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**Public opinion survey reveals Hoosiers are ready for an African-American or female President**  
*Across party lines, African-American candidate favored; female favored only among liberals*

INDIANAPOLIS - It is a big question in this year's Democratic presidential campaign: Is America ready for an African-American or female president? The voices and votes of Indiana residents on this issue could be critical, as Hoosiers may still have a hand in determining the Democratic presidential candidate.

In the IndianaViews Survey of 400 adult Indiana residents, which was conducted the first week of March, more than 75 percent of survey participants said Sen. Barack Obama, as an African-American, could win the upcoming presidential election, while less than 60 percent believe that female candidate Sen. Hillary Clinton could win.

An interesting finding framed the context for these results. It showed that when asked whether Obama could become president and whether Hoosiers are ready for an African-American president, conservative and liberal respondents reported similarly strong beliefs. In comparison, Clinton was favored primarily by Democrats or liberals and less by conservatives or those who categorized themselves as Republicans. Additionally, more Democrats or liberals felt that Hoosiers are ready for a female president than conservatives.

"This data is very telling and gives us insight into Hoosiers' thoughts about the Democratic candidates for President and their likelihood of becoming the Democratic nominee," said Christina Studebaker, a Ph.D. psychologist and vice-president of ThemeVision, who helped conduct the survey. "What's interesting about the results is that Obama is perceived similarly among different groups. He's favored as much by conservatives as by liberals, by Republicans as by Democrats. In comparison, Clinton is favored by Democrats but not by Republicans," she added.

The IndianaViews Survey is a collaborative effort of JEM Research Inc. and ThemeVision LLC. JEM Research, Inc., located in Valparaiso, Ind., supports marketing and trial consulting firms nationwide with data collection and project management support services. ThemeVision LLC is a trial consulting and opinion research firm based in Indianapolis that specializes in studying public perceptions of legal, political and social policy issues.

"The survey challenged participants to answer the big questions behind the presidential race based on their own opinions as well as their perceptions of public opinion," said ThemeVision President Dennis Stolle, a Ph.D. psychologist.

When asked whether they believed Obama, as an African American, could win the upcoming presidential election, 24 percent of the respondents said yes, and 54 percent said probably yes. In

comparison, when asked whether they believed Clinton, as a female, could win the upcoming presidential election, 14 percent of the respondents said yes, and 46 percent said probably yes.

Indiana residents are divided in their belief about whether most Hoosiers are ready for an African-American president. Fifty-seven percent said yes, 39 percent said no and 4 percent don't know.

On the other hand, 53 percent of respondents believe most Hoosiers are ready for a female president, compared to 44 percent who say Hoosiers are not ready and 4 percent who don't know.

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*Methodology: Results are based on telephone interviews with Indiana residents, aged 18 and older, conducted March 1- March 6, 2008. Interviews were conducted with respondents from households with listed telephone numbers. For results based on the total sample, one can say with 95 percent confidence that the maximum margin of sampling error is  $\pm 5$  percentage points. The margin of sampling error is larger for subgroups used in this analysis. In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.*

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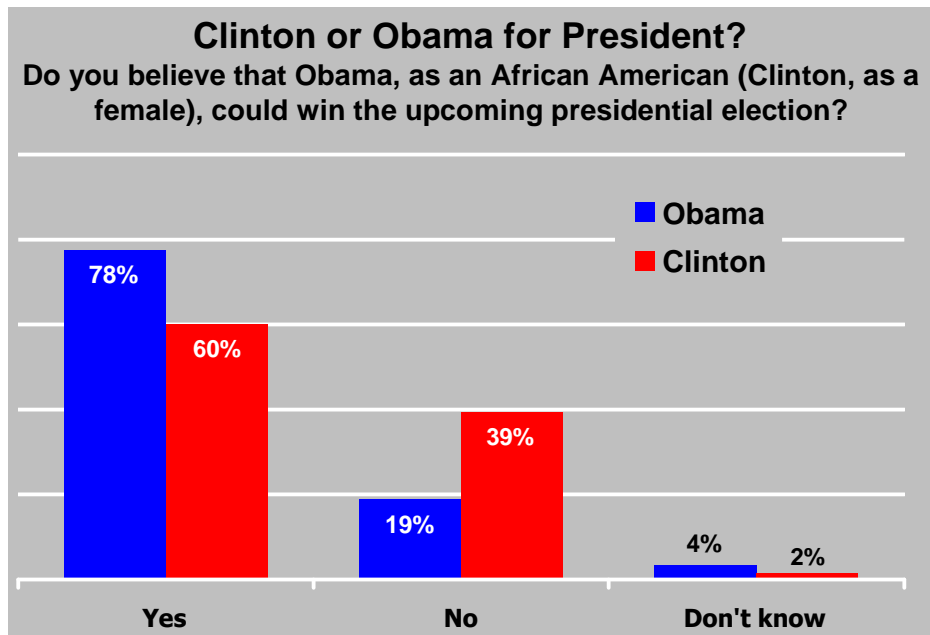


