



**SEPTEMBER 22<sup>nd</sup>, 2014**  
**MEMORANDUM**

**TO: INTERESTED PARTIES**  
**FROM: DAVID FLAHERTY, MAGELLAN STRATEGIES**  
**RE: MICHIGAN US SENATE SURVEY SUMMARY**

This memorandum is a summary of an automated survey of 717 likely general election voters in Michigan. The survey was fielded on September 14<sup>th</sup> and 15<sup>th</sup>, and has a margin of error of +/- 3.66% at the 95% confidence level. This survey measured the candidate image ratings and ballot test in the race for the United States Senate.

**Survey Findings**

Among all voters, Democrat candidate Gary Peters leads Republican Terri Lynn Land by 5 points, 45% to 40% respectively in the race for the United States Senate. The Libertarian candidate Jim Fulner has 5%, the Green Party candidate Chris Wahmhoff has 3%, Richard Matkin the US Taxpayer’s Party candidate has 2% and 5% of voters are undecided. Since our last survey looking at this race in early June, support for Gary Peters has declined by 5 points from 50% to 45% and support for Terri Lynn Land has declined by 1 point from 41% to 40%.

When looking at the ballot test by gender we find Terri Lynn Land leading by 1 point among all male voters and Gary Peters leading among all female voters by 9 points. This has become a familiar picture this election cycle, considering Democrat efforts to drive women away from Republican candidates. Among the important independent voters we find Terri Lynn Land leading Gary Peters by 7 points, 41% to 34% respectively.

**US Senate Ballot Test by Voter Subgroup**

	All Voters	All Men	Mar. Men	Sing. Men	All WOM	Mar. WOM.	Sing. WOM.	All Rep	All Dem	All Ind
Peters Net	+5	-1	+3	-12	+9	+2	+21	-64	+77	-7
Peters	45%	44%	46%	37%	46%	44%	49%	12%	84%	34%
Land	40%	45%	43%	49%	37%	42%	28%	76%	7%	41%
Fulner	5%	3%	3%	3%	6%	5%	9%	3%	3%	9%
Wahmhoff	3%	4%	4%	2%	1%	1%	3%	2%	2%	4%
Matkin	2%	2%	1%	5%	2%	2%	3%	2%	1%	4%
Undecided	5%	2%	3%	4%	8%	6%	8%	5%	3%	8%

### **Gary Peters Image Rating**

Among all voters, 36% have a favorable opinion of Gary Peters, 39% have an unfavorable opinion of him, 17% have heard of him, but do not have an opinion of him, and 8% have never heard of him. The following table shows Gary Peters' image rating by voter subgroup.

#### **Gary Peters Image Rating by Voter Subgroup**

	All Voters	All Men	Mar. Men	Sing. Men	All WOM	Mar. WOM.	Sing. WOM.	All Rep	All Dem	All Ind
Fav. Net	-3	-1	+4	-12	-4	-7	0	-47	+50	-16
Favorable	36%	40%	42%	36%	33%	33%	32%	14%	63%	28%
Unfavorable	39%	41%	38%	48%	37%	40%	32%	61%	13%	44%
Hrd. No Op.	17%	12%	13%	8%	21%	20%	24%	15%	18%	19%
Nvr. Hrd. Of	8%	7%	7%	8%	9%	7%	12%	10%	6%	9%

### **Terri Lynn Land Image Rating**

Among all voters, 38% have a favorable opinion of Terri Lynn Land, 46% have an unfavorable opinion of her, 14% have heard of her but do not have an opinion of her, and 2% have never heard of her. The following table shows Terri Lynn Land's image rating by voter subgroup.

#### **Terri Lynn Land Rating by Voter Subgroup**

	All Voters	All Men	Mar. Men	Sing. Men	All WOM	Mar. WOM.	Sing. WOM.	All Rep	All Dem	All Ind
Fav. Net	-8	0	-2	+10	-14	-7	-24	+53	-67	-2
Favorable	38%	44%	43%	48%	33%	38%	26%	69%	8%	41%
Unfavorable	46%	44%	45%	38%	47%	45%	50%	16%	75%	43%
Hrd. No Op.	14%	11%	11%	11%	17%	14%	21%	12%	16%	13%
Nvr. Hrd. Of	2%	1%	1%	3%	3%	3%	3%	3%	1%	3%

### **Conclusion**

With 47 days until the election, this survey finds the US Senate race in Michigan competitive with Terri Lynn Land trailing Gary Peters by 5 points. Although Terri Lynn Land's support among men is not matching Gary Peters' support among women, she does have a 7-point lead among independents. How voters make up their mind in the remaining weeks will be interesting to watch.

