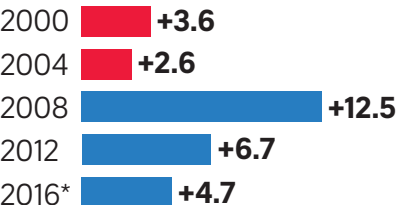


Nevada: Vital stats

Presidential election

6 electoral votes

Republican Democratic



NOTE: *RealClearPolitics polls as of Oct 23

Race and ethnicity

White

50.7%

Black

9.3%

Hispanic

28.1%

Asian

8.5%

Nevada
US average

Economic profile

Median household income

US\$52,205

Unemployment rate

6.3%

Poverty rate

14.7%

College-educated

22.5%

Why the state is important

- Nevada has long been a bellwether for the general election, having voted for the eventual winner 31 times out of 38 elections. The state got it right in each of the previous nine elections, voting for presidents Barack Obama, George W. Bush, Bill Clinton, George H. Bush and Ronald Reagan.
- The state's population is among the most transient in the country – it has the smallest share of eligible voters born in the state. The constantly churning population means there is no well-established formula for doing well in the state. Nevada will be a test of how well both campaigns adapt to changing demographics.
- With a large hotel just off the Las Vegas strip, Mr Trump has a strong name recognition in the state, though whether that is an asset is complicated. His brand works well with those in the northern part of the state who want less government interference with small business, but he has also been in constant battle with his employee unions.