



FOR IMMEDIATE RELEASE

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## **Nevadans on Adelson, Brothels, Ensign, Etc.**

**Raleigh, N.C.** – Despite the national profile he's taken on this year Sheldon Adelson is still largely unknown in Nevada. 56% of voters don't enough about him to have an opinion one way or the other. He gets negative reviews from the folks who are familiar with him- 17% rate him positively to 27% with a negative opinion. Republicans narrowly like him (22/16) but Democrats are considerably more unified in their dislike of him (10/41).

There's one thing Nevada voters across party lines can agree on: they love them some brothels. 64% think brothels should be legal to only 23% who think they should be illegal. The most striking thing in these numbers is that an equal 66% of Democrats and Republicans each think that brothels should be legal. In late March we found that only 20% of Nevada GOP voters supported gay marriage so that's an interesting take on family values there.

Nevada voters have a more positive image of Reno than they do of Las Vegas, although both cities poll pretty well. 58% have a favorable view of Reno to 13% with a negative one. Las Vegas comes down at 53% positive and 26% unfavorable. The cities have very similar numbers among Democrats and independents. What puts Reno ahead overall is that it's at 65/7 with Republicans while Vegas gets a weaker 52/27 rating from them.

We've had a lot of bad news for John Ensign over the years so here's a change of pace. The former Senator recently returned to his previous profession as a veterinarian, and 54% of Nevada pet owners say they would trust Ensign with their pets to only 29% who would not. Given that he left office with a 29/55 approval rating it's clear voters like him a lot more as a vet than they did as a Senator.

Democrats lead the generic legislative ballot 43-39. Their voters are a little bit more united than the Republicans right now, and they also have a 32-30 advantage with independents.

PPP surveyed 500 Nevada voters from June 7<sup>th</sup> to 10<sup>th</sup>. The margin of error for the survey is +/-4.4%. This poll was not paid for or authorized by any campaign or political organization. PPP surveys are conducted through automated telephone interviews.





## Nevada Survey Results

- Q1** If the election for the state legislature was held today, would you vote Democratic or Republican?
- Democratic*..... 43%
  - Republican*..... 39%
  - Not sure* ..... 17%
- Q2** Do you have a favorable or unfavorable opinion of Sheldon Adelson?
- Favorable*..... 17%
  - Unfavorable* ..... 27%
  - Not sure* ..... 56%
- Q3** Do you have a favorable or unfavorable opinion of Steve Wynn?
- Favorable*..... 30%
  - Unfavorable* ..... 29%
  - Not sure* ..... 42%
- Q4** Do you think that brothels should be legal or illegal in Nevada?
- Legal*..... 64%
  - Illegal* ..... 23%
  - Not sure* ..... 13%
- Q5** Do you have a favorable or unfavorable opinion of the city of Las Vegas?
- Favorable*..... 53%
  - Unfavorable* ..... 26%
  - Not sure* ..... 21%
- Q6** Do you have a favorable or unfavorable opinion of the city of Reno?
- Favorable*..... 58%
  - Unfavorable* ..... 13%
  - Not sure* ..... 30%
- Q7** Do you believe in UFOs, or not?
- Believe in UFOs*..... 23%
  - Do not*..... 56%
  - Not sure* ..... 21%
- Q8** Do you own pets, or not?
- Own pets* ..... 66%
  - Do not*..... 34%
- Q9** (*Pet owners only:*) Former Senator John Ensign is now a veterinarian. Would you trust your pets with him, or not?
- Would trust pets with Ensign*..... 54%
  - Would not*..... 29%
  - Not sure* ..... 17%
- Q10** Who did you vote for President in 2008?
- John McCain*..... 41%
  - Barack Obama*..... 50%
  - Someone else/Don't remember* ..... 9%
- Q11** Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?
- Very liberal*..... 12%
  - Somewhat liberal* ..... 17%
  - Moderate*..... 34%
  - Somewhat conservative*..... 23%
  - Very conservative* ..... 14%
- Q12** If you are a woman, press 1. If a man, press 2.
- Woman* ..... 53%
  - Man*..... 47%





**Q13** 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* ..... 40%  
*Republican*..... 38%  
*Independent/Other*..... 21%

**Q14** If you are Hispanic, press 1. If white, press 2. If African-American, press 3. If other, press 4.

*Hispanic*..... 12%  
*White* ..... 72%  
*African-American* ..... 7%  
*Other*..... 9%

**Q15** 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*..... 14%  
*30 to 45*..... 30%  
*46 to 65*..... 36%  
*Older than 65*..... 20%





