

Mitchell Research & Communications Inc.

**Counselors in Public Relations
Public Affairs/Political Consulting
Marketing Research/Polling**

P R E S S R E L E A S E

EMBARGOED UNTIL 11 PM, AUGUST 15, 2012

Contact: Steve Mitchell
248-891-2414

Obama Leads Romney in Michigan *Obama 49%-Romney 44%*

EAST LANSING, Mich. — President Barack Obama has opened up a 5% lead over Republican challenger Mitt Romney in the battleground state of Michigan according to the latest Mitchell Poll. Obama leads 49%-44% with 3% voting for someone else and just 4% undecided. The race was tied in Mitchell Polls conducted in June (June 18, 2012) when Obama led 47%-46% and one month ago (July 24, 2012) when Romney led 45%-44%. The automated telephone survey (N=1079 Likely Voters) in the November General Election was conducted Monday, August 13, 2012 and has a Margin of Error + or – 2.98% at the 95% level of confidence. The survey was conducted by Mitchell Research & Communications, Inc. for the media and was not paid for by any campaigns or committees.

“The percentage of undecided voters has dropped in half to 4% and but Obama has moved into the lead in Michigan. Just two days after being named to the ticket as Romney’s vice presidential pick, Wisconsin Congressman Paul Ryan doesn’t seem to have had any impact on race. When his name and Vice President Joe Biden’s name are added to the trial ballot question, it remains exactly the same, 49%-44%. Two days is too short of a time period to determine what the impact of Ryan’s candidacy will mean to the ticket,” Steve Mitchell, Chairman of Mitchell Research & Communications, Inc. said.

Obama’s lead among Democrats (92%-6%) has solidified since July (87%-10%) and is even better than it was in June (90%-9%). Romney is now slightly weaker (87%-8%) with Republicans since the July survey (91%-2%) and is similar to the results from the June poll (86%-6%). The biggest change is with independents where Romney led by 10% in July (44%-34%). In August, Obama leads with this critical block of voters by 6% (46%-40%). In June, Romney led (43%-38%). Independents comprised 16% of the voters surveyed, the same as in July.

The gender gap is back. Obama leads with women by 13% (54%-41%) while Romney leads with men by just 3% (48%-45%).

Obama’s lead in Detroit (91%-6%) is consistent with in July (91%-2%). Romney led in the crucial Tri-County area surrounding Detroit by 8% (48%-40%) last month. Now, Obama has surged into the lead by 5% (50%-45%). That area includes Wayne County outside of the City of Detroit, Oakland and Macomb Counties. In the rest of the state outside the Tri-County area, Romney’s lead had dropped back to 3% (48%-45%), very similar to where it was in June (47%-45%) to and down from his 6% lead in July (47%-41%).

www.MitchellResearch.net

**314 Evergreen Suite B, East Lansing, MI 42823
5034 Champlain Circle, West Bloomfield, MI 48323**

**517-351-4111 Fax: 517-351-1265
248-626-1716 Fax: 248-855-1054**

Page 2 of 2 – Mitchell Poll Release, August 15, 2012

Obama leads by a large margin with younger voters. Among 18-29 year olds the lead is 62%-31% and among 30-39 year olds it is 51%-38%. Obama also leads with 60 and over voters 53%-42%. Romney leads with middle aged voters. His margin is 53%-43% with 40-49 year olds and 55%-37% with 50-59 year olds.

By race, Obama leads 92%-5% with African-Americans while Romney leads with white voters by 7% (50%-43%). Among all other races, Obama leads 48%-42%.

“This is a race for the independents. Obama has picked up much stronger support from independents than in our last survey and he is now leading in the Tri-County area outside Detroit. Although Obama is below 50% in the trial ballot test, a majority of voters (53%) approve of the job he is doing. Job approval tracks almost identically to what an incumbent will get on Election Day. Although Obama has posted strong gains, Michigan still remains close with just a 5% difference between Obama and Romney and Obama below 50%,” Mitchell concluded.

-30-

(Mitchell Research & Communications, Inc. has been the most accurate media pollster in Michigan in every presidential election since 1992.)

Field Copy with Cross Tabulations is below:

www.MitchellResearch.net

2

**314 Evergreen Suite B, East Lansing, MI 42823
5034 Champlain Circle, West Bloomfield, MI 48323**

**517-351-4111 Fax: 517-351-1265
248-626-1716 Fax: 248-855-1054**

Mitchell Research & Communications Inc.

**Counselors in Public Relations
Public Affairs/Political Consulting
Marketing Research/Polling**

IVR SURVEY OF MICHIGAN Field Copy and Cross Tabulations 8/13/12 (N=1079)

1. If you are you a registered voter at the household we are calling please press 1. If you're not, press 2.
- | | |
|-----|------|
| Yes | 100% |
| No | END |
2. Thinking about the November election for president. If you are definitely voting press 1, probably voting press 2, not sure yet press 3, and if you are definitely not voting press 4.
- | | |
|-----------------------|-----|
| Definitely Voting | 97% |
| Probably voting | 2 |
| Not sure yet | 2 |
| Definitely not voting | END |
3. Do you approve or disapprove of the job Barack Obama is doing as president? If you strongly approve press 1, somewhat approve press 2, somewhat disapprove press 3, strongly disapprove press 4, if you're not sure press 5.

