



FOSTER MCCOLLUM WHITE & ASSOCIATES



---

Michigan General Election  
Presidential Preference,  
U.S. Senate Preference and  
Statewide Ballot proposals 1 through 6  
Exclusive Polling Study for  
Fox 2 News Detroit.

Automated Poll Methodology and Statistics  
Aggregate Results

Conducted by  
Foster McCollum White Baydoun (FMW)<sup>B</sup>

Polling Study Conducted on October 5, 2012



## FOSTER MCCOLLUM WHITE & ASSOCIATES

---

### Methodology

- Foster McCollum White Baydoun (FMW)<sup>B</sup>, a national public opinion polling and voter analytics consulting firm based in Michigan and representing the combined resources of Foster McCollum White & Associates (Troy Michigan) and Baydoun Consulting (Dearborn Michigan) conducted a telephone-automated polling random survey of Michigan registered and most likely November 2012 General election voters for Fox 2 News Detroit to determine their voting and issue preferences on the Presidential election, United States Senate and the six statewide ballot proposals and trust and knowledge issues regarding the Presidential campaign.
- This twenty-two question automated poll survey was conducted on October 5, 2012
- The population surveyed consisted of a sample of traditional Michigan high participation registered voters and voters that fit Michigan General Election voting patterns. The majority of these voters have participated in a significant majority of the available primary and general election and odd year municipal and county elections in Michigan since their registration. Additionally, our call file does allow for random moderate and low participation voters to be included in the sample. Our call file was randomized to allow for the maximum range of participation and randomization.
- An initial qualifying statement was read to respondents asking them to participate only if they were very likely to vote in the November General Election.
- Twenty thousand five hundred and ninety (29,590) calls were placed, and 1,122 respondents fully participated in the survey. The response rate for this survey was 3.79%.
- Our list-based sample pool was pre-weighted for the gender, ethnicity and age demographics, geographical regions and political participation regions and the congressional districts in Michigan. For reporting purposes, we will focus our findings on the following issue-based categories:
  - A. The baseline for Presidential General Election Preference.
  - B. The baseline for United State Senate General Election Preference.
  - C. The impact of the Presidential Debate on voters' preference.
  - D. Economic, Domestic Affairs and Foreign Affairs issues and their impact on voters' preference on the Presidential candidates.
  - E. The baseline for all six Michigan Statewide ballot proposals.
- The margin of error for this total polling sample is 2.93% with a confidence level of 95%. Our polling study produced sub-populations within each of the surveyed election contest. Results within the sub-populations will be reported with respect to the individual cross-tab and sub-population group as it exist.



**FOSTER MCCOLLUM WHITE & ASSOCIATES**

---



## Respondent Demographic reporting statement

When (FMW)<sup>B</sup> conducts the telemarketing call process through the list, we report the demographics of the respondents without weight. If our demographics match the likely voter demographics for the polling study, we will report the baseline results as unweighted. If there are underrepresented groups within our aggregate respondent universe, we use our weighting model to adjust for their representative weight and the groups reflected polling preference for the baseline questions. We still will report the un-weighted demographics of our respondents because they reflect the prevailing interest level of the voting groups at the time of our polling survey. We provide a detailed explanation of our statistical modeling and weighting methodology on page 30 of our aggregate report.



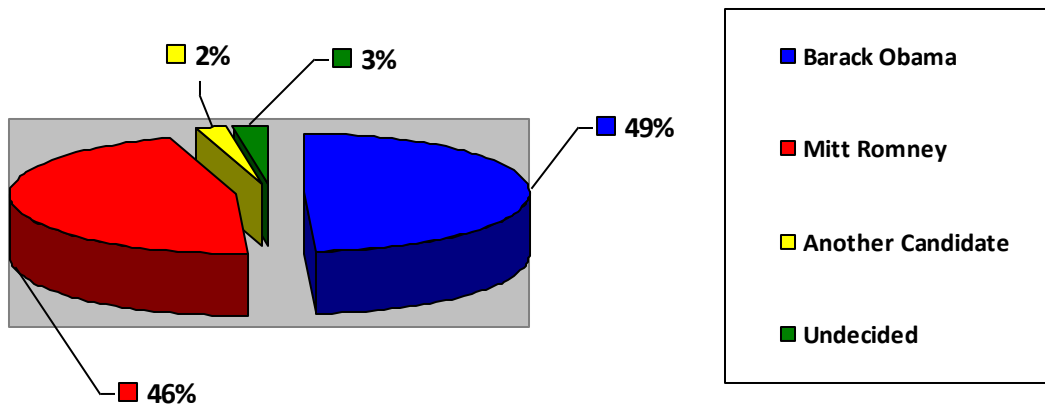
**FOSTER MCCOLLUM WHITE & ASSOCIATES**

**State-wide Aggregate Results (Weighted to projected age, gender & ethnicity of electorate) – 1122 Respondents M O E +/- 2.93%**

**Question 1:**

The 2012 United States Presidential election will be held on November 6, 2012. Who are you more likely to vote for in the election? ?

Selection	Percentage of respondents
President Barack Obama	49.30%
Republican Nominee Mitt Romney	45.85%
Another candidate	2.24%
Undecided	2.61%





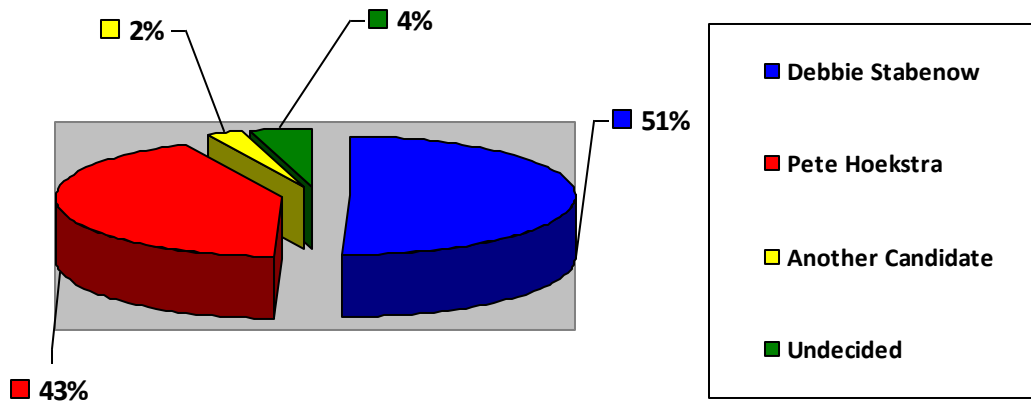
**FOSTER MCCOLLUM WHITE & ASSOCIATES**

---

**Question 2:**

The 2012 United States Senate election will be held in November. Democratic Senator Debbie Stabenow faces Republican Congressman Pete Hoekstra; who are you most likely to vote for?

Selection	Percentage of respondents
Democratic U.S. Senator Debbie Stabenow	50.64%
Republican former U.S. Congressman Pete Hoekstra	42.51%
Another candidate	2.48%
Undecided	4.37%





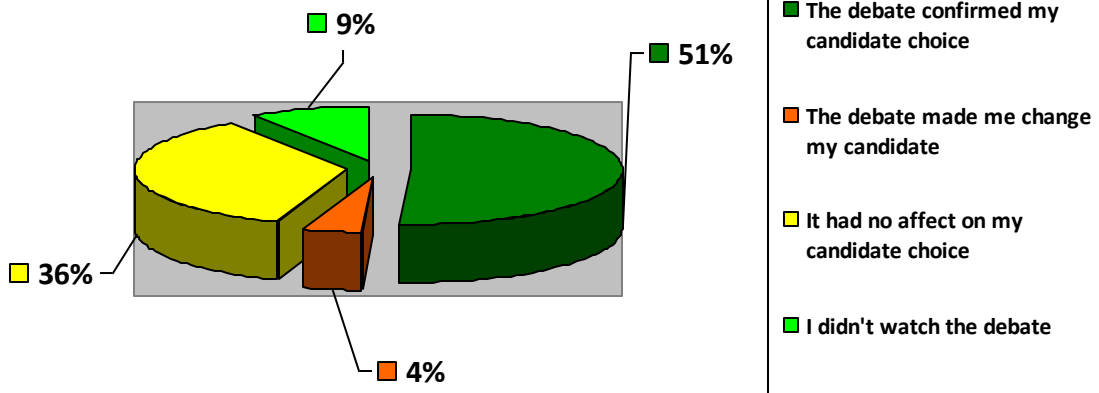
**FOSTER MCCOLLUM WHITE & ASSOCIATES**



Question #3:

President Obama and Republican nominee Mitt Romney participated in the first of three presidential debates on October 3rd. Did their debate performance affect your vote for President?

