



From: Tom Jensen, Director of Public Policy Polling

Subject: Peters leads by 7 in Michigan Senate Race, Governor's Race a Toss Up

Date: September 22nd, 2014

Public Policy Polling's newest Michigan survey finds Gary Peters continuing to hold a solid lead over Terri Lynn Land in the Senate race, while Rick Snyder and Mark Schauer are in a very tight contest for Governor.

Key findings from the survey include:

-Peters leads Land by 7 points in the Senate race, 47/40. This matches the largest lead PPP has ever found Peters with over the course of the campaign, and this is the closest Peters has come to hitting the 50% mark in one of our polls. Peters is up 43/34 with independents and also has commanding leads with women (50/35), African Americans (88/7), and voters under 45 (51/36).

-Terri Lynn Land continues to be viewed poorly by Michigan voters. Only 35% have a favorable opinion of her to 47% who have an unfavorable one. That -12 net favorability rating is almost the mirror image of where she began the campaign- last December we found her at +11 (34/23). But since then her negatives have risen by 24 points, with only a 1 point increase in her positives.

- In the race for Governor, Rick Snyder is clinging to a 2 point lead over Mark Schauer, 46/44. Schauer has more room for growth than the incumbent- undecided voters report having voted for Barack Obama by a 57/27 spread in 2012. PPP's last three polls of this race over the last three months have all found the two candidates within two points of each other, and it looks like it will go down to the wire.

PPP interviewed 852 likely voters on September 18th and 19th. The margin of error for the poll is +/-3.4%. This survey was conducted on behalf of the League of Conservation Voters.

