CYGNAL

MRP Estimates of Likely General Election Voters
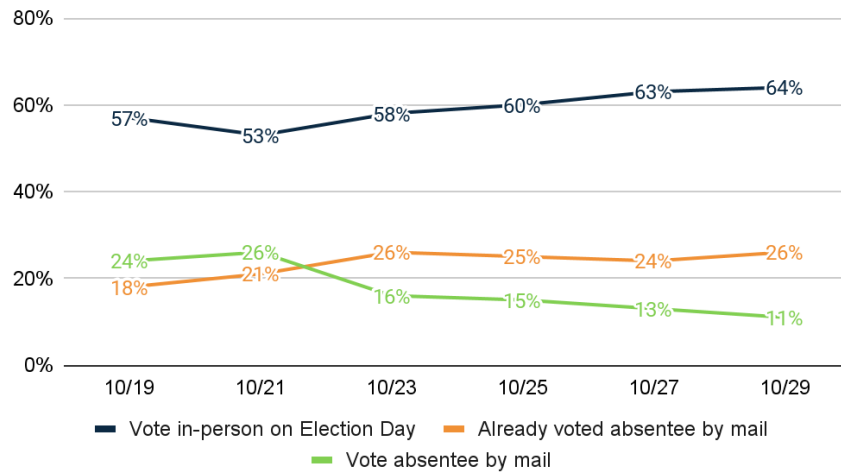
Traverse City DMA

Conducted October 25 – 29, 2022

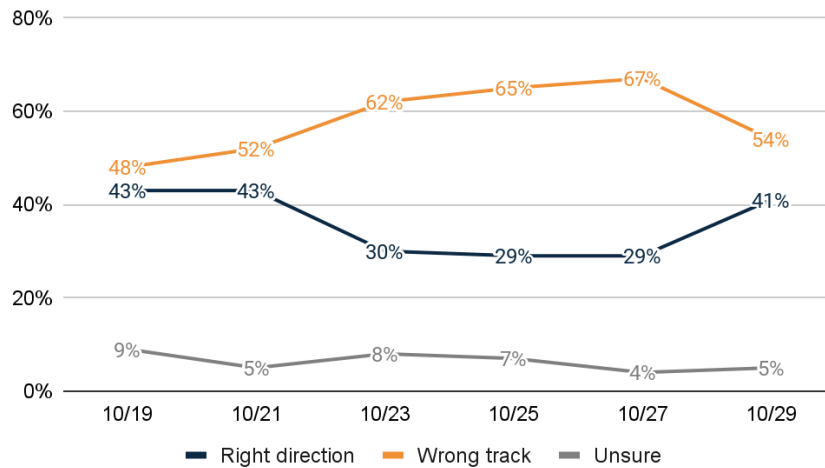**1.** How do you plan to vote in the November election for Congress, Governor, and local offices?

	10/29	*10/27*	*10/25*
Vote in-person on Election Day	63.8%	*63.2%*	*60.3%*
Already voted absentee by mail	25.6%	*24.3%*	*24.7%*
Vote absentee by mail	10.6%	*12.5%*	*15.0%*
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?
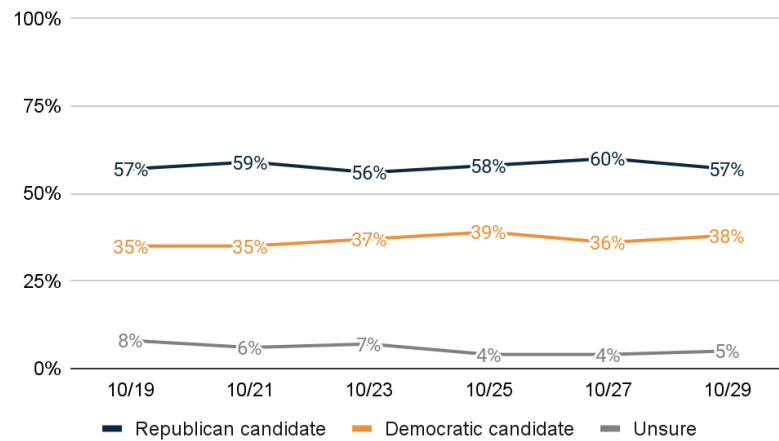

