

# Nicholson campaign: New poll results show conservative Kevin Nicholson with lead in WI Republican primary

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Delafield, WI – Kevin Nicholson, a Marine, outsider and the conservative candidate for United States Senate, today announced the results of the most recent poll showing a growing lead in the Wisconsin Republican Primary election.

“In the race for U.S. Senate in Wisconsin, it is Marine, outsider and conservative, Kevin Nicholson, with all of the momentum,” said Team Nicholson consultant Brandon Moody. Moody added, “As conservatives in Wisconsin look to next November’s election, they understand that we need an outsider candidate who has real-world experiences to take on and defeat Senator Baldwin. These early poll numbers are only one-data point of what we are seeing on the ground all across the state – as Republicans learn more about Kevin Nicholson, they are steadily gravitating toward his candidacy.”

This research, conducted by WPAi, finds that Kevin Nicholson 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’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.

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 phone s (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.

To learn more, please follow the campaign on Facebook, Twitter and visit our website.