

**FOR IMMEDIATE RELEASE**

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**Lands trails Peters by 11 percent**

*Poll: Peters is pulling away from Land in U.S. Senate campaign*

**LANSING, Mich.** – 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 Marketing Resource Group (MRG) poll shows Peters leading Land at 47 percent to 36 percent among likely voters in the November General Election. This is a 4-percentage point gain for Democrat Peters since July, just before the primary, when an MRG poll showed Peters leading 47 percent to 40 percent.

“Land is slipping in the polls as the campaign on behalf of Peters has driven her negatives though the roof,” said Tom Shields, President of MRG. “Land is losing among both men and women and she’s only winning her home area by 2 percent while trailing Peters in the Detroit Metro area by 23 percent. She has a lot a ground to make up in 4 weeks.”

The poll shows Peters has increased his support among women voters from 11 percent in July to 16 percent. Peters leads among male voters by 6 percent (45 percent – 39 percent).

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?))*

	<u>March</u>	<u>July</u>	<u>October</u>
Vote Land.....	34.7%	35.8%	32.8%
Lean Land.....	5.3%	4.2%	3.6%
Vote Peters .....	32.7%	42.0%	43.8%
Lean Peters .....	5.3%	4.7%	3.6%
Other Candidate (volunteered) .....	N/A	N/A	4.4%
Don't know/Undecided/Refused .....	22.0%	13.3%	11.8%
<b>TOTAL LAND .....</b>	<b>40.0%</b>	<b>40.0%</b>	<b>36.4%</b>
<b>TOTAL PETERS .....</b>	<b>38.0%</b>	<b>46.7%</b>	<b>47.4%</b>

<b>Media Markets</b>	<b>Land</b>	<b>Peters</b>
Detroit Metro .....	53%	30%
Grand Rapids/Kalamazoo .....	45%	43%
Flint/Saginaw/Bay City .....	38%	46%
Traverse/Cadillac/Soo .....	41%	41%
Lansing/Mid-Michigan .....	38%	43%
Balance of U.P. ....	56%	25%

<b>Past Vote Behavior</b>	<b>Land</b>	<b>Peters</b>
Republican.....	81%	6%
Ticket-Splitters .....	32%	43%
Democrat .....	4%	88%

<b>Gender</b>	<b>Land</b>	<b>Peters</b>
Male .....	39%	45%
Female.....	43%	50%

<b>Perception of Candidates</b>	<b>Land</b>	<b>Peters</b>
Aware of candidate .....	93.9%	91.7%
Total Favorable .....	30%	34%
Total Unfavorable .....	45%	29%

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*Marketing Resource Group's Poll was conducted September 30 through October 1, 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. Thirty 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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