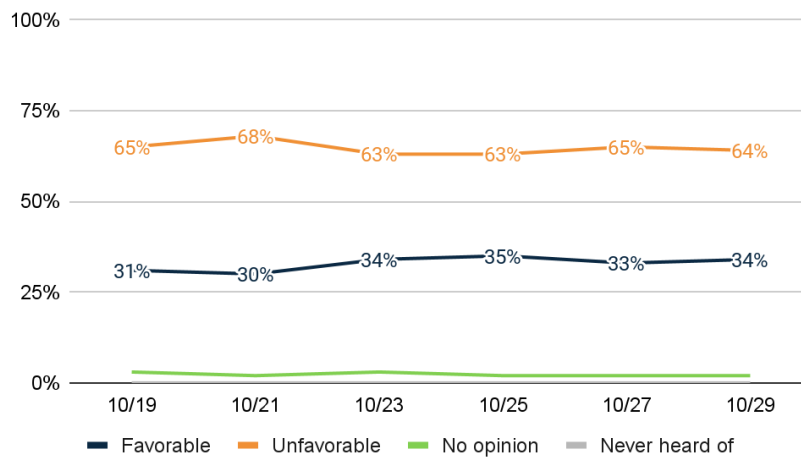|	**10/29**	*10/27*	*10/25*
Right direction	41.3%	*28.5%*	*28.8%*
Wrong track	54.1%	*67.1%*	*64.7%*
Unsure	4.7%	*4.4%*	*6.6%*
Total	100.0%	*100.0%*	*100.0%*

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	56.7%	*59.6%*	*57.8%*
Democratic candidate	38.4%	*36.2%*	*38.7%*
Unsure	4.9%	*4.2%*	*3.5%*
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	33.7%	*32.8%*	*35.1%*
Unfavorable	64.1%	*64.9%*	*63.1%*
No opinion	2.1%	*2.3%*	*1.8%*
Never heard of	0.1%	*0.0%*	*0.0%*
Total	100.0%	*100.0%*	*100.0%*

5. Donald Trump
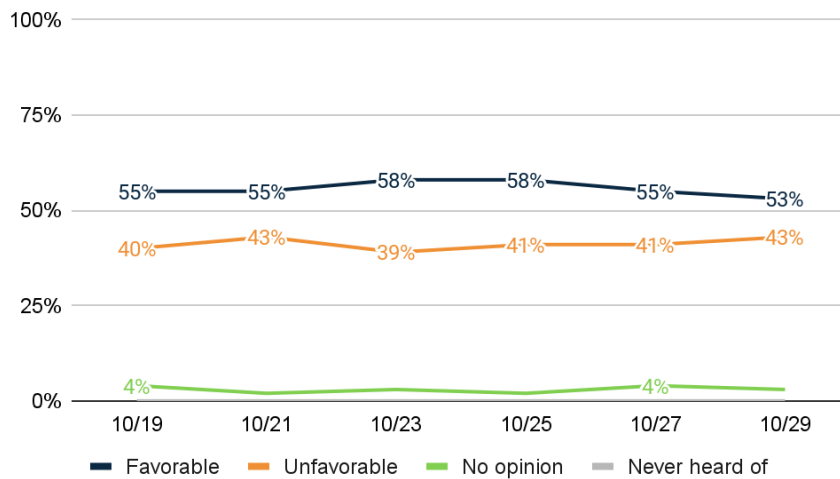
	10/29	*10/27*	*10/25*
Favorable	53.1%	*54.9%*	*57.7%*
Unfavorable	43.4%	*41.4%*	*40.8%*
No opinion	3.1%	*3.7%*	*1.5%*
Never heard of	0.4%	*0.0%*	*0.0%*
Total	100.0%	*100.0%*	*100.0%*

6. Gretchen Whitmer
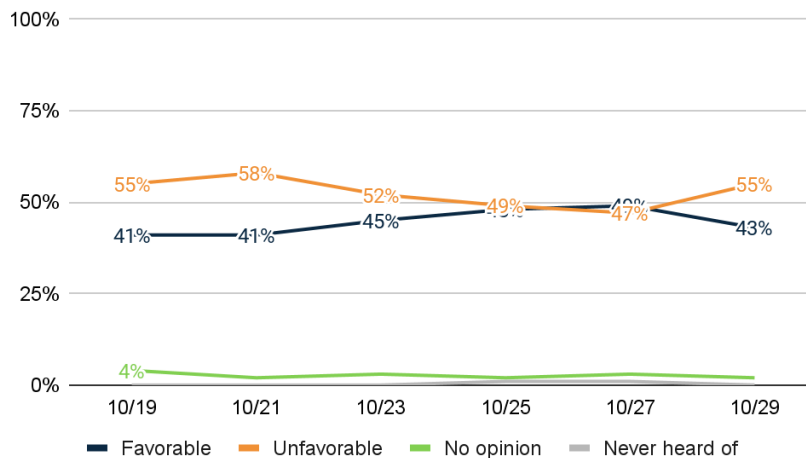
	10/29	*10/27*	*10/25*
Favorable	42.5%	*48.8%*	*48.3%*
Unfavorable	55.0%	*46.8%*	*48.9%*
No opinion	2.1%	*3.2%*	*1.7%*
Never heard of	0.4%	*1.2%*	*1.1%*
Total	100.0%	*100.0%*	*100.0%*

