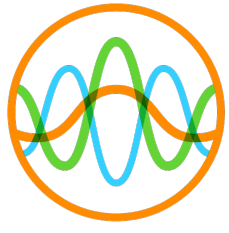


CYGNAL

# Survey of Likely General Election Voters

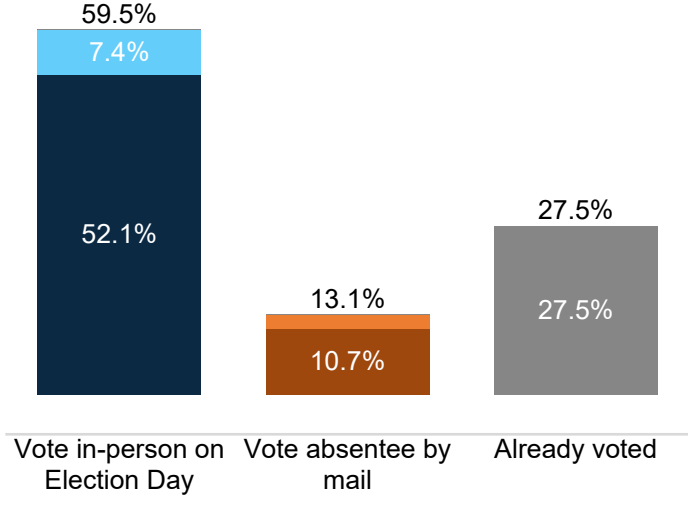
## Michigan Statewide

*October 27 – 31, 2022*

n=1,584 | ±2.46%

# Vote Method

Fielding Date: October 31

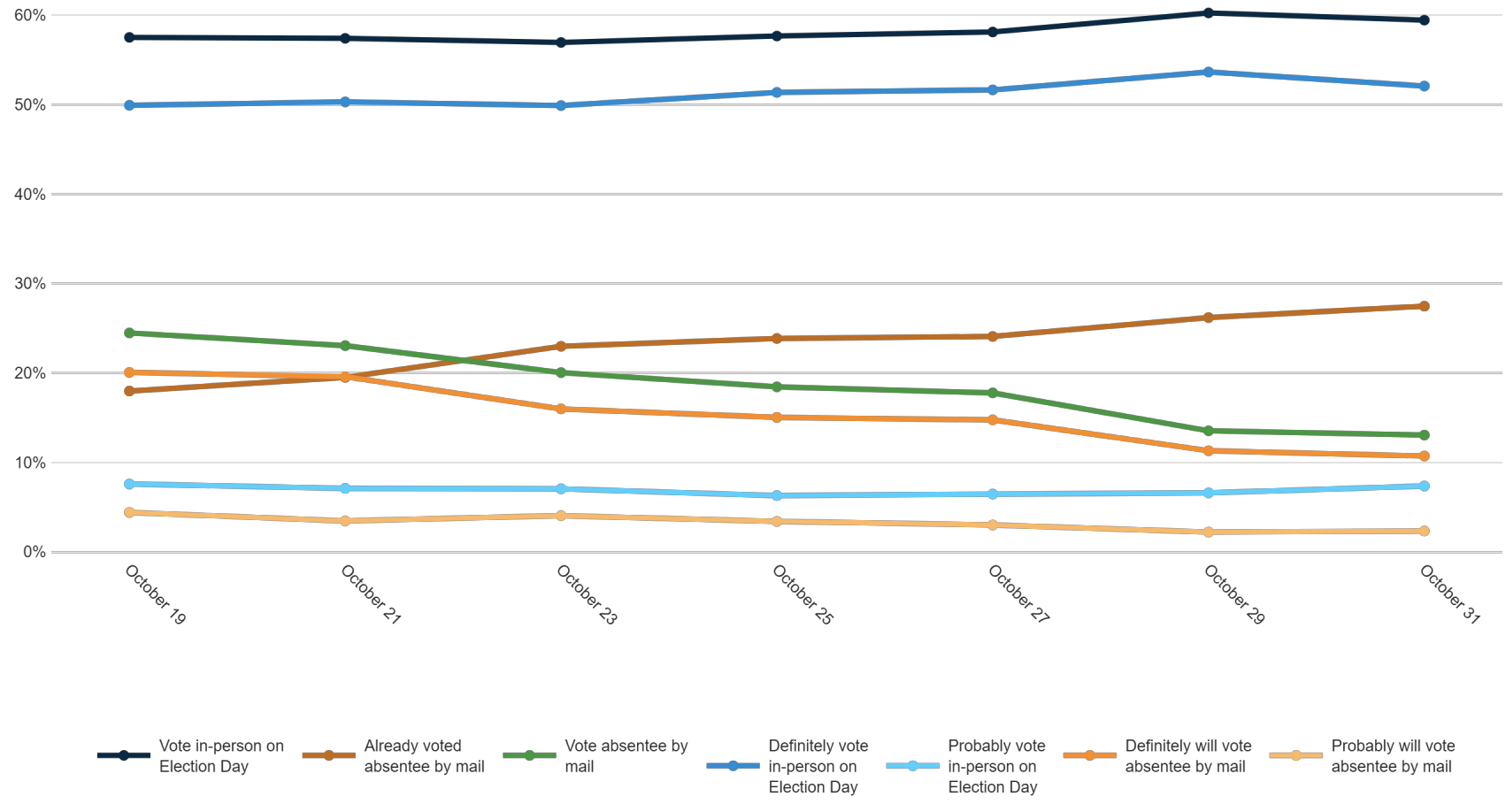



| | F 18 - 34 | F 35 - 49 | F 50 - 64 | F 65+ | M 18 - 34 | M 35 - 49 | M 50 - 64 | M 65+ | Wayne/Oakland | Rest of Detroit | Grand Rapids | Other DMAs | Republican | Democrat | Independent | White | Black | College | No College | <$70k | $70k+ | Protestant | Evangelical | Catholic | Other Relig | No Relig | Gov Undec | AG Undec | SoS Undec | Always vote | Usually vote | Smtms vote | Rarely vote |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Vote in-person on Election Day | 79% | 68% | 58% | 36% | 73% | 80% | 66% | 41% | 53% | 60% | 63% | 62% | 69% | 46% | 64% | 59% | 59% | 60% | 58% | 54% | 64% | 59% | 63% | 53% | 63% | 58% | 72% | 73% | 81% | 59% | 58% | 64% | 68% |
| Already voted absentee by mail | 13% | 19% | 30% | 46% | 15% | 12% | 19% | 43% | 34% | 27% | 26% | 24% | 20% | 40% | 21% | 28% | 31% | 27% | 28% | 31% | 24% | 31% | 22% | 34% | 26% | 28% | 5% | 11% | 8% | 29% | 24% | 27% | 16% |
| Vote absentee by mail | 8% | 12% | 12% | 17% | 12% | 8% | 14% | 17% | 13% | 13% | 11% | 14% | 11% | 14% | 15% | 13% | 10% | 13% | 13% | 15% | 12% | 9% | 15% | 14% | 11% | 15% | 22% | 16% | 12% | 12% | 18% | 10% | 16% |
| Definitely vote in-person on Election Day | 54% | 61% | 51% | 34% | 59% | 75% | 61% | 39% | 46% | 51% | 54% | 55% | 62% | 39% | 57% | 53% | 46% | 55% | 49% | 44% | 59% | 50% | 57% | 47% | 54% | 51% | 40% | 50% | 55% | 55% | 46% | 38% | 39% |
| Probably vote in-person on Election Day | 26% | 7% | 7% | 3% | 14% | 5% | 6% | 1% | 7% | 9% | 9% | 6% | 7% | 7% | 7% | 6% | 13% | 5% | 9% | 10% | 5% | 9% | 6% | 5% | 10% | 7% | 32% | 23% | 26% | 3% | 12% | 26% | 28% |
| Definitely will vote absentee by mail | 8% | 9% | 10% | 15% | 9% | 7% | 13% | 12% | 11% | 12% | 8% | 11% | 9% | 12% | 11% | 11% | 9% | 11% | 11% | 12% | 10% | 8% | 12% | 12% | 9% | 12% | 15% | 11% | 4% | 11% | 13% | 6% | 7% |
| Probably will vote absentee by mail | 0% | 3% | 2% | 3% | 3% | 1% | 2% | 5% | 2% | 1% | 3% | 3% | 2% | 2% | 4% | 3% | 1% | 2% | 3% | 3% | 2% | 2% | 3% | 2% | 2% | 2% | 8% | 5% | 7% | 1% | 5% | 3% | 9% |

