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INDIANA STATEWIDE PUBLIC POLL – MEMORANDUM

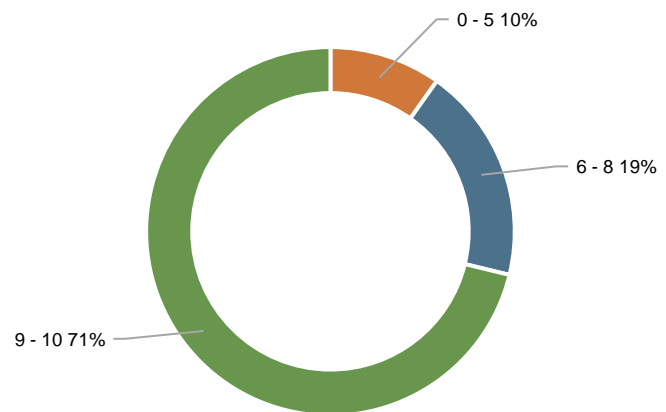
DATE: Tuesday, October 30, 2018
TO: Interested Parties
FROM: Brent Buchanan, President & Josh Pendergrass, Director, Client Strategy
RE: Key Findings: Survey of IN Likely General Election Voters

[Cygna](#) has completed a statistical review of our recent public survey and identified the following key findings, analysis of public opinion, and awareness of upcoming political races and issues in Indiana. The information below was gathered through a phone survey of likely general election voters conducted October 26 – October 27, 2018. This survey has a sample size of n505 and a margin of error of $\pm 4.36\%$ at a 95% confidence interval.

INTENSITY OF INTEREST

We asked voters how interested they are in the November 6th general election on a scale of 0 to 10, 0 being not interested and 10 being extremely interested.

- Voter intensity is strong, with 19% of voters having already voted and another 73% saying they will definitely vote.
- 69% of females and 74% of males fell in the high interest range.
- 74% of those over 50 and 66% of under 50 fell into the high interest range.
- 74% of Democrats, 71% of Republicans, and 70% of Independents fell in the high interest range.



GENERIC BALLOT

- Republicans hold a roughly 7-point advantage on the generic ballot (52%-45%), outperforming the national generic ballot (D+7.6) by over 14 points
- 96% of Democrats and Republicans say they prefer a candidate of their own party, indicating a high retention of support for both parties.
- On the generic ballot, 44% of Independents favored Democrats, while 48% favored Republicans, with 8% undecided.

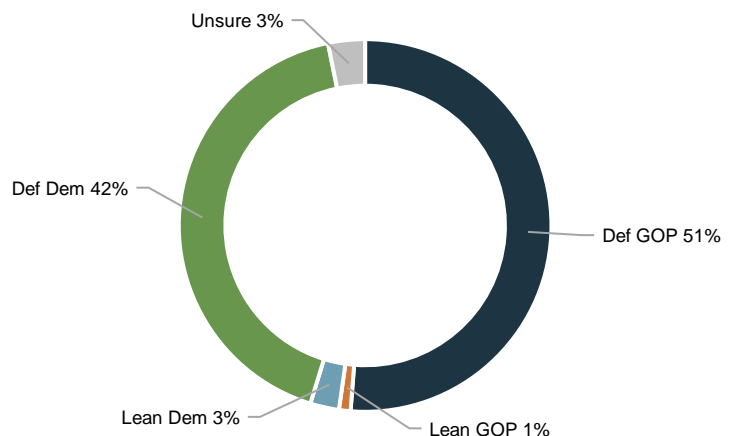
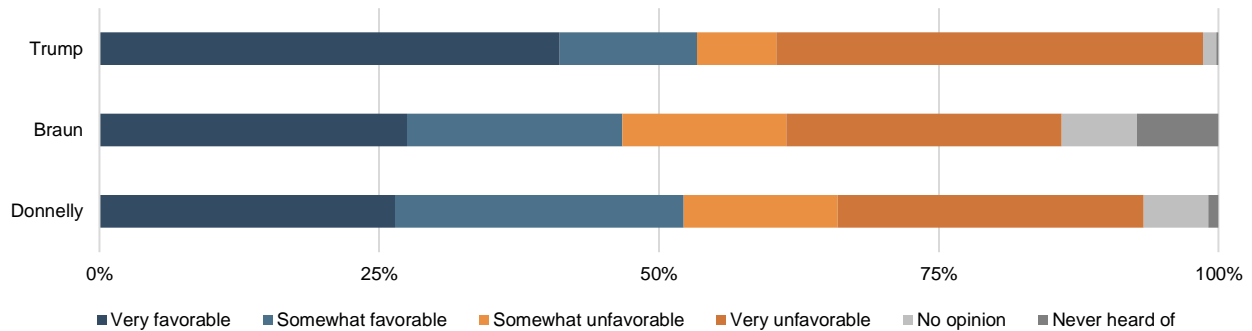


