



# EPIC-MRA POLLING MEMO – FEB 2014

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## EPIC ▪ MRA

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### 600 sample survey – 4.0% error rate Conducted February 5<sup>th</sup> through February 11<sup>th</sup>, 2014

The statewide survey was conducted among active and likely November 2014 general election voters with live interviewers; including 20 percent cell phones.

#### Key findings

**Near majority now says Michigan headed in right direction**

**Snyder leads Schauer 47-39% for Gov -- up from 44-36% in September**

**Land leads Peters 41-38% – Peters led Land 38-37% in September**

**Schuette leads Totten 39-31% with 30% undecided in AG race**

**Hillary Clinton leads Chris Christie 43-39%**

**60% would vote “yes” on a minimum wage increase to \$10 per hour**

**Use surplus for K-12 education (38%); roads (36%) then tax cuts (11%)**

**Snyder still leads Schauer by 8 points, 47 to 39 percent but is closer to 50% majority**

All survey respondents were asked:

*In the race for Governor, if the election were held today, would you vote for [ROTATE] Rick Snyder the Republican or Mark Schauer 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] Mark Schauer the Democrat or Rick Snyder the Republican?” AND CODE BEST RESPONSE]*

- Educational
- Political
- Industrial
- Consumer

The responses were:

▪ Market	32%	Mark Schauer the Democrat	
▪ Research	7%	Lean toward Mark Schauer	<b>39% TOTAL VOTE FOR SCHAUER</b>
▪ Analysis	40%	Rick Snyder the Republican	
	7%	Lean toward Rick Snyder	<b>47% TOTAL VOTE FOR SNYDER</b>
	14%	Other/Undecided/Refused	

Michigan voters are supporting Rick Snyder over Mark Schauer by an 8 point, 47 to 39 percent lead, which is unchanged from the 8 point lead of 44 to 36 percent that Snyder had over Schauer last September.

Governor Snyder has spent a significant amount of campaign funds running a TV ad that began running during the Super Bowl, and has been running on commercial and cable TV, as well as Internet videos ever since. His ad campaign has not expanded his lead, but he is closer to 50 percent.

Also, Snyder improved his favorability rating from 49 to 38 percent in September to a 52 to 40 percent majority in this survey, making him the most personally popular political figure tested in this survey. Mark Schauer also improved his recognition and favorability rating in this survey as well, reducing his non-recognition percentage from 67 percent in September to 54 percent now, and improving his favorability rating from 10 to 6 percent favorable to 17 to 9 percent favorable.

**Land leads Peters by 3 points, 41 to 38 percent – in last poll, Peters led by 1 point, 38 to 37 percent**

All respondents were asked:

*In the race for U.S. Senate, if the election were held today, would you vote for [ROTATE] Terri Lynn Land the Republican or Gary Peters 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] Gary Peters the Democrat or Terri Lynn Land the Republican?” AND CODE BEST RESPONSE]***

31%	Gary Peters the Democrat	
7%	Lean toward Gary Peters	<b>38% TOTAL VOTE FOR PETERS</b>
36%	Terri Lynn Land the Republican	
5%	Lean toward Terri Lynn Land	<b>41% TOTAL VOTE FOR LAND</b>
14%	Other/Undecided/Refused	

Last September, Michigan voters were supporting Gary Peters by 1 point (38 to 37 percent) over Terri Lynn Land, but in this survey Land has moved into a 3 point lead (41 to 38 percent) over Peters.

Americans for Prosperity spent a great deal of money attacking Gary Peters in ads for about three weeks, claiming that he repeated a promise by President Obama that Americans would not lose their health insurance coverage if they liked it, a claim the Peters campaign disputed. However, the ads did not cause Peters to lose ground since he had 38 percent in September and still has 38 percent in this poll. Peters did however, have a 3 point increase in his overall unfavorable numbers, going from 10 percent unfavorable in September to 13 percent unfavorable now. His favorable number was unchanged (18 to 19 percent), but his recognition improved by 10 points from 55 percent non recognition to 45 percent.

Terri Lynn Land improved her recognition by 5 points, from 42 percent non-recognition to 37 percent, with 28 percent offering a favorable opinion of her (unchanged) and 13 percent offering an unfavorable opinion of her (also up 3 points). As someone who held statewide office as Secretary of State, her statewide name recognition is not that much better than Peters.

