



CENTER FOR  
PUBLIC OPINION

Dr. Joshua J. Dyck, Center Director;  
Dr. John Cluverius, Director of Survey Research; Dr. Rodrigo Castro-Cornejo, Associate Director  
<http://www.uml.edu/polls>  
[@UML\\_CPO](#)

---

## UMass Lowell / YouGov Survey of Michigan Likely Voters

Survey produced by Dr. John Cluverius, Director of Survey Research

Field Dates: Oct. 16-24, 2024

N=600 Michigan Likely Voters  
Adjusted Margin of Error: +/- 4.49%

Margins of error have been adjusted to include  
design effects resulting from weighting and survey design features

---

### Methodology in Brief

YouGov interviewed 664 Michigan residents who were then matched down to a sample of 600 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race, and education. The sampling frame is a politically representative "modeled frame" of US adults, based upon the American Community Survey (ACS) public use microdata file, public voter file records, the 2020 Current Population Survey (CPS) Voting and Registration supplements, the 2020 National Election Pool (NEP) exit poll, and the 2020 CES surveys, including demographics and 2020 presidential vote. The matched cases were weighted to the sampling frame using propensity scores. The matched cases and the frame were combined and a logistic regression was estimated for inclusion in the frame. The propensity score function included age, gender, race/ethnicity, and years of education. The propensity scores were grouped into deciles of the estimated propensity score in the frame, and then post-stratified according to these deciles. The weights were then weighted to give likely voter profiles slightly more weight than their unlikely voter counterparts. Finally, the weights were then post-stratified on 2020 presidential vote choice as well as gender, age (4-categories), race (3-categories), and education (4-categories), to produce the final weight.

UMass Lowell is a public institution and releases surveys as a source of public information. We offer a complete methodology report in adherence with standards of the AAPOR Transparency Initiative, as well an extensive set of crosstabs. Our goal is complete transparency in the reporting of our findings. If there is something you do not see here, but wish you did, please contact Director of Survey Research, Dr. John Cluverius ([john\\_cluverius@uml.edu](mailto:john_cluverius@uml.edu); [@JohnCluverius](#)).



--- indicates 0 respondents in the crosstab, 0% indicates less than .5%, rounded to 0

List of Tables

- 1. If the 2024 Presidential election were held today, and the candidates were Kamala Harris, Donald Trump, Robert F. Kennedy, Jr., Jill Stein, Chase Oliver, Randall Terry, Cornel West, and Joseph Kishore, for whom would you vote? . . . . . 2
- 2. Will you definitely vote for Kamala Harris over the other candidates in the presidential election or is there a chance you could change your mind and vote for someone else? . . . . . 4
- 3. Will you definitely vote for Donald Trump over the other candidates in the presidential election or is there a chance you could change your mind and vote for someone else? . . . . . 5
- 4. If the 2024 election for U.S. Senate were held today, and the candidates were Elissa Slotkin, Mike Rogers, Douglas Marsh, Dave Stein, Joseph Solis-Mullin, and Doug Dern, for whom would you vote? . . . . . 6
- 5. Will you definitely vote for Elissa Slotkin over the other candidates in the U.S. Senate election or is there a chance you could change your mind and vote for someone else? . . . . . 8
- 6. Will you definitely vote for Mike Rogers over the other candidates in the U.S. Senate election or is there a chance you could change your mind and vote for someone else? . . . . . 9
- 7. Do you plan to vote by mail, vote early in person, or do you plan to vote in person on Election Day? . . . . . 10
- 8. How comfortable or uncomfortable would you be telling your neighbors about how you voted this year? . . . . . 11
- 9. Who do you think will eventually win the presidential election? . . . . . 12
- 10. Do you feel things in this country are generally going in the right direction or do you feel things have pretty seriously gotten off on the wrong track? . . . . . 13
- 11. Would you say that you approve or disapprove of the way Joe Biden is handling his job as president? . . . . . 14
- 12. Would you say that you approve or disapprove of the way Gretchen Whitmer is handling her job as Governor of Michigan? . . . . . 15
- 13. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think... – would better handle the economy? . . . . . 16
- 14. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think... – would better handle the Israel-Hamas War? . . . . . 17
- 15. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think... – is more of a strong leader? . . . . . 18
- 16. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think... – would better handle immigration policy? . . . . . 19
- 17. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think... – would better handle abortion policy? . . . . . 20
- 18. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think... – would better handle race relations? . . . . . 21
- 19. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think... – is more honest and trustworthy? . . . . . 22
- 20. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think... – would better handle the Russia-Ukraine War? . . . . . 23
- 21. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think... – would better handle policing and crime? . . . . . 24
- 22. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think... – would stand up more to extremists in their own party? . . . . . 25

23. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think... – is more corrupt? . . . . . 26

24. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think... – is more likely to uphold the law? . . . . . 27

25. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think... – is a better role model for young people? . . . . . 28

26. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think... – you would trust more to take care of a young child, by themselves, for five hours? . . . . . 29

27. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think... – is weirder? . . . . . 30

28. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think... – is more of a bully? . . . . . 31

29. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think... – is a better public speaker? . . . . . 32

30. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think... – would make a scarier Halloween costume? . . . . . 33

31. Regardless of who you vote for, how confident are you that your vote will be accurately counted? . . . . . 34

32. If your preferred presidential candidate loses the election, will you accept or not accept the results? . . . . . 35

33. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Donald Trump . . . . . 36

34. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Barack Obama . . . . . 37

35. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Joe Biden . . . . . 38

36. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Kamala Harris . . . . . 39

37. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Robert F. Kennedy Jr. . . . . 40

38. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Gary Peters . . . . . 41

39. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Debbie Stabenow . . . . . 42

40. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Gretchen Whitmer . . . . . 43

41. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Mike Johnson . . . . . 44

42. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Kid Rock . . . . . 45

43. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Tom Izzo . . . . . 46

44. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Diana Ross . . . . . 47

# Likely MI Voters

October 2024



45. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Jeff Daniels . . . . .	48
46. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Mallory McMorrow . . . . .	49
47. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Elissa Slotkin . . . . .	50
48. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Mike Rogers . . . . .	51
49. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – JD Vance . . . . .	52
50. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Tim Walz . . . . .	53
51. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Benjamin Netanyahu . . . . .	54
52. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Vladimir Putin . . . . .	55
53. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Volodymyr Zelenskyy . . . . .	56
54. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Viktor Orbán . . . . .	57
55. Are you or is anyone in your household a member of a labor union? . . . . .	58

# Likely MI Voters

October 2024



1. If the 2024 Presidential election were held today, and the candidates were Kamala Harris, Donald Trump, Robert F. Kennedy, Jr., Jill Stein, Chase Oliver, Randall Terry, Cornel West, and Joseph Kishore, for whom would you vote?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	49%	96%	31%	4%	53%	46%	46%	44%	54%	53%
Donald Trump	45%	2%	44%	93%	38%	48%	52%	47%	42%	44%
Robert F. Kennedy, Jr.	1%	1%	3%	2%	2%	1%	1%	2%	2%	1%
Jill Stein	0%	0%	2%	—	0%	—	0%	1%	—	—
Chase Oliver	1%	0%	4%	—	1%	—	1%	—	2%	1%
Randall Terry	0%	1%	—	—	—	1%	—	1%	—	—
Cornel West	—	—	—	—	—	—	—	—	—	—
Joseph Kishore	0%	—	2%	—	—	1%	—	0%	—	—
Another candidate	1%	—	2%	—	0%	2%	—	0%	—	1%
Undecided	2%	0%	12%	1%	5%	1%	1%	5%	0%	0%
Did not vote for president	—	—	—	—	—	—	—	—	—	—

