



MEMORANDUM

TO: MIKE SODREL
FROM: CHRIS WILSON/TYLER HARBER
SUBJECT: GENERAL ELECTION SURVEY KEY FINDINGS
DATE: SEPTEMBER 22, 2008

Wilson Research Strategies was commissioned to field a live quantitative phone survey by the Mike Sodrel for Congress campaign. WRS surveyed 500 likely voters, screened for likelihood to vote and stratified to representative of the likely voter population, on September 8 - 9, 2008. The margin of error is ± 4.38 in 95 out of 100 cases.

The following are key findings from the survey:

- **The district is decidedly more Republican this cycle than last**
 - The number of voters identifying themselves as Republican is now surpassing the total of those saying they are Democratic for the first time since May 2005.
 - Likewise, when voters are asked who they would vote for in the upcoming November election for Congress - the Republican candidate or the Democratic candidate, 46% say that they prefer the Republican candidate and only 39% say they would vote for the Democratic candidate. The Republican candidate never led on the generic ballot in all of 2006. In fact, support for the Democratic candidate is at the lowest point since 2005.
 - Both John McCain and Mitch Daniels are leading their Democratic opponents by significant margins, both scoring double-digit leads.
 - McCain 56%
 - Obama 36%

 - Daniels 55%
 - Thompson 35%
- **In addition to leaning Republican, the district is conservative, religious and strongly pro-life.**
 - Conservatives outnumber moderates by 17-points, 49% - 32%. They outnumber liberals by 34-points, 49% - 15%.
 - Half of all likely voters are Evangelical or Born Again Christians. Fully 65% frequently attend church or religious services.
 - A solid majority of likely voters (56%) say they are pro-life, with only 39% saying they are pro-choice.



- **Mike Sodrel maintains a strongly favorable image among voters.**
 - Sodrel has near universal name recognition in the district, as 91% of voters say they have heard of him.

 - Nearly half of likely voters also believe Sodrel is conservative (48%). Conversely, a plurality is convinced that Baron Hill is liberal (36%).

- **Baron Hill's re-election is untenable.**
 - When asked if they would vote to re-elect Baron Hill, 62% say they would either consider another candidate or would vote to replace Baron Hill regardless of who ran against him. Only 28% of voters say they would vote to re-elect Hill regardless of who ran against him.

- **Voters trust Mike Sodrel more than Hill to deal with a number of important issues facing the country:**
 - Price of gas and energy (42% - 29%)
 - Secure our borders (77% - 11%)
 - Reduce taxes (64% - 18%)
 - Support small business with tax credits (35% - 28%)
 - Protect family and moral values (61% - 17%)

- **The race for Congress is a dead-heat.**
 - The race is inside the margin of error (± 4.38) – closer than it was at the same time last election cycle:
 - Sodrel 41%
 - Hill 44%
 - Schansberg 4%

 - Schansberg pulls nearly even support from Republicans (26%) and Democrats (21%), giving neither Sodrel nor Hill an advantage by having Schansberg in the race.

 - Considering the Republican advantage in identification (+4) and on the generic ballot (+7), Hill is looking at an uphill battle to be re-elected in this district. McCain (+20) and Daniels (+20) have strong support here, attracting a significant number of Independent and less frequent voters to the polls for Republicans.