

GREENBERG QUINLAN ROSNER RESEARCH

November 11, 2008

Post-Election Survey of Macomb and Oakland Counties, Michigan



DEMOCRACY CORPS
CARVILLE ♦ GREENBERG

Methodology and Overview

Post-election surveys conducted in both Macomb and Oakland Counties, Michigan

- Macomb County survey of 750 likely voters conducted November 4 – 5, 2008.
- Oakland County survey of 600 likely voters conducted November 4 – 5, 2008.

Earlier in the year, Democracy Corps conducted in-depth research in Macomb County to understand why some blue-collar Democrats were holding back from Obama.

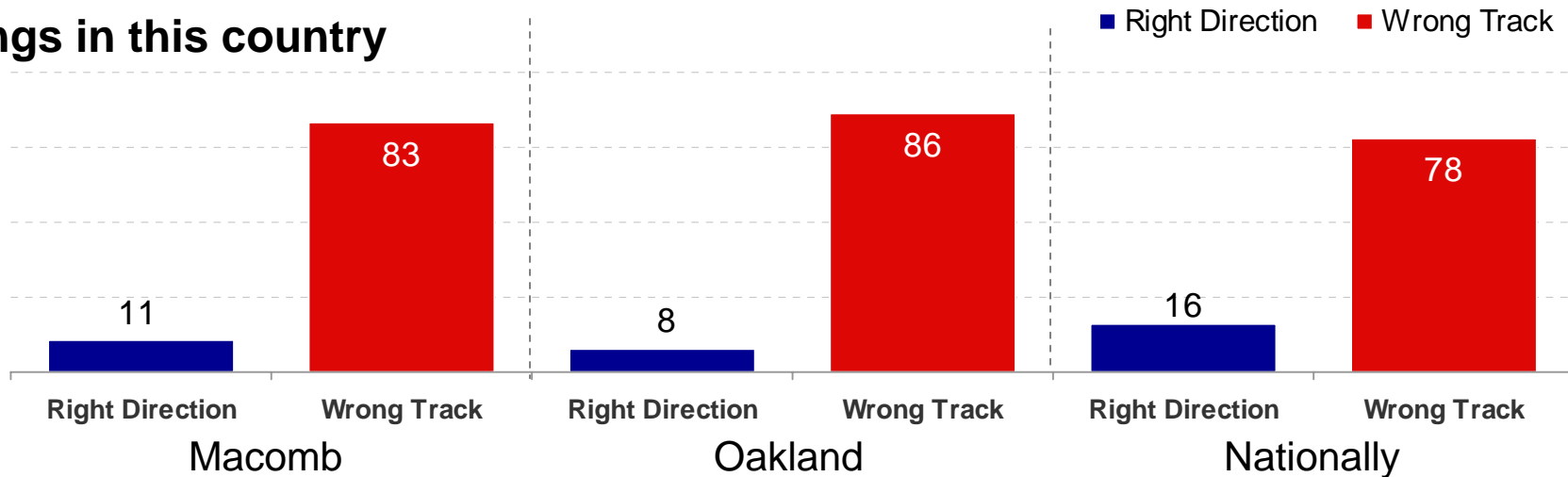
- Macomb County survey of 750 likely voters and a parallel Michigan-wide survey of 764 likely voter conducted July 14 – 22, 2008.
- 6 focus groups with Democratic or Democratic-leaning voters from Macomb County who were then not voting for Barack Obama conducted in June and July, 2008.
- A second Macomb County survey of 750 likely voters, conducted September 21 – 24, 2008.

Political Environment in Oakland, Macomb

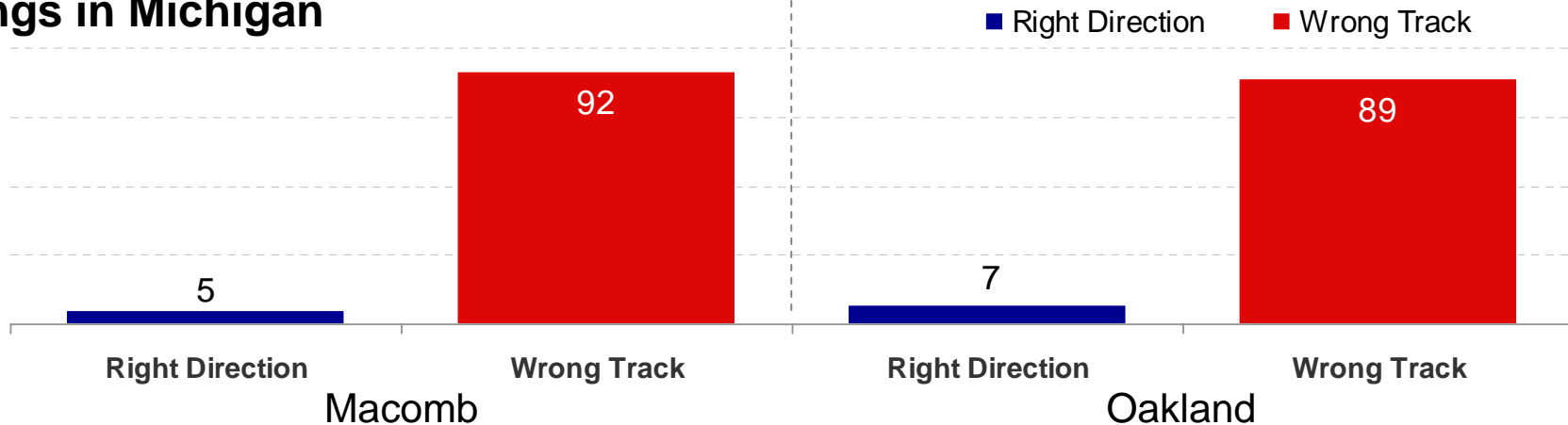
Macomb and Oakland voters pessimistic about direction of state, nation

Generally speaking, do you think things in this country/in Michigan are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?

Things in this country



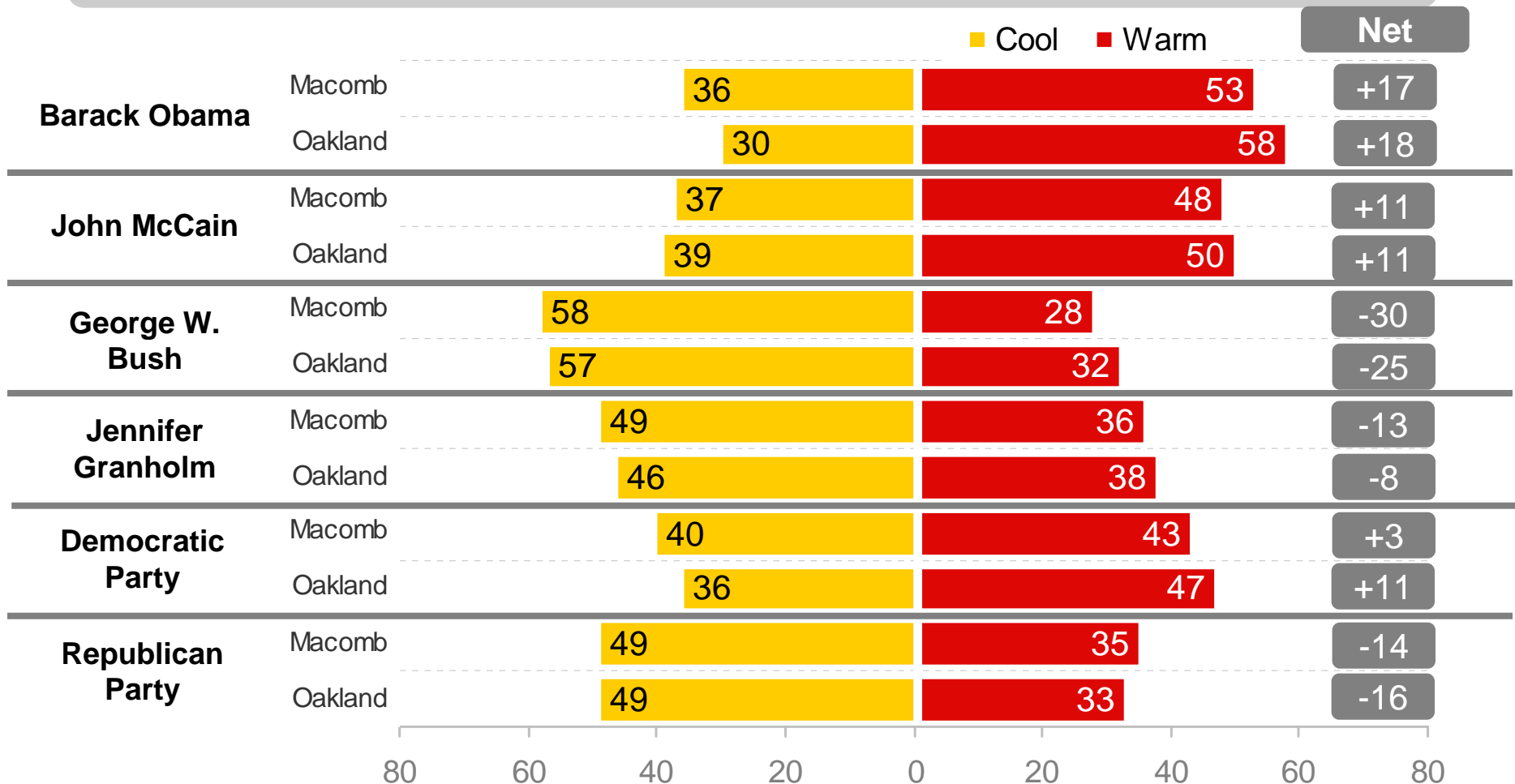
Things in Michigan



**Note: National data from Democracy Corps survey of 2000 voters conducted November 4-5, 2008.*

GOP, Bush extremely unpopular in Macomb, Oakland

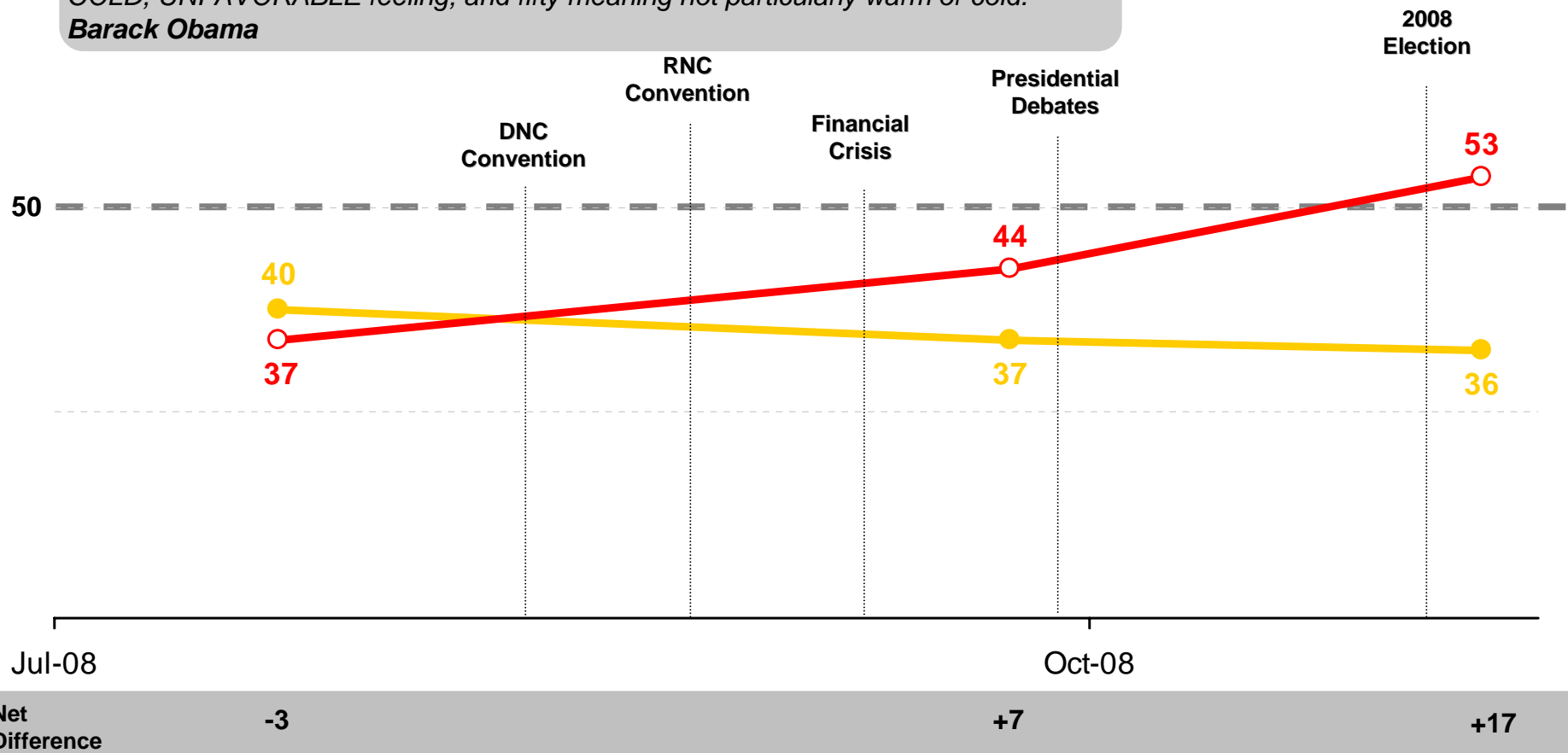
Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.



In Macomb, Obama favorability consistently improves

Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.
Barack Obama

● Cool ○ Warm

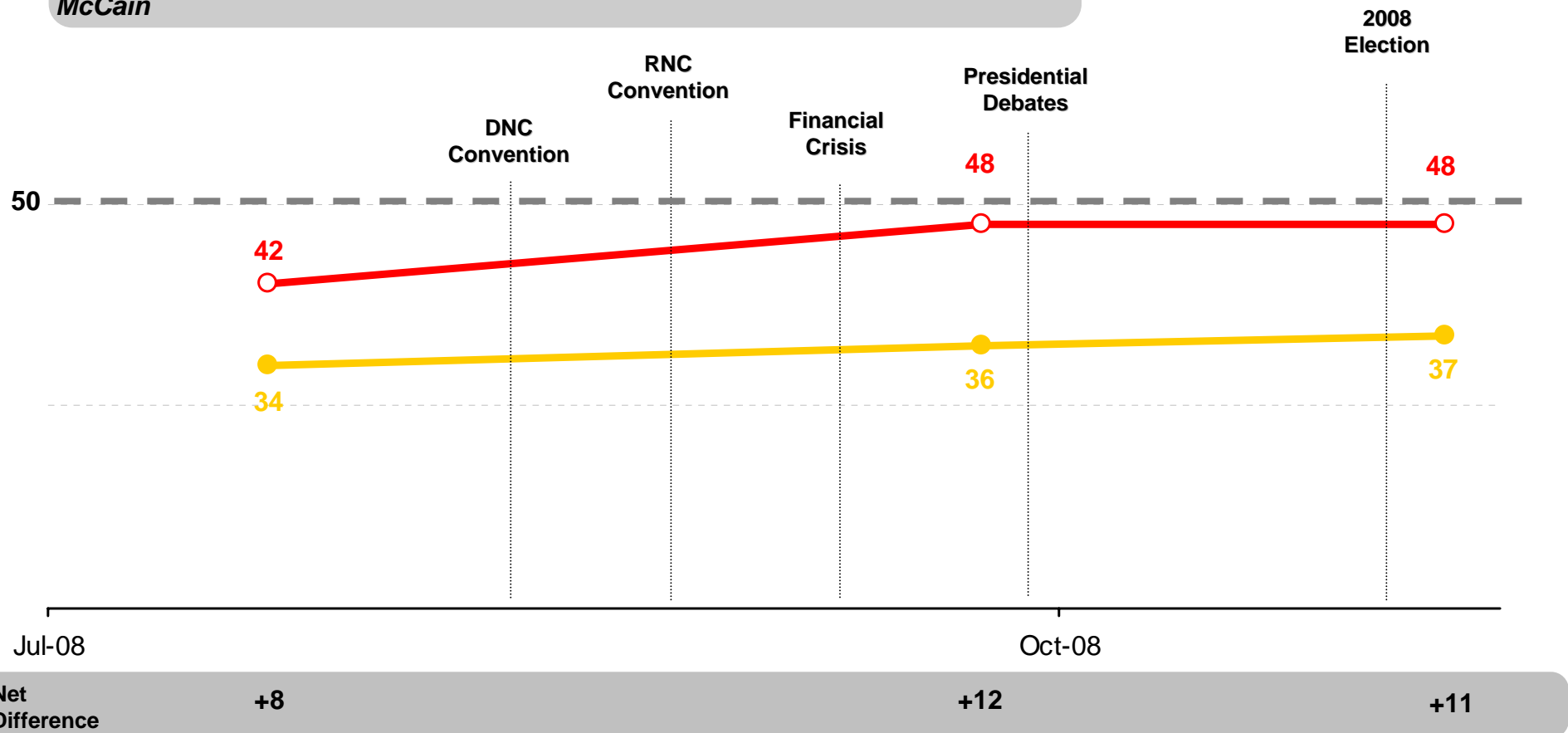


*Note: From Democracy Corps surveys conducted over the last two years.

McCain favorability remains net positive, but below 50 percent in Macomb

Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold. **John McCain**

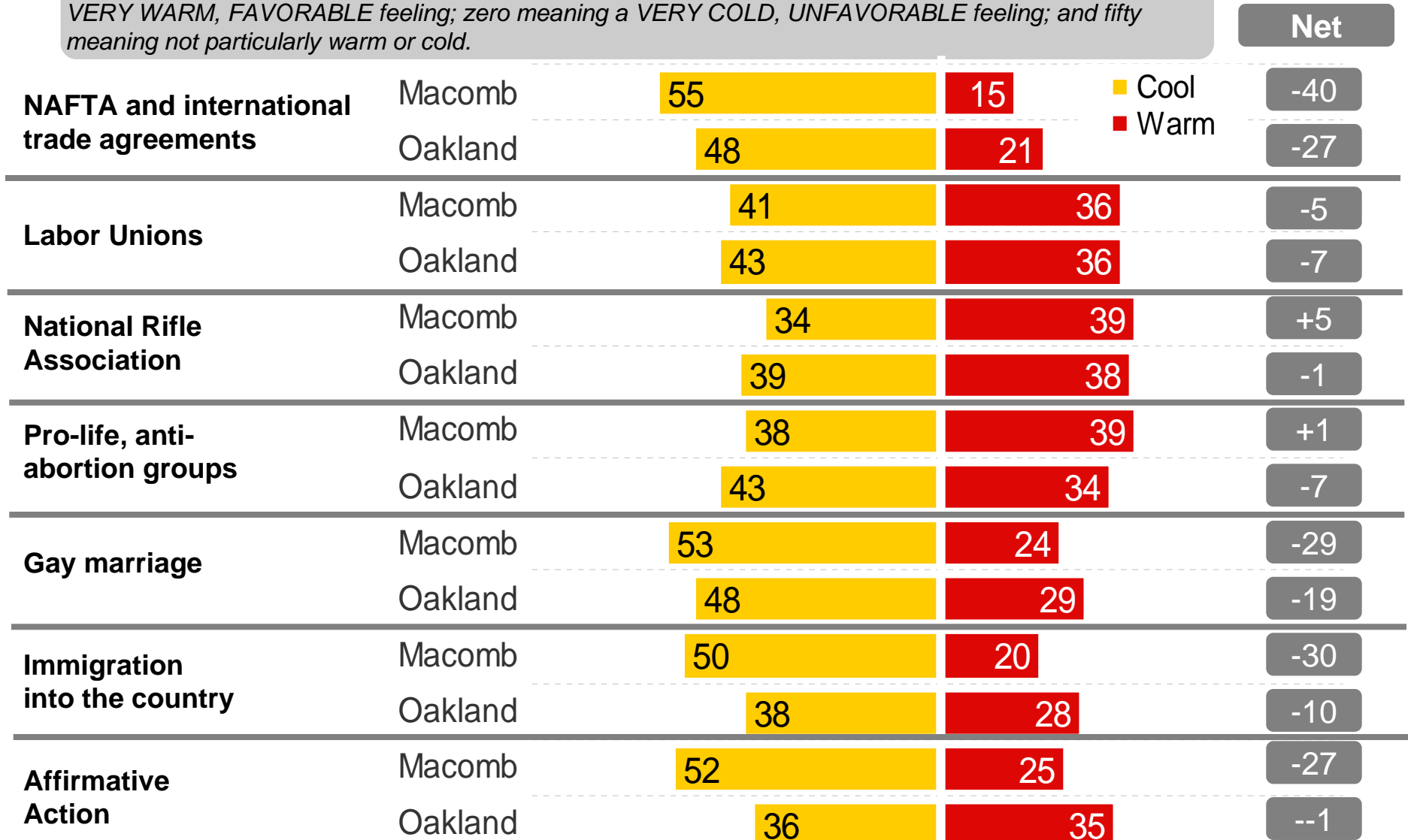
—●— Cool —○— Warm



*Note: From Democracy Corps surveys conducted over the last two years.

