

# Mitchell Research & Communications Inc.

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

## PRESS RELEASE

**EMBARGOED UNTIL 11 PM, AUGUST 26, 2012**

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## Obama, Romney Tied Again in Michigan *Romney 47% - Obama 47%*

**EAST LANSING, Mich.** — President Barack Obama and Republican challenger Mitt Romney are deadlocked again in the battleground state of Michigan according to the latest Mitchell Poll. Romney and Obama are tied at 47% with 3% voting for someone else and 3% undecided. Just ten days ago, Obama led Romney by 5% (49%-44%). The race was tied in Mitchell Polls conducted in June (June 18, 2012) when Obama led 47%-46% and one month ago (July 24, 2012) when Romney led 45%-44%. The automated telephone survey of 1277 likely voters in the November General Election was conducted Thursday, August 23, 2012 and has a Margin of Error + or – 2.74% at the 95% level of confidence. The survey was conducted by Mitchell Research & Communications, Inc. for the media and was not paid for by any campaigns or committees.

“Romney has solidified his lead with Republicans and has moved back into a tie with Obama as a result of a big shift in men voters towards his candidacy. He has also gained ground with independent voters. Only ten days ago, he trailed with ticket splitters by 6% (46%-40%). Now, Romney leads with independents by 8%. There is also reason to believe that the addition of Paul Ryan to the ticket helps Romney. When the vice presidential candidates are added to a trial ballot question, Romney/Ryan leads Obama/Biden by 1% (46%-45%). When asked if Congressman Ryan’s vice presidential candidacy makes them more or less likely to vote for Romney, 53% say it makes them more likely and 47% less likely,” Steve Mitchell, Chairman of Mitchell Research & Communications, Inc. said.

The gender gap is continues to be significant. Obama’s 13% lead with women remains identical to what it was 10 day ago (54%-41%). The big change is with men where Romney has increased his 3% lead (48%-45%) ten days ago to 14% (53%-39%) now.

Obama’s lead among Democrats eroded from 92%-6% 10 days ago to 88%-9% in the most recent survey. This is more consistent with his July percentages (87%-10%). Romney has really picked up with Republicans where he is now leading 93%-4%, probably as a result of adding the conservative Ryan to the ticket. Ten days ago he was weaker (87%-8%) with his base vote. In July, he led 91%-2% and in June 86%-6%. The biggest change is with independents. In this poll, Romney has retaken the lead with the pivotal independent voters (46%-38%). He led by 10% with ticket splitters in July (44%-34%), but trailed with them by 6% (46%-40%) ten days ago. In June, Romney led (43%-38%). The percentage of voters that identify themselves as Independents is down to 13% from 16% in the last two surveys.

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Obama's lead in Detroit remains very strong (94%-6%). Obama's 5% lead ten days ago in the Tri-County Area outside Detroit (50%-45%) has been cut to 1% in the most recent poll. Romney led by 8% (48%-40%) in late July. 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 now leads by 8%% (51%-43%). That is a 5% improvement from ten days ago when he led by just 3% (48%-45%). In June, he led by 3% and one month ago Romney by 6% (47%-41%).

Obama leads by a large margin with younger voters. Among 18-29 year olds the lead is 59%-35%, down slightly from his lead with these voters August 13<sup>th</sup> (62%-31%). There was a big change with voters 30-39 years old. Ten days ago Obama led by 13% (51%-38%), now Romney leads 48%-41%. There was also a big shift with voters older than 60. Obama led with this group ten days ago by 11% (53%-42%), now Romney leads narrowly (49%-48%). In the last poll, Romney led with middle aged voters. He led by 10% with 40-49 years olds (53%-43%). He has stretched that lead out to 19% (56%-37%). He led with 50-59 year olds by 18% last time (55%-37%). Now, however, Obama leads with these voters (49%-42%).

By race, Obama led 92%-5% with African-Americans in our last poll. Now, the lead is 73%-26%. Romney's lead with white voters was 7% (50%-43%) ten days ago, now it is just 3% (48%-45%). Among all other races, Obama led 48%-42% last time. In this poll, Romney leads 55%-37%.

"The main argument that Obama supporters will make against the accuracy of this poll is that Obama is only getting 73% of the vote from African-Americans. That fact, however, does not make this poll inaccurate. I agree that eventually, at least 90% of African-Americans will vote for Obama. Obama's problem now is that he is running behind the party vote among blacks. More than eight-in-ten blacks (84%) self-identify as Democrats. However, just 73% say they are voting for Obama. He is running 11% behind his base party vote. That is not good news. We have surveyed African-Americans that are Democrats. They're just not voting for Obama in the same manner yet that they did four years ago," Mitchell said.

"This is a race for the independents. Ten days ago Obama had their support, now Romney does. The big change in this poll is the large shift in men voters to Romney that offsets his losing margin with women. The gender gap has become a two-way street. Obama leads by almost the exact same margin with women that Romney leads with men. As the conventions begin tomorrow, voters will have a chance to see the plans and visions both parties have for the future. By mid-September, we will have a much better sense of where this very close race is heading. One final bit of information: Obama's job approval has dropped below 50% to 49%. Job approval tracks almost identically to what an incumbent will get on Election Day. This is a very close race," 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.)**

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## IVR SURVEY OF MICHIGAN Field Copy --- Aggregate Percentages Conducted 8/23/12 (N=1277 Likely Voters)

Hi, we're conducting a quick 12 question survey of Michigan voters for state television stations.

1. If you are you a registered voter at the household we are calling please press 1. If you're not, press 2.
 

Yes	100%
No	END
  
2. Thinking about the November election for president. If you are definitely voting press 1, probably voting press 2, not sure yet press 3, and if you are definitely not voting press 4.
 

