



**JIM**  
**MARCHANT**  
FOR CONGRESS

## ABOUT JIM MARCHANT

Jim Marchant is a rebel by nature, he primaried and beat an appointed incumbent. Marchant was one of the most conservative members of the legislature. He built several businesses from the ground up; working for every dollar he has. Originally from Florida, but has called Nevada Home for 14 years. His anti-Establishment demeanor and business acumen will make him an attractive candidate for the populist electorate of the district.

**85.9%**

HS Grads

**31.0%**

College Grads

**\$59,714**

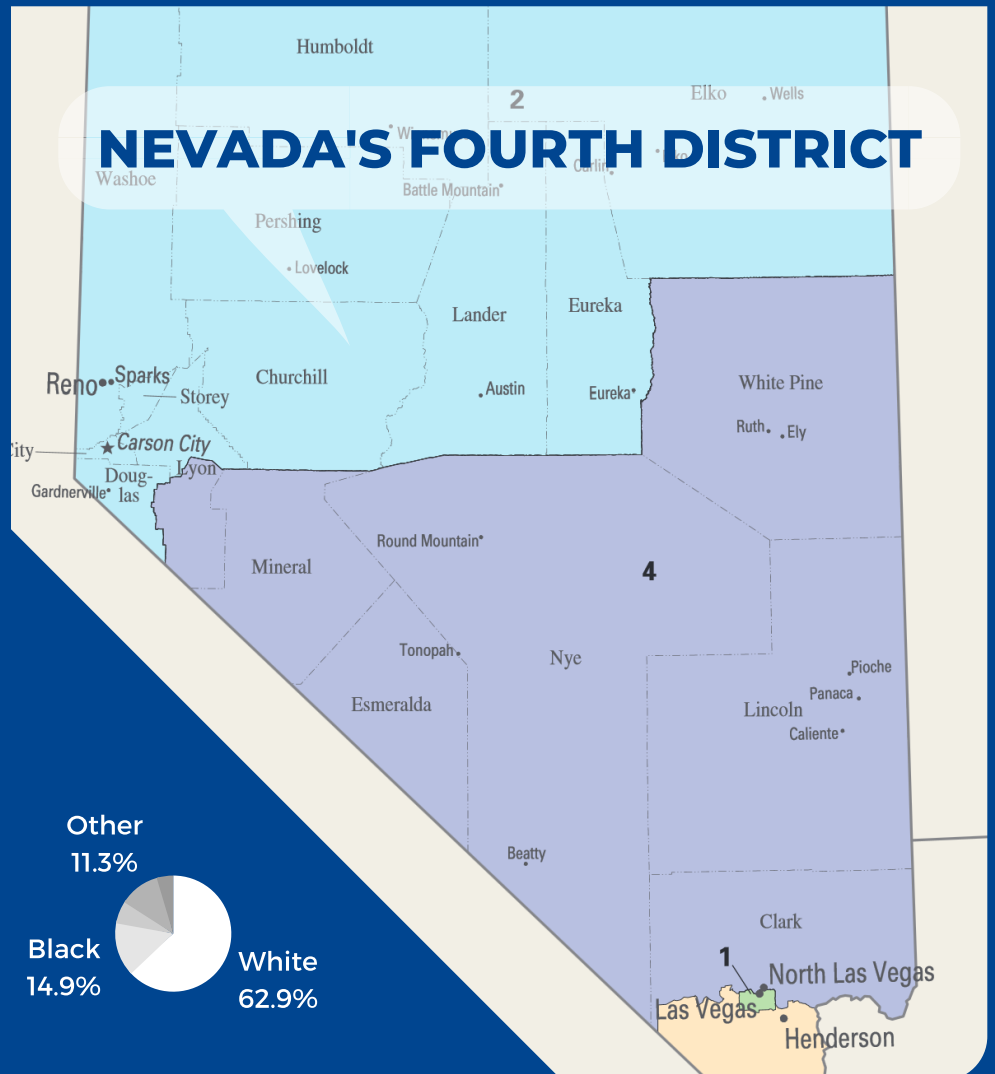
Median Income

**6.9%**

Unemployment

**30.5%**

Hispanic

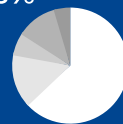


Female  
49.6%



Male  
50.4%

Black  
14.9%



White  
62.9%

Other  
11.3%



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## PATH TO VICTORY

After analyzing every precinct in NV-4, the historical high water mark for a Republican in a Presidential election year is 125,313 votes.

This Republican high water mark exceeds Horsford's 2012 votes received and is three thousand votes shy of Kihuen's 2016 votes received.

Assuming Kihuen's 128,985 is a fair Democratic average for 2020, the deficit becomes only 3,672 votes. One avenue to get these needed 3,672 votes is to cannibalize the 3rd party voters.

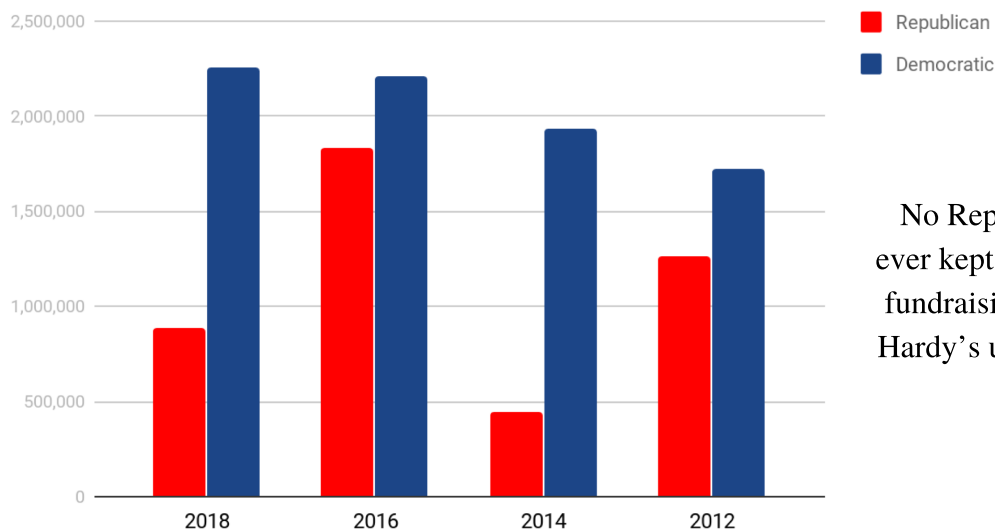
In 2016, 3rd party candidates received over 18,000 votes, well above Kihuen's margin of victory. The Libertarian and IAP candidate cost Hardy his re-election.

Trump out performed Joe Heck, Crescent Hardy, Dean Heller, and Mitt Romney in Nevada's 4th Congressional district in Presidential election years.

Trump's performance suggests a populist message performs well in the 4th District.

## WHAT IT TAKES

Fundraising Comparison



No Republican candidate has ever kept parity with Democratic fundraising efforts, even during Hardy's unsuccessful re-election bid in 2016.