## Schuetter leads Totten by 8 points, 39 to 31 percent

All respondents were asked:

*In the race for Michigan Attorney General, if the election were held today, would you vote for [ROTATE] Bill Schuetter the Republican or Mark Totten 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] Mark Totten the Democrat or Bill Schuetter the Republican?" AND CODE BEST RESPONSE]*

26%	Mark Totten the Democrat		
5%	Lean toward Mark Totten	<b>31%</b>	<b>TOTAL VOTE FOR TOTTON</b>
34%	Bill Schuetter the Republican		
5%	Lean toward Bill Schuetter	<b>39%</b>	<b>TOTAL VOTE FOR SCHUETTE</b>
30%	Other/Undecided/Unsure		

Incumbent Attorney General Bill Schuetter is not recognized by 38 percent of survey respondents, with another 26 percent saying they recognize the name but are undecided about their opinion of him. Another 22 percent of respondents have a favorable opinion of him, while 14 percent have an unfavorable opinion of him. For someone who served in Congress from Michigan, as well as on the Court of Appeals, and then won statewide office, Bill Schuetter should have greater name recognition than he has.

Mark Totten is unknown to 80 percent, with another 15 percent who say they recognize the name but have not formed an opinion of him yet. Although Totten is nearly completely unknown, he only trails Bill Schuetter by 8 points, 39 to 31 percent, and more importantly, Schuetter has less than 40 percent of the vote for reelection, which clearly means he could be vulnerable if Totten is able to be competitive with campaign funding.

The following chart illustrates the demographic breakdown of the vote for all three races:

Demographic breakdown:	----- Governor -----		---- US Senate ----		--- Attorney General ---	
	<u>Snyder (R)</u>	<u>Schauer (D)</u>	<u>Land (R)</u>	<u>Peters (D)</u>	<u>Schuetter (R)</u>	<u>Totten (D)</u>
Wayne/Oakland/Macomb	42%	45%	36%	48%	36%	37%
Outer Metro	36%	40%	34%	38%	30%	30%
Central Michigan	55%	33%	51%	27%	48%	25%
Western Michigan	52%	37%	48%	31%	41%	29%
Bay area	58%	38%	48%	40%	51%	38%
Northern Michigan	54%	27%	43%	21%	43%	19%
Outstate	50%	36%	44%	31%	41%	28%
Macomb County	36%	46%	43%	40%	39%	32%
Oakland County	45%	44%	38%	53%	38%	40%
Wayne County	42%	45%	31%	47%	33%	36%
Voted in 1 general election	44%	35%	33%	34%	32%	25%
Voted in 2 general elections	47%	40%	42%	38%	40%	32%
Very certain voters	47%	40%	42%	38%	40%	32%
Smwt Certain/Probable voters	44%	38%	34%	35%	32%	29%
US Right Direction	22%	62%	14%	61%	14%	53%
US Wrong Track	64%	26%	59%	23%	56%	20%
US Unsure of Direction	26%	49%	21%	50%	20%	32%

