

FOR IMMEDIATE RELEASE

June 1, 2010

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Undecided Leads GOP and Dem. Races for MI Governor

Raleigh, N.C. – Just over two months from the August 3rd primary, the candidates are running neck-and-neck in the Democratic and Republican races to determine who will face off to succeed Governor Jennifer Granholm.

In the GOP battle, four candidates are within the margin of error of the lead. Venture capitalist Rick Snyder tops Congressman Pete Hoekstra, 20% to 19%, with Attorney General Mike Cox at 17%, Oakland County Sheriff Mike Bouchard at 15%, and State Senator Tom George at 9%. As many voters, 20%, are undecided as support the leader. Hoekstra leads at 21% among the 71% conservative majority, with the other candidates close behind and a few points between each. Snyder gets 28% among the 21% moderate minority, with the other three leading contenders at 18%.

Hoekstra is the most popular of the Republicans, with a 43-17 favorability mark, to Snyder's 34-10, Cox's 41-24, Bouchard's 31-15, and George's 7-10. Still, anywhere from 36 to 83% of the most attuned GOP voters have no opinion of each.

In the Democratic contest, Lansing Mayor Virg Bernero edges State House Speaker Andy Dillon, 26-23, with almost twice as many, 51%, undecided as support Bernero. Bernero is favored by the 32% liberal minority, 38-15, while Dillon leads among the 49% moderate plurality and 19% conservative minority, 29-27 and 20-5, respectively.

Two-thirds to three-quarters of the most informed Democrats are not aware of these two candidates, and neither has a positive favorability grade. Bernero is a little less known but slightly more popular, with a 13-14 to Dillon's 14-19.

“Voters really aren't tuned into the Governor's race yet,” said Dean Debnam, President of PPP “The numbers could change a lot as the candidates become better known.”

PPP surveyed 377 likely Michigan Republican primary voters, with a margin of error of +/-5.1%, and 314 likely Democratic primary voters, with a margin of error of +/-5.5%, from May 25th to 27th. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

If you would like an interview regarding this release, please contact Dean Debnam at (888) 621-6988 or 919-880-4888.



Michigan Survey Results

- Q1** Do you have a favorable or unfavorable opinion of Mike Bouchard?
- Favorable*..... 31%
 - Unfavorable* 15%
 - Not Sure*..... 54%
- Q2** Do you have a favorable or unfavorable opinion of Mike Cox?
- Favorable*..... 41%
 - Unfavorable* 24%
 - Not Sure*..... 36%
- Q3** Do you have a favorable or unfavorable opinion of Tom George?
- Favorable*..... 7%
 - Unfavorable* 10%
 - Not Sure*..... 83%
- Q4** Do you have a favorable or unfavorable opinion of Pete Hoekstra?
- Favorable*..... 43%
 - Unfavorable* 17%
 - Not Sure*..... 41%
- Q5** Do you have a favorable or unfavorable opinion of Rick Snyder?
- Favorable*..... 34%
 - Unfavorable* 10%
 - Not Sure*..... 56%
- Q6** If the Republican candidates for governor were Mike Bouchard, Mike Cox, Tom George, Pete Hoekstra, and Rick Snyder, who would you vote for?
- Mike Bouchard*..... 15%
 - Mike Cox*..... 17%
 - Tom George*..... 9%
 - Pete Hoekstra*..... 19%
 - Rick Snyder* 20%
 - Undecided*..... 20%
- Q7** Would you describe yourself as a liberal, moderate, or conservative?
- Liberal*..... 5%
 - Moderate*..... 24%
 - Conservative*..... 71%
- Q8** If you are a woman, press 1, if a man, press 2.
- Woman* 47%
 - Man*..... 53%
- Q9** If you are a Democrat, press 1. If you are a Republican, press 2. If you are an independent or identify with another party, press 3.
- Democrat*..... 6%
 - Republican*..... 74%
 - Independent/Other*..... 21%
- Q10** If you are 18 to 29 years old, press 1 now. If you are 30 to 45, press 2. If you are 46 to 65, press 3. If older, press 4.
- 18 to 29*..... 6%
 - 30 to 45*..... 28%
 - 46 to 65*..... 43%
 - Older than 65*..... 23%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Bouchard Favorability				
Favorable	31%	25%	33%	30%
Unfavorable	15%	38%	23%	11%
Not Sure	54%	38%	44%	59%

	Base	Ideology		
		Liberal	Moderate	Conservative
Cox Favorability				
Favorable	41%	13%	41%	42%
Unfavorable	24%	50%	36%	18%
Not Sure	36%	38%	23%	40%

