

# EPIC-MRA

**Michigan polling results, and other  
polling results, on the November 8<sup>th</sup> election**

**April 20, 2016**

# What EPIC-MRA Does For Clients

- **Live telephone interviewer surveys**
- **Automated “robo call” surveys**
- **On-line surveys**
- **On-bus ridership surveys**
- **Focus group research**
- **Database development and database products**
- **Consulting on communication strategies & campaign messaging**

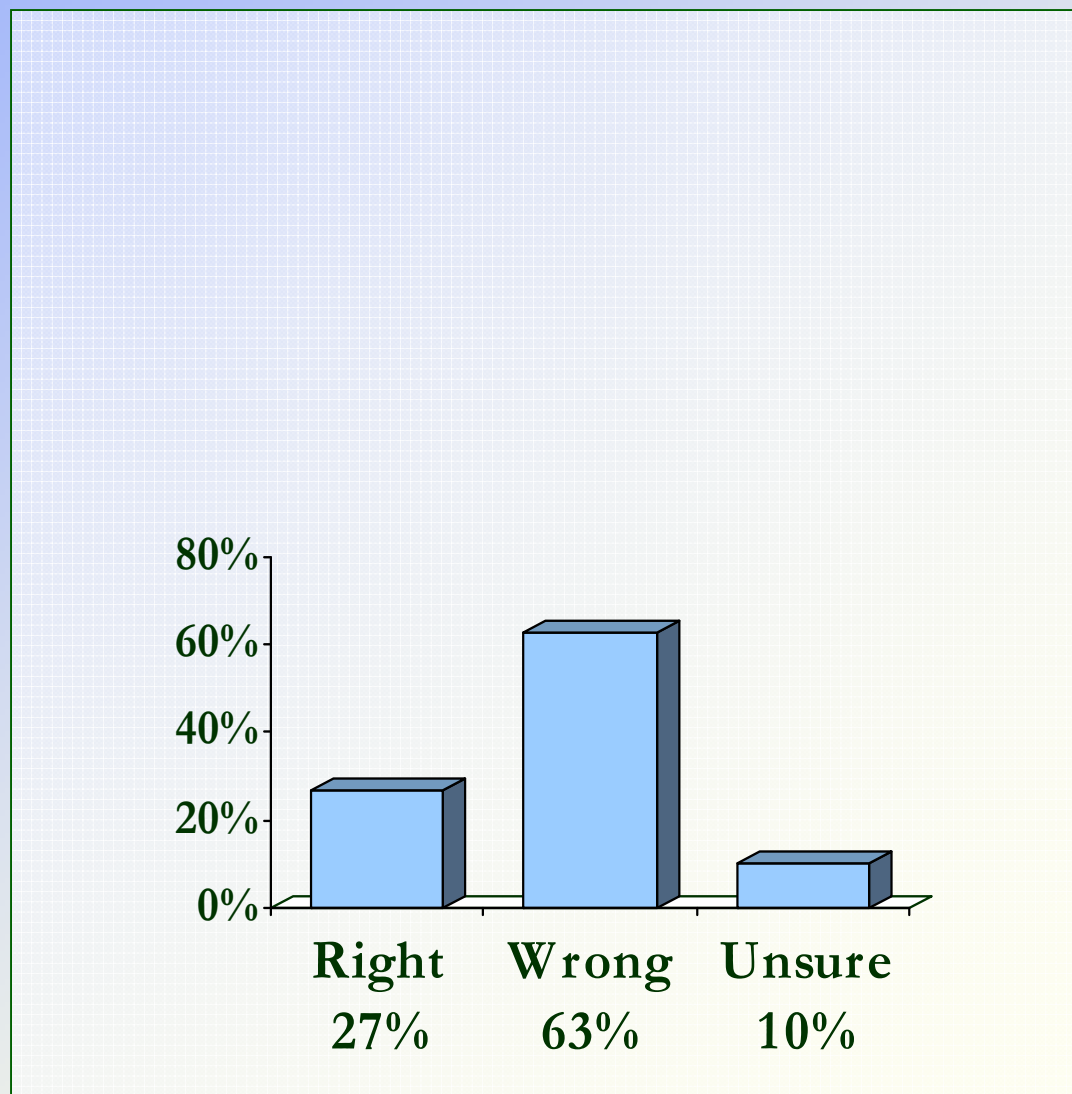
## Who are EPIC-MRA Clients?

- **Media clients -- Detroit Free Press, WLNS TV 6, WXYZ TV 7, WOOD TV 8, WJRT TV 12, Crain's Business**
- **Education/K-12 schools, ISD's, community colleges, universities**
- **State government – DNR, DOE, MSP, ORS, MDOT, Library of Michigan, Office of Highway Safety Planning**
- **Local governments – counties, cities, townships & libraries**
- **Labor unions, business groups, and state associations**
- **Hospitals, health systems and health care associations**
- **Electric utilities and transit authorities**
- **Credit unions -- member satisfaction and merger surveys**
- **Candidates and ballot question committees**



## Direction of the Country among Michigan Voters – March 2016

- **Right Direction**      **27%**
- **Wrong Track**        **63%**
- **Unsure**                **10%**

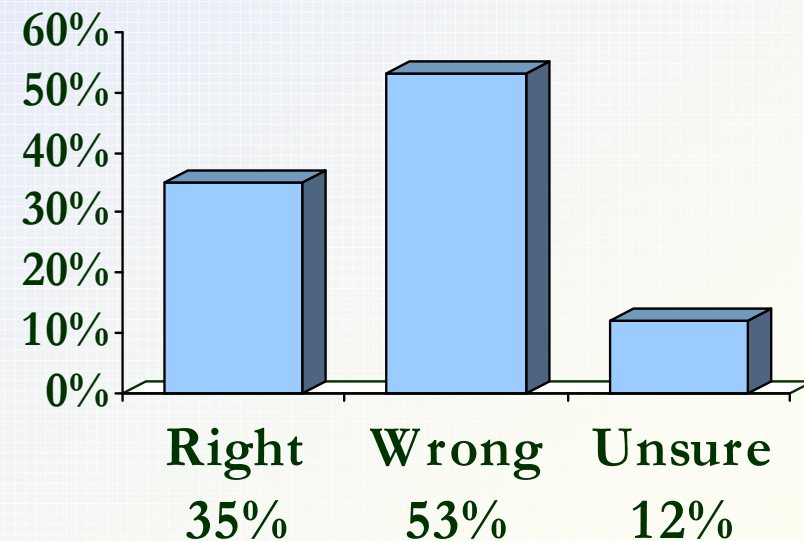


## Partisan breakdown of Country Direction in Michigan – March 2016

	<b>Right Direction</b>	<b>Wrong Track</b>	<b>DK</b>
<b>All Democrats</b>	<b>49%</b>	<b>40%</b>	<b>11%</b>
<b>All Independents</b>	<b>20%</b>	<b>66%</b>	<b>14%</b>
<b>All Republicans</b>	<b>8%</b>	<b>86%</b>	<b>6%</b>

# Direction of the State of Michigan – March 2016

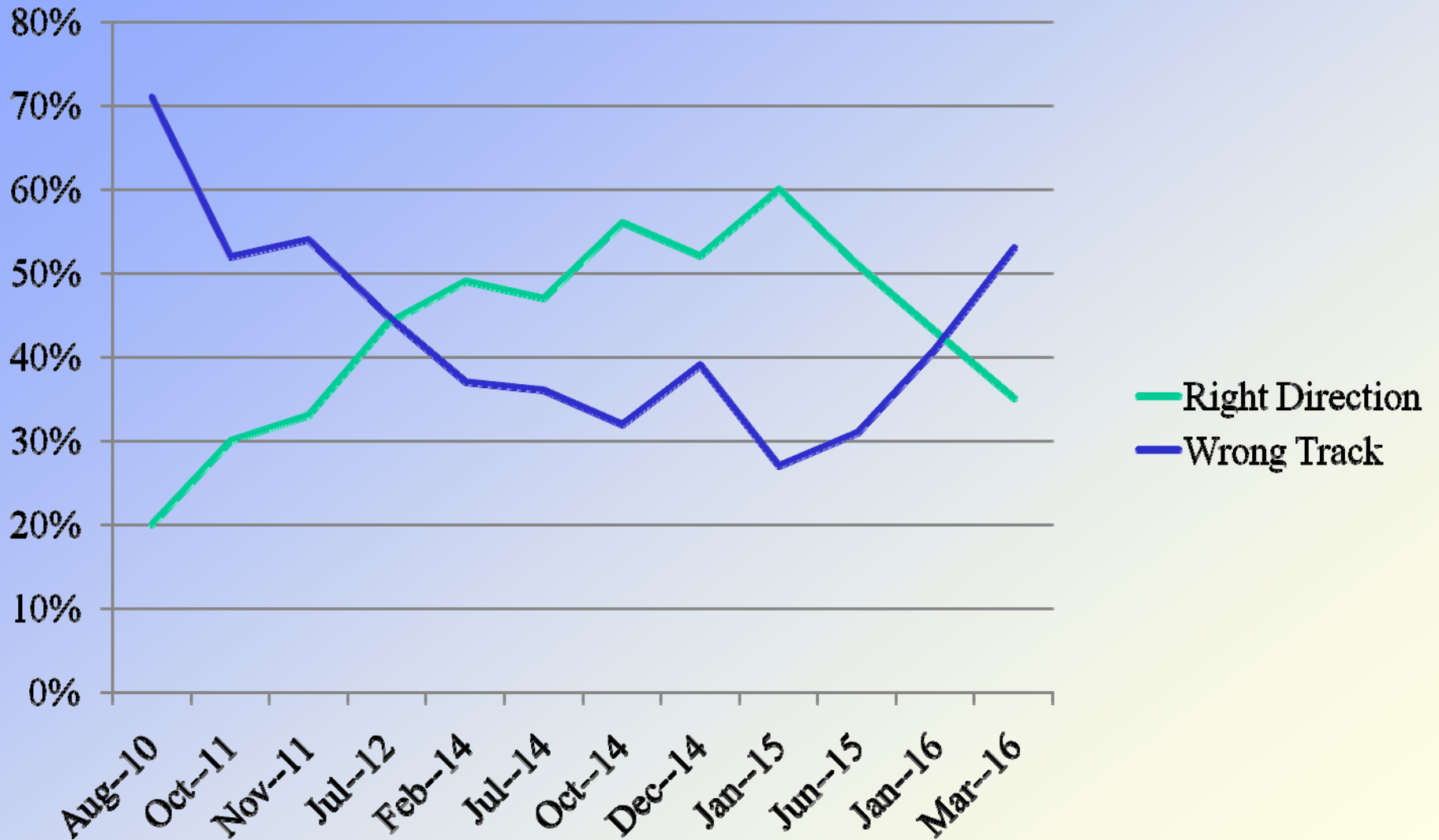
- **Right Direction**      **35%**
  - **Wrong Track**      **53%**
  - **Unsure**      **12%**
- 
- **In January, 43% right direction, 41% wrong track, with 16% unsure**



## Partisan breakdown of State Direction – March 2016

	Right Direction	Wrong Track	DK
All Democrats	24%	69%	7%
All Independents	37%	49%	14%
All Republicans	47%	38%	15%
Democratic men	29%	63%	8%
Democratic women	20%	73%	7%
Independent men	41%	47%	12%
Independent women	31%	52%	17%
Republican men	52%	35%	13%
Republican women	42%	42%	16%

