

# 2006 Multi-State TABOR Survey - Nevada -

**TOPLINE REPORT  
PRESENTED TO:**



**May 2006**

# Table of Contents

<b><u>SECTION</u></b>	<b><u>PAGE NUMBER</u></b>
<b>Introduction / Methodology</b>	<b>3</b>
<b>Executive Summary</b>	<b>5</b>
<b>Detailed Findings</b>	<b>6</b>
<b>Univariate Analysis</b>	<b>7</b>
<b>TASC Support/Oppose Summary Chart</b>	<b>22</b>
<b>Subgroup Analysis: Survey Responses by Age</b>	<b>24</b>
<b>Respondent Profile</b>	<b>60</b>



## Introduction / Methodology

**In May 2006, AARP engaged Alan Newman Research to conduct a series of surveys in eight states regarding AARP members' awareness, knowledge, and opinions of proposed TABOR measures in their state. This report offers data and analysis for Nevada.**

- **Data Collection Mode:** Phone Survey
- **Field Period:** May 9 – May 16, 2006
- **Sample Size:** 600 Completed Interviews
- **Screening Criteria:** AARP Membership
- **Calling Procedures:** Unless otherwise requested by the respondent, calling was done between 5:00pm and 9:00pm Monday through Friday. Up to 10 call attempts were made per number at varying times of day as well as days of the week. Respondents who specifically request removal from our “list” are assigned a final disposition and are added to a cumulative “Do Not Call” database which automatically removes them from future research studies.
- **Margin of Error:** The maximum margin of error at the 95% confidence level for a sample of 600 respondents is  $\pm 4.0\%$ .
- **Response Rate (RR3):** 21%
- **Cooperation Rate (COOP3):** 32%
- **Refusal Rate (REF3):** 35%
- **Statistical Note:** Percentages may not total 100% due to rounding.



## Executive Summary

- **Most AARP Members believe too little money is being spent on state services.** One-half of AARP Members living in the state believe Nevada is spending too little money on services such as keeping people safe, providing health and long-term care, repairing roads, etc.
- **The majority of Members feel the amount of state and local taxes they pay is about right.** Three out of five believe they are paying about the right amount of state and local taxes compared to one out of five who think what they are paying is too high and one out of ten who believe their taxes are too low.
- **In addition to one-half of AARP Members suggesting that improving state services is a higher priority than limiting taxes, Members also indicate improving accountability is the most important goal for state government.** Two out of five suggest “improving accountability” is most important compared to one out of four who believe the most important goal is setting spending priorities.
- **The majority of AARP Members have not seen or heard anything about the Tax and Spending Control Initiative for Nevada.** Seven out of ten say they have not seen or heard anything compared to three out of ten who say they have.
- **Overall, AARP Members appear generally unconvinced by any of the arguments either in support of or in opposition to the TASC proposal.** With more than one-half of all Members saying they find the various arguments “somewhat convincing” at best, it is difficult to determine which messages resonate most with Members. However, among the messages rated most convincing are those suggesting TASC would take power away from state politicians and that TASC would control runaway government spending.
- **Police protection and education (both K-12 and College) are the most highly valued state and local services according to AARP Members.** Consequently, funding cuts to either police protection or K-12 public education would have the biggest impact on Members support of TASC. One-half of Members suggest that if the TASC proposal cut these services, they would be more likely to oppose the measure.



## Executive Summary (continued)

- **One-quarter of AARP Members would be more likely to oppose the TASC proposal if they knew AARP also opposed it.** Two out of five say AARP's opposition as well as that of other senior organizations would not make a difference in how they voted on the TASC initiative.
- **Roughly one-half of Members say that knowing candidates for office, chambers of commerce, and community organizations oppose TASC would not make a difference in how they vote.** Three out of ten say that public opposition from these sources would make them less likely to vote in favor of the TASC proposal.
- **Two-thirds of AARP Members living in Nevada are unaware that Nevada has an existing statutory budget limit on government spending.** Only one-third of Members say they are aware of this current budget limitation.
- **Initially, more than one-half of AARP Members claim they support the TASC Proposal. However, when asked at the end of the survey, only two out of five still indicate support for the measure.** More than one-half of AARP Members (56%) said they would probably vote in favor of the proposal after hearing a brief description of the TASC ballot initiative. Members were then presented a short series of arguments both for and against the initiative. When asked about supporting or opposing the initiative after hearing these argument, less than one-half of Members (47%) said they either strongly or somewhat support the TASC proposal. Finally, at the end of the interview, Members were again asked how they would vote, and only two out of five Members (41%) continued to say they were at least leaning toward voting for the TASC proposal. This shift of nearly fifteen percent between the initial measure and the final measure is statistically significant at the 95 percent level of confidence.



# DETAILED FINDINGS



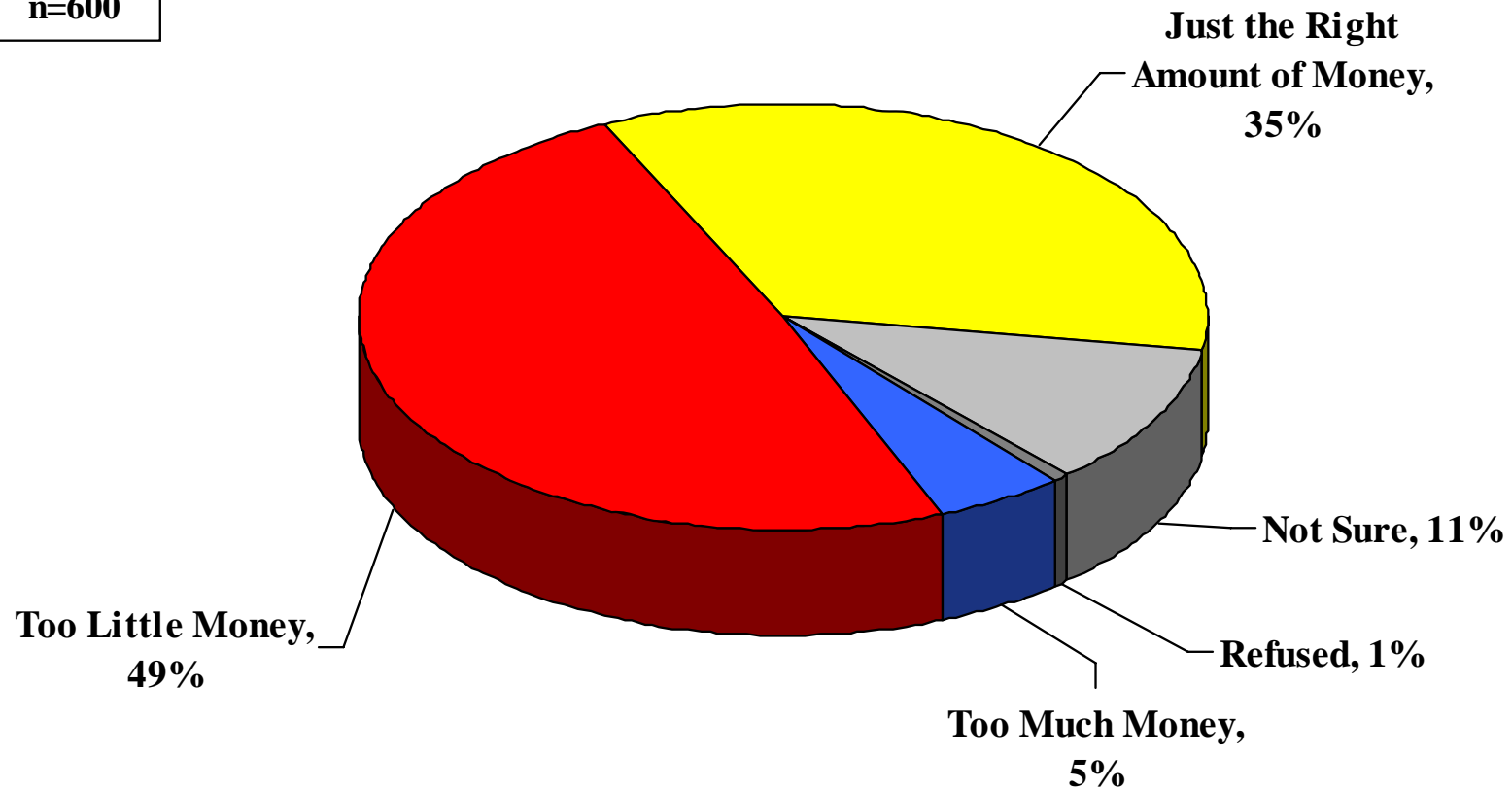
# Univariate Analysis



**Q1. Do you think that Nevada is spending too much money, too little money, or just the right amount of money on state services such as keeping people safe, providing health and long-term care, repairing roads and highways, maintaining parks, and providing education?**

*One-half of AARP Members in Nevada believe the State is spending too little money on state services. One-third believe Nevada is spending the right amount of money. Only five percent of Members say they believe Nevada is spending too much money on state services.*

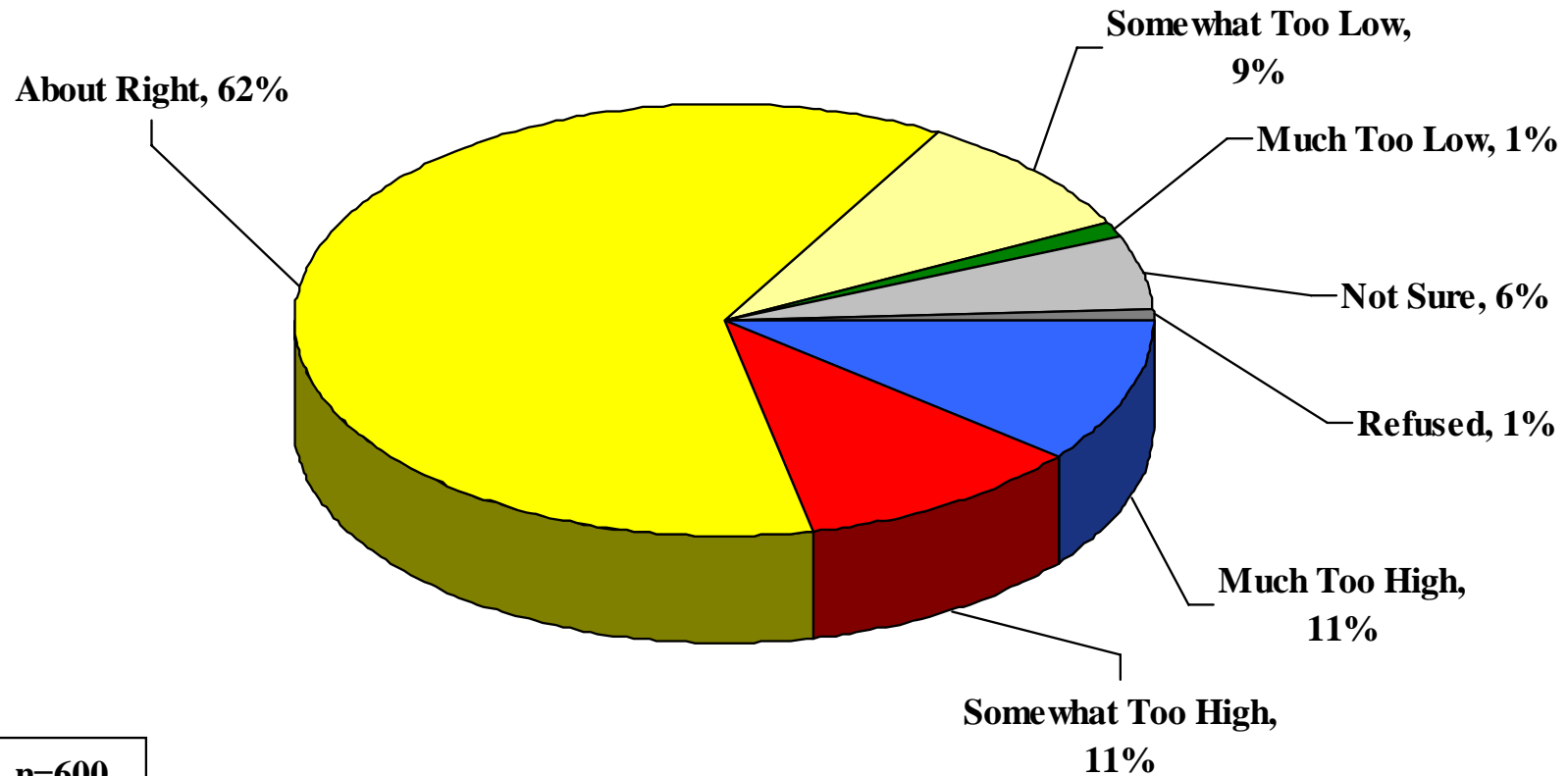
n=600





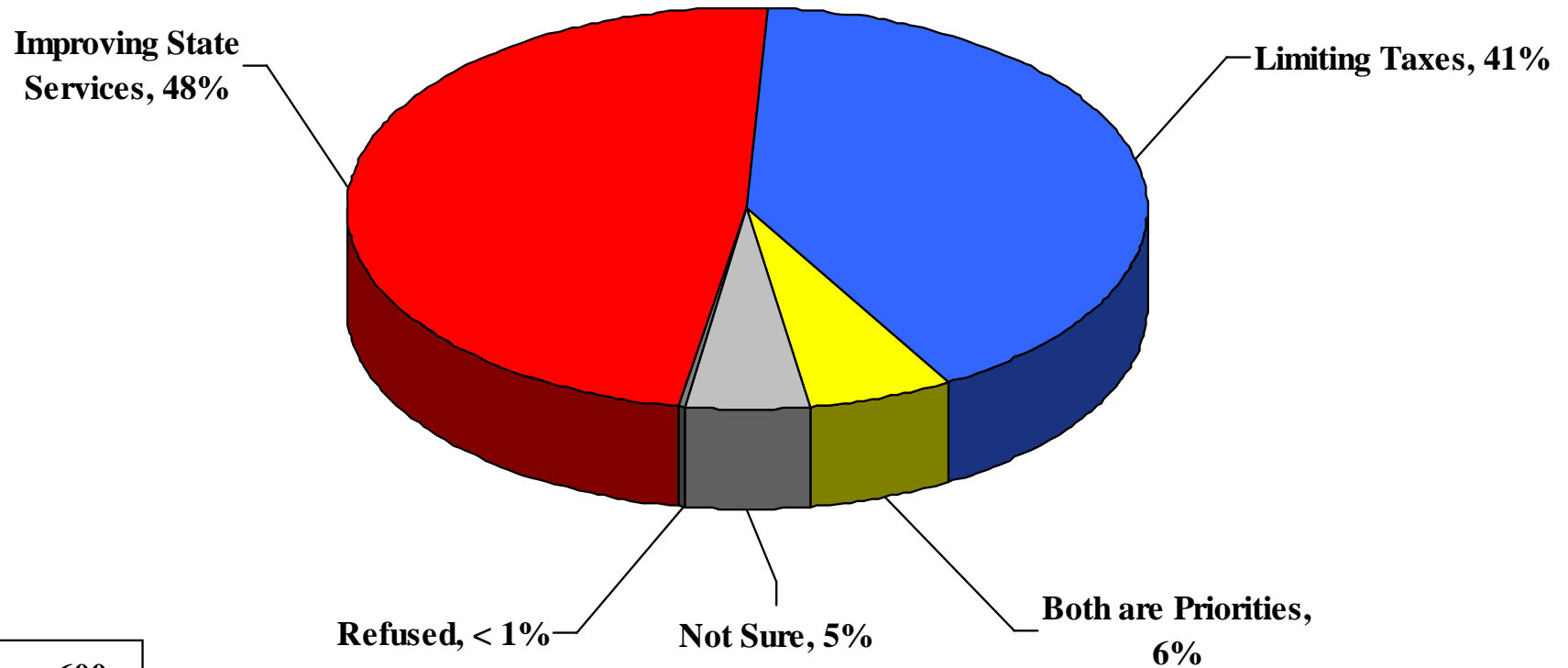
**Q2. Thinking about the state and local taxes that you pay, not including federal taxes, do you think that taxes in Nevada are too high, are about right, or are too low to support state services?**

*Three out of five AARP Members living in Nevada think the level of state and local taxes they pay is about right.  
One out of five suggest the amount they pay is too high.*



**Q4. In Nevada, which is a higher priority for you...?**

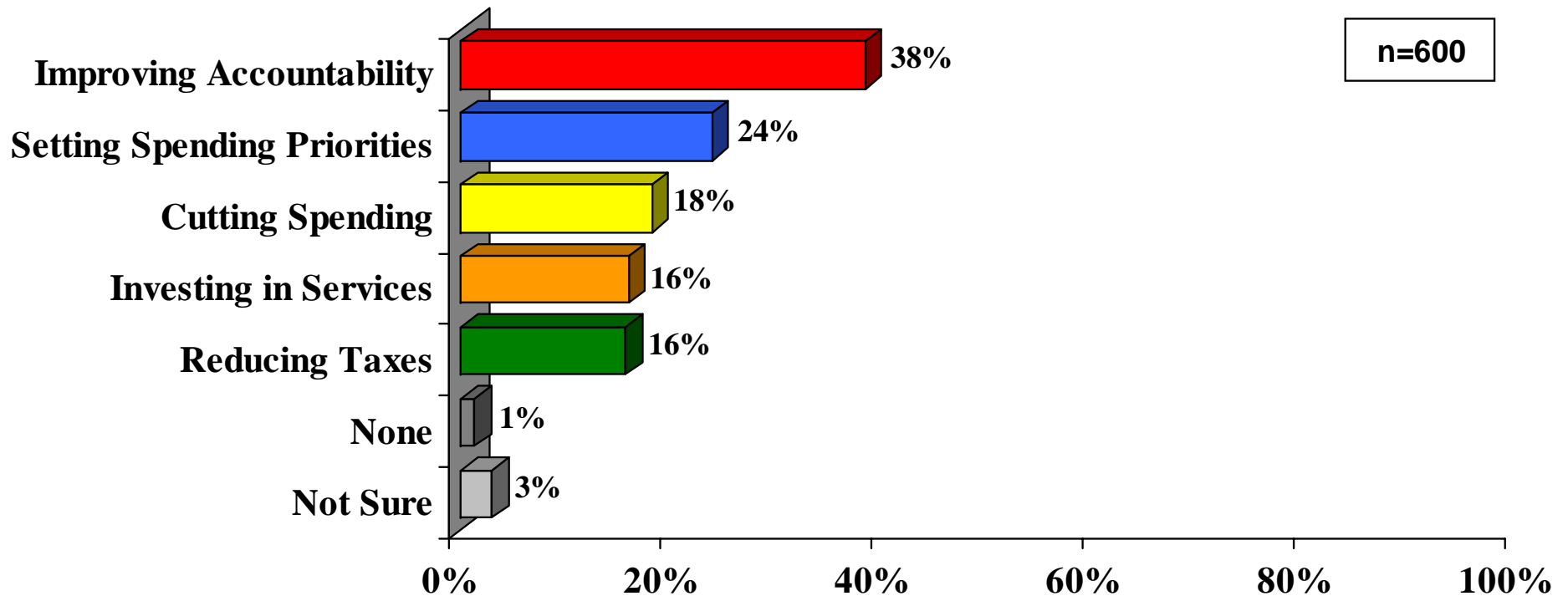
*One-half of AARP Members suggest improving state services is a higher priority than limiting taxes. However, two-fifths of Nevada Members assert the opposite. Only six percent indicate both of these goals are a priority.*



**n=600**

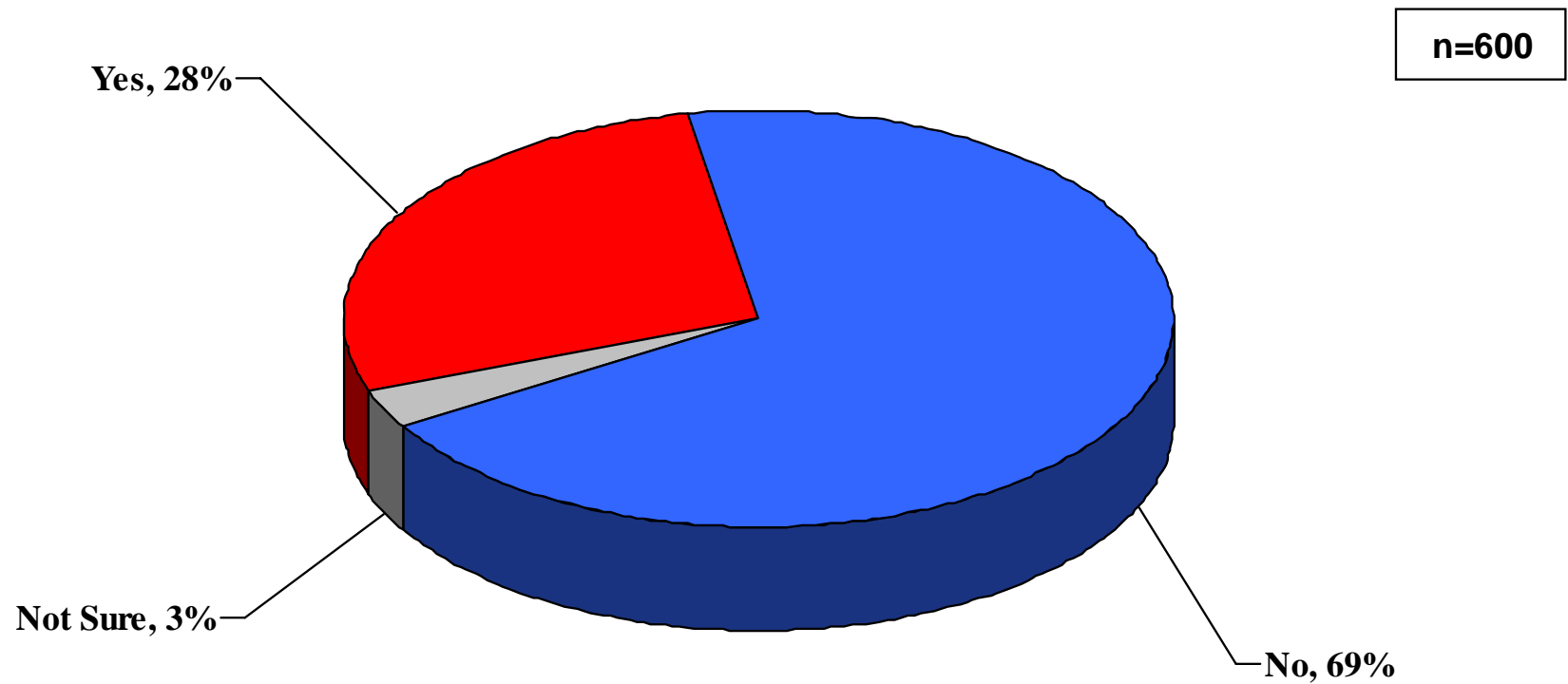
**Q5. Thinking about state government today in Nevada, which one or two of the following goals are most important to you?**

*Two-fifths of AARP Members living in Nevada say “improving accountability” is the most important goal for state government compared to one out of four Members who believe the most important goal is setting spending priorities.*



**Q6. Have you seen, read, or heard anything about the Tax and Spending Control for Nevada ballot initiative, which is sometimes also referred to as the Taxpayer Bill of Rights, or TABOR proposal in the last year?**

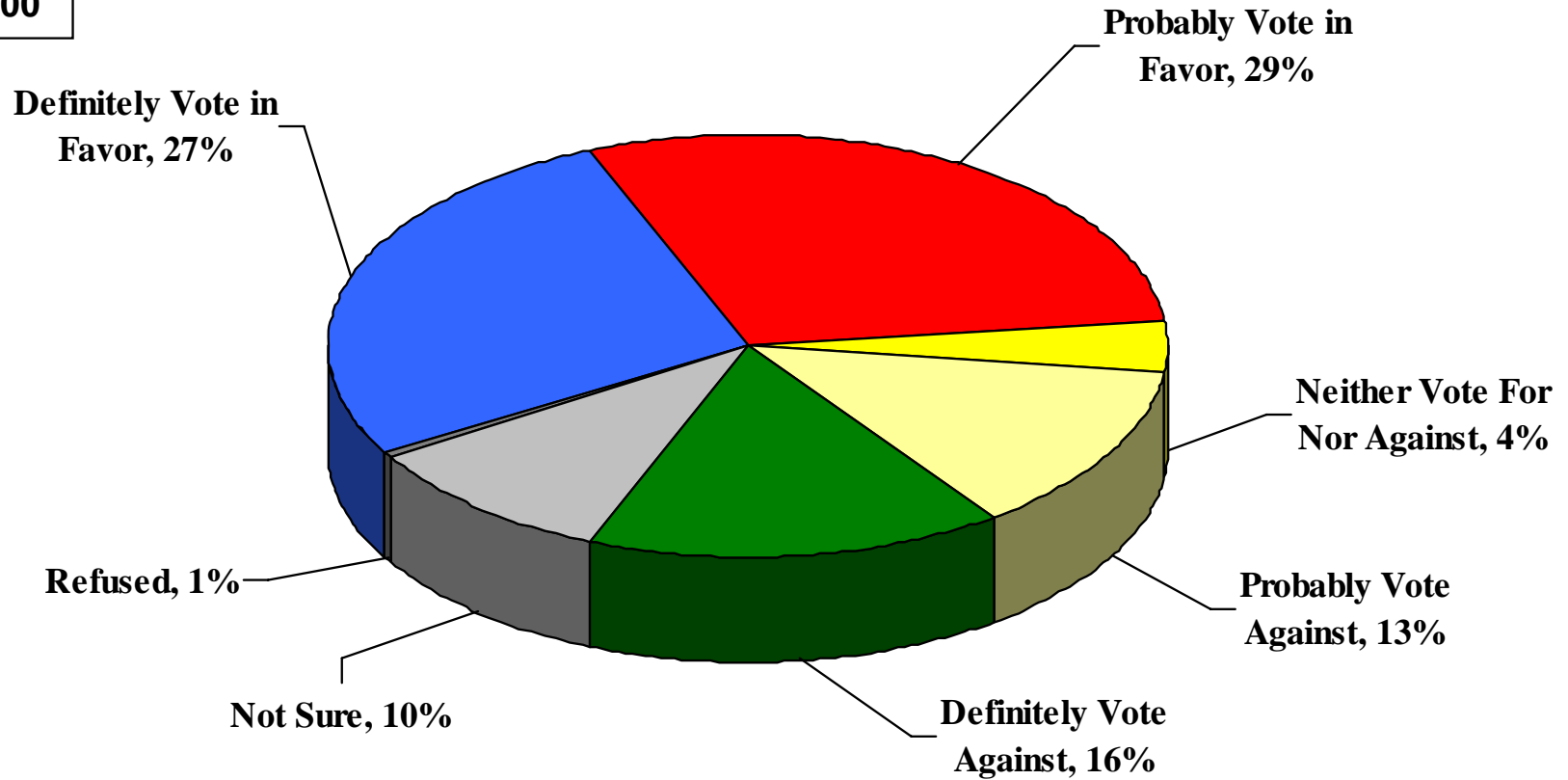
*Only about thirty percent of AARP Members in Nevada say they have seen or heard something about the TASC proposal in the last year.*



**Q7. Given what you know about the proposal, if the election were held today, would you vote for or against Nevada's Tax and Spending Control ballot initiative, also known as TASC?**

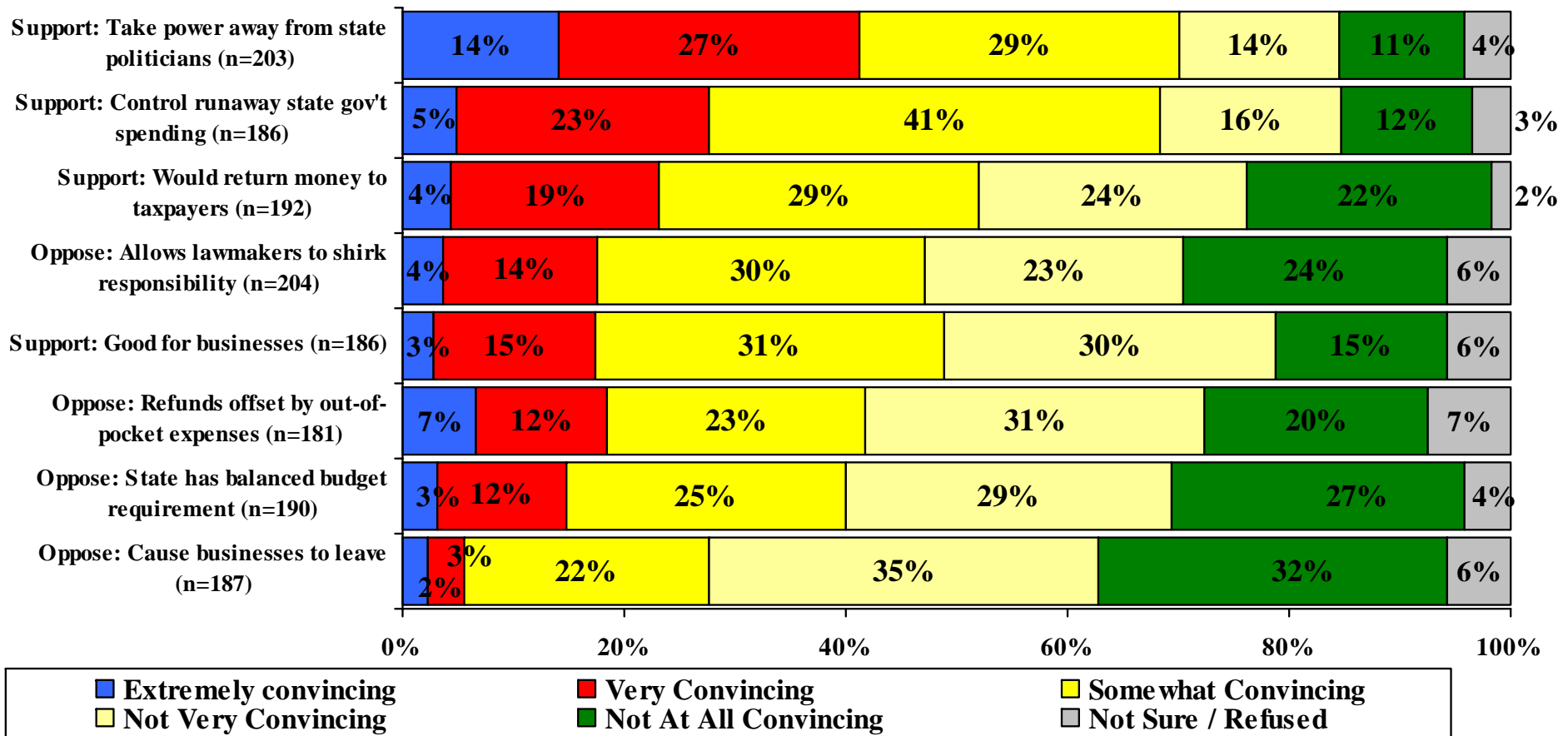
*More than one-half of AARP Members in Nevada say they would either probably or definitely vote for the TASC proposal if the election was held today. Only one out of ten say they are not sure about how they would vote.*

