



Exit Polls – Nevada A.B. 534

Nevada [A.B. 534](#) would make a variety of changes to state election laws, but add a pair of new exemptions to allow for exit polling.

Provisions restricting anyone who is not "an election board officer in the course" of their "official duties" from remaining "in or outside of any polling place so as to interfere with the conduct of the election" would, if Nevada A.B. 534 is approved, "not prohibit a person from conducting an exit poll in or outside of the polling place."

Further, the prohibitions on being within 100 feet from a polling place, or the entrance to a polling place, "[f]or any person to solicit a vote or speak to a voter on the subject of marking the voter's ballot," would not apply if "the person is conducting an exit poll" if this legislation is approved.

What are exit polls?

The typical exit poll questionnaire gathers 3 types of data: (1) who the respondent voted for in the day's key elections in a particular jurisdiction (a state or city); (2) a variety of attitudes held by the voter; and (3) the demographic characteristics of the voter. The latter 2 sets of information can be used to explain why they voted as they did and what kinds of people voted for each candidate. These exit poll questionnaires are relatively short (typically less than 25 questions) and take less than 5 minutes to complete.

While news media are the most high-profile entities involved in exit polling, other entities also conduct exit polls, including for academic or other research purposes. Also, news media can outsource exit polling services to other companies or nonprofits.

Most people think of election night projections on TV when they think of exit polls. However, this research is just as important for the information gathered about voters' demographics and attitudinal predispositions towards the candidates and the campaign issues as it is for making the projections reported by news organizations on Election Night. This data provides powerful explanations, to be examined in election postmortems, for why people voted the way they did - telling us which key demographic groups voted for which candidates or which propositions and why. Finally, exit polls do something pre-election polls cannot: capture the voting intent of last-minute deciders.

Since the bill would make it easier to conduct exit polling in Nevada elections, the Insights Association supports Nevada A.B. 534.

The bill awaits action in the Assembly Legislative Operations and Elections Committee.

P R O T E C T ◆ C O N N E C T ◆ I N F O R M ◆ P R O M O T E

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