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**Poll Results for Michigan voters just 25 days away from the November election reflect hope for Bernero, significant voter penetration by Snyder into Democratic voting Communities and the pathway to a competitive November election contest for Governor in Michigan.**

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Foster McCollum White and Associates, a Political and Governmental Affairs consulting firm based in Troy and Detroit Michigan and Baydoun Consulting, a political communications consulting firm based in Dearborn, Michigan conducted a telephone-automated polling study of Michigan voters to determine their voting preferences for the 2010 November General Election. A survey of registered voters, equally pre-weighted towards registered Democratic and Republican voter percentages and Independent voters who have already voted or are certain or likely to vote in the November 3<sup>rd</sup> general election was conducted on October 7<sup>th</sup>, 2010. This study produced a list of 2,282 respondents. This sample is reflective of voters who have a consistent history of participating in Gubernatorial and President Elections in 2006 AND 2008 general election cycles *as well as* those who participated in the 2010 primary election. Our list based sample pool was pre-weighted to geographical regions of Michigan and weighted to traditional county, municipal, gender and age cluster voter turnout percentages for gubernatorial contests in Michigan. Our polling study compared voter sentiment in various races for the November ballot. For reporting purposes, we will focus our findings on the following general election contest:

Governor

Attorney General

Secretary of State

State Ballot Proposal 2

United States Congressional (Generic Partisan Brand Support)

State Senate Districts (Generic Partisan Brand Support)

The margin of error for this polling sample is 2.05%. 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. This poll was commissioned by Foster McCollum White and Associates and Baydoun Consulting 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



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Council on Public Polls in the gathering and reporting of polling data. **Foster McCollum White and associates and Baydoun Consulting will be conducting a post debate poll of Michigan voters for the Governor's campaign and Michigan voter sentiment on Monday October 11, 2010 and releasing the results on our polling for other Michigan election contest and the post Governor debate on Thursday October 14, 2010.**

### **Voter turnout projection**

Foster McCollum White and Associates used its voter analysis trending tools to review the past 10 gubernatorial election cycles and the last 11 presidential election cycles to determine the voter participation trends in gubernatorial elections and the applicable voter transition fatigue factor from Presidential elections to gubernatorial elections. These trends allowed us to identify two modifiers for projecting turnout for this type of election cycle:

Positive voter participation factor

The historical modifier for voter transition fatigue factor (Presidential to Gubernatorial)

When applying these modifiers to the standard participation calculation model, we project a total voter turnout of 3,046,191 voters for the 2010 Michigan General Election out of a registered voter pool of 7,244,356 voters (42.05% of the registered voter base).

### **Major 17 Michigan County Factor**

Upon review of Michigan general election contest dating back to 1970, we found an interesting voter population trend that is a predictive indicator of the outcome of partisan and ballot question campaign success. Over this time period Michigan's voter turnout is weighted disproportionately to a small number of counties, 17 of the 83 with the state. In each election since the 1992 Presidential election cycle, these 17 counties have produced a consistent range of 75% 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. In these 17 counties, six are consistently strong Democratic voting communities in state-wide elections. These counties are:

Wayne, Washtenaw, Muskegon, Ingham, Genesee, Saginaw

Seven of the top 17 counties are consistently strong Republican voting communities

Berrien, Eaton, Jackson, Kent, Lapeer, Livingston, Ottawa

Four of the 17 have become the swing communities, the harbinger to predict success in a partisan election. These counties are:

Oakland, Macomb, Kalamazoo, Monroe

For the purposes of this poll, we will review cross tab data for these 17 counties and analyze the three voting clusters of the 17 with respect to the Governor's race



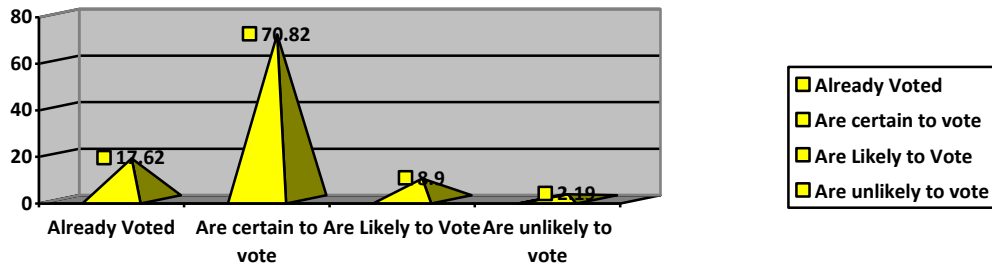
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**State - Wide Aggregate Results – 2282 Respondents**

