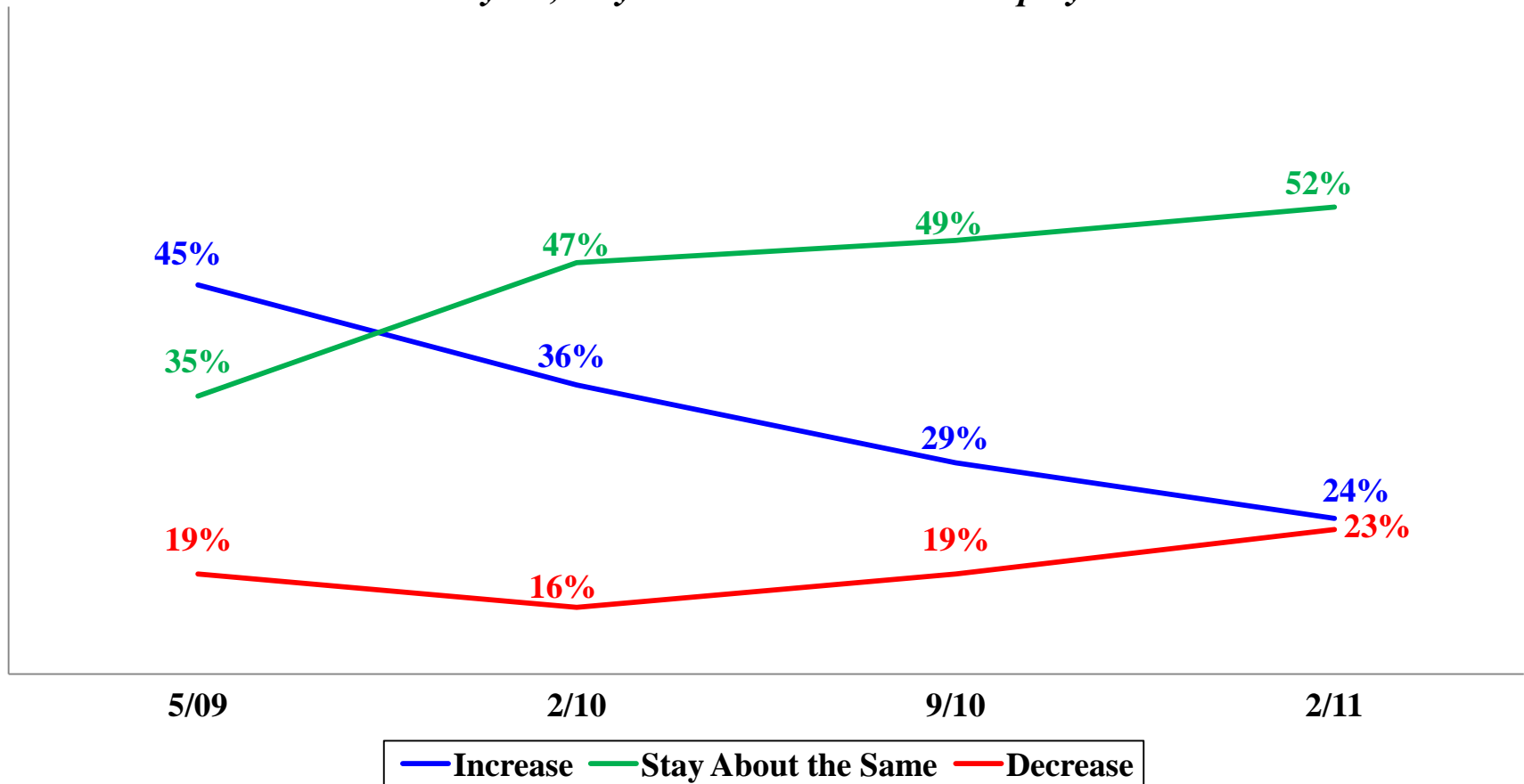
Liberal	67%
Dem Men	66%
Men w/ Deg	64%
African American	63%
CD-1	57%
Men 18-49	57%
Clark County Men	57%
Base Dem	56%
Urban	56%
Men	55%
45-54	55%

Increase in Worst is Over From Feb 2010 (+20%)

African American	+39%
CD-1	+30%
Minority	+30%
Liberal	+28%
Men w/ Deg	+27%
65+	+26%
Ind Men	+26%

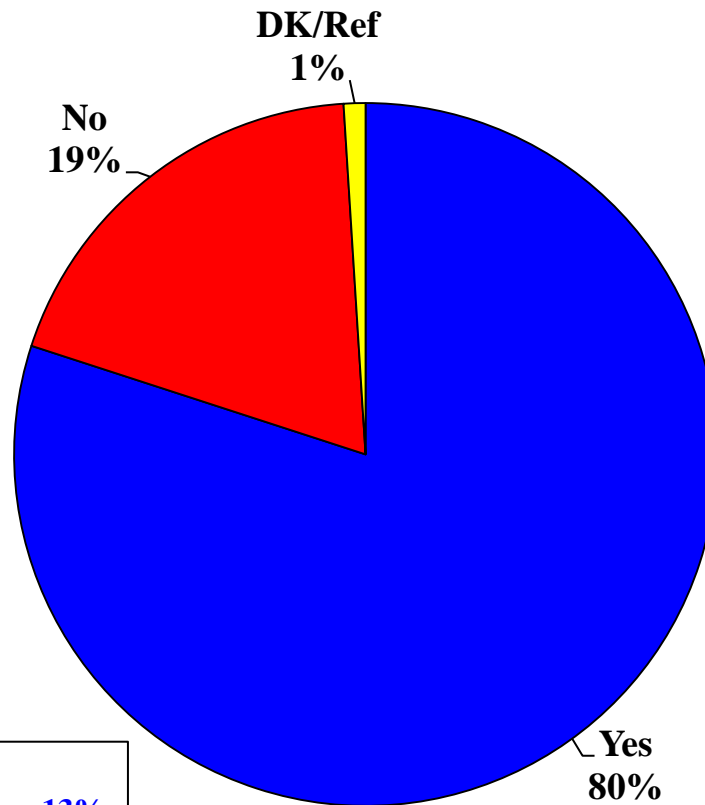
A majority now believe the unemployment rate will stay the same. The number of voters who say unemployment will increase continues to shrink.

“And, as you may know Nevada’s unemployment rate is the highest it has been in decades. Over the next year, do you think Nevada’s unemployment will...”



Unemployment remains a pressing issue – nearly half the electorate knows someone who has lost their job.

“Many people in Nevada have lost their jobs, lost their homes, or been forced to take pay cuts during this economic downturn. Have you or someone you know suffered from one of these?”



<u>Among 80% Total Yes</u>	
Self/Lost Job:	15%
Self/Lost Home:	4%
Self/Pay Cut:	19%
Someone Else/Lost Job:	48%
Someone Else/Lost Home:	31%
Someone Else/Pay Cut:	34%

