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Durant poses a more compelling challenger for Stabenow than Hoekstra, but either contest will be competitive in the fall, per (FMW)^B poll.

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Senator Debbie Stabenow only has single digit leads against former U.S. Congressman Pete Hoekstra and Businessman and Cornerstone Schools founder Clark Durant in either possible November general election contest. Durant has advantages that Hoekstra lacks which would make November more interesting.

In the national battle between the Republican Party and Democratic Party for control of Congress, the Michigan senate seat held by two term Senator Debbie Stabenow is considered a toss up to leaning Democrats by most D.C. pundits and analysis. In spite of a significant financial advantage and the benefit of bringing back federal investments into Michigan, Senator Stabenow will have a tough re-election campaign on her hands against either of the two Republican front runners. In a head to head matchup against former U.S. Congressman Pete Hoekstra, Senator Stabenow has a 52.60% to 42.92% lead. In a similar head to head matchup against Cornerstone Schools founder Clark Durant, Senator Stabenow has a slightly smaller margin with 51.47% of the vote to 42.65% for Durant.

Foster McCollum White Baydoun (FMW)^B, 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 to determine their voting and issue preferences for:

- The baseline for likely United States Senate general election match ups.
- The baseline for the Republican senate nomination primary contest (filter question subset of total aggregate universe).
- Voters' preference for political control of the Michigan House of Representatives.



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This ten question automated poll survey was conducted on July 28, 2012 and was commissioned by Fox 2 News Detroit. The margin of error for this polling sample is 3.03% with a confidence level of 95%. To view the reports of our polling studies on the United States Senate and other political topics for Fox 2 News online, please click the following link - <http://www.myfoxdetroit.com/category/237819/politics>

Key Findings Analysis – United States Senate General Election Ballot Match ups

Our polling study reflects that the November general election contest for Michigan’s United States Senate will be extremely competitive. Incumbent Senator Debbie Stabenow will have a difficult contest against either former Congressman Pete Hoekstra or Cornerstone Schools founder Clark Durant. The interesting fact identified in our findings is that Clark Durant will be more competitive against Senator Stabenow than Pete Hoekstra. As we will reveal in the cross tab findings, Durant is performing better than certain key Democratic groups and Stabenow is receiving a lower percentage of support in matchups against Durant versus matchups versus Hoekstra.

We ballot tested two potential general election matchups for the United States Senate contest (Stabenow versus Hoekstra and another candidate/Stabenow versus Durant and another candidate). We found that Senator Stabenow has a 9.68 point lead versus former Congressman Pete Hoekstra and an 8.82 point lead versus Clark Durant. The aggregate results for both ballot test matchups are listed below:

State-wide Aggregate Results (Weighted to projected age, gender and ethnicity of electorate) – 1046 Respondents M O E +/- 3.03%

Question 1:

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

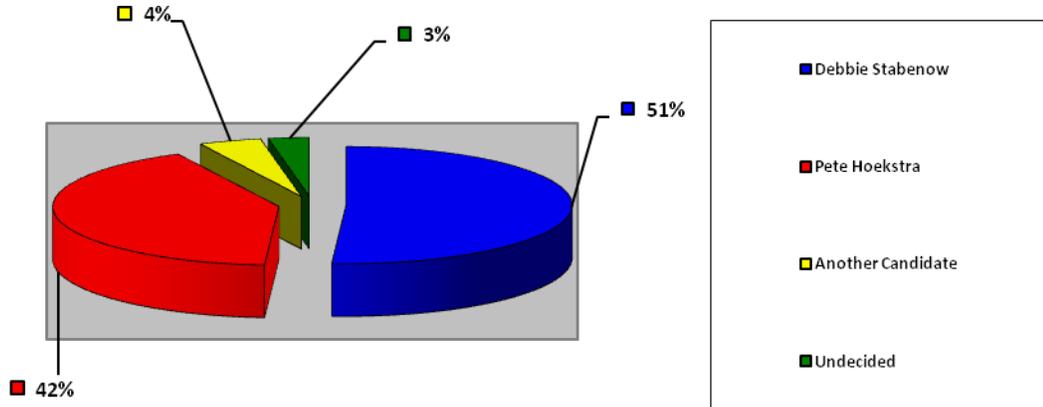
(Democratic U.S. Senator Debbie Stabenow):	52.60%
(Republican U.S. Congressman Pete Hoekstra):	42.92%
(Another candidate):	4.60%
(Undecided):	2.99%



