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# THE TARRANCE GROUP

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## MEMORANDUM

TO: People For Rebecca  
FROM: B.J. Martino  
DATE: January 17, 2022  
RE: Summary Findings From A Survey Of Likely Republican Primary Voters In Wisconsin

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The Tarrance Group is pleased to present People For Rebecca with findings from a survey of likely Republican primary voters in Wisconsin. These findings are based on telephone interviews with N=800 registered “likely” Republican voters in the state. Responses were gathered January 10<sup>th</sup> - 13<sup>th</sup>, and the margin of error associated with a sample of this type is + 3.5% in 95 out of 100 cases.

### EXECUTIVE SUMMARY

When it comes to choosing their nominee for Governor, Wisconsin Republican voters are drawn to the leadership and experience of former Lieutenant Governor Rebecca Kleefisch.

Rebecca is known by 87% of likely Republican primary voters, with a hard image of 66% favorable and only 8% unfavorable. This is over an 8:1 ratio of favorables to unfavorables.

Furthermore, her favorable rating has real intensity behind it, with 45% of voters “strongly favorable.” Voters not only like Rebecca, they are energized behind her vision and values.

	<u>Favorable</u>	<u>Strongly Favorable</u>
Kleefisch	66%	45%

That image translates directly into ballot support. In a hypothetical head-to-head against perennial candidate Kevin Nicholson, Rebecca Kleefisch has the support of 65% of voters, with Nicholson at only 12%.

Furthermore, in a hypothetical multi-candidate ballot, Kleefisch shows the durability of her support, staying above 60%. Meanwhile, Nicholson is in the single digits within the margin of error of Jonathan Wichmann.

	<u>2-way Ballot</u>	<u>Multi Ballot</u>
Kleefisch	65%	61%
Nicholson	12%	8%
Wichmann	n/a	5%
other	n/a	2%

Candidate name asides, Wisconsin Republicans are looking for experience. Asked directly about the profile of their next Governor, “would you rather have someone who is an experienced conservative reformer, or an outsider who has never held office?” a 63% supermajority choose the experienced conservative reformer.

By all measures, Rebecca Kleefisch has the image, enthusiasm and support of broad segments of the Wisconsin primary electorate.

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