

★ ★ ★ **KEVIN** ★ ★ ★
NICHOLSON
U.S. Senate

TO: TEAM NICHOLSON LEADERSHIP

DATE: APRIL 5, 2018

FROM: STRATEGY TEAM

RE: NEW POLLING AND GROWING MOMENTUM

We want to thank each of you for all that you are doing to help Kevin and our team continue to not only raise much-needed funds, but just as importantly, help grow our overall momentum in the race. We will have an updated “state of the race” memorandum to share with you shortly; however, I wanted to immediately pass along our latest round of survey research on the GOP primary contest conducted by WPA Intelligence this week.

The data evidence what we are seeing on the ground in every corner of the state – while the political establishment in Washington and Wisconsin continue efforts to sway voters in another direction as they look to protect one of their own, the real arbiters, Wisconsin primary voters, are fast coming to the realization that Kevin Nicholson is the Republican candidate needed to take on and defeat Tammy Baldwin this November.

In a two-way ballot against State Senator Vukmir, Kevin has increased his advantage to 18-points since our December study:

	Primary Ballot Test Trends	
	December 6-7, 2017	April 2-4, 2018
	Fielded by WPAi	Fielded by WPAi
Nicholson	30%	45%
Vukmir	23%	27%

Even in the face of troubling recent Wisconsin election results, many of the state’s party insiders and establishment figures continue to believe we can run candidates and style-elections in the models of the past. Astonishingly they fail to understand that primary and general election voters view Kevin’s status as an outsider, former Democrat and not having served over fifteen years in the state legislature as incredibly attractive. It’s that kind of outdated thinking that would lead to

losses up and down the ballot in Wisconsin later this year. Thankfully, as recent polling shows, Wisconsin Republican primary voters don't agree with the insider political class and that is why Kevin Nicholson continues to grow in momentum and expand his ballot lead.

State Senator Vukmir seems to realize that her only play is to rely on the support of the party establishment. This has manifested in her campaign's central focus on the upcoming state convention – even at the great expense of fundraising or building a campaign capable of defeating Baldwin. Considering State Senator Vukmir's deep insider status and support within the party apparatus, anything less than 85%-plus support from the delegates at the convention would be an astonishing underperformance on her part.

The Vukmir camp's singular focus on the convention has allowed Kevin to considerably outpace her on the fundraising front and significantly expand his ballot position – all while he carries a message that will unite Republicans and will be attractive to the entirety of the electorate this November.

In closing, Kevin's candidacy is on the rise and positively expanding each and every day because he represents something new and fresh: an outsider who was once a Democrat like so many of his fellow Wisconsinites, and a family man who has bravely served his country and community as a combat Marine in a way that no career-politician can match. Those are the ingredients that are motivating a growing proportion of the Wisconsin Republican electorate to support his candidacy and truly makes him the only viable challenge to Tammy Baldwin.

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PAID FOR BY NICHOLSON FOR SENATE
