

EPIC-MRA STATEWIDE SURVEY

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

EMBARGOED UNTIL 5 P.M., Friday, January 29, 2010

[FREQUENCY REPORT OF SURVEY RESPONSES – 600 SAMPLE – ERROR ±4%]

Polling Dates: January 24th to 26th, 2010

[DEM PRIMARY – 400 SAMPLE -- ERROR ±4.9%]

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__03. Now I am going to read a list of the top state problems or issues people say they are concerned about the most. 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]**

- 49% Improving Michigan's economy and providing jobs
- 12% Improving education funding
- 8% Addressing the state budget deficit
- 8% Making quality health care affordable and accessible
- 7% Controlling state taxes
- 6% Promoting morality and family values
- 3% Controlling crime and drugs
- 3% Protecting our air and water
- 1% Improving state and local roads and bridges
- 2% More than one **[ASK: "But which problem concerns you the most?" AND CODE BEST RESPONSE – IF STILL 'More than one' CODE AS '10']**
- 1% Undecided/Refused

__04. Which political party, the **[ROTATE]** Democrats or Republicans, will do a better job of addressing that problem or issue?

- 30% Democrats
- 35% Republicans
- 5% Both equally **(VOLUNTEERED)**
- 18% Neither **(VOLUNTEERED)**
- 12% Undecided/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)?’ AND IF FAVORABLE/UNFAVORABLE, ASK: ‘Would that be very or generally?’ AND CODE BEST RESPONSE]**

NAMES [ROTATE Q.5 TO Q.19]	DON'T RECOG	VERY FAVOR	TOTAL FAVOR	TOTAL UNFAV	VERY UNFAV	REF UNDEC
__05. Barack Obama	---	25%	50%	44%	27%	6%
__06. Jennifer Granholm	---	12%	39%	58%	35%	4%
__07. Alma Wheeler Smith	85%	1%	4%	3%	1%	8%
__08. Denise Ilitch [ILL-itch]	45%	4%	19%	10%	3%	26%
__09. Mike Cox	18%	9%	41%	20%	8%	21%
__10. Andy Dillon	59%	3%	14%	11%	3%	16%
__11. Virg Bernero [Verge] [burr-NARE-oh]	82%	1%	7%	4%	1%	7%
__12. Pete Hoekstra [HOKE-struh]	40%	8%	30%	12%	6%	18%
__13. Mike Bouchard [boo-SHARD]	30%	9%	33%	10%	1%	27%
__14. Bob Bowman	77%	1%	6%	3%	0%	14%
__15. Tony Early	87%	1%	3%	2%	0%	8%
__16. Dan Kildee	74%	2%	11%	4%	2%	11%
__17. Rick Snyder	80%	1%	7%	2%	0%	11%
__17a. Bart Stupak	57%	4%	19%	9%	3%	15%
__18. Tom George	80%	1%	6%	3%	1%	11%
__19. Gary Peters	67%	3%	12%	9%	5%	12%

__20. 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?

11%	Excellent	
30%	Pretty good	41% POSITIVE
28%	Just fair	
30%	Poor	58% NEGATIVE
1%	Undecided/Refused	

__21. 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?

6%	Excellent	
26%	Pretty good	32% POSITIVE
23%	Just fair	
45%	Poor	68% NEGATIVE
0%	Undecided/Refused	

__22. 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]

6%	Much better off	
34%	Somewhat better off	40% TOTAL BETTER OFF
44%	About the same	
10%	Somewhat worse off	
4%	Much worse off	14% TOTAL WORSE OFF
2%	Undecided/Refused	

DEMOCRATIC PRIMARY RESULTS

__24. Of the following list of candidates who have announced they are running in the Democratic primary election for Governor, or have publicly said that they are considering it, which one candidate would you vote for? [READ 1 TO 10 – ROTATE 1 TO 9]

17%	Denise ILITCH [ILL-itch]
6%	Andy DILLON
6%	Bart STUPAK [STEW-pack]
6%	Gary PETERS
5%	Dan KILDEE
5%	Virg BERNERO [Verge] [burr-NARE-oh]
2%	Alma Wheeler SMITH
2%	Bob BOWMAN
0%	Tony EARLY [UR-lee]
0%	Or someone else (Please specify): _____
51%	Undecided/Refused

Q. 24 RESULTS DO NOT INCLUDE LEANERS – Q. 25 DOES

__25. Well, if the election were held today and you had to decide right now, which candidate do you lean toward? **[READ 1 TO 10 – ROTATE 1 TO 9]**

