



NPI/Inside Elections MI-07 Public Opinion Poll – July 2024

METHODOLOGY: This poll was conducted via text and live caller. The survey was completed by Noble Predictive Insights from July 8-11, 2024, from a sample of Michigan voters obtained from the voter file. The sample size was 532 likely general election voters, obtained via screening questions. The sample was weighted by age, gender, ethnicity, county, education, and recalled 2020 vote. Numbers may not equal 100% due to rounding. The margin of error was +/- 4.4% Non-response, coverage error, and other factors may also contribute to error.



Q01_1: Now, here are the names of some people or organizations in the news. Please tell me if you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of each. If you have no opinion or have never heard of the person, just say so. - Curtis Hertel

| Demographic (weighted n) | TOTAL favorable | TOTAL unfavorable | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Refused |
|----------------------------|-----------------|-------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| <i>Likely voters (532)</i> | 18% | 20% | 8% | 10% | 11% | 8% | 17% | 45% | 0% |

Q01_2: Now, here are the names of some people or organizations in the news. Please tell me if you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of each. If you have no opinion or have never heard of the person, just say so. - Tom Barrett

| Demographic (weighted n) | TOTAL favorable | TOTAL unfavorable | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Refused |
|----------------------------|-----------------|-------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| <i>Likely voters (532)</i> | 32% | 34% | 17% | 15% | 12% | 22% | 15% | 19% | 0% |



Q01_3: Now, here are the names of some people or organizations in the news. Please tell me if you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of each. If you have no opinion or have never heard of the person, just say so. - Donald Trump

| Demographic (weighted n) | TOTAL favorable | TOTAL unfavorable | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of | Refused |
|----------------------------|-----------------|-------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|---------|
| <i>Likely voters (532)</i> | 49% | 50% | 37% | 12% | 5% | 45% | 0% | 1% | 0% |

Q01_4: Now, here are the names of some people or organizations in the news. Please tell me if you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of each. If you have no opinion or have never heard of the person, just say so. - Joe Biden

| Demographic (weighted n) | TOTAL favorable | TOTAL unfavorable | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of |
|----------------------------|-----------------|-------------------|----------------|--------------------|----------------------|------------------|----------------------|----------------|
| <i>Likely voters (532)</i> | 40% | 59% | 21% | 18% | 9% | 50% | 1% | 1% |



Q01_5: Now, here are the names of some people or organizations in the news. Please tell me if you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of each. If you have no opinion or have never heard of the person, just say so. - Robert F. Kennedy Jr.

| Demographic (weighted n) | TOTAL favorable | TOTAL unfavorable | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of |
|---------------------------------|------------------------|--------------------------|-----------------------|---------------------------|-----------------------------|-------------------------|-----------------------------|-----------------------|
| <i>Likely voters (532)</i> | 32% | 55% | 7% | 26% | 24% | 31% | 11% | 2% |

Q01_6: Now, here are the names of some people or organizations in the news. Please tell me if you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of each. If you have no opinion or have never heard of the person, just say so. - Gretchen Whitmer

| Demographic (weighted n) | TOTAL favorable | TOTAL unfavorable | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Heard of, no opinion | Never heard of |
|---------------------------------|------------------------|--------------------------|-----------------------|---------------------------|-----------------------------|-------------------------|-----------------------------|-----------------------|
| <i>Likely voters (532)</i> | 48% | 51% | 37% | 11% | 10% | 41% | 1% | 0% |



Q02: Would you say that things in the country are on the right track or heading in the wrong direction?

| Demographic (weighted n) | Right track | Wrong direction | Not sure |
|----------------------------|-------------|-----------------|----------|
| <i>Likely voters (532)</i> | 24% | 67% | 9% |

Q03: Would you say that things in MICHIGAN are on the right track or heading in the wrong direction?

| Demographic (weighted n) | Right track | Wrong direction | Not sure |
|----------------------------|-------------|-----------------|----------|
| <i>Likely voters (532)</i> | 41% | 50% | 9% |

Q04: Do you approve or disapprove of Joe Biden's job performance?

| Demographic (weighted n) | TOTAL approve | TOTAL disapprove | Strongly approve | Somewhat approve | Somewhat disapprove | Strongly disapprove | Not sure | Refused |
|----------------------------|---------------|------------------|------------------|------------------|---------------------|---------------------|----------|---------|
| <i>Likely voters (532)</i> | 42% | 57% | 21% | 21% | 6% | 51% | 1% | 0% |



Q05: If the election for the House of Representatives were held today, which of the following candidates would you vote for?

| Demographic (weighted n) | Curtis Hertel (Democrat) | Tom Barrett (Republican) | Not sure | Refused |
|---------------------------------|---------------------------------|---------------------------------|-----------------|----------------|
| <i>Likely voters (532)</i> | 41% | 48% | 11% | 0% |

