CYGNAL

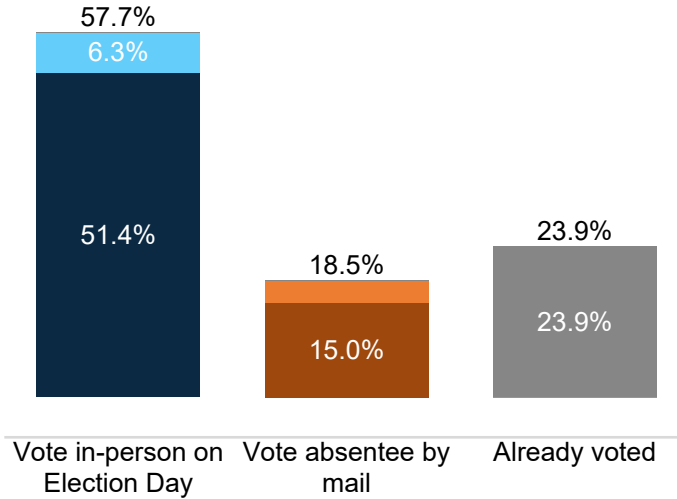## Survey of Likely General Election Voters
Michigan Statewide

October 21 – 25, 2022

n=1,378 | ±2.64%

Vote Method

57.7%
6.3%
51.4%

18.5%
15.0%

23.9%
23.9%

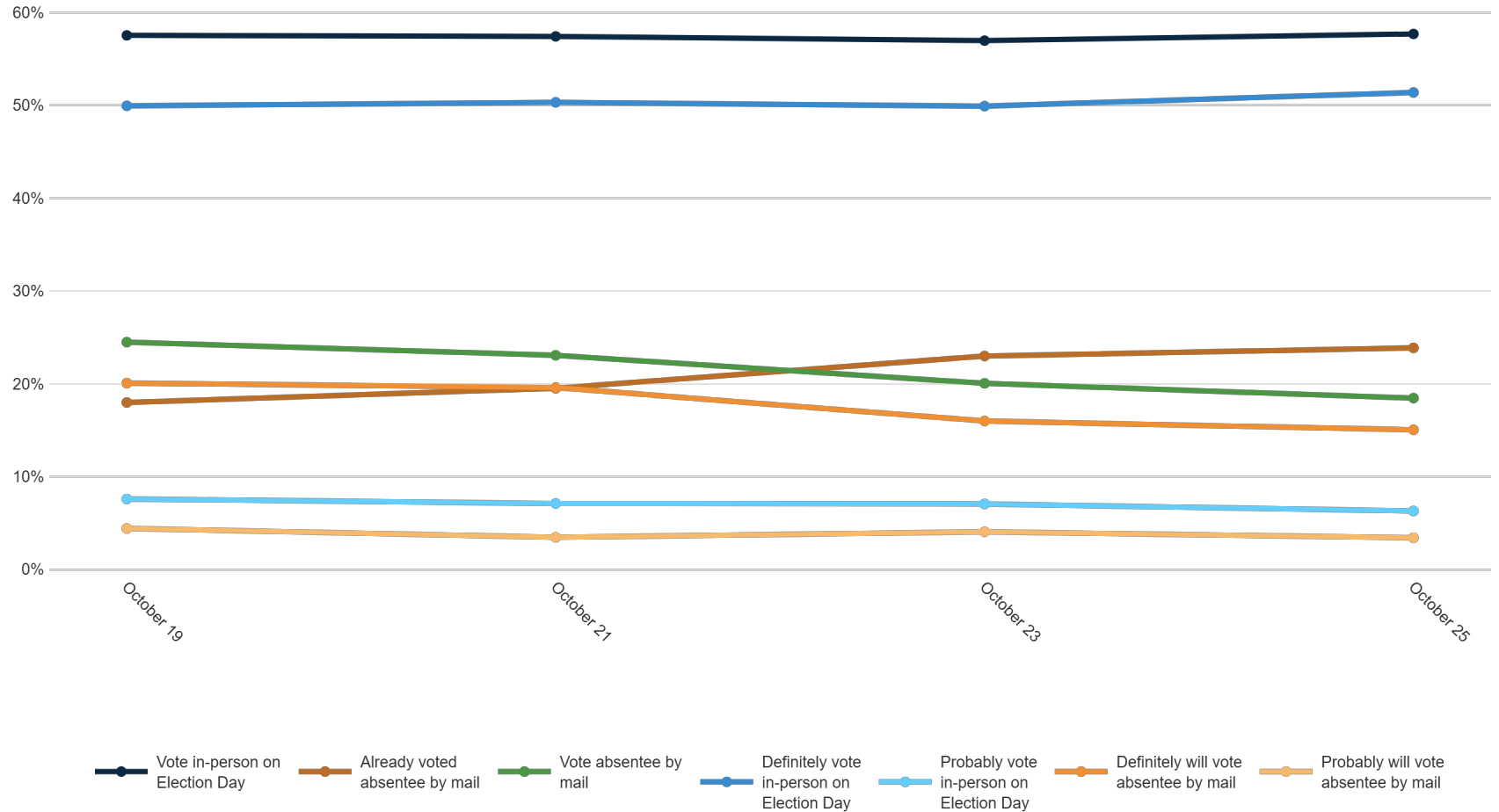Vote in-person on Election Day | Vote absentee by mail | Already voted

	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%	65%	56%	35%	75%	78%	69%	38%	53%	57%	58%	61%	70%	44%	61%	56%	59%	59%	57%	53%	64%	54%	62%	51%	62%	58%	67%	70%	69%	56%	58%	69%	65%
Already voted absentee by mail	11%	16%	27%	44%	11%	10%	16%	34%	25%	22%	23%	24%	15%	34%	21%	24%	23%	21%	26%	27%	19%	24%	22%	27%	20%	24%	7%	7%	9%	27%	20%	13%	15%
Vote absentee by mail	17%	19%	17%	21%	15%	12%	15%	28%	22%	21%	19%	15%	14%	22%	18%	19%	18%	20%	17%	20%	17%	21%	16%	21%	18%	18%	26%	23%	22%	17%	22%	18%	20%
Definitely vote in-person on Election Day	55%	58%	49%	33%	72%	70%	61%	35%	47%	49%	50%	57%	65%	38%	54%	51%	48%	54%	50%	46%	58%	49%	58%	45%	58%	49%	55%	51%	54%	53%	46%	51%	48%
Probably vote in-person on Election Day	16%	7%	7%	2%	3%	8%	8%	3%	7%	9%	8%	4%	5%	6%	8%	5%	12%	5%	7%	7%	6%	6%	5%	6%	4%	9%	12%	19%	15%	3%	12%	17%	17%
Definitely will vote absentee by mail	14%	18%	14%	19%	11%	9%	14%	18%	18%	16%	18%	11%	8%	19%	17%	16%	16%	18%	13%	16%	15%	18%	10%	18%	17%	16%	19%	18%	17%	15%	16%	17%	10%
Probably will vote absentee by mail	4%	1%	3%	2%	4%	2%	1%	10%	4%	5%	2%	3%	6%	3%	2%	4%	2%	2%	4%	5%	2%	3%	6%	3%	1%	2%	7%	5%	5%	2%	6%	1%	10%

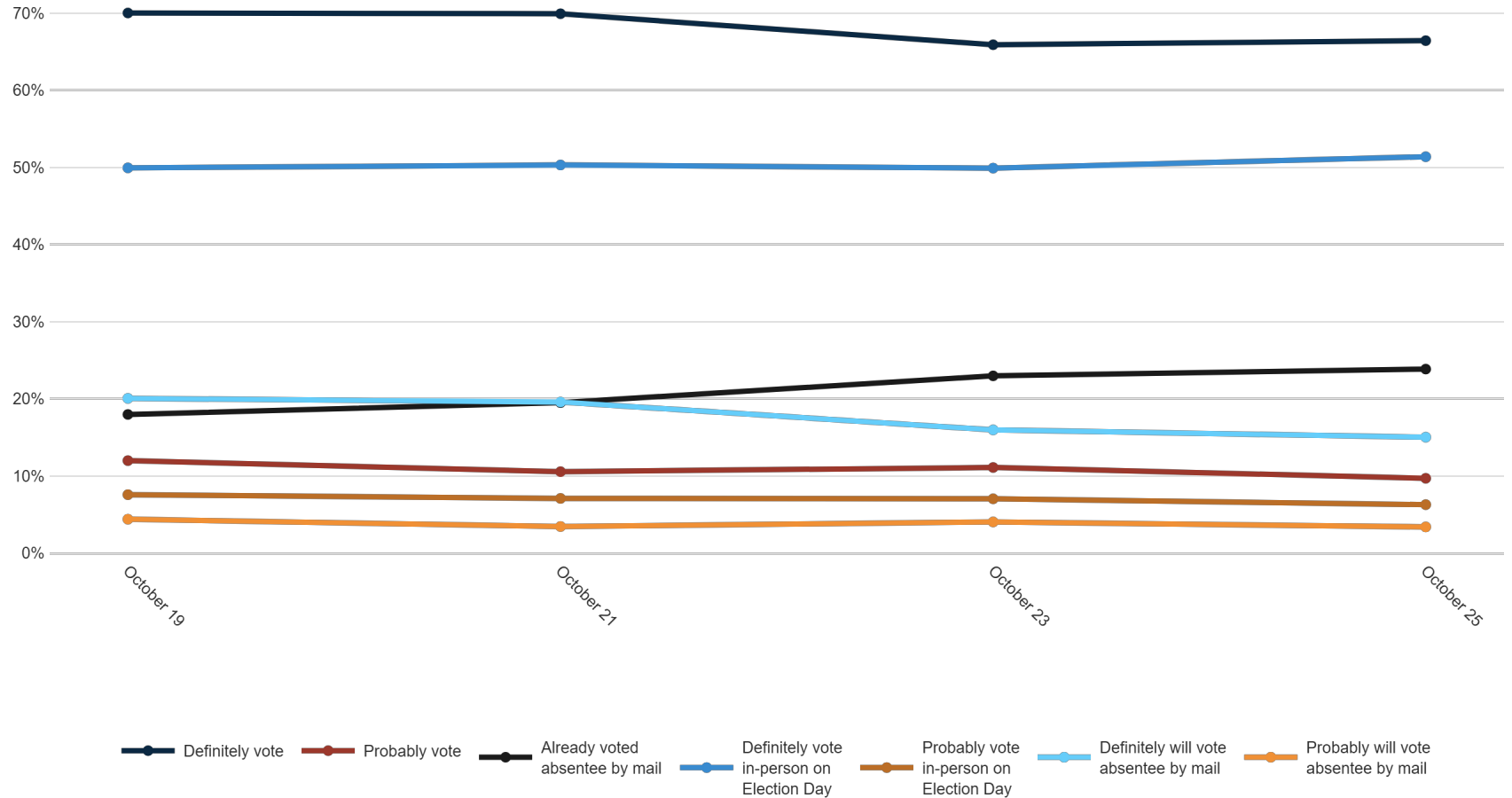*How do you plan to vote in the November election for Congress, Governor, and local offices?*

CYGNAL

Trend: Vote Method

Legend: Vote in-person on Election Day · Already voted absentee by mail · Vote absentee by mail · Definitely vote in-person on Election Day · Probably vote in-person on Election Day · Definitely will vote absentee by mail · Probably will vote absentee by mail

CYGNAL

Trend: Vote Method (Definitely/ Probably Vote)

Legend: Definitely vote · Probably vote · Already voted absentee by mail · Definitely vote in-person on Election Day · Probably vote in-person on Election Day · Definitely will vote absentee by mail · Probably will vote absentee by mail

CYGNAL

MRP Estimates: Vote Method

Grand Rapids DMA

58.1%			57.5%
24.4%			23.7%
17.5%			18.8%

October 19 — October 21 — October 23 — October 25

● Vote in-person on Election Day ● Already voted absentee by mail ● Vote absentee by mail

CYGNAL

Enthusiasm

Bar chart values:
- 1, not excited at all: 7.2%
- 2: 2.7%
- 3: 2.7%
- 4: 2.3%
- 5: 6.6%
- 6: 4.6%
- 7: 8.2%
- 8: 13.4%
- 9: 10.9%
- 10, the most excited: 40.2%
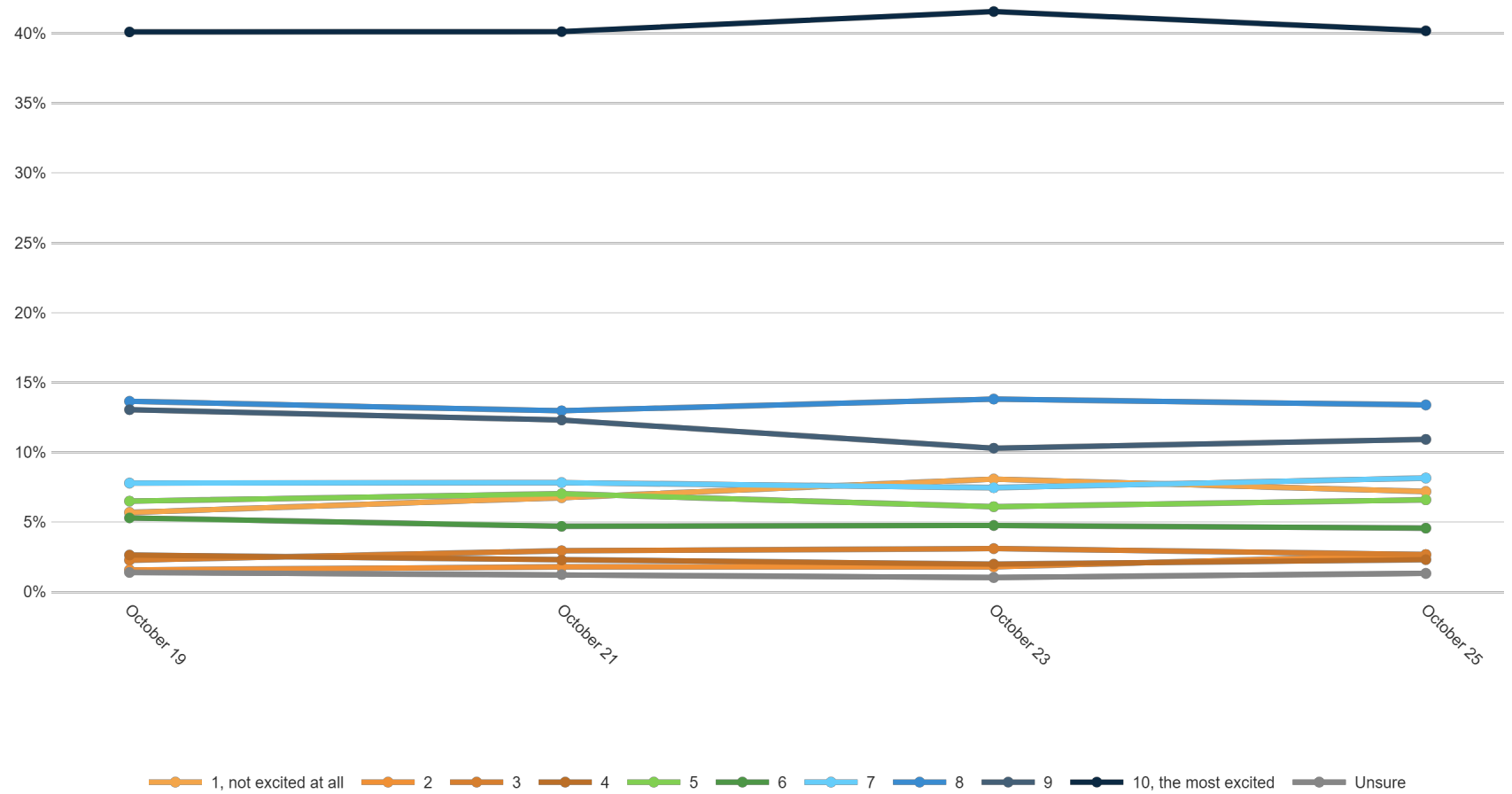- Unsure: 1.3%

