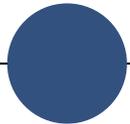


Midterm Message Project: Nevada

A Look into Clark County's Gettable Voters (Sept '21)



In 2020 Democrats won the House, Senate and the White House by turning out white, Latino, Black, and AAPI voters in record numbers. To win in the midterms and beyond, Democrats must harness the power of this critical coalition to defeat Republicans and turn back the tide of Trumpism and an increasingly extremist Republican Party. Way to Win is partnering with Future Majority to study multi-racial, high-potential voters to create content that resonates with the winning multi-racial coalition to turn them out for Democrats in the 2022 electoral cycle.

In many ways, the Nevada voters we worked with were like slot-machine players, watching tourists, Californians, and corporations cash out, while they were sitting, trying, waiting, and wondering when their turn was going to come.

This is their story.



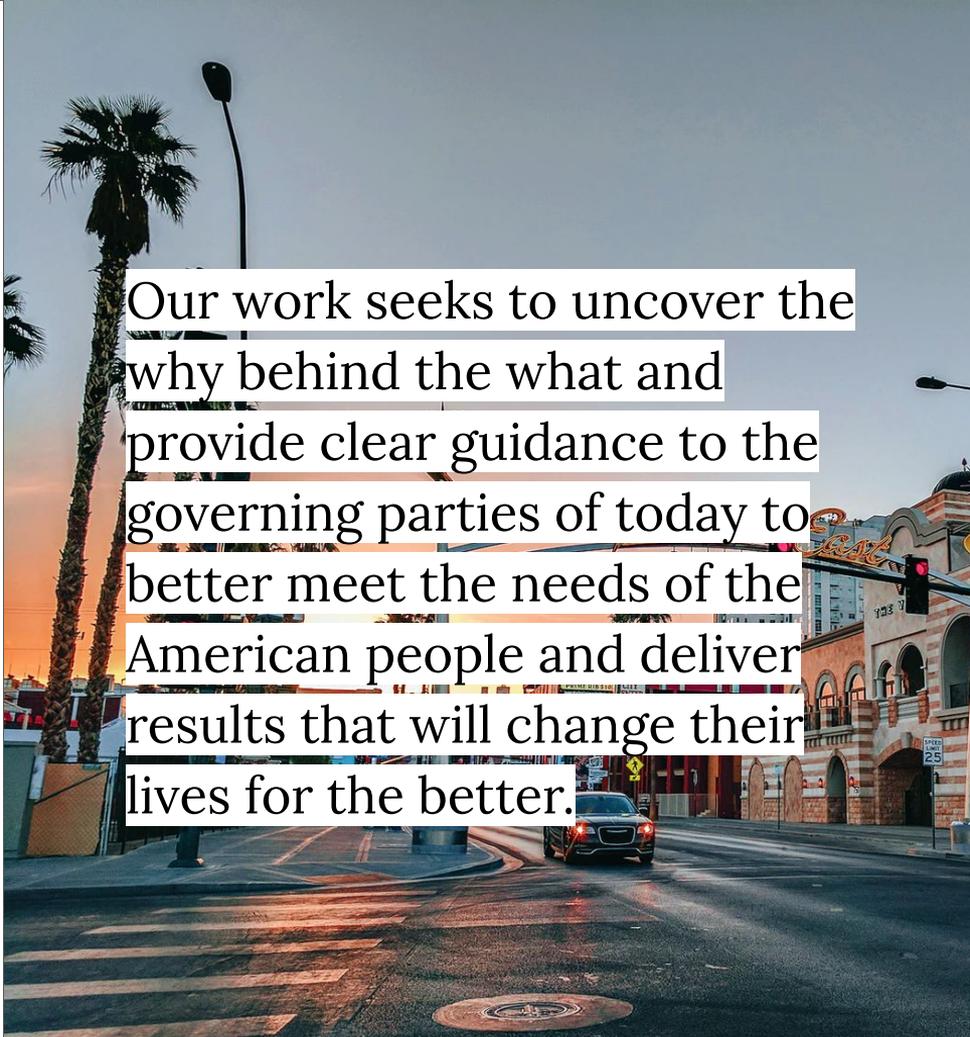
SUMMARY

1. Nevada must be for Nevadans - not for tourists, not for Californians, not for corporations (but they will take the money).
2. And Nevadans need to see how government is making that happen for them. They need to see the plan forward and their role in it. This is a conspiratorial bunch and transparency is key.
3. We have to deliver on policies that clear the way for Nevadans to achieve their dreams (delivering jobs that pay well, meaningful public health measures [COVID/addressing the drought], affordable housing, and creating a sense of order (addressing rising crime/homelessness)).
4. Despite being anti-vax, anti-mask and prolonging this pandemic with their anti-science positions, Republicans are not being blamed for the continued pandemic.
5. And we must remember that government is an assistant to success - Nevadans value freedom and want a government that serves them, but doesn't get in the way.

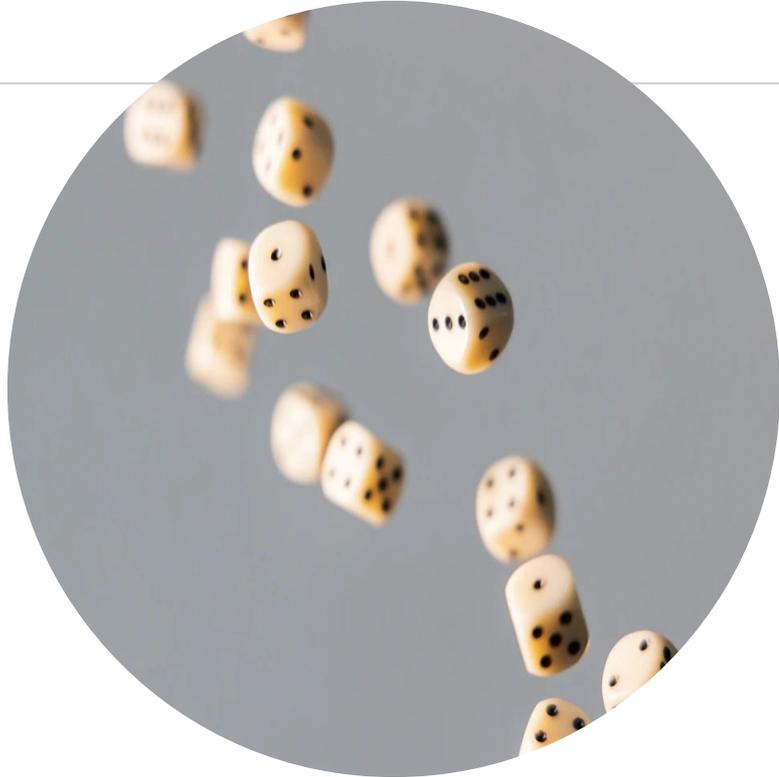
With an uncomfortably close margin in the 2020 presidential election and key races unfolding in 2022, Way to Win and Future Majority have joined forces to uncover a deeper understanding of the electorate. We will be looking at key states together to share research, data and analysis as the midterms and 2024 approach.

We begin in Nevada, which Democrats won by the smallest of margins in 2020, to find out what's going on below the surface, what makes Nevada voters tick and how Democrats can meet them where they live.

In this study, we explored how a diverse group of key gettable voters in Clark County, Nevada generally perceive the federal, state and local levels of government, how they were looking into the future, why they voted as they did, what mattered and still matters to them, and how they think about issues that count. What follows is a revealing look into what drives a key part of the Battle Born State.



Our work seeks to uncover the why behind the what and provide clear guidance to the governing parties of today to better meet the needs of the American people and deliver results that will change their lives for the better.



THE RESEARCH APPROACH

We used an online ethnographic approach in this research, prompting participants over a series of days to answer questions online through open text responses and metaphorical image gathering, with songs, creative exercises, and more in order to gain a comprehensive understanding of how people truly think and feel.

This approach, using metaphor as well as a variety of sensory exercises, was designed around the way that people think and the way thought is structured, leveraging best practices from the world of psychology and neuroscience in order to give participants the time and the space to share what matters most to them in an unfiltered manner.

The Participants

Who: We worked with **40 Democratic and Independent Voters** who self-identified as holding very liberal to moderately conservative views, expressed interest in voting in the midterms and a willingness to vote for Democrats. Both native and non-native Nevadans were represented in our sample.

Our diverse group of key gettable voters included:

- Hispanic/Latino/a Voters (including Afro-Latino)
- AAPI Voters
- White Voters who made less than \$65k household income

Where: Our voters came **exclusively from Clark County** from Urban and Suburban communities and were a representative sample across measures of income, education, location, and gender.



All imagery that follows, unless otherwise indicated, was provided by the research subjects.

1

Diverse, Gettable Nevada Voters

What they value and how they think about the future



THE 3 KEY NEVADA PRINCIPLES

Show me what you're doing

“I don't know what government is doing half the time, making backroom deals behind closed doors. I'm not sure who I can trust and I really wish I knew what was going on.”

Show me the path forward

“With so many problems, I'm not sure anyone has a plan for anything except taking care of COVID, and even that plan keeps changing. Please just tell me what we're doing and how I'm a part of it.”

Show me the money

“Rising prices are killing us, putting us out on the streets, contributing to rising crime. I have no issue with bailout checks, but what I really want is to be paid more at my job. I want to be able to live the American dream in Nevada, and right now the only people who can do that are the out-of-towners.”

SHOW ME

WHAT YOU'RE DOING

“[Government] has a lot that is kept behind closed doors and is kept a secret away from the citizens. If people were given the code and everyone would be on the same page and know that there is nothing to hide – instilling more trust.”

- Nicole G., AAPI





SHOW ME THE PATH FORWARD

“**Government is there to guide** what will happen in the future. They don’t necessarily make it happen but **they do make choices that set the course** if you will. **On the flip side** of that coin, I believe the **government can actually get in the way of the future** with decisions and parties that won’t work together now.”

- Jennifer, white

SHOW ME THE MONEY

“It upsets me that people, including myself, that come from low income families **are pulled down by financial strains** that others in our country do not endure. It is so challenging to work just to pay the tuition costs that Financial Aid will not cover and try to save money to buy a home or for a rainy day, then have to spend that money to pay for taxes. **We are drowned in student loans and left with no savings in order to cover the costs of our education.**” – *Dania, LatinX*



