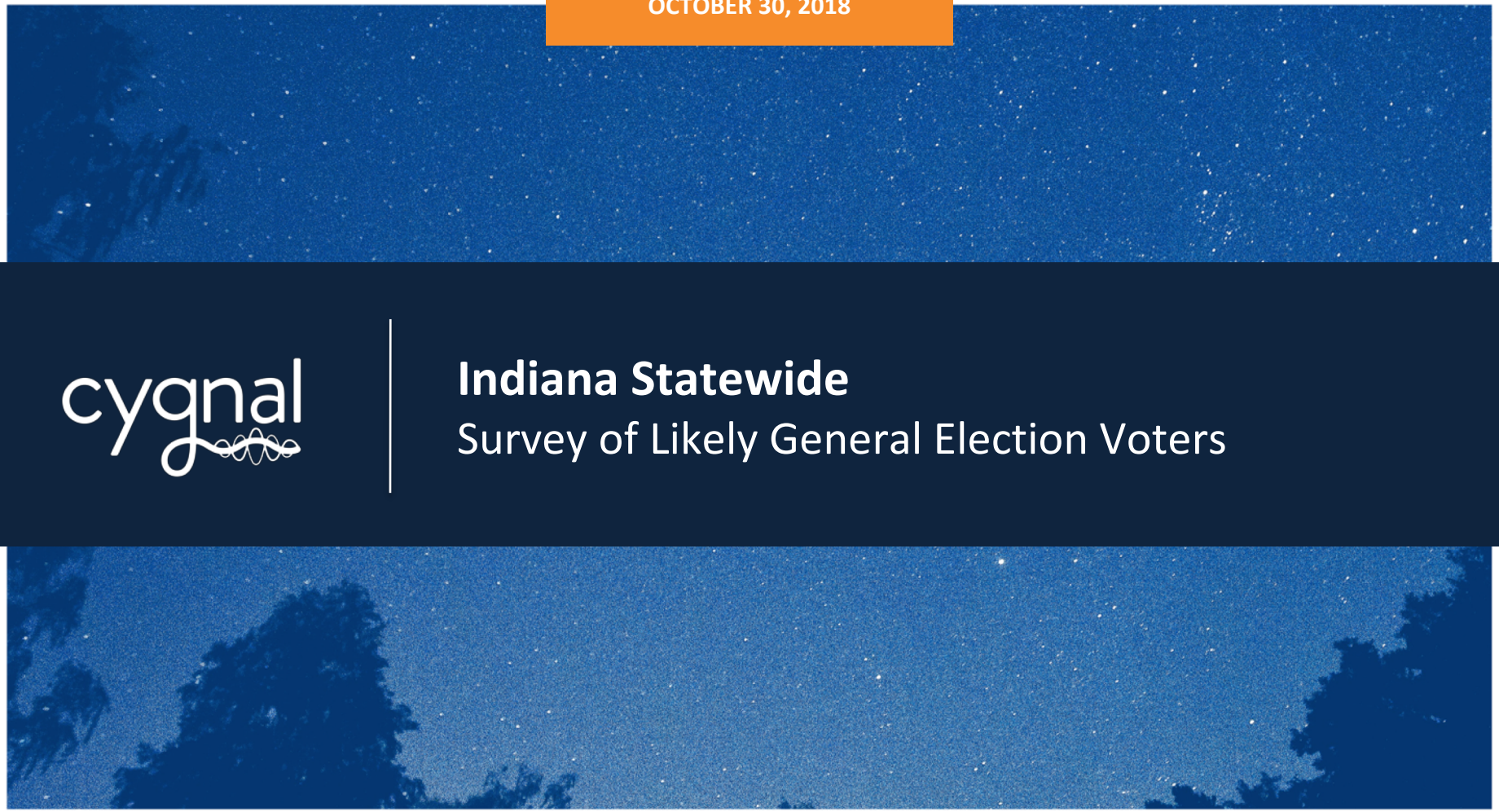
OCTOBER 30, 2018



cygnal

Indiana Statewide

Survey of Likely General Election Voters

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 ±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.

