



Destiny Wells for Indiana Attorney General


September 11, 2024




Lake Research Partners
Washington, DC | Berkeley, CA | New York, NY
LakeResearch.com
202.776.9066

Daniel Gotoff
Celinda Lake
McCauley Pugh
Ronan Ferrentino
Carolyn Ren

Methodology

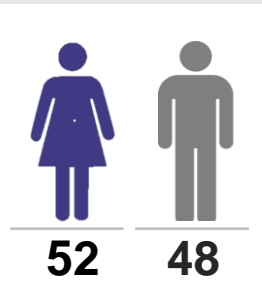
- 
- Lake Research Partners designed and administered, using professional interviewers, this phone survey of 600 likely 2024 general election voters. The survey was conducted August 26th-September 2nd, 2024. The margin of error for the sample is +/-4.0% and larger for subgroups.
 - Telephone numbers for the sample were generated from a file of Indiana voters. The sample was stratified geographically to reflect the geographic distribution of likely General Election voters. The data were weighted slightly by gender, age, race, region, occupation, and education level.
 - In interpreting survey results, all sample surveys are subject to possible sampling error—that is, the results of a survey may differ from those that would be obtained if all members were interviewed. The size of the sampling error depends upon both the total number of respondents in the survey and the percentage distribution of responses to a question. For example, if a response to a given question which all Indiana voters answered was 50%, we could be sure that in 95% of all samples from the same universe of members, the results would fall within plus or minus 4.0% of this percentage, or between 46% and 54%.

Key Findings

- 
- Destiny Wells starts out in a statistical tie with Todd Rokita and improves her position over the course of the survey.
 - Voters are looking for a change from Rokita. His personal image ratings are net-negative and, more important, voters express real dissatisfaction with the job he is doing as Attorney General.
 - Underscoring both Wells' appeal and Rokita's significant vulnerabilities, Wells pulls ahead after voters hear positive arguments on her behalf. She expands her lead further—reaching fifty percent of the vote—after voters hear statements critical of Rokita.
 - Destiny Wells' path to victory in this data is clear. Provided she has the resources to communicate her message to the voters, Wells is strongly positioned to win this election in November.

Demographic Profile of Likely General Election Voters

GENDER



EDUCATION

High School or Less	30	72 Non-college Grad
Post-H.S. / Some College	42	
College Graduate	21	
Post-Graduate	8	

