

# CYGNAL

## **Survey of Likely General Election Voters**

Michigan Statewide

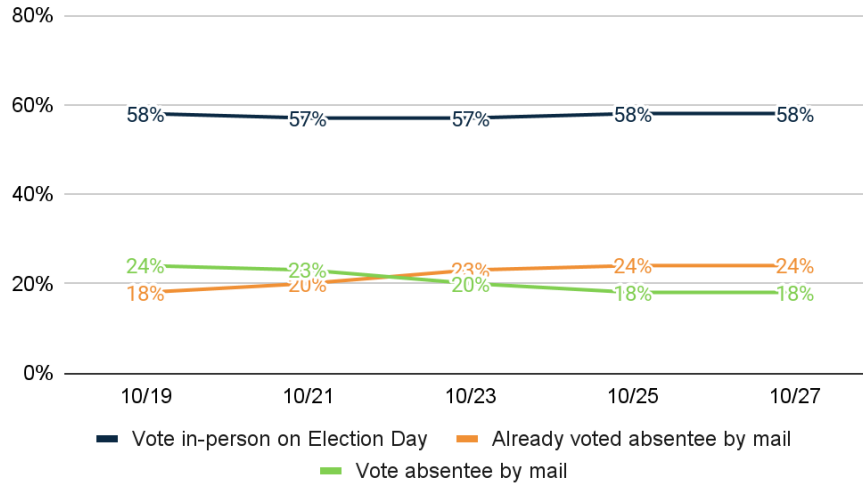
*Conducted October 23 – 27, 2022*

n=1822 |  $\pm 2.30\%$



### Vote Method

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



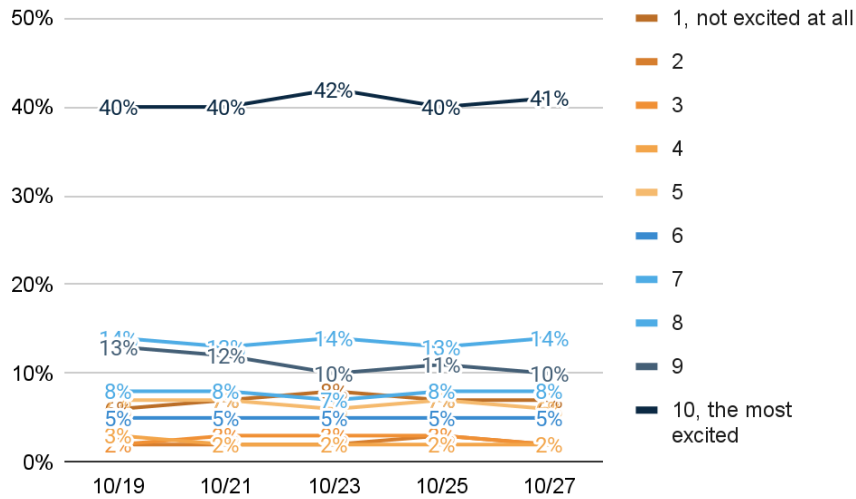
	Freq.	%	10/25/22	10/23/22
<b><u>Vote in-person on Election Day</u></b>	<b><u>1059</u></b>	<b><u>58.1%</u></b>	<b><u>57.7%</u></b>	<b><u>57.0%</u></b>
Definitely vote in-person on Election Day	941	51.7%	51.4%	49.9%
Probably vote in-person on Election Day	118	6.5%	6.3%	7.1%
<b><u>Already voted absentee by mail</u></b>	<b><u>439</u></b>	<b><u>24.1%</u></b>	<b><u>23.9%</u></b>	<b><u>23.0%</u></b>
<b><u>Vote absentee by mail</u></b>	<b><u>324</u></b>	<b><u>17.8%</u></b>	<b><u>18.5%</u></b>	<b><u>20.0%</u></b>
Definitely will vote absentee by mail	269	14.8%	15.0%	16.0%
Probably will vote absentee by mail	55	3.0%	3.4%	4.1%
Total	1822	100.0%	100.0%	100.0%

### Enthusiasm

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?

