

September 19, 2024

NE US SEN – More positive polling for Osborn, Fischer goes hard negative

To All Interested Parties,

A [new statewide survey](#) conducted by Global Strategy Group confirms that the regular **U.S. Senate race in Nebraska between Dan Osborn (I-NE) and incumbent Senator Deb Fischer (R-NE) is statistically tied**. Global Strategy Group, on behalf of Retire Career Politicians PAC, tracked the Fischer-Osborn horse race at **42 Osborn - 43 Fischer %**, the same margin as SurveyUSA found in its nonpartisan August 23-27 survey (38 Osborn -39 Fischer %) but with fewer undecided voters. GSG's new poll was in the field from August 26-29. Another August survey, from YouGov on behalf of the Osborn campaign, found a similar 41 Osborn -43 Fischer % result. \$1 million in paid advertising by Retire Career Politicians in August—the first broadcast media placed in this race— has helped move the initial ballot test 12 points in Osborn's favor [since GSG was last in the field in June](#).

As voters have learned more about Dan Osborn, the race for Senate has tightened to a dead heat. Nebraska's electorate continues to lean Republican, favoring Trump in the presidential race 54-37. But Osborn's positive message pushing back against corruption and standing up for working families over political elites has broken through with voters. 44% of voters have seen, read, or heard positives about Osborn recently. As a result, he is now familiar to almost half of voters, and is viewed positively by a three-to-one margin (33% favorable / 11% unfavorable). Deb Fischer's favorability remains unimpressive given this electorate (45% favorable / 38% unfavorable; 14% very favorable). Even more encouragingly, Osborn has room to grow – **after hearing positive biographies of both candidates, Osborn leads 48-40**. In June, voters preferred Osborn 60-32 after hearing negatives about Fischer, demonstrating the fragility of her support.

Senator Fischer is clearly feeling the heat as she goes for her third term, breaking her earlier term limits pledge. In response to Osborn's surge, the Fischer campaign has gone up with their first ad in the last week, an entirely [negative message](#) that highlights what is

currently broken in American politics. Fischer's main attack is that Osborn does not support Trump, which underscores how she has completely missed the point of Osborn's *independent* campaign. Osborn is not supporting either major party candidate for president, he's focused on fighting for all working people across party lines against political elites and the party bosses who are crippling our country.

In response, [Retire Career Politicians has gone back up on air with a new ad](#), defining the clear contrast between Osborn and Fischer. Deb Fischer represents her party bosses and national special interest donors. Dan Osborn is running to represent the people of Nebraska, united in their opposition to a broken and unsustainably partisan political system. The RCP media placement matches Fischer's over the next several weeks and expands beyond to other audiences, given that GSG's polling underscores Osborn's broad reach across partisan lines.

As we reach the final stretch of this campaign, it is clear that the **Osborn Senate race is one of the most competitive in the country, with a real opportunity for an historic upset**. The undecided voters that will decide this election are reachable, given that they largely have not yet heard of Osborn, but dislike Senator Fischer, by a net margin of 23 points. These voters are very interested in Retir(ing) Career Politicians. With multiple initiatives on the ballot in Nebraska on abortion and cannabis, the November electorate in this red leaning state may look different from normal, mirroring the progressive turnout surge when abortion was on the ballot in neighboring Kansas in 2022. The evidence points to a race that hangs in the balance.

For further inquiries, please contact Jeffrey Pollock, Founding Partner & President at GSG jpollock@globalstrategygroup.com

###