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To: Interested Parties

Subject: Pfaff Leads Van Orden in Wisconsin's Congressional Race After Voters Hear Van Orden's Record on Abortion, Capitol Riots, and Harassment

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A new Public Policy Polling survey finds that while Republican Derrick Van Orden initially leads Democrat Brad Pfaff by 5 points (45-40) in the race for Wisconsin's 3rd Congressional District, Pfaff ends up with a 2-point lead (44-42) after voters hear about Van Orden's views on abortion, his participation in the January 6th riots, and his history of sexual and verbal harassment. 14% of voters remain undecided between the candidates.

Van Orden's initial lead can be attributed in part to higher name recognition because he ran for this seat in 2020. A third (33%) of voters are unsure of their opinion of him, while 45% of voters are unsure of their opinion of State Senator Pfaff. The voters who do have an opinion of the candidates are split about equally between those who view the candidates favorably and those who view them unfavorably: Van Orden has a net positive favorability rating of 2 points (34-32), and Pfaff's favorability is underwater by just 1 point (27-28).

Voters are less likely to vote for Van Orden after hearing some information about him. 44% of voters, including 50% of women, say hearing that Van Orden celebrated the overturning of *Roe v. Wade*, compared abortion care to genocide, and vowed to defund Planned Parenthood makes them less likely to vote for him. Another 47% of voters say they are less likely to vote for Van Orden after hearing that he was part of the January 6th riots at the Capitol. Only 17% are more likely to vote for him because of his involvement in the riots. The most damning piece of information about Van Orden in the eyes of voters is that he carried a loaded gun into an airport, bragged about sexually harassing two female officers in the military, and verbally harassed a teenaged librarian aide over a book display he disagreed with. A majority (55%) says that makes them less likely to vote for him, with only 7% saying that makes them more likely to vote for him.

On the informed ballot question, Pfaff gains 4 points from the initial vote (40% to 44%) while Van Orden loses 3 points from the initial vote (45% to 42%). Pfaff's growth is especially notable among women: women initially support Pfaff by a 6-point margin (45-39) but end up supporting him by a 16-point margin (50-34).

Public Policy Polling surveyed 626 Wisconsin 3rd Congressional District voters from August 18-19, 2022. The margin of error is +/- 3.9%. 50% of interviews for the survey were conducted by telephone and 50% by text message.