COMBINED RESULTS OF Q'S 24 & 25 – DEM PRIMARY TOTAL INCLUDING LEANERS

23% Denise **ILITCH** [ILL-itch]
 8% Andy **DILLON**
 9% Gary **PETERS**
 6% Bart **STUPAK** [STEW-pack]
 6% Virg **BERNERO** [Verge] [burr-NARE-oh]
 6% Dan **KILDEE**
 2% Alma Wheeler **SMITH**
 2% Bob **BOWMAN**
 0% Tony **EARLY** [UR-lee]
 38% Still Undecided/Refused

REPUBLICAN PRIMARY RESULTS

__27. Of the following list of candidates who have announced that they are running in a Republican primary election for Governor, which candidate would you vote for? **[READ 1-6 – ROTATE 1-5]**

26% Mike **COX**
 22% Pete **HOEKSTRA** [HOKE-struh]
 13% Mike **BOUCHARD** [boo-SHARD]
 3% Rick **SNYDER**
 3% Tom **GEORGE**
 0% Or someone else (**Please specify**): _____
 32% Undecided/Refused

Q. 27 RESULTS DO NOT INCLUDE LEANERS – Q. 28 DOES

__28. 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]**

COMBINED RESULTS OF Q'S 27 AND 28 – GOP PRIMARY TOTAL INCLUDING LEANERS

32% Mike **COX**
 25% Pete **HOEKSTRA** [HOKE-struh]
 16% Mike **BOUCHARD** [boo-SHARD]
 3% Rick **SNYDER**
 2% Tom **GEORGE**
 22% Undecided/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.30 TO Q.35]**

__30. If the election for Governor were held today and the candidates were **[ROTATE]** Mike Cox and Virg Bernero **[Verge]** **[burr-NARE-oh]**, would you vote for **[ROTATE]** Mike Cox 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]** Cox or Bernero?

22%	Vote for Virg Bernero	
6%	Lean toward Virg Bernero	28% TOTAL BERNERO
42%	Vote for Mike Cox	
8%	Lean toward Mike Cox	50% TOTAL COX
22%	Undecided/Refused	

__31. If the election for Governor were held today and the candidates were **[ROTATE]** Pete Hoekstra **[HOKE-struh]** and Andy Dillon, would you vote for **[ROTATE]** Pete Hoekstra the Republican or Andy Dillon 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 Dillon?

25%	Vote for Andy Dillon	
7%	Lean toward Andy Dillon	32% TOTAL DILLON
34%	Vote for Pete Hoekstra	
6%	Lean toward Pete Hoekstra	40% TOTAL HOEKSTRA
28%	Undecided/Refused	

__32. If the election for Governor were held today and the candidates were **[ROTATE]** Mike Cox and Denise Illitch **[ILL-itch]**, would you vote for **[ROTATE]** Mike Cox the Republican or Denise Illitch 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 Illitch?

24%	Vote for Denise Illitch	
6%	Lean toward Denise Illitch	30% TOTAL ILLITCH
43%	Vote for Mike Cox	
5%	Lean toward Mike Cox	48% TOTAL COX
22%	Undecided/Refused	

__33. If the election for Governor were held today and the candidates were [ROTATE] Pete Hoekstra [HOKE-struh] and Virg Bernero [Verge] [burr-NARE-oh], would you vote for [ROTATE] Pete Hoekstra 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] Hoekstra or Bernero?

23%	Vote for Virg Bernero	
4%	Lean toward Virg Bernero	27% TOTAL BERNERO
40%	Vote for Pete Hoekstra	
5%	Lean toward Pete Hoekstra	45% TOTAL HOEKSTRA
28%	Undecided/Refused	

__34. If the election for Governor were held today and the candidates were [ROTATE] Mike Cox and Andy Dillon, would you vote for [ROTATE] Mike Cox the Republican or Andy Dillon 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 Dillon?

25%	Vote for Andy Dillon	
5%	Lean toward Andy Dillon	30% TOTAL DILLON
42%	Vote for Mike Cox	
5%	Lean toward Mike Cox	47% TOTAL COX
23%	Undecided/Refused	

__35. If the election for Governor were held today and the candidates were [ROTATE] Pete Hoekstra [HOKE-struh] and Denise Ilitch [ILL-itch], would you vote for [ROTATE] Pete Hoekstra the Republican or Denise Ilitch 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 Ilitch?

29%	Vote for Denise Ilitch	
6%	Lean toward Denise Ilitch	35% TOTAL ILLITCH
38%	Vote for Pete Hoekstra	
4%	Lean toward Pete Hoekstra	42% TOTAL HOEKSTRA
23%	Undecided/Refused	