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## IF YOU HAVE BASIC METHODOLOGICAL QUESTIONS, PLEASE E-MAIL information@publicpolicypolling.com, OR CONSULT THE FINAL PARAGRAPH OF THE PRESS RELEASE

## Stabenow Leads By Double Digits in Michigan Senate Race

Raleigh, N.C. - Senator Debbie Stabenow leads both of her main opponents in the 2012 U.S. Senate race by double digits. Stabenow leads Republican Clark Durant 50-33, and leads Pete Hoekstra 51-37. Her job approval rating stands at 47\% approval and 41\% disapproval.

Stabenow benefits from the relative anonymity of her Republican opponents. Clark Durant remains largely unknown to voters - just $8 \%$ hold a favorable opinion of him, while $24 \%$ see him unfavorably and $69 \%$ have no opinion. Pete Hoekstra is better known but may be in an even worse position - only $35 \%$ of voters have no opinion on him, but the ones that do don't like him. He's at 28\% favorability and 38\% unfavorability.

Looking at the Republican Senate primary field, Hoekstra holds a wide lead over all other candidates, pulling $42 \%$ of Republican primary voters. No other candidate breaks double digits, but Clark Durant comes closest at 9\%. 34\% of Republican primary voters are undecided. Hoekstra holds a net favorability rating among Republican primary voters (52-18), while Durant suffers from lack of name recognition (12\% unfavorable, $15 \%$ unfavorable, $73 \%$ no opinion).

PPP tested voters' reaction to the TV advertisement Pete Hoekstra ran during the Super Bowl. 54\% of voters overall were familiar with the ad. Among those familiar, $45 \%$ said that ad made them less likely to vote for Hoekstra, while $37 \%$ said it would not make a difference. Just $16 \%$ of voters said that ad would make them more likely to vote for Hoekstra.
"Debbie Stabenow’s lead has increased and Pete Hoekstra’s negatives have risen in the wake of his controversial ad," said Dean Debnam, President of Public Policy Polling. "It appears to have been a flop with Michigan voters."

PPP surveyed 404 Republican primary voters and 560 Michican voters between February $10^{\text {th }}$ and 12th. The margin of error for the survey is $+/-4.9 \%$ for the Republican primary poll and $+/-4.14 \%$ for the general election poll. This poll was not paid for or authorized by any campaign or political organization. PPP surveys are conducted through automated telephone interviews. PPP is a Democratic polling company, but polling expert Nate Silver of the New York Times found that its surveys in 2010 actually exhibited a slight bias toward Republican candidates.


## Michigan Survey Results

## Q1 Do you approve or disapprove of Senator

 Debbie Stabenow's job performance?Approve ..... 47\%
Disapprove ..... 41\%
Not sure ..... 12\%
Q2 Do you have a favorable or unfavorable opinionof Clark Durant?
Favorable ..... 8\%
Unfavorable ..... 24\%
Not sure ..... 69\%
Q3 Do you have a favorable or unfavorable opinionof Pete Hoekstra?
Favorable ..... 28\%
Unfavorable ..... 38\%
Not sure ..... 35\%
Q4 If the candidates for Senate this fall wereDemocrat Debbie Stabenow and RepublicanClark Durant, who would you vote for?
Debbie Stabenow ..... 50\%
Clark Durant ..... 33\%
Not sure ..... 16\%
Q5 If the candidates for Senate this fall were Democrat Debbie Stabenow and Republican Pete Hoekstra, who would you vote for?
Debbie Stabenow51\%
Pete Hoekstra ..... 37\%
Not sure ..... 12\%
Q6 Are you familiar with the TV advertisement Pete Hoekstra ran during the Super Bowl, or not?
Familiar with it ..... 54\%
Not familiar with it ..... 46\%
Q7 (Among those familiar:) Did Hoekstra's admake you more or less likely to vote for him, ordid it not make a difference?
More likely ..... 16\%
Less likely ..... 45\%
Didn't make a difference ..... 37\%
Not sure ..... 1\%
Q8 Who did you vote for President in 2008?
John McCain ..... 40\%
Barack Obama ..... 51\%
Someone else/Don't remember ..... 10\%
Q9 Would you describe yourself as very liberal, somewhat liberal, moderate, somewhatconservative, or very conservative?
Very liberal ..... 12\%
Somewhat liberal ..... 20\%
Moderate ..... 30\%
Somewhat conservative ..... 21\%
Very conservative ..... 17\%
Q10 If you are a woman, press 1. If a man, press 2.
Woman ..... 55\%
Man ..... 45\%
Q11 If you are a Democrat, press 1. If a Republican,press 2. If you are an independent or identifywith another party, press 3.
Democrat ..... 40\%
Republican ..... 30\%
Independent/Other ..... 30\%
Q12 If you are white, press 1. If African-American,press 2. If other, press 3.
White ..... 83\%
African-American ..... 12\%
Other ..... 5\%

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Q13 If you are 18 to 29 years old, press 1. If 30 to 45 , press 2 . If 46 to 65 , press 3 . If you are older than 65 , press 4.