7. Tudor Dixon

	10/29	*10/27*	*10/25*
Favorable	52.1%	*51.2%*	*49.4%*
Unfavorable	42.0%	*43.7%*	*46.0%*
No opinion	4.5%	*5.1%*	*3.5%*

Never heard of	1.4%	*0.0%*	*1.1%*
Total	100.0%	*100.0%*	*100.0%*
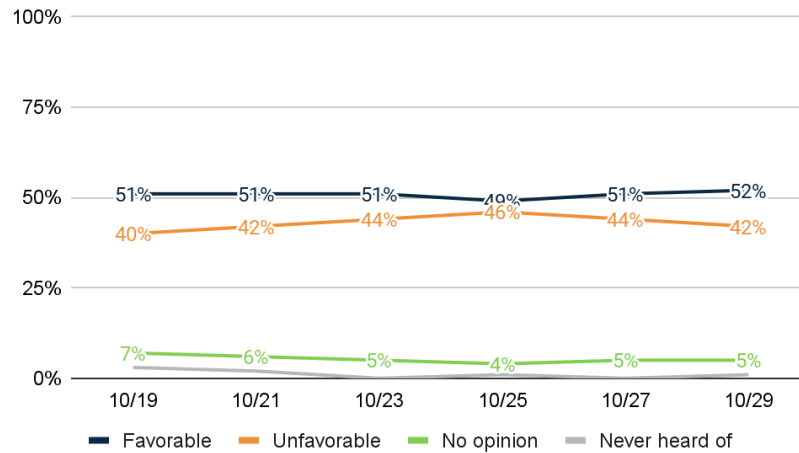
Top Priority

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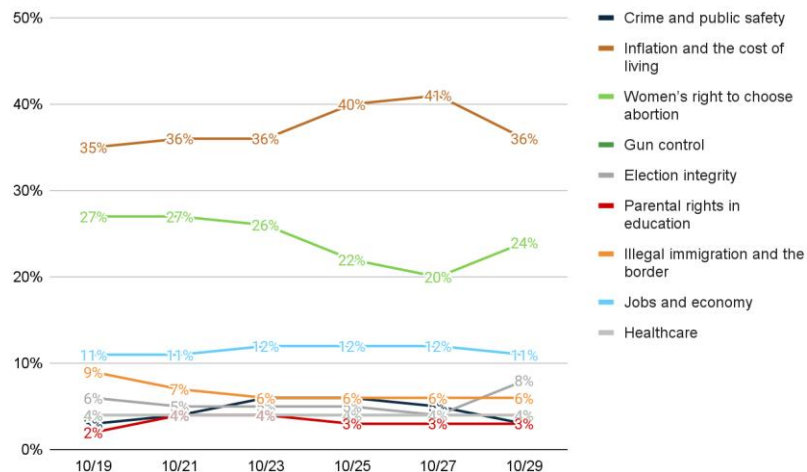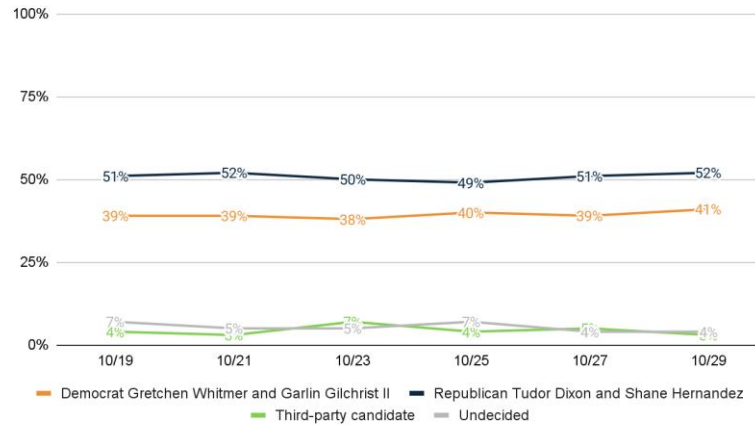

	10/29	*10/27*	*10/25*
Crime and public safety	3.0%	*5.0%*	*5.5%*
Inflation and the cost of living	36.1%	*40.8%*	*39.8%*
Women's right to choose abortion	24.4%	*20.0%*	*21.9%*
Gun control	3.6%	*3.7%*	*3.9%*
Election integrity	7.7%	*4.4%*	*4.6%*
Parental rights in education	3.2%	*2.9%*	*3.0%*
Illegal immigration and the border	6.3%	*6.4%*	*6.1%*
Jobs and economy	10.6%	*11.7%*	*11.7%*
Healthcare	3.5%	*3.9%*	*4.0%*
Don't know	1.6%	*1.1%*	*0.0%*
Total	100.0%	*100.0%*	*100.0%*