AGE

Under 30	16	55 50 years+
30-39	14	
40-49	15	
50-64	26	
65+	29	

MEDIA MARKET

Chicago	11
South Bend	9
Fort Wayne	11
Indianapolis	47
Small/Split Market	22

RACE


White	87
Black	6
Latine	3
Asian/Pac. Islander	0

REGION

Northwest	18
Northeast	17
Indianapolis	12
Central	32
South	21

PARTISANSHIP

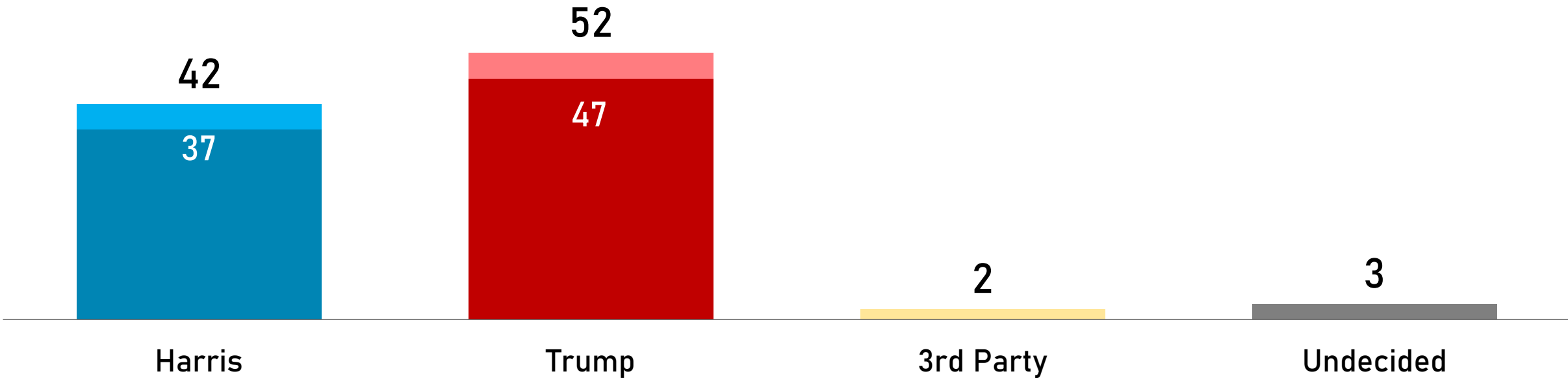
Democrat	36
Independent	7
Republican	51

An aerial night photograph of a city square, likely in New York City, featuring a prominent monument with a statue on top. The square is surrounded by tall buildings, and the scene is illuminated by city lights and streetlights. The sky is dark with some clouds.

Contours of Support in the Attorney General's Race

Trump is up by 10 and over fifty percent at the top of the ticket.

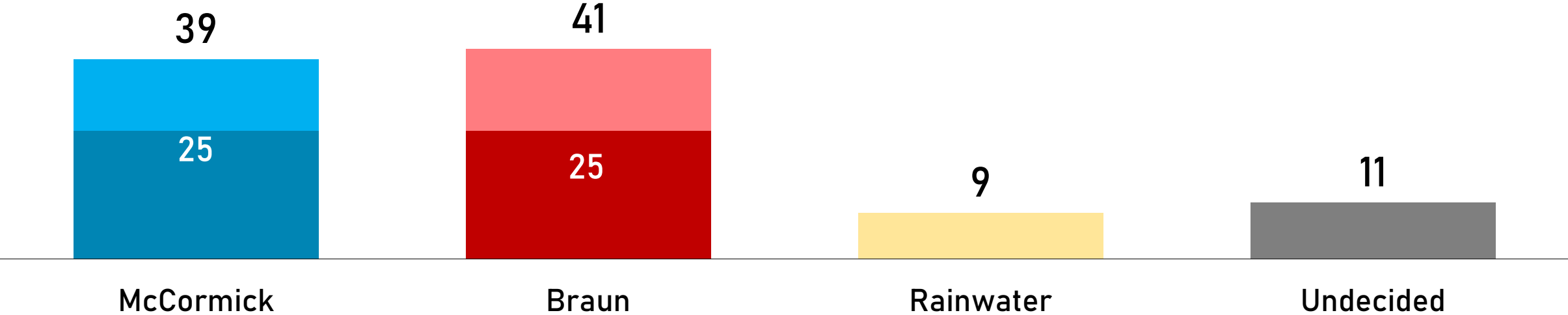
Presidential Trial Heat



Q3. And if the 2024 election for president were held today, would you vote for: [ROTATE] _Democrat Kamala Harris, _Republican Donald Trump, a third-party candidate, or are you undecided?

