



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

FOR IMMEDIATE RELEASE: AUGUST 28, 2014

Contact: Steve Mitchell
248-891-2414

Snyder/Schauer & Peters/Land In Statistical Tie

Snyder 47% - Schauer 46%

Peters 46% - Land 44%

EAST LANSING, Mich. — Governor Rick Snyder and his Democratic challenger, former U.S. Congressman Mark Schauer, are in a statistical tie, as are Democratic Congressman Gary Peters and his Republican opponent, former Michigan Secretary of State Terri Lynn Land, in the U.S. Senate race according to the latest Mitchell Poll of Michigan conducted for MIRS (Michigan Information & Research Service).

In the new Mitchell Poll, Snyder leads Schauer by just 1% (47%-46% with 7% undecided) while Peters leads Land by 2 % (46%-44% with 10% undecided). Snyder led by 5% (47%-42%) in polling done three weeks ago while Peters was up by 1% (45%-44%) at that time. The automated survey of 1,004 likely voters in November's General Election was conducted August 27, 2014 by Mitchell Research & Communications, Inc. and has a Margin of Error + or – 3.09% at the 95% level of confidence.

“The two top statewide races are a dead heat. It is clear that as of now, 2014 does not appear to be a wave election like 2006, 2008, and 2010. This appears to be a status-quo election like 2012, when the president won Michigan by 9.5% while Republicans maintained their majority in the Michigan House, the U.S. House, and the Michigan Supreme Court. This could break later into a Tsunami as it did for the Democrats in 2006, but right now the races are very close and have been for more than a year,” Steve Mitchell, CEO of Mitchell Research & Communications, Inc., said.

All four candidates are very unpopular.

In the Senate race, Peters has a 30% favorable – 37% unfavorable rating while Land is at 40%-42%. Both are upside down (higher unfavorable than favorable) in favorability, showing all the negative ads being run by each of the candidates and their supporters are working.

Governor Snyder's job approval (52%-47% disapproval) is still higher than his favorability (47% favorable- 45% unfavorable). Schauer has a 35% favorable – 33% unfavorable. The gubernatorial candidates are almost as unpopular as the U.S. Senate candidates.

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

- By party (43% identified themselves as Democrats and 39% as Republicans):
 - Snyder's lead with GOP voters has dropped from 96%-3% to 92%-5%.
 - Schauer leads with Democrats increased from 81%-5% to 90%-7%.
 - Among the key independent voters, Snyder is up 51%-38%.
- By gender:
 - Snyder leads with men 51%-42% while Schauer leads with women 50%-44%. Snyder led by 2% with women in the last survey while his lead with men was almost identical to what it is now. The big erosion for Snyder was with women.
- By race:
 - Snyder leads with Caucasians 50%-45% but trails with African-Americans 81%-8%
- By area support is at:
 - Schauer leads in Detroit 82%-13%.
 - Snyder lead Schauer 50%-44% in the Tri-County Detroit area (excluding Detroit).
 - Schauer leads 63%-28% in Flint/Saginaw/Bay City/Thumb Area
 - Schauer leads 48%-47% in in Mid-Michigan including Monroe and Washtenaw
 - Snyder leads 56%-39% in West Michigan
 - Snyder is tied with Schauer at 45% in Northern Michigan/UP

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

- By party (43% identified themselves as Democrats and 38% as Republicans):
 - Peters' lead with Democrats has gone up from 87%-3% to 90%-3%.
 - Land has dropped from 93%-3% with Republicans to 88%-5%.
 - Among the key independent voters, Land leads 44%-38%.
- By gender:
 - Land leads with men 49%-43%, Peters leads with women 49%-40%. Peters has gained a few percentage points with women which is why his overall lead is up by 1% from early August.
- By race:
 - Land leads with Caucasians 46%-42%, but that is not nearly as good as Snyder's 51%-40% lead with white voters.
 - Peter's lead with African-Americans 82%-7% is similar to Schauer's lead with black voters (81%-8%).
- By area support is at:
 - Peters leads in Detroit 86%-14%.
 - Peters leads Land 48%-43% in the Tri-County area (excluding Detroit).
 - Peters leads 55%-33% in Flint/Saginaw/Bay City/Midland/Thumb Area.
 - Land and Peters are tied at 45% in Mid-Michigan including Monroe and Washtenaw.
 - In her home area, Land leads Peters 54%-43% in West Michigan.
 - Peters leads 41%-38% in Northern Michigan/UP.

“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.]