<b>Demographic breakdown:</b>	----- Governor -----		----- US Senate -----		--- Attorney General ---	
	<u>Snyder (R)</u>	<u>Schauer (D)</u>	<u>Land (R)</u>	<u>Peters (D)</u>	<u>Schuette (R)</u>	<u>Totten (D)</u>
Mich Right Direction	67%	20%	56%	25%	50%	21%
Mich Wrong Track	24%	65%	24%	54%	25%	46%
Mich Unsure of Direction	38%	39%	35%	38%	41%	30%
Mich Economy Improving	53%	33%	43%	36%	42%	29%
Mich Econ/Bottom No Improv	36%	52%	37%	46%	36%	39%
Mich Econ Getting Worse	43%	38%	31%	42%	32%	36%
Children in HH	49%	41%	41%	37%	40%	33%
No Children in HH	46%	39%	41%	38%	39%	30%
Pro-Choice	32%	55%	27%	55%	26%	44%
Pro-Life	66%	21%	59%	20%	58%	16%
Tea Party Supporters	83%	9%	76%	10%	72%	9%
Tea Party Opponents	24%	62%	20%	58%	22%	47%
Unsure of Tea Party	43%	35%	35%	34%	27%	30%
Union members	34%	56%	31%	51%	32%	44%
Others a union member	33%	57%	28%	47%	36%	39%
No union members in HH	52%	32%	46%	33%	42%	27%
Age 18-34	45%	33%	35%	36%	30%	29%
Age 35-49	52%	38%	41%	34%	39%	33%
Age 50-64	39%	49%	39%	44%	36%	37%
Age 65 and over	54%	30%	49%	33%	50%	23%
HS or less education	44%	41%	42%	37%	39%	33%
Post HS technical education	47%	38%	40%	35%	38%	31%
College educated	48%	38%	41%	39%	40%	30%
Protestants	49%	40%	46%	39%	46%	31%
Catholics	55%	32%	43%	33%	45%	23%
Other religious preferences	44%	37%	41%	35%	36%	32%
No religious preference	31%	55%	24%	49%	15%	45%
White	52%	35%	47%	33%	45%	29%
African American	17%	61%	10%	70%	12%	49%
Hispanic/other races	30%	55%	25%	45%	21%	38%
Conservative	77%	14%	69%	15%	68%	11%
Moderate	41%	41%	34%	42%	32%	32%
Liberal	11%	80%	9%	73%	7%	67%
All Men	50%	36%	45%	35%	43%	28%
All Women	44%	43%	37%	40%	36%	35%

Demographic breakdown:	----- Governor -----		---- US Senate ----		--- Attorney General ---	
	<u>Snyder (R)</u>	<u>Schauer (D)</u>	<u>Land (R)</u>	<u>Peters (D)</u>	<u>Schuette (R)</u>	<u>Totten (D)</u>
Younger Men	53%	30%	43%	31%	35%	25%
Older Men	49%	39%	47%	37%	47%	29%
Younger Women	47%	41%	34%	38%	35%	36%
Older Women	42%	43%	40%	42%	37%	34%
Democrats	10%	78%	7%	78%	9%	66%
Independents	49%	27%	38%	21%	33%	16%
Republicans	85%	5%	81%	5%	77%	3%
Democratic Men	12%	73%	9%	74%	11%	58%
Democratic Women	9%	81%	5%	80%	6%	71%
Independent Men	51%	27%	47%	21%	34%	17%
Independent Women	45%	27%	27%	20%	31%	15%
Republican Men	87%	4%	82%	5%	81%	4%
Republican Women	84%	5%	80%	4%	74%	3%
Incomes under \$25K	39%	47%	30%	47%	29%	37%
Incomes of \$25K to \$50K	45%	38%	38%	36%	39%	30%
Incomes of \$50K to \$75K	48%	39%	42%	38%	42%	35%
Incomes of \$75K to \$100K	46%	42%	42%	38%	42%	32%
Incomes over \$100K	56%	38%	44%	39%	43%	29%

### **Direction of the Country and the State**

Survey respondents were asked:

*Overall, would you say that things in the United States are generally headed in the right direction, or, have things pretty seriously gotten off on the wrong track?*

The responses were:

58%		Wrong track
31%		Right direction
11%		Undecided/Refused

In September of 2013, the survey had almost identical results on the direction of the country. A 59 percent majority said that the country was off on the “wrong track,” with 28 percent saying “right direction” and 13 percent unsure. This survey shows no real change.

Survey respondents were asked:

*How about in Michigan – are things generally headed in the right direction, or, have things pretty seriously gotten off on the wrong track?*

The responses were:

49%		Right direction
37%		Wrong track
14%		Undecided/Refused

There was a significant improvement in voter opinion on the direction of the State of Michigan. In the September poll, 42 percent said “right direction,” 42 percent said “wrong track,” with 16 percent unsure. In this survey, “right direction” improved by 7 points to 49 percent, “wrong track” slipped by 5 points to 37 percent, with 14 percent unsure. This is the highest percentage saying “right direction” in many years. During the depths of the recession in Michigan, voters consistently said “wrong track” by more than 70 percent.

