



**FOR IMMEDIATE RELEASE**  
**INTERVIEWS AND QUESTIONS:**

**June 16, 2010**  
**DAVID FLAHERTY 303-861-8585**

**MICHIGAN GOP NOMINATION FOR GOVERNOR SURVEY**  
**HOEKSTRA LEADS SNYDER BY 6 POINTS, 26% TO 20%, COX WITH 16%,**  
**BOUCHARD WITH 11%, GEORGE WITH 2%, 22% UNDECIDED**

**Louisville, CO** – In the congested Michigan contest for the Republican Governor nomination, Congressman Peter Hoekstra leads businessman Rick Snyder by 6 points, 26% to 20%. Attorney General Mike Cox has 16%, former State Senator Mike Bouchard has 11%, State Senator Tom George has 2%, “another candidate” has 3% and 22% are undecided. These results are based on an automated survey of 742 interviews of likely Republican primary voters fielded June 8<sup>th</sup> and 9<sup>th</sup>. The tables below show the ballot test results by voter subgroup, region and ideology.

**Governor Republican Primary Ballot Test**

<b>Candidate</b>	<b>All Voters</b>	<b>Men</b>	<b>Wom</b>	<b>18-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55-64</b>	<b>65+</b>
Hoekstra Lead	+6	+13	+1	+1	+9	+3	+5	+8
Hoekstra	26%	30%	23%	24%	29%	24%	25%	27%
Snyder	20%	17%	22%	23%	20%	21%	20%	19%
Cox	16%	16%	15%	15%	19%	15%	18%	14%
Bouchard	11%	17%	7%	16%	14%	6%	13%	11%
Other	3%	2%	3%	6%	0%	1%	4%	4%
George	2%	1%	2%	3%	1%	1%	1%	2%
Undecided	22%	17%	28%	13%	17%	32%	19%	23%

Peter Hoekstra currently has significant support over the other candidates among men and self identified social and fiscal conservatives. Rick Snyder is doing well among social and fiscal moderates. Women are more undecided than men, 28% to 17%.

<b>Candidate</b>	<b>All Voters</b>	<b>North</b>	<b>South west</b>	<b>Central East</b>	<b>South east</b>	<b>Metro</b>	<b>Soc Cons</b>	<b>Soc Mod</b>	<b>Fisc Con</b>	<b>Fisc Mod</b>
Hoekstra Lead	+6	+12	+17	+4	-2	+1	+16	-12	+12	-14
Hoekstra	26%	33%	36%	22%	19%	21%	31%	16%	30%	12%
Snyder	20%	21%	19%	18%	21%	20%	15%	28%	18%	26%
Cox	16%	16%	15%	19%	14%	15%	16%	18%	16%	18%
Bouchard	11%	4%	7%	12%	20%	14%	12%	10%	11%	10%
Other	3%	3%	4%	2%	2%	3%	1%	5%	2%	1%
George	2%	1%	4%	1%	2%	0%	1%	2%	2%	2%
Undecided	22%	22%	15%	26%	22%	27%	24%	21%	21%	31%

### **Republican Primary Candidate Image Ratings**

Looking at the image ratings of the candidates, it is clear that all five candidates have been successful introducing themselves to Michigan's Republican primary voters.

<b><u>Candidate</u></b>	<b><u>Name ID</u></b>	<b><u>Fav</u></b>	<b><u>Unfav</u></b>	<b><u>No Opinion</u></b>	<b><u>Image Ratio</u></b>
Hoekstra	93%	44%	19%	30%	2.3 to 1
Snyder	85%	36%	18%	31%	2 to 1
Cox	94%	34%	35%	25%	1 to 1
Bouchard	89%	32%	16%	41%	2 to 1
George	70%	9%	24%	37%	1 to 2.7

Peter Hoekstra has name recognition of 93% and the strongest image ratio of 2.3 to 1 (44% favorable/19% unfavorable). Mike Cox has name recognition of 94%, and Mike Bouchard and Rick Snyder have name recognition of 89% and 85% respectively. Although Attorney General Mike Cox has the strongest name recognition among all candidates, he has the highest unfavorable rating and an image ratio of 1 to 1. Senator Tom George has the worst image ratio among all candidates, with 9% having a favorable image of him and 24% unfavorable. It will be interesting to see how the candidates position themselves over the next two months heading toward August 3<sup>rd</sup>.

### **Survey Methodology**

This survey was conducted using automated telephone touch tone technology. The sample used for this survey was randomly drawn from a Michigan voter file. The response data was weighted to reflect past primary voting demographics from the 2008, 2006, and 2004 election cycles. The 742 interviews were conducted on Tuesday night, June 8<sup>th</sup> and Wednesday night, June 9<sup>th</sup> from 5:30 pm to 8:00pm. This survey has a margin of error of 3.56% at the 95 percent confidence interval.

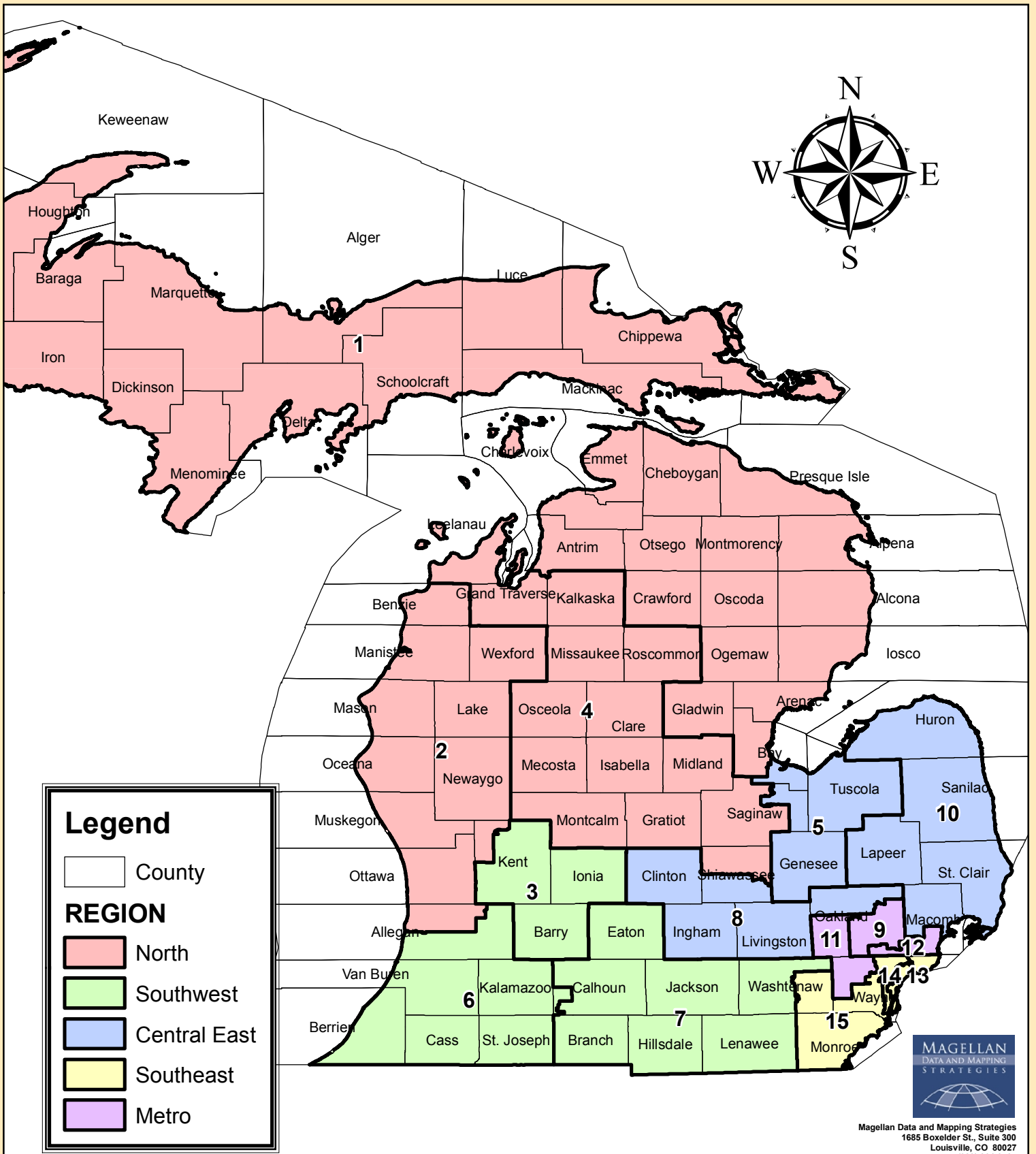
The survey toplines and crosstabs follow in this document. This document and the survey presentation can be downloaded at [www.MagellanStrategies.com](http://www.MagellanStrategies.com) under the "Survey Archives" section of our website. Any questions regarding this survey should be directed to David Flaherty at 303-861-8585 or [dflaherty@magellanstrategies.com](mailto:dflaherty@magellanstrategies.com).

