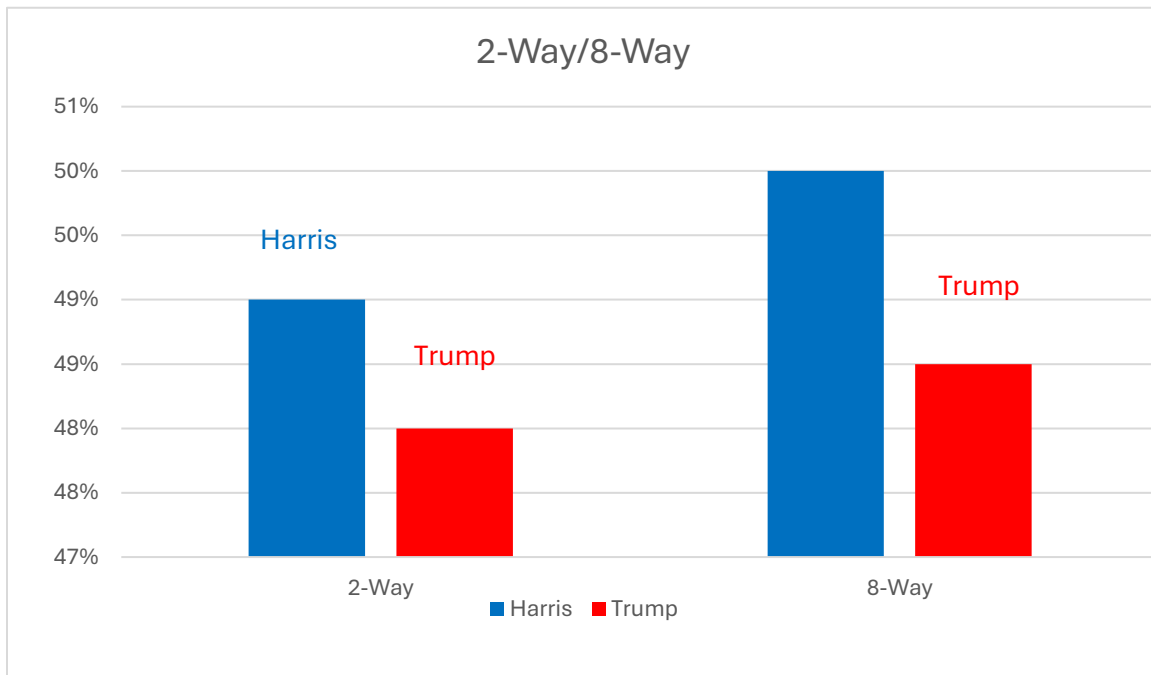




## **MI NEWS SOURCE – MIRS MITCHELL POLL OF MICHIGAN** **Conducted October 29 – November 2, 2024**



### **Harris leads by 2% in 2-Way/by 1% in 8-Way Contest** **(Slotkin 48% - Rogers 46%)**

**LANSING, Mich.** — Vice President Kamala Harris (50%) has taken the lead over former President Donald Trump (48%) in the last days of the campaign in a 2-way trial ballot question for President in 2024 according to a statewide poll of Michigan conducted exclusively for **Michigan News Source and MIRS** by **Mitchell Research & Communications, Inc.** For the first time, Harris also holds a two percent lead over Trump in the 8-way contest as the two candidates continue to be in a statistical dead heat.

In an 8 -way trial ballot test Harris (49%) leads Trump (48%), Libertarian Chase Oliver (1%), Cornel West (1%) and Green Party candidate Jill Stein (1%).

In the US Senate race, Congresswoman Elissa Slotkin has moved ahead of former Congressman Mike Rogers in both the 2-way race (50% -48%) and the multi-candidate race (48%-46%).

“As the last week before the election went on, Harris and Slotkin came on stronger. The Democratic issue ‘threats to democracy’ (34%) became the major issue and ‘abortion’ (13%) popped into double digits while ‘the economy/inflation’ (24%) and ‘border/immigration’ (21%) receded for the first time, signaling the Democratic messaging was working better than the Republican’s,” Steve Mitchell, president of Mitchell Research & Communications, Inc. said.

## Herding

“One criticism of pollsters is that they ‘herd’ at the end trying to be close to other pollsters. That is not what we do .

“Before polling began, we looked at what we thought would be the likely turnout in 2024. Every poll we conducted --- including this one --- was weighted **exactly** the same. We weighted party affiliation, gender, age, race, area, and education. It seems clear now that we are under sampling women, African Americans, and the City of Detroit based on absentee ballot returns and early voting. However, to assure we are comparing ‘apples to apples,’ we kept the same weights we have used all along. Because of our strong belief in transparency, we always include our crosstabs, so it is easy to substantiate our use of the same weights on every poll.

“As pollsters, we are of course aware of what other pollsters are showing. But, having done this for forty years, you just have **to follow your numbers and see what happens**. My intuition (based on the interviews conducted later in the week by texting voters and directing them to a SurveyMonkey poll), is that this race could move out for Harris. But my numbers are from Tuesday-Saturday and therefore that is what I’m releasing,” Mitchell said.

## Two-Way Race by Gender

- For decades we have observed a huge gender gap with the percentage of women who support female candidates being much more successful at getting their fellow women to vote for their candidacies. In 2024, we are not only seeing this huge difference in support of candidates with women, we are seeing it with men also. Trump had been leading with men by a higher percentage than the margin by which Harris led with women. But now, the margin by which Trump is leading with men (55%-41%) is one percent smaller than the margin by which Harris is leading with women (56% -41%).

## Two-Way Race by Age

- Harris leads by six percent with 18–29-year-old-voters (52% - 46%).
- Harris also leads with 30–44-year-olds (60% -33%).
- Trump leads with 45–64-year-olds by eight percent (53% - 46%).
- Trump has also leads with 65+ voters where his previous 8% lead has slipped away into a loss, with Harris leading again by one percent (54%-46%).

## Two-Way Race by Race

- Among white voters, Trump leads 52% to 46%.
- Among African American voters, Harris leads 87% to 9%.
- Among voters of other ethnicities, Trump leads 71% to 28%.

[www.MitchellResearch.net](http://www.MitchellResearch.net)

MI News Source – MIRS Mitchell Michigan Poll (N=585 LV's)

Conducted October-29-November 2, 2024

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## 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.

One difference is among Independents, Harris leads by eight percent (51%-43%) in the 2-way question, by seven percent among in the 8-way (48%-41%).

## 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 was + 2% Democratic (49%-47%). .

## Generic Congressional Ballot Question by Gender

- The Republican leads with men (54% - 42%).
- The Democrat leads with women (56% -41%).

## On the 2-Way US Senate Race

In all our previous poll we had Congresswoman Elissa Slotkin trailing former Congressman Mike Rogers by two percent. In this poll we have Slotkin up in a 2-way test (50%-48%) and leading in a 7-way trial ballot by the same margin (48%-46%).

## 2-Way US Senate Race by Gender

- We again see the enormous gender gap which in this case is benefiting Rogers.
- Rogers leads with men (56% - 43%).
- Slotkin leads with women (56% - 41%).

## 2-Way US Senate Race by Age

- Rogers leads among 45–64-year-olds and those 65 and older by the same margin (52%-45%).
- Slotkin leads with 18–29-year-olds (52% - 48%), 30–44-year-olds (62% - 35%),
- 

## 2-Way US Senate Race among Independents

- Slotkin leads Rogers 51% to 43% with independents.
- Slotkin and Rogers are both getting 97% of their party's vote.

## US Senate Race

Two weeks ago, we indicated that Mike Rogers had received \$30 million in PAC money. At that time, I said, "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."

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"It is clear now that that prediction has come to fruition as Rogers is within two percent of Slotkin. The race for president and US Senate are both statistically tied within the margin of error. Tuesday night could be a long one," Mitchell said.

## Methodology

The poll was conducted on Tuesday October 29 through Saturday November 2, 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=585 Likely Voters) has a Margin of Error of + or – 4.04% at the 95% level of confidence. We sent 79,705 messages with a response rate of 0.00733%.

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**  
**Conducted October 29 – November 2, 2024**  
**(N=585 LV'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 **END**

2. Are you voting or have you already voted in the November 2024 General Election for President?

Already voted (Please continue with poll) 64%

Definitely Voting 36

Definitely Not Voting **END**

3. How will you vote in the November 2024 General Election for President?

Vote at my polling center on election 28%

Vote during 9 days of early voting 29

Vote by mail-in absentee ballot 42

4. How DID you vote four years ago in the November 2020 General Election for President?

Voted at my polling center on election day 61%

Voted by mail-in absentee ballot 39

Before questions on other issues, a few statistical questions:

5. Thinking about the November 2024 General Election, are you enthusiastic to vote or not?
 

|                         |     |            |
|-------------------------|-----|------------|
| Very enthusiastic       | 79% |            |
| Somewhat enthusiastic   | 9   | <b>88%</b> |
| Not very enthusiastic   | 6   | <b>11%</b> |
| Not at all enthusiastic | 6   |            |
| Not sure                | 0   |            |
  
6. What is your gender?
 

|            |     |
|------------|-----|
| Male       | 47% |
| Female     | 53  |
| Non-binary | 0   |
  
7. What is your age?
 

|       |     |
|-------|-----|
| 18-29 | 12% |
| 30-44 | 21  |
| 45-64 | 37  |
| 65+   | 30  |
  
8. What is your race?
 

|                  |     |
|------------------|-----|
| White            | 81% |
| African American | 12  |
| Other            | 7   |
  
9. Do you or does anyone in your household belong to a Labor Union or Teachers Association?
 

|                                  |     |
|----------------------------------|-----|
| Nobody in our household belongs  | 88% |
| I/Someone in my household belong | 12  |
  
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 | 22  |
  
11. What area do you live in?
 

|  |    |
|--|----|
| City of Detroit                          | 5% |
| Wayne County outside of Detroit          | 12 |
| Oakland County                           | 14 |
| Macomb County                            | 9  |
| Genesee, Saginaw, Bay, Midland, or Thumb | 9  |
| Livingston, Monroe, Washtenaw, Mid-MI    | 14 |
| West Michigan                            | 22 |
| Northern Michigan or Upper Peninsula     | 15 |

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## 12. From what city do you get your local TV?

|                                       |     |
|---------------------------------------|-----|
| Detroit                               | 43% |
| Grand Rapids, Kalamazoo, Battle Creek | 17  |
| Traverse City, Cadillac               | 11  |
| Flint, Saginaw, Bay City              | 8   |
| Lansing, Jackson                      | 6   |
| Other City                            | 6   |
| Not Sure                              | 10  |

## 13. What is your position on abortion?

|                     |     |            |
|---------------------|-----|------------|
| Strongly Pro-Life   | 31% |            |
| Somewhat Pro-Life   | 11  | <b>42%</b> |
| Strongly Pro-Choice | 42  | <b>56%</b> |
| Somewhat Pro-Choice | 14  |            |
| Not sure            | 3   |            |

## 14. What is your education?

|                           |     |
|---------------------------|-----|
| No College                | 20% |
| Some college/trade school | 44  |
| College graduate          | 20  |
| Master's degree or higher | 16  |

## 15. What is your impression of Kamala Harris?

|                      |     |            |
|----------------------|-----|------------|
| Very favorable       | 38% |            |
| Somewhat favorable   | 10  | <b>48%</b> |
| Somewhat unfavorable | 2   | <b>51%</b> |
| Very unfavorable     | 49  |            |
| Not sure             | 1   |            |

## 16. What is your impression of Donald Trump?

|                      |     |            |
|----------------------|-----|------------|
| Very favorable       | 31% |            |
| Somewhat favorable   | 14  | <b>44%</b> |
| Somewhat unfavorable | 2   | <b>54%</b> |
| Very unfavorable     | 52  |            |
| Not sure             | 0   |            |

## 17. Do you think things in the United States are going in the right direction or have they very seriously gotten off on the wrong track?

|                 |     |
|-----------------|-----|
| Right Direction | 29% |
| Wrong Track     | 63  |
| Not Sure        | 8   |

## 18. Do you think things in Michigan are going in the right direction or have they very seriously gotten off on the wrong track?

|                 |    |
|-----------------|----|
| Right Direction | 45 |
| Wrong Track     | 49 |
| Not Sure        | 5  |