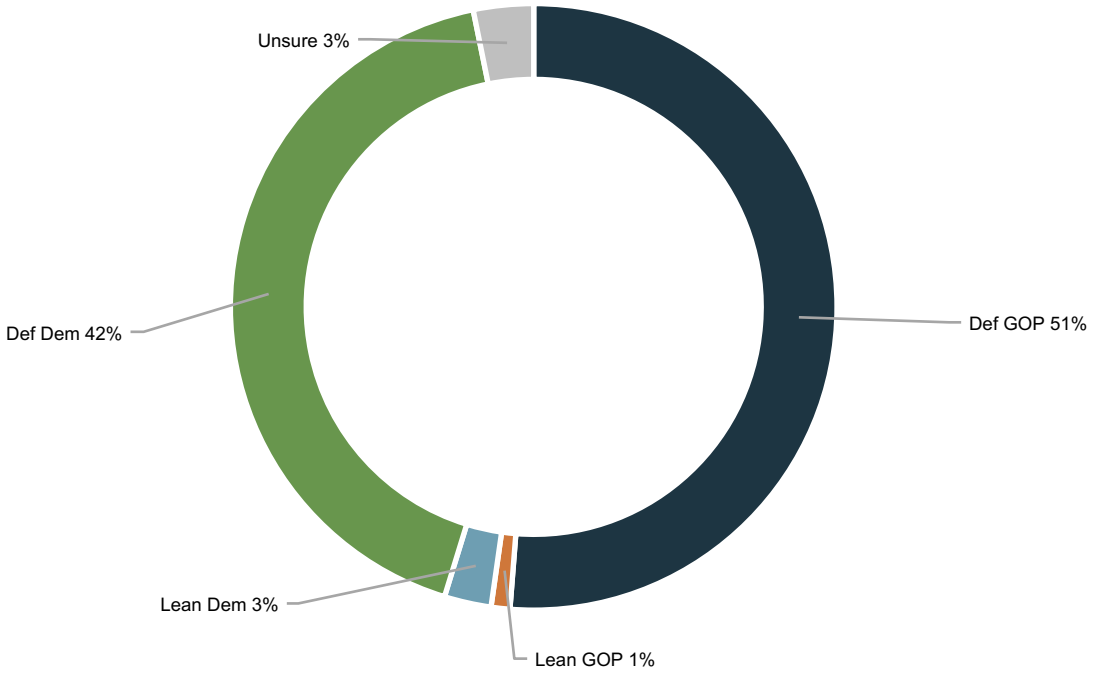
Additional Data

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@cygn.al.

Geo Groupings – Based on Congressional District

North	Central	South
Congressional District 1	Congressional District 4	Congressional District 7
Congressional District 2	Congressional District 5	Congressional District 8
Congressional District 3	Congressional District 6	Congressional District 9

Generic Ballot



	GOP	Dem
0 - 5 Intensity	60%	34%
6 - 8 Intensity	49%	47%
9 - 10 Intensity	52%	46%
Trump Fav	89%	8%
Trump Unfav	11%	88%
Braun Unfav	17%	81%
Donnelly Unfav	83%	16%
US Sen. - Braun	92%	7%
US Sen. - Donnelly	12%	85%
Third Party	29%	56%
Undecided	27%	27%
Men	57%	41%
Women	48%	48%
Under 50	52%	46%
Over 50	52%	44%
GOP	96%	3%
Indep	48%	44%
Dem	3%	96%
North	51%	47%
Central	50%	45%
South	56%	52%

