

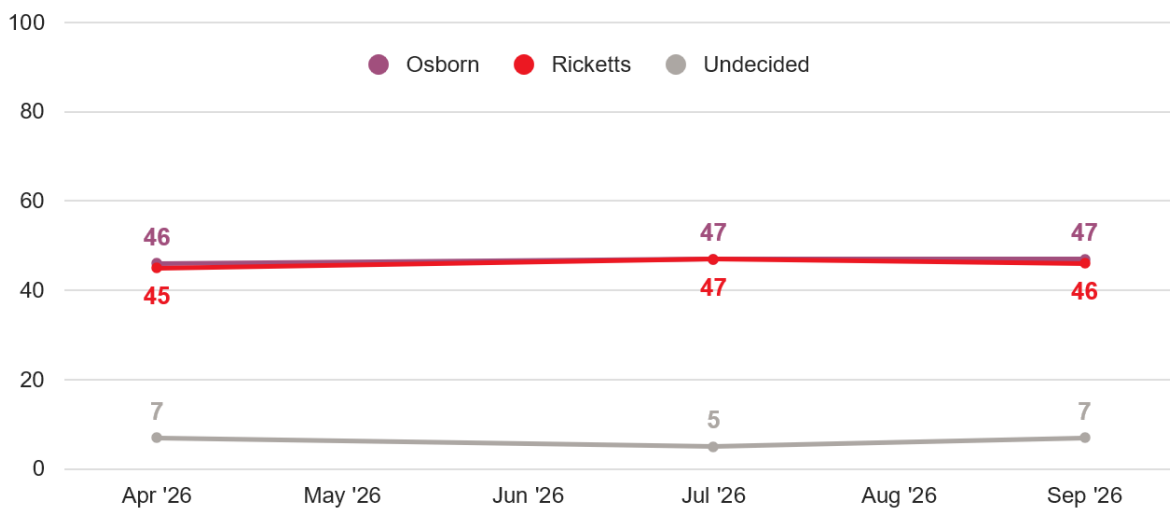
To: Interested Parties

From: GBAO

Date: September 17, 2026

Osborn Leads Ricketts Despite Big Spending from GOP

With less than two months before Election Day, Nebraska voters¹ give Independent Dan Osborn a 47 – 46 percent advantage in the race against incumbent Republican Senator Pete Ricketts. This race has stayed remarkably consistent over the past six months, despite millions of dollars spent in negative ads against Osborn. Ricketts is unable to open up an advantage and finds himself in a real fight to save his political career.



The following are key findings from this survey:

- Independent voters have abandoned Ricketts.** Nebraska still has a Republican advantage, but that is undercut in this race by Osborn is aided by a massive 45-point advantage with Independents (67 – 22 percent). Osborn is even winning 11 percent of self-identified Republicans.
- The environment is tough for Republicans.** Despite cruising to victory in 2024 here, President Trump's personal standing is underwater (44 – 49 percent favorable/unfavorable). Ricketts is in a similarly poor spot, with just 41 percent rating him favorably and 47 percent holding a negative opinion.

¹ Results are taken from a survey of 800 likely voters in the November general election for U.S. Senate in Nebraska on behalf of Working Class Majority PAC. Interviews were conducted by live dialers via telephone and through text-to-web responses between September 3-8, 2026. Results carry a margin of error of +/- 3.5 percentage points at a 95 percent confidence interval.



- **The static nature of this race is clear from a range of other data as well.**

In February, an [Osborn internal from Impact Research](#) found Ricketts up one, 48-47.

Over the next six months, Ricketts and allies outspent the Osborn side by more than \$2 million in paid media. The GOP-side aired nearly 10,000 points more than their opponents on TV throughout the state, with an advantage of >3,000 in the Omaha and Lincoln DMAs.

In August, an [Osborn internal from Impact Research](#) found the race tied, 47-47.

Over the next month, the Ricketts side has had a spending advantage of more than \$2.5 million, with a statewide TV advantage of more than 14,000 GRPs, including a 6,500 point lead in Omaha and Lincoln.

In September, a [poll from SurveyUSA](#) had Osborn up four points, 46-42.

This race remains a toss-up. Osborn has weathered Ricketts' avalanche of money and demonstrated that his independent brand is uniquely durable. But Ricketts' spending shows no sign of abating, and we cannot afford to leave Ricketts unanswered as undecided voters begin to tune in this fall.