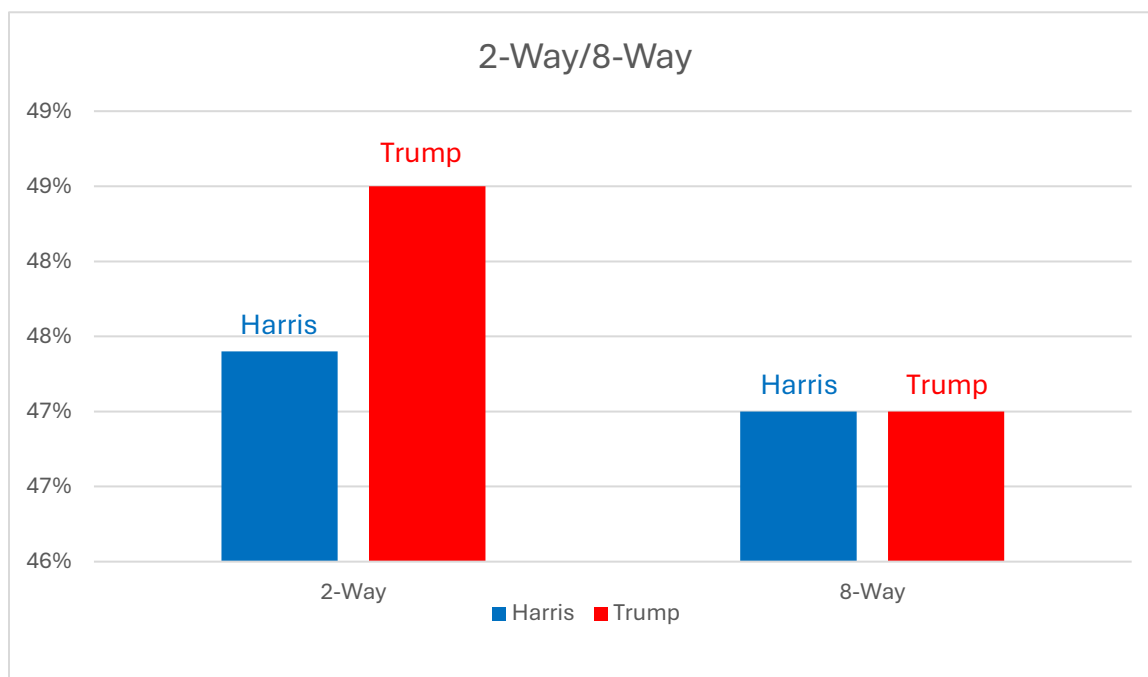


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MI NEWS SOURCE - MIRS POLL of MICHIGAN Conducted October 14, 2024



Trump leads by 1% in 2-Way Contest **Trump - Harris tied at 47% in an 8-Way Contest** **(Slotkin 47% - Rogers 43%)**

LANSING, Mich. — Former President Donald Trump continues to hold a one percent lead over Vice President Kamala Harris (48.5% - 47.4%) in a trial ballot question for President in 2024 according to an exclusive statewide poll of Michigan conducted for **Michigan News Source and MIRS** by **Mitchell Research & Communications, Inc.** Trump and Harris continue to be in a statistical dead heat as they were in our September 30 poll, 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. (<1%), Green Party candidate Jill Stein (1%), and Libertarian Chase Oliver (1%) are the only other candidates to get any support.

“The more things change the more they stay the same, and that is exactly what we are seeing in this poll. Although there have been interesting changes in certain crosstabs, the race continues to be where it was two weeks ago, as close as 2 pages in a book,” Steve Mitchell, President of Mitchell Research & Communications, Inc. said.

Indicators That This Race May Not be as Close as it Seems

- There are indicators that this race may not be as close as it seems.
- “Friends and neighbors ballot question”
Because in many circles it is socially unacceptable to be a Trump voter, pollsters have been attempting to identify those “shy” Trump voters that will not even tell a SurveyMonkey poll that they plan on voting for the former president. Therefore, pollsters have attempted to ask different types of trial ballot questions or other types of questions to get at the truth as to who may be voting for Trump but is afraid to reveal it even to a non-human form of questionnaire.
One method has been to ask voters how a “majority of their friends and neighbors are voting” to see whether or not that question will show more support for Trump than asking the voter directly if he/she is voting for Trump. When we asked that question on this survey, Trump was leading 45%-35%, a marked difference in the 8-way ballot question from what we saw earlier when we asked them for whom they were voting.
Part of the reason for the change is that 9% of the Democrats say that their friends and neighbors are voting for Trump compared to just 1% of Democrats when they are asked directly for whom they are voting.
- Support for Harris drops about 10% for both men and women when asked who their friends and neighbors are voting for
- Another indicator that Trump support may be stronger than what the response is to the 2-way and 8-way ballot questions is the response to the question “who do you think can best solve the problem that will impact your choice for president?”
In that question, by a margin of three percent (48% - 45%) respondents said Donald Trump over Kamala Harris.
- Finally, when asked who they thought was going to win regardless of who they were supporting, by a margin of five percent (41% - 36%) respondents say Trump.
- When you examine all of these clues as to where some undecided voters may go, it seems possible that Trump may have more support from the so called “shy” voters.

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MICHIGAN NEWS SOURCE – MIRS Michigan Poll (N=589 LV's)

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Two-Way Race by Gender

- Trump leads with women (48.7% - 47.3), while Harris leads with men (48% - 47.8%).
- One of the areas of real change is the lack of a gender gap in this survey. In earlier surveys we saw the largest gender gap among men that I have ever seen. In the last survey we conducted September 30 Trump led by 8% with men and Harris led by 4% with women in the 2-way contest.
- In this poll, Trump leads with women by 1.4% and he trails with men by just two tenths of 1%. One of the real concerns the Harris campaign has had is that it has not been doing well with male voters. Therefore, they have undertaken an advertising campaign to solidify support from male voters which seems to have been successful. However, it also seems to have hurt her support from women.

Two-Way Race by Age

- Trump leads by seven percent with 18–29 year-old voters (50% - 43%) almost identical to his lead with the age group two weeks ago.
- However, among 30-44 Year olds Harris led by 12% two weeks ago but is now trailing by 3% (48% - 45%).
- Similarly, Trump's 8% lead with 45-64 year olds has been cut to 3% (49%-46%).
- Trump has also seen erosion in his support from 65+ voters where his 8% lead has slipped away into a dead heat (49%-49%).

Two-Way Race by Race

- Among white voters, Trump leads 53% to 43%.
- Among African American voters, Harris leads 80% to 18%.
- Among voters of other ethnicities, Trump leads 46% to 27%.

Two-Way Race by Education

- Among those with some college education or trade school, Trump leads 53% to 44%.
- Among college graduates, Harris leads 54% to 38%.
- Among those with no college education, Trump leads 64% to 36%
- Finally, among those with a master's degree or greater, Harris leads 62% to 31%.
- 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.

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 ten percent (47%-37%) in the 2-way question, but his lead narrows to seven percent among Independents (43%-36%). Additionally, 3% 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 Jill Stein (3%), Chase Oliver (2%), RFK Jr. (1%), Cornell West (1%) and the undecided make up 13%.

Generic Congressional Ballot Question

In the Generic Congressional House ballot question, we tested whether or not voters supported a Republican or a Democrat without using a specific candidates name. In this survey, the Generic ballot question is identical to what it was on September 11 with voters supporting the Republicans by one percent more (47% - 46%) than the Democrats.

Generic Congressional Ballot Question by Gender

- The Republican lead with both women (46% - 44%) and men (47% - 45%). They also lead with non-binary voters 73% to 24%.

Generic Congressional Ballot Question by Age

- The Republican leads with 18-29 years olds (46% - 40%), 45-64 year-olds (47% - 46%), and with those that are 65+ (51% - 48%).
- However, Republican and Democrat are tied with 30-44 year olds (41% - 41%).

Generic Congressional Ballot Question by Race

- Among white voters, the Republican leads 52% to 40%.
- Among African American voters, the Democrat leads 80% to 18%.
- Among voters of other ethnicities, the Republican leads 35% to 23%.

Generic Congressional Ballot Question by Education

- The Republican leads among those with no college education (65% - 27%) as well as those with some college for trade school (48% - 42%).
- The Democrat leads with voters that have graduated college (53% - 38%) and with voters who have a master's or higher (61% -34%).

2-Way US Senate Race by Gender

- Slotkin leads with men (49% - 42%).
- Rogers leads with non-binary voters (49% - 24%).
- However, Slotkin and Rogers are tied with women 45% to 45%.

2-Way US Senate Race by Age

- Slotkin leads among 30-44 year olds (49% - 37%) and among 45-64 year olds (47% - 41%).
- Rogers leads with 18-29 year olds (48% - 40%).
- However, among voters 65+ years old, Slotkin and Rogers are tied 48% to 48%.

2-Way US Senate Race by Race

- Among white voters, Rogers leads 49% to 43%.
- Among African American voters, Slotkin leads 79% to 11%.
- Among voters of other ethnicities, Slotkin leads 36% to 31%.

2-Way US Senate Race by Education

- Slotkin leads among those with a master's or higher (61% - 29%), those who have graduated college (57% - 37%), and among those with some college or trade school (45% - 41%).
- Rogers leads among those who have no college experience (67% - 29%).

7-Way US Senate Race by Gender

- Similar to the 2-way race, Slotkin leads with men (48% - 41%), however, she also leads with women in the 7-way (44% - 40%).
- Rogers remains in the lead with non-binary voters (34% - 24%).

7-Way US Senate Race by Age

- Slotkin takes the lead with 18-29 year olds (35% - 28%), 30-44 year olds (46% - 37%), as well as 45-64 year olds (47% - 40%).
- Rogers leads among 65+ year olds (49% - 47%).

7-Way US Senate Race by Race

- Among white voters, Rogers leads 46% to 41%.
- Among African American voters, Slotkin leads 79% to 10%.
- Among voters of other ethnicities, Slotkin leads 36% to 28%.

7-Way US Senate Race by Education

- Similar to the 2-way race, Slotkin leads among those with a master's or higher (60% - 27%), those that are college graduates (54% - 35%), and those with some college or trade school (45% - 39%).
- Again, Rogers leads among those with no college experience (61% - 26%).

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US Senate Race

In the US Senate race, Elissa Slotkin leads Mike Rogers 47%-43%. In our last poll, Slotkin still led Rogers by a similar margin (49%-44%). Additionally 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 88%, as well as an increase in support among Independents, Slotkin now trails with Independent voters by seven percent (41% - 34%). However, Slotkin's support among Democrats has increased at 98%.

"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 Monday October 14, 2024. 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 poll of (N=589 Likely Voters) has a Margin of Error of + or - 4.04% at the 95% level of confidence. We sent 71,265 messages with a response rate of 0.00826.

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 at Mitchell Research & Communications, Inc. and sponsored by Michigan News Source and Michigan Information & Research Service, Inc. (MIRS).

FIELD COPY
IVR/MMS-Web MI Statewide General Election Voters
October 14, 2024
(N=589LV's) MoE + or - 4. 04% at 95% Level of Confidence

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

1. Are you a registered voter in Michigan?
Yes 100%
No 2 **END**

2. Are you voting or have you already voted in the November 2024 General Election for President?
Already voted absentee 23%
Definitely Voting 74
Probably Voting 0
Not sure yet 2
Definitely Not Voting 5 **END**

3. How will you vote in the November 2024 General Election for President?
Vote at my polling center on election day at my regular voting site
41%
Vote during 9 days of early voting allowed through Sunday before election day
13
Vote by absentee ballot
47

Before questions on other issues, a few statistical questions:

4. Thinking about the November 2024 General Election, are you enthusiastic to vote or not?
Very enthusiastic 71%
Somewhat enthusiastic 16 **87%**
Not very enthusiastic 5 **12%**
Not at all enthusiastic 7
Not sure 1

5. What is your gender?
Male 46%
Female 53
Non-binary 1

6. What is your age?
18-29 12%
30-44 21
45-64 3
65+ 30

7. What is your race?
- | | | |
|------------------|-----|--|
| White | 81% | |
| African American | 13 | |
| Other | 6 | |
8. Do you or does anyone in your household belong to a Labor Union or Teachers Association?
- | | |
|---------------------------------|-----|
| Nobody in our household belongs | 75% |
| Someone in my household belongs | 25 |
9. If your Labor Union endorsed a candidate for president how likely are you to vote for that candidate?
- | | | |
|-------------------|-----|------------|
| Very likely | 15% | |
| Somewhat likely | 9 | 24% |
| Somewhat unlikely | 5 | 43% |
| Not very likely | 38 | |
| Not sure | 33 | |
10. Are you a Democrat or lean Democrat, a Republican or lean Republican, a member of another party, or independent?
- | | |
|-------------|-----|
| Democrat | 38% |
| Republican | 38 |
| Independent | 24 |
11. In the last few elections, would you say you voted:
- | | |
|---|-----|
| Straight ticket | 54% |
| Almost all candidates from my party | 24 |
| Mostly from my party | 10 |
| About half from my party, half from the other | 6 |
| Not sure | 5 |
12. What area do you live in?
- | | |
|--|----|
| City of Detroit | 5% |
| Wayne County outside of 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 or Upper Peninsula | 15 |

13. From what city do you get your local TV?
- | | | |
|---------------------------------|----|-----|
| Detroit | | 41% |
| Grand Rapids/Kazoo/Battle Creek | 17 | |
| Flint/Saginaw/Bay City | 9 | |
| Lansing/Jackson | 6 | |
| Traverse City/Cadillac | 2 | |
| Marquette | 2 | |
| Other City | 7 | |
| Not Sure | 9 | |
14. What is your position on abortion?
- | | | |
|---------------------|-----|------------|
| Strongly Pro-Life | 25% | |
| Somewhat Pro-Life | 17 | 42% |
| Strongly Pro-Choice | 12 | 45% |
| Somewhat Pro-Choice | 43 | |
| Not sure | 3 | |
15. What is your education?
- | | | |
|---------------------------|-----|--|
| No college | 19% | |
| Some college/trade school | 45 | |
| College graduate | 20 | |
| Master's degree or higher | 16 | |
16. What is your impression of Kamala Harris?
- | | | |
|----------------------|-----|------------|
| Very favorable | 37% | |
| Somewhat favorable | 9 | 46% |
| Somewhat unfavorable | 3 | 53% |
| Very unfavorable | 50 | |
| Not sure | 5 | |
17. What is your impression of Donald Trump?
- | | | |
|----------------------|-----|------------|
| Very favorable | 30% | |
| Somewhat favorable | 16 | 46% |
| Somewhat unfavorable | 3 | 53% |
| Very unfavorable | 50 | |
| Not sure | 5 | |
18. Do you think things in the United States are going in the right direction or have they very seriously gone off on the wrong track?
- | | | |
|-----------------|-----|--|
| Right Direction | 28% | |
| Wrong Track | 64 | |
| Not Sure | 9 | |
19. Do you think things in Michigan are going in the right direction or have they very seriously gone off on the wrong track?
- | | | |
|-----------------|-----|--|
| Right Direction | 41% | |
| Wrong Track | 48 | |
| Not Sure | 11 | |

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20. What is the single most important issue facing the United States right now that will have the most impact on your vote for president?

Abortion	10%
Border/immigration	21
Climate change/environment	2
Crime/policing	0
Economy/inflation	27
Healthcare	2
Foreign Affairs/Mid-East/Ukraine/Taiwan	5
Threats to democracy	31
Other	0
Not Sure	10

21. Who do you think can best solve your most important issue?

Harris	45%
Trump	48
Not Sure	6

22. If the election for US. House of Representatives in your district was being held today, would you be voting for or leaning towards the Democrat or the Republican candidate?

Democrat	44%
Republican	47
Not sure	9

23. If the election for President was being held today, who would you be voting for or leaning towards?

Kamala Harris, Democrat	47%
Robert F. Kennedy, Jr., Natural Law Party	<1
Joseph Kishore, Independent	0
Chase Oliver, Libertarian	1
Jill Stein, Green Party	1
Randall Terry, US Taxpayer's Party	0
Donald Trump, Republican	47
Cornel West, Independent	<1
Not sure	3

24. If the election for President was being held today, would you be voting for or leaning towards: Kamala Harris, the Democrat or Donald Trump the Republican?

Harris	47.4%
Trump	48.5
Not sure	4

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25. If the election for U.S. Senator was being held today, would you be voting for or leaning towards Douglas Dern, Natural Law Party, James Frizzell, Independent, Douglas Marsh, Green Party, Mike Rogers, Republican, Elissa Slotkin, Democrat, Joseph Solis-Mullen, Libertarian, or David Stein, U.S. Tax Payers?

