

OSBORN
 ·INDEPENDENT FOR SENATE·

DAN OSBORN:

**NAVY MAN,
 MECHANIC,
 INDEPENDENT**

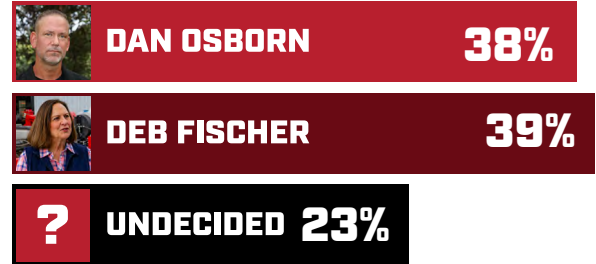


**POLLING SHOWS A
 WINNABLE RACE**

- ◆ OVER \$2.9M RAISED WITH AN AVERAGE DONATION OF \$35
- ◆ NATIONAL MEDIA ATTENTION

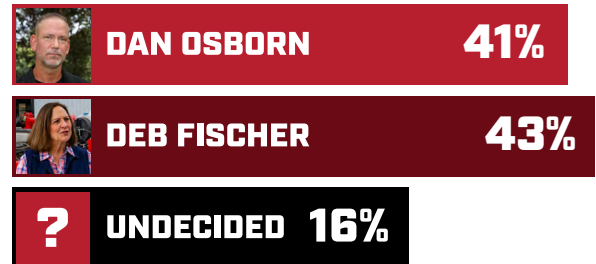


SurveyUSA Poll



n=1293 RV, SplitTicket/Survey USA, August 23-27

YouGov Poll



n=500, YouGov, July 31-August 12, 2024

ENDORSED BY LABOR



PAID FOR BY OSBORN FOR SENATE

Overview

“Nebraska has slipped under the national press’s radar. As it turns out, the race there is currently among the closest in the nation, closer than Texas and Florida. But in Nebraska, an individual person’s vote, time, and donations are at least 10 times as powerful than in those big states.”

[Sam Wang, Princeton Election Consortium](#)

Independent veteran, mechanic, and labor leader Dan Osborn is running a surprisingly strong U.S. Senate campaign against Nebraska Republican incumbent Deb Fischer, with polling indicating incumbent weakness plus dramatic potential for movement.

With no Democrat in the race, a state few had on their radar may be the key to the Senate. The race costs an order of magnitude less than any other competitive Senate seat. Despite the massive fundraising challenges faced by a blue-collar independent with no party machine or personal wealth, Osborn outraised Senator Fischer significantly in the last quarter, powered by small-dollar grassroots fundraising. Osborn may stand the best chance of any challenger to a Republican Senate incumbent in 2024.

Polling

Five public head-to-head polls between Osborn and Fischer have been released:

Pollster	Change - November	PPP - April	Impact - July	Yougov - August	SurveyUSA - September
% Osborn	40%	33%	42%	41%	38%
% Fischer	38%	37%	42%	43%	39%
% Undecided	22%	30%	16%	16%	23%
After a paragraph of positive bio on both candidates:					
% Osborn	52%		53%	53%	
% Fischer	32%		36%	39%	
% Undecided	16%		11%	8%	

Dramatic post-messaging movement has recurred in every poll that has tested it. See final page of the attached polling memo for the positive language for both candidates consistently used across polling. Thanks to the unique partisan dynamic of the race and the strength of Dan’s background, our voters are uniquely movable. The post-messaging numbers, described by pollster GSG as “almost unheard-of”, point to the potential of a well-funded media spend to move the needle in this race.



A Strikingly Cost-Effective Investment

Election	Current Polling	Cost of 1,000 GRPs Statewide (Approximations)
OH-SEN	D +4.5	\$750,000
TX-SEN	R +6	\$2,500,000
MI-SEN	D +11	\$1,000,000
NY-19	R +9	\$1,450,000 (district wide)
NE-SEN	R +1	\$230,000

In a year of record-breaking spending, most races require massive investments to move the needle.

Nebraska is an extremely affordable media market. Both candidates have raised an order of magnitude less than competitive Senate candidates in every other close Senate race this year.

An investment in Nebraska moves the needle more than an identical investment everywhere else, by a significant margin.

Osborn's Fundraising Has Outpaced Fischer's

Osborn outraised Fischer almost 2-1 in the pre-primary filing. As of September 9, Osborn has raised a total of \$2.9 million.

	Osborn	Fischer
2023 Q4	\$153k (includes two weeks of Q3)	\$881k
2024 Q1	\$456k	\$730k
2024 Q2	\$1,035k	\$678k

A \$1 million IE ad buy has been airing for Osborn since August 10.