Among 19% Self/Pay Cut*

Took Pay Cut at Job Already Had:	13%
Forced to Find a New Job That Pays Less:	4%

*N=97, Results Shown Off Total Base



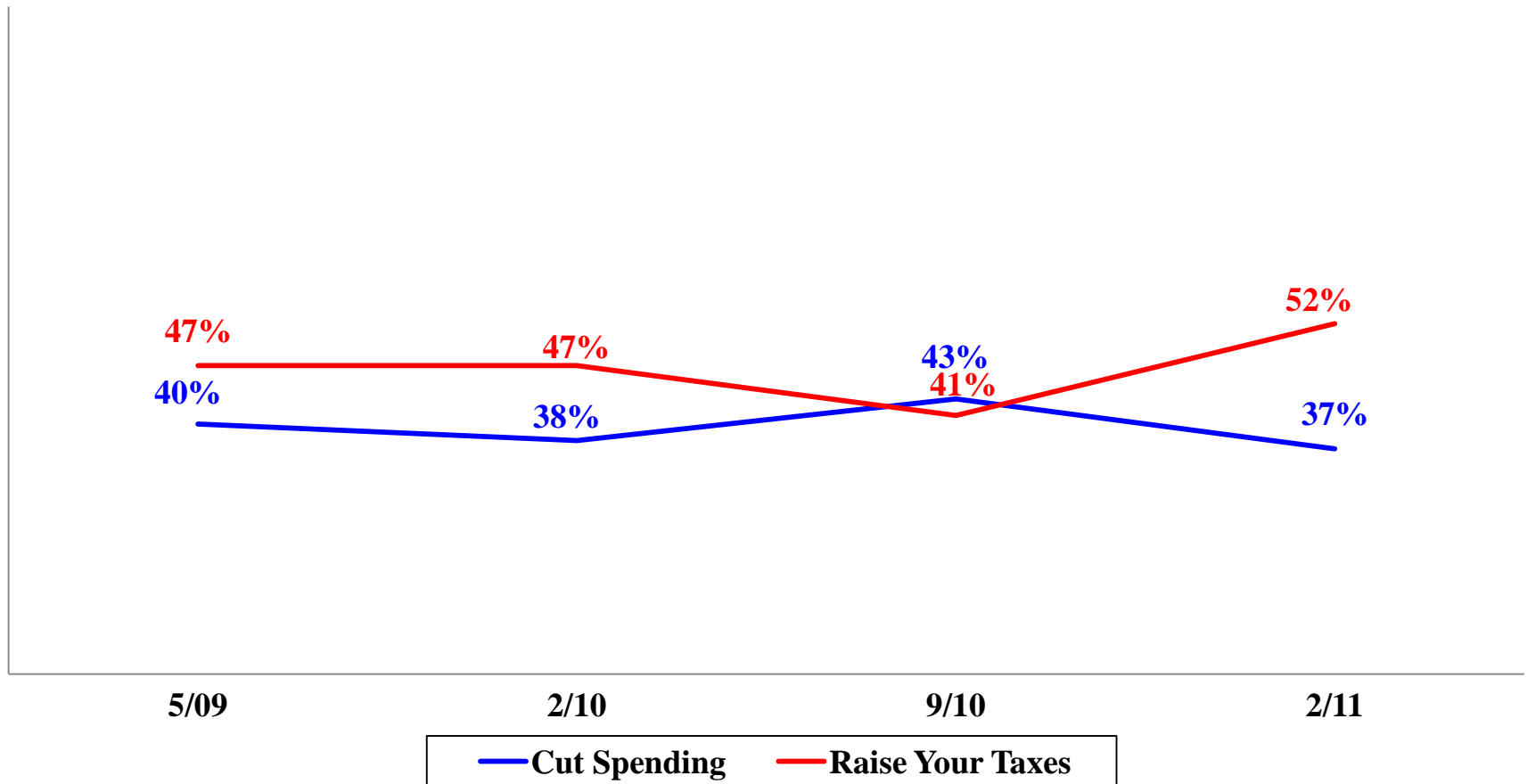
State Budget & Taxes



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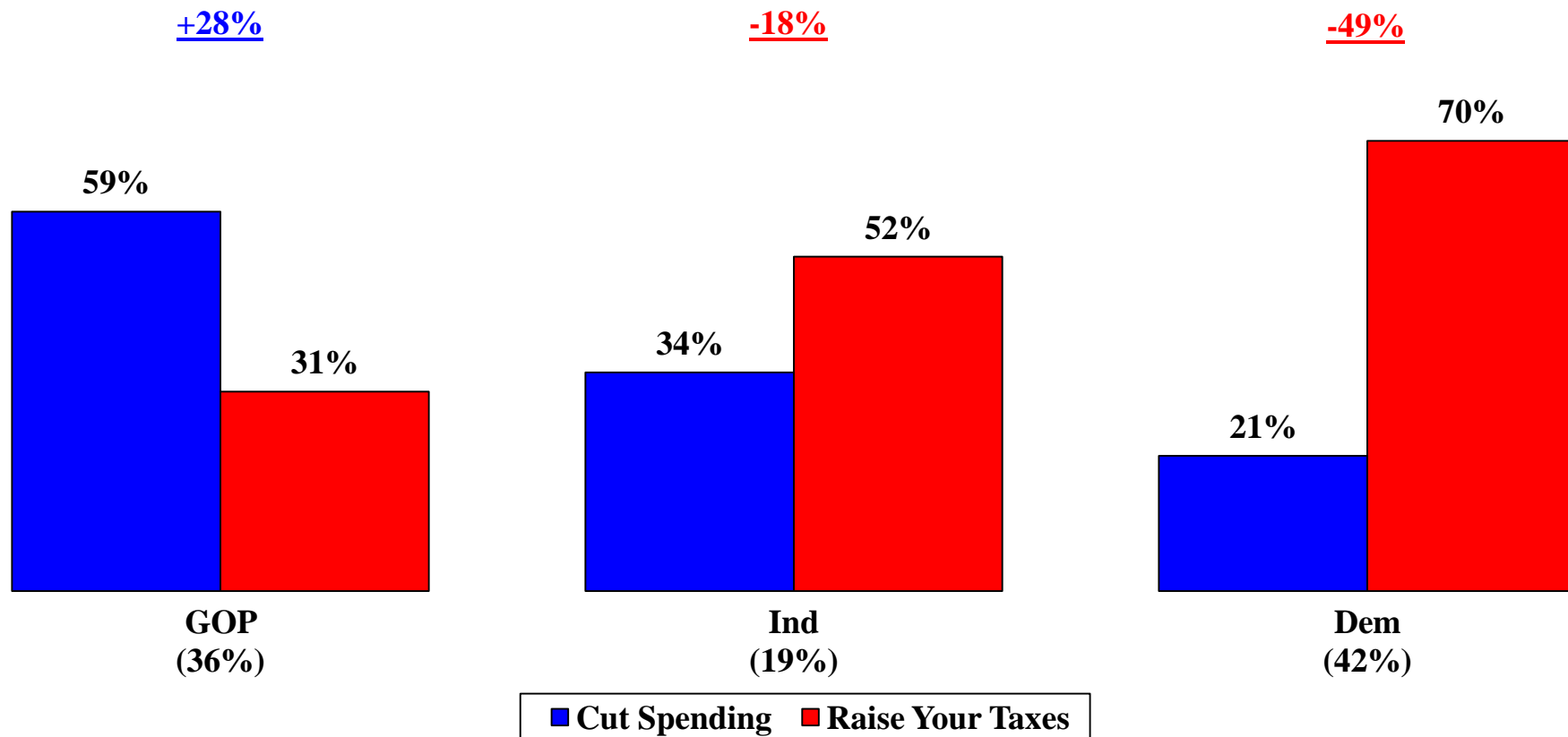
Support for raising taxes to address the budget shortfall is at an all time high.

“And, thinking some more about the budget shortfall, would you rather the Governor and State Legislature CUT SPENDING for government services such as education and health care, or RAISE YOUR TAXES to avoid these cuts?”



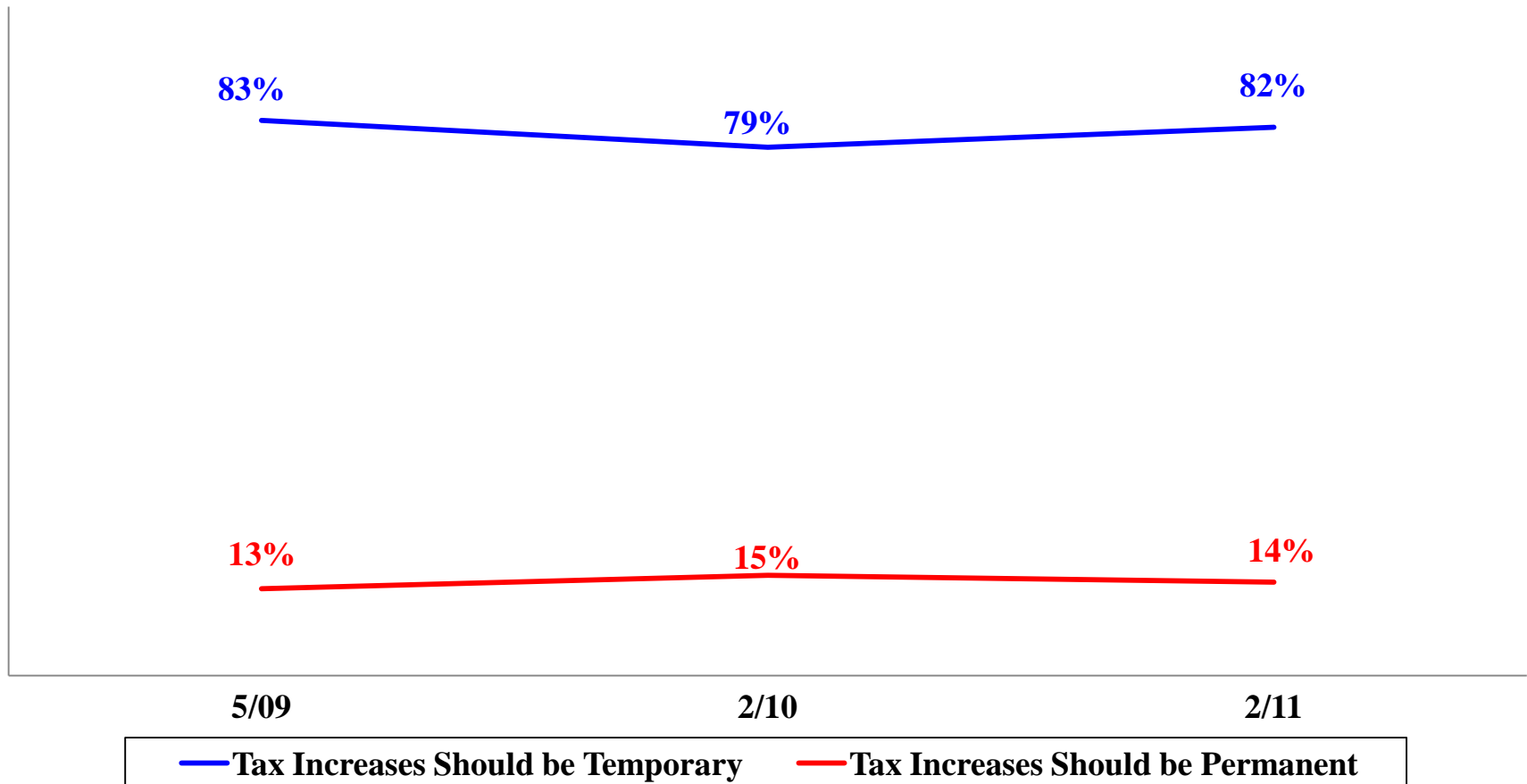
GOPers favor cutting spending to raising taxes. A majority of Inds and Dems prefer raising taxes.

