

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QV1k] What are the chances that you will vote in the November 2024 general election?

	Total	Gender		Race			Education		Age			
	MI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	600	281	313	494	62	44	384	215	123	134	159	177
	100	100	100	100	100	100	100	100	100	100	100	100
I have already voted	293	132	161	253	26	14	190	103	47	48	71	122
	49%	47%	51%	51%	43%	31%	50%	48%	38%	36%	45%	69%
I will definitely vote	291	138	146	229	33	29	183	107	68	84	83	54
	48%	49%	47%	46%	53%	65%	48%	50%	55%	63%	52%	31%
I will probably vote	10	5	5	8	1	1	5	5	7	1	2	1
	2%	2%	2%	2%	1%	3%	1%	2%	6%	*%	1%	*%
There's a 50-50 chance I will vote	6	5	1	5	2	-	5	1	2	1	3	-
	1%	2%	*%	1%	3%	-	1%	1%	1%	1%	2%	-
Will not vote	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/Refused/Unsure	-	-	-	-	-	-	-	-	-	-	-	-

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[QV1k] What are the chances that you will vote in the November 2024 general election?

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	MI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	600 100	249 100	334 100	291 100	302 100	179 100	212 100	209 100	283 100	42 100	268 100	230 100	170 100	177 100	264 100	279 100
I have already voted	293 49%	140 56%	143 43%	126 43%	162 54%	81 45%	97 46%	116 55%	127 45%	17 41%	145 54%	107 46%	86 51%	90 51%	116 44%	152 54%
I will definitely vote	291 48%	97 39%	187 56%	159 55%	128 43%	97 54%	108 51%	86 41%	152 54%	23 54%	112 42%	124 54%	79 47%	79 44%	145 55%	120 43%
I will probably vote	10 2%	9 4%	1 *	3 1%	7 2%	2 1%	2 1%	6 3%	2 1%	0 *	7 3%	-	1 *	8 4%	-	6 2%
There's a 50-50 chance I will vote	6 1%	2 1%	4 1%	2 1%	5 2%	-	5 2%	1 1%	1 *	2 4%	3 1%	-	4 2%	0 *	2 1%	1 *
Will not vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/Refused/Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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[QV1k] What are the chances that you will vote in the November 2024 general election?

	Total MI	Motivated To Vote			Vote History			Micro-Communities				Early Voting		
		Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	600 100	224 100	60 100	23 100	421 100	79 100	100 100	69 100	218 100	89 100	220 100	279 100	51 100	270 100
I have already voted	293 49%	-	-	-	234 56%	27 34%	32 32%	31 44%	119 55%	42 48%	99 45%	235 84%	19 38%	39 14%
I will definitely vote	291 48%	222 99%	57 94%	13 56%	186 44%	46 58%	59 59%	35 50%	96 44%	45 50%	113 51%	43 16%	31 61%	217 80%
I will probably vote	10 2%	3 1%	3 4%	5 21%	1 *	3 3%	7 7%	2 3%	3 1%	2 2%	3 2%	-	0 *	10 4%
There's a 50-50 chance I will vote	6 1%	0 *	1 1%	5 23%	1 *	3 4%	2 2%	2 3%	-	-	5 2%	1 *	1 1%	5 2%
Will not vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/Refused/Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QV1k] What are the chances that you will vote in the November 2024 general election?

	Total	Race x Education				Media Market				
	MI	White Non-College	White College	Non-White Non-College	Non-White College	DETROIT DMA	FLINT-SAGINAW-BAY CITY DMA	GRAND RAPIDS-KALMZOO-B.CRK DMA	TRAVERSE CITY-CADILLAC DMA	ALL OTHERS
Total	600 100	309 100	184 100	74 100	31 100	293 100	67 100	125 100	41 100	71 100
I have already voted	293 49%	163 53%	89 48%	27 36%	13 42%	154 53%	27 40%	61 49%	20 49%	29 41%
I will definitely vote	291 48%	139 45%	90 49%	44 60%	17 55%	135 46%	38 57%	56 45%	21 51%	39 55%
I will probably vote	10 2%	4 1%	4 2%	1 2%	1 2%	3 1%	2 3%	5 4%	-	-
There's a 50-50 chance I will vote	6 1%	3 1%	1 1%	2 3%	-	1 *	-	2 2%	-	3 4%
Will not vote	-	-	-	-	-	-	-	-	-	-
Don't know/Refused/Unsure	-	-	-	-	-	-	-	-	-	-

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QEarlyVote] How did you cast your ballot in the November 2024 general election?

	Total	Gender		Race			Education		Age			
	MI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	293	132	161	253	26	14	190	103	47	48	71	122
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	294	136	158	248	31	15	184	108	48	46	70	127
I voted early in person	70	29	41	63	3	4	43	27	16	15	24	14
	24%	22%	26%	25%	11%	32%	23%	26%	33%	32%	34%	12%
I voted early by mail or absentee ballot	221	103	118	189	23	9	146	75	30	32	47	107
	75%	78%	74%	75%	87%	68%	77%	73%	66%	66%	66%	88%
Don't know/Refused/Unsure	1	-	1	1	1	-	1	1	1	1	-	-
	*%		1%	*%	2%		*%	1%	1%	2%		

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 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QEarlyVote] How did you cast your ballot in the November 2024 general election?

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	MI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	293 100	140 100	143 100	126 100	162 100	81 100	97 100	116 100	127 100	17 100	145 100	107 100	86 100	90 100	116 100	152 100
Unweighted Total	294	165	119	103	187	68	89	137	106	14	171	87	91	107	94	185
I voted early in person	70 24%	20 14%	50 35%	48 38%	22 14%	33 41%	20 21%	17 15%	49 39%	1 6%	20 14%	40 37%	14 17%	15 16%	46 39%	21 14%
I voted early by mail or absentee ballot	221 75%	119 85%	92 65%	79 62%	139 85%	47 59%	77 79%	97 84%	78 61%	16 94%	123 85%	67 63%	71 83%	75 83%	71 61%	130 85%
Don't know/Refused/Unsure	1 *%	1 1%	-	-	1 1%	-	-	1 1%	-	-	1 1%	-	1 1%	1 1%	-	1 1%

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[QEarlyVote] How did you cast your ballot in the November 2024 general election?

	Total		Motivated To Vote			Vote History			Micro-Communities				Early Voting		
	MI		Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	293	100	-	-	-	234	27	32	31	119	42	99	235	19	39
						100	100	100	100	100	100	100	100	100	100
Unweighted Total	294		-	-	-	236	23	35	32	110	48	102	234	16	44
I voted early in person	70	24%	-	-	-	48	9	14	5	25	9	32	55	1	14
						20%	32%	45%	15%	21%	21%	32%	24%	5%	36%
I voted early by mail or absentee ballot	221	75%	-	-	-	186	19	16	26	93	33	67	180	18	23
						80%	68%	51%	85%	78%	79%	68%	76%	95%	60%
Don't know/Refused/Unsure	1	%	-	-	-	-	-	1	-	1	-	1	-	-	1
								5%		1%		1%			4%

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[QEarlyVote] How did you cast your ballot in the November 2024 general election?

	Total	Race x Education				Media Market				
	MI	White Non-College	White College	Non-White Non-College	Non-White College	DETROIT DMA	FLINT-SAGINAW-BAY CITY DMA	GRAND RAPIDS-KALMZOO-B.CRK DMA	TRAVERSE CITY-CADILLAC DMA	ALL OTHERS
Total	293	163	89	27	13	154	27	61	20	29
	100	100	100	100	100	100	100	100	100	100
Unweighted Total	294	156	91	28	17	153	23	58	23	35
I voted early in person	70	37	26	6	1	37	3	17	7	5
	24%	23%	29%	23%	9%	24%	12%	28%	36%	17%
I voted early by mail or absentee ballot	221	125	63	21	12	116	24	44	13	23
	75%	77%	71%	77%	87%	75%	88%	72%	64%	81%
Don't know/Refused/Unsure	1	1	-	-	1	1	-	-	-	1
	%	1%			4%	1%				2%

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[QVotePlan] How do you plan to cast your ballot in the November 2024 general election?

	Total	Gender		Race			Education		Age			
	MI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	600	281	313	494	62	44	384	215	123	134	159	177
	100	100	100	100	100	100	100	100	100	100	100	100
I plan to vote by mail or absentee ballot	254	118	135	213	30	11	162	91	39	37	58	114
	42%	42%	43%	43%	48%	24%	42%	42%	32%	28%	37%	65%
I plan to vote early in person	133	50	82	114	9	10	79	54	24	41	35	31
	22%	18%	26%	23%	15%	22%	21%	25%	20%	31%	22%	17%
I plan to vote on Election Day, in person at a polling place	203	111	90	160	22	21	137	66	58	49	66	30
	34%	39%	29%	32%	36%	47%	36%	31%	47%	37%	41%	17%
I don't plan to vote	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/Refused/Unsure	10	1	6	6	1	3	5	4	2	6	-	2
	2%	1%	2%	1%	1%	6%	1%	2%	1%	4%	-	1%

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[QVotePlan] How do you plan to cast your ballot in the November 2024 general election?

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	MI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	600 100	249 100	334 100	291 100	302 100	179 100	212 100	209 100	283 100	42 100	268 100	230 100	170 100	177 100	264 100	279 100
I plan to vote by mail or absentee ballot	254 42%	136 55%	107 32%	93 32%	157 52%	53 29%	90 42%	111 53%	87 31%	21 49%	142 53%	77 33%	81 47%	85 48%	82 31%	150 54%
I plan to vote early in person	133 22%	44 17%	87 26%	83 28%	48 16%	51 28%	47 22%	36 17%	82 29%	5 11%	45 17%	65 28%	33 19%	33 19%	71 27%	45 16%
I plan to vote on Election Day, in person at a polling place	203 34%	66 26%	135 41%	110 38%	93 31%	72 40%	73 35%	58 28%	111 39%	15 35%	76 29%	86 37%	55 32%	56 32%	107 41%	80 29%
I don't plan to vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/Refused/Unsure	10 2%	4 1%	5 2%	5 2%	4 1%	3 2%	2 1%	4 2%	3 1%	2 5%	4 2%	3 1%	1 1%	3 2%	3 1%	4 2%

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[QVotePlan] How do you plan to cast your ballot in the November 2024 general election?

	Total MI	Motivated To Vote			Vote History			Micro-Communities				Early Voting		
		Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	600 100	224 100	60 100	23 100	421 100	79 100	100 100	69 100	218 100	89 100	220 100	279 100	51 100	270 100
I plan to vote by mail or absentee ballot	254 42%	21 10%	6 10%	5 24%	203 48%	22 28%	29 29%	32 46%	98 45%	39 44%	84 38%	188 67%	33 65%	33 12%
I plan to vote early in person	133 22%	45 20%	17 28%	1 3%	85 20%	20 25%	29 29%	10 14%	53 24%	20 23%	50 23%	69 25%	9 17%	55 20%
I plan to vote on Election Day, in person at a polling place	203 34%	152 68%	36 61%	15 68%	128 30%	35 44%	40 41%	28 40%	63 29%	27 31%	83 38%	21 8%	9 17%	173 64%
I don't plan to vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/Refused/Unsure	10 2%	6 3%	1 1%	1 5%	5 1%	3 4%	2 2%	-	4 2%	2 2%	4 2%	1 *	0 *	8 3%

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[QVotePlan] How do you plan to cast your ballot in the November 2024 general election?

	Total		Race x Education				Media Market				
	MI	White Non-College	White College	Non-White Non-College	Non-White College	DETROIT DMA	FLINT-SAGINAW-BAY CITY DMA	GRAND RAPIDS-KALMZOO-B.CRK DMA	TRAVERSE CITY-CADILLAC DMA	ALL OTHERS	
Total	600	309	184	74	31	293	67	125	41	71	
	100	100	100	100	100	100	100	100	100	100	
I plan to vote by mail or absentee ballot	254 42%	138 45%	75 41%	24 33%	16 51%	133 45%	28 41%	47 38%	14 35%	31 43%	
I plan to vote early in person	133 22%	64 21%	49 27%	15 20%	4 14%	74 25%	10 14%	27 21%	13 30%	10 14%	
I plan to vote on Election Day, in person at a polling place	203 34%	104 34%	56 30%	32 44%	11 34%	79 27%	29 44%	50 40%	14 33%	29 42%	
I don't plan to vote	-	-	-	-	-	-	-	-	-	-	
Don't know/Refused/Unsure	10 2%	2 1%	3 2%	3 4%	1 2%	7 2%	0 *	1 1%	1 2%	1 1%	

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[QMotivation2024] How motivated are you to vote in the November 2024 election for President?

