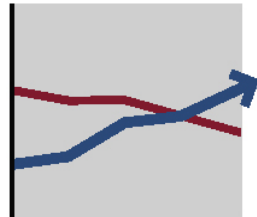


Nevada Statewide Survey of 424 NSEA Members

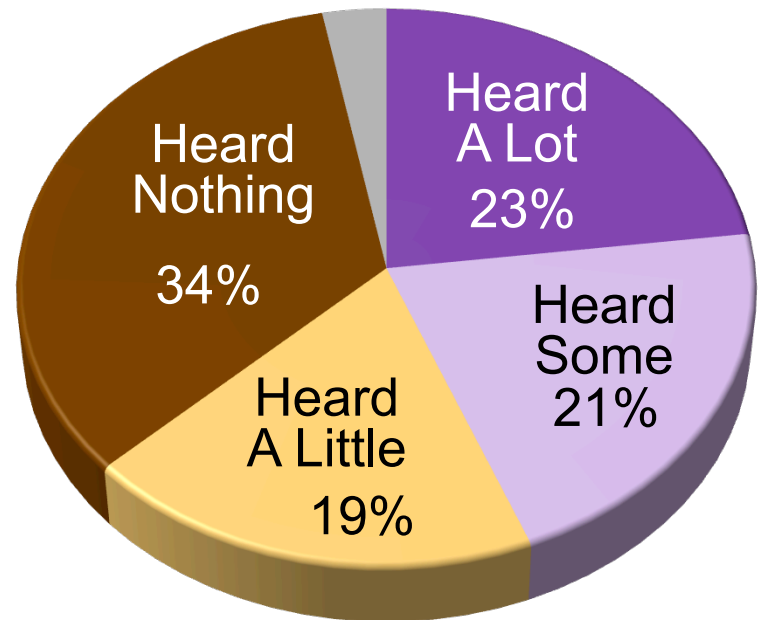
March 18-20, 2014



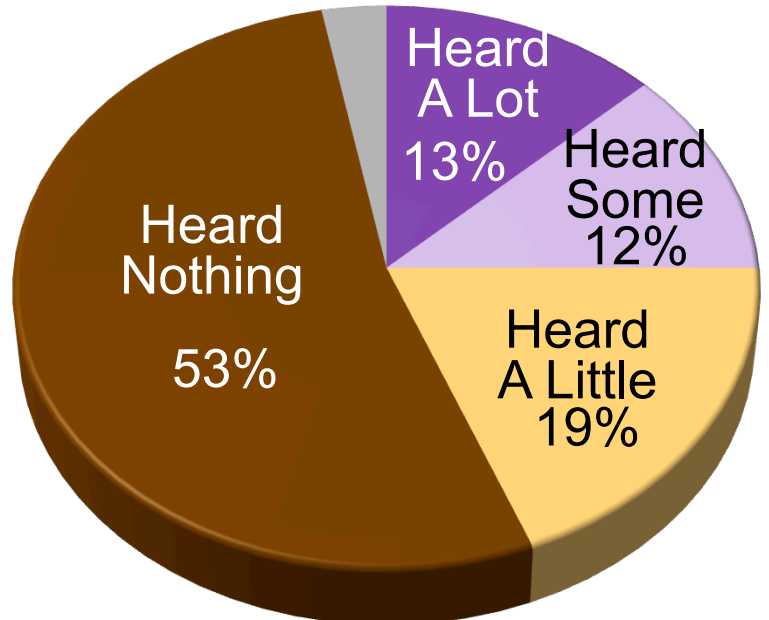
**HARSTAD STRATEGIC
RESEARCH, INC.**

Members are only marginally aware of the initiative. They are somewhat more familiar with the name TEI than with The Margins Tax.

How much, if anything, have you heard about The Education Initiative – or T.E.I. – that will be on the ballot in November?



How much, if anything, have you heard about The Business Margins Tax initiative that will be on the ballot in November?