IMAGE TESTS

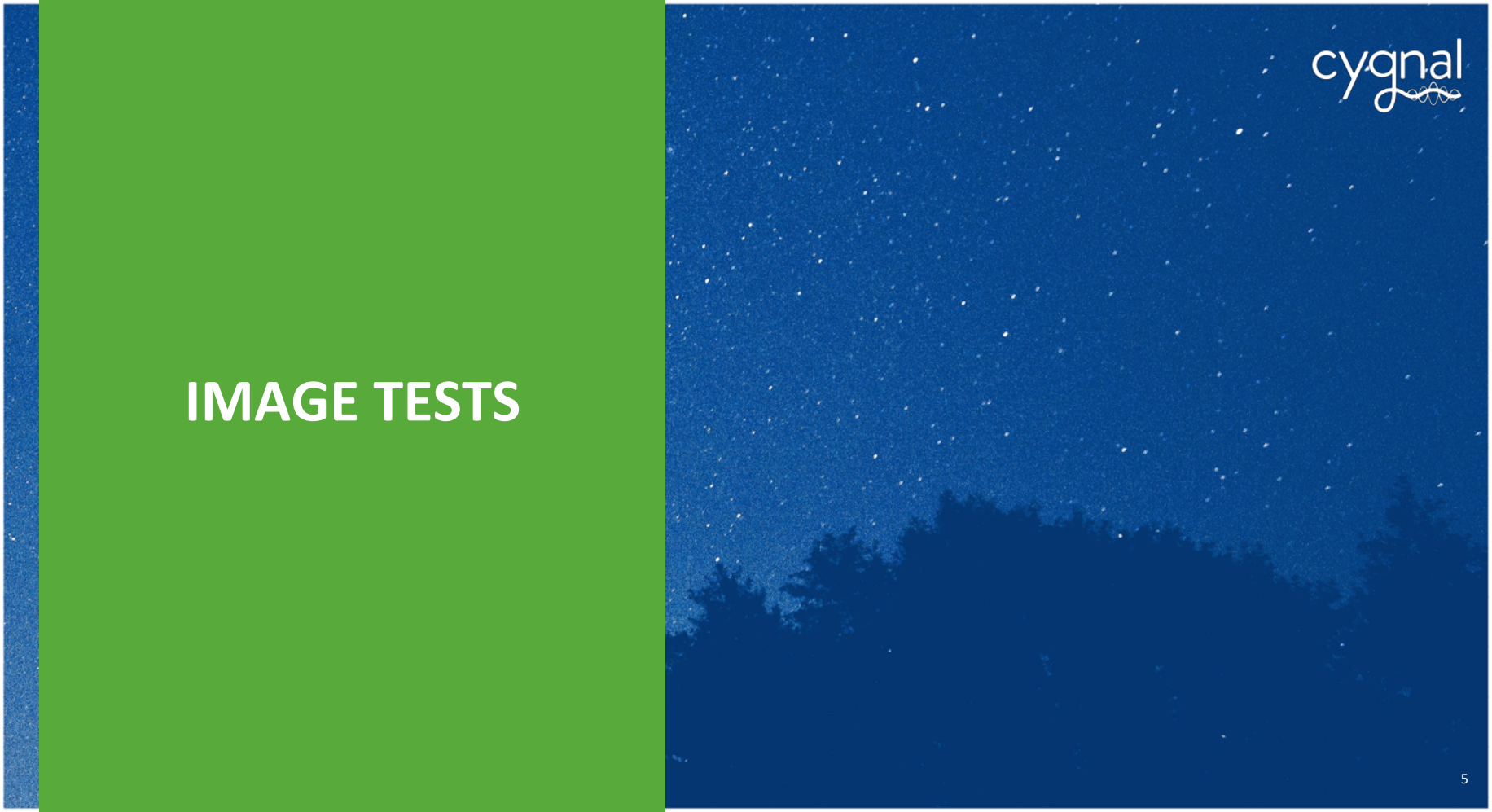


Image Tests – Overall

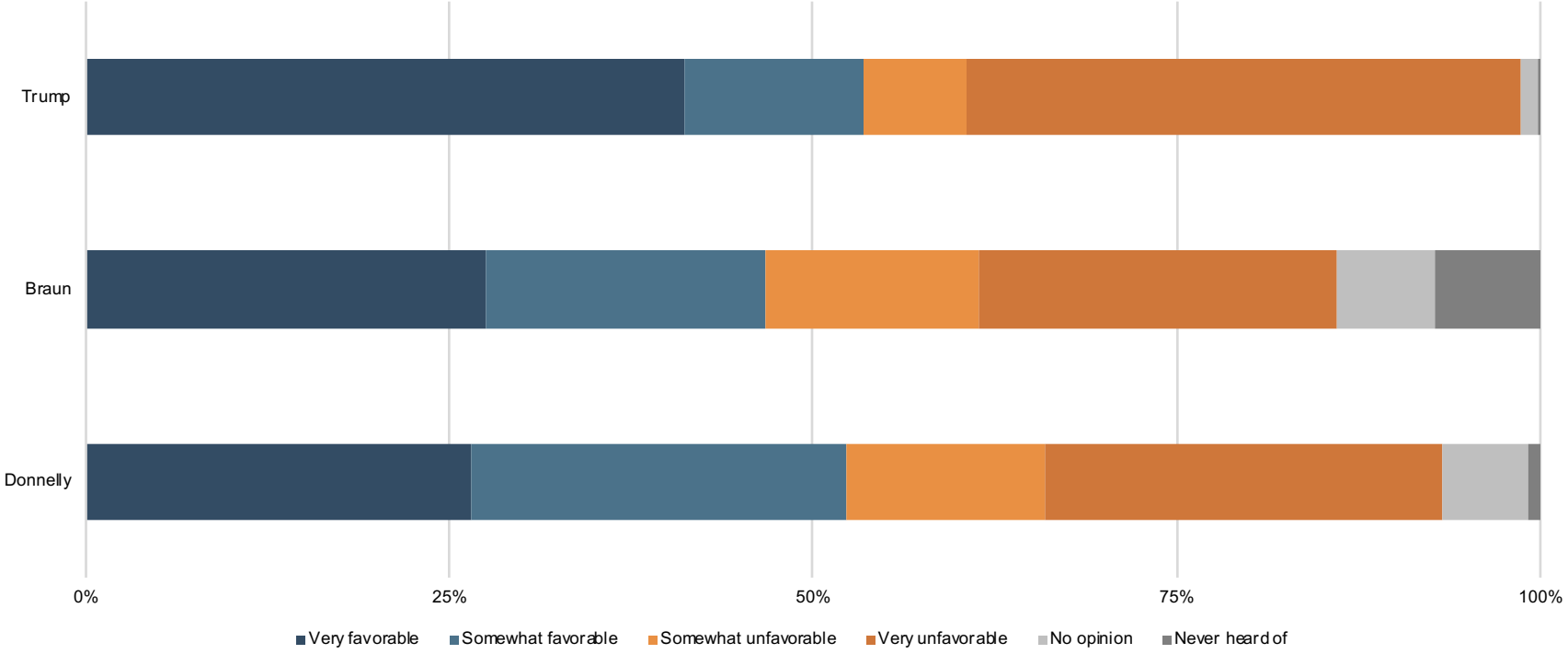
