



Nevada Poll Results

Tarkanian 39%, Heller 31% (31% undecided)

31% would renominate Heller (51% want someone else, 18% undecided)

POLLING METHODOLOGY

For this poll, a sample of likely Republican households for an automated poll was chosen from the population registered to vote in the state of Nevada, and there were 700 completed responses to eight poll questions.

The survey was conducted August 24-25. The margin of error, with a 95% confidence interval, was 3.7%. The demographic breakdown of the respondents was 88-4-3% white/Hispanic/black (2% were Asian and 2% were “other”), while the geographic breakdown of the respondents was as follows: 11% from the 1st Congressional District, 42% from the 2nd Congressional District, 23% from the 3rd Congressional District, and 23% from the 4th Congressional District (*The explanation of the boundaries of these regions is graphically depicted in Exhibit A at the end of the poll analysis*).

POLL RESULTS

Question 1: Do you approve or disapprove of the job performance of President Donald Trump?

| | |
|-------------------|------------|
| Approve | 80% |
| Disapprove | 14% |
| No Opinion | 6% |

Question 2: If the Republican primary election for US Senate were held today, which candidate would you support?

| | |
|------------------|------------|
| Tarkanian | 39% |
| Heller | 31% |
| Undecided | 31% |

Question 3: Do you have a favorable or unfavorable opinion of Dean Heller?

| | |
|--------------------|------------|
| Favorable | 34% |
| Unfavorable | 48% |
| No Opinion | 16% |
| Never Heard | 2% |

Question 4: Do you have a favorable or unfavorable opinion of Danny Tarkanian?

| | |
|--------------------|------------|
| Favorable | 42% |
| Unfavorable | 23% |
| No Opinion | 30% |
| Never Heard | 5% |

Question 5: Do you think that Senator Dean Heller should be the Republican nominee in next year's Senate race, or would you favor someone else ?

| | |
|--------------------------|------------|
| Renominate Heller | 31% |
| Someone else | 51% |
| Undecided | 18% |

Question 6: If President Trump were to make an endorsement in the Republican U.S. Senate primary, would you be more or less likely to support the candidate he endorses?

| | |
|----------------------|------------|
| More Likely | 64% |
| Less Likely | 13% |
| No Difference | 22% |

Question 7: To ensure that our survey responses are most accurate, are you male or female?

| | |
|---------------|------------|
| Female | 51% |
| Male | 49% |

Question 8: And for demographic purposes, what is your age?

| | |
|--------------------|------------|
| 18-34 | 5% |
| 35-54 | 16% |
| 55-64 | 20% |
| 65 or older | 59% |

SUMMARY

JMC Analytics and Polling independently conducted this poll for the Nevada U.S. Senate Republican primary to be held next year. Next year's Senate race already has the potential to be competitive, given that (1) Senator Heller won his first term in 2012 with a 46-45% plurality, and (2) in last year's Presidential election, Hillary Clinton carried the state 48-46%. But while the general election will be a challenge (Nevada is one of two Republican held Senate seats that Democrats could put in play next November), Senator Heller has a more immediate problem: he faces a substantial primary challenge as well.

On the primary ballot test, Tarkanian has a 39-31% lead over Heller, despite Heller's decade of Congressional experience. In three of Nevada's four Congressional districts, Tarkanian has double digit leads (Heller has a two point plurality lead in his old Congressional district). From a gender and age perspective, Tarkanian has across the board leads, except among the 18-34 year old voter bloc, who is the least likely to vote in a midterm election.

Heller's electoral problems are compounded by his underwater approval ratings in all four congressional districts (even in his old district, his unfavorability is 43-40%) and among nearly every demographic group. Tarkanian, on the other hand, has a 42-23% favorability rating, and those favorability numbers are fairly consistent across the board.

