MEMO

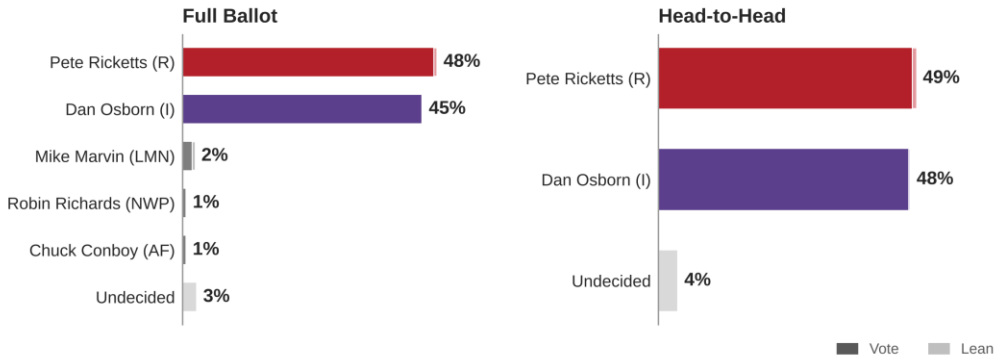
TO: Interested Parties
FROM: NPA Polling
DATE: November 1st, 2026
RE: Nebraska 2026 General Election Survey Results

BOTTOM LINE

In the final week of the campaign, Republican Pete Ricketts leads Independent Dan Osborn 48% to 45% for U.S. Senate, within the +/-3.5% margin of error.

U.S. SENATE: RICKETTS LEADS BY 3

Statewide likely voters (n=800). Ballot totals include voters leaning toward a candidate. The analysis below is based on Full Ballot crosstabs.



- **Ricketts leads by 3.** Asked the full five-candidate ballot, voters favor Pete Ricketts (R) 48% to Dan Osborn (I) 45%, with the three minor-party candidates at 4% combined and 3% undecided. Head-to-head, it is 49% to 48%.
- **Undecided and minor-party voters lean Republican.** 7% of likely voters are undecided or backing a minor-party candidate on the full ballot. This group is 54% registered Republican and 19% registered Democrat, and 66% voted for Donald Trump in 2024.

ELECTORATE PROFILE

Statewide n=800. Weighted percentages; may not sum to 100% due to rounding.

Political	State
Party Registration	
Republican	55%
Democrat	27%
Independent / Other	18%
Ideology	
Conservative	50%
Moderate	26%
Liberal	23%
Unsure	2%
2024 Presidential Vote	
Trump	58%
Harris	38%
Someone else	2%
Did not vote / DK	1%
Media Market	
OMAHA DMA	**50%**
Douglas	29%
Sarpy	11%
Rest of Omaha DMA	11%
LINCOLN & HASTINGS-KEARNEY DMA	**38%**
Lancaster	17%
Rest of Lincoln & Hastings-Kearney DMA	21%
Rest of State	**11%**

Demographic	State
Age	
18-34	15%
35-44	15%
45-54	15%
55-64	18%
65+	38%
Gender	
Male	49%
Female	51%
Race	
White	88%
Black	3%
Hispanic	5%
Asian / Other	4%
Education	
Non-college grad	59%
College grad	41%

Methodology: NPA Polling surveyed 800 likely 2026 general election voters in Nebraska from October 25th to 29th, 2026, via live calls and text-to-web from a voter-file-based sample. Respondents were screened for likelihood of participation in the November 3rd general election, and responses were weighted to match the expected electorate on key demographics. The margin of error is +/- 3.5% at a 95% confidence level. Margins of error for subgroups are larger. Percentages may not equal 100% due to rounding, and totals may not equal the sum of their components.