

INDEPENDENT INDIANA



Survey of Indiana Registered Voters

October 4-7, 2025



NORTH STAR
OPINION RESEARCH

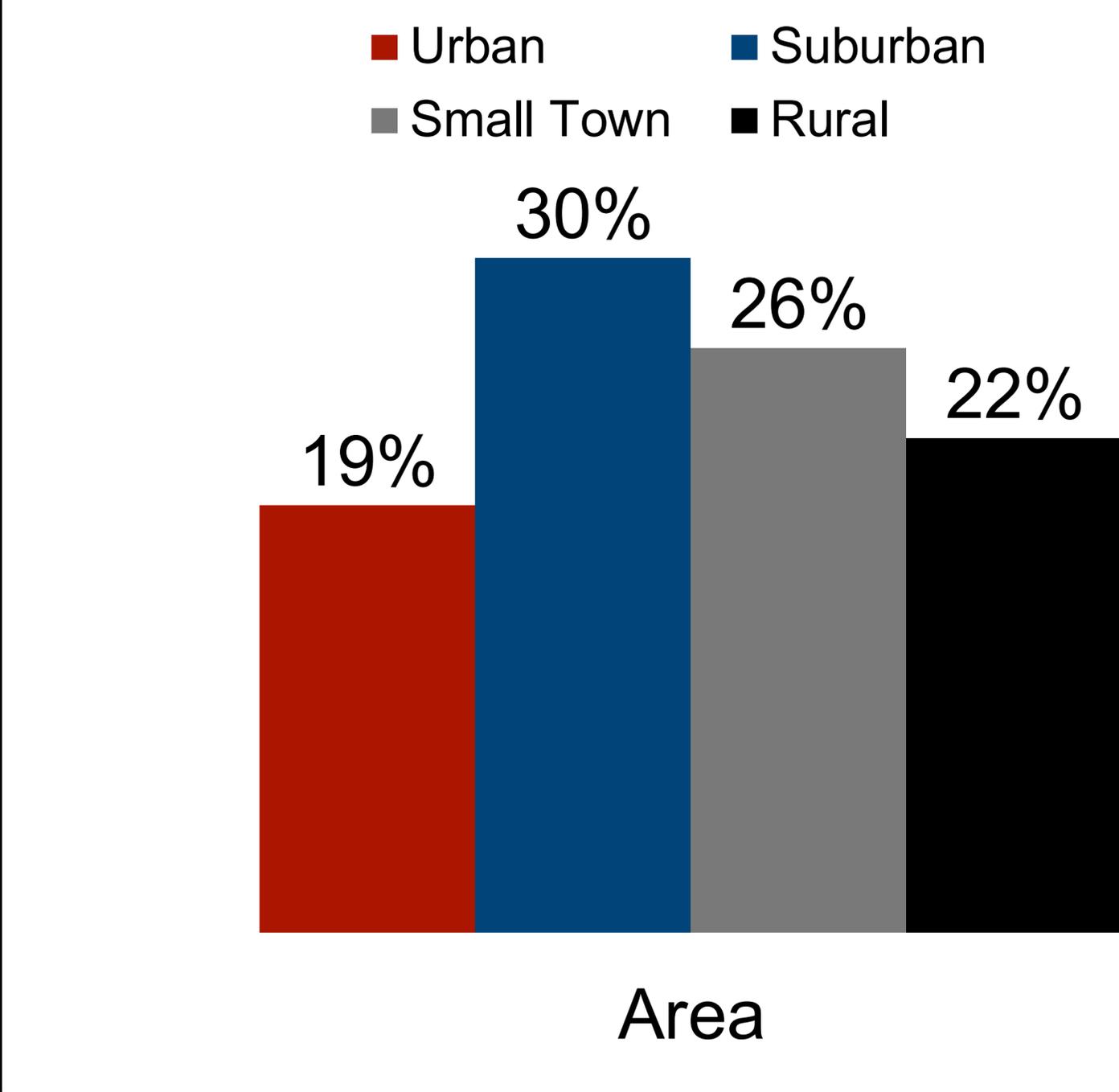
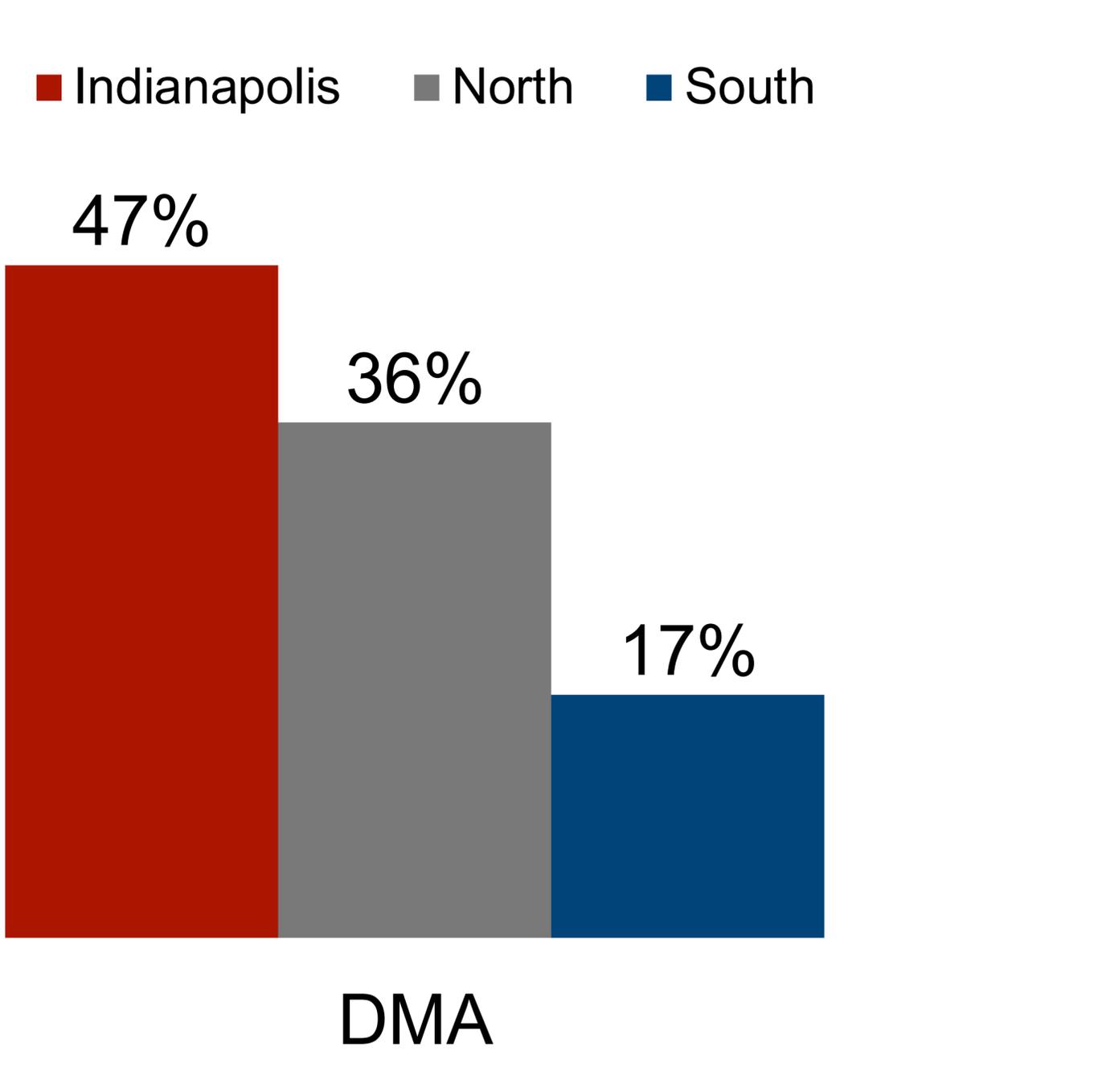
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Methodology