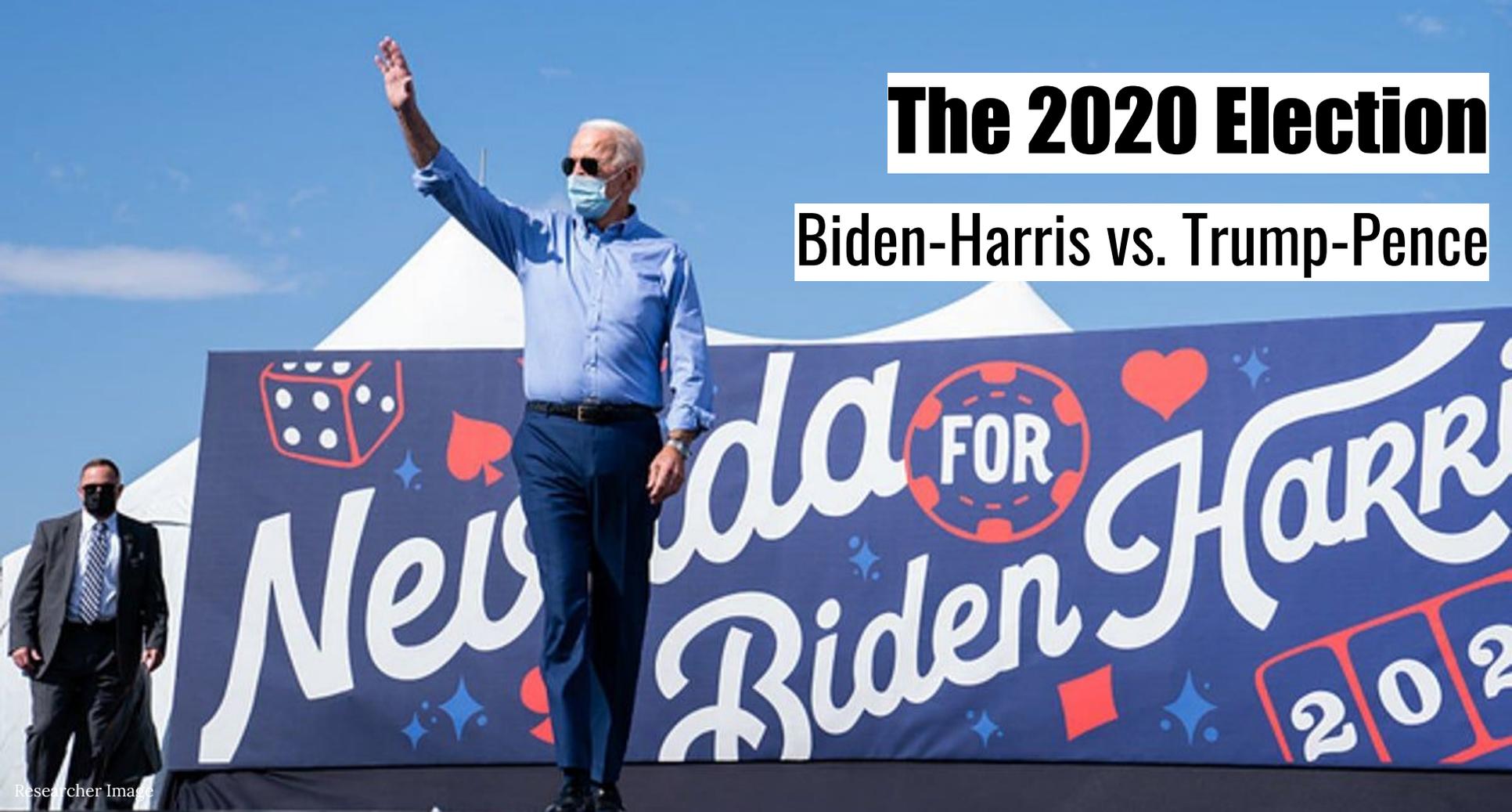


THE JOURNEY FROM 2020

1. What they were escaping
2. What they see happening now
3. What they're still hoping for

The 2020 Election

Biden-Harris vs. Trump-Pence



Researcher Image

WHAT WE MOVED AWAY FROM

“[Joe Biden] wants to **make people's lives better rather than make his own life better**. I don't believe Donald Trump would do that for the average person. I think **he was only in the White House to make himself richer and his cronies richer**. I think he only cares about himself and his golf courses and making himself more powerful.

Trump is all about evading taxes, playing golf, and claiming everything is fake news.” - *Mark, white*



“To me, Trump/Pence represented a continuation of the demagoguery, **the racism, the homophobia, and the closed-mindedness** that had permeated for years in the country.... **A vote for this ticket to me was emboldening neo-Nazis and white supremacists for four more years.**” - *Gabriel, LatinX*

MOVING AWAY FROM CHAOS

For many of our Nevada “Gettable” Voters, chaos prevailed during Trump's presidency. All decorum was out the window – selfishness, a lack of respect and decency, and prioritizing the golf course over the country were the norm.



“**I never respected Donald Trump. [He] represented the misogynistic, oppression of women and people of color [and] the rewinding of time to a way of thinking where [men]made decisions for and about woman's body.** I have a daughter, three nieces and two great nieces. **I will not abide someone in charge [that] treats women this way.**” - *Tracy, white*

ESCAPING CORRUPTION

For these voters who value political transparency, Trump represented all they perceived to be wrong with the country: corrupt morals, deception, and dishonesty, leaving them lacking trust in not just their President, but their country.



“It symbolizes the **deceit behind the claims and/or promises made by Trump/Pence**...when I chose Joe Biden... I thought about the types of qualities that I was taught growing up... and I was told **to be honest and trustworthy and kind and respectful to everyone** and these are the qualities that I felt Joe Biden possessed... **[Biden] is more capable of being honest. He shows respect for others when he speaks to our nation.** He's trying to be as honest as possible and at the end of the day, that's what I want in a leader.” - *Dania, LatinX*

WHAT WE MOVED AWAY FROM

“Trump/Pence: Honestly first words I thought of when I saw those names was **evil**. They just seemed evil and **had bad intentions** in mind.”
- *Joseph, AAPI*



“Trump/Pence represented **everything that is wrong with the US**. They focused on **blame, hate and the self absorbed nature of people**... Donald Trump was a terrible commander-in-chief, terrible president.

Not to mention a **terrible human being** ... He was in denial about huge social and political issues and international issues that were going on.” - *Colleen, white*

REGARDING PRESIDENT JOE BIDEN

“My image represents **hope**. I saw hope for at least **some resolution, better inclusiveness**, hopefully a little bit of **repair to what we've become.**”

- Lauren, AAPI

“Biden-Harris meant **hope and a new start.**”

- Lori, white





WHAT DO PEOPLE THINK OF PRESIDENT JOE BIDEN?

Sentiment regarding President Joe Biden skewed slightly positive due to him not being Donald Trump, but lacked enthusiasm. For these voters, having Biden as President was more a sense of relief than excitement.

He's Okay... Definitely Better than the Alternative

"I feel like **he's doing alright for a president. He doesn't spend most of his day making Tweets** or being the main talk about the news with a new scandal." - *Israel, LatinX*

"Even though **he has not done anything that really impressed me**, he **delivered in professionalism** and making actions and no empty promises, as **what should be expected from a president.**" - *Gabriella, LatinX*

Thank God He's Respectful

"Aggressive actions being taken to ensure **women and people of color are treated... without malice.** A group that does not openly represent an alt-right group of racists."
- *Tracy, white*

"When Trump was president, Asian women are scared to walk on the streets. **My aunt's friend was spat [at] just because she is Asian.** It is still happening but **there is no one in the leadership position encouraging it now** which is better." - *Grace, AAPI*

He Actually Cares about the Working / Middle Class

"I feel like [Biden] is **for the blue collar workers and understands the common people's plights.**" - *Lori, white*

"The Biden administration's campaign was **for the aiding and recovering of the working class.**"
- *Anthony B., LatinX*



WHAT DO PEOPLE THINK OF PRESIDENT JOE BIDEN?

Most Nevadans believe that President Biden genuinely cares about them and has their best interest at heart, wanting to guide the country and its people to prosperity.

He's Wants to Move the Country Forward

“He wants to **better the country** in regards to COVID, **help working families economically, help with climate change and create clean energy**, and work on bettering issues regarding immigration.”
- Gabriella, LatinX

“He wants to accomplish **affordable health care for all**. He wants to accomplish **affordable education for all**.”
- Tracy, white

And He Wants Better for Me, Too!

“President Biden is a good man and means well. **He genuinely believes in helping working class people**. He helped pass legislation [including the **Child Tax Credit**] **giving money to parents with kids**.”
- Mini, AAPI

“For me personally he has **added more money to my food stamps** and has allowed me to qualify for the buy-back benefit on Medicare to **receive more money in my Social Security check**.” - Brian, white

But, I Haven't Seen it Yet

“We still have **high unemployment rates**, people cannot find jobs and **housing rates are going up**. It makes me feel **ashamed to have picked Democrats**.”
- Nick, white

“Gas prices are very high, the **women and children stuck in border control are still suffering**, the **Afghanistan debacle was tragic**, and **COVID issues are still raging**. I feel helpless.”
- Gabriella, LatinX



“This image perfectly represents my standing with Biden. It portrays how **many individuals are currently waiting for President Biden to follow through with the promises he made.**”

- Anthony, AAPI

“Joe Biden has **promised to do a lot** and I do **hope that he does follow through with everything.**

It is too early to tell as of yet.” - Chase, white

“He has made promises that **only time can tell if they get fulfilled.**” - Shaina, AAPI

“Hopefully he **sticks to his promises.**” - Gabriella, LatinX



WHAT DO PEOPLE THINK OF PRESIDENT JOE BIDEN?

President Joe Biden would be better for me if he...

Focused on Pocketbook Issues

“Joe Biden would be better for people like me if **he helped with unnecessary debt like college [loans]** because **a lot of Americans are struggling with a degree that doesn’t provide enough in the real world.**” - Carlo, AAPI

“Joe Biden would be better for people like me if **he helped to bring down gas prices** because **people like me cannot afford to fill their cars and buy groceries.**” - Lori, white

Was Younger / Had a Better Pulse on the Younger Generation

“Joe Biden would be better for people like me if **he was younger** because **we would relate better.**” - Chase, white

“Joe Biden would be better for people like me if **he were more in tune with the younger crowd** because **[they] are who will be leading us into the future.**” - Matthew, LatinX

Had More Visibility

“Joe Biden would be better for people like me if he **showed us more things he’s accomplishing** because **it shows that things are changing for the better.**” - Joseph, AAPI

“Joe Biden would be better for people like me if **he was in communities helping people out** because it shows **he’s a man of the people.**” - Karina, LatinX

REGARDING VP KAMALA HARRIS

“This is history being made...she broke the glass ceiling.” - Jennifer, white

“She is the first Black female to make shit happen.” - Christian, AAPI

“As a woman, she represents all of the hopes and dreams of all of the women of our country in wanting to be seen and heard.” - Lori, white





WHAT DO PEOPLE THINK OF VP KAMALA HARRIS?

Our Nevadan key gettable voters couldn't ignore the groundbreaking nature of Kamala Harris' ascension to the Vice Presidency.

Track Record as an Activist

"Before she became Vice President, she did a **lifetime of public work for the people.**" - Diana, AAPI

"She is also very **involved in the marriage equality fight.** She also has been **very involved with the legal rights of refugees and immigrants** in this country." - Vicky, LatinX

She's More Progressive than Biden

"VP Kamala Harris **identifies with people younger than me. Her ideas are very progressive** that align with that of the younger population. I'm a moderate more like Joe Biden... [She doesn't get] that all Democrats are not progressive. **She needs to understand and relate to the longtime Dems that are moderate thinkers... She doesn't seem to want to relate to all factions of Democrats. But we are her party,** whether we are conservative, moderate, or progressive."
- Tracy, white

She's Relatable as a Woman of Color

"She **comes from a background that relates to most of us.**" - Nicole M., LatinX

"She **understands how it feels to be bi-racial** in this country... It is nice to have someone in this role to **empathize with races that aren't white.**" - Grace, AAPI



WHAT DO PEOPLE THINK OF VP KAMALA HARRIS?

And yet, key concerns remained for these voters, which centered around two main concerns - does VP Harris care for people who may not share her beliefs or look like her and can she deliver for the people?

Does She Care for Us?

“I feel like **she doesn’t care for political views that are different** from hers.” - *Aurelia, LatinX*

“She doesn’t understand that **America and its fellow Americans aren’t always racist or sexist because they have different views** or ways of wanting to live [that are different] **than her party.**” - *Gabriella, LatinX*

Can She Get Things Done?

“Honestly, **I have no idea [what she’s done]**. She has done nothing for our border – she won’t even show up!”
- *Fran, white*

“She wants us to be satisfied that we voted for her. **I haven’t heard of anything she’s done lately.**” - *Joseph, AAPI*

THE BIDEN-HARRIS ADMINISTRATION: TAKING THE HELM AT A DIFFICULT TIME



Many Nevadans mentioned that Biden assumed the presidency at a difficult, if not unprecedented, time for our nation – issues had been long simmering, brought to the surface by a global pandemic.

This has impacted their expectations of the administration, for they noted that while the administrations hasn't done a whole lot for them yet, in a way it's understandable due to the state of the world.

“President Joe Biden **took over during a global pandemic, a time of uncertainty.** It is difficult to expect certain things to be done in time frames when **things have slowed and halted worldwide.**”

- *Shaina, AAPI*

BUT, COMPLACENCY IS NOT AN OPTION

BIDEN AND HARRIS WERE VOTED INTO OFFICE TO USHER IN CHANGE

“I feel that even when certain issues are **out of my control** or **there is not much I can truly do** to help a certain cause I care about, **the least I can do is vote.**”

- *Dania, LatinX*



THE BIDEN-HARRIS ADMINISTRATION: UNMET EXPECTATIONS

Nevadans identified three concurrent federal crises that the Biden-Harris administration has been slow to act upon...

Mitigating the Border Crisis

“I was hoping that [Biden] would have a plan in place to **secure our borders and help with the immigration crisis.**” -

Lori, white

“Manage the **immigration crisis effectively.**” - *Edward, AAPI*

Better Handling of the Pandemic

“She should be handling more affairs right here in the United States. **She should be the one trying to get people vaccinated.** The ones that are stalling on getting vaccinated would probably listen to her.”