### **Survey Commissioned By**

This survey was not commissioned by any candidate campaign, organization, political party or individual and is the sole work of Magellan Strategies.



### **Survey Methodology**

This survey was conducted using automated voice recorded technology. The sample for this survey was randomly drawn from a Michigan voter file. The results were weighted based upon past voting demographics of the non-Presidential voting population in Michigan. Any questions regarding the methodology of this survey should be directed to David Flaherty of Magellan Strategies at [dflaherty@magellanstrategies.com](mailto:dflaherty@magellanstrategies.com) or 303-861-8585. The survey toplines and crosstabs are included in this document.





## Michigan General Election Survey Topline Results

Magellan Strategies are pleased to present the topline results for a 717n autodial survey of likely general election voters in the state of Michigan. The interviews were conducted September 14<sup>th</sup> – 15<sup>th</sup>, 2014. This survey has a margin of error of +/- 3.66% at the 95 percent confidence interval. This survey was weighted based upon past general election voting demographics.

*T1. Are you registered to vote?*

Yes..... 100%

*T2. How likely are you to vote in the November general election for Governor and the United States Senate?*

Extremely likely..... 92%  
Very likely..... 6%  
Somewhat likely..... 2%

*T3. Do you have a favorable or unfavorable opinion of Gary Peters?*

Favorable ..... 36%  
Unfavorable ..... 39%  
Heard of, no opinion..... 17%  
Never heard of ..... 8%

Name ID ..... 92%  
Hard Name ID ..... 75%

*T4. Do you have a favorable or unfavorable opinion of Terri Lynn Land?*

Favorable .....	38%
Unfavorable .....	46%
Heard of, no opinion.....	14%
Never heard of.....	2%
Name ID.....	98%
Hard Name ID .....	84%

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*T5. If the election for the United States Senate were being held today, for whom would you vote if the candidates were Gary Peters, the Democrat candidate, Terri Lynn Land, the Republican candidate, Jim Fulner, the Libertarian candidate, Chris Wahmhoff, the Green Party candidate, or Richard Matkin, the US Taxpayers Party candidate?*

Gary Peters .....	45%
Terri Lynn Land.....	40%
Jim Fulner .....	5%
Chris Wahmhoff.....	3%
Richard Matkin .....	2%
Undecided.....	5%

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*T6. Do you consider yourself to be a Republican, a Democrat or something else?*

Democrat.....	37%
Republican.....	34%
Something else.....	29%

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*And now I have a couple of questions for statistical purposes only...*

*T7. Are you a man or a woman?*

Woman.....	53%
Man .....	47%

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*T8. Which of the following age groups applies to you?*

18-29 .....	5%
30-44 .....	17%
45-54 .....	19%
55-64 .....	24%
65+ .....	34%
Unsure or no opinion.....	1%

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*T9. What is your marital status?*

Married .....	67%
Widowed .....	13%
Single and never been married.....	10%
Divorced.....	7%
Unmarried living with partner .....	1%
Separated .....	1%
Unsure or no opinion.....	1%

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*T10. For statistical purposes only what is your race? Press 1 if you are white, press 2 if you are Hispanic or Latino, press 3 if you are black or African American, press 4 if you belong to some other racial group.*

White.....	81%
Black or African American .....	12%
Other ethnic group.....	5%
Hispanic .....	2%

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**Survey Methodology**

This survey was conducted using automated telephone touchtone technology. The sample used for this survey was randomly drawn from a statewide Michigan voter file. The survey response data was weighted based upon past general election voting demographics. The interviews were conducted on September 14<sup>th</sup> – 15<sup>th</sup>, 2014. Three attempts were made to interview each household in the sample. This survey has a margin of error of 3.66% at the 95 percent confidence interval.

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Table 1-1

T1. Are you registered to vote?