Oakland less populist, conservative than Macomb

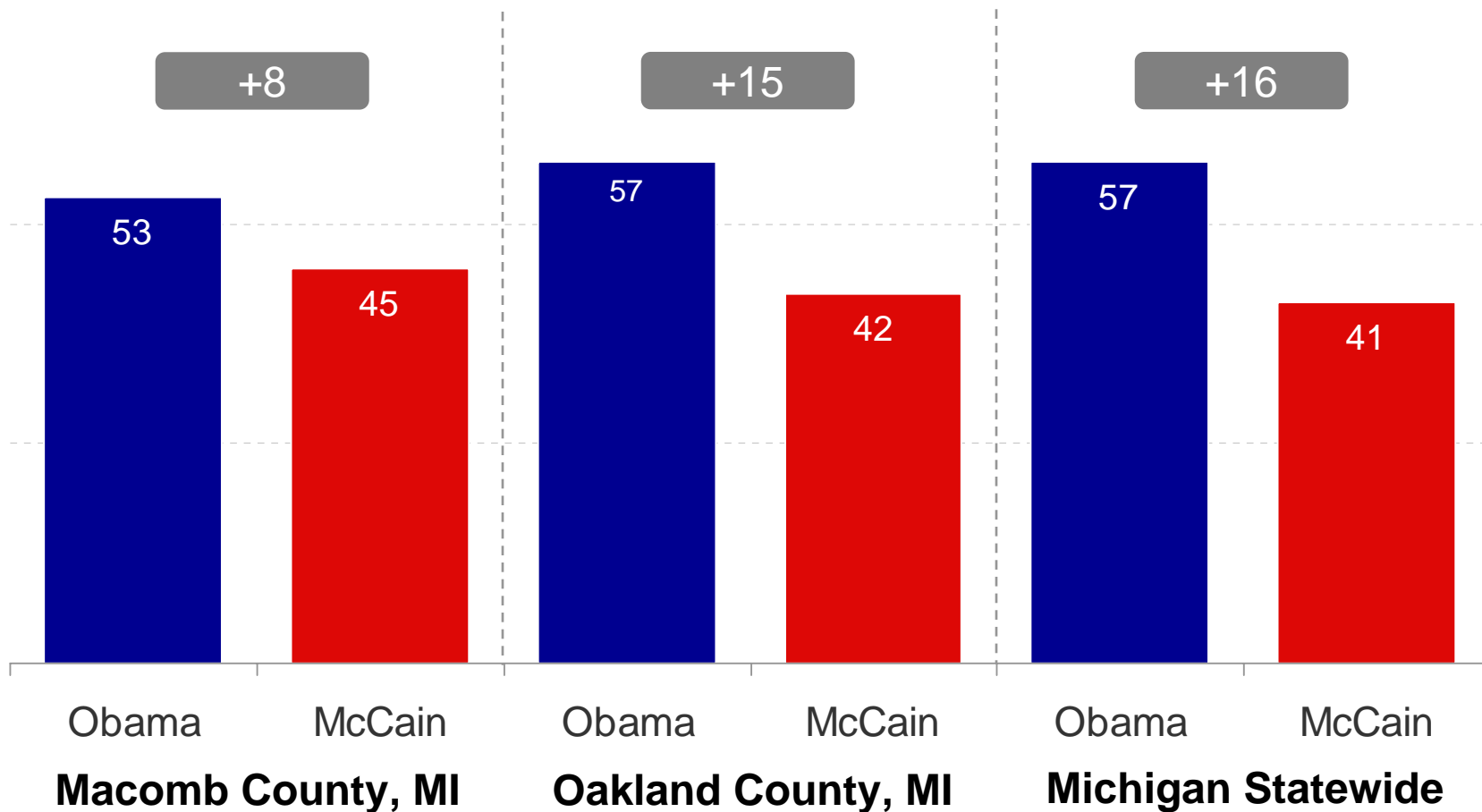
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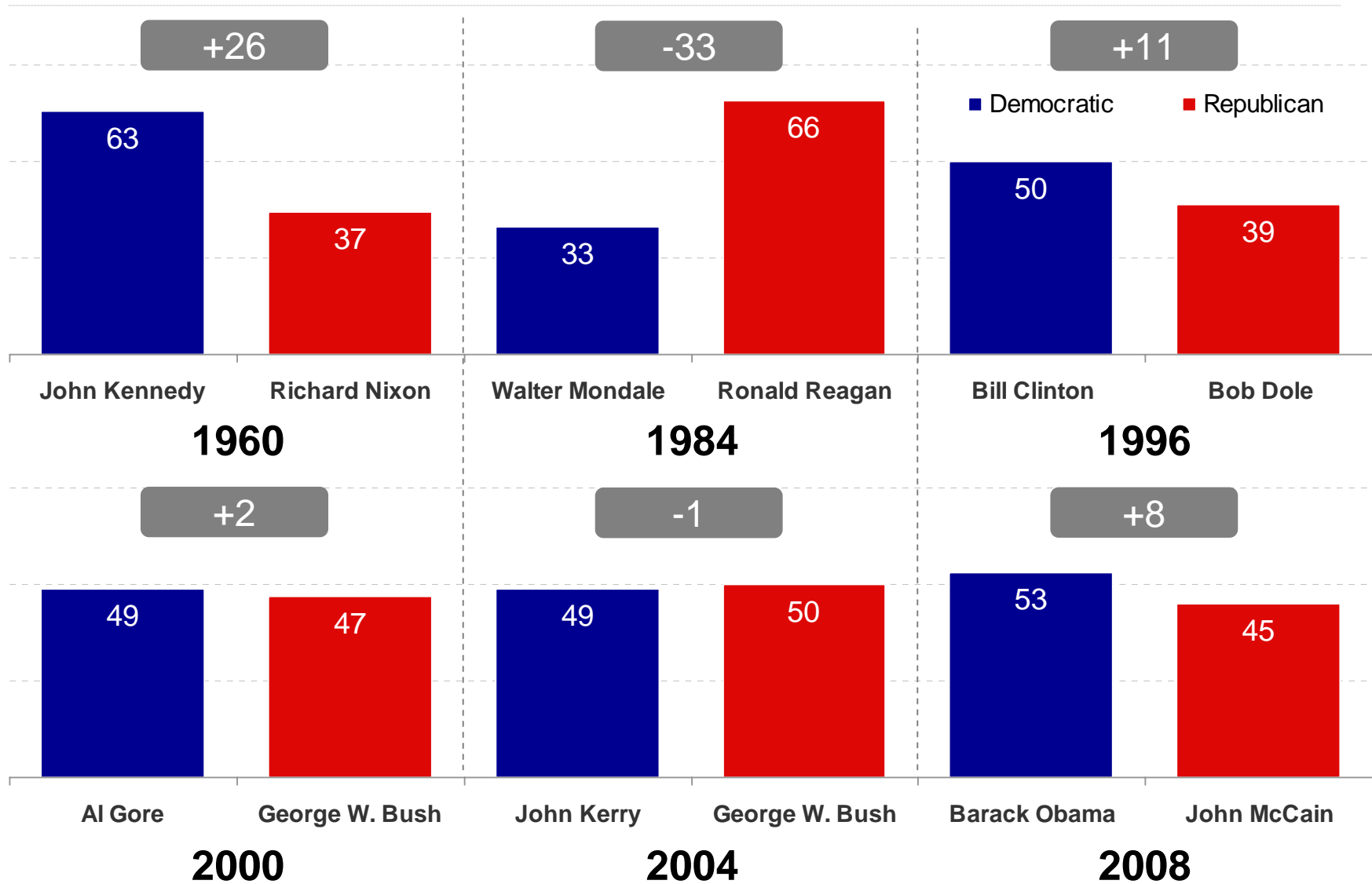
The Vote in Macomb and Oakland

Obama wins both Macomb, Oakland counties; carries state of Michigan

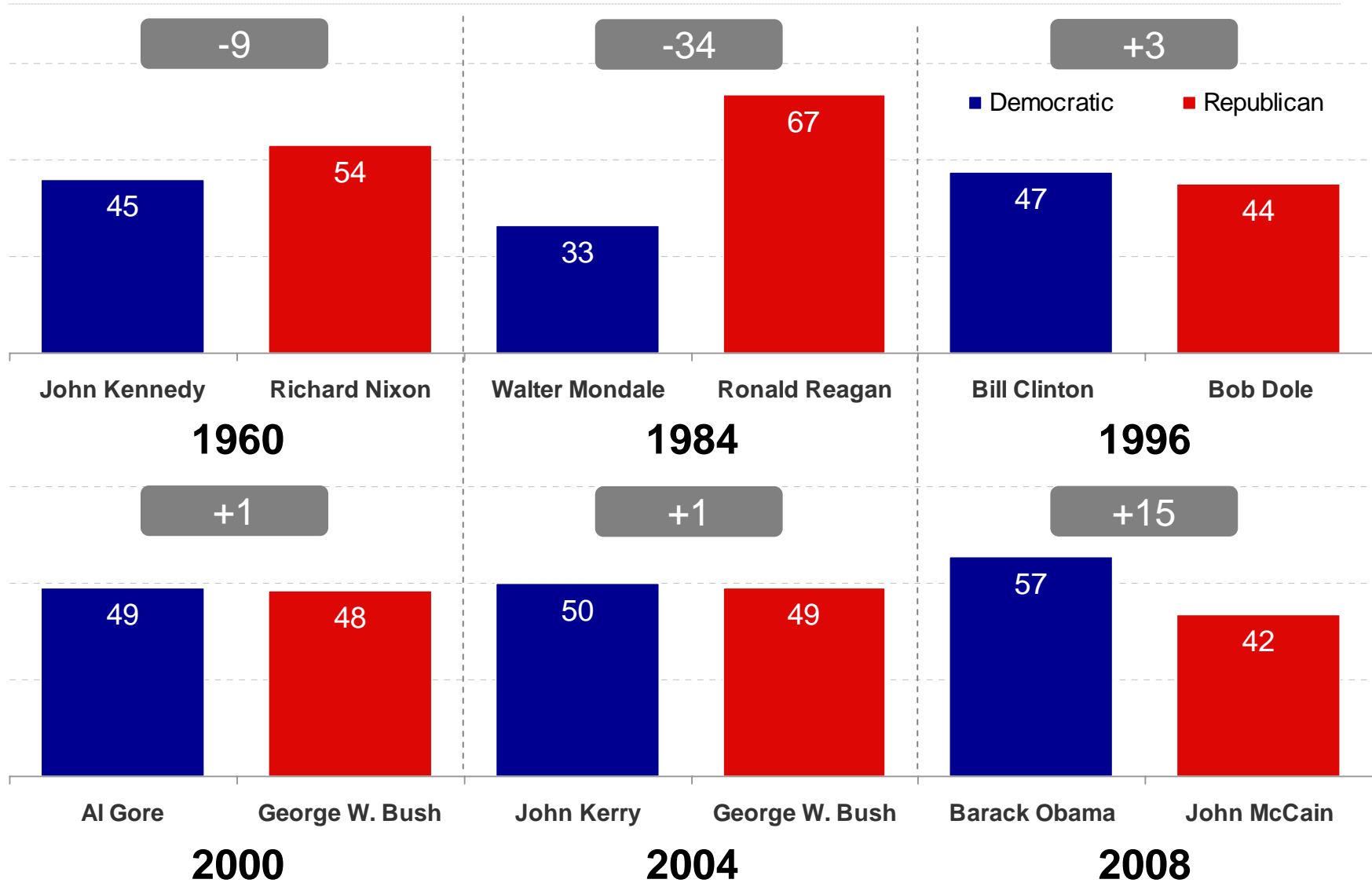
Thinking about the presidential election, did you vote for Democrat Barack Obama, Republican John McCain, Libertarian Party candidate Bob Barr, or Independent candidate Ralph Nader?



Macomb county presidential voting history



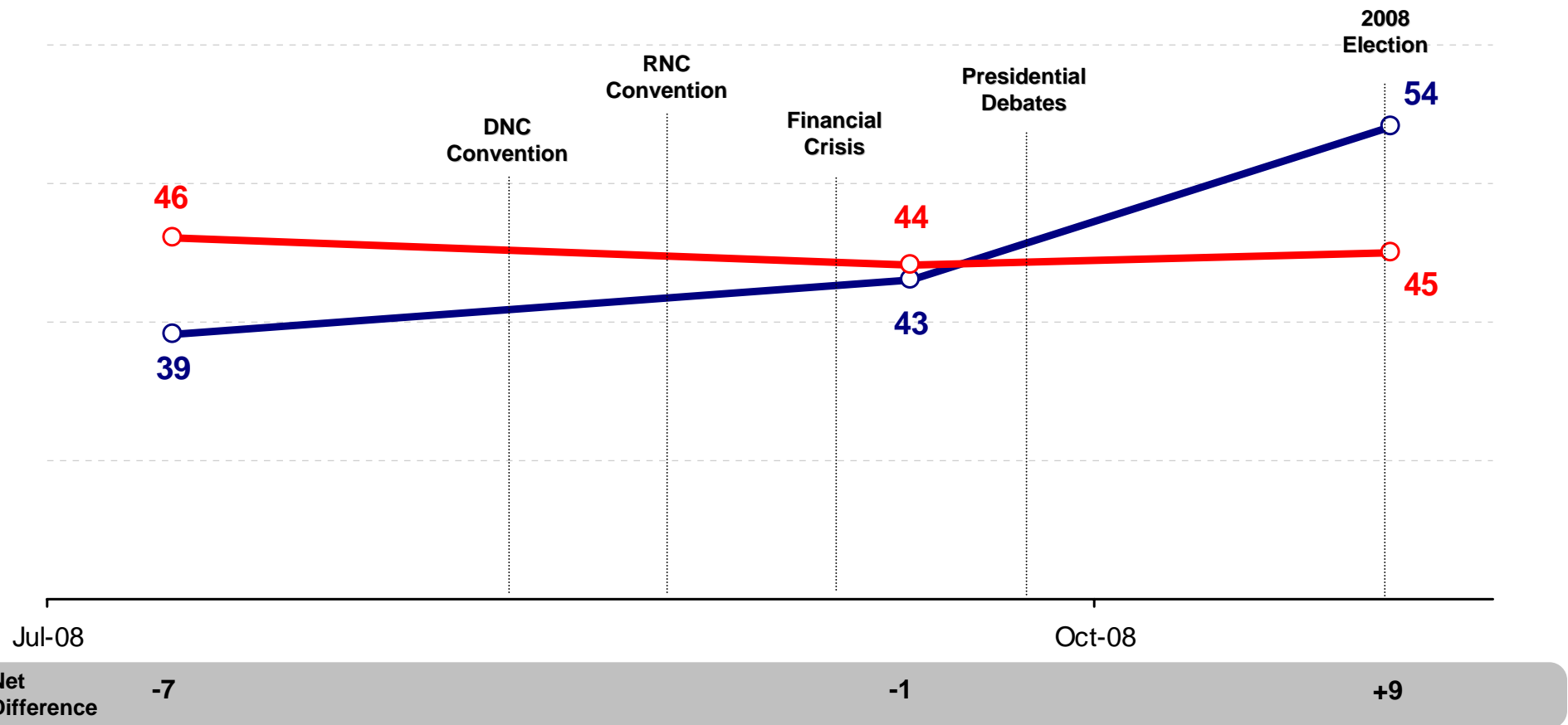
Oakland county presidential voting history



As campaign progressed, Obama gained in Macomb

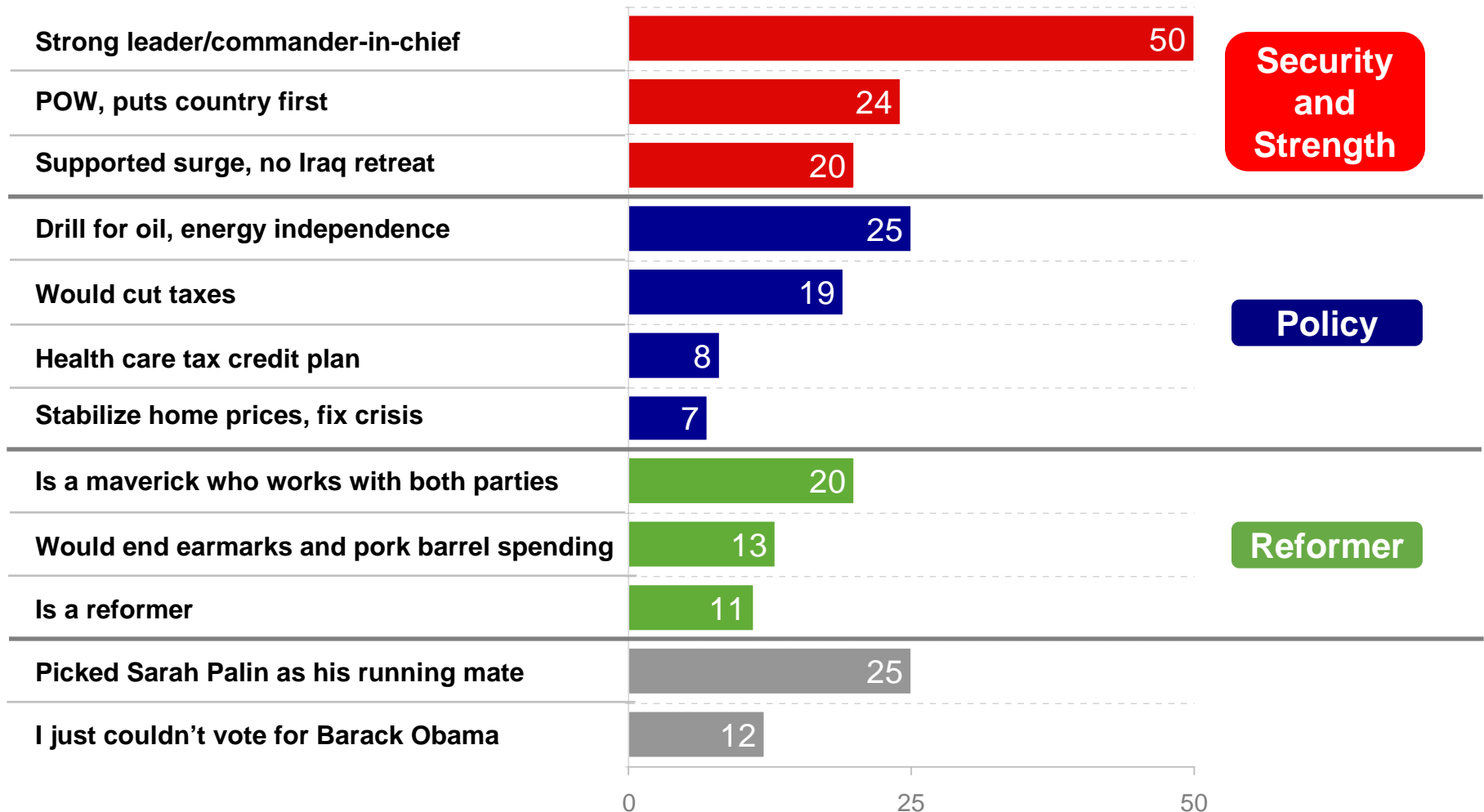
Thinking about the presidential election, did you vote for Democrat Barack Obama, Republican John McCain, Libertarian Party candidate Bob Barr, or Independent candidate Ralph Nader?

○ Obama
○ McCain



Macomb County: Reasons for supporting John McCain

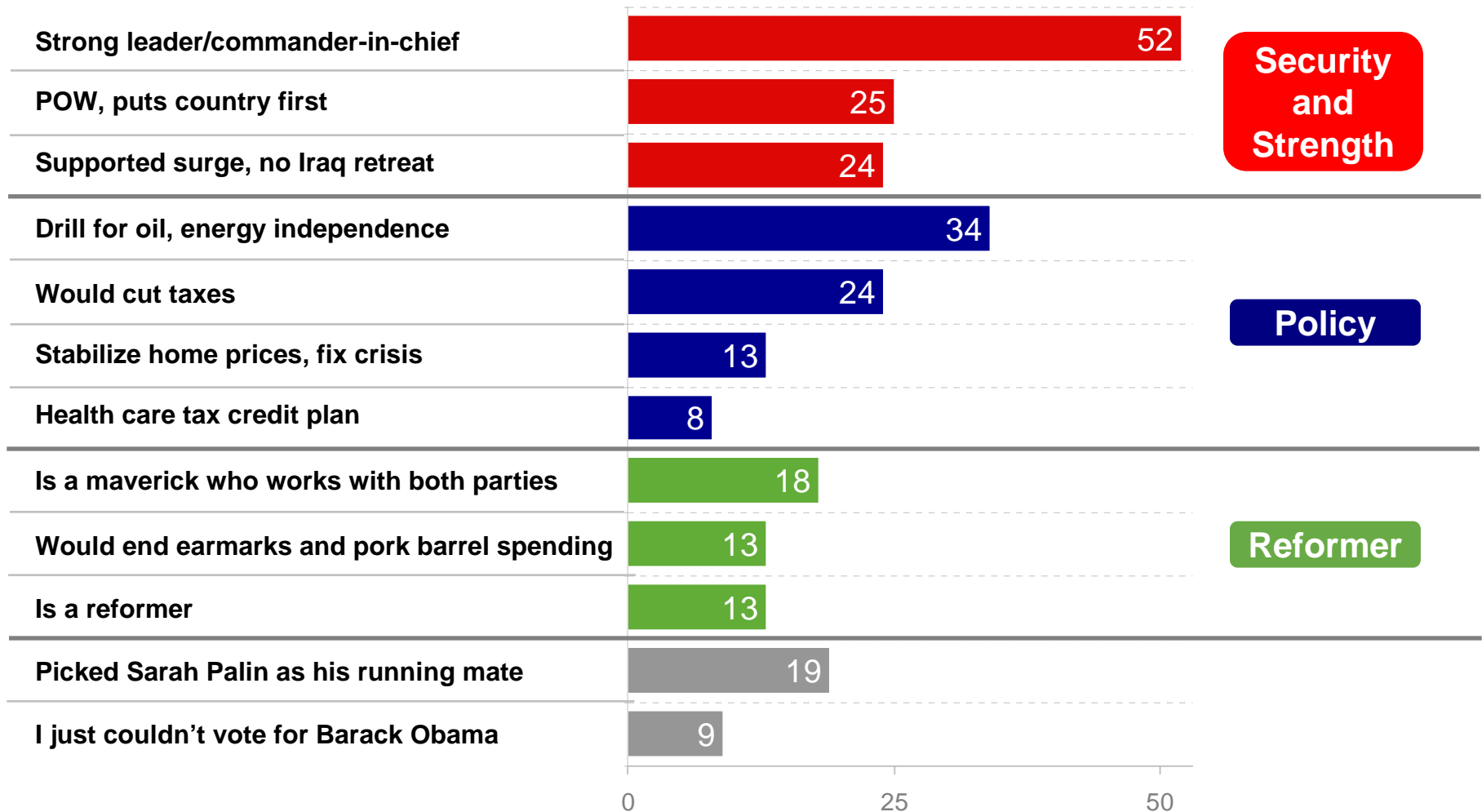
Now let me read you a list reasons to support John McCain. Which THREE describe the most important reasons why you voted for John McCain?



*Note: Asked only of those voting for McCain

Oakland County: Reasons for supporting John McCain

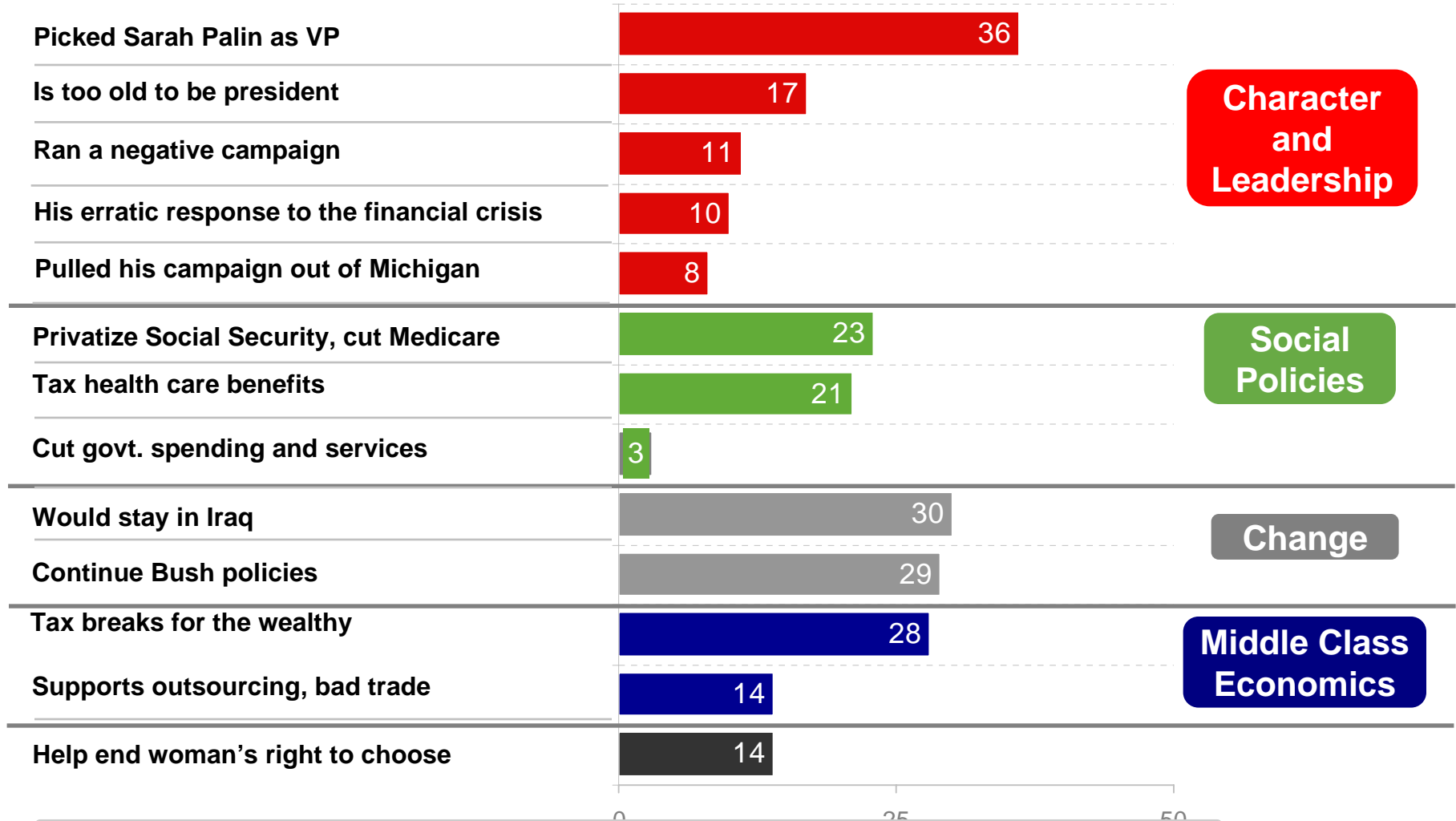
Now let me read you a list reasons to support John McCain. Which THREE describe the most important reasons why you voted for John McCain?