- Tracy, white

“Bring **COVID cases down.**” - *Anthony, LatinX*

Improving Race Relations

“There's a lot I've expected him to do that he hasn't done, including working on climate change, [delivering] **more inclusiveness**, dealing with the situation with Afghanistan, etc.”

- Lauren, white

“I would have expected Biden to have **resolved the current racial divides.**”

- Brendan, white



THE BIDEN-HARRIS ADMINISTRATION: UNMET EXPECTATIONS

And also pocketbook issues resulting in empty wallets.

Affordable College

“I expected... **mak[ing] 2 years of community college or a high-quality training program tuition-free.** So far all I know about this promise is that it is still in the works but he has yet to finalize it.”

- Anthony, AAPI

“I expected Joe Biden to have made **public universities tuition-free by now (cancel student debt).**”

- Gabriel, LatinX

Improving the Financial Situation for Middle-Class Americans

“I would hope he [had] made an impact in a positive way, but the only impact I see is **my bank account losing money because gas [prices] went up.**”

- Christian, AAPI

“Have a better plan... to **help Americans out financially.** And not just by giving out stimuluses but actually **cutting costs of living or like creating high wages** in every state.” - Gabriella, LatinX



THE FEDERAL GOVERNMENT

The Reality vs. The Ideal



REALITY VS. IDEAL



THE FEDERAL GOVERNMENT THAT WE HAVE

- 1 **Chaos**
- 2 **Self-Serving**
- 3 **Division & Discord**
- 4 **Not Holding Up Their End of the Bargain**



THE FEDERAL GOVERNMENT THAT WE WANT

- 1 **Restoration of Order and Balance**
- 2 **Government for the (betterment of the) People**
- 3 **Unity**
- 4 **Bringing Solutions to the Table & Doing the Work**





“My images are different. The first represents **chaos** - how the two parties are **constantly fighting one another instead of working together**. The second image represents a **utopia** in which both parties work together in order to **come up with solutions** rather than to shoot down each other's ideas.” - Anthony, AAPI



“My images are different because the first one we have people that only care about their own interests and power. My second image is people working together for a greater good. The only way these two can come together is if the first image/people stop being selfish and actually do things because they want to have a better world [and] better country.”

- Nicole, LatinX

“The images are different because what it is now is the earlier phases of construction while the next picture shows a magnificent construction/reclaimed islands as a result of great plan and implementation.”

- Grace, AAPI



WHAT NEVADANS WANT:

GOVERNMENT THAT IS FOR THE PEOPLE

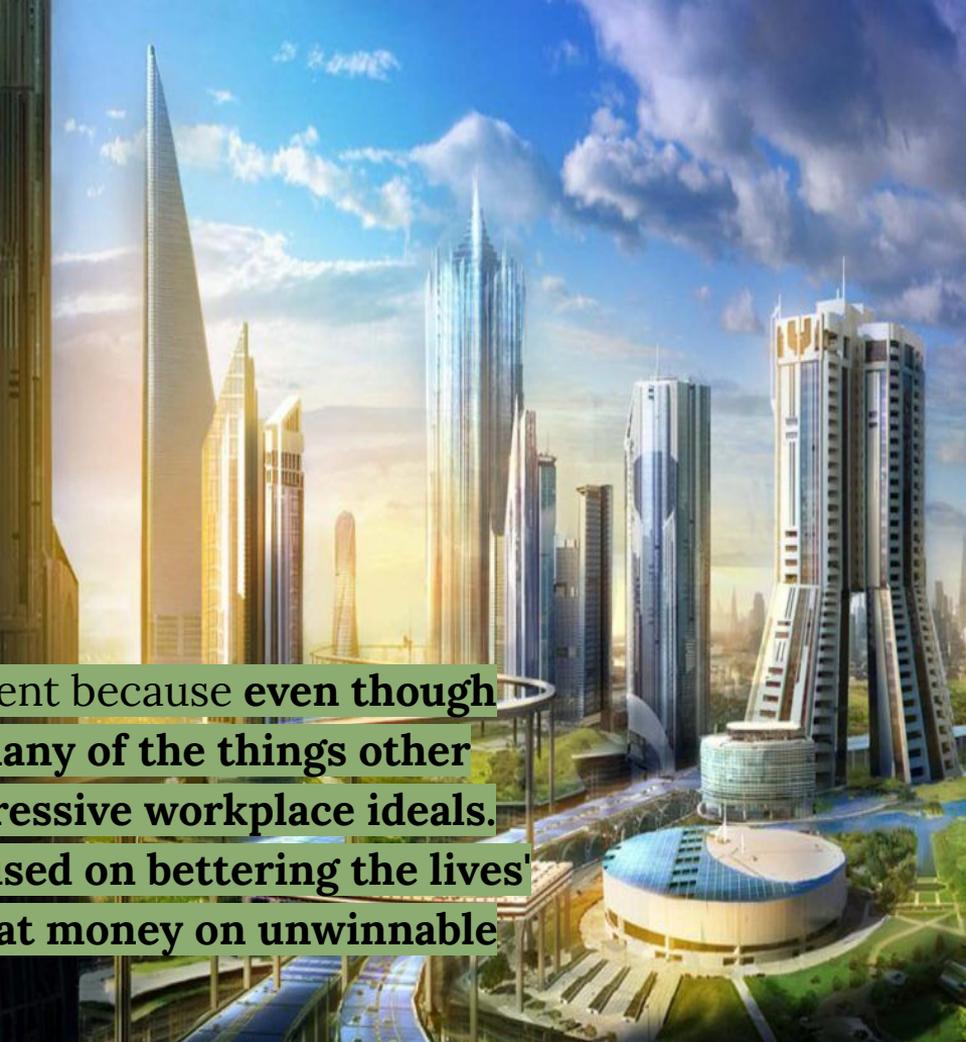


“I want to see leaders emerge and actually **lead everyone to the top.**”
- Joseph, AAPI

“Simple. [The government should] listen to the people and **actually act upon our better interests.**” - Matthew, LatinX

“**Listen to the people!** ... Those promises made to the people who vote [politicians] in sometimes don’t get made. I understand there are constraints but **I feel like the people are not heard.**” - Brendan, white

“The federal government should provide the best ways of running the country that **benefit the average American, not for the benefit of the party and its members.** I’m sure they try their best, but... as of late, **it’s not showing.**”
- Gabriella, LatinX



“They are drastically different. They are different because even though we are a first world country, we don't have many of the things other countries have like free healthcare and progressive workplace ideals. They could come together if the country focused on bettering the lives' of its citizens instead of spending most of that money on unwinnable wars and on the military.” - Israel, LatinX



IT'S NOT ALL BAD

OUR VOTERS DO SEE GOVT'S POTENTIAL

“

“The government is working hard to reconstruct the country that is under construction (destroyed from last administration). The government I would like will be the facilitator of a thriving economy and helping people find their purpose while being not desperate and bullying each other.”

“I would include more individuals that are not white males in our government. I would like there to be equal representation of everyone that makes up our country within our bodies of government. A healthy nation. This means controlling the pandemic and stopping the gun violence epidemic.”

“

“[The govt could be] addressing the issues like poverty, homelessness, debt, racism, big companies”

“I would say that abolishing the Senate (and the Electoral College) would be most necessary, as currently small states hold way more than influence than large ones.”

“If I could redesign the government, I would make healthcare free, medicine free for elderly and affordable living for all. I would have government officials make the same amount of money individuals make at a corporate level.”

“Get rid of the electoral college and use the popular vote only”

“

“There would be no lobbying, campaign fundraising, or backend deals that are for personal gains. The popular vote would determine the next president and there would a better checks and balances set in place to keep everyone accountable. there would also be term limitations on all positions of political power.”

“To make sure we have real leadership and accountability for all parts of government and [make sure] that there is equality no matter race, creed, or gender or disability that's how I would change it because in America no matter it's always been about freedom of choice that's my ideal of a government not just by the people but for all people”



WHAT NEVADANS WANT

THE GOVERNMENT TO STAY OUT OF

Controlling my Body

“Trying to **dictate what and how people choose to manage their bodies.** Suggesting something and providing reasons why is one thing, but fear mongering someone and manipulation...is another. **People need to be able to make an informed decision themselves.**” - Aurelia, LatinX

“**Women’s right to choose and birth control.** Both issues are **personal** and **should only be made by her** and her doctor.” - Colleen, white

Unnecessary Wars & Conflicts that Don’t Involve Us

“The biggest thing that came to mind was play ‘World Police’ and **get involved in wars that will ultimately not be won and were fought for no reason whatsoever. I’m looking at you Afghanistan.**” - Israel, LatinX

“I think the least important thing that the government is doing right now is... in Afghanistan. **I don't think they should have gotten involved in many of the wars because [they] didn't have anything to do with us.**” - Nick, white

Arbitrary Taxation without Benefit

“Keep **taxing us on every little thing** and making laws that don't make sense.” - Joseph, AAPI

“The **amount of money that we are being taxed is unnecessarily high.** I understand the importance of it, but that **money being pulled out of the pockets of the working individual isn't being spent to benefit the community** at all.” - Anthony, AAPI

2

The Story of 2022+

What our diverse, gettable Nevadan voters are thinking about now. What we can expect into the future.

AS I HEAD INTO THE 2022 ELECTION, I am telling myself...

To Exercise My Right

“**Your vote always counts.** Even when the election seems overwhelming, one vote truly matters. **Always stand up and be counted.**”

- Lori, white

“**Your vote matters** – don’t think it doesn’t.”

- Anthony, LatinX

To Vote My Conscience

“Really really really choose who you feel is best and **don’t let anyone swerve you** from what you want.”

- Kenneth, LatinX

“Do your research, see what matters, **don’t let others influence you to vote for the popular choice. You have your voice, so show it.**”

- Nicole, LatinX

To Do My Research

“Go to **Google News** for better sources of news. **Do not rely on Facebook** to make informed decisions.”

- Grace, AAPI

“**Do [your]research** and to not just get your information from a single source, **get it from multiple sources who are well respected and not false information.**” - Israel, LatinX

AS I HEAD INTO THE 2022 ELECTION, I keep thinking about...

Keeping the Momentum

“**Democrats keeping the House**, and especially **taking the Senate.**” - Gabriel, LatinX

I am looking forward to **continue this upward momentum of the US.** I am looking forward to contribute to the success of US by exercising my right to vote.” - Grace, AAPI

The Pandemic

“Definitely a change regarding COVID rules and mandates. I wish [that] **everyone will be on the same page instead of every county, state and city creating their own rules.**” - Mike, white

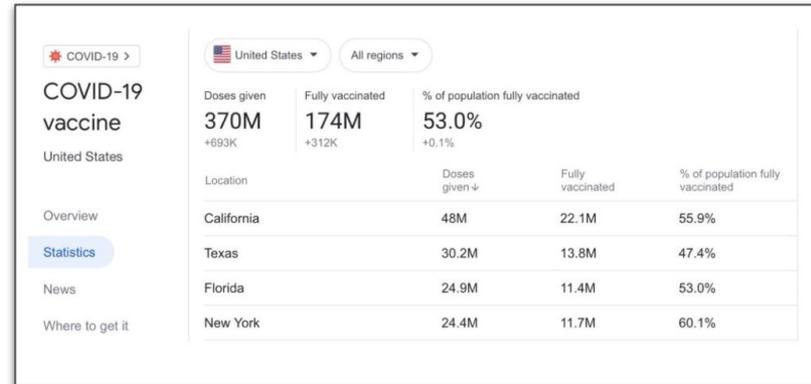
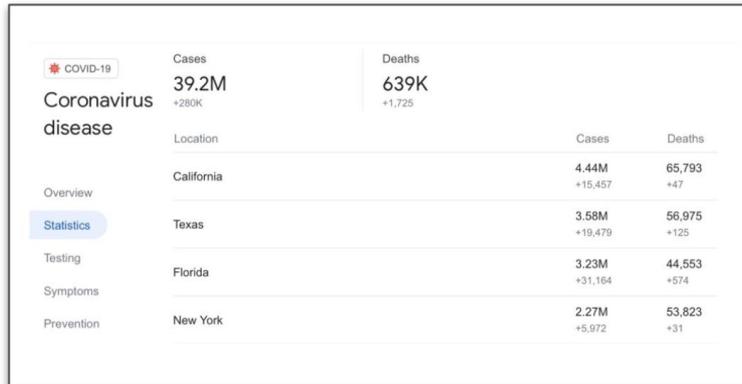
“Removing the mask and vaccination mandates and **restoring freedom.**” - Jorge, LatinX

