

CYGNAL

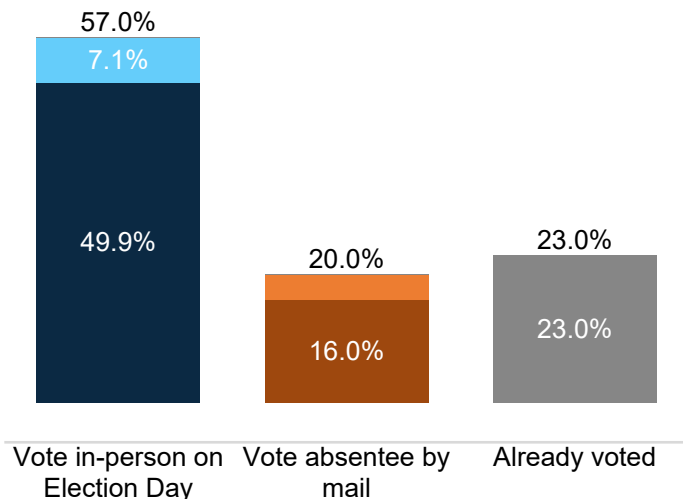
Survey of Likely General Election Voters
Michigan Statewide

October 19 – 23, 2022

n=1,459 | $\pm 2.57\%$

Vote Method

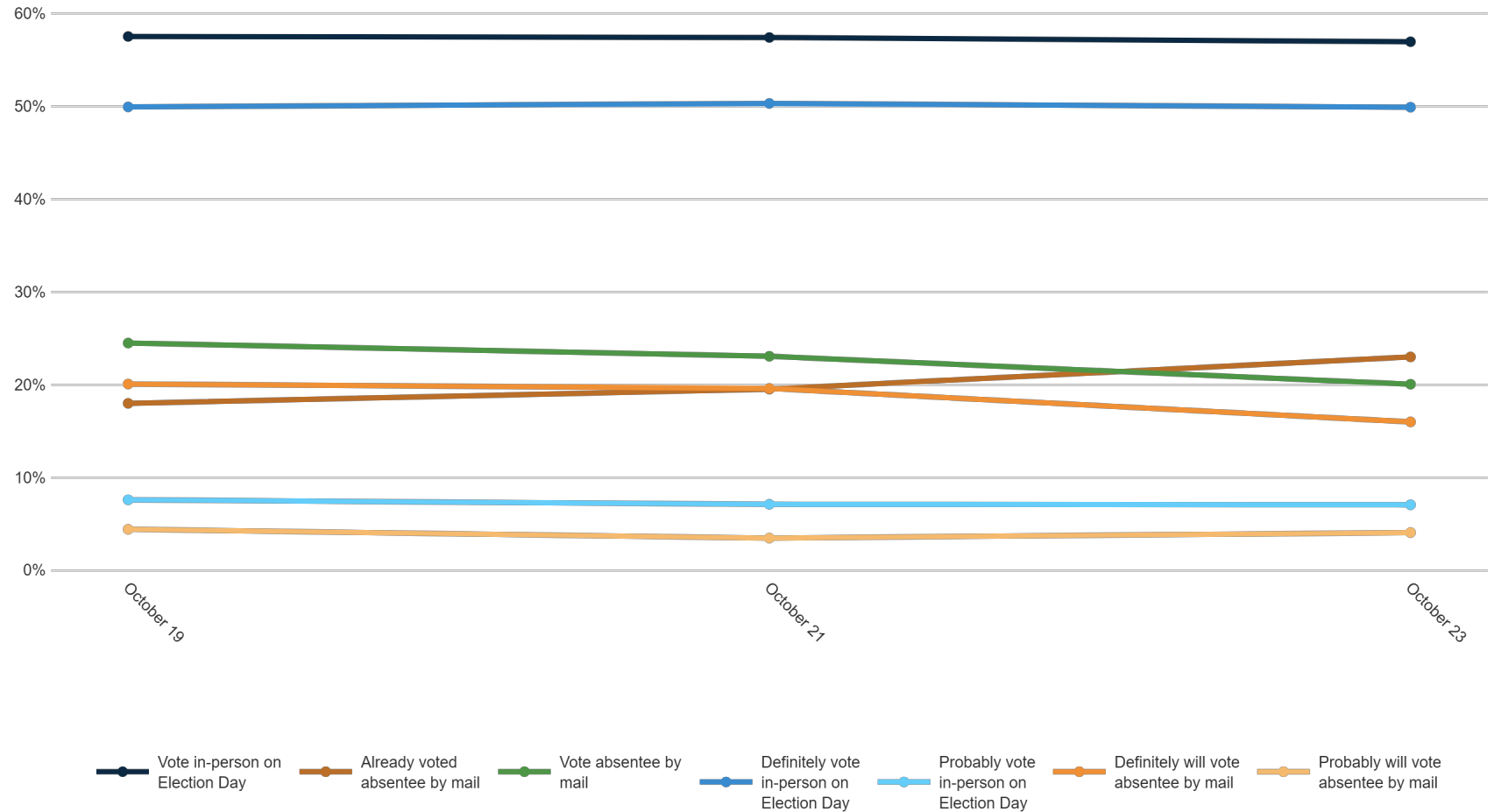
Fielding Date **October 23**



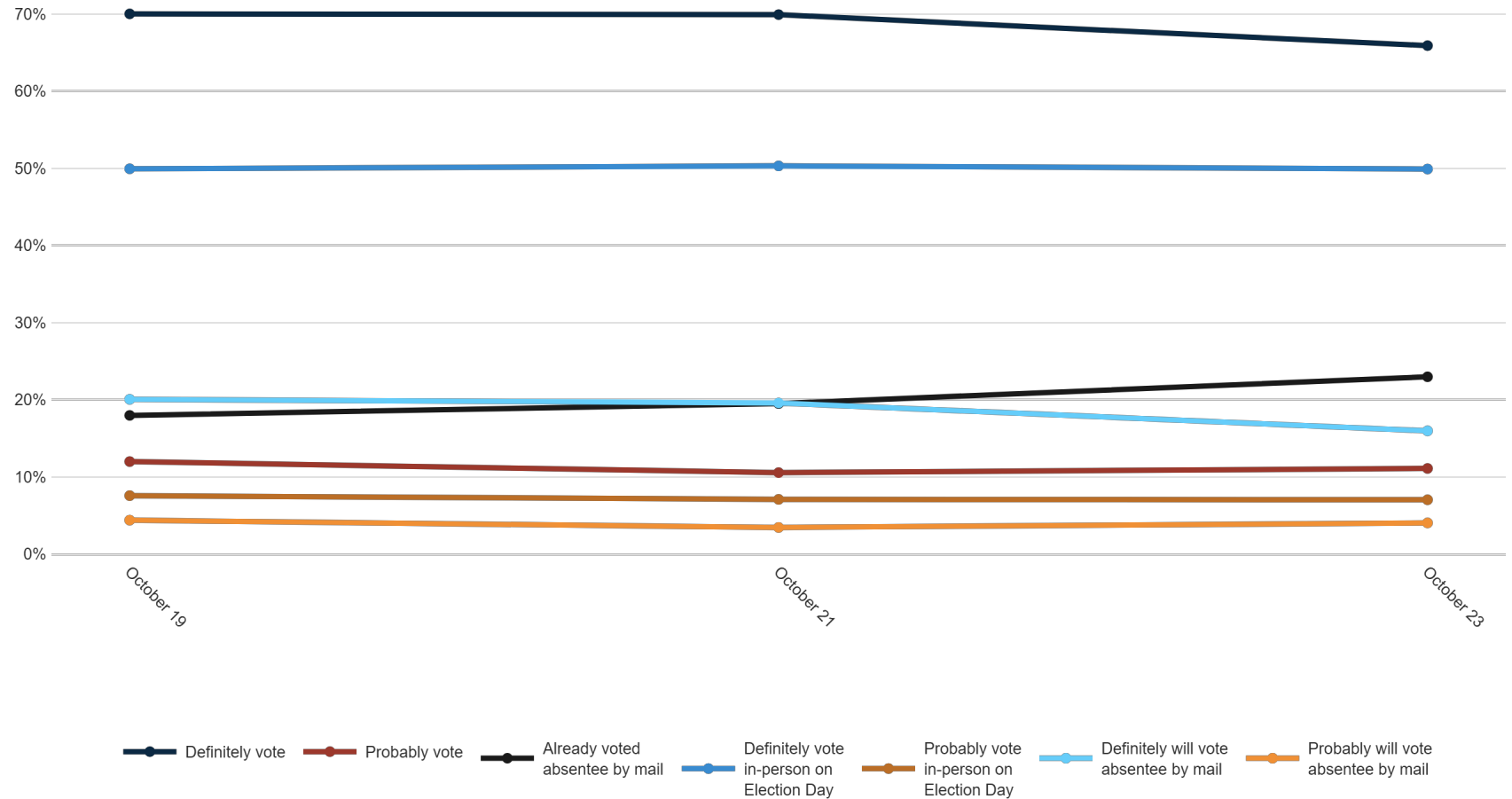
	F 18 - 34	F 35 - 49	F 50 - 64	F 65+	M 18 - 34	M 35 - 49	M 50 - 64	M 65+	Wayne/Oakland	Rest of Detroit	Grand Rapids	Other DMAs	Republican	Democrat	Independent	White	Black	College	No College	<\$70k	\$70k+	Protestant	Evangelical	Catholic	Other Relig	No Relig	Gov Undec	AG Undec	SoS Undec	Always vote	Usually vote	Smtms vote	Rarely vote
Vote in-person on Election Day	71%	67%	53%	31%	76%	79%	69%	39%	52%	61%	56%	60%	70%	42%	60%	56%	56%	59%	55%	50%	63%	53%	62%	52%	61%	55%	71%	70%	65%	55%	57%	74%	65%
Already voted absentee by mail	10%	15%	23%	47%	9%	11%	15%	32%	26%	19%	22%	23%	14%	35%	18%	23%	28%	20%	25%	29%	17%	23%	20%	25%	23%	24%	5%	7%	9%	26%	18%	8%	14%
Vote absentee by mail	19%	18%	23%	23%	15%	11%	16%	29%	23%	20%	22%	17%	15%	23%	22%	21%	16%	21%	19%	21%	19%	23%	18%	23%	16%	20%	24%	23%	27%	18%	26%	18%	21%
Definitely vote in-person on Election Day	55%	59%	47%	29%	73%	71%	62%	29%	44%	50%	48%	56%	65%	35%	51%	50%	43%	53%	47%	43%	56%	47%	55%	46%	57%	47%	57%	51%	49%	51%	46%	59%	49%
Probably vote in-person on Election Day	16%	8%	6%	2%	3%	7%	7%	10%	7%	11%	8%	4%	5%	7%	9%	6%	14%	6%	8%	7%	7%	7%	6%	5%	8%	14%	19%	16%	5%	11%	15%	15%	
Definitely will vote absentee by mail	15%	17%	19%	19%	10%	9%	14%	19%	20%	15%	18%	12%	9%	21%	17%	17%	15%	18%	14%	16%	16%	20%	10%	20%	15%	18%	14%	17%	20%	15%	19%	18%	10%
Probably will vote absentee by mail	4%	1%	4%	4%	5%	2%	2%	10%	3%	5%	4%	5%	6%	2%	5%	5%	1%	3%	5%	3%	3%	7%	3%	1%	2%	10%	6%	7%	3%	6%	0%	11%	

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

Trend: Vote Method



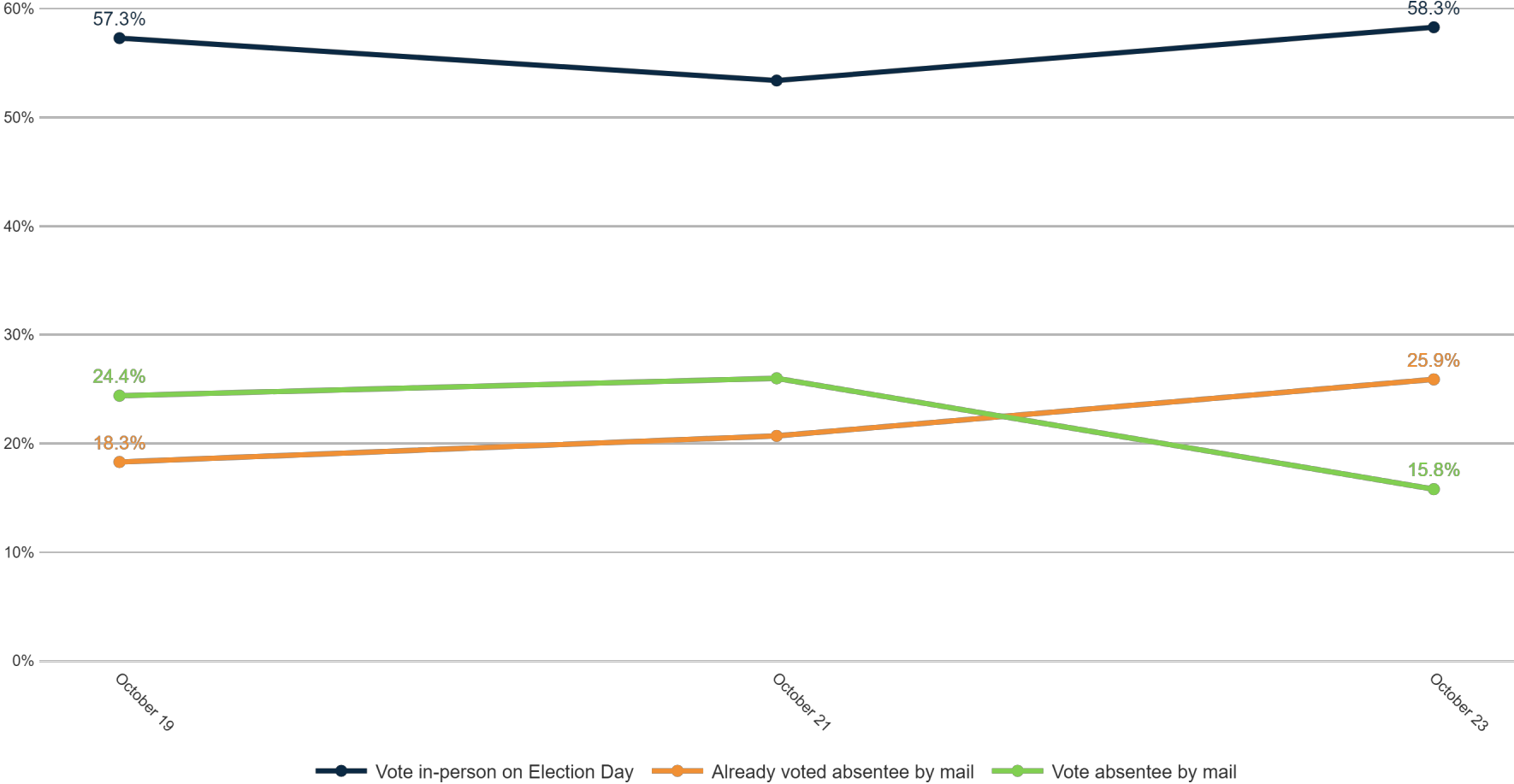
Trend: Vote Method (Definitely/ Probably Vote)