The Education Initiative is overwhelmingly popular across the NSEA membership

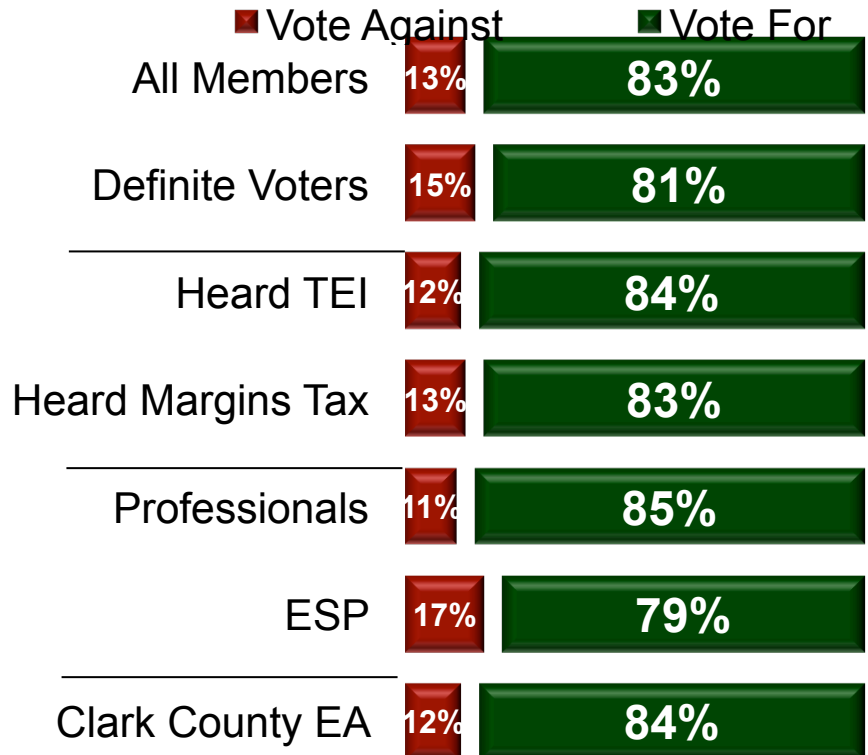
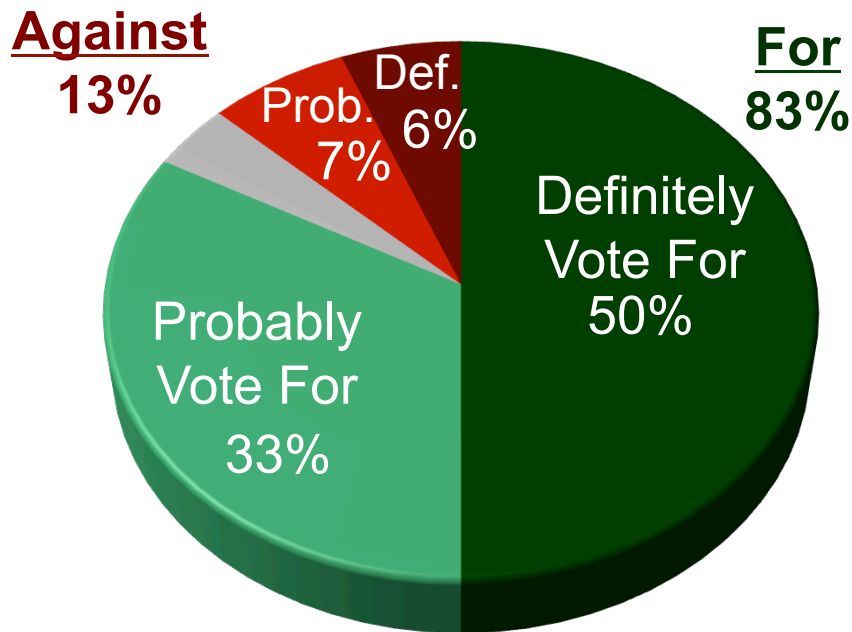
I would like to read you a measure that will appear on the Nevada ballot in November called [The Education Initiative, or T.E.I. / The Margins Tax].

“This measure would establish a two percent tax on business revenue. Only companies that have more than a million dollars in revenue will pay the tax. Businesses can deduct either the costs of goods sold or employee salaries and benefits.