**n=600**



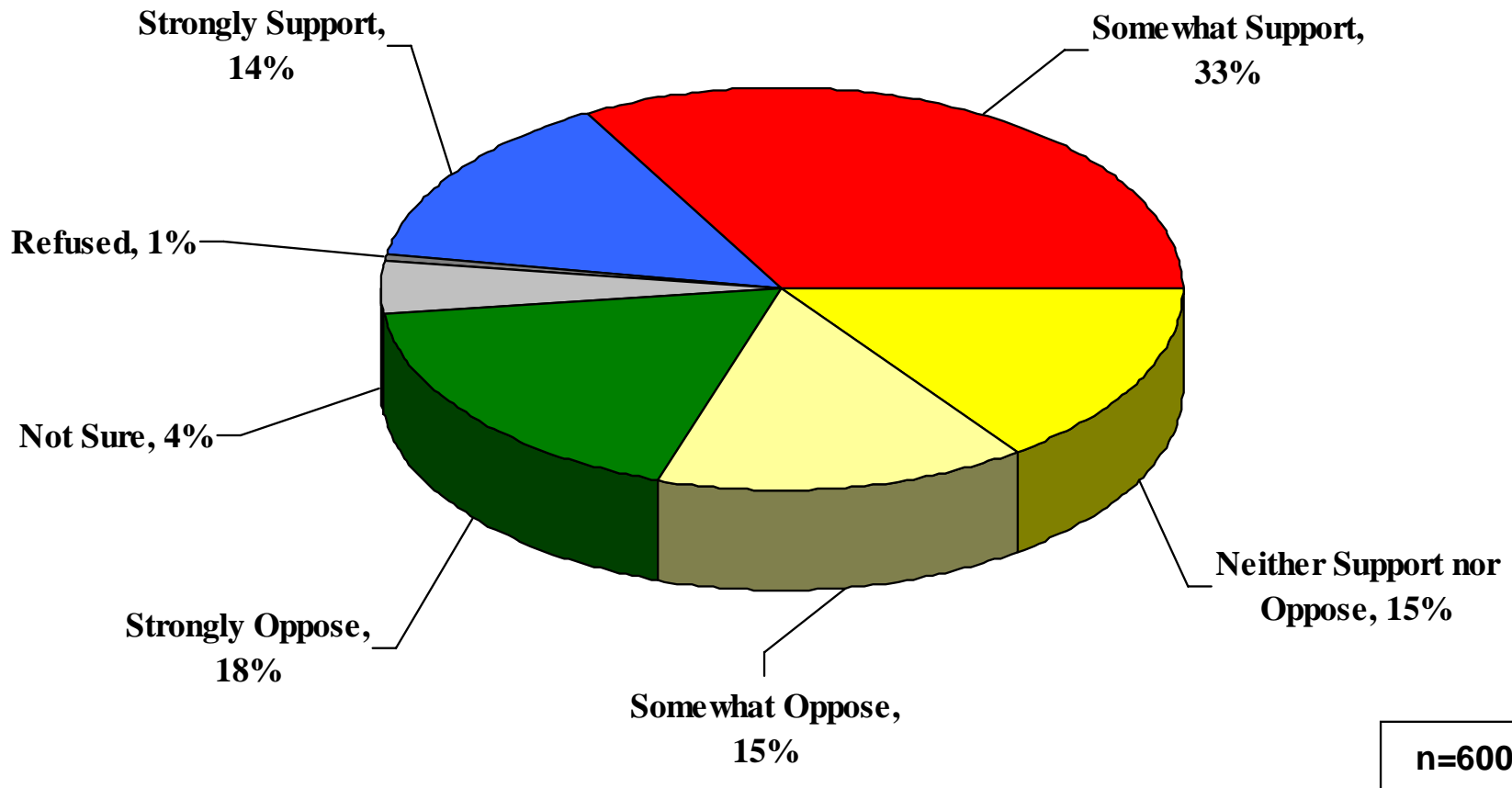
**Q8. Next I'm going to read you some of the things that supporters of the Tax and Spending Control ballot initiative or TASC say about the proposal and some of the things opponents say....I'd like you to please tell me whether you find it an extremely convincing argument, very convincing, somewhat convincing, not very convincing, or whether this particular argument is not at all convincing.**

*Although AARP Members find most of the arguments presented only somewhat convincing at best, they appear to be most persuaded by arguments that TASC will take power away from politicians and that it will control runaway state government spending.*



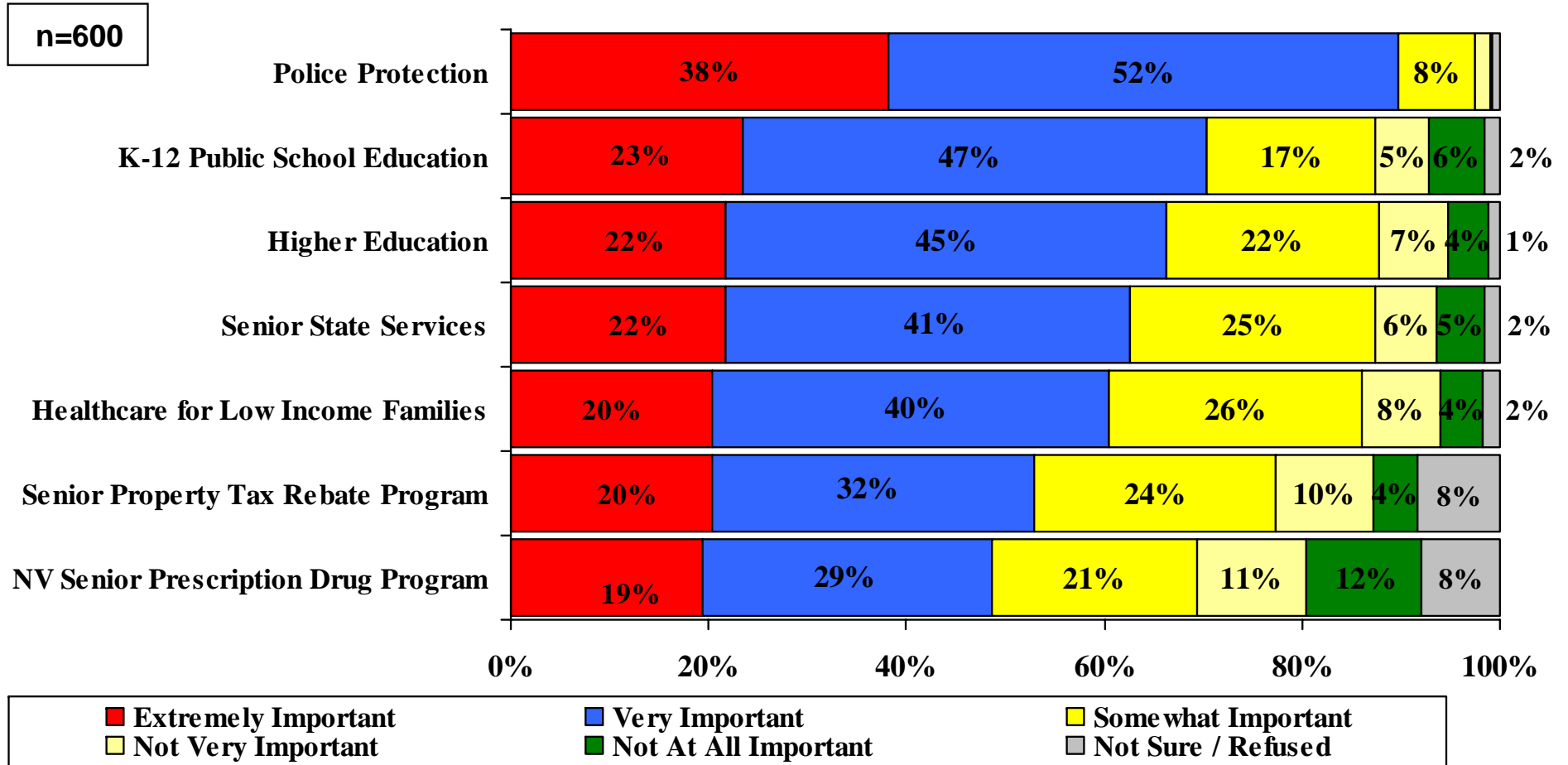
**Q9. Having heard arguments both for and against Nevada's Tax and Spending Control (TASC) ballot initiative, now how strongly do you support or oppose TASC in Nevada?**

*After hearing arguments both in support of and in opposition to the TASC proposal, just under one-half of AARP Members living in Nevada say they support the proposal. In comparison, one-third of Members say they oppose TASC.*



**Q10. Now, I am going to ask you about state and local services Nevada provides. How important is [each of the following] to you? Is it extremely important, very important, somewhat important, not very important or not at all important?**

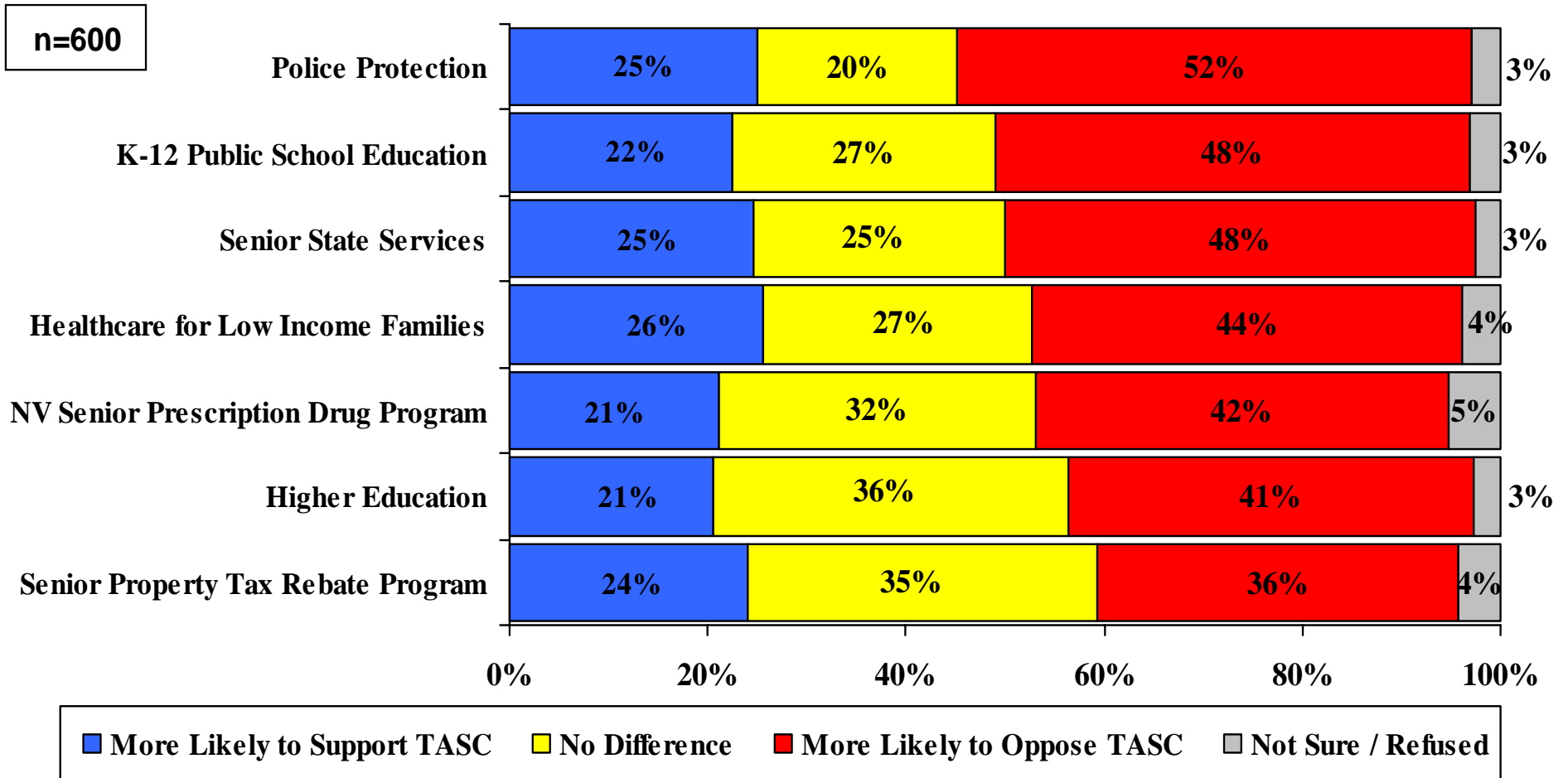
*AARP Members value police protection above all other state and local services presented. In fact, nine out of ten Nevada Members say this service is either extremely or very important.*





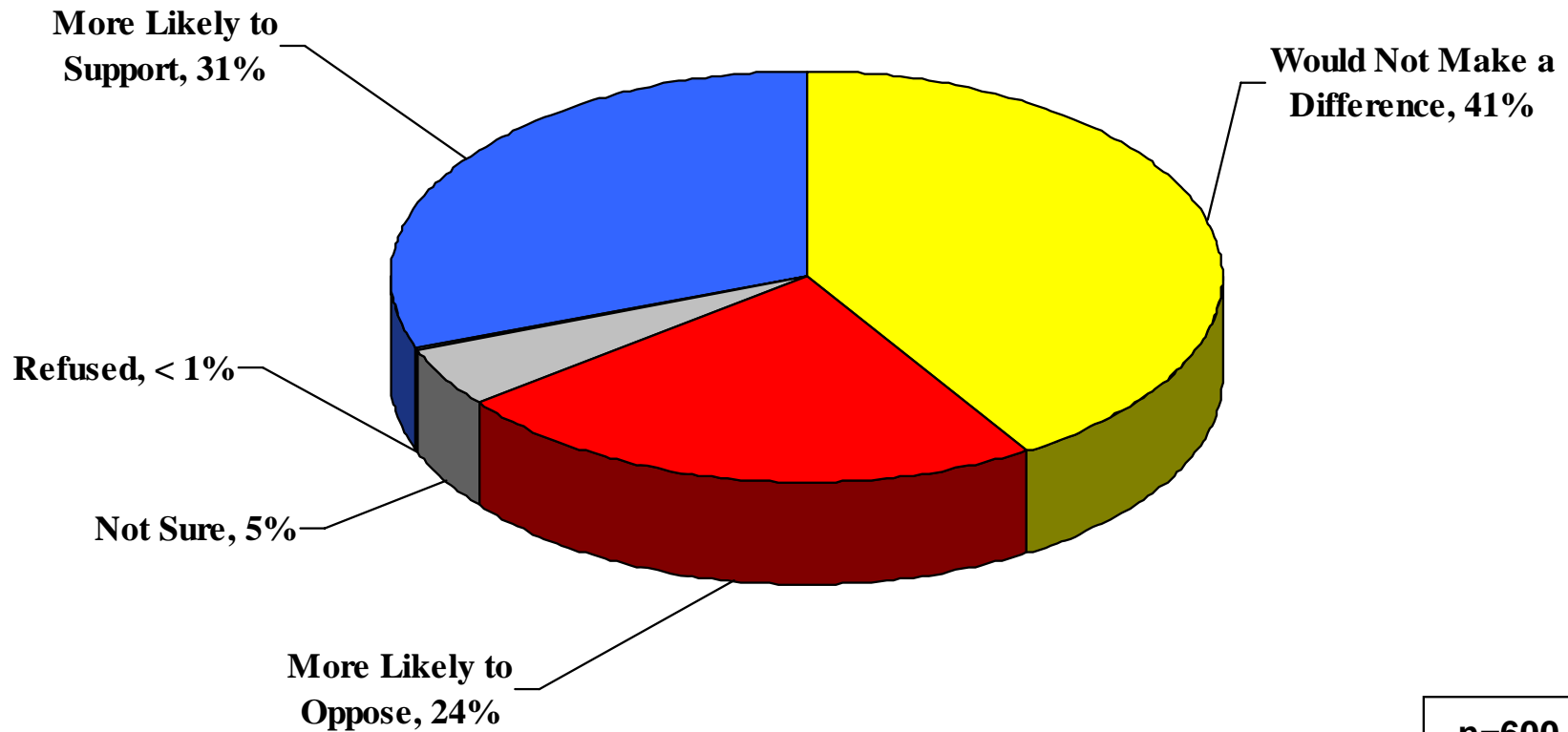
**Q11. If TASC cut state funding for [each of the following services], would you be more likely to support TASC, more likely to oppose TASC, or would it not make a difference?**

*AARP Members would be more likely to oppose TASC if the proposal cut funding for police protection, K-12 public education, or senior state services.*



**Q12. Suppose you learned that AARP and other senior organizations OPPOSED Nevada's Tax and Spending Control ballot initiative, also known as TASC, because they believe it would lead to significant cuts in important state services for Nevada seniors. Would you be more likely to support TASC, more likely to oppose TASC, or would it not make a difference in how you voted for the TASC ballot initiative?**

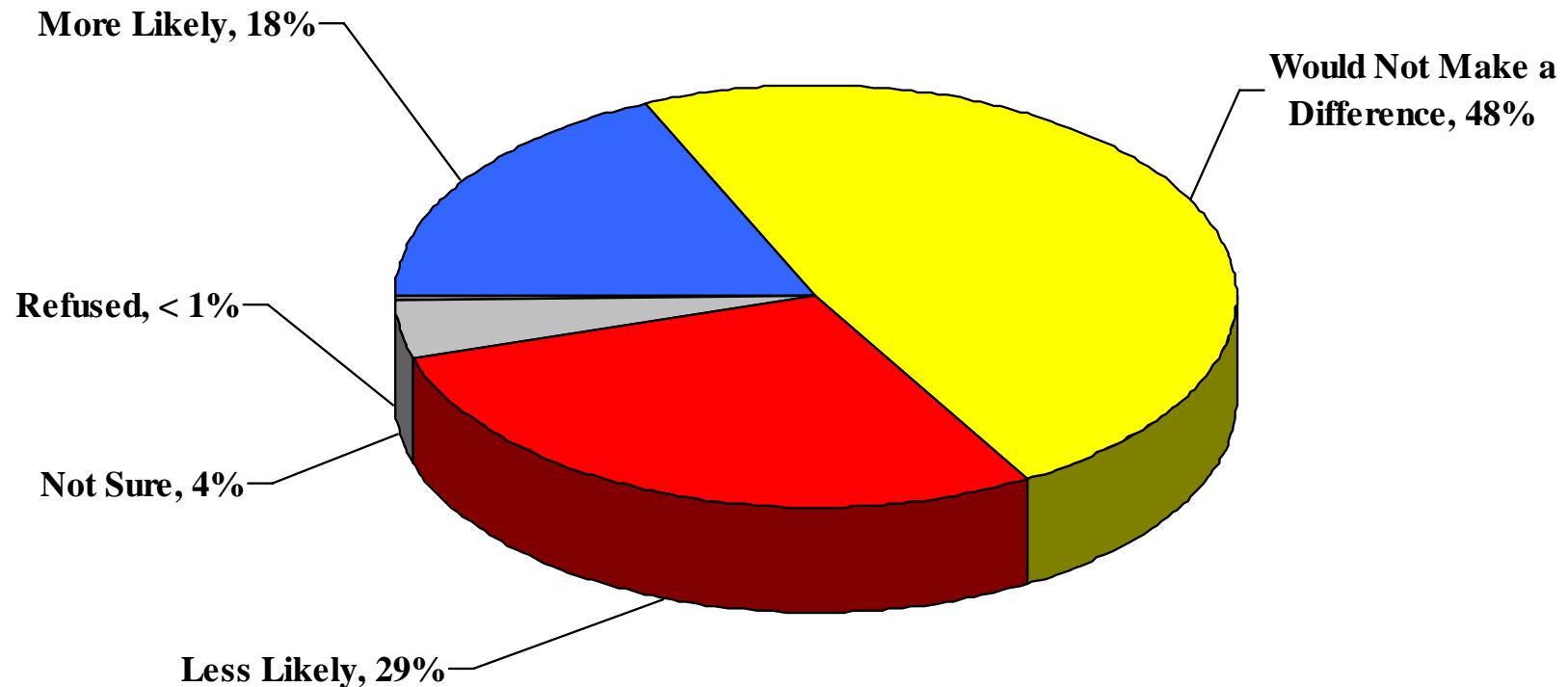
*One out of four said AARP's opposition of TASC would lead them to oppose TASC. Two out of five AARP Members living in Nevada say that knowing AARP and other senior organizations oppose TASC would not make a difference in how they voted.*



**n=600**

**Q15. If you knew that many candidates for state-wide public offices, key chambers of commerce, labor, non-profit/charitable and community organizations and groups representing teachers, firefighters and police were opposed to the TASC proposal, would you be more likely or less likely to vote for the proposal or would it not make a difference in how you vote on the TASC proposal?**

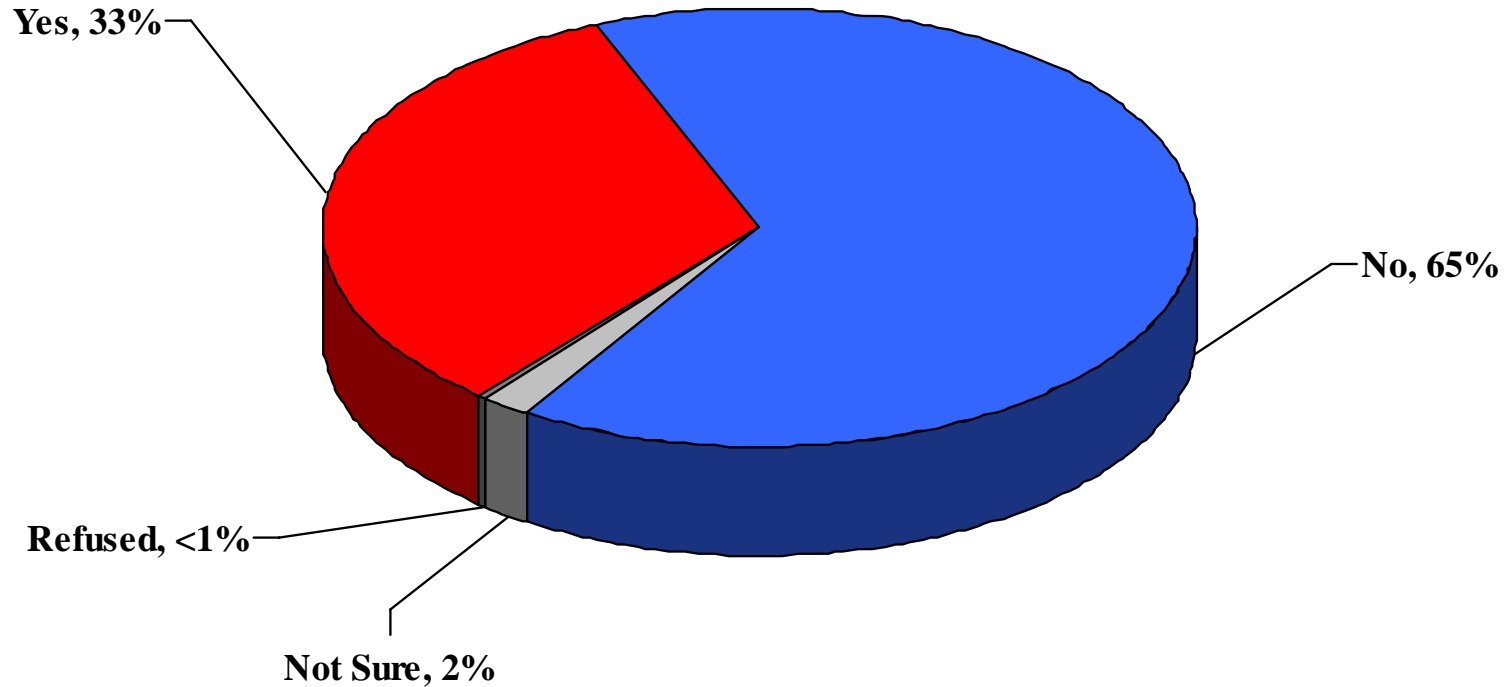
*One-half of AARP Members say that knowing candidates for state-wide offices as well as other community leaders opposed the TASC proposal would not make a difference in how they voted. However, three out of ten claim that knowing community leaders opposed TASC would make them less likely to vote for the proposal.*



n=600

**Q16. Are you aware that Nevada has an existing statutory budget limit on spending and the spending limit has never been exceeded?**

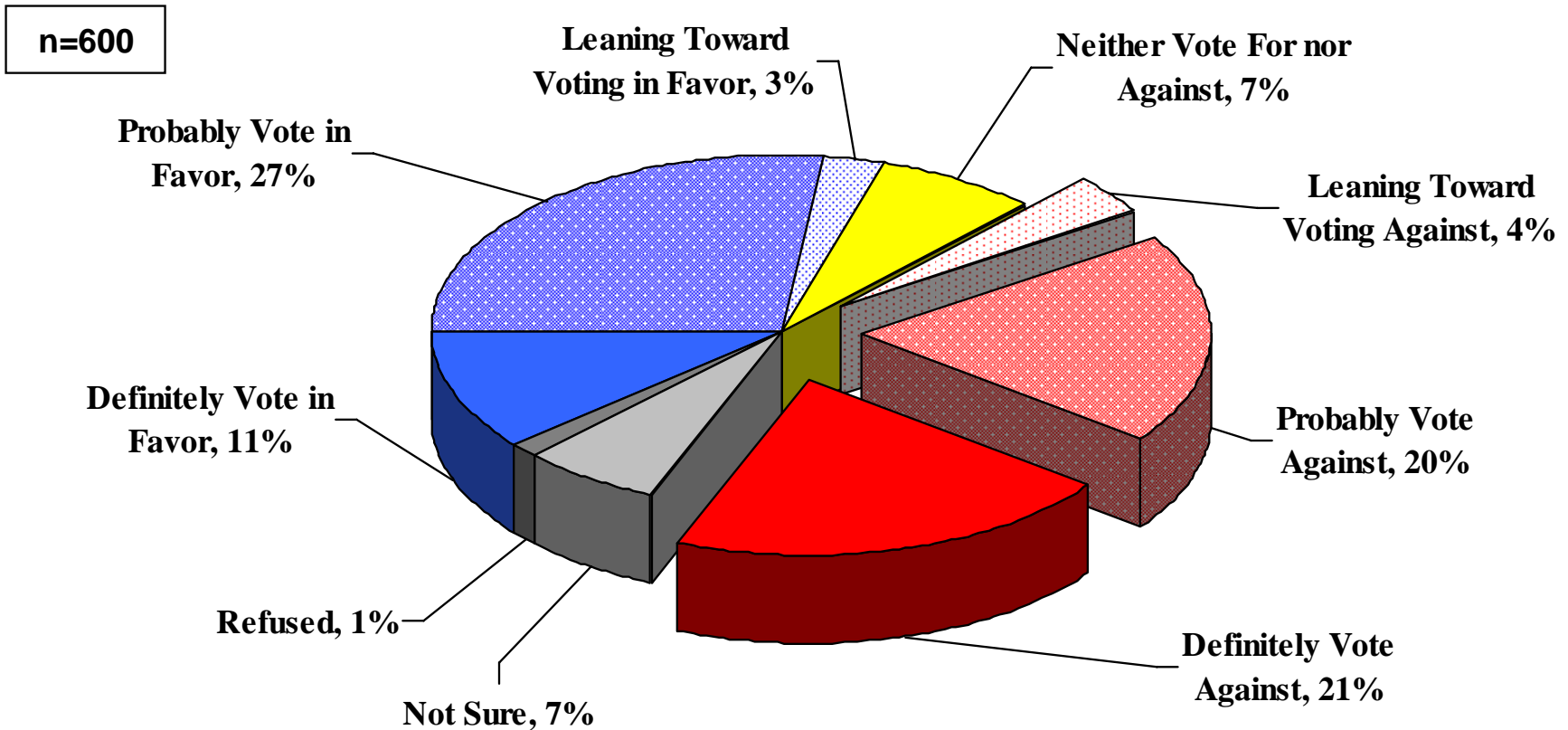
*Two out of three Members living in Nevada are not aware of Nevada's existing statutory budget limit on government spending.*



n=600

**Q13 & Q14. Now thinking about all the information we have discussed about this proposal that may be on the ballot in November, if the election were held today, would you vote for or against this proposal? [IF INITIALLY UNDECIDED ASK: Well, if you had to decide right now, which way would you say you are leaning—toward voting in favor or toward voting against?"]**

*After being presented with additional information about the TASC proposal, AARP Members appear split in terms of their support for the proposal. Though two out of five Members (41%) say they are at least leaning toward voting in favor of TASC, slightly more Members (45%) suggest they are leaning toward voting against the proposal.*

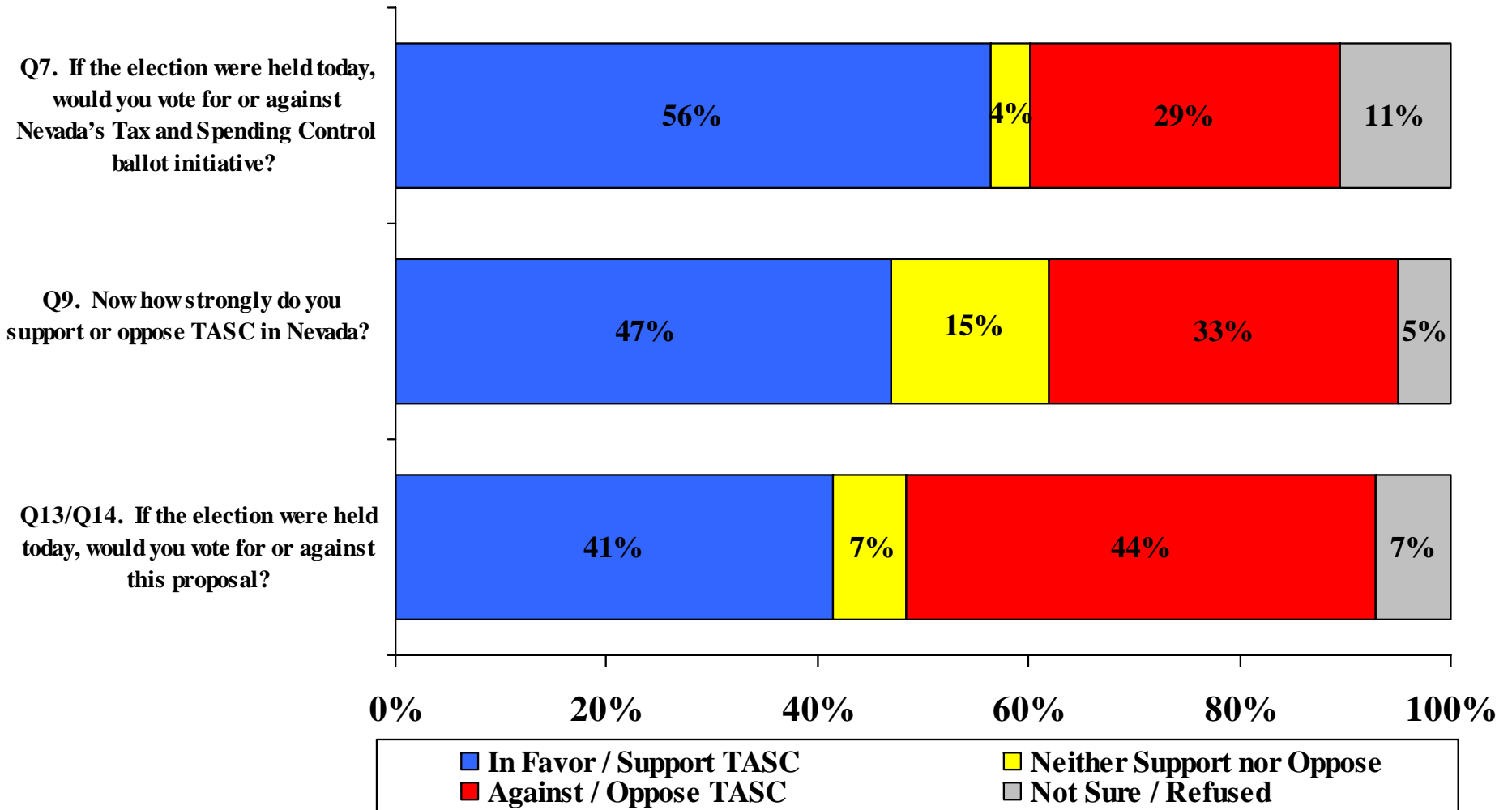


# TASC Support/Oppose Summary Chart



## TASC SUPPORT/OPPOSE THROUGHOUT SURVEY

*Comparison of the three questions asking about support for or against TASC reveals a statistically significant decline in support between the measures asked first in the survey and the measure asked last.*

