

State of The Race – September 25

Data shows a close race in a tightening environment, with plenty of good messages to use to define and protect. More to come publicly soon.

Direction of the country is underwater, 40/56

Direction of the state is narrowly headed in the right direction, 50/48

Hinson image is 26/26

Generic senate ballot is 45/42, while Hinson holds a 45/40 lead on named ballot

GOP is **losing** on named gov ballot 44/40

Issue matrix is currently a mixed bag – top issues being protecting democracy, honesty in government, immigration, and social security/Medicare.

Top positive messages:

Expanded mental health care for veterans

Protecting Medicare and Social Security for our seniors

Stopping China from buying land in state

Top areas of concern to guard against/inoculate:

Blocking release of E files

Raising retirement age for SS

Cut \$1T in Medicaid funding

Bottom line: Eventually, early definition of her targeted at independents and center right voters, especially in the Western part of the State, will be key to keeping the tightening environment from dragging us down. Eventually is not now.

More to come.