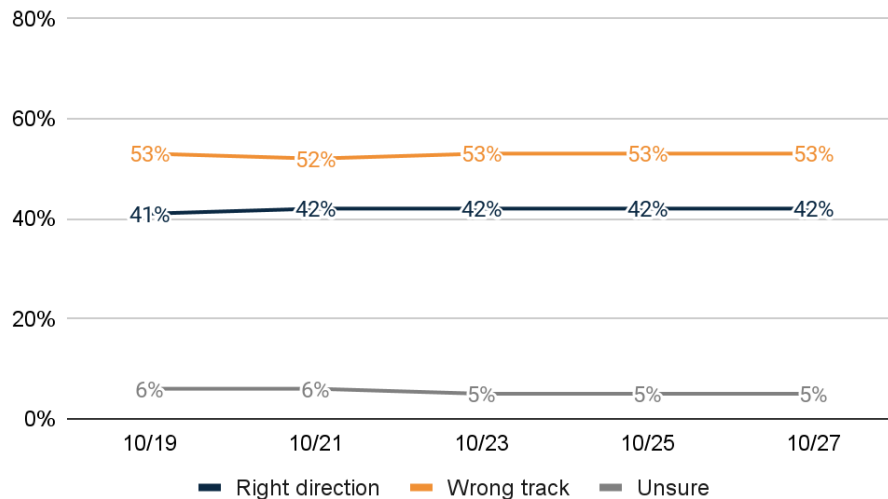
	Freq.	%	10/25/22	10/23/22
1, not excited at all	120	6.6%	7.2%	8.1%
2	44	2.4%	2.7%	1.8%
3	44	2.4%	2.7%	3.1%
4	45	2.4%	2.3%	2.0%
5	115	6.3%	6.6%	6.1%
6	86	4.7%	4.6%	4.8%
7	151	8.3%	8.2%	7.5%
8	256	14.0%	13.4%	13.8%
9	190	10.4%	10.9%	10.3%
10, the most excited	750	41.2%	40.2%	41.6%
Unsure	21	1.2%	1.3%	1.0%
Total	1822	100.0%	100.0%	100.0%





### MI RD/WT

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

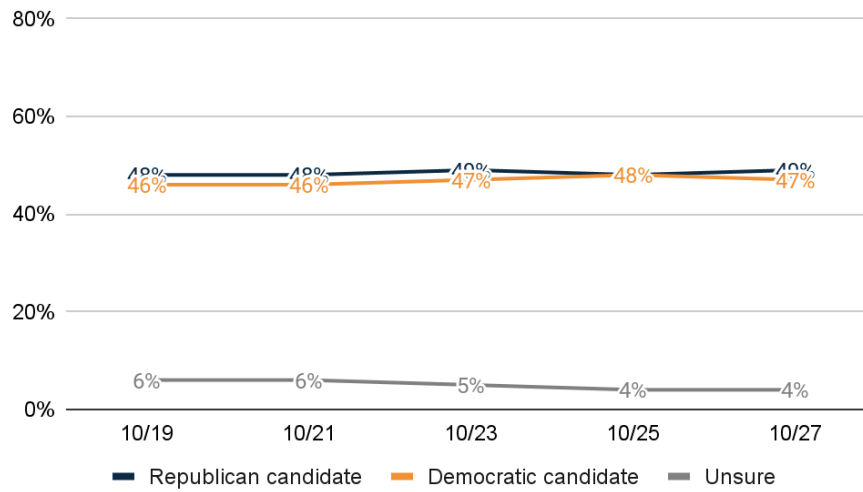


	Freq.	%	10/25/22	10/23/22
<b>Right direction</b>	<b>773</b>	<b>42.4%</b>	<b>42.3%</b>	<b>42.0%</b>
Definitely the right direction	286	15.7%	16.0%	15.7%
Mostly the right direction	487	26.7%	26.3%	26.3%
<b>Wrong track</b>	<b>957</b>	<b>52.5%</b>	<b>52.6%</b>	<b>53.0%</b>
Mostly the wrong track	377	20.7%	20.8%	20.5%
Definitely the wrong track	580	31.8%	31.8%	32.5%
Unsure	92	5.0%	5.1%	5.0%
Total	1822	100.0%	100.0%	100.0%



