

The EPIC ■ MRA Report

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Michigan Edition

March, 2007

The Granholm Watch

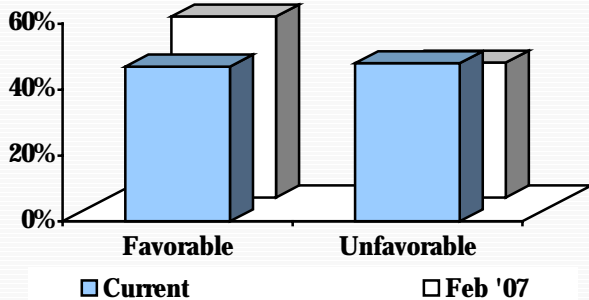
Shift in Gov's "Numbers" – Jennifer Granholm Favorable/Unfavorable

	Favorable		Unfavorable		
	very	Total	very	Total	undec
Not recognize	17%	47%	27%	48%	5%
Feb '07	22%	55%	20%	41%	4%

— Job Rating Declines

Overall, how would you rate the job being done by Jennifer Granholm as governor ... ?

Job Rating	Feb '07	Total
excellent	9%	50% Total
pretty good	41	POSITIVE
just fair	28	48% Total
poor	20	NEGATIVE



“Budget Deficit” Job Rating Majority “Negative”

How would you rate the job that Governor Jennifer Granholm is doing handling the state budget deficit ...

excellent	8%	40% Total
pretty good	32	POSITIVE
just fair	28	56% Total
poor	28	NEGATIVE
undecided	4	

Majority Oppose State Service Sales Tax Plan

As part of her plan to balance the state budget, which includes \$400 million in budget cuts in many areas except education, as well as tax and fee increases to maintain and increase funding for education and other important government services, Governor Granholm has proposed a 2 percent state sales tax that would now apply to many services provided to consumers by Michigan businesses

... do you favor or oppose the proposal?

strongly favor	15%	39% Total
somewhat favor	24	FAVOR
somewhat oppose	14	56% Total
strongly oppose	42	OPPOSE
undecided	5	

About The EPIC ■ MRA Report

This issue of The EPIC ■ MRA Report is based upon a survey of 600 registered Michigan voters, conducted in March, 2007; the survey has a margin of error ±4 percent.

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Presidential 2008: Recognition & Opinion

The questions of this page were asked of respondents who said when they vote in primary elections, they always or mostly vote in “Democratic” primaries [38 percent of the total sample]

Respondents were asked if they recognized each name, and, if so, if they had a “favorable” or “unfavorable” opinion of that person

Sen. Obama

Barack Obama Favorable/Unfavorable

Not recognize	Favorable		Unfavorable		undec
	very	Total	very	Total	
10%	28%	72%	7%	11%	7%

Sen. Clinton

Hillary Clinton Favorable/Unfavorable

Not recognize	Favorable		Unfavorable		undec
	very	Total	very	Total	
–%	39%	78%	4%	19%	3%

Gen. Clark

Wesley Clark Favorable/Unfavorable

Not recognize	Favorable		Unfavorable		undec
	very	Total	very	Total	
51%	3%	22%	3%	7%	20%

Rep. Kucinich

Dennis Kucinich Favorable/Unfavorable

Not recognize	Favorable		Unfavorable		undec
	very	Total	very	Total	
58%	4%	15%	6%	10%	17%

Sen. Biden

Joe Biden Favorable/Unfavorable

Not recognize	Favorable		Unfavorable		undec
	very	Total	very	Total	
39%	7%	32%	2%	14%	15%

Gov. Richardson

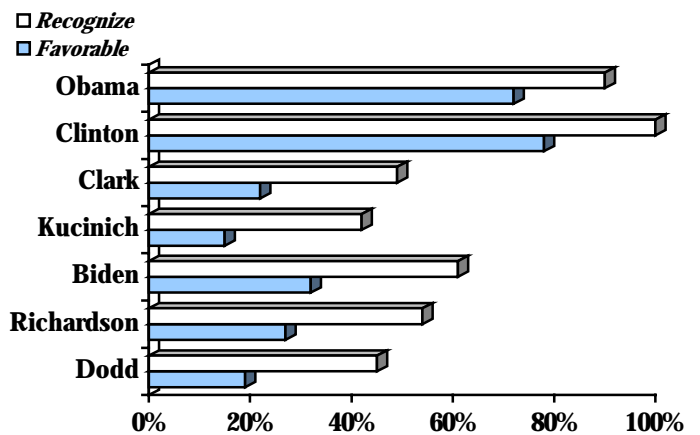
Bill Richardson Favorable/Unfavorable

Not recognize	Favorable		Unfavorable		undec
	very	Total	very	Total	
46%	8%	27%	2%	9%	18

Sen. Dodd

Christopher Dodd Favorable/Unfavorable

Not recognize	Favorable		Unfavorable		undec
	very	Total	very	Total	
55%	1%	19%	4%	12%	14%



Clinton Attracts Most Support

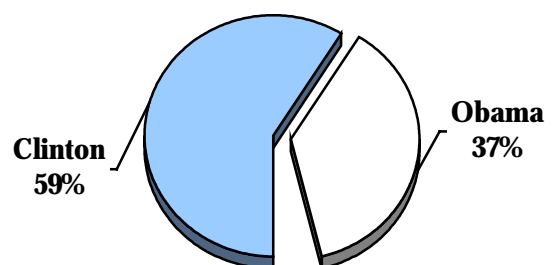
These respondents were asked which candidate they would vote for if a Democratic presidential primary or caucus in Michigan were held “today”:

		<u>2ND CHOICE</u>	
Clinton	45%	Obama	27%
Obama	29	Clinton	26
John Edwards	16	Edwards	23
Richardson	4	Richardson	13
Biden	4	Biden	5
unec	2	Al Gore	1
		John Kerry	1
		undec	4

Clinton Leads Obama “Today”

If the Democratic primary election or caucus in Michigan came down to a choice between Hillary Clinton and Barack Obama, which candidate would you vote for?

