

TO: Interested Parties
FROM: Global Strategy Group
DATE: August 21, 2018
RE: **POLL RESULTS – Democrat Randy Bryce holds edge in campaign to replace Paul Ryan**

Retiring Speaker Paul Ryan’s congressional district is on the verge of turning blue, as an internal survey finds Democrat Randy Bryce holding a 1-point lead over Republican nominee Bryan Steil. In the wake of primary elections in which more Democrats turned out to vote than Republicans, Randy Bryce is on track to pull out a win in the closely watched Southeastern Wisconsin district.

Key findings from Global Strategy Group’s poll of 401 likely 2018 General Election voters in Wisconsin’s 1st Congressional District are as follows:

KEY SURVEY FINDINGS:

- **Bryce kicks off the General Election campaign with a slight advantage over Steil.** In the initial vote, voters in the district narrowly favor local ironworker Randy Bryce over Ryan’s hand-picked successor, Bryan Steil (41% Bryce/40% Steil). This is a tremendous swing toward Bryce in a district that Ryan won by 35 points in 2016, and at the time of the survey, Bryce had yet to actively campaign against Steil. Growing dissatisfaction with Republicans in Washington is clearly contributing to that movement, as the President’s favorability is 10 points underwater (44% favorable/54% unfavorable) in a district he won by the same margin, 10 points, just two years ago.
- **Republican mudslinging won’t work in Wisconsin’s 1st District.** After messaging simulating an expensive, ugly General Election campaign, like Republicans appear to be running, Bryce holds onto his lead (Bryce 44%/Steil 42%). In fact, Bryce pulls away among key voting blocs, including independents (+12 Bryce initial vote/+19 final) and ideological moderates (+26 Bryce initial vote/+40 Bryce final) after they learn more about him, despite also hearing Republicans’ personal attacks against Bryce.

ABOUT THIS POLL

Global Strategy Group conducted a survey from July 11th to 15th, 2018 with 401 likely 2018 General Election voters in Wisconsin’s 1st Congressional District. The results have a margin of error of +/-4.9%, and care has been taken to ensure the geographic and demographic divisions of the expected electorate are properly represented based on past voter turnout statistics.