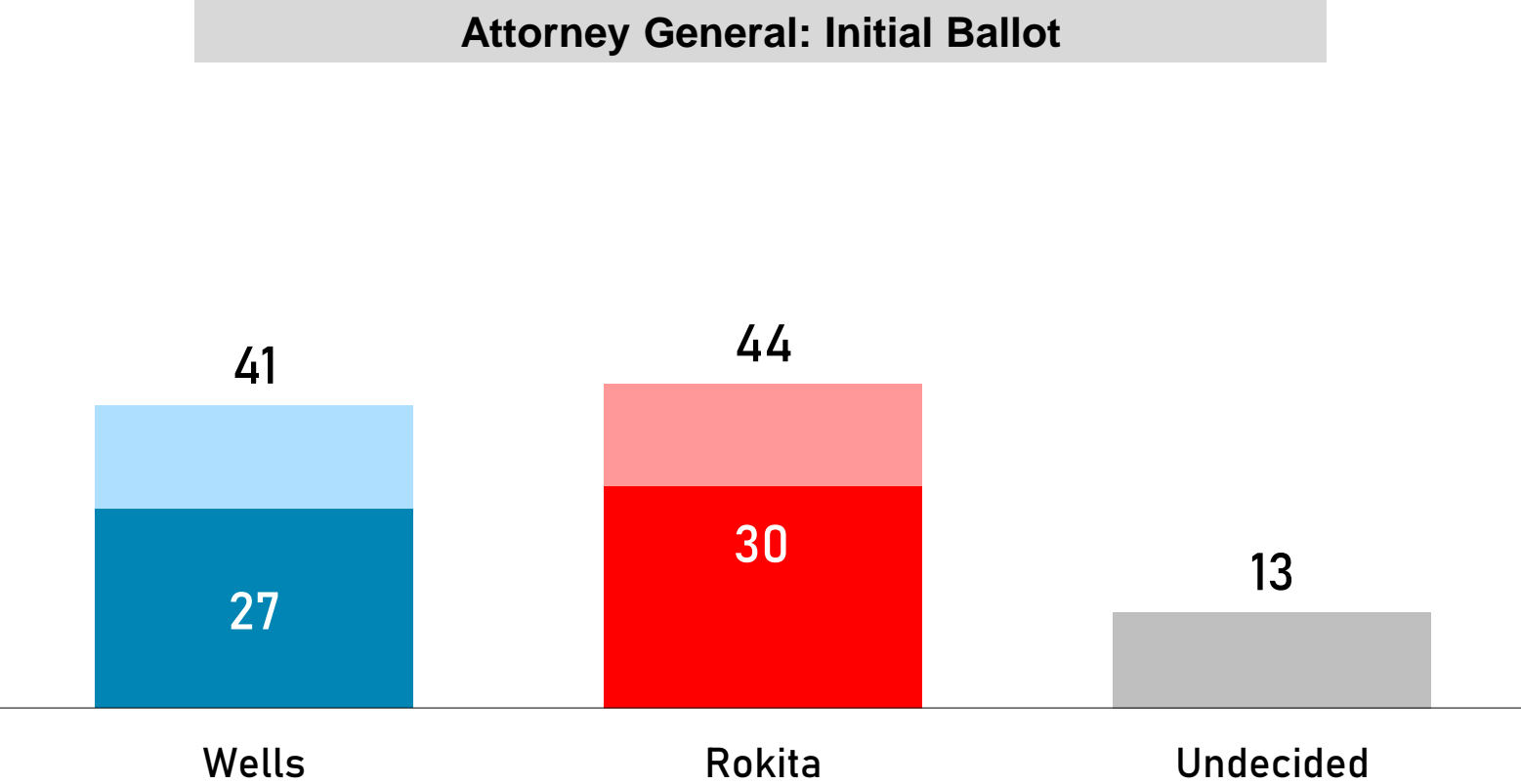
The Governor’s race between McCormick and Braun is already very competitive.