MRP Estimates: Vote Method

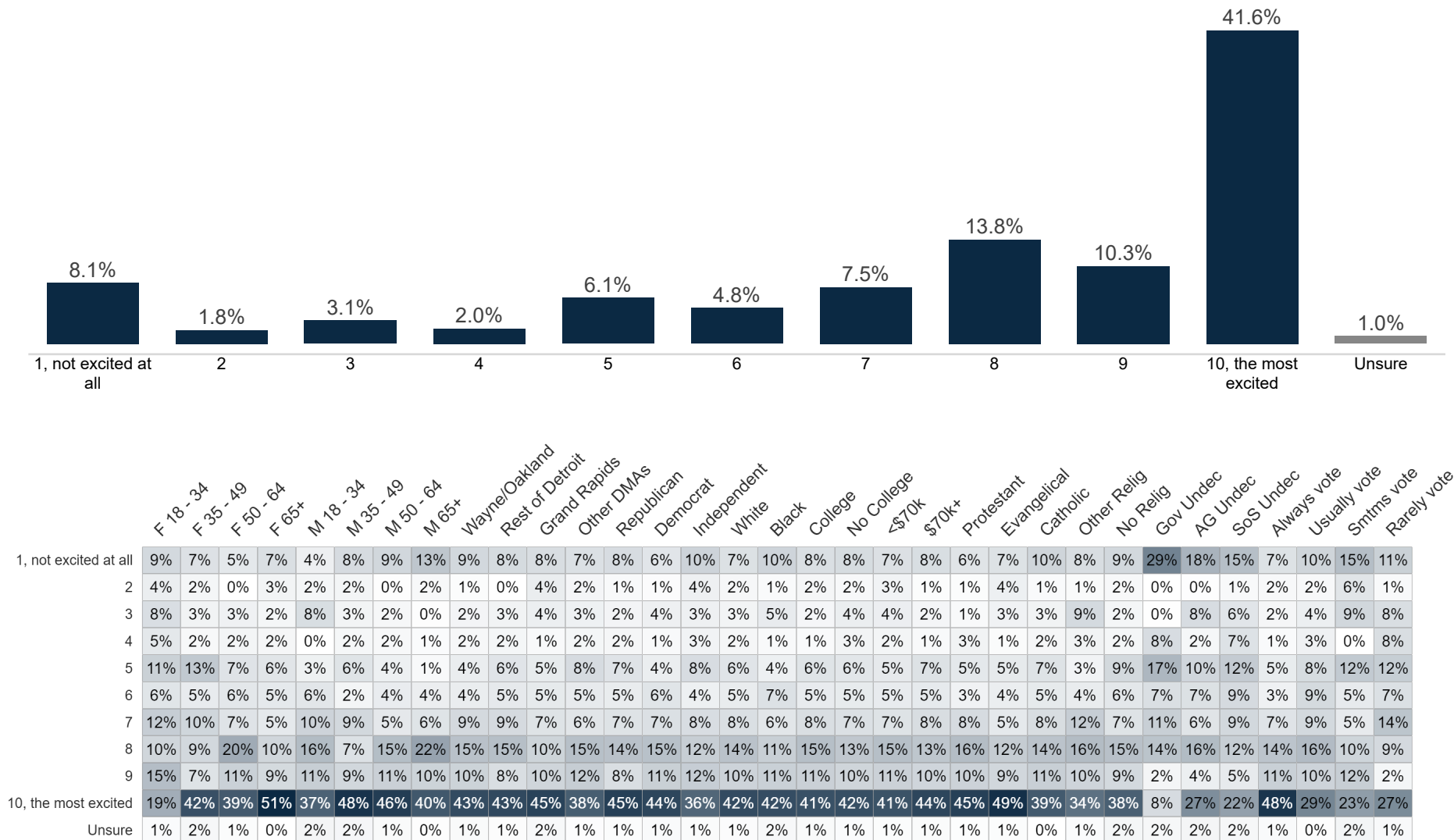
Voter Group

Traverse City DMA



Enthusiasm

Fielding Date **October 23**

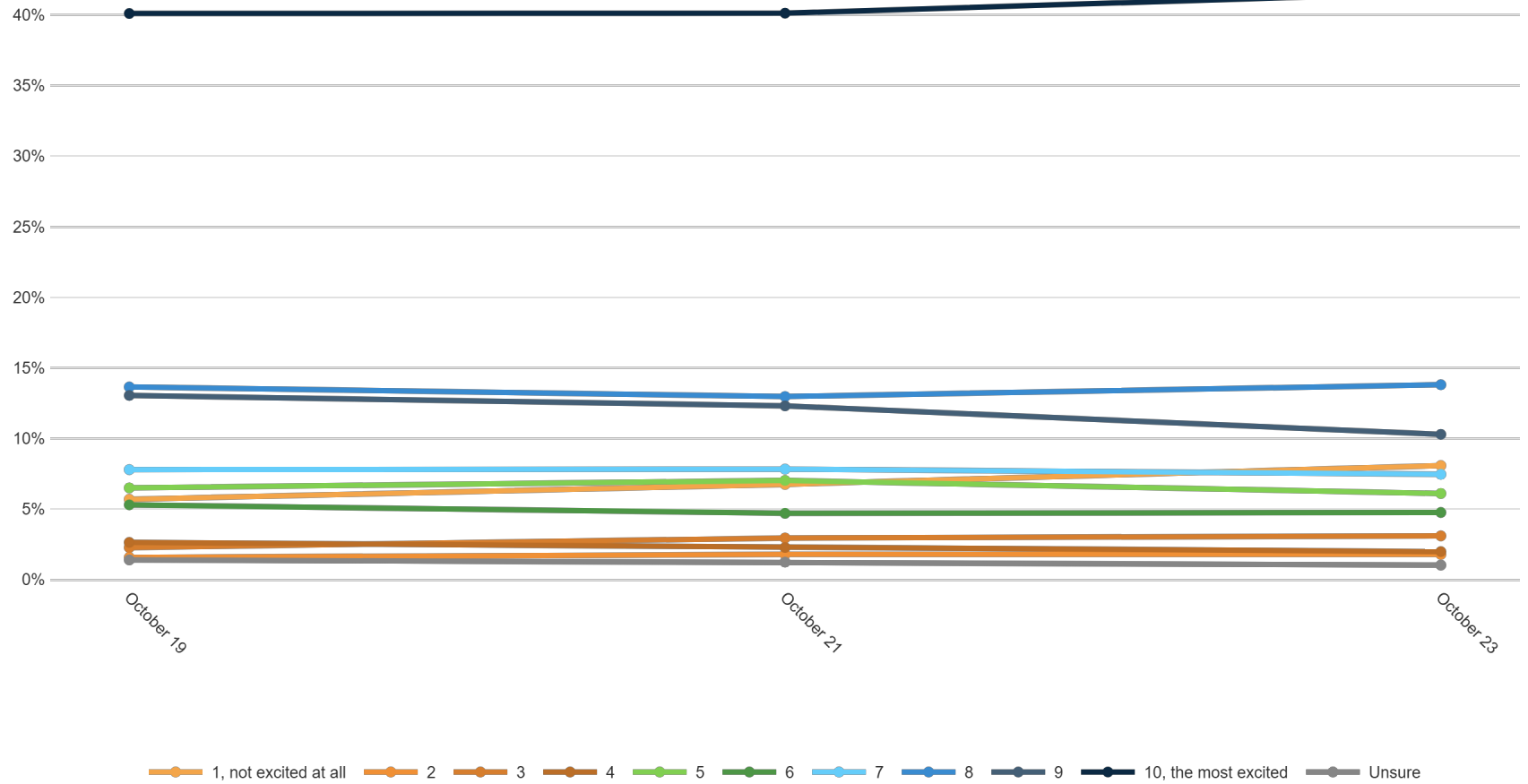


How excited are you to vote in the November general election for Governor, Congress, and state legislature on a scale of 1 to 10, with 1 being not excited at all and 10 being very excited?



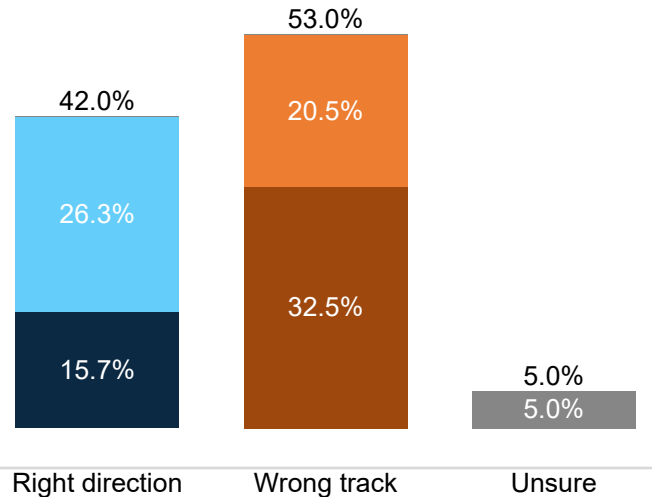
CYGNAL

Trend: Enthusiasm



MI Right Direction/ Wrong Track

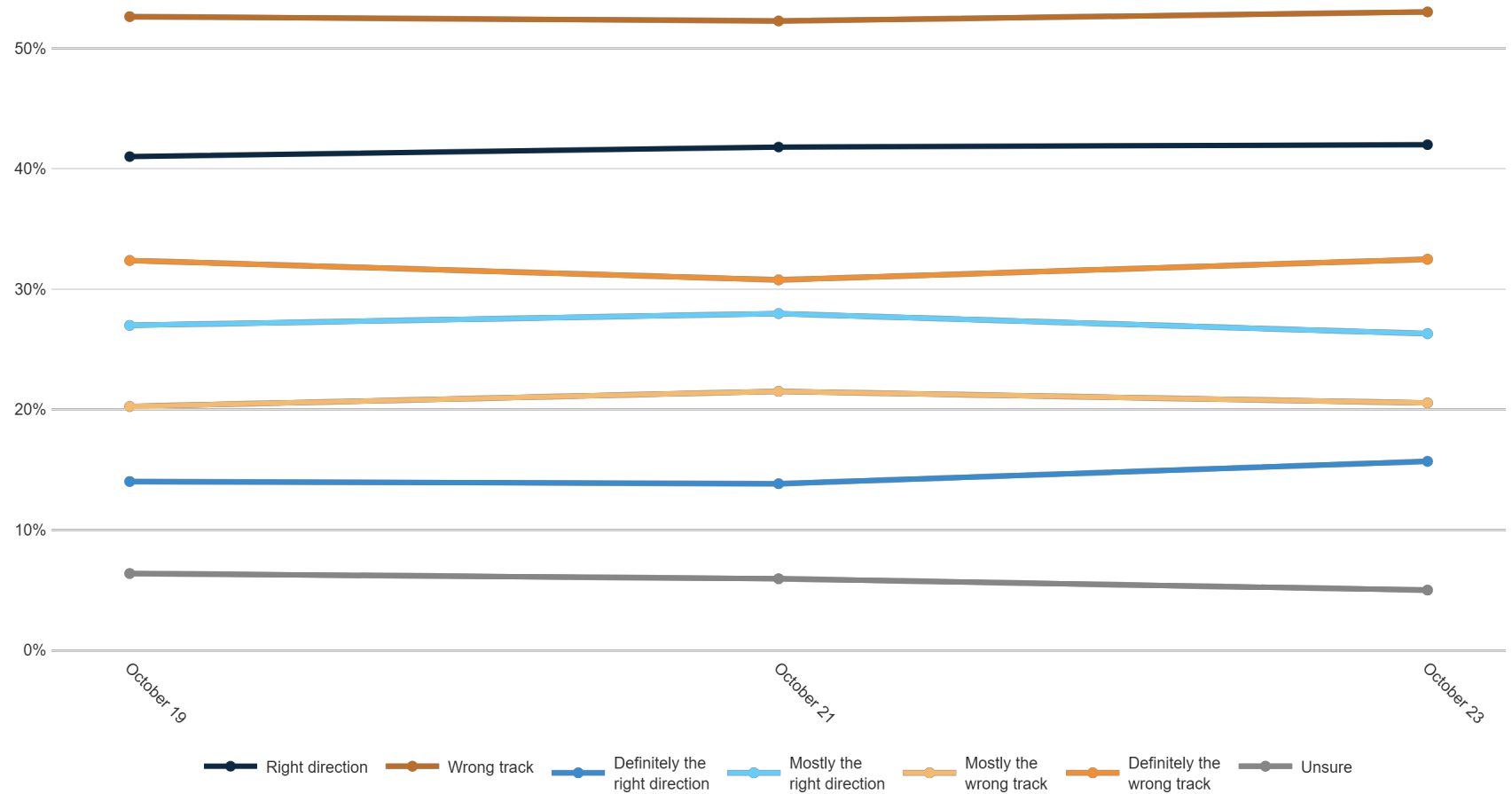
Fielding Date **October 23**



	F 18 - 34	F 35 - 49	F 50 - 64	F 65+	M 18 - 34	M 35 - 49	M 50 - 64	M 65+	Wayne/Oakland	Rest of Detroit	Grand Rapids	Other DMAs	Republican	Democrat	Independent	White	Black	College	No College	<\$70k	\$70k+	Protestant	Evangelical	Catholic	Other Relig	No Relig	Gov Undec	AG Undec	SoS Undec	Always vote	Usually vote	Sometimes vote	Rarely vote
Right direction	34%	40%	46%	51%	49%	41%	35%	36%	50%	41%	42%	36%	9%	78%	35%	40%	60%	47%	39%	43%	42%	43%	29%	40%	49%	56%	26%	35%	25%	44%	38%	40%	33%
Wrong track	49%	52%	50%	45%	49%	55%	62%	62%	44%	55%	52%	59%	89%	16%	58%	55%	34%	47%	57%	53%	53%	53%	68%	55%	45%	36%	58%	54%	55%	53%	54%	52%	53%
Definitely the right direction	5%	12%	12%	25%	20%	15%	11%	20%	21%	15%	16%	12%	2%	31%	13%	13%	30%	18%	14%	19%	13%	14%	14%	14%	22%	20%	3%	9%	4%	20%	6%	8%	9%
Mostly the right direction	29%	29%	34%	26%	29%	26%	24%	16%	30%	25%	26%	24%	7%	47%	22%	26%	30%	29%	25%	25%	29%	29%	14%	26%	27%	37%	24%	27%	21%	25%	31%	32%	24%
Mostly the wrong track	31%	21%	21%	16%	24%	20%	18%	19%	18%	19%	22%	23%	26%	13%	23%	21%	20%	16%	24%	22%	20%	23%	19%	19%	25%	19%	36%	33%	29%	19%	23%	27%	27%
Definitely the wrong track	18%	31%	28%	29%	25%	35%	44%	43%	26%	36%	31%	37%	63%	4%	35%	35%	13%	32%	33%	30%	34%	31%	49%	35%	20%	17%	21%	21%	26%	34%	30%	25%	26%
Unsure	17%	7%	5%	4%	2%	4%	3%	2%	6%	5%	6%	4%	2%	6%	7%	5%	6%	6%	4%	4%	5%	4%	3%	6%	5%	8%	16%	11%	20%	3%	8%	8%	14%