18 to 29........................................................... 16\%
30 to 45...........................................................26\%
46 to 65.......................................................... 37. 37
Older than 65 21\%

Q14 Are you or is anyone in your household a member of a labor union?
Yes ..... 30\%
No ..... 70\%

Crosstabs

|  |  | 2008 Vote |  |  |
| ---: | :---: | :---: | :---: | :---: |
|  | Base | John <br> McCain | Barack <br> Obama | Someone else/Don't <br> remember |
| Stabenow Approval |  |  |  |  |
| Approve | $47 \%$ | $16 \%$ | $75 \%$ | $27 \%$ |
| Disapprove | $41 \%$ | $74 \%$ | $15 \%$ | $46 \%$ |
| Not sure | $12 \%$ | $10 \%$ | $10 \%$ | $27 \%$ |


|  |  | 2008 Vote |  |  |
| :--- | :---: | :---: | :---: | ---: |
|  | Base | John <br> McCain | Barack <br> Obama | Someone else/Don't <br> remember |
| Durant Favorability |  |  |  |  |
| Favorable | $8 \%$ | $12 \%$ | $5 \%$ | $4 \%$ |
| Unfavorable | $\mathbf{2 4 \%}$ | $12 \%$ | $32 \%$ | $25 \%$ |
| Not sure | $69 \%$ | $75 \%$ | $63 \%$ | $72 \%$ |


|  | Base | 2008 Vote |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  | John McCain | Barack Obama | Someone else/Don't remember |
| Hoekstra Favorability | 28\% | 55\% | 7\% | 20\% |
| Favorable |  |  |  |  |
| Unfavorable | 38\% | 15\% | 58\% | 21\% |
| Not sure | 35\% | 29\% | 35\% | 58\% |


|  |  | 2008 Vote |  |  |
| ---: | :---: | :---: | :---: | ---: |
|  | Base | John <br> McCain | Barack <br> Obama | Someone else/Don't <br> remember |
| Stabenow/Durant |  |  |  |  |
| Debbie Stabenow | $50 \%$ | $13 \%$ | $82 \%$ | $35 \%$ |
| Clark Durant | $33 \%$ | $69 \%$ | $7 \%$ | $28 \%$ |
| Not sure | $16 \%$ | $18 \%$ | $11 \%$ | $37 \%$ |

## Public Policy Polling

## Crosstabs

|  |  | 2008 Vote |  |  |
| ---: | :---: | :---: | :---: | :---: |
|  | Base | John <br> McCain | Barack <br> Obama | Someone else/Don't <br> remember |
| Stabenow/Hoekstra |  |  |  |  |
| Debbie Stabenow | $51 \%$ | $14 \%$ | $83 \%$ | $30 \%$ |
| Pete Hoekstra | $37 \%$ | $74 \%$ | $7 \%$ | $39 \%$ |
| Not sure | $12 \%$ | $11 \%$ | $9 \%$ | $31 \%$ |


|  | Base | 2008 Vote |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  | John McCain | Barack Obama | Someone else/Don't remember |
| Familiar w/ Hoekstra Ad? | 54\% | 51\% | 61\% | 32\% |
| Familiar with it |  |  |  |  |
| Not familiar with it | 46\% | 49\% | 39\% | 68\% |


|  | Base | 2008 Vote |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  | John McCain | Barack Obama | Someone else/Don't remember |
| Did Ad Make You More/Less Likely to Vote for Hoekstra? | 16\% | 37\% | 4\% | 4\% |
| More likely |  |  |  |  |
| Less likely | 45\% | 18\% | 63\% | 50\% |
| Didn't make a difference | 37\% | 43\% | 32\% | 46\% |
| Not sure | 1\% | 2\% | 0\% | - |


|  | Base | Ideology |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| Stabenow Approval | 47\% | 70\% | 82\% | 54\% | 23\% | 5\% |
| Approve |  |  |  |  |  |  |
| Disapprove | 41\% | 23\% | 15\% | 28\% | 57\% | 90\% |
| Not sure | 12\% | 6\% | 3\% | 18\% | 19\% | 4\% |

## Crosstabs

|  | Base | Ideology |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | $\begin{array}{r} \text { Very } \\ \text { conservative } \end{array}$ |
| Durant Favorability | 8\% | 15\% | 8\% | 4\% | 6\% | 11\% |
| Favorable |  |  |  |  |  |  |
| Unfavorable | 24\% | 32\% | 33\% | 23\% | 17\% | 17\% |
| Not sure | 69\% | 53\% | 59\% | 73\% | 77\% | 72\% |


|  | Base | Ideology |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| Hoekstra Favorability |  |  |  |  |  |  |
| Favorable | 28\% | 16\% | 10\% | 12\% | 47\% | 60\% |
| Unfavorable | 38\% | 61\% | 59\% | 44\% | 14\% | 13\% |
| Not sure | 35\% | 23\% | 31\% | 44\% | 39\% | 27\% |


|  | Base | Ideology |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| Stabenow/Durant | 50\% | 81\% | 83\% | 62\% | 18\% | 10\% |
| Debbie Stabenow |  |  |  |  |  |  |
| Clark Durant | 33\% | 15\% | 13\% | 15\% | 53\% | 80\% |
| Not sure | 16\% | 4\% | 4\% | 23\% | 29\% | 11\% |


|  | Base | Ideology |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| Stabenow/Hoekstra | 51\% | 84\% | 87\% | 62\% | 16\% | 6\% |
| Debbie Stabenow |  |  |  |  |  |  |
| Pete Hoekstra | 37\% | 9\% | 10\% | 19\% | 63\% | 88\% |
| Not sure | 12\% | 7\% | 2\% | 19\% | 21\% | 6\% |

