



Indiana Statewide Survey October 10 – 14, 2004

Demographics of the poll

Total Respondents 1,050
Margin of error +/- 3.0%

Northern Third of the State 33%
Central Third of the State 43%
Southern Third of the State 24%

Men 47%
Women 53%

Minority 12%
Non-Minority 88%

In the Minority category we asked, "If you are a member of cultural or racial minority?" This number includes non-whites, basically.

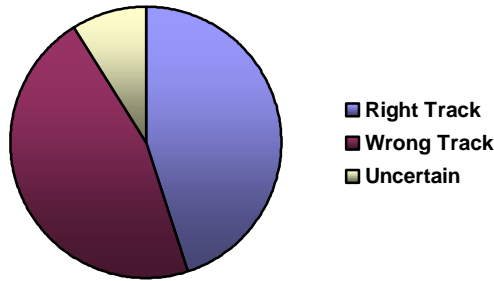
18-34 15%
34-49 24%
50-64 31%
65+ 30%

Democrat 36%
Republican 40%
Independent 24%

Survey Detailed Questions

Question: Overall do you feel the United States is on the right track or wrong track?

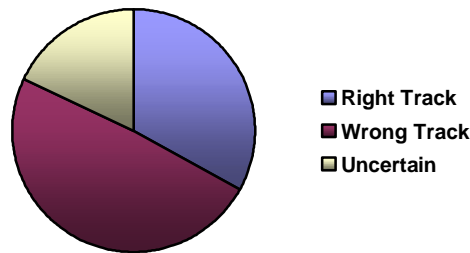
Right Track	45%
Wrong Track	46%
Uncertain	9%



Analysis: Respondents are evenly divided on this question. This response is reflective of national polling results as well. Among Independents and Minorities, however, the responses were significantly varied. Independents answered 37% right track to 51% wrong track. Minority response was 10% right track to 83% wrong track.

Question: Overall do you feel the state of Indiana is on the right track or wrong track?

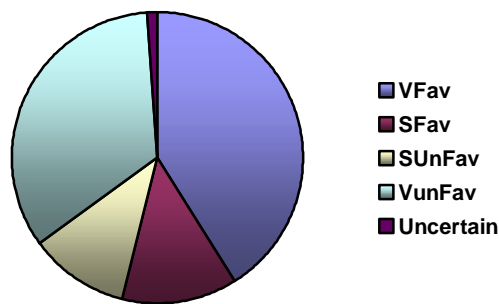
Right Track	33%
Wrong Track	49%
Uncertain	18%



Analysis: This does not bode well for the Kernan administration. Independents answered 28% right track, 50% wrong track. Among minority respondents it was 46% right track, 33% wrong track.

Question: We want to know how favorable or unfavorable you feel about the two major party candidates for president of the United States. Choose between very favorable, somewhat favorable, somewhat unfavorable, very unfavorable or uncertain. Candidates are listed alphabetically and by party affiliation.
How favorable or unfavorable do you feel about George W. Bush, Republican?

V Fav	41%
S Fav	13%
S Un Fav	11%
V Un Fav	34%
Uncertain	1%

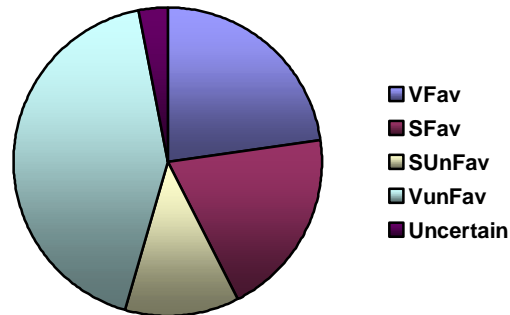


Analysis: Responses followed closely along party lines. Democrats rated Bush 85% unfavorable (15% somewhat unfavorable, 70% very unfavorable). Republicans rated Bush 96% favorable (79% very favorable, 17% somewhat favorable) underscoring the fact that Bush has clearly secured his base. Independents, however, are divided right down the middle as 49% give Bush favorable marks (31% very favorable, 18% somewhat favorable), and 49% rated Bush unfavorably (19% somewhat unfavorable, 30% very unfavorable).

