

Bellwether Research & Consulting

Indiana Statewide Survey
Interview Dates: March 22-24, 2004
N=600 Likely Voters
Margin of Error \pm 4.0%

SURVEY RESULTS

Introduction/Screening Questions

1. County of residence (**From sample**)

2. Sex of Respondent

48% Male
52% Female

3. Are you currently registered to vote in Indiana?

100% Yes (**Continue**)

4. How likely is it that you will vote in this fall's election for governor...

		<u>Feb '04</u>	
87%	81%		Very likely (Continue)
13%	19%		Somewhat likely (Continue)

5. Generally speaking, do you think the state of Indiana is headed in the right direction or do you think the state is off on the wrong track?

		<u>Feb '04</u>	
36%	40%		Right Direction
40%	34%		Wrong Track
24%	26%		Don't Know/Refused

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I'd like to read you the names of some people involved in politics. First, please tell me if you have heard of this person and, if so, whether you have a favorable or an unfavorable impression of him. **(Randomize Qs 6 -9)**

(If heard of, ask:) And do you have a favorable or an unfavorable impression of him?

___ 6. **Joe Kernan**

	<u>Feb '04</u>	
41%	43%	Heard of, Favorable
19%	15%	Heard of, Unfavorable
24%	21%	Heard of, no opinion (Volunteered, Do not read)
15%	20%	Never heard of
1%	1%	Refused to answer

___ 7. **Mitch Daniels**

	<u>Feb '04</u>	
38%	30%	Heard of, Favorable
11%	8%	Heard of, Unfavorable
22%	23%	Heard of, no opinion (Volunteered, Do not read)
28%	37%	Never heard of
1%	1%	Refused to answer

___ 8. **George W. Bush**

55%	Heard of, Favorable
37%	Heard of, Unfavorable
7%	Heard of, no opinion (Volunteered, Do not read)
-	Never heard of
1%	Refused to answer

___ 9. **John Kerry**

35%	Heard of, Favorable
40%	Heard of, Unfavorable
18%	Heard of, no opinion (Volunteered, Do not read)
6%	Never heard of
1%	Refused to answer

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10. Now thinking ahead to this fall's elections...

If the election for President were held today, for whom would you vote...**(ROTATE NAMES)**

_____ George W. Bush, Republican (or) _____ John Kerry, Democrat

(If "Kerry/Bush" ask:) Would you say you are *definitely* for (Kerry/Bush) or *just probably* for (Kerry/Bush)?

(If "undecided," ask:) Would you say you are leaning toward **(ROTATE)**

_____ John Kerry, Democrat (or) _____ George W. Bush, Republican

43%	Bush, Definite	
9%	Bush, Probably	
1%	Undecided, lean Bush	March '04
7%	Undecided – Firm	52% Bush – 37% Kerry
1%	Undecided, lean Kerry	
8%	Kerry, Probably	
29%	Kerry, Definite	
3%	Refused (Do not read)	

11. If the election for governor of Indiana were held today and the candidates were...
(ROTATE NAMES)

_____ Joe Kernan, Democrat (and) _____ Mitch Daniels, Republican

...for whom would you vote?

(If "Kernan/Daniels" ask:) Would you say you are *definitely* for (Kernan/Daniels) or *just probably* for (Kernan/Daniels)?

(If "undecided," ask:) Would you say you are leaning toward **(ROTATE)**

_____ Joe Kernan, Democrat (or) _____ Mitch Daniels, Republican

	Feb '04	
27%	22%	Daniels, Definite
11%	14%	Daniels, Probably
3%	1%	Undecided, lean Daniels
15%	17%	Undecided – Firm
4%	3%	Undecided, lean Kernan
13%	16%	Kernan, Probably
24%	21%	Kernan, Definite
3%	6%	Refused (Do not read)
	Feb '04	37% Kernan – 36% Daniels
	March '04	38% Daniels – 37% Kernan
	(66%) Heard Both – March '04	45% Daniels – 37% Kernan

And our final questions are for statistical purposes only...

12. Into which of the following categories does your age fall?

	<u>Feb '04</u>	
19%	19%	18-34
20%	20%	35-44
22%	21%	45-54
15%	14%	55-64
23%	25%	65+
1%	1%	Refused (Do not read)

13. In politics today, do you usually consider yourself to be a Republican, Democrat or an Independent?

(If independent) Do you think of yourself as closer to the Republican party or the Democratic party?

	<u>Feb '04</u>	
38%	35%	Republican
26%	31%	Democrat
21%	16%	Independent (no party preference)
7%	6%	Independent, lean Republican
7%	6%	Independent, lean Democrat
2%	5%	Refused

14. And, for classification, what is your racial or ethnic background?

	<u>Feb '04</u>	
86%	86%	White
7%	6%	African American
1%	1%	Hispanic
3%	4%	Other
2%	3%	Refused (Do not read)
