

To: Owner-Operator Independent Drivers Association

From: Kellyanne Conway
the polling company™, inc./WomanTrend

Date: November 21, 2006

Re: Post-Election Indiana Survey Analysis

Introduction & Methodology

the polling company™, inc. is pleased to present this report and data analysis to the **Owner-Operator Independent Drivers Association (OOIDA)**, which commissioned a quantitative research project regarding the privatization of the Indiana Toll Road.

The project occurred in two phases. First, a statewide survey of 500 residents of Indiana who actually voted in the November 7, 2006 elections was conducted. Then, 400 additional interviews with actual voters who live in seven northern counties of the state that encompass the toll road were collected. These counties included Lake, Porter, LaPorte, St. Joseph, Elkhart, LaGrange, and Steuben. In all, 489 individuals from the northern part of Indiana were surveyed.

The original survey instrument used in both polls was approved by an authorized representative of the **OOIDA** prior to commencement of data collection. All statewide interviews were conducted between November 10-12, 2006, and northern counties were collected from November 15-16, 2006. Only those registered voters who actually voted in this election, either at the polls on November 7, or in advance of that at the polls, by mail or through absentee ballot, were included in the study.

The interviews were fielded at a Computer-Assisted Telephone Interviewing (CATI) facility using live callers using a list of registered voters. Sampling controls were employed to ensure that a proportional and representative number of actual voters were interviewed from such demographic groups as age, race and ethnicity, gender, and geographic region based on publicly available turnout figures.

The margin of error for the statewide survey is $\pm 4.4\%$ at a 95% confidence interval, meaning that in 19 out of 20 cases, the data obtained would not differ by any more than 4.4 percentage points in either direction had the entire population of Indiana voters had been surveyed. The margin of error for the northern segment is $\pm 4.45\%$, while margins of error for subgroups are higher.

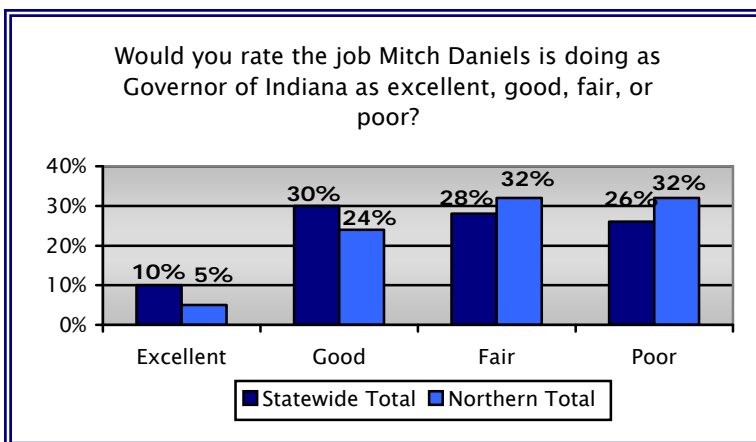
The original survey instrument, topline data, and detailed crosstabs can be found in the appendices to this report.

Key Findings

I. Indiana Governor Mitch Daniels

The honeymoon is over. Despite ousting an incumbent two years ago by 8 points to become Indiana's 49th governor, approval ratings for Mitch Daniels have fallen.¹

In the past year and a half, Governor Daniels' approval ratings have dropped below 50%, hitting 35% in April of 2006, and up to only 44% in mid-October, just prior to the mid-term elections.² In this unique examination of *actual voters following the 2006 elections*, the widespread negative sentiment towards Daniels among those Indianans most politically active was astonishing. A majority (54%) offered a lukewarm rating of "fair" (28%) or "poor" (26%). Conversely, four-in-ten (40%) were pleased with the job the current governor was doing, albeit with scant intensity (10% "excellent" 30% "good"). Five percent were unsure or unable to offer an opinion.



Northern Indiana voters were even more dissatisfied with the governor, as 64% frowned upon his current job performance, 10-points higher than their statewide counterparts. Less than three-in-ten (29%) offered a positive assessment, with only 5% (slightly larger than the margin of error for the entire poll) giving him an "excellent" rating.

- ☞ Statewide demographic groups more likely than most to **approve** of the current job the governor is doing were those who voted for Daniels in 2004, self-identified Republicans, men, and residents of the Indianapolis region³.
- ☞ Northern voters more likely than others to **applaud** Daniels were those who voted for him, self-ID Republicans, 35-44 year olds, and Lake County residents.

¹ Daniels, (R), the former head of the Office of Management and Budget in Washington, D.C., beat incumbent Joe Kernan (D) 53%-47% in November 2004. Kernan, the Lieutenant Governor, had succeeded Governor Frank O'Bannon after his untimely death in September 2003.

² SurveyUSA, 600 adults 18+ in Indiana.

³ SOUTHERN INDIANA includes State Legislative Districts 45, 46, 60-66, 68-78.

INDIANAPOLIS includes State Legislative Districts 25, 29, 39, 40, 58, 82, 86-100.

EAST CENTRAL includes State Legislative Districts 30-37, 53-57, 59, 67.

NORTH EAST includes State Legislative Districts 5-8, 18, 21-23, 48-52, 79-85.

NORTH CENTRAL/WEST includes State Legislative Districts 1-4, 9-17, 19, 20, 24, 26-28, 38, 41-44, 47.

- ☞ Statewide voters more likely than average to **disapprove** of the governor's performance were those who did not vote for Daniels in 2004, self-identified Independents and Democrats, 18-34 year olds, women, and those who live in the southern region of the state.
- ☞ Northerners most likely to offer a **rebuke** of Daniels were those who did not vote for him, self-ID Independents and Democrats, 45-64 year olds, and LaPorte, St. Joseph, and Elkhart residents.

