

Battleground state: Nevada's open-minded electorate may be amenable to Trump

Presidential candidate strategy in Nevada



Nevada from Clinton's perspective

- Clinton has held a narrow lead in Nevada, though *RealClearPolitics* cites only two reliable polls
- An early August poll showed Clinton leading by two points and an early September poll showed Trump leading by one point
- Both leads were within the margin of error and the RCP average shows Clinton with a half-point lead overall
- Clinton does not necessarily need Nevada with states like Colorado, New Hampshire and Virginia leaning Democrat and Florida, Iowa, North Carolina and Ohio within Clinton's reach
- However, the state has a large Hispanic population, making up a fifth of the electorate, that Clinton will try to bring into her Democratic base
- Clinton has kept advertisements running in the state and made several appearances, showing the campaign is worried Trump may be able to win, despite Obama taking the state easily in 2008 and 2012



Nevada from Trump's perspective

- Clinton's lead in Nevada has remained within the margin of error with Trump trailing in RCP's average by only half a percentage point
- The NV electorate is considered to be more open-minded to anti-establishment, unorthodox campaigns like Trump's, which is part of why Senate candidate Joe Heck (R-NV) has not distanced himself from Trump the way Republican Senate candidates in other states have
- Nevada has a large population of white voters without college degrees, a demographic that favors Trump
- The state has a historically unpredictable electorate, notorious for not paying attention to politics until after Labor Day
- The state is also still feeling the effects of the great recession with a jobless rate of 6.5% and a real estate industry just getting back on its feet, which plays into Trump's message of economic gloom

Sources: Jon Ralston "How Nevada's independent streak is helping Trump," *POLITICO*, August 24, 2016; Darren Samuelsohn, Katie Glueck, Kyle Cheney, Daniel Strauss, "25 battleground counties to watch," *POLITICO*, August 8, 2016; *RealClearPolitics* Poll Average, September 13, 2016; Niall Stanage; "Will Trump or Clinton Win? The 11 states deciding the race," *The Hill*, September 7, 2016.

Battleground state: Nevada’s largest county is a Democrat stronghold

Key battleground counties in Nevada

County	Past elections	Population	Registered voters	Analysis
Clark County	2016 primary: Clinton, Trump 2012: Obama 56, Romney 42	2,114,801	Undeclared: 229,298 Republican: 323,870 Democrat: 480,926 Other: 65,281	<ul style="list-style-type: none">• Clinton is considered a shoe-in to win Nevada’s most populous county, which includes Las Vegas• The question for this county will be how large a margin Clinton can run up here to offset Trump’s victories in other areas of the state• Roughly two-thirds of the state’s presidential votes were cast in Clark County in 2012
Washoe County	2016 primary: Sanders, Trump 2012: Romney 47, Obama 51	446,903	Undeclared: 53,048 Republican: 105,410 Democrat: 102,422 Libertarian: 19,815	<ul style="list-style-type: none">• This is the second most populous Nevada county and home to Reno• The county was once a Republican stronghold, but voted twice for Obama in 2008 and 2012• Trump will need this county to offset the Democrat stronghold in Clark County

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