

FOR IMMEDIATE RELEASE

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Rory Reid Closes But Sandoval Still Has Majority

Raleigh, N.C. – Almost three months since PPP last polled Nevada, Republican gubernatorial contender Brian Sandoval still has 52% of the vote, but his Democratic opponent, Rory Reid, has crept closer, from 38% to 43%.

The closing of the gap has come entirely from Reid consolidating his Democratic support. He was up only 70-17 with his base in July, with 12% undecided. Sandoval, at the same time, had already locked up his partisans, at 86-7. But now Reid almost matches Sandoval, 82-13 to the Republican's 88-9. Sandoval's lead with independents remains an insurmountable gulf, at 62-33, slightly up from 55-28.

The pro-Republican enthusiasm gap of about 10 points has actually remained relatively steady since July, when in some states Democrats have become more or less enthused about voting as the election approaches. But if this were 2008, this would be a nail-biter, with each candidate at 48%, Sandoval with just slightly more than Reid.

Reid is overcoming a 26-point differential between the two candidates' favorability ratings, with the Democrat at 38-44 and Sandoval at 52-32. Both candidates have become more popular by about the same amount since July, Reid up from 34-48 and Sandoval from 42-31. Sandoval's impressive personal numbers seem to override Nevadans' dislike of their current Republican governor, the scandal-plagued Jim Gibbons, who remains tied with Ed Rendell and Pat Quinn for the third least popular of 31 governors on which PPP has polled in 2010.

“The good news for Rory Reid is that he's gaining support,” said Dean Debnam, President of Public Policy Polling. “The bad news for him is that Brian Sandoval is remaining steady over the 50% mark. This still looks like a very tough office for Democrats to pick up.”

PPP surveyed 504 likely Nevada voters from October 7th to 9th. The margin of error for the survey is +/-4.4%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

Complete results are attached, and can be found at www.publicpolicypolling.com.



Nevada Survey Results

Q1 The candidates for Governor are Democrat Rory Reid and Republican Brian Sandoval. If the election was today, who would you vote for?

Rory Reid..... 43%
Brian Sandoval 52%
Undecided..... 5%

Q2 Do you have a favorable or unfavorable opinion of Rory Reid?

Favorable..... 38%
Unfavorable 44%
Not sure..... 18%

Q3 Do you have a favorable or unfavorable opinion of Brian Sandoval?

Favorable..... 52%
Unfavorable 32%
Not sure..... 15%

Q4 Do you approve or disapprove of Governor Jim Gibbons' job performance?

Approve25% *Not sure*14%
Disapprove.....61%

Q5 Who did you vote for President in 2008?

John McCain..... 46%
Barack Obama..... 48%
Someone else/Don't remember 6%

Q6 If you are a liberal, press 1. If a moderate, press 2. If a conservative, press 3.

Liberal..... 19%
Moderate..... 46%
Conservative..... 35%

Q7 If you are a woman, press 1. If a man, press 2.

Woman 49%
Man..... 51%

Q8 If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

Democrat..... 41%
Republican..... 40%
Independent/Other..... 19%

Q9 If you are Hispanic, press 1. If white, press 2. If African-American, press 3. If other, press 4.

Hispanic..... 17%
White 68%
African-American 9%
Other..... 6%

Q10 If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.

18 to 29..... 6%
30 to 45..... 26%
46 to 65..... 42%
Older than 65..... 26%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Reid/Sandoval				
Rory Reid	43%	7%	80%	20%
Brian Sandoval	52%	91%	14%	55%
Undecided	5%	1%	6%	24%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Rory Reid Favorability				
Favorable	38%	7%	71%	15%
Unfavorable	44%	78%	10%	48%
Not sure	18%	15%	18%	37%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Sandoval Favorability				
Favorable	52%	82%	24%	51%
Unfavorable	32%	6%	58%	33%
Not sure	15%	12%	19%	16%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Gibbons Approval				
Approve	25%	42%	10%	13%
Disapprove	61%	39%	82%	65%
Not sure	14%	19%	8%	21%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Reid/Sandoval				
Rory Reid	43%	85%	53%	9%
Brian Sandoval	52%	13%	40%	89%
Undecided	5%	2%	7%	3%