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

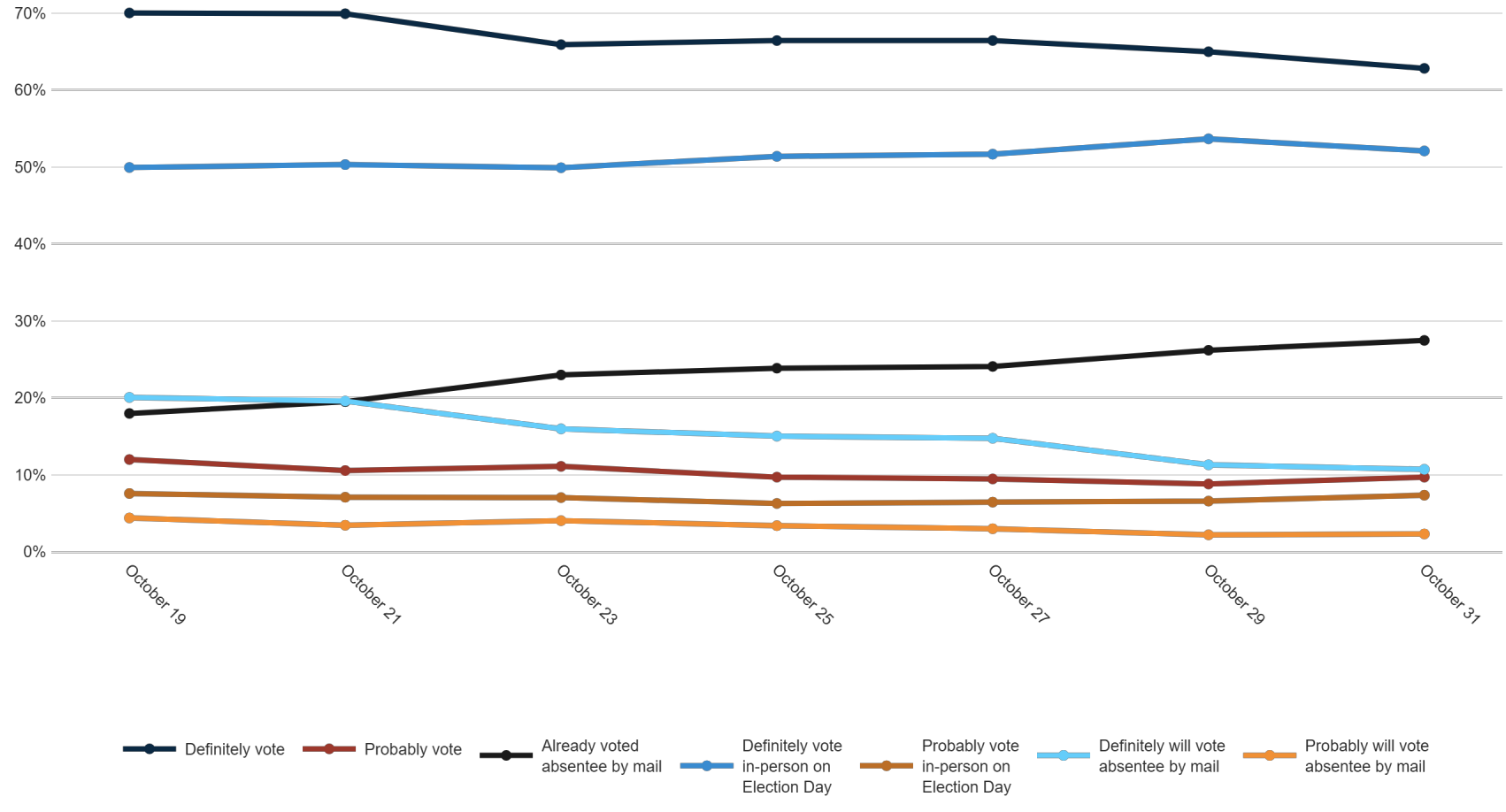
CYGNAL

# Trend: Vote Method




CYGNAL

# Trend: Vote Method (Definitely/ Probably Vote)

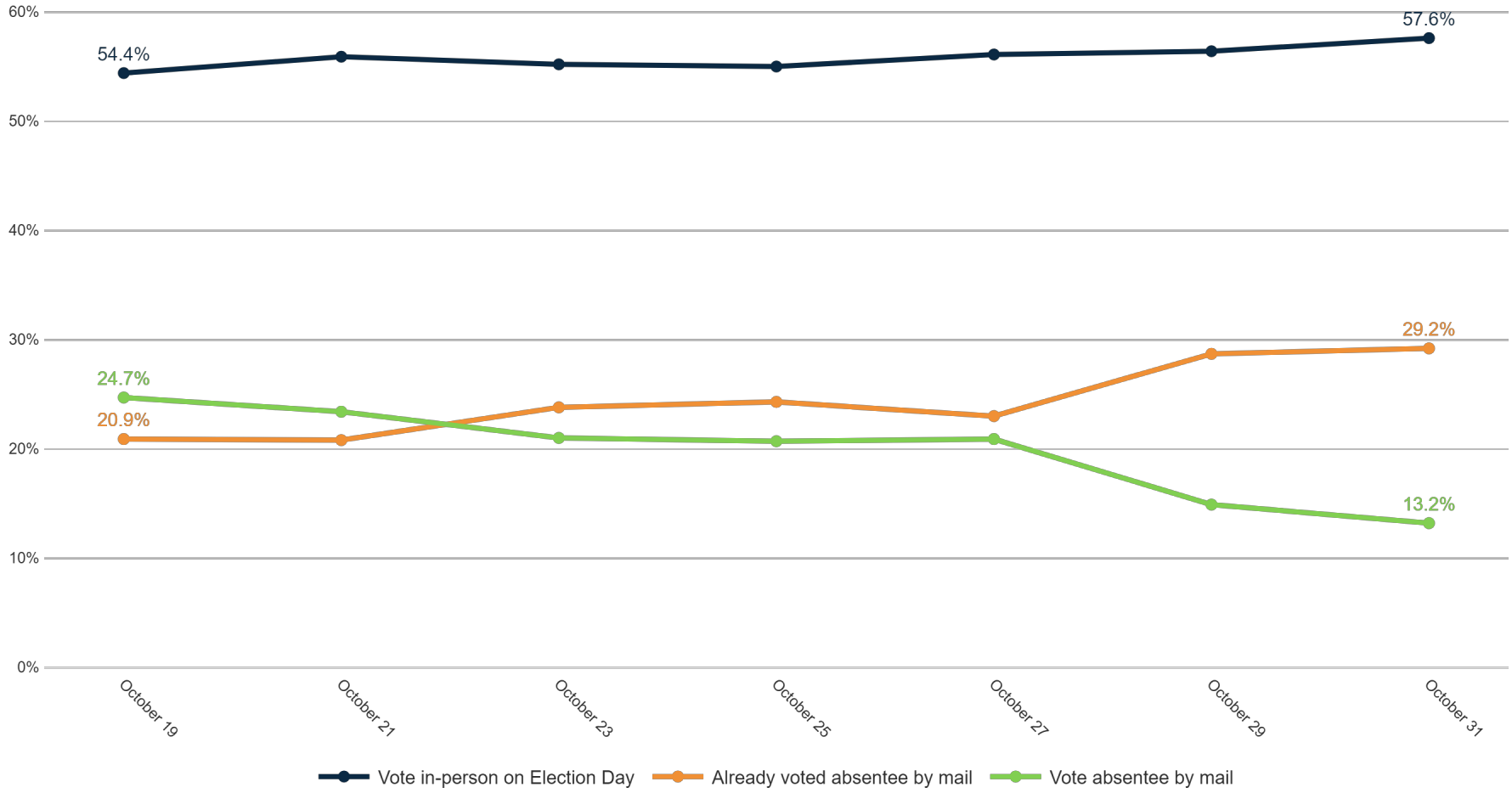



CYGNAL

# MRP Estimates: Vote Method

Voter Group

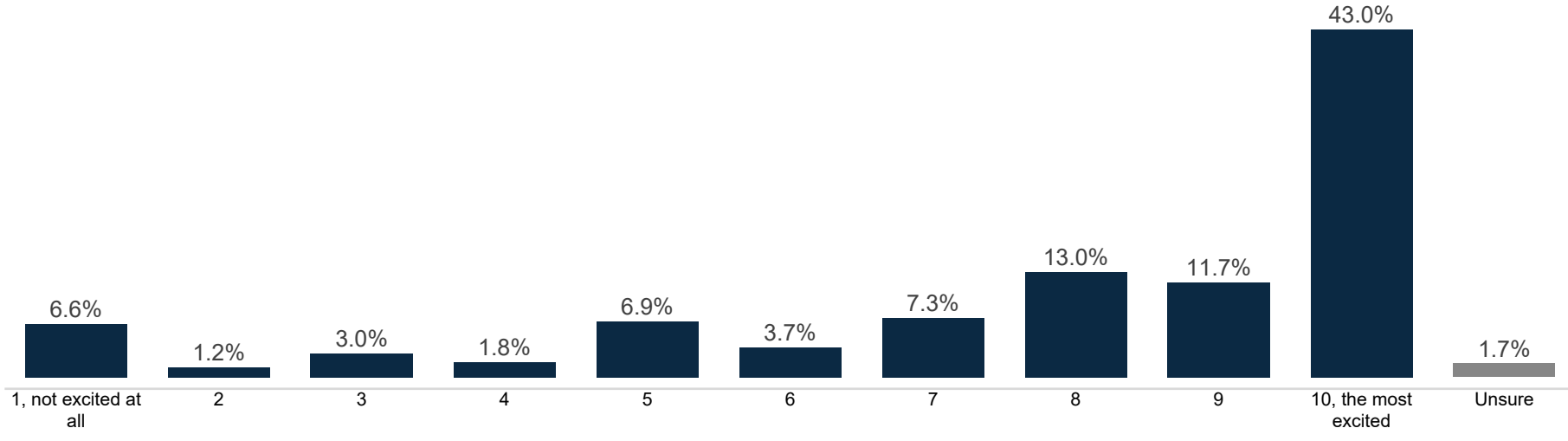
Detroit DMA




CYGNAL

# Enthusiasm

Fielding Date: October 31

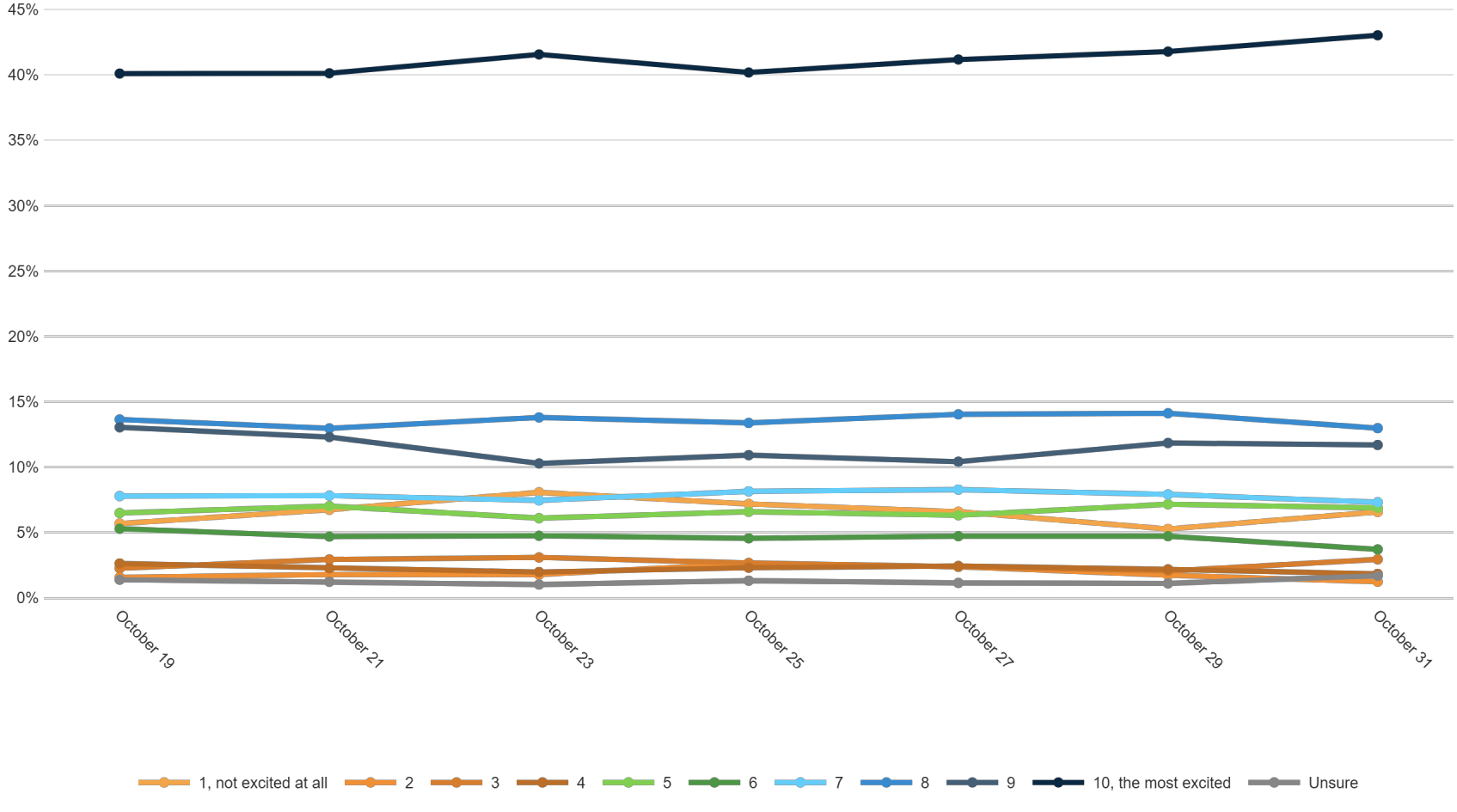



| | F 18 - 34 | F 35 - 49 | F 50 - 64 | F 65+ | M 18 - 34 | M 35 - 49 | M 50 - 64 | M 65+ | Wayne/Oakland | Rest of Detroit | Grand Rapids | Other DMAs | Republican | Democrat | Independent | White | Black | College | No College | <$70k | $70k+ | Protestant | Evangelical | Catholic | Other Relig | No Relig | Gov Undec | AG Undec | SoS Undec | Always vote | Usually vote | Smtms vote | Rarely vote | Vote EDay | Vote Mail | Already Voted |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1, not excited at all | 9% | 11% | 4% | 9% | 8% | 8% | 4% | 2% | 8% | 9% | 4% | 6% | 5% | 5% | 9% | 5% | 11% | 7% | 7% | 7% | 6% | 8% | 8% | 3% | 6% | 6% | 10% | 11% | 9% | 6% | 6% | 26% | 6% | 6% | 7% | 6% |
| 2 | 3% | 0% | 1% | 1% | 4% | 1% | 1% | 0% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 0% | 1% | 1% | 1% | 2% | 0% | 2% | 1% | 2% | 1% | 6% | 4% | 4% | 0% | 3% | 9% | 2% | 1% | 3% | 0% |
| 3 | 4% | 4% | 3% | 1% | 5% | 2% | 4% | 3% | 4% | 1% | 5% | 2% | 2% | 3% | 4% | 2% | 6% | 3% | 3% | 3% | 3% | 2% | 4% | 2% | 6% | 2% | 12% | 7% | 9% | 2% | 4% | 2% | 13% | 3% | 3% | 2% |
| 4 | 3% | 3% | 3% | 1% | 1% | 2% | 1% | 0% | 2% | 3% | 1% | 2% | 2% | 2% | 2% | 2% | 3% | 2% | 2% | 2% | 2% | 2% | 1% | 2% | 0% | 3% | 8% | 8% | 7% | 1% | 2% | 1% | 10% | 2% | 1% | 2% |
| 5 | 11% | 7% | 7% | 7% | 12% | 4% | 4% | 4% | 7% | 9% | 7% | 6% | 6% | 6% | 8% | 7% | 5% | 6% | 8% | 7% | 6% | 8% | 4% | 8% | 8% | 7% | 19% | 11% | 15% | 6% | 9% | 18% | 6% | 8% | 8% | 4% |
| 6 | 7% | 5% | 4% | 3% | 3% | 2% | 3% | 3% | 5% | 3% | 3% | 3% | 3% | 3% | 5% | 4% | 5% | 5% | 3% | 4% | 4% | 6% | 2% | 3% | 4% | 4% | 0% | 4% | 6% | 3% | 5% | 7% | 5% | 4% | 5% | 3% |
| 7 | 7% | 9% | 7% | 5% | 7% | 8% | 9% | 8% | 6% | 8% | 11% | 6% | 7% | 7% | 8% | 8% | 6% | 6% | 8% | 8% | 7% | 7% | 7% | 6% | 8% | 9% | 11% | 6% | 5% | 6% | 10% | 13% | 8% | 7% | 9% | 7% |
| 8 | 11% | 13% | 18% | 11% | 13% | 13% | 12% | 14% | 12% | 16% | 13% | 12% | 13% | 13% | 15% | 14% | 9% | 14% | 12% | 14% | 13% | 15% | 9% | 15% | 14% | 15% | 16% | 15% | 15% | 13% | 15% | 11% | 12% | 12% | 15% | 14% |
| 9 | 9% | 10% | 16% | 14% | 9% | 7% | 10% | 14% | 10% | 10% | 11% | 15% | 12% | 13% | 10% | 12% | 7% | 12% | 11% | 12% | 10% | 12% | 11% | 13% | 13% | 12% | 2% | 10% | 9% | 13% | 12% | 1% | 6% | 13% | 10% | 10% |
| 10, the most excited | 31% | 34% | 36% | 47% | 34% | 51% | 51% | 49% | 45% | 40% | 41% | 44% | 48% | 44% | 37% | 43% | 46% | 43% | 43% | 40% | 46% | 40% | 51% | 45% | 36% | 38% | 8% | 13% | 15% | 49% | 31% | 12% | 28% | 41% | 37% | 50% |
| Unsure | 4% | 4% | 1% | 0% | 3% | 1% | 1% | 2% | 1% | 2% | 2% | 2% | 1% | 2% | 1% | 2% | 3% | 2% | 2% | 1% | 2% | 1% | 1% | 1% | 2% | 3% | 10% | 9% | 6% | 1% | 2% | 0% | 4% | 2% | 1% | 1% |

*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

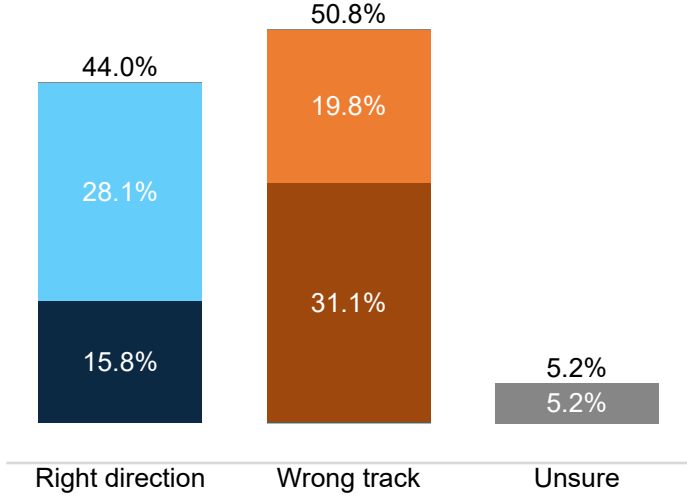
# Trend: Enthusiasm




CYGNAL

# MI Right Direction/ Wrong Track

Fielding Date: October 31

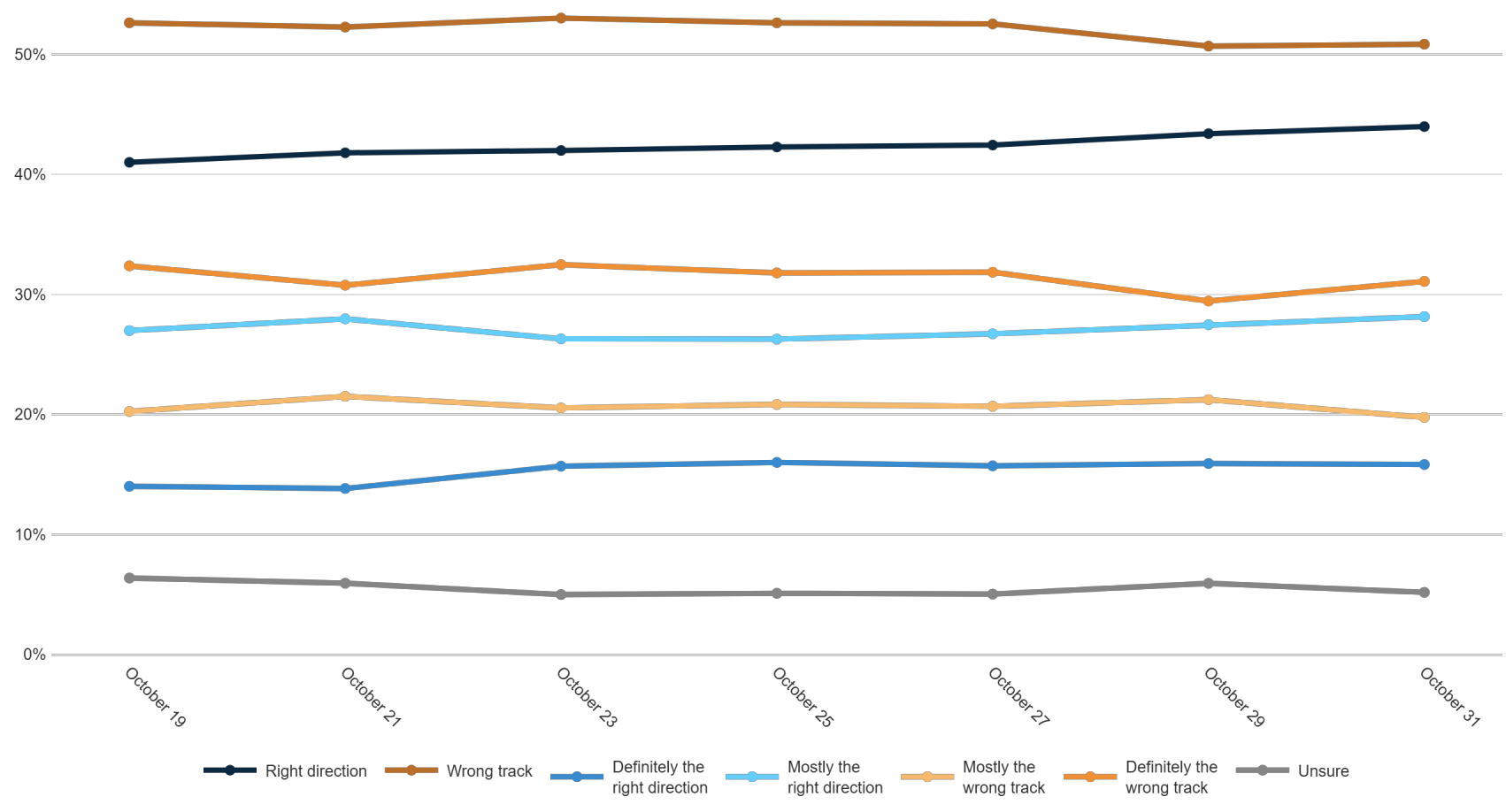



| | F 18 - 34 | F 35 - 49 | F 50 - 64 | F 65+ | M 18 - 34 | M 35 - 49 | M 50 - 64 | M 65+ | Wayne/Oakland | Rest of Detroit | Grand Rapids | Other DMAs | Republican | Democrat | Independent | White | Black | College | No College | <$70k | $70k+ | Protestant | Evangelical | Catholic | Other Relig | No Relig | Gov Undec | AG Undec | SoS Undec | Always vote | Usually vote | Smtms vote | Rarely vote | Vote EDay | Vote Mail | Already Voted |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Right direction | 48% | 49% | 49% | 49% | 52% | 41% | 29% | 39% | 51% | 42% | 42% | 41% | 9% | 83% | 35% | 41% | 71% | 50% | 40% | 45% | 46% | 44% | 34% | 39% | 51% | 60% | 32% | 32% | 30% | 46% | 38% | 53% | 37% | 35% | 53% | 58% |
| Wrong track | 35% | 47% | 46% | 46% | 43% | 57% | 68% | 58% | 44% | 54% | 51% | 54% | 87% | 12% | 58% | 53% | 28% | 45% | 55% | 50% | 50% | 51% | 65% | 56% | 39% | 34% | 42% | 50% | 54% | 51% | 55% | 37% | 50% | 60% | 43% | 35% |
| Definitely the right direction | 12% | 10% | 17% | 22% | 20% | 13% | 12% | 17% | 22% | 11% | 17% | 13% | 2% | 34% | 9% | 14% | 33% | 17% | 15% | 17% | 15% | 17% | 15% | 14% | 17% | 18% | 5% | 5% | 6% | 18% | 10% | 18% | 9% | 11% | 20% | 23% |
| Mostly the right direction | 35% | 39% | 32% | 27% | 33% | 27% | 18% | 22% | 29% | 30% | 25% | 28% | 8% | 49% | 26% | 27% | 39% | 33% | 25% | 27% | 31% | 28% | 19% | 24% | 35% | 42% | 27% | 27% | 24% | 28% | 28% | 35% | 29% | 24% | 33% | 35% |
| Mostly the wrong track | 15% | 20% | 18% | 19% | 26% | 13% | 23% | 25% | 18% | 22% | 19% | 21% | 31% | 7% | 23% | 21% | 13% | 17% | 22% | 22% | 18% | 22% | 24% | 19% | 14% | 14% | 21% | 24% | 24% | 17% | 28% | 24% | 19% | 21% | 21% | 17% |
| Definitely the wrong track | 20% | 27% | 29% | 28% | 17% | 44% | 45% | 32% | 27% | 33% | 32% | 33% | 56% | 4% | 35% | 33% | 14% | 28% | 33% | 28% | 32% | 29% | 40% | 36% | 25% | 20% | 20% | 25% | 29% | 33% | 27% | 13% | 30% | 39% | 22% | 18% |
| Unsure | 17% | 4% | 5% | 5% | 5% | 2% | 3% | 3% | 5% | 4% | 7% | 6% | 4% | 5% | 7% | 6% | 1% | 5% | 5% | 5% | 4% | 4% | 2% | 5% | 10% | 7% | 27% | 18% | 17% | 4% | 7% | 10% | 13% | 5% | 3% | 7% |

