

*Mitchell Research &  
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*Counselors in Public Relations  
Public Affairs/Political Consulting  
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**P R E S S R E L E A S E**

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## Snyder Leads Bernero by 20% after Debate

*Snyder Wins Debate by Slim Margin of 25%- 21%*

EAST LANSING, Mich. — Republican gubernatorial candidate Rick Snyder continues to have a 20% lead over his Democratic opponent, Lansing Mayor Virg Bernero, according to a telephone poll of 1,390 likely voters conducted by Mitchell Research & Communications, Inc.. Snyder leads 52%-32% with 3% saying they will vote for someone else and 13% still undecided. The Interactive Voice Response (automated) telephone poll was conducted October 11, 2010, the night after the only scheduled TV debate between Snyder and Bernero. The margin of error for the poll is + or – 2.63% at the 95% level of confidence. In the last Mitchell Poll, released right after Labor Day, Snyder led by 27% (53%-26%).

“Although Rick Snyder’s lead has dropped since Labor Day, he continues to have a huge lead in the race for governor, especially given the fact we’re three weeks away from Election Day,” Steve Mitchell, president of Mitchell Research & Communications, Inc. said.

Almost a quarter (24%) of the respondents said they watched “most” or “all” of the debate Sunday night. Another 17% said they watched “some” of the debate.

By a very slim margin (25%-21%), voters said they thought Snyder won the debate when they were asked: “Whether you watched the debate or not, from what you have seen or heard, who do you think won the debate?” Ten percent called the debate a tie and 44% were not sure.

A majority of voters (54%) have a “favorable impression” of Snyder while a quarter (25%) views him “unfavorably.” Bernero continues to be “upside down” in his favorability ratings. More voters have an “unfavorable impression” of Bernero (45%) than have a “favorable impression (29%).”

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#### Highlights of the trial ballot question for governor:

- Snyder leads with every age group. However, the younger the voter the more likely they are voting for Snyder. This is the exact opposite of 2008 when Democrat Barack Obama had a 2:1 lead with younger voters.
  - Snyder leads by almost 40% (63%-25%) with 18-39 year olds
  - Snyder leads by 24% (53%-29%) with 40-59 year olds.
  - Snyder leads by 15% (50%-35%) with 60 + voters.
- Snyder has solidified his lead with Republicans while Bernero still has not solidified Democrat support. Bernero has a huge lead with independents.
  - Among GOP voters, Snyder leads 88%-2%
  - Among Democrats, Bernero leads 75%-12%.
  - Among ticket-splitters, Snyder leads 52%-17%.
- Snyder leads by at least 25% in every television market except Detroit, where his lead is 14% (50%-36%). The Detroit media market includes heavily Democratic Detroit.
- Snyder leads by 31% with men (59%-28%) but by only 10% (46%-36%) with women.
- Snyder leads by 27% (56%-29%) with white voters and trails by 41% with African-Americans (64%-23%).

#### Highlights on the debate questions:

- Among those that did not watch, 18% said Snyder won and 12% said Bernero did.
- Snyder led by 5% with those that watched “some” and by 12% with those that watched “most” of the debate.
- Bernero had a slight edge (4%) among those that watched “all” of the debate.
  - However, Democrats and African-Americans were more likely to have watched the entire debate.
- Those who are voting for Bernero thought he won and those voting for Snyder thought he won.
  - Bernero leads Snyder 85%-8% among those who said Bernero won the debate.
  - Snyder leads 93%-3% among those who said Snyder won the debate.
- Those who said it was a tie are voting for Snyder 50%-30%.
- Snyder has an even bigger lead among those who said they were “not sure” who won (50%-24%).
- Looking at it in a different way, among undecided voters in the governor’s race, twice as many said Bernero won (8%) than said Snyder won (4%).
  - But, that is obviously a small number of voters.
  - Three of four (75%) independents were not sure who won the debate.

“Many viewed the debate as Virg Bernero’s last chance to have a game changer. Although he did well, it seems to have had little impact on the race, Bernero continues to trail by 20%. The race may not be over yet, but it is difficult to see a path by which Snyder could lose,” Steve Mitchell said.

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