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	49%	43%	71%	45%	56%	42%	54%
Donald Trump	45%	51%	22%	49%	38%	55%	37%
Robert F. Kennedy, Jr.	1%	1%	2%	2%	1%	1%	2%
Jill Stein	0%	0%	—	—	1%	1%	—
Chase Oliver	1%	1%	—	0%	1%	0%	1%
Randall Terry	0%	0%	—	1%	—	—	1%
Cornel West	—	—	—	—	—	—	—
Joseph Kishore	0%	—	1%	0%	—	—	0%
Another candidate	1%	1%	—	0%	1%	1%	1%
Undecided	2%	2%	4%	3%	2%	0%	4%
Did not vote for president	—	—	—	—	—	—	—

# Likely MI Voters

October 2024



	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Kamala Harris	49%	100%	—	51%	48%
Donald Trump	45%	—	100%	42%	46%
Robert F. Kennedy, Jr.	1%	—	—	2%	1%
Jill Stein	0%	—	—	—	0%
Chase Oliver	1%	—	—	2%	0%
Randall Terry	0%	—	—	—	0%
Cornel West	—	—	—	—	—
Joseph Kishore	0%	—	—	—	0%
Another candidate	1%	—	—	—	1%
Undecided	2%	—	—	3%	2%
Did not vote for president	—	—	—	—	—

# Likely MI Voters

October 2024



## 2. Will you definitely vote for Kamala Harris over the other candidates in the presidential election or is there a chance you could change your mind and vote for someone else?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Definitely vote for Kamala Harris	93%	98%	—	—	91%	99%	—	90%	99%	—
Could change mind	7%	2%	—	—	9%	1%	—	10%	1%	—

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Definitely vote for Kamala Harris	93%	92%	—	92%	95%	94%	93%
Could change mind	7%	8%	—	8%	5%	6%	7%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Definitely vote for Kamala Harris	93%	93%	—	—	92%
Could change mind	7%	7%	—	—	8%

# Likely MI Voters

October 2024



### 3. Will you definitely vote for Donald Trump over the other candidates in the presidential election or is there a chance you could change your mind and vote for someone else?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Definitely vote for Donald Trump	92%	—	—	94%	85%	96%	—	94%	88%	93%
Could change mind	8%	—	—	6%	15%	4%	—	6%	12%	7%

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Definitely vote for Donald Trump	92%	92%	—	94%	87%	92%	92%
Could change mind	8%	8%	—	6%	13%	8%	8%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Definitely vote for Donald Trump	92%	—	92%	—	92%
Could change mind	8%	—	8%	—	8%



# Likely MI Voters

October 2024



4. If the 2024 election for U.S. Senate were held today, and the candidates were Elissa Slotkin, Mike Rogers, Douglas Marsh, Dave Stein, Joseph Solis-Mullin, and Doug Dern, for whom would you vote?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Elissa Slotkin	48%	92%	37%	4%	51%	48%	44%	43%	54%	54%
Mike Rogers	39%	1%	37%	82%	27%	43%	51%	41%	38%	39%
Douglas Marsh	0%	0%	2%	—	1%	—	—	1%	—	—
Dave Stein	1%	0%	2%	1%	1%	0%	0%	1%	0%	—
Joseph Solis-Mullin	1%	1%	1%	0%	1%	0%	1%	1%	2%	—
Doug Dern	0%	0%	1%	1%	1%	0%	—	1%	—	—
Another candidate	2%	1%	2%	1%	1%	3%	1%	2%	1%	1%
Undecided	8%	3%	18%	8%	14%	5%	3%	9%	3%	7%
Did not vote for senator	1%	0%	—	2%	2%	1%	1%	2%	1%	—

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Elissa Slotkin	48%	42%	69%	43%	56%	41%	53%
Mike Rogers	39%	45%	17%	42%	34%	48%	33%
Douglas Marsh	0%	0%	—	0%	1%	0%	0%
Dave Stein	1%	0%	1%	1%	0%	1%	1%
Joseph Solis-Mullin	1%	1%	—	1%	—	1%	1%
Doug Dern	0%	0%	1%	1%	—	0%	0%
Another candidate	2%	2%	2%	1%	3%	1%	2%
Undecided	8%	7%	9%	9%	5%	6%	9%
Did not vote for senator	1%	1%	1%	1%	1%	1%	1%

# Likely MI Voters

October 2024



	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Elissa Slotkin	48%	90%	4%	53%	46%
Mike Rogers	39%	3%	82%	34%	41%
Douglas Marsh	0%	0%	—	—	0%
Dave Stein	1%	1%	1%	1%	0%
Joseph Solis-Mullin	1%	1%	0%	1%	1%
Doug Dern	0%	—	1%	1%	0%
Another candidate	2%	1%	1%	1%	2%
Undecided	8%	4%	8%	8%	8%
Did not vote for senator	1%	0%	2%	1%	1%

# Likely MI Voters

October 2024



## 5. Will you definitely vote for Elissa Slotkin over the other candidates in the U.S. Senate election or is there a chance you could change your mind and vote for someone else?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Definitely vote for Elissa Slotkin	91%	94%	—	—	85%	96%	—	86%	92%	—
Could change mind	9%	6%	—	—	15%	4%	—	14%	8%	—

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Definitely vote for Elissa Slotkin	91%	94%	—	90%	93%	94%	91%
Could change mind	9%	6%	—	10%	7%	6%	9%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Definitely vote for Elissa Slotkin	91%	95%	—	—	92%
Could change mind	9%	5%	—	—	8%

# Likely MI Voters

October 2024



## 6. Will you definitely vote for Mike Rogers over the other candidates in the U.S. Senate election or is there a chance you could change your mind and vote for someone else?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Definitely vote for Mike Rogers	87%	—	—	88%	72%	90%	—	89%	—	—
Could change mind	13%	—	—	12%	28%	10%	—	11%	—	—

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Definitely vote for Mike Rogers	87%	87%	—	90%	81%	88%	85%
Could change mind	13%	13%	—	10%	19%	12%	15%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Definitely vote for Mike Rogers	87%	—	89%	—	87%
Could change mind	13%	—	11%	—	13%

# Likely MI Voters

October 2024



## 7. Do you plan to vote by mail, vote early in person, or do you plan to vote in person on Election Day?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
By mail	44%	59%	36%	29%	35%	37%	64%	47%	43%	37%
Early in person	15%	11%	15%	19%	18%	17%	8%	11%	17%	19%
In person on Election Day	39%	29%	41%	50%	45%	43%	27%	39%	38%	44%
Not sure	2%	0%	8%	1%	2%	3%	1%	3%	1%	1%

