

CYGNAL

MRP Estimates of Likely General Election Voters

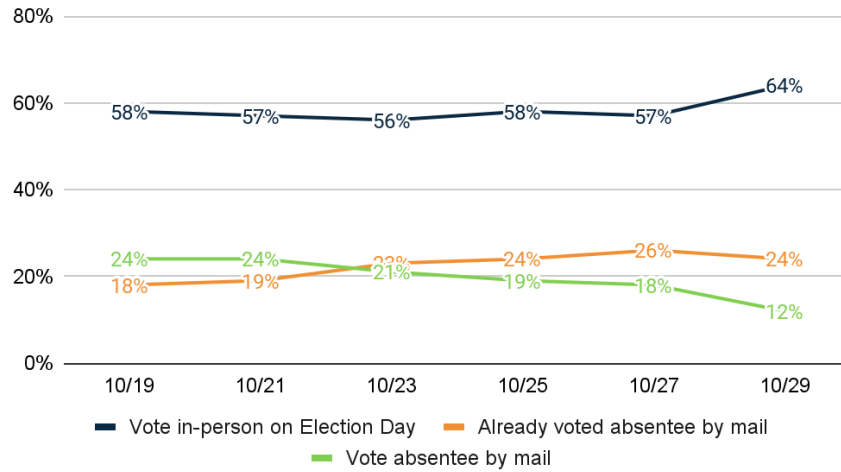
Grand Rapids DMA

Conducted October 25 – 29, 2022



Vote Method

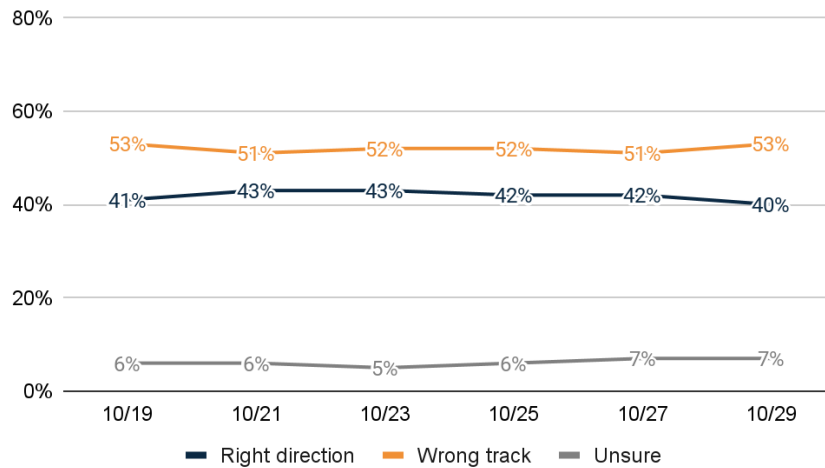
1. How do you plan to vote in the November election for Congress, Governor, and local offices?



	10/29	10/27	10/25
Vote in-person on Election Day	64.4%	56.7%	57.5%
Already voted absentee by mail	23.8%	25.8%	23.7%
Vote absentee by mail	11.9%	17.5%	18.8%
Total	100.0%	100.0%	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?

