

EPIC-MRA STATEWIDE POLL OF LIKELY 2010 VOTERS – MARCH 2010

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

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

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Polling dates: Sunday, March 28th to Wednesday, March 31st, 2010

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

__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 1 TO 9 – CODE FIRST AND ONLY ONE RESPONSE]**

- 53% Improving Michigan’s economy and providing jobs
- 14% Improving education funding
- 8% Addressing the state budget crisis
- 5% Controlling state taxes
- 5% Making quality health care affordable and accessible
- 4% Controlling crime and drugs
- 4% Promoting morality and family values
- 2% Improving state and local roads and bridges
- 2% Protecting our air and water
- 1% More than one **[ASK: “But which problem concerns you the most?” AND CODE BEST RESPONSE IF STILL ‘More than one’ CODE AS ‘10’]**
- 2% 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)?’ THEN, IF FAVORABLE/UNFAVORABLE, ASK: ‘Would that be very or generally?’ AND CODE BEST RESPONSE]**

NAMES [ROTATE Q.4 TO Q.13]	DON'T RECOG	VERY FAVOR	TOTAL FAVOR	TOTAL UNFAV	VERY UNFAV	REF UNDEC
__04. Barack Obama	---	29%	50%	44%	29%	6%
__05. Jennifer Granholm	---	13%	38%	56%	35%	6%
__06. Alma Wheeler Smith	79%	2%	5%	4%	1%	12%
__07. Mike Cox	14%	11%	38%	26%	10%	22%
__08. Andy Dillon	53%	2%	16%	11%	3%	20%

NAMES [ROTATE Q.4 TO Q.13]	DON'T RECOG	VERY FAVOR	TOTAL FAVOR	TOTAL UNFAV	VERY UNFAV	REF UNDEC
__09. Virg Bernero [Verge] [burr-NARE-oh]	72%	2%	8%	6%	2%	14%
__10. Pete Hoekstra [HOKE-struh]	31%	9%	30%	15%	6%	24%
__11. Mike Bouchard [boo-SHARD]	24%	7%	31%	10%	3%	34%
__12. Rick Snyder	50%	4%	18%	6%	1%	26%
__13. Tom George	83%	1%	4%	2%	1%	11%

__14. 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?

18%	Excellent	
26%	Pretty good	44% TOTAL POSITIVE
22%	Just fair	55% TOTAL NEGATIVE
33%	Poor	
1%	Undecided/Refused	

__15. 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?

4%	Excellent	
23%	Pretty good	27% TOTAL POSITIVE
30%	Just fair	72% TOTAL NEGATIVE
42%	Poor	
1%	Undecided/Refused	

__16. 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]

5%	Much better off	
33%	Somewhat better off	38% TOTAL BETTER OFF
40%	About the same	
12%	Somewhat worse off	20% TOTAL WORSE OFF
8%	Much worse off	
2%	Undecided/Refused	

DEMOCRATIC PRIMARY RESULTS

Q. 18 AND 19 COMBINED -- RESULTS INCLUDE LEANERS

__18&19. Of the following list of candidates who have announced that they are running for Governor in the Democratic primary election, which one candidate would you vote for? **[READ AND ROTATE 1 TO 3]**

- 22% Andy **DILLON**
- 15% Virg **BERNERO** [Verge] [burr-NARE-oh]
- 11% Alma Wheeler **SMITH**
- 10% Someone else (**DO NOT READ – VOLUNTEERED**)
- 42% Undecided/Refused

INTRO TO Q. 20

Now I would like to read a brief description of each of the Democratic candidates. **[READ & ROTATE DESCRIPTIONS BELOW]**

Andy **DILLON** is from Redford Township near Detroit, currently serving as Speaker of the Michigan House. Because of term limits, he cannot run again. He is a lawyer and former president of a company offering consulting services to businesses.

Virg **BERNERO** is currently Mayor of Lansing, a former State Senator, State Representative, Ingham County Commissioner, and a legislative staff aide in the Michigan House and Senate.

Alma Wheeler **SMITH** is currently a state representative from the Ann Arbor area, a former state senator, a former Washtenaw County Commissioner, and 2002 candidate for Lieutenant Governor.

Q. 20 AND 21 COMBINED -- RESULTS INCLUDE LEANERS

__20&21. After hearing a description of the potential Democratic candidates, let me ask you again, if the election were held today, which of the following candidates would you vote for? **[READ AND ROTATE 1 TO 3]**

- 29% Virg **BERNERO**
- 24% Andy **DILLON**
- 20% Alma Wheeler **SMITH**
- 3% Someone else (**DO NOT READ – VOLUNTEERED**)
- 24% Undecided/Refused

REPUBLICAN PRIMARY RESULTS

Q. 22 AND 23 COMBINED -- RESULTS INCLUDE LEANERS

__22. Of the following list of candidates who have announced that they are running in the Republican primary election for Governor, which candidate would you vote for? **[READ AND ROTATE 1-5]**

27% Pete **HOEKSTRA**
 21% Mike **COX**
 15% Rick **SNYDER**
 13% Mike **BOUCHARD**
 3% Tom **GEORGE**
 3% Someone else (**DO NOT READ – VOLUNTEERED**)
 18% Undecided/Refused

INTRO TO Q. 24

Now I would like to read a very brief description of each of the Republican candidates. **[READ AND ROTATE DESCRIPTIONS BELOW]**

Mike **COX** is currently serving as Michigan Attorney General. He cannot run for reelection because of term limits. An attorney, he was also an Assistant County Prosecutor in Wayne County.