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

|   |     |
|---|-----|
| Threats to democracy                    | 34  |
| Economy/inflation                       | 24  |
| Abortion                                | 13% |
| Border/immigration                      | 21  |
| Foreign Affairs/Mid-East/Ukraine/Taiwan | 3   |
| Climate change/environment              | 2   |
| Healthcare                              | 2   |
| Crime/policing                          | 1   |
| Not Sure                                | 2   |

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

|          |     |
|----------|-----|
| Harris   | 47% |
| Trump    | 48  |
| Not Sure | 3   |

21. 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   | 49% |
| Republican | 47  |
| Not sure   | 4   |

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

|  |    |
|--|----|
| Kamala Harris, Democrat                  | 49 |
| Robert F. Kennedy, Jr, Natural Law Party | 0  |
| Chase Oliver, Libertarian                | 1  |
| Jill Stein, Green Party                  | 1  |
| Cornel West, Independent                 | 1  |
| Donald Trump, Republican                 | 48 |

23. 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   | 50% |
| Trump    | 48% |
| Not sure | 2   |

24. If the election for U.S. Senator was being held today, who would you be voting for or leaning towards?

|                                  |     |
|----------------------------------|-----|
| Mike Rogers, Republican          | 46% |
| Elissa Slotkin, Democrat         | 48  |
| Joseph Solis-Mullen, Libertarian | 1   |
| Not sure                         | 2   |

25. If the election for U.S. Senator was being held today, who would you be voting for or leaning towards?

|                          |     |
|--------------------------|-----|
| Elissa Slotkin, Democrat | 50% |
| Mike Rogers, Republican  | 48  |
| Not sure                 | 4   |

26. Regardless of who you are voting for, who do you think is going to win?
- |                          |     |  |
|--------------------------|-----|--|
| Kamala Harris, Democrat  | 37% |  |
| Donald Trump, Republican | 40  |  |
| Not sure                 | 23  |  |
27. 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  | 40% |  |
| Donald Trump, Republican | 45  |  |
| Not sure                 | 15  |  |
28. Are you personally better off today than you were four years ago?
- |                   |     |            |
|-------------------|-----|------------|
| Much better off   | 20% |            |
| Little better off | 24  | <b>44%</b> |
| Little worse off  | 13  | <b>53%</b> |
| Much worse off    | 40  |            |
| Not Sure          | 4   |            |
29. For whom did you vote four years ago in the 2020 election for President?
- |                      |     |
|----------------------|-----|
| Biden                | 49% |
| Trump                | 46  |
| No Vote/Someone else | 5   |
30. Which of the following five statements comes closest to how you decided who you were going to vote for in November?
- |  |    |
|--|----|
| A. I still have not made up my mind  | 1% |
| B. I never considered a third-party candidate, but I had a very difficult time deciding on whether I should vote for Donald Trump or Kamala Harris before finally deciding on one of those two         | 20 |
| C. It was never a difficult decision for me, I always knew which of the two major candidates (Trump or Harris) I would be voting for and did not give any serious consideration to the other candidate | 74 |
| D. I did not like either Trump or Harris, so I am voting for a third-party candidate   | 3  |
| E. I carefully looked at Harris and Trump before deciding which one I liked best   | 17 |
| F. Not Sure  | 1  |
31. Do you agree or disagree with the following statement: "If my presidential candidate does not win in November, the country will be significantly different in four years."
- |                   |     |            |
|-------------------|-----|------------|
| Strongly Agree    | 82% |            |
| Somewhat Agree    | 11  | <b>93%</b> |
| Somewhat Disagree | 3   | <b>5%</b>  |
| Strongly Disagree | 2   |            |
| Not Sure          | 4   |            |
32. Have you lost friendships or relationships with family members over your voting choices?
- |                |     |
|----------------|-----|
| Yes friends    | 14% |
| Yes family     | 6   |
| Yes both       | 18  |
| No, I have not | 54  |
| Not sure       | 7   |



33. Have you contributed money to a political campaign this year?

No 67%  
 Yes, Presidential 28  
 Yes, US Senate and/or US House 3  
 Yes, State House 1  
 Yes, Local 2

Thank you very much!

**Mitchell Poll of Michigan (N=585 LV's) Conducted October 25-November 2, 2024**

|                 | Total<br>I |         | Party |     | Gender |     | Age       |           |           |      | Race |     |       |
|-----------------|------------|---------|-------|-----|--------|-----|-----------|-----------|-----------|------|------|-----|-------|
|                 | Total<br>I | DE<br>M | IND   | GOP | F      | M   | 18-<br>29 | 30-<br>44 | 45-<br>64 | 65 + | W    | AA  | Other |
| Total           | 100%       | 38%     | 24%   | 38% | 53%    | 47% | 12%       | 21%       | 37%       | 30%  | 81%  | 12% | 7%    |
| N=              | 585        | 222     | 140   | 222 | 310    | 275 | 70        | 123       | 216       | 176  | 474  | 70  | 41    |
| Nov Voter       |            |         |       |     |        |     |           |           |           |      |      |     |       |
|                 | Total<br>I |         | Party |     | Gender |     | Age       |           |           |      | Race |     |       |
|                 | Total<br>I | DE<br>M | IND   | GOP | F      | M   | 18-<br>29 | 30-<br>44 | 45-<br>64 | 65 + | W    | AA  | Other |
| Def             | 36%        | 25%     | 38%   | 45% | 31%    | 42% | 40%       | 39%       | 43%       | 23%  | 35%  | 23% | 66%   |
| Voted           | 64%        | 75%     | 62%   | 55% | 69%    | 58% | 60%       | 61%       | 57%       | 77%  | 65%  | 77% | 34%   |
| N=              | 585        | 222     | 140   | 222 | 310    | 275 | 70        | 123       | 216       | 176  | 474  | 70  | 41    |
| Voter Type I    |            |         |       |     |        |     |           |           |           |      |      |     |       |
|                 | Total<br>I |         | Party |     | Gender |     | Age       |           |           |      | Race |     |       |
|                 | Total<br>I | DE<br>M | IND   | GOP | F      | M   | 18-<br>29 | 30-<br>44 | 45-<br>64 | 65 + | W    | AA  | Other |
| AV              | 42%        | 58%     | 35%   | 32% | 46%    | 38% | 35%       | 32%       | 35%       | 62%  | 44%  | 47% | 20%   |
| EV              | 29%        | 22%     | 32%   | 35% | 30%    | 29% | 33%       | 34%       | 30%       | 23%  | 29%  | 32% | 29%   |
| ED              | 28%        | 20%     | 33%   | 33% | 24%    | 33% | 32%       | 33%       | 34%       | 15%  | 27%  | 21% | 51%   |
| N=              | 575        | 212     | 140   | 222 | 306    | 269 | 70        | 119       | 216       | 169  | 474  | 60  | 41    |
| Voter Type 2020 |            |         |       |     |        |     |           |           |           |      |      |     |       |
|                 | Total<br>I |         | Party |     | Gender |     | Age       |           |           |      | Race |     |       |
|                 | Total<br>I | DE<br>M | IND   | GOP | F      | M   | 18-<br>29 | 30-<br>44 | 45-<br>64 | 65 + | W    | AA  | Other |
| AV              | 39%        | 57%     | 33%   | 24% | 44%    | 32% | 37%       | 35%       | 25%       | 58%  | 41%  | 34% | 15%   |
| ED              | 61%        | 43%     | 67%   | 76% | 56%    | 68% | 63%       | 65%       | 75%       | 42%  | 59%  | 66% | 85%   |
| N=              | 560        | 205     | 140   | 215 | 295    | 265 | 63        | 117       | 212       | 168  | 463  | 60  | 37    |
| Enthusiasm      |            |         |       |     |        |     |           |           |           |      |      |     |       |

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|        | Total<br>I |         | Party |     | Gender |     | Age       |           |           |      | Race |     |       |
|--------|------------|---------|-------|-----|--------|-----|-----------|-----------|-----------|------|------|-----|-------|
|        | Total<br>I | DE<br>M | IND   | GOP | F      | M   | 18-<br>29 | 30-<br>44 | 45-<br>64 | 65 + | W    | AA  | Other |
| Very   | 79%        | 83%     | 68%   | 82% | 80%    | 77% | 82%       | 67%       | 79%       | 85%  | 79%  | 77% | 80%   |
| Smwt   | 9%         | 9%      | 12%   | 7%  | 10%    | 8%  | 4%        | 10%       | 11%       | 8%   | 10%  | 3%  | 3%    |
| Other  | 12%        | 8%      | 21%   | 11% | 10%    | 15% | 14%       | 23%       | 9%        | 8%   | 11%  | 20% | 17%   |
| N=     | 584        | 221     | 140   | 222 | 309    | 275 | 70        | 122       | 216       | 176  | 472  | 70  | 41    |
| Gender |            |         |       |     |        |     |           |           |           |      |      |     |       |

|     | Total<br>I |         | Party |     | Gender |      | Age       |           |           |      | Race |     |       |
|-----|------------|---------|-------|-----|--------|------|-----------|-----------|-----------|------|------|-----|-------|
|     | Total<br>I | DE<br>M | IND   | GOP | F      | M    | 18-<br>29 | 30-<br>44 | 45-<br>64 | 65 + | W    | AA  | Other |
| F   | 53%        | 63%     | 47%   | 47% | 100%   | 0%   | 46%       | 49%       | 54%       | 58%  | 53%  | 58% | 38%   |
| M   | 47%        | 37%     | 53%   | 53% | 0%     | 100% | 54%       | 51%       | 46%       | 42%  | 47%  | 42% | 62%   |
| N=  | 585        | 222     | 140   | 222 | 310    | 275  | 70        | 123       | 216       | 176  | 474  | 70  | 41    |
| Age |            |         |       |     |        |      |           |           |           |      |      |     |       |

|       | Total<br>I |         | Party |     | Gender |     | Age       |           |           |      | Race |     |       |
|-------|------------|---------|-------|-----|--------|-----|-----------|-----------|-----------|------|------|-----|-------|
|       | Total<br>I | DE<br>M | IND   | GOP | F      | M   | 18-<br>29 | 30-<br>44 | 45-<br>64 | 65 + | W    | AA  | Other |
| 18-29 | 12%        | 12%     | 13%   | 12% | 10%    | 14% | 100%      | 0%        | 0%        | 0%   | 9%   | 9%  | 49%   |
| 30-44 | 21%        | 27%     | 27%   | 11% | 19%    | 23% | 0%        | 100%      | 0%        | 0%   | 19%  | 35% | 18%   |
| 45-64 | 37%        | 30%     | 44%   | 39% | 37%    | 36% | 0%        | 0%        | 100%      | 0%   | 39%  | 32% | 20%   |
| 65 +  | 30%        | 31%     | 16%   | 38% | 33%    | 27% | 0%        | 0%        | 0%        | 100% | 32%  | 23% | 13%   |
| N=    | 585        | 222     | 140   | 222 | 310    | 275 | 70        | 123       | 216       | 176  | 474  | 70  | 41    |

Gender1

|          | Total<br>I |         | Party |     | Gender |     | Age       |           |           |      | Race |      |       |
|----------|------------|---------|-------|-----|--------|-----|-----------|-----------|-----------|------|------|------|-------|
|          | Total<br>I | DE<br>M | IND   | GOP | F      | M   | 18-<br>29 | 30-<br>44 | 45-<br>64 | 65 + | W    | AA   | Other |
| W        | 81%        | 73%     | 78%   | 91% | 82%    | 80% | 62%       | 74%       | 86%       | 88%  | 100% | 0%   | 0%    |
| AA       | 12%        | 23%     | 11%   | 2%  | 13%    | 11% | 9%        | 20%       | 11%       | 9%   | 0%   | 100% | 0%    |
| Other    | 7%         | 5%      | 11%   | 7%  | 5%     | 9%  | 29%       | 6%        | 4%        | 3%   | 0%   | 0%   | 100%  |
| N=       | 585        | 222     | 140   | 222 | 310    | 275 | 70        | 123       | 216       | 176  | 474  | 70   | 41    |
| Labor HH |            |         |       |     |        |     |           |           |           |      |      |      |       |