## Public Policy Polling

## Crosstabs

|  | Base | Ideology |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $\begin{array}{r} \text { Very } \\ \text { liberal } \end{array}$ | Somewhat liberal | Moderate | Somewhat conservative | $\begin{array}{r} \text { Very } \\ \text { conservative } \end{array}$ |
| Familiar w/ Hoekstra Ad? | 54\% | 55\% | 64\% | 49\% | 47\% | 61\% |
| Familiar with it |  |  |  |  |  |  |
| Not familiar with it | 46\% | 45\% | 36\% | 51\% | 53\% | 39\% |


|  | Base | Ideology |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| Did Ad Make You More/Less Likely to Vote for Hoekstra? |  |  |  |  |  |  |
| More likely | 16\% | 5\% | 3\% | 3\% | 20\% | 52\% |
| Less likely | 45\% | 76\% | 61\% | 61\% | 21\% | 13\% |
| Didn't make a difference | 37\% | 19\% | 36\% | 35\% | 59\% | 31\% |
| Not sure | 1\% | - | - | 1\% | - | 4\% |


|  |  | Gender |  |
| ---: | :---: | :---: | :---: |
|  | Base | Woman | Man |
| Stabenow Approval |  |  |  |
| Approve | $47 \%$ | $55 \%$ | $37 \%$ |
| Disapprove | $41 \%$ | $33 \%$ | $51 \%$ |
| Not sure | $\mathbf{1 2 \%}$ | $12 \%$ | $12 \%$ |


|  |  | Gender |  |
| ---: | :---: | :---: | :---: |
|  | Base | Woman | Man |
| Durant Favorability |  |  |  |
| Favorable | $\mathbf{8 \%}$ | $6 \%$ | $10 \%$ |
| Unfavorable | $\mathbf{2 4 \%}$ | $23 \%$ | $25 \%$ |
| Not sure | $69 \%$ | $72 \%$ | $65 \%$ |

## Public Policy Polling

|  |  | Gender |  |  |
| ---: | :--- | :--- | :--- | :---: |
|  | Base | Woman | Man |  |
| Hoekstra Favorability |  |  |  |  |
| Favorable | $\mathbf{2 8 \%}$ | $21 \%$ | $36 \%$ |  |
| Unfavorable | $38 \%$ | $40 \%$ | $35 \%$ |  |
| Not sure | $\mathbf{3 5 \%}$ | $40 \%$ | $29 \%$ |  |


|  |  | Gender |  |
| ---: | :--- | :--- | :--- |
|  | Base | Woman | Man |
| Stabenow/Durant |  |  |  |
| Debbie Stabenow | $50 \%$ | $57 \%$ | $42 \%$ |
| Clark Durant | $33 \%$ | $28 \%$ | $40 \%$ |
| Not sure | $\mathbf{1 6 \%}$ | $15 \%$ | $18 \%$ |


|  |  | Gender |  |
| ---: | :--- | :--- | :--- |
|  | Base | Woman | Man |
| Stabenow/Hoekstra |  |  |  |
| Debbie Stabenow | $51 \%$ | $59 \%$ | $40 \%$ |
| Pete Hoekstra | $37 \%$ | $30 \%$ | $46 \%$ |
| Not sure | $12 \%$ | $11 \%$ | $14 \%$ |


|  |  | Gender |  |
| :--- | :--- | :--- | :--- |
|  | Base | Wom an | Man |
| Fam iliar w/ Hoekstra <br> Ad? |  |  |  |
| Fam iliar with it | $54 \%$ | $52 \%$ | $57 \%$ |
| Not fam iliar with it | $46 \%$ | $48 \%$ | $43 \%$ |

## Public Policy Polling

## Crosstabs

|  |  | Gender |  |  |
| :--- | :---: | :---: | :---: | :---: |
|  | Base | Woman | Man |  |
| Did Ad Make You <br> More/Less Likely to <br> Vote for Hoekstra? |  |  |  |  |
| More likely |  | $16 \%$ | $14 \%$ |  |
| Less likely | $45 \%$ | $48 \%$ | $43 \%$ |  |
| Didn't make a <br> difference | $37 \%$ | $39 \%$ | $35 \%$ |  |
| Not sure | $1 \%$ | - | $2 \%$ |  |


|  | Base | Party |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  | Democrat | Republican | Independent/Other |
| Stabenow Approval | 47\% | 80\% | 9\% | 40\% |
| Approve |  |  |  |  |
| Disapprove | 41\% | 11\% | 77\% | 47\% |
| Not sure | 12\% | 9\% | 14\% | 13\% |


|  |  | Party |  |  |  |
| ---: | ---: | :--- | :--- | :--- | :---: |
|  | Base | Democrat | Republican | Independent/Other |  |
| Durant Favorability |  |  |  |  |  |
| Favorable | $\mathbf{8 \%}$ | $8 \%$ | $6 \%$ | $9 \%$ |  |
| Unfavorable | $\mathbf{2 4 \%}$ | $32 \%$ | $11 \%$ | $24 \%$ |  |
| Not sure | $69 \%$ | $60 \%$ | $82 \%$ | $67 \%$ |  |


|  |  | Party |  |  |  |
| :---: | :---: | :---: | :--- | :--- | :---: |
|  | Base | Dem ocrat | Republican | Independent/Other |  |
| Hoekstra Favorability |  |  |  |  |  |
| Favorable | $\mathbf{2 8 \%}$ | $8 \%$ | $53 \%$ | $29 \%$ |  |
| Unfavorable | $\mathbf{3 8 \%}$ | $55 \%$ | $13 \%$ | $39 \%$ |  |
| Not sure | $35 \%$ | $37 \%$ | $34 \%$ | $33 \%$ |  |