	Base	Ideology		
		Liberal	Moderate	Conservative
Rory Reid Favorability				
Favorable	38%	67%	49%	9%
Unfavorable	44%	10%	32%	77%
Not sure	18%	24%	18%	14%

	Base	Ideology		
		Liberal	Moderate	Conservative
Sandoval Favorability				
Favorable	52%	19%	46%	78%
Unfavorable	32%	63%	38%	9%
Not sure	15%	18%	16%	13%

	Base	Ideology		
		Liberal	Moderate	Conservative
Gibbons Approval				
Approve	25%	13%	15%	43%
Disapprove	61%	75%	73%	38%
Not sure	14%	12%	11%	19%





Crosstabs

	Base	Gender	
		Woman	Man
Reid/Sandoval			
Rory Reid	43%	47%	39%
Brian Sandoval	52%	49%	55%
Undecided	5%	4%	5%

	Base	Gender	
		Woman	Man
Rory Reid Favorability			
Favorable	38%	41%	36%
Unfavorable	44%	39%	48%
Not sure	18%	20%	16%

	Base	Gender	
		Woman	Man
Sandoval Favorability			
Favorable	52%	48%	57%
Unfavorable	32%	34%	30%
Not sure	15%	18%	13%

	Base	Gender	
		Woman	Man
Gibbons Approval			
Approve	25%	22%	27%
Disapprove	61%	62%	60%
Not sure	14%	15%	13%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Reid/Sandoval				
Rory Reid	43%	82%	9%	33%
Brian Sandoval	52%	13%	88%	62%
Undecided	5%	6%	4%	5%

	Base	Party		
		Democrat	Republican	Independent/Other
Rory Reid Favorability				
Favorable	38%	72%	9%	28%
Unfavorable	44%	10%	74%	54%
Not sure	18%	19%	17%	18%

	Base	Party		
		Democrat	Republican	Independent/Other
Sandoval Favorability				
Favorable	52%	20%	82%	61%
Unfavorable	32%	60%	7%	25%
Not sure	15%	20%	11%	14%

	Base	Party		
		Democrat	Republican	Independent/Other
Gibbons Approval				
Approve	25%	8%	41%	28%
Disapprove	61%	81%	41%	58%
Not sure	14%	10%	18%	15%





Crosstabs

	Base	Race			
		Hispanic	White	African-American	Other
Reid/Sandoval					
Rory Reid	43%	53%	37%	73%	46%
Brian Sandoval	52%	40%	58%	25%	54%
Undecided	5%	7%	5%	2%	-

	Base	Race			
		Hispanic	White	African-American	Other
Rory Reid Favorability					
Favorable	38%	46%	33%	63%	43%
Unfavorable	44%	33%	50%	14%	48%
Not sure	18%	21%	17%	24%	9%

	Base	Race			
		Hispanic	White	African-American	Other
Sandoval Favorability					
Favorable	52%	41%	59%	25%	46%
Unfavorable	32%	44%	26%	50%	37%
Not sure	15%	15%	14%	25%	17%

	Base	Race			
		Hispanic	White	African-American	Other
Gibbons Approval					
Approve	25%	34%	23%	14%	34%
Disapprove	61%	54%	61%	75%	57%
Not sure	14%	12%	15%	11%	9%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Reid/Sandoval					
Rory Reid	43%	36%	41%	43%	47%
Brian Sandoval	52%	64%	51%	53%	50%
Undecided	5%	-	9%	4%	4%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Rory Reid Favorability					
Favorable	38%	33%	35%	39%	43%
Unfavorable	44%	47%	42%	47%	39%
Not sure	18%	20%	23%	14%	18%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Sandoval Favorability					
Favorable	52%	67%	51%	51%	52%
Unfavorable	32%	33%	31%	32%	33%
Not sure	15%	-	19%	16%	15%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Gibbons Approval					
Approve	25%	40%	22%	25%	23%
Disapprove	61%	60%	59%	61%	63%
Not sure	14%	-	19%	13%	14%