Selection	Percentage of respondents
It confirmed my candidate choice	50.88%
It made me change my candidate	4.35%
It had no affect on my candidate	35.71%
<b>I didn't watch the debate</b>	9.06%



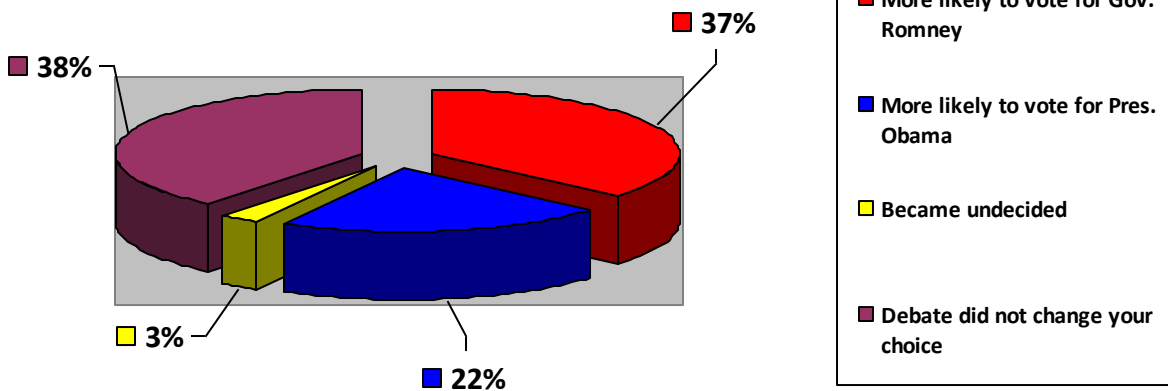


**FOSTER MCCOLLUM WHITE & ASSOCIATES**

**Question #4:**

**Did the performance of the candidates at the debate make you more likely to vote for either one of them? (Only for respondents who select 1-3 in question 3)**

Selection	Percentage of respondents
The debate made you more likely to vote for Governor Romney	36.51%
The debate made you more likely to vote for President Obama	21.58%
The debate made you an undecided voter	2.82%
The debate did not change your likely choice for President	39.10%





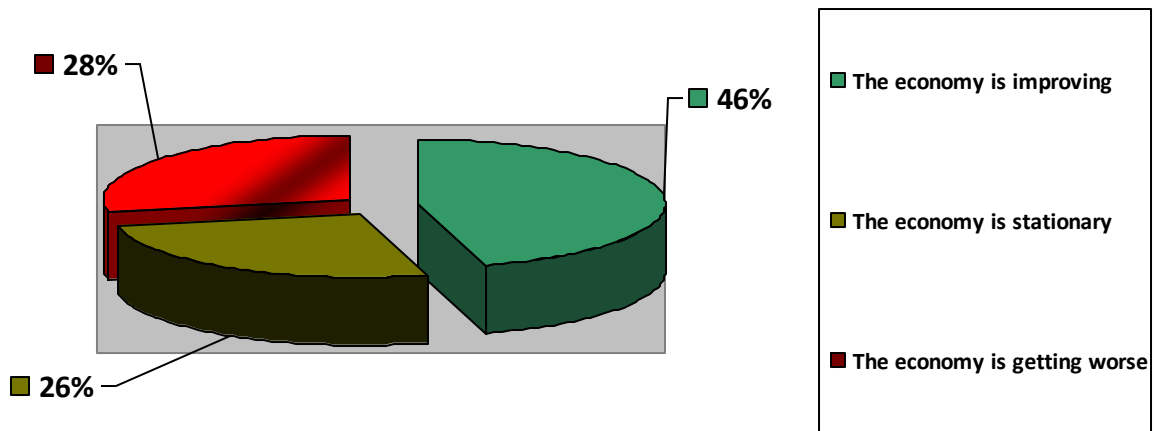
**FOSTER MCCOLLUM WHITE & ASSOCIATES**

---

Question #5:

September's jobs report was released today and it shows that the national unemployment rate has declined from 8.1% to 7.8% and the country added 114,000 new jobs last month. Some analysts cite this as good news and others are skeptical of the data. Do you believe that the economy is improving, staying the same or getting worse?

Selection	Percentage of respondents
The economy is improving	45.44%
The economy is stationary	26.15%
The economy is getting worse	28.41%







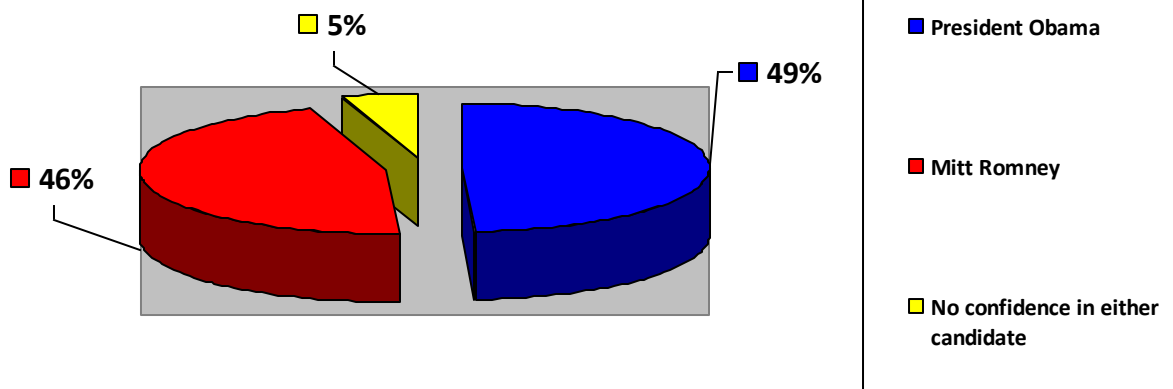
**FOSTER MCCOLLUM WHITE & ASSOCIATES**



**Question #6:**

Which candidate are you more confident in to address our country's domestic challenges such as the economy, healthcare, energy and education?

Selection	Percentage of respondents
President Obama	49.24%
Mitt Romney	45.76%
Have no confidence in either candidate to address domestic challenges	5.00%





**FOSTER MCCOLLUM WHITE & ASSOCIATES**

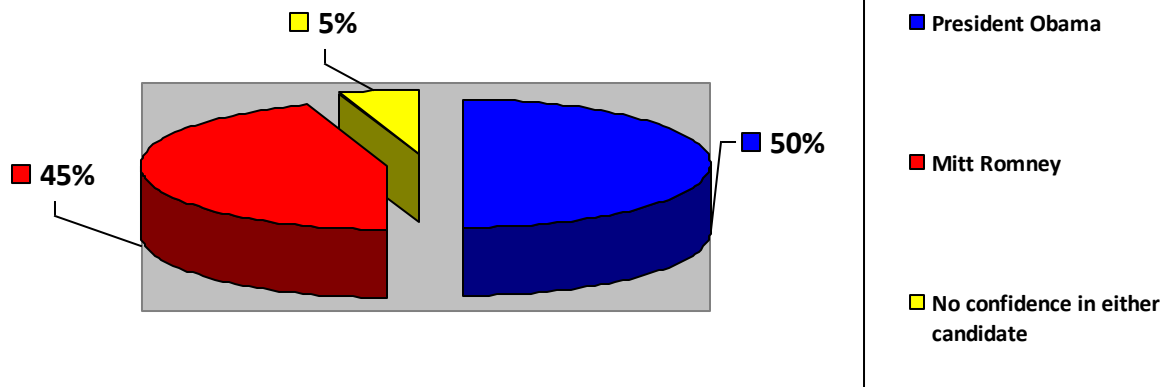


2021 Hubbell Street  
Dearborn, Michigan 48128

**Question #7:**

Which candidate do you have more confidence in to address the challenges our country faces in the areas of national security and foreign policy?

Selection	Percentage of respondents
President Obama	50.01%
Mitt Romney	44.82%
Have no confidence in either candidate to address foreign policy	5.17%



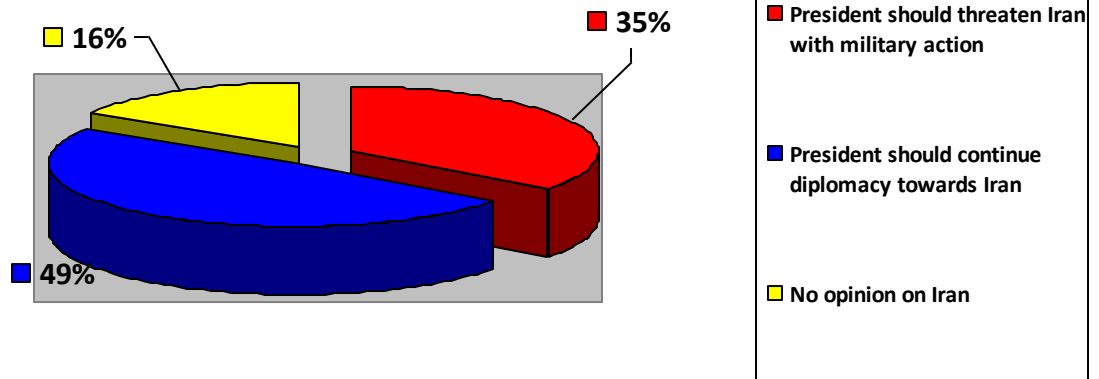


**FOSTER MCCOLLUM WHITE & ASSOCIATES**

**Question #8:**

Israel's Prime Minister Benjamin Netanyahu and others have demanded that President Obama take a hard line against Iran on its nuclear program. Others have favored more diplomacy. Should President Obama deliver an ultimatum and threaten military action against Iran?

Selection	Percentage of respondents
You believe the President should threaten Iran with the use of military action	35.35%
You believe the President should not threaten Iran with the use of military action, but rather continue diplomacy	48.42%
If you do not have an opinion on Iran	16.23%



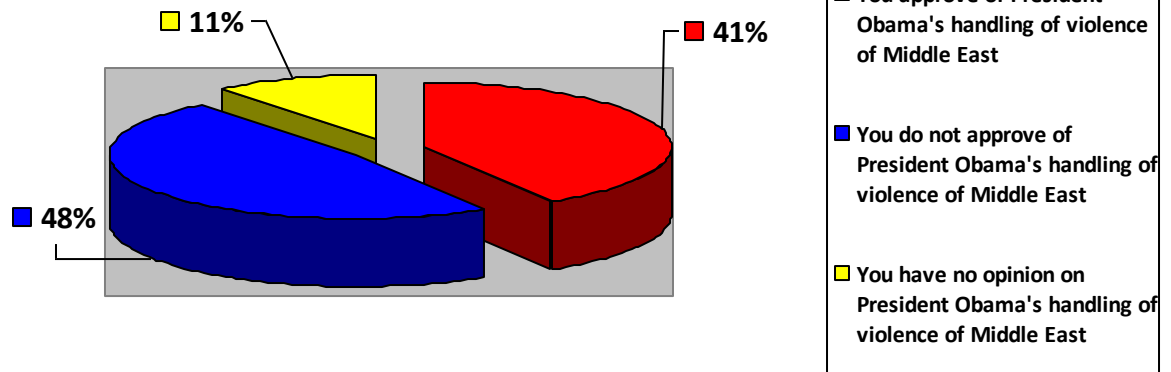


**FOSTER MCCOLLUM WHITE & ASSOCIATES**

**Question #9:**

Republicans and others have criticized President Obama’s handling of the attacks on our embassies and consulates in the Middle East, do you approve of President Obama’s handling of the recent violence in the Middle East?