August 15, 2024

To: Interested Parties

From: YouGov

Re: Nebraska Voters Open to Independent Candidates for US Senate

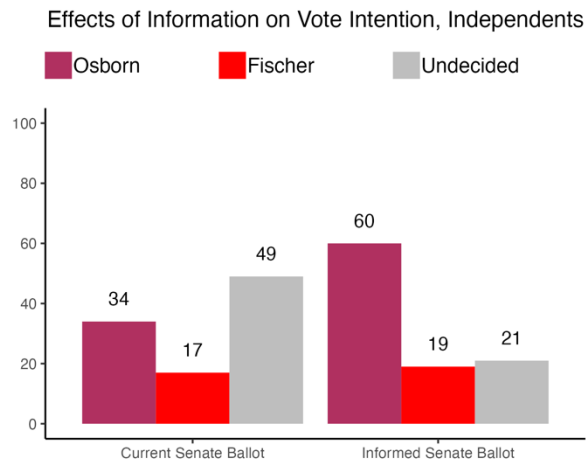
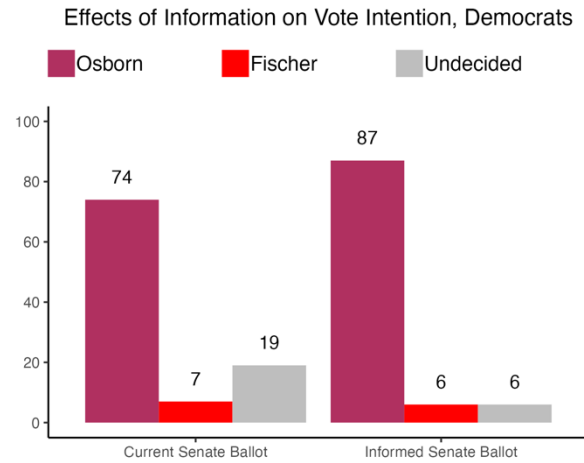
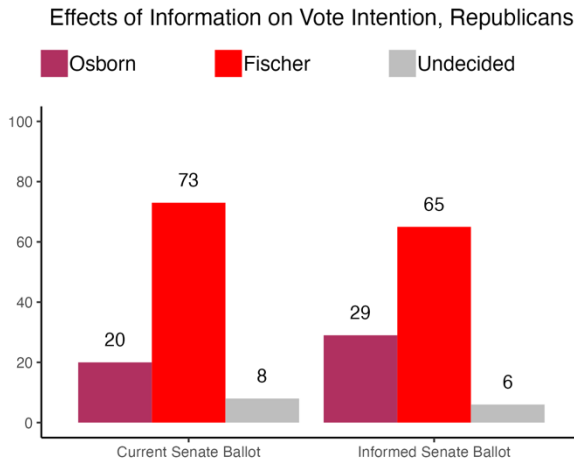
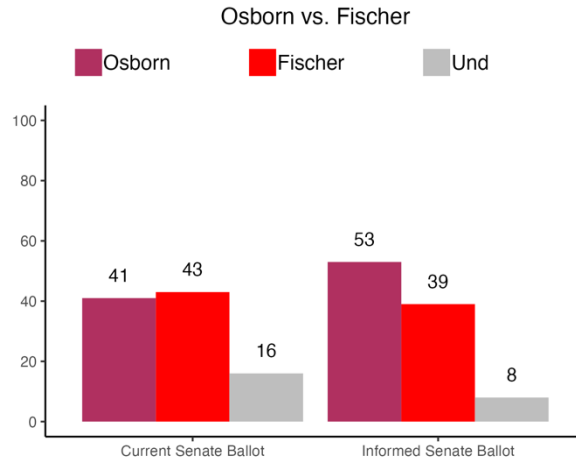
New data from statewide polling among registered voters in Nebraska indicates a tight race for US Senate between Senator Deb Fischer and Independent Dan Osborn. Senator Deb Fischer has weak support among Nebraska voters, and over two-thirds of voters of all partisan leanings are open to supporting an Independent candidate for US Senate. The race between Fischer and Osborn starts tied within the margin of error but swings strongly in favor of Osborn after voters receive neutral profile information for both candidates.

KEY FINDINGS

- **Despite the Republican Party’s stronghold in Nebraska, Senator Deb Fischer has weak support and voters across the political spectrum are open to alternatives.** 72% of voters may consider electing an Independent for US Senate – that figure includes the majority of self-identified Republicans (63%) who are willing to defect from the party line. Fischer has poor standing (34% Favorable / 38% Unfavorable) and many voters are considering “someone else” instead of re-electing Fischer (41% “someone else” / 38% re-elect).
- **An initial test of the Senate ballot shows a tight race between Osborn and Fischer, with many voters undecided (41% Osborn / 43% Fischer / 16% Undecided).** Self-identified Republicans largely support Fischer (73% Fischer / 20% Osborn) while Democrats favor Osborn (74% Osborn / 7% Fischer). Independents are supportive of Osborn, though many are undecided (34% Osborn / 17% Fischer / 49% Undecided).
- **Neutral information on both candidates (see appendix) swings strongly in favor of Osborn (53% Osborn / 39% Fischer / 8 % Undecided).** In this scenario, Osborn swings some Republican support away from Fischer (28% Osborn / 65% Fischer), and pulls support from initially-undecided Democrats (88% Osborn / 6% Fischer) and Independents (60% Osborn / 19% Fischer / 21% Undecided).

Findings are based on a poll conducted by YouGov from July 31 - August 12 among N = 500 registered voters in Nebraska. The margin of error for the full sample is +/- 5.2; the margin of error for subgroups varies and is higher.

Reference Charts



Appendix

OSBORN BIO: Dan Osborn, an Independent from Omaha, is a military veteran, industrial mechanic, and union leader. He served in the Navy and the Guard and has worked 60-hour weeks as an industrial mechanic his entire adult life. Unlike anyone in the Senate, Osborn knows what it means to work for a living - and he's tired of bought-and-paid-for politicians wasting our hard-earned tax dollars on handouts to special interests. Osborn won't be a yes man for Biden or Trump and will always be an independent voice for working Nebraskans.

FISCHER BIO: Deb Fischer, a Republican from Lincoln, is a U.S. Senator and cattle rancher. After a thirty-five year career in agriculture and education she was elected as the first woman to represent Nebraska for a full-term in the U.S. Senate. Fischer is a strong supporter of President Trump and has been endorsed by Trump. She has fought the Biden Administration and is working to secure the border, drive down taxes and inflation, and is focused on supporting veterans, farmers, and families across Nebraska.