Nevada Poll Results
Tarkanian 44%, Heller 38% (17% 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 500 completed responses.

The survey was conducted October 24-26. The margin of error, with a 95% confidence interval, was 4.4%. The geographic breakdown of the respondents was as follows: 11% from the 1st Congressional District, 42% from the 2nd Congressional District, 25% from the 3rd Congressional District, and 22% 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: What is the likelihood that you will vote in the Nevada Republican primary for Senate in 2018?

Certain to vote	**78%**
Very likely	**7%**
Somewhat likely	**7%**
Somewhat unlikely	**3%** *(Poll terminated)*
Extremely unlikely	**5%** *(Poll terminated)*

Question 2: Are you male or female?

Female	**51%**
Male	**49%**

Question 3: Which age range do you fit under?

18-35	**3%**
36-50	**12%**
51-65	**31%**
66 or older	**54%**

Question 4: What is your ethnic background?

White non-Hispanic	**87%**
Hispanic	**5%**
Other	**8%**

Question 5: If the Republican primary for US Senate were held today and the only candidates were Republican Danny Tarkanian or Republican Dean Heller, for whom would you vote?

Tarkanian	**44% (39% in August)**
Heller	**38% (31% in August)**
Undecided	**17% (31% in August)**

Question 6: Do you have a favorable or unfavorable opinion of Donald Trump?

Extremely Favorable	**63%**	
Somewhat Favorable	**22%**	**85% favorable (80% in August)**
Somewhat Unfavorable	**4%**	
Extremely Unfavorable	**9%**	**13% unfavorable (14% in August)**
No Opinion	**1%**	

Question 7: Do you have a favorable or unfavorable opinion of Danny Tarkanian?

Extremely Favorable	**19%**	
Somewhat Favorable	**40%**	**59% favorable (42% in August)**
Somewhat Unfavorable	**17%**	
Extremely Unfavorable	**7%**	**24% unfavorable (23% in August)**
No Opinion	**18%**	

Question 8: Do you have a favorable or unfavorable opinion of Dean Heller?

Extremely Favorable	**14%**	
Somewhat Favorable	**37%**	**51% favorable (34% in August)**
Somewhat Unfavorable	**29%**	
Extremely Unfavorable	**14%**	**43% unfavorable (48% in August)**
No Opinion	**5%**	

Question 9: Would you be more Likely or less likely to support a Republican candidate for US senate that actively supported the President's agenda?

Much more likely	**70%**	
Somewhat more likely	**16%**	**86% more likely**
Somewhat less likely	**4%**	
Much less likely	**7%**	**11% less likely**
No Difference	**4%**	

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 national implications, given that (1) Senator Heller won his first term in 2012 with a 46-45% plurality, (2) in last year's Presidential election, Hillary Clinton carried the state 48-46%, and (3) Democrats only need a net pickup of three seats if they want to regain the majority. However, as the poll will show, Senator Heller has a more immediate problem: he faces a substantial primary challenge as well.

On the primary ballot test, Tarkanian has a 44-38% lead over Heller (he led 39-31% in August), despite Heller's Congressional experience. Not only does Tarkanian lead in three of Nevada's four Congressional districts, but he has across the board leads from a gender and age perspective as well.

Senator Heller's problems are two-fold: (1) Tarkanian has higher approval ratings (59-24% vs 51-43% for Senator Heller), and (2) President Trump's approval among Republicans is very high (85-13% favorable), and by a similar margin (86-11%), respondents are more likely to support a candidate who "actively supported the President's agenda."