	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
1, not excited at all	10%	6%	5%	7%	3%	8%	4%	14%	8%	8%	7%	6%	8%	5%	9%	6%	8%	7%	7%	6%	7%	5%	6%	9%	9%	8%	27%	15%	12%	7%	7%	10%	10%
2	4%	2%	0%	3%	3%	2%	5%	2%	1%	0%	5%	3%	2%	2%	4%	2%	4%	2%	3%	3%	1%	3%	4%	2%	1%	2%	4%	2%	6%	2%	3%	7%	5%
3	7%	3%	3%	2%	6%	3%	0%	0%	2%	3%	4%	3%	2%	3%	3%	2%	4%	2%	3%	3%	2%	1%	3%	3%	5%	2%	1%	7%	6%	2%	4%	9%	6%
4	5%	2%	4%	2%	0%	3%	2%	1%	2%	2%	2%	3%	2%	2%	3%	2%	5%	2%	3%	3%	2%	3%	2%	1%	4%	3%	8%	5%	9%	1%	4%	2%	6%
5	12%	12%	6%	5%	3%	8%	7%	2%	3%	7%	7%	8%	7%	4%	9%	7%	3%	7%	6%	5%	8%	7%	6%	6%	3%	8%	19%	12%	11%	5%	9%	11%	10%
6	6%	4%	5%	5%	7%	3%	3%	5%	5%	4%	4%	5%	4%	6%	3%	4%	8%	4%	5%	5%	4%	3%	4%	4%	6%	6%	6%	7%	8%	3%	8%	9%	6%
7	11%	9%	10%	5%	11%	9%	6%	7%	10%	11%	6%	6%	7%	8%	9%	8%	6%	8%	8%	7%	10%	8%	12%	8%	7%	8%	2%	8%	7%	7%	10%	8%	17%
8	8%	12%	15%	12%	15%	7%	16%	20%	13%	17%	12%	13%	16%	13%	11%	15%	7%	15%	13%	15%	12%	15%	13%	13%	15%	12%	11%	13%	8%	14%	14%	8%	6%
9	15%	9%	13%	10%	10%	10%	10%	11%	13%	7%	10%	12%	8%	12%	12%	11%	14%	11%	11%	12%	10%	12%	10%	10%	14%	10%	2%	3%	4%	11%	13%	10%	5%
10, the most excited	21%	39%	37%	49%	41%	45%	44%	37%	43%	39%	40%	39%	42%	44%	35%	41%	40%	39%	41%	41%	41%	41%	44%	41%	36%	40%	8%	25%	26%	46%	28%	24%	28%
Unsure	1%	2%	3%	0%	1%	2%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	2%	5%	3%	2%	1%	1%	3%	2%

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?
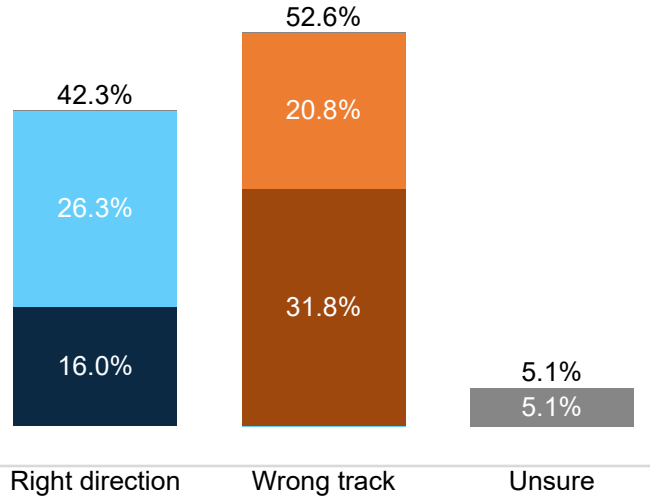
CYGNAL

Trend: Enthusiasm

Legend: 1, not excited at all | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10, the most excited | Unsure

CYGNAL

MI Right Direction/ Wrong Track

Fielding Date **October 25**
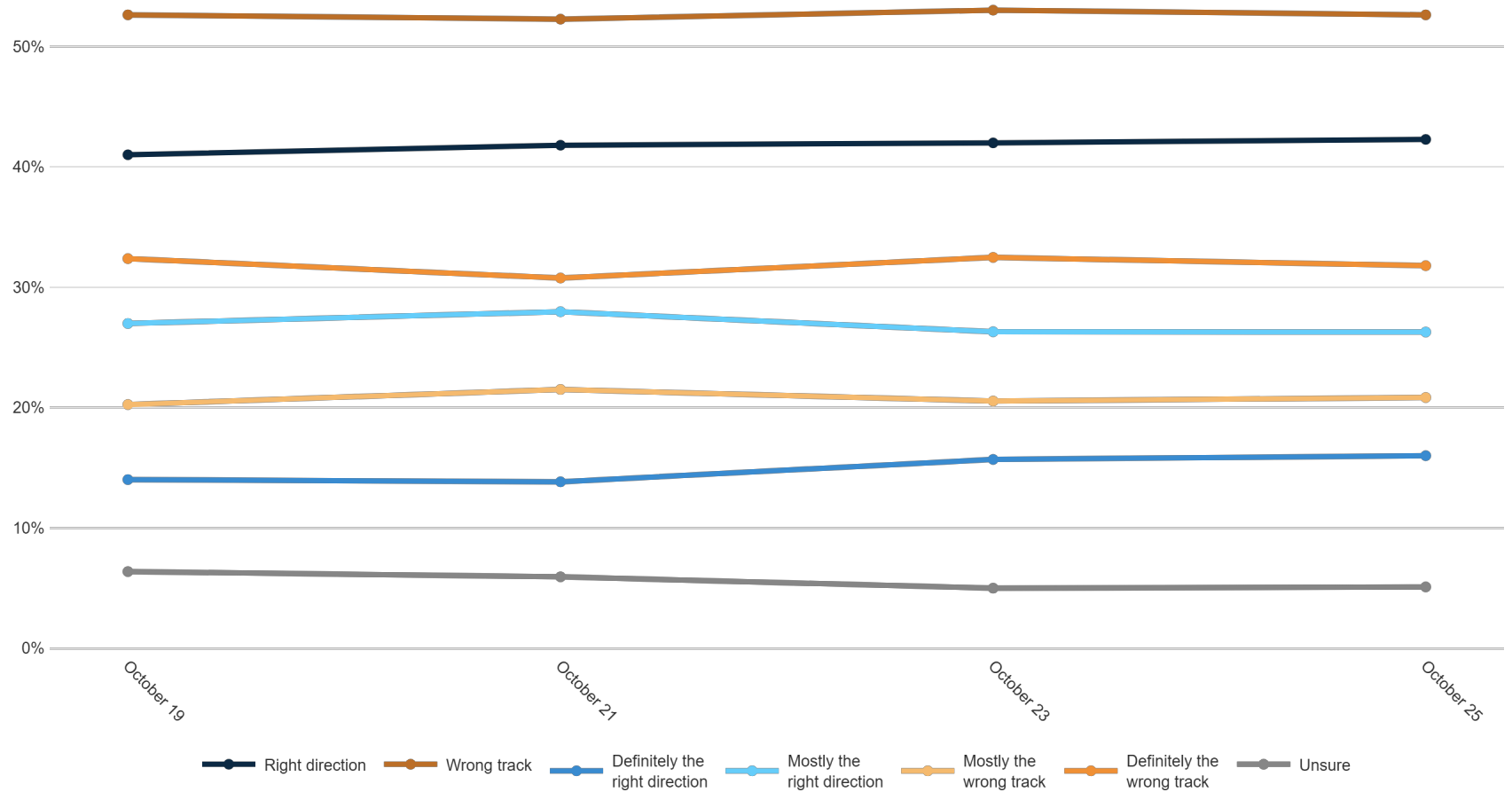

	F 18 - 34	F 35 - 49	F 50 - 64	F 65+	M 18 - 34	M 35 - 49	M 50 - 64	M 65+	Wayne/Oakland	Rest of Detroit	Grand Rapids	Other DMAs	Republican	Democrat	Independent	White	Black	College	No College	<$70k	$70k+	Protestant	Evangelical	Catholic	Other Relig	No Relig	Gov Undec	AG Undec	SoS Undec	Always vote	Usually vote	Smtms vote	Rarely vote
Right direction	40%	42%	41%	52%	47%	41%	38%	34%	51%	41%	42%	37%	9%	78%	33%	40%	63%	47%	39%	43%	42%	41%	29%	42%	47%	58%	24%	28%	21%	45%	36%	38%	34%
Wrong track	47%	50%	54%	44%	50%	54%	58%	64%	44%	54%	51%	59%	89%	16%	59%	55%	31%	46%	57%	52%	52%	54%	67%	54%	47%	36%	58%	58%	57%	52%	55%	56%	53%
Definitely the right direction	8%	12%	14%	26%	18%	15%	11%	19%	22%	18%	17%	11%	2%	33%	11%	14%	29%	19%	14%	19%	12%	13%	14%	16%	21%	21%	3%	8%	4%	20%	6%	9%	11%
Mostly the right direction	32%	30%	27%	27%	29%	27%	27%	15%	29%	24%	25%	26%	7%	46%	22%	26%	33%	28%	25%	24%	30%	28%	15%	26%	26%	37%	21%	20%	17%	25%	30%	30%	23%
Mostly the wrong track	29%	20%	20%	14%	27%	22%	20%	23%	20%	20%	20%	22%	28%	13%	23%	21%	22%	16%	24%	21%	21%	24%	18%	21%	24%	19%	41%	35%	32%	18%	26%	31%	29%
Definitely the wrong track	18%	30%	34%	30%	24%	32%	38%	42%	24%	34%	30%	36%	61%	3%	37%	34%	10%	30%	33%	31%	32%	31%	49%	32%	23%	17%	18%	24%	25%	34%	30%	25%	24%
Unsure	14%	8%	6%	4%	2%	5%	4%	2%	5%	5%	7%	4%	2%	6%	8%	5%	6%	6%	4%	4%	5%	5%	4%	4%	6%	6%	18%	13%	22%	3%	8%	6%	13%

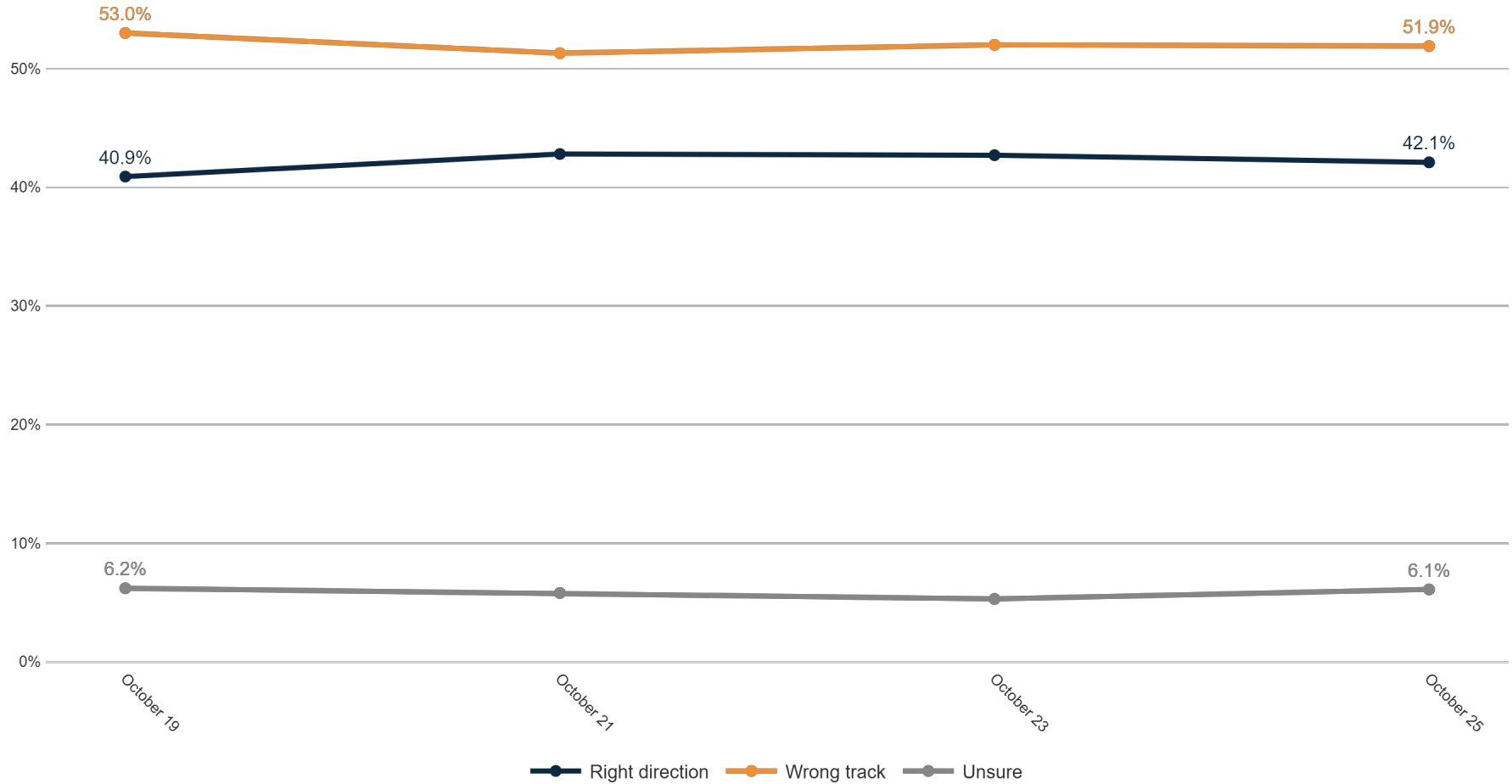*Generally speaking, would you say things in Michigan are headed in the right direction or off on the wrong track?*

CYGNAL

Trend: MI Right Direction/ Wrong Track

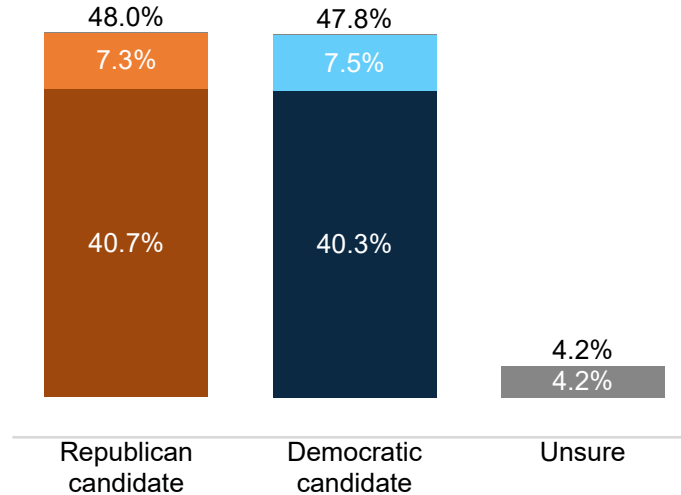Legend: Right direction • Wrong track • Definitely the right direction • Mostly the right direction • Mostly the wrong track • Definitely the wrong track • Unsure

