

Mitchell Research & Communications Inc.

**Counselors in Public Relations
Public Affairs/Political Consulting
Marketing Research/Polling**

P R E S S R E L E A S E

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Obama and Romney Tied in Michigan

Obama 47% - Romney 46%

EAST LANSING, Mich. — President Barack Obama and Republican challenger Mitt Romney are in a statistical dead heat in the battleground state of Michigan according to the latest Mitchell Poll. Obama leads with 47% while Romney is just 1% behind at 46% in the telephone poll of 750 likely voters in the November General Election. The automated survey was conducted Monday June 18, 2012 before Romney started his bus tour through the state. The poll has a Margin of Error + or – 3.58% at the 95% level of confidence. The survey was conducted by Mitchell Research for the media and was not paid for by any campaigns or committees.

“It looks as though Mitt Romney’s home state is going to be a battleground state this year. There is good news and bad news for both candidates in the survey,” Steve Mitchell, Chairman of Mitchell Research & Communications, Inc. said. “The good news is that almost half (49%) of the voters say they have a favorable impression of President Obama. In past elections, the percentage of voters that approve of the job a president is doing is almost identical to the percentage of the vote the president gets on Election Day. The good news for Romney is that he is holding the president below 50% in both his job approval (49%) and his share of the vote (47%).”

Obama leads in Detroit (78%-22%) but he will likely do better in the city when the vote is held. Romney leads in the crucial Tri-County area surrounding Detroit (53%-45%). That area includes Wayne County outside of the City of Detroit, Oakland and Macomb Counties. In the rest of the state outside the Tri-County area, Romney leads 47%-45%.

“Romney should be doing better outstate. It is obvious now why he chose outstate areas to visit on his bus tour. He needs to shore up support in those areas,” Mitchell said.

The gender gap that we have seen nationally and in other states exists in Michigan too. Romney leads Obama by 9% (49%-41%) with men but Obama leads by 11% with women (52%-41%). However, when you look at Obama’s job approval, he seems to have more trouble with men than he has support with women. A majority of men (54%) disapprove of the job he is doing with almost half (48%) saying they strongly disapprove. Although a majority of women (52%) approve, only 34% strongly approve. It looks as though it will be a close race with men and women almost equally divided on their choice.

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Obama leads with younger voters 18-39 (52%-41%) and with 60+ voters (50%-42%). However, Romney leads with those 40-59 (51%-40%).

Obama leads among Democrats (90%-9%) and Romney leads with Republicans (86%-6%). But, Romney leads with the key block of independent voters (43%-38%). Independents comprised 24% of the voters surveyed.

Another point of concern for Obama is that almost six in ten (58%) independents disapprove of the job he is doing with almost half (46%) saying they strongly disapprove. Less than four in ten (39%) approve with only one in five saying they strongly approve.

“This is a race for the independents. By Election Day, the Democrats will have solidified behind Obama and the Republicans will have solidified behind Romney. If the election was being held today, Obama would likely lose with that key group of independents and it could cost him the race,” Mitchell said.

Obama is only getting three fourths (77%) of the African-American vote, but that will likely change between now and the election. Obama received more than 95% of the black vote in 2008 and will probably be close to that percentage on Election Day. Romney leads with white voters by 3% (47%-44%).

“Obama will have to campaign very heavily in Michigan, something he did not want to do. Every dollar he spends here is a dollar he will not have in Ohio, Florida, Colorado, Virginia and other states crucial to his election. Unlike 2008, when John McCain publicly announced he was not campaigning in Michigan, Romney and Obama will likely be battling all the way to November 6th,” Mitchell concluded.

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(Mitchell Research & Communications, Inc. has been the most accurate media pollster in Michigan in every presidential election since 1992.)