



TO: INTERESTED PARTIES

FROM: MATTHEW JASON
CANDID RESEARCH SOLUTIONS

DATE: SEPTEMBER 30, 2018

RE: RIVERSIDE COUNTY SHERIFF RESEARCH KEY FINDINGS

Candid Research Solutions conducted a survey among 506 likely general election voters residing in Riverside County from September 18th through September 23rd. The margin of error for this survey is plus or minus 4.38%. Please find some key findings from that survey below.

- Candidate Chad Bianco is more well-known (50% Total Heard Of) than incumbent Sheriff Stan Sniff (47% Total Heard Of), and Bianco also enjoys a more positive image (20% Favorable and 8% Unfavorable) than Sniff (17% Favorable and 10% Unfavorable). A very weak seven percent (7%) of likely voters in Riverside County say they have a “strongly favorable” opinion of two-time incumbent Sheriff Sniff.
- Given his low name recognition and lack of a hard-core base of likely voters who view him favorably, Sheriff Sniff is extremely vulnerable on a variety of issues, including the redecorating of his office (52% much less likely), his lack of cooperation with the Riverside County Board of Supervisors (51% much less likely), and recent crime increases in the county (44% much less likely).

	Much Less Likely	Total Less Likely
During a time when local budgets in Riverside County were tight, Sheriff Stan Sniff spent tens of thousands of dollars redecorating, repainting, and refurbishing his office.	52%	77%
Sheriff Stan Sniff’s lack of cooperation with the Riverside County Board of Supervisors has led to a thirty million dollar budget deficit and contributed to the extreme jail overcrowding which forced forty thousand (40,000) criminals to be released into local communities.	51%	70%
Sheriff Stan Sniff promised to keep the public safe when he ran for office, but crime has increased in the county over the past three years with specific increases in violent crimes, property crimes, and murder.	44%	69%

- After being informed equally (testing the positive and negative messaging likely to be used regarding *both* candidates), likely voters were overwhelmingly supportive of Bianco (58% Bianco and 17% Sniff) when asked a head-to-head ballot question.