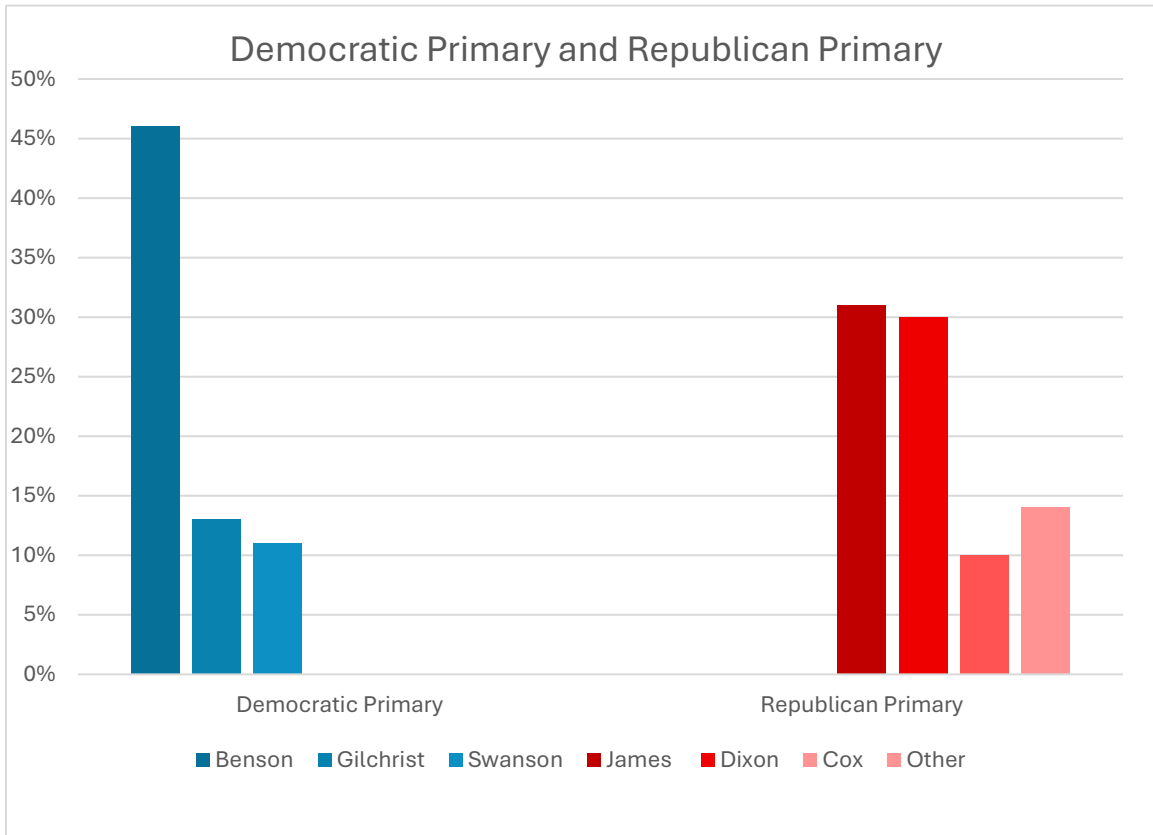


Mitchell-MIRS-Michigan Poll
(N=688 LV's)
Conducted March 13, 2025



Benson-James/Dixon Top Candidates for Governor

LANSING, Mich. —Secretary of State Jocelyn Benson is the top Democratic candidate for Governor of Michigan on the Democratic ticket, while Congressman John James and 2022 GOP gubernatorial candidate, Tudor Dixon, are in a statistical dead heat in a race for the Republican nomination, according to the latest Mitchell-MIRS Michigan Poll.

The survey of N=688 November General Election voters, N=303 Democratic Primary voters and N=281 Republican Primary voters, was commissioned by MIRS and conducted by Mitchell Research & Communications March 13, 2025, using SMS-Web methodology where text messages are sent to cellphones directing respondents to a SurveyMonkey poll.

In the race for the Republican nomination, John James (31%) and Tudor Dixon (30%) were statistically tied, with former Attorney General Mike Cox (10%) in 3rd place. Following up the field in the Republican Primary were 2022 Gubernatorial Candidate Perry Johnson (8%), Michigan State Senate Minority Leader Aric Nesbitt (5%), former MI Speaker of the House Tom Leonard (1%), with (15%) still undecided.

In the Democrat Primary, Benson (46%) has a strong lead over LT. Gov. Garlin Gilchrist (13%), and Genesee County Sheriff Chris Swanson (11%).

“In the Republican Primary, James leads Dixon 44%-31% in Oakland/Macomb/Wayne outside of Detroit while Dixon leads James outstate by 29%-25%. James’ lead in the metro Detroit area is the result of the \$50 million spent in the 10th Congressional District in Oakland/Macomb County in 2022 and 2024. Dixon’s lead outstate results from \$31 million spent on her gubernatorial campaign in 2022. James, Dixon, and Mike Cox are all in a statistical dead heat with Benson in Trial ballot Questions in the General Election.

In the General Election Benson (38%) leads Dixon (36%) by two percent with Independent candidate Detroit mayor Mike Duggan in 3rd place (16%) and 10% undecided.

Benson (37%) leads Cox (35%) by two percent with Duggan (16%) in third and 12% undecided.

Benson (37%) leads James (34%) by three percent with Duggan (16%) in 3rd place (16%) and 12% undecided.

“At this time, the three top Republicans in the GOP primary are all statistically tied with Democratic front runner Jocelyn Benson. As we look toward the important 2026 elections, it looks at this time that the Republicans have three strong candidates to run against Benson.

“Tudor Dixon, who lost for governor by a large margin as a result of the abortion ballot proposal in 2022, John James, who lost two US Senate races before being elected and re-elected to Congress in 2022/24, and Mike Cox who lost a race for governor in 2010, are now the leading GOP candidates for governor next year,” Steve Mitchell, president of Mitchell Research & Communications said.

Mayor Mike Duggan, who is running as an independent candidate, is getting 16% of the vote in all three scenarios. At this time, Duggan seems to be doing slightly better with Republicans than with Democrats. Duggan does one or two percent better with Republicans (12%) than Democrats (10%) against Dixon and Cox, and six percent better against James.

Generic Congressional Ballot Question

The close battle we see in the governor’s race is consistent with the Generic Congressional Ballot Question where Republicans and Democrats are tied at 45%.

Trump Endorsement

More than three-fourths (77%) of Republican Party Primary are “very likely” (46%) or “somewhat likely” (31%) “to vote for a candidate [even] if it was different from the candidate they currently support.” Whoever gets the Trump endorsement will ultimately be the nominee.

Trump Job Approval/Name ID

Although President Trump is slightly underwater in his job approval, almost half (47%) approve of the job he's doing while exactly half (50%) disapprove.

A slightly higher percentage of voters approve of the job that he's doing (47%) than have a favorable impression of the president (45%). Almost half (49%) have an unfavorable impression.

Whitmer Job Approval/Name ID

Governor Whitmer finds herself in the same position the president with more people approving of the job she does than having a favorable impression of her. A majority (52%) either "strongly approve" (38%) or "somewhat approve" (14%) of the job she's doing. However, less than half (48%) has a "favorable impression of Whitmer" with her "unfavorable" (46%) almost as high.

Most Important Issue

When asked "what is the single most important issue facing the State of Michigan that will have the most impact on [their] vote for governor, the economy was number one. "Economy/jobs" and "inflation/rising prices" were by cited 20% of the voters in the General Election. The only other issues to reach double digits were "honesty in government" (14%) and "taxes/government lending/debt" (12%). Other issues were "election/voting security" (6%), "abortion" (6%), "education" (5%), "healthcare" (4%), "immigration/the border" (2%) law & order/crime (2%), 2nd Amendment rights (2%) and "traditional family values" (2%). Four percent were undecided.

