



P R E S S R E L E A S E

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Snyder Leads Schauer by 5% **Peters Leads Land by 1%** *Snyder 47% - Schauer 42%* *Peters 45% - Land 44%*

EAST LANSING, Mich. —In a poll conducted the night of the Primary Election, Governor Rick Snyder continues to lead his Democratic challenger, former U.S. Congressman Mark Schauer, while Congressman Gary Peters' lead has been cut over former Michigan Secretary of State Terri Lynn Land in the U.S. Senate race according to the latest Mitchell Poll of Michigan.

According to the new Mitchell Poll, Snyder leads Schauer by 5% (47%-42%), which is up from a poll released July 25th which showed Snyder leading by 4% (43%-39% with 17% undecided). Peters lead has been cut from 5% (43%-38%) in the July 25 poll to 1% in the latest poll (45%-44%). The automated survey of 626 likely voters in November's General Election was conducted August 5, 2014 by Mitchell Research & Communications, Inc. and has a Margin of Error + or – 5% at the 95% level of confidence.

"It's clear that the increase in media spending by Land over the past two weeks is impacting the race again. She is only 1% behind. In our last survey she trailed by 5%, so the see-saw battle shows that ad buying is impacting this race," Steve Mitchell, chairman of Mitchell Research & Communications, Inc., said.

Over the past month, polls have varied from Peters +9% (EPIC-MRA) to Land +1% (CBS-New York Times-YouGov). The current RealClearPolitics.com average of polls in Michigan shows a Peters lead of 4.6%. This survey was conducted two weeks into a major media buy by Land that seems to have helped her close the gap again.

Peters has a 36% favorable – 29% unfavorable rating while Land is at 45%-36%.

"Governor Snyder's has gained a little support and now leads by 5%, up 1% since our last survey in mid-July. The Governor's job approval moved up to 58% from 56% in our last two polls," Mitchell, said. "However his favorable-unfavorable rating is 49%-40%. Schauer is at 35%-27%, higher than it was in June when it was only 24%-22%.

“At the end of campaigns when incumbents are running, the final results are often tied to the percentage of voters who approve of the job the incumbent is doing. If that’s the case this year, it bodes well for Snyder.”

“In the U.S. Senate campaign, Congressman Peters is stronger with women than men, but Land has solidified her GOP base more than Peters has solidified his Democratic base. Peters leads by 5% with independents. However, this race remains very close. One problem that Peters may have is that a majority of voters (51%) disapprove of the job President Obama is doing as president, while 47% approve. Typically, the party in control of the White House loses seats in the Senate in the election six years into the presidency,” Mitchell said.

A look at key demographics in the governor’s race shows:

- By party (43% identified themselves as Democrats and 38% as Republicans):
 - Snyder has solidified his base and leads among GOP voters 96%-3%.
 - Schauer leads with Democrats 81%-5%.
 - Among the key independent voters, Snyder is up 47%-41%.
- By gender:
 - Snyder leads with men 50%-41% and leads with women 44%-43%.
- By race:
 - Snyder leads with Caucasians 51%-40% but trails with African-Americans 79%-8%
- By area support is at:
 - Schauer leads in Detroit 81%-14%.
 - Schauer leads in Wayne County outside of Detroit 47%-43%.
 - Schauer 49%-38% in Oakland County
 - Snyder 56%-38% in Macomb County
 - Snyder leads 58%-32% in Flint/Saginaw/Bay City/Thumb Area
 - Snyder leads 48%-38% in in Mid-Michigan including Monroe and Washtenaw
 - Snyder leads 51%-38% in West Michigan
 - Snyder leads 54%-41% in Northern Michigan/UP

“The race is close at this time, but Snyder’s high job approval, certainly still has the Governor in a very strong position,” Mitchell said.

A look at key demographics in the U.S. Senate race shows:

- By party (43% identified themselves as Democrats and 38% as Republicans):
 - Peters has 87%-3% Democratic Party support
 - Land has 93%-3% Republican Party support.
 - Among the key independent voters, Peters is up 46%-41%.
- By gender:
 - Land leads with men 48%-44%, Peters leads with women 46%-41%.

- By race:
 - Land leads with Caucasians 48%-41%, but that is not nearly as good as Snyder's 51%-40% lead with white voters.
 - Peter's lead with African-Americans 82%-8% is similar to Schauer's lead with black voters (79%-8%).

- By area support is at:
 - Peters leads in Detroit 86%-14%.
 - Peters leads at 55%-40% in Wayne County outside of Detroit. Snyder trailed by 43%-47% there.
 - Peters leads 53%-36% in Oakland, where Schauer leads 49%-38%.
 - Land leads 50%-44% in Macomb where Snyder leads trails 56%-38%.
 - Land leads 53%-33% in Flint/Saginaw/Bay City/Midland/Thumb Area where Snyder leads 58%-32%.
 - Land leads 44%-36% in Mid-Michigan including Monroe and Washtenaw where Snyder leads 48%-38%.
 - In her home area, Land leads Peters 48%-40% in West Michigan where Snyder leads 51%-38%.
 - Land leads 51%-43% in Northern Michigan/UP where Snyder leads 54%-41%

“Both races continue to be close and it should be an interesting fall campaign for both the Governor and the U.S. Senator in Michigan,” Mitchell concluded.

[The poll was conducted by Mitchell Research and was not commissioned or paid for by any of the four candidates or by any organizations supporting any of the candidates.]