



SENATE  
LEADERSHIP  
FUND

## SENATE POLLING & MEDIA UPDATE

*October 8, 2024*

### *One Month In, One Month Out*

Thanks to your generous investment, *in the last month since Labor Day* we have:

- Pushed Jon Tester's image and ballot position upside-down, giving Tim Sheehy a small but durable lead.
- Helped Dave McCormick close to within two points of Bob Casey.
- Driven entrenched Democrat Sherrod Brown well below 50% on the ballot, even while Brown outspent Bernie Moreno by 3-to-1 or more.
- Turned Tammy Baldwin's image upside-down and tightened the ballot, as Donald Trump and Eric Hovde are moving up.

We still have a lot of work to do to maximize our gains in this critical Senate election. We need to add media markets and expand into the final week in *all* our target states. We also have to guard our flanks:

- **Nebraska** has emerged as a serious trouble-spot as polls show Sen. Deb Fischer in a tight race with Dan Osborn, an Independent in the mold of Bernie Sanders. We are now polling to assess whether intervention is necessary to protect the seat.
- In **Texas** (see below), Colin Allred has crept up on Ted Cruz by heavily outspending him for weeks.

We are putting everything we have into this fight—so there is no looking back with regret.

*Let's make this final month count.*

With gratitude,

*Steven Law*  
*President & Chief Executive Officer*

# Latest Polling Data

## Proprietary & Confidential

### ARIZONA

#### SLF Internal Poll/Public Opinion Strategies

	Oct	Sept	Aug
Lake Fav/Unfav:	37/53	36/54	39/49
Gallego Fav/Unfav:	40/36	40/30	40/28
Generic Senate Ballot   GOP vs. DEM:	45/46	46/47	47/46
Pres Ballot   Trump vs Harris/Biden:	47/47	49/47	50/46
<b>Senate Ballot   Lake/Gallego:</b>	<b>42/47</b>	45/48	47/50

### MARYLAND

#### MD Future Internal Poll/Public Opinion Strategies

	Oct	Mid-Sept	Early Sept	Aug
Hogan Fav/Unfav:	57/33	62/30	68/21	70/19
Alsobrooks Fav/Unfav:	44/25	42/18	43/16	39/15
Generic Senate Ballot   GOP vs. DEM:	37/52	35/54	39/50	39/51
Pres Ballot   Trump vs Harris/Biden:	32/61	35/60	35/58	37/57
<b>Senate Ballot   Hogan/Alsobrooks:</b>	<b>41/48</b>	41/48	49/41	46/41

#### MARYLAND POLLING NOTES

Gov. Hogan has been knocked back on the ballot after intensive advertising by Alsobrooks and national Democrats on abortion and being a Republican. The race isn't over yet: Alsobrooks is being sharply [criticized in local news](#) for cheating on her taxes, and those revelations are being [amplified in ads](#) by Maryland's Future PAC. If this race becomes a choice between a negatively defined Alsobrooks vs. Hogan instead of Red vs. Blue, Hogan has a decent chance to win.

### MICHIGAN

#### SLF Internal Poll/American Viewpoint

	Oct	Mid-Sept	Early Sept	Aug
Rogers Fav/Unfav:	28/ <b>35</b>	26/ <b>33</b>	24/ <b>28</b>	24/ <b>23</b>
Slotkin Fav/Unfav:	37/28	36/28	36/26	33/22
Generic Senate Ballot   GOP vs. DEM:	43/43	44/43	46/43	48/43
Pres Ballot   Trump vs Harris/Biden:	42/45	42/44	45/46	46/44
<b>Senate Ballot   Rogers/Slotkin:</b>	<b>38/46</b>	<b>38/40</b>	<b>41/43</b>	<b>44/43</b>

## MICHIGAN POLLING NOTES

The climb in Mike Rogers' unfavorable numbers and his drop on the ballot are a textbook case of what happens when a candidate isn't on the air to shape his image and deflect attacks. Still, the tightness of the presidential race and tied generic Senate ballot indicate the environment is ripe for a GOP win. Rogers is now on the air with a solid ad buy, and SLF is defining Slotkin as a liberal who votes against Michigan's auto industry and jobs.