Methodology

The poll was conducted Thursday, March 13, 2025. 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). The Margin of Error for N=688 General Election voters is 3.7%; N=303 Democratic Primary voters is 5.6%. and N=281 GOP Primary voters is 5.8% all, at the 95% level of confidence. The questionnaire included a number of different Primary and General Election matchups.

It is important to remember that subsets based on demographics, such as gender, age, education, race/ethnicity, 2022 governor outcome, and 2024 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 at Mitchell Research & Communications, Inc. and sponsored by Michigan Information & Research Service, Inc. (MIRS). According to ABC News 538.com Mitchell Research is the most accurate Michigan based pollster.

Field Copy (aggregate Percentages) and Crosstabs Below:

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Mitchell -MIRS-Michigan Poll (N=688 LV's)

Conducted Thursday March 13, 2025)

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**MMS-Web MI Statewide General Election Voters
Conducted Thursday, March 13, 2025
(N= 688 LV's)
Governor Race Press Release**

You must answer all questions or none of your answers will count.

- 1. Are you a registered voter in Michigan?
Yes 100%
No 0 END

- 2. Thinking about the November 2026 General Election for Governor, are you...
Definitely Voting 94%
Probably Voting 3
Not sure yet 3
Definitely Not Voting 0 END

- 3. How will you vote in the November 2026 General Election for Governor?
Vote at my polling center on election day at my regular voting site 54%
Vote during 9 days of early voting allowed through Sunday before election day 30
Vote by absentee ballot 16

Before questions on other issues, a few statistical questions:

- 4. Thinking about the November 2026 General Election, are you enthusiastic about voting or not?
Very enthusiastic 59%
Somewhat enthusiastic 24
Not very enthusiastic 10
Not at all enthusiastic 3
Not sure 5

- 5. Thinking about the August 2026 Primary Election for Governor and US Senator, will you be:
Definitely voting 89%
Probably voting 7
Not sure yet 4
Definitely not voting 0

- 6. In an August Primary Election, you cannot split your ticket as you can do in a November General Election. In August 2026, which primary will you be voting?
Democrat 44%
Republican 41
Not sure 15

7. What is your gender?
- | | |
|------------|-----|
| Male | 46% |
| Female | 54% |
| Non-binary | 0 |
8. What is your age?
- | | |
|-------|-----|
| 18-29 | 12% |
| 30-44 | 20 |
| 45-64 | 38 |
| 65+ | 30 |
9. What is your race?
- | | |
|------------------|-----|
| White | 80% |
| African American | 12 |
| Hispanic | 6 |
| Other | 2 |
10. Do you or does anyone in your household belong to a Labor Union or Teachers Association?
- | | |
|---------------------------------|-----|
| Nobody in our household belongs | 74% |
| Someone in my household belongs | 26 |
11. Are you a Democrat or lean Democrat, a Republican or lean Republican, a member of another party, or independent?
- | | |
|-------------|-----|
| Democrat | 36% |
| Republican | 36 |
| Independent | 28 |
12. What area do you live in?
- | | |
|--|----|
| City of Detroit | 5% |
| Wayne County not Detroit | 11 |
| Oakland County | 14 |
| Macomb County | 9 |
| Genesee, Saginaw, Bay, Midland, & the thumb | 9 |
| Livingston, Monroe, Washtenaw, or Mid-Michigan | 15 |
| West Michigan | 22 |
| Northern Michigan/UP | 15 |
13. What is your position on abortion?
- | | |
|---------------------|-----|
| Strongly Pro-Life | 30% |
| Somewhat Pro-Life | 16 |
| Strongly Pro-Choice | 40 |
| Somewhat Pro-Choice | 11 |
| Not sure | 4 |
14. What is your education?
- | | |
|------------------------------|-----|
| High school graduate | 17% |
| Some college or trade school | 46 |
| College graduate | 21 |
| Master's degree or higher | 16 |

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Please answer if you are aware of the following names. If you are aware, answer whether you have a favorable or unfavorable impression of them: **[IN ALPHABETICAL ORDER]**

	Not Aware	Favorable	Unfavorable	Not Sure
15. Jocelyn Benson	8%	41	32	19
16. Mike Cox	27%	20	22	32
17. Mike Duggan	16%	32	18	35
18. Tudor Dixon	12%	29	36	23
19. John James	28%	38	34	0
20. Donald Trump	0%	45	49	6
21. Gretchen Whitmer	0%	48	46	6

22. ****If the Democrat Party Primary for Governor were being held today, for whom would you be voting?**

[IN ALPHABETICAL ORDER]

Jocelyn Benson	46%
Garlin Gilchrist	13
Chris Swanson	11
Not sure	30

23. ****If the Republican Party Primary for Governor were being held today, for whom would you be voting? [IN ALPHABETICAL ORDER]**

Mike Cox	10%
Tudor Dixon	30
John James	31
Perry Johnson	8
Tom Leonard	1
Aric Nesbitt	5
Not sure	15

24. ****Who would be your Second Choice for governor? [IN ALPHABETICAL ORDER]**

Mike Cox	24%
Tudor Dixon	24
John James	22
Perry Johnson	3
Tom Leonard	3
Aric Nesbitt	3
Not sure	22

25. If President Donald Trump were to endorse a candidate in a Republican Party Primary Election that was different from the candidate you currently support, how likely would you be to vote for the candidate President Trump endorsed instead of the person that you were supporting before Trump made his decision to endorse?

Very likely	46%	
Somewhat likely	31	77%
Not very likely	11	17%
Not at all likely	6	
Not sure	7	

26. Do you approve or disapprove of the job Gretchen Whitmer is doing as Governor?

Strongly approve	38%	
Somewhat approve	14	52%
Somewhat disapprove	8	46%
Strongly disapprove	38	
Not sure	2	

27. Do you approve or disapprove of the job Donald Trump is doing as President?

Strongly approve	38%	
Somewhat approve	9	47%
Somewhat disapprove	3	50%
Strongly disapprove	47	
Not sure	2	

28. What is the single most important issue facing the State of Michigan right now that will have the most impact on your vote for Governor, in alphabetical order?

Abortion	6%
Economy/Jobs	20
Education	5
Election and voting security	6
Health Care	4
Honesty in government	14
Immigration and the border	3
Inflation and rising prices	20
Law and order and crime	2
Second Amendment/gun rights	2
Taxes, government spending/debt	12
Traditional family values	2
Not Sure	4

29. If the election for U.S. House of Representatives in your district were being held today, would you be voting for or leaning towards the Democrat or the Republican candidate?

Democrat	45%
Republican	45
Not sure	9

Now, I am going to read you a series of trial ballot questions, for each please tell me for whom you would be voting.

30. If the November General Election for Governor were being held today, who would you be voting for or leaning towards?
- | | |
|--------------------------|-----|
| Jocelyn Benson, Democrat | 37% |
| Mike Cox, Republican | 35 |
| Mike Duggan, Independent | 16 |
| Not sure | 12 |
31. If the November General Election for Governor were being held today, who would you be voting for or leaning towards?
- | | |
|--------------------------|-----|
| Jocelyn Benson, Democrat | 38% |
| Tudor Dixon, Republican | 36 |
| Mike Duggan, Independent | 16 |
| Not sure | 10 |
32. If the November General Election for Governor were being held today, who would you be voting for or leaning towards?
- | | |
|--------------------------|-----|
| Jocelyn Benson, Democrat | 37% |
| John James, Republican | 34 |
| Mike Duggan, Independent | 16 |
| Not sure | 12 |
33. In the 2024 General election for President, did you vote for Kamala Harris the Democrat, Donald Trump the Republican, or someone else?
- | | |
|---------------------|-----|
| Harris | 47% |
| Trump | 48 |
| Someone else | 3 |
| Didn't vote in 2024 | 2 |
34. In the 2022 General election for Governor, did you vote for Tudor Dixon the Republican, Gretchen Whitmer the Democrat, or someone else?
- | | |
|---------------------|-----|
| Dixon | 43% |
| Whitmer | 53 |
| Someone else | 2 |
| Didn't vote in 2022 | 2 |
35. If you would like to participate in more surveys, please give us your first name and cell phone number.