**Crosstabs**

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Generic Leg. Ballot</b>				
Democratic	43%	11%	71%	36%
Republican	39%	74%	11%	39%
Not sure	17%	15%	18%	26%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Adelson Favorability</b>				
Favorable	17%	26%	9%	17%
Unfavorable	27%	18%	37%	17%
Not sure	56%	57%	53%	66%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Wynn Favorability</b>				
Favorable	30%	41%	20%	31%
Unfavorable	29%	20%	39%	13%
Not sure	42%	39%	42%	56%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Brothels Legal/Illegal</b>				
Legal	64%	63%	67%	53%
Illegal	23%	24%	21%	30%
Not sure	13%	13%	12%	17%





**Crosstabs**

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Vegas Favorability</b>				
<b>Favorable</b>	53%	57%	49%	55%
<b>Unfavorable</b>	26%	25%	27%	24%
<b>Not sure</b>	21%	18%	24%	21%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Reno Favorability</b>				
<b>Favorable</b>	58%	64%	53%	49%
<b>Unfavorable</b>	13%	9%	15%	19%
<b>Not sure</b>	30%	27%	32%	32%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Believe in UFOs?</b>				
<b>Believe in UFOs</b>	23%	21%	26%	7%
<b>Do not</b>	56%	57%	58%	38%
<b>Not sure</b>	21%	22%	16%	55%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Own Pets?</b>				
<b>Own pets</b>	66%	68%	66%	60%
<b>Do not</b>	34%	32%	34%	40%





**Crosstabs**

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Trust Pets w/ Ensign?</b>				
<b>Would trust pets with Ensign</b>	54%	67%	40%	71%
<b>Would not</b>	29%	11%	47%	16%
<b>Not sure</b>	17%	22%	13%	13%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Generic Leg. Ballot</b>						
<b>Democratic</b>	43%	80%	78%	45%	16%	14%
<b>Republican</b>	39%	10%	4%	29%	70%	79%
<b>Not sure</b>	17%	10%	17%	27%	14%	7%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Adelson Favorability</b>						
<b>Favorable</b>	17%	12%	14%	14%	17%	31%
<b>Unfavorable</b>	27%	48%	39%	27%	14%	19%
<b>Not sure</b>	56%	40%	48%	59%	68%	50%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Wynn Favorability</b>						
<b>Favorable</b>	30%	29%	23%	21%	41%	38%
<b>Unfavorable</b>	29%	40%	40%	28%	21%	19%
<b>Not sure</b>	42%	31%	38%	51%	37%	43%





**Crosstabs**

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Brothels Legal/Illegal</b>						
<b>Legal</b>	64%	72%	71%	64%	65%	50%
<b>Illegal</b>	23%	15%	20%	22%	22%	38%
<b>Not sure</b>	13%	14%	9%	14%	14%	12%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Vegas Favorability</b>						
<b>Favorable</b>	53%	45%	70%	48%	58%	42%
<b>Unfavorable</b>	26%	27%	18%	28%	24%	31%
<b>Not sure</b>	21%	28%	12%	24%	18%	27%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Reno Favorability</b>						
<b>Favorable</b>	58%	45%	54%	58%	70%	50%
<b>Unfavorable</b>	13%	19%	22%	14%	4%	9%
<b>Not sure</b>	30%	36%	24%	29%	25%	41%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Believe in UFOs?</b>						
<b>Believe in UFOs</b>	23%	32%	18%	26%	22%	14%
<b>Do not</b>	56%	57%	59%	50%	54%	68%
<b>Not sure</b>	21%	11%	24%	24%	24%	18%





**Crosstabs**

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Own Pets ?</b>						
Own pets	66%	70%	59%	75%	65%	53%
Do not	34%	30%	41%	25%	35%	47%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Trust Pets w/ Ensign?</b>						
Would trust pets with Ensign	54%	50%	38%	46%	66%	75%
Would not	29%	44%	44%	35%	11%	15%
Not sure	17%	6%	18%	19%	23%	10%

	Base	Gender	
		Woman	Man
<b>Generic Leg. Ballot</b>			
Democratic	43%	45%	41%
Republican	39%	35%	44%
Not sure	17%	19%	15%

	Base	Gender	
		Woman	Man
<b>Adelson Favorability</b>			
Favorable	17%	12%	22%
Unfavorable	27%	22%	34%
Not sure	56%	66%	44%







**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Wynn Favorability</b>			
<b>Favorable</b>	<b>30%</b>	25%	35%
<b>Unfavorable</b>	<b>29%</b>	25%	32%
<b>Not sure</b>	<b>42%</b>	50%	32%