## MONTANA

### *SLF Internal Poll/Guidant Polling & Strategy*

	<i>Oct</i>	<i>Late Sept</i>	<i>Early Sept</i>	<i>Aug</i>
Sheehy Fav/Unfav:	48/45	47/45	47/47	42/44
Tester Fav/Unfav:	46/50	46/51	47/46	46/48
Generic Senate Ballot   GOP vs. DEM:	52/41	52/43	50/42	49/42
Pres Ballot   Trump vs Harris/Biden:	57/40	55/42	54/42	48/40
<b>Senate Ballot   Sheehy/Tester:</b>	<b>48/44</b>	50/45	49/46	48/46

## MONTANA POLLING NOTES

Our relentless two-track media strategy (SLF and American Crossroads) is starting to lock in a durable lead for Tim Sheehy over two-term juggernaut Jon Tester. Tester and Schumer are still pouring millions into the race, hoping to rehabilitate Tester's image and tear down Sheehy. That means it's too early to declare victory and shift resources elsewhere.

## NEVADA

### *SLF Internal Poll/Axis Research*

	<i>Oct</i>	<i>Sept</i>	<i>Aug</i>
Brown Fav/Unfav:	31/39	32/38	32/36
Rosen Fav/Unfav:	40/38	45/36	44/32
Generic Senate Ballot   GOP vs. DEM:	42/44	45/44	43/44
Pres Ballot   Trump vs Harris/Biden:	46/46	45/45	42/46
<b>Senate Ballot   Brown/Rosen:</b>	<b>36/43</b>	38/45	42/47

## NEVADA POLLING NOTES

Despite Jacky Rosen's worsening image and weakness on the ballot, Sam Brown has struggled to close the gap in this race, largely due to nonstop ads savaging him on abortion. The dead-heat presidential race suggests Nevada is up for grabs, but this is also a state where Democrats have vastly superior organization on the ground—and that can deliver a couple extra points in a close race.

## OHIO

### SLF Internal Poll/Axis Research

	Mid-Oct	Late Sept	Early Sept	Aug
Moreno Fav/Unfav:	32/42	34/42	31/36	27/30
Brown Fav/Unfav:	46/42	44/43	47/37	51/34
Generic Senate Ballot   GOP vs. DEM:	44/42	41/42	45/41	46/44
Pres Ballot   Trump vs Harris/Biden:	47/43	47/43	48/43	45/44
<b>Senate Ballot   Moreno/Brown:</b>	<b>39/45</b>	39/44	38/45	41/52

### OHIO POLLING NOTES

As with Montana, our two-track media strategy has broken through Sherrod Brown's "moderate" persona and pushed him below 50% on the ballot. Meanwhile, Brown has massively outspent Moreno on TV, inflicting serious damage on Moreno's image that is preventing him from closing the ballot gap. This week's results may be a tad pessimistic, but Moreno has to close the sale.

## PENNSYLVANIA

### SLF Internal Poll/The Tarrance Group

	Oct	Mid-Sept	Aug
Casey Job Approve/Disapprove:	49/44	49/39	53/33
McCormick Fav/Unfav:	46/42	43/39	40/37
Generic Senate Ballot   GOP vs. DEM:	48/49	44/47	43/48
Pres Ballot   Trump vs Harris/Biden:	48/49	48/48	45/51
<b>Senate Ballot   McCormick/Casey:</b>	<b>46/48</b>	46/50	44/49

### PENNSYLVANIA POLLING NOTES

No GOP Senate candidate this year lives up to Winston Churchill's famous injunction "Deserve Victory" more than Dave McCormick. McCormick's campaign has painstakingly built a right-side-up image while SLF and others have degraded Casey's job approval by a net -15 points. McCormick still needs to close the gap with Trump on the ballot, and Trump needs to win.

