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)[B]

September 12, 2012

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State-wide Aggregate Results (Weighted to projected age, gender & ethnicity of electorate) – 1156 Respondents MOE +/- 2.88%

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??

(President Barack Obama):	45.49%
(Governor Mitt Romney):	43.65%
(Another candidate):	5.48%
(Undecided):	5.38%

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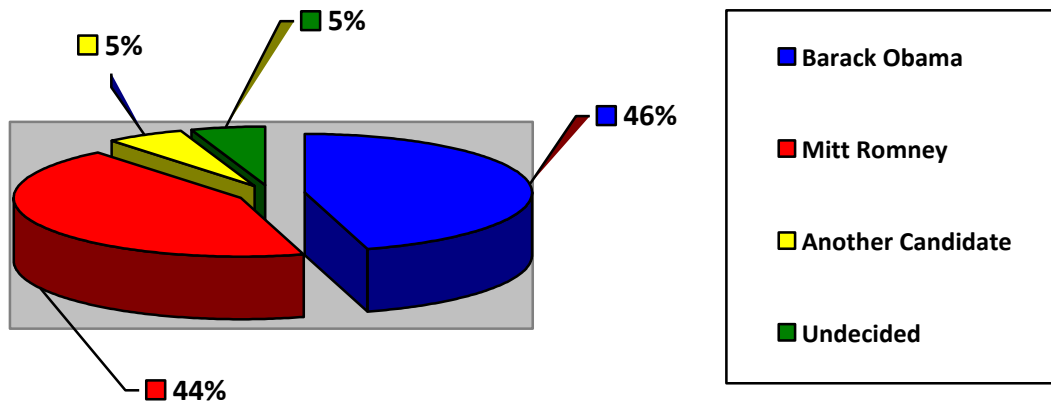
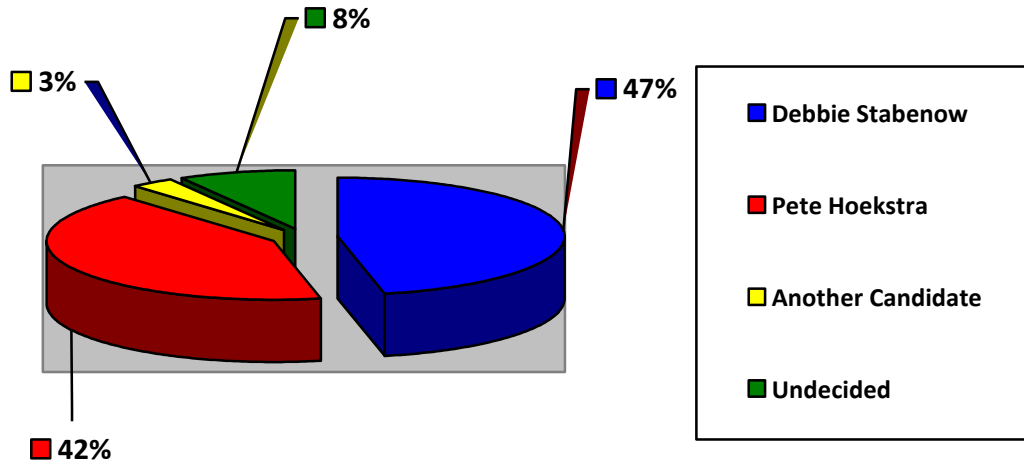**Question 2:**

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?

(Democratic U.S. Senator Debbie Stabenow):	46.74%
(Republican U.S. Congressman Pete Hoekstra):	41.92%
(Another candidate):	2.90%
(Undecided):	8.44%

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Question #3:

Since the Republican and Democratic National Conventions and the resulting speeches and interviews for both Presidential candidates, who are you more likely to trust to honor their campaign pledges, work to implement their policies and solve the problems of our country (taxes, the economy, national security and political gridlock)?

(I am more likely to trust President Obama):	45.10%
(I am more likely to trust Mitt Romney):	42.12%
(I am undecided on which candidate to trust):	4.01%
(I don't trust either candidate):	8.78%

