



# EPIC-MRA OCT 18 POLLING MEMO

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## Michigan voters say Obama won second debate Obama leads Romney by 6 points

### 800 sample – Conducted October 17, 2012 – 3.5% error rate

This statewide survey was automated and conducted among very or somewhat certain November 6<sup>th</sup> general election voters. Survey commissioned by the Detroit Free Press and WXYZ TV7.

### Key findings

**Obama leads Romney by 6 points, 52 to 46 percent**

**Michigan voters say Obama won the second debate by 46 to 35 percent**

**71 percent watched all (55%) or most (16%) of the debate**

**A 52 to 45 percent majority has a favorable opinion of Romney**

**A 53 to 45 percent majority has a favorable opinion of Obama**

### Obama improves lead from 3 points after first debate to 6 points after second debate

All respondents were asked:

*In the November 6<sup>th</sup> general election for President, if the election were held today, if you would vote for Barack Obama the Democrat, Press 1 - if you would vote for Mitt Romney the Republican, Press 3 – if you are undecided, Press 9.*

The responses were:

- Educational
- Political
- Industrial
- Consumer
- Market
- Research
- Analysis

50%	Barack Obama the Democrat	
2%	Leaning toward Barack Obama	<b>52% TOTAL VOTE FOR OBAMA</b>
45%	Mitt Romney the Republican	
1%	Leaning toward Mitt Romney	<b>46% TOTAL VOTE FOR ROMNEY</b>
2%	Other/Undecided/Unsure	

Michigan voters are supporting President Barack Obama by a 52 to 46 percent majority, a 6 point lead, which is up from the 3 point lead of 48 to 45 percent that Obama had following the first debate.

The improved performance of President Obama in the second debate and the conclusion among several key demographic groups that Obama won this important showdown over Governor Romney has boosted his lead in Michigan from 3 to 6 points.

Obama's strongest lead comes from the Wayne, Oakland and Macomb County region where he leads by a 61 to 38 percent majority, followed by the outer metro area where he leads by a 53 to 41 percent majority. Romney has the strongest lead in Northern Michigan by a 62 to 38 percent majority, followed by a 52 to 46 percent majority in the Bay area region, a 51 to 49 percent lead in Western Michigan, and a 50 to 48 percent lead in Central Michigan.

More specifically, a 76 to 23 percent majority of Wayne County voters are supporting Obama, a 51 to 48 percent narrow majority of Oakland County voters are supporting Obama, while a 61 to 38 percent majority of Macomb County and a 51 to 47 percent majority of outstate areas are voting for Romney.

Men are split with a bare 50 to 49 percent majority voting for Obama, while a 55 to 43 percent majority of women support him. Younger men support Obama by 52 to 48 percent, while older men support Romney by 51 to 48 percent. Younger women support Obama by a 52 to 44 percent majority, while older women support Obama by a solid 56 to 43 percent.

Democrats are voting for Obama by a 98 to 2 percent majority, while Republicans are supporting Romney by a 95 to 4 percent majority, with all Independents narrowly supporting Obama by a narrow 48 to 46 percent plurality. Democratic men are voting for Obama by 95 to 5 percent, while 100 percent of Democratic women are also voting for him. A 98 to 2 percent majority of Republican men are voting for Romney, while a 93 to 5 percent majority of Republican women are voting for Romney. Independent men are voting for Obama by 51 to 44 percent, while Independent women are voting for Romney by a 48 to 44 percent plurality. In the survey following the first debate, Romney was leading among Independent women by a 53 to 27 percent majority, so Romney's lead slipped by 5 points and Obama's lead increased by 17 points.

Obama leads among voters age 18 to 34 by a 60 to 37 percent majority, followed by a 53 to 46 percent majority among voters age 50 to 64, with a 51 to 47 percent majority of voters age 65 and over also supporting Obama over Romney. A 52 to 46 percent majority of voters age 35 to 49 are voting for Romney over Obama.

Voters who watched all of the debate support Obama by a 54 to 45 percent majority, voters who watched most of the debate would vote for Obama by a 52 to 47 percent majority, and voters who watched none of the debate were split between the candidates at 48 percent each.

Among voters who said Obama won the debate, 97 percent are voting for Obama with 3 percent voting for Romney. Among voters who said that Romney won the debate, 92 percent are voting for Romney and 7 percent are voting for Obama. Of voters who said it was a tie, Romney was getting 81 percent of the vote with 18 percent voting for Obama. Among voters who were undecided about who won the debate, Obama led with 50 percent to 39 percent for Romney.

Among voters who had a favorable opinion of Romney, an 85 to 13 percent majority would vote for Romney. Among voters with a favorable opinion of Obama, a 94 to 5 percent majority would vote for Obama.

White voters said they would vote for Romney by a narrow 51 to 48 percent majority, while a 92 to 8 percent majority of African American voters are supporting Obama, with a bare 50 to 44 percent majority of other races supporting Obama.

## **A 71 percent majority of Michigan voters watched all or most of the debate**

All respondents were asked:

*How much of the Presidential debate between Mitt Romney and Barack Obama did you watch last night? If you watched all of the debate, Press 1 – if you watched most of the debate, Press 3 – if you only watched some of the debate, Press 5 – and if you watched none of the debate, Press 9.*

The responses were:

- 55% All of it
- 16% Most of it
- 13% Only some of it
- 15% Watched none of it

A 58 percent majority of all men and 52 percent of all women watched all of the debate. Younger and older men watched all of the debate by 58 and 57 percent respectively, while 61 percent of older women and a much lower 42 percent plurality of younger women watched all of the debate.