---

### **About Magellan Data and Mapping Strategies**

*Magellan CEO David Flaherty has extensive experience applying political data and technology gained throughout his 18 year career at the Republican National Committee, the U.S. House of Representatives, and public affairs firms specializing in influencing public opinion. The Magellan team has extensive knowledge constructing and building voter registration databases, performing data analysis, applying GIS mapping technology, conducting quantitative live and automated survey research, as well as predictive modeling projects, and redistricting technology. Visit our website at [MagellanStrategies.com](http://MagellanStrategies.com) for more information.*





# Magellan Michigan Polling Regions with Congressional and County Boundaries



**June 15, 2010**  
**MEMORANDUM**

**TO: INTERESTED PARTIES**  
**FR: DAVID FLAHERTY**  
**MAGELLAN DATA AND MAPPING STRATEGIES**  
**RE: MICHIGAN REPUBLICAN PRIMARY SURVEY TOPLINE RESULTS**

---

Magellan Data and Mapping Strategies are pleased to present the topline results of a 742N autodial survey of likely Republican primary voters in the state of Michigan. The interviews were conducted June 8<sup>th</sup> and 9<sup>th</sup>, 2010. This survey has a margin of error of +/- 3.56% at the 95 percent confidence interval. This survey was weighted based upon voter turnout demographics from the 2008, 2006, and 2004 Republican primary elections.

---

---

T1. Are you registered to vote?

Yes.....100%

---

---

T2. How likely are you to vote in the upcoming August primary election to choose candidates for Governor?

Extremely Likely..... 83%  
Very Likely ..... 12%  
Somewhat Likely ..... 5%

---

---

T3. If the primary election for Governor was being held today would you choose to vote in the Democrat primary or the Republican primary?

Republican primary .....100%

---

---

Thinking now about people active in government.....

T4. Do you have a favorable or unfavorable opinion of Mike Bouchard?

Favorable ..... 32%  
Unfavorable ..... 16%  
No Opinion ..... 41%

Name ID ..... 89%  
Hard Name ID ..... 48%  
Never Heard Of..... 11%

---

---

T5. Do you have a favorable or unfavorable opinion of Rick Snyder?

Favorable ..... 36%  
Unfavorable ..... 18%  
No Opinion ..... 31%

Name ID ..... 85%  
Hard Name ID ..... 54%  
Never Heard Of..... 15%

---

---

T6. Do you have a favorable or unfavorable opinion of Mike Cox?

Favorable ..... 34%  
Unfavorable ..... 35%  
No Opinion ..... 25%

Name ID ..... 94%  
Hard Name ID ..... 69%  
Never Heard Of..... 6%

---

---

T7. Do you have a favorable or unfavorable opinion of Peter Hoekstra?

Favorable ..... 44%  
Unfavorable ..... 19%  
No Opinion ..... 30%

Name ID ..... 93%  
Hard Name ID ..... 63%  
Never Heard Of..... 7%

---

---



T8. Do you have a favorable or unfavorable opinion of Tom George?

Favorable ..... 9%  
Unfavorable ..... 24%  
No Opinion ..... 37%

Name ID ..... 70%  
Hard Name ID ..... 33%  
Never Heard Of..... 30%

---

T9. If the Republican primary election to choose a candidate for Governor was being held today, for whom would you vote if the candidates were Mike Bouchard, Rick Snyder, Mike Cox, Peter Hoekstra, Tom George, or another candidate?

Peter Hoekstra..... 26%  
Rick Snyder ..... 20%  
Mike Cox ..... 16%  
Mike Bouchard ..... 11%  
Another Candidate..... 3%  
Tom George..... 2%

Undecided..... 22%

---

T10. Do you consider yourself to be conservative, moderate, or liberal in your social beliefs such as same sex marriage and abortion?

Conservative..... 71%  
Moderate ..... 24%  
Liberal ..... 5%

---

T11. Do you consider yourself to be conservative, moderate, or liberal in your fiscal beliefs such as taxes and government spending?

Conservative..... 79%  
Moderate ..... 19%  
Liberal ..... 2%

---

T12. For statistical purposes, are you a man or a woman?

Female..... 54%  
Male..... 46%

---



T13. Which of the following age groups applies to you?

18-34.....	7%
35-44.....	10%
45-54.....	19%
55-64.....	22%
65+ .....	42%

---

T14. For statistical purposes only, what is your race? Are you white, Hispanic or Latino, black or African American, or another ethnic group?

White .....	93%
Hispanic/Latino .....	1%
Black/African American.....	2%
Another Ethnic Group .....	4%

---







Table 2-1  
T2. How likely are you to vote in the upcoming August primary election to choose candidates for Governor?