Minorities rated Bush 15% favorable (8% very favorable, 7% somewhat favorable) and 83% unfavorable (16% somewhat unfavorable, 67% very unfavorable).

Question: How favorable or unfavorable do you feel about John Kerry, Democrat?

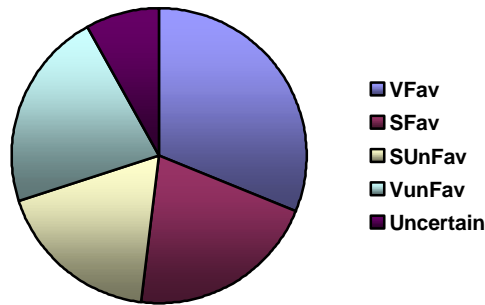
VFav	23%
SFav	20%
SUnFav	12%
VUnFav	43%
Uncertain	3%



Analysis: Kerry's favorables of 43% are overcome with his unfavorables of 55%. Democrats gave Kerry 87% favorables and Republicans gave him 93% unfavorables. Independents gave Kerry 41% favorables to 55% unfavorables. Minorities gave him 80% favorables to 18% unfavorables.

Question: We want to know how favorable or unfavorable do you feel about the two major party candidates for governor of Indiana?
How favorable or unfavorable do you feel about Mitch Daniels, Republican?

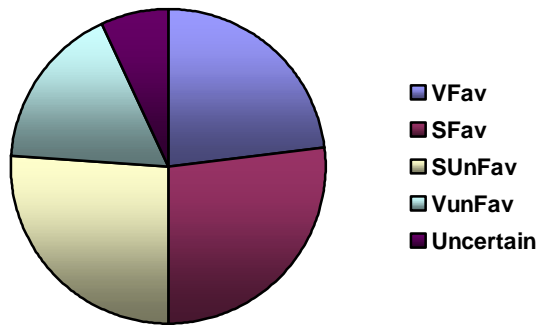
VFav	31%
SFav	21%
SUnFav	18%
VUnFav	22%
Uncertain	8%



Analysis: Respondents followed party lines as Democrats rated Mitch with 77% unfavorables (31% somewhat unfavorables, 46% very unfavorable). Republicans, however, rated Daniels 88% favorable (59% very favorable, 29% somewhat favorable). Among Independents, Daniels got 50% favorables (21% very favorable, 29% somewhat favorable), against 39% unfavorables (20% somewhat unfavorable 19% very unfavorable).

Question: How favorable or unfavorable do you feel about Joe Kernan, Democrat?

VFav	23%
SFav	27%
SUnFav	26%
VUnFav	17%
Uncertain	7%

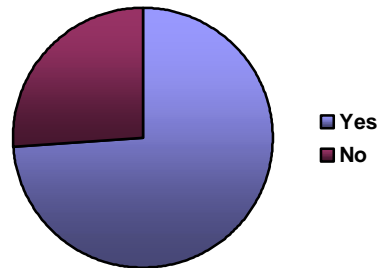


Analysis: Although Kernan's fav/unfav is slightly less than Daniels, his totals are within the survey's margin of error. Among Democrats Kernan's overall favorables are 88%. Among Republicans his favorables are 17% compared to Daniels' 14% favorables among Democrats. Kernan's unfavorables among Republicans are 74% (42% somewhat unfavorable, 32% very unfavorable). Independents rated Kernan 47% favorable to 44% unfavorable.

With Minorities Kernan has 77% favorables to 15% unfavorables.