Partisan breakdown of both questions:

<b>Demographic breakdown:</b>	<b>---- US Direction ----</b>		<b>-- Mich Direction --</b>	
	<b><u>Right Dir</u></b>	<b><u>Wrong Trk</u></b>	<b><u>Right Dir</u></b>	<b><u>Wrong Trk</u></b>
Democrats	56%	32%	36%	50%
Independents	26%	57%	46%	33%
Republicans	7%	87%	64%	24%
Democratic Men	56%	36%	33%	52%
Democratic Women	56%	29%	37%	49%
Independent Men	23%	63%	43%	31%
Independent Women	31%	49%	51%	35%
Republican Men	6%	86%	67%	21%
Republican Women	8%	87%	61%	27%

**Use state budget surplus for K-12 education and roads**

Survey respondents were asked:

*It is estimated that there will be a state budget surplus this year of up to \$1 billion. There has been a great deal of debate already about what this budget surplus should be used for. Which of the following is the one use that you think most of the budget surplus should be used for? [READ AND ROTATE 1 TO 6 BELOW]*

The responses were:

38%	Increased funding for K-12 education
36%	Increased funding for the maintenance and repair of state roads
11%	A state income tax cut for Michigan taxpayers of an average of about \$45 per person
5%	Additional funding into the budget stabilization, rainy day fund
5%	Increased funding for revenue sharing for local communities
1%	Increased funding for Michigan’s 15 public universities
4%	Undecided/Refused

<b>Partisan breakdown:</b>	<b><u>K-12 Ed</u></b>	<b><u>Roads</u></b>	<b><u>Tax Cut</u></b>
Democrats	48%	33%	9%
Independents	41%	34%	10%
Republicans	26%	40%	13%
Democratic Men	42%	41%	7%
Democratic Women	53%	28%	10%
Independent Men	31%	37%	11%
Independent Women	53%	29%	7%
Republican Men	20%	49%	12%
Republican Women	30%	33%	14%

<b>Partisan breakdown:</b>	<b><u>K-12 Ed</u></b>	<b><u>Roads</u></b>	<b><u>Tax Cut</u></b>
Tea Party Supporters	20%	44%	17%
Tea Party Opponents	46%	35%	7%
Unsure about Tea Party	49%	26%	10%
Strong GOP Tea Party Sptrs	19%	48%	12%
Mod Gop Tea Party Sptrs	21%	42%	19%

**6-in-10 Favor Increase in Michigan Minimum Wage to \$10 per hour**

Survey respondents were asked:

*There may be a proposal on the ballot in November, which if approved by voters, would increase the minimum wage in Michigan from the current \$7.40 per hour to \$10 per hour. Based on what you know or have heard or read about this proposal, if the election were held today, would you vote YES to increase the minimum wage to \$10 per hour or would you vote NO to oppose it?*

**[IF UNDECIDED, ASK: “Well, if the election were held today and you had to decide right now, would you lean toward voting YES or NO?” AND CODE BEST RESPONSE]**

The responses were:

54%	Vote YES
6%	Lean toward voting YES
<b>60%</b>	<b>TOTAL VOTE YES</b>
<b>36%</b>	<b>TOTAL VOTE NO</b>
32%	Vote NO
4%	Lean toward voting NO
4%	Undecided/Refused

<b>Demographic breakdown:</b>	<b>Minimum Wage to \$10</b>		
	<b><u>YES</u></b>	<b><u>NO</u></b>	<b><u>Unsure</u></b>
Democrats	86%	12%	2%
Independents	50%	41%	9%
Republicans	37%	58%	5%
Democratic Men	87%	10%	3%
Democratic Women	86%	13%	1%
Independent Men	46%	49%	6%
Independent Women	56%	31%	13%
Republican Men	34%	62%	4%
Republican Women	40%	55%	5%
Tea Party Supporters	34%	62%	5%
Tea Party Opponents	78%	19%	3%
Unsure about Tea Party	61%	31%	8%
Strong GOP Tea Party Sptrs	31%	64%	5%
Mod Gop Tea Party Sptrs	38%	58%	4%
Union Members	67%	26%	7%
Other HH member a member	68%	29%	4%
No one in HH a union member	57%	39%	4%

## 2016 Race for President

Survey respondents were asked:

*In the race for President, if the election were held today, would you vote for [ROTATE] Chris Christie the Republican or Hillary Clinton 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] Hillary Clinton the Democrat or Chris Christie the Republican?" AND CODE BEST RESPONSE]*

