

**EPIC-MRA STATEWIDE POLL OF LIKELY GOP PRIMARY VOTERS – JULY 2010**

[FREQUENCY REPORT OF SURVEY RESPONSES – 400 SAMPLE – ERROR ±4.9%]

Polling Dates: July 26, 2010 through July 27, 2010

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

**INTRO TO Q. 4 :** Now, I would like to read a list of names to you of political figures. For each name, please tell me if you recognize that person, and if so, whether your opinion of that person is favorable or unfavorable. The first name is \_\_\_\_\_. Do you have a favorable or unfavorable opinion of (him/her)? **[IF FAVORABLE/UNFAVORABLE]** Would that be very or generally?

<b>NAME (ROTATE 04-10)</b>	<b>NO REC</b>	<b>VER FAV</b>	<b>TOT FAV</b>	<b>TOT UNF</b>	<b>VER UNF</b>	<b>UNDEC</b>
__04. Andy Dillon	35%	1%	<b>13%</b>	<b>27%</b>	14%	25%
__05. Michael Cox	5%	15%	<b>50%</b>	<b>31%</b>	14%	14%
__06. Virg Bernero	48%	2%	<b>12%</b>	<b>23%</b>	12%	17%
__07. Pete Hoekstra	13%	20%	<b>52%</b>	<b>20%</b>	6%	15%
__08. Mike Bouchard	11%	15%	<b>51%</b>	<b>17%</b>	7%	21%
__09. Tom George	55%	2%	<b>12%</b>	<b>10%</b>	4%	23%
__10. Rick Snyder	22%	18%	<b>48%</b>	<b>10%</b>	4%	20%

**TOTAL VOTE INCLUDING ABSENTEE VOTES**

\_\_11&12. If the Republican Primary election for Governor were held today, which of the following candidates would you vote for? **[READ AND ROTATE 1 TO 5]**

**[IF UNDECIDED, ASK** Well, if the election were held today and you had to decide right now, which candidate do you lean toward? **[READ AND ROTATE 1 TO 5]**

20%	Mike <b>COX</b>	
3%	Lean toward <b>COX</b>	
1%	Absentee <b>COX</b>	<b>24% TOTAL COX</b>
20%	Pete <b>HOEKSTRA</b>	
1%	Lean toward <b>HOEKSTRA</b>	
2%	Absentee <b>HOEKSTRA</b>	<b>23% TOTAL HOEKSTRA</b>
8%	Mike <b>BOUCHARD</b>	
1%	Lean Toward <b>BOUCHARD</b>	
1%	Absentee <b>BOUCHARD</b>	<b>10% TOTAL BOUCHARD</b>
23%	Rick <b>SNYDER</b>	
2%	Lean toward <b>SNYDER</b>	
1%	Absentee <b>SNYDER</b>	<b>26% TOTAL SNYDER</b>
1%	Tom <b>GEORGE</b>	
--%	Lean toward <b>GEORGE</b>	
--%	Absentee <b>GEORGE</b>	<b>1% TOTAL GEORGE</b>
14%	Undecided/Refused	

\_\_13. How certain are you that you will vote for **(CANDIDATE NAMED IN Q. 12 OR 13)** – very certain, somewhat certain, or not certain at all?

44%	Very certain
44%	Somewhat certain
12%	Not certain at all
---	Undecided/Refused

\_\_14. Is there one specific issue or campaign message that **(CANDIDATE NAMED)** talked about, or some other reason, that influenced you to vote for him? **[WRITE COMMENT AS STATED]**

9%	Agree With Positions	2%	Know Personally
9%	His Experience	2%	Strong Leader
8%	Business Background	2%	Tax Policy
8%	Not a Politician	2%	Values – Morals
6%	Best Candidate	1%	Confidence
6%	No – None	1%	Ex-Military
6%	Pro-Life	1%	Government Spending Policy
5%	Job Creation Policy	1%	Gun Laws Policy
5%	Most Familiar With	1%	Health Care Policy
4%	Best – Cleanest Campaign	1%	Law Enforcement Experience
4%	Conservative	1%	Most Favorable Toward Unions
3%	Economic Policy	1%	New Candidate
3%	Honesty – Trustworthy	1%	Right to Work Policy
2%	Attorney General	1%	Terri Lynn Land
2%	Endorsements	2%	Other/Undecided/Refused

\_\_18. On the abortion issue, 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?

- 26% Pro-choice
- 67% Pro-life
- 7% Undecided/Refused ----- **GO TO Q. 20**

\_\_19. How much will a candidate’s position on the abortion issue influence which candidate you vote for in the Republican primary – will the candidates position on abortion be a deciding factor, will it be very important, but not a deciding factor, will it be somewhat important, or not really all that important?

- 22% A deciding factor
- 39% Very important, but not a deciding factor
- 16% Somewhat important
- 22% Not all that important
- 1% Undecided/Refused

\_\_20. How much will the position of candidates on issues important to business groups like the Michigan Chamber of Commerce influence which candidate you vote for in the Republican primary – will the candidate position on business issues be a deciding factor, will it be very important, but not a deciding factor, will it be somewhat important, or not really important at all?

- 12% A deciding factor
- 31% Very important, but not a deciding factor
- 34% Somewhat important
- 19% Not all that important
- 4% Undecided/Refused

### Selected demographic results

\_\_28. Generally speaking, do you consider yourself to be 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?

- Strong Democrat ----- **2% TOTAL DEMOCRAT**
- 1% Not Strong Democrat
- 1% Independent-Lean Democrat
- 15% Independent
- 18% Independent-Lean Republican
- 15% Not Strong Republican
- 47% Strong Republican ----- **80% TOTAL REPUBLICAN**
- 1% Other party
- 2% Undecided/Refused

\_\_29. Thinking in political terms, do you think of yourself as a **(ROTATE)** liberal, moderate or conservative?

**(IF LIBERAL)** Do you consider yourself very liberal or just mostly liberal?

**(IF MODERATE)** Do you consider yourself a moderate that leans more liberal or conservative, or, do you just consider yourself a moderate?

**(IF CONSERVATIVE)** Do you consider very conservative or just mostly conservative?

- 1% Very liberal ----- **7% TOTAL LIBERAL**
- 2% Mostly liberal
- 4% Moderate - Lean more liberal
- 16% Moderate
- 15% Moderate - Lean more conservative
- 26% Mostly conservative
- 31% Very conservative ----- **72% TOTAL CONSERVATIVE**
- 1% Other
- 4% Undecided/Refused