

MEMORANDUM

TO: Interested Parties
FROM: Global Strategy Group
RE: Indiana Senate Race
DATE: 08.08.12

Donnelly, Mourdock in Statistical Dead Heat in Race for U.S. Senate

Voters Reject Mourdock's Calls for More Partisanship, Less Compromise

Congressman Joe Donnelly and State Treasurer Richard Mourdock are locked in a close contest as Donnelly leads Mourdock by a 1-point margin in the race for U.S. Senate, according to a recent survey of 601 likely voters in Indiana conducted by Global Strategy Group between August 2 and August 5, 2012. The margin of error at the 95% confidence level is +/- 4.0%.

Key findings include:

- **Despite a challenging partisan environment, Donnelly and Mourdock are locked in a close race for United States Senate:** Even with an 8-point party identification advantage for Republicans – and more than a half a million dollars in attack ads coming from conservative Crossroads GPS - the race for U.S. Senate continues to be a highly competitive one as Donnelly (41%) leads Mourdock (40%) by 1 point with Horning (4%), the Libertarian candidate, trailing in a distant third.
- **Donnelly's favorable ratings have increased, while voters remain mixed on Mourdock:** Donnelly's favorable rating has increased 6-points since May and he is now rated favorably by a margin of 2 to 1 (34% favorable/17% unfavorable). In contrast, voters continue to have mixed feelings about Mourdock (37% favorable/33% unfavorable).
- **Voters see Donnelly as a champion for the middle class and are more likely to support him as a result:** By large margins, voters see Donnelly as the candidate who will fight for the middle class (40% Donnelly/29% Mourdock), protect Social Security and Medicare (42% Donnelly/23% Mourdock) and work with Democrats and Republicans to get things done (39% Donnelly/21% Mourdock). And, that is a big reason voters are more likely to vote for him (43% more likely).
- **Voters reject Mourdock's "my way or the highway" approach:** A near majority of voters (47%) say they are less likely to vote for Mourdock based on what they have seen, read or heard about him lately. These feelings are driven largely by voters' dislike of Mourdock's Tea Party politics and his "my way or the highway" attitude (See Appendix).

The bottom line is this: Despite a challenging partisan environment, Joe Donnelly remains locked in a very close race with Richard Mourdock. Voters are unwilling to accept a candidate whose obstructionist approach puts Hoosiers at risk. Voters want a candidate like Joe Donnelly, who will work with both parties to protect the middle class, representing them in the U.S. Senate.

