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TO: INTERESTED PARTIES
FROM: CHRIS WILSON, ASHLEE RICH STEPHENSON
SUBJECT: NICHOLSON'S ADVANTAGE GROWS IN WI-SENATE GOP PRIMARY CONTEST
DATE: APRIL 5, 2018

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 April 2-4, 2018 among n=1,028 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, now enjoys an 18-point advantage in the Republican primary contest.

Nicholson's narrative as the outsider and conservative continues to resonate with Wisconsin Republican primary voters, as evidenced by internal research and publicly released data, including the recent Marquette Law School University study and the Bolton PAC research in the Green Bay media market. Today, nearly half of Republican primary voters select Nicholson in the GOP ballot contest (45%) and he has an 18-point lead over State Senator Vukmir.

Ballot Test		
	April 2018	December 2017
Nicholson	45%	30%
Vukmir	27%	23%
Undecided	28%	45%

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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 689 Interactive Voice Response (IVR) and 339 live calls to cell phones (33%) to ensure a representative population. The study was conducted from April 2-4, 2018 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, and Campaigns and Elections magazine recognized WPAi with a "Reed Award" for developing an "optimized field program" in 2018. These awards highlight WPAi's advanced survey research and data science methodology, allowing us to buck national polling trends and deliver industry-leading results for our clients.

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.

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