The “For the People” Principle

“I hope that candidates come into the election with real intentions of helping this country stand on its feet. And **help the average American be better**, not just use tactics and values to simply win the election and gain power. **Less ego competitions, more genuine concerns for the country's well being.**” - Gabriella, LatinX

“In the 2022 election, some **politicians need to be voted out that do what serves them instead of serving their constituents.**” - Jennifer, white

LET'S TALK ABOUT THE PANDEMIC

Misinformation is Killing us

“These are two Screenshots from Google that show **the top vaccinated states are also the top states to die from COVID-19**. I don't know about you but it looks a little strange to me if the vaccination is suppose to stop, slow, prevent the spread and/or death from COVID-19. **This administration's handling of this Epidemic is disgraceful.**” - Kimberly, white

LET'S TALK ABOUT THE PANDEMIC

Our Nevada voters were in no mood for the continued pandemic. Anxious, tired, and exhausted, they looked at the government's stumbles along the way and shrugged their collective shoulders. It was clear that misinformation had spread across our voters, and it was telling that, while they were not asked directly who they blamed for the pandemic, they didn't directly attribute Republican policies or behaviors to their experience. Some critical takeaways:

Dems aren't Delivering

What did you expect Biden to have done by now that he hasn't done? "Bring COVID cases down." - Anthony, AAPI

"I expected him to have a good handle on this COVID situation and it seems like it's only getting worse." - Chase, white

"I don't pay attention to Biden in truth be told but I believe COVID is a big thing for him so he is trying to minimize the COVID numbers. Biden keeps us in the dark, you don't hear much about him all you see is gas prices going up, COVID rising and not a single word from him. I want peace not excuses because people dying from being sick." - Christian, AAPI

"Gas prices are very high, the women and children stuck in border control are still suffering, the Afghanistan debacle was tragic, and COVID (hard to help it and can't put direct blame on the president) issues are still raging. I feel helpless on how the country is turning out right now but there's not much I can't do now that the election is over. So I'm just hoping for the best." - Gabriella, LatinX

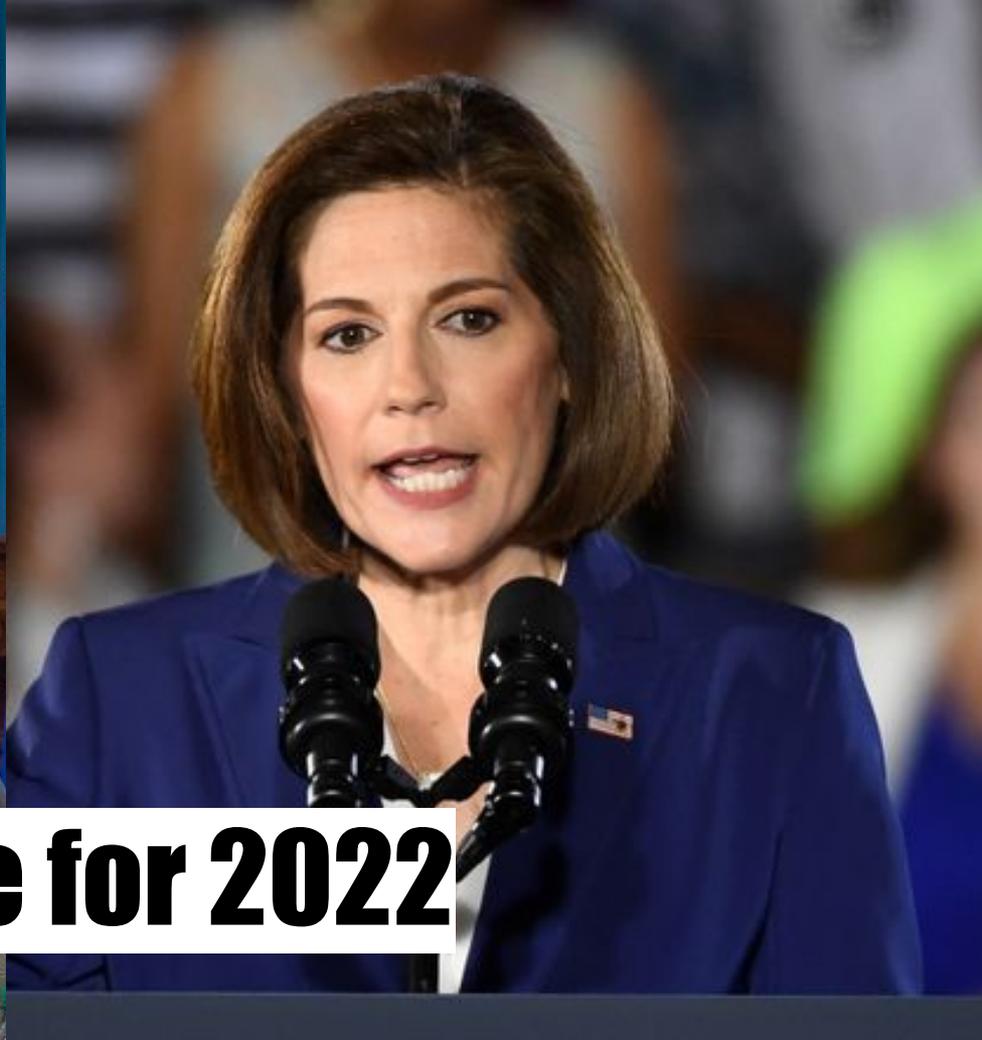
But COVID isn't a one-sided thing

In response to a concept that attributed COVID to Republican policies and behaviors:

[Do you connect with this concept?] "Absolutely not it feels completely one-sided and as if the Dems want to take no responsibility for any of the COVID crisis and put it all on one person that had nothing to do with it." - Chase, white

"Sharing this concept would be me saying that Democrats are our only chance of eliminating COVID, which is not true. We need both parties to contribute to stopping the spread, instead of the constant bickering amongst one another." - Anthony, AAPI

I just want this whole COVID thing to end and get resolved we are living in a scary time right now with so much of the unknown." - Janelle, LatinX



The Race for 2022

Researcher Image



“Sisolak understands the dire need for success and improvement in the various small towns that make up the Silver state.

To other Americans, Nevada is merely a desert but to our governor.... I would like to believe **we are more than just that.** I think he does understand that.”

- Dania, LatinX



EVERYMAN MAKES GOOD

Our voters consistently referenced **Governor Sisolak as an everyman** who is focused on the state and the need for it to succeed.

And yet, while some felt Sisolak deeply understood and cared for them, others felt that he had “lost his touch,” with pandemic policies that had turned him into a “dictator,” and business-cultivating strategies that were designed to benefit tourists, Californians and corporations, all on the backs of working Nevadans.





WHAT DO PEOPLE THINK OF GOV. STEVE SISOLAK?

Our voters perceive Sisolak as **laser-focused on Nevada's economy**, making it easier to start businesses, creating job training programs and helping get Nevadans back to work while bringing money into the state. While the benefits of a growing economy are recognized, there are downsides as well.

He's Helping Us Grow

“Sisolak **wants every citizen of Nevada to have good jobs** available and be able to make a living here.” - *Jennifer, white*

“**He understands the dire need for success and improvement in the various small towns that make up the Silver state.** To other Americans Nevada is merely a desert but to our governor, [he understands] we are more than just that.” - *Dania, LatinX*

“He **wants to keep the city running and growing** at an exponential rate.” - *Chase, white*

But do we really need a Stadium?!

“I think that **he wants to accomplish getting national sports teams here at any cost.** The location and lack of parking for the Allegiant Stadium proves that. I think **he serves certain wealthy interest groups more than he does our city.**” - *Lori, white*

“**I think he misses the fact that Nevadans don't want to see their tax dollars being used to build stadiums** when that money could've been used to put more money into the CCSD budget.” - *Israel, LatinX*



WHAT DO PEOPLE THINK OF GOV. STEVE SISOLAK?

Our voters expressed support for commonsense measures to end the pandemic, especially to protect them from tourists who were widely felt to be bringing new COVID variants into Nevada. However, despite this support, **frustration with constantly changing policies** bubbled to the surface.

He's tried his best with COVID

“**He helped reduced the number of covid cases** in the beginning of the pandemic by making the hard decision to shut down the state when our economy is mostly based on tourism.” - *Israel, LatinX*

But I can't stand the hypocrisy/flip flopping/economic screwing!

“First of all **figure out the mask mandates** - one minute we were wearing them the next minute we're not. **The rules are changing constantly** about being vaccinated, if we need a booster, if we don't need a booster. The whole thing is crazy and **extremely frustrating.**” - *Vicky, LatinX*

And I think the tourists are bringing more COVID in!

“I am concerned with the spike in Covid in my state. **Many are coming to Las Vegas to vacation/party and ignore the mask mandate.** While tourism is a major supplier of jobs in our city, **it puts our residents at higher risk.**” - *Jennifer, white*



WHAT DO PEOPLE THINK OF GOV. STEVE SISOLAK?

Governor Sisolak would be better for me if he...

Focused on on Local Nevadans

“They should focus on the main **issues affecting the people of the state**. People want to feel safe, they want to thrive and they want to be heard.” - *Grace, LatinX*

“If [Sisolak] understood that we [**average Nevadans**] **don’t make a lot of money** compared to all the influx of people moving here.” - *Joseph, AAPI*

“Though this state may be known as a vacation or party destination, **the citizens of this state need to be taken care of**.” - *Anthony, AAPI*

Was More Visible/Transparent

“I feel like the government is trying to boss you around and take away your rights. Let’s get this government on track to do the right thing and **not hide things from us**.” - *Mike, white*

“I would love to **hear our Governor speak** and trust he has my best interest and **no hidden agendas** behind his decisions.”
- *Lori, white*

“[Sisolak] is talking about all these marijuana dollars from the stores going to education... **I haven’t seen any money going to the schools so I don’t know where it’s going**.” - *Vicky, LatinX*



CATHERINE
CORTAZ MASTO

“I think Masto understands that **Nevada has to come into the 21st Century.** Most of the population in Nevada is in Las Vegas and Reno. And what kind of jobs do you have? Mainly low paying jobs. Senator Masto **understands the importance of building an infrastructure for this State to survive** and prosper in the future.”

- Mini, AAPI



THE SUPERHERO

While some were unfamiliar with Senator Catherine Cortez Masto's work, **a majority of our voters had some idea of what she was doing on a very specific, very personal level.**

This runs contrary to what we've seen in other states, where there is a complete lack of awareness of what a Senator is doing, and what they *should* be doing.

The sheer diversity of ideas regarding what Masto is doing suggests she's either really busy and/or that **voters have a sense that she has an enormous capacity to deliver on a wide variety of fronts.**



WHAT DO PEOPLE THINK OF

SEN. CATHERINE CORTEZ MASTO?

Senator Masto is known by the majority of our voters studied as someone who cares about the average Nevadan, especially prioritizing the well-being of those who follow the rules and contribute to the state's success.

She cares about the average Nevadan

“I support Nevada Senator Catherine Cortez Masto. **She is more in touch with Nevadans than a lot of other politicians are.** I have agreed with her on the majority of her views and I believe that she is doing a good job so far.” - *Lori, white*

“**I think she cares about the average Nevadan.** She tries to create more jobs, supports natural energy, and cares about women and people of color.” - *Gabriella, LatinX*

She wants to protect the good citizens and keep them safe

“**She wants me to be safe and follow guidelines and I do.**” - *Fran, LatinX*

“**All are welcome to Nevada, but do your part to contribute to the success of the state.** If you're a criminal and want to bring your “business” to Nevada, you will be dealt with using the full force of the law.” - *Brendan, white*

WHAT DO PEOPLE THINK OF

SEN. CATHERINE CORTEZ MASTO?

When you ask people what Senator Masto is doing, the list is endless. Voters mentioned a whole host of policies and issues she's working on, not limited to what is written below, all underpinned by the idea that Masto was working to make Nevada safer, stronger, and better funded.