Dern	<1%
Frizzell	1
Marsh	1
Rogers	40
Slotkin	45
Solis-Mullen	1
Stein	1
Not sure	10

26. If the election for U.S. Senator was being held today, would you be voting for or leaning towards Elissa Slotkin, Democrat, or Mike Rogers, Republican?

Rogers	43%
Slotkin	47
Not sure	10

27. Regardless of who you are voting for, who do you think is going to win?

Kamala Harris	36%
Donald Trump	41
Not sure	22

28. If the election for President was being held today, **who are a majority of your friends and neighbors voting for or leaning towards?**

Kamala Harris, Democrat	35%
Robert F. Kennedy, Jr., Natural Law Party	0
Joseph Kishore, Independent	0
Chase Oliver, Libertarian	1
Jill Stein, Green Party	1
Randall Terry, US Taxpayer's Party	6
Donald Trump, Republican	45
Cornel West, Independent	0
Not sure	18

29. Are you personally better off today than you were four years ago?

Much better off	22%	
Little better off	19	41%
Little worse off	12	54%
Much worse off	42	
Not Sure	5	

30. In the 2020 election for President, did you vote for Joe Biden, Democrat, Donald Trump, Republican, someone else, didn't vote in 2020, or are you Not sure.
- | | | |
|----------------------|-----|--|
| Biden | 48% | |
| Trump | 45 | |
| Someone else | 2 | |
| Did not vote in 2020 | 4 | |
| Not sure | 1 | |
31. In a speech before the Detroit Economic Club, former President Donald Trump compared Detroit to developing countries and added ""Our whole country will end up being like Detroit if she's your president. You're going to have a mess on your hands." Does his comment make you:
- | | | |
|------------------------------------|-----|------------|
| Much More likely to vote for him | 30% | |
| Little More likely to vote for him | 11 | 41% |
| Little Less likely to vote for him | 4 | 50% |
| Much Less Likely to vote for him | 46 | |
| Not Sure | 9 | |
32. Do you agree or disagree with the following statement: United States election are secure?
- | | | |
|-------------------|-----|------------|
| Strongly agree | 36% | |
| Somewhat agree | 16 | 52% |
| Somewhat disagree | 17 | 43% |
| Strongly disagree | 26 | |
| Not sure | 5 | |
33. Do you agree or disagree with the following statement: Political advertisements have had an impact on who I support?
- | | | |
|-------------------|----|------------|
| Strongly agree | 4% | |
| Somewhat agree | 12 | 16% |
| Somewhat disagree | 14 | 80% |
| Strongly disagree | 66 | |
| Not sure | 5 | |
34. Has Governor Whitmer's recent video mocking Christian citizens had an impact on what you think? Did that video make you more or less likely to vote for Kamala Harris for President?
- | | | |
|--------------------|-----|------------|
| Much more likely | 16% | |
| Little more likely | 4 | 20% |
| Little less likely | 4 | 45% |
| Much less likely | 41 | |
| Not sure | 35 | |

35. From which source do you get most of your news?

Cable television	21%
Network television	19
Other Social Media	12
Facebook	2
Instagram	1
X	1
Traditional newspapers	3
Radio	2
News websites	21
Other	15

36. Regardless of who you are voting for, who do you think would be the best Vice-President?

Vance	48%
Walz	47
Not sure	5

37. If you would like to participate in more surveys, please give us your first name and cell phone number.

Thank you very much!

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CROSSTABS

Mich News Source - MIRS MI Poll 10/14/24 (N=589 LV's) by Mitchell Research & Communications, Inc.

Total N=

	Total	DEM	GOP	IND	F	M	NB	18-29	30-44	45-64	65 +
Total	100%	38%	38%	24%	53%	46%	1%	12%	21%	37%	30%
N=	589	224	224	141	312	271	6	71	124	218	177

Nov 2024 Voter

	Total	DEM	GOP	IND	F	M	NB	18-29	30-44	45-64	65 +
Voted	23%	34%	12%	23%	20%	28%	18%	22%	10%	26%	31%
Def Prob	74%	65%	87%	68%	77%	70%	78%	78%	83%	71%	69%
Und	0%	0%	0%	2%	1%	0%	0%	0%	2%	0%	0%
N=	589	224	224	141	312	271	6	71	124	218	177

Type of Vote

	Total	DEM	GOP	IND	F	M	NB	18-29	30-44	45-64	65 +
AV	41%	55%	27%	39%	41%	40%	36%	28%	28%	40%	55%
EV	13%	11%	15%	12%	13%	13%	17%	8%	16%	13%	12%
ED	47%	34%	58%	49%	46%	47%	48%	64%	56%	46%	33%
N=	589	224	224	141	312	271	6	71	124	218	177

Enthusiasm

	Total	DEM	GOP	IND	F	M	NB	18-29	30-44	45-64	65 +
Very	71%	83%	74%	47%	69%	73%	81%	51%	60%	73%	84%
Smwt	16%	12%	16%	22%	18%	14%	0%	30%	16%	17%	9%
Not Very	5%	3%	6%	6%	5%	6%	0%	6%	7%	5%	4%
Not at all	7%	1%	2%	23%	7%	6%	19%	14%	14%	4%	3%
Und	1%	0%	2%	2%	1%	1%	0%	0%	2%	2%	0%
N=	589	224	224	141	312	271	6	71	124	218	177

Party

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	Total	DEM	GOP	IND	F	M	NB	18-29	30-44	45-64	65 +
DEM	38	100%	0%	0%	41%	35%	26%	28%	34%	39%	43%
GOP	38	0%	100%	0%	39%	36%	31%	28%	28%	42%	44%
IND	24	0%	0%	100%	20%	28%	43%	44%	39%	19%	12%
N=	589	224	224	141	312	271	6	71	124	218	177

Harris ID

	Total	DEM	GOP	IND	F	M	NB	18-29	30-44	45-64	65 +
Fav	47	97%	3%	36%	47%	47%	24%	50%	42%	46%	50%
UnFav	52	3%	97%	61%	52%	53%	76%	50%	57%	53%	50%
Diff	-6%	95%	-94%	24%	-4%	-6%	-53%	1%	-14%	-7%	-1%
Und	1%	0%	0%	3%	1%	0%	0%	0%	1%	1%	0%
N=	589	224	224	141	312	271	6	71	124	218	177

Trump ID

	Total	DEM	GOP	IND	F	M	NB	18-29	30-44	45-64	65 +
Fav	46	1%	95%	40%	45%	47%	57%	37%	42%	48%	49%
UnFav	53	99%	5%	57%	54%	53%	43%	63%	57%	50%	51%
Diff	-7%	-98%	90%	17%	-9%	-5%	15%	-26%	-14%	-2%	-1%
Und	1%	0%	0%	3%	1%	0%	0%	0%	1%	1%	0%
N=	589	224	224	141	312	271	6	71	124	218	177

Generic House Ballot Question

	Total	DEM	GOP	IND	F	M	NB	18-29	30-44	45-64	65 +
DEM	44	97%	2%	28%	44%	45%	24%	40%	41%	46%	48%
GOP	47	2%	96%	41%	46%	47%	73%	46%	41%	47%	51%
Diff	-2%	95%	-94%	13%	-2%	-2%	-49%	-7%	0%	-2%	-3%
Und	9%	1%	2%	31%	10%	8%	4%	14%	19%	7%	1%
N=	589	224	223	141	312	271	6	71	124	218	176

8-Way Presidential Ballot

	Total	DEM	GOP	IND	F	M	NB	18-29	30-44	45-64	65 +
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Harris	47	%	98%	3%	36%	47%	47%	24%	50%	42%	46%	49%
Trump	47	%	1%	96%	43%	47%	47%	57%	41%	45%	49%	50%
Diff		0%	97%	-93%	-7%	0%	0%	-34%	9%	-3%	-2%	-1%
Stein		1%	1%	0%	3%	2%	1%	0%	0%	5%	1%	0%
Oliver		1%	0%	0%	2%	0%	1%	15%	5%	0%	0%	0%
RFK, Jr		0%	0%	1%	1%	1%	0%	0%	0%	0%	1%	0%
West		0%	0%	0%	1%	0%	0%	4%	0%	1%	0%	0%
Und		3%	0%	0%	13%	4%	3%	0%	3%	7%	3%	1%
N=		588	223	224	141	311	271	6	71	124	218	176

2-Way Presidential Ballot

	Tot		DEM	GOP	IND	F	M	NB	18-29	30-44	45-64	65 +
Harris	47.4%		98.7%	3.0%	36.8%	47.3%	48.0%	23.6%	50.4%	44.6%	46.2%	49.5%
Trump	48.5%		0.8%	96.9%	47.1%	48.7%	47.8%	72.6%	42.7%	48.0%	49.9%	49.4%
Diff	1.1%		97.9%	93.9%	10.3%	-1.4%	0.3%	49.0%	7.6%	-3.3%	3.7%	0.1%
Und	4.1%		0.5%	0.1%	16.1%	4.0%	4.2%	3.9%	6.9%	7.4%	3.8%	1.1%
N=	588		222.8	223.8	141.4	312.2	269.9	5.9	70.7	123.7	216.9	176.7

7-Way US Senate Ballot

	Tot		DEM	GOP	IND	F	M	NB	18-29	30-44	45-64	65 +
Slotkin	45%		96%	3%	32%	44%	48%	24%	35%	46%	47%	47%
Rogers	40%		1%	87%	29%	40%	41%	34%	28%	37%	40%	49%
Diff	5%		95%	-84%	2%	4%	7%	-10%	7%	10%	7%	-2%
Marsh	1%		0%	0%	3%	1%	1%	0%	0%	2%	1%	0%
Stein	1%		0%	2%	2%	0%	2%	0%	0%	1%	3%	0%
Frizzell	1%		0%	0%	5%	2%	0%	0%	8%	1%	0%	0%
Dern	0%		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Solis-Mullen	10%		0%	0%	2%	0%	1%	15%	5%	0%	0%	0%
Und	10%		3%	7%	27%	12%	7%	27%	24%	13%	9%	4%
N=	589		224	224	141	312	271	6	71	124	218	177

2-Way US Senate Ballot

	Total	DEM	GOP	IND	F	M	NB	18-29	30-44	45-64	65 +
Slotkin	47%	98%	3%	34%	45%	49%	24%	40%	49%	47%	48%
Rogers	43%	1%	88%	41%	45%	42%	49%	48%	37%	41%	48%
Diff	4%	97%	-84%	-7%	1%	8%	-25%	-8%	11%	6%	-1%
Und	10%	1%	9%	24%	10%	9%	27%	13%	14%	11%	4%
N=	588	224	222	141	311	271	6	71	124	217	177

Most Important Problem Solver

	Total	DEM	GOP	IND	F	M	NB	18-29	30-44	45-64	65 +
Trump	48.2%	0.8%	96.2%	47.7%	47.6%	48.4%	72.6%	49.6%	45.3%	49.2%	48.4%
Harris	45.4%	96.7%	2.8%	31.2%	46.2%	45.0%	23.6%	50.4%	37.5%	45.2%	49.1%
Diff	2.8%	-95.9%	93.4%	16.5%	1.4%	3.4%	49.0%	-0.8%	7.8%	4.0%	-
Und	6.4%	2.5%	1.0%	21.1%	6.2%	6.6%	3.9%	0.0%	17.1%	5.5%	2.5%
N=	586	223.3	222.1	141.4	310.2	270.6	6	5.9	70.7	123.7	216.6

Friends Ballot

	Total	DEM	GOP	IND	F	M	NB	18-29	30-44	45-64	65 +
Trump	45%	9%	86%	37%	46%	44%	29%	45%	39%	48%	45%
Harris	35%	75%	3%	25%	36%	35%	33%	29%	39%	36%	35%
Diff	10%	-66%	83%	12%	10%	9%	-4%	16%	0%	13%	10%
Stein	1%	0%	0%	2%	1%	1%	0%	0%	2%	1%	0%
Oliver	1%	0%	0%	2%	0%	1%	15%	5%	0%	0%	0%
Und	18%	16%	11%	34%	17%	20%	24%	21%	20%	15%	21%
N=	589	224	224	141	312	271	6	71	124	218	177

US Right Direction/Wrong Track

	Total	DEM	GOP	IND	F	M	NB	18-29	30-44	45-64	65 +
RD	28%	65%	2%	10%	27%	29%	17%	15%	18%	29%	38%
WT	64%	22%	97%	76%	62%	66%	80%	68%	73%	62%	57%

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MICHIGAN NEWS SOURCE – MIRS Michigan Poll (N=589 LV's)

Conducted October 14, 2024

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	-										
	36										
Diff	%	43%	-96%	66%	-35%	36%	-63%	-54%	-54%	33%	-19%
Und	9%	13%	1%	14%	12%	5%	4%	17%	9%	9%	5%
N=	589	223	224	141	312	271	6	71	124	218	176

MI Right Direction/Wrong Track

	Tot									45-	
	al	DEM	GOP	IND	F	M	NB	18-29	30-44	64	65 +
	41										
RD	%	90%	3%	24%	39%	44%	24%	38%	39%	39%	46%
	48										
WT	%	2%	91%	51%	46%	49%	49%	40%	45%	53%	46%
Diff	-7%	87%	-88%	26%	-7%	-5%	-25%	-2%	-6%	14%	0%
	11										
Und	%	8%	6%	25%	15%	6%	27%	23%	15%	8%	8%
N=	588	223	223	141	311	271	6	71	124	217	177

Most Important Problem Impacting Presidential Vote

	Tot									45-	
	al	DEM	GOP	IND	F	M	NB	18-29	30-44	64	65 +
	31										
Threats/D	%	57%	10%	22%	29%	33%	19%	34%	27%	25%	40%
em	27										
Econ/Inf	%	12%	35%	38%	23%	31%	54%	23%	35%	30%	18%
	21										
Border	%	1%	47%	13%	22%	21%	20%	13%	10%	25%	28%
	10										
Abortion	%	16%	5%	6%	15%	4%	0%	13%	8%	10%	8%
For/Aff	5%	4%	2%	12%	6%	5%	0%	15%	9%	2%	2%
Climate	2%	3%	0%	2%	2%	2%	7%	0%	4%	1%	1%
Healthcar	2%	4%	0%	0%	2%	2%	0%	3%	3%	1%	1%
e											
Crime/Pol	0%	1%	1%	0%	0%	1%	0%	0%	0%	1%	0%
ice											
Und	2%	1%	1%	6%	2%	2%	0%	0%	4%	4%	0%
N=	589	224	224	141	312	271	6	71	124	218	177

Are Things Better off Today Than They Were Four Years Ago

	Tot									45-	
	al	DEM	GOP	IND	F	M	NB	18-29	30-44	64	65 +
	41										
Bettter	%	87%	4%	29%	37%	46%	24%	31%	39%	42%	46%
	53										
Worse	%	7%	94%	62%	55%	52%	76%	50%	55%	56%	51%

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MICHIGAN NEWS SOURCE – MIRS Michigan Poll (N=589 LV's)

Conducted October 14, 2024

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	-										
	12										
Diff	%	80%	-91%	33%	-17%	-6%	-53%	-19%	-15%	14%	-5%
Und	5%	6%	2%	9%	8%	2%	0%	19%	6%	2%	3%
N=	589	224	224	141	312	271	6	71	124	218	177

Regardless of Who You Are Voting For Who Do You Think Will Win

	Total	DEM	GOP	IND	F	M	NB	18-29	30-44	45-64	65+
	41										
Trump	%	4%	80%	40%	36%	47%	65%	48%	35%	45%	40%
Harris	%	78%	2%	25%	38%	34%	18%	39%	33%	35%	39%
Diff	5%	-75%	78%	15%	-2%	12%	48%	10%	2%	9%	1%
	22										
Und	%	18%	17%	36%	25%	19%	17%	13%	33%	20%	21%
N=	585	221	223	141	308	271	6	71	124	214	177

Did Trump's Detroit Econic Club Speech Make You More Or Less Likely To Vote For Him

	Total	DEM	GOP	IND	F	M	NB	18-29	30-44	45-64	65+
	42										
More Likely	%	1%	84%	38%	40%	43%	73%	40%	36%	42%	46%
Vote DJT	50										
Less Likely	%	98%	5%	44%	50%	50%	27%	50%	49%	49%	51%
Vote DJT	Diff	-8%	-97%	79%	-7%	-10%	-7%	45%	-11%	-13%	-7%
	Und	9%	1%	11%	18%	9%	8%	0%	10%	15%	9%
	N=	589	224	224	141	312	271	6	71	124	218

Did TV Ads Impact My Vote

	Total	DEM	GOP	IND	F	M	NB	18-29	30-44	45-64	65+
	15										
Agree	%	25%	10%	7%	16%	14%	12%	7%	5%	18%	23%
	80										
Disagree	%	71%	87%	84%	78%	83%	88%	82%	92%	79%	73%
	-										
	65										
Diff	%	-46%	-76%	76%	-62%	69%	-76%	-76%	-87%	61%	-50%
Und	5%	4%	3%	9%	6%	3%	0%	11%	3%	3%	5%
N=	588	224	223	141	312	270	6	71	124	218	176