All funds from this tax would be dedicated to Nevada’s K-12 public schools.

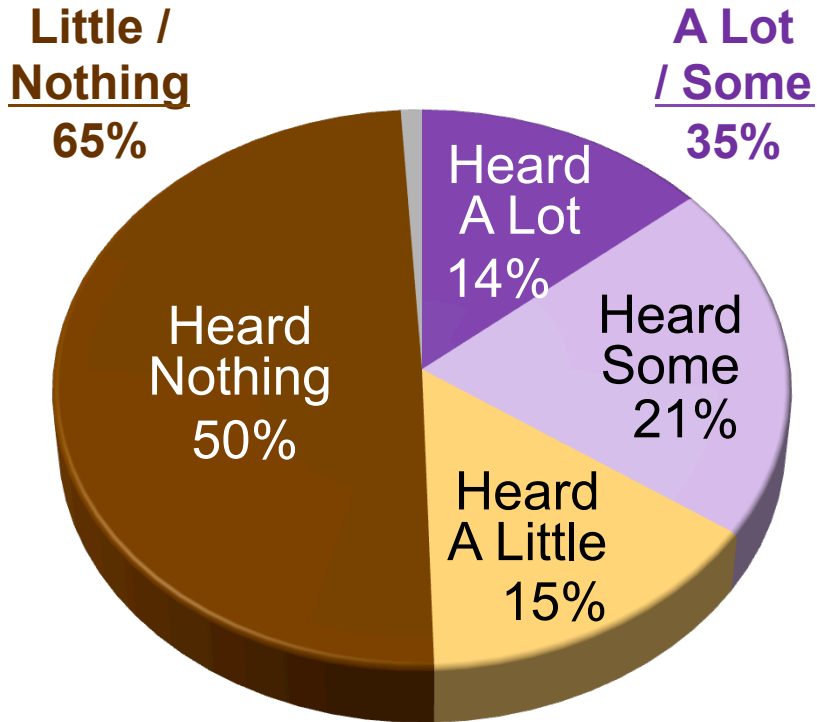
The estimated fiscal impact is \$600 million in revenue generated each year.”

If the election were held today, would you vote for or against this measure?