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

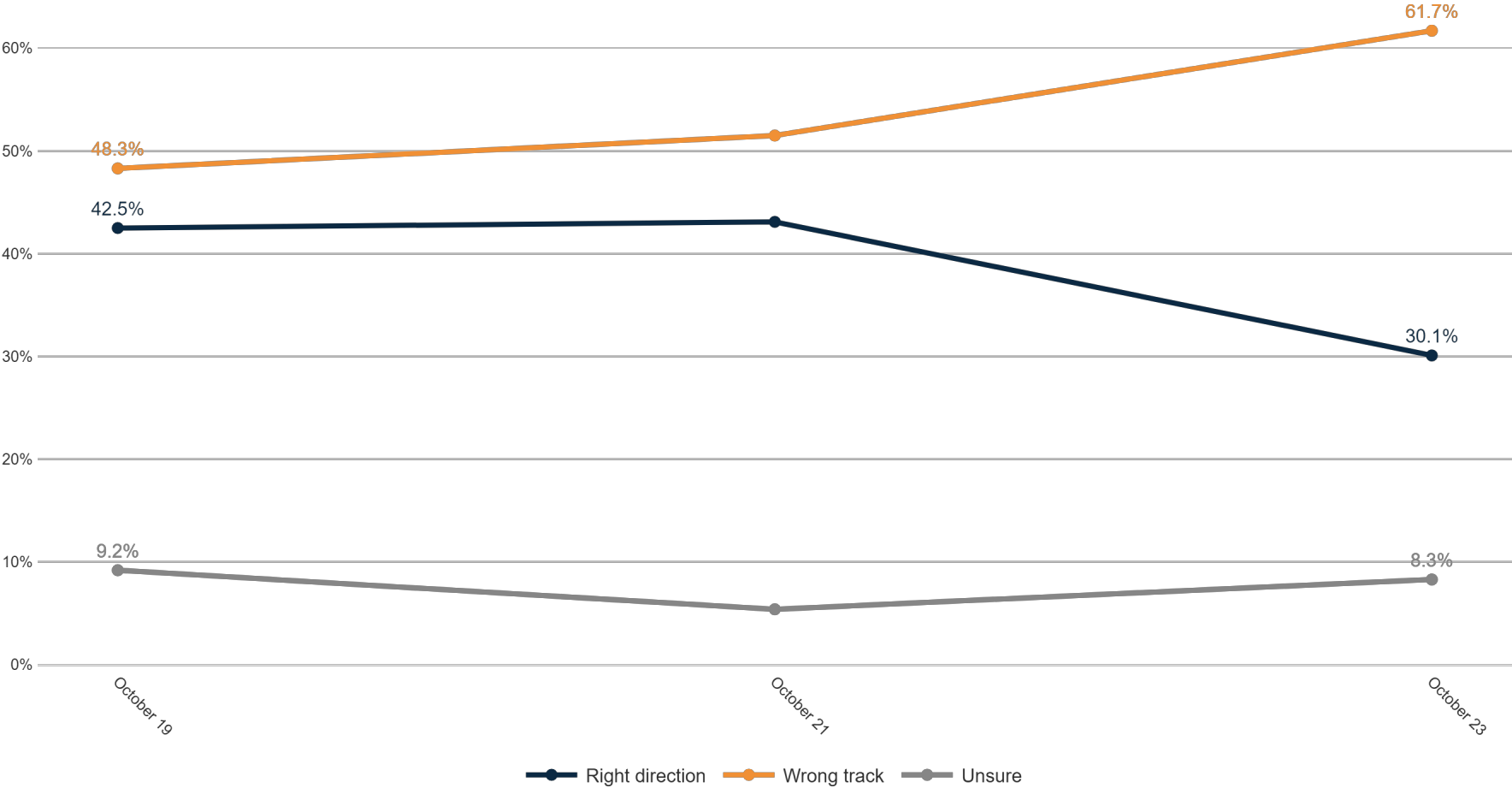
Trend: MI Right Direction/ Wrong Track



MRP Estimates: MI RD/WT

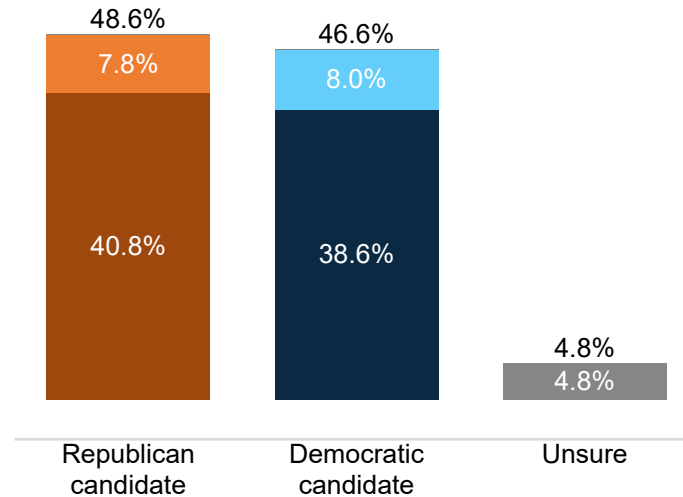
Voter Group

Traverse City DMA



Generic Congressional Ballot

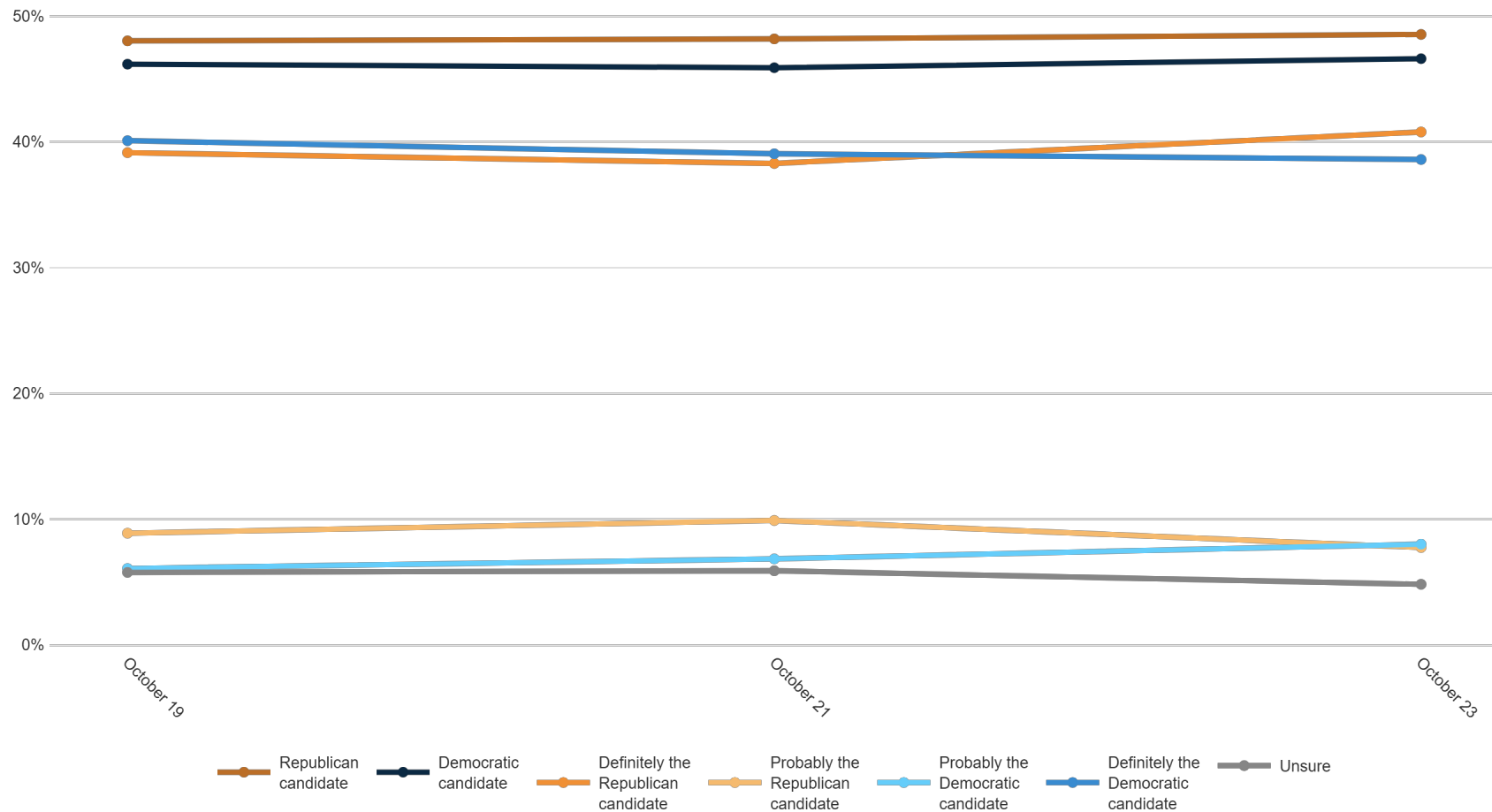
Fielding Date **October 23**



	F 18 - 34	F 35 - 49	F 50 - 64	F 65+	M 18 - 34	M 35 - 49	M 50 - 64	M 65+	Wayne/Oakland	Rest of Detroit	Grand Rapids	Other DMAs	Republican	Democrat	Independent	White	Black	College	No College	<\$70k	\$70k+	Protestant	Evangelical	Catholic	Other Relig	No Relig	Gov Undec	AG Undec	SoS Undec	Always vote	Usually vote	Smtms vote	Rarely vote
Republican candidate	33%	45%	42%	46%	45%	53%	60%	60%	37%	53%	50%	54%	95%	3%	53%	52%	14%	45%	51%	47%	50%	50%	68%	51%	37%	26%	46%	47%	46%	49%	48%	52%	46%
Democratic candidate	60%	50%	52%	49%	48%	42%	35%	40%	57%	44%	45%	41%	3%	97%	34%	43%	79%	49%	45%	49%	46%	45%	28%	45%	54%	70%	14%	24%	26%	47%	45%	44%	48%
Definitely the Republican candidate	22%	37%	37%	38%	38%	47%	50%	52%	32%	43%	42%	46%	86%	2%	38%	44%	13%	40%	41%	37%	43%	39%	63%	42%	26%	21%	18%	26%	27%	43%	35%	39%	36%
Probably the Republican candidate	11%	8%	5%	8%	7%	6%	10%	8%	5%	10%	8%	8%	9%	1%	15%	9%	1%	5%	10%	9%	7%	11%	6%	9%	10%	6%	29%	21%	19%	6%	13%	13%	9%
Probably the Democratic candidate	17%	8%	9%	6%	10%	7%	6%	6%	12%	6%	7%	7%	1%	12%	9%	6%	20%	9%	8%	8%	9%	9%	7%	7%	6%	11%	9%	10%	11%	6%	13%	12%	12%
Definitely the Democratic candidate	43%	42%	43%	44%	39%	34%	29%	34%	45%	38%	39%	34%	2%	84%	25%	37%	59%	41%	37%	41%	37%	36%	21%	38%	49%	59%	5%	13%	15%	41%	32%	32%	36%
Unsure	7%	5%	6%	5%	6%	5%	5%	1%	6%	3%	5%	5%	2%	1%	13%	4%	6%	6%	4%	4%	4%	5%	3%	4%	9%	4%	40%	30%	28%	4%	8%	5%	6%

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?

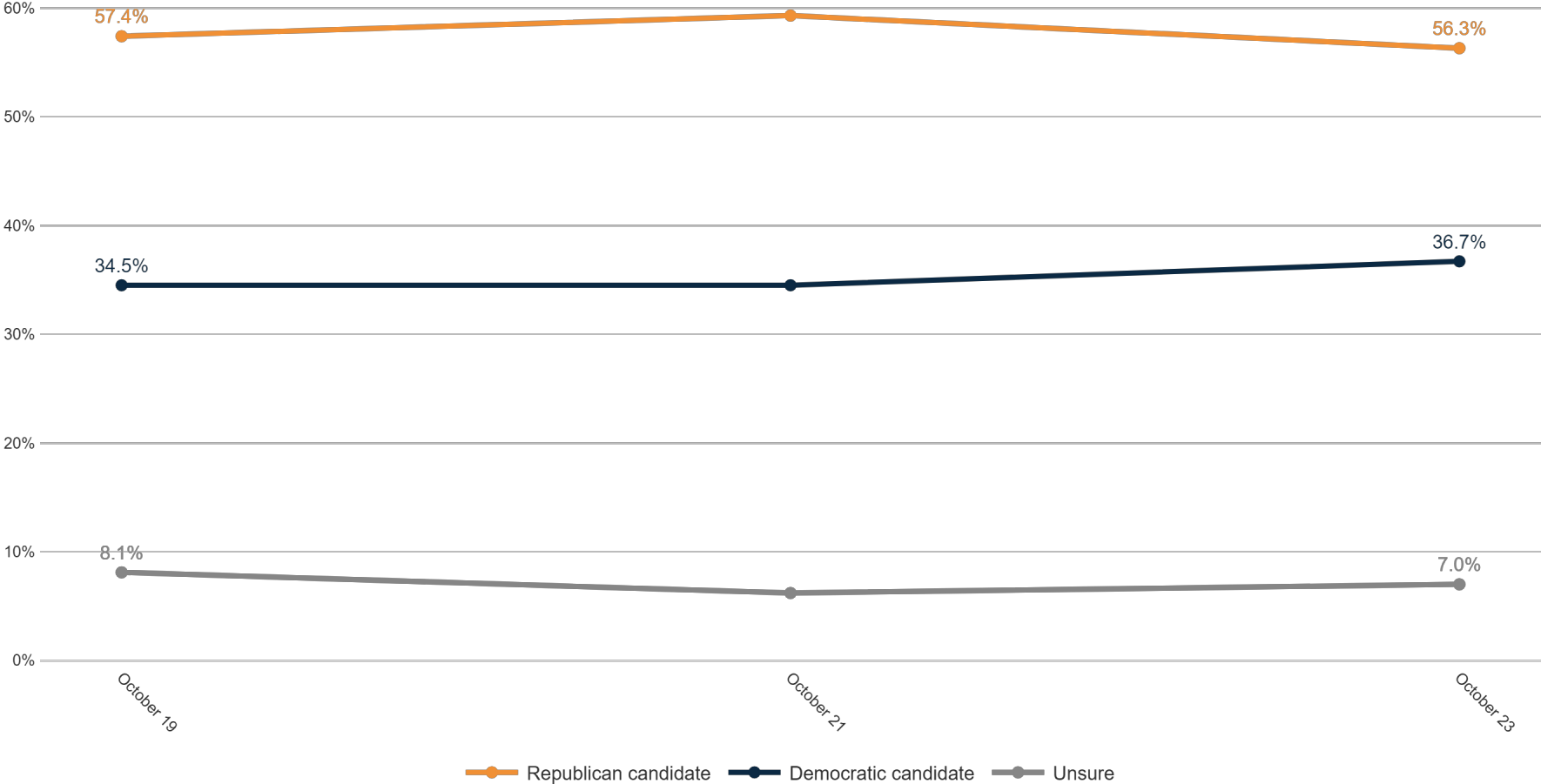
Trend: Generic Congressional Ballot



MRP Estimates: Generic Congressional Ballot

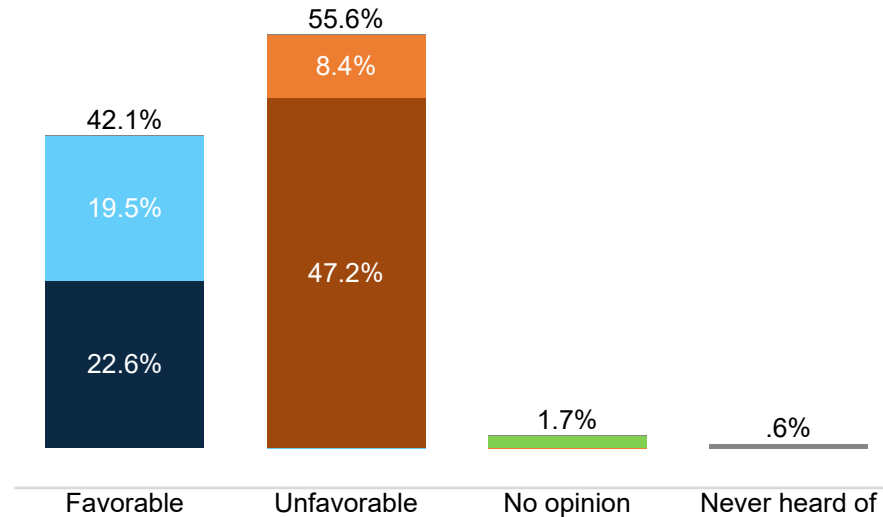
Voter Group

Traverse City DMA



Joe Biden Image

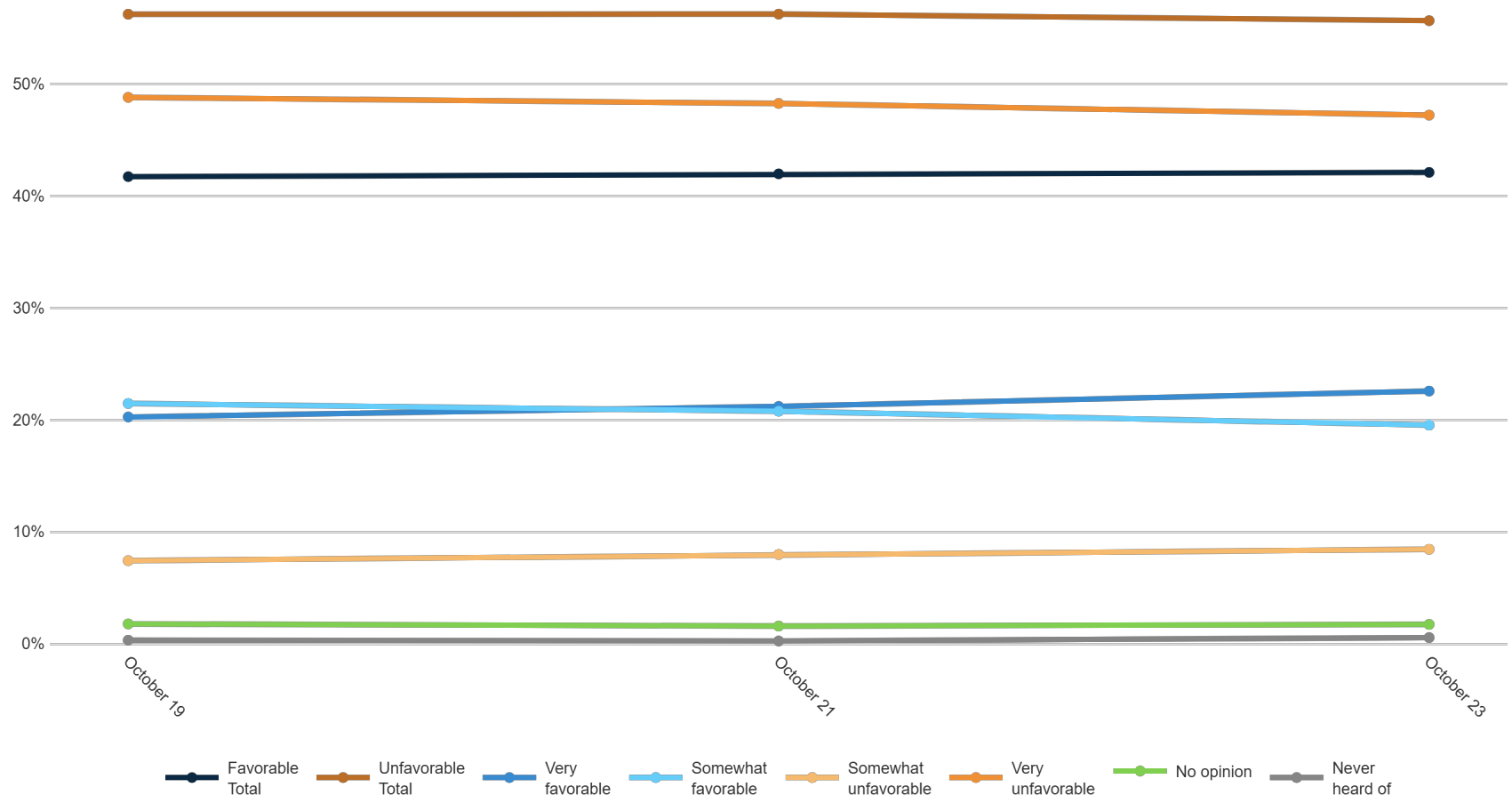
Fielding Date **October 23**



	F 18 - 34	F 35 - 49	F 50 - 64	F 65+	M 18 - 34	M 35 - 49	M 50 - 64	M 65+	Wayne/Oakland	Rest of Detroit	Grand Rapids	Other DMAs	Republican	Democrat	Independent	White	Black	College	No College	<\$70k	\$70k+	Protestant	Evangelical	Catholic	Other Relig	No Relig	Gov Undec	AG Undec	SoS Undec	Always vote	Usually vote	Smtms vote	Rarely vote
Favorable Total	46%	44%	47%	46%	45%	38%	33%	38%	51%	39%	40%	37%	3%	88%	29%	38%	76%	43%	42%	45%	41%	44%	25%	40%	51%	58%	22%	19%	19%	44%	38%	41%	40%
Unfavorable Total	49%	56%	52%	51%	55%	59%	65%	59%	45%	59%	57%	61%	95%	11%	67%	60%	20%	55%	56%	54%	58%	54%	72%	59%	47%	40%	71%	71%	75%	54%	60%	50%	58%
Very favorable	17%	23%	18%	31%	23%	17%	16%	31%	30%	22%	22%	18%	1%	51%	12%	19%	51%	21%	24%	27%	19%	23%	14%	24%	27%	29%	3%	5%	3%	27%	10%	14%	21%
Somewhat favorable	29%	21%	29%	15%	22%	21%	17%	7%	22%	18%	19%	20%	2%	38%	16%	19%	25%	21%	18%	18%	22%	21%	12%	15%	23%	29%	19%	14%	16%	17%	28%	26%	19%
Somewhat unfavorable	15%	12%	7%	9%	12%	5%	8%	2%	10%	7%	9%	7%	6%	7%	13%	10%	1%	9%	8%	9%	9%	10%	5%	8%	9%	12%	17%	22%	22%	7%	12%	10%	11%
Very unfavorable	34%	43%	44%	42%	42%	54%	57%	57%	36%	51%	47%	54%	89%	4%	54%	50%	19%	46%	48%	45%	49%	45%	67%	51%	37%	27%	54%	49%	54%	48%	48%	39%	46%
No opinion	5%	0%	1%	3%	1%	3%	1%	0%	3%	1%	1%	1%	1%	1%	4%	1%	4%	3%	1%	1%	1%	1%	1%	2%	3%	2%	5%	9%	5%	1%	2%	10%	2%
Never heard of	0%	0%	0%	0%	0%	0%	0%	3%	0%	1%	2%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	0%	2%	0%	0%	0%	2%	1%	1%	1%	0%	0%	0%

Do you have a favorable or unfavorable opinion of Joe Biden?