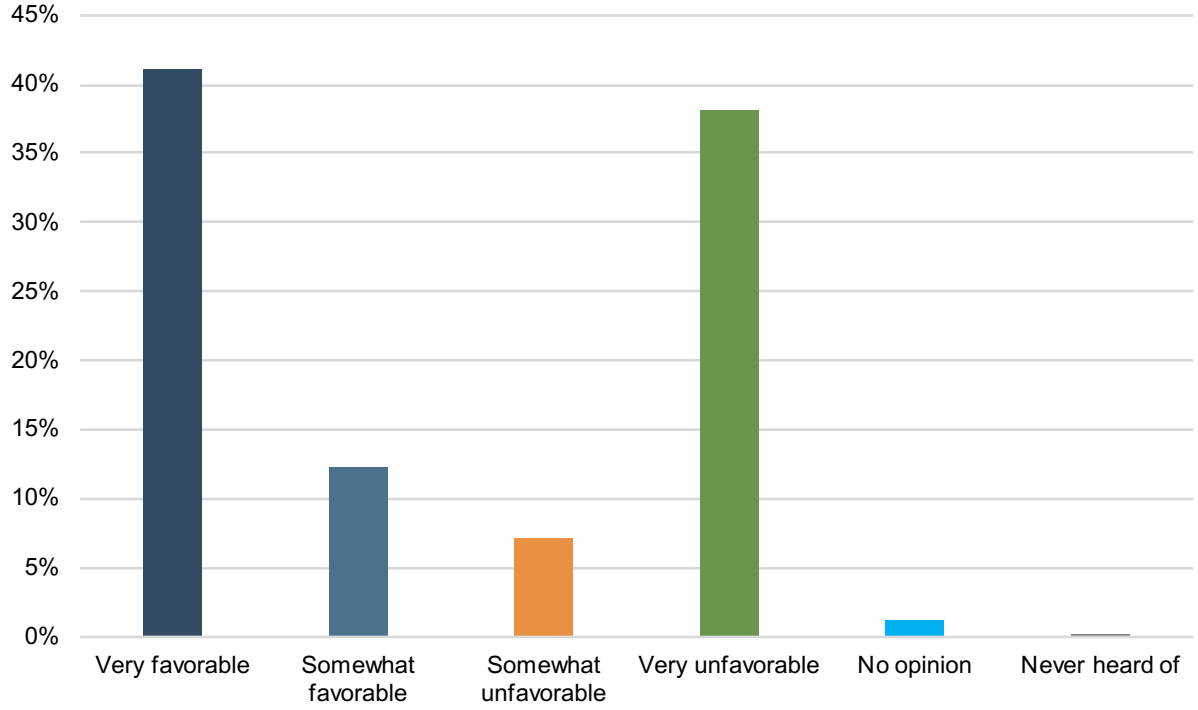
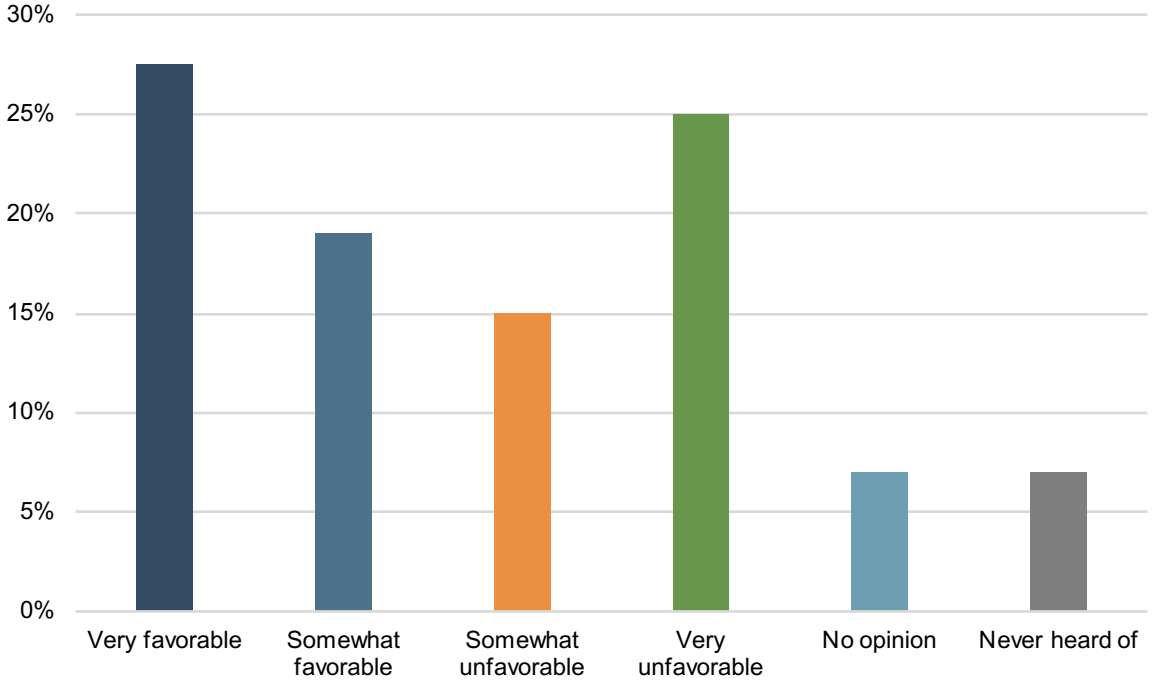