Definitely Voting	97%
Probably voting	3
Not sure yet	1
Definitely not voting	END
  
3. If you are Female press 1, Male press 2
 

Female	52%
Male	49
  
4. What is your age? If you are
 

18-29	17%
30-39	18
40-49	21
50-59	18
60-69	14
70 and over	13
  
5. In terms of race, if you are white press 1, African-American, press 2, something else press, 3.
 

Caucasian	86%
African-American	8
Other	7
  
6. Do you approve or disapprove of the job Barack Obama is doing as president? If you strongly approve press 1, somewhat approve press 2, somewhat disapprove press 3, strongly disapprove press 4, if you're not sure press 5.
 

Strongly approve	31%	
Somewhat approve	18	<b>49%</b>
Somewhat disapprove	7	<b>49%</b>
Strongly disapprove	42	
Not sure	2	

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7. If the election for President of the United States was being held today, would you be voting for Democrat Barack Obama or Republican Mitt Romney? If you are voting for or leaning towards Obama press 1, voting for or leaning towards Romney press 2, another party's candidate 3, if you are not sure yet press 4.
- |              |     |
|--------------|-----|
| Obama        | 47% |
| Romney       | 47  |
| Someone else | 3   |
| Not sure yet | 3   |

Before going back to presidential questions, on another subject ...

8. Thinking about your party, if you are Democrat or lean Democrat press 1, independent press 2, Republican press 3, another party press 4, if you are not sure yet press 5.

Democrat	44%
Independent	13
Republican	38
Another party	3
Not sure yet	2

9. If the election for the United States Senate was being held today and the candidates were Debbie Stabenow the Democrat and Pete Hoekstra the Republican who would you be voting for? If you are voting for or leaning towards Stabenow press 1, voting for or leaning towards Hoekstra press 2, if you're not sure yet press 3.

Stabenow	44%
Hoekstra	45
Not sure yet	11

10. Before one last question on the presidential race, what area do you live in? If you live in

...	City of Detroit	5%
	Wayne County outside of Detroit	12
	Oakland County	14
	Macomb County	5
	Flint, Saginaw, Bay City, Thumb...	8
	Monroe, Washtenaw, Lansing, Jackson, Mid-Michigan...	16
	West Michigan	25
	Northern Michigan/U.P.	15

11. Mitt Romney selected Wisconsin Congressman Paul Ryan to be his vice presidential running mate. From what you know of Paul Ryan, does his selection as the Republican vice presidential candidate make you more or less likely to vote for Mitt Romney for president? ? If it makes you much more likely to vote for Romney press 1, a little more likely 2, a little less likely 3, or much less likely 4?

Much more likely	34%	
Little more likely	19	<b>53%</b>
Little less likely	12	<b>47%</b>
Much less likely	35	

12. Knowing that Ryan is Romney’s running mate, if the election for President and Vice President of the United States was being held today, would you be voting for Democrats Barack Obama and Joe Biden or, Republicans Mitt Romney and Paul Ryan? If you are voting for Obama/Biden press 1, Romney/ Ryan press 2, another party’s candidate 3, if you are not sure yet press 4.

Obama/Biden	45%		
		Romney/Ryan	46
		Someone else	4
		Not sure yet	6

Thank you, that concludes our survey!

**A background on Mitchell Research & Communications, Inc. follows the crosstabs that are below:**

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N=1277	1.Total	7.Romney vs. Obama			
	Yes	Obama	Romney	Someone Else	Not Sure Yet
Total	1277 100.0% 100.0%	595 46.6% 100.0%	596 46.7% 100.0%	42 3.3% 100.0%	44 3.4% 100.0%
<u>4.Age</u>					
18-29	211 100.0% 16.5%	125 59.2% 21.0%	74 35.1% 12.4%	6 2.8% 14.3%	6 2.8% 13.6%
30-39	235 100.0% 18.4%	97 41.3% 16.3%	112 47.7% 18.8%	20 8.5% 47.6%	6 2.6% 13.6%
40-49	263 100.0% 20.6%	98 37.3% 16.5%	148 56.3% 24.8%	9 3.4% 21.4%	8 3.0% 18.2%
50-59	225 100.0% 17.6%	110 48.9% 18.5%	94 41.8% 15.8%	5 2.2% 11.9%	16 7.1% 36.4%
60-69	179 100.0% 14.0%	85 47.5% 14.3%	87 48.6% 14.6%	1 0.6% 2.4%	6 3.4% 13.6%
70 and Over	164 100.0% 12.8%	80 48.8% 13.4%	81 49.4% 13.6%	1 0.6% 2.4%	2 1.2% 4.5%

**Mitchell Research & Communications, Inc./IVR MI 2012-08-23 - Pre-GOP Convention**

N=1277	1.Total	7.Romney vs. Obama			
	Yes	Obama	Romney	Someone Else	Not Sure Yet
Total	1277	595	596	42	44
	100.0%	46.6%	46.7%	3.3%	3.4%
	100.0%	100.0%	100.0%	100.0%	100.0%

8.Party Affiliation

Democrat	566	498	48	4	16
	100.0%	88.0%	8.5%	0.7%	2.8%
	44.3%	83.7%	8.1%	9.5%	36.4%
Independent	159	60	73	14	12
	100.0%	37.7%	45.9%	8.8%	7.5%
	12.5%	10.1%	12.2%	33.3%	27.3%
Republican	485	19	450	7	9
	100.0%	3.9%	92.8%	1.4%	1.9%
	38.0%	3.2%	75.5%	16.7%	20.5%
Another Party	37	8	14	15	0
	100.0%	21.6%	37.8%	40.5%	0.0%
	2.9%	1.3%	2.3%	35.7%	0.0%
Not Sure Yet	30	10	11	2	7
	100.0%	33.3%	36.7%	6.7%	23.3%
	2.3%	1.7%	1.8%	4.8%	15.9%
Total	1277	595	596	42	44
	100.0%	46.6%	46.7%	3.3%	3.4%
	100.0%	100.0%	100.0%	100.0%	100.0%

3.Gender

Female	658	354	267	15	22
	100.0%	53.8%	40.6%	2.3%	3.3%
	51.5%	59.5%	44.8%	35.7%	50.0%
Male	619	241	329	27	22
	100.0%	38.9%	53.2%	4.4%	3.6%
	48.5%	40.5%	55.2%	64.3%	50.0%