The responses were:

38%	Hillary Clinton the Democrat		
5%	Lean toward Hillary Clinton	<b>43%</b>	<b>TOTAL VOTE FOR CLINTON</b>
32%	Chris Christie the Republican		
7%	Lean toward Chris Christie	<b>39%</b>	<b>TOTAL VOTE FOR SCHUETTE</b>
18%	Other/Undecided/Refused		

Hillary Clinton's personal favorability rating is 47 percent favorable (21 percent very favorable), 43 percent unfavorable (27 percent very unfavorable), with 10 percent unsure. This rating is lower than she has had in past surveys. Democrats give her an 82 to 11 percent favorable rating, Independents a 46 to 34 percent unfavorable rating, with Republicans giving her a 75 to 18 percent unfavorable rating.

Chris Christie's personal favorability rating is 27 percent favorable (4 percent very favorable), 36 percent unfavorable (15 percent very unfavorable), with 16 percent not recognizing his name and 21 percent unsure of how to rate him. We really don't know if the bridge controversy has damaged his favorable rating because we have not tested him before. Democrats give Christie a 48 to 17 percent unfavorable rating, Independents a 33 to 25 percent unfavorable rating, and surprisingly, Republicans offered a rating of only 39 percent favorable and 25 percent unfavorable.

### **2016 Race for President**

<b>Partisan breakdown:</b>	<b><u>Clinton</u></b>	<b><u>Christie</u></b>	<b><u>Unsure</u></b>
Democrats	84%	6%	10%
Independents	26%	38%	36%
Republicans	9%	75%	16%
Democratic Men	78%	8%	14%
Democratic Women	88%	5%	7%
Independent Men	17%	43%	40%
Independent Women	36%	33%	31%
Republican Men	9%	77%	14%
Republican Women	8%	74%	18%
Conservative	14%	68%	18%
Moderate	49%	28%	23%
Liberal	84%	8%	8%
Union Members	57%	27%	16%
Other HH member a member	57%	30%	13%
No one in HH a union member	37%	43%	20%



## **Nearly 6-in-10 say Michigan's economy improving**

Survey respondents were asked:

*Thinking about the economy in Michigan, do you believe the economy in Michigan...*  
**[READ 1 TO 3]**

The responses were:

59%	Has already bottomed out and is starting to improve
23%	Is at the bottom but is not yet getting any better
14%	Has not yet bottomed out and will still get worse
4%	Undecided/Refused

In September of last year, 56 percent said the economy was improving, 27 percent said it was at the bottom but was not yet getting better, 13 percent said it had not yet bottomed out and would get worse, and 4 percent were unsure.

<b>Partisan breakdown:</b>	<b>Perception of Michigan's Economy</b>		
	<b><u>Improving</u></b>	<b><u>No better</u></b>	<b><u>Worse</u></b>
Democrats	56%	27%	13%
Independents	58%	23%	14%
Republicans	62%	20%	14%
Democratic Men	60%	20%	17%
Democratic Women	54%	32%	11%
Independent Men	56%	23%	19%
Independent Women	62%	24%	9%
Republican Men	69%	15%	14%
Republican Women	57%	24%	14%
Conservative	56%	22%	19%
Moderate	62%	24%	9%
Liberal	60%	24%	13%
Union Members	52%	25%	17%
Other HH member a member	58%	25%	13%
No one in HH a union member	60%	22%	13%

## Obama favorability rating slips – job rating unchanged

Survey respondents were asked:

*Now, I would like to read the names of several political figures. For each one, please tell me if you have a favorable or unfavorable opinion of that person. If you do not recognize a name, please say so and we can move on. The first name is \_\_\_\_\_? “Do you have a favorable or unfavorable opinion of that person?” [IF FAVORABLE/UNFAVORABLE, ASK: “Would that be very or generally?” AND CODE BEST RESPONSE]*

The responses were:

	<u>DO NOT</u> <u>RECOG</u>	<u>VERY</u> <u>FAVOR</u>	<u>TOTAL</u> <u>FAVOR</u>	<u>TOTAL</u> <u>UNFAV</u>	<u>VERY</u> <u>UNFAV</u>	<u>REF</u> <u>UNDEC</u>
Barack Obama – Feb’14	---	22%	<b>44%</b>	<b>50%</b>	35%	6%
Barack Obama – Sep’13	---	24%	<b>48%</b>	<b>46%</b>	32%	6%