# History of State Direction





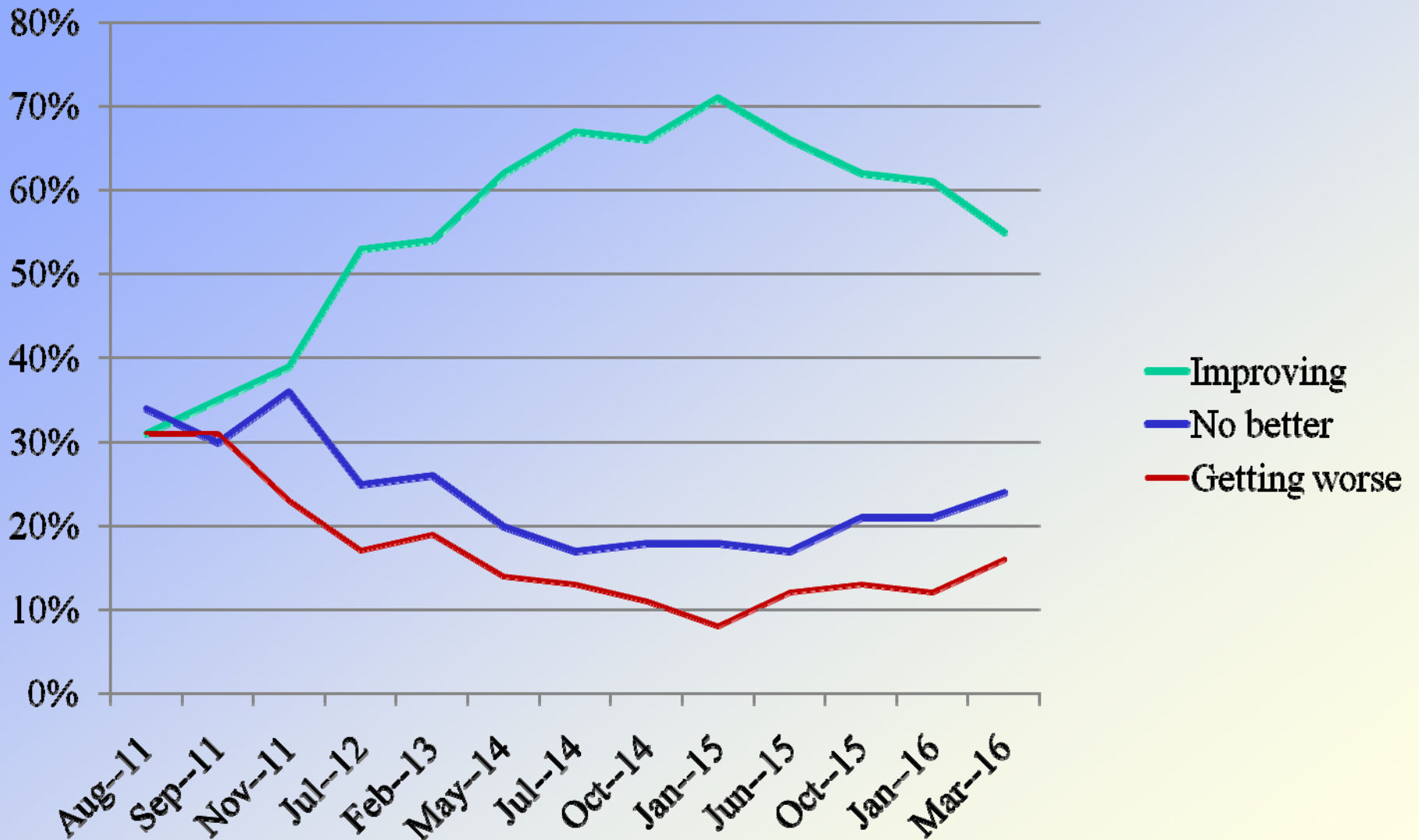
## Voters becoming less optimistic about state economy

	<u>Jan</u> <u>2015</u>	<u>Jan</u> <u>2016</u>	<u>Mar</u> <u>2016</u>
▪ <b>Has already bottomed out and is starting to improve</b>	<b>71%</b>	<b>61%</b>	<b>55%</b>
▪ <b>Is at the bottom but is not yet getting any better</b>	<b>18%</b>	<b>21%</b>	<b>24%</b>
▪ <b>Has not bottomed out yet and will still get worse</b>	<b>8%</b>	<b>12%</b>	<b>16%</b>

## Partisan views on condition of Michigan economy – March 2016

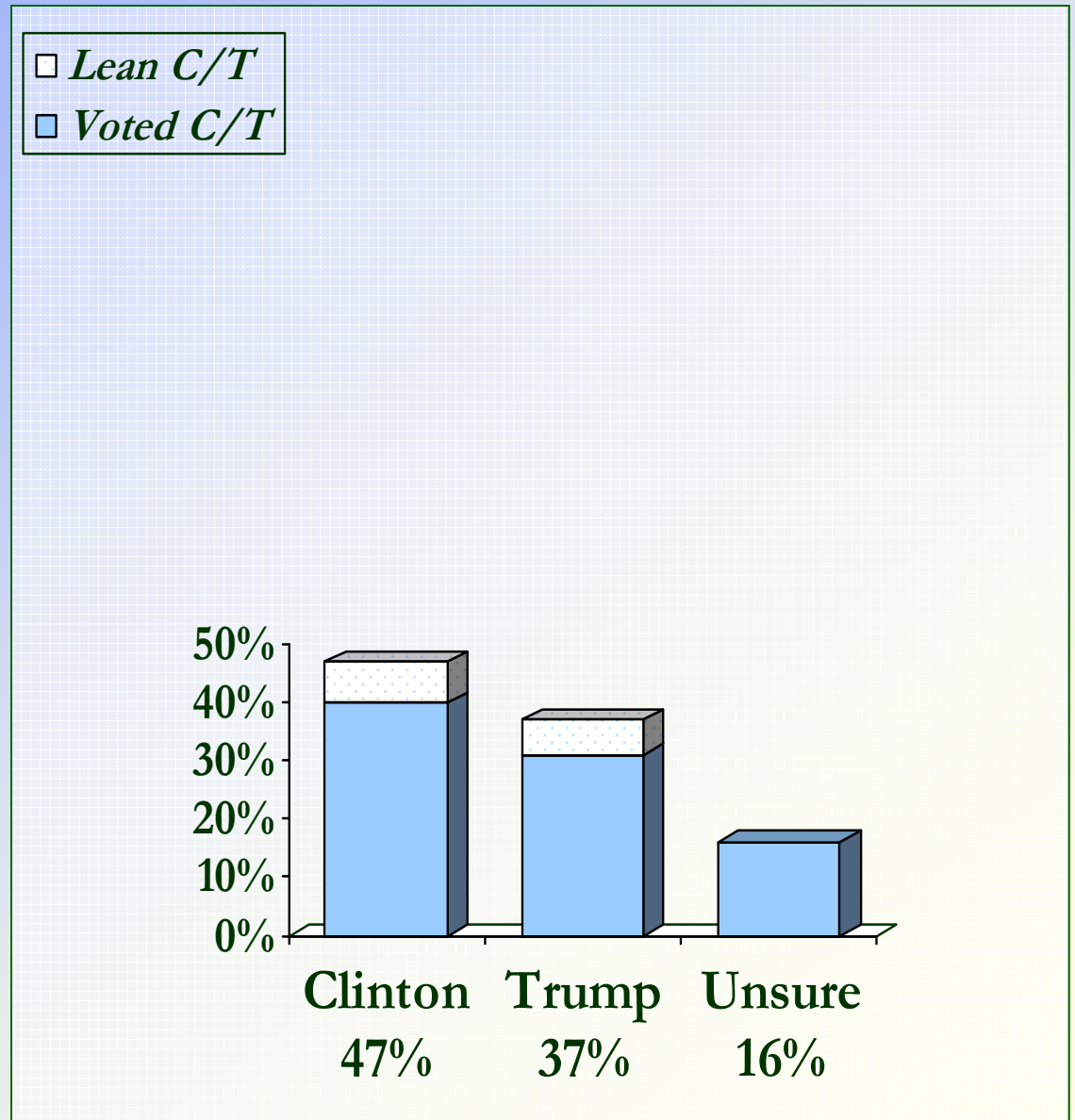
	<u>DEMS</u>	<u>IND</u>	<u>GOP</u>
▪ <b>Has already bottomed out and is starting to improve</b>	<u>51%</u>	<u>48%</u>	<u>64%</u>
▪ <b>Is at the bottom but is not yet getting any better</b>	27%	30%	19%
▪ <b>Has not bottomed out yet and will still get worse</b>	19%	17%	12%

# Historic view of Michigan economy



# Clinton vs. Trump for President – March 2016

- **Vote Clinton** 40%
- **Lean Clinton** 7%
- **Total Clinton** 47%
  
- **Vote Trump** 31%
- **Lean Trump** 6%
- **Total Trump** 37%
  
- **Undecided** 16%



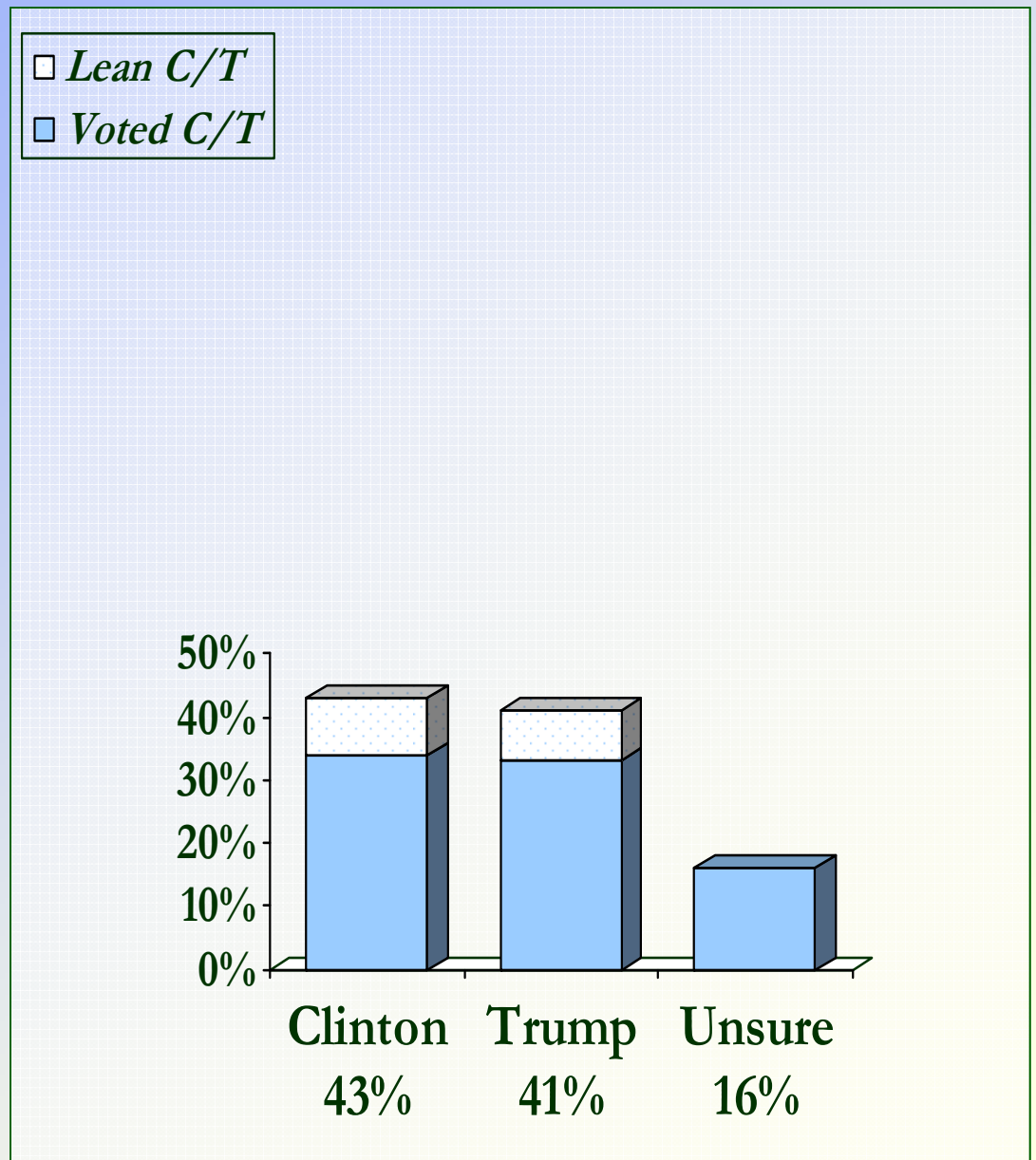


## Partisan breakdown of Clinton vs. Trump in Michigan – March 2016

	<b>Clinton</b>	<b>Trump</b>	<b>DK</b>
<b>All Democrats</b>	<b>87%</b>	<b>7%</b>	<b>6%</b>
<b>All Independents</b>	<b>40%</b>	<b>33%</b>	<b>27%</b>
<b>All Republicans</b>	<b>8%</b>	<b>75%</b>	<b>17%</b>
<b>Democratic men</b>	<b>86%</b>	<b>7%</b>	<b>7%</b>
<b>Democratic women</b>	<b>88%</b>	<b>7%</b>	<b>5%</b>
<b>Independent men</b>	<b>38%</b>	<b>37%</b>	<b>25%</b>
<b>Independent women</b>	<b>41%</b>	<b>28%</b>	<b>31%</b>
<b>Republican men</b>	<b>4%</b>	<b>75%</b>	<b>21%</b>
<b>Republican women</b>	<b>11%</b>	<b>74%</b>	<b>14%</b>