	GEND		AGE						GEN-AGE				REGION				COUNTY			
	TOTAL	65 PLUS	18-34	35-44	45-54	55-64	55-64	MEN 18-54	MEN 55PL	WOM 18-54	WOM 55PL	NRTH	STH WEST	STH EAST	CNTR EAST	STH EAST	MET RO	MA COMB	OAK LAND	WAY NE
TOTAL	742 100.0	341 100.0	401 100.0	141 100.0	163 100.0	312 100.0	134 100.0	208 100.0	133 100.0	267 100.0	150 100.0	149 100.0	149 100.0	140 100.0	155 100.0	140 100.0	149 100.0	41 100.0	102 100.0	133 100.0
EXTREMELY LIKELY	620 83.5	288 84.5	332 82.7	60 81.1	134 81.9	261 83.6	117 87.4	172 82.6	109 81.5	223 83.3	123 81.7	125 84.1	136 87.7	115 82.0	136 87.7	115 82.0	122 81.8	39 94.5	86 84.0	109 81.4
VERY LIKELY	86 11.6	36 10.7	50 12.4	9 12.0	18 11.7	39 12.5	12 8.7	25 11.9	17 12.9	33 12.2	18 12.1	13 8.6	14 9.1	23 16.4	14 9.1	23 16.4	18 12.3	2 5.5	11 11.2	19 14.0
SOMEWHAT LIKELY	36 4.9	17 4.9	20 4.9	5 6.9	11 6.9	12 3.9	5 3.9	11 5.5	8 5.7	12 4.5	9 6.2	11 7.3	11 7.3	2 1.6	5 3.1	2 1.6	9 5.9	5 4.8	6 4.7	

T2. How likely are you to vote in the upcoming August primary election to choose candidates for Governor?

	GOV CANDID					SOC IDEOLOGY					FISC IDEOLOGY				
	BOUC HARD	SNY DER	HOEK STRA	GEOR COX	LIB ERAL	CONSERVATIVE GE	LIBERAL ERAL	CONSERVATIVE ERAL	LIBERAL ERAL	CONSERVATIVE ERAL	LIBERAL ERAL	CONSERVATIVE ERAL	LIBERAL ERAL	CONSERVATIVE ERAL	LIBERAL ERAL
TOTAL	742 100.0	83 100.0	146 100.0	117 100.0	193 100.0	11 100.0	526 100.0	179 100.0	38 100.0	588 100.0	137 100.0	17 100.0			
EXTREMELY LIKELY	620 83.5	72 86.4	124 85.2	98 83.6	161 83.4	11 94.0	449 85.3	143 80.2	28 73.6	506 86.1	102 74.1	12 71.3			
VERY LIKELY	86 11.6	7 8.1	15 10.3	11 9.1	25 12.7	1 6.0	56 10.6	25 13.8	6 15.6	59 10.0	23 17.1	4 21.6			
SOMEWHAT LIKELY	36 4.9	5 5.6	7 4.5	9 7.3	7 3.9		21 4.1	11 6.0	4 10.8	23 3.9	12 8.8	1 7.2			

Table 3-1

T3. If the primary election for Governor was being held today would you choose to vote in the Democrat primary or the Republican primary?

	GEND		AGE						GEN-AGE						REGION						COUNTY		
	TOTAL	65 PLUS	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55PL	WOM 18-54	WOM 55PL	NRTH	WEST	STH WEST	CNTR EAST	STH EAST	MET RO	MA COMB	OAK LAND	WAY NE			
TOTAL	742 100.0	341 100.0	401 100.0	74 100.0	141 100.0	163 100.0	312 100.0	134 100.0	208 100.0	133 100.0	267 100.0	150 100.0	149 100.0	149 100.0	155 100.0	140 100.0	149 100.0	41 100.0	41 100.0	102 100.0	133 100.0		
REPUBLICAN	742 100.0	341 100.0	401 100.0	74 100.0	141 100.0	163 100.0	312 100.0	134 100.0	208 100.0	133 100.0	267 100.0	150 100.0	149 100.0	149 100.0	155 100.0	140 100.0	149 100.0	41 100.0	41 100.0	102 100.0	133 100.0		

T3. If the primary election for Governor was being held today would you choose to vote in the Democrat primary or the Republican primary?

	GOV CANDID				SOC IDEOLOGY				FISC IDEOLOGY			
	BOUC HARD	SNY DER	HOEK STRA	GEOR COX	GEOR GE	CON ERVE	MODE RATE	LIB ERAL	CON ERVE	MODE RATE	LIB ERAL	CON ERVE
TOTAL	742 100.0	83 100.0	146 100.0	117 100.0	193 100.0	11 100.0	526 100.0	179 100.0	38 100.0	588 100.0	137 100.0	17 100.0
REPUBLICAN	742 100.0	83 100.0	146 100.0	117 100.0	193 100.0	11 100.0	526 100.0	179 100.0	38 100.0	588 100.0	137 100.0	17 100.0

T4. Thinking now about people active in government... Do you have a favorable or unfavorable opinion of Mike Bouchard?

	GEN-AGE										REGION						COUNTY			
	GEND					AGE					STH			CNTR			MA		OAK	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55PL 18-54	WOM 18-54	WOM 55PL	STH WEST	STH EAST	STH CNTR EAST	STH CNTR WEST	MA COMB	MA LAND	OAK	OAK
TOTAL	742	341	401	100.0	100.0	100.0	100.0	100.0	134	208	133	267	150	149	155	140	149	41	102	133
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FAVORABLE	239	132	107	12	26	36	54	110	44	87	31	76	28	30	45	62	74	14	61	55
	32.1	38.6	26.7	23.8	35.6	25.6	32.8	35.3	33.2	42.0	22.9	28.5	18.3	20.4	28.9	44.3	49.7	34.8	60.0	41.2
UNFAVORABLE	115	66	49	13	10	31	27	34	31	35	23	26	26	28	26	12	23	8	18	16
	15.5	19.4	12.3	25.3	13.7	22.0	16.5	10.9	23.3	16.8	17.4	9.8	17.1	19.0	17.0	8.8	15.4	18.5	17.7	12.0
NO OPINION	309	116	193	18	29	53	70	138	42	73	59	135	72	67	72	55	42	17	21	49
	41.6	33.9	48.2	34.5	39.7	37.9	43.1	44.2	31.7	35.4	43.9	50.4	48.1	45.4	46.6	39.1	28.6	41.9	21.0	36.9
NAME ID	663	314	349	43	66	121	151	282	118	196	112	237	125	126	143	129	139	39	101	120
	89.3	91.8	87.2	83.6	89.0	85.6	92.5	90.4	88.2	94.2	84.1	88.7	83.5	84.8	92.4	92.2	93.7	95.2	98.7	90.0
HARD NAME ID	354	198	156	26	37	67	81	144	76	122	54	102	53	59	71	74	97	22	79	71
	47.7	57.9	38.9	49.1	49.3	47.6	49.3	46.2	56.5	58.8	40.2	38.3	35.4	39.4	45.8	53.1	65.1	53.3	77.7	53.1
NEVER HEARD OF	79	28	51	9	8	20	12	30	16	12	21	30	25	23	12	11	9	2	1	13
	10.7	8.2	12.8	16.4	11.0	14.4	7.5	9.6	11.8	5.8	15.9	11.3	16.5	15.2	7.6	7.8	6.3	4.8	1.3	10.0

T4. Thinking now about people active in government... Do you have a favorable or unfavorable opinion of Mike Bouchard?

