



*Trusted Perspective
Innovative Data
Superior Results*

TO: INTERESTED PARTIES
FROM: CHRIS WILSON, ASHLEE RICH STEPHENSON
SUBJECT: NICHOLSON ENJOYS EARLY ADVANTAGE IN WI-SENATE GOP PRIMARY CONTEST
DATE: DECEMBER 11, 2017

The following memorandum, prepared on behalf of Nicholson for Senate, highlights key findings from a statewide survey conducted by WPA Intelligence. Interviews were collected from December 6-7, 2017 among n=1,004 likely Republican primary voters in Wisconsin. The margin of error is $\pm 3.1\%$.

Key Findings

This research finds that Kevin Nicholson, the outsider, Marine, and conservative in the race for United States Senate, enjoys an advantage by way of both strong early name identification and ballot support.

Fully sixty percent (60%) of likely Republican primary voters in Wisconsin have heard of Nicholson, and among those who have an image, forty percent (40%) have a favorable impression of him.

Nicholson Image	
Favorable	40%
Unfavorable	5%
Name ID	60%

Nicholson's message as the outsider and conservative is resonating with Wisconsin Republican primary voters. Indeed, he has a seven-point advantage over his closest opponent and receives thirty percent (30%) of the ballot share in the early stages of this contest.

Ballot	
Nicholson	30%
Vukmir	23%
Schiess	2%
Undecided	45%

WASHINGTON D.C.
202-470-6300
324 Second Street, SE
Washington, DC
20003

OKLAHOMA CITY
405-286-6500
1319 Classen Drive
Oklahoma City, Oklahoma
73103

AUSTIN
202-470-6300
600 Congress, Suite 16127
Austin, Texas
78701

DENVER
303-748-1140
627 S. Corona Street
Denver, Colorado
80209

wpaintel.com

Research Design

WPA Intelligence conducted a study of likely Republican primary voters in Wisconsin.

WPAi selected a random sample of likely voters from the Wisconsin voter file using Proportionate Probability Sampling (PPS). The sample for this survey was stratified based on geography, age, gender, and ethnicity and then post-survey weighted to a likely 2018 Republican primary turnout.

WPAi conducted a mixed mode study of 673 Interactive Voice Response (IVR) and 331 live calls to cell phones (33%) to ensure a representative population. The study was conducted from December 6-7, 2017 and has a margin of error that is equal to $\pm 3.1\%$ in 95 out of 100 cases.

About WPAi

Since 1998, WPAi has been a leading provider of political polling for campaigns from President to Governor and U.S. Senate to Mayor and City Council in all 50 states and several foreign countries. In the 2015-2016 election cycle, 87% of WPAi clients won. WPAi clients' win ratio has exceeded the standard by double digits for four straight political cycles.

WPAi has been nationally recognized for providing cutting edge research to help our clients win. The American Association of Political Consultants (AAPC) awarded a "Pollie" to WPAi for our Predictive Analytics and Adaptive Sampling techniques. The award highlighted these advanced methodologies which allowed us to buck national polling trends and deliver industry-leading results.

In addition to our political and policy research, WPAi has conducted market research for more than 120 United States Fortune 500 corporations, donor research for more than 250 of the largest and most successful not-for-profit organizations around the country, and alumni research for dozens of colleges and universities.

###