EPIC▪MRA STATEWIDE POLL OF LIKELY NOVEMBER VOTERS– OCTOBER 2010
[FREQUENCY REPORT OF SURVEY RESPONSES – 600 SAMPLE – ERROR ±4.0%]
Polling Dates: October 3 through October 7, 2010

__03. First of all, I am going to read a list of nine 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 & ROTATE 01-09-TAKE 1ˢᵗ & ONLY 1 RESPONSE]**

58%	Improving Michigan's economy and creating jobs
12%	Improving education and funding for public schools
8%	Reducing state government spending
6%	Making quality health care affordable and accessible
5%	Keeping state taxes as low as possible
4%	Addressing the abortion issue
3%	Controlling crime and drugs
3%	Protecting our air and water
0%	Improving the quality of roads and bridges
-----	More than one **[ASK:** "But which problem concerns you the most?"**]**
1%	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?

NAMES [ROTATE Q04 TO Q07]	DON'T RECOG	VERY FAVOR	TOTAL FAVOR	TOTAL UNFAV	VERY UNFAV	REF UNDEC
__04. Barack Obama	0%	27%	**47%**	**47%**	36%	6%
__05. Jennifer Granholm	0%	14%	**35%**	**58%**	41%	7%
__06. Virg Bernero [Verge] [burr-NARE-oh]	11%	11%	**27%**	**36%**	21%	26%
__07. Rick Snyder	8%	19%	**42%**	**20%**	11%	30%

__08. 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?

13%   Excellent
30%   Pretty good   **43% POSITIVE**
22%   Just fair
35%   Poor   **57% NEGATIVE**
 0%   Undecided/DK/Ref

__09. Over the past year, would you say that your household family income has increased, decreased or remained about the same? **[IF INCREASED/DECREASED, ASK]** Would that be a lot or somewhat?

 2%   Increased a lot
 6%   Increased somewhat   **8% TOTAL INCREASED**
53%   Remained about the same
23%   Decreased somewhat
15%   Decreased a lot   **38% TOTAL DECREASED**
 1%   Undecided/Don't know

Now I would like to ask how you would vote for several offices on the November 2nd election ballot.
__10. In the race for Governor, if the election were held today, would you vote for **[ROTATE]** Rick Snyder the Republican, Virg Bernero the Democrat, or a minor party candidate?
        [IF UNDECIDED, ASK] Well, if the election were held today and you had to decide right now, which candidate would you lean toward, **[ROTATE]** Bernero the Democrat, Snyder the Republican, or a minor party candidate?

23%   Vote for Virg Bernero the Democrat
 6%   Lean toward Virg Bernero   **29% TOTAL BERNERO**
40%   Vote for Rick Snyder the Republican
 9%   Lean toward Rick Snyder   **49% TOTAL SNYDER**
 2%   Vote for a minor party candidate
 2%   Lean toward a minor party candidate   **4% TOTAL MINOR PARTY**
18%   Undecided/Don't know/Refused

[Q. 11 ONLY ASKED OF SNYDER VOTERS]
__11. Have you ruled out voting for Virg Bernero the Democrat, and are pretty certain that you will vote for Rick Snyder the Republican, or, are you still considering Virg Bernero and might change your mind and vote for him?

72%   Ruled out Bernero and certain to be voting for Snyder
28%   Still considering Bernero and may change mind
 0%   Undecided/Don't know/Refused

[Q. 12 ONLY ASKED OF BERNERO VOTERS]

__12. Have you ruled out voting for Rick Snyder the Republican and are pretty certain that you will vote for Virg Bernero the Democrat, or, are you still considering Rick Snyder and might change your mind and vote for him?

70%   Ruled out Snyder and certain to be voting for Bernero
28%   Still considering Snyder and may change mind
 2%   Undecided/Don't know/Refused

__13. 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?

Mean = 9.427   **0 to 7 = 8%**   **8 & 9 = 14%**   **10 = 78%**

__14. Based on your personal experience or what you know or have heard or read, do you support or oppose the efforts of the Tea Party movement? **[IF SUPPORT OR OPPOSE, ASK: '**Do you strongly or somewhat **(SUPPORT/OPPOSE)** the Tea Party movement?' AND CODE BEST RESPONSE]**

23%   Strongly supports Tea Party movement
21%   Somewhat supports Tea Party movement   **44% TOTAL TEA PARTY SUPPORT**
 9%   Somewhat opposes Tea Party movement
26%   Strongly opposes Tea Party movement   **35% TOTAL TEA PARTY OPPOSITION**
21%   Undecided/Don't know/Refused

Finally, I would like to ask you a few questions about yourself for statistical purposes.

__38. 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?

47%   Pro-choice
48%   Pro-life
 5%   Undecided/Don't know/Refused

__45. Generally speaking, do you consider yourself to be a **[ROTATE]** conservative, moderate or liberal? **[IF LIBERAL/CONSERVATIVE, ASK]** Would that be very or somewhat?

 9%   Very liberal
 9%   Somewhat liberal   **18% TOTAL LIBERAL**
33%   Moderate
16%   Somewhat conservative
26%   Very conservative   **42% TOTAL CONSERVATIVE**
 7%   Undecided/DK/Ref

__46. Generally speaking, do you consider yourself 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?

22%	Strong Democrat	
8%	Not Strong Democrat	
5%	Independent-Lean Democrat	**35% TOTAL DEMOCRATIC**
20%	Independent	
8%	Independent-Lean Republican	
9%	Not Strong Republican	
22%	Strong Republican	**39% TOTAL REPUBLICAN**
6%	Other/DK	**26% TOTAL INDEPENDENT/OTHER**