Total  
I Party Gender Age Race

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|            | Total<br>I | DE<br>M | IND          | GOP  | F           | M   | 18-<br>29        | 30-<br>44 | 45-<br>64 | 65 + | W         | AA  | Other |
|------------|------------|---------|--------------|------|-------------|-----|------------------|-----------|-----------|------|-----------|-----|-------|
| Non HH     | 88%        | 85%     | 85%          | 93%  | 86%         | 90% | 77%              | 85%       | 89%       | 93%  | 89%       | 79% | 93%   |
| Union HH   | 12%        | 15%     | 15%          | 7%   | 14%         | 10% | 23%              | 15%       | 11%       | 7%   | 11%       | 21% | 7%    |
| N=         | 585        | 222     | 140          | 222  | 310         | 275 | 70               | 123       | 216       | 176  | 474       | 70  | 41    |
| Party      |            |         |              |      |             |     |                  |           |           |      |           |     |       |
|            | Total<br>I | DE<br>M | Party<br>IND | GOP  | Gender<br>F | M   | Age<br>18-<br>29 | 30-<br>44 | 45-<br>64 | 65 + | Race<br>W | AA  | Other |
| DEM        | 38%        | %       | 0%           | 0%   | 45%         | 30% | 38%              | 48%       | 31%       | 39%  | 34%       | 72% | 25%   |
| GOP        | 38%        | 0%      | 0%           | 100% | 34%         | 43% | 36%              | 21%       | 40%       | 48%  | 43%       | 6%  | 37%   |
| IND        | 24%        | 0%      | 100%         | 0%   | 21%         | 27% | 26%              | 31%       | 29%       | 13%  | 23%       | 22% | 38%   |
| N=         | 585        | 222     | 140          | 222  | 310         | 275 | 70               | 123       | 216       | 176  | 474       | 70  | 41    |
| Area       |            |         |              |      |             |     |                  |           |           |      |           |     |       |
|            | Total<br>I | DE<br>M | Party<br>IND | GOP  | Gender<br>F | M   | Age<br>18-<br>29 | 30-<br>44 | 45-<br>64 | 65 + | Race<br>W | AA  | Other |
| DET        | 5%         | 8%      | 8%           | 0%   | 5%          | 5%  | 0%               | 9%        | 5%        | 4%   | 1%        | 35% | 0%    |
| Wayne      | 12%        | 12%     | 18%          | 9%   | 15%         | 8%  | 7%               | 11%       | 14%       | 13%  | 12%       | 14% | 7%    |
| Oakland    | 14%        | 17%     | 13%          | 11%  | 15%         | 13% | 15%              | 20%       | 10%       | 14%  | 14%       | 18% | 12%   |
| Macomb     | 9%         | 10%     | 8%           | 9%   | 10%         | 8%  | 7%               | 8%        | 11%       | 7%   | 9%        | 12% | 4%    |
| GSBM-      |            |         |              |      |             |     |                  |           |           |      |           |     |       |
| THUMB      | 9%         | 6%      | 7%           | 13%  | 8%          | 10% | 9%               | 11%       | 7%        | 10%  | 10%       | 4%  | 9%    |
| LWM-MID-MI | 14%        | 13%     | 10%          | 18%  | 11%         | 18% | 11%              | 12%       | 15%       | 15%  | 15%       | 6%  | 12%   |
| W. MI      | 22%        | 22%     | 25%          | 20%  | 25%         | 18% | 38%              | 22%       | 23%       | 14%  | 23%       | 8%  | 38%   |
| N. MI/UP   | 15%        | 12%     | 12%          | 20%  | 11%         | 20% | 13%              | 7%        | 15%       | 22%  | 17%       | 3%  | 18%   |
| N=         | 585        | 222     | 140          | 222  | 310         | 275 | 70               | 123       | 216       | 176  | 474       | 70  | 41    |
| TV DMA     |            |         |              |      |             |     |                  |           |           |      |           |     |       |
|            | Total<br>I | DE<br>M | Party<br>IND | GOP  | Gender<br>F | M   | Age<br>18-<br>29 | 30-<br>44 | 45-<br>64 | 65 + | Race<br>W | AA  | Other |
| DET        | 43%        | 51%     | 51%          | 29%  | 44%         | 40% | 23%              | 50%       | 44%       | 43%  | 39%       | 81% | 19%   |
| GR         | 17%        | 18%     | 17%          | 16%  | 21%         | 12% | 34%              | 18%       | 16%       | 10%  | 17%       | 8%  | 38%   |
| TC/CAD     | 11%        | 10%     | 9%           | 12%  | 8%          | 13% | 4%               | 4%        | 12%       | 15%  | 12%       | 0%  | 10%   |
| Flint/Sag  | 8%         | 6%      | 3%           | 14%  | 7%          | 10% | 10%              | 7%        | 6%        | 12%  | 9%        | 4%  | 8%    |
| Lan/Jax    | 6%         | 6%      | 5%           | 8%   | 5%          | 8%  | 5%               | 4%        | 10%       | 4%   | 7%        | 3%  | 1%    |
| Other      | 6%         | 5%      | 6%           | 6%   | 4%          | 7%  | 12%              | 5%        | 5%        | 4%   | 5%        | 1%  | 16%   |
| Not Sure   | 10%        | 6%      | 9%           | 14%  | 10%         | 10% | 11%              | 10%       | 7%        | 12%  | 11%       | 3%  | 8%    |
| N=         | 579        | 220     | 140          | 219  | 307         | 272 | 67               | 123       | 214       | 176  | 471       | 70  | 38    |

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## Abortion

|            | Total |     | Party |     | Gender |     | Age   |       |       |      | Race |     |       |
|------------|-------|-----|-------|-----|--------|-----|-------|-------|-------|------|------|-----|-------|
|            | Total | DE  | IND   | GOP | F      | M   | 18-29 | 30-44 | 45-64 | 65 + | W    | AA  | Other |
| Str Life   | 31%   | 11% | 16%   | 59% | 28%    | 34% | 32%   | 23%   | 26%   | 41%  | 30%  | 25% | 54%   |
| SmwtLife   | 11%   | 3%  | 13%   | 18% | 9%     | 13% | 0%    | 10%   | 12%   | 15%  | 12%  | 3%  | 8%    |
| SmwtChoice | 14%   | 10% | 22%   | 12% | 12%    | 16% | 10%   | 17%   | 17%   | 9%   | 14%  | 16% | 3%    |
| Str Choice | 42%   | 75% | 46%   | 8%  | 49%    | 35% | 58%   | 48%   | 41%   | 34%  | 42%  | 57% | 28%   |
| Not Sure   | 2%    | 1%  | 3%    | 3%  | 2%     | 2%  | 0%    | 1%    | 4%    | 1%   | 2%   | 0%  | 7%    |
| N=         | 583   | 221 | 140   | 222 | 308    | 275 | 70    | 123   | 215   | 176  | 474  | 69  | 41    |

## Education

|            | Total |     | Party |     | Gender |     | Age   |       |       |      | Race |     |       |
|------------|-------|-----|-------|-----|--------|-----|-------|-------|-------|------|------|-----|-------|
|            | Total | DE  | IND   | GOP | F      | M   | 18-29 | 30-44 | 45-64 | 65 + | W    | AA  | Other |
| Master's + | 16%   | 21% | 19%   | 9%  | 18%    | 14% | 8%    | 18%   | 14%   | 21%  | 16%  | 17% | 12%   |
| Coll Grad  | 20%   | 19% | 23%   | 19% | 18%    | 22% | 34%   | 20%   | 20%   | 14%  | 20%  | 21% | 20%   |
| Some Coll  | 44%   | 44% | 42%   | 45% | 43%    | 45% | 37%   | 51%   | 46%   | 39%  | 41%  | 62% | 45%   |
| No Coll    | 20%   | 16% | 16%   | 26% | 21%    | 19% | 22%   | 11%   | 20%   | 25%  | 23%  | 0%  | 23%   |
| N=         | 585   | 222 | 140   | 222 | 310    | 275 | 70    | 123   | 216   | 176  | 474  | 70  | 41    |

## Harris ID

|            | Total |     | Party |     | Gender |     | Age   |       |       |      | Race |     |       |
|------------|-------|-----|-------|-----|--------|-----|-------|-------|-------|------|------|-----|-------|
|            | Total | DE  | IND   | GOP | F      | M   | 18-29 | 30-44 | 45-64 | 65 + | W    | AA  | Other |
| Very Fav   | 38%   | 79% | 33%   | 1%  | 46%    | 29% | 31%   | 45%   | 36%   | 38%  | 33%  | 82% | 21%   |
| SmwtFav    | 10%   | 16% | 15%   | 0%  | 9%     | 10% | 20%   | 11%   | 8%    | 7%   | 11%  | 3%  | 6%    |
| SmwtUnFav  | 2%    | 2%  | 5%    | 1%  | 2%     | 3%  | 1%    | 5%    | 2%    | 2%   | 3%   | 2%  | 0%    |
| Very UnFav | 49%   | 3%  | 45%   | 97% | 42%    | 56% | 48%   | 40%   | 52%   | 52%  | 52%  | 13% | 72%   |
| Not Sure   | 1%    | 0%  | 3%    | 1%  | 0%     | 2%  | 0%    | 0%    | 2%    | 1%   | 1%   | 0%  | 0%    |
| N=         | 584   | 221 | 140   | 222 | 309    | 275 | 70    | 123   | 216   | 174  | 473  | 70  | 41    |

## Trump ID

|  | Total |    | Party |     | Gender |   | Age   |       |       |      | Race |    |       |
|--|-------|----|-------|-----|--------|---|-------|-------|-------|------|------|----|-------|
|  | Total | DE | IND   | GOP | F      | M | 18-29 | 30-44 | 45-64 | 65 + | W    | AA | Other |

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|            | Total<br>I | DE<br>M | IND | GOP | F   | M   | 18-<br>29 | 30-<br>44 | 45-<br>64 | 65 + | W   | AA  | Other |
|------------|------------|---------|-----|-----|-----|-----|-----------|-----------|-----------|------|-----|-----|-------|
| Very Fav   | 31%        | 2%      | 17% | 68% | 25% | 38% | 25%       | 21%       | 34%       | 36%  | 34% | 6%  | 40%   |
| SmwtFav    | 14%        | 0%      | 19% | 26% | 15% | 14% | 22%       | 10%       | 15%       | 15%  | 16% | 1%  | 23%   |
| SmwtUnFav  | 2%         | 0%      | 5%  | 3%  | 2%  | 3%  | 1%        | 3%        | 3%        | 3%   | 2%  | 2%  | 8%    |
| Very UnFav | 52%        | 98%     | 57% | 3%  | 58% | 45% | 52%       | 67%       | 48%       | 46%  | 48% | 91% | 29%   |
| Not Sure   | 0%         | 0%      | 1%  | 0%  | 0%  | 1%  | 0%        | 0%        | 1%        | 0%   | 1%  | 0%  | 0%    |
| N=         | 585        | 222     | 140 | 222 | 310 | 275 | 70        | 123       | 216       | 176  | 474 | 70  | 41    |

## US Right Direction/Wrong Track

|          | Total<br>I | DE<br>M | Party<br>IND | GOP | F   | M   | Gender | 18-<br>29 | 30-<br>44 | Age<br>45-<br>64 | 65 + | Race<br>W | AA  | Other |
|----------|------------|---------|--------------|-----|-----|-----|--------|-----------|-----------|------------------|------|-----------|-----|-------|
| RD       | 29%        | 60%     | 24%          | 2%  | 32% | 27% |        | 14%       | 29%       | 33%              | 31%  | 26%       | 59% | 13%   |
| WT       | 63%        | 26%     | 67%          | 97% | 59% | 67% |        | 68%       | 61%       | 62%              | 63%  | 66%       | 31% | 85%   |
| Not sure | 8%         | 15%     | 8%           | 1%  | 9%  | 6%  |        | 18%       | 10%       | 5%               | 6%   | 8%        | 11% | 2%    |

## MI Right Direction/Wrong Track

|          | Total<br>I | DE<br>M | Party<br>IND | GOP | F   | M   | Gender | 18-<br>29 | 30-<br>44 | Age<br>45-<br>64 | 65 + | Race<br>W | AA  | Other |
|----------|------------|---------|--------------|-----|-----|-----|--------|-----------|-----------|------------------|------|-----------|-----|-------|
| RD       | 45%        | 87%     | 47%          | 2%  | 49% | 40% |        | 51%       | 52%       | 44%              | 39%  | 42%       | 76% | 27%   |
| WT       | 49%        | 6%      | 49%          | 93% | 45% | 54% |        | 46%       | 42%       | 52%              | 52%  | 52%       | 20% | 69%   |
| Not sure | 6%         | 7%      | 4%           | 5%  | 5%  | 6%  |        | 3%        | 5%        | 4%               | 9%   | 6%        | 4%  | 4%    |

