

MEMORANDUM

TO: LOMBARDO FOR GOVERNOR

FROM: DAVE SACKETT

RE: STATE OF THE RACE

DATE: OCTOBER 5, 2021

Between the data from the survey conducted by the campaign and the recent release of the Nevada Independent survey – both of which show the same metrics – the Lombardo campaign continues to demonstrate strength and advantage as it relates to both a primary and general election for Governor in 2022.

- As you can see from the chart below, Sheriff Lombardo has the strongest image ratings of any of the Republican candidates – both among Republican primary voters and among the electorate as a whole:

All Voters	Favorable	Unfavorable	Know/N.O.	Never heard
Joe Lombardo	34%	22%	30%	14%
Dean Heller	30%	33%	28%	10%
GOP Primary Voters				
Joe Lombardo	57%	15%	13%	14%
Dean Heller	58%	23%	14%	6%

- Sheriff Lombardo already has a net +12 image rating among the Nevada electorate as a whole, whereas Heller’s image among the general electorate is already “upside down” at a net -3 (before he has taken on any negative advertising.)
- Just as important, Lombardo has a better image ratio among Republican primary voters than does Heller, with Lombardo’s image among GOP primary voters at a net +42, compared to Heller’s image at a net +35.

GOP Primary Election:

- From the perspective of the Republican primary election for Governor, it is also important to note that Lombardo is already viewed as the most conservative of all of the Republican candidates, with his conservative rating already +4 higher than Heller.
- Just as important, Heller continues to suffer from his battles with former President Trump and half of Republican primary voters view Heller as a moderate or liberal.

- Both the campaign’s data and the Nevada Independent survey show the Republican primary election for Governor as “wide-open” with twenty-seven percent (27%) of primary voters undecided.
- Heller vastly underperforms what would be expected of a former U.S. Senator and statewide elected official, capturing only 31% of the vote in the Nevada Independent survey and only leading Sheriff Lombardo by eight points.
- Furthermore, this small advantage he currently has is all name ID and disappears among those who know both Lombardo and Heller. Among those Republican primary voters who know both candidates, Lombardo leads Heller by +5 and among those who have specific impression of both candidates, Lombardo leads by +10.
- Lombardo is also outperforming Heller among the most conservative parts of the primary electorate by significant margins. Lombardo leads Heller by +4 among those who have a strongly favorable impression of former President Trump and leads by +8 among those who believe that “enacting the Trump agenda” is the most important thing they are looking for in a Governor.
- Thematically, Republican primary voters are deeply attracted to Sheriff Lombardo’s background and qualifications as it relates to law enforcement, crime, and enforcing immigration laws – elements that are unique to his background alone.
- Over eighty percent (80%) of primary voters are more likely to vote for him when informed of his military and law enforcement background, his commitment to protecting Second Amendment rights, and his innovations as Sheriff to create a system to identify and report illegal immigrants that have committed violent crimes.

General Election:

- The Nevada Independent survey (conducted by a Democratic pollster) clearly demonstrates just how vulnerable Steve Sisolak is in the general election. As this survey reports:
 - a majority of Nevada voters (52%) believe things in the state are on the wrong track
 - Sisolak’s image is “upside down” with only a 46% favorable and 48% unfavorable rating.
 - only 38% believe that Sisolak is doing a good job as Governor, while 60% have a negative view of his job performance (including a 59% negative view on his response to the COVID pandemic.)
- Any incumbent whose job approval rating below fifty percent (50%) is significantly vulnerable, and Sisolak’s job approval of only thirty-eight percent (38%) portends an extremely vulnerable position for him.
- Sheriff Lombardo is already in a pure dead heat with Sisolak on a ballot test for Governor with Lombardo capturing 44.4% and Sisolak receiving 44.9% of the vote. By contrast, Heller trails Sisolak by -3 on a ballot test.