*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

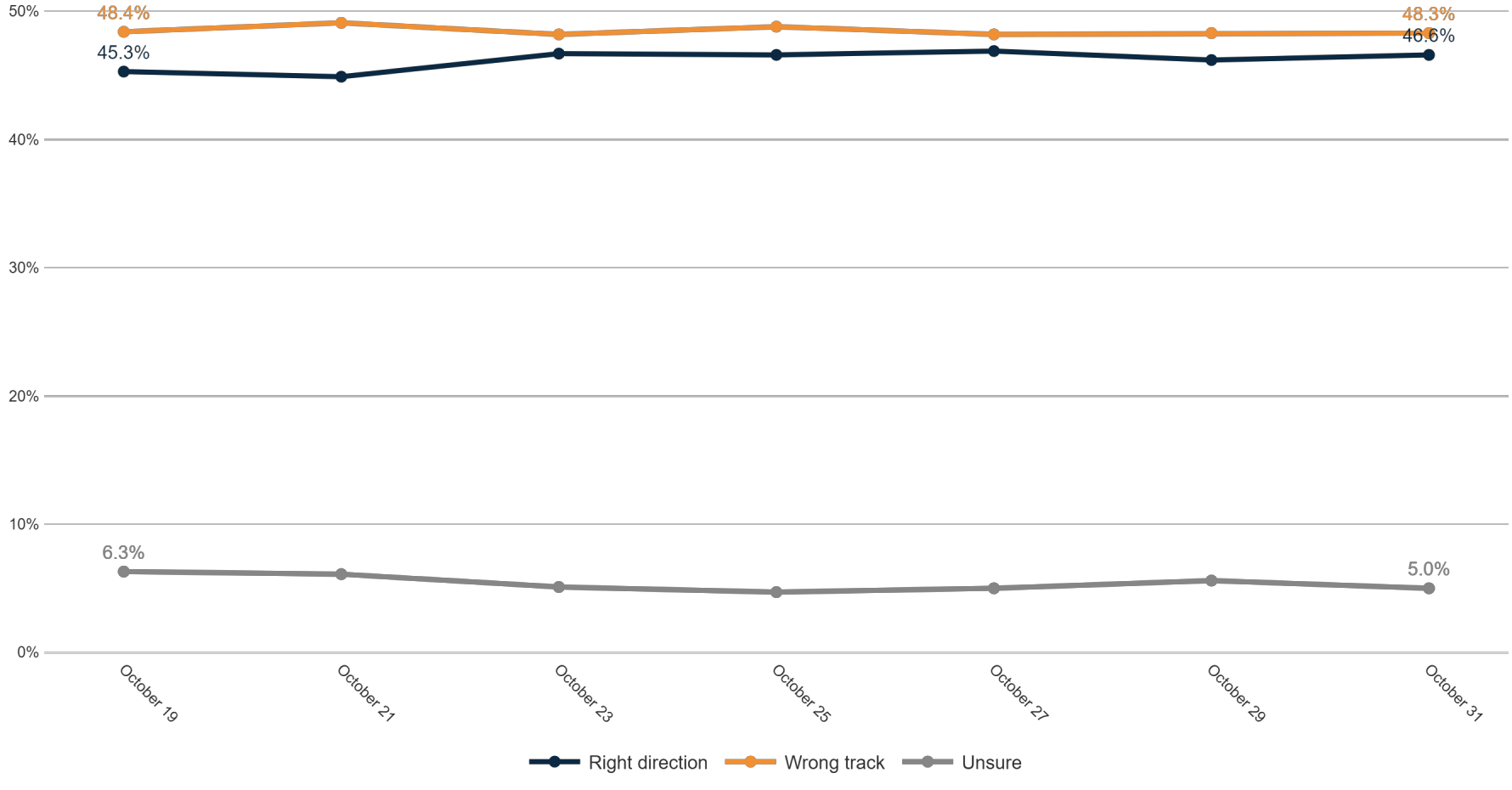



CYGNAL

# MRP Estimates: MI RD/WT

Voter Group

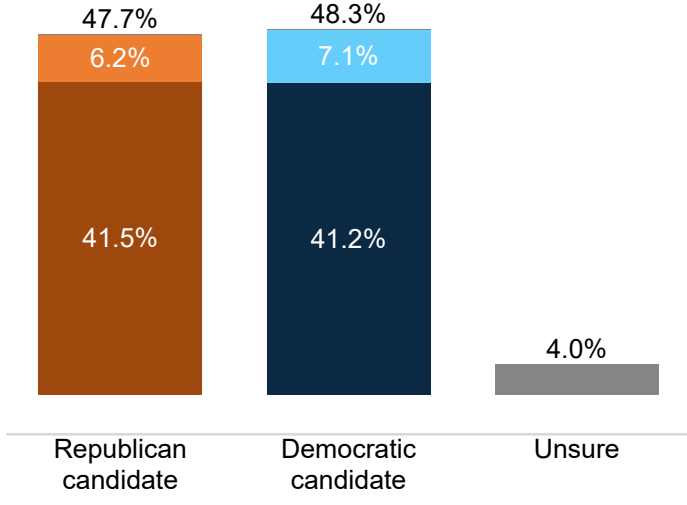
Detroit DMA




CYGNAL

# Generic Congressional Ballot

Fielding Date: October 31

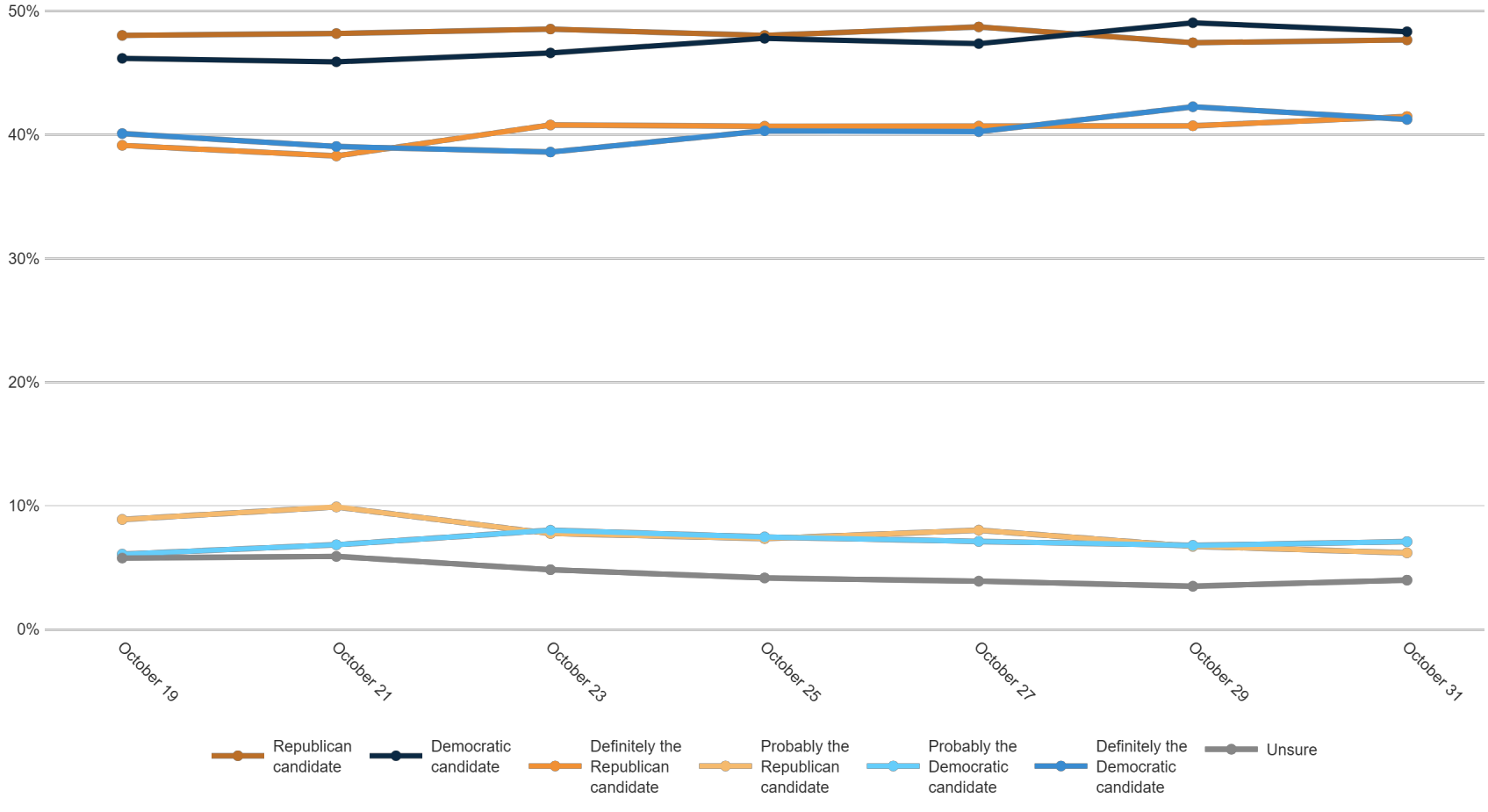



| | F 18 - 34 | F 35 - 49 | F 50 - 64 | F 65+ | M 18 - 34 | M 35 - 49 | M 50 - 64 | M 65+ | Wayne/Oakland | Rest of Detroit | Grand Rapids | Other DMAs | Republican | Democrat | Independent | White | Black | College | No College | <$70k | $70k+ | Protestant | Evangelical | Catholic | Other Relig | No Relig | Gov Undec | AG Undec | SoS Undec | Always vote | Usually vote | Smtms vote | Rarely vote | Vote EDay | Vote Mail | Already Voted |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Republican candidate | 35% | 43% | 44% | 45% | 35% | 51% | 60% | 60% | 38% | 50% | 52% | 51% | 93% | 3% | 51% | 52% | 17% | 44% | 50% | 44% | 49% | 47% | 60% | 55% | 38% | 31% | 33% | 41% | 40% | 50% | 49% | 25% | 36% | 57% | 37% | 32% |
| Democratic candidate | 62% | 54% | 50% | 52% | 60% | 44% | 36% | 38% | 59% | 45% | 45% | 44% | 5% | 96% | 40% | 44% | 79% | 54% | 45% | 51% | 48% | 50% | 37% | 41% | 56% | 65% | 27% | 37% | 35% | 48% | 46% | 70% | 52% | 39% | 56% | 66% |
| Definitely the Republican candidate | 28% | 33% | 36% | 42% | 29% | 44% | 54% | 54% | 32% | 44% | 45% | 46% | 84% | 2% | 42% | 45% | 13% | 38% | 44% | 38% | 42% | 41% | 56% | 47% | 34% | 24% | 17% | 22% | 24% | 45% | 39% | 13% | 25% | 49% | 33% | 29% |
| Probably the Republican candidate | 7% | 10% | 8% | 3% | 5% | 8% | 5% | 6% | 6% | 6% | 7% | 5% | 9% | 1% | 9% | 6% | 3% | 6% | 6% | 6% | 7% | 6% | 5% | 8% | 4% | 7% | 15% | 19% | 16% | 5% | 10% | 12% | 11% | 8% | 4% | 4% |
| Probably the Democratic candidate | 13% | 7% | 5% | 9% | 13% | 9% | 5% | 1% | 10% | 6% | 8% | 5% | 2% | 7% | 13% | 6% | 12% | 6% | 8% | 9% | 6% | 5% | 8% | 5% | 11% | 7% | 26% | 24% | 22% | 5% | 10% | 19% | 17% | 8% | 7% | 5% |
| Definitely the Democratic candidate | 48% | 47% | 46% | 43% | 47% | 35% | 31% | 37% | 49% | 39% | 37% | 39% | 3% | 89% | 28% | 38% | 67% | 48% | 37% | 42% | 42% | 45% | 29% | 35% | 45% | 59% | 2% | 13% | 13% | 43% | 35% | 51% | 35% | 31% | 49% | 60% |
| Unsure | 4% | 3% | 6% | 4% | 5% | 5% | 4% | 2% | 3% | 5% | 3% | 5% | 2% | 1% | 8% | 4% | 4% | 2% | 5% | 5% | 3% | 3% | 3% | 5% | 6% | 4% | 40% | 22% | 25% | 3% | 5% | 5% | 12% | 4% | 7% | 2% |

*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

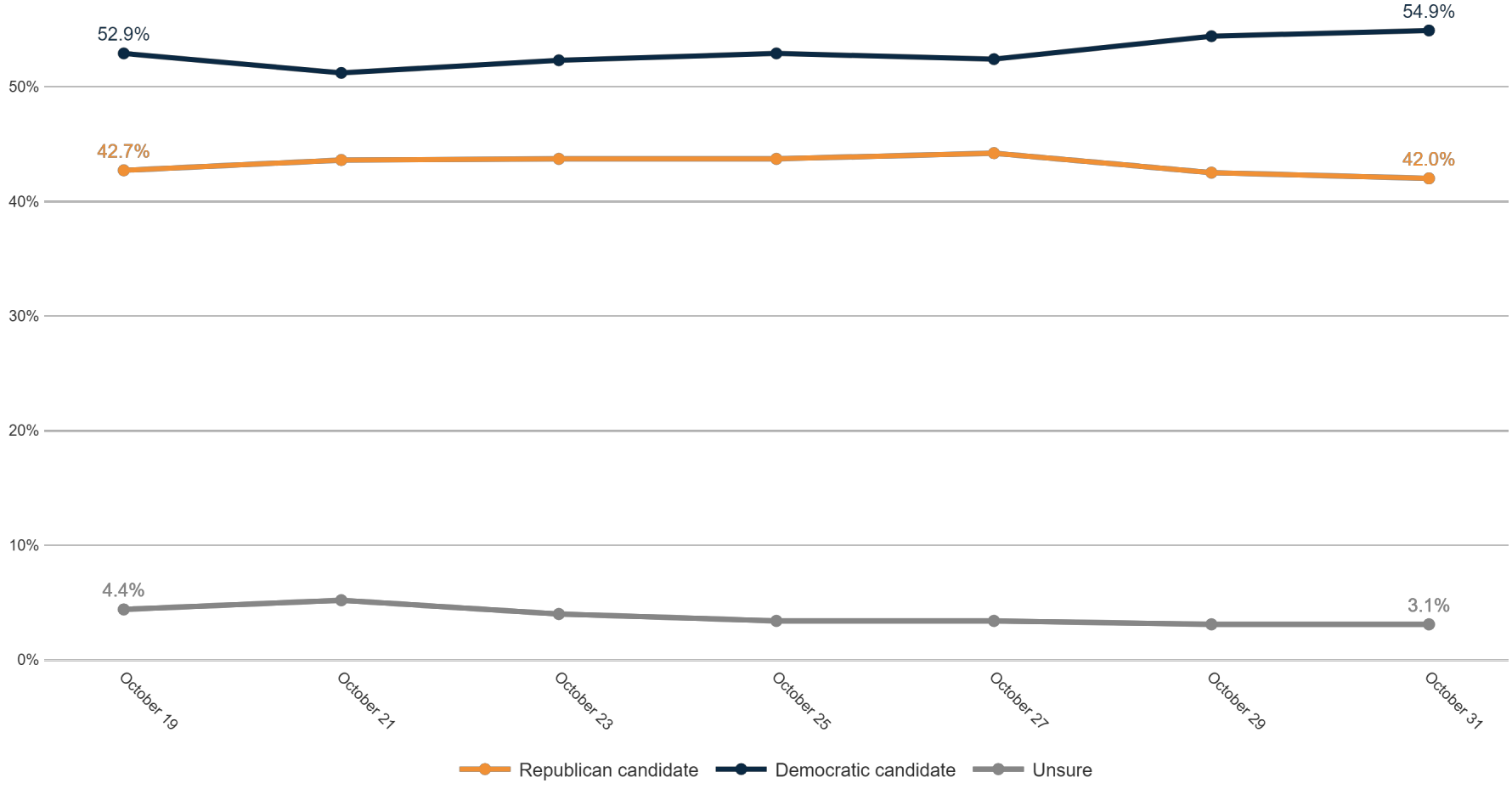



CYGNAL

# MRP Estimates: Generic Congressional Ballot

Voter Group

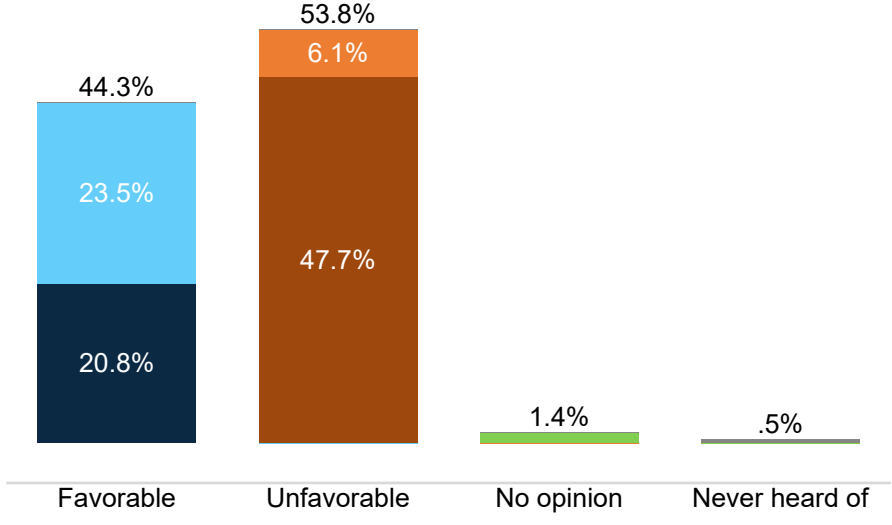
Detroit DMA




CYGNAL

# Joe Biden Image

Fielding Date: October 31

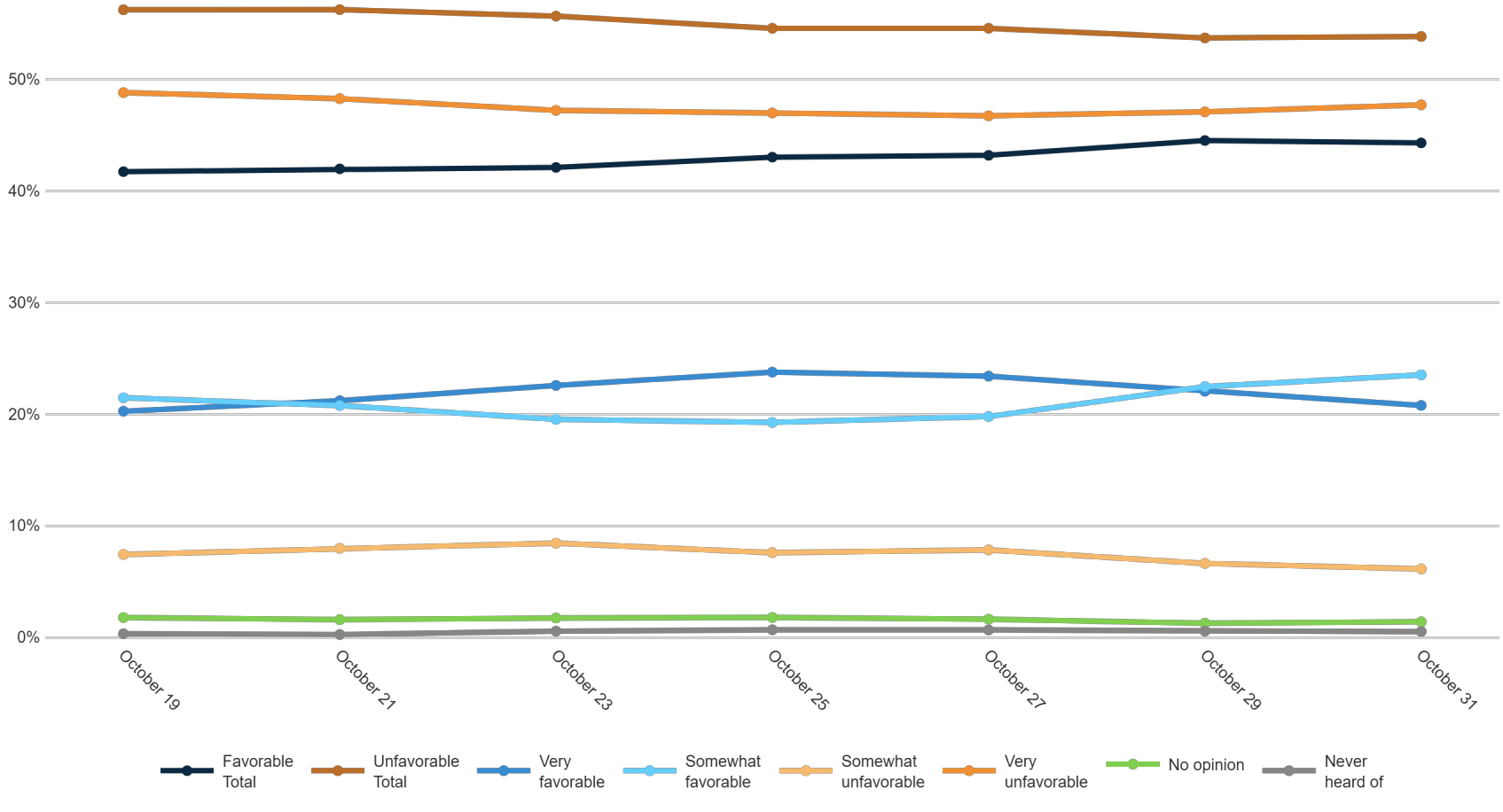



| | F 18 - 34 | F 35 - 49 | F 50 - 64 | F 65+ | M 18 - 34 | M 35 - 49 | M 50 - 64 | M 65+ | Wayne/Oakland | Rest of Detroit | Grand Rapids | Other DMAs | Republican | Democrat | Independent | White | Black | College | No College | <$70k | $70k+ | Protestant | Evangelical | Catholic | Other Relig | No Relig | Gov Undec | AG Undec | SoS Undec | Always vote | Usually vote | Smtms vote | Rarely vote | Vote EDay | Vote Mail | Already Voted |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Favorable Total | 52% | 50% | 47% | 52% | 49% | 37% | 33% | 36% | 54% | 40% | 41% | 41% | 7% | 90% | 32% | 41% | 75% | 49% | 42% | 47% | 44% | 45% | 34% | 38% | 51% | 60% | 12% | 18% | 21% | 45% | 41% | 57% | 39% | 34% | 51% | 63% |
| Unfavorable Total | 42% | 48% | 52% | 48% | 46% | 62% | 65% | 63% | 45% | 58% | 57% | 57% | 92% | 9% | 65% | 58% | 23% | 50% | 57% | 50% | 55% | 53% | 64% | 60% | 49% | 38% | 72% | 74% | 71% | 53% | 58% | 41% | 52% | 63% | 47% | 37% |
| Very favorable | 14% | 19% | 23% | 33% | 19% | 14% | 15% | 20% | 30% | 13% | 21% | 18% | 2% | 48% | 9% | 18% | 42% | 21% | 21% | 24% | 19% | 21% | 17% | 20% | 22% | 26% | 2% | 1% | 2% | 23% | 14% | 29% | 14% | 14% | 23% | 35% |
| Somewhat favorable | 37% | 31% | 25% | 19% | 30% | 23% | 18% | 16% | 24% | 27% | 20% | 23% | 4% | 42% | 23% | 22% | 34% | 28% | 20% | 24% | 25% | 24% | 17% | 18% | 29% | 34% | 9% | 17% | 18% | 22% | 27% | 28% | 25% | 20% | 28% | 28% |
| Somewhat unfavorable | 8% | 11% | 6% | 3% | 10% | 7% | 7% | 1% | 7% | 5% | 6% | 6% | 4% | 5% | 10% | 6% | 7% | 7% | 5% | 6% | 7% | 7% | 5% | 4% | 6% | 8% | 17% | 18% | 14% | 5% | 10% | 11% | 9% | 6% | 11% | 4% |
| Very unfavorable | 34% | 38% | 45% | 44% | 36% | 55% | 58% | 62% | 38% | 52% | 51% | 51% | 88% | 5% | 55% | 52% | 16% | 42% | 51% | 45% | 48% | 46% | 59% | 56% | 42% | 30% | 55% | 56% | 57% | 49% | 48% | 29% | 43% | 57% | 37% | 32% |
| No opinion | 4% | 1% | 1% | 1% | 3% | 0% | 2% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 0% | 1% | 15% | 8% | 8% | 1% | 1% | 2% | 7% | 2% | 1% | 0% |
| Never heard of | 2% | 0% | 0% | 0% | 2% | 1% | 0% | 0% | 0% | 1% | 1% | 0% | 0% | 0% | 1% | 0% | 1% | 0% | 1% | 1% | 0% | 1% | 0% | 0% | 0% | 1% | 2% | 0% | 0% | 1% | 0% | 0% | 2% | 1% | 0% | 0% |