## Top Issue

|            | Total<br>I | DE<br>M | Party<br>IND | GOP | F   | M   | Gender | 18-<br>29 | 30-<br>44 | Age<br>45-<br>64 | 65 + | Race<br>W | AA  | Other |
|------------|------------|---------|--------------|-----|-----|-----|--------|-----------|-----------|------------------|------|-----------|-----|-------|
| Threats    | 34%        | 59%     | 39%          | 4%  | 37% | 30% |        | 25%       | 42%       | 32%              | 33%  | 31%       | 59% | 21%   |
| Econ/Inf   | 24%        | 9%      | 23%          | 40% | 20% | 29% |        | 27%       | 20%       | 27%              | 21%  | 24%       | 17% | 33%   |
| Border     | 21%        | 3%      | 14%          | 43% | 18% | 23% |        | 16%       | 7%        | 23%              | 29%  | 23%       | 8%  | 21%   |
| Abortion   | 13%        | 17%     | 12%          | 9%  | 18% | 7%  |        | 25%       | 14%       | 7%               | 14%  | 13%       | 6%  | 17%   |
| For Aff    | 3%         | 2%      | 7%           | 2%  | 2%  | 5%  |        | 1%        | 4%        | 5%               | 1%   | 3%        | 4%  | 3%    |
| Climate    | 2%         | 4%      | 2%           | 0%  | 2%  | 3%  |        | 1%        | 6%        | 1%               | 1%   | 2%        | 0%  | 5%    |
| Healthcare | 2%         | 4%      | 3%           | 0%  | 3%  | 1%  |        | 0%        | 4%        | 2%               | 2%   | 2%        | 5%  | 0%    |
| Crime      | 1%         | 1%      | 0%           | 1%  | 1%  | 0%  |        | 0%        | 0%        | 1%               | 0%   | 1%        | 0%  | 1%    |
| Not Sure   | 1%         | 2%      | 1%           | 1%  | 0%  | 2%  |        | 4%        | 3%        | 0%               | 0%   | 2%        | 0%  | 0%    |
| N=         | 581        | 221     | 140          | 220 | 309 | 272 |        | 70        | 123       | 216              | 172  | 470       | 70  | 41    |

## Prob Solver

|  | Total<br>I | DE<br>M | Party<br>IND | GOP | F | M | Gender | 18-<br>29 | 30-<br>44 | Age<br>45-<br>64 | 65 + | Race<br>W | AA | Other |
|--|------------|---------|--------------|-----|---|---|--------|-----------|-----------|------------------|------|-----------|----|-------|
|--|------------|---------|--------------|-----|---|---|--------|-----------|-----------|------------------|------|-----------|----|-------|

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|          |     |     |     |     |     |     |     |     |     |     |     |     |     |
|----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Harris   | 47% | 95% | 44% | 1%  | 53% | 41% | 51% | 52% | 45% | 46% | 45% | 74% | 28% |
| Trump    | 48% | 2%  | 41% | 97% | 40% | 56% | 48% | 34% | 52% | 53% | 51% | 9%  | 71% |
| Not sure | 5%  | 2%  | 15% | 1%  | 6%  | 3%  | 1%  | 14% | 3%  | 1%  | 3%  | 17% | 1%  |
| N=       | 583 | 222 | 139 | 222 | 310 | 273 | 70  | 123 | 215 | 176 | 472 | 70  | 41  |

## US Hse Gen

|          | Total<br>I |         | Party |     | Gender |     | Age       |           |           | Race |     |     |       |
|----------|------------|---------|-------|-----|--------|-----|-----------|-----------|-----------|------|-----|-----|-------|
|          | Total<br>I | DE<br>M | IND   | GOP | F      | M   | 18-<br>29 | 30-<br>44 | 45-<br>64 | 65 + | W   | AA  | Other |
| DEM      | 49%        | 95%     | 53%   | 1%  | 56%    | 42% | 52%       | 60%       | 45%       | 45%  | 45% | 88% | 28%   |
| GOP      | 47%        | 2%      | 38%   | 97% | 41%    | 54% | 48%       | 35%       | 50%       | 52%  | 51% | 7%  | 67%   |
| Not sure | 4%         | 2%      | 9%    | 2%  | 4%     | 3%  | 0%        | 5%        | 5%        | 2%   | 3%  | 5%  | 5%    |
| N=       | 583        | 222     | 139   | 222 | 310    | 273 | 70        | 123       | 215       | 176  | 472 | 70  | 41    |

## 8-Way Pres

|          | Total<br>I |         | Party |     | Gender |     | Age       |           |           | Race |     |     |       |
|----------|------------|---------|-------|-----|--------|-----|-----------|-----------|-----------|------|-----|-----|-------|
|          | Total<br>I | DE<br>M | IND   | GOP | F      | M   | 18-<br>29 | 30-<br>44 | 45-<br>64 | 65 + | W   | AA  | Other |
| Harris   | 49%        | 96%     | 48%   | 2%  | 56%    | 41% | 52%       | 59%       | 44%       | 46%  | 45% | 85% | 28%   |
| Trump    | 48%        | 2%      | 41%   | 97% | 41%    | 55% | 46%       | 33%       | 52%       | 53%  | 51% | 9%  | 71%   |
| Oliver   | 1%         | 0%      | 2%    | 0%  | 0%     | 1%  | 0%        | 1%        | 1%        | 0%   | 1%  | 0%  | 0%    |
| Stein    | 1%         | 1%      | 2%    | 0%  | 1%     | 1%  | 0%        | 2%        | 1%        | 1%   | 1%  | 0%  | 1%    |
| West     | 1%         | 0%      | 3%    | 0%  | 1%     | 1%  | 0%        | 2%        | 1%        | 0%   | 0%  | 6%  | 0%    |
| RFK, Jr. | 0%         | 0%      | 2%    | 0%  | 1%     | 0%  | 0%        | 0%        | 1%        | 1%   | 1%  | 0%  | 0%    |
| Not Sure | 1%         | 0%      | 1%    | 2%  | 1%     | 1%  | 1%        | 2%        | 1%        | 0%   | 1%  | 0%  | 0%    |
| N=       | 583        | 221     | 140   | 222 | 308    | 275 | 70        | 123       | 215       | 176  | 474 | 69  | 41    |

## 2-Way Pres

|          | Total<br>I |         | Party |     | Gender |     | Age       |           |           | Race |     |     |       |
|----------|------------|---------|-------|-----|--------|-----|-----------|-----------|-----------|------|-----|-----|-------|
|          | Total<br>I | DE<br>M | IND   | GOP | F      | M   | 18-<br>29 | 30-<br>44 | 45-<br>64 | 65 + | W   | AA  | Other |
| Harris   | 50%        | 97%     | 51%   | 2%  | 57%    | 41% | 52%       | 60%       | 46%       | 46%  | 46% | 87% | 28%   |
| Trump    | 48%        | 2%      | 43%   | 97% | 42%    | 56% | 46%       | 33%       | 53%       | 54%  | 52% | 9%  | 71%   |
| Not Sure | 2%         | 1%      | 6%    | 1%  | 2%     | 3%  | 1%        | 6%        | 2%        | 1%   | 2%  | 4%  | 1%    |
| N=       | 583        | 222     | 139   | 222 | 310    | 273 | 70        | 123       | 215       | 176  | 472 | 70  | 41    |

## 7-Way US Sen

|         | Total<br>I |         | Party |     | Gender |     | Age       |           |           | Race |     |     |       |
|---------|------------|---------|-------|-----|--------|-----|-----------|-----------|-----------|------|-----|-----|-------|
|         | Total<br>I | DE<br>M | IND   | GOP | F      | M   | 18-<br>29 | 30-<br>44 | 45-<br>64 | 65 + | W   | AA  | Other |
| Slotkin | 48%        | 95%     | 49%   | 1%  | 55%    | 41% | 52%       | 59%       | 43%       | 45%  | 44% | 90% | 28%   |
| Rogers  | 46%        | 1%      | 36%   | 97% | 40%    | 54% | 48%       | 33%       | 48%       | 52%  | 51% | 5%  | 63%   |

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|          |     |     |     |     |     |     |    |     |     |     |     |    |    |
|----------|-----|-----|-----|-----|-----|-----|----|-----|-----|-----|-----|----|----|
| Stein    | 1%  | 0%  | 3%  | 0%  | 0%  | 1%  | 0% | 0%  | 2%  | 0%  | 0%  | 0% | 4% |
| Frizzell | 1%  | 0%  | 3%  | 0%  | 1%  | 0%  | 0% | 0%  | 2%  | 0%  | 1%  | 2% | 0% |
| Marsh    | 1%  | 2%  | 2%  | 0%  | 0%  | 2%  | 0% | 3%  | 1%  | 1%  | 1%  | 0% | 1% |
| S-Mullen | 1%  | 0%  | 4%  | 0%  | 0%  | 2%  | 0% | 1%  | 2%  | 0%  | 1%  | 0% | 3% |
| Dern     | 0%  | 0%  | 0%  | 0%  | 0%  | 0%  | 0% | 0%  | 0%  | 0%  | 0%  | 0% | 0% |
| Not sure | 2%  | 2%  | 3%  | 2%  | 4%  | 1%  | 0% | 2%  | 3%  | 2%  | 2%  | 3% | 1% |
| N=       | 583 | 220 | 140 | 222 | 308 | 275 | 70 | 121 | 216 | 176 | 472 | 70 | 41 |

## 2-Way US Sen

|          | Total<br>I |         | Party |     | Gender |     | Age       |           |           |      | Race |     |       |
|----------|------------|---------|-------|-----|--------|-----|-----------|-----------|-----------|------|------|-----|-------|
|          | Total<br>I | DE<br>M | IND   | GOP | F      | M   | 18-<br>29 | 30-<br>44 | 45-<br>64 | 65 + | W    | AA  | Other |
| Slotkin  | 50%        | 97%     | 51%   | 1%  | 56%    | 43% | 52%       | 62%       | 45%       | 45%  | 45%  | 93% | 28%   |
| Rogers   | 48%        | 2%      | 43%   | 97% | 41%    | 56% | 48%       | 35%       | 52%       | 52%  | 52%  | 5%  | 71%   |
| Not sure | 2%         | 1%      | 5%    | 2%  | 4%     | 1%  | 0%        | 3%        | 3%        | 3%   | 2%   | 3%  | 2%    |
| N=       | 585        | 222     | 140   | 222 | 310    | 275 | 70        | 122       | 216       | 176  | 473  | 70  | 41    |

## Pres Winner

|          | Total<br>I |         | Party |     | Gender |     | Age       |           |           |      | Race |     |       |
|----------|------------|---------|-------|-----|--------|-----|-----------|-----------|-----------|------|------|-----|-------|
|          | Total<br>I | DE<br>M | IND   | GOP | F      | M   | 18-<br>29 | 30-<br>44 | 45-<br>64 | 65 + | W    | AA  | Other |
| Trump    | 40%        | 2%      | 42%   | 78% | 33%    | 48% | 41%       | 30%       | 43%       | 44%  | 42%  | 11% | 67%   |
| Harris   | 37%        | 77%     | 23%   | 4%  | 42%    | 30% | 41%       | 40%       | 33%       | 37%  | 33%  | 70% | 24%   |
| Not sure | 23%        | 21%     | 35%   | 18% | 24%    | 22% | 18%       | 30%       | 24%       | 19%  | 25%  | 19% | 9%    |
| N=       | 585        | 222     | 140   | 222 | 310    | 275 | 70        | 122       | 216       | 176  | 473  | 70  | 41    |

## Friends Pres

|          | Total<br>I |         | Party |     | Gender |     | Age       |           |           |      | Race |     |       |
|----------|------------|---------|-------|-----|--------|-----|-----------|-----------|-----------|------|------|-----|-------|
|          | Total<br>I | DE<br>M | IND   | GOP | F      | M   | 18-<br>29 | 30-<br>44 | 45-<br>64 | 65 + | W    | AA  | Other |
| Trump    | 45%        | 6%      | 36%   | 90% | 37%    | 53% | 48%       | 34%       | 51%       | 44%  | 48%  | 9%  | 66%   |
| Harris   | 40%        | 78%     | 38%   | 3%  | 46%    | 32% | 48%       | 52%       | 35%       | 34%  | 33%  | 89% | 30%   |
| Oliver   | 0%         | 0%      | 2%    | 0%  | 1%     | 0%  | 0%        | 0%        | 1%        | 0%   | 1%   | 0%  | 0%    |
| Stein    | 0%         | 0%      | 1%    | 0%  | 0%     | 1%  | 0%        | 2%        | 0%        | 0%   | 0%   | 0%  | 0%    |
| Not Sure | 15%        | 16%     | 23%   | 8%  | 15%    | 14% | 5%        | 13%       | 13%       | 22%  | 17%  | 2%  | 4%    |
| N=       | 585        | 222     | 140   | 222 | 310    | 275 | 70        | 122       | 216       | 176  | 473  | 70  | 41    |