	GOV CANDID						SOC IDEOLOGY						FISC IDEOLOGY					
	BOUC HARD	SNY DER	HOEK STRA	GEOR COX	GEOR COX	LIB ERAL	CONSERV ATIVE	LIBERAL MODE	CONSERV ATIVE	LIBERAL MODE	CONSERV ATIVE	LIBERAL MODE	CONSERV ATIVE	LIBERAL MODE	CONSERV ATIVE	LIBERAL MODE	CONSERV ATIVE	
TOTAL	742 100.0	83 100.0	146 100.0	117 100.0	193 100.0	11 100.0	526 100.0	179 100.0	38 100.0	588 100.0	137 100.0	17 100.0						
FAVORABLE	239 32.1	64 77.3	36 25.0	32 27.1	63 32.4	4 35.3	170 32.4	57 32.0	11 29.1	195 33.2	39 28.5	4 22.8						
UNFAVORABLE	115 15.5	5 6.5	28 19.0	18 15.7	40 20.9	4 33.1	73 14.0	35 19.5	7 18.3	92 15.6	23 16.5	1 7.2						
NO OPINION	309 41.6	12 15.0	72 49.3	55 46.7	68 35.3	4 31.7	230 43.8	70 39.1	9 23.6	241 40.9	64 46.7	4 26.0						
NAME ID	663 89.3	82 98.9	136 93.3	105 89.5	171 88.6	11 100.0	474 90.2	162 90.6	27 71.0	528 89.7	126 91.7	9 56.0						
HARD NAME ID	354 47.7	70 83.9	64 43.9	50 42.8	103 53.3	8 68.3	244 46.4	92 51.5	18 47.5	287 48.8	62 45.0	5 30.0						
NEVER HEARD OF	79 10.7	1 1.1	10 6.7	12 10.5	22 11.4		52 9.8	17 9.4	11 29.0	60 10.3	11 8.3	7 44.0						

Table 5-1  
T5. Do you have a favorable or unfavorable opinion of Rick Snyder?

	GEND		AGE						GEN-AGE				REGION				COUNTY									
	TOTAL	MEN	WOM	18-34		35-44		45-54		55-64		65 PLUS		MEN 18-54	MEN 55PL 18-54	WOM 18-54	WOM 55PL	STH WEST	STH EAST	CNTR EAST	STH EAST	MET RO	MA COMB	OAK LAND	WAY NE	
				100.0	341	401	100.0	52	74	141	163	100.0	100.0													312
TOTAL	742	341	401	100.0	52	74	141	163	100.0	100.0	312	312	134	208	133	267	150	149	155	140	149	100.0	100.0	41	102	133
FAVORABLE	266	119	147	23	31	46	71	95	30.6	30.6	95	95	50	69	50	97	59	51	51	52	53	35.7	35.7	14	41	45
	35.8	34.8	36.7	44.1	41.4	32.9	43.2	43.2	30.6	30.6	30.6	30.6	37.1	33.3	37.7	36.2	39.3	34.1	33.0	37.2	35.7	35.7	33.6	40.2	40.2	33.5
UNFAVORABLE	136	78	58	12	11	33	19	61	19.5	19.5	61	61	33	45	24	35	22	28	26	28	33	33	10	24	30	
	18.4	22.9	14.5	22.7	15.5	23.4	11.9	19.5	19.5	19.5	19.5	19.5	24.5	21.9	17.7	12.9	14.4	18.6	16.9	20.2	22.1	22.1	24.4	24.0	22.5	
NO OPINION	230	94	136	8	24	42	51	105	33.6	33.6	105	105	33	61	42	95	44	48	57	41	39	26.4	26.4	13	24	32
	31.0	27.5	34.0	15.7	31.8	30.1	31.4	33.6	33.6	33.6	33.6	33.6	24.5	29.5	31.1	35.4	29.4	32.4	36.9	29.6	29.6	26.4	30.7	30.7	23.1	24.1
NAME ID	633	291	342	43	66	122	141	261	83.7	83.7	261	261	115	176	116	226	125	126	135	121	125	84.2	84.2	36	89	107
	85.2	85.2	85.2	82.6	88.7	86.4	86.5	83.7	83.7	83.7	83.7	83.7	86.0	84.7	86.5	84.6	83.1	85.1	86.7	87.0	87.0	84.2	88.8	87.3	80.2	
HARD NAME ID	402	197	205	35	42	79	90	156	50.1	50.1	156	156	82	115	74	131	81	78	77	80	86	57.8	57.8	24	66	75
	54.2	57.7	51.2	66.9	56.9	56.3	55.1	50.1	50.1	50.1	50.1	50.1	61.6	55.2	55.4	49.1	53.7	52.7	49.9	57.3	57.3	57.8	58.0	64.2	64.2	56.0
NEVER HEARD OF	110	50	59	9	8	19	22	51	16.3	16.3	51	51	19	32	18	41	25	22	21	18	23	15.8	15.8	5	13	26
	14.8	14.8	14.8	17.4	11.3	13.6	13.5	16.3	16.3	16.3	16.3	16.3	14.0	15.3	13.5	15.4	16.9	14.9	13.3	13.0	15.8	11.2	11.2	12.7	19.8	

T5. Do you have a favorable or unfavorable opinion of Rick Snyder?

	GOV CANDID				SOC IDEOLOGY				FISC IDEOLOGY					
	BOUC HARD	SNY DER	COX STR	HOEK STRA	GEOR GE	CON ERVE	MODE RATE	LIB ERAL	CON ERVE	MODE RATE	LIB ERAL	CON ERVE	MODE RATE	LIB ERAL
TOTAL	742 100.0	83 100.0	146 100.0	117 100.0	193 100.0	11 100.0	526 100.0	179 100.0	38 100.0	588 100.0	137 100.0	17 100.0		
FAVORABLE	266 35.8	28 33.2	128 87.7	18 15.2	53 27.4	1 6.0	173 32.9	78 43.9	14 38.4	204 34.6	56 40.6	7 38.5		
UNFAVORABLE	136 18.4	26 31.9	5 3.7	31 26.7	41 21.1	8 74.5	93 17.8	34 18.9	9 24.2	113 19.2	22 16.1	1 7.7		
NO OPINION	230 31.0	20 23.8	10 7.1	50 42.8	69 35.9	2 19.6	177 33.6	49 27.2	5 12.7	191 32.5	36 26.4	3 18.3		
NAME ID	633 85.2	74 88.8	144 98.5	99 84.7	163 84.4	11 100.0	443 84.3	161 90.0	28 75.3	507 86.3	114 83.1	11 64.6		
HARD NAME ID	402 54.2	54 65.1	133 91.4	49 41.9	94 48.5	9 80.4	266 50.7	112 62.8	24 62.6	317 53.8	78 56.7	8 46.2		
NEVER HEARD OF	110 14.8	9 11.2	2 1.5	18 15.3	30 15.6		83 15.7	18 10.0	9 24.7	81 13.7	23 16.9	6 35.4		

Table 6-1  
T6. Do you have a favorable or unfavorable opinion of Mike Cox?

