

EPIC-MRA STATEWIDE POLL OF LIKELY DEM PRIMARY VOTERS – JULY 2010

[FREQUENCY REPORT OF SURVEY RESPONSES – 400 SAMPLE – ERROR ±4.9%]

Polling Dates: July 24, 2010 through July 26, 2010

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

INTRO TO Q. 4: Now, I would like to read a list of names to you of political figures. For each name, please tell me if you recognize that person, and if so, whether your opinion of that person is favorable or unfavorable. The first name is _____. Do you have a favorable or unfavorable opinion of (him/her)? **[IF FAVORABLE/UNFAVORABLE, ASK: ‘Would that be very or generally?’**

NAME (ROTATE 04-10)	NO REC	VER FAV	TOT FAV	TOT UNF	VER UNF	UNDEC
__04. Andy Dillon	29%	9%	27%	22%	10%	22%
__05. Michael Cox	7%	5%	21%	49%	28%	23%
__06. Virg Bernero	35%	17%	35%	9%	3%	21%
__07. Pete Hoekstra	21%	3%	20%	31%	18%	28%
__08. Mike Bouchard	13%	5%	23%	32%	16%	32%
__09. Tom George	58%	1%	6%	12%	5%	24%
__10. Rick Snyder	26%	6%	25%	19%	9%	30%

TOTAL VOTE INCLUDING ABSENTEE VOTES

__11&12. In the Democratic primary election for Governor, if the election were held today, would you vote for **[ROTATE]** Andy **DILLON** or Virg **BERNERO** [burr-NARE-oh]?

[IF UNDECIDED, ASK] Well, if the election were held today and you had to decide right now, which candidate do you lean toward? **[ROTATE]** Virg **BERNERO** or Andy **DILLON**?

24%	Andy DILLON		
6%	Lean toward DILLON		
2%	Absentee DILLON	32%	TOTAL DILLON VOTE
34%	Virg BERNERO		
4%	Lean toward BERNERO		
2%	Absentee BERNERO	40%	TOTAL BERNERO VOTE
28%	Undecided/Refused		

__13. How certain are you that you will vote for **(CANDIDATE NAMED IN Q. 11 OR 12)** – very certain, somewhat certain, or not certain at all?

40% Very certain
 39% Somewhat certain
 20% Not certain at all
 1% Undecided/Refused

__14. Is there one specific issue or campaign message that **(CANDIDATE NAMED)** talked about, or some other reason, that influenced you to vote for him? **[WRITE COMMENT AS STATED]**

15%	No – None	4%	Pro Choice
10%	Most Familiar With	1%	Distrust Opponent
8%	Job Creation	1%	Health Care
7%	Best Candidate Choice	1%	Honest - Trustworthy
6%	Agree with His Positions	1%	Know Personally
6%	Pro Education	1%	MEA Endorsement
6%	Union Endorsement	1%	Morals – Values
5%	Experience as Mayor	1%	Most Cooperative
4%	Experience in State Gov	1%	Most Traditional Democrat
4%	Improve Economy	1%	Not a Traditional Democrat
4%	Prefer Over Bernero	1%	Positive – Energetic
4%	Prefer Over Dillon	7%	Other/Undecided/Refused

__18. 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?

64% Pro-choice
 26% Pro-life
 10% Undecided/Refused ----- **GO TO Q. 20**

__19. How much will the candidate’s position on the abortion issue influence which candidate you vote for in the Democratic primary – will the candidates position on abortion be a deciding factor, will it be very important, but not a deciding factor, will it be somewhat important, or not really all that important?

13% A deciding factor
 30% Very important, but not a deciding factor
 28% Somewhat important
 28% Not all that important
 1% Undecided/Refused

__20. How much will the candidate's position on issues important to labor unions or teachers associations influence which candidate you vote for in the Democratic primary – will the candidate position on union issues be a deciding factor, will it be very important, but not a deciding factor, will it be somewhat important, or not really all that important?

- 20% A deciding factor
- 38% Very important, but not a deciding factor
- 26% Somewhat important
- 14% Not all that important
- 2% Undecided/Refused

Selected demographics

__24. Do you or does any member of your household belong to a labor union or a teachers association?

- 19% Respondent belongs ----- **38% TOTAL UNION HOUSEHOLDS**
- 10% Other household member belongs
- 9% More than one household member belongs
- 61% No members in household
- 1% Undecided/Refused

__29. Generally speaking, do you consider yourself to be a Republican or a Democrat?

(IF DEM) Do you consider yourself a strong Democrat or a not very strong Democrat?

(IF INDEP) Do you consider yourself closer to the Republican or Democratic Party?

(IF REP) Do you consider yourself a strong Republican or not a very strong Republican?

- 49% Strong Democrat ----- **82% TOTAL DEMOCRAT**
- 19% Not Strong Democrat
- 14% Independent-Lean Democrat
- 12% Independent
- 2% Independent-Lean Republican
- 1% Not Strong Republican
- Strong Republican ----- **3% TOTAL REPUBLICAN**
- Other party
- 3% Undecided/Refused

__30. Thinking in political terms, do you think of yourself as a **(ROTATE)** liberal, moderate or conservative?

(IF LIBERAL) Do you consider yourself very liberal or just mostly liberal?

(IF MODERATE) Do you consider yourself a moderate that leans more liberal or conservative, or, do you just consider yourself a moderate?

(IF CONSERVATIVE) Do you consider very conservative or just mostly conservative?

14%	Very liberal -----	47% TOTAL LIBERAL
18%	Mostly liberal	
15%	Moderate - Lean more liberal	
31%	Moderate	
7%	Moderate - Lean more conservative	
6%	Mostly conservative	
2%	Very conservative -----	15% TOTAL CONSERVATIVE
1%	Other	
6%	Undecided/Refused	