Generic Congressional Ballot

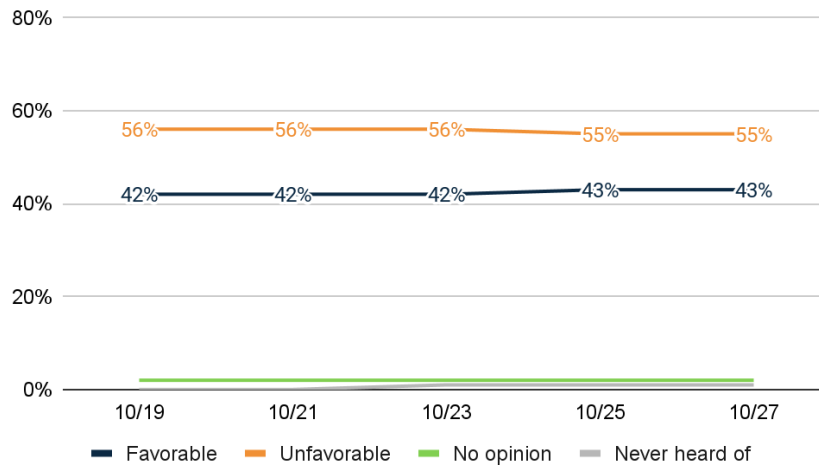
4. If the elections were held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for U.S. Congress?



	Freq.	%	10/25/22	10/23/22
<b>Republican candidate</b>	<b>888</b>	<b>48.7%</b>	<b>48.0%</b>	<b>48.6%</b>
Definitely the Republican candidate	742	40.7%	40.7%	40.8%
Probably the Republican candidate	146	8.0%	7.3%	7.8%
<b>Democratic candidate</b>	<b>863</b>	<b>47.4%</b>	<b>47.8%</b>	<b>46.6%</b>
Probably the Democratic candidate	130	7.1%	7.5%	8.0%
Definitely the Democratic candidate	733	40.3%	40.3%	38.6%
Unsure	71	3.9%	4.2%	4.8%
Total	1822	100.0%	100.0%	100.0%

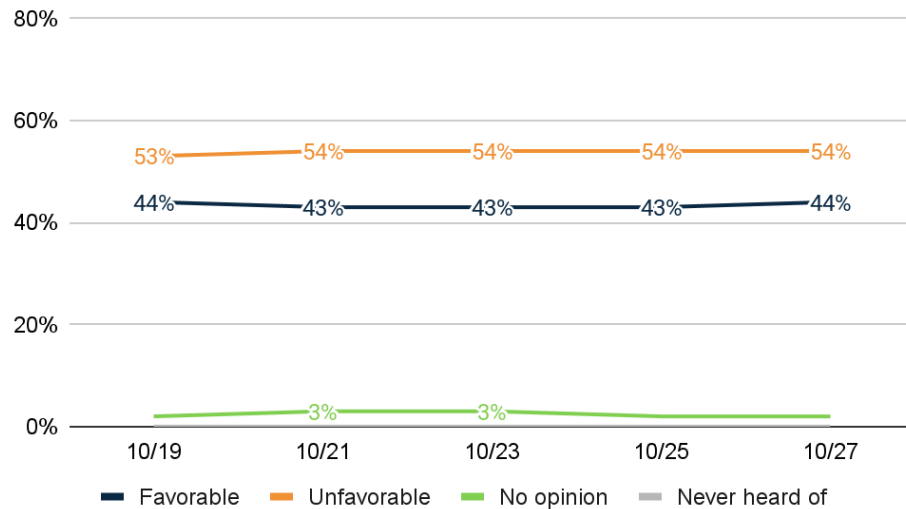
5 – 8. Do you have a favorable or unfavorable opinion of?

5. Joe Biden



	Freq.	%	10/25/22	10/23/22
<b><u>Favorable</u></b>	<b><u>786</u></b>	<b><u>43.2%</u></b>	<b><u>43.0%</u></b>	<b><u>42.1%</u></b>
Very favorable	426	23.4%	23.8%	22.6%
Somewhat favorable	360	19.8%	19.2%	19.5%
<b><u>Unfavorable</u></b>	<b><u>994</u></b>	<b><u>54.5%</u></b>	<b><u>54.5%</u></b>	<b><u>55.6%</u></b>
Somewhat unfavorable	143	7.8%	7.6%	8.4%
Very unfavorable	851	46.7%	47.0%	47.2%
No opinion	30	1.6%	1.8%	1.7%
Never heard of	12	0.7%	0.7%	0.6%
Total	1822	100.0%	100.0%	100.0%