Rick **SNYDER** is chair of the Board and Co-Founder of Ardesta LLC, a high tech venture capital firm located in Ann Arbor. He previously served as CEO and Chairman of Gateway, a computer company.

Tom **GEORGE** is currently a state senator from the Kalamazoo area. He previously served in the Michigan House. Since 1985, he has been a practicing doctor, and served as the director of Hospice of Greater Kalamazoo from 1996 to 2001.

Mike **BOUCHARD (BOO-shard)** is currently serving as the Sheriff of Oakland County and before that served as state senator from Oakland County, where he was elected as Assistant Majority Leader. He was the Republican nominee for US Senate in 2006, losing to Debbie Stabenow.

Pete **HOEKSTRA (HOKE-stra)** is currently a member of the US Congress from the Michigan 2nd District, where he is serving his 8th term. Before that, he was Vice President for Marketing for Herman Miller, a furniture maker.

Q. 22 AND 23 COMBINED -- RESULTS INCLUDE LEANERS

__24. After hearing the descriptions of the Republican candidates, let me ask you again, if the election were held today, which of the following candidates would you vote for? **[READ AND ROTATE 1-5]**

26% Pete **HOEKSTRA**
 21% Mike **COX**
 21% Rick **SNYDER**
 15% Mike **BOUCHARD**

- 6% Tom **GEORGE**
- 2% Someone else (**DO NOT READ – VOLUNTEERED**)
- 9% Undecided/Refused

INTRO TO Q.26

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.26 TO Q.31]**

__26. 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?

- 26% Vote for Andy Dillon
- 7% Lean toward Andy Dillon **33% TOTAL DILLON**
- 34% Vote for Pete Hoekstra
- 6% Lean toward Pete Hoekstra **40% TOTAL HOEKSTRA**
- 27% Undecided/Refused

__27. If the election for Governor were held today and the candidates were **[ROTATE]** Rick Snyder and Virg Bernero, 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]** Snyder or Bernero?

- 19% Vote for Virg Bernero
- 7% Lean toward Virg Bernero **26% TOTAL BERNERO**
- 35% Vote for Rick Snyder
- 7% Lean toward Rick Snyder **42% TOTAL SNYDER**
- 32% Undecided/Refused

__28. 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?

- 27% Vote for Andy Dillon
- 7% Lean toward Andy Dillon **34% TOTAL DILLON**
- 36% Vote for Mike Cox
- 7% Lean toward Mike Cox **43% TOTAL COX**
- 23% Undecided/Refused

__29. If the election for Governor were held today and the candidates were **[ROTATE]** Pete Hoekstra and Virg Bernero, 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?

21%	Vote for Virg Bernero	
8%	Lean toward Virg Bernero	29% TOTAL BERNERO
36%	Vote for Pete Hoekstra	
6%	Lean toward Pete Hoekstra	42% TOTAL HOEKSTRA
29%	Undecided/Refused	

__30. If the election for Governor were held today and the candidates were **[ROTATE]** Rick Snyder and Andy Dillon, would you vote for **[ROTATE]** Rick Snyder 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]** Snyder or Dillon?

24%	Vote for Andy Dillon	
6%	Lean toward Andy Dillon	30% TOTAL DILLON
36%	Vote for Rick Snyder	
6%	Lean toward Rick Snyder	42% TOTAL SNYDER
28%	Undecided/Refused	

__31. If the election for Governor were held today and the candidates were **[ROTATE]** Mike Cox and Virg Bernero, 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?

24%	Vote for Virg Bernero	
6%	Lean toward Virg Bernero	30% TOTAL BERNERO
37%	Vote for Mike Cox	
7%	Lean toward Mike Cox	44% TOTAL COX
26%	Undecided/Refused	

Turning to another topic...

__32. As you may know, last week Congress passed a bill that restructures the nation's healthcare system. Overall, do you think it is a good thing or a bad thing that this bill was enacted into law? **[IF GOOD/BAD, ASK: 'Would that be Very or Somewhat?' AND CODE BEST RESPONSE]**

24%	Very good	
21%	Somewhat good	45% TOTAL GOOD
15%	Somewhat bad	48% TOTAL BAD
33%	Very bad	
7%	Undecided/Refused	