

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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**Contact: Steve Mitchell
248-891-2414**

Race for Levin's U.S. Senate Seat Wide Open *GOP/Democratic Primaries & General Election Even*

EAST LANSING, Mich. — The race to replace retiring U.S. Senator Carl Levin is wide open in both Democratic and Republican Party primary match-ups as well as in trial ballot questions pitting top GOP and Democrats candidates against each other in the General Election according to the latest Mitchell Poll of Michigan.

“Our goal was to test the top names being discussed in the race to succeed Carl Levin, the longest serving U.S. senator in Michigan history. We did not include candidates who have already said they will not run or indicated that they are probably not running. We also gave a very brief description of the six candidates tested,” Steve Mitchell, Chairman of Mitchell Research & Communications, Inc. said.

On the Democratic side, those tested were Congressman Gary Peters, who represents parts of Oakland and Wayne Counties in the U.S. House of Representatives and Debbie Dingell, a former auto executive and Democratic Party State Committee member. She is the wife Congressman John Dingell, the longest serving member of the United States House of Representative in American history.

On the Republican side, those tested included Congressman Mike Rogers, who represents parts of Oakland and Livingston Counties in the U.S. House, Congressman Justin Amash, who represents Kent County and other parts of West Michigan in the U.S. House, former Michigan Secretary of State Terry Lynn Land, and former businesswoman Ronna Romney McDaniel, the niece of 2012 GOP presidential candidate Mitt Romney and the daughter of 1994 and 1996 Michigan U.S. Senate candidate Ronna Romney.

“In the Democratic primary, we found Debbie Dingell leading Gary Peters by a 5% margin (30%-25%) with almost half of the voters (45%) undecided. In a four-way race on the Republican side, Congressman Mike Rogers (21%), Ronna Romney McDaniel (19%) and Congressman Justin Amash (18%) are locked in a three-way statistical dead-heat for first place with Terri Lynn Land (11%) trailing the other three. There is really no clear-cut leader on both sides,” Mitchell said.

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In General Election trial ballot tests, the Democrats do better than the Republicans. Although Terri Lynn Land trails behind the other three Republicans in the primary election poll, she is the strongest Republican in the general election tests. Land leads Dingell by 4% (35%-31%) and she is tied with Gary Peters (33%-32%). Rogers trails both Dingell (34%-29%) and Peters (36%-31%) by 5%. The two Democrats lead Romney McDaniel by 7% (36%-29%) and they both lead Amash by 10% (Peters 39%-29%)(Dingell 38%-28%).

“With a third of the voters undecided, neither party has an edge in the general election. None of the candidates have high state-wide name ID, which is one of the reasons there is no clear-cut front-runner,” Mitchell continued.

The automated survey was conducted March 19 and March 21, 2013. The General Election questions were asked on March 19th of 571 likely November 2014 voters and has a margin of error of + or – 4.1% at the 95% level of confidence.

The primary election questions were asked on both March 19th and March 21st. In the Republican Party primary, 438 voters who said they were going to vote in August 2014 GOP Primary were interviewed. The margin of error for N=438 is + or – 4.68%. On the Democratic side, 387 voters who said they were voting the August 2014 Democratic Party primary were interviewed. The margin of error for N=387 is + or - 4.98%.

For full disclosure, Steve Mitchell has been a guest with Debbie Dingell on Flashpoint, a public affairs program on WDIV-TV, since 2001. He has been a guest lecturer for a class conducted by Gary Peters before he went to Congress and has known him for more than a decade. He was a consultant and pollster for Ronna Romney McDaniel’s mother in 1994 and 1996 when she ran for the U.S. Senate. He has known Terri Lynn Land for 30 years. The only candidate on either side he does not know is Justin Amash.

“The results are the results, they don’t change because I know one candidate better than the other,” Mitchell concluded.

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IVR SURVEY OF MICHIGAN
Field Copy - Aggregate Percentages

Hi, we're conducting a survey of Michigan voters for TV and radio stations on the U.S. Senate race and other issues.

1. If you are 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 August 2014 Primary Election for U.S. Senate, if you are definitely voting press 1, probably voting press 2, not sure yet press 3, or definitely not voting press 4.

Definitely voting	87%
Probably Voting	7
Not Sure Yet	6
Definitely Not	1

3. If you are voting in the Republican Party Primary press 1, the Democratic Party Primary press 2, if you're not sure yet press 3.

GOP	41%
Democratic	40
Not sure	20

4. Thinking about the November 2014 General Election, if you are definitely voting press 1, probably voting press 2, not sure yet press 3, or definitely not voting press 4.