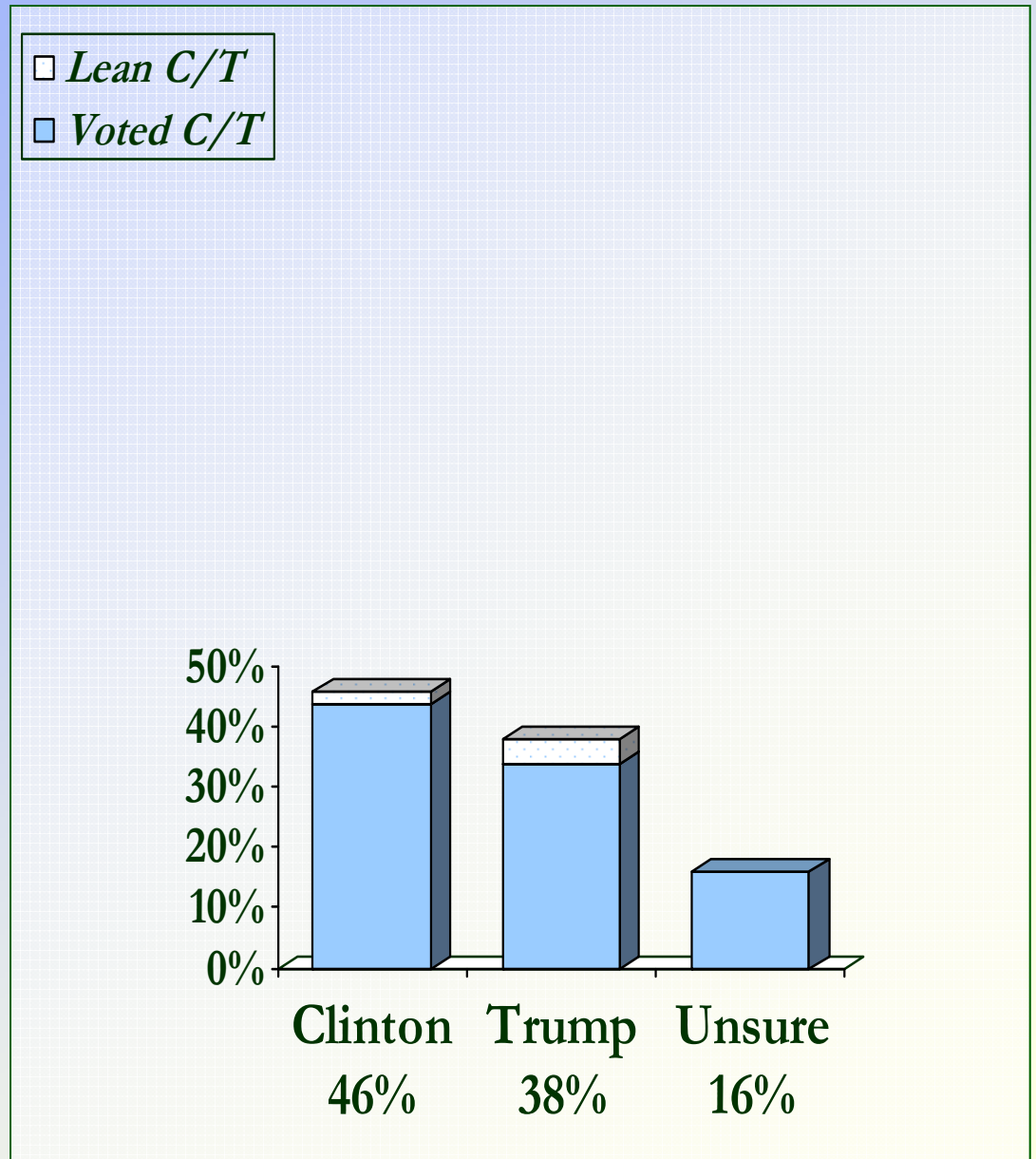
# Clinton vs. Trump for President – January 2016

- **Vote Clinton** 34%
- **Lean Clinton** 9%
- **Total Clinton** 43%
  
- **Vote Trump** 33%
- **Lean Trump** 8%
- **Total Trump** 41%
  
- **Undecided** 16%



# Clinton vs. Trump for President – October 2015

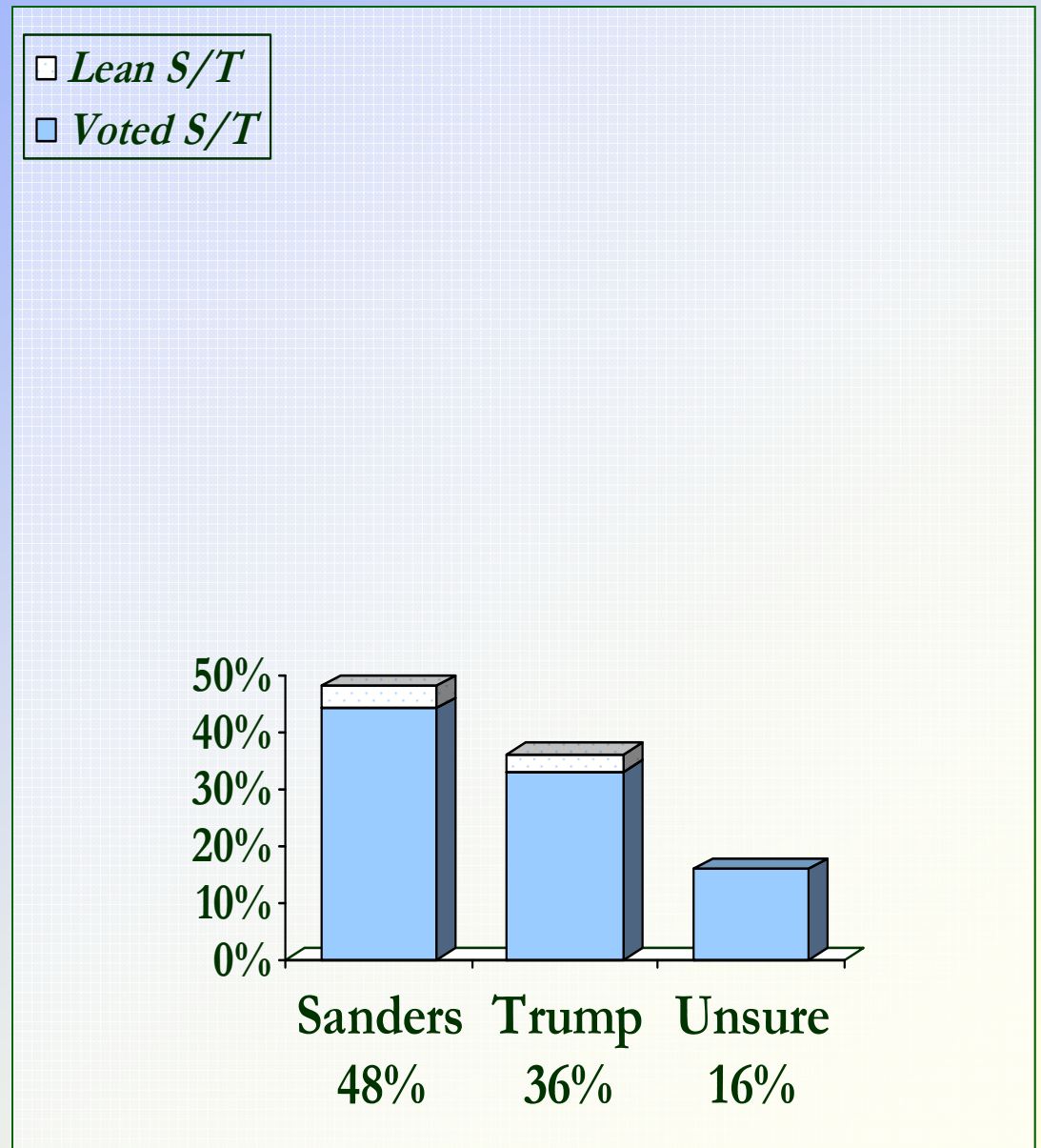
- **Vote Clinton** 44%
- **Lean Clinton** 2%
- Total Clinton** 46%
  
- **Vote Trump** 34%
- **Lean Trump** 4%
- Total Trump** 38%
  
- **Undecided** 16%





# Sanders vs. Trump for President – October 2015

- **Vote Sanders** 44%
- **Lean Sanders** 4%
- Total Sanders** 48%
  
- **Vote Trump** 33%
- **Lean Trump** 3%
- Total Trump** 36%
  
- **Undecided** 16%





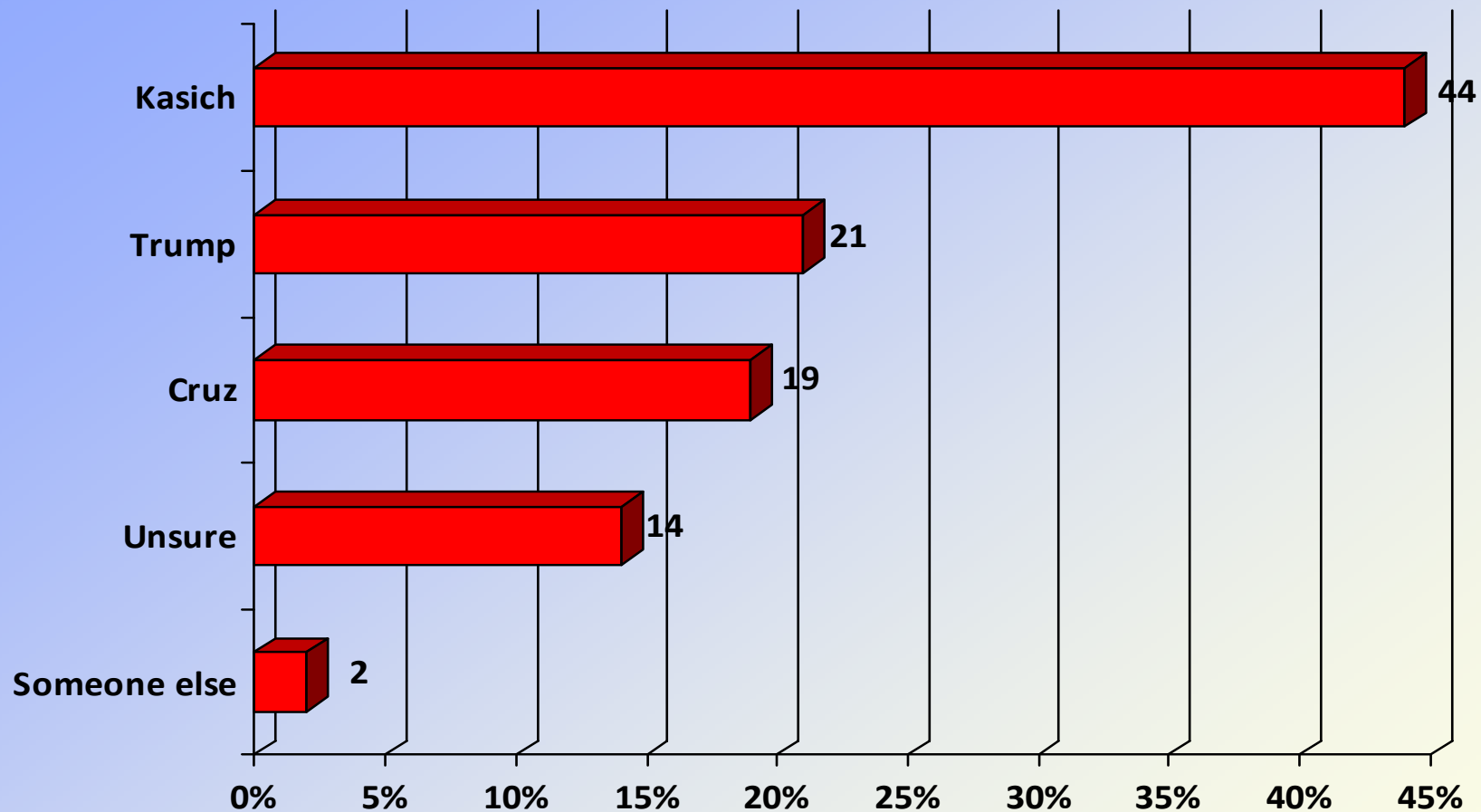
## GOP candidate favorable ratings - all voters - EPIC-MRA Mar2016

	<b>Very Fav</b>	<b>Tot Fav</b>	<b>Tot Unfav</b>	<b>Very Unfav</b>
<b>Kasich</b>	<b>14%</b>	<b><u>50%</u></b>	<b>29%</b>	<b>10%</b>
<b>Cruz</b>	<b>8%</b>	<b>34%</b>	<b><u>51%</u></b>	<b>28%</b>
<b>Trump</b>	<b>11%</b>	<b>26%</b>	<b><u>66%</u></b>	<b>51%</b>

## DEM candidate favorable ratings - all voters - EPIC-MRA Mar 2016

	<b>Very Fav</b>	<b>Tot Fav</b>	<b>Tot Unfav</b>	<b>Very Unfav</b>
<b>Clinton</b>	<b>13%</b>	<b>39%</b>	<b><u>54%</u></b>	<b>40%</b>
<b>Sanders</b>	<b>18%</b>	<b><u>48%</u></b>	<b>43%</b>	<b>26%</b>

