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MIRS Capitol Capsule, Tuesday, October 15, 2013

Land 40, Peters 39 In Newest Statewide Poll

Republican Terri Lynn LAND recorded 40 percent to Democrat Gary PETERS' 39 percent based on a hypothetical U.S. Senate question commissioned by MIRS. Seventy-seven percent of participants of this live poll were using a landline. The other 23 percent were reached by cell phone. The margin of error is +/- 4 percent at a 95 percent level of confidence.

MRG President Tom SHIELDS pointed out the race is still regionally divided, with Peters doing well in his home of Southeast Michigan, where he is a U.S. House member, and Land in West Michigan. Land, the former Secretary of State, once served as Kent County Clerk. She is current the Michigan Republican Party's national committeewoman.

"They have their bases on opposite ends of the state," Shields said.

Peters leads Land 54.5 to 30.4 percent in Wayne County outside of Detroit. He leads 65.5 to 6.9 percent in Detroit. Oakland County is tied 37.3 – 37.3 percent. Land leads Macomb County 55.5 – 37 percent.

Land is up 46.0 – 29.9 percent in West Michigan and 44.8 – 37.6 percent in Northern Michigan and the Upper Peninsula.

Females support Peters 42.7 – 32.2 percent. Men like Land 47.2 – 34.9 percent.

The survey sample included 29 percent self-described Democrats, 28 percent self-described Republicans and 44 percent self-described independents. Pro-lifers made up 36 percent of respondents, pro-choicers made up 35 percent.

The straight head-to-head question was listed seventh on the poll sheet, following a head-to-head question on the gubernatorial race. Other questions asked prior included the likelihood of the recipient actually voting in 2014, if they were using a landline and which primary they were expected to participate in.

Gov. Rick SNYDER held a 50-36 percent lead over expected Democratic opponent Mark SCHAUER in the sixth question on the poll, results released Monday by MIRS.

Today's 40-39 percent result is similar to prior polls conducted on the race. EPIC/MRA had Peters up 38-37 percent in a Sept. 7-10 survey. A Lambert Edwards/Denno Research survey in July had the race 39-39. PPP had Peters up 41-36 between May 30 and June 2.

Date of survey – 10/6-10/10 2013 . . . N = 600 . . . MoE = +/- 4%

The numbers come after both Peters and Land reported competitive third quarter fundraising numbers. Land raised about \$1 million and then sunk another \$1 million of her own money into the race. Peters raised a little over a \$1 million, as well, giving him a combined \$2.5 million in cash on hand (See "[Peters Raises Another \\$1M, Reports \\$2.5M In The Bank](#)", 10/11/13).

Michigan Democratic Party spokesman Josh PUGH went after Mitchell, saying that while polls from Gallup to NBC/WSJ show Republicans like Land "tanking over the shutdown, Steve Mitchell is swooping in to release skewed data that favor his point of view."

Pugh mentioned Mitchell's under-sample of African American voters in his 2012 presidential poll, which Mitchell has since acknowledged. Pugh also noted an August 2012 poll that showed Republican Pete HOEKSTRA up one point on U.S. Sen. Debbie STABENOW (D-Lansing) in a race where Stabenow ended up cruising to a 59-38 percent win.

That said, Pugh acknowledged that by Mitchell's own numbers, Peters is doing slightly better since September.

"Momentum is clearly on Gary's side and Michiganders will reject Terri Lynn Land and the Tea Party for creating more divisiveness and shutting down the government," Pugh said. "Folks are excited to support an independent voice like Gary Peters whom middle class families and small businesses can count on in Washington."

Mitchell defended his work in MIRS on Tuesday, saying he wouldn't have been able to stay in business the last 30 years providing inaccurate data.

Republicans have long grumbled that polling provided by EPIC/MRA and Denno Research are Dem-leaning.

Land advisor John YOB said, "Terri Lynn Land has been part of the solution in Michigan rather than part of the problems and gridlock in Washington D.C. Working families across the state prefer her record of efficient and effective leadership in the Secretary of State's office over Congressman Peters' free spending policies in Washington DC."