## Public Policy Polling

## Crosstabs



|  | Base | Party |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  | Democrat | Republican | Independent/Other |
| Stabenow/Hoekstra | 51\% | 89\% | 6\% |  |
| Debbie Stabenow |  |  |  | 43\% |
| Pete Hoekstra | 37\% | 6\% | 77\% | 39\% |
| Not sure | 12\% | 5\% | 17\% | 18\% |


|  | Base | Party |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  | Democrat | Republican | Independent/Other |
| Fam iliar w/ Hoekstra Ad? | 54\% | 53\% | 47\% | 62\% |
| Familiar with it |  |  |  |  |
| Not familiar with it | 46\% | 47\% | 53\% | 38\% |


|  | Base | Party |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  | Democrat | Republican | Independent/Other |
| Did Ad Make You More/Less Likely to Vote for Hoekstra? |  |  |  |  |
| More likely | 16\% | 3\% | 37\% | 16\% |
| Less likely | 45\% | 69\% | 15\% | 41\% |
| Didn't make a difference | 37\% | 27\% | 45\% | 43\% |
| Not sure | 1\% | 1\% | 3\% | - |

## Crosstabs

|  | Base | Race |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  | White | AfricanAmerican | Other |
| Stabenow Approval |  |  |  |  |
| Approve | 47\% | 43\% | 72\% | 54\% |
| Disapprove | 41\% | 45\% | 21\% | 28\% |
| Not sure | 12\% | 12\% | 7\% | 17\% |


|  |  | Race |  |  |
| ---: | :---: | :---: | :---: | :---: |
|  | Base | White | $\begin{array}{rl}\text { African- } \\ \text { American }\end{array}$ |  |
| Other |  |  |  |  |$]$


|  | Base | Race |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  | White | AfricanAmerican | Other |
| Hoekstra Favorability |  |  |  |  |
| Favorable | 28\% | 31\% | 10\% | 20\% |
| Unfavorable | 38\% | 35\% | 50\% | 55\% |
| Not sure | 35\% | 35\% | 40\% | 26\% |


|  | Base | Race |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  | White | AfricanAmerican | Other |
| Stabenow/Durant |  |  |  |  |
| Debbie Stabenow | 50\% | 45\% | 82\% | 55\% |
| Clark Durant | 33\% | 37\% | 15\% | 19\% |
| Not sure | 16\% | 18\% | 3\% | 25\% |

## Crosstabs

|  | Base | Race |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  | White | AfricanAmerican | Other |
| Stabenow/Hoekstra |  |  |  |  |
| Debbie Stabenow | 51\% | 46\% | 84\% | 53\% |
| Pete Hoekstra | 37\% | 41\% | 13\% | 26\% |
| Not sure | 12\% | 13\% | 3\% | 21\% |


|  | Base | Race |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  | White | AfricanAmerican | Other |
| Familiar w/ Hoekstra Ad? |  |  |  |  |
| Familiar with it | 54\% | 54\% | 53\% | 55\% |
| Not familiar with it | 46\% | 46\% | 47\% | 45\% |


|  | Base | Race |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  | White | AfricanAmerican | Other |
| Did Ad Make You More/Less Likely to Vote for Hoekstra? |  |  |  |  |
| More likely | 16\% | 18\% | 4\% | 21\% |
| Less likely | 45\% | 44\% | 63\% | 23\% |
| Didn't make a difference | 37\% | 37\% | 33\% | 57\% |
| Not sure | 1\% | 1\% | - | - |


|  | Base | Age |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $\begin{array}{r} 18 \text { to } \\ 29 \end{array}$ | $\begin{array}{r} 30 \text { to } \\ 45 \end{array}$ | $\begin{array}{r} 46 \text { to } \\ 65 \end{array}$ | Older than 65 |
| Stabenow Approval | 47\% | 53\% | 42\% | 48\% | 47\% |
| Approve |  |  |  |  |  |
| Disapprove | 41\% | 32\% | 47\% | 40\% | 43\% |
| Not sure | 12\% | 15\% | 11\% | 12\% | 10\% |

Crosstabs

|  | Base | Age |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $\begin{array}{r} 18 \text { to } \\ 29 \end{array}$ | $\begin{array}{\|r} 30 \text { to } \\ 45 \end{array}$ | $\begin{array}{\|r} \hline 46 \text { to } \\ 65 \end{array}$ | Older than 65 |
| Durant Favorability | 8\% | 9\% | 11\% | 5\% | 7\% |
| Favorable |  |  |  |  |  |
| Unfavorable | 24\% | 34\% | 19\% | 23\% | 22\% |
| Not sure | 69\% | 57\% | 70\% | 71\% | 71\% |


|  | Base | Age |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $\begin{array}{r} 18 \text { to } \\ 29 \end{array}$ | $\begin{array}{r} 30 \text { to } \\ 45 \end{array}$ | $\begin{array}{r} 46 \text { to } \\ 65 \end{array}$ | Older than 65 |
| Hoekstra Favorability |  |  |  |  |  |
| Favorable | 28\% | 23\% | 27\% | 30\% | 27\% |
| Unfavorable | 38\% | 36\% | 36\% | 40\% | 37\% |
| Not sure | 35\% | 40\% | 36\% | 30\% | 37\% |