Image Test – Trump



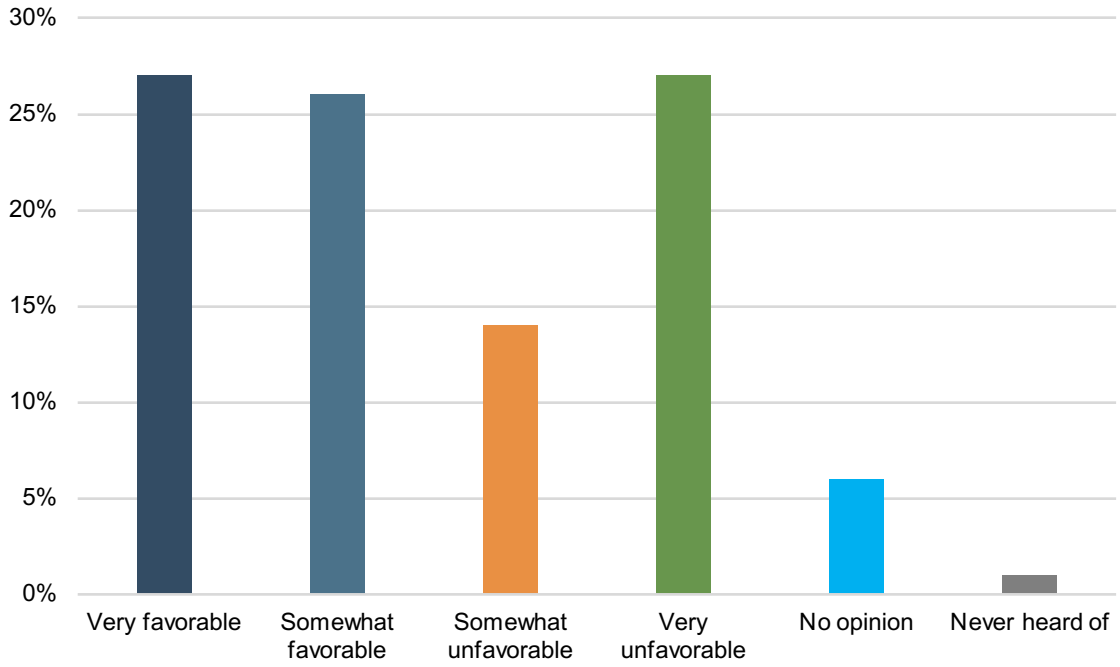
	Fav	Unfav
0 - 5 Intensity	57%	39%
6 - 8 Intensity	51%	47%
9 - 10 Intensity	54%	46%
Generic Repub.	91%	9%
Generic Dem.	9%	89%
Braun Unfav	19%	79%
Donnelly Unfav	84%	16%
US Sen. - Braun	89%	10%
US Sen. - Donnelly	16%	83%
Third Party	53%	47%
Undecided	37%	36%
Men	56%	42%
Women	51%	48%
Under 50	51%	48%
Over 50	55%	44%
GOP	95%	5%
Indep	50%	48%
Dem	7%	92%
North	53%	47%
Central	52%	46%
South	56%	43%

Image Test – Braun



	Fav	Unfav	None
0 - 5 Intensity	42%	36%	23%
6 - 8 Intensity	43%	36%	21%
9 - 10 Intensity	48%	41%	11%
Generic Repub.	77%	13%	11%
Generic Dem.	13%	71%	16%
Donnelly Fav	28%	61%	11%
Donnelly Unfav	76%	16%	8%
US Sen. - Braun	78%	10%	12%
US Sen. - Donnelly	15%	70%	16%
Third Party	22%	71%	7%
Undecided	54%	9%	37%
Men	51%	37%	13%
Women	44%	42%	15%
Under 50	47%	35%	18%
Over 50	47%	42%	12%
GOP	75%	11%	13%
Indep	50%	44%	6%
Dem	11%	72%	18%
North	45%	37%	18%
Central	42%	43%	15%

