

**TO:** Leadership America Needs  
**FROM:** John McLaughlin  
**Re:** Nevada Statewide – U.S. Senate General Election Survey Results  
**Date:** June 2, 2023

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**The election environment and public opinion trends favor an anti-incumbent challenger in the 2024 Nevada U.S. Senate race.**

- ✓ 73% of voters say things in the United States are on the wrong track, only 21% say right direction.
- ✓ The top issues among voters are: *economy/inflation/jobs* – 23%; *immigration/border* – 13%; and *politicians/government* – 12%.
- ✓ Nevada voters disapprove of the job Joe Biden is doing as President: approve, 42% - 56%, disapprove. Half of all voters, 50% *strongly* disapprove of the job Biden is doing.
- ✓ Donald Trump leads Joe Biden on the 2024 Presidential ballot: 48% - 47%. Trump leads among key demographic groups including, Hispanics: 54% - 41%; Independent Men: 53% - 37%; and Independent Women: 47% - 44%.
- ✓ Two-thirds of Republican primary voters in Nevada are more likely to vote for a primary candidate for U.S. Senate who is endorsed by Donald Trump, 66%.
- ✓ Governor Joe Lombardo is a net positive on his opinion rating (+7): favorable, 48% - 41%, unfavorable.

**Incumbent Senator Jacky Rosen is very vulnerable, falling well below the 50% approval and ballot benchmarks for safe incumbents.**

- ✓ Only 38% of voters approve of the job Jacky Rosen is doing in the U.S. Senate, 37% disapprove.
- ✓ Only 37% would vote to re-elect Rosen, 63% would not.
- ✓ The generic Republican candidate leads Rosen on the ballot for U.S. Senate: 48% - 46%.
- ✓ Jacky Rosen is seen well to the ideological left of Nevada's electorate: 45% say she's a liberal, only 26% say she is a moderate, and 2% say she is conservative.
- ✓ The majority of voters (51%) are less likely to vote for Jacky Rosen knowing she supports regulations to eliminate gas powered cars, trucks and SUVs, and force consumers to buy electric vehicles by 2032.
- ✓ The majority of voters (51%) are less likely to vote for Jacky Rosen knowing she supports policies that have reduced American oil and gas production, increasing the price of gas and inflation.
- ✓ Half of all Nevada voters (50%) are less likely to vote for Rosen knowing she voted for trillions of dollars in new government spending that has increased the national debt and fueled inflation.

## Summary:

This recently completed poll shows that Jacky Rosen is vulnerable and can be defeated in the 2024 election cycle. Nevada voters are dissatisfied with President Biden and the 2024 election could serve as a moratorium on politics as usual in Washington. The U.S. Senate race in Nevada will be competitive, and a strong candidate with ample resources can unseat Jacky Rosen and make her a one-term Senator.

## Methodology:

This statewide survey in Nevada was conducted among 400 likely general election voters from May 22-24, 2023. The sample includes a mix of 32% landline phone, 34% mobile phone, and 34% text-to-web interviews. Interview selection was at random within predetermined election units. These units were structured to statistically correlate with actual general election turnout. Furthermore, we conducted an additional 50 interviews among likely Republican primary voters which were weighted back into the full survey sample to increase the potency of the Republican sample. The accuracy of the sample of 400 likely general election voters is within +/- 4.9% at a 95% confidence interval.

## Key Demographics:

### Party:

	Total
Republican/Cons.	37%
Democrat/W.F.	37%
Independent/Other	26%

### Gender:

	Total
Men	48%
Women	52%

### Ideology:

	Total
Liberal	26%
Moderate	26%
Conservative	43%

### Interview Language:

	Total
English	92%
Spanish	8%

### Education:

	Total
Less Than College Grad.	47%
College Grad./Post Grad.	53%

### Race:

	Total
White	67%
Hispanic	18%
African American/Black	9%
Asian American	5%
Other	1%

### Age:

	Total
18-29	12%
30-40	17%
41-55	24%
56-65	28%
Over 65	19%
MEAN	51