EPIC▪MRA STATEWIDE POLL OF LIKELY NOVEMBER VOTERS – SEPTEMBER 2010

[FREQUENCY REPORT OF SURVEY RESPONSES – 600 SAMPLE – ERROR ±4.0%]
Polling Dates: September 11-12, 2010

Exclusive for the
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__03. First of all, I am going to read a list of nine state problems or issues people say they are most concerned about. After I read the whole list, please tell me which one problem or issue you are personally concerned about the most? **[READ AND ROTATE 01 TO 09 - TAKE FIRST AND ONLY ONE RESPONSE]**

59%   Improving Michigan's economy and creating jobs
11%   Improving education and funding for public schools
7%   Reducing state government spending
6%   Keeping state taxes as low as possible
6%   Making quality health care affordable and accessible
4%   Addressing the abortion issue
3%   Protecting our air and water
2%   Controlling crime and drugs
1%   Improving the quality of roads and bridges
---   More than one **[ASK:** "But which problem concerns you the most?" **AND CODE BEST RESPONSE]**
1%   Undecided/Refused

Now, I would like to read a list of several political figures. For each one, please tell me if you recognize the name, and if you do, whether you have a favorable or unfavorable opinion of that person. The first name is _____? Do you recognize the name? **[IF YES, ASK: "**Do you have a favorable or unfavorable opinion of (him/her)?" - **IF FAVORABLE/UNFAVORABLE, ASK:** "Would that be very or generally?" **AND CODE BEST RESPONSE]**

NAMES [ROTATE Q.4 TO Q.11]	DON'T RECOG	VERY FAVOR	TOT FAVOR	TOT UNFAV	VERY UNFAV	REF UNDEC
__05. Jennifer Granholm	---	18%	*38%*	*58%*	39%	4%
__06. Virg Bernero	19%	10%	*23%*	*33%*	16%	25%
__07. Rick Snyder	10%	20%	*50%*	*16%*	7%	24%
__08. Ruth Johnson	73%	2%	*7%*	*3%*	1%	17%
__09. Jocelyn Michelle Benson	78%	2%	*5%*	*3%*	1%	14%
__10. Bill Schuette	52%	6%	*17%*	*7%*	3%	24%
__11. David Leyton	74%	1%	*5%*	*4%*	2%	17%

Now I would like to ask how you would vote for several offices on the November 2nd election ballot.

__14. In the race for Governor, if the election were held today, would you vote for **[ROTATE]** Rick Snyder the Republican, Virg Bernero the Democrat, or a minor party candidate?

     [IF UNDECIDED, ASK: "Well, if the election were held today and you had to decide right now, which candidate would you lean toward, **[ROTATE]** Bernero the Democrat, Snyder the Republican, or a minor party candidate?" **AND CODE BEST RESPONSE]**

24% Vote for Virg Bernero the Democrat --------	**GO TO Q.17**
5% Lean toward Virg Bernero ---------------------	**GO TO Q.17**
29% TOTAL BERNERO	
42% Vote for Rick Snyder the Republican ----------------	**GO TO Q.15**
11% Lean toward Rick Snyder ------------------------------	**GO TO Q.15**
53% TOTAL SNYDER	
2% Vote for a minor party candidate ---------	**GO TO Q. 19**
1% Lean toward a minor party candidate ----	**GO TO Q. 19**
15% Undecided/Refused -----------------------	**GO TO Q. 19**

__15. Have you ruled out voting for Virg Bernero the Democrat, and are pretty certain that you will vote for Rick Snyder the Republican, or, are you still considering Virg Bernero and might change your mind and vote for him?

69%   Ruled out Bernero and certain to be voting for Snyder
29%   Still considering Bernero and may change mind
 2%   Undecided/Refused

__16. What is the main reason why you are voting for Rick Snyder? **[WRITE COMMENT AS STATED – THEN GO TO Q. 19]**

16%	Vote Republican Party	3%	Most Familiar With
11%	He is a Businessman	3%	Positive Campaign
9%	Voting Against Democrats	3%	Pro Business
7%	Agree with His Positions	3%	Pro Life
6%	Job Creation	2%	Conservative
6%	Not a Politician	2%	Smart – Intelligent
5%	New – Different Candidate	1%	Fiscal Policies
5%	Vote Against Bernero	1%	Morals – Values
4%	Best Choice of the Two	1%	Running Mate
4%	10 Step Program	5%	Undecided/Refused
3%	Fix the Economy		

__17. Have you ruled out voting for Rick Snyder the Republican and are pretty certain that you will vote for Virg Bernero the Democrat, or, are you still considering Rick Snyder and might change your mind and vote for him?

