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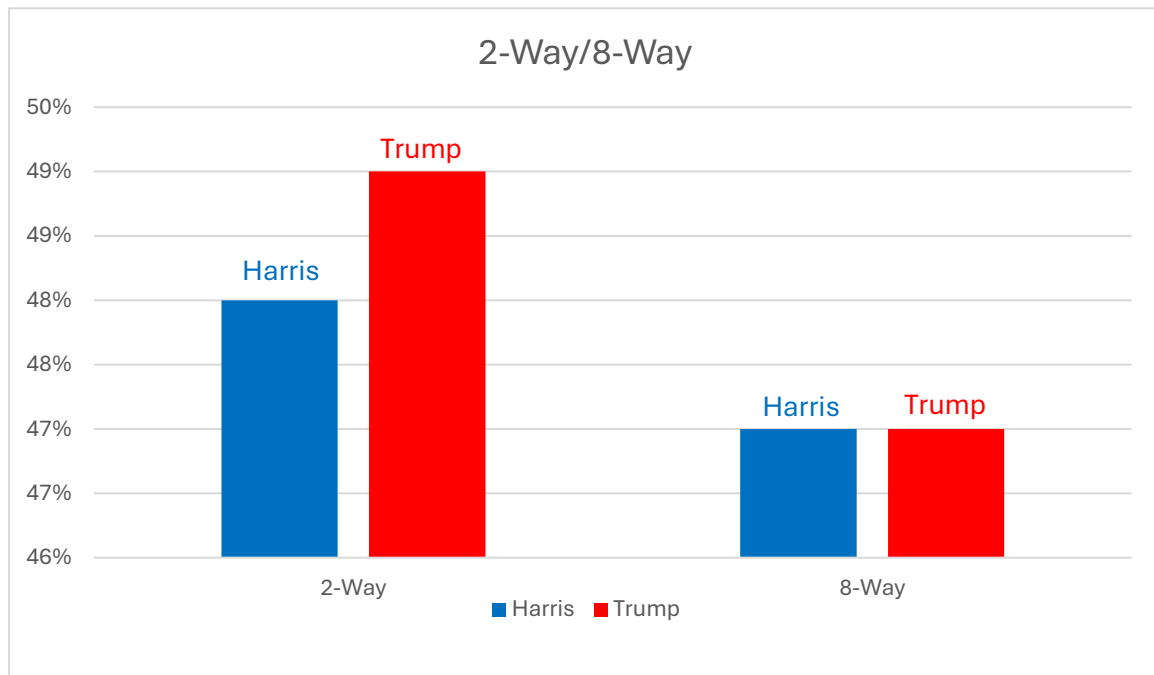
MIRS-MI NEWS SOURCE POLL of MICHIGAN
Conducted September 30, 2024

Trump leads by 1% in 2-Way Contest
Trump -- Harris tied at 47% in an 8-Way Contest
(Slotkin 49% - Rogers 44%)

LANSING, Mich. — Former President Donald Trump holds a one percent lead over Vice President Kamala Harris (49% - 48%) in a trial ballot question for President in 2024 according to an exclusive statewide poll of Michigan conducted for **MIRS and Michigan News Source** by **Mitchell Research & Communications, Inc.** Trump and Harris continue to be in a statistical dead heat as they were in our September 11 poll and our June 3 poll (with Biden). Although most people look at the two-way ballot, the fact is that voters will be looking at the eight choices because that's what is on the ballot.

In an eight-way trial ballot test Trump (47%) is tied with Harris (47%). Robert F. Kennedy, Jr. (2%), Green Party candidate Jill Stein (1%), and Libertarian Chase Oliver (1%) are the only candidates to get any support.

"That Trump and Harris continue to be statistically tied is further evidence of how tight this race ultimately is going to be," Steve Mitchell, President of Mitchell Research & Communications, Inc. said.

On the 8-Way Race

In the 8-way race cross tabs are very consistent with the 2-way race. Although the percentages might be slightly different, the difference between Harris' and Trump's percentages are very consistent.