|  |  | Age |  |  |  |  |  |
| :--- | :--- | :--- | :--- | ---: | ---: | :---: | :---: |
|  | Base | $\mathbf{1 8}$ to <br> $\mathbf{2 9}$ | $\mathbf{3 0}$ to <br> $\mathbf{4 5}$ | $\mathbf{4 6}$ to <br> $\mathbf{6 5}$ | Older <br> than $\mathbf{6 5}$ |  |  |
| Stabenow/Durant |  |  |  |  |  |  |  |
| Debbie Stabenow | $\mathbf{5 0 \%}$ | $62 \%$ | $46 \%$ | $49 \%$ | $50 \%$ |  |  |
| Clark Durant | $\mathbf{3 3 \%}$ | $21 \%$ | $35 \%$ | $34 \%$ | $40 \%$ |  |  |
| Not sure | $\mathbf{1 6 \%}$ | $17 \%$ | $19 \%$ | $18 \%$ | $10 \%$ |  |  |


|  |  | Age |  |  |  |  |  |
| :--- | :--- | :--- | ---: | ---: | ---: | :---: | :---: |
|  | Base | $\mathbf{1 8}$ to <br> $\mathbf{2 9}$ | $\mathbf{3 0}$ to <br> $\mathbf{4 5}$ | $\mathbf{4 6}$ to <br> $\mathbf{6 5}$ | Older <br> than 65 |  |  |
| Stabenow/Hoekstra |  |  |  |  |  |  |  |
| Debbie Stabenow | $51 \%$ | $60 \%$ | $49 \%$ | $49 \%$ | $49 \%$ |  |  |
| Pete Hoekstra | $37 \%$ | $26 \%$ | $38 \%$ | $37 \%$ | $43 \%$ |  |  |
| Not sure | $12 \%$ | $15 \%$ | $14 \%$ | $13 \%$ | $8 \%$ |  |  |

Crosstabs

|  | Base | Age |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $\begin{array}{r} 18 \text { to } \\ 29 \end{array}$ | $\begin{array}{\|r} 30 \text { to } \\ 45 \end{array}$ | $\begin{array}{\|r} 46 \text { to } \\ 65 \end{array}$ | Older than 65 |
| Familiar w/ Hoekstra Ad? | 54\% | 43\% | 56\% | 57\% | 54\% |
| Familiar with it |  |  |  |  |  |
| Not familiar with it | 46\% | 57\% | 44\% | 43\% | 46\% |


|  | Base | Age |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $\begin{array}{r} 18 \text { to } \\ 29 \end{array}$ | $\begin{array}{\|r} 30 \text { to } \\ 45 \end{array}$ | $\begin{array}{\|r} \hline 46 \text { to } \\ 65 \end{array}$ | Older than 65 |
| Did Ad Make You More/Less Likely to Vote for Hoekstra? |  |  |  |  |  |
| More likely | 16\% | 7\% | 18\% | 19\% | 14\% |
| Less likely | 45\% | 47\% | 43\% | 48\% | 44\% |
| Didn't make a difference | 37\% | 47\% | 40\% | 31\% | 40\% |
| Not sure | 1\% | - | - | 1\% | 2\% |


|  |  | Union <br> Member? |  |
| :---: | :---: | :---: | :---: |
|  | Base | Yes | No |
| Stabenow Approval |  |  |  |
| Approve |  | $56 \%$ | $43 \%$ |
| Disapprove | $41 \%$ | $36 \%$ | $44 \%$ |
| Not sure | $12 \%$ | $8 \%$ | $13 \%$ |


|  |  | Union <br> Mem ber? |  |
| :--- | :--- | :--- | :--- |
|  | Base | Yes | No |
| Durant Favorability |  |  |  |
| Favorable | $8 \%$ | $9 \%$ | $7 \%$ |
| Unfavorable | $\mathbf{2 4 \%}$ | $32 \%$ | $20 \%$ |
| Not sure | $69 \%$ | $59 \%$ | $73 \%$ |


|  |  | Union <br> Mem ber? |  |
| ---: | :--- | :--- | :--- |
|  | Base | Yes | No |
| Hoekstra Favorability |  |  |  |
|  | Favorable | $28 \%$ | $22 \%$ |
|  | $30 \%$ |  |  |
| Unfavorable | $38 \%$ | $49 \%$ | $33 \%$ |
| Not sure | $35 \%$ | $29 \%$ | $37 \%$ |


|  |  | Union <br> Mem ber? |  |
| ---: | :---: | ---: | ---: |
|  | Base | Yes | No |
| Stabenow /Durant |  |  |  |
| Debbie Stabenow |  | $64 \%$ | $44 \%$ |
| Clark Durant | $33 \%$ | $26 \%$ | $37 \%$ |
| Not sure | $16 \%$ | $9 \%$ | $19 \%$ |


|  |  | Union <br> Mem ber? |  |
| ---: | :--- | :--- | ---: |
|  | Base | Yes | No |
| Stabenow/Hoekstra |  |  |  |
| Debbie Stabenow |  | $64 \%$ | $45 \%$ |
| Pete Hoekstra | $37 \%$ | $28 \%$ | $41 \%$ |
| Not sure | $12 \%$ | $8 \%$ | $14 \%$ |


|  |  | Union <br> Member? |  |
| :--- | :--- | ---: | ---: |
|  | Base | Yes | No |
| Fam iliar w/ Hoekstra <br> Ad? |  |  |  |
| Fam iliar with it | $54 \%$ | $60 \%$ | $51 \%$ |
| Not fam iliar with it | $46 \%$ | $40 \%$ | $49 \%$ |


|  |  | Union <br> Mem ber? |  |
| :--- | :--- | :--- | ---: |
|  | Base | Yes | No |
| Did Ad Make You <br> More/Less Likely to <br> Vote for Hoekstra? |  |  |  |
| More likely | $16 \%$ | $15 \%$ | $17 \%$ |
| Less likely | $45 \%$ | $50 \%$ | $43 \%$ |
| Didn't make a <br> difference <br> Not sure | $37 \%$ | $34 \%$ | $39 \%$ |

