



CYGNAL

MRP Estimates of Likely General Election Voters

Grand Rapids 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 | 58.1% |
| Already voted absentee by mail | 17.5% |
| Vote absentee by mail | 24.4% |
| 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 | 40.9% |
| Wrong track | 53.0% |
| Unsure | 6.2% |
| 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 | 52.7% |
| Democratic candidate | 41.7% |
| Unsure | 5.6% |
| Total | 100.0% |

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

4. Joe Biden

| | % |
|----------------|--------|
| Favorable | 38.5% |
| Unfavorable | 60.2% |
| No opinion | 0.8% |
| Never heard of | 0.5% |
| Total | 100.0% |

5. Donald Trump

| | % |
|----------------|--------|
| Favorable | 49.0% |
| Unfavorable | 49.1% |
| No opinion | 1.6% |
| Never heard of | 0.3% |
| Total | 100.0% |



6. Gretchen Whitmer

| | % |
|----------------|--------|
| Favorable | 46.0% |
| Unfavorable | 52.2% |
| No opinion | 1.2% |
| Never heard of | 0.6% |
| Total | 100.0% |

7. Tudor Dixon

| | % |
|----------------|--------|
| Favorable | 46.5% |
| Unfavorable | 46.3% |
| No opinion | 4.7% |
| Never heard of | 2.5% |
| 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 | 3.6% |
| Inflation and the cost of living | 32.7% |
| Women's right to choose abortion | 27.6% |
| Gun control | 3.1% |
| Election integrity | 5.1% |
| Parental rights in education | 3.3% |
| Illegal immigration and the border | 5.2% |
| Jobs and economy | 12.1% |
| Healthcare | 4.5% |
| Don't know | 2.8% |
| 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 | 44.5% |
| Republican Tudor Dixon and Shane Hernandez | 48.8% |
| Third-party candidate | 1.4% |
| Undecided | 5.3% |
| Total | 100.0% |



AG Ballot

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 | 41.4% |
| Republican Matthew DePerno | 46.6% |
| Third-party candidate | 2.4% |
| Undecided | 9.6% |
| Total | 100.0% |

SoS Ballot

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 | 44.9% |
| Republican Kristina Karamo | 44.0% |
| Third-party candidate | 2.8% |
| Undecided | 8.3% |
| Total | 100.0% |

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

| | % |
|--------------|--------|
| Conservative | 41.5% |
| Moderate | 27.4% |
| Liberal | 28.8% |
| Unsure | 2.3% |
| Total | 100.0% |

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

| | % |
|-------------------------|--------|
| Republican Donald Trump | 51.0% |
| Democrat Joe Biden | 41.6% |
| Other | 7.4% |
| Total | 100.0% |

Post Stratification Demographics Distribution

14. Gender

| | % |
|--------|--------|
| Male | 46.10% |
| Female | 53.9% |
| Total | 100.0% |

15. Age

| | % |
|---------|-------|
| 18 - 34 | 18.6% |
| 35 - 49 | 22.1% |



| | |
|-------------|--------|
| 50 - 64 | 26.6% |
| 65 or older | 32.6% |
| Total | 100.0% |

16. Race

| | % |
|---------------------------|--------|
| White or Caucasian | 85.5% |
| Black or African American | 6.5% |
| Hispanic or Latino | 0.3% |
| Asian or Pacific Islander | 1.1% |
| Other | 6.6% |
| Total | 100.0% |

17. Education

| | % |
|------------------|--------|
| No degree | 63.5% |
| At least College | 36.5% |
| Total | 100.0% |

18. Religion

| | % |
|--------------------------------------|--------|
| Mainline Protestant | 21.6% |
| Evangelical or Born-Again Protestant | 23.9% |
| Catholic | 16.0% |
| Other | 38.6% |
| 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.