	Base	Gender	
		Woman	Man
<b>Brothels Legal/Illegal</b>			
<b>Legal</b>	<b>64%</b>	57%	72%
<b>Illegal</b>	<b>23%</b>	28%	17%
<b>Not sure</b>	<b>13%</b>	15%	10%

	Base	Gender	
		Woman	Man
<b>Vegas Favorability</b>			
<b>Favorable</b>	<b>53%</b>	49%	58%
<b>Unfavorable</b>	<b>26%</b>	26%	25%
<b>Not sure</b>	<b>21%</b>	25%	17%

	Base	Gender	
		Woman	Man
<b>Reno Favorability</b>			
<b>Favorable</b>	<b>58%</b>	53%	62%
<b>Unfavorable</b>	<b>13%</b>	12%	13%
<b>Not sure</b>	<b>30%</b>	34%	24%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Believe in UFOs ?</b>			
<b>Believe in UFOs</b>	<b>23%</b>	24%	22%
<b>Do not</b>	<b>56%</b>	55%	57%
<b>Not sure</b>	<b>21%</b>	21%	21%

	Base	Gender	
		Woman	Man
<b>Own Pets ?</b>			
<b>Own pets</b>	<b>66%</b>	69%	63%
<b>Do not</b>	<b>34%</b>	31%	37%

	Base	Gender	
		Woman	Man
<b>Trust Pets w/ Ensign?</b>			
<b>Would trust pets with Ensign</b>	<b>54%</b>	53%	54%
<b>Would not</b>	<b>29%</b>	25%	34%
<b>Not sure</b>	<b>17%</b>	22%	11%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Generic Leg. Ballot</b>				
<b>Democratic</b>	<b>43%</b>	83%	8%	32%
<b>Republican</b>	<b>39%</b>	5%	81%	30%
<b>Not sure</b>	<b>17%</b>	12%	11%	38%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Adelson Favorability</b>				
<b>Favorable</b>	17%	10%	22%	20%
<b>Unfavorable</b>	27%	41%	16%	24%
<b>Not sure</b>	56%	49%	62%	56%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Wynn Favorability</b>				
<b>Favorable</b>	30%	24%	38%	25%
<b>Unfavorable</b>	29%	38%	17%	32%
<b>Not sure</b>	42%	38%	45%	43%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Brothels Legal/Illegal</b>				
<b>Legal</b>	64%	66%	66%	58%
<b>Illegal</b>	23%	20%	24%	28%
<b>Not sure</b>	13%	14%	11%	14%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Vegas Favorability</b>				
<b>Favorable</b>	53%	55%	52%	52%
<b>Unfavorable</b>	26%	23%	27%	28%
<b>Not sure</b>	21%	22%	21%	21%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Reno Favorability</b>				
<b>Favorable</b>	58%	54%	65%	52%
<b>Unfavorable</b>	13%	15%	7%	19%
<b>Not sure</b>	30%	31%	28%	29%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Believe in UFOs ?</b>				
<b>Believe in UFOs</b>	23%	25%	22%	21%
<b>Do not</b>	56%	54%	57%	56%
<b>Not sure</b>	21%	21%	22%	23%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Own Pets ?</b>				
<b>Own pets</b>	66%	62%	69%	69%
<b>Do not</b>	34%	38%	31%	31%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Trust Pets w/ Ensign?</b>				
<b>Would trust pets with Ensign</b>	54%	40%	67%	52%
<b>Would not</b>	29%	49%	13%	26%
<b>Not sure</b>	17%	11%	20%	22%





**Crosstabs**

	Base	Race			
		Hispanic	White	African-American	Other
<b>Generic Leg. Ballot</b>					
<b>Democratic</b>	<b>43%</b>	47%	38%	67%	62%
<b>Republican</b>	<b>39%</b>	31%	45%	26%	19%
<b>Not sure</b>	<b>17%</b>	23%	17%	8%	20%

	Base	Race			
		Hispanic	White	African-American	Other
<b>Adelson Favorability</b>					
<b>Favorable</b>	<b>17%</b>	18%	16%	25%	15%
<b>Unfavorable</b>	<b>27%</b>	37%	28%	16%	22%
<b>Not sure</b>	<b>56%</b>	45%	56%	60%	63%

	Base	Race			
		Hispanic	White	African-American	Other
<b>Wynn Favorability</b>					
<b>Favorable</b>	<b>30%</b>	36%	29%	32%	27%
<b>Unfavorable</b>	<b>29%</b>	28%	29%	31%	25%
<b>Not sure</b>	<b>42%</b>	36%	42%	37%	48%