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
By mail	44%	41%	54%	44%	43%	41%	46%
Early in person	15%	15%	14%	14%	17%	12%	18%
In person on Election Day	39%	41%	30%	40%	38%	45%	34%
Not sure	2%	2%	1%	2%	1%	2%	2%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
By mail	44%	59%	29%	48%	43%
Early in person	15%	11%	19%	13%	15%
In person on Election Day	39%	29%	51%	37%	40%
Not sure	2%	1%	2%	1%	2%

# Likely MI Voters

October 2024



## 8. How comfortable or uncomfortable would you be telling your neighbors about how you voted this year?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Very comfortable	55%	53%	42%	60%	44%	57%	65%	54%	62%	54%
Somewhat comfortable	23%	26%	20%	21%	31%	20%	17%	21%	22%	22%
Somewhat uncomfortable	13%	12%	24%	11%	18%	11%	11%	16%	10%	13%
Very uncomfortable	9%	8%	14%	8%	8%	12%	7%	9%	5%	11%

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Very comfortable	55%	52%	65%	54%	56%	62%	48%
Somewhat comfortable	23%	24%	20%	24%	20%	18%	27%
Somewhat uncomfortable	13%	16%	5%	13%	15%	11%	15%
Very uncomfortable	9%	9%	10%	9%	9%	8%	10%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Very comfortable	55%	51%	61%	56%	54%
Somewhat comfortable	23%	26%	19%	22%	23%
Somewhat uncomfortable	13%	13%	13%	17%	13%
Very uncomfortable	9%	10%	7%	5%	10%

# Likely MI Voters

October 2024



## 9. Who do you think will eventually win the presidential election?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	41%	80%	16%	7%	45%	41%	37%	40%	46%	43%
Donald Trump	38%	3%	35%	77%	33%	39%	42%	40%	37%	37%
Another candidate	—	—	—	—	—	—	—	—	—	—
Don't know	21%	17%	49%	16%	22%	20%	21%	21%	17%	20%

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	41%	35%	65%	41%	43%	37%	45%
Donald Trump	38%	43%	18%	42%	31%	44%	32%
Another candidate	—	—	—	—	—	—	—
Don't know	21%	22%	17%	18%	26%	18%	22%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Kamala Harris	41%	77%	6%	44%	41%
Donald Trump	38%	3%	77%	37%	38%
Another candidate	—	—	—	—	—
Don't know	21%	19%	17%	19%	21%

# Likely MI Voters

October 2024



## 10. Do you feel things in this country are generally going in the right direction or do you feel things have pretty seriously gotten off on the wrong track?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Right direction	34%	65%	18%	5%	33%	33%	35%	32%	38%	37%
Wrong track	66%	35%	82%	95%	67%	67%	65%	68%	62%	63%

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Right direction	34%	29%	53%	32%	37%	32%	36%
Wrong track	66%	71%	47%	68%	63%	68%	64%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Right direction	34%	62%	5%	40%	32%
Wrong track	66%	38%	95%	60%	68%



# Likely MI Voters

October 2024



## 11. Would you say that you approve or disapprove of the way Joe Biden is handling his job as president?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Strongly approve	20%	43%	5%	—	13%	24%	24%	22%	20%	15%
Somewhat approve	23%	43%	16%	2%	29%	22%	17%	18%	26%	31%
Somewhat disapprove	12%	9%	26%	12%	18%	9%	9%	17%	8%	13%
Strongly disapprove	44%	5%	53%	85%	40%	45%	50%	42%	46%	41%

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Strongly approve	20%	16%	35%	19%	22%	15%	25%
Somewhat approve	23%	22%	28%	21%	28%	22%	24%
Somewhat disapprove	12%	12%	14%	13%	11%	13%	12%
Strongly disapprove	44%	50%	23%	47%	39%	49%	40%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Strongly approve	20%	40%	0%	23%	19%
Somewhat approve	23%	43%	1%	22%	23%
Somewhat disapprove	12%	11%	12%	9%	13%
Strongly disapprove	44%	5%	87%	46%	44%

# Likely MI Voters

October 2024



## 12. Would you say that you approve or disapprove of the way Gretchen Whitmer is handling her job as Governor of Michigan?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Strongly approve	43%	83%	28%	4%	45%	42%	40%	39%	49%	46%
Somewhat approve	15%	14%	31%	11%	22%	12%	9%	16%	11%	14%
Somewhat disapprove	9%	0%	14%	16%	11%	7%	9%	9%	12%	9%
Strongly disapprove	33%	2%	26%	69%	22%	38%	41%	36%	28%	31%

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Strongly approve	43%	37%	66%	38%	53%	36%	49%
Somewhat approve	15%	15%	14%	16%	12%	13%	16%
Somewhat disapprove	9%	10%	4%	9%	10%	9%	10%
Strongly disapprove	33%	37%	16%	37%	25%	42%	25%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Strongly approve	43%	80%	5%	45%	42%
Somewhat approve	15%	17%	11%	13%	15%
Somewhat disapprove	9%	1%	15%	12%	8%
Strongly disapprove	33%	3%	69%	29%	34%

# Likely MI Voters

October 2024



13. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think... – would better handle the economy?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	45%	91%	27%	2%	49%	46%	39%	42%	49%	49%
Donald Trump	46%	3%	57%	91%	39%	49%	51%	47%	44%	47%
About even	3%	3%	3%	3%	4%	0%	4%	1%	3%	2%
Unsure	6%	3%	13%	5%	8%	5%	6%	10%	3%	3%

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	45%	40%	67%	41%	53%	40%	50%
Donald Trump	46%	52%	21%	49%	41%	53%	40%
About even	3%	2%	6%	3%	1%	3%	3%
Unsure	6%	6%	6%	7%	5%	5%	7%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Kamala Harris	45%	90%	0%	51%	44%
Donald Trump	46%	3%	93%	43%	47%
About even	3%	3%	3%	4%	2%
Unsure	6%	4%	3%	1%	7%

# Likely MI Voters

October 2024



14. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think... – would better handle the Israel-Hamas War?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	37%	76%	18%	2%	40%	39%	32%	34%	41%	44%
Donald Trump	46%	4%	51%	91%	36%	49%	55%	48%	42%	45%
About even	5%	7%	10%	2%	8%	3%	2%	4%	4%	4%
Unsure	12%	14%	21%	5%	16%	9%	11%	14%	12%	7%

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	37%	33%	56%	33%	46%	33%	42%
Donald Trump	46%	52%	21%	50%	38%	53%	40%
About even	5%	4%	6%	5%	5%	6%	3%
Unsure	12%	11%	17%	13%	11%	8%	15%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Kamala Harris	37%	76%	1%	40%	37%
Donald Trump	46%	4%	93%	42%	47%
About even	5%	6%	2%	6%	4%
Unsure	12%	14%	5%	13%	12%

# Likely MI Voters

October 2024



15. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think... – is more of a strong leader?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	44%	88%	29%	2%	49%	44%	37%	40%	47%	48%
Donald Trump	47%	5%	57%	92%	40%	49%	55%	50%	44%	46%
About even	4%	4%	9%	2%	6%	1%	5%	3%	5%	2%
Unsure	5%	4%	6%	3%	5%	6%	3%	6%	4%	4%