## TEXAS

### SLF Internal Poll/The Tarrance Group

	Oct	Mid-Sept
Cruz Fav/Unfav:	49/48	49/47
Allred Fav/Unfav:	48/36	40/28
Generic Senate Ballot   GOP vs. DEM:	52/43	49/45
Pres Ballot   Trump vs Harris/Biden:	50/45	50/46
<b>Senate Ballot   Cruz/Allred:</b>	<b>48/47</b>	47/44

## TEXAS POLLING NOTES

Beginning in early August, Colin Allred has been heavily outspending Ted Cruz on TV, closing up the multicandidate ballot to a single point. GOP outside groups (including a dedicated Cruz super PAC) joined the fray in late September and narrowed Allred's spending advantage. We are carefully monitoring additional media placements and will have fresh polling numbers here next week.

## WISCONSIN

### *SLF Internal Poll/American Viewpoint*

	<i>Oct</i>	<i>Mid-Sept</i>	<i>Early Sept</i>
Hovde Fav/Unfav:	37/43	36/43	36/40
Baldwin Fav/Unfav:	46/48	48/43	47/46
Generic Senate Ballot   GOP vs. DEM:	47/45	45/45	47/46
Pres Ballot   Trump vs Harris/Biden:	46/45	43/45	46/46
<b>Senate Ballot   Hovde/Baldwin:</b>	<b>45/46</b>	43/48	45/47

## WISCONSIN POLLING NOTES

After weathering months of brutal attacks on his character, Eric Hovde just launched [one of this cycle's best ads](#), flicking off the hard punches he's taken. As we enter the final month, Tammy Baldwin's negatives are higher than Hovde's and the ballot has closed to a statistical dead-heat. With Trump edging ahead and a generic Senate ballot that shows room for further growth, this race has become a top priority for SLF.

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## *Post-Labor Day Media Activity*

In **Montana** and **Ohio**, we are conducting double-tracked media campaigns, enabling us to counter the combined weight of incumbent Senators' campaigns, Schumer's Super PAC and the DSCC. To accumulate the required advertising inventory, we run parallel ad campaigns through Senate Leadership Fund and American Crossroads.

In **Pennsylvania** SLF is doing the same thing in cooperation with a pro-McCormick Super PAC. In **Maryland**, Maryland's Future PAC kicked off a \$25 million media campaign on behalf of Gov. Hogan. Last week, SLF rolled out an additional \$67.5 million in media and digital placements in **Michigan** and **Wisconsin**, as well as a second month of placements in **Pennsylvania**.

### *Budget Committed to Date*

#### **Montana**

<i>Senate Leadership Fund—Sept/Oct</i>	\$26.7 million
<i>American Crossroads—Sept-Oct</i>	\$25.6 million

#### **Ohio**

<i>Senate Leadership Fund—Sept/Oct</i>	\$80.2 million
<i>American Crossroads—Sept/Oct</i>	\$35.5 million

#### **Pennsylvania**

<i>Senate Leadership Fund—September</i>	\$25.0 million
<i>Senate Leadership Fund—October</i>	\$21.9 million
<i>American Crossroads—October</i>	\$6.2 million

#### **Michigan**

<i>Senate Leadership Fund—October</i>	\$22.8 million
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#### **Wisconsin**

<i>Senate Leadership Fund—October</i>	\$17.5 million
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*By early next week, SLF will roll out further investments in these top-priority Senate races, based on our latest polling.*

