

**EPIC•MRA STATEWIDE POLL OF ACTIVE VOTERS – OCTOBER 20, 2009**  
**[FREQUENCY REPORT of SURVEY RESPONSES – 600 SAMPLE – ERROR ±4.0%]**  
**Polling Dates: October 11<sup>th</sup> to 15<sup>th</sup>, 2009**

*Exclusive for*  
**THE DETROIT NEWS, WXYZ TV 7, WOOD TV 8, WILX TV 10, WJRT TV 12**

\_\_02. 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?

<b>Oct '09</b>		<b>May '09</b>		<b>June '09</b>	
35%	Right direction	45%	Right direction	36%	Right direction
58%	Wrong track	46%	Wrong track	52%	Wrong track
7%	Undecided/Don't know/Refused	9%	Undecided	12%	Undecided

\_\_03. How about in Michigan – are things in Michigan generally headed in the right direction, or are things pretty seriously off on the wrong track?

<b>Oct '09</b>		<b>Sept '09</b>		<b>June '09</b>	
17%	Right direction	17%	Right direction	17%	Right direction
75%	Wrong track	73%	Wrong track	75%	Wrong track
8%	Undecided/Don't know/Refused	10%	Undecided	8%	Undecided

\_\_04. Now I am going to read a list of the top 10 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]**

<b>Oct '09</b>		<b>June '09</b>	<b>May '09</b>
2%	Protecting our air and water	2%	1%
3%	Controlling crime and drugs	3%	3%
9%	Improving education	5%	10%
59%	Improving Michigan's economy and providing jobs	63%	62%
5%	Keeping state taxes low	6%	5%
0%	Improving state and local roads and bridges	2%	2%
8%	Making quality health care affordable and accessible	7%	7%
4%	Promoting morality and family values	3%	5%
7%	Controlling the state budget deficit	5%	4%
1%	More than one <b>[ASK: "But which problem concerns you the most?" AND CODE BEST RESPONSE – IF STILL 'More than one' CODE AS '10']</b>		
1%	Undecided/Don't know/Refused		

\_\_05. In a year from now, do you think the U.S. economy will be better off than it is now, worse off, or about the same? [IF BETTER OFF/WORSE OFF, ASK: "Would that be much or just somewhat?" AND CODE BEST RESPONSE]

	June '09	May '09
7% Much better off	7%	9%
32% Somewhat better off	34%	39%
<b>39% Total Better Off</b>	<b>41%</b>	<b>48%</b>
<b>34% About the same</b>	<b>34%</b>	<b>29%</b>
13% Somewhat worse off	10%	10%
11% Much worse off	12%	9%
<b>24% Total Worse Off</b>	<b>22%</b>	<b>19%</b>
4% Undecided/Don't know/Refused	3%	4%

**[ASKED OF DEMOCRATIC PRIMARY VOTERS]**

\_\_08. Now I would like to read the list of Democrats who have announced that they are candidates for Governor. Of the following list of candidates, if the Democratic primary election were held today, which candidate would you vote for? [READ 1 TO 6 – ROTATE 1 TO 5]

26%	John <b>CHERRY</b>
1%	John <b>FREEMAN</b>
4%	Alma Wheeler <b>SMITH</b>
2%	George <b>PERLES</b> [PURR-lis]
2%	Don <b>WILLIAMSON</b>
65%	Undecided/Don't know/Refused

**[ASKED OF UNDECIDED FROM Q8]**

\_\_09. Well, if the election were held today and you had to decide right now, which candidate do you lean toward? [READ 1 TO 6 – ROTATE 1 TO 5]

7%	John <b>CHERRY</b>
1%	John <b>FREEMAN</b>
1%	Alma Wheeler <b>SMITH</b>
1%	George <b>PERLES</b> [PURR-lis]
1%	Don <b>WILLIAMSON</b>
89%	Undecided/Don't know/Refused