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	44%	38%	67%	40%	52%	39%	48%
Donald Trump	47%	54%	21%	52%	40%	55%	41%
About even	4%	3%	7%	4%	3%	4%	4%
Unsure	5%	5%	5%	5%	5%	2%	8%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Kamala Harris	44%	87%	0%	52%	42%
Donald Trump	47%	5%	95%	44%	48%
About even	4%	4%	2%	3%	4%
Unsure	5%	4%	2%	1%	6%

# Likely MI Voters

October 2024



16. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think... – would better handle immigration policy?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	42%	85%	20%	2%	42%	42%	41%	38%	46%	46%
Donald Trump	50%	6%	65%	94%	44%	50%	57%	53%	46%	50%
About even	2%	3%	5%	1%	4%	1%	1%	2%	1%	1%
Unsure	6%	6%	10%	3%	10%	6%	1%	7%	7%	3%

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	42%	37%	60%	38%	50%	38%	46%
Donald Trump	50%	55%	30%	53%	44%	57%	44%
About even	2%	2%	4%	2%	2%	1%	2%
Unsure	6%	6%	7%	7%	5%	3%	8%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Kamala Harris	42%	83%	1%	42%	42%
Donald Trump	50%	7%	96%	48%	50%
About even	2%	3%	1%	4%	2%
Unsure	6%	7%	2%	5%	6%

# Likely MI Voters

October 2024



17. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think... – would better handle abortion policy?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	57%	96%	56%	15%	64%	55%	51%	55%	59%	60%
Donald Trump	32%	2%	26%	67%	26%	33%	38%	31%	32%	30%
About even	6%	1%	6%	12%	3%	9%	6%	7%	4%	7%
Unsure	5%	1%	12%	6%	6%	3%	6%	6%	5%	3%

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	57%	51%	81%	54%	63%	48%	65%
Donald Trump	32%	37%	14%	35%	26%	40%	26%
About even	6%	7%	2%	7%	5%	6%	6%
Unsure	5%	6%	2%	4%	6%	6%	4%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Kamala Harris	57%	97%	13%	59%	57%
Donald Trump	32%	1%	67%	32%	32%
About even	6%	0%	13%	4%	6%
Unsure	5%	2%	7%	4%	5%

# Likely MI Voters

October 2024



18. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think... – would better handle race relations?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	53%	95%	48%	9%	58%	51%	47%	50%	54%	58%
Donald Trump	35%	2%	30%	71%	27%	38%	40%	35%	33%	36%
About even	6%	1%	10%	11%	5%	6%	8%	7%	7%	4%
Unsure	7%	2%	12%	9%	9%	5%	5%	8%	6%	3%

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	53%	48%	73%	47%	63%	46%	59%
Donald Trump	35%	39%	17%	38%	28%	43%	28%
About even	6%	7%	3%	7%	5%	5%	7%
Unsure	7%	6%	7%	8%	4%	7%	6%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Kamala Harris	53%	97%	6%	56%	52%
Donald Trump	35%	1%	74%	32%	35%
About even	6%	0%	10%	7%	6%
Unsure	7%	2%	10%	4%	7%



# Likely MI Voters

October 2024



19. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think... – is more honest and trustworthy?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	49%	95%	36%	4%	53%	47%	46%	45%	53%	54%
Donald Trump	33%	0%	29%	71%	27%	38%	36%	36%	30%	33%
About even	9%	2%	22%	13%	9%	7%	11%	8%	11%	8%
Unsure	9%	3%	13%	13%	12%	8%	7%	11%	7%	5%

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	49%	43%	72%	44%	57%	43%	54%
Donald Trump	33%	38%	17%	36%	28%	41%	26%
About even	9%	10%	3%	9%	9%	8%	9%
Unsure	9%	9%	8%	10%	7%	7%	11%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Kamala Harris	49%	96%	2%	53%	48%
Donald Trump	33%	–	73%	33%	34%
About even	9%	2%	14%	6%	9%
Unsure	9%	2%	11%	8%	9%

# Likely MI Voters

October 2024



20. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think... – would better handle the Russia-Ukraine War?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	43%	86%	24%	2%	45%	43%	38%	37%	47%	51%
Donald Trump	45%	4%	48%	90%	37%	47%	54%	48%	43%	46%
About even	3%	2%	3%	3%	4%	3%	1%	3%	1%	1%
Unsure	9%	8%	25%	4%	14%	7%	7%	12%	9%	2%

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	43%	38%	62%	37%	53%	39%	45%
Donald Trump	45%	52%	19%	49%	39%	53%	39%
About even	3%	2%	4%	3%	1%	2%	2%
Unsure	9%	8%	15%	11%	7%	5%	13%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Kamala Harris	43%	86%	1%	47%	41%
Donald Trump	45%	3%	92%	41%	46%
About even	3%	2%	3%	2%	3%
Unsure	9%	9%	5%	9%	10%

# Likely MI Voters

October 2024



21. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think... – would better handle policing and crime?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	45%	89%	33%	3%	49%	44%	42%	43%	50%	47%
Donald Trump	46%	4%	48%	93%	41%	47%	53%	45%	45%	49%
About even	3%	4%	2%	2%	2%	3%	3%	4%	2%	2%
Unsure	5%	4%	17%	2%	8%	5%	3%	8%	4%	2%

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	45%	40%	68%	41%	53%	39%	51%
Donald Trump	46%	53%	20%	49%	42%	54%	40%
About even	3%	2%	5%	3%	2%	3%	2%
Unsure	5%	5%	7%	7%	3%	4%	7%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Kamala Harris	45%	89%	1%	50%	44%
Donald Trump	46%	3%	95%	41%	48%
About even	3%	3%	2%	3%	3%
Unsure	5%	4%	3%	6%	5%

# Likely MI Voters

October 2024



22. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think... – would stand up more to extremists in their own party?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	43%	82%	30%	5%	49%	42%	35%	39%	48%	47%
Donald Trump	40%	4%	35%	81%	31%	41%	49%	42%	38%	37%
About even	8%	4%	17%	9%	9%	7%	8%	6%	10%	11%
Unsure	10%	10%	18%	5%	10%	10%	8%	14%	5%	5%

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	43%	38%	61%	38%	53%	39%	46%
Donald Trump	40%	45%	19%	44%	32%	47%	33%
About even	8%	8%	6%	8%	8%	7%	8%
Unsure	10%	8%	14%	11%	8%	6%	12%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Kamala Harris	43%	82%	3%	48%	42%
Donald Trump	40%	2%	82%	38%	40%
About even	8%	5%	10%	7%	8%
Unsure	10%	10%	5%	6%	10%

# Likely MI Voters

October 2024



23. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think... – is more corrupt?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	35%	5%	30%	70%	30%	38%	37%	37%	31%	33%
Donald Trump	52%	91%	43%	12%	57%	51%	47%	49%	56%	54%
About even	9%	2%	20%	12%	8%	7%	12%	8%	10%	8%
Unsure	4%	2%	7%	6%	5%	4%	4%	6%	3%	4%

