

**EPIC-MRA SURVEY
MAYOR, COUNCIL RACES IN THE CITY OF DETROIT
Commissioned by WXYZ TV 7**

**[FREQUENCY REPORT of SURVEY RESPONSES – 400 SAMPLE – ERROR ±4.9%]
POLLING DATES: October 18th through October 20th, 2009**

**[Q'S 3 TO 17 ASKED ABSENTEE VOTERS HOW THEY HAD VOTED –
RESULTS THAT FOLLOW INCLUDE ABSENTEE VOTES]**

__18. When you vote in the Tuesday, November 3rd City of Detroit election, will you vote/have you voted by absentee ballot before election day, or, will you vote by physically going to the polling place on election day?

- 36% Will vote/Have voted by absentee ballot
- 63% Will vote by going to the polling place
- 1% Undecided/Don't know/Refused

__19. If the November 3rd general election for Mayor were held today, would you vote for **(ROTATE)** Dave Bing or Tom Barrow?

[IF UNDECIDED, ASK: Well, if the election were held today and you had to decide right now, which candidate would you lean toward **(ROTATE)** Bing or Barrow?

- 44% Dave Bing ----- **47% TOTAL BING**
- 3% Lean toward Bing
- 22% Tom Barrow ----- **26% TOTAL BARROW**
- 4% Lean toward Tom Barrow
- 4% Other candidate **(VOLUNTEERED)**
- 23% Undecided/Don't know /Refused

__20. What is the main reason why you plan to vote for Dave Bing? **[WRITE COMMENT AS STATED]**

13%	Business Background	3%	Most Familiar With Him
12%	Best Choice of the Two Candidates	2%	Like – In General
11%	Give Him a Chance to Finish the Job	2%	Makes the Tough Decisions
8%	Done a Good Job So Far	2%	Needed Change
7%	Dislike Barrow	2%	Strong Leader
5%	His Integrity	2%	Understands the City's Needs
5%	Vision for the City	1%	Brings Jobs to the City
5%	Most Qualified Candidate	1%	Conservative
4%	Agree With His Positions	1%	Improving the Neighborhoods
4%	Making Progress		
3%	Christian	1%	Other (<i>less than 0.5% each</i>)
3%	Committed to the City	3%	Undecided/Don't Know/Refused

__21. Have you ruled out voting for Tom Barrow and you are pretty certain that you will vote for Dave Bing, or, are you still considering Tom Barrow and might change your mind and vote for him?

- 85% Ruled out Barrow and certain to be voting for Bing
- 14% Still considering Barrow and may change mind
- 1% Undecided/Don't know/Refused

-----POLLERS NOTE: ALL Q. 21 RESPONDENTS GO TO Q. 24-----

__22. What is the main reason why you plan to vote for Tom Barrow? [WRITE COMMENT AS STATED]

<ul style="list-style-type: none"> 21% Dislike Bing 10% Against Bing's Policies 8% Best Choice of the Two Candidates 7% Agree With His Positions 6% He is a Detroit City Resident 6% Most Qualified Candidate 6% Understands the City's Needs 5% Against Bing's Budget Cuts 5% Needed Change 4% Pro Union 3% Vision for the City 2% Against Bing's Bus Cuts 	<ul style="list-style-type: none"> 2% Against Bing's Privatization 2% Communicates with People in Community 2% Supported Him Before 1% Against Bing's Administration Choices 1% Against Bing's Wage Concessions 1% Bing is Tied to Kilpatrick 1% Christian 1% Democrat 1% Give Him a Chance 1% Integrity 1% Progressive 3% Undecided/Don't Know/Refused
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__23. Have you ruled out voting for Dave Bing and you are pretty certain that you will vote for Tom Barrow, or, are you still considering Dave Bing and might change your mind and vote for him?

- 84% Ruled out Bing and certain to be voting for Barrow
- 14% Still considering Bing and may change mind
- 2% Undecided/Don't know/Refused

Now I am going to read the list of candidates running for Detroit City Council. You will be able to vote for up to nine candidates. After I read the whole list of 18 candidates, please tell me which candidate will be your first choice, then your second, third, fourth and so on until you name all the candidates you plan to vote for, but no more than nine names. Let me know if you want me to read the list again?

