

Clarke County Survey

Summary:

Project Liberty conducted a three day door to door voter survey in Clarke County Nevada during October 2015. This project was funded by a generous donation from a Las Vegas area resident. Project Liberty students from the University of Oregon, University Nevada Las Vegas and Northern Arizona University participated under the supervised by Project Liberty National Director, Matthew Mathis.

The goal of this survey was twofold: first, to understand voter attitudes regarding a number of national and Nevada state centered topics. Second, to test our unique approach which encompasses having canvassers engage in very long conversations with voters on their doorstep for the purpose of

both building a relationship and to better understand what pushes their political 'hot buttons'.

Highlights from this survey.

- Voters in CD3 are largely undecided on choosing 1 of 4 Republicans (no Democrat was filed at the time)
- Voters didn't know about the legislature and Governor's 1.4 Billion dollar tax increase but most would vote to repeal it
- 91% of surveyed voters had health insurance
- Most voters hadn't seen the Planned Parenthood video about selling baby parts and didn't want government funding to them stopped
- Hillary Clinton edges out Donald Trump,
- Voters were fairly evenly split on whether government controls too much of their lives and if government should read emails and listen to phone calls without a warrant
- Congressman Denny Heck is the favorite in the US Senate race though just as many are undecided.

Methodology:

Four canvassers plus a supervising canvasser knocked on 1003 doors and conducted a total of 180 surveys over a three day period in October 2015. Project Liberty typically teaches canvassers skills that emphasize short concise conversations at the door. However, in this field test, we wanted to see how long our canvassers could stay engaged at the door with a voter gaining valuable data on how the voter feels about issues or candidates on an emotional level. The average time our canvassers spent at the door in this test was 12 minutes

(normal time 2 to 3 minutes). This longer time at the door is reflected in the number of surveys fully completed.

We asked 11 questions regarding both Congressional and Presidential candidates (those filed to run at the time), and state or national issues that had been in the news recently. Additionally, we wanted to measure voter intensity as Clarke County's voting participation has been spotty in the past and we wanted to know what motivates voters. We asked if they had voted in the last Presidential election and then compared their answer with official county data to determine the truthfulness of their answers and the likelihood of them voting in 2016.

We targeted precincts that had a similar mix of voters from disparate socio-economic backgrounds. Our canvassers only knocked on doors one time (normally we conduct multiple knocks until the voter is home) and the results are from those voters who happened to be home at the time. We purposefully knocked on doors during late afternoon and evening hours when the majority of voters might be home. To avoid bias canvassers were instructed to shuffle the order of the questions between doors.

Clarke County has a total of 756,148 registered voters; 330,791 registered Democrat voters; 233,165 registered Republican voters; 39,038 "other" voters; and a large non-partisan voter base of 153,154 voters.

Of those who responded to our canvassers, the majority were nonpartisan followed by Republicans, Democrats, and American Independent in that order.