# Among all voters, who do you want to win the GOP nomination -- March 2016?

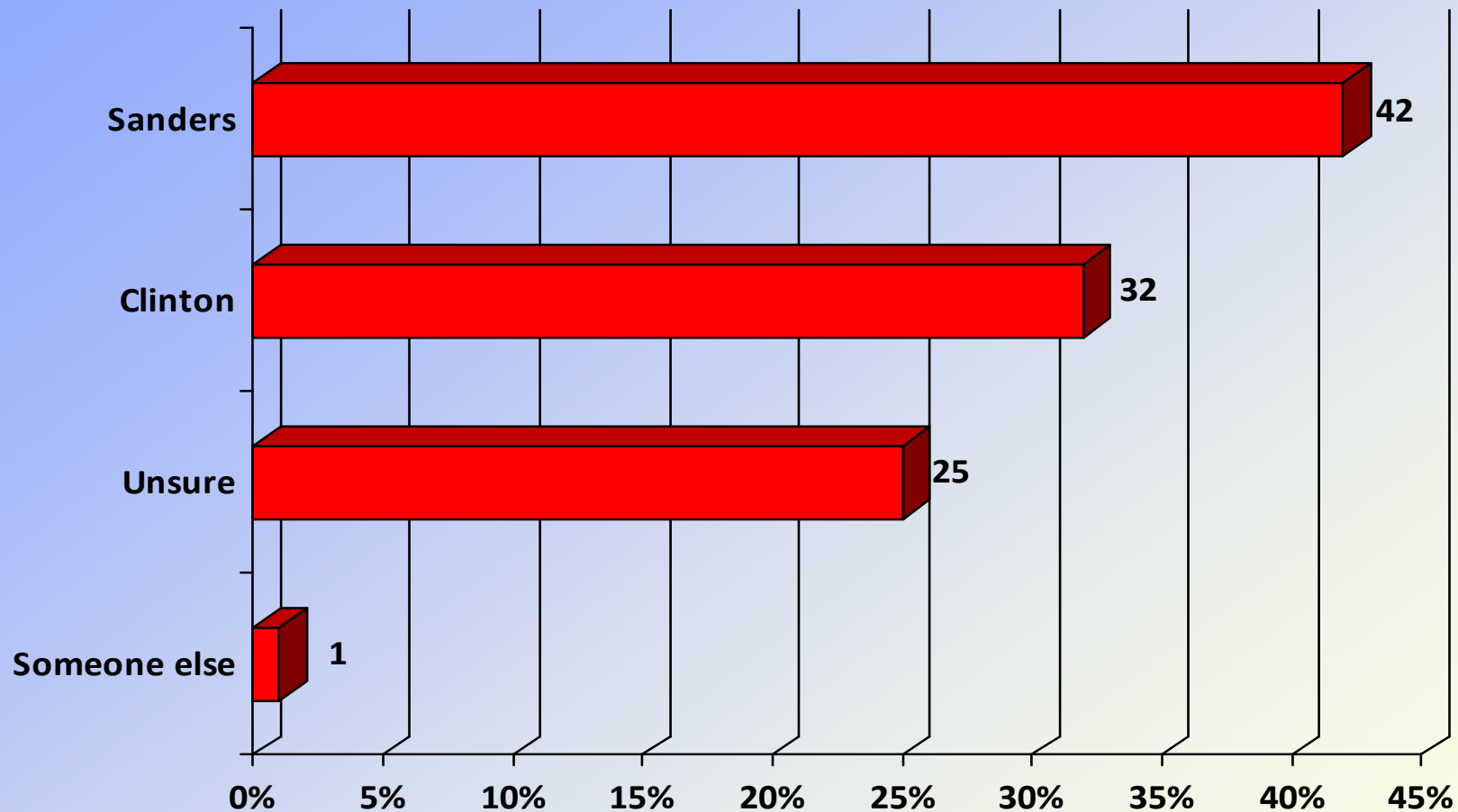


## Partisan breakdown of who respondents want to win GOP nomination - March 2016?

	<b>DEM</b>	<b>Indep</b>	<b>GOP</b>
<b>Kasich</b>	<b>54%</b>	<b>51%</b>	<b>29%</b>
<b>Trump</b>	<b>8%</b>	<b>21%</b>	<b>36%</b>
<b>Cruz</b>	<b>15%</b>	<b>12%</b>	<b>27%</b>
<b>Someone else</b>	<b>0%</b>	<b>4%</b>	<b>2%</b>
<b>Unsure</b>	<b>21%</b>	<b>13%</b>	<b>4%</b>



# Among all voters, who do you want to win the DEM nomination -- March 2016?



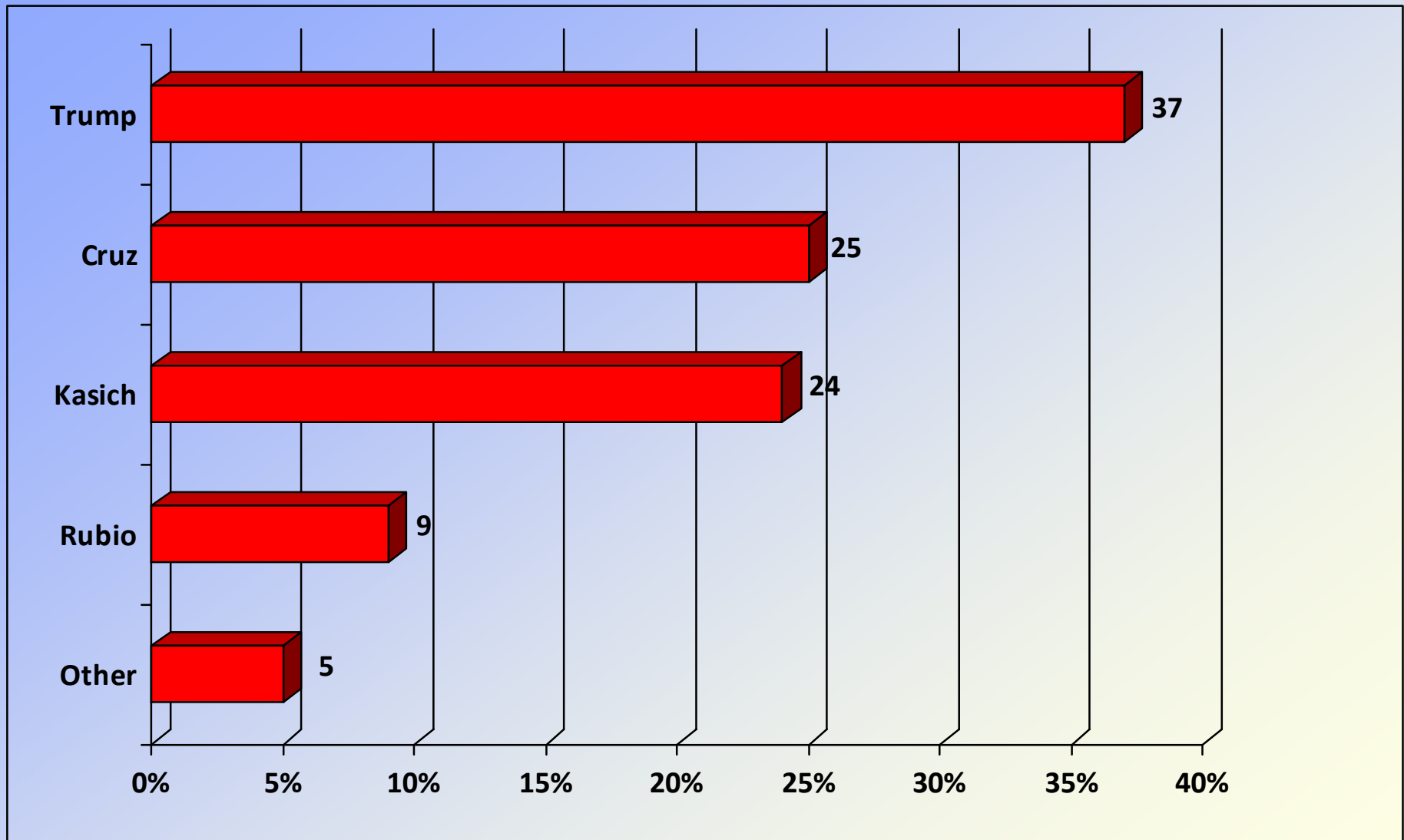
## Partisan breakdown of who respondents want to win DEM nomination -- March 2016?

	<b>DEM</b>	<b>Indep</b>	<b>GOP</b>
<b>Sanders</b>	<b>41%</b>	<b>47%</b>	<b>41%</b>
<b>Clinton</b>	<b>52%</b>	<b>25%</b>	<b>15%</b>
<b>Someone else</b>	<b>0%</b>	<b>1%</b>	<b>0%</b>
<b>Unsure</b>	<b>7%</b>	<b>27%</b>	<b>42%</b>

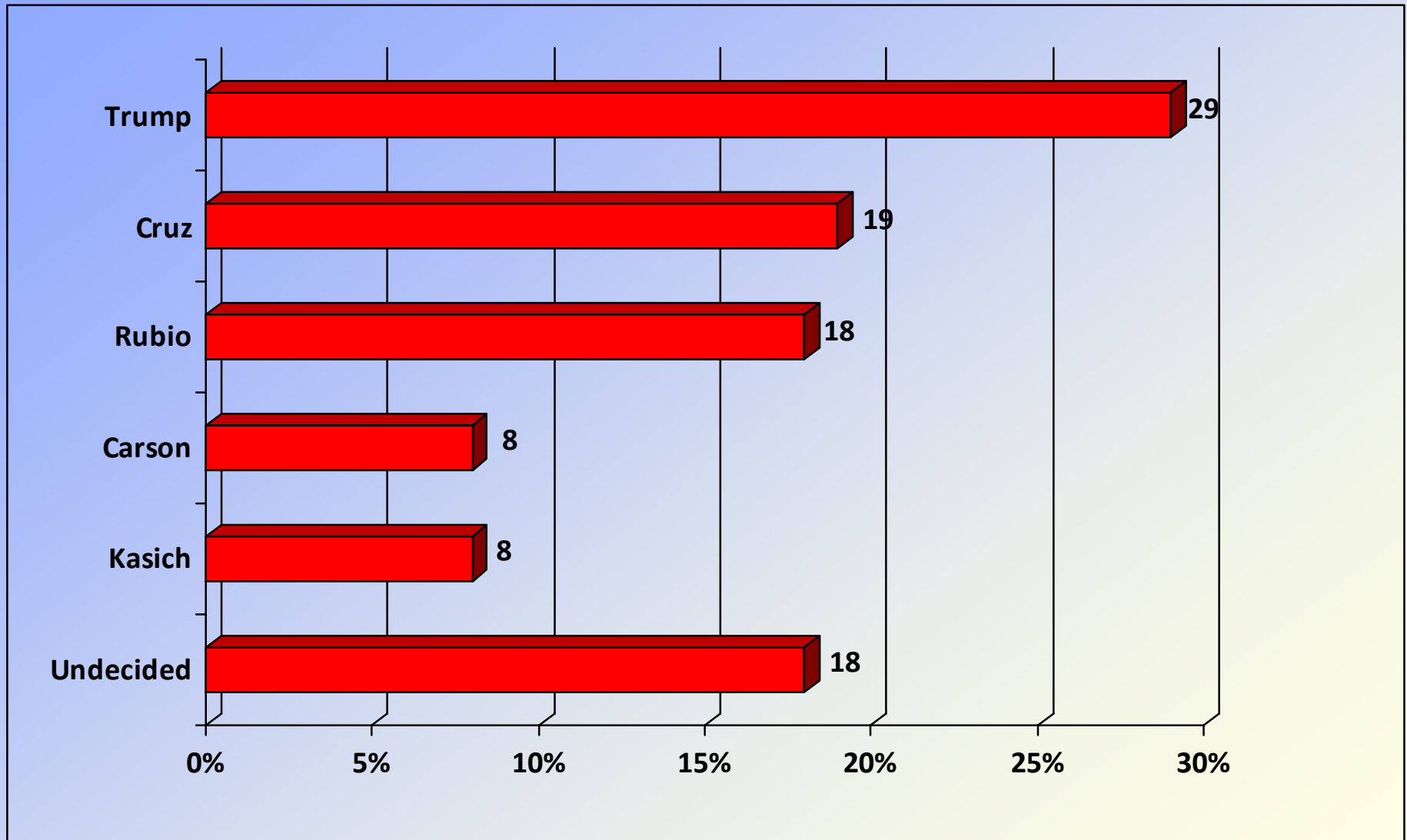
## Participation in the March 8<sup>th</sup> DEM/GOP Presidential Primaries

- **Voting in the GOP primary election: 1,322,742**
- **Voting in the DEM primary election: 1,193,169**
- **Total Michigan primary vote: 2,515,911**
- **Largest turnout in a presidential primary since 1972**