*Note: Asked only of those voting for McCain

Macomb County: Reasons *not* to support John McCain

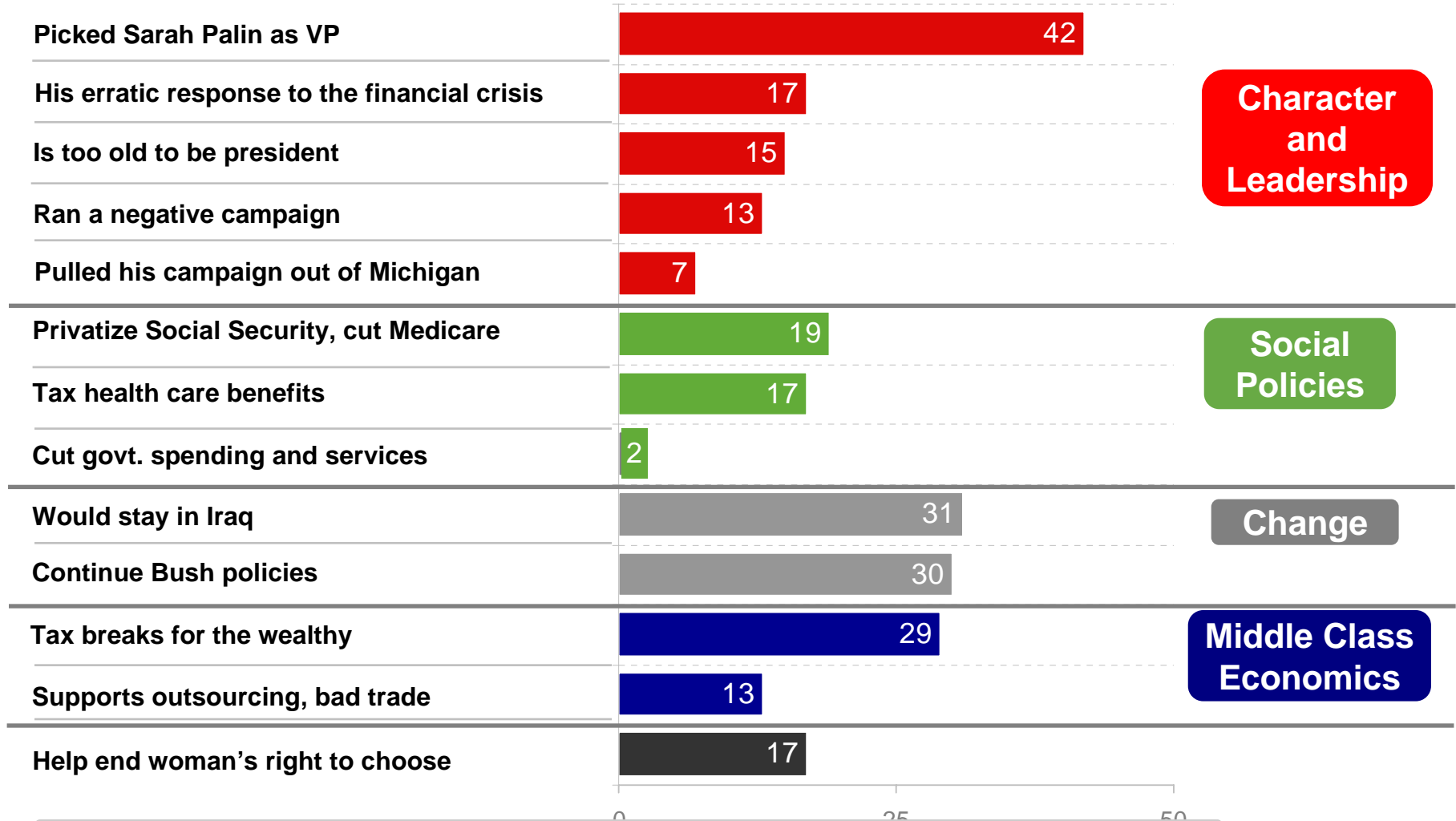
Let me read you a list of doubts about John McCain. Regardless of how you voted, which THREE describe the most important reasons NOT to vote for John McCain?



**Note: Asked only of those not voting for McCain or who voted for McCain but considered Obama.*

Oakland County: Reasons *not* to support John McCain

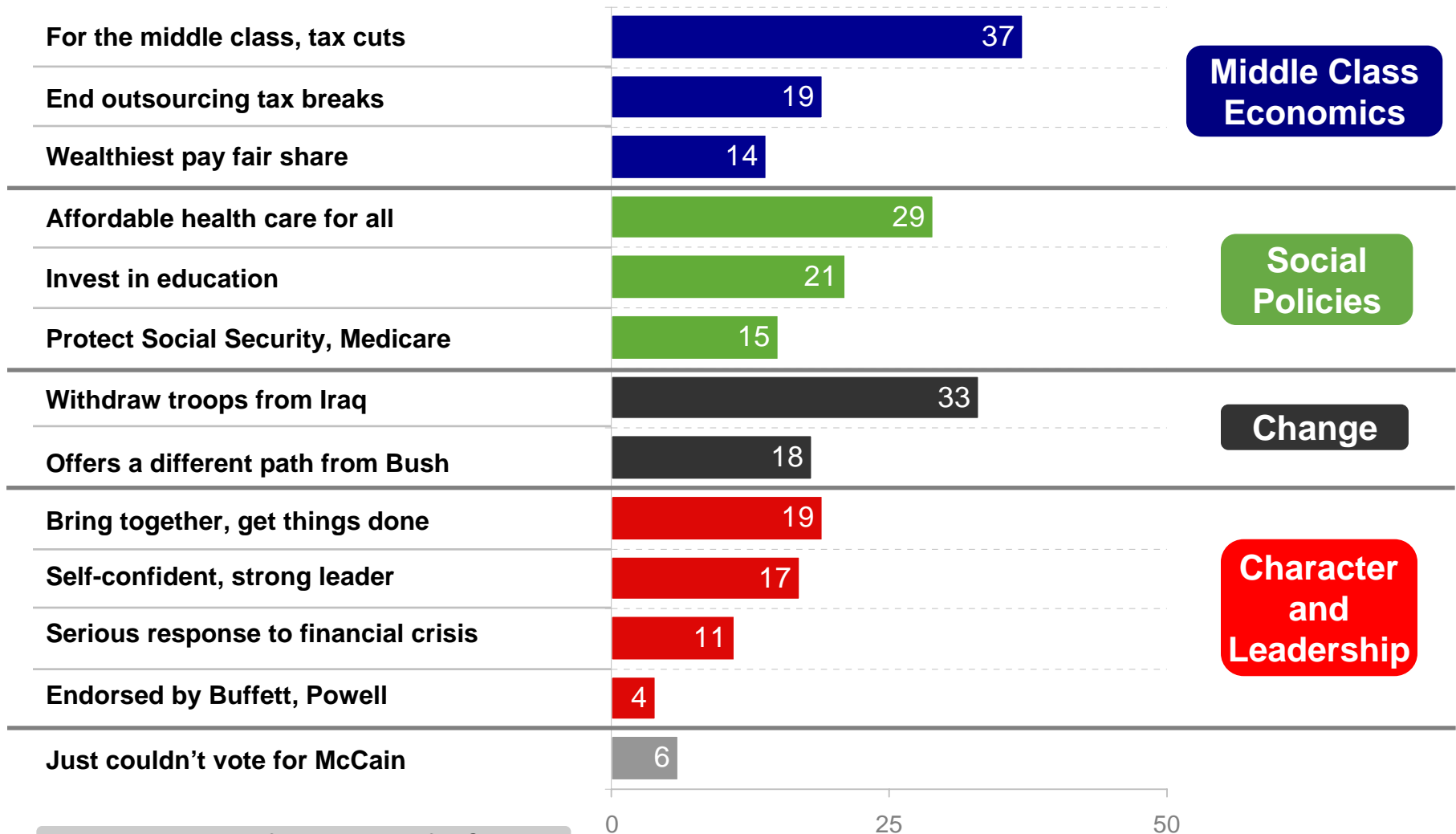
Let me read you a list of doubts about John McCain. Regardless of how you voted, which THREE describe the most important reasons NOT to vote for John McCain?



*Note: Asked only of those not voting for McCain or who voted for McCain but considered Obama.

Macomb County: Reasons for supporting Barack Obama

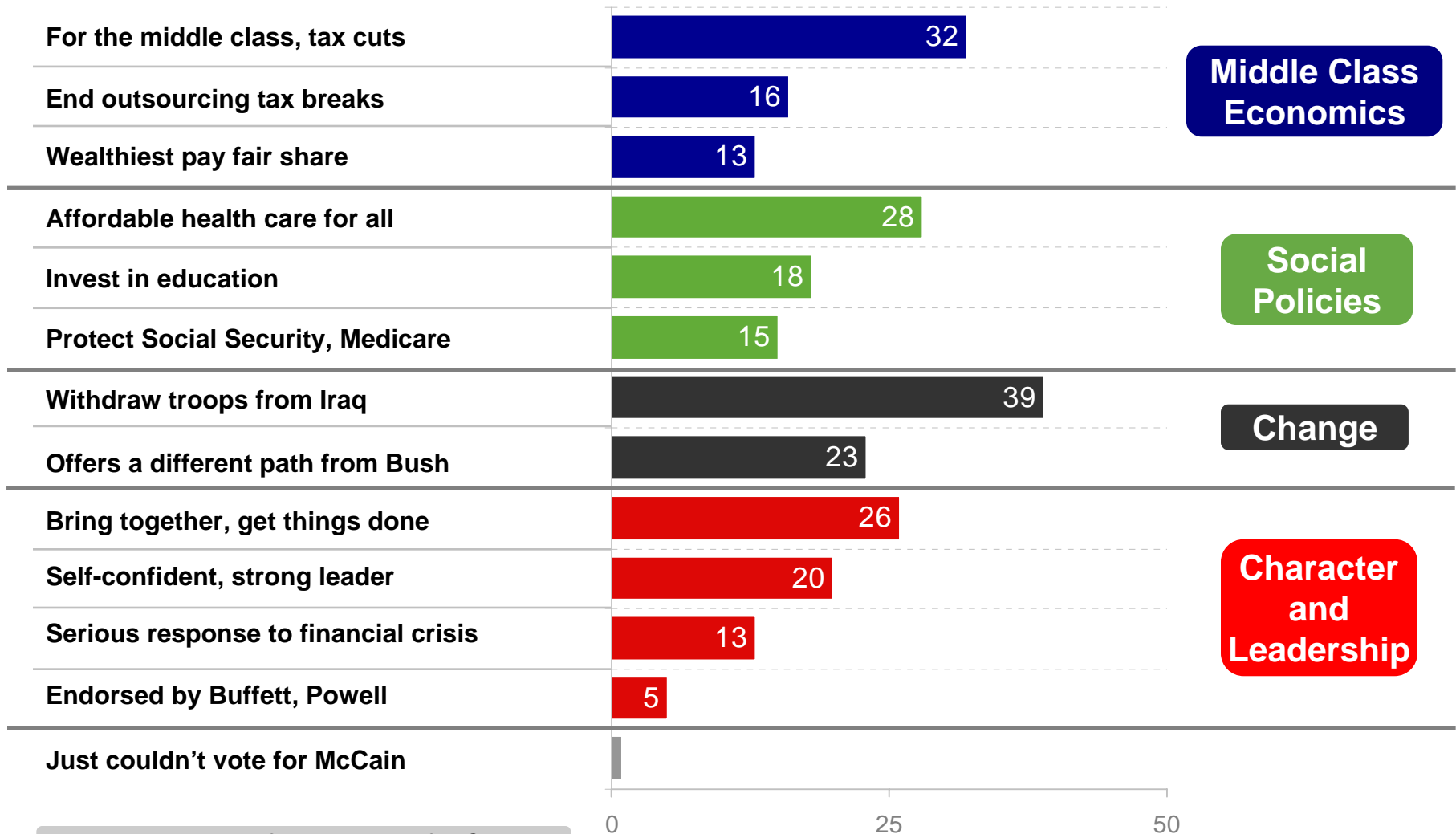
Now let me read you a list reasons to support Barack Obama. Which THREE describe the most important reasons why you voted for Barack Obama?



*Note: Asked only of those voting for Obama.

Oakland County: Reasons for supporting Barack Obama

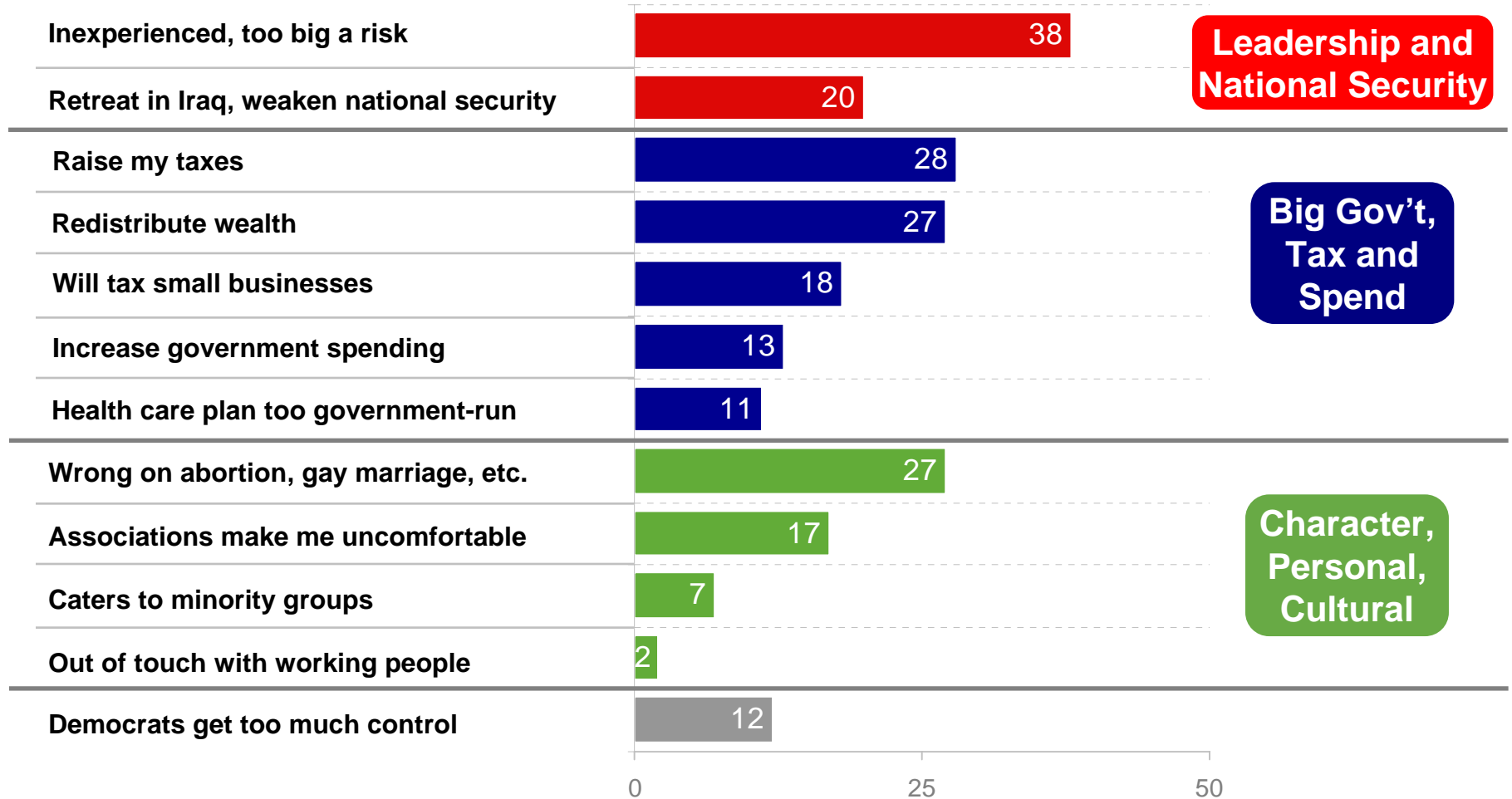
Now let me read you a list reasons to support Barack Obama. Which THREE describe the most important reasons why you voted for Barack Obama?



*Note: Asked only of those voting for Obama.

Macomb County: Reasons for *not* supporting Barack Obama

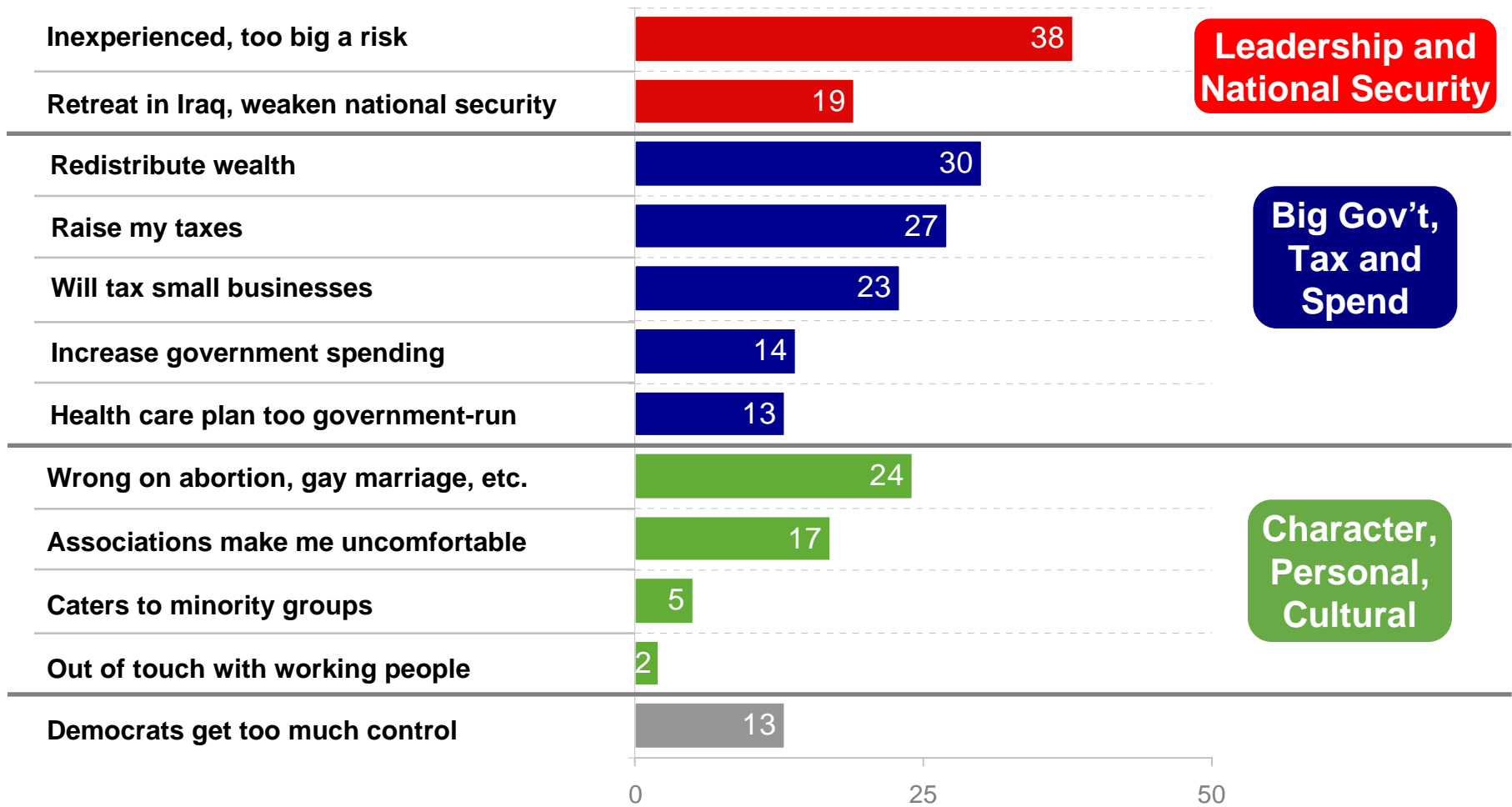
Now let me read you a list reasons to support Barack Obama. Which THREE describe the most important reasons why you voted for Barack Obama?



*Note: Asked only of those not voting for Obama or who voted for Obama but considered McCain.

Oakland County: Reasons for *not* supporting Barack Obama

Now let me read you a list reasons to support Barack Obama. Which THREE describe the most important reasons why you voted for Barack Obama?



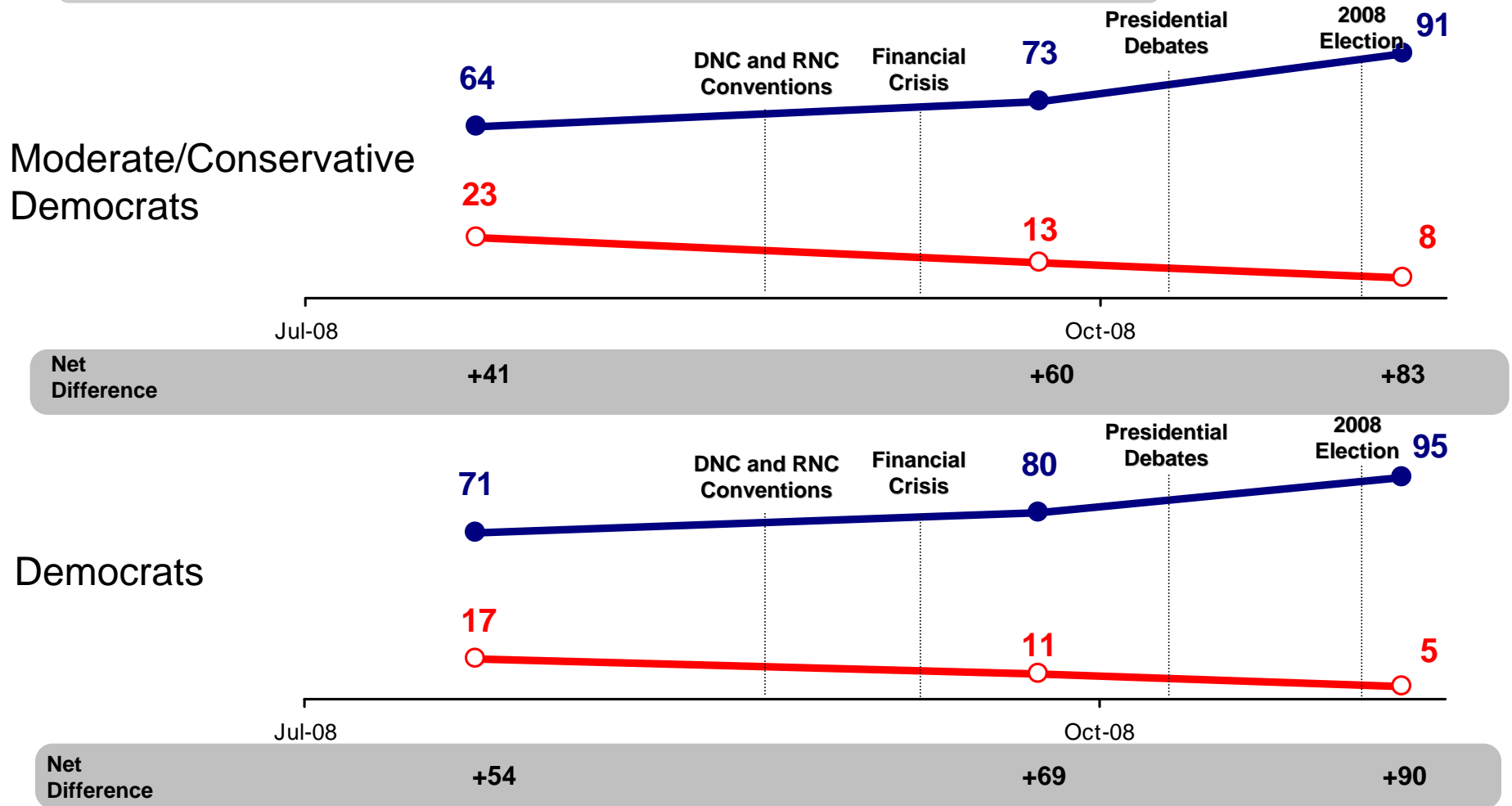
*Note: Asked only of those not voting for Obama or who voted for Obama but considered McCain.

