

NV Senate 2016

October 10-11, 2016

N size: 1,010

Margin of error: +/- 3.06% at 95% confidence interval

Weighted Toplines

» Q1. 2016 Vote Prop

	%
Almost Certain	94
Probably	3
50-50	1
Not Voting	2

» Q4. 2016 Pres 2-Way w/ Other

	%
Donald Trump [R]	43
Hillary Clinton [D]	43
Other	6
Unsure	8

» Q5. NV Senate 2016

	%
Joe Heck [R]	40
Catherine Cortez Masto [D]	41
Other / None	8
Unsure	11

» Q5-6. NV Senate 2016 Lean

	%
Joe Heck [R]	41
Catherine Cortez Masto [D]	44
3rd Party (from Q5)	8
Unsure	7

» Q5-7. NV Senate 2016 2-Way Push

	%
Joe Heck [R]	43
Catherine Cortez Masto [D]	45
Would not Vote	4
Unsure	9

» Q9. Party Self-ID

	%
Republican	33
Democrat	30
Independent	37

» Q9-10. Party Self-ID w/ Lean

	%
Republican	43
Democrat	40
Independent	17

» Q11-12. Self-ID Race

	%
White	72
Black	7
Asian	3
Hispanic	14
Other	5

» DEMOGRAPHICS - MEDIA MARKET

	%
Salt Lake City UT	2
Reno NV	26
Las Vegas NV	72

» DEMOGRAPHICS - RACE ON FILE

	%
Caucasian	72
Black	2
Hispanic	14
Other	13

» DEMOGRAPHICS - AGE

	%
18-34	20
35-49	22
50-64	29
65-79	23
80+	6

» DEMOGRAPHICS - GENDER

	%
Female	51
Male	49

» DEMOGRAPHICS - AGE AND SEX

	%
M/18-34	12
M/35-49	11
M/50-64	12
M/65-79	10
M/80+	3
F/18-34	8
F/35-49	11
F/50-64	16
F/65-79	13
F/80+	3

» CLARITY SCORES

	0-19	20-39	40-59	60-79	80-100
PARTY	34	8	8	12	37
TURNOUT	0	6	10	18	66
COLLEGE	7	18	39	22	15
CHOICE	4	18	33	30	16
CHURCH ATTENDANCE	27	51	17	5	0
CLIMATE CHANGE PRIORITY	42	20	26	11	0
MARIJUANA	4	22	15	31	28
GUN CONTROL	29	16	19	19	16
GUN OWNER	6	34	37	17	6
PROGRESSIVE GUN OWNER	66	28	5	1	0

» DEMOGRAPHICS - PHONE TYPE

	%
Landline	52
Wireless	48