Non-partisan: 40.26%

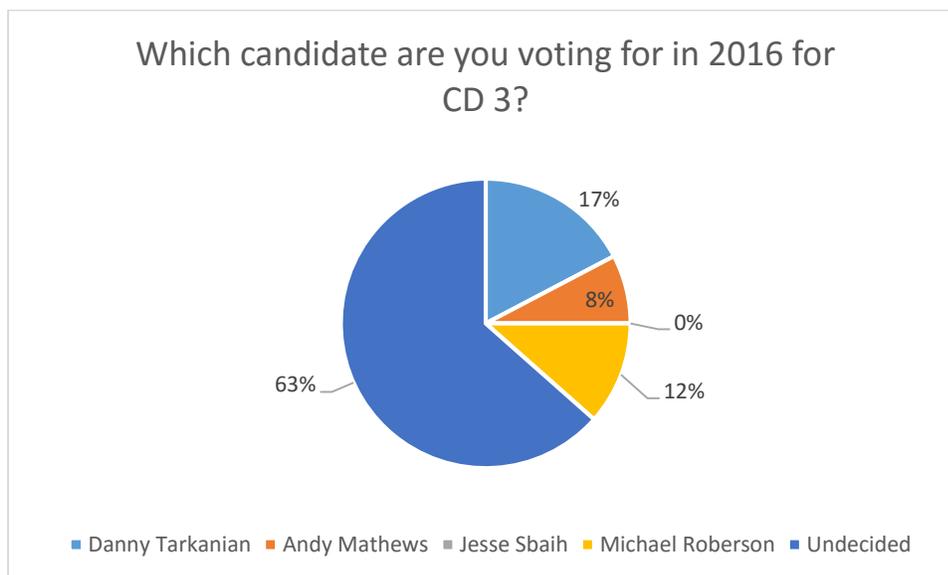
Republican: 33.11%

Democrat: 16.88%

American Independent: 9.74%

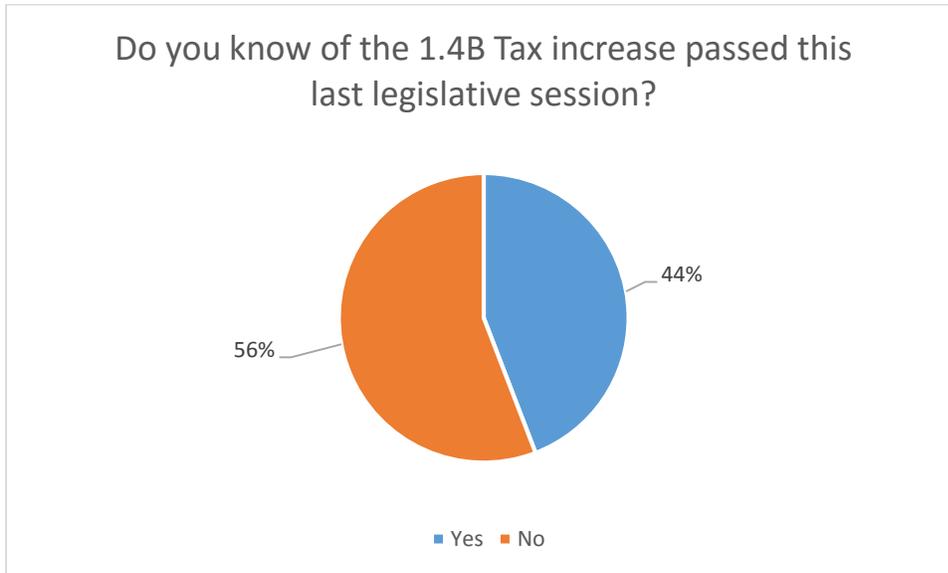
Results:

Question: Which candidate are you voting for in 2016 in CD 3?



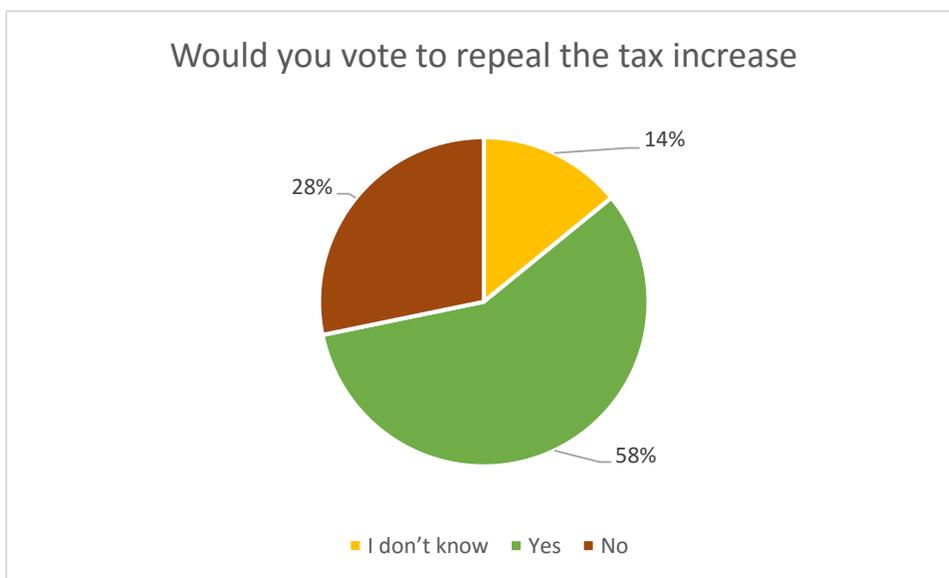
We asked voters about who they would support for CD 3. Most were undecided with more voters choosing Danny Tarkanian over other candidates like Andy Mathews or Michael Roberson who are not as well known.