## 6. Donald Trump



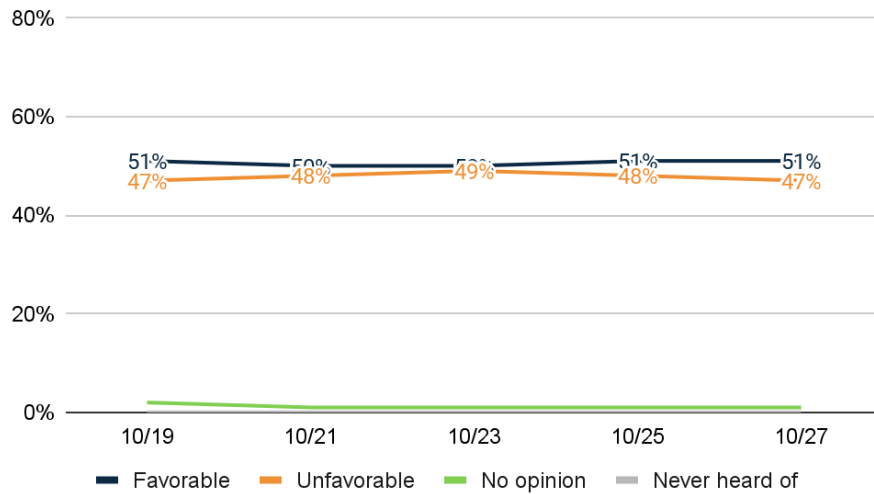
	Freq.	%	10/25/22	10/23/22
<b><u>Favorable</u></b>	<b><u>793</u></b>	<b><u>43.5%</u></b>	<b><u>43.3%</u></b>	<b><u>43.3%</u></b>
Very favorable	498	27.3%	27.8%	27.3%
Somewhat favorable	295	16.2%	15.5%	16.0%
<b><u>Unfavorable</u></b>	<b><u>984</u></b>	<b><u>54.0%</u></b>	<b><u>54.0%</u></b>	<b><u>53.9%</u></b>
Somewhat unfavorable	124	6.8%	6.9%	6.9%
Very unfavorable	860	47.2%	47.1%	47.0%
No opinion	40	2.2%	2.4%	2.6%
Never heard of	6	0.3%	0.3%	0.2%
Total	1822	100.0%	100.0%	100.0%

## 7. Gretchen Whitmer

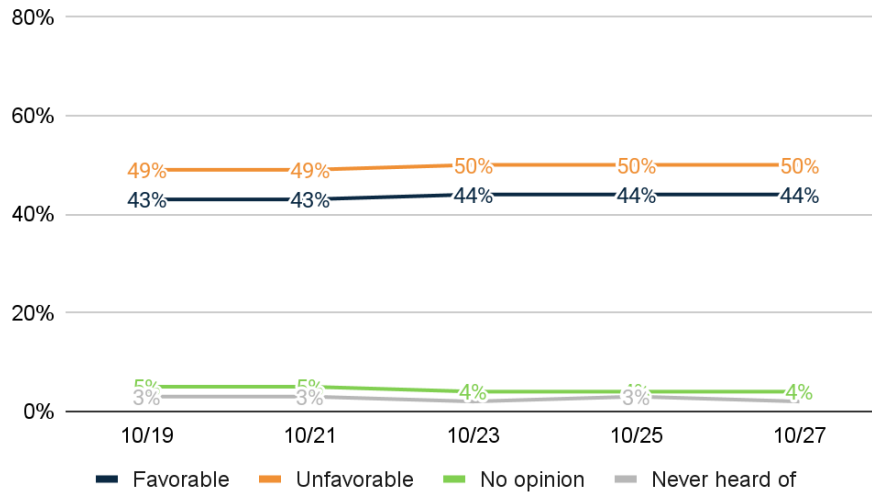
	Freq.	%	10/25/22	10/23/22
<b><u>Favorable</u></b>	<b><u>936</u></b>	<b><u>51.4%</u></b>	<b><u>50.8%</u></b>	<b><u>49.9%</u></b>
Very favorable	629	34.5%	33.3%	31.9%
Somewhat favorable	307	16.9%	17.4%	18.1%



<b><u>Unfavorable</u></b>	<b>860</b>	<b>47.2%</b>	<b>47.6%</b>	<b>48.5%</b>
Somewhat unfavorable	154	8.4%	8.5%	8.8%
Very unfavorable	706	38.8%	39.1%	39.7%
No opinion	22	1.2%	1.4%	1.5%
Never heard of	3	0.2%	0.2%	0.0%
Total	1822	100.0%	100.0%	100.0%