Selection	Percentage of respondents
<b>You do approve of President Obama’s handling of the recent violence in the Middle East</b>	41.40%
You do not approve of President <b>Obama’s handling of the recent</b> violence in the Middle East	47.70%
You do not have an opinion on <b>President Obama’s handling of the</b> recent violence in the Middle East	10.89%



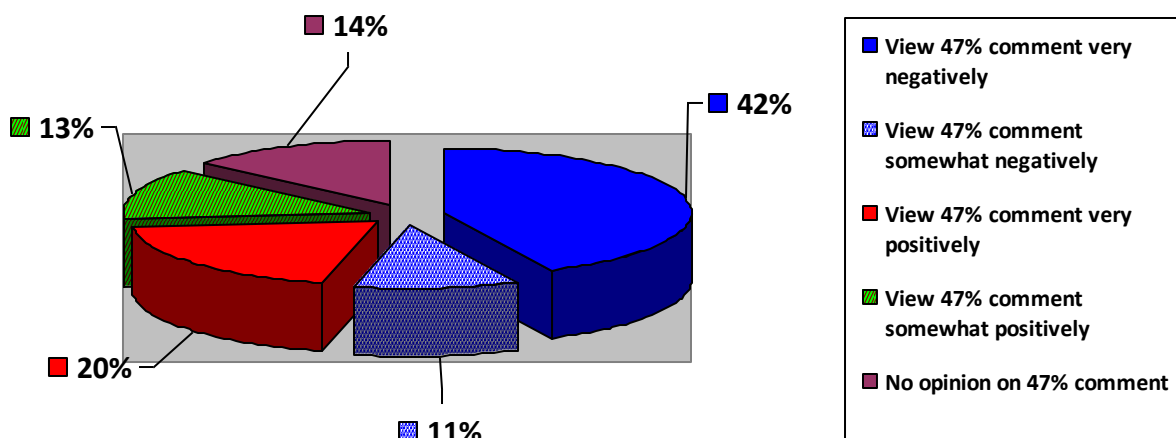


**FOSTER MCCOLLUM WHITE & ASSOCIATES**

**Question #10:**

Mitt Romney has been heavily criticized for his comment at a fundraiser that 47% of the American voters pay no income taxes, are dependent and don't want to take personal responsibility and that he can't worry about the choices of those voters. Romney initially defended his comments but now says he made a mistake and that he will focus on being a President for 100% of Americans. Has this 47% statement impacted your view of Mitt Romney?

Selection	Percentage of respondents
View Mitt Romney's 47% comment very negatively	42.75%
View Mitt Romney's 47% comment somewhat negatively	10.95%
<b>Total Negative view on 47% comment</b>	<b>53.70%</b>
View Mitt Romney's 47% comment very positively	19.62%
View Mitt Romney's 47% comment somewhat positively	13.00%
<b>Total Positive view on 47% comment</b>	<b>32.62%</b>
Have no opinion on the 47% comment	13.68%



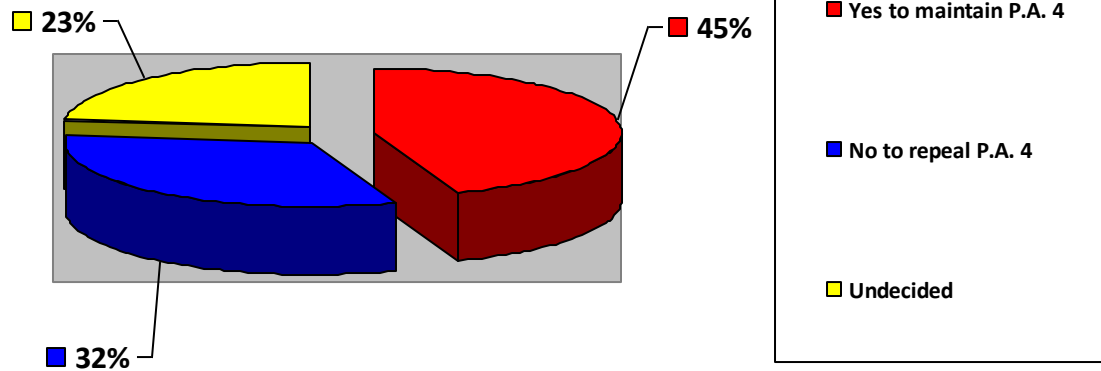


**FOSTER MCCOLLUM WHITE & ASSOCIATES**

**Question #11:**

Ballot Proposal 12-1, a referendum on Michigan’s Public Act 4 of 2011, also known as the Emergency Manager Law. This Public Act allows the State to establish criteria to assess the financial condition of local government units, including school districts and to put an emergency manager in charge of cities, townships, school districts and counties that are in financial crisis and require EM to develop financial and operating plans, which may include modification or termination of contracts or reorganization of government. If the election was held today, how would you vote on Proposal 12-1, to maintain or repeal Public Act 4?

Selection	Percentage of respondents
Vote yes to maintain Public Act 4	44.40%
Vote no to repeal Public Act 4	32.37%
Undecided on Public Act 4	23.23%





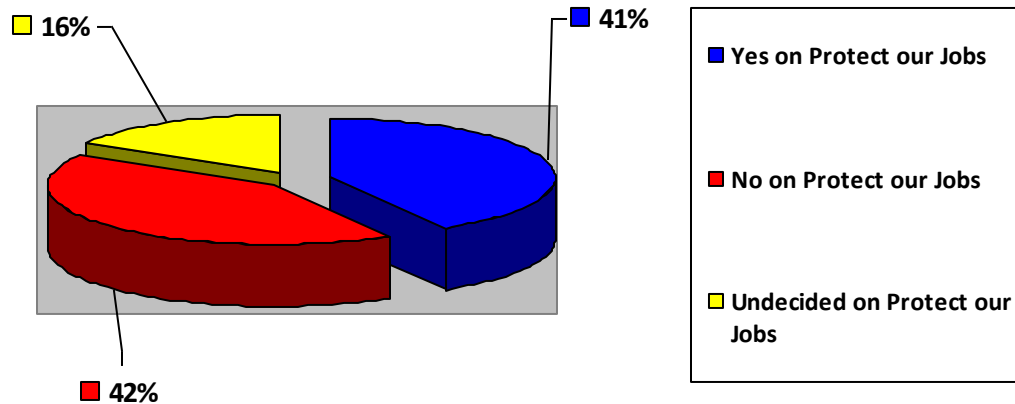
**FOSTER MCCOLLUM WHITE & ASSOCIATES**



**Question 12:**

Ballot Proposal 12-2, the "Protect Our Jobs" proposed constitutional amendment would establish a new constitutional right for public and private sector employees to organize and bargain collectively with employers, Invalidate existing or future state or local laws that limit the ability to join unions and bargain collectively and override state laws that regulate hours and conditions of employment by adding section 28 to Article I and amending Article XI section 5 to the state Constitution. If the election was held today, how would you vote on Proposal 12-2, the "Protect Our Jobs" amendment?

Selection	Percentage of respondents
Vote yes on the "Protect Our Jobs" amendment	41.49%
Vote no on the "Protect Our Jobs" amendment	42.14%
Undecided on the "Protect Our Jobs" amendment	16.36%





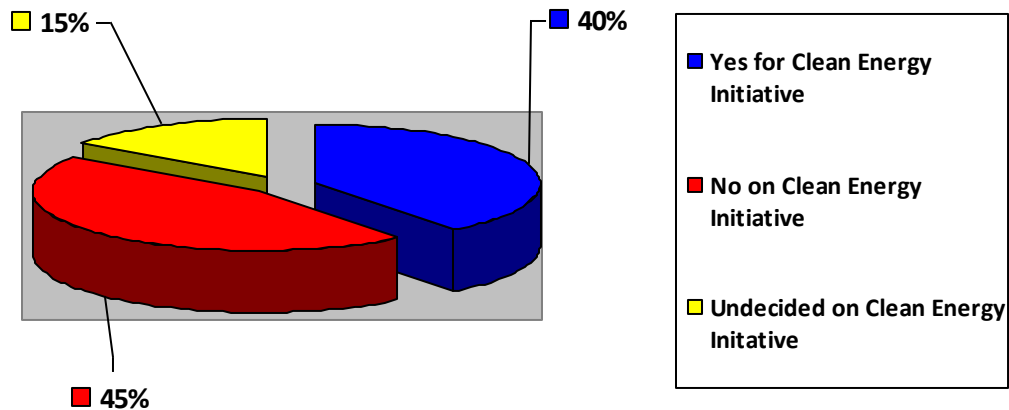
**FOSTER MCCOLLUM WHITE & ASSOCIATES**



**Question 13:**

Ballot Proposal 12-3, the Michigan Energy, Michigan Jobs constitutional amendment that would require utilities to obtain at least 25 percent of electricity from clean renewable energy sources (wind, solar, biomass and hydropower) by 2025; limit how much utilities can charge consumers for the cost of complying with this requirement; and require the legislature to create laws to encourage the development of Michigan clean energy jobs. If the election was held today, how would you vote on Proposal 12-3 the “Clean Energy initiative” amendment?