Question: Do you know about the 1.4B tax increase?



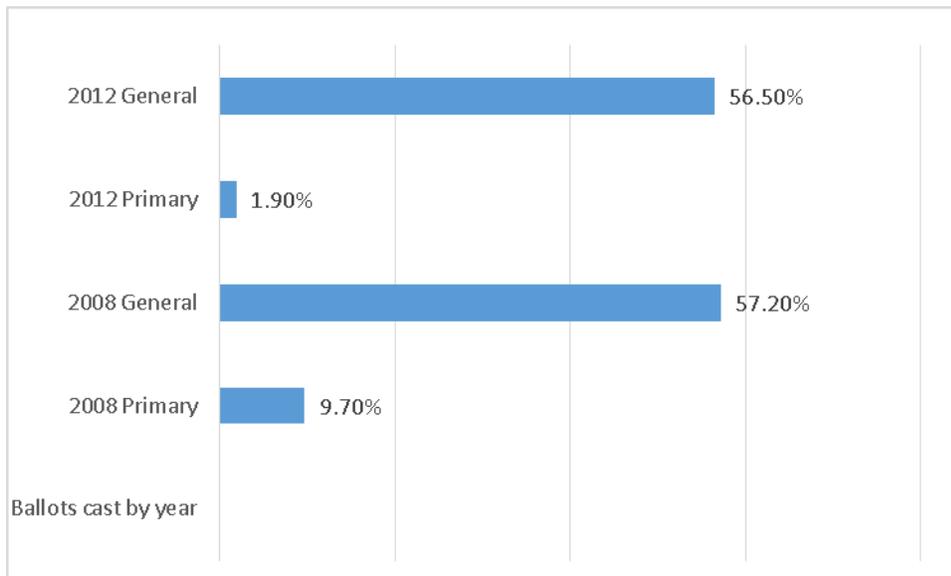
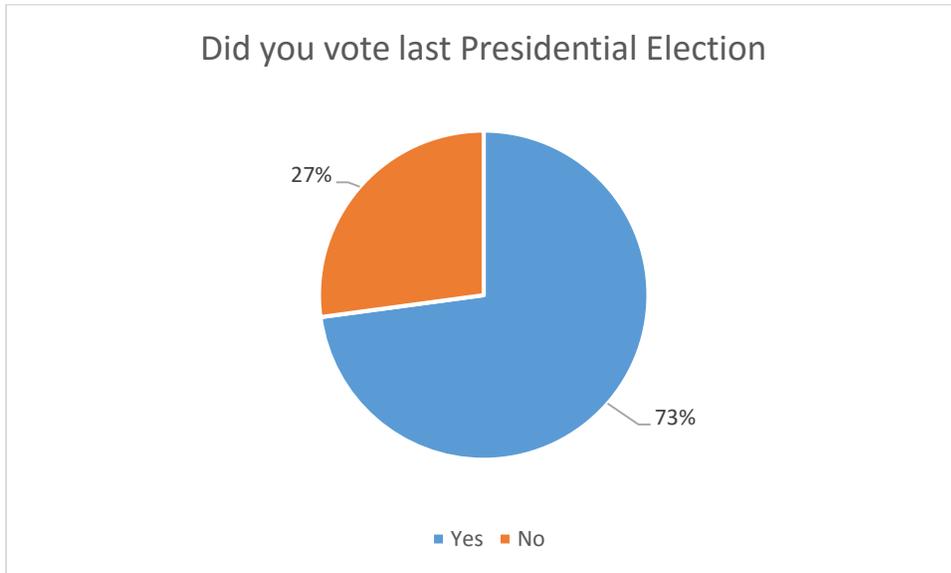
Currently, within the state of Nevada, Republicans have control of every branch of state government. Nonetheless, this has still led to one of the largest tax increases in the country. Project Liberty researchers on the ground found that the majority of people did not understand nor did they even know about these tax increases.