# Actual election results in the March 8<sup>th</sup> GOP primary



# EPIC-MRA Poll of GOP primary election – Feb 27-29, 2016

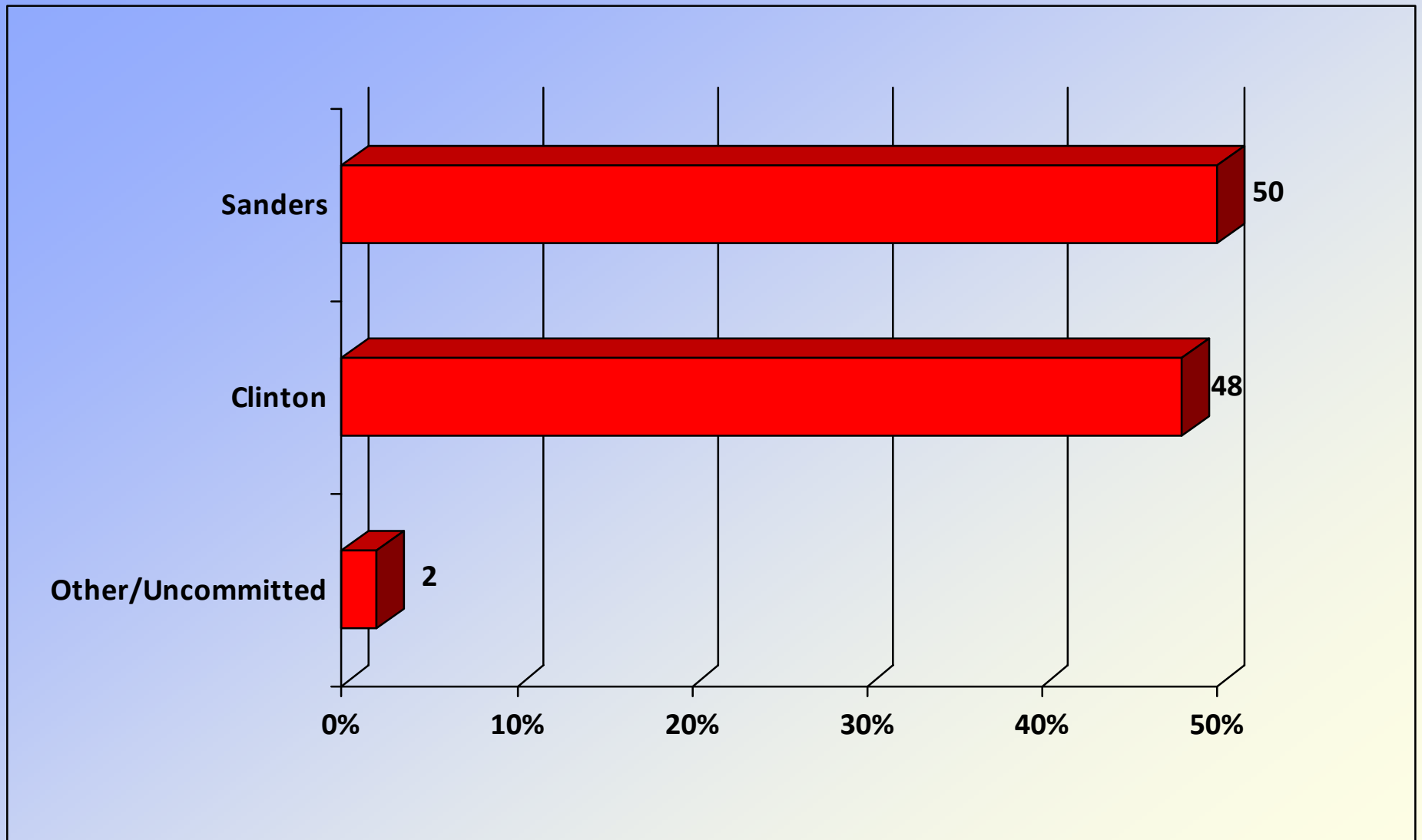




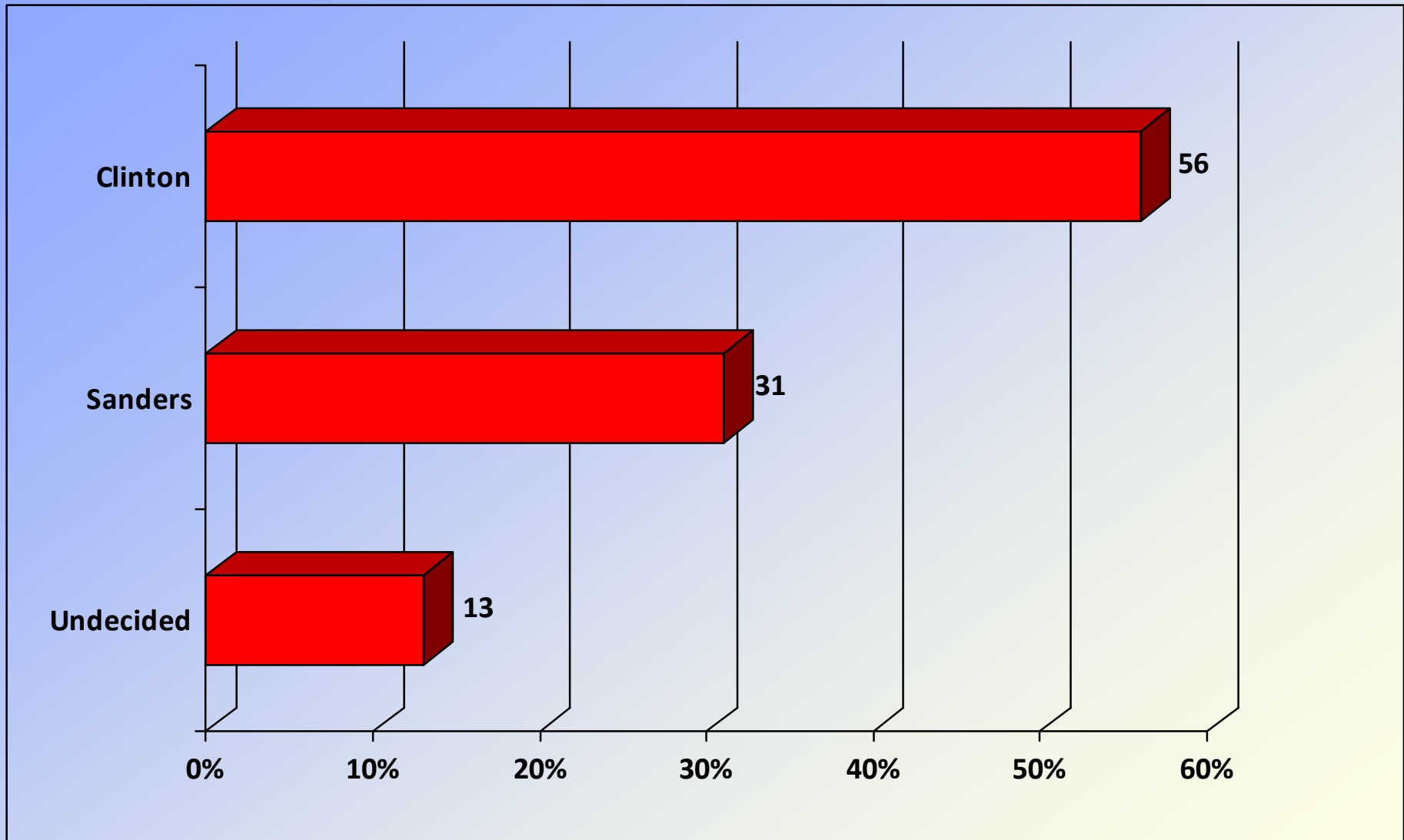
## Key survey findings explaining changes in election results

- **With Carson dropping out, the top second choice among Carson voters was Kasich (26%) and Rubio (26%).**
- **Then Rubio slipped in support after a very poor debate performance.**
- **Kasich had a very good debate performance.**
- **Top second choice among Rubio voters was Kasich (18%).**

# Actual election results in the March 8<sup>th</sup> DEM primary



# EPIC-MRA Poll of DEM primary – Feb 28–Mar 1, 2016



## Michigan DEM Presidential Primary Polling

▪ RCP Average	HC 59%	BS 37%	HC +22%
▪ Fox 2/Mitchell	HC 61%	BS 34%	HC +27%
▪ Fox 2/Mitchell	HC 66%	BS 29%	HC +37%
▪ ARG	HC 60%	BS 36%	HC +24%
▪ Monmouth	HC 55%	BS 42%	HC +13%
▪ CBS News	HC 55%	BS 44%	HC +11%
▪ NBC/WSJ	HC 57%	BS 40%	HC +17%
▪ EPIC-MRA	HC 56%	BS 31%	HC +25%
▪ MRG	HC 56%	BS 36%	HC +20%

## Why was EPIC-MRA/others wrong about DEM primary?

- **Underestimated number of younger voters participating.**
- **Instead of 11% in our poll under age 34, it was 22%.**
- **Overestimated Detroit, Wayne County and Black turnout.**
- **Instead of 35% like the rest of the state, it was only 25%.**
- **Our poll had Clinton getting 66% of African American vote. She got 70%, compared to 84% to 88% in earlier states.**
- **About 7% of Dems expected Clinton to win and voted in GOP primary, mostly for Kasich, to try and stop Trump.**



## GOP favorable ratings among GOP voters - EPIC-MRA Feb 2016

	<b>Very Fav</b>	<b>Tot Fav</b>	<b>Tot Unfav</b>	<b>DK</b>
<b>Carson</b>	<b>27%</b>	<b>72%</b>	<b>19%</b>	<b>9%</b>
<b>Rubio</b>	<b>23%</b>	<b>64%</b>	<b>26%</b>	<b>10%</b>
<b>Cruz</b>	<b>23%</b>	<b>57%</b>	<b>33%</b>	<b>10%</b>
<b>Kasich</b>	<b>18%</b>	<b>54%</b>	<b>24%</b>	<b>20%</b>
<b>Trump</b>	<b>25%</b>	<b>48%</b>	<b>43%</b>	<b>9%</b>

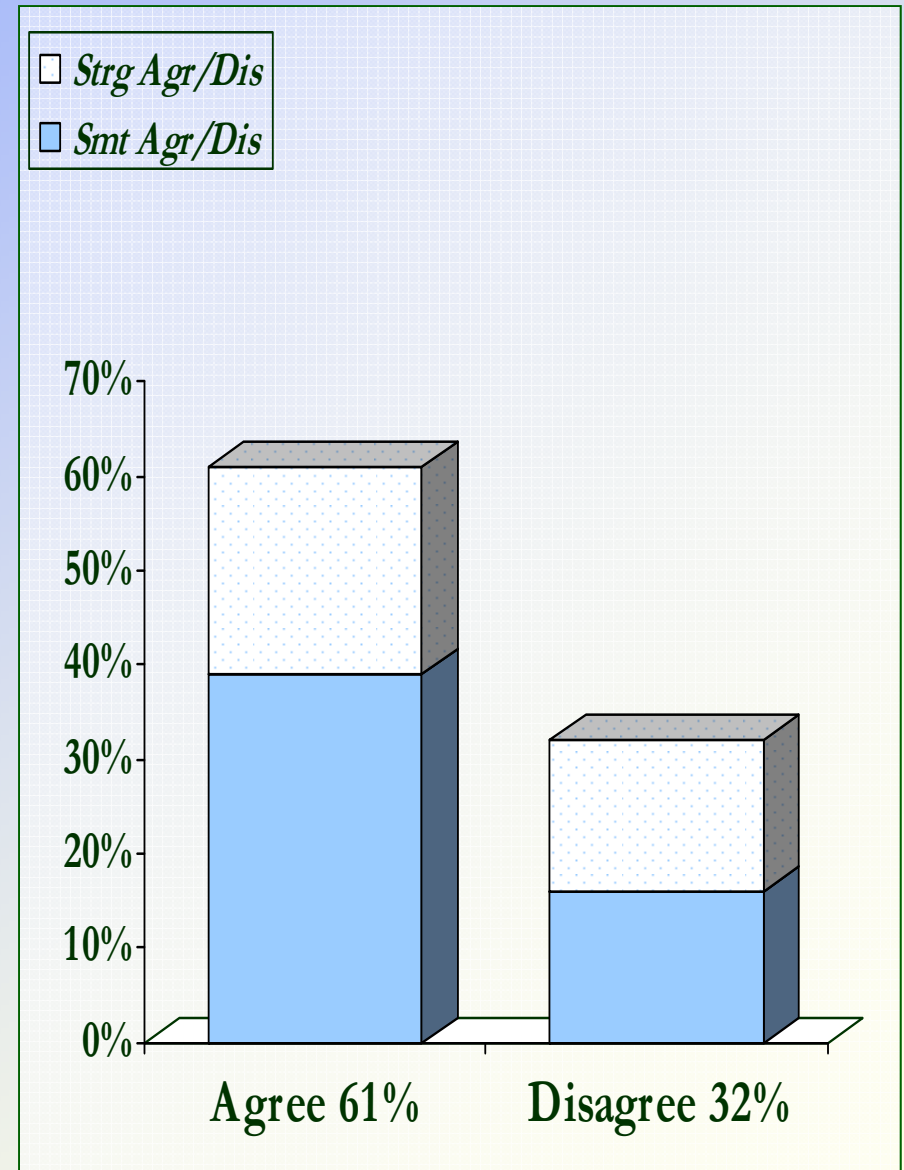
## DEM favorable ratings among DEM voters - EPIC-MRA Feb 2016

	<b>Very Fav</b>	<b>Tot Fav</b>	<b>Tot Unfav</b>	<b>DK</b>
<b>Clinton</b>	<b>47%</b>	<b>80%</b>	<b>16%</b>	<b>4%</b>
<b>Sanders</b>	<b>32%</b>	<b>73%</b>	<b>18%</b>	<b>9%</b>