- ■ More likely to trust President Obama
- ■ More likely to trust Mitt Romney
- □ Undecided on which candidate to trust
- ■ I don't trust either candidate
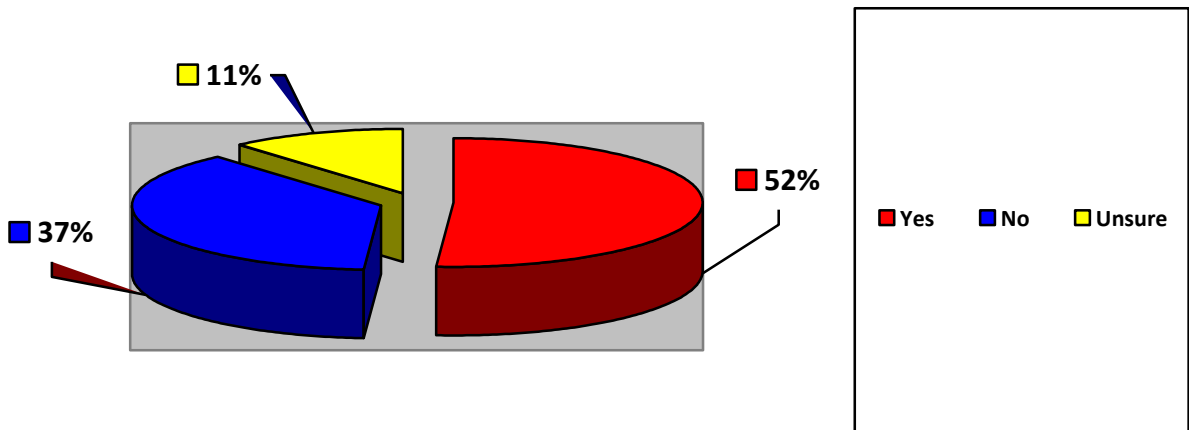
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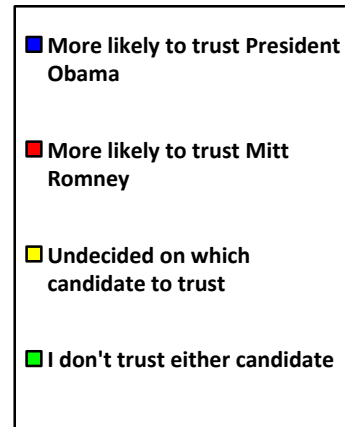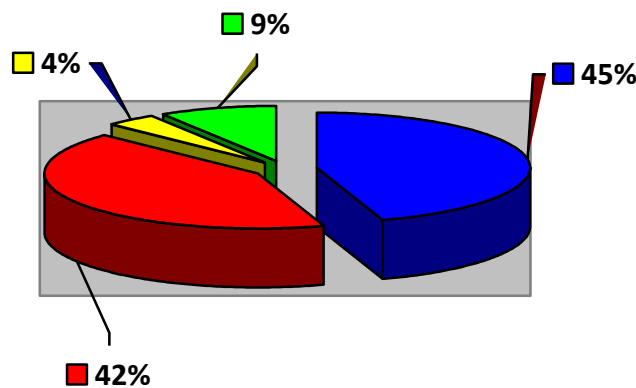
Question #4:

Since the Republican National Convention, do you believe that you have a clear understanding of Mitt Romney and Paul Ryan plans to lead America and solve the problems of our country (taxes, the economy, national security and political gridlock)?

(Yes):	51.15%
(No):	37.48%
(You are unsure):	11.37%

Question #5:

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?

(Yes to maintain Public Act 4):	42.33%
(No to repeal Public Act 4):	34.38%
(Undecided on Public Act 4):	23.28%
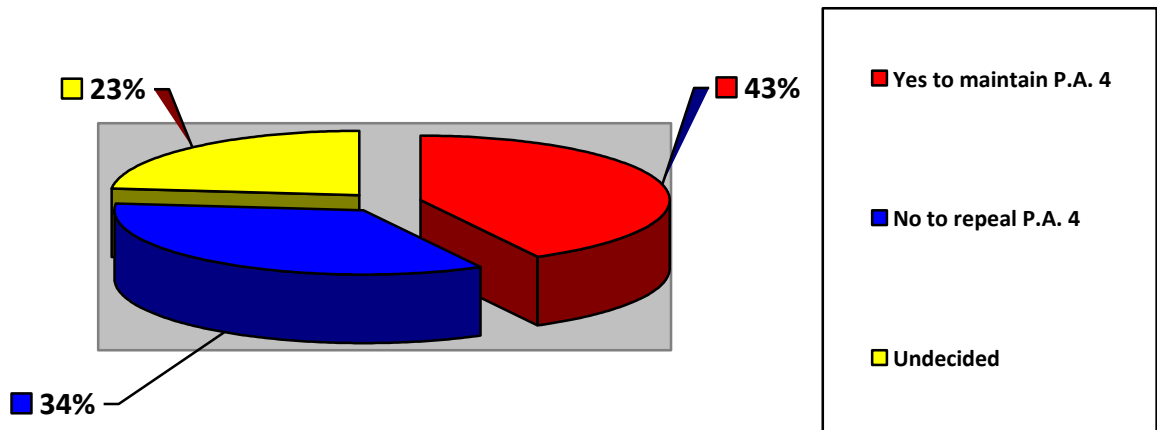
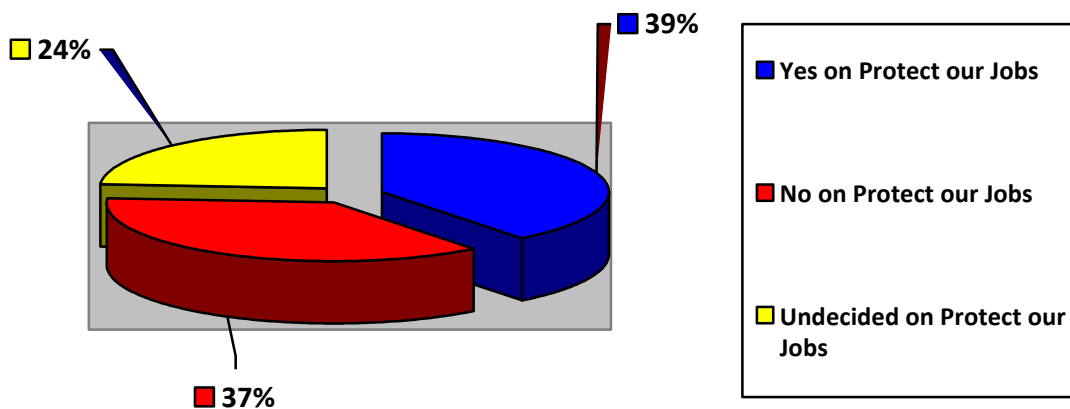**Question 6:**