Would you vote to repeal the tax increase?



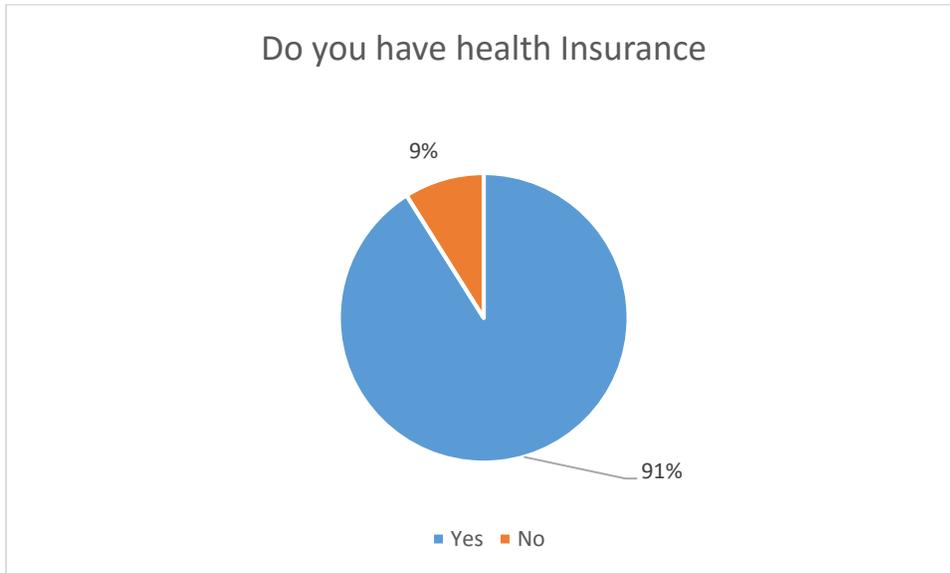
The majority of respondents indicated they would vote to repeal the tax increase. The most common reason given by those who supported the tax increase was because they believed it would support education.

Did You Vote in Last Presidential Election?



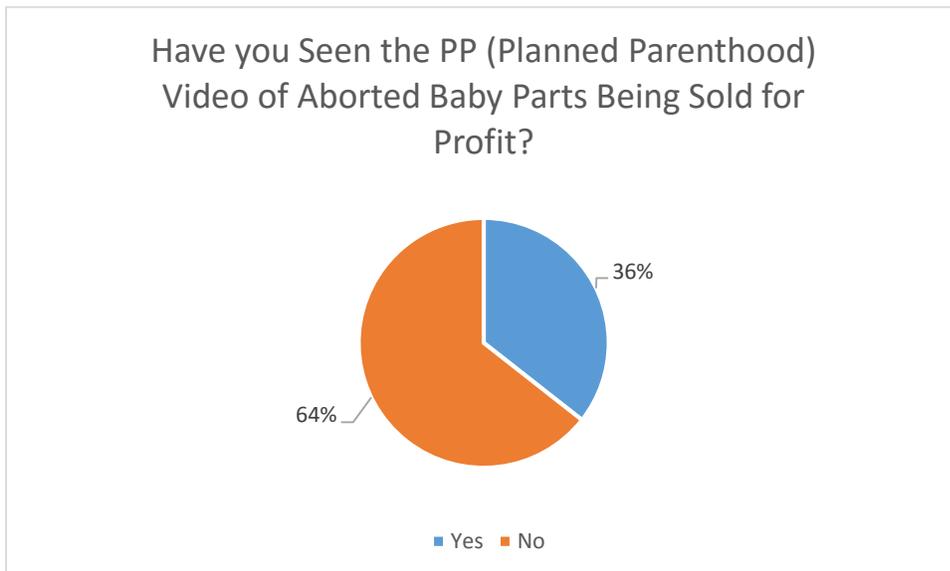
The voter participation in the last Presidential election was slightly lower than our group of respondents. Note: voter enthusiasm in non-Presidential elections is dramatically lower, a perplexing data point.

