



# Indiana Manufacturers Association

## *Indiana's Leading Advocate for Industry*

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## **Newly Registered Voters Favor Governor Daniels**

*Indianapolis* — The Indiana Manufacturers Association (IMA) and its political action arm, the Indiana Manufacturers Political Action Committee (IMPAC), today released the results of a recent poll. The poll exclusively covered newly registered or re-registered voters statewide in an attempt to quantify the impact of new voters on the upcoming November gubernatorial election.

Thirty-one percent said they would vote straight Democratic, 19 percent straight Republican; and 37 percent said they'll split their ticket. The poll shows that including committed voters and those who say they are leaning toward voting for a candidate, Governor Mitch Daniels leads Jill Long Thompson by 49 to 30 percent. Daniels is viewed favorably by 52 percent of newly registered voters, while Long Thompson is viewed favorably by 25 percent of this group.

Fully, 42 percent of the newly registered voters have never heard of Long Thompson. Respondents were asked to name an issue most important to them and then asked which candidate for governor they believed would do a better job of handling that issue. Daniels was favored on that measure by 43 to 26 percent.

The poll was conducted October 2-6, on behalf of IMA and IMPAC, by Bellwether Research & Consulting of Arlington, Virginia. IMA/IMPAC has had a 12-year relationship with Bellwether, and the polling has proven to be very accurate in each of the last three gubernatorial elections.

The results of polling 500 newly registered voters indicate that 85 percent say they will definitely vote and 15 percent say they will probably vote. Forty-one percent of the group is 22 years of age or younger. The demographic data for this group is similar to their previously registered counterparts.

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*IMA is the second oldest state manufacturer association in the United States, having been founded in 1901. Representing about 1,800 manufacturing locations in the state, with more than 525,000 employees, IMA has existed solely for the purpose of representing the interests of Indiana manufacturers for more than 107 years. Manufacturing is the most important contributor to jobs, wages and wealth creation in the State of Indiana. The jobs of another 1.3 million Hoosiers depend on the continuing existence, growth and future success of the manufacturing enterprise in Indiana.*

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**[www.imaweb.com](http://www.imaweb.com)**

**Survey of 500 newly registered voters in Indiana**  
**Conducted on behalf of the IMA**  
**Margin of error + or - 4.5%**  
**October 2 - 6, 2008**

## Survey Results

1. According to Indiana voter registration records, you registered to vote or updated your registration this year, correct?

100% Yes

2. How likely is it that you will vote in the November 4<sup>th</sup> election? Will you definitely vote, probably vote, or is it possible you may not end up voting due to your schedule or other reasons?

85% Definitely vote  
 15% Probably vote

Usually people are more interested in some races than others and they may choose not to cast a vote in every contest, just the ones they care about. How about you? This year, what is the likelihood on a 1 to 10 scale with 10 being absolutely certain and 1 being completely unlikely that you will vote in...

3. The election for governor of Indiana 62% "10"

4. And, on November 4<sup>th</sup>, if you had to say today, do you plan to...

31% vote a straight democratic ticket  
 37% split your ticket and vote for one party for president and another for governor  
 19% vote straight republican  
 13% (do not read) don't know/ref

I'd like to read you the names of a few people. Please tell me if you have heard of this person and, if so, whether you have a favorable or an unfavorable impression of him or her.

	<b>Total Fav</b>	Very Fav	Smwt Fav	Smwt Unfav	Very Unfav	Heard No Opin	Never Heard
5. Mitch Daniels	<b>(52%)</b>	24%	28%	12%	9%	18%	9%
6. Jill L. Thompson	<b>(25%)</b>	9%	16%	9%	4%	21%	42%

7. Do you approve or disapprove of how Mitch Daniels is handling his job as Governor?

22% Strongly approve  
 36% Somewhat approve **58% Approve - 19% Disapprove**  
 10% Somewhat disapprove  
 9% Strongly disapprove  
 23% Don't Know (vol.)

8. And if the election for governor were held today for whom would you vote (**rotate**) Mitch Daniels, Republican, Jill Long Thompson, Democrat or (**always ask last**) Andy Horning, Libertarian?

45%	Mitch Daniels	
27%	Jill Long Thompson	w/leans
4%	Undecided, lean Daniels	<b>49% Daniels – 30% Thompson</b>
14%	Undecided – firm	
3%	Undecided, lean Thompson	
-	Undecided, lean Horning	
3%	Andy Horning	
4%	Refused	

9. Most people consider a number of factors when deciding on a candidate to support. If you had to say, which of the following issues would be most important to you personally when deciding on a candidate for governor?

12%	taxes
19%	education
28%	jobs/business
6%	the environment
12%	health care
3%	illegal immigration
7%	abortion
7%	energy
4%	(do not read) other, list
3%	(do not read) don't know

10. Which candidate for governor (**rotate**) Republican Mitch Daniels or Democrat Jill Long Thompson, do you think would do a better job handling (**insert issue choice from Q15**)?

43%	Mitch Daniels
26%	Jill Long Thompson
31%	(do not read) Don't know

11. What is your main source of news and information about the Indiana's governor's race?

35%	Local news reports on television
10%	Campaign ads on television
8%	Friends and family
22%	Newspaper
5%	Radio
8%	Indiana news sites online
2%	Political blogs
3%	Candidate's web sites
2%	Social networking like facebook or myspace
5%	(do not read) other, list

12. Did you watch the presidential debate between Barack Obama and John McCain?
- 59% Yes  
41% No
13. Did you watch either gubernatorial debate between Mitch Daniels and Jill Long Thompson?
- 12% Yes  
88% No
14. What is your level of formal education to date?
- 27% High school Degree  
6% Vocational, technical or professional training  
38% Some college courses  
5% An Associate Degree  
15% A Bachelor's Degree  
9% A post-graduate Degree
15. And, for classification, what is your racial or ethnic background?
- 81% White  
8% African American  
1% Hispanic or Latino  
7% Other  
3% Refused
16. The voting record shows your age to be (read age from list). Is that correct?
- 16% age 18  
13% age 19  
6% age 20  
4% age 21  
2% age 22
- 41% age 22 or younger**
17. Gender
- 48% Male  
52% Female
18. County (top responses)
- 17% Marion  
7% Lake  
6% Allen  
4% St. Joseph  
4% Hamilton