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

CYGNAL

# Trend: Joe Biden Image

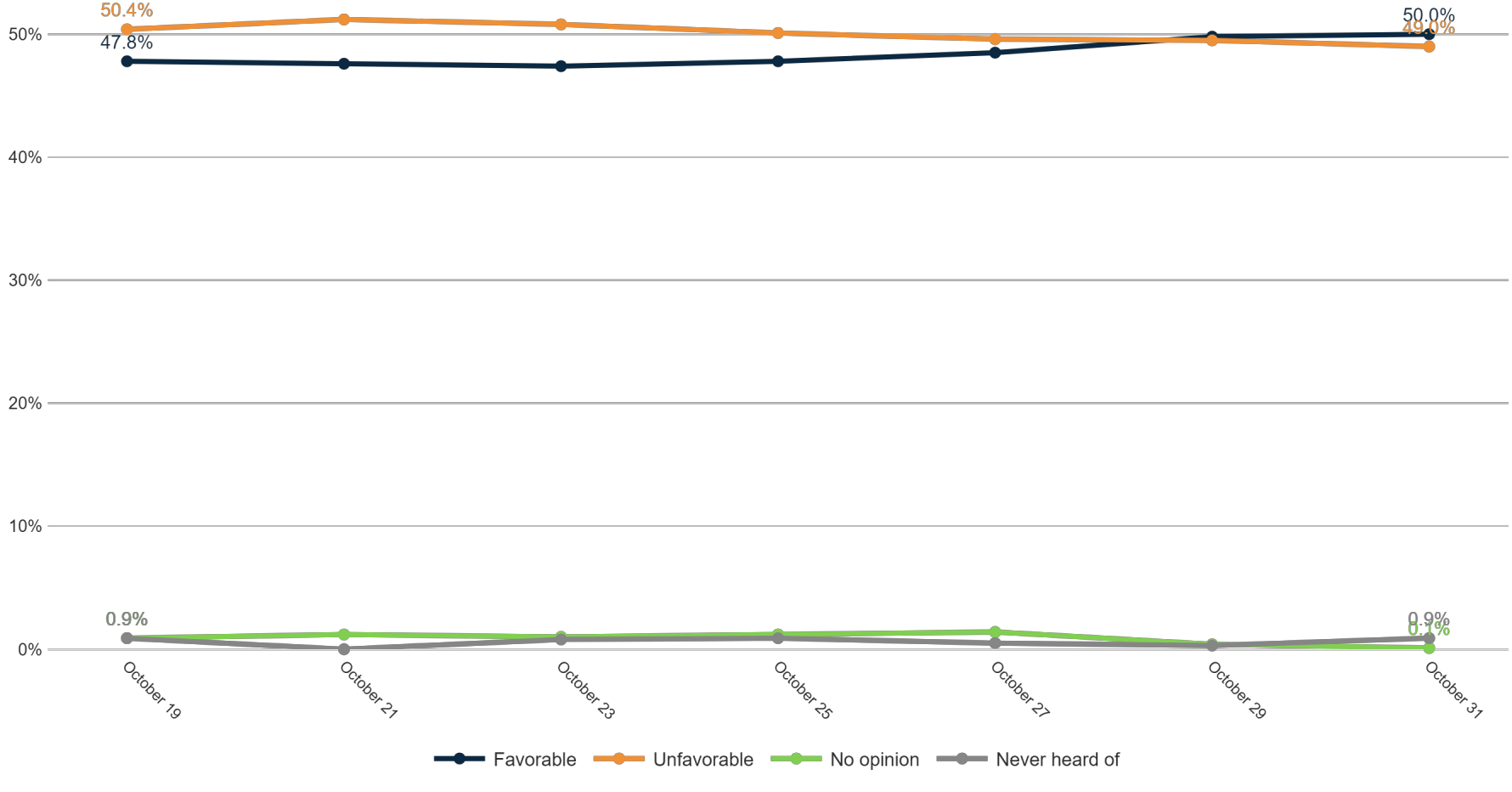



CYGNAL

# MRP Estimates: Joe Biden Image

Voter Group

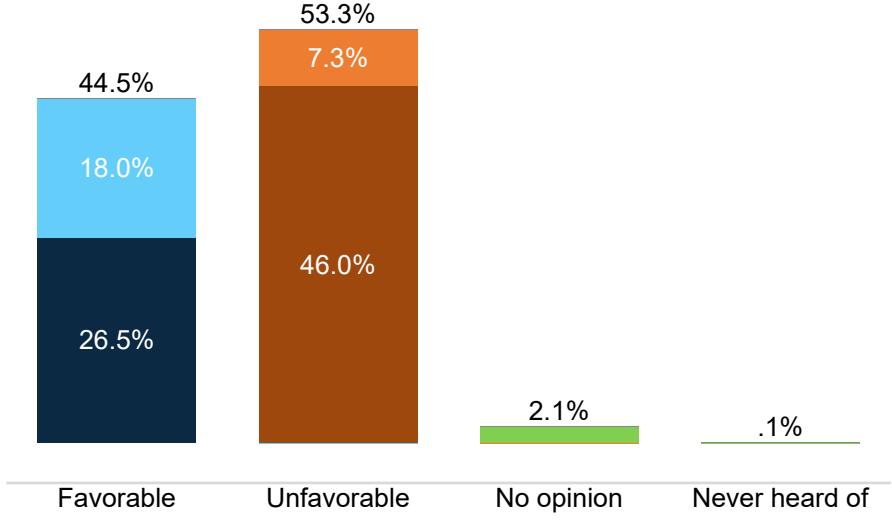
Detroit DMA




CYGNAL

# Donald Trump Image

Fielding Date: October 31

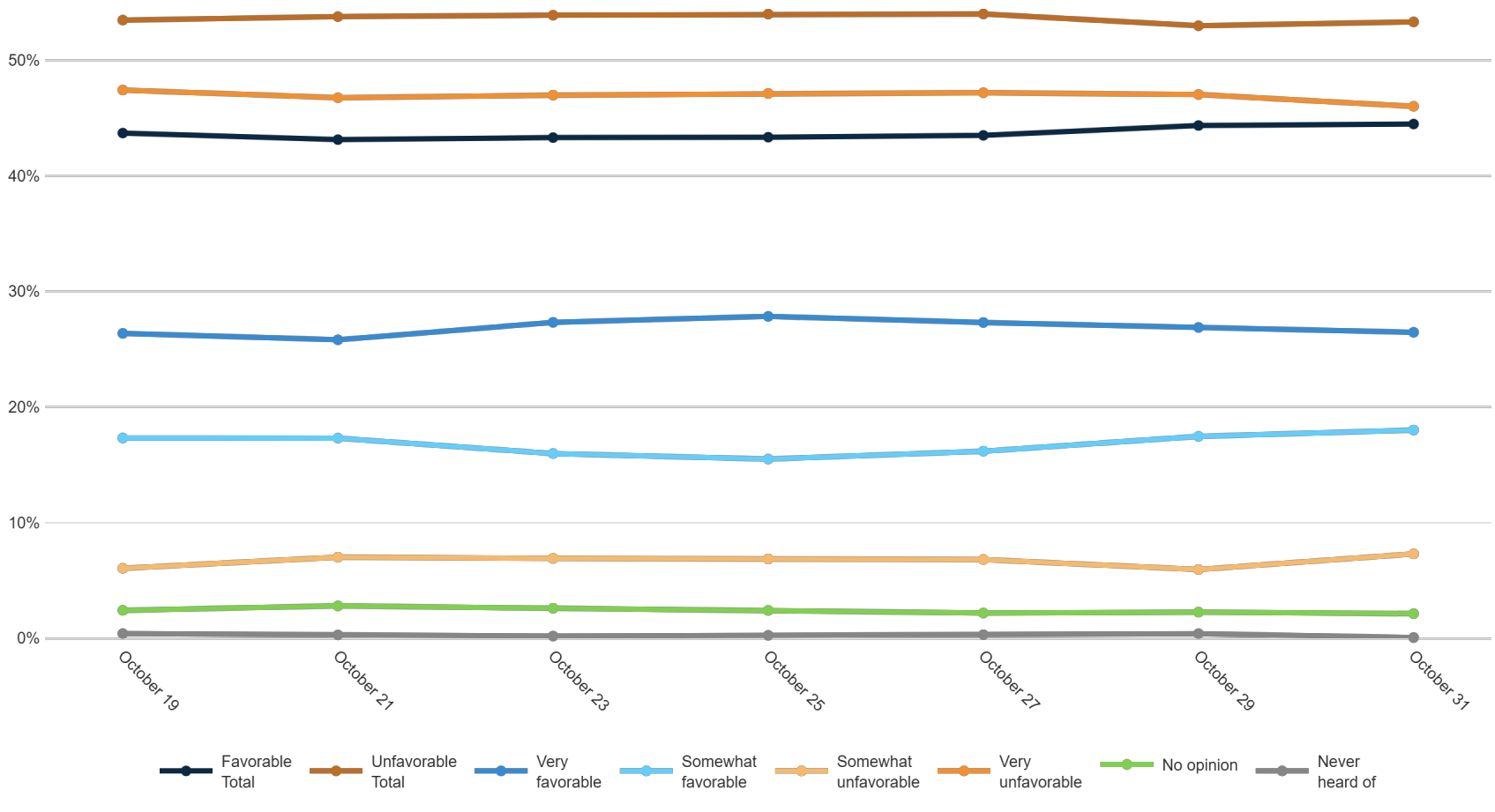



| | F 18 - 34 | F 35 - 49 | F 50 - 64 | F 65+ | M 18 - 34 | M 35 - 49 | M 50 - 64 | M 65+ | Wayne/Oakland | Rest of Detroit | Grand Rapids | Other DMAs | Republican | Democrat | Independent | White | Black | College | No College | <$70k | $70k+ | Protestant | Evangelical | Catholic | Other Relig | No Relig | Gov Undec | AG Undec | SoS Undec | Always vote | Usually vote | Smtms vote | Rarely vote | Vote EDay | Vote Mail | Already Voted |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Favorable Total | 36% | 34% | 39% | 42% | 36% | 51% | 56% | 58% | 36% | 47% | 44% | 50% | 83% | 7% | 47% | 48% | 21% | 36% | 50% | 44% | 42% | 42% | 61% | 51% | 34% | 25% | 54% | 49% | 54% | 45% | 44% | 45% | 44% | 53% | 37% | 30% |
| Unfavorable Total | 58% | 65% | 59% | 57% | 62% | 48% | 42% | 41% | 62% | 52% | 54% | 47% | 15% | 92% | 50% | 51% | 75% | 62% | 47% | 54% | 57% | 56% | 38% | 47% | 65% | 73% | 37% | 46% | 41% | 53% | 53% | 52% | 53% | 44% | 61% | 69% |
| Very favorable | 15% | 17% | 22% | 31% | 19% | 28% | 34% | 35% | 23% | 25% | 24% | 30% | 53% | 4% | 24% | 28% | 16% | 18% | 32% | 28% | 22% | 22% | 39% | 32% | 21% | 12% | 19% | 23% | 27% | 28% | 21% | 27% | 24% | 32% | 18% | 19% |
| Somewhat favorable | 20% | 16% | 17% | 11% | 16% | 23% | 22% | 23% | 12% | 21% | 20% | 20% | 31% | 3% | 23% | 20% | 5% | 18% | 18% | 16% | 20% | 20% | 22% | 19% | 13% | 13% | 35% | 27% | 28% | 17% | 22% | 18% | 20% | 21% | 19% | 12% |
| Somewhat unfavorable | 11% | 7% | 7% | 7% | 11% | 12% | 5% | 2% | 8% | 10% | 8% | 5% | 8% | 5% | 9% | 7% | 11% | 6% | 8% | 8% | 7% | 9% | 7% | 7% | 9% | 6% | 6% | 13% | 9% | 5% | 13% | 9% | 13% | 9% | 4% | 6% |
| Very unfavorable | 48% | 57% | 53% | 49% | 51% | 35% | 37% | 39% | 53% | 42% | 47% | 43% | 7% | 87% | 41% | 44% | 63% | 56% | 39% | 46% | 50% | 46% | 31% | 41% | 57% | 67% | 31% | 32% | 32% | 48% | 40% | 42% | 40% | 36% | 57% | 63% |
| No opinion | 6% | 2% | 2% | 1% | 3% | 1% | 2% | 1% | 3% | 1% | 1% | 3% | 2% | 1% | 3% | 1% | 5% | 2% | 2% | 3% | 1% | 2% | 1% | 2% | 1% | 2% | 9% | 5% | 5% | 2% | 3% | 3% | 3% | 3% | 2% | 1% |
| 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% | 0% | 0% | 0% |