	Total	Gender		Race			Education		Age			
	MI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	307	148	153	241	35	30	194	113	76	86	88	55
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	306	155	147	240	35	31	184	118	84	84	85	50
EXTREMELY/VERY MOTIVATED	284	134	144	227	31	26	179	105	68	79	83	52
	93%	90%	95%	94%	87%	87%	92%	93%	89%	92%	95%	95%
NOT VERY/NOT AT ALL MOTIVATED	9	6	2	5	2	1	6	3	2	4	2	-
	3%	4%	1%	2%	5%	5%	3%	3%	3%	5%	2%	-
Extremely motivated	224	105	114	183	22	20	142	83	53	64	66	40
	73%	71%	74%	76%	61%	64%	73%	73%	70%	75%	75%	72%
Very motivated	60	29	31	44	9	7	37	23	15	15	17	13
	20%	20%	20%	18%	25%	23%	19%	20%	19%	17%	20%	23%
Somewhat motivated	14	8	6	9	3	2	9	4	6	2	3	3
	5%	5%	4%	4%	8%	8%	5%	4%	8%	3%	3%	5%
Not very motivated	8	6	2	5	2	1	6	2	2	4	2	-
	3%	4%	1%	2%	5%	3%	3%	2%	3%	4%	2%	-
Not at all motivated	1	1	-	-	-	1	-	1	-	1	-	-
	*%	*%	-	-	-	2%	-	1%	-	1%	-	-
Don't know/Refused/Unsure	-	-	-	-	-	-	-	-	-	-	-	-

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[QMotivation2024] How motivated are you to vote in the November 2024 election for President?

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	MI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	307 100	109 100	191 100	165 100	140 100	99 100	115 100	93 100	156 100	25 100	123 100	124 100	84 100	87 100	147 100	127 100
Unweighted Total	306	130	170	140	164	81	114	111	131	25	146	105	89	100	124	157
EXTREMELY/VERY MOTIVATED	284 93%	99 90%	179 94%	158 96%	123 88%	96 97%	102 89%	86 92%	149 96%	21 85%	112 91%	122 98%	76 90%	77 89%	141 96%	116 91%
NOT VERY/NOT AT ALL MOTIVATED	9 3%	2 2%	7 4%	2 1%	6 5%	1 1%	7 6%	1 1%	4 3%	2 7%	1 1%	- -	6 7%	2 2%	3 2%	3 3%
Extremely motivated	224 73%	76 70%	145 76%	128 78%	96 69%	76 77%	80 70%	68 73%	120 77%	15 59%	88 72%	97 78%	54 64%	64 73%	112 76%	94 74%
Very motivated	60 20%	23 21%	34 18%	30 18%	27 19%	20 20%	22 19%	18 19%	29 19%	7 26%	24 20%	25 20%	22 26%	13 15%	30 20%	22 17%
Somewhat motivated	14 5%	9 8%	6 3%	4 2%	10 7%	2 2%	6 5%	6 7%	3 2%	2 8%	9 8%	2 2%	3 3%	8 9%	3 2%	8 6%
Not very motivated	8 3%	2 2%	6 3%	2 1%	6 4%	1 1%	7 6%	1 1%	4 3%	2 7%	1 1%	- -	6 7%	1 2%	3 2%	3 3%
Not at all motivated	1 *%	-	1 *%	-	1 *%	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	-
Don't know/Refused/Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QMotivation2024] How motivated are you to vote in the November 2024 election for President?

	Total	Motivated To Vote			Vote History			Micro-Communities				Early Voting		
	MI	Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	307 100	224 100	60 100	23 100	187 100	52 100	68 100	39 100	99 100	46 100	121 100	44 100	32 100	231 100
Unweighted Total	306	218	61	27	187	41	78	41	86	53	124	42	33	231
EXTREMELY/VERY MOTIVATED	284 93%	224 100%	60 100%	-	180 96%	46 88%	58 86%	32 83%	97 98%	44 95%	110 91%	41 93%	30 96%	213 92%
NOT VERY/NOT AT ALL MOTIVATED	9 3%	-	-	9 38%	4 2%	1 3%	4 5%	2 5%	2 2%	1 1%	4 4%	1 1%	-	8 3%
Extremely motivated	224 73%	224 100%	-	-	147 79%	34 65%	43 64%	22 58%	82 82%	31 66%	88 73%	25 57%	21 66%	178 77%
Very motivated	60 20%	-	60 100%	-	33 18%	12 23%	15 22%	10 26%	15 15%	13 28%	22 18%	16 35%	9 30%	35 15%
Somewhat motivated	14 5%	-	-	14 62%	3 2%	5 10%	6 9%	5 12%	1 1%	2 4%	7 6%	3 6%	1 4%	10 4%
Not very motivated	8 3%	-	-	8 35%	4 2%	1 3%	3 4%	2 5%	1 1%	1 1%	4 4%	1 1%	-	7 3%
Not at all motivated	1 *%	-	-	1 3%	-	-	1 1%	-	1 1%	-	-	-	-	1 *%
Don't know/Refused/Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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[QMotivation2024] How motivated are you to vote in the November 2024 election for President?

	Total	Race x Education				Media Market				
	MI	White Non-College	White College	Non-White Non-College	Non-White College	DETROIT DMA	FLINT-SAGINAW-BAY CITY DMA	GRAND RAPIDS-KALMZOO-B.CRK DMA	TRAVERSE CITY-CADILLAC DMA	ALL OTHERS
Total	307 100	146 100	95 100	48 100	18 100	139 100	40 100	64 100	21 100	42 100
Unweighted Total	306	139	98	45	20	143	33	64	22	42
EXTREMELY/VERY MOTIVATED	284 93%	138 94%	89 94%	41 86%	16 89%	129 93%	36 91%	59 92%	21 100%	38 90%
NOT VERY/NOT AT ALL MOTIVATED	9 3%	4 2%	2 2%	2 4%	1 7%	3 2%	-	1 2%	-	4 10%
Extremely motivated	224 73%	113 77%	70 74%	29 61%	12 68%	96 69%	31 79%	48 76%	19 90%	28 66%
Very motivated	60 20%	25 17%	19 20%	12 25%	4 21%	33 24%	5 12%	10 16%	2 10%	10 24%
Somewhat motivated	14 5%	5 3%	4 4%	5 10%	1 4%	6 5%	4 9%	4 6%	-	-
Not very motivated	8 3%	4 2%	2 2%	2 4%	1 4%	3 2%	-	1 2%	-	4 10%
Not at all motivated	1 *%	-	-	-	1 3%	1 *%	-	-	-	-
Don't know/Refused/Unsure	-	-	-	-	-	-	-	-	-	-

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[OApproval] Do you approve or disapprove of the way Joe Biden is handling his job as President?

	Total	Gender		Race			Education		Age			
	MI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	600	281	313	494	62	44	384	215	123	134	159	177
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	249	104	145	190	47	12	154	95	60	51	63	73
	41%	37%	46%	38%	76%	28%	40%	44%	49%	38%	40%	42%
STRONGLY/SOMEWHAT DISAPPROVE	334	173	155	289	15	30	217	116	58	80	94	94
	56%	62%	49%	59%	24%	67%	57%	54%	48%	60%	59%	53%
Strongly approve	152	62	90	111	35	6	100	52	29	30	36	56
	25%	22%	29%	23%	57%	13%	26%	24%	24%	22%	23%	32%
Somewhat approve	97	42	55	79	12	6	54	43	31	21	27	17
	16%	15%	18%	16%	19%	14%	14%	20%	25%	16%	17%	10%
Somewhat disapprove	34	19	15	27	4	3	22	12	6	8	9	12
	6%	7%	5%	5%	6%	7%	6%	6%	5%	6%	5%	7%
Strongly disapprove	300	154	140	262	11	27	195	104	53	72	85	83
	50%	55%	45%	53%	18%	61%	51%	48%	43%	54%	54%	47%
Don't know/Refused/Unsure	17	3	14	15	-	2	12	5	4	2	2	9
	3%	1%	4%	3%		5%	3%	2%	3%	2%	1%	5%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QApproval] Do you approve or disapprove of the way Joe Biden is handling his job as President?

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	MI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	600 100	249 100	334 100	291 100	302 100	179 100	212 100	209 100	283 100	42 100	268 100	230 100	170 100	177 100	264 100	279 100
STRONGLY/SOMEWHAT APPROVE	249 41%	249 100%	-	13 4%	235 78%	8 5%	72 34%	169 81%	17 6%	14 32%	216 81%	14 6%	82 48%	142 80%	11 4%	223 80%
STRONGLY/SOMEWHAT DISAPPROVE	334 56%	-	334 100%	276 95%	58 19%	171 95%	131 62%	32 15%	266 94%	24 57%	40 15%	212 92%	81 48%	30 17%	251 95%	47 17%
Strongly approve	152 25%	152 61%	-	5 2%	146 48%	3 2%	31 15%	118 56%	3 1%	4 10%	144 54%	8 3%	44 26%	94 53%	5 2%	137 49%
Somewhat approve	97 16%	97 39%	-	8 3%	89 29%	5 3%	41 19%	51 24%	13 5%	9 22%	72 27%	6 3%	38 22%	48 27%	6 2%	86 31%
Somewhat disapprove	34 6%	-	34 10%	8 3%	26 8%	7 4%	20 9%	7 3%	13 5%	10 23%	11 4%	8 3%	16 10%	8 4%	12 4%	14 5%
Strongly disapprove	300 50%	-	300 90%	268 92%	32 11%	164 91%	111 52%	25 12%	253 89%	15 34%	28 11%	204 88%	65 38%	23 13%	240 91%	33 12%
Don't know/Refused/Unsure	17 3%	-	-	2 1%	9 3%	-	9 4%	8 4%	1 *	5 11%	12 4%	5 2%	7 4%	5 3%	2 1%	9 3%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QApproval] Do you approve or disapprove of the way Joe Biden is handling his job as President?

	Total		Motivated To Vote			Vote History			Micro-Communities				Early Voting		
	MI		Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	600	100	224	60	23	421	79	100	69	218	89	220	279	51	270
			100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	249	41%	76	23	10	176	23	50	45	96	37	69	127	25	97
			34%	38%	46%	42%	29%	50%	64%	44%	42%	31%	45%	49%	36%
STRONGLY/SOMEWHAT DISAPPROVE	334	56%	145	34	12	233	55	46	23	113	51	146	141	24	168
			65%	56%	54%	55%	70%	46%	34%	52%	57%	66%	51%	48%	62%
Strongly approve	152	25%	37	12	3	116	12	24	34	54	22	41	94	14	45
			17%	20%	15%	28%	15%	24%	49%	25%	24%	19%	34%	27%	17%
Somewhat approve	97	16%	39	11	7	60	11	26	10	42	16	28	33	11	52
			17%	18%	31%	14%	14%	26%	15%	19%	18%	13%	12%	22%	19%
Somewhat disapprove	34	6%	5	6	7	23	7	3	1	16	3	14	18	3	13
			2%	10%	30%	6%	9%	3%	1%	7%	4%	6%	6%	5%	5%
Strongly disapprove	300	50%	141	28	6	209	48	43	23	97	47	132	124	22	155
			63%	47%	24%	50%	61%	43%	33%	45%	54%	60%	44%	43%	57%
Don't know/Refused/Unsure	17	3%	3	4	-	13	1	4	1	10	1	5	11	2	5
			1%	6%		3%	1%	4%	2%	4%	1%	2%	4%	3%	2%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QApproval] Do you approve or disapprove of the way Joe Biden is handling his job as President?

	Total	Race x Education				Media Market				
	MI	White Non-College	White College	Non-White Non-College	Non-White College	DETROIT DMA	FLINT-SAGINAW-BAY CITY DMA	GRAND RAPIDS-KALMZOO-B.CRK DMA	TRAVERSE CITY-CADILLAC DMA	ALL OTHERS
Total	600	309	184	74	31	293	67	125	41	71
	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	249 41%	112 36%	78 43%	43 57%	16 52%	127 43%	19 28%	54 43%	16 39%	31 43%
STRONGLY/SOMEWHAT DISAPPROVE	334 56%	188 61%	101 55%	29 40%	15 48%	159 54%	47 70%	64 51%	24 59%	39 54%
Strongly approve	152 25%	73 24%	38 21%	27 36%	14 45%	82 28%	12 18%	30 24%	7 16%	20 28%
Somewhat approve	97 16%	39 12%	40 22%	16 21%	2 8%	45 15%	7 11%	24 19%	9 23%	11 16%
Somewhat disapprove	34 6%	18 6%	9 5%	3 5%	3 10%	14 5%	2 3%	9 7%	3 6%	7 10%
Strongly disapprove	300 50%	169 55%	92 50%	26 35%	12 37%	145 50%	45 68%	55 44%	22 53%	32 45%
Don't know/Refused/Unsure	17 3%	10 3%	5 3%	2 3%	-	6 2%	1 1%	7 6%	1 2%	2 2%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QTrumpApproval] Do you approve or disapprove of the way Donald Trump handled his job as President?