# GOP primary voters agree with Trump's temporary Muslim ban

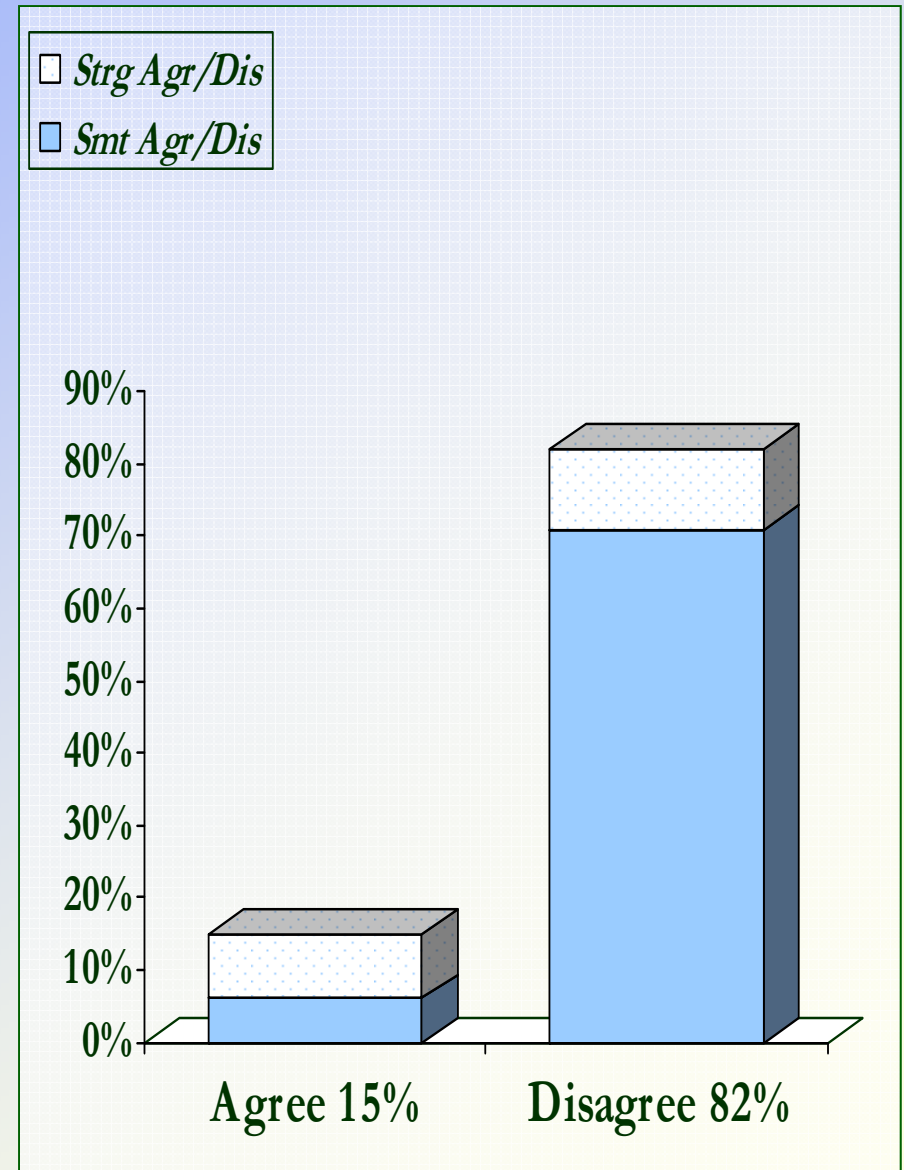
- Strongly agree 39%
- Somewhat agree 22%
- Total AGREE 61%**
  
- Somewhat disagree 16%
- Strongly disagree 16%
- Total DISAGREE 32%**
  
- Undecided 7%

**85% of Trump voters agree**



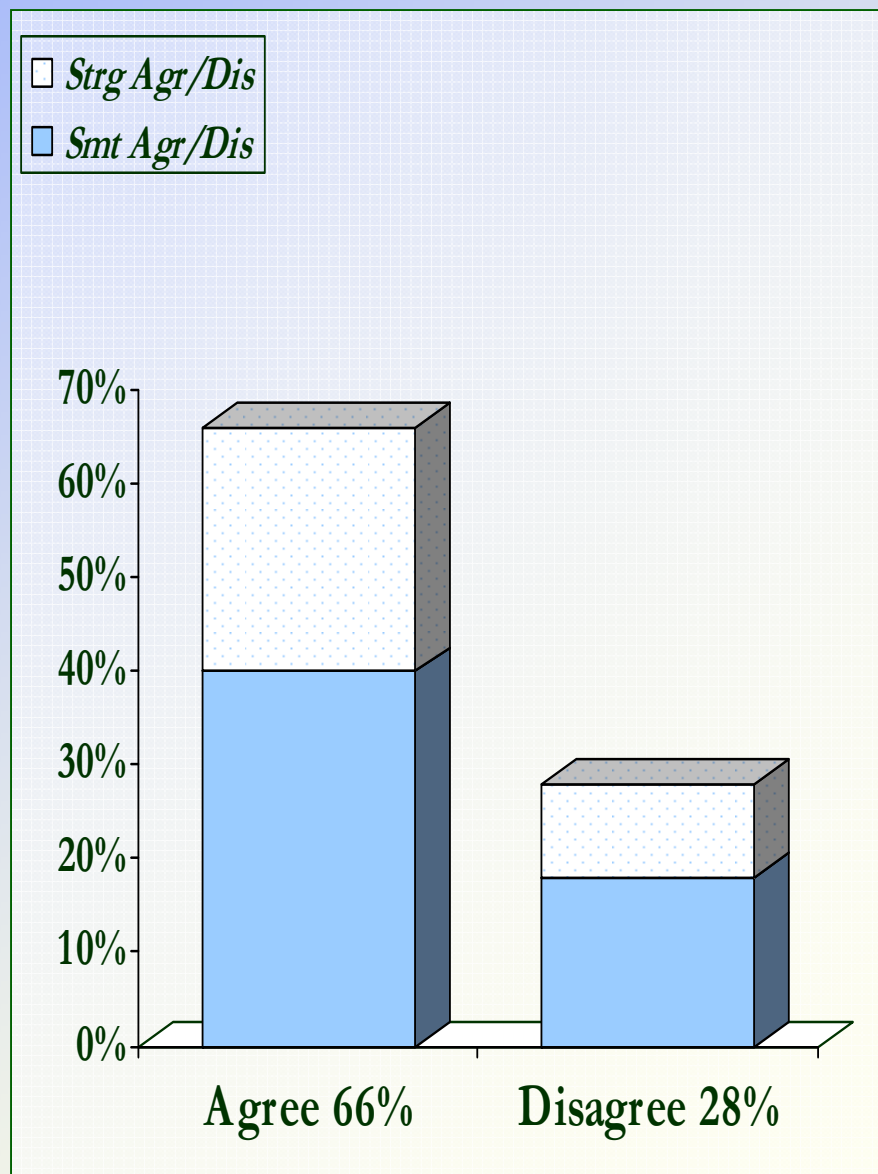
# DEM primary voters disagree with Trump's temporary Muslim ban

- Strongly agree 6%
- Somewhat agree 9%
- Total AGREE 15%**
  
- Somewhat disagree 11%
- Strongly disagree 71%
- Total DISAGREE 82%**
  
- Undecided 3%



## DEM primary voters agree with Sanders free college tuition plan

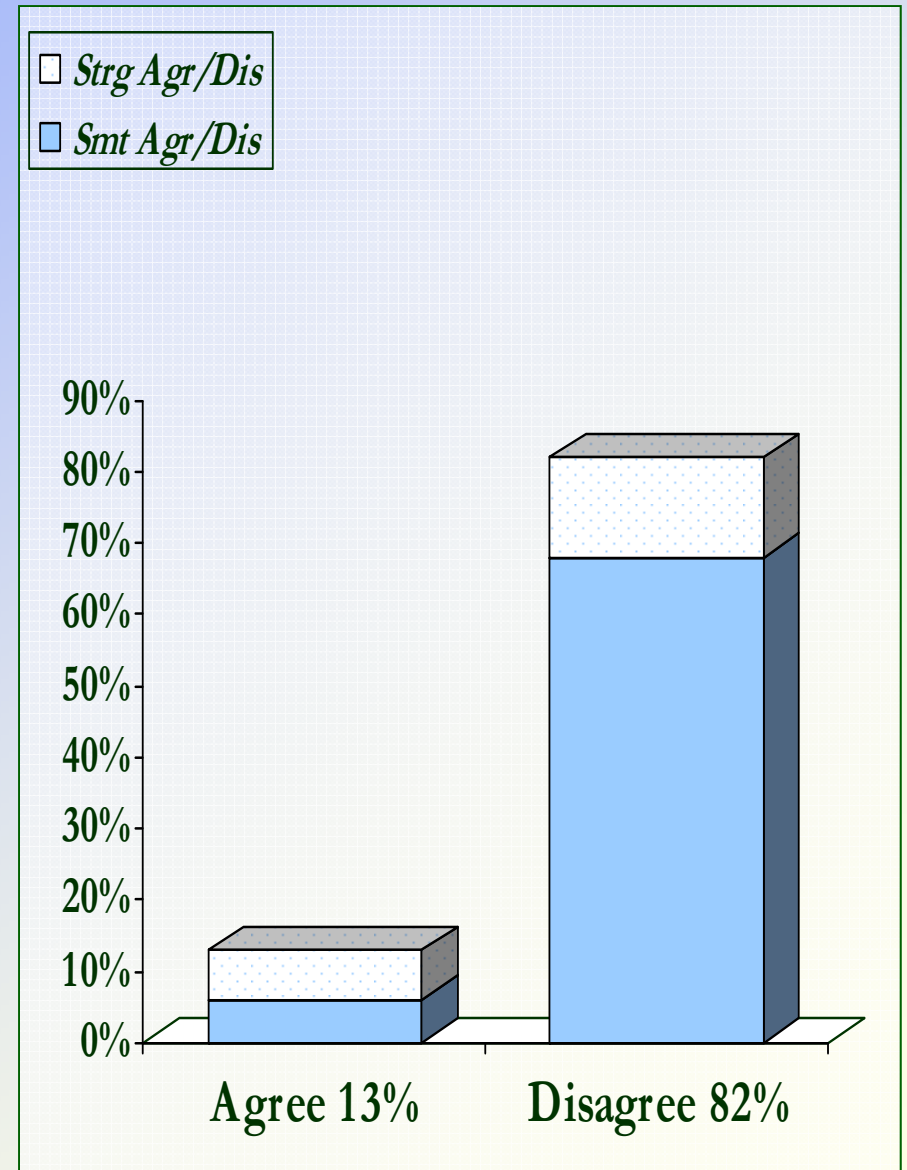
- **Strongly agree**      **40%**
- **Somewhat agree**    **26%**  
    **Total AGREE**      **66%**
  
- **Somewhat disagree** **10%**
- **Strongly disagree**   **18%**  
    **Total DISAGREE** **28%**
  