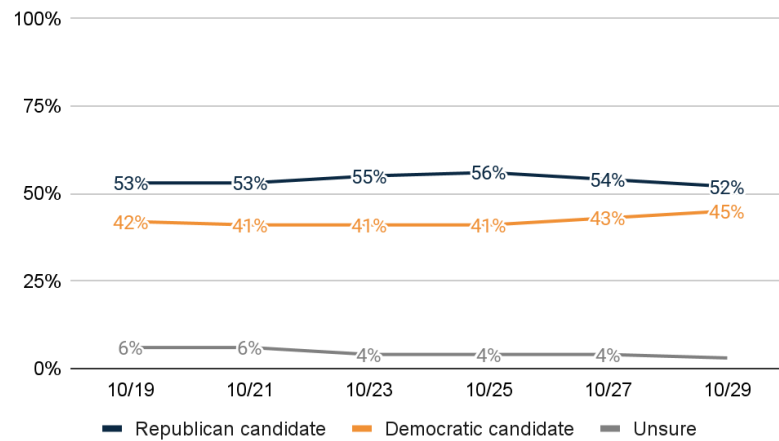


	10/29	10/27	10/25
Right direction	40.1%	42.2%	42.1%
Wrong track	52.6%	50.8%	51.9%
Unsure	7.4%	7.0%	6.1%
Total	100.0%	100.0%	100.0%



Generic Congressional Ballot

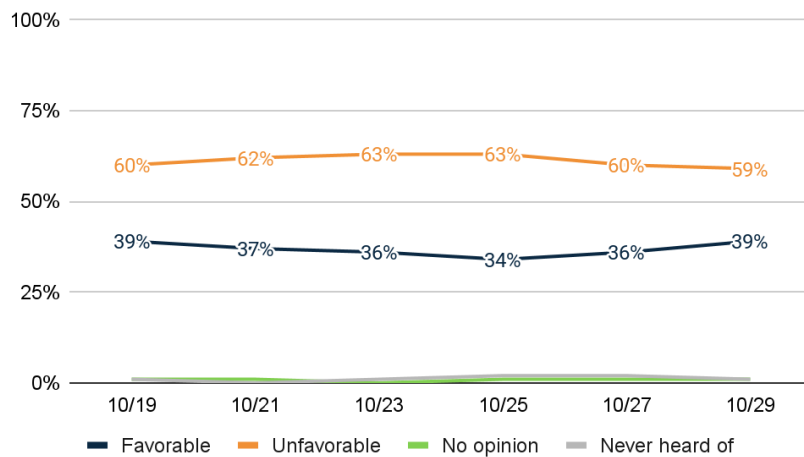
3. If the elections were held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for U.S. Congress?



	10/29	10/27	10/25
Republican candidate	51.7%	53.6%	55.7%
Democratic candidate	45.0%	42.6%	40.5%
Unsure	3.3%	3.8%	3.8%
Total	100.0%	100.0%	100.0%

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

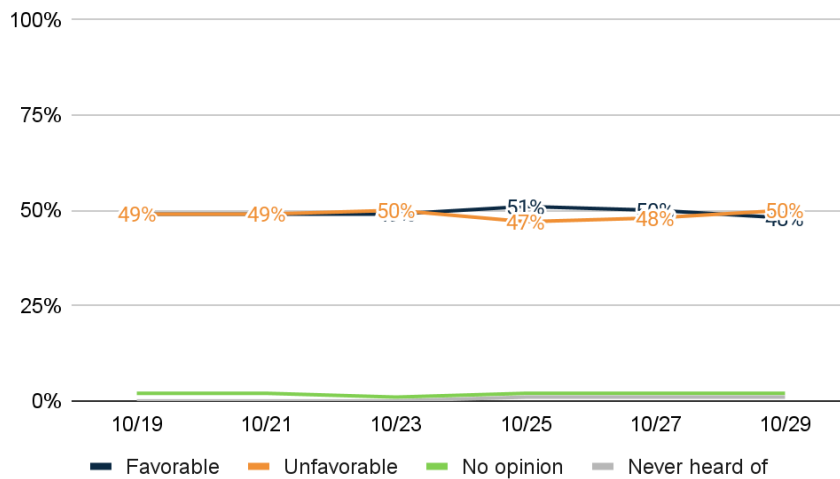
4. Joe Biden



	10/29	10/27	10/25
Favorable	39.2%	36.3%	34.1%
Unfavorable	59.0%	60.1%	63.2%
No opinion	1.1%	1.3%	0.6%
Never heard of	0.7%	2.3%	2.1%
Total	100.0%	100.0%	100.0%