The primary difference is that among Independents, Trump leads by fifteen percent (52%-37%) in the 2-way question, but his lead narrows to seven percent among Independents (44%-37%). Additionally, 11% were undecided. In the 8-way contest the reason for Trump's loss of support is some of the Independents going towards other candidates. Lead by R.F.K. Jr. (8%), Chase Oliver (3%), Jill Stein (3%), Jospeh Kishore (1%), Cornell West (1%) and the undecided voters drop to 4%.

Two-Way Race by Gender

- Trump leads with men (52% - 44%) while Harris leads with women (51% - 47%).
- For decades, the gender gap has favored women rather than men, this year we are seeing a strong gender gap with both men and women. But it is clear that in this poll more men are supporting Trump than women are supporting Harris.

Two-Way Race by Age

- Harris leads with 18–29-year-olds (50% - 42%) and with 30–44-year-olds (54% - 42%).
- However, Trump leads with 45–64-year-olds (52% - 44%) as well as with 65+ year olds (54% - 46%).

Two-Way Race by Race

- Among white voters, Trump leads 53% to 43%.
- Among African American voters, Harris leads 79% to 20%.
- Among voters of other ethnicities, Trump leads 57% to 41%.

Two-Way Race by Education

- Among those with some college education or trade school, Trump leads 52% to 44%.
- Among college graduates, Trump leads 52% to 46%.
- Among those with no college education, Trump leads 74% to 25%
- Finally, among those with a master's degree or greater, Harris leads 70% to 27%.
- The huge margins by which Trump leads with those that have never been to college is in stark contrast to the lead Harris has with the most educated group, those with a master's degree plus.

US Senate Race

In the US Senate race, Elissa Slotkin leads Mike Rogers 49%-44%. In our last poll Slotkin had solidified Democrat support getting 95% off that vote while Rogers was winning only 87% of GOP voters. Rogers led 45%-42% with Independents.

In the latest poll Rogers increased support among Republicans to 89% but lost support among Independents and now trails by three percent (43% - 40%). Slotkin's support among Democrats has remained at 95%.

"Throughout this race Slotkin has enjoyed a huge financial advantage over Rogers, essentially, she raised $23.5 million compared to Rogers' $5.5 million. When you take into consideration GOP candidate Sandy Pensler spent $4 million in negative ads against Rogers in the Republican Primary that means Slotkin has a 5:1 advantage over Rogers.

"However, it was announced this week that two outside PAC's are going to spend a combined $30 million in the last 5 weeks on behalf of Rogers. That amount of money is a game changer not only for Rogers but for down ballot candidates who have seen Democrats outspend them dramatically in this campaign," Steve Mitchell, President of Mitchell Research & Communications, Inc. said.

Methodology

The poll was conducted on Monday September 30, 2024, **before** the Vice-Presidential Debate. It was conducted entirely by text messaging a randomly selected list of registered voter's cell phones and directing them to a SurveyMonkey poll (MMS-Web). 76,728 text messages were sent out with a response rate of .00928%.

The poll of (N=709 Likely Voters) has a Margin of Error of + or – 3.68% at the 95% level of confidence.

The survey was deployed on a day when Verizon telephones had a massive outage that included Michigan.

The margin of error of independent voters (N=158) is + or – 7.8%. While the M o E of Democratic Party Primary voters (N=281) is + or – 5.85% and the M o E of Republican Party Primary voters (N=268) is + or – 5.99%. It is important to remember that subsets based on demographics, such as gender, age, education, race/ethnicity and 2020 president outcome in Michigan, carry with them higher credibility intervals, as the sample size is reduced. Survey results should be understood within the poll's range of scores and know with a confidence interval of 95% a poll will fall outside the range of scores 1 in 20 times.

The survey was conducted by Mitchell Research & Communications, Inc. and sponsored by Michigan News Source and Michigan Information & Research Service, Inc. (MIRS).