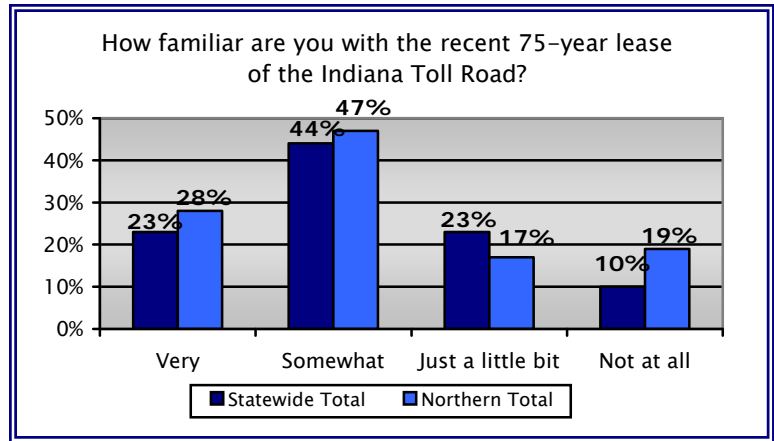
II. The Toll Road is Top-of-Mind

The Recent Privatization of the Indiana Toll Road is well-known among voters. In just one short election cycle, a “sleeper” issue has been shoved into the everyday lexicon and entered the electoral calculus in the Hoosier State -- the Indiana Toll Road. In fact, two-thirds (67%) of voters statewide were “very” or “somewhat” familiar with the lease of the thoroughfare. This mass penetration is indicative of the importance voters in the Hoosier State place on the privatization.

Not surprisingly, northern voters were more familiar with the road that runs through their counties than their statewide counterparts. Three-quarters (75%) of northerners claimed knowledge about the “recent 75-year lease of the Indiana Toll Road.”

Only 10% of actual voters statewide and 9% in the north had no awareness of the Toll Road lease.

- ☞ Statewide voters more likely than most to be **familiar** with the lease of the Indiana Toll Road were self-identified Republicans, Blacks, and those from the northeast region of the state.



- ☞ Northern respondents most likely to be **familiar** with the Toll Road issue were those that offered a negative approval rating of Daniels, did not vote for him, 45-54 year olds, and Porter and St. Joseph County residents.
- ☞ Seniors (65+) popped as the demographic group statewide to be very **unfamiliar** with the privatization of the Toll Road.
- ☞ Northern voters who were most **unfamiliar** with the issue were those who approved of the job the governor was doing, Blacks, and Lake County residents.

Conventional Media Provided the Bulk of Information on a Controversial Topic.

While the media often draw criticism for journalistic integrity, in this instance, they have done their jobs and done them well. By shedding light on the issue of the Toll Road they kept the heat on elected officials and ensured that voters throughout the state were informed of pertinent details that otherwise may have gone unchecked. This transparency is critical.

For the 449 statewide and 446 northern voters who were “very,” “somewhat,” or “just a little bit” familiar with the lease of the Indiana Toll Road, a follow-up question was posed to determine the source of their knowledge. Unequivocally, print and electronic media in the form of **newspapers** and **television**, led the coverage.

“Newspapers” were a much more popular source of information for northerners, while

“television” informed more voters across the state. “Radio” reached slightly more statewide respondents, and those in the north were more likely to log on to the “Internet” to point and click their way to media coverage of the Toll Road.

Where do you remember seeing, reading or hearing something about Indiana toll roads?		
State	North	
(N=449)	(N=446)	
69%	82%	NEWSPAPER
63%	46%	TELEVISION
26%	21%	RADIO
13%	17%	INTERNET
8%	5%	E-MAIL
4%	3%	MAIL
3%	2%	BILLBOARD OR OUTSIDE ADVERTISEMENT
6%	6%	OTHER (VOL.) WORD OF MOUTH/ FAMILY AND FRIENDS ALL MEDIA SPOKE WITH REP. TIM HARRIS
2%	1%	DON'T KNOW/ DON'T RECALL (VOL.)
-	-	REFUSED (VOL.)

Where do you remember seeing, reading, or hearing something about Indiana toll roads?		
	<i>Statewide Demographic Groups</i>	<i>Northern Counties Demographic Groups</i>
Newspaper	<ul style="list-style-type: none"> • Other sources of info were the radio or Internet • Seniors • Blacks • Northeast and North central/western residents 	<ul style="list-style-type: none"> • Other sources of info were the Internet • Self-ID Independents • 45-54 year olds • Lake and Porter residents
Television	<ul style="list-style-type: none"> • Other sources of info were the radio or Internet • 18-34 year olds • Women 	<ul style="list-style-type: none"> • Did not vote for Daniels • Other sources of info were the radio or Internet • LaPorte, St. Joseph, and Elkhart residents
Radio	<ul style="list-style-type: none"> • Other sources of info were television or Internet • 18-34 year olds • Blacks • Indianapolis region residents 	<ul style="list-style-type: none"> • Other sources of info were television or Internet • Self-ID Republicans • 35-44 and 55-64 year olds • Porter, LaPorte, St. Joseph, and Elkhart residents
Internet	<ul style="list-style-type: none"> • Other sources of info were the radio Northeast residents 	<ul style="list-style-type: none"> • Other sources of info were the radio or television • 35-44 year olds • Blacks • LaPorte residents
e-mail	<ul style="list-style-type: none"> • Other sources of info were the radio and Internet • 18-34 year olds • Blacks • North central/western residents 	<ul style="list-style-type: none"> • Other sources of info were the television, radio and Internet • Blacks
Mail	<ul style="list-style-type: none"> • No demographic groups more likely 	<ul style="list-style-type: none"> • No demographic groups more likely
Billboard or outside ad	<ul style="list-style-type: none"> • No demographic groups more likely 	<ul style="list-style-type: none"> • Other sources of info were the radio and Internet

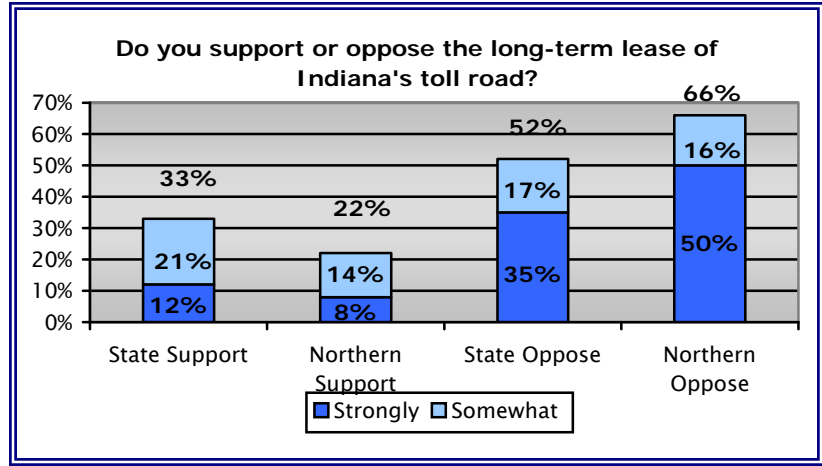
III. Approval of the Indiana Toll Road

Voters in the Hoosier State want to take back the Toll Road. Known as the “Main Street of the Midwest,” and the primary thoroughfare between Ohio on the east and Illinois on the west, the Indiana Toll Road is used by travelers and truckers alike to transport themselves and their goods throughout the Midwest. For \$3.85 billion, the road was leased to a group of private, foreign companies last year for a period of 75 years.