Gubernatorial Trial Heat



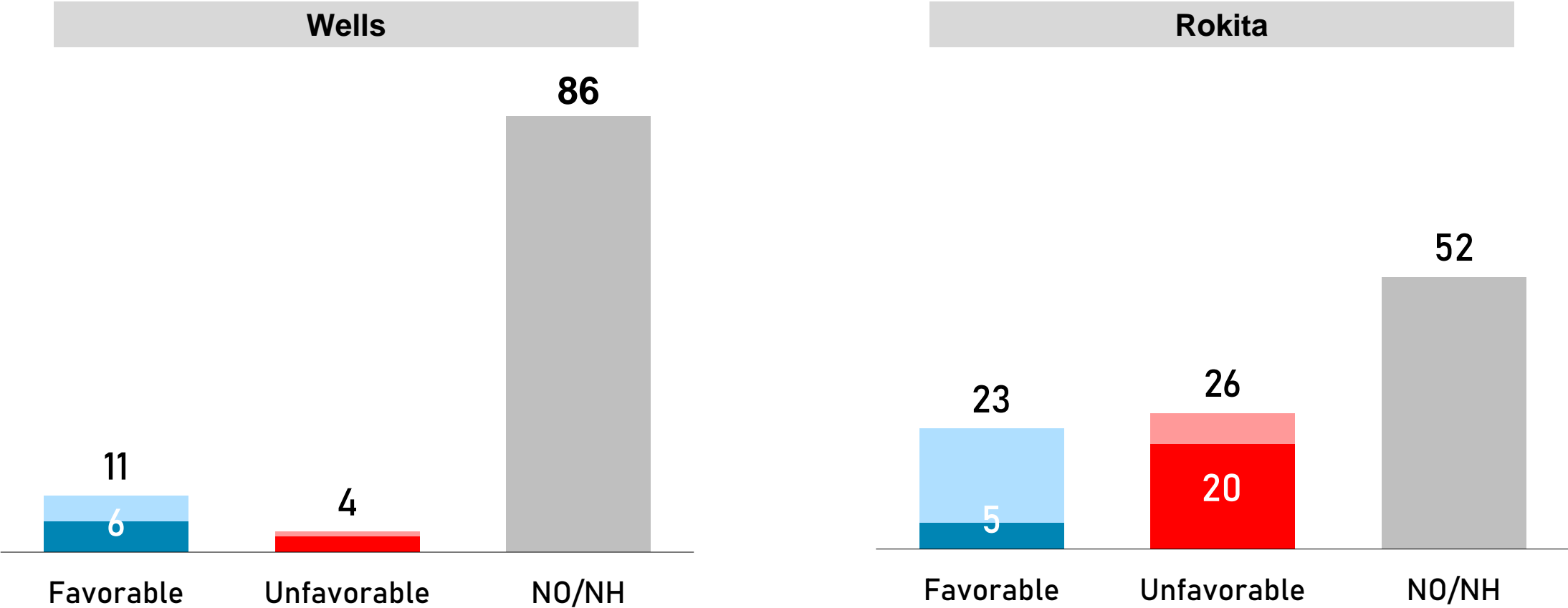
Q4. if the election for Indiana Governor were held today and the candidates were: [RANDOMIZE] _Democrat Jennifer McCormick, _Republican Mike Braun, and _Libertarian Donald Rainwater, for whom would you vote or are you undecided?

The initial trial heat for Attorney General shows a margin of error race, with incumbent Todd Rokita drawing 44% of the vote to 41% for Destiny Wells. Wells consolidates Democrats to a higher degree than Rokita does Republicans—and starts out with a solid lead among independents.



Q5. And if the election for Indiana Attorney General were held today and the candidates were: [RANDOMIZE] _Democrat Destiny Wells and _Republican Todd Rokita, for whom would you vote or are you undecided?