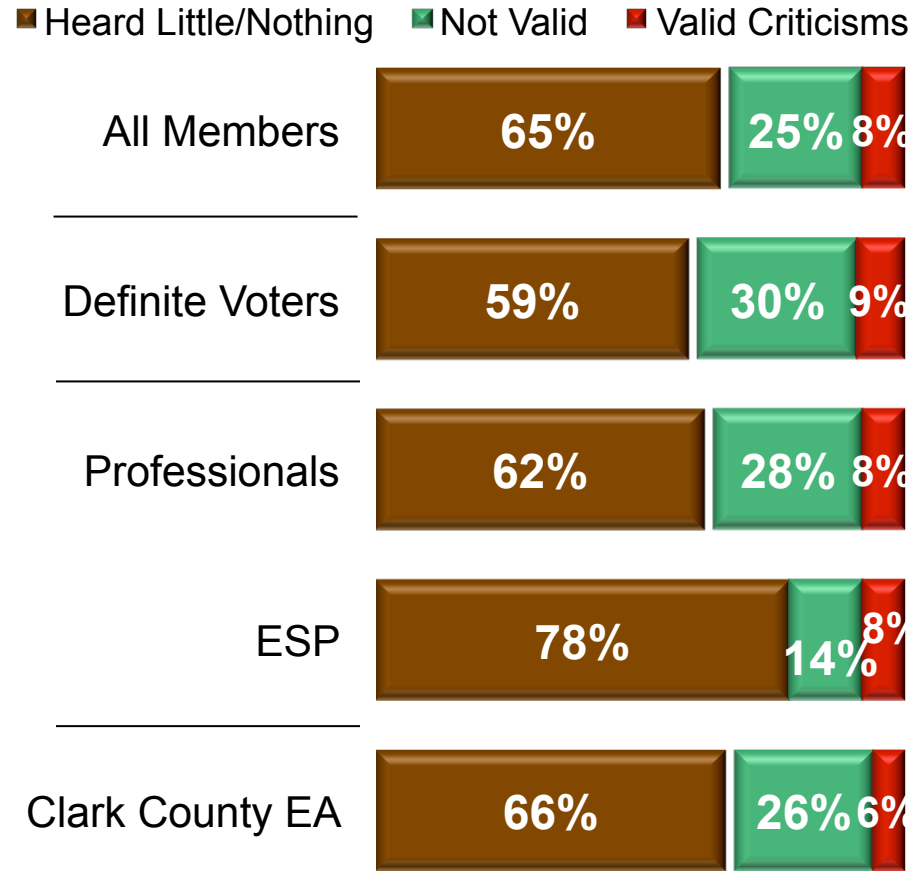


While a modest one-third bloc of members have heard criticisms of the initiative, only a sliver find the criticisms valid

How much, if anything, have you heard about criticisms of this ballot measure?



[Ask if hear 'A lot / Some'] And how valid do you think those criticisms of this ballot measure are?

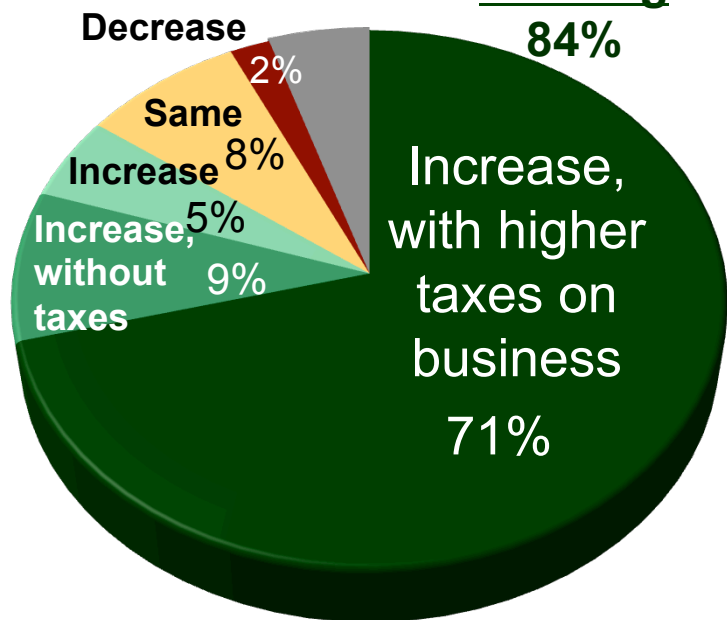


NSEA members overwhelmingly believe state funding for public schools should be increased. A more modest 58% majority are aware of recent cuts to state education funding.

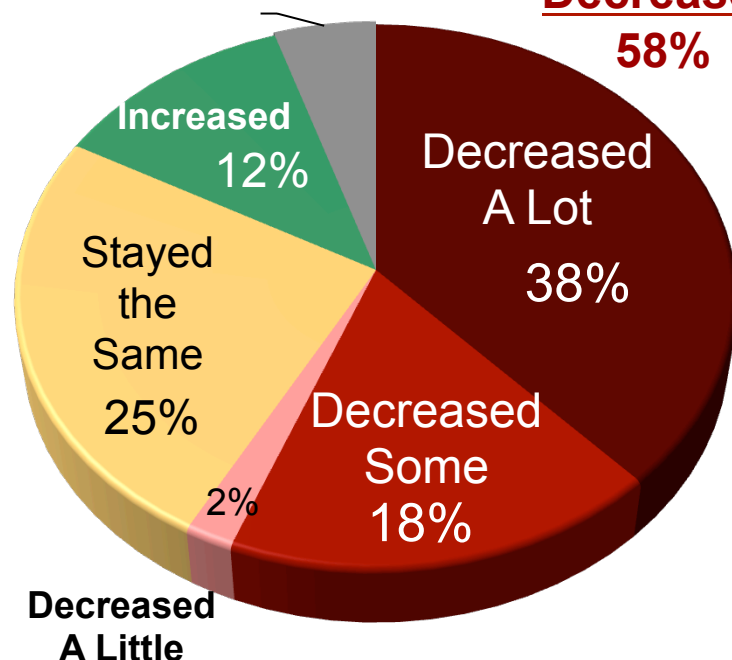
Do you think state funding for public schools in Nevada should be increased, kept at the same level, or decreased? *[If 'increased,' ask:]* And should funding for public schools be increased even if it means increasing taxes on companies doing business in Nevada?