	GENDER~MARITAL												AGE						REPUBLICAN						DEMOCRAT						INDEPENDENT																	
	MEN		MEN		WOM		WOM		SING		SING		MARR		MARR		18-29		30-44		45-54		55-64		65+		TOT		REP		REP		TOT		DEM		DEM		TOT		IND		IND					
	TOTAL	100.0	337	100.0	243	100.0	88	100.0	380	100.0	380	100.0	239	100.0	138	100.0	36	100.0	122	100.0	136	100.0	172	100.0	244	100.0	244	100.0	121	100.0	122	100.0	265	100.0	265	100.0	101	100.0	101	100.0	208	100.0	208	100.0	115	100.0	115	100.0
TOTAL	717	100.0	337	100.0	243	100.0	88	100.0	380	100.0	380	100.0	239	100.0	138	100.0	36	100.0	122	100.0	136	100.0	172	100.0	244	100.0	244	100.0	121	100.0	122	100.0	265	100.0	265	100.0	101	100.0	101	100.0	208	100.0	208	100.0	115	100.0	115	100.0
YES	717	100.0	337	100.0	243	100.0	88	100.0	380	100.0	380	100.0	239	100.0	138	100.0	36	100.0	122	100.0	136	100.0	172	100.0	244	100.0	244	100.0	121	100.0	122	100.0	265	100.0	265	100.0	101	100.0	101	100.0	208	100.0	208	100.0	115	100.0	115	100.0





Table 2-1

T2. How likely are you to vote in the November general election for Governor and the United States Senate?

	GENDER~MARITAL												AGE						REPUBLICAN				DEMOCRAT				INDEPENDENT															
	TOTAL		MEN		WOM		SING		MARR		WOM		SING		18-29		30-44		45-54		55-64		65+		TOT		REP		WOM		TOT		DEM		WOM		TOT		IND		WOM	
	717	100.0	337	100.0	243	100.0	88	100.0	380	100.0	239	100.0	138	100.0	36	100.0	122	100.0	136	100.0	172	100.0	244	100.0	244	100.0	121	100.0	122	100.0	265	100.0	101	100.0	164	100.0	208	100.0	115	100.0	93	100.0
EXTREMELY LIKELY	656	91.5	314	93.3	229	94.3	81	91.1	342	90.0	221	92.4	119	85.8	34	95.0	110	90.0	122	89.9	159	92.4	226	92.7	229	94.0	115	94.7	114	93.3	235	88.6	91	89.9	144	87.8	192	92.5	109	94.7	84	89.7
VERY LIKELY	43	6.0	19	5.6	11	4.6	7	7.8	24	6.3	7	3.0	17	12.1	2	5.0	10	8.0	8	5.7	8	4.9	13	5.5	8	3.1	5	3.8	3	2.4	25	8.3	8	10.1	17	5.0	6	5.3	4	4.7		
SOMEWHAT LIKELY	18	2.5	4	1.1	3	1.1	1	1.1	14	3.7	11	4.6	3	2.1	2	2.0	2	4.5	6	4.5	5	2.7	5	1.9	7	2.9	2	1.5	5	2.0	2	1.9	4	2.1	5	2.5	4	5.6				

Table 2-2

T2. How likely are you to vote in the November general election for Governor and the United States Senate?

	PETERS LAND IMAGE												US SENATE BALLOT											
	RACE				IMAGE				LAND IMAGE				PET ERS LAND				FUL WAHM MAT							
	TOTAL	WHIT	HISP	BLCK	AA	OTH	FAV	UN	FAV	UN	FAV	UN	FAV	PET ERS	LAND	FUL NER	WAHM HOFF	MAT KIN	UND					
TOTAL	717 100.0	581 100.0	14 100.0	86 100.0	36 100.0	274 100.0	276 100.0	260 100.0	327 100.0	323 100.0	289 100.0	304 100.0	263 100.0	31 100.0	16 100.0	35 100.0	18 100.0	16 100.0	37 100.0					
EXTREMELY LIKELY	656 91.5	532 91.6	12 86.6	82 95.4	30 83.5	244 93.6	261 94.5	260 95.0	307 94.1	304 94.1	263 91.0	31 88.2	16 92.5	3 88.2	1 92.5	14 85.5	29 78.5	14 85.5	29 78.5					
VERY LIKELY	43 6.0	34 5.8	1 8.7	3 3.4	5 14.2	13 5.0	11 3.9	10 3.7	15 4.7	14 4.4	18 6.2	3 8.2	1 7.5	3 8.2	1 7.5	2 14.5	4 11.1	2 14.5	4 11.1					
SOMEWHAT LIKELY	18 2.5	15 2.6	1 4.7	1 1.2	1 2.3	4 1.4	4 1.5	4 1.3	4 1.2	5 1.5	8 2.7	4 3.6	1 3.6	1 3.6	1 3.6	1 3.6	1 3.6	4 10.4	4 10.4					

Table 3-1

T3. Do you have a favorable or unfavorable opinion of Gary Peters?

