



MEMORANDUM

TO: INDIANA JOBS NOW PAC SENIOR LEADERSHIP TEAM
FROM: ADAM GELLER
RE: UPDATED POLL RESULTS IN INDIANA CD 9 GOP PRIMARY
DATE: APRIL 7, 2016

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This memo is based on our live caller telephone survey of 400 likely GOP Primary voters in Indiana's ninth CD. The survey was in the field Mar 22-23, 2016 and has a margin of error of +/- 4.9%.

Overview

Over the past month, Trey Hollingsworth has broken ahead in the GOP primary in Indiana's 9th congressional district. He is leading Greg Zoeller by 12 points, a dramatic increase from the previous month, when Hollingsworth and Zoeller were statistically tied. Erin Houchin remains stuck at 9%. Hollingsworth also has the best image ratio of the candidates, especially amongst the district's large conservative base.

Key Findings

- In our most recent survey, Trey Hollingsworth garners 28% of the congressional primary vote, followed by Attorney General Greg Zoeller (16%), State Senator Erin Houchin (9%), Brent Waltz (8%) and Robert Hall (3%). At this point, 35% of the voters remain undecided.
- Hollingsworth's favorable-unfavorable image is 38%-7% - an increase from last month's 26%-6%. On the other hand, Zoeller has seen an increase in his unfavorable ratings. Last month, Zoeller's favorable-unfavorable image was 32%-9%. Currently, it is 33%-16%. Houchin was 13%-4%; she is currently at 16%-4%.
- Most Republican primary voters in this district consider themselves to be conservative (73%). As they get to know Hollingsworth, they perceive him to be conservative (24% initially thought he was conservative in February; currently 41% see him as conservative). Zoeller is perceived as a liberal or moderate by 33% of voters - up from 24% who viewed him as a liberal or moderate previously.

The Bottom Line:

Candidate perceptions are starting to bake in. The message contrast is working in Hollingsworth's favor, in an environment when being a conservative political outsider and job creator is more appealing to voters than candidates who are political insiders or on the wrong side of important issues.