Selection	Percentage of respondents
Vote yes for the “Clean Energy initiative” amendment	39.52%
Vote no on the “Clean Energy initiative” amendment	45.20%
Undecided on the “Clean Energy initiative” amendment	15.28%







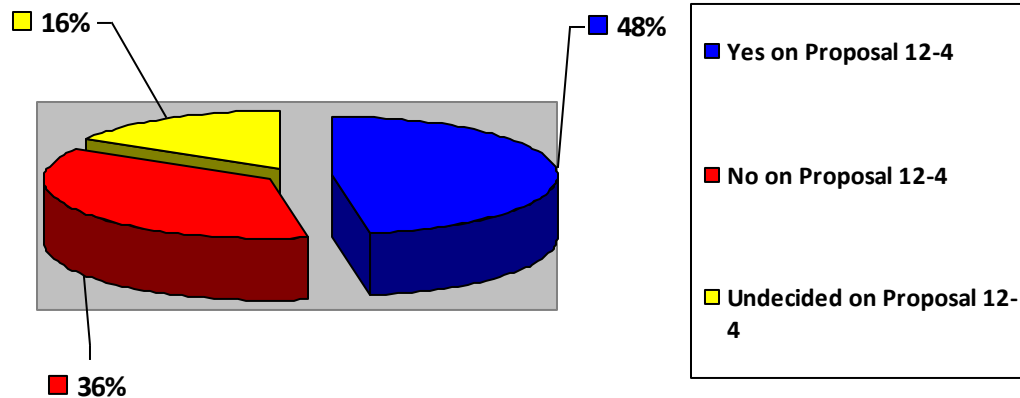
**FOSTER MCCOLLUM WHITE & ASSOCIATES**



**Question 14:**

Ballot Proposal 12-4 is a constitutional amendment Proposal to establish the Michigan Quality Home Care Council and provide collective bargaining for in-home care workers. This proposal would allow in-home care workers to bargain collectively with the Michigan Quality Home Care Council (MQHCC) and require MQHCC to provide training for in-home care workers, create a registry of workers who pass background checks, and provide financial services to patients to manage the cost of in-home care and authorize the MQHCC to set minimum compensation standards and terms and conditions of employment. If the election was held today, how would you vote on Proposal 12-4 the “home care council & collective bargaining” amendment?

Selection	Percentage of respondents
<b>Vote yes for the proposal 12-4 amendment</b>	<b>47.36%</b>
<b>Vote no on the proposal 12-4 amendment</b>	<b>36.37%</b>
<b>Undecided on the proposal 12-4 amendment</b>	<b>16.27%</b>





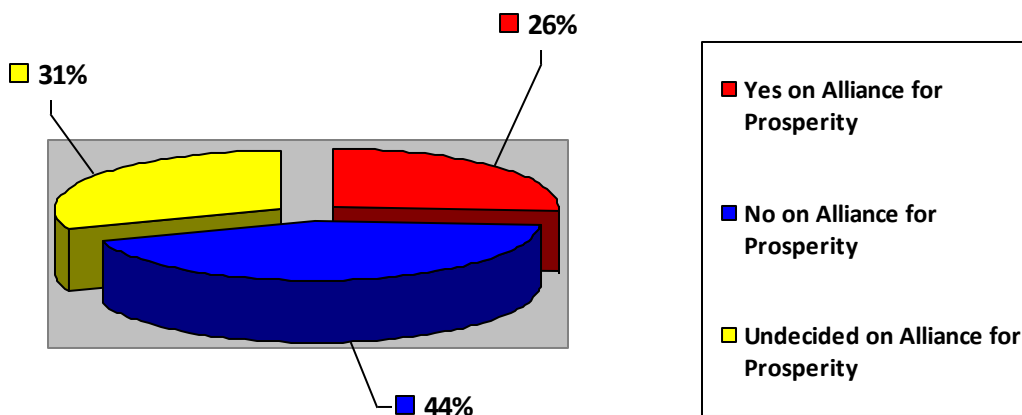
**FOSTER MCCOLLUM WHITE & ASSOCIATES**



**Question 15:**

Ballot Proposal 12-5, “The Michigan Alliance for Prosperity” proposed constitutional amendment would require a 2/3 majority vote of the State House and the State Senate, or a statewide vote of the people at a November election, in order for the State of Michigan to impose new or additional taxes on taxpayers or expand the base of taxation or increasing the rate of taxation. If the election was held today, how would you vote on Proposal 12-6, the Michigan Alliance for Prosperity amendment?

Selection	Percentage of respondents
Vote for yes to approve this amendment	25.76%
Vote no on this amendment	43.59%
Undecided on the ballot question	30.65%



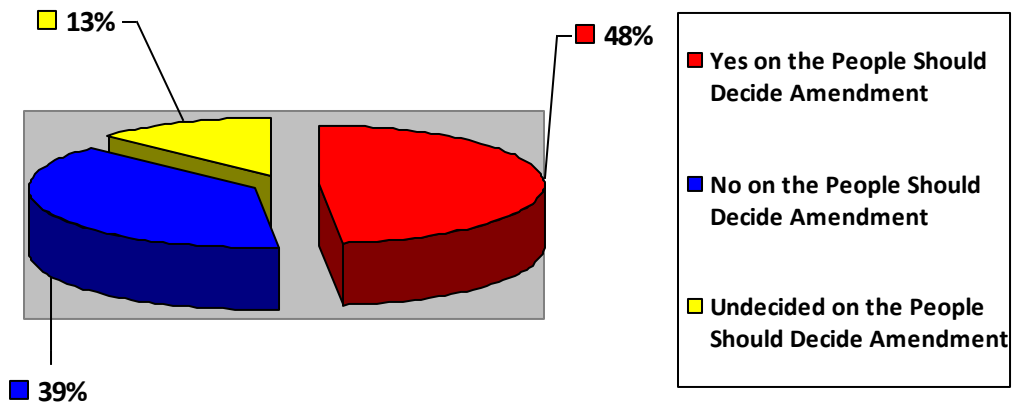


**FOSTER MCCOLLUM WHITE & ASSOCIATES**

**Question 16:**

Ballot Proposal 12-6 “The People Should Decide” proposed constitutional amendment that would require the approval of a majority of voters at a statewide election and in each municipality where “new international bridges or tunnels for motor vehicles” are to be located before the State of Michigan may expend state funds or resources on any new international bridges or tunnels. If the election was held today, how would you vote on Proposal 12-6, “The People Should Decide” amendment?

Selection	Percentage of respondents
<b>Vote yes on the “The People Should Decide” amendment</b>	48.28%
<b>Vote no on the “The People Should Decide” amendment</b>	39.07%
<b>Undecided on the “The People Should Decide” amendment</b>	12.65%





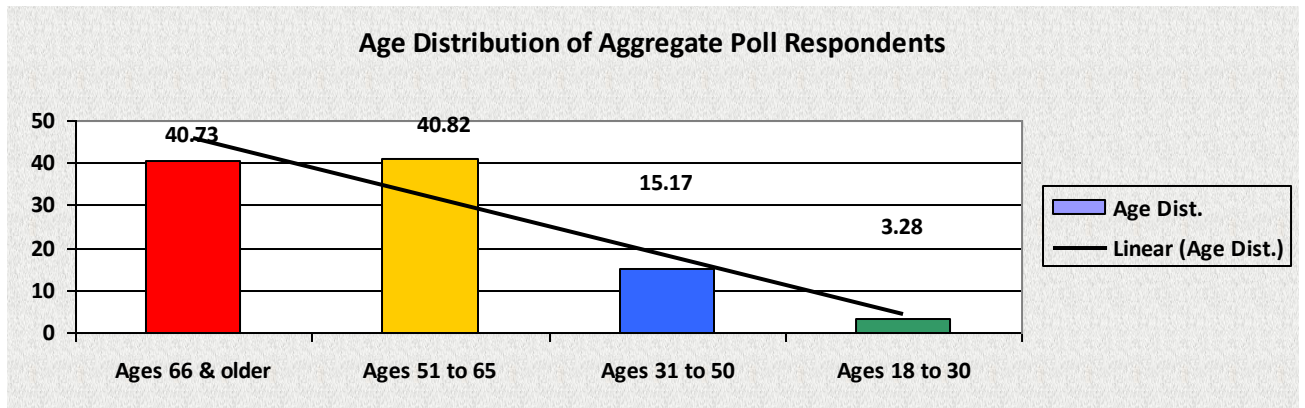
**FOSTER MCCOLLUM WHITE & ASSOCIATES**

*Demographic data is reported as unweighted and representative of the respondent universe only*

**Question #17:**

**In Which Age Range Do You Fit?**

Selection	Percentage of October 5, 2012 Poll self identified respondents	Michigan 2012 Presidential General Election historical turnout participation percentage per FMWB historical turnout model
ages 18 to 30	3.28%	16%
ages 31 to 50	15.17%	25%
ages 51 to 65	40.82%	30%
ages 66 and older	40.73%	29%





**FOSTER MCCOLLUM WHITE & ASSOCIATES**

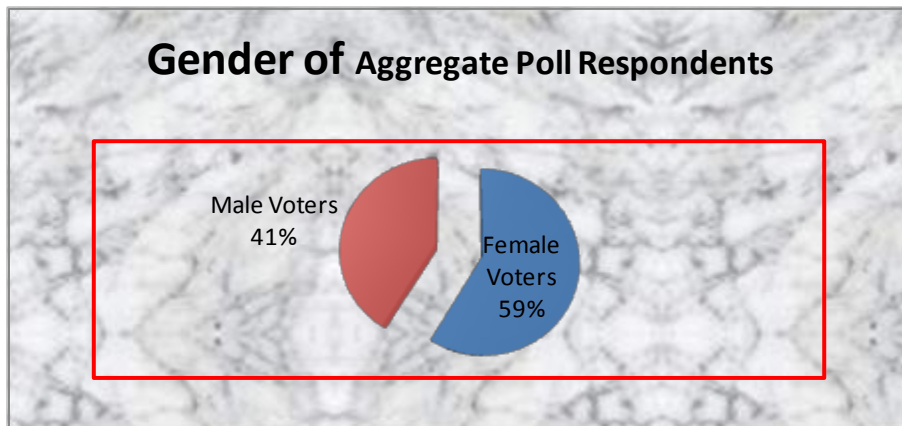
---

**Question #18:**

What is your gender?

Selection	Percentage of October 5, 2012 Poll self identified respondents	Michigan 2012 Presidential General Election historical turnout participation percentage
Male	41.28%	46.43%
Female	58.72%	53.57%

1.