## Better 4 Yrs

|               | Total<br>I |         | Party |     | Gender |     | Age       |           |           |      | Race |     |       |
|---------------|------------|---------|-------|-----|--------|-----|-----------|-----------|-----------|------|------|-----|-------|
|               | Total<br>I | DE<br>M | IND   | GOP | F      | M   | 18-<br>29 | 30-<br>44 | 45-<br>64 | 65 + | W    | AA  | Other |
| Much Better   | 20%        | 40%     | 18%   | 1%  | 22%    | 17% | 15%       | 22%       | 23%       | 16%  | 19%  | 34% | 8%    |
| Little Better | 24%        | 45%     | 21%   | 4%  | 26%    | 21% | 36%       | 26%       | 18%       | 25%  | 24%  | 30% | 15%   |
| Little Worse  | 13%        | 6%      | 24%   | 14% | 13%    | 14% | 3%        | 24%       | 11%       | 13%  | 14%  | 15% | 8%    |

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|            |     |     |     |     |     |     |     |     |     |     |     |     |     |
|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Much Worse | 40% | 5%  | 34% | 77% | 35% | 45% | 43% | 27% | 44% | 41% | 41% | 17% | 65% |
| Not Sure   | 4%  | 3%  | 3%  | 4%  | 4%  | 3%  | 4%  | 1%  | 3%  | 6%  | 3%  | 5%  | 4%  |
| N=         | 584 | 222 | 140 | 222 | 309 | 274 | 70  | 122 | 216 | 175 | 472 | 70  | 41  |

## 2020 Pres

|                      | Total<br>Total<br>I | DE<br>M | Party<br>IND    GOP |     | Gender<br>F    M |     | Age<br>18-29    30-44    45-64    65 + |     |     |     | Race<br>W    AA    Other |     |     |
|----------------------|---------------------|---------|---------------------|-----|------------------|-----|--|-----|-----|-----|--------------------------|-----|-----|
| Biden                | 49%                 | 94%     | 50%                 | 2%  | 53%              | 44% | 44%                                    | 58% | 47% | 46% | 46%                      | 80% | 22% |
| Trump                | 45%                 | 2%      | 33%                 | 96% | 40%              | 51% | 43%                                    | 32% | 48% | 52% | 50%                      | 5%  | 64% |
| Did Not Vote in 2020 | 4%                  | 3%      | 12%                 | 1%  | 5%               | 4%  | 13%                                    | 9%  | 2%  | 1%  | 2%                       | 14% | 14% |
| Not sure             | 0%                  | 0%      | 1%                  | 0%  | 0%               | 0%  | 0%                                     | 0%  | 0%  | 0%  | 0%                       | 0%  | 0%  |
| Someone else         | 1%                  | 0%      | 4%                  | 1%  | 1%               | 1%  | 0%                                     | 1%  | 3%  | 0%  | 1%                       | 0%  | 0%  |
| N=                   | 585                 | 222     | 140                 | 222 | 310              | 275 | 70                                     | 122 | 216 | 176 | 473                      | 70  | 41  |

## Vote Difficulty

|                  | Total<br>Total<br>I | DE<br>M | Party<br>IND    GOP |     | Gender<br>F    M |     | Age<br>18-29    30-44    45-64    65 + |     |     |     | Race<br>W    AA    Other |     |     |
|------------------|---------------------|---------|---------------------|-----|------------------|-----|--|-----|-----|-----|--------------------------|-----|-----|
| C. Easy          | 74%                 | 82%     | 65%                 | 72% | 81%              | 67% | 79%                                    | 73% | 70% | 79% | 73%                      | 79% | 80% |
| D.Careful Choice | 17%                 | 10%     | 20%                 | 22% | 13%              | 22% | 12%                                    | 14% | 21% | 16% | 19%                      | 9%  | 12% |
| D. 3rd Party     | 3%                  | 2%      | 7%                  | 1%  | 2%               | 4%  | 1%                                     | 7%  | 2%  | 1%  | 2%                       | 4%  | 4%  |
| B. Hard Choice   | 2%                  | 2%      | 3%                  | 2%  | 2%               | 2%  | 1%                                     | 5%  | 2%  | 1%  | 2%                       | 6%  | 0%  |
| A. Still UND     | 1%                  | 1%      | 1%                  | 0%  | 1%               | 0%  | 0%                                     | 2%  | 1%  | 0%  | 0%                       | 2%  | 0%  |
| F. Not Sure      | 3%                  | 3%      | 4%                  | 3%  | 2%               | 5%  | 6%                                     | 0%  | 4%  | 3%  | 3%                       | 0%  | 4%  |
| N=               | 583                 | 221     | 140                 | 222 | 310              | 273 | 70                                     | 122 | 215 | 176 | 472                      | 70  | 41  |

## My Can Loses Diff World

|              | Total<br>Total<br>I | DE<br>M | Party<br>IND    GOP |     | Gender<br>F    M |     | Age<br>18-29    30-44    45-64    65 + |     |     |     | Race<br>W    AA    Other |     |     |
|--------------|---------------------|---------|---------------------|-----|------------------|-----|--|-----|-----|-----|--------------------------|-----|-----|
| Str Agree    | 82%                 | 90%     | 71%                 | 79% | 83%              | 80% | 79%                                    | 77% | 82% | 85% | 81%                      | 94% | 71% |
| SmwtAgree    | 11%                 | 7%      | 17%                 | 12% | 11%              | 10% | 15%                                    | 8%  | 13% | 10% | 11%                      | 3%  | 20% |
| SmwtDisagree | 2%                  | 1%      | 3%                  | 3%  | 1%               | 4%  | 2%                                     | 3%  | 2%  | 2%  | 3%                       | 0%  | 0%  |
| Str Disagree | 3%                  | 2%      | 2%                  | 5%  | 3%               | 3%  | 4%                                     | 6%  | 2%  | 2%  | 3%                       | 0%  | 4%  |
| Not Sure     | 2%                  | 0%      | 7%                  | 1%  | 1%               | 3%  | 0%                                     | 6%  | 2%  | 1%  | 2%                       | 4%  | 5%  |

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|              |      |     |       |       |      |        |     |     |      |        |      |           |      |
|--------------|------|-----|-------|-------|------|--------|-----|-----|------|--------|------|-----------|------|
| N=           | 584  | 222 | 140   | 222   | 310  | 275    | 70  | 122 | 216  | 176    | 473  | 70        | 41   |
| Lose Friends |      |     |       |       |      |        |     |     |      |        |      |           |      |
|              | Tota |     |       |       |      |        |     |     |      |        |      |           |      |
|              | I    |     | Party |       |      | Gender |     |     | Age  |        |      | Race      |      |
|              | Tota | DE  |       |       |      |        | 18- | 30- | 45-  |        |      |           | Oth  |
|              | I    | M   | IND   | GOP   | F    | M      | 29  | 44  | 64   | 65 +   | W    | AA        | er   |
| No           | 54%  | 40% | 58%   | 67%   | 51%  | 58%    | 30% | 59% | 56%  | 59%    | 54%  | 60%       | 45%  |
| Both         | 18%  | 24% | 24%   | 9%    | 20%  | 16%    | 29% | 18% | 16%  | 17%    | 19%  | 7%        | 29%  |
| Friends      | 14%  | 19% | 8%    | 12%   | 13%  | 15%    | 21% | 14% | 14%  | 10%    | 12%  | 18%       | 21%  |
| Family       | 6%   | 10% | 2%    | 5%    | 8%   | 4%     | 16% | 4%  | 6%   | 4%     | 6%   | 8%        | 5%   |
| Not sure     | 7%   | 7%  | 7%    | 8%    | 8%   | 7%     | 5%  | 4%  | 9%   | 9%     | 8%   | 7%        | 0%   |
| N=           | 584  | 222 | 140   | 222   | 310  | 275    | 70  | 122 | 216  | 176    | 473  | 70        | 41   |
| Campaign \$  |      |     |       |       |      |        |     |     |      |        |      |           |      |
|              | Tota |     |       |       |      |        |     |     |      |        |      |           |      |
|              | I    |     | Party |       |      | Gender |     |     | Age  |        |      | Race      |      |
|              | Tota | DE  |       |       |      |        | 18- | 30- | 45-  |        |      |           | Oth  |
|              | I    | M   | IND   | GOP   | F    | M      | 29  | 44  | 64   | 65 +   | W    | AA        | er   |
| No           | 67%  | 60% | 73%   | 69%   | 63%  | 71%    | 92% | 63% | 70%  | 55%    | 66%  | 68%       | 73%  |
| Pres         | 28%  | 33% | 21%   | 27%   | 32%  | 23%    | 5%  | 31% | 24%  | 39%    | 28%  | 29%       | 24%  |
| Local        | 2%   | 3%  | 1%    | 1%    | 2%   | 1%     | 0%  | 2%  | 3%   | 2%     | 2%   | 1%        | 0%   |
| US Hse Sen   | 3%   | 4%  | 4%    | 2%    | 2%   | 4%     | 3%  | 2%  | 4%   | 4%     | 3%   | 2%        | 3%   |
| State House  | 1%   | 0%  | 0%    | 1%    | 0%   | 1%     | 0%  | 2%  | 0%   | 0%     | 1%   | 0%        | 0%   |
| N=           | 582  | 222 | 140   | 220   | 308  | 275    | 70  | 122 | 214  | 176    | 473  | 68        | 41   |
|              | Tota |     |       |       |      |        |     |     |      |        |      |           |      |
|              | I    |     |       |       |      | Area   |     |     |      |        |      | Education |      |
|              |      |     |       |       |      | GSBM   | LW  |     |      |        |      |           |      |
|              |      |     |       |       |      | -      | M-  |     |      |        |      |           |      |
|              |      |     |       |       |      | THUM   | MID | W.  | N.   |        |      |           |      |
|              |      |     |       |       |      | B      | -MI | MI  | MI/U | Master | Coll | Som       | No   |
|              |      |     |       |       |      |        |     |     | P    | 's +   | Gra  | e         | Coll |
|              | 100  |     | Wayn  | Oakla | Maco |        |     |     |      |        |      |           |      |
|              | %    | DET | e     | nd    | mb   |        |     |     |      |        |      |           |      |
| Total        |      |     |       |       |      |        |     |     |      |        |      |           |      |
| N=           | 585  | 29  | 70    | 82    | 53   | 53     | 82  | 129 | 88   | 94     | 117  | 257       | 117  |
| Nov Voter    |      |     |       |       |      |        |     |     |      |        |      |           |      |
|              | Tota |     |       |       |      |        |     |     |      |        |      |           |      |
|              | I    |     |       |       |      | Area   |     |     |      |        |      | Education |      |
|              |      |     |       |       |      | GSBM   | LW  |     |      |        |      |           |      |
|              |      |     |       |       |      | -      | M-  |     |      |        |      |           |      |
|              |      |     |       |       |      | THUM   | MID | W.  | N.   |        |      |           |      |
|              |      |     |       |       |      | B      | -MI | MI  | MI/U | Master | Coll | Som       | No   |
|              |      |     |       |       |      |        |     |     | P    | 's +   | Gra  | e         | Coll |
| Def          | 36%  | 14% | 19%   | 33%   | 42%  | 41%    | 35% | 36% | 52%  | 21%    | 34%  | 37%       | 46%  |
| Voted        | 64%  | 86% | 81%   | 67%   | 58%  | 59%    | 65% | 64% | 48%  | 79%    | 66%  | 63%       | 54%  |
| N=           | 585  | 29  | 70    | 82    | 53   | 53     | 82  | 129 | 88   | 94     | 117  | 257       | 117  |
| Voter Type I |      |     |       |       |      |        |     |     |      |        |      |           |      |