Are Elections Secure

	Total	DEM	GOP	IND	F	M	NB	18-29	30-44	45-64	65+
	52										
Agree	%	96%	16%	38%	49%	55%	75%	49%	55%	47%	56%

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Disagree	43%	3%	80%	48%	43%	43%	25%	37%	39%	50%	40%
Diff	9%	93%	-64%	10%	5%	12%	50%	12%	16%	-3%	16%
Und	5%	1%	4%	14%	8%	2%	0%	14%	7%	3%	4%
N=	589	224	224	141	312	271	6	71	124	218	177

Did the Whitmer Video Feeding a Dorito to a Woman That Looked Like Communion Make You More or Less Likely to Vote For Harris

	Total	DEM	GOP	IND	F	M	NB	18-29	30-44	45-64	65 +
More Likely	20%	41%	3%	13%	19%	21%	10%	10%	17%	22%	23%
Less Likely	45%	7%	86%	41%	43%	48%	49%	50%	33%	48%	49%
Diff	25%	34%	-83%	28%	-24%	27%	-39%	-40%	-16%	26%	-26%
Und	35%	52%	12%	46%	38%	31%	41%	41%	49%	30%	29%
N=	584	223	223	138	308	271	6	71	124	215	175

2020 Presidential Vote

	Total	DEM	GOP	IND	F	M	NB	18-29	30-44	45-64	65 +
Biden	48%	98%	2%	41%	48%	48%	29%	46%	48%	47%	50%
Trump	45%	0%	95%	36%	47%	43%	15%	39%	41%	47%	47%
DNV 2020	4%	1%	2%	12%	3%	4%	37%	6%	5%	4%	2%
Other	2%	1%	0%	7%	0%	3%	18%	5%	4%	1%	1%
Und	1%	0%	0%	4%	1%	1%	0%	3%	2%	1%	0%
N=	589	224	224	141	312	271	6	71	124	218	177

Voter's News Source

	Total	DEM	GOP	IND	F	M	NB	18-29	30-44	45-64	65 +
News Websites	21%	26%	17%	18%	21%	20%	28%	15%	33%	17%	20%
Cable TV	21%	22%	23%	16%	22%	19%	17%	1%	5%	21%	39%
Net TV	19%	26%	20%	7%	20%	18%	5%	17%	5%	24%	23%
Other	15%	10%	15%	23%	14%	16%	42%	23%	24%	12%	8%
Other SM	12%	9%	9%	22%	12%	12%	5%	22%	23%	9%	4%
X	4%	1%	6%	7%	2%	7%	0%	9%	2%	7%	1%

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NP's	3%	5%	1%	2%	2%	3%	4%	6%	2%	3%	1%
Radio	2%	0%	3%	4%	2%	3%	0%	0%	1%	4%	2%
Facebook	2%	0%	4%	2%	3%	1%	0%	6%	1%	1%	3%
Instagram	1%	1%	2%	0%	1%	1%	0%	0%	3%	1%	0%
N=	589	224	224	141	312	271	6	71	124	218	177

Regardless of Vote Who Would Be The Best Vice-Presidnet

	Total	DEM	GOP	IND	F	M	NB	18-29	30-44	45-64	65 +
Walz	47%	97%	4%	37%	48%	47%	27%	46%	45%	47%	50%
Vance	48%	1%	94%	47%	46%	49%	73%	46%	45%	48%	49%
Diff	0%	95%	-90%	10%	2%	-2%	-45%	0%	0%	-2%	1%
Und	5%	2%	2%	16%	6%	4%	0%	8%	10%	5%	1%
N=	589	224	224	141	312	271	6	71	124	218	177

Gender

	Total	DEM	GOP	IND	F	M	NB	18-29	30-44	45-64	65 +
F	53%	57%	55%	44%	100%	0%	0%	45%	47%	53%	60%
M	46%	43%	44%	54%	0%	100%	0%	50%	51%	47%	40%
NB	1%	1%	1%	2%	0%	0%	100%	5%	1%	0%	0%
N=	589	224	224	141	312	271	6	71	124	218	177

Age

	Total	DEM	GOP	IND	F	M	NB	18-29	30-44	45-64	65 +
18-29	12%	9%	9%	22%	10%	13%	65%	100%	0%	0%	0%
30-44	21%	19%	15%	34%	19%	23%	31%	0%	100%	0%	0%
45-64	37%	38%	41%	29%	37%	38%	4%	0%	0%	100%	0%
65 +	30%	34%	35%	15%	34%	26%	0%	0%	0%	0%	100%
N=	589	224	224	141	312	271	6	71	124	218	177

Race

	Total	DEM	GOP	IND	F	M	NB	18-29	30-44	45-64	65 +
W	81%	71%	94%	77%	86%	76%	21%	88%	84%	78%	79%
AA	13%	25%	3%	9%	11%	14%	60%	3%	4%	17%	18%

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Conducted October 14, 2024

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Other	6%	4%	3%	14%	3%	9%	19%	9%	12%	4%	3%
N=	589	224	224	141	312	271	6	71	124	218	177
Union House Hold											
	Total	DEM	GOP	IND	F	M	NB	18-29	30-44	45-64	65+
Non-Union HH	75%	73%	76%	79%	76%	75%	59%	71%	82%	71%	78%
Union HH	25%	27%	24%	21%	24%	25%	41%	29%	18%	29%	22%
N=	587	223	223	141	312	269	6	71	124	217	176
Will Union Member Vote for Union Endorsed Candidate											
	Total	DEM	GOP	IND	F	M	NB	18-29	30-44	45-64	65+
Very Likely	15%	32%	4%	5%	12%	19%	3%	2%	11%	12%	26%
Likely	9%	14%	3%	11%	10%	8%	0%	14%	8%	11%	6%
Unlikely	5%	3%	6%	9%	7%	4%	14%	9%	5%	5%	5%
Very Unlikely	38%	16%	61%	37%	35%	41%	46%	38%	29%	38%	42%
Und	33%	36%	27%	38%	36%	29%	38%	37%	48%	34%	20%
N=	562	218	207	137	298	257	6	67	118	206	171
Party Strength											
	Total	DEM	GOP	IND	F	M	NB	18-29	30-44	45-64	65+
Straight	54%	63%	55%	35%	62%	46%	5%	62%	44%	54%	56%
Almost all	24%	23%	32%	15%	20%	30%	12%	26%	23%	21%	28%
Mostly	10%	13%	6%	12%	10%	10%	23%	2%	11%	14%	9%
About half	6%	1%	4%	19%	5%	8%	17%	5%	14%	4%	5%
Und	5%	0%	3%	18%	3%	7%	44%	4%	8%	6%	2%
N=	585	224	224	137	312	267	6	71	123	216	175
Area											
	Total	DEM	GOP	IND	F	M	NB	18-29	30-44	45-64	65+
Detroit	11%	11%	1%	3%	3%	6%	20%	7%	0%	4%	8%
Wayne	14%	14%	10%	7%	11%	10%	40%	4%	10%	11%	14%
Oakland	14%	14%	15%	12%	14%	15%	0%	24%	10%	16%	10%

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Macomb	9%	12%	5%	11%	9%	8%	14%	15%	14%	6%	7%
GSBM											
Thumb	9%	6%	10%	12%	11%	7%	3%	15%	6%	10%	7%
LMW	15										
Mid-MI	%	12%	14%	21%	12%	18%	4%	9%	21%	14%	15%
	22										
W. MI	%	21%	27%	15%	25%	18%	19%	21%	27%	20%	21%
	15										
N. MI/UP	%	11%	17%	19%	14%	17%	0%	4%	12%	18%	18%
N=	589	224	224	141	312	271	6	71	124	218	177
TV Market											
	Total	DEM	GOP	IND	F	M	NB	18-29	30-44	45-64	65+
	41										
Detroit	%	51%	33%	39%	40%	43%	45%	48%	46%	38%	38%
GR/Kaz/B	17										
C	%	19%	21%	7%	21%	12%	19%	16%	19%	16%	18%
F/S/BC	9%	6%	11%	10%	8%	9%	3%	13%	3%	11%	8%
TC/Cad	9%	5%	9%	13%	10%	8%	4%	4%	7%	9%	12%
Lan/Jax	6%	3%	6%	10%	6%	6%	14%	7%	3%	6%	7%
MQT	2%	2%	4%	0%	2%	3%	0%	0%	2%	3%	3%
Other	7%	7%	8%	7%	6%	9%	0%	0%	5%	9%	10%
Und	9%	6%	8%	13%	7%	10%	15%	13%	15%	7%	4%
N=	586	224	223	139	310	270	6	71	123	218	175
Abortion											
	Total	DEM	GOP	IND	F	M	NB	18-29	30-44	45-64	65+
	25										
Str Life	%	8%	47%	17%	28%	22%	7%	11%	13%	32%	31%
	17										
Smwt Life	%	2%	27%	27%	16%	18%	28%	23%	21%	14%	16%
Smwt	12										
Choice	%	11%	16%	9%	7%	17%	30%	15%	13%	11%	11%
	43										
Str Choice	%	78%	8%	42%	47%	39%	19%	49%	50%	39%	41%
Und	3%	1%	2%	6%	2%	3%	15%	1%	2%	5%	1%
N=	589	224	224	141	312	271	6	71	124	218	177
Education											
	Total	DEM	GOP	IND	F	M	NB	18-29	30-44	45-64	65+
	16										
Master's +	%	24%	10%	14%	14%	17%	56%	18%	19%	14%	16%
	20										
Coll Grad	%	21%	16%	24%	19%	21%	7%	27%	29%	17%	15%

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Coll/Trade	45 %	41%	46%	49%	48%	42%	37%	24%	48%	49%	47%
No Coll	19 %	14%	28%	13%	19%	20%	0%	31%	4%	21%	23%
Und	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N=	589	224	224	141	312	271	6	71	124	218	177

Crosstabs

Total N=

	Total	W	AA	Other	Non- Union HH	Union HH	Detroit	Tri- County	Outstate
Total	100 %	81%	13%	6%	75%	25%	5%	34%	61%
N=	589	477	77	35	443	144	29	200	359

Nov 2024 Voter

	Total	W	AA	Other	Non- Union HH	Union HH	Detroit	Tri- County	Outstate
Voted	23 74 %	21%	43%	8%	24%	21%	55%	25%	20%
Def	77%	77%	57%	72%	72%	79%	45%	73%	77%
Prob	0%	1%	0%	0%	1%	0%	0%	1%	0%
Und	2%	1%	0%	19%	3%	0%	0%	1%	3%
N=	589	477	77	35	443	144	29	200	359

Type of Vote

	Total	W	AA	Other	Non- Union HH	Union HH	Detroit	Tri- County	Outstate
AV	41 13 %	37%	66%	34%	43%	33%	90%	38%	38%
EV	47 %	14%	11%	1%	11%	20%	0%	16%	12%
ED	47 %	49%	23%	65%	46%	48%	10%	46%	50%
N=	589	477	77	35	443	144	29	200	359

Enthusiasm

	Total	W	AA	Other	Non- Union HH	Union HH	Detroit	Tri- County	Outstate
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MICHIGAN NEWS SOURCE – MIRS Michigan Poll (N=589 LV's)

Conducted October 14, 2024

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Very	71%	72%	72%	57%	71%	72%	71%	70%	72%
Smwt	16%	15%	24%	12%	16%	17%	26%	14%	16%
Not Very	5%	5%	0%	14%	6%	2%	0%	6%	5%
Not at all	7%	7%	3%	17%	7%	6%	3%	8%	7%
Und	1%	1%	2%	0%	1%	3%	0%	2%	1%
N=	589	477	77	35	443	144	29	200	359

Party

	Total	W	AA	Other	Non-Union HH	Union HH	Detroit	Tri-County	Outstate
DEM	38%	33%	73%	27%	37%	42%	81%	45%	31%
GOP	24%	44%	10%	18%	38%	38%	4%	34%	43%
IND	38%	23%	17%	55%	25%	21%	14%	21%	26%
N=	589	477	77	35	443	144	29	200	359

Harris ID

	Total	W	AA	Other	Non-Union HH	Union HH	Detroit	Tri-County	Outstate
Fav	47%	43%	80%	27%	47%	45%	81%	53%	41%
UnFav	52%	57%	18%	69%	52%	55%	19%	46%	59%
Diff	-6%	-14%	63%	42%	-4%	11%	63%	7%	-18%
Und	1%	0%	2%	4%	1%	0%	0%	1%	0%
N=	589	477	77	35	443	144	29	200	359

Trump ID

	Total	W	AA	Other	Non-Union HH	Union HH	Detroit	Tri-County	Outstate
Fav	46%	50%	17%	52%	45%	49%	16%	38%	53%
UnFav	53%	49%	82%	44%	54%	51%	84%	61%	46%
Diff	-7%	1%	-65%	8%	-9%	-3%	-69%	-24%	7%
Und	1%	0%	2%	4%	1%	0%	0%	1%	0%
N=	589	477	77	35	443	144	29	200	359

Generic House Ballot Question

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	Total	W	AA	Other	Non-Union HH	Union HH	Detroit	Tri-County	Outstate
DEM	44%	40%	80%	23%	45%	43%	81%	52%	37%
GOP	47%	52%	18%	35%	45%	52%	19%	41%	52%
Diff	-2%	-12%	62%	13%	0%	-9%	63%	10%	-15%
Und	9%	7%	3%	42%	10%	5%	0%	7%	10%
N=	589	477	77	35	443	144	29	200	359

8-Way Presidential Ballot

	Total	W	AA	Other	Non-Union HH	Union HH	Detroit	Tri-County	Outstate
Harris	47%	43%	80%	27%	48%	45%	81%	53%	41%
Trump	47%	52%	17%	45%	45%	53%	16%	41%	54%
Diff	0%	-9%	64%	19%	2%	-8%	66%	12%	-13%
Stein	1%	1%	0%	2%	1%	1%	0%	2%	1%
Oliver	1%	1%	1%	0%	1%	0%	3%	0%	1%
RFK, Jr	0%	1%	0%	0%	0%	0%	0%	0%	1%
West	0%	0%	0%	1%	0%	0%	0%	0%	0%
Und	3%	2%	2%	25%	4%	1%	0%	5%	3%
N=	588	476	77	35	441	144	29	200	358

2-Way Presidential Ballot

	Total	W	AA	Other	Non-Union HH	Union HH	Detroit	Tri-County	Outstate
Harris	47.4%	43.6%	80.4%	26.7%	48.1%	45.5%	81.3%	53.3%	41.3%
Trump	48.5%	53.7%	17.8%	45.5%	46.7%	53.6%	18.7%	41.1%	55.1%
Diff	1.1%	-10.1%	62.6%	18.8%	1.4%	8.1%	62.6%	12.2%	-13.8%
Und	4.1%	2.7%	1.8%	27.8%	5.2%	0.8%	0.0%	5.7%	3.6%
N=	588.0	476.1	76.6	35.3	442.5	144.4	29.5	200.3	358.3

7-Way US Senate Ballot

	Total	W	AA	Other	Non-Union HH	Union HH	Detroit	Tri-County	Outstate
Slotkin	45%	41%	79%	36%	46%	44%	81%	53%	38%
Rogers	40%	46%	10%	28%	39%	43%	16%	33%	46%
Diff	5%	-5%	69%	7%	7%	0%	66%	20%	-8%
Marsh	1%	1%	0%	2%	1%	1%	0%	1%	1%
Stein	1%	1%	6%	0%	1%	1%	0%	0%	2%
Frizzell	1%	1%	0%	0%	0%	5%	0%	3%	0%
Dern	0%	0%	0%	1%	0%	0%	0%	0%	0%
Solis-Mullen	10%	1%	1%	0%	1%	0%	3%	0%	1%
Und	10%	10%	4%	33%	11%	7%	0%	9%	12%
N=	589	477	77	35	443	144	29	200	359

2-Way US Senate Ballot

	Total	W	AA	Other	Non-Union HH	Union HH	Detroit	Tri-County	Outstate
Slotkin	47%	43%	79%	36%	47%	46%	81%	54%	40%
Rogers	43%	49%	11%	31%	42%	49%	19%	36%	50%
Diff	4%	-7%	67%	5%	6%	-3%	63%	18%	-9%
Und	10%	8%	10%	33%	11%	5%	0%	10%	10%
N=	588	476	77	35	441	144	29	199	359