**FOSTER MCCOLLUM WHITE & ASSOCIATES**



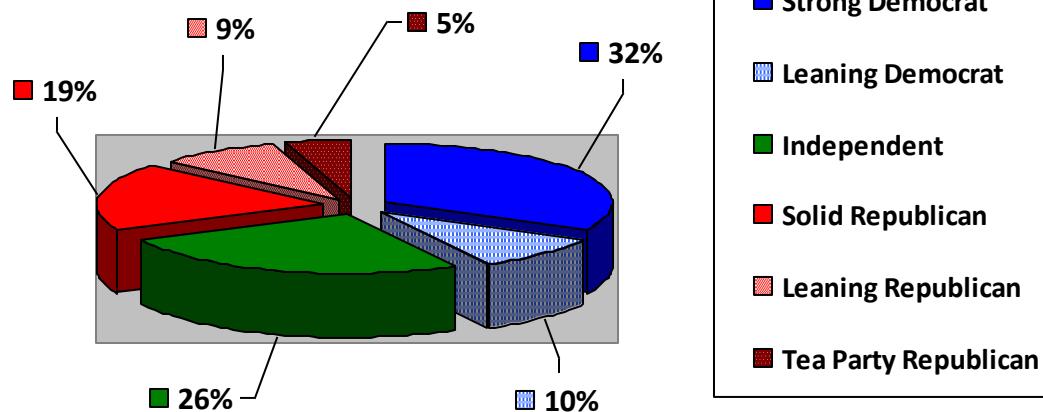
**Question #19:**

Generally speaking, do you consider yourself a Democrat, an Independent, a Republican or a Tea Party member?

(IF D EM) Do you consider yourself a solid Democrat or leaning Democrat?

(IF R EP) Do you consider yourself a solid Republican, leaning Republican or a Tea Party Republican?

Selection	Percentage of October 5, 2012 Poll self identified respondents
For solid Democrat	32.44%
For leaning Democrat	9.71%
<u>Total Democrats</u>	<u>42.15%</u>
<u>For Independent</u>	<u>25.76%</u>
For solid Republican	18.63%
For leaning Republican	8.73%
For Tea Party Republican	4.72%
<u>Total Republican</u>	<u>32.08%</u>





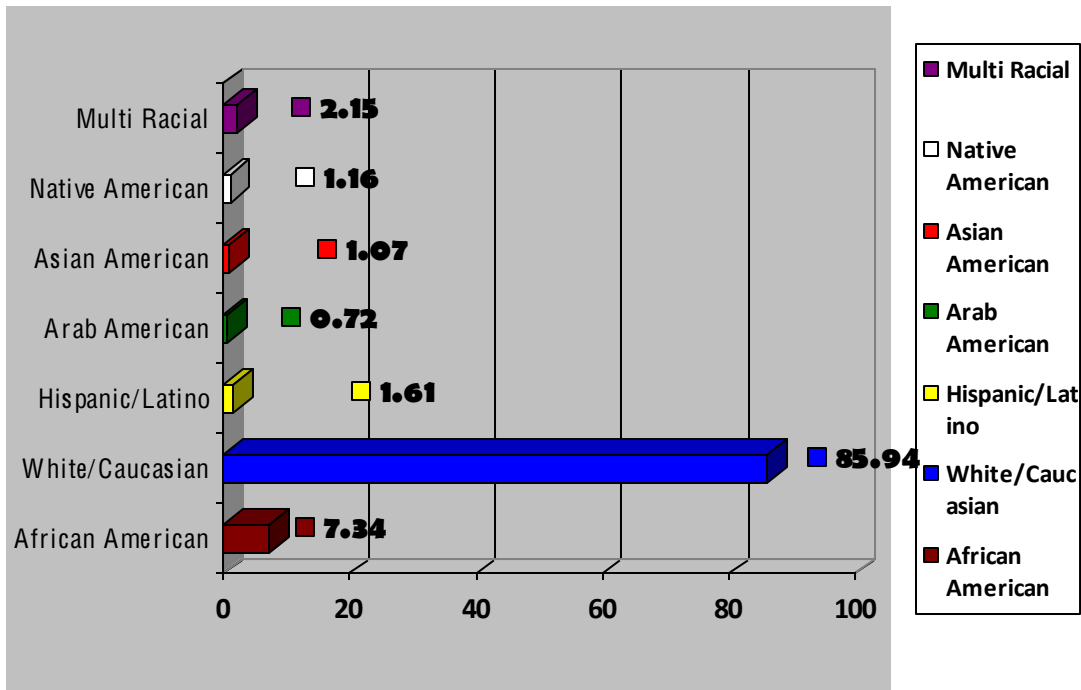
**FOSTER MCCOLLUM WHITE & ASSOCIATES**



**Question #20:**

What is your ethnicity/heritage?

Selection	Percentage of October 5, 2012 Poll self identified respondents	Michigan 2012 Presidential General Election historical turnout participation percentage
African American/Black	7.34%	17.49%
White/Caucasian	85.94%	74.51%
Hispanic/Latino	1.61%	2.68%
Arab American/Chaldean	0.72%	1.10%
Asian/Pacific Islander	1.07%	1.99%
Native American	1.16%	0.50%
Multi-racial	2.15%	1.50%





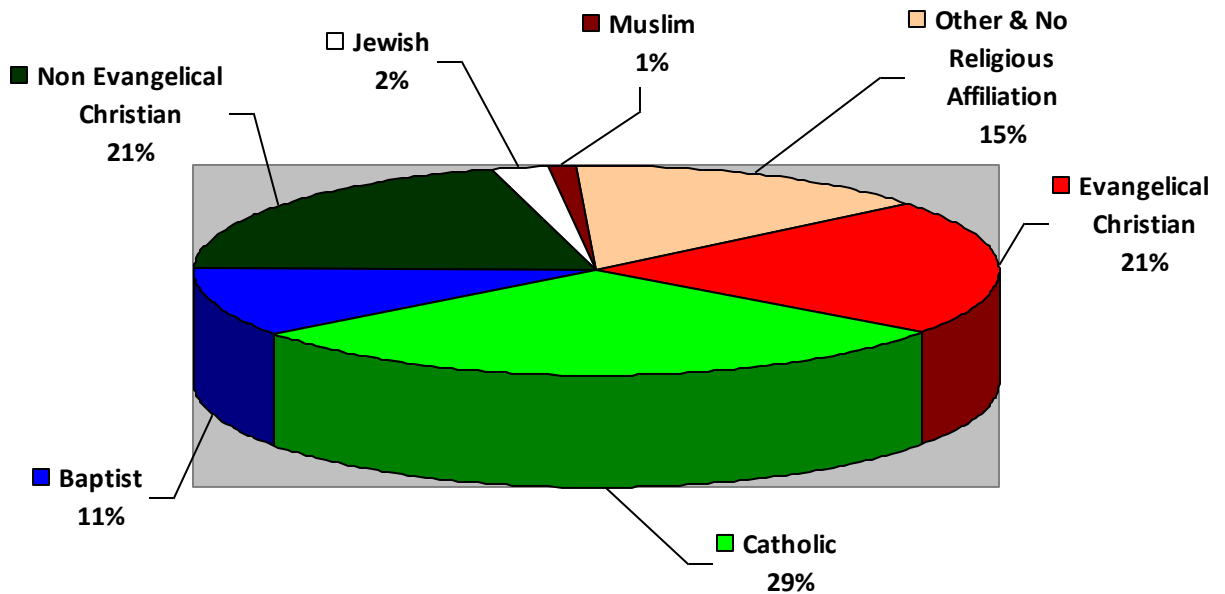
**FOSTER MCCOLLUM WHITE & ASSOCIATES**



**Question #21:**

Which of the following most accurately describes your religious background?

Selection	Percentage of October 5, 2012 Poll self identified respondents
Evangelical Christian	21.18%
Catholic	29.71%
Baptist	10.50%
Non Evangelical Christian/Protestant	20.65%
Jewish	2.24%
Muslim	1.08%
other or no religious affiliation	14.63%







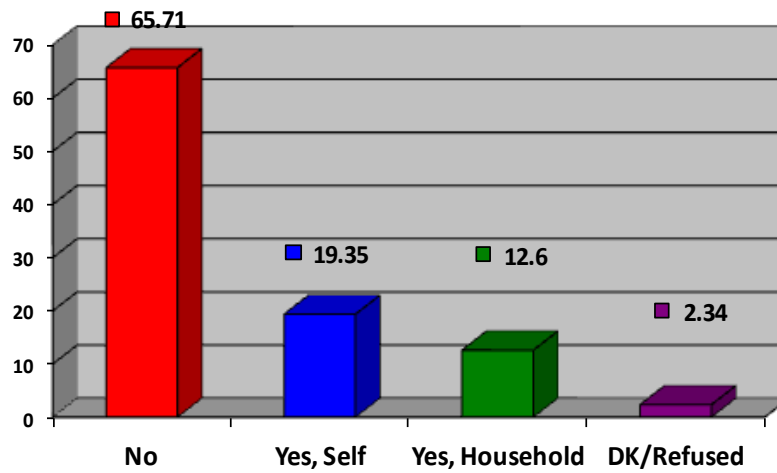
**FOSTER MCCOLLUM WHITE & ASSOCIATES**



**Question #22**

Are you or is any member of your household a member of a labor union?