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?

(Vote yes on the "Protect Our Jobs" amendment):   39.47%
(Vote no on the "Protect Our Jobs" amendment):   36.57%
(Undecided on the "Protect Our Jobs" amendment):   23.96%

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Question 7:

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?

(Vote yes for the "Clean Energy initiative" amendment):	46.93%
(Vote no on the "Clean Energy initiative" amendment):	36.05%
(Undecided on the "Clean Energy initiative" amendment):	17.02%
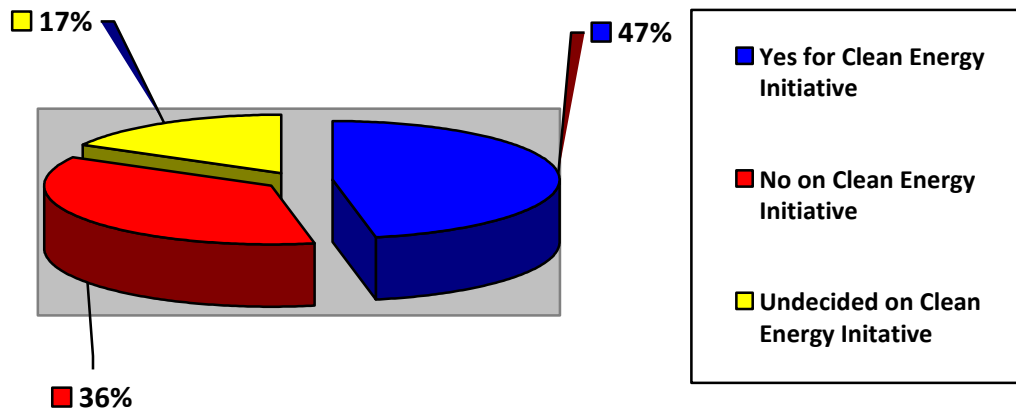
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Question 8:

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?

(Vote yes for the proposal 12-4 amendment):	45.06%
(Vote no on the proposal 12-4 amendment):	30.71%
(Undecided on the proposal 12-4 amendment):	24.23%
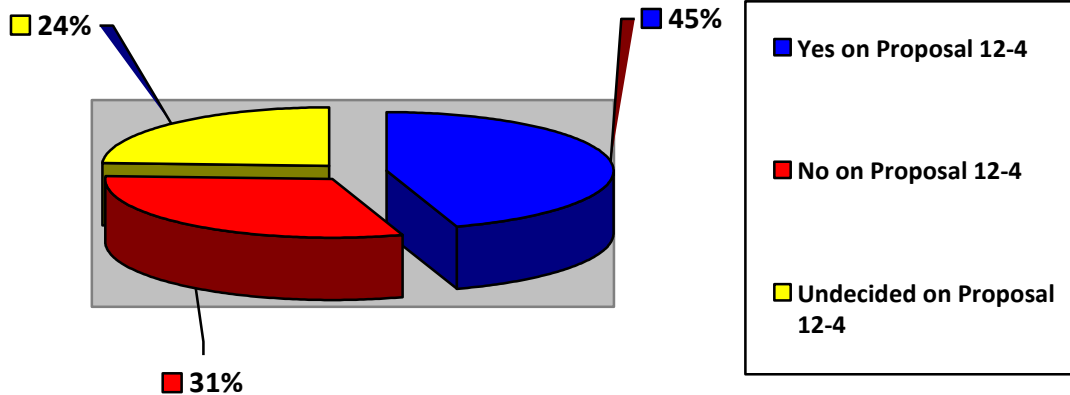
Question 9:

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?