*Question 1: How likely are you to vote in the November election, have you already voted, are you certain to vote, are you likely to vote, or are you unlikely to vote?*

*1-Already Voted, 2-Are certain to vote, 3- Likely to vote, 4- Are not likely to vote*

1 (Already Voted):	17.62%
2 (Are certain to vote):	70.82%
3 (Are likely to vote):	8.90%
4 (Are unlikely to vote):	2.19%

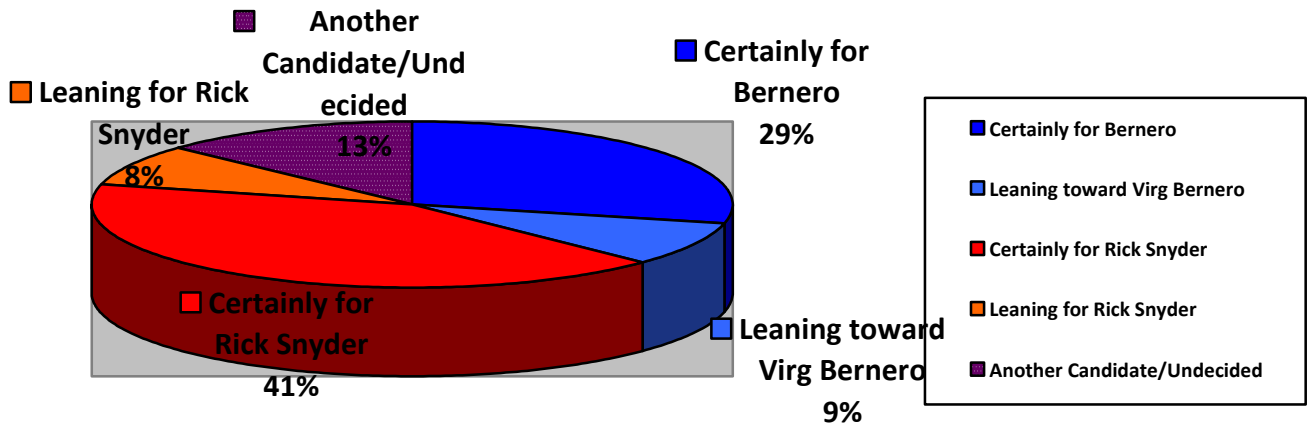


**Governor’s Campaign**

**Aggregate Results**

*Question #2: The general election for Governor is 27 days away. If the election for Governor was held today, who would you vote for, Certainly for Virg Bernero, leaning toward Virg Bernero, Certainly for Rick Snyder, leaning towards Rick Snyder, another candidate or undecided?*

<i>(Certainly for Virg Bernero):</i>	28.56%
<i>(Leaning toward Virg Bernero):</i>	8.52%
<b>Total Virg Bernero</b>	<b>37.08%</b>
<i>(Certainly for Rick Snyder):</i>	41.87%
<i>(Leaning toward Rick Snyder):</i>	7.88%
<b>Total Rick Snyder</b>	<b>49.75%</b>
<i>(another Candidate or undecided):</i>	13.16%



For the first time since the initial post primary poll was released on August 5 2010, Virg Bernero is within 12 points of Rick Snyder and Rick Snyder has fallen below the 50% threshold, which is critical to maintaining a psychological advantage in the minds of voters, funders and institutional that a campaign is secured in advance of the actual election. Snyder hard core support base advantage has been narrowed to 12 percent and Bernero has taken a generated a 1 point advantage in the soft partisan support, with an undecided voter base of 13.16%. While it is still a difficult road ahead, the numbers reflect movement opportunity among the soft partisan vote bases for both candidates (voters leaning towards one candidate) and the undecided population is large enough to swing over the last 25 days of the election.