A 57 percent majority of Democrats, 56 percent of Independents and 52 percent of Republicans watched all of the debate.

## **46 percent said Obama won debate, 35 percent said Romney won, 11 percent said a tie, 8 percent unsure**

All respondents were asked:

*Based on your impressions from watching the debate, or seeing, hearing or reading news coverage of the debate, who do you think won the debate? If you think Barack Obama won the debate, Press 1 – if you think Mitt Romney won the debate, Press 3 – if you think it was a tie, Press 5 – if you are not sure who won the debate, Press 9.*

The responses were:

- 46% Barack Obama
- 35% Mitt Romney
- 11% Tie
- 8% Unsure

In results that mirrored several national polls, Obama got the nod from voters by an 11 point, 46 to 35 percent margin over Romney as the candidate who won the debate on Tuesday night.

While an 86 to 5 percent majority of Democrats said Obama won, a much lower 71 to 5 percent majority of Republicans said Romney won with 18 percent saying they tied and 7 percent unsure. Among Independents, 38 percent said Obama won, 31 percent said Romney won, 15 percent said they tied and 16 percent were unsure.

An 84 to 7 percent majority of Democratic men and an 87 to 3 percent majority of Democratic women said Obama won. A 38 to 32 percent plurality of Independent men and 38 to 30 percent of Independent women said Obama won, with a 73 to 5 percent majority of Republican men and 70 to 4 percent of Republican women saying Romney won. The percentage of Democratic men saying Obama won was 11 points higher than the percentage of Republican men saying Romney won, and the percentage of Democratic women saying Obama won was 17 points higher than Republican women saying that Romney won.

The Wayne, Oakland and Macomb County region said Obama won by a 55 to 28 percent majority, as did a 46 to 32 percent plurality of the Outer Metro area, and a 41 to 36 percent plurality in Western Michigan. Voters in

Northern Michigan said Romney won the debate by a bare 50 to 36 percent majority, as did a 45 to 39 percent plurality in the Bay area, and a 40 to 39 percent edge in Central Michigan.

All men thought Obama won by a 43 to 38 percent plurality, and all women thought Obama won by a 48 to 33 percent plurality. Both younger and older men (under and over age 50) said Obama won by a 43 to 38 percent plurality. Younger women said Obama won by a 43 to 33 percent plurality, while older women said Obama won by a 51 to 33 percent majority. It is worth noting that a much lower percent of younger women watched all of the debate.

A 50 to 38 percent bare majority of voters who watched all of the debate said Obama won, as did a 45 to 33 percent plurality of voters who watched most or some of the debate, as well as a 33 to 28 percent edge among voters who watched none of the debate.

### **A 52 to 45 percent majority has a favorable opinion of Mitt Romney**

All respondents were asked:

*If you have a very favorable opinion of Mitt Romney, Press 1 - if you have a somewhat favorable opinion, Press 3 – if you have a somewhat unfavorable opinion, Press 5 – if you have a very unfavorable opinion of Mitt Romney, Press 7 -- and if you are not sure, Press 9.*

The responses were:

38%	Very favorable	
13%	Somewhat favorable	<b>52% Total Favorable</b>
19%	Somewhat unfavorable	
27%	Very unfavorable	<b>45% Total Unfavorable</b>
3%	Not sure	

Mitt Romney improved his favorability rating from 49 to 52 percent favorable rating in the early October survey following the first debate, to 52 to 45 percent favorable rating following the second debate. His favorable rating increased by 7 points, while his unfavorable rating dropped by 4 points. The partisan breakdown showed:

<b>Oct 17 Partisan Breakdown</b>	<b>All</b>	<b>Dems</b>	<b>Ind</b>	<b>Gop</b>	<b>Dem Men</b>	<b>Dem Wom</b>	<b>Ind Men</b>	<b>Ind Wom</b>	<b>Gop Men</b>	<b>Gop Wom</b>
Favorable	52	12	55	94	17	9	54	56	94	94
Unfavorable	45	84	41	5	79	87	44	36	5	4

### **A 53 to 45 percent majority has a favorable opinion of Barack Obama**

All respondents were asked:

*If you have a very favorable opinion of Barack Obama, Press 1 -- if you have a somewhat favorable opinion, Press 3 – if you have a somewhat unfavorable opinion, Press 5 – if you have a very unfavorable opinion of Barack Obama, Press 7 -- and if you are not sure, Press 9.*

The responses were:

37%	Very favorable	
16%	Somewhat favorable	<b>53% Total Favorable</b>
15%	Somewhat unfavorable	
31%	Very unfavorable	<b>45% Total Unfavorable</b>
2%	Not sure	

Barack Obama improved his favorable rating from 51 to 46 percent in early October to a 53 to 45 percent majority in this survey. The partisan breakdown showed:

<b>Oct 17 Partisan Breakdown</b>	<b>All</b>	<b>Dems</b>	<b>Ind</b>	<b>Gop</b>	<b>Dem Men</b>	<b>Dem Wom</b>	<b>Ind Men</b>	<b>Ind Wom</b>	<b>Gop Men</b>	<b>Gop Wom</b>
Favorable	53	94	51	8	88	98	54	47	6	9
Unfavorable	45	6	45	90	11	2	43	46	94	87