(Vote for yes to approve the Michigan Alliance for Prosperity amendment): 30.37%
(Vote for no on the Michigan Alliance for Prosperity amendment):   36.31%
(Undecided on the Michigan Alliance for Prosperity amendment):   33.31%

Question 10:

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?

(Vote yes on the "The People Should Decide" amendment):	53.43%
(Vote no on the "The People Should Decide" amendment):	31.60%
(Undecided on the "The People Should Decide" amendment):	14.96%

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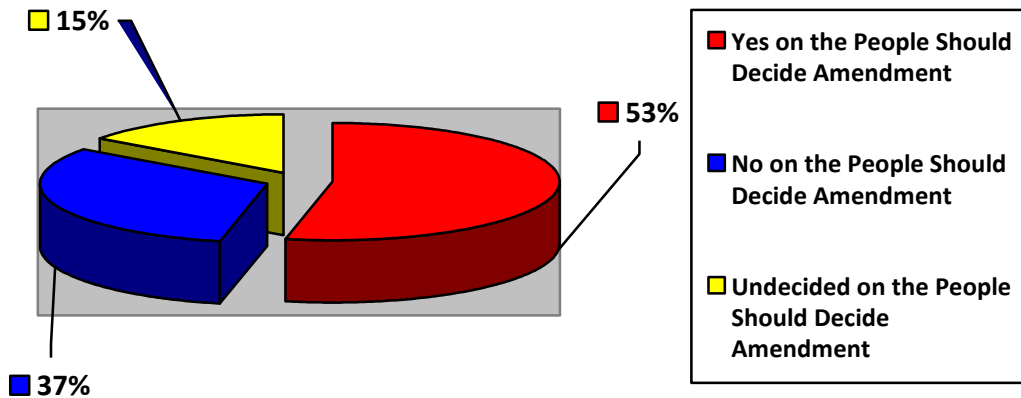
Demographic data is reported as unweighted and representative of the respondent universe only

Question #11:
In Which Age Range Do You Fit?

1- Between 18 to 30 years old, 2- between 31 to 50 years old, 3- between 51 to 65 years old, 4- ages 66 and older

(Between 18 to 30 years old):	2.77%
(Between 31 to 50 years old):	14.55%
(Between 51 to 65 years old):	39.13%
(Ages 66 and older):	43.55%