Over the past four years do you think the amount of state funding for public schools has increased, has decreased, or has stayed the same?

Should Increase Funding



Funding has Decreased



Our positive messaging for TEI proves highly persuasive among NSEA members – particularly when crafted in terms of populist and opportunity themes

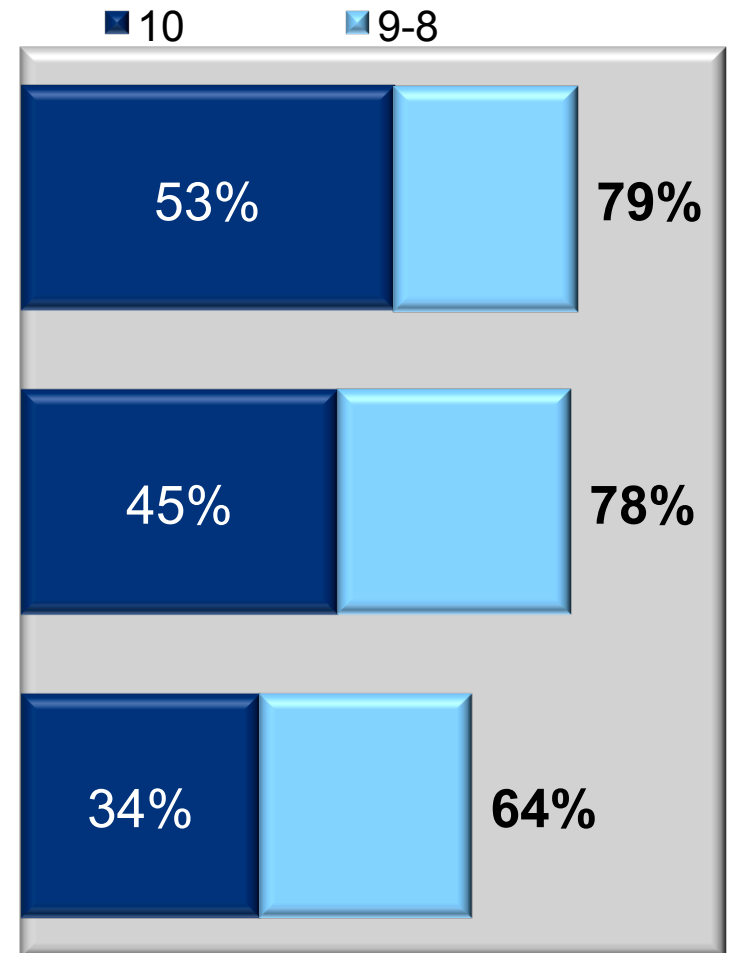
Let me read you reasons people have given to vote for this ballot measure to create a business margins tax to increase funding for public schools. How convincing is each one?

