



# EPIC-MRA POLLING REPORT ON JANUARY 2015 STATEWIDE POLL

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### **600 sample statewide survey – 4.0% error rate** **Conducted January 24<sup>th</sup> through January 27<sup>th</sup>, 2015**

Statewide survey conducted among active/likely 2016 general election voters with live interviewers; including 20 percent cell phones.

#### **Key findings:**

**On Proposal 1, 46% would vote “yes” -- 41% would vote “no”**  
**Among certain May voters, 46% would vote “yes” – 44% would vote “no”**

**After hearing details, 47% would vote “no” – 38% would vote “yes”**  
**Among certain May voters, 49% would vote “no” – 37% would vote “yes”**

**60% said Michigan headed in right direction – up from 52% in December**

**47% has unfavorable opinion of President Obama -- 46% favorable**  
**55% gave President Obama negative job rating – 44% positive rating**

**54% has favorable opinion of Governor Snyder – 36% unfavorable**  
**50% gave positive job to Governor Snyder – 48% offered negative rating**

**71% said Michigan economy has bottomed out and is now improving**

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

## Plurality would vote “yes” on Proposal 1, but election is tighter among May 5<sup>th</sup> voters

After asking all respondents how likely they are to vote on May 5<sup>th</sup>, they were then read the following statement:

*If Proposal 1 is approved by voters, the state sales tax would be increased from 6 to 7 cents on the dollar, to provide 1.3 billion dollars per year in increased funding for road improvements, along with 300 million dollars per year in additional funding for local public schools, and 95 million dollars in new revenue funding for local governments to provide services. Based on this description and what you may know or have heard or read about Proposal 1, if the election were held today and you voted, would you vote **YES** to approve of Proposal 1, 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:

33%	Yes
13%	Lean toward Yes
<b>46%</b>	<b>TOTAL VOTE YES</b>
<b>41%</b>	<b>TOTAL VOTE NO</b>
35%	No
6%	Lean toward No
13%	Undecided/Refused

With less than a majority supporting Proposal 1, Governor Snyder and supporters of a the sales tax increase and other tax and fee increases included in Proposal 1 will have an uphill battle finding a compelling message to convince a majority of Michigan voters to vote “yes” on May 5<sup>th</sup>. It is important to note that while a 46 to 41 percent, five point plurality supports Proposal 1 overall, 35 percent would directly vote “no,” while 33 percent would directly vote “yes.” The direct “no” vote is clearly stronger than the “yes” vote on Proposal 1.

Jan 2015 Partisan Breakdown	Dem		Ind		Gop	
	All	Dems	Ind	Gop	Men	Wom
Vote “yes”	46	52	44	44	47	55
Vote “no”	41	39	44	40	46	34
Undecided/Ref	13	9	12	16	7	11

### **AMONG “VERY CERTAIN” MAY VOTERS, THE RESULTS WERE MUCH CLOSER THAN AMONG ALL VOTERS:**

35%	Yes
11%	Lean toward Yes
<b>46%</b>	<b>TOTAL VOTE YES</b>
<b>44%</b>	<b>TOTAL VOTE NO</b>
39%	No
5%	Lean toward No
10%	Undecided/Refused

Among respondents who are certain to vote in the May 5<sup>th</sup> election, the vote on Proposal 1 is even tighter, with the overall “yes” vote only two points higher than the “no” vote, but more importantly, the hard, direct “no” vote four points higher than the “yes” vote (39 to 35 percent).

## **Other key demographic breakouts among all voters**

In other breakdowns among all voters, Proposal 1 has the strongest support in Central Michigan (52 to 35 percent), followed by Outer Metro (50 to 40 percent); Western Michigan (48 to 33 percent); and the Wayne, Oakland and Macomb County region (45 to 42% percent); with a plurality opposed in the Bay area (45 to 40 percent); and a majority opposed in Northern Michigan (58 to 37 percent).

Voters who said Michigan is headed in the right direction are voting “yes” on Proposal 1 (52 to 33 percent), voters who say Michigan is off on the wrong track are voting “no” by 60 to 32 percent, and voters who are undecided about the direction of Michigan are voting “yes” by a 48 to 36 percent plurality.

