



To: Interested Parties
Fr: Mark Riddle
Date: September 3, 2020
Re: Nevada

Future Majority/America's Future Majority Fund and Unite the Country conducted a survey of 2,099 voters in Nevada from August 28 - September 2 with our partners at Change Research. Below is a snapshot of the lay of the land:

Horseshace: Biden leads 49% to 43% (Clinton 47.92 to Trump 45.50)
Hispanic: Biden leads 62% to 29%
Black: Biden leads 78% to 11%
White: Trump leads 48% to 45%

Job Approval: Trump's Job Approval: 45% approve. 54% disapprove.

Favorable Ratings: Trump 43% fav / 54% unfav
Biden 44% fav / 51% unfav

Jobs & Economy: Biden 42% / Trump 48% (some work to do)

Handling of Coronavirus: Biden 46% / Trump 40%

Cares about people like me: Biden 43% / Trump 44%

Keeping you and family safe: Biden 42% / Trump 45%

Honest: Biden 43% / Trump 38%

Corrupt: Biden 41% / Trump 46% (Keep pounding)
• 54% want a candidate with good ethics and not corrupt. This was number #1 trait.

Empathetic: Biden 48% / Trump 34%

Strong Leader: Biden 41% / Trump 47%

Future/Past:

Candidate who focuses on building a new and different future: 60%
Candidate who focuses on making America what it was in the past: 30%

Note: The topline look good for Biden, however, there are trouble signs on key characteristics and issues. Democrats cannot take Nevada for granted and needs to be properly resourced.