	Total	Gender		Race			Education		Age			
	MI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	600	281	313	494	62	44	384	215	123	134	159	177
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	291 48%	149 53%	137 44%	259 52%	8 13%	24 53%	188 49%	102 47%	46 37%	64 48%	89 56%	84 48%
STRONGLY/SOMEWHAT DISAPPROVE	302 50%	129 46%	171 55%	230 47%	54 87%	18 42%	192 50%	110 51%	75 61%	66 50%	69 44%	91 51%
Strongly approve	226 38%	119 43%	105 33%	203 41%	5 8%	18 41%	157 41%	68 32%	34 28%	40 30%	74 46%	71 40%
Somewhat approve	65 11%	30 11%	32 10%	56 11%	4 6%	5 12%	31 8%	34 16%	12 10%	25 18%	15 10%	13 7%
Somewhat disapprove	37 6%	18 6%	19 6%	28 6%	4 6%	5 11%	26 7%	11 5%	10 8%	12 9%	7 5%	8 4%
Strongly disapprove	265 44%	112 40%	152 48%	201 41%	50 81%	14 31%	166 43%	99 46%	65 53%	54 41%	62 39%	83 47%
Don't know/Refused/Unsure	7 1%	2 1%	5 2%	5 1%	-	2 5%	4 1%	4 2%	2 2%	3 2%	1 *	2 1%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QTrumpApproval] Do you approve or disapprove of the way Donald Trump handled his job as President?

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	MI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	600 100	249 100	334 100	291 100	302 100	179 100	212 100	209 100	283 100	42 100	268 100	230 100	170 100	177 100	264 100	279 100
STRONGLY/SOMEWHAT APPROVE	291 48%	13 5%	276 83%	291 100%	-	167 93%	116 55%	7 3%	261 92%	15 36%	12 5%	209 91%	55 32%	17 9%	243 92%	18 6%
STRONGLY/SOMEWHAT DISAPPROVE	302 50%	235 94%	58 17%	-	302 100%	12 7%	91 43%	199 96%	22 8%	22 53%	253 95%	21 9%	110 65%	161 91%	21 8%	261 93%
Strongly approve	226 38%	6 2%	219 66%	226 78%	-	137 76%	84 40%	5 2%	208 74%	11 25%	6 2%	168 73%	39 23%	11 6%	200 76%	9 3%
Somewhat approve	65 11%	6 3%	57 17%	65 22%	-	31 17%	32 15%	2 1%	52 19%	5 11%	6 2%	41 18%	16 9%	6 3%	43 16%	9 3%
Somewhat disapprove	37 6%	19 8%	18 5%	-	37 12%	5 3%	15 7%	17 8%	9 3%	8 19%	18 7%	4 2%	22 13%	8 5%	11 4%	21 7%
Strongly disapprove	265 44%	216 87%	40 12%	-	265 88%	6 4%	76 36%	183 88%	13 4%	14 34%	235 88%	17 8%	87 51%	152 86%	10 4%	240 86%
Don't know/Refused/Unsure	7 1%	1 1%	0 %	-	-	-	5 2%	2 1%	1 %	5 11%	2 1%	1 %	5 3%	-	-	1 %

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QTrumpApproval] Do you approve or disapprove of the way Donald Trump handled his job as President?

	Total	Motivated To Vote			Vote History			Micro-Communities				Early Voting		
	MI	Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	600 100	224 100	60 100	23 100	421 100	79 100	100 100	69 100	218 100	89 100	220 100	279 100	51 100	270 100
STRONGLY/SOMEWHAT APPROVE	291 48%	128 57%	30 50%	6 27%	211 50%	42 53%	38 38%	21 30%	95 44%	47 53%	126 57%	121 43%	22 43%	148 55%
STRONGLY/SOMEWHAT DISAPPROVE	302 50%	96 43%	27 45%	17 73%	205 49%	37 47%	59 59%	48 70%	119 54%	41 47%	92 42%	153 55%	28 55%	121 45%
Strongly approve	226 38%	97 43%	18 30%	3 12%	166 39%	31 39%	29 29%	13 18%	69 31%	37 41%	107 48%	106 38%	17 33%	103 38%
Somewhat approve	65 11%	31 14%	13 21%	3 14%	45 11%	11 13%	9 9%	8 12%	27 12%	11 12%	19 9%	15 6%	5 10%	44 16%
Somewhat disapprove	37 6%	6 3%	7 12%	7 32%	20 5%	6 8%	11 11%	2 3%	10 4%	5 5%	20 9%	16 6%	3 6%	17 6%
Strongly disapprove	265 44%	90 40%	19 32%	9 42%	186 44%	31 39%	48 48%	46 66%	109 50%	36 41%	71 32%	136 49%	24 48%	104 38%
Don't know/Refused/Unsure	7 1%	-	3 5%	-	4 1%	0 1%	3 3%	-	4 2%	-	3 1%	5 2%	1 3%	1 *

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QTrumpApproval] Do you approve or disapprove of the way Donald Trump handled his job as President?

	Total	Race x Education				Media Market				
	MI	White Non-College	White College	Non-White Non-College	Non-White College	DETROIT DMA	FLINT-SAGINAW-BAY CITY DMA	GRAND RAPIDS-KALMZOO-B.CRK DMA	TRAVERSE CITY-CADILLAC DMA	ALL OTHERS
Total	600 100	309 100	184 100	74 100	31 100	293 100	67 100	125 100	41 100	71 100
STRONGLY/SOMEWHAT APPROVE	291 48%	167 54%	92 50%	21 28%	10 34%	140 48%	40 60%	58 47%	20 48%	32 45%
STRONGLY/SOMEWHAT DISAPPROVE	302 50%	141 46%	89 48%	51 69%	21 66%	149 51%	27 40%	64 51%	21 51%	39 55%
Strongly approve	226 38%	141 46%	62 34%	16 22%	6 20%	103 35%	32 48%	47 37%	15 37%	29 40%
Somewhat approve	65 11%	26 8%	30 16%	5 6%	4 13%	38 13%	8 13%	11 9%	4 11%	3 4%
Somewhat disapprove	37 6%	19 6%	10 5%	7 9%	2 5%	15 5%	4 6%	7 5%	1 3%	10 13%
Strongly disapprove	265 44%	122 39%	79 43%	44 59%	19 62%	134 46%	22 33%	57 46%	20 48%	30 42%
Don't know/Refused/Unsure	7 1%	1 *	4 2%	2 3%	-	4 1%	-	3 3%	0 1%	-

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QTrumpHarrisFull] If the 2024 presidential election were being held today, would you vote for?

	Total	Gender		Race			Education		Age			
	MI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	600	281	313	494	62	44	384	215	123	134	159	177
	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump, the Republican candidate	284 47%	142 51%	138 44%	252 51%	6 10%	26 58%	182 47%	101 47%	46 37%	65 49%	89 56%	76 43%
Kamala Harris, the Democratic candidate	280 47%	122 43%	157 50%	212 43%	51 83%	17 38%	176 46%	103 48%	72 59%	60 45%	62 39%	86 48%
Robert F. Kennedy, Jr., independent candidate	6 1%	3 1%	3 1%	6 1%	-	-	6 2%	-	1 *	2 2%	3 2%	1 *
Jill Stein, Green Party candidate	3 *%	2 1%	-	1 *%	1 2%	1 3%	2 *%	1 1%	1 *%	2 2%	-	-
Chase Oliver, the Libertarian candidate	1 *%	1 *%	-	1 *%	-	-	-	1 *%	-	-	-	1 *%
Cornel West, independent candidate	-	-	-	-	-	-	-	-	-	-	-	-
Someone else	12 2%	4 2%	7 2%	12 2%	-	-	9 2%	2 1%	1 1%	2 2%	4 2%	5 3%
Unsure	7 1%	4 1%	3 1%	6 1%	1 2%	-	4 1%	3 1%	-	3 2%	1 1%	2 1%
I did not vote for this office	9 2%	3 1%	6 2%	7 1%	2 3%	-	5 1%	4 2%	2 2%	0 *	-	6 4%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QTrumpHarrisFull] If the 2024 presidential election were being held today, would you vote for?

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	MI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	600 100	249 100	334 100	291 100	302 100	179 100	212 100	209 100	283 100	42 100	268 100	230 100	170 100	177 100	264 100	279 100
Donald Trump, the Republican candidate	284 47%	8 3%	276 83%	274 94%	10 3%	166 93%	111 52%	6 3%	260 92%	14 32%	8 3%	207 90%	54 32%	12 7%	242 92%	19 7%
Kamala Harris, the Democratic candidate	280 47%	229 92%	37 11%	10 3%	267 88%	8 4%	76 36%	196 94%	13 5%	18 44%	246 92%	18 8%	97 57%	157 89%	11 4%	251 90%
Robert F. Kennedy, Jr., independent candidate	6 1%	1 *%	5 1%	- 2%	6 2%	1 *%	5 2%	1 *%	1 *%	2 5%	3 1%	- 2%	3 2%	3 2%	2 1%	2 1%
Jill Stein, Green Party candidate	3 *%	- *%	3 1%	1 *%	1 *%	- *%	3 1%	- *%	- *%	- *%	1 *%	- *%	1 1%	1 *%	- *%	1 *%
Chase Oliver, the Libertarian candidate	1 *%	- *%	1 *%	- *%	1 *%	1 *%	- *%	- *%	1 *%	- *%	- *%	1 *%	- *%	- *%	- *%	- *%
Cornel West, independent candidate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Someone else	12 2%	4 2%	7 2%	3 1%	8 3%	4 2%	6 3%	2 1%	6 2%	3 8%	2 1%	4 2%	7 4%	1 1%	5 2%	2 1%
Unsure	7 1%	3 1%	4 1%	2 1%	5 2%	- 1%	6 3%	1 1%	2 1%	2 5%	3 1%	- 1%	5 3%	1 1%	5 2%	2 1%
I did not vote for this office	9 2%	6 2%	1 *%	- 2%	5 2%	- 2%	5 2%	4 2%	- 6%	3 6%	6 2%	- 2%	3 2%	2 1%	- 1%	3 1%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QTrumpHarrisFull] If the 2024 presidential election were being held today, would you vote for?

	Total	Motivated To Vote			Vote History			Micro-Communities				Early Voting		
	MI	Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	600 100	224 100	60 100	23 100	421 100	79 100	100 100	69 100	218 100	89 100	220 100	279 100	51 100	270 100
Donald Trump, the Republican candidate	284 47%	131 58%	30 50%	5 24%	206 49%	41 51%	37 37%	18 25%	93 43%	43 49%	128 58%	115 41%	22 44%	146 54%
Kamala Harris, the Democratic candidate	280 47%	89 40%	28 46%	10 46%	191 45%	31 40%	57 57%	45 65%	114 52%	41 46%	78 35%	146 52%	24 48%	110 41%
Robert F Kennedy, Jr., independent candidate	6 1%	3 1%	-	3 12%	1 *	4 5%	1 1%	-	-	1 1%	5 2%	1 *	-	5 2%
Jill Stein, Green Party candidate	3 *%	1 *%	-	2 9%	1 *%	-	2 2%	-	1 1%	1 1%	1 *%	-	-	3 1%
Chase Oliver, the Libertarian candidate	1 *%	-	-	-	1 *%	-	-	-	1 *%	-	-	1 *%	-	-
Cornel West, independent candidate	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Someone else	12 2%	-	-	-	9 2%	-	3 3%	2 3%	4 2%	3 4%	3 1%	10 3%	-	2 1%
Unsure	7 1%	1 *%	3 4%	2 10%	3 1%	3 3%	1 1%	1 2%	1 1%	0 *%	4 2%	1 *%	3 6%	4 1%
I did not vote for this office	9 2%	-	-	-	9 2%	0 1%	-	3 5%	4 2%	-	2 1%	6 2%	1 3%	1 1%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QTrumpHarrisFull] If the 2024 presidential election were being held today, would you vote for?