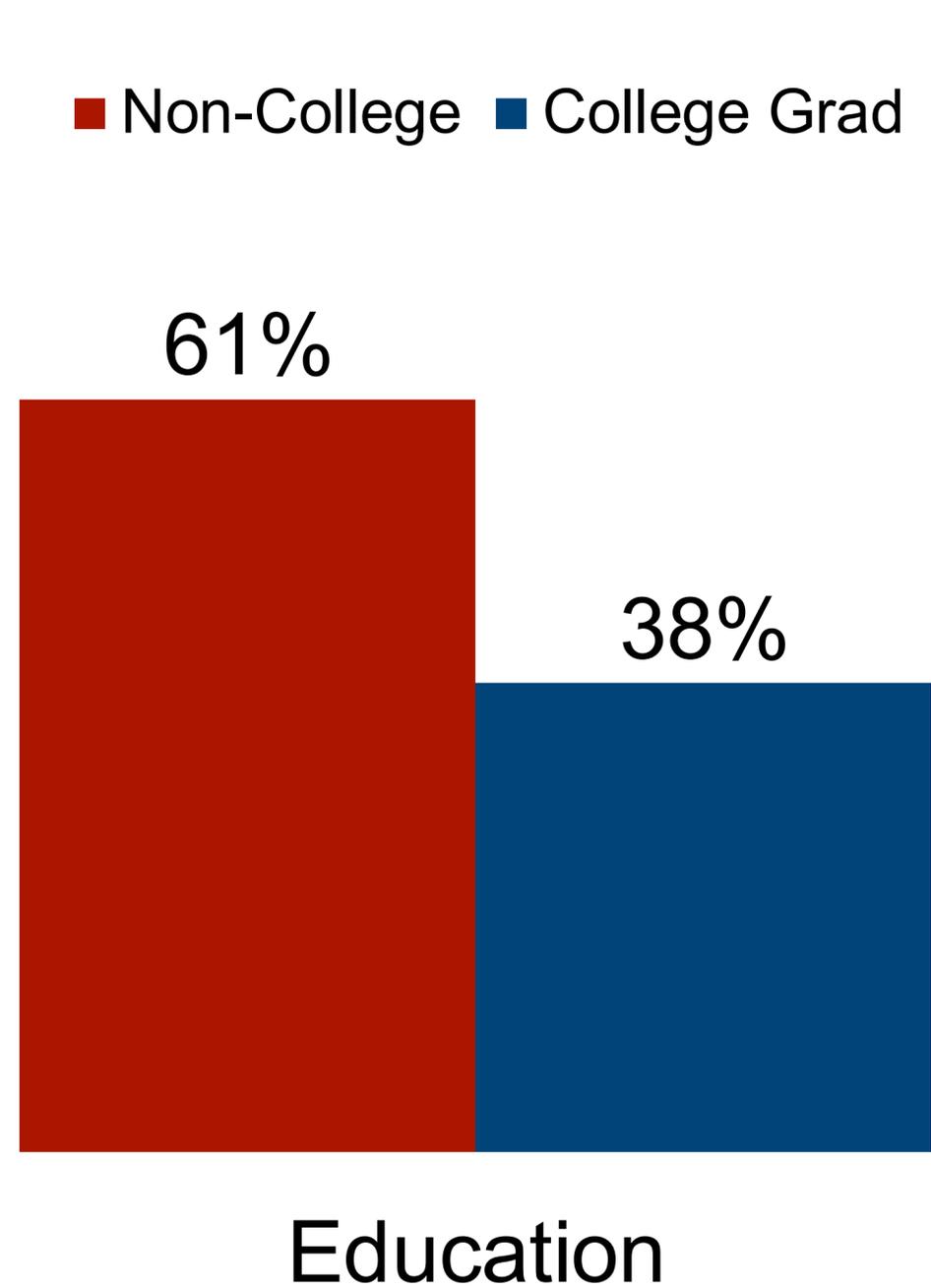
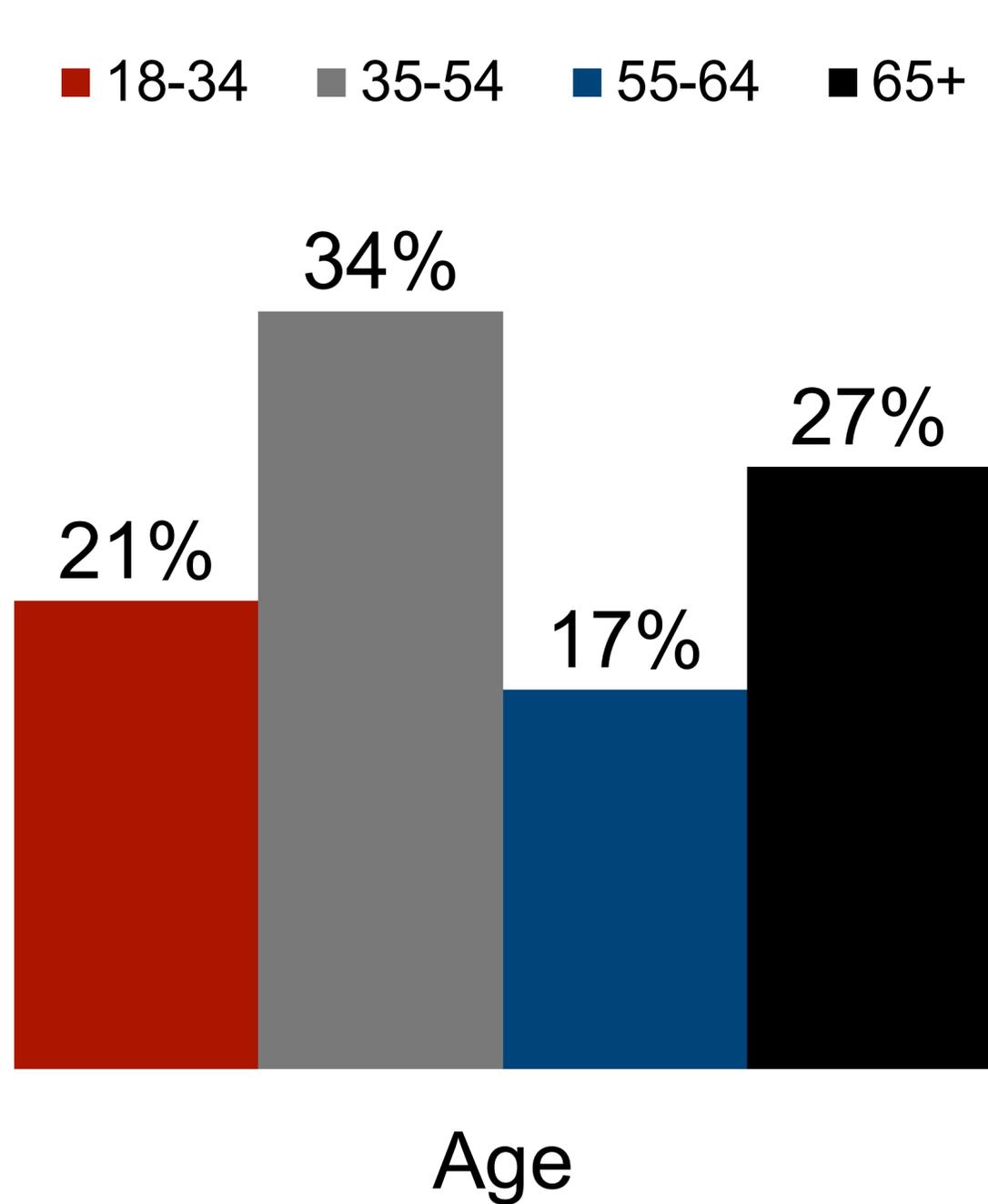
- Survey conducted October 4-7, 2025
- Voter file sample provided by i360
- Mixed-mode methodology:
 - 64% live interviewer to cell phones
 - 7% live interviewer to landlines
 - 29% text-to-web to cell phones
- 604 total respondents | Margin of error +/- 3.99%
- Quotas set to reflect current registration and past turnout:
 - 47% Indianapolis DMA, 36% Northern DMAs, 17% Southern DMAs
 - 82% White, 15% Other race
 - 21% 18-34, 34% 35-54, 17% 55-64, 27% 65+
 - 61% Non-College, 38% College Graduate
 - 51% Female, 49% Male

