

MEMORANDUM

TO: LOMBARDO FOR GOVERNOR

FROM: DAVE SACKETT

RE: KEY FINDINGS FROM A STATEWIDE SURVEY OF VOTER ATTITUDES IN NEVADA

DATE: JULY 11, 2022

The Tarrance Group is pleased to present Lombardo for Governor with the key findings from a survey of voter attitudes in the state of Nevada. These key findings are based on telephone interviews with N=600 “likely” registered voters throughout the state. Responses to this survey were gathered July 5-10, 2022 and the margin of error associated with a sample of this type is $\pm 4.1\%$ in 95 out of 100 cases.

KEY FINDINGS

- The race for Governor Nevada is a statistical dead heat with Joe Lombardo getting 44% of the vote and Steve Sisolak at only forty-six percent (46%) of the vote. There are 5% who would vote NOA and 5% are undecided.
- This survey mirrors the public polls that have caused the top national political handicappers like The Cook Political Report and Larry Sabato’s Crystal Ball to rate the Nevada Governor’s race as one of only three gubernatorial races in the country that is a “pure tossup.”
- Sisolak has been “stuck at a ceiling” of 46% of the vote for the past six months, which is an extremely weak position for an incumbent to be in. The combination of the political environment and his weak image and incumbency ratings portends that his ballot is held hostage by a significant desire for change.
- Sisolak is stuck at this forty-six percent (46%) ceiling due in large measure to his poor performance among both Independent voters and Hispanic voters. Sisolak is down at only thirty-three percent (33%) of the vote among Independents and trails Lombardo by -16.
- Just as important, Sisolak actually trails Lombardo among Hispanic voters. Only 42% of Hispanic voters indicate they would vote for Sisolak, while 44% are voting for Lombardo, with 8% indicating they would vote NOA and 6% undecided.

- It is also important to note that the ballot exists like this after national Democrat groups have spent over \$6 million on attack ads against Lombardo. The Democrats have already taken their best shots – and the race is still a statistical dead heat.
- The political environment in the state is amongst the worst facing Democrat candidates in any state this cycle. Fully fifty-six percent (56%) of Nevada voters disapprove of the job that President Biden is doing.
- Adding to the difficulty for Democrats is the fact that voters have a negative view of the direction of the state, and not just the country. Almost half of Nevada voters, forty-eight percent (48%) indicate that they believe things in Nevada are off on the wrong track.
- This has caused key voter groups that have typically been part of the Democrat coalition for victory to “walk away from the party.” Most significant among these groups are Hispanic voters, who are so laser-focused on economic problems and hardships, that a majority of them now indicate that they would vote for the generic Republican candidates for Governor, U.S. Senate, and Congress.
- Younger voters, another key traditional Democrat base group, are facing the same economic hardships and pressures, and are now evenly divided in their support for generic Republican and Democratic candidates.
- Projecting forward to the sort of question that Independents and ticket-splitters will be asking themselves in October, their disenchantment with President Biden and the reckless spending of the national Democrats has created a +14 advantage for Republicans in their generic party preference.
- Fully fifty-two percent (52%) of Independents indicate that, in the gubernatorial election, they will vote for the candidate who will be a “check and balance on the Biden Administration and Congressional Democrats.
- Governor Sisolak has also failed to develop either an image or a job approval for himself that is required of an incumbent in order to be re-elected, especially in a situation like this where there is such dissatisfaction with the direction of the state.
- Both Sisolak’s favorable rating and his job approval rating are completely polarized at a one to one positive to negative ratio, with his positive ratings below the crucial 50% mark. It is also important to note that there is higher “intensity” to his negatives than there are to his positives.

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