

FOR IMMEDIATE RELEASE  
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**On to November**  
**Poll: Snyder and Schauer in dead heat, Peters leads Land by 7 percent**

LANSING, Mich. – Governor Rick Snyder and Democratic challenger Mark Schauer are in a virtual tie heading in the November General Elections, according to a recent statewide survey conducted by Marketing Resource Group (MRG). The Governor’s lead has dwindled from 8 percent (47 percent – 39 percent) since March of 2014.

“As Mark Schauer has become better known, he has consistently gained support among his Democratic base,” said Tom Shields, president of MRG. “At this time the race for governor in Michigan has to be considered a toss-up.”

The poll shows Governor Snyder leading with male voters and voters from West Michigan, Mid-Michigan and Macomb County. Schauer is leading with female voters and voters in the Detroit Metro area, especially those living in the city of Detroit and union members.

According to the MRG poll, Oakland County, the Flint, Saginaw, and Bay City region and northern Michigan areas are a toss-up. The following is the actual wording and results:

*If the general election for Governor of Michigan was being held today, and the candidates were (ROTATE: Rick Snyder, the Republican, and Mark Schauer (Shower) the Democrat, for whom would you vote? (IF UNDECIDED OR REFUSED, ASK: Which way do you lean as of today, toward (ROTATE: Snyder or Schauer?)*

	<u>March</u>	<u>July</u>
Vote Snyder .....	41.5%	38.8%
Lean Snyder .....	5.3%	5.8%
Vote Schauer .....	32.7%	37.3%
Lean Schauer .....	5.8%	7.0%
Don’t know/Undecided/Refused .....	14.2%	11.0%
Total Snyder .....	47%	44.6%
Total Schauer .....	39.0%	44.3%
Undecided/Don’t Know/Refused.....	14%	11.0%

## U.S. Senate Race

Congressman Gary Peter continues to widen his lead over former Secretary of State Terri Lynn Land in the race for the U.S. Senate in Michigan to replace retiring U.S. Senator Carl Levin. The MRG poll shows Peters leading Land at 47 percent to 40 percent among likely voters in the November General Election. This is a nine-percentage point gain for Democrat Peters since March of this year when an MRG poll showed Land leading 40 percent to 38 percent.

“It appears that Land’s campaign has hit a wall over the past four months while Peters has picked up nine percent of the previously undecided voters,” said Shields. “This is coming down to a battle for the ticket-splitting, independent voters and as of now, Peters is leading among ticket-splitters by 15 percent (Peters 48 percent – Land 33 percent).”

The poll shows Land has strong support from Republicans, conservatives, voters in West Michigan and Macomb County. Peters has strong support from Democrats and liberals, and leads with young voters, voters living in Wayne County, especially in Detroit, Oakland County and union members. Peters leads Land among women voters by 11 percent (Peters 46 percent – Land 35 percent).

Male voters and voters living in mid-Michigan and northern Michigan are a toss-up.

The following is the actual wording and results:

*If the general election for U.S. Senate from Michigan was being held today, and the candidates were (**ROTATE**: Terri Lynn Land, the Republican, and Gary Peters, the Democrat,) for whom would you vote? (**IF UNDECIDED OR REFUSED, ASK**: Which way do you lean as of today, toward (**ROTATE**: Land or Peters?)*

	<i>March</i>	<i>July</i>
Vote Land.....	34.7%	35.8%
Lean Land.....	5.3%	4.2%
Vote Peters .....	32.7%	42.0%
Lean Peters .....	5.3%	4.7%
Don't know/Undecided/Refused .....	22.0%	13.3%
Total Land .....	40.0%	40.0%
Total Peters.....	38.0%	46.7%
Don't know/Undecided/Refused .....	22.0%	13.3%

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*Marketing Resource Group's Poll was conducted July 26 through July 30, 2014. The poll was conducted by live professionally trained telephone interviewers. The random sample, consisting of 600 likely voters who indicated that they will be voting in the November general election, has a margin of error of  $\pm 4$  percentage points or less within a 95 percent degree of confidence.*

*The cluster sample was drawn from a list of voters likely to vote in the November general elections, which is determined by their participation in previous statewide general elections. The individuals included in that list and their voting histories are updated monthly. The poll sample is stratified by statewide voter turnout and is geographically representative of general election voter turnout in Michigan. Twenty percent of the respondents are likely voters who live in cell phone-only households.*

**About Marketing Resource Group, Inc.**

MRG offers expertise in public affairs, communications, political campaign management, and public opinion survey research. For more than thirty years, MRG has conducted its bi-annual omnibus Michigan Poll™, tracking the pulse of Michigan voters on key statewide public policy and political issues. MRG is the only Michigan public opinion survey research firm that maintains nearly 30 years of trend analyses of voter attitudes related to state and national leaders, political parties, and the political and economic climate in Michigan.

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