



## Memo – Nebraska Republican Primary Election Polling – 2

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### SUMMARY

The survey was conducted by Data Targeting April 19-20, 2022 using a combination of interactive voice response phone calls and online surveys which were solicited via SMS text messages. Survey respondents are active registered, likely Republican voters in the state of Nebraska, who confirmed their party registration before taking the survey. A combined total of 858 respondents completed the survey either online or over the phone, and the survey's results have a margin of error of +/- 4.9% over a 95% confidence interval.

The Nebraska Republican gubernatorial primary is still wide open and we're still seeing it as a 3 horse race. Pillen, Herbster and Lindstrom are all within the margin of error. And with 16% of respondents undecided, there's not a lot of votes left in play, but with 3 candidates within 4% of each other, this race has all the signs of going down to the wire and even a small shift in votes can have a significant impact.

The cross tabs on the message testing items provides some insights to why Brett Lindstrom might be staying in the race despite the resource mismatch between he and Jim Pillen and Charles Herbster. On all three of the negative message test questions (Q4-6), the voters most likely to say that information left them less likely to vote for a candidate are Lindstrom voters. That includes 66% of Lindstrom voters who are less likely to vote for a candidate accused of groping women.

Herbster's voters - even though the groping question did not identify their candidate by name - rejected the message. But Lindstrom voters were moved by it - and it would not be surprising if that's a piece of information that shook some previously uncommitted voters into Lindstrom's corner. Perhaps more worrying for Herbster is that 57% of undecided voters were less likely to vote for a candidate facing such accusations, including 35% of undecideds who are much less likely to vote for him. These numbers are typically not indicative of a brutally effective message - unless you're contesting a very tight election like this where every vote moved can be decisive.

Similarly, Lindstrom voters were more likely than Pillen, Herbster and undecided voters to be turned off by a candidate with a concerning environmental record - a charge most often associated with Jim Pillen. Like the recent allegations against Charles Herbster, these cross tabs suggest that as Pillen and Herbster have challenged each other, some voters have found themselves walking away from both and looking at Lindstrom.

The timing of this poll proves interesting with less than a month from Primary Election Day and less than a week before Herbster enjoys a rally with former President Trump. As our polling chart shows, Herbster has held on to roughly 1/4 of the Republican voters we have surveyed in both of our polls. In a 4-candidate field, that would put him just a few points away from the votes he needs to win.

The next three weeks will be a strong test of whether the former President can provide Herbster with a final shot of momentum to finish the job.

