



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 2% *Snyder 46% - Schauer 41%* *Peters 43% - Land 41%*

EAST LANSING, Mich. — Governor Rick Snyder expanded his lead over his Democratic challenger, former U.S. Congressman Mark Schauer, while Congressman Gary Peters’ maintains a slim lead over 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% (46%-41%) while Peters leads Land by 2%. In the Governor’s Race, Snyder has 46%, Schauer 41%, Libertarian Mary Buzuma 4%, U.S. Tax Payers Mark McFarlin 2%, Green Party Paul Homeniuk 1%, and Undecided 6%. In the U.S. Senate Race Peters has 43%, Land 41%, Libertarian Jim Fulner 3%, U.S. Tax Payers Richard Matkin 2%, Green Party Chris Wahmhoff 3%, and Undecided 9%. The automated survey of 829 likely voters in November’s General Election was conducted Sept. 14, 2014 by [Mitchell Research & Communications, Inc.](#) and has a Margin of Error + or – 3.4% at the 95% level of confidence.

“Mitchell Research had intended to release a survey today that we conducted on Wednesday September 10th prior to President Obama’s speech to the nation regarding the conflict in the Mid-East. That poll showed Snyder leading by only 1 point, and Peters up by 8 points. However, because of changing poll data nationally, we decided to conduct a survey last night (September 14) to see if those events coupled with the increased television advertising by Snyder and Land might have changed the races in Michigan. They had. In fact, Snyder’s lead moved out to 5% while Peters’ lead narrowed to 2%,” Steve Mitchell CEO of Mitchell Research & Communications said.

In the Senate race, Peters has a 35% favorable – 37% unfavorable rating while Land is at 38%-45%.

“Governor Snyder’s job approval of (55%) is still higher than his favorability (48% favorable- 41% unfavorable). Schauer has a 36% favorable – 39% unfavorable,” 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 support among GOP voters has dropped to 87%-5%.
 - Schauer leads with Democrats 76%-10%.
 - Among the key independent voters, Snyder is up 47%-34%.
- By gender:
 - Snyder leads with men 47%-43% and leads with women 46%-40%.
- By race:
 - Snyder leads with Caucasians 52%-38% but trails with African-Americans 78%-15%
- By area support is at:
 - Schauer leads in Detroit 63%-4%.
 - Snyder leads in Wayne County outside of Detroit 49%-36%.
 - Snyder leads 53%-38% in Oakland County
 - Snyder leads 54%-38% in Macomb County
 - Schauer leads 51%-41% in Flint/Saginaw/Bay City/Thumb Area
 - Snyder leads 54%-37% in in Mid-Michigan including Monroe and Washtenaw
 - Snyder leads 49%-39% in West Michigan
 - Schauer leads 45%-32% in Northern Michigan/UP

"Snyder has increased his support with women voters, in the Detroit suburbs, while Schauer voters have moved to undecided. Although Snyder has increased his lead, the 3rd party candidates seem to be cutting into his margin," Mitchell said.

There have also been changes in the U.S. Senate race.

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 80%-3% Democratic Party support
 - Land has 84%-5% Republican Party support.
 - Among the key independent voters, Land is up 40%-36%.
- By gender:
 - Land/Peters tie with men 44%-44%, Peters leads with women 42%-37%.
- By race:
 - Land leads with Caucasians 45%-40%.
 - Peter's leads with African-Americans 74%-15%.
- By area
 - Peters leads in Detroit 63%-4%.
 - Land leads 43%-40% in Wayne County outside of Detroit.
 - Land leads 47%-42% in Oakland
 - Land leads 46%-42% in Macomb
 - Peters leads 52%-39% in Flint/Saginaw/Bay City/Midland/Thumb Area
 - Land leads 45%-39% in Mid-Michigan including Monroe and Washtenaw

- In her home area of West Michigan, Land leads Peters 44%-38%
- Peters leads 45%-30% in Northern Michigan/UP

“Land’s advertising, plus a down turn in President Obama’s popularity seems to have dramatically changed this race since last week,” 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.]