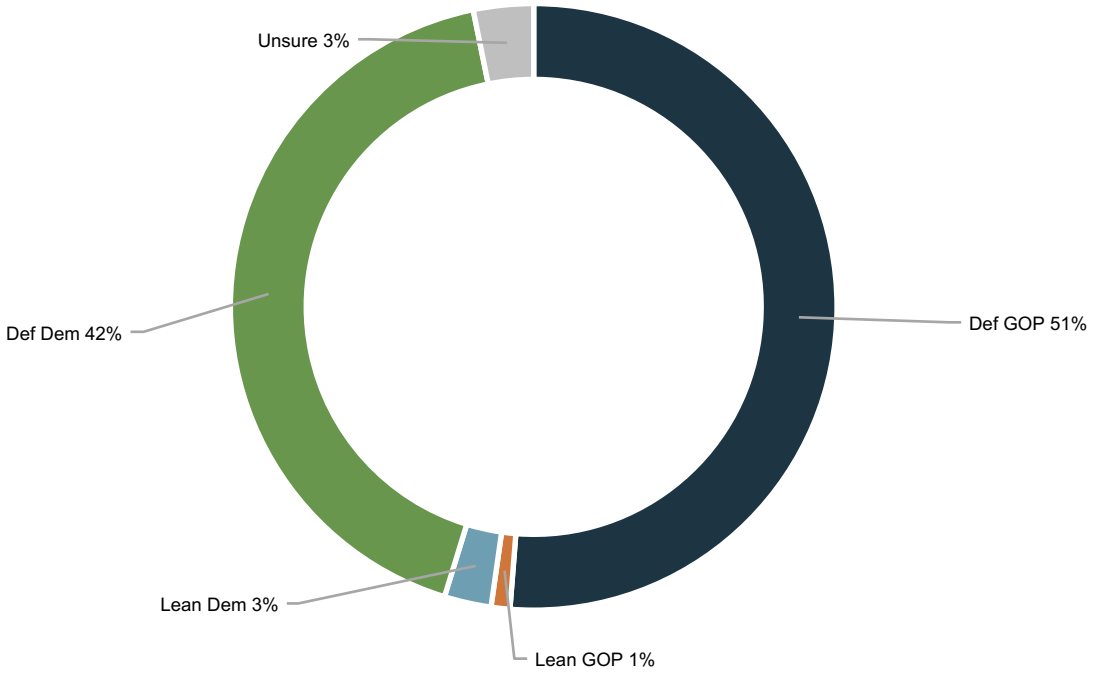
Image Test – Donnelly



	Fav	Unfav	None
0 - 5 Intensity	48%	40%	12%
6 - 8 Intensity	52%	41%	7%
9 - 10 Intensity	53%	41%	7%
Generic Repub.	30%	65%	6%
Generic Dem.	80%	15%	6%
Braun Fav	31%	67%	2%
Braun Unfav	81%	17%	2%
US Sen. - Braun	26%	70%	5%
US Sen. - Donnelly	81%	12%	7%
Third Party	55%	38%	7%
Undecided	52%	41%	7%
Men	54%	42%	4%
Women	51%	40%	9%
Under 50	52%	39%	9%
Over 50	52%	42%	6%
GOP	28%	65%	7%
Indep	51%	44%	5%
Dem	81%	12%	7%
North	51%	41%	9%
Central	54%	39%	8%