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N=1277	1.Total	7.Romney vs. Obama			
	Yes	Obama	Romney	Someone Else	Not Sure Yet
Total	1277 100.0% 100.0%	595 46.6% 100.0%	596 46.7% 100.0%	42 3.3% 100.0%	44 3.4% 100.0%
<u>2.Voter Likelihood</u>					
Definitely Voting	1232 100.0% 96.5%	575 46.7% 96.6%	587 47.6% 98.5%	36 2.9% 85.7%	34 2.8% 77.3%
Probably Voting	32 100.0% 2.5%	17 53.1% 2.9%	9 28.1% 1.5%	4 12.5% 9.5%	2 6.3% 4.5%
Not Sure Yet	13 100.0% 1.0%	3 23.1% 0.5%	0 0.0% 0.0%	2 15.4% 4.8%	8 61.5% 18.2%
Total	1277 100.0% 100.0%	595 46.6% 100.0%	596 46.7% 100.0%	42 3.3% 100.0%	44 3.4% 100.0%
<u>5.Race</u>					
Caucasian	1093 100.0% 85.6%	492 45.0% 82.7%	523 47.8% 87.8%	37 3.4% 88.1%	41 3.8% 93.2%
African American	99 100.0% 7.8%	72 72.7% 12.1%	26 26.3% 4.4%	0 0.0% 0.0%	1 1.0% 2.3%
Other	85 100.0% 6.7%	31 36.5% 5.2%	47 55.3% 7.9%	5 5.9% 11.9%	2 2.4% 4.5%



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N=1277	1.Total		7.Romney vs. Obama			
	Yes		Obama	Romney	Someone Else	Not Sure Yet
Total	1277		595	596	42	44
	100.0%		46.6%	46.7%	3.3%	3.4%
	100.0%		100.0%	100.0%	100.0%	100.0%
<u>10.Area</u>						
City of Detroit	68		64	4	0	0
	100.0%		94.1%	5.9%	0.0%	0.0%
	5.3%		10.8%	0.7%	0.0%	0.0%
Wayne County Outside of Detroit	157		72	72	11	2
	100.0%		45.9%	45.9%	7.0%	1.3%
	12.3%		12.1%	12.1%	26.2%	4.5%
Oakland County	172		82	83	1	6
	100.0%		47.7%	48.3%	0.6%	3.5%
	13.5%		13.8%	13.9%	2.4%	13.6%
Macomb County	66		32	27	2	5
	100.0%		48.5%	40.9%	3.0%	7.6%
	5.2%		5.4%	4.5%	4.8%	11.4%
Flint, Saginaw, Bay City, Thumb	96		35	57	2	2
	100.0%		36.5%	59.4%	2.1%	2.1%
	7.5%		5.9%	9.6%	4.8%	4.5%
Monroe, Washtenaw, Lansing, Jackson, Mid-Michigan	210		104	90	8	8
	100.0%		49.5%	42.9%	3.8%	3.8%
	16.4%		17.5%	15.1%	19.0%	18.2%
West Michigan	315		127	158	11	19
	100.0%		40.3%	50.2%	3.5%	6.0%
	24.7%		21.3%	26.5%	26.2%	43.2%
Northern Michigan/U.P.	193		79	105	7	2
	100.0%		40.9%	54.4%	3.6%	1.0%
	15.1%		13.3%	17.6%	16.7%	4.5%

**Mitchell Research & Communications, Inc./IVR MI 2012-08-23 - Pre-GOP Convention**

N=1277

	12.Democrat vs. Republican			
	Obama/ Biden	Romney/ Ryan	Someone Else	Not Sure Yet
Total	574 44.9% 100.0%	583 45.7% 100.0%	48 3.8% 100.0%	72 5.6% 100.0%
<u>4.Age</u>				
18-29	105 49.8% 18.3%	74 35.1% 12.7%	12 5.7% 25.0%	20 9.5% 27.8%
30-39	97 41.3% 16.9%	108 46.0% 18.5%	20 8.5% 41.7%	10 4.3% 13.9%
40-49	98 37.3% 17.1%	144 54.8% 24.7%	9 3.4% 18.8%	12 4.6% 16.7%
50-59	110 48.9% 19.2%	95 42.2% 16.3%	4 1.8% 8.3%	16 7.1% 22.2%
60-69	85 47.5% 14.8%	85 47.5% 14.6%	2 1.1% 4.2%	7 3.9% 9.7%
70 and Over	79 48.2% 13.8%	77 47.0% 13.2%	1 0.6% 2.1%	7 4.3% 9.7%

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N=1277

	12.Democrat vs. Republican			
	Obama/ Biden	Romney/ Ryan	Someone Else	Not Sure Yet
Total	574 44.9% 100.0%	583 45.7% 100.0%	48 3.8% 100.0%	72 5.6% 100.0%
<u>8.Party Affiliation</u>				
Democrat	479 84.6% 83.4%	48 8.5% 8.2%	9 1.6% 18.8%	30 5.3% 41.7%
Independent	50 31.4% 8.7%	69 43.4% 11.8%	17 10.7% 35.4%	23 14.5% 31.9%
Republican	22 4.5% 3.8%	446 92.0% 76.5%	7 1.4% 14.6%	10 2.1% 13.9%
Another Party	12 32.4% 2.1%	10 27.0% 1.7%	15 40.5% 31.3%	0 0.0% 0.0%
Not Sure Yet	11 36.7% 1.9%	10 33.3% 1.7%	0 0.0% 0.0%	9 30.0% 12.5%
Total	574 44.9% 100.0%	583 45.7% 100.0%	48 3.8% 100.0%	72 5.6% 100.0%
<u>3.Gender</u>				
Female	334 50.8% 58.2%	261 39.7% 44.8%	22 3.3% 45.8%	41 6.2% 56.9%
Male	240 38.8% 41.8%	322 52.0% 55.2%	26 4.2% 54.2%	31 5.0% 43.1%

