

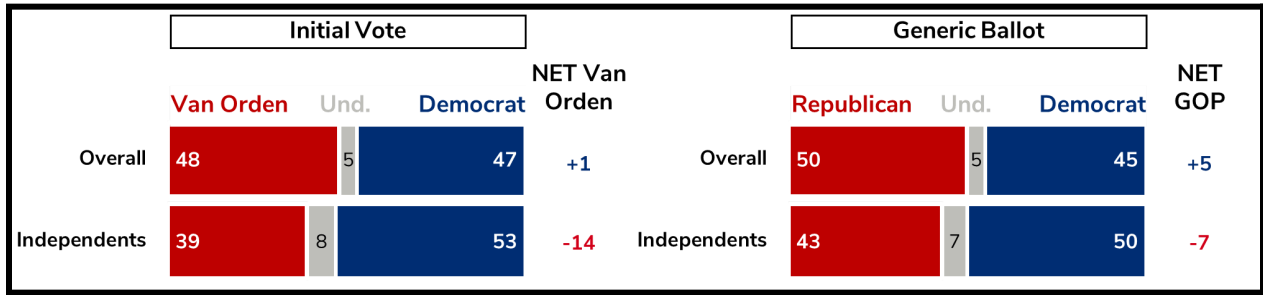


To: Interested Parties
From: DCCC Targeting and Analytics Department
Date: July 2024
RE: **DCCC Polling Memo: Van Orden Virtually Tied with an Unnamed Democratic Opponent**

A new survey in Wisconsin's 3rd congressional district shows that Rep. Derrick **Van Orden is virtually tied with a generic Democratic opponent, and his lack of support from swing voters makes him deeply vulnerable this November.** Republicans outnumber Democrats by 10 points in this district, but Van Orden's weakness with Independents and even some Republicans enables the eventual Democratic nominee to far outperform the environment.

KEY FINDINGS

- **Derrick Van Orden begins the race below the crucial 50% mark and essentially tied with a Democratic opponent.** Van Orden takes 48% of the vote, while a generic Democrat earns 47% and 5% are undecided, well within the survey's margin of error.
- **Self-Identified Independent voters drive Van Orden's weakness.** Van Orden trails a generic Democrat by double digits (14 points) among Independent voters, 39% to 53%, with 8% undecided.
 - The group makes up 39% of the likely electorate, larger than the share of voters identifying with either party, making them a crucial swing group.
- **Van Orden lags far behind a generic Republican, especially with Independents.** A generic Republican leads a generic Democrat by 5 points, 50% to 45% – 4 points stronger than Van Orden's margin.
 - The difference is largest with self-identified Independents: a generic Republican and Democrat are within single digits of each other with the group (43%-50%), while **among these same Independent voters, Van Orden trails a generic Democrat by twice as much (14 vs. 7 points).**
- **A balanced positive and negative message deteriorates Van Orden's position further.** After those messages, the race is tied at 47%, demonstrating that Van Orden's anti-abortion extremism and pattern of bullying kids makes him uniquely vulnerable in November.



Methodology: These results are based on a survey of 600 likely 2024 voters in WI-03, conducted from May 29-31, 2024 via landline, cell phone, and text-to-web. The margin of error is +/-4.0% at a 95% confidence interval, with larger margins of error for demographic subgroups.

About the District: Wisconsin's 3rd congressional district contains 19 counties and expands across the southwestern and westernmost portions of the state. Per TargetSmart's urbanity modeling, the district's registered voter population is primarily (72.8%) rural, with about a quarter of registrants living in suburban areas (26.5%) and 0.6% in urban areas. The district's citizen voting age population (CVAP) is 93.9% White, 1.5% Black, 1.8% Hispanic/Latino, 1.9% AANHPI, and 0.9% Native American. 28.6% of 25+ residents have a 4-year degree or higher.