

TO: Interested Parties
FROM: Global Strategy Group
DATE: August 22, 2016
RE: Indiana's 2016 U.S. Senate Race

Evan Bayh in Strong Position to Win Indiana's U.S. Senate Race

Bayh holds a wide lead, driven by cross-partisan appeal and resounding popularity among centrist voters

Indiana voters remain very familiar and favorable toward Evan Bayh, and he leads Indiana's open-seat U.S. Senate race by 18 points over Republican Todd Young even after a barrage of early Republican spending on negative ads. Bayh has a well-defined, positive reputation in the state that reflects his long history with Indiana voters. The former Governor and U.S. Senator continues to enjoy particular popularity and electoral strength among voters in the middle of the ideological spectrum, a clear asset in Indiana's moderate electorate. Key findings from Global Strategy Group's recent poll of 801 likely November 2016 voters statewide are as follows:

KEY SURVEY FINDINGS:

- **Bayh leads by a wide, double-digit margin:** Bayh is already winning a majority of voters, leading Young by 18 points in a head-to-head ballot test (54% Bayh/36% Young). With just 10% of voters undecided, Young faces limited opportunity to tighten the race between now and November.
- **Bayh remains well-known and well-liked by Hoosier voters:** A majority (55%) of likely voters have favorable opinions of Bayh, while less than one-quarter (23%) have unfavorable attitudes. With 78% of voters familiar with Bayh, he continues to have a positive and well-established profile in the state since leaving office six years ago.
- **Bayh's appeal extends across partisan lines:** Voters of all political stripes, including Democrats (75% favorable/7% unfavorable), Independents (46%/20%), and Republicans (40%/36%), are all more likely to have positive views of Bayh than negative views. Among the wide swath of self-described "moderate" voters who typically decide elections in Indiana, Bayh has a 65% favorability rating and leads the race for Senate by 43 points (64% Bayh/21% Young).

The bottom line is this: Evan Bayh continues to demonstrate the cross-partisan appeal that has driven his long record of success in statewide elections. Bayh's enduring strength as a candidate, even after Washington Republicans have spent heavily on attack ads since he entered the Senate race, leaves him well positioned to earn another victory in Indiana this November.

ABOUT THIS POLL

Global Strategy Group conducted a statewide survey of 801 likely November 2016 voters in Indiana between August 10-14, 2016. The results of this survey have a margin of error of +/-3.5%. Care has been taken to ensure the geographic and demographic divisions of the expected electorate are properly represented based on historical turnout.