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**TO:** Interested Parties  
**FROM:** Danny Franklin  
**RE:** Michigan's 1<sup>st</sup> Congressional District Polling Results  
**DATE:** October 2, 2012

*The Benenson Strategy Group conducted 400 telephone interviews in the 1<sup>st</sup> Congressional District of Michigan from September 29, 2012 through October 1, 2012. All respondents were registered voters in the district who are likely to vote in this year's general election. The margin of error for the entire sample is  $\pm 4.9\%$  at the 95% confidence level.*

- Democrat Gary McDowell is currently leading in the race for Michigan's First Congressional District:
  - ✓ The horserace is currently 43% McDowell – 40% Benishek, including leaners
    - Emily Salvette, the Libertarian candidate, currently polls at 7%.
    - Ellis Boal, the Green Party candidate, currently polls at 2%.
  - ✓ Among voters who identify as independents, McDowell leads 39-34, with Salvette pulling 10% and Boal pulling 3%.
- In a generic, unnamed horserace:
  - ✓ 44% would vote for the Democratic candidate and 45% would vote for the Republican.
- McDowell's Image:
  - ✓ Favorability: 27% favorable/ 18% unfavorable/ 55% neutral or can't rate
- Benishek's Image:
  - ✓ Favorability: 30% favorable/ 32% unfavorable/ 38% neutral or can't rate
  - ✓ Job Approval: 21% excellent or good/ 61% just fair or poor
- The presidential horserace in the district is currently tied: 48% Obama – 48% Romney
  - ✓ Obama Favorability: 43% favorable/ 46% unfavorable/ 11% neutral or can't rate
  - ✓ Romney Favorability: 42% favorable/ 45% unfavorable/ 13% neutral or can't rate

