



MITCHELL
RESEARCH & COMMUNICATIONS
PUBLIC AFFAIRS • ADVOCACY • MARKET RESEARCH • POLITICAL CONSULTING • POLLING

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

FOR RELEASE: October 12, 2016

Contact: Steve Mitchell
248-891-2414

Clinton Lead Doubles to 10% in Michigan Wins Second Debate

(Clinton 47% - Trump 37%- Johnson 7% - Stein 4%)

EAST LANSING, Michigan --- After the debate and after the release of a video showing Donald Trump talking crassly about women, the latest Fox 2 Detroit/Mitchell Poll of Michigan shows former Secretary of State Hillary Clinton leading businessman Donald Trump by a 10 percent margin in a in a four-way race that includes Libertarian Party candidate former New Mexico Gov. Gary Johnson and Green Party candidate Dr. Jill Stein. In the four-way race it is Clinton 47%, Trump 37%, Johnson 7%, Stein 4% and 5% undecided.

In the last two FOX 2 Detroit/Mitchell Polls, Clinton's lead was only 5%.

The IVR (automated) poll of 1,429 likely voters in the November 2016 General Election was conducted by Mitchell Research & Communications on October 11, 2016 and has a Margin of Error of + or - 2.59% at the 95% level of confidence.

"Our last poll was the night after the first debate and this poll was conducted two days after the second debate and after the release of a video showing Trump talking crassly about women. Trump is viewed as doing better in the second debate, losing by only 12 percent. Forty-eight percent said Clinton won, 36% said Trump, 11% said it was a tie, and 5% weren't sure," Steve Mitchell, CEO of Mitchell Research & Communications said.

Although 76% said they watched the debate, it was less than the 80% of likely voters who watched the first debate. There was little difference in the trial ballot question between watchers and non-watchers.

In terms of key demographics:

"Clinton lead with women has gone from 11 percent (48%-37%) to 18% (53%-35%) while Trump leads now trails with men by 3 percent (42%-39%) after leading with men by 3 percent (46%-43%) in our last poll. Four percent of women are undecided compared to 5% of men.

Clinton leads by 7 with 18-44 year old voters (42%-35%) with 7% of that age group voting for Johnson, and 11% for Stein. Clinton leads with 45-64 year olds (48%-38%) and with 65 + voters (56%-39%). Trump's real drop was with 45-64 year olds, where he led by 3 percent in the last poll.

Clinton continues to be stronger with Democrats (89% in the four-way) than Trump is with Republicans (85% in the four-way). Both dropped 2 percent with their party since September 28th. Trump leads with independents 46%-30%.

Other key findings:

- Both Clinton (45% Favorable-51% Unfavorable) and Trump (36%-59%) are unpopular. However, Clinton's favorable/unfavorable stayed almost identical to our last poll while Trump's popularity dropped from a 40% favorable-54% unfavorable.
- More people say jobs/economy (55%) is the most important issue in the presidential campaign than say national defense/terrorism (35%). Ten percent are undecided. .

"The weekend news on the Trump video has hurt Trump in Michigan and he faces an uphill struggle. Clearly, Clinton is now in a strong position to win Michigan this year," Mitchell concluded.

Methodology:

Mitchell Research & Communications used a sample of registered voters in the November 2016 Michigan General Election. Our goal is to spread as wide a net as possible to assure we survey voters who may not have voted in elections for a long time. A double filter was used to determine that we were surveying only likely voters.

- First voters had to say they were registered voters. If they were not, the phone call ended.
- Then, they were asked if they were definitely voting, probably voting, not sure yet, or definitely not voting in the November General Election, or if they already voted by absentee ballot. If they were "definitely not voting" the phone call ended.

Federal law only permits us to call land lines when using automated phoning. Any surveys that doesn't specify if they use cell phones do not use them. Data is weighted to reflect likely voter turnout by gender, age, and race.

(Steve Mitchell is CEO of Mitchell Research & Communications, an East Lansing, Michigan based national polling and consulting company. He is currently political pollster for FOX 2 Detroit. He has polled with great accuracy for the media in Michigan, South Carolina, Florida, Missouri, Illinois, and California. An examination of RealClearPolitics.com will show that in final polls before the election in races for president, U.S. Senator and governor in Michigan, his final poll results have been off by an average of only 2.75% from actual results 2008-2014.

Mitchell can be reached at 248-891-2414; stevemitchell40@gmail.com; @stevemitchell40 on Twitter)