

FOR IMMEDIATE RELEASE

September 21, 2010

INTERVIEWS: DEAN DEBNAM 888-621-6988 / 919-880-4888 (serious media inquiries only please, other questions can be directed to Tom Jensen)

QUESTIONS ABOUT THE POLL: TOM JENSEN 919-744-6312

Snyder Headed to Blowout Over Bernero for MI Gov.

Raleigh, N.C. – Michigan has the largest pro-Republican enthusiasm gap compared with the 2008 electorate that PPP has measured since moving to a likely voter model in the last two months. And incumbent Democratic Governor Jennifer Granholm, with a 29-63 approval rating, is the fifth least popular executive PPP has found this year. In this climate, it is no surprise Republican Rick Snyder is leading Democrat Virg Bernero in the governor's race, 52-31.

Republicans make up 39% of this year's electorate to Democrats' 36% in what is normally a moderately blue state. President Obama won the state by almost 17 points two years ago, but voters now report having voted for him over John McCain by only one.

Even if the partisan breakdown of this year's turnout matched that of 2008, however, Snyder would still be on top roughly 48-36. That is because Snyder has an enormous 58-18 lead among the quarter of voters calling themselves independents, and because he has sewn up 82% of his party's voters to Bernero's paltry 66% of his, with Snyder getting a pretty healthy 17% level of crossover support. Bernero claims only 8% of Republicans.

The two candidates have exactly opposite favorability ratings, Snyder at a positive 43-28 and Bernero the reverse. Bernero has significantly increased his name recognition since PPP last polled the race in May, when he was at a measly 11-12, with 77% having not enough information to form an opinion. But voters have moved against him by 14 points on the margin, while voters have split just narrowly in favor of Snyder, who was at 25-13 four months ago. Snyder has moderate appeal, confounding general views of the GOP. By a 42-26 margin, voters see the Republican Party as too conservative versus "about right," but by a 46-26 margin, they see Snyder as "about right" versus too conservative.

"Rick Snyder's 21 point lead shows what can happen for Republicans when they nominate a moderate," said Dean Debnam, President of Public Policy Polling. "But what's happened in other primaries across the country suggests they haven't gotten the message."

PPP surveyed 497 likely Michigan voters from September 17th to 19th. The margin of error is +/-4.4%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.



Michigan Survey Results

Q1 Do you approve or disapprove of Governor Jennifer Granholm's job performance?

Approve 29%
Disapprove..... 63%
Not sure 8%

Q2 Do you have a favorable or unfavorable opinion of Virg Bernero?

Favorable..... 28%
Unfavorable 43%
Not sure 29%

Q3 Do you have a favorable or unfavorable opinion of Rick Snyder?

Favorable..... 43%
Unfavorable 28%
Not sure 29%

Q4 The candidates for Governor are Republican Rick Snyder and Democrat Virg Bernero. If the election was today, who would you vote for?

Rick Snyder 52%
Virg Bernero..... 31%
Undecided..... 16%

Q5 The candidates for Secretary of State are Democrat Jocelyn Benson and Republican Ruth Johnson. If the election was today, who would you vote for?

Jocelyn Benson 30%
Ruth Johnson..... 39%
Undecided..... 31%

Q6 The candidates for Attorney General are Democrat David Leyton and Republican Bill Schuette. If the election was today, who would you vote for?

David Leyton..... 36%
Bill Schuette..... 43%
Undecided..... 22%

Q7 Do you think the Republican Party is too liberal, too conservative, or about right?

Too liberal 22%
Too conservative..... 42%
About right 26%
Not sure 10%

Q8 Do you think the Rick Snyder is too liberal, too conservative, or about right?

Too liberal 12%
Too conservative..... 26%
About right 46%
Not sure 16%

Q9 Who did you vote for President in 2008?

John McCain..... 46%
Barack Obama..... 47%
Someone else/Don't remember 6%

Q10 Would you describe yourself as a liberal, moderate, or conservative?

Liberal..... 21%
Moderate..... 39%
Conservative..... 40%

Q11 If you are a woman, press 1. If a man, press 2.

Woman 51%
Man..... 49%





Q12 If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

Democrat 36%
Republican..... 39%
Independent/Other..... 25%

Q13 If you are white, press 1. If African-American, press 2. If other, press 3.