X-axis: October 19, October 21, October 23, October 25

Y-axis: 0%, 10%, 20%, 30%, 40%, 50%

CYGNAL

MRP Estimates: MI RD/WT

Voter Group

Grand Rapids DMA

53.0% 51.9%

40.9% 42.1%

6.2% 6.1%

50%

40%

30%

20%

10%

0%

October 19   October 21   October 23   October 25

Right direction   Wrong track   Unsure

CYGNAL

Generic Congressional Ballot

Fielding Date **October 25**
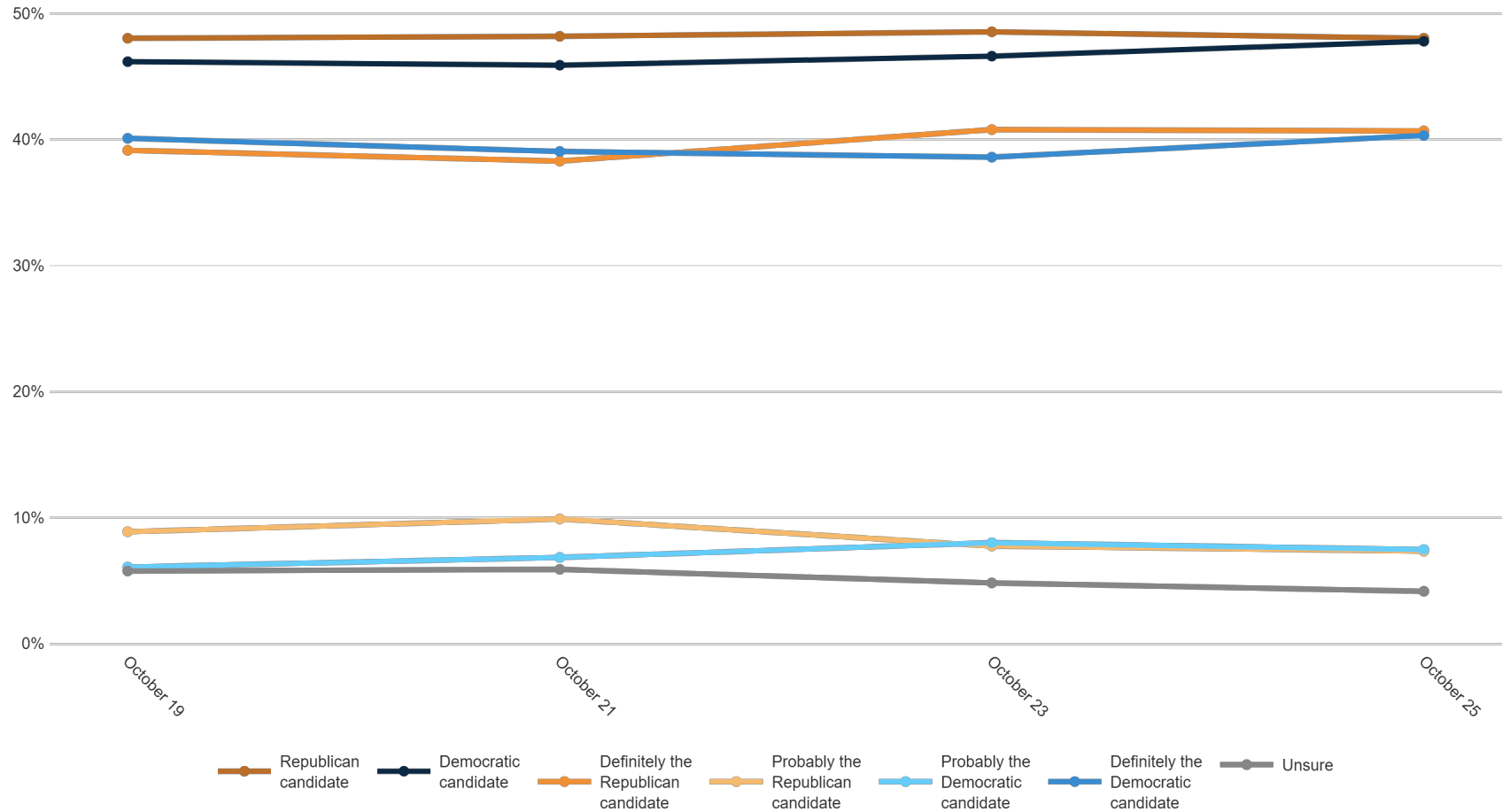

	F 18 - 34	F 35 - 49	F 50 - 64	F 65+	M 18 - 34	M 35 - 49	M 50 - 64	M 65+	Wayne/Oakland	Rest of Detroit	Grand Rapids	Other DMAs	Republican	Democrat	Independent	White	Black	College	No College	<$70k	$70k+	Protestant	Evangelical	Catholic	Other Relig	No Relig	Gov Undec	AG Undec	SoS Undec	Always vote	Usually vote	Smtms vote	Rarely vote
Republican candidate	32%	43%	45%	46%	46%	52%	54%	61%	37%	53%	46%	54%	93%	2%	57%	52%	12%	44%	51%	46%	50%	50%	68%	50%	37%	26%	36%	52%	50%	48%	49%	49%	44%
Democratic candidate	60%	53%	51%	50%	48%	43%	42%	39%	58%	46%	50%	40%	4%	98%	32%	44%	82%	52%	45%	50%	47%	46%	29%	47%	56%	70%	15%	23%	27%	49%	45%	46%	50%
Definitely the Republican candidate	22%	35%	39%	40%	37%	46%	47%	52%	30%	42%	41%	47%	85%	1%	42%	44%	11%	39%	42%	39%	42%	40%	64%	40%	27%	20%	14%	28%	28%	43%	37%	36%	35%
Probably the Republican candidate	10%	9%	5%	5%	9%	7%	7%	9%	7%	10%	5%	7%	8%	1%	15%	8%	2%	5%	9%	8%	8%	10%	3%	10%	9%	7%	22%	23%	22%	5%	12%	13%	9%
Probably the Democratic candidate	16%	8%	6%	6%	11%	7%	5%	7%	10%	5%	7%	7%	2%	12%	7%	6%	18%	7%	8%	7%	8%	8%	7%	6%	4%	11%	8%	11%	10%	6%	10%	17%	10%
Definitely the Democratic candidate	44%	45%	45%	45%	38%	36%	37%	32%	48%	41%	43%	33%	3%	86%	25%	38%	65%	45%	37%	43%	39%	38%	22%	41%	52%	60%	7%	12%	17%	43%	35%	29%	40%
Unsure	8%	4%	5%	4%	6%	4%	4%	0%	5%	1%	4%	5%	2%	0%	11%	4%	5%	5%	4%	4%	4%	4%	3%	7%	3%	49%	25%	23%	3%	6%	4%	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?
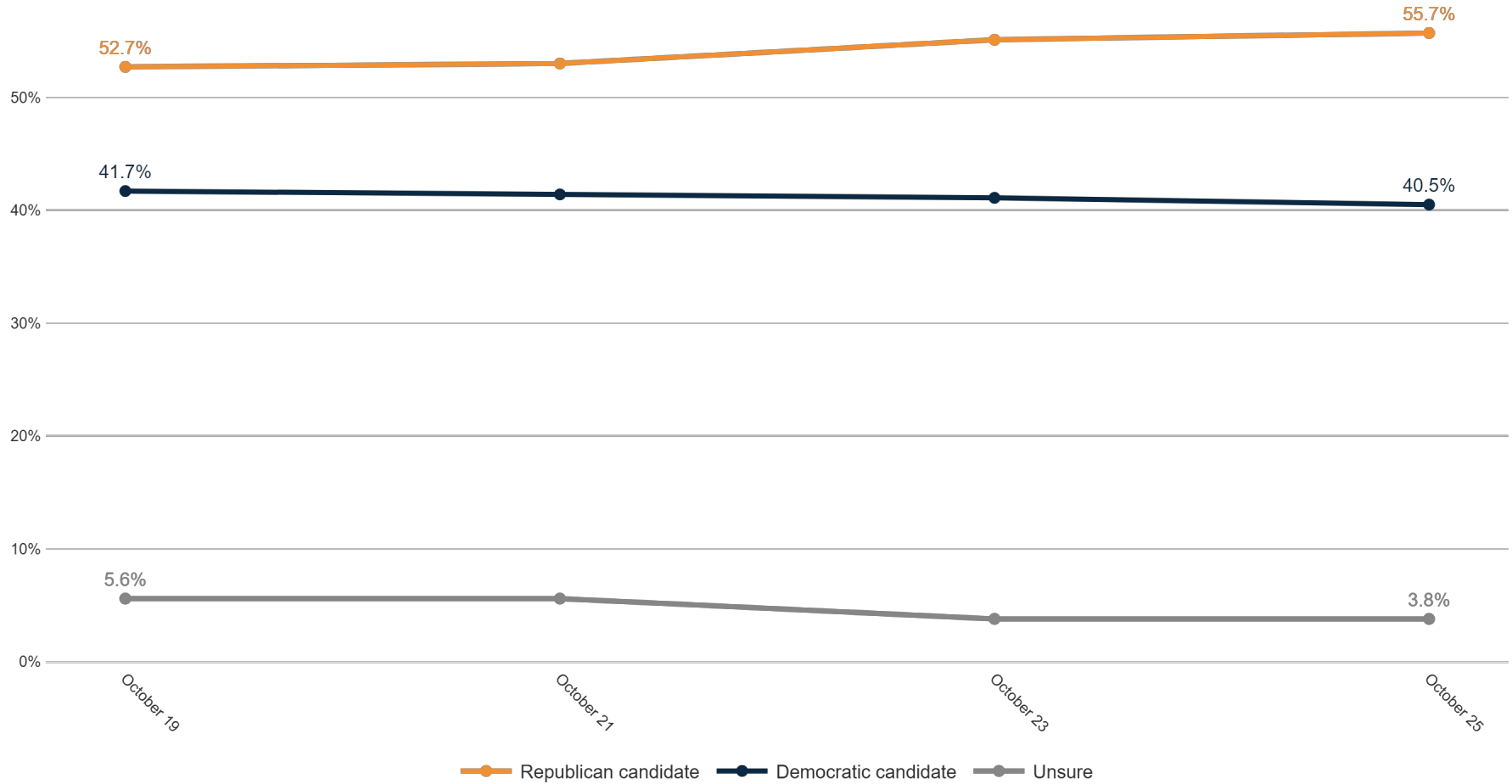
CYGNAL

Trend: Generic Congressional Ballot

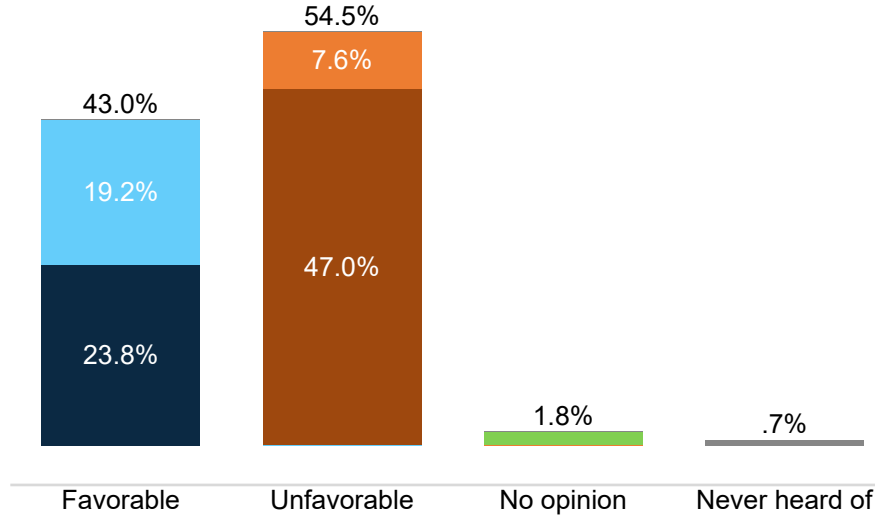# MRP Estimates: Generic Congressional Ballot

Republican candidate — 52.7% (October 19), 55.7% (October 25)
Democratic candidate — 41.7% (October 19), 40.5% (October 25)
Unsure — 5.6% (October 19), 3.8% (October 25)

CYGNAL

Joe Biden Image

Favorable: 43.0% (Very favorable 23.8%, Somewhat favorable 19.2%)
Unfavorable: 54.5% (Very unfavorable 47.0%, Somewhat unfavorable 7.6%)
No opinion: 1.8%
Never heard of: .7%

	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%	46%	45%	47%	47%	39%	38%	37%	53%	41%	43%	37%	4%	89%	28%	39%	79%	45%	42%	46%	41%	44%	25%	42%	52%	60%	13%	14%	17%	45%	38%	41%	41%
Unfavorable Total	48%	54%	53%	51%	53%	57%	60%	60%	44%	57%	53%	61%	94%	10%	68%	59%	17%	52%	56%	53%	57%	54%	72%	56%	46%	38%	76%	75%	76%	53%	59%	51%	57%
Very favorable	19%	24%	20%	32%	22%	16%	22%	30%	32%	23%	24%	18%	1%	53%	12%	20%	53%	25%	23%	28%	20%	26%	14%	25%	29%	29%	2%	4%	4%	28%	11%	16%	21%
Somewhat favorable	27%	22%	26%	15%	25%	22%	16%	7%	21%	18%	19%	19%	2%	36%	16%	19%	26%	21%	18%	18%	21%	18%	10%	17%	23%	31%	11%	10%	13%	16%	27%	25%	19%
Somewhat unfavorable	14%	12%	6%	10%	10%	5%	4%	3%	9%	6%	9%	6%	7%	7%	9%	9%	1%	7%	8%	7%	8%	10%	5%	7%	7%	10%	16%	17%	15%	6%	11%	13%	7%
Very unfavorable	34%	41%	47%	41%	42%	53%	55%	57%	35%	51%	44%	55%	87%	3%	59%	50%	16%	45%	48%	46%	48%	45%	67%	49%	39%	28%	60%	58%	62%	47%	48%	38%	50%
No opinion	5%	0%	1%	2%	1%	3%	2%	0%	3%	2%	2%	1%	1%	1%	4%	1%	4%	3%	1%	1%	2%	1%	2%	2%	2%	2%	7%	9%	5%	1%	3%	7%	2%
Never heard of	1%	0%	0%	0%	0%	1%	1%	3%	0%	0%	2%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	2%	0%	1%	0%	5%	1%	1%	1%	0%	0%	0%

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

CYGNAL

Trend: Joe Biden Image

| | Favorable Total | Unfavorable Total | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | No opinion | Never heard of |
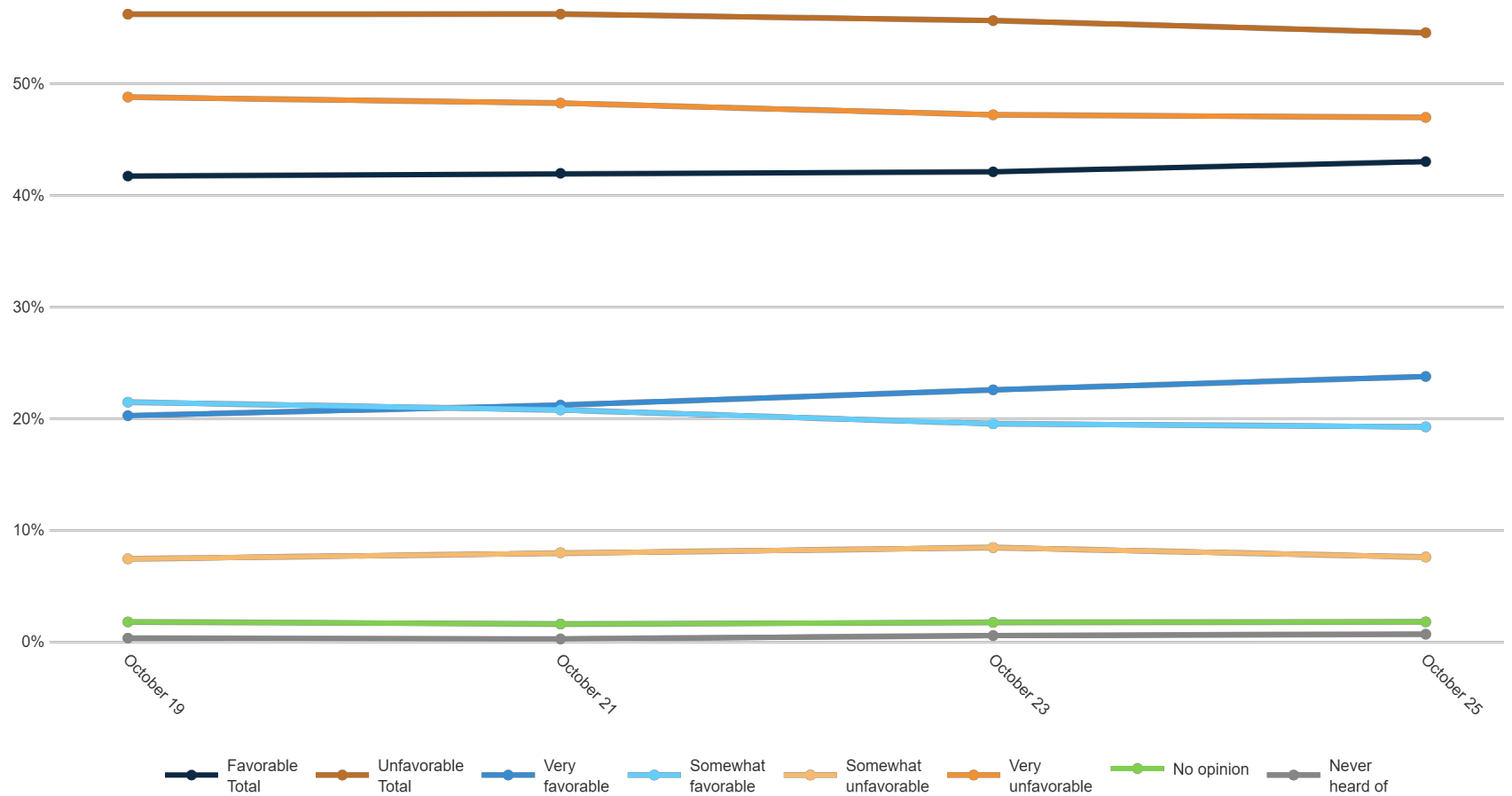
MRP Estimates: Joe Biden Image