### **Executive Summary**

A public opinion survey of Indiana adult residents conducted during the first week of March 2008 revealed stronger support for Barack Obama as U.S. president than for Hillary Clinton. In general, respondents were equally likely to believe that most Hoosiers are ready for an African American president as compared to a female president. However, whereas respondents with different political affiliations and social views reported similar perceptions of Barack Obama's ability to become president and whether Hoosiers are ready for an African American president, respondents who categorized themselves as Democrats or liberals reported significantly stronger beliefs than other respondents that Hillary Clinton could win the upcoming presidential election and that most Hoosiers are ready for a female president.

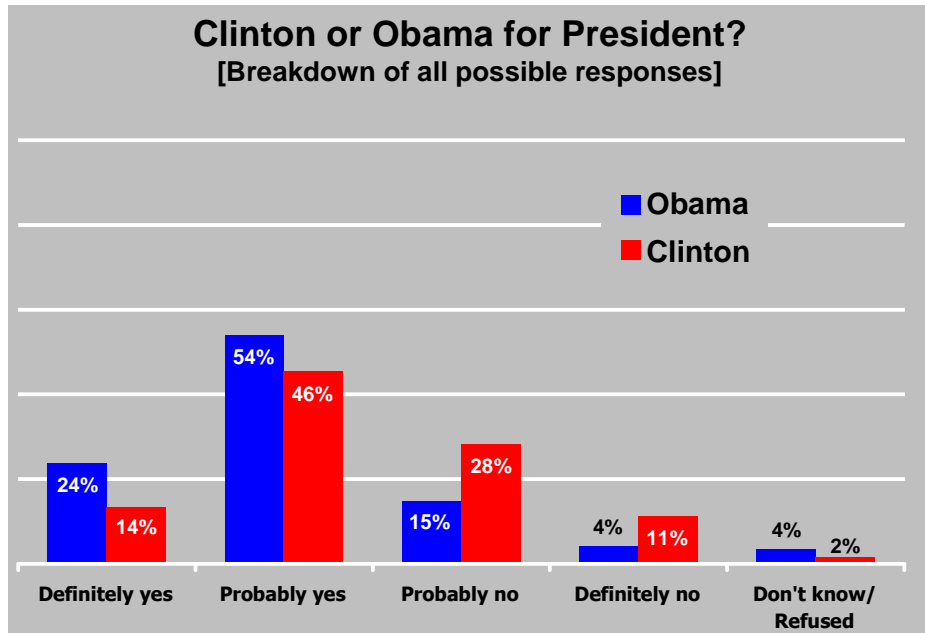


When asked whether they believed that Barack Obama, as an African American could win the upcoming presidential election, 24% of the respondents said yes, and 54% said probably yes (78% total). In comparison, when asked whether they believed that Hillary Clinton, as a female, could win the upcoming presidential election, 14% of the respondents said yes, and 46% said probably yes (60% total).