Obama Consolidates Base In Macomb

Obama consolidates Democratic voters in Macomb

Thinking about the presidential election, did you vote for Democrat Barack Obama, Republican John McCain, Libertarian Party candidate Bob Barr, or Independent candidate Ralph Nader?

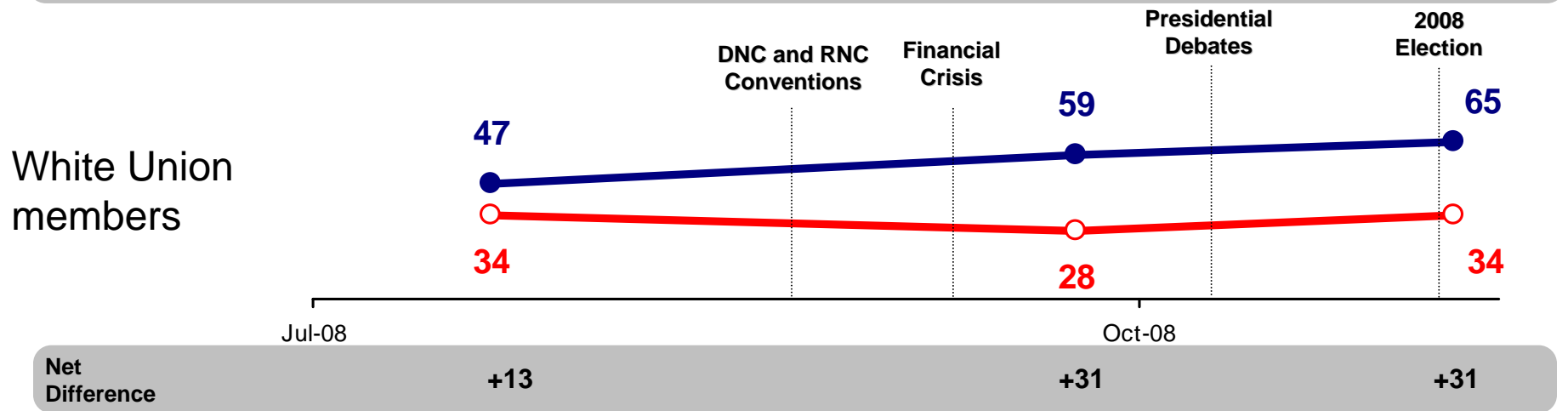
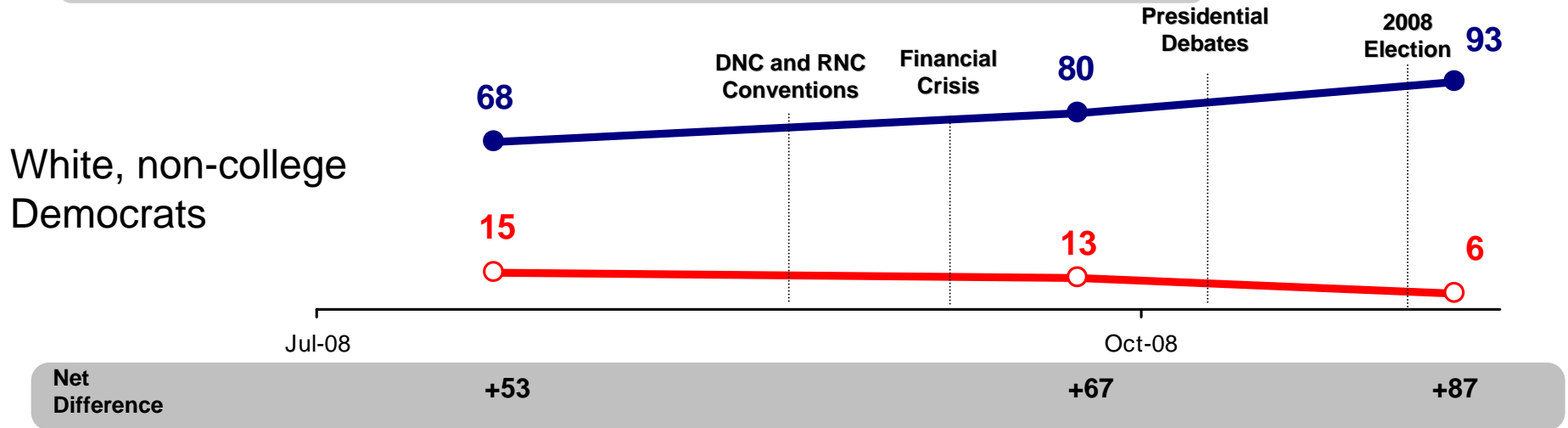
Barack Obama
John McCain



Obama expands lead with white non-college Democrats, union members

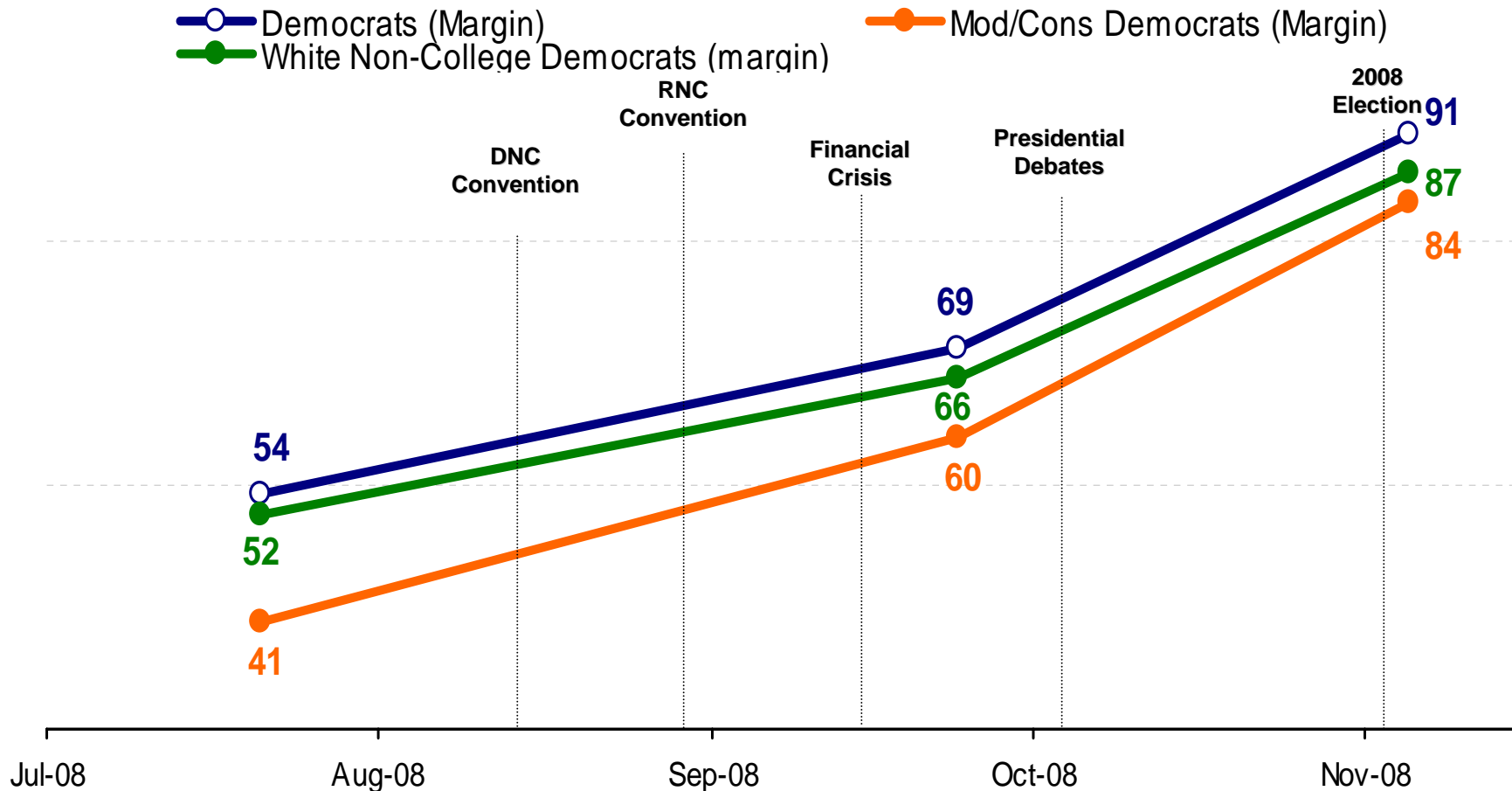
Thinking about the presidential election, did you vote for Democrat Barack Obama, Republican John McCain, Libertarian Party candidate Bob Barr, or Independent candidate Ralph Nader?

Barack Obama
John McCain



Obama consolidates key Democratic groups during past few months

Thinking about the presidential election, did you vote for Democrat Barack Obama, Republican John McCain, Libertarian Party candidate Bob Barr, or Independent candidate Ralph Nader?

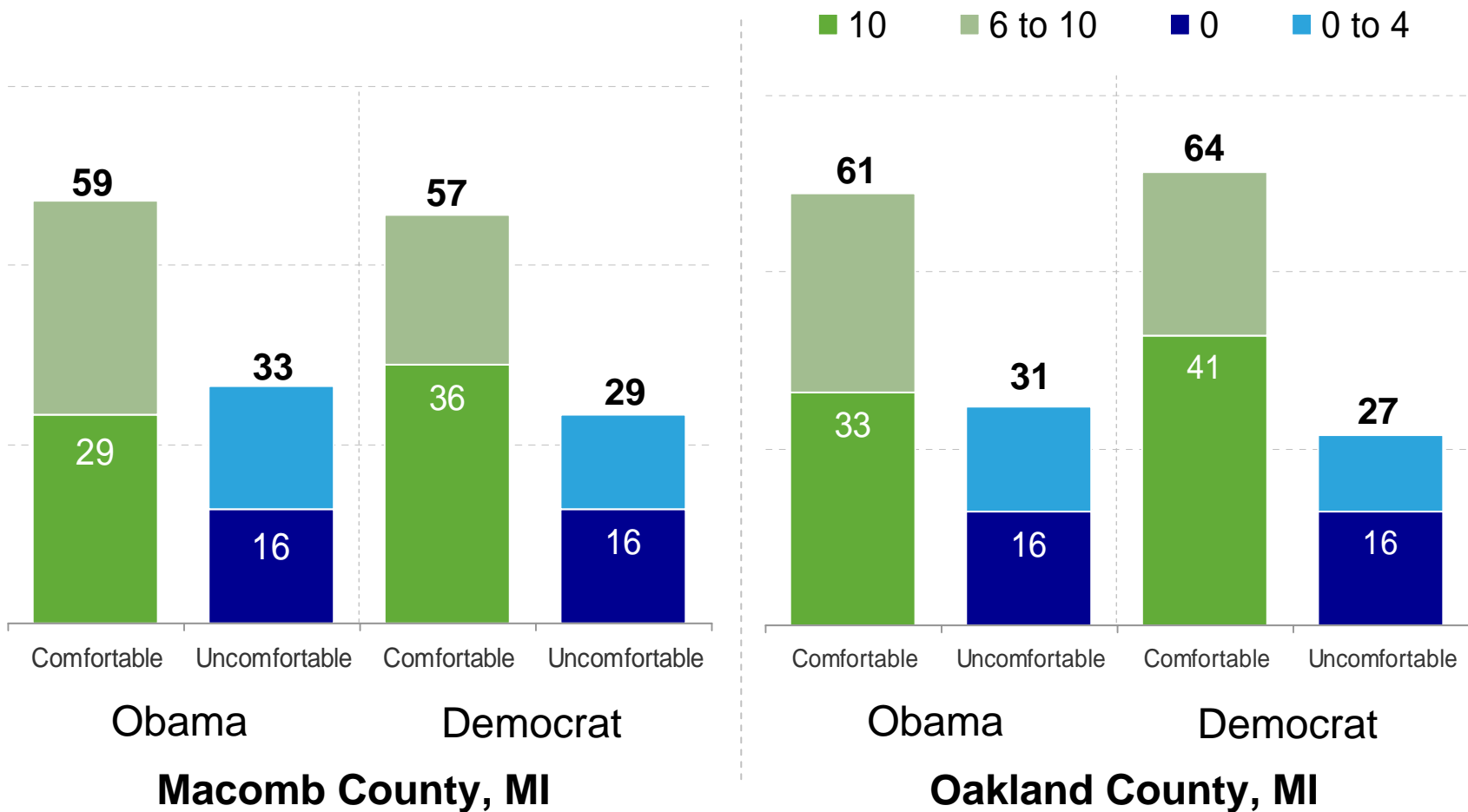


*Note: Slide shows Obama's margin over McCain among each group.

Race and Comfort With Obama

Macomb, Oakland voters as comfortable with Obama as with Democrat

*On a scale of zero to ten, how comfortable would you feel with **Barack Obama/A Democrat** as your President? A ten would mean you feel very comfortable. A zero would mean you feel not at all comfortable.*



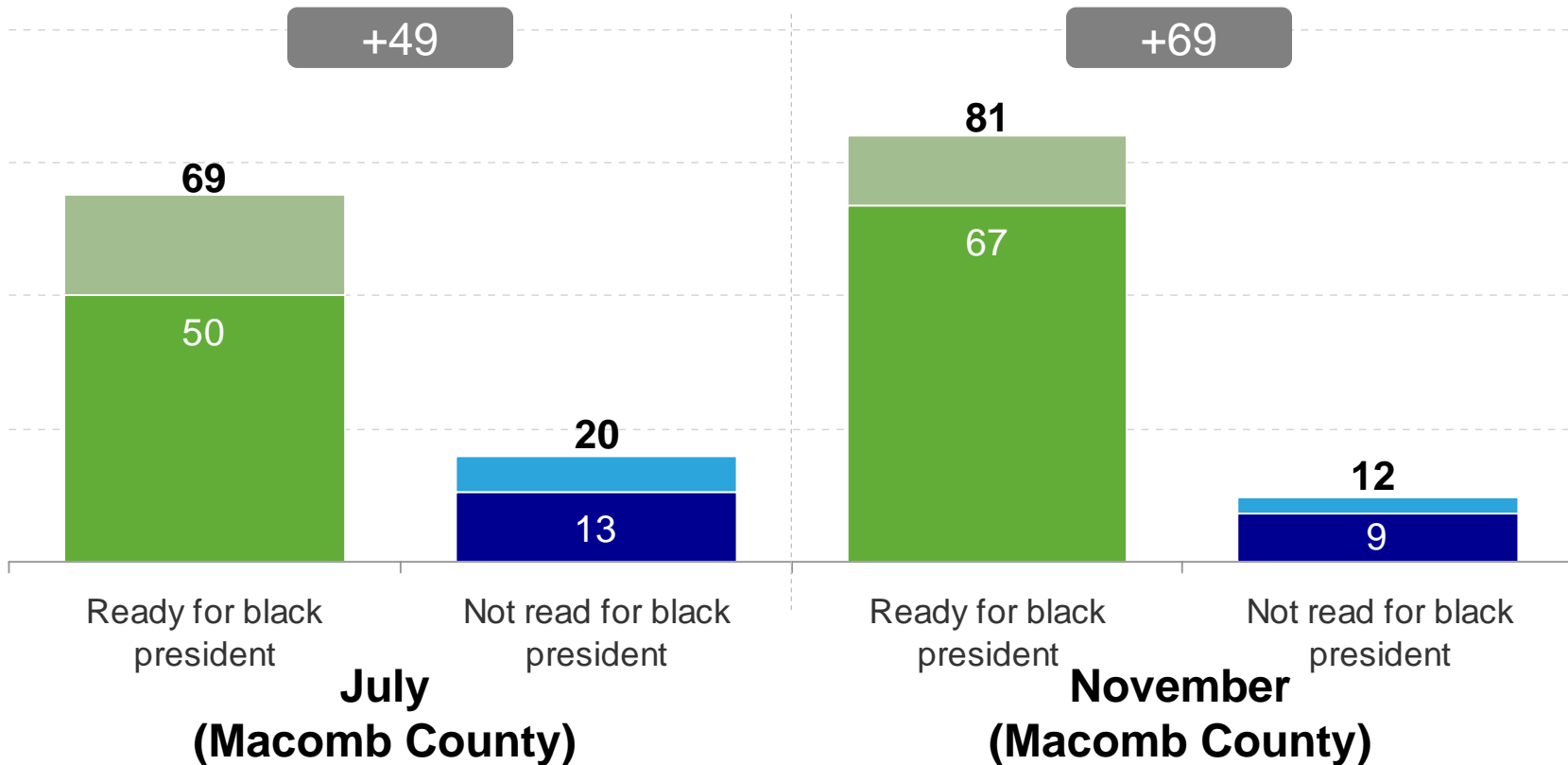
Macomb: now only 12 percent say America not ready for black president

Now I'm going to read you some more pairs of statements. After I read each pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

First Statement: America is ready for a black president.

Second Statement: America is not ready for a black president.

■ First statement strongly ■ First statement not so strongly ■ Second statement strongly ■ Second statement not so strongly



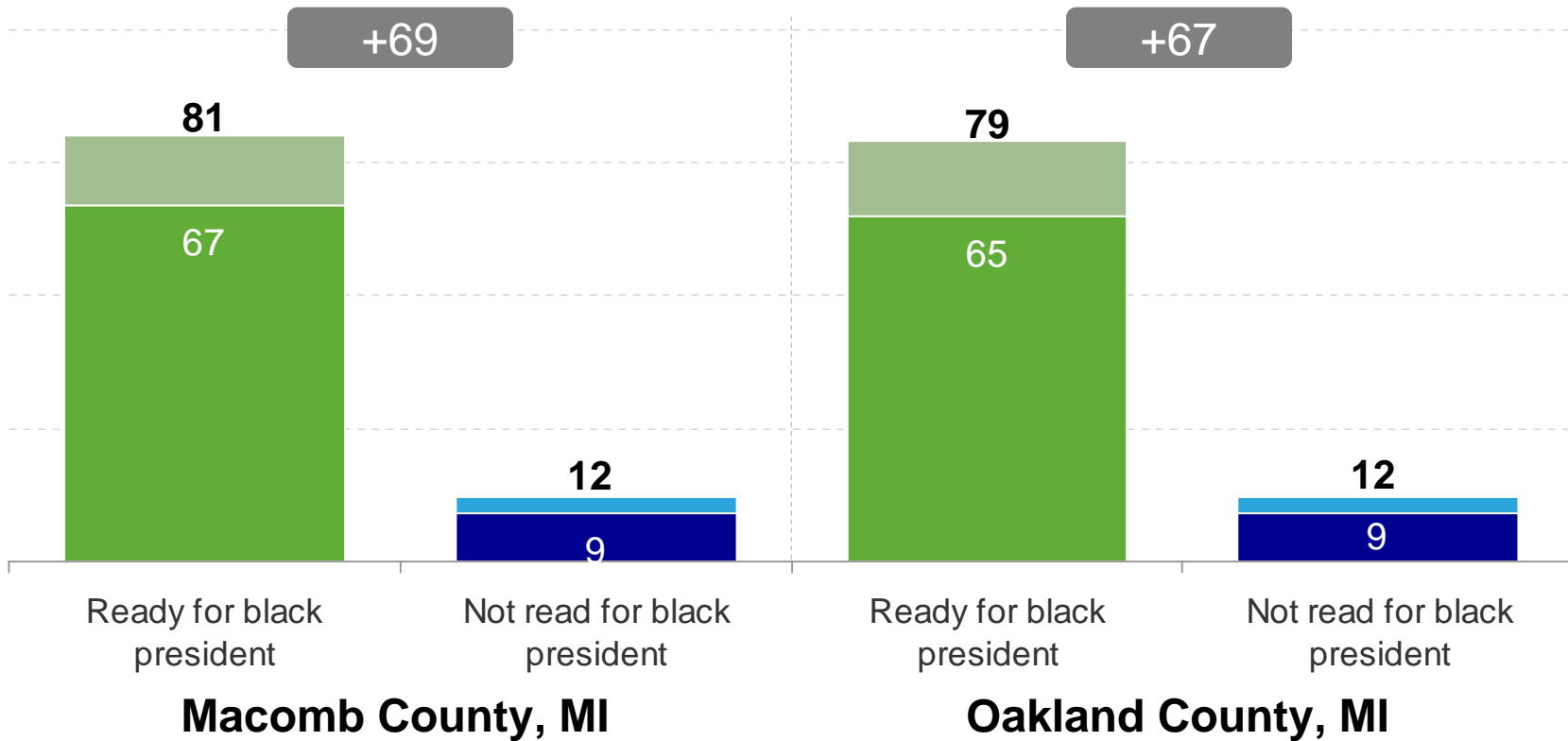
Nearly identical views in Macomb and Oakland on black president

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First Statement: America is ready for a black president.

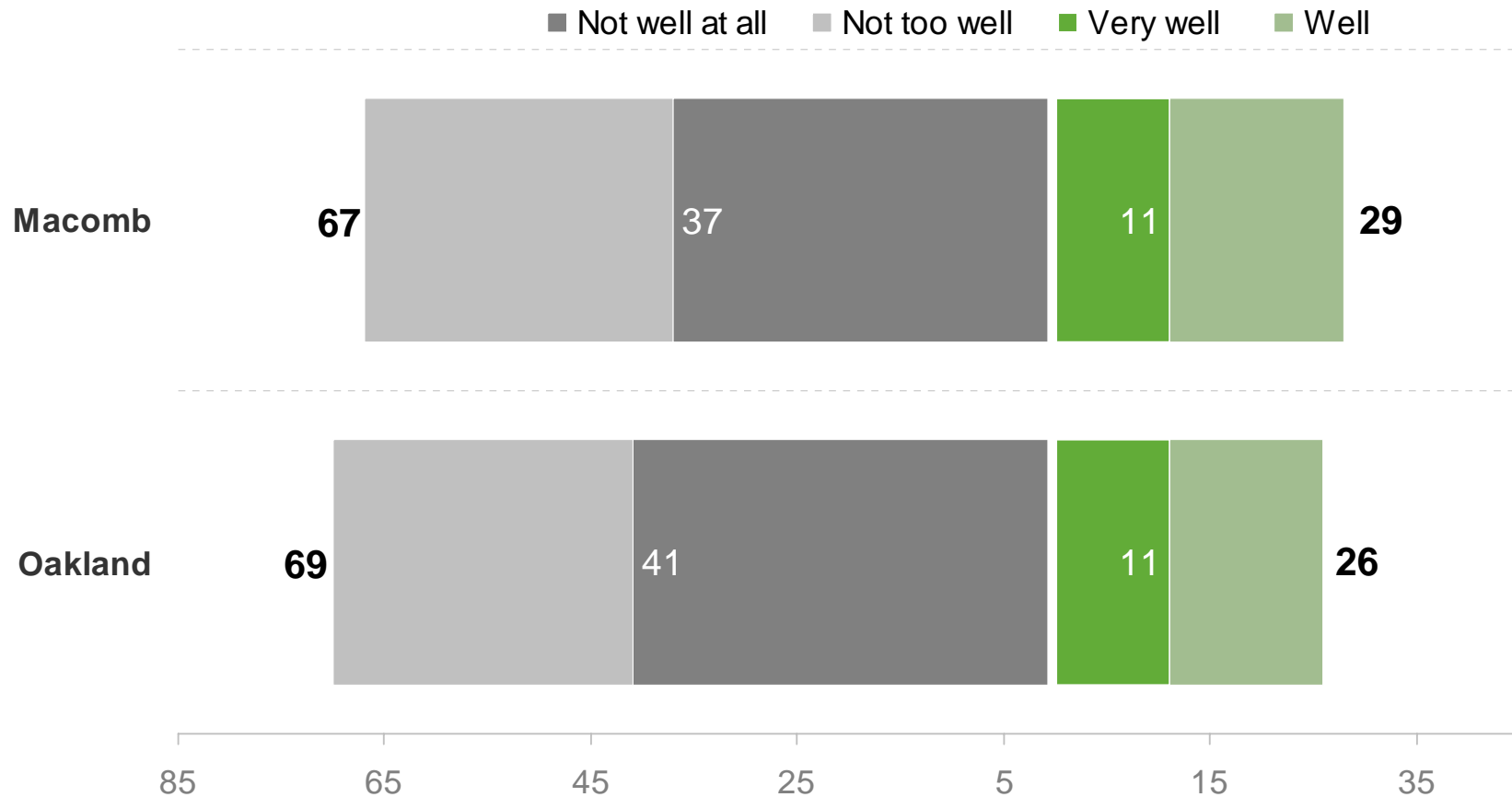
Second Statement: America is not ready for a black president.

