



To: Interested Parties

From: Global Strategy Group

Date: September 11, 2024

Re: Dan Osborn Surging in Nebraska U.S. Senate Race

Two statewide surveys conducted by Global Strategy Group show Dan Osborn has put the U.S. Senate race in Nebraska firmly in play. While Nebraska's electorate leans Republican, the race has moved to a dead heat as voters have learned more about Osborn, still with considerable room for him to grow as more positive information reaches voters and they begin to learn about Deb Fischer's record.

Key Survey Findings

As voters have learned more about Dan Osborn, the race for U.S. Senate has moved to a dead heat. Nearly half of voters (44%) have seen, read, or heard positive information about Dan Osborn over the past few weeks, and as a result his net favorability has improved to +22, from +15 in June, with 33% of voters viewing him favorably and only 11% viewing him unfavorably. Meanwhile, Fischer remains at an unimpressive +7 (45% favorable/38% unfavorable) given the strong Republican lean of the electorate. As a result, the race is now tied (**42% Osborn to 43% Fischer**).

Similar to what we found in our June survey, Osborn still has room for growth after a positive introduction to both candidates. Voters heard positive profiles of both Osborn and Fischer of equal length, with the profile of Fischer based on materials from her website. Following these positive profiles, the race swings toward Osborn, taking him to an eight-point lead (48% Osborn/40% Fischer). In June, we found the race moved to a similar 12-point lead for Osborn (53% Osborn/41% Fischer) and an even larger lead after negative messages. This is the clear path to victory for Osborn – winning 93% of self-identified Democrats, 74% of self-identified independents, and 26% of self-identified Republicans, along with 29% of Trump supporters.

Nebraska's electorate leans Republican but includes a significant chunk of non-conservative Republican voters who have historically been persuadable. More than half of the Nebraska electorate is projected to be registered Republicans (52%), compared to 27% Democrats and 21% independents. But approximately a quarter of those Republicans – 14% of the electorate – identify as liberal or moderate.

About the Polls

Global Strategy Group conducted a live phone and text-to-web survey of 600 likely 2024 general election voters in Nebraska between August 26 and 29, 2024 and previous one from June 3 and 5, 2024. The survey has a margin of error of +/- 4.0%. The margin of error on subgroups is greater.