## 8. Tudor Dixon



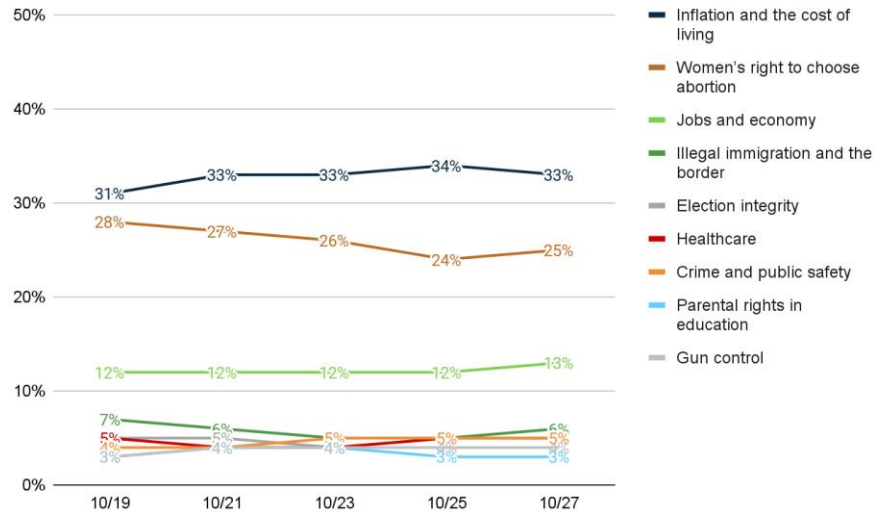
	Freq.	%	10/25/22	10/23/22
<b><u>Favorable</u></b>	<b>794</b>	<b>43.6%</b>	<b>43.9%</b>	<b>43.9%</b>
Very favorable	462	25.3%	24.6%	25.7%
Somewhat favorable	332	18.2%	19.3%	18.2%
<b><u>Unfavorable</u></b>	<b>918</b>	<b>50.4%</b>	<b>49.8%</b>	<b>49.7%</b>
Somewhat unfavorable	158	8.7%	8.7%	7.9%
Very unfavorable	759	41.7%	41.1%	41.8%
No opinion	70	3.8%	3.6%	4.2%



Never heard of	41	2.2%	2.8%	2.2%
Total	1822	100.0%	100.0%	100.0%

#### Top Priority

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



	Freq.	%	10/25/22	10/23/22
Inflation and the cost of living	607	33.3%	34.3%	33.2%
Women's right to choose abortion	453	24.9%	24.0%	25.7%
Jobs and economy	235	12.9%	12.3%	12.5%
Illegal immigration and the border	102	5.6%	5.1%	5.1%
Election integrity	96	5.3%	5.4%	4.3%
Healthcare	88	4.8%	4.8%	4.2%
Crime and public safety	87	4.8%	5.2%	4.9%
Parental rights in education	49	2.7%	3.0%	3.9%
Gun control	70	3.9%	4.0%	3.7%
Don't know	35	1.9%	1.9%	2.5%
Total	1822	100.0%	100.0%	100.0%

Thinking about the upcoming general election in November...