**Voter Participation method (Absentee versus Poll voters)**

**Absentee Voters**

<i>(Certainly for Virg Bernero):</i>	32.98%
<i>(Leaning toward Virg Bernero):</i>	7.72%
<b>Total Virg Bernero</b>	<b>40.70%</b>
<i>(Certainly for Rick Snyder):</i>	47.02%
<i>(Leaning toward Rick Snyder):</i>	4.21%
<b>Total Rick Snyder</b>	<b>51.23%</b>
<i>(another Candidate or undecided):</i>	8.07%

Michigan November elections traditionally carries a statewide voter participation split of 22% absentee voter to 78% Poll location voters, with urban communities producing voter participation split of 28% absentee voter to 72% Poll location voters. Our polling data suggest a tightening of the race, especially when we review the absentee voter community. Our poll identifies absentee voters with the already voted respondents to question number 1 in our poll. This universe has either already mailed their ballot in or has completed their ballot and will be mailing it in immediately. Bernero has narrowed the gap between himself and Snyder to 10.53 points with this voter class. Bernero trails



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the within the hard partisan absentee ballot voter grouping by 14.04 points, but has an advantage in the soft partisan supporters of 3.51 points. While the undecided category is very small, at 8.07%, Snyder command of this voter group is weakening slightly.

**Poll Location Voters**

<i>(Certainly for Virg Bernero):</i>	28.11%
<i>(Leaning toward Virg Bernero):</i>	8.52%
<b>Total Virg Bernero</b>	<b>36.63%</b>
<i>(Certainly for Rick Snyder):</i>	41.63%
<i>(Leaning toward Rick Snyder):</i>	8.58%
<b>Total Rick Snyder</b>	<b>50.21%</b>
<i>(another Candidate or undecided):</i>	13.16%

Snyder has a significant advantage currently with poll voters, currently polling at 50.21% to 36.63% for Bernero, an advantage of 13.58 points. Snyder is statistically tied with Bernero with soft candidate voters and is almost at 42% with his hard partisan support. At 28.11% hard Bernero voter support among poll location voters, the data suggest that Bernero hasn't connected with voter regarding his personal story. Bernero must find a way to inform voters of his story and why he is the man, at this time, for their needs. Snyder's data suggest that his primary election strategy of communicating his personal story has left a creditable mark on November election voters. It gives Snyder a base that could provide him an opportunity to achieve low to mid 50% range with poll location voters. The poll location voter battleground, based on our election models of demographic trends in Michigan Gubernatorial contest, will be in the 40 year old to 55 year old voting group, 56 to 64 year old voting group and 31 to 40 year old voting group.



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**Party Partisan Voting Communities**

**Democratic Leaning Voters**

<i>(Certainly for Virg Bernero):</i>	55.34%
<i>(Leaning toward Virg Bernero):</i>	8.93%
<b>Total Virg Bernero</b>	<b>64.27%</b>
<i>(Certainly for Rick Snyder):</i>	16.98%
<i>(Leaning toward Rick Snyder):</i>	4.39%
<b>Total Rick Snyder</b>	<b>21.37%</b>
<i>(another Candidate or undecided):</i>	14.35%

Bernero has a significant advantage with Democratic voters, yet has been weakened by a significant incursion into the Democratic voting community by Snyder. Snyder has 21.37% voter support among Michigan Democratic Party voters. An additional challenge for Bernero is the significant block of Democratic voters who are undecided, 14.35%, with 25 days to go before the election. The data suggest that Snyder is doing an impressive job of fighting Bernero with Bernero’s voter base. This limits Bernero’s opportunities to aggressive court Independents and liberal Republican voters, due to the efforts to solidify his voter base. The data also suggest that Bernero is suffering from lack of personal awareness among his voting base. Democratic voters know he’s a Democrat, but may not know much about him, how he has been shaped in life for this campaign and how he can make the office work to meet their personal needs.

**Republican Leaning Voters**

<i>(Certainly for Virg Bernero):</i>	7.76%
<i>(Leaning toward Virg Bernero):</i>	7.21%
<b>Total Virg Bernero</b>	<b>14.97%</b>
<i>(Certainly for Rick Snyder):</i>	66.54%
<i>(Leaning toward Rick Snyder):</i>	8.69%
<b>Total Rick Snyder</b>	<b>75.23%</b>
<i>(another Candidate or undecided):</i>	9.80%

Conversely, Snyder is polling adequately well among Republican voters but he has some challenges to clear before he can assume 90 to 95% republican voter support. Currently, Bernero enjoys 14.97% voter support among Republicans. That, in addition to an undecided number of 9.8% suggests that Snyder’s Republican voter may not be fully ready to embrace him in similar fashion as they did former Michigan Governor John Engler. Bernero has an opportunity to create Republican uncertainty if he can remind them of the policy differences that they share with Snyder. It is a dangerous road, but that disconnect gives Bernero an opportunity to drive a wedge between Snyder and his voter base.