Selection	Percentage of October 5, 2012 Poll self identified respondents
No	65.71%
Yes, I am a member	19.35%
yes, someone in my household	12.60%
Do not know or unsure	2.34%



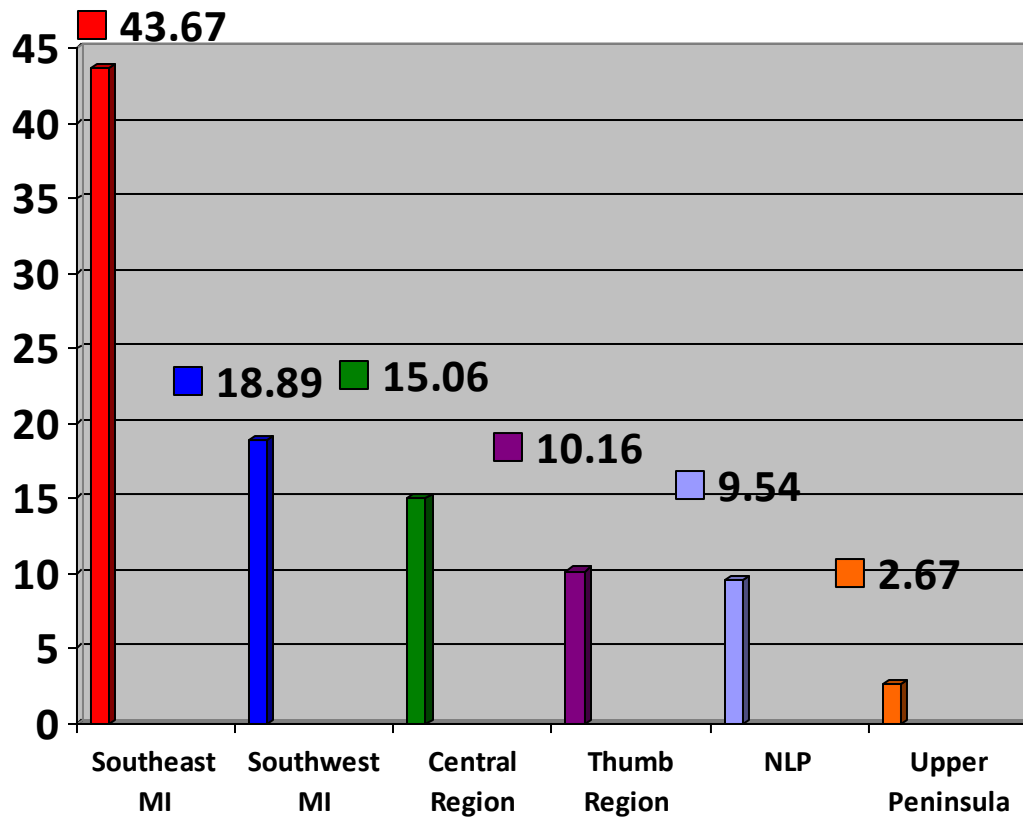


**FOSTER MCCOLLUM WHITE & ASSOCIATES**



Geographic considerations of polling study respondents

Selection	Percentage of October 5, 2012 Poll respondents
Southeastern Michigan	43.67%
Southwestern Michigan	18.89%
Central Michigan Region	15.06%
Thumb Region of Michigan	10.16%
Northern Lower Peninsula	9.54%
Upper Peninsula of Michigan	2.67%





**FOSTER MCCOLLUM WHITE & ASSOCIATES**

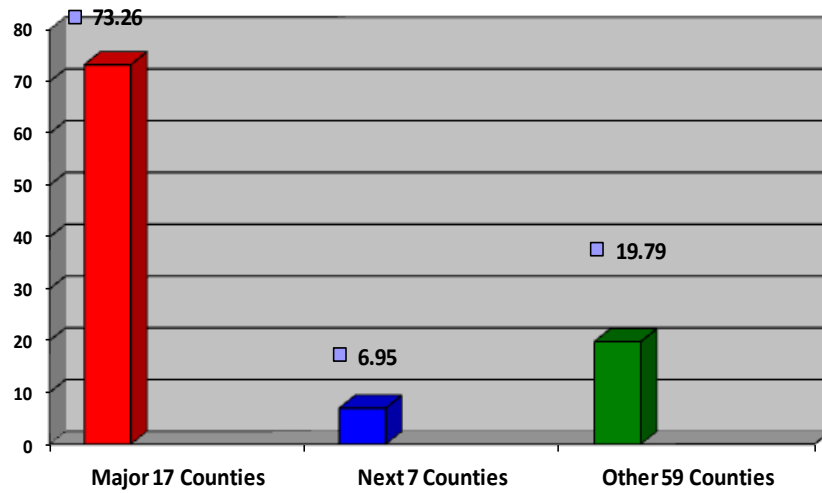


2021 Hubbell Street  
Dearborn, Michigan 48128

---

### Geographic Electoral Weight considerations of polling study respondents

Selection	Percentage of October 5, 2012 Poll respondents
Major 17 Counties	73.26%
Next 7 Mid-Major Counties	6.95%
Rest of Michigan (Other 59 Counties)	19.79%





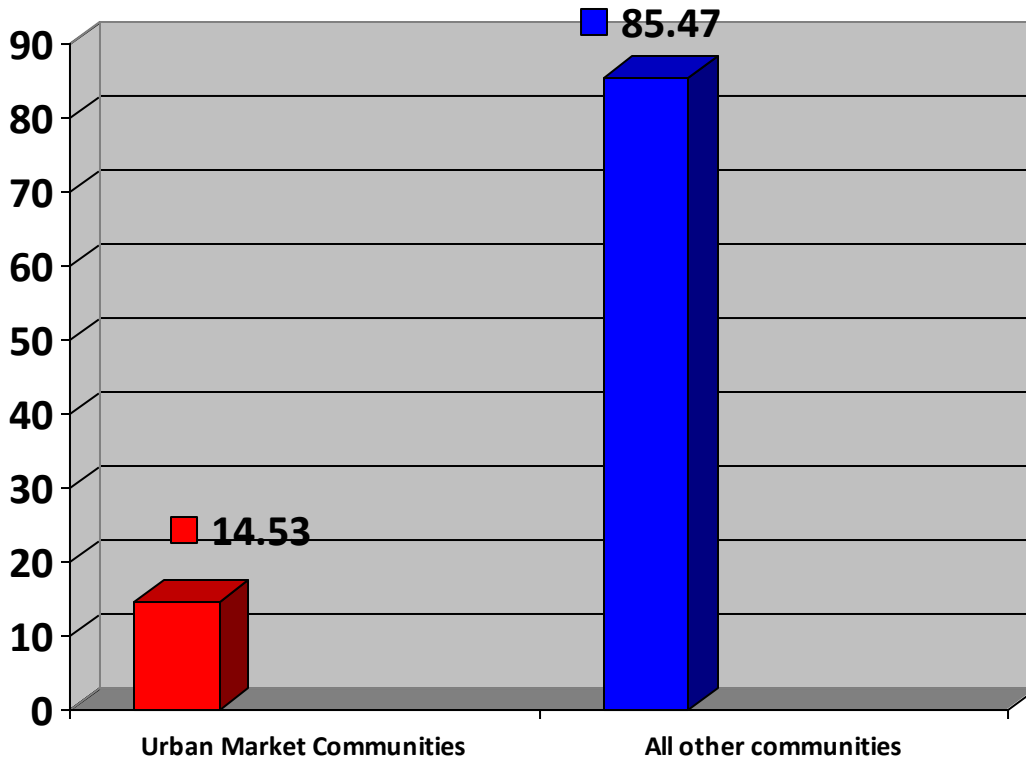
**FOSTER MCCOLLUM WHITE & ASSOCIATES**



2021 Hubbell Street  
Dearborn, Michigan 48128

Urban Market Community weight of polling study respondents

Selection	Percentage of October 5, 2012 Poll respondents
Urban Market	14.53%
Non Urban market	85.47%