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|    | Total<br>I | Area |           |             |            |           |            |          |           |                | Education |                  |            |
|----|------------|------|-----------|-------------|------------|-----------|------------|----------|-----------|----------------|-----------|------------------|------------|
|    |            |      |           |             |            | GSBM<br>- | LW<br>M-   |          | N.        |                |           |                  |            |
|    | Total<br>I | DET  | Wayn<br>e | Oakla<br>nd | Maco<br>mb | THUM<br>B | MID<br>-MI | W.<br>MI | MI/U<br>P | Master<br>'s + | Coll<br>d | Som<br>e<br>Coll | No<br>Coll |
| AV | 42%        | 44%  | 56%       | 57%         | 35%        | 37%       | 38%        | 39%      | 36%       | 62%            | 43%       | 36%              | 39%        |
| EV | 29%        | 37%  | 28%       | 20%         | 37%        | 30%       | 35%        | 32%      | 22%       | 22%            | 32%       | 33%              | 25%        |
| ED | 28%        | 18%  | 17%       | 23%         | 28%        | 34%       | 27%        | 29%      | 41%       | 15%            | 25%       | 31%              | 36%        |
| N= | 575        | 23   | 66        | 82          | 53         | 53        | 82         | 129      | 88        | 94             | 117       | 247              | 117        |

## Voter Type 2020

|    | Total<br>I | Area |           |             |            |           |            |          |           |                | Education |                  |            |
|----|------------|------|-----------|-------------|------------|-----------|------------|----------|-----------|----------------|-----------|------------------|------------|
|    |            |      |           |             |            | GSBM<br>- | LW<br>M-   |          | N.        |                |           |                  |            |
|    | Total<br>I | DET  | Wayn<br>e | Oakla<br>nd | Maco<br>mb | THUM<br>B | MID<br>-MI | W.<br>MI | MI/U<br>P | Master<br>'s + | Coll<br>d | Som<br>e<br>Coll | No<br>Coll |
| AV | 39%        | 18%  | 56%       | 51%         | 33%        | 32%       | 34%        | 39%      | 32%       | 61%            | 43%       | 29%              | 37%        |
| ED | 61%        | 82%  | 44%       | 49%         | 67%        | 68%       | 66%        | 61%      | 68%       | 39%            | 57%       | 71%              | 63%        |
| N= | 560        | 23   | 62        | 79          | 53         | 52        | 82         | 122      | 87        | 94             | 116       | 242              | 108        |

## Enthusiasm

|       | Total<br>I | Area |           |             |            |           |            |          |           |                | Education |                  |            |
|-------|------------|------|-----------|-------------|------------|-----------|------------|----------|-----------|----------------|-----------|------------------|------------|
|       |            |      |           |             |            | GSBM<br>- | LW<br>M-   |          | N.        |                |           |                  |            |
|       | Total<br>I | DET  | Wayn<br>e | Oakla<br>nd | Maco<br>mb | THUM<br>B | MID<br>-MI | W.<br>MI | MI/U<br>P | Master<br>'s + | Coll<br>d | Som<br>e<br>Coll | No<br>Coll |
| Very  | 79%        | 68%  | 81%       | 71%         | 87%        | 82%       | 78%        | 83%      | 77%       | 80%            | 83%       | 75%              | 81%        |
| Smwt  | 9%         | 3%   | 12%       | 12%         | 5%         | 6%        | 12%        | 8%       | 8%        | 9%             | 6%        | 10%              | 8%         |
| Other | 12%        | 30%  | 8%        | 18%         | 7%         | 12%       | 10%        | 9%       | 14%       | 11%            | 11%       | 14%              | 10%        |
| N=    | 584        | 29   | 69        | 82          | 53         | 53        | 82         | 128      | 88        | 92             | 117       | 257              | 117        |

## Gender

|   | Total<br>I | Area |           |             |            |           |            |          |           |                | Education |                  |            |
|---|------------|------|-----------|-------------|------------|-----------|------------|----------|-----------|----------------|-----------|------------------|------------|
|   |            |      |           |             |            | GSBM<br>- | LW<br>M-   |          | N.        |                |           |                  |            |
|   | Total<br>I | DET  | Wayn<br>e | Oakla<br>nd | Maco<br>mb | THUM<br>B | MID<br>-MI | W.<br>MI | MI/U<br>P | Master<br>'s + | Coll<br>d | Som<br>e<br>Coll | No<br>Coll |
| F | 53%        | 49%  | 68%       | 55%         | 61%        | 49%       | 40%        | 61%      | 39%       | 59%            | 49%       | 52%              | 55%        |
| M | 47%        | 51%  | 32%       | 45%         | 39%        | 51%       | 60%        | 39%      | 61%       | 41%            | 51%       | 48%              | 45%        |

## Age

|  | Total<br>I | Area |  |  |  |  |  |  |  |  | Education |  |  |
|--|------------|------|--|--|--|--|--|--|--|--|-----------|--|--|
|--|------------|------|--|--|--|--|--|--|--|--|-----------|--|--|

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|            | Total |         | Wayne |      | Oakland | Macomb | GSBM - THUMB | LW M-MID -MI | W. MI | N. MI/UP | Master's + | College | Some Coll | No Coll |
|------------|-------|---------|-------|------|---------|--------|--------------|--------------|-------|----------|------------|---------|-----------|---------|
|            | I     | DET 100 | e     | nd   | mb      | B      |              |              |       | P        |            | d       | Coll      | Coll    |
| DET        | 5%    | %       | 0%    | 0%   | 0%      | 0%     | 0%           | 0%           | 0%    | 0%       | 5%         | 5%      | 7%        | 0%      |
| Wayne      | 12%   | 0%      | 100%  | 0%   | 0%      | 0%     | 0%           | 0%           | 0%    | 0%       | 13%        | 18%     | 11%       | 8%      |
| Oakland    | 14%   | 0%      | 0%    | 100% | 0%      | 0%     | 0%           | 0%           | 0%    | 0%       | 24%        | 9%      | 16%       | 7%      |
| Macomb     | 9%    | 0%      | 0%    | 0%   | 100%    | 0%     | 0%           | 0%           | 0%    | 0%       | 6%         | 15%     | 11%       | 0%      |
| GSBM-THUMB | 9%    | 0%      | 0%    | 0%   | 0%      | 100%   | 0%           | 0%           | 0%    | 0%       | 7%         | 6%      | 10%       | 11%     |
| LWM-MID-MI | 14%   | 0%      | 0%    | 0%   | 0%      | 0%     | 0%           | 0%           | 0%    | 0%       | 10%        | 10%     | 14%       | 20%     |
| W. MI      | 22%   | 0%      | 0%    | 0%   | 0%      | 0%     | 0%           | 0%           | 0%    | 0%       | 17%        | 21%     | 18%       | 35%     |
| N. MI/UP   | 15%   | 0%      | 0%    | 0%   | 0%      | 0%     | 0%           | 0%           | 0%    | 100%     | 16%        | 17%     | 12%       | 19%     |
| N=         | 585   | 29      | 70    | 82   | 53      | 53     | 82           | 129          | 88    | 94       | 117        | 257     | 117       |         |
| TV DMA     |       |         |       |      |         |        |              |              |       |          |            |         |           |         |

|           | Total |     | Wayne |     | Oakland | Macomb | GSBM - THUMB | LW M-MID -MI | W. MI | N. MI/UP | Master's + | College | Some Coll | No Coll |
|-----------|-------|-----|-------|-----|---------|--------|--------------|--------------|-------|----------|------------|---------|-----------|---------|
|           | I     | DET | e     | nd  | mb      | B      |              |              |       | P        |            | d       | Coll      | Coll    |
| DET       | 43%   | 97% | 90%   | 90% | 85%     | 14%    | 37%          | 0%           | 4%    | 50%      | 45%        | 46%     | 27%       |         |
| GR        | 17%   | 0%  | 0%    | 0%  | 0%      | 0%     | 1%           | 76%          | 0%    | 14%      | 19%        | 14%     | 24%       |         |
| TC/CAD    | 11%   | 0%  | 0%    | 0%  | 0%      | 0%     | 0%           | 3%           | 65%   | 11%      | 13%        | 7%      | 14%       |         |
| Flint/Sag | 8%    | 0%  | 0%    | 1%  | 0%      | 74%    | 7%           | 0%           | 4%    | 6%       | 6%         | 10%     | 10%       |         |
| Lan/Jax   | 6%    | 0%  | 0%    | 0%  | 0%      | 0%     | 38%          | 4%           | 1%    | 6%       | 5%         | 5%      | 12%       |         |
| Other     | 6%    | 0%  | 1%    | 4%  | 1%      | 6%     | 3%           | 8%           | 13%   | 9%       | 3%         | 7%      | 3%        |         |
| Not Sure  | 10%   | 3%  | 9%    | 5%  | 14%     | 6%     | 14%          | 8%           | 13%   | 4%       | 9%         | 12%     | 10%       |         |
| N=        | 579   | 29  | 68    | 79  | 53      | 53     | 82           | 129          | 88    | 94       | 117        | 252     | 117       |         |
| Abortion  |       |     |       |     |         |        |              |              |       |          |            |         |           |         |

|            | Total |     | Wayne |     | Oakland | Macomb | GSBM - THUMB | LW M-MID -MI | W. MI | N. MI/UP | Master's + | College | Some Coll | No Coll |
|------------|-------|-----|-------|-----|---------|--------|--------------|--------------|-------|----------|------------|---------|-----------|---------|
|            | I     | DET | e     | nd  | mb      | B      |              |              |       | P        |            | d       | Coll      | Coll    |
| Str Life   | 31%   | 27% | 17%   | 12% | 33%     | 38%    | 38%          | 39%          | 37%   | 15%      | 30%        | 31%     | 44%       |         |
| SmwtLife   | 11%   | 3%  | 15%   | 10% | 8%      | 12%    | 11%          | 8%           | 17%   | 13%      | 10%        | 8%      | 17%       |         |
| SmwtChoice | 14%   | 6%  | 23%   | 18% | 22%     | 16%    | 11%          | 8%           | 9%    | 15%      | 13%        | 15%     | 11%       |         |
| Str Choice | 42%   | 64% | 44%   | 60% | 37%     | 33%    | 37%          | 40%          | 36%   | 55%      | 45%        | 45%     | 26%       |         |
| Not Sure   | 2%    | 0%  | 2%    | 1%  | 0%      | 0%     | 2%           | 5%           | 1%    | 2%       | 3%         | 2%      | 2%        |         |