This is one primary race where President Trump's involvement **could** make a difference. Republicans in Nevada give him an 80-14% approval rating, and **a Trump endorsement would by a 64-13% margin make the respondent more likely to support his endorsed candidate**. And given Tarkanian's recent strong endorsement of Trump policies, it appears some of that is already happening: **those more likely to be impacted by a Trump endorsement favor Tarkanian 43-30% over Heller (27% undecided)**, while those less likely to be impacted by a Trump endorsement favor Heller 35-23% (42% undecided). Those who say the endorsement doesn't matter favor Tarkanian 35-31% (35% undecided) – **these undecideds almost exactly equal the margin by which Tarkanian leads Heller**.

In summary, Senator Heller faces a substantial primary challenge from Danny Tarkanian in a race that ultimately could determine partisan control of the U.S. Senate.

CROSSTABS

Question 1 – President Trump approval

| | | Race Name | | | | | |
|-----------|--------------|-----------|-------|----------|-------|-------|-------|
| | | Asian | Black | Hispanic | Other | White | Total |
| President | 1 Approve | 75% | 76% | 87% | 75% | 80% | 80% |
| Trump | 2 Disapprove | 13% | 19% | 10% | 25% | 14% | 14% |
| approval | 3 No Opinion | 13% | 5% | 3% | | 6% | 6% |
| Total | | 100% | 100% | 100% | 100% | 100% | 100% |

| | | Voter Score (Out of last 4 primary elections) | | | | |
|-----------|--------------|---|------|------|------|-------|
| | | 1 | 2 | 3 | 4 | Total |
| President | 1 Approve | 78% | 71% | 72% | 81% | 80% |
| Trump | 2 Disapprove | 17% | 24% | 21% | 13% | 14% |
| approval | 3 No Opinion | 6% | 5% | 7% | 5% | 6% |
| Total | | 100% | 100% | 100% | 100% | 100% |

| | | Congressional District | | | | |
|-----------|--------------|------------------------|------|------|------|-------|
| | | 1 | 2 | 3 | 4 | Total |
| President | 1 Approve | 85% | 78% | 82% | 80% | 80% |
| Trump | 2 Disapprove | 14% | 15% | 16% | 12% | 14% |
| approval | 3 No Opinion | 1% | 7% | 2% | 8% | 6% |
| Total | | 100% | 100% | 100% | 100% | 100% |

| | | Gender | | |
|-----------|--------------|--------|----------|-------|
| | | 1 Male | 2 Female | Total |
| President | 1 Approve | 80% | 80% | 80% |
| Trump | 2 Disapprove | 16% | 13% | 14% |
| approval | 3 No Opinion | 5% | 6% | 6% |
| Total | | 100% | 100% | 100% |

| | | Age range | | | | |
|-----------|--------------|------------|------------|------------|----------------|-------|
| | | 1 18 to 34 | 2 35 to 54 | 3 55 to 64 | 4 65 and older | Total |
| President | 1 Approve | 69% | 75% | 81% | 82% | 80% |
| Trump | 2 Disapprove | 14% | 22% | 14% | 13% | 14% |
| approval | 3 No Opinion | 17% | 4% | 5% | 5% | 6% |
| Total | | 100% | 100% | 100% | 100% | 100% |

Question 2 – Ballot test

| | | Race Name | | | | | |
|-------------|-------------|-----------|-------|----------|-------|-------|-------|
| | | Asian | Black | Hispanic | Other | White | Total |
| Ballot test | 1 Heller | 38% | 19% | 23% | 56% | 31% | 31% |
| | 2 Tarkanian | 19% | 38% | 47% | 25% | 39% | 39% |
| | 3 Undecided | 44% | 43% | 30% | 19% | 30% | 31% |
| Total | | 100% | 100% | 100% | 100% | 100% | 100% |

| | | Voter Score (Out of last 4 primary elections) | | | | |
|-------------|-------------|---|------|------|------|-------|
| | | 1 | 2 | 3 | 4 | Total |
| Ballot test | 1 Heller | 22% | 38% | 38% | 30% | 31% |
| | 2 Tarkanian | 28% | 24% | 28% | 41% | 39% |
| | 3 Undecided | 50% | 38% | 34% | 30% | 31% |
| Total | | 100% | 100% | 100% | 100% | 100% |