Age Distribution of Aggregate Poll Respondents

2021 Hubbell Street
Dearborn, Michigan 48128
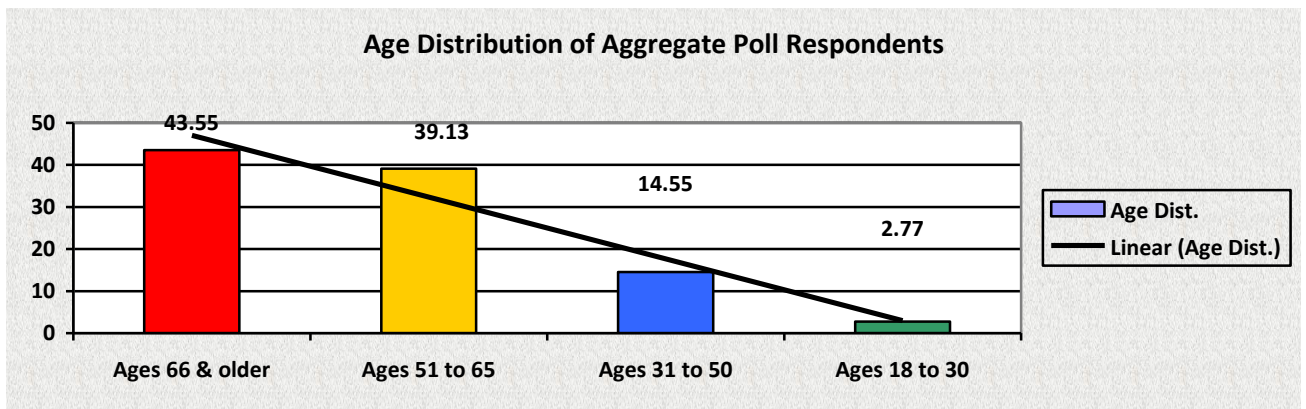
Question #12:
What is your gender?

1.	Male	41.56%
2.	Female	58.49%

Gender of Aggregate Poll Respondents

Male Voters
42%

Female
Voters
58%

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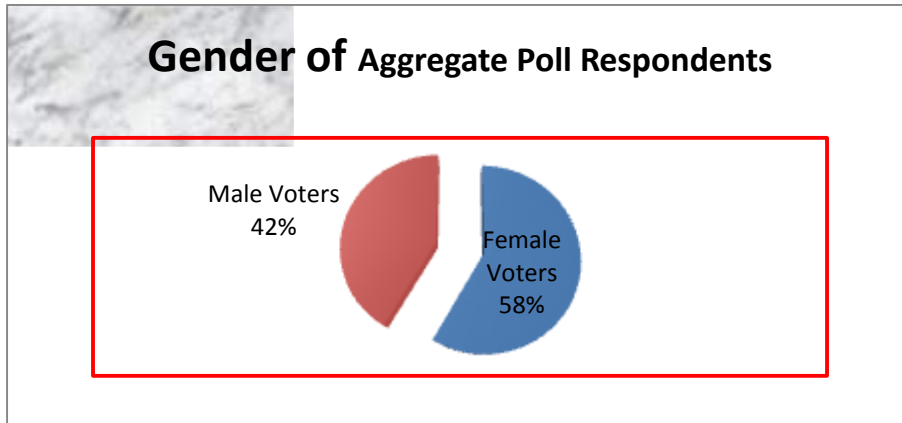
Question #13:

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

   (IF DEM) Do you consider yourself a solid Democrat or leaning Democrat?
   (IF REP) Do you consider yourself a solid Republican, leaning Republican or a Tea Party Republican?

1. (Solid Democrat):	28.74%
2. (Leaning Democrat):	13.25%
Total Democrats	**41.99%**
3. (Independent):	24.94%
4. (Solid Republican):	19.05%
5. (Leaning Republican):	8.74%
6. (Tea Party Republican):	5.28%
Total Republicans	**33.07%**

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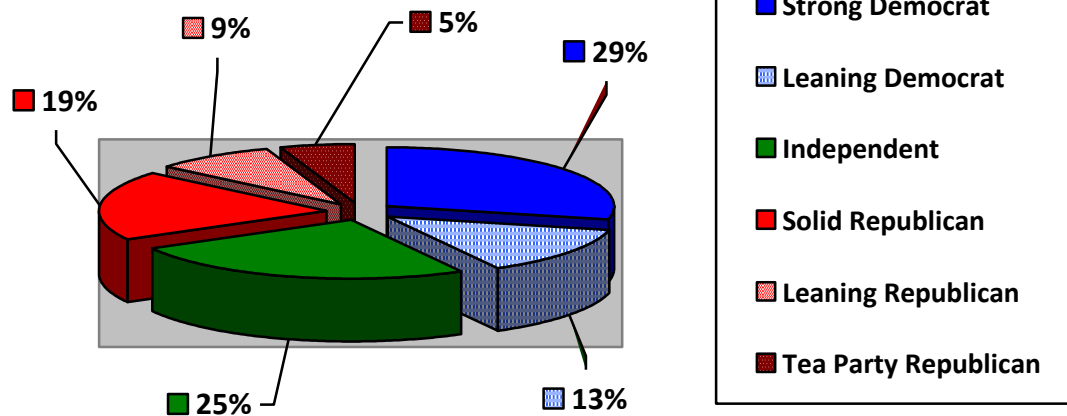
Question #14:

What is your ethnicity/heritage?

