



**To: Interested Parties**  
**From: Betsy App, Change Research**  
**Date: March 13th, 2024**  
**Re: NV-2 General Election Polling Results**

Change Research, a national research firm that has conducted more than 3,000 polls of over 3 million people since 2017, conducted a survey in Nevada’s 2nd congressional district March 9-12, 2024. A total of 735 likely general election voters were interviewed online, and the survey has a modeled margin of error of 3.9 percentage points. Post-stratification weighting was performed on age, race/ethnicity, sex, education, region, and 2020 presidential vote. Weighting parameters were based on voter file data. See full methodological details [here](#).

**Republican Congressman Mark Amodei Is a Weak Incumbent**

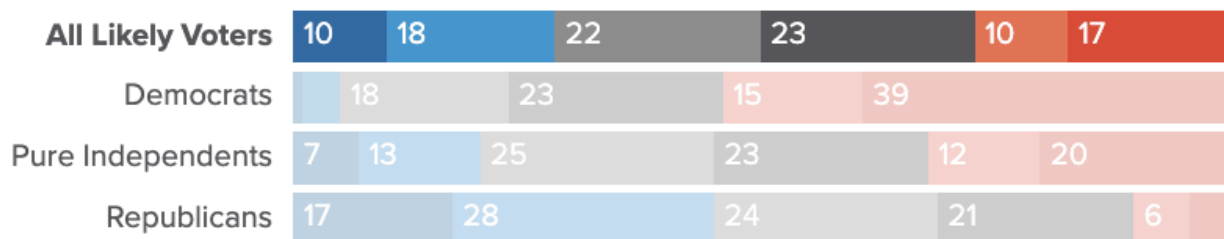
Longtime member of Congress Mark Amodei is not particularly well-known or well-liked among likely 2024 voters. Just 56% know him well enough to have an opinion of the Congressman, who has been a legislator since he was first elected to the Nevada Assembly in 1996. Among those who *do* have an opinion, the proportion of voters who view Amodei favorably (28%) is equivalent to the proportion who view him unfavorably (27%), and those who view him favorably don’t feel strongly about him: just 10% of the 28% have a *very* favorable opinion. In contrast, half (49%) of likely voters hold a favorable opinion of Donald Trump, including 33% who view Trump *very* favorably.

**Likely Voters Don't Feel Strongly About Amodei**



How favorable are your feelings about Mark Amodei?

● Very Fav ● Smwt Fav ● Neutral ● Never Heard Of ● Smwt Unfav ● Very Unfav



Even Republican voters are lukewarm on Amodei. Just over half (55%) know him well enough to have an opinion, and only 17% hold a very favorable opinion of the Congressman.

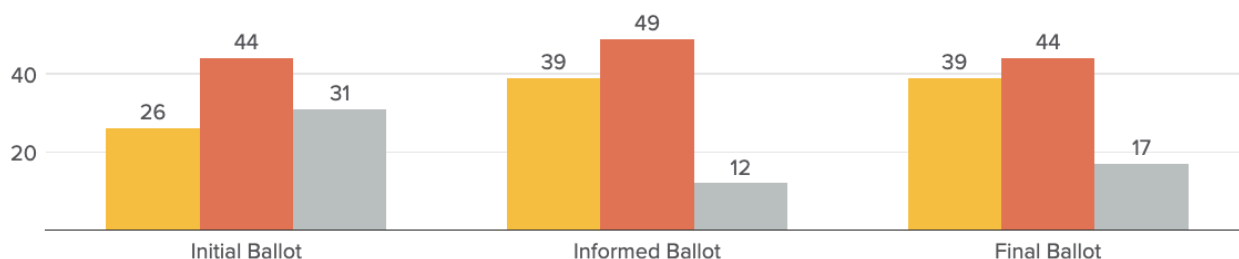
## Independent Challenger Greg Kidd Is Poised to Gain Significant Ground Against Amodei

Independent candidate Greg Kidd, a successful fintech businessman with experience as a senior analyst at the Federal Reserve, trails Amodei on the initial ballot, 26% to 44%. But with one in three (31%) likely voters undecided, and with both candidates relatively unknown (just 6% of likely voters know Kidd well enough to have an opinion of him), this race is open for movement.

### Kidd Narrows Amodei's Lead to Just 5% in Balanced Spending Simulation

CHANGE RESEARCH™

● Kidd ● Amodei ● Undecided



After reading balanced biographical statements on both candidates, Kidd closes the initial gap to 10 points. Simulating a balanced spending environment with 3 positive messages on each candidate, 3 negatives on Kidd and 4 negatives on Amodei, Amodei's lead narrows to just 5 points: 44% to Kidd's 39%, with 17% undecided.

### The Path to Victory for Greg Kidd

Key to a Kidd victory is speaking to Amodei's out-of-step issue positions and offering northern Nevadans a fresh alternative to Washington insider Mark Amodei. Consolidate Democrats and Independent voters around women's reproductive freedom and other personal liberties. Rally around Republican voters' intense desire for congressional term limits while highlighting Kidd's outsider vision—and *plan*—for creating and sustaining northern Nevada's economic future. With adequate resources behind communication efforts, all portions of the electorate are ripe for movement toward Kidd over Amodei.

