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TO: INTERESTED PARTIES
FROM: BRYON ALLEN
SUBJECT: NEVADA GOVERNOR RACE ANALYSIS
DATE: SEPTEMBER 2, 2017

A WPA Intelligence study of n = 302 Republican primary voters conducted August 6-8, 2017 on behalf of the American Integrity Project shows that Adam Laxalt has high name ID and a strong favorable image among Republican primary voters statewide and is the prohibitive favorite to win the Republican nomination.

Republican Primary

Image Ratings

Adam Laxalt (85%) has more than double the name recognition of Dan Schwartz (40%). Laxalt has a strong image rating among Republican primary voters with favorables (59%) more than seven times his unfavorables (8%). Only one-in-ten (10%) primary voters has a favorable impression of Dan Schwartz.

Republican Primary Voters	Laxalt Image	Schwartz Image
Total Favorable	59%	10%
Total Unfavorable	8%	6%
Name ID	85%	40%
Ratio	7.4:1	1.7:1

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Republican Primary Ballot

Adam Laxalt has nearly two-thirds (64%) of the vote in a Republican primary match-up with Dan Schwartz (5%) has minimal support. One-in-three Republican primary voters are undecided (31%).

GOP Primary Ballot	Support
Total Laxalt	64%
Total Schwartz	5%
Undecided	31%

Methodology

WPA Intelligence conducted a study in Nevada of Republican primary voters. Primary voters were selected via a random sample from the Nevada voter file using Registration Based Sampling (RBS). Republican primary voters were stratified based on age, gender, and geography. Respondents were contacted by phone, via a live caller August 6-8, 2017. The study has a sample size of n=302 Republican primary voters with 36% cell phone interviews. The study has a margin of error equal to $\pm 5.7\%$.