Structure of the Electorate

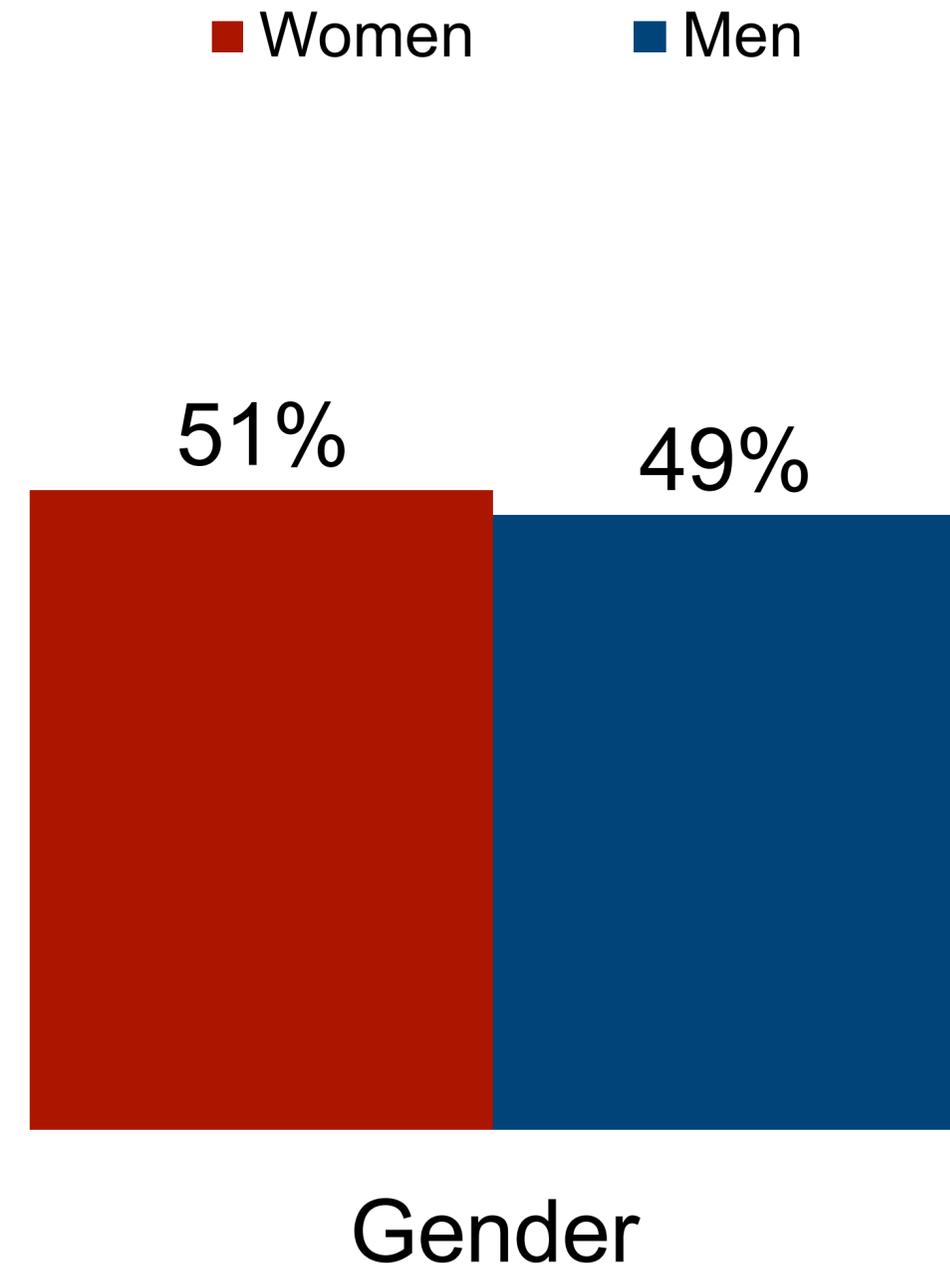
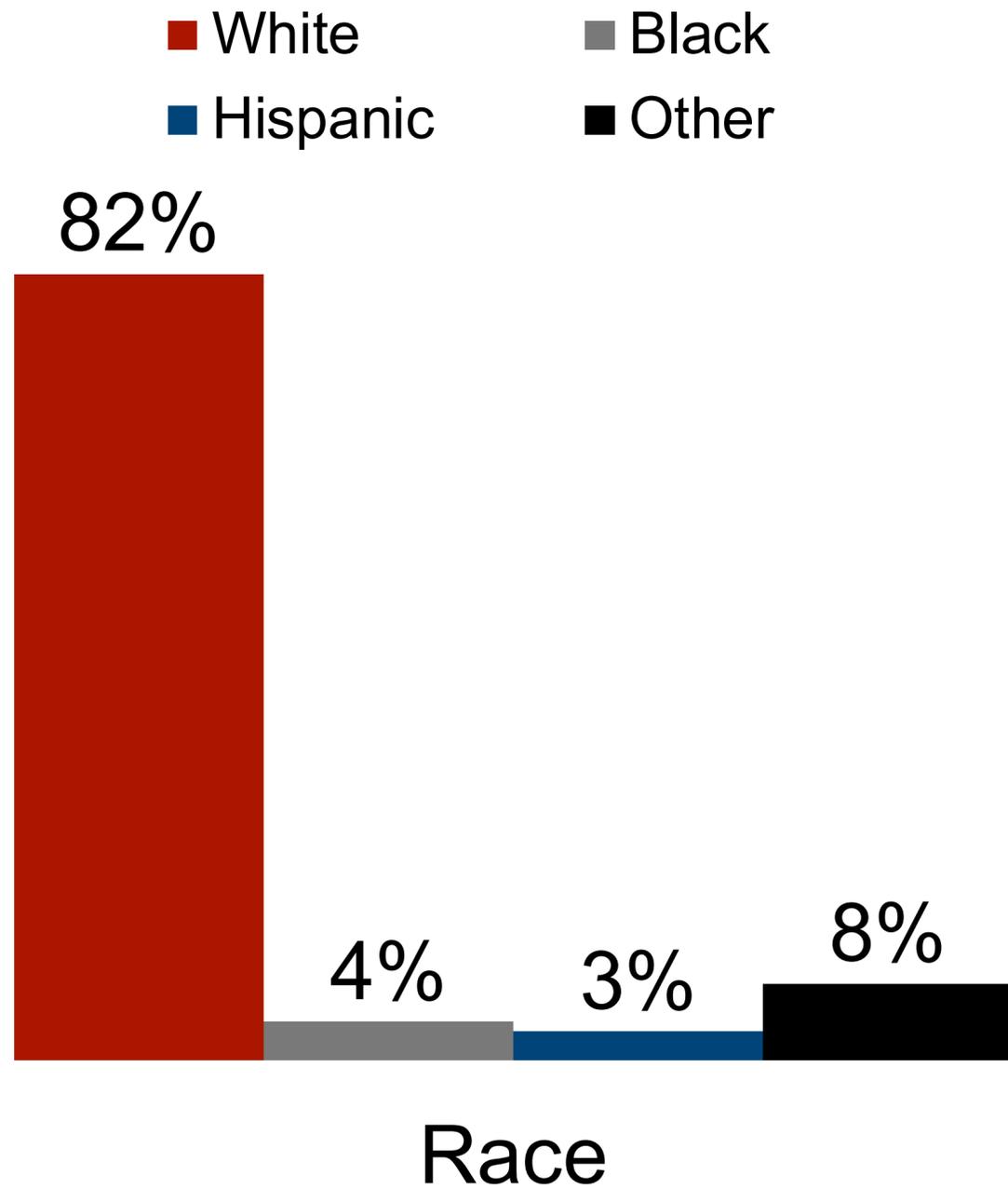
About half of the state's voters live in the Indianapolis media market, and the state is evenly divided between urban/suburban and small town/rural.



Voters are roughly evenly split between over and under 50 years old, and two-thirds of voters do not have college degrees.



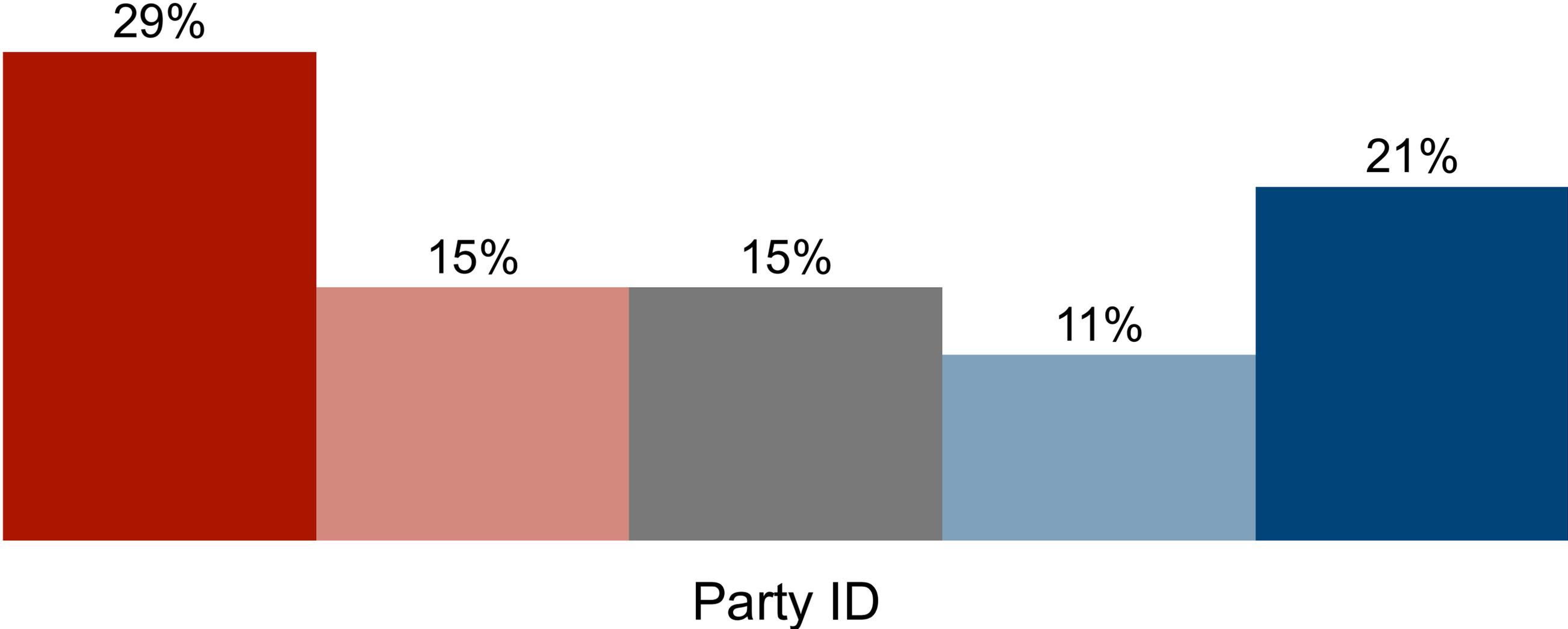
Four-fifths of voters are white, and the electorate is evenly divided between men and women.



Republicans have a 8-point advantage in party ID, 12-points including leaners.

In politics today, do you normally think of yourself as (ROTATE: a Republican, an independent, or a Democrat)?

■ Republican ■ Ind/Lean Republican ■ Independent ■ Ind/Lean Dem ■ Democrat



Republicans lean towards Trump, Democrats are evenly divided, and independents are all over the ideological map.

