

Mitchell Research & Communications Inc.

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

PRESS RELEASE

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Obama and Romney Remain Tied in Michigan *Romney 45% - Obama 44%*

EAST LANSING, Mich. — President Barack Obama and Republican challenger Mitt Romney remain locked in a statistical dead heat in the battleground state of Michigan according to the latest Mitchell Poll. Romney leads with 45% while Obama is just 1% behind at 44%. Four percent are voting for someone else and 8% are undecided. The race is almost identical to where it was one month ago (June 18, 2012) when Obama led 47%-46%. The automated telephone survey of 825 likely voters in the November General Election was conducted Monday, July 23, 2012 and has a Margin of Error + or – 3.4% 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.

“Mitt Romney’s home state continues to look as though it is going to be a battleground state this year. In our latest poll, Romney is now stronger with Republicans than Obama is with Democrats. More importantly, Romney now has a double digit lead with independents,” Steve Mitchell, Chairman of Mitchell Research & Communications, Inc. said.

Obama’s lead among Democrats (87%-10%) is consistent to where it was in June (90%-9%). Romney is now stronger with Republicans (91%-2%) than he was in June (86%-6%) and he has extended his lead with the key block of independent voters (44%-34%), doubling his lead from June (43%-38%). Independents comprised 16% of the voters surveyed, down from 24% in June. Among the 7% who said they were not sure about party affiliation, Romney leads by 2:1 (32%-16%).

The gender gap that we saw last month seems to have changed with the race tightening with both men and women. In June, Romney led Obama with men by 9% (49%-41%). In July, his lead has been cut to 5% (48%-43%). However, Obama’s lead of 11% with women (52%-41%) has been cut to just 2% (44%-42%).

“Obama’s concern should be that he has dropped from more than 50% with women down to 44%. At the same time, Romney is still near 50% with men, down just 1% since June. The gender gap now favors Romney,” Mitchell continued.

Obama has extended his lead in Detroit (91%-2%), up from his June totals (78%-22%). Romney leads in the crucial Tri-County area surrounding Detroit by 8% (48%-40%) the same margin by which he led in June (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 has increased his 2% lead (47%-45%) to 6% (47%-41%). Romney stayed the same as in June while Obama slipped 4%.

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Obama's 10% lead in June with younger voters 18-39 (52%-41%) remains almost unchanged (49%-39%) but his 8% lead with 60+ voters (50%-42%) has been shaved to 5% in July (46%-41%). Romney's 11% lead in June with those 40-59 (51%-40%) is almost identical to what it is now (50%-40%).

"This is a race for the independents. Romney has now solidified his base more than Obama has solidified his. But, Romney has increased his lead to 10% among ticket splitters. If the election was being held today, Obama would likely lose with that key group of independents and it could cost him the race. To win, Romney must do well in the Detroit suburbs as well as in the outstate area. He seems to have held his lead in the Tri-County area outside Detroit while increasing his lead outstate. Although the race is still a statistical dead heat, in several key demographic groups, Romney seems to have made more progress than Obama," 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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