FINAL MICHIGAN TOPLINES

Area Code:

(N=500)	n	%
North	53	10.60
West	95	19.00
Mid	89	17.80
Flint/Tri	59	11.80
Southeast	204	40.80

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INTRO SECTION>

Hello, my name is _____ and I am conducting a survey for Suffolk University and USA TODAY and I would like to get your opinions on some questions about the upcoming elections in Michigan. Would you be willing to spend five minutes answering some brief questions? (quota – youngest in that household). Are you currently registered to vote?

(N=500)	n	%
Male	240	48.00
Female	260	52.00

S2   Thank You. How likely are you to vote in the Michigan election for U.S. Senate and Governor – very likely, somewhat likely, not very likely, or not at all likely?

(N=500)	n	%
Very Likely	468	93.60
Somewhat Likely	32	6.40

1   Do you consider yourself a Democrat, Republican, Independent, or something else?

(N=500)	n	%
Democrat	204	40.80
Republican	177	35.40
Independent	115	23.00
Other	4	0.80

2.   What is your age category?

(N=500)	n	%
18-25 YRS	19	3.80
26-35 YRS	78	15.60
36-45 YRS	98	19.60
46-55 YRS	100	20.00
56-65 YRS	81	16.20
66-75 YRS	69	13.80
OVER 75 YRS	52	10.40
Refused	3	0.60

3.   Which of the following best describes your race or ethnicity?

(N=500)	n	%
White/Caucasian	398	79.60
African-American	62	12.40
Asian	10	2.00
American Indian	5	1.00
Hispanic/ Latino	20	4.00
Other	2	0.40
Undecided	3	0.60
Refused	0	0.00

4. Thinking back to the 2012 election, did you vote for Barack Obama, Mitt Romney, someone else, or did you not vote in the presidential election?

(N=500)	n	%
Barack Obama	242	48.40
Mitt Romney	208	41.60
Someone else	21	4.20
Did not vote	15	3.00
Undecided	7	1.40
Refused	7	1.40

{FOR 4.1}

5. Today, do you feel good about voting for Barack Obama or do you regret voting for Barack Obama?

(N=242)	n	%
Feel Good	210	86.78
Regret	22	9.09
Undecided	10	4.13
Refused	0	0.00

6. Do you approve or disapprove of the job that Barack Obama is doing as president?

(N=500)	n	%
Approve	215	43.00
Disapprove	248	49.60
Undecided	35	7.00
Refused	2	0.40

7. Do you approve or disapprove of the job Carl Levin is doing as U.S. Senator?

(N=500)	n	%
Approve	240	48.00
Disapprove	150	30.00
Undecided	108	21.60
Refused	2	0.40

Great, I am going to read you a list of individuals in state and national politics. For each, please tell me if your opinion of them is generally favorable or generally unfavorable. If you are undecided or if you have never heard of someone, just tell me that. First take Barack Obama. Is your opinion of Barack Obama generally favorable or generally unfavorable? (RANDOMIZE 9-22)

(N=500)	NEVER HEARD	FAVORABLE	UNFAVORABLE	HOF/UNDECIDED
8. Barack Obama	8	237	235	20
	1.60	47.40	47.00	4.00
9. Hillary Clinton	5	248	200	47
	1.00	49.60	40.00	9.40
10. Carl Levin	34	256	134	76
	6.80	51.20	26.80	15.20
11. Rick Snyder	16	219	196	69
	3.20	43.80	39.20	13.80
12. Mark Schauer	87	160	136	117
	17.40	32.00	27.20	23.40
13. Mary Buzuma	319	32	48	101
	63.80	6.40	9.60	20.20

(N=500)	NEVER HEARD	FAVORABLE	UNFAVORABLE	HOF/UNDECIDED
14. Paul Homeniuk	328 65.60	36 7.20	43 8.60	93 18.60
15. Mark McFarlin	275 55.00	50 10.00	53 10.60	122 24.40
16. Terri Lynn Land	42 8.40	176 35.20	205 41.00	77 15.40
17. Gary Peters	60 12.00	170 34.00	164 32.80	106 21.20
18. Jim Fulner	320 64.00	29 5.80	47 9.40	104 20.80
19. Chris Wahmhoff	326 65.20	32 6.40	45 9.00	97 19.40
20. Richard Matkin	316 63.20	37 7.40	40 8.00	107 21.40
21. Michigan State Legislature	23 4.60	180 36.00	174 34.80	123 24.60
22. U.S. Congress	18 3.60	124 24.80	296 59.20	62 12.40

23. For U.S. Senate there are five candidates listed on your ballot in the following order: Republican Terri Lynn Land, Democrat Gary Peters, Libertarian Jim Fulner, Richard Matkin, U.S. Taxpayers Party, and Chris Wahmhoff, Green Party. At this point for whom will you vote or lean toward – Land, Peters, Fulner, Matkin, or Wahmhoff?