	Base	Ideology		
		Liberal	Moderate	Conservative
George Favorability				
Favorable	7%	-	8%	7%
Unfavorable	10%	25%	18%	6%
Not Sure	83%	75%	74%	87%

	Base	Ideology		
		Liberal	Moderate	Conservative
Hoekstra Favorability				
Favorable	43%	13%	41%	45%
Unfavorable	17%	50%	23%	12%
Not Sure	41%	38%	36%	42%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Snyder Favorability				
Favorable	34%	38%	44%	31%
Unfavorable	10%	13%	15%	8%
Not Sure	56%	50%	41%	61%

	Base	Ideology		
		Liberal	Moderate	Conservative
GOP Gov Primary				
Mike Bouchard	15%	25%	18%	13%
Mike Cox	17%	38%	18%	15%
Tom George	9%	-	8%	10%
Pete Hoekstra	19%	-	18%	21%
Rick Snyder	20%	25%	28%	17%
Undecided	20%	13%	10%	24%

	Base	Gender	
		Woman	Man
Bouchard Favorability			
Favorable	31%	32%	29%
Unfavorable	15%	7%	22%
Not Sure	54%	61%	48%

	Base	Gender	
		Woman	Man
Cox Favorability			
Favorable	41%	27%	53%
Unfavorable	24%	23%	25%
Not Sure	36%	51%	22%





Crosstabs

	Base	Gender	
		Woman	Man
George Favorability			
Favorable	7%	5%	8%
Unfavorable	10%	7%	13%
Not Sure	83%	88%	79%

	Base	Gender	
		Woman	Man
Hoekstra Favorability			
Favorable	43%	37%	47%
Unfavorable	17%	15%	19%
Not Sure	41%	48%	34%

	Base	Gender	
		Woman	Man
Snyder Favorability			
Favorable	34%	31%	38%
Unfavorable	10%	4%	15%
Not Sure	56%	65%	47%

	Base	Gender	
		Woman	Man
GOP Gov Primary			
Mike Bouchard	15%	20%	11%
Mike Cox	17%	12%	21%
Tom George	9%	11%	7%
Pete Hoekstra	19%	16%	22%
Rick Snyder	20%	15%	25%
Undecided	20%	27%	14%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Bouchard Favorability				
Favorable	31%	33%	28%	39%
Unfavorable	15%	33%	12%	21%
Not Sure	54%	33%	60%	39%

	Base	Party		
		Democrat	Republican	Independent/Other
Cox Favorability				
Favorable	41%	33%	41%	42%
Unfavorable	24%	33%	22%	27%
Not Sure	36%	33%	37%	30%

	Base	Party		
		Democrat	Republican	Independent/Other
George Favorability				
Favorable	7%	22%	5%	9%
Unfavorable	10%	22%	9%	9%
Not Sure	83%	56%	86%	82%

	Base	Party		
		Democrat	Republican	Independent/Other
Hoekstra Favorability				
Favorable	43%	22%	42%	48%
Unfavorable	17%	44%	15%	15%
Not Sure	41%	33%	42%	36%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Snyder Favorability				
Favorable	34%	22%	31%	48%
Unfavorable	10%	33%	9%	6%
Not Sure	56%	44%	59%	45%

	Base	Party		
		Democrat	Republican	Independent/Other
GOP Gov Primary				
Mike Bouchard	15%	11%	13%	24%
Mike Cox	17%	33%	18%	9%
Tom George	9%	11%	8%	9%
Pete Hoekstra	19%	22%	19%	18%
Rick Snyder	20%	11%	16%	36%
Undecided	20%	11%	25%	3%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Bouchard Favorability					
Favorable	31%	50%	31%	28%	31%
Unfavorable	15%	-	13%	13%	25%
Not Sure	54%	50%	56%	59%	44%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Cox Favorability					
Favorable	41%	40%	53%	36%	33%
Unfavorable	24%	20%	16%	23%	36%
Not Sure	36%	40%	31%	41%	31%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
George Favorability					
Favorable	7%	10%	4%	-	22%
Unfavorable	10%	-	9%	12%	11%
Not Sure	83%	90%	87%	88%	67%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Hoekstra Favorability					
Favorable	43%	40%	40%	39%	53%
Unfavorable	17%	10%	16%	17%	19%
Not Sure	41%	50%	44%	43%	28%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Snyder Favorability					
Favorable	34%	60%	36%	35%	25%
Unfavorable	10%	10%	13%	7%	11%
Not Sure	56%	30%	51%	58%	64%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
GOP Gov Primary					
Mike Bouchard	15%	20%	18%	16%	8%
Mike Cox	17%	40%	22%	10%	17%
Tom George	9%	-	4%	9%	17%
Pete Hoekstra	19%	-	18%	20%	25%
Rick Snyder	20%	30%	16%	23%	17%
Undecided	20%	10%	22%	22%	17%





Michigan Survey Results

Q1 Do you have a favorable or unfavorable opinion of Virg Bernero?