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

CYGNAL

# Trend: Donald Trump Image

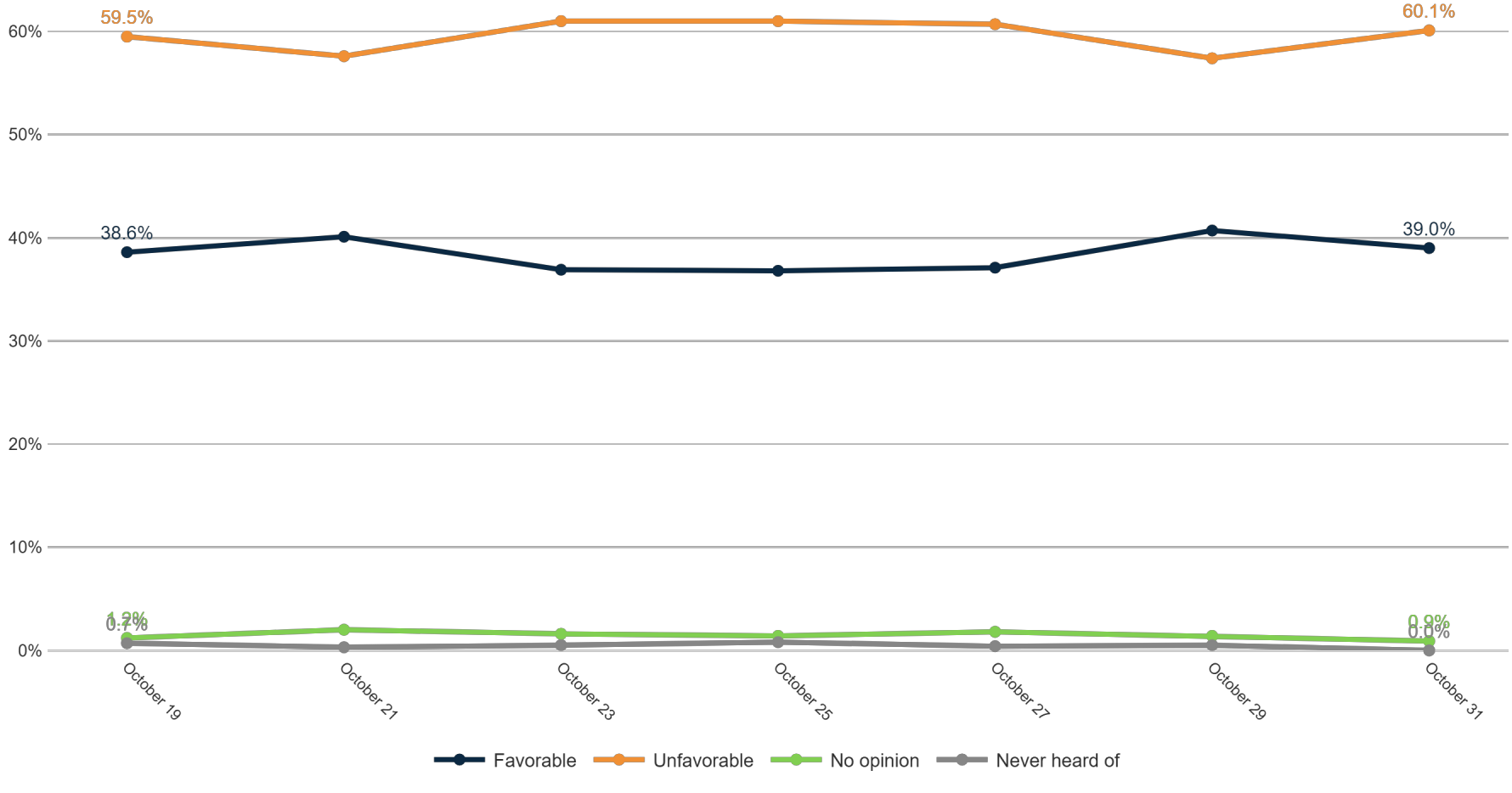



CYGNAL

# MRP Estimates: Donald Trump Image

Voter Group

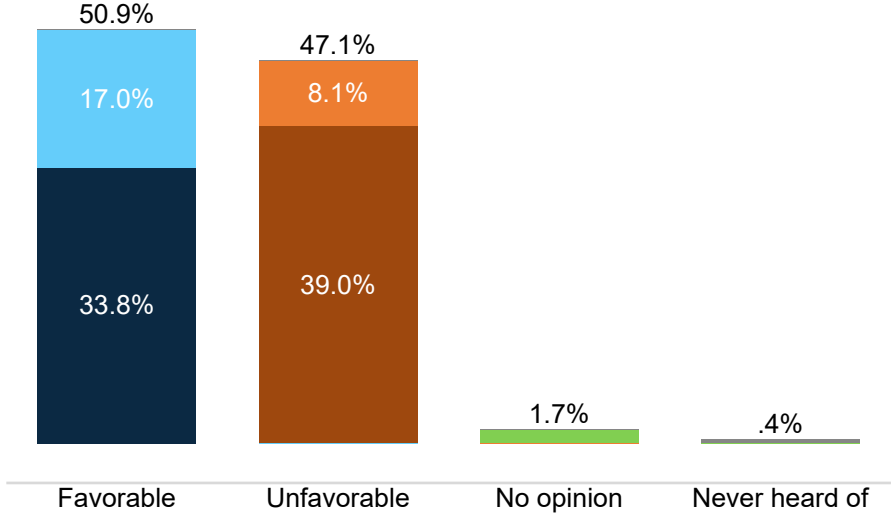
Detroit DMA




CYGNAL

# Gretchen Whitmer Image

Fielding Date: October 31

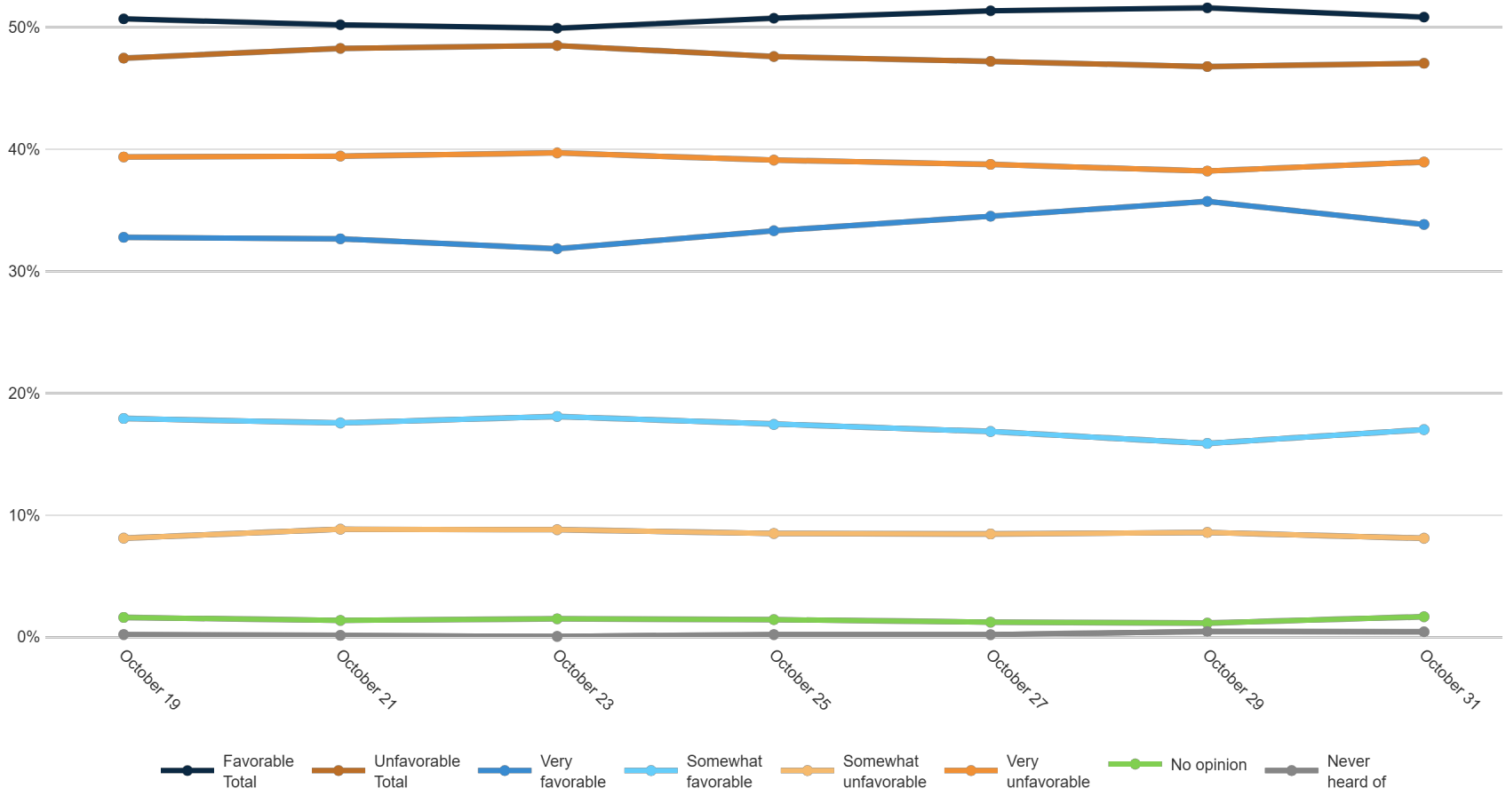



| | F 18 - 34 | F 35 - 49 | F 50 - 64 | F 65+ | M 18 - 34 | M 35 - 49 | M 50 - 64 | M 65+ | Wayne/Oakland | Rest of Detroit | Grand Rapids | Other DMAs | Republican | Democrat | Independent | White | Black | College | No College | <$70k | $70k+ | Protestant | Evangelical | Catholic | Other Relig | No Relig | Gov Undec | AG Undec | SoS Undec | Always vote | Usually vote | Smtms vote | Rarely vote | Vote EDay | Vote Mail | Already Voted |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Favorable Total | 60% | 58% | 54% | 57% | 58% | 46% | 39% | 40% | 61% | 46% | 48% | 47% | 11% | 93% | 46% | 48% | 78% | 56% | 48% | 55% | 49% | 52% | 39% | 44% | 65% | 67% | 28% | 46% | 48% | 50% | 49% | 71% | 53% | 41% | 58% | 69% |
| Unfavorable Total | 34% | 39% | 44% | 42% | 38% | 54% | 59% | 58% | 37% | 51% | 49% | 51% | 87% | 6% | 52% | 51% | 17% | 43% | 49% | 42% | 49% | 47% | 60% | 53% | 35% | 30% | 52% | 45% | 43% | 48% | 49% | 29% | 42% | 56% | 41% | 30% |
| Very favorable | 37% | 39% | 35% | 41% | 42% | 25% | 25% | 28% | 42% | 30% | 33% | 30% | 3% | 73% | 20% | 32% | 54% | 38% | 31% | 37% | 32% | 35% | 23% | 27% | 43% | 50% | 10% | 18% | 22% | 36% | 28% | 41% | 29% | 24% | 41% | 52% |
| Somewhat favorable | 23% | 20% | 19% | 16% | 16% | 20% | 14% | 12% | 19% | 16% | 15% | 17% | 8% | 19% | 26% | 16% | 25% | 18% | 17% | 18% | 17% | 17% | 16% | 17% | 22% | 17% | 19% | 28% | 26% | 15% | 21% | 30% | 24% | 17% | 17% | 17% |
| Somewhat unfavorable | 10% | 6% | 10% | 8% | 6% | 5% | 7% | 11% | 8% | 8% | 6% | 9% | 12% | 3% | 10% | 9% | 4% | 9% | 8% | 7% | 9% | 7% | 8% | 10% | 3% | 8% | 35% | 15% | 9% | 6% | 12% | 13% | 11% | 8% | 10% | 7% |
| Very unfavorable | 24% | 33% | 34% | 35% | 33% | 49% | 52% | 48% | 29% | 43% | 43% | 42% | 75% | 3% | 42% | 42% | 13% | 35% | 42% | 35% | 40% | 39% | 52% | 43% | 31% | 23% | 17% | 30% | 34% | 42% | 36% | 16% | 31% | 48% | 31% | 23% |
| No opinion | 5% | 1% | 1% | 1% | 4% | 0% | 2% | 2% | 1% | 2% | 1% | 2% | 2% | 1% | 2% | 1% | 4% | 1% | 2% | 2% | 1% | 1% | 1% | 3% | 0% | 2% | 15% | 8% | 7% | 2% | 2% | 0% | 4% | 2% | 1% | 1% |
| Never heard of | 0% | 1% | 1% | 0% | 0% | 1% | 0% | 0% | 1% | 1% | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 1% | 1% | 0% | 0% | 0% | 5% | 1% | 1% | 0% | 1% | 0% | 1% | 0% | 1% | 0% |

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

CYGNAL

# Trend: Gretchen Whitmer Image

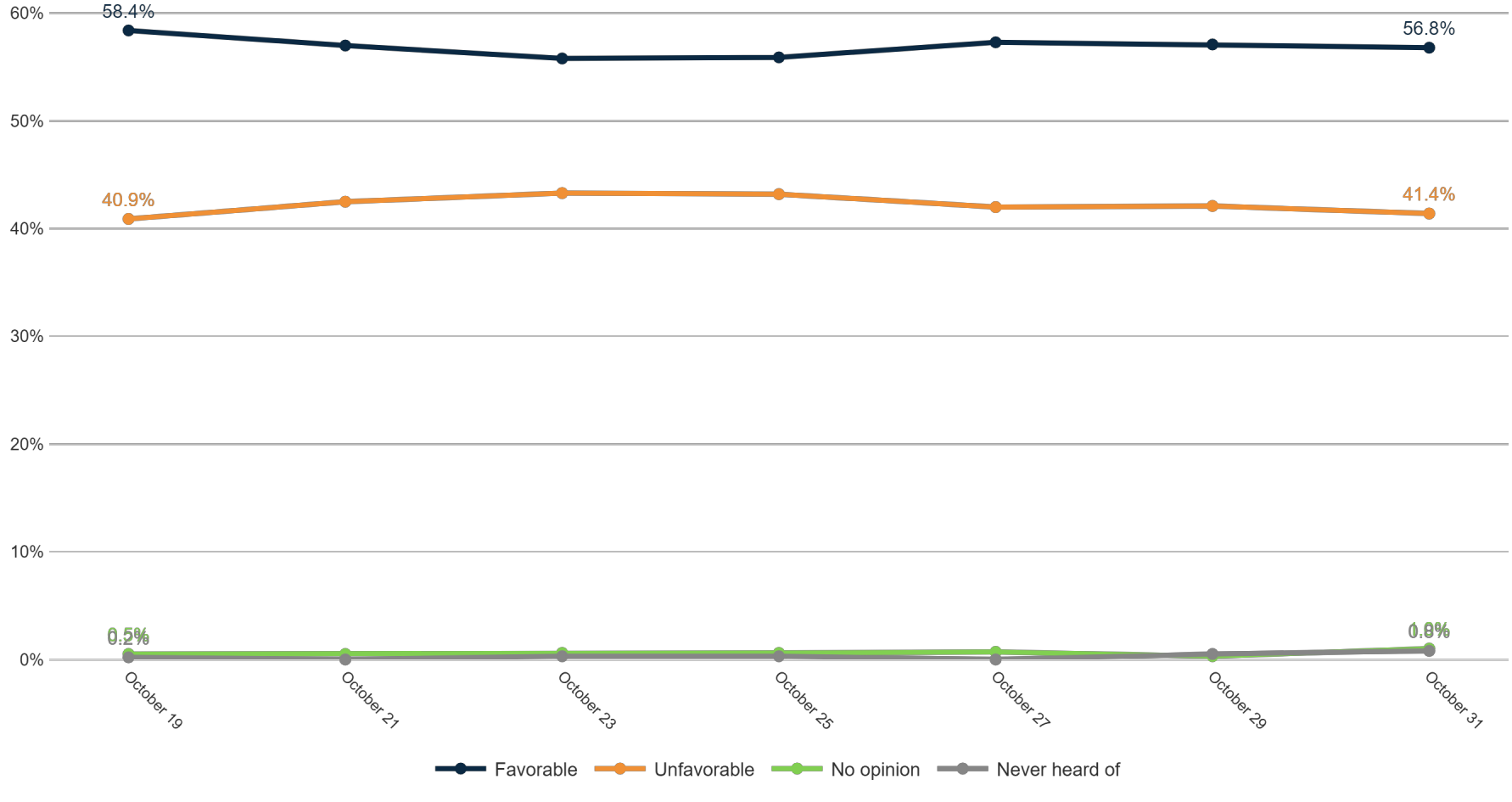



CYGNAL

# MRP Estimates: Gretchen Whitmer Image

Voter Group

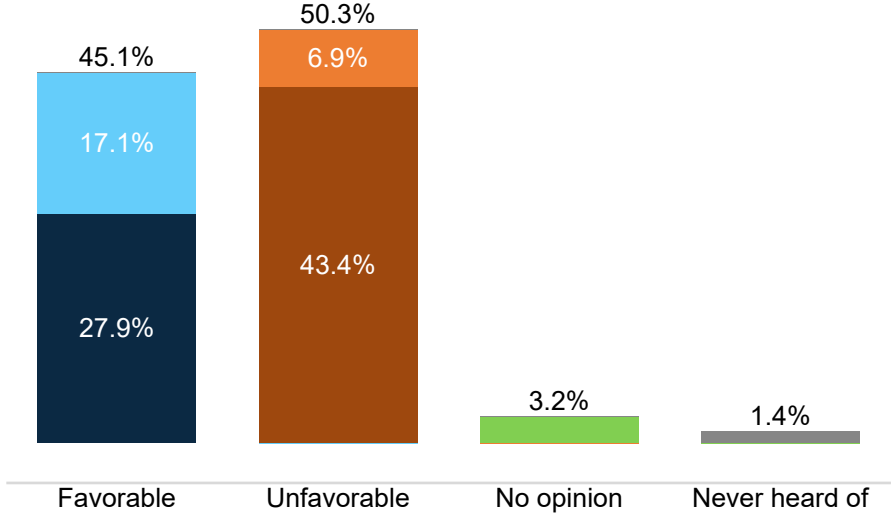
Detroit DMA




CYGNAL

# Tudor Dixon Image

Fielding Date: October 31

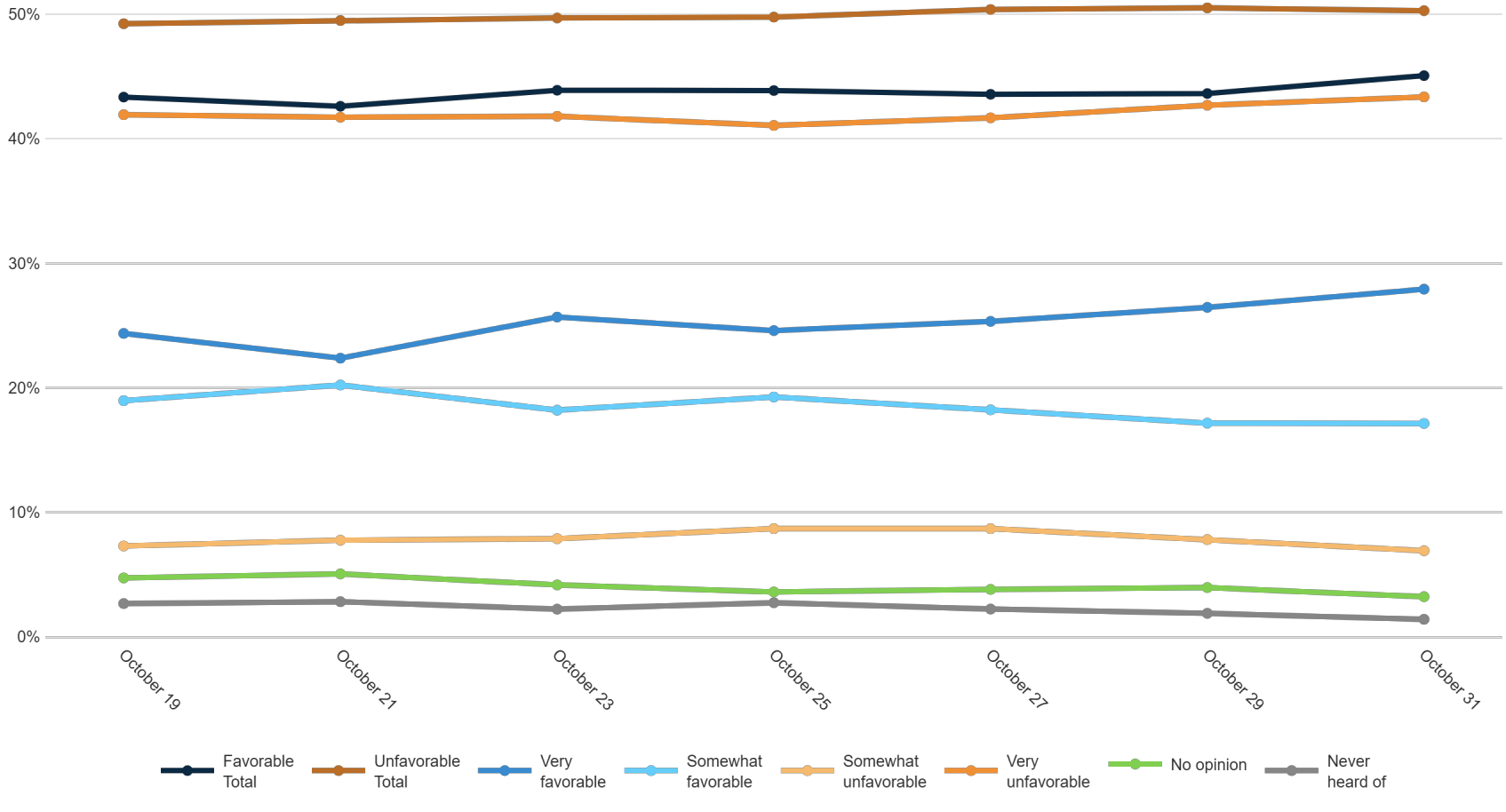



| | F 18 - 34 | F 35 - 49 | F 50 - 64 | F 65+ | M 18 - 34 | M 35 - 49 | M 50 - 64 | M 65+ | Wayne/Oakland | Rest of Detroit | Grand Rapids | Other DMAs | Republican | Democrat | Independent | White | Black | College | No College | <$70k | $70k+ | Protestant | Evangelical | Catholic | Other Relig | No Relig | Gov Undec | AG Undec | SoS Undec | Always vote | Usually vote | Smtms vote | Rarely vote | Vote EDay | Vote Mail | Already Voted |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Favorable Total | 33% | 37% | 37% | 42% | 37% | 55% | 57% | 56% | 35% | 51% | 46% | 49% | 82% | 7% | 49% | 48% | 22% | 42% | 47% | 40% | 47% | 46% | 60% | 52% | 33% | 24% | 20% | 36% | 34% | 47% | 45% | 25% | 33% | 55% | 32% | 30% |
| Unfavorable Total | 60% | 55% | 58% | 55% | 53% | 44% | 39% | 39% | 60% | 47% | 50% | 45% | 13% | 88% | 47% | 49% | 71% | 54% | 48% | 55% | 49% | 51% | 34% | 44% | 62% | 71% | 53% | 47% | 48% | 49% | 49% | 69% | 52% | 40% | 59% | 68% |
| Very favorable | 15% | 18% | 23% | 28% | 23% | 30% | 37% | 43% | 22% | 31% | 28% | 31% | 55% | 3% | 28% | 30% | 10% | 23% | 31% | 26% | 28% | 28% | 40% | 35% | 19% | 11% | 4% | 13% | 14% | 32% | 19% | 12% | 21% | 34% | 20% | 19% |
| Somewhat favorable | 18% | 19% | 15% | 14% | 14% | 25% | 20% | 14% | 13% | 19% | 18% | 18% | 27% | 5% | 21% | 18% | 11% | 19% | 16% | 14% | 19% | 18% | 20% | 17% | 13% | 13% | 16% | 23% | 20% | 15% | 26% | 14% | 13% | 21% | 13% | 11% |
| Somewhat unfavorable | 7% | 9% | 10% | 6% | 7% | 8% | 7% | 3% | 6% | 6% | 7% | 8% | 6% | 7% | 8% | 7% | 7% | 7% | 7% | 8% | 6% | 9% | 4% | 6% | 11% | 7% | 23% | 15% | 13% | 5% | 11% | 13% | 8% | 7% | 6% | 6% |
| Very unfavorable | 53% | 46% | 49% | 48% | 46% | 36% | 33% | 37% | 54% | 40% | 43% | 37% | 7% | 81% | 39% | 42% | 64% | 48% | 41% | 47% | 43% | 42% | 30% | 38% | 51% | 64% | 30% | 32% | 35% | 44% | 38% | 56% | 43% | 33% | 52% | 62% |
| No opinion | 7% | 4% | 4% | 3% | 6% | 1% | 2% | 2% | 2% | 2% | 2% | 5% | 4% | 3% | 3% | 2% | 4% | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 4% | 3% | 24% | 15% | 14% | 3% | 3% | 2% | 13% | 4% | 5% | 1% |
| Never heard of | 0% | 4% | 0% | 0% | 4% | 0% | 2% | 3% | 2% | 0% | 2% | 1% | 1% | 2% | 0% | 1% | 3% | 1% | 2% | 2% | 1% | 0% | 2% | 1% | 1% | 2% | 2% | 2% | 3% | 1% | 2% | 3% | 2% | 1% | 5% | 1% |