| | | Congressional District | | | | |
|-------------|-------------|------------------------|------|------|------|-------|
| | | 1 | 2 | 3 | 4 | Total |
| Ballot test | 1 Heller | 26% | 35% | 29% | 28% | 31% |
| | 2 Tarkanian | 42% | 33% | 43% | 42% | 39% |
| | 3 Undecided | 32% | 32% | 28% | 30% | 31% |
| Total | | 100% | 100% | 100% | 100% | 100% |

| | | Gender | | |
|-------------|-------------|--------|----------|-------|
| | | 1 Male | 2 Female | Total |
| Ballot test | 1 Heller | 32% | 29% | 31% |
| | 2 Tarkanian | 42% | 36% | 39% |
| | 3 Undecided | 26% | 35% | 31% |
| Total | | 100% | 100% | 100% |

| | | Age range | | | | |
|-------------|-------------|------------|------------|------------|----------------|-------|
| | | 1 18 to 34 | 2 35 to 54 | 3 55 to 64 | 4 65 and older | Total |
| Ballot test | 1 Heller | 50% | 32% | 28% | 29% | 31% |
| | 2 Tarkanian | 25% | 38% | 43% | 38% | 39% |
| | 3 Undecided | 25% | 30% | 28% | 32% | 31% |
| Total | | 100% | 100% | 100% | 100% | 100% |

Question 3 – Heller favorability

| | | Race Name | | | | | |
|--------------|---------------|-----------|-------|----------|-------|-------|-------|
| | | Asian | Black | Hispanic | Other | White | Total |
| Heller | 1 Favorable | 44% | 29% | 27% | 63% | 34% | 34% |
| Favorability | 2 Unfavorable | 25% | 57% | 53% | 19% | 49% | 48% |
| | 3 No Opinion | 31% | 10% | 17% | 19% | 16% | 16% |
| | 4 Never Heard | | 5% | 3% | | 1% | 2% |
| Total | | 100% | 100% | 100% | 100% | 100% | 100% |

| | | Voter Score (Out of last 4 primary elections) | | | | |
|--------------|---------------|---|------|------|------|-------|
| | | 1 | 2 | 3 | 4 | Total |
| Heller | 1 Favorable | 22% | 38% | 43% | 34% | 34% |
| Favorability | 2 Unfavorable | 39% | 48% | 40% | 49% | 48% |
| | 3 No Opinion | 33% | 14% | 15% | 16% | 16% |
| | 4 Never Heard | 6% | | 3% | 1% | 2% |
| Total | | 100% | 100% | 100% | 100% | 100% |

| | | Congressional District | | | | |
|--------------|---------------|------------------------|------|------|------|-------|
| | | 1 | 2 | 3 | 4 | Total |
| Heller | 1 Favorable | 28% | 40% | 30% | 31% | 34% |
| Favorability | 2 Unfavorable | 46% | 43% | 53% | 53% | 48% |
| | 3 No Opinion | 24% | 15% | 15% | 15% | 16% |
| | 4 Never Heard | 1% | 1% | 2% | 2% | 2% |
| Total | | 100% | 100% | 100% | 100% | 100% |

| | | Gender | | |
|--------------|---------------|--------|----------|-------|
| | | 1 Male | 2 Female | Total |
| Heller | 1 Favorable | 37% | 32% | 34% |
| Favorability | 2 Unfavorable | 50% | 47% | 48% |
| | 3 No Opinion | 13% | 19% | 16% |
| | 4 Never Heard | 1% | 2% | 2% |
| Total | | 100% | 100% | 100% |

| | | Age range | | | | |
|--------------|---------------|------------|------------|------------|----------------|-------|
| | | 1 18 to 34 | 2 35 to 54 | 3 55 to 64 | 4 65 and older | Total |
| Heller | 1 Favorable | 44% | 38% | 32% | 33% | 34% |
| Favorability | 2 Unfavorable | 42% | 47% | 50% | 48% | 48% |
| | 3 No Opinion | 11% | 13% | 14% | 18% | 16% |
| | 4 Never Heard | 3% | 3% | 4% | 0% | 2% |
| Total | | 100% | 100% | 100% | 100% | 100% |