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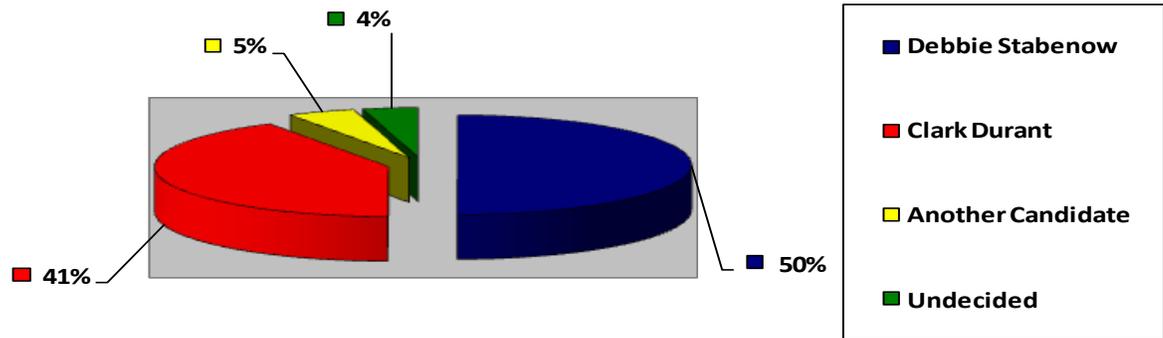
Question #2:

The 2012 United States Senate election will be held in November. Assuming Democratic Senator Debbie Stabenow faces Republican and Cornerstone Schools founder Clark Durant; who are you most likely to vote for?

(Democratic U.S. Senator Debbie Stabenow):	51.47%
(Republican Cornerstone Schools Founder Clark Durant):	42.65%
(Another candidate):	4.79%
(Undecided):	3.93%



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Beyond the topline aggregate, we analyzed the following cross tabular groups to better define the dynamics of the Michigan United States Senate general election most likely match ups.

A. U.S. Senator Debbie Stabenow’s positive cross tabular results.

Our findings reflect a significant range of support for Senator Stabenow across the cross tabular groups. In spite of this range of support, there are enough factors where Senator Stabenow must improve her support to make the November election an easy path to victory.

Senator Stabenow’s strongest bases of voter support are within the following groups:

- African American voters.
- Democratic voters.
- City of Detroit voters.
- Voters in Urban Markets (urban cities in Michigan such as Lansing, Pontiac, Flint, Battle Creek, Detroit, etc.)
- Voters in the 13th and 14th Congressional District.
- Voters with no religious affiliation.

The data suggests that Senator Stabenow has comfortable margins against former Congressman Hoekstra in most of the core Democratic voting bases. In a matchup against Hoekstra, Stabenow will be able to focus her attention on Republican leaning voter groups and independent voter groups without fear of losing ground in these cross tab groups. Hoekstra has not gained traction in these



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areas and would have to make a calculated decision to either abandon campaigning in Urban Markets, Southeastern Michigan, African American and Jewish voters to strengthen his bases of support or attempt to campaign and build a beachhead in these communities and present a compelling messaging argument for their consideration.

If a weakness exists for Senator Stabenow within the cross tab groups, it would be her performance in the groups that are not reflected in the positive variance groupings. The areas of concern for Stabenow include:

- Only has a significant margin in four of the 14 congressional districts.
- Only has 50% voter support among independent voters.
- Is statistically tied (47.75% Stabenow to 44.47% Hoekstra) with voters ages 66 and older.
- Is statistically tied (47.44% Stabenow to 46.28% Hoekstra) with male voters.
- Is statistically tied (47.61% Stabenow to 45.34% Hoekstra) with white voters.