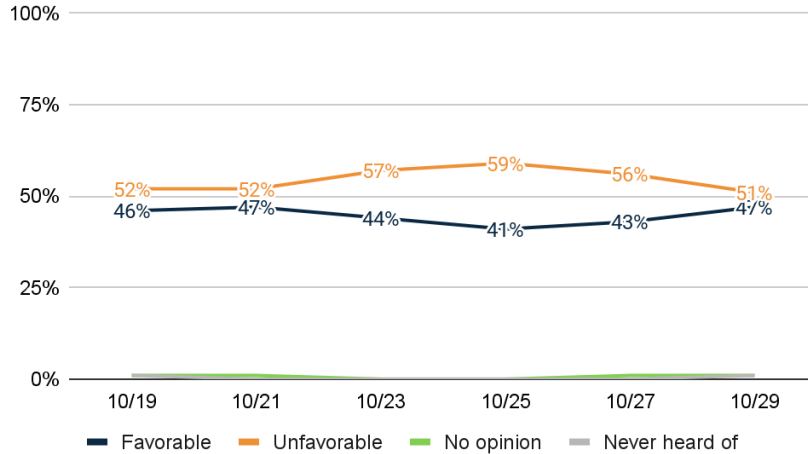


5. Donald Trump



	10/29	10/27	10/25
Favorable	48.1%	49.5%	50.8%
Unfavorable	49.6%	48.0%	46.8%
No opinion	1.8%	1.9%	1.8%
Never heard of	0.5%	0.6%	0.6%
Total	100.0%	100.0%	100.0%

6. Gretchen Whitmer



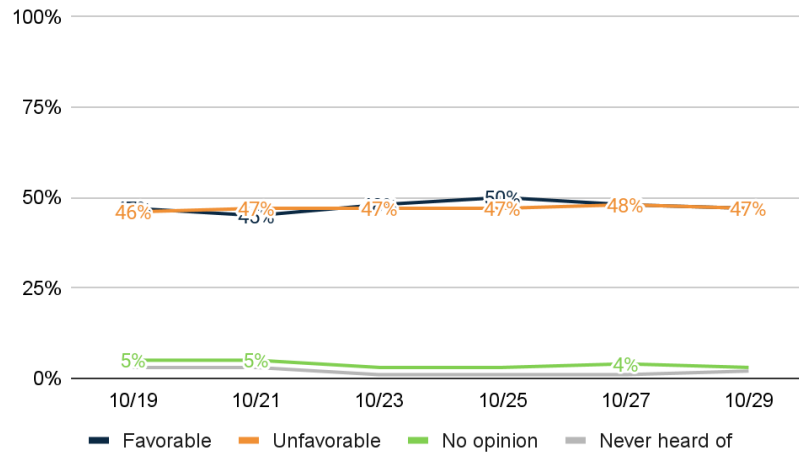
	10/29	10/27	10/25
Favorable	47.3%	43.4%	41.0%
Unfavorable	51.4%	55.8%	58.5%
No opinion	0.8%	0.7%	0.2%
Never heard of	0.5%	0.1%	0.3%
Total	100.0%	100.0%	100.0%

7. Tudor Dixon

	10/29	10/27	10/25
Favorable	46.9%	47.6%	50.3%
Unfavorable	47.4%	48.1%	46.5%
No opinion	3.3%	3.6%	2.7%