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N=1277

	12.Democrat vs. Republican			
	Obama/ Biden	Romney/ Ryan	Someone Else	Not Sure Yet
Total	574 44.9% 100.0%	583 45.7% 100.0%	48 3.8% 100.0%	72 5.6% 100.0%

### 2.Voter Likelihood

Definitely Voting	556 45.1% 96.9%	576 46.8% 98.8%	40 3.2% 83.3%	60 4.9% 83.3%
Probably Voting	15 46.9% 2.6%	7 21.9% 1.2%	6 18.8% 12.5%	4 12.5% 5.6%
Not Sure Yet	3 23.1% 0.5%	0 0.0% 0.0%	2 15.4% 4.2%	8 61.5% 11.1%
Total	574 44.9% 100.0%	583 45.7% 100.0%	48 3.8% 100.0%	72 5.6% 100.0%

### 5.Race

Caucasian	470 43.0% 81.9%	512 46.8% 87.8%	43 3.9% 89.6%	68 6.2% 94.4%
African American	72 72.7% 12.5%	26 26.3% 4.5%	0 0.0% 0.0%	1 1.0% 1.4%
Other	32 37.6% 5.6%	45 52.9% 7.7%	5 5.9% 10.4%	3 3.5% 4.2%

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N=1277

	12.Democrat vs. Republican			
	Obama/ Biden	Romney/ Ryan	Someone Else	Not Sure Yet
Total	574 44.9% 100.0%	583 45.7% 100.0%	48 3.8% 100.0%	72 5.6% 100.0%
<u>10.Area</u>				
City of Detroit	51 75.0% 8.9%	4 5.9% 0.7%	6 8.8% 12.5%	7 10.3% 9.7%
Wayne County Outside of Detroit	74 47.1% 12.9%	69 43.9% 11.8%	11 7.0% 22.9%	3 1.9% 4.2%
Oakland County	79 45.9% 13.8%	82 47.7% 14.1%	2 1.2% 4.2%	9 5.2% 12.5%
Macomb County	32 48.5% 5.6%	26 39.4% 4.5%	2 3.0% 4.2%	6 9.1% 8.3%
Flint, Saginaw, Bay City, Thumb	34 35.4% 5.9%	57 59.4% 9.8%	2 2.1% 4.2%	3 3.1% 4.2%
Monroe, Washtenaw, Lansing, Jackson, Mid- Michigan	104 49.5% 18.1%	89 42.4% 15.3%	7 3.3% 14.6%	10 4.8% 13.9%
West Michigan	121 38.4% 21.1%	157 49.8% 26.9%	9 2.9% 18.8%	28 8.9% 38.9%
Northern Michigan/U.P.	79 40.9% 13.8%	99 51.3% 17.0%	9 4.7% 18.8%	6 3.1% 8.3%

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N=1277

	8. Party Affiliation				
	Democrat	Independ- ent	Republic- an	Another Party	Not Sure Yet
Total	566 44.3% 100.0%	159 12.5% 100.0%	485 38.0% 100.0%	37 2.9% 100.0%	30 2.3% 100.0%
<u>4. Age</u>					
18-29	118 55.9% 20.8%	25 11.8% 15.7%	62 29.4% 12.8%	6 2.8% 16.2%	0 0.0% 0.0%
30-39	107 45.5% 18.9%	18 7.7% 11.3%	95 40.4% 19.6%	12 5.1% 32.4%	3 1.3% 10.0%
40-49	90 34.2% 15.9%	41 15.6% 25.8%	115 43.7% 23.7%	9 3.4% 24.3%	8 3.0% 26.7%
50-59	102 45.3% 18.0%	28 12.4% 17.6%	79 35.1% 16.3%	7 3.1% 18.9%	9 4.0% 30.0%
60-69	78 43.6% 13.8%	28 15.6% 17.6%	67 37.4% 13.8%	1 0.6% 2.7%	5 2.8% 16.7%
70 and Over	71 43.3% 12.5%	19 11.6% 11.9%	67 40.9% 13.8%	2 1.2% 5.4%	5 3.0% 16.7%

## Mitchell Research & Communications, Inc./IVR MI 2012-08-23 - Pre-GOP Convention

N=1277

	8.Party Affiliation				
	Democrat	Independ-ent	Republic-an	Another Party	Not Sure Yet
Total	566	159	485	37	30
	44.3%	12.5%	38.0%	2.9%	2.3%
	100.0%	100.0%	100.0%	100.0%	100.0%

### 8.Party Affiliation

Democrat	566	0	0	0	0
	100.0%	0.0%	0.0%	0.0%	0.0%
	100.0%	0.0%	0.0%	0.0%	0.0%
Independent	0	159	0	0	0
	0.0%	100.0%	0.0%	0.0%	0.0%
	0.0%	100.0%	0.0%	0.0%	0.0%
Republican	0	0	485	0	0
	0.0%	0.0%	100.0%	0.0%	0.0%
	0.0%	0.0%	100.0%	0.0%	0.0%
Another Party	0	0	0	37	0
	0.0%	0.0%	0.0%	100.0%	0.0%
	0.0%	0.0%	0.0%	100.0%	0.0%
Not Sure Yet	0	0	0	0	30
	0.0%	0.0%	0.0%	0.0%	100.0%
	0.0%	0.0%	0.0%	0.0%	100.0%
Total	566	159	485	37	30
	44.3%	12.5%	38.0%	2.9%	2.3%
	100.0%	100.0%	100.0%	100.0%	100.0%

### 3.Gender

Female	328	62	237	11	20
	49.8%	9.4%	36.0%	1.7%	3.0%
	58.0%	39.0%	48.9%	29.7%	66.7%
Male	238	97	248	26	10
	38.4%	15.7%	40.1%	4.2%	1.6%
	42.0%	61.0%	51.1%	70.3%	33.3%