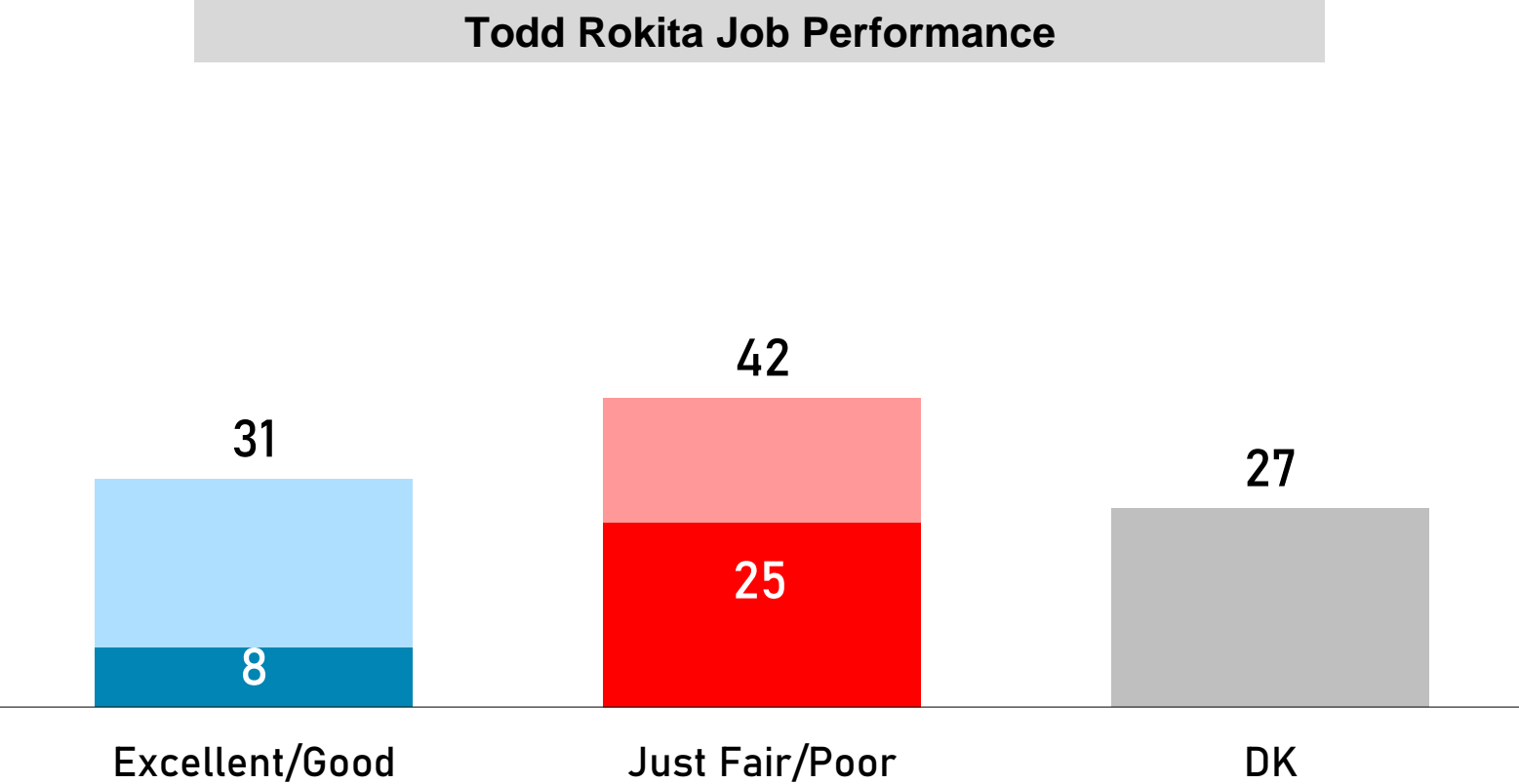
While Rokita is better known than Wells today, half of voters lack a substantive opinion of the incumbent. Moreover, among those voters who know him, his personal image is more negative than positive.