■ First statement strongly ■ First statement not so strongly ■ Second statement strongly ■ Second statement not so strongly



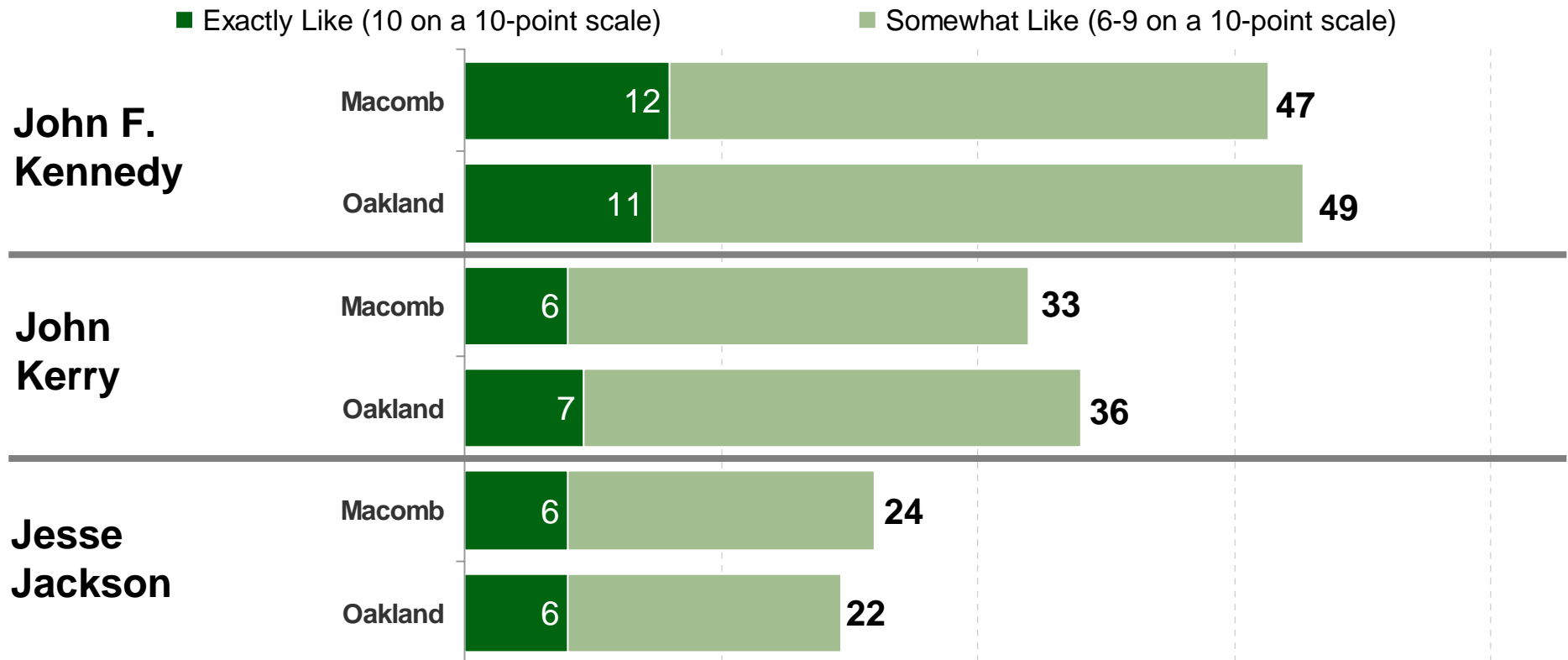
Two thirds disagree that Obama will put blacks ahead of other Americans

Now, I am going to read you a list of words and phrases people use to describe political figures. For each word or phrase, please tell me whether it describes Barack Obama very well, well, not too well, or not well at all...
Will put the interests of black Americans ahead of others.



Voters see Obama as more like JFK

I am now going to read you a list of names and I'd like you to tell me where on a scale from 0 to 10 you would place Barack Obama if a 10 means he is EXACTLY LIKE the person whose name I just read and 0 means he is NOTHING LIKE the person whose name I just read. You can use any number between 0 and 10.



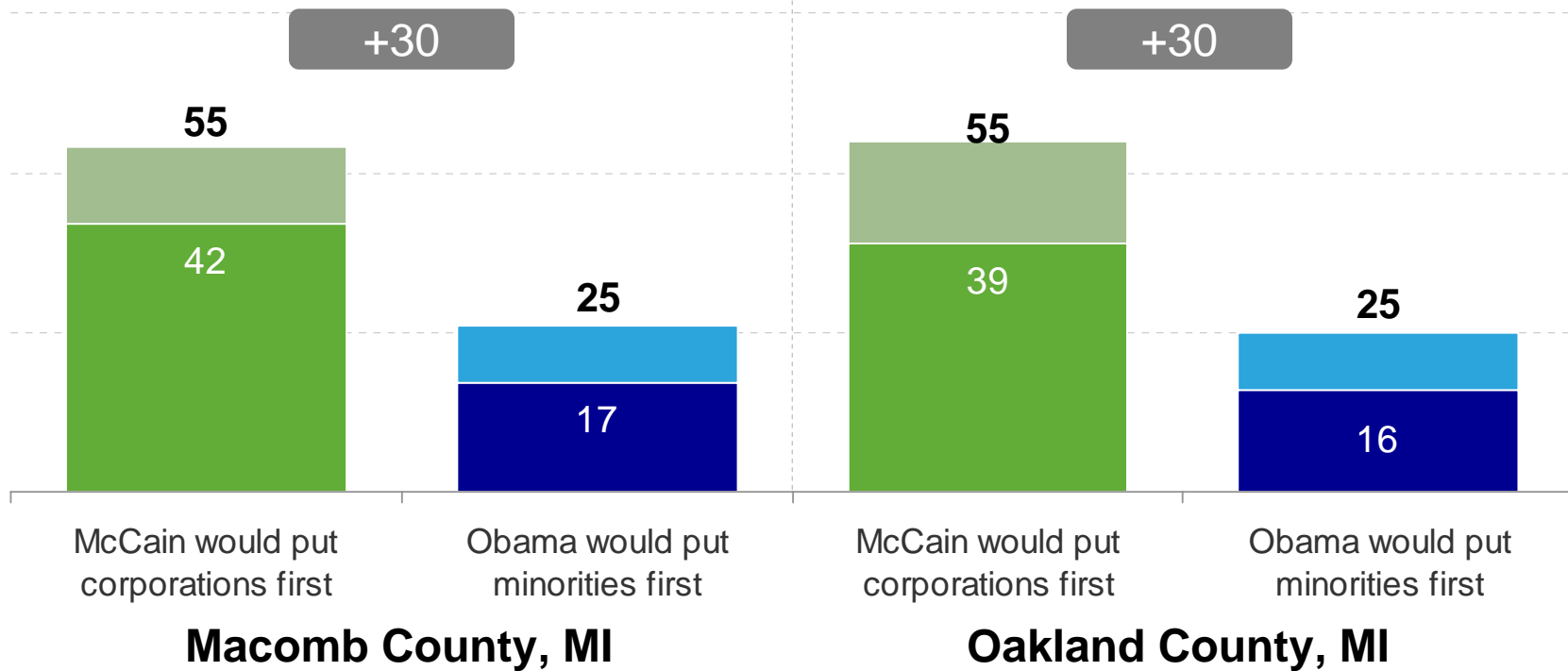
Macomb, Oakland voters not concerned Obama would put minorities first

Now I'm going to read you some more pairs of statements. After I read each pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

First Statement: When I voted, I was more concerned that McCain would put the rich and big corporations first

Second Statement: When I voted, I was more concerned that Obama would put minorities first

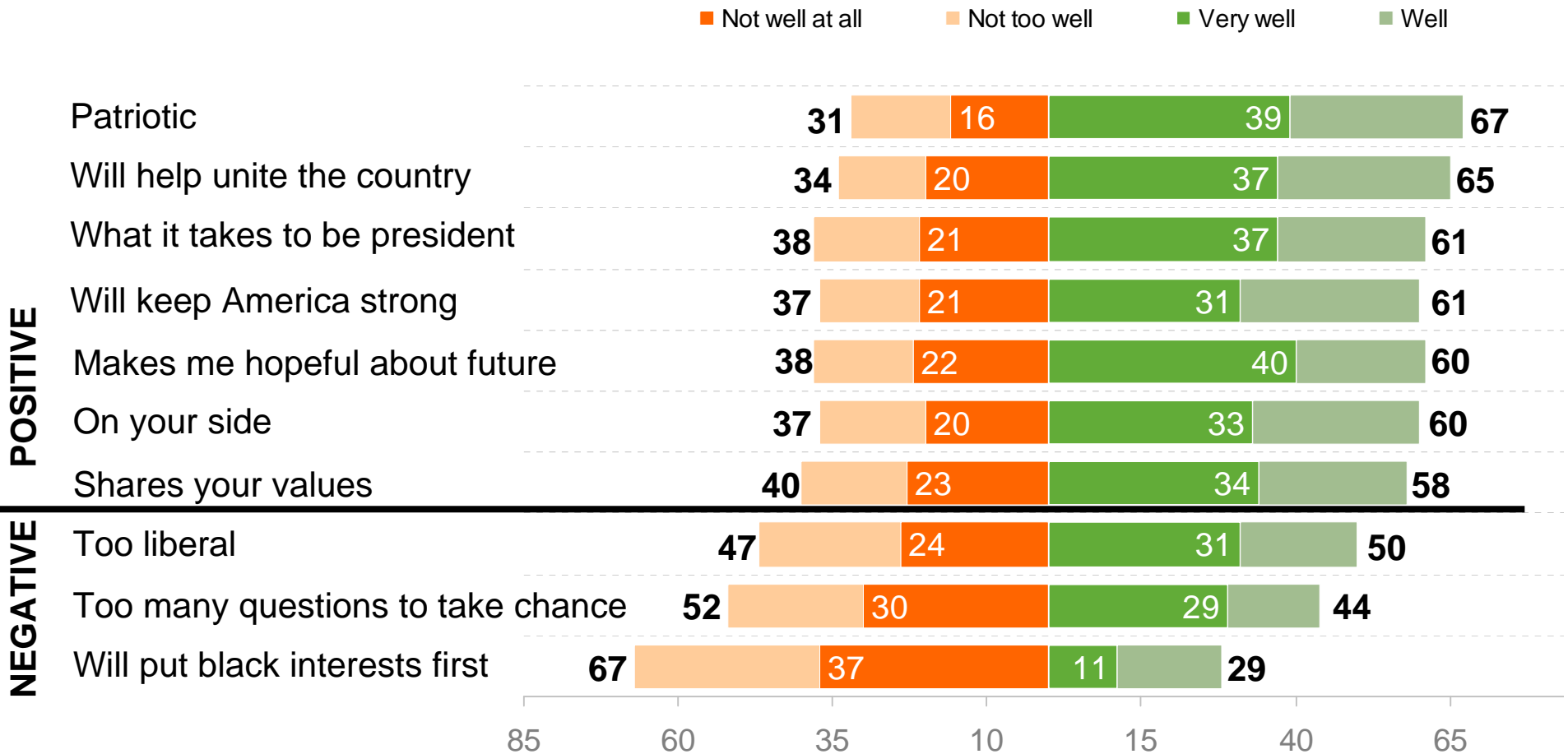
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Obama Gains on Key Attributes in Macomb

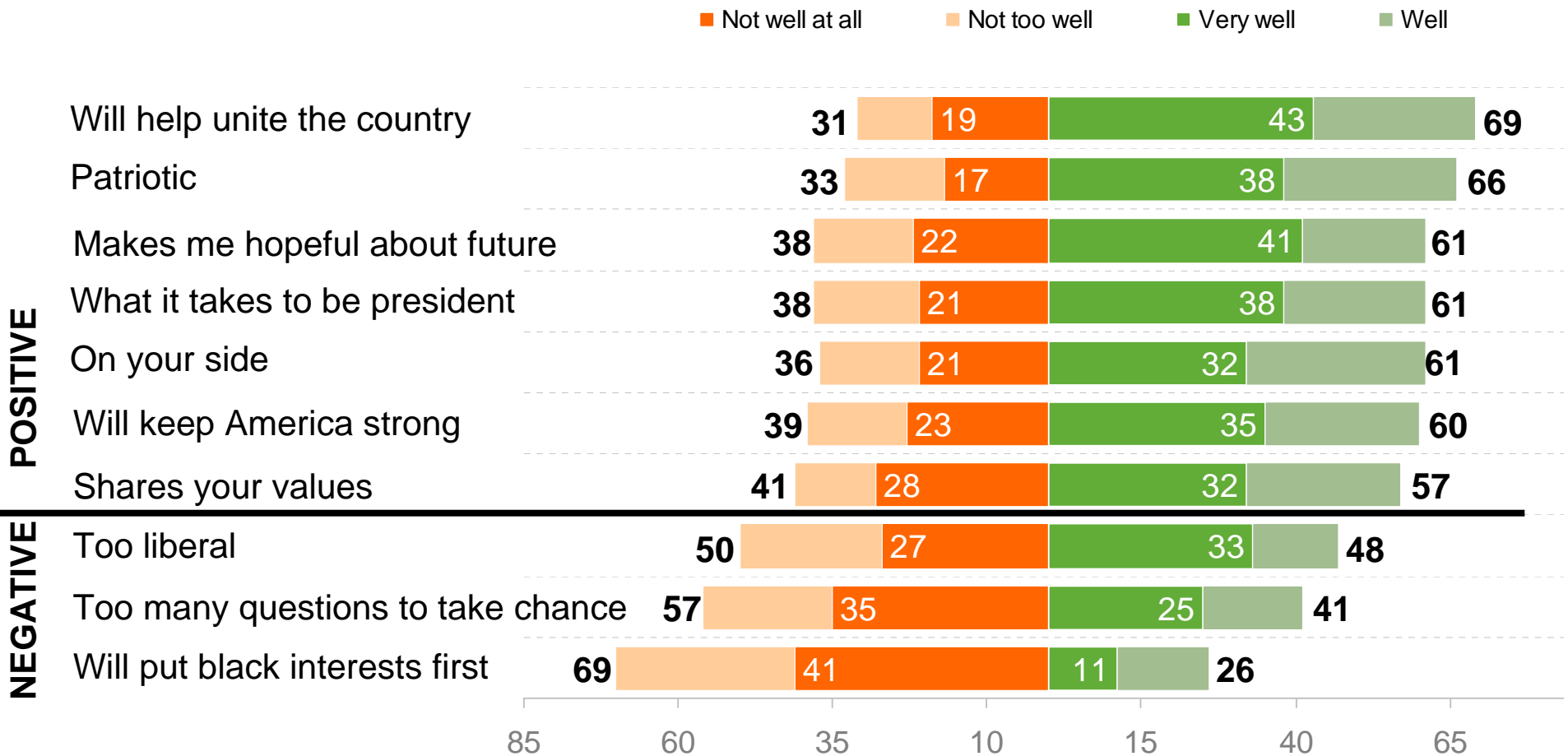
Macomb: Obama posts strong marks on most attributes

Now, I am going to read you a list of words and phrases which people use to describe political figures. For each word or phrase, please tell me whether it describes Barack Obama very well, well, not too well, or not well at all.



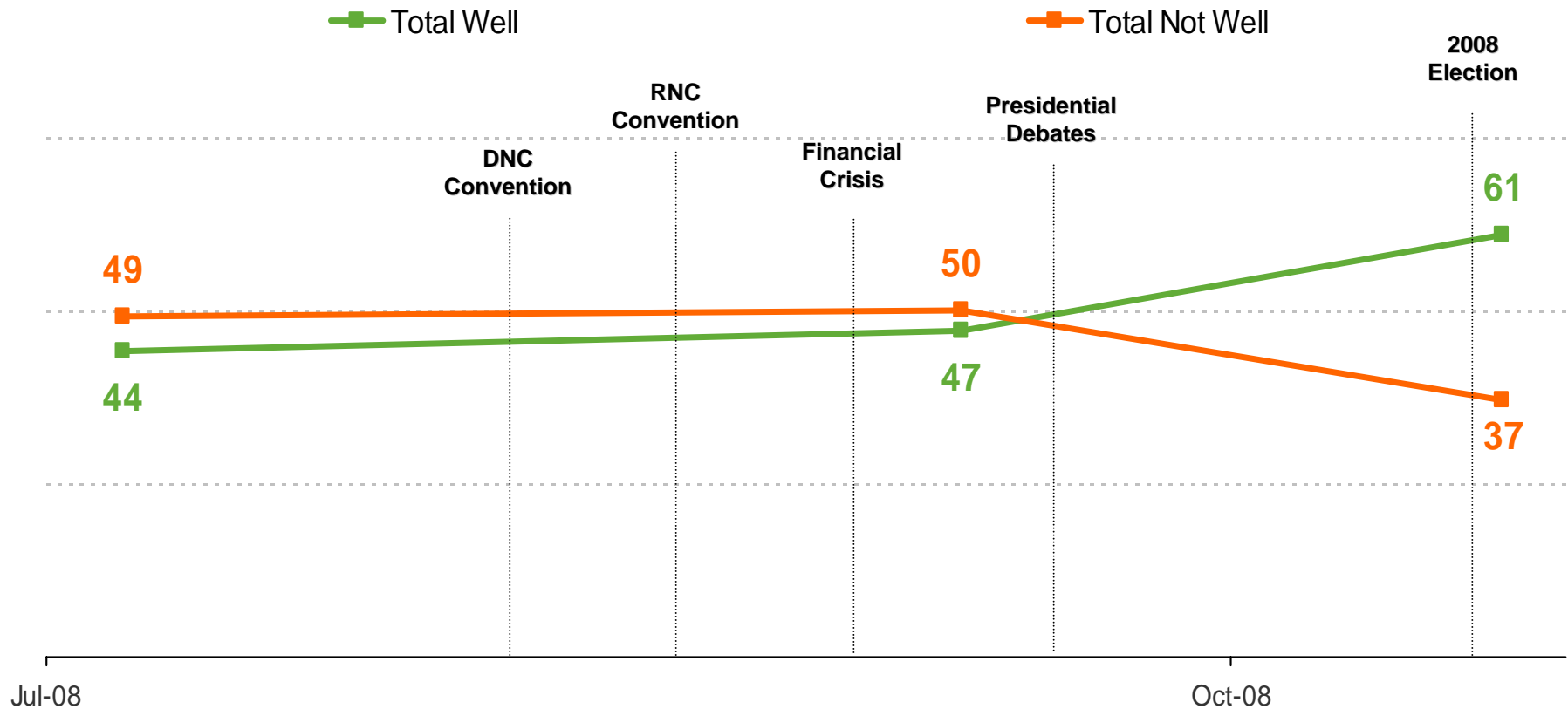
Oakland: Obama similarly strong in Oakland County

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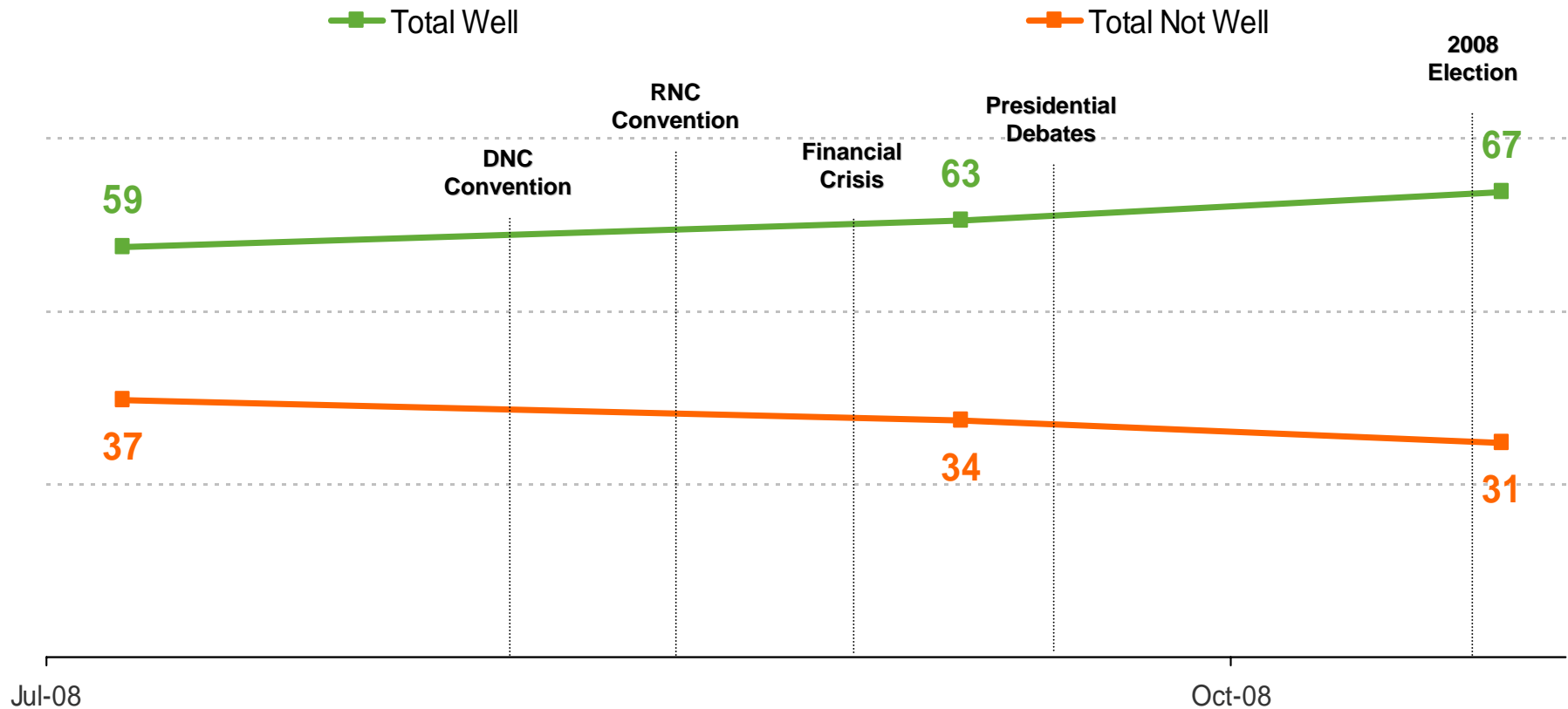
Macomb: Obama crosses threshold on keeping American strong

Now, I am going to read you a list of words and phrases which people use to describe political figures. For each word or phrase, please tell me whether it describes Barack Obama very well, well, not too well, or not well at all.**will keep America strong**