Various media accounts reported that privatization proponents claim the windfall of money will help to rebuild local roads and bridges and opponents are concerned that those tolls will be consistently raised and that foreign interests now have a foothold in their state. Some northern residents have also expressed worry that \$2.5 billion of the money earned will be used to improve infrastructure in other parts of the state, and that the increased traffic on alternate toll road routes will pose a safety hazard.

The survey data confirm this anecdotal evidence. Voters were asked specifically about their support of or opposition to the privatization of the Indiana Toll Road, after being given a factual summary of the issue.

“As you may be aware, last year Indiana Governor Mitch Daniels and other state lawmakers agreed to lease the Indiana Toll Road, which runs east to west in northern Indiana and connects Ohio and Illinois to a privately-owned foreign consortium for the next 75 years. The state was paid \$3.85 billion for the road. Do you support or oppose the long-term lease of Indiana’s toll road?”



Opposition was clear and decisive among voters statewide and in those northern counties that host the Toll Road. A majority (52%) of actual voters statewide voiced displeasure; with a plurality (35%) saying they “strongly” oppose the lease. One-third (33%) of these Hoosiers supported the 75 year lease, but with restrained enthusiasm (12% “strongly” 21% “somewhat” in favor). In fact, intensity of opinion favors the opponents, who were three times more likely to say they “strongly” opposed the lease of the toll road than those who claimed to have “strongly” supported it.

Notably, 15% of the statewide electorate admitted they had not yet formed a solid opinion of the Toll Road lease, volunteering “I don’t know” or “it depends.” These individuals are among the more educated and engaged residents (they actually vote), yet remain open to learning more about one of the hottest local issues in this past election.

Northern voters were less forthcoming with their support, as they were three-times more likely to oppose the road than support it (66%-22%). A full one half (50%) “strongly” objected to the privatization.

An examination of the crosstabular data reveals similar opinions with respect to the toll road and the governor.

- ☞ Statewide voters more likely than most to have **supported the lease** of the Indiana Toll Road were those who approved of the job Daniels is doing, voted for Daniels, have familiarity with the issue, received most information through the radio or Internet, self-ID Republicans, 55-64 year olds, Blacks, men, and residents of the Indianapolis and East central region of the state.
- ☞ Voters in the northern counties more likely than others to have **supported the lease** were those who approved of the job Daniels is doing, voted for Daniels, received most information through the radio or Internet, self-ID Republicans, 35-44 year olds, and men.

- ☞ Statewide groups more likely than most to have **opposed the lease** of the Indiana Toll Road were those who gave Daniels a negative rating, did not vote for him, self-ID Independents and Democrats, and residents of the Northeast and North central/western region of the state.
- ☞ Northern groups most likely to have **opposed the lease** were those who gave Daniels a negative rating, did not vote for him, self-ID Independents and Democrats, 45-64 year olds, women, and Porter and LaPorte County residents.

Funds and foreigners motivate support or opposition to the Toll Road. Actual voters in the 2006 Indiana mid-term elections were given the opportunity to explain why they supported or opposed the leasing of the Toll Road, in open-ended fashion. Supporters saw green, as the additional money earned by the state was the driving force behind their approval. Opponents were most concerned with foreign interests taking over a part of Indiana, and the “slippery slope” that might begin for the entire state and country in ceding such control.

Some examples of the types of comments offered by those who **supported** the privatization of the Toll Road were:

“Because it was a good economic move and gave cash immediately.”

“With the long-term lease maybe the money could be used for other projects with in the state.”

“Because it’s going to save us a lot of money in the log run.”

“I strongly support the lease of the Indiana's Toll Road because it is a great asset. The \$3.85 billion is collecting interest in the bank and will generate more money than the Toll Road ever would have made.”

“It seems to have worked around Chicago with their toll road. I've heard nothing bad about it [and] the income is very good.”

“Because the free market has a chance to work and it is more efficient and effective than government managed resources.”

“It frees up other people to work other jobs and guarantees better quality of roads.”

“It was the only way to get improvement to highways and infrastructure.”

“Privatization runs better than government control.”

“Because the private company can make [more] money than the state could.”

Why did you say that you SUPPORT the privatization of Indiana's Toll Road? (OPEN ENDED)

**STATE: OF THOSE THAT SUPPORT
LEASE OF TOLL ROAD (N=161)**

63% FUNDS (NET)

- 42% INDIANA NEEDED MONEY
- 5% WAS NOT MAKING MONEY BEFORE
- 4% NOT SURE WHERE THE MONEY IS GOING
- 3% MONEY WILL BE USED FOR ROADS/INFRASTRUCTURES
- 2% CAN'T CONTROL COSTS OF MAINTENANCE
- 2% MONEY WILL BE USED FOR EDUCATION
- 1% DEFICIT INHERITED FROM DEMOCRATS
- 1% ABILITY TO ADMINISTER FUNDS
- 1% MONEY SHOULD BE EVENLY DISTRIBUTED AMONG ENTIRE STATE
- 1% LOSS OF REVENUE
- 1% TO KEEP TAXES DOWN

22% GENERAL POSITIVE MENTIONS (NET)

- 13% GOOD IDEA
- 5% GOOD FOR THE STATE
- 2% WILL BRING JOBS INTO THE STATE
- 1% TRUST GOVERNOR DANIEL
- 1% WORKED IN OTHER STATES

13% PRIVATIZATION (NET)

- 6% PRIVATELY RUN COMPANIES ARE BETTER
- 4% OPPOSE FOREIGN INTERESTS
- 1% WE COULD HAVE DONE THE SAME JOB IN THE US
- 1% SHOULD NOT BE PRIVATIZED
- 1% WE ARE GIVING TOO MUCH OF THE COUNTRY AWAY

10% GENERAL NEGATIVE MENTIONS (NET)