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**Independent Voters**

<i>(Certainly for Virg Bernero):</i>	19.57%
<i>(Leaning toward Virg Bernero):</i>	9.08%
<b>Total Virg Bernero</b>	<b>28.65%</b>
<i>(Certainly for Rick Snyder):</i>	46.55%
<i>(Leaning toward Rick Snyder):</i>	10.36%
<b>Total Rick Snyder</b>	<b>56.91%</b>
<i>(another Candidate or undecided):</i>	14.45%

Snyder electoral strength continues to be the independent voting community. It was his appeal to them during the August primary that robbed Speaker of the House Andy Dillon of the voter community he desperately needed to win the Democratic nomination. Neither Dillon nor Snyder would have won their party’s nomination without this voting bloc. The independent voter support of Snyder is consistent heading into the November election. Snyder currently leads Bernero by 28.35%, with only 14.45% undecided. This is significant and a significant challenge for Bernero to overcome in the next 25 days.

**Geographical Voting Communities**

Regions in Michigan where Bernero is currently competitive:

**Thumb region**

<i>(Certainly for Virg Bernero):</i>	31.16%
<i>(Leaning toward Virg Bernero):</i>	7.97%
<b>Total Virg Bernero</b>	<b>39.13%</b>
<i>(Certainly for Rick Snyder):</i>	37.32%
<i>(Leaning toward Rick Snyder):</i>	6.28%
<b>Total Rick Snyder</b>	<b>43.60%</b>
<i>(another Candidate or undecided):</i>	25.49%

(Huron, Bay, Saginaw, Genesee, Lapeer, St. Clair, Sanilac, Tuscola)

**8 Counties - 9.6% of counties, 12.1% of State’s population, 83.2% White, 10.5% African American, 3.6% Latino American, .8% Asian American**

The thumb region of Michigan is traditionally a Democratic voting pocket. It is home to two of the major 6 Democratic counties (Genesee and Saginaw), a traditional Democratic voting county (Bay) and other counties where Democrats are competitive. Snyder’s ability to be competitive here is hurtful to Bernero’s efforts and demonstrates Snyder’s reach into the Democratic voter base. Snyder leads Bernero by 4.47 points in total support and 6.16 points in hardcore voter support with 25.49% of the voters undecided.





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**Southeastern Michigan – Snyder Home Region**

<i>(Certainly for Virg Bernero):</i>	31.13%
<i>(Leaning toward Virg Bernero):</i>	9.40%
<b>Total Virg Bernero</b>	<b>40.53%</b>
<i>(Certainly for Rick Snyder):</i>	39.14%
<i>(Leaning toward Rick Snyder):</i>	7.86%
<b>Total Rick Snyder</b>	<b>47.00%</b>
<i>(another Candidate or undecided):</i>	12.49%

(Wayne, Oakland, Macomb, Washtenaw, Monroe)

**5 Counties – 6% of counties, 44.8% of State’s population, 67.4% White, 23.4% African American, 3.8% Latino, 3.7% Asian American**

The Southeastern region of Michigan is home to two of the major 6 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. This is Snyder’s home base region and leads Bernero by 6.47 points in total support and 8.01 points in hardcore voter support with only 12.49% of the voters undecided.

**Upper Peninsula Region**

<i>(Certainly for Virg Bernero):</i>	32.47%
<i>(Leaning toward Virg Bernero):</i>	5.20%
<b>Total Virg Bernero</b>	<b>37.67%</b>
<i>(Certainly for Rick Snyder):</i>	37.66%
<i>(Leaning toward Rick Snyder):</i>	10.39%
<b>Total Rick Snyder</b>	<b>48.05%</b>
<i>(another Candidate or undecided):</i>	14.29%

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

**15 counties -18.1% of counties, 3.1% of State’s population 90% White, 2.4% African American, 3.8% Native American, 1.2% Latino American**

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. Snyder only leads Bernero by 10.38 points, with a smaller margin 5.19 points, among hardcore voter support. This is a fluid region with an opportunity for movement among candidate selection prior to November 2<sup>nd</sup> election.