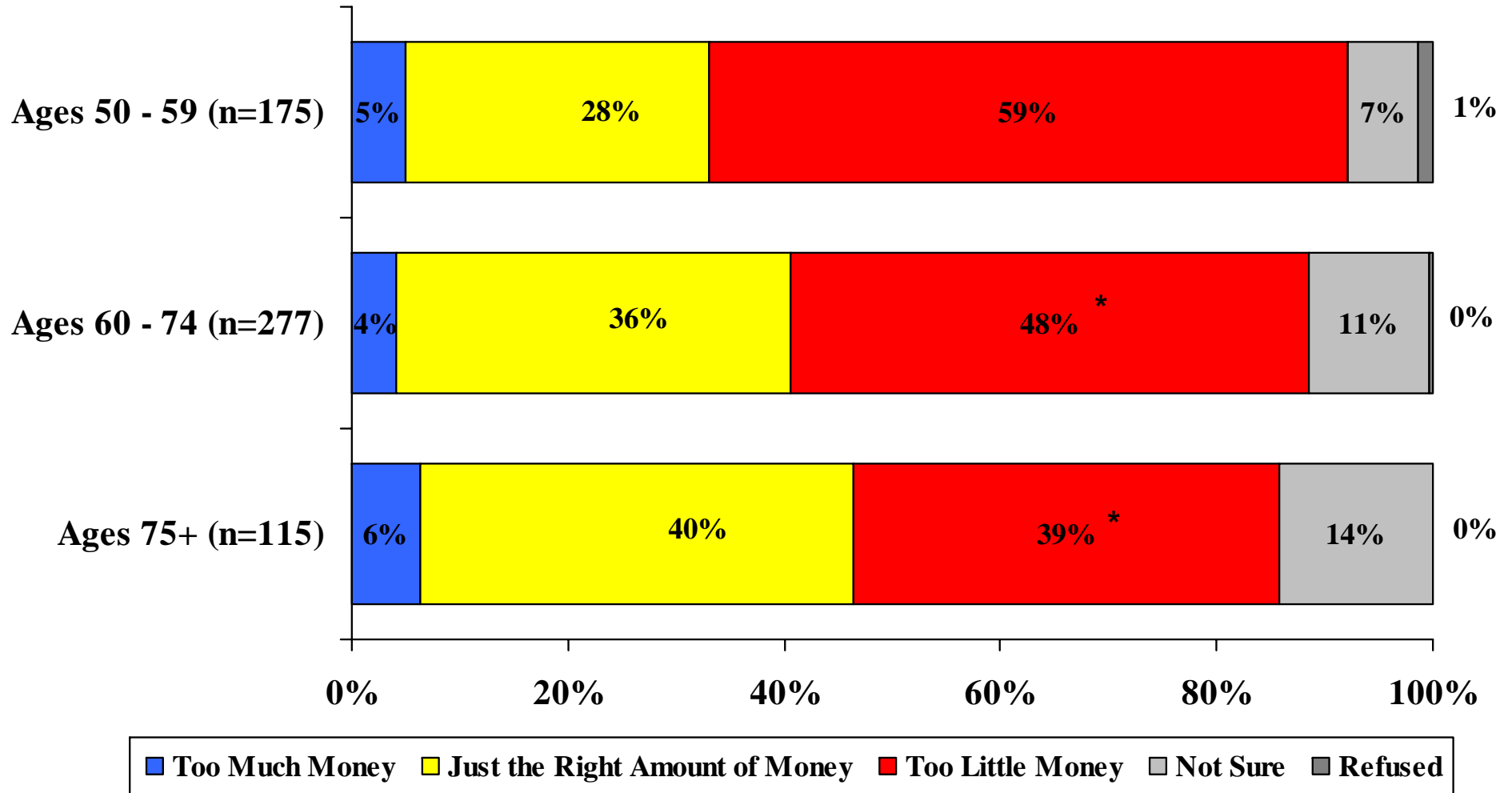


# **Subgroup Analysis: Survey Responses by Age**





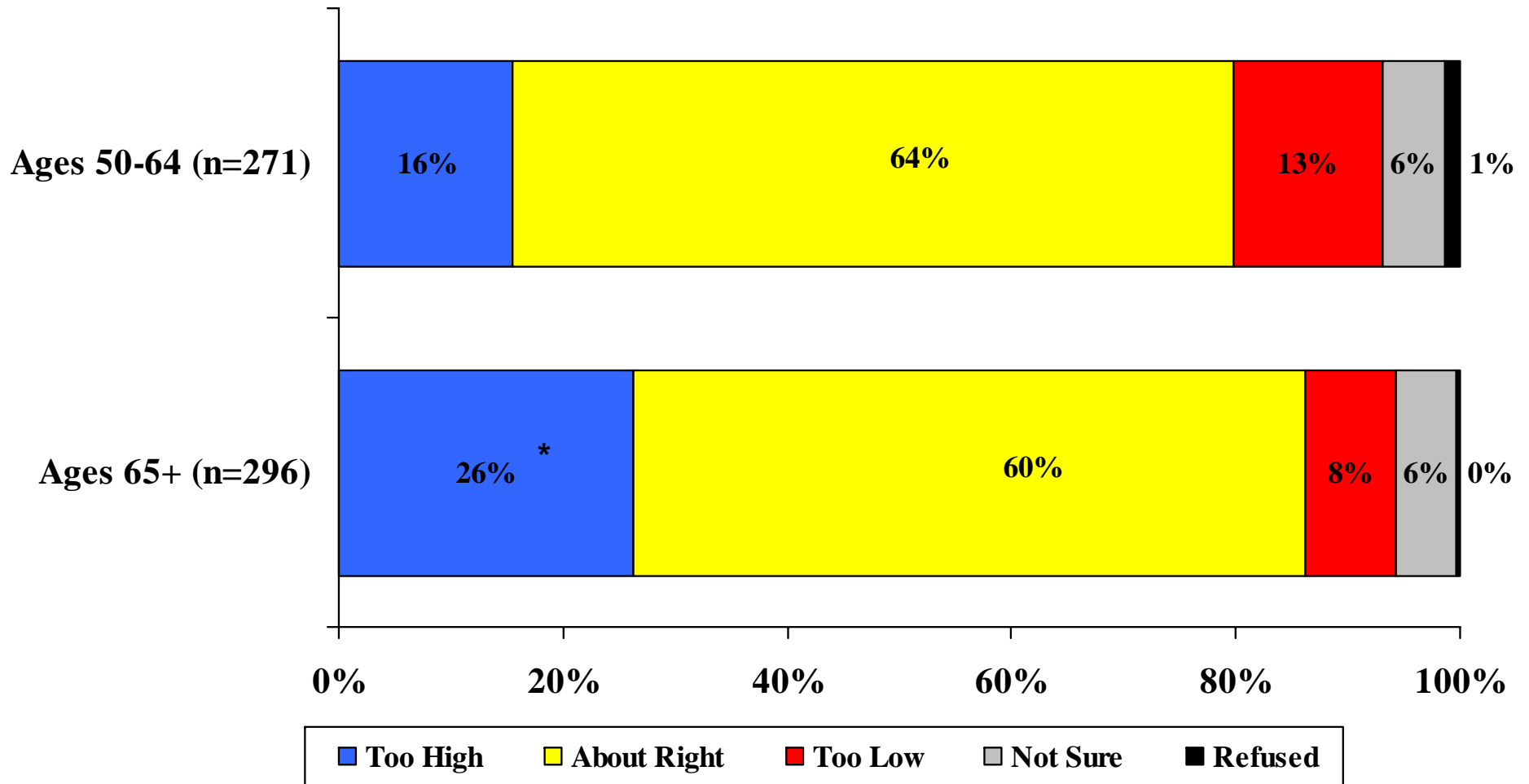
**Q1. Do you think that Nevada is spending too much money, too little money, or just the right amount of money on state services such as keeping people safe, providing health and long-term care, repairing roads and highways, maintaining parks, and providing education?**



\* Statistically significant difference from Members aged 50 to 59 at the 95% level of confidence

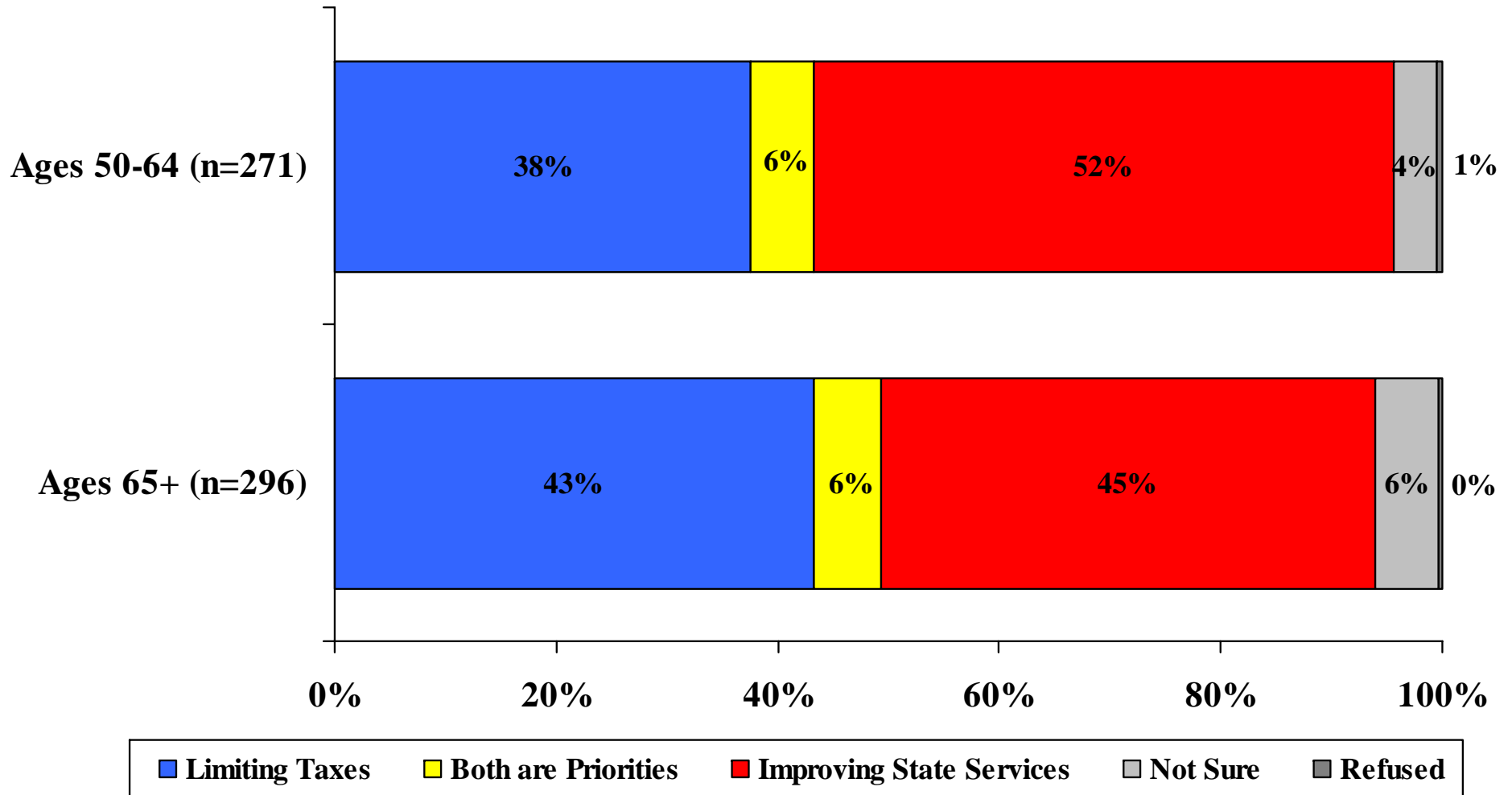
\*\* Statistically significant difference from Members aged 60 to 74 at the 95% level of confidence

**Q2. Thinking about the state and local taxes that you pay, not including federal taxes, do you think that taxes in Nevada are too high, are about right, or are too low to support state services?**



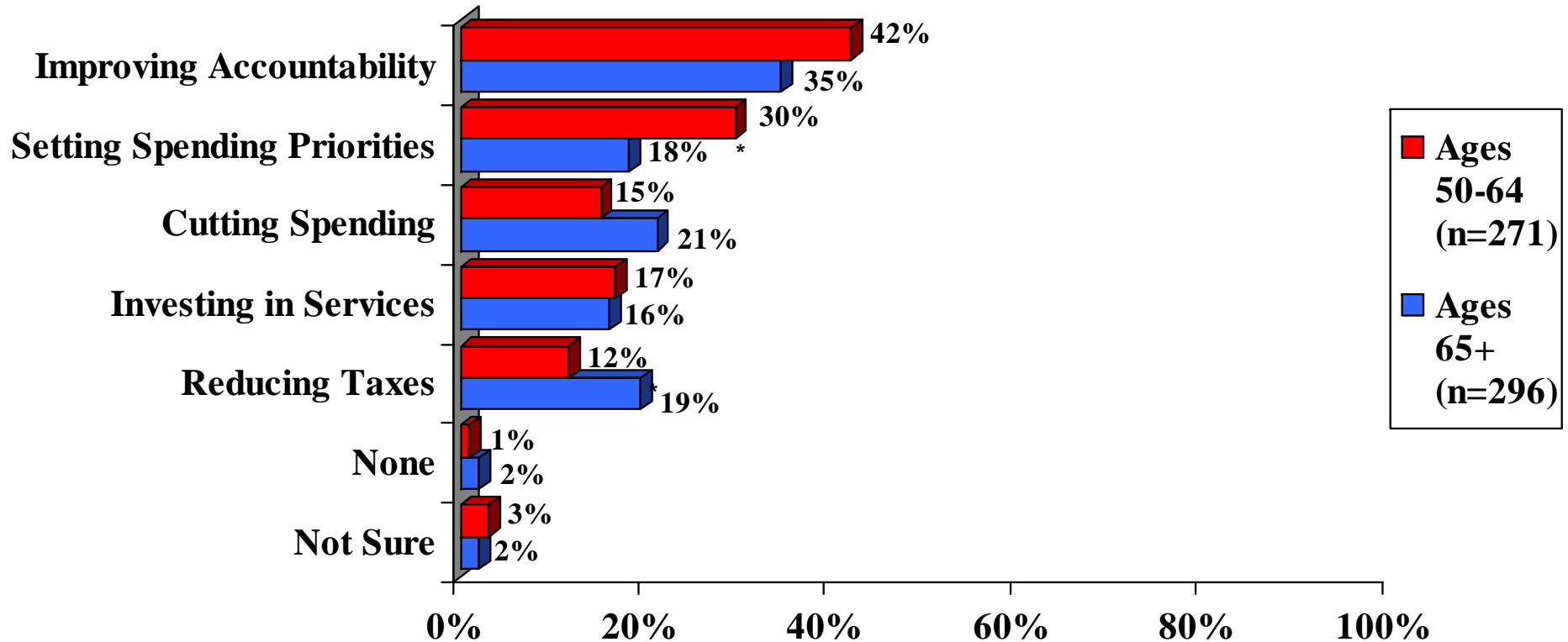
\* Statistically significant difference from Members age 50 to 64 at the 95% level of confidence

**Q4. In Nevada, which is a higher priority for you...?**



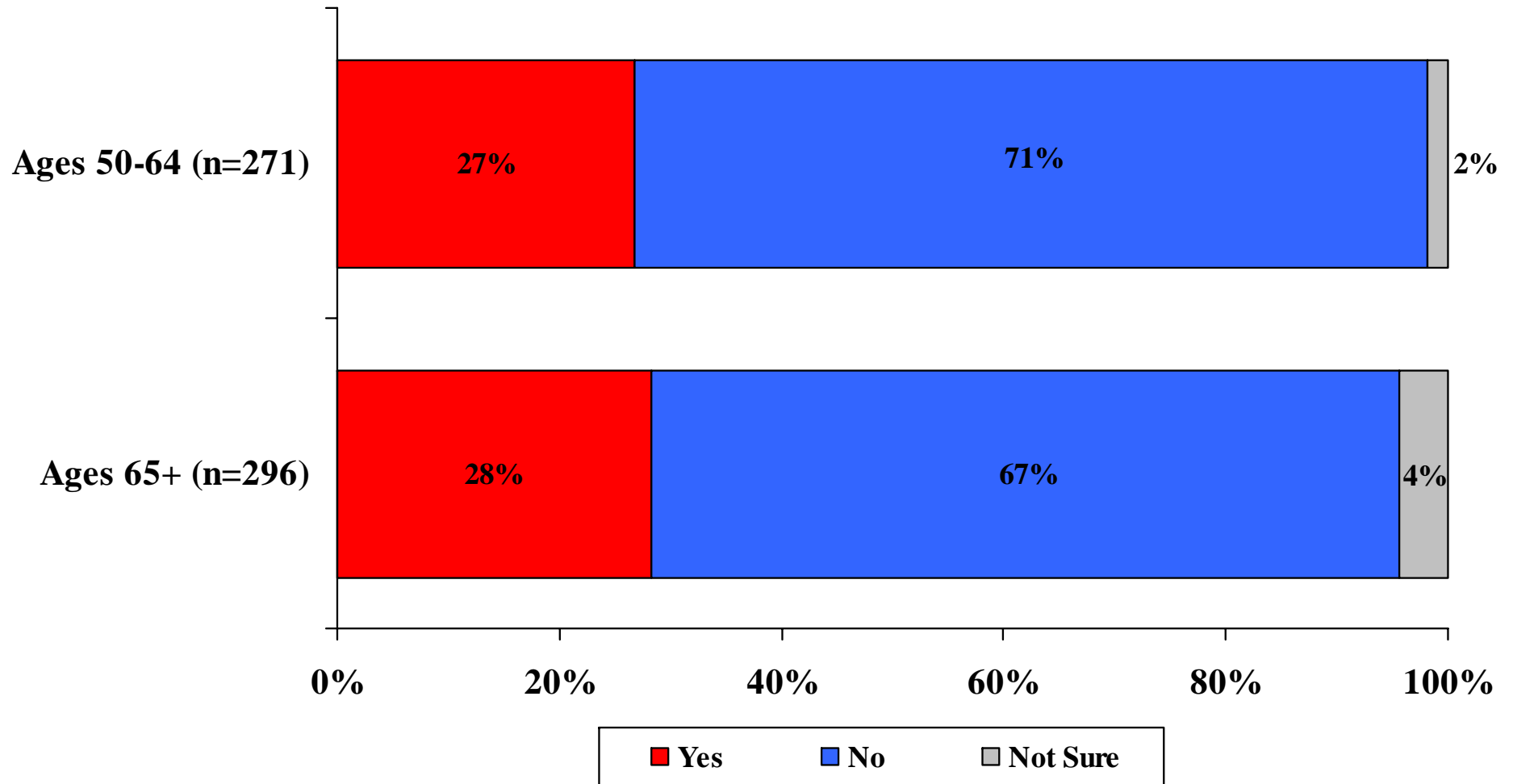
\* Statistically significant difference from Members age 50 to 64 at the 95% level of confidence

**Q5. Thinking about state government today in Nevada, which one or two of the following goals are most important to you?**



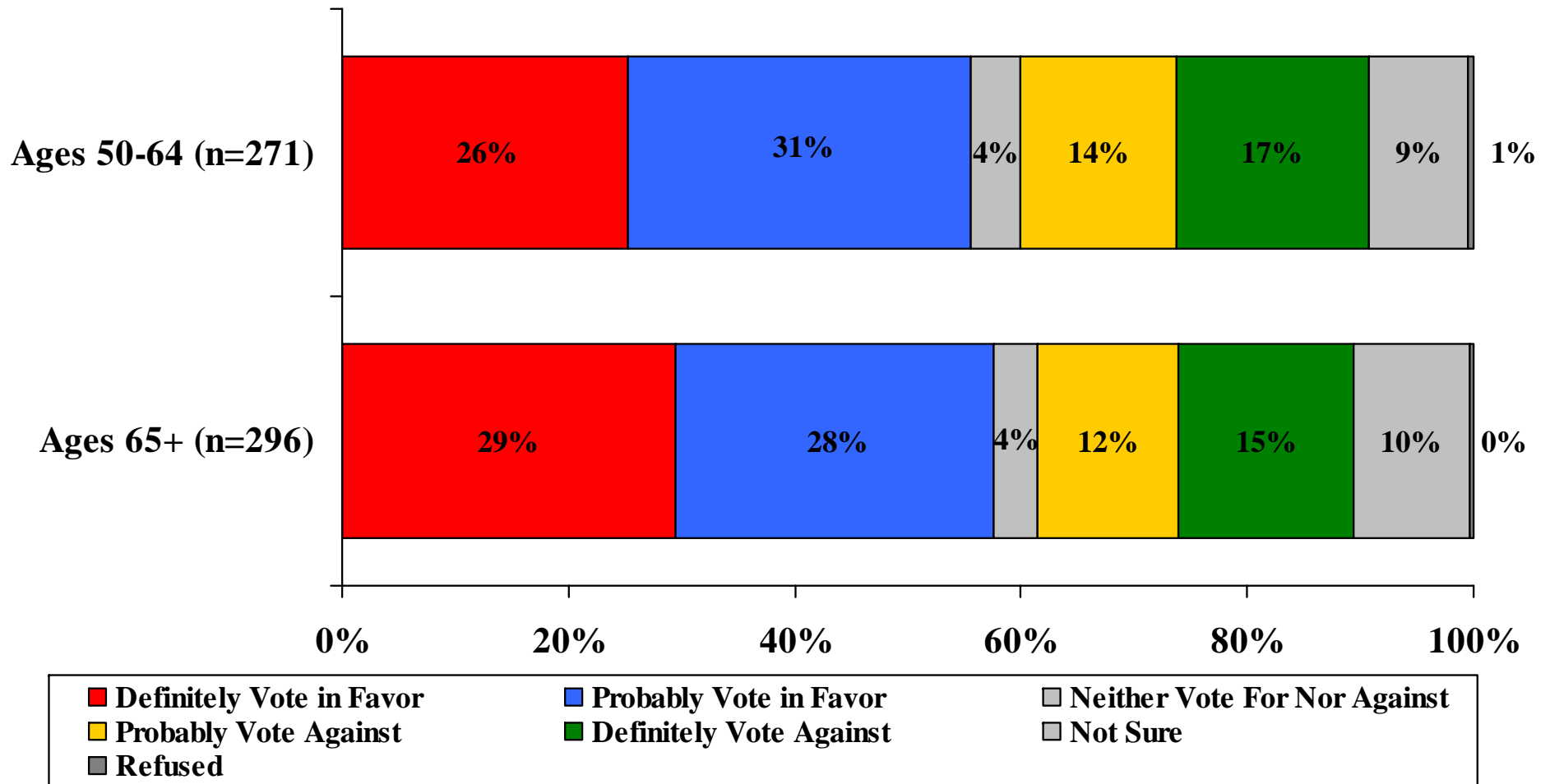
\* Statistically significant difference from Members aged 50 to 64 at the 95% level of confidence

**Q6. Have you seen, read, or heard anything about the Tax and Spending Control for Nevada ballot initiative, which is sometimes also referred to as the Taxpayer Bill of Rights, or TABOR proposal in the last year?**



\* Statistically significant difference from Men at the 95% level of confidence

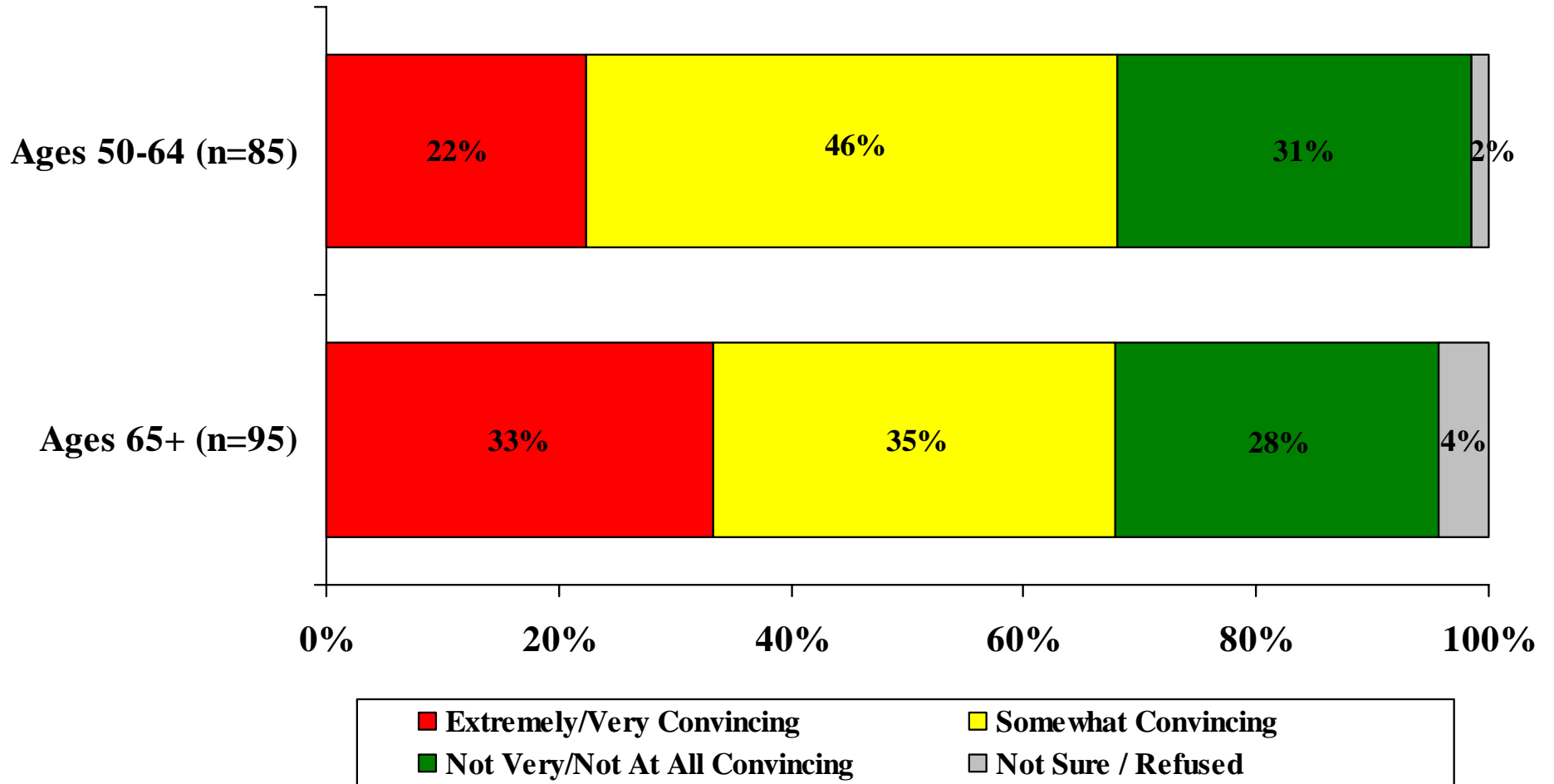
**Q7. Given what you know about the proposal, if the election were held today, would you vote for or against Nevada's Tax and Spending Control ballot initiative, also known as TASC?**



\* Statistically significant difference from Men at the 95% level of confidence

**Q8a1. I'd like you to please tell me whether you find [this] an extremely convincing argument, very convincing, somewhat convincing, not very convincing, or whether this particular argument is not at all convincing:**

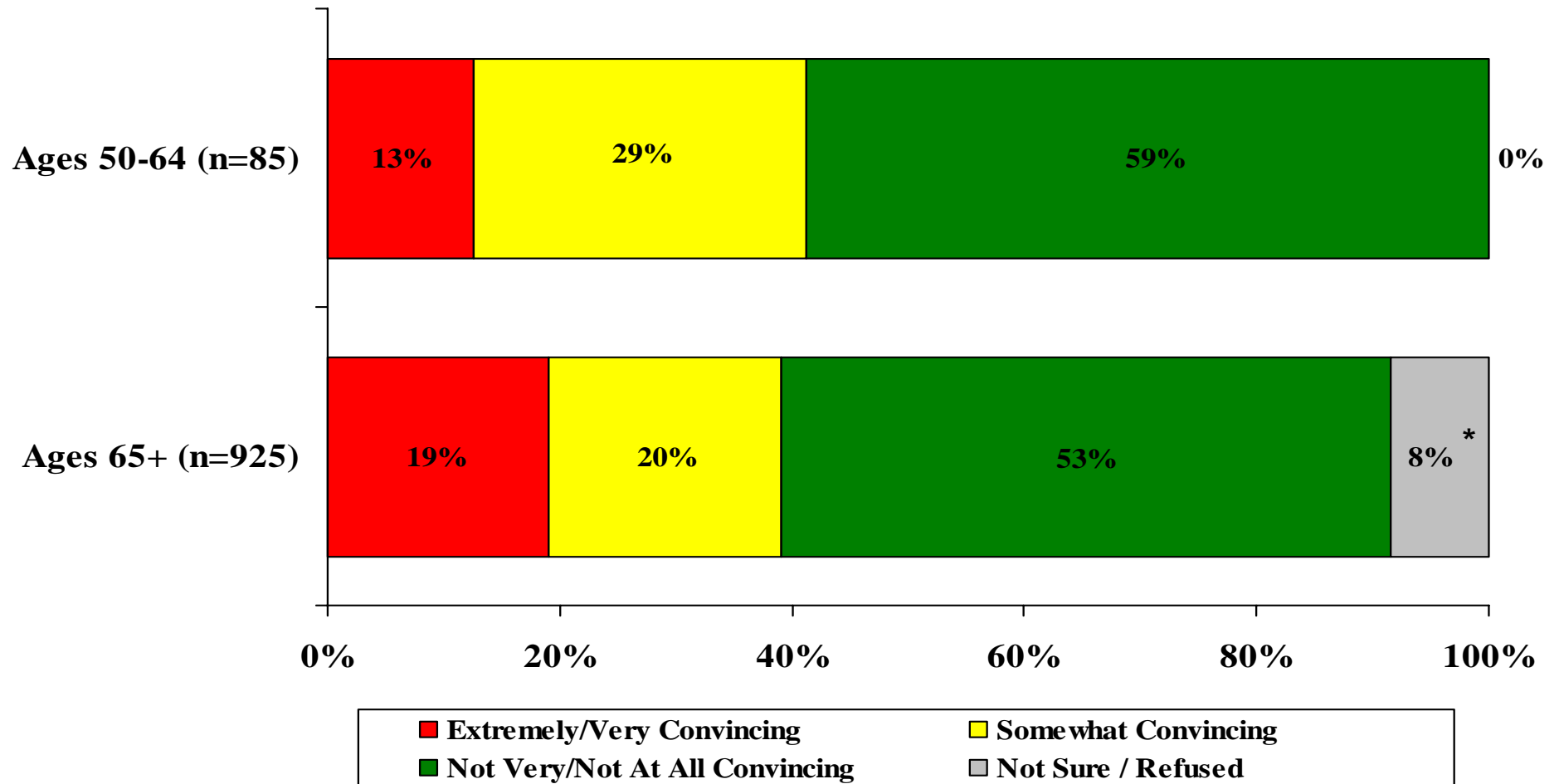
***Supporters of TASC say that it would control runaway state government spending and force the state government to operate more efficiently.***



\* Statistically significant difference from Members age 50 to 64 at the 95% level of confidence

**Q8a2. I'd like you to please tell me whether you find [this] an extremely convincing argument, very convincing, somewhat convincing, not very convincing, or whether this particular argument is not at all convincing:**

***Opponents of TASC say the state already has a balanced budget requirement, voters already can control state government actions at the ballot box, and that TASC would decrease the quality of life in Nevada, forcing major cuts in health, education, transportation, and public safety.***

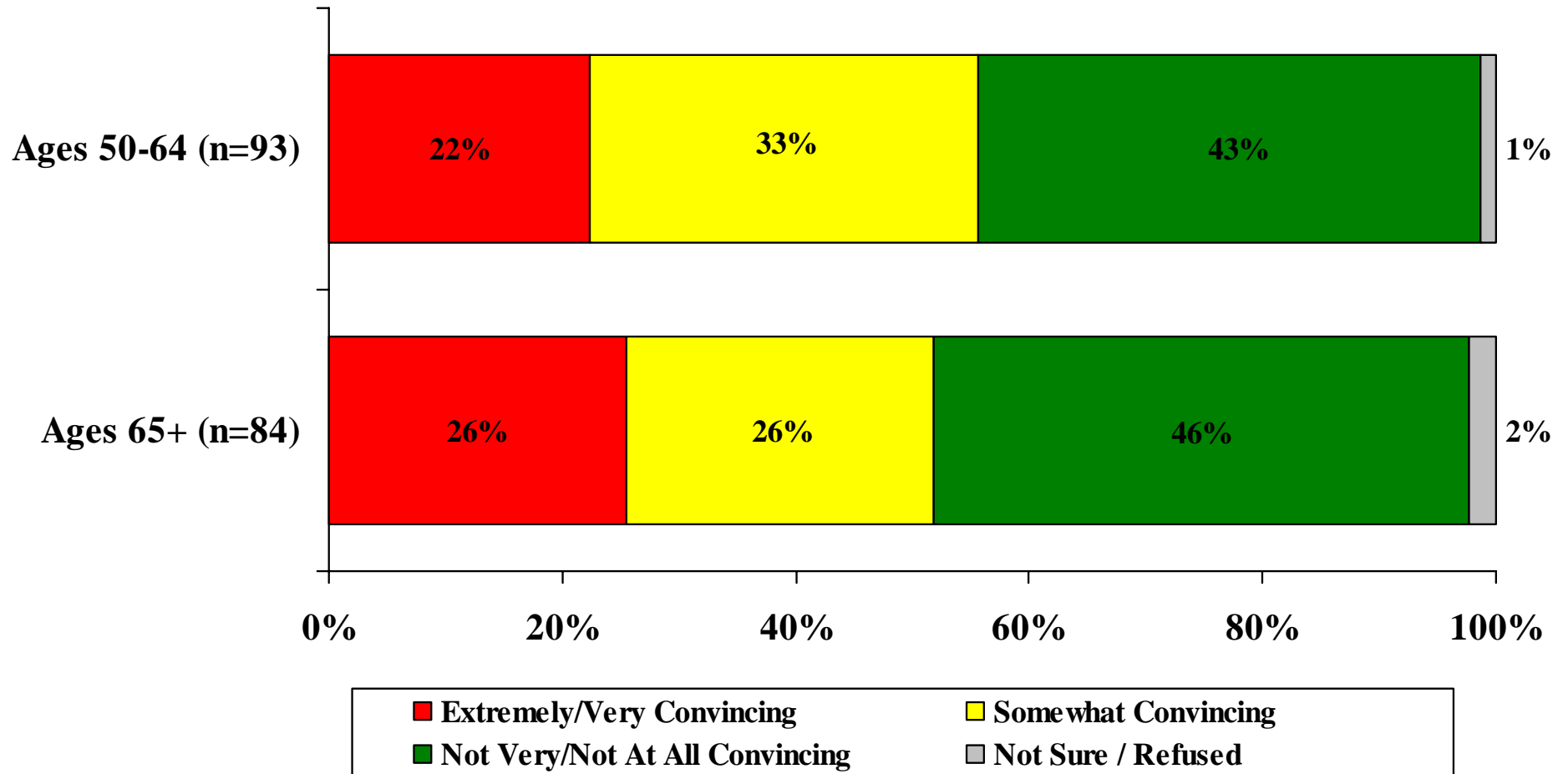


\* Statistically significant difference from Members age 50 to 64 at the 95% level of confidence