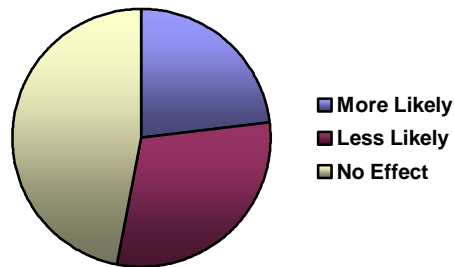
Question: Mitch Daniels' campaign has run TV ads criticizing the problems in state government under Democratic administrations. Have you seen any of these TV ads?

Yes	74%
No	26%



Question: **Each respondent that answered yes was then asked “Having seen these TV ads, are you more likely to vote for Mitch Daniels, less likely to vote for him, or these ads do not effect your vote in the governors race?”

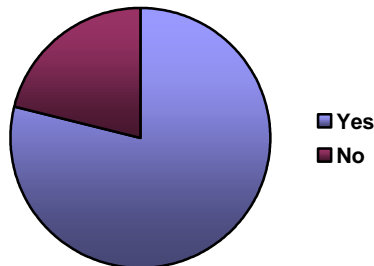
More Likely	23%
Less Likely	30%
No Effect	47%



Analysis: Predictable, responses fell along party lines as 55% of the Democrats said his attack ads made them “less likely” to vote for him and Republicans answered with 43% “more likely” to vote for him. However, Independents were critical of these ads answering 19% “more likely” to 30% “less likely”. Clearly, these ads were not well received among Independent respondents.

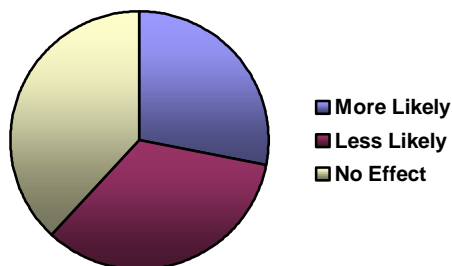
Question: Joe Kernan’s campaign has run TV ads featuring retired and former employees of Indianapolis Power and Light Company, known as IPALCO, criticizing Mitch Daniels’ decision to sell IPALCO to an out of state company when he served on the board of directors of IPALCO. Have you seen any of these TV ads?

Yes	79%
No	21%



Question: **Those respondents that answered yes were then asked, “Having seen these TV ads, are you more likely to vote for Joe Kernan, less likely to vote for him, or these ads have had no effect in your vote in the governors race?”

More Likely	28%
Less Likely	34%
No Effect	38%

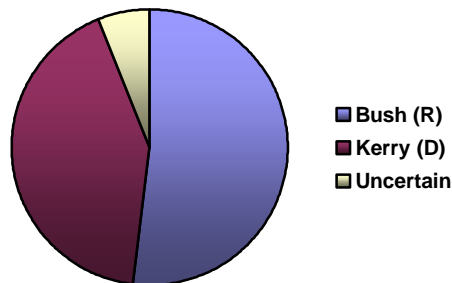


Analysis: These ads were seen by 5% more of our survey sample (79% to 74%). Again, respondents fell along party lines as 53% of the Democrats answered “more likely” to 57% of the Republicans “less likely.” Among Independents, 26% answered “more likely” and 31% said “less likely.”

Both campaigns experienced a net loss among Independent survey respondents with their “attack ads.”

Question: If the election for president of the United States were held today, for whom would you vote?

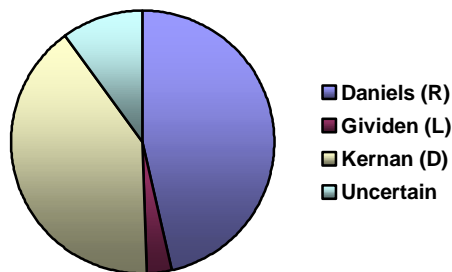
George W. Bush, Republican	52%
John Kerry, Democrat	42%
Uncertain	6%



Analysis: Although Bush leads Kerry by ten points, that represents the closest Kerry has come to Bush in Indiana of any previous published opinion polls. Bush got 9% Democrat crossover to Kerry's 4% Republican crossover. The good news for Kerry is the closeness among Independents as Bush polled 46% to 42% for Kerry. Bush got 12% with Minorities to Kerry's 78%.

