

# 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

### FOR IMMEDIATE RELEASE

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## Final Mitchell Poll Very Accurate

*Had Snyder Leading Bernero by 17%, Schuette up 12%, Johnson up 8%*

**EAST LANSING, Mich.** — In the Mitchell Poll conducted Sunday night October 31<sup>st</sup>, the last poll taken before the election on Tuesday, Republican gubernatorial candidate Rick Snyder had a 17% lead over Virg Bernero, the final margin was 18%.

In the race for attorney general, the Mitchell Poll had Bill Schuette leading David Leyton by 12% , he won by 10%, and in the race for secretary of state, the poll had Ruth Johnson leading Jocelyn Benson by 8%, she won by 6%.

The Sunday night Mitchell Poll was an automated telephone poll of 1,219 likely voters conducted by Mitchell Research & Communications, Inc. and had a margin of error of + or – 2.81% at the 95% level of confidence.

“We are delighted that our final poll was so accurate. This shows that we have really perfected the use of Interactive Voice Response (automated dialing) polling. For 25 years we have been the most accurate media pollster in almost every election in which we have polled using standard operator assisted polling. This is true in primaries and General Elections in Michigan, California, Illinois, Missouri, South Carolina, and Florida. Now, we have shown that our automated polling can be just as accurate. This product, which is less expensive than traditional polling, adds another way in which we can provide cost efficient polling for our media, governmental, political, association, or corporate clients,” Steve Mitchell, president of Mitchell Research & Communications, Inc. said.

On Sunday night, we experimented with a way to poll several congressional districts on a statewide poll. At the time we released the data, we said we were dealing with small samples with a high margin of error. Although we were spot-on in the 7<sup>th</sup> Congressional District where we had Republican Tim Walberg leading Democratic Congressman Mark Schauer by 4% (he won by 5%) the polling in the 1<sup>st</sup> CD and the 9<sup>th</sup> CD were not accurate.

This experiment showed us not to deal with small sample sizes and to not attempt to be too tricky in how we get results. .

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Mitchell Research & Communications, Inc. also conducted its first IVR exit poll for the Detroit News and WDIV-TV in Detroit Tuesday night. The exit poll correctly forecast the victories of Snyder, Schuette, Johnson, as well as the winners in the race for the Michigan Supreme Court. Additionally, it was very accurate in projecting the huge loss of the ballot proposal to hold a constitutional convention.

The final exit poll had Snyder winning by 21%, Schuette by 18%, and Johnson by 11%.

Weighting of IVR polls is complex because the samples are large and generally have too many women respondents. The exit poll had 7% more of the respondents identifying themselves as Republicans than those who identified themselves as Democrats. Had we used the same weighting we used Sunday, we would have had a sample with 4% more Republicans instead of 7%. With that 4% weighting, we would have had Snyder up by 19%, Schuette by 12% and Johnson up by 6% in the exit poll, closer to the final results.

”Because of the number of candidate IVR polls we did in the Primary Election, we perfected the art of automated polls in that setting. Now, with the experience that we have in the General Election, we feel very confident we can provide the same type of accuracy in General Election pre-election and exit polling,” Mitchell said.

“We have always been a leader in accurate polling, now we can offer a less expensive and equally accurate product for our clients. As technology changes, we adapt to it and perfect it,” Mitchell concluded.