White 84%
African-American 11%
Other..... 5%

Q14 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..... 6%
30 to 45..... 21%
46 to 65..... 45%
Older than 65..... 27%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Granholm Approval				
Approve	29%	6%	52%	22%
Disapprove	63%	89%	36%	78%
Not sure	8%	4%	12%	-

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Bernero Favorability				
Favorable	28%	6%	52%	13%
Unfavorable	43%	66%	21%	44%
Not sure	29%	28%	27%	43%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Snyder Favorability				
Favorable	43%	66%	21%	43%
Unfavorable	28%	8%	47%	26%
Not sure	29%	26%	32%	31%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Snyder/Bernero				
Rick Snyder	52%	84%	23%	43%
Virg Bernero	31%	4%	60%	15%
Undecided	16%	11%	18%	42%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Benson/Johnson				
Jocelyn Benson	30%	8%	55%	12%
Ruth Johnson	39%	64%	15%	34%
Undecided	31%	28%	30%	54%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Leyton/Schuetz				
David Leyton	36%	6%	67%	19%
Bill Schuetz	43%	78%	10%	34%
Undecided	22%	16%	24%	48%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
GOP Ideology				
Too liberal	22%	34%	8%	32%
Too conservative	42%	10%	76%	34%
About right	26%	46%	7%	18%
Not sure	10%	10%	9%	16%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Snyder Ideology				
Too liberal	12%	15%	8%	17%
Too conservative	26%	5%	48%	9%
About right	46%	65%	26%	54%
Not sure	16%	15%	17%	19%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Granholm Approval				
Approve	29%	63%	34%	6%
Disapprove	63%	26%	57%	90%
Not sure	8%	11%	9%	4%

	Base	Ideology		
		Liberal	Moderate	Conservative
Bernero Favorability				
Favorable	28%	64%	32%	6%
Unfavorable	43%	12%	37%	65%
Not sure	29%	24%	30%	29%

	Base	Ideology		
		Liberal	Moderate	Conservative
Snyder Favorability				
Favorable	43%	13%	38%	64%
Unfavorable	28%	56%	29%	11%
Not sure	29%	30%	34%	25%

	Base	Ideology		
		Liberal	Moderate	Conservative
Snyder/Bernero				
Rick Snyder	52%	14%	42%	83%
Virg Bernero	31%	70%	38%	5%
Undecided	16%	17%	21%	12%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Benson/Johnson				
Jocelyn Benson	30%	58%	37%	9%
Ruth Johnson	39%	6%	29%	65%
Undecided	31%	36%	34%	25%

	Base	Ideology		
		Liberal	Moderate	Conservative
Leyton/Schuette				
David Leyton	36%	74%	46%	6%
Bill Schuette	43%	4%	27%	78%
Undecided	22%	22%	27%	16%

	Base	Ideology		
		Liberal	Moderate	Conservative
GOP Ideology				
Too liberal	22%	7%	9%	41%
Too conservative	42%	87%	56%	6%
About right	26%	5%	23%	39%
Not sure	10%	1%	12%	13%

	Base	Ideology		
		Liberal	Moderate	Conservative
Snyder Ideology				
Too liberal	12%	6%	8%	19%
Too conservative	26%	59%	31%	4%
About right	46%	17%	47%	61%
Not sure	16%	18%	15%	16%





Crosstabs

	Base	Gender	
		Woman	Man
Granholm Approval			
Approve	29%	37%	21%
Disapprove	63%	54%	74%
Not sure	8%	10%	5%

	Base	Gender	
		Woman	Man
Bernero Favorability			
Favorable	28%	29%	27%
Unfavorable	43%	35%	52%
Not sure	29%	36%	21%

	Base	Gender	
		Woman	Man
Snyder Favorability			
Favorable	43%	38%	48%
Unfavorable	28%	27%	28%
Not sure	29%	35%	24%

	Base	Gender	
		Woman	Man
Snyder/Bernero			
Rick Snyder	52%	46%	59%
Virg Bernero	31%	36%	26%
Undecided	16%	18%	15%





Crosstabs

	Base	Gender	
		Woman	Man
Benson/Johnson			
Jocelyn Benson	30%	35%	25%
Ruth Johnson	39%	32%	46%
Undecided	31%	33%	29%

	Base	Gender	
		Woman	Man
Leyton/Schuette			
David Leyton	36%	40%	31%
Bill Schuette	43%	37%	49%
Undecided	22%	24%	19%

	Base	Gender	
		Woman	Man
GOP Ideology			
Too liberal	22%	18%	26%
Too conservative	42%	45%	40%
About right	26%	26%	25%
Not sure	10%	11%	9%

	Base	Gender	
		Woman	Man
Snyder Ideology			
Too liberal	12%	12%	12%
Too conservative	26%	26%	26%
About right	46%	43%	49%
Not sure	16%	19%	13%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Granholtm Approval				
Approve	29%	58%	6%	24%
Disapprove	63%	29%	91%	71%
Not sure	8%	14%	3%	5%

	Base	Party		
		Democrat	Republican	Independent/Other
Bernero Favorability				
Favorable	28%	58%	8%	18%
Unfavorable	43%	15%	64%	52%
Not sure	29%	27%	29%	31%

