



**Indiana Manufacturers Association**  
*Indiana's Leading Voice for Industry*

# **MEDIA RELEASE**

**One American Square, Suite 2400, Box 82012, Indianapolis, IN 46282**

**Phone: (317) 632-2474 or (800) 462-7762 Fax (317) 231-2320**

**Contact Charlene Hickey at the above numbers or at [chickey@imaweb.com](mailto:chickey@imaweb.com)**

*For immediate release February 17, 2004*

## **New Poll Shows Indiana Governor's Race a Dead Heat**

A new poll in the race to be Indiana's next governor shows the race to be a statistical dead heat. The poll was conducted for Indiana Manufacturers Association by the independent polling company, Bellwether Research of Alexandria, Virginia. Six hundred likely Hoosier voters were asked to identify candidates Joe Kernan and Mitch Daniels, state their opinions regarding those candidates and indicate for whom they would vote.

Kernan was the choice of 37 percent of likely voters, while Daniels was chosen by 36 percent. The results are a statistical dead heat in the race for governor. The poll had a margin of error of plus or minus four points.

Bellwether has a track record of polling accuracy in Indiana having polled Hoosier voters in both the 1996 and 2000 gubernatorial elections. The demographics of the polling sample are in line with the actual demographics of Indiana's electorate. The Indiana Manufacturers Association believes this is the most accurate poll to date on the 2004 governor's race.

The specific results of the poll are below:

Are you currently registered to vote in Indiana?	100% Yes
How likely is it that you will vote in this fall's election for governor?	81% Very Likely 19% Somewhat Likely
Generally speaking, do you think the State of Indiana is headed in the right direction or do you think the state is on the wrong track?	40% Right Direction 34% Wrong Track 26% Don't Know/Refused

- MORE -

New IMA Poll Shows Indiana Governor's Race a Dead Heat - 2/17/04

Continued from page 1

<p>Here are a few people involved in politics. First, please answer if you have heard of this person and, if so, whether you have a favorable or an unfavorable impression of him.</p>	
<p>Joe Kernan</p>	<p>43% Heard of, Favorable          15% Heard of, Unfavorable          21% Heard of, No opinion          20% Never heard of          1% Refused to answer</p>
<p>Mitch Daniels</p>	<p>30% Heard of, Favorable          8% Heard of, Unfavorable          23% Heard of, No opinion          37% Never heard of          1% Refused to answer</p>
<p>Now thinking ahead to this fall's election for governor; if the election for governor were held today and the candidates were Democrat Joe Kernan and Republican Mitch Daniels, for whom would you vote?</p>	<p>22% Daniels, definite          14% Daniels, probably          1% Undecided, lean Daniels          17% Undecided, firm/no lean          3% Undecided, lean Kernan          16% Kernan, probably          21% Kernan, definite          6% Refused</p>

Full results of the poll can be obtained by contacting Ed Roberts of the Indiana Manufacturers Association at 800-462-7762