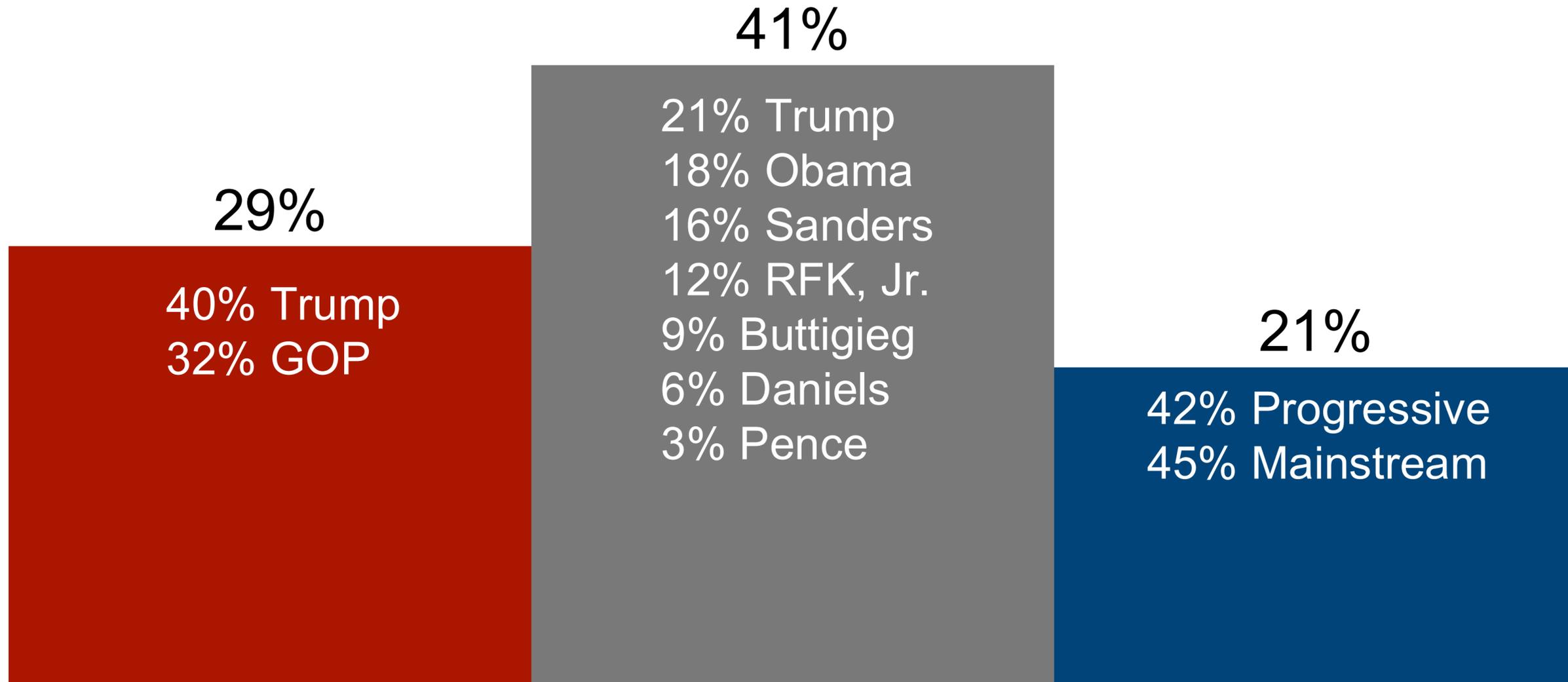
Which of the following political leaders would you say best represents your political views: Donald Trump, Mike Pence, Mitch Daniels, Bernie Sanders, Barack Obama, Pete Buttigieg, or Robert F. Kennedy, Jr.?

■ Republican

■ Independent

■ Democrat

Do you consider yourself to be more (ROTATE: a supporter of Donald Trump, or a supporter of the Republican Party)?

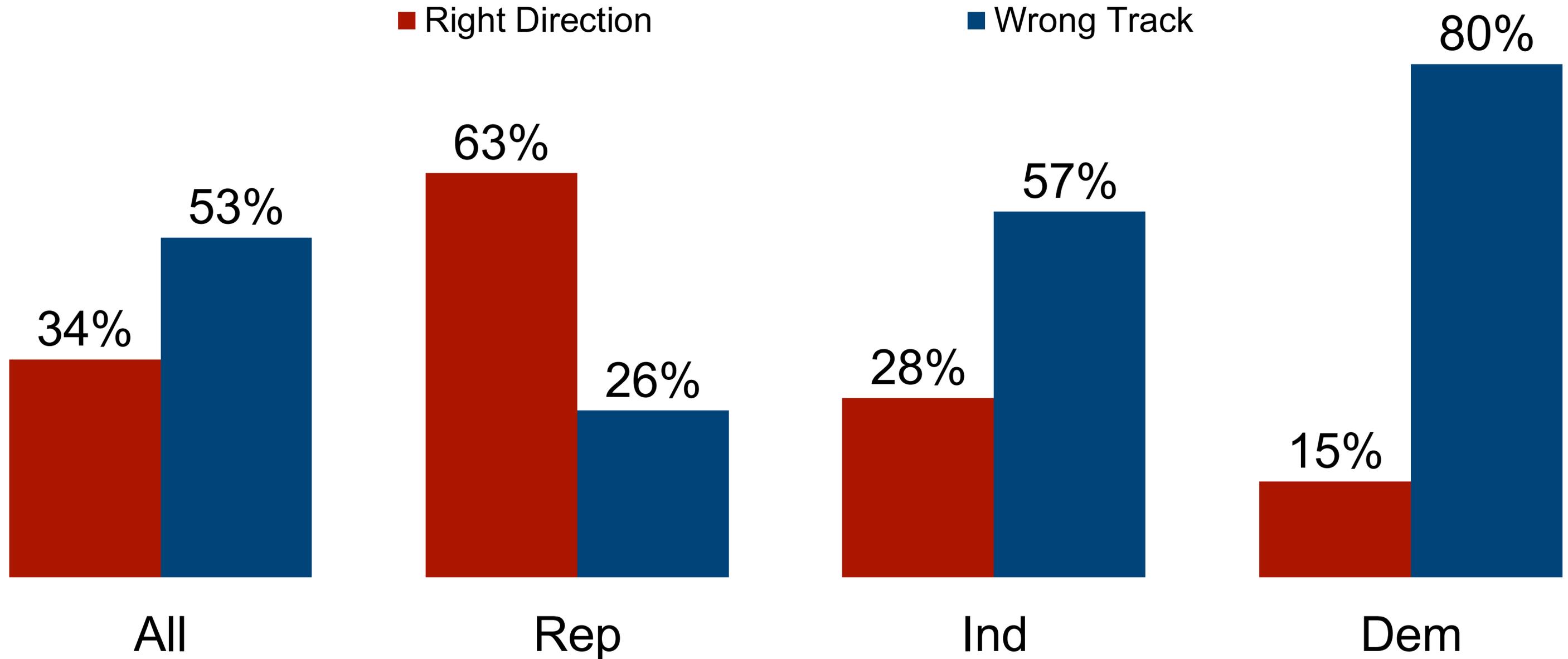


Do you consider yourself to be more (ROTATE: a supporter of the progressive movement, or a supporter of the Democratic Party)?

Political Environment

A majority says that Indiana is off on the wrong track.

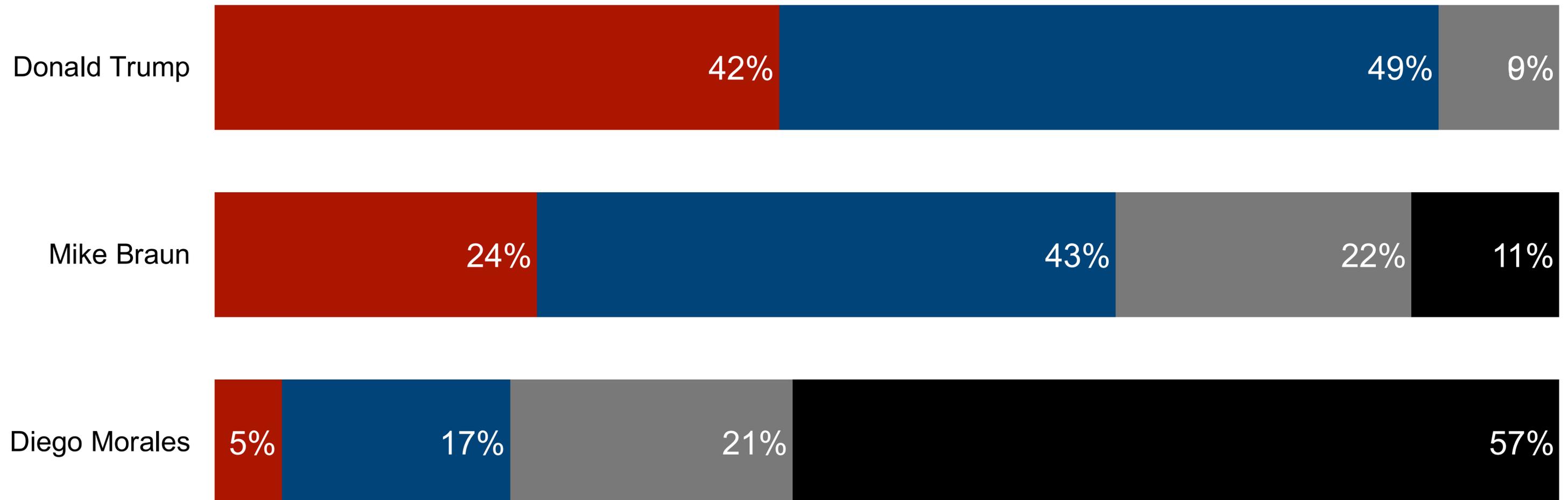
Overall, would you say that Indiana is heading in the right direction, or have things gotten off on the wrong track?



President Trump and Governor Braun are both underwater on their favorability ratings.