## Mitchell Research & Communications, Inc./IVR MI 2012-08-23 - Pre-GOP Convention

N=1277

	8. Party Affiliation				
	Democrat	Independ- ent	Republic- an	Another Party	Not Sure Yet
Total	566 44.3% 100.0%	159 12.5% 100.0%	485 38.0% 100.0%	37 2.9% 100.0%	30 2.3% 100.0%

### 2. Voter Likelihood

Definitely Voting	546 44.3% 96.5%	150 12.2% 94.3%	476 38.6% 98.1%	36 2.9% 97.3%	24 1.9% 80.0%
Probably Voting	14 43.8% 2.5%	6 18.8% 3.8%	9 28.1% 1.9%	1 3.1% 2.7%	2 6.3% 6.7%
Not Sure Yet	6 46.2% 1.1%	3 23.1% 1.9%	0 0.0% 0.0%	0 0.0% 0.0%	4 30.8% 13.3%
Total	566 44.3% 100.0%	159 12.5% 100.0%	485 38.0% 100.0%	37 2.9% 100.0%	30 2.3% 100.0%

### 5. Race

Caucasian	446 40.8% 78.8%	140 12.8% 88.1%	445 40.7% 91.8%	33 3.0% 89.2%	29 2.7% 96.7%
African American	83 83.8% 14.7%	7 7.1% 4.4%	8 8.1% 1.6%	0 0.0% 0.0%	1 1.0% 3.3%
Other	37 43.5% 6.5%	12 14.1% 7.5%	32 37.6% 6.6%	4 4.7% 10.8%	0 0.0% 0.0%



## Mitchell Research & Communications, Inc./IVR MI 2012-08-23 - Pre-GOP Convention

N=1277

	8. Party Affiliation				
	Democrat	Independ-ent	Republic-an	Another Party	Not Sure Yet
Total	566 44.3% 100.0%	159 12.5% 100.0%	485 38.0% 100.0%	37 2.9% 100.0%	30 2.3% 100.0%
<u>10. Area</u>					
City of Detroit	67 98.5% 11.8%	0 0.0% 0.0%	1 1.5% 0.2%	0 0.0% 0.0%	0 0.0% 0.0%
Wayne County Outside of Detroit	72 45.9% 12.7%	14 8.9% 8.8%	60 38.2% 12.4%	9 5.7% 24.3%	2 1.3% 6.7%
Oakland County	75 43.6% 13.3%	19 11.0% 11.9%	75 43.6% 15.5%	0 0.0% 0.0%	3 1.7% 10.0%
Macomb County	32 48.5% 5.7%	10 15.2% 6.3%	23 34.8% 4.7%	0 0.0% 0.0%	1 1.5% 3.3%
Flint, Saginaw, Bay City, Thumb	36 37.5% 6.4%	10 10.4% 6.3%	43 44.8% 8.9%	6 6.3% 16.2%	1 1.0% 3.3%
Monroe, Washtenaw, Lansing, Jackson, Mid-Michigan	101 48.1% 17.8%	21 10.0% 13.2%	73 34.8% 15.1%	8 3.8% 21.6%	7 3.3% 23.3%
West Michigan	102 32.4% 18.0%	59 18.7% 37.1%	135 42.9% 27.8%	8 2.5% 21.6%	11 3.5% 36.7%
Northern Michigan/U.P.	81 42.0% 14.3%	26 13.5% 16.4%	75 38.9% 15.5%	6 3.1% 16.2%	5 2.6% 16.7%

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N=1277

	6.Obama Approval				
	Strongly Approve	Somewhat Approve	Somewhat Disapprove	Strongly Disapprove	Not Sure
Total	398 31.2% 100.0%	228 17.9% 100.0%	94 7.4% 100.0%	538 42.1% 100.0%	19 1.5% 100.0%
<u>4.Age</u>					
18-29	87 41.2% 21.9%	44 20.9% 19.3%	6 2.8% 6.4%	74 35.1% 13.8%	0 0.0% 0.0%
30-39	44 18.7% 11.1%	49 20.9% 21.5%	17 7.2% 18.1%	118 50.2% 21.9%	7 3.0% 36.8%
40-49	67 25.5% 16.8%	42 16.0% 18.4%	27 10.3% 28.7%	122 46.4% 22.7%	5 1.9% 26.3%
50-59	77 34.2% 19.3%	46 20.4% 20.2%	17 7.6% 18.1%	83 36.9% 15.4%	2 0.9% 10.5%
60-69	58 32.4% 14.6%	26 14.5% 11.4%	18 10.1% 19.1%	76 42.5% 14.1%	1 0.6% 5.3%
70 and Over	65 39.6% 16.3%	21 12.8% 9.2%	9 5.5% 9.6%	65 39.6% 12.1%	4 2.4% 21.1%

## Mitchell Research & Communications, Inc./IVR MI 2012-08-23 - Pre-GOP Convention

N=1277

	6.Obama Approval				
	Strongly Approve	Somewhat Approve	Somewhat Disapprove	Strongly Disapprove	Not Sure
Total	398 31.2% 100.0%	228 17.9% 100.0%	94 7.4% 100.0%	538 42.1% 100.0%	19 1.5% 100.0%

### 8. Party Affiliation

Democrat	352 62.2% 88.4%	147 26.0% 64.5%	19 3.4% 20.2%	40 7.1% 7.4%	8 1.4% 42.1%
Independent	20 12.6% 5.0%	39 24.5% 17.1%	20 12.6% 21.3%	78 49.1% 14.5%	2 1.3% 10.5%
Republican	19 3.9% 4.8%	34 7.0% 14.9%	41 8.5% 43.6%	388 80.0% 72.1%	3 0.6% 15.8%
Another Party	3 8.1% 0.8%	2 5.4% 0.9%	8 21.6% 8.5%	20 54.1% 3.7%	4 10.8% 21.1%
Not Sure Yet	4 13.3% 1.0%	6 20.0% 2.6%	6 20.0% 6.4%	12 40.0% 2.2%	2 6.7% 10.5%
Total	398 31.2% 100.0%	228 17.9% 100.0%	94 7.4% 100.0%	538 42.1% 100.0%	19 1.5% 100.0%