% Saying 8-10 on a 0-to-10 scale

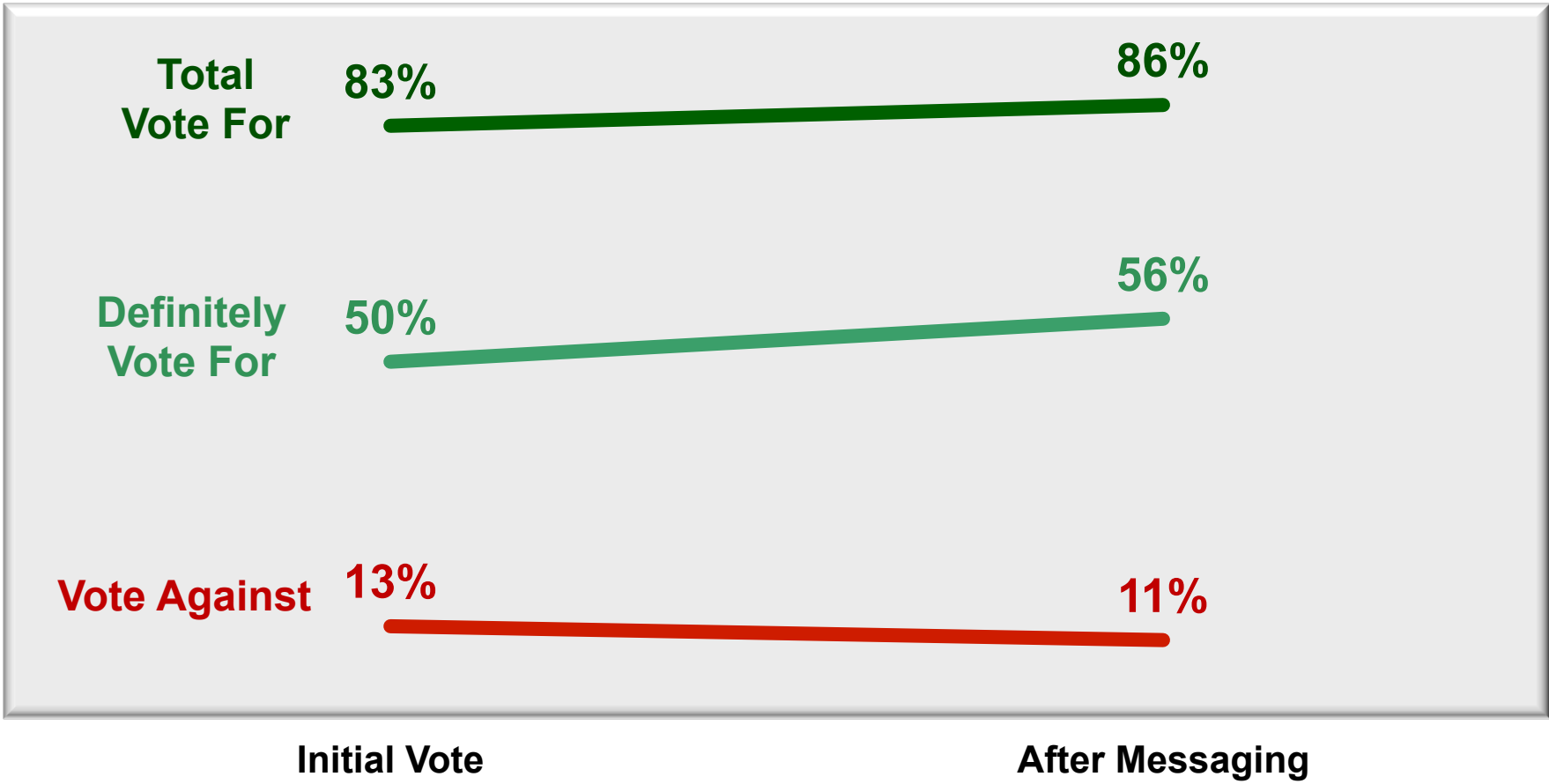
OUT-OF-STATE & FOREIGN COMPANIES Out-of-state companies like Exxon & Walmart and foreign mining companies earn huge profits in Nevada but don't pay a dime in Nevada corporate income taxes. It's time they step up to their responsibility to pay at least a tiny 2% share back to our state.

GOOD EDUCATION / OPPORTUNITY / SUCCESS A good education spells success for people, our communities and Nevada's economy. We must do more to provide our children with the opportunity for smaller class sizes and a high quality education to help them achieve their potential and improve the future for all of us.

BETTER SCHOOLS / ECONOMY Better schools means better workers and attracting high-wage industries and jobs to Nevada. There is no better way to improve Nevada's economy, help small business, and create more opportunity for our families. Business can help itself by investing just 2% in quality schools.