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

CYGNAL

# Trend: Tudor Dixon Image

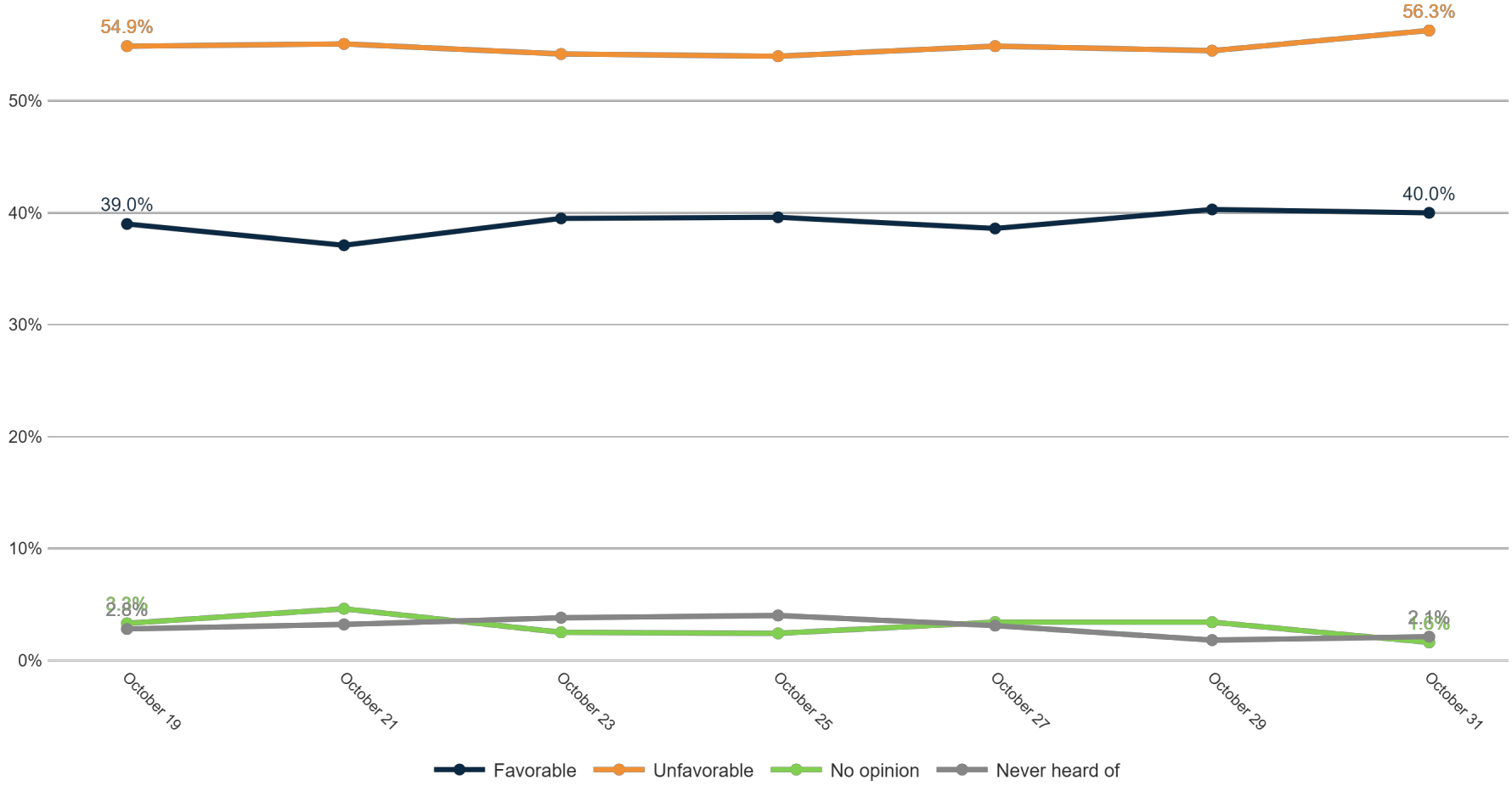



CYGNAL

# MRP Estimates: Tudor Dixon Image

Voter Group

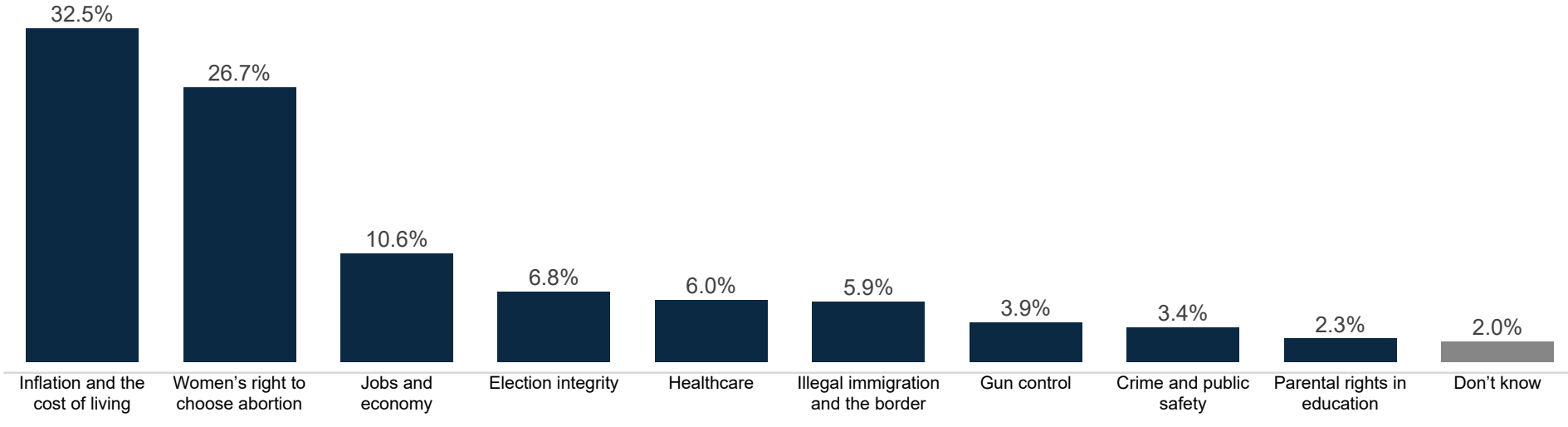
Detroit DMA




CYGNAL

# Top Priority

Fielding Date: October 31

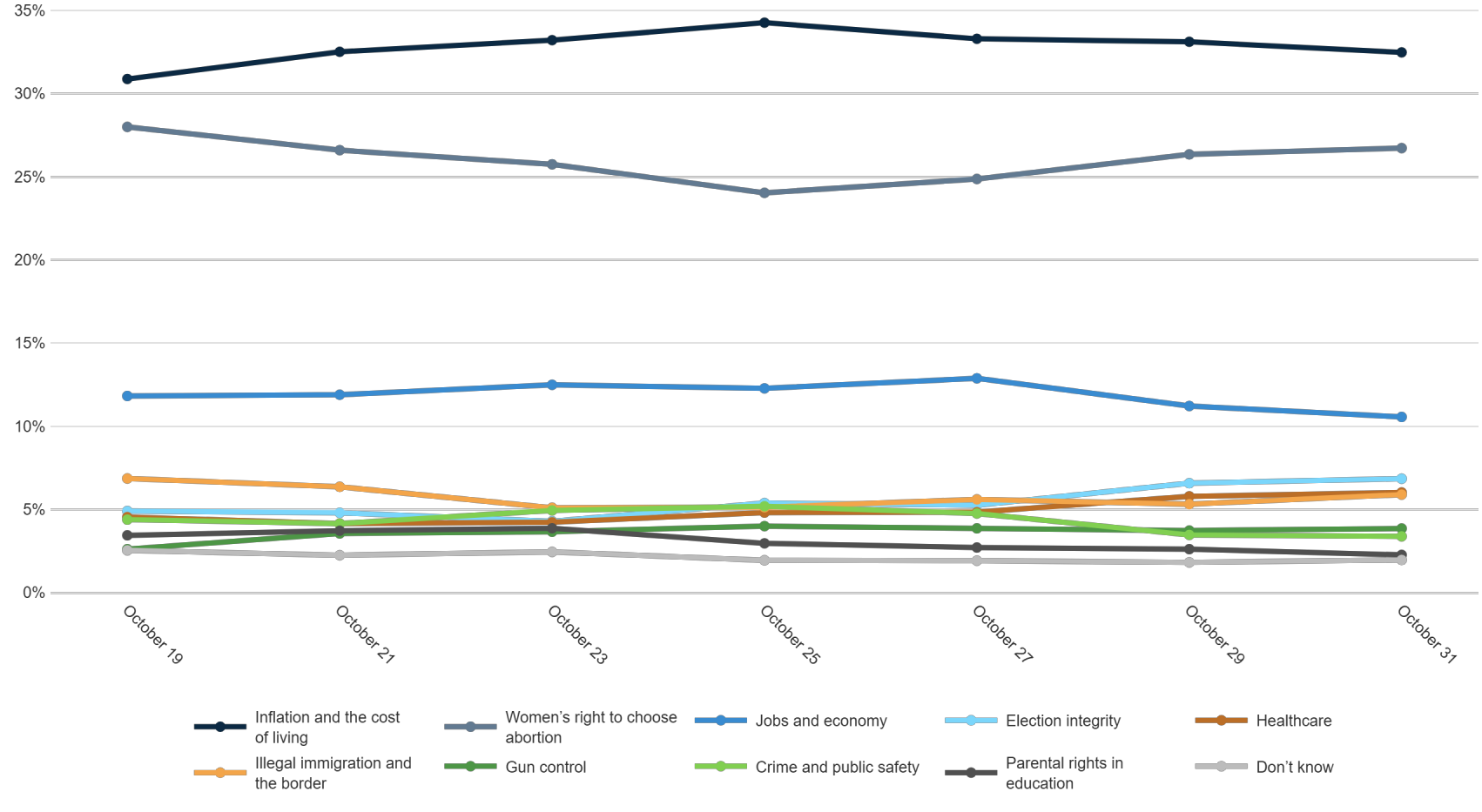



| | F 18 - 34 | F 35 - 49 | F 50 - 64 | F 65+ | M 18 - 34 | M 35 - 49 | M 50 - 64 | M 65+ | Wayne/Oakland | Rest of Detroit | Grand Rapids | Other DMAs | Republican | Democrat | Independent | White | Black | College | No College | <$70k | $70k+ | Protestant | Evangelical | Catholic | Other Relig | No Relig | Gov Undec | AG Undec | SoS Undec | Always vote | Usually vote | Smtms vote | Rarely vote | Vote EDay | Vote Mail | Already Voted |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Inflation and the cost of living | 27% | 25% | 31% | 32% | 28% | 42% | 37% | 35% | 32% | 39% | 29% | 31% | 45% | 15% | 39% | 34% | 29% | 28% | 35% | 34% | 30% | 32% | 37% | 39% | 27% | 24% | 32% | 44% | 44% | 32% | 35% | 29% | 38% | 34% | 36% | 28% |
| Women's right to choose abortion | 53% | 38% | 32% | 26% | 26% | 18% | 15% | 15% | 31% | 21% | 29% | 25% | 9% | 48% | 21% | 26% | 35% | 33% | 22% | 27% | 28% | 23% | 17% | 22% | 33% | 44% | 30% | 25% | 26% | 27% | 21% | 32% | 38% | 22% | 26% | 37% |
| Jobs and economy | 5% | 12% | 11% | 6% | 13% | 11% | 19% | 8% | 7% | 14% | 9% | 12% | 11% | 7% | 15% | 12% | 4% | 13% | 9% | 9% | 13% | 11% | 9% | 13% | 14% | 7% | 9% | 10% | 8% | 11% | 12% | 6% | 6% | 13% | 11% | 6% |
| Election integrity | 0% | 3% | 6% | 8% | 5% | 7% | 8% | 14% | 6% | 4% | 7% | 8% | 7% | 8% | 6% | 7% | 5% | 6% | 7% | 6% | 8% | 7% | 7% | 6% | 4% | 8% | 2% | 1% | 2% | 8% | 5% | 1% | 1% | 6% | 7% | 8% |
| Healthcare | 2% | 6% | 5% | 10% | 10% | 6% | 3% | 6% | 8% | 5% | 6% | 5% | 2% | 10% | 5% | 5% | 12% | 4% | 7% | 8% | 4% | 5% | 9% | 4% | 5% | 6% | 2% | 0% | 1% | 5% | 10% | 17% | 3% | 5% | 6% | 9% |
| Illegal immigration and the border | 6% | 2% | 4% | 6% | 5% | 4% | 8% | 11% | 6% | 5% | 6% | 7% | 12% | 1% | 4% | 6% | 3% | 3% | 8% | 6% | 5% | 6% | 8% | 7% | 3% | 4% | 6% | 10% | 11% | 6% | 6% | 9% | 6% | 8% | 5% | 2% |
| Gun control | 2% | 6% | 3% | 4% | 4% | 4% | 3% | 5% | 4% | 3% | 5% | 3% | 3% | 6% | 1% | 3% | 6% | 5% | 3% | 3% | 5% | 4% | 3% | 3% | 5% | 5% | 5% | 1% | 1% | 4% | 4% | 4% | 3% | 4% | 3% | 4% |
| Crime and public safety | 3% | 4% | 3% | 3% | 6% | 2% | 4% | 4% | 2% | 3% | 5% | 3% | 4% | 3% | 3% | 3% | 3% | 3% | 4% | 4% | 2% | 6% | 4% | 3% | 2% | 1% | 1% | 1% | 1% | 4% | 3% | 3% | 2% | 4% | 2% | 3% |
| Parental rights in education | 1% | 4% | 2% | 3% | 1% | 3% | 2% | 3% | 2% | 4% | 2% | 2% | 3% | 1% | 3% | 2% | 2% | 2% | 2% | 1% | 3% | 2% | 5% | 2% | 4% | 0% | 4% | 4% | 2% | 2% | 2% | 0% | 1% | 3% | 0% | 1% |
| Don't know | 1% | 1% | 3% | 3% | 2% | 3% | 2% | 0% | 2% | 1% | 2% | 2% | 2% | 2% | 2% | 2% | 1% | 3% | 1% | 2% | 2% | 3% | 1% | 0% | 3% | 2% | 9% | 4% | 4% | 2% | 2% | 1% | 3% | 2% | 3% | 1% |