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**Regions in Michigan where Snyder has a significant voter advantage:**

**Central Michigan – Bernero Home region**

<i>(Certainly for Virg Bernero):</i>	30.79%
<i>(Leaning toward Virg Bernero):</i>	7.94%
<b>Total Virg Bernero</b>	<b>38.73%</b>
<i>(Certainly for Rick Snyder):</i>	45.71%
<i>(Leaning toward Rick Snyder):</i>	6.35%
<b>Total Rick Snyder</b>	<b>52.06%</b>
<i>(another Candidate or undecided):</i>	9.21%

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

**14 Counties – 16.9% of counties, 13.7% of State’s population, 87% White, 5.5% African American, 3.9% Latino American, 1.6% Asian American**

The Central region of Michigan is a very competitive region that tends towards Republicans, but has one of the major 6 Democratic counties (Ingham) and a traditional Democratic voting county (Calhoun) that helps make the region competitive. This is Virg Bernero’s home voting region. It is home to three of the major 7 Republican counties (Eaton, Jackson and Livingston). Snyder currently holds a lead of almost 14 points over Bernero in Bernero’s home region. Snyder’s ability to be potential win here is hurtful to Bernero’s efforts and demonstrates Snyder’s reach into the Democratic voter base and maintain his Republican base in spite of policy differences with parts of the Republican base. Snyder leads Bernero by 13.33 points in total support and 14.92 points in hardcore voter support with 9.21% of the voters undecided.

**Northern Lower Peninsula region**

<i>(Certainly for Virg Bernero):</i>	22.07%
<i>(Leaning toward Virg Bernero):</i>	10.81%
<b>Total Virg Bernero</b>	<b>32.88%</b>
<i>(Certainly for Rick Snyder):</i>	43.24%
<i>(Leaning toward Rick Snyder):</i>	5.86%
<b>Total Rick Snyder</b>	<b>49.10%</b>
<i>(another Candidate or undecided):</i>	18.02%

(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)

**32 counties – 36.2% of counties 7.4% of State’s population, 93.8% White, 1.3% African American, 1.3% Native American, 1.6% Latino American**

The Northern Lower Peninsula region of Michigan is traditionally a Republican voting pocket. None of the major 17 counties are located in the Upper Peninsula. Snyder leads Bernero by 16.22 points in total support and 21.17 points in hardcore voter support with 18.02% of the voters undecided.



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**Southwestern Michigan Region**

<i>(Certainly for Virg Bernero):</i>	24.12%
<i>(Leaning toward Virg Bernero):</i>	7.46%
<b>Total Virg Bernero</b>	<b>31.58%</b>
<i>(Certainly for Rick Snyder):</i>	46.49%
<i>(Leaning toward Rick Snyder):</i>	8.99%
<b>Total Rick Snyder</b>	<b>55.48%</b>
<i>(another Candidate or undecided):</i>	12.94%

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

**12 Counties – 14.5% of counties, 18.8% of population, 82.3% White, 7.3% African American, 1.6% Asian American, 6.9% Latino American, .5% Native American**

The region of Michigan is traditionally a Strong Republican voting pocket. It is home to three of the major 7 Republican voting counties (Kent, Ottawa and Berrien) and 1 of the 4 major swing counties (Kalamazoo). The Southwestern region is home to 1 of the major 6 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), which present opportunities for Democrats to be competitive or in the 2008 presidential election, win the region. Snyder leads Bernero by 23.9 points in total support and 22.37 points in hardcore voter support with 12.94% of the voters undecided.



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## Election influencing communities – the major voting counties in Michigan

### Major 17 County Voters

(Counties combined traditional represent 75% to 83% of voter participation in Michigan State-wide elections)

(Certainly for Virg Bernero):	29.94%
(Leaning toward Virg Bernero):	8.59%
<b>Total Virg Bernero</b>	<b>38.53%</b>
(Certainly for Rick Snyder):	41.57%
(Leaning toward Rick Snyder):	7.68%
<b>Total Rick Snyder</b>	<b>49.25%</b>
(another Candidate or undecided):	12.23%

Snyder leads Bernero by 10.72 points in total support and 11.63 points in hardcore voter support with 12.23% of the voters undecided. This is a significant positive for Snyder, but gives Bernero hope, as he has closed the gap to under 11 points. Bernero needs the number to move more quickly in this direction for him to have an opportunity for victory on November 2<sup>nd</sup>.