Thank you very much!

Crosstabs Below

Mitchell Research & Communications, Inc. MI Statewide Poll 3/13/25 (N=688)

Total

	Total	DEM	GOP	IND	F	M	18-29	30-44	45-64	65 +	W	AA	Hisp
	100												
Total	%	36%	36%	28%	54%	46%	12%	20%	38%	30%	80%	12%	6%
N=	688	248	248	193	372	316	83	138	261	206	550	83	41

26-Nov Voters

	Total	DEM	GOP	IND	F	M	18-29	30-44	45-64	65 +	W	AA	Hisp
Def	94%	97%	95%	89%	92%	96%	94%	89%	96%	95%	94%	93%	100%
Prob	3%	3%	3%	3%	4%	2%	3%	4%	2%	3%	3%	1%	0%
Und	3%	0%	2%	8%	4%	2%	3%	7%	2%	2%	2%	6%	0%
N=	688	248	248	193	372	316	83	138	261	206	550	83	41

Nov 26 Type Vote

	Total	DEM	GOP	IND	F	M	18-29	30-44	45-64	65 +	W	AA	Hisp
ED	54%	31%	70%	62%	46%	63%	64%	59%	58%	41%	51%	57%	83%
AV	30%	50%	15%	25%	36%	23%	12%	23%	21%	55%	33%	25%	10%
EV	16%	19%	15%	13%	18%	14%	25%	17%	21%	5%	16%	17%	7%
N=	688	248	248	193	372	316	83	138	261	206	550	83	41

Nov 26 Enthusiasm

	Total	DEM	GOP	IND	F	M	18-29	30-44	45-64	65 +	W	AA	Hisp
Very	59%	62%	68%	43%	59%	59%	69%	46%	57%	65%	57%	53%	87%
Smwt	24%	25%	20%	28%	25%	23%	9%	36%	25%	21%	25%	29%	10%
Not very	10%	9%	7%	14%	10%	9%	17%	12%	7%	8%	10%	11%	3%
Not at all	3%	0%	2%	7%	4%	2%	2%	2%	4%	2%	3%	0%	0%
Und	5%	4%	4%	8%	2%	8%	3%	3%	7%	3%	5%	8%	0%
N=	688	248	248	193	372	316	83	138	261	206	550	83	41

Aug 26 Voter

	Total	DEM	GOP	IND	F	M	18-29	30-44	45-64	65 +	W	AA	Hisp
Def	89%	93%	88%	85%	90%	88%	90%	87%	88%	91%	88%	91%	99%
Prob	7%	6%	8%	6%	8%	6%	3%	10%	7%	6%	8%	4%	1%
DEF Not	0%	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%	0%	0%
Und	4%	1%	3%	9%	3%	6%	7%	2%	5%	3%	4%	5%	0%
N=	688	248	248	193	372	316	83	138	261	206	550	83	41

Primary Party

	Total	DEM	GOP	IND	F	M	18-29	30-44	45-64	65 +	W	AA	Hisp
DEM	44%	95%	5%	30%	54%	33%	55%	48%	34%	51%	43%	66%	20%
GOP	41%	1%	93%	26%	33%	50%	37%	32%	48%	39%	41%	24%	64%
Und	15%	4%	2%	44%	13%	17%	8%	20%	18%	9%	15%	10%	17%
N=	687	248	248	192	372	316	83	137	261	206	549	83	41

Dem Primary for Governor

	Total	DEM	GOP	IND	F	M	18-29	30-44	45-64	65 +	W	AA	Hisp
Benson	46%	49%	2%	43%	49%	40%	33%	55%	41%	50%	52%	16%	63%
Gilchrist	13%	16%	0%	7%	14%	12%	10%	8%	11%	20%	9%	35%	3%
Swanson	11%	7%	97%	4%	11%	10%	21%	5%	20%	1%	9%	20%	0%

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Und	30%	28%	1%	46%	26%	38%	35%	33%	28%	29%	31%	29%	34%
N=	299	231	12	56	198	101	45	65	88	101	234	55	8

GOP Primary for Governor

	Total	DEM	GOP	IND	F	M	18-29	30-44	45-64	65 +	W	AA	Hisp
James	31%	100%	33%	19%	30%	32%	21%	33%	33%	30%	33%	41%	9%
Dixon	30%	0%	28%	45%	27%	33%	0%	38%	40%	23%	32%	51%	0%
Cox	10%	0%	12%	2%	11%	10%	13%	3%	8%	17%	11%	0%	12%
Johnson	8%	0%	8%	6%	2%	12%	50%	0%	2%	4%	3%	0%	59%
Nesbitt	5%	0%	6%	1%	6%	3%	0%	5%	3%	8%	3%	8%	17%
Leonard	1%	0%	1%	5%	3%	0%	0%	0%	2%	1%	2%	0%	0%
Und	15%	0%	14%	21%	21%	10%	16%	21%	11%	17%	18%	0%	3%
N=	281	2	229	49	123	158	31	44	125	81	226	20	26

GOP Primary for Governor 2nd Choice

	Total	DEM	GOP	IND	F	M	18-29	30-44	45-64	65 +	W	AA	Hisp
Dixon	24%	0%	27%	9%	29%	20%	17%	22%	28%	21%	29%	0%	0%
Cox	24%	0%	21%	36%	15%	31%	50%	20%	16%	27%	21%	11%	59%
James	22%	100%	23%	13%	21%	23%	13%	31%	26%	14%	17%	89%	12%
Leonard	3%	0%	3%	2%	3%	3%	4%	3%	2%	3%	2%	0%	9%
Nesbitt	3%	0%	4%	2%	4%	3%	0%	2%	2%	6%	2%	0%	17%
Johnson	3%	0%	3%	4%	3%	3%	0%	0%	3%	5%	3%	0%	0%
Und	22%	0%	20%	34%	26%	19%	16%	21%	22%	25%	26%	0%	3%
N=	282	2	231	49	124	158	31	44	126	81	228	20	26

Impact on Voters of Trump Endorsement for Candidates

	Total	DEM	GOP	IND	F	M	18-29	30-44	45-64	65 +	W	AA	Hisp
Very	46%	100%	47%	37%	41%	49%	85%	29%	43%	44%	41%	61%	79%
Smwt	31%	0%	34%	18%	38%	25%	8%	41%	40%	19%	34%	29%	0%
Not very	11%	0%	6%	32%	10%	11%	0%	11%	8%	19%	12%	2%	0%
Not at all	6%	0%	6%	6%	4%	7%	7%	5%	3%	11%	7%	8%	0%
Und	7%	0%	7%	7%	6%	7%	0%	13%	6%	8%	6%	0%	21%
N=	282	2	231	49	124	158	31	44	126	81	228	20	26

Generic US House Ballot

	Total	DEM	GOP	IND	F	M	18-29	30-44	45-64	65 +	W	AA	Hisp
DEM	45%	96%	3%	36%	57%	32%	59%	52%	34%	50%	45%	62%	33%
GOP	45%	2%	94%	39%	37%	55%	37%	38%	55%	42%	46%	30%	64%
Difference	0%	94%	-92%	-3%	19%	-22%	22%	13%	-20%	8%	-1%	32%	-30%
Und	9%	3%	3%	25%	6%	13%	3%	10%	11%	8%	10%	8%	3%
N=	688	248	248	192	371	316	83	138	261	206	550	83	41

Party

	Total	DEM	GOP	IND	F	M	18-29	30-44	45-64	65 +	W	AA	Hisp
DEM	36%	100%	0%	0%	45%	25%	49%	32%	26%	46%	36%	43%	22%
GOP	36%	0%	100%	0%	30%	43%	37%	24%	46%	31%	35%	32%	62%

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			-										
			100										
Difference	0%	100%	%	0%	15%	-18%	12%	7%	-19%	15%	2%	11%	-39%
			100										
IND	28%	0%	0%	%	25%	32%	14%	44%	28%	23%	29%	25%	16%
N=	688	248	248	193	372	316	83	138	261	206	550	83	41