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## *Ad Links*

### **Maryland**

#### **Maryland's Future "Independent" 9/24 – 9/30**

TV/Digital :30 – <https://youtu.be/eGyPPOoGnbc>

Radio "Earned Our Trust" :60 – <https://youtu.be/bvBJPyGmzd8>

#### **Maryland's Future "Taxes" 9/25 – 9/27**

TV/Digital :30 – <https://youtu.be/zZWcoTjP2YI>

Digital :15 – <https://youtu.be/l2MIpHmk36s>

Digital :06 – <https://youtu.be/Ua1TOEVoL7c>

Radio "Dodged" :60 – <https://youtu.be/-KKRVJObjz8>

#### **Maryland's Future "Above The Law" 9/28 – 10/7**

TV/Digital :30 – <https://youtu.be/NSV6-8mgVqA>

Digital :15 – <https://youtu.be/lS52RjTZ7V8>

Digital :06 – <https://youtu.be/gLa44fsMmKY>

Radio "Acknowledges" :60 – <https://youtu.be/dfYQKvorjjQ>

#### **Maryland's Future "Odd" 10/8 – 10/17**

TV/Digital :30 – [https://youtu.be/a2LbJT5Q\\_rI](https://youtu.be/a2LbJT5Q_rI)

Digital :15 – <https://youtu.be/yqPQyN55FUo>

Digital :06 – <https://youtu.be/zj-63khITsI>

Radio "Pattern" :60 – <https://youtu.be/L-NqooxyXLQ>

### **Michigan**

#### **SLF "Says Yes" 10/1 – 10/7**

TV/Digital :30 – <https://youtu.be/1h9sOcmQBGS>

Digital :15 – [https://youtu.be/yBWnTAAXL\\_k](https://youtu.be/yBWnTAAXL_k)

Digital :06 – <https://youtu.be/T9MWMrrXPww>

Radio :60 – <https://youtu.be/pCaeqvr1up8>

#### **SLF "Hood" 10/8 – 10/14**

TV/Digital :30 – <https://youtu.be/eICVXLKIrzo>

Digital :15 – <https://youtu.be/3MgSWFLjPwA>

Digital :06 – <https://youtu.be/kS5DE-V-2kI>

Radio :60 – <https://youtu.be/QpcpkpMsbVo>

### **Montana**

#### **SLF "Changed" 9/24 – 9/30**

TV/Digital :30 – <https://youtu.be/-ZUQPLIEoy4>

Digital :15 – [https://youtu.be/PR\\_-iJf6\\_IY](https://youtu.be/PR_-iJf6_IY)

Digital :06 – [https://youtu.be/2h\\_m5BFsXoA](https://youtu.be/2h_m5BFsXoA)

#### **SLF "Another" 10/1 – 10/7**

TV/Digital :30 – [https://youtu.be/G3da\\_AXKX1E](https://youtu.be/G3da_AXKX1E)

Digital :15 – <https://youtu.be/cepmXqITA7A>

Digital :06 – [https://youtu.be/\\_5EGbV9CgpM](https://youtu.be/_5EGbV9CgpM)

## **Montana** (cont'd)

### **AC "Cost You" 9/30 – 10/8**

TV/Digital :30 – <https://youtu.be/gYCrkpiRMhM>

Digital :15 – <https://youtu.be/YKVy5W-WiJw>

Digital :06 – [https://youtu.be/7\\_wZ3YS0514](https://youtu.be/7_wZ3YS0514)

Radio "Already Know" :60 – <https://youtu.be/Q3F-194lJio>

### **SLF "Willy Nilly" 10/8 – 10/14**

TV/Digital :30 – [https://youtu.be/2Z-A\\_Mbz1qM](https://youtu.be/2Z-A_Mbz1qM)

Digital :15 – <https://youtu.be/J6WD2lezH6g>

Digital :06 – <https://youtu.be/iyfg6-YNpoi>

### **AC "20 Years" 10/9 – 10/17**

TV/Digital :30 – [https://youtu.be/HmmXEQD02\\_o](https://youtu.be/HmmXEQD02_o)