	GENDER~MARITAL												AGE						REPUBLICAN						DEMOCRAT						INDEPENDENT											
	TOTAL		MEN		MEN		WOM		WOM		SING		WOM		18-29		30-44		45-54		55-64		65+		TOT		REP		REP		TOT		DEM		DEM		TOT		IND		IND	
	717	100.0	337	100.0	243	100.0	88	100.0	380	100.0	239	100.0	138	100.0	36	100.0	122	100.0	136	100.0	172	100.0	244	100.0	244	100.0	121	100.0	122	100.0	164	100.0	208	100.0	208	100.0	115	100.0	93	100.0		
FAVORABLE	260	36.3	135	40.2	103	42.3	32	36.0	125	32.9	78	32.8	44	31.8	11	27.3	27	22.1	37	27.3	89	51.7	94	38.4	33	13.7	25	20.7	8	6.7	168	77	92	55.7	59	28.3	34	29.3	25	27.1		
UNFAVORABLE	276	38.6	137	40.7	93	38.2	42	47.5	139	36.6	95	39.7	44	32.0	17	42.3	42	34.8	68	49.7	56	32.6	91	37.5	150	61.4	76	62.5	74	60.4	36	13.4	12	11.6	24	14.5	91	43.9	50	44.5		
HEARD OF, NO OPINION	123	17.2	42	12.4	32	13.1	8	8.6	21.4	20.0	48	24.3	34	24.3	5	27.4	33	27.4	19	14.2	20	11.8	43	17.6	36	14.8	11	9.3	25	17.6	9	9.0	38	22.9	40	19.4	21	18.7	19	20.2		
NEVER HEARD OF	57	8.0	23	6.7	16	6.4	7	8.0	35	9.1	18	7.5	17	12.0	3	15.7	19	15.7	12	8.8	7	3.9	16	6.5	25	10.1	9	7.5	15	5.7	4	3.6	11	6.9	18	8.4	10	8.6	8	8.2		
NAME ID	660	92.0	314	93.3	227	93.6	81	92.0	345	90.9	221	92.5	122	88.0	33	84.3	103	84.3	124	91.2	165	96.1	228	93.5	219	89.9	112	92.5	107	87.3	250	96.4	97	93.1	153	91.6	105	91.4	86	91.8		
HARD NAME ID	537	74.9	273	80.9	195	80.5	74	83.4	264	69.5	173	72.5	88	63.8	28	56.9	69	56.9	105	77.0	145	84.2	185	75.9	183	75.1	101	83.2	82	67.1	204	88	88	115	70.2	150	72.2	83	72.7	67	71.5	

T3. Do you have a favorable or unfavorable opinion of Gary Peters?

	RACE										PETERS IMAGE			LAND IMAGE			US SENATE BALLOT					
	TOTAL	WHIT	HISP	BLCK			OTH	FAV	UN FAV	UN FAV	FAV	UN FAV	PET ERS	LAND	FUL NER	WAHM HOFF	MAT KIN	UND				
				AA	AA	AA																
TOTAL	717 100.0	581 100.0	14 100.0	86 100.0	36 100.0	36 100.0	260 100.0	276 100.0	276 100.0	274 100.0	327 100.0	323 100.0	289 100.0	35 100.0	18 100.0	16 100.0	37 100.0					
FAVORABLE	260 36.3	201 34.7	4 26.1	46 53.5	9 25.4	9 100.0	260 100.0	276 100.0	276 100.0	31 11.5	215 65.8	235 72.9	18 6.1	1 3.1	4 23.2	4 23.2	3 6.8					
UNFAVORABLE	276 38.6	228 39.3	7 46.1	24 28.2	17 48.5	17 100.0	276 100.0	276 100.0	198 72.3	60 18.4	60 18.4	21 6.6	202 70.0	21 61.6	5 26.2	14 86.8	13 35.6					
HEARD OF, NO OPINION	123 17.2	102 17.5	3 22.0	11 12.4	8 21.0	8 100.0	32 11.8	36 11.1	42 14.5	10 27.4	10 27.4	7 21.2	2 6.8	15 41.0	2 13.2	15 40.0						
NEVER HEARD OF	57 8.0	49 8.5	1 5.7	5 5.9	2 5.2	2 100.0	12 4.5	15 4.7	27 9.5	3 7.9	3 7.9	2 9.7	2 9.7	7 17.7	2 9.7	7 17.7						
NAME ID	660 92.0	531 91.5	14 94.3	81 94.1	34 94.8	34 100.0	260 100.0	276 100.0	262 95.5	311 95.3	311 95.3	304 94.2	262 90.5	32 92.1	16 90.3	16 100.0	30 82.3					
HARD NAME ID	537 74.9	430 74.0	10 72.3	70 81.7	26 73.9	26 100.0	260 100.0	276 100.0	229 83.7	275 84.2	275 84.2	256 79.5	220 76.0	22 64.7	9 49.3	14 86.8	16 42.4					

Table 4-1

T4. Do you have a favorable or unfavorable opinion of Terri Lynn Land?

