

From: David Keith, Campaign Manager
RE: Polling, Wisconsin 01, October 4-5 2018

Overview:

For the last 3 weeks Paul Ryan's Super PAC has spent nearly \$3 million on very personal, negative television advertising against Randy Bryce. While our campaign has responded, the GOP Super PAC has outspent us on television 2:1. The following public opinion survey results were conducted from October 4-5 by *Change Research*.

Findings:

General Election:

Bryan Steil (Republican) – 46.2%

Randy Bryce (Democrat) – 43.7%

Ken Yorgan (Independent) – 6.5%

Not Sure – 3.6%

General Elect (among voters who have already voted):

Randy Bryce (Democrat) – 45.2%

Bryan Steil (Republican) – 42.4%

Ken Yorgan (Independent) – 12.4%

Conclusion:

Randy Bryce is trailing Bryan Steil within the margin of error by 2.5%. Among voters who have already voted Randy Bryce leads within the margin of error by 2.8%. Additionally, Bryce leads among undecided voters, who are overwhelmingly Independent (neither self-described Democrats nor Republicans).

These findings demonstrate that Randy Bryce continues to win overwhelmingly among a motivated Democratic base and has real appeal to the Independent voters of Southeast Wisconsin (the single largest voting bloc in the District). Paul Ryan's Super PAC is continuing to hit Randy Bryce on the air to try and decrease Randy's appeal among Independent voters, a sure sign that they are looking at very similar public opinion data.

Note: One thing to keep in mind is that this survey was conducted during the very public Supreme Court hearings, during which Republican enthusiasm was unusually high, as evidenced in publicly reported polling.

Despite increased Republican motivation and \$3 million in negative advertising, Randy Bryce is in a very competitive position and is poised to win Wisconsin 01.

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