### 3. Gender

Female	226 34.3% 56.8%	137 20.8% 60.1%	35 5.3% 37.2%	244 37.1% 45.4%	16 2.4% 84.2%
Male	172 27.8% 43.2%	91 14.7% 39.9%	59 9.5% 62.8%	294 47.5% 54.6%	3 0.5% 15.8%

## Mitchell Research & Communications, Inc./IVR MI 2012-08-23 - Pre-GOP Convention

N=1277

	6.Obama Approval				
	Strongly Approve	Somewhat Approve	Somewhat Disapprove	Strongly Disapprove	Not Sure
Total	398 31.2% 100.0%	228 17.9% 100.0%	94 7.4% 100.0%	538 42.1% 100.0%	19 1.5% 100.0%

### 2.Voter Likelihood

Definitely Voting	395 32.1% 99.2%	208 16.9% 91.2%	90 7.3% 95.7%	522 42.4% 97.0%	17 1.4% 89.5%
Probably Voting	0 0.0% 0.0%	20 62.5% 8.8%	2 6.3% 2.1%	10 31.3% 1.9%	0 0.0% 0.0%
Not Sure Yet	3 23.1% 0.8%	0 0.0% 0.0%	2 15.4% 2.1%	6 46.2% 1.1%	2 15.4% 10.5%
Total	398 31.2% 100.0%	228 17.9% 100.0%	94 7.4% 100.0%	538 42.1% 100.0%	19 1.5% 100.0%

### 5.Race

Caucasian	306 28.0% 76.9%	211 19.3% 92.5%	88 8.1% 93.6%	470 43.0% 87.4%	18 1.6% 94.7%
African American	63 63.6% 15.8%	14 14.1% 6.1%	0 0.0% 0.0%	22 22.2% 4.1%	0 0.0% 0.0%
Other	29 34.1% 7.3%	3 3.5% 1.3%	6 7.1% 6.4%	46 54.1% 8.6%	1 1.2% 5.3%

## Mitchell Research & Communications, Inc./IVR MI 2012-08-23 - Pre-GOP Convention

N=1277

	6.Obama Approval				
	Strongly Approve	Somewhat Approve	Somewhat Disapprove	Strongly Disapprove	Not Sure
Total	398 31.2% 100.0%	228 17.9% 100.0%	94 7.4% 100.0%	538 42.1% 100.0%	19 1.5% 100.0%
<u>10.Area</u>					
City of Detroit	52 76.5% 13.1%	12 17.6% 5.3%	0 0.0% 0.0%	4 5.9% 0.7%	0 0.0% 0.0%
Wayne County Outside of Detroit	54 34.4% 13.6%	22 14.0% 9.6%	16 10.2% 17.0%	63 40.1% 11.7%	2 1.3% 10.5%
Oakland County	53 30.8% 13.3%	36 20.9% 15.8%	16 9.3% 17.0%	65 37.8% 12.1%	2 1.2% 10.5%
Macomb County	27 40.9% 6.8%	6 9.1% 2.6%	6 9.1% 6.4%	25 37.9% 4.6%	2 3.0% 10.5%
Flint, Saginaw, Bay City, Thumb	30 31.3% 7.5%	15 15.6% 6.6%	3 3.1% 3.2%	48 50.0% 8.9%	0 0.0% 0.0%
Monroe, Washtenaw, Lansing, Jackson, Mid-Michigan	70 33.3% 17.6%	40 19.0% 17.5%	15 7.1% 16.0%	81 38.6% 15.1%	4 1.9% 21.1%
West Michigan	68 21.6% 17.1%	61 19.4% 26.8%	26 8.3% 27.7%	152 48.3% 28.3%	8 2.5% 42.1%
Northern Michigan/U.P.	44 22.8% 11.1%	36 18.7% 15.8%	12 6.2% 12.8%	100 51.8% 18.6%	1 0.5% 5.3%

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### Mitchell Research & Communications, Inc./IVR MI 2012-08-23 - Pre-GOP Convention

N=1277

	9.Stabenow vs. Hoekstra			11.Paul Ryan Voter Likelihood			
	Stabenow	Hoekstra	Not Sure Yet	Much More Likely	Little More Likely	Little Less Likely	Much Less Likely
Total	564 44.2% 100.0%	576 45.1% 100.0%	137 10.7% 100.0%	435 34.1% 100.0%	241 18.9% 100.0%	149 11.7% 100.0%	452 35.4% 100.0%
<u>4.Age</u>							
18-29	106 50.2% 18.8%	99 46.9% 17.2%	6 2.8% 4.4%	80 37.9% 18.4%	36 17.1% 14.9%	31 14.7% 20.8%	64 30.3% 14.2%
30-39	86 36.6% 15.2%	110 46.8% 19.1%	39 16.6% 28.5%	71 30.2% 16.3%	49 20.9% 20.3%	41 17.4% 27.5%	74 31.5% 16.4%
40-49	98 37.3% 17.4%	133 50.6% 23.1%	32 12.2% 23.4%	92 35.0% 21.1%	59 22.4% 24.5%	23 8.7% 15.4%	89 33.8% 19.7%
50-59	108 48.0% 19.1%	88 39.1% 15.3%	29 12.9% 21.2%	69 30.7% 15.9%	41 18.2% 17.0%	22 9.8% 14.8%	93 41.3% 20.6%
60-69	87 48.6% 15.4%	76 42.5% 13.2%	16 8.9% 11.7%	58 32.4% 13.3%	35 19.6% 14.5%	12 6.7% 8.1%	74 41.3% 16.4%
70 and Over	79 48.2% 14.0%	70 42.7% 12.2%	15 9.1% 10.9%	65 39.6% 14.9%	21 12.8% 8.7%	20 12.2% 13.4%	58 35.4% 12.8%