	Somewhat Favorable	Somewhat Unfavorable
	Very Favorable	Very Unfavorable

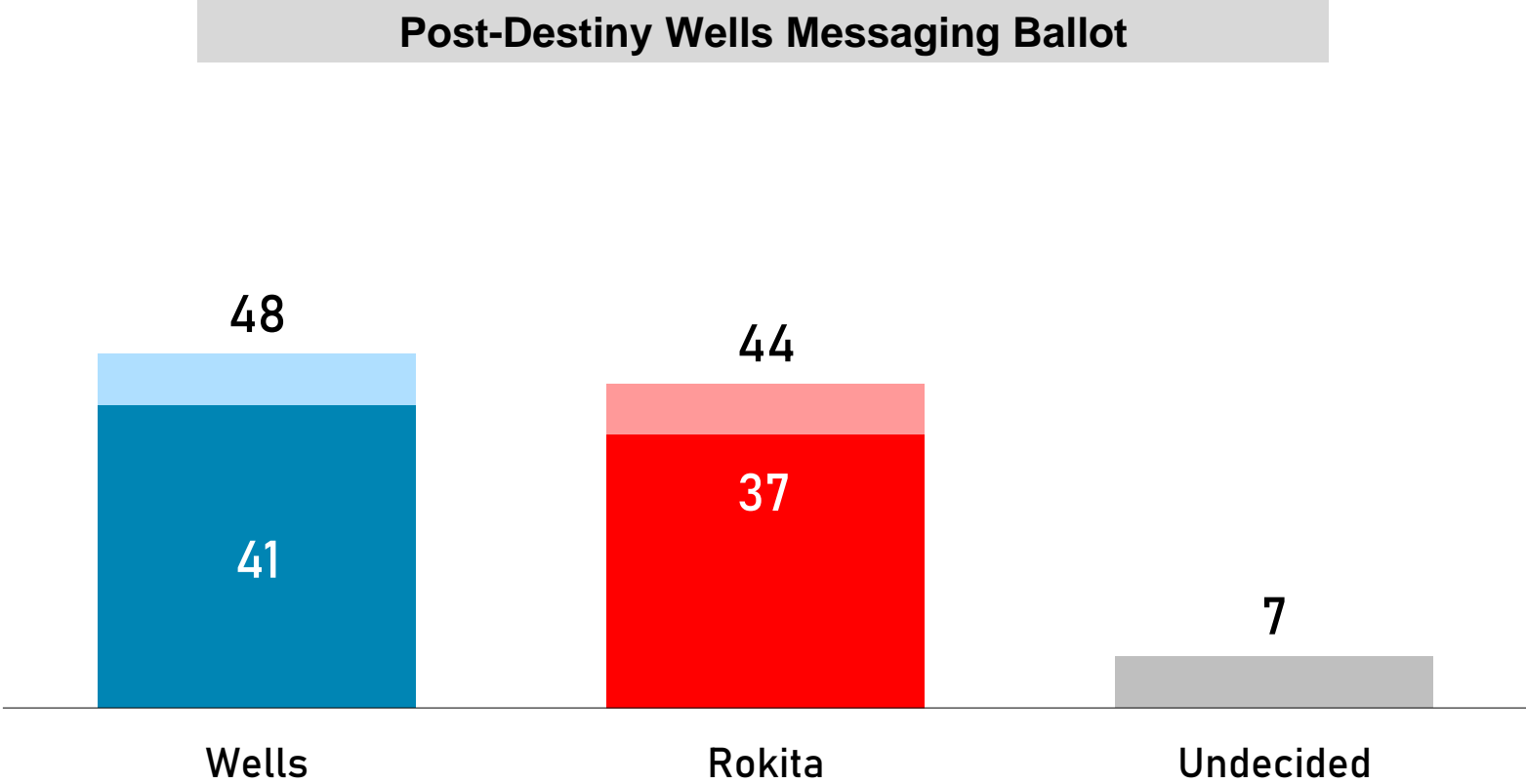
Q2. Now I'd like to ask you about some public figures. For each, please tell me whether you have a VERY favorable, SOMEWHAT favorable, somewhat UNFAVORABLE, or VERY unfavorable impression. If you have heard of the person, but do not know enough to have an opinion, or if you have never heard of them, just say so, and we will move on

Rokita’s greater weakness stems from his underwater job performance ratings.