Governor Benson-Duggan-Cox

	Total	DEM	GOP	IND	F	M	18-29	30-44	45-64	65 +	W	AA	Hisp
Benson	37%	85%	2%	22%	47%	26%	47%	36%	28%	47%	37%	49%	27%
Cox	35%	0%	78%	23%	27%	43%	32%	32%	38%	33%	35%	16%	62%
Duggan	16%	10%	11%	30%	16%	16%	12%	23%	19%	9%	16%	22%	10%
Und	12%	5%	9%	25%	10%	14%	9%	10%	15%	11%	12%	13%	2%
N=	688	247	248	193	371	316	83	137	261	206	550	83	41

Governor Benson-Duggan-Dixon

	Total	DEM	GOP	IND	F	M	18-29	30-44	45-64	65 +	W	AA	Hisp
Benson	38%	86%	2%	23%	48%	27%	47%	40%	28%	47%	37%	51%	32%
Dixon	36%	0%	81%	25%	30%	43%	37%	30%	41%	33%	37%	16%	62%
Duggan	16%	10%	12%	28%	14%	18%	12%	22%	19%	10%	16%	22%	5%
Und	10%	4%	4%	24%	8%	12%	3%	7%	12%	10%	10%	10%	2%
N=	688	248	248	193	372	316	83	138	261	206	550	83	41

Governor Benson-Duggan-James

	Total	DEM	GOP	IND	F	M	18-29	30-44	45-64	65 +	W	AA	Hisp
Benson	37%	82%	2%	23%	47%	25%	47%	38%	27%	44%	36%	51%	27%
James	34%	0%	78%	21%	26%	43%	35%	26%	39%	32%	34%	14%	63%
Duggan	16%	7%	13%	32%	14%	19%	0%	26%	20%	12%	17%	25%	3%
Und	12%	10%	7%	23%	12%	13%	18%	9%	13%	12%	13%	10%	7%
N=	686	246	248	192	370	316	83	138	260	206	549	83	41

Whitmer Job Approval

	Total	DEM	GOP	IND	F	M	18-29	30-44	45-64	65 +	W	AA	Hisp
Strly													
Approve	38%	83%	3%	24%	48%	26%	42%	37%	31%	45%	36%	60%	30%
Smwt													
Approve	14%	16%	4%	24%	16%	11%	21%	23%	8%	13%	16%	5%	5%
Smwt													
DisApp	8%	1%	12%	12%	6%	11%	3%	10%	10%	7%	8%	8%	1%
Strly DisApp	38%	0%	81%	32%	29%	48%	35%	29%	46%	35%	37%	25%	62%
Und	2%	0%	0%	7%	1%	4%	0%	1%	5%	1%	2%	2%	2%
	100		100	100	100	100						100	
NET	%	100%	%	%	%	%	100%	100%	100%	100%	100%	%	100%
N=	685	248	245	193	372	314	83	138	259	206	548	83	41

Whitmer ID

	Total	DEM	GOP	IND	F	M	18-29	30-44	45-64	65 +	W	AA	Hisp
Fav	48%	96%	4%	44%	61%	34%	63%	55%	38%	52%	50%	50%	33%

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Mitchell -MIRS-Michigan Poll (N=688 LV's)

Conducted Thursday March 13, 2025)

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UnFav	46%	1%	93%	42%	35%	58%	37%	41%	53%	43%	45%	32%	67%
Und	6%	3%	2%	14%	4%	8%	0%	4%	9%	5%	5%	17%	0%
Duggan ID													
	Total	DEM	GOP	IND	F	M	18-29	30-44	45-64	65 +	W	AA	Hisp
Not aware	16%	23%	14%	11%	16%	16%	14%	10%	16%	21%	18%	5%	15%
Fav	31%	33%	25%	36%	30%	32%	15%	30%	38%	29%	29%	49%	23%
UnFav	18%	14%	23%	18%	16%	20%	39%	26%	15%	9%	15%	26%	42%
Und	35%	31%	38%	36%	37%	32%	32%	35%	31%	41%	38%	20%	20%

Trump Job Approval

	Total	DEM	GOP	IND	F	M	18-29	30-44	45-64	65 +	W	AA	Hisp
Strly Approve Smwt	38%	1%	80%	33%	33%	45%	32%	24%	48%	39%	39%	19%	64%
Approve Smwt	9%	1%	15%	12%	5%	14%	6%	15%	10%	4%	8%	18%	1%
DisApp	3%	3%	1%	5%	1%	5%	3%	2%	3%	5%	3%	8%	0%
Strly DisApp	47%	93%	3%	45%	61%	31%	60%	58%	36%	49%	47%	56%	35%
Und	2%	2%	0%	6%	0%	5%	0%	0%	4%	2%	3%	0%	0%
N=	688	248	248	193	372	316	83	138	261	206	550	83	41

Trump ID

	Total	DEM	GOP	IND	F	M	18-29	30-44	45-64	65 +	W	AA	Hisp
Not aware	0%	0%	1%	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%
Fav	45%	2%	92%	39%	36%	55%	35%	36%	56%	39%	44%	34%	64%
UnFav	49%	95%	4%	48%	61%	35%	63%	60%	38%	51%	50%	55%	35%
Und	6%	3%	3%	14%	2%	10%	3%	3%	6%	8%	5%	11%	1%
N=	688	248	248	193	372	316	83	138	261	206	550	83	41

Cox ID

	Total	DEM	GOP	IND	F	M	18-29	30-44	45-64	65 +	W	AA	Hisp
Not aware	27%	34%	21%	26%	32%	22%	42%	28%	23%	25%	28%	19%	35%
Fav	20%	5%	37%	16%	12%	28%	24%	12%	24%	17%	18%	16%	45%
UnFav	22%	36%	7%	22%	24%	19%	13%	31%	17%	24%	23%	23%	7%
Und	32%	26%	34%	36%	32%	31%	21%	29%	35%	34%	32%	42%	13%
N=	674	243	243	189	363	311	81	135	256	202	536	83	41

Dixon ID

	Total	DEM	GOP	IND	F	M	18-29	30-44	45-64	65 +	W	AA	Hisp
Not aware	12%	19%	7%	7%	14%	8%	8%	9%	11%	16%	10%	18%	18%
Fav	29%	1%	61%	25%	24%	35%	12%	26%	40%	24%	31%	21%	15%
UnFav	36%	58%	14%	35%	38%	33%	60%	48%	22%	36%	37%	23%	57%
Und	23%	22%	18%	33%	23%	23%	19%	17%	27%	25%	22%	38%	10%

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Mitchell -MIRS-Michigan Poll (N=688 LV's)

Conducted Thursday March 13, 2025)