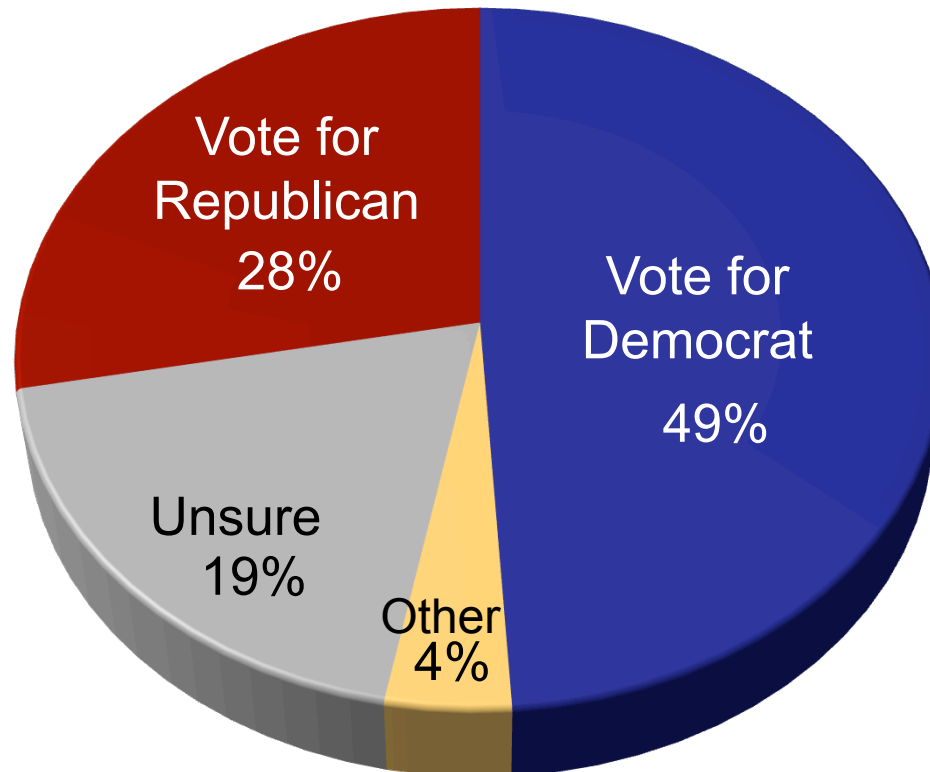


After hearing three positive messages for TEI, member support for the initiative rises slightly – particularly among those who say they will ‘definitely’ vote for it



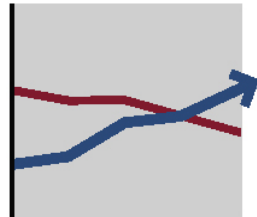
NSEA member favor the Democrats for state legislature by a ratio of slightly less than 2-to-1

If the November election for state legislature were held today, would you vote for the Democratic candidate or the Republican candidate for state legislature?