## Mitchell Research & Communications, Inc./IVR MI 2012-08-23 - Pre-GOP Convention

N=1277

	9.Stabenow vs. Hoekstra			11.Paul Ryan Voter Likelihood			
	Stabenow	Hoekstra	Not Sure Yet	Much More Likely	Little More Likely	Little Less Likely	Much Less Likely
Total	564	576	137	435	241	149	452
	44.2%	45.1%	10.7%	34.1%	18.9%	11.7%	35.4%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

### 8.Party Affiliation

Democrat	465	55	46	58	48	88	372
	82.2%	9.7%	8.1%	10.2%	8.5%	15.5%	65.7%
	82.4%	9.5%	33.6%	13.3%	19.9%	59.1%	82.3%
Independent	56	66	37	49	32	37	41
	35.2%	41.5%	23.3%	30.8%	20.1%	23.3%	25.8%
	9.9%	11.5%	27.0%	11.3%	13.3%	24.8%	9.1%
Republican	33	421	31	305	139	21	20
	6.8%	86.8%	6.4%	62.9%	28.7%	4.3%	4.1%
	5.9%	73.1%	22.6%	70.1%	57.7%	14.1%	4.4%
Another Party	3	23	11	13	14	1	9
	8.1%	62.2%	29.7%	35.1%	37.8%	2.7%	24.3%
	0.5%	4.0%	8.0%	3.0%	5.8%	0.7%	2.0%
Not Sure Yet	7	11	12	10	8	2	10
	23.3%	36.7%	40.0%	33.3%	26.7%	6.7%	33.3%
	1.2%	1.9%	8.8%	2.3%	3.3%	1.3%	2.2%
Total	564	576	137	435	241	149	452
	44.2%	45.1%	10.7%	34.1%	18.9%	11.7%	35.4%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

### 3.Gender

Female	333	248	77	205	114	78	261
	50.6%	37.7%	11.7%	31.2%	17.3%	11.9%	39.7%
	59.0%	43.1%	56.2%	47.1%	47.3%	52.3%	57.7%
Male	231	328	60	230	127	71	191
	37.3%	53.0%	9.7%	37.2%	20.5%	11.5%	30.9%
	41.0%	56.9%	43.8%	52.9%	52.7%	47.7%	42.3%

## Mitchell Research & Communications, Inc./IVR MI 2012-08-23 - Pre-GOP Convention

N=1277

	9.Stabenow vs. Hoekstra			11.Paul Ryan Voter Likelihood			
	Stabenow	Hoekstra	Not Sure Yet	Much More Likely	Little More Likely	Little Less Likely	Much Less Likely
Total	564	576	137	435	241	149	452
	44.2%	45.1%	10.7%	34.1%	18.9%	11.7%	35.4%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

### 2.Voter Likelihood

Definitely Voting	548	568	116	431	230	140	431
	44.5%	46.1%	9.4%	35.0%	18.7%	11.4%	35.0%
	97.2%	98.6%	84.7%	99.1%	95.4%	94.0%	95.4%
Probably Voting	10	7	15	2	9	6	15
	31.3%	21.9%	46.9%	6.3%	28.1%	18.8%	46.9%
	1.8%	1.2%	10.9%	0.5%	3.7%	4.0%	3.3%
Not Sure Yet	6	1	6	2	2	3	6
	46.2%	7.7%	46.2%	15.4%	15.4%	23.1%	46.2%
	1.1%	0.2%	4.4%	0.5%	0.8%	2.0%	1.3%
Total	564	576	137	435	241	149	452
	44.2%	45.1%	10.7%	34.1%	18.9%	11.7%	35.4%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

### 5.Race

Caucasian	470	502	121	375	221	119	378
	43.0%	45.9%	11.1%	34.3%	20.2%	10.9%	34.6%
	83.3%	87.2%	88.3%	86.2%	91.7%	79.9%	83.6%
African American	60	28	11	26	4	24	45
	60.6%	28.3%	11.1%	26.3%	4.0%	24.2%	45.5%
	10.6%	4.9%	8.0%	6.0%	1.7%	16.1%	10.0%
Other	34	46	5	34	16	6	29
	40.0%	54.1%	5.9%	40.0%	18.8%	7.1%	34.1%
	6.0%	8.0%	3.6%	7.8%	6.6%	4.0%	6.4%



## Mitchell Research & Communications, Inc./IVR MI 2012-08-23 - Pre-GOP Convention

N=1277

	9.Stabenow vs. Hoekstra			11.Paul Ryan Voter Likelihood			
	Stabenow	Hoekstra	Not Sure Yet	Much More Likely	Little More Likely	Little Less Likely	Much Less Likely
Total	564 44.2% 100.0%	576 45.1% 100.0%	137 10.7% 100.0%	435 34.1% 100.0%	241 18.9% 100.0%	149 11.7% 100.0%	452 35.4% 100.0%
<u>10.Area</u>							
City of Detroit	61 89.7% 10.8%	3 4.4% 0.5%	4 5.9% 2.9%	14 20.6% 3.2%	5 7.4% 2.1%	10 14.7% 6.7%	39 57.4% 8.6%
Wayne County Outside of Detroit	68 43.3% 12.1%	78 49.7% 13.5%	11 7.0% 8.0%	48 30.6% 11.0%	31 19.7% 12.9%	26 16.6% 17.4%	52 33.1% 11.5%
Oakland County	75 43.6% 13.3%	77 44.8% 13.4%	20 11.6% 14.6%	52 30.2% 12.0%	40 23.3% 16.6%	20 11.6% 13.4%	60 34.9% 13.3%
Macomb County	38 57.6% 6.7%	20 30.3% 3.5%	8 12.1% 5.8%	20 30.3% 4.6%	13 19.7% 5.4%	5 7.6% 3.4%	28 42.4% 6.2%
Flint, Saginaw, Bay City, Thumb	34 35.4% 6.0%	52 54.2% 9.0%	10 10.4% 7.3%	38 39.6% 8.7%	14 14.6% 5.8%	15 15.6% 10.1%	29 30.2% 6.4%
Monroe, Washtenaw, Lansing, Jackson, Mid- Michigan	90 42.9% 16.0%	82 39.0% 14.2%	38 18.1% 27.7%	76 36.2% 17.5%	32 15.2% 13.3%	25 11.9% 16.8%	77 36.7% 17.0%
West Michigan	113 35.9% 20.0%	167 53.0% 29.0%	35 11.1% 25.5%	114 36.2% 26.2%	68 21.6% 28.2%	36 11.4% 24.2%	97 30.8% 21.5%
Northern Michigan/U.P.	85 44.0% 15.1%	97 50.3% 16.8%	11 5.7% 8.0%	73 37.8% 16.8%	38 19.7% 15.8%	12 6.2% 8.1%	70 36.3% 15.5%