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N=	679	247	243	189	365	314	83	136	261	199	546	83	37
James ID													
	Total	DEM	GOP	IND	F	M	18-29	30-44	45-64	65 +	W	AA	Hisp
Not aware	28%	31%	22%	33%	34%	22%	33%	31%	24%	30%	30%	18%	34%
Fav	38%	3%	74%	36%	27%	50%	33%	26%	50%	31%	37%	32%	52%
UnFav	34%	66%	4%	31%	39%	27%	33%	43%	26%	38%	33%	50%	14%
N=	683	247	245	191	369	314	83	134	261	206	546	83	41
Top Issue													
	Total	DEM	GOP	IND	F	M	18-29	30-44	45-64	65 +	W	AA	Hisp
Inf	20%	20%	16%	25%	18%	23%	40%	25%	16%	14%	17%	31%	45%
Econ/Jobs	20%	27%	19%	13%	22%	17%	14%	13%	23%	24%	21%	24%	1%
Hon/Gov't	14%	10%	13%	19%	12%	16%	10%	12%	14%	16%	14%	8%	26%
Tax/Spend	12%	2%	20%	14%	10%	14%	1%	18%	17%	6%	13%	2%	9%
Abortion	6%	13%	2%	2%	9%	3%	20%	4%	4%	4%	7%	2%	3%
Elec/Security	6%	6%	7%	4%	8%	3%	4%	2%	5%	10%	6%	8%	0%
Education	5%	8%	3%	5%	5%	6%	3%	8%	4%	7%	6%	2%	3%
Health Care	4%	8%	1%	3%	4%	5%	5%	4%	3%	5%	4%	5%	4%
Imm/Border	3%	0%	6%	4%	3%	3%	0%	5%	4%	3%	3%	0%	9%
Fam/Values	2%	1%	4%	2%	1%	3%	0%	2%	3%	3%	2%	6%	0%
Guns	2%	0%	5%	2%	1%	4%	0%	2%	3%	2%	2%	3%	0%
L&O Crime	2%	0%	2%	3%	2%	1%	2%	2%	1%	2%	2%	1%	0%
Und	4%	3%	2%	6%	5%	2%	0%	4%	4%	4%	3%	7%	0%
N=	686	248	246	193	372	314	83	138	259	206	548	83	41
Gender													
	Total	DEM	GOP	IND	F	M	18-29	30-44	45-64	65 +	W	AA	Hisp
F	54%	68%	45%	48%	100%	0%	56%	56%	47%	61%	56%	43%	50%
M	46%	32%	55%	52%	0%	100%	44%	44%	53%	39%	44%	57%	50%
Age													
	Total	DEM	GOP	IND	F	M	18-29	30-44	45-64	65 +	W	AA	Hisp
18-29	12%	16%	12%	6%	12%	12%	100%	0%	0%	0%	11%	5%	46%
30-44	20%	18%	13%	31%	21%	19%	0%	100%	0%	0%	21%	15%	21%
45-64	38%	28%	48%	38%	33%	44%	0%	0%	100%	0%	38%	51%	18%
65 +	30%	38%	26%	25%	34%	26%	0%	0%	0%	100%	31%	29%	15%
N=	688	248	248	193	372	316	83	138	261	206	550	83	41
Race													
	Total	DEM	GOP	IND	F	M	18-29	30-44	45-64	65 +	W	AA	Hisp
W	80%	81%	77%	83%	83%	76%	70%	83%	79%	83%	100%	0%	0%
AA	12%	14%	11%	11%	10%	15%	5%	9%	16%	12%	0%	0%	0%
Hisp	6%	4%	10%	3%	6%	6%	23%	6%	3%	3%	0%	0%	100%
Other	2%	1%	2%	3%	2%	3%	2%	2%	2%	2%	0%	0%	0%
N=	688	248	248	193	372	316	83	138	261	206	550	83	41

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Mitchell -MIRS-Michigan Poll (N=688 LV's)

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Union HH

	Total	DEM	GOP	IND	F	M	18-29	30-44	45-64	65 +	W	AA	Hisp
Non-Union	74%	73%	75%	75%	75%	72%	83%	72%	70%	77%	77%	45%	93%
Union HH	26%	27%	25%	25%	25%	28%	17%	28%	30%	23%	23%	55%	7%
N=	687	247	248	193	371	316	83	138	261	206	550	83	41

Area

	Total	DEM	GOP	IND	F	M	18-29	30-44	45-64	65 +	W	AA	Hisp
Det	5%	5%	2%	9%	7%	2%	0%	15%	2%	5%	4%	13%	5%
Macomb	9%	8%	12%	7%	11%	6%	15%	6%	12%	5%	10%	3%	12%
Oakland	14%	17%	10%	15%	16%	12%	18%	16%	16%	9%	15%	14%	5%
Wayne	11%	13%	12%	8%	12%	10%	14%	12%	12%	8%	9%	30%	0%
GSBM-Thumb	9%	11%	6%	10%	10%	8%	9%	5%	12%	8%	9%	11%	3%
LMW-Mid-MI	15%	13%	15%	18%	14%	16%	4%	21%	11%	21%	16%	15%	7%
W. MI	22%	18%	30%	17%	20%	25%	33%	15%	20%	25%	21%	14%	62%
N. MI/UP	15%	15%	14%	15%	10%	20%	7%	11%	16%	20%	18%	0%	5%
N=	688	248	248	193	372	316	83	138	261	206	550	83	41

Abortion

	Total	DEM	GOP	IND	F	M	18-29	30-44	45-64	65 +	W	AA	Hisp
Strly Life	30%	5%	63%	19%	21%	39%	34%	15%	39%	26%	27%	29%	51%
SmwtLife	16%	3%	28%	16%	14%	18%	3%	18%	18%	16%	15%	20%	15%
SmwtChoice	11%	8%	6%	22%	7%	17%	3%	16%	11%	12%	13%	7%	1%
Strly Choice	40%	82%	2%	34%	55%	21%	59%	50%	26%	42%	41%	34%	31%
Und	4%	3%	1%	9%	3%	5%	0%	2%	6%	4%	3%	11%	3%
N=	686	248	248	191	371	315	83	137	260	206	550	83	41

Education

	Total	DEM	GOP	IND	F	M	18-29	30-44	45-64	65 +	W	AA	Hisp
Master's +	16%	23%	12%	12%	17%	14%	0%	28%	14%	18%	16%	22%	8%
Coll Grad	21%	19%	21%	24%	21%	21%	35%	25%	19%	15%	21%	21%	19%
Some Coll	46%	45%	47%	46%	45%	47%	65%	35%	41%	52%	45%	39%	69%
HS	17%	13%	20%	18%	16%	18%	0%	13%	26%	15%	18%	18%	3%
N=	688	248	248	193	372	316	83	138	261	206	550	83	41

2024 Pres

	Total	DEM	GOP	IND	F	M	18-29	30-44	45-64	65 +	W	AA	Hisp
Trump	48%	4%	95%	44%	37%	61%	35%	42%	55%	48%	48%	34%	65%
Harris	47%	94%	3%	42%	61%	31%	60%	52%	38%	50%	47%	60%	35%
No Vote 20	2%	0%	1%	6%	1%	4%	3%	0%	4%	0%	2%	2%	0%
Other	3%	2%	1%	8%	2%	4%	3%	7%	2%	2%	3%	4%	0%

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Mitchell -MIRS-Michigan Poll (N=688 LV's)

Conducted Thursday March 13, 2025)

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2022 Gov

	Total	DEM	GOP	IND	F	M	18-29	30-44	45-64	65 +	W	AA	Hisp
Whitmer	53%	100%	5%	55%	65%	39%	62%	61%	43%	57%	53%	68%	33%
Dixon	43%	0%	90%	38%	32%	56%	25%	36%	54%	41%	44%	24%	62%
No Vote 22	2%	0%	3%	3%	2%	2%	8%	2%	1%	0%	2%	0%	2%
Other	2%	0%	2%	4%	2%	3%	5%	1%	2%	1%	1%	8%	3%

total

	Total	Master's +	College Grad	Some College	HS	Det	Macomb	Oakland	Wayne	GSBM - Thumb	LMW -Mid-MI	W. MI	N. MI/UP
Total	100%	16%	21%	46%	17%	5%	9%	14%	11%	9%	15%	22%	15%
N=	688	110	144	316	117	34	62	96	76	62	103	151	103

26-Nov Voters

	Total	Master's +	College Grad	Some College	HS	Det	Macomb	Oakland	Wayne	GSBM - Thumb	LMW -Mid-MI	W. MI	N. MI/UP
Def	94%	95%	92%	94%	95%	76%	96%	94%	96%	96%	97%	95%	93%
Prob	3%	3%	5%	1%	4%	0%	3%	2%	2%	4%	1%	3%	6%
Und	3%	1%	3%	4%	0%	24%	0%	4%	2%	0%	2%	3%	1%
N=	688	110	144	316	117	34	62	96	76	62	103	151	103