**Q8b1. I'd like you to please tell me whether you find [this] an extremely convincing argument, very convincing, somewhat convincing, not very convincing, or whether this particular argument is not at all convincing:**

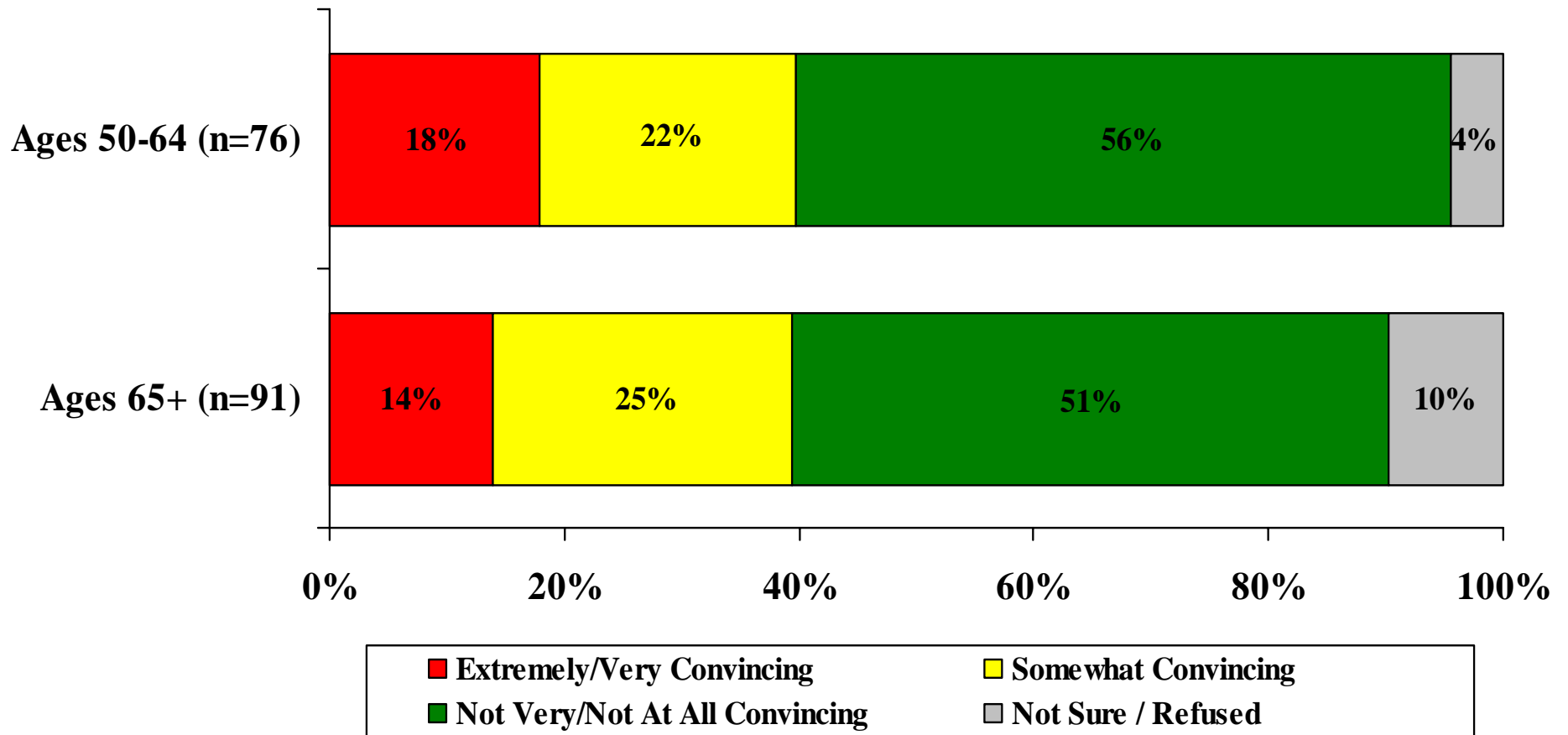
***Supporters of TASC say that it would help the Nevada economy by returning money to taxpayers through tax rebates and tax cuts.***



\* Statistically significant difference from Members age 50 to 64 at the 95% level of confidence

**Q8b2. I'd like you to please tell me whether you find [this] an extremely convincing argument, very convincing, somewhat convincing, not very convincing, or whether this particular argument is not at all convincing:**

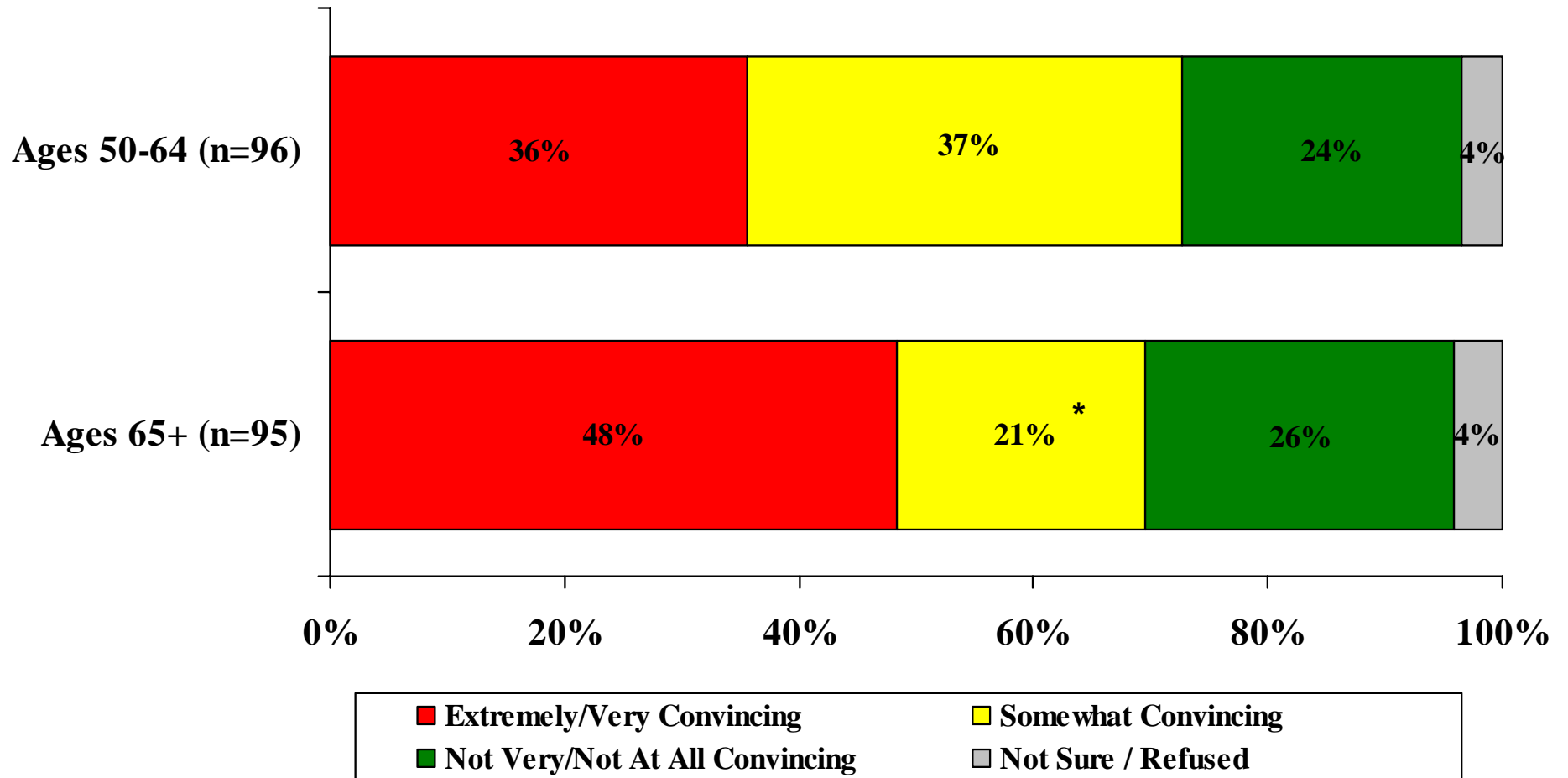
*Opponents of TASC say that any money refunded to tax payers would be more than offset by the increased out-of-pocket expense they would bear. In Colorado, the only state that has passed TASC, fees have increased for licenses and park admissions. Also, families have had to pay for items that schools typically provided such as textbooks and basic school supplies, while children attended classes wearing coats because heat had been dramatically lowered.*



\* Statistically significant difference from Members age 50 to 64 at the 95% level of confidence

**Q8c1. I'd like you to please tell me whether you find [this] an extremely convincing argument, very convincing, somewhat convincing, not very convincing, or whether this particular argument is not at all convincing:**

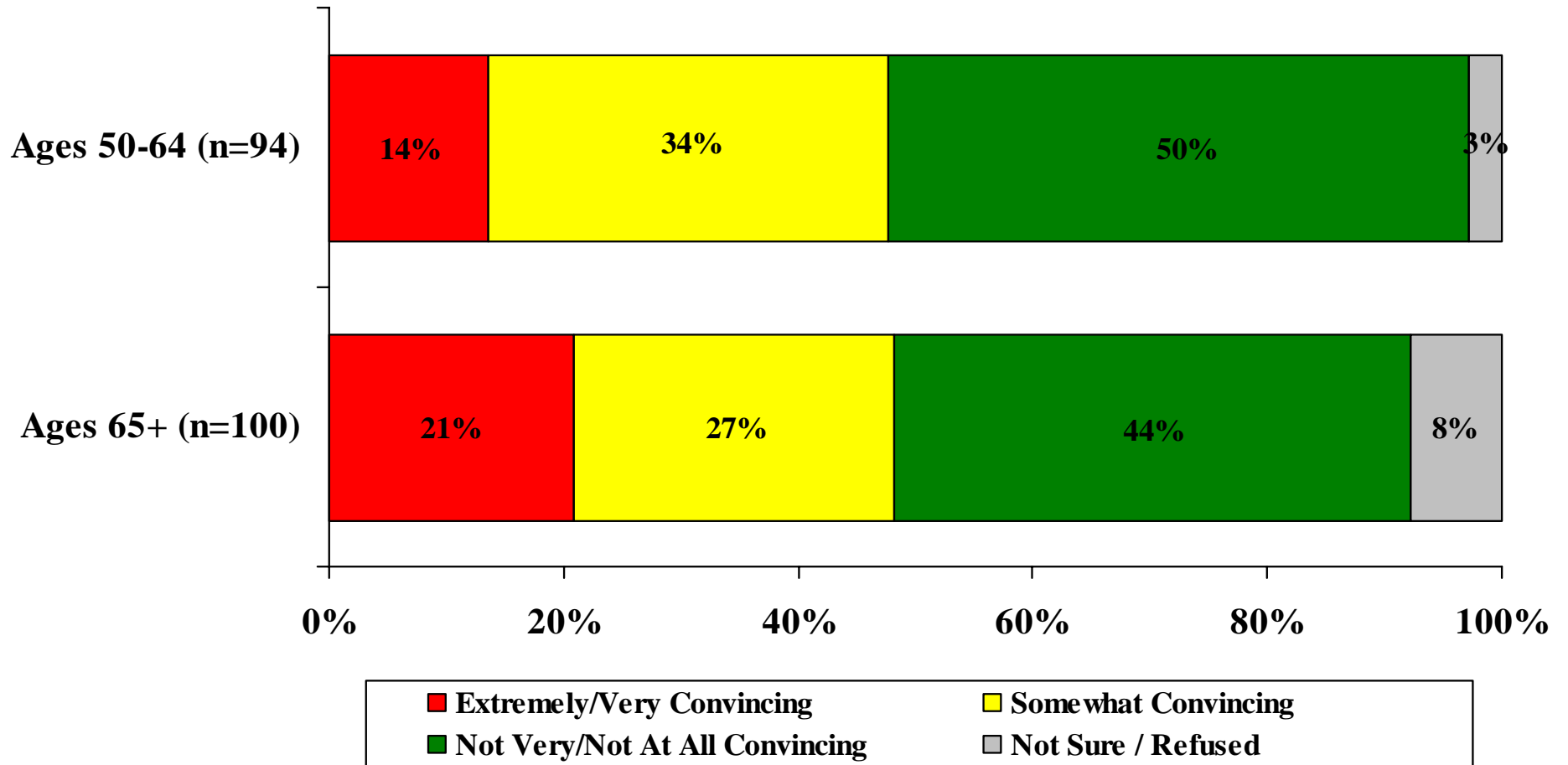
***Supporters of TASC say that it would take power away from state politicians and put it back in the hands of the people by requiring that any tax increase be approved by voters.***



\* Statistically significant difference from Members age 50 to 64 at the 95% level of confidence

**Q8c2. I'd like you to please tell me whether you find [this] an extremely convincing argument, very convincing, somewhat convincing, not very convincing, or whether this particular argument is not at all convincing:**

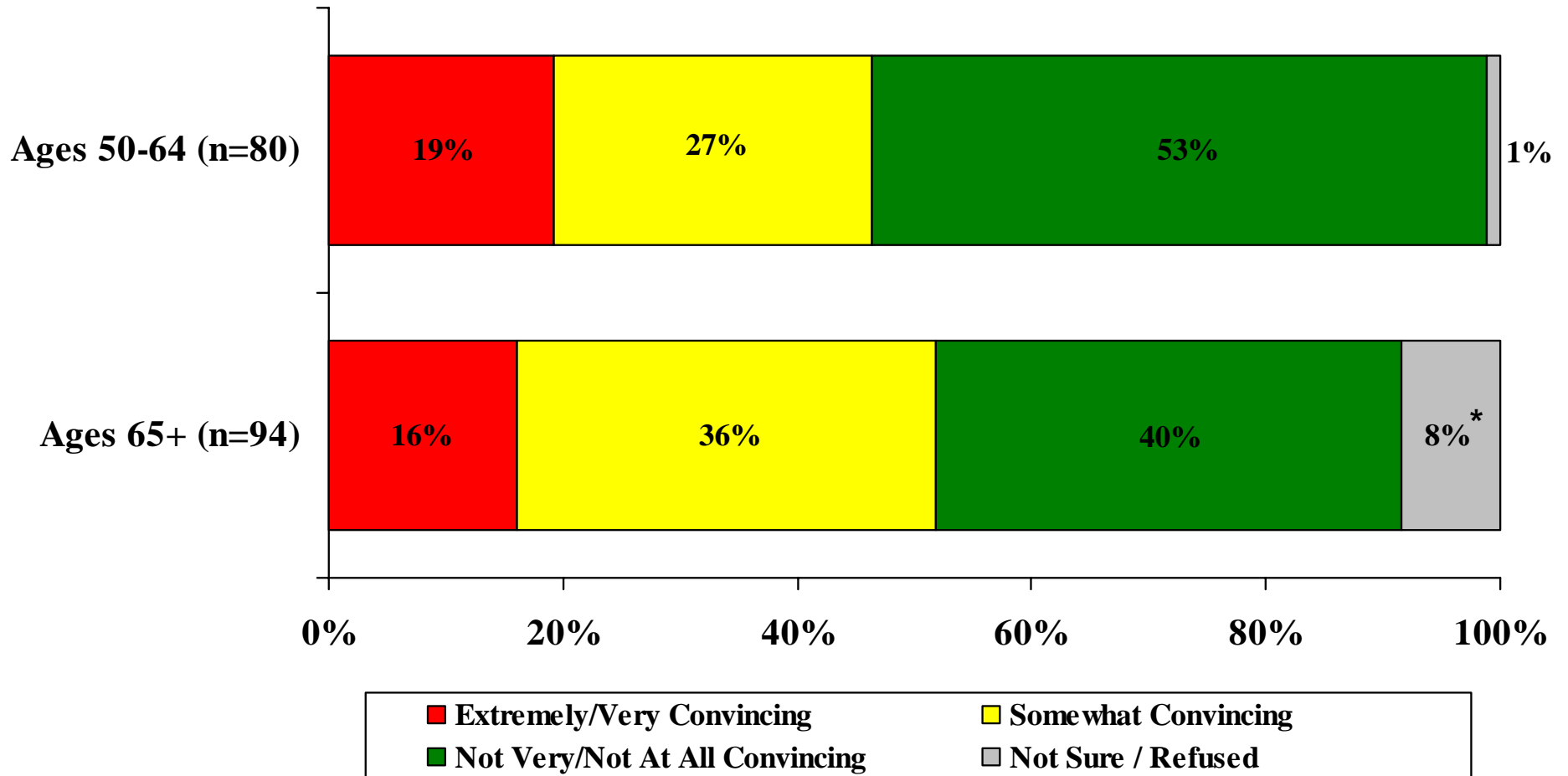
***Opponents of TASC say that it allows lawmakers to shirk their responsibility for managing the state budget, and, by making voters decide on every single tax increase that the state may need, ties up the budget process and creates gridlock, in addition to expecting taxpayers to become budget and tax experts.***



\* Statistically significant difference from Members age 50 to 64 at the 95% level of confidence

**Q8d1. I'd like you to please tell me whether you find [this] an extremely convincing argument, very convincing, somewhat convincing, not very convincing, or whether this particular argument is not at all convincing:**

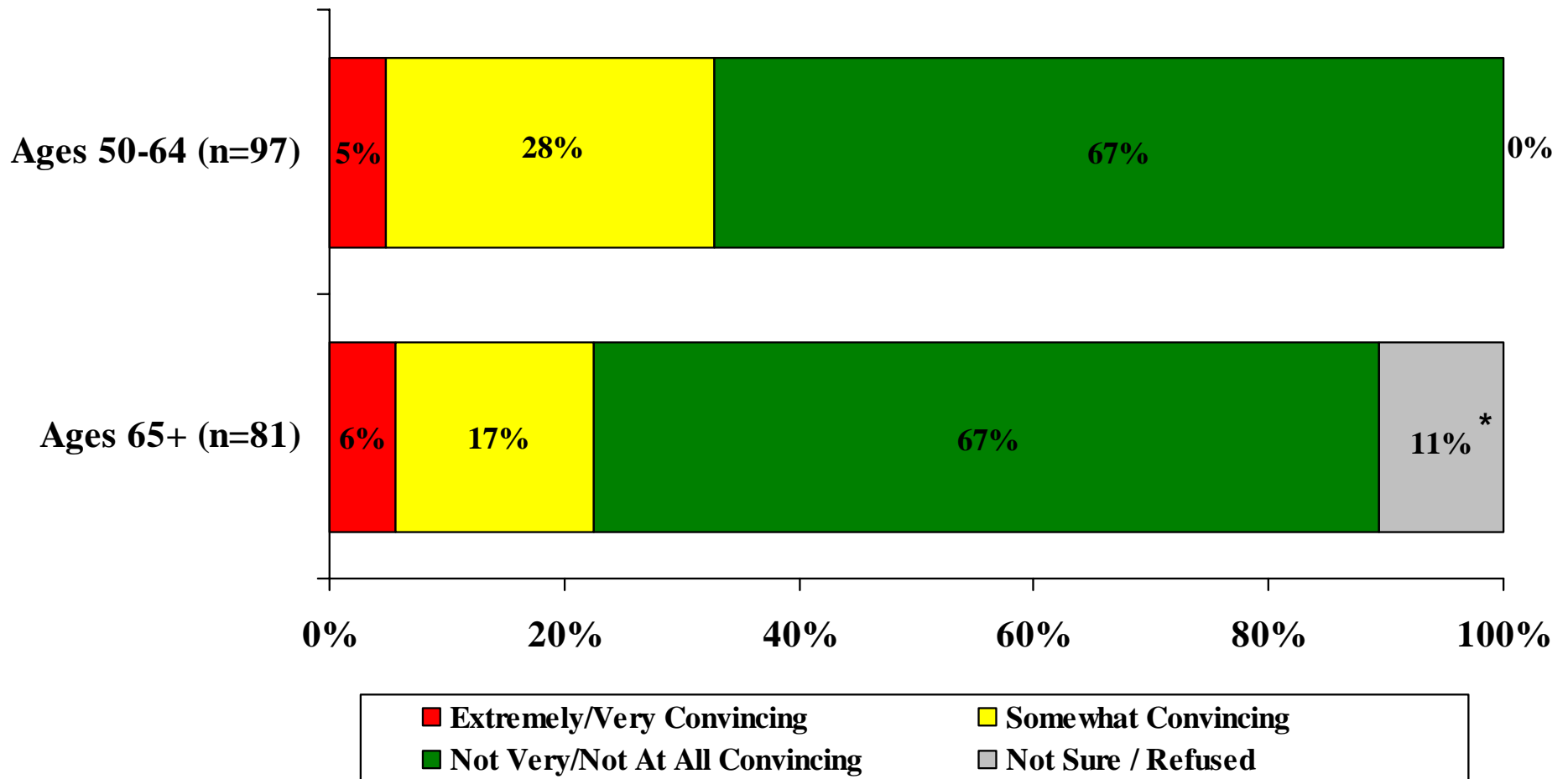
***Supporters of TASC say that it would be good for businesses because it would lower the taxes businesses have to pay to operate in the state.***



\* Statistically significant difference from Members age 50 to 64 at the 95% level of confidence

**Q8d2. I'd like you to please tell me whether you find [this] an extremely convincing argument, very convincing, somewhat convincing, not very convincing, or whether this particular argument is not at all convincing:**

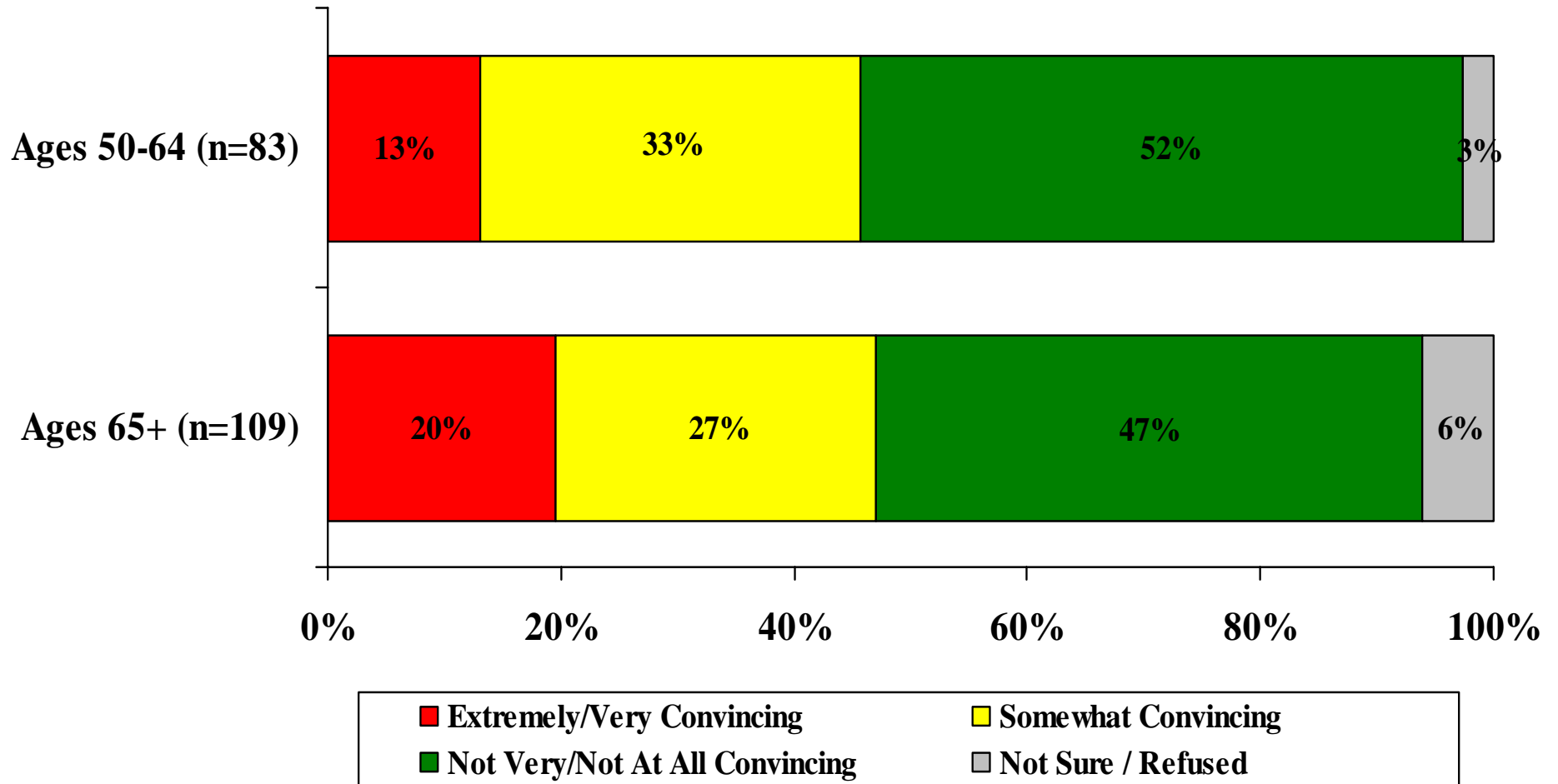
***Opponents of TASC say that it would cause businesses to leave or prevent them from relocating to Nevada because the declining quality of life would drive desirable job applicants out of the state.***



\* Statistically significant difference from Members age 50 to 64 at the 95% level of confidence

**Q8e1. I'd like you to please tell me whether you find [this] an extremely convincing argument, very convincing, somewhat convincing, not very convincing, or whether this particular argument is not at all convincing:**

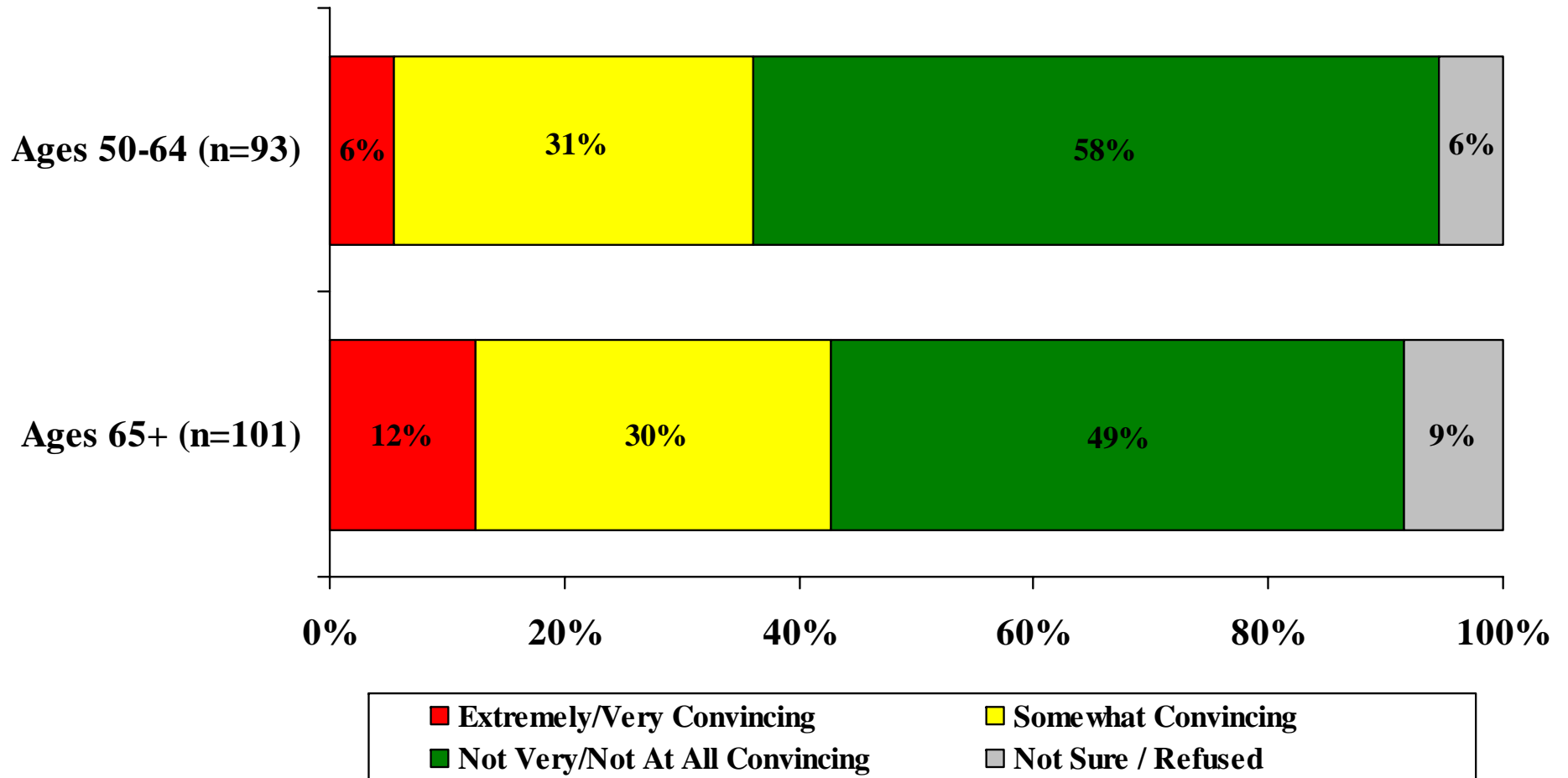
***Supporters of TASC say that it would allow citizens to sue state government if they believe TASC limits are not being met.***



\* Statistically significant difference from Members age 50 to 64 at the 95% level of confidence

**Q8e2. I'd like you to please tell me whether you find [this] an extremely convincing argument, very convincing, somewhat convincing, not very convincing, or whether this particular argument is not at all convincing:**

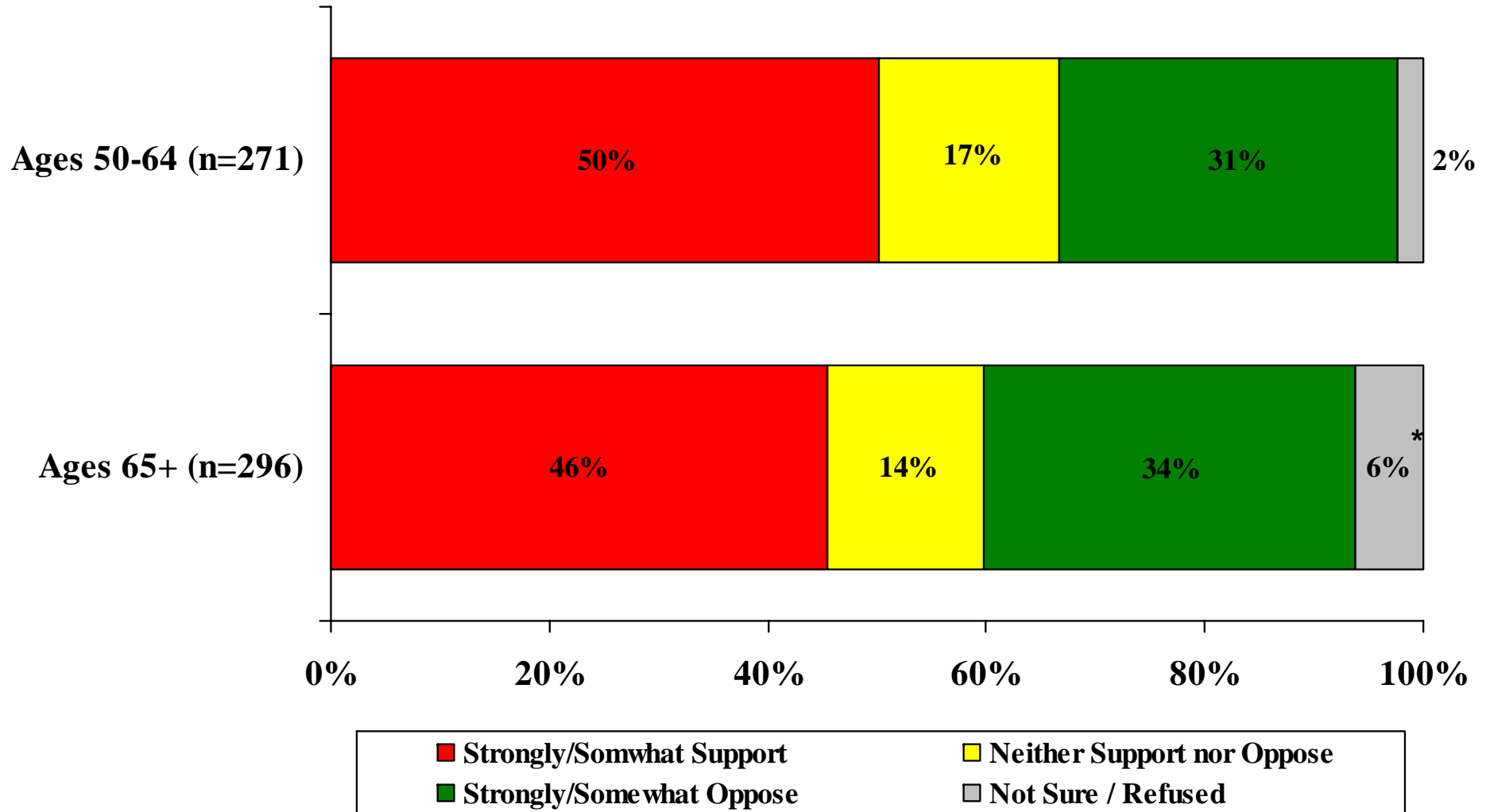
***Opponents of TASC say that it would cost taxpayers more money and would cause further strains on the state budget to pay court costs and attorney fees if citizens could sue for enforcement of TASC limits.***