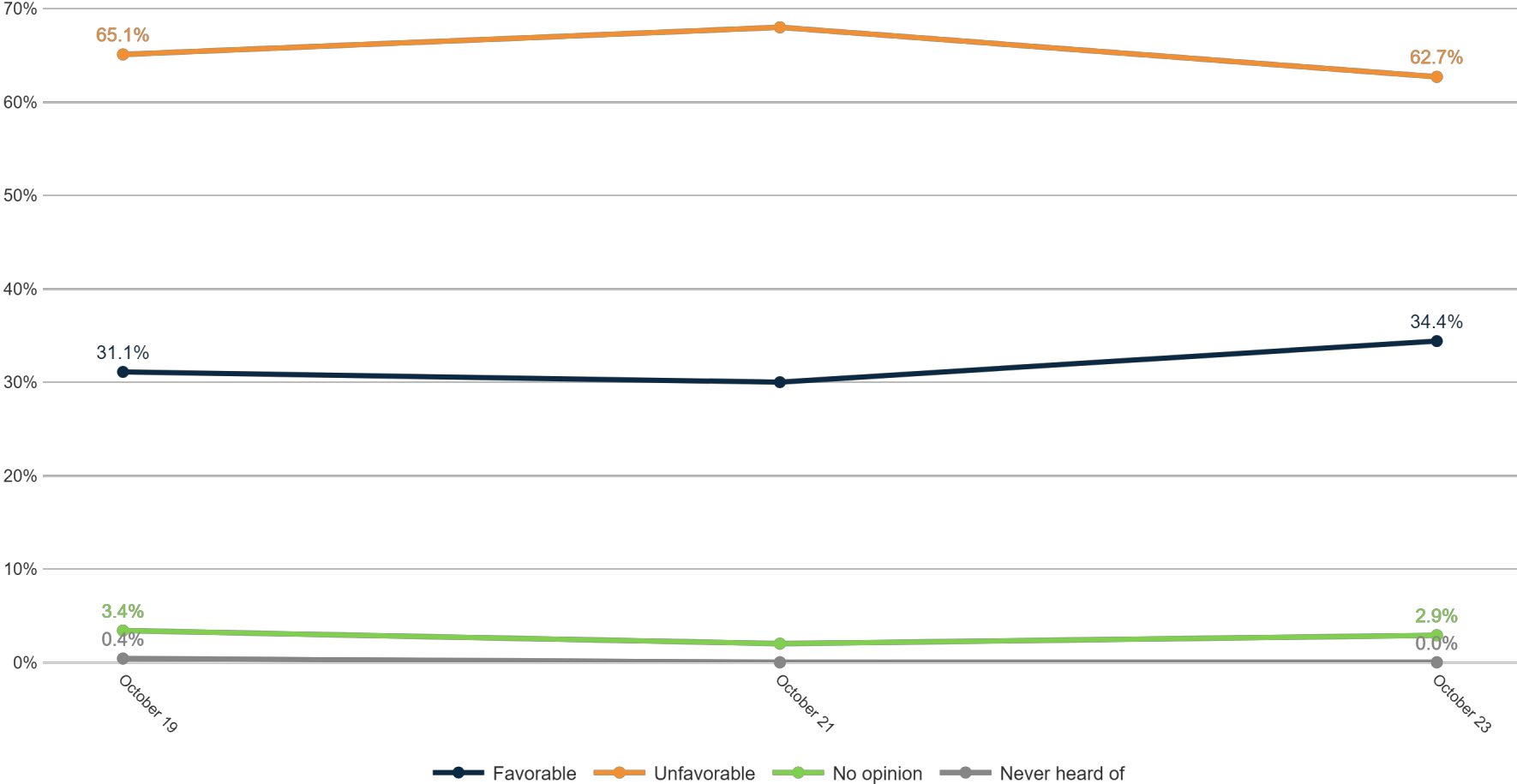
Trend: Joe Biden Image



MRP Estimates: Joe Biden Image

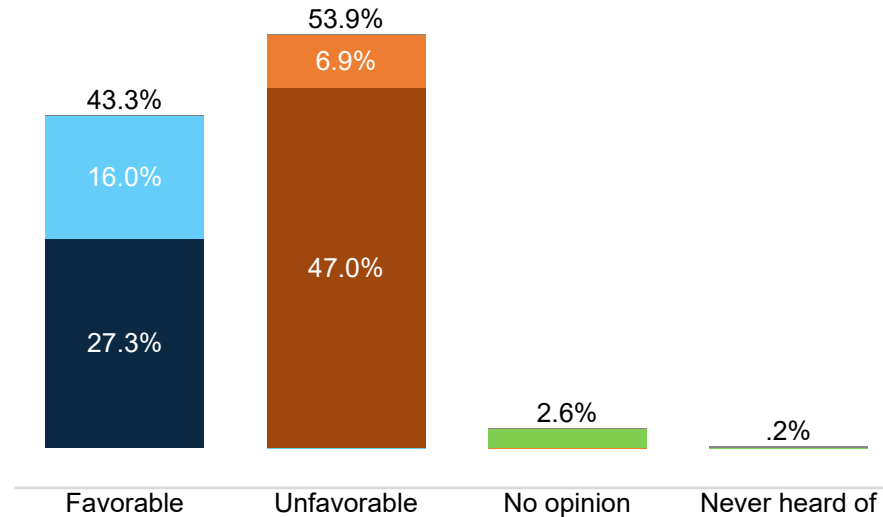
Voter Group

Traverse City DMA



Donald Trump Image

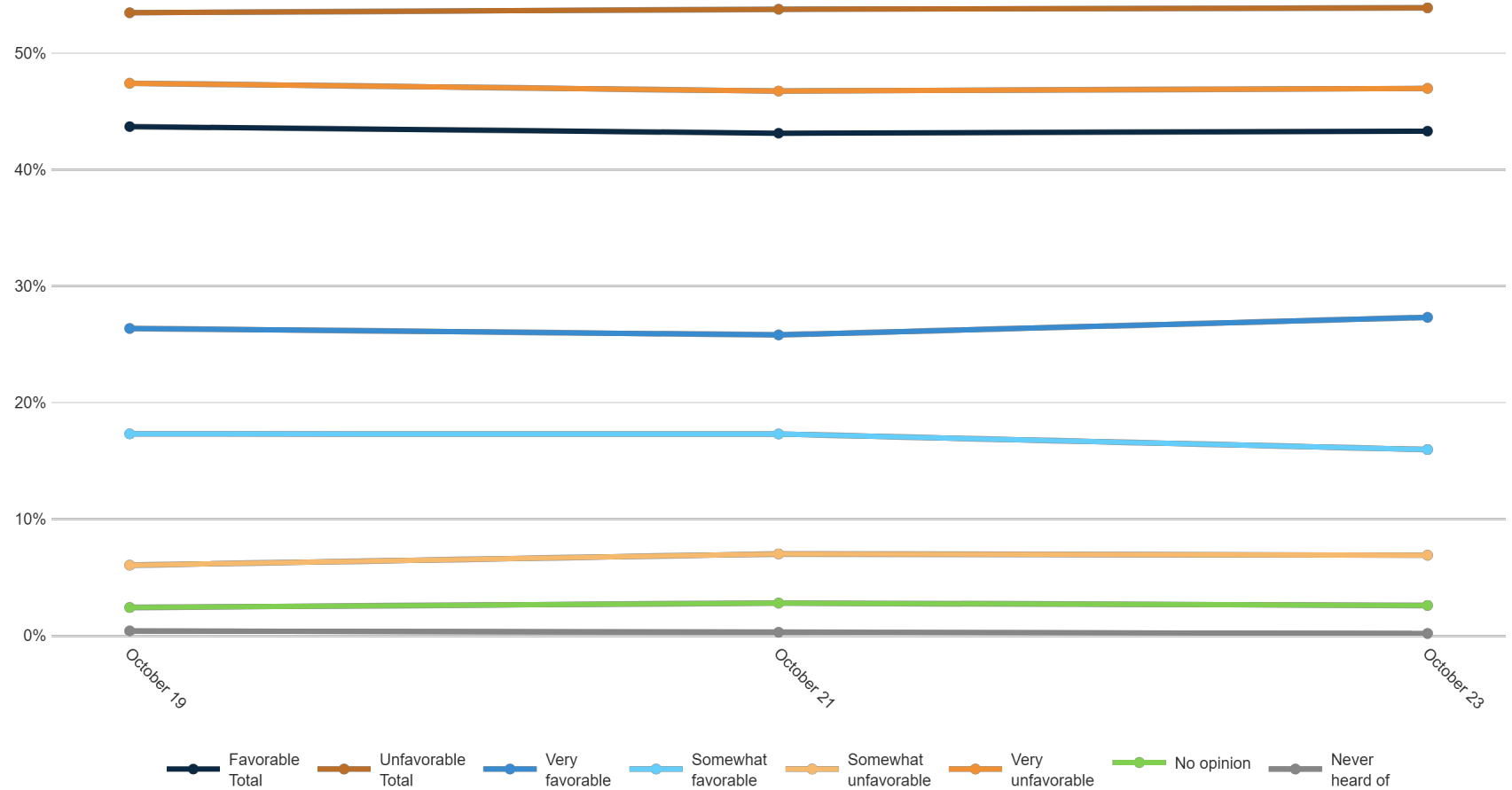
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	F 18 - 34	F 35 - 49	F 50 - 64	F 65+	M 18 - 34	M 35 - 49	M 50 - 64	M 65+	Wayne/Oakland	Rest of Detroit	Grand Rapids	Other DMAs	Republican	Democrat	Independent	White	Black	College	No College	<\$70k	\$70k+	Protestant	Evangelical	Catholic	Other Relig	No Relig	Gov Undec	AG Undec	SoS Undec	Always vote	Usually vote	Smims vote	Rarely vote
Favorable Total	31%	41%	37%	41%	41%	48%	53%	53%	30%	49%	44%	51%	86%	5%	41%	46%	14%	40%	45%	42%	44%	40%	67%	47%	28%	21%	35%	40%	41%	44%	43%	45%	42%
Unfavorable Total	61%	57%	61%	58%	54%	48%	44%	47%	67%	49%	53%	46%	13%	93%	53%	51%	80%	57%	52%	56%	53%	56%	31%	52%	70%	76%	55%	53%	50%	54%	55%	51%	53%
Very favorable	19%	27%	24%	25%	26%	29%	28%	39%	20%	34%	27%	30%	59%	2%	21%	28%	11%	24%	30%	27%	26%	27%	42%	27%	16%	14%	20%	25%	23%	29%	22%	31%	26%
Somewhat favorable	12%	14%	13%	16%	14%	19%	25%	14%	9%	15%	17%	21%	27%	3%	21%	18%	3%	17%	16%	15%	18%	13%	25%	20%	12%	7%	15%	15%	19%	15%	20%	14%	16%
Somewhat unfavorable	9%	5%	8%	6%	10%	8%	5%	6%	10%	5%	6%	6%	7%	4%	11%	7%	7%	5%	8%	7%	8%	9%	4%	8%	11%	7%	22%	15%	12%	6%	8%	14%	10%
Very unfavorable	52%	52%	53%	52%	44%	40%	39%	41%	57%	44%	47%	41%	6%	88%	42%	45%	73%	51%	44%	49%	46%	47%	27%	44%	59%	69%	33%	38%	38%	48%	46%	37%	43%
No opinion	8%	2%	2%	1%	4%	4%	3%	0%	3%	2%	3%	2%	1%	2%	5%	2%	5%	3%	2%	2%	3%	4%	3%	1%	2%	3%	11%	7%	8%	2%	3%	5%	3%
Never heard of	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%

Do you have a favorable or unfavorable opinion of Donald Trump?

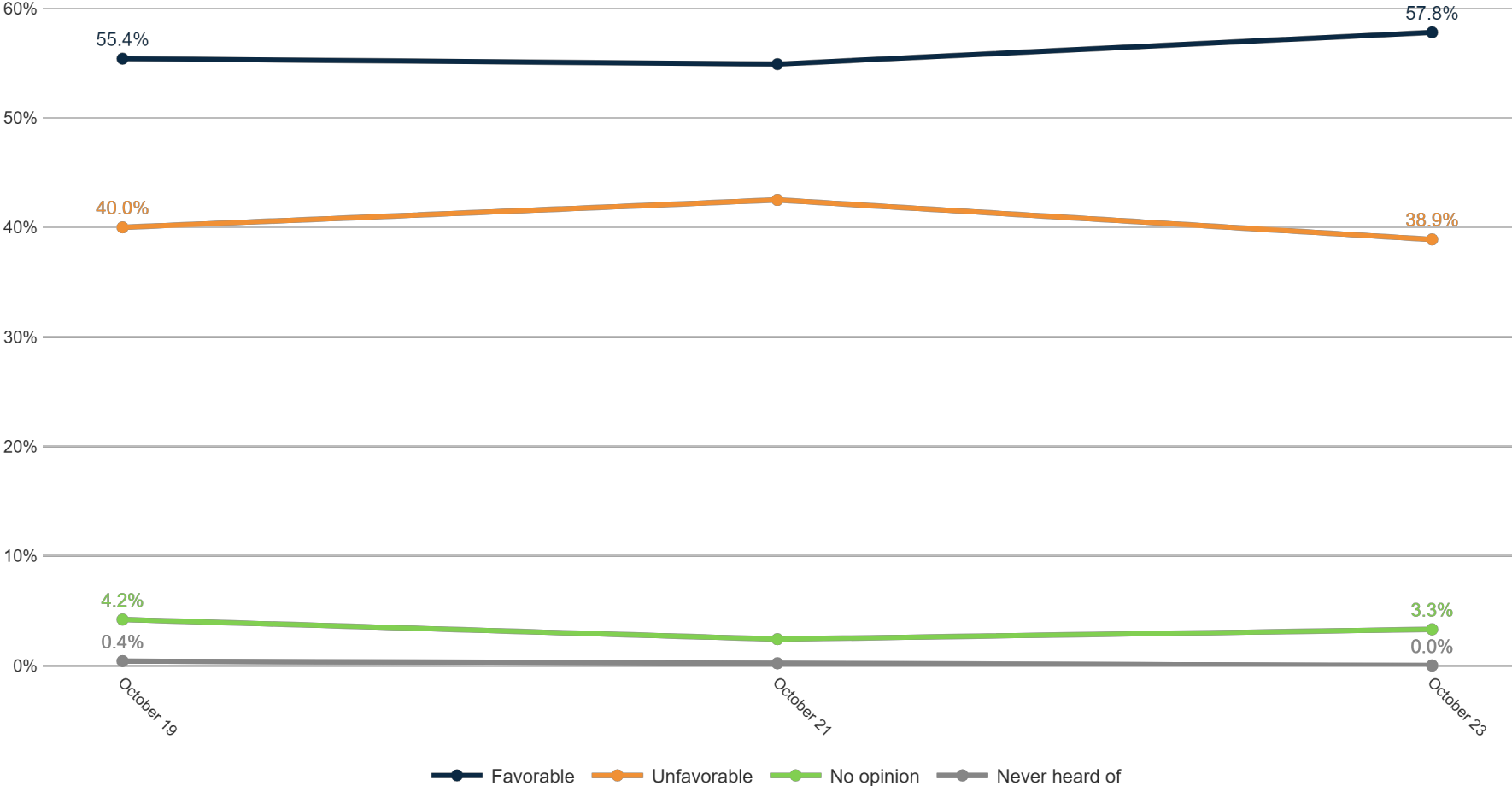
Trend: Donald Trump Image



MRP Estimates: Donald Trump Image

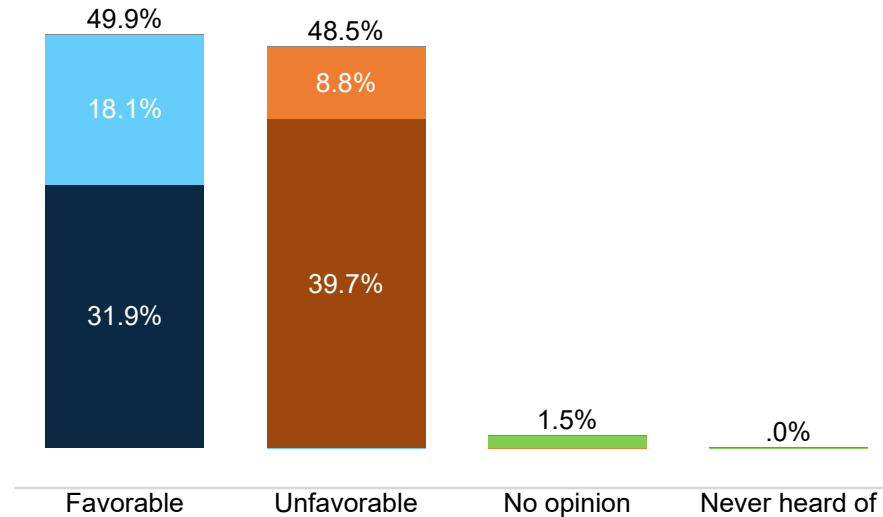
Voter Group

Traverse City DMA



Gretchen Whitmer Image

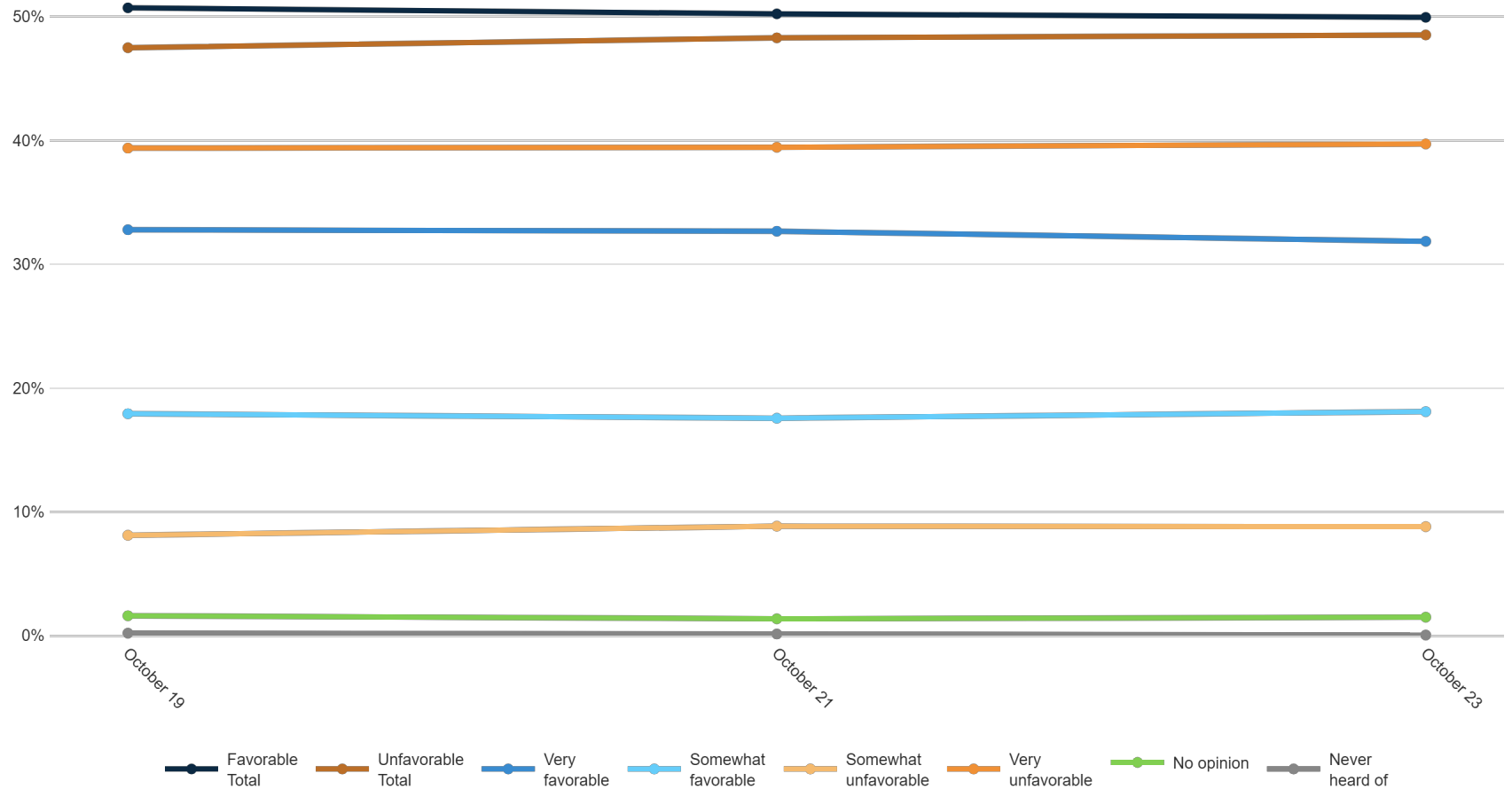
Fielding Date **October 23**



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Favorable Total	60%	49%	54%	59%	54%	44%	40%	40%	62%	45%	46%	46%	8%	93%	44%	47%	80%	50%	51%	54%	47%	51%	32%	47%	63%	70%	27%	43%	47%	49%	54%	47%	50%
Unfavorable Total	37%	49%	45%	39%	45%	55%	58%	60%	36%	54%	53%	53%	91%	6%	52%	52%	16%	48%	48%	44%	52%	47%	67%	51%	35%	29%	61%	47%	46%	50%	44%	48%	48%
Very favorable	29%	32%	33%	38%	36%	27%	24%	33%	41%	30%	32%	26%	1%	69%	20%	28%	61%	32%	32%	35%	29%	30%	20%	31%	43%	47%	4%	11%	14%	36%	24%	15%	27%
Somewhat favorable	31%	17%	21%	21%	18%	17%	16%	7%	21%	15%	14%	20%	6%	24%	24%	19%	19%	18%	19%	19%	18%	21%	12%	16%	20%	23%	23%	32%	33%	13%	30%	32%	23%
Somewhat unfavorable	12%	10%	10%	9%	6%	7%	8%	9%	5%	12%	9%	10%	14%	3%	10%	10%	2%	9%	9%	10%	8%	9%	8%	10%	9%	8%	40%	22%	20%	6%	12%	19%	19%
Very unfavorable	25%	40%	35%	30%	39%	48%	51%	51%	31%	42%	44%	43%	77%	3%	42%	42%	15%	40%	39%	34%	44%	38%	58%	42%	26%	21%	21%	25%	26%	44%	32%	30%	29%
No opinion	4%	2%	1%	2%	1%	1%	2%	0%	2%	1%	1%	1%	1%	0%	4%	1%	4%	2%	1%	1%	1%	2%	1%	2%	2%	1%	12%	10%	7%	1%	2%	5%	2%
Never heard of	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Do you have a favorable or unfavorable opinion of Gretchen Whitmer?