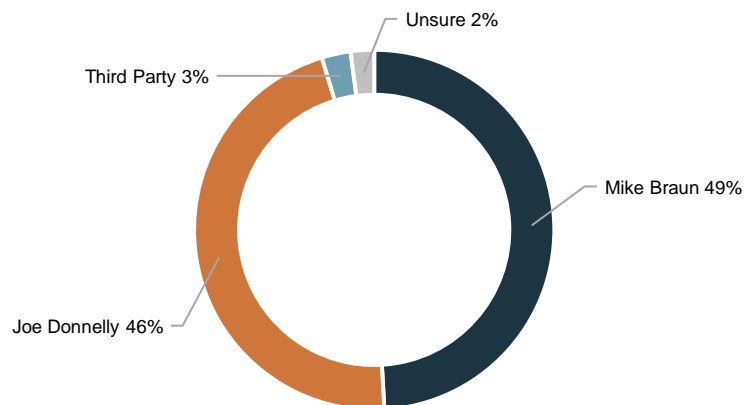
IMAGE TESTS



- Trump's image has a net favorability of +8 (53% fav / 45% unfav). This outperforms his national average (net -11) by 19 points. 79% of respondents expressed a strong opinion of Trump (41% very fav / 38% very unfav).
- Voters' opinion of the president falls largely along party lines with 95% of Republicans having a favorable opinion and 92% of Democrats having an unfavorable opinion.
- Independents are divided on the president, with 50% having a favorable opinion and 48% being unfavorable.
- Braun's image is positive, but under 50% Fav (47%). His name ID is high (92%), and his net favorability stands at a net +7.5. His unfavorability is 39%. When drilling down to intensity, his fav/unfav ratio is only +3 (28% very fav / 25% very unfav).
- 71% of Conservatives have a favorable view of Braun, while 17% have a negative view of the candidate. Braun is -7 with Moderates (38%-45%).
- Braun's net favorability is +6 with Independents.
- Donnelly's image is stronger, with name ID reaching 99% and a net favorability of +11. When drilling down to intensity, however, his net favorability is upside down (26% very fav / 27% very unfav).
- Donnelly's net favorability is +7 with Independents.
- 28% of Republicans have a favorable view of Donnelly while 11% of Democrats have a favorable view of Braun.

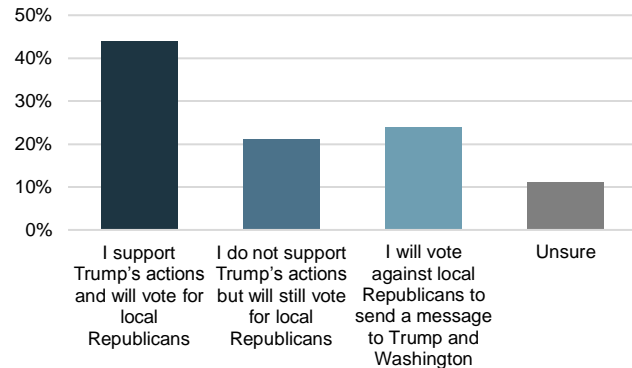
US SENATE BALLOT

- Braun holds a 3-point lead over Donnelly, well within the margin of error of 4.36%.
- Braun underperforms the generic ballot (R+7) by 4 points.
- Braun retains 88% of Republican voters while 10% choose Donnelly.
- Donnelly retains 90% of Democratic voters while 7% of Democrats choose Braun.
- Independents break for Donnelly 47% to 40%.



TRUMP IMPACT ON VOTE

- Though his favorability is evenly split, Trump does not appear to have an overly harmful effect on local Republican candidates, as 65% said they would vote for Republicans either because of or despite their dislike for of the president. Only 24% of the vote is an anger or protest vote.
- Supporters of the president are more likely to vote for Republican candidates than those who do not support the president are to vote for Democratic candidates.
- 78% of those who prefer a generic Republican also support president Trump's actions.
- 51% of those who prefer a generic Democrat say they are sending a message to Trump with their vote.
- 29% of those who prefer a generic Democrat say they oppose Trump but will still support Republican candidates.
- 83% of Republicans, 74% of Democrats, and 36% of Independents say they will vote for local Republican candidates because of their support for the president.
- 50% of Democrats, 1% of Republicans, and 28% of Independents say they do not support the president and will not vote for Republicans in order to send him a message.



METHODOLOGY

This probabilistic live telephone survey was conducted October 26-27, 2018, with 505 likely general election voters. It has a margin of error of $\pm 4.36\%$. Interviews were conducted by live professional agents calling landline and cell phones. Landline phone interviews constitute 63% of the sample, while 37% were conducted by cell phone, each based on the voter file for the state. This survey was weighted to a likely general election voter universe.

ACCESS TO COMPLETE SMART TABLES & CROSSTABS

Cygnal clients may request a complete copy of the Smart Tables (statistically-significant crosstabs) and full crosstabs at no charge. Anyone else may purchase the data for \$875. Email info@cygnal.ai for more details.

ABOUT THE FIRM

Cygnal is a Montgomery, Ala.-based polling and research firm that has conducted more than 780 survey research projects in 42 states. Our team nailed both the 2014 and 2016 election cycles, correctly predicting Trump's margin in Florida and his win in Wisconsin. Campaigns, corporations, associations, national committees, and state organizations rely on Cygnal to gather reliable, affordable polling and survey data in state-wide, congressional, legislative, and local geographies.