Do you have health Insurance?



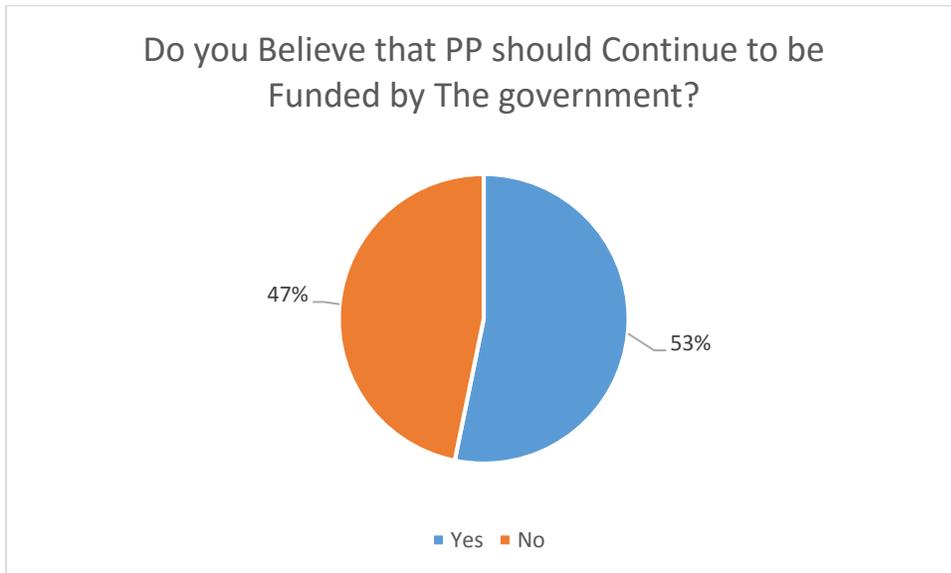
Respondent survey results indicate that ObamaCare mandated health insurance has not provided 100% coverage.

Have you Seen the Planned Parenthood Video of Aborted Baby Parts Being Sold for Profit?



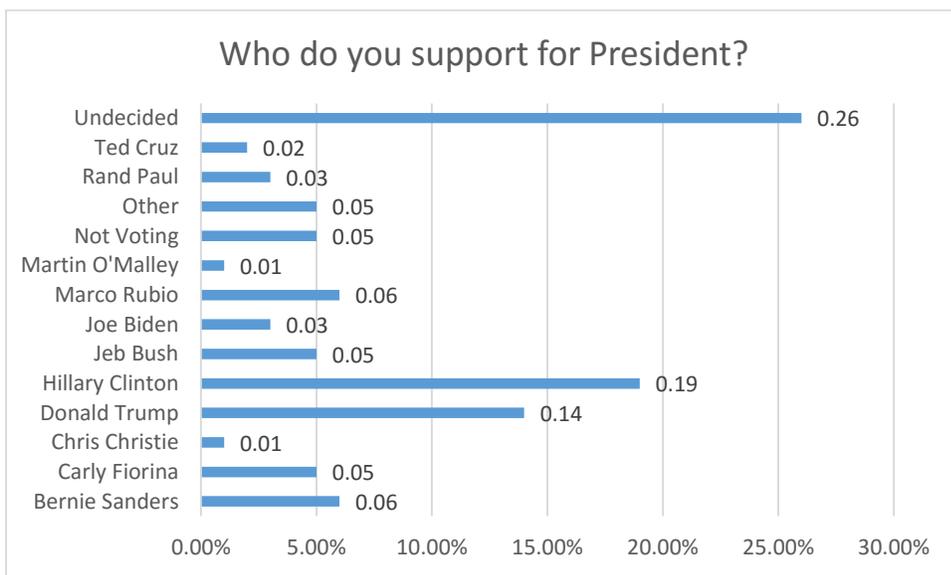
The majority of respondents indicated they most were unaware of the controversy a surprising result given the immense amount of media attention the issue received.