Nov 26 Type Vote

	Total	Master's +	College Grad	Some College	HS	Det	Macomb	Oakland	Wayne	GSBM - Thumb	LMW -Mid-MI	W. MI	N. MI/UP
ED	54%	38%	54%	60%	52%	38%	64%	43%	63%	46%	48%	61%	56%
AV	30%	44%	22%	29%	30%	41%	18%	28%	27%	31%	45%	26%	30%
EV	16%	17%	24%	11%	18%	21%	17%	30%	9%	23%	7%	13%	14%
N=	688	110	144	316	117	34	62	96	76	62	103	151	103

Nov 26 Enthusiasm

	Total	Master's +	College Grad	Some College	HS	Det	Macomb	Oakland	Wayne	GSBM - Thumb	LMW -Mid-MI	W. MI	N. MI/UP
Very	59%	57%	59%	61%	54%	41%	80%	57%	41%	61%	56%	62%	65%
Smwt	24%	35%	25%	20%	23%	44%	9%	25%	39%	21%	29%	21%	17%
Not very	10%	6%	8%	14%	2%	15%	3%	11%	16%	10%	13%	8%	4%
Not at all	3%	1%	3%	2%	6%	0%	2%	8%	2%	2%	1%	3%	2%
Und	5%	0%	5%	3%	14%	0%	6%	0%	3%	6%	2%	5%	12%
N=	688	110	144	316	117	34	62	96	76	62	103	151	103

Aug 26 Voter

	Total	Master's +	Coll Grad	Some Coll	HS	Det	Macomb	Oakland	Wayne	GSBM - Thumb	LMW -Mid-MI	W. MI	N. MI/UP
Def	89%	88%	84%	89%	95%	95%	90%	80%	82%	89%	93%	92%	91%
Prob	7%	8%	8%	7%	3%	0%	3%	15%	13%	9%	3%	5%	4%
DEF Not	0%	1%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%
Und	4%	3%	7%	4%	2%	5%	7%	5%	3%	3%	3%	3%	5%

Primary Party

	Total	Master's +	Coll Grad	Some Coll	HS	Det	Macomb	Oakland	Wayne	GSBM - Thumb	LMW -Mid-MI	W. MI	N. MI/UP
DEM	44%	62%	40%	45%	32%	53%	39%	53%	51%	51%	44%	33%	44%
GOP	41%	28%	44%	43%	44%	12%	51%	28%	38%	32%	43%	54%	44%
Und	15%	10%	16%	12%	24%	34%	11%	19%	10%	17%	13%	13%	12%

Dem Primary for Governor

	Total	Master's +	Coll Grad	Some Coll	HS	Det	Macomb	Oakland	Wayne	GSBM - Thumb	LMW -Mid-MI	W. MI	N. MI/UP
Benson	46%	44%	51%	45%	45%	44%	66%	34%	18%	51%	49%	54%	57%
Gilchrist	13%	18%	16%	12%	5%	34%	7%	6%	26%	7%	15%	7%	14%
Swanson	11%	2%	3%	15%	21%	0%	5%	30%	18%	11%	1%	2%	8%
Und	30%	36%	30%	28%	29%	22%	22%	29%	38%	30%	35%	36%	21%
N=	299	68	56	142	33	18	24	51	39	32	45	50	41

GOP Primary for Governor

	Total	Master's +	Coll Grad	Some Coll	HS	Det	Macomb	Oakland	Wayne	GSBM - Thumb	LMW -Mid-MI	W. MI	N. MI/UP
James	31%	42%	33%	28%	27%	0%	47%	47%	38%	6%	37%	21%	30%
Dixon	30%	30%	30%	23%	51%	%	22%	29%	41%	26%	31%	26%	33%
Cox	10%	4%	10%	11%	12%	0%	10%	3%	7%	16%	18%	10%	8%
Leonard	1%	4%	0%	2%	0%	0%	0%	10%	0%	0%	0%	1%	0%
Nesbitt	5%	3%	7%	6%	0%	0%	5%	0%	0%	2%	1%	13%	0%
Johnson	8%	0%	0%	14%	4%	0%	7%	0%	0%	5%	6%	19%	0%
Und	15%	17%	20%	15%	6%	0%	9%	11%	14%	45%	7%	9%	29%
N=	281	31	64	135	51	4	31	27	29	18	45	81	45

GOP Primary for Governor 2nd Choice

	Total	Master's +	College Grad	Some College	HS	Det	Macomb	Oakland	Wayne	GSBM - Thumb	LMW -Mid-MI	W. MI	N. MI/UP
Dixon	24%	25%	23%	21%	31%	0%	39%	36%	11%	9%	28%	24%	17%
Cox	24%	18%	13%	25%	38%	0%	6%	39%	30%	3%	16%	32%	26%
James	22%	22%	28%	21%	16%	100%	27%	4%	41%	24%	29%	17%	10%
Leonard	3%	10%	2%	3%	0%	0%	0%	0%	2%	0%	8%	3%	3%
Nesbitt	3%	3%	2%	3%	5%	0%	0%	3%	0%	0%	0%	10%	0%
Johnson	3%	0%	2%	5%	0%	0%	5%	2%	0%	0%	7%	1%	5%
Und	22%	22%	30%	22%	10%	0%	23%	15%	16%	63%	11%	13%	40%
N=	282	31	64	136	51	4	31	27	29	20	45	81	45

Impact on Voters of Trump Endorsement for Candidates

	Total	Master's +	College Grad	Some College	HS	Det	Macomb	Oakland	Wayne	GSBM - Thumb	LMW -Mid-MI	W. MI	N. MI/UP
Very	46%	34%	46%	50%	43%	100%	28%	54%	30%	60%	40%	49%	51%
Smwt	31%	35%	31%	26%	42%	0%	45%	22%	54%	24%	47%	22%	17%
Not very	11%	13%	7%	13%	9%	0%	10%	16%	10%	9%	13%	8%	12%
Not at all	6%	16%	9%	5%	0%	0%	15%	6%	2%	3%	1%	8%	5%
Und	7%	2%	8%	8%	6%	0%	1%	2%	4%	5%	0%	12%	14%
N=	282	31	64	136	51	4	31	27	29	20	45	81	45

Generic US House Ballot

	Total	Master's +	College Grad	Some College	HS	Det	Macomb	Oakland	Wayne	GSBM - Thumb	LMW -Mid-MI	W. MI	N. MI/UP
DEM	45%	64%	45%	44%	34%	60%	40%	48%	56%	60%	43%	39%	37%
GOP	45%	30%	50%	46%	52%	12%	55%	38%	39%	35%	48%	60%	45%
Difference	0%	34%	-5%	-3%	-18%	48%	-15%	10%	17%	25%	-5%	-21%	-8%
Und	9%	6%	6%	10%	14%	28%	5%	14%	4%	5%	8%	2%	18%
N=	688	110	144	316	117	34	62	96	76	62	103	151	103

Party

	Total	Master's +	College Grad	Some College	HS	Det	Macomb	Oakland	Wayne	GSBM - Thumb	LMW -Mid-MI	W. MI	N. MI/UP
DEM	36%	52%	33%	35%	27%	35%	32%	44%	41%	46%	31%	29%	37%
GOP	36%	27%	36%	36%	43%	12%	46%	26%	38%	23%	36%	49%	35%
Difference	0%	24%	-3%	-1%	-17%	22%	-15%	18%	3%	22%	-5%	-19%	2%
IND	28%	21%	32%	28%	30%	53%	22%	30%	21%	31%	33%	22%	28%
N=	688	110	144	316	117	34	62	96	76	62	103	151	103

Governor Benson-Duggan-Cox

	Total	Master's +	College Grad	Some College	HS	Det	Macomb	Oakland	Wayne	GSBM - Thumb	LMW -Mid-MI	W. MI	N. MI/UP
Benson	37%	56%	38%	32%	33%	28%	34%	42%	36%	45%	33%	36%	42%
Cox	35%	24%	34%	37%	39%	0%	41%	20%	29%	29%	37%	51%	37%
Duggan	16%	12%	16%	19%	11%	63%	10%	33%	32%	6%	13%	4%	3%
Und	12%	8%	11%	12%	16%	9%	15%	5%	3%	20%	16%	9%	19%
N=	688	110	144	316	117	34	62	96	76	62	103	151	103