## REPORTED QUESTIONS

**Do you plan to vote in the November 2024 election for President, U.S. Congress, and other state and local elections?**

88% Yes, definitely  
 6 Yes, probably  
 4 Maybe (50-50)  
 1 No, probably not  
 1 No, definitely not

**How motivated are you to vote in the November 2024 election on a scale from 0 to 10, where 0 means you are not motivated at all and 10 means you are extremely motivated?**

73% 10 - Extremely motivated  
 4 9  
 6 8  
 3 7  
 2 6  
 3 5  
 1 4  
 1 3  
 2 2  
 1 1  
 3 0 - Not motivated at all

**84 Total 8-10**

**6 Total 0-2**

**How favorable are your feelings about each of the following? [RANDOMIZE]**

	<u>Favorable</u>		Neu	<u>Unfavorable</u>		Never Heard of	Total Fav	Total Unfav
	Very	Smwt		Smwt	Very			
Mark Amodei	10	18	22	10	17	22	<b>28</b>	<b>28</b>
Greg Kidd	0	1	16	3	2	78	<b>1</b>	<b>5</b>

**If the election for president were held today, and the candidates were the following, who would you vote for? [RANDOMIZE CANDIDATES]**

48% Donald Trump - Republican  
 27 Joe Biden - Democrat  
 12 Robert Kennedy, Jr. - Independent  
 7 I would not vote for any of these candidates  
 6 Not sure

**If the election for the U.S House of Representatives were held today, and the candidates were the following, who would you vote for? [RANDOMIZE CANDIDATES]**

51% The Republican candidate  
 31 The Democratic candidate  
 18 Not sure

**[IF NOT SURE] If you had to choose, who would you vote for?**

18% The Republican candidate  
 6 The Democratic candidate  
 60 Not sure  
 16 Would not vote

**GENERIC CONGRESSIONAL BALLOT - TOTAL INCLUDING LEANERS**

**54%** The Republican candidate  
**32** The Democratic candidate  
**11** Not sure  
**3** Would not vote

**If the election for the U.S House of Representatives were held today, and the candidates were the following, who would you vote for? [RANDOMIZE CANDIDATES]**

42% Mark Amodei, the Republican candidate  
22 Greg Kidd, the Independent candidate  
36 Not sure

**[IF NOT SURE] If you had to choose, who would you vote for?**

11% Greg Kidd, the Independent candidate  
6 Mark Amodei, the Republican candidate  
68 Not sure  
15 Would not vote

**INITIAL NAMED BALLOT - TOTAL INCLUDING LEANERS**

**44%** Mark Amodei, the Republican candidate  
**26** Greg Kidd, the Independent candidate  
**26** Not sure  
**5** Would not vote

**CANDIDATE BIOS & REBALLOT**

**Please read the following statements about two candidates for the U.S. House of Representatives.**  
[ROTATE, SHOW CANDIDATE HEADSHOTS]

Independent **Greg Kidd** (Crystal Bay, NV) is a successful business leader, cycling and outdoor enthusiast, and a true pioneer in the best Nevada tradition. After taking his first company public when he was in his 30s, he accepted a public sector role as a senior analyst at the Federal Reserve while making seed investments in Twitter, Square, Ripple, and Coinbase. His non-profit background is with Outward Bound and the National Outdoor Leadership School. He loves Nevada and its rich mining, hospitality and recreation industries, and if elected pledges to bring more high value industries and high-paying jobs to the state. Greg Kidd is pro-choice, pro-empowerment, pro-development with a "get stuff done" attitude about making Northern Nevada the #1 workplace and lifestyle destination in the country.

Republican **Mark Amodei** (Carson City, NV) is an accomplished lawyer, former president of the Nevada Mining Association, former Army officer, and a lifelong Nevadan. He served 14 years in the Nevada state legislature before he was elected to Congress in 2010. As our district's voice in Washington, he advocates for policy solutions that protect life, preserve the right to keep and bear arms, secure the border, ensure American energy independence, and save the Silver State's mining and agriculture industries from woke environmental policies. Congressman Amodei has the experience and the conservative values we need in Washington to push back against the far-Left, progressive, woke, job-killing Green New Deal and the countless liberal policies that will devastate the economy and Nevada families.

