



**Survey of Michigan Statewide  
General Election Voters  
Tuesday, February 2-Thursday, February 5, 2014  
600 sample of voters, plus/minus 4%  
25% completes by cell phone**

Hello, this is \_\_\_\_\_ from a research firm located in Michigan. We're conducting a random survey about important issues in your community. This is NOT a sales call, you will not be asked for a donation and you will not be called again because you participated in this survey. This is strictly research and I'd like to take a few minutes to include the opinions of your household.

We need to have an equal number of males and females and we also need to have young voters represented. May I please speak to the youngest (**MALE/ FEMALE, depending on specified quota**) registered voter, age 18 or older, who is home now?

IF LANDLINE: Are you registered to vote at the address I'm calling?

IF CELL PHONE: are you registered to vote at (offer street address off phone list \_\_\_\_\_?)

**IF YES: GO TO QUESTION 1**

**IF NO:** Is there any other (**male/female, as specified**) registered voter at home who I can talk to? (**IF NOT, TERMINATE INTERVIEW**)

Do you plan on voting in the 2016 elections, when Michigan will be voting for President?

1. Very Certain
2. No/Maybe/Other/Unsure (Thank and terminate)

1) Which of the following is the best part of living in Michigan? (ROTATE—ONE RESPONSE ONLY)

1. Natural resources like parks, forests, lakes and rivers	253	42.2 %
2. Cultural resources like museums, historic sites, music venues, theatres, and orchestras	23	3.8 %
3. Entertainment like sports and shopping	6	1.0 %
4. K-12 schools	20	3.3 %
5. Educational opportunities from colleges and universities	18	3.0 %
6. Tax rate	3	0.5 %
7. Availability of good paying jobs	21	3.5 %
8. Family that lives nearby	213	35.5 %
9. OTHER (DO NOT OFFER)	25	4.2 %
10. Unsure/DNK (DO NOT OFFER)	18	3.0 %

2) What letter grade do you give **your local** public Pre-K–12 education system?

A	148	24.7 %
B	216	36.0 %
C	122	20.3 %
D	36	6.0 %
F	20	3.3 %
Other/Unsure/DNK (DO NOT OFFER)	58	9.7 %

3) What letter grade do you give Michigan’s **statewide** public education system (preschool thru 12th grade)?

A	22	3.7 %
B	187	31.2 %
C	228	38.0 %
D	56	9.3 %
F	11	1.8 %
Other/Unsure/DNK (DO NOT OFFER)	96	16.0 %

4) Now that Michigan is officially out of the recession, where should the state be investing more resources? (ROTATE—ONE RESPONSE ONLY)

1. Pre-K education	16	2.7 %
2. K-12 education	143	23.8 %
3. Higher education	34	5.7 %
4. Helping Michiganders in need	26	4.3 %
5. Attracting and retaining a talented workforce	25	4.2 %
6. Creating jobs	195	32.5 %
7. Maintaining our transportation infrastructure, like roads and bridges	78	13.0 %
8. Preserving and enhancing natural and cultural resources, like state parks, forests, museums, lakes and rivers	22	3.7 %
9. Law enforcement	14	2.3 %
10. Prisons	6	1.0 %
11. OTHER (DO NOT OFFER)	18	3.0 %
12. Unsure/DNK (DO NOT OFFER)	23	3.8 %

5) The state is projected to have a deficit of between \$330 million and \$450 million for the current budget year. Assuming that cuts to services must be made, where is the one place you would cut? [CHOOSE ONE – SAME ROTATION AS PRIOR QUESTION]

1. Pre-K education	21	3.5 %
2. K-12 education	6	1.0 %
3. Higher education	33	5.5 %
4. Helping Michiganders in need	34	5.7 %
5. Attracting and retaining a talented workforce	36	6.0 %
6. Creating jobs	12	2.0 %
7. Maintaining our transportation infrastructure, like roads and bridges	18	3.0 %
8. Preserving and enhancing natural and cultural resources, like state parks, forests, museums, lakes and rivers	83	13.8 %
9. Law enforcement	28	4.7 %
10. Prisons	133	22.2 %
11. OTHER (DO NOT OFFER)	79	13.2 %
12. Unsure/DNK (DO NOT OFFER)	117	19.5 %

6) Do you strongly approve, somewhat approve, somewhat disapprove, or strongly disapprove of placing wind turbines in offshore areas in Michigan?

1. Strongly approve	238	39.7 %
2. Somewhat approve	211	35.2 %
3. Somewhat disapprove	66	11.0 %
4. Strongly disapprove	56	9.3 %
5. Unsure/DNK (DO NOT OFFER)	29	4.8 %

**EMBARGOED UNTIL MONDAY, FEB. 16, AT 2 PM**

7) Assuming where you live was not a factor – if you could get free season tickets to any of the following sports teams, which would you choose? (ROTATE—ONE ANSWER ONLY)

1. Detroit Red Wings	97	16.2 %
2. Detroit Tigers	155	25.8 %
3. Detroit Pistons	22	3.7 %
4. Detroit Lions	94	15.7 %
5. MSU football	78	13.0 %
6. Michigan football	79	13.2 %
7. Other/Unsure/DNK (DO NOT OFFER)	75	12.5 %

[...]

I'd now like to ask you a few quick questions for statistical purposes only.

22. In general, do you consider yourself to be a Democrat or a Republican?

1. Democrat	214	35.7 %
2. Independent	194	32.3 %
3. Republican	169	28.2 %
4. Other/Unsure/ Do Not Know/ Refused (DO NOT OFFER)	23	3.8 %

23. What is your race -- do you consider yourself African-American, Hispanic/Latino, white, or some other race?

1. African-American	69	11.5 %
2. White	499	83.2 %
3. Hispanic/Latino	7	1.2 %
4. Other (DO NOT OFFER)	9	1.5 %
5. Unsure/Do Not Know (DO NOT OFFER)	16	2.7%

24. Gender of Respondent (do not ask, determine from conversation)

1. Male	270	45.0 %
2. Female	330	55.0 %

25. What is your age?

1. 18-34 years old	78	13.0 %
2. 35-49 years old	192	32.0 %
3. 50-64 years old	169	28.2 %
4. 65 years old and older	148	24.7 %
5. Unsure/Refused (DO NOT OFFER)	13	2.2 %

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26. Which portion of the state are you from? (**DO NOT ASK, indicate county unless they are from Detroit, indicate Detroit**)

27. Type of call (do not ask, determine from list)

1. Land Line	450	75.0 %
2. Cell Phone	150	25.0 %

THANK YOU FOR YOUR TIME (AND TERMINATE)

**Methodology:**

This was a Michigan Radio/Public Sector Consultants survey of the Michigan electorate, conducted by Denno Research. 600 respondents in the state of Michigan were surveyed from February 2–5, 2015, with a margin of error of plus/minus 4%, and the participation was stratified based on census data and past voter behavior. 150 respondents (25%) were from cell phone users, in an attempt to gather younger voters who do not have a land line. A screen was employed to include only those participants who said they would vote, either at the polls or by absentee ballot, in the November 2016 General Election. All numbers are rounded and may exceed 100%.