She's working on everything

"Americans have the right to **affordable, quality health care** and she wants to make it happen." - *Lori, white*

"She pushes to **stop sex trafficking rings**" - *Grace, LatinX*

"She wants to **help women get the equality** they deserve."
Brian, white

"She wants to **lower taxes and give us a break.**" - *Joseph, AAPI*

"She is **big on green energy.**" - *Tracy, white*

She wants us safer, stronger, and better funded

"Masto **wants to protect** the well being of Nevada." - *Diana, AAPI*

"She wants to work to make the US and **Nevada better and stronger.**" - *Colleen, white*

- "She tries to **make Nevada safe.**" - *Aurelia, LatinX*

"She wants **more funding for state and local government.**"
- *Anthony, AAPI*

"She wants to **build a better economy for Nevada.**"
- *Carlo, LatinX*

WHAT DO PEOPLE THINK OF

SEN. CATHERINE CORTEZ MASTO?

And yet, while Senator Masto is known as someone who is working on a number of issues as well as someone who has a bit of a political legacy, some voters expressed concern that she might have too much on her plate and may not be getting things accomplished. Others felt her political legacy might be more of a liability than an asset.

But she might have too much on her plate

“I believe Senator CCM went to Washington DC to work for the people of Nevada to begin with. **I think she has gotten wrapped up with big ideas and hasn't really accomplished that much.**” - *Jennifer, white*

“Senator CCM would be better for people like me if she **concentrated on introducing less legislation.**”
- *Mini, AAPI*

And her connections could count against her

“I think she generally misses that **Nevadans are pretty anti-political dynasty**, and that **being Harry Reid's handpicked successor isn't the best thing in the world.** I find her a bit too elite, a bit too big-donor for my taste, but she's all in all better than most senators.” - *Gabriel, LatinX*

WHAT DO PEOPLE THINK OF

SEN. CATHERINE CORTEZ MASTO?

Voters had a lot of ideas as to what would make Senator Masto better for them, but many of those ideas boiled down to pocketbook issues today - making sure that Nevadans could afford to live in Nevada today - by addressing wages, taxes, student loans, and cost of living issues - while laying the groundwork for the future - by addressing education, water issues and green energy, and broad infrastructure issues. They also shared that the Senator should lean into her background as a crime fighter to keep people safe.

Focused on Pocketbook Issues Today

“Senator, I need you to decrease taxes so us hard-working Nevadans have more take-home pay to pay for home, food education, medical expenses due to this pandemic.” - *Joseph, AAPI*

“Senior Citizens- by the third week we’re running out of money because our Social Security checks aren’t that big. We only have one income. And with rent, and utility bills. It’s quite difficult and food.” - *Fran, white*

“I would like to see more affordable, low income homes.”
- *Aurelia, LatinX*

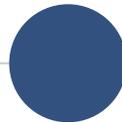
While Laying the Groundwork for the Future

“I am a big advocate of continuous education instead of just giving people money. With education, you are helping people help themselves. [Also], I’ve heard a lot about smart cities and its development for Las Vegas. I am happy that you are pushing for several funding mechanisms to make this happen. Let’s be the next Silicon Valley.” - *Grace, AAPI*

“I hope you can help with environmental reformation. As you know, we’re getting close into a water shortage, and we could really benefit from you helping them in that.” - *Karina, AAPI*

WHAT OUR NEVADANS WANT

Our diverse group of key gettable Nevada voters in Clark County have big dreams - they want to achieve the American dream and be the best they can be. For them, **they want government to be an assistant to their success - an agent that controls outside forces from getting in the way of their highest hopes, instead of one that controls them.** These voters recognize that success comes from planning, and want government clearing the barriers that stand in their way while building roads to opportunity.



SHOW THEM THE MONEY

Our voters couldn't stop talking about the cost of living - from student loans to rising prices (housing, gas) to jobs that pay enough and stocks that can soar without government interference, **money was identified as both the answer to and the root cause of their problems.**

While voters appreciated the stimulus, **they longed for financial freedom - something beyond a "band aid solution" that would allow them to achieve their dreams with higher paying jobs,** facilitated by a government removing roadblocks to those dreams.





Unmet Expectations - Finances

“Biden keeps us in the dark, you don’t hear much about him. I would hope he makes an impact in a positive way but **the only impact I see is my bank account losing money because gas went up.”** - Christian, AAPI

“Not to kill jobs and **gas prices have gone through the roof, I see no good really..Food costs more.”** - Fran, LatinX

“I don’t know if he’s done a lot for me personally because **my gas prices are going up now we’re wearing masks one day and then not wearing them the next. I don’t really know if he even knows what he’s doing sometimes.”** - Vicky, LatinX

“Gas prices have soared, as I said before there is a loser for every winner. **The average american is usually on the losing end.”** - Jane, white

WHAT OUR NEVADANS WANT CVS

Vaccinated for COVID-19

Here's **20% off.***

See, things are better already.

Exclusions apply. See reverse for details.

CVS

YOKIYASU WHERE ALL KIPS SOUND! DRAGONS

COVID-19 vaccines are here



FREEDOM FROM THE PANDEMIC

While our voters agreed that **they were thoroughly over the pandemic**, opinions varied significantly as to how to address it. Some were still fully committed to masks and vaccines, while others felt that a vaccine mandate or just masks or not doing anything at all would be the best way forward.

Still, all agreed that they were tired of the constantly changing information and longed to get back to work and a life without COVID.

FREEDOM FROM THE PANDEMIC



COVID MUST BE DEFEATED

Please, never let this happen again.

“[During the pandemic, my student] Edgar passed away from cancer. He never talked about his illness with me. Due to the lack of care and planning by the government regarding COVID-19, the nation had to shut down and several including myself fell ill and forced to quarantine. I wish I did not get sick. Had the pandemic been addressed with the urgency and importance it required, I would have had the chance to reconnect with my dear student, Edgar. If I could change something about our government, it is the care for its citizens' safety, especially during drastic events like the recent pandemic.” - *Dania, LatinX*

And please, do more to stop the pandemic.

“I’m grateful for the FDA approving the Pfizer vaccine and the government’s distribution process.” - *Anthony, LatinX*

“To the government - do more to stop the pandemic so we don't have to wear masks everywhere.” - *Joseph, AAPI*

“I work at an elementary school. There is so much confusion with COVID-19 and parents sending kids to school when they should be quarantined and not wanting to have their kids wear a mask and not getting them vaccinated. I’m worried about getting COVID - this Delta variant strain and breakthrough cases is very scary.” - *Vicky, LatinX*

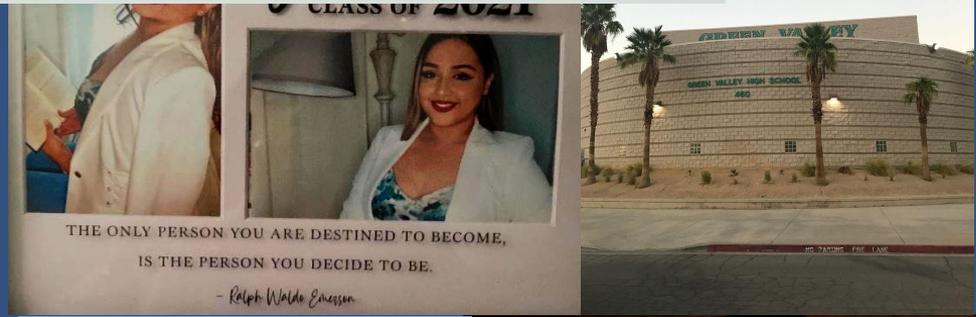
THE AMERICAN DREAM

Our voters couldn't stop talking about the cost of housing, rising rent, and the homelessness problem. **Many saw the rise in homelessness as a threat, reminding them that they too could be homeless if they couldn't keep up with the exponential rise in the cost of living. They also associated it with rising crime levels and reduced safety.**

Many blamed rising costs on out-of-towners, specifically, Californians. Our voters longed to address these problem at the source, boosting wages and the supply of affordable housing and providing mental health care for the homeless.



WHAT OUR NEVADANS WANT



AN EDUCATION TO BE PROUD OF

A great deal of shame accompanied talk about Nevada education. **Many reported the distress they felt about the low equality education** (among the lowest in the nation) that Nevada children were receiving, and expressed that the way government functioned, it was as if the children were being trained to work in casinos, with no opportunities for a better future.



That wasn't all - Nevadans talked about the educational system and student loans as limiting the potential of Nevadans, and that **with higher investment in quality education and debt relief, Nevada's potential would soar.**

NO NEVADAN THIRSTY

Across the board, our voters expressed deep anxieties about the depletion of natural resources upon which they depended, not the least of which was water.

Many described watching the lowering water levels at Lake Mead and the dam as if no one else were seeing it, and were bewildered as to what the plan was to ensure that they had enough water today and into the future. Above all, **these voters wanted to get smart about the future, finding ways to innovate for more efficient use of water and harnessing solar power.**



WHAT OUR NEVADANS WANT



KEEPING THINGS MOVING

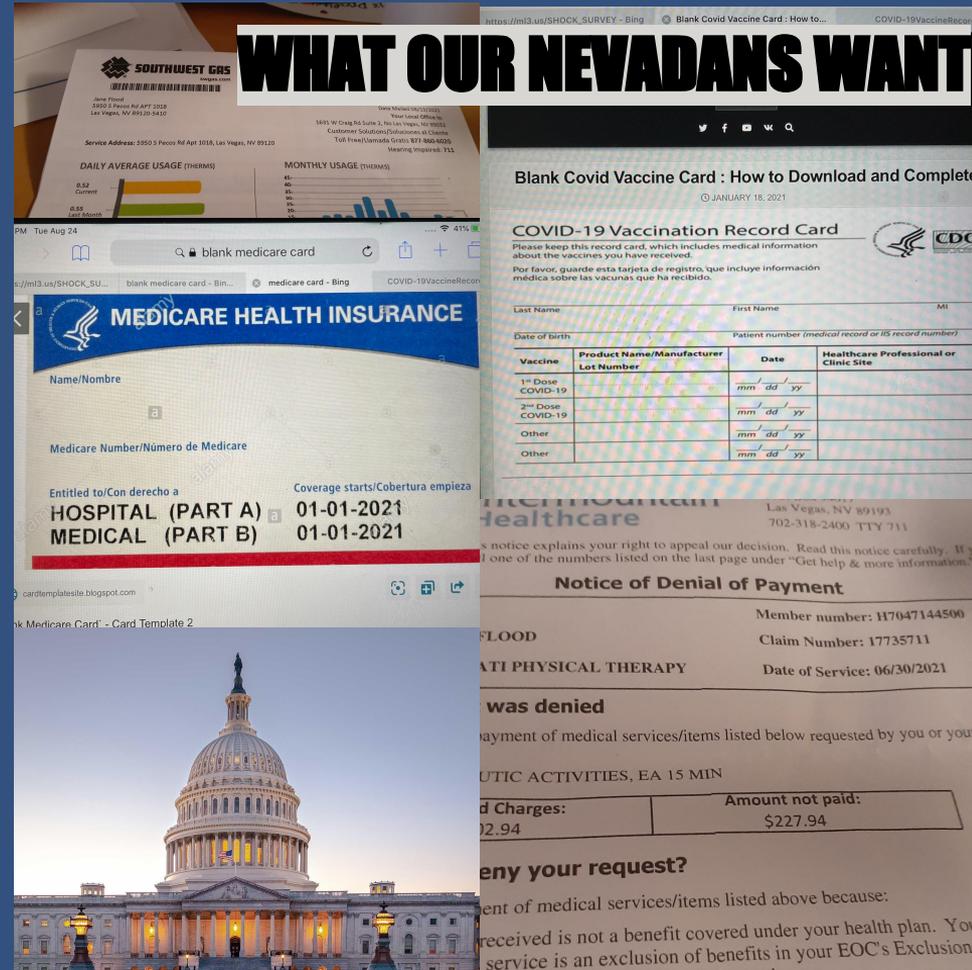
From utilities to firefighters to police to the post office to potholes, Nevadans could see the hand of government, or the lack of it, throughout their communities.

Our Nevada voters valued these services and viewed them as essential and a sign of good working government, and longed for even more efficient services, more environmentally-friendly offerings (eco-friendly police cars and more green spaces, in particular), and for the addressing of potholes, which seems to be the cue that indicates whether a government is working or not.

STOPPING DEATH FROM A THOUSAND PAPER CUTS

A recurring theme for our Nevada voters was what we call “death from a thousand cuts” – as an American, you are subject to a thousand different indignities – scam calls, payment denials, difficult paper applications – about which you have no power and control.

Our Nevadans talked about the need to regain control and were sensitive to how the government often seeks to control them, but doesn't control the corporations, the calls, and the entities that make their life feel so chaotic. **They wanted a government that could make the paper cuts stop.**



WHAT OUR NEVADANS WANT



A TRANSPARENT GOVERNMENT

Our Nevadans were a conspiratorial bunch and were well aware of the power government had over them to determine their value, influence the course of their lives, and to share or not share what they were doing.