**Now that you have read more, if the November election for U.S. House of Representatives were held today, and the candidates were the following, who would you vote for? [RANDOMIZE CANDIDATES]**

48% Mark Amodei, the Republican candidate  
39 Greg Kidd, the Independent candidate  
14 Not sure

**[IF NOT SURE] If you had to choose, who would you vote for?**

11% Mark Amodei, the Republican candidate  
7 Greg Kidd, the Independent candidate  
68 Not sure  
15 Would not vote

**AFTER BIOS REBALLOT - TOTAL INCLUDING LEANERS**

**49% Mark Amodei, the Republican candidate**  
**39 Greg Kidd, the Independent candidate**  
**10 Not sure**  
**2 Would not vote**

**MESSAGING & REBALLOT**

[ROTATE POSITIVE AND NEGATIVE MESSAGES]

These are some things that supporters are saying about the candidates for U.S. House of Representatives. How convincing is each statement as a reason to support that candidate? [RANDOMIZE] [Very persuasive | Somewhat persuasive | Not too persuasive | Not persuasive at all]

- Greg Kidd is unapologetic in his support for women's reproductive healthcare, standing firm in the belief that personal health decisions should remain between women, their doctors and those they love and trust.
- In an era of partisan polarization, Greg Kidd is a true Independent. He has supported and voted for both Democrats and Republicans in the past and will pursue great policy ideas based on their merits, not based on party politics.
- Greg Kidd is not your typical politician. He is a job-creator and successful businessman with meaningful connections to the tech and green energy industries that will bring jobs and economic opportunity to the people of Nevada's 2nd Congressional district.
- Congressman Amodei has been working hard for Nevada's 2nd Congressional District since 2011. He has sponsored over a dozen bills and amendments that were passed on the House floor and will continue to use his expertise and relationships to be our voice in Washington.
- Mark Amodei will fight back against Joe Biden and the Democrats' woke policy agenda that is devastating our economy and making it harder for Nevada families to make ends meet.
- As a former Army officer, Mark Amodei has been a consistent advocate for getting veterans the services and benefits they deserve, like the legislation he successfully passed that got a Vietnam veteran monument installed at Arlington National Cemetery.

Here are some things you might learn about the candidates for U.S. House of Representatives. How concerning is each of the following statements? [RANDOMIZE] [Very concerning | Somewhat concerning | Not too concerning | Not concerning at all]

- Greg Kidd is a Californian who bought a property on Lake Tahoe just three years ago. He's not a Nevadan and wouldn't know the first thing about representing us in Congress.
- Greg Kidd is a member of the ultrawealthy class. He got rich as an early investor in Twitter and other Silicon Valley startups and has no idea what life is like for regular Nevadans.
- Greg Kidd claims to be an Independent but is in fact registered to vote as a Republican.
- Mark Amodei is a career politician who has been in office for nearly 30 years. He's part of the dysfunction in Washington, with zero fresh ideas or solutions.
- By voting in line with his party 95% of the time, Mark Amodei shows an inability to think independently. He lacks courage, merely echoing what party leaders like MAGA Mike Johnson say instead of actually representing us.
- Mark Amodei doesn't trust women to make their own reproductive healthcare decisions. He has consistently voted against abortion rights and promises to continue voting his extreme anti-abortion beliefs.
- Instead of joining his Republican colleagues in supporting the bi-partisan CHIPS Act, Amodei voted no, standing in the way of billions of dollars of investment in high paying jobs that will ensure America defeats China in the race for the future.

**Once again, if the election for the U.S House of Representatives were held today and the candidates were the following, who would you vote for?**

43% Mark Amodei, the Republican candidate  
37 Greg Kidd, the Independent candidate  
20 Not sure

**[IF NOT SURE] If you had to choose, who would you vote for?**

7% Greg Kidd, the Independent candidate  
5 Mark Amodei, the Republican candidate  
58 Not sure  
29 Would not vote

**FINAL (POST-MESSAGING) BALLOT - TOTAL INCLUDING LEANERS**

**44% Mark Amodei, the Republican candidate**  
**39 Greg Kidd, the Independent candidate**  
**12 Not sure**  
**6 Would not vote**

## DEMOGRAPHICS, PARTISANSHIP & WEIGHTING VARIABLES

### How did you vote in the 2020 election for President, or for some reason were you unable to vote?

39%	Joe Biden, the Democrat
49	Donald Trump, the Republican
3	Jo Jorgensen, the Libertarian
3	Not registered/Too young/Ineligible
5	Did not vote

### Are you male or female?

49%	Male
51	Female

### Age

23%	18 to 34
21	35 to 49
28	50 to 64
28	65+

### What is your race?

76%	White / Caucasian
12	Hispanic or Latino/a
3	Asian / Pacific Islander
3	American Indian or Alaska Native
2	Black or African American
4	Other

### What is the highest level of education you have completed?

15%	High school diploma or less
30	Some college, but no degree
15	Associate's degree, or two-year college degree
22	Bachelor's degree, or four-year college degree
17	Graduate degree

### Party Identification

15%	Strong Democrats
7	Weak Democrats
9	Independent lean Democrats
15	Pure independents
13	Independent lean Republicans
11	Weak Republicans
29	Strong Republicans
22%	Base Democrats
38	Independents + Leaners
40	Base Republicans
31%	Democrats
15	Pure independents
53	Republicans



**NV-2 Regions**

- 34% Reno (89501, 89502, 89503, 89506, 89509, 89512, 89519, 89521, 89523)
- 26 Rest of Washoe (89511, 89402, 89405, 89412, 89424, 89431, 89433, 89434, 89436, 89439, 89441, 89442, 89508, 89510)
- 12 South Lake Tahoe/ Carson City (89411, 89413, 89448, 89449, 89451, 89701, 89703, 89704, 89705, 89706)
- 28 Rest of district