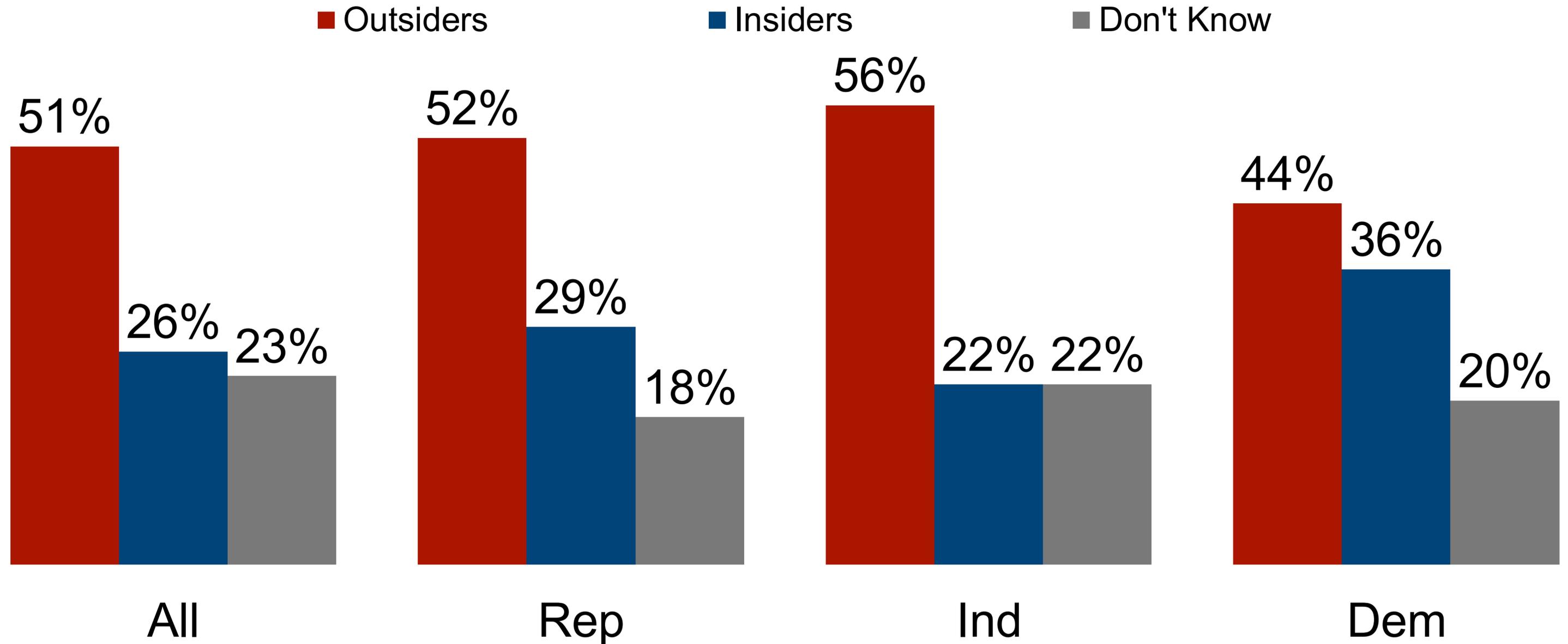
Here is a list of names of people and groups. For each one, please tell me if you have a favorable or unfavorable opinion of them. If you haven't heard of the person or group, just say so:

■ Favorable ■ Unfavorable ■ No Opinion ■ Never Heard Of



Voters across the political spectrum prefer candidates who are outsiders.

When voting for candidates for political office in Indiana, do you generally prefer (ROTATE: outsiders who will challenge the system, even if it makes it harder to get things done, or insiders with knowledge and experience, even if they're part of the establishment)?



Views of the Two-Party System

Both of Indiana's political parties are unpopular.

Here is a list of names of people and groups. For each one, please tell me if you have a favorable or unfavorable opinion of them. If you haven't heard of the person or group, just say so:

■ Favorable ■ Unfavorable ■ No Opinion ■ Never Heard Of

The Indiana
Republican Party

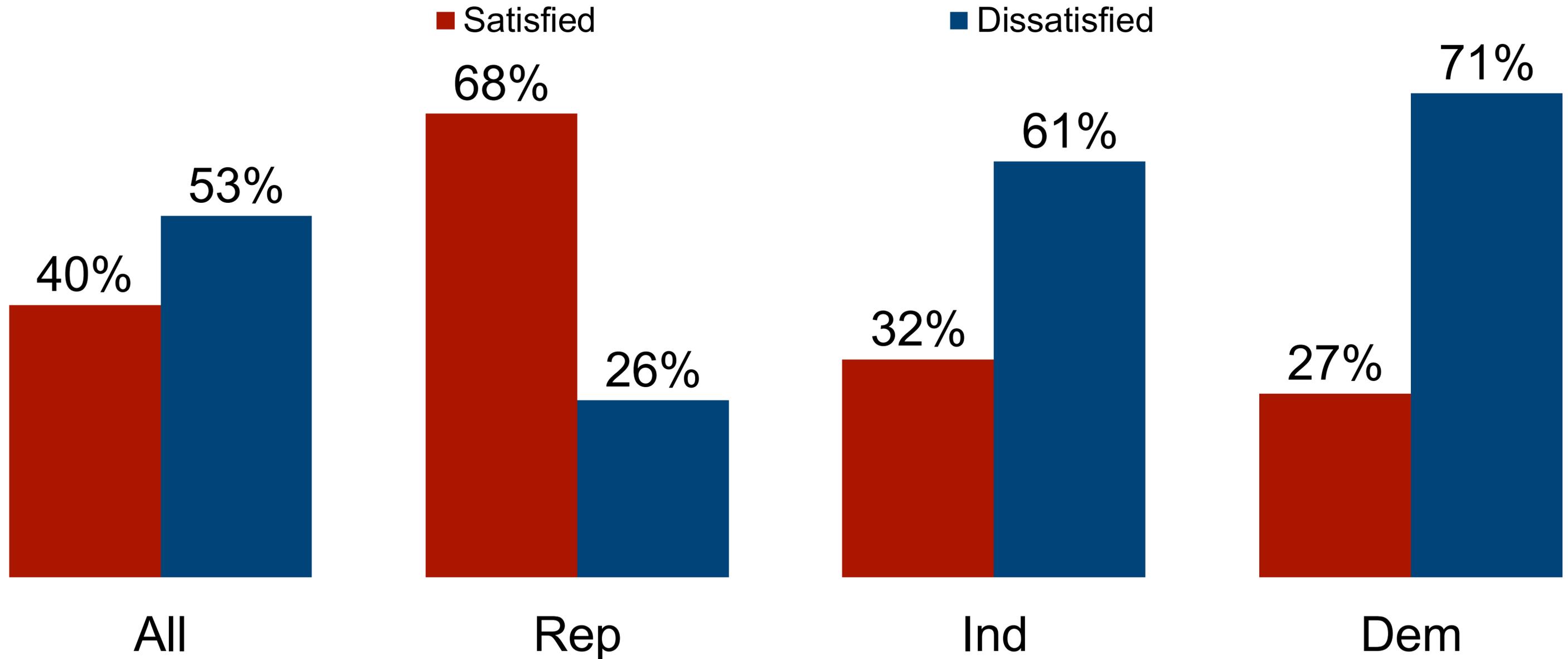


The Indiana
Democratic Party



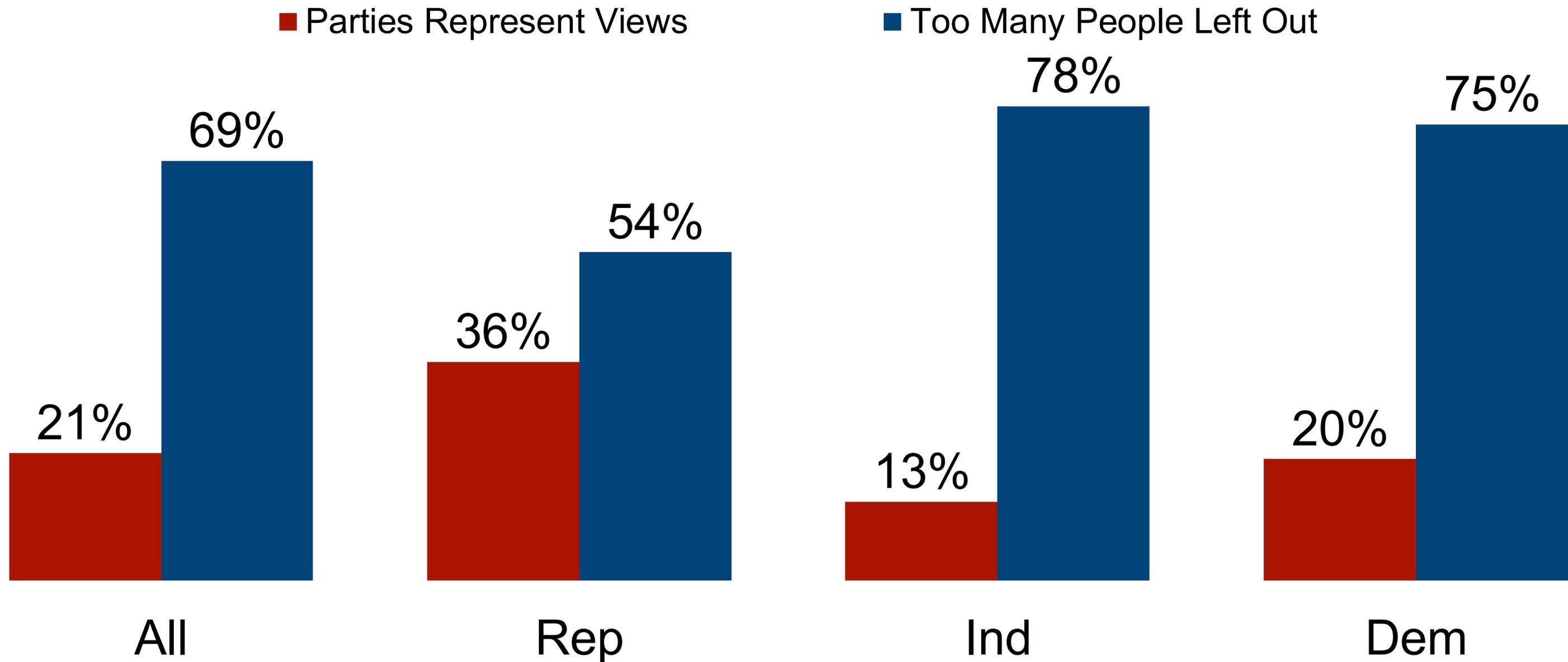
A majority of voters are dissatisfied with the choices of candidates in Indiana elections.

Generally speaking, how satisfied are you with the choices of candidates that Indiana voters have in elections today: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?



