

EPIC•MRA STATEWIDE POLL OF LIKELY VOTERS – JULY 2008
The Detroit News – WXYZ TV7 – WILX TV10 – WOOD TV8 – WJRT TV12
Conducted July 13 to 15, 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?

- 11% Right direction
- 80% Wrong track
- 9% 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?

- 6% Right direction
- 87% Wrong track
- 7% Undecided/Don't know/Refused

What do you think is the single most important problem or issue facing our nation these days?

Economy/Unemployment/Jobs	48%	Health Care	2%	Taxes	1%
Gasoline/Energy Prices	14%	Education	2%	Budget Deficit	1%
Iraq war	6%	Environment	2%	Immigration	1%
Bush Administration	3%	Inflation	1%	Liberals in Office	1%
Morality and Family Values	3%	Fed Gov Overreaching	1%	Personal Credit Crisis	1%
National Security	3%	Housing Market	1%	Other Assorted Issues	3%
Outsourcing Jobs Overseas	3%	Politicians Fight	1%	Undecided/Don't know	2%

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?

- 44% Improving the nations economy and providing jobs
- 10% Making quality health care affordable and accessible
- 9% Protecting America from terrorism
- 9% Promoting morality and family values
- 6% Fighting the ongoing war in Iraq
- 5% Improving education
- 4% Protecting our air and water
- 4% Keeping federal taxes low
- 2% Controlling crime and drugs
- 2% Reducing the federal budget deficit
- 4% More than one [ASK: "But which problem concerns you the most?"]
- Undecided/Don't know/Refused

How would you rate your personal, financial situation these days -- good, bad, or somewhere in the middle? **[IF GOOD/BAD, ASK: Would that be very or somewhat (good/bad)?]**

14% Very good ----- **38% Total Good**
 24% Somewhat good
 49% Somewhere in the middle----- **50% Somewhere in the Middle/DK**
 8% Somewhat bad
 5% Very bad ----- **13% Total Bad**
 1% 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>TOT FAVOR</u>	<u>TOT UNFAV</u>	<u>VERY UNFAV</u>	<u>REF UNDEC</u>
George W. Bush	0%	10%	35%	61%	43%	3%
Jennifer Granholm	2%	14%	49%	45%	25%	4%
John McCain	1%	16%	58%	32%	12%	9%
Barack Obama	3%	26%	51%	37%	20%	10%
Carl Levin	10%	20%	54%	29%	13%	7%
Jack Hoogendyk	87%	2%	5%	2%	1%	6%

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

2% Getting stronger
 79% Getting weaker
 18% Staying about the same
 1% 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?]

40%	Vote for Barack Obama the Democrat	
3%	Lean toward Barack Obama -----	43% Total Obama
38%	Vote for John McCain the Republican	
3%	Lean toward John McCain -----	41% Total McCain
2%	Vote for Ralph Nader the Independent	
1%	Lean toward Nader -----	3% Total Nader
2%	Vote for Bob Barr the Libertarian	
0%	Lean toward Barr -----	2% Total Barr
12%	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	
2%	Lean toward Levin -----	58% Total Levin
29%	Jack Hoogendyk the Republican	
3%	Lean toward Hoogendyk -----	32% Total Hoogendyk
10%	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%	34%	8%	16%
He shares my values	42%	41%	6%	11%
Cares about someone like me	32%	43%	8%	16%
Has the right kind of experience	62%	22%	5%	11%
Will bring about needed change	26%	53%	6%	15%
Will work for bipartisan solutions	39%	39%	10%	13%
Will be able to inspire people	21%	65%	4%	10%
Will be a strong leader	44%	39%	10%	7%
Will protect American interests	51%	31%	10%	8%

Turning to another topic, how much of an impact has the price of gasoline had on your life – has the price of gasoline had a major impact, a significant but not major impact, only a minor impact, or no real impact at all?

- 36% A major impact
- 34% Significant but not major impact
- 24% Only a minor impact
- 6% No real impact at all
- 0% Undecided/Don't know/Refused

Of the following list of ways that some people say that the price of gasoline has had an impact on their lives, which ones would you say apply to you and your household?

- 59% Doing less driving that is not necessary
- 11% Making changes in vacation plans
- 3% Taking the bus, carpooling or using other mass transit
- 4% Spending less on food and necessities
- 10% Cutting back on extras, such as movies and restaurants
- 13% Undecided/Don't know/Refused