### Major 17 County Voters

**Democratic 6 (Wayne, Genesee, Washtenaw, Muskegon, Saginaw, Ingham)**

(Certainly for Virg Bernero):	36.97%
(Leaning toward Virg Bernero):	7.88%
<b>Total Virg Bernero</b>	<b>44.85%</b>
(Certainly for Rick Snyder):	35.35%
(Leaning toward Rick Snyder):	8.08%
<b>Total Rick Snyder</b>	<b>43.23%</b>
(another Candidate or undecided):	11.72%

Snyder is in a statistical tie with Bernero in the major Democratic counties in Michigan. Snyder's ability to be competitive here is directly paramount to his lead over Bernero. Right now, Democratic and independent voters who lean Democratic are openly considering Snyder's personal and policy messaging. Snyder leads Bernero by 10.72 points in total support and 11.63 points in hardcore voter support with 12.23% of the voters undecided.



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**Major 17 County Voters**

**Republican 7 (Kent, Ottawa, Berrien, Jackson, Eaton, Lapeer, Livingston)**

<i>(Certainly for Virg Bernero):</i>	22.90%
<i>(Leaning toward Virg Bernero):</i>	7.25%
<b>Total Virg Bernero</b>	<b>30.15%</b>
<i>(Certainly for Rick Snyder):</i>	51.15%
<i>(Leaning toward Rick Snyder):</i>	7.63%
<b>Total Rick Snyder</b>	<b>58.78%</b>
<i>(another Candidate or undecided):</i>	11.07%

Snyder leads Bernero by 28.63 points in total support and 28.25 points in hardcore voter support with 12.23% of the voters undecided.

**Major 17 County Voters**

**Swing 4 (Oakland, Macomb, Kalamazoo, Monroe)**

<i>(Certainly for Virg Bernero):</i>	30.00%
<i>(Leaning toward Virg Bernero):</i>	9.07%
<b>Total Virg Bernero</b>	<b>39.07%</b>
<i>(Certainly for Rick Snyder):</i>	38.75%
<i>(Leaning toward Rick Snyder):</i>	9.38%
<b>Total Rick Snyder</b>	<b>48.13%</b>
<i>(another Candidate or undecided):</i>	12.81%

Snyder leads Bernero by 9.06 points in total support and 8.75 points in hardcore voter support with 12.23% of the voters undecided. Bernero is closing the gap and must continue to in order to be successful in November.



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### **Summation**

The data suggest that if the Governor's campaign is tightening, but Bernero has significant work to do achieve campaign success. Bernero's focus over the next 25 days must include the following:

- Improve his support ratings among Democratic voters and decrease Snyder's incursion into the Democratic voter community
- Recapture his home voting region and win that region by a minimum 10 point cushion
- Win Southeastern Michigan and the Thumb region of Michigan. That is mandatory for Democratic victory
- Become competitive in Southwestern Michigan. Democrats who are successful statewide cannot lose this region by more than 15 points.
- Find a way to raise the policy and philosophical differences between Snyder and the right of center organizations and Tea Party groups within the Republican Party, to weaken Snyder's base of support.
- Use his position as Mayor and running mate Brenda Lawrence's experience as a Mayor to reshape his message to more specific community impact focus and their personal commitment to help citizens. The traditional partisan messaging isn't strengthening his support with Democratic voters or making him competitive with independents. He is better positioned to argue for those voters due to the daily impact mayor's have on voters lives. That needs to be clearly communicated.

Snyder is positioned for a victory that reshapes the Michigan electoral map, comparable to President Obama's national victory. Snyder is competitive in areas that traditionally lean or support Democrats. Snyder's goals for the next 25 days should include:

- Continue the messaging plan. He is making inroads into Democratic areas and dominating Independent voting blocks. He must maintain this advantage.
- Press more campaign activity into the Central, Southeastern and Thumb Regions of Michigan, to press the advantage and force Bernero to fight in Democratic and his home base
- Refine his message to show community impact from a Snyder campaign. It is the one existing area of weakness in his messaging and an area of significant strength for Bernero and running mate Brenda Lawrence.
- Continue and expand outreach efforts into Minority voting communities. These communities are significant (12% and higher) in 5 of the major 7 Republican counties and 3 of the 4 major swing counties along with all of the Major 6 Democratic counties.
- Considering that urban voting tend to vote at a absentee ballot participation rate higher than the statewide average of 22% and is heavily democratic in voting preference, Snyder must add separation now between himself and Bernero, to maintain a 10 point margin when the absentee vote are tallied.



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An additional challenge for Bernero is to take advantage of the demographic factors that are counter to the polling data. Michigan's socio-economic demographics for a gubernatorial election favor a Democratic candidate. That hasn't been exploited by Bernero or the Democratic Party. The opportunity exists for a very competitive election, but Bernero must show continued positive movement to make a competitive finish a victory.