Grand Rapids DMA

	October 19	October 21	October 23	October 25
Unfavorable	60.2%			63.2%
Favorable	38.5%			34.1%
No opinion	0.8%			0.6%
Never heard of	0.5%			2.1%

Favorable   Unfavorable   No opinion   Never heard of

CYGNAL

Donald Trump Image

Bar chart

- Favorable: 43.3% (15.5% light blue, 27.8% dark blue)
- Unfavorable: 54.0% (6.9% orange, 47.1% brown)
- No opinion: 2.4%
- Never heard of: .3%

	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	33%	39%	42%	40%	39%	47%	50%	52%	31%	45%	42%	52%	86%	6%	44%	46%	16%	40%	46%	44%	42%	41%	68%	44%	28%	23%	34%	50%	51%	43%	44%	44%	47%
Unfavorable Total	58%	59%	56%	59%	55%	48%	48%	48%	66%	53%	55%	46%	12%	93%	51%	52%	79%	57%	52%	55%	55%	57%	29%	54%	69%	75%	49%	43%	40%	55%	53%	52%	49%
Very favorable	20%	24%	26%	26%	25%	27%	32%	40%	22%	30%	29%	31%	60%	3%	23%	29%	12%	23%	31%	29%	25%	28%	45%	26%	18%	13%	15%	28%	26%	29%	23%	29%	28%
Somewhat favorable	13%	15%	17%	14%	14%	20%	18%	12%	9%	15%	13%	21%	26%	2%	21%	17%	4%	16%	15%	15%	17%	13%	23%	18%	11%	10%	18%	22%	25%	13%	21%	15%	19%
Somewhat unfavorable	8%	5%	6%	6%	10%	8%	5%	9%	9%	7%	4%	7%	6%	5%	10%	7%	7%	5%	9%	7%	8%	7%	4%	9%	12%	8%	20%	13%	9%	6%	9%	15%	10%
Very unfavorable	50%	54%	50%	53%	45%	40%	43%	40%	57%	46%	51%	39%	6%	88%	40%	45%	73%	53%	43%	48%	47%	49%	25%	46%	57%	68%	29%	29%	31%	49%	44%	36%	38%
No opinion	8%	2%	1%	1%	5%	4%	2%	0%	2%	1%	3%	2%	1%	2%	5%	2%	4%	3%	2%	1%	3%	2%	3%	2%	2%	2%	13%	6%	8%	2%	3%	4%	3%
Never heard of	1%	0%	0%	0%	1%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	4%	1%	1%	0%	0%	0%	2%

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

CYGNAL

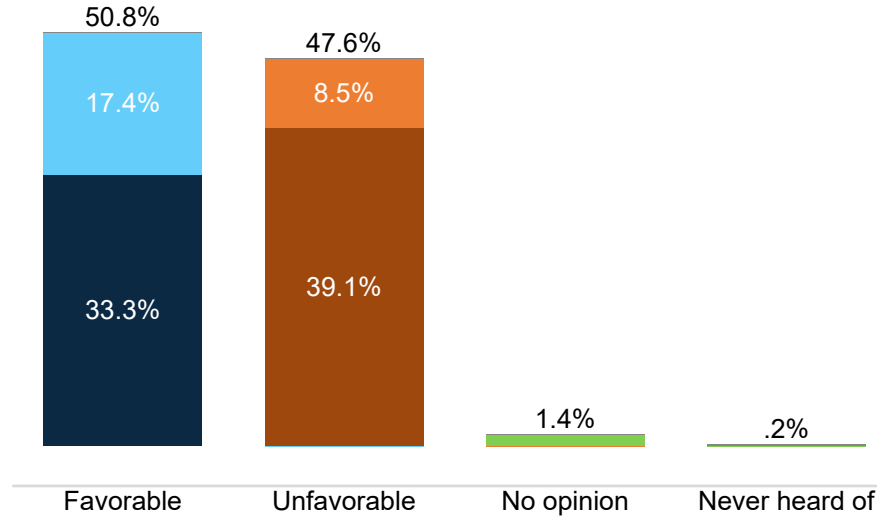# Trend: Donald Trump Image
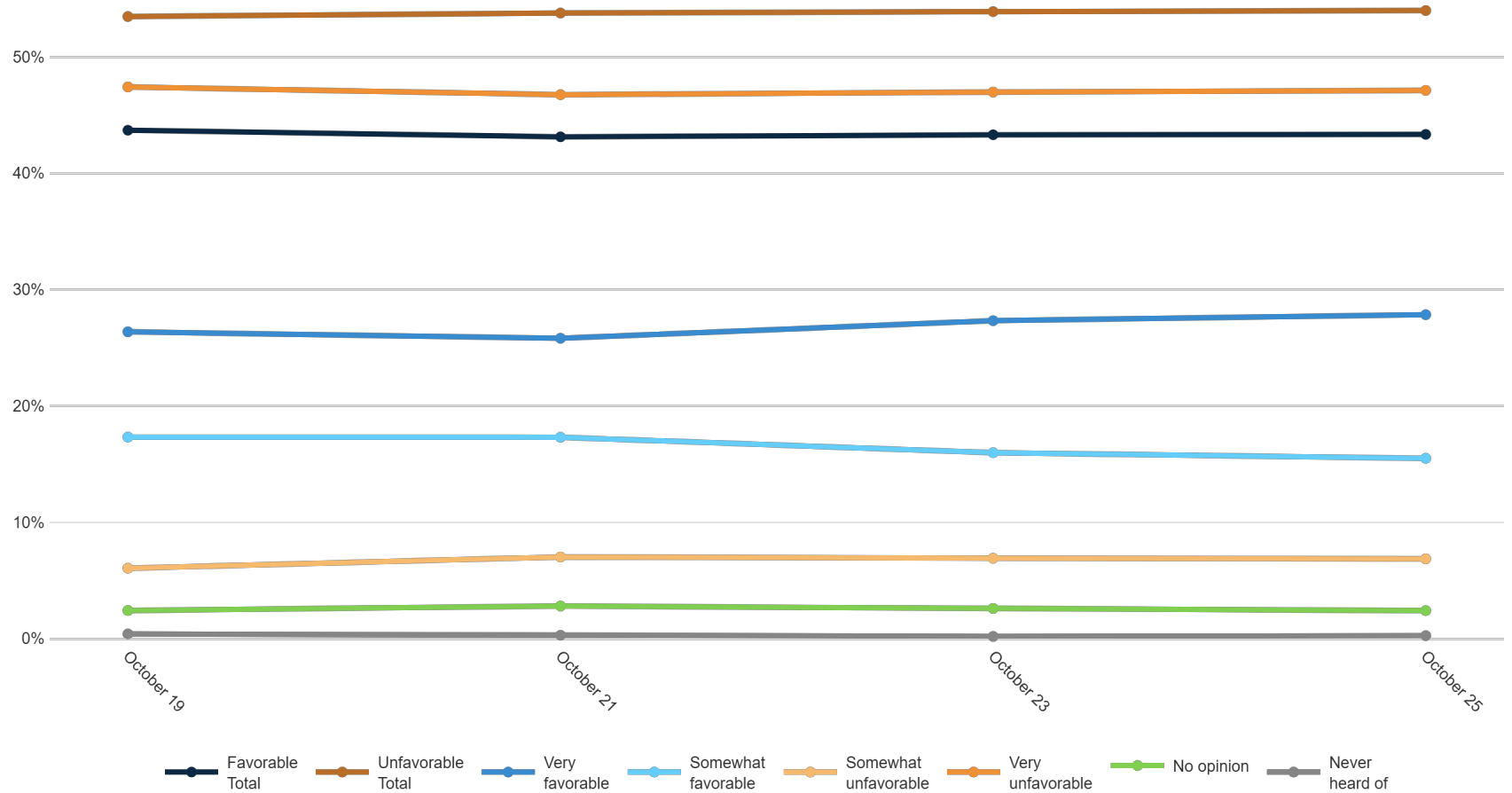
MRP Estimates: Donald Trump Image

50%
40%
30%
20%
10%
0%

49.0%
1.6%
0.3%

50.8%
46.8%
1.8%
0.6%

October 19   October 21   October 23   October 25

● Favorable   ● Unfavorable   ● No opinion   ● Never heard of

CYGNAL

Gretchen Whitmer Image

Bar chart:
- Favorable: 50.8% (Very favorable 33.3%, Somewhat favorable 17.4%)
- Unfavorable: 47.6% (Very unfavorable 39.1%, Somewhat unfavorable 8.5%)
- No opinion: 1.4%
- Never heard of: .2%

	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	61%	52%	52%	60%	56%	44%	42%	39%	62%	48%	50%	45%	9%	93%	42%	48%	82%	52%	50%	55%	48%	51%	32%	49%	64%	71%	19%	38%	39%	51%	52%	49%	50%
Unfavorable Total	34%	46%	46%	38%	43%	53%	56%	61%	36%	52%	49%	53%	90%	6%	55%	51%	13%	46%	48%	44%	51%	48%	65%	50%	34%	28%	65%	52%	50%	48%	45%	46%	48%
Very favorable	32%	35%	35%	39%	34%	28%	30%	31%	46%	31%	34%	26%	2%	71%	20%	30%	65%	35%	33%	37%	31%	32%	20%	33%	47%	47%	3%	11%	12%	38%	23%	19%	31%
Somewhat favorable	29%	17%	18%	21%	22%	16%	12%	8%	16%	17%	15%	19%	8%	22%	23%	18%	17%	17%	18%	18%	18%	19%	12%	16%	17%	24%	17%	27%	27%	13%	29%	29%	19%
Somewhat unfavorable	12%	9%	8%	8%	7%	6%	9%	9%	6%	10%	9%	9%	14%	3%	10%	9%	3%	8%	9%	9%	8%	10%	7%	10%	9%	7%	44%	20%	15%	6%	13%	15%	17%
Very unfavorable	22%	38%	39%	30%	37%	47%	47%	52%	29%	41%	40%	44%	76%	3%	45%	42%	10%	38%	40%	34%	43%	38%	58%	41%	25%	21%	21%	32%	35%	42%	33%	31%	31%
No opinion	3%	1%	1%	2%	1%	1%	2%	0%	2%	1%	1%	2%	1%	1%	3%	1%	5%	2%	1%	1%	1%	1%	2%	1%	1%	1%	9%	8%	8%	1%	3%	5%	2%
Never heard of	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	6%	2%	2%	0%	0%	0%	1%	

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

CYGNAL

Trend: Gretchen Whitmer Image

Legend: Favorable Total, Unfavorable Total, Very favorable, Somewhat favorable, Somewhat unfavorable, Very unfavorable, No opinion, Never heard of

CYGNAL
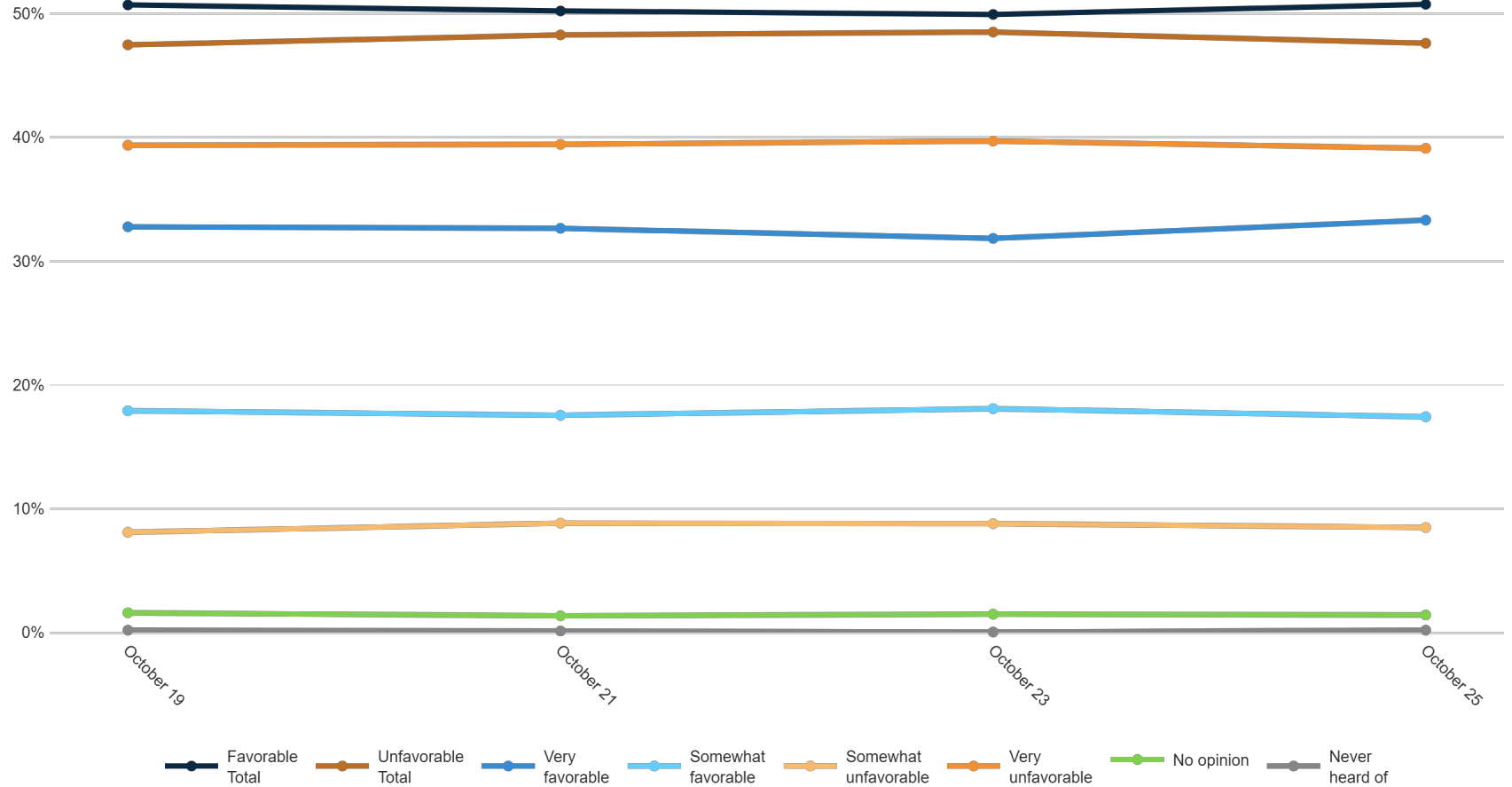
MRP Estimates: Gretchen Whitmer Image

