

MEMORANDUM

TO: Interested Parties  
FROM: Global Strategy Group  
RE: Indiana Senate Race  
DATE: 10.23.12

---

## Joe Donnelly Leads Richard Mourdock by Two in Race for U.S. Senate

*Donnelly Leads Mourdock 40-38, Bolstered by Independents Rejecting Mourdock's "My Way or the Highway" Approach to Politics*

With just 2 weeks to go until Election Day, Joe Donnelly leads Richard Mourdock by 2 points in the contest for United States Senate, according to a recent survey of 603 likely voters in Indiana conducted by Global Strategy Group between October 17 and October 21, 2012. The margin of error at the 95% confidence level is +/- 4.0%.

Key findings include:

- **In the face of a difficult partisan environment and millions of dollars of negative advertising, Donnelly leads the race for U.S. Senate:** In a state where Republicans outnumber Democrats (Democrat 39%/Republican 47%), the President is trailing his Republican challenger by 10 points, and Republicans have spent more than 11 million dollars trying to convince voters that Mourdock is the right man for the job, Donnelly leads Mourdock by a 2-point margin in both a 3-way contest that includes Libertarian Andrew Horning (Donnelly 40%/Murdock 38%/Horning 8%) and a 2-way contest (Donnelly 43%/Murdock 41%).
- **Independents, a key bloc of undecided voters, feel much more favorably toward Donnelly than toward Mourdock and are much more inclined to support him as a result of what they have seen, read or heard recently:** As Donnelly and Mourdock fight for Independents, these data suggest that Donnelly has significant advantages. Among Independents, Donnelly (43% favorable/27% unfavorable) is viewed much more favorably than Mourdock (29% favorable/41% unfavorable). Additionally, Independent voters are more likely to vote for Donnelly based on what they have seen, read or heard (44% more/25% less), while they are much less likely to vote for Mourdock based on what they have seen, read or heard (18% more/50% less).
- **Donnelly leads Mourdock among Independent voters:** As noted above, Independent voters find Donnelly to be a more appealing candidate, and these feelings translate into real support. Among Independents, Donnelly leads Mourdock by 5-points in a 3-way contest and by 6-points in a 2-way contest.
- **Independent voters reject Mourdock's "my way or the highway" approach to politics:** It is crystal clear to Independent voters that Mourdock has a "my way or the highway" approach to politics (44% Mourdock/14% Donnelly), while Donnelly will work with Democrats and Republicans to get things done (46% Donnelly/15% Mourdock).

**The bottom line is this:** Despite spending millions – and outspending Joe Donnelly by nearly 2 million dollars – Richard Mourdock simply has not been able to convince Hoosiers that he is the right man for the job. Hoosier voters know that for Joe Donnelly, it's about bringing people together to do what is best for the people of Indiana, not about divisive tactics that put politics ahead of what is best for Hoosiers. This choice is clear to voters overall and to the critical slice of undecided voters who will ultimately decide this election come November 6.