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

CYGNAL

# Trend: Top Priority

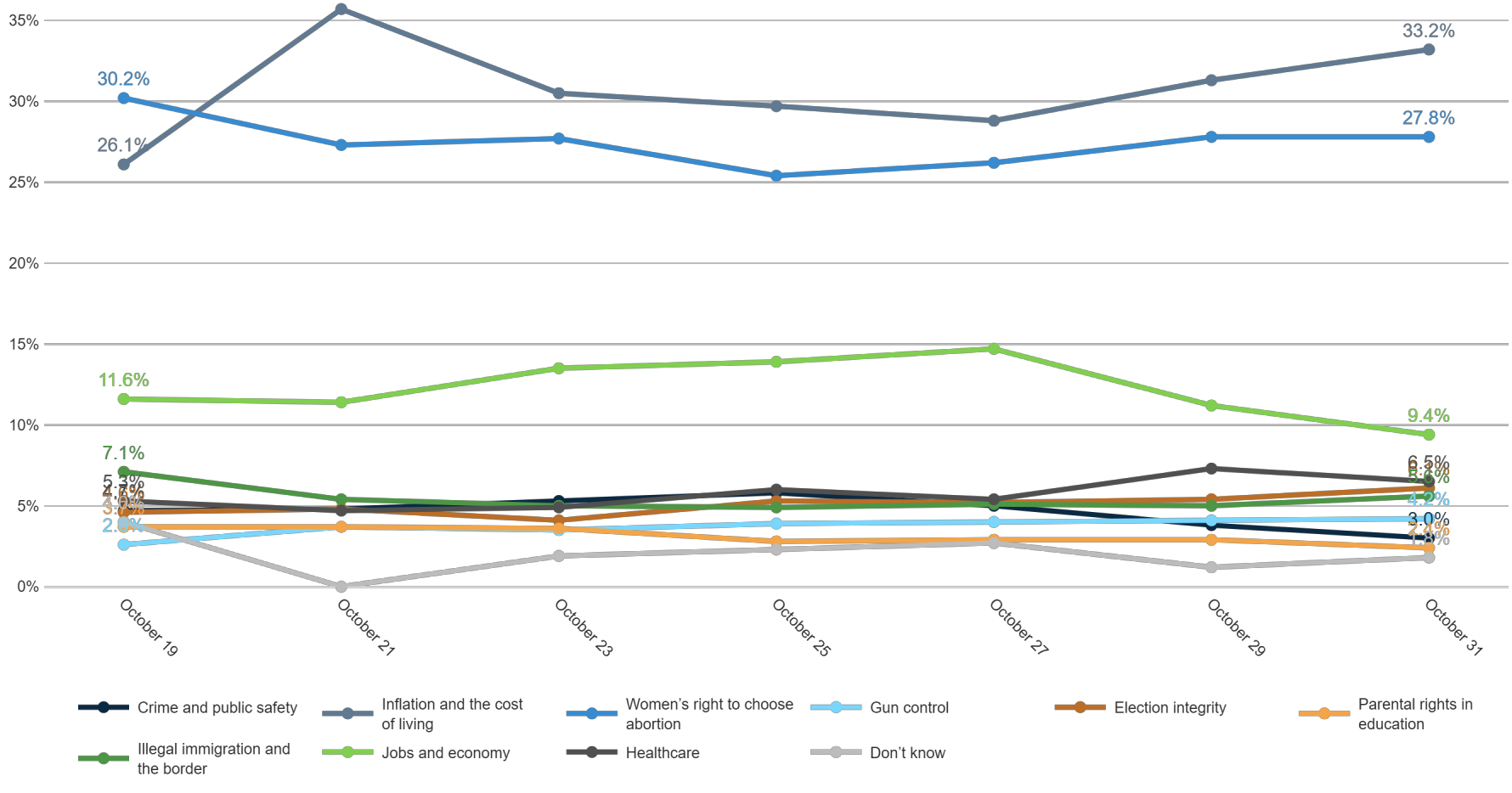



CYGNAL

# MRP Estimates: Top Priority

Voter Group

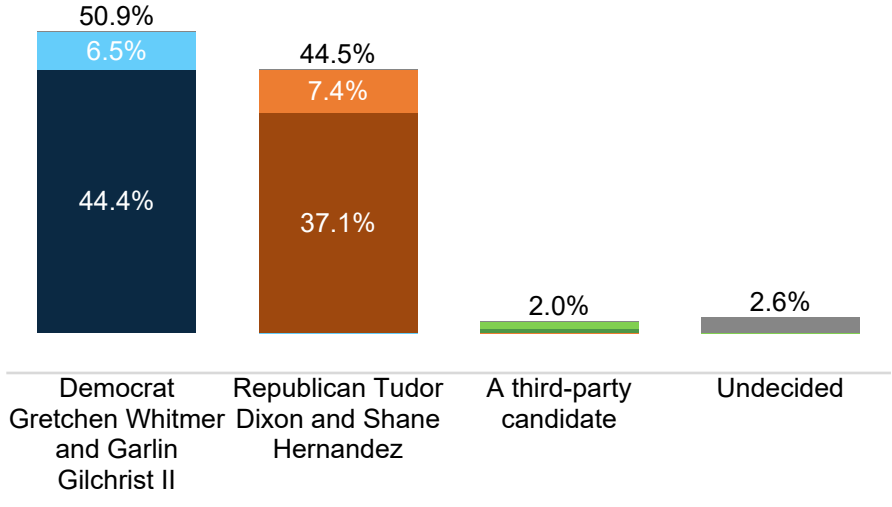
Detroit DMA




CYGNAL

# Governor Ballot

Fielding Date: October 31

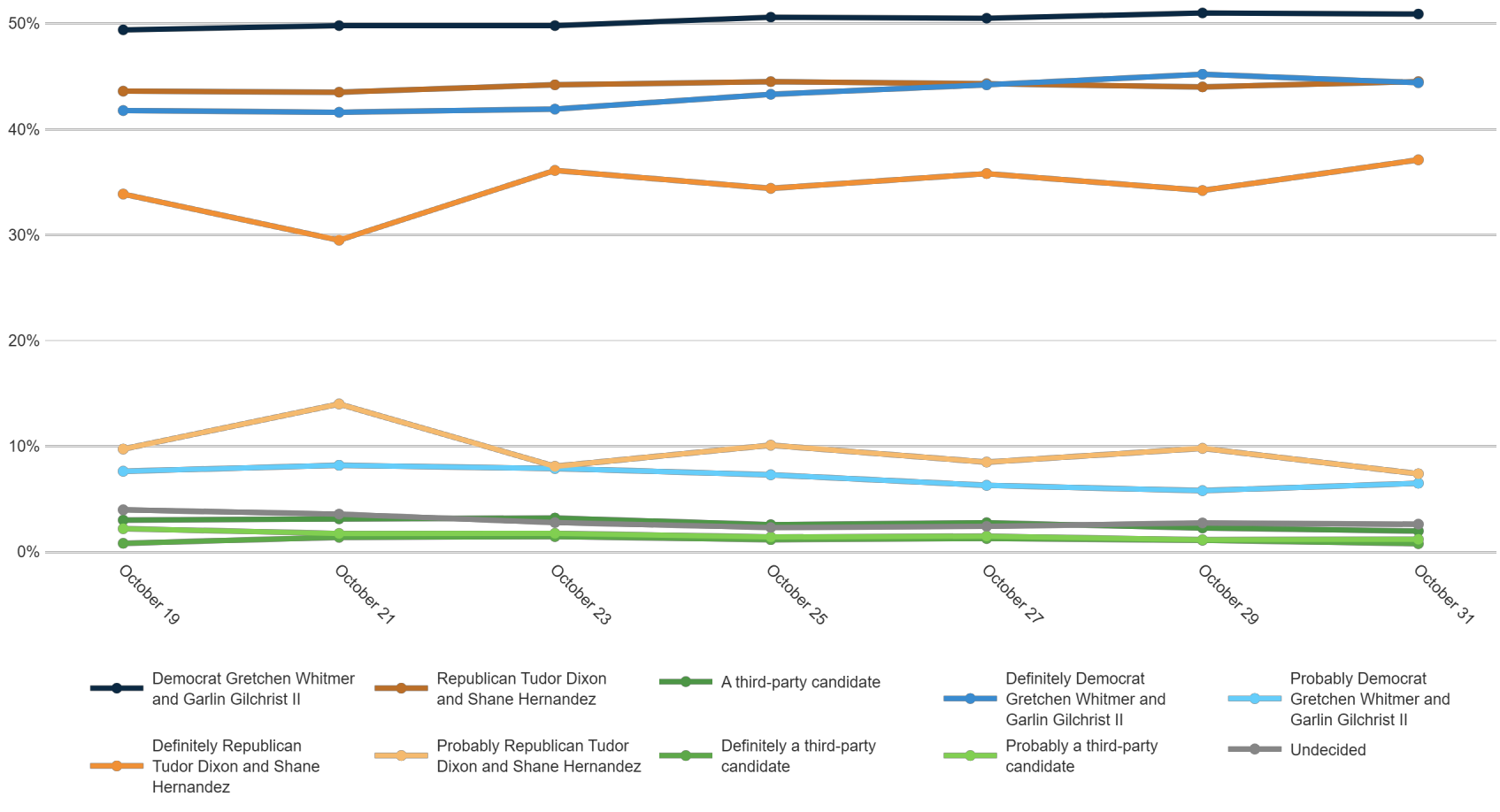



| | F 18 - 34 | F 35 - 49 | F 50 - 64 | F 65+ | M 18 - 34 | M 35 - 49 | M 50 - 64 | M 65+ | Wayne/Oakland | Rest of Detroit | Grand Rapids | Other DMAs | Republican | Democrat | Independent | White | Black | College | No College | <$70k | $70k+ | Protestant | Evangelical | Catholic | Other Relig | No Relig | AG Undec | SoS Undec | Always vote | Usually vote | Smtms vote | Rarely vote | Vote EDay | Vote Mail | Already Voted |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Democrat Gretchen Whitmer and Garlin Gilchrist II | 66% | 58% | 57% | 53% | 61% | 43% | 38% | 39% | 62% | 47% | 47% | 47% | 10% | 96% | 43% | 47% | 84% | 56% | 48% | 55% | 50% | 53% | 36% | 45% | 60% | 71% | 41% | 41% | 50% | 48% | 77% | 60% | 41% | 57% | 68% |
| Republican Tudor Dixon and Shane Hernandez | 23% | 37% | 37% | 43% | 37% | 53% | 59% | 59% | 34% | 50% | 48% | 47% | 85% | 2% | 50% | 49% | 11% | 41% | 47% | 41% | 46% | 44% | 62% | 51% | 33% | 23% | 29% | 29% | 48% | 43% | 17% | 26% | 53% | 37% | 30% |
| A third-party candidate | 4% | 3% | 2% | 1% | 2% | 2% | 2% | 1% | 2% | 2% | 2% | 2% | 3% | 1% | 3% | 2% | 3% | 2% | 2% | 2% | 2% | 1% | 1% | 2% | 3% | 4% | 4% | 2% | 1% | 4% | 2% | 1% | 3% | 2% | 1% |
| Definitely Democrat Gretchen Whitmer and Garlin Gilchrist II | 49% | 50% | 49% | 48% | 54% | 37% | 34% | 37% | 56% | 40% | 41% | 40% | 6% | 89% | 34% | 41% | 70% | 51% | 40% | 47% | 45% | 47% | 30% | 39% | 54% | 62% | 24% | 23% | 47% | 37% | 47% | 40% | 33% | 53% | 64% |
| Probably Democrat Gretchen Whitmer and Garlin Gilchrist II | 17% | 8% | 8% | 5% | 6% | 6% | 4% | 2% | 6% | 7% | 6% | 6% | 4% | 7% | 9% | 5% | 14% | 4% | 8% | 7% | 5% | 6% | 6% | 6% | 5% | 9% | 18% | 17% | 3% | 11% | 30% | 20% | 8% | 4% | 4% |
| Definitely Republican Tudor Dixon and Shane Hernandez | 16% | 32% | 32% | 36% | 27% | 41% | 52% | 50% | 28% | 41% | 41% | 40% | 75% | 1% | 39% | 41% | 10% | 33% | 40% | 34% | 39% | 37% | 54% | 41% | 29% | 18% | 13% | 15% | 41% | 33% | 10% | 18% | 44% | 28% | 27% |
| Probably Republican Tudor Dixon and Shane Hernandez | 7% | 5% | 5% | 6% | 10% | 12% | 7% | 9% | 6% | 9% | 8% | 7% | 10% | 1% | 11% | 8% | 1% | 8% | 7% | 7% | 7% | 7% | 8% | 9% | 4% | 6% | 16% | 14% | 7% | 10% | 7% | 8% | 9% | 9% | 3% |
| Definitely a third-party candidate | 0% | 2% | 1% | 0% | 1% | 2% | 1% | 0% | 1% | 1% | 0% | 1% | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 1% | 1% | 2% | 1% | 3% | 0% | 1% | 1% | 2% | 1% | 1% | 1% | 0% |
| Probably a third-party candidate | 4% | 1% | 2% | 0% | 1% | 0% | 1% | 1% | 1% | 1% | 2% | 1% | 2% | 0% | 2% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 0% | 1% | 1% | 3% | 1% | 2% | 1% | 3% | 0% | 0% | 2% | 1% | 0% |
| Undecided | 7% | 2% | 3% | 4% | 0% | 2% | 2% | 1% | 2% | 1% | 3% | 4% | 2% | 1% | 4% | 3% | 2% | 2% | 3% | 3% | 2% | 2% | 1% | 3% | 5% | 2% | 26% | 28% | 1% | 5% | 4% | 13% | 3% | 4% | 1% |

*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

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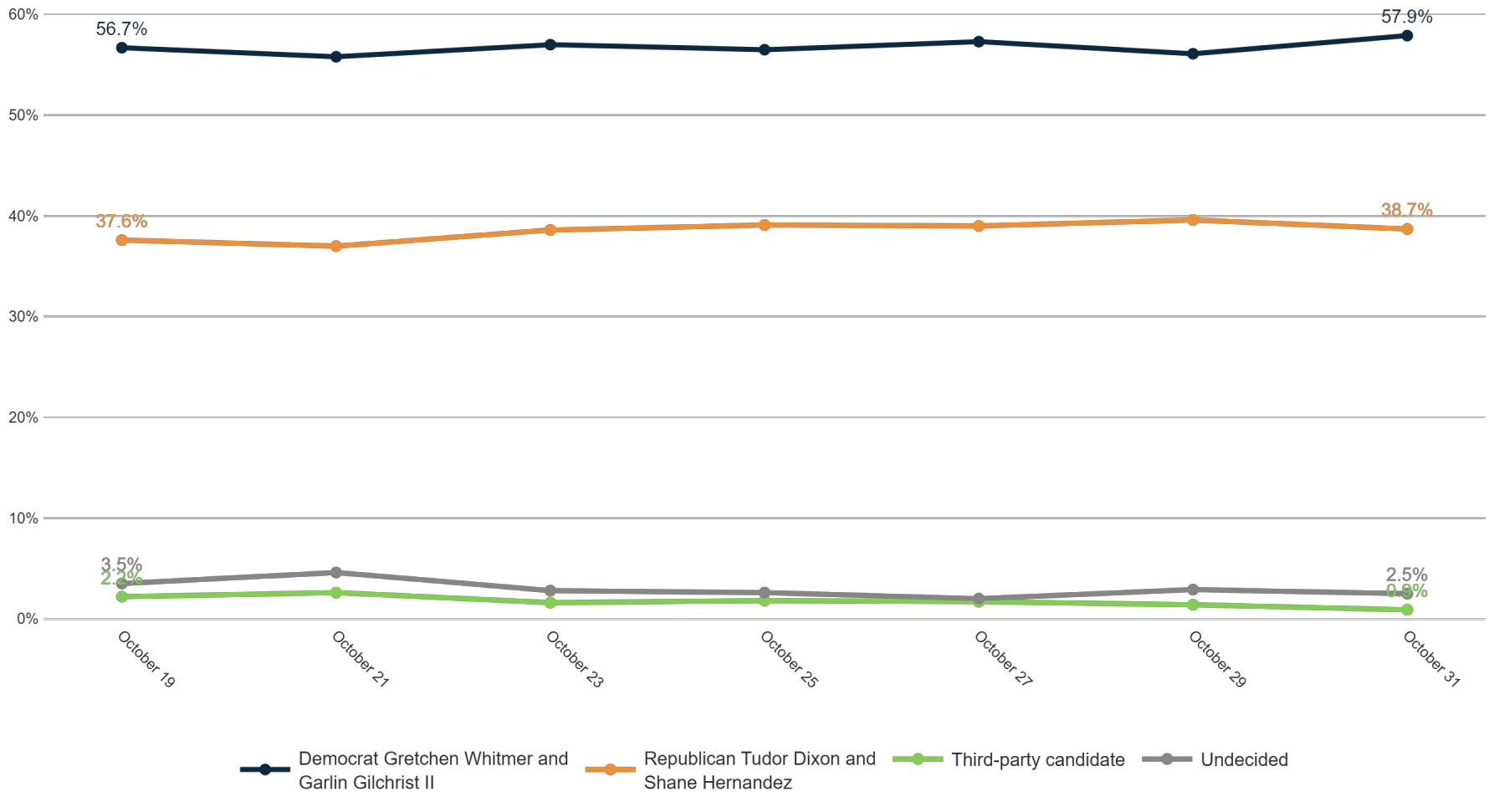
# MRP Estimates: Governor Ballot

Voter Group

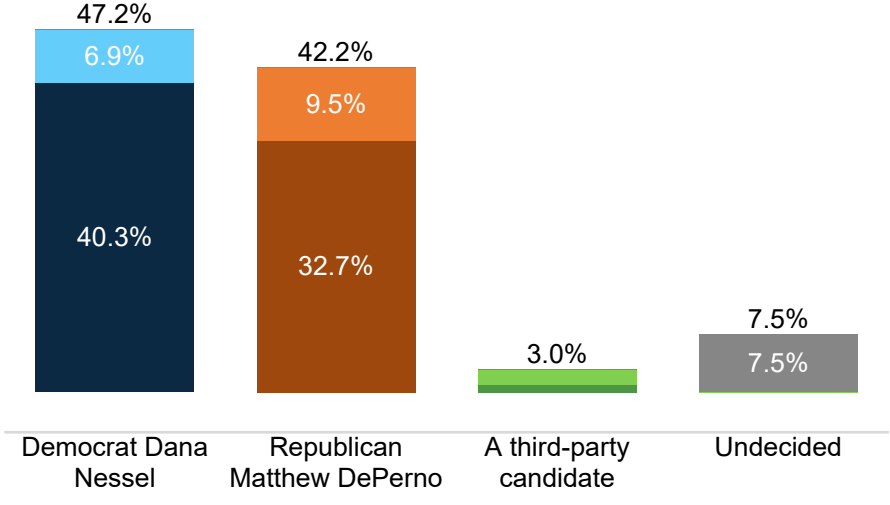
Detroit DMA




CYGNAL

# Attorney General Ballot

Fielding Date: October 31




| | 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 | Vote EDay | Vote Mail | Already Voted |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Democrat Dana Nessel | 49% | 55% | 51% | 53% | 53% | 41% | 39% | 38% | 58% | 44% | 44% | 43% | 7% | 91% | 39% | 44% | 72% | 53% | 44% | 49% | 49% | 51% | 33% | 43% | 53% | 63% | 13% | 11% | 48% | 44% | 65% | 38% | 36% | 58% | 67% |
| Republican Matthew DePerno | 29% | 33% | 38% | 39% | 32% | 49% | 53% | 55% | 34% | 44% | 47% | 45% | 83% | 2% | 45% | 46% | 16% | 39% | 45% | 39% | 44% | 42% | 59% | 44% | 33% | 25% | 8% | 13% | 46% | 40% | 17% | 23% | 51% | 30% | 29% |
| A third-party candidate | 7% | 3% | 3% | 2% | 7% | 2% | 2% | 2% | 2% | 5% | 2% | 4% | 2% | 2% | 5% | 3% | 5% | 2% | 4% | 3% | 2% | 2% | 2% | 4% | 4% | 4% | 6% | 6% | 2% | 8% | 4% | 3% | 4% | 3% | 1% |
| Definitely Democrat Dana Nessel | 40% | 44% | 44% | 48% | 40% | 34% | 32% | 36% | 51% | 37% | 36% | 36% | 4% | 82% | 31% | 38% | 65% | 46% | 37% | 41% | 42% | 44% | 26% | 37% | 43% | 58% | 2% | 5% | 44% | 31% | 47% | 22% | 28% | 48% | 63% |
| Probably Democrat Dana Nessel | 9% | 10% | 7% | 5% | 13% | 6% | 7% | 2% | 7% | 7% | 7% | 7% | 3% | 10% | 8% | 6% | 8% | 7% | 7% | 8% | 6% | 7% | 7% | 6% | 11% | 5% | 11% | 6% | 4% | 12% | 18% | 16% | 8% | 11% | 3% |
| Definitely Republican Matthew DePerno | 14% | 26% | 33% | 31% | 17% | 39% | 43% | 45% | 25% | 32% | 38% | 36% | 66% | 1% | 34% | 36% | 10% | 30% | 35% | 30% | 34% | 33% | 49% | 36% | 25% | 14% | 0% | 6% | 36% | 29% | 11% | 16% | 39% | 21% | 26% |
| Probably Republican Matthew DePerno | 15% | 8% | 5% | 8% | 15% | 10% | 10% | 10% | 9% | 11% | 9% | 9% | 17% | 1% | 11% | 10% | 6% | 9% | 10% | 10% | 9% | 8% | 10% | 8% | 8% | 11% | 8% | 8% | 9% | 11% | 6% | 8% | 12% | 9% | 4% |
| Definitely a third-party candidate | 3% | 1% | 1% | 1% | 0% | 2% | 1% | 0% | 1% | 2% | 0% | 1% | 1% | 0% | 2% | 1% | 2% | 0% | 2% | 1% | 1% | 0% | 0% | 1% | 1% | 2% | 1% | 2% | 1% | 2% | 4% | 3% | 1% | 1% | 0% |
| Probably a third-party candidate | 4% | 2% | 2% | 1% | 7% | 1% | 1% | 2% | 1% | 3% | 1% | 3% | 1% | 2% | 3% | 2% | 3% | 2% | 2% | 2% | 2% | 2% | 1% | 3% | 3% | 2% | 5% | 4% | 1% | 6% | 0% | 0% | 3% | 1% | 0% |
| Undecided | 15% | 9% | 8% | 5% | 9% | 9% | 6% | 4% | 6% | 7% | 8% | 8% | 8% | 4% | 10% | 8% | 6% | 6% | 8% | 9% | 5% | 5% | 6% | 9% | 10% | 8% | 73% | 70% | 5% | 8% | 14% | 36% | 9% | 9% | 3% |

*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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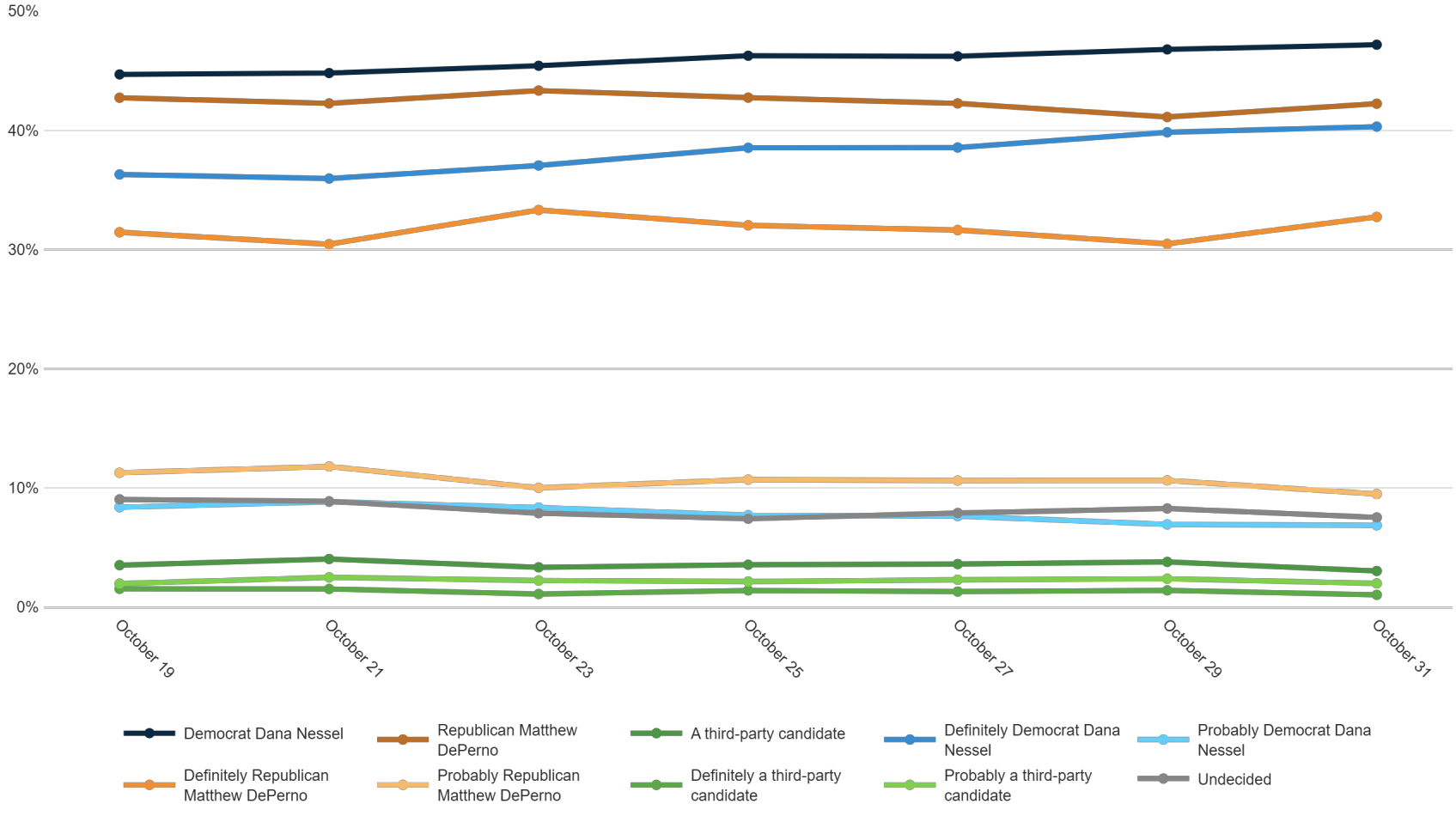
# Trend: Attorney General Ballot