Voter Group

Grand Rapids DMA

Legend: Favorable, Unfavorable, No opinion, Never heard of

Data points:
- Unfavorable: 52.2% (October 19), 58.5% (October 25)
- Favorable: 46.0% (October 19), 41.0% (October 25)
- No opinion: 1.2%, 0.6%, 0.3%
- Never heard of values near 0%

CYGNAL
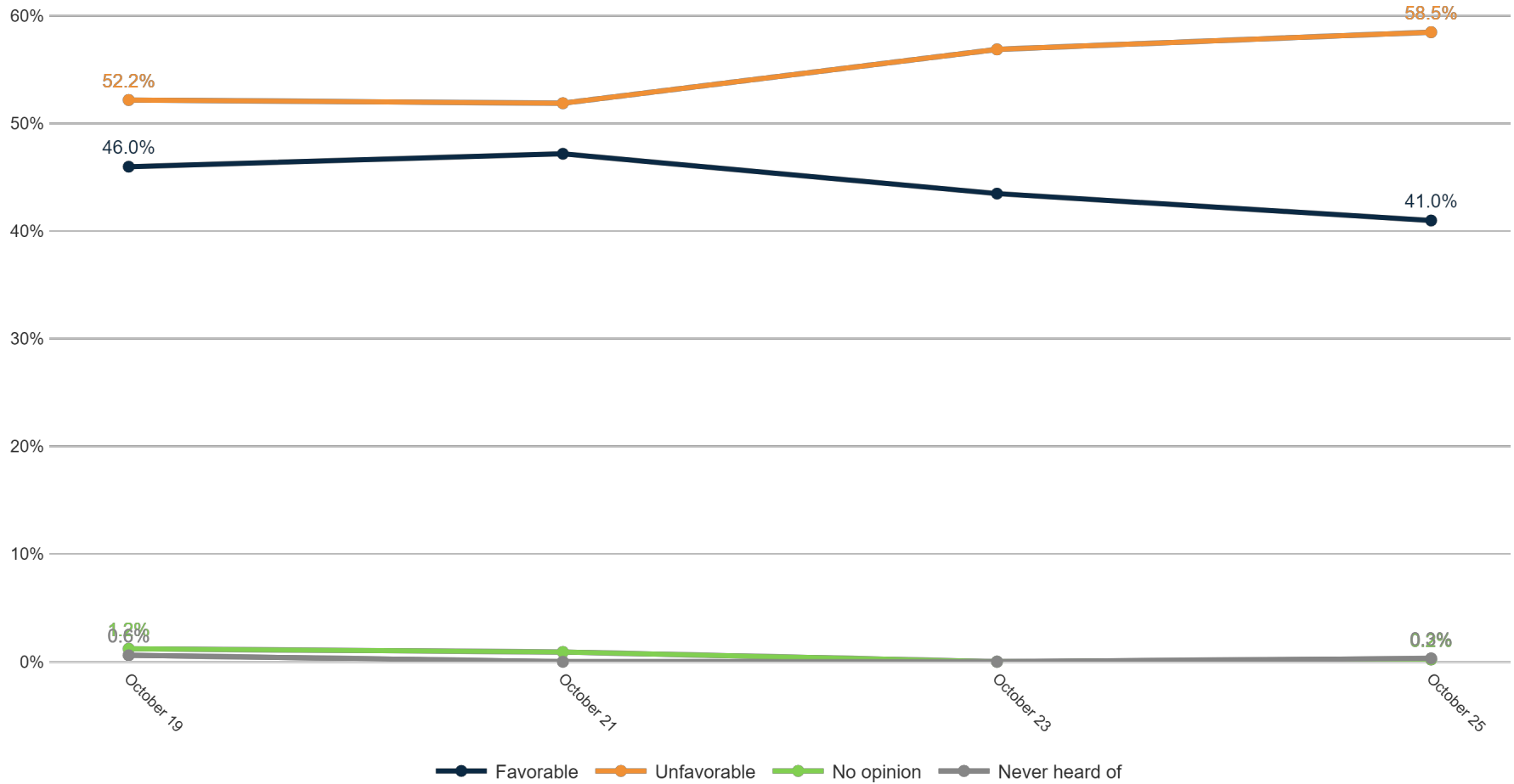
Tudor Dixon Image

Fielding Date | October 25

	Favorable	Unfavorable	No opinion	Never heard of
	43.9%	49.8%	3.6%	2.8%
	19.3%	8.7%		
	24.6%	41.1%		

	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	28%	37%	39%	40%	51%	51%	49%	55%	34%	47%	40%	51%	84%	6%	48%	47%	17%	43%	45%	41%	45%	44%	66%	42%	30%	24%	19%	32%	31%	45%	41%	44%	40%
Unfavorable Total	52%	56%	56%	58%	42%	44%	44%	40%	58%	47%	56%	42%	12%	87%	45%	48%	69%	51%	49%	52%	49%	49%	28%	52%	64%	68%	40%	47%	45%	50%	52%	53%	44%
Very favorable	13%	17%	20%	27%	22%	27%	29%	36%	16%	25%	25%	30%	54%	3%	20%	26%	9%	24%	25%	26%	21%	22%	43%	23%	15%	10%	4%	9%	9%	26%	21%	20%	19%
Somewhat favorable	15%	20%	18%	13%	29%	24%	21%	19%	17%	23%	15%	21%	30%	3%	28%	21%	8%	19%	20%	15%	25%	23%	23%	19%	15%	15%	15%	22%	22%	19%	20%	24%	21%
Somewhat unfavorable	6%	7%	7%	8%	11%	8%	11%	10%	8%	5%	10%	9%	6%	9%	12%	8%	12%	8%	10%	9%	9%	11%	5%	11%	11%	9%	21%	14%	15%	7%	12%	20%	10%
Very unfavorable	46%	49%	49%	50%	31%	36%	32%	30%	49%	42%	46%	33%	7%	77%	34%	40%	57%	44%	39%	43%	40%	39%	23%	41%	53%	60%	19%	33%	30%	43%	40%	32%	34%
No opinion	9%	4%	5%	2%	4%	3%	3%	2%	4%	3%	4%	4%	3%	2%	5%	4%	2%	4%	3%	4%	3%	4%	3%	4%	4%	4%	20%	12%	13%	4%	2%	4%	9%
Never heard of	10%	3%	0%	0%	3%	2%	4%	3%	5%	3%	0%	3%	1%	5%	2%	1%	12%	2%	3%	3%	3%	2%	3%	2%	2%	4%	22%	9%	12%	2%	5%	0%	7%

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

CYGNAL

Trend: Tudor Dixon Image

Legend: Favorable Total | Unfavorable Total | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | No opinion | Never heard of

CYGNAL
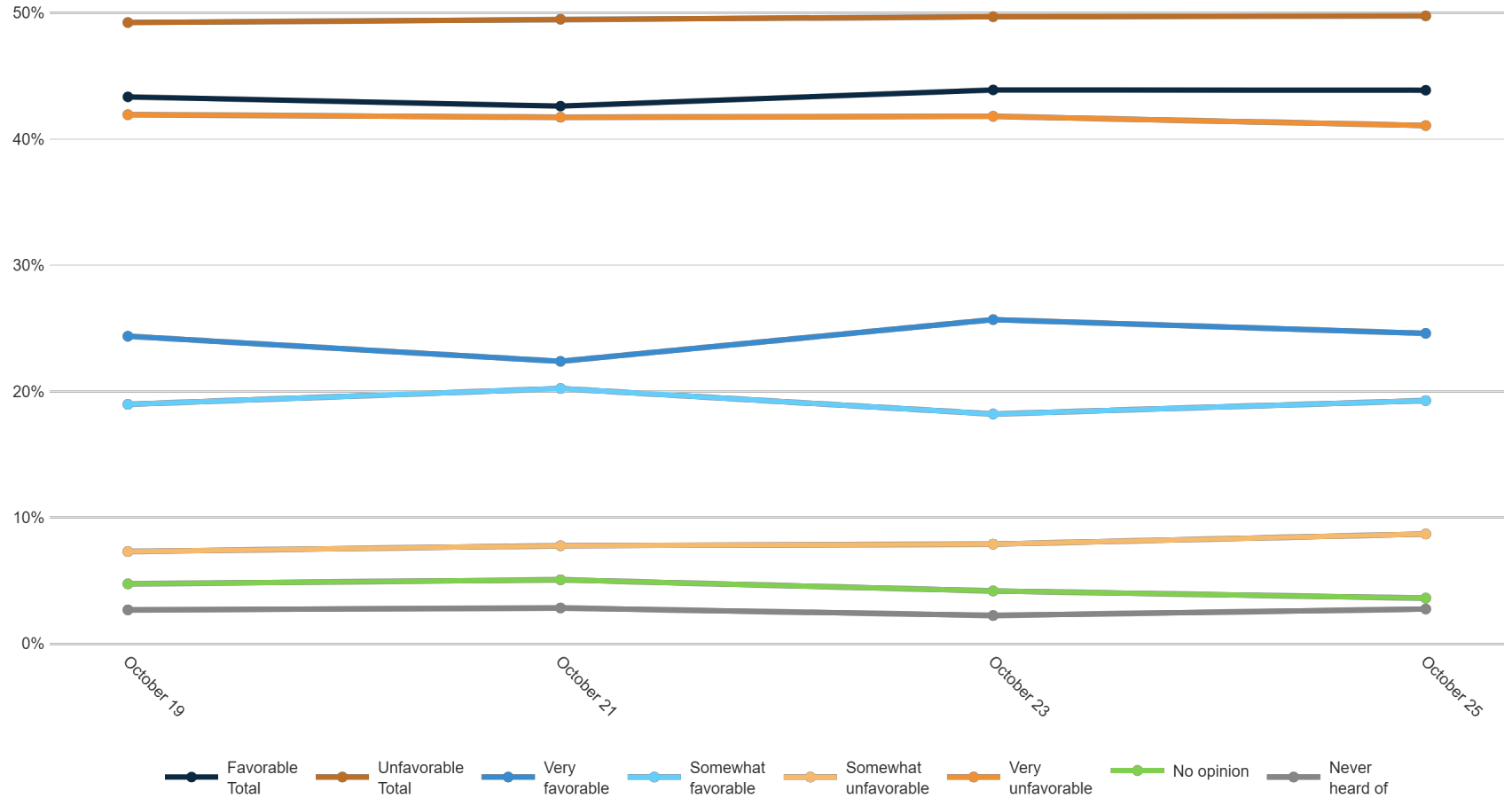
MRP Estimates: Tudor Dixon Image

Voter Group

Grand Rapids DMA

50.3%

46.5%

46.5%

4.7%

2.5%

2.7%

0.5%

50%

40%

30%

20%

10%

0%

October 19

October 21

October 23

October 25

● Favorable ● Unfavorable ● No opinion ● Never heard of

CYGNAL
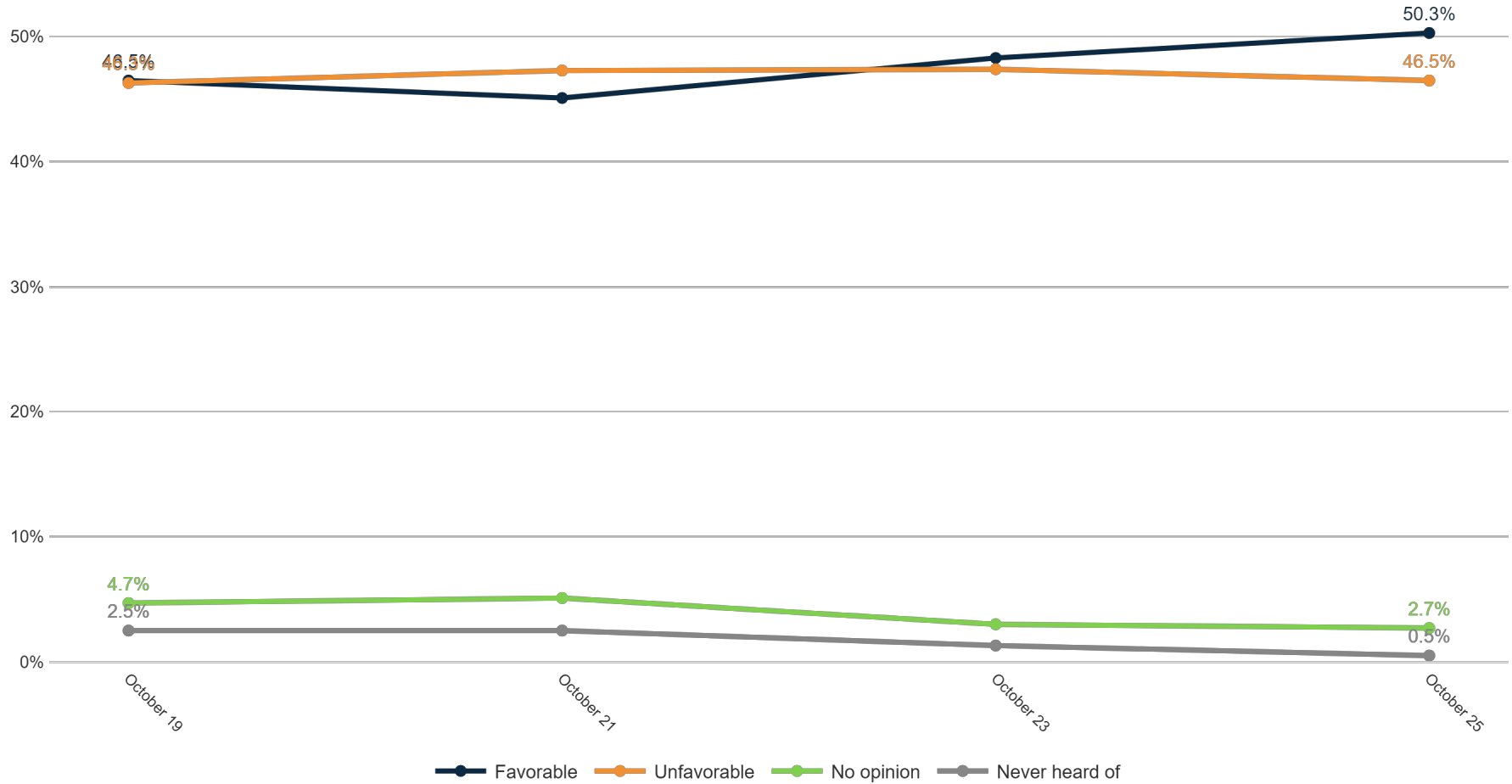
Top Priority

Fielding Date October 25

Bar chart:
- Inflation and the cost of living: 34.3%
- Women's right to choose abortion: 24.0%
- Jobs and economy: 12.3%
- Election integrity: 5.4%
- Crime and public safety: 5.2%
- Illegal immigration and the border: 5.1%
- Healthcare: 4.8%
- Gun control: 4.0%
- Parental rights in education: 3.0%
- Don't know: 1.9%

