



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

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Contact: Steve Mitchell
248-891-2414

Sen. Debbie Stabenow Leads Robert Ritchie (“Kid Rock”) by 8% *Stabenow 46% - “Kid Rock” 38%*

EAST LANSING, Mich. — U.S Senator Debbie Stabenow has an eight percent lead (46%-38%) over Robert Ritchie (a/k/a Kid Rock) according to a statewide poll conducted by Mitchell Research & Communications and Rosetta Stone Communications. Sixteen percent are undecided. The automated survey of N=558 likely voters in the November 2018 General Election was conducted October 1, 2017 by the two companies has a Margin of Error of + or – 4.15% at the 95% level of confidence.

“Kid Rock is getting about ten percent more than the base Republican vote and Stabenow is under 50% against a “rock star” who has never run for political office,” Steve Mitchell, president of Mitchell Research & Communications said.

“Although it is still unknown whether or not he will run, the fact that he is within eight percent of a three-term United States Senator shows he could be a credible candidate. It also shows Stabenow does have potential problems,” John Garst of Rosetta Stone Communications said.

The survey also asked who the respondents had voted for in November 2016 and who they would vote for if the election was being held today. An equal number of voters said they voted for Hillary Clinton and Donald Trump last year (44%-44%). However, if the election was being held now, Trump would win by a five percent margin (44%-39%). The Trump voters are staying with the president. However, the percentage of those who those who said they voted for a third candidate last November (5%) more than doubles to 11% now. The same percentage of voters who would not say how they voted in November 2016 will not say how they would vote now (6%).

Forty-three percent of the voters say they approve of the job Trump is doing as president while a majority (51%) disapprove.

“With a majority of likely 2018 voters disapproving of the job Trump is doing, the Republicans could be in trouble next year. Off-presidential elections are often impacted by the popularity of the incumbent president. If Trump continues to be this low, it could hurt the Republicans up and down the ticket,” Garst and Mitchell agreed.

According to the poll, Stabenow leads statewide by 8% over Ritchie (46%-38%).

Among key demographics in the U.S. Senate race shows: (This information shows the percentages for the two candidates, the rest of the voters are undecided.)

By gender:

- Richie leads with men 43%-42%,
- Stabenow leads with women 50%-33%.

By race:

- Stabenow leads with Caucasians 45%-37%
- And, she leads with African-Americans 78%-12%
- Ritchie leads with those who are not white or African-American (50%-32%)

By age:

- Stabenow has a slight lead with 18-39 year olds (46%-45%)
- Her lead increases to ten percent with 40-64 year olds (48%-38%)
- She has a twenty-five percent lead with those 65 and over (49%-24%)

[The poll was conducted by Mitchell Research and Communications of East Lansing, MI and Rosetta Stone Communications of Atlanta, GA and was not commissioned or paid for by any of the four candidates or by any organizations supporting any candidate.]