\* Statistically significant difference from Members age 50 to 64 at the 95% level of confidence

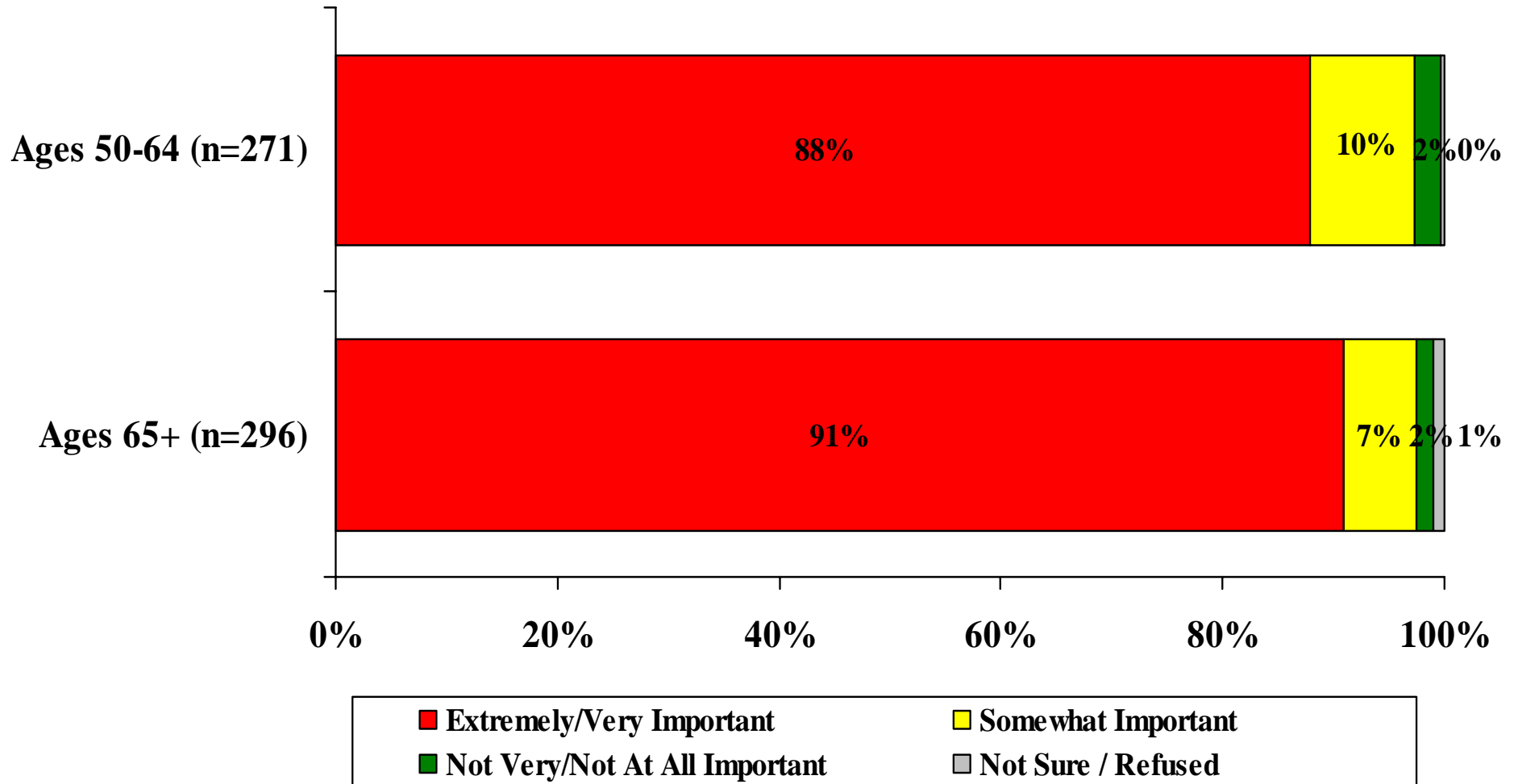


**Q9. Having heard arguments both for and against Nevada's Tax and Spending Control (TASC) ballot initiative, now how strongly do you support or oppose TASC in Nevada?**



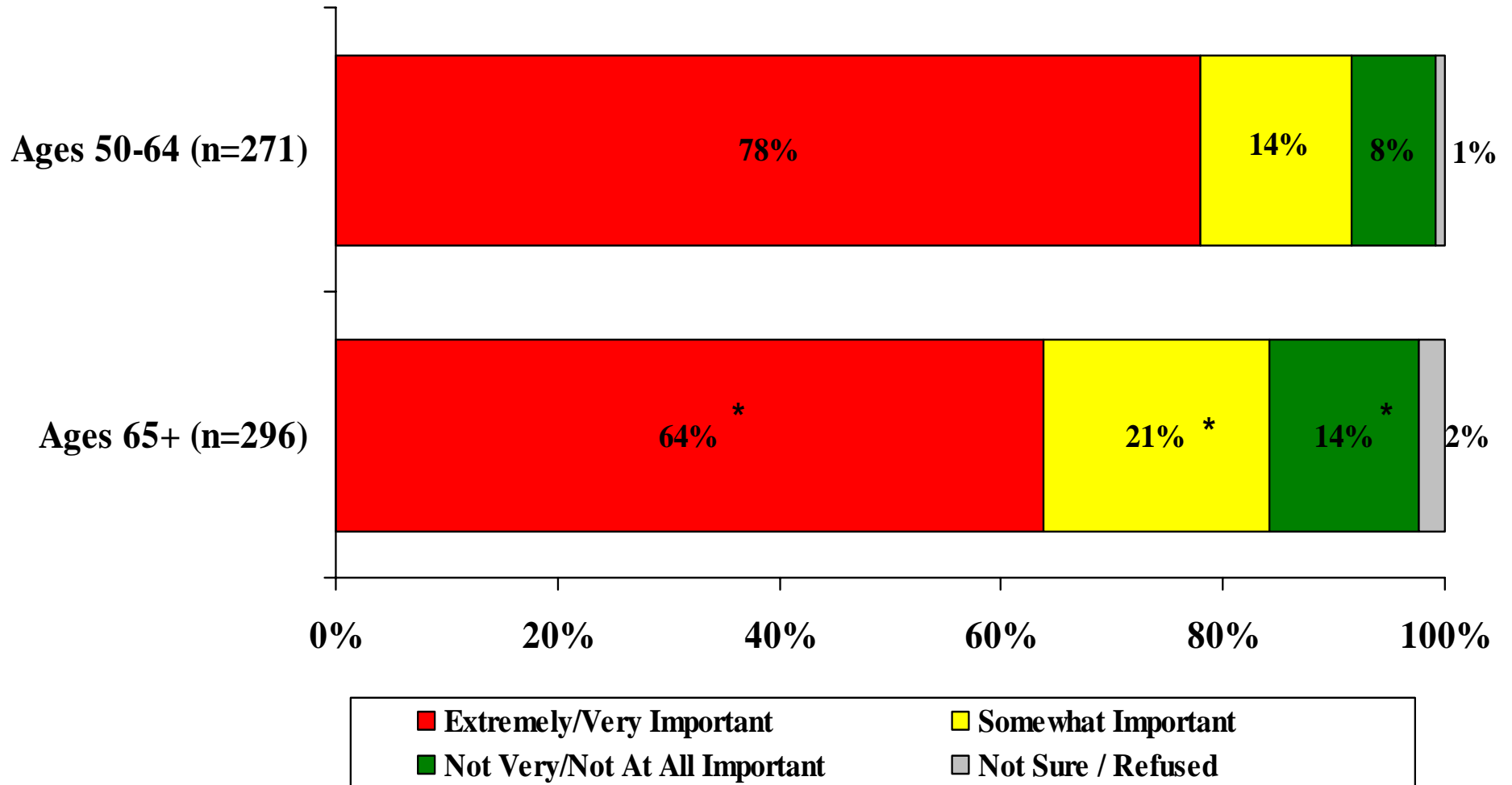
• Statistically significant difference from Members Age 50 to 64 at the 95% level of confidence

**Q10b. Now, I am going to ask you about state and local services Nevada provides. How important is police protection and public safety to you? Is it extremely important, very important, somewhat important, not very important or not at all important?**



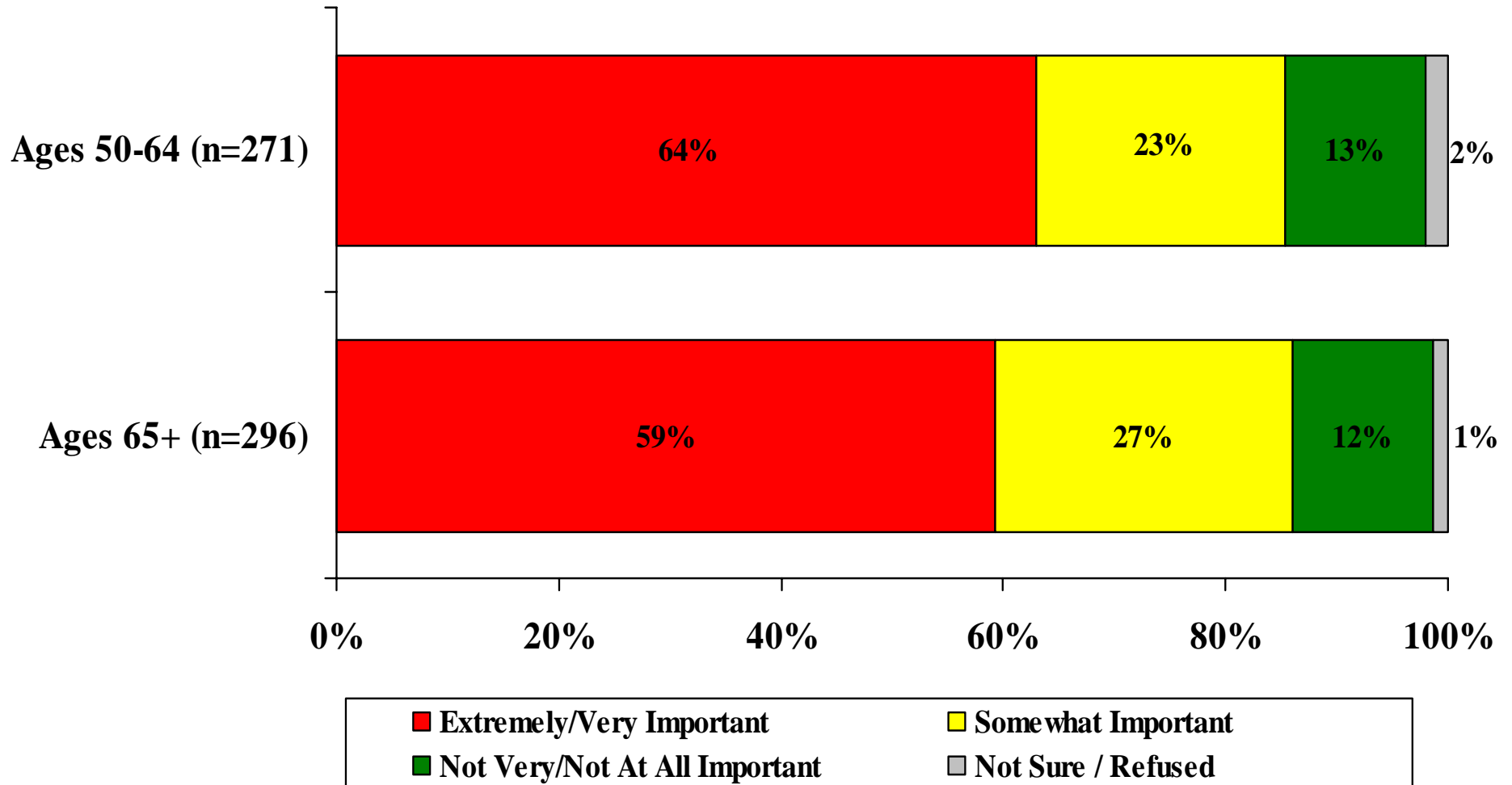
\* Statistically significant difference from Members age 50 to 64 at the 95% level of confidence

**Q10e. Now, I am going to ask you about state and local services Nevada provides. How important is K-12 public school education to you? Is it extremely important, very important, somewhat important, not very important or not at all important?**



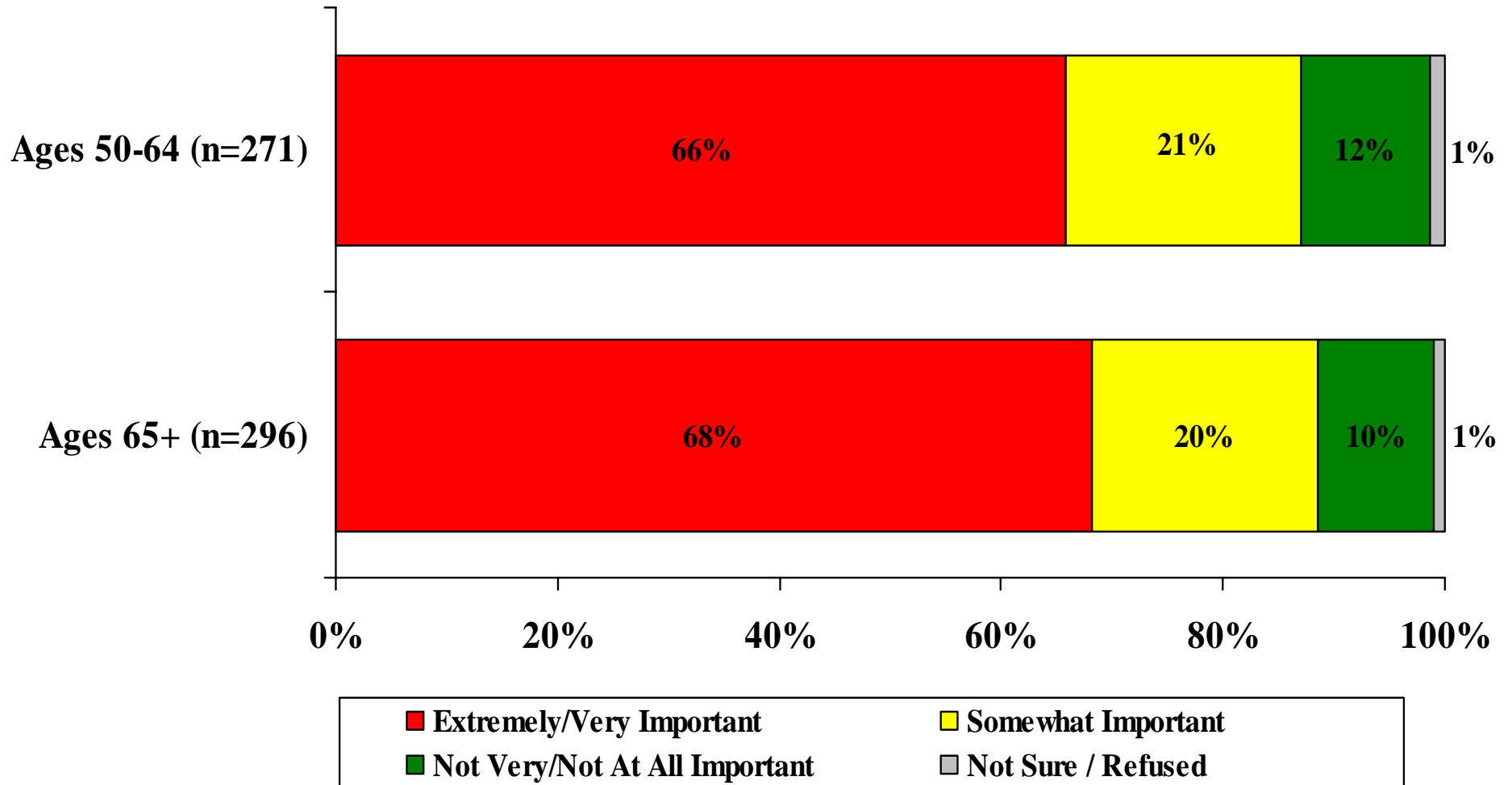
\* Statistically significant difference from Members age 50 to 64 at the 95% level of confidence

**Q10f. Now, I am going to ask you about state and local services Nevada provides. How important is healthcare for low income families and their children to you? Is it extremely important, very important, somewhat important, not very important or not at all important?**



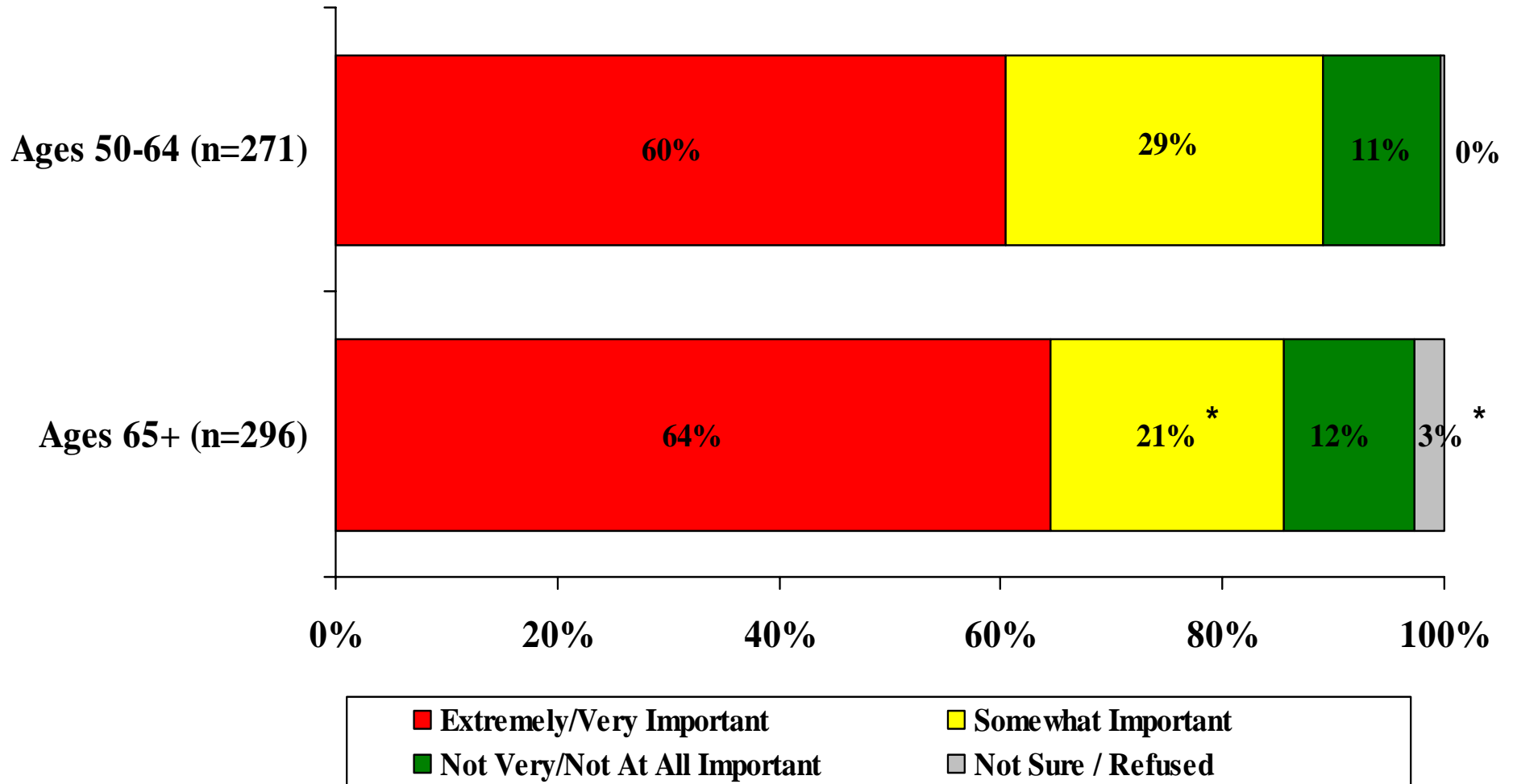
\* Statistically significant difference from Members age 50 to 64 at the 95% level of confidence

**Q10g. Now, I am going to ask you about state and local services Nevada provides. How important is higher education (Universities, Colleges, & Technical Colleges) to you? Is it extremely important, very important, somewhat important, not very important or not at all important?**



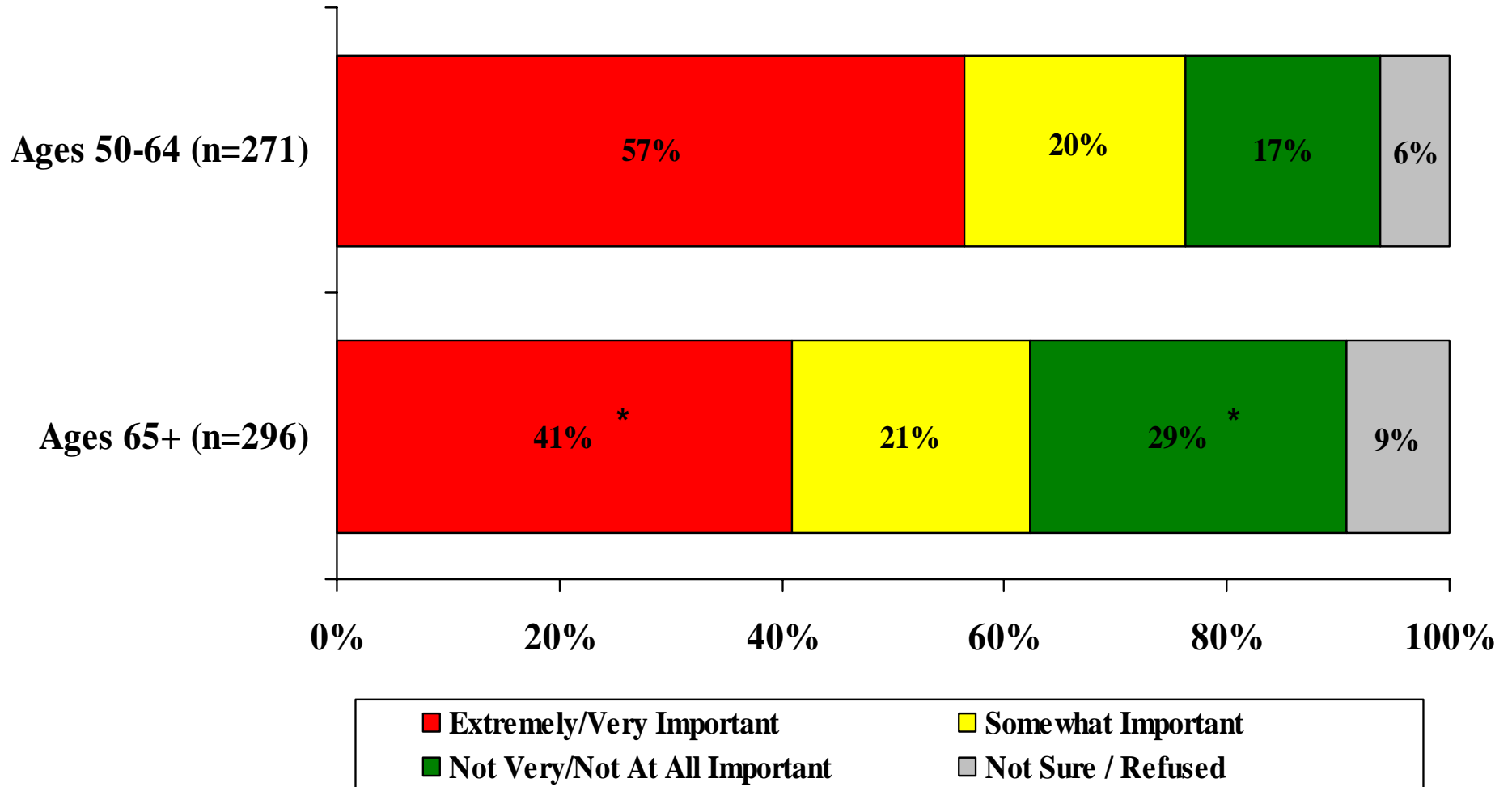
\* Statistically significant difference from Members age 50 to 64 at the 95% level of confidence

**Q10i. Now, I am going to ask you about state and local services Nevada provides. How important are senior state services including home delivered meals, low-income energy assistance, & senior transportation to you? Are they extremely important, very important, somewhat important, not very important or not at all important?**



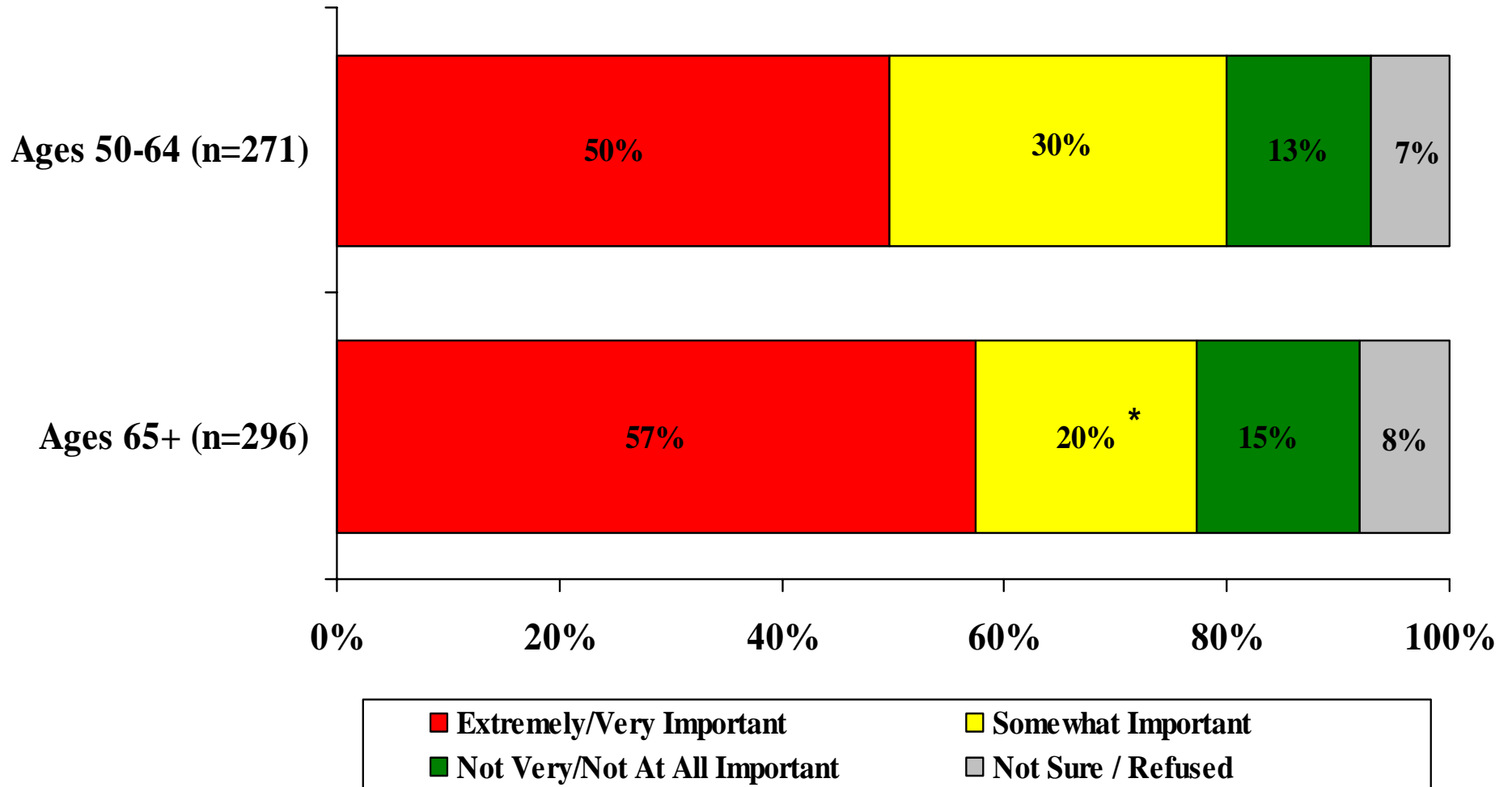
\* Statistically significant difference from Members age 50 to 64 at the 95% level of confidence

**Q10j. Now, I am going to ask you about state and local services Nevada provides. How important is the Nevada Senior Prescription Drug Assistance Program to you? Is it extremely important, very important, somewhat important, not very important or not at all important?**



\* Statistically significant difference from Members age 50 to 64 at the 95% level of confidence

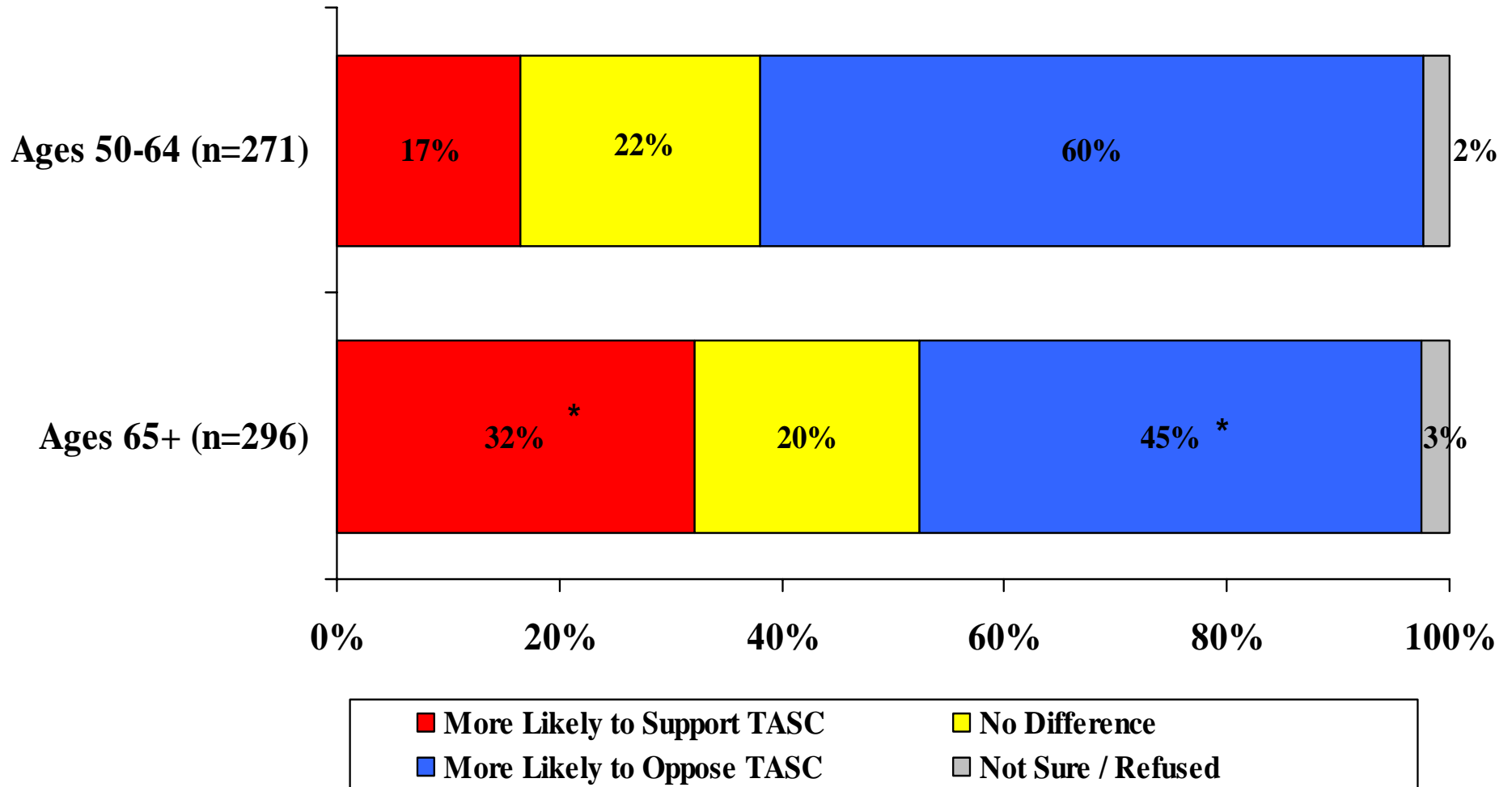
**Q10k. Now, I am going to ask you about state and local services Nevada provides. How important is the Senior Property Tax Rebate program to you? Is it extremely important, very important, somewhat important, not very important or not at all important?**