(N=500)	n	%
Republican Terri Lynn Land	184	36.80
Democrat Gary Peters	228	45.60
Libertarian Jim Fulner	16	3.20
Richard A. Matkin, U.S. Taxpayers Party	9	1.80
Green Party Chris Wahmhoff	7	1.40
Undecided	52	10.40
Refused	4	0.80

{FOR 23.3-23.5}
24. Who would be your second choice – Land or Peters?

(N=32)	n	%
Republican Terri Lynn Land	6	18.75
Democrat Gary Peters	12	37.50
Undecided	11	34.38
Refused	3	9.38

25A.   What is the first word or phrase that comes to mind when you hear the name: Terri Lynn Land

(N=500)	n	%
"Abortion/Women's rights"	8	1.60
"Koch brothers/Big business"	19	3.80
"Secretary of State"	26	5.20
"Republican"	18	3.60
"Liar/Untrustworthy/Crook"	36	7.20
"Rich/Has money"	12	2.40
"A woman"	16	3.20
"Intelligent/Smart"	9	1.80
"Capable/Experience/Good job"	20	4.00
"For the people"	8	1.60
"Honest/Fair/Truthful"	15	3.00
"Conservative"	6	1.20
"Hardworking"	7	1.40
"Not qualified/Out of touch/Not good for Michigan"	12	2.40
"Best choice"	6	1.20
"Views/stand on issues"	12	2.40
"Commercials/Ads on TV"	8	1.60
"Selfish/Self-centered"	4	0.80
"Like her"/General positive mentions	30	6.00
"Dislike like her"/General negative mentions	77	15.40
"Don't know her"	18	3.60
Other	19	3.80
None/Nothing	36	7.20
DK/NA/Refused	78	15.60

25B.   What is the first word or phrase that comes to mind when you hear the name: Gary Peters

(N=500)	n	%
"Democrat"	32	6.40
"Crook/Liar/Untrustworthy"	40	8.00
"Taxes"	8	1.60
"Politician"	10	2.00
"Honest/Fair"	15	3.00
"Experienced/Qualified/Congressman"	17	3.40
"For the people"	8	1.60
"Hard-worker/Will do a good job"	18	3.60
"Rich/Big Money"	10	2.00
"Views/stand on issues"	14	2.80
"Commercials"	3	0.60
"Selfish/Out for himself"	6	1.20
"Like him"/General positive mentions	67	13.40
"Dislike like him"/General negative mentions	44	8.80
"Don't know him"	43	8.60
Other	22	4.40
None/Nothing	40	8.00
DK/NA/Refused	103	20.60

26.   Thinking about Congress, if the elections were today, would you vote for/lean toward (ROTATE) the Republican candidate or the Democratic candidate for Congress in your district?

(N=500)	n	%
Republican	214	42.80
Democratic	227	45.40
Undecided	55	11.00
Refused	4	0.80

27.   Do you think of your vote for Congress as a vote for Obama, as a vote against Obama, or isn't he much of a factor in your vote?

(N=500)	n	%
For Obama	159	31.80
Against Obama	135	27.00
He's not a factor	192	38.40
Don't Know/Refused	14	2.80

28.   Will the issue of which party controls Congress be a factor in your vote for Congress this year?

(N=500)	n	%
Yes	317	63.40
No	154	30.80
Undecided	28	5.60
Refused	1	0.20

29.   What is the most important issue when casting your vote for Congress this year: (RANDOMIZE) jobs, healthcare, federal budget deficit, education, security/terrorism, and immigration…?

(N=500)	n	%
Jobs	122	24.40
Healthcare	83	16.60
Federal budget deficit	70	14.00
Education	58	11.60
Security/terrorism	67	13.40
Immigration	53	10.60
Other (Write-in)	22	2.20
Undecided	24	4.80
Refused	1	0.20
All	11	2.20

30.   For Governor, there are five candidates listed on your ballot in the following order: Republican Rick Snyder, Democrat Mark Schauer, Libertarian Mary Buzuma, Mark McFarlin U.S. Taxpayers Party, or Paul Homeniuk, Green Party. At this point for whom will you vote or lean toward – Snyder, Schauer, Buzuma, McFarlin, or Homeniuk?