Stabenow needs to strengthen her support within these groups and improve her bases across Michigan. Being the incumbent senator competing for a third term, she should have better support among voters in the aforementioned groups.

Conversely, we wanted to test Senator Stabenow versus Cornerstone School founder Clark Durant to see if he would present a similarly competitive contest in November. We found that Senator Stabenow has strong support in similar cross tab groups versus Durant as against Hoekstra. We did notice a weakening of Senator Stabenow's numbers among a number of these cross tab groups.

The data suggests that in spite of Senator Stabenow's sizable comfortable margins against Durant in most of the core Democratic voting bases, Durant has the ability to shave votes away from Stabenow in most of those bases. We attribute this to Durant's experience as the founder of Cornerstone Schools; a private faith based and charter school system in Detroit and Redford. This provides Durant with a platform to build upon in Southeastern Michigan, African American voters and Urban Communities. Durant has cut into Stabenow's lead when compared to the Stabenow-Hoekstra matchup in the following cross tab groups:

- Respondents Ages 18 to 30 years old (3.45 point positive swing for Durant).
- Self identified African American Respondents (8.57 point positive swing for Durant)



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- Self identified multi-racial respondents (7.41 point positive swing for Durant)
- Self identified Jewish respondents (3.70 point positive swing for Durant)
- Urban market cities (2.97 point positive swing for Durant)
- Detroit region respondents (9.52 point positive swing for Durant)
- Wayne County region (4.79 point positive swing for Durant)
- Major Democratic 6 county cluster (3.10 point positive swing for Durant)
- 14th Congressional district (5.80 point positive swing for Durant)

The positive data swing for Durant reflects an opportunity for him to soften the impact of Senator Stabenow's base of support and could develop into the percentage necessary to win a closely contested general election contest. The findings show that Stabenow must work harder to strengthen her support within these groups before she can work to build beachheads in the Republican leaning cross tabular groups.

B. Former Congressman Pete Hoekstra positive cross tabular groupings for primary and general election contest:

Our findings reflect strong areas of support for Congressman Hoekstra across the traditional Republican leaning cross tabular groups in a general election matchup against Senator Stabenow. Congressman Hoekstra's strongest base of voter support is within the following groups:

- Republican and Tea Party Voters.
- Evangelical Christian voters.
- White American voters.
- Voters in the 8th and 10th Congressional Districts.
- Voters who will participate in the Republican Primary.

Congressman Hoekstra has a platform to build upon yet still has a significant amount of work to do to build a winning majority in November. Hoekstra's positive margin in his favorable cross tabular groups is only 16.64 points while his deficit in Senator Stabenow's favorable cross tabular groups is 47.36 points; a net base deficit of 30.72 points. Hoekstra must increase his support within the Republican leaning voter bases to counter the enthusiastic advantage Stabenow has with Democratic leaning cross tabular groups.

In addition to the overall effort to increase Hoekstra's voter bases, there are four areas that he must win in the November election by a minimum 10 point margin to have an opportunity to defeat Senator Stabenow in November:

- Male Voters.



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- Voters ages 66 and older.
- Southwestern Michigan Region.
- Swing 4 Major County Cluster (Oakland, Macomb, Monroe and Kalamazoo).

Currently, Hoekstra is competitive in each grouping but he must find ways to breakthrough significantly with these four voter groups to counter Senator Stabenow's advantage with younger voters, female voters and Southeastern Michigan. Additionally, no statewide candidate has won in Michigan without winning two of the four major swing counties in Michigan in the past 30 years. Right now, Stabenow is defeating Hoekstra in this critical region.