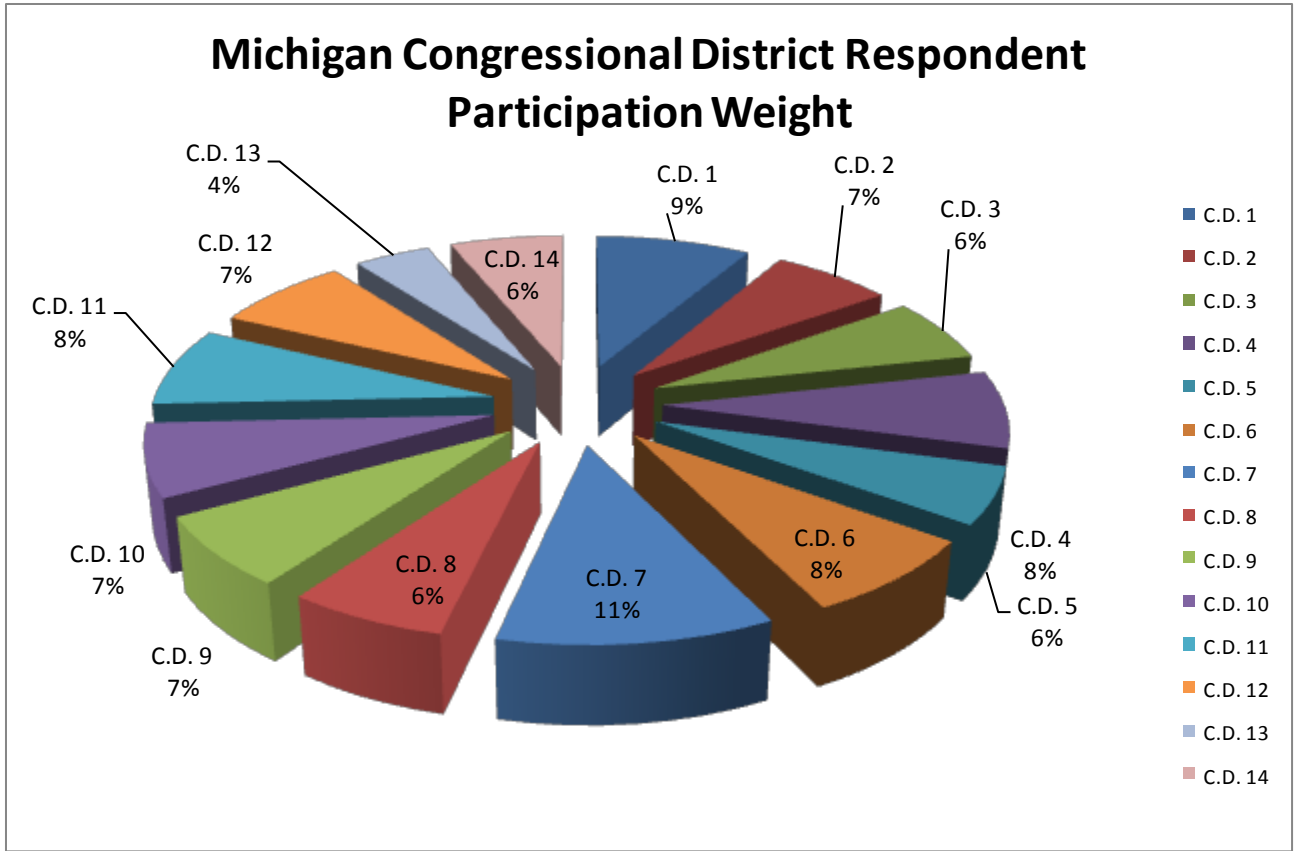




FOSTER MCCOLLUM WHITE & ASSOCIATES



Michigan Congressional Districts





**FOSTER MCCOLLUM WHITE & ASSOCIATES**



### Statistical modeling and weighting methodology

Our polling call list was weighted to the historical weights for age, gender, race, region and congressional district area. Our list is also comprised of voters with previous voting histories in Presidential, state and local elections. We include the moderate and low performance voters, but the call files do contain a significant portion of voters who have a likely history to participate. We do not call voters who have never participated in elections but are registered. It is difficult to contact people via cell phones as The Telephone Consumer Protection Act (TCPA) (47 U.S.C. 227, 47 CFR 64.1200) prohibits the use of an “automatic telephone dialing system” to contact “any telephone number assigned to a cellular telephone service” without “express prior consent” from the party being called. Based upon this federal law and the difficulty in procuring call files with parties (voters) who have provided their consent, our call files are comprised of landlines.

Our PVBA model reviews election statistics for age, gender, voting participation pattern, gender and socio-economic factors to determine the likely voting universe for an upcoming election. Our turnout models are based on state based historical turnout statistics provided by the municipal and county clerks and secretaries of state’s office of a state for age, gender, party, ethnicity and voting method (early, absentee, poll location) instead of exit polls. We trust the reliability of the election statistics from the clerks’ offices to give us value data reads on future elections. For example, Michigan has a historical Presidential participation variance of 18.4% from the baseline voter model and has an -18.08% historical gubernatorial participation variance. The swing is equal to 2.3 million moderate and low performance voters in Michigan for every given Presidential election who primarily leave the participation rolls for the gubernatorial election. The difference between a Governor Snyder and Governor Bernero was the complete absence of the low performance voters and a 15% participation rate among moderate participation voters. If Bernero gets the participation rate of Granholm’s re-election in 2006 (85% moderate performing voters and 25% low participation voters) He defeats Snyder by 200,000 votes and wins 40 counties. This model allows us to help our political clients understand their election audience more clearly than exit polling. We then use it in assessing our polling models to help us gauge data quality and participation models.

The reason we take the historical data for a state is to give us a baseline for each precinct within the state and then build models up from there. We work to identify solid trends of turnout over a series of primary and general election contest so that we can remove outliers within turnout, age, gender, partisan (if collected) and ethnicity and determine the true participation base for that precinct. We can then project out for the variable election conditions (type, advertising impact, voter mobilization, outlier ballot issue impact, etc.) that allow us to determine our high moderate and low performing turnout and voter models.

When we call through the list, we report the demographics of the respondents without weight. If our demographics match the likely voter demographics for the polling study, we will report the baseline results as unweighted. If there are underrepresented groups within our aggregate respondent universe, we use our weighting model to adjust for their representative weight and the groups reflected polling preference for the baseline questions. We still will report the un-weighted demographics of our respondents because they reflect the prevailing interest level of the voting groups at the time of our polling survey.



## FOSTER MCCOLLUM WHITE & ASSOCIATES

Based on the respondent universes, we made the adjustment weight for the four underrepresented groups in Michigan based on our PVBA model.

- We have made weighting adjustments to the aggregate baseline responses based on the following four groups who were underrepresented in our aggregate polling respondents:
  - Male respondents – 41.28% of actual respondent universe was weighted to reflect the 46% (FMW)<sup>B</sup> PVBA male voter turnout model projections for 2012 November general election, with a final weighted determinate factor of 45.0% of the aggregate universe.
  - African American respondents – 7.34% of actual respondent universe was weighted to reflect the 17.5% of (FMW)<sup>B</sup> PVBA model projections for 2012 November general election, with a final weighted determinate factor of 17.5% of the aggregate universe..
  - Voters ages 18 to 30 years old – 3.28% of actual respondent universe was weighted to reflect the 16% of (FMW)<sup>B</sup> PVBA model projections for 2012 November general election, with a final weighted determinate factor of 16.00% of the aggregate universe.
  - Voters ages 31 to 50 years old – 15.17% of actual respondent universe was weighted to reflect the 25% of (FMW)<sup>B</sup> PVBA model projections for 2012 November general election, with a final weighted determinate factor of 25.00% of the aggregate universe.

### Cross tabulation groups for comparison purposes

- Age (White & Minority ages 51 to 65 and 66 & older sub categories)
- Gender (White male & Female & Minority Male and Female sub categories)
- Michigan Geographical Voter Regions
- Major 17 voting counties (Counties combined that traditionally represent 75% to **83% of the total voter participation rate in Michigan's State-wide elections**)
- Next 7 Michigan County and Other 59 Michigan County regions
- Race/Ethnicity
- Religious affiliation – Evangelical Christian, Catholic, Baptist, Non Evangelical Christian, Jewish, Muslim and no/other religious affiliations
- Voter Political Party Preference – Democratic, Republican and Independent
- Michigan Congressional Districts
- Urban market communities (Detroit, Grand Rapids, Flint, Saginaw and other urban population centers in Michigan)



## FOSTER MCCOLLUM WHITE & ASSOCIATES

### Michigan Geographical voting regions

#### (Counties in Parentheses)

##### Upper Peninsula Region - 311,361 Residents

(Gogebic, Ontonagon, Houghton, Keweenaw, Baraga, Iron, Marquette, Alger, Dickinson, Menominee, Delta, Schoolcraft, Luce, Chippewa, Mackinac)

Projected weight of November General Election Population – 3.5%

Response participation weight from October 5, 2012 poll – 2.67%

The Upper Peninsula is traditionally a competitive region. Historically the voters tend to swing between both parties in state and federal election. None of the major 17 counties are located in the Upper Peninsula.

##### Northern Lower Peninsula Region – 756,056 Residents

(Emmet, Cheboygan, Presque Isle, Charlevoix, Antrim, Otsego, Montmorency, Alpena, Roscommon, Crawford, Oscoda, Alcona, Iosco, Arenac, Gladwin, Kalkaska, Leelanau, Grand Traverse, Benzie, Manistee, Wexford, Mason, Lake, Osceola, Mecosta, Isabella, Clare, Missaukee and Ogemaw)

Projected weight of November General Election Population – 9.5%

Response participation weight from October 5, 2012 poll – 9.54%

The Northern Lower Peninsula region of Michigan is traditionally a Republican voting pocket. None of the major 17 counties are located in the Northern Lower Peninsula.

##### Southwest Michigan Region – 1,881,212 Residents

(Oceana, Newaygo, Muskegon, Kent, Ottawa, Barry, Allegan, Van Buren, Kalamazoo, Berrien, Cass, St. Joseph)

Projected weight of November General Election Population – 18.5%

Response participation weight from October 5, 2012 poll – 18.89%

This region of Michigan is traditionally a strong Republican voting pocket. It is home to three of the major seven Republican voting counties (Kent, Ottawa and Berrien) and one of the four major swing counties (Kalamazoo). The Southwestern region is also home to one of the major six Democratic counties (Muskegon); and has significant minority voting constituencies in the major Republican and swing counties (22.2% of Kent County, 21.2% of Berrien County, 13% of Ottawa County and 16.4% of Kalamazoo County).

##### Central Michigan Region – 1,457,225 Residents

(Montcalm, Gratiot, Ionia, Clinton, Eaton, Shiawassee, Jackson, Calhoun, Branch, Hillsdale, Livingston, Midland, Lenawee and Ingham)

Projected weight of November General Election Population – 15%

Response participation weight from October 5, 2012 poll – 15.06%

The Central region of Michigan is a very competitive region that trends towards Republicans but has one of the major six Democratic counties (Ingham) and a traditional Democratic voting county (Calhoun) that helps make the region competitive. It is home to three of the major seven





## FOSTER MCCOLLUM WHITE & ASSOCIATES

---

Republican counties (Eaton, Jackson and Livingston).

**Thumb Region of Michigan – 954,010 Residents**  
(Huron, Bay, Saginaw, Genesee, Lapeer, St. Clair, Sanilac, Tuscola)

Projected weight of November General Election Population – 13%  
Response participation weight from October 5, 2012 poll – 10.16%

The thumb region of Michigan is traditionally a Democratic voting pocket. It is home to two of the major six Democratic counties (Genesee and Saginaw), a traditional Democratic voting county (Bay) and other counties where Democrats are competitive.

**Southeast Michigan Region – 4,360,736 Residents**  
(Wayne, Oakland, Macomb, Washtenaw, Monroe)

Projected weight of November General Election Population – 40.5%  
Response participation weight from October 5, 2012 poll – 43.67%

The Southeastern region of Michigan is home to two of the major six Democratic counties (Wayne and Washtenaw) and three of the four swing counties (Oakland, Macomb and Monroe) in the major 17 communities. This region is the most diverse voting region and home to the largest block of Michigan voters.