1. (African American/Black):   6.75%
2. (White/Caucasian):   85.19%
3. (Hispanic/Latino):   2.25%
4. (Arab American):   0.95%
5. (Asian/Pacific Islander):   0.43%
6. (Native American):   1.04%
7. (More than one racial/ethnic identity):   3.38%
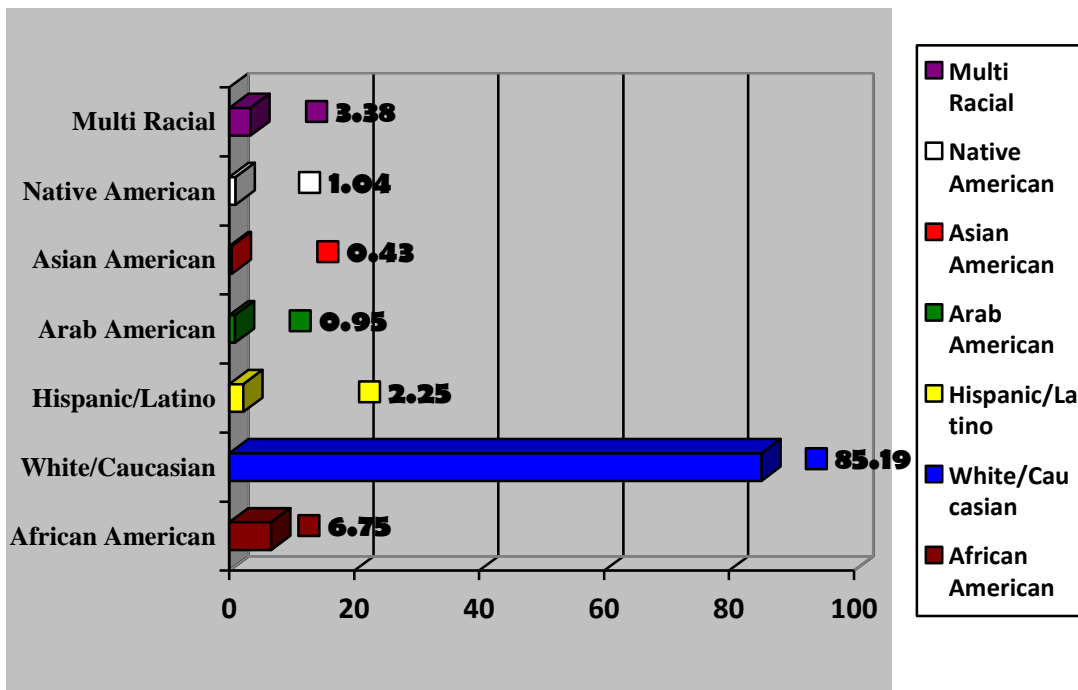
Question #15:

Which of the following most accurately describes your religious background?

1- Evangelical Christian, 2- Catholic, 3- Baptist, 4- Non Evangelical Christian, 5- Jewish, 6- Muslim 7- Other religious affiliation or No religious affiliation

(Evangelical Christian):	21.30%
(Catholic):	30.48%
(Baptist):	10.39%
(Protestant/Non Evangelical Christian):	21.39%
(Jewish):	1.65%
(Muslim):	0.87%
(Other or No religious affiliation):	13.94%

Question #16

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

Response Code 1 (No):	66.32%
Response Code 2 (Yes, Self):	19.74%
Response Code 3 (Yes, Household):	11.60%
Response Code 4 (DK/Refused):	2.34%

Geographic considerations of polling study respondents

Southeastern Michigan	34.89%
Southwestern Michigan	20.09%
Central Region of Michigan	15.41%
Thumb Region of Michigan	9.44%
Northern Lower Peninsula	17.75%
Upper Peninsula	2.42%

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Geographic Electoral Weight considerations of polling study respondents

Major 17 Counties	62.60%
Next 7 Mid-Major Counties	7.45%
Rest of Michigan (Other 59 Counties)	29.96%

Urban Market Community weight of polling study respondents

Urban Market Communities	14.88%
All other Michigan communities	85.12%

Michigan Congressional Districts

Michigan Congressional District Respondent Participation Weight

- C.D. 1 — 14%
- C.D. 2 — 9%
- C.D. 3 — 7%
- C.D. 4 — 11%
- C.D. 5 — 6%
- C.D. 6 — 6%
- C.D. 7 — 10%
- C.D. 8 — 5%
- C.D. 9 — 5%
- C.D. 10 — 6%
- C.D. 11 — 7%
- C.D. 12 — 6%
- C.D. 13 — 3%
- C.D. 14 — 5%