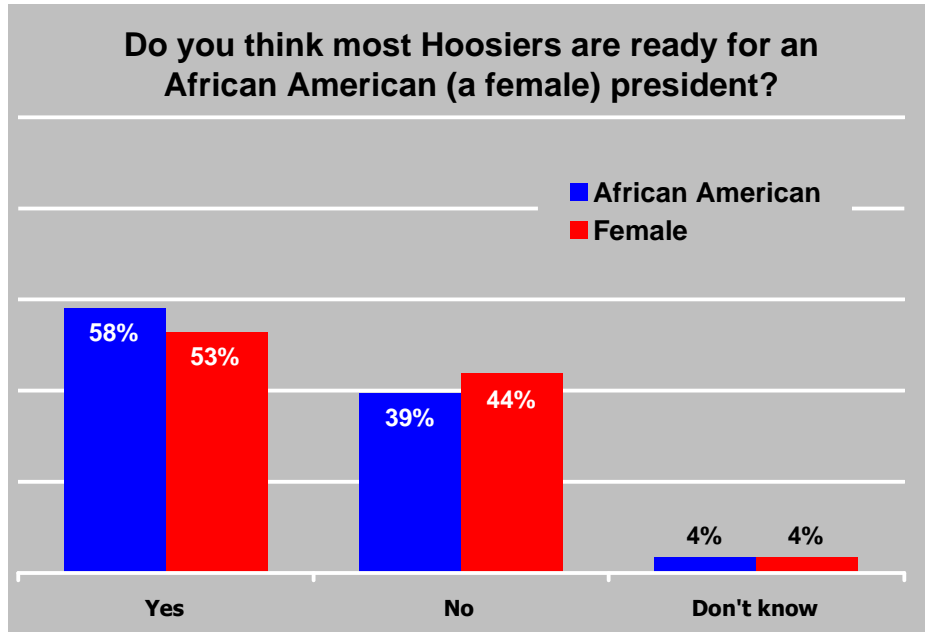




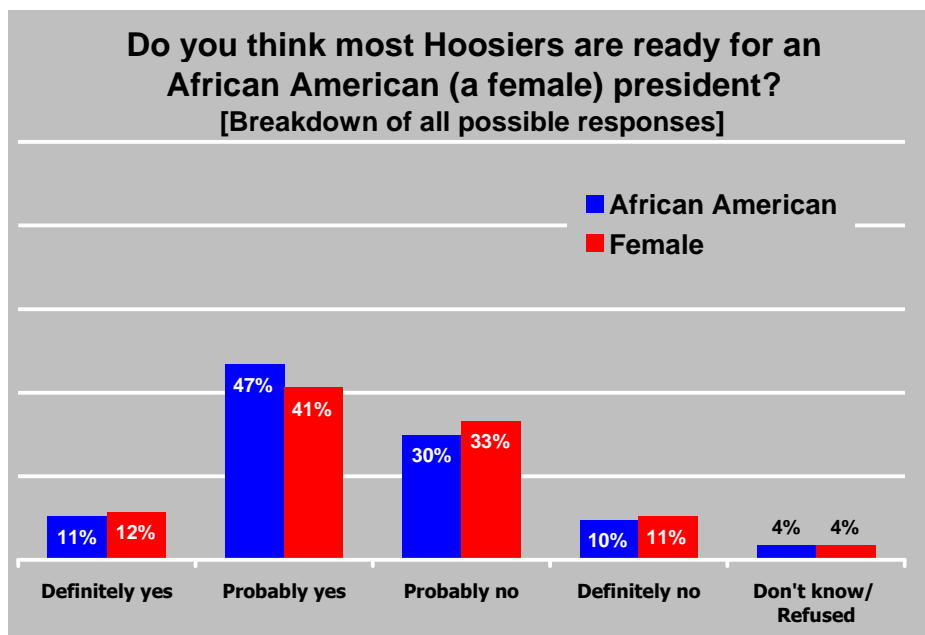
The chart below provides a breakdown of all the possible responses that led to the “yes” or “no” percentages in the previous chart. The possible responses included “definitely yes,” “probably yes,” “probably no,” “definitely no,” and “don’t know/refused.”



Respondents, in general, were equally likely to believe that most Hoosiers are ready for an African American president as compared to a female president.



The chart below provides a breakdown of all the possible responses that led to the “yes” or “no” percentages in the previous chart. The possible responses included “definitely yes,” “probably yes,” “probably no,” “definitely no,” and “don’t know/refused.”





Respondents with different political affiliations and social views reported similar perceptions of Barack Obama’s ability to become president and whether Hoosiers are ready for an African American president.

<b>Could Barack Obama win the upcoming presidential election?</b>				
		<b>Yes</b>	<b>No</b>	<b>Don’t Know/ Refused</b>
<b>Social Views</b>	Very conservative	50	17	2
	Somewhat conservative	92	21	2
	Moderate	102	24	4
	Somewhat liberal	46	8	3
	Very liberal	13	6	0
	<b>Total</b>	<b>303</b>	<b>76</b>	<b>11</b>

Numbers do not total 400 because 10 participants did not provide any information regarding their social view.

<b>Could Barack Obama win the upcoming presidential election?</b>				
		<b>Yes</b>	<b>No</b>	<b>Don’t Know/ Refused</b>
<b>Political Affiliation</b>	Democrat	99	18	2
	Republican	105	35	3
	Other	106	23	9
	<b>Total</b>	<b>310</b>	<b>76</b>	<b>14</b>



**Are most Hoosiers ready for an African American president?**

		<b>Yes</b>	<b>No</b>	<b>Don't Know/ Refused</b>
<b>Social Views</b>	Very conservative	38	28	3
	Somewhat conservative	65	45	5
	Moderate	79	49	2
	Somewhat liberal	34	20	3
	Very liberal	9	10	0
	<b>Total</b>	<b>225</b>	<b>152</b>	<b>13</b>

Numbers do not total 400 because 10 participants did not provide any information regarding their social view.

**Are most Hoosiers ready for an African American president?**

		<b>Yes</b>	<b>No</b>	<b>Don't Know/ Refused</b>
<b>Political Affiliation</b>	Democrat	70	45	4
	Republican	84	55	4
	Other	75	57	6
	<b>Total</b>	<b>229</b>	<b>157</b>	<b>14</b>





Respondents who categorized themselves as Democrats or liberals reported significantly stronger beliefs than other respondents that Hillary Clinton could win the upcoming presidential election and that most Hoosiers are ready for a female president.