	GENDER-MARITAL										AGE					REPUBLICAN					DEMOCRAT					INDEPENDENT																
	TOTAL		MEN		MARR		SING		WOM		MARR		SING		18-29		30-44		45-54		55-64		65+		TOT REP		REP MEN		REP WOM		TOT DEM		DEM MEN		DEM WOM		TOT IND		IND MEN		IND WOM	
TOTAL	717	337	243	88	380	239	138	100.0	244	121	122	100.0	265	101	164	100.0	208	115	208	100.0	100.0	100.0	100.0	100.0	265	101	164	100.0	208	115	208	100.0	100.0	100.0	100.0	100.0	93	100.0	100.0	100.0		
FAVORABLE	274	148	104	42	125	90	36	37.6	96	78	49	39.2	20	8	12	8.0	85	50	41.0	7.4	7.7	7.7	7.7	7.7	20	8	12	8.0	85	50	41.0	7.4	38.0	43.4	38.0	43.4						
UNFAVORABLE	327	147	109	34	179	107	69	44.9	107	18	100	43.9	198	76	122	74.1	89	49	42.6	74.1	74.6	74.6	74.6	74.6	198	76	122	74.1	89	49	42.6	43.0	42.3	42.3								
HEARD OF, NO OPINION	99	35	26	9	63	35	29	14.5	37	6	21	15.0	42	16	26	16.1	28	13	13.4	15.9	16.0	16.0	16.0	16.0	42	16	26	16.1	28	13	13.4	11.1	15	16.2								
NEVER HEARD OF	18	6	3	3	12	7	5	3.0	5	3	2	1.9	7	3	4	2.5	6	3	3.0	3.7	3.0	3.0	3.0	3.0	7	3	5	4	6	3	3	2.5	3	3.5								
NAME ID	699	331	240	85	368	232	134	96.5	239	119	170	98.1	237	119	118	97.5	202	112	97.0	98.3	97.0	97.0	97.0	97.0	237	119	118	96.3	261	101	160	97.5	90	96.5								
HARD NAME ID	600	296	214	76	305	197	105	82.5	202	112	149	83.1	208	112	96	78.3	174	99	83.7	82.3	82.3	82.3	82.3	82.3	208	112	84	83.5	174	99	83.7	86.4	75	80.3								

Table 4-2

T4. Do you have a favorable or unfavorable opinion of Terri Lynn Land?

	RACE										PETERS IMAGE				LAND IMAGE				US SENATE BALLOT			
	TOTAL	WHIT	HISP	BLK	AA	OTH	FAV	UN	FAV	UN	PET	ERS	LAND	FUL	NER	WAHM	HOFF	MAT	KIN	UND		
					AA						ERS											
TOTAL	717 100.0	581 100.0	14 100.0	86 100.0	36 100.0	276 100.0	274 100.0	327 100.0	323 100.0	289 100.0	35 100.0	18 100.0	16 100.0	37 100.0								
FAVORABLE	274 38.2	235 40.5	7 45.5	18 20.9	14 39.4	31 12.1	198 71.6	274 100.0	22 6.9	240 83.0	4 11.3	2 9.9	4 26.9	2 4.1								
UNFAVORABLE	327 45.5	256 44.1	5 33.6	47 54.6	18 51.3	215 82.6	21.7	327 100.0	254 78.8	7 2.5	25 71.7	14 76.1	10 62.7	17 45.6								
HEARD OF, NO OPINION	99 13.8	76 13.2	3 17.9	18 20.9	2 4.7	14 5.4	18 6.5		41 12.6	35 12.1	5 13.5	1 4.4	18 47.8									
NEVER HEARD OF	18 2.5	13 2.2	3 3.0	3 3.6	2 4.6	1 0.2			5 1.7	7 2.4	1 3.5	2 9.7	2 10.4	1 2.4								
NAME ID	699 97.5	568 97.8	14 97.0	83 96.4	34 95.4	260 100.0	276 99.8	274 100.0	317 98.3	282 97.6	34 96.5	16 90.3	14 89.6	36 97.6								
HARD NAME ID	600 83.7	492 84.6	11 79.1	65 75.5	33 90.7	246 94.6	258 93.3	274 100.0	277 85.7	247 85.5	29 83.0	15 86.0	14 89.6	18 49.7								

Table 5-1

T5. If the election for the United States Senate were being held today, for whom would you vote if the candidates were Gary Peters, the Democrat candidate, Terri Lynn Land, the Republican candidate, Jim Fulner, the Libertarian candidate, Chris Wahmhoff, the Green Party candidate, or Richard Matkin, the US Taxpayers Party candidate?