\* Statistically significant difference from Members age 50 to 64 at the 95% level of confidence

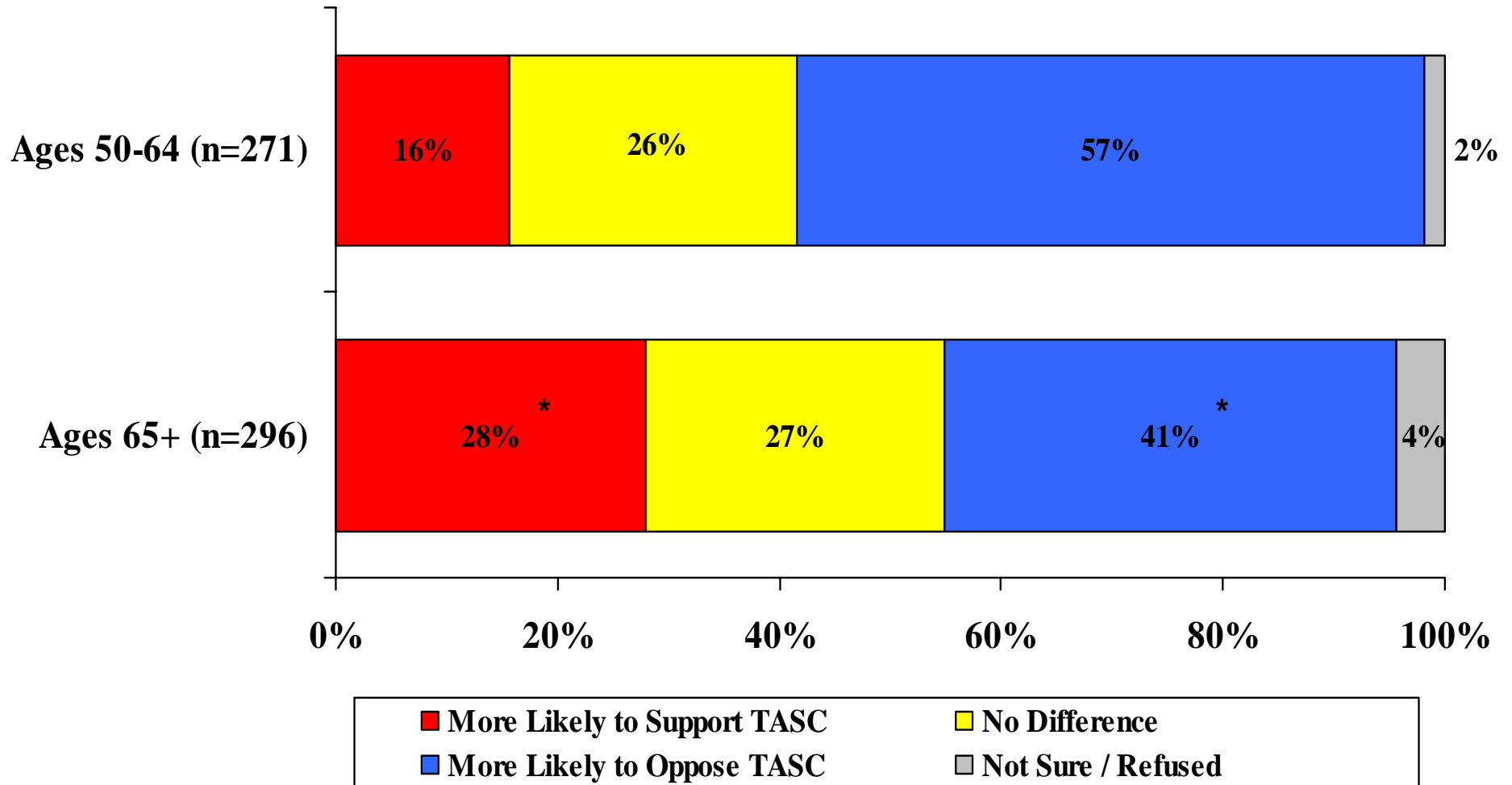


**Q11b. If TASC cut state funding for police protection and public safety, would you be more likely to support TASC, more likely to oppose TASC, or would it not make a difference?**



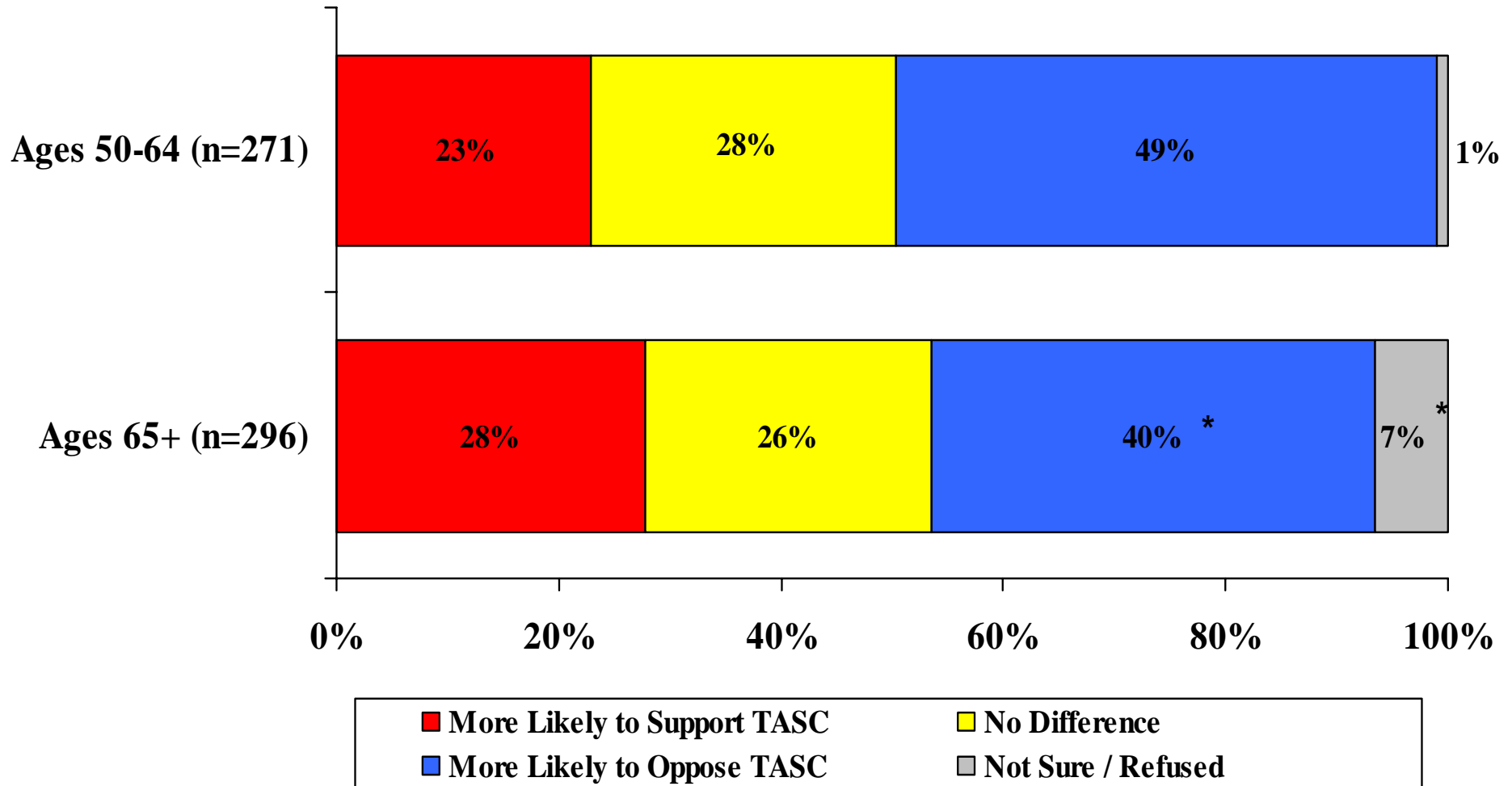
\* Statistically significant difference from Members age 50 to 64 at the 95% level of confidence

**Q11e. If TASC cut state funding for K-12 public school education, would you be more likely to support TASC, more likely to oppose TASC, or would it not make a difference?**



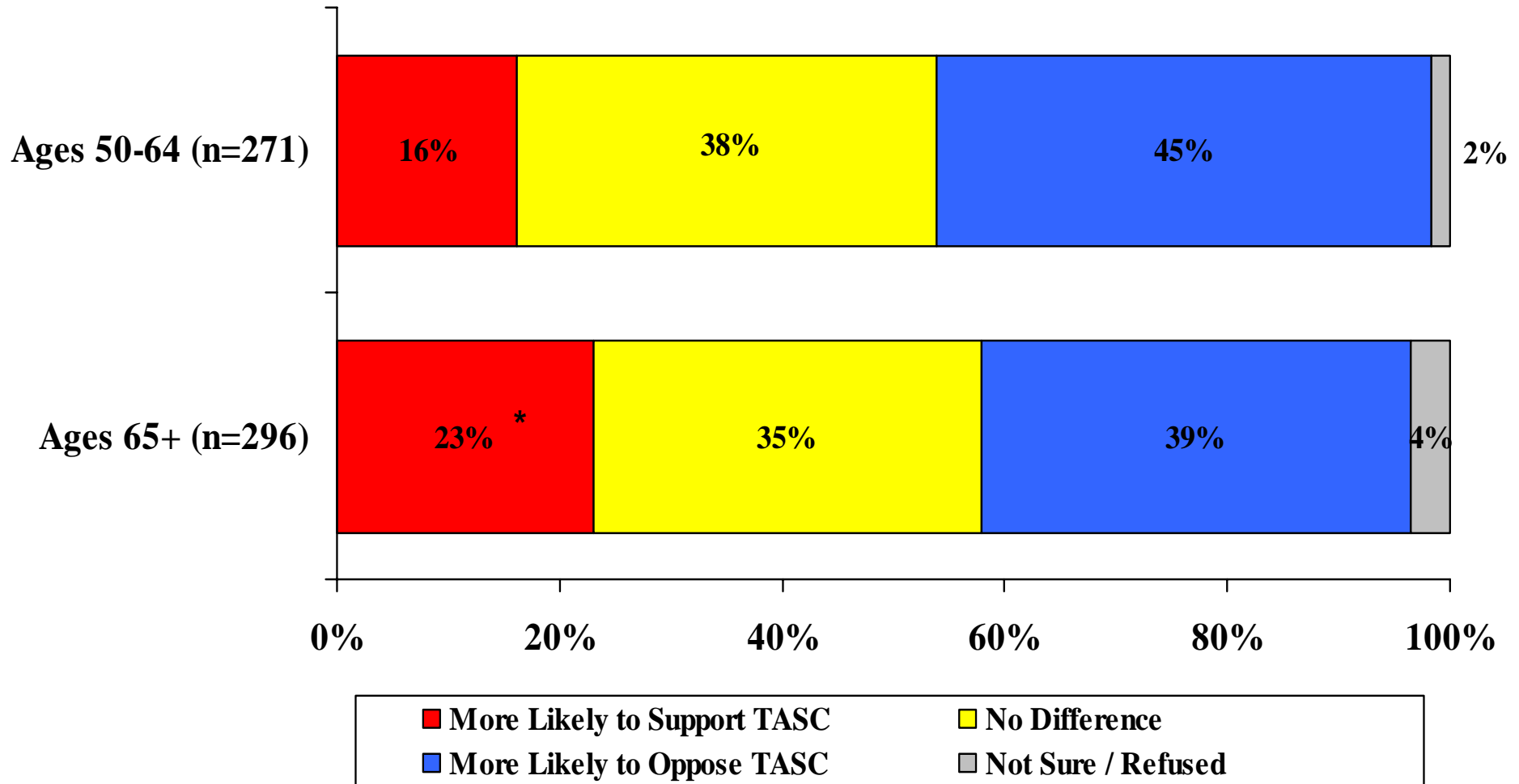
\* Statistically significant difference from Members age 50 to 64 at the 95% level of confidence

**Q11f. If TASC cut state funding for healthcare for low income families and their children, would you be more likely to support TASC, more likely to oppose TASC, or would it not make a difference?**



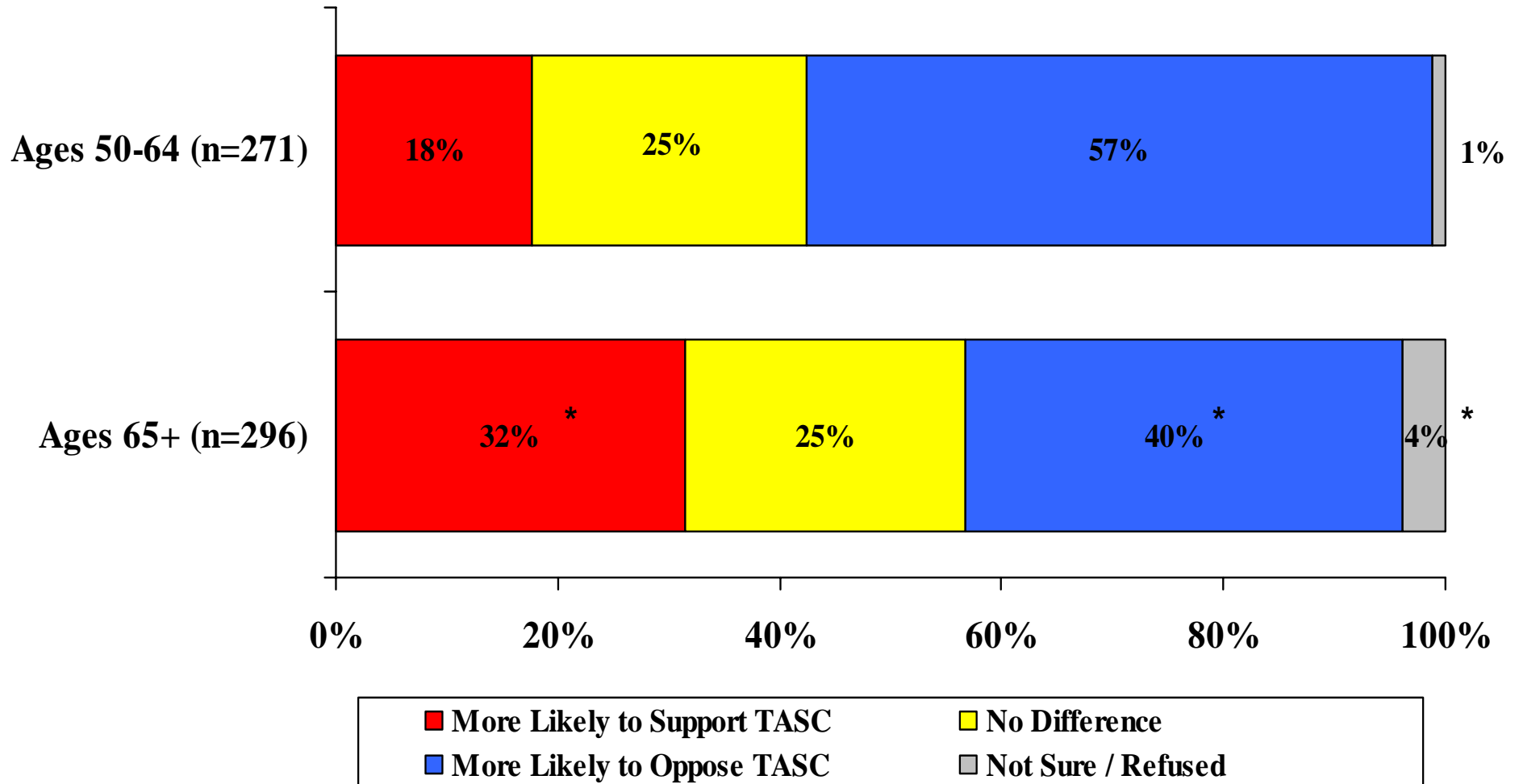
\* Statistically significant difference from Members age 50 to 64 at the 95% level of confidence

**Q11g. If TASC cut state funding for higher education (Universities, Colleges, & Technical Colleges), would you be more likely to support TASC, more likely to oppose TASC, or would it not make a difference?**



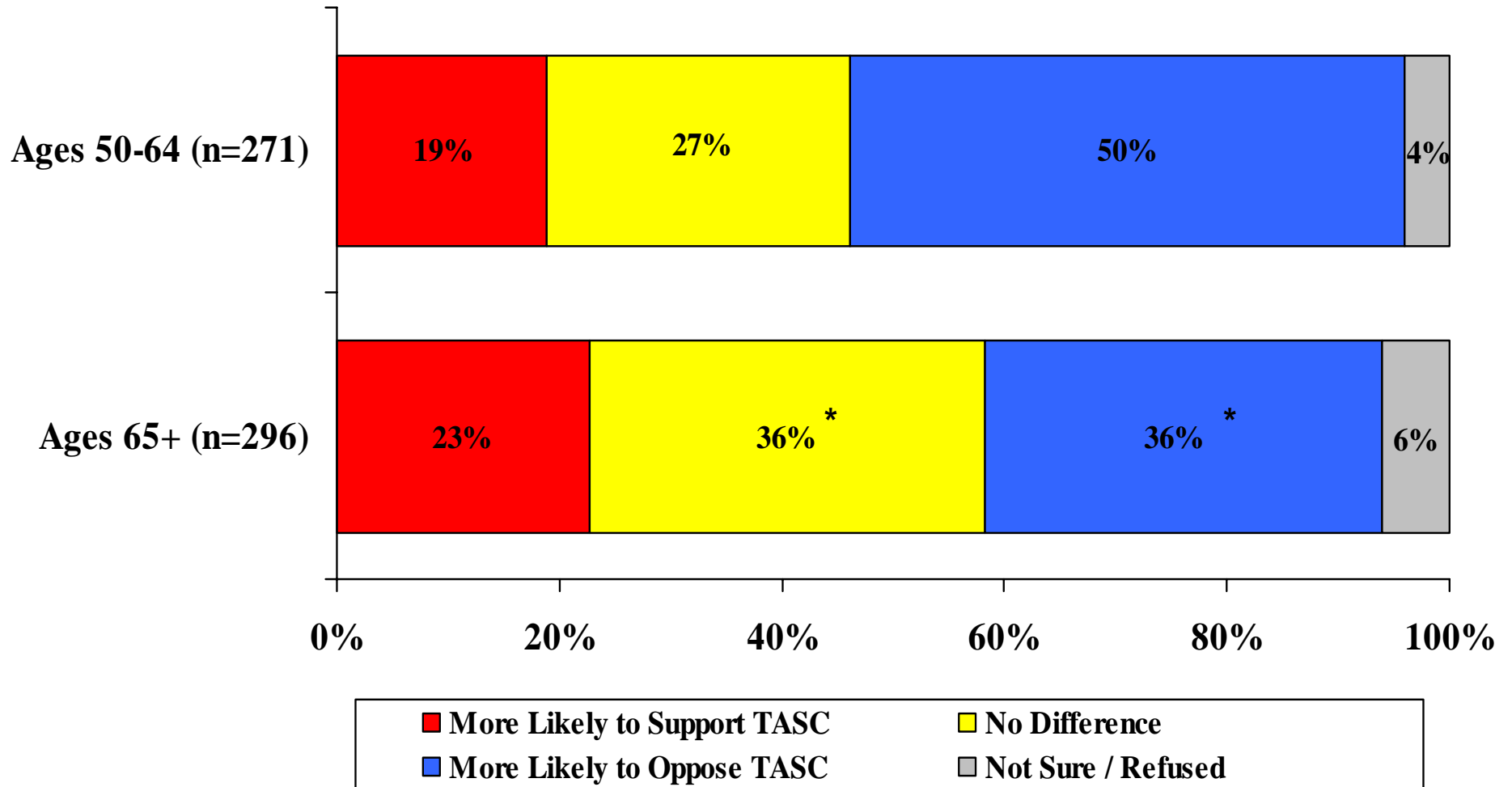
\* Statistically significant difference from Members age 50 to 64 at the 95% level of confidence

**Q11i. If TASC cut state funding for senior state services including home delivered meals, low-income energy assistance, & senior transportation, would you be more likely to support TASC, more likely to oppose TASC, or would it not make a difference?**



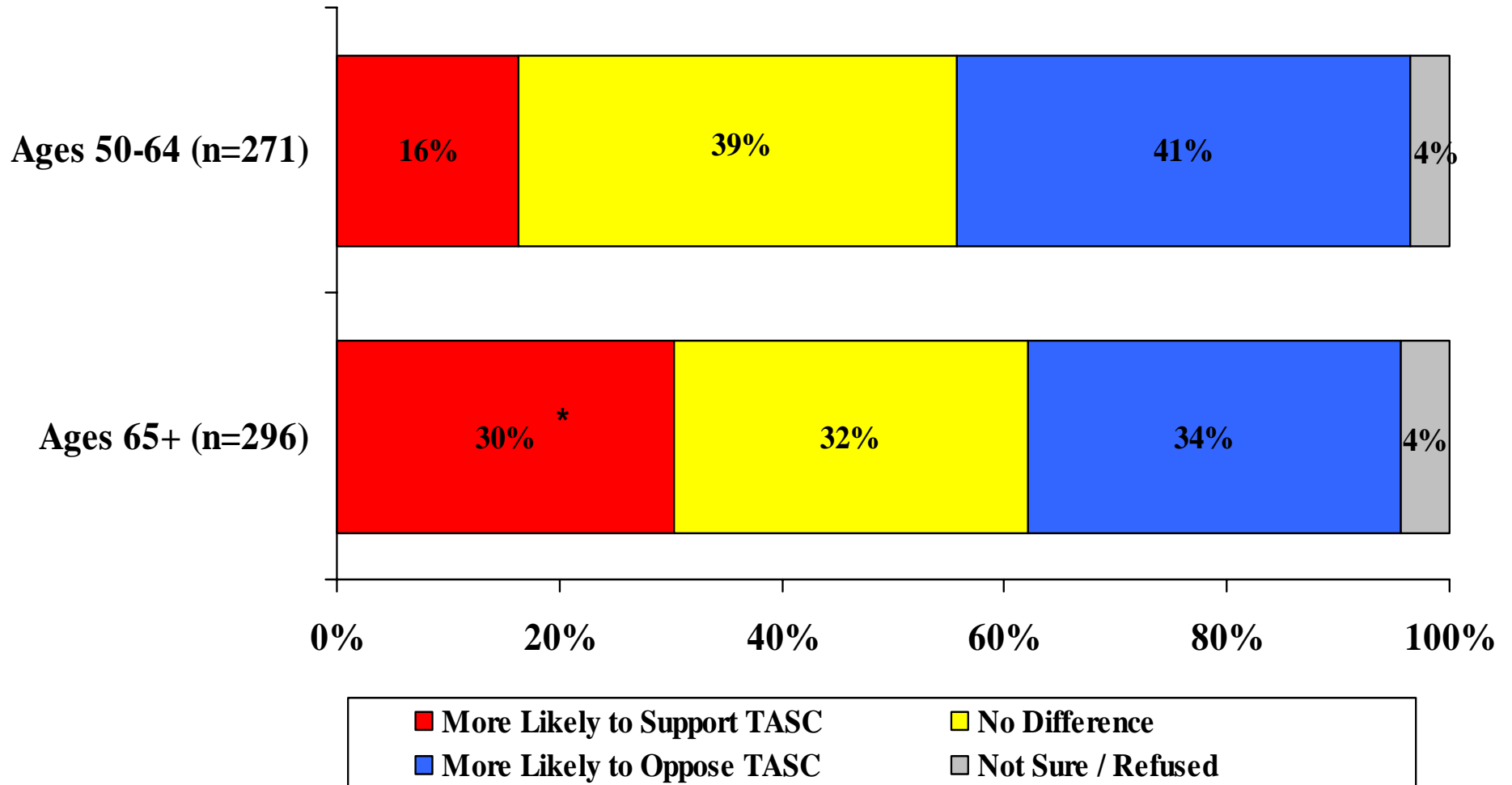
\* Statistically significant difference from Members age 50 to 64 at the 95% level of confidence

**Q11j. If TASC cut state funding for Nevada Senior Prescription Drug Assistance Program, would you be more likely to support TASC, more likely to oppose TASC, or would it not make a difference?**



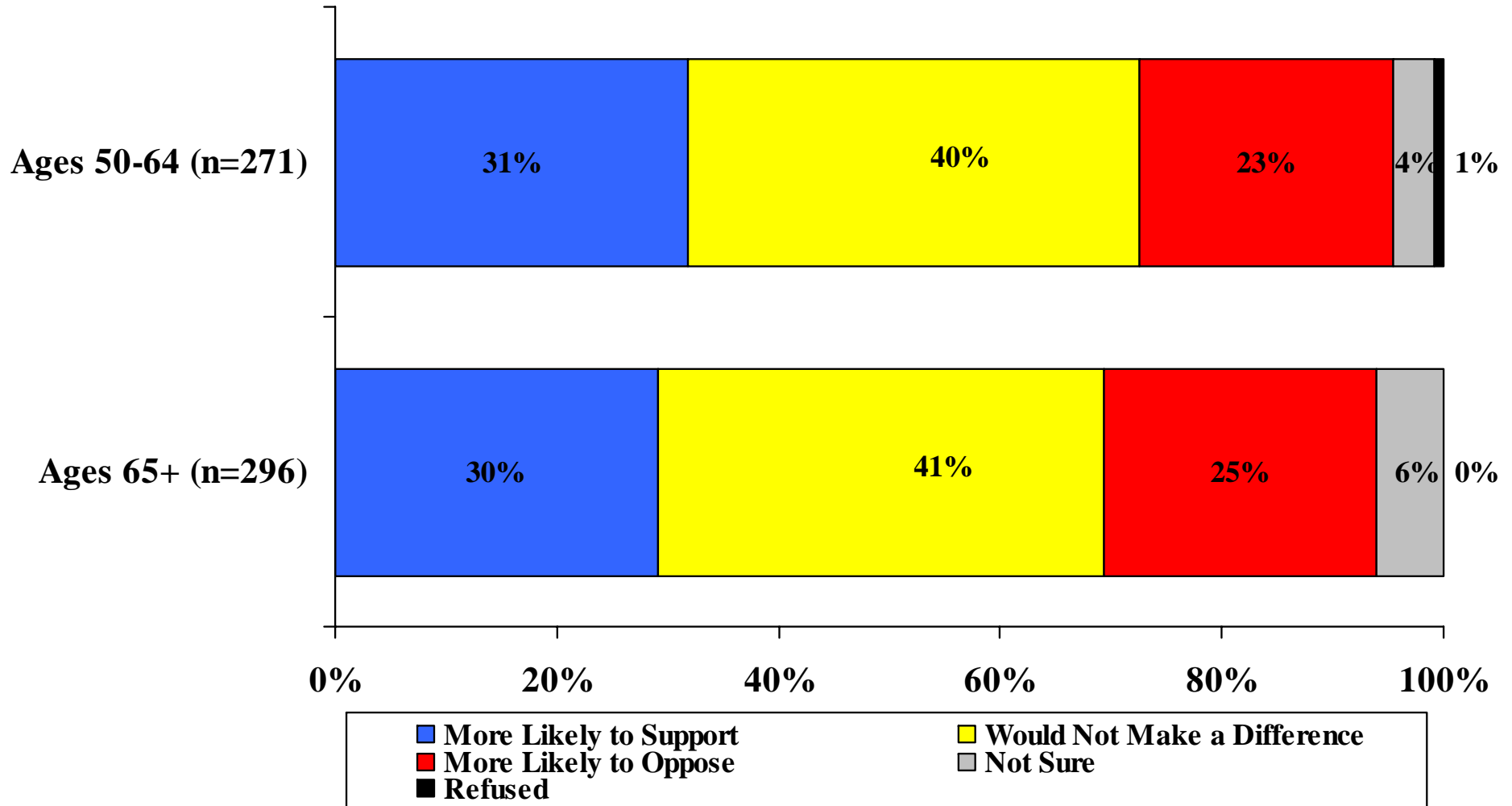
\* Statistically significant difference from Members age 50 to 64 at the 95% level of confidence

**Q11k. If TASC cut state funding for Senior Property Tax Rebate program, would you be more likely to support TASC, more likely to oppose TASC, or would it not make a difference?**



\* Statistically significant difference from Members age 50 to 64 at the 95% level of confidence

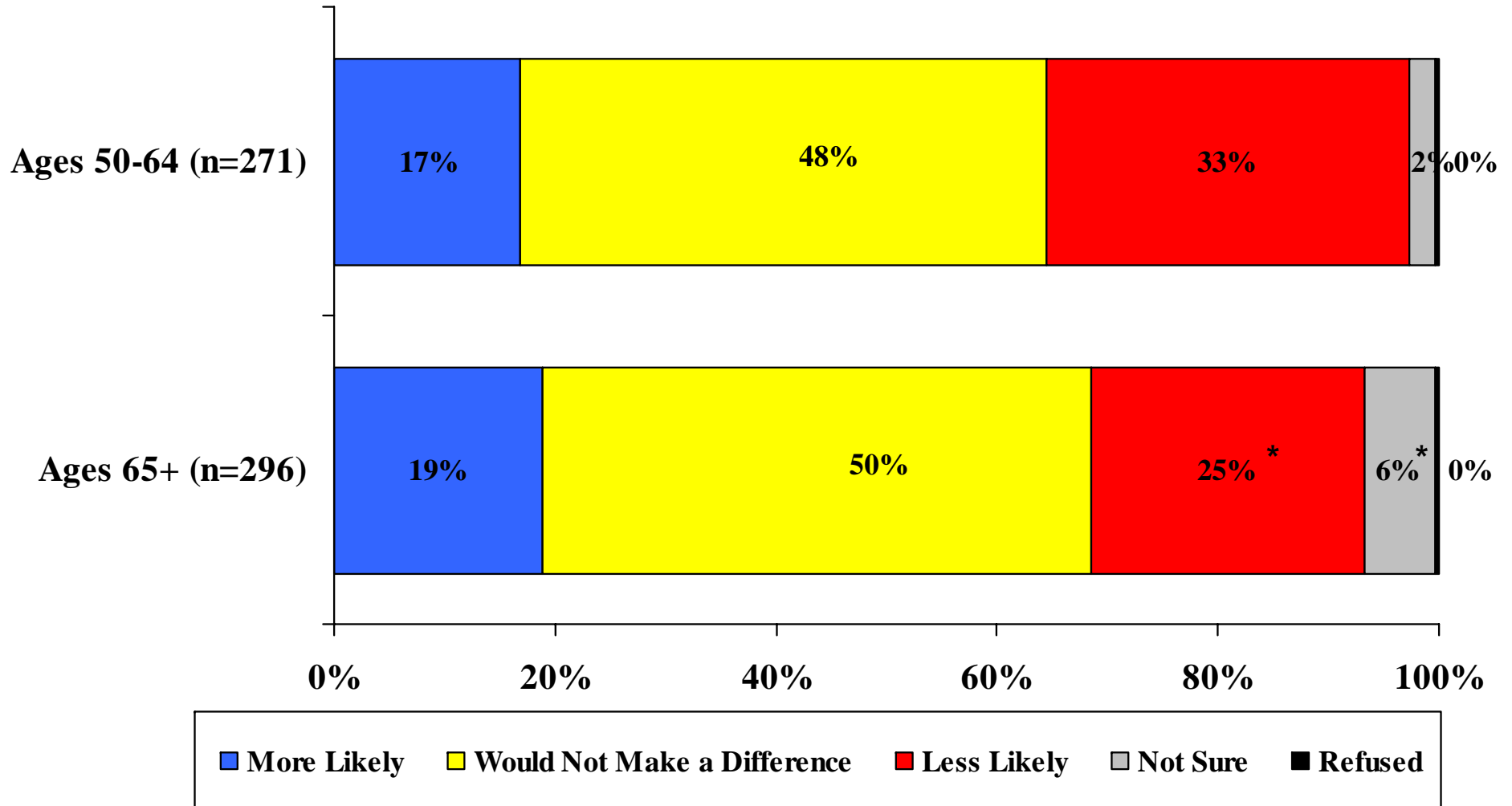
**Q12. Suppose you learned that AARP and other senior organizations OPPOSED Nevada’s Tax and Spending Control ballot initiative, also known as TASC, because they believe it would lead to significant cuts in important state services for Nevada seniors. Would you be more likely to support TASC, more likely to oppose TASC, or would it not make a difference in how you voted for the TASC ballot initiative?**