Voters who said Michigan’s economy is improving would vote “yes” on Proposal 1 by a 52 to 33 percent majority, while voters who said the economy is not getting better would vote “no” by a 57 to 36 percent majority, and voters who said the economy will get worse would vote “no” by a 70 to 24 percent majority.

Voters who are very certain to participate on May 5<sup>th</sup> would vote “yes” by a narrow 46 to 44 percent plurality, those who are somewhat certain to participate would vote “yes” by 40 to 34 percent, and voters who will only likely vote or not vote at all would vote “yes” by 56 to 27 percent. Therefore, the higher the turnout, the more support for Proposal 1.

College educated voters (49 to 39 percent) and voters with a post-HS technical training (47 to 40 percent) support Proposal 1, while voters with a HS or less education oppose the proposal (47 to 38 percent).

Voters age 18-34 were most supportive (59 to 28 percent); followed by voters age 35-49 (49 to 41 percent), with voters age 65 and over also supportive (47 to 39 percent). Voters age 50-64 opposed Proposal 1 by 49 to 38 percent.

Protestant voters were most supportive (52 to 36 percent), followed by no religious preference (46 to 40 percent), and then other religions (46 to 41 percent), with Catholics voting “no” (50 to 37 percent).

Moderates are most supportive (53 to 39 percent), closely followed by liberals (50 to 40 percent), with conservatives split (42 percent each).

Women are voting “yes” (48 to 36 percent), while all men are slightly opposed (46 to 44 percent). Women under age 50 are most supportive (54 to 32 percent), followed by men under age 50 (51 to 49 percent), with women age 50 and over also supportive (46 to 40 percent), and men age 50 and over most opposed (49 to 38 percent)

Incomes of \$25K to \$50K and \$50K to \$75K are equally most supportive (54 to 35 percent each), followed by incomes under \$25K (45 to 38 percent), with incomes over \$100K narrowly opposed (47 to 45 percent), and incomes of \$75K to \$100K also opposed (47 to 43 percent).

## Strong plurality opposes Proposal 1 after hearing a more detailed statement

All respondents were then read this more detailed statement about Proposal 1:

*Now I would like to read a more detailed statement about Proposal 1. Increasing the state sales tax from 6 to 7 cents would raise about 1.6 billion dollars per year, with 1.3 billion dollars going to state road, street and bridge improvements; 300 million dollars per year in new increased funding going to local public schools, equal to about \$200 per pupil; 112 million dollars going to mass transit services; and 95 million dollars in increased revenue sharing going to local governments. The sales tax increase would replace the 752 million dollars in revenue that currently goes to schools and local governments that has been generated by the existing 6 percent sales tax charged on gasoline at the pump, which would be eliminated. Also, the existing gas tax and diesel fuel tax would be replaced with a tax charged at the wholesale level, resulting in an estimated 3 cent per gallon gas tax increase above 2013 levels. Vehicle registration fees would increase by eliminating a 10 percent per year discount new car buyers receive for the first three years they own their cars, as well as increasing registration fees for hybrid and electric vehicles, which will raise an additional 45 million dollars. It will also increase annual fees for heavy commercial trucks by 50 million dollars. The Earned Income Tax Credit, which was reduced in 2011, would be fully restored; which will provide about \$300 per year in tax relief for low-income families. Universities would no longer be funded from the state School Aid Fund, meaning funding from that source could only be used for local public schools and community colleges.*

*After hearing this detailed statement about Proposal 1, the sales tax proposal, let me ask you again, if the election were held today, would you vote **YES** to approve of a sales tax increase, or **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 results were:

26%	Yes
12%	Lean toward Yes
<b>38%</b>	<b>TOTAL VOTE YES</b>
<b>47%</b>	<b>TOTAL VOTE NO</b>
38%	No
9%	Lean toward No
15%	Undecided/Refused

After respondents hear a more detailed statement describing the provisions of Proposal 1, voters move dramatically toward a "no" vote by a strong plurality, with the direct, hard "no" vote 12 points higher than the direct "yes" vote (38 to 26 percent).