Methodology
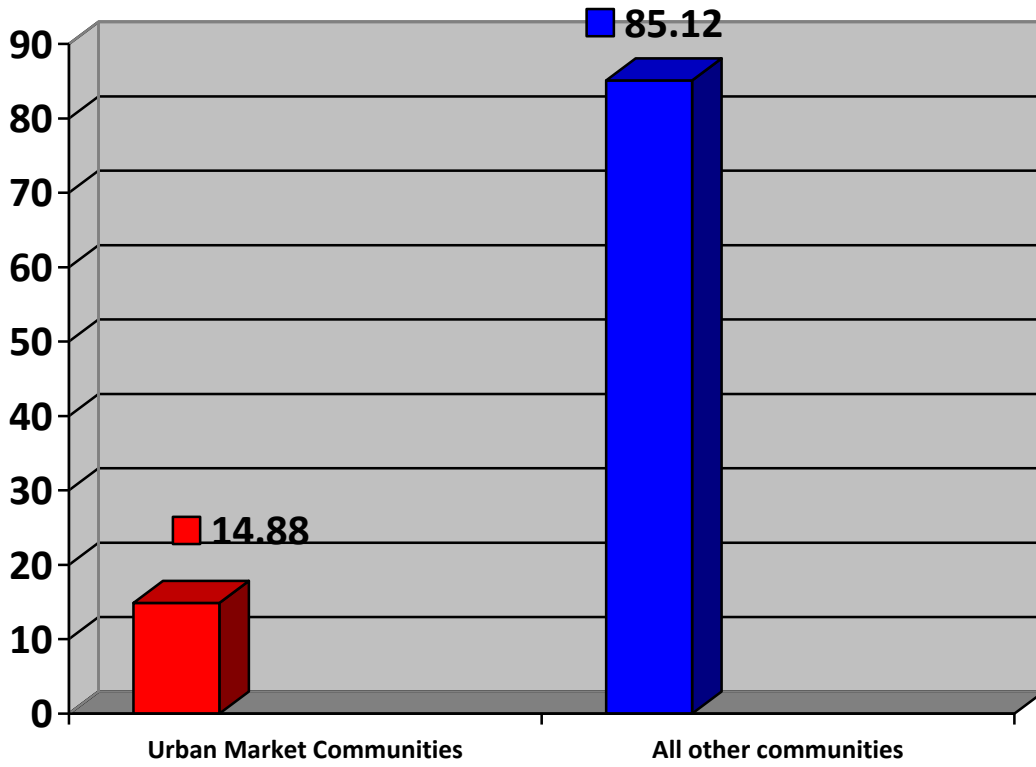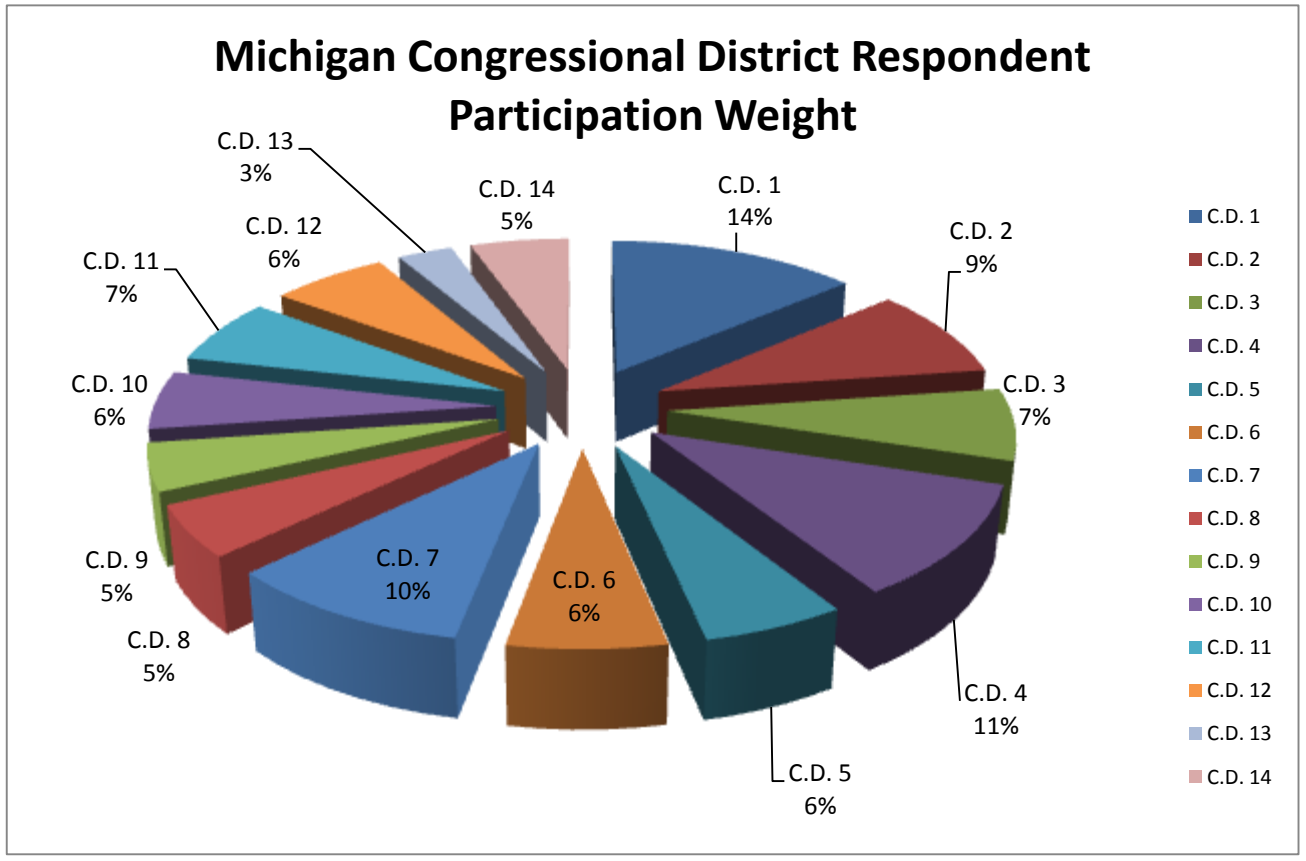
- Foster McCollum White Baydoun (FMW)[B], a national public opinion polling and voter analytics consulting firm based in Michigan and representing the combined resources of Foster McCollum White & Associates (Troy Michigan) and Baydoun Consulting (Dearborn Michigan) conducted a telephone-automated polling random survey of Michigan registered and most likely November 2012 General election voters to determine their voting and issue preferences on the Presidential election, United States Senate and the six statewide ballot proposals and trust and knowledge issues regarding the Presidential campaign.