	GEND		AGE						GEN-AGE				REGION				COUNTY										
	TOTAL	MEN	WOM	18-34		35-44		45-54		55-64		65 PLUS		MEN 18-54	MEN 55PL	WOM 18-54	WOM 55PL	NRTH	WEST	STH EAST	CNTR EAST	STH WEST	STH EAST	MET RO	MA COMB	OAK LAND	WAY NE
				100.0	341	401	100.0	52	74	141	163	100.0	134														
TOTAL	742	341	401	100.0	52	74	141	163	100.0	134	208	133	267	150	149	155	140	149	100.0	100.0	100.0	100.0	100.0	100.0	41	102	133
FAVORABLE	254	130	124	17	31	43	64	99	31.6	54	75	37	87	47	51	54	43	54	34.2	34.5	30.6	40.2	60	16	38	49	
UNFAVORABLE	34.2	37.9	31.0	32.0	42.2	30.8	39.1	31.6	40.7	40.7	36.1	27.6	32.7	31.4	34.2	34.5	30.6	40.2	39.5	37.2	36.6						
NO OPINION	261	133	128	21	25	57	54	105	33.3	54	84	53	75	48	41	54	60	58	41.9	41.9	42.8	39.1	17	47	52		
NAME ID	35.2	38.9	32.0	39.7	33.2	40.3	33.3	33.6	36.4	36.4	40.4	40.0	28.1	31.8	27.6	35.1	42.8	39.1	41.9	41.9	46.4	38.7					
HARD NAME ID	182	58	124	11	13	31	37	89	28.6	21	36	34	90	43	45	42	29	22	7	13	25						
NEVER HEARD OF	24.5	16.9	30.9	21.8	17.6	22.0	22.7	28.6	15.9	17.5	17.5	25.6	33.6	28.8	30.1	27.4	20.8	14.9	16.3	12.9	18.7						
	697	320	377	49	69	131	155	292	93.8	124	195	124	252	138	137	151	132	140	97.7	97.7	94.2	94.1	40	99	126		
	93.9	93.7	94.0	93.5	93.0	93.1	95.1	93.8	93.0	93.0	94.1	93.3	94.4	92.0	91.9	97.0	94.2	94.1	97.7	96.5	94.1						
	515	262	253	37	56	100	118	203	65.2	103	159	90	163	95	92	108	103	118	33	85	101						
	69.4	76.8	63.1	71.6	75.4	71.1	72.5	65.2	77.2	76.6	76.6	67.6	60.8	63.2	61.8	69.6	73.4	79.3	81.5	83.6	75.3						
	46	22	24	3	5	10	8	19	9	12	12	9	15	12	12	5	8	9	1	4	8						
	6.1	6.3	6.0	6.5	7.0	6.9	4.9	6.2	7.0	5.9	5.9	6.7	5.6	8.0	8.1	3.0	5.8	5.9	2.3	3.5	5.9						



T7. Do you have a favorable or unfavorable opinion of Peter Hoekstra?

	GEND		AGE							GEN-AGE				REGION						COUNTY																						
	TOTAL	MEN	WOM	18-34		35-44		45-54		55-64		65 PLUS		MEN 18-54	MEN 55PL	WOM 18-54	WOM 55PL	NRTH	STH WEST	STH EAST	CNTR EAST	STH EAST	MET RO	MA COMB	OAK LAND	WAY NE																
				100.0	341	401	100.0	52	74	100.0	141	163	100.0														312	312	134	208	133	267	150	149	155	140	149	100.0	100.0	100.0	100.0	100.0
TOTAL	742	341	401	100.0	52	74	100.0	141	163	100.0	312	312	134	208	133	267	150	149	155	140	149	100.0	100.0	100.0	100.0	100.0	100.0	41	102	133												
FAVORABLE	325	170	155	20	39	53	37.9	68	41.9	68	144	144	64	107	49	106	68	75	60	55	68	17	48	54	43.8	49.9	38.6	39.1	51.9	46.2	47.7	51.3	36.3	39.7	45.1	50.4	38.5	39.0	45.8	41.1	47.1	40.1
UNFAVORABLE	140	70	70	11	10	35	24.6	32	19.7	32	53	53	34	36	22	49	33	25	24	33	25	7	19	29	18.9	20.6	17.5	21.1	13.1	13.1	17.5	16.1	18.2	22.2	16.8	15.7	23.6	16.7	16.6	18.4	22.0	
NO OPINION	222	84	138	12	22	40	28.7	49	30.3	49	98	98	30	55	45	93	36	38	61	41	45	14	28	36	29.9	24.7	34.4	23.6	29.9	28.7	26.3	33.9	34.6	24.1	25.8	39.6	29.4	30.3	34.5	27.1	26.7	
NAME ID	687	325	362	44	71	129	91.3	150	91.9	150	295	295	127	197	115	247	137	138	146	129	138	38	95	119	92.6	95.2	90.4	83.8	95.0	95.3	86.4	92.5	91.4	92.9	93.8	92.1	92.8	92.2	92.6	88.9		
HARD NAME ID	465	241	225	31	48	88	62.5	101	61.7	101	197	197	98	143	70	155	101	100	84	88	93	24	67	83	62.7	70.5	56.1	60.2	65.1	62.5	57.9	67.2	67.2	54.2	54.2	62.7	62.5	57.7	65.5	62.1		
NEVER HEARD OF	55	16	38	8	4	12	8.7	13	8.1	13	17	17	6	10	18	20	13	10	10	11	11	3	8	15	7.4	4.8	9.6	16.2	5.0	4.7	13.6	7.5	8.6	7.1	6.2	7.9	7.2	7.8	7.4	11.1		

Table 7-2  
T7. Do you have a favorable or unfavorable opinion of Peter Hoekstra?

	GOV CANDID				SOC IDEOLOGY				FISC IDEOLOGY							
	BOUC	SNY	HOEK	GEOR	CONS	MODE	LIB	CONSERVE	LIB	CONSERVE	MODE	LIB				
	HARD	DER	STRA	GE	ERVE	RATE	ERAL	ERVE	ERAL	RATE	ERAL	ERAL				
TOTAL	742	83	146	117	193	100.0	100.0	11	526	179	38	588	137	17	100.0	100.0
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FAVORABLE	325	25	32	35	183	6	254	68	4	292	33	49.6	24.3			
	43.8	29.8	21.8	30.1	94.8	48.6	48.2	37.9	9.4	49.6	24.3					
UNFAVORABLE	140	31	53	30	4	87	16.5	22.4	36.3	17.0	26.4	23.8				
	18.9	36.9	36.2	25.1	38.6	16.5	16.5	22.4	36.3	17.0	26.4	23.8				
NO OPINION	222	20	58	45	6	1	153	57	12	162	51	9				
	29.9	24.0	39.7	38.1	3.3	12.8	29.0	32.1	32.0	27.5	37.1	55.1				
NAME ID	687	75	142	110	189	11	493	165	29	553	121	13				
	92.6	90.7	97.7	93.3	98.1	100.0	93.7	92.5	77.8	94.1	87.8	78.9				
HARD NAME ID	465	55	85	65	183	10	340	108	17	392	70	4				
	62.7	66.7	58.0	55.2	94.8	87.2	64.7	60.4	45.8	66.6	50.7	23.8				
NEVER HEARD OF	55	8	3	8	4	33	6.3	13	8	35	17	4				
	7.4	9.3	2.3	6.7	1.9	6.3	6.3	7.5	22.2	5.9	12.2	21.1				





Table 9-1

T9. If the Republican primary election to choose a candidate for Governor was being held today, for whom would you vote if the candidates were Mike Bouchard, Rick Snyder, Mike Cox, Peter Hoekstra, Tom George, or another candidate?