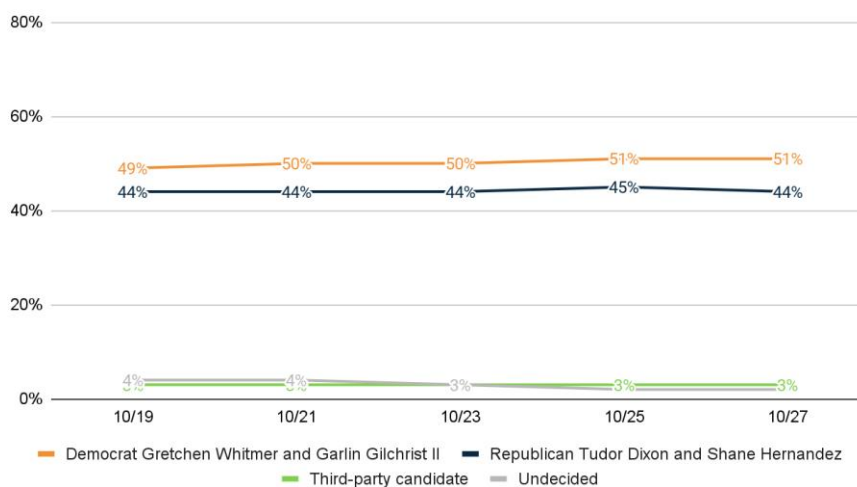
#### Gov Ballot

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

	Freq.	%	10/25/22	10/23/22
<b><u>Democrat Gretchen Whitmer and Garlin Gilchrist II</u></b>	<b><u>920</u></b>	<b><u>50.5%</u></b>	<b><u>50.6%</u></b>	<b><u>49.8%</u></b>
Definitely Democrat Gretchen Whitmer and Garlin Gilchrist II	805	44.2%	43.3%	41.9%
Probably Democrat Gretchen Whitmer and Garlin Gilchrist II	115	6.3%	7.3%	7.9%
<b><u>Republican Tudor Dixon and Shane Hernandez</u></b>	<b><u>807</u></b>	<b><u>44.3%</u></b>	<b><u>44.5%</u></b>	<b><u>44.2%</u></b>
Definitely Republican Tudor Dixon and Shane Hernandez	652	35.8%	34.4%	36.1%

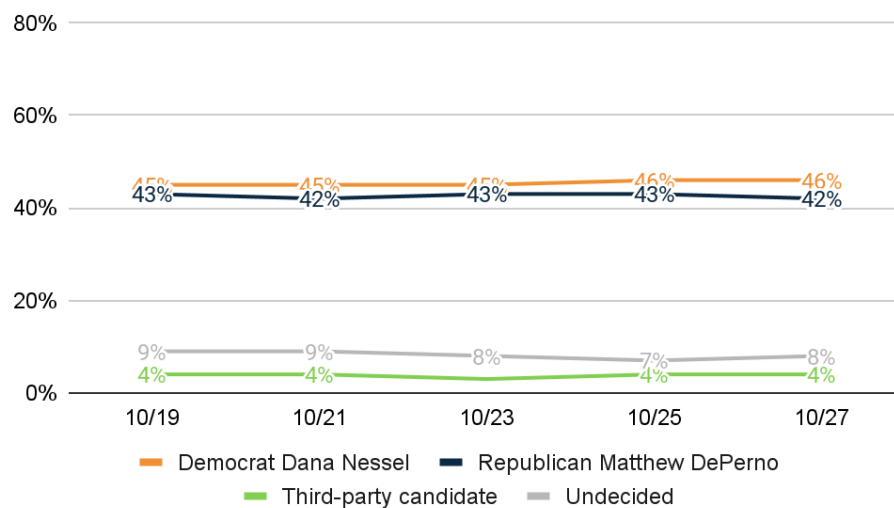


Probably Republican Tudor Dixon and Shane Hernandez	155	8.5%	10.1%	8.1%
<b><u>Third-party candidate</u></b>	<b>50</b>	<b>2.8%</b>	<b>2.6%</b>	<b>3.2%</b>
Definitely a third-party candidate	23	1.3%	1.2%	1.5%
Probably a third-party candidate	27	1.5%	1.4%	1.8%
Undecided	44	2.4%	2.3%	2.8%
Total	1822	100.0%	100.0%	100.0%



#### AG Ballot

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



	Freq.	%	10/25/22	10/23/22
<b><u>Democrat Dana Nessel</u></b>	<b>842</b>	<b>46.2%</b>	<b>46.3%</b>	<b>45.4%</b>
Definitely Democrat Dana Nessel	703	38.6%	38.5%	37.1%
Probably Democrat Dana Nessel	139	7.7%	7.7%	8.4%
<b><u>Republican Matthew DePerno</u></b>	<b>770</b>	<b>42.3%</b>	<b>42.7%</b>	<b>43.3%</b>
Definitely Republican Matthew DePerno	576	31.6%	32.0%	33.3%
Probably Republican Matthew DePerno	194	10.6%	10.7%	10.0%