Question 4 – Tarkanian favorability

| | | Race Name | | | | | |
|--------------|---------------|-----------|-------|----------|-------|-------|-------|
| | | Asian | Black | Hispanic | Other | White | Total |
| Tarkanian | 1 Favorable | 38% | 48% | 50% | 19% | 42% | 42% |
| Favorability | 2 Unfavorable | 25% | 29% | 10% | 25% | 24% | 23% |
| | 3 No Opinion | 31% | 19% | 30% | 56% | 29% | 30% |
| | 4 Never Heard | 6% | 5% | 10% | | 5% | 5% |
| Total | | 100% | 100% | 100% | 100% | 100% | 100% |

| | | Voter Score (Out of last 4 primary elections) | | | | |
|--------------|---------------|---|------|------|------|-------|
| | | 1 | 2 | 3 | 4 | Total |
| Tarkanian | 1 Favorable | 17% | 33% | 40% | 43% | 42% |
| Favorability | 2 Unfavorable | 17% | 29% | 24% | 23% | 23% |
| | 3 No Opinion | 50% | 29% | 28% | 30% | 30% |
| | 4 Never Heard | 17% | 10% | 9% | 4% | 5% |
| Total | | 100% | 100% | 100% | 100% | 100% |

| | | Congressional District | | | | |
|--------------|---------------|------------------------|------|------|------|-------|
| | | 1 | 2 | 3 | 4 | Total |
| Tarkanian | 1 Favorable | 41% | 37% | 49% | 43% | 42% |
| Favorability | 2 Unfavorable | 33% | 16% | 27% | 28% | 23% |
| | 3 No Opinion | 19% | 39% | 23% | 26% | 30% |
| | 4 Never Heard | 6% | 7% | 1% | 3% | 5% |
| Total | | 100% | 100% | 100% | 100% | 100% |

| | | Gender | | |
|--------------|---------------|--------|----------|-------|
| | | 1 Male | 2 Female | Total |
| Tarkanian | 1 Favorable | 49% | 35% | 42% |
| Favorability | 2 Unfavorable | 25% | 22% | 23% |
| | 3 No Opinion | 23% | 37% | 30% |
| | 4 Never Heard | 4% | 5% | 5% |
| Total | | 100% | 100% | 100% |

| | | Age range | | | | |
|--------------|---------------|------------|------------|------------|----------------|-------|
| | | 1 18 to 34 | 2 35 to 54 | 3 55 to 64 | 4 65 and older | Total |
| Tarkanian | 1 Favorable | 47% | 41% | 45% | 41% | 42% |
| Favorability | 2 Unfavorable | 33% | 26% | 23% | 22% | 23% |
| | 3 No Opinion | 17% | 29% | 27% | 32% | 30% |
| | 4 Never Heard | 3% | 4% | 6% | 5% | 5% |
| Total | | 100% | 100% | 100% | 100% | 100% |

Question 5 – Heller vs someone else

| | | Race Name | | | | | Total |
|------------|----------------|-----------|-------|----------|-------|-------|-------|
| | | Asian | Black | Hispanic | Other | White | |
| Heller | 1 Renominate | 25% | 24% | 20% | 63% | 31% | 31% |
| renominate | 2 Someone Else | 38% | 67% | 57% | 31% | 51% | 51% |
| | 3 Undecided | 38% | 10% | 23% | 6% | 18% | 18% |
| Total | | 100% | 100% | 100% | 100% | 100% | 100% |

| | | Voter Score (Out of last 4 primary elections) | | | | |
|------------|----------------|---|------|------|------|-------|
| | | 1 | 2 | 3 | 4 | Total |
| Heller | 1 Renominate | 22% | 43% | 43% | 29% | 31% |
| renominate | 2 Someone Else | 39% | 43% | 43% | 53% | 51% |
| | 3 Undecided | 39% | 14% | 15% | 18% | 18% |
| Total | | 100% | 100% | 100% | 100% | 100% |