	GEND				AGE				GEN-AGE				REGION				COUNTY			
	TOTAL	MEN	WOM	65 PLUS	45-54	55-64	MEN 18-54	MEN 55PL 18-54	WOM 55PL 18-54	WOM 55PL	NRTH	STH WEST	STH EAST	CNTR EAST	STH EAST	MET RO	MA COMB	OAK LAND	WAY NE	
TOTAL	742 100.0	341 100.0	401 100.0	312 100.0	163 100.0	133 100.0	208 100.0	208 100.0	267 100.0	150 100.0	149 100.0	140 100.0	155 100.0	140 100.0	149 100.0	41 100.0	41 100.0	102 100.0	133 100.0	
HOEKSTRA	193 26.0	102 29.9	91 22.7	84 27.0	41 25.0	41 25.0	61 29.5	61 29.5	64 23.9	49 32.6	53 35.8	26 18.9	34 21.7	34 18.9	31 20.6	10 23.2	10 23.2	20 19.8	21 15.8	
SNYDER	146 19.6	59 17.3	87 21.6	58 18.6	32 19.5	32 19.5	35 16.8	35 16.8	55 20.5	31 20.5	29 19.4	29 20.5	29 18.4	29 18.4	29 19.5	10 23.6	10 23.6	20 19.2	28 21.3	
COX	117 15.8	56 16.4	61 15.3	45 14.4	30 18.2	30 18.2	31 14.7	31 14.7	44 16.5	24 16.2	22 14.8	19 13.9	29 18.7	29 18.7	23 15.2	7 17.5	7 17.5	13 12.9	24 17.8	
BOUCHARD	83 11.2	56 16.5	27 6.7	35 11.3	21 12.7	21 12.7	37 17.8	37 17.8	19 7.0	6 4.2	11 7.2	27 19.5	18 11.8	18 11.8	21 13.9	4 10.6	4 10.6	18 17.2	22 16.4	
ANOTHER CANDIDATE	21 2.8	7 2.0	14 3.4	11 3.5	6 3.7	6 3.7	6 3.0	6 3.0	11 4.0	4 2.8	4 4.4	3 2.0	2 1.5	2 1.5	5 3.2	4 3.5	4 3.5	4 3.5	1 0.9	
GEORGE	11 1.5	4 1.2	7 1.8	6 1.8	2 1.4	2 1.4	3 1.2	3 1.2	5 2.0	1 0.9	5 3.5	3 1.8	2 1.4	2 1.4	3 1.8				3 1.9	
UNDECIDED	171 23.0	57 16.7	114 28.3	73 23.4	32 19.5	32 19.5	35 16.9	35 16.9	44 26.1	34 22.8	22 14.8	41 23.2	41 26.4	41 26.4	41 27.6	10 25.1	10 25.1	28 27.4	34 25.8	

T9. If the Republican primary election to choose a candidate for Governor was being held today, for whom would you vote if the candidates were Mike Bouchard, Rick Snyder, Mike Cox, Peter Hoekstra, Tom George, or another candidate?

	GOV CANDID				SOC IDEOLOGY				FISC IDEOLOGY					
	BOUC HARD	SNY DER	COX	HOEK STRA	GEOR GE	CON ERVE	MODE RATE	LIB ERAL	CON ERVE	MODE RATE	LIB ERAL	CON ERVE	MODE RATE	LIB ERAL
TOTAL	742 100.0	83 100.0	146 100.0	117 100.0	193 100.0	11 100.0	526 100.0	179 100.0	38 100.0	588 100.0	137 100.0	17 100.0		
HOEKSTRA				193 100.0			162 30.8	29 16.0	2 5.9	176 29.9	17 12.4			
SNYDER		146 100.0					81 15.4	51 28.4	14 36.5	108 18.4	35 25.7	2 14.7		
COX			117 100.0				82 15.6	32 17.7	4 10.4	91 15.5	25 17.9	2 9.0		
BOUCHARD	83 11.2						61 11.7	17 9.8	4 11.3	67 11.3	14 10.4	2 13.5		
ANOTHER CANDIDATE	21 2.8						7 1.4	8 4.7	5 13.1	12 2.0	2 1.2	7 42.5		
GEORGE	11 1.5				11 100.0		7 1.3	3 1.8	1 3.5	9 1.6	2 1.5			
UNDECIDED	171 23.0						125 23.8	39 21.6	7 19.3	125 21.2	42 30.9	3 20.4		

Table 10-1  
T10. Do you consider yourself to be conservative, moderate, or liberal in your social beliefs such as same sex marriage and abortion?

	GEND		AGE										GEN-AGE						REGION						COUNTY			
	TOTAL	65 PLUS	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55PL	WOM 18-54	WOM 55PL	NRTH	STH WEST	STH EAST	CNTR EAST	STH EAST	MET RO	MA COMB	OAK LAND	WAY NE								
TOTAL	742 100.0	341 100.0	401 100.0	141 100.0	163 100.0	312 100.0	134 100.0	208 100.0	133 100.0	267 100.0	150 100.0	149 100.0	155 100.0	140 100.0	149 100.0	111 100.0	41 100.0	29 100.0	102 100.0	133 100.0								
CONSERVATIVE	526 70.8	255 74.6	271 67.6	57 77.2	92 65.5	233 74.9	94 70.0	161 77.6	84 63.3	187 69.8	103 68.7	108 72.4	109 70.0	96 68.5	111 74.5	29 70.9	78 76.5	90 67.1										
MODERATE	179 24.1	74 21.5	105 26.3	15 20.6	39 27.7	69 22.3	31 23.2	43 20.5	38 28.4	67 25.2	35 23.6	32 21.3	42 26.8	42 29.7	29 19.3	10 23.3	18 17.3	40 29.9										
LIBERAL	38 5.1	13 3.9	25 6.1	2 2.2	10 6.8	9 2.9	9 6.8	4 2.0	11 8.3	13 5.0	12 7.7	9 6.4	5 3.2	2 1.8	9 6.2	2 5.8	6 6.3	4 3.0										

Table 10-2

T10. Do you consider yourself to be conservative, moderate, or liberal in your social beliefs such as same sex marriage and abortion?