	GENDER~MARITAL		AGE						REPUBLICAN				DEMOCRAT				INDEPENDENT																													
	MEN		WOM		18-29		30-44		45-54		55-64		65+		TOT REP		REP WOM		TOT DEM		DEM MEN		DEM WOM		TOT IND		IND MEN		IND WOM																	
	TOTAL	MARR	MEN	SING	WOM	MARR	WOM	SING	WOM	MARR	WOM	SING	WOM	MARR	WOM	SING	WOM	TOT	REP	TOT	DEM	TOT	DEM	TOT	IND	IND	TOT	IND	IND	WOM																
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0																
TOTAL	717	337	243	88	380	239	138	36	122	136	172	244	244	121	122	265	265	101	164	208	101	164	208	115	93	100.0	100.0	100.0	100.0																	
GARY PETERS	323	147	112	33	176	106	68	13	50	44	104	108	108	23	7	222	84	84	139	71	84	139	71	40	30	45.0	43.5	46.1	37.2	46.3	44.2	48.9	35.1	41.3	32.1	60.4	44.4	12.2	18.9	5.6	83.8	82.7	84.4	34.0	35.1	32.6
TERRI LYNN LAND	289	150	105	43	139	100	39	13	54	74	43	104	104	91	95	18	8	8	10	85	8	10	85	50	34	40.3	44.5	43.1	49.0	36.6	42.0	28.1	36.7	44.3	54.0	24.7	42.5	76.3	75.3	77.3	6.9	8.1	6.2	40.7	43.8	36.9
JIM FULNER	35	12	8	3	23	11	12	5	4	6	9	11	11	8	8	9	2	2	6	18	2	6	18	10	9	4.8	3.6	3.1	3.4	6.0	4.5	8.6	13.5	3.2	4.2	5.4	4.4	3.1	6.3	3.3	2.3	3.9	8.8	8.4	9.3	
CHRIS WAHMHOFF	18	13	10	2	5	1	4	1	7	4	2	3	3	4	4	6	4	4	2	8	4	2	8	4	3	2.5	3.7	4.3	2.4	1.4	0.5	2.9	3.7	6.0	2.6	0.9	1.2	1.8	3.6	2.2	3.9	1.1	3.6	3.6		
RICHARD MATKIN	16	7	2	4	9	5	4	4	3	3	5	1	4	2	2	2	1	1	1	10	1	1	10	4	6	2.2	2.0	0.9	4.6	2.4	2.2	2.8	11.0	2.8	1.9	2.8	0.4	1.7	1.3	2.0	0.8	1.1	0.6	4.6	3.5	5.9
UNDECIDED	37	9	6	3	28	16	12		3	7	10	17	17	1	11	8	2	2	6	17	2	6	17	6	11	5.2	2.7	2.5	3.5	7.3	6.6	8.7	2.4	5.1	5.7	7.0	4.8	0.8	8.8	3.0	1.9	3.8	8.3	5.5	11.8	







Table 6-2

T6. Do you consider yourself to be a Republican, a Democrat or something else?

	RACE				PETERS IMAGE				LAND IMAGE				US SENATE BALLOT						
	TOTAL	WHIT	HISP	BLCK	AA	OTH	FAV	UN	FAV	UN	FAV	UN	PET	ERS	LAND	FUL	WAHM	MAT	UND
TOTAL	717 100.0	581 100.0	14 100.0	86 100.0	36 100.0	36 100.0	260 100.0	276 100.0	274 100.0	327 100.0	323 100.0	289 100.0	35 100.0	18 100.0	16 100.0	37 100.0			
DEMOCRAT	265 37.0	189 32.6	6 39.0	61 70.9	9 26.4	9 26.4	168 64.5	36 12.8	20 7.4	198 60.6	222 68.9	18 6.3	9 25.1	6 32.8	2 13.6	8 21.8			
REPUBLICAN	244 34.0	221 38.1	3 24.2	12 14.5	7 18.8	7 18.8	33 12.8	150 54.2	168 61.4	40 12.2	30 9.3	186 64.4	8 22.1	4 24.9	4 25.9	12 31.5			
SOMETHING ELSE	208 29.0	170 29.3	5 36.8	13 14.6	20 54.8	20 54.8	59 22.6	91 33.0	85 31.1	89 27.2	71 21.9	85 29.3	18 52.8	8 42.2	10 60.5	17 46.7			



Michigan General Election Survey, September 14th - 15th, 2014, 717N, 3.66% MoE, Weighted Results, Magellan Strategies, 1685 Boxelder St. Suite 300, Louisville, CO 80027, 303-861-8585  
 Table 7-2  
 And now I have a couple of questions for statistical purposes only...  
 T7. Are you a man or a woman?

