



For Immediate Release

RAN Poll Shows Nevadans Remain Concerned about Economy, State Direction

(Las Vegas)--According to a Public Opinion Strategies survey commissioned by the Retail Association of Nevada (RAN), 76 percent of Nevadans say the state is headed in the wrong track, which is about 10 points higher than the national view. According to Mary Lau, president of RAN, that number, gleaned from interviews conducted last week, “reflects the brutal toll that the economy continues to take on Nevadans.”

“This is the third time we have asked many of the questions on this poll,” said Public Opinion Strategies principal researcher Glen Bolger. “In this way, we can not only take a snapshot of current conditions, but we can also identify trends by comparing results from earlier polls.”

“We conduct this poll approximately every six months to gain information about how Nevadans view our economy and the state’s political environment,” said Lau. “We then share this information with our members, the public and state Legislators so that the real concerns of our state will be considered when policies are shaped in Carson City.”

Not surprisingly, as economic conditions have worsened, Nevadans increasingly want their state government to focus on jobs and the economy. Those who believe jobs and the economy should be state government’s number one priority has increased by 21% since May 2009, rising from 31% to 52% today.

The toll taken on Nevadans by the economy is best illustrated by one question that has appeared on all three polls: “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?” The May 2009 poll showed that 79% of Nevadans answered that they or someone they knew had suffered one of these losses; today, that number has reached 92%. On the other hand, 38% of Nevadans believe that the worst is over, compared to 32% who believed that in May 2009.

The most recent RAN poll, which was conducted from September 21-23 using a sample size of 500 likely voters, has a margin of error of 4.38 percentage points.

Election topics, including the U.S. Senate race and the Governor’s race, are also included in the new RAN poll, as are questions about ballot initiatives. Results from those questions show that in the Reid/Angle matchup, Reid holds a 45-40 percent lead, with 7% taking “None of the above.” In the Sandoval/Reid governor’s race, Sandoval holds a 45-39 percent lead, with 9 percent selecting “None of the above,” 4 percent undecided, and minor candidates holding a few points.

On ballot questions, 44 percent of those polled are in favor of Question One concerning appointing judges, but 18 percent are still undecided. Similarly, 45 percent are in favor of allowing for the establishment of an intermediate state appellate court, though 24 percent are still undecided.

On the issue of potentially legalizing marijuana sales to adults, 57 percent are opposed, with 45 percent of those opposed being “strongly opposed.”

Nevada’s tax structure and various proposals for modifying that structure drew mixed responses. By a narrow 49 – 44 margin, voters oppose broadening the tax base to include services while lowering the overall sales tax

rate. Most Nevadans (61 percent) believe that the current tax system generally works well and state government should make only minor changes to the system, while 31 percent believe that significant tax changes are needed. Half oppose establishing a corporate income tax, while 42 percent are in favor.

Nevadans are also wary of increased taxes and government spending and most (70 percent) think there is still a lot of waste, fraud and abuse in the state budget and 61 percent believe that increasing taxes and fees on businesses will result in additional job losses.

“Information such as that in this poll is important as state policy is crafted,” said Lau. “We also plan to do a follow-up poll in February before the Legislative Session.”

For more specifics on the attached poll and methodology, contact Glen Bolger of Public Opinion Strategies at (703)836-7655. Public Opinion Strategies (POS) is a national political and public affairs research firm. Founded in 1991, POS has conducted more than five million interviews with voters and consumers in all fifty states and over two dozen foreign countries.