**[COMBINED TOTAL VOTE RESULTS OF Q'S 08 AND 09]**

33%	John <b>CHERRY</b>
2%	John <b>FREEMAN</b>
5%	Alma Wheeler <b>SMITH</b>
3%	George <b>PERLES</b> [PURR-lis]
3%	Don <b>WILLIAMSON</b>
54%	Undecided/Don't know/Refused

**[ASKED OF REPUBLICAN PRIMARY VOTERS]**

\_\_12. Now I would like to read the list of Republicans who have announced that they are candidates for Governor. Of the following list of candidates, if the Republican primary election were held today, which candidate would you vote for? **[READ 1 TO 6 – ROTATE 1 TO 5]**

23% Mike **COX**  
 26% Pete **HOEKSTRA (HOKE-stra)**  
 10% Mike **BOUCHARD (BOO-shard)**  
 3% Rick **SNYDER**  
 2% Tom **GEORGE**  
 36% Undecided/Don't know/Refused

**[ASKED OF UNDECIDED FROM Q12]**

\_\_13. Well, if the election were held today and you had to decide right now, which candidate do you lean toward? **[READ 1 TO 7 – ROTATE 1 TO 6]**

5% Mike **COX**  
 3% Pete **HOEKSTRA (HOKE-stra)**  
 4% Mike **BOUCHARD (BOO-shard)**  
 0% Rick **SNYDER**  
 0% Tom **GEORGE**  
 88% Undecided/Don't know/Refused

**[COMBINED TOTAL VOTE RESULTS OF Q'S 12 AND 13]**

28% Mike **COX**  
 29% Pete **HOEKSTRA (HOKE-stra)**  
 14% Mike **BOUCHARD (BOO-shard)**  
 3% Rick **SNYDER**  
 2% Tom **GEORGE**  
 24% 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?

<b>NAMES [ROTATE Q. 15-17]</b>	<b>DON'T RECOG</b>	<b>VERY FAVOR</b>	<b>TOTAL FAVOR</b>	<b>TOTAL UNFAV</b>	<b>VERY UNFAV</b>	<b>REF UNDEC</b>
<b>__15. Barack Obama</b>	<b>0%</b>	<b>29%</b>	<b>51%</b>	<b>45%</b>	<b>29%</b>	<b>4%</b>
June '09 -- Obama	0%	33%	60%	34%	21%	6%
<b>__16. Jennifer Granholm</b>	<b>0%</b>	<b>13%</b>	<b>41%</b>	<b>55%</b>	<b>34%</b>	<b>4%</b>
June '09 -- Granholm	0%	14%	44%	52%	28%	4%
<b>__17. Debbie Stabenow</b>	<b>1%</b>	<b>16%</b>	<b>51%</b>	<b>39%</b>	<b>22%</b>	<b>9%</b>

June '09 -- Stabenow 2% 14% 48% 36% 16% 14%

\_\_18. Overall, how would you rate the job being done by Barack Obama as President -- would you give him a positive rating of excellent or pretty good, or a negative rating of just fair or poor?

<b>Oct '09</b>		<b>JUNE '09</b>		<b>SEPT '09</b>	
17%	Excellent	20%	Excellent	16%	Excellent
31%	Pretty good	37%	Pretty good	32%	Pretty good
<b>48%</b>	<b>POSITIVE</b>	<b>57%</b>	<b>POSITIVE</b>	<b>48%</b>	<b>POSITIVE</b>
20%	Just fair	19%	Just fair	20%	Just fair
31%	Poor	23%	Poor	28%	Poor
<b>51%</b>	<b>NEGATIVE</b>	<b>42%</b>	<b>NEGATIVE</b>	<b>48%</b>	<b>NEGATIVE</b>
1%	Undecided/DK/Ref	1%	Undecided/DK/Ref	1%	Undecided/DK/Ref

\_\_19. Overall, how would you rate the job being done by Jennifer Granholm as Michigan's Governor – would you give her a positive rating of excellent or pretty good, or a negative rating of just fair or poor?