Thinking about the upcoming general election in November…

Gov Ballot

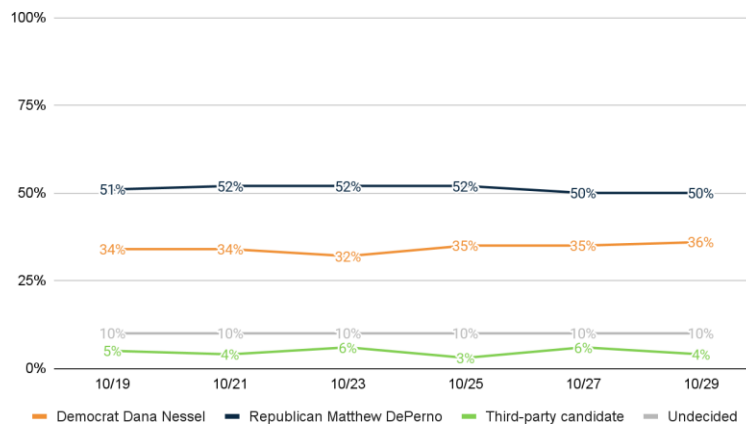**9.** If the general election for Governor was held today, and you had to make a choice, who would you vote for?

	10/29	*10/27*	*10/25*
Democrat Gretchen Whitmer and Garlin Gilchrist II	41.3%	*39.3%*	*39.7%*
Republican Tudor Dixon and Shane Hernandez	52.0%	*50.9%*	*49.1%*
Third-party candidate	3.1%	*5.4%*	*4.3%*
Undecided	3.6%	*4.4%*	*6.9%*
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	36.2%	*34.6%*	*34.5%*
Republican Matthew DePerno	49.7%	*50.4%*	*52.0%*
Third-party candidate	4.3%	*5.5%*	*3.4%*
Undecided	9.8%	*9.5%*	*10.1%*
Total	100.0%	*100.0%*	*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?
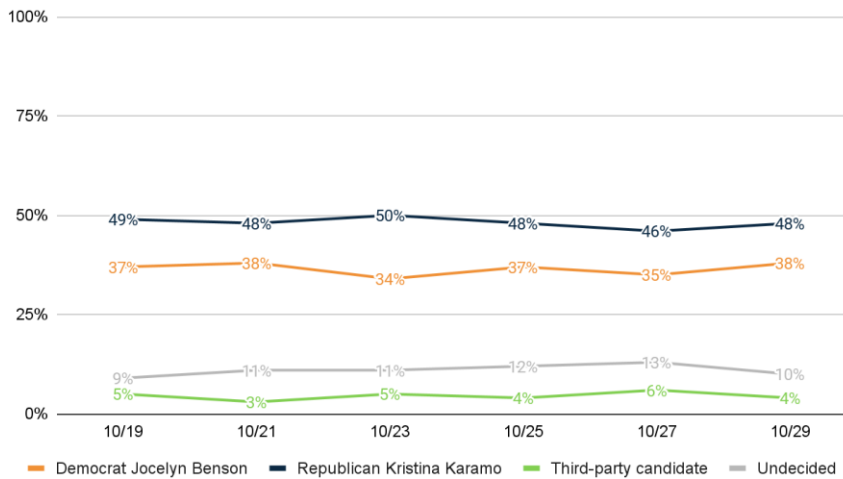
	10/29	*10/27*	*10/25*
Democrat Jocelyn Benson	38.3%	*35.1%*	*36.6%*
Republican Kristina Karamo	47.9%	*46.4%*	*47.5%*
Third-party candidate	4.3%	*5.9%*	*3.5%*
Undecided	9.5%	*12.6%*	*12.4%*
Total	100.0%	*100.0%*	*100.0%*

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	58.5%
No	34.1%
Unsure	7.4%
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	42.1%	*41.6%*	*42.9%*
Moderate	30.5%	*34.6%*	*32.6%*
Liberal	25.2%	*20.6%*	*21.8%*
Unsure	2.2%	*3.2%*	*2.8%*
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	58.6%	58.6%	58.6%
Democrat Joe Biden	34.3%	34.3%	34.3%
Other	7.1%	7.1%	7.1%
Total	100.0%	100.0%	100.0%

Post Stratification Demographics Distribution

15. Gender

	%
Male	47.1%
Female	52.9%
Total	100.0%

16. Age

	%
18 - 34	13.2%
35 - 49	16.4%
50 - 64	27.9%
65 or older	42.5%
Total	100.0%

17. 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%

18. Education

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

19. 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 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.