Cut Spending vs. Raise Your Taxes by Party



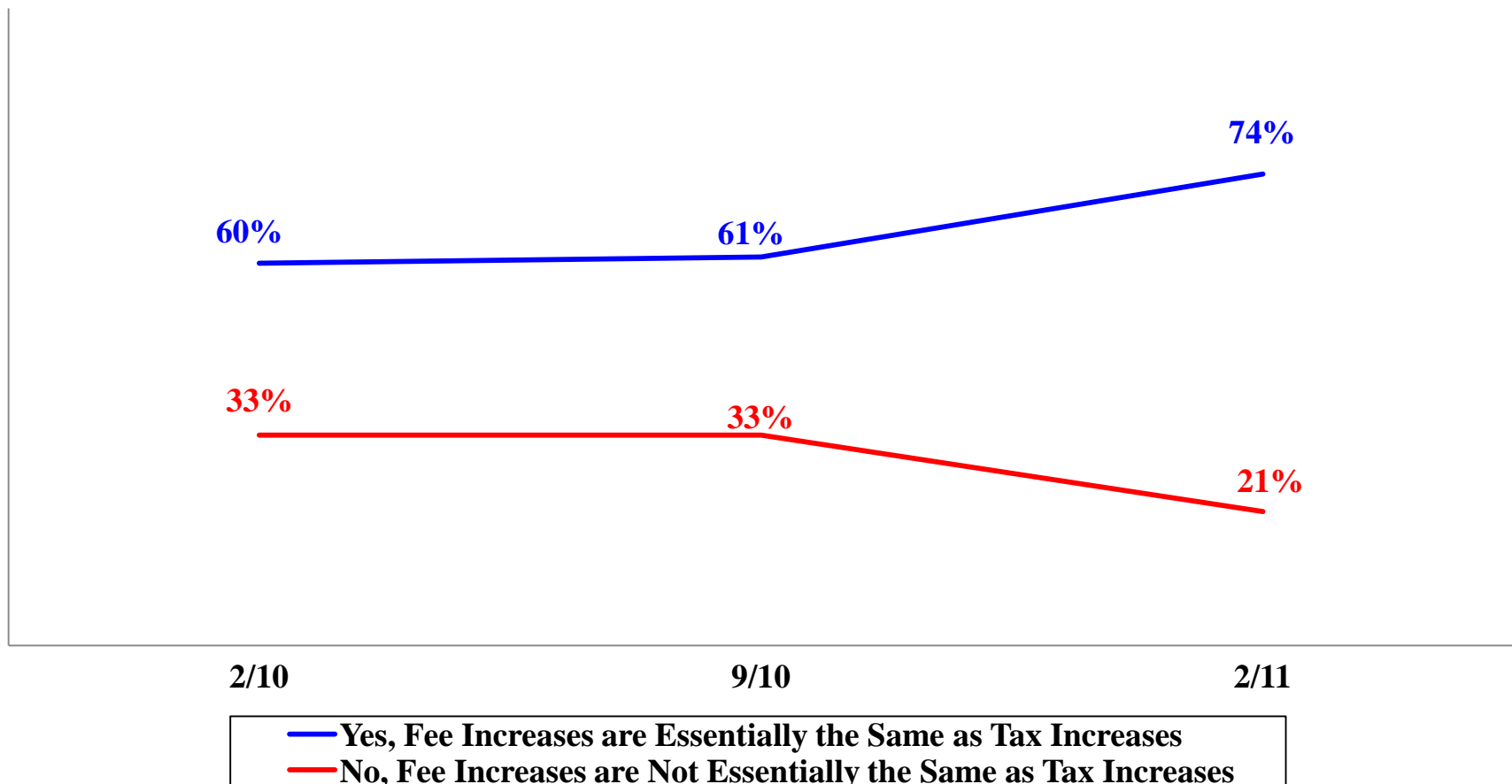
Voters overwhelmingly agree that any tax increases should be temporary.

“And, if taxes are increased as part of a plan to end the budget shortfall, do you think any tax increases should be temporary until the state’s economy and budget improve, or do you think those tax increases should be permanent?” (Split Sample A, N=246)



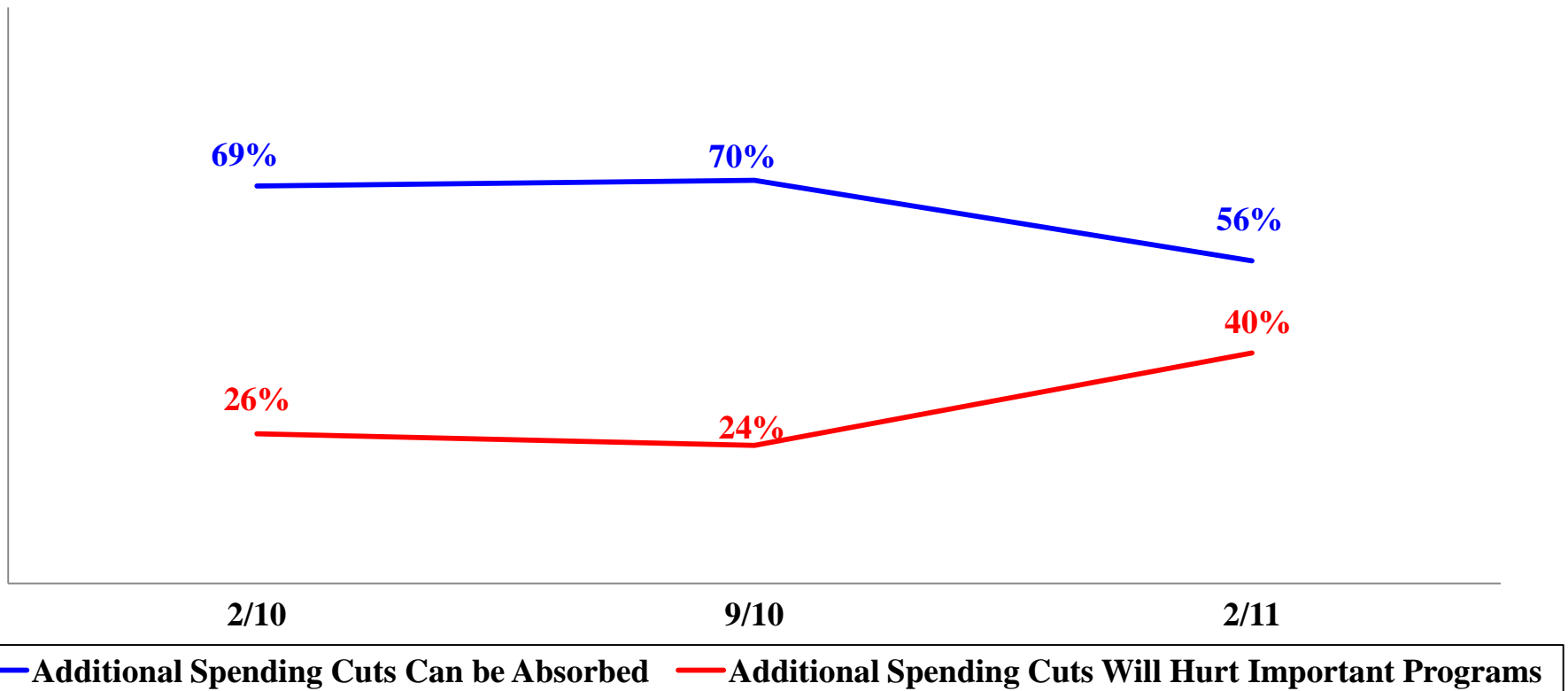
Fee increases are seen as tax increases by most voters.

“Some members of the Legislature say that tax increases will harm our economy but, at the same time, they are calling for an increase in fees to cover some of the budget shortfall. Do you believe that fee increases are essentially the same as tax increases?” (Split Sample B, N=254)



Though down from last year, a majority of voters continue to believe additional spending cuts can be absorbed.

“Thinking some more about the state budget...As you may know, Nevada's most recent budget decreased spending. The new budget proposed by Governor Sandoval would decrease spending again for the upcoming budget. Do you believe that additional spending cuts can be absorbed by trimming waste, fraud and abuse in the state budget and through government reorganization, or do you believe that additional spending cuts will hurt important programs?”



By a narrow margin, voters say the reduced spending level in Governor Sandoval's budget is needed.

“Now I am going to read you two statements about what people have been saying about Governor Sandoval's proposed state budget. After I read each statement, please tell me which one comes closest to your own opinion...”

52%

Some people say that the spending level proposed is needed given current economic problems and that the budget will still meet the state's priorities.

...while...

44%

Other people say that the budget has been cut too much and that programs, services and people will be harmed by the proposed spending reductions.

Conservatives/GOPers are most likely to say the proposed spending level is necessary. Liberals/African Americans are most likely to say the budget cut is too much.

Top Groups

Spending Level Proposed is Needed (52%)

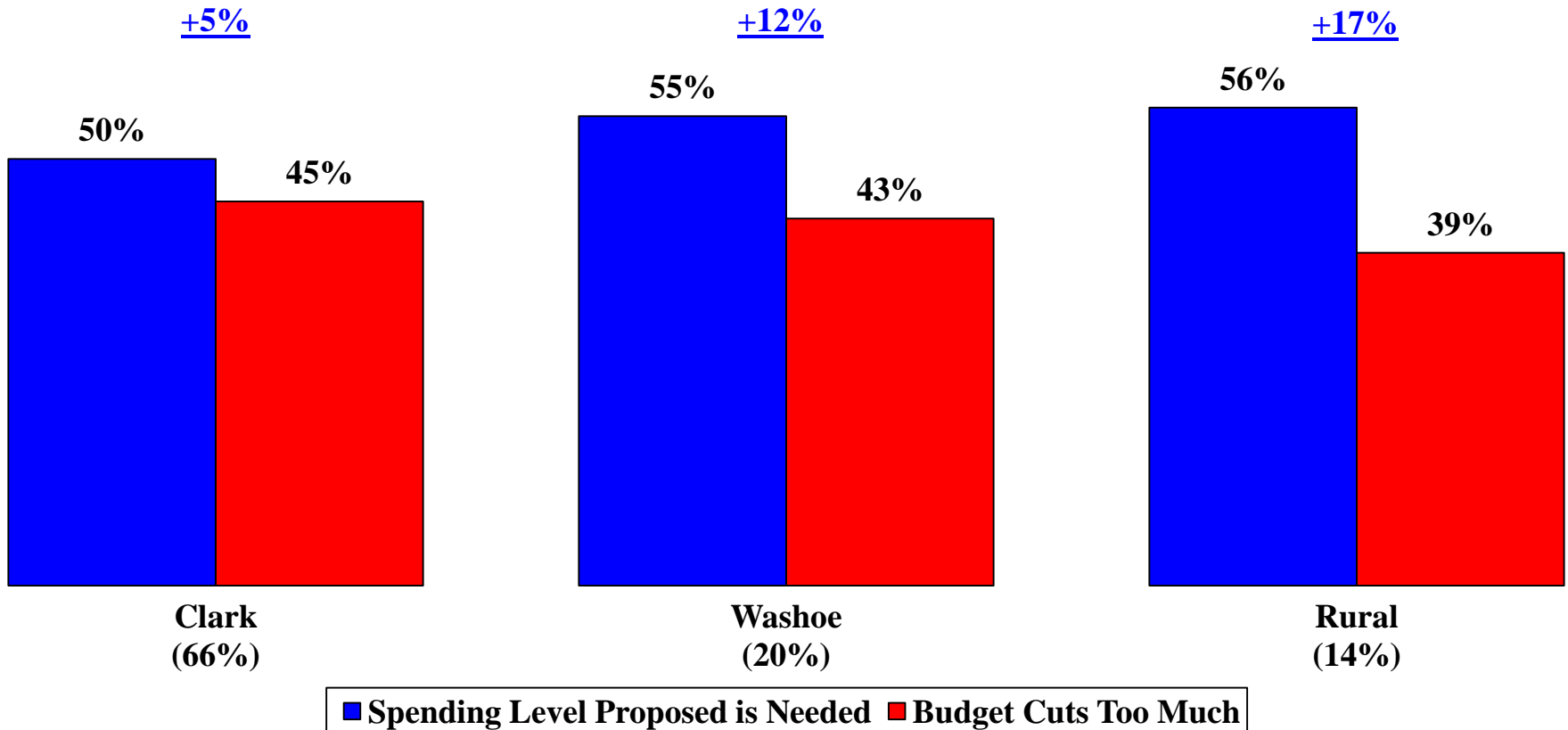
Very Conservative	80%
GOP Men	72%
Conservative	71%
GOP	69%
65+	68%
GOP Women	66%
Smwt Conservative	62%
Men 50+	59%
Balance Women	58%