Digital :15 – <https://youtu.be/XisUYREQaJ8>

Digital :06 – <https://youtu.be/H4jvMR4YI4A>

Radio "Typical" :60 – <https://youtu.be/IVayQ8f4dp4>

## **Ohio**

### **SLF "Granddad" 9/24 – 9/30**

TV/Digital :30 – <https://youtu.be/-OZj9MSDt2M>

Digital :15 – <https://youtu.be/J-4ElSUiscY>

Digital :06 – <https://youtu.be/JDYuv2lZ02o>

Radio :60 – <https://youtu.be/4zhwvtRhMaU>

### **AC "Changed" 9/26 – 10/4**

TV/Digital :30 – <https://youtu.be/-DORezYQBZs>

Digital :15 – <https://youtu.be/VOXblJpaRzM>

Digital :06 – <https://youtu.be/SP6yHqvekCY>

Radio :60 – <https://youtu.be/IPSjBJFPwUo>

### **SLF "Thought" 10/1 – 10/7**

TV/Digital :30 – <https://youtu.be/qcRwDj4jKUw>

Digital :15 – <https://youtu.be/8TSoTOu09Lo>

Digital :06 – <https://youtu.be/OjMIDwvreWI>

Radio :60 – <https://youtu.be/t3uiKMv8Xu4>

### **AC "Stand Up" 10/5 – 10/13**

TV/Digital :30 – <https://youtu.be/3os-kzBLjOs>

Digital :15 – <https://youtu.be/z1MJcOmfiYg>

Digital :06 – <https://youtu.be/e3IuA-SEP-4>

Radio :60 – <https://youtu.be/YJlaesvQPb8>

### **SLF "Funny" 10/8 – 10/14**

TV/Digital :30 – <https://youtu.be/LbZBG03w--M>

Digital :15 – [https://youtu.be/uVHE4\\_7Ukm4](https://youtu.be/uVHE4_7Ukm4)

Digital :06 – <https://youtu.be/dSR636aZ3kU>

Radio :60 – <https://youtu.be/2SKF6cNWP5Q>



## **Pennsylvania**

### **SLF “Detained” 9/24 – 10/1**

TV/Digital :30 – [https://youtu.be/y3xv\\_NKCPs4](https://youtu.be/y3xv_NKCPs4)

Digital :15 – <https://youtu.be/6Bqur4vZrvs>

Digital :06 – [https://youtu.be/S5XU1F2nJ\\_8](https://youtu.be/S5XU1F2nJ_8)

Radio “Preventable” :60 – <https://youtu.be/eOktRgHEtM>

### **AC “Higher” (Philadelphia DMA Only) 10/2 – 10/7**

TV :30 – <https://youtu.be/b-RAC2iF79I>

### **AC “Too Liberal” (Pittsburgh DMA Only) 10/2 – 10/7**

TV :30 – <https://youtu.be/ytychRd8DOU>

### **SLF “Accountable” 10/2 – 10/8**

TV/Digital :30 – <https://youtu.be/Kw7kbBhRCXA>

Digital :15 – <https://youtu.be/SzLBAoCCTFc>

Digital :06 – <https://youtu.be/1VlTvoiwb48>

Radio “Rewarding” :60 – <https://youtu.be/63CIL68RYf4>

### **AC “Middle Class” (Pittsburgh DMA Only) 10/8 – 10/15**

TV :30 – <https://youtu.be/r4RYjsWaCBU>

## **Wisconsin**

### **SLF “Twenty-Five” 10/1 – 10/7**

TV/Digital :30 – <https://youtu.be/2QEuBlWQ8bE>

Digital :15 – <https://youtu.be/hTkmK6LGWqA>

Digital :06 – <https://youtu.be/TsbEjIX7O4I>

Radio “Y2K” :60 – [https://youtu.be/2RJvO\\_esWJg](https://youtu.be/2RJvO_esWJg)

### **SLF “What Happened” 10/8 – 10/14**

TV/Digital :30 – <https://youtu.be/Wo0eVcEf42o>

Digital :15 – [https://youtu.be/z3n2G\\_3u2ew](https://youtu.be/z3n2G_3u2ew)

Digital :06 – [https://youtu.be/GBSI\\_I124QU](https://youtu.be/GBSI_I124QU)

Radio “Better” :60 – [https://youtu.be/O\\_ociO8ZEc](https://youtu.be/O_ociO8ZEc)

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