- 4% NOT DONE WITH CONSENT OF THE PEOPLE
- 3% ROADS GO TO DIFFERENT DESTINATIONS
- 1% WILL CAUSE TOO MUCH TRAFFIC
- 1% NOT GOOD FOR THE STATE
- 1% NOT A GOOD IDEA

3% MISCELLANEOUS (NET)

- 2% THE LENGTH OF TIME/75 YEARS
- 1% MUST DETERMINE WHO IS RESPONSIBLE FOR UPKEEP

16% DON'T KNOW/NO ANSWER

**NORTH: OF THOSE THAT SUPPORT
LEASE OF TOLL ROAD (N=106)**

54% FUNDS (NET)

- 16% INDIANA NEEDED MONEY
- 15% BRINGS REVENUE INTO THE STATE
- 9% GOOD INVESTMENT
- 3% WAS NOT MAKING MONEY BEFORE
- 3% NOT SURE WHERE THE MONEY IS GOING
- 3% MONEY WILL BE USED FOR ROADS/INFRASTRUCTURES
- 2% MONEY WILL BE USED FOR EDUCATION
- 2% SAVE MONEY
- 1% GOOD INTEREST RATE

17% GENERAL POSITIVE MENTIONS (NET)

- 13% GOOD IDEA
- 3% GOOD FOR THE STATE
- 1% WILL BRING JOBS INTO THE STATE

4% PRIVATIZATION (NET)

- 2% PRIVATELY RUN COMPANIES ARE BETTER
- 1% WE CAN NO LONGER COMPETE
- 1% IT TAKES IT OUT OF THE POLITICIANS' HANDS

6% GENERAL NEGATIVE MENTIONS (NET)

- 3% THE LENGTH OF TIME/75 YEARS
- 2% STATE COULDN'T KEEP UP WITH IT
- 1% MAY INCREASE TOLLS

22% DON'T KNOW/NO ANSWER

Opponents of the Toll Road were mainly disenchanted by the foreign interests to whom the road was leased. They also expressed concern about the transparency of the decision, and the fair distribution of funds. Many in the northern regions believed strongly that the money should be spent in the areas where the Toll Road is physically present, rather than spread throughout the state.

Some examples of the types of comments offered by those who **opposed** the privatization of the Toll Road were:

“I oppose leasing it to a foreign group. They should give that opportunity to a U.S. company.”

“I don't want to see a lot of privatization in Indiana. I would rather see the jobs go to state employees instead of outside companies.”

“Its Indiana [and we] should have kept it in Indiana.”

“Because it's giving a lot of our money away.”

“We could have done the same thing by raising the toll and we would still have control over it.”

“[It's] not a private resource. [It] takes away from future earnings from the state and gives money to other parts of the state.”

“The funds from the lease should be evenly distributed to all state roads and state education, not just to the counties the toll road runs through.”

“I am the one who drives on it, [but] the money in going to other parts of the state.”

“I don't think it's being taken care of like it should be. When Indiana had it I saw men out there taking care of it and I don't see this now.”

“It was too quick of a decision.”

“It's taking money from other parts of the state and misappropriating funds.”

“Mainly I think it should have been put to the vote of the people.”

“I believe a lot of trucks will use Highway 30 now and [the] Toll Road is in need of repair and Highway 30 is more congested.”

Why did you say that you OPPOSE the privatization of Indiana's Toll Road? (OPEN ENDED)

**STATE: OF THOSE THAT OPPOSE
LEASE OF TOLL ROAD (N=259)**

61% PRIVATIZATION (NET)

- 38% OPPOSE FOREIGN INTERESTS
- 15% WE COULD HAVE DONE THE SAME JOB IN THE US
- 5% WE ARE GIVING TOO MUCH OF THE COUNTRY AWAY
- 3% SHOULD NOT BE PRIVATIZED
- * PRIVATELY RUN COMPANIES ARE BETTER

27% FUNDS (NET)

- 7% INDIANA NEEDED MONEY
- 5% CAN'T CONTROL COSTS OF MAINTENANCE
- 4% LOSS OF REVENUE
- 4% SHOULD NOT HAVE TO PAY TO DRIVE ON ROADS
- 3% NOT SURE WHERE THE MONEY IS GOING
- 1% MORTGAGING FUTURE MONEY FOR THE PRESENT
- 1% TO KEEP TAXES DOWN
- 1% WILL MAKE TAXES GO UP
- * WAS NOT MAKING MONEY BEFORE
- 1% MONEY SHOULD BE EVENLY DISTRIBUTED AMONG ENTIRE STATE
- * MONEY WILL BE USED FOR ROADS/INFRASTRUCTURE

10% GENERAL NEGATIVE MENTIONS (NET)

- 4% NOT A GOOD IDEA
- 3% NOT GOOD FOR THE STATE
- 2% NOT DONE WITH CONSENT OF THE PEOPLE
- 1% HE DOES NOT HAVE THE RIGHT TO DO THIS
- * DON'T LIKE GOVERNOR DANIEL

3% GENERAL POSITIVE MENTIONS (NET)

- 2% GOOD IDEA
- 1% GOOD FOR THE STATE

1% MAINTENANCE (NET)

- 1% HAZARDOUS CHEMICALS ON THE ROAD
- * MUST DETERMINE WHO IS RESPONSIBLE FOR UPKEEP
- * UPKEEP IS NOT AS GOOD

8% MISCELLANEOUS (NET)

- 8% THE LENGTH OF TIME/75 YEARS

12% DON'T KNOW/NO ANSWER

**NORTH: OF THOSE THAT OPPOSE
LEASE OF TOLL ROAD (N=326)**

51% PRIVATIZATION (NET)

- 28% OPPOSE FOREIGN INTERESTS
- 14% WE COULD HAVE DONE THE SAME JOB IN THE US
- 5% WE ARE GIVING TOO MUCH OF THE COUNTRY AWAY
- 1% SHOULD NOT BE PRIVATIZED
- 1% OPPOSE OUTSOURCING
- 1% LOSS OF JOBS
- 1% THE STATE HAS LESS CONTROL OVER WHAT HAPPENS
- * UNSURE IF FOREIGNERS WILL SELL IT TO SOMEONE ELSE
- * HAVE ENOUGH FOREIGN COMPANIES

22% FUNDS (NET)