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|                |       |     |     |     |     |      |     |     |      |        |      |           |      |
|----------------|-------|-----|-----|-----|-----|------|-----|-----|------|--------|------|-----------|------|
| N=             | 583   | 29  | 70  | 82  | 53  | 53   | 82  | 127 | 88   | 94     | 117  | 256       | 117  |
| Education      | Total |     |     |     |     | Area |     |     |      |        |      | Education |      |
|                |       |     |     |     |     | GSBM | LW  |     |      |        |      |           |      |
|                |       |     |     |     |     | -    | M-  |     |      |        |      |           |      |
|                |       |     |     |     |     | THUM | MID | W.  | N.   |        |      |           |      |
|                |       |     |     |     |     | B    | -MI | MI  | MI/U | Master | Coll | Som       | No   |
|                |       |     |     |     |     |      |     |     | P    | 's +   | Grad | e Coll    | Coll |
| Master's +     | 16%   | 16% | 18% | 28% | 11% | 13%  | 12% | 13% | 18%  | 100%   | 0%   | 0%        | 0%   |
| Coll Grad      | 20%   | 21% | 29% | 12% | 33% | 14%  | 14% | 19% | 22%  | 0%     | 100% | 0%        | 0%   |
| Some Coll      | 44%   | 63% | 40% | 50% | 55% | 48%  | 45% | 37% | 35%  | 0%     | 0%   | 100%      | 0%   |
| No Coll        | 20%   | 0%  | 13% | 10% | 0%  | 25%  | 29% | 32% | 25%  | 0%     | 0%   | 0%        | 100% |
| N=             | 585   | 29  | 70  | 82  | 53  | 53   | 82  | 129 | 88   | 94     | 117  | 257       | 117  |
| Harris ID      | Total |     |     |     |     | Area |     |     |      |        |      | Education |      |
|                |       |     |     |     |     | GSBM | LW  |     |      |        |      |           |      |
|                |       |     |     |     |     | -    | M-  |     |      |        |      |           |      |
|                |       |     |     |     |     | THUM | MID | W.  | N.   |        |      |           |      |
|                |       |     |     |     |     | B    | -MI | MI  | MI/U | Master | Coll | Som       | No   |
|                |       |     |     |     |     |      |     |     | P    | 's +   | Grad | e Coll    | Coll |
| Very Fav       | 38%   | 91% | 37% | 48% | 43% | 23%  | 34% | 33% | 29%  | 52%    | 38%  | 37%       | 29%  |
| SmwtFav        | 10%   | 0%  | 17% | 11% | 3%  | 7%   | 6%  | 14% | 8%   | 12%    | 12%  | 9%        | 8%   |
| SmwtUnFav      | 2%    | 3%  | 3%  | 1%  | 0%  | 6%   | 1%  | 2%  | 4%   | 3%     | 4%   | 2%        | 0%   |
| Very UnFav     | 49%   | 6%  | 41% | 40% | 54% | 64%  | 59% | 47% | 58%  | 31%    | 45%  | 52%       | 60%  |
| Not Sure       | 1%    | 0%  | 2%  | 0%  | 0%  | 0%   | 0%  | 3%  | 1%   | 1%     | 1%   | 0%        | 3%   |
| Trump ID       | Total |     |     |     |     | Area |     |     |      |        |      | Education |      |
|                |       |     |     |     |     | GSBM | LW  |     |      |        |      |           |      |
|                |       |     |     |     |     | -    | M-  |     |      |        |      |           |      |
|                |       |     |     |     |     | THUM | MID | W.  | N.   |        |      |           |      |
|                |       |     |     |     |     | B    | -MI | MI  | MI/U | Master | Coll | Som       | No   |
|                |       |     |     |     |     |      |     |     | P    | 's +   | Grad | e Coll    | Coll |
| Very Fav       | 31%   | 6%  | 22% | 19% | 25% | 44%  | 38% | 32% | 44%  | 17%    | 31%  | 30%       | 44%  |
| SmwtFav        | 14%   | 0%  | 19% | 13% | 18% | 17%  | 13% | 17% | 12%  | 12%    | 11%  | 16%       | 16%  |
| SmwtUnFav      | 2%    | 0%  | 5%  | 2%  | 1%  | 2%   | 2%  | 3%  | 2%   | 4%     | 4%   | 3%        | 0%   |
| Very UnFav     | 52%   | 94% | 55% | 66% | 55% | 37%  | 47% | 47% | 41%  | 68%    | 54%  | 52%       | 38%  |
| Not Sure       | 0%    | 0%  | 0%  | 0%  | 0%  | 0%   | 0%  | 2%  | 1%   | 0%     | 0%   | 0%        | 2%   |
| N=             | 585   | 29  | 70  | 82  | 53  | 53   | 82  | 129 | 88   | 94     | 117  | 257       | 117  |
| US Right Track | Total |     |     |     |     | Area |     |     |      |        |      | Education |      |
|                |       |     |     |     |     |      |     |     |      |        |      |           |      |

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|          | Total |     | Area  |         |        | Education    |         |       |           |            |      |           |         |
|----------|-------|-----|-------|---------|--------|--------------|---------|-------|-----------|------------|------|-----------|---------|
|          | I     | DET | Wayne | Oakland | Macomb | GSBM - THUMB | LW M-MI | W. MI | N. MI/U P | Master's + | Grad | Some Coll | No Coll |
| RD       | 29%   | 56% | 34%   | 36%     | 30%    | 19%          | 28%     | 18%   | 34%       | 38%        | 33%  | 31%       | 17%     |
| WT       | 63%   | 38% | 61%   | 54%     | 64%    | 76%          | 64%     | 69%   | 63%       | 48%        | 61%  | 63%       | 76%     |
| Not sure | 8%    | 6%  | 5%    | 10%     | 6%     | 5%           | 8%      | 13%   | 4%        | 14%        | 6%   | 7%        | 7%      |
| N=       | 583   | 29  | 70    | 81      | 53     | 53           | 82      | 129   | 87        | 92         | 117  | 257       | 117     |

MI RD

|          | Total |     | Area  |         |        | Education    |         |       |           |            |      |           |         |
|----------|-------|-----|-------|---------|--------|--------------|---------|-------|-----------|------------|------|-----------|---------|
|          | I     | DET | Wayne | Oakland | Macomb | GSBM - THUMB | LW M-MI | W. MI | N. MI/U P | Master's + | Grad | Some Coll | No Coll |
| RD       | 45%   | 65% | 55%   | 62%     | 46%    | 30%          | 35%     | 40%   | 39%       | 60%        | 48%  | 46%       | 28%     |
| WT       | 49%   | 32% | 39%   | 35%     | 42%    | 66%          | 60%     | 54%   | 55%       | 32%        | 46%  | 51%       | 64%     |
| Not sure | 6%    | 3%  | 6%    | 3%      | 13%    | 5%           | 4%      | 6%    | 6%        | 9%         | 6%   | 3%        | 8%      |
| N=       | 584   | 29  | 70    | 82      | 53     | 53           | 82      | 128   | 87        | 92         | 117  | 257       | 117     |

Top Issue

|            | Total |     | Area  |         |        | Education    |         |       |           |            |      |           |         |
|------------|-------|-----|-------|---------|--------|--------------|---------|-------|-----------|------------|------|-----------|---------|
|            | I     | DET | Wayne | Oakland | Macomb | GSBM - THUMB | LW M-MI | W. MI | N. MI/U P | Master's + | Grad | Some Coll | No Coll |
| Threats    | 34%   | 70% | 43%   | 49%     | 35%    | 21%          | 23%     | 25%   | 28%       | 47%        | 36%  | 34%       | 20%     |
| Econ/Inf   | 24%   | 21% | 24%   | 21%     | 32%    | 29%          | 28%     | 24%   | 15%       | 16%        | 29%  | 29%       | 14%     |
| Border     | 21%   | 0%  | 13%   | 10%     | 20%    | 32%          | 25%     | 19%   | 35%       | 16%        | 17%  | 18%       | 35%     |
| Abortion   | 13%   | 0%  | 11%   | 8%      | 5%     | 8%           | 12%     | 23%   | 16%       | 8%         | 9%   | 11%       | 24%     |
| For Aff    | 3%    | 9%  | 5%    | 1%      | 4%     | 4%           | 3%      | 4%    | 1%        | 3%         | 4%   | 3%        | 2%      |
| Climate    | 2%    | 0%  | 1%    | 3%      | 1%     | 2%           | 5%      | 2%    | 1%        | 2%         | 3%   | 2%        | 2%      |
| Healthcare | 2%    | 0%  | 1%    | 3%      | 2%     | 5%           | 0%      | 2%    | 3%        | 4%         | 1%   | 2%        | 0%      |
| Crime      | 1%    | 0%  | 0%    | 1%      | 0%     | 0%           | 0%      | 1%    | 1%        | 1%         | 0%   | 0%        | 1%      |
| Not Sure   | 1%    | 0%  | 1%    | 4%      | 0%     | 0%           | 3%      | 0%    | 0%        | 2%         | 1%   | 1%        | 2%      |
| N=         | 581   | 29  | 70    | 82      | 53     | 53           | 79      | 128   | 87        | 92         | 117  | 257       | 115     |

Prob Solver

|  | Total |     | Area  |         |        | Education |       |       |           |            |      |           |         |
|--|-------|-----|-------|---------|--------|-----------|-------|-------|-----------|------------|------|-----------|---------|
|  | I     | DET | Wayne | Oakland | Macomb | GSBM -    | LW M- | W. MI | N. MI/U P | Master's + | Grad | Some Coll | No Coll |

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|            |     |     |     |     |     | THUM<br>B | MID<br>-MI |     |     |     |     |     |     |
|------------|-----|-----|-----|-----|-----|-----------|------------|-----|-----|-----|-----|-----|-----|
| Harris     | 47% | 65% | 55% | 59% | 46% | 31%       | 42%        | 47% | 40% | 66% | 51% | 44% | 37% |
| Trump      | 48% | 6%  | 42% | 34% | 43% | 65%       | 54%        | 52% | 60% | 31% | 45% | 49% | 61% |
| Not sure   | 5%  | 30% | 3%  | 7%  | 10% | 4%        | 4%         | 1%  | 0%  | 3%  | 4%  | 8%  | 2%  |
| N=         | 583 | 29  | 70  | 82  | 53  | 53        | 80         | 129 | 88  | 94  | 117 | 257 | 115 |
| US Hse Gen |     |     |     |     |     |           |            |     |     |     |     |     |     |

|            | Tota<br>l |     |           |             | Area       |           |            |          |            |                | Education |                  |            |
|------------|-----------|-----|-----------|-------------|------------|-----------|------------|----------|------------|----------------|-----------|------------------|------------|
|            |           |     |           |             | GSBM<br>-  | LW<br>M-  |            |          | N.<br>MI/U | Master<br>'s + | Coll<br>d | Som<br>e<br>Coll | No<br>Coll |
|            | Tota<br>l | DET | Wayn<br>e | Oakla<br>nd | Maco<br>mb | THUM<br>B | MID<br>-MI | W.<br>MI |            |                |           |                  |            |
| DEM        | 49%       | 89% | 59%       | 61%         | 46%        | 30%       | 43%        | 47%      | 40%        | 64%            | 51%       | 49%              | 37%        |
| GOP        | 47%       | 6%  | 36%       | 34%         | 45%        | 63%       | 57%        | 51%      | 58%        | 31%            | 45%       | 47%              | 63%        |
| Not sure   | 4%        | 6%  | 5%        | 5%          | 8%         | 7%        | 0%         | 1%       | 3%         | 5%             | 4%        | 4%               | 0%         |
| N=         | 583       | 29  | 70        | 82          | 53         | 53        | 80         | 129      | 87         | 94             | 117       | 257              | 115        |
| 8-Way Pres |           |     |           |             |            |           |            |          |            |                |           |                  |            |

|            | Tota<br>l |     |           |             | Area       |           |            |          |            |                | Education |                  |            |
|------------|-----------|-----|-----------|-------------|------------|-----------|------------|----------|------------|----------------|-----------|------------------|------------|
|            |           |     |           |             | GSBM<br>-  | LW<br>M-  |            |          | N.<br>MI/U | Master<br>'s + | Coll<br>d | Som<br>e<br>Coll | No<br>Coll |
|            | Tota<br>l | DET | Wayn<br>e | Oakla<br>nd | Maco<br>mb | THUM<br>B | MID<br>-MI | W.<br>MI |            |                |           |                  |            |
| Harris     | 49%       | 86% | 55%       | 58%         | 46%        | 35%       | 41%        | 48%      | 40%        | 66%            | 50%       | 47%              | 37%        |
| Trump      | 48%       | 6%  | 42%       | 35%         | 50%        | 62%       | 52%        | 51%      | 60%        | 31%            | 45%       | 49%              | 60%        |
| Oliver     | 1%        | 0%  | 0%        | 1%          | 0%         | 2%        | 2%         | 0%       | 0%         | 0%             | 0%        | 1%               | 1%         |
| Stein      | 1%        | 3%  | 0%        | 3%          | 4%         | 0%        | 0%         | 1%       | 0%         | 1%             | 1%        | 1%               | 0%         |
| West       | 1%        | 6%  | 0%        | 3%          | 0%         | 0%        | 0%         | 0%       | 0%         | 0%             | 1%        | 1%               | 0%         |
| RFK, Jr.   | 0%        | 0%  | 3%        | 0%          | 0%         | 0%        | 0%         | 0%       | 0%         | 2%             | 1%        | 0%               | 0%         |
| Not Sure   | 1%        | 0%  | 0%        | 1%          | 0%         | 1%        | 5%         | 0%       | 0%         | 0%             | 2%        | 0%               | 2%         |
| N=         | 583       | 29  | 70        | 80          | 53         | 53        | 82         | 129      | 88         | 94             | 117       | 256              | 117        |
| 2-Way Pres |           |     |           |             |            |           |            |          |            |                |           |                  |            |

|              | Tota<br>l |     |           |             | Area       |           |            |          |            |                | Education |                  |            |
|--------------|-----------|-----|-----------|-------------|------------|-----------|------------|----------|------------|----------------|-----------|------------------|------------|
|              |           |     |           |             | GSBM<br>-  | LW<br>M-  |            |          | N.<br>MI/U | Master<br>'s + | Coll<br>d | Som<br>e<br>Coll | No<br>Coll |
|              | Tota<br>l | DET | Wayn<br>e | Oakla<br>nd | Maco<br>mb | THUM<br>B | MID<br>-MI | W.<br>MI |            |                |           |                  |            |
| Harris       | 50%       | 94% | 55%       | 60%         | 46%        | 35%       | 42%        | 48%      | 40%        | 66%            | 53%       | 48%              | 37%        |
| Trump        | 48%       | 6%  | 44%       | 34%         | 50%        | 62%       | 54%        | 51%      | 60%        | 33%            | 45%       | 50%              | 61%        |
| Not Sure     | 2%        | 0%  | 1%        | 6%          | 4%         | 2%        | 4%         | 1%       | 0%         | 1%             | 3%        | 3%               | 2%         |
| 7-Way US Sen |           |     |           |             |            |           |            |          |            |                |           |                  |            |