## Michigan Survey Results

Q1 dour have a favorable or unfavorable opinionof Clark Durant?
Favorable ..... 12\%
Unfavorable ..... 15\%
Not sure ..... 73\%
Q2 Do you have a favorable or unfavorable opinionof Pete Hoekstra?
Favorable ..... 52\%
Unfavorable ..... 18\%
Not sure ..... 30\%
Q3 If the Republican candidates for Senate wereScotty Boman, Clark Durant, Gary Glenn,Randy Hekman, Pete Hoekstra, PeterKonetchy, Chuck Marino, and Rick Wilson,who would you vote for?
Scotty Boman ..... 6\%
Clark Durant ..... 9\%
Gary Glenn ..... 4\%
Randy Hekman ..... 2\%
Pete Hoekstra ..... 42\%
Peter Konetchy ..... 1\%
Chuck Marino ..... 0\%
Rick Wilson ..... 1\%
Someone else/Undecided ..... 34\%
Q4 Do you consider yourself to be a member ofthe Tea Party?
Yes ..... 27\%
No ..... 58\%
Not sure ..... 15\%
Q5 Are you an Evangelical Christian, or not?
Are an Evangelical ..... 48\%
Are not ..... 52\%
Q6 Would you describe yourself as very liberal,somewhat liberal, moderate, somewhatconservative, or very conservative?
Very liberal ..... 3\%
Somewhat liberal ..... 6\%
Moderate ..... 18\%
Somewhat conservative ..... 35\%
Very conservative ..... 38\%
Q7 If you are a woman, press 1. If a man, press 2.
Woman ..... 55\%
Man. ..... 45\%
Q8 If you are a Democrat, press 1. If a Republican,press 2 . If you are an independent or identifywith another party, press 3.
Democrat ..... 4\%
Republican ..... 70\%
Independent/Other ..... 26\%
Q9 If you are 18 to 45 years old, press 1. If 46 to65 , press 2 . If you are older than 65 , press 3.
18 to 45 ..... 26\%
46 to 65 ..... 49\%
Older than 65 ..... 25\%
Q10 Are you or is anyone in your household amember of a labor union?
Yes. ..... 24\%
No. ..... 76\%

|  |  |  |  |  |
| :--- | :--- | :--- | :--- | :--- | ---: |
|  |  | Tea Party ID |  |  |
|  | Base | Yes | No | Not <br> sure |
| Durant Favorability |  |  |  |  |
| Favorable | $12 \%$ | $15 \%$ | $11 \%$ | $11 \%$ |
| Unfavorable | $15 \%$ | $11 \%$ | $16 \%$ | $18 \%$ |
| Not sure | $73 \%$ | $74 \%$ | $73 \%$ | $71 \%$ |

## Crosstabs

|  | Base | Tea Party ID |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  | Yes | No |  |
| Hoekstra Favorability |  |  |  |  |
| Favorable | 52\% | 61\% | 48\% | 50\% |
| Unfavorable | 18\% | 11\% | 23\% | 8\% |
| Not sure | 30\% | 28\% | 28\% | 42\% |


|  | Base | Tea Party ID |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  | Yes | No | Not sure |
| 2012 GOP Sen Primary |  |  |  |  |
| Scotty Bom an | 6\% | 2\% | 9\% | 3\% |
| Clark Durant | 9\% | 10\% | 8\% | 12\% |
| Gary Glenn | 4\% | 6\% | 3\% | 6\% |
| Randy Hekm an | 2\% | 1\% | 3\% | 4\% |
| Pete Hoekstra | 42\% | 58\% | 37\% | 31\% |
| Peter Konetchy | 1\% | 1\% | 2\% | - |
| Chuck Marino | 0\% | - | 0\% | 1\% |
| Rick Wilson | 1\% | - | 2\% | - |
| Someone else/Undecided | 34\% | 23\% | 36\% | 43\% |


|  |  | Evangelical |  |
| :--- | :--- | :--- | :--- |
|  | Base | Are an <br> Evangelical | Are <br> not |
| Durant Favorability |  |  |  |
| Favorable | $12 \%$ | $12 \%$ | $13 \%$ |
| Unfavorable | $15 \%$ | $12 \%$ | $17 \%$ |
| Not sure | $73 \%$ | $76 \%$ | $70 \%$ |

## Crosstabs

|  |  | Evangelical |  |
| ---: | :---: | :---: | :---: |
|  | Are an <br> Evangelical | Are <br> not |  |
| Boekstra Favorability |  |  |  |
| Favorable |  | $58 \%$ | $46 \%$ |
| Unfavorable | $18 \%$ | $14 \%$ | $21 \%$ |
| Not sure | $30 \%$ | $28 \%$ | $33 \%$ |


|  | Base | Evangelical |  |
| :---: | :---: | :---: | :---: |
|  |  | Are an Evangelical | Are not |
| 2012 GOP Sen Primary |  |  |  |
| Scotty Boman | 6\% | 6\% | 7\% |
| Clark Durant | 9\% | 7\% | 11\% |
| Gary Glenn | 4\% | 4\% | 5\% |
| Randy Hekman | 2\% | 2\% | 2\% |
| Pete Hoekstra | 42\% | 48\% | 36\% |
| Peter Konetchy | 1\% | - | 2\% |
| Chuck Marino | 0\% | - | 1\% |
| Rick Wilson | 1\% | 1\% | 1\% |
| Someone else/Undecided | 34\% | 33\% | 34\% |