- 4% MAY INCREASE TOLLS
- 3% SELLING TAXPAYER ASSETS
- 3% INDIANA NEEDED MONEY
- 3% LOSS OF REVENUE
- 2% NOT ENOUGH MONEY
- 2% NOT SURE WHERE THE MONEY IS GOING
- 2% MONEY SHOULD BE EVENLY DISTRIBUTED AMONG ENTIRE STATE
- 1% INFRASTRUCTURE WAS SUPPOSED TO PAY FOR ITSELF IN THE 1950'S
- 1% SHOULD NOT HAVE TO PAY TO DRIVE ON ROADS
- 1% COST/PRICE
- * GOOD INVESTMENT
- * CAN'T CONTROL COSTS OF MAINTENANCE

15% GENERAL NEGATIVE MENTIONS (NET)

- 8% NOT A GOOD IDEA
- 3% NOT GOING TO BENEFIT THE ENTIRE STATE
- 2% NOT DONE WITH CONSENT OF THE PEOPLE
- 1% NOT GOOD FOR THE STATE
- 1% HE DOES NOT HAVE THE RIGHT TO DO THIS
- * DON'T TRUST POLITICIANS

10% MISCELLANEOUS (NET)

- 8% THE LENGTH OF TIME/75 YEARS
- 1% MUST DETERMINE WHO IS RESPONSIBLE FOR UPKEEP
- 1% GOOD IDEA

12% DON'T KNOW/NO ANSWER

IV. Impact of Indiana Toll Road on Voting Behavior

The Toll Road takes a toll at the ballot box. Privatization of the Indiana Toll Road was not a passing issue that lost momentum and intensity after its enactment. Rather than being disgusted for a moment and forgetting about it months later, a notable portion of the electorate took the frustrations about the toll road directly to the ballot box.

Thinking about your votes in this past week's election for State Legislature here in Indiana, how important was the long term leasing of the Indiana Toll Road?

State North

54%	69%	TOTAL IMPORTANT (NET)
3%	7%	IT WAS THE MOST IMPORTANT ISSUE
16%	30%	IT WAS ONE OF MY TOP THREE ISSUES
35%	32%	IT WAS IMPORTANT TO ME, BUT NOT ONE OF MY TOP THREE ISSUES
40%	27%	IT WAS NOT AT ALL IMPORTANT
4%	3%	DON'T KNOW (VOLUNTEERED)
2%	-	REFUSED (VOLUNTEERED)

In an election that had to compete with large-scale national and international matters such as the war in Iraq, terrorism, and healthcare, a majority of Indiana voters statewide and in the northern region acknowledged that the Toll Road was an important issue to them when voting for State Legislature, albeit guardedly.

More than half (54%) of Indiana voters across the state reported that the Toll Road was an important issue to them when voting. In fact, 1-in-5 (19%) noted that it was a top issue, either “the most important” or “one of the top three.”

Nearly 7-in-10 (69%) of northern voters said the issue was of central concern to them when voting, with more than one-third (37%) citing it as “the most” or “one of their top three” issues. Twenty-seven percent of voters in the north explained that it was “not at all important” to them, a 13-point difference from the statewide results.

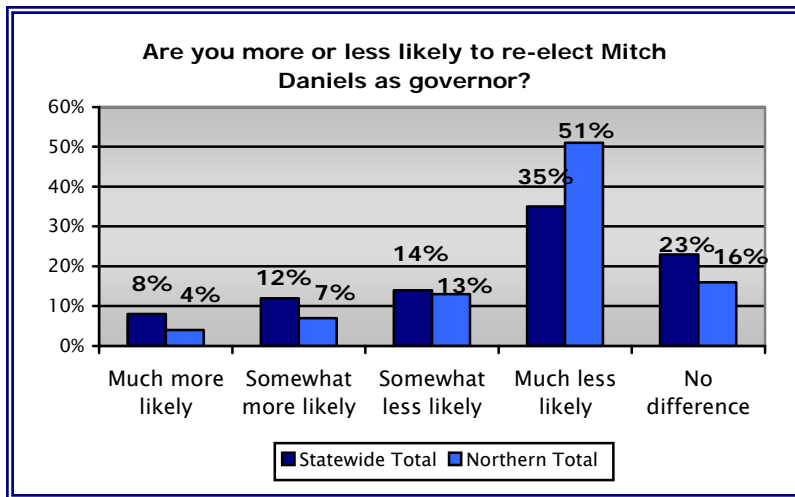
- ☞ Statewide voters more likely than most to report the lease of the Indiana Toll Road was an **important issue when voting** were those who did not approve of the job Daniels is doing, did not vote for the current governor, were familiar with the issue, main sources of information were the Internet and newspapers, opposed the lease, self-ID Independents and Democrats, 18-34 year olds, Blacks, and residents of the Northeast region of the state.
- ☞ Northerners more likely than others to cite the leasing as an **important issue when voting** were those who gave Daniels a negative job approval rating, were familiar with the issue, received information from the television and newspapers, self-ID Democrats, 45-54 year olds, and St. Joseph and Elkhart County residents.
- ☞ Statewide demographic groups more likely than average to acknowledge the lease was **not important to their voting decision** were those who approve of Daniels' job performance, voted for him, were unfamiliar with the issue, supported the lease, self-ID Republicans, and those from the Indianapolis region.

- ☞ Northern vote most likely to say the issue was **not a factor in their voting** were those who gave Daniels a positive approval rating, were unfamiliar with the Toll Road issue, learned about the issue from the radio, supported the lease, self-ID Republicans, and seniors.

Governor Daniels is paying his dues for the Toll Road. The governor is heading into a tough re-election race in 2008 due to a number of decisions in his first term that have caught the attention of the media and the ire of some voters. Apparently, this includes his stewardship of the toll road privatization.

When asked *specifically* about the impact Governor Daniels’s involvement with the Toll Road might have on his electoral fortunes, voters were plain in making the nexus. The survey posed the question

“Since Governor Mitch Daniels led the privatization of the Indiana Toll Road effort, thinking ahead to 2008, will the fact that Governor Daniels was involved with the long-term lease of the toll road to a foreign consortium for the next 75 years make you more or less likely to re-elect him as governor?”



Nearly half (49%) of statewide voters and an eye-popping 64% of northern voters would support another candidate over Daniels in 2008. Intensity was strong, particular for northern voters, as more than half (51%) were “much less likely” to re-elect Daniels. Only 20% of the state’s electorate would put the Governor back in office, nearly twice as many as their northern counterparts (11%). A full 23% of statewide and 16% of northern voters volunteered “option C,” that Daniels’ toll road actions would make “no difference,” while an additional 6% statewide and 8% northern said “I don’t know” or “it depends.”