	GOV CANDID				SOC IDEOLOGY				FISC IDEOLOGY			
	BOUC HARD	SNY DER	HOEK STRA	GEOR GE	CON ERVE	MODE RATE	LIB ERAL	CON ERVE	MODE RATE	LIB ERAL	CON ERVE	MODE RATE
TOTAL	742 100.0	83 100.0	146 100.0	117 100.0	193 100.0	11 100.0	526 100.0	179 100.0	38 100.0	588 100.0	137 100.0	17 100.0
CONSERVATIVE	526 70.8	61 73.9	81 55.7	82 69.7	162 84.0	7 60.5	526 100.0			481 81.8	42 30.8	2 13.5
MODERATE	179 24.1	17 21.0	51 34.9	32 27.0	29 14.8	3 27.8	179 100.0			92 15.7	81 58.9	5 32.5
LIBERAL	38 5.1	4 5.1	14 9.4	4 3.3	2 1.2	1 11.7			38 100.0	14 2.5	14 10.3	9 54.1

T11. Do you consider yourself to be conservative, moderate, or liberal in your fiscal beliefs such as taxes and government spending?

	GEND		AGE							GEN-AGE				REGION				COUNTY			
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55PL	WOM 18-54	WOM 55PL	NRTH	STH WEST	STH EAST	CNTR EAST	STH EAST	MET RO	MA COMB	OAK LAND	WAY NE
TOTAL	742	341	401	52	74	141	163	312	134	208	133	267	150	149	140	155	140	149	41	102	133
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
CONSERVATIVE	588	280	308	34	61	113	125	254	107	173	102	206	118	123	93	129	93	126	34	88	93
	79.2	81.9	77.0	66.3	82.5	80.4	76.8	81.3	79.7	83.3	76.8	77.0	78.5	82.5	66.2	83.1	66.2	84.8	82.2	86.6	69.6
MODERATE	137	57	80	14	12	23	34	53	25	32	25	55	31	24	40	23	40	20	6	11	38
	18.5	16.7	20.0	27.7	16.4	16.6	21.1	17.0	18.4	15.6	18.9	20.5	20.4	16.3	28.3	14.7	28.3	13.4	15.2	10.9	28.6
LIBERAL	17	5	12	3	1	4	3	5	2	2	6	6	2	2	2	3	8	3	1	3	2
	2.3	1.4	3.0	6.1	1.1	3.0	2.1	1.7	1.9	1.1	4.3	2.4	1.1	1.2	5.4	2.2	5.4	1.7	2.6	2.5	1.9

Table 11-2

T11. Do you consider yourself to be conservative, moderate, or liberal in your fiscal beliefs such as taxes and government spending?

	GOV CANDID				SOC IDEOLOGY				FISC IDEOLOGY			
	BOUC HARD	SNY DER	HOEK STRA	GEOR GE	CON ERVE	MODE RATE	LIB ERAL	CON ERVE	MODE RATE	LIB ERAL	CON ERVE	MODE RATE
TOTAL	742 100.0	83 100.0	146 100.0	117 100.0	193 100.0	11 100.0	526 100.0	179 100.0	38 100.0	588 100.0	137 100.0	17 100.0
CONSERVATIVE	588 79.2	67 80.1	108 74.1	91 77.8	176 91.1	9 81.6	481 91.5	92 51.7	14 38.2	588 100.0		
MODERATE	137 18.5	14 17.1	35 24.2	25 20.9	17 8.9	2 18.4	42 8.1	81 45.2	14 37.5		137 100.0	
LIBERAL	17 2.3	2 2.7	2 1.7	2 1.3			2 0.4	5 3.1	9 24.3			17 100.0

Michigan GOP Primary Auto Survey, June 8th - 9th, 2010, 742N, 3.56% MoE, Weighted Results, Magellan Data and Mapping Strategies, 1685 Boxelder St. Ste 300, Louisville, CO 80027, 303-861-8585  
 Table 12-1  
 T12. For statistical purposes, are you a man or a woman?

	GEND		AGE							GEN-AGE				REGION				COUNTY			
	TOTAL	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55PL	WOM 18-54	WOM 55PL	NRTH	STH WEST	STH EAST	CNTR EAST	STH EAST	MET RO	MA COMB	OAK LAND	WAY NE	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	742	401	52	74	141	163	312	134	208	133	267	150	149	140	155	140	149	41	102	133	100.0
MALE	341	341	35	37	62	78	130	134	208			61	64	60	60	87	69	15	46	83	100.0
FEMALE	401	401	17	37	79	85	182			133	267	89	84	96	96	53	80	27	56	51	100.0
	54.0	100.0	33.4	50.2	55.9	52.2	58.4	100.0	100.0	100.0	100.0	59.0	56.8	61.6	61.6	37.7	53.6	64.7	54.8	37.9	100.0

Table 12-2

T12. For statistical purposes, are you a man or a woman?

	GOV CANDID				SOC IDEOLOGY				FISC IDEOLOGY			
	BOUC HARD	SNY DER	HOEK STRA	GEOR GE	CON ERVE	MODE RATE	LIB ERAL	CON ERVE	MODE RATE	LIB ERAL	CON ERVE	MODE RATE
TOTAL	742 100.0	83 100.0	146 100.0	117 100.0	193 100.0	11 100.0	526 100.0	179 100.0	38 100.0	588 100.0	137 100.0	17 100.0
MALE	341 46.0	56 67.6	59 40.5	56 47.7	102 52.8	4 35.3	255 48.4	74 41.1	13 35.0	280 47.5	57 41.6	5 28.2
FEMALE	401 54.0	27 32.4	87 59.5	61 52.3	91 47.2	7 64.7	271 51.6	105 58.9	25 65.0	308 52.5	80 58.4	12 71.8

Table 13-1

T13. Which of the following age groups applies to you?

	GEND		AGE					GEN-AGE				REGION				COUNTY					
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55PL 18-54	WOM 18-54	WOM 55PL	NRTH	STH WEST	STH EAST	CNTR EAST	STH EAST	MET RO	MA COMB	OAK LAND	WAY NE
TOTAL	742	341	401	52	74	141	163	312	134	208	133	267	150	149	155	140	140	149	41	102	133
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
18-34	52	35	17	52					35	17			12	14	10	7	9	2	5	11	
	7.0	10.1	4.3	100.0					25.9	13.0			7.9	9.5	6.3	4.8	6.3	5.8	4.7	8.5	
35-44	74	37	37		74				37	37			14	17	19	9	15	3	13	7	
	10.0	10.8	9.3		100.0				27.6	27.9			9.0	11.8	12.5	6.1	10.3	8.0	13.0	5.4	
45-54	141	62	79			141			62	79			30	28	33	21	30	8	20	24	
	19.0	18.2	19.7			100.0			46.5	59.1			19.8	18.6	21.5	14.8	19.9	20.6	19.8	18.2	
55-64	163	78	85				163		78	85			85	31	32	27	40	33	11	20	33
	22.0	22.8	21.3				100.0		37.6	31.9			31.9	20.8	21.7	17.4	28.5	22.1	25.8	19.2	24.6
65 PLUS	312	130	182					312	130	182			182	64	57	66	64	62	16	44	58
	42.0	38.0	45.4					100.0	62.4	68.1			68.1	42.4	38.4	42.2	45.8	41.4	39.8	43.4	43.4

Table 13-2

T13. Which of the following age groups applies to you?

