



**Date: May 25, 2020**  
**Subject: Indiana Political Landscape**  
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**To: Kyle Hupfer, Eric Holcomb for Indiana**

### **Executive Summary**

BK Strategies surveyed the State of Indiana on May 20-21, 2020, surveying 600 likely General Election voters with live telephone calls to both landline and cell phones. Results have a margin of error of (+/-) 4.0% at the 95% confidence level.

The overall political environment in the state continues to favor Republicans. A **40 percent** plurality of voters self-identify as conservatives, versus only **17 percent** who self-identify as liberals, and by a **43-32** margin voters are more likely to self-affiliate with the GOP than the Democratic Party.

The top issue to a plurality of voters is the effort to get the economy going again. In an open-ended response question, **25 percent** of voters cited something about **re-opening the economy** or getting the economy going again as the top issue facing the state, versus only **13 percent each** who brought up **fighting the virus or improving education**.

Governor Holcomb has seen his already strong position from previous surveys further improve to nearly stratospheric levels. **77 percent** of Hoosier voters view Governor Holcomb favorably, and **79 percent** approve of his job performance. What's more, **83 percent** specifically approve of his handling of the Coronavirus response.

On the ballot, **Governor Holcomb leads Woody Myers by a 64-21 margin**, including a **50-14** lead among voters who say they will “**definitely**” support their candidate. **63 percent** of all Hoosier voters believe Governor Holcomb has done a good enough job to **deserve re-election**.

However, Curtis Hill's struggles continue. AG Hill currently has only a **16 percent favorable** rating, compared to a **29 percent unfavorable** rating, and **Hill trails Jonathan Weinzapfel on the ballot by a 39-32 margin**.

## Image Comparison

Person	Total Favorable	Total Unfavorable
Eric Holcomb	72%	15%
Mike Pence	51%	44%
Donald Trump	49%	48%
Woody Myers	13%	5%
Curtis Hill	16%	29%

## Job Approval Rating Comparisons

Group	Total Approve	Total Disapprove
Holcomb Total Job Approval	79%	15%
Holcomb COVID-specific	83%	13%

## Ballot Comparisons

### Gubernatorial Ballot

Governor Holcomb leads Woody Myers by a massive margin across the board, including among independent voters and voters who have formed an opinion of both candidates.

Group	Holcomb	Myers
All Voters	64%	21%
Independent Voters	51%	24%
Opinion of Both Candidates	55%	36%

### Attorney General Ballot

Meanwhile, AG Hill trails Jonathan Weinzapfel modestly. What is more troubling for the Attorney General, however, is the fact that he trails by a huge margin among independent voters and by a **2-1 margin** among voters who are familiar enough with Curtis Hill to have formed an opinion of him.

Group	Hill	Weinzapfel
All Voters	32%	39%
Independent Voters	19%	46%
Opinion of Hill	27%	54%