[READ AND ROTATE 01 TO 18 BELOW]

[RESULTS BELOW INCLUDE UP TO 9 VOTES CAST BY RESPONDENTS]

<u>TOT</u>	<u>NAME</u>	<u>1st</u>	<u>2nd</u>	<u>3rd</u>	<u>4th</u>	<u>5th</u>	<u>6th</u>	<u>7th</u>	<u>8th</u>	<u>9th</u>
11%	Ken Cockrel Jr.	18%	22%	9%	5%	1%	3%	4%	2%	2%
10%	Charles Pugh	12%	13%	19%	11%	4%	2%	4%	2%	---
11%	Gary Brown	20%	19%	8%	1%	5%	3%	1%	3%	5%
7%	Brenda Jones	3%	5%	9%	12%	12%	8%	4%	2%	2%
8%	Saunteel Jenkins	3%	5%	7%	10%	12%	13%	11%	8%	3%
7%	Kwame Kenyatta	2%	5%	6%	11%	12%	15%	11%	8%	3%
5%	Alberta Tinsley-Talabi	2%	5%	6%	7%	8%	6%	4%	1%	---
4%	James Tate	1%	2%	2%	6%	4%	7%	11%	18%	16%
5%	Jo Ann Watson	4%	4%	4%	6%	5%	7%	11%	5%	8%
3%	Mohamed Okdie	1%	4%	7%	4%	1%	1%	1%	4%	---
4%	Andre L. Spivey	2%	1%	3%	2%	3%	4%	7%	20%	24%
4%	John C. Bennett	9%	2%	2%	4%	3%	2%	3%	3%	3%
5%	Lisa Howze	2%	4%	5%	4%	9%	5%	11%	11%	5%
4%	Fred Elliott Hall	1%	2%	2%	3%	6%	8%	5%	3%	10%
3%	Raphael B. Johnson	---	2%	5%	7%	4%	1%	---	1%	1%
4%	Shelley I. Foy	---	2%	3%	4%	8%	10%	4%	3%	2%
1%	David J. Cross	2%	1%	1%	1%	---	1%	2%	1%	5%
2%	Jai-Lee Dearing	2%	2%	2%	1%	3%	3%	6%	4%	10%
---	Some other candidate (VOL	---	---	---	1%	---	1%	---	1%	1%
2%	Undecided/Don't Know	16%	---	---	---	---	---	---	---	---

__33. Proposal D would amend the Detroit City Charter to change the current law providing for 9 city council members elected at large, to 7 of 9 members elected from single member districts, with 2 members elected at large. If the election were held today, would you vote YES in favor of the proposal or NO to oppose it?

[IF UNDECIDED, ASK] Well, if the election were held today and you had to decide right now, would you lean toward voting YES or NO?

61% YES ----- **64% TOTAL YES**
 3% Lean toward voting YES
 27% NO ----- **28% TOTAL NO**
 1% Lean toward voting NO
 8% Undecided/Don't know/Refused

__34. Proposal O would provide for a 10 year renewal of an existing county-wide millage of zero point nine five mills. The proceeds from the millage renewal will raise an estimated \$43.5 million in 2010, with similar amounts raised in future years, which will continue to fund existing county services, including programs for arrest, detention and prosecution of criminals, juvenile court and related services, public health, recreation, County parks, job training, senior citizen services, and programs for meeting medical needs of the poor. If the election were held today, would you vote YES in favor of the proposal or NO to oppose it?

[IF UNDECIDED, ASK] Well, if the election were held today and you had to decide right now, would you lean toward voting YES or NO?

72% YES ----- **76% TOTAL YES**
4% Lean toward voting YES
19% NO ----- **20% TOTAL NO**
1% Lean toward voting NO
4% Undecided/Don't Know/Refused

__35. Proposal S is a \$500.5 million bond proposal which, if approved, would provide the Detroit Public Schools funding from federal stimulus funds for the construction of 8 new schools, the remodeling of 10 existing schools, and the installation of instructional technology. The millage rate required to repay the bonds over 30 years would remain at or below the current millage rate of 13 mills, which would not result in a tax increase. If the election were held today, would you vote YES in favor of the proposal or NO to oppose it?

[IF UNDECIDED, ASK] Well, if the election were held today and you had to decide right now, would you lean toward voting YES or NO?

57% YES ----- **61% TOTAL YES**
4% Lean toward voting YES
29% NO ----- **31% TOTAL NO**
2% Lean toward voting NO
8% Undecided/Don't Know/Refused

__36. Generally speaking, do you think things in the City of Detroit are going in the right direction, or, do you think things have gotten pretty seriously off on the wrong track?