	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	31%	32%	38%	29%	28%	32%	42%	38%	25%	37%	35%	39%	47%	20%	39%	35%	29%	32%	36%	36%	32%	29%	41%	42%	30%	27%	39%	35%	32%	33%	40%	30%	28%
Women's right to choose abortion	38%	32%	27%	25%	23%	20%	14%	17%	27%	24%	26%	21%	6%	46%	17%	24%	26%	26%	23%	24%	25%	23%	13%	17%	37%	40%	22%	19%	23%	25%	22%	15%	26%
Jobs and economy	6%	13%	10%	7%	14%	21%	18%	12%	17%	11%	10%	11%	16%	9%	13%	12%	16%	15%	11%	9%	15%	18%	14%	9%	8%	10%	13%	18%	14%	11%	14%	17%	15%
Election integrity	0%	2%	5%	9%	3%	6%	8%	5%	5%	7%	4%	6%	5%	4%	8%	6%	1%	7%	4%	5%	6%	5%	7%	6%	4%	5%	4%	3%	7%	6%	4%	5%	3%
Crime and public safety	3%	3%	4%	10%	9%	4%	2%	5%	7%	3%	4%	5%	6%	5%	5%	4%	10%	4%	6%	7%	4%	8%	6%	4%	7%	2%	5%	4%	6%	5%	6%	3%	7%
Illegal immigration and the border	3%	2%	5%	12%	1%	1%	3%	8%	4%	5%	7%	5%	10%	1%	5%	6%	0%	3%	6%	7%	4%	6%	6%	8%	3%	2%	4%	7%	6%	5%	5%	6%	5%
Healthcare	6%	4%	4%	3%	7%	2%	7%	8%	6%	8%	3%	4%	2%	8%	4%	3%	13%	4%	5%	6%	4%	4%	4%	5%	3%	6%	3%	2%	3%	5%	3%	9%	8%
Gun control	4%	4%	3%	3%	5%	7%	5%	3%	6%	1%	4%	4%	2%	5%	4%	4%	3%	4%	4%	2%	6%	3%	3%	4%	4%	5%	2%	4%	4%	4%	2%	10%	3%
Parental rights in education	8%	5%	1%	1%	9%	4%	0%	2%	2%	3%	5%	3%	5%	1%	3%	3%	0%	3%	3%	3%	4%	4%	3%	1%	1%	0%	5%	3%	3%	2%	4%	2%	
Don't know	1%	3%	2%	2%	1%	3%	1%	2%	1%	1%	3%	2%	1%	3%	2%	1%	2%	2%	2%	1%	2%	1%	2%	1%	1%	8%	3%	4%	2%	2%	1%	4%	

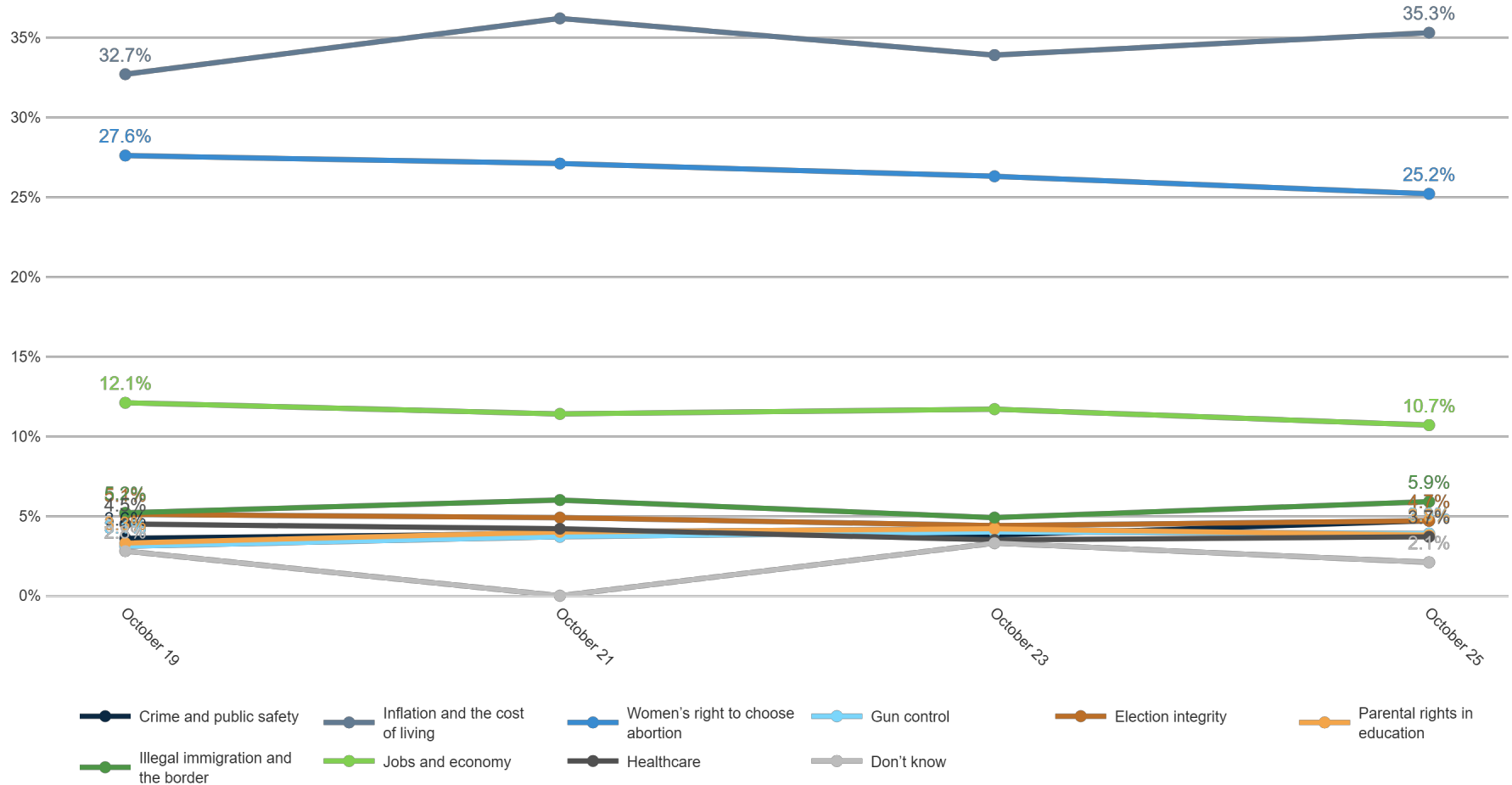*From the following list, which issue is personally most important to you that would decide your vote for government?*
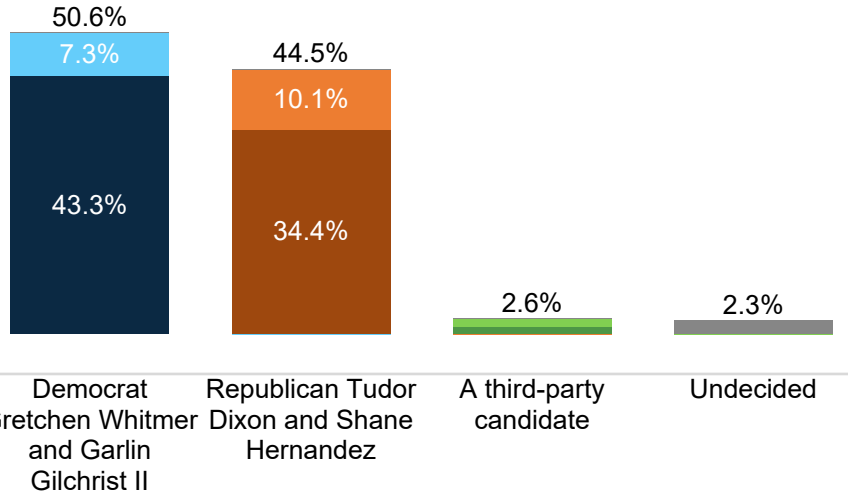
CYGNAL

Trend: Top Priority

Legend:
- Inflation and the cost of living
- Women's right to choose abortion
- Jobs and economy
- Election integrity
- Crime and public safety
- Illegal immigration and the border
- Healthcare
- Gun control
- Parental rights in education
- Don't know

CYGNAL
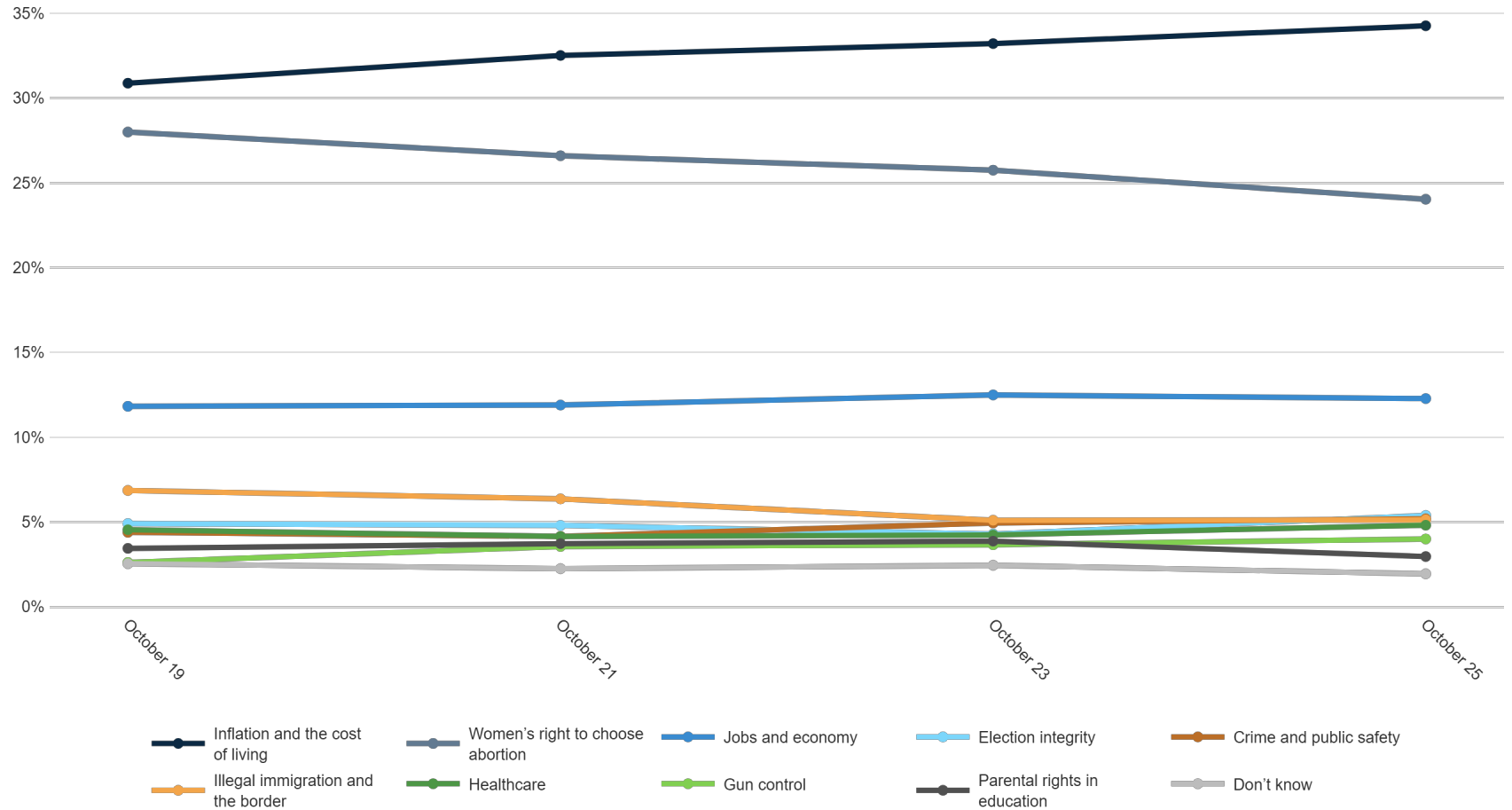
MRP Estimates: Top Priority

Grand Rapids DMA

Legend:
- Crime and public safety
- Inflation and the cost of living
- Women's right to choose abortion
- Gun control
- Election integrity
- Parental rights in education
- Illegal immigration and the border
- Jobs and economy
- Healthcare
- Don't know

Data labels visible:
- 32.7% (October 19, Inflation)
- 35.3% (October 25, Inflation)
- 27.6% (October 19, Women's right to choose abortion)
- 25.2% (October 25, Women's right to choose abortion)
- 12.1% (October 19, Jobs and economy)
- 10.7% (October 25, Jobs and economy)
- 5.2% (October 19)
- 5.9% (October 25)
- 4.7% (October 25)
- 3.7% (October 25)
- 2.1% (October 25)

CYGNAL

Governor Ballot

Bar chart:
- Democrat Gretchen Whitmer and Garlin Gilchrist II: 50.6% (7.3% / 43.3%)
- Republican Tudor Dixon and Shane Hernandez: 44.5% (10.1% / 34.4%)
- A third-party candidate: 2.6%
- Undecided: 2.3%

	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	64%	55%	54%	56%	52%	46%	43%	38%	63%	48%	51%	43%	9%	97%	39%	47%	86%	53%	49%	54%	49%	51%	30%	50%	63%	71%	38%	39%	51%	49%	53%	50%
Republican Tudor Dixon and Shane Hernandez	22%	42%	41%	42%	41%	47%	53%	59%	33%	49%	44%	51%	87%	2%	51%	48%	11%	42%	47%	42%	47%	46%	66%	46%	32%	23%	33%	33%	46%	44%	37%	35%
A third-party candidate	6%	2%	2%	1%	6%	4%	1%	3%	3%	1%	2%	3%	2%	1%	5%	2%	2%	2%	3%	3%	2%	2%	3%	2%	3%	3%	3%	7%	2%	4%	5%	8%
Definitely Democrat Gretchen Whitmer and Garlin Gilchrist II	49%	47%	48%	50%	40%	37%	35%	37%	55%	42%	45%	35%	5%	88%	29%	41%	72%	48%	40%	46%	42%	45%	23%	43%	57%	61%	19%	23%	46%	37%	33%	40%
Probably Democrat Gretchen Whitmer and Garlin Gilchrist II	15%	8%	6%	5%	12%	9%	8%	1%	8%	6%	6%	8%	4%	8%	10%	6%	15%	6%	9%	7%	7%	6%	7%	7%	6%	10%	19%	16%	5%	12%	20%	10%
Definitely Republican Tudor Dixon and Shane Hernandez	16%	30%	31%	34%	29%	37%	41%	50%	25%	37%	38%	38%	74%	1%	33%	38%	7%	35%	34%	31%	37%	37%	53%	35%	21%	15%	15%	11%	38%	27%	28%	23%
Probably Republican Tudor Dixon and Shane Hernandez	6%	12%	10%	8%	12%	10%	12%	10%	8%	12%	6%	13%	13%	1%	18%	10%	4%	7%	12%	10%	10%	9%	12%	11%	11%	8%	18%	22%	8%	16%	8%	11%
Definitely a third-party candidate	2%	1%	1%	0%	4%	1%	1%	1%	2%	1%	2%	1%	1%	0%	3%	1%	1%	1%	1%	1%	1%	0%	1%	1%	3%	2%	2%	2%	1%	2%	2%	2%
Probably a third-party candidate	4%	1%	1%	0%	2%	3%	1%	2%	1%	0%	1%	3%	1%	0%	3%	1%	1%	1%	2%	1%	2%	2%	1%	0%	2%	1%	5%	1%	1%	2%	3%	6%
Undecided	7%	1%	3%	1%	2%	3%	3%	0%	2%	2%	2%	3%	0%	4%	2%	2%	1%	3%	2%	2%	2%	3%	1%	3%	2%	3%	25%	20%	1%	4%	5%	7%