Q06: If the presidential election were held today, which of the following candidates would you vote for?

| Demographic (weighted n) | Donald Trump (Republican) | Joe Biden (Democrat) | Not sure |
|---------------------------------|----------------------------------|-----------------------------|-----------------|
| <i>Likely voters (532)</i> | 50% | 42% | 8% |

Q06a: If the presidential election were held today, which of the following candidates would you vote for?

| Demographic (weighted n) | Donald Trump (Republican) | Kamala Harris (Democrat) | Not sure | Refused |
|---------------------------------|----------------------------------|---------------------------------|-----------------|----------------|
| <i>Likely voters (532)</i> | 50% | 44% | 6% | 0% |



Q07: If the presidential election were held today, which of the following candidates would you vote for?

| Demographic (weighted n) | Donald Trump (Republican) | Joe Biden (Democrat) | Robert F. Kennedy Jr. (Independent) | Cornel West (Independent) | Jill Stein (Green) | Not sure |
|---------------------------------|----------------------------------|-----------------------------|--|----------------------------------|---------------------------|-----------------|
| <i>Likely voters (532)</i> | 44% | 40% | 8% | 0% | 1% | 7% |

Q08: If the election for U.S. Senate were held today, which of the following candidates would you vote for?

| Demographic (weighted n) | Elissa Slotkin (Democrat) | Mike Rogers (Republican) | Not sure |
|---------------------------------|----------------------------------|---------------------------------|-----------------|
| <i>Likely voters (532)</i> | 47% | 48% | 4% |



Q09: If the election for U.S. Senate were held today, which of the following candidates would you vote for?

| Demographic (weighted n) | Elissa Slotkin (Democrat) | Sandy Pensler (Republican) | Not sure | Refused |
|----------------------------|---------------------------|----------------------------|----------|---------|
| <i>Likely voters (532)</i> | 49% | 43% | 8% | 0% |

Q10: Here is a list of some issues facing Michigan. Please select the issue that's most important for deciding your vote in the November elections

| Demographic (weighted n) | National defense | Education | Healthcare | Inflation | Income gap | Taxes | Unemployment rate | Climate change | Immigration | Gun policies | Abortion | LGBT rights | Affordable housing | Something else | Not sure |
|----------------------------|------------------|-----------|------------|-----------|------------|-------|-------------------|----------------|-------------|--------------|----------|-------------|--------------------|----------------|----------|
| <i>Likely voters (532)</i> | 4% | 2% | 7% | 23% | 5% | 3% | 0% | 5% | 15% | 3% | 14% | 2% | 3% | 10% | 3% |



Q11: The Republican National Convention will be held Monday through Thursday of next week. Donald Trump and other leading Republicans will give speeches, and the news media will cover the event extensively. How much of the convention do you plan to watch?

| Demographic (weighted n) | None of it | One night | More than one night, but not every night | Every night | Refused |
|---------------------------------|-------------------|------------------|---|--------------------|----------------|
| <i>Likely voters (532)</i> | 45% | 14% | 29% | 12% | 0% |

Q12: Did you watch the presidential debate on June 27?

| Demographic (weighted n) | Yes | No | Not sure |
|---------------------------------|------------|-----------|-----------------|
| <i>Likely voters (532)</i> | 77% | 22% | 0% |

Q13: (Among those who reported watching the debate) Did you change your vote as a result of the debate?

| Demographic (weighted n) | Yes | No | Not sure |
|---------------------------------|------------|-----------|-----------------|
| <i>Likely voters (411.4)</i> | 5% | 93% | 2% |



Q14_category: (Open-ended question, responses hand-coded. Among those who reported NOT watching the debate) What do you recall doing the night of June 27?

| Demographic (weighted n) | Chores, errands or sleep | No memory or indirect answer | Social or recreation | Work or school |
|------------------------------|--------------------------|------------------------------|----------------------|----------------|
| <i>Likely voters (120.6)</i> | 14% | 38% | 37% | 11% |

Q15: Who did you support before the debate?

| Demographic (weighted n) | Trump | Biden | A third-party candidate | I was undecided |
|---------------------------|-------|-------|-------------------------|-----------------|
| <i>Likely voters (19)</i> | 2% | 67% | 10% | 21% |

Q16: In 2022, Michigan voters approved Proposal Three, which added protection for abortion rights into the state constitution. Do you think this was the right decision?

| Demographic (weighted n) | Yes | No | Not sure | (DON'T READ) Refused |
|----------------------------|-----|-----|----------|----------------------|
| <i>Likely voters (532)</i> | 57% | 33% | 10% | 0% |