	GOV CANDID						SOC IDEOLOGY						FISC IDEOLOGY					
	BOUC HARD	SNY DER	HOEK STRA	GEOR GE	CON ERVE	MODE RATE	LIB ERAL	CON ERVE	MODE RATE	LIB ERAL	CON ERVE	MODE RATE	LIB ERAL	CON ERVE	MODE RATE	LIB ERAL		
TOTAL	742 100.0	83 100.0	146 100.0	117 100.0	193 100.0	11 100.0	526 100.0	179 100.0	38 100.0	588 100.0	137 100.0	17 100.0						
18-34	52 7.0	8 10.0	12 8.2	8 6.8	12 6.4	1 11.5	28 5.4	15 8.1	9 23.8	34 5.9	14 10.5	3 18.6						
35-44	74 10.0	11 12.7	15 10.2	14 11.9	21 11.0	1 6.6	57 10.9	15 8.5	2 4.3	61 10.4	12 8.8	1 4.9						
45-54	141 19.0	8 10.2	29 20.1	21 17.8	34 17.9	1 12.5	92 17.6	39 21.8	10 25.5	113 19.3	23 17.1	4 24.9						
55-64	163 22.0	21 24.9	32 21.8	30 25.3	41 21.1	2 19.9	114 21.7	40 22.6	9 22.7	125 21.3	34 25.1	3 20.6						
65 PLUS	312 42.0	35 42.3	58 39.7	45 38.3	84 43.7	6 49.4	233 44.4	69 38.8	9 23.7	254 43.1	53 38.6	5 31.0						

Michigan GOP Primary Auto Survey, June 8th - 9th, 2010, 742N, 3.56% MoE, Weighted Results, Magellan Data and Mapping Strategies, 1685 Boxelder St. Ste 300, Louisville, CO 80027, 303-861-8585  
 Table 14-1  
 T14. For statistical purposes only, what is your race? Are you white, Hispanic or Latino, black or African American, or another ethnic group?

	GEND		AGE										GEN-AGE						REGION						COUNTY																			
	TOTAL		18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55PL	WOM 18-54	WOM 55PL	NRTH	STH WEST	STH EAST	CNTR EAST	STH EAST	MET RO	MA COMB	OAK LAND	WAY NE																								
	742	341	52	74	141	163	312	134	208	133	267	150	149	140	155	140	149	149	41	102	133	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0							
TOTAL	742	341	52	74	141	163	312	134	208	133	267	150	149	140	155	140	149	41	102	133	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0					
WHITE	693	310	45	66	133	149	301	116	195	128	255	142	142	124	143	124	143	39	96	125	93.4	90.9	95.6	86.4	89.1	94.0	91.0	96.6	86.5	93.7	95.9	95.4	94.5	95.6	92.4	88.5	96.0	94.8	94.4	93.8				
HISPANIC LATINO	9	6	3	4	4		1	5	1	3		2	1	3	3	3				3	2.4	1.2	1.8	0.6	7.8	4.9		0.3	3.9	0.5	1.9	1.1	0.6	1.9	2.3									
BLACK AFRICAN AMERICAN	13	11	2	2	3	5	3	4	7	1	1	1	2	3	3	5	2	2	3	5	3.8	1.7	3.3	0.4	2.1	2.4	3.2	0.8	3.1	3.4	0.6	0.3	0.5	1.4	1.7	3.6	1.5							
ANOTHER ETHNIC GROUP	27	14	3	3	5	9	7	9	5	2	12	6	4	6	4	8	4	2	2	3	3.7	3.7	4.0	3.4	5.7	3.9	3.5	5.8	6.5	2.4	1.6	4.3	3.9	2.4	4.0	5.6	2.5	4	2	5.2	2.5	3	2.5	

Table 14-2

T14. For statistical purposes only, what is your race? Are you white, Hispanic or Latino, black or African American, or another ethnic group?

	GOV CANDID				SOC IDEOLOGY				FISC IDEOLOGY			
	BOUC HARD	SNY DER	HOEK STRA	GEOR GE	CON ERVE	MODE RATE	LIB ERAL	CON ERVE	MODE RATE	LIB ERAL	CON ERVE	MODE RATE
TOTAL	742 100.0	83 100.0	146 100.0	117 100.0	193 100.0	11 100.0	526 100.0	179 100.0	38 100.0	588 100.0	137 100.0	17 100.0
WHITE	693 93.4	82 98.9	138 94.9	111 94.6	180 93.1	10 88.5	489 92.9	171 95.4	34 91.2	550 93.6	130 94.7	13 78.5
HISPANIC LATINO	9 1.2	1 0.7	2 1.5	2 0.9	2 0.9	7 1.3	2 4.6	4 0.6	2 3.0	4 0.6	4 3.0	1 4.9
BLACK AFRICAN AMERICAN	13 1.7	3 2.3	1 1.3	4 2.0	4 2.0	11 2.0	11 2.0	1 0.7	1 2.3	11 1.9	1 1.1	1 1.1
ANOTHER ETHNIC GROUP	27 3.7	1 1.1	3 2.1	3 2.6	8 3.9	1 11.5	20 3.7	7 3.9	1 1.9	23 3.9	2 1.2	3 16.7



REGION	GOV CANDID						SOC IDEOLOGY						FISC IDEOLOGY					
	BOUC HARD	SNY DER	HOEK STRA	GEOR GE	CONS ERVE	MODE RATE	LIB ERAL	CONS ERVE	MODE RATE	LIB ERAL	CONS ERVE	MODE RATE	LIB ERAL	CONS ERVE	MODE RATE	LIB ERAL		
TOTAL	742 100.0	83 100.0	146 100.0	117 100.0	193 100.0	11 100.0	526 100.0	179 100.0	38 100.0	588 100.0	137 100.0	17 100.0						
NORTH	150 20.2	6 7.5	31 21.1	24 20.7	49 25.4	1 12.1	103 19.6	35 19.8	12 30.6	118 20.0	31 22.3	2 9.5						
SOUTHWEST	149 20.0	11 13.0	29 19.8	22 18.7	53 27.6	5 45.5	108 20.5	32 17.7	9 25.1	123 20.8	24 17.7	2 10.5						
CENTRAL EAST	155 20.9	18 22.0	29 19.6	29 24.8	34 17.5	2 19.7	109 20.7	42 23.2	5 13.2	129 21.9	23 16.7	3 20.0						
SOUTHEAST	140 18.8	27 32.8	29 19.7	19 16.6	26 13.7	3 22.7	96 18.2	42 23.2	2 6.6	93 15.7	40 28.8	8 44.8						
METRO	149 20.0	21 24.8	29 19.8	23 19.3	31 15.9		111 21.1	29 16.0	9 24.6	126 21.4	20 14.5	3 15.3						