

EPIC•MRA STATEWIDE POLL OF LIKELY VOTERS – AUGUST 2008
The Detroit News – WXYZ TV7 – WILX TV10 – WOOD TV8 – WJRT TV12
Conducted August 18 to 21, 2008

[FREQUENCY REPORT of SURVEY RESPONSES – 600 SAMPLE – ERROR ±4%]

Overall, would you say that things in the United States are generally headed in the right direction, or have things pretty seriously gotten off on the wrong track?

18% Right direction
72% Wrong track
10% Undecided/Don't know/Refused

How about in Michigan – are things in Michigan generally headed in the right direction, or are things pretty seriously off on the wrong track?

13% Right direction
80% Wrong track
7% Undecided/Don't know/Refused

Now I am going to read a list of the top 10 national 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?

2% Protecting our air and water
1% Controlling crime and drugs
8% Improving education
5% Fighting the ongoing war in Iraq
46% Improving the nations economy and providing jobs
4% Keeping federal taxes low
7% Reducing the price of gasoline
8% Protecting America from terrorism
11% Making quality health care affordable and accessible
6% Promoting morality and family values
1% More than one [ASK: “But which problem concerns you the most?”]
3% Undecided/Don't know/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?]

NAMES [ROTATE Qs]	<u>DON'T RECOG</u>	<u>VERY FAVOR</u>	<u>TOTAL FAVOR</u>	<u>TOTAL UNFAV</u>	<u>VERY UNFAV</u>	<u>REF UNDEC</u>
George W. Bush	----	10%	37%	58%	41%	5%
Jennifer Granholm	----	14%	45%	46%	25%	9%
John McCain	1%	16%	52%	36%	17%	11%
Barack Obama	----	26%	49%	36%	19%	15%
Carl Levin	6%	21%	53%	27%	14%	14%
Jack Hoogendyk	84%	3%	7%	3%	1%	7%

Do you think the U.S. economy is getting stronger, getting weaker, or staying about the same?

5% Getting stronger
 70% Getting weaker
 22% Staying about the same
 3% Undecided/Don't know/Refused

Next, I would like to ask how you would vote in two matchups in the November 4th election.

In the election for President, if the election were held today, would you vote for **[ROTATE]** John McCain the Republican, Barack Obama the Democrat, Ralph Nader the Independent, or Bob Barr the Libertarian?

[IF UNDECIDED, ASK: Well, if the election were held today and you had to decide right now, which candidate would you lean toward, **[ROTATE]** Obama, McCain, Nader or Barr?]

39%	Vote for Barack Obama the Democrat	
4%	Lean toward Barack Obama -----	43% Total Obama
34%	Vote for John McCain the Republican	
7%	Lean toward John McCain -----	41% Total McCain
2%	Vote for Ralph Nader the Independent	
1%	Lean toward Nader -----	3% Total Nader
1%	Vote for Bob Barr the Libertarian	
0%	Lean toward Barr -----	1% Total Barr
13%	Undecided/Don't know/Refused	

If the November general election for U.S. Senate were held today, would you vote for -- **[ROTATE]** Jack Hoogendyk the Republican or Carl Levin the Democrat?

[IF UNDECIDED, ASK: Well, if the election were held today and you had to decide right now, which candidate would you lean toward -- **[ROTATE]** Hoogendyk or Levin?]

56%	Carl Levin the Democrat	
3%	Lean toward Levin -----	59% Total Levin
22%	Jack Hoogendyk the Republican	
5%	Lean toward Hoogendyk -----	27% Total Hoogengyk
14%	Undecided/Don't know/Refused	

Now I would like to read several words and phrases to you. For each word or phrase I read, please tell me whether you think it is a better description of [ROTATE] John McCain the Republican or Barack Obama the Democrat?

[ROTATE Qs]	<u>John McCain Republican</u>	<u>Barack Obama Democrat</u>	<u>Both</u>	<u>Ref/ Undec</u>
Someone you can trust	42%	33%	9%	16%
He shares my values	39%	39%	7%	15%
Cares about someone like me	31%	42%	10%	17%
Has the right kind of experience	63%	19%	5%	13%
Will bring about needed change	25%	52%	7%	16%
Will work for bipartisan solutions	37%	38%	10%	15%
Will be able to inspire people	20%	62%	7%	11%
Will be a strong leader	45%	33%	12%	10%
Will protect American interests	48%	30%	14%	9%

Which of the two candidates, [ROTATE] John McCain the Republican or Barack Obama the Democrat, has a better plan for: [ROTATE Qs]

Addressing the high cost of gasoline at the pumps today?

34% John McCain the Republican
 32% Barack Obama the Democrat
 18% Neither (**VOLUNTEERED**)
 3% Both (**VOLUNTEERED**)
 13% Undecided/Don't know/Refused

Addressing America's long-term energy needs?

35% John McCain the Republican
 38% Barack Obama the Democrat
 10% Neither (**VOLUNTEERED**)
 6% Both (**VOLUNTEERED**)
 12% Undecided/Don't know/Refused

Which of the candidates, **[ROTATE]** John McCain the Republican or Barack Obama the Democrat, had the better response to the Russian invasion of America's ally Georgia?

- 36% John McCain the Republican
- 17% Barack Obama the Democrat
- 5% Neither (**VOLUNTEERED**)
- 3% Both (**VOLUNTEERED**)
- 39% Undecided/Don't know/Refused