Perhaps because of this, **our voters consistently asked for transparency, wanting to be kept on the inside track of what was happening, how it would impact their lives, and their role in moving forward.**

NEVADA'S IDEAL LEADER

What they are calling out for

01

NEVADANS FIRST, CLEARLY

Nevadans need to know they come first above tourists, Californians, and corporations, and see clearly what government is doing for them.

03

AN ASSISTANT TO SUCCESS

Nevadans want a leader that doesn't hand their dreams to them, but facilitates their success, investing in families and infrastructure.

05

WINNING THE FUTURE

Nevadans need to see the plan for winning the future through education, innovation, and smart environmental resource management, and giving them a role in that future..

02

STOPPING THE PAPER CUTS

Nevadans need to see their leaders controlling the entities that make their life tough and feel unsafe so that Nevadans can feel like they're back in control.

04

BREAD & BUTTER FOCUS

The cost of living in Nevada needs to be addressed in a big way - gas, food, taxes, income, student loans, housing - are critical issues.

A wide-angle landscape photograph of a desert region. The foreground and middle ground are dominated by large, layered red sandstone rock formations with various textures and colors ranging from light tan to deep red. Sparse green shrubs are scattered among the rocks. In the background, a range of rugged, greyish-brown mountains stretches across the horizon under a bright blue sky filled with large, white, fluffy clouds.

NEVADA IN CONTEXT

NEVADA: A ROCKY FRIENDSHIP

“I think Nevada and I have a friendship. We are not intimate, and the state doesn't hate me. **Nevada and I are NOT best friends**, but we respect each other.” -Mini, AAPI

“I would describe my relationship with Vegas as **loyal but rocky**.” - Aurelia, LatinX

“I consider my relationship with Nevada **as a partnership**. It's a **relationship of give and take** and **it takes a lot of work** to make the partnership a success.” Lori, white

“I feel like the government here **doesn't like their people**.”
Thomas, AAPI

“A friend - always treated me **good for the most part, though we have had our rough times**.” - Carlo, AAPI

“I would describe **as a helping hand when you need it and also an enemy** sometimes. **Nothing is that perfect**.” -Dania, LatinX





NEVADA DREAMS

“We Need to...

- **help small rural areas help themselves** under Democratic elected officials.”
- be more informed and educated and willing to learn and listen...”
- **be more prepared for anything like this - COVID - and worse for our future.”**
- **address Homelessness more seriously.”**
- **respect each other** and not hate. Social media might get in the way of making that future a possibility because social media makes people believe that they need to be perfect and that can create division and unfair judgement and treatment amongst people.”
- **make sure we keep Democrats in the house and the Senate** so that they can work with the president and pass laws and bills that will help.”
- make the decision to be courageous and make the future great.”
- **work together instead of against each other** in order to achieve greatness.”
- get involved and **get out of the mind set that our vote doesn't really matter and that we can't bring about change.”**
- **work together for a common goal of the good for the country** as a whole.”
- **create a future with free education for all, affordable and efficient health care**, as well as more funding for individuals in need of it.”
- **create a clean earth, clean water green plants, healthy people, seniors getting what they need.”**
- **learn from these trying times** and move beyond them the way we have done in the past .”
- **see the sex trafficking industry shut down** especially child sex trafficking.”



DREAMS FOR NEVADA'S FUTURE

THE TAKEAWAY: Nevadans are super clear about what they want. They want a role in creating a future with enough resources for all, where all can thrive and we work together. They want in on the action of building a better future.

Tending to the Present

Nevadans desire to see a government that is transparently and unabashedly working for them, acknowledging what they're going through while delivering on fixing COVID, making Nevada affordable (gas/home prices/taxes/food costs/higher incomes), addressing homelessness and crime, keeping Nevadans moving forward while building an infrastructure that helps them do that, and addressing the little things that make everyday life a pain.

While Cultivating the Future

Nevadans crave leadership with a plan that gives them a positive future, and dream of leadership that will address the draught in a meaningful way (and share that plan with the people), cultivate a better school system, and create a Nevada where all can thrive.

In all of this, Nevadans believe in hard work and they want to contribute to making this future a reality. So let them. Give them a role. Let them build the future we all need to build.

A wide-angle photograph of a desert canyon at sunset or sunrise. The sky is filled with soft, golden light and scattered clouds. The canyon walls are composed of layered, reddish-brown rock formations. A paved road with a white center line winds through the valley floor. The text "HOT TOPICS" is centered in the image in a large, bold, white, sans-serif font, enclosed within a thin white rectangular border.

HOT TOPICS



LET'S TALK MONEY

Jobs & the Economy



WHAT'S IN A JOB?

Our Nevadans take a mostly practical stance on jobs and work: they recognize we live in a capitalistic society, so **money provides freedom** (and a means to achieve their aspirations) and **jobs provide money**. However, it's not always about the money or job title, but rather the **contribution one makes to better society**.

A Path to Independence

“Having a job is important. **Without jobs people are dependent on others**. In the current situation, I believe many have become reliant on the government. For me, **I want to be able to make money to pay my bills, support my family and work towards goals.**” - Jennifer, white

“It is important to have a job so you can buy things that you need a want. **Nobody is going to give it to you. You have to work for it.**” - Mike, white

Purpose in Productivity

“Having a job to me meant more than making money. To me having a job meant **having a routine, a reason to do things...** Having a job kept me more balanced. Having a job gave me **a sense of security, made me feel productive.**”
- Shaina, AAPI

“Having a job is super important, in terms of **building personal prosperity and discipline**, and being able to **contribute to your community in a meaningful way**. People should always be able to find good jobs.” - Gabriel, LatinX

Contribution, not Money

“If you can afford to not work but are capable of working for a **non-profit, medical facilities, or in education**, then you should! **Meaningful work** as such is **crucial for the success and well-being of our communities.**” - Dania, LatinX

“**A job does not have to have a monetary value...** A **stay at home mother has a job**, it's not monetary but it's a contribution to society... As long as you are **contributing to society.**”
- Brendan, white



AND, WHERE DO THEY COME FROM?

Our Nevadans **don't see government as a major player in creating jobs**. Rather, government operates behind the scenes, providing other entities with the environment and tools to create jobs.

Government-Backed Projects Stimulate Job Creation

“Jobs are created in many ways. The government can create jobs by **approving roads and infrastructure builds...** construction projects, solar power, etc.”

- Lori, white

“As far as the role the government has, they **provide grants to states/counties to build new roads or repair old roads**. This creates jobs with construction companies by providing them with the funds to hire more workers, therefore creating more jobs.” - Brendan, white

But it's People Who Really Create Jobs

“The government's job is to ensure the conditions are ripe for job growth and economic expansion. I think **firms create jobs** (or entrepreneurs, but with government assistance).” - Gabriel, LatinX

“**It's us the people that make the jobs**, not the government. Government only tries to set rules.”

- Mike, white

“**People actually create jobs**, [like] those who start their own businesses.” - Shaina, AAPI



WHAT'S THE GOVERNMENT'S ROLE, THEN?

When asked about a “jobs plan” from the government, only two Nevada “Gettable” Voters mentioned the American Rescue Plan. Instead, their conspiratorial thinking kicked in, leaving them questioning who such a plan would benefit.

A Jobs Plan = (Low-Paying) Public Sector Work

“It’s **public sector work. Like road construction**, a mural, or monument something along those lines.” - *Karina, LatinX*

“Activate these jobs supported by government funding. **Infrastructure like bridges, highways and technology** can always use an upgrade.” - *Jane, white*

“They’ll stick people in **low paying jobs** they won’t like.” - *Carlo, AAPI*

I Don’t Trust that It’ll Benefit Me

“If the plan involves spending money than I expect a boondoggle that only **benefits the friends of corrupt politicians who support them.**”
- *Jorge, LatinX*

“Someone somewhere will get bought out and make lots of money but **actually providing stable income for people to make a living... no.**” - *Aurelia, LatinX*

“I think that **it’ll be too little for the amount of people the government should be helping.**”
- *Gabriel, LatinX*



THE ECONOMY

Overwhelmingly, our Nevadans view **Democrats as being better for the economy**. With a clear stance against corporations, our diverse, gettable key voters believe Democrats have the best interests of the people in mind.

They Focus on People

“Democrats. **They actually care about the people and not about big corporations** and wealthy people.” - *Israel, LatinX*

“Democrats. I believe **they are more aimed at the middle class** which makes up a large portion of the country.” - *Joseph, AAPI*

“**Democrats want to help people**. Republicans want to help themselves.” - *Colleen, white*

And Middle-Class, Working People – Not the Wealthy or Corporations

“I believe that all in all, Democrats are more able [to] create jobs and **make a positive impact on the blue collar workers** of our country.” - *Lori, white*

“The Democratic Party has been better for the overall economy... I would say that an overall focus on the economy by the Democratic Party is more pragmatic and **focuses on the larger percentage of smaller businesses that exists than the smaller number of larger businesses.**” - *Brendan, white*



WHAT ABOUT THE ECONOMIC RECOVERY?

But, their conspiratorial thinking kicks in again when asked about the recent legislation passed to support to economic recovery. **They're worried they're getting left behind and it'll only get worse.**

It's for Families & Corporations, Not Me

“It is mainly for **businesses and families with children.** People like myself who do not fit into these categories do not really benefit at all. **Single middle class individuals need assistance as well.**” - Anthony, AAPI

“As for the economic recovery bill, I am unsure of who or what is will actually do... **I highly doubt I will benefit at all. I make enough money to not get any help but not enough to be where I would like to be.**” - Jennifer, white

It's Going to Cause Inflation!

“While trying to stimulate the economy I feel like inflation will become an issue. **Too much money was given out freely that it will in time cause inflation issues.**”
- Shaina, AAPI

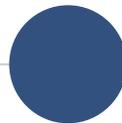
“The first stimulus check I supported because the government shut down the economy and I viewed it as compensation for the damage they caused... The subsequent packages I was opposed to because **printing and spending money that we didn't have is bad and that we would pay for it with inflation. And that is exactly what is happening now.**” - Jorge, LatinX

Afghanistan



A QUICK NOTE:

Our Nevadans had complex feelings about our country's involvement and recent withdrawal from Afghanistan. Frustration underscored their responses, wondering why the Afghan people couldn't fight their own battle against the Taliban. But there was also great sympathy – however we got there, we were supposed to help, and we failed. There was also concern over the future, with many believing we failed Afghanistan and its people a second time with our precipitous withdrawal, leaving the country worse than we found it. Regardless of sentiment, the message was clear: **We tried to play “World Police,” and we failed.**



AFGHANISTAN, IT'S COMPLICATED

We Had 20 Years to Plan ... and This is What Happened?!

“It was poor planning and execution. All those years and lives who were given were wasted. A true shame.” - *Nicole, AAPI*

“The war has been an **ongoing thing for years** and the protection of our troops should be top of the list where **a plan should have already been in place** if something like this were ever to occur. A time to know when to retreat and leave Afghanistan should have already been in place.” - *Shaina, AAPI*

We Shouldn't Have Fought This War in the First Place

“My take is that this was a **completely unnecessary war that should not have been fought from the beginning**. I believe the actions of the Biden administration have been well within reason.” - *Israel, LatinX*

“I understand why we withdrew. **It is not our fight**, so I don't believe we should lose American lives over a civil battle.” - *Joseph, AAPI*

It's Worse than When We Entered

“The US invaded Afghanistan in 2001. They occupied the country for 20 years. I personally don't think this was the best time to exit. **Now Afghans face living under the self-declared Islamic Emirate imposed by a Taliban which is stronger than it was in the 1990s** and they claim a propaganda victory by defeating a superpower.” - *Mini, AAPI*

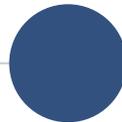
“We had like 2500 soldiers left there, and they were keeping the country out of Taliban hands. **Now we've pulled out, and 20 years of trying to build progress and peace for the civilians are gone.**” - *Gabriel, LatinX*



ON CRIME

SYSTEMIC CAUSES & SOLUTIONS

While perceptions of whether crime was going up or down varied, there was a strong tendency across segments to focus on the systemic causes of crime as opposed to the actions of individual bad actors. Many attributed rising crime to pandemic and financial stress, linking low wages to homelessness to crime, as well as pandemic stress to mental health issues to crime. Support was near universal for police to protect them and for policies that helped address the economic stressors causing crime.