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 5 – Ballot test

		Ethnic Background			
		01-White-Non Hispanic	02-Hispanic	03-Other	Total
Ballot Test	01-Tarkanian	42%	56%	67%	44%
	02-Heller	41%	28%	21%	38%
	03-Undecided	18%	16%	12%	17%
Total		100%	100%	100%	100%

		Congressional District				
		1	2	3	4	Total
Ballot Test	01-Tarkanian	37%	44%	46%	47%	44%
	02-Heller	47%	40%	34%	35%	38%
	03-Undecided	16%	15%	20%	18%	17%
Total		100%	100%	100%	100%	100%

		Gender		
		01-Male	02-Female	Total
Ballot Test	01-Tarkanian	43%	45%	44%
	02-Heller	42%	35%	38%
	03-Undecided	15%	20%	17%
Total		100%	100%	100%

		Age Range				
		18-35	36-50	51-65	66+	Total
Ballot Test	01-Tarkanian	62%	54%	44%	42%	44%
	02-Heller	23%	29%	43%	39%	38%
	03-Undecided	15%	17%	13%	20%	17%
Total		100%	100%	100%	100%	100%

		Ethnic Background			
		01-White-Non Hispanic	02-Hispanic	03-Other	Total
Trump favorability	01-Extremely Favorable	62%	64%	69%	63%
	02-Somewhat Favorable	22%	28%	19%	22%
	03-Somewhat Unfavorable	5%		5%	4%
	04-Extremely Unfavorable	10%	8%	7%	9%
	05-No Opinion	1%			1%
Total		100%	100%	100%	100%

		Congressional District				
		1	2	3	4	Total
Trump favorability	01-Extremely Favorable	54%	60%	68%	67%	63%
	02-Somewhat Favorable	26%	25%	18%	19%	22%
	03-Somewhat Unfavorable	9%	4%	5%	3%	4%
	04-Extremely Unfavorable	9%	10%	8%	11%	9%
	05-No Opinion	2%	2%	1%		1%
Total		100%	100%	100%	100%	100%

		Gender		
		01-Male	02-Female	Total
Trump favorability	01-Extremely Favorable	63%	63%	63%
	02-Somewhat Favorable	21%	23%	22%
	03-Somewhat Unfavorable	5%	4%	4%
	04-Extremely Unfavorable	10%	9%	9%
	05-No Opinion	1%	2%	1%
Total		100%	100%	100%

		Age Range				
		18-35	36-50	51-65	66+	Total
Trump favorability	01-Extremely Favorable	62%	59%	59%	66%	63%
	02-Somewhat Favorable	15%	27%	22%	21%	22%
	03-Somewhat Unfavorable	15%		4%	5%	4%
	04-Extremely Unfavorable	8%	12%	14%	6%	9%
	05-No Opinion		2%	1%	1%	1%
Total		100%	100%	100%	100%	100%

Question 7 – Tarkanian favorability

		Ethnic Background			
		01-White-Non Hispanic	02-Hispanic	03-Other	Total
Tarkanian favorability	01-Extremely Favorable	17%	20%	33%	19%
	02-Somewhat Favorable	38%	60%	43%	40%
	03-Somewhat Unfavorable	18%	8%	7%	17%
	04-Extremely Unfavorable	7%	4%	10%	7%
	05-No Opinion	19%	8%	7%	18%
Total		100%	100%	100%	100%

		Congressional District				
		1	2	3	4	Total
Tarkanian favorability	01-Extremely Favorable	18%	20%	16%	20%	19%
	02-Somewhat Favorable	49%	37%	38%	43%	40%
	03-Somewhat Unfavorable	19%	13%	24%	16%	17%
	04-Extremely Unfavorable	7%	3%	10%	11%	7%
	05-No Opinion	7%	28%	12%	10%	18%
Total		100%	100%	100%	100%	100%

		Gender		
		01-Male	02-Female	Total
Tarkanian favorability	01-Extremely Favorable	22%	16%	19%
	02-Somewhat Favorable	39%	41%	40%
	03-Somewhat Unfavorable	17%	17%	17%
	04-Extremely Unfavorable	8%	6%	7%
	05-No Opinion	14%	21%	18%
Total		100%	100%	100%