Governor Benson-Duggan-Dixon

	Total	Master's +	College Grad	Some College	HS	Det	Macomb	Oakland	Wayne	GSBM - Thumb	LMW -Mid-MI	W. MI	N. MI/UP
Benson	38%	55%	42%	32%	35%	35%	34%	42%	35%	52%	33%	36%	41%
Dixon	36%	22%	38%	36%	47%	0%	42%	23%	30%	27%	36%	55%	39%
Duggan	16%	15%	13%	20%	8%	56%	14%	30%	31%	7%	15%	3%	4%
Und	10%	7%	7%	11%	10%	9%	10%	4%	3%	14%	16%	5%	17%
N=	688	110	144	316	117	34	62	96	76	62	103	151	103

Governor Benson-Duggan-James

	Total	Master's +	College Grad	Some College	HS	Det	Macomb	Oakland	Wayne	GSBM - Thumb	LMW -Mid-MI	W. MI	N. MI/UP
Benson	37%	55%	40%	32%	32%	28%	34%	41%	35%	52%	33%	35%	37%
James	34%	23%	34%	38%	34%	0%	42%	21%	25%	26%	40%	49%	36%
Duggan	16%	16%	15%	17%	17%	56%	9%	33%	25%	6%	13%	8%	8%
Und	12%	6%	12%	14%	16%	15%	14%	5%	15%	16%	14%	8%	19%
N=	686	110	144	315	117	34	62	96	76	62	102	151	103

Benson ID

	Total	Master's +	College Grad	Some College	HS	Det	Macomb	Oakland	Wayne	GSBM - Thumb	LMW -Mid-MI	W. MI	N. MI/UP
Not aware	8%	8%	9%	8%	6%	0%	10%	6%	12%	16%	6%	7%	6%
Fav	41%	58%	42%	42%	25%	61%	39%	48%	32%	47%	37%	38%	43%
UnFav	32%	22%	35%	35%	30%	32%	38%	27%	28%	26%	37%	41%	22%
Und	19%	12%	15%	16%	39%	7%	13%	20%	28%	11%	20%	14%	29%
N=	680	110	143	311	117	34	62	96	74	62	99	151	102

Whitmer Job Approval

	Total	Master's +	College Grad	Some College	HS	Det	Macomb	Oakland	Wayne	GSBM - Thumb	LMW -Mid-MI	W. MI	N. MI/UP
Strly Approve	38%	59%	36%	35%	29%	38%	40%	45%	43%	43%	35%	35%	31%

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Smwt Approve	14%	11%	15%	15%	11%	45%	4%	10%	19%	13%	16%	7%	18%
Smwt DisApp	8%	9%	8%	10%	0%	0%	14%	5%	14%	7%	2%	11%	7%
Strly DisApp	38%	21%	41%	38%	51%	17%	41%	40%	22%	37%	45%	47%	33%
Und	2%	1%	0%	1%	9%	0%	1%	0%	1%	1%	2%	0%	11%
	100		100	100	100	100						100	
NET	%	100%	%	%	%	%	100%	100%	100%	100%	100%	%	100%
N=	685	110	144	316	114	34	62	96	76	62	103	149	103

Whitmer ID

	Total	Master's +	Coll Grad	Some Coll	HS	Det	Macomb	Oakland	Wayne	GSBM - Thumb	LMW -Mid-MI	W. MI	N. MI/UP
Fav	48%	68%	47%	46%	37%	79%	43%	55%	59%	55%	38%	41%	45%
UnFav	46%	30%	50%	48%	48%	17%	54%	43%	39%	41%	46%	56%	45%
Und	6%	1%	3%	5%	15%	4%	1%	2%	3%	4%	16%	3%	10%
N=	688	110	144	316	117	34	62	96	76	62	103	151	103

Duggan ID

	Total	Master's +	Coll Grad	Some Coll	HS	Det	Macomb	Oakland	Wayne	GSBM - Thumb	LMW -Mid-MI	W. MI	N. MI/UP
Not aware	16%	19%	16%	15%	19%	0%	1%	7%	0%	26%	11%	32%	29%
Fav	31%	34%	32%	32%	22%	66%	53%	54%	47%	20%	24%	9%	16%
UnFav	18%	19%	16%	19%	17%	30%	11%	21%	22%	24%	7%	23%	14%
Und	35%	28%	37%	34%	42%	4%	35%	18%	31%	30%	58%	36%	41%
N=	677	110	143	308	117	34	62	96	74	62	101	146	102

Trump Job Approval

	Total	Master's +	Coll Grad	Some Coll	HS	Det	Macomb	Oakland	Wayne	GSBM - Thumb	LMW -Mid-MI	W. MI	N. MI/UP
Strly Approve Smwt	38%	17%	39%	40%	52%	12%	47%	30%	26%	34%	44%	49%	39%
Approve Smwt	9%	10%	10%	11%	0%	0%	7%	14%	13%	5%	9%	8%	7%
DisApp	3%	2%	3%	4%	1%	0%	2%	4%	6%	5%	6%	1%	1%
Strly DisApp	47%	69%	47%	45%	35%	88%	42%	51%	55%	56%	40%	41%	39%
Und	2%	0%	0%	0%	12%	0%	1%	0%	0%	0%	0%	0%	15%
N=	688	110	144	316	117	34	62	96	76	62	103	151	103

Trump ID

	Total	Master's +	Coll Grad	Some Coll	HS	Det	Macomb	Oakland	Wayne	GSBM - Thumb	LMW -Mid-MI	W. MI	N. MI/UP
Not aware	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	2%	0%
Fav	45%	25%	47%	47%	52%	12%	52%	40%	39%	39%	50%	53%	45%
UnFav	49%	72%	50%	46%	36%	88%	44%	54%	61%	61%	39%	42%	41%
Und	6%	3%	3%	6%	12%	0%	4%	7%	0%	0%	11%	3%	14%
N=	688	110	144	316	117	34	62	96	76	62	103	151	103

Cox ID

	Total	Master's +	Coll Grad	Some Coll	HS	Det	Macomb	Oakland	Wayne	GSBM - Thumb	LMW -Mid-MI	W. MI	N. MI/UP
Not aware	27%	27%	32%	25%	26%	16%	31%	27%	18%	44%	22%	30%	25%
Fav	20%	15%	18%	24%	14%	0%	25%	29%	20%	9%	10%	27%	18%
UnFav	22%	28%	21%	24%	10%	45%	18%	16%	26%	30%	22%	14%	23%
Und	32%	30%	29%	27%	49%	39%	26%	28%	35%	18%	46%	28%	34%
N=	674	110	140	308	116	34	58	96	74	60	99	151	102

Dixon ID

	Total	Master's +	Coll Grad	Some Coll	HS	Det	Macomb	Oakland	Wayne	GSBM - Thumb	LMW -Mid-MI	W. MI	N. MI/UP
Not aware	12%	11%	10%	12%	13%	11%	8%	9%	16%	20%	8%	8%	18%
Fav	29%	23%	36%	28%	27%	12%	45%	29%	21%	29%	34%	30%	26%
UnFav	36%	46%	35%	41%	16%	54%	29%	46%	28%	34%	28%	42%	31%
Und	23%	20%	18%	19%	44%	22%	18%	17%	35%	18%	29%	21%	25%
N=	679	110	144	308	117	34	62	96	74	62	100	147	103

James ID

	Total	Master's +	Coll Grad	Some Coll	HS	Det	Macomb	Oakland	Wayne	GSBM - Thumb	LMW -Mid-MI	W. MI	N. MI/UP
Not aware	28%	22%	27%	31%	29%	35%	12%	13%	28%	39%	32%	29%	40%
Fav	38%	26%	42%	36%	47%	12%	51%	36%	36%	24%	42%	46%	33%
UnFav	34%	52%	32%	32%	24%	52%	37%	51%	36%	37%	26%	25%	27%
N=	683	110	144	313	117	34	62	96	74	62	103	151	101