Budget Cut Too Much (44%)

Liberal	73%
African American	64%
Dem Men	61%
Dem	60%
18-34	60%
Dem Women	60%
Minority	55%
Hispanic	54%
55-64	52%
Moderate	52%
Women 18-49	51%
Clark County Men	50%
Women w/ Deg	49%

There are slight, not significant, attitudinal differences by region.

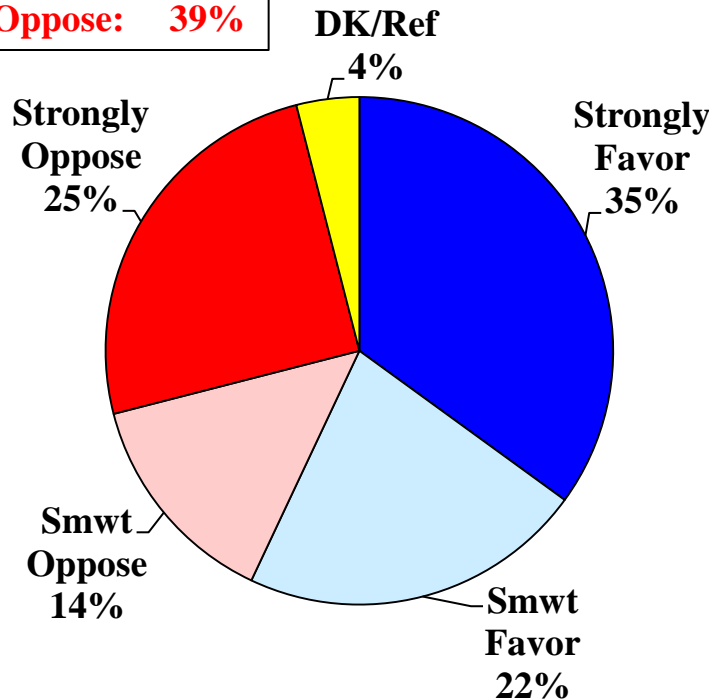
Spending Level Proposed is Needed vs. Budget Cuts Too High by Region



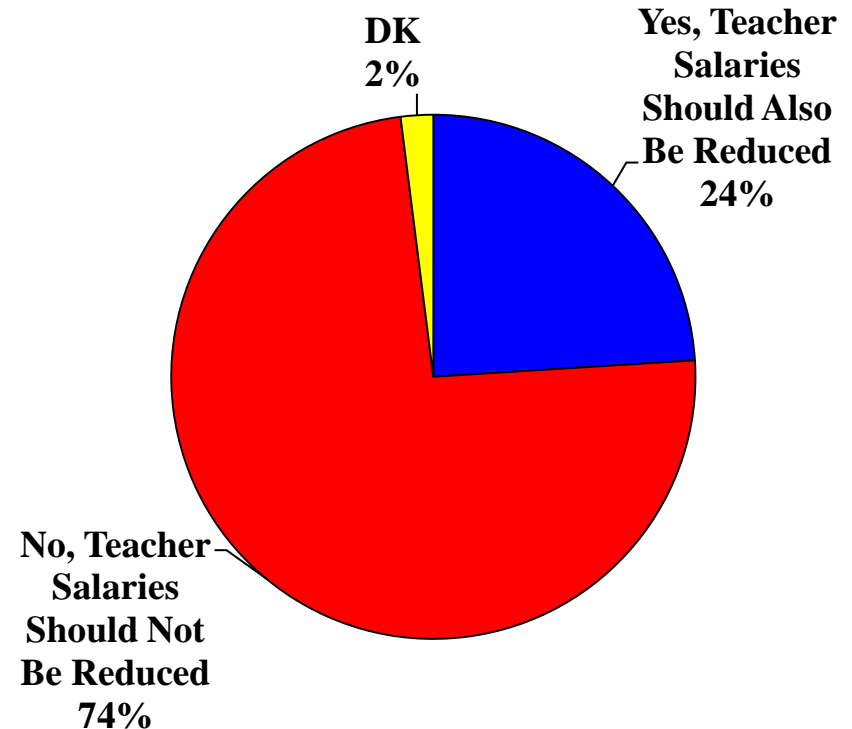
Voters favor the Governor's plan to end furloughs/cut salaries, but say teacher salaries shouldn't be cut.

“As you may know, to save money the state government has been furloughing state employees, which means state workers did not work and did not get paid one day per month. Governor Sandoval has proposed ending the current program of furloughing state employees, and instead reducing the salary of all state employees by five percent. Do you favor or oppose this proposal?”

Total Favor: 57%
Total Oppose: 39%

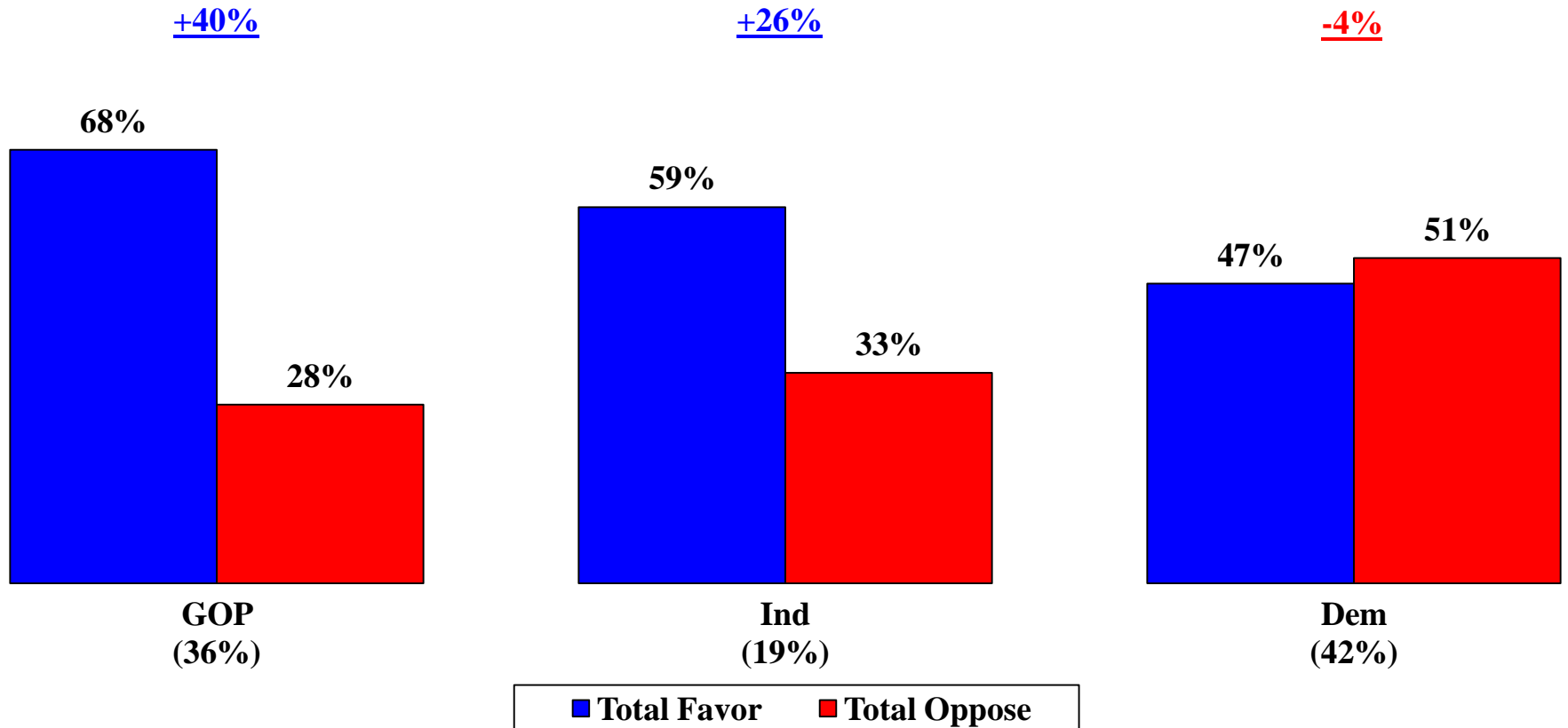


“Thinking further about government employee salaries, do you think that, like state workers, the salaries of teachers, should also be reduced by five percent?”