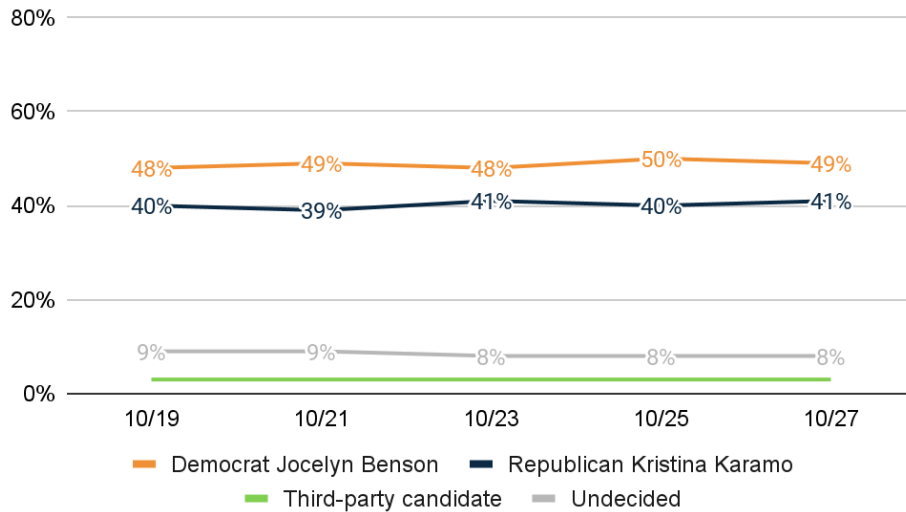




<b><u>Third-party candidate</u></b>	<b>66</b>	<b>3.6%</b>	<b>3.6%</b>	<b>3.4%</b>
Definitely a third-party candidate	24	1.3%	1.4%	1.1%
Probably a third-party candidate	42	2.3%	2.2%	2.2%
Undecided	144	7.9%	7.4%	7.9%
Total	1822	100.0%	100.0%	100.0%

*SoS Ballot*

12. If the general election for Secretary of State was held today, and you had to make a choice, who would you vote for?



	Freq.	%	10/25/22	10/23/22
<b><u>Democrat Jocelyn Benson</u></b>	<b>889</b>	<b>48.8%</b>	<b>49.8%</b>	<b>48.2%</b>
Definitely Democrat Jocelyn Benson	712	39.1%	40.0%	38.6%
Probably Democrat Jocelyn Benson	177	9.7%	9.7%	9.6%
<b><u>Republican Kristina Karamo</u></b>	<b>743</b>	<b>40.8%</b>	<b>39.8%</b>	<b>41.1%</b>
Definitely Republican Kristina Karamo	588	32.3%	31.1%	33.3%
Probably Republican Kristina Karamo	155	8.5%	8.7%	7.9%
<b><u>Third-party candidate</u></b>	<b>52</b>	<b>2.9%</b>	<b>2.7%</b>	<b>2.8%</b>
Definitely a third-party candidate	17	0.9%	1.1%	1.2%
Probably a third-party candidate	35	1.9%	1.6%	1.6%
Undecided	138	7.6%	7.8%	7.9%
Total	1822	100.0%	100.0%	100.0%

13. Are you female or male?

	Freq.	%
Female	984	54.0%
Male	838	46.0%
Total	1822	100.0%



14. What age range do you fall within?

	Freq.	%
<b><u>Under 50</u></b>	<b><u>689</u></b>	<b><u>37.8%</u></b>
18 - 34	306	16.8%
35 - 49	383	21.0%
<b><u>50 and Over</u></b>	<b><u>1133</u></b>	<b><u>62.2%</u></b>
50 - 64	550	30.2%
65 or older	583	32.0%
Total	1822	100.0%

15. Generally speaking, do you think of yourself as a Democrat, Republican, or Independent?

	Freq.	%
<b><u>Republican</u></b>	<b><u>606</u></b>	<b><u>33.3%</u></b>
Strongly Republican	317	17.4%
Mostly Republican	290	15.9%
<b><u>Independent</u></b>	<b><u>516</u></b>	<b><u>28.3%</u></b>
<b><u>Democratic</u></b>	<b><u>663</u></b>	<b><u>36.4%</u></b>
Mostly Democratic	286	15.7%
Strongly Democratic	377	20.7%
Unsure	36	2.0%
Total	1822	100.0%

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

	Freq.	%
<b><u>Conservative</u></b>	<b><u>743</u></b>	<b><u>40.8%</u></b>
Very conservative	335	18.4%
Somewhat conservative	408	22.4%
<b><u>Moderate</u></b>	<b><u>568</u></b>	<b><u>31.2%</u></b>
<b><u>Liberal</u></b>	<b><u>474</u></b>	<b><u>26.0%</u></b>
Somewhat liberal	286	15.7%
Very liberal	188	10.3%
Unsure	36	2.0%
Total	1822	100.0%

