

Not only is she better-known than most of the potential Democratic field, Mays is the most popular, and is the only candidate more popular than Republican contender Jon Elrod. Further, potential candidate Andre Carson is the least popular figure we tested, and is even less popular than Governor Mitch Daniels. Potential Democratic candidate David Orentlicher's ratings are exactly as anemic as the Governor's.

Mays is poised to be a unity candidate. Of the three best-known potential Democratic candidates, Mays is the only one whose popularity transcends racial lines. Statistically speaking, she is just as popular as Carson among black voters, and she is more popular than Orentlicher among white voters. Her popularity extends across gender lines, where she is as popular as Elrod among men, and the most popular figure among women.

**Once given information about Mays, Carson, and Elrod, Mays emerges as the strongest contender**

In an informed vote choice, Mays emerges the stronger contender compared to Carson. All participants heard a short positive description of Jon Elrod. The other half heard a positive description of either Mays or Carson. When asked for whom they would vote, Mays earns a double-digit lead over Elrod (+11), while Carson is in a statistical dead heat (+3).

	total	black	white	male	female	crtn spcl election vtrs
Mays	43	69	37	34	50	43
und	25	27	23	26	24	24
Elrod	32	4	40	40	26	33
Mays - Elrod	11	66	-3	-5	24	10
Carson	41	74	32	36	44	45
Und	21	18	17	24	19	16
Elrod	38	8	51	40	37	40
Carson - Elrod	3	66	-19	-3	7	5

Again we see support for Mays extend across racial lines. Both Mays and Carson fare equally well with black voters, but Mays fares substantially better with white voters (-3 advantage over Elrod) than does Carson (-19). Mays benefits greatly from a gender gap. She does about as well as Carson among men, but has a 24-point lead over Elrod among women, more than three times Carson's lead over Elrod.

Mays also holds Elrod to less support among his own Republican base (77% Elrod) than does Carson (86% Elrod). It's also worth noting that those who say they are certain to vote in a special election (recently set for March 11), give Mays a larger lead over Elrod.