- STATEWIDE: More likely to re-elect Daniels**
- Gave Daniels a positive rating
 - Voted for Daniels
 - Support the lease
 - Self-ID Republicans
 - Seniors
 - East central residents

- NORTH: More likely to re-elect Daniels**
- Gave Daniels a positive rating
 - Voted for Daniels
 - Got information from the radio and Internet
 - Support the lease
 - Self-ID Republicans
 - 55-64 year olds

STATEWIDE: Less likely to re-elect Daniels

- Gave Daniels a negative rating
- Did not vote for Daniels
- Oppose the lease
- Issue was important when voting
- Self-ID Democrats
- North east residents

NORTH: Less likely to re-elect Daniels

- Gave Daniels a negative rating
- Did not vote for Daniels
- Oppose the lease
- Issue was important when voting
- Self-ID Democrats
- 45-54 year olds
- Women
- LaPorte and Elkhart residents

Conclusion

The privatization of the Indiana Toll Road is a decisive issue amongst voters, especially those in the northern counties of the state. Concern about leasing the road to foreign entities was of particular concern to opponents, while supporters believed private companies are more capable of handling such matters than the government. Proponents of the road also cited the influx of income to the state as the most attractive feature of the deal, while detractors feared the monies would be spent on projects in the southern part of the state rather than returned to the people most directly affected by the road.

Although the decision to lease the road for 75 years occurred last year, it is still one that the electorate remembers, particularly at the ballot box. This dissatisfaction is likely to continue, as voters hold state legislators, Congressmen, and ultimately the governor responsible for the outsourcing of this integral part of the Hoosier State.

the polling company™, inc. presents
**Indiana Topline Data
to DCI Group
November 2006**

Statewide Survey

Completed Interviews: 500 Actual Voters in Indiana
Field Dates: November 10-12, 2006
Margin of Error: +/- 4.4%

Northern Counties¹ Survey

Completed Interviews: 489 Actual Voters in the north (includes 89 from statewide survey)
Field Dates: November 15-16, 2006
Margin of Error: +/- 4.45%

Introduction

- A. Are you 18 years of age or older and currently registered to vote here in Indiana, registered in a different state, or not registered at all?

State North

100% 100% REGISTERED IN INDIANA

- B. Thinking about the elections in Indiana to select your Representative to the U.S. Congress, U.S. Senator, and other statewide offices, did you: vote at the polls, send in your ballot via mail, drop your ballot off at a drop-site, or did you decide not to vote in this election because of scheduling conflicts or because you didn't like any of the candidates or the issues being discussed?

State North

91% 91% VOTED AT POLLS
7% 6% VOTED BY MAIL
2% 2% DROPPED BALLOT OFF

VOTING

1. Would you rate the job Mitch Daniels is doing as Governor of Indiana as (ROTATED TOP TO BOTTOM AND BOTTOM TO TOP) Excellent, Good, Fair, or Poor?

State North

40% 29% TOTAL POSITIVE (NET)

10% 5% EXCELLENT
30% 24% GOOD

54% 64% TOTAL NEGATIVE (NET)

28% 32% FAIR
26% 32% POOR

5% 6% NOT SURE/DON'T KNOW/NO BASIS TO JUDGE (VOLUNTEERED)
1% * REFUSED (VOLUNTEERED)

¹ Lake, Porter, LaPorte, St. Joseph, Elkhart, LaGrange, and Steuben counties

2. And thinking back to the election in 2004, did you vote for Mitch Daniels to be governor?

State North

53% 43% YES
38% 46% NO

1% 2% DID NOT VOTE FOR GOVERNOR/DID NOT VOTE IN INDIANA
(VOLUNTEERED)
7% 8% DON'T KNOW/CAN'T RECALL (VOLUNTEERED)
1% 1% REFUSED (VOLUNTEERED)

ISSUE RECALL

3. How familiar are you with the recent 75-year lease of the Indiana Toll Road? Would you say you are very familiar, somewhat familiar, just a little bit familiar, or not familiar at all?

State North

67% 75% TOTAL FAMILIAR (NET)

23% 28% VERY FAMILIAR
44% 47% SOMEWHAT FAMILIAR

33% 26% TOTAL UNFAMILIAR (NET)

23% 17% JUST A LITTLE BIT FAMILIAR
10% 9% NOT FAMILIAR AT ALL

1% - DO NOT KNOW (VOLUNTEERED)
- - REFUSED (VOLUNTEERED)

4. [ASKED OF THOSE WHO SAID "VERY," "SOMEWHAT," "JUST A LITTLE BIT" FAMILIAR IN PREVIOUS QUESTION.] Where do you remember seeing, reading or hearing something about Indiana toll roads? (OPEN-ENDED, PRE CODED)

**State North
(N=449) (N=446)**

69% 82% NEWSPAPER
63% 46% TELEVISION
26% 21% RADIO
13% 11% INTERNET
8% 5% E-MAIL
4% 3% MAIL
3% 2% BILLBOARD OR OUTSIDE ADVERTISEMENT

6% 6% OTHER (RECORD VERBATIM) (VOLUNTEERED)

WORD OF MOUTH/FAMILY AND FRIENDS
ALL MEDIA
SPOKE WITH REP. TIM HARRIS

2% 1% DON'T KNOW/ DON'T RECALL (VOLUNTEERED)
- - REFUSED (VOLUNTEERED)

ATTITUDES TOWARD TOLL ROADS

5. As you may be aware, last year Indiana Governor Mitch Daniels and other state lawmakers agreed to lease the Indiana Toll Road, which runs east to west in northern Indiana and connects Ohio and Illinois to a privately-owned foreign consortium for the next 75 years. The state was paid \$3.85 billion for the road. Do you support or oppose the long-term lease of Indiana’s toll road? And would that be strongly or somewhat support/oppose?