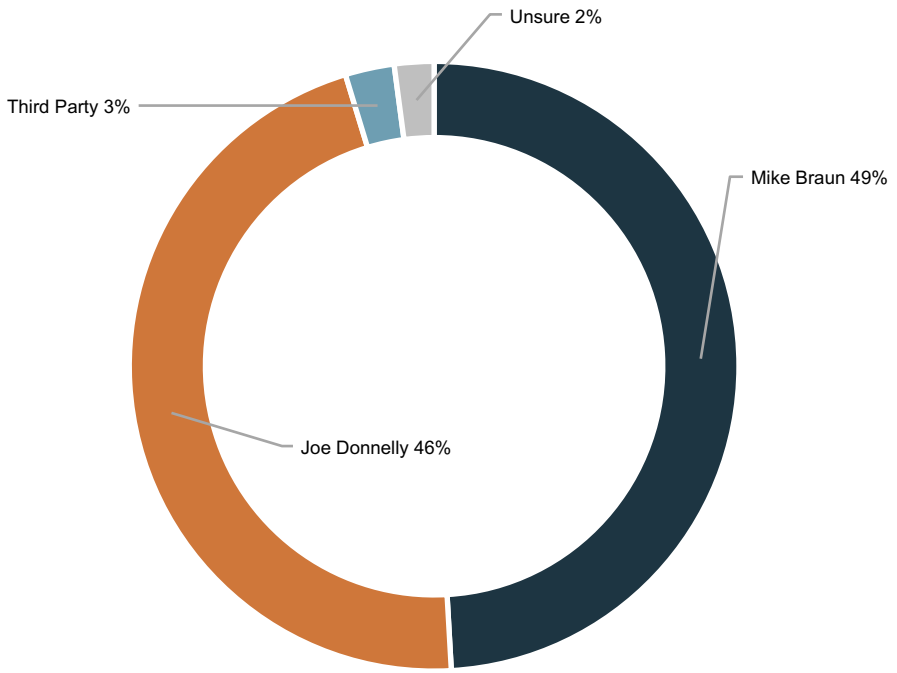
BALLOT TESTS

Generic Ballot



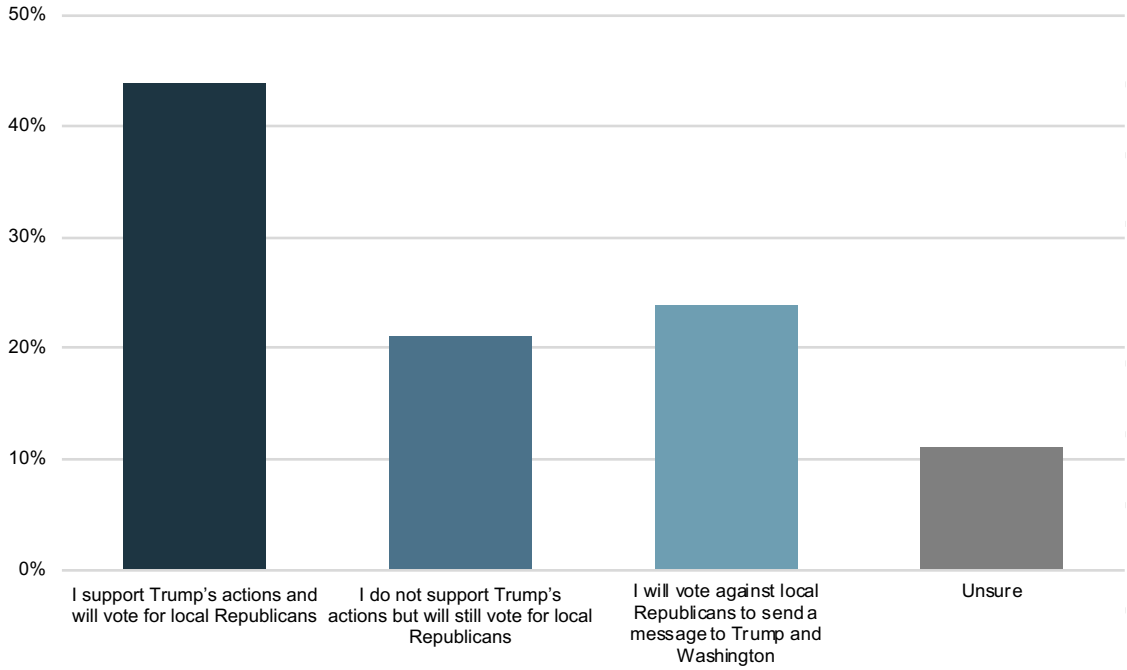
	GOP	Dem
0 - 5 Intensity	60%	34%
6 - 8 Intensity	49%	47%
9 - 10 Intensity	52%	46%
Trump Fav	89%	8%
Trump Unfav	11%	88%
Braun Unfav	17%	81%
Donnelly Unfav	83%	16%
US Sen. - Braun	92%	7%
US Sen. - Donnelly	12%	85%
Third Party	29%	56%
Undecided	27%	27%
Men	57%	41%
Women	48%	48%
Under 50	52%	46%
Over 50	52%	44%
GOP	96%	3%
Indep	48%	44%
Dem	3%	96%
North	51%	47%
Central	50%	45%
South	56%	52%

US Senate Ballot



	Braun	Donnelly	Third Party	Und.
0 - 5 Intensity	55%	33%	6%	6%
6 - 8 Intensity	45%	49%	3%	3%
9 - 10 Intensity	49%	46%	3%	1%
Generic Repub.	87%	11%	1%	1%
Generic Dem.	8%	88%	3%	1%
Trump Fav	82%	14%	3%	1%
Trump Unfav	11%	84%	3%	1%
Braun Unfav	13%	82%	5%	1%
Donnelly Unfav	83%	14%	2%	1%
Men	52%	43%	3%	2%
Women	47%	49%	3%	2%
Under 50	50%	47%	1%	2%
Over 50	49%	46%	3%	2%
GOP	88%	10%	0%	1%
Indep	40%	47%	8%	5%
Dem	7%	90%	3%	0%
North	48%	47%	2%	3%
Central	48%	47%	3%	2%
South	52%	45%	3%	1%

Trump's Influence



	Support Trump & GOP	Oppose Trump & GOP	Oppose Trump / Support GOP
0 - 5 Intensity	45%	14%	24%
6 - 8 Intensity	30%	21%	30%
9 - 10 Intensity	47%	26%	18%
Generic Repub.	78%	2%	14%
Generic Dem.	7%	51%	30%
Braun Unfav	13%	45%	30%
Donnelly Unfav	72%	8%	14%
US Sen. - Braun	77%	3%	12%
US Sen. - Donnelly	11%	46%	30%
Third Party	21%	31%	33%
Undecided	18%	9%	27%
Men	48%	22%	20%
Women	40%	26%	22%
Under 50	44%	26%	20%
Over 50	31%	27%	34%
GOP	83%	1%	11%
Indep	36%	28%	21%
Dem	4%	50%	32%
North	42%	25%	26%
Central	42%	21%	20%
South	48%	26%	18%

Conclusions

1. Voter intensity is strong, with 19% of voters having already voted and another 71% saying they will definitely vote.
2. 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.
3. Voters in Congressional Districts 1 & 4 favor Democrats, while all other districts favor Republicans.
4. Braun leads (49%-46%), but his advantage is within the margin of error.
5. 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).
6. 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).

Conclusions (cont.)

1. Braun's lower net favorability is weighing him down on the ballot test. He may hold a lead over Donnelly, but he's underperforming the generic ballot.

