

3/25/2019

Re: Warren, Michigan Mayoral poll

To Whom It May Concern;

Ross Group Research conducted a poll of likely voters in Warren, Michigan March 18 and 19, 2019.

Ross Group contracted Forward Support to provide assistance in the selection of a voter sample and analysis of the polling results. Forward Support was not provided the identity of the originating party for the poll, so as to maintain an independent analysis.

The poll was conducted by an automated dial and response system, with a recorded response, not live operators (robopoll).

Voters were randomly selected in two pools of voters, those likely to vote who are age 60 years and older, and those likely to vote who are under age 60 years. Total responses in these two pools were balanced to equal the demographic breakdown of all likely voters. The pool available for polling was limited to those with available phone numbers; either landlines or cell phones.

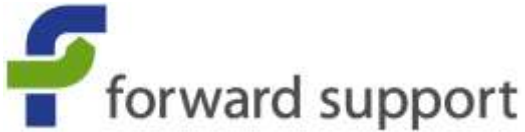
As with all automated polling systems, while a phone number may be attached to a particular voter, it is not possible to confirm if that the selected voter answered the call. As expected as well, some populations of voters are more likely than others to respond to an automated poll. The skewing of the respondents will be analyzed below.

Respondents were asked a series of four questions (attached). Only those who completed all four questions are included in the results here. 304 respondents completed all four questions. The margin of error for the overall poll with a 95% confidence is +/- 5.6%. Smaller subgroups within the poll cannot be considered statistically reliable.

Results for the final question: "If Steve Bieda ran for Mayor this year against the incumbent Jim Fouts, for whom would you vote for?"

	Responses	-5.6%	+5.6%
Steve Bieda	29.6%	24.0%	35.2%
Jim Fouts	37.8%	32.2%	43.4%
Undecided	32.6%	27.0%	38.2%

Responses in support of the two candidates fall within the estimated margin of error.



The first three questions of the poll asked for Gender, Age and Party. Review of the self-identified make up of respondents in comparison to the full pool of likely voters reveals:

- 1) Men were slightly over represented among respondents, but to a minimal amount.

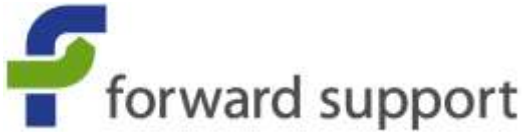
	Respondents	Likely Voters
Male	47%	45%
Female	53%	55%

- 2) The youngest voters are largely absent in the respondent pool, leaving older voters largely over represented.

	Respondents	Likely Voters
18 to 39	4%	29%
40 to 59	38%	33%
60 to 74	32%	23%
75 and over	27%	15%

- 3) Michigan does not record party registration, so the figures for party in the voting population are estimated based on previous polling results and election outcomes. Given this, it appears that self-identified Republicans are over represented while Independents are underrepresented.

	Respondents	Likely Voters (estimated)
Democrat	34%	35%
Republican	33%	25%
Independent or Other	34%	40%



4) The difference in support between Bieda and Fouts among Male and Female voters was not statistically significant.

	Bieda	Fouts	Undecided
Male	31%	36%	33%
Female	28%	39%	33%

5) By age group, the oldest (75+) voter group was more likely to support Fouts, while the middle two age groups (40 to 59 and 60 to 74) were more likely to support Bieda. The youngest age group (18 to 39) had too few respondents to be considered a significant result.

	Bieda	Fouts	Undecided
18 to 39	18%	36%	45%
40 to 59	34%	29%	37%
60 to 74	38%	29%	34%
75 +	15%	62%	23%

6) Voters who identified as Democrats were significantly more likely to support Bieda and those identifying as Republicans were significantly more likely to support Fouts. Those identifying as Independent or Other were more likely to be Undecided.

	Bieda	Fouts	Undecided
Democrat	43%	27%	29%
Republican	21%	57%	22%
Independent or Other	24%	30%	46%

Jim Robison

Forward Support, Inc