34% Right direction
51% Wrong track
15% Undecided/Don't know

__37. Now I am going to read a list of problems Detroiters say **THEY** are concerned about. Which one problem are **YOU** personally concerned about the most? **[READ AND ROTATE 1 TO 8]**

- 35% Public safety, crime, violence and/or drugs
- 18% The local economy and jobs
- 15% Lack of leadership
- 11% The quality of local schools
- 6% Abandoned buildings and vehicles
- 5% Poor city services
- 4% High local taxes
- 3% Poverty and homelessness
- More than one **[ASK: "But which problem concerns you the most?" AND CODE BEST RESPONSE]**
- 3% Undecided/Don't know/Refused

Now I would like to read a list of names. For each one, please tell me if you recognize it, and if so, whether your opinion of that person is favorable or unfavorable. The first name is _____ **[IF FAVORABLE/UNFAVORABLE, ASK: 'Would that be very or generally?' AND CODE BEST RESPONSE]**

[ROTATE Q.38 TO Q.45] NO REC/VER FAV/TOT FAV/TOT UNF/VER UNF/UNDEC

__38. Dave Bing	---	22%	59%	30%	12%	11%
__39. Tom Barrow	2%	8%	43%	32%	12%	23%
__40. Jo Ann Watson	1%	13%	46%	41%	18%	12%
__41. Ken Cockrel Jr.	1%	26%	68%	25%	11%	6%
__42. Charles Pugh	1%	29%	66%	18%	9%	15%
__43. Gary Brown	3%	28%	65%	16%	9%	16%
__44. Alberta Tinsley-Talabi	2%	14%	40%	41%	14%	16%
__45. Brenda Jones	3%	13%	51%	28%	11%	18%

__46. Overall, how would you rate the job that Dave Bing has done as Mayor of Detroit? Would you give him a positive rating of excellent or pretty good, or a negative rating of only fair or poor?

- 8% Excellent ----- **46% TOTAL POSITIVE**
- 38% Pretty good
- 36% Only fair ----- **51% TOTAL NEGATIVE**
- 15% Poor
- 4% Undecided/Don't know/Refused

[ROTATE Q.47 AND Q.48]

__47. Specifically, how would you rate the job Dave Bing has done cutting government spending and balancing the City budget? Would you give him a positive rating of excellent or pretty good, or a negative rating of only fair or poor?

- 6% Excellent ----- **36% TOTAL POSITIVE**
- 30% Pretty good
- 33% Only fair ----- **56% TOTAL NEGATIVE**
- 23% Poor
- 8% Undecided/Don't know/Refused

__48. Specifically, how would you rate the job Dave Bing has done working with the unions in seeking wage concessions and making budget cuts? Would you give him a positive rating of excellent or pretty good, or a negative rating of only fair or poor?

- 5% Excellent ----- **32% TOTAL POSITIVE**
- 27% Pretty good
- 34% Only fair ----- **62% TOTAL NEGATIVE**
- 28% Poor
- 6% Undecided/Don't know/Refused

__49. What would you say is the single biggest accomplishment Dave Bing has had as Mayor of Detroit? **[WRITE COMMENT AS STATED]**

- | | | | |
|-----|-------------------------------------|-----|--------------------------------------|
| 25% | Nothing At All | 1% | Bring Order to the City |
| 9% | Balancing the City Budget | 1% | New Police Chief |
| 4% | Getting Elected as Mayor | 1% | No Legal Troubles |
| 3% | COBO Agreement | 1% | Run the City Like a Business |
| 3% | Cutting Government Spending | 1% | Strong Leader |
| 3% | Getting the City On the Right Track | 1% | Too Early to Tell |
| 3% | Integrity in His Position | 1% | Took No Salary |
| 2% | Communicates the City's Needs | 1% | Union Relations |
| 2% | Less Negative Press | 6% | Other (<i>less than 0.5% each</i>) |
| 1% | Added Police | 31% | Undecided/Don't Know/Refused |

__50. What would you say is the single biggest failure that Dave Bing has had as Mayor of Detroit? **[WRITE COMMENT AS STATED]**