<b>Oct '09</b>		<b>JUNE '09</b>		<b>SEPT '09</b>	
4%	Excellent	7%	Excellent	9%	Excellent
29%	Pretty good	23%	Pretty good	23%	Pretty good
<b>33%</b>	<b>POSITIVE</b>	<b>30%</b>	<b>POSITIVE</b>	<b>32%</b>	<b>POSITIVE</b>
25%	Just fair	30%	Just fair	31%	Just fair
41%	Poor	36%	Poor	37%	Poor
<b>66%</b>	<b>NEGATIVE</b>	<b>66%</b>	<b>NEGATIVE</b>	<b>68%</b>	<b>NEGATIVE</b>
1%	Undecided/DK/Ref	2%	Undecided/DK/Ref	2%	Undecided/DK/Ref

\_\_20. When do you think Michigan's economy will turn around and experience major improvements – in one or two years, in three or four years, five to seven years, eight to ten years, or, do you have doubts that Michigan's economy will ever turn around?

19%	In one or two years
37%	In three or four years
22%	In five to seven years
6%	In eight to ten years
12%	Has doubts it will ever turn around
4%	Undecided/Don't know/Refused

Now I would like to ask how you would vote in a few possible general election matchups for Governor in the November 2010 election. **[ROTATE Q'S 21 TO 24]**

\_\_21. If the election for Governor were held today and the candidates were **[ROTATE]** Mike Cox and John Cherry, would you vote for **[ROTATE]** Mike Cox the Republican or John Cherry 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]** Cox or Cherry?

<b>Oct '09</b>	<b>May '09</b>
27% Vote for John Cherry	31%
3% Lean toward John Cherry	5%
<b>30% TOTAL VOTE CHERRY</b>	<b>36%</b>
43% Vote for Mike Cox	29%
2% Lean toward Mike Cox	6%
<b>45% TOTAL VOTE COX</b>	<b>35%</b>
25% Undecided/Don't know/Refused	29%

\_\_22. If the election for Governor were held today and the candidates were **[ROTATE]** Pete Hoekstra (**HOKE-stra**) and John Cherry, would you vote for **[ROTATE]** Pete Hoekstra the Republican or John Cherry 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]** Hoekstra or Cherry?

<b>Oct '09</b>	<b>May '09</b>
30% Vote for John Cherry	32%
3% Lean toward John Cherry	4%
<b>33% TOTAL VOTE CHERRY</b>	<b>36%</b>
37% Vote for Pete Hoekstra	30%
3% Lean toward Pete Hoekstra	3%
<b>40% TOTAL VOTE HOEKSTRA</b>	<b>33%</b>
27% Undecided/Don't know/Refused	31%

\_\_23. If the election for Governor were held today and the candidates were **[ROTATE]** Mike Bouchard (**BOO-shard**) and John Cherry, would you vote for **[ROTATE]** Mike Bouchard the Republican or John Cherry 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]** Bouchard or Cherry?

<b>Oct '09</b>
27% Vote for John Cherry
4% Lean toward John Cherry
<b>31% TOTAL VOTE CHERRY</b>
37% Vote for Mike Bouchard
2% Lean toward Mike Bouchard
<b>39% TOTAL VOTE BOUCHARD</b>
30% Undecided/Don't know/Refused

\_\_24. If the election for Governor were held today and the candidates were [ROTATE] Rick Snyder and John Cherry, would you vote for [ROTATE] Rick Snyder the Republican or John Cherry 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] Snyder or Cherry?

**Oct '09**

30% Vote for John Cherry  
 4% Lean toward John Cherry  
**34% TOTAL VOTE CHERRY**

28% Vote for Rick Snyder  
 4% Lean toward Rick Snyder  
**32% TOTAL VOTE SNYDER**  
 34% Undecided/Don't know/Refused

Turning to the topic of the state budget...