	RACE			PETERS IMAGE		LAND IMAGE		US SENATE BALLOT							
	TOTAL	WHIT	HISP	BLCK AA	OTH	UN FAV	UN FAV	UN FAV	PET ERS	LAND	FUL NER	WAHM HOFF	MAT KIN	UND	
TOTAL	717 100.0	581 100.0	14 100.0	86 100.0	36 100.0	276 100.0	260 100.0	274 100.0	327 100.0	323 100.0	289 100.0	35 100.0	18 100.0	16 100.0	37 100.0
WOMAN	380 53.0	308 53.0	7 48.7	48 55.3	18 49.5	125 48.0	139 50.3	125 45.8	179 54.9	176 54.5	139 48.2	23 65.5	5 29.2	9 57.4	28 75.3
MAN	337 47.0	273 47.0	7 51.3	38 44.7	18 50.5	135 49.7	137 49.7	148 54.2	147 45.1	147 45.5	150 51.8	12 34.5	13 70.8	7 42.6	9 24.7





Table 9-1

T9. What is your marital status?

	GENDER~MARITAL										AGE						REPUBLICAN						DEMOCRAT						INDEPENDENT									
	TOTAL		MEN		MEN		WOM		WOM		18-29		30-44		45-54		55-64		65+		TOT REP		REP MEN		REP WOM		TOT DEM		DEM MEN		DEM WOM		TOT IND		IND MEN		IND WOM	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%		
TOTAL	717	100.0	337	100.0	243	100.0	380	100.0	239	100.0	138	100.0	122	100.0	136	100.0	172	100.0	244	100.0	244	100.0	121	100.0	122	100.0	265	100.0	101	100.0	164	100.0	208	100.0	115	100.0	93	100.0
MARRIED	481	67.2	243	72.0	243	100.0	239	62.8	239	100.0	18	49.8	78	64.1	112	82.2	129	75.2	140	57.6	180	73.7	89	72.9	91	74.4	160	60.3	73	53.1	87	68.2	142	71.0	81	64.8	60	64.8
WIDOWED	94	13.1	28	8.2	243	100.0	67	17.5	239	100.0	67	48.2	8	6.5	7	5.1	7	4.1	71	29.1	33	13.7	11	9.0	22	18.3	40	15.2	8	5.8	32	19.4	21	17.2	8	7.2	12	13.3
SINGLE NEVER MARRIED	72	10.1	35	10.4	37	9.8	39.7	9.8	37	9.8	37	26.8	15	28.3	10	7.2	11	6.4	8	3.1	19	7.6	15	12.2	4	3.0	31	11.5	9	6.6	21	13.0	23	11.2	11	9.7	12	12.9
DIVORCED	49	6.8	21	6.2	28	7.3	21	5.5	28	7.3	28	20.1	4	2.9	7	4.8	20	11.7	19	7.6	11	4.7	6	5.1	5	4.2	26	9.9	8	5.8	19	11.3	11	9.0	7	6.0	4	4.5
UNMARRIED WITH PARTNER	7	0.9	2	0.7	4	1.1	2	0.5	4	1.1	4	2.9	1	0.6	1	0.6	1	0.6	2	0.9	1	0.4	1	0.8	1	0.8	3	1.0	1	0.7	2	1.0	3	1.4	0.4	0.4	2	2.6
SEPARATED	5	0.7	2	0.7	3	0.7	2	0.5	3	0.7	3	2.0	3	2.5	1	0.4	1	0.4	1	0.6	3	1.0	1	0.8	1	0.8	1	0.3	1	0.6	1	0.4	4	2.1	2	2.0	2	2.0
UNSURE NO OPINION	9	1.2	6	1.7	3	0.7	3	0.7	3	0.7	1	3.9	1	0.7	1	0.7	3	1.6	3	1.2	1	0.4	2	1.7	1	0.8	5	1.7	2	1.5	3	1.7	4	1.9	4	3.5	4	4.5

Table 9-2

T9. What is your marital status?