2. Because Trump supporters are more likely to vote for Republican candidates than those who do not support the president are to vote for Democratic candidates, Braun needs to reach out directly to Trump supporters to ensure they turn out to vote.

3. Both parties are retaining their supporters, though Independents are breaking for Donnelly by 7 points.

4. Congressional Districts 3 and 7 could be key, as voters there favor generic Republicans but are currently breaking for Donnelly, underperforming by 6 and 20 points, respectively.

5. With only 2% undecided, this race could largely be determined on which side does a better job of turn outing core supporters.

6. A higher turnout is favorable to Donnelly.

Summary of Demographics

AGE

18 - 34	35 - 49	50 - 64	65+
14%	22%	32%	33%

GENDER

Female	Male
53%	47%

POLITICAL PARTY

Republican	Independent	Democratic
43%	17%	36%

ETHNICITY

White	Black	Hispanic	Other
82%	5%	3%	11%

Summary of Demographics

GEO

North	Central	South
32%	36%	32%

EDUCATION

College	No College
49%	51%

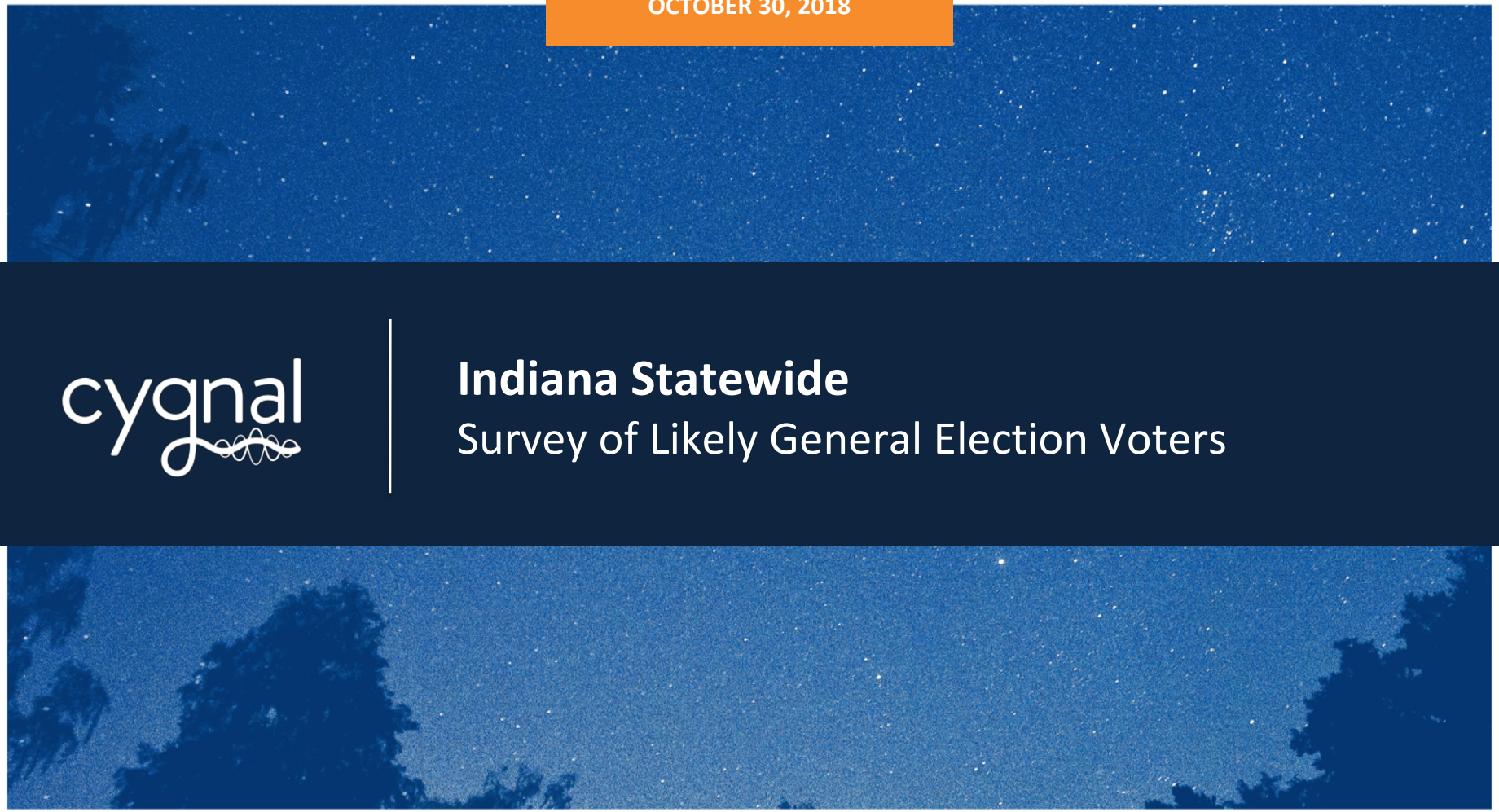
INCOME

<$25k-$49k	$50k-$99k	$100k+
31%	50%	19%

PHONE TYPE

Landline	Cell
63%	37%

OCTOBER 30, 2018



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