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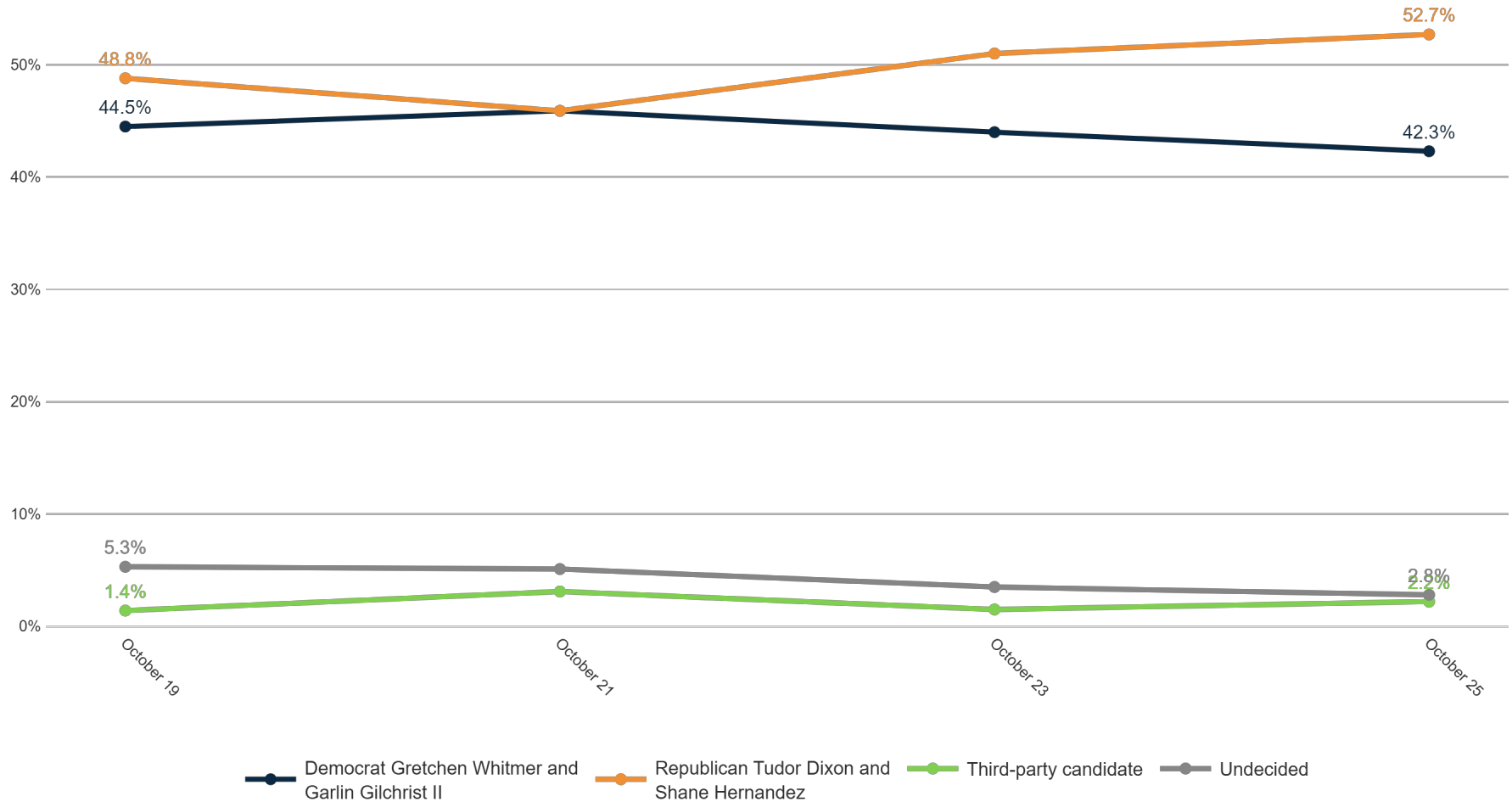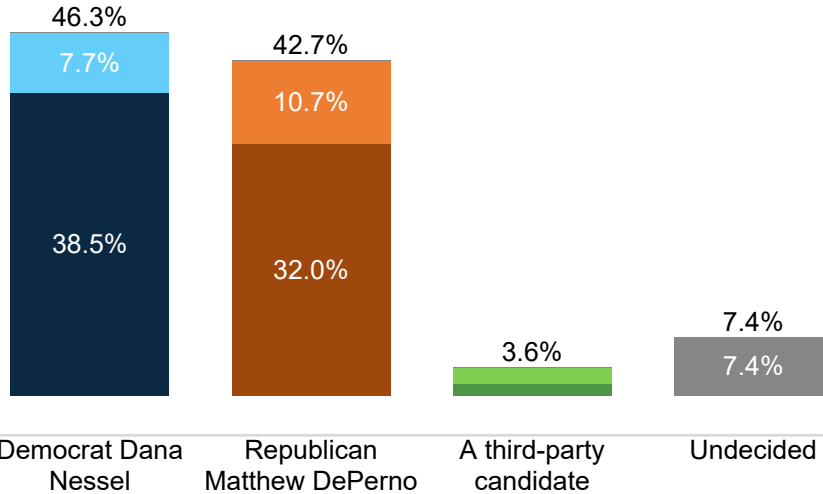
CYGNAL

Trend: Governor Ballot

Legend:
- Democrat Gretchen Whitmer and Garlin Gilchrist II
- Republican Tudor Dixon and Shane Hernandez
- A third-party candidate
- Definitely Democrat Gretchen Whitmer and Garlin Gilchrist II
- Probably Democrat Gretchen Whitmer and Garlin Gilchrist II
- Definitely Republican Tudor Dixon and Shane Hernandez
- Probably Republican Tudor Dixon and Shane Hernandez
- Definitely a third-party candidate
- Probably a third-party candidate
- Undecided

CYGNAL

MRP Estimates: Governor Ballot

Grand Rapids DMA

- Democrat Gretchen Whitmer and Garlin Gilchrist II
- Republican Tudor Dixon and Shane Hernandez
- Third-party candidate
- Undecided

CYGNAL

Attorney General Ballot

46.3% Democrat Dana Nessel — 7.7% / 38.5%

42.7% Republican Matthew DePerno — 10.7% / 32.0%

3.6% A third-party candidate

7.4% Undecided

	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	Smtms vote	Rarely vote
Democrat Dana Nessel	49%	51%	49%	52%	43%	44%	41%	38%	57%	43%	49%	38%	6%	93%	32%	44%	75%	49%	44%	49%	45%	48%	27%	46%	57%	64%	5%	11%	48%	42%	39%	42%
Republican Matthew DePerno	23%	38%	38%	41%	42%	44%	51%	58%	31%	43%	44%	50%	85%	2%	48%	46%	11%	41%	44%	40%	45%	45%	64%	42%	31%	21%	11%	21%	44%	42%	40%	34%
A third-party candidate	11%	4%	2%	0%	11%	5%	2%	2%	4%	6%	2%	3%	2%	2%	7%	3%	7%	4%	3%	3%	4%	2%	2%	3%	6%	6%	4%	7%	3%	5%	9%	6%
Definitely Democrat Dana Nessel	30%	44%	43%	45%	34%	35%	35%	36%	49%	38%	40%	31%	3%	81%	25%	37%	63%	43%	35%	42%	36%	42%	20%	39%	53%	53%	0%	6%	43%	31%	29%	24%
Probably Democrat Dana Nessel	19%	7%	7%	7%	9%	9%	6%	3%	9%	5%	9%	3%	11%	7%	7%	12%	6%	9%	7%	9%	6%	7%	7%	4%	11%	5%	5%	5%	11%	10%	17%
Definitely Republican Matthew DePerno	19%	29%	29%	29%	29%	34%	35%	48%	23%	32%	34%	37%	64%	2%	36%	35%	9%	32%	32%	30%	33%	34%	53%	27%	21%	14%	7%	10%	34%	29%	22%	27%
Probably Republican Matthew DePerno	4%	8%	10%	12%	13%	10%	16%	10%	7%	11%	9%	14%	21%	0%	12%	12%	2%	9%	12%	10%	12%	11%	11%	15%	10%	7%	5%	11%	10%	13%	18%	7%
Definitely a third-party candidate	4%	0%	1%	0%	9%	1%	0%	1%	2%	2%	0%	1%	1%	1%	2%	1%	4%	1%	1%	1%	2%	1%	1%	1%	1%	5%	2%	0%	2%	1%	2%	9%	2%
Probably a third-party candidate	7%	4%	1%	0%	2%	4%	1%	1%	2%	4%	1%	2%	1%	1%	5%	2%	3%	3%	2%	2%	3%	1%	1%	3%	2%	4%	4%	5%	2%	3%	0%	5%
Undecided	17%	7%	10%	7%	4%	8%	6%	2%	8%	7%	5%	8%	7%	3%	13%	7%	7%	5%	9%	6%	5%	6%	9%	6%	9%	79%	62%	5%	11%	12%	18%

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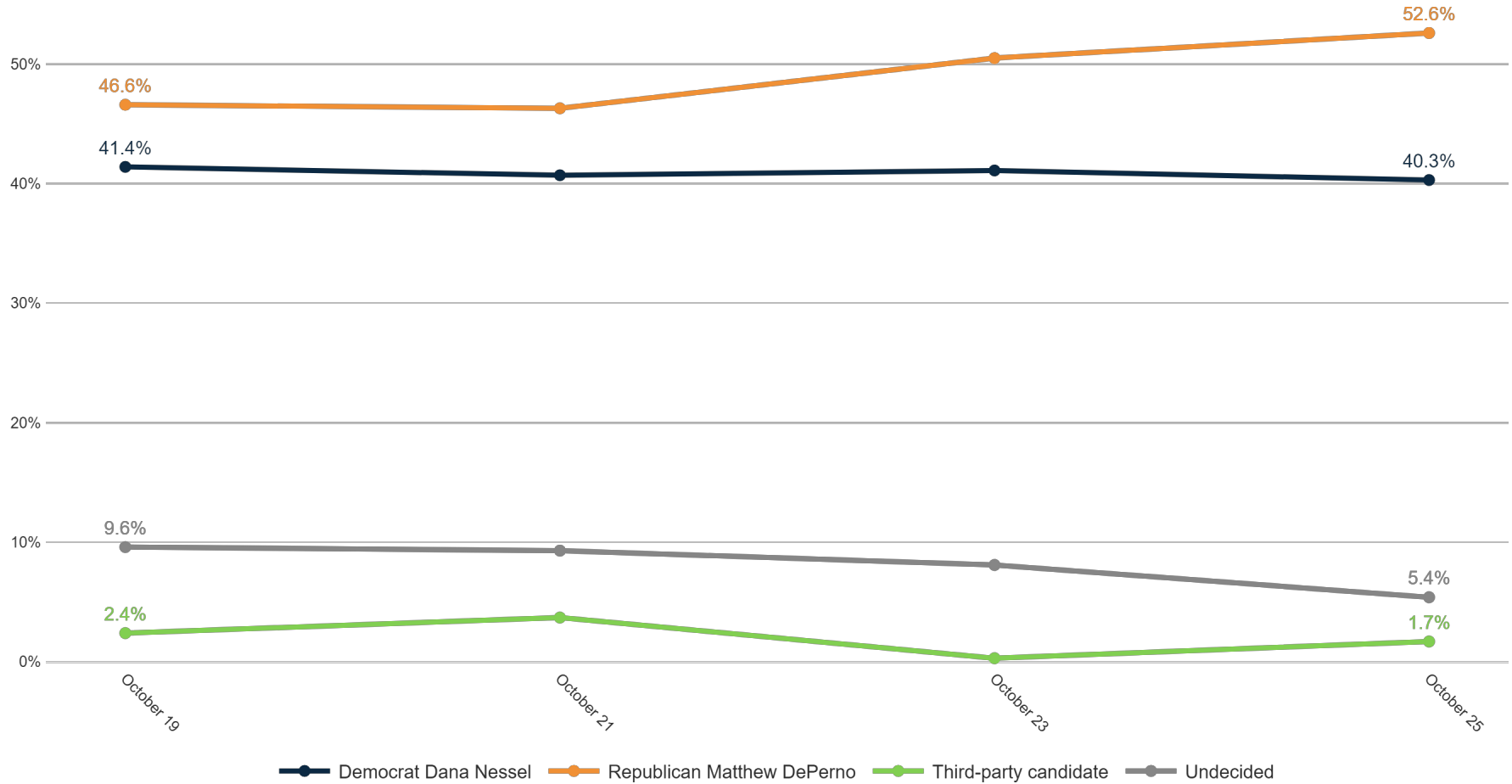
CYGNAL