Most Important Problem Solver

	Total	W	AA	Other	Non-Union HH	Union HH	Detroit	Tri-County	Outstate
Trump	48.2%	52.8%	17.8%	51.8%	46.6%	53.0%	19.1%	41.3%	54.4%
Harris	45.4%	42.4%	72.3%	26.7%	46.3%	42.6%	80.9%	50.5%	39.7%
Diff	2.8%	10.4%	54.5%	25.1%	0.3%	10.4%	61.9%	-9.2%	14.6%
Und	6.4%	4.7%	9.9%	21.5%	7.1%	4.4%	0.0%	8.2%	5.9%
N=	586.7	474.8	76.6	35.3	440.2	144.4	28.9	198.9	358.9

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MICHIGAN NEWS SOURCE – MIRS Michigan Poll (N=589 LV's)

Conducted October 14, 2024

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Friends Ballot

	Total	W	AA	Other	Non-Union HH	Union HH	Detroit	Tri-County	Outstate
Trump	45%	50%	18%	34%	42%	54%	16%	39%	50%
Harris	35%	28%	77%	39%	36%	34%	81%	43%	27%
Diff	10%	22%	-59%	-5%	6%	20%	-66%	-4%	23%
Stein	1%	1%	0%	2%	1%	1%	0%	1%	0%
Oliver	1%	1%	1%	0%	1%	0%	3%	0%	1%
Und	18%	20%	5%	25%	21%	11%	0%	16%	21%
N=	589	477	77	35	443	144	29	200	359

Right Direction/Wrong Track

	Total	W	AA	Other	Non-Union HH	Union HH	Detroit	Tri-County	Outstate
RD	28%	24%	58%	8%	27%	30%	68%	34%	21%
WT	64%	68%	33%	72%	65%	59%	32%	58%	69%
Diff	-36%	-44%	26%	63%	-38%	29%	36%	-24%	-48%
Und	9%	8%	9%	20%	8%	11%	0%	8%	10%
N=	589	477	77	35	442	144	29	200	359

MI Right Direction/Wrong Track

	Total	W	AA	Other	Non-Union HH	Union HH	Detroit	Tri-County	Outstate
RD	41%	38%	69%	25%	42%	38%	78%	50%	33%
WT	48%	52%	18%	53%	47%	51%	22%	40%	54%
Diff	11%	-7%	-14%	51%	28%	-5%	12%	56%	10%
Und	11%	10%	12%	22%	11%	11%	0%	11%	13%
N=	588	476	77	35	441	144	29	200	358

Most Important Problem Impacting Presidential Vote

	Total	W	AA	Other	Non-Union HH	Union HH	Detroit	Tri-County	Outstate
Threats/Dem	31%	29%	51%	15%	30%	33%	63%	34%	27%
Econ/Inf	27%	25%	33%	32%	26%	28%	33%	22%	29%
Border	21%	24%	4%	16%	21%	21%	4%	20%	23%
Abortion	10%	10%	10%	6%	11%	5%	0%	9%	11%
For/Aff	5%	6%	0%	7%	5%	5%	0%	9%	3%
Climate	2%	2%	0%	3%	1%	2%	0%	2%	2%
Healthcare	2%	2%	0%	4%	2%	2%	0%	1%	3%
Crime/Police	0%	0%	0%	4%	0%	1%	0%	1%	0%
Und	2%	2%	2%	12%	2%	2%	0%	2%	2%
N=	589	477	77	35	443	144	29	200	359

Are Things Better off Today Than They Were Four Years Ago

	Total	W	AA	Other	Non-Union HH	Union HH	Detroit	Tri-County	Outstate
Bettter	41%	37%	77%	25%	40%	44%	61%	51%	34%
Worse	53%	58%	22%	64%	53%	55%	29%	45%	60%
-	12%			-					
Diff	%	-21%	55%	39%	-12%	12%	32%	6%	-26%
Und	5%	6%	1%	11%	7%	1%	10%	4%	6%
N=	589	477	77	35	443	144	29	200	359

Regardless of Who You Are Voting For Who Do You Think Will Win

	Total	W	AA	Other	Non-Union HH	Union HH	Detroit	Tri-County	Outstate
Trump	41%	45%	16%	41%	39%	48%	14%	39%	45%
Harris	36%	33%	65%	19%	37%	33%	67%	43%	30%
Diff	5%	12%	-48%	22%	2%	15%	-53%	-4%	15%
Und	22%								
Und	%	21%	19%	40%	23%	19%	18%	17%	25%
N=	585	477	73	35	439	144	29	199	356

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Conducted October 14, 2024

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Did Trump's Detroit Econic Club Speech Make You More Or Less Likely To Vote For Him

	Total	W	AA	Other	Non-Union HH	Union HH	Detroit	Tri-County	Outstate
More Likely	42								
Vote DJT	%	46%	19%	39%	41%	43%	19%	35%	47%
Less Likely	50								
Vote DJT	%	46%	81%	30%	50%	48%	81%	55%	44%
Diff	-8%	-1%	-63%	9%	-9%	-5%	-63%	-20%	3%
Und	9%	8%	0%	32%	8%	10%	0%	10%	8%
N=	589	477	77	35	443	144	29	200	359

Did TV Ads Impact My Vote

	Total	W	AA	Other	Non-Union HH	Union HH	Detroit	Tri-County	Outstate
Agree	15								
%	%	13%	33%	9%	15%	16%	5%	20%	13%
Disagree	80								
%	%	83%	63%	85%	80%	81%	84%	77%	82%
Diff	-65								
%	%	-70%	-29%	77%	-65%	65%	-79%	-57%	-69%
Und	5%	5%	4%	6%	5%	3%	10%	3%	5%
N=	588	476	77	35	441	144	29	200	358

Are Elections Secure

	Total	W	AA	Other	Non-Union HH	Union HH	Detroit	Tri-County	Outstate
Agree	52								
%	%	48%	84%	40%	52%	52%	81%	58%	46%
Disagree	43								
%	%	47%	16%	48%	42%	46%	19%	38%	48%
Diff	9%	1%	67%	-8%	10%	6%	63%	19%	-2%
Und	5%	6%	0%	12%	6%	2%	0%	4%	6%
N=	589	477	77	35	443	144	29	200	359

Did the Whitmer Video Feeding a Dorito to a Woman That Looked Like Communion Make You More or Less Likely to Vote For Harris

	Total	W	AA	Other	Non-Union HH	Union HH	Detroit	Tri-County	Outstate
More Likely	20								
%	%	17%	45%	4%	19%	22%	31%	27%	15%

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Less Likely	45%	47%	28%	48%	43%	52%	29%	42%	48%
Diff	-25%	-30%	17%	-	-24%	-	29%	2%	-15%
Und	35%	35%	27%	48%	38%	26%	40%	31%	37%
N=	584	476	74	35	442	141	29	197	358

2020 Presidential Vote

	Total	W	AA	Other	Non-Union HH	Union HH	Detroit	Tri-County	Outstate
Biden	48%	43%	85%	30%	48%	49%	82%	59%	39%
Trump	45%	52%	9%	30%	46%	43%	7%	37%	53%
DNV 2020	4%	3%	6%	8%	3%	6%	10%	1%	5%
Other	2%	1%	0%	15%	2%	2%	0%	1%	3%
Und	1%	0%	0%	17%	1%	0%	0%	2%	0%
N=	589	477	77	35	443	144	29	200	359

Voter's News Source

	Total	W	AA	Other	Non-Union HH	Union HH	Detroit	Tri-County	Outstate
News Websites	21%	23%	17%	6%	21%	20%	24%	19%	22%
Cable TV	21%	21%	27%	2%	20%	22%	8%	23%	20%
Net TV	19%	17%	38%	11%	17%	26%	30%	23%	16%
Other	15%	15%	11%	21%	15%	13%	24%	12%	15%
Other SM	12%	11%	7%	37%	12%	11%	0%	8%	15%
X	4%	5%	1%	8%	5%	3%	0%	5%	4%
NP's	3%	2%	0%	12%	3%	3%	15%	4%	1%
Radio	2%	3%	0%	1%	3%	1%	0%	2%	3%
Facebook	2%	3%	0%	0%	3%	0%	0%	2%	3%
Instagram	1%	1%	0%	2%	1%	1%	0%	2%	0%
N=	589	477	77	35	443	144	29	200	359

Regardless of Vote Who Would Be The Best Vice-President

	Total	W	AA	Other	Non-Union HH	Union HH	Detroit	Tri-County	Outstate
Walz	47%	43%	79%	31%	49%	43%	81%	53%	41%
Vance	48%	52%	19%	52%	45%	54%	19%	42%	53%
Diff	0%	-8%	59%	20%	3%	11%	63%	11%	-12%
Und	5%	5%	2%	17%	6%	3%	0%	4%	6%
N=	589	477	77	35	443	144	29	200	359

Gender

	Total	W	AA	Other	Non-Union HH	Union HH	Detroit	Tri-County	Outstate
F	53%	56%	45%	25%	53%	52%	37%	53%	54%
M	46%	43%	50%	71%	46%	46%	59%	45%	45%
NB	1%	0%	5%	3%	1%	2%	4%	2%	0%
N=	589	477	77	35	443	144	29	200	359

Age

	Total	W	AA	Other	Non-Union HH	Union HH	Detroit	Tri-County	Outstate
18-29	12%	13%	2%	19%	11%	14%	18%	15%	10%
30-44	21%	22%	6%	42%	23%	15%	1%	21%	23%
45-64	37%	36%	50%	27%	35%	44%	32%	36%	38%
65 +	30%	29%	41%	13%	31%	27%	50%	27%	30%
N=	589	477	77	35	443	144	29	200	359

Race

	Total	W	AA	Other	Non-Union HH	Union HH	Detroit	Tri-County	Outstate
W	81%	100%	0%	0%	81%	80%	16%	75%	89%
AA	13%	0%	100%	0%	12%	17%	79%	20%	4%
Other	6%	0%	0%	100%	7%	4%	5%	5%	7%

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Conducted October 14, 2024

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N=	589	477	77	35	443	144	29	200	359
Union House Hold									
	Total	W	AA	Oth er	Non- Unio n HH	Unio n HH	Detr oit	Tri- County	Outstat e
Non- Union HH	75 %	76%	68%	85%	100%	0%	83%	67%	80%
Union HH	25 %	24%	32%	15%	0%	100%	17%	33%	20%
N=	587	475	77	35	443	144	29	200	357
Will Union Member Vote for Union Endorsed Candidate									
	Total	W	AA	Oth er	Non- Unio n HH	Unio n HH	Detr oit	Tri- County	Outstat e
Very Likely	15 %	12%	39%	6%	13%	22%	32%	21%	10%
Smwt Likely	9%	9%	7%	9%	9%	8%	12%	10%	8%
Smwt Unlikely	5%	6%	1%	6%	4%	10%	1%	7%	5%
Very Unlikely	38 %	40%	21%	44%	34%	49%	24%	34%	41%
Und	33 %	33%	32%	36%	40%	11%	32%	28%	36%
N=	562	450	77	35	416	144	29	191	341
Party Strength									
	Total	W	AA	Oth er	Non- Unio n HH	Unio n HH	Detr oit	Tri- County	Outstat e
Straight	54 %	52%	73%	33%	54%	52%	69%	66%	45%
Almost all	24 %	26%	14%	28%	24%	23%	16%	17%	29%
Mostly	10 %	12%	4%	2%	9%	14%	5%	7%	12%
About half	6%	6%	2%	16%	7%	6%	0%	5%	8%
Und	5%	4%	7%	20%	6%	4%	10%	4%	6%
N=	585	473	77	35	438	144	29	198	357
Area									
	Total	W	AA	Oth er	Non- Unio n HH	Unio n HH	Detr oit	Tri- County	Outstat e

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Conducted October 14, 2024

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							100		
Detroit	5%	1%	30%	4%	6%	4%	%	0%	0%
Tri-County	34								
Outstate	61								
N=	589	477	77	35	443	144	29	200	359
TV Market									

	Total	W	AA	Other	Non-Union HH	Union HH	Detroit	Tri-County	Outstate
Detroit GR/Kaz/BC	41								
F/S/BC	17								
TC/Cad	17								
Lan/Jax	17								
MQT	17								
Other	17								
Und	17								
N=	586	474	77	35	440	144	29	199	358
Abortion									

	Total	W	AA	Other	Non-Union HH	Union HH	Detroit	Tri-County	Outstate
Str Life	25								
Smwt Life	17								
Smwt Choice	12								
Str Choice	43								
Und	12								
N=	589	477	77	35	443	144	29	200	359
Education									

	Total	W	AA	Other	Non-Union HH	Union HH	Detroit	Tri-County	Outstate
Master's +	16								

Coll Grad	20%	20%	17%	22%	22%	15%	10%	20%	21%
Coll/Trade	46%	46%	34%	54%	46%	40%	43%	43%	46%
No Coll	19%	19%	22%	7%	18%	24%	20%	17%	20%
Und	0%	0%	0%	0%	0%	0%	0%	0%	0%
N=	589	477	77	35	443	144	29	200	359

Crosstabs

Total N=

	Total	Voted	Will Vote	AV	EV	ED	Detroit	GR/Kaz/BC	F/S/BC	TC/Cad	Lan/Jax
Total	100%	23%	77%	41%	13%	47%	41%	17%	9%	9%	6%
N=	589	137	452	239	76	275	242	100	51	51	35

Nov 2024 Voter

	Total	Voted	Will Vote	AV	EV	ED	Detroit	GR/Kaz/BC	F/S/BC	TC/Cad	Lan/Jax
Voted	23%	100%	0%	54%	1%	3%	28%	19%	14%	23%	16%
Will Vote	77%	0%	100%	46%	99%	97%	72%	81%	86%	77%	84%
N=	589	137	452	239	76	275	242	100	51	51	35

Type of Vote

	Total	Voted	Will Vote	AV	EV	ED	Detroit	GR/Kaz/BC	F/S/BC	TC/Cad	Lan/Jax
AV	41%	94%	24%	100%	0%	0%	42%	39%	22%	51%	36%
EV	13%	0%	17%	0%	100%	0%	16%	11%	13%	12%	13%
ED	47%	6%	59%	0%	0%	100%	42%	50%	65%	38%	50%
N=	589	137	452	239	76	275	242	100	51	51	35

Enthusiasm

	Total	Voted	Will Vote	AV	EV	ED	Detroit	GR/Kaz/BC	F/S/BC	TC/Cad	Lan/Jax
Very	71%	71%	71%	72%	91%	65%	74%	76%	56%	58%	81%
Smwt	16%	18%	15%	17%	6%	18%	14%	17%	33%	22%	8%
Not Very	5%	3%	6%	4%	2%	7%	4%	4%	6%	1%	10%
Not at all	7%	8%	7%	7%	1%	8%	7%	1%	5%	20%	2%

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MICHIGAN NEWS SOURCE – MIRS Michigan Poll (N=589 LV's)

Conducted October 14, 2024

Phone 517-351-4111 – 101 S. Washington Square – Suite 500 – Lansing, MI 48933

Und	1%	0%	1%	1%	0%	2%	0%	1%	0%	0%	0%
N=	589	137	452	239	76	275	242	100	51	51	35
Party											
	Total	Voted	Will	AV	EV	ED	Detr	GR/Kaz	F/S/BC	TC/C	Lan/
	38		Vote				oit	/BC		ad	Jax
DEM	%	56%	32%	52%	32%	28%	47%	43%	25%	24%	21%
	38										
GOP	%	20%	43%	25%	44%	47%	31%	47%	48%	39%	40%
	24										
IND	%	24%	24%	23%	23%	25%	22%	10%	27%	37%	39%
N=	589	137	452	239	76	275	242	100	51	51	35
Harris ID											
	Total	Voted	Will	AV	EV	ED	Detr	GR/Kaz	F/S/BC	TC/C	Lan/
	47		Vote				oit	/BC		ad	Jax
Fav	%	71%	40%	62%	43%	35%	55%	45%	46%	35%	33%
	52										
UnFav	%	29%	60%	37%	57%	65%	45%	55%	51%	65%	67%
						-				-	
Diff	-6%	41%	-20%	25%	-14%	30%	10%	-9%	-6%	29%	-34%
Und	1%	0%	1%	1%	0%	1%	1%	0%	3%	0%	0%
N=	589	137	452	239	76	275	242	100	51	51	35
Trump ID											
	Total	Voted	Will	AV	EV	ED	Detr	GR/Kaz	F/S/BC	TC/C	Lan/
	46		Vote				oit	/BC		ad	Jax
Fav	%	26%	52%	32%	56%	55%	38%	53%	48%	52%	64%
	53										
UnFav	%	74%	47%	66%	44%	44%	62%	47%	49%	48%	36%
				-							
Diff	-7%	-48%	5%	34%	12%	11%	-24%	5%	-1%	5%	28%
Und	1%	0%	1%	1%	0%	1%	1%	0%	3%	0%	0%
N=	589	137	452	239	76	275	242	100	51	51	35
Generic House Ballot Question											
	Total	Voted	Will	AV	EV	ED	Detr	GR/Kaz	F/S/BC	TC/C	Lan/
	44		Vote				oit	/BC		ad	Jax
DEM	%	71%	36%	61%	42%	31%	54%	46%	31%	34%	30%
	47										
GOP	%	28%	53%	32%	56%	57%	40%	53%	45%	55%	59%
						-				-	
Diff	-2%	43%	-16%	29%	-14%	26%	15%	-7%	-14%	20%	-29%
Und	9%	1%	11%	7%	2%	12%	6%	2%	24%	11%	11%