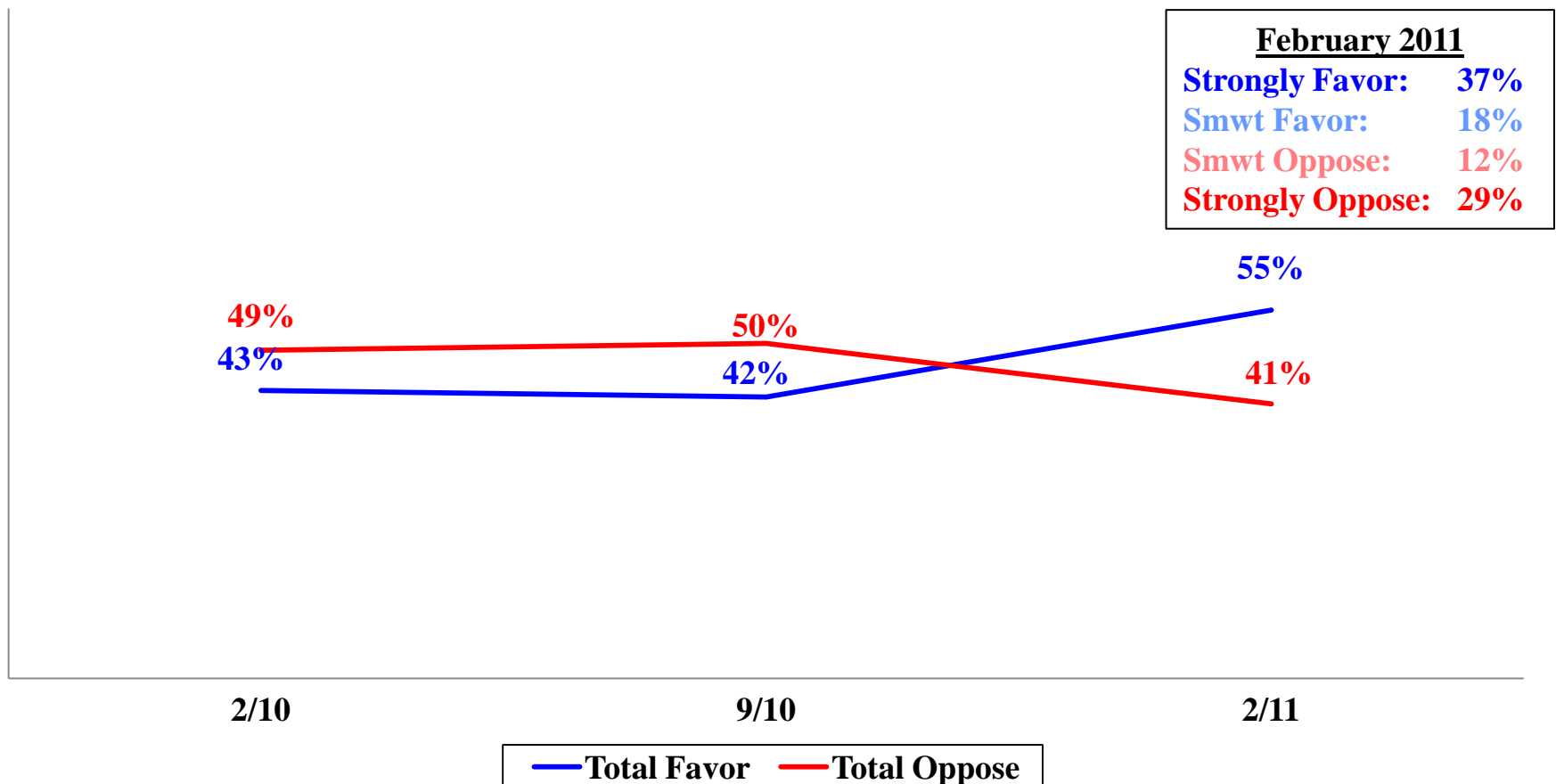
A solid majority of GOPers/Inds and nearly half of Dems favor ending the furloughs and cutting salaries.

End Furloughs/Reduce Salaries for State Employees by Party



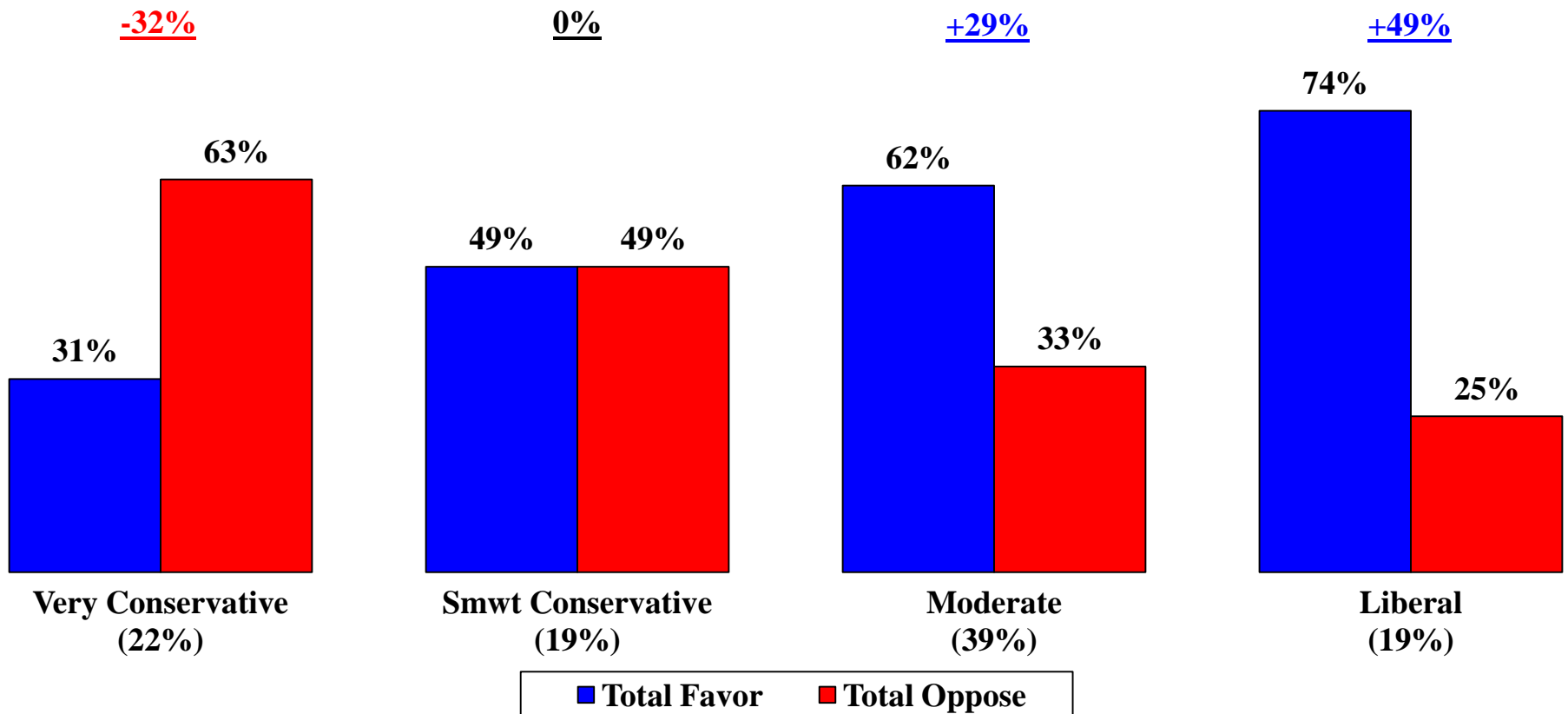
A majority now favor instituting a corporate income tax.

*“Some people have proposed that the Nevada should institute an income tax on corporations.
Would you favor or oppose instituting an income tax on corporations?”*



Somewhat conservative voters are split on corporate income taxes.

Income Tax on Corporations by Ideology



The pro-spending cuts message is much stronger without mentioning cuts to education funding.

“Changing topics...Next I am going to read you a pair of statements about what two candidates for State Legislator might say about closing the state budget shortfall. After I read each statement, please tell me which candidate you would be more likely to vote for...”

Split Sample A, N=246

55%

Candidate A says that state spending should be cut as a way to partially close the state budget shortfall.

...while...

41%

Candidate B says that taxes should be raised as a way to partially close the state budget shortfall.

Split Sample B, N=254

42%

Candidate A says that state spending, including education spending, should be cut as a way to partially close the state budget shortfall.

...while...

55%

Candidate B says that taxes should be raised as a way to partially close the state budget shortfall.

Nevada voters are now divided over whether the tax system works well or needs significant changes.

“Thinking some more about Nevada’s tax system...”

	<u>5/09</u>	<u>2/10</u>	<u>9/10</u>
Works Well:	56%	48%	50%
Needs to Change:	39%	43%	40%

46%

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.