|  |  | Ideology |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Base | Very <br> liberal | Somewhat <br> liberal | Moderate | Somewhat <br> conservative | Very <br> conservative |  |
| Durant Favorability |  |  |  |  |  |  |  |
| Favorable | $12 \%$ | $14 \%$ | $15 \%$ | $11 \%$ | $11 \%$ | $13 \%$ |  |
| Unfavorable | $15 \%$ | $48 \%$ | $25 \%$ | $16 \%$ | $12 \%$ | $12 \%$ |  |
| Not sure | $73 \%$ | $38 \%$ | $60 \%$ | $73 \%$ | $77 \%$ | $74 \%$ |  |


|  | Base | Ideology |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| Hoekstra Favorability | 52\% | 35\% | 46\% | 26\% | 57\% | 62\% |
| Favorable |  |  |  |  |  |  |
| Unfavorable | 18\% | 54\% | 31\% | 37\% | 6\% | 14\% |
| Not sure | 30\% | 12\% | 23\% | 37\% | 36\% | 25\% |

Crosstabs

|  | Base | Ideology |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | $\begin{array}{r} \text { Very } \\ \text { conservative } \end{array}$ |
| 2012 GOP Sen Primary |  |  |  |  |  |  |
| Scotty Boman | 6\% | 28\% | 11\% | 14\% | 4\% | 2\% |
| Clark Durant | 9\% | 28\% | 17\% | 7\% | 8\% | 9\% |
| Gary Glenn | 4\% | - | 4\% | 11\% | 3\% | 3\% |
| Randy Hekman | 2\% | 14\% | - | 1\% | 2\% | 2\% |
| Pete Hoekstra | 42\% | 12\% | 31\% | 25\% | 42\% | 53\% |
| Peter Konetchy | 1\% | - | - | 3\% | 1\% | 0\% |
| Chuck Marino | 0\% | - | 3\% | 1\% | - | - |
| Rick Wilson | 1\% | - | - | 1\% | 1\% | 1\% |
| Someone else/Undecided | 34\% | 19\% | 34\% | 37\% | 38\% | 30\% |


|  |  | Gender |  |
| :--- | :--- | :--- | :--- |
|  | Base | Woman | Man |
| Durant Favorability |  |  |  |
|  |  |  |  |
| Favorable | $12 \%$ | $12 \%$ | $13 \%$ |
| Unfavorable | $15 \%$ | $12 \%$ | $18 \%$ |
| Not sure | $\mathbf{7 3 \%}$ | $76 \%$ | $69 \%$ |


|  |  | Gender |  |
| ---: | :--- | :--- | :--- |
|  | Base | Wom an | Man |
| Hoekstra Favorability |  |  |  |
| Favorable | $52 \%$ | $48 \%$ | $56 \%$ |
| Unfavorable | $\mathbf{1 8 \%}$ | $17 \%$ | $19 \%$ |
| Not sure | $\mathbf{3 0 \%}$ | $35 \%$ | $25 \%$ |


|  |  | Gender |  |
| :--- | :---: | :---: | :---: |
|  | Base | Woman | Man |
| 2012 GOP Sen <br> Prim ary |  |  |  |
| Scotty Boman | $6 \%$ | $7 \%$ | $6 \%$ |
| Clark Durant | $\mathbf{9 \%}$ | $9 \%$ | $9 \%$ |
| Gary Glenn | $\mathbf{4 \%}$ | $5 \%$ | $4 \%$ |
| Randy Hekman | $\mathbf{2 \%}$ | $2 \%$ | $3 \%$ |
| Pete Hoekstra | $\mathbf{4 2 \%}$ | $40 \%$ | $43 \%$ |
| Peter Konetchy | $\mathbf{1 \%}$ | $0 \%$ | $2 \%$ |
| Chuck Marino | $\mathbf{0 \%}$ | $0 \%$ | $1 \%$ |
| Rick Wilson | $\mathbf{1 \%}$ | - | $2 \%$ |
| Someone | $\mathbf{3 4 \%}$ | $37 \%$ | $30 \%$ |
| else/Undecided |  |  |  |

## Public Policy Polling

## Crosstabs

|  |  |  |  |  |  | Party |  |  |  |
| ---: | :---: | :--- | :--- | :--- | :---: | :---: | :---: | :---: | :---: |
|  | Base | Democrat | Republican | Independent/Other |  |  |  |  |  |
| Durant Favorability |  |  |  |  |  |  |  |  |  |
| Favorable | $\mathbf{1 2 \%}$ | $13 \%$ | $12 \%$ | $13 \%$ |  |  |  |  |  |
| Unfavorable | $15 \%$ | $46 \%$ | $11 \%$ | $20 \%$ |  |  |  |  |  |
| Not sure | $73 \%$ | $40 \%$ | $77 \%$ | $67 \%$ |  |  |  |  |  |


|  |  |  |  |  |  |
| ---: | :---: | :--- | :--- | :--- | :---: |
|  | Basty |  |  |  |  |
|  | Bemocrat | Republican | Independent/Other |  |  |
| Hoekstra Favorability |  |  |  |  |  |
| Favorable | $52 \%$ | $40 \%$ | $56 \%$ | $43 \%$ |  |
| Unfavorable | $18 \%$ | $56 \%$ | $13 \%$ | $26 \%$ |  |
| Not sure | $30 \%$ | $4 \%$ | $31 \%$ | $31 \%$ |  |