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	35%	38%	21%	38%	29%	45%	26%
Donald Trump	52%	47%	72%	48%	61%	43%	60%
About even	9%	10%	2%	9%	8%	7%	10%
Unsure	4%	4%	5%	6%	2%	5%	4%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Kamala Harris	35%	4%	72%	36%	35%
Donald Trump	52%	94%	7%	57%	51%
About even	9%	1%	14%	6%	9%
Unsure	4%	1%	7%	1%	5%

# Likely MI Voters

October 2024



24. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think... – is more likely to uphold the law?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	51%	95%	42%	6%	55%	49%	48%	48%	54%	55%
Donald Trump	36%	2%	30%	77%	30%	38%	43%	38%	36%	35%
About even	7%	1%	18%	11%	6%	10%	7%	7%	7%	8%
Unsure	5%	2%	11%	6%	9%	3%	3%	6%	3%	2%

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	51%	46%	72%	46%	59%	44%	57%
Donald Trump	36%	41%	17%	40%	31%	46%	28%
About even	7%	8%	4%	8%	6%	6%	8%
Unsure	5%	5%	6%	6%	4%	4%	6%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Kamala Harris	51%	96%	4%	54%	50%
Donald Trump	36%	1%	77%	34%	37%
About even	7%	1%	12%	7%	8%
Unsure	5%	2%	6%	5%	5%

# Likely MI Voters

October 2024



25. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think... – is a better role model for young people?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	52%	96%	46%	6%	57%	50%	47%	50%	54%	54%
Donald Trump	29%	1%	20%	64%	22%	35%	32%	34%	26%	27%
About even	8%	2%	17%	14%	8%	8%	10%	6%	13%	9%
Unsure	10%	2%	16%	17%	13%	7%	11%	10%	7%	10%

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	52%	46%	74%	47%	60%	45%	58%
Donald Trump	29%	33%	17%	34%	21%	37%	23%
About even	8%	10%	3%	9%	7%	8%	9%
Unsure	10%	11%	6%	9%	12%	10%	10%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Kamala Harris	52%	98%	4%	54%	51%
Donald Trump	29%	–	65%	26%	30%
About even	8%	1%	14%	10%	8%
Unsure	10%	1%	17%	10%	10%

# Likely MI Voters

October 2024



26. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think... – you would trust more to take care of a young child, by themselves, for five hours?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	53%	95%	43%	11%	58%	51%	49%	50%	55%	59%
Donald Trump	30%	1%	24%	64%	23%	34%	35%	32%	27%	28%
About even	8%	2%	17%	12%	7%	8%	7%	6%	10%	9%
Unsure	9%	2%	16%	13%	12%	6%	9%	12%	8%	4%

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	53%	48%	74%	48%	62%	46%	59%
Donald Trump	30%	33%	18%	34%	23%	37%	24%
About even	8%	9%	1%	8%	6%	9%	7%
Unsure	9%	10%	7%	9%	9%	8%	10%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Kamala Harris	53%	97%	7%	56%	53%
Donald Trump	30%	–	65%	33%	29%
About even	8%	1%	14%	5%	8%
Unsure	9%	1%	14%	6%	10%



# Likely MI Voters

October 2024



27. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think... – is weirder?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	33%	4%	28%	67%	28%	37%	36%	38%	30%	29%
Donald Trump	52%	91%	39%	13%	55%	50%	51%	47%	58%	54%
About even	10%	2%	21%	14%	12%	6%	12%	10%	7%	11%
Unsure	5%	2%	12%	6%	5%	7%	2%	5%	4%	5%

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	33%	38%	16%	39%	22%	43%	25%
Donald Trump	52%	48%	70%	48%	60%	46%	57%
About even	10%	10%	7%	8%	13%	7%	12%
Unsure	5%	4%	7%	5%	4%	4%	6%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Kamala Harris	33%	3%	69%	32%	34%
Donald Trump	52%	94%	9%	52%	52%
About even	10%	1%	15%	11%	9%
Unsure	5%	2%	7%	5%	5%

# Likely MI Voters

October 2024



28. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think... – is more of a bully?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	18%	3%	13%	36%	18%	19%	17%	22%	17%	17%
Donald Trump	63%	94%	67%	30%	68%	59%	63%	58%	68%	68%
About even	10%	1%	8%	22%	6%	11%	15%	12%	8%	9%
Unsure	8%	2%	12%	12%	8%	10%	6%	8%	7%	6%

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	18%	19%	14%	21%	13%	25%	12%
Donald Trump	63%	60%	75%	59%	71%	57%	68%
About even	10%	12%	3%	11%	9%	11%	10%
Unsure	8%	8%	8%	8%	7%	6%	10%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Kamala Harris	18%	3%	36%	19%	18%
Donald Trump	63%	95%	27%	63%	63%
About even	10%	0%	22%	9%	11%
Unsure	8%	2%	14%	9%	8%

# Likely MI Voters

October 2024



29. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think... – is a better public speaker?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	51%	92%	49%	8%	59%	48%	44%	48%	52%	53%
Donald Trump	37%	2%	33%	76%	28%	39%	46%	38%	39%	33%
About even	9%	5%	13%	12%	9%	9%	8%	11%	7%	10%
Unsure	4%	1%	5%	4%	5%	4%	1%	3%	2%	4%

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	51%	44%	78%	46%	60%	45%	55%
Donald Trump	37%	42%	16%	42%	28%	44%	31%
About even	9%	10%	2%	9%	8%	9%	8%
Unsure	4%	3%	4%	3%	5%	1%	6%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Kamala Harris	51%	94%	7%	55%	50%
Donald Trump	37%	2%	77%	34%	38%
About even	9%	3%	13%	8%	9%
Unsure	4%	1%	3%	3%	4%

# Likely MI Voters

October 2024



30. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think... – would make a scarier Halloween costume?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	29%	3%	20%	59%	24%	33%	29%	34%	28%	23%
Donald Trump	47%	84%	37%	11%	51%	46%	45%	44%	53%	48%
About even	12%	4%	24%	18%	12%	11%	15%	12%	8%	18%
Unsure	12%	8%	19%	11%	13%	10%	11%	10%	10%	11%

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	29%	32%	16%	33%	21%	37%	22%
Donald Trump	47%	43%	66%	44%	53%	41%	53%
About even	12%	14%	7%	12%	12%	11%	13%
Unsure	12%	12%	11%	10%	14%	10%	12%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Kamala Harris	29%	3%	58%	24%	30%
Donald Trump	47%	83%	10%	52%	47%
About even	12%	5%	20%	13%	12%
Unsure	12%	9%	12%	11%	12%

# Likely MI Voters

October 2024



## 31. Regardless of who you vote for, how confident are you that your vote will be accurately counted?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Very confident	54%	83%	46%	24%	53%	52%	57%	52%	53%	62%
Somewhat confident	26%	15%	29%	38%	29%	25%	26%	27%	26%	23%
A little confident	12%	2%	14%	23%	14%	11%	11%	13%	14%	9%
Not at all confident	8%	1%	11%	15%	4%	12%	7%	8%	8%	6%