“I definitely feel that **crime has risen in Nevada**. I just see so many new reports with the police and news stories on local stations. Also by seeing it personally, working in casinos and on the strip you are right in the hub of some serious crime activity. **Especially after this pandemic and reopening, I think people were letting out a lot of frustration from being home.**” - *Gabriella, LatinX*



“I believe **crime is up in Nevada largely due to desperation from lost employment and housing**. I believe that crime has also increased due to opportunity. There are more scams preying on our unemployment system.” - *Lori, white*



FINANCIAL & PANDEMIC STRESS

Many saw rising crime rates and pointed to systemic factors as the cause - the cost of living challenges that Nevadans were facing as well as the mental health stress induced by the pandemic.



“The crime situation is changing. **Covid has brought on a large increase in violent crimes**. Some are first time offenders, **committing crimes to make money because they are desperate** or they’re not mentally healthy and **the stress of the pandemic has pushed them beyond the breaking point**. Because of this we have seen more robberies, homicides, and DUI’s.” - *Brendan, white*

IT'S OUT-OF-TOWNERS!

Our voters also put the blame for increased crime on individuals coming in from out of town, a theme that showed up when thinking about COVID, as well. From tourists to Californians to immigrants (illegal and Afghan refugees), there was a concern about people coming from out of state and out of town and causing chaos.



“The crime situation in Nevada is definitely changing! We got a lotta people coming in from out of state that think they could just come here and do whatever the heck they want without any consequences and it is giving Nevada a bad name.” - Vicky, LatinX

“I feel since more people are moving here and with it being 24 hours, you will always have crime.”

- Mike, white



“I think it’s getting worse with more people moving in here... All the people moving into Las Vegas is some of the leading causes to increase violence.”

- Carlo, AAPI



“In Nevada, I do believe we need more common sense gun laws. And we need to get rid of gun shows.” - *Colleen, white*

“From my perspective the crime has been suppressed... probably because of the unemployment assistance benefits.”

- *Anthony B., LatinX*



“I believe the crime rate is decreasing thanks to the police department increasing their forces and training new police officers.”

- *Anthony T., AAPI*



THE SYSTEM AND POLICE ARE DOING THEIR JOB (THANKFULLY)

Across segments, voters appreciated police and saw them as a protective force, tamping down on crime, and keeping them safe. They also appreciated the need for tackling larger systems - from the root causes of crime to making it harder for people to commit crimes with common sense gun laws and the removal of gun shows.



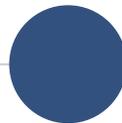
“I've seen our metro police being more active and being more supported by the community. With fundraisers for those heroes who have been hurt or lost their lives in crime related accidents I feel like the community is being more thankful to those who serve in the Police Department.” - *Shaina, AAPI*

IMMIGRATION



NOT A SIMPLE ISSUE

While a significant number of our voters represented AAPI and LatinX backgrounds and were familiar with the immigrant experience, sympathy for immigrants coming into the United States was NOT a given. Responding to what they perceived to be a lack of order and long-term planning, many felt immigrants needed to come into the United States “the right way” and had concerns about the perceived dysfunction in the process. That said, many recognized the importance of immigration, and shared that **as long as immigrants contribute, they were more than welcome to come and do so.**



IMMIGRATION IS GREAT

Many of our voters expressed strong support for and underlined the importance of immigration, reflecting with pride on their immigrant backgrounds and/or the way that immigrants built this nation over time.



“My family contributed to the foundations that helped shape America in the 1500's. **I believe that good people come from everywhere and can help keep America thriving** bringing their unique perspectives and cultural values so long as it is not hurting or harming others.” - *Aurelia, LatinX*

“As a first-gen, I think **immigration is great.** As long as you take precautions before or after you get into the country you immigrate to. Immigrants should secure themselves within the country they immigrate to.” - *Karina, LatinX*

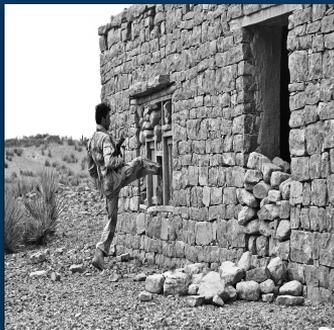


“Immigrants were the **backbone of our Industrial Age in America.** This picture summarizes when **America had open arms to those willing to work and build this country.**” - *Brendan, white*



“Immigration can be good or bad. It all depends on the individual and how they choose to live their life. **Will they contribute to the community or contribute to the crime rate?** - Anthony T., AAPI

“Many try to break in instead of going through the front door and ask[ing] politely to enter.”
- Jorge, LatinX



“The facial expression says it all: **Why are we helping other people in other countries when we should [help] our people first.**” - Christian, AAPI



BUT THERE ARE CAVEATS TO THIS SUPPORT

And yet, this support was not unconditional. Many expressed concern that immigration seemed out of control, that the system was not working, and that if immigrants came, they should be giving back and doing it the right way. There was little tolerance for the idea that anyone could or should enter the United States.



“It’s a bandaid. **[A] Short term fix but [it] does not address the root causes.** You can’t make other countries follow your moral code. So **we bring them into the country, then what? It’s a temporary fix like a bandaid and needs to heal.**” - Jane, white

“I feel like **sooner or later we will be too overpopulated and "overflow."**” - Joseph, AAPI

1. Nevada must be for Nevadans - not for tourists, not for Californians, not for corporations (but they will take the money).
2. And Nevadans need to see how government is making that happen for them. They need to see the plan forward and their role in it. This is a conspiratorial bunch and transparency is key.
3. We have to deliver on policies that clear the way for Nevadans to achieve their dreams (delivering jobs that pay well, meaningful public health measures [COVID/addressing the drought], affordable housing, and creating a sense of order (addressing rising crime/homelessness)).
4. Despite being anti-vax, anti-mask and prolonging this pandemic with their anti-science positions, Republicans are not being blamed for the continued pandemic.
5. And we must remember that government is an assistant to success - Nevadans value freedom and want a government that serves them, but doesn't get in the way.

IN SUMMARY

What's Next



THE RESEARCH TEAM

GRETCHEN BARTON is the Research Director for Future Majority and Principal at Worthy Strategy Group, LLC. With a special interest in the psychology underpinning behavior change, Gretchen has designed and delivered a number of initiatives in the policy space, including hazing behavior and how to stop it, and most recently, poverty in America for the Gates Foundation.

She has led research and served as a behavioral science strategist for major organizations and campaigns (e.g. the NFL, NextGen, New Moral Majority, Ideas 42, Way to Win and others), uncovering key messaging insights to turn out the youth vote, revealing voters' deepest hopes and dreams for presidential campaigns, and unearthing deep insights for key organizers in the build up to the 2020 election. She recently researched and released "Winning the Future: A Deep Dive into the Unconscious Minds of Voters" in partnership with Wide Angle Research to help understand this strategic moment in American history,

Gretchen holds a Bachelor of Science degree in Communications and Planning Campaigns with distinction in research from Cornell University. She has written for the Journal of College Student Development and the American Journal of Health Behavior, and co-authored, "Prevalence and Profiling: Hazing Among College Students and Points of Intervention." She recently co-authored "The Science of Winning with Stories: Using Agency, Urgency, and Community," a reflection on the most effective messaging to engage and move a populace.

With a new approach, we have a pathway to winning in Nevada. But it won't be easy.

This is just the first step to better understand what's happening in our states. For more information and/or to get involved in future work, please email:

Gretchen.Barton@FutureMajority.Org

APPENDIX

Key Segment Differentiators	96-98
Nevada Concept Testing	99-105

KEY DIFFERENTIATORS - GOVERNMENT

AAPI

AAPI voters wanted a streamlined, efficient government that provided a thriving economy.

With a focus on money – free healthcare, a roaring economy, making sure the people are rich and educated, and eradicating poverty, debt, and homelessness – AAPI voters wanted the government to forget ideology, and focus on what really could make an impact on the people.

They also wanted to see less corruption in government. No lobbying, no back-end deals for personal gain, and a better system of checks and balances to hold those in power accountable. Especially interesting was campaign financing, as they wanted each political candidate to have the same amount of money to run a campaign, thereby eliminating special interests.

LATINX

For our LatinX voters, they indicated that a government who cares about its people was crucial. By eradicating corruption and facilitating cohesion (by possibly abolishing the Senate, but definitely the Electoral College), government could show it cares about them.

Popular concepts for LatinX voters included universal basic income, ratifying the Equal Rights Amendment, and generally focusing on the people. Listening goes a long way for these voters!

WHITE

White voters indicated a robust interest in engagement with the government, saying that they wanted a responsive government that was for the people and allowed them to have a role in moving the country forward. They advocated for a government that would allow them to be heard, with some arguing for ditching the electoral college.

Some suggested that government leaders should live like their constituents, and many advocated for a government that supports affordable healthcare, gender and racial equality.

KEY DIFFERENTIATORS - ECONOMY

AAPI

Our AAPI group was an entrepreneurial bunch, indicating a belief in small businesses and their power to create jobs. In their minds, people create jobs, not the government.

This segment felt that Democrats were better for the economy, but that Republicans were better for their personal finances.

Indicating that they were more cynical about jobs coming from the government, they shared that any kind of government jobs would be low paying, and none of the members of this segment indicated that they believe the economic recovery is for them - rather, it's for families, corporations, businesses, lower class... anyone but them. They did not think they would benefit.

LATINX

Our LatinX group felt like a lot of self-starters and felt the role of government was to seed entrepreneurial efforts in order for people to achieve their own dreams. When this segment thought about the economy, they indicated that Democrats are better for the country and their personal finances (unless they were rich).

This group was worried about inflation and was largely positive about the economic recovery and associated legislation, saying that the benefits would largely go to corporations and businesses.

WHITE

Like every other segment, white voters indicated the importance of having a job. When it came to the economy, many indicated that they saw Democrats as being for the economy, broadly, but if they were rich, Republicans would be better for them. Of course, these are Democrats we are talking to, so it's likely they would be saying this and isn't a white-specific finding.

As for economic recovery and associated legislation, there's a concern that will be for the lower classes and corporations, and not for the middle classes. Also, jobs plans = infrastructure in their minds.

KEY DIFFERENTIATORS - COVID

AAPI

Our AAPI voters largely reported feeling comfortable during the pandemic, saying that it was a “peaceful time,” and that they felt fine living in Nevada. They felt that the government did a good job and appreciated the actions the government took.

Looking into the future, these voters are hoping that safety measures continue to be in place and that people will get vaccinated in order to move on from the pandemic.

LATINX

Our LatinX voters experienced significant disruption, especially with their livelihoods during the pandemic. Many reported losing their jobs and some even described having a hard time getting access to food. It was not easy for them by any means.

Looking into the future, most everyone indicated support for vaccinations and masking, though our more conservative leaning members of the segment indicated that they just wanted to open up and provide for their families.

WHITE

Unemployment was a complaint for our white voters, and responses to the handling of pandemic were all over the road. Some felt that we should have mask mandates, whereas felt they were too restrictive and shouldn't be imposed. Everyone indicated that they were tired of the pandemic and that it had affected them in some way.

Looking into the future, many underlined the value of freedom while expressing frustration in the ongoing nature of the pandemic and those who were perpetuating it.

Nevada Concept Testing

The concept testing of six ads was positioned at the end of our Day 2 and Day 3 exercises, four of which were made by Way to Win Action Fund, and two comparables from other groups - one Democratic aligned and one Republican aligned. We asked participants to watch a concept, indicate in real-time their emotional response to the concept, and share their thoughts about how they felt about the concept, if they connected with it, and if they'd share it. What follows are the results of those tests.



Concept 1 - Families

The Families ad concept's diversity and focus on families resonated with a number of our voters. However, with concerns about COVID and the Delta variant still top of mind for many voters, viewers shared their wish for a concept that better reflected the reality of their experience, namely, a world that was a lot less rosy, that didn't so easily paint Biden as the hero and Trump as the villain, and that spoke to the pocketbook issues these voters face. In some voters, the "rosy" picture the ad portrayed incited a defensive posture, with some Biden supporters saying Biden hadn't done so well and others defending Trump for doing the best he could.



