

To: Interested Parties
From: Clarity Campaign Labs
Date: October 21, 2014
Subject: Michigan Poll Results

On behalf of Two Peninsulas Research Group, Clarity Campaign Labs polled registered voters in Michigan from October 19-20, 2014. We surveyed 1,032 voters with an IVR survey, including live calls to cell phones, matched the sample to the voter file and weighted it to reflect a midterm electorate in this state. The margin of error is +/- 3.05% at a 95% confidence interval. The survey focused on three key top-of-the-ticket races in Michigan: the races for Governor, U.S. Senator, and Attorney General.

In the Governor's race, Democrat Mark Schauer has a 3 point lead over incumbent Governor Snyder, 44 percent to 41 percent, with 15 percent of respondents undecided. Among self-identified Democrats, 83% support Schauer, while 7% support Snyder and 10% are undecided. 81 percent of self-identified Republicans support Snyder, with 9% supporting Schauer and 10% undecided. Snyder has a four point advantage over Schauer among self-identified Independent voters, 40 to 36, though 25 percent remain undecided. Overall, 40 percent of respondents approve of Rick Snyder while 41 percent disapprove. Of those who approve of Snyder, 92% say they will vote for him; 86% of respondents who disapprove of Snyder say they will vote for Schauer. Mark Schauer has a 12 point lead over Snyder among female voters (48% to 36%, with 16% undecided), but Snyder leads among male voters 48% to 41% with 11% undecided. Schauer leads Snyder across all age groups except 80+, where he trails 39 to 41. The two age groups with the most undecided voters were the youngest (18-34, 26% undecided) and oldest (80+, 20%).

In the race for U.S. Senate, Democrat Gary Peters has a commanding lead over Republican candidate Terri Lynn Land, 48 percent to 33 percent, with 19 percent of respondents undecided. Ninety percent of self-identified Democrats say they will vote for Peters, while just 2% say they will vote for Land (9% undecided). Just 73% of self-identified Republicans say they will vote for Land. Further, Peters has an 18 point lead over Land among self-identified independents: 45 to 27 (28% undecided). Peters leads Land among both genders and across all age categories. Further, Peters leads Land in all major media markets except Marquette, though the sample size there is too small to yield conclusive results.

The Attorney General race is neck and neck, with Democrat Mark Totten and incumbent Bill Schuette each claiming 38% support, with 24% of respondents undecided on this race. 78 percent of self-identified Republicans support Schuette, while 75 percent of self-identified Democrats support Totten. Schuette leads Totten among self-identified Independent voters, 35 to 27, though 38% of these voters are still undecided. While both Schauer and Peters have double-digit leads over their opponents among female voters, Totten's lead over Schuette among females is just 6 points: 40 to 34.