



Michigan Senate Poll Results

August 4-5, 2014

Q: Would you say that things in the country are going in the right direction, or have they gotten off on the wrong track?

Right Direction	30%
Wrong Track	63%
Not sure	7%

Now, I am going to read you a list of names. Please indicate whether you have a favorable or unfavorable opinion of each.

Terri Lynn Land

Favorable	35%
Unfavorable	44%
Not sure	21%

Gary Peters

Favorable	32%
Unfavorable	36%
Not sure	32%

Q: If the election for U.S. Senate were held today, who would you most likely vote for: Terri Lynn Land, Republican or Gary Peters, Democrat?

Land	44%
Peters	45%
Not sure	11%

Q: Do you approve or disapprove of the way Barack Obama is handling his job as President?

Approve	41%
Disapprove	52%
Not sure	6%

Demographics:

Media Market

DETROIT	49%
GRAND RAPIDS-KALMZOO-B.CRK	21%
FLINT-SAGINAW-BAY CITY	14%
LANSING	4%
TRAVERSE CITY-CADILLAC	5%
ALPENA	1%
SOUTH BEND-ELKHART	2%
MARQUETTE	2%
GREEN BAY-APPLETON	0%

Gender

Male	47%
Female	53%

Party Affiliation

Republican	34%
Democrat	38%
Independent or any other party	28%

Age

18 to 39	13%
40 to 54	34%
55 to 65	28%
66 or older	26%

Race/Ethnicity

White	79%
African American	12%
Other	9%

Ideology

Conservative	39%
Moderate	38%
Liberal	18%

METHODOLOGY:

The sample size for the survey is 549 likely voters and the margin of error is +/-4.18%. The Interactive Voice Response (IVR) automated telephone survey was conducted August 4-5, 2014 by Harper Polling. The total percentages for responses may not equal 100% due to rounding.