Trend: Attorney General Ballot
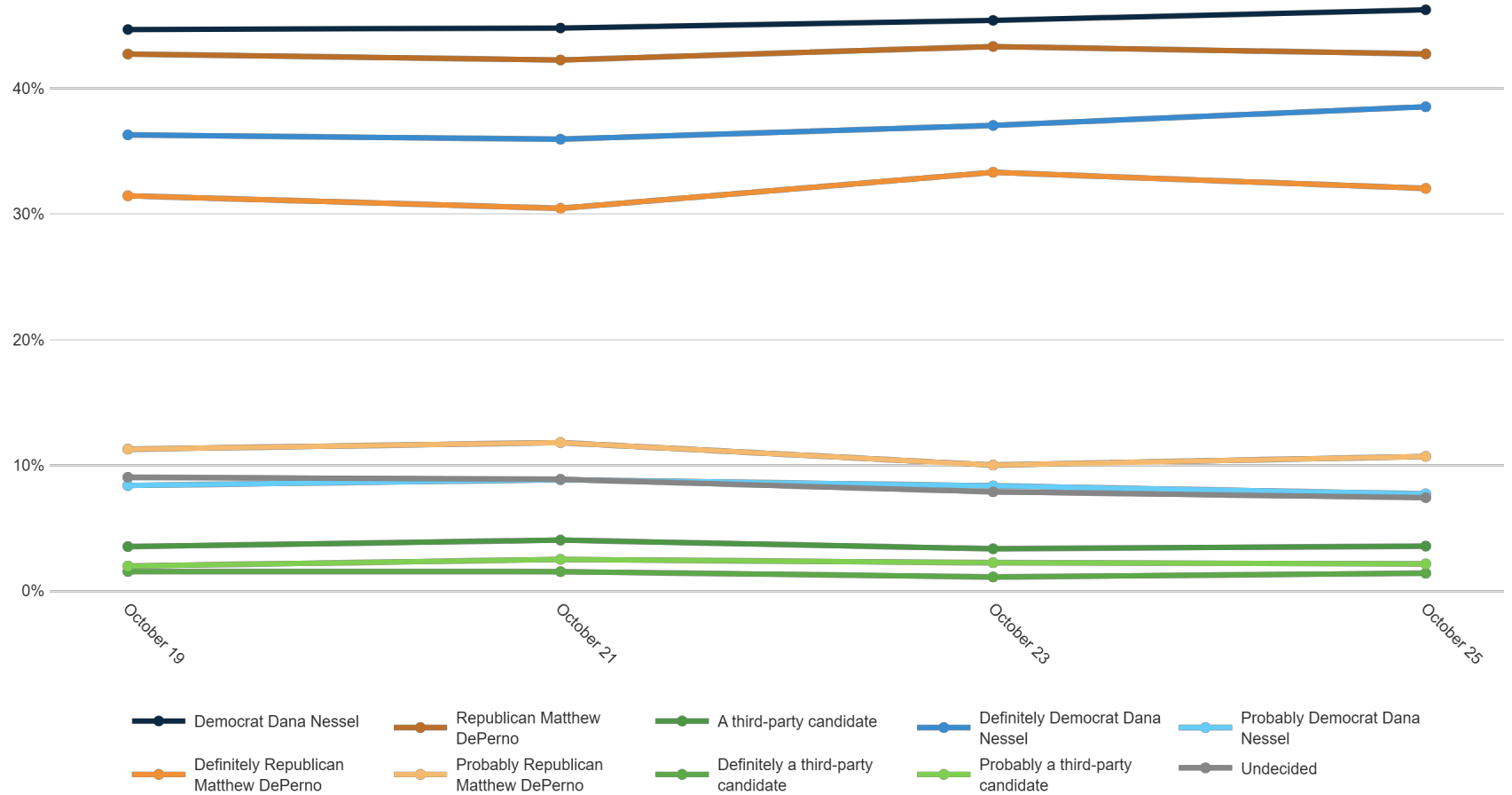
Legend:
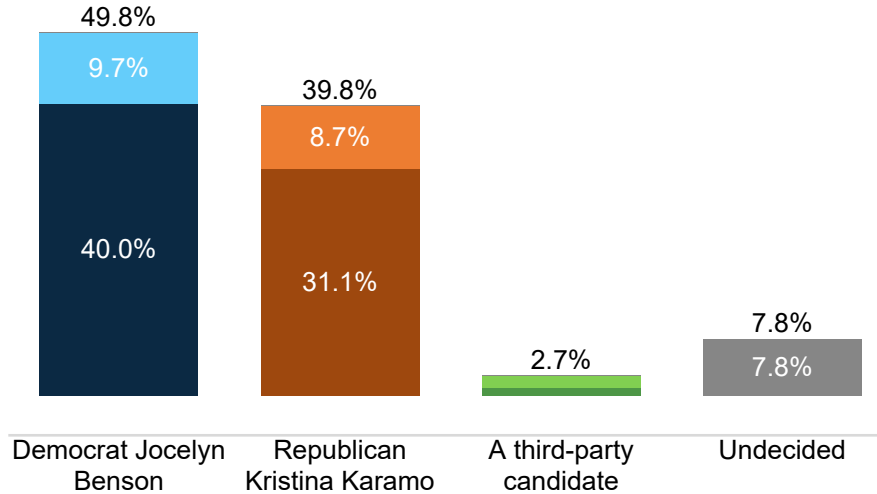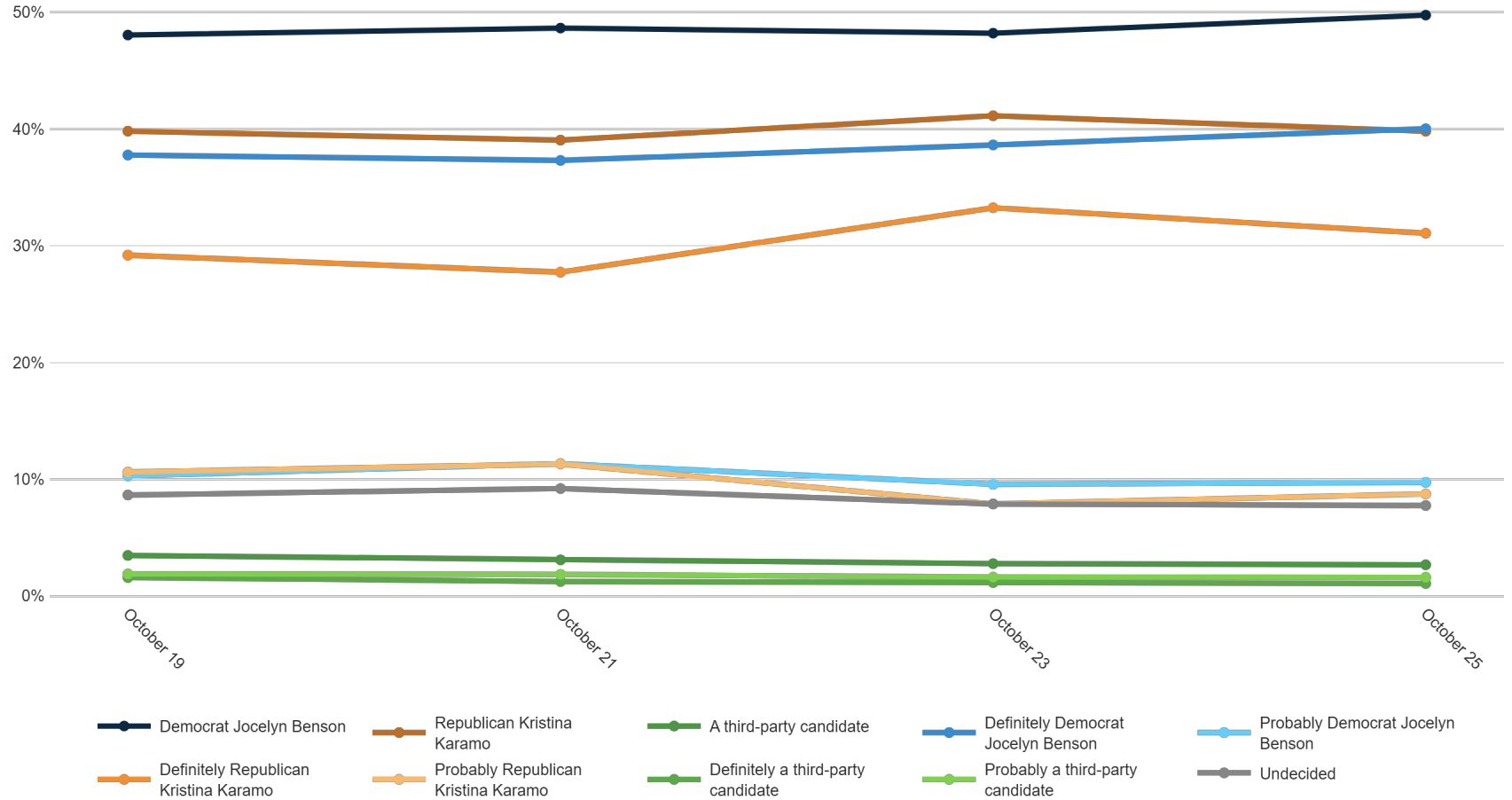- Democrat Dana Nessel
- Republican Matthew DePerno
- A third-party candidate
- Definitely Democrat Dana Nessel
- Probably Democrat Dana Nessel
- Definitely Republican Matthew DePerno
- Probably Republican Matthew DePerno
- Definitely a third-party candidate
- Probably a third-party candidate
- Undecided

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MRP Estimates: AG Ballot

Grand Rapids DMA

- Democrat Dana Nessel
- Republican Matthew DePerno
- Third-party candidate
- Undecided

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Secretary of State Ballot

	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	50%	56%	53%	56%	49%	43%	45%	43%	62%	49%	51%	41%	11%	92%	39%	47%	79%	52%	48%	51%	50%	50%	29%	51%	63%	68%	21%	21%	52%	44%	47%	47%
Republican Kristina Karamo	23%	35%	37%	38%	40%	44%	46%	51%	29%	40%	41%	47%	79%	3%	44%	43%	11%	38%	41%	37%	42%	41%	61%	39%	23%	21%	6%	13%	42%	39%	41%	25%
A third-party candidate	5%	3%	2%	0%	7%	5%	1%	2%	2%	3%	3%	3%	2%	1%	5%	3%	2%	3%	2%	3%	3%	1%	2%	3%	7%	2%	4%	1%	2%	4%	4%	4%
Definitely Democrat Jocelyn Benson	32%	45%	42%	48%	34%	36%	37%	39%	53%	39%	42%	31%	5%	81%	27%	38%	66%	45%	37%	43%	38%	43%	20%	41%	52%	56%	5%	8%	45%	31%	30%	27%
Probably Democrat Jocelyn Benson	18%	11%	11%	8%	15%	8%	8%	5%	9%	9%	9%	10%	6%	11%	11%	9%	13%	7%	12%	9%	11%	7%	9%	10%	11%	12%	16%	13%	8%	12%	16%	20%
Definitely Republican Kristina Karamo	16%	24%	25%	34%	27%	37%	32%	45%	23%	30%	31%	37%	64%	2%	32%	33%	10%	31%	31%	29%	32%	31%	53%	29%	19%	12%	0%	6%	33%	29%	36%	17%
Probably Republican Kristina Karamo	7%	10%	11%	4%	13%	7%	14%	6%	6%	10%	9%	10%	15%	1%	11%	9%	2%	7%	10%	8%	10%	10%	9%	11%	5%	9%	6%	7%	9%	10%	5%	8%
Definitely a third-party candidate	2%	1%	1%	0%	4%	2%	0%	1%	1%	2%	1%	1%	1%	0%	2%	1%	1%	1%	1%	1%	1%	0%	1%	1%	5%	1%	2%	1%	1%	1%	3%	1%
Probably a third-party candidate	3%	2%	1%	0%	3%	3%	1%	2%	1%	3%	1%	2%	1%	1%	3%	2%	1%	2%	1%	2%	2%	1%	1%	2%	2%	2%	2%	0%	1%	3%	1%	3%
Undecided	21%	7%	9%	6%	4%	7%	7%	4%	7%	8%	5%	9%	7%	4%	13%	7%	8%	7%	8%	9%	6%	8%	7%	7%	7%	9%	68%	64%	4%	14%	9%	24%

If the general election for Attorney General was held today, and you had to make a choice, who would you vote for?
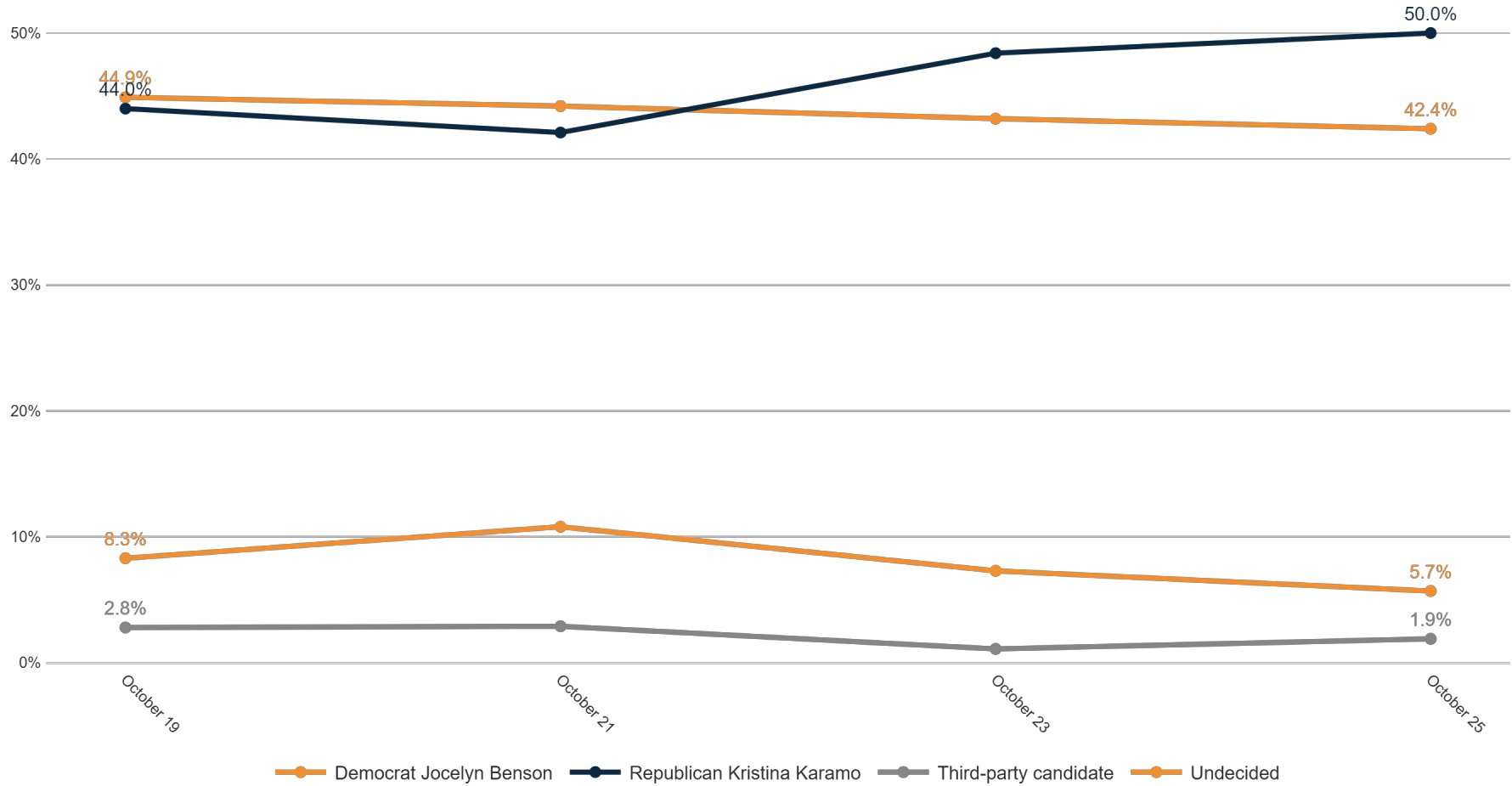
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Trend: Secretary of State Ballot

Legend:
- Democrat Jocelyn Benson
- Republican Kristina Karamo
- A third-party candidate
- Definitely Democrat Jocelyn Benson
- Probably Democrat Jocelyn Benson
- Definitely Republican Kristina Karamo
- Probably Republican Kristina Karamo
- Definitely a third-party candidate
- Probably a third-party candidate
- Undecided

MRP Estimates: SoS Ballot

Voter Group

Grand Rapids DMA

- ●— Democrat Jocelyn Benson
- ●— Republican Kristina Karamo
- ●— Third-party candidate
- ●— Undecided

Demographics

Sex

54.0% Female
46.0% Male

Age Range

18 - 34	16.8%
35 - 49	21.0%
50 - 64	30.2%
65 +	32.0%

Household Income

<$40k	26.9%
$40k-$70k	23.2%
$70k-$100k	17.8%
$100k+	26.7%

Partisanship

Strongly Republican	17.1%
Mostly Republican	15.6%
Independent	28.0%
Mostly Democratic	15.8%
Strongly Democratic	21.4%

Ideology

Very conservative	18.4%
Somewhat conservative	22.4%
Moderate	31.2%
Somewhat liberal	15.7%
Very liberal	10.3%

Education

41.1% have at least a College degree
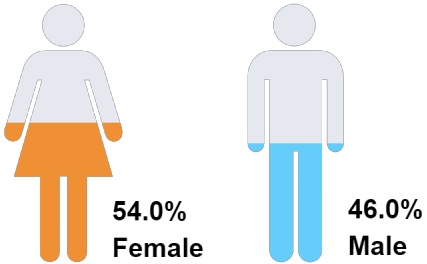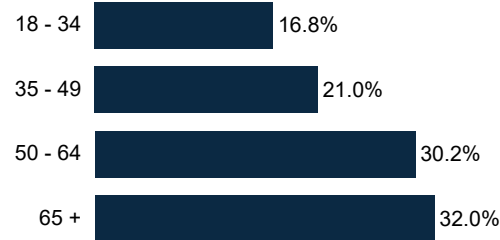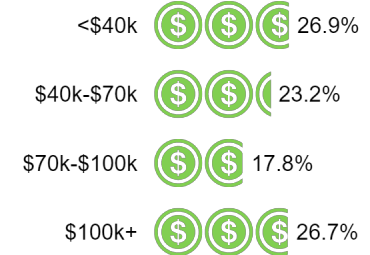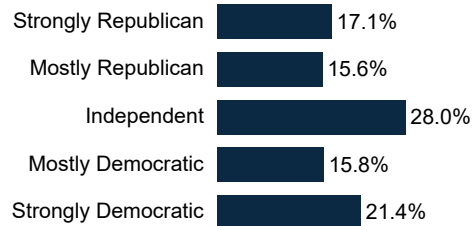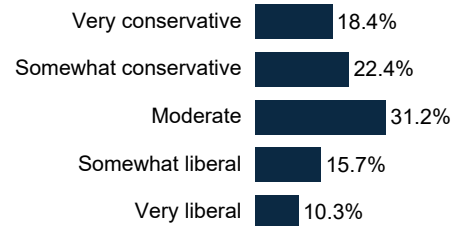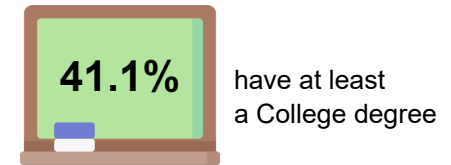
58.4% have no college degree

Race/ Ethnicity

White or Caucasian	80.8%
Asian or Pacific Islander	.7%
Black or African American	12.0%
Hispanic or Latino	2.4%
Other	3.0%

Religion

Catholic	19.6%
Mainline Protestant	20.2%
Evangelical	26.5%
Another religion	8.7%
Not religious	21.9%

Voter History

Always vote	67.7%
Usually vote	22.3%
Sometimes vote	3.4%
Rarely vote	6.6%

Total sample size: 1378

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