	Total	Race x Education				Media Market				
	MI	White Non-College	White College	Non-White Non-College	Non-White College	DETROIT DMA	FLINT-SAGINAW-BAY CITY DMA	GRAND RAPIDS-KALMZOO-B.CRK DMA	TRAVERSE CITY-CADILLAC DMA	ALL OTHERS
Total	600	309	184	74	31	293	67	125	41	71
	100	100	100	100	100	100	100	100	100	100
Donald Trump, the Republican candidate	284 47%	162 52%	90 49%	20 27%	11 36%	133 46%	42 62%	56 45%	20 48%	32 45%
Kamala Harris, the Democratic candidate	280 47%	127 41%	84 46%	49 66%	19 62%	145 49%	23 34%	55 44%	20 50%	35 49%
Robert F Kennedy, Jr , independent candidate	6 1%	6 2%	-	-	-	1 *	2 3%	2 2%	1 2%	1 1%
Jill Stein, Green Party candidate	3 *%	-	1 *%	2 2%	1 2%	2 1%	-	1 *%	-	-
Chase Oliver, the Libertarian candidate	1 *%	-	1 *%	-	-	-	-	1 1%	-	-
Cornel West, independent candidate	-	-	-	-	-	-	-	-	-	-
Someone else	12 2%	9 3%	2 1%	-	-	8 3%	-	4 3%	-	-
Unsure	7 1%	2 1%	3 2%	1 2%	-	1 *%	0 *%	5 4%	-	1 2%
I did not vote for this office	9 2%	3 1%	4 2%	2 2%	-	3 1%	-	3 2%	0 1%	2 3%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QTrumpHarris] If the 2024 presidential election were being held today, would you vote for Donald Trump or Kamala Harris?

	Total	Gender		Race			Education		Age			
	MI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	600	281	313	494	62	44	384	215	123	134	159	177
	100	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	290	146	140	256	7	27	185	104	46	70	89	77
	48%	52%	45%	52%	11%	60%	48%	48%	38%	52%	56%	44%
KAMALA HARRIS, DEFINITELY/ PROBABLY/LEAN	285	124	160	219	52	15	178	107	74	60	62	88
	48%	44%	51%	44%	84%	33%	46%	50%	61%	45%	39%	50%
Donald Trump, definitely	273	140	129	244	5	24	176	97	45	61	85	75
	45%	50%	41%	49%	8%	54%	46%	45%	37%	46%	53%	42%
Donald Trump, probably	16	5	10	11	2	3	9	7	1	9	4	3
	3%	2%	3%	2%	4%	6%	2%	3%	*%	7%	3%	1%
Donald Trump, lean	1	1	-	1	-	-	1	-	1	-	-	-
	*%	*%		*%			*%		*%			
Kamala Harris, lean	3	-	3	3	-	-	1	2	-	-	-	3
	*%		1%	1%			*%	1%				2%
Kamala Harris, probably	14	10	4	10	3	-	9	5	8	2	2	2
	2%	3%	1%	2%	6%		2%	2%	6%	2%	1%	1%
Kamala Harris, definitely	269	114	154	206	48	15	169	100	67	57	61	83
	45%	41%	49%	42%	78%	33%	44%	46%	54%	43%	38%	47%
Unsure	25	12	13	19	3	3	20	4	2	4	8	11
	4%	4%	4%	4%	5%	7%	5%	2%	2%	3%	5%	6%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QTrumpHarris] If the 2024 presidential election were being held today, would you vote for Donald Trump or Kamala Harris?

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	MI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	600 100	249 100	334 100	291 100	302 100	179 100	212 100	209 100	283 100	42 100	268 100	230 100	170 100	177 100	264 100	279 100
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	290 48%	10 4%	280 84%	277 95%	13 4%	166 93%	116 55%	7 3%	260 92%	16 37%	10 4%	207 90%	60 35%	12 7%	245 93%	20 7%
KAMALA HARRIS, DEFINITELY/ PROBABLY/LEAN	285 48%	229 92%	42 12%	10 3%	272 90%	8 4%	77 37%	200 96%	13 5%	20 47%	250 93%	18 8%	99 58%	161 91%	13 5%	255 91%
Donald Trump, definitely	273 45%	6 2%	267 80%	267 92%	6 2%	164 91%	104 49%	5 3%	251 89%	12 28%	7 3%	203 88%	50 30%	12 7%	236 90%	14 5%
Donald Trump, probably	16 3%	4 1%	13 4%	10 4%	6 2%	3 2%	12 6%	2 1%	9 3%	4 9%	2 1%	4 2%	9 5%	-	9 3%	5 2%
Donald Trump, lean	1 *%	1 *%	0 *%	0 *%	1 *%	-	1 *%	-	-	0 *%	1 *%	-	-	1 *%	-	1 *%
Kamala Harris, lean	3 *%	-	-	-	1 *%	-	-	3 1%	-	-	3 1%	-	2 1%	1 *%	-	1 *%
Kamala Harris, probably	14 2%	9 4%	4 1%	3 1%	10 3%	1 1%	6 3%	6 3%	1 *%	5 11%	8 3%	1 *%	6 3%	6 3%	2 1%	10 4%
Kamala Harris, definitely	269 45%	220 88%	37 11%	7 2%	261 86%	7 4%	71 33%	191 91%	12 4%	15 36%	239 89%	17 7%	91 53%	154 87%	11 4%	244 87%
Unsure	25 4%	10 4%	12 4%	3 1%	17 6%	5 3%	18 9%	2 1%	10 3%	7 16%	8 3%	5 2%	12 7%	4 2%	5 2%	4 2%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QTrumpHarris] If the 2024 presidential election were being held today, would you vote for Donald Trump or Kamala Harris?

	Total	Motivated To Vote			Vote History			Micro-Communities				Early Voting		
	MI	Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	600 100	224 100	60 100	23 100	421 100	79 100	100 100	69 100	218 100	89 100	220 100	279 100	51 100	270 100
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	290 48%	132 59%	31 52%	7 31%	210 50%	42 53%	38 39%	18 25%	95 43%	44 50%	133 60%	117 42%	24 47%	150 55%
KAMALA HARRIS, DEFINITELY/ PROBABLY/LEAN	285 48%	92 41%	24 41%	10 46%	195 46%	34 43%	56 56%	44 64%	117 54%	41 46%	81 37%	146 52%	24 48%	115 43%
Donald Trump, definitely	273 45%	125 56%	28 47%	2 8%	198 47%	39 49%	36 36%	15 22%	92 42%	41 46%	124 56%	113 41%	21 41%	139 52%
Donald Trump, probably	16 3%	8 3%	3 4%	5 22%	11 3%	3 3%	3 3%	2 4%	3 1%	3 3%	8 4%	3 1%	3 6%	11 4%
Donald Trump, lean	1 *%	-	-	0 1%	1 *%	-	-	-	-	-	1 *%	1 *%	0 *%	-
Kamala Harris, lean	3 *%	1 *%	-	-	3 1%	-	-	-	2 1%	-	1 *%	2 1%	-	1 *%
Kamala Harris, probably	14 2%	3 1%	6 10%	2 10%	6 1%	1 1%	6 6%	3 5%	6 3%	2 3%	3 1%	2 1%	1 1%	11 4%
Kamala Harris, definitely	269 45%	88 39%	18 30%	8 36%	186 44%	33 41%	49 50%	41 59%	109 50%	38 43%	78 35%	142 51%	23 46%	103 38%
Unsure	25 4%	-	4 8%	5 24%	16 4%	4 4%	5 5%	8 11%	7 3%	4 4%	6 3%	17 6%	3 6%	5 2%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QTrumpHarris] If the 2024 presidential election were being held today, would you vote for Donald Trump or Kamala Harris?

	Total	Race x Education				Media Market				
	MI	White Non-College	White College	Non-White Non-College	Non-White College	DETROIT DMA	FLINT-SAGINAW-BAY CITY DMA	GRAND RAPIDS-KALMZOO-B.CRK DMA	TRAVERSE CITY-CADILLAC DMA	ALL OTHERS
Total	600	309	184	74	31	293	67	125	41	71
	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	290 48%	163 53%	93 50%	22 30%	11 36%	136 46%	42 63%	59 47%	20 48%	32 46%
KAMALA HARRIS, DEFINITELY/ PROBABLY/LEAN	285 48%	131 42%	88 48%	47 63%	19 62%	144 49%	25 37%	58 47%	22 52%	35 49%
Donald Trump, definitely	273 45%	158 51%	86 47%	18 24%	11 34%	128 44%	41 61%	55 44%	20 48%	29 40%
Donald Trump, probably	16 3%	5 2%	7 4%	4 6%	1 2%	8 3%	1 1%	4 4%	-	3 5%
Donald Trump, lean	1 *%	1 *%	-	-	-	-	0 *%	-	-	1 1%
Kamala Harris, lean	3 *%	1 *%	2 1%	-	-	-	-	2 2%	1 2%	-
Kamala Harris, probably	14 2%	5 2%	5 3%	3 5%	-	7 2%	1 1%	2 2%	-	3 5%
Kamala Harris, definitely	269 45%	125 41%	80 44%	43 58%	19 62%	137 47%	24 36%	54 43%	21 51%	31 44%
Unsure	25 4%	15 5%	4 2%	5 7%	1 2%	13 5%	-	8 6%	-	4 5%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QMISenateBallot] If the election for U.S. Senate were held today and you had to make a choice, for whom would you vote?

	Total	Gender		Race			Education		Age			
	MI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	600	281	313	494	62	44	384	215	123	134	159	177
	100	100	100	100	100	100	100	100	100	100	100	100
Mike Rogers, the Republican candidate	276	139	133	243	8	25	180	96	41	64	87	77
	46%	49%	42%	49%	14%	57%	47%	45%	33%	48%	55%	44%
Elissa Slotkin, the Democratic candidate	285	122	162	224	48	13	176	109	75	55	64	91
	48%	44%	52%	45%	78%	29%	46%	51%	61%	41%	40%	52%
Joseph Solis-Mullen, the Libertarian candidate	1	1	-	1	-	-	1	-	-	1	1	-
	*%	*%		*%			*%			*%	*%	
Douglas Marsh, the Green Party candidate	5	5	-	3	1	1	3	3	3	3	-	-
	1%	2%		1%	1%	3%	1%	1%	2%	2%		
Doug Dern, the Natural Law Party candidate	3	-	3	3	-	-	2	1	-	2	-	1
	1%		1%	1%			1%	1%		2%		1%
Dave Stein, the US Taxpayers Party candidate	3	1	2	3	-	-	2	1	2	-	1	-
	1%	*%	1%	1%			1%	1%	2%		1%	
Someone else	6	5	2	4	3	-	5	1	1	2	3	1
	1%	2%	1%	1%	4%		1%	1%	1%	1%	2%	*%
Don't know/Refused/Unsure	14	6	8	8	1	5	10	3	1	7	1	4
	2%	2%	3%	2%	2%	10%	3%	2%	1%	5%	1%	2%
I did not vote for this office	5	2	3	4	1	-	4	1	-	1	2	2
	1%	1%	1%	1%	1%		1%	*%		1%	1%	1%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QMISenateBallot] If the election for U.S. Senate were held today and you had to make a choice, for whom would you vote?

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	MI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	600 100	249 100	334 100	291 100	302 100	179 100	212 100	209 100	283 100	42 100	268 100	230 100	170 100	177 100	264 100	279 100
Mike Rogers, the Republican candidate	276 46%	9 4%	267 80%	267 92%	10 3%	164 91%	106 50%	6 3%	251 89%	12 29%	9 3%	206 89%	53 31%	7 4%	231 88%	19 7%
Elissa Slotkin, the Democratic candidate	285 48%	227 91%	44 13%	12 4%	271 90%	11 6%	81 38%	194 93%	15 5%	20 46%	248 93%	21 9%	101 59%	156 88%	14 5%	251 90%
Joseph Solis-Mullen, the Libertarian candidate	1 *%	-	1 *%	-	1 *%	-	1 1%	-	1 *%	1 1%	-	-	-	-	-	1 *%
Douglas Marsh, the Green Party candidate	5 1%	3 1%	2 1%	1 *%	3 1%	-	4 2%	2 1%	-	2 4%	2 1%	-	2 1%	2 1%	-	1 *%
Doug Dem, the Natural Law Party candidate	3 1%	-	3 1%	1 *%	2 1%	1 1%	2 1%	-	1 *%	2 5%	-	-	-	3 2%	3 1%	-
Dave Stein, the US Taxpayers Party candidate	3 1%	1 *%	3 1%	2 1%	1 *%	1 1%	2 1%	-	3 1%	-	-	1 *%	3 2%	-	3 1%	-
Someone else	6 1%	5 2%	1 *%	-	6 2%	-	4 2%	3 1%	1 *%	2 5%	4 1%	1 *%	4 2%	1 1%	1 *%	3 1%
Don't know/Refused/Unsure	14 2%	4 1%	8 2%	4 1%	7 2%	1 *%	10 5%	4 2%	6 2%	4 9%	4 1%	-	7 4%	6 3%	7 3%	4 1%
I did not vote for this office	5 1%	1 *%	4 1%	4 1%	1 *%	2 1%	3 1%	1 *%	4 1%	-	1 *%	2 1%	1 1%	2 1%	4 2%	1 *%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QMISenateBallot] If the election for U.S. Senate were held today and you had to make a choice, for whom would you vote?