Top Issue

	Total	Master's +	Coll Grad	Some Coll	HS	Det	Macomb	Oakland	Wayne	GSBM - Thumb	LMW -Mid-MI	W. MI	N. MI/UP
Inf	20%	17%	13%	23%	23%	41%	5%	17%	27%	19%	13%	27%	18%
Econ/Jobs	20%	29%	20%	18%	18%	18%	24%	18%	21%	17%	16%	20%	26%
Hon/Gov't	14%	8%	18%	14%	14%	4%	3%	14%	15%	26%	5%	18%	18%
Tax/Spend	12%	9%	10%	11%	18%	0%	12%	15%	13%	10%	15%	11%	11%
Abortion Elec/Security	6%	3%	6%	9%	0%	4%	7%	16%	2%	9%	2%	2%	7%
Education	6%	9%	6%	4%	5%	23%	7%	6%	4%	3%	7%	1%	7%
Health Care	5%	11%	7%	3%	4%	0%	15%	8%	2%	4%	7%	5%	2%
Imm/Border	4%	5%	6%	4%	3%	0%	6%	4%	2%	7%	7%	3%	3%
Fam/Values	3%	1%	4%	3%	5%	0%	6%	0%	9%	1%	4%	6%	0%
Guns	2%	3%	4%	2%	0%	5%	6%	2%	2%	0%	2%	2%	1%
L&O Crime	2%	1%	1%	4%	2%	0%	0%	0%	0%	5%	6%	3%	2%
Und	2%	1%	1%	3%	0%	0%	3%	0%	1%	0%	3%	1%	4%
Und	4%	5%	3%	2%	8%	6%	5%	0%	0%	0%	13%	1%	3%
N=	686	110	144	316	115	34	60	96	76	62	103	151	103

Age

	Total	Master's +	Coll Grad	Some Coll	HS	Det	Macomb	Oakland	Wayne	GSBM - Thumb	LMW -Mid-MI	W. MI	N. MI/UP
18-29	12%	0%	20%	17%	0%	0%	20%	16%	15%	12%	3%	18%	6%
30-44	20%	35%	24%	15%	15%	58%	13%	23%	22%	11%	27%	14%	14%
45-64	38%	33%	35%	34%	59%	14%	50%	43%	42%	50%	28%	34%	40%
65 +	30%	33%	22%	34%	26%	27%	17%	19%	21%	26%	42%	34%	40%
N=	688	110	144	316	117	34	62	96	76	62	103	151	103

Race

	Total	Master's +	Coll Grad	Some Coll	HS	Det	Macomb	Oakland	Wayne	GSBM - Thumb	LMW -Mid-MI	W. MI	N. MI/UP
W	80%	79%	80%	79%	84%	58%	87%	84%	67%	80%	83%	75%	94%
AA	12%	17%	12%	10%	13%	31%	4%	12%	33%	14%	12%	8%	0%
Hisp	6%	3%	6%	9%	1%	6%	8%	2%	0%	2%	3%	17%	2%
Other	2%	1%	3%	2%	2%	5%	1%	2%	0%	3%	2%	1%	4%
N=	688	110	144	316	117	34	62	96	76	62	103	151	103

Union HH

	Total	Master's +	Coll Grad	Some Coll	HS	Det	Macomb	Oakland	Wayne	GSBM - Thumb	LMW -Mid-MI	W. MI	N. MI/UP
Non-Union	74%	70%	74%	73%	80%	48%	66%	86%	45%	64%	70%	89%	86%
Union HH	26%	30%	26%	27%	20%	52%	34%	14%	55%	36%	30%	11%	14%
N=	687	109	144	316	117	34	62	96	76	62	103	151	102

Area

	Total	Master's +	Coll Grad	Some Coll	HS	Det	Macomb	Oakland	Wayne	GSBM - Thumb	LMW -Mid-MI	W. MI	N. MI/UP
Det	5%	10%	7%	4%	0%	100%	0%	0%	0%	0%	0%	0%	0%
Macomb	9%	3%	10%	10%	10%	0%	100%	0%	0%	0%	0%	0%	0%
Oakland	14%	24%	13%	14%	5%	0%	0%	100%	0%	0%	0%	0%	0%
Wayne	11%	10%	11%	13%	8%	0%	0%	0%	100%	0%	0%	0%	0%
GSBM-Thumb	9%	4%	6%	9%	16%	0%	0%	0%	0%	100%	0%	0%	0%
LMW-Mid-MI	15%	13%	10%	17%	18%	0%	0%	0%	0%	0%	100%	0%	0%
W. MI	22%	17%	29%	20%	22%	0%	0%	0%	0%	0%	0%	0%	0%
N. MI/UP	15%	18%	14%	12%	22%	0%	0%	0%	0%	0%	0%	0%	100%
N=	688	110	144	316	117	34	62	96	76	62	103	151	103

Abortion

	Total	Master's +	Coll Grad	Some Coll	HS	Det	Macomb	Oakland	Wayne	GSBM - Thumb	LMW -Mid-MI	W. MI	N. MI/UP
Strly Life	30%	17%	29%	33%	32%	5%	33%	21%	17%	21%	46%	41%	24%
SmwtLife	16%	16%	14%	14%	23%	19%	17%	11%	22%	13%	11%	14%	23%
SmwtChoice	11%	9%	10%	9%	20%	4%	9%	12%	8%	16%	12%	11%	14%
Strly Choice	40%	56%	44%	41%	14%	73%	37%	46%	49%	43%	29%	30%	39%
Und	4%	2%	3%	3%	10%	0%	4%	9%	4%	6%	2%	4%	0%
N=	686	110	144	315	117	34	61	96	76	62	103	151	103

Education

	Total	Master's +	Coll Grad	Some Coll	HS	Det	Macomb	Oakland	Wayne	GSBM - Thumb	LMW -Mid-MI	W. MI	N. MI/UP
Master's +	16%	100%	0%	0%	0%	32%	6%	28%	14%	8%	14%	12%	19%
Coll Grad	21%	0%	100%	0%	0%	29%	22%	20%	21%	15%	14%	28%	19%

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Some Coll	46%	0%	0%	100%	0%	39%	52%	47%	53%	48%	52%	42%	37%
HS	17%	0%	0%	100%	0%	0%	19%	6%	12%	30%	20%	17%	25%
N=	688	110	144	316	117	34	62	96	76	62	103	151	103

2024 Pres

	Total	Master's +	Coll Grad	Some Coll	HS	Det	Macomb	Oakland	Wayne	GSBM - Thumb	LMW -Mid-MI	W. MI	N. MI/UP
Trump	48%	30%	50%	52%	51%	17%	52%	40%	41%	43%	54%	59%	49%
Harris	47%	69%	46%	42%	40%	64%	44%	57%	55%	57%	40%	40%	39%
No Vote 20	2%	0%	1%	1%	9%	0%	3%	0%	0%	0%	2%	0%	10%
Other	3%	1%	3%	5%	0%	19%	1%	3%	4%	0%	4%	1%	2%
N=	688	110	144	316	117	34	62	96	76	62	103	151	103

2022 Gov

	Total	Master's +	Coll Grad	Some Coll	HS	Det	Macomb	Oakland	Wayne	GSBM - Thumb	LMW -Mid-MI	W. MI	N. MI/UP
Whitmer	53%	69%	49%	52%	46%	83%	45%	62%	62%	64%	52%	41%	45%
Dixon	43%	29%	48%	42%	52%	12%	48%	36%	37%	35%	40%	54%	53%
No Vote 22	2%	2%	3%	2%	1%	0%	5%	1%	1%	1%	5%	1%	2%
Other	2%	0%	1%	4%	0%	5%	1%	2%	0%	1%	3%	4%	0%
N=	688	110	144	316	117	34	62	96	76	62	103	151	103

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