Jan 2015 Partisan Breakdown					Dem	Dem	Ind	Ind	Gop	Gop
	All	Dems	Ind	Gop	Men	Wom	Men	Wom	Men	Wom
Vote "yes"	38	45	33	36	42	47	32	34	41	31
Vote "no"	47	44	52	45	51	39	56	47	41	49
Undecided/Ref	15	11	15	19	7	14	12	19	18	20

**AMONG “VERY CERTAIN” MAY VOTERS, OPPOSITION IS STRONGER THAN AMONG ALL VOTERS:**

26%	Yes
11%	Lean toward Yes
<b>37%</b>	<b>TOTAL VOTE YES</b>
<b>49%</b>	<b>TOTAL VOTE NO</b>
42%	No
7%	Lean toward No
14%	Undecided/Refused

Among certain May 5<sup>th</sup> voters, opposition nearly reaches a majority, and the direct “no” is 16 points higher than the direct “yes” vote (42 to 26 percent).

**Other key demographic breakouts among all voters**

Strongest opposition continues to be in Northern Michigan (56 to 33 percent); followed by the Bay area (52 to 29 percent). Central Michigan moved from support to opposition (49 to 37 percent), as did the Wayne, Oakland and Macomb County region (49 to 38 percent). Western Michigan continues to be supportive, but only narrowly (39 to 36 percent), with the Outer metro area moving from a bare majority support to a split (45 percent each).

Voters who participated in only one of the past two general elections continue to be supportive (48 to 38 percent), while votes who participated in both elections moved from support to opposition (48 to 37 percent).

Voters who say Michigan is headed in the right direction move from majority support to the support from a plurality (45 to 39 percent); voters who say the state is off on the wrong track continue to be opposed, but more solidly (65 to 22 percent), and voters who are undecided about the direction of the state move from a plurality in support to opposition (47 to 42 percent).

Voters who said Michigan’s economy is improving continue to be supportive, but by a plurality instead of a majority (44 to 40 percent), while voters who said the economy is not getting better continue to vote “no” by a 60 to 26 percent majority, and voters who said the economy will get worse continue to vote “no” by 76 to 24 percent.

Voters who are very certain to participate on May 5<sup>th</sup> would vote “no” move from a plurality in support to a near majority opposed (49 to 37 percent), those who are somewhat certain to participate would vote continue to vote “yes” by 44 to 39 percent, and voters who will only likely vote or not vote at all would vote “yes” move from a solid majority of support to a narrow plurality of 41 to 38 percent voting “yes.”

Voters with children moved from a plurality in support to a split (43 percent each), while voters without children moved from a plurality in support to a plurality opposed (48 to 36 percent).

Union members were supportive but are now opposed (49 to 39 percent), as are households where someone else is a union member (51 to 42 percent), with non-union households moving from support to opposition (46 to 37 percent).

College educated voters now oppose Proposal 1 (45 to 40 percent), voters with a post-HS technical education are split (44 to 43 percent), and voters with a HS or less education oppose the proposal more strongly (53 to 28 percent).

Voters age 18-34 are still supportive but by less (52 to 32 percent); voters age 35-49 now oppose the proposal (47 to 41 percent), with voters age 65 and over now opposed (48 to 36 percent). Voters age 50-64 are slightly more opposed (52 to 33 percent).

Protestant voters are now opposed (45 to 40 percent), as are voters without a religious preference (46 to 43 percent), with Catholics voting “no” by a strongly majority (59 to 28 percent). Voters with other religious preferences support Proposal 1, but by less (42 to 39 percent).

Moderates now oppose the proposal (47 to 40 percent), liberals are split (46 to 45 percent), and conservatives now oppose the proposal (47 to 36 percent).

Women now oppose Proposal 1 (44 to 38 percent), while all men are now opposed by a bare majority (50 to 39 percent). Men under age 50 still support Proposal 1, but by less (47 to 42 percent, while women under age 50 went from most supportive to split (42 percent each), with women age 50 and over now opposed (45 to 36 percent), and men age 50 and over even more opposed (55 to 33 percent).