	Total	Motivated To Vote			Vote History			Micro-Communities				Early Voting		
	MI	Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	600 100	224 100	60 100	23 100	421 100	79 100	100 100	69 100	218 100	89 100	220 100	279 100	51 100	270 100
Mike Rogers, the Republican candidate	276 46%	125 56%	29 48%	4 17%	204 49%	36 45%	36 36%	18 26%	93 43%	40 45%	124 56%	118 42%	20 39%	138 51%
Elissa Slotkin, the Democratic candidate	285 48%	88 39%	24 41%	12 52%	197 47%	35 44%	54 54%	43 62%	116 53%	41 47%	82 37%	149 53%	24 47%	113 42%
Joseph Solis-Mullen, the Libertarian candidate	1 *%	1 *%	-	1 2%	1 *%	-	-	-	-	-	1 1%	-	-	1 *%
Douglas Marsh, the Green Party candidate	5 1%	-	2 3%	2 9%	4 1%	0 1%	1 1%	1 1%	2 1%	-	3 1%	1 *%	2 4%	2 1%
Doug Dern, the Natural Law Party candidate	3 1%	3 1%	-	-	1 *%	2 3%	-	-	-	1 1%	2 1%	-	-	3 1%
Dave Stein, the US Taxpayers Party candidate	3 1%	2 1%	-	1 6%	-	3 3%	1 1%	-	-	2 2%	1 1%	-	-	3 1%
Someone else	6 1%	-	-	-	5 1%	-	1 1%	4 6%	1 *%	-	2 1%	4 2%	-	2 1%
Don't know/Refused/Unsure	14 2%	5 2%	5 9%	3 14%	4 1%	4 5%	6 6%	2 3%	5 2%	2 2%	5 2%	4 1%	5 9%	5 2%
I did not vote for this office	5 1%	-	-	-	4 1%	-	1 1%	1 1%	2 1%	3 3%	-	4 1%	-	2 1%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QMISenateBallot] If the election for U.S. Senate were held today and you had to make a choice, for whom would you vote?

	Total		Race x Education				Media Market				
	MI		White Non-College	White College	Non-White Non-College	Non-White College	DETROIT DMA	FLINT-SAGINAW-BAY CITY DMA	GRAND RAPIDS-KALMZOO-B.CRK DMA	TRAVERSE CITY-CADILLAC DMA	ALL OTHERS
Total	600		309	184	74	31	293	67	125	41	71
	100		100	100	100	100	100	100	100	100	100
Mike Rogers, the Republican candidate	276		157	85	23	11	127	42	56	20	30
	46%		51%	46%	30%	34%	43%	62%	45%	48%	42%
Elissa Slotkin, the Democratic candidate	285		133	91	42	19	143	23	58	21	38
	48%		43%	49%	57%	59%	49%	34%	47%	51%	53%
Joseph Solis-Mullen, the Libertarian candidate	1		1	-	-	-	1	-	1	-	-
	*%		*%				*%		*%		
Douglas Marsh, the Green Party candidate	5		1	2	2	1	5	-	1	0	-
	1%		*%	1%	2%	2%	2%		*%	1%	
Doug Dern, the Natural Law Party candidate	3		2	1	-	-	1	2	-	-	-
	1%		1%	1%			*%	3%			
Dave Stein, the US Taxpayers Party candidate	3		2	1	-	-	2	-	-	-	1
	1%		1%	1%			1%				2%
Someone else	6		3	1	3	-	2	-	5	-	-
	1%		1%	1%	4%		1%		4%		
Don't know/Refused/Unsure	14		6	2	4	1	9	0	3	-	2
	2%		2%	1%	6%	4%	3%	*%	2%		2%
I did not vote for this office	5		3	1	1	-	3	-	2	-	-
	1%		1%	*%	1%		1%		1%		

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[Q2020Ballot] For which candidate did you vote in the 2020 presidential election?

	Total	Gender		Race			Education		Age			
	MI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	600	281	313	494	62	44	384	215	123	134	159	177
	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	264	138	126	241	5	18	169	94	36	60	81	80
	44%	49%	40%	49%	8%	41%	44%	44%	29%	45%	51%	45%
Joe Biden	279	120	159	209	52	17	175	104	71	61	65	82
	47%	43%	51%	42%	85%	40%	46%	48%	58%	46%	41%	46%
Someone else	9	7	1	6	2	1	6	3	2	4	2	1
	1%	3%	*%	1%	3%	1%	1%	1%	1%	3%	2%	*%
I did not vote	36	12	20	28	3	5	26	11	14	7	9	6
	6%	4%	6%	6%	5%	12%	7%	5%	11%	5%	6%	4%
Don't know/Refused/Unsure	12	4	8	10	-	2	8	4	-	2	2	8
	2%	1%	3%	2%		5%	2%	2%		2%	1%	4%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[Q2020Ballot] For which candidate did you vote in the 2020 presidential election?

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	MI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	600 100	249 100	334 100	291 100	302 100	179 100	212 100	209 100	283 100	42 100	268 100	230 100	170 100	177 100	264 100	279 100
Donald Trump	264 44%	11 4%	251 75%	243 84%	21 7%	156 87%	101 48%	6 3%	238 84%	14 33%	9 4%	197 85%	49 29%	13 7%	264 100%	-
Joe Biden	279 47%	223 90%	47 14%	18 6%	261 86%	9 5%	79 37%	191 91%	20 7%	17 40%	239 89%	18 8%	99 58%	155 87%	-	279 100%
Someone else	9 1%	3 1%	5 2%	3 1%	5 2%	3 2%	5 2%	2 1%	4 1%	-	3 1%	3 1%	2 1%	2 1%	-	-
I did not vote	36 6%	7 3%	29 9%	24 8%	11 4%	11 6%	19 9%	6 3%	21 7%	7 17%	9 3%	11 5%	13 8%	5 3%	-	-
Don't know/Refused/Unsure	12 2%	5 2%	1 *	3 1%	5 2%	-	8 4%	4 2%	-	4 11%	8 3%	1 1%	7 4%	1 1%	-	-

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[Q2020Ballot] For which candidate did you vote in the 2020 presidential election?

	Total	Motivated To Vote			Vote History			Micro-Communities				Early Voting		
	MI	Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	600 100	224 100	60 100	23 100	421 100	79 100	100 100	69 100	218 100	89 100	220 100	279 100	51 100	270 100
Donald Trump	264 44%	112 50%	30 50%	6 25%	205 49%	33 42%	25 25%	16 23%	85 39%	38 43%	123 56%	108 39%	20 40%	136 50%
Joe Biden	279 47%	94 42%	22 37%	11 48%	190 45%	37 46%	53 53%	41 60%	112 51%	40 46%	84 38%	141 51%	27 53%	111 41%
Someone else	9 1%	4 2%	2 3%	1 5%	5 1%	-	3 3%	1 1%	5 2%	2 2%	1 1%	3 1%	1 1%	5 2%
I did not vote	36 6%	15 7%	4 7%	5 22%	10 2%	10 12%	16 16%	5 7%	13 6%	7 8%	12 5%	15 5%	3 6%	18 7%
Don't know/Refused/Unsure	12 2%	-	2 4%	-	10 2%	-	2 2%	6 9%	4 2%	1 2%	-	12 4%	-	-

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 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[Q2020Ballot] For which candidate did you vote in the 2020 presidential election?

	Total	Race x Education				Media Market				
	MI	White Non-College	White College	Non-White Non-College	Non-White College	DETROIT DMA	FLINT-SAGINAW-BAY CITY DMA	GRAND RAPIDS-KALMZOO-B.CRK DMA	TRAVERSE CITY-CADILLAC DMA	ALL OTHERS
Total	600 100	309 100	184 100	74 100	31 100	293 100	67 100	125 100	41 100	71 100
Donald Trump	264 44%	156 50%	85 46%	14 19%	9 29%	120 41%	38 57%	53 42%	17 42%	35 49%
Joe Biden	279 47%	125 40%	85 46%	50 67%	20 63%	145 49%	26 39%	57 45%	19 45%	31 44%
Someone else	9 1%	4 1%	3 1%	2 2%	1 2%	6 2%	-	3 2%	-	-
I did not vote	36 6%	19 6%	9 5%	6 9%	2 6%	17 6%	3 4%	8 7%	5 13%	3 4%
Don't know/Refused/Unsure	12 2%	6 2%	4 2%	2 3%	-	5 2%	-	4 3%	-	2 3%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QPartyID] Do you consider yourself a...?

	Total	Gender		Race			Education		Age			
	MI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	600	281	313	494	62	44	384	215	123	134	159	177
	100	100	100	100	100	100	100	100	100	100	100	100
Republican	179	85	94	168	2	9	115	64	31	32	59	51
	30%	30%	30%	34%	3%	21%	30%	30%	25%	24%	37%	29%
Democrat	209	84	124	149	49	11	129	80	56	47	38	68
	35%	30%	39%	30%	80%	24%	34%	37%	46%	35%	24%	38%
Independent	172	94	77	147	7	18	115	56	27	40	59	44
	29%	33%	25%	30%	12%	40%	30%	26%	22%	30%	37%	25%
Member of another party	23	11	10	19	-	4	12	11	4	12	-	7
	4%	4%	3%	4%		9%	3%	5%	3%	9%		4%
Don't know/Refused/Unsure	17	7	8	11	3	3	12	5	5	2	4	6
	3%	2%	3%	2%	6%	6%	3%	2%	4%	2%	2%	4%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QPartyID] Do you consider yourself a...?

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	MI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	600 100	249 100	334 100	291 100	302 100	179 100	212 100	209 100	283 100	42 100	268 100	230 100	170 100	177 100	264 100	279 100
Republican	179 30%	8 3%	171 51%	167 58%	12 4%	179 100%	-	-	179 63%	-	-	150 65%	25 15%	1 1%	156 59%	9 3%
Democrat	209 35%	169 68%	32 10%	7 2%	199 66%	-	-	209 100%	-	-	209 78%	8 3%	55 33%	140 79%	6 2%	191 68%
Independent	172 29%	61 25%	103 31%	93 32%	76 25%	-	172 81%	-	85 30%	32 77%	49 18%	62 27%	81 48%	25 14%	83 32%	71 25%
Member of another party	23 4%	3 1%	20 6%	17 6%	5 2%	-	23 11%	-	13 5%	7 17%	2 1%	10 4%	4 2%	5 3%	12 5%	2 1%
Don't know/Refused/Unsure	17 3%	8 3%	9 3%	7 2%	9 3%	-	17 8%	-	6 2%	3 6%	7 3%	-	4 2%	7 4%	6 2%	6 2%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QPartyID] Do you consider yourself a...?

	Total	Motivated To Vote			Vote History			Micro-Communities				Early Voting		
	MI	Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	600	224	60	23	421	79	100	69	218	89	220	279	51	270
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Republican	179	76	20	2	130	25	24	7	70	26	75	72	8	99
	30%	34%	34%	11%	31%	31%	24%	10%	32%	29%	34%	26%	17%	37%
Democrat	209	68	18	7	136	24	49	39	76	32	60	106	18	85
	35%	30%	30%	31%	32%	30%	49%	56%	35%	36%	27%	38%	35%	32%
Independent	172	69	19	7	132	22	18	13	66	23	69	82	20	69
	29%	31%	31%	32%	31%	28%	18%	18%	30%	26%	31%	29%	40%	26%
Member of another party	23	6	-	3	15	5	3	1	6	6	10	12	1	10
	4%	3%	-	12%	3%	7%	3%	1%	3%	7%	5%	4%	3%	4%
Don't know/Refused/Unsure	17	5	3	3	8	3	6	10	-	1	5	8	2	7
	3%	2%	5%	14%	2%	4%	6%	15%	-	2%	2%	3%	5%	2%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QPartyID] Do you consider yourself a...?