- This sixteen question automated poll survey was conducted on September 12, 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.

- Fifty thousand nine hundred and eighty-six (50,986) calls were placed, and 1,155 respondents fully participated in the survey. The response rate for this survey was 2.27%.

- 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. Voters' preference for trusting the Presidential candidates.
    D. Voters' preference for understanding Candidate Romney's platform and policies.
    E. The baseline for all six Michigan Statewide ballot proposals.

- The margin of error for this total polling sample is 2.88% 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.

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 is 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.

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 – 41.56% of actual respondent universe was weighted to reflect the 46% (FMW)[B] 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 – 6.75% of actual respondent universe was weighted to reflect the 17.5% of (FMW)[B] 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 – 2.77% of actual respondent universe was weighted to reflect the 16% of (FMW)[B] 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 – 14.55% of actual respondent universe was weighted to reflect the 25% of (FMW)[B] 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)**
  - **Question Three respondent groups (Support Ryan's budget plan, Oppose Ryan's Budget Plan)**
  - **Question Four respondent groups (Full or partial Military intervention, diplomatic intervention only and Do not intervene)**

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 August 16, 2012 poll – 2.42%
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 August 16, 2012 poll – 17.75%
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 August 16, 2012 poll – 20.09%
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 August 16, 2012 poll – 15.41%
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 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 August 16, 2012 poll – 9.44%
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 August 16, 2012 poll – 34.89%
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 August 16, 2012 poll – 62.60%

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 disproportionally 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, Genesse, Saginaw
Democratic Six Counties – 7.2% of counties, 33.8% of state's population.

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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 August 16, 2012 poll – 7.45%

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 August 16, 2012 poll – 29.96%

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 theses 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.

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Congressional Districts

1st Congressional District Region

Traditional weight of State-wide Presidential General Election turnout – 7.45%
Response participation weight from August 16, 2012 poll – 13.77%

2nd Congressional District Region

Traditional weight of State-wide Presidential General Election turnout – 7.19%
Response participation weight from August 16, 2012 poll – 9.00%

3rd Congressional District Region

Traditional weight of State-wide Presidential General Election turnout – 6.97%
Response participation weight from August 16, 2012 poll – 7.10%

4th Congressional District Region

Traditional weight of State-wide Presidential General Election turnout – 6.68%
Response participation weight from August 16, 2012 poll – 11.08

5th Congressional District Region

Traditional weight of State-wide Presidential General Election turnout – 7.25%
Response participation weight from August 16, 2012 poll – 5.71%

6th Congressional District Region

Traditional weight of State-wide Presidential General Election turnout – 7.09%
Response participation weight from August 16, 2012 poll – 6.32%

7th Congressional District Region

Traditional weight of State-wide Presidential General Election turnout – 7.12%
Response participation weight from August 16, 2012 poll – 9.96%

8th Congressional District Region

Traditional weight of State-wide Presidential General Election turnout – 8.06%
Response participation weight from July 28, 2012 poll – 5.11%

9th Congressional District Region

Traditional weight of State-wide Presidential General Election turnout – 7.60%
Response participation weight from August 16, 2012 poll – 4.68%

10th Congressional District Region

Traditional weight of State-wide Presidential General Election turnout – 7.07%
Response participation weight from August 16, 2012 poll – 5.80%

11th Congressional District Region

Traditional weight of State-wide Presidential General Election turnout – 7.87%
Response participation weight from August 16, 2012 poll – 6.58%

12th Congressional District Region

Traditional weight of State-wide Presidential General Election turnout – 7.20%
Response participation weight from August 16, 2012 poll – 6.41%

13th Congressional District Region

Traditional weight of State-wide Presidential General Election turnout – 5.86%
Response participation weight from August 16, 2012 poll – 3.03%

14th Congressional District Region

Traditional weight of State-wide Presidential General Election turnout – 6.55%
Response participation weight from August 16, 2012 poll – 5.45%

(FMW)[B] 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.

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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 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 1,155 respondents has a 2.88% 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.

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.