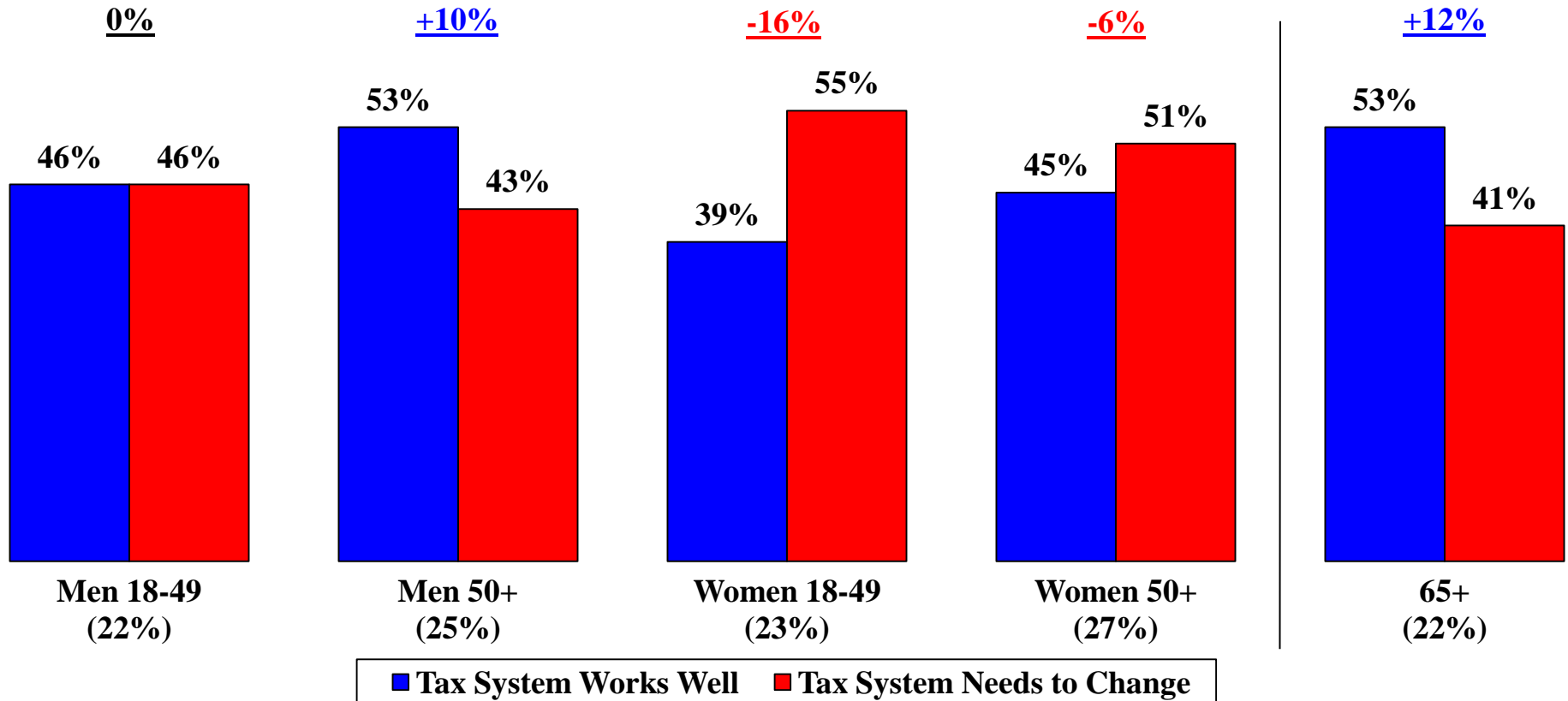
...while...

48%

Other people say that Nevada needs to significantly change its tax system to become less dependent on gaming and sales taxes and more stable because other businesses would pay more. 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.

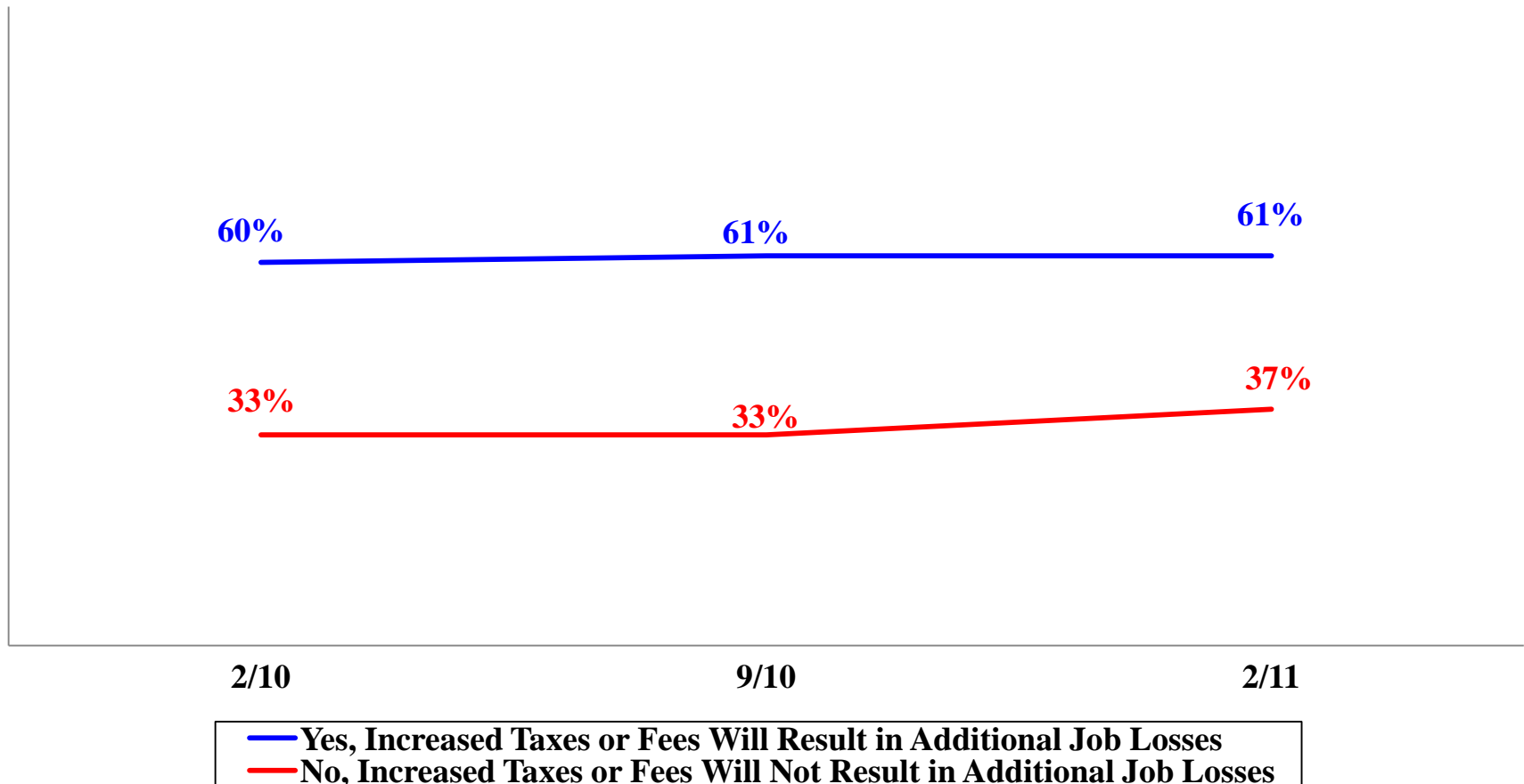
Older men and seniors are accepting of the current tax system. A majority of women say it needs to change.

Tax System Works Well vs. Tax System Needs to Change by Gender/Age + Seniors



A solid majority of voters still believe increased taxes or fees will result in additional job losses.

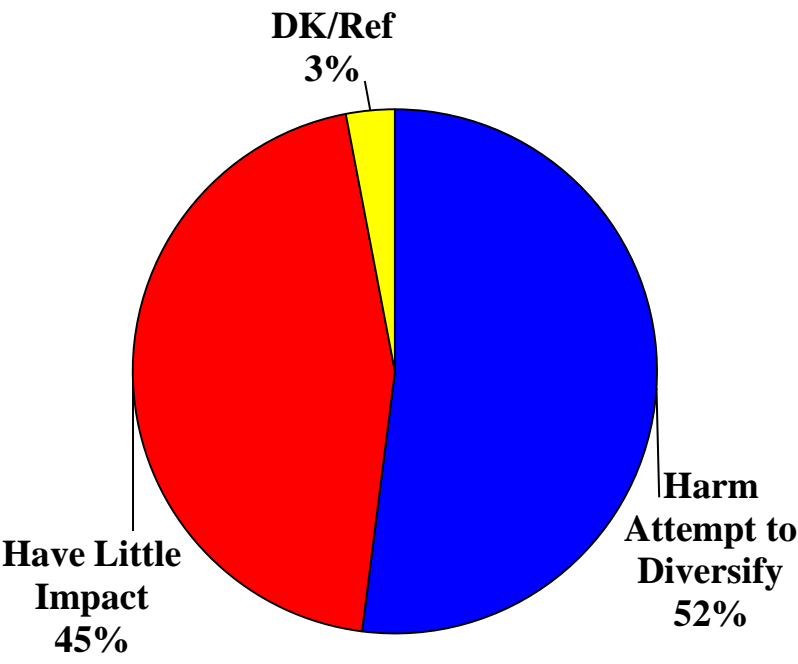
“For a long time, Nevada led the nation in job creation and economic growth. However, since the recession began Nevada has lost thousands of jobs and now leads the nation in unemployment. Do you believe that increased taxes or fees on businesses will result in additional job losses?”



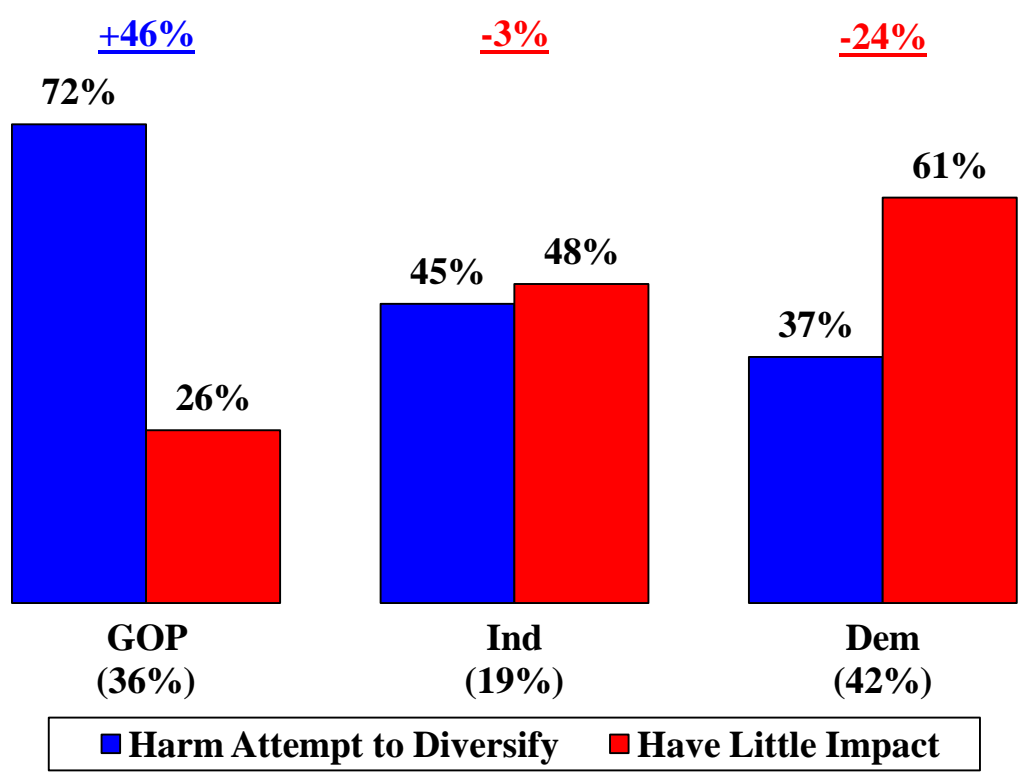
A slim majority say raising taxes/fees on businesses will harm attempts to diversify the economy. Independents are split.

