



Indiana Manufacturers Association
Indiana's Leading Voice for Industry

MEDIA RELEASE

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Indiana Manufacturers Association Releases Statewide Poll Results; Bush Leads Kerry by 15 Points in Indiana

Indianapolis—Today, the Indiana Manufacturers Association (IMA) released the results of its most recent statewide survey. The poll was conducted March 22-24 by Bellwether Research and Consulting of Alexandria, Virginia, for IMPAC, the Indiana Manufacturers Political Action Committee. The poll surveyed 604 likely voters across Indiana and has a margin of error of plus or minus four percent.

In the contest for president, George W. Bush would win in Indiana today over Democratic nominee John Kerry by a 52 to 37 percent margin. Furthermore, the survey determined that 55 percent of respondents view President Bush favorably, while 37 percent view him unfavorably. On the other hand, only 35 percent view Kerry favorably, while 40 percent view him unfavorably. The perception of the presidential candidates is already extremely polarized by party; and if John Kerry's image remains poor in Indiana, Democratic turnout and other Democrats on the ballot will likely be negatively impacted.

Further bad news for the Democrats is that by a 40-36 percent margin, voters believe the state is on the wrong track. The party in power usually suffers when voters have a negative impression of how things are going in the state, as the desire for change increases. The mood has soured since IMA's February poll, which found, by a 40-34 percent margin, voters thought the state was headed in the right direction.

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In the gubernatorial contest, incumbent Joe Kernan falls short of the 50 percent mark on this latest ballot and is in a statistical dead heat against challenger Mitch Daniels. By a 38-37 percent margin, voters favor Daniels over Kernan. Significantly, Daniels has more committed support at 27 percent than Kernan at 24 percent. Among the two-thirds of voters who have heard of both candidates, Daniels leads by a 45-37 percent margin. Currently, 72 percent of voters have heard of Daniels, a nine-point increase from February; 85 percent know Joe Kernan.

Nearly four in ten voters view Daniels favorably (38 percent)—an increase of eight points from February—while 11 percent rate him unfavorably. Kernan's favorable image is comparable (41 percent)—a two-point drop from February—while 19 percent view him unfavorably.