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MICHIGAN NEWS SOURCE – MIRS Michigan Poll (N=589 LV's)

Conducted October 14, 2024

Phone 517-351-4111 – 101 S. Washington Square – Suite 500 – Lansing, MI 48933

N=	589	137	451	239	76	274	242	100	51	51	35
8-Way Presidential Ballot											
	Total	Voted	Will	AV	EV	ED	Detr	GR/Kaz	F/S/BC	TC/C	Lan/
	47		Vote				oit	/BC		ad	Jax
Harris	47	71%	39%	62%	43%	35%	55%	45%	46%	36%	33%
Trump		26%	54%	33%	56%	57%	42%	52%	50%	51%	66%
						-				-	
Diff	0%	45%	-14%	29%	-13%	23%	13%	-7%	-4%	15%	-33%
Stein	1%	0%	2%	2%	0%	1%	1%	2%	0%	2%	2%
Oliver	1%	3%	0%	1%	0%	0%	0%	0%	0%	0%	0%
RFK, Jr	0%	0%	1%	0%	0%	1%	0%	0%	1%	3%	0%
West	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Und	3%	0%	4%	1%	0%	6%	2%	1%	4%	8%	0%
N=	588	137	451	239	76	274	242	100	49	51	35
2-Way Presidential Ballot											
	Total	Voted	Will	AV	EV	ED	Detr	GR/Kaz	F/S/BC	TC/C	Lan/
	47.		Vote				oit	/BC		ad	Jax
Harris	47.	71.3%	40.1	62.5	43.0	35.4	54.9			36.2	32.8
	48.		55.1	33.4	55.8	59.7	42.3	46.3%	47.0%	59.9	65.5
Trump	48.	26.8%									
								53.0%	49.4%		
	1.1		15.0	29.2	12.8	24.3	12.6			23.8	32.7
Diff	1.1	44.5%						-6.7%	-2.5%		
	4.1			4.1						3.9	
Und	4.1	1.9%	4.8%		1.3%	5.0%	2.8%	0.6%	3.6%		1.7%
	588			238.		273.	241.				
N=	588	137.2	450.7	238.7	75.6	273.8	241.6	99.2	50.5	50.9	34.8
7-Way US Senate Ballot											
	Total	Voted	Will	AV	EV	ED	Detr	GR/Kaz	F/S/BC	TC/C	Lan/
	45		Vote				oit	/BC		ad	Jax
Slotkin	45	68%	39%	64%	42%	31%	57%	42%	29%	37%	36%
	40										
Rogers	40	23%	46%	30%	53%	46%	32%	50%	40%	47%	58%
Diff	5%	45%	-7%	34%	-12%	16%	24%	-8%	-11%	10%	-22%
Marsh	1%	0%	1%	1%	0%	1%	1%	0%	0%	2%	2%
Stein	1%	0%	2%	1%	0%	2%	0%	0%	9%	0%	4%
Frizzell	1%	0%	2%	0%	0%	3%	3%	0%	0%	0%	0%
Dern	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

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Solis-Mullen	1%	3%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Und	10%	6%	12%	3%	5%	18%	8%	8%	23%	15%	0%
N=	589	137	452	239	76	275	242	100	51	51	35

2-Way US Senate Ballot

	Total	Voted	Will Vote	AV	EV	ED	Detroit	GR/Kaz /BC	F/S/BC	TC/C ad	Lan/Jax
Slotkin	47%	71%	39%	64%	43%	33%	58%	45%	29%	37%	36%
Rogers	43%	24%	49%	30%	56%	51%	35%	50%	55%	47%	58%
Diff	4%	47%	-10%	34%	-13%	19%	23%	-5%	-26%	10%	-22%
Und	10%	5%	11%	5%	2%	16%	6%	6%	17%	17%	6%
N=	588	137	450	239	76	273	242	100	51	51	35

Most Important Problem Solver

	Total	Voted	Will Vote	AV	EV	ED	Detroit	GR/Kaz /BC	F/S/BC	TC/C ad	Lan/Jax
Trump	48.2%	28.5%	54.2%	33.9%	56.2%	58.4%	41.8%	52.8%	48.9%	51.0%	65.2%
Harris	45.4%	69.0%	38.2%	58.4%	43.0%	34.7%	53.3%	45.3%	47.0%	35.5%	33.1%
Diff	2.8%	-40.5%	16.0%	24.5%	13.2%	23.7%	11.5%	7.5%	1.9%	15.5%	32.0%
Und	6.4%	2.5%	7.6%	7.6%	0.8%	6.9%	4.9%	1.9%	4.2%	13.6%	1.7%
N=	586.7	136.7	450.0	238.1	75.6	273.1	241.1	100.2	50.5	50.9	34.5

Friends Ballot

	Total	Voted	Will Vote	AV	EV	ED	Detroit	GR/Kaz /BC	F/S/BC	TC/C ad	Lan/Jax
Trump	45%	28%	50%	31%	51%	55%	38%	55%	49%	54%	63%
Harris	35%	51%	31%	48%	35%	24%	48%	29%	23%	21%	26%
Diff	10%	-23%	19%	17%	16%	31%	-10%	26%	27%	34%	37%
Stein	1%	0%	1%	1%	0%	0%	0%	0%	0%	2%	2%
Oliver	1%	3%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Und	18%	18%	18%	18%	14%	20%	14%	16%	28%	23%	10%

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Conducted October 14, 2024

Phone 517-351-4111 – 101 S. Washington Square – Suite 500 – Lansing, MI 48933

N=	589	137	452	239	76	275	242	100	51	51	35
Right Direction/Wrong Track											
	Total	Voted	Will	AV	EV	ED	Detr	GR/Kaz	F/S/BC	TC/C	Lan/Jax
	28		Vote				oit	/BC		ad	Jax
RD	%	38%	25%	34%	34%	21%	36%	25%	24%	16%	13%
WT	%	51%	67%	57%	63%	70%	57%	62%	54%	79%	79%
	-										
	36			-		-				-	
Diff	%	-13%	-43%	23%	-29%	49%	-21%	-37%	-30%	63%	-66%
Und	9%	11%	8%	9%	3%	9%	7%	12%	23%	5%	8%
N=	589	137	451	238	76	275	241	100	51	51	35
MI Right Direction/Wrong Track											
	Total	Voted	Will	AV	EV	ED	Detr	GR/Kaz	F/S/BC	TC/C	Lan/Jax
	41		Vote				oit	/BC		ad	Jax
RD	%	62%	35%	55%	42%	29%	50%	42%	28%	29%	27%
WT	%	31%	53%	33%	55%	58%	37%	47%	51%	65%	70%
	-										
Diff	-7%	31%	-18%	21%	-13%	29%	13%	-6%	-23%	36%	-43%
	11										
Und	%	7%	12%	12%	3%	13%	12%	11%	22%	6%	3%
N=	588	137	451	239	75	274	242	100	51	51	33
Most Important Problem Impacting Presidential Vote											
	Total	Voted	Will	AV	EV	ED	Detr	GR/Kaz	F/S/BC	TC/C	Lan/Jax
	31		Vote				oit	/BC		ad	Jax
Threats/D	%	45%	27%	40%	34%	22%	33%	29%	20%	23%	27%
em	27										
Econ/Inf	%	25%	27%	23%	26%	30%	27%	23%	31%	38%	25%
	21										
Border	%	11%	24%	14%	28%	26%	18%	26%	17%	22%	31%
	10										
Abortion	%	13%	8%	12%	8%	8%	9%	11%	22%	14%	4%
For/Aff	5%	2%	6%	4%	0%	8%	7%	4%	4%	3%	4%
Climate	2%	2%	1%	3%	1%	1%	3%	0%	3%	0%	3%
Healthcar	2%	1%	2%	1%	1%	3%	2%	5%	1%	0%	1%
e											
Crime/Pol	0%	1%	0%	1%	0%	0%	1%	1%	0%	0%	0%
ice											
Und	2%	1%	3%	2%	2%	3%	1%	0%	3%	0%	4%
N=	589	137	452	239	76	275	242	100	51	51	35

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Conducted October 14, 2024

Phone 517-351-4111 – 101 S. Washington Square – Suite 500 – Lansing, MI 48933

Are Things Better off Today Than They Were Four Years Ago

	Total	Voted	Will Vote	AV	EV	ED	Detr	GR/Kaz	F/S/BC	TC/C	Lan/Jax
	41										
Better	%	64%	34%	55%	44%	29%	51%	40%	30%	28%	29%
	53										
Worse	%	32%	60%	39%	56%	65%	45%	51%	54%	72%	71%
	-										
	12										
Diff	%	32%	-26%	16%	-13%	36%	6%	-11%	-24%	44%	-42%
Und	%	4%	6%	6%	0%	6%	3%	10%	16%	0%	0%
N=	589	137	452	239	76	275	242	100	51	51	35

Regardless of Who You Are Voting For Who Do You Think Will Win

	Total	Voted	Will Vote	AV	EV	ED	Detr	GR/Kaz	F/S/BC	TC/C	Lan/Jax
	41										
Trump	%	26%	46%	29%	52%	50%	39%	44%	41%	35%	52%
	36										
Harris	%	47%	33%	45%	34%	29%	44%	32%	43%	24%	26%
	-										
Diff	%	-21%	13%	17%	18%	21%	-5%	13%	-2%	11%	26%
	22										
Und	%	26%	21%	26%	14%	21%	17%	24%	16%	42%	22%
N=	585	137	448	239	76	271	240	98	51	51	35

Did Trump's Detroit Econic Club Speech Make You More Or Less Likely To Vote For Him

	Total	Voted	Will Vote	AV	EV	ED	Detr	GR/Kaz	F/S/BC	TC/C	Lan/Jax
	42										
More Likely	%	26%	46%	30%	51%	49%	32%	44%	47%	46%	63%
	50										
Less Likely	%	70%	44%	64%	44%	39%	56%	48%	49%	47%	35%
	-										
Diff	%	-44%	3%	34%	8%	10%	-24%	-4%	-2%	-1%	27%
	9%	4%	10%	6%	5%	12%	12%	7%	4%	8%	2%
N=	589	137	452	239	76	275	242	100	51	51	35

Did TV Ads Impact My Vote

	Total	Voted	Will Vote	AV	EV	ED	Detr	GR/Kaz	F/S/BC	TC/C	Lan/Jax
	15										
Agree	%	20%	14%	19%	18%	11%	19%	18%	8%	9%	9%
	80										
Disagree	%	77%	81%	77%	82%	82%	77%	80%	71%	90%	86%

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MICHIGAN NEWS SOURCE – MIRS Michigan Poll (N=589 LV's)

Conducted October 14, 2024

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	-										
	65										
Diff	%	-56%	-68%	59%	-64%	71%	-58%	-62%	-63%	82%	-78%
Und	5%	3%	5%	4%	0%	6%	3%	2%	21%	1%	5%
N=	588	137	451	238	76	275	242	99	51	51	35

Are Elections Secure

	Total	Voted	Will Vote	AV	EV	ED	Detr	GR/Kaz	F/S/BC	TC/C	Lan/Jax
	52										
Agree	%	74%	45%	65%	52%	40%	62%	53%	39%	37%	48%
	43										
Disagree	%	26%	48%	31%	48%	52%	35%	42%	37%	61%	48%
Diff	9%	48%	-3%	34%	4%	12%	27%	12%	1%	25%	0%
Und	5%	0%	7%	4%	1%	8%	3%	5%	24%	2%	3%
N=	589	137	452	239	76	275	242	100	51	51	35

Did the Whitmer Video Feeding a Dorito to a Woman That Looked Like Communion Make You More or Less Likely to Vote For Harris

	Total	Voted	Will Vote	AV	EV	ED	Detr	GR/Kaz	F/S/BC	TC/C	Lan/Jax
	20										
More Likely	%	28%	17%	23%	23%	16%	25%	13%	9%	19%	22%
	45										
Less Likely	%	34%	48%	34%	48%	54%	41%	48%	46%	48%	61%
	-										
Diff	25%	-5%	-31%	11%	-25%	38%	-16%	-35%	-37%	29%	-39%
	35										
Und	%	38%	34%	43%	29%	30%	34%	38%	45%	33%	17%
N=	584	134	451	235	75	274	239	99	51	51	35

2020 Presidential Vote

	Total	Voted	Will Vote	AV	EV	ED	Detr	GR/Kaz	F/S/BC	TC/C	Lan/Jax
	48										
Biden	%	69%	42%	63%	46%	36%	59%	46%	29%	38%	37%
	45										
Trump	%	24%	51%	28%	54%	57%	35%	52%	63%	49%	55%
DNV 2020	4%	5%	4%	5%	0%	4%	2%	0%	5%	13%	6%
Other	2%	2%	2%	3%	0%	1%	2%	1%	0%	0%	3%
Und	1%	0%	1%	1%	0%	2%	1%	0%	3%	0%	0%
N=	589	137	452	239	76	275	242	100	51	51	35

Voter's News Source

	Total	Voted	Will Vote	AV	EV	ED	Detr	GR/Kaz	F/S/BC	TC/C	Lan/Jax
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MICHIGAN NEWS SOURCE – MIRS Michigan Poll (N=589 LV's)

Conducted October 14, 2024

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News	21										
Websites	%	20%	21%	22%	30%	17%	15%	31%	12%	23%	22%
	21										
Cable TV	%	27%	19%	25%	19%	17%	24%	22%	23%	20%	18%
	19										
Net TV	%	28%	16%	22%	11%	18%	24%	13%	23%	22%	16%
	15										
Other	%	12%	16%	12%	11%	18%	13%	12%	6%	14%	17%
	12										
Other SM	%	7%	13%	9%	11%	15%	11%	10%	29%	13%	1%
X	4%	1%	5%	1%	6%	7%	4%	1%	3%	1%	16%
NP's	3%	2%	3%	4%	3%	2%	5%	1%	0%	0%	2%
Radio	2%	0%	3%	2%	4%	2%	1%	6%	2%	1%	4%
Facebook	2%	3%	2%	2%	3%	2%	2%	3%	2%	4%	3%
Instagram	1%	0%	1%	1%	3%	1%	1%	1%	0%	1%	0%
N=	589	137	452	239	76	275	242	100	51	51	35

Regardless of Vote Who Would Be The Best Vice-Presidnet

	Total	Voted	Will Vote	AV	EV	ED	Detroit	GR/Kaz /BC	F/S/BC	TC/C ad	Lan/Jax
	47										
Walz	%	67%	41%	64%	43%	34%	56%	42%	48%	38%	33%
	48										
Vance	%	27%	54%	33%	56%	58%	42%	53%	46%	49%	62%
						-				-	
Diff	0%	40%	-12%	30%	-14%	23%	14%	-11%	2%	12%	-30%
Und	5%	5%	5%	3%	1%	8%	3%	4%	6%	13%	5%
N=	589	137	452	239	76	275	242	100	51	51	35

Gender

	Total	Voted	Will Vote	AV	EV	ED	Detroit	GR/Kaz /BC	F/S/BC	TC/C ad	Lan/Jax
	53										
F	%	44%	56%	54%	52%	52%	51%	66%	49%	59%	51%
	46										
M	%	55%	43%	45%	46%	47%	48%	33%	51%	41%	46%
NB	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	2%
N=	589	137	452	239	76	275	242	100	51	51	35

Age

	Total	Voted	Will Vote	AV	EV	ED	Detroit	GR/Kaz /BC	F/S/BC	TC/C ad	Lan/Jax
	12										
18-29	%	11%	12%	8%	8%	16%	14%	11%	18%	6%	13%
	21										
30-44	%	9%	25%	14%	26%	25%	24%	23%	7%	16%	12%

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MICHIGAN NEWS SOURCE – MIRS Michigan Poll (N=589 LV's)

Conducted October 14, 2024

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45-64	37										
	%	41%	36%	37%	38%	37%	35%	36%	47%	38%	37%
65 +	30										
	%	39%	27%	41%	28%	21%	28%	30%	28%	41%	37%
N=	589	137	452	239	76	275	242	100	51	51	35

Race

	Total	Voted	Will Vote	AV	EV	ED	Detroit	GR/Kaz /BC	F/S/BC	TC/C ad	Lan/Jax
W	81	74%	83%	74%	88%	85%	74%	87%	79%	100%	98%
AA	13	24%	10%	21%	11%	6%	21%	6%	11%	0%	2%
Other	6	2%	7%	5%	1%	8%	5%	7%	11%	0%	0%
N=	589	137	452	239	76	275	242	100	51	51	35