Indiana voters think that the two-party system leaves out the views of too many people by more than a three-to-one margin.

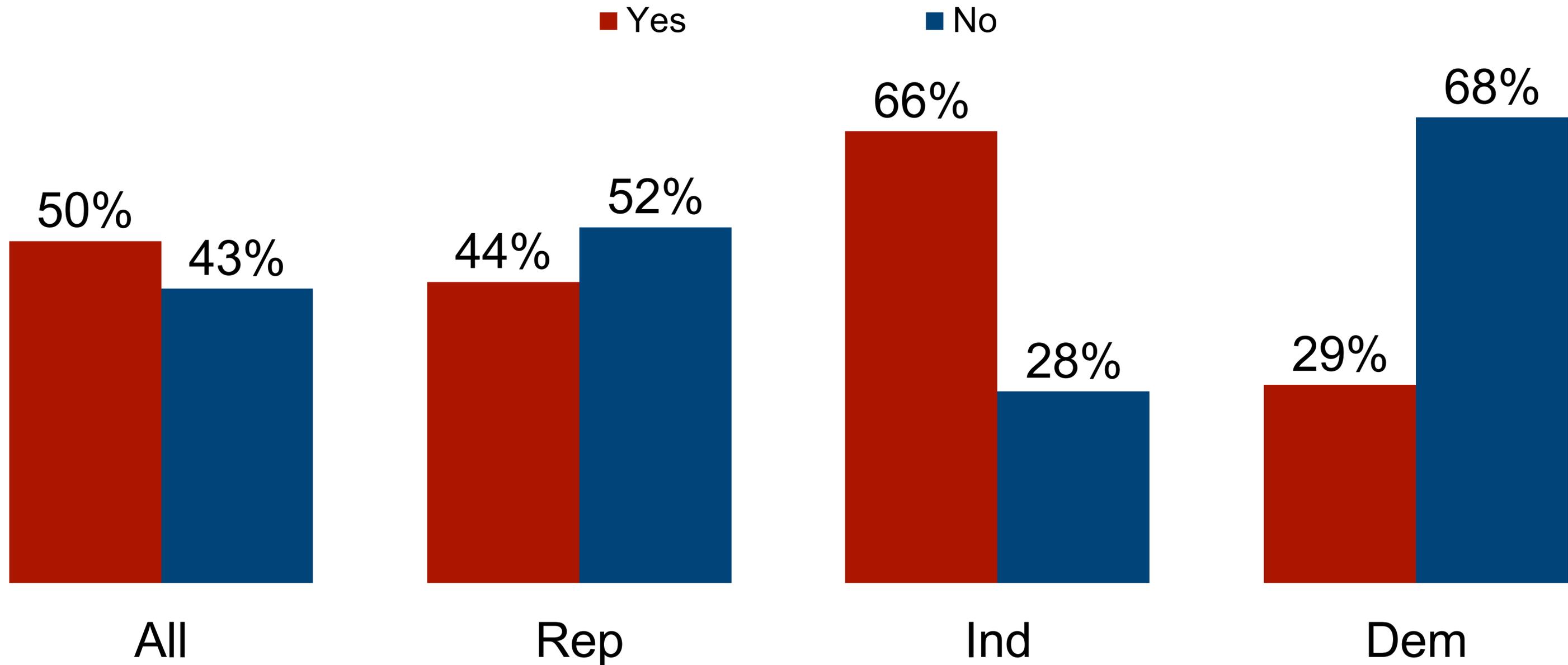
Do you think the Republican and Democratic parties do a good job of representing the views of most Hoosiers, or do you think the views of too many people are left out in our two-party system?



Views of Independent Candidates and a Third Party

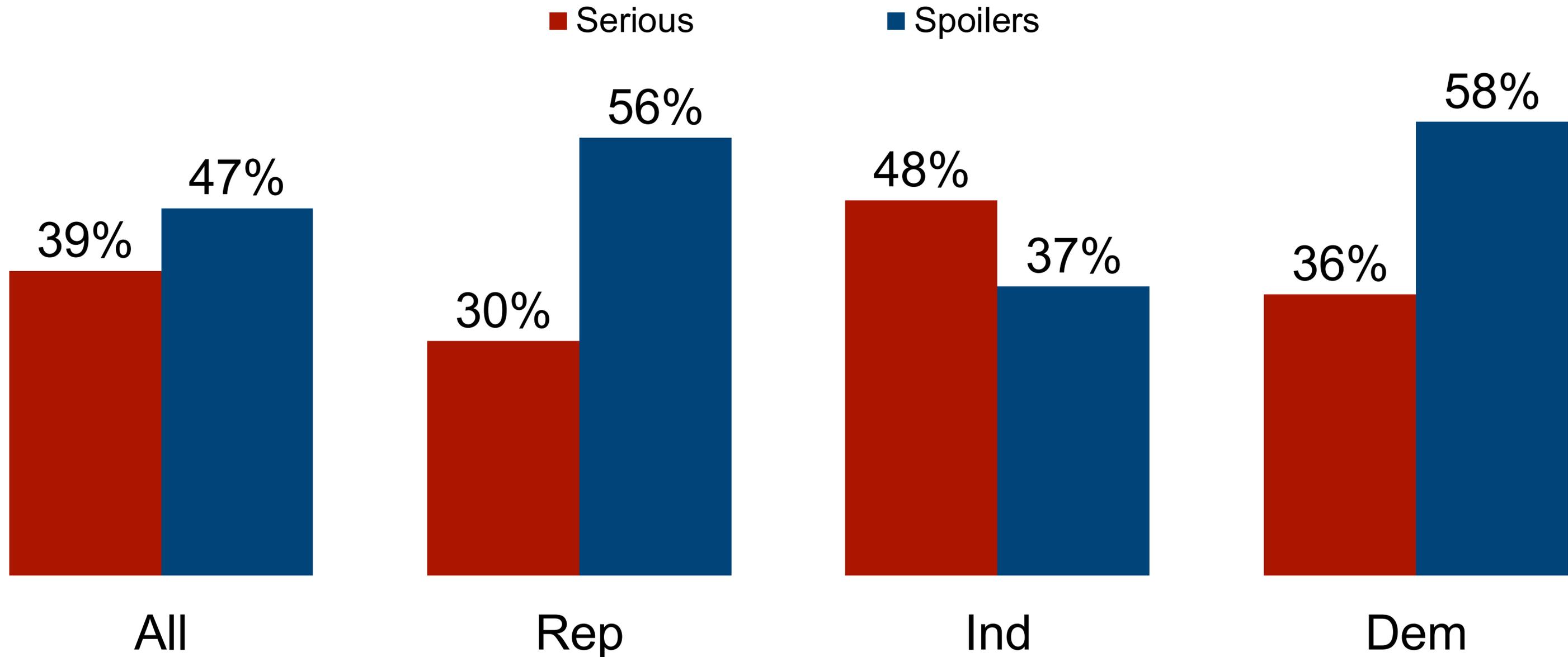
Half of voters have voted for a candidate in Indiana who was not a member of one of the two parties.

Have you ever voted for a candidate in a state or local election who was not a Republican or a Democrat, that is, a candidate who was a member of a third party, an independent, or a write-in candidate?



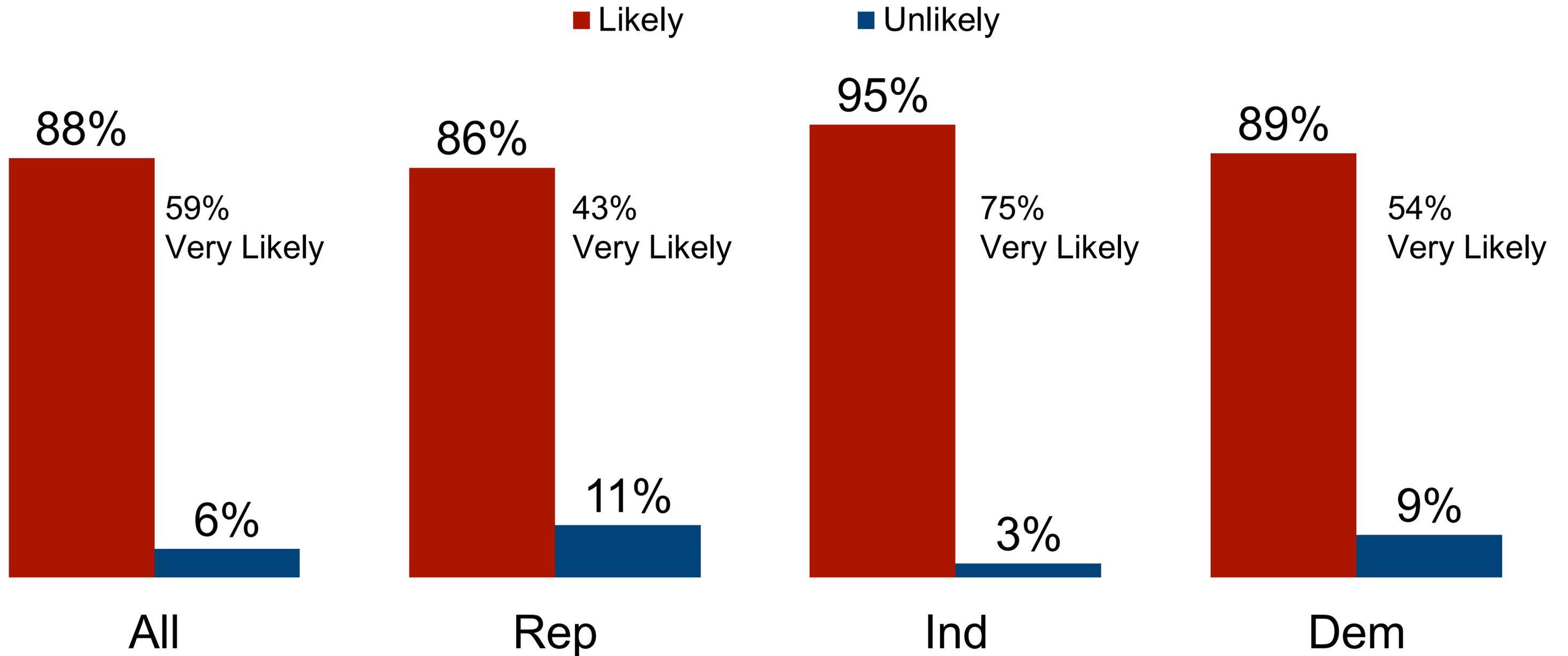
A plurality generally views independent candidates as spoilers.

