

September 30, 2014

Marshall, Miller Well Positioned in Nevada Findings From a Statewide Survey Conducted for iVote

To: Interested Parties

From: Al Quinlan and Andrew Baumann, GQRR

Despite Governor Brian Sandoval's large lead at the top of the ticket and an avalanche of spending against him, Democrat Ross Miller has a solid lead in the race for Nevada Attorney General. He leads Republican Adam Laxalt by 8 points, 50 to 42 percent.

Meanwhile, the race for Nevada Secretary of State is tight and fluid, but Democrat Kate Marshall finds herself well positioned to emerge victorious in Nevada. She currently leads Republican Barbara Cegavske by a narrow 46 – 44 percent margin, but her support is significantly more solid than Cegavske's. Moreover, Marshall has a compelling profile and positive messaging that moves the race sharply in her direction. After voters hear positive profiles on both candidates, Marshall moves to a 52 to 43 percent lead.

The following are key findings and recommendations from a survey of 600 likely voters in Nevada conducted by GQRR for iVote from September 16-23, 2014. The margin of error is 4.0 percent.

Key Findings

Miller is best-liked politician in the state after Sandoval, leads Laxalt by 8. Miller can be identified by 53 percent of voters and enjoys a 26-to-12 positive to negative favorability ratio – significantly better than Laxalt's 42 percent name ID and 15-to-14 ratio. And despite Sandoval's large lead at the top of the ticket, Miller leads Laxalt 50 to 42 percent thanks to a strong over-performance among independent voters.

Marshall has a small lead for Secretary of State, and her support is much more solidified. Neither Secretary of State candidate is very well known, but Marshall has higher name ID (34 to 22 percent for Cegavske) and much better personal standing among those who do know her (16-to-7 positive to negative vs. Cegavske's 8-to-6 percent). Marshall initially leads 46 to 44 percent, but among those strongly committed to a candidate she has an 8-point advantage, 25-17.

Marshall has a strong profile that moves the vote. After voters hear balanced profiles on both candidates (with Cegavske’s based on language from her own website, statements and releases), Marshall gains 7 points on Cegavske, moving ahead to a 52 – 43 percent lead.

■ **Table 1: Vote Progression**

	Initial Vote	Final Vote
Marshall	46	52
Cegavske	44	43
Undecided/Refused	10	5
Net	+2	+9