## Michigan Political Geographical Regions

### Major 17 Michigan Counties Cluster

Projected weight of November General Election Population – 73.90%  
Response participation weight from October 5, 2012 poll – 73.26%

Upon review of Michigan's general election contest dating back to 1970, we found an interesting voter population trend that is a predictive indicator of the outcome of partisan and ballot question campaign success. Over this time period Michigan's voter turnout is weighted disproportionately to a small number of counties, 17 of the 83 within the state. In each election since the 1992 Presidential election cycle, these 17 counties have produced a consistent range of 73% to 84% of the total State wide vote. These 17 counties are not always reflected among the top 17 Michigan counties in voter registration, yet consistently, they produce voter turnout results that lead the state's turnout numbers per county. The 17 counties are divided between Democratic, Republican and Swing counties.

### Six counties are consistently strong Democratic voting communities in state-wide elections.

Wayne, Washtenaw, Muskegon, Ingham, Genesee, Saginaw  
Democratic Six Counties – 7.2% of counties, 33.8% of state's population.



**FOSTER MCCOLLUM WHITE & ASSOCIATES**



---

**Seven counties are consistently strong Republican voting communities**

Berrien, Eaton, Jackson, Kent, Lapeer, Livingston, Ottawa  
Republican Seven Counties – 8.4% of counties, 15.7% of state’s population,

**Four counties are the swing communities**, the harbinger to predict success in a partisan election.

Oakland, Macomb, Kalamazoo, Monroe  
Four Counties – 4.8% of counties, 24.3% of State’s population,

**Next Seven Michigan Counties Cluster**

(Bay, Calhoun, Marquette, Allegan, Lenawee, Midland, and St. Clair)

Seven Counties – 8.4% of counties, 7.7% of state’s population,  
Projected weight of November General Election Population – 7.71%  
Response participation weight from October 5, 2012 poll – 6.95%

Important facts about this Michigan region:

Three of these counties consistently lean or strong are Democratic voting counties (Bay, Calhoun and Marquette) and four consistently lean or/are strong Republican voting counties (Allegan, Lenawee, Midland and St. Clair). Calhoun has the largest non-white voting population at roughly 18.4% with 10.2% of that population being African-American. Allegan and Lenawee also have non-white populations (Allegan – 10.2% of the total population, Lenawee – 11.6% of the total population). Historical electoral data suggest that if the major 17 county margins balance out equally for both candidates, the next 7 county cluster can decide a state-wide contest (Gary Peters & Mike Cox 2002 State Attorney General election is example).

**Other 59 Counties of Michigan**

Projected weight of November General Election Population – 18.39%  
Response participation weight from October 5, 2012 poll – 19.79%

Important facts about this Michigan region:

Michigan’s other 50 counties are primarily comprised of rural, farming and Native American tribal lands. The majority of these counties sit in the Upper Peninsula and Northern Lower Peninsula region with a sizable number in the Southwest and Central region of Michigan. The overall vote of the other 59 is traditionally Republican with their candidate winning 44 to 51 of the 59 counties. Democratic state-wide candidates can win Michigan in spite of this overwhelming Republican cluster, based on their success in the major 17 and next 7 county clusters (i.e. Al Gore in 2000). The respondent rate and weight in our polling study was higher than predictive voter behavior analysis model for this cluster. We are reporting the data un-weighted as to maintain consistency with the interest level of Michigan voters for the polling study.



**FOSTER MCCOLLUM WHITE & ASSOCIATES**

---

**Congressional Districts**

**1<sup>st</sup> Congressional District Region**

Traditional weight of State-wide Presidential General Election turnout – 7.45%  
Response participation weight from October 5, 2012 poll – 8.56%

**2<sup>nd</sup> Congressional District Region**

Traditional weight of State-wide Presidential General Election turnout – 7.19%  
Response participation weight from October 5, 2012 poll – 6.68%

**3<sup>rd</sup> Congressional District Region**

Traditional weight of State-wide Presidential General Election turnout – 6.97%  
Response participation weight from October 5, 2012 poll – 6.33%

**4<sup>th</sup> Congressional District Region**

Traditional weight of State-wide Presidential General Election turnout – 6.68%  
Response participation weight from October 5, 2012 poll – 7.66%

**5<sup>th</sup> Congressional District Region**

Traditional weight of State-wide Presidential General Election turnout – 7.25%  
Response participation weight from October 5, 2012 poll – 5.61%

**6<sup>th</sup> Congressional District Region**

Traditional weight of State-wide Presidential General Election turnout – 7.09%  
Response participation weight from October 5, 2012 poll – 7.75%

**7<sup>th</sup> Congressional District Region**

Traditional weight of State-wide Presidential General Election turnout – 7.12%  
Response participation weight from October 5, 2012 poll – 11.05%

**8<sup>th</sup> Congressional District Region**

Traditional weight of State-wide Presidential General Election turnout – 8.06%  
Response participation weight from October 5, 2012 poll – 6.42%

**9<sup>th</sup> Congressional District Region**

Traditional weight of State-wide Presidential General Election turnout – 7.60%  
Response participation weight from October 5, 2012 poll – 6.95%

**10<sup>th</sup> Congressional District Region**

Traditional weight of State-wide Presidential General Election turnout – 7.07%  
Response participation weight from October 5, 2012 poll – 7.22%



**FOSTER MCCOLLUM WHITE & ASSOCIATES**

---



2021 Hubbell Street  
Dearborn, Michigan 48128

### 11<sup>th</sup> Congressional District Region

Traditional weight of State-wide Presidential General Election turnout – 7.87%

Response participation weight from October 5, 2012 poll – 7.84%

### 12<sup>th</sup> Congressional District Region

Traditional weight of State-wide Presidential General Election turnout – 7.20%

Response participation weight from October 5, 2012 poll – 7.49%

### 13<sup>th</sup> Congressional District Region

Traditional weight of State-wide Presidential General Election turnout – 5.86%

Response participation weight from October 5, 2012 poll – 4.19%

### 14<sup>th</sup> Congressional District Region

Traditional weight of State-wide Presidential General Election turnout – 6.55%

Response participation weight from October 5, 2012 poll – 6.24%



**FOSTER MCCOLLUM WHITE & ASSOCIATES**



(FMW)<sup>B</sup> Predictive voter behavior turnout model for Michigan November 2012 general election

2012 November General Election Projections	Gross Average Registered Voters Per County Projection	Gross Average Turnout Per County Projection	Historical Aggregate trend Registered Voter percentage per county	Historical Aggregate trend Turnout of Voter percentage per county	Presidential Election Cycle Trend factor for Registered Voters Per County Percentage	Presidential Election Cycle Trend factor for Turnout of Voters Per County Percentage	Net Projected Registered Voters Per County Projection	Net Projected Turnout Per County Projection	Net Projected per county Turnout of Voters Percentage
TOTAL OF ALL COUNTIES:	7,124,742	3,952,549	1.17%	0.49%	4.61%	18.61%	7,536,493	5,297,977	70.30%

Per our PVBA model analysis of Michigan elections dating back to 1990, Michigan has a base of 7,124,742 registered voters and a core November election voting base of 3,952,549 voters. This base generally receives an increase in turnout during Presidential years and sees a decrease of turnout within the base during gubernatorial campaigns. Per our model, Michigan is net historical turnout is trending upwards by 0.49% (19,173 voters) per election cycle. This would place Michigan at 3,971,721 in total baseline turnout. Michigan has generated an uptick of turnout for each presidential election cycle dating back to 1960. In the past 5 Presidential election cycles, Michigan Presidential election participation rate has increased greatly. The cycle participation bounce equals to an aggregate 18.61% of the core turnout. For the 2012 election cycle, if the full historical Presidential election participation bounce is realized, the increase would equal 1,326,256 voters. If fully realized, Michigan's 2012 November Presidential election turnout will be 5,297,977 voters.



FOSTER MCCOLLUM WHITE & ASSOCIATES

## Data Analysis Statement

The data has been separated analytically into cross tabulation results that are statistically significant with respect to Michigan General Election cycle statewide. Any sectional analysis within the aforementioned categories can be useful when inferring strengths and weaknesses and possible strategy.

For the assessment of individual cross tabulation categories, we use a correlation coefficient model based on the *Pearson r correlation*, also called *linear* or *product-moment* correlation. Pearson correlation (hereafter called *correlation*), assumes that the two variables are measured on at least interval scales and it determines the extent to which values of the two variables are "proportional" to each other. The value of correlation (i.e., correlation coefficient) does not depend on the specific measurement units used. Our proportional model for correlating the statistical relevance of a geographical region, age grouping or congressional district is based on the random proportionality of our respondent pool to the specific proportionality of the group's weight to the aggregate model. The correlation coefficient ( $r$ ) represents the linear relationship between these two variables (aggregate and cross tabular category).

The aggregate Michigan Statewide polling study sample size of 1,122 respondents has a 2.93% margin of error, with a confidence level of 95%. We project that any review of the polling report can allow for the statistical relationship between the aggregate and cross tabulation margin of error for the reported clusters. The poll sample was pre weighted for gender and ethnicity based upon Foster McCollum White Baydoun Predictive Voter Behavior Analysis Model for historic General Election demographics throughout Michigan. This poll was commissioned by Fox 2 News Detroit and conducted by Foster McCollum White Baydoun and not commissioned on behalf of or by any candidate or political organization. We strive to adhere to the principles and standards of the National Council on Public Polls and the American Association for Public Opinion Research in the gathering and reporting of polling data.



FOSTER MCCOLLUM WHITE & ASSOCIATES

---



2021 Hubbell Street  
Dearborn, Michigan 48128

## Demographic Sample Report

Our polling sample was very consistent with the projected voter demographic considerations and predictive voter behavior analysis model for a Michigan November General election. We have a number of variance items that we will report. Our polling sample call file was weighted for Michigan's most likely voter universe for the Presidential election cycle and included consideration for moderate and low participation history voters. We have included weighted aggregate results for polling study consideration based on underrepresented respondents in four demographic sectors (male respondents, respondents ages 18 to 30 and 31 to 50 and African American respondents). We believe our respondent universe is reflective of voters that are highly aware and interested in participating in the Presidential, US Senate and statewide ballot proposals election. We are reporting the data in the weighted models to the demographic variances as to maintain consistency with the interest level of Michigan voters for the polling study.