When thinking about independent candidates in Indiana, do you generally think that they are (ROTATE: serious candidates who represent a real alternative to the two parties, or spoilers who have no real chance of winning elections)?



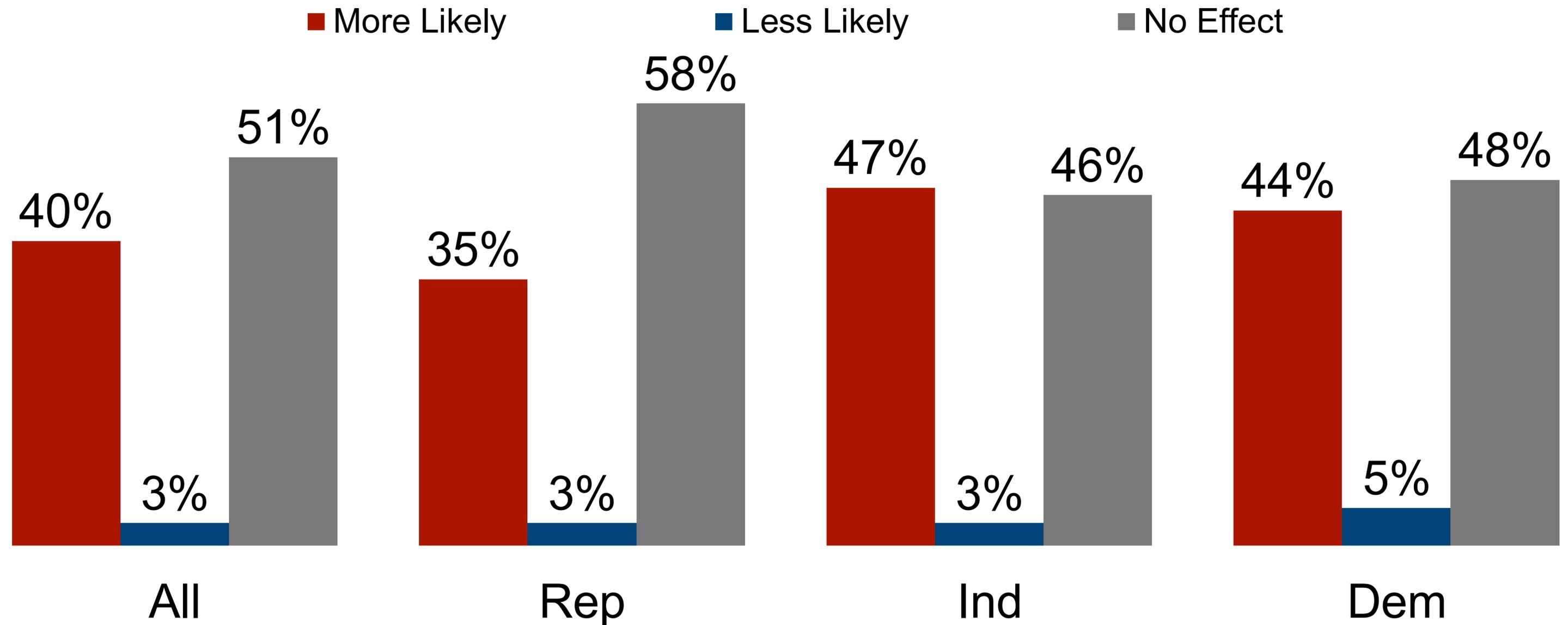
Over 80 percent of voters would support an independent they thought could win, with a majority very likely to do so.

If there was an independent candidate for office on the ballot that you agreed with on most issues and thought had a chance to win, how likely would you be to vote for him or her: very likely, somewhat likely, not too likely, or not at all likely?



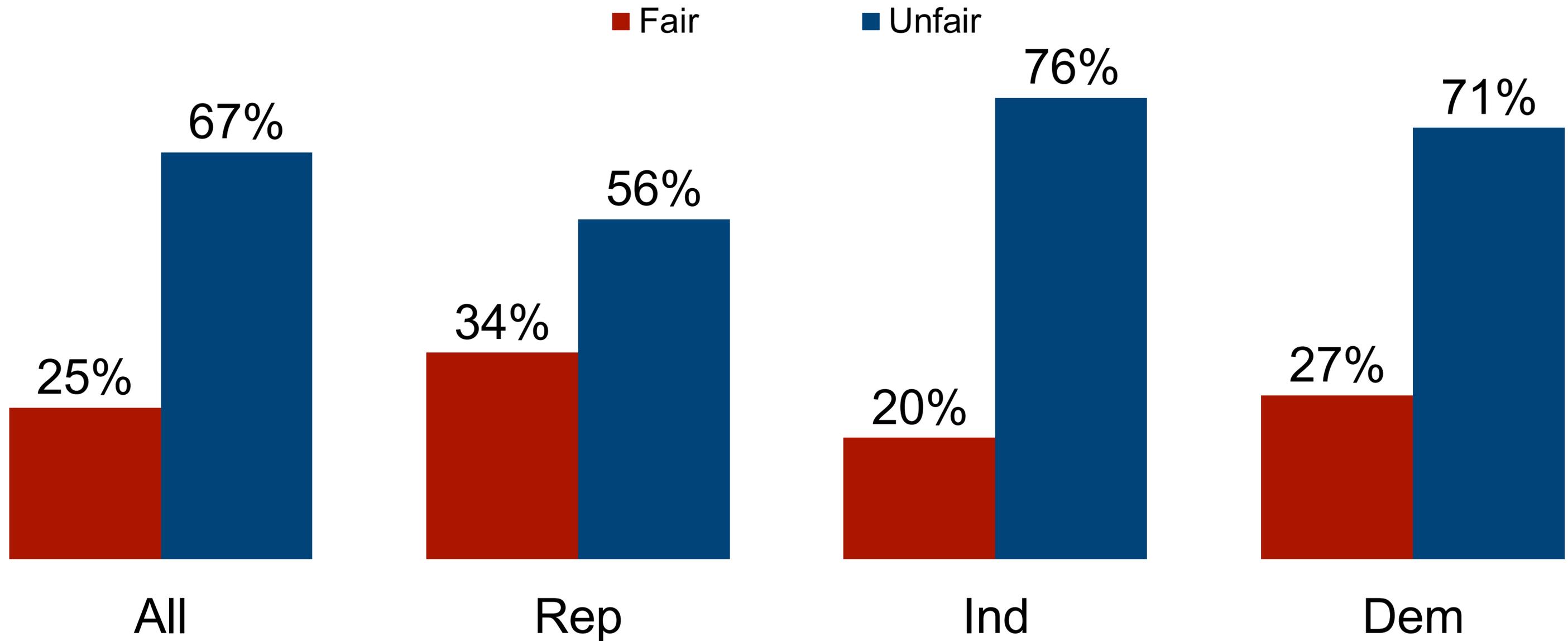
Independent candidates' past success in Indiana helps their case.

Over the past two election cycles in Indiana, independent candidates won fifty-two percent of the races in which an independent candidate appeared on the ballot, compared to sixty-one percent for Republicans and thirty-five percent for Democrats. Does knowing that independent candidates have had some success in Indiana make you more or less likely to support independent candidates for state and local offices, or does it have no effect on your view?



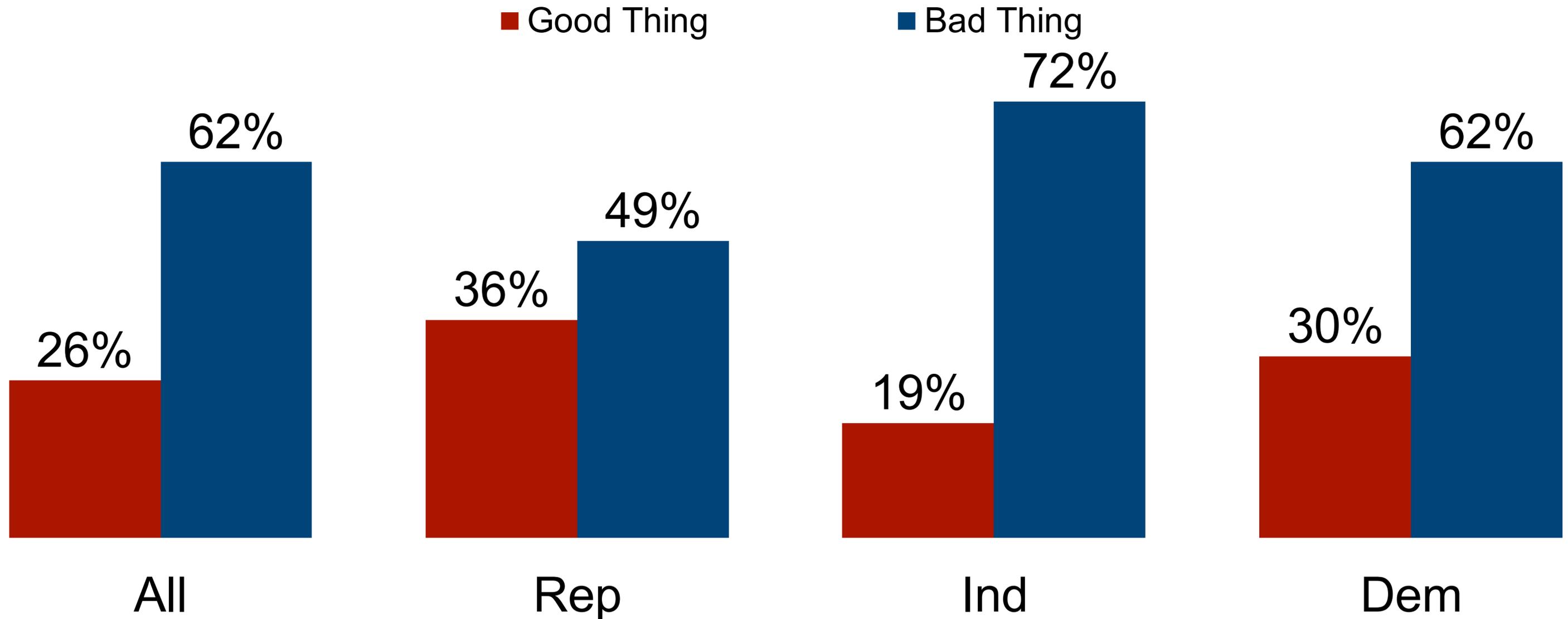
Two-thirds of voters think the signature requirement for independent candidates is unfair.

