



UMass Lowell/YouGov Survey of Michigan Likely Voters Sept. 11 - 19, 2024

N = 650 Michigan Likely General Election Voters

The sample has an adjusted margin of error of +/-4.37 percentage points

See <http://uml.edu/polls> for full questionnaire/topline results and detailed methodology disclosure.

Survey design and analysis by John Cluverius, director of survey research, University of Massachusetts Lowell Center for Public Opinion.

Do you have a question about this poll? If so, tweet @UML_CPO and we'll get back to you.

HIGHLIGHTS

1. Harris slightly ahead of Trump in Michigan, 48% to 43%

With less than six weeks until the general election, Vice President Kamala Harris has a 5-percentage-point lead in Michigan, according to the latest poll from the University of Massachusetts Lowell Center for Public Opinion and YouGov. Additionally, no other candidate received more than 2% support from respondents in the survey, while 3% said they are undecided.

“For a swing state, this margin is good news for the vice president’s campaign,” said Rodrigo Castro Cornejo, UMass Lowell assistant professor of political science. “In the next few days, we can expect the Harris campaign will defend her lead. The Trump campaign, on the other hand, has a negative favorability that needs to be overcome if they want to remain competitive in the state.”

Both candidates have firm support among their voters: 6% of Trump voters say they could change their mind and vote for another candidate, while 4% of Harris voters say they could change their minds and vote for another candidate.

Despite the close race, Trump remains unpopular among likely voters while Harris’ net favorables are much closer together. Harris has a net favorability of 0 with 47% of respondents having a favorable view of Harris and 47% saying they view her unfavorably. Those with no opinion of her came in at 5% and no respondents reported never having heard of her. In comparison, at -15, Trump’s net favorability is lower than Harris’. Nearly half (41%), of respondents view Trump favorably while more than half

(56%) view him unfavorably. Just 3% said they had no opinion of Trump and no respondents reported never having heard of him.

2. Slotkin Leads Rogers 47% to 34%

Democrat Elissa Slotkin leads Republican Mike Rogers in the Michigan race for U.S. Senate. Support for Slotkin came in at 47%, while 34% support Rogers. All third-party and independent candidates tallied 1% or less support among likely voters, and 15% of likely voters are undecided.

“Voters in the Michigan Senate race are favoring Slotkin, but with almost one of every eight voters undecided, this race is still anyone’s game,” said John Cluverius, UMass Lowell CPO associate director and associate professor of political science.

The survey also includes likely voter attitudes on Diana Ross, Kid Rock, the Great Lakes, and a host of other Michigan-centered topics.