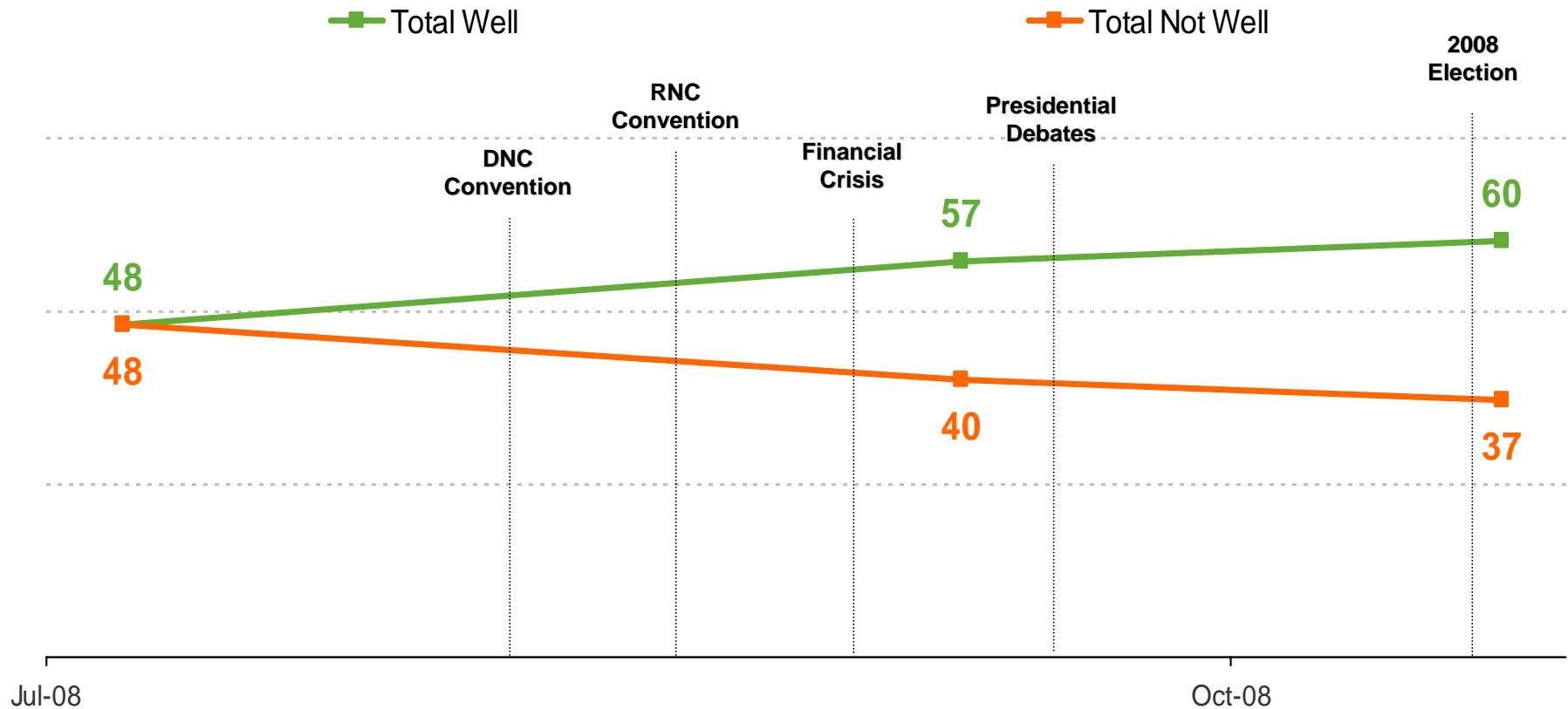
Macomb: Obama drastically improves standing as “patriotic”

Now, I am going to read you a list of words and phrases which people use to describe political figures. For each word or phrase, please tell me whether it describes Barack Obama very well, well, not too well, or not well at all...**patriotic**



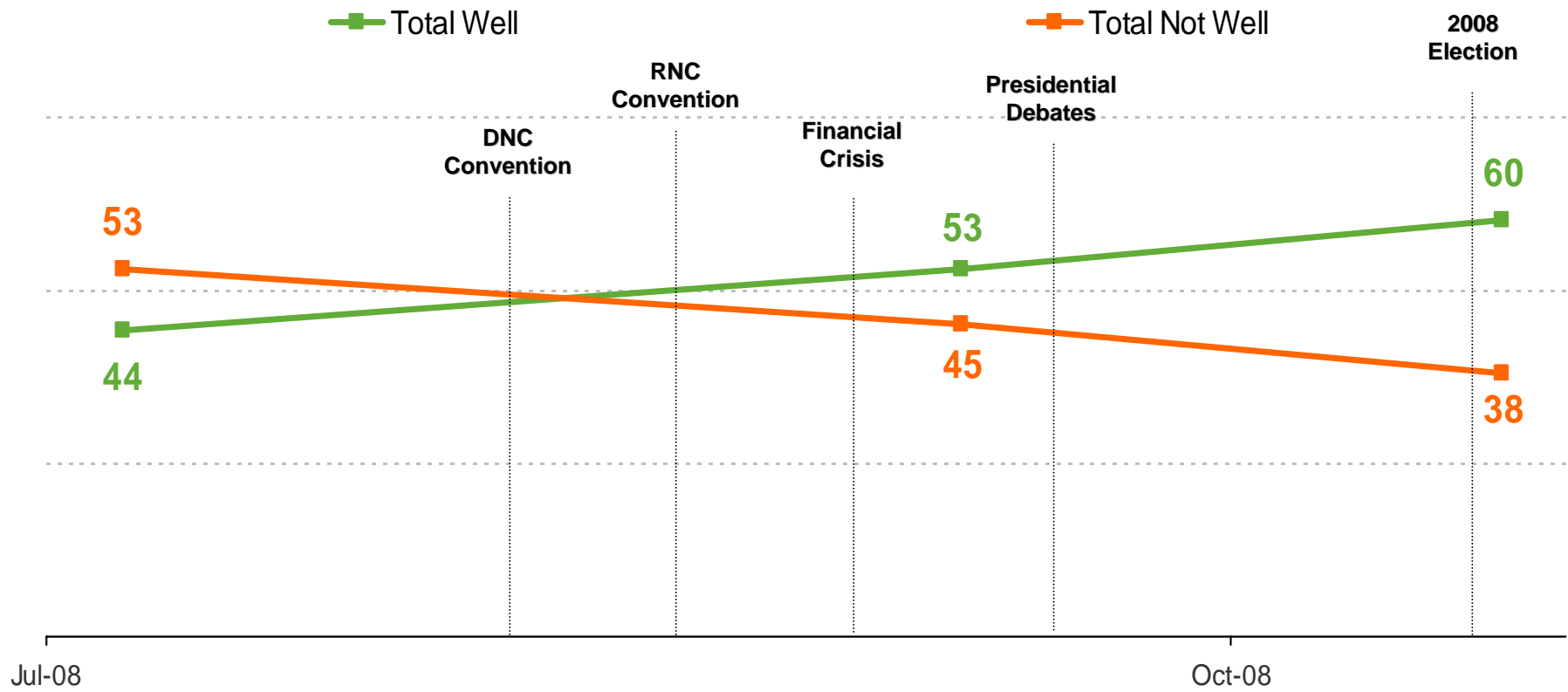
Macomb: Obama now viewed decisively as “on your side”

Now, I am going to read you a list of words and phrases which people use to describe political figures. For each word or phrase, please tell me whether it describes Barack Obama very well, well, not too well, or not well at all.**on your side**



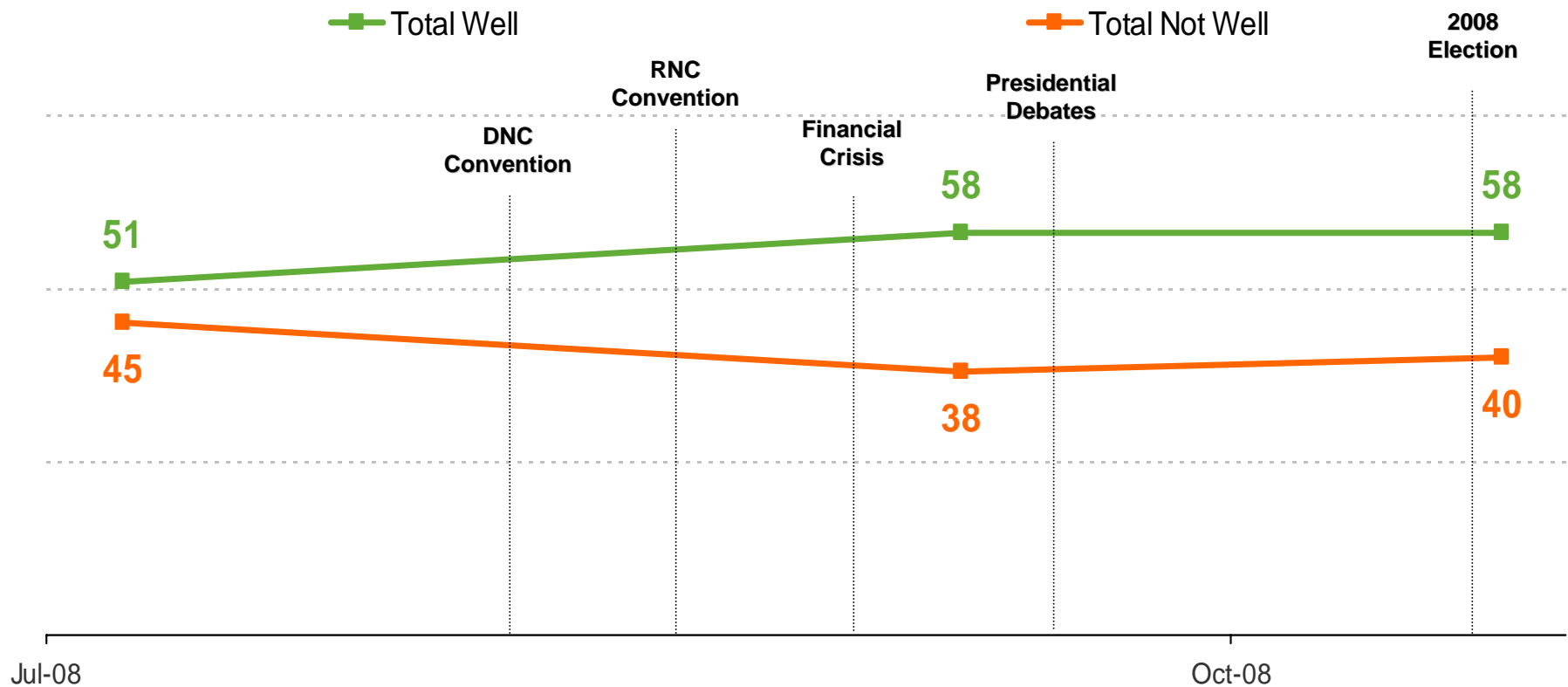
Macomb: Obama much more likely to make voters “hopeful about future”

Now, I am going to read you a list of words and phrases which people use to describe political figures. For each word or phrase, please tell me whether it describes Barack Obama very well, well, not too well, or not well at all.**makes me feel hopeful about the future**



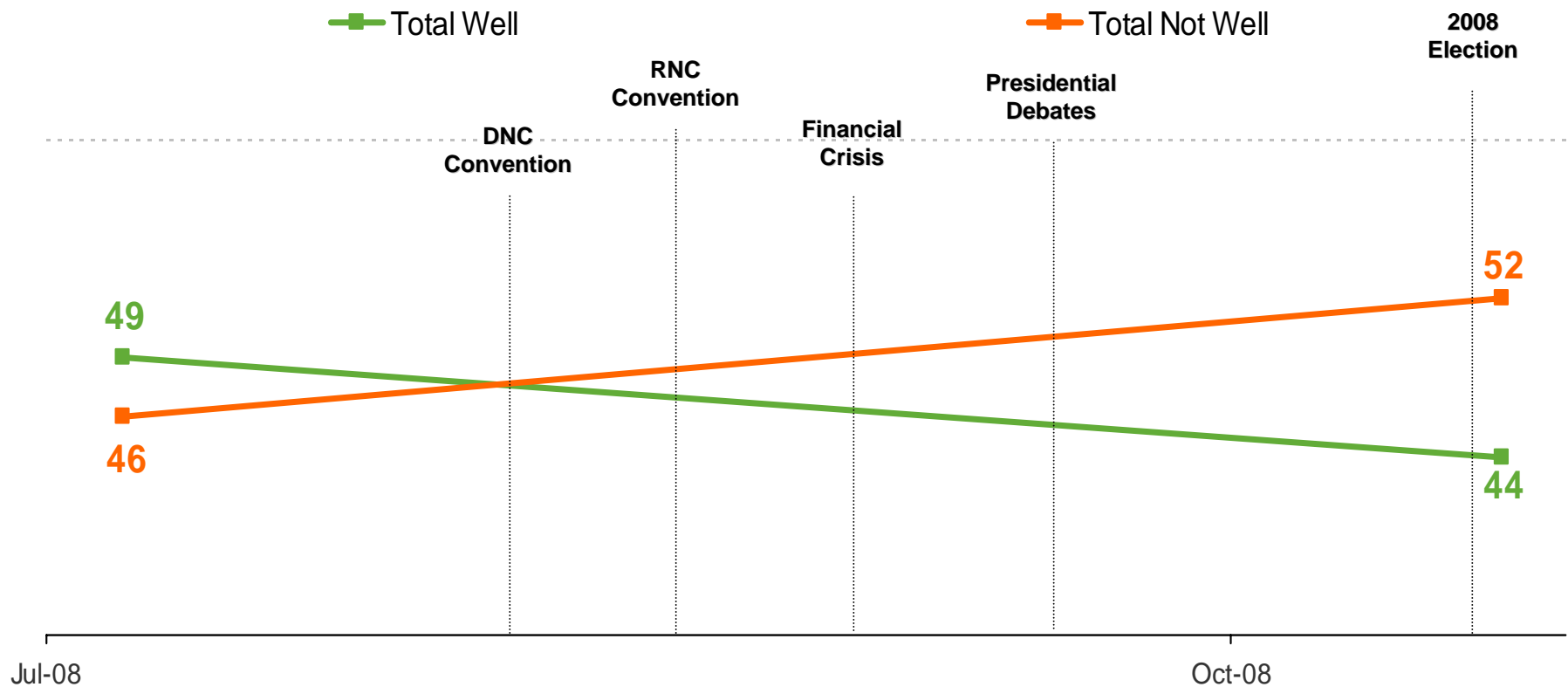
Macomb: Obama continues to be seen as sharing voters' values

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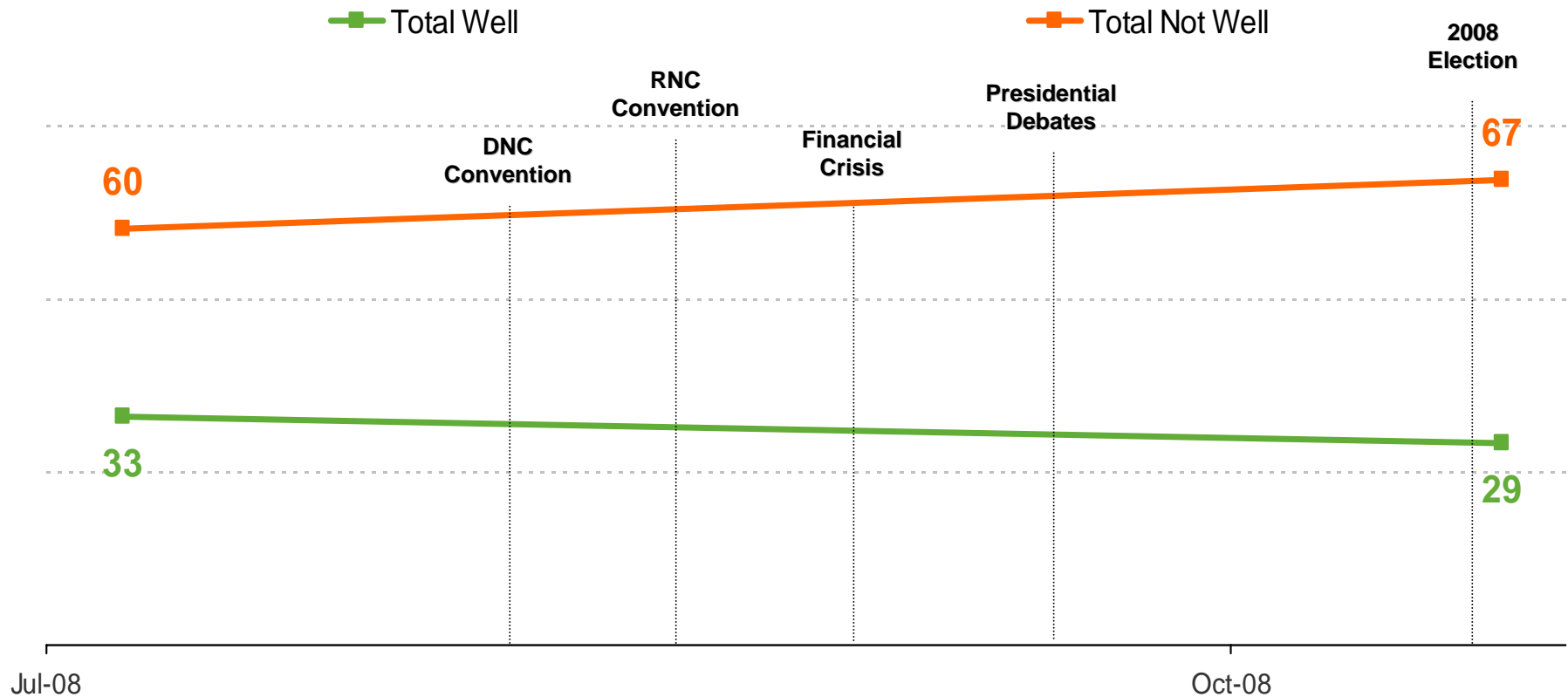
Macomb: Smaller gains on “too many questions” about Obama

Now, I am going to read you a list of words and phrases which people use to describe political figures. For each word or phrase, please tell me whether it describes Barack Obama very well, well, not too well, or not well at all.**just too many questions to take a chance on him as president**



Macomb: Voters doubt Obama will put “interests of black Americans” first

Now, I am going to read you a list of words and phrases which people use to describe political figures. For each word or phrase, please tell me whether it describes Barack Obama very well, well, not too well, or not well at all...**will put the interests of black Americans ahead of others.**

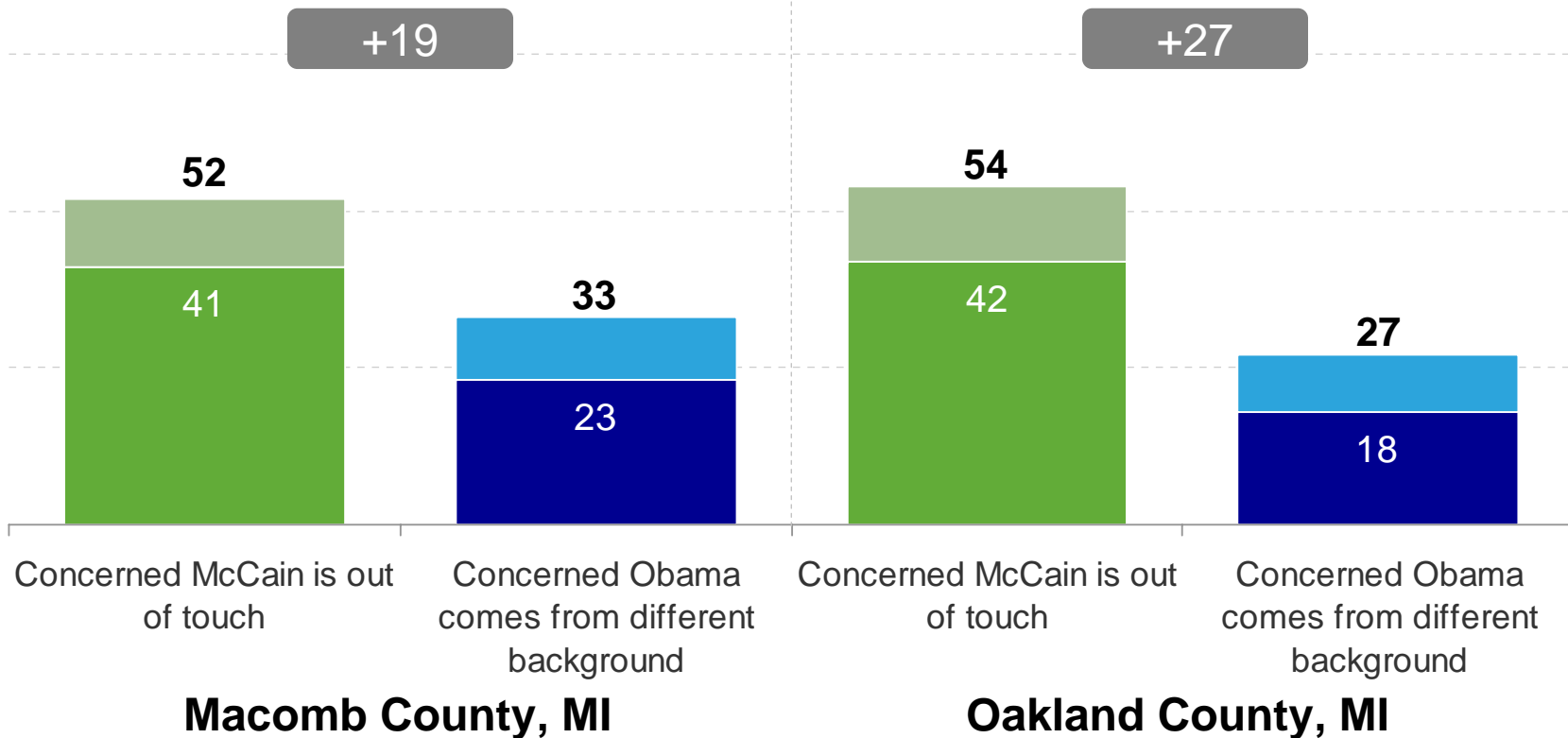


Concern in both Michigan counties over McCain being out of touch

First Statement: When I voted, I was more concerned that McCain is out of touch and doesn't understand the challenges I face.