17. Do you consider the area where you live to be more rural, suburban, or urban?

	Freq.	%
Rural	659	36.2%
Suburban	913	50.1%



Urban	250	13.7%
Total	1822	100.0%

18. If you have one, what is your religious affiliation?

	Freq.	%
Catholic	357	19.6%
Mainline Protestant (Methodist, Lutheran, Episcopal, Anglican, etc.)	368	20.2%
Evangelical or Born-Again Protestant (Non-denominational Evangelical, Pentecostal, Church of God, etc.)	483	26.5%
Another religion	152	8.4%
Not religious	401	22.0%
Unsure	60	3.3%
Total	1822	100.0%

19. How often do you vote in general elections held in November of each even year?

	Freq.	%
Every general election including for president and in midterms	1227	67.4%
Most general elections, including for president and in some midterms	409	22.4%
Every general election for president but not midterms	64	3.5%
Most general elections for president	122	6.7%
Total	1822	100.0%

20. What annual household income range do you fall within out of the following options?

	Freq.	%
Less than \$40,000	476	26.1%
\$40,000 - \$69,999	435	23.9%
\$70,000 - \$99,999	321	17.6%
\$100,000 or more	497	27.3%
Unsure	92	5.1%
Total	1822	100.0%

21. Which of the following best describes your race or ethnicity?

	Freq.	%
White or Caucasian	1472	80.8%
Asian or Pacific Islander	16	0.9%
Black or African American	219	12.0%
Hispanic or Latino	42	2.3%
Other	54	2.9%
Unsure	20	1.1%
Total	1822	100.0%

22. What's the highest level of education you have completed?

	Freq.	%
<b>No degree</b>	<b>1063</b>	<b>58.3%</b>
Some high school	34	1.8%



High school diploma/GED	291	16.0%
Technical Certification	109	6.0%
Some college or Associate's Degree	630	34.6%
<b><u>At least College</u></b>	<b><u>749</u></b>	<b><u>41.1%</u></b>
Four-year undergraduate or Bachelor's Degree	490	26.9%
Graduate degree or further	259	14.2%
Unsure	10	0.6%
Total	1822	100.0%

23. Geo – DMA

	Freq.	%
Alpena	12	0.6%
Detroit	793	43.5%
Lansing	121	6.6%
Marquette	40	2.2%
Toledo	26	1.4%
Flint	251	13.8%
Grand Rapids	359	19.7%
South Bend	44	2.4%
Traverse City	168	9.2%
Duluth	3	0.2%
Green Bay	7	0.4%
Total	1822	100.0%

24. Age + Income

	Freq.	%
<65 <\$40k	250	13.7%
<65 \$40k-\$69k	263	14.4%
<65 \$70k-\$99k	239	13.1%
<65 \$100k+	422	23.2%
65+ <\$40k	226	12.4%
65+ \$40k-\$69k	172	9.4%
65+ \$70k-\$99k	83	4.5%
65+ \$100k+	75	4.1%
Unsure	92	5.1%
Total	1822	100.0%

25. Gender + Age

	Freq.	%
F 18 - 34	169	9.3%
F 35 - 49	185	10.1%
F 50 - 64	292	16.0%
F 65+	339	18.6%
M 18 - 34	137	7.5%
M 35 - 49	198	10.9%
M 50 - 64	259	14.2%



M 65+	244	13.4%
Total	1822	100.0%

## 26. Race + Gender

	Freq.	%
White Female	802	44.0%
White Male	671	36.8%
Asian Female	7	0.4%
Asian Male	8	0.5%
Black Female	115	6.3%
Black Male	103	5.7%
Hispanic Female	27	1.5%
Hispanic Male	15	0.8%
Other Female	22	1.2%
Other Male	31	1.7%
Unsure	20	1.1%
Total	1822	100.0%

## 27. Gender + Education

	Freq.	%
Female At least College	392	21.5%
Female No degree	585	32.1%
Male At least College	357	19.6%
Male No degree	478	26.2%
Unsure	10	0.6%
Total	1822	100.0%

## METHODOLOGY

This survey was conducted October 22 – 27, 2022, with 1822 likely general election voters. It has a margin of error of  $\pm 2.30\%$ . Known registered voters were interviewed via IVR, SMS, and email invitation. This survey was weighted to a likely general election voter universe.

## ABOUT THE FIRM

[Cygnal](#) is an award-winning international polling, public opinion, and predictive analytics firm that pioneered multi-mode polling, text-to-web collection, and emotive analysis. Cygnal consistently ranks as the most accurate firm, and clients rely on Cygnal's ability to create intelligence for action. Its team members have worked in 48 states and multiple countries on more than 2,700 corporate, public affairs, and political campaigns.