# **Mitchell Research & Communications Inc.**

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

## **M E M O R A N D U M**

To: The Press  
From: Steve Mitchell (248-891-2414)  
Regarding: Mitchell Research & Communicaitons, Inc.  
Date: August 26, 2012

### **I. Introduction**

The Obama campaign is very vigilant and examines very thoroughly each poll that does not conform with its own polling. Therefore, I would like to provide context about our firm in general and about this poll specifically.

### **II. Background**

This company was founded in 1985, after I came back from Washington state where I worked on the national staff of Reagan-Bush 84.

We did our first statewide poll in 1986. Our results, released at 10 AM Election Day, showed Democratic Gov. Jim Blanchard leading 67%-30%, the exact margin by which he won.

In 1988, working for KSDK-TV in St. Louis, our last polls had Bush winning by 5% in Missouri and 2% in Illinois. In fact, CBS exit polls showed Mike Dukakis winning Illinois. We were right and CBS was not. Again, our polling was dead-on accurate.

In 1989, our polling in the Detroit mayor's race for WJBK-TV in Detroit was equally as accurate as our state-wide polling.

In 1990, we were hired by KCAL-TV in Los Angeles. Our polling in the state-wide races was the most accurate of any media pollster in the state.

In 1994, we polled for a consortium of stations in California including KCBS-TV in Los Angeles, KOVR-TV in Sacramento, and KFSN-TV in Fresno. Again, we were more accurate than the Field Poll or the Los Angeles Times.

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In 1990, 1992, and 1994, our polling in statewide races in Michigan for WJBK-TV in Detroit was the most accurate of all media pollsters.

We began polling for WDIV-TV in Detroit and for the Detroit News in 1996. Again, in the campaigns in 1996, 2000, 2002, 2004, and 2008, we were the most accurate in the state.

In 2005, we incorrectly projected the results in the mayoral race in Detroit. The Detroit Free Press pollster (EPIC-MRA) made the same mistake twice. In 2006, we were close in our final poll, but another pollster for the Free Press (Ann Seltzer) was closer.

In 2004 and 2008, our Mitchell USA poll, a national poll conducted right before the election for WDIV-TV was extremely accurate. In 2008, we projected Obama would win by 7%, the exact margin by which he won. In Michigan, we said Obama would win by 16%, again the exact victory margin.

We started conducting IVR (Interactive Voice Response) polling in 2010. There is controversy about what is often called automated or robo polling. We believe we have mastered how to do it accurately. Our polling in numerous primary races in 2010 and 2012 was very accurate and our polling in the 2010 statewide GOP primary for governor was also exact in its final projections.

We are not some fly-by-night company. We take our polling very seriously and we are not a shill for any party. I am a Republican. But, all I care about when I release a poll is whether or not it is accurate. That is the case with this poll as well.

### III. August 26, 2012 Michigan Statewide Poll

Since this poll will be very closely scrutinized, let me begin the process of dissecting it.

- The likely turnout model will be disputed based on the following:
  - The percentage of women-men should be 52%-48%. After preparing the poll for weighting, we had a +4% break. Weighting moved that percentage to 3%.
  - The age breakdowns will be disputed. My exit polling in 2008 disagreed with the Edison breaks. They had 18-29 year olds making up 21% of all voters. I do not believe that was the case then and I do not believe it will be the case this year. We have weighted them at 17%.
  - African-American participation in this poll is 8%, not 12%, which is the percentage of the population but not likely voters. I do not believe blacks represented 12% of the vote in 2008 and I don't believe they will in 2012. Having polled this state for 26 years, blacks have represented about 7%-8% of all votes cast in every

statewide race. At best, it went to 9% four years ago. It will not reach that level this year.

- Area breaks are off a little. Macomb is slightly lower than it should be and Wayne outside Detroit a little high. Based on modeling below, I am very confident the overall results are correct. However, in most models we ran, Romney led in Oakland and Macomb and trailed slightly in Western Wayne outside Detroit. However, because the overall results (N=1277) agreed with the results after running the model 25 times, we will go with those identified in these results. (See methodology below).
- We did not survey cell phone users. However, because we had valid subsample sizes of younger voters, our weighting allowed us to fairly represent them and their strong support for President Obama.
- Our support for Obama among African-Americans is just 73%. However, 84% say they are Democrats. This is a good sample. The problem is that we do not have the black vote yet solidified behind Obama.

Finally, let me add one final point.

- Once we have weighted the sample to represent the likely voter turnout, we run the weighted sample 25 times and then average out the results. When you run a weighted sample, the results vary each time you run the statistics. Therefore, by running the model 25 times, we can use the average percentage for each of the two candidates.
- After determining the likely results in the presidential race by taking the average of 25 weighted runs, we then re-run it until we have the results that are identical to the average of the 25 runs.
- When we have the final model that represents the 25 runs, we look at each crosstab to see whether or not they are consistent with what we believe they should be to allow us to use crosstabs in the final analysis.
- When we have achieved that, when we have final results that are equal to the 25 runs, and when we have consistent crosstabs, we draft the press release on the survey.
- We attach those crosstabs with this survey.

If any members of the press has any questions about our methodology, please call me, I would be happy to discuss those concerns.