"You can't judge a president by this concept. I don't think any president would of handled this pandemic any better." - Diana, AAPI

"Watching it show community and unity together made me feel confident and warm." -Kenneth, LatinX

"I agree with it. I just think it's a little too fluffy." - Collen, white

"No it didn't connect because I do not see things going back to normal with mask mandates vaccine requirements unemployment inflation and gas prices are really high. the cost of food is going up and it is not looking good for us right now." - Aurelia, LatinX

"I love spending time with my family, but we can't blame Trump for last year's mistakes, always take the initiative and become better instead of bashing." -Christian. AAPI

"It resonates with me that the current administration is working hard on COVID response in order for the people to stay together. I am already pro-Biden but I do not believe in this concept that the democratic party portrays. They are the ones instilling more fear in regards to the spread of Covid and encouraging the masses to blindly agree to cdc guidelines that they themselves do not follow. If Biden was president during the start of the pandemic, things would have gotten a lot worse for our economy." - Nicole, LatinX

Concept 2 - Schools

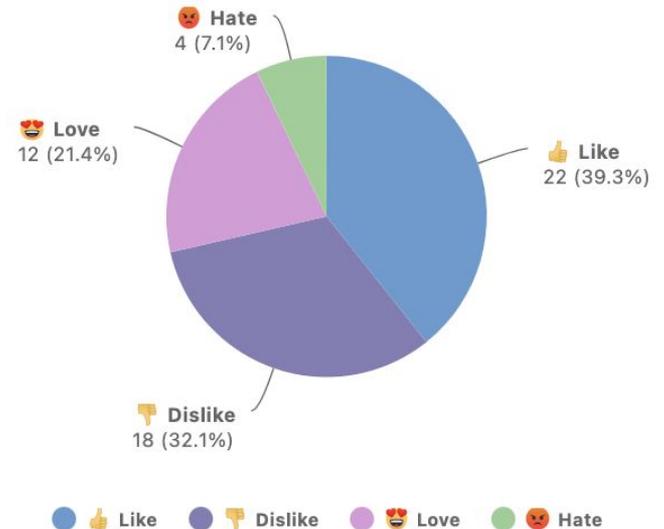
While parents tended to connect with the concept of the ad, and some ardent Democrats really appreciated what it was saying, there were two significant streams of pushback in the ad, namely that 1) it was politicizing COVID and no one felt safe in schools yet and 2), that the American people, not the Biden administration, were to be credited as the hero of the story in making gains.

“Getting children back in school is something that everyone wants, not just Democrats. Once again this is a collective effort by all Americans, not one party or the other. The American people are important.” - Brendan, white

“No. The concept that democrats did this is not true. It was the citizens that actively took precautions in ensuring everyone stayed safe.” - Anthony, AAPI

“Yes, I don’t connect with this concept. I believe that the efforts we have made and continue to make for safe transitions is a result of our democratic leaders. If Trump were running our nation we would probably be back at schools with not precautions and little urgency to get people vaccinated.” - Dania, LatinX

“I don’t want to chose sides especially on this topic as I think both republicans and democrats wanted our kids back in school.” - Matthew, LatinX



Concept 3 - Jobs

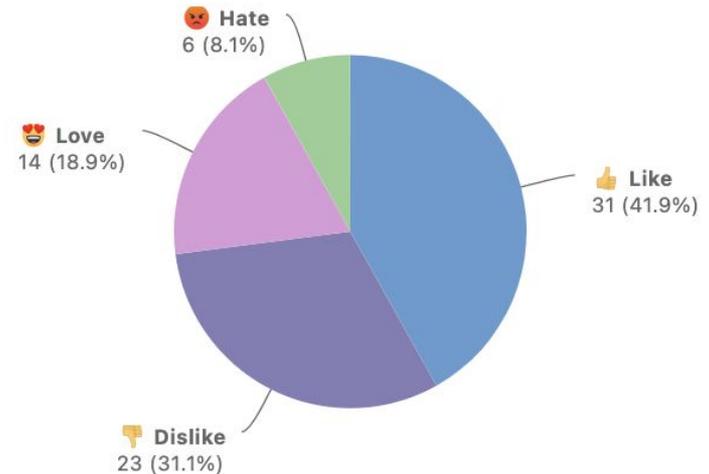
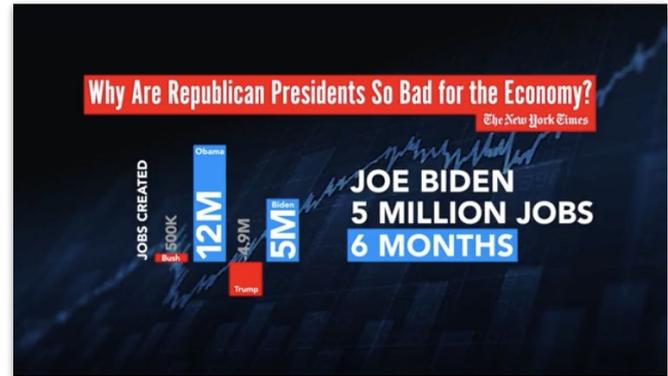
A number of our voters appreciated the Jobs ad, indicating their enthusiasm for jobs and getting back to work, and their surprise at what had been accomplished. The instinct to focus on jobs and the economy appears to be right, as these voters are hyper focused on what's happening with their finances, however, some downsides existed, namely bringing up of Republicans in contrast left a bad taste in some voters' mouths while some of the numbers listed re jobs and economic gains conjured up more questions than answers. For better or for worse, voters are perceiving what the administration is doing through the lens of their personal experience.

"Wow. That ad is giving Democrats credit for what the economy did? The economy produced more jobs." - Mini, AAPI

"It doesn't state how those 6 million jobs were created because when he took office - many individuals were out of work and the workforce was in need for workers. Cost of living is going to go up astronomically this next year because of worker shortage." -Kimberly, white

"I do connect with this concept because I know people who lost their jobs because of Covid and when Biden came into office, they were able to find a job." -Israel, LatinX

"I connect with this.. I was able to get a better job with more pay this year." -Joseph, AAPI



Like Dislike Love Hate

Concept 4 - Radicals

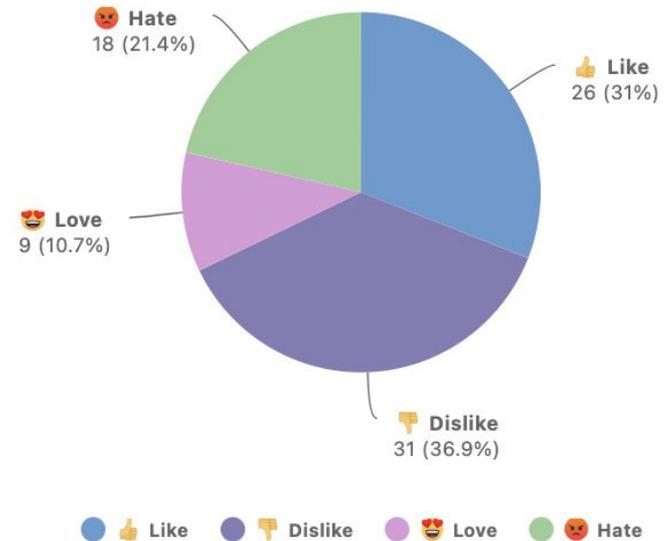
The Radicals ad (AKA Extremists) landed blows on Republicans, outlining the ways in which their agenda was contrary to the Biden administration's plan to move forward. That said, reactions to the ad amongst our Democrat and Independent voters was mixed. While some felt that the ad hit on some deep truths about the Republican Party and what's going on in our country, others felt it was just partisan propaganda, hated the focus on the negative, and then proceeded to point out all of the ways in which the story wasn't as simple as was presented.

"It makes the Democrats look good and the Republicans look bad." -Diana, AAPI

"It is further propaganda that slanders Republicans when there are also flaws within the Democratic party. We don't deserve stimulus checks, we deserve the truth and not vaccines that supposedly save lives but rather cut checks to the politicians promoting and advertising them." -Nicole, LatinX

"I connect with this. Republicans give misinformation to their base. They lap it up without challenge." -Tracy, white

"I don't know if i believe this, I think everyone is responsible, it's not a political party thing. Know many people that feel the same way about masks from all parties. It would be nice if we could stop pointing fingers and just try and be safe while all this crazy is going on...And as far as people fighting and hurting buildings and businesses -it's still going on." - Fran, LatinX



Concept 5 - BBT Action

The BBT Action concept was the most positively received ad across our participants. Advancing that the Biden administration is even-keeled and driven by common-sense, participants responded favorably, highlighting the need for common sense action and American-made products. Still, some indicated that they had not personally seen the impact of the administration's policies in their lives and pushed back on the promises made in the ad..

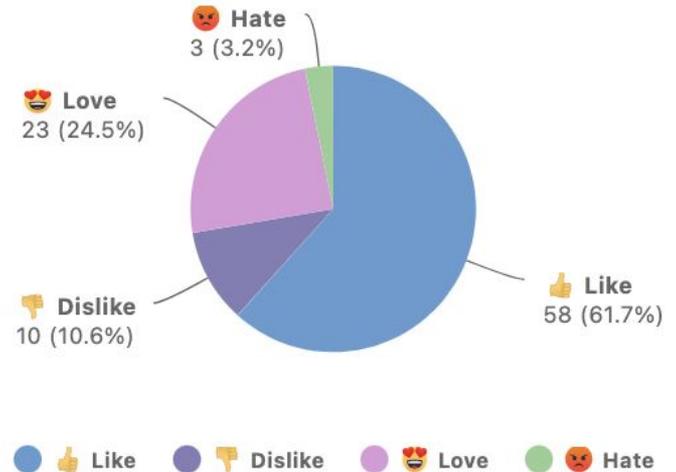
"The point about supporting American made goods when he slowed down and try to stop our own oil to be extracted which is why gas has hit astronomical prices." - Nicole, AAPI

"I like this concept because of the saying, "ideas driven by common sense, not Partisanship." We need more people in power with common sense and who actually know what they are talking about." - Israel, LatinX

"I would say I resonate with this concept because I noticed what was talked about in the video to be accurate and has improved all situations discussed." - Gabriella, LatinX

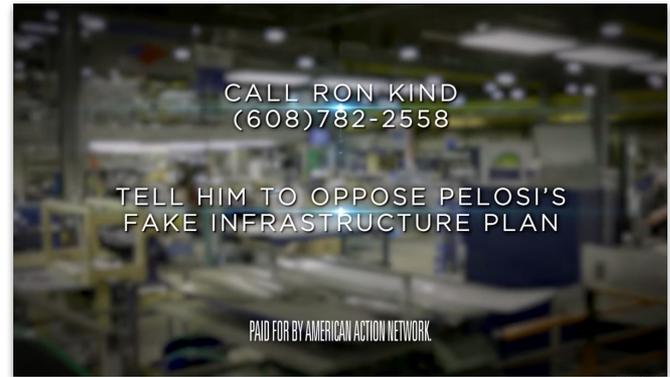
"I like what I am hearing about clean energy and American-made. I would like to hear more details about it. I am unsure what makes jobs "good" though." - Grace, AAPI

"I agree with the concept of creating more jobs and getting everyone back to work safely. And I do believe the actions speak louder than words, [but] the way things are going, I don't believe the Biden and Harris administration is handling the situations at hand properly, honestly and with dignity." - Nick, white



Concept 6 - Infrastructure

For the Infrastructure ad from American Action Network, participants largely pushed back, reaffirming a dislike of negative, partisan political advertising. However, the ad did connect with viewers on the notion of resource scarcity, yet most pushed back on the idea that companies shouldn't bear the cost of the infrastructure bill, which ties back to what we're seeing in Nevada - the idea that government has not controlled corporations, and they ought to.



"Companies have gotten a break for so long. It's time for the big guy to flip the bill versus the little man. I don't like that the plan has lots of waste but that seems to be the norm." - Jennifer, white

"I didn't connect with the concept or the dig at Nancy Pelosi. And it's redundant - Democrats always tax everything they can. Everyone knows that - so what?" - Mini, AAPI

"I think it's extremely misleading, given that "Pelosi's infrastructure bill" (bipartisan bill, really) is a comprehensive attempt to address infrastructure concerns, create jobs, and modernize our economy. This video just makes vague allusions to 'hurting small business.'" - Gabriel, LatinX

"I like how it was informative on why that plan would hurt businesses without slandering political status. Well done, it was sticking to facts without making someone feel like their decision sides with a certain political party. no mention of democrat or republican so it felt personal and relatable. - Aurelia, AAPI