

To: Interested Parties
From: Clarity Campaign Labs
Date: October 23, 2014
Subject: Michigan Week 1 Poll Results

On behalf of Two Peninsulas Research Group, Clarity Campaign Labs polled registered voters in Michigan from October 12-14, 2014. We surveyed 967 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 +/- 3.16% at a 95% confidence interval. The survey focused on three key top-of-the-ticket races in Michigan: the races for Governor, U.S. Senate, and Attorney General.

In the Governor's race, Democrat Mark Schauer trails incumbent Governor Snyder by two points, 42 percent to 44 percent, with 13 percent of respondents undecided. Among self-identified Democrats, 83% support Schauer, while 8% support Snyder and 8% are undecided. 88 percent of self-identified Republicans support Snyder, with just 5% supporting Schauer and 8% undecided. Snyder has a three point advantage over Schauer among self-identified Independent voters, 40 to 37, though 24 percent remain undecided. Overall, 42 percent of respondents approve of Rick Snyder while 43 percent disapprove. Of those who approve of Snyder, 93% say they will vote for him; 87% of respondents who disapprove of Snyder say they will vote for Schauer. Mark Schauer has just a 3 point lead over Snyder among female voters (45% to 42%, with 13% undecided), while Snyder leads among male voters 47% to 42% with 10% undecided. Snyder leads Schauer across all age groups except 50-64, where Schauer has a double-digit lead, 50% to 38%.

In the race for U.S. Senate, Democrat Gary Peters has a commanding lead over Republican candidate Terri Lynn Land, 49 percent to 36 percent, with 18 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 (7% undecided). 81 percent of self-identified Republicans say they will vote for Land, while 8 percent say they will vote for Peters. Further, Peters has a 16 point lead over Land among self-identified independents: 43 to 27 (30% undecided). Peters leads Land among both genders and across all age categories except for the youngest group, ages 18 to 34.

In the Attorney General race Democrat Mark Totten trails incumbent Bill Schuette 37 to 39, with 24% of respondents undecided on this race. 81 percent of self-identified Republicans support Schuette, while 74 percent of self-identified Democrats support Totten. Schuette leads Totten among self-identified Independent voters, 33 to 29, though 38% of these voters are still undecided. Totten's lead among female voters is even smaller than Schauer's in the governor's race: Totten's margin is just one point, 38 to 37 percent. Meanwhile, Schuette has a 6 point lead among male voters, leading Totten 44% to 38%.