

# EPIC-MRA STATEWIDE POLL OF LIKELY NOVEMBER VOTERS – AUGUST 2010

[FREQUENCY REPORT OF SURVEY RESPONSES – 600 SAMPLE – ERROR ±4.0%]

Polling Dates: August 21-23, 2010

*Exclusive for the  
DETROIT FREE PRESS, WXYZ TV 7, WOOD TV 8, WILX TV 10 & WJRT TV 12*

\_\_03. Overall, would you say that things in Michigan are generally headed in the right direction, or, have things gotten pretty seriously off on the wrong track?

- 20% Right direction
- 71% Wrong track
- 9% 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?' AND CODE BEST RESPONSE]**

NAMES [ROTATE Q.4 TO Q.7]	DON'T RECOG	VERY FAVOR	TOTAL FAVOR	TOTAL UNFAV	VERY UNFAV	REF UNDEC
__04. Barack Obama	0%	19%	44%	49%	29%	7%
__05. Jennifer Granholm	0%	8%	32%	63%	37%	5%
__06. Virg Bernero [Verge] [burr-NARE-oh]	22%	5%	22%	27%	12%	29%
__07. Rick Snyder	12%	15%	48%	12%	4%	28%

\_\_09. If the November general election for Governor were held today, would you vote for **[ROTATE]** Rick Snyder the Republican or Virg Bernero 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]** Virg Bernero or Rick Snyder?

- 19% Vote for Virg Bernero the Democrat
  - 10% Lean toward Virg Bernero the Democrat
  - 45% Vote for Rick Snyder the Republican
  - 6% Lean toward Rick Snyder the Republican
  - 20% Undecided/DK/Refused
- 29% TOTAL BERNERO**  
**51% TOTAL SNYDER**

\_\_10. How certain are you that you will vote for **(Virg Bernero/Rick Snyder)** – very certain, mostly certain, or not certain at all and you may change your mind?

- 52% Very certain
- 31% Mostly certain
- 17% Not certain at all and may change mind
- 0% Undecided/Don't know/Refused

\_\_15. Using a scale of 0 to 10 where 10 means that you are extremely motivated and absolutely certain to vote, and zero means you are NOT motivated or NOT certain to vote at all, what number would you use to describe how motivated and certain you are to vote in the upcoming November general election? **[IF UNDECIDED/ REFUSED – CODE '99']**

**Mean 9.447                      79% = 10                      85% = 9&10                      12% = 6-8                      4% = 0-5**

\_\_16. On the abortion issue, do you think of yourself as pro-choice, meaning that you support allowing women to have the right to an abortion, or do you consider yourself pro-life, meaning that you oppose abortions except where it is necessary to save the life of the mother?

- 45% Pro-choice
- 45% Pro-life
- 10% Undecided/Don't know/Refused

\_\_17. How much will the candidate's position on the abortion issue influence which candidate you vote for in the November 2<sup>nd</sup> general election for governor – will the candidate's position on abortion be the deciding factor, will it be very important, but not a deciding factor, will it be somewhat important, or not really all that important?

- 11% A deciding factor
- 37% Very important, but not a deciding factor
- 26% Somewhat important
- 26% Not really all that important
- 0% Undecided/Don't know/Refused