

NEW POLL: Republican Primary for Governor campaign tightens, new poll shows

Nicholson gains significant ground on Kleefisch after Fighting for Wisconsin ad campaign

FOR IMMEDIATE RELEASE

April 6, 2022

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(Menomonee Falls, WI) – Today, Fight for Wisconsin, a SuperPac supporting Kevin Nicholson’s candidacy for Governor, released a new poll conducted by Remington Research Group (RRG) showing the Republican primary for Governor has significantly tightened just within the last two months. The poll was conducted at the conclusion of a nearly \$1 million ad buy by Fighting for Wisconsin. The ad can be seen [here](#).

RRG’s polling memo is attached below

The results of the survey of Wisconsin Republican primary voters is clear: in stark contrast to establishment politicians who only offer cheap talk, Kevin Nicholson’s record of results-driven action is resonating with voters in a significant way. RRG’s results reveal a dramatic 38-point swing towards Nicholson among Republican primary voters compared to a previous January survey conducted by WPAi, another major national polling firm.

Some of the key takeaways from the survey:

- * Compared to WPAi’s January survey, Kevin Nicholson’s net favorability has increased from +19 to +25.**
- * Kevin Nicholson’s percentage of the vote in the Republican primary has increased from 8% in January to 29% today.**
- * Rebecca Kleefisch has seen both a significant drop in her favorability rating and a stunning double-digit drop in her share of the primary vote.**

Fighting for Wisconsin spokesman Carlton Huffman stated: "The more voters learn about Kevin Nicholson, the more they like him. These results underscore that voters are looking for doers, not talkers. That is why Kevin's numbers in every category are up while the talkers in the race have seen their numbers fall. As Republican voters seek a doer to retire Tony Evers, it is clear that Kevin Nicholson is the candidate of action that will deliver."

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REMINGTON RESEARCH GROUP

TO: Interested Parties

FROM: Titus Bond, President, Remington Research Group

RE: WI Statewide Republican Primary Survey

DATE: April 4, 2022

KEY POLL FINDINGS

The data in polling conducted by Remington Research Group show that likely 2022 Republican Primary Election voters in Wisconsin are migrating from Rebecca Kleefisch to Kevin Nicholson. Using a similar methodology, RRG is able to directly compare data from a survey conducted by WPAI less than 3 months ago.

IMAGES

Q: What is your opinion of Kevin Nicholson?

Favorable: 37%

Unfavorable: 12%

No opinion: 51%

Q: What is your opinion of Rebecca Kleefisch?

Favorable: 55%

Unfavorable: 16%

No opinion: 29%

Q: What is your opinion of Eric Hovde?

Favorable: 11%

Unfavorable: 12%

No opinion: 77%

The data may appear to show a commanding image advantage for Rebecca Kleefisch but comparing to past data tells the fuller story. WPAI concluded their survey of Wisconsin primary voters on January 18th. At that time, Kleefisch's image advantage was even more significant than it is today. Since mid-January, Kleefisch has hemorrhaged 18 points of NET favorability, while Nicholson has gained 6 points. At the same time, Nicholson nearly doubled his hard Name ID from 25% to 49%. Full accounting of image comparisons is listed below.



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WPAi (01/18) RRG (04/02) SHIFT

Nicholson Image

Favorable 22% 37% **+15**

Unfavorable 3% 12% **+9**

NET IMAGE +19 +25 +6

Kleefisch Image

Favorable 64% 55% **-9**

Unfavorable 7% 16% **+9**

NET IMAGE +57 +39 -18

BALLOT

The significant decline in Kleefisch's image rating, combined with the significant boost in Nicholson's Name ID directly translates to a shift on the cold ballot. Previously, Kleefisch led the race by 51 points, 59 to 8. But now, less than three months later, Kleefisch has fallen well below 50% and her lead is now just 13. The full shift is an incredible 38 points towards Nicholson.

Q: The candidates in the Republican primary election for Governor are Kevin Nicholson, Rebecca Kleefisch, and Eric Hovde. If the election were held today, for whom would you vote?

Kevin Nicholson: 29%

Rebecca Kleefisch: 42%

Eric Hovde: 4%

Undecided: 26%

Full accounting of comparison with the January 18 WPAi ballot are below.

Ballot

Kleefisch 59% 42% **-17**

Nicholson 8% 29% **+21**

Hovde 3% 4% **+1**

NET MARGIN +51 +13 +38

METHODOLOGY

Survey conducted March 31 to April 2, 2022. 1,207 likely 2022 Republican Primary voters participated in the survey. Survey weighted to match expected turnout demographics for the 2022 Republican Primary Election. Margin of Error is +/-2.9% with a 95% level of confidence. Totals do not always equal 100% due to rounding.