

INSIDE MICHIGAN POLITICS

Exclusive: Internal Poll Shows Southfield Mayor Brenda Lawrence with 8-Point Lead for MI-14 seat

Friday, June 13, 2014, 7:30 a.m.

An internal poll shows Southfield Mayor **Brenda Lawrence** at the top of the heap for the open 14th congressional district seat.

The poll by Lake Research, a Washington, D.C., firm headed by prominent Democratic strategist **Celinda Lake**, was obtained by ***Inside Michigan Politics***. Given the lack of public polling done on the race, especially with the surprise, last-minute entry of former U.S. Rep. **Hansen Clarke** (D-Detroit), and the track record of the pollster, ***IMP*** made the call to report on another internal survey.

The poll indicates that the battle to replace U.S. Rep. **Gary Peters** (D-Bloomfield Twp.) is a two-person race. The MI-14 covers eastern Detroit, as well as Oakland County cities including Pontiac, Southfield and Farmington Hills.

Lawrence took 35% of the vote in a four-way matchup and Clarke had 27%. Rep. **Rudy Hobbs** (D-Southfield) placed third in the poll with 6%. **Burgess Foster**, who has run Detroit City Council and the state House, was last with 0%. That leaves one-third of the electorate -- 32% -- undecided.

Clarke won the city of Detroit, 36% to Lawrence's 28%. Lawrence won the city of Southfield, 46% to Clarke's 14%. The survey's composition was 40% Detroit, 16% city of Southfield, 11% rest of Wayne County and 33% rest of Oakland County.

Lawrence led with union households, 39% to Clarke's 24%. She also won non-union households, 33% to Clarke's 28%.

Lawrence had a 6-point advantage with women, boosted in particular by women over 60. Clarke had a 1-point lead with men, which is within the margin of error. The survey included 61% women and 39% men.

Both Lawrence and Clarke sported high job approval ratings. Lawrence was at 49% positive and 18% negative. Clarke posted 43% positive and 23% negative.

The two top candidates also had almost identical favorability ratings. Clarke had 54% favorable and 8% unfavorable. Lawrence was at 56% favorable and 8% unfavorable.

The live-operator telephone survey was conducted between June 3 and 5 2014. The survey was of 400 likely Democratic primary voters in the MI-14, and had a 4.9% margin of error.

These results differ from an automated poll done by Target Insyght/Michigan Information & Research Service last month that showed Clarke in the lead by 10 points with 32%. Lawrence had 22% and Hobbs was at 5%.

Lake Research conducted another poll in November, before Clarke declared. In that survey, Lawrence led Hobbs 37% to 6% in a seven-way matchup, with 46% undecided.

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