	Total	Race x Education				Media Market				
	MI	White Non-College	White College	Non-White Non-College	Non-White College	DETROIT DMA	FLINT-SAGINAW-BAY CITY DMA	GRAND RAPIDS-KALMZOO-B.CRK DMA	TRAVERSE CITY-CADILLAC DMA	ALL OTHERS
Total	600 100	309 100	184 100	74 100	31 100	293 100	67 100	125 100	41 100	71 100
Republican	179 30%	108 35%	60 33%	7 10%	3 11%	86 29%	26 39%	32 26%	15 37%	19 26%
Democrat	209 35%	88 29%	61 33%	40 54%	19 62%	110 37%	21 31%	35 28%	18 43%	24 33%
Independent	172 29%	95 31%	52 28%	21 28%	4 14%	76 26%	16 24%	49 39%	8 19%	23 33%
Member of another party	23 4%	8 3%	10 6%	4 5%	1 2%	15 5%	4 6%	4 3%	-	-
Don't know/Refused/Unsure	17 3%	10 3%	1 1%	3 3%	3 11%	5 2%	1 1%	5 4%	0 1%	6 8%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QPartyGOP] Would you say you are...?

	Total	Gender		Race			Education		Age			
	MI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	179	85	94	168	2	9	115	64	31	32	59	51
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	149	76	73	138	1	10	96	51	25	27	50	44
Firmly a Republican	137	69	68	129	2	6	92	46	22	24	44	41
	77%	81%	73%	77%	100%	70%	80%	72%	72%	75%	74%	80%
Not firmly a Republican	42	16	26	39	-	3	24	18	9	8	15	10
	23%	19%	27%	23%		30%	20%	28%	28%	25%	26%	20%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QPartyGOP] Would you say you are...?

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	MI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	179 100	8 100	171 100	167 100	12 100	179 100	-	-	179 100	-	-	150 100	25 100	1 100	156 100	9 100
Unweighted Total	149	8	141	136	13	149	-	-	149	-	-	122	24	1	127	12
Firmly a Republican	137 77%	1 7%	137 80%	134 80%	3 26%	137 77%	-	-	137 77%	-	-	125 83%	13 50%	-	127 82%	3 37%
Not firmly a Republican	42 23%	8 93%	34 20%	33 20%	9 74%	42 23%	-	-	42 23%	-	-	25 17%	13 50%	1 100%	29 18%	6 63%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QPartyGOP] Would you say you are...?

	Total		Motivated To Vote			Vote History			Micro-Communities				Early Voting		
	MI		Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	179		76	20	2	130	25	24	7	70	26	75	72	8	99
	100		100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	149		61	17	3	112	15	22	6	51	27	64	62	7	80
Firmly a Republican	137		56	12	2	99	18	21	7	49	16	64	61	7	69
	77%		74%	61%	77%	76%	73%	85%	100%	70%	61%	86%	85%	85%	70%
Not firmly a Republican	42		20	8	1	31	7	4	-	21	10	11	10	1	30
	23%		26%	39%	23%	24%	27%	15%		30%	39%	14%	15%	15%	30%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QPartyGOP] Would you say you are...?

	Total	Race x Education				Media Market				
	MI	White Non-College	White College	Non-White Non-College	Non-White College	DETROIT DMA	FLINT-SAGINAW-BAY CITY DMA	GRAND RAPIDS-KALMZOO-B.CRK DMA	TRAVERSE CITY-CADILLAC DMA	ALL OTHERS
Total	179	108	60	7	3	86	26	32	15	19
	100	100	100	100	100	100	100	100	100	100
Unweighted Total	149	89	48	7	3	71	17	29	15	16
Firmly a Republican	137	86	43	6	2	65	23	26	10	12
	77%	80%	72%	79%	66%	75%	90%	81%	66%	64%
Not firmly a Republican	42	22	17	2	1	21	2	6	5	7
	23%	20%	28%	21%	34%	25%	10%	19%	34%	36%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QPartyDem] Would you say you are...?

	Total	Gender		Race			Education		Age			
	MI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	209	84	124	149	49	11	129	80	56	47	38	68
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	248	103	144	179	55	14	147	100	69	55	45	79
Firmly a Democrat	178	77	100	125	46	7	112	66	49	40	31	58
	85%	91%	81%	84%	93%	67%	87%	82%	87%	86%	82%	86%
Not firmly a Democrat	31	8	23	24	3	4	16	14	8	7	7	10
	15%	9%	19%	16%	7%	33%	13%	18%	13%	14%	18%	14%

Echelon Insights  
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 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QPartyDem] Would you say you are...?

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	MI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	209 100	169 100	32 100	7 100	199 100	-	-	209 100	-	-	209 100	8 100	55 100	140 100	6 100	191 100
Unweighted Total	248	207	33	8	239	-	-	248	-	-	248	8	64	170	5	235
Firmly a Democrat	178 85%	149 88%	24 75%	5 76%	173 87%	-	-	178 85%	-	-	178 85%	7 91%	39 70%	127 90%	3 53%	168 88%
Not firmly a Democrat	31 15%	20 12%	8 25%	2 24%	27 13%	-	-	31 15%	-	-	31 15%	1 9%	17 30%	13 10%	3 47%	23 12%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QPartyDem] Would you say you are...?

	Total		Motivated To Vote			Vote History			Micro-Communities				Early Voting		
	MI		Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	209		68	18	7	136	24	49	39	76	32	60	106	18	85
	100		100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	248		81	22	8	162	23	63	48	79	44	74	121	20	107
Firmly a Democrat	178		57	17	6	116	23	39	33	66	28	49	90	18	71
	85%		84%	92%	80%	85%	94%	81%	86%	88%	88%	81%	85%	98%	83%
Not firmly a Democrat	31		11	1	1	20	1	9	6	9	4	12	16	0	15
	15%		16%	8%	20%	15%	6%	19%	14%	12%	12%	19%	15%	2%	17%

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 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QPartyDem] Would you say you are...?

	Total	Race x Education				Media Market				
	MI	White Non-College	White College	Non-White Non-College	Non-White College	DETROIT DMA	FLINT-SAGINAW-BAY CITY DMA	GRAND RAPIDS-KALMZOO-B.CRK DMA	TRAVERSE CITY-CADILLAC DMA	ALL OTHERS
Total	209	88	61	40	19	110	21	35	18	24
	100	100	100	100	100	100	100	100	100	100
Unweighted Total	248	104	75	43	25	134	21	39	19	32
Firmly a Democrat	178	76	49	36	17	98	18	29	12	20
	85%	86%	81%	90%	86%	89%	86%	83%	67%	87%
Not firmly a Democrat	31	12	12	4	3	12	3	6	6	3
	15%	14%	19%	10%	14%	11%	14%	17%	33%	13%

Echelon Insights  
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[QPartyLeanView] Even if neither political party perfectly represents your views, who do you agree with more often on issues that are important to you?

	Total	Gender		Race			Education		Age			
	MI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	212	111	96	177	11	25	140	72	35	54	63	58
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	203	112	88	171	10	22	125	75	38	48	60	54
Republicans	104	59	43	90	3	11	67	37	13	28	34	28
	49%	53%	45%	51%	26%	46%	48%	51%	37%	52%	54%	49%
Democrats	59	27	31	48	6	5	40	19	13	10	18	18
	28%	25%	33%	27%	55%	21%	28%	26%	37%	18%	28%	31%
Both equally often	42	24	17	35	1	6	29	13	9	14	9	9
	20%	21%	17%	20%	11%	26%	21%	18%	25%	26%	14%	15%
Don't know/Refused/Unsure	7	1	5	5	1	2	4	4	1	2	2	3
	3%	1%	5%	3%	9%	7%	3%	5%	1%	3%	4%	5%

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[QPartyLeanView] Even if neither political party perfectly represents your views, who do you agree with more often on issues that are important to you?

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	MI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	212 100	72 100	131 100	116 100	91 100	-	212 100	-	104 100	42 100	59 100	72 100	89 100	36 100	101 100	79 100
Unweighted Total	203	80	115	99	99	-	203	-	88	39	69	62	92	36	86	95
Republicans	104 49%	8 12%	95 72%	93 80%	10 11%	-	104 49%	-	104 100%	-	-	60 83%	33 37%	10 27%	82 81%	11 14%
Democrats	59 28%	47 66%	8 6%	5 4%	54 59%	-	59 28%	-	-	-	59 100%	6 9%	27 31%	22 60%	3 3%	48 60%
Both equally often	42 20%	14 19%	24 18%	15 13%	22 25%	-	42 20%	-	-	42 100%	-	5 7%	25 28%	5 13%	14 14%	17 21%
Don't know/Refused/Unsure	7 3%	3 4%	5 4%	3 2%	4 5%	-	7 3%	-	-	-	-	1 1%	4 4%	-	2 2%	3 4%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QPartyLeanView] Even if neither political party perfectly represents your views, who do you agree with more often on issues that are important to you?

	Total	Motivated To Vote			Vote History			Micro-Communities				Early Voting		
	MI	Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	212 100	80 100	22 100	13 100	155 100	31 100	27 100	24 100	73 100	30 100	85 100	102 100	24 100	86 100
Unweighted Total	203	76	22	16	149	26	28	19	66	30	88	93	22	88
Republicans	104 49%	43 54%	9 41%	4 34%	77 50%	14 45%	13 47%	10 43%	29 40%	18 58%	47 55%	47 46%	11 45%	46 53%
Democrats	59 28%	20 25%	6 28%	4 27%	44 28%	8 28%	7 25%	10 41%	25 35%	5 17%	19 22%	33 32%	6 24%	20 23%
Both equally often	42 20%	15 18%	7 30%	4 28%	27 18%	8 28%	7 25%	4 17%	16 22%	5 17%	17 21%	17 17%	8 31%	18 21%
Don't know/Refused/Unsure	7 3%	2 3%	-	1 10%	6 4%	-	1 4%	-	3 4%	3 9%	2 2%	5 5%	-	2 3%

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 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QPartyLeanView] Even if neither political party perfectly represents your views, who do you agree with more often on issues that are important to you?

	Total	Race x Education				Media Market				
	MI	White Non-College	White College	Non-White Non-College	Non-White College	DETROIT DMA	FLINT-SAGINAW-BAY CITY DMA	GRAND RAPIDS-KALMZOO-B.CRK DMA	TRAVERSE CITY-CADILLAC DMA	ALL OTHERS
Total	212	113	63	27	8	97	20	57	8	29
	100	100	100	100	100	100	100	100	100	100
Unweighted Total	203	102	66	23	9	91	18	54	11	29
Republicans	104	58	32	9	5	48	12	25	4	15
	49%	51%	50%	33%	61%	49%	59%	44%	45%	52%
Democrats	59	31	17	9	2	25	4	17	3	9
	28%	28%	26%	32%	28%	26%	22%	29%	41%	33%
Both equally often	42	22	13	7	-	20	4	13	1	4
	20%	19%	20%	28%	-	20%	19%	23%	14%	15%
Don't know/Refused/Unsure	7	2	3	2	1	5	-	3	-	-
	3%	2%	4%	7%	11%	5%	-	5%	-	-

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[QPartyConsolidated] QPartyID and QPartyLeanView

	Total	Gender		Race			Education		Age			
	MI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	600	281	313	494	62	44	384	215	123	134	159	177
	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	283	144	137	258	5	20	182	100	44	61	92	80
	47%	51%	44%	52%	8%	46%	47%	47%	36%	46%	58%	45%
Total Democratic+Democratic-leaning Independents	268	112	155	197	55	16	168	99	69	57	55	86
	45%	40%	49%	40%	89%	36%	44%	46%	57%	42%	35%	48%
Total Independent	50	25	22	39	2	8	33	16	9	16	11	11
	8%	9%	7%	8%	3%	18%	9%	8%	8%	12%	7%	6%

Echelon Insights  
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 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QPartyConsolidated] QPartyID and QPartyLeanView

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	MI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	600 100	249 100	334 100	291 100	302 100	179 100	212 100	209 100	283 100	42 100	268 100	230 100	170 100	177 100	264 100	279 100
Total Republican+Republican-leaning Independents	283 47%	17 7%	266 80%	261 90%	22 7%	179 100%	104 49%	-	283 100%	-	-	210 91%	58 34%	11 6%	238 90%	20 7%
Total Democratic+Democratic-leaning Independents	268 45%	216 87%	40 12%	12 4%	253 84%	-	59 28%	209 100%	-	-	268 100%	14 6%	83 49%	162 91%	9 4%	239 85%
Total Independent	50 8%	16 7%	29 9%	18 6%	27 9%	-	50 23%	-	-	42 100%	-	6 3%	29 17%	5 3%	16 6%	20 7%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QPartyConsolidated] QPartyID and QPartyLeanView

	Total		Motivated To Vote			Vote History			Micro-Communities				Early Voting		
	MI		Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	600	100	224	60	23	421	79	100	69	218	89	220	279	51	270
			100	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	283	47%	120	29	7	207	38	37	17	99	44	122	119	19	145
			53%	49%	31%	49%	48%	37%	25%	45%	49%	55%	43%	38%	54%
Total Democratic+Democratic-leaning Independents	268	45%	88	24	11	180	32	55	48	101	37	79	139	24	105
			39%	40%	47%	43%	41%	55%	70%	46%	42%	36%	50%	47%	39%
Total Independent	50	8%	17	7	5	34	8	7	4	18	8	19	22	8	20
			8%	11%	22%	8%	11%	8%	6%	8%	9%	9%	8%	15%	7%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QPartyConsolidated] QPartyID and QPartyLeanView

	Total	Race x Education				Media Market				
	MI	White Non-College	White College	Non-White Non-College	Non-White College	DETROIT DMA	FLINT-SAGINAW-BAY CITY DMA	GRAND RAPIDS-KALMZOO-B.CRK DMA	TRAVERSE CITY-CADILLAC DMA	ALL OTHERS
Total	600	309	184	74	31	293	67	125	41	71
	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	283	166	92	16	9	134	38	58	19	34
	47%	54%	50%	22%	28%	46%	57%	46%	46%	47%
Total Democratic+Democratic-leaning Independents	268	120	77	49	22	135	25	52	21	33
	45%	39%	42%	66%	70%	46%	38%	41%	51%	46%
Total Independent	50	24	15	9	1	24	4	16	1	4
	8%	8%	8%	12%	3%	8%	6%	12%	3%	6%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QIdeology] Would you say you consider yourself to be...?

