To: Indiana Senate Democrats
From: Betsy App, Change Research
Date: August 19, 2022
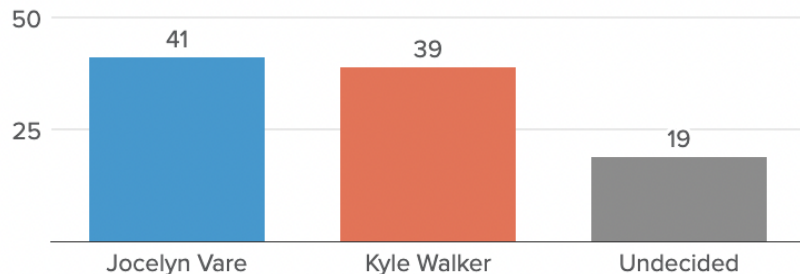**Re: IN Senate District 31 Election Poll Results**

Change Research conducted a survey of likely voters in Indiana's newly drawn state senate district 31, August 9-14, 2022. A total of 552 likely November general election voters were interviewed online, and the survey has a margin of error of 4.7 percentage points. Post-stratification weighting was performed on age, race/ethnicity, sex, education, geographic region, and 2020 presidential vote. Weighting parameters were based on voter file data.

KEY FINDINGS

In the race for state senate, Jocelyn Vare, a Democrat, is statistically tied with incumbent Republican Senator Kyle Walker: 41% to Walker's 39%. 19% are undecided. Neither candidate is well-known—58% of likely voters have never heard of Vare and 58% have never heard of Walker—but Vare's net

Indiana State Senate District 31

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favorability among those who have an opinion (net +7) exceeds Walker's (net -7).

Because Vare is outperforming Biden's margin among likely 2022 voters in the district, Vare and Walker are tied in an environment that voted for Trump. 49% of respondents report voting for Trump in 2020, 46% for Biden. Vare's +2 margin against Walker exceeds Biden's -3 margin among these same voters. With more than a third (35%) of her support coming from independent and Republican voters, Vare appeals to those outside the Democratic base.

APPENDIX: DEMOGRAPHICS

Q1. Are you male or female?

49%   Male
51   Female
0   Other

Q2. In what year were you born? [recoded to the following age buckets]

16%   18-34
29   35-49
33   50-64
22   65+

Q3. In what ZIP code do you currently live? [recoded to the following regions]

73%   Hamilton
27   Marion

Q4. What is your race/ethnicity?

84%   White / Caucasian
6   Black or African American
4   Asian or Pacific Islander
3   Hispanic or Latino/a
0   American Indian or Alaska Native
3   Other

Q5. What is the highest level of education you have completed?

9%   High school diploma or less
26   Some college, but no degree
10   Associate's degree, or two-year college degree
36   Bachelor's degree, or four-year college degree
20   Graduate degree

Q6. Are you registered to vote in Indiana?

100%   Yes

Q7. Generally speaking, do you think of yourself as a:

21%   Strong Democrat
8   Not so strong Democrat
9   Independent - lean Democrat
12   Independent
9   Independent - lean Republican
13   Not so strong Republican
28   Strong Republican

Q8. How likely are you to vote in the November election for US Congress and other state and local offices?

86%   Yes, definitely
8   Yes, probably
6   Maybe (50-50)
0   No, probably not
0   No, definitely not

Q9. How did you vote in the 2020 election for President, or for some reason were you unable to vote?
46%   Joe Biden, the Democrat
49   Donald Trump, the Republican
2   Jo Jorgensen, the Libertarian
1   Not registered/Too young/Ineligible
2   Did not vote

Q10. How motivated are you to vote in the November election on a scale from 0 to 10, where 0 means you are not motivated at all and 10 means you are extremely motivated?
0%   0 - Not motivated at all
0   1
1   2
1   3
1   4
3   5
1   6
4   7
6   8
6   9
79   10 - Extremely motivated

Total 8-10   90
Total 0-2   1
Net 8-10   89

APPENDIX: METHODOLOGY

Change Research surveyed 552 likely general election voters in Indiana's State Senate District 31, August 9-14. We used the following sources to recruit respondents:

- *targeted advertisements on Facebook*
- *text messages sent, via the Switchboard platform, to cell phone numbers listed on the voter file for individuals who qualified for the survey's sample universe, based on their voter file data*

Regardless of which of these sources a respondent came from, they were directed to a survey hosted on Surveymonkey's website.