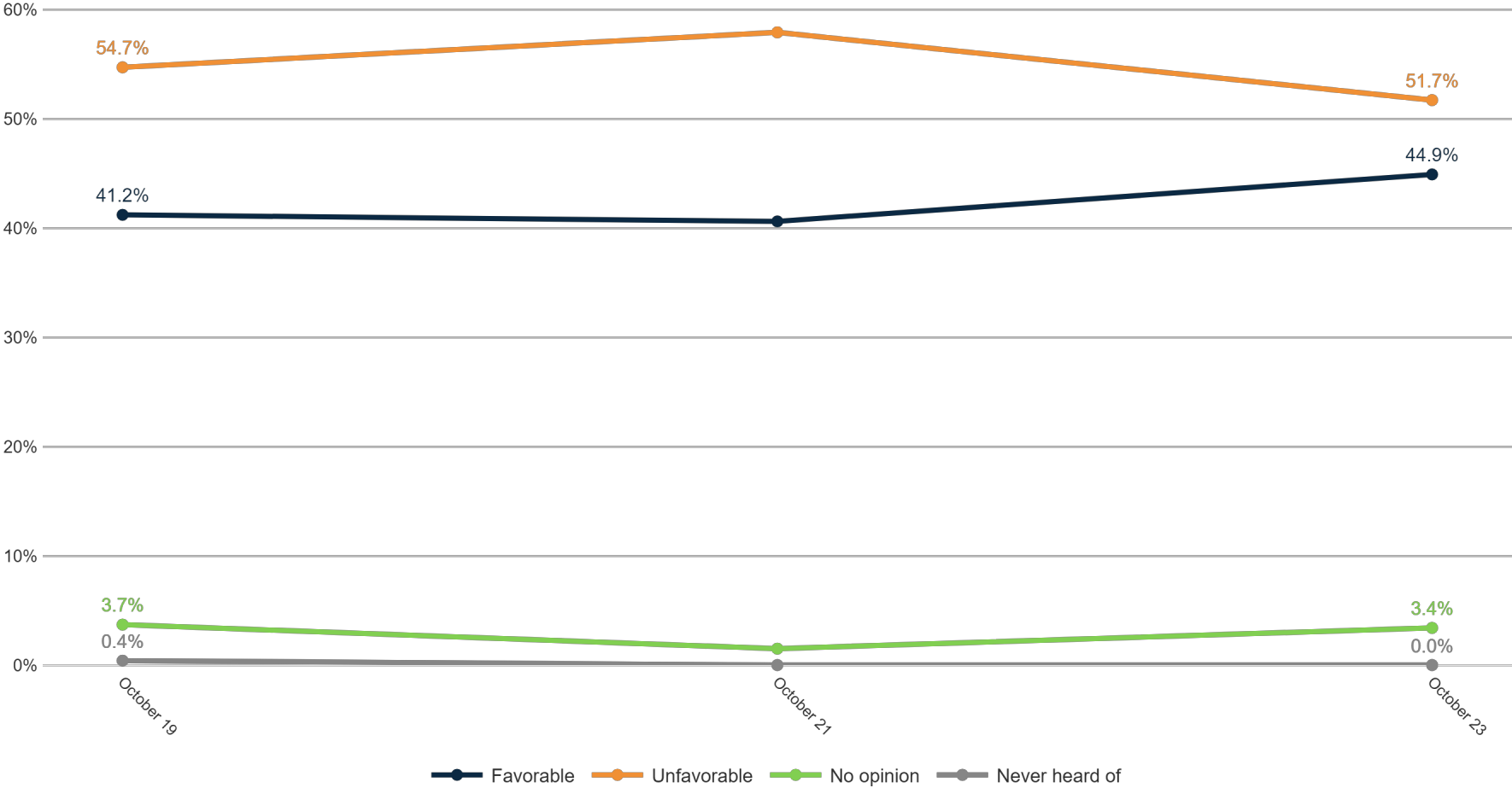
Trend: Gretchen Whitmer Image



MRP Estimates: Gretchen Whitmer Image

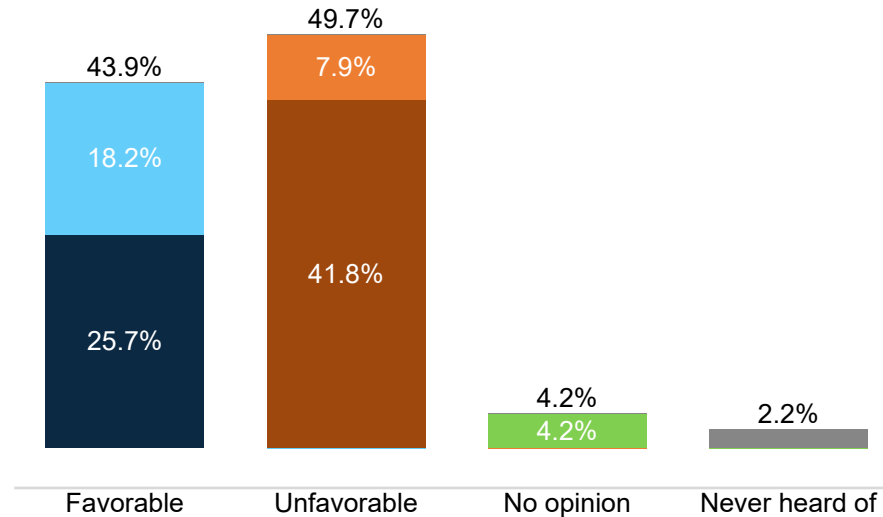
Voter Group

Traverse City DMA



Tudor Dixon Image

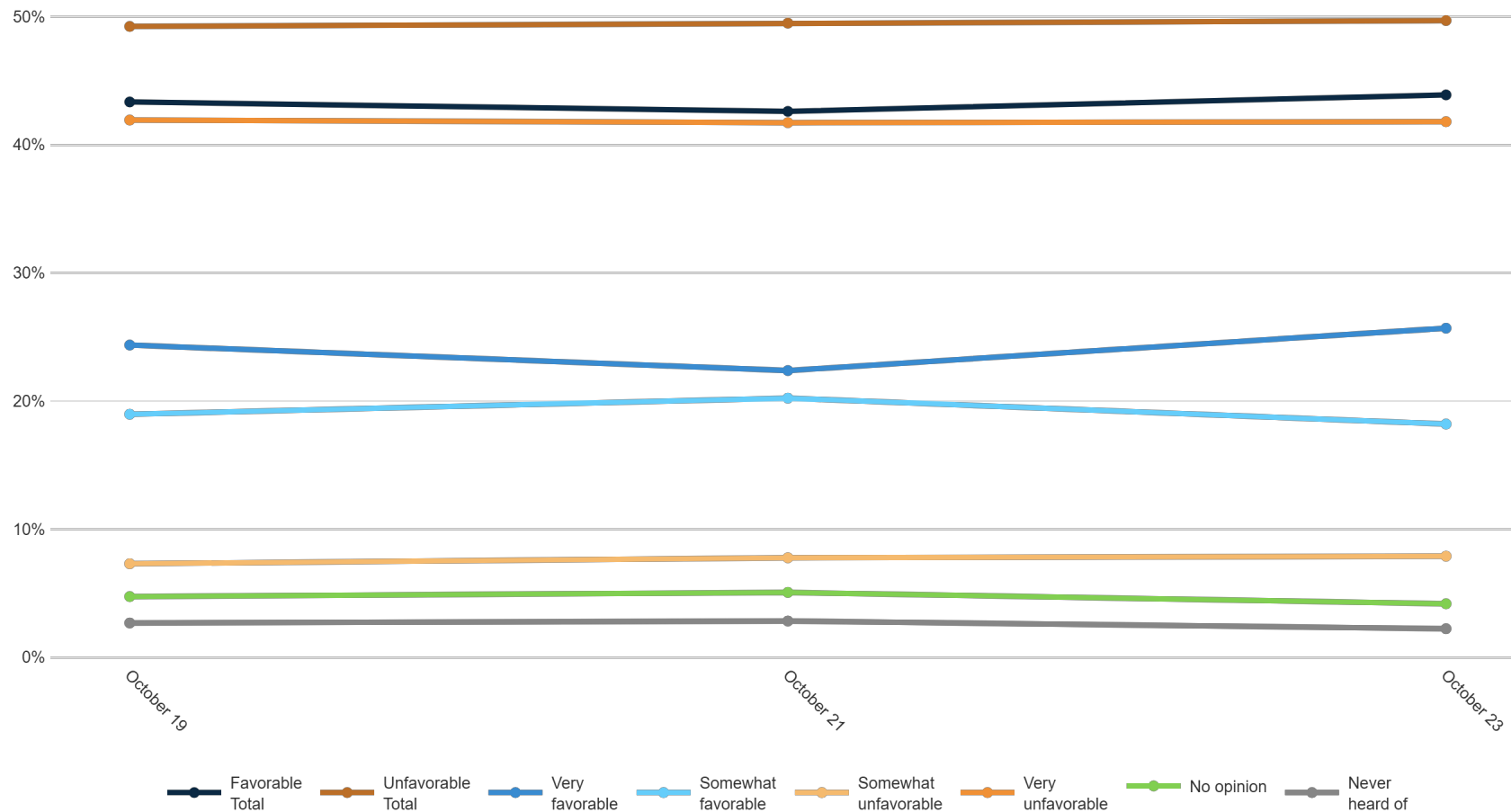
Fielding Date **October 23**



	F 18-34	F 35-49	F 50-64	F 65+	M 18-34	M 35-49	M 50-64	M 65+	Wayne/Oakland	Rest of Detroit	Grand Rapids	Other DMAs	Republican	Democrat	Independent	White	Black	College	No College	<\$70k	\$70k+	Protestant	Evangelical	Catholic	Other Relig	No Relig	Gov Undec	AG Undec	SoS Undec	Always vote	Usually vote	Smims vote	Rarely vote
Favorable Total	27%	38%	37%	38%	51%	51%	54%	55%	34%	50%	43%	49%	86%	6%	42%	47%	16%	44%	44%	40%	47%	43%	64%	47%	29%	23%	16%	26%	21%	46%	39%	46%	39%
Unfavorable Total	54%	55%	58%	57%	42%	44%	42%	41%	58%	45%	52%	45%	10%	87%	50%	48%	71%	50%	50%	53%	48%	50%	30%	48%	65%	70%	46%	56%	58%	49%	53%	51%	46%
Very favorable	15%	19%	23%	26%	23%	29%	31%	35%	17%	30%	28%	29%	56%	3%	19%	27%	12%	26%	25%	25%	25%	23%	42%	28%	12%	11%	2%	9%	6%	29%	18%	24%	20%
Somewhat favorable	12%	19%	14%	13%	28%	23%	24%	20%	17%	21%	15%	20%	30%	3%	23%	20%	4%	18%	19%	15%	22%	21%	22%	19%	18%	11%	14%	17%	16%	17%	21%	22%	18%
Somewhat unfavorable	8%	8%	6%	8%	10%	9%	6%	10%	8%	5%	9%	9%	5%	9%	11%	8%	9%	6%	9%	10%	7%	11%	5%	8%	11%	8%	22%	15%	18%	6%	11%	14%	9%
Very unfavorable	46%	46%	52%	49%	32%	35%	36%	31%	50%	40%	43%	36%	6%	78%	38%	40%	62%	44%	41%	43%	42%	39%	25%	39%	54%	62%	24%	41%	40%	43%	42%	37%	37%
No opinion	10%	4%	5%	4%	4%	3%	4%	2%	4%	2%	5%	5%	3%	3%	7%	4%	3%	4%	4%	5%	2%	5%	3%	4%	4%	4%	24%	12%	14%	4%	5%	4%	9%
Never heard of	10%	3%	1%	0%	3%	2%	1%	3%	4%	2%	0%	2%	1%	4%	1%	1%	10%	2%	2%	2%	2%	2%	2%	1%	2%	4%	15%	6%	7%	2%	3%	0%	7%

Do you have a favorable or unfavorable opinion of Tudor Dixon?