	Total	Gender		Race			Education		Age			
	MI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	600	281	313	494	62	44	384	215	123	134	159	177
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	230	118	112	213	5	13	148	82	34	50	74	69
	38%	42%	36%	43%	8%	29%	39%	38%	28%	38%	46%	39%
VERY/SOMEWHAT LIBERAL	177	69	105	136	31	10	112	65	55	42	27	53
	30%	25%	33%	27%	51%	23%	29%	30%	45%	32%	17%	30%
Very conservative	100	51	49	93	3	5	71	29	19	16	23	40
	17%	18%	16%	19%	5%	10%	19%	13%	15%	12%	14%	23%
Somewhat conservative	130	67	63	120	2	8	77	54	15	34	51	29
	22%	24%	20%	24%	3%	18%	20%	25%	12%	25%	32%	16%
Moderate	170	84	85	134	19	17	107	62	31	37	53	45
	28%	30%	27%	27%	31%	38%	28%	29%	26%	27%	33%	25%
Somewhat liberal	93	31	60	73	13	7	61	33	29	20	19	26
	16%	11%	19%	15%	21%	17%	16%	15%	23%	15%	12%	15%
Very liberal	84	38	45	63	18	3	52	32	26	22	9	27
	14%	14%	14%	13%	30%	7%	13%	15%	21%	17%	5%	15%
Unsure	22	9	10	12	6	4	16	6	3	5	5	10
	4%	3%	3%	2%	10%	10%	4%	3%	2%	4%	3%	5%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[Ideology] Would you say you consider yourself to be...?

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	MI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	600 100	249 100	334 100	291 100	302 100	179 100	212 100	209 100	283 100	42 100	268 100	230 100	170 100	177 100	264 100	279 100
VERY/SOMEWHAT CONSERVATIVE	230 38%	14 6%	212 63%	209 72%	21 7%	150 84%	72 34%	8 4%	210 74%	5 12%	14 5%	230 100%	-	-	197 75%	18 6%
VERY/SOMEWHAT LIBERAL	177 30%	142 57%	30 9%	17 6%	161 53%	1 1%	36 17%	140 67%	11 4%	5 11%	162 60%	-	-	177 100%	13 5%	155 56%
Very conservative	100 17%	5 2%	94 28%	96 33%	5 2%	71 39%	24 11%	5 3%	94 33%	-	6 2%	100 44%	-	-	92 35%	4 1%
Somewhat conservative	130 22%	9 4%	118 35%	113 39%	17 6%	79 44%	48 23%	3 1%	116 41%	5 12%	8 3%	130 56%	-	-	104 40%	14 5%
Moderate	170 28%	82 33%	81 24%	55 19%	110 36%	25 14%	89 42%	55 26%	58 21%	25 59%	83 31%	-	170 100%	-	49 18%	99 36%
Somewhat liberal	93 16%	74 30%	15 4%	11 4%	83 27%	-	26 12%	67 32%	8 3%	1 3%	84 32%	-	-	93 53%	6 2%	82 29%
Very liberal	84 14%	67 27%	16 5%	6 2%	78 26%	1 1%	10 4%	73 35%	3 1%	3 8%	78 29%	-	-	84 47%	7 3%	73 26%
Unsure	22 4%	12 5%	11 3%	11 4%	10 3%	2 1%	14 7%	5 3%	4 1%	7 18%	9 3%	-	-	-	5 2%	7 2%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QIdeology] Would you say you consider yourself to be...?

	Total	Motivated To Vote			Vote History			Micro-Communities				Early Voting		
	MI	Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	600 100	224 100	60 100	23 100	421 100	79 100	100 100	69 100	218 100	89 100	220 100	279 100	51 100	270 100
VERY/SOMEWHAT CONSERVATIVE	230 38%	97 43%	25 41%	2 8%	173 41%	28 36%	29 29%	16 22%	88 40%	26 29%	100 45%	97 35%	18 35%	116 43%
VERY/SOMEWHAT LIBERAL	177 30%	64 28%	13 22%	10 43%	116 28%	24 30%	37 37%	34 48%	66 30%	25 28%	51 23%	84 30%	15 29%	78 29%
Very conservative	100 17%	42 19%	7 12%	2 8%	74 18%	14 17%	13 13%	3 5%	35 16%	12 13%	50 23%	48 17%	8 15%	44 16%
Somewhat conservative	130 22%	55 24%	17 29%	-	99 24%	15 19%	16 16%	12 17%	53 24%	14 16%	49 22%	48 17%	10 20%	72 27%
Moderate	170 28%	54 24%	22 37%	8 37%	116 28%	24 30%	30 30%	14 20%	62 29%	31 35%	62 28%	86 31%	17 33%	67 25%
Somewhat liberal	93 16%	27 12%	11 18%	4 17%	58 14%	16 20%	20 20%	18 26%	32 15%	13 14%	30 13%	51 18%	8 17%	34 12%
Very liberal	84 14%	37 17%	3 5%	6 26%	58 14%	8 11%	18 18%	16 23%	34 16%	13 14%	21 10%	33 12%	6 13%	45 17%
Unsure	22 4%	10 4%	-	3 11%	15 4%	3 4%	4 4%	6 9%	2 1%	7 7%	8 3%	12 4%	2 3%	9 3%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[Ideology] Would you say you consider yourself to be...?

	Total		Race x Education				Media Market				
	MI	White Non-College	White College	Non-White Non-College	Non-White College	DETROIT DMA	FLINT-SAGINAW-BAY CITY DMA	GRAND RAPIDS-KALMZOO-B.CRK DMA	TRAVERSE CITY-CADILLAC DMA	ALL OTHERS	
Total	600	309	184	74	31	293	67	125	41	71	
	100	100	100	100	100	100	100	100	100	100	
VERY/SOMEWHAT CONSERVATIVE	230	137	76	10	7	102	34	52	19	23	
	38%	44%	41%	14%	22%	35%	51%	41%	45%	32%	
VERY/SOMEWHAT LIBERAL	177	85	51	28	14	93	17	39	11	17	
	30%	27%	28%	37%	45%	32%	25%	31%	28%	23%	
Very conservative	100	66	27	5	2	40	15	24	6	15	
	17%	21%	14%	7%	7%	14%	22%	20%	15%	21%	
Somewhat conservative	130	71	49	5	5	62	19	27	12	8	
	22%	23%	27%	7%	15%	21%	29%	22%	30%	11%	
Moderate	170	81	53	26	10	84	16	33	11	25	
	28%	26%	29%	36%	31%	29%	24%	26%	27%	36%	
Somewhat liberal	93	49	24	12	9	48	7	24	5	9	
	16%	16%	13%	15%	27%	16%	10%	19%	12%	13%	
Very liberal	84	36	27	16	5	45	10	15	6	7	
	14%	12%	15%	22%	17%	15%	15%	12%	15%	10%	
Unsure	22	6	5	10	1	14	0	2	-	6	
	4%	2%	3%	13%	3%	5%	*%	2%		9%	

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QGender] Do you describe yourself as a man, a woman, or in some other way?

	Total	Gender		Race			Education		Age			
	MI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	600	281	313	494	62	44	384	215	123	134	159	177
	100	100	100	100	100	100	100	100	100	100	100	100
Man	281	281	-	241	21	19	186	94	60	60	90	70
	47%	100%		49%	34%	43%	48%	44%	49%	45%	56%	39%
Woman	313	-	313	253	39	21	194	119	60	70	70	107
	52%		100%	51%	63%	48%	50%	55%	49%	53%	44%	61%
In some other way	6	-	-	-	2	4	4	2	3	3	-	-
	1%				3%	9%	1%	1%	2%	2%		

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QGender] Do you describe yourself as a man, a woman, or in some other way?

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	MI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	600 100	249 100	334 100	291 100	302 100	179 100	212 100	209 100	283 100	42 100	268 100	230 100	170 100	177 100	264 100	279 100
Man	281 47%	104 42%	173 52%	149 51%	129 43%	85 48%	111 53%	84 40%	144 51%	24 56%	112 42%	118 51%	84 50%	69 39%	138 52%	120 43%
Woman	313 52%	145 58%	155 46%	137 47%	171 57%	94 52%	96 45%	124 59%	137 48%	17 40%	155 58%	112 49%	85 50%	105 59%	126 48%	159 57%
In some other way	6 1%	-	6 2%	5 2%	1 *%	-	5 2%	1 1%	2 1%	2 5%	1 *%	-	-	3 2%	-	1 *%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QGender] Do you describe yourself as a man, a woman, or in some other way?

	Total		Motivated To Vote			Vote History			Micro-Communities				Early Voting		
	MI		Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	600	100	224	60	23	421	79	100	69	218	89	220	279	51	270
			100	100	100	100	100	100	100	100	100	100	100	100	100
Man	281	47%	105	29	14	211	32	38	27	103	36	114	124	25	132
			47%	49%	64%	50%	40%	38%	39%	47%	41%	52%	44%	49%	49%
Woman	313	52%	114	31	8	209	45	59	40	116	50	107	155	26	132
			51%	51%	36%	50%	57%	59%	57%	53%	56%	48%	56%	51%	49%
In some other way	6	1%	6	-	-	1	2	3	3	-	3	-	-	-	6
			3%			*%	3%	3%	4%		3%				2%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QGender] Do you describe yourself as a man, a woman, or in some other way?

	Total	Race x Education				Media Market				
	MI	White Non-College	White College	Non-White Non-College	Non-White College	DETROIT DMA	FLINT-SAGINAW-BAY CITY DMA	GRAND RAPIDS-KALMZOO-B.CRK DMA	TRAVERSE CITY-CADILLAC DMA	ALL OTHERS
Total	600 100	309 100	184 100	74 100	31 100	293 100	67 100	125 100	41 100	71 100
Man	281 47%	158 51%	83 45%	28 38%	12 37%	134 46%	28 42%	61 49%	13 31%	44 62%
Woman	313 52%	152 49%	101 55%	42 57%	18 57%	155 53%	39 58%	62 50%	28 69%	27 38%
In some other way	6 1%	-	-	4 5%	2 6%	4 1%	-	2 2%	-	-

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QRace] What is your race or ethnicity?

	Total	Gender		Race			Education		Age			
	MI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	600	281	313	494	62	44	384	215	123	134	159	177
	100	100	100	100	100	100	100	100	100	100	100	100
White	496	242	254	494	-	2	311	184	94	100	138	155
	83%	86%	81%	100%		5%	81%	85%	77%	75%	87%	88%
Black or African American	62	21	39	-	62	-	44	18	17	21	10	14
	10%	7%	12%		100%		11%	8%	14%	16%	6%	8%
Hispanic or Latino	20	6	13	-	-	20	14	6	9	5	3	4
	3%	2%	4%			46%	4%	3%	8%	4%	2%	2%
Asian	12	5	5	-	-	12	9	3	1	5	4	1
	2%	2%	2%			27%	2%	1%	1%	4%	2%	1%
Native American or Alaska Native	3	3	-	-	-	3	3	-	-	-	2	1
	*%	1%				6%	1%				1%	*%
Native Hawaiian or Other Pacific Islander	1	-	1	-	-	1	1	-	-	1	-	-
	*%		*%			3%	*%			1%		
Other race or ethnicity	8	5	3	-	-	8	3	4	1	2	3	3
	1%	2%	1%			18%	1%	2%	1%	1%	2%	1%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QRace] What is your race or ethnicity?