Question: If the election for governor of Indiana were held today, for whom would you vote?
Candidates are listed alphabetically and by party affiliation.

Mitch Daniels, Republican	46%
Ken Gividen, Libertarian	3%
Joe Kernan, Democrat	40%
Uncertain	10%



Analysis: Party line votes are solid for the major party candidates. Kernan polled 84% with the Democrats and Daniels got 86% of the Republicans. Kernan got 5% of the Republicans and Daniels got 6% of the Democrats. 3% of the Democrats, however, strayed to Libertarian, Ken Gividen along with 1% of the Republican sample. Daniels overall lead of 6% is driven by his 40% to 33% lead with the Independents. Gividen got 8% with the Independents and 19% were undecided.

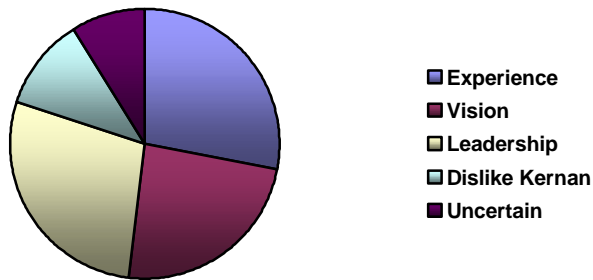
With Gividen polling a 3% overall, Daniels does not have to get 50% to win. This means Kernan has to get almost all the 10% undecideds, a tall order for a sitting governor. Daniels is “knocking on heaven’s door.”

Among Minorities Daniels polled 9% to Kernan’s 71% with Gividen getting 3% and 17% undecided.

The “Wild Card” in this election could be the “18 to 24 year old new voters.” They have been registering in unprecedented numbers all over the country. They are heavy cell phone users, which means they are out of reach by standard opinion research methodology. This makes their voting behavior unpredictable.

Question: ****Every person that voted for Mitch Daniels was asked, “Which of the following five reasons comes closest to why you voted for Mitch Daniels?”**

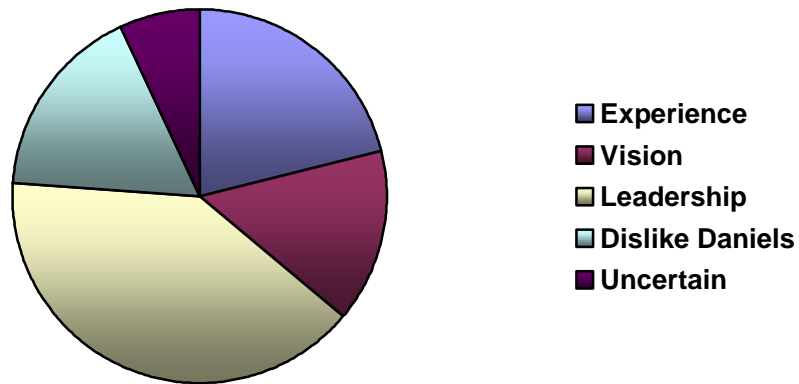
Combination of experience in government and business	28%
His long term vision for Indiana	24%
Trust his leadership ability	28%
Don't like Joe Kernan	11%
Uncertain	9%



Analysis: **In the final two weeks, each candidate should play to their strengths as revealed in the reasons respondents voted for each of them. Those who voted for Daniel indicated very balanced reasoning as no single aspect of support was dominant.**

Question: **Every person that voted for Joe Kernan was asked, “Which of the following five reasons comes closest to why you voted for Joe Kernan?”

Combination of experience in government as mayor, lt. governor, and governor	21%
His long term vision for Indiana	15%
Trust his leadership ability	40%
Don't like Mitch Daniels	17%
Uncertain	7%



Analysis: Kernan’s supporters clearly trust his leadership ability at 40%. The 17% who indicated their primary reason was because they “don’t like Mitch Daniels” is presumably the residue of IPALCO ads.