Union House Hold

	Total	Voted	Will Vote	AV	EV	ED	Detroit	GR/Kaz /BC	F/S/BC	TC/C ad	Lan/Jax
Non-Union HH	75	78%	75%	80%	63%	75%	66%	78%	83%	79%	81%
Union HH	25	22%	25%	20%	37%	25%	34%	22%	17%	21%	19%
N=	587	137	450	238	76	274	242	99	51	51	35

Will Union Member Vote for Union Endorsed Candidate

	Total	Voted	Will Vote	AV	EV	ED	Detroit	GR/Kaz /BC	F/S/BC	TC/C ad	Lan/Jax
Very Likely Smwt	15	20%	13%	19%	14%	12%	21%	6%	9%	11%	9%
Likely Smwt	9	13%	8%	13%	12%	5%	10%	5%	8%	12%	9%
Unlikely	5	6%	5%	6%	2%	6%	6%	4%	5%	5%	5%
Very Unlikely	38	31%	40%	32%	45%	40%	33%	42%	36%	40%	45%
Und	33	30%	34%	31%	27%	36%	29%	44%	41%	32%	32%
N=	562	131	430	229	71	262	233	94	46	50	33

Party Strength

	Total	Voted	Will Vote	AV	EV	ED	Detroit	GR/Kaz /BC	F/S/BC	TC/C ad	Lan/Jax
Straight	54	57%	53%	55%	71%	48%	64%	54%	42%	24%	43%
Almost all	24	25%	24%	23%	13%	28%	16%	29%	38%	28%	31%

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MICHIGAN NEWS SOURCE – MIRS Michigan Poll (N=589 LV's)

Conducted October 14, 2024

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Mostly	10%	9%	10%	12%	4%	10%	10%	11%	8%	19%	13%
About half	6%	4%	7%	5%	12%	6%	7%	3%	8%	17%	6%
Und	5%	4%	6%	5%	0%	7%	3%	3%	3%	12%	7%
N=	585	137	448	238	72	275	239	100	51	51	33

Area

	Total	Voted	Will Vote	AV	EV	ED	Detr	GR/Kaz	F/S/BC	TC/C	Lan/Jax
Detroit	5%	12%	3%	11%	0%	1%	9%	0%	0%	0%	0%
Tri-County	34%	36%	33%	32%	43%	34%	71%	0%	0%	0%	2%
Outstate	61%	52%	64%	57%	57%	65%	20%	100%	100%	100%	98%
N=	589	137	452	239	76	275	242	100	51	51	35

TV**Market**

	Total	Voted	Will Vote	AV	EV	ED	Detr	GR/Kaz	F/S/BC	TC/C	Lan/Jax
Detroit	41%	50%	39%	43%	52%	37%	100%	0%	0%	0%	0%
GR/Kaz/B	17%	14%	18%	16%	14%	18%	0%	100%	0%	0%	0%
C	9%	5%	10%	5%	9%	12%	0%	0%	100%	0%	0%
F/S/BC	9%	9%	9%	11%	8%	7%	0%	0%	0%	0%	0%
TC/Cad	9%	9%	9%	11%	8%	7%	0%	0%	0%	0%	0%
Lan/Jax	6%	4%	6%	5%	6%	6%	0%	0%	0%	0%	0%
Other	18%	19%	18%	19%	11%	20%	0%	0%	0%	0%	0%
Mkts	18%	19%	18%	19%	11%	20%	0%	0%	0%	0%	0%
N=	586	137	450	236	75	275	242	100	51	51	35

Abortion

	Total	Voted	Will Vote	AV	EV	ED	Detr	GR/Kaz	F/S/BC	TC/C	Lan/Jax
Str Life	25%	13%	29%	18%	38%	28%	17%	35%	24%	23%	25%
Smwt Life	17%	7%	20%	11%	23%	21%	21%	11%	13%	19%	30%
Smwt	12%	16%	11%	11%	4%	15%	13%	13%	17%	12%	7%
Choice	43%	60%	38%	56%	35%	34%	47%	37%	43%	44%	35%
Str Choice	3%	4%	2%	4%	0%	2%	2%	4%	3%	2%	3%
Und	3%	4%	2%	4%	0%	2%	2%	4%	3%	2%	3%
N=	589	137	452	239	76	275	242	100	51	51	35

Education

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	Total	Voted	Will Vote	AV	EV	ED	Detroit	GR/Kaz/BC	F/S/BC	TC/Cad	Lan/Jax
Master's +	16%	24%	13%	21%	18%	11%	21%	17%	5%	9%	9%
Coll Grad	20%	17%	21%	22%	17%	19%	19%	24%	18%	23%	23%
Coll/Trade	45%	39%	47%	42%	49%	46%	46%	40%	52%	50%	42%
No Coll	19%	20%	19%	14%	16%	24%	15%	19%	25%	18%	25%
Und	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N=	589	137	452	239	76	275	242	100	51	51	35

Crosstabs

Total N=

	Total	DEM	GOP	Und	Harris	Trump	Und	Trump	Harris	Stein + Oliver	Und
Total	100%	44%	47%	9%	47%	49%	4%	45%	35%	1%	18%
N=	589	262	276	51	279	285	24	264	208	8	109

Nov 2024 Voter

	Total	DEM	GOP	Und	Harris	Trump	Und	Trump	Harris	Stein + Oliver	Und
Voted	23%	37%	14%	3%	35%	13%	11%	15%	34%	47%	23%
Will Vote	77%	63%	86%	97%	65%	87%	89%	85%	66%	53%	77%
N=	589	262	276	51	279	285	24	264	208	8	109

Type of Vote

	Total	DEM	GOP	Und	Harris	Trump	Und	Trump	Harris	Stein + Oliver	Und
AV	41%	55%	28%	33%	54%	28%	40%	28%	56%	87%	39%
EV	13%	12%	15%	3%	12%	15%	4%	15%	13%	0%	10%
ED	47%	33%	57%	63%	35%	57%	56%	57%	32%	13%	51%
N=	589	262	276	51	279	285	24	264	208	8	109

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Enthusiasm

	Total	DEM	GOP	Und	Harris	Trump	Und	Trump	Harris	Stein + Oliv er	Und
Very	71%	80%	71%	26%	76%	71%	15%	72%	78%	0%	62%
Smwt	16%	14%	15%	31%	18%	15%	1%	17%	15%	0%	17%
Not Very	5%	3%	6%	12%	3%	6%	18%	5%	3%	22%	7%
Not at all	7%	3%	6%	28%	3%	6%	60%	4%	4%	78%	14%
Und	1%	0%	2%	3%	0%	2%	6%	2%	1%	0%	1%
N=	589	262	276	51	279	285	24	264	208	8	109

Party

	Total	DEM	GOP	Und	Harris	Trump	Und	Trump	Harris	Stein + Oliv er	Und
DEM	38%	83%	2%	4%	79%	1%	5%	7%	80%	10%	34%
GOP	38%	2%	77%	9%	2%	76%	1%	73%	3%	0%	22%
IND	24%	15%	21%	87%	19%	23%	94%	20%	17%	90%	44%
N=	589	262	276	51	279	285	24	264	208	8	109

Harris ID

	Total	DEM	GOP	Und	Harris	Trump	Und	Trump	Harris	Stein + Oliv er	Und
Fav	47%	98%	2%	27%	98%	0%	1%	9%	93%	0%	54%
UnFav	52%	2%	98%	65%	2%	100%	81%	91%	6%	100%	43%
Diff	-6%	96%	-96%	38%	97%	100%	-80%	-83%	87%	100%	12%
Und	1%	0%	0%	8%	0%	0%	17%	0%	1%	0%	3%
N=	589	262	276	51	279	285	24	264	208	8	109

Trump ID

	Total	DEM	GOP	Und	Harris	Trump	Und	Trump	Harris	Stein + Oliv er	Und
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Fav	46%	0%	92%	30%	0%	94%	13%	87%	4%	0%	30%
UnFav	53%	100%	8%	61%	100%	6%	69%	13%	95%	100%	68%
Diff	-7%	-99%	84%	31%	100%	87%	-56%	74%	-91%	100%	-38%
Und	1%	0%	0%	8%	0%	0%	17%	0%	1%	0%	3%
N=	589	262	276	51	279	285	24	264	208	8	109

Generic House Ballot Question

	Total	DEM	GOP	Und	Harris	Trump	Und	Trump	Harris	Stein + Oliver	Und
DEM	44%	100%	0%	0%	93%	0%	6%	9%	91%	0%	46%
GOP	47%	0%	100%	0%	2%	93%	19%	88%	4%	47%	29%
Diff	-2%	100%	100%	0%	90%	93%	-12%	-80%	87%	47%	17%
Und	9%	0%	0%	100%	5%	6%	75%	3%	5%	53%	25%
N=	589	262	276	51	279	285	24	264	208	8	109

8-Way Presidential Ballot

	Total	DEM	GOP	Und	Harris	Trump	Und	Trump	Harris	Stein + Oliver	Und
Harris	47%	98%	2%	27%	99%	0%	0%	8%	94%	0%	54%
Trump	47%	0%	95%	28%	0%	98%	0%	90%	5%	0%	28%
Diff	0%	98%	-93%	-1%	99%	98%	0%	-82%	89%	0%	27%
Stein	1%	1%	0%	9%	1%	0%	22%	0%	1%	53%	2%
Oliver	1%	0%	1%	0%	0%	0%	11%	0%	0%	47%	0%
RFK, Jr	0%	0%	0%	2%	0%	0%	3%	1%	0%	0%	1%
West	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%
Und	3%	0%	1%	33%	0%	2%	61%	1%	1%	0%	16%
N=	588	261	276	51	277	285	24	264	208	8	108

2-Way Presidential Ballot

	Total	DEM	GOP	Und	Harris	Trump	Und	Trump	Harris	Stein + Oliver	Und
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Harris	47.4%	99.0%	2.2%	28.0%	####	##	0.0%	0.0%	8.4%	93.8%	0.0%	56.8%
Trump	48.5%	0.4%	96.1%	36.3%	####	##	0.0%	0.0%	90.8%	4.7%	11.9%	31.8%
Diff	1.1%	98.6%	93.9%	8.3%	####	####	0.0%	-82.4%	89.2%	11.9%	25.0%	
Und	4.1%	0.6%	1.6%	35.7%	0.0%	0.0%	####	##	0.9%	1.5%	88.1%	11.3%
N=	588	260.7	276.0	51.0	278.5	2	24.2	264.4	207.3	7.5	108.	7

7-Way US Senate Ballot

	Total	DEM	GOP	Und	Harris	Trump	Und	Trump	Harris	Stein + Oliver	Und
Slotkin	45%	96%	2%	19%	92%	4%	0%	9%	93%	0%	46%
Rogers	40%	0%	85%	8%	1%	82%	7%	77%	3%	0%	26%
Diff	5%	96%	-82%	12%	91%	78%	-7%	-68%	89%	0%	20%
Marsh	1%	0%	0%	8%	0%	0%	20%	0%	0%	53%	0%
Stein	1%	0%	2%	3%	0%	2%	0%	2%	0%	0%	0%
Frizzell	1%	0%	2%	1%	0%	2%	2%	2%	0%	0%	1%
Dern	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Solis-Mullen	10%	0%	1%	0%	0%	0%	11%	0%	0%	47%	0%
Und	10%	3%	7%	61%	6%	10%	60%	9%	4%	0%	26%
N=	589	262	276	51	279	285	24	264	208	8	109

2-Way US Senate Ballot

	Total	DEM	GOP	Und	Harris	Trump	Und	Trump	Harris	Stein + Oliver	Und
Slotkin	47%	98%	3%	21%	94%	4%	7%	11%	94%	0%	48%
Rogers	43%	0%	88%	25%	4%	85%	8%	80%	3%	12%	34%
Diff	4%	98%	-85%	-3%	90%	82%	-1%	-69%	91%	12%	14%
Und	10%	1%	9%	54%	2%	11%	85%	9%	3%	88%	18%
N=	588	262	275	51	279	284	24	263	208	8	109

Most Important Problem Solver

	Total	DEM	GOP	Und	Harri s	Tru mp	Und	Trump	Harris	Stei n + Oliv er	Und
Trump	48.2%	0.3%	96.4%	34.3%	0.3%	97.4%	24.5%	90.8%	4.7%	46.9%	28.5%
Harris	45.4%	96.2%	1.7%	20.7%	95.4%	0.0%	0.0%	7.7%	90.8%	0.0%	52.9%
Diff	2.8%	-95.9%	94.7%	13.6%	95.1%	97.4%	24.5%	83.2%	-86.2%	46.9%	24.4%
Und	6.4%	3.5%	2.0%	45.1%	4.2%	2.6%	75.5%	1.5%	4.5%	53.1%	18.7%
N=	586	261.2	274.2	51.0	278.0	283.4	24.2	262.7	207.8	7.5	108.7

Friends Ballot

	Total	DEM	GOP	Und	Harri s	Tru mp	Und	Trump	Harris	Stei n + Oliv er	Und
Trump	45%	9%	84%	18%	8%	84%	9%	100%	0%	0%	0%
Harris	35%	72%	3%	21%	70%	3%	13%	0%	100%	0%	0%
Diff	10%	-64%	81%	-3%	-62%	81%	-3%	100%	-100%	0%	0%
Stein + Oliver	18%	0%	1%	8%	0%	0%	27%	0%	0%	100%	0%
Und	18%	19%	11%	53%	22%	12%	51%	0%	0%	0%	100%
N=	589	262	276	51	279	285	24	264	208	8	109

Right Direction/Wrong Track

	Total	DEM	GOP	Und	Harri s	Tru mp	Und	Trump	Harris	Stei n + Oliv er	Und
RD	28%	61%	1%	4%	58%	0%	0%	5%	59%	0%	27%
WT	64%	26%	97%	73%	26%	99%	79%	93%	30%	100%	55%
Diff	36%	35%	-96%	69%	32%	99%	-79%	-88%	29%	100%	-28%
Und	9%	13%	2%	24%	16%	0%	21%	3%	12%	0%	18%

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N=	589	261	276	51	278	285	24	264	208	8	109
MI Right Direction/Wrong Track											
	Total	DEM	GOP	Und	Harris	Trump	Und	Trump	Harris	Stein + Oliver	Und
RD	41%	88%	2%	10%	84%	1%	17%	8%	84%	29%	42%
WT	48%	3%	90%	47%	3%	91%	57%	85%	5%	71%	38%
Diff	-7%	85%	-87%	37%	82%	90%	-40%	-77%	79%	41%	4%
Und	11%	9%	8%	42%	13%	8%	26%	8%	12%	0%	20%
N=	588	261	276	51	277	285	24	264	207	8	109

Most Important Problem Impacting Presidential Vote

	Total	DEM	GOP	Und	Harris	Trump	Und	Trump	Harris	Stein + Oliver	Und
Threats/Dem	31%	58%	9%	10%	56%	8%	20%	8%	59%	35%	31%
Econ/Inf	27%	14%	38%	32%	13%	40%	21%	38%	15%	0%	24%
Border	21%	2%	42%	8%	1%	42%	4%	39%	1%	12%	16%
Abortion	10%	14%	4%	17%	17%	3%	0%	7%	11%	0%	15%
For/Aff	5%	4%	4%	19%	5%	5%	22%	5%	5%	53%	3%
Climate	2%	3%	0%	0%	3%	0%	4%	1%	3%	0%	1%
Healthcare	2%	3%	1%	0%	4%	0%	0%	0%	4%	0%	2%
Crime/Police	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%
Und	2%	1%	1%	14%	1%	1%	29%	1%	1%	0%	7%
N=	589	262	276	51	279	285	24	264	208	8	109

Are Things Better off Today Than They Were Four Years Ago

	Total	DEM	GOP	Und	Harris	Trump	Und	Trump	Harris	Stein + Oliver	Und
Bettter	41%	86%	4%	12%	84%	2%	11%	9%	84%	0%	40%
Worse	53%	8%	94%	63%	8%	97%	70%	90%	10%	78%	46%

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	-										
	12										
Diff	%	78%	-90%	50%	76%	95%	-59%	-81%	74%	78%	-7%
Und	5%	6%	1%	25%	8%	1%	19%	1%	6%	22%	14%
N=	589	262	276	51	279	285	24	264	208	8	109

Regardless of Who You Are Voting For Who Do You Think Will Win

	Total	DEM	GOP	Und	Harri s	Tru mp	Und	Trump	Harris	Stein + Oliv er	Und
Trump	41%	4%	78%	33%	3%	78%	44%	75%	6%	79%	25%
Harris	36%	74%	3%	26%	75%	1%	12%	5%	79%	0%	34%
Diff	5%	-69%	75%	6%	-71%	77%	32%	70%	-73%	79%	-9%
Und	22%	22%	19%	41%	22%	21%	45%	20%	15%	21%	41%
N=	585	259	275	51	275	284	24	264	204	8	109

