

Survey Report

Nevada Assembly District 13

About Us

Dane & Associates formed in 1997, specializing in Automated Telecommunications and Polling. Since our inception, we've been providing accurate polling at all levels. Dane & Associates was the pollster for Ron Paul in 2008. In 2006 Dane & Associates used our technology to conduct Exit Polls in Nevada Primary and General Election. These polls predicted with 98% accuracy every election polled. Our Internal Polls has been used to successful change the dynamics of a race.

Methodology

Dane & Associates uses automated technology to conduct polling. Lists are fist analyzed using a proprietary propensity index to determine the likelihood of a voter. This list is then analyzed to determine demographic information, i.e. Party, Age, Income, Race (if available). From this a sample list is created for calling. Once the survey is complete, the demographic information of those taking the survey is analyzed and balanced to the original sample.

Assembly District 13

AD 13 is North of Ann Rd. The Eastern Border is Hwy 95 and the Western Border is Decatur.

Survey Question

If the election for State Assembly was held today for whom would you vote? Assemblyman Paul Anderson, Businessman Leonard Foster or Veterans in Politics President Steve Sanson.

The names was stated twice, and on the second read the number associated with each name was given with the addition of *Undecided*. Undecided wasn't listed in the first run of names so the respondent would be more likely to choose a name.

A title was given to each name as a means to skew the poll in favor of the incumbent.

Results

Assemblyman Paul Anderson	18%
Businessman Leonard Foster	5%
VIP President Steve Sanson	14%
Undecided	63%

Since this poll was designed to be skewed in favor of the incumbent, a follow-up question was asked to just those who chose Assemblyman Paul Anderson.

If you knew that Paul Anderson supported and pushed for the largest tax increase in Nevada's history, would you still vote for Paul Anderson? Press 1 for Yes, 2 for No, 3 if your Undecided

Result

Yes	58%
No	23%
Undecided	19%

* Margin of error +- 3%

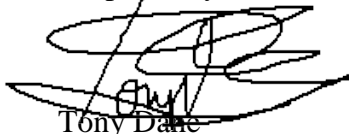
Conclusion

The first question was designed to favor the Incumbent. This was done in order to find the candidate ceiling. The Candidate ceiling is the highest vote count a candidate should expect. In this case Anderson leads Sanson by 4%.

The second question was designed to measure how loyal the voters are to the candidate, and determine if the tax issue is one that would affect voter opinion. In this case Anderson was only able to maintain 58% of his supporters. Out of the 42% remaining they were split on no longer supporting Anderson, or was undecided. Loosing 23% of base support may be insurmountable for Anderson if it is properly exploited.

Both challengers need to capitalize on the tax issue. Sanson being down by only 4 points creates an opportunity to move Anderson to second place. It is too early in the process to determine if Sanson and Foster split the vote, if it creates a pathway to an Anderson Victory.

Respectfully Submitted:



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