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

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Snyder leads by 3% Peters Leads Land by 11%

Snyder 47% - Schauer 44%/Peters 50% - Land 39%

EAST LANSING, Mich. — Governor Rick Snyder expanded his small lead over Democratic challenger Mark Schauer to 3 per cent, while Congressman Gary Peters' lead moved back out to 11 per cent over former Michigan Secretary of State Terri Lynn Land in the U.S. Senate race in a new Fox 2 Detroit/Mitchell Poll of Michigan that was conducted Sunday night. Phoning for the survey did not begin until after the debate ended between Snyder and Schauer at 7 PM EDT.

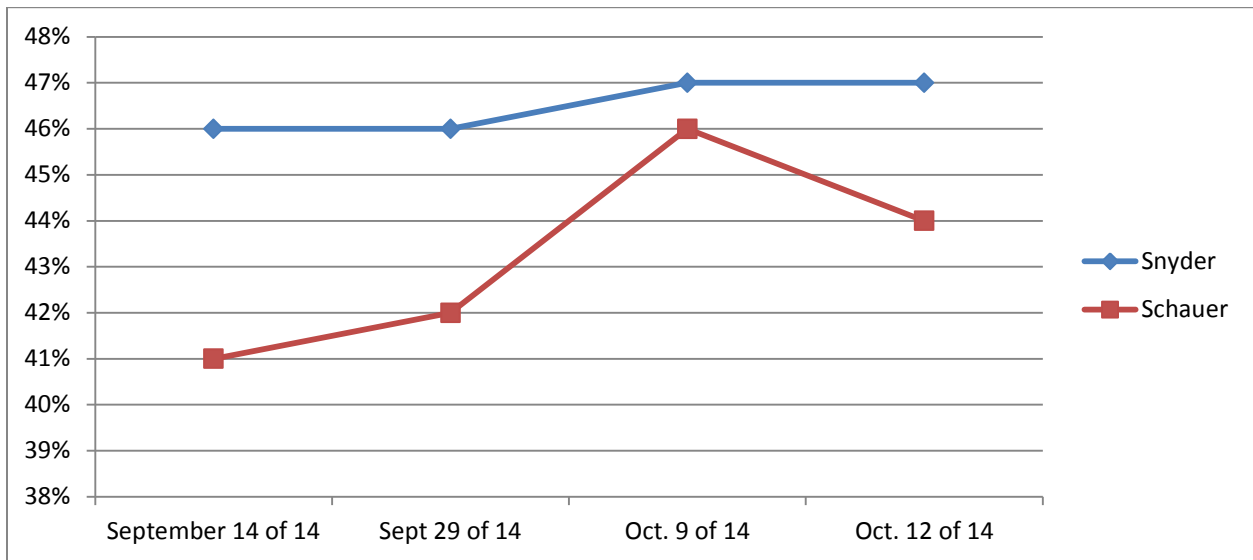
According to the Fox 2 Detroit/Mitchell Poll, Snyder has 47%, Schauer 44%, Libertarian Mary Buzuma 1%, U.S. Tax Payers Mark McFarlin 1%, Green Party Paul Homeniuk 1%, and Undecided 6%. In the U.S. Senate Race Peters has 50%, Land 39%, Libertarian Jim Fulner 2%, U.S. Tax Payers Richard Matkin .5%, Green Party Chris Wahmhoff 1%, and Undecided 8%. The automated survey of 1,340 likely voters in November's General Election was conducted immediately after the Gubernatorial Debate on Oct. 12, 2014 by [Mitchell Research & Communications, Inc.](http://www.MitchellResearch.net) for Fox 2 News (WJBK-TV) in Detroit and has a Margin of Error + or - 2.68% at the 95% level of confidence.

"The race for Governor is still close, but Governor Rick Snyder seems to have picked up some support as a result of his strong debate performance. Last Thursday, his lead was only 1 per cent. This small 3% lead is outside of the margin of error." Steve Mitchell CEO of Mitchell Research & Communications said.