Second Statement: When I voted, I was more concerned that Obama comes from a different background and doesn't share my values

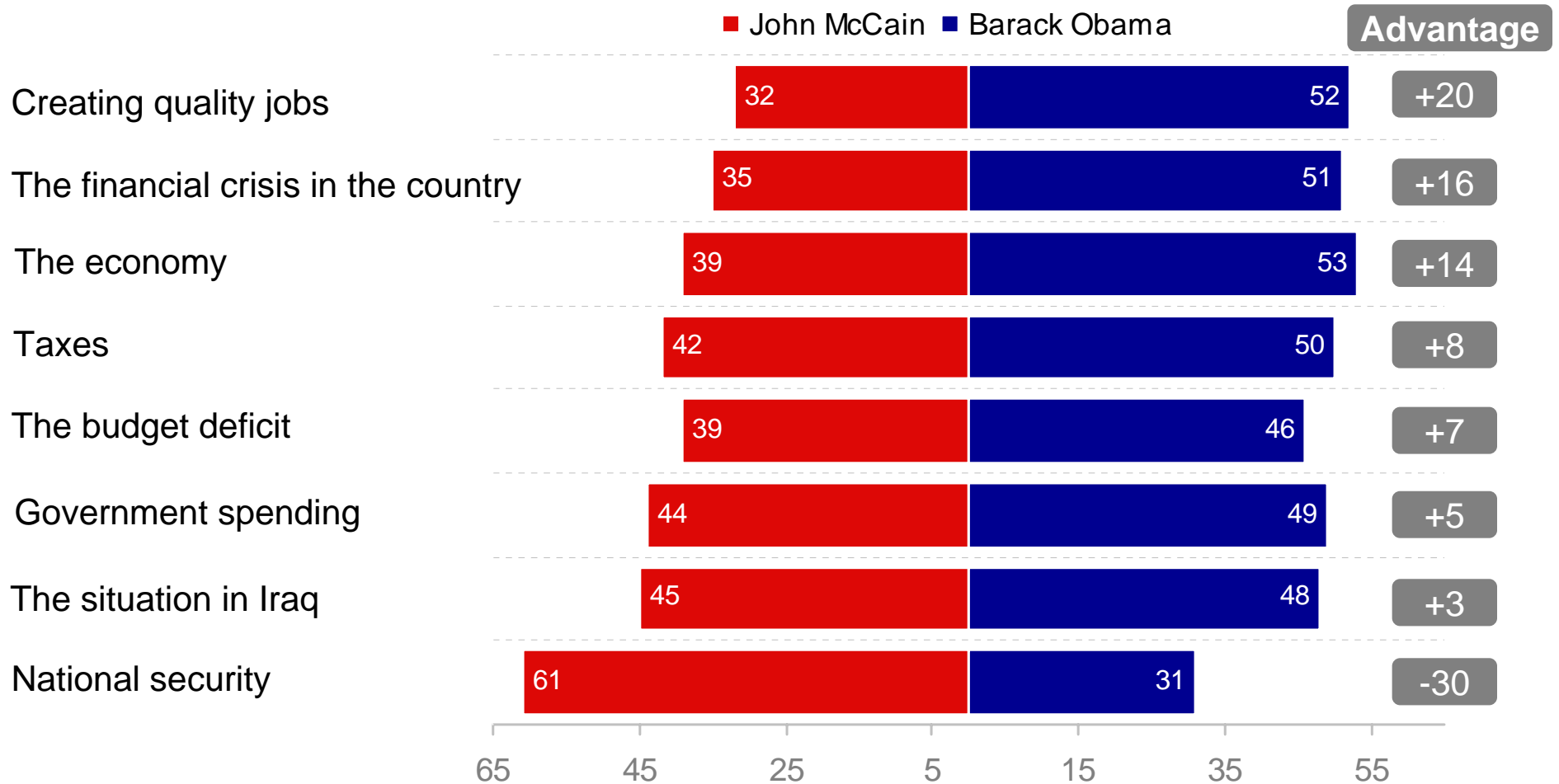
■ First statement strongly ■ First statement not so strongly ■ Second statement strongly ■ Second statement not so strongly



Obama Seen As Better on Most Issues

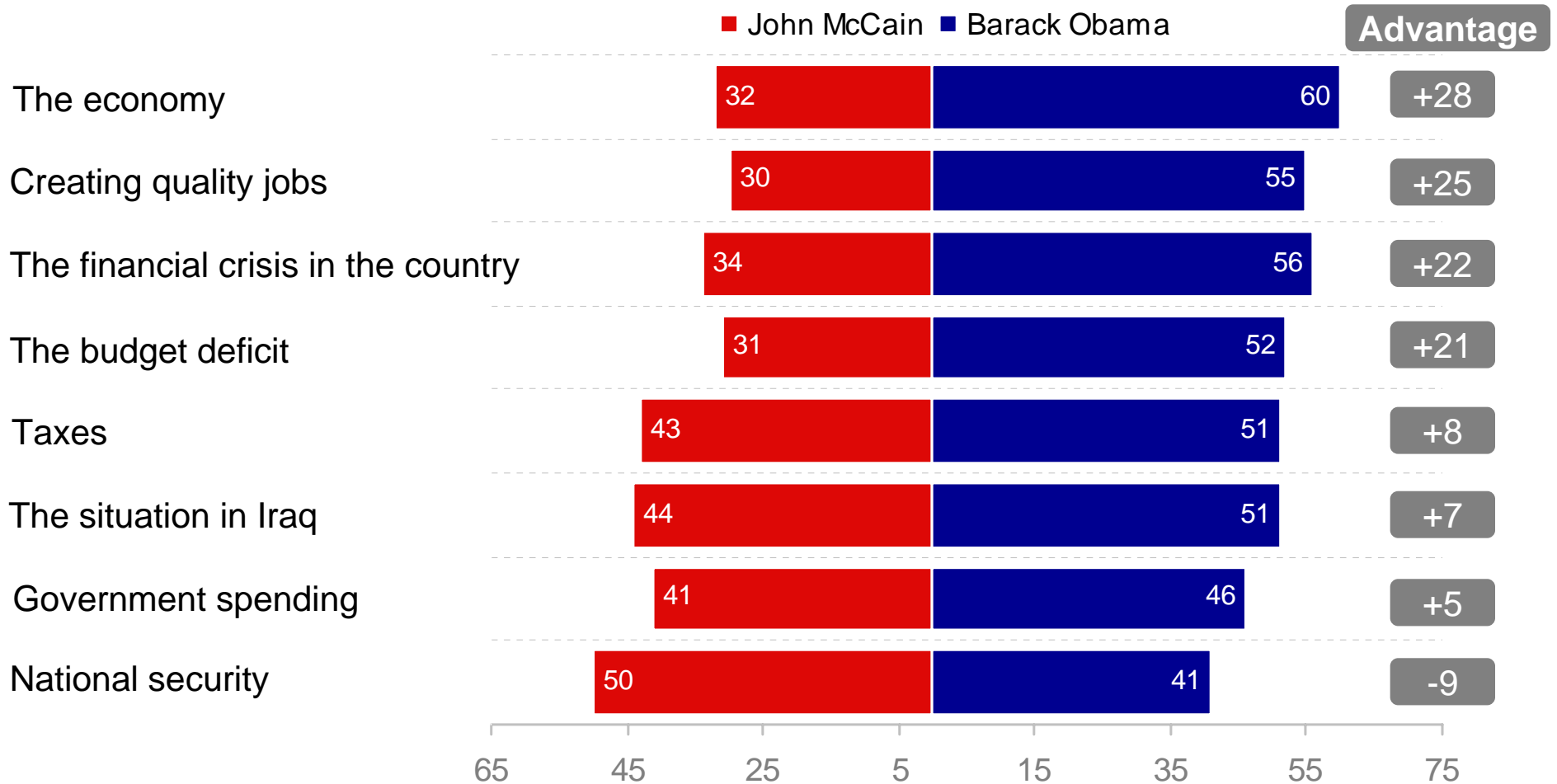
Macomb: Obama leads with creating quality jobs, financial crisis

I am going to read you a list of issues and I want you to tell me whether, overall, you think Democrat Barack Obama or Republican John McCain had better ideas on this issue.



Oakland: Obama leads with economy, creating quality jobs

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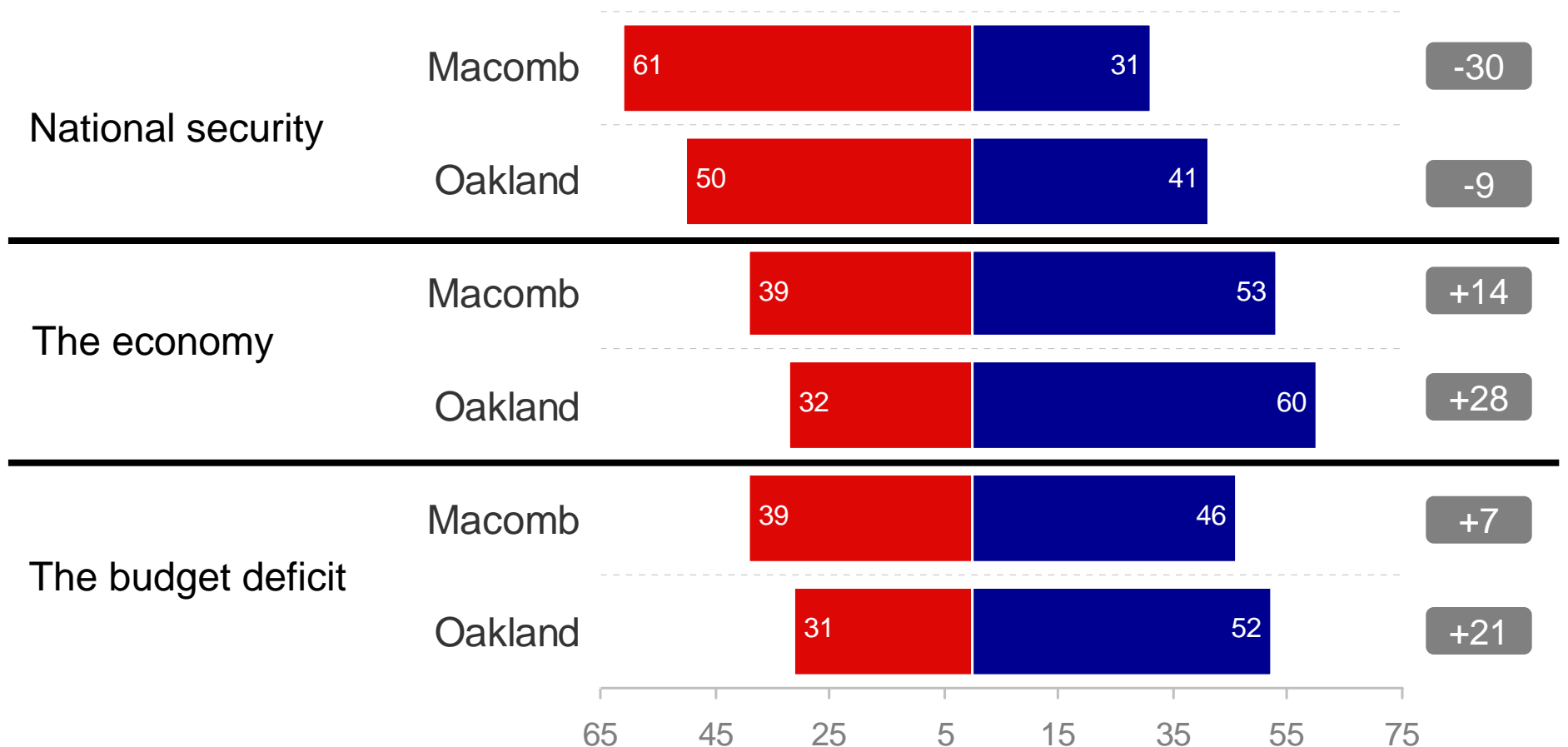


Significant differences on national security, economy, budget deficit

I am going to read you a list of issues and I want you to tell me whether, overall, you think Democrat Barack Obama or Republican John McCain had better ideas on this issue.

■ John McCain ■ Barack Obama

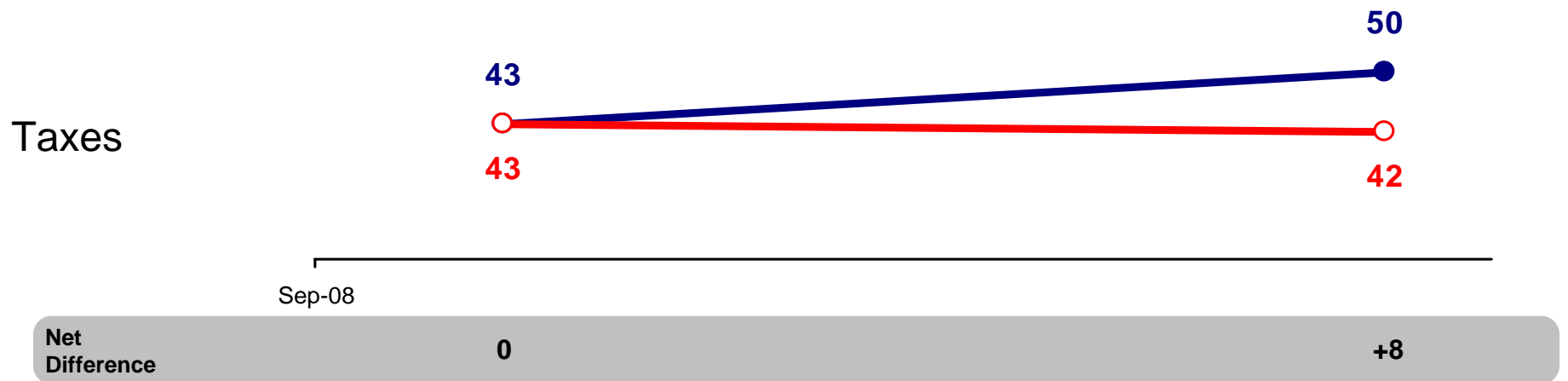
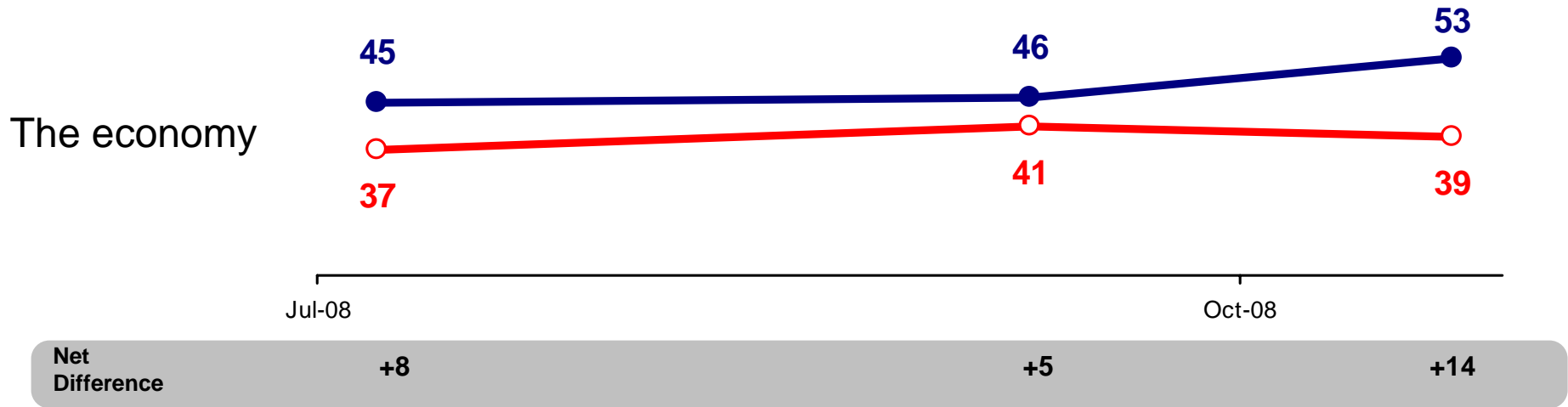
Advantage



Obama finishes campaign with lead on economy, taxes in Macomb

I am going to read you a list of issues and I want you to tell me whether, overall, you think Democrat Barack Obama or Republican John McCain had better ideas on this issue.

Barack Obama
John McCain

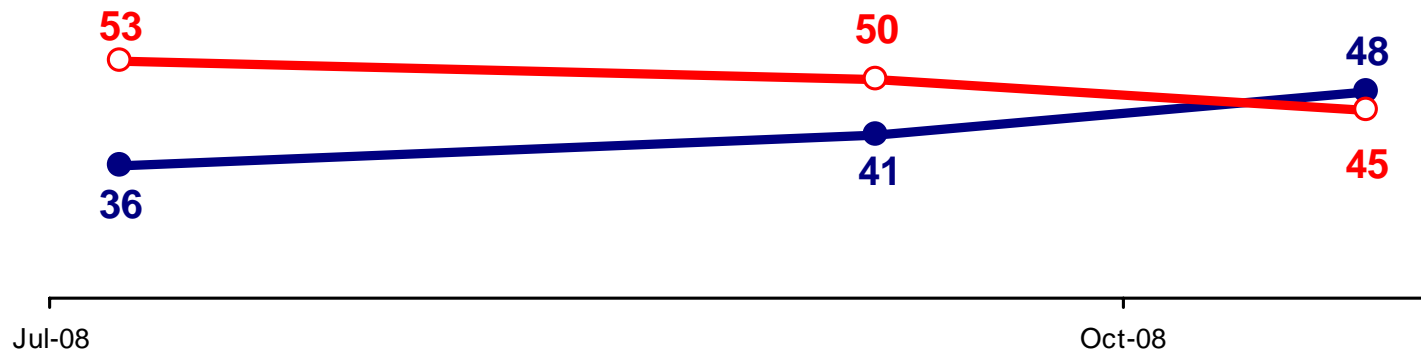


Macomb: Obama better on Iraq, improves slightly on national security

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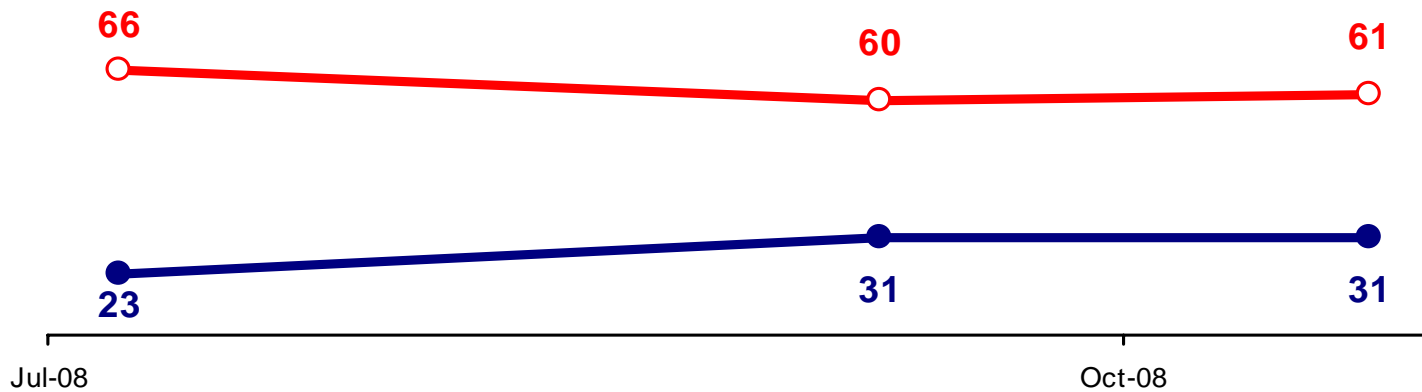
● Barack Obama
○ John McCain

The situation in Iraq



Net Difference	Jul-08	Oct-08
Net Difference	-17	+3

National security



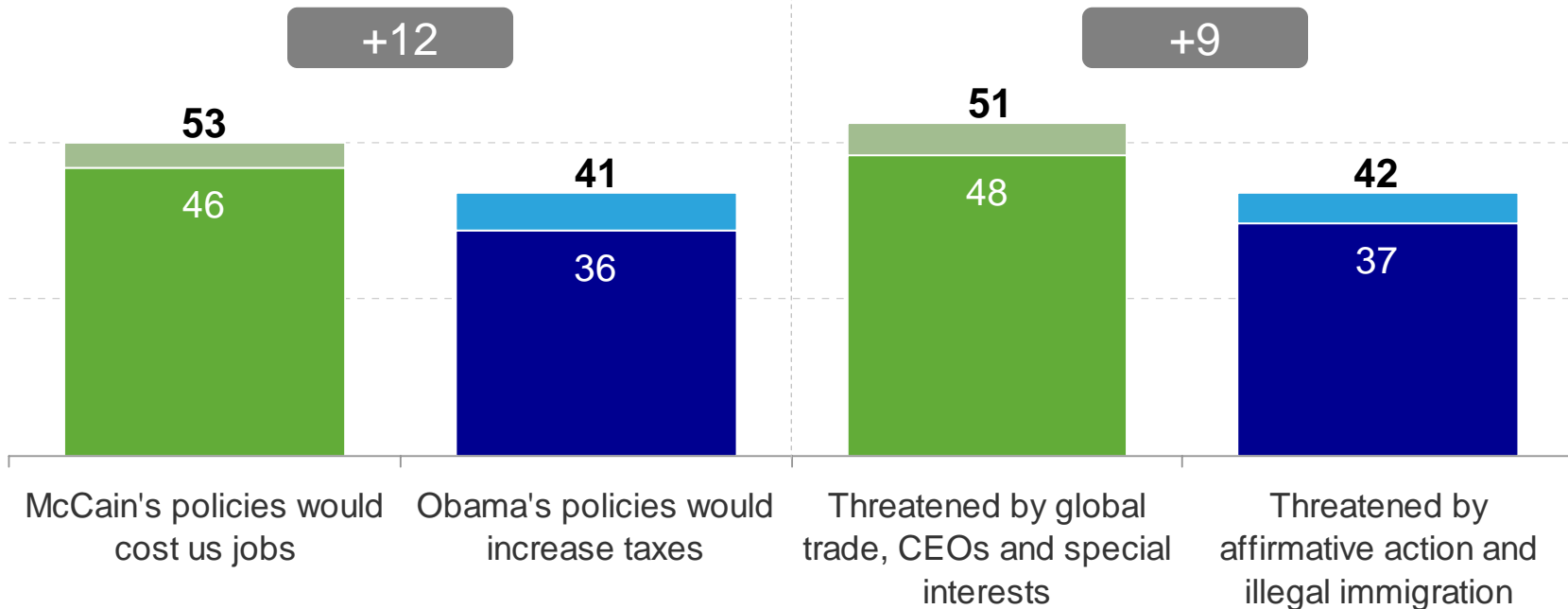
Net Difference	Jul-08	Oct-08
Net Difference	-43	-30

More voters worried about McCain's economic policies

First Statement: When I voted, I was more concerned that McCain would continue the economic policies that have cost us jobs and caused higher prices

Second Statement: When I voted, I was more concerned that Obama would raise taxes and increase government spending

■ First statement strongly ■ First statement not so strongly ■ Second statement strongly ■ Second statement not so strongly



Macomb County, MI

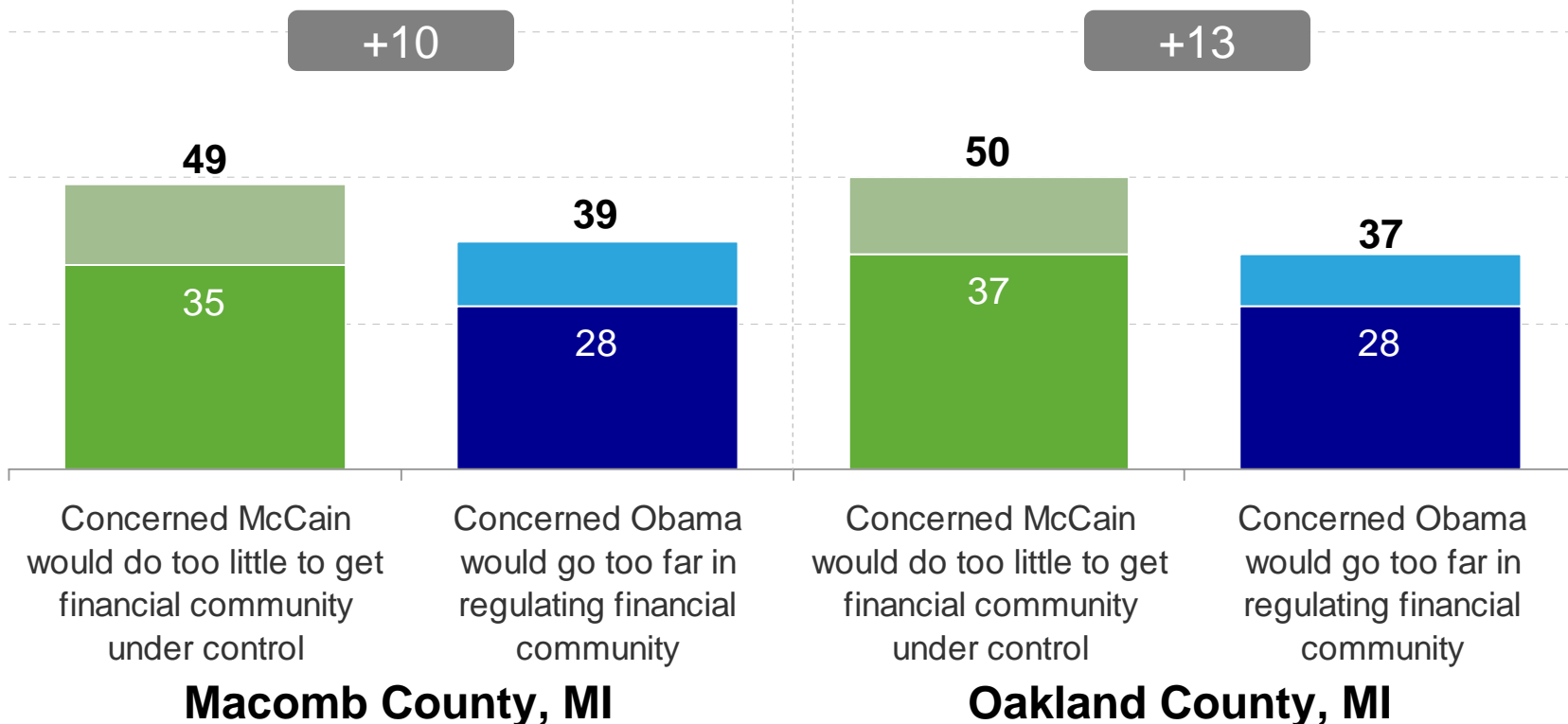
Oakland County, MI

Fear that McCain would do too little to get financial sector in order

First Statement: When I voted, I was more concerned that McCain would do too little to get the financial community under control and allow another era of speculative booms and busts.

