



P R E S S R E L E A S E

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Dixon Up by 8% over Surging Rinke in Michigan GOP Governor's Race (Trump Endorsement Would Put Dixon Over the Top)

LANSING, Mich. — Tudor Dixon (28%) continues to lead the field in the battle for the Republican nomination for governor, but Kevin Rinke's (20%) strong attacks on Dixon seem to have stopped her momentum. Rinke gained seven percent in the last 10 days while Dixon gained two percent. Ryan Kelley (15%) is stalled with the same percentage he had ten days ago when the last poll was done, and Garret Soldano (10%) has dropped three percent. Ralph Rebandt (1%) is far behind, according to the most recent Mitchell-MIRS Poll of likely August Republican Party Primary voters conducted by Mitchell Research & Communications, Inc. Undecided voters have dropped from almost half (46%) on June 21-22 to a third (33%) on July 7-8, down to a quarter (26%) now.

The poll, commissioned by MIRS, a Lansing based capital news service, used a combination of IVR (automated) surveys to landlines (50%) and text messaging to cell phones directing the cell phone users to a SurveyMonkey poll (50%). The survey of N=501 Likely Voters was conducted July 17-18, 2022 and has a Margin of Error of + or - 4.38% at the 95% level of confidence.

"Tudor Dixon's lead has slipped three percent from 11% to 8% because of strong negative attacks made by Kevin Rinke's campaign calling Dixon a "RINO" (Republican In Name Only). Dixon still has strong support from voters in the Detroit DMA (TV media market) where she is getting 40% of the vote; from absentee voters who have already voted (35%); but Dixon (19%) has fallen to second behind Rinke (24%) with voters who plan to vote by absentee ballot (29%). Dixon continues to lead with almost every demographic group. However, the trajectory of this race has changed because of the persistent attacks by Rinke. The fact that Rinke has gained 7% in just ten days should be disconcerting for the Dixon campaign. Unless Dixon begins to attack Rinke back, she could lose this race as it continues to tighten. One thing that is becoming apparent is this is now a two-way race because Kelley and Soldano do not have the resources to match the ad buys of Dixon and Rinke," Steve Mitchell, president of Mitchell Research, said.

Rinke (24%) leads in the Grand Rapids/Kalamazoo/Battle Creek DMA, in Traverse City/Cadillac (25%) and among women (23%). Garrett Soldano (22%) leads in "other" television markets beyond the five specific markets mentioned.

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In addition to the trial ballot question, the survey asked whether Donald Trump's endorsement would benefit the top two vote getters in the July 7-8 survey.

"Trump's endorsement would clinch the race for Tudor Dixon, but it would not clinch it for Ryan Kelley. If Trump were to endorse Tudor Dixon, her 28%-20% lead over Rinke would expand out to 36%-13%. With Trump's endorsement, Dixon would lead across every demographic tested. Trump would deliver a knockout punch to Dixon's opponents if he were to endorse," Mitchell said.

If Kelley were to get the endorsement, he would gain 8%, up to 23%, but Dixon would still lead with 26%.

"Rinke has gained real momentum because of his attack ads against Dixon. If the Dixon campaign does not respond, the trajectory shows that he will continue to cut into the lead until he takes over the lead. The question is whether that will be before the election or not," Mitchell concluded.

[The poll was conducted by Mitchell Research and Communications of Lansing, MI and was commissioned by MIRS)

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