|  |  | Party |  |  |  |
| :--- | :---: | :--- | :--- | :--- | :---: |
|  | Base | Democrat | Republican | Independent/Other |  |
| 2012 GOP Sen <br> Primary |  |  |  |  |  |
| Scotty Boman | $\mathbf{6 \%}$ | $13 \%$ | $6 \%$ | $8 \%$ |  |
| Clark Durant | $9 \%$ | $13 \%$ | $8 \%$ | $11 \%$ |  |
| Gary Glenn | $4 \%$ | $4 \%$ | $4 \%$ | $5 \%$ |  |
| Randy Hekman | $\mathbf{2 \%}$ | - | $2 \%$ | $3 \%$ |  |
| Pete Hoekstra | $\mathbf{4 2 \%}$ | $26 \%$ | $44 \%$ | $38 \%$ |  |
| Peter Konetchy | $\mathbf{1 \%}$ | - | $1 \%$ | $2 \%$ |  |
| Chuck Marino | $\mathbf{0 \%}$ | - | $0 \%$ | $1 \%$ |  |
| Rick Wilson | $\mathbf{1 \%}$ | - | $1 \%$ | $1 \%$ |  |
| Someone | $\mathbf{3 4 \%}$ | $43 \%$ | $34 \%$ | $32 \%$ |  |
| else/Undecided |  |  |  |  |  |


|  | Base | Age |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  | $\begin{array}{r} 18 \text { to } \\ 45 \end{array}$ | $\begin{array}{r} 46 \text { to } \\ 65 \end{array}$ | Older than 65 |
| Durant Favorability | 12\% | 9\% | 14\% | 13\% |
| Favorable |  |  |  |  |
| Unfavorable | 15\% | 20\% | 12\% | 14\% |
| Not sure | 73\% | 70\% | 74\% | 73\% |

## Crosstabs

|  | Base | Age |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  | $\begin{array}{r} 18 \text { to } \\ 45 \end{array}$ | $\begin{array}{r} 46 \text { to } \\ 65 \end{array}$ | Older than 65 |
| Hoekstra Favorability |  |  |  |  |
| Favorable | 52\% | 52\% | 54\% | 48\% |
| Unfavorable | 18\% | 19\% | 18\% | 17\% |
| Not sure | 30\% | 30\% | 28\% | 35\% |


|  | Base | Age |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  | $\begin{array}{r} 18 \text { to } \\ 45 \end{array}$ | $\begin{array}{\|r\|} \hline 46 \text { to } \\ 65 \end{array}$ | Older |
| $\begin{aligned} & 2012 \text { GOP Sen } \\ & \text { Primary } \end{aligned}$ |  | 17\% | 3\% | 2\% |
| Scotty Boman | 6\% |  |  |  |
| Clark Durant | 9\% | 7\% | 9\% | 12\% |
| Gary Glenn | 4\% | 4\% | 4\% | 7\% |
| Randy Hekman | 2\% | - | 3\% | 3\% |
| Pete Hoekstra | 42\% | 35\% | 46\% | 40\% |
| Peter Konetchy | 1\% | 2\% | 1\% | 1\% |
| Chuck Marino | 0\% | - | 1\% | 1\% |
| Rick Wilson | 1\% | 2\% | 1\% | 1\% |
| Someone else/Undecided | 34\% | 33\% | 34\% | 35\% |


|  |  | Union <br> Member? |  |
| :--- | :--- | :--- | :--- |
|  | Base | Yes | No |
| Durant Favorability |  |  |  |
| Favorable | $\mathbf{1 2 \%}$ | $14 \%$ | $12 \%$ |
| Unfavorable | $15 \%$ | $21 \%$ | $13 \%$ |
| Not sure | $73 \%$ | $65 \%$ | $75 \%$ |


|  |  | Union <br> Member? |  |
| :--- | :--- | :--- | :--- |
|  | Base | Yes | No |
| Hoekstra Favorability |  |  |  |
| Favorable | $52 \%$ | $41 \%$ | $55 \%$ |
| Unfavorable | $\mathbf{1 8} \%$ | $31 \%$ | $14 \%$ |
| Not sure | $\mathbf{3 0 \%}$ | $28 \%$ | $31 \%$ |

Crosstabs

|  |  | Union <br> Member? |  |
| :--- | :---: | :---: | :---: |
|  | Base | Yes | No |
| 2012 GOP Sen <br> Primary |  |  |  |
| Scotty Boman |  | $4 \%$ | $7 \%$ |
| Clark Durant | $\mathbf{9 \%}$ | $13 \%$ | $8 \%$ |
| Gary Glenn | $\mathbf{4 \%}$ | $9 \%$ | $3 \%$ |
| Randy Hekman | $\mathbf{2 \%}$ | - | $3 \%$ |
| Pete Hoekstra | $\mathbf{4 2 \%}$ | $31 \%$ | $45 \%$ |
| Peter Konetchy | $\mathbf{1 \%}$ | $2 \%$ | $1 \%$ |
| Chuck Marino | $\mathbf{0} \%$ | - | $1 \%$ |
| Rick Wilson | $\mathbf{1 \%}$ | $1 \%$ | $1 \%$ |
| Someone | $\mathbf{3 4 \%}$ | $40 \%$ | $32 \%$ |
| else/Undecided |  |  |  |

