



TO: Independent Indiana
FROM: InAct, LLC
RE: Key Findings of Survey of Indiana Likely Voters – 2026 Secretary of State

InAct, LLC conducted an online survey of 400 Indiana likely general election voters October 24–November 1, 2025. The margin of sampling error for a sample of this size is $\pm 4.9\%$ at the 95% confidence level. Quotas were set by age and gender to reflect the Indiana adult population. As with any survey of this size, small differences between candidates — particularly within five percentage points — should be interpreted as competitive rather than definitive leads.

Unless otherwise noted, all results reflect the full sample.

1) Greg Ballard Is Immediately Viable in a Three-Way Secretary of State Ballot

In a head-to-head-to-head ballot test, respondents were asked for whom they would vote if the election for Secretary of State were held today. Each candidate was presented in a randomized order with a single line of neutral biographical information.

- **Beau Bayh (Democrat)** – A U.S. Marine veteran and attorney, and the son of former U.S. Senator Evan Bayh: **31.5%**
- **Diego Morales (Republican)** – Indiana’s current Secretary of State, a former aide to Governor Mike Pence, and a 2018 congressional candidate: **28.5%**
- **Greg Ballard (Independent)** – A retired Marine lieutenant colonel who served two terms as the Republican mayor of Indianapolis from 2008 to 2016: **23.8%**
- **Undecided: 16.3%**

Ballard begins the race within striking distance of both major-party candidates and well within the range where campaign dynamics, fundraising, and voter education can shift the ballot.

2) Ballard More Than Doubles the Generic Independent Baseline

When voters are asked a generic version of the race — choosing between a generic Republican, generic Democrat, and generic Independent — the “Independent” option receives **10%**.

When that Independent is named as Greg Ballard, his support rises to **23.8%** — a +13.8-point increase.

This demonstrates that Ballard’s coalition is not simply protest sentiment. His numbers reflect candidate-specific strength, not just dissatisfaction with the two-party system.

A Libertarian option was not included in this ballot test. Even if a Libertarian received its typical 3–6% share, Ballard would remain clearly viable and within striking distance of both major-party candidates, given his substantially higher support than a generic independent.

Moreover, in a contest where an Independent candidate is already polling competitively in the mid-20s, it is reasonable to assume that some traditional Libertarian voters would gravitate toward the more viable non-major-party option.

3) Ballard Leads Among Younger Voters (18–34)

Among voters ages 18–34:

- **Greg Ballard: 31.8%**
- **Diego Morales: 28.0%**
- **Beau Bayh: 28.0%**
- **Undecided: 12.1%**

Ballard leads outright among younger voters, although within the margin of error.

In a three-way race, strength among 18–34 voters is particularly significant, as these voters are generally less rigidly partisan and more open to non-major-party candidates.

4) Ballard’s Support Is Broad and Geographically Balanced

To test whether Ballard’s strength is limited to his Indianapolis base, we examined results by region and community type.

Central Indiana (Marion, Hamilton, Madison, Boone, Hancock, Shelby, Johnson, Morgan, Hendricks Counties):

- **Ballard: 31.8%**
- **Bayh: 33.6%**
- **Morales: 21.5%**
- **Undecided: 13.1%**

All Other Counties:

- **Ballard: 20.8%**
- **Bayh: 30.7%**
- **Morales: 31.1%**
- **Undecided: 17.4%**

Ballard is strongest in Central Indiana, but still earns roughly one-fifth of voters outside the region — demonstrating meaningful statewide reach.

Looking at community type further underscores this geographic breadth.

Small-town and rural voters:

- **Morales: 32.1%**
- **Bayh: 26.8%**
- **Ballard: 25.9%**
- **Undecided: 15.2%**

In traditionally Republican-leaning rural areas, Ballard’s **26%** places him essentially tied for second and within range of the Republican nominee.

For context:

- In **suburban areas**, Ballard earns **22.2%** (Bayh 32.1%, Morales 29.6%).
- In **urban areas**, Ballard earns **23.8%** (Bayh 34.9%, Morales 23.8%).

Taken together, these results demonstrate that Ballard’s coalition is geographically balanced. He performs competitively in rural communities while maintaining strength in suburban and urban areas — underscoring that his support is not confined to Indianapolis or metropolitan voters.

5) Independent Candidacies Are Viewed Positively or Neutrally by an Overwhelming Majority

When voters were asked:

“When you hear that a candidate is running as an independent, which of the following best describes your reaction?”

- **Positive: 31.3%**
- **Neutral: 57.5%**
- **Negative: 7.2%**
- **Not sure: 4.0%**

A combined 88.8% of voters respond either positively or neutrally.

This indicates that running as an Independent is not a structural liability — it is broadly acceptable and, for many voters, attractive.

Bottom Line

This survey demonstrates that Greg Ballard is immediately viable in a three-way Indiana Secretary of State race. He:

- Begins within striking distance of both major-party candidates.
- More than doubles the generic Independent baseline.
- Leads among voters ages 18–34.
- Draws meaningful support statewide across urban, suburban, and rural communities.

- Benefits from a political environment in which Independent candidacies are widely accepted.

Taken together, these findings show a credible pathway for a competitive — and potentially winning — independent campaign.