<b>Could Hillary Clinton win the upcoming presidential election?</b>				
		<b>Yes</b>	<b>No</b>	<b>Don't Know/ Refused</b>
<b>Social Views</b>	Very conservative	28	40	1
	Somewhat conservative	68	46	1
	Moderate	79	48	3
	Somewhat liberal	37	19	1
	Very liberal	16	3	0
	<b>Total</b>		<b>228</b>	<b>156</b>

Numbers do not total 400 because 10 participants did not provide any information regarding their social view.

<b>Could Hillary Clinton win the upcoming presidential election?</b>				
		<b>Yes</b>	<b>No</b>	<b>Don't Know/ Refused</b>
<b>Political Affiliation</b>	Democrat	88	30	1
	Republican	64	78	1
	Other	84	50	4
	<b>Total</b>		<b>236</b>	<b>159</b>



**Are most Hoosiers ready for a female president?**

		<b>Yes</b>	<b>No</b>	<b>Don't Know/ Refused</b>
<b>Social Views</b>	Very conservative	26	38	5
	Somewhat conservative	61	50	4
	Moderate	65	64	1
	Somewhat liberal	48	17	2
	Very liberal	13	6	0
	<b>Total</b>	<b>213</b>	<b>175</b>	<b>12</b>

Numbers do not total 400 because 10 participants did not provide any information regarding their social view.

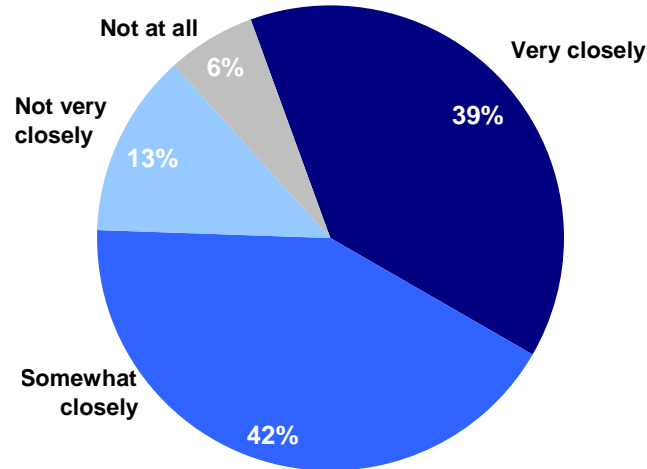
**Are most Hoosiers ready for a female president?**

		<b>Yes</b>	<b>No</b>	<b>Don't Know/ Refused</b>
<b>Political Affiliation</b>	Democrat	81	34	4
	Republican	61	79	3
	Other	69	62	7
	<b>Total</b>	<b>211</b>	<b>175</b>	<b>14</b>



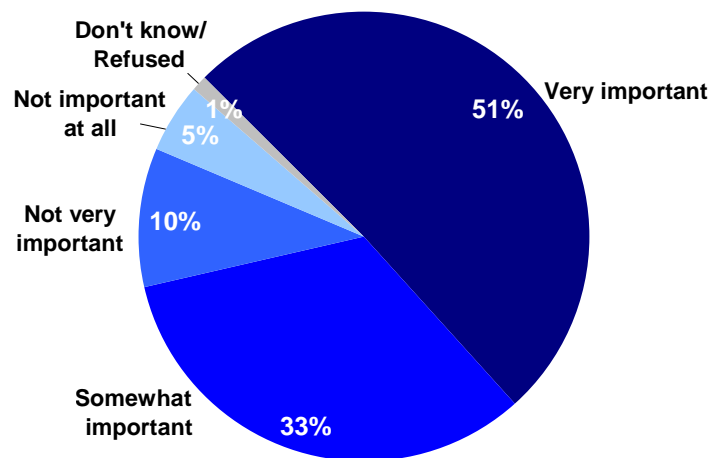
When asked how closely they were following the upcoming presidential election, 39% of the respondents said Very Closely, 42% said Somewhat Closely, 13% said Not Very Closely, and 6% said Not At All.

**How closely are you following the upcoming presidential election?**



When asked how important they think the outcome of the 2008 presidential election will be for Indiana's economy, 51% of the respondents said Very Important, 33% said Somewhat Important, 10% said Not Very Important, and 5% said Not At All Important.

**How important do you think the outcome of the 2008 presidential election will be for Indiana's economy?**





### Methodology

Results are based on telephone interviews with 400 Indiana residents, aged 18 and older, conducted March 1- March 6, 2008. Interviews were conducted with respondents from households with listed telephone numbers. For results based on the total sample, one can say with 95% confidence that the maximum margin of sampling error is  $\pm 5$  percentage points. The margin of sampling error is larger for subgroups used in this analysis. In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

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[www.themevision.com](http://www.themevision.com).