(N=500)	n	%
Republican Rick Snyder	215	43.00
Democrat Mark Schauer	226	45.20
Libertarian Mary Buzuma	9	1.80
Mark McFarlin U.S. Taxpayers Party	4	0.80
Green Party Paul Homeniuk	6	1.20
Undecided	40	8.00
Refused	0	0.00

{FOR 30.3-30.5}
  31. Who would be your second choice – Snyder or Schauer?

(N=19)	n	%
Republican Rick Snyder	6	31.58
Democrat Mark Schauer	8	42.11
Undecided	1	5.26
Refused	4	21.05

32.   For Lieutenant Governor, there are five candidates listed on your ballot in the following order: Republican Brian Nelson Calley, Democrat Lisa Brown, Libertarian Scotty Boman, Richard Mendoza U.S. Taxpayers Party, and Candace Caveny, Green Party. At this point for whom will you vote or lean toward – Calley, Brown, Boman, Mendoza, or Caveny?

(N=500)	n	%
Republican Brian Nelson Calley	164	32.80
Democrat Lisa Brown	217	43.40
Libertarian Scotty Boman	9	1.80
Richard Mendoza, U.S. Taxpayers Party	7	1.40
Green Party Candace Caveny	9	1.80
Undecided	94	18.80
Refused	0	0.00

33.   For Secretary of State, there are five candidates listed on your ballot in the following order: Republican Ruth Johnson, Democrat Godfrey Dillard, Libertarian James Lewis, Robert Gale U.S. Taxpayers Party, and Jason Robert Gatties, Natural Law Party. At this point for whom will you vote or lean toward – Johnson, Dillard, Lewis, Gale, or Gatties?

(N=500)	n	%
Republican Ruth Johnson	181	36.20
Democrat Godfrey Dillard	199	39.80
Libertarian James Lewis	11	2.20
Robert Gale, U.S. Taxpayers Party	5	1.20
Jason Robert Gatties, Natural Law Party	1	0.20
Undecided	101	20.20
Refused	2	0.40

34.   For Attorney General, there are five candidates listed on your ballot in the following order: Republican Bill Schuette, Democrat Mark Totten, Libertarian Justin Altman, Gerald T. Van Sickle, U.S. Taxpayers Party, and John Anthony LaPietra, Green Party. At this point for whom will you vote or lean toward – Schuette, Totten, Altman, Van Sickle, or LaPietra?

(N=500)	n	%
Republican Bill Schuette	182	36.40
Democrat Mark Totten	214	42.80
Libertarian Justin Altman	10	2.00
Gerald T. Van Sickle, U.S. Taxpayers Party	5	1.00
Green Party John Anthony LaPietra	3	0.60
Undecided	85	17.00
Refused	1	0.20

35.   Over the past two years do you feel that the state of the economy in Michigan has, in general, improved, stayed the same or has it gotten worse?

(N=500)	n	%
Improved	255	51.00
Stayed The Same	114	22.80
Gotten Worse	117	23.40
Undecided	14	2.80
Refused	0	0.00

36.   Overall, do you feel that the Affordable Care Act signed into law in 2010, sometimes called Obamacare, is generally good for Michigan or generally bad?

(N=500)	n	%
Generally Good	206	41.20
Generally Bad	244	48.80
Undecided	49	9.80
Refused	1	0.20

37.   Thinking about the Presidential Primaries in early 2016, are you more likely to vote in Michigan's Democratic Primary, Republican Primary, or will you skip the primaries in early 2016?

(N=500)	n	%
Will vote in Democratic Primary	212	42.40
Will vote in Republican Primary	188	37.60
Will skip Primaries	45	9.00
Undecided	52	10.40
Refused	3	0.60

{FOR 37.2}

38.   I'm going to read you about a dozen Republican candidates for President. Please tell me which of the following would be your first choice if the Republican Primary were held today (ROTATE): Jeb Bush, Chris Christie, Ted Cruz, Mike Huckabee, Jon Huntsman, John Kasich, Bobby Jindal, Rand Paul, Rick Perry, Marco Rubio, Paul Ryan, Rick Santorum, Scott Walker.