Hillary Clinton	55%	59% Total
leans toward Clinton	4	CLINTON
Barack Obama	36	37% Total
leans toward Obama	1	OBAMA
undecided	4	



The questions of this page were asked of respondents who said when they vote in primary elections, they always or mostly vote in “Republican” primaries [33 percent of the total sample]

Respondents were asked if they recognized each name, and, if so, if they had a “favorable” or “unfavorable” opinion of that person

Sen. McCain						
John McCain Favorable/Unfavorable						
Not recognize	Favorable		Unfavorable		undec	
	very	Total	very	Total		
2%	15%	65%	3%	19%	14%	

Rep. Gingrich						
Newt Gingrich Favorable/Unfavorable						
Not recognize	Favorable		Unfavorable		undec	
	very	Total	very	Total		
5%	14%	47%	14%	37%	11%	

Gov. Romney						
Mitt Romney Favorable/Unfavorable						
Not recognize	Favorable		Unfavorable		undec	
	very	Total	very	Total		
12%	22%	51%	5%	12%	25%	

Sen. Hagel						
Chuck Hagel Favorable/Unfavorable						
Not recognize	Favorable		Unfavorable		undec	
	very	Total	very	Total		
41%	2%	12%	4%	13%	34%	

Mayor Giuliani						
Rudy Giuliani Favorable/Unfavorable						
Not recognize	Favorable		Unfavorable		undec	
	very	Total	very	Total		
3%	19%	72%	4%	13%	12%	

Gov. Huckabee						
Mike Huckabee Favorable/Unfavorable						
Not recognize	Favorable		Unfavorable		undec	
	very	Total	very	Total		
43%	1%	14%	2%	6%	37%	

Sen. Brownback						
Sam Brownback Favorable/Unfavorable						
Not recognize	Favorable		Unfavorable		undec	
	very	Total	very	Total		
46%	3%	14%	3%	6%	34%	

Rep. Hunter						
Duncan Hunter Favorable/Unfavorable						
Not recognize	Favorable		Unfavorable		undec	
	very	Total	very	Total		
63%	1%	6%	2%	4%	27%	

McCain, Giuliani Attract Most Support

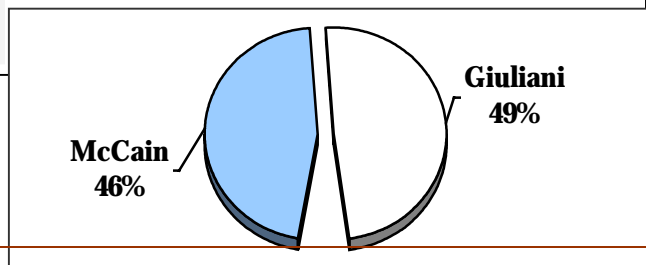
These respondents were asked which candidate they would vote for if a Republican presidential primary or caucus in Michigan were held “today”:

		<i>2ND CHOICE</i>	
McCain	30%	Giuliani	32%
Giuliani	26	McCain	22
Romney	21	Romney	21
Gingrich	16	Gingrich	12
Fred Thompson	2	Brownback	2
Brownback	1	undec	11
undec	4		

Giuliani, McCain Split “Today”

If the Republican primary election or caucus in Michigan came down to a choice between John McCain and Rudy Giuliani, which candidate would you vote for?

John McCain	45%	46% Total
leans toward McCain	1	McCAIN
Rudy Giuliani	48	49% Total
leans toward Giuliani	1	GIULIANI
undecided	5	



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In This Issue

The Granholm Watch

**Presidential 2008:
Recognition and Opinion
Republican Primary
Democratic Primary
“Vote ‘Today’”**



The Bush Watch

**Little Change in Prez’s “Numbers” –
George W. Bush Favorable/Unfavorable**

	Favorable		Unfavorable		
Not recognize	very	Total	very	Total	undec
–%	13%	38%	42%	59%	3%
<i>Not recognize</i>	<i>very</i>	<i>Total</i>	<i>very</i>	<i>Total</i>	<i>undec</i>
<i>Feb ‘07</i>	<i>–%</i>	<i>16%</i>	<i>45%</i>	<i>58%</i>	<i>3%</i>

— Job Rating Remains Majority “Negative”

*Overall, how would you rate the job being done
by George W. Bush as President ...*

Job Rating		Feb ‘07	
excellent	5%	29% Total	10% 33% Total
pretty good	24	POSITIVE	23 POSITIVE
just fair	23	70% Total	33 66% Total
poor	47	NEGATIVE	46 NEGATIVE

Iraq War Leads as National Issue of Concern

Respondents were read a list of national problems or issues and asked which problem/issue they are personally concerned about the most:

The war in Iraq	22%
Improving the economy and providing jobs	21
Making health care affordable and accessible to everyone.	13
Protecting America from terrorism	12
Taxes and government spending	8
Promoting morality and family values	6
Providing a quality education	6
Controlling crime and drugs	4
Protecting our air and water	4
More than one/undec	4