66%   Ruled out Snyder and certain to be voting for Bernero
32%   Still considering Snyder and may change mind
 2%   Undecided/Refused

__18. What is the main reason why you are voting for Virg Bernero? **[WRITE COMMENT AS STATED]**

38%	Vote Democratic Party	2%	Fiscal Policies
6%	Experience as Mayor	2%	Most Experience
5%	Agree with His Positions	1%	Honesty – Integrity
5%	Best Choice of the Two	1%	Like in General
5%	For the Middle – Working Class	1%	Most Familiar With
5%	Job Creation	1%	Pro Auto Industry
5%	Pro Education	1%	Pro Choice
5%	Pro Union	1%	Progressive Ideas
4%	Vote Against Snyder	1%	Steadfast
3%	Snyder Outsourced Jobs Overseas	5%	Undecided/Refused
3%	Voting Against Republicans		

__19. In the race for Michigan Secretary of State, if the election were held today, would you vote for **[ROTATE]** Ruth Johnson the Republican, Jocelyn Michelle Benson the Democrat, or a minor party candidate?
    [IF UNDECIDED, ASK]: "Well, if the election were held today and you had to decide right now, which candidate would you lean toward, **[ROTATE]** Benson the Democrat, Johnson the Republican, or a minor party candidate?" **AND CODE BEST RESPONSE]**

18%   Vote for Jocelyn Michelle Benson the Democrat ---------- **25% TOTAL BENSON**
 7%   Lean toward Jocelyn Michelle Benson
22%   Vote for Ruth Johnson the Republican --------------------- **31% TOTAL JOHNSON**
 9%   Lean toward Ruth Johnson
 3%   Vote for a minor party candidate
 2%   Lean toward a minor party candidate
39%   Undecided/Refused

__20. In the race for Michigan Attorney General, if the election were held today, would you vote for **[ROTATE]** Bill Schuette **(SHOO-tee)** the Republican, David Leyton the Democrat, or a minor party candidate?

[IF UNDECIDED, ASK: "Well, if the election were held today and you had to decide right now, which candidate would you lean toward, **[ROTATE]** Leyton the Democrat, Schuette the Republican, or a minor party candidate?" **AND CODE BEST RESPONSE]**

20%	Vote for David Leyton the Democrat ------------------------	**25% TOTAL LEYTON**
5%	Lean toward David Leyton	
30%	Vote for Bill Schuette the Republican -----------------------	**39% TOTAL SCHUETTE**
9%	Lean toward Bill Schuette	
3%	Vote for a minor party candidate	
2%	Lean toward a minor party candidate	
31%	Undecided/Refused	

__21. Using a scale of 0 to 10 where 10 means that you are extremely motivated and absolutely certain to vote, and zero means you are NOT motivated or NOT certain to vote at all, what number would you use to describe how motivated and certain you are to vote in the upcoming November general election? **[IF UNDECIDED/ REFUSED – CODE '99']**

2%   Not Motivated (0 through 5)
10% Moderately Motivated (6 through 8)
88% Very Motivated (9 through 10)

MEAN: 9.556   MEDIAN: 10.0

__33. Based on your personal experience or what you know or have heard or read, do you support or oppose the efforts of the Tea Party movement? **[IF SUPPORT OR OPPOSE, ASK: '**Do you strongly or somewhat **(SUPPORT/OPPOSE)** the Tea Party movement?' **AND CODE BEST RESPONSE]**

20%	Strongly supports Tea Party movement ----------------------	**40% TOTAL SUPPORT**
20%	Somewhat supports Tea Party movement	
10%	Somewhat opposes Tea Party movement --------------------	**38% TOTAL OPPOSE**
28%	Strongly opposes Tea Party movement	
22%	Undecided/Refused	

Finally, I would like to ask you a few questions about yourself for statistical purposes.

__34. Do you think of yourself as pro-choice, meaning that you support allowing women to have the right to an abortion, or do you consider yourself pro-life, meaning that you oppose abortions except where it is necessary to save the life of the mother?

49%   Pro-choice
46%   Pro-life
 5%   Undecided/Refused

__41. Generally speaking, do you consider yourself to be a **[ROTATE]** conservative, moderate or liberal? **[IF LIBERAL/CONSERVATIVE, ASK: "**Would that be very or somewhat?" **AND CODE BEST RESPONSE]**

 7%   Very liberal --------------------   **17% TOTAL LIBERAL**
10%   Somewhat liberal
35%   Moderate
22%   Somewhat conservative -------   **43% TOTAL CONSERVATIVE**
21%   Very conservative
 5%   Undecided/Refused

__42. Generally speaking, do you consider yourself a Republican or a Democrat?

(IF DEM) Do you consider yourself a strong Democrat or a not very strong Democrat?
(IF INDEP) Do you consider yourself closer to the Republican or Democratic Party?
(IF REP) Do you consider yourself a strong Republican or not a very strong Republican?

20%   Strong Democrat ----------------------   **35% TOTAL DEMOCRAT**
 8%   Not Strong Democrat
 7%   Independent-Lean Democrat
24%   Independent
11%   Independent-Lean Republican -------   **38% TOTAL REPUBLICAN**
10%   Not Strong Republican
17%   Strong Republican
 1%   Other
 2%   Undecided/Refused