

# Toplines - Nevada General Election Poll

## Survey Project Overview

- Prepared by: Providence
- Contact: David Wolfson, Woodrow Johnston
- Survey Name: Nevada General Election Poll
- Survey Modes: SMS/Text to Web
- Sample Size: n=538
- 95% Confidence Level
- $\pm 4\%$  Margin of Error
- Survey Dates: October 22-23, 2024
- Post-stratified on Age, Gender, Party, DMA, and Race, with 2024 General Election turnout weights applied to balance these factors. Due to weighting and rounded calculations, not all responses may total exactly n538

## Questionnaire Sections

1. Screening Questions
2. Subject Matter Questions
3. Demographic and Behavioral Questions
4. Precoded Variables

# Screening Questions

## q1\_18+

Are you 18 years of age or older?

Q1	%	
Yes	538	100
No	0	0

## q2\_Registered

Are you registered to vote in the state of Nevada?

Q2	%	
Yes	538	100
No	0	0
Not Sure	0	0

## q3\_VoterPropensity

How likely are you to vote in this November's Presidential election out of the following options?

Q3	%	
Extremely Likely	495	92.0
Very Likely	24	4.5
Somewhat Likely	19	3.5
Not Very Likely	0	0.0
Not Likely at All	0	0.0

# Subject Matter Questions

## q5\_Senate

If the 2024 U.S. Senate election were held today, who would you vote for?

Q5		%
Sam Brown, Republican	255	47.4
Chris Cunningham, Libertarian	6	1.1
Janine Hansen, Independent American Party	5	0.9
Jacky S. Rosen, Democratic	258	48.0
None of These Candidates	14	2.6

# Demographic and Behavioral Questions

## q6\_Ideology

Do you consider yourself to be...

Q6		%
Very Conservative	98	18.2
Somewhat Conservative	120	22.3
Moderate	153	28.4
Somewhat Progressive	66	12.3
Liberal	101	18.8

## q7\_Religion

If you have one, what is your religious affiliation?

Q7		%
Another Religion	42	7.8
Catholic	133	24.7
Evangelical, Born-Again Protestant (non-denominational Evangelical, Pentecostal, Church of God)	72	13.4
Jewish	12	2.2
Mainline Protestant (Methodist, Lutheran, Episcopal, Anglican, etc.)	65	12.1
Mormon/Church of Jesus Christ of Latter Day Saints	18	3.3
Muslim	2	0.4
Not Religious	163	30.2
Orthodox (Eastern or Oriental)	5	0.9
Unsure	27	5.0

## q8\_Education

What is the last grade you completed in school?

Q8		%
Bachelor's Degree	154	28.6
Graduate Degree, such as a Master's degree, professional degree, or PhD	129	24.0
High School Degree or less	80	14.9
Some College	175	32.5

## q9\_Ethnicity

What is your Race?

Q9		%
African-American, Non-Hispanic	23	4.3
Asian	27	5.0
Biracial	11	2.0
Hispanic	95	17.7
Other	31	5.8
White, Non-Hispanic	351	65.2

# Precoded Variables

## q10\_PartyRegistration

Are you registered as a... (Pre-Coded)

Party		%
Democrat	194	36.1
Independent	161	29.9
Republican	183	34.0

## q11\_Age

Which of the following is your age range? (Pre-Coded)

Age_Group		%
18-34	100	18.6
35-54	174	32.3
55-64	97	18.0
65+	168	31.2

## q12\_Gender

What is your gender? (Pre-Coded)

Gender		%
Female	279	51.9
Male	258	48.0
Other	1	0.2

## Media Market

What is your media market (DMA)? (Pre-Coded)

DMA		%
LAS VEGAS	385	71.6
OTHER	8	1.5
RENO	145	27.0