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|          | Total | Area |     |     |     |     |     |     |     |     | Education |     |     |
|----------|-------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----------|-----|-----|
|          | I     |      |     |     |     |     |     |     |     |     |           |     |     |
| Slotkin  | 48%   | 89%  | 57% | 61% | 42% | 33% | 42% | 44% | 40% | 65% | 51%       | 47% | 34% |
| Rogers   | 46%   | 6%   | 38% | 34% | 43% | 63% | 54% | 49% | 57% | 31% | 42%       | 47% | 62% |
| Stein    | 1%    | 0%   | 0%  | 0%  | 0%  | 0%  | 0%  | 2%  | 2%  | 0%  | 0%        | 1%  | 2%  |
| Frizzell | 1%    | 6%   | 0%  | 0%  | 5%  | 0%  | 0%  | 0%  | 0%  | 0%  | 1%        | 1%  | 0%  |
| Marsh    | 1%    | 0%   | 0%  | 3%  | 8%  | 0%  | 0%  | 0%  | 0%  | 1%  | 0%        | 2%  | 0%  |
| S-Mullen | 1%    | 0%   | 0%  | 1%  | 1%  | 2%  | 3%  | 0%  | 0%  | 0%  | 1%        | 1%  | 1%  |
| Dern     | 0%    | 0%   | 0%  | 0%  | 0%  | 0%  | 0%  | 0%  | 0%  | 1%  | 0%        | 0%  | 0%  |

## 2-Way US Sen

|          | Total | Area |      |       |      |      |     |     |      |        | Education |     |      |
|----------|-------|------|------|-------|------|------|-----|-----|------|--------|-----------|-----|------|
|          | I     |      |      |       |      |      |     |     |      |        |           |     |      |
|          |       |      |      |       |      | GSBM | LW  |     | N.   |        |           |     |      |
|          |       |      |      |       |      | -    | M-  |     |      |        |           |     |      |
|          |       |      |      |       |      | THUM | MID | W.  | MI/U | Master | Coll      | Som | No   |
|          |       |      |      |       |      | B    | -MI | MI  | P    | 's +   | d         | e   | Coll |
|          | Total | DET  | Wayn | Oakla | Maco |      |     |     |      |        |           |     |      |
|          | I     |      | e    | nd    | mb   |      |     |     |      |        |           |     |      |
| Slotkin  | 50%   | 94%  | 57%  | 63%   | 50%  | 33%  | 42% | 46% | 40%  | 65%    | 53%       | 50% | 33%  |
| Rogers   | 48%   | 6%   | 38%  | 34%   | 50%  | 63%  | 58% | 51% | 59%  | 31%    | 43%       | 48% | 65%  |
| Not sure | 2%    | 0%   | 4%   | 3%    | 0%   | 4%   | 0%  | 3%  | 2%   | 4%     | 4%        | 2%  | 1%   |
| N=       | 585   | 29   | 70   | 82    | 53   | 53   | 82  | 129 | 88   | 94     | 117       | 257 | 117  |

## Pres Winner

|          | Total | Area |      |       |      |      |     |     |      |        | Education |     |      |
|----------|-------|------|------|-------|------|------|-----|-----|------|--------|-----------|-----|------|
|          | I     |      |      |       |      |      |     |     |      |        |           |     |      |
|          |       |      |      |       |      | GSBM | LW  |     | N.   |        |           |     |      |
|          |       |      |      |       |      | -    | M-  |     |      |        |           |     |      |
|          |       |      |      |       |      | THUM | MID | W.  | MI/U | Master | Coll      | Som | No   |
|          |       |      |      |       |      | B    | -MI | MI  | P    | 's +   | d         | e   | Coll |
|          | Total | DET  | Wayn | Oakla | Maco |      |     |     |      |        |           |     |      |
|          | I     |      | e    | nd    | mb   |      |     |     |      |        |           |     |      |
| Trump    | 40%   | 11%  | 36%  | 32%   | 22%  | 49%  | 45% | 48% | 52%  | 30%    | 37%       | 39% | 56%  |
| Harris   | 37%   | 56%  | 41%  | 44%   | 25%  | 34%  | 30% | 37% | 34%  | 42%    | 35%       | 36% | 35%  |
| Not sure | 23%   | 32%  | 23%  | 24%   | 54%  | 17%  | 24% | 15% | 15%  | 28%    | 28%       | 26% | 8%   |
| N=       | 585   | 29   | 70   | 82    | 53   | 53   | 82  | 129 | 88   | 94     | 117       | 257 | 117  |

## Friends Pres

|          | Total | Area |      |       |      |      |     |     |      |        | Education |     |      |
|----------|-------|------|------|-------|------|------|-----|-----|------|--------|-----------|-----|------|
|          | I     |      |      |       |      |      |     |     |      |        |           |     |      |
|          |       |      |      |       |      | GSBM | LW  |     | N.   |        |           |     |      |
|          |       |      |      |       |      | -    | M-  |     |      |        |           |     |      |
|          |       |      |      |       |      | THUM | MID | W.  | MI/U | Master | Coll      | Som | No   |
|          |       |      |      |       |      | B    | -MI | MI  | P    | 's +   | d         | e   | Coll |
|          | Total | DET  | Wayn | Oakla | Maco |      |     |     |      |        |           |     |      |
|          | I     |      | e    | nd    | mb   |      |     |     |      |        |           |     |      |
| Trump    | 45%   | 0%   | 40%  | 31%   | 37%  | 64%  | 53% | 47% | 60%  | 26%    | 46%       | 44% | 60%  |
| Harris   | 40%   | 94%  | 47%  | 49%   | 36%  | 17%  | 34% | 39% | 30%  | 55%    | 41%       | 38% | 31%  |
| Oliver   | 0%    | 0%   | 0%   | 0%    | 5%   | 0%   | 0%  | 0%  | 0%   | 0%     | 0%        | 1%  | 0%   |
| Stein    | 0%    | 0%   | 0%   | 2%    | 0%   | 0%   | 0%  | 0%  | 0%   | 0%     | 0%        | 1%  | 0%   |
| Not Sure | 15%   | 6%   | 13%  | 18%   | 21%  | 20%  | 13% | 14% | 10%  | 19%    | 13%       | 16% | 9%   |
| N=       | 585   | 29   | 70   | 82    | 53   | 53   | 82  | 129 | 88   | 94     | 117       | 257 | 117  |

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## Better 4 Yrs

|               | Total | Area |      |       |      |      |     |     |      |        | Education |     |      |
|---------------|-------|------|------|-------|------|------|-----|-----|------|--------|-----------|-----|------|
|               |       |      |      |       |      | GSBM | LW  |     |      |        |           |     |      |
|               | Total |      | Wayn | Oakla | Maco | THUM | MID | W.  | N.   | Master | Coll      | Som | No   |
|               | I     | DET  | e    | nd    | mb   | B    | -MI | MI  | MI/U | 's +   | d         | e   | Coll |
| Much Better   | 20%   | 43%  | 23%  | 24%   | 13%  | 11%  | 18% | 17% | 20%  | 26%    | 24%       | 17% | 18%  |
| Little Better | 24%   | 24%  | 24%  | 35%   | 23%  | 13%  | 20% | 27% | 20%  | 33%    | 24%       | 24% | 15%  |
| Little Worse  | 13%   | 32%  | 12%  | 12%   | 8%   | 15%  | 16% | 15% | 7%   | 13%    | 11%       | 15% | 12%  |
| Much Worse    | 40%   | 0%   | 38%  | 27%   | 47%  | 59%  | 44% | 38% | 48%  | 21%    | 36%       | 43% | 51%  |
| Not Sure      | 4%    | 0%   | 3%   | 3%    | 9%   | 2%   | 2%  | 3%  | 6%   | 7%     | 6%        | 1%  | 5%   |
| N=            | 584   | 29   | 70   | 82    | 53   | 53   | 82  | 128 | 87   | 93     | 116       | 257 | 117  |

## 2020 Pres

|              | Total | Area |      |       |      |      |     |     |      |        | Education |     |      |
|--------------|-------|------|------|-------|------|------|-----|-----|------|--------|-----------|-----|------|
|              |       |      |      |       |      |      |     |     |      |        |           |     |      |
|              | Total |      | Wayn | Oakla | Maco | THUM | MID | W.  | N.   | Master | Coll      | Som | No   |
|              | I     | DET  | e    | nd    | mb   | B    | -MI | MI  | MI/U | 's +   | d         | e   | Coll |
| Biden        | 49%   | 68%  | 60%  | 63%   | 50%  | 35%  | 42% | 46% | 37%  | 70%    | 53%       | 46% | 34%  |
| Trump        | 45%   | 0%   | 38%  | 31%   | 40%  | 61%  | 57% | 50% | 58%  | 25%    | 42%       | 47% | 62%  |
| Did Not Vote |       |      |      |       |      |      |     |     |      |        |           |     |      |
| in 2020      | 4%    | 32%  | 2%   | 5%    | 3%   | 2%   | 0%  | 4%  | 4%   | 3%     | 4%        | 5%  | 4%   |
| Not sure     | 0%    | 0%   | 0%   | 0%    | 0%   | 2%   | 0%  | 0%  | 0%   | 1%     | 0%        | 0%  | 0%   |
| Someone      |       |      |      |       |      |      |     |     |      |        |           |     |      |
| else         | 1%    | 0%   | 0%   | 2%    | 7%   | 0%   | 1%  | 0%  | 1%   | 1%     | 1%        | 2%  | 0%   |

## Vote Difficulty

|              | Total | Area |      |       |      |      |     |     |      |        | Education |     |      |
|--------------|-------|------|------|-------|------|------|-----|-----|------|--------|-----------|-----|------|
|              |       |      |      |       |      |      |     |     |      |        |           |     |      |
|              | Total |      | Wayn | Oakla | Maco | THUM | MID | W.  | N.   | Master | Coll      | Som | No   |
|              | I     | DET  | e    | nd    | mb   | B    | -MI | MI  | MI/U | 's +   | d         | e   | Coll |
| C. Easy      | 74%   | 97%  | 75%  | 68%   | 63%  | 70%  | 76% | 83% | 65%  | 75%    | 76%       | 73% | 75%  |
| D.Careful    |       |      |      |       |      |      |     |     |      |        |           |     |      |
| Choice       | 17%   | 0%   | 14%  | 21%   | 33%  | 23%  | 12% | 10% | 25%  | 19%    | 16%       | 17% | 16%  |
| D. 3rd Party | 3%    | 3%   | 0%   | 7%    | 4%   | 2%   | 5%  | 2%  | 0%   | 2%     | 1%        | 3%  | 3%   |
| B. Hard      |       |      |      |       |      |      |     |     |      |        |           |     |      |
| Choice       | 2%    | 0%   | 10%  | 0%    | 0%   | 0%   | 5%  | 2%  | 0%   | 2%     | 3%        | 3%  | 0%   |
| A. Still UND | 1%    | 0%   | 1%   | 1%    | 0%   | 3%   | 0%  | 0%  | 1%   | 1%     | 1%        | 1%  | 0%   |
| F. Not Sure  | 3%    | 0%   | 0%   | 3%    | 0%   | 2%   | 3%  | 3%  | 9%   | 1%     | 2%        | 3%  | 6%   |
| N=           | 583   | 29   | 70   | 82    | 53   | 52   | 81  | 129 | 88   | 93     | 116       | 256 | 117  |

## My Can Loses Diff World

|  | Total | Area |      |       |      |      |     |    |      |        | Education |     |      |
|--|-------|------|------|-------|------|------|-----|----|------|--------|-----------|-----|------|
|  |       |      |      |       |      |      |     |    |      |        |           |     |      |
|  | Total |      | Wayn | Oakla | Maco | THUM | MID | W. | N.   | Master | Coll      | Som | No   |
|  | I     | DET  | e    | nd    | mb   | B    | -MI | MI | MI/U | 's +   | d         | e   | Coll |

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Conducted October-29-November 2, 2024

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