Incomes of \$50K to \$75K are still supportive but by less (51 to 41 percent), incomes of \$25K to \$50K are now opposed (41 to 35 percent), as are incomes under \$25K (51 to 32 percent), with incomes over \$100K opposed by more (53 to 35 percent), and incomes of \$75K to \$100K unchanged in narrow opposition (47 to 43 percent).

## **Direction of the State**

Survey respondents were asked:

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

The responses in January and December were:

60%		Right direction
27%		Wrong track
13%		Undecided/Refused

In December, the responses were:

52%		Right direction
39%		Wrong track
9%		Undecided/Refused

There was an 8 point jump in “right direction” and a 12 point slip in “wrong track.”

<b>Jan 2015 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>
Right Direction	60	52	52	76	55	49	39	64	81	72
Wrong Track	27	35	29	17	33	37	38	20	15	18

## **7-in-10 say Michigan economy improving**

Survey respondents were asked:

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

The responses in January 2015 were:

71%	Has already bottomed out and is starting to improve
18%	Is at the bottom but is not yet getting any better
8%	Has not yet bottomed out and will still get worse
3%	Undecided/Refused

The responses in December 2014 were (nearly identical):

70%	Has already bottomed out and is starting to improve
15%	Is at the bottom but is not yet getting any better
12%	Has not yet bottomed out and will still get worse
3%	Undecided/Refused

<b>Jan 2015 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>
Improving	71	71	62	78	74	68	68	56	84	73
No better	18	17	24	15	11	22	18	30	10	20
Will get worse	8	10	8	3	11	8	9	8	4	3

## Obama favorability and job rating

Obama Favorability		<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>UND</u>
Jan 2015	Barack Obama	---	23%	<b>46%</b>	<b>47%</b>	31%	7%
Dec 2014	Barack Obama	---	23%	<b>47%</b>	<b>48%</b>	32%	5%

### Jan 2015 Partisan

Breakdown	All	Dems	Ind	Gop	Dem Men	Dem Wom	Ind Men	Ind Wom	Gop Men	Gop Wom
Favorable	46	86	41	6	82	88	29	53	6	7
Unfavorable	47	9	44	92	10	8	56	31	94	90

Survey respondents were 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?*

The responses in January 2015 were:

13%	Excellent
31%	Pretty good
<b>44%</b>	<b>TOTAL POSITIVE</b>
<b>55%</b>	<b>TOTAL NEGATIVE</b>
22%	Just fair
33%	Poor
1%	Undecided/Refused

The responses in December 2014 were:

8%	Excellent
33%	Pretty good
<b>41%</b>	<b>TOTAL POSITIVE</b>
<b>58%</b>	<b>TOTAL NEGATIVE</b>
21%	Just fair
37%	Poor
1%	Undecided/Refused

### Jan 2015 Partisan

Breakdown	All	Dems	Ind	Gop	Dem Men	Dem Wom	Ind Men	Ind Wom	Gop Men	Gop Wom
Positive	44	81	42	5	79	82	35	48	5	5
Negative	55	19	55	95	21	18	64	47	95	95



## Snyder favorability and job rating

		<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>UND</u>
Jan 2015	Rick Snyder	---	16%	<b>54%</b>	<b>36%</b>	19%	10%
Dec 2014	Rick Snyder	---	24%	<b>52%</b>	<b>40%</b>	24%	8%

<b>Jan 2015 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>
Positive	54	31	52	83	33	29	50	55	87	79
Negative	36	56	35	12	53	59	39	31	8	16

Survey respondents were asked:

*Overall, how would you rate the job being done by Rick Snyder 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?*

The responses in January 2015 were:

10%	Excellent
40%	Pretty good
<b>50%</b>	<b>TOTAL POSITIVE</b>
<b>48%</b>	<b>TOTAL NEGATIVE</b>
34%	Just fair
14%	Poor
2%	Undecided/Refused

The responses in December 2014 were:

12%	Excellent
37%	Pretty good
<b>49%</b>	<b>TOTAL POSITIVE</b>
<b>50%</b>	<b>TOTAL NEGATIVE</b>
30%	Just fair
20%	Poor
1%	Undecided/Refused

<b>Jan 2015 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>
Positive	50	31	42	78	30	32	39	44	84	74
Negative	48	68	55	21	69	68	59	50	15	25