Do you believe that PP should Continue to be Funded by the Government?



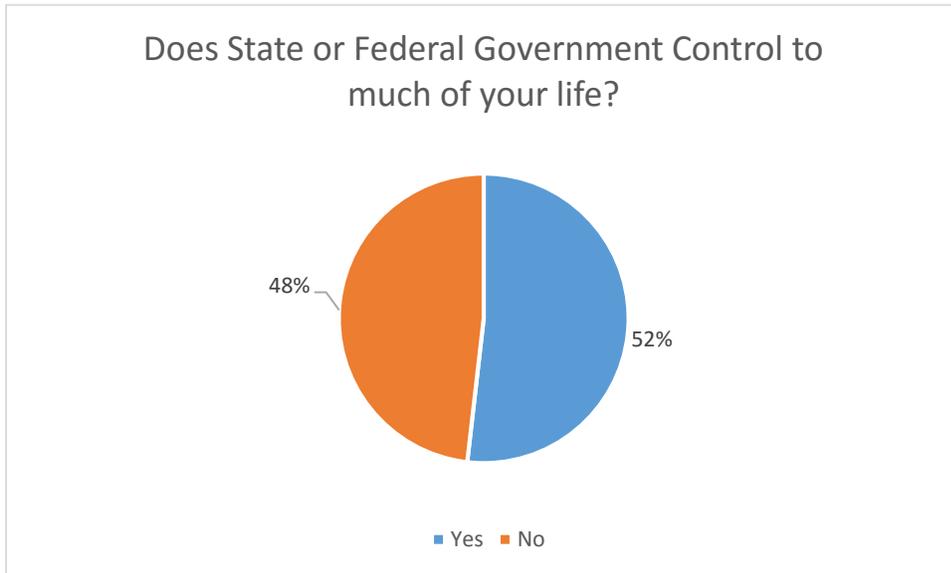
Of those who indicated support for continued government funding the main reason was because they believed the videos had been edited and weren't truthful.

Who do you support for President? (%)



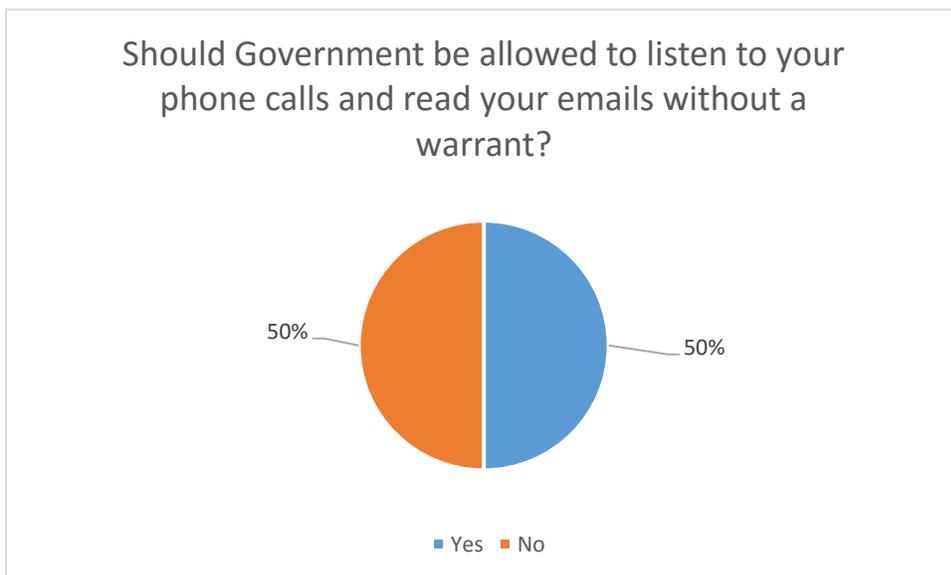
Obviously, the majority of respondents were undecided with Clinton and Trump gathering the largest support. Of note, not all Republican candidates were listed in our question.