Did Trump's Detroit Econic Club Speech Make You More Or Less Likely To Vote For Him

	Total	DEM	GOP	Und	Harri s	Tru mp	Und	Trump	Harris	Stein + Oliv er	Und
More Likely	42%	1%	84%	24%	1%	83%	28%	79%	3%	47%	26%
Less Likely	50%	99%	4%	45%	99%	3%	34%	10%	94%	53%	62%
Diff	-8%	-98%	79%	21%	-98%	80%	-6%	69%	-91%	-6%	-36%
Und	9%	1%	12%	31%	1%	14%	38%	11%	4%	0%	12%
N=	589	262	276	51	279	285	24	264	208	8	109

Did TV Ads Impact My Vote

	Total	DEM	GOP	Und	Harri s	Tru mp	Und	Trump	Harris	Stein + Oliv er	Und
Agree	15%	23%	9%	4%	23%	8%	3%	9%	25%	0%	13%
Disagree	80%	74%	88%	71%	71%	89%	82%	89%	71%	100%	74%
Diff	65%	-50%	-79%	68%	-48%	80%	-79%	-80%	-47%	100%	-61%
Und	5%	3%	2%	25%	6%	3%	15%	2%	4%	0%	13%

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N= 588 262 275 51 279 284 24 263 208 8 109
Are Elections Secure

	Total	DEM	GOP	Und	Harris	Trump	Und	Trump	Harris	Stein + Oliv er	Und
Agree	52%	96%	15%	24%	94%	15%	6%	21%	91%	0%	54%
Disagree	43%	2%	81%	44%	1%	81%	65%	75%	6%	87%	34%
Diff	9%	94%	-67%	19%	92%	67%	-59%	-53%	85%	87%	19%
Und	5%	1%	4%	32%	5%	4%	28%	4%	3%	13%	12%
N=	589	262	276	51	279	285	24	264	208	8	109

Did the Whitmer Video Feeding a Dorito to a Woman That Looked Like Communion Make You More or Less Likely to Vote For Harris

	Total	DEM	GOP	Und	Harris	Trump	Und	Trump	Harris	Stein + Oliv er	Und
More Likely	20%	41%	2%	9%	38%	4%	3%	3%	44%	0%	17%
Less Likely	45%	6%	85%	28%	5%	84%	44%	82%	7%	60%	28%
Diff	25%	35%	-83%	19%	32%	80%	-41%	-79%	37%	60%	-11%
Und	35%	54%	13%	64%	57%	13%	54%	15%	50%	40%	55%
N=	584	258	276	51	274	285	24	264	204	8	109

2020 Presidential Vote

	Total	DEM	GOP	Und	Harris	Trump	Und	Trump	Harris	Stein + Oliv er	Und
Biden	48%	96%	6%	28%	94%	4%	35%	13%	93%	53%	46%
Trump	45%	1%	89%	34%	4%	88%	10%	83%	3%	12%	35%
DNV 2020	4%	2%	4%	15%	2%	5%	15%	3%	1%	0%	11%
Other	2%	0%	2%	12%	0%	2%	16%	0%	3%	35%	2%
Und	1%	0%	0%	12%	0%	0%	24%	0%	0%	0%	5%
N=	589	262	276	51	279	285	24	264	208	8	109

Voter's News Source

	Total	DEM	GOP	Und	Harris	Trump	Und	Trump	Harris	Stein + Oliv er	Und
News Websites	21										
	%	26%	18%	11%	25%	17%	21%	20%	24%	8%	18%
Cable TV	21										
	%	24%	21%	3%	22%	21%	0%	22%	21%	0%	18%
Net TV	19										
	%	23%	17%	11%	23%	16%	3%	17%	25%	0%	14%
Other	15										
	%	10%	19%	18%	10%	18%	29%	16%	11%	47%	17%
Other SM	12										
X	%	9%	9%	42%	12%	11%	24%	8%	10%	13%	24%
NP's	4%	1%	7%	7%	1%	7%	12%	7%	1%	0%	4%
Radio	3%	5%	1%	0%	5%	1%	1%	1%	5%	0%	2%
Facebook	2%	1%	4%	3%	1%	4%	7%	4%	1%	22%	1%
Instagram	2%	0%	4%	2%	1%	4%	0%	4%	0%	0%	2%
N=	1%	1%	1%	2%	1%	1%	3%	2%	1%	10%	0%
	589	262	276	51	279	285	24	264	208	8	109

Regardless of Vote Who Would Be The Best Vice-President

	Total	DEM	GOP	Und	Harris	Trump	Und	Trump	Harris	Stein + Oliv er	Und
Walz	47										
	%	97%	3%	31%	97%	1%	21%	8%	94%	0%	56%
Vance	48										
	%	1%	95%	31%	1%	95%	18%	88%	4%	12%	33%
Diff	0%	96%	-92%	0%	95%	94%	3%	-80%	89%	12%	23%
Und	5%	2%	2%	38%	2%	3%	61%	3%	2%	88%	10%
N=	589	262	276	51	279	285	24	264	208	8	109

Gender

	Total	DEM	GOP	Und	Harris	Trump	Und	Trump	Harris	Stein + Oliv er	Und
F	53										
	%	52%	52%	59%	53%	53%	52%	55%	54%	35%	49%
M	46										
	%	47%	46%	40%	47%	45%	47%	45%	45%	53%	49%
NB	1%	1%	2%	0%	0%	1%	1%	1%	1%	12%	1%
N=	589	262	276	51	279	285	24	264	208	8	109

Age

	Total	DEM	GOP	Und	Harri s	Tru mp	Und	Trump	Harris	Stei n + Oliv er	Und
18-29	12%	11%	12%	19%	13%	11%	20%	12%	10%	47%	13%
30-44	21%	19%	18%	45%	20%	21%	38%	18%	23%	31%	23%
45-64	37%	38%	37%	30%	36%	38%	34%	40%	37%	22%	30%
65 +	30%	32%	33%	5%	31%	31%	8%	30%	30%	0%	34%
N=	589	262	276	51	279	285	24	264	208	8	109

Race

	Total	DEM	GOP	Und	Harri s	Tru mp	Und	Trump	Harris	Stei n + Oliv er	Und
W	81%	74%	91%	67%	75%	90%	54%	90%	65%	78%	89%
AA	13%	23%	5%	4%	22%	5%	6%	5%	28%	12%	3%
Other	6%	3%	5%	29%	3%	6%	41%	5%	7%	10%	8%
N=	589	262	276	51	279	285	24	264	208	8	109

**Union House
Hold**

	Total	DEM	GOP	Und	Harri s	Tru mp	Und	Trump	Harris	Stei n + Oliv er	Und
Non- Union HH	75%	76%	73%	87%	76%	73%	95%	70%	76%	87%	86%
Union HH	25%	24%	27%	13%	24%	27%	5%	30%	24%	13%	14%
N=	587	261	275	51	279	284	24	263	207	8	109

Will Union Member Vote for Union Endorsed Candidate

	Total	DEM	GOP	Und	Harri s	Tru mp	Und	Trump	Harris	Stei n + Oliv er	Und
Very Likely	15%	29%	4%	2%	28%	4%	0%	3%	31%	0%	14%
Smwt Likely	9%	18%	2%	3%	17%	2%	2%	2%	15%	0%	14%

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Smwt											
Unlikely	5%	3%	7%	11%	3%	7%	20%	7%	2%	0%	7%
Very	38										
Unlikely	%	15%	61%	34%	14%	61%	46%	59%	18%	60%	23%
	33										
Und	%	36%	27%	49%	38%	27%	32%	28%	34%	40%	41%
N=	562	255	258	49	270	267	24	248	201	8	105

Party Strength

	Total	DEM	GOP	Und	Harri	Tru	Und	Trump	Harris	Stein +	Oliv	Und
	54				s	mp				er		
Straight	%	59%	52%	37%	60%	49%	44%	49%	64%	80%	42%	
	24											
Almost all	%	23%	29%	2%	21%	29%	3%	32%	17%	0%	22%	
	10											
Mostly	%	13%	8%	8%	12%	9%	3%	10%	10%	12%	10%	
About half	6%	4%	6%	25%	5%	7%	10%	6%	7%	0%	7%	
Und	5%	1%	5%	28%	2%	6%	40%	3%	1%	8%	19%	
N=	585	259	275	51	276	284	24	263	208	8	107	

Area

	Total	DEM	GOP	Und	Harri	Tru	Und	Trump	Harris	Stein +	Oliv	Und
	34				s	mp				er		
Detroit	5%	9%	2%	0%	9%	2%	0%	2%	11%	12%	0%	
	61											
Tri-County	%	39%	30%	29%	38%	29%	47%	30%	41%	32%	30%	
	61											
Outstate	%	51%	68%	71%	53%	69%	53%	68%	47%	56%	70%	
N=	589	262	276	51	279	285	24	264	208	8	109	

TV**Market**

	Total	DEM	GOP	Und	Harri	Tru	Und	Trump	Harris	Stein +	Oliv	Und
	41				s	mp				er		
Detroit	%	50%	35%	28%	48%	36%	28%	35%	55%	10%	31%	
	17											
GR/Kaz/B	%	17%	19%	3%	17%	19%	3%	21%	14%	0%	15%	
	17											
C	%	9%	6%	8%	23%	9%	9%	7%	10%	5%	0%	13%
	17											
F/S/BC	9%	7%	10%	11%	7%	11%	8%	11%	5%	13%	11%	
	17											
TC/Cad	9%	4%	8%	7%	4%	8%	2%	8%	4%	8%	3%	
	17											
Lan/Jax	6%											

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MICHIGAN NEWS SOURCE – MIRS Michigan Poll (N=589 LV's)

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Other Mkts	18 %	16%	20%	27%	17%	17%	52%	15%	16%	69%	27%
N=	586	262	273	51	279	282	24	262	208	8	109

Abortion

	Total	DEM	GOP	Und	Harri s	Tru mp	Und	Trump	Harris	Stei n + Oliv er	Und
Str Life	25 %	8%	44%	14%	7%	43%	26%	40%	11%	0%	18%
Smwt Life	17 %	1%	33%	17%	2%	33%	6%	30%	4%	0%	13%
Smwt Choice	12 %	12%	13%	10%	12%	12%	13%	13%	10%	0%	13%
Str Choice	43 %	79%	7%	52%	79%	8%	44%	12%	75%	88%	53%
Und	3%	0%	4%	7%	0%	4%	12%	4%	0%	12%	3%
N=	589	262	276	51	279	285	24	264	208	8	109

Education

	Total	DEM	GOP	Und	Harri s	Tru mp	Und	Trump	Harris	Stei n + Oliv er	Und
Master's +	16 %	22%	12%	9%	21%	10%	30%	10%	24%	57%	12%
Coll Grad	20 %	24%	16%	20%	23%	16%	36%	17%	25%	21%	17%
Coll/Trade	45 %	43%	46%	52%	42%	49%	34%	48%	39%	22%	52%
No Coll	19 %	11%	26%	19%	15%	25%	0%	25%	12%	0%	20%
Und	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N=	589	262	276	51	279	285	24	264	208	8	109

Crosstabs

Total N=

	Total	Threats/ Dem	Econ /Inf	Bor der	Abort ion	For/ Aff	Clim ate	Health care	Crime/P olice	Und
Total	100 %	31%	27%	21%	10%	5%	2%	2%	0%	2%
N=	589	182	158	125	56	31	10	10	3	13

Nov 2024 Voter

	Total	Threats/ Dem	Econ /Inf	Bor der	Abort ion	For/ Aff	Clim ate	Health care	Crime/P olice	Und
Voted	23 %	34%	21%	12%	33%	7%	33%	7%	24%	12%
Will Vote	77 %	66%	79%	88%	67%	93%	67%	93%	76%	88%
N=	589	182	158	125	56	31	10	10	3	13

Type of Vote

	Total	Threats/ Dem	Econ /Inf	Bor der	Abort ion	For/ Aff	Clim ate	Health care	Crime/P olice	Und
AV	41 %	52%	35%	26%	53%	31%	62%	25%	68%	36%
EV	13 %	14%	13%	17%	10%	0%	9%	6%	0%	11%
ED	47 %	34%	52%	57%	37%	69%	29%	68%	32%	53%
N=	589	182	158	125	56	31	10	10	3	13

Enthusiasm

	Total	Threats/ Dem	Econ /Inf	Bor der	Abort ion	For/ Aff	Clim ate	Health care	Crime/P olice	Und
Very	71 %	87%	66%	69%	72%	44%	60%	52%	76%	23%
Smwt	16 %	8%	20%	21%	26%	12%	5%	18%	24%	0%
Not Very	5%	1%	5%	5%	2%	14%	20%	30%	0%	22%
Not at all	7%	4%	8%	4%	0%	30%	16%	0%	0%	45%
Und	1%	1%	2%	1%	0%	0%	0%	0%	0%	10%
N=	589	182	158	125	56	31	10	10	3	13

Party

	Total	Threats/ Dem	Econ /Inf	Bor der	Abort ion	For/ Aff	Clim ate	Health care	Crime/P olice	Und
DEM	38 %	71%	17%	2%	65%	30%	70%	94%	44%	15%
GOP	38 %	13%	49%	83%	19%	14%	0%	0%	56%	20%
IND	24 %	17%	34%	15%	16%	56%	30%	6%	0%	66%
N=	589	182	158	125	56	31	10	10	3	13

Harris ID

	Total	Threats/ Dem	Econ /Inf	Bor der	Abort ion	For/ Aff	Clim ate	Health care	Crime/P olice	Und
Fav	47%	85%	24%	3%	82%	40%	74%	84%	68%	15%
UnFav	52%	15%	76%	97%	18%	60%	26%	16%	32%	53%
Diff	-6%	71%	-52%	95%	65%	21%	47%	69%	36%	38%
Und	1%	0%	0%	0%	0%	0%	0%	0%	0%	32%
N=	589	182	158	125	56	31	10	10	3	13

Trump ID

	Total	Threats/ Dem	Econ /Inf	Bor der	Abort ion	For/ Aff	Clim ate	Health care	Crime/P olice	Und
Fav	46%	13%	68%	95%	18%	18%	0%	0%	32%	31%
UnFav	53%	87%	32%	5%	82%	82%	100%	100%	68%	37%
Diff	-7%	-74%	36%	91%	-65%	64%	100%	-100%	-36%	-6%
Und	1%	0%	0%	0%	0%	0%	0%	0%	0%	32%
N=	589	182	158	125	56	31	10	10	3	13

Generic House Ballot Question

	Total	Threats/ Dem	Econ /Inf	Bor der	Abort ion	For/ Aff	Clim ate	Health care	Crime/P olice	Und
DEM	44%	83%	23%	3%	67%	33%	89%	86%	44%	15%
GOP	47%	14%	66%	93%	18%	37%	9%	14%	56%	31%
Diff	-2%	69%	-43%	90%	49%	-4%	79%	72%	-13%	16%
Und	9%	3%	10%	3%	15%	31%	2%	0%	0%	55%
N=	589	182	157	125	56	31	10	10	3	13

8-Way Presidential Ballot

	Total	Threats/ Dem	Econ /Inf	Bor der	Abort ion	For/ Aff	Clim ate	Health care	Crime/P olice	Und
Harris	47%	85%	24%	2%	82%	39%	84%	84%	68%	15%
Trump	47%	12%	69%	95%	18%	44%	0%	0%	32%	31%

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Conducted October 14, 2024

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Diff	0%	73%	-45%	93%	65%	-5%	84%	84%	36%	16%
Stein	1%	0%	0%	0%	0%	18%	7%	16%	0%	0%
Oliver	1%	1%	0%	1%	0%	0%	0%	0%	0%	0%
RFK, Jr	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%
West	0%	0%	0%	0%	0%	0%	9%	0%	0%	0%
Und	3%	1%	6%	1%	0%	0%	0%	0%	0%	55%
N=	588	182	158	125	56	30	10	10	3	13

2-Way Presidential Ballot

	Tot al	Threats/ Dem	Econ /Inf	Bor der	Abort ion	For/ Aff	Clim ate	Health care	Crime/P olice	Und
Harris	47.4%	85.3%	23.5%	2.9%	82.3%	40.9%	91.4%	##### #	67.9%	14.7%
Trump	48.5%	12.0%	73.3%	96.3%	17.7%	41.9%	0.0%	0.0%	32.1%	30.7%
Diff	1.1%	73.3%	49.8%	93.4%	64.7%	-1.0%	91.4%	##### #	35.8%	15.9%
Und	4.1%	2.7%	3.2%	0.8%	0.0%	17.2%	8.6%	0.0%	0.0%	54.6%
N=	588	182.4	156.7	125.1	56.3	31.0	10.0	10.4	2.9	13.1

