MRP Estimates of Likely General Election Voters

Traverse City 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	57.3%
Already voted absentee by mail	18.3%
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	42.5%
Wrong track	48.3%
Unsure	9.2%
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	57.4%
Democratic candidate	34.5%
Unsure	8.1%
Total	100.0%

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

4. Joe Biden

	%
Favorable	31.1%
Unfavorable	65.1%
No opinion	3.4%
Never heard of	0.4%
Total	100.0%

5. Donald Trump

	%
Favorable	55.4%
Unfavorable	40.0%
No opinion	4.2%
Never heard of	0.4%
Total	100.0%

6. Gretchen Whitmer

	%
Favorable	41.2%
Unfavorable	54.7%
No opinion	3.7%
Never heard of	0.4%
Total	100.0%

7. Tudor Dixon

	%
Favorable	50.6%
Unfavorable	40.1%
No opinion	6.8%
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	3.0%
Inflation and the cost of living	35.2%
Women's right to choose abortion	26.7%
Gun control	3.6%
Election integrity	5.6%
Parental rights in education	2.4%
Illegal immigration and the border	9.2%
Jobs and economy	10.8%
Healthcare	3.8%
Don't know	0.0%
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	38.9%
Republican Tudor Dixon and Shane Hernandez	50.7%
Third-party candidate	3.9%
Undecided	6.5%
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	33.8%
Republican Matthew DePerno	51.4%
Third-party candidate	4.6%
Undecided	10.2%
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	36.9%
Republican Kristina Karamo	49.3%
Third-party candidate	4.7%
Undecided	9.1%
Total	100.0%

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

	%
Conservative	42.8%
Moderate	29.5%
Liberal	23.9%
Unsure	3.9%
Total	100.0%

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

	%
Republican Donald Trump	58.6%
Democrat Joe Biden	34.3%
Other	7.1%
Total	100.0%

Post Stratification Demographics Distribution

14. Gender

	%
Male	47.10%
Female	52.9%
Total	100.0%

15. Age

	%
18 - 34	13.2%
35 - 49	16.4%

	%
50 - 64	27.9%
65 or older	42.5%
Total	100.0%

16. Race

	%
White or Caucasian	92.8%
Black or African American	1.0%
Hispanic or Latino	0.9%
Asian or Pacific Islander	0.2%
Other	5.0%
Total	100.0%

17. Education

	%
No degree	67.7%
At least College	32.3%
Total	100.0%

18. Religion

	%
Mainline Protestant	21.2%
Evangelical or Born-Again Protestant	21.3%
Catholic	18.4%
Other	39.2%
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.