Does state or Federal government control too much of your life?



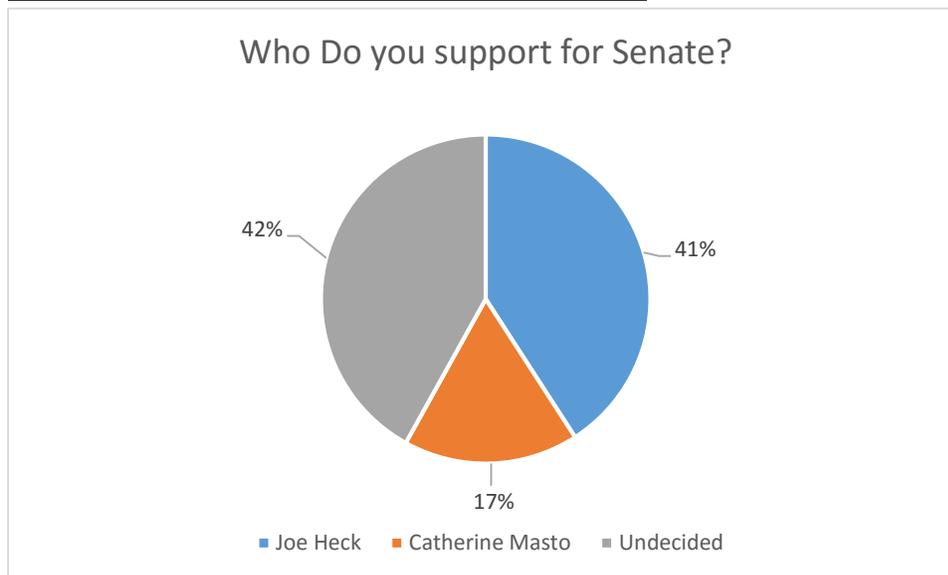
Respondents were nearly evenly split on this question presenting an opportunity for persuasion.

Should government be allowed to read your emails or listen to your phone calls without a warrant?



Respondents were evenly split regarding issues of privacy from government surveillance indicating an issue that is also ripe for persuasion.

Who are you supporting for Senate?



Clearly Joe Heck has a commanding lead with an equal number of respondents undecided. We received many comments indicating that he is quite popular amongst respondents across party lines.

One of our goals from this experiment was to gain insight into the mindset of voters regarding the questions we asked. We made it a point to dive deep into their answers by asking “why” after their answer. Our canvassers recorded their answers using software on their smart phones at the door. All comments were placed into our database for this survey. Here are two examples of non-partisan voters we talked with and their thoughts about certain questions, providing actionable intelligence for future use.

J. Jones

Chris Christie Supporter

Party: Non-partisan

Mosaic Score: Progressive Potpourri : His parents or home owners are who this score is more likely to belong to (Mature, couples with comfortable and active lives in middle-class suburbs)

Estimated home value: \$200,892

Age: 19

No degree or education data found

No estimated income data.

Jones told us in answering the questions that he wasn't pleased with how the state and fed was spending his money. Didn't know of the tax increase. Would repeal it though as taxes are too high. He voted regularly and Obamacare has hurt his family by raising costs. He even said he would like to see it go back to a state by state plan. Had no opinion on PP stuff did say he would support Chris Christie and vote for Heck and Tarkanian. In the end the voter says he wants smaller government.

J. Ferguson

Undecided

Party: non-partisan

Mosaic Score: Digital Dependent : Mix of Generation Y and X singles who live digital-driven, urban lifestyles

Estimated home value: \$267,278

age: 59

HS diploma

J Ferguson told us government should be reduced in size and he had never heard of the 1.4 billion dollar tax increase. He voiced that his taxes are too high but supported Obamacare. Said the biggest issue isn't Obamacare in his mind but management of public lands. Thought PP should keep being funded and had not seen the PP videos. Believed we need an organization to help with reproduction and all of the things PP does. He was undecided for all elected offices.