Definitely voting	92%
Probably Voting	6
Not Sure Yet	3
Definitely Not	END

5. Before U.S. Senate questions, four quick questions for statistical purposes: What is your age? If you are ...

18-29 press	12%
30-39 press	21
40-49	25
50-59	15
60-69	12
70 or older	16

6. If you are ...

Male press	43%
Or, Female press	57

7. If you are white/Caucasian press 1, African-American press 2, Hispanic 3, Asian or something else press 4.

White	76%
African-American	18
Hispanic	1
Something else	45

8. If you are a...

Democrat or lean Democrat	41%
Republican or lean Republican	37
Another party	5
Independent	17

9. U.S. Senator Carl Levin is retiring. There are two Democratic candidates seriously looking at running to replace him. U.S. Congressman Gary Peters was an investment advisor and a state senator before being elected to the U.S. House of Representatives in 2008. Debbie Dingell is a Democratic National Committeewoman and civic activist. She is a former auto executive and is married to U.S. Congressman John Dingell.

Dingell	30%
Peters	25
Undecided	45

10. There are several Republicans thinking of running. Justin Amash is a former state representative and now represents West Michigan in the U.S. House of Representatives. He is a libertarian like Ron Paul and Rand Paul. Terri Lynn Land is a former Kent County Clerk and Michigan Secretary of State and was elected Republican National Committeewoman last year. Ronna Romney McDaniel worked for a corporation where she turned around a \$15 million department making it profitable before becoming a stay-at-home Mom and Republican grass-roots organizer. She is the daughter of 1994 and 1996 Republican U.S. Senate candidate Ronna Romney, and niece of Mitt Romney, for whom she campaigned across the state. Mike Rogers is a former FBI agent and state senator and now represents Livingston and Oakland County in the U.S. House where he chairs the Intelligence Committee.

Amash	18%
Land	11
Romney McDaniel	19
Rogers	21
Undecided	31

Now, I'm going to ask you a series of trial ballot questions in the U.S. Senate race. Since there are only two likely Democrats, I will test them against four Republicans. In each case, tell me which candidate you would vote for if the November 2014 General Election was being held today. I will read the Democrat first and the Republican second each time.

11. If you would be voting for Democrat Debbie Dingell press 1, Republican Justin Amash press 2, not sure yet press 3.

Dingell	38%
Amash	28
Undecided	34

12. If you would be voting for Debbie Dingell press 1, Republican Terri Lyn Land press 2, not sure yet press 3.

Dingell	31%
Land	35
Undecided	34

13. If you would be voting for Debbie Dingell press 1, Republican Mike Rogers press 2, not sure yet press 3.

Dingell	34%
Rogers	29
Undecided	38

14. If you would be voting for Debbie Dingell press 1, Republican Ronna Romney McDaniels press 2, not sure yet press 3.

Dingell	36%
Romney McDaniels	29
Undecided	35

15. If you would be voting for Democrat Gary Peters press 1, Republican Justin Amash press 2, not sure yet press 3.
- | | |
|-----------|-----|
| Peters | 39% |
| Amash | 29 |
| Undecided | 33 |
16. If you would be voting for Gary Peters press 1, Republican Terri Lyn Land press 2, not sure yet press 3.
- | | |
|-----------|-----|
| Peters | 33% |
| Land | 32 |
| Undecided | 35 |
17. If you would be voting for Gary Peters press 1, Republican Mike Rogers press 2, not sure yet press 3.
- | | |
|-----------|-----|
| Peters | 36% |
| Rogers | 31 |
| Undecided | 33 |
18. If you would be voting for Gary Peters press 1, Republican Ronna Romney McDaniels press 2, not sure yet press 3.
- | | |
|------------------|-----|
| Peters | 36% |
| Romney McDaniels | 29 |
| Undecided | 34 |
19. You must answer the last two questions or none of your answers will count. What area do you live in? If you live in ...
- | | |
|---|----|
| City of Detroit | 8% |
| Wayne County outside of Detroit | 10 |
| Oakland County | 5 |
| Macomb County | 6 |
| Flint, Saginaw, Bay City, Thumb | 9 |
| Monroe, Washtenaw, Lansing, Jackson, Mid-Michigan | 23 |
| West Michigan | 26 |
| Northern Michigan/U.P. | 13 |
20. Does anyone in your household belong to a labor union or teachers association? If someone does belong to a labor union or teachers association press 1, if no one does press 2.
- | | |
|---------------------|-----|
| Labor household | 34% |
| Non-labor household | 66 |

Thank you very much.