“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 industries?”

Overall



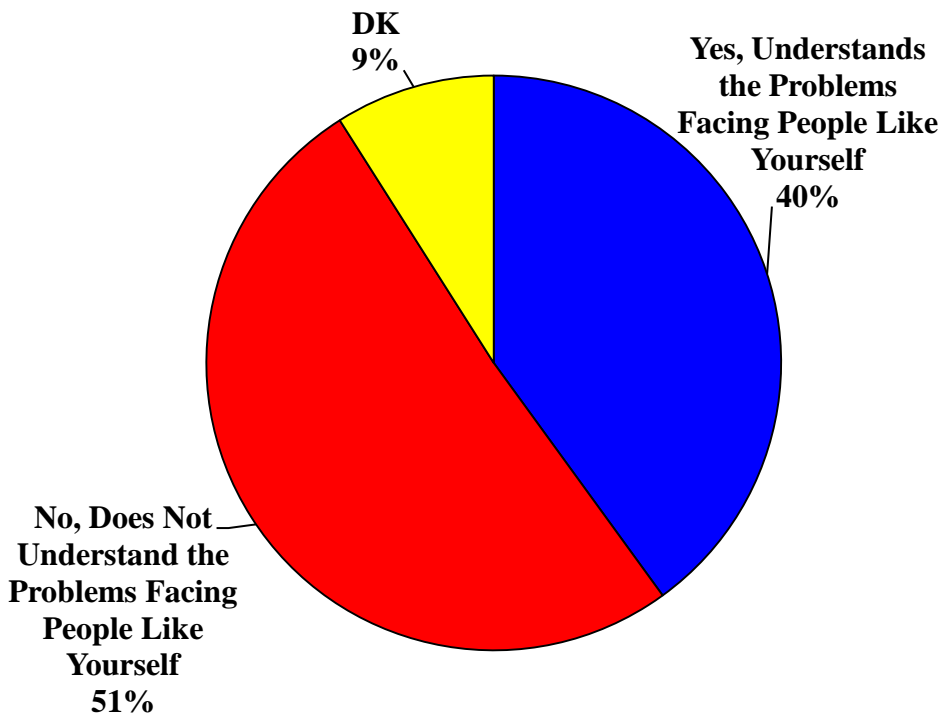
By Party



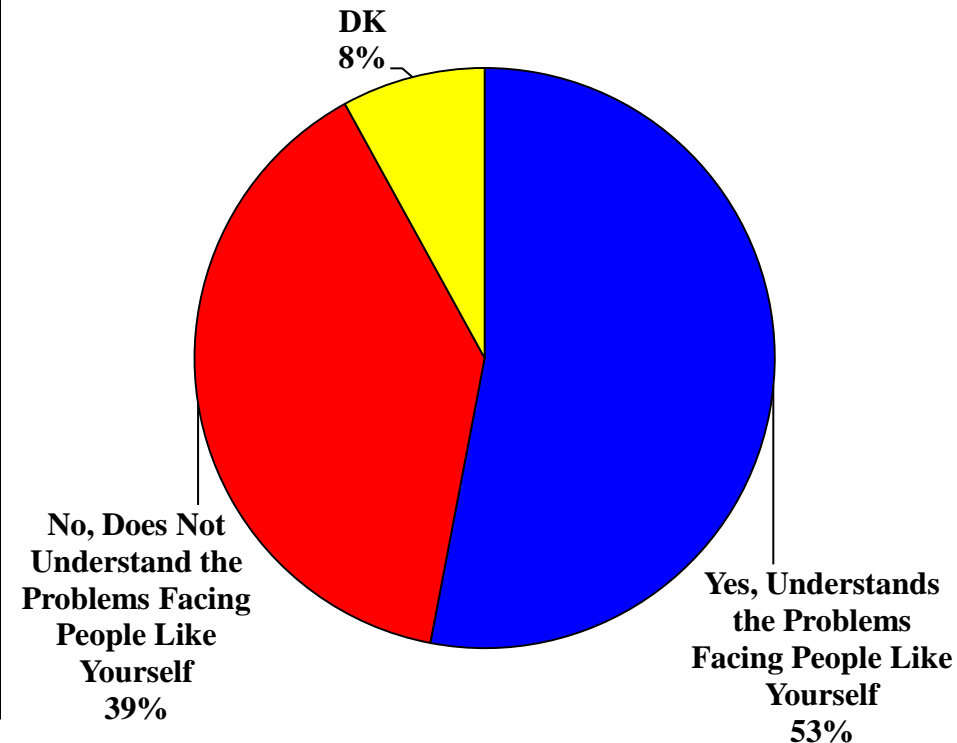
Compared to Jim Gibbons one year ago, the electorate now believes the Governor understands their problems.

“Do you think the Governor understands the problems facing people like yourself, or do you think he does not understand the problems facing people like your self?” (Split Sample A, N=246)

