CYGNAL

MRP Estimates of Likely General Election Voters

Detroit DMA

Conducted October 15 – 19, 2022

Vote Method

1. How do you plan to vote in the November election for Congress, Governor, and local offices?

	%
Vote in-person on Election Day	54.4%
Already voted absentee by mail	20.9%
Vote absentee by mail	24.7%
Total	100.0%

MI RD/WT

2. Generally speaking, would you say things in Michigan are headed in the right direction or off on the wrong track?

	%
Right direction	45.3%
Wrong track	48.4%
Unsure	6.3%
Total	100.0%

Generic Congressional Ballot

3. If the elections were held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for U.S. Congress?

	%
Republican candidate	42.7%
Democratic candidate	52.9%
Unsure	4.4%
Total	100.0%

4 – 7. Do you have a favorable or unfavorable opinion of?

4. Joe Biden

	%
Favorable	47.8%
Unfavorable	50.4%
No opinion	0.9%
Never heard of	0.9%
Total	100.0%

5. Donald Trump

	%
Favorable	38.6%
Unfavorable	59.5%
No opinion	1.2%
Never heard of	0.7%
Total	100.0%

6. Gretchen Whitmer

	%
Favorable	58.4%
Unfavorable	40.9%
No opinion	0.5%
Never heard of	0.2%
Total	100.0%

7. Tudor Dixon

	%
Favorable	39.0%
Unfavorable	54.9%
No opinion	3.3%
Never heard of	2.8%
Total	100.0%

Top Priority

8. From the following list, which issue is personally most important to you that would decide your vote for government?

	%
Crime and public safety	4.7%
Inflation and the cost of living	26.1%
Women's right to choose abortion	30.2%
Gun control	2.6%
Election integrity	4.6%
Parental rights in education	3.7%
Illegal immigration and the border	7.1%
Jobs and economy	11.6%
Healthcare	5.3%
Don't know	4.0%
Total	100.0%

Thinking about the upcoming general election in November…

Gov Ballot

9. If the general election for Governor was held today, and you had to make a choice, who would you vote for?

	%
Democrat Gretchen Whitmer and Garlin Gilchrist II	56.7%
Republican Tudor Dixon and Shane Hernandez	37.6%
Third-party candidate	2.2%
Undecided	3.5%
Total	100.0%

10. If the general election for Attorney General was held today, and you had to make a choice, who would you vote for?

	%
Democrat Dana Nessel	52.0%
Republican Matthew DePerno	38.2%
Third-party candidate	2.7%
Undecided	7.1%
Total	100.0%

11. If the general election for Secretary of State was held today, and you had to make a choice, who would you vote for?

	%
Democrat Jocelyn Benson	54.7%
Republican Kristina Karamo	34.5%
Third-party candidate	2.5%
Undecided	8.3%
Total	100.0%

12. And thinking about your views toward politics and government, would you say you are…

	%
Conservative	37.1%
Moderate	33.7%
Liberal	27.0%
Unsure	2.2%
Total	100.0%

13. Thinking back, who did you vote for in the 2020 election for President?

	%
Republican Donald Trump	40.4%
Democrat Joe Biden	52.7%
Other	6.9%
Total	100.0%

Post Stratification Demographics Distribution

14. Gender

	%
Male	44.90%
Female	55.1%
Total	100.0%

15. Age

	%
18 - 34	18.9%
35 - 49	23.0%

50 - 64	26.9%
65 or older	31.1%
Total	100.0%

16. Race

	%
White or Caucasian	71.8%
Black or African American	18.0%
Hispanic or Latino	0.2%
Asian or Pacific Islander	3.2%
Other	6.8%
Total	100.0%

17. Education

	%
No degree	59.7%
At least College	40.3%
Total	100.0%

18. Religion

	%
Mainline Protestant	22.6%
Evangelical or Born-Again Protestant	22.7%
Catholic	17.5%
Other	37.1%
Total	100.0%

METHODOLOGY

Statewide training data collection was conducted October 15 – 19, 2022, with 1793 likely general election voters. Known registered voters were interviewed via online panel, IVR, and SMS. These estimates were created by applying multilevel regression with poststratification for modeling.

ABOUT THE FIRM

Cygnal is an award-winning international polling, public opinion, and predictive analytics firm that pioneered multi-mode polling, text-to-web collection, and emotive analysis. Cygnal consistently ranks as the most accurate firm, and clients rely on Cygnal's ability to create intelligence for action. Its team members have worked in 48 states and multiple countries on more than 2,700 corporate, public affairs, and political campaigns.