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TO: Interested Parties
FROM: Amy Levin
RE: Michigan Gubernatorial Race Polling Results
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- Recent polling indicates that, while the gubernatorial election remains fluid, Representative Schauer has the clear advantage based on underlying race dynamics.
 - ✓ With leaners, the horserace gives Snyder just a 3-point lead, with 45% Snyder, 42% Schauer, and 9% still undecided.
- Schauer's vote total is even more impressive considering less than a third of voters are familiar with him. Some of this can be attributed to the Democratic-lean of the electorate.
 - ✓ Though Democrats outnumber Republicans by just 7 points among likely voters, they are eager for a new direction at the state level. In a state legislature race, a generic Democrat beats a generic Republican by 16 points (42% to 26%).
- Moreover, as the race unfolds, Schauer is well-positioned for victory.
 - ✓ After voters hear positive messages from each candidate (using Snyder's own campaign messaging), Schauer pulls ahead by a significant margin.
 - ✓ Schauer also stays in the lead after voters hear equal numbers of negative messages (43% Schauer, 38% Snyder).
 - ✓ In fact, Snyder never crosses the 50% threshold – even when voters have *only* heard the negative attacks on Schauer.
- Snyder has likely hit his ceiling because voters want someone who will fight for the middle class, not big corporations and the rich.
 - ✓ When asked what voters want out of their next Governor, the overwhelming top choice is someone who "will make the economy work for everyone, not just the wealthy."
 - ✓ But when voters are asked which candidate would do a better job "Ensuring the economy works for the middle class, not just big corporations," 48% of voters pointed to Schauer, with only 29% saying Snyder.
- Consequently, it is not surprising that voters react most strongly to messages that connect how Snyder has hurt the middle class while helping the special interests, like the billion-dollar tax break he gave big corporations while raising taxes on seniors and the middle class and cutting funds for public schools.

The Benenson Strategy Group conducted 600 telephone interviews in Michigan on behalf of the Michigan Democratic Party from March 4, 2014 through March 7, 2014. All respondents were registered voters likely to vote in the 2014 general election. The margin of error for the entire sample is ±4.0% at the 95% confidence level.