<u>State</u>	<u>North</u>	
33%	22%	<u>TOTAL SUPPORT (NET)</u>
12%	8%	STRONGLY SUPPORT
21%	14%	SOMEWHAT SUPPORT
52%	66%	<u>TOTAL OPPOSE (NET)</u>
17%	16%	SOMEWHAT OPPOSE
35%	50%	STRONGLY OPPOSE
15%	11%	DON’T KNOW/DEPENDS (VOLUNTEERED)
1%	*	REFUSED (VOLUNTEERED)

6. Why did you say that you [INSERTED PREVIOUS RESPONSE] the privatization of Indiana’s Toll Road? Probe: Anything else? (OPEN ENDED)

STATEWIDE: OF THOSE THAT SUPPORT LEASE OF TOLL ROAD (N=161)

63%	<u>FUNDS (NET)</u>
42%	INDIANA NEEDED MONEY
5%	WAS NOT MAKING MONEY BEFORE
4%	NOT SURE WHERE THE MONEY IS GOING
3%	MONEY WILL BE USED FOR ROADS/INFRASTRUCTURES
2%	CAN’T CONTROL COSTS OF MAINTENANCE
2%	MONEY WILL BE USED FOR EDUCATION
1%	DEFICIT INHERITED FROM DEMOCRATS
1%	ABILITY TO ADMINISTER FUNDS
1%	MONEY SHOULD BE EVENLY DISTRIBUTED AMONG ENTIRE STATE
1%	LOSS OF REVENUE
1%	TO KEEP TAXES DOWN
22%	<u>GENERAL POSITIVE MENTIONS (NET)</u>
13%	GOOD IDEA
5%	GOOD FOR THE STATE
2%	WILL BRING JOBS INTO THE STATE
1%	TRUST GOVERNOR DANIEL
1%	WORKED IN OTHER STATES

13%	<u>PRIVATIZATION (NET)</u>
6%	PRIVATELY RUN COMPANIES ARE BETTER
4%	OPPOSE FOREIGN INTERESTS
1%	WE COULD HAVE DONE THE SAME JOB IN THE US
1%	SHOULD NOT BE PRIVATIZED
1%	WE ARE GIVING TOO MUCH OF THE COUNTRY AWAY

10%	<u>GENERAL NEGATIVE MENTIONS (NET)</u>
4%	NOT DONE WITH CONSENT OF THE PEOPLE
3%	ROADS GO TO DIFFERENT DESTINATIONS
1%	WILL CAUSE TOO MUCH TRAFFIC
1%	NOT GOOD FOR THE STATE
1%	NOT A GOOD IDEA

3%	<u>MISCELLANEOUS (NET)</u>
2%	THE LENGTH OF TIME/75 YEARS
1%	MUST DETERMINE WHO IS RESPONSIBLE FOR UPKEEP

16% DON’T KNOW/NO ANSWER

**STATEWIDE: OF THOSE THAT OPPOSE
LEASE OF TOLL ROAD (N=259)**

61% PRIVATIZATION (NET)

- 38% OPPOSE FOREIGN INTERESTS
- 15% WE COULD HAVE DONE THE SAME JOB IN THE US
- 5% WE ARE GIVING TOO MUCH OF THE COUNTRY AWAY
- 3% SHOULD NOT BE PRIVATIZED
- * PRIVATELY RUN COMPANIES ARE BETTER

27% FUNDS (NET)

- 7% INDIANA NEEDED MONEY
- 5% CAN'T CONTROL COSTS OF MAINTENANCE
- 4% LOSS OF REVENUE
- 4% SHOULD NOT HAVE TO PAY TO DRIVE ON ROADS
- 3% NOT SURE WHERE THE MONEY IS GOING
- 1% MORTGAGING FUTURE MONEY FOR THE PRESENT
- 1% TO KEEP TAXES DOWN
- 1% WILL MAKE TAXES GO UP
- * WAS NOT MAKING MONEY BEFORE
- 1% MONEY SHOULD BE EVENLY DISTRIBUTED AMONG ENTIRE STATE
- * MONEY WILL BE USED FOR ROADS/INFRASTRUCTURE

10% GENERAL NEGATIVE MENTIONS (NET)

- 4% NOT A GOOD IDEA
- 3% NOT GOOD FOR THE STATE
- 2% NOT DONE WITH CONSENT OF THE PEOPLE
- 1% HE DOES NOT HAVE THE RIGHT TO DO THIS
- * DON'T LIKE GOVERNOR DANIEL

3% GENERAL POSITIVE MENTIONS (NET)

- 2% GOOD IDEA
- 1% GOOD FOR THE STATE

1% MAINTENANCE (NET)

- 1% HAZARDOUS CHEMICALS ON THE ROAD
- * MUST DETERMINE WHO IS RESPONSIBLE FOR UPKEEP
- * UPKEEP IS NOT AS GOOD

8% MISCELLANEOUS (NET)

- 8% THE LENGTH OF TIME/75 YEARS

12% DON'T KNOW/NO ANSWER

NORTH: OF THOSE THAT SUPPORT LEASE OF TOLL ROAD (N=106)

54% FUNDS (NET)

- 16% INDIANA NEEDED MONEY
- 15% BRINGS REVENUE INTO THE STATE
- 9% GOOD INVESTMENT
- 3% WAS NOT MAKING MONEY BEFORE
- 3% NOT SURE WHERE THE MONEY IS GOING
- 3% MONEY WILL BE USED FOR ROADS/INFRASTRUCTURES
- 2% MONEY WILL BE USED FOR EDUCATION
- 2% SAVE MONEY
- 1% GOOD INTEREST RATE

17% GENERAL POSITIVE MENTIONS (NET)

- 13% GOOD IDEA
- 3% GOOD FOR THE STATE
- 1% WILL BRING JOBS INTO THE STATE

4% PRIVATIZATION (NET)

- 2% PRIVATELY RUN COMPANIES ARE BETTER
- 1% WE CAN NO LONGER COMPETE
- 1% IT TAKES IT OUT OF THE POLITICIANS' HANDS

6% GENERAL NEGATIVE MENTIONS (NET)

- 3% THE LENGTH OF TIME/75 YEARS
- 2% STATE COULDN'T KEEP UP WITH IT
- 1% MAY INCREASE TOLLS

22% DON'T KNOW/NO ANSWER

NORTH: OF THOSE THAT OPPOSE LEASE OF TOLL ROAD (N=326)

51% PRIVATIZATION (NET)

- 28% OPPOSE FOREIGN INTERESTS
- 14% WE COULD HAVE DONE THE SAME JOB IN THE US
- 5% WE ARE GIVING TOO MUCH OF THE COUNTRY AWAY
- 1% SHOULD NOT BE PRIVATIZED
- 1% OPPOSE OUTSOURCING
- 1% LOSS OF JOBS
- 1% THE STATE HAS LESS CONTROL OVER WHAT HAPPENS
- * UNSURE IF FOREIGNERS WILL SELL IT TO SOMEONE ELSE
- * HAVE ENOUGH FOREIGN COMPANIES