Ads placed on social media targeted likely 2022 voters registered in the district. Those who indicated that they were not registered to vote in Indiana or not likely to vote in November were terminated. As the survey fielded, Change Research used dynamic online sampling: adjusting ad budgets, lowering budgets for ads targeting groups that were overrepresented and raising budgets for ads targeting groups that were underrepresented, so that the final sample was roughly representative of the population of likely voters across different groups. The survey was conducted in English.

The survey was conducted on behalf of Indiana Senate Democrats and conducted online by Change Research. Post-stratification was performed on age, sex, education, race/ethnicity, geographic region, and 2020 presidential vote. Weighting parameters were based on the demographic composition of likely 2022 general election voters, obtained from the voter file. That is, if a given age bracket represented x% of all registered voters on the voter file, then that same group would be weighted to x% in this survey. 2020 presidential results were based on numbers released by the Indiana Secretary of State.

The modeled margin of error* for this survey is 4.7%, which uses effective sample sizes** that adjust for the design effect of weighting.

* We adopt The Pew Research Center's convention for the term "modeled margin of error"(1) (mMOE) to indicate that our surveys are not simple random samples in the pure sense, similar to any survey that has either non-response bias or for which the general population was not invited at random. A common, if imperfect, convention for reporting survey results is to use a single, survey-level mMOE based on a normal approximation. This is a poor approximation for proportion estimates close to 0 or 1. However, it is a useful communication tool in many settings and is reasonable in places where the proportion of interest is close to 50%. We report this normal approximation for our surveys assuming a proportion estimate of 50%.

** The effective sample size adjusts for the weighting applied to respondents, and is calculated using Kish's approximation (2).

(1)
https://www.pewresearch.org/methods/2018/01/26/for-weighting-online-opt-in-samples-what-matters-most/
(2) Kish, Leslie. Survey Sampling, 1965.

For more information, contact Betsy App at betsy@changeresearch.com.

REPORTED QUESTIONS

How favorable are your feelings about the following public figures? [RANDOMIZE] [Very favorable | Somewhat favorable | Neutral | Somewhat unfavorable | Very unfavorable | Never heard of them]

- Jocelyn Vare
- Kyle Walker
- Joe Biden
- Donald Trump
- Eric Holcomb
- Thomas McDermott Jr.
- Todd Young
- Todd Rokita
- Scott Fadness
- Joe Hogsett
- Todd Huston
- Destiny Wells
- Fady Qaddoura

How favorable are your feelings about the following groups? [RANDOMIZE] [Very favorable | Somewhat favorable | Neutral | Somewhat unfavorable | Very unfavorable | Never heard of them]

- Democrats in the Indiana state legislature
- Republicans in the Indiana state legislature
- Indiana State Teachers Association (ISTA)
- Moms Demand Action
- Planned Parenthood
- LGBTQ+ advocacy groups
- Right to Life
- Fraternal Order of Police

What are one or two issues that you would like Indiana's state government to address? [TEXT BOX]

Which THREE of the following are the most important issues for your state senator to prioritize in the Indiana State Senate? [RANDOMIZE]

- The economy and jobs
- Inflation and the rising cost of groceries and gas
- Immigration
- Health care
- Racism and discrimination
- Taxes
- Guns
- Infrastructure and transportation
- Climate change and the environment
- Education
- Abortion
- Voting and elections
- Rent/Housing costs
- Crime and public safety
- None of these

Every 10 years following the Census, states across the country redraw congressional and state legislative districts. Voters in your area will vote in Indiana State Senate District 31.

If the November election for Indiana State Senate were held today, who would you vote for?
- Kyle Walker, the Republican
- Jocelyn Vare, the Democrat
- Not sure

[IF NOT SURE] If you had to choose, who would you vote for?
- Kyle Walker, the Republican
- Jocelyn Vare, the Democrat
- Not sure
- Would not vote