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Very confident	54%	51%	66%	49%	64%	53%	55%
Somewhat confident	26%	27%	23%	29%	21%	25%	28%
A little confident	12%	13%	6%	13%	10%	13%	11%
Not at all confident	8%	8%	5%	9%	5%	9%	6%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Very confident	54%	84%	23%	53%	54%
Somewhat confident	26%	15%	38%	24%	27%
A little confident	12%	1%	23%	19%	10%
Not at all confident	8%	0%	16%	4%	9%

# Likely MI Voters

October 2024



## 32. If your preferred presidential candidate loses the election, will you accept or not accept the results?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Definitely accept	46%	61%	49%	29%	46%	47%	47%	39%	50%	57%
Probably accept	30%	29%	24%	33%	29%	27%	34%	34%	30%	23%
Probably not accept	13%	6%	15%	21%	15%	14%	10%	16%	14%	10%
Definitely not accept	10%	5%	12%	16%	10%	12%	9%	11%	6%	10%

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Definitely accept	46%	45%	52%	41%	56%	46%	48%
Probably accept	30%	30%	29%	32%	25%	31%	28%
Probably not accept	13%	14%	9%	14%	13%	11%	15%
Definitely not accept	10%	11%	10%	13%	5%	12%	9%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Definitely accept	46%	63%	26%	45%	47%
Probably accept	30%	27%	33%	25%	31%
Probably not accept	13%	6%	23%	15%	13%
Definitely not accept	10%	4%	18%	14%	10%

# Likely MI Voters

October 2024



33. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Donald Trump

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	40%	2%	32%	84%	30%	45%	47%	44%	37%	36%
Unfavorable	56%	94%	62%	12%	63%	53%	50%	51%	60%	62%
No opinion	4%	3%	6%	4%	7%	2%	2%	5%	4%	1%
Never heard of	—	—	—	—	—	—	—	—	—	—

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	40%	45%	22%	45%	31%	48%	34%
Unfavorable	56%	52%	73%	51%	66%	48%	63%
No opinion	4%	3%	6%	4%	3%	4%	4%
Never heard of	—	—	—	—	—	—	—

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Favorable	40%	1%	86%	38%	41%
Unfavorable	56%	97%	9%	60%	55%
No opinion	4%	3%	4%	3%	4%
Never heard of	—	—	—	—	—

# Likely MI Voters

October 2024



34. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Barack Obama

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	53%	95%	38%	12%	58%	53%	47%	51%	55%	57%
Unfavorable	38%	2%	41%	77%	28%	39%	48%	38%	38%	36%
No opinion	9%	4%	22%	11%	13%	8%	6%	11%	7%	7%
Never heard of	—	—	—	—	—	—	—	—	—	—

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	53%	48%	74%	50%	60%	45%	61%
Unfavorable	38%	43%	18%	41%	31%	46%	30%
No opinion	9%	9%	9%	9%	9%	9%	9%
Never heard of	—	—	—	—	—	—	—

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Favorable	53%	93%	12%	57%	52%
Unfavorable	38%	2%	77%	36%	38%
No opinion	9%	5%	12%	7%	9%
Never heard of	—	—	—	—	—



# Likely MI Voters

October 2024



35. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Joe Biden

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	43%	86%	26%	2%	41%	47%	41%	40%	46%	47%
Unfavorable	52%	10%	62%	94%	51%	49%	56%	51%	52%	51%
No opinion	5%	4%	13%	4%	7%	4%	3%	9%	2%	2%
Never heard of	—	—	—	—	—	—	—	—	—	—

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	43%	38%	63%	39%	51%	37%	50%
Unfavorable	52%	57%	29%	55%	46%	60%	45%
No opinion	5%	4%	8%	6%	3%	4%	5%
Never heard of	—	—	—	—	—	—	—

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Favorable	43%	84%	2%	45%	43%
Unfavorable	52%	11%	95%	50%	52%
No opinion	5%	6%	3%	6%	5%
Never heard of	—	—	—	—	—

# Likely MI Voters

October 2024



36. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Kamala Harris

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	50%	94%	35%	6%	54%	49%	46%	47%	53%	52%
Unfavorable	46%	2%	53%	92%	39%	48%	53%	47%	45%	45%
No opinion	4%	3%	12%	2%	7%	3%	1%	6%	2%	2%
Never heard of	0%	—	—	1%	1%	—	—	—	0%	1%

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	50%	44%	72%	47%	56%	44%	55%
Unfavorable	46%	53%	20%	49%	41%	52%	41%
No opinion	4%	3%	8%	4%	4%	3%	4%
Never heard of	0%	0%	—	0%	—	0%	0%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Favorable	50%	95%	4%	54%	49%
Unfavorable	46%	1%	93%	43%	47%
No opinion	4%	3%	2%	2%	4%
Never heard of	0%	—	1%	—	0%

# Likely MI Voters

October 2024



37. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Robert F. Kennedy Jr.

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	38%	14%	39%	66%	35%	40%	41%	43%	36%	36%
Unfavorable	41%	71%	39%	11%	46%	36%	43%	31%	47%	51%
No opinion	19%	15%	22%	22%	17%	24%	16%	26%	16%	11%
Never heard of	1%	0%	–	1%	2%	–	–	1%	1%	1%

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	38%	41%	27%	42%	32%	41%	37%
Unfavorable	41%	38%	54%	35%	53%	41%	41%
No opinion	19%	19%	20%	23%	14%	17%	21%
Never heard of	1%	1%	0%	1%	1%	1%	1%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Favorable	38%	12%	68%	38%	39%
Unfavorable	41%	72%	9%	47%	40%
No opinion	19%	16%	22%	15%	20%
Never heard of	1%	0%	1%	–	1%

# Likely MI Voters

October 2024



38. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Gary Peters

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	31%	55%	20%	9%	29%	31%	36%	28%	29%	44%
Unfavorable	30%	11%	33%	49%	21%	35%	34%	27%	34%	28%
No opinion	29%	26%	39%	32%	34%	28%	27%	35%	28%	17%
Never heard of	9%	7%	8%	11%	17%	7%	3%	9%	9%	10%

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	31%	30%	37%	28%	38%	33%	31%
Unfavorable	30%	32%	19%	29%	32%	37%	23%
No opinion	29%	27%	38%	33%	23%	24%	34%
Never heard of	9%	10%	6%	10%	7%	6%	12%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Favorable	31%	55%	9%	32%	31%
Unfavorable	30%	13%	50%	30%	30%
No opinion	29%	25%	31%	33%	29%
Never heard of	9%	8%	10%	5%	10%

# Likely MI Voters

October 2024



39. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Debbie Stabenow

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	42%	76%	40%	8%	38%	42%	48%	44%	46%	40%
Unfavorable	35%	3%	33%	69%	23%	43%	42%	31%	34%	41%
No opinion	18%	18%	20%	17%	28%	14%	10%	21%	16%	13%
Never heard of	5%	3%	7%	5%	11%	1%	—	4%	4%	5%

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	42%	37%	63%	40%	47%	40%	45%
Unfavorable	35%	42%	9%	35%	35%	44%	28%
No opinion	18%	17%	22%	20%	15%	13%	21%
Never heard of	5%	4%	6%	5%	3%	3%	6%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Favorable	42%	75%	9%	49%	41%
Unfavorable	35%	5%	69%	28%	37%
No opinion	18%	17%	17%	19%	18%
Never heard of	5%	3%	5%	4%	5%