**[Q. 25 COMMISSIONED BY GONGWER NEWS SERVICE]**

\_\_25. Based on what you know or have heard or read about the state budget situation in Lansing, from the following list, who do think is most responsible for the failure to pass a budget by the October 1st deadline? [READ AND ROTATE 1 TO 3 BELOW]

17% Governor Jennifer Granholm  
 22% The Republican Majority in the State Senate  
 15% The Democratic Majority in the State House of Representatives  
 37% All of the above (**Volunteered – DO NOT READ**)  
 10% Undecided/Don't know

**INTRO TO Q. 26:** As you may know, the Michigan Legislature and Governor Granholm was only able to agree to a temporary continuation budget, which is effective only until the end of October, when they must come to an agreement on a state budget for the next fiscal year or be forced to close down most of state government except for the most essential services. Based on what you know about the budget cuts that would be required to balance the state budget and eliminate a \$2.8 billion deficit, including a \$165 per pupil cut in state funding for education, a 40 percent cut in funding for intermediate school districts, which are responsible for special education programs, deep cuts in funding for Medicaid programs that provide health care for the poor and disabled, and an 11 percent cut in revenue sharing, which funds local services like police and fire protection, which of the following statements best describes how you think the Governor and the Michigan Legislature should balance the state budget?

**\_\_26. [READ AND ROTATE 1 TO 5 BELOW]**

<b>Oct</b>	<b>Sept</b>	
30%	28%	The state budget should be balanced by cutting existing programs and services <b>ALONE</b> , with no increase in any state taxes or fees;
14%	17%	The state budget should be balanced by <b>MOSTLY</b> relying on cuts in state programs and services, but also by relying on <b>SOME</b> increases in taxes and fees to raise revenue;
32%	31%	The state budget should be balanced by relying <b>EQUALLY</b> on cuts in state programs or services, <b>AND</b> also increasing in some taxes and fees to raise revenue;
10%	7%	The state budget should be balanced by <b>MOSTLY</b> increasing taxes, and but also relying on <b>SOME</b> cuts in programs and services;
6%	4%	The state budget should be balanced by increasing taxes and fees <b>ALONE</b> with no further cuts in state programs or services.
8%	13%	Undecided/Don't know/Refused

**\_\_27. If state taxes were raised to fund existing programs and services, which of the following five proposals would you favor the most? [READ AND ROTATE 1 TO 5 BELOW]**

9%	Enact an estate tax in Michigan which would impose a tax on estates that are worth more than 2 million dollars when the estate is passed on to relatives or friends;
21%	Expanding the 6 cent sales tax to include the sale of luxury items and non-essential items such as entertainment, recreation, landscaping and spa treatments;
11%	Eliminating existing tax breaks and exemptions for corporations, which could generate about \$600 million annually
25%	Put a graduated income tax in place where the tax rate would be higher for those in the higher income ranges and lower for those with less income;
17%	Reducing the state sales tax from 6 to 5 cents, but applying the lower rate to purchases of both products and services because the economy is more of a service than manufacturing economy;
17%	Undecided/Don't know/Refused

\_\_28. If a graduated income tax proposal were placed on a future election ballot which would assess a higher percentage tax on individuals with higher incomes and a lower tax on those with lower incomes, 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 voting NO?

54%	Vote YES	
5%	Lean toward voting YES	<b>59% TOTAL VOTE YES</b>
34%	Vote NO	
2%	Lean toward voting NO	<b>36% TOTAL VOTE NO</b>
5%	Undecided/Don't know/Refused	

On another topic...

**[Q. 38 COMMISSIONED BY THE MICHIGAN LODGING AND TOURISM ASSOCIATION]**

\_\_38. In the past five years, Michigan has dramatically increased its tourism promotion efforts to attract more out-of-state visitors to Michigan. Overall, how effective do you think efforts to expand tourism in Michigan by attracting more out-of-state tourists will be in improving Michigan's economy – very effective, somewhat effective, only a little effective or not really effective at all?

22%	Very effective	
43%	Somewhat effective	<b>65% TOTAL EFFECTIVE</b>
23%	Only a little effective	
9%	Not effective at all	<b>32% TOTAL LITTLE/NOT EFFECTIVE</b>
3%	Undecided/Don't know	