In order to get on the ballot in Indiana to run for U.S. Congress, independent candidates must collect around 4,000 signatures, while Republican and Democratic candidates for U.S. Congress do not have to collect any signatures to get on the ballot. Do you think it is fair or unfair to require independent candidates to collect so many more signatures to run for office?



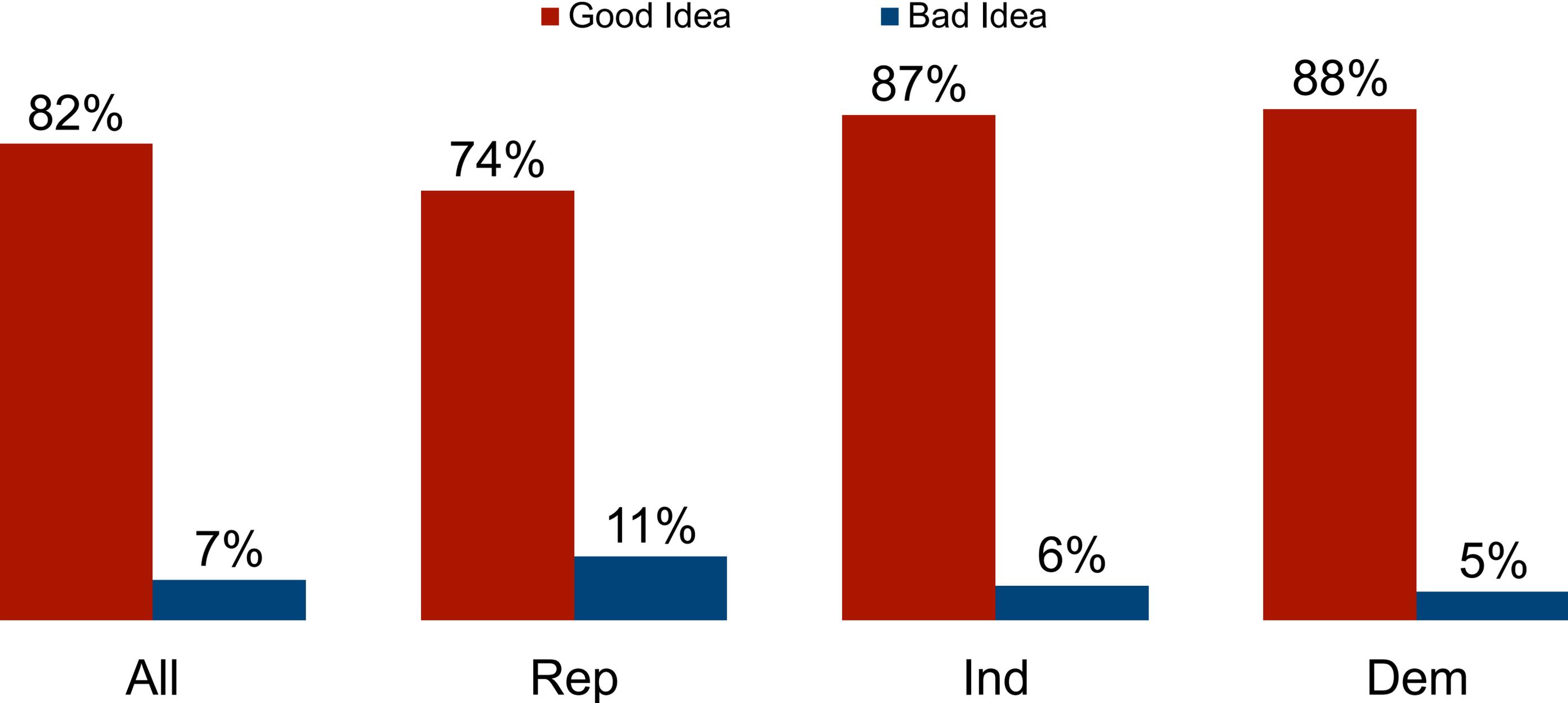
Voters think that straight-ticket voting is a bad thing by more than two-to-one.

As you may know, Indiana allows straight-ticket voting, where a voter can automatically vote for all of a party's candidates on one ballot, but without seeing the names of any independent candidates running. Do you think that (ROTATE: straight-ticket voting is a good thing because it makes it easier for voters to vote for their preferred party's candidates, or straight-ticket voting is a bad thing because it makes it harder for independent candidates to be successful)?



Voters overwhelmingly think that it should be easier for independent candidates to run for office in Indiana.

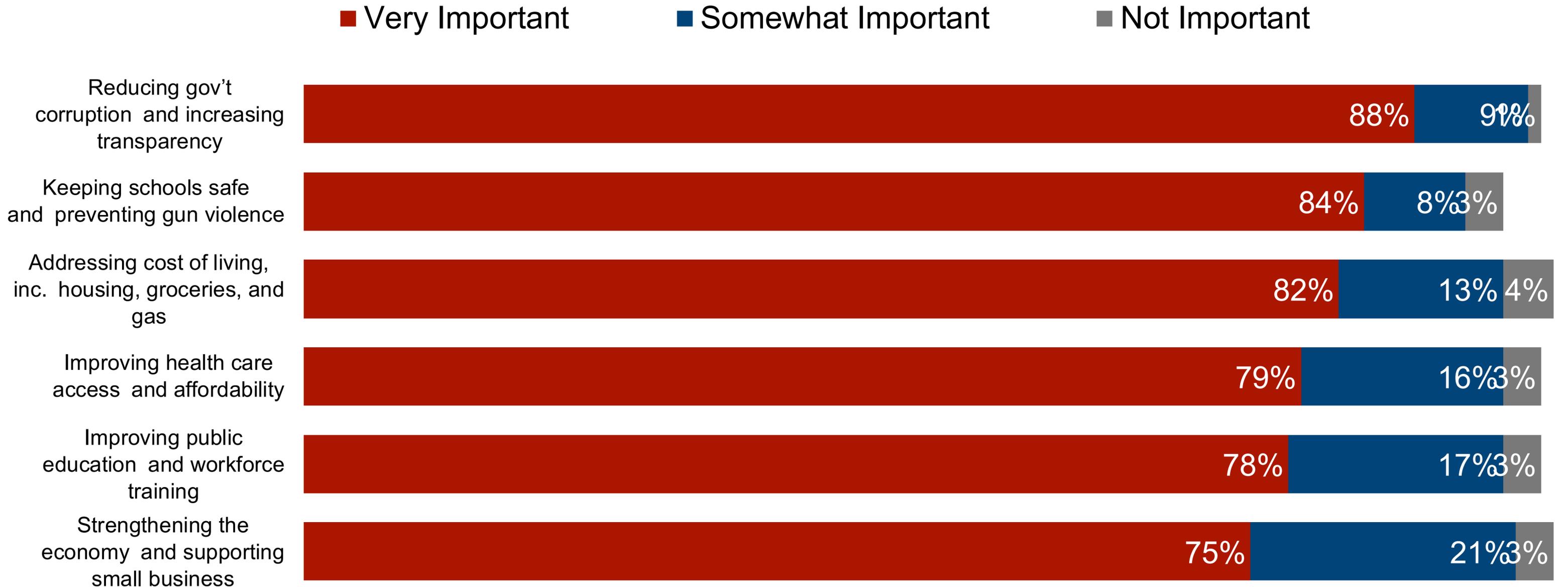
Do you think it is a good idea or a bad idea to make it easier for independent candidates to run for state and local offices in Indiana?



Issues

Six tested issues are very important to 75 percent or more of voters ...

Now I would like to read you a list of issues. For each one, please tell me if that issue is very important, somewhat important, not very important, or not at all important to you when you vote in state and local elections in Indiana:



... and five are very important to 65 percent or fewer.

Now I would like to read you a list of issues. For each one, please tell me if that issue is very important, somewhat important, not very important, or not at all important to you when you vote in state and local elections in Indiana:

■ Very Important ■ Somewhat Important ■ Not Important

Reducing partisanship
and solving problems

65%

24%

7%

Cutting gov't spending
and making gov't more
efficient

62%

24%

11%

Laws concerning abortion
in Indiana

54%

21%

20%

Dealing with illegal
immigration and securing the
border

49%

17%

32%

Laws concerning
transgender athletes in
Indiana

36%

17%

42%

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