Favorable..... 13%
Unfavorable 14%
Not Sure..... 73%

Q2 Do you have a favorable or unfavorable opinion of Andy Dillon?

Favorable..... 14%
Unfavorable 19%
Not Sure..... 67%

Q3 The Democratic candidates for governor are Virg Bernero and Andy Dillon. If the election was today, who would you vote for?

Virg Bernero..... 26%
Andy Dillon..... 23%
Undecided..... 51%

Q4 Would you describe yourself as a liberal, moderate, or conservative?

Liberal..... 32%
Moderate..... 49%
Conservative..... 19%

Q5 If you are a woman, press 1, if a man, press 2.

Woman 56%
Man..... 44%

Q6 If you are a Democrat, press 1. If you are a Republican, press 2. If you are an independent or identify with another party, press 3.

Democrat..... 70%
Republican..... 11%
Independent/Other..... 19%

Q7 If you are white, press one now. If you are African-American, press two now. If other, press 3.

White 73%
African-American 24%
Other..... 3%

Q8 If you are 18 to 29 years old, press 1 now. If you are 30 to 45, press 2. If you are 46 to 65, press 3. If older, press 4.

18 to 29..... 7%
30 to 45..... 27%
46 to 65..... 41%
Older than 65..... 25%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Bernero Favorability				
Favorable	13%	22%	13%	1%
Unfavorable	14%	12%	6%	38%
Not Sure	73%	66%	81%	62%

	Base	Ideology		
		Liberal	Moderate	Conservative
Dillon Favorability				
Favorable	14%	9%	18%	11%
Unfavorable	19%	15%	16%	35%
Not Sure	67%	76%	66%	54%

	Base	Ideology		
		Liberal	Moderate	Conservative
Dem Gov Primary				
Virg Bernero	26%	38%	27%	5%
Andy Dillon	23%	15%	29%	20%
Undecided	51%	47%	44%	75%

	Base	Gender	
		Woman	Man
Bernero Favorability			
Favorable	13%	9%	19%
Unfavorable	14%	20%	7%
Not Sure	73%	71%	74%





Crosstabs

	Base	Gender	
		Woman	Man
Dillon Favorability			
Favorable	14%	11%	17%
Unfavorable	19%	25%	12%
Not Sure	67%	64%	71%

	Base	Gender	
		Woman	Man
Dem Gov Primary			
Virg Bernero	26%	23%	31%
Andy Dillon	23%	22%	24%
Undecided	51%	55%	45%

	Base	Party		
		Democrat	Republican	Independent/Other
Bernero Favorability				
Favorable	13%	15%	-	15%
Unfavorable	14%	6%	36%	29%
Not Sure	73%	78%	64%	56%

	Base	Party		
		Democrat	Republican	Independent/Other
Dillon Favorability				
Favorable	14%	18%	-	4%
Unfavorable	19%	12%	43%	35%
Not Sure	67%	70%	57%	61%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Dem Gov Primary				
Virg Bernero	26%	28%	7%	30%
Andy Dillon	23%	26%	7%	19%
Undecided	51%	46%	87%	50%

	Base	Race		
		White	African-American	Other
Bernero Favorability				
Favorable	13%	14%	10%	17%
Unfavorable	14%	15%	10%	11%
Not Sure	73%	70%	80%	72%

	Base	Race		
		White	African-American	Other
Dillon Favorability				
Favorable	14%	15%	10%	-
Unfavorable	19%	22%	10%	28%
Not Sure	67%	63%	80%	72%

	Base	Race		
		White	African-American	Other
Dem Gov Primary				
Virg Bernero	26%	27%	20%	56%
Andy Dillon	23%	21%	30%	11%
Undecided	51%	52%	50%	33%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Bernero Favorability					
Favorable	13%	34%	9%	15%	9%
Unfavorable	14%	39%	20%	14%	1%
Not Sure	73%	27%	71%	71%	90%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Dillon Favorability					
Favorable	14%	-	10%	15%	18%
Unfavorable	19%	30%	26%	19%	9%
Not Sure	67%	70%	64%	65%	73%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Dem Gov Primary					
Virg Bernero	26%	56%	32%	22%	18%
Andy Dillon	23%	32%	19%	17%	34%
Undecided	51%	12%	49%	61%	48%

