

MEMORANDUM

TO: Interested Parties
FROM: Global Strategy Group
RE: Indiana Senate GOP Primary
DATE: 03.16.12

Richard Lugar Poised to Lose GOP Primary

Despite Outspending Mourdock by Nearly \$2 Million, Margin Closes By Half Since October

After more than three decades as Indiana's Senator, Richard Lugar is poised to lose his Republican Primary fight with Indiana State Treasurer Richard Mourdock, according to a recent survey of 500 likely Republican primary voters in Indiana conducted by Global Strategy Group between March 12 and March 15, 2012.

Key findings include:

- **The Republican Primary continues to tighten:** Despite outspending his challenger Richard Mourdock by nearly \$2 Million, Lugar's lead in the Republican Primary contest continues to shrink. In October 2011, Lugar led Mourdock by 12 points, 48% to 36%. Today, that margin is cut in half, 45% to 39%.
- **A majority of voters are dissatisfied with the job Lugar is doing as United States Senator:** Fully 50% of voters say that Lugar is doing just a fair or poor job in office.
- **Just one-third of voters would re-elect Lugar:** Fully 57% of voters say they would consider another candidate (27%) or vote to replace (30%) Richard Lugar as United States Senator; just 36% say they would re-elect him.
- **Lugar fails to reach the 50% mark:** In a head to head against State Treasurer Richard Mourdock, Richard Lugar garners just 45% of the vote, a number below the 50% mark and a real sign of vulnerability for the incumbent.
- **Support for Lugar is very soft:** Just 28% of voters say they are almost certain to end up voting for Richard Lugar on Election Day. Nearly 7 of 10 say are undecided or say there is a reasonable chance that they will end up voting for another candidate on May 8.
- **Lugar's experience is no longer an asset:** When voters who rated Lugar unfavorably were asked, open-ended, why they had done so, their responses overwhelmingly used the word "long" to describe their opposition.