\* Statistically significant difference from Members age 50 to 64 at the 95% level of confidence

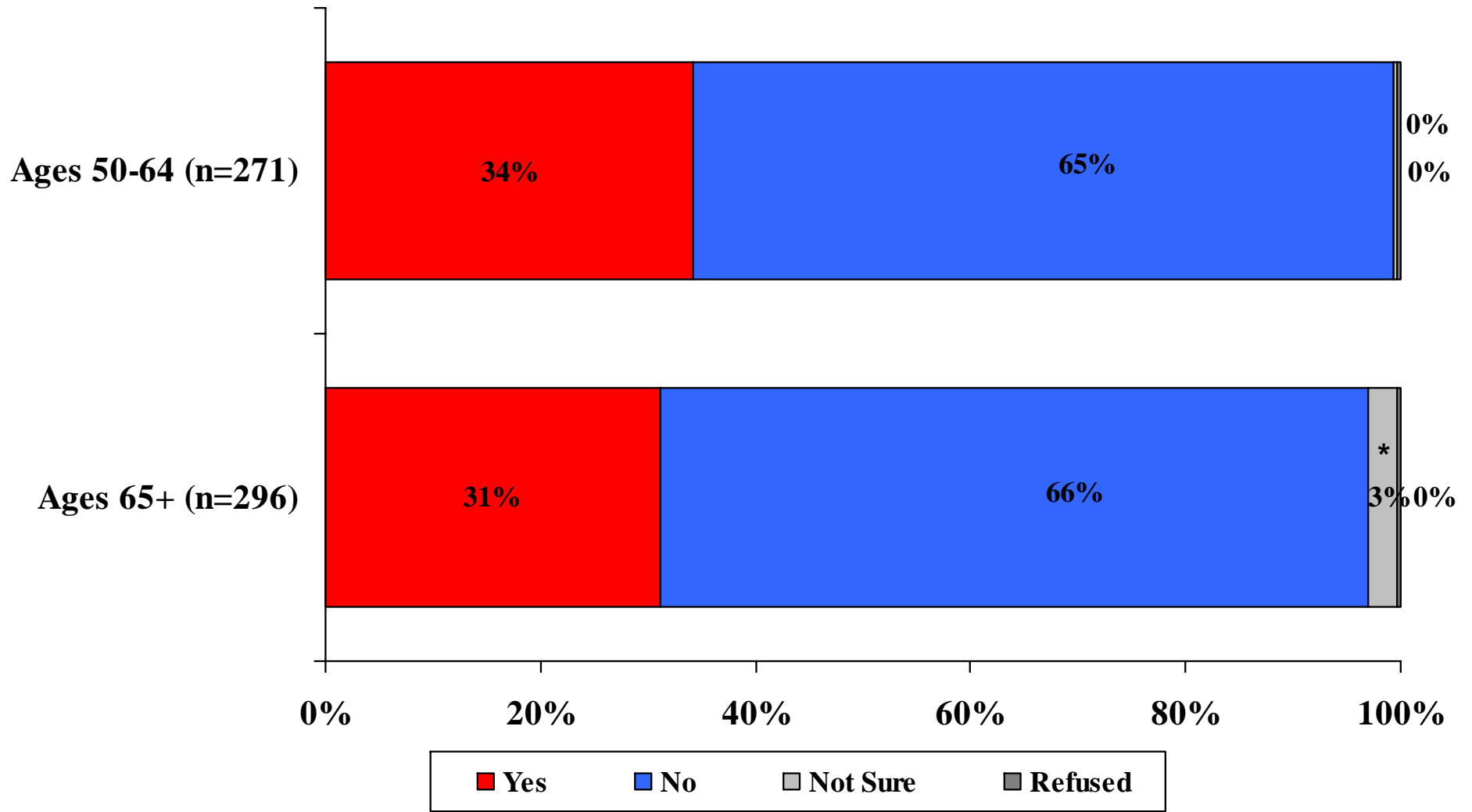


**Q15. If you knew that many candidates for state-wide public offices, key chambers of commerce, labor, non-profit/charitable and community organizations and groups representing teachers, firefighters and police were opposed to the TASC proposal, would you be more likely or less likely to vote for the proposal or would it not make a difference in how you vote on the TASC proposal?**



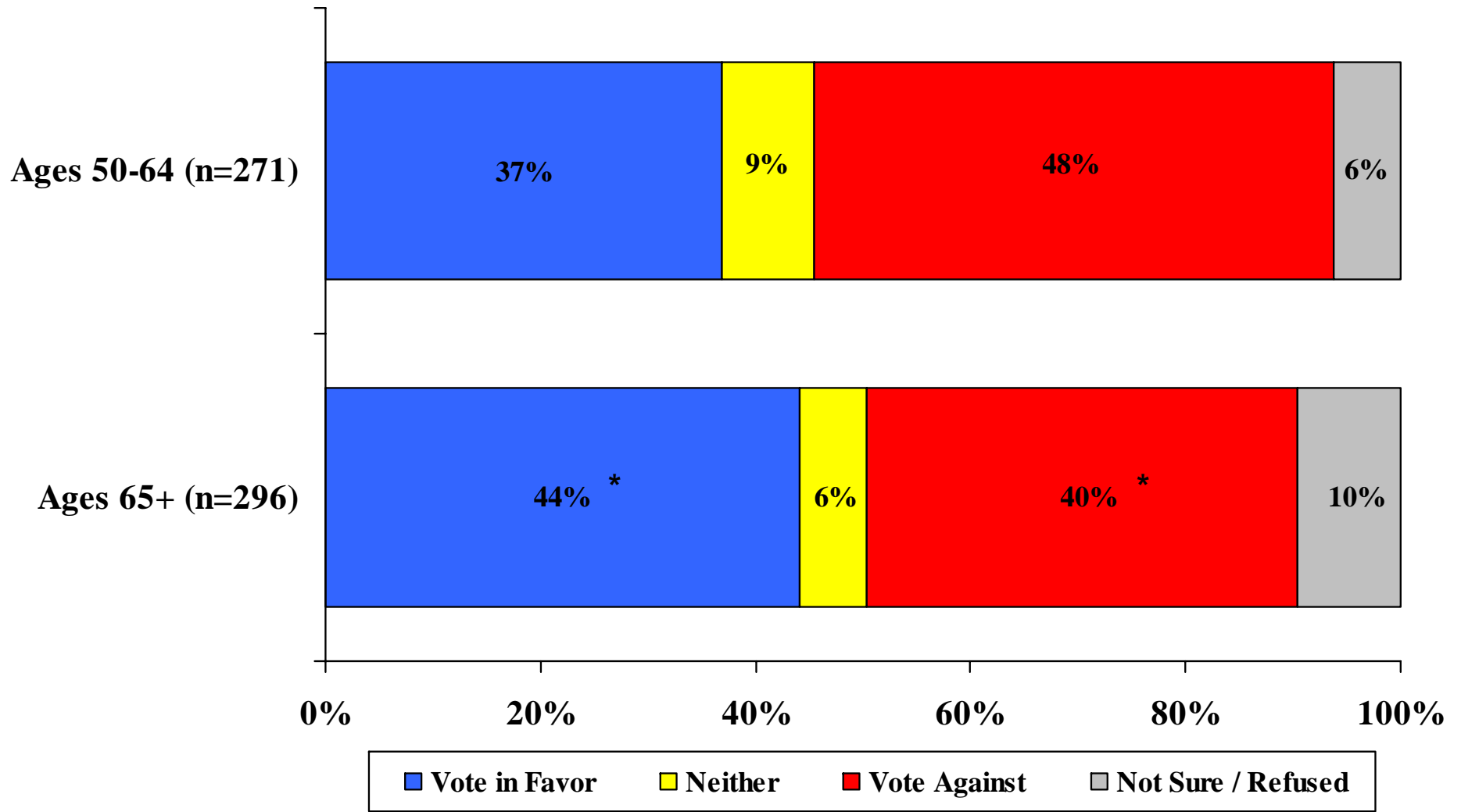
\* Statistically significant difference from Members age 50 to 64 at the 95% level of confidence

**Q16. Are you aware that Nevada has an existing statutory budget limit on spending and the spending limit has never been exceeded?**



\* Statistically significant difference from Members age 50 to 64 at the 95% level of confidence

**Q13 & Q14. Now thinking about all the information we have discussed about this proposal that may be on the ballot in November, if the election were held today, would you vote for or against this proposal? [IF INITIALLY UNDECIDED ASK: Well, if you had to decide right now, which way would you say you are leaning—toward voting in favor or toward voting against?"]**

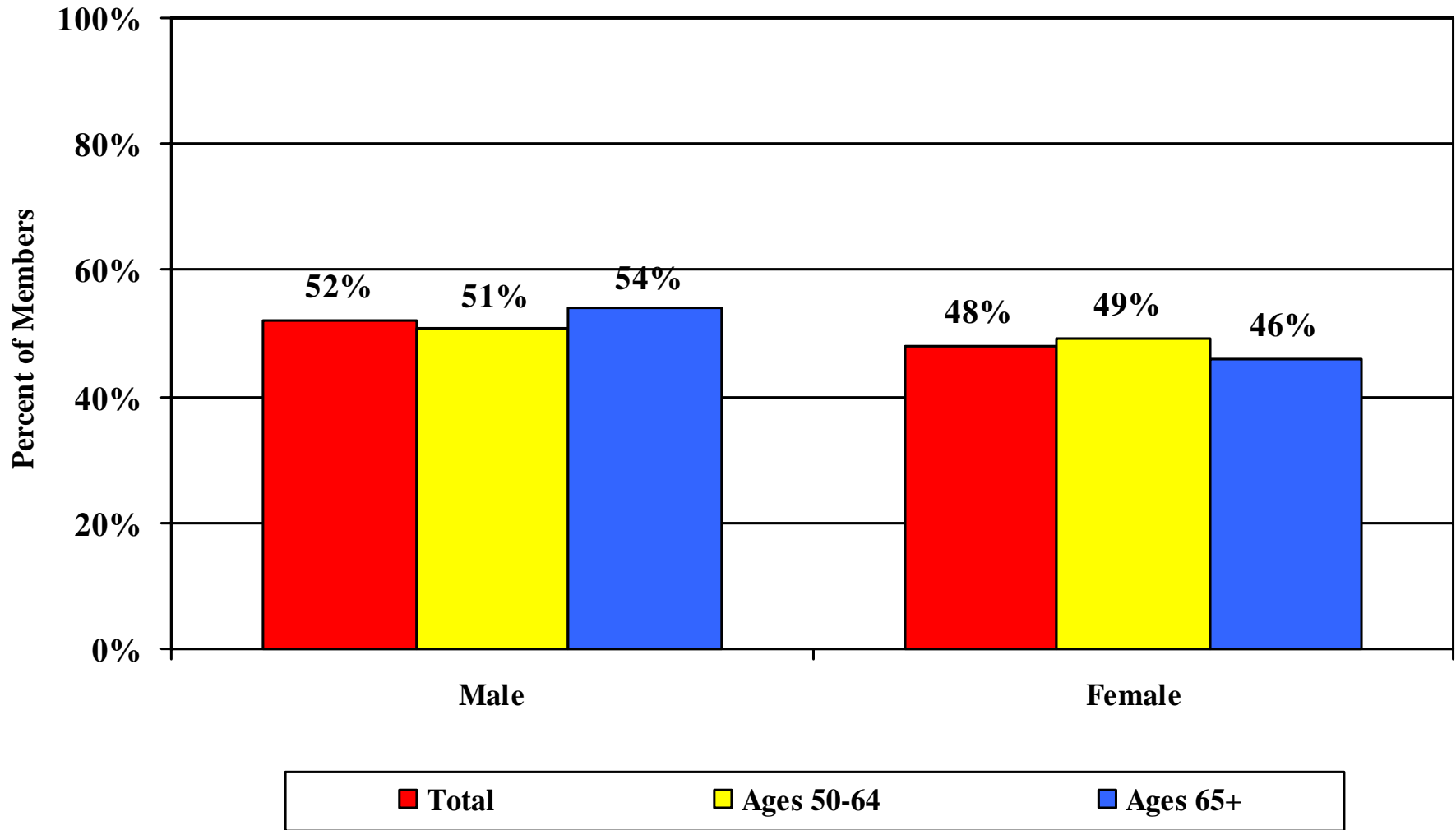


\* Statistically significant difference from Members age 50 to 64 at the 95% level of confidence