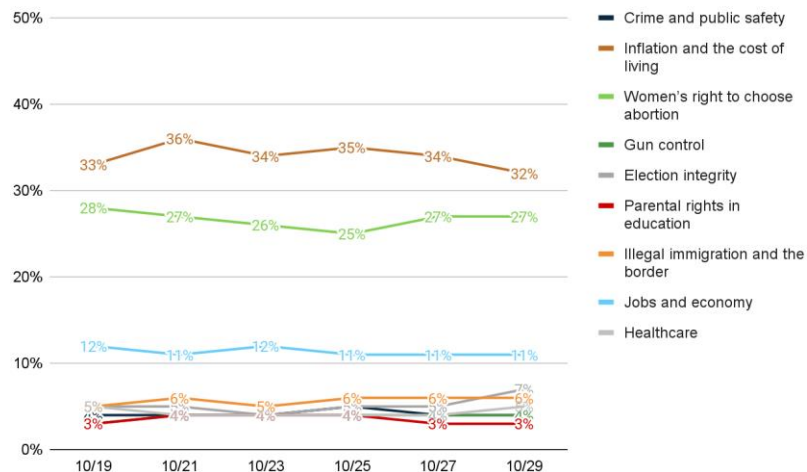


Never heard of	2.4%	0.7%	0.5%
Total	100.0%	100.0%	100.0%



Top Priority

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



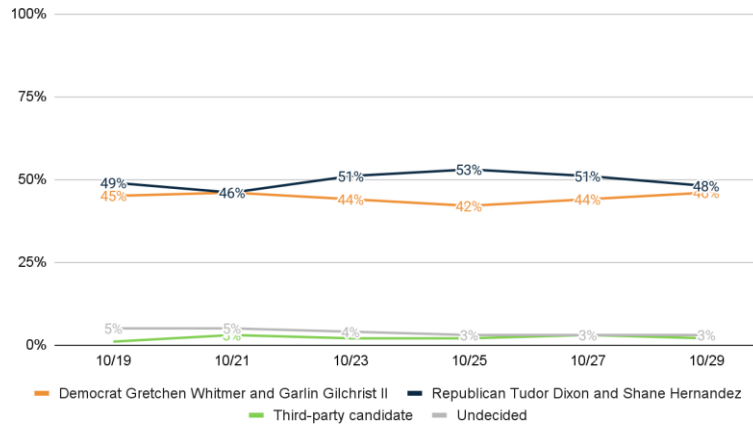
	10/29	10/27	10/25
Crime and public safety	3.7%	4.2%	4.7%
Inflation and the cost of living	31.7%	34.1%	35.3%
Women's right to choose abortion	26.9%	26.9%	25.2%
Gun control	4.2%	3.8%	3.9%
Election integrity	6.5%	4.8%	4.7%
Parental rights in education	2.7%	3.1%	3.8%
Illegal immigration and the border	5.6%	5.6%	5.9%
Jobs and economy	11.0%	11.2%	10.7%
Healthcare	5.3%	4.3%	3.7%
Don't know	2.5%	2.0%	2.1%
Total	100.0%	100.0%	100.0%



Thinking about the upcoming general election in November...

Gov Ballot

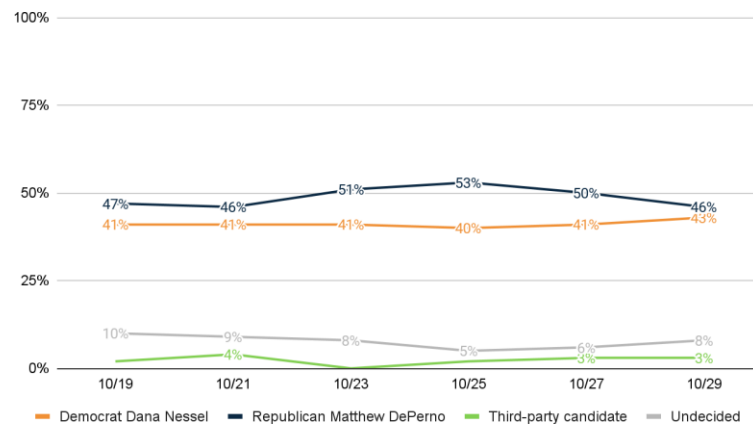
9. If the general election for Governor was held today, and you had to make a choice, who would you vote for?