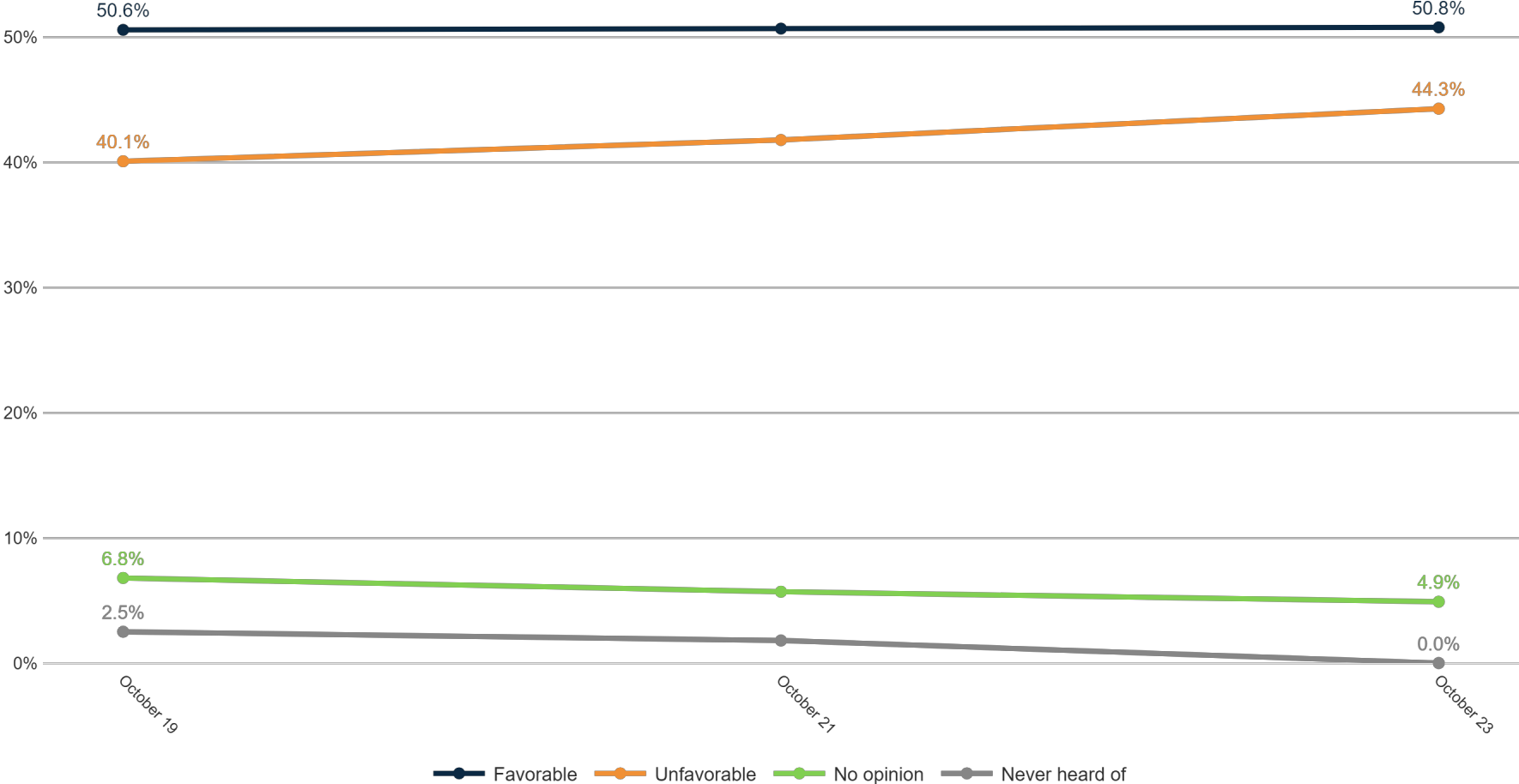
Trend: Tudor Dixon Image



MRP Estimates: Tudor Dixon Image

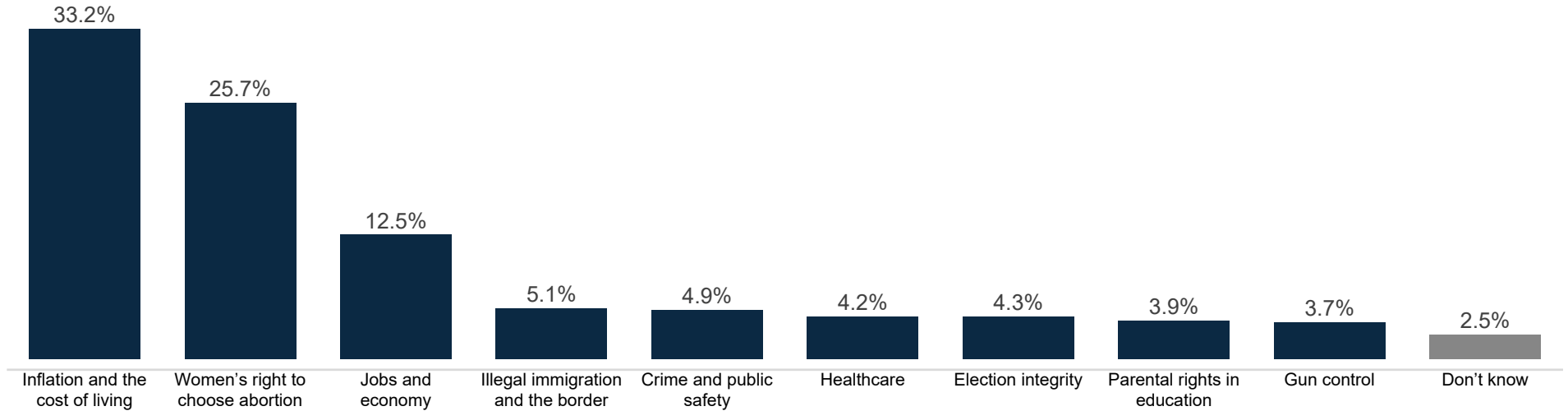
Voter Group

Traverse City DMA



Top Priority

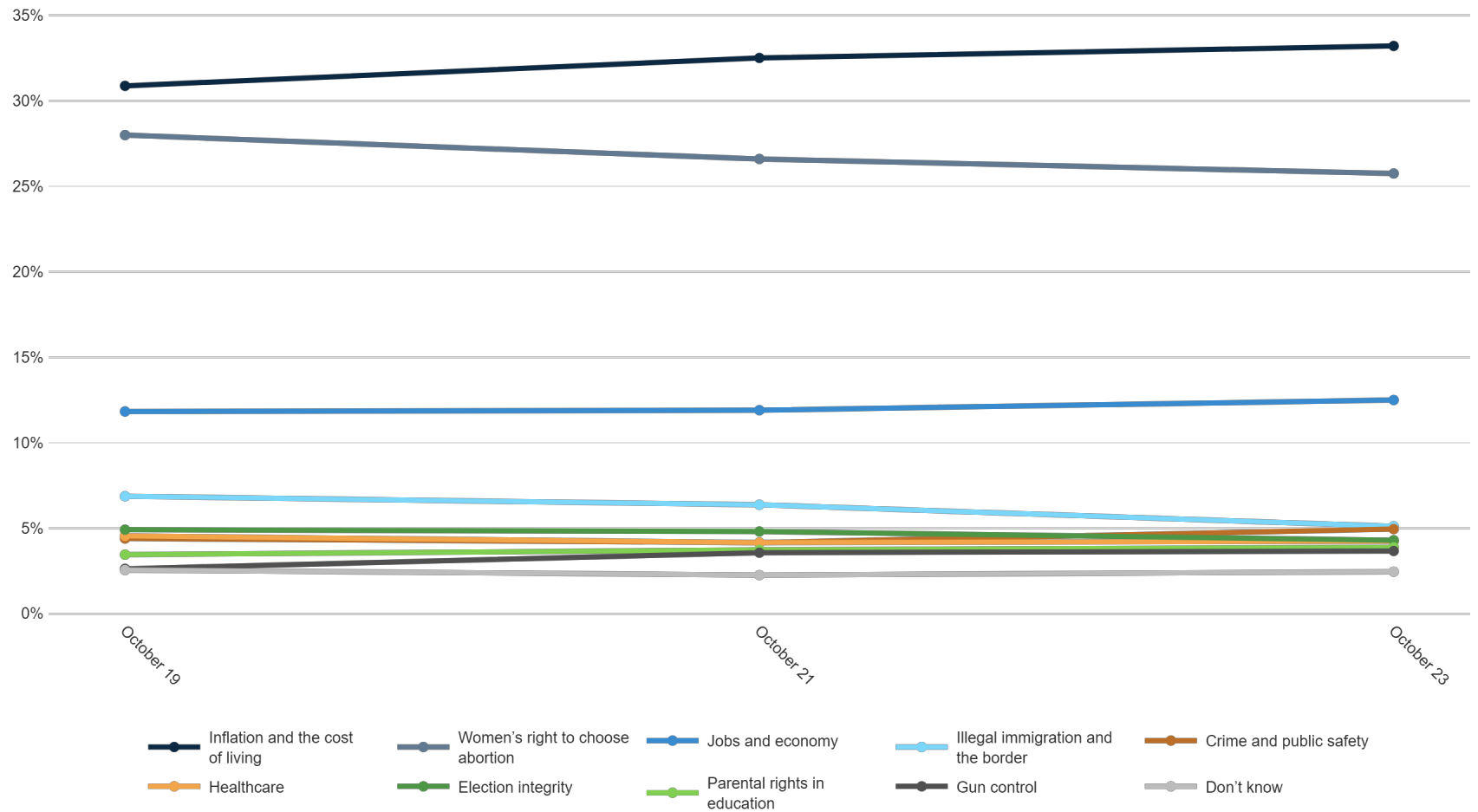
Fielding Date **October 23**



	F 18 - 34	F 35 - 49	F 50 - 64	F 65+	M 18 - 34	M 35 - 49	M 50 - 64	M 65+	Wayne/Oakland	Rest of Detroit	Grand Rapids	Other DMAs	Republican	Democrat	Independent	White	Black	College	No College	<\$70k	\$70k+	Protestant	Evangelical	Catholic	Other Relig	No Relig	Gov Undec	AG Undec	SoS Undec	Always vote	Usually vote	Smtms vote	Rarely vote
Inflation and the cost of living	32%	33%	34%	28%	25%	33%	40%	39%	27%	35%	34%	37%	45%	20%	35%	34%	28%	29%	36%	36%	30%	31%	38%	41%	29%	26%	37%	34%	31%	32%	37%	33%	28%
Women's right to choose abortion	41%	31%	34%	25%	23%	20%	17%	18%	29%	25%	26%	23%	6%	48%	22%	26%	28%	31%	22%	24%	28%	25%	15%	15%	42%	43%	22%	21%	23%	26%	23%	19%	31%
Jobs and economy	6%	14%	11%	7%	14%	22%	15%	13%	17%	10%	10%	12%	17%	9%	13%	12%	18%	14%	12%	9%	16%	19%	13%	11%	7%	9%	16%	16%	15%	11%	15%	17%	15%
Illegal immigration and the border	1%	2%	4%	11%	2%	0%	5%	8%	5%	6%	5%	5%	10%	1%	4%	6%	1%	3%	6%	7%	3%	6%	6%	8%	2%	3%	7%	7%	6%	5%	6%	6%	3%
Crime and public safety	1%	2%	3%	11%	9%	5%	3%	4%	6%	3%	3%	6%	4%	5%	5%	4%	9%	5%	5%	6%	4%	6%	5%	4%	5%	4%	7%	3%	5%	4%	7%	3%	4%
Healthcare	7%	3%	2%	3%	8%	2%	4%	7%	5%	6%	3%	4%	2%	7%	4%	3%	9%	4%	5%	6%	3%	2%	4%	6%	3%	4%	3%	4%	4%	4%	3%	6%	7%
Election integrity	0%	2%	3%	7%	5%	6%	6%	4%	3%	6%	5%	4%	4%	2%	7%	5%	1%	4%	5%	4%	4%	4%	5%	5%	3%	4%	0%	1%	2%	5%	2%	5%	2%
Parental rights in education	9%	5%	3%	2%	9%	3%	3%	2%	3%	4%	5%	4%	8%	1%	3%	4%	0%	5%	3%	3%	4%	4%	6%	4%	2%	2%	3%	5%	5%	4%	3%	3%	2%
Gun control	4%	4%	3%	4%	4%	6%	3%	2%	4%	2%	4%	4%	1%	6%	3%	4%	2%	4%	3%	2%	5%	2%	4%	4%	5%	4%	1%	5%	4%	4%	1%	7%	3%
Don't know	0%	3%	3%	2%	1%	3%	4%	3%	1%	2%	5%	2%	2%	2%	4%	2%	3%	2%	2%	2%	2%	1%	4%	2%	2%	4%	4%	4%	2%	3%	0%	4%	

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

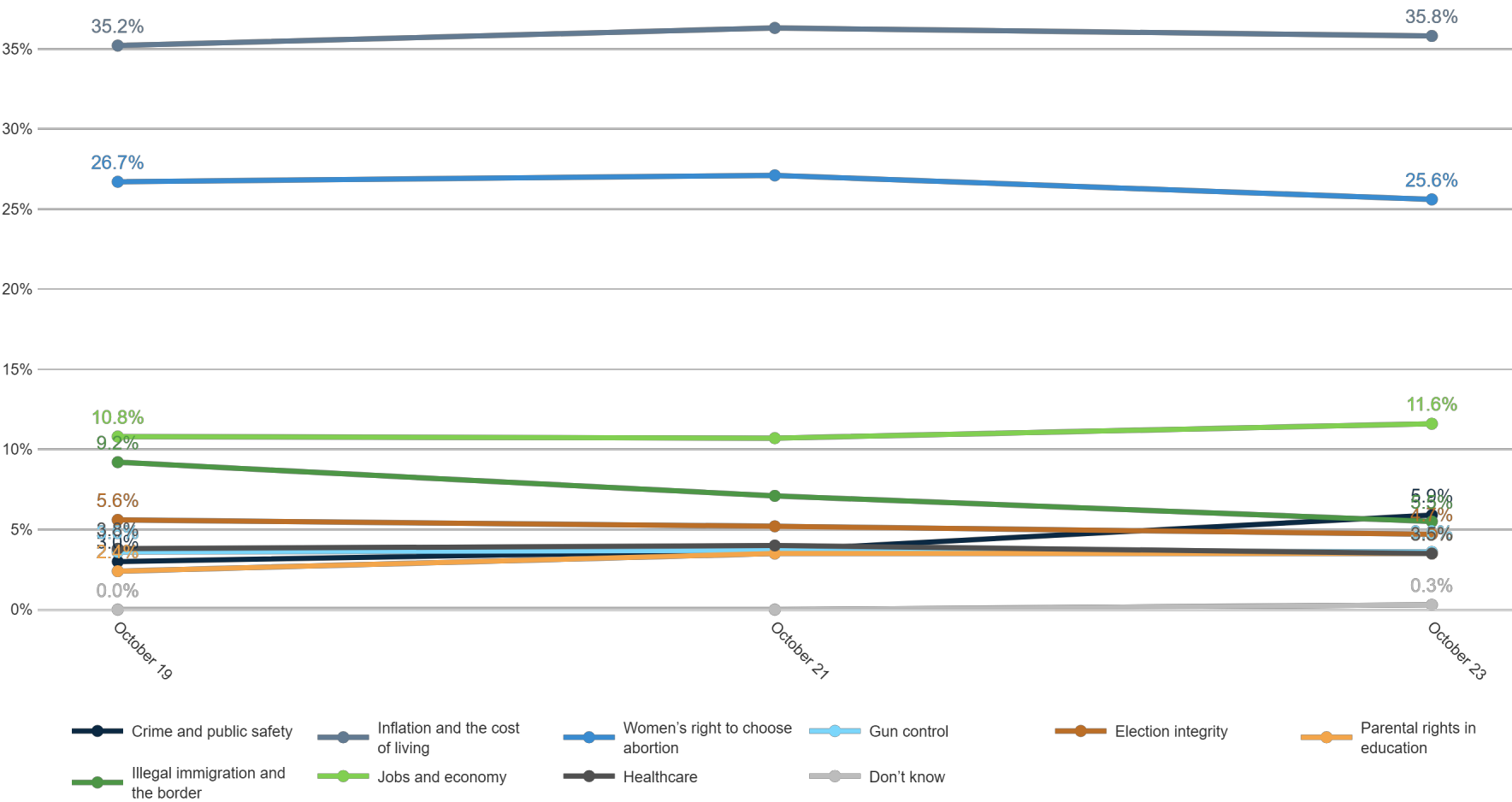
Trend: Top Priority



MRP Estimates: Top Priority

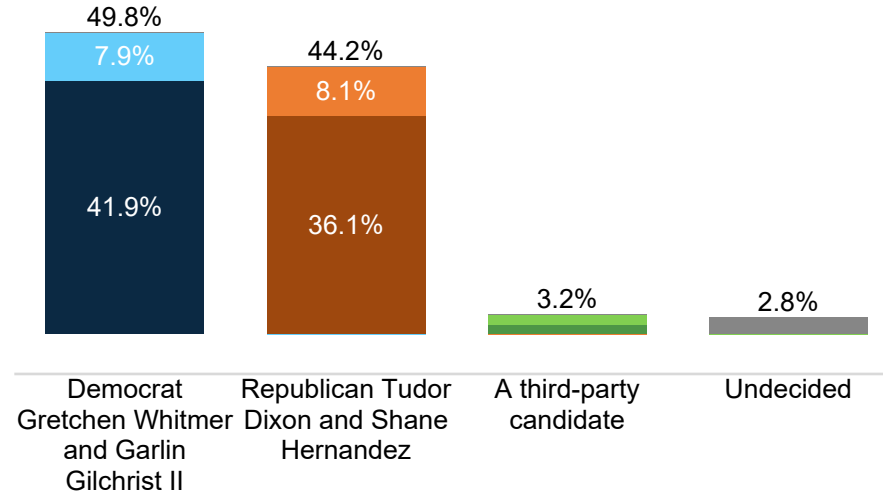
Voter Group

Traverse City DMA



Governor Ballot

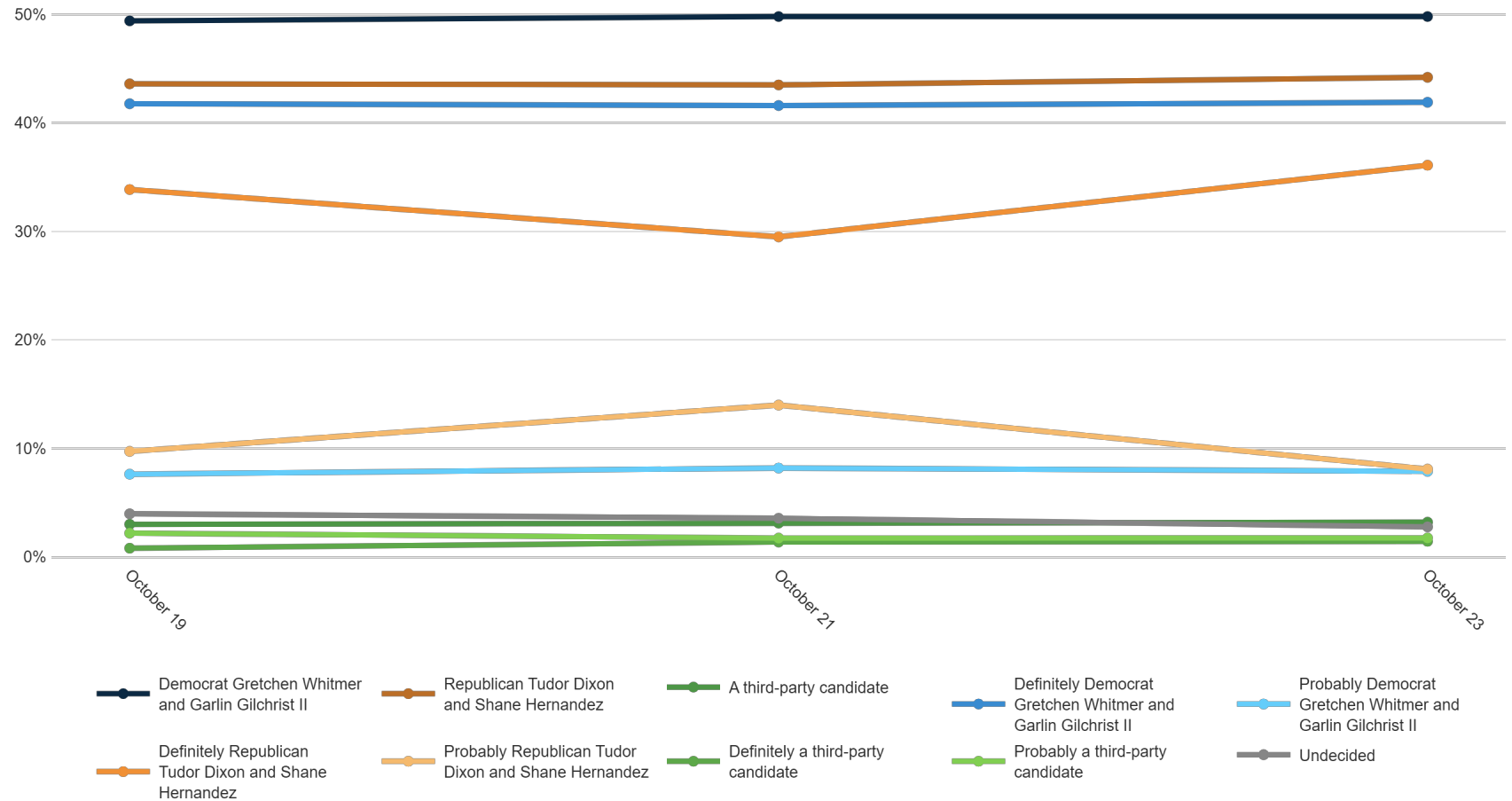
Fielding Date **October 23**



	F 18 - 34	F 35 - 49	F 50 - 64	F 65+	M 18 - 34	M 35 - 49	M 50 - 64	M 65+	Wayne/Oakland	Rest of Detroit	Grand Rapids	Other DMAs	Republican	Democrat	Independent	White	Black	College	No College	<\$70k	\$70k+	Protestant	Evangelical	Catholic	Other Relig	No Relig	AG Undec	SoS Undec	Always vote	Usually vote	Smtms vote	Rarely vote
Democrat Gretchen Whitmer and Garlin Gilchrist II	62%	52%	56%	55%	50%	45%	40%	39%	61%	46%	48%	44%	8%	96%	41%	46%	84%	52%	48%	53%	49%	52%	31%	47%	61%	70%	43%	45%	50%	49%	51%	50%
Republican Tudor Dixon and Shane Hernandez	23%	44%	38%	42%	40%	48%	55%	58%	33%	50%	47%	49%	88%	3%	46%	48%	12%	42%	45%	41%	47%	45%	64%	49%	30%	21%	26%	23%	47%	40%	35%	34%
A third-party candidate	7%	3%	2%	1%	7%	5%	3%	3%	3%	2%	3%	4%	2%	1%	7%	3%	3%	3%	3%	4%	3%	2%	3%	2%	5%	4%	4%	9%	2%	5%	8%	9%
Definitely Democrat Gretchen Whitmer and Garlin Gilchrist II	48%	43%	47%	50%	39%	36%	31%	38%	53%	39%	42%	35%	4%	86%	30%	40%	68%	44%	41%	46%	40%	44%	25%	40%	53%	59%	21%	29%	44%	37%	34%	36%
Probably Democrat Gretchen Whitmer and Garlin Gilchrist II	14%	9%	9%	5%	11%	9%	9%	1%	9%	7%	5%	8%	4%	9%	11%	7%	16%	9%	8%	7%	9%	8%	6%	7%	9%	10%	22%	16%	6%	12%	18%	14%
Definitely Republican Tudor Dixon and Shane Hernandez	17%	34%	31%	35%	31%	41%	43%	49%	26%	40%	40%	40%	77%	2%	32%	39%	11%	38%	35%	33%	39%	38%	55%	38%	20%	16%	15%	13%	40%	29%	27%	27%
Probably Republican Tudor Dixon and Shane Hernandez	5%	9%	7%	8%	9%	6%	12%	9%	7%	10%	7%	9%	11%	1%	14%	9%	1%	5%	11%	8%	8%	7%	9%	10%	10%	5%	11%	10%	7%	11%	8%	7%
Definitely a third-party candidate	3%	1%	1%	0%	5%	2%	2%	1%	2%	1%	2%	1%	1%	1%	3%	1%	2%	2%	1%	2%	1%	0%	1%	1%	4%	3%	2%	2%	1%	2%	2%	3%
Probably a third-party candidate	4%	2%	1%	0%	2%	3%	1%	2%	1%	1%	3%	1%	1%	0%	4%	2%	1%	2%	2%	2%	2%	2%	3%	1%	1%	1%	3%	7%	1%	3%	6%	6%
Undecided	8%	1%	4%	2%	3%	3%	3%	0%	3%	2%	3%	3%	2%	1%	5%	3%	1%	2%	3%	3%	2%	1%	2%	3%	3%	5%	26%	23%	1%	6%	6%	7%