Strongly approve	32%
Somewhat approve	21
Somewhat disapprove	7
Strongly disapprove	39
Not sure	1

	Approve	Disapprove
Total	53%	46%
Democrat	94	5
Independent	53	46
Republican	11	89
18-29	68	31
30-39	55	44
40-49	45	55
50-59	43	57
60+	55	43
Caucasian	47	52
African-American	92	6
Other	57	39
Female	56	44
Male	49	50
City of Detroit	94	6
Wayne, Oakland, Macomb Counties	53	46
Rest of Michigan	48	50

www.MitchellResearch.net

3

4. What is your age? If you are
- | | | |
|-------------|-------|-----|
| 18-29 | press | 13% |
| 30-39 | | 20 |
| 40-49 | | 23 |
| 50-59 | | 15 |
| 60 and over | | 29 |
5. In terms of race, if you are white press 1, African-American, press 2, something else press, 3
- | | | |
|------------------|--|-----|
| Caucasian | | 81% |
| African-American | | 9 |
| Other | | 10 |
6. If you are Female press 1, Male press 2
- | | | |
|--------|--|-----|
| Female | | 52% |
| Male | | 48 |
7. If the election for President of the United States was being held today, would you be voting for Democrat Barack Obama or Republican Mitt Romney? If you are voting for or leaning towards Obama press 1, voting for or leaning towards Romney press 2, another party's candidate 3, if you are not sure yet press 4.
- | | | |
|--------------|--|-----|
| Obama | | 49% |
| Romney | | 44 |
| Someone else | | 3 |
| Not sure yet | | 4 |

	Obama	Romney
Total	49	44
Democrat	92	6
Independent	46	40
Republican	8	87
18-29	62	31
30-39	51	38
40-49	43	53
50-59	37	55
60+	53	42
Caucasian	43	50
African-American	92	6
Other	49	42
Female	54	41
Male	45	48
City of Detroit	91	6
Wayne, Oakland, Macomb Counties	50	45
Rest of Michigan	45	48

8. Thinking about your party, if you are a Democrat press 1, independent who leans Democrat press 2, independent press 3, independent who leans Republican press 4, Republican press 5, another party press 6, if you are not sure yet press 7.

Democrat or lean Democrat	42%
Republican or lean Republican	38
Independent	15
Another Party	1
Not sure yet	4

9. If the election for the United States Senate was being held today and the candidates were Debbie Stabenow the Democrat and Pete Hoekstra the Republican who would you be voting for? If you are voting for or leaning towards Stabenow press 1, voting for or leaning towards Hoekstra press 2, if you're not sure yet press 3.

Stabenow	1
Hoekstra	2
Not sure yet	3

10. The United States Supreme Court recently ruled that the Affordable Care Act, often called Obamacare, is constitutional. Do you support or oppose the repeal of Obama care? If you strongly support repeal of Obamacare press 1, somewhat support repeal press 2, somewhat oppose repeal press 3, strongly oppose repeal press 4, if you're not sure press 5.

Strongly support	1
Somewhat support	2
Somewhat oppose	3
Strongly oppose	4
Not sure	5

11. Michigan Insurance Question

12. Michigan Insurance Question

13. Before one last question on the presidential race, what area do you live in?
If you live in

City of Detroit	7%
Wayne County outside of Detroit, Oakland County, Macomb County	29%
Flint, Saginaw, Bay City, Thumb, Monroe, Washtenaw, Lansing, Jackson, Mid-Michigan, Northern Michigan/U.P.	65%

14. On Saturday, Mitt Romney selected Wisconsin Congressman Paul Ryan to be his vice presidential running mate. From what you know of Paul Ryan, does his selection as the Republican vice presidential candidate make you more or less likely to vote for Mitt Romney for president? ? If it makes you much more likely to vote for Romney press 1, a little more likely 2, a little less likely 3, or much less likely 4?

Much more likely	33%	
Little more likely	16	49%
Little less likely	14	51%
Much less likely	37	

	More Likely	Less Likely
Total	49	51
Democrat	10	89
Independent	50	50
Republican	88	13
18-29	46	55
30-39	39	61
40-49	59	42
50-59	59	42
60+	45	56
Caucasian	54	46
African-American	5	96
Other	44	55
Female	46	55
Male	53	48
City of Detroit	12	87
Wayne, Oakland, Macomb Counties	47	52
Rest of Michigan	54	47

15. Knowing that Ryan is Romney's running mate, if the election for President and Vice President of the United States was being held today, would you be voting for Democrats Barack Obama and Joe Biden or, Republicans Mitt Romney and Paul Ryan? If you are voting for Obama/Biden press 1, Romney/ Ryan press 2, another party's candidate 3, if you are not sure yet press 4.
- | | |
|--------------|-----|
| Obama/Biden | 49% |
| Romney/Ryan | 44 |
| Someone else | 2 |
| Not sure yet | 4 |

	Obama/Biden	Romney/Ryan
Total	49%	44%
Democrat	92	6
Independent	45	42
Republican	8	87
18-29	62	31
30-39	51	38
40-49	43	53
50-59	37	55
60+	53	42
Caucasian	43	50
African-American	91	6
Other	48	42
Female	53	41
Male	45	48
City of Detroit	90	7
Wayne, Oakland, Macomb Counties	49	44
Rest of Michigan	45	48