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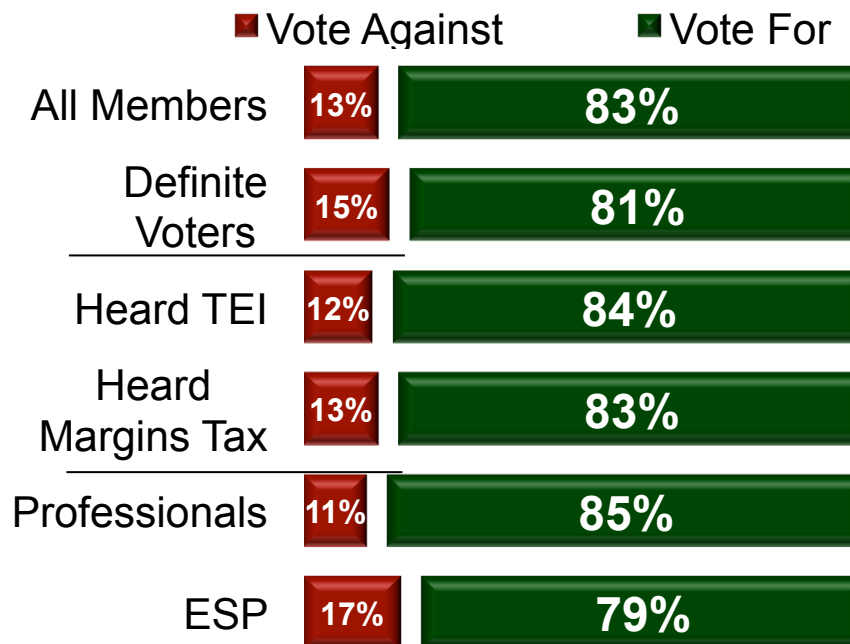
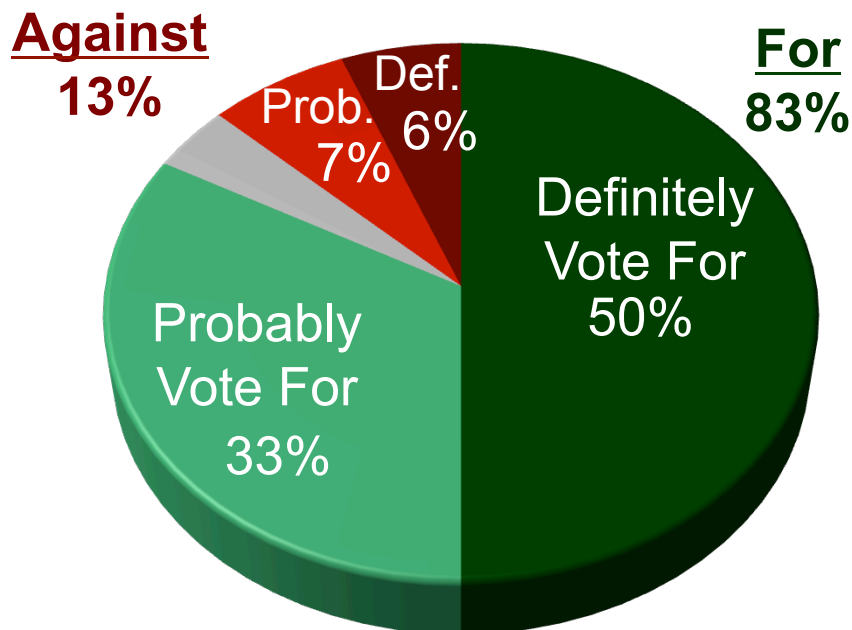
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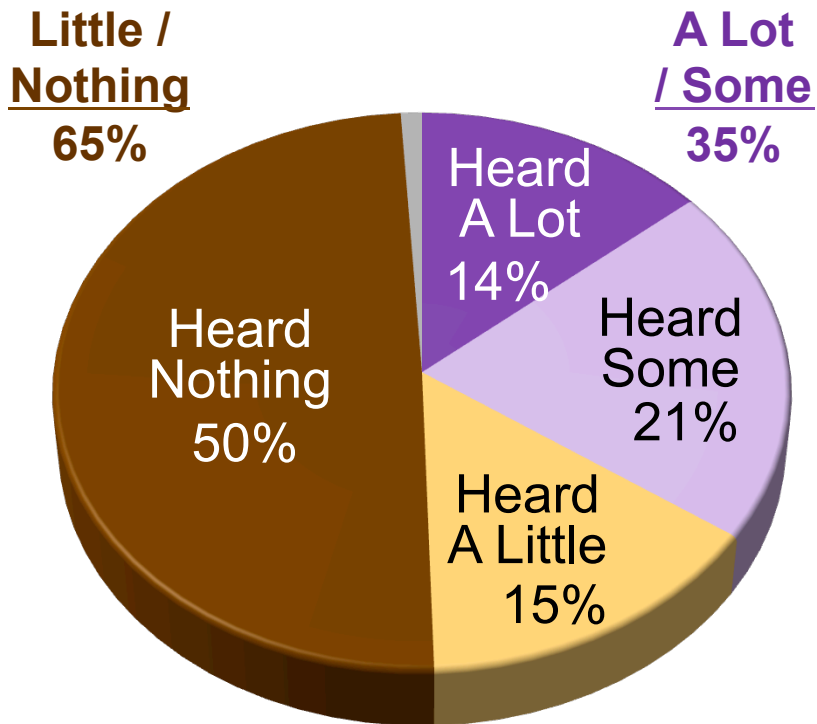
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