7-Way US Senate Ballot

	Tot al	Threats/ Dem	Econ /Inf	Bor der	Abort ion	For/ Aff	Clim ate	Health care	Crime/P olice	Und
Slotkin	45%	83%	28%	2%	65%	41%	91%	86%	44%	12%
Rogers	40%	11%	55%	90%	18%	12%	0%	14%	56%	23%
Diff	5%	72%	-27%	88%	47%	29%	91%	72%	-13%	12%
Marsh	1%	0%	0%	0%	0%	15%	0%	0%	0%	0%
Stein	1%	0%	4%	1%	0%	0%	0%	0%	0%	0%
Frizzell	1%	0%	0%	0%	0%	19%	0%	0%	0%	0%
Dern	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Solis-Mullen	1%	1%	0%	1%	0%	0%	0%	0%	0%	0%
Und	10%	5%	13%	5%	18%	14%	9%	0%	0%	65%
N=	589	182	158	125	56	31	10	10	3	13

2-Way US Senate Ballot

	Total	Threats/ Dem	Econ /Inf	Bor der	Abort ion	For/ Aff	Clim ate	Health care	Crime/P olice	Und
Slotkin	47%	85%	29%	3%	67%	43%	98%	86%	44%	12%
Rogers	43%	11%	56%	91%	31%	34%	0%	14%	56%	23%
Diff	4%	74%	-27%	88%	36%	9%	98%	72%	-13%	12%
Und	10%	5%	15%	7%	2%	24%	2%	0%	0%	65%
N=	588	182	158	124	56	31	10	10	3	13

Most Important Problem Solver

	Total	Threats/ Dem	Econ /Inf	Bor der	Abort ion	For/ Aff	Clim ate	Health care	Crime/P olice	Und
Trump	48.2%	14.7%	70.0%	95.2%	17.7%	43.1%	0.0%	0.0%	32.1%	30.7%
Harris	45.4%	85.0%	20.0%	2.5%	82.3%	31.3%	84.1%	84.3%	67.9%	14.7%
Diff	2.8%	-70.3%	49.9%	92.7%	64.7%	11.9%	84.1%	-84.3%	-35.8%	15.9%
Und	6.4%	0.3%	10.0%	2.4%	0.0%	25.6%	15.9%	15.7%	0.0%	54.6%
N=	586	181.9	157.7	123.4	56.3	31.0	10.0	10.4	2.9	13.1

Friends Ballot

	Total	Threats/ Dem	Econ /Inf	Bor der	Abort ion	For/ Aff	Clim ate	Health care	Crime/P olice	Und
Trump	45%	12%	64%	83%	31%	45%	27%	0%	32%	19%
Harris	35%	68%	19%	2%	41%	31%	60%	75%	68%	22%
Diff	10%	-56%	45%	81%	-10%	14%	-32%	-75%	-36%	-3%
Stein + Oliver	1%	1%	0%	1%	0%	13%	0%	0%	0%	0%
Und	18%	19%	17%	14%	28%	12%	13%	25%	0%	59%
N=	589	182	158	125	56	31	10	10	3	13

Right Direction/Wrong Track

	Total	Threats/ Dem	Econ /Inf	Bor der	Abort ion	For/ Aff	Clim ate	Health care	Crime/P olice	Und
RD	28%	57%	16%	0%	32%	19%	33%	50%	0%	15%
WT	64%	37%	78%	98%	41%	76%	36%	29%	32%	53%
Diff	-36%			-		-				-
Und	9%	20%	-62%	98%	-9%	57%	-4%	20%	-32%	38%
N=	589	182	158	125	56	31	10	10	3	13

MI Right Direction/Wrong Track

	Total	Threats/ Dem	Econ /Inf	Bor der	Abort ion	For/ Aff	Clim ate	Health care	Crime/P olice	Und
RD	41%	81%	17%	2%	57%	40%	77%	94%	68%	12%
WT	48%	15%	68%	94%	19%	27%	0%	0%	32%	64%
Diff	-7%			-						-
Und	11%	66%	-51%	93%	38%	14%	77%	94%	36%	53%
N=	588	181	157	125	56	31	10	10	3	13

Most Important Problem Impacting Presidential Vote

	Total	Threats/ Dem	Econ /Inf	Bor der	Abort ion	For/ Aff	Clim ate	Health care	Crime/P olice	Und
Threats/D em	31%	100%	0%	0%	0%	0%	0%	0%	0%	0%
Econ/Inf	27%	0%	100%	0%	0%	0%	0%	0%	0%	0%
Border	21%	0%	0%	100%	0%	0%	0%	0%	0%	0%
Abortion	10%	0%	0%	0%	100%	0%	0%	0%	0%	0%
For/Aff	5%	0%	0%	0%	0%	100%	0%	0%	0%	0%
Climate	2%	0%	0%	0%	0%	0%	100%	0%	0%	0%
Healthcar e	2%	0%	0%	0%	0%	0%	0%	100%	0%	0%

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Conducted October 14, 2024

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Crime/Police	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%
Und	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N=	589	182	158	125	56	31	10	10	3	13

Are Things Better off Today Than They Were Four Years Ago

	Total	Threats/Dem	Econ/Inf	Border	Abortion	For/Aff	Climate	Healthcare	Crime/Police	Und
Better	41%	77%	25%	1%	56%	33%	91%	61%	44%	22%
Worse	53%	19%	73%	97%	26%	53%	9%	0%	32%	78%
Diff	-12%			-		-				-
Und	5%	58%	-49%	96%	30%	20%	83%	61%	12%	56%
N=	589	182	158	125	56	31	10	10	3	13

Regardless of Who You Are Voting For Who Do You Think Will Win

	Total	Threats/Dem	Econ/Inf	Border	Abortion	For/Aff	Climate	Healthcare	Crime/Police	Und
Trump	41%	14%	58%	80%	12%	35%	6%	16%	32%	30%
Harris	36%	63%	16%	2%	68%	43%	71%	81%	68%	12%
Diff	5%	-49%	42%	78%	-56%	-7%	-65%	-65%	-36%	18%
Und	22%									
Und	5%	23%	26%	17%	19%	22%	23%	4%	0%	59%
N=	585	179	158	124	56	31	10	10	3	13

Did Trump's Detroit Econic Club Speech Make You More Or Less Likely To Vote For Him

	Total	Threats/Dem	Econ/Inf	Border	Abortion	For/Aff	Climate	Healthcare	Crime/Police	Und
More Likely	42%									
Vote DJT	5%	14%	59%	88%	16%	19%	0%	0%	0%	11%
Less Likely	50%									
Vote DJT	5%	85%	28%	5%	81%	54%	89%	100%	68%	25%
Diff	-8%	-71%	31%	83%	-65%	35%	-89%	-100%	-68%	14%
Und	9%	0%	14%	7%	3%	27%	11%	0%	32%	64%
N=	589	182	158	125	56	31	10	10	3	13

Did TV Ads Impact My Vote

	Total	Threats/ Dem	Econ /Inf	Bor der	Abort ion	For/ Aff	Clim ate	Health care	Crime/P olice	Und
Agree	15%	21%	10%	11%	28%	6%	21%	17%	0%	0%
Disagree	80%	73%	87%	87%	58%	94%	79%	79%	100%	89%
Diff	-65%	-51%	-77%	77%	-30%	89%	-59%	-62%	-100%	89%
Und	5%	6%	3%	2%	14%	0%	0%	5%	0%	11%
N=	588	182	158	124	56	31	10	10	3	13

Are Elections Secure

	Total	Threats/ Dem	Econ /Inf	Bor der	Abort ion	For/ Aff	Clim ate	Health care	Crime/P olice	Und
Agree	52%	85%	40%	10%	74%	37%	94%	82%	68%	15%
Disagree	43%	15%	56%	85%	11%	50%	6%	0%	32%	63%
Diff	9%	70%	-16%	75%	63%	13%	87%	82%	36%	49%
Und	5%	0%	4%	6%	15%	13%	0%	18%	0%	22%
N=	589	182	158	125	56	31	10	10	3	13

Did the Whitmer Video Feeding a Dorito to a Woman That Looked Like Communion Make You More or Less Likely to Vote For Harris

	Total	Threats/ Dem	Econ /Inf	Bor der	Abort ion	For/ Aff	Clim ate	Health care	Crime/P olice	Und
More Likely	20%	41%	14%	2%	13%	4%	31%	28%	44%	12%
Less Likely	45%	13%	65%	85%	28%	35%	3%	0%	0%	41%
Diff	-25%	27%	-51%	84%	-15%	32%	28%	28%	44%	29%
Und	35%	46%	20%	13%	58%	61%	66%	72%	56%	47%
N=	584	182	154	125	56	31	10	10	3	13

2020 Presidential Vote

	Total	Threats/ Dem	Econ /Inf	Bor der	Abort ion	For/ Aff	Clim ate	Health care	Crime/P olice	Und
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MICHIGAN NEWS SOURCE – MIRS Michigan Poll (N=589 LV's)

Conducted October 14, 2024

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	48									
Biden	%	81%	27%	3%	67%	80%	89%	100%	68%	25%
	45									
Trump	%	12%	59%	94%	33%	20%	0%	0%	32%	41%
DNV 2020	4%	4%	7%	2%	0%	0%	0%	0%	0%	22%
Other	2%	1%	5%	0%	0%	0%	11%	0%	0%	0%
Und	1%	1%	1%	0%	0%	0%	0%	0%	0%	11%
N=	589	182	158	125	56	31	10	10	3	13

Voter's News Source

	Total	Threats/ Dem	Econ /Inf	Bor der	Abort ion	For/ Aff	Clim ate	Health care	Crime/P olice	Und
News	21									
Websites	%	32%	18%	11%	19%	16%	27%	4%	0%	34%
	21									
Cable TV	%	21%	22%	23%	20%	8%	17%	25%	24%	0%
	19									
Net TV	%	18%	17%	24%	28%	5%	13%	32%	0%	0%
	15									
Other	%	13%	16%	14%	6%	41%	2%	11%	32%	22%
	12									
Other SM	%	8%	10%	15%	19%	15%	15%	25%	0%	11%
X	4%	2%	7%	4%	1%	5%	0%	0%	0%	22%
NP's	3%	4%	1%	0%	3%	2%	10%	3%	44%	0%
Radio	2%	1%	3%	4%	0%	5%	9%	0%	0%	11%
Facebook	2%	1%	3%	3%	5%	0%	0%	0%	0%	0%
Instagram	1%	0%	2%	2%	0%	3%	7%	0%	0%	0%
N=	589	182	158	125	56	31	10	10	3	13

Regardless of Vote Who Would Be The Best Vice-President

	Total	Threats/ Dem	Econ /Inf	Bor der	Abort ion	For/ Aff	Clim ate	Health care	Crime/P olice	Und
	47						100			
Walz	%	84%	25%	1%	79%	44%	%	100%	68%	26%
	48									
Vance	%	13%	69%	96%	20%	38%	0%	0%	32%	31%
	-						100			
Diff	0%	71%	-44%	95%	59%	6%	%	100%	36%	-5%
Und	5%	3%	5%	3%	2%	18%	0%	0%	0%	43%
N=	589	182	158	125	56	31	10	10	3	13

Gender

	Total	Threats/ Dem	Econ /Inf	Bor der	Abort ion	For/ Aff	Clim ate	Health care	Crime/P olice	Und
F	53%	50%	45%	54%	83%	57%	52%	52%	32%	55%
M	46%	50%	53%	45%	17%	43%	44%	48%	68%	45%
NB	1%	1%	2%	1%	0%	0%	4%	0%	0%	0%
N=	589	182	158	125	56	31	10	10	3	13

Age

	Total	Threats/ Dem	Econ /Inf	Bor der	Abort ion	For/ Aff	Clim ate	Health care	Crime/P olice	Und
18-29	12%	13%	10%	7%	17%	34%	0%	18%	0%	0%
30-44	21%	19%	28%	10%	17%	36%	46%	34%	0%	34%
45-64	37%	30%	42%	43%	40%	15%	28%	28%	76%	66%
65 +	30%	39%	21%	40%	26%	14%	26%	20%	24%	0%
N=	589	182	158	125	56	31	10	10	3	13

Race

	Total	Threats/ Dem	Econ /Inf	Bor der	Abort ion	For/ Aff	Clim ate	Health care	Crime/P olice	Und
W	81%	76%	77%	93%	82%	92%	88%	86%	56%	56%
AA	13%	22%	16%	2%	14%	0%	0%	0%	0%	10%
Other	6%	3%	7%	5%	4%	8%	12%	14%	44%	33%
N=	589	182	158	125	56	31	10	10	3	13

**Union House
Hold**

	Total	Threats/ Dem	Econ /Inf	Bor der	Abort ion	For/ Aff	Clim ate	Health care	Crime/P olice	Und
Non- Union HH	75%	74%	74%	76%	86%	77%	64%	71%	68%	81%
Union HH	25%	26%	26%	24%	14%	23%	36%	29%	32%	19%
N=	587	182	157	124	56	31	10	10	3	13

Will Union Member Vote for Union Endorsed Candidate

	Total	Threats/ Dem	Econ /Inf	Bor der	Abort ion	For/ Aff	Clim ate	Health care	Crime/P olice	Und
Very Likely	15%	28%	7%	4%	22%	4%	13%	35%	0%	12%
Smwt Likely	9%	14%	11%	3%	9%	2%	0%	9%	0%	0%
Smwt Unlikely	5%	4%	4%	6%	0%	19%	15%	0%	0%	22%
Very Unlikely	38%	27%	44%	60%	24%	18%	0%	18%	76%	51%
Und	33%	28%	34%	26%	45%	57%	71%	39%	24%	15%
N=	562	178	148	115	55	30	9	10	3	13

Party Strength

	Total	Threats/ Dem	Econ /Inf	Bor der	Abort ion	For/ Aff	Clim ate	Health care	Crime/P olice	Und
Straight	54%	58%	40%	57%	70%	58%	65%	65%	76%	29%
Almost all	24%	25%	27%	28%	18%	19%	6%	17%	0%	8%
Mostly	10%	11%	12%	9%	10%	3%	10%	16%	0%	13%
About half	6%	5%	12%	3%	2%	11%	15%	3%	24%	0%
Und	5%	2%	9%	4%	0%	7%	4%	0%	0%	50%
N=	585	182	156	125	56	31	10	10	3	12

Area

	Total	Threats/ Dem	Econ /Inf	Bor der	Abort ion	For/ Aff	Clim ate	Health care	Crime/P olice	Und
Detroit	5%	10%	6%	1%	0%	0%	0%	0%	0%	0%
Tri-County	34%	37%	28%	32%	31%	60%	45%	11%	76%	36%
Outstate	61%	53%	66%	67%	69%	40%	55%	89%	24%	64%
N=	589	182	158	125	56	31	10	10	3	13

**TV
Market**

	Total	Threats/ Dem	Econ /Inf	Bor der	Abort ion	For/ Aff	Clim ate	Health care	Crime/P olice	Und
Detroit	41%	44%	42%	35%	37%	53%	66%	42%	76%	22%

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GR/Kaz/B	17									
C	%	16%	15%	22%	20%	12%	3%	51%	24%	0%
F/S/BC	9%	5%	10%	7%	20%	6%	15%	4%	0%	11%
TC/Cad	9%	6%	12%	9%	13%	4%	2%	0%	0%	0%
Lan/Jax	6%	5%	6%	9%	3%	5%	9%	3%	0%	11%
Other	18									
Mkts	%	23%	16%	18%	8%	20%	5%	0%	0%	55%
N=	586	182	158	122	56	31	10	10	3	13

Abortion

	Total	Threats/ Dem	Econ /Inf	Bor der	Abort ion	For/ Aff	Clim ate	Health care	Crime/P olice	Und
Str Life	25	16%	22%	50%	20%	9%	0%	0%	32%	63%
Smwt Life	17	5%	28%	30%	0%	25%	0%	14%	0%	0%
Smwt	12									
Choice	43	11%	18%	7%	16%	4%	8%	0%	24%	0%
Str Choice	43	67%	28%	9%	63%	59%	92%	86%	44%	15%
Und	3%	0%	4%	4%	1%	3%	0%	0%	0%	22%
N=	589	182	158	125	56	31	10	10	3	13

Education

	Total	Threats/ Dem	Econ /Inf	Bor der	Abort ion	For/ Aff	Clim ate	Health care	Crime/P olice	Und
Master's +	16	26%	14%	7%	9%	17%	30%	20%	0%	3%
Coll Grad	20	22%	20%	16%	15%	24%	38%	32%	0%	21%
Coll/Trade	45	38%	52%	45%	45%	56%	32%	34%	44%	57%
No Coll	19	14%	14%	32%	31%	3%	0%	14%	56%	19%
Und	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N=	589	182	158	125	56	31	10	10	3	13

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