	10/29	10/27	10/25
Democrat Gretchen Whitmer and Garlin Gilchrist II	46.3%	44.1%	42.3%
Republican Tudor Dixon and Shane Hernandez	48.2%	50.7%	52.7%
Third-party candidate	2.4%	2.6%	2.2%
Undecided	3.1%	2.6%	2.8%
Total	100.0%	100.0%	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?

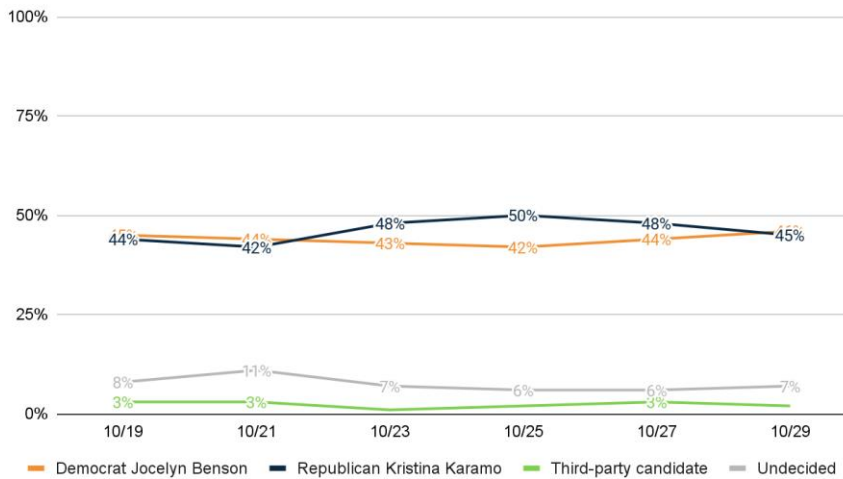


	10/29	10/27	10/25
Democrat Dana Nessel	42.7%	41.1%	40.3%
Republican Matthew DePerno	46.0%	49.5%	52.6%
Third-party candidate	3.4%	3.2%	1.7%
Undecided	7.9%	6.2%	5.4%
Total	100.0%	100.0%	100.0%



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?



	10/29	10/27	10/25
Democrat Jocelyn Benson	45.8%	43.6%	42.4%
Republican Kristina Karamo	45.0%	48.2%	50.0%
Third-party candidate	2.1%	2.6%	1.9%
Undecided	7.1%	5.6%	5.7%
Total	100.0%	100.0%	100.0%

Prop 2

12. Proposal 2 would amend the state constitution to add provisions regarding elections. This amendment would recognize the fundamental right to vote without harassing conduct. Require military or overseas ballots be counted if postmarked by election day. Provide voters right to verify identity with photo ID or signed statement. Provide voter right to single application to vote absentee ballot in all election. Require state funded absentee ballot drop boxes and postage for absentee applications and ballots. Provide that only election officials may conduct post-election audits. Require nine days of early in person voting. Allow donations to fund elections, which must be disclosed. Require canvass boards certify elections based only on the official records of votes cast.

	10/29
Yes	58.1%
No	35.3%
Unsure	6.6%
Total	100.0%

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

	10/29	10/27	10/25
Conservative	41.9%	37.6%	37.2%
Moderate	30.8%	33.4%	34.6%
Liberal	24.8%	26.8%	26.3%
Unsure	2.5%	2.3%	2.0%
Total	100.0%	100.0%	100.0%



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

	10/29	10/27	10/25
Republican Donald Trump	51.0%	51.0%	51.0%
Democrat Joe Biden	41.6%	41.6%	41.6%
Other	7.4%	7.4%	7.4%
Total	100.0%	100.0%	100.0%

Post Stratification Demographics Distribution

15. Gender

	%
Male	46.1%
Female	53.9%
Total	100.0%

16. Age

	%
18 - 34	18.6%
35 - 49	22.1%
50 - 64	26.6%
65 or older	32.6%
Total	100.0%

17. 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%

18. Education

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

19. 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 25 – 29, 2022, with 1543 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.