CROSS TABS BELOW

2-Way Ballot

	Total	DEM	GOP	IND	F	M	NB	18-29	30-44	45-64	65+	W	AA	Other
Trump	49%	4%	96%	52%	47%	52%	31%	42%	42%	52%	54%	53%	20%	57%
Harris	48%	95%	4%	37%	51%	44%	23%	50%	54%	44%	46%	43%	79%	41%
Not Sure	3%	1%	0%	11%	2%	3%	46%	7%	3%	3%	0%	3%	1%	2%
N=	707	281	267	158	354	350	4	74	165	297	170	560	89	58

8-Way Ballot

	Total	DEM	GOP	IND	F	M	NB	18-29	30-44	45-64	65+	W	AA	Other
Harris	47%	94%	3%	37%	50%	43%	23%	49%	54%	44%	45%	43%	78%	40%
Trump	47%	4%	95%	44%	45%	51%	32%	40%	39%	51%	53%	51%	21%	56%
RFK, Jr	2%	0%	1%	8%	2%	2%	0%	4%	3%	3%	0%	3%	0%	2%
Stein	1%	0%	0%	2%	1%	0%	0%	0%	2%	0%	0%	1%	0%	0%
Oliver	1%	0%	1%	3%	0%	2%	0%	2%	1%	1%	0%	1%	0%	0%
Kishore	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Terry	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
West	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	1%	0%	0%	2%
Not Sure	1%	0%	0%	4%	1%	0%	45%	4%	1%	1%	0%	1%	1%	0%
N=	709	281	269	158	376	327	7	75	167	297	169	563	88	58

US Senate

	Total	DEM	GOP	IND	F	M	NB	18-29	30-44	45-64	65+	W	AA	Other
Slotkin	49%	95%	4%	43%	52%	46%	23%	51%	57%	45%	47%	46%	76%	39%
Rogers	44%	3%	89%	40%	41%	47%	32%	35%	38%	50%	44%	47%	20%	45%
Not sure	7%	1%	7%	17%	7%	6%	45%	14%	5%	5%	10%	7%	4%	16%
N=	708	280	269	158	376	326	7	75	167	297	169	563	87	58

2-Way Ballot

	Total	Detroit	Wayne	Oakland	Macomb	GSBM Thumb	LMW-Mid MI	W.MI	N. MI-UP	Biden	Trump	Not 2020	Someone else
Trump	49%	12%	53%	39%	46%	55%	52%	54%	56%	7%	97%	33%	33%
Harris	48%	86%	45%	56%	54%	44%	44%	41%	42%	90%	3%	67%	20%
Not Sure	3%	2%	1%	4%	0%	1%	4%	5%	1%	3%	1%	0%	47%
N=	707	39	60	66	64	85	125	197	71	347	325	21	14

8-Way Ballot

	Total	Detroit	Wayne	Oakland	Macomb	GSBM Thumb	LMW-Mid MI	W.MI	N. MI-UP	Biden	Trump	Not 2020	Someone else
Harris	47%	86%	42%	51%	54%	44%	45%	41%	44%	89%	3%	64%	19%
Trump	47%	12%	57%	41%	42%	50%	49%	50%	55%	6%	93%	36%	14%
RFK, Jr	2%	0%	2%	0%	4%	5%	1%	4%	0%	1%	3%	0%	13%
Stein	1%	0%	0%	1%	0%	0%	2%	0%	0%	1%	0%	0%	7%
Oliver	1%	0%	0%	1%	0%	0%	1%	2%	0%	0%	0%	0%	32%
Kishore	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	6%
Terry	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%
West	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%
Not Sure	1%	2%	0%	1%	0%	1%	1%	2%	0%	2%	0%	0%	7%
N=	709	38	61	66	64	86	124	199	72	348	327	21	14

US Senate

	Total	Detroit	Wayne	Oakland	Macomb	GSBM Thumb	LMW-Mid MI	W.MI	N. MI-UP	Biden	Trump	Not 2020	Someone else
Slotkin	49%	85%	42%	59%	58%	45%	51%	40%	45%	90%	5%	64%	27%
Rogers	44%	12%	50%	35%	38%	50%	38%	52%	52%	4%	86%	36%	46%
Not sure	7%	2%	9%	6%	5%	5%	11%	9%	3%	5%	9%	0%	27%
N=	708	38	61	65	64	86	124	199	72	347	327	21	14