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

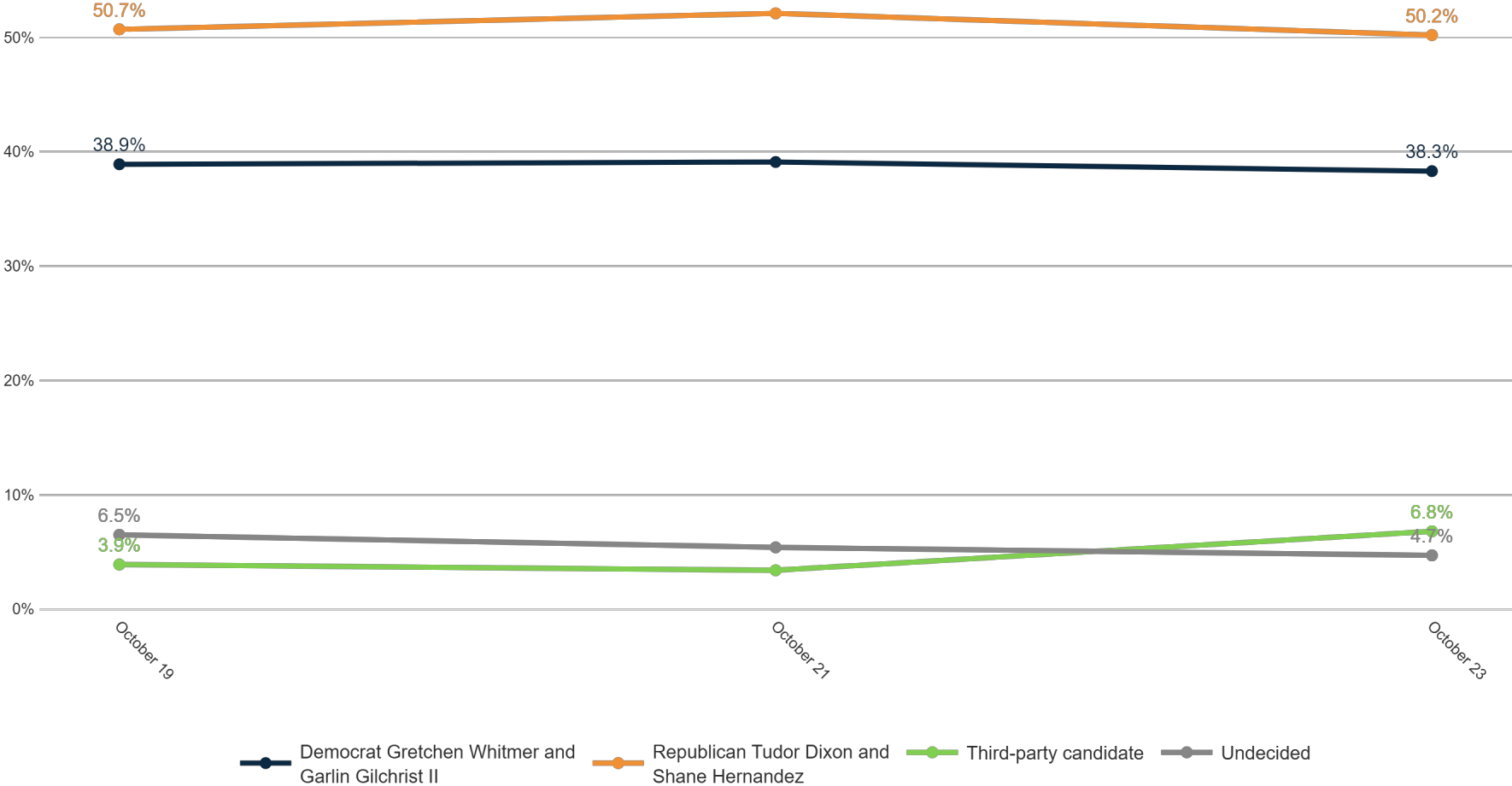
Trend: Governor Ballot



MRP Estimates: Governor Ballot

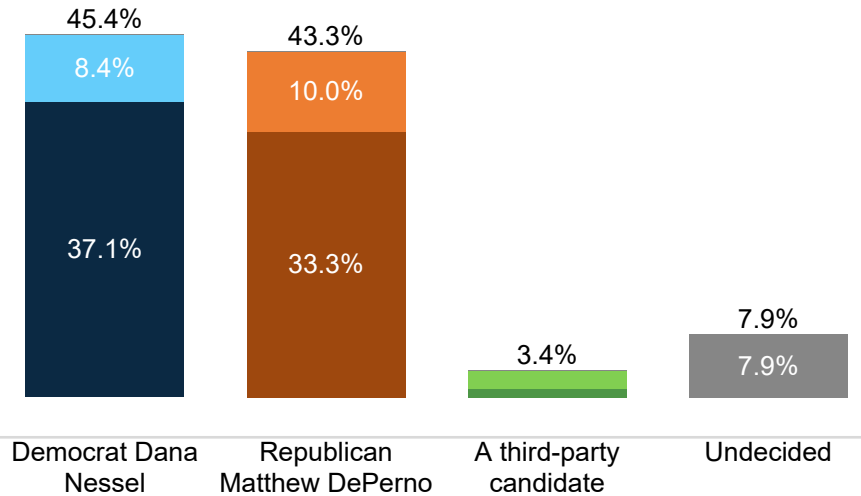
Voter Group

Traverse City DMA



Attorney General Ballot

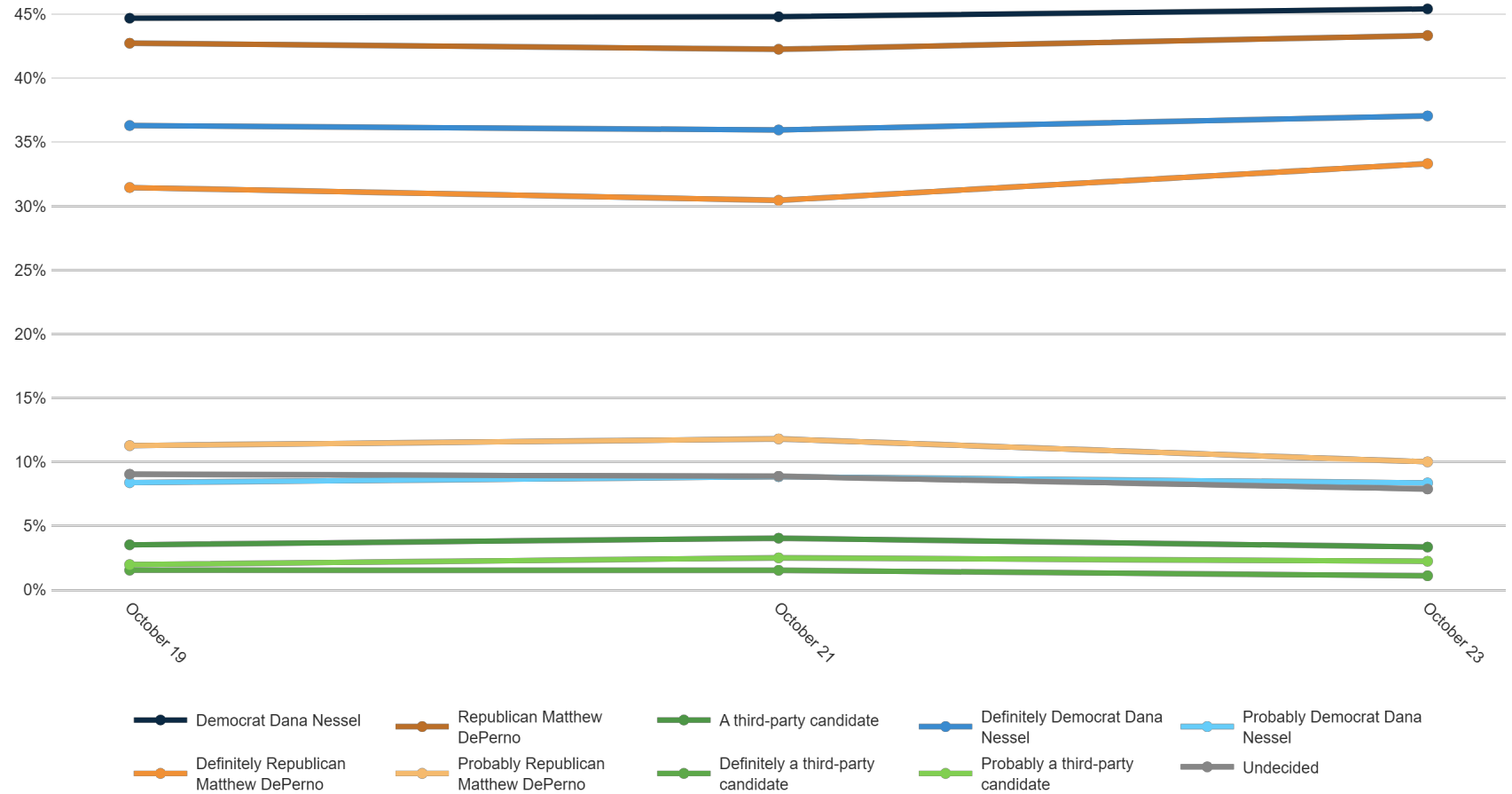
Fielding Date **October 23**



	F 18 - 34	F 35 - 49	F 50 - 64	F 65+	M 18 - 34	M 35 - 49	M 50 - 64	M 65+	Wayne/Oakland	Rest of Detroit	Grand Rapids	Other DMAs	Republican	Democrat	Independent	White	Black	College	No College	<\$70k	\$70k+	Protestant	Evangelical	Catholic	Other Relig	No Relig	Gov Undec	SoS Undec	Always vote	Usually vote	Sometimes	Rarely vote
Democrat Dana Nessel	49%	49%	51%	51%	44%	43%	35%	39%	56%	42%	46%	39%	5%	92%	34%	43%	75%	48%	44%	48%	45%	46%	28%	44%	57%	63%	4%	10%	47%	43%	37%	41%
Republican Matthew DePerno	24%	40%	38%	40%	43%	45%	54%	57%	31%	47%	46%	49%	87%	2%	45%	47%	14%	42%	44%	40%	46%	47%	64%	44%	29%	20%	22%	17%	45%	39%	40%	37%
A third-party candidate	10%	4%	1%	0%	9%	5%	3%	2%	4%	4%	1%	4%	2%	2%	7%	3%	6%	5%	2%	3%	3%	2%	2%	3%	7%	6%	0%	7%	3%	4%	9%	7%
Definitely Democrat Dana Nessel	29%	41%	41%	45%	35%	34%	29%	36%	45%	37%	38%	31%	2%	79%	26%	35%	59%	41%	35%	40%	35%	39%	20%	36%	51%	53%	0%	4%	41%	30%	26%	23%
Probably Democrat Dana Nessel	20%	8%	10%	6%	9%	9%	7%	2%	11%	5%	8%	8%	3%	13%	8%	7%	16%	7%	9%	8%	9%	7%	8%	8%	6%	10%	4%	6%	6%	13%	11%	18%
Definitely Republican Matthew DePerno	21%	32%	30%	29%	31%	38%	38%	46%	24%	38%	33%	38%	68%	2%	34%	35%	13%	33%	33%	31%	35%	36%	53%	31%	23%	14%	12%	10%	36%	29%	27%	26%
Probably Republican Matthew DePerno	4%	8%	8%	11%	12%	8%	16%	11%	7%	9%	13%	11%	19%	0%	11%	11%	0%	9%	11%	10%	11%	11%	11%	13%	6%	6%	10%	7%	10%	10%	14%	11%
Definitely a third-party candidate	3%	0%	0%	0%	7%	1%	1%	0%	2%	1%	0%	1%	0%	1%	2%	1%	2%	1%	1%	1%	1%	0%	1%	1%	5%	2%	0%	2%	1%	1%	8%	1%
Probably a third-party candidate	7%	4%	0%	0%	2%	4%	2%	2%	3%	3%	1%	3%	1%	1%	5%	2%	4%	3%	2%	2%	2%	2%	1%	2%	2%	4%	0%	5%	2%	3%	1%	5%
Undecided	17%	8%	10%	8%	4%	7%	8%	2%	9%	7%	7%	8%	7%	4%	13%	8%	6%	5%	9%	9%	6%	5%	5%	9%	7%	11%	74%	66%	5%	14%	14%	15%