(N=188)	n	%
Jeb Bush	21	11.17
Chris Christie	12	6.38
Ted Cruz	10	5.32
Mike Huckabee	21	11.17
Jon Huntsman	4	2.13
Bobby Jindal	5	2.66
John Kasich	1	0.53
Rand Paul	13	6.91
Rick Perry	12	6.38
Marco Rubio	18	9.57
Paul Ryan	11	5.85
Rick Santorum	10	5.32
Scott Walker	12	6.38
Undecided	32	17.02
Refused	4	2.13
Other (Write-in)	2	1.06

{FOR 38.1 – 38.13 or 38.16}

39.   Who would be your second choice…

(N=152)	n	%
Jeb Bush	21	13.82
Chris Christie	15	9.87
Ted Cruz	9	5.92
Mike Huckabee	15	9.87
Jon Huntsman	4	2.63
Bobby Jindal	8	5.26
John Kasich	2	1.32
Rand Paul	8	5.26
Rick Perry	4	2.63
Marco Rubio	20	13.16
Paul Ryan	20	13.16
Rick Santorum	4	2.63
Scott Walker	8	5.26
Undecided	10	6.58
Refused	2	1.32
Other (Write-in)	2	1.32

{FOR 38.1 – 38.13 or 38.16}

40.   Thinking back to your first choice, if I added Mitt Romney to that list, would you still vote for _____, or vote for Romney…… or someone else?

(N=152)	n	%
Mitt Romney	60	39.47
Jeb Bush	15	9.87
Chris Christie	4	2.63
Ted Cruz	10	6.58
Mike Huckabee	8	5.26
Jon Huntsman	2	1.32
Bobby Jindal	4	2.63
John Kasich	0	0.00
Rand Paul	2	1.32
Rick Perry	3	1.97
Marco Rubio	8	5.26
Paul Ryan	4	2.63
Rick Santorum	2	1.32
Scott Walker	7	4.61
Undecided	21	13.82
Refused	2	1.32

{FOR 37.1}

41.   I'm going to read you five possible Democratic candidates for President. Please tell me which of the following would be your first choice if the Democratic Primary were held today (ROTATE): Joe Biden, Hillary Clinton, Andrew Cuomo, Martin O'Malley, or Elizabeth Warren?

(N=212)	n	%
Joe Biden	37	17.45
Hillary Clinton	129	60.85
Andrew Cuomo	8	3.77
Martin O'Malley	2	0.94
Elizabeth Warren	14	6.60
Undecided	19	8.96
Refused	2	0.94
Other (Write-in)	1	0.47

{FOR 41.1 – 41.5 or 41.8}
42.   Who would be your second choice…

(N=191)	n	%
Joe Biden	83	43.46
Hillary Clinton	32	16.75
Andrew Cuomo	17	8.90
Martin O'Malley	9	4.71
Elizabeth Warren	28	14.66
Undecided	19	9.95
Refused	0	0.00
Other (Write-in)	3	1.57

These final five questions will help us classify your answers with others taking the survey.

43.   Has anyone in your household ever served in the U.S. military?

(N=500)	n	%
Yes	242	48.40
No	255	51.00
Undecided	1	0.20
Refused	2	0.40

44.   Does anyone in your household belong to a labor union?

(N=500)	n	%
Yes	160	32.00
No	335	67.00
Undecided	4	0.80
Refused	1	0.20

45.   When it comes to politics, what TV News Network or commentary source do you trust the most (randomize) ABC, NBC, CBS, Fox NEWS, CNN, MSNBC, C-SPAN, COMEDY Central?

(N=500)	n	%
ABC	46	9.20
CBS	37	7.40
CNN	74	14.80
C-SPAN	14	2.80
COMEDY Central	21	4.20
Fox NEWS	158	31.60
MSNBC	46	9.20
NBC	56	11.20
Undecided	42	8.40
Refused	6	1.20

46.   What is your annual household income (READ)?

(N=500)	n	%
Under $60,000 per year	205	41.00
Under $100,000 per year	142	28.40
Under $140,000 per year	53	10.60
$140,000 or OVER	38	7.60
Undecided	23	4.60
Refused	39	7.80

47.   How important is religion in your life (READ)?
        (N=500)   n   %
        Very important--- 308   61.60
        Somewhat important--- 122   24.40
        Not very important--- 39   7.80
        Not at all important --- 29   5.80
        Undecided --0   0.00
        Refused --2   0.40

48.   Are you willing to be interviewed by a USA Today reporter for an upcoming article, please give me your name and verify best phone number?
        (N=500)   n   %
        Yes --- 132   26.40
        No --- 368   73.60

[THANK YOU FOR YOUR TIME. HAVE A NICE DAY/EVENING.]