# Likely MI Voters

October 2024



40. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Gretchen Whitmer

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	54%	95%	57%	10%	60%	53%	49%	52%	55%	57%
Unfavorable	40%	1%	38%	84%	30%	43%	50%	40%	40%	38%
No opinion	5%	4%	3%	6%	8%	4%	2%	7%	3%	5%
Never heard of	1%	0%	2%	0%	2%	—	—	1%	1%	—

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	54%	49%	75%	50%	62%	47%	62%
Unfavorable	40%	46%	18%	43%	34%	49%	33%
No opinion	5%	5%	6%	6%	4%	4%	5%
Never heard of	1%	1%	1%	1%	0%	1%	1%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Favorable	54%	94%	12%	58%	53%
Unfavorable	40%	2%	82%	39%	40%
No opinion	5%	4%	6%	1%	6%
Never heard of	1%	0%	0%	1%	1%

# Likely MI Voters

October 2024



41. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Mike Johnson

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	20%	3%	15%	40%	11%	23%	30%	19%	17%	26%
Unfavorable	36%	60%	30%	11%	38%	37%	33%	33%	39%	39%
No opinion	28%	23%	34%	33%	27%	29%	30%	33%	30%	19%
Never heard of	15%	13%	20%	16%	24%	12%	8%	16%	14%	16%

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	20%	23%	10%	20%	21%	28%	14%
Unfavorable	36%	34%	45%	30%	47%	38%	34%
No opinion	28%	28%	32%	32%	22%	22%	34%
Never heard of	15%	16%	14%	18%	10%	12%	18%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Favorable	20%	3%	41%	22%	20%
Unfavorable	36%	60%	11%	37%	36%
No opinion	28%	23%	33%	25%	29%
Never heard of	15%	14%	15%	16%	15%

# Likely MI Voters

October 2024



42. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Kid Rock

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	34%	11%	28%	61%	24%	41%	38%	34%	33%	35%
Unfavorable	41%	70%	35%	13%	48%	40%	35%	37%	45%	45%
No opinion	23%	17%	32%	25%	24%	19%	27%	27%	19%	20%
Never heard of	2%	1%	5%	1%	5%	0%	1%	2%	2%	–

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	34%	37%	20%	38%	25%	37%	31%
Unfavorable	41%	37%	56%	35%	53%	39%	43%
No opinion	23%	23%	22%	24%	21%	22%	23%
Never heard of	2%	2%	2%	3%	1%	1%	3%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Favorable	34%	12%	60%	32%	34%
Unfavorable	41%	69%	13%	49%	39%
No opinion	23%	18%	25%	18%	24%
Never heard of	2%	2%	2%	1%	2%



# Likely MI Voters

October 2024



43. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Tom Izzo

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	33%	36%	28%	32%	28%	36%	35%	26%	34%	48%
Unfavorable	6%	5%	11%	5%	10%	4%	3%	7%	4%	7%
No opinion	35%	32%	37%	36%	26%	36%	44%	36%	38%	23%
Never heard of	27%	27%	24%	26%	36%	24%	18%	31%	24%	23%

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	33%	34%	28%	30%	39%	43%	24%
Unfavorable	6%	5%	8%	4%	8%	8%	4%
No opinion	35%	34%	38%	36%	32%	30%	39%
Never heard of	27%	27%	25%	30%	21%	19%	33%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Favorable	33%	36%	32%	35%	33%
Unfavorable	6%	6%	5%	3%	7%
No opinion	35%	32%	37%	36%	34%
Never heard of	27%	26%	26%	27%	27%

# Likely MI Voters

October 2024



44. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Diana Ross

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	60%	71%	54%	50%	40%	69%	73%	64%	64%	53%
Unfavorable	4%	2%	5%	6%	7%	3%	2%	4%	4%	4%
No opinion	30%	22%	28%	38%	36%	28%	25%	26%	28%	34%
Never heard of	6%	5%	13%	6%	17%	1%	–	6%	3%	8%

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	60%	59%	63%	58%	62%	56%	63%
Unfavorable	4%	3%	10%	4%	4%	6%	3%
No opinion	30%	32%	23%	30%	29%	31%	29%
Never heard of	6%	7%	4%	7%	5%	7%	5%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Favorable	60%	71%	50%	64%	59%
Unfavorable	4%	2%	6%	3%	4%
No opinion	30%	21%	38%	25%	31%
Never heard of	6%	6%	6%	8%	6%

# Likely MI Voters

October 2024



45. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Jeff Daniels

	Leaned Party ID			Age			Income			
	Total	Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	39%	50%	22%	32%	29%	48%	39%	33%	43%	47%
Unfavorable	7%	2%	11%	13%	6%	9%	8%	9%	6%	7%
No opinion	31%	27%	37%	32%	31%	31%	31%	33%	30%	26%
Never heard of	23%	20%	30%	23%	34%	13%	21%	25%	20%	20%

	Race		Education		Gender		
	Total	White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	39%	39%	39%	36%	44%	44%	35%
Unfavorable	7%	8%	4%	9%	5%	11%	4%
No opinion	31%	32%	29%	31%	32%	29%	34%
Never heard of	23%	21%	28%	24%	20%	17%	27%

	2024 Vote			Union Household	
	Total	Harris voters	Trump voters	Yes	No
Favorable	39%	50%	30%	40%	39%
Unfavorable	7%	2%	13%	9%	7%
No opinion	31%	28%	33%	31%	31%
Never heard of	23%	20%	24%	21%	23%

# Likely MI Voters

October 2024



46. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Mallory McMorrow

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	7%	12%	4%	3%	10%	6%	6%	6%	5%	14%
Unfavorable	3%	1%	5%	5%	4%	4%	3%	3%	2%	5%
No opinion	21%	19%	21%	24%	24%	17%	23%	25%	20%	15%
Never heard of	68%	67%	71%	68%	62%	74%	68%	67%	72%	65%

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	7%	6%	11%	5%	12%	9%	6%
Unfavorable	3%	3%	3%	3%	4%	4%	3%
No opinion	21%	21%	23%	21%	22%	19%	23%
Never heard of	68%	69%	63%	72%	61%	68%	68%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Favorable	7%	13%	2%	9%	7%
Unfavorable	3%	2%	6%	3%	4%
No opinion	21%	18%	23%	20%	22%
Never heard of	68%	67%	69%	69%	68%

# Likely MI Voters

October 2024



47. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Elissa Slotkin

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	44%	82%	31%	6%	42%	46%	44%	40%	47%	52%
Unfavorable	36%	4%	34%	72%	28%	37%	45%	37%	35%	33%
No opinion	17%	13%	34%	18%	26%	15%	10%	19%	16%	14%
Never heard of	2%	0%	1%	4%	4%	2%	1%	3%	2%	2%