www.MitchellResearch.net

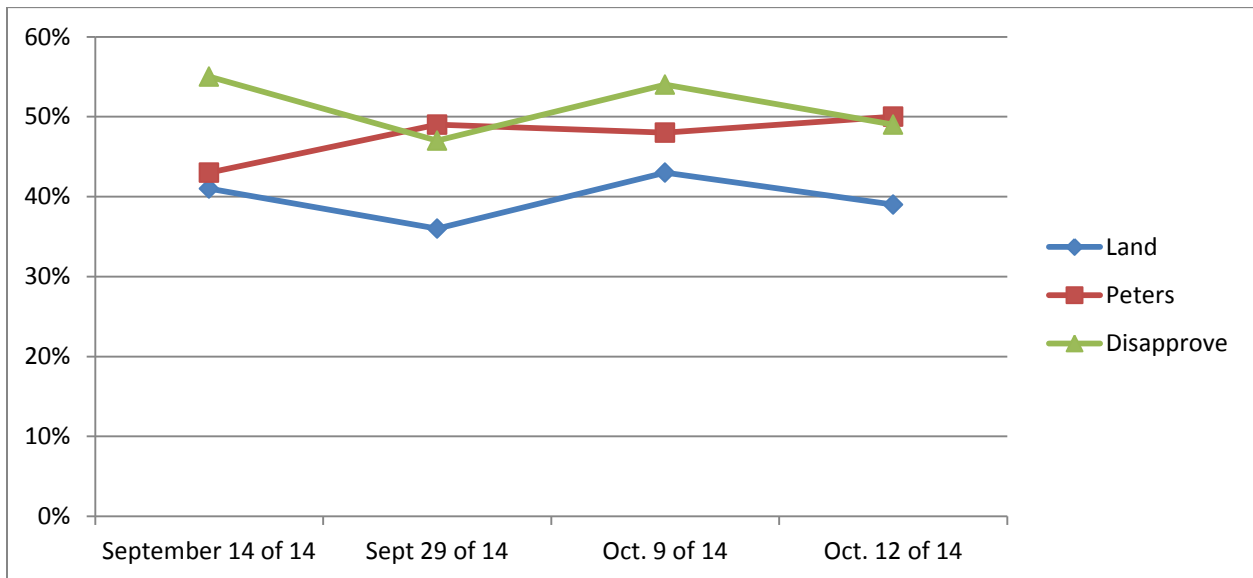
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The chart above shows the race for Governor in the four most recent Mitchell Research/Fox 2 (WJBK-TV) Detroit Polls.

“The race for the Open United States Senate seat in Michigan remains extremely volatile,” said Mitchell. “As you can see in the chart below there is a direct correlation between the President’s Job Approval and Terri Lynn Land’s poll numbers. The more voters disapprove of the President’s Job performance the more likely they are to vote for Terri Lynn Land,” said Mitchell.



“Governor Snyder’s job approval of (55%) is still higher than his favorability (48% favorable- 43% unfavorable). Schauer is now slightly more favorable (42%) than unfavorable (34%). These numbers have stayed roughly the same through this campaign season,” Mitchell said.

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

- By party (42% identified themselves as Democrats and 37% as Republicans):
 - Snyder support among GOP voters is 88%-5%.
 - Schauer leads with Democrats 84%-11%.
 - Among the key independent voters, Snyder is up 49%-34%.
- By gender:
 - Snyder leads with men 51%-40% but now trails with women 43%-48%.
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- By race:
 - Snyder leads with Caucasians 51%-40% but trails with African-Americans 76%-16%
- By area support is at:
 - Schauer leads in Detroit 69%-27%.
 - Schauer leads in Wayne County outside of Detroit 49%-46%.
 - Snyder leads 44%-43% in Oakland County
 - Snyder leads 63%-33% in Macomb County
 - Schauer leads 56%-34% in Flint/Saginaw/Bay City/Thumb Area
 - Schauer leads 49%-44% in in Mid-Michigan including Monroe and Washtenaw
 - Snyder leads 57%-33% in West Michigan
 - Snyder leads 49%-42% in Northern Michigan/UP

There has been another shift in the U.S. Senate race.

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

- By party (42% identified themselves as Democrats and 37% as Republicans):
 - Peters has 90%-6% Democratic Party support
 - Land has 83%-7% Republican Party support.
 - Among the key independent voters, Peters leads 49%-26%.
- By gender:
 - Peters leads with men 49%-42%, Peters leads with women 50%-36%.
- By race:
 - Peter’s leads with Caucasians 46%-43%.
 - Peter’s leads with African-Americans 79%-8%.

- By area
 - Peters leads in Detroit 71%-20%.
 - Peters leads 60%-35% in Wayne County outside of Detroit.
 - Peters leads 48%-41% in Oakland
 - Land leads 56%-40% in Macomb
 - Peters leads 57%-31% in Flint/Saginaw/Bay City/Midland/Thumb Area
 - Peters leads 59%-30% in Mid-Michigan including Monroe and Washtenaw
 - In her home area of West Michigan, Land leads Peters 49%-36%
 - Land leads 44%-43% in Northern Michigan/UP

[Note: Poll must be referred to as Fox 2 Detroit/Mitchell Poll]