



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

FOR RELEASE AFTER 4:00 PM (EDT) July 25, 2014

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Snyder Leads Schauer by 4% **Peters Leads Land by 5%** *Snyder 43% -Schauer 39%* *Peters 43%- Land 38%*

LANSING, Mich. —Governor Rick Snyder continues to lead his Democratic challenger, former U.S. Congressman Mark Schauer, while Congressman Gary Peters leads former Michigan Secretary of State Terri Lynn Land in the U.S. Senate race according to the latest Mitchell Poll of Michigan conducted for Michigan Association of Health Plans (MAHP) and presented at the MAHP Summer Conference in Traverse City today. However, Snyder's lead has dropped slightly since an June poll and Peters lead is also about the same as it was last month.

According to the new Mitchell Poll, Snyder leads Schauer by 4% (43%-39% with 17% undecided. Peters leads Land by 5% (43%-38%) in the latest poll. The operator assisted survey of 600 likely voters in November's General Election was conducted July 7-17, 2014 by Mitchell Research & Communications, Inc. and has a Margin of Error + or – 4% at the 95% level of confidence.

“Governor Snyder's support has probably eroded as a result of all the tough issues he has been dealing with since April. However, the Governor's job approval continues to be at 56%, identical to the June Mitchell Poll,” Steve Mitchell, chairman of Mitchell Research & Communications, Inc. said.

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.

“The good news for Snyder is that his job approval continues to be 56%. With a high job approval, Governor Snyder is still in a strong position to be re-elected in November,” Mitchell continued.

“In the U.S. Senate campaign, Congressman Peters is much stronger with women than men and has solidified his Democratic base more than Land has solidified her GOP base. More importantly, Peters trails by 1% with independents. However, this race remains very close. One problem that Peters may have is that a majority of voters (50%) disapprove of the job President Obama is doing as president, while 45% 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 (38% identified themselves as Democrats and 33% as Republicans):
 - Snyder has solidified his base and leads among GOP voters 82%-7%.
 - Schauer leads with Democrats 75%-16%.
 - Among the key independent voters, Snyder is up 37%-30%.
- By gender:
 - Snyder leads with men 50%-37% and trails with women 38%-41%.
- By race:
 - Snyder leads with Caucasians 46%-36% but trails with African-Americans 65%-18%
- By area support is at:
 - Schauer leads in Detroit 69%-19%.
 - Snyder leads in Wayne County outside of Detroit 41%-36%.
 - Schauer 43%-38% in Oakland County
 - Snyder 44%-42% in Macomb County
 - Schauer leads 40%-38% in Saginaw/Bay City/Midland/Thumb Area
 - Schauer leads 45%-39% in in Mid-Michigan including Monroe and Washtenaw
 - Snyder leads 57%-31% in West Michigan
 - Snyder leads 51%-28% 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 (38% identified themselves as Democrats and 33% as Republicans):
 - Peters has 84% Democratic Party support
 - Land has 76% Republican Party support.
 - Among the key independent voters, Land is up 34%-33%.
- By gender:
 - Peters leads with men 44%-41% and leads with women 46%-32%.
- By race:
 - Land leads with Caucasians 41%-40%, but that is not nearly as good as Snyder’s 46%-36% lead with white voters.
 - Peter’s lead with African-Americans 77%-11% is almost identical to Schauer’s lead with black voters (65%-18%).

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- By area support is at:
 - Peters leads in Detroit 75%-9%.
 - Peters leads at 50%-36% in Wayne County outside of Detroit. Snyder led by 41%-36% there.
 - Peters leads 58%-31% in Oakland, where Schauer leads 44%-38%.
 - Peters leads 44%-37% in Macomb where Snyder leads trails 44%-42%.
 - Peters leads 43%-36% in Saginaw/Bay City/Midland/Thumb Area where Schauer leads 40%-38%.
 - Peters leads 45%-36% in Mid-Michigan including Monroe and Washtenaw where Schauer leads 45%-39%.
 - In her home area, Land leads Peters 45%-35% in West Michigan where Snyder leads 57%-31%.
 - Land leads 49%-24% in Northern Michigan/UP where Snyder leads 51%-28%

“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.