C. Clark Durant positive cross tabular groupings:

Our findings reflect comparably strong areas of support for Cornerstone School Founder Clark Durant across the traditional Republican leaning cross tabular groups in a general election matchup against Senator Stabenow. Clark Durant's strongest base of voter support is within the following groups:

- Republican and Tea Party Voters.
- Evangelical Christian voters.
- Southwestern Michigan Region.
- Voters in the 2nd, 3rd and 8th Congressional Districts.
- Voters who will participate in the Republican Primary.

Clark Durant appears to be more competitive against Senator Stabenow than Congressman Hoekstra. Durant's margin in his favorable cross tabular groups is only 18.16 points while his deficit in Senator Stabenow's favorable cross tabular groups is 44.58 points, a net base deficit of 26.42 points. Durant's negative margin is 4.3 points smaller than Hoekstra's gap. If one reviews this data set along with the Stabenow favorable cross tab groups that Durant is performing better than Hoekstra, the data will suggest that Durant will be a more competitive candidate in the November general election. Durant still must increase his support within the Republican leaning voter bases to counter the enthusiastic advantage Stabenow has with Democratic leaning cross tabular groups. The advantage for Durant versus Hoekstra is that he starts in a stronger position to achieve that goal while dampening the enthusiasm for Stabenow with some of her core Democratic leaning voter groups.



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Data Summary

Our data findings show that Senator Debbie Stabenow will have a competitive November election match up against either Pete Hoekstra or Clark Durant. Our findings do suggest that Durant will present a more difficult match up for Senator Stabenow than Hoekstra, primarily due to the potential coalition of support he can generate in Democratic bases that Hoekstra cannot. Hoekstra also seems to suffer from an enthusiastic gap among Republican voters and Tea Party supporters when comparing the potential general election matchups.



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Methodology

- Foster McCollum White Baydoun (FMW)^B, 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 to determine their voting and issue preferences on the United States Senate potential general election match-ups, the US Senate Republican nomination and control of the Michigan House of Representatives.
- This ten question automated poll survey was conducted on July 28, 2012.
- The population surveyed consisted of a sample of traditional Michigan high participation registered voters and voters that fit Michigan general election and Republican Primary 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 US Senate Election for Michigan.
- Forty-four thousand nine hundred and ninety-nine (44,999) calls were placed, and 1,046 respondents fully participated in the survey. The response rate for this survey was 2.32%.
- 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 likely United States Senate general election match ups.
 - B. The baseline for the Republican senate nomination primary contest (filter question subset of total aggregate universe).
 - C. Voters' preference for political control of the Michigan House of Representatives.



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- 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 – 41.18% of respondent universe versus 46% of (FMW)^B PVBA model projections for 2012 November general election.
 - African American respondents – 10.08% of respondent universe versus 17.5% of (FMW)^B PVBA model projections for 2012 November general election.
 - Voters ages 18 to 30 years old – 2.77% of respondent universe versus 16% of (FMW)^B PVBA model projections for 2012 November general election.
 - Voters ages 31 to 50 years old – 13.10% of respondent universe versus 25% of (FMW)^B PVBA model projections for 2012 November general election.
- The margin of error for this total polling sample is 3.03% with a confidence level of 95%. The margin of error for the respondents who filtered to the Republican Nominating Ballot Test section is 3.83% 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.

Cross tabulation groups for comparison purposes

- Age
- Gender
- 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 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)

Participation in Republican Primary Election for U.S. Senate Nomination

This poll was commissioned by Fox 2 News Detroit and conducted by Foster McCollum White Baydoun (FMW)^B and not commissioned on behalf of or by any candidate or political organization.



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Data Analysis Statement

The data has been separated analytically into cross tabulation results that are statistically significant with respect to Michigan General and Primary 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 1,046 respondents has a 3.03% margin of error, with a confidence level of 95%. The aggregate Michigan Statewide polling study sample size for the respondents who filtered to the Republican Nominating Ballot Test was 656 respondents and has a margin of error of 3.83% 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 and Republican primary election participation 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.