- **Undecided**            **6%**





# GOP primary voters disagree with Sanders free college tuition plan

- Strongly agree 6%
- Somewhat agree 7%
- Total AGREE 13%**
  
- Somewhat disagree 14%
- Strongly disagree 68%
- Total DISAGREE 82%**
  
- Undecided 5%

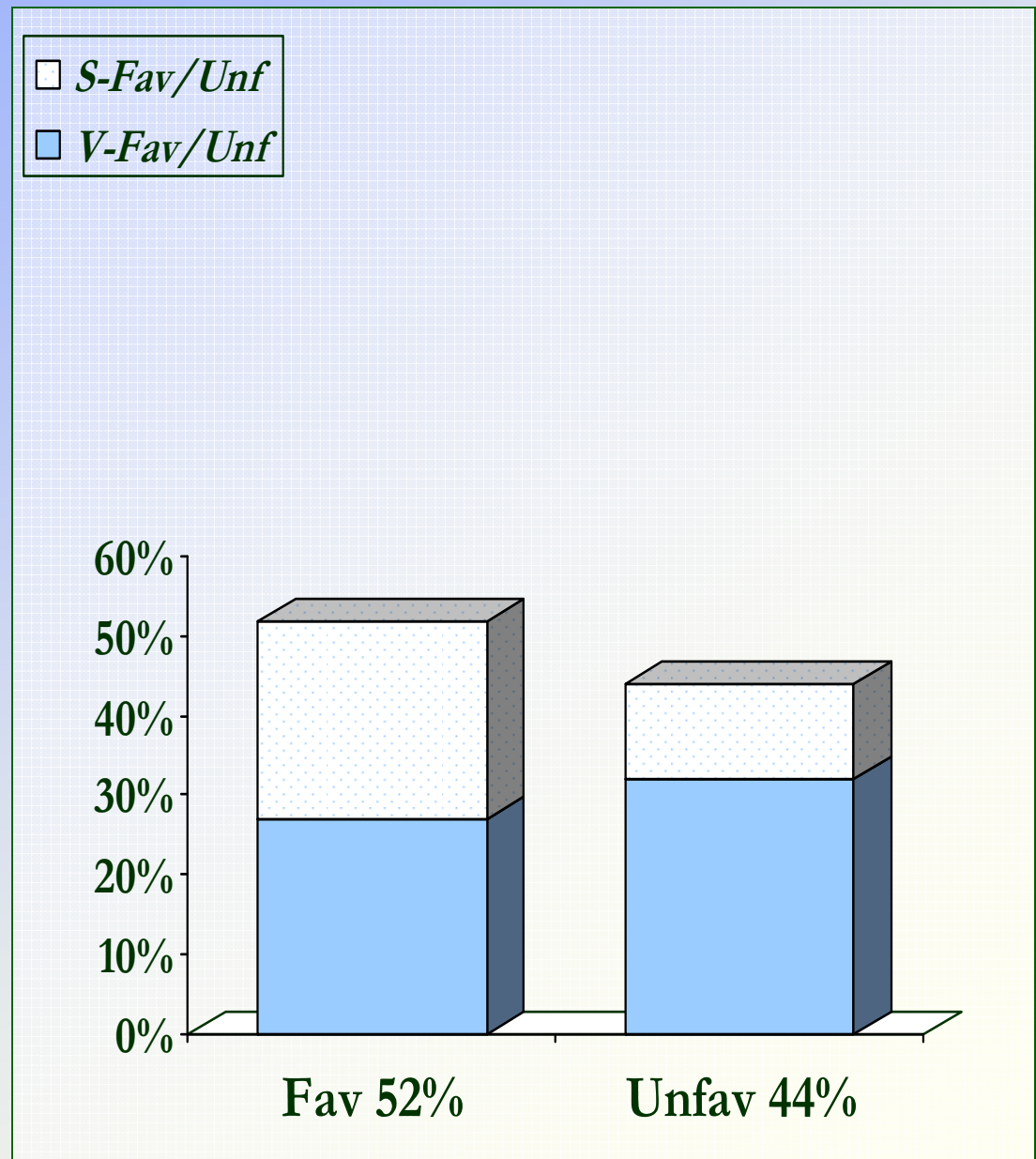


## Demographic/other differences between DEM/GOP primary voters

- Among GOP voters, 54% are Tea Party supporters, 19% are Tea Party opponents, with 27% undecided.
- Among DEM voters, 73% are Tea Party opponents, 9% are Tea Party supporters, with 18% undecided.
- 71% of GOP voters pro-life      71% of DEM voters pro-choice
- 67% of GOP voters conservative (31% very), 24% moderate, 2% liberal
- 45% of DEM voters liberal (16% very), 37% moderate, 12% conservative.

# Obama Favorability in Michigan – March 2016

- **Very favorable** 27%
- **Somewhat favor** 25%
- **Total FAV** 52%
  
- **Somewhat unfavor** 12%
- **Very unfavorable** 32%
- **Total UNFAV** 44%
  
- **Undecided** 4%
  
- **In January 2016, a 50% to 46% bare majority had a favorable opinion.**



## Partisan breakdown of Obama Favorability – March 2016

	<b>Favorable</b>	<b>Unfavorable</b>	<b>DK</b>
<b>All Democrats</b>	<b>90%</b>	<b>7%</b>	<b>3%</b>
<b>All Independents</b>	<b>49%</b>	<b>45%</b>	<b>6%</b>
<b>All Republicans</b>	<b>11%</b>	<b>83%</b>	<b>6%</b>
<b>Independent men</b>	<b>51%</b>	<b>44%</b>	<b>5%</b>
<b>Independent women</b>	<b>47%</b>	<b>47%</b>	<b>6%</b>

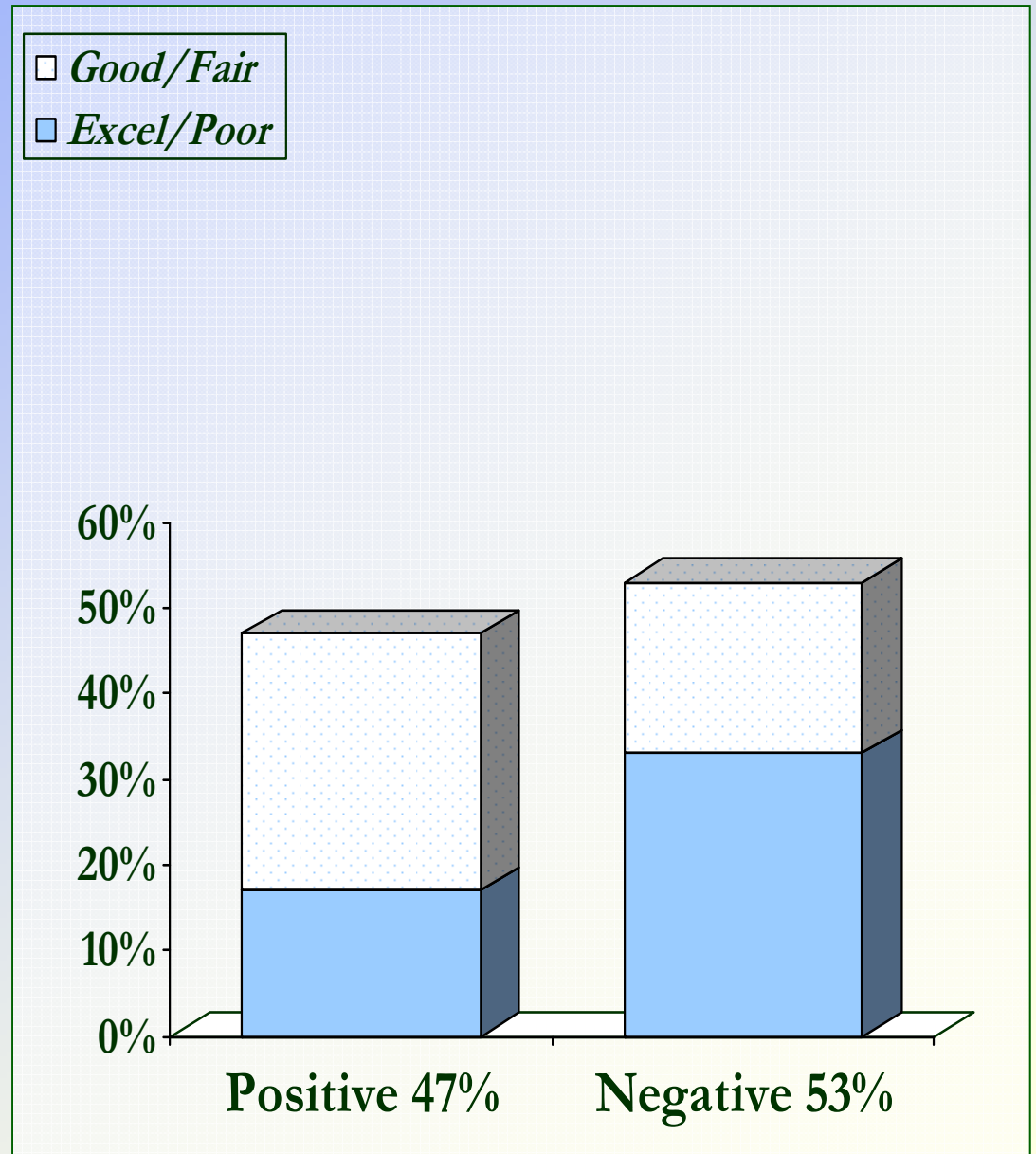


# Obama Job Rating – March 2016

- **Excellent** 17%
- **Pretty good** 30%
- **Total POSITIVE** 47%

- **Just fair** 20%
- **Poor** 33%
- **Total NEGATIVE** 53%

- **In January 2016, a 53% to 46% majority gave Obama a negative job rating**



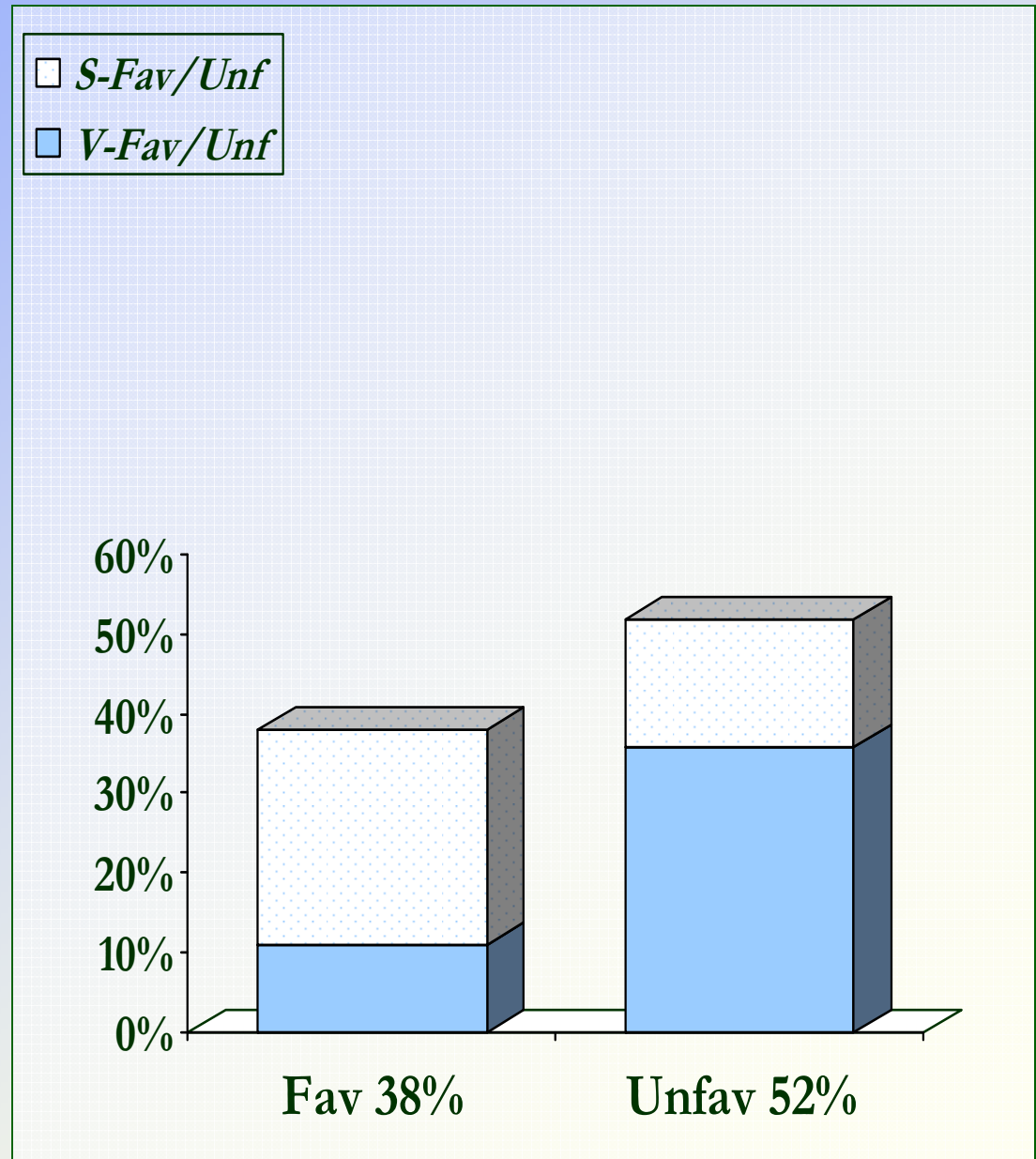


## Partisan breakdown of Obama Job Rating – March 2016

	<b>Positive</b>	<b>Negative</b>
<b>All Democrats</b>	<b>85%</b>	<b>15%</b>
<b>All Independents</b>	<b>38%</b>	<b>61%</b>
<b>All Republicans</b>	<b>10%</b>	<b>90%</b>

# Snyder Favorability in Michigan – March 2016

- **Very favorable** 11%
- **Somewhat favor** 27%
- **Total FAV** 38%
  
- **Somewhat unfavor** 16%
- **Very unfavorable** 36%
- **Total UNFAV** 52%
  
- **Undecided** 10%
  
- **In January 2016, a 45% to 44% plurality had an unfavorable opinion of Snyder**



