

To: Interested Parties

From: GBA Strategies

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Nevada 04 – Tracking Survey

Ruben Kihuen has taken a slim lead in the race for Nevada's 4th Congressional District and is now poised to win back this seat for Democrats in November. In a four-way race with two minor party candidates, Kihuen leads incumbent Crescent Hardy by 2 points (40 to 38 percent), a net gain of 5 points from just three weeks ago; Kihuen also leads by 2 points (45 to 43 percent) in a head-to-head contest. While both candidates have seen their unfavorable ratings rise in the midst of constant attacks from both sides, Hardy is clearly suffering greater losses, both in his overall favorability (a net loss of 9 points) and his share of the vote.

Our survey¹ of 400 likely voters reveals a clear partisan shift across the district that benefits Democrats up and down the ticket. In the wake of the latest Trump revelations and with no real shift in partisan registration or identification, we saw significant gains for Democrats in the generic vote, the presidential and Senate races, as well as the House contest:

- Hillary Clinton's lead over Donald Trump has increased 7 points from +2 to +9 (47 to 38 percent), as 53 percent of likely voters now have a very unfavorable view of Trump
- Catherine Cortez Masto has enjoyed the largest gains in this survey, moving from -6 to +6 in a head-to-head matchup with Joe Heck (50 to 44 percent)
- In the generic congressional contest, the Democratic advantage has doubled from 4 to 8 points (50 to 42 percent)
- Kihuen's support increased 1 point while Hardy's fell 4 points, creating a 5-point net shift toward Kihuen and producing his 2-point advantage (40 to 38 percent)

It is clear that the advertising in this district is having an impact, particularly on Hardy. Nearly half of likely voters (49 percent) recall having seen something about him recently, with just 15 percent saying it made them feel more favorable about Hardy and 26 percent saying it made them feel less favorable. And whereas pluralities in September said Hardy 'shares your values' and 'knows how to create jobs and strengthen the economy,' they now reject those descriptions by a margin of 8 points each. Perhaps most damning of all for Hardy given the trends at the top of the ticket, voters say he 'shares Donald Trump's policy goals' by a 20-point margin (46 to 26 percent) and is 'too close to national Republicans' by a 15-point margin (45 to 30 percent).

¹ GBA Strategies conducted a survey of 400 randomly selected likely voters on October 13-16, 2016. More than half of all interviews were conducted via cell phone. This survey carries a margin of error of 4.9 percentage points at the 95 percent confidence level.