22% FUNDS (NET)

- 4% MAY INCREASE TOLLS
- 3% SELLING TAXPAYER ASSETS
- 3% INDIANA NEEDED MONEY
- 3% LOSS OF REVENUE
- 2% NOT ENOUGH MONEY
- 2% NOT SURE WHERE THE MONEY IS GOING
- 2% MONEY SHOULD BE EVENLY DISTRIBUTED AMONG ENTIRE STATE
- 1% INFRASTRUCTURE WAS SUPPOSED TO PAY FOR ITSELF IN THE 1950'S
- 1% SHOULD NOT HAVE TO PAY TO DRIVE ON ROADS
- 1% COST/PRICE
- * GOOD INVESTMENT
- * CAN'T CONTROL COSTS OF MAINTENANCE

15% GENERAL NEGATIVE MENTIONS (NET)

- 8% NOT A GOOD IDEA
- 3% NOT GOING TO BENEFIT THE ENTIRE STATE
- 2% NOT DONE WITH CONSENT OF THE PEOPLE
- 1% NOT GOOD FOR THE STATE
- 1% HE DOES NOT HAVE THE RIGHT TO DO THIS
- * DON'T TRUST POLITICIANS

10% MISCELLANEOUS (NET)

- 8% THE LENGTH OF TIME/75 YEARS
- 1% MUST DETERMINE WHO IS RESPONSIBLE FOR UPKEEP
- 1% GOOD IDEA

12% DON'T KNOW/NO ANSWER

7. Thinking about your votes in this past week's election for State Legislature here in Indiana, how important was the long term leasing of the Indiana Toll Road? (ROTATED TOP TO BOTTOM AND BOTTOM TO TOP)

State North

54% 69% TOTAL IMPORTANT (NET)

- 3% 7% IT WAS THE MOST IMPORTANT ISSUE
- 16% 30% IT WAS ONE OF MY TOP THREE ISSUES
- 35% 32% IT WAS IMPORTANT TO ME, BUT NOT ONE OF MY TOP THREE ISSUES

40% 27% IT WAS NOT AT ALL IMPORTANT

- 4% 3% DON'T KNOW (VOLUNTEERED)
- 2% - REFUSED (VOLUNTEERED)

8. Since Governor Mitch Daniels led the privatization of the Indiana Toll Road effort, thinking ahead to 2008, will the fact that Governor Daniels was involved with the long-term lease of the toll road to a foreign consortium for the next 75 years make you more or less likely to re-elect him as governor? And would that be much or somewhat more/less likely?

<u>State</u>	<u>North</u>	
20%	11%	TOTAL MORE LIKELY (NET)
8%	4%	MUCH MORE LIKELY
12%	7%	SOMEWHAT MORE LIKELY
49%	64%	TOTAL LESS LIKELY (NET)
14%	13%	SOMEWHAT LESS LIKELY
35%	51%	MUCH LESS LIKELY
23%	16%	NO DIFFERENCE (VOLUNTEERED)
6%	8%	DON'T KNOW/DEPENDS (VOLUNTEERED)
2%	*	DON'T KNOW (VOLUNTEERED)

DEMOGRAPHICS

And now some questions for statistical purposes...

9. Regardless of how you voted in the past week's elections, in politics, do you generally consider yourself to be a (ROTATED) Republican, Independent, or Democrat? (If Republican or Democrat, ask: "Are you a strong (Republican/Democrat) or a not-so-strong (Republican/Democrat)?" (If Independent ask: "Which way do you lean towards, the Democratic or the Republican party?")

<u>State</u>	<u>North</u>	
42%	40%	TOTAL REPUBLICAN (NET)
26%	23%	STRONG REPUBLICAN
11%	12%	NOT-SO-STRONG REPUBLICAN
5%	5%	INDEPENDENT LEANING REPUBLICAN
16%	20%	INDEPENDENT
35%	38%	TOTAL DEMOCRAT (NET)
5%	7%	INDEPENDENT LEANING DEMOCRAT
11%	8%	NOT-SO-STRONG DEMOCRAT
19%	23%	STRONG DEMOCRAT
2%	1%	OTHER (VOLUNTEERED)
4%	2%	DON'T KNOW/REFUSED (VOLUNTEERED)

10. Which of the following categories best describes your age? (IF RESPONDENT SAYS DON'T KNOW OR REFUSES TO ANSWER SAY, "I only need a range, not a specific age.")

<u>State</u>	<u>North</u>	
2%	9%	18-24
7%	17%	25-34
29%	20%	35-44
35%	21%	45-54
12%	15%	55-64
14%	17%	65+
1%	1%	REFUSED (VOLUNTEERED)

11. Would you describe your racial or ethnic background as...(READ LIST)?

<u>State</u>	<u>North</u>	
82%	77%	WHITE/CAUCASIAN
9%	12%	BLACK/AFRICAN-AMERICAN
4%	7%	HISPANIC/LATINO
*	*	ASIAN
-	-	MIDDLE EASTERN
1%	2%	OTHER (VOLUNTEERED)
1%	1%	DON'T KNOW (DO NOT READ)
2%	2%	REFUSED (DO NOT READ)

12. Gender

<u>State</u>	<u>North</u>	
49%	48%	MALE
51%	52%	FEMALE

13. Region²

Statewide	
20%	SOUTHERN INDIANA
20%	INDIANAPOLIS
19%	EAST CENTRAL
20%	NORTH EAST
21%	NORTH CENTRAL/WEST

Northern (by county)

41%	LAKE
12%	PORTER
9%	LAPORTE
21%	ST. JOSEPH
12%	ELKHART
2%	LAGRANGE
3%	STEUBEN

² SOUTHERN INDIANA includes State Legislative Districts 45, 46, 60-66, 68-78.

INDIANAPOLIS includes State Legislative Districts 25, 29, 39, 40, 58, 82, 86-100.

EAST CENTRAL includes State Legislative Districts 30-37, 53-57, 59, 67.

NORTH EAST includes State Legislative Districts 5-8, 18, 21-23, 48-52, 79-85.

NORTH CENTRAL/WEST includes State Legislative Districts 1-4, 9-17, 19, 20, 24, 26-28, 38, 41-44, 47.