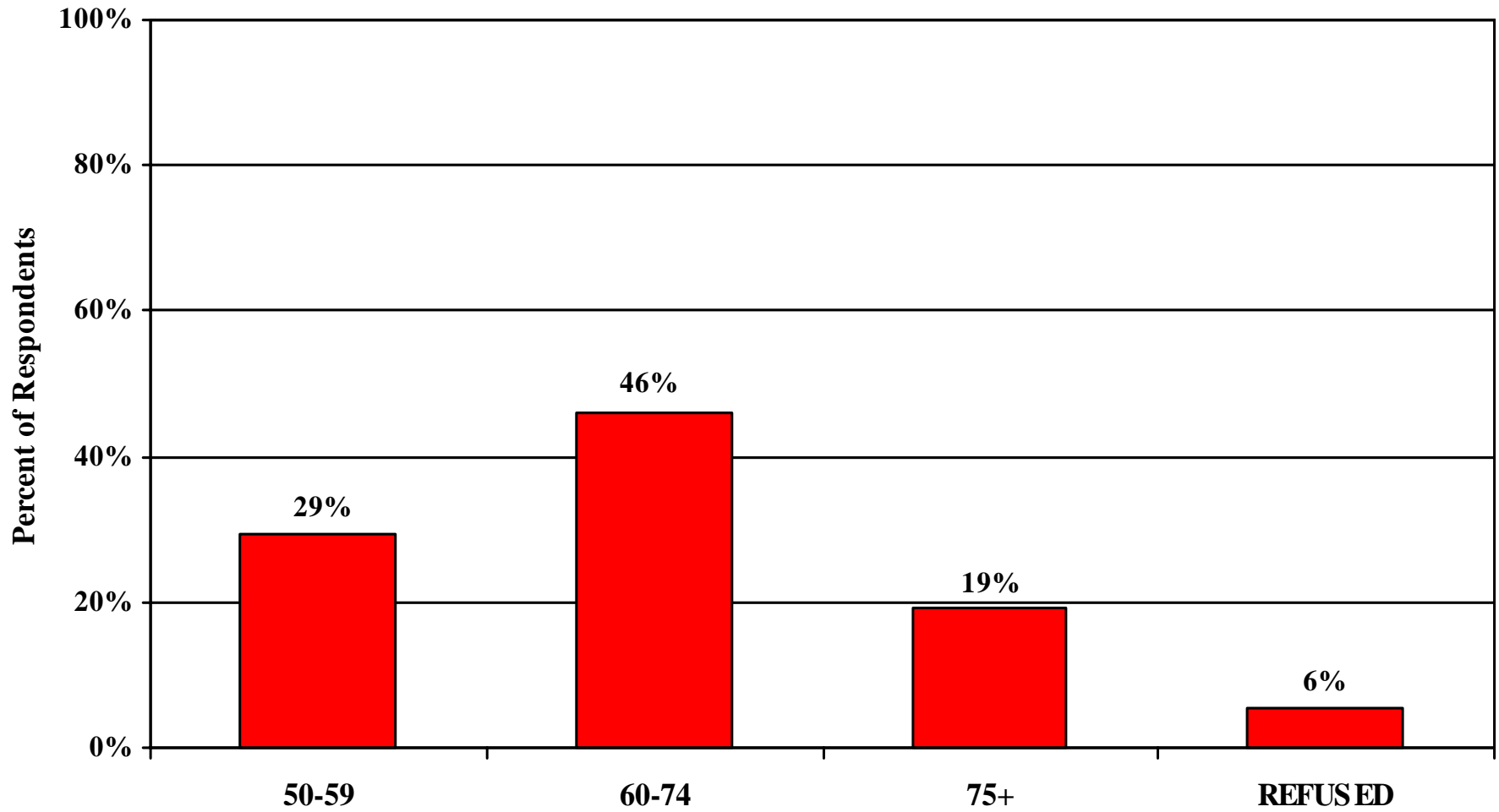
# RESPONDENT PROFILE



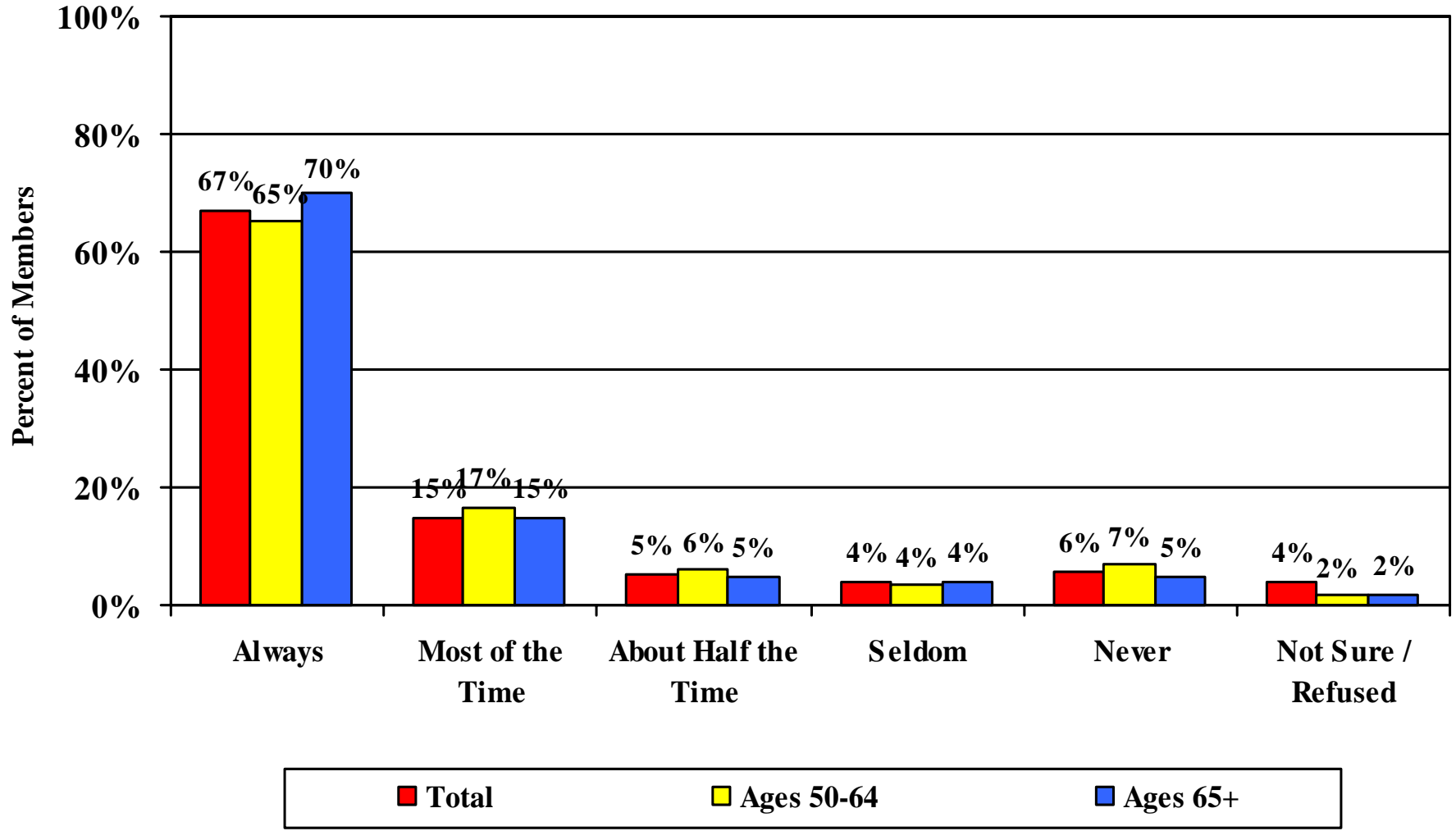
### GENDER



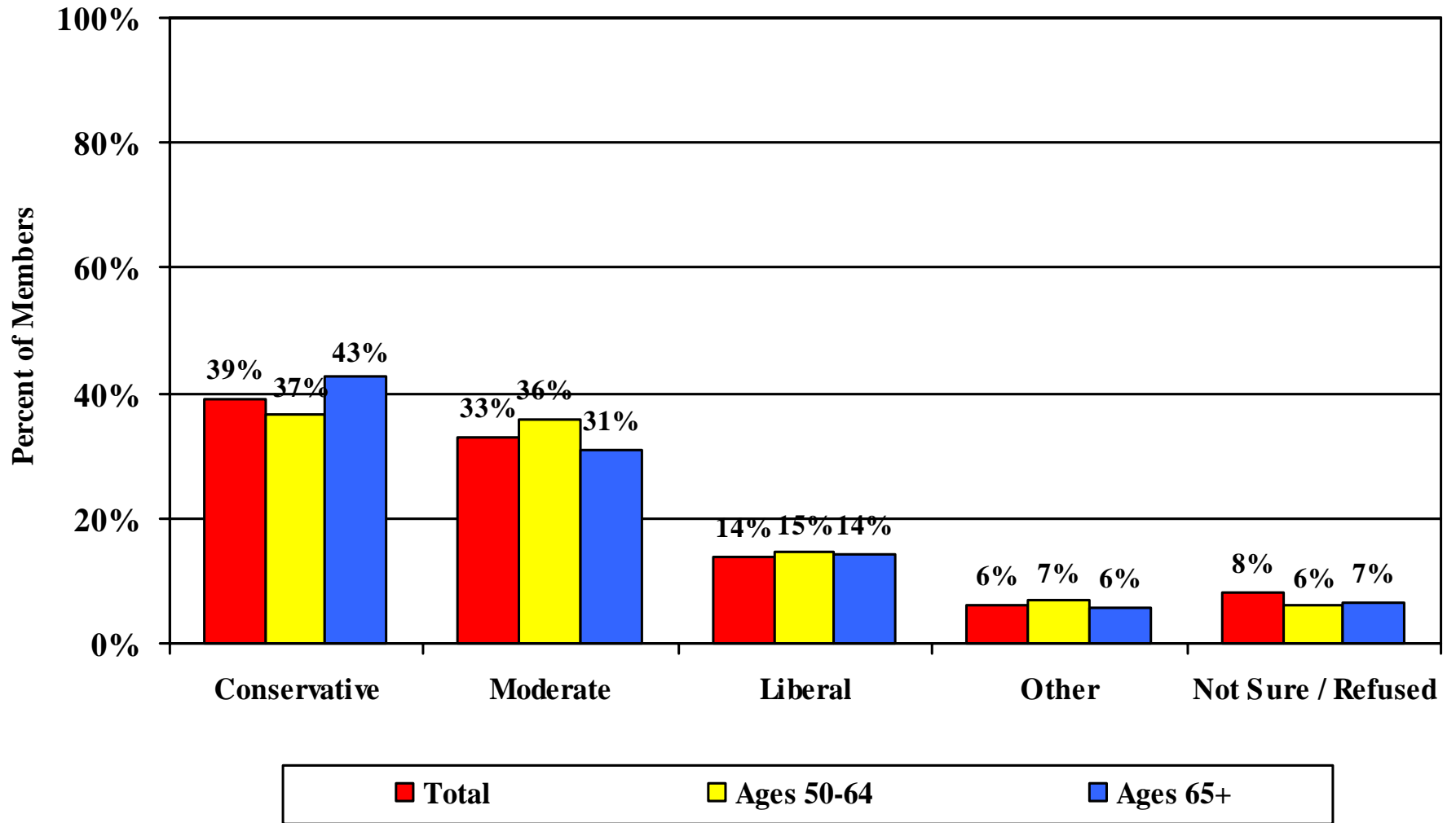
### AGE



### FREQUENCY OF VOTING

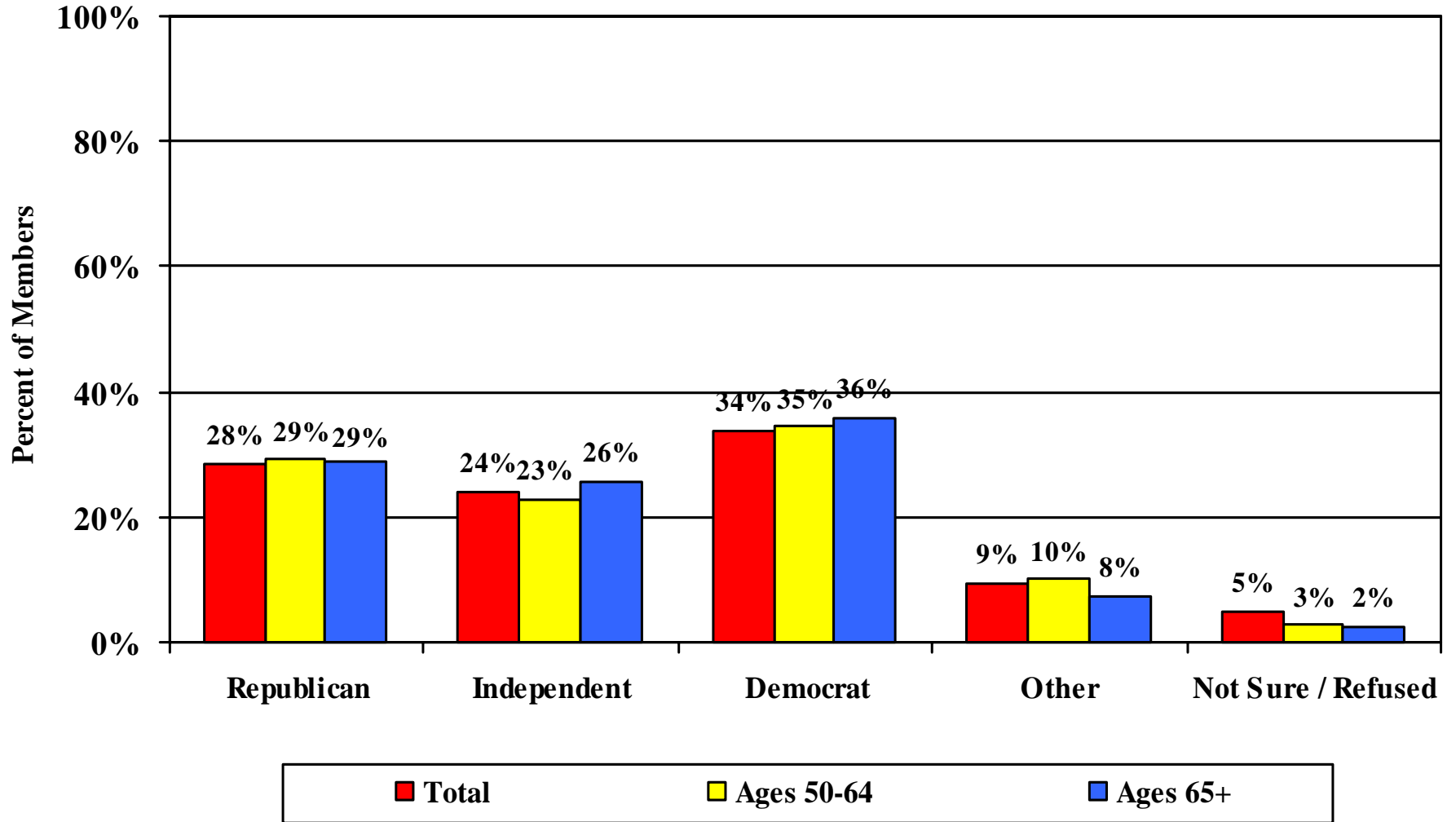


### POLITICAL VIEWS

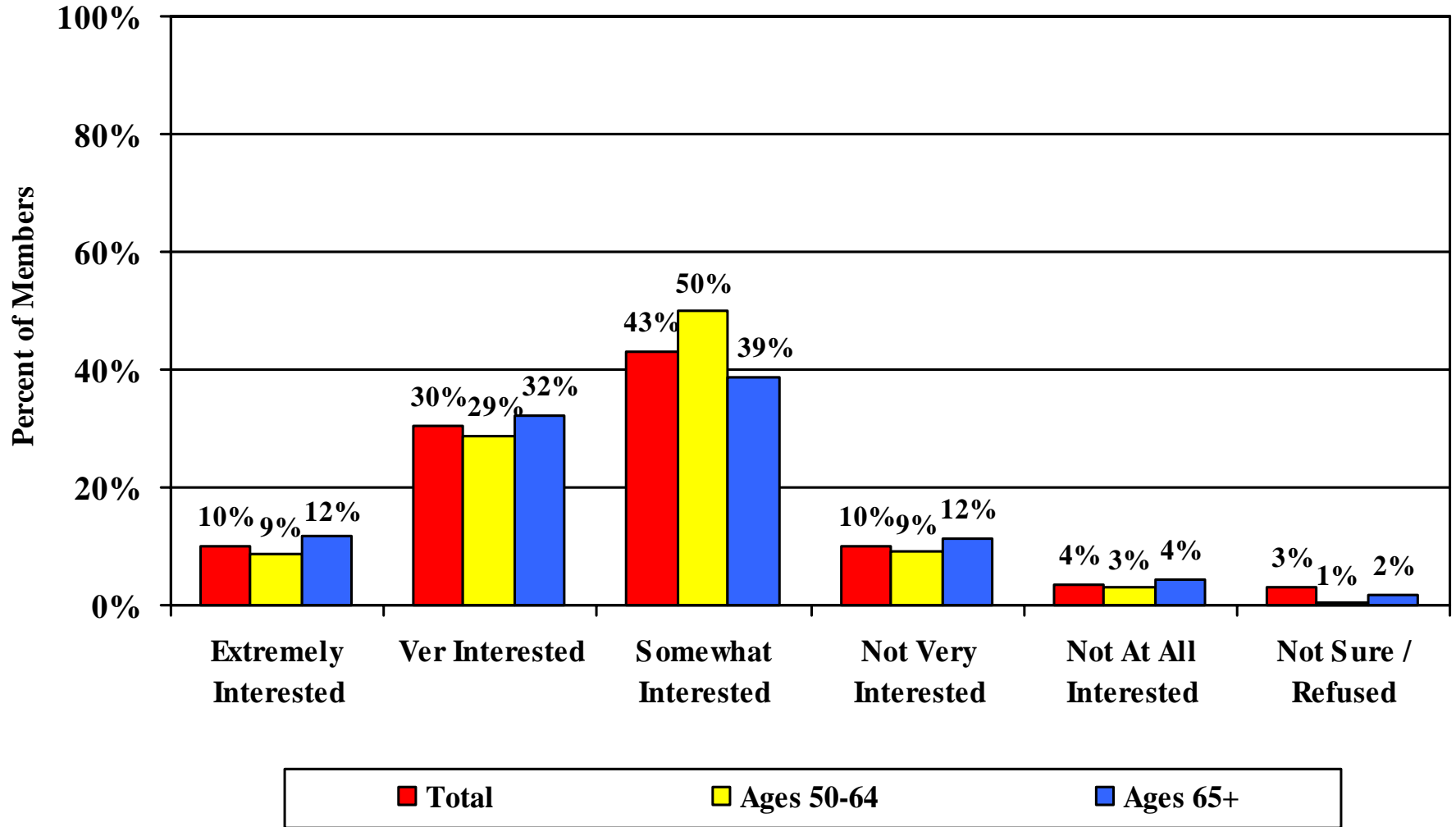




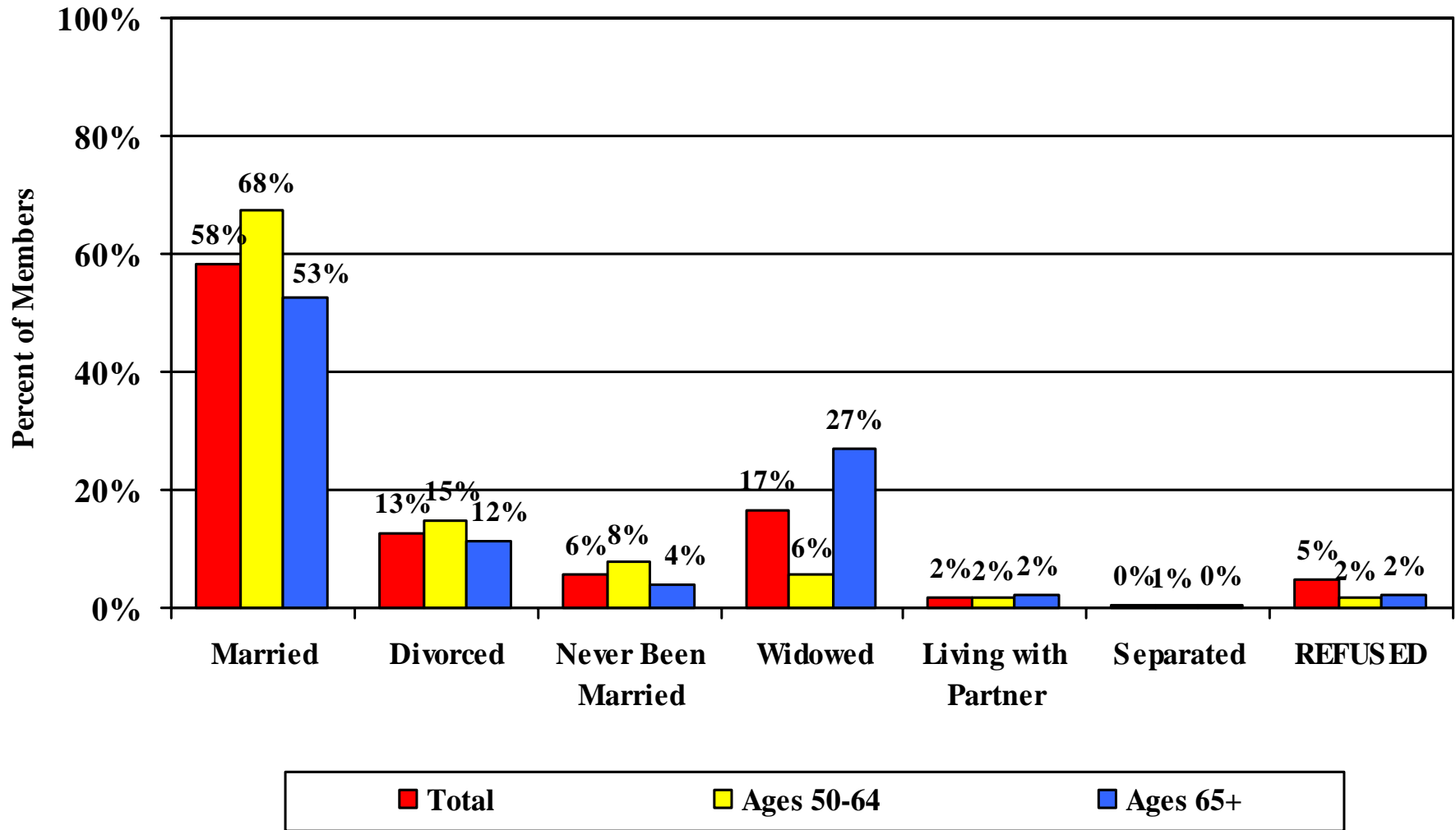
### PARTY IDENTIFICATION



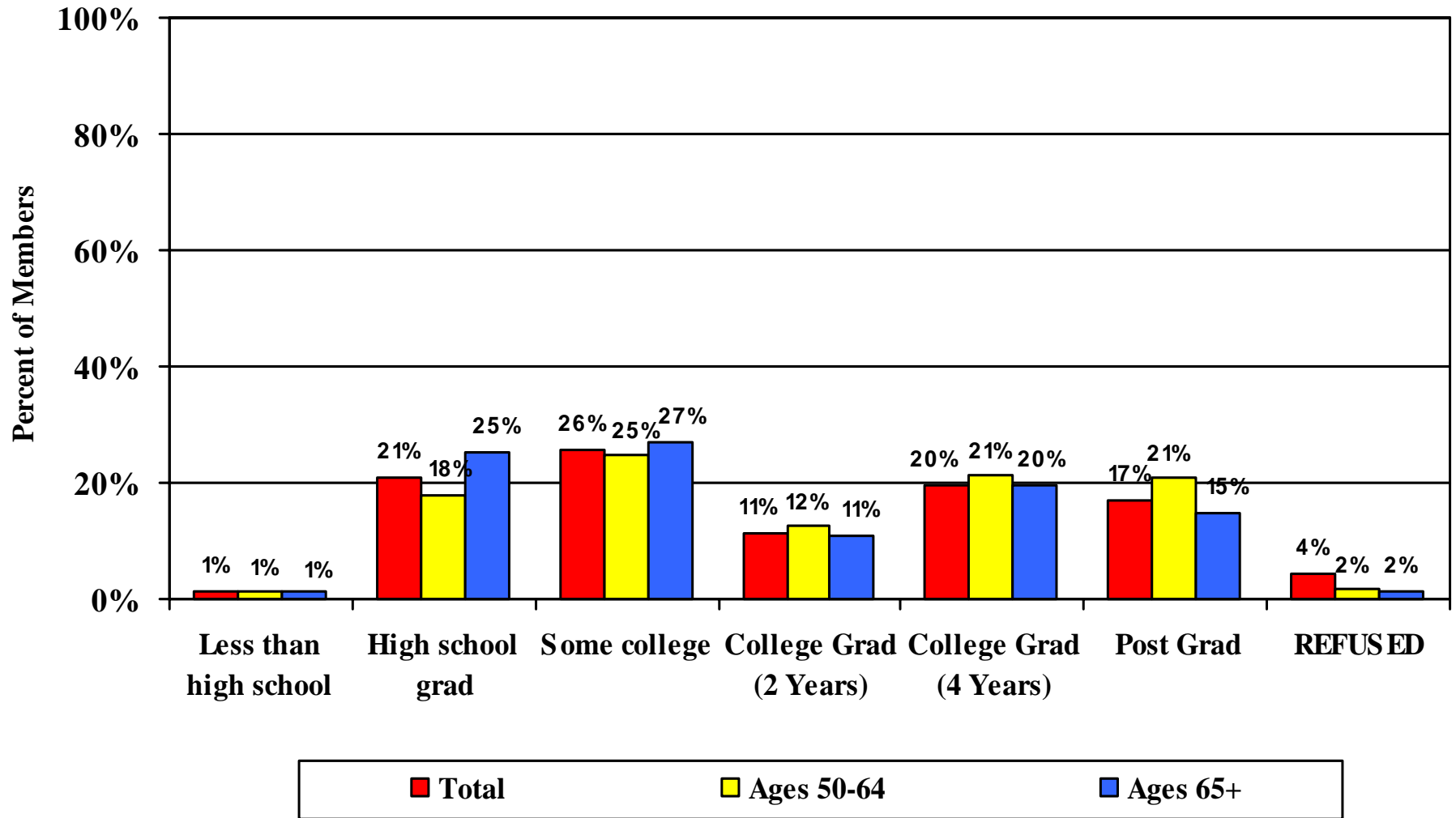
### INTEREST IN NEVADA STATE GOVERNMENT ACTIVITIES



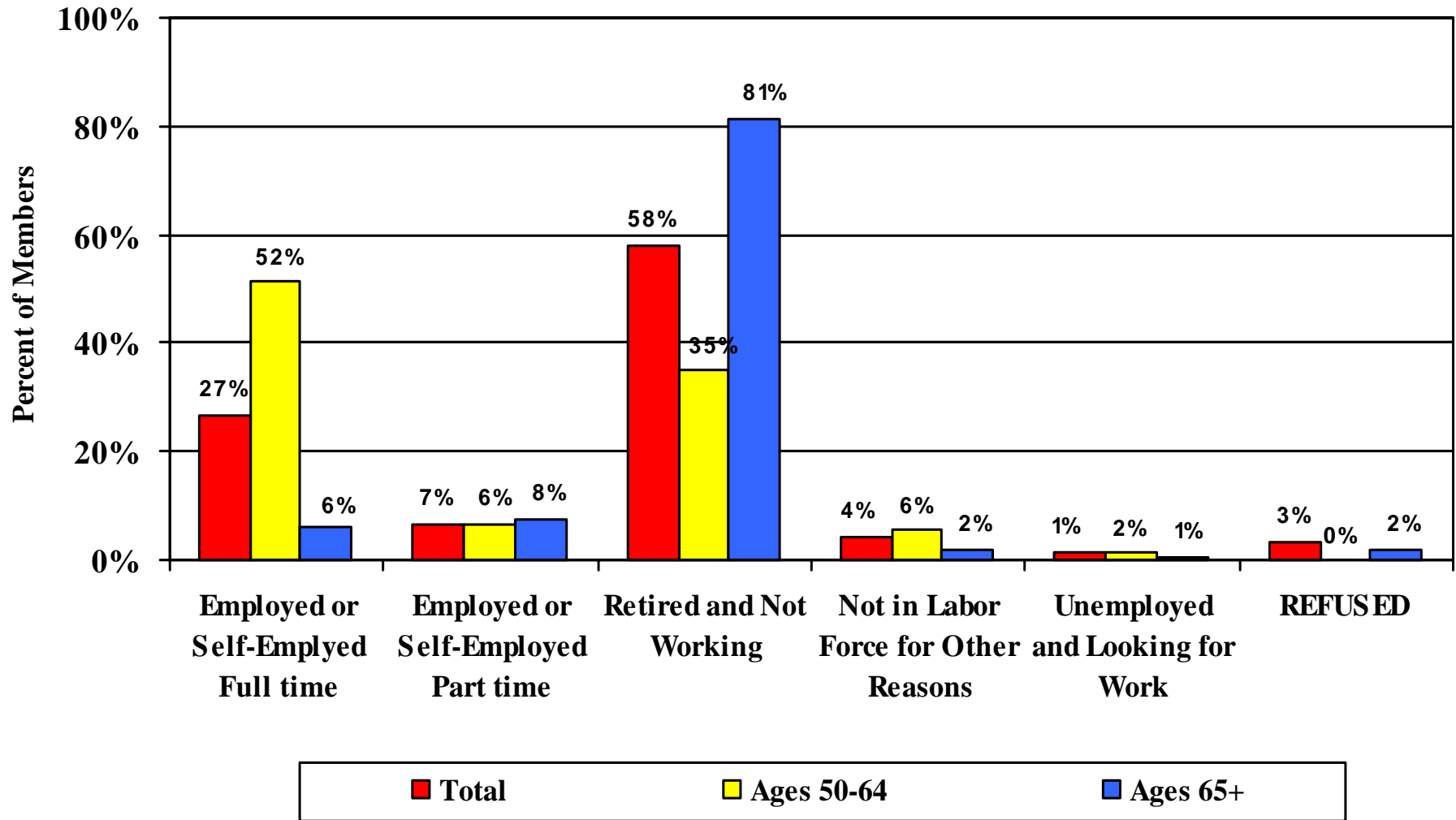
### CURRENT MARITAL STATUS



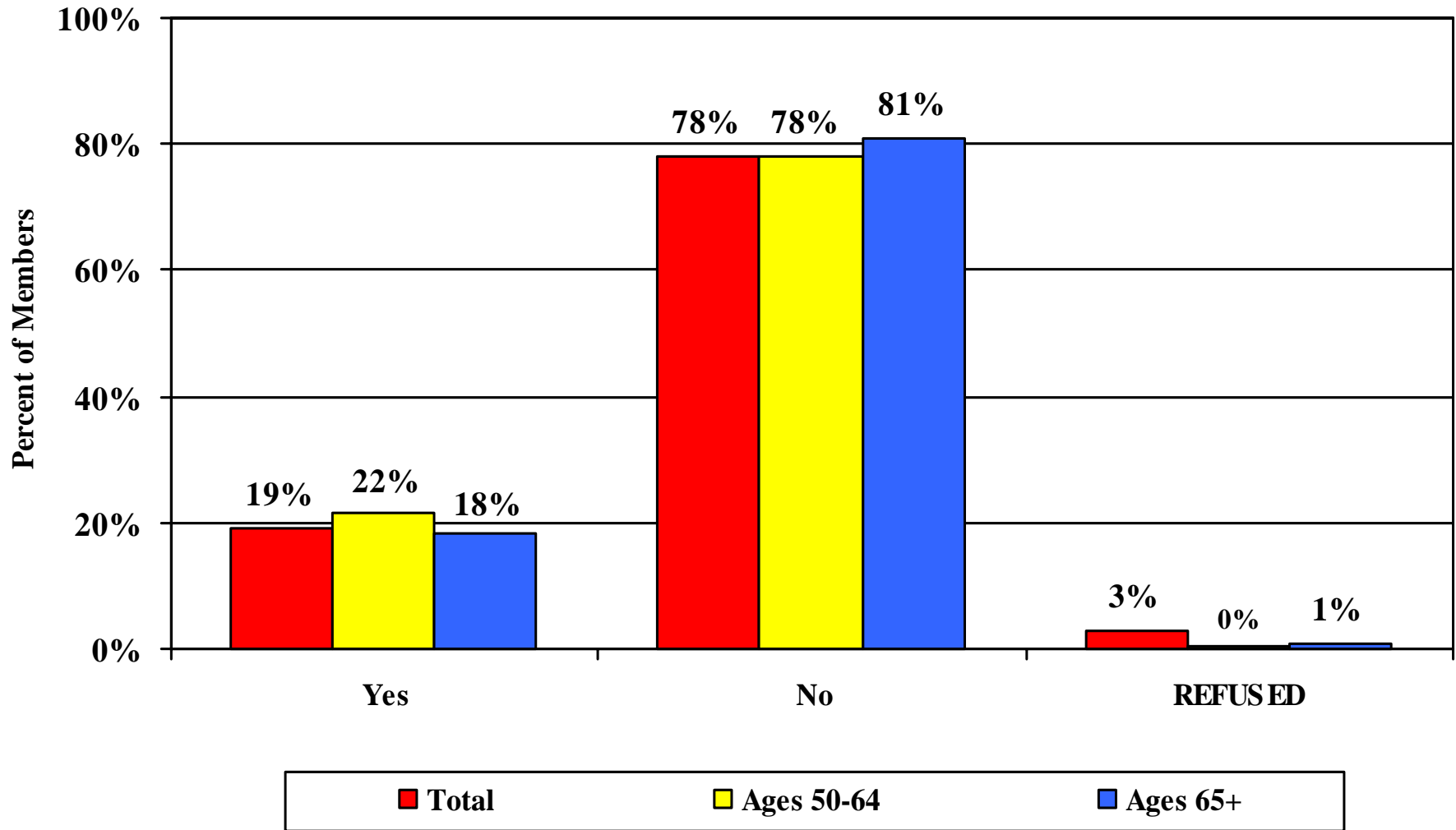
### EDUCATION



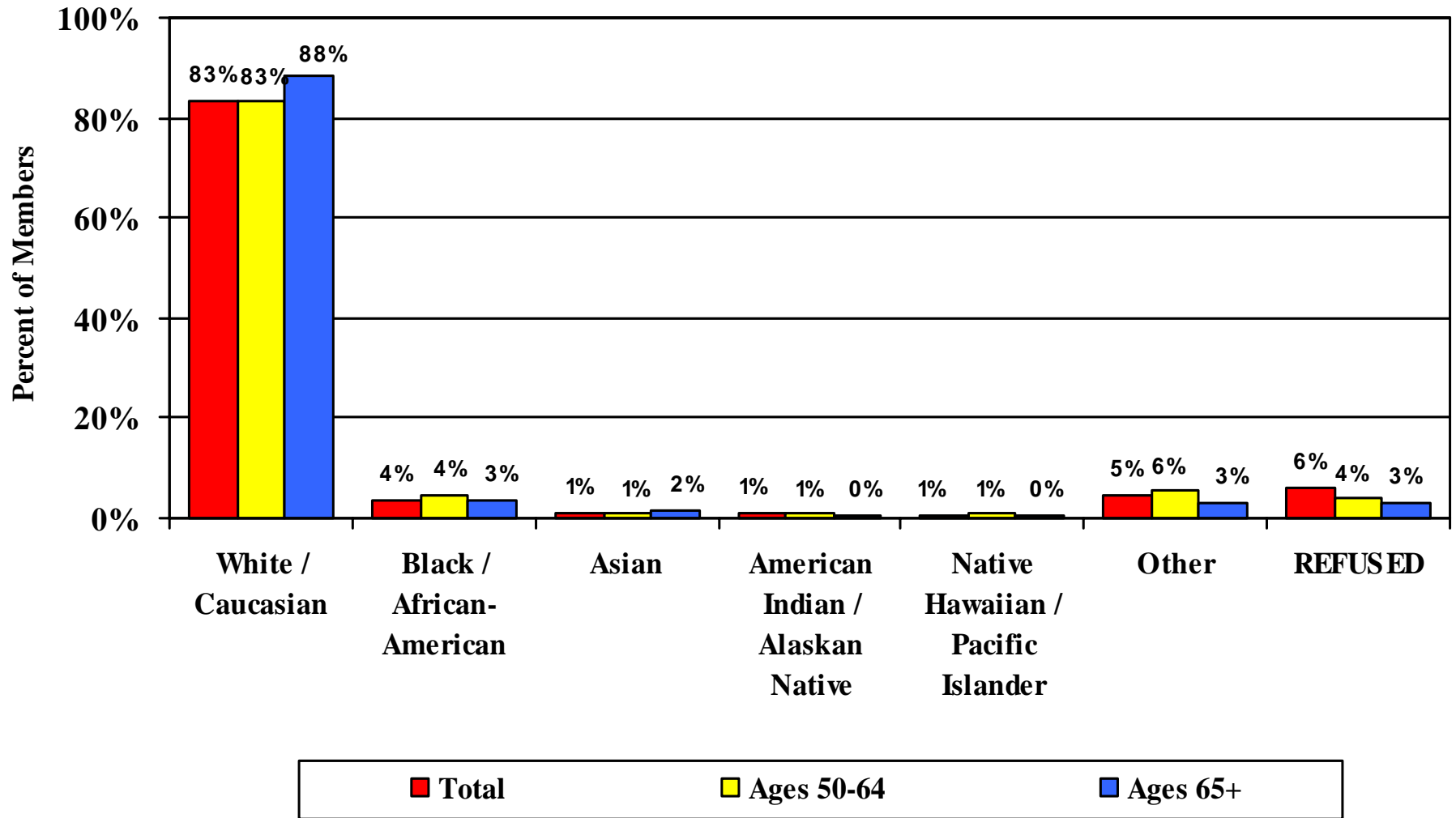
### CURRENT EMPLOYMENT STATUS



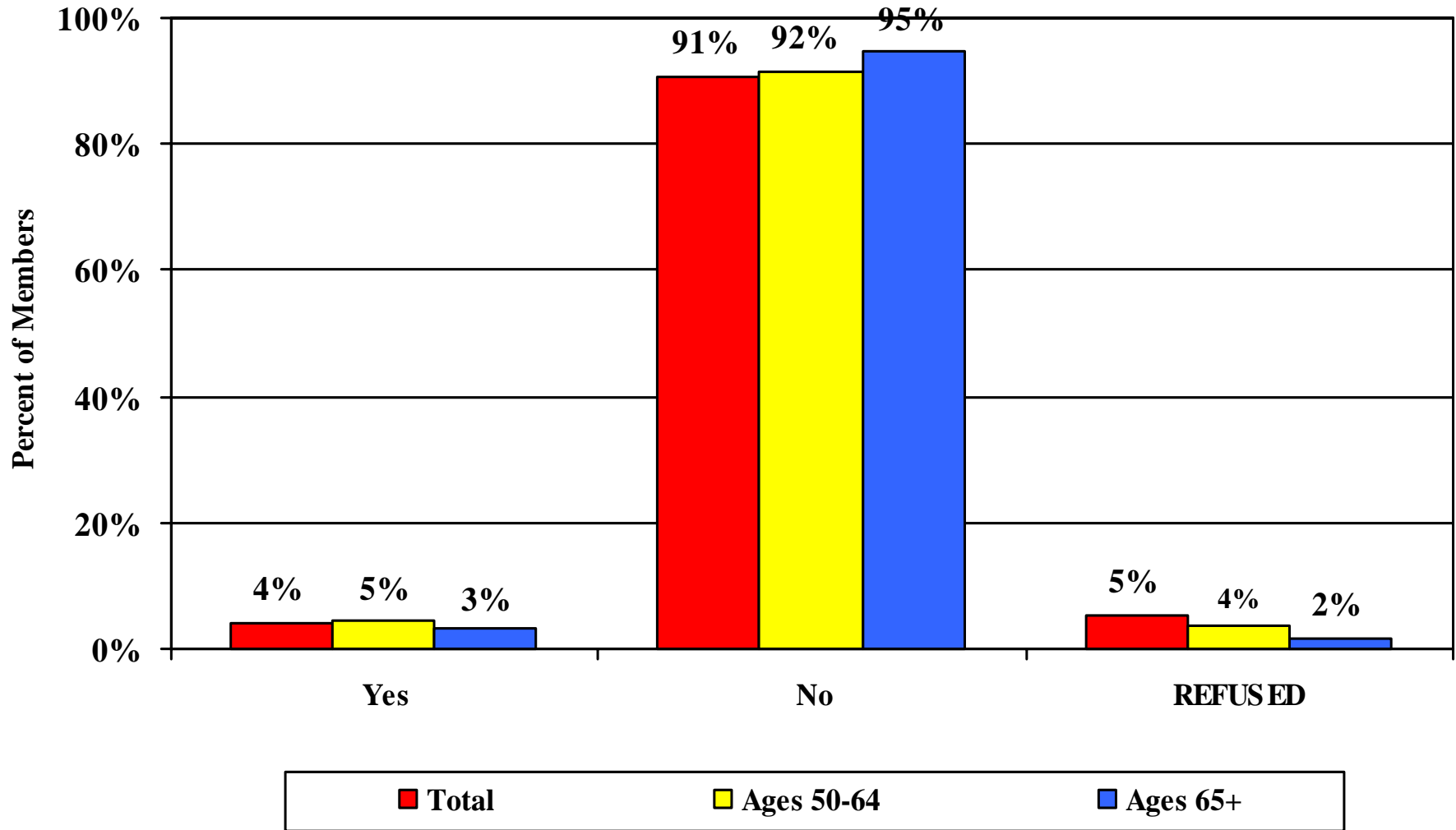
### EVER BEEN STATE OR LOCAL GOVERNMENT EMPLOYEE



**RACE / ETHNICITY**

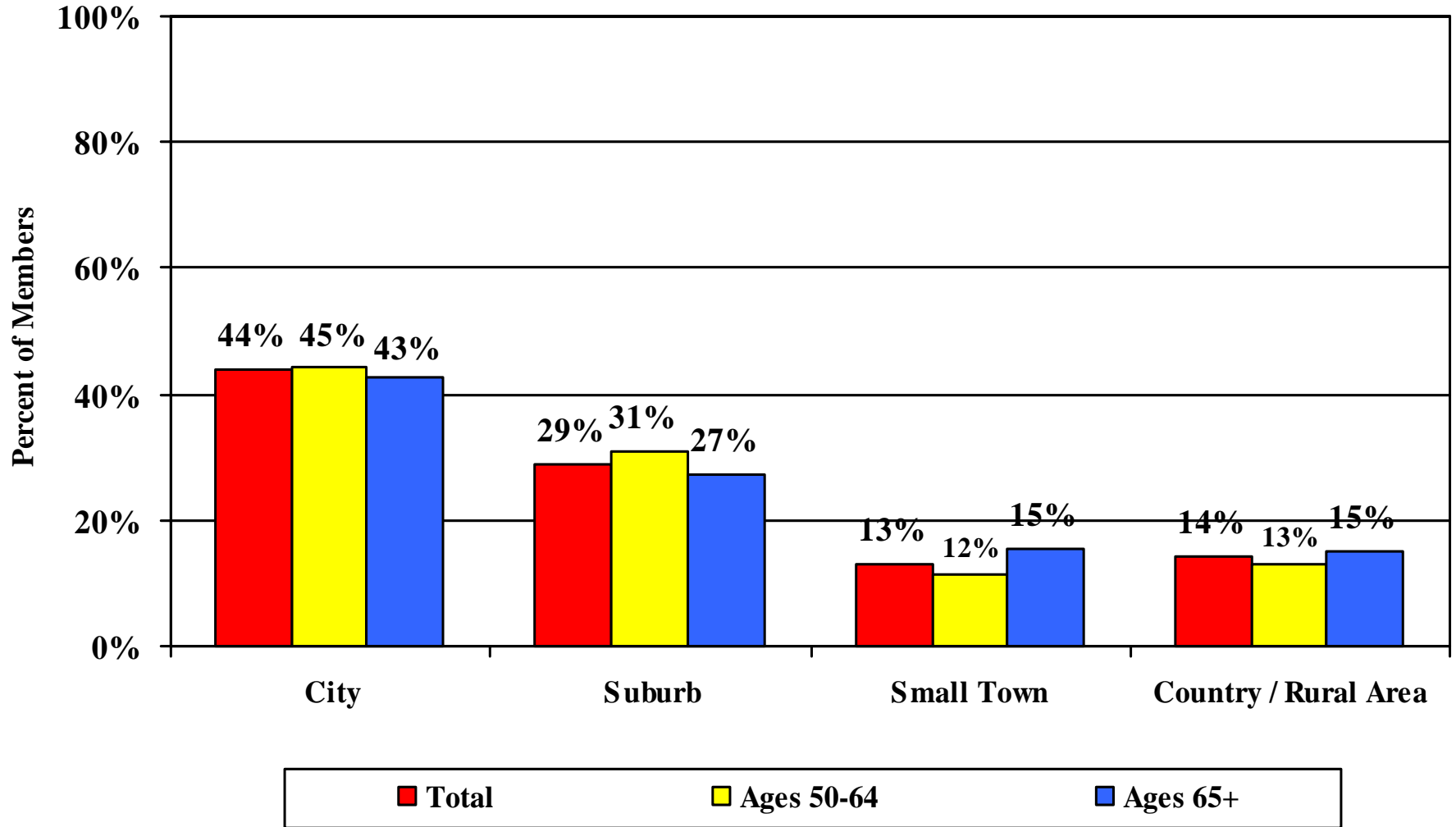


### SPANISH, HISPANIC, OR LATINO ORIGIN

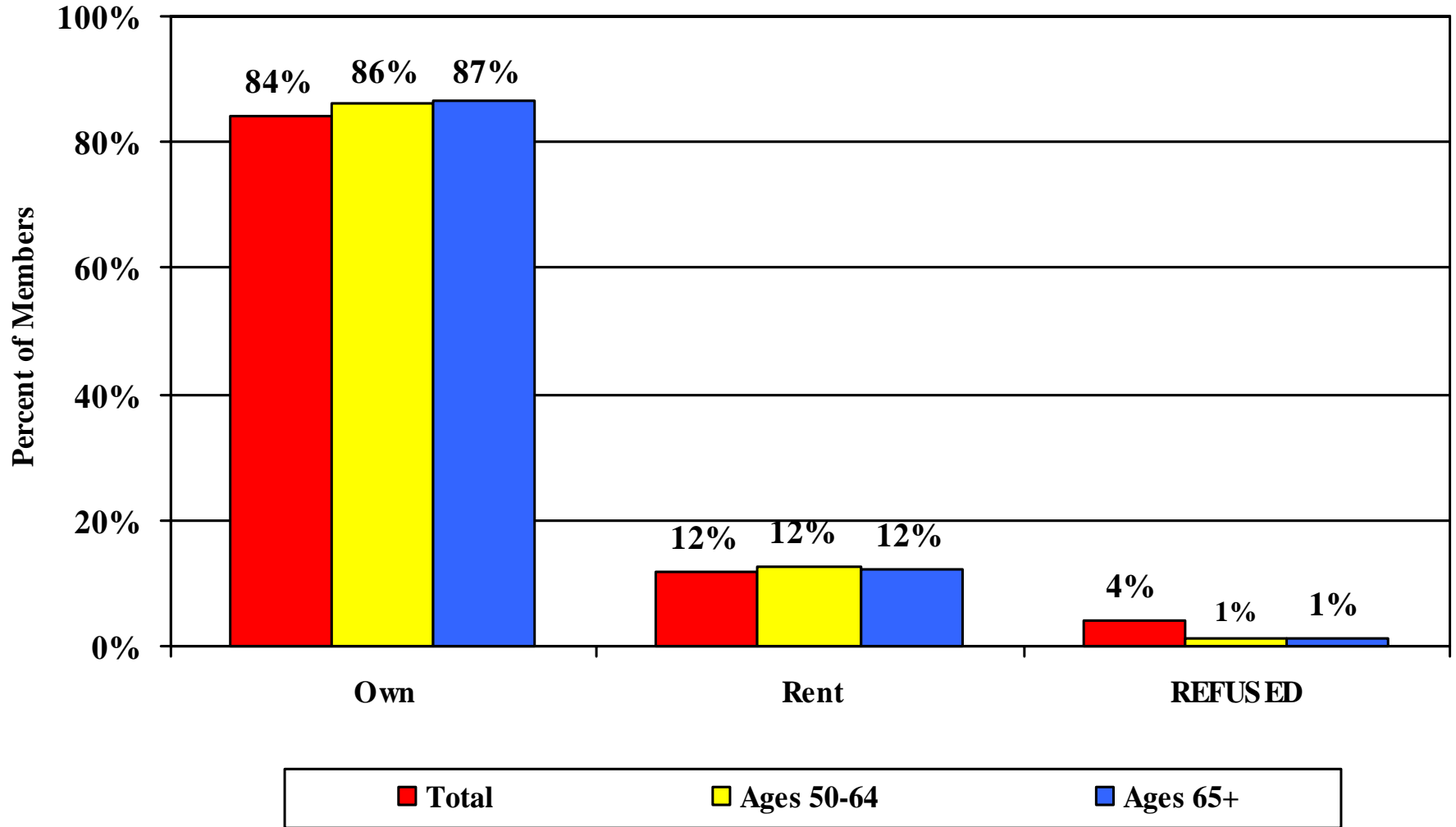




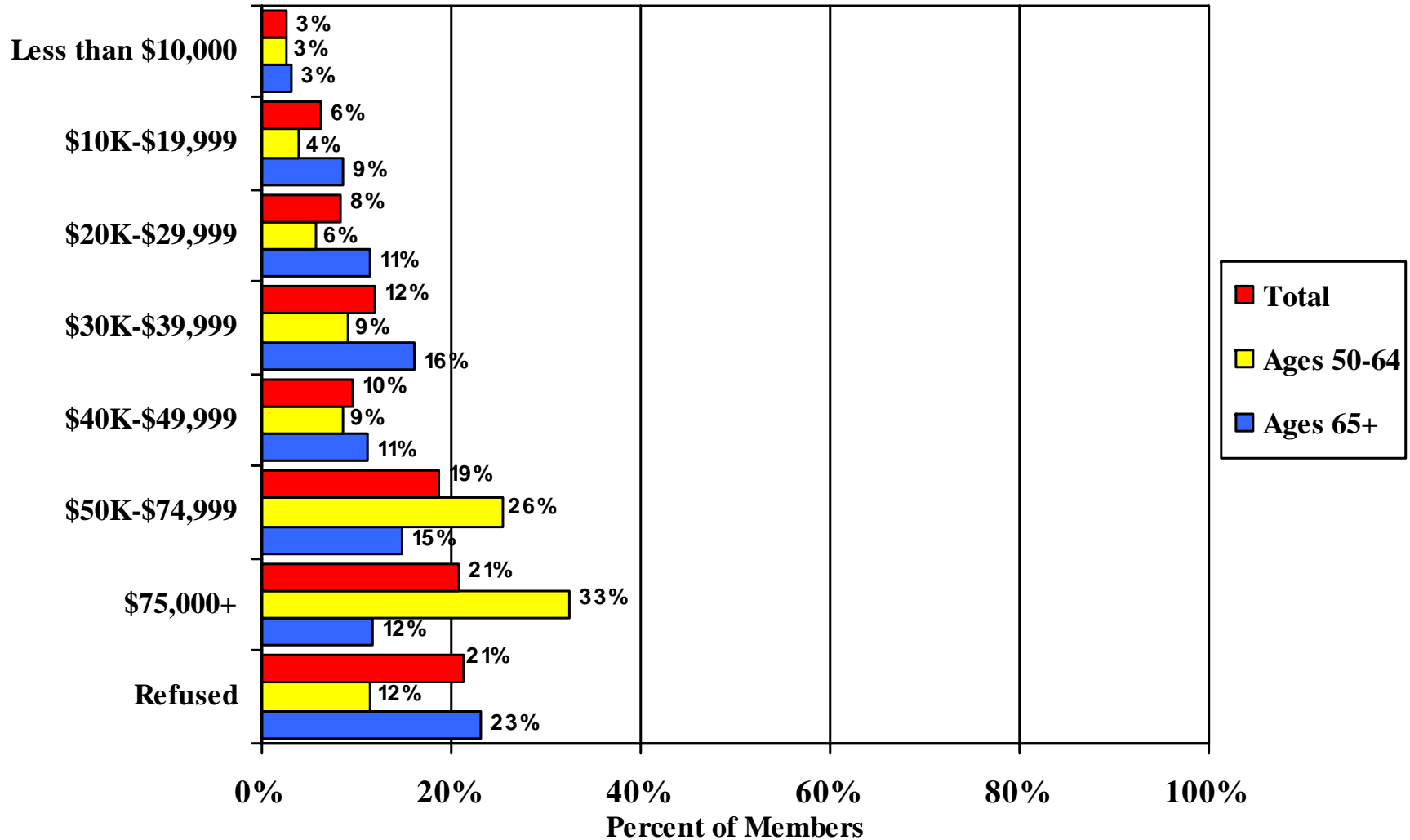
### PLACE OF RESIDENCE



### HOME OWNERSHIP



### HOUSEHOLD INCOME



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**Alan Newman Research**

MARKET RESEARCH CONSULTANTS