	Base	Race			
		Hispanic	White	African-American	Other
<b>Brothels Legal/Illegal</b>					
<b>Legal</b>	<b>64%</b>	80%	63%	42%	66%
<b>Illegal</b>	<b>23%</b>	16%	24%	28%	22%
<b>Not sure</b>	<b>13%</b>	5%	13%	30%	12%





**Crosstabs**

	Base	Race			
		Hispanic	White	African-American	Other
<b>Vegas Favorability</b>					
<b>Favorable</b>	<b>53%</b>	48%	55%	47%	51%
<b>Unfavorable</b>	<b>26%</b>	38%	25%	24%	14%
<b>Not sure</b>	<b>21%</b>	13%	20%	28%	35%

	Base	Race			
		Hispanic	White	African-American	Other
<b>Reno Favorability</b>					
<b>Favorable</b>	<b>58%</b>	66%	58%	50%	46%
<b>Unfavorable</b>	<b>13%</b>	12%	11%	16%	22%
<b>Not sure</b>	<b>30%</b>	22%	30%	34%	32%

	Base	Race			
		Hispanic	White	African-American	Other
<b>Believe in UFOs?</b>					
<b>Believe in UFOs</b>	<b>23%</b>	28%	22%	12%	30%
<b>Do not</b>	<b>56%</b>	60%	55%	65%	47%
<b>Not sure</b>	<b>21%</b>	12%	23%	23%	23%

	Base	Race			
		Hispanic	White	African-American	Other
<b>Own Pets?</b>					
<b>Own pets</b>	<b>66%</b>	63%	70%	54%	50%
<b>Do not</b>	<b>34%</b>	37%	30%	46%	50%





**Crosstabs**

	Base	Race			
		Hispanic	White	African-American	Other
<b>Trust Pets w/ Ensign?</b>					
<b>Would trust pets     with Ensign</b>	<b>54%</b>	68%	50%	72%	53%
<b>Would not</b>	<b>29%</b>	17%	32%	12%	26%
<b>Not sure</b>	<b>17%</b>	15%	17%	16%	21%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Generic Leg. Ballot</b>					
<b>Democratic</b>	<b>43%</b>	48%	56%	37%	35%
<b>Republican</b>	<b>39%</b>	26%	28%	45%	53%
<b>Not sure</b>	<b>17%</b>	26%	16%	19%	12%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Adelson Favorability</b>					
<b>Favorable</b>	<b>17%</b>	27%	13%	15%	19%
<b>Unfavorable</b>	<b>27%</b>	32%	29%	24%	28%
<b>Not sure</b>	<b>56%</b>	41%	58%	61%	53%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Wynn Favorability</b>					
<b>Favorable</b>	<b>30%</b>	55%	22%	25%	33%
<b>Unfavorable</b>	<b>29%</b>	20%	28%	32%	27%
<b>Not sure</b>	<b>42%</b>	25%	50%	42%	40%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Brothels Legal/Illegal</b>					
<b>Legal</b>	<b>64%</b>	80%	65%	63%	57%
<b>Illegal</b>	<b>23%</b>	10%	25%	25%	24%
<b>Not sure</b>	<b>13%</b>	10%	11%	11%	19%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Vegas Favorability</b>					
<b>Favorable</b>	<b>53%</b>	40%	50%	56%	60%
<b>Unfavorable</b>	<b>26%</b>	30%	32%	22%	21%
<b>Not sure</b>	<b>21%</b>	30%	18%	22%	20%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Reno Favorability</b>					
<b>Favorable</b>	<b>58%</b>	55%	55%	61%	57%
<b>Unfavorable</b>	<b>13%</b>	20%	20%	8%	7%
<b>Not sure</b>	<b>30%</b>	25%	25%	31%	36%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Believe in UFOs ?</b>					
<b>Believe in UFOs</b>	<b>23%</b>	37%	22%	19%	22%
<b>Do not</b>	<b>56%</b>	53%	55%	58%	55%
<b>Not sure</b>	<b>21%</b>	11%	24%	23%	23%







**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Own Pets?</b>					
Own pets	66%	72%	71%	71%	49%
Do not	34%	28%	29%	29%	51%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Trust Pets w/ Ensign?</b>					
Would trust pets with Ensign	54%	69%	47%	51%	58%
Would not	29%	15%	37%	26%	34%
Not sure	17%	15%	16%	22%	8%