	RACE										PETERS IMAGE				LAND IMAGE				US SENATE BALLOT										
	TOTAL		WHIT		HISP		BLCK		AA		OTH		UN		FAV		UN		PET		LAND		FUL		WAHM		MAT		
TOTAL	717	581	14	86	36	276	274	327	323	289	35	18	16	37	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MARRIED	481	413	6	40	22	181	188	194	217	218	205	18	12	22	67.2	71.2	42.9	46.7	61.1	69.5	70.8	66.4	67.4	70.8	53.1	65.3	46.1	59.1	
WIDOWED	94	71	3	17	3	29	37	31	41	41	37	5	3	6	13.1	12.2	18.3	20.0	9.5	11.2	12.4	12.6	12.7	13.5	15.2	20.3	17.2		
SINGLE NEVER MARRIED	72	51	3	16	3	23	29	29	32	32	29	6	2	4	10.1	8.7	22.0	18.4	7.2	8.7	10.5	9.9	10.0	9.9	16.6	10.1	11.0		
DIVORCED	49	38	9	9	2	20	18	13	27	24	15	3	2	4	6.8	6.6	10.1	10.1	4.8	7.6	4.9	8.4	7.6	5.2	9.0	9.7	12.1		
UNMARRIED WITH PARTNER	7	3	1	1	1	4	3	4	2	2	1	2	1	1	0.9	0.5	6.6	1.7	3.8	1.4	1.6	0.7	0.6	0.4	9.9	9.1	0.5		
SEPARATED	5	1	1	2	2	1	1	1	1	1	1	1	1	2	0.7	0.1	10.2	1.8	4.6	0.2	0.3	0.2	0.4	0.3	3.8	10.4			
UNSURE NO OPINION	9	4	4	1	3	4	3	2	7	5	2	1	1	1	1.2	0.7	0.7	1.3	9.1	1.4	0.7	2.0	1.4	0.7	4.1	4.0			



Table 10-1

T10. For statistical purposes only, what is your race?

	GENDER~MARITAL												AGE						REPUBLICAN						DEMOCRAT						INDEPENDENT																					
	TOTAL		MEN		MEN		WOM		WOM		SING		MARR		SING		MARR		18-29		30-44		45-54		55-64		65+		TOT		REP		REP		TOT		DEM		DEM		TOT		IND		IND							
	717	337	243	88	380	100.0	100.0	380	100.0	239	100.0	138	100.0	239	100.0	138	100.0	36	100.0	122	100.0	136	100.0	172	100.0	244	100.0	244	100.0	121	100.0	122	100.0	265	100.0	265	100.0	101	100.0	164	100.0	208	100.0	208	100.0	115	100.0	115	93	100.0	93	100.0
TOTAL	717	337	243	88	380	100.0	100.0	380	100.0	239	100.0	138	100.0	239	100.0	138	100.0	36	100.0	122	100.0	136	100.0	172	100.0	244	100.0	244	100.0	121	100.0	122	100.0	265	100.0	265	100.0	101	100.0	164	100.0	208	100.0	208	100.0	115	100.0	115	93	100.0	93	100.0
WHITE	581	273	200	70	308	81.0	81.0	308	81.0	213	89.3	94	67.6	213	89.3	94	67.6	23	63.1	89	72.8	119	87.6	134	77.8	211	86.7	221	90.7	107	88.2	114	93.2	189	71.3	189	69	68.7	120	72.9	170	82.0	97	84.3	97	74	79.1	74	79.1			
BLACK OR AFRICAN AMERICAN	86	38	28	11	48	12.5	12.5	48	12.5	5.2	5.2	34	24.6	12	5.2	24.6	20.0	7	20.0	15.4	15.4	6	4.7	30	17.7	23	9.3	12	5.1	7	6.0	5	4.2	23.0	25.3	26	25.3	35	21.6	13	6.0	6	4.9	6	4.9	7	7.5	7	7.5			
OTHER	36	18	11	5	18	4.7	4.7	18	4.7	11	4.7	6	4.3	11	4.7	6	4.3	5	13.2	5.6	7	6.1	8	3.4	9	3.5	7	2.8	5	4.1	2	1.4	9	3.6	2.5	3	2.5	7	4.2	20	9.4	11	9.3	11	9.7	9	9.7					
HISPANIC OR LATINO	14	7	4	3	7	1.7	1.7	7	1.8	2	0.9	5	3.6	2	0.9	3.6	3.7	1	3.7	6.1	6.1	2	1.7	2	1.1	1	0.5	3	1.4	2	1.7	1	1.2	6	2.1	4	3.5	2	1.3	5	2.5	2	1.6	2	1.6	3	3.7	3	3.7			