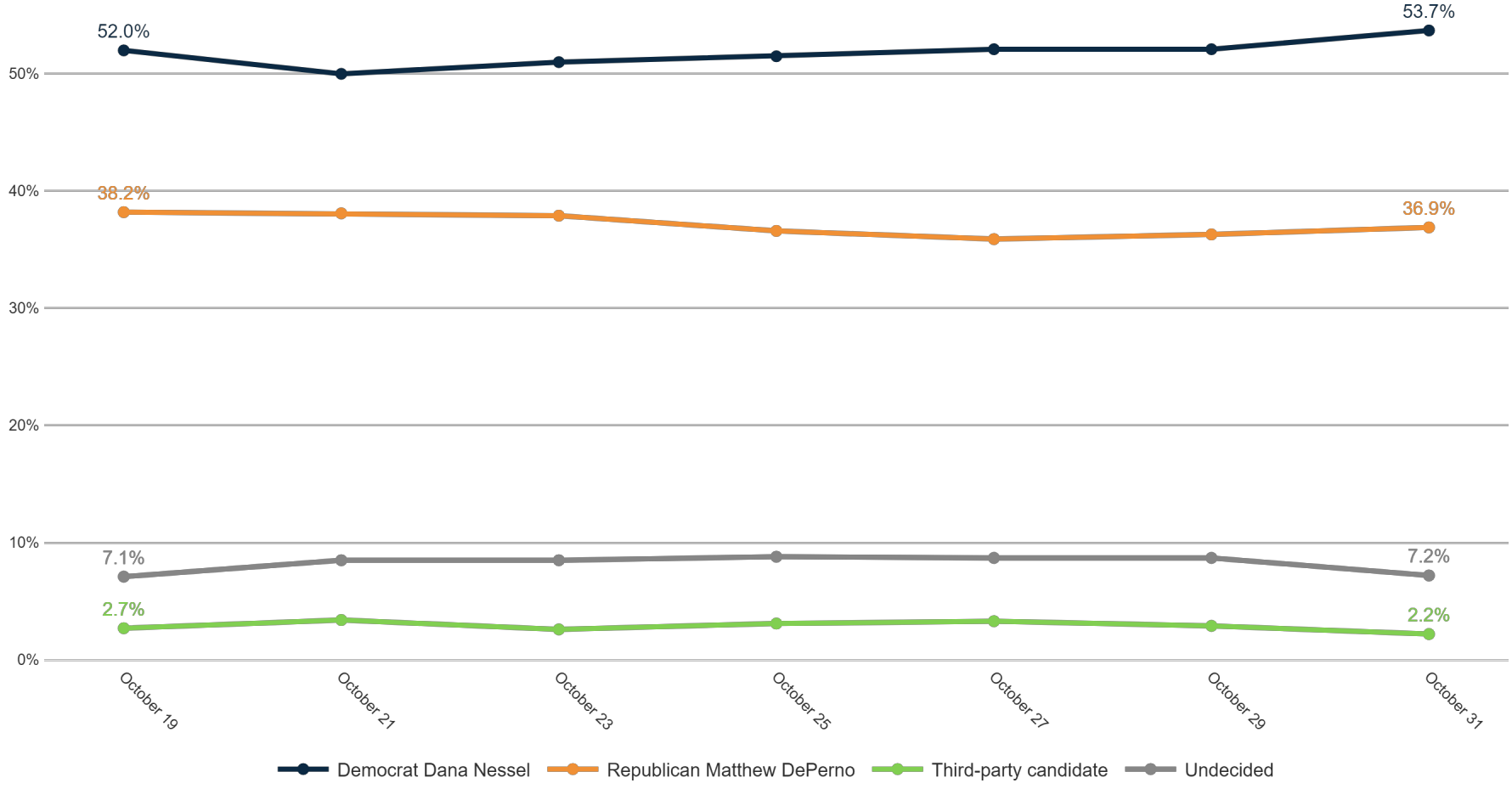



CYGNAL

# MRP Estimates: AG Ballot

Voter Group

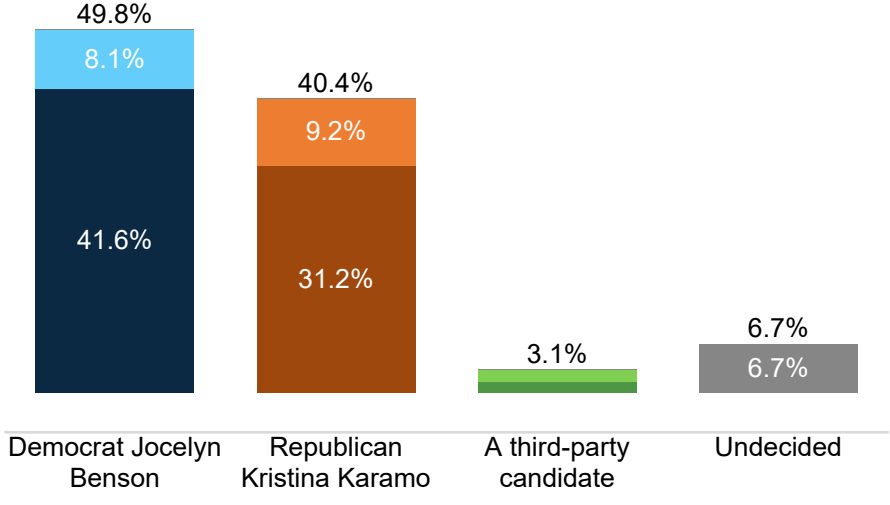
Detroit DMA




CYGNAL

# Secretary of State Ballot

Fielding Date: October 31

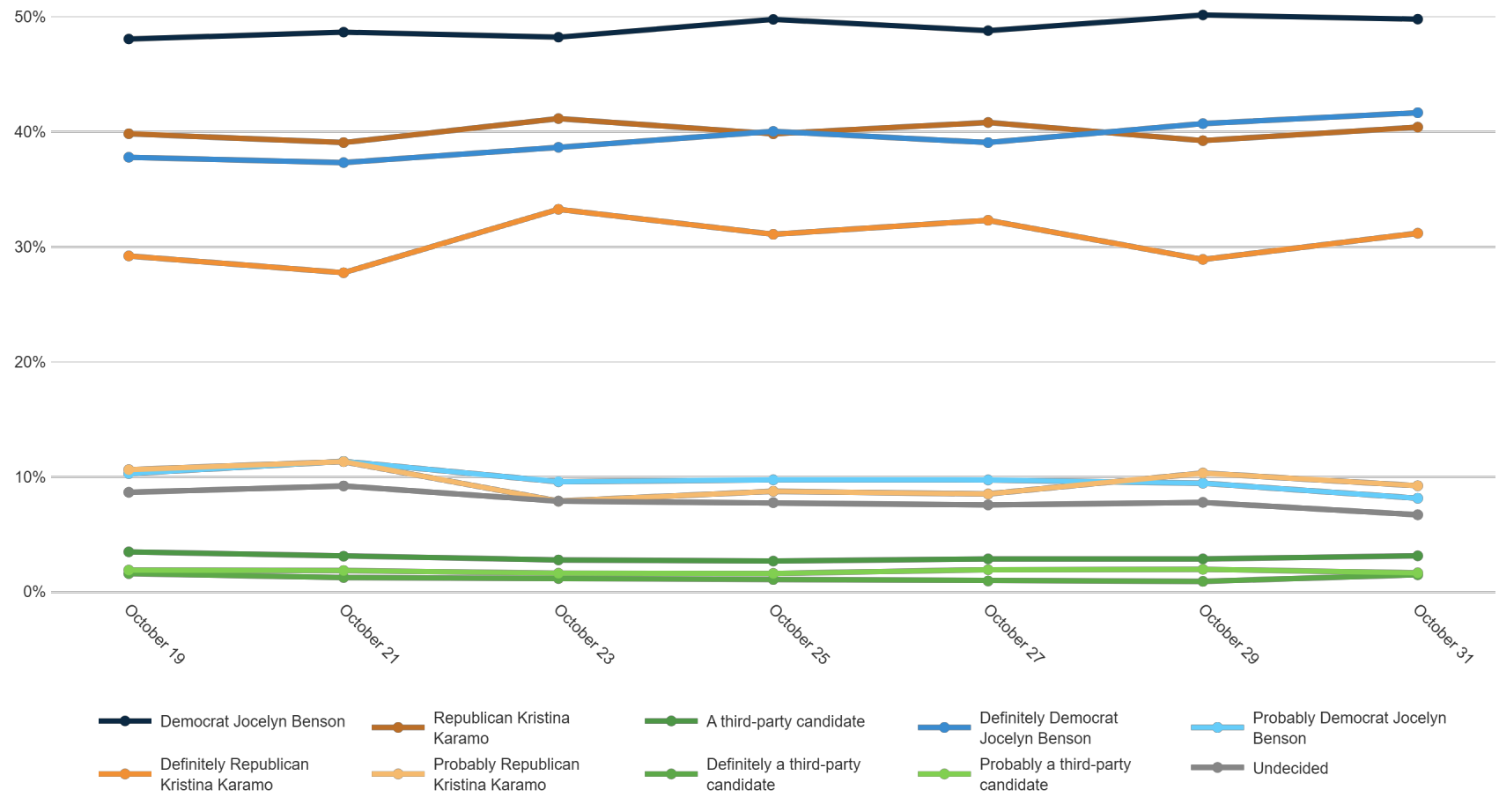



| | F 18 - 34 | F 35 - 49 | F 50 - 64 | F 65+ | M 18 - 34 | M 35 - 49 | M 50 - 64 | M 65+ | Wayne/Oakland | Rest of Detroit | Grand Rapids | Other DMAs | Republican | Democrat | Independent | White | Black | College | No College | <$70k | $70k+ | Protestant | Evangelical | Catholic | Other Relig | No Relig | Gov Undec | AG Undec | Always vote | Usually vote | Smtms vote | Rarely vote | Vote EDay | Vote Mail | Already Voted |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Democrat Jocelyn Benson | 52% | 52% | 54% | 56% | 58% | 45% | 38% | 44% | 58% | 48% | 48% | 46% | 14% | 91% | 41% | 47% | 73% | 57% | 46% | 50% | 52% | 54% | 35% | 47% | 55% | 66% | 17% | 21% | 51% | 46% | 58% | 37% | 37% | 63% | 71% |
| Republican Kristina Karamo | 23% | 35% | 37% | 38% | 26% | 45% | 55% | 51% | 31% | 41% | 46% | 44% | 77% | 4% | 45% | 44% | 14% | 35% | 44% | 38% | 41% | 40% | 57% | 42% | 33% | 23% | 10% | 13% | 43% | 40% | 20% | 25% | 49% | 29% | 26% |
| A third-party candidate | 10% | 5% | 2% | 1% | 8% | 3% | 1% | 1% | 5% | 3% | 1% | 3% | 2% | 2% | 5% | 2% | 7% | 3% | 3% | 3% | 3% | 2% | 3% | 4% | 2% | 4% | 3% | 4% | 2% | 6% | 9% | 4% | 4% | 2% | 1% |
| Definitely Democrat Jocelyn Benson | 35% | 46% | 47% | 49% | 45% | 40% | 31% | 38% | 50% | 42% | 39% | 37% | 8% | 81% | 32% | 40% | 64% | 49% | 37% | 42% | 44% | 43% | 28% | 39% | 43% | 61% | 1% | 9% | 45% | 34% | 46% | 22% | 29% | 51% | 65% |
| Probably Democrat Jocelyn Benson | 17% | 6% | 8% | 7% | 13% | 6% | 7% | 6% | 8% | 6% | 8% | 9% | 6% | 10% | 9% | 8% | 9% | 8% | 8% | 8% | 8% | 11% | 8% | 8% | 13% | 5% | 16% | 13% | 6% | 11% | 12% | 15% | 9% | 12% | 5% |
| Definitely Republican Kristina Karamo | 16% | 28% | 31% | 32% | 18% | 34% | 42% | 37% | 24% | 29% | 35% | 35% | 62% | 2% | 33% | 34% | 12% | 28% | 33% | 28% | 33% | 31% | 45% | 32% | 25% | 16% | 3% | 2% | 35% | 27% | 8% | 15% | 38% | 18% | 23% |
| Probably Republican Kristina Karamo | 7% | 8% | 7% | 6% | 8% | 11% | 13% | 14% | 7% | 12% | 10% | 9% | 15% | 2% | 11% | 10% | 3% | 7% | 11% | 10% | 8% | 10% | 12% | 9% | 8% | 7% | 7% | 10% | 8% | 12% | 12% | 10% | 12% | 11% | 3% |
| Definitely a third-party candidate | 5% | 3% | 1% | 1% | 2% | 3% | 0% | 0% | 2% | 2% | 1% | 1% | 2% | 1% | 2% | 1% | 5% | 1% | 2% | 2% | 1% | 0% | 2% | 1% | 0% | 3% | 0% | 1% | 1% | 2% | 6% | 2% | 2% | 1% | 0% |
| Probably a third-party candidate | 5% | 3% | 1% | 0% | 5% | 0% | 1% | 1% | 2% | 1% | 1% | 2% | 1% | 1% | 3% | 1% | 3% | 2% | 1% | 1% | 1% | 1% | 1% | 2% | 2% | 1% | 3% | 3% | 1% | 4% | 3% | 2% | 2% | 0% | 1% |
| Undecided | 15% | 7% | 6% | 5% | 8% | 6% | 5% | 4% | 6% | 7% | 5% | 7% | 7% | 3% | 9% | 7% | 6% | 5% | 7% | 9% | 4% | 4% | 5% | 8% | 9% | 8% | 71% | 62% | 4% | 9% | 13% | 34% | 9% | 6% | 2% |

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

CYGNAL

# Trend: Secretary of State Ballot

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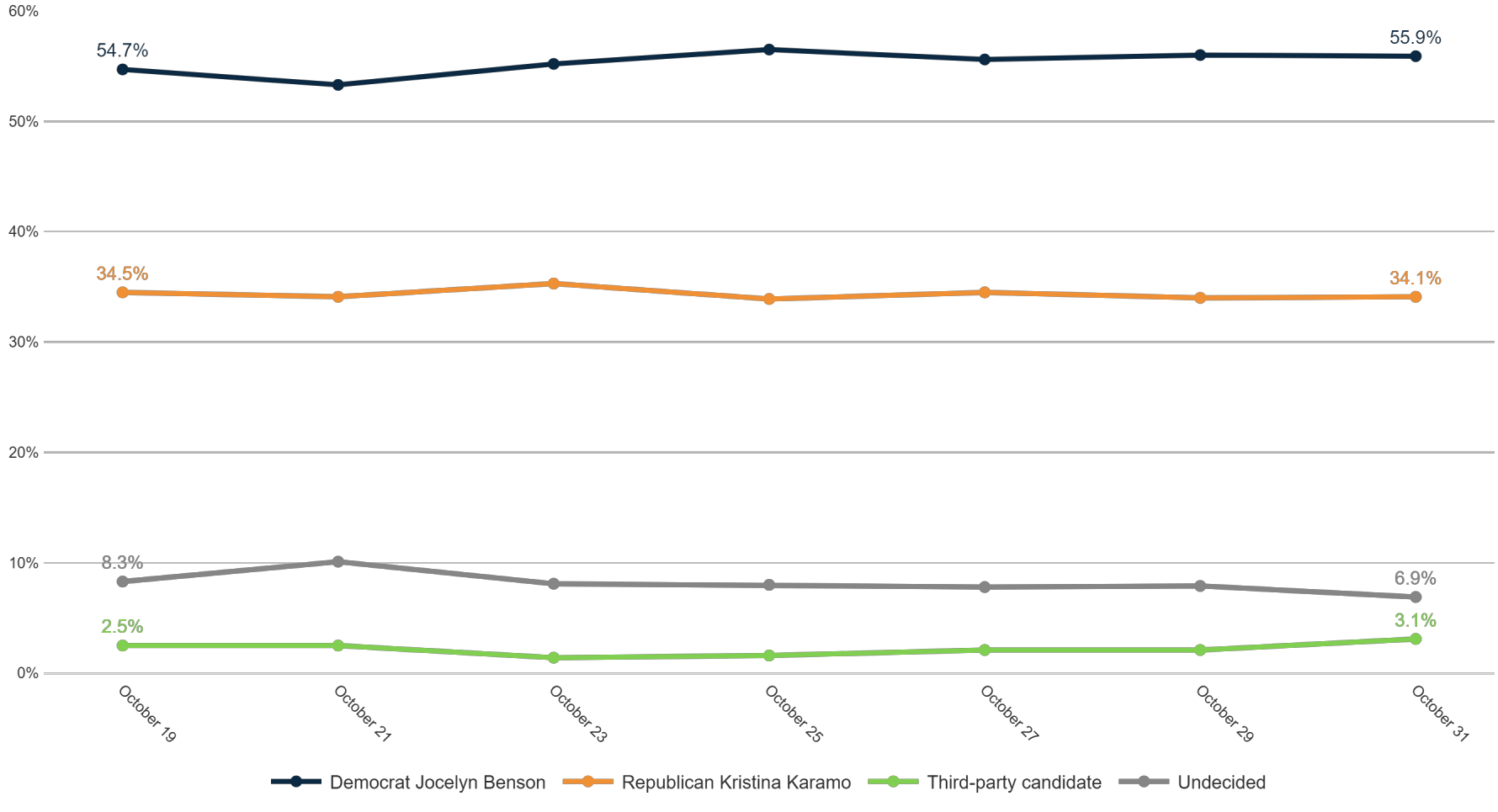
# MRP Estimates: SoS Ballot

Voter Group

Detroit DMA

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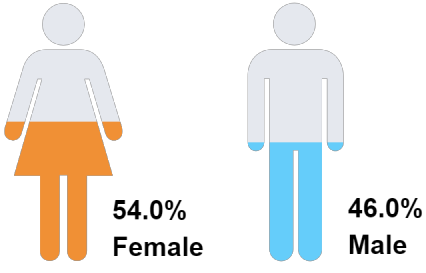
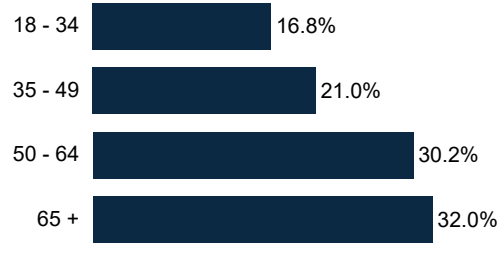
# Demographics

Fielding Date: October 31

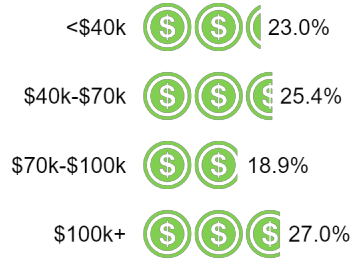
## Sex



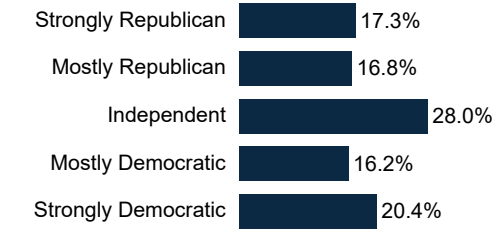

## Age Range



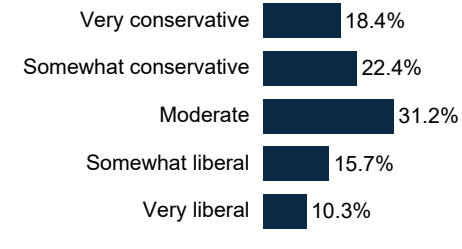

## Household Income



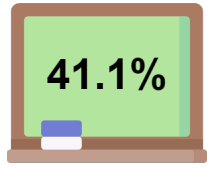

## Partisanship




## Ideology



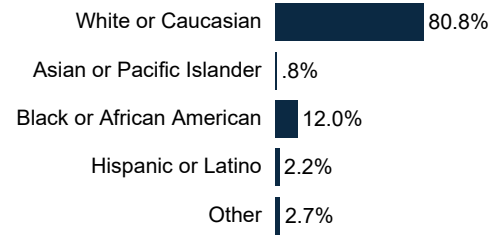

## Education



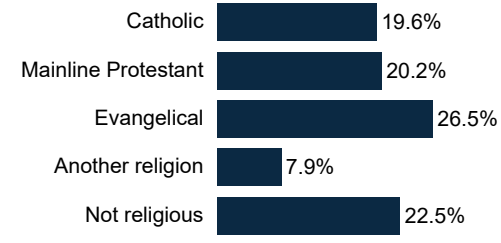

have at least a College degree

*58.0% have no college degree*

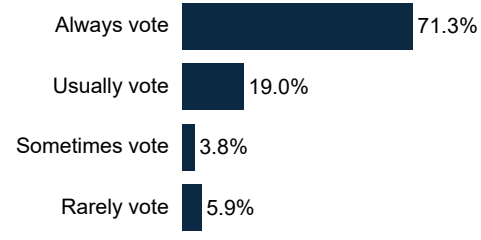
## Race/ Ethnicity




## Religion




## Voter History




Total sample size: 1584

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