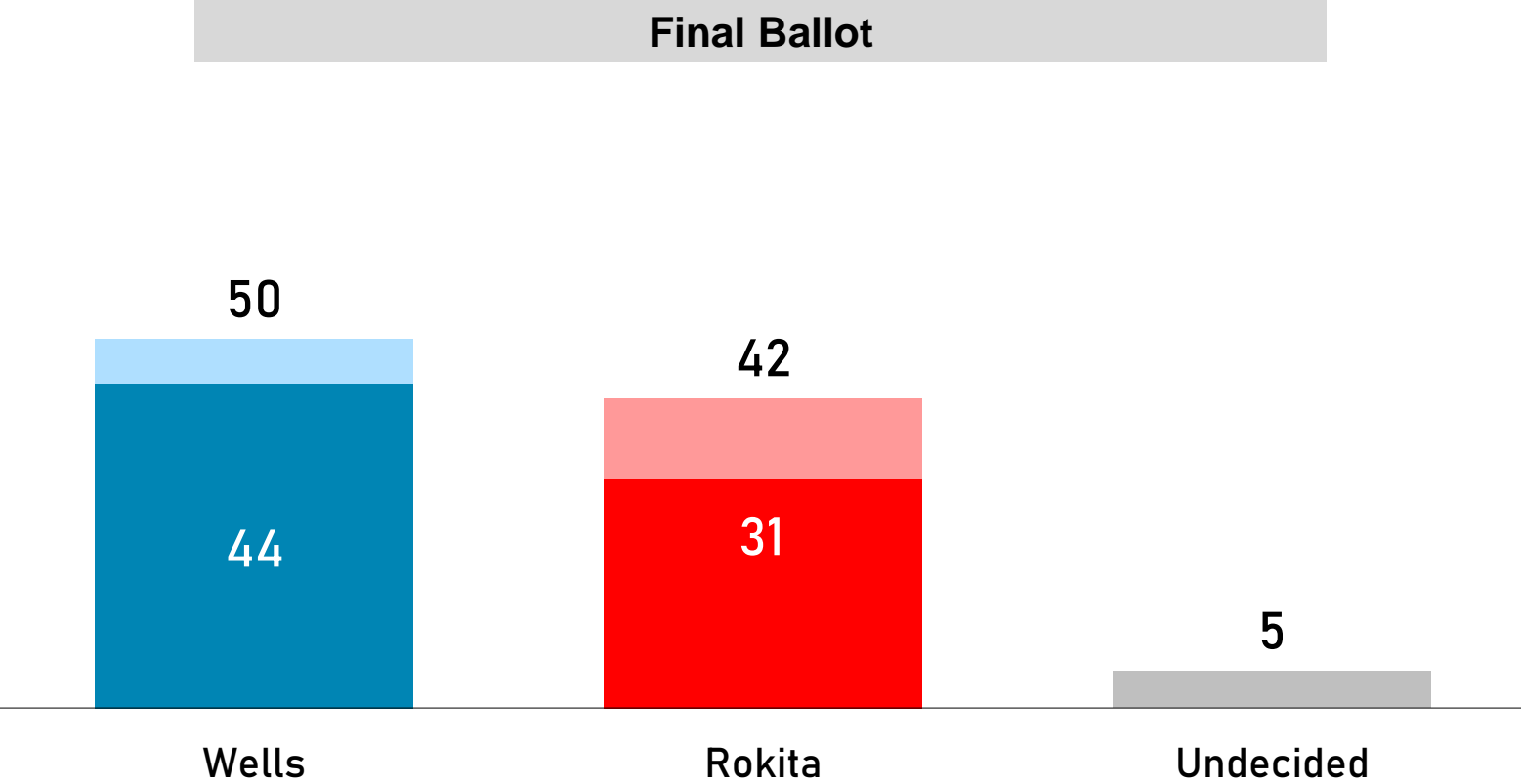
Q6. For each one of the following, please indicate if you think that person or group is doing an excellent, good, just fair, or poor job: Todd Rokita

Once voters hear a set of statements emphasizing Destiny Wells’ record as an active Army Reserve Officer, war veteran, and former Deputy Attorney General, along with her agenda for the office, she moves into a lead over Rokita.



Q10. Sometimes over the course of a survey like this, people change their minds. If the election for Indiana Attorney General were held today and the candidates were: [RANDOMIZE] _Democrat Destiny Wells and _Republican Todd Rokita, for whom would you vote or are you undecided?

An additional set of statements critical of Rokita sees Wells climbing to fifty percent of the vote as the incumbent's support falls further. These numbers underscore the appeal of Wells' profile as well as the resonance of Rokita's vulnerabilities.



Q12. One last time, if the election for Indiana Attorney General were held today and the candidates were: [RANDOMIZE] _Democrat Destiny Wells and _Republican Todd Rokita, for whom would you vote or are you undecided?



Washington, DC | Berkeley, CA | New York,
NY

LakeResearch.com
202.776.9066

Daniel Gotoff
dgotoff@lakeresearch.com

McCauley Pugh
mpugh@lakeresearch.com

Ronan Ferrentino
rferrentino@lakeresearch.com