		Age Range				
		18-35	36-50	51-65	66+	Total
Tarkanian favorability	01-Extremely Favorable	23%	27%	17%	17%	19%
	02-Somewhat Favorable	46%	36%	38%	41%	40%
	03-Somewhat Unfavorable	8%	14%	19%	17%	17%
	04-Extremely Unfavorable	8%	5%	8%	7%	7%
	05-No Opinion	15%	19%	17%	18%	18%
Total		100%	100%	100%	100%	100%

Question 8 – Heller favorability

		Ethnic Background			
		01-White-Non Hispanic	02-Hispanic	03-Other	Total
Heller favorability	01-Extremely Favorable	15%	16%	7%	14%
	02-Somewhat Favorable	37%	36%	40%	37%
	03-Somewhat Unfavorable	29%	32%	26%	29%
	04-Extremely Unfavorable	13%	12%	26%	14%
	05-No Opinion	6%	4%		5%
Total		100%	100%	100%	100%

		Congressional District				
		1	2	3	4	Total
Heller favorability	01-Extremely Favorable	19%	18%	10%	9%	14%
	02-Somewhat Favorable	39%	37%	34%	42%	37%
	03-Somewhat Unfavorable	21%	29%	33%	27%	29%
	04-Extremely Unfavorable	12%	12%	16%	17%	14%
	05-No Opinion	9%	3%	7%	5%	5%
Total		100%	100%	100%	100%	100%

		Gender		
		01-Male	02-Female	Total
Heller favorability	01-Extremely Favorable	15%	14%	14%
	02-Somewhat Favorable	39%	36%	37%
	03-Somewhat Unfavorable	28%	30%	29%
	04-Extremely Unfavorable	15%	13%	14%
	05-No Opinion	3%	7%	5%
Total		100%	100%	100%

		Age Range				
		18-35	36-50	51-65	66+	Total
Heller favorability	01-Extremely Favorable	8%	17%	15%	14%	14%
	02-Somewhat Favorable	46%	29%	36%	39%	37%
	03-Somewhat Unfavorable	15%	32%	27%	30%	29%
	04-Extremely Unfavorable	23%	17%	14%	13%	14%
	05-No Opinion	8%	5%	7%	4%	5%
Total		100%	100%	100%	100%	100%

Question 9 – Support Trump agenda

		Ethnic Background			
		01-White-Non Hispanic	02-Hispanic	03-Other	Total
Support Trump agenda	01-Much More Likely	70%	68%	71%	70%
	02-Somewhat More Likely	16%	16%	17%	16%
	03-Somewhat Less Likely	4%			4%
	04-Much Less Likely	6%	8%	7%	7%
	05-No Difference	4%	8%	5%	4%
Total		100%	100%	100%	100%

		Congressional District				
		1	2	3	4	Total
Support Trump agenda	01-Much More Likely	60%	68%	74%	75%	70%
	02-Somewhat More Likely	23%	18%	11%	14%	16%
	03-Somewhat Less Likely	5%	3%	3%	4%	4%
	04-Much Less Likely	7%	6%	6%	7%	7%
	05-No Difference	5%	5%	5%	1%	4%
Total		100%	100%	100%	100%	100%

		Gender		
		01-Male	02-Female	Total
Support Trump agenda	01-Much More Likely	69%	71%	70%
	02-Somewhat More Likely	19%	13%	16%
	03-Somewhat Less Likely	4%	3%	4%
	04-Much Less Likely	7%	7%	7%
	05-No Difference	2%	6%	4%
Total		100%	100%	100%

		Age Range				
		18-35	36-50	51-65	66+	Total
Support Trump agenda	01-Much More Likely	62%	69%	68%	72%	70%
	02-Somewhat More Likely	31%	8%	15%	17%	16%
	03-Somewhat Less Likely		2%	4%	4%	4%
	04-Much Less Likely		8%	10%	5%	7%
	05-No Difference	8%	12%	3%	3%	4%
Total		100%	100%	100%	100%	100%

Appendix A: Nevada regions