February 2010

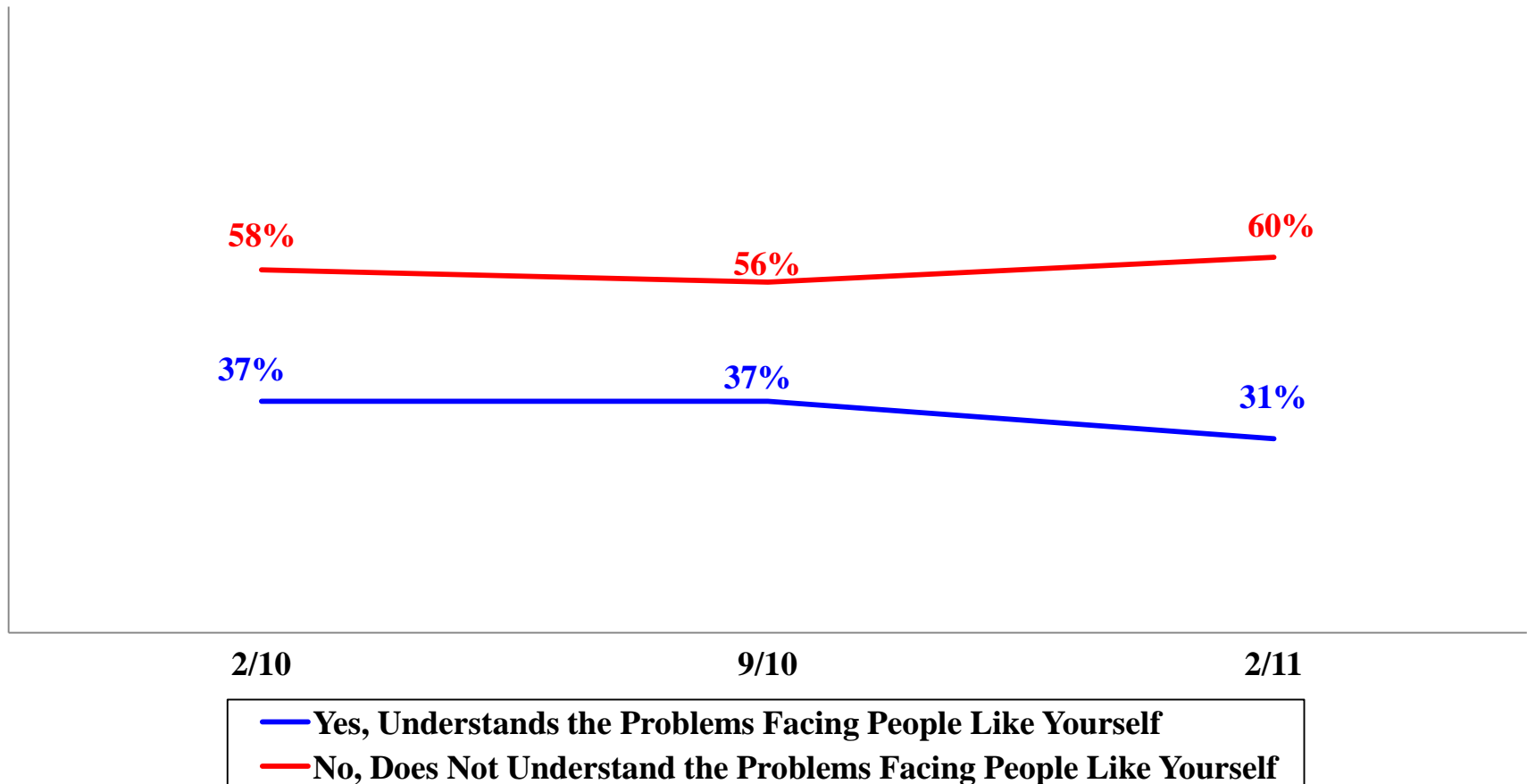


February 2011



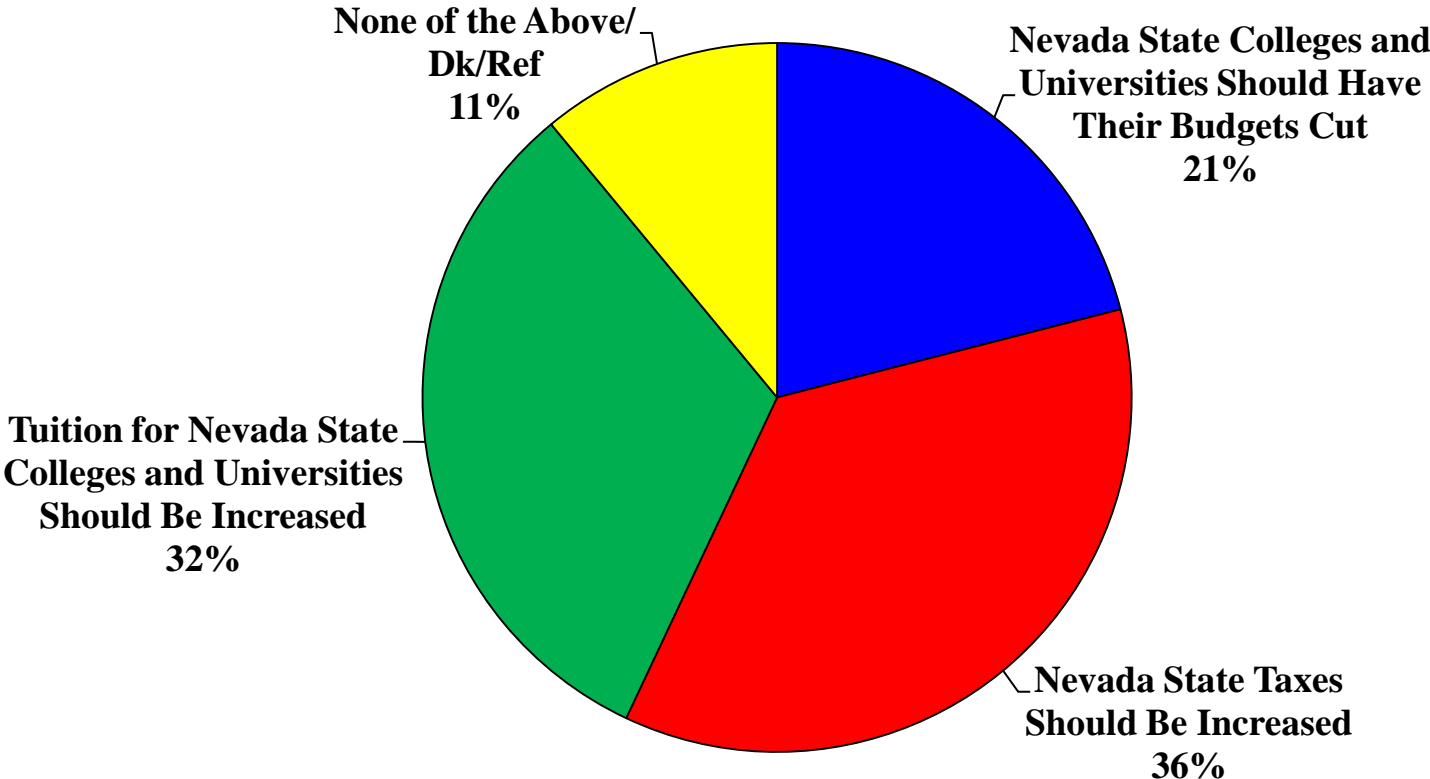
Voters don't believe state legislators understand their problems.

“Do you think your state legislators understand the problems facing people like yourself, or do you think they do not understand the problems facing people like your self?” (Split Sample B, N=254)



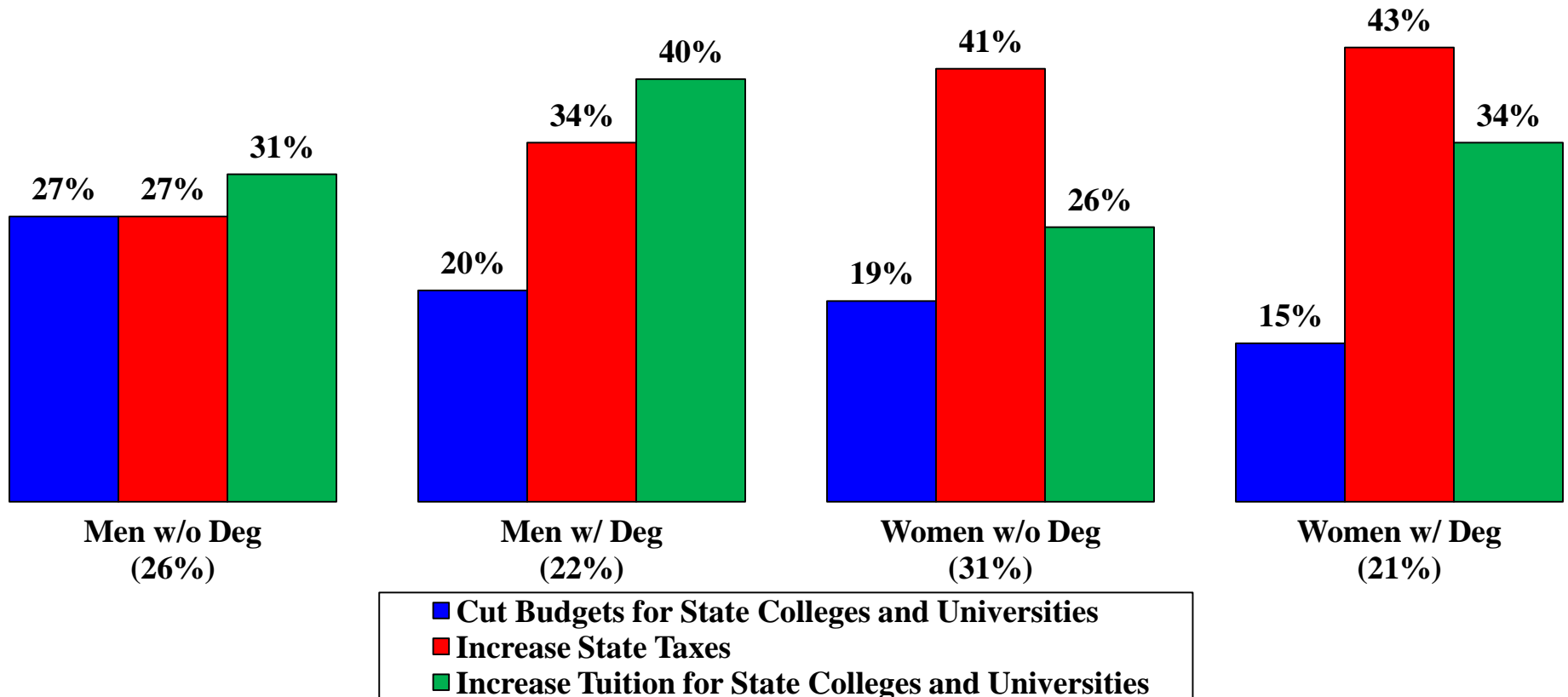
Raising taxes is a more popular way of making up revenue than cutting higher ed budgets or increasing tuition.

“As you may know, the Nevada System of Higher Education is facing a revenue shortage. In order to make up for this lost revenue, do you think that...”



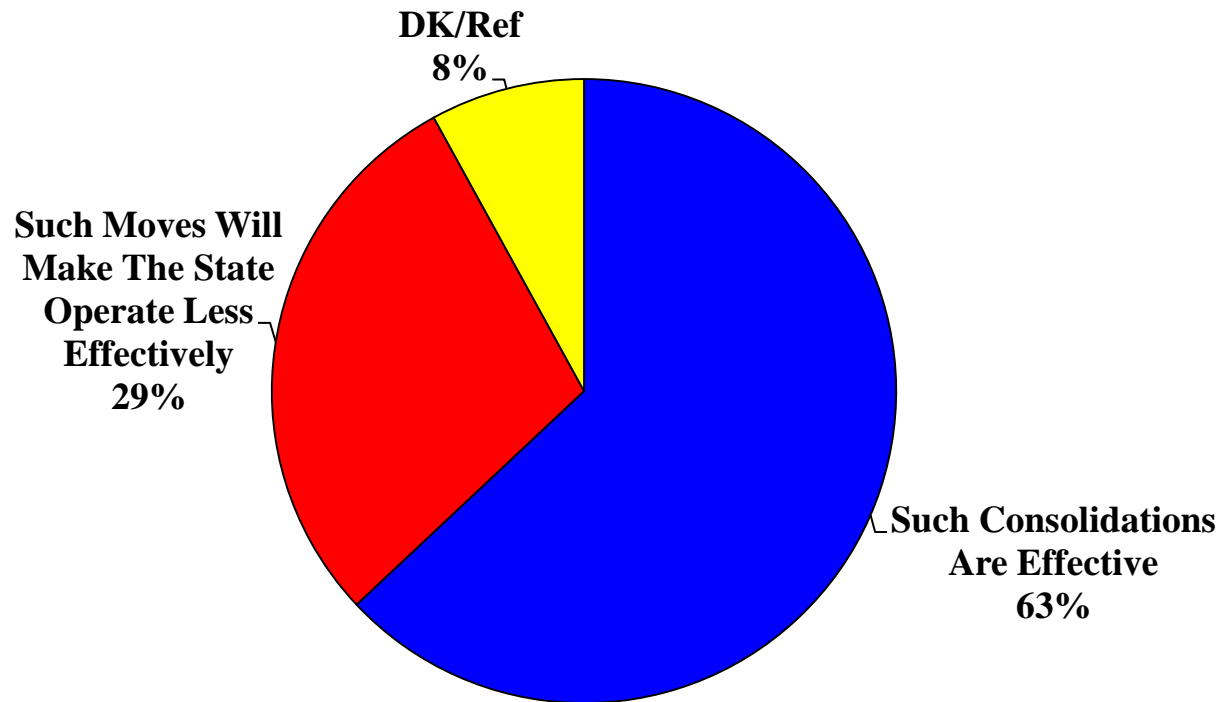
Regardless of whether or not they have a college degree, women are more supportive of increasing taxes than men.

Nevada System of Higher Education Revenue Shortage by Education/Gender



Nevada voters say the Governor's consolidation plans are an effective means of reducing state expenses.

“The Governor’s proposed budget recommends the consolidation, elimination, or centralization of twenty departments and agencies, such as the combining of the Departments of Personnel, of Information Technology, and of Public Works into the Department of Administration. Other proposals include combining the DMV and the Department of Transportation. Do you believe that such consolidations are an effective means of reducing state expenses or do you believe that such moves will make the state operate less effectively?”



For more information about this presentation or about
Public Opinion Strategies, please give us a call.

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Turning Questions Into Answers

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