Survey respondents were then asked:

*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?*

		<u>Sept’13</u>	
6%	Excellent	9%	
31%	Pretty good	30%	<b>39% POSITIVE</b>
23%	Just fair	23%	
38%	Poor	37%	<b>60% NEGATIVE</b>
2%	Other/Undecided/Unsure	1%	

President Obama’s favorability rating has slipped by 4 points from September, and his unfavorable rating increased by the same percentage. His job rating remained unchanged.

<b>Demographic breakdown:</b>	<b>----- Favorability -----</b>		<b>--- Job Rating ---</b>	
	<u>Favorable</u>	<u>Unfavorable</u>	<u>Positive</u>	<u>Negative</u>
Democrats	82%	11%	71%	28%
Independents	33%	56%	27%	67%
Republicans	8%	90%	5%	95%
Democratic Men	80%	13%	69%	30%
Democratic Women	84%	9%	74%	26%
Independent Men	30%	60%	24%	71%
Independent Women	36%	51%	31%	62%
Republican Men	11%	87%	8%	92%
Republican Women	5%	92%	2%	97%

**Snyder favorability and job ratings improve – over 6-in-10 offer negative education job rating**

Survey respondents were asked:

*Now, I would like to read the names of several political figures. For each one, please tell me if you have a favorable or unfavorable opinion of that person. If you do not recognize a name, please say so and we can move on. The first name is \_\_\_\_\_? “Do you have a favorable or unfavorable opinion of that person?” [IF FAVORABLE/UNFAVORABLE, ASK: “Would that be very or generally?” AND CODE BEST RESPONSE]*

The responses were:

	<u>DO NOT</u> <u>RECOG</u>	<u>VERY</u> <u>FAVOR</u>	<u>TOTAL</u> <u>FAVOR</u>	<u>TOTAL</u> <u>UNFAV</u>	<u>VERY</u> <u>UNFAV</u>	<u>REF</u> <u>UNDEC</u>
Rick Snyder – Feb’14	---	16%	<b>52%</b>	<b>40%</b>	21%	8%
Rick Snyder – Sep’13	---	11%	<b>49%</b>	<b>38%</b>	22%	13%

Survey respondents were then asked:

*Overall, how would you rate the job Rick Snyder has done as Michigan’s Governor -- would you give him a positive rating of excellent or pretty good, or a negative rating of just fair or poor?*

		<u>Sept’13</u>	
10% Excellent		8%	
36% Pretty good	<b>46% POSITIVE</b>	36%	<b>44% POSITIVE</b>
31% Just fair		31%	
22% Poor	<b>53% NEGATIVE</b>	23%	<b>54% NEGATIVE</b>
1% Other/Undecided/Refused		2%	

Governor Rick Snyder’s favorability rating has improved by 3 points, and his unfavorable rating also increased by 2 points from September until now. His job rating has improved by 2 points.

His specific job rating on handling education, which was commissioned by Gongwer News Service, was not tested before, but Snyder got a very negative response. In fact, a 62 percent majority gave Governor Snyder a negative job rating on handling education, with only 26 percent offering a positive rating.

This follows a TV advertising effort that began with an ad running during the Super Bowl, and included commercial, cable and internet advertising.

<b>Demographic breakdown:</b>	<b>----- Favorability -----</b>		<b>--- Job Rating ---</b>	
	<u>Favorable</u>	<u>Unfavorable</u>	<u>Positive</u>	<u>Negative</u>
Democrats	22%	70%	19%	80%
Independents	57%	31%	48%	50%
Republicans	81%	13%	73%	26%
Democratic Men	23%	70%	18%	81%
Democratic Women	21%	70%	19%	80%
Independent Men	61%	26%	57%	41%
Independent Women	51%	38%	36%	60%
Republican Men	81%	13%	78%	22%
Republican Women	81%	13%	69%	30%

## **Only 4-in-10 favor proposal to rollback the state income tax – 1-in-4 undecided**

Survey respondents were asked:

*Under one legislative proposal under consideration, the state income tax rate would be cut from its current rate of 4.25 percent to 4.15 percent beginning on October 1<sup>st</sup> of this year, then to 4.05 percent by January 1, 2016, and then by an additional 1 tenth of a percent for every \$300 million dollars in state revenue increases that there are beginning in October 2017. This would reduce state revenue by \$200 million dollars to go for tax cuts, and also limit future revenue growth to \$100 million out of every \$300 million raised. Based on what you know or have heard or read about this tax cut proposal, do you favor or oppose the proposed legislation? [IF FAVOR/OPPOSE, ASK: “Would that be strongly or somewhat?” AND CODE BEST RESPONSE]*

The responses were:

19%	Strongly favor		
21%	Somewhat favor	<b>40%</b>	<b>TOTAL FAVOR</b>
13%	Somewhat oppose		
21%	Strongly oppose	<b>34%</b>	<b>TOTAL OPPOSE</b>
26%	Undecided/Refused		

<b>Demographic breakdown:</b>	<b>Income tax rollback</b>		
	<b><u>FAVOR</u></b>	<b><u>OPPOSE</u></b>	<b><u>UNSURE</u></b>
Democrats	31%	46%	24%
Independents	32%	30%	38%
Republicans	54%	24%	22%
Democratic Men	33%	50%	16%
Democratic Women	29%	42%	29%
Independent Men	41%	30%	29%
Independent Women	20%	31%	49%
Republican Men	57%	27%	16%
Republican Women	52%	21%	27%
Tea Party Supporters	54%	21%	25%
Tea Party Opponents	35%	42%	23%
Unsure about Tea Party	29%	35%	35%
Strong GOP Tea Party Sptrs	60%	23%	17%
Mod GOP Tea Party Sptrs	57%	15%	28%
Union Members	35%	36%	29%
Other HH member a member	46%	39%	15%
No one in HH a union member	40%	32%	28%

Clearly, many voters are unsure about the tax cut proposal. The proposal did not specify how much taxpayers would receive if it became law. However, with only 40 percent favoring the plan, other survey results suggest that if given a choice between increased funding for schools or roads, and a tax cut, that voters would move toward opposition to a tax cut.

## More oppose requirement for abortion insurance riders than support it

Survey respondents were asked:

*An initiative petition for a new law was approved by the Michigan Legislature, which requires women, if they want insurance coverage for abortions, to purchase optional insurance riders in order to have insurance coverage for non-emergency abortions. Based on what you know or have heard or read about this new law, do you support or oppose the requirement that women purchase a separate insurance rider to have insurance coverage for non-emergency abortions? [IF SUPPORT/OPPOSE, ASK: "Would that be strongly or somewhat?" AND CODE BEST RESPONSE]*

The responses were:

30%	Strongly support		
12%	Somewhat support	<b>42%</b>	<b>TOTAL FAVOR</b>
4%	Somewhat oppose		
42%	Strongly oppose	<b>46%</b>	<b>TOTAL OPPOSE</b>
12%	Undecided/Refused		

	--- Abortion insurance rider ---		
<b>Demographic breakdown:</b>	<b><u>SUPPORT</u></b>	<b><u>OPPOSE</u></b>	<b><u>UNSURE</u></b>
Democrats	31%	59%	10%
Independents	42%	47%	11%
Republicans	54%	33%	13%
Democratic Men	21%	64%	15%
Democratic Women	38%	56%	6%
Independent Men	41%	49%	10%
Independent Women	42%	45%	13%
Republican Men	52%	35%	13%
Republican Women	56%	32%	12%
Tea Party Supporters	65%	27%	8%
Tea Party Opponents	29%	62%	9%
Unsure about Tea Party	38%	39%	23%
Strong GOP Tea Party Sptrs	68%	26%	6%
Mod Gop Tea Party Sptrs	58%	26%	14%
Union Members	37%	46%	17%
Other HH member a member	42%	49%	9%
No one in HH a union member	43%	46%	11%

If the Michigan Legislature had not acted on this initiative petition and it had to go to the ballot, these results indicate that it likely would have failed. It is important to note that at 42 percent, voters strongly oppose the proposal, with only 30 percent strongly favoring it.