- | | | | |
|-----|-----------------------------------|-----|--------------------------------------|
| 14% | Cuts to Bus Service | 1% | Close Minded |
| 12% | Nothing at All | 1% | False Promises |
| 9% | Union Relations | 1% | Failed – Overall |
| 4% | Communication with City Residents | 1% | Hard Line with Young People |
| 3% | Cut City Employees | 1% | No Balance Budget |
| 3% | Not Involved in the Communities | 1% | No Improvement in Crime |
| 3% | Selecting His Administration | 1% | No Leadership |
| 2% | Budget Cuts | 1% | Rapid Job Loss in the City |
| 2% | Cut City Services | 1% | Taking the New Car |
| 2% | He's Unfamiliar with Detroit | 3% | Other (<i>less than 0.5% each</i>) |
| 2% | Wage Concessions | 31% | Undecided/Don't Know/Refused |
| 1% | Attempted School Takeover | | |

__51. Thinking about the quality of the education provided by the Detroit Public Schools, overall, would you give the Detroit Public Schools a positive rating of excellent or pretty good, or, would you offer a negative rating of only fair or poor for the quality of education provided?

1% Excellent ----- **22% TOTAL POSITIVE**
21% Pretty good
31% Only fair ----- **72% TOTAL NEGATIVE**
41% Poor
6% Undecided/Don't know/Refused

__52. There is a proposal that would make the Mayor of the City of Detroit responsible for managing the overall operations of the Detroit Public Schools. Would you favor or oppose the proposal? **[IF FAVOR/OPOSE, ASK: 'Would that be strongly or somewhat?' AND CODE BEST RESPONSE]**

14% Strongly favor ----- **30% TOTAL FAVOR**
16% Somewhat favor
13% Somewhat oppose----- **62% TOTAL OPOSE**
49% Strongly oppose
--- Undecided/Don't know/Refused

__53. The Detroit Water and Sewer Department is currently owned and operated by the City of Detroit and sells water to counties and local governments which represent about 45 percent of the state's population. Some people have proposed that the Detroit Water Department should be changed from a Detroit owned and operated operation into a regional authority that would be responsible for operating the water department and setting the rates that are paid by communities that purchase water from the system? Would you favor or oppose the establishment of a regional authority to operate the Detroit Water Department? **[IF FAVOR/OPOSE, ASK: 'Would that be strongly or somewhat?' AND CODE BEST RESPONSE]**

7% Strongly favor ----- **17% TOTAL FAVOR**
10% Somewhat favor
12% Somewhat oppose----- **70% TOTAL OPOSE**
58% Strongly oppose
13% Undecided/Don't know/Refused

__54. The City of Detroit has cut back on bus service in Detroit. Based on what you know or have heard or read about the cuts in bus service, do you think that the cuts in service were necessary to balance the city budget, or, do you think that the City budget could have been balanced by making other cuts and not cutting bus service?

21% Cuts in bus service were necessary to balance the budget
69% City budget could have been balanced by making other cuts instead of bus service
10% Undecided/Don't know/Refused

__55. Some people have proposed the establishment of a Metropolitan Government that would provide all services currently provided by the City of Detroit, thereby replacing City government with a Metropolitan Government? Would you favor or oppose such a proposal? **[IF FAVOR/OPPOSE, ASK: ‘Would that be strongly or somewhat?’ AND CODE BEST RESPONSE]**

7% Strongly favor ----- **18% TOTAL FAVOR**
11% Somewhat favor
16% Somewhat oppose----- **66% TOTAL OPPOSE**
50% Strongly oppose
16% Undecided/Don’t know/Refused

__56. If the establishment of a Metropolitan Government that would replace the City of Detroit would result in a significant reduction in local taxes and fees for residents of the City of Detroit, would you favor or oppose a proposal to establish a Metropolitan Government? **[IF FAVOR/OPPOSE, ASK] Would that be strongly or somewhat?**

N=327 (Among those opposed or undecided in Q.55)

4% Strongly favor ----- **23% TOTAL FAVOR**
19% Somewhat favor
13% Somewhat oppose----- **58% TOTAL OPPOSE**
45% Strongly oppose
19% Undecided/Don’t know/Refused

Results of Q.55 AND Q.56 COMBINED

11% Strongly favor ----- **38% TOTAL FAVOR**
27% Somewhat favor
10% Somewhat oppose----- **47% TOTAL OPPOSE**
37% Strongly oppose
15% Undecided/Don’t know/Refused