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	44%	40%	60%	39%	53%	40%	49%
Unfavorable	36%	40%	20%	40%	29%	45%	29%
No opinion	17%	17%	19%	17%	18%	14%	20%
Never heard of	2%	3%	1%	4%	–	2%	3%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Favorable	44%	81%	5%	44%	44%
Unfavorable	36%	5%	71%	37%	36%
No opinion	17%	13%	21%	17%	18%
Never heard of	2%	–	3%	1%	3%

# Likely MI Voters

October 2024



48. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Mike Rogers

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	32%	1%	30%	67%	21%	34%	44%	33%	33%	32%
Unfavorable	43%	77%	33%	8%	42%	43%	42%	39%	48%	46%
No opinion	20%	15%	26%	25%	28%	20%	11%	20%	17%	21%
Never heard of	5%	6%	11%	1%	9%	3%	3%	8%	2%	2%

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	32%	37%	13%	36%	25%	39%	26%
Unfavorable	43%	39%	58%	37%	52%	41%	44%
No opinion	20%	19%	25%	21%	18%	16%	24%
Never heard of	5%	5%	4%	6%	4%	4%	6%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Favorable	32%	3%	67%	29%	33%
Unfavorable	43%	76%	7%	49%	41%
No opinion	20%	17%	24%	19%	21%
Never heard of	5%	5%	2%	4%	5%

# Likely MI Voters

October 2024



49. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – JD Vance

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	39%	5%	34%	77%	25%	45%	48%	41%	35%	41%
Unfavorable	48%	84%	46%	10%	56%	44%	43%	42%	53%	53%
No opinion	11%	9%	15%	12%	14%	9%	9%	13%	11%	6%
Never heard of	2%	2%	5%	1%	4%	2%	—	4%	2%	—

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	39%	44%	17%	40%	36%	47%	32%
Unfavorable	48%	45%	60%	42%	58%	43%	52%
No opinion	11%	9%	19%	14%	5%	9%	13%
Never heard of	2%	2%	4%	3%	—	1%	3%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Favorable	39%	3%	81%	34%	40%
Unfavorable	48%	85%	9%	54%	47%
No opinion	11%	10%	9%	11%	11%
Never heard of	2%	1%	1%	2%	2%

# Likely MI Voters

October 2024



50. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Tim Walz

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	44%	84%	22%	7%	50%	40%	40%	34%	53%	55%
Unfavorable	39%	4%	39%	77%	27%	43%	49%	41%	37%	37%
No opinion	14%	9%	31%	14%	18%	13%	10%	20%	7%	9%
Never heard of	3%	2%	8%	2%	5%	3%	1%	5%	3%	–

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	44%	40%	57%	37%	55%	39%	48%
Unfavorable	39%	43%	21%	42%	34%	48%	31%
No opinion	14%	13%	17%	16%	10%	12%	15%
Never heard of	3%	3%	5%	5%	0%	1%	5%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Favorable	44%	84%	4%	45%	43%
Unfavorable	39%	3%	80%	39%	39%
No opinion	14%	11%	13%	14%	14%
Never heard of	3%	3%	3%	2%	4%



# Likely MI Voters

October 2024



51. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Benjamin Netanyahu

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	26%	4%	25%	50%	12%	29%	39%	23%	23%	31%
Unfavorable	35%	60%	36%	10%	39%	35%	31%	26%	42%	45%
No opinion	21%	19%	20%	23%	26%	20%	17%	24%	22%	14%
Never heard of	18%	18%	18%	17%	23%	16%	13%	26%	13%	10%

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	26%	29%	12%	25%	27%	35%	17%
Unfavorable	35%	35%	35%	29%	46%	39%	32%
No opinion	21%	20%	27%	22%	20%	14%	28%
Never heard of	18%	16%	26%	24%	7%	12%	23%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Favorable	26%	4%	51%	24%	26%
Unfavorable	35%	60%	12%	34%	36%
No opinion	21%	21%	20%	25%	21%
Never heard of	18%	15%	18%	17%	18%

# Likely MI Voters

October 2024



52. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Vladimir Putin

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	4%	1%	4%	9%	6%	5%	1%	4%	7%	3%
Unfavorable	80%	93%	75%	68%	75%	80%	87%	75%	81%	85%
No opinion	14%	6%	18%	22%	16%	15%	12%	20%	9%	11%
Never heard of	1%	1%	3%	1%	3%	1%	–	1%	3%	1%

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	4%	4%	6%	5%	4%	5%	3%
Unfavorable	80%	80%	80%	77%	87%	80%	80%
No opinion	14%	15%	13%	17%	9%	13%	15%
Never heard of	1%	1%	1%	1%	1%	1%	1%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Favorable	4%	0%	9%	4%	4%
Unfavorable	80%	92%	68%	82%	80%
No opinion	14%	6%	22%	12%	15%
Never heard of	1%	1%	1%	1%	1%

# Likely MI Voters

October 2024



53. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Volodymyr Zelenskyy

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	41%	64%	27%	19%	35%	42%	46%	30%	47%	49%
Unfavorable	20%	6%	17%	37%	17%	22%	22%	21%	20%	22%
No opinion	25%	17%	41%	31%	30%	25%	20%	27%	21%	26%
Never heard of	13%	13%	15%	13%	18%	10%	11%	22%	11%	3%

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	41%	41%	40%	34%	53%	43%	39%
Unfavorable	20%	21%	17%	23%	15%	26%	16%
No opinion	25%	25%	26%	24%	28%	22%	29%
Never heard of	13%	13%	16%	18%	4%	9%	16%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Favorable	41%	65%	17%	40%	41%
Unfavorable	20%	6%	37%	19%	21%
No opinion	25%	19%	30%	31%	24%
Never heard of	13%	10%	15%	10%	14%

# Likely MI Voters

October 2024



54. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Viktor Orbán

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	4%	1%	4%	9%	2%	4%	8%	4%	3%	5%
Unfavorable	25%	44%	24%	6%	28%	24%	23%	21%	24%	35%
No opinion	24%	18%	20%	32%	28%	19%	25%	25%	30%	18%
Never heard of	46%	37%	52%	53%	42%	53%	44%	50%	43%	42%

	Total	Race		Education		Gender	
		White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	4%	5%	3%	4%	5%	6%	3%
Unfavorable	25%	24%	31%	20%	35%	32%	19%
No opinion	24%	24%	26%	25%	23%	23%	25%
Never heard of	46%	48%	40%	51%	37%	39%	53%

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Favorable	4%	0%	9%	3%	5%
Unfavorable	25%	44%	7%	29%	24%
No opinion	24%	19%	29%	19%	25%
Never heard of	46%	37%	55%	49%	46%

# Likely MI Voters

October 2024



## 55. Are you or is anyone in your household a member of a labor union?

	Leaned Party ID				Age			Income		
	Total	Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Yes	18%	21%	24%	15%	21%	17%	16%	15%	23%	16%
No	82%	79%	76%	85%	79%	83%	84%	85%	77%	84%

  

	Race			Education		Gender	
	Total	White	Non-White	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Yes	18%	18%	21%	19%	17%	19%	17%
No	82%	82%	79%	81%	83%	81%	83%

  

	Total	2024 Vote		Union Household	
		Harris voters	Trump voters	Yes	No
Yes	18%	19%	17%	100%	—
No	82%	81%	83%	—	100%