| | | Congressional District | | | | |
|------------|----------------|------------------------|------|------|------|-------|
| | | 1 | 2 | 3 | 4 | Total |
| Heller | 1 Renominate | 27% | 36% | 26% | 27% | 31% |
| renominate | 2 Someone Else | 59% | 43% | 56% | 56% | 51% |
| | 3 Undecided | 14% | 21% | 18% | 17% | 18% |
| Total | | 100% | 100% | 100% | 100% | 100% |

| | | Gender | | |
|------------|----------------|--------|----------|-------|
| | | 1 Male | 2 Female | Total |
| Heller | 1 Renominate | 32% | 30% | 31% |
| renominate | 2 Someone Else | 52% | 50% | 51% |
| | 3 Undecided | 16% | 20% | 18% |
| Total | | 100% | 100% | 100% |

| | | Age range | | | | Total |
|------------|----------------|------------|------------|------------|----------------|-------|
| | | 1 18 to 34 | 2 35 to 54 | 3 55 to 64 | 4 65 and older | |
| Heller | 1 Renominate | 47% | 32% | 26% | 30% | 31% |
| renominate | 2 Someone Else | 42% | 55% | 55% | 50% | 51% |
| | 3 Undecided | 11% | 13% | 19% | 20% | 18% |
| Total | | 100% | 100% | 100% | 100% | 100% |

Question 6 – President Trump endorsement

| | | Race Name | | | | | Total |
|-------------------|-----------------|-----------|-------|----------|-------|-------|-------|
| | | Asian | Black | Hispanic | Other | White | |
| Trump endorsement | 1 More Likely | 69% | 48% | 80% | 63% | 64% | 64% |
| | 2 Less Likely | 6% | 14% | 3% | 25% | 14% | 13% |
| | 3 No Difference | 25% | 38% | 17% | 13% | 22% | 22% |
| Total | | 100% | 100% | 100% | 100% | 100% | 100% |

| | | Voter Score (Out of last 4 primary elections) | | | | |
|-------------------|-----------------|---|------|------|------|-------|
| | | 1 | 2 | 3 | 4 | Total |
| Trump endorsement | 1 More Likely | 67% | 57% | 51% | 66% | 64% |
| | 2 Less Likely | 6% | 24% | 21% | 12% | 13% |
| | 3 No Difference | 28% | 19% | 28% | 22% | 22% |
| Total | | 100% | 100% | 100% | 100% | 100% |

| | | Congressional District | | | | |
|-------------------|-----------------|------------------------|------|------|------|-------|
| | | 1 | 2 | 3 | 4 | Total |
| Trump endorsement | 1 More Likely | 68% | 62% | 67% | 64% | 64% |
| | 2 Less Likely | 13% | 14% | 14% | 12% | 13% |
| | 3 No Difference | 19% | 24% | 19% | 24% | 22% |
| Total | | 100% | 100% | 100% | 100% | 100% |

| | | Gender | | |
|-------------------|-----------------|--------|----------|-------|
| | | 1 Male | 2 Female | Total |
| Trump endorsement | 1 More Likely | 64% | 65% | 64% |
| | 2 Less Likely | 14% | 13% | 13% |
| | 3 No Difference | 22% | 22% | 22% |
| Total | | 100% | 100% | 100% |

| | | Age range | | | | Total |
|-------------------|-----------------|------------|------------|------------|----------------|-------|
| | | 1 18 to 34 | 2 35 to 54 | 3 55 to 64 | 4 65 and older | |
| Trump endorsement | 1 More Likely | 67% | 59% | 59% | 67% | 64% |
| | 2 Less Likely | 11% | 18% | 10% | 13% | 13% |
| | 3 No Difference | 22% | 23% | 31% | 19% | 22% |
| Total | | 100% | 100% | 100% | 100% | 100% |

Appendix A: Nevada regions