## Partisan breakdown of Snyder Favorability – March 2016

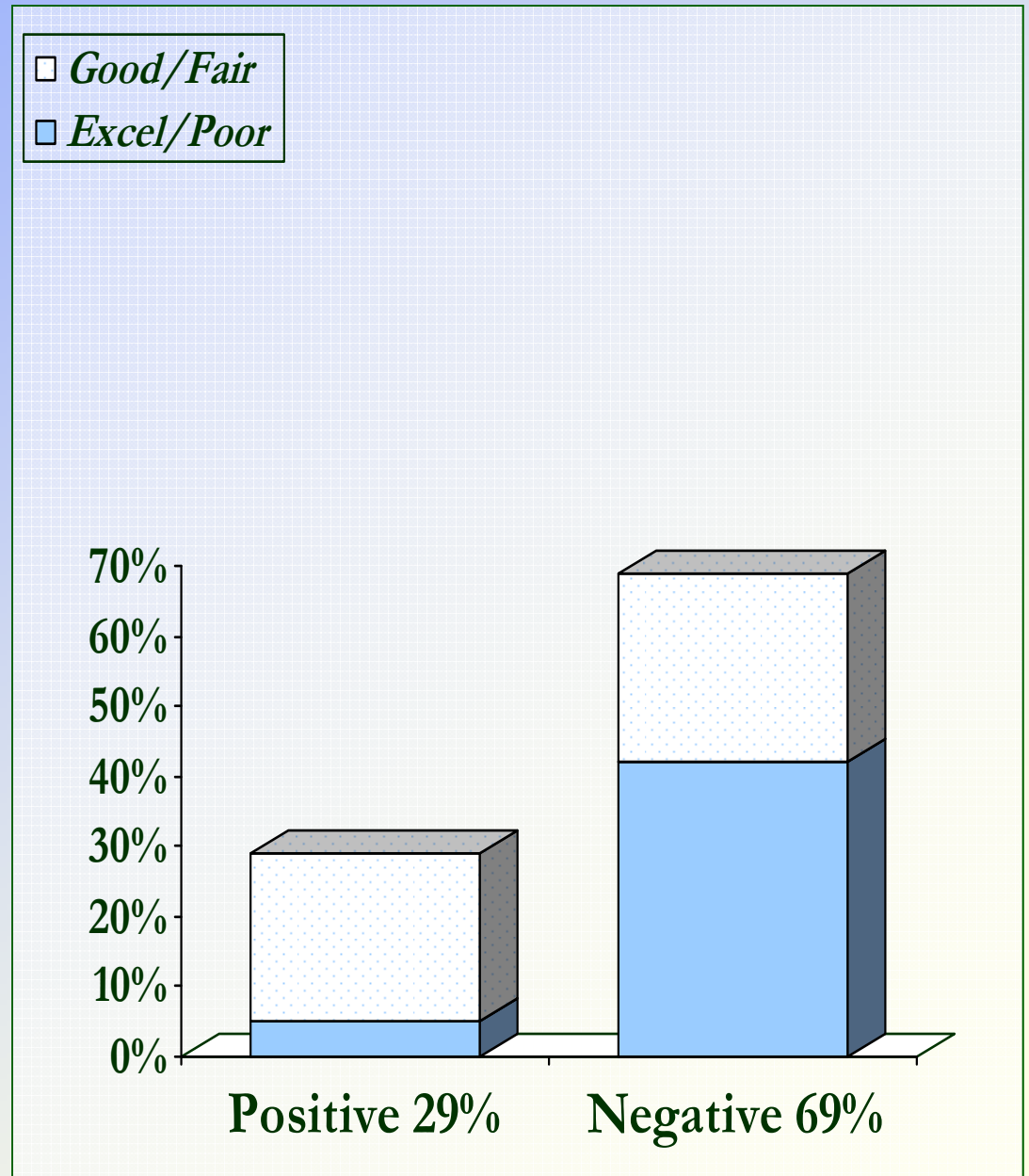
	<b>Favorable</b>	<b>Unfavorable</b>	<b>DK</b>
<b>All Democrats</b>	<b>12%</b>	<b>80%</b>	<b>8%</b>
<b>All Independents</b>	<b>44%</b>	<b>47%</b>	<b>9%</b>
<b>All Republicans</b>	<b>64%</b>	<b>26%</b>	<b>10%</b>
<b>Independent men</b>	<b>50%</b>	<b>47%</b>	<b>5%</b>
<b>Independent women</b>	<b>36%</b>	<b>47%</b>	<b>17%</b>

# Snyder Overall Job Rating – March 2016

- **Excellent** 5%
- **Pretty good** 24%
- **Total POSITIVE** 29%

- **Just fair** 27%
- **Poor** 42%
- **Total NEGATIVE** 69%

- **In January 2016, a 58% to 39% majority gave Snyder a negative job rating**



## Partisan breakdown of Snyder Overall Job Rating – March 2016

	<b>Positive</b>	<b>Negative</b>	<b>DK</b>
<b>All Democrats</b>	<b>9%</b>	<b>90%</b>	<b>1%</b>
<b>All Independents</b>	<b>31%</b>	<b>66%</b>	<b>3%</b>
<b>All Republicans</b>	<b>49%</b>	<b>47%</b>	<b>4%</b>
<b>Republican men</b>	<b>47%</b>	<b>52%</b>	<b>1%</b>
<b>Republican women</b>	<b>50%</b>	<b>44%</b>	<b>6%</b>

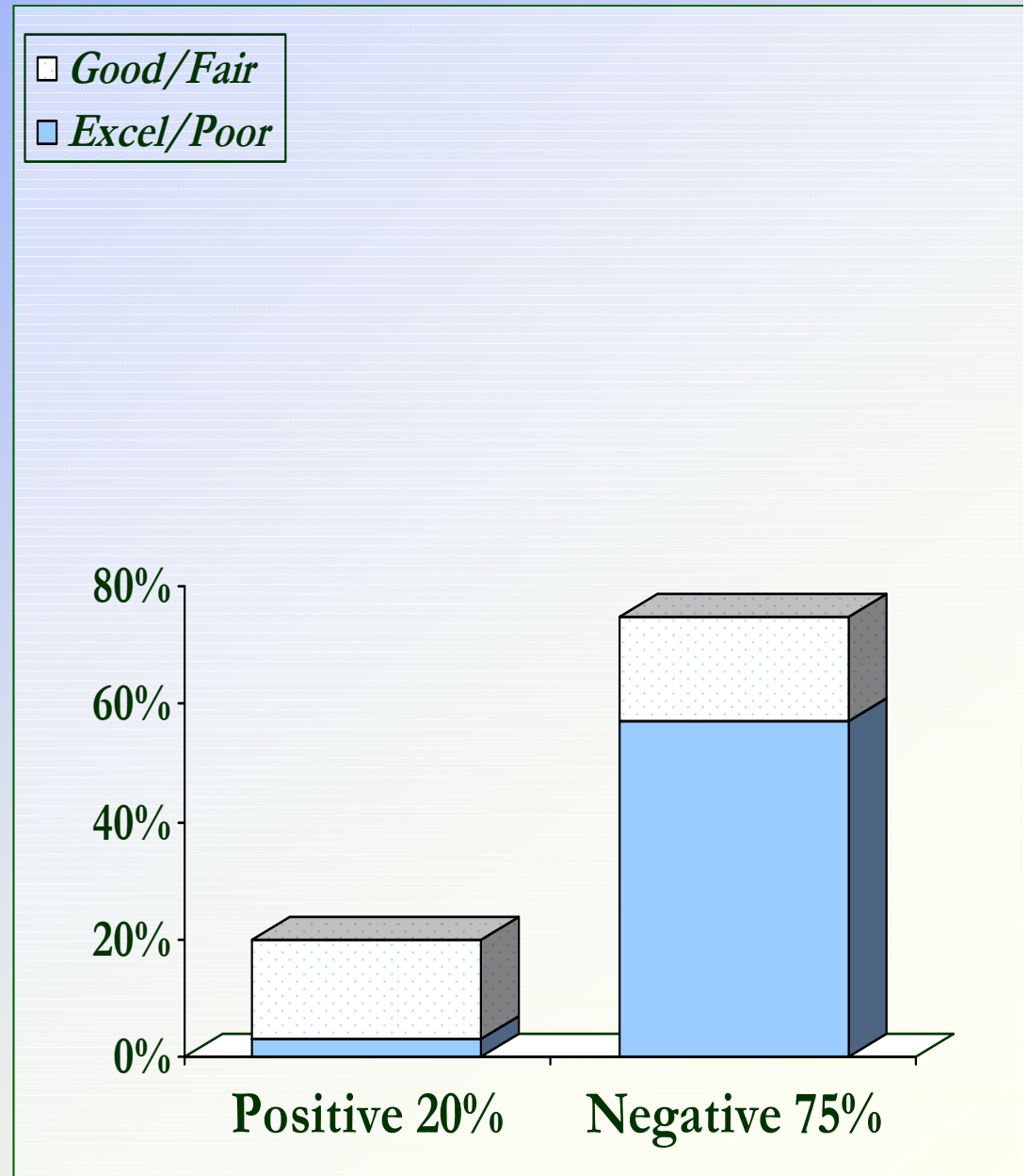


## Snyder Job Rating on handling Flint water crisis – March 2016

- **Excellent** 3%
- **Pretty good** 17%
- **Total POSITIVE** 20%

- **Just fair** 18%
- **Poor** 57%
- **Total NEGATIVE** 75%

- **In January 2016, a 69% to 21% majority gave Snyder a negative rating on handling the Flint water crisis**

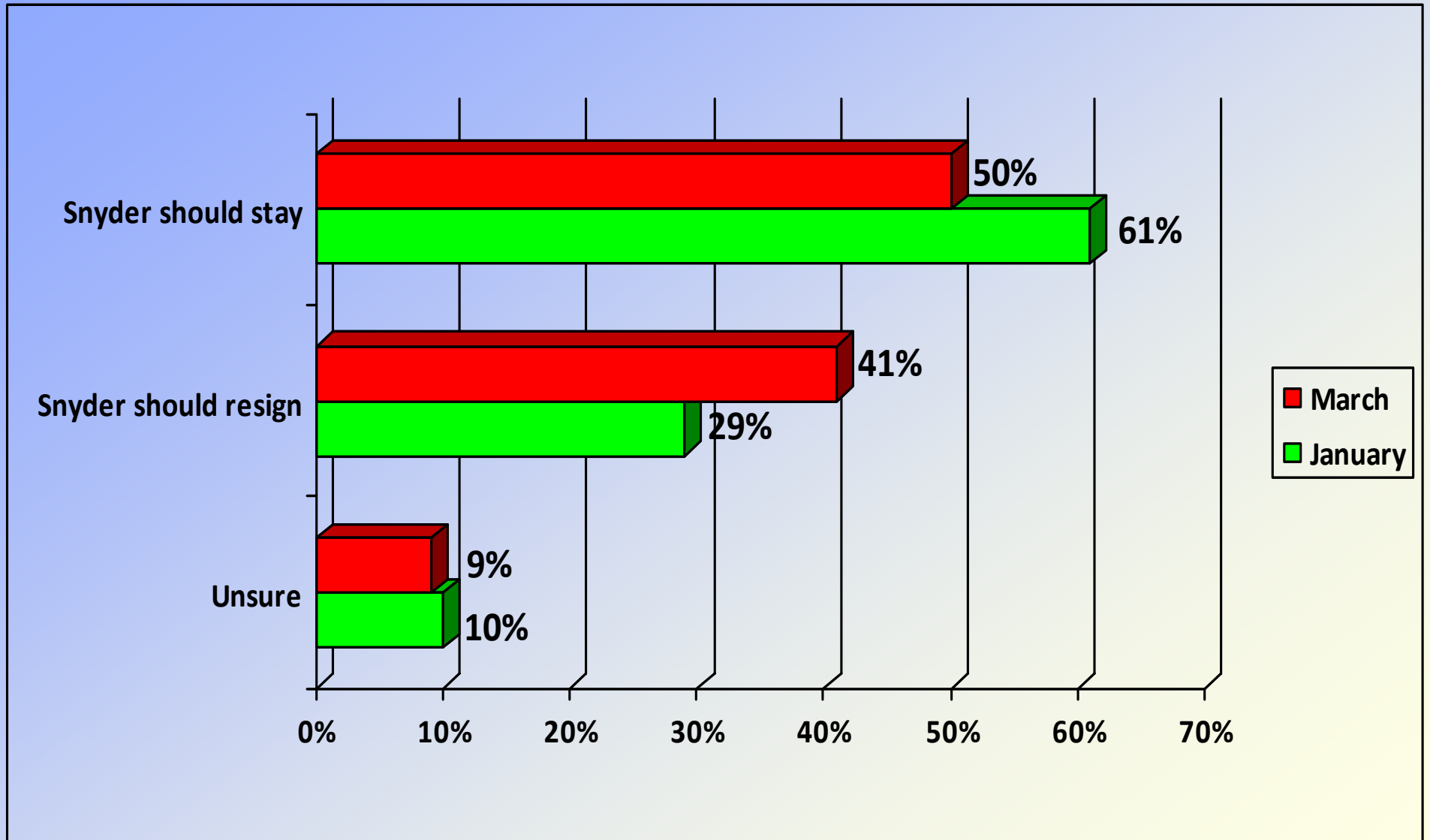




## Partisan breakdown of Snyder job handling Flint – March 2016

	<b>Positive</b>	<b>Negative</b>	<b>DK</b>
<b>All Democrats</b>	<b>5%</b>	<b>92%</b>	<b>3%</b>
<b>All Independents</b>	<b>21%</b>	<b>74%</b>	<b>5%</b>
<b>All Republicans</b>	<b>36%</b>	<b>57%</b>	<b>7%</b>

# Increased support for Snyder resignation from January to March because of Flint water crisis - March '16



## Partisan breakdown on Snyder resignation – March 2016

	<b>Resign</b>	<b>Remain</b>	<b>DK</b>
<b>All Democrats</b>	<b>68%</b>	<b>23%</b>	<b>9%</b>
<b>All Independents</b>	<b>33%</b>	<b>56%</b>	<b>11%</b>
<b>All Republicans</b>	<b>18%</b>	<b>77%</b>	<b>5%</b>
<b>Independent men</b>	<b>24%</b>	<b>66%</b>	<b>10%</b>
<b>Independent women</b>	<b>43%</b>	<b>43%</b>	<b>14%</b>