	Base	Party		
		Democrat	Republican	Independent/Other
Snyder Favorability				
Favorable	43%	13%	64%	53%
Unfavorable	28%	53%	11%	17%
Not sure	29%	34%	25%	30%

	Base	Party		
		Democrat	Republican	Independent/Other
Snyder/Bernero				
Rick Snyder	52%	17%	82%	58%
Virg Bernero	31%	66%	8%	18%
Undecided	16%	17%	10%	24%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Benson/Johnson				
Jocelyn Benson	30%	62%	8%	21%
Ruth Johnson	39%	7%	69%	36%
Undecided	31%	31%	22%	44%

	Base	Party		
		Democrat	Republican	Independent/Other
Leyton/Schuetz				
David Leyton	36%	76%	5%	25%
Bill Schuetz	43%	3%	81%	40%
Undecided	22%	21%	13%	35%

	Base	Party		
		Democrat	Republican	Independent/Other
GOP Ideology				
Too liberal	22%	10%	29%	28%
Too conservative	42%	77%	16%	34%
About right	26%	6%	48%	19%
Not sure	10%	7%	7%	19%

	Base	Party		
		Democrat	Republican	Independent/Other
Snyder Ideology				
Too liberal	12%	10%	12%	13%
Too conservative	26%	54%	10%	11%
About right	46%	18%	65%	56%
Not sure	16%	18%	12%	21%





Crosstabs

	Base	Race		
		White	African-American	Other
Granholm Approval				
Approve	29%	26%	39%	50%
Disapprove	63%	66%	52%	46%
Not sure	8%	8%	9%	4%

	Base	Race		
		White	African-American	Other
Bernero Favorability				
Favorable	28%	25%	52%	33%
Unfavorable	43%	46%	35%	21%
Not sure	29%	30%	13%	46%

	Base	Race		
		White	African-American	Other
Snyder Favorability				
Favorable	43%	49%	9%	25%
Unfavorable	28%	22%	70%	33%
Not sure	29%	30%	22%	42%

	Base	Race		
		White	African-American	Other
Snyder/Bernero				
Rick Snyder	52%	58%	22%	33%
Virg Bernero	31%	28%	57%	29%
Undecided	16%	14%	22%	38%





Crosstabs

	Base	Race		
		White	African-American	Other
Benson/Johnson				
Jocelyn Benson	30%	27%	57%	33%
Ruth Johnson	39%	42%	22%	25%
Undecided	31%	31%	22%	42%

	Base	Race		
		White	African-American	Other
Leyton/Schuetz				
David Leyton	36%	30%	70%	46%
Bill Schuetz	43%	47%	13%	33%
Undecided	22%	22%	17%	21%

	Base	Race		
		White	African-American	Other
GOP Ideology				
Too liberal	22%	24%	4%	25%
Too conservative	42%	37%	87%	38%
About right	26%	29%	4%	13%
Not sure	10%	10%	4%	25%

	Base	Race		
		White	African-American	Other
Snyder Ideology				
Too liberal	12%	12%	9%	13%
Too conservative	26%	20%	70%	25%
About right	46%	51%	9%	38%
Not sure	16%	16%	13%	25%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Granholm Approval					
Approve	29%	43%	19%	29%	34%
Disapprove	63%	57%	76%	64%	54%
Not sure	8%	-	6%	7%	11%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Bernero Favorability					
Favorable	28%	32%	21%	29%	31%
Unfavorable	43%	43%	46%	46%	36%
Not sure	29%	26%	33%	25%	32%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Snyder Favorability					
Favorable	43%	30%	46%	47%	36%
Unfavorable	28%	36%	27%	25%	30%
Not sure	29%	34%	27%	27%	34%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Snyder/Bernero					
Rick Snyder	52%	44%	62%	54%	44%
Virg Bernero	31%	29%	24%	31%	38%
Undecided	16%	28%	14%	15%	17%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Benson/Johnson					
Jocelyn Benson	30%	40%	21%	30%	35%
Ruth Johnson	39%	24%	57%	40%	27%
Undecided	31%	36%	22%	30%	38%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Leyton/Schuette					
David Leyton	36%	50%	26%	35%	40%
Bill Schuette	43%	31%	50%	46%	35%
Undecided	22%	20%	24%	19%	24%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
GOP Ideology					
Too liberal	22%	23%	27%	22%	16%
Too conservative	42%	50%	43%	41%	44%
About right	26%	18%	24%	26%	28%
Not sure	10%	9%	6%	11%	12%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Snyder Ideology					
Too liberal	12%	20%	13%	12%	9%
Too conservative	26%	32%	29%	23%	28%
About right	46%	32%	45%	52%	41%
Not sure	16%	17%	14%	14%	22%