Second Statement: When I voted, I was more concerned Obama would go too far in regulating the financial community and ultimately harm our economy.

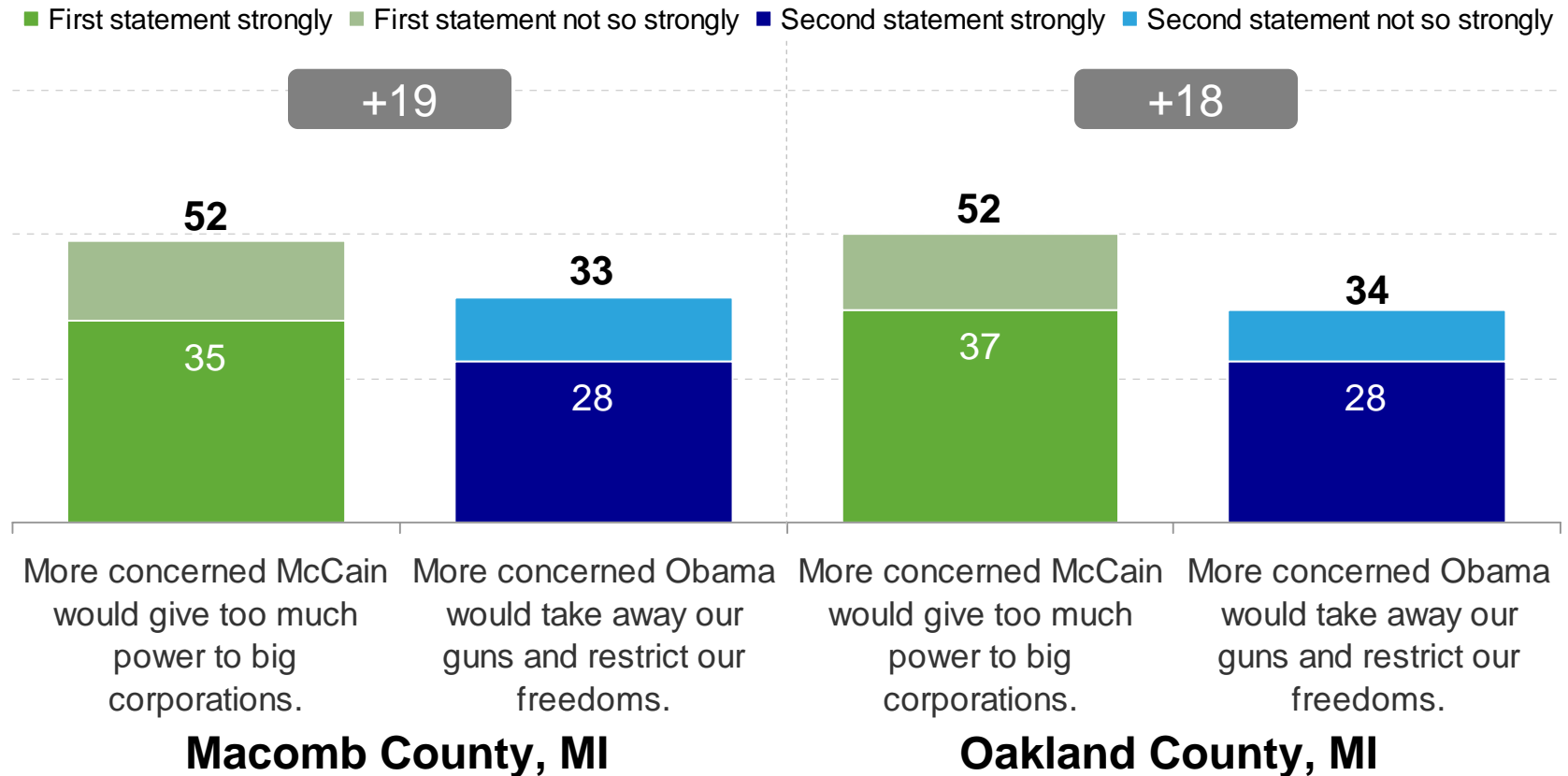
■ First statement strongly ■ First statement not so strongly ■ Second statement strongly ■ Second statement not so strongly



More worried that McCain would further empower big corporations

First Statement: When I voted, I was more concerned that McCain would give too much power to big corporations and the very wealthy.

Second Statement: When I voted, I was more concerned that Obama would take away our guns and restrict our freedoms



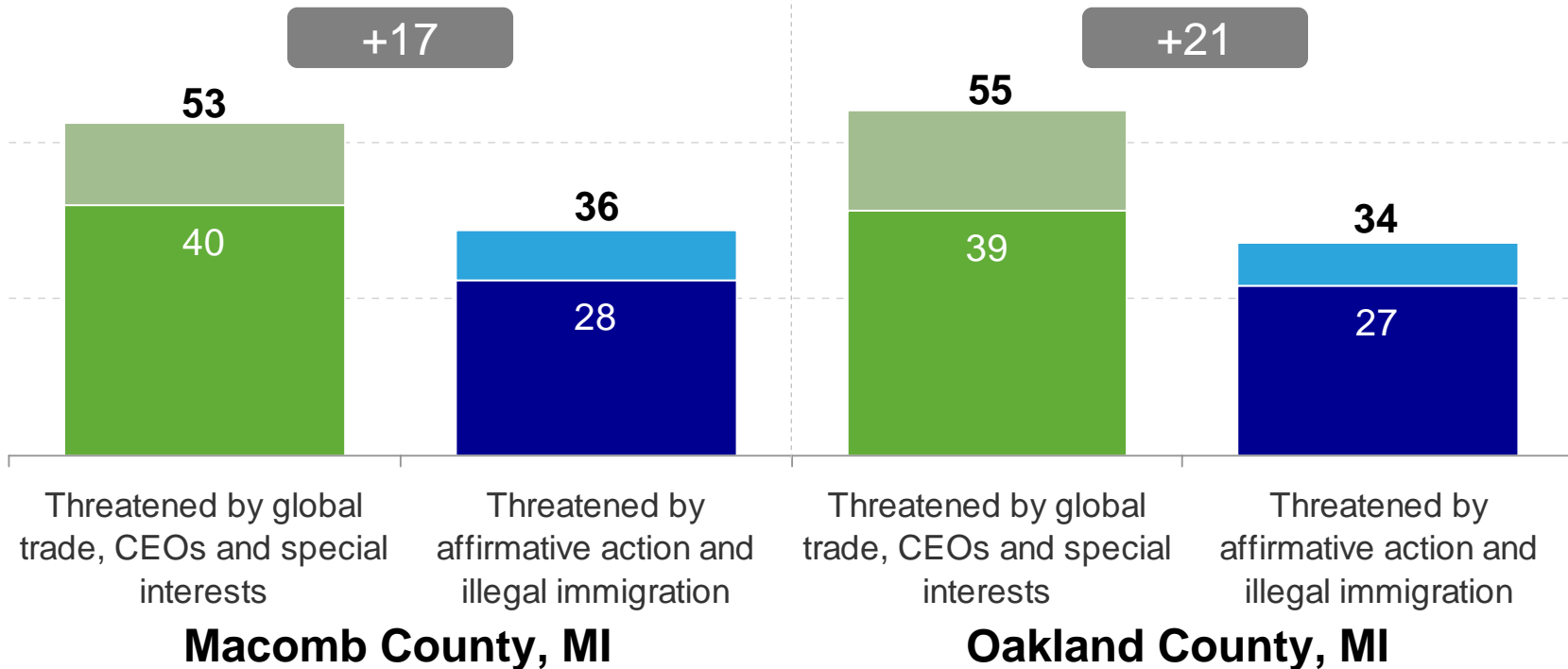
The Squeezed Middle Class

More blame global trade, CEOs and politicians not minorities

First Statement: The middle class today is more threatened by global trade, CEOs who care more about their companies than their own country and politicians who support free trade agreements backed by corporate special interests.

Second Statement: The middle class today is more threatened by affirmative action for minorities who don't take responsibility for their own lives and by illegal immigrants getting free government benefits.

■ First statement strongly ■ First statement not so strongly ■ Second statement strongly ■ Second statement not so strongly

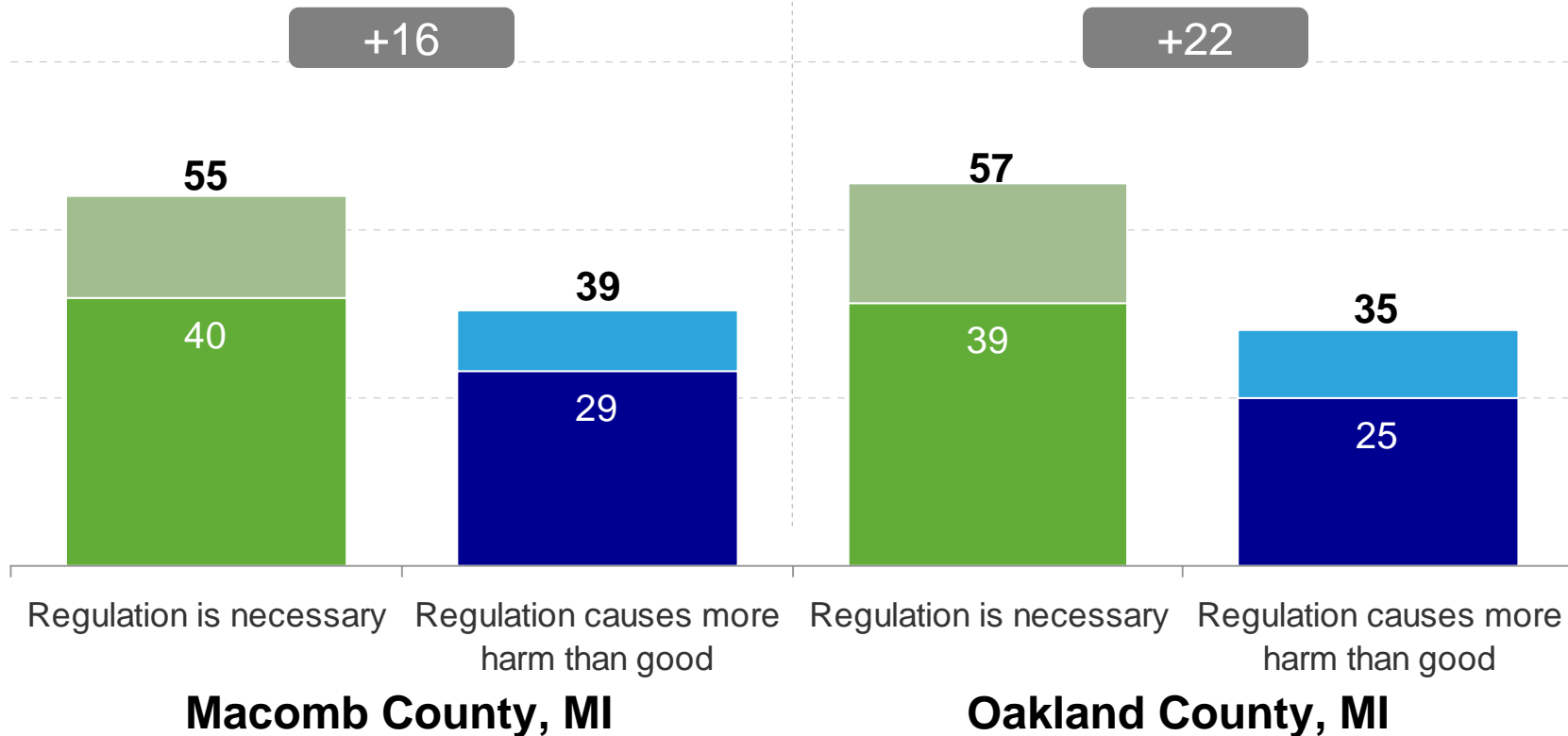


Government regulation seen as necessary to protect the public

First Statement: Government regulation of businesses and corporations is necessary to protect the public.

Second Statement: Government regulation of businesses and corporations frequently does more harm than good.

■ First statement strongly ■ First statement not so strongly ■ Second statement strongly ■ Second statement not so strongly

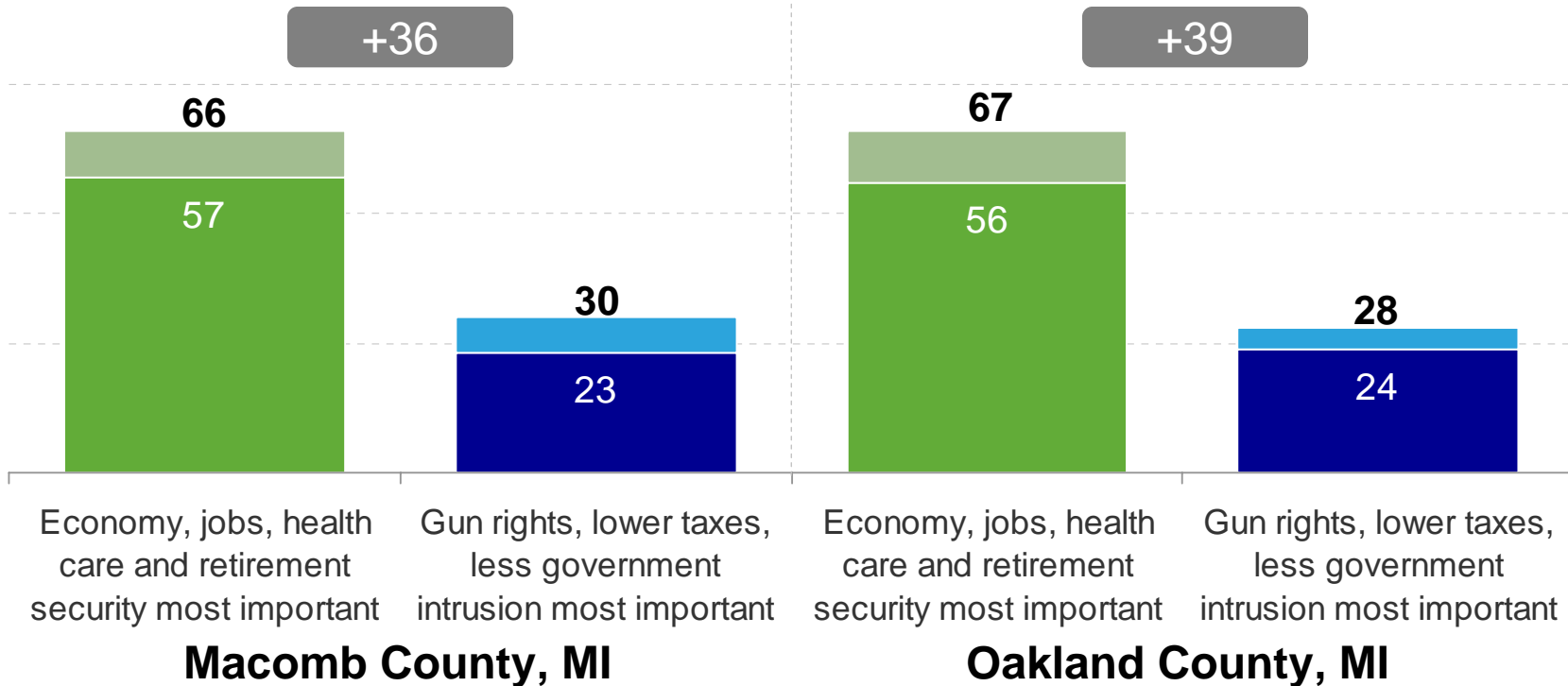


Economy and jobs trump guns, smaller government

First Statement: When considering the candidates for President, it was most important to me that they shared my views on issues such as the economy and jobs, health care, and retirement security.

Second Statement: When considering the candidates for President, it was most important to me that they shared my views on issues such as gun rights, lower taxes, and less government intrusion into personal freedoms.

■ First statement strongly ■ First statement not so strongly ■ Second statement strongly ■ Second statement not so strongly

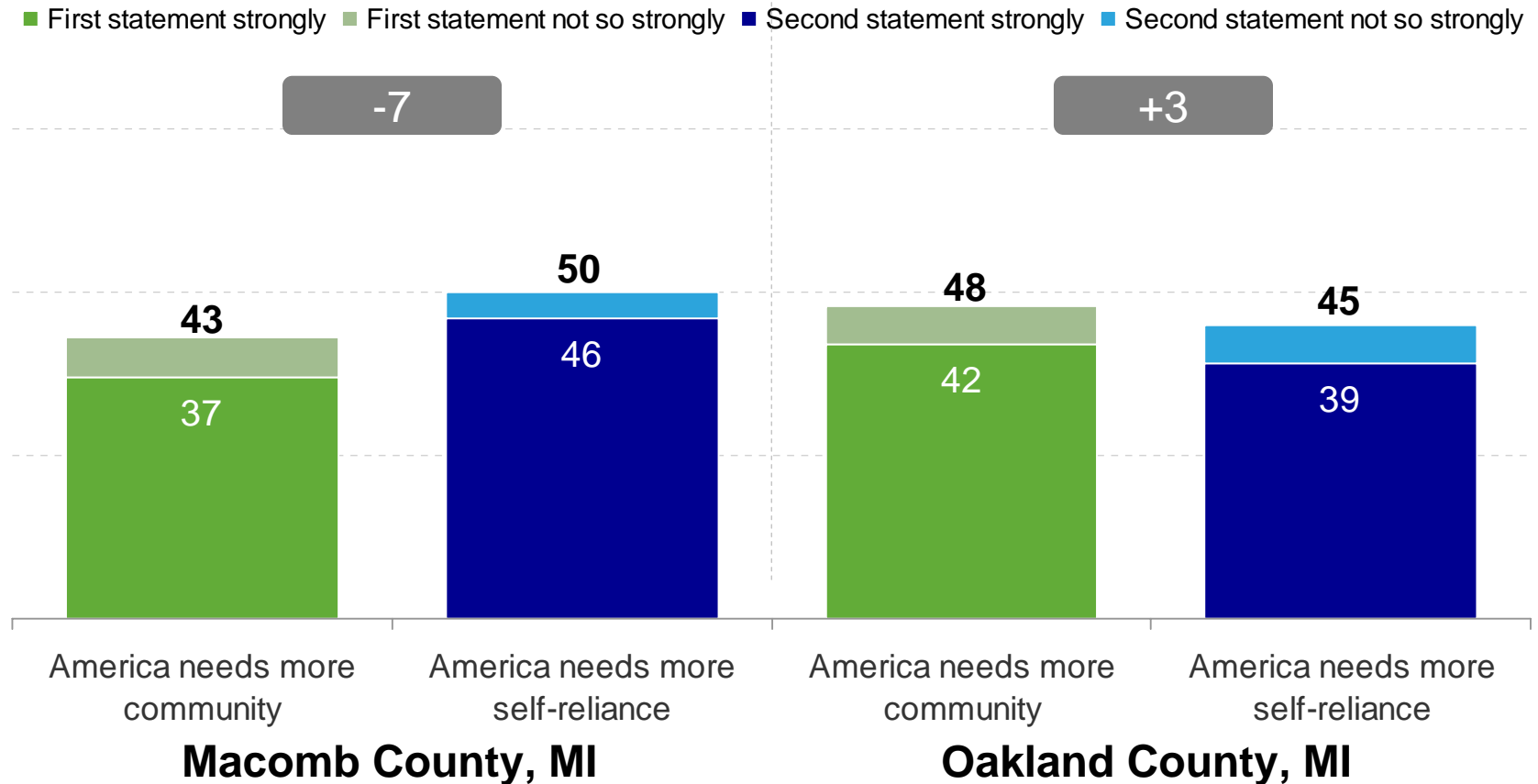


Values in the 2008 Election

In Macomb, more self-reliance sought; in Oakland, more community

First Statement: America needs more community and helping one another.

Second Statement: America needs more self-reliance and personal responsibility.

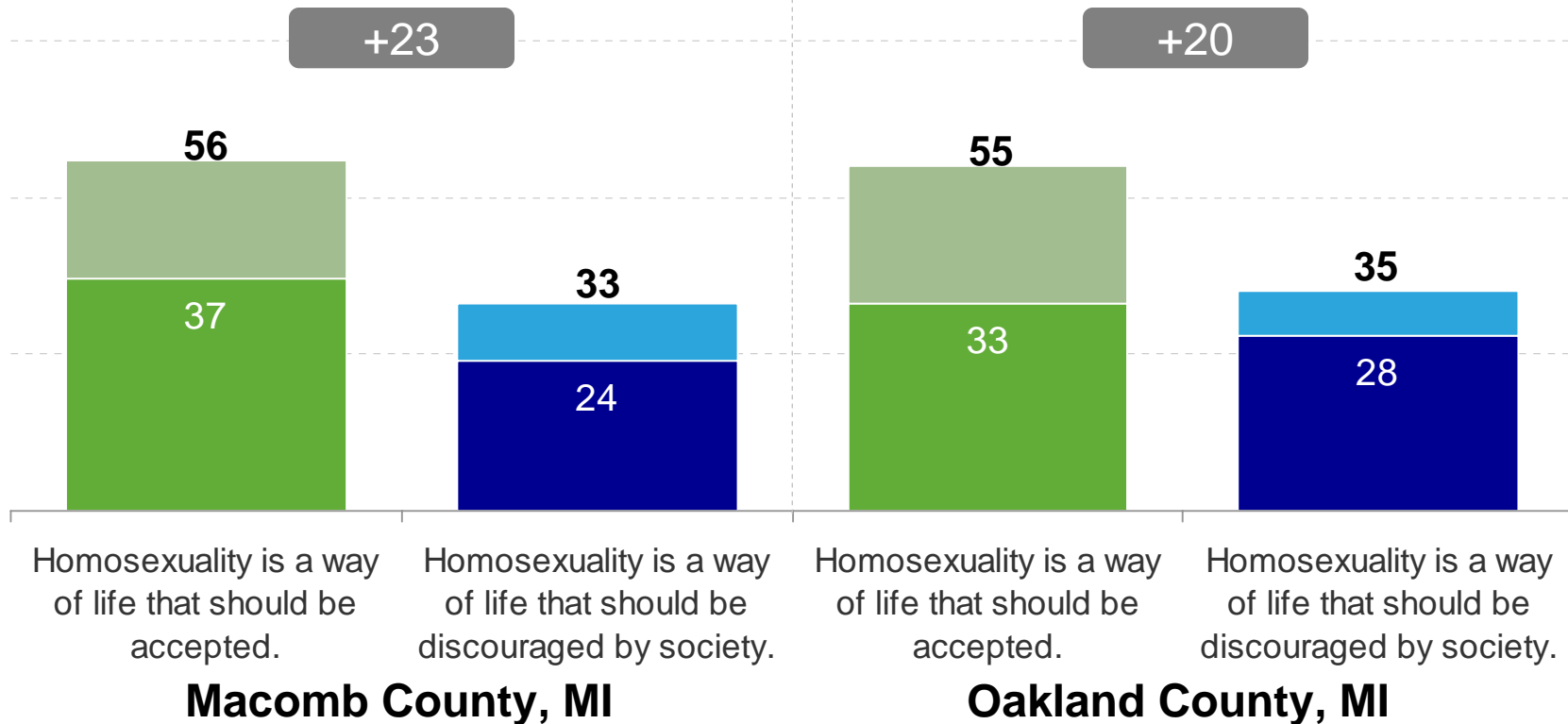


Macomb and Oakland tolerant of homosexuality as a way of life

First Statement: Homosexuality is a way of life that should be accepted by society.

Second Statement: Homosexuality is a way of life that should be discouraged by society.

■ First statement strongly ■ First statement not so strongly ■ Second statement strongly ■ Second statement not so strongly



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