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

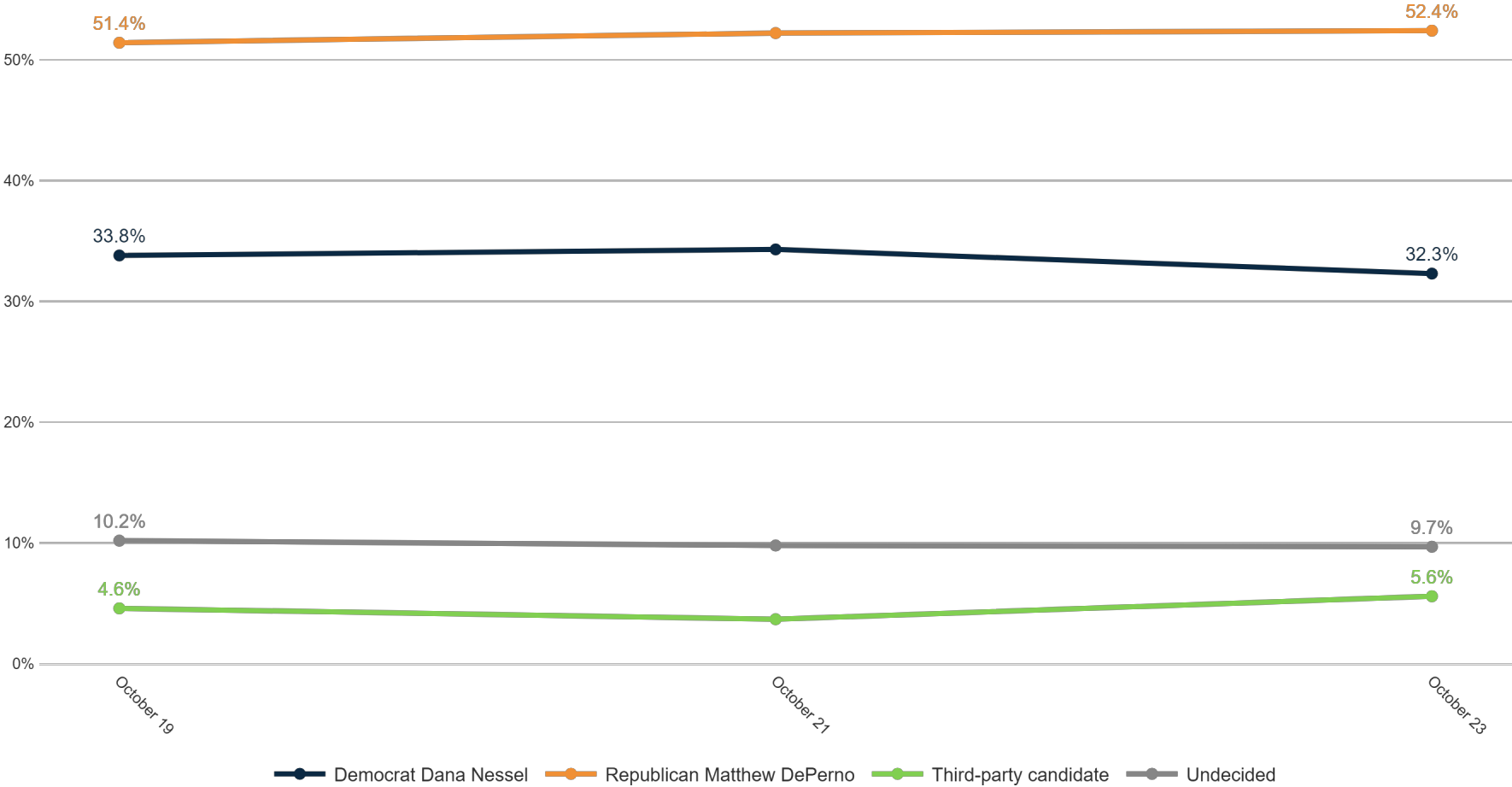
Trend: Attorney General Ballot



MRP Estimates: AG Ballot

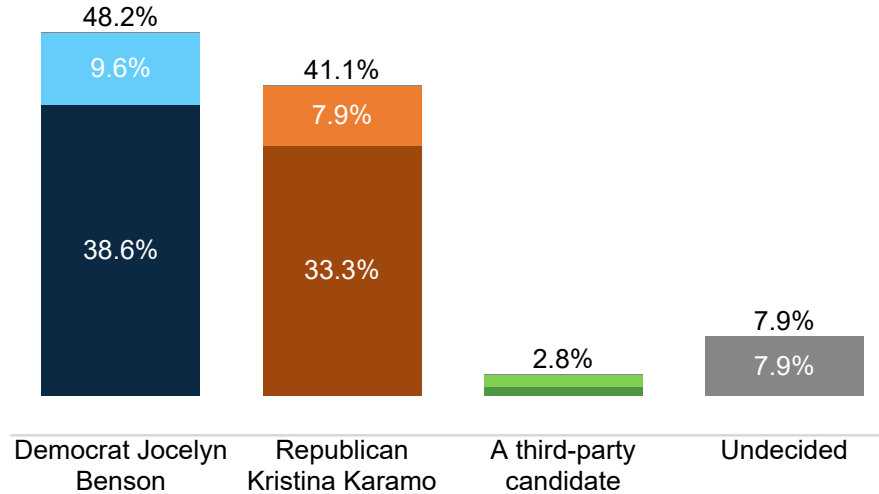
Voter Group

Traverse City DMA



Secretary of State Ballot

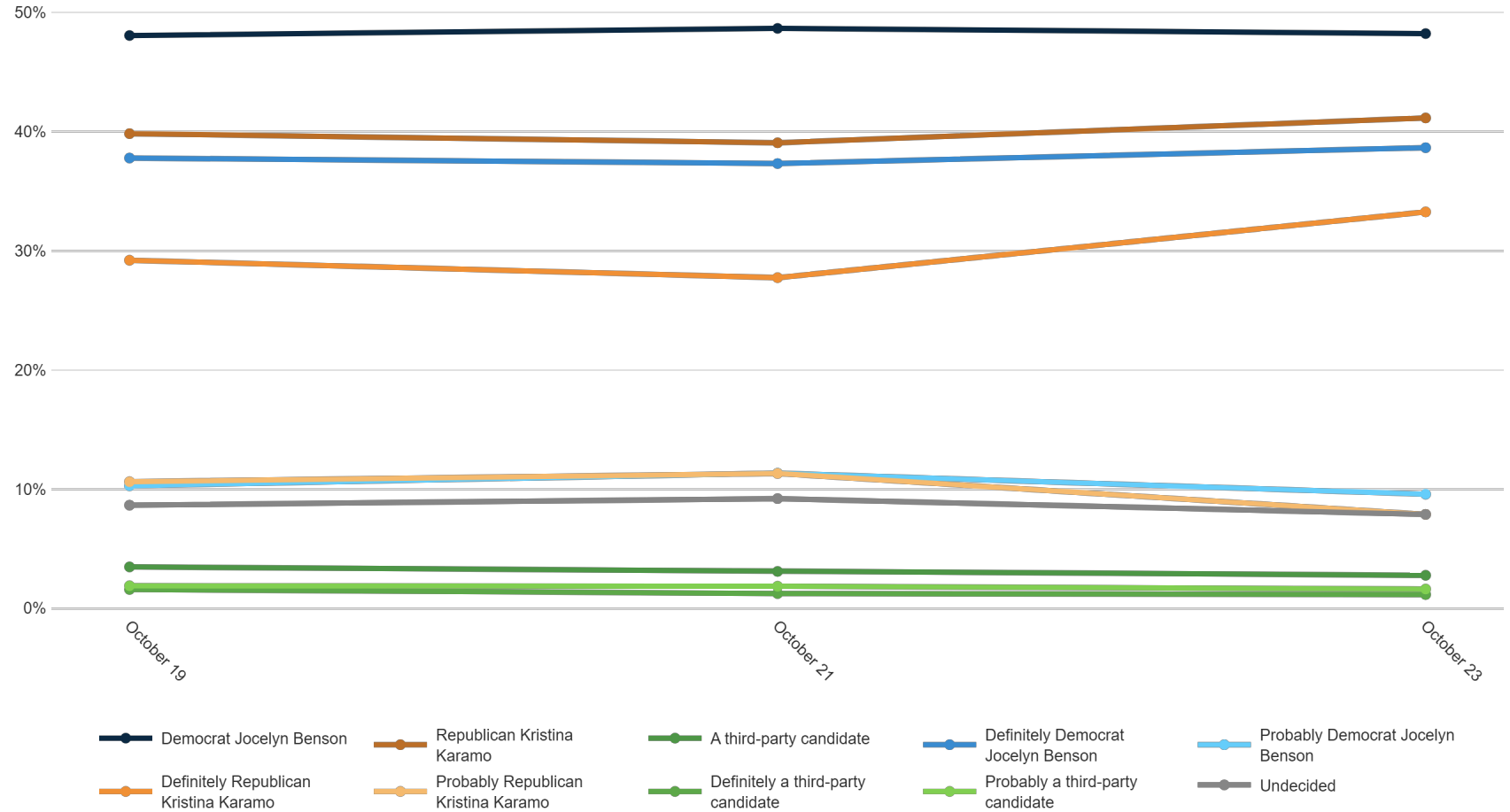
Fielding Date **October 23**



	F 18 - 34	F 35 - 49	F 50 - 64	F 65+	M 18 - 34	M 35 - 49	M 50 - 64	M 65+	Wayne/Oakland	Rest of Detroit	Grand Rapids	Other DMAs	Republican	Democrat	Independent	White	Black	College	No College	<\$70k	\$70k+	Protestant	Evangelical	Catholic	Other Relig	No Relig	Gov Undec	AG Undec	Always vote	Usually vote	Smtms vote	Rarely vote
Democrat Jocelyn Benson	49%	53%	53%	55%	48%	44%	39%	42%	60%	46%	47%	41%	9%	91%	40%	45%	76%	49%	48%	50%	47%	49%	30%	48%	61%	67%	18%	22%	50%	44%	44%	45%
Republican Kristina Karamo	24%	38%	36%	40%	41%	44%	50%	51%	30%	44%	44%	47%	81%	3%	43%	44%	15%	41%	41%	38%	44%	42%	63%	41%	26%	20%	13%	11%	43%	38%	42%	28%
A third-party candidate	6%	2%	1%	0%	7%	5%	3%	3%	3%	3%	3%	3%	2%	1%	6%	3%	2%	4%	2%	3%	2%	1%	2%	4%	5%	3%	5%	2%	2%	5%	5%	3%
Definitely Democrat Jocelyn Benson	31%	42%	41%	48%	33%	35%	31%	40%	48%	38%	38%	32%	4%	80%	28%	37%	61%	41%	37%	42%	37%	41%	21%	38%	51%	54%	1%	10%	43%	30%	24%	25%
Probably Democrat Jocelyn Benson	18%	11%	12%	7%	15%	9%	8%	3%	12%	7%	9%	9%	5%	12%	11%	8%	15%	8%	11%	9%	11%	7%	9%	9%	10%	12%	16%	11%	7%	14%	20%	20%
Definitely Republican Kristina Karamo	20%	28%	28%	34%	30%	38%	38%	45%	24%	37%	32%	39%	68%	3%	32%	36%	13%	34%	32%	31%	35%	34%	53%	32%	20%	14%	3%	5%	36%	29%	37%	20%
Probably Republican Kristina Karamo	5%	10%	8%	6%	11%	6%	13%	6%	5%	7%	11%	8%	13%	1%	10%	8%	2%	6%	9%	7%	9%	8%	10%	9%	6%	7%	10%	6%	8%	9%	5%	8%
Definitely a third-party candidate	2%	1%	0%	0%	5%	2%	1%	1%	2%	1%	2%	1%	1%	0%	3%	1%	2%	2%	1%	1%	1%	0%	1%	1%	3%	2%	3%	1%	1%	2%	2%	0%
Probably a third-party candidate	3%	1%	1%	0%	2%	3%	2%	2%	2%	2%	1%	2%	1%	1%	3%	2%	1%	2%	1%	2%	1%	1%	1%	2%	2%	2%	1%	1%	2%	3%	3%	
Undecided	21%	8%	10%	5%	4%	7%	8%	4%	8%	7%	6%	9%	8%	4%	12%	8%	7%	6%	9%	9%	6%	8%	5%	8%	9%	9%	64%	66%	5%	13%	10%	23%

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

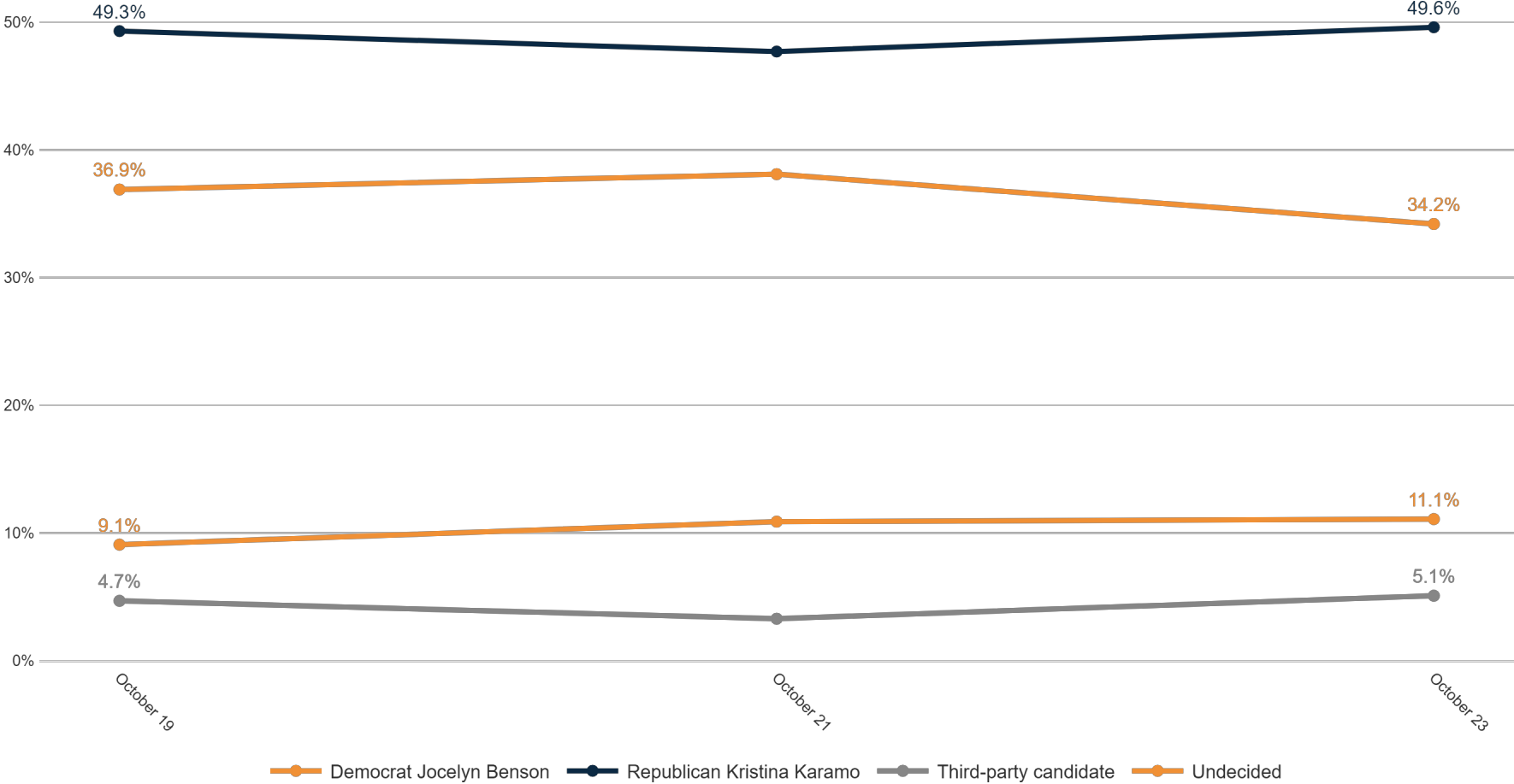
Trend: Secretary of State Ballot



MRP Estimates: SoS Ballot

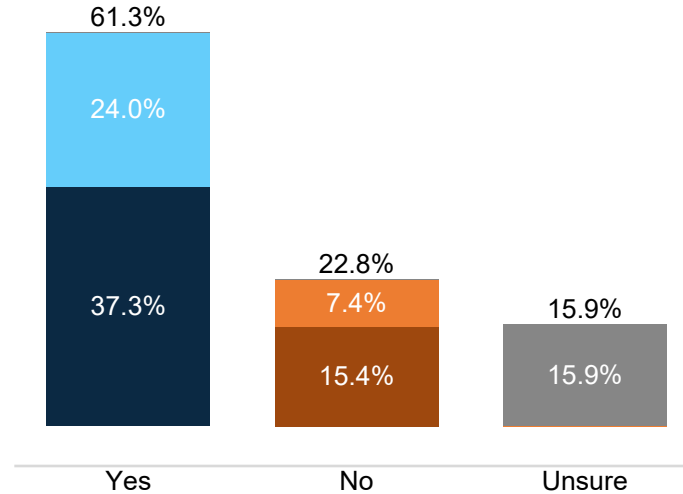
Voter Group

Traverse City DMA



Proposal 1

Fielding Date **October 23**



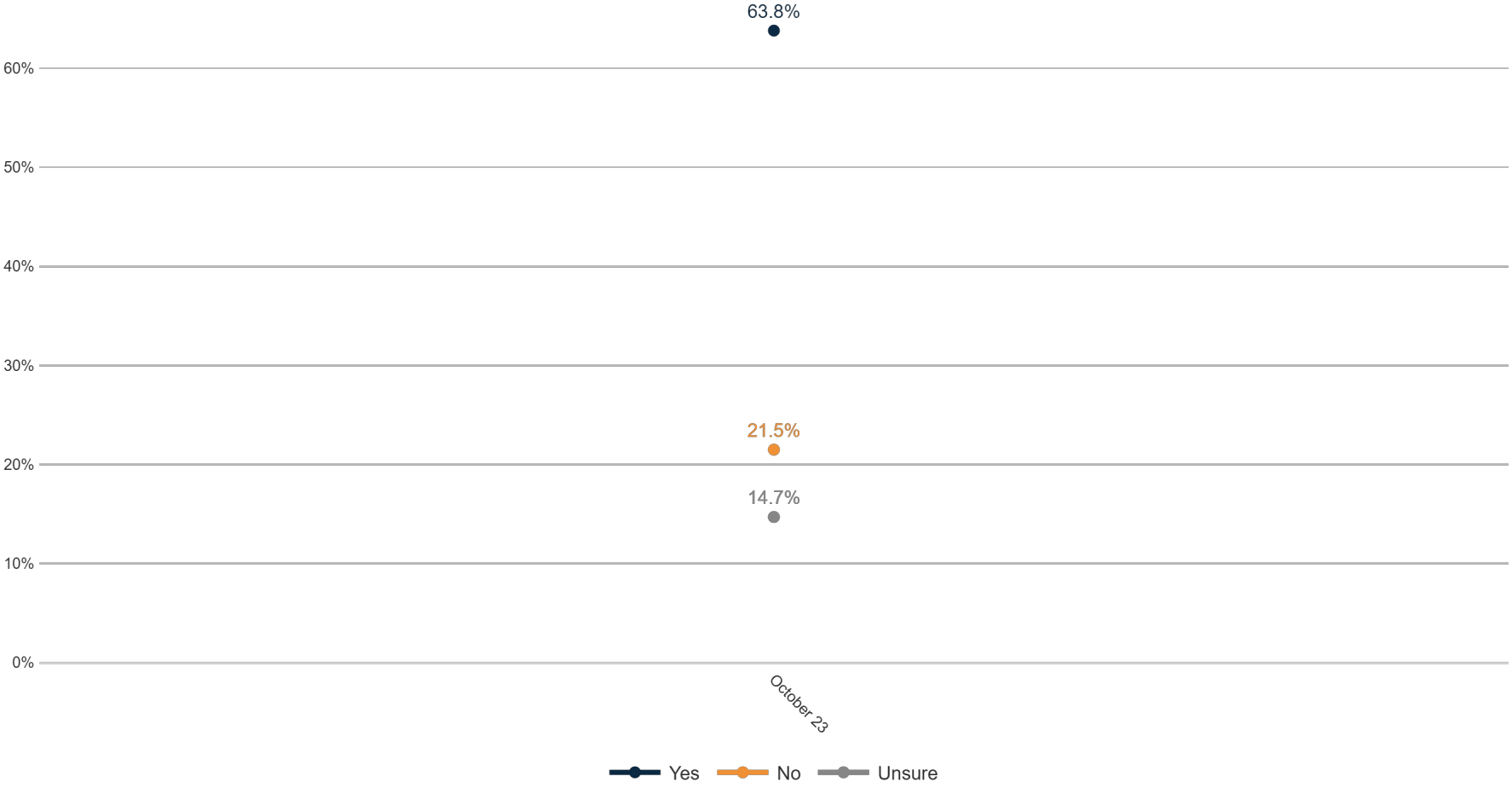
	F 18 - 34	F 35 - 49	F 50 - 64	F 65+	M 18 - 34	M 35 - 49	M 50 - 64	M 65+	Wayne/Oakland	Rest of Detroit	Grand Rapids	Other DMAs	Republican	Democrat	Independent	White	Black	College	No College	<\$70k	\$70k+	Protestant	Evangelical	Catholic	Other Relig	No Relig	Gov Undec	AG Undec	SoS Undec	Always vote	Usually vote	Smtms vote	Rarely vote
Yes Total	58%	60%	62%	70%	63%	60%	59%	55%	62%	56%	58%	66%	47%	77%	60%	64%	54%	63%	60%	64%	61%	62%	50%	66%	63%	72%	49%	52%	49%	59%	67%	77%	53%
No Total	12%	21%	21%	18%	21%	23%	25%	38%	21%	27%	25%	20%	38%	8%	23%	23%	17%	22%	23%	21%	23%	27%	32%	19%	17%	13%	15%	17%	14%	27%	16%	13%	12%
Definitely Yes	27%	34%	36%	50%	31%	34%	37%	36%	37%	33%	36%	41%	25%	53%	33%	40%	28%	39%	36%	39%	36%	36%	29%	41%	39%	47%	33%	26%	25%	39%	34%	40%	30%
Probably Yes	31%	25%	25%	19%	32%	26%	22%	19%	25%	23%	22%	25%	22%	24%	27%	24%	26%	24%	24%	24%	25%	26%	21%	25%	24%	24%	17%	26%	24%	20%	33%	38%	23%
Probably No	2%	9%	5%	12%	8%	6%	8%	7%	9%	7%	6%	8%	9%	4%	8%	7%	8%	7%	7%	9%	6%	10%	8%	6%	7%	5%	9%	11%	7%	8%	8%	3%	4%
Definitely No	10%	12%	16%	6%	13%	18%	18%	31%	12%	21%	19%	13%	28%	3%	15%	16%	9%	15%	16%	12%	17%	17%	24%	13%	10%	8%	6%	6%	6%	19%	7%	10%	9%
Unsure	30%	20%	17%	12%	15%	16%	16%	7%	17%	17%	17%	14%	15%	16%	16%	13%	29%	15%	17%	15%	15%	11%	18%	14%	20%	16%	36%	32%	38%	14%	17%	10%	34%

Proposal 1 would amend the state constitution to require annual public financial disclosure reports by legislators and other state officers and change the state legislator term limit to 12 years in the legislature.

MRP Estimates: Proposal 1

Voter Group

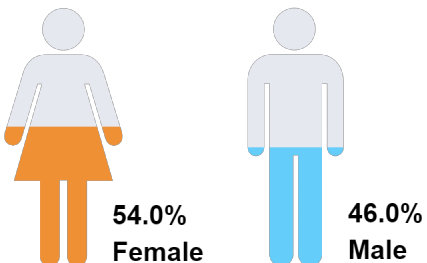
Traverse City DMA



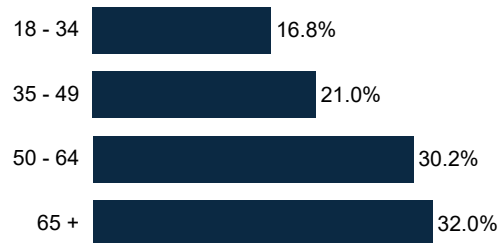
Demographics

Fielding Date **October 23**

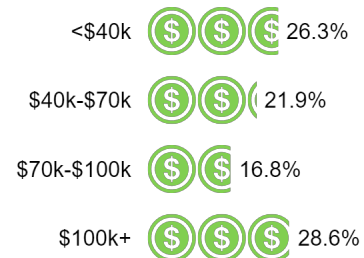
Sex



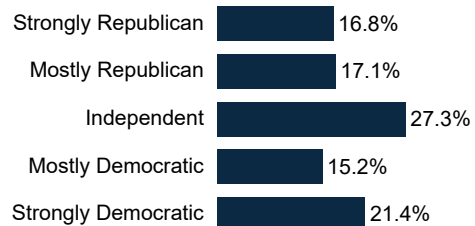
Age Range



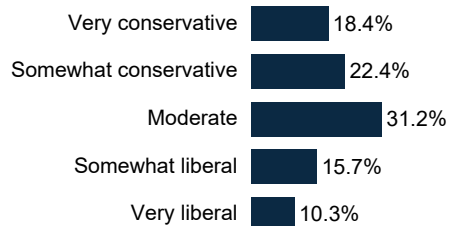
Household Income



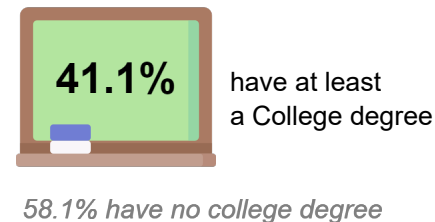
Partisanship



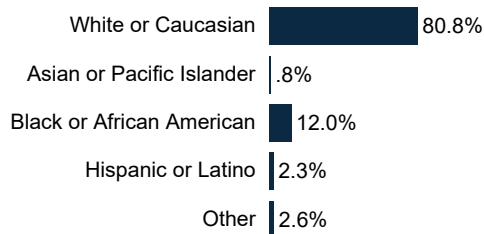
Ideology



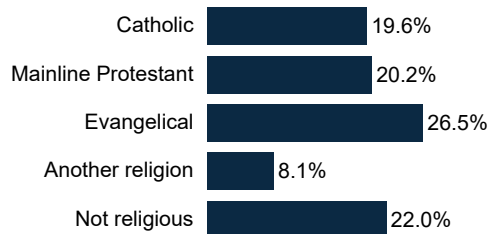
Education



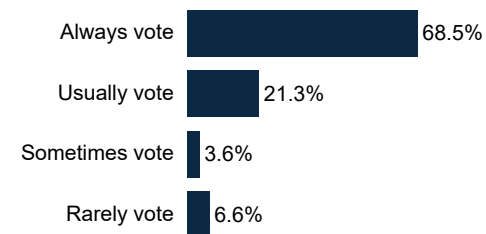
Race/ Ethnicity



Religion



Voter History



Total sample size: 1459