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	MI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	600 100	249 100	334 100	291 100	302 100	179 100	212 100	209 100	283 100	42 100	268 100	230 100	170 100	177 100	264 100	279 100
White	496 83%	191 77%	291 87%	260 89%	231 77%	169 94%	177 83%	150 72%	259 91%	35 82%	198 74%	214 93%	134 79%	136 77%	241 92%	211 75%
Black or African American	62 10%	47 19%	15 4%	8 3%	54 18%	2 1%	11 5%	49 24%	5 2%	1 3%	55 21%	5 2%	19 11%	31 18%	5 2%	52 19%
Hispanic or Latino	20 3%	8 3%	12 4%	9 3%	11 4%	4 2%	10 4%	7 3%	10 3%	1 1%	10 4%	5 2%	7 4%	8 4%	5 2%	12 4%
Asian	12 2%	4 2%	6 2%	5 2%	5 2%	1 1%	8 4%	3 1%	4 1%	4 10%	4 2%	4 2%	5 3%	2 1%	4 1%	4 2%
Native American or Alaska Native	3 *%	-	3 1%	3 1%	-	2 1%	1 *%	-	3 1%	-	-	1 *%	1 1%	-	3 1%	-
Native Hawaiian or Other Pacific Islander	1 *%	-	1 *%	1 *%	-	1 1%	-	-	1 *%	-	-	1 *%	-	-	1 *%	-
Other race or ethnicity	8 1%	-	8 2%	6 2%	2 1%	1 1%	6 3%	1 1%	3 1%	1 3%	2 1%	2 1%	4 3%	1 *%	6 2%	1 *%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QRace] What is your race or ethnicity?

	Total MI	Motivated To Vote			Vote History			Micro-Communities				Early Voting		
		Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	600 100	224 100	60 100	23 100	421 100	79 100	100 100	69 100	218 100	89 100	220 100	279 100	51 100	270 100
White	496 83%	183 82%	44 73%	14 62%	371 88%	57 72%	69 69%	26 38%	200 91%	65 74%	202 92%	238 85%	38 74%	221 82%
Black or African American	62 10%	22 10%	9 15%	5 21%	29 7%	15 18%	18 18%	33 48%	11 5%	12 14%	6 3%	23 8%	11 21%	28 10%
Hispanic or Latino	20 3%	7 3%	3 5%	2 11%	10 2%	5 6%	6 6%	5 8%	1 1%	8 9%	6 3%	11 4%	1 2%	8 3%
Asian	12 2%	7 3%	3 5%	-	3 1%	2 3%	7 7%	2 4%	6 3%	3 3%	1 1%	5 2%	2 3%	6 2%
Native American or Alaska Native	3 *%	1 *%	-	-	3 1%	-	-	-	-	-	3 1%	2 1%	-	1 *%
Native Hawaiian or Other Pacific Islander	1 *%	1 1%	-	-	1 *%	-	-	-	1 1%	-	-	-	-	1 *%
Other race or ethnicity	8 1%	3 1%	1 2%	1 7%	6 1%	1 1%	1 1%	2 3%	1 *%	2 2%	4 2%	3 1%	0 *%	5 2%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QRace] What is your race or ethnicity?

	Total	Race x Education				Media Market				
	MI	White Non-College	White College	Non-White Non-College	Non-White College	DETROIT DMA	FLINT-SAGINAW-BAY CITY DMA	GRAND RAPIDS-KALMZOO-B.CRK DMA	TRAVERSE CITY-CADILLAC DMA	ALL OTHERS
Total	600	309	184	74	31	293	67	125	41	71
	100	100	100	100	100	100	100	100	100	100
White	496	309	184	2	-	220	61	111	38	63
	83%	100%	100%	3%	-	75%	92%	88%	93%	89%
Black or African American	62	-	-	44	18	48	2	5	1	5
	10%	-	-	59%	57%	16%	3%	4%	4%	7%
Hispanic or Latino	20	-	-	14	6	10	1	7	0	2
	3%	-	-	19%	20%	3%	1%	6%	1%	3%
Asian	12	-	-	9	3	9	-	3	1	-
	2%	-	-	12%	9%	3%	-	2%	2%	-
Native American or Alaska Native	3	-	-	3	-	1	-	-	1	1
	*%	-	-	3%	-	*%	-	-	2%	1%
Native Hawaiian or Other Pacific Islander	1	-	-	1	-	1	-	-	-	-
	*%	-	-	2%	-	*%	-	-	-	-
Other race or ethnicity	8	-	-	3	4	6	2	-	-	-
	1%	-	-	5%	14%	2%	3%	-	-	-

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QEducation] What is the highest level of education you have completed?

	Total	Gender		Race			Education		Age			
	MI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	600	281	313	494	62	44	384	215	123	134	159	177
	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	191	98	91	158	23	10	191	-	32	30	44	83
	32%	35%	29%	32%	37%	22%	50%		26%	22%	28%	47%
Some college	122	53	67	96	15	11	122	-	24	29	34	31
	20%	19%	21%	19%	24%	25%	32%		20%	22%	22%	18%
Associate degree	71	35	36	55	6	10	71	-	22	22	13	11
	12%	12%	11%	11%	10%	23%	18%		18%	17%	8%	6%
Bachelor's degree	136	58	77	120	10	7	-	136	36	36	37	27
	23%	21%	24%	24%	16%	15%		63%	29%	27%	23%	15%
Graduate degree	79	37	42	64	8	7	-	79	9	16	31	24
	13%	13%	14%	13%	13%	15%		37%	7%	12%	19%	14%
Don't know/Refused/Unsure	1	1	0	1	-	0	-	-	-	0	-	0
	*%	*%	*%	*%		1%				*%		*%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QEducation] What is the highest level of education you have completed?

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	MI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	600 100	249 100	334 100	291 100	302 100	179 100	212 100	209 100	283 100	42 100	268 100	230 100	170 100	177 100	264 100	279 100
High school or less	191 32%	82 33%	100 30%	90 31%	100 33%	51 28%	70 33%	70 34%	87 31%	12 29%	91 34%	73 32%	44 26%	65 37%	82 31%	89 32%
Some college	122 20%	39 16%	82 25%	66 23%	55 18%	46 26%	41 19%	35 17%	64 23%	10 24%	45 17%	51 22%	39 23%	25 14%	61 23%	48 17%
Associate degree	71 12%	33 13%	35 10%	32 11%	37 12%	18 10%	29 14%	24 12%	31 11%	7 16%	33 12%	24 11%	24 14%	22 12%	26 10%	38 14%
Bachelor's degree	136 23%	56 22%	76 23%	64 22%	70 23%	47 26%	41 20%	48 23%	68 24%	8 19%	58 22%	58 25%	37 22%	38 22%	58 22%	67 24%
Graduate degree	79 13%	39 16%	40 12%	38 13%	40 13%	17 9%	30 14%	32 15%	33 12%	5 11%	41 15%	24 10%	25 15%	26 15%	35 13%	37 13%
Don't know/Refused/Unsure	1 *%	-	1 *%	1 *%	0 *%	0 *%	1 *%	0 *%	0 *%	0 *%	0 *%	0 *%	0 *%	0 *%	0 *%	0 *%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QEducation] What is the highest level of education you have completed?

	Total	Motivated To Vote			Vote History			Micro-Communities				Early Voting		
	MI	Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	600	224	60	23	421	79	100	69	218	89	220	279	51	270
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	191	67	15	8	137	27	27	29	38	35	88	98	15	78
	32%	30%	25%	37%	33%	34%	27%	42%	17%	39%	40%	35%	30%	29%
Some college	122	46	12	5	85	20	17	9	42	21	49	55	13	54
	20%	20%	20%	20%	20%	25%	17%	13%	19%	24%	22%	20%	25%	20%
Associate degree	71	29	10	2	43	16	12	9	26	11	26	28	8	35
	12%	13%	17%	9%	10%	20%	12%	12%	12%	12%	12%	10%	15%	13%
Bachelor's degree	136	57	17	5	89	14	33	18	64	14	39	54	9	73
	23%	25%	29%	20%	21%	18%	33%	25%	29%	16%	18%	19%	18%	27%
Graduate degree	79	26	6	3	67	2	11	5	49	7	18	44	6	29
	13%	12%	9%	12%	16%	2%	11%	7%	22%	8%	8%	16%	12%	11%
Don't know/Refused/Unsure	1	0	0	0	1	0	-	-	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QEducation] What is the highest level of education you have completed?

	Total	Race x Education				Media Market				
	MI	White Non-College	White College	Non-White Non-College	Non-White College	DETROIT DMA	FLINT-SAGINAW-BAY CITY DMA	GRAND RAPIDS-KALMZOO-B.CRK DMA	TRAVERSE CITY-CADILLAC DMA	ALL OTHERS
Total	600 100	309 100	184 100	74 100	31 100	293 100	67 100	125 100	41 100	71 100
High school or less	191 32%	158 51%	-	33 44%	-	78 27%	33 49%	46 37%	7 18%	26 36%
Some college	122 20%	96 31%	-	26 34%	-	70 24%	9 14%	19 15%	8 20%	15 21%
Associate degree	71 12%	55 18%	-	16 22%	-	37 13%	8 13%	10 8%	5 12%	10 14%
Bachelor's degree	136 23%	-	120 65%	-	16 52%	66 22%	11 16%	33 27%	13 32%	11 16%
Graduate degree	79 13%	-	64 35%	-	15 48%	42 14%	5 8%	16 13%	7 18%	9 13%
Don't know/Refused/Unsure	1 *%	-	-	-	-	0 *%	0 *%	0 *%	-	0 *%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QMarital] What is your current marital status?

	Total	Gender		Race			Education		Age			
	MI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	600	281	313	494	62	44	384	215	123	134	159	177
	100	100	100	100	100	100	100	100	100	100	100	100
Single, never married	121	51	70	96	18	7	82	38	63	18	22	17
	20%	18%	22%	19%	30%	15%	22%	18%	51%	14%	14%	9%
Married	354	179	176	301	27	27	206	148	52	100	94	102
	59%	64%	56%	61%	43%	61%	54%	69%	43%	75%	59%	58%
Separated	0	-	0	0	-	-	-	0	-	0	-	-
	*%		*%	*%				*%		*%		
Divorced	75	36	35	61	7	7	60	14	5	11	32	27
	12%	13%	11%	12%	12%	15%	16%	7%	4%	8%	20%	15%
Widowed	37	10	27	30	7	1	29	8	-	2	7	27
	6%	4%	9%	6%	11%	1%	7%	4%		2%	4%	16%
Don't know/Refused/Unsure	12	5	5	6	3	3	6	6	3	2	4	3
	2%	2%	1%	1%	5%	7%	2%	3%	2%	1%	3%	2%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QMarital] What is your current marital status?

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	MI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	600 100	249 100	334 100	291 100	302 100	179 100	212 100	209 100	283 100	42 100	268 100	230 100	170 100	177 100	264 100	279 100
Single, never married	121 20%	70 28%	48 14%	37 13%	82 27%	26 15%	41 19%	54 26%	38 14%	15 36%	67 25%	26 11%	33 19%	57 32%	34 13%	68 24%
Married	354 59%	128 51%	214 64%	185 63%	164 54%	113 63%	121 57%	120 58%	182 64%	21 51%	146 55%	156 68%	106 63%	86 49%	173 66%	158 57%
Separated	0 *%	0 *%	-	-	0 *%	-	-	0 *%	-	-	0 *%	-	-	0 *%	-	0 *%
Divorced	75 12%	31 12%	44 13%	40 14%	35 11%	25 14%	30 14%	19 9%	37 13%	6 13%	31 12%	29 12%	20 12%	18 10%	32 12%	34 12%
Widowed	37 6%	15 6%	22 7%	21 7%	16 5%	12 7%	11 5%	14 7%	20 7%	-	16 6%	13 6%	9 5%	14 8%	21 8%	16 6%
Don't know/Refused/Unsure	12 2%	5 2%	6 2%	8 3%	5 2%	2 1%	9 4%	1 1%	6 2%	0 *%	6 2%	6 3%	2 1%	2 1%	3 1%	4 1%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QMarital] What is your current marital status?

	Total	Motivated To Vote			Vote History			Micro-Communities				Early Voting		
	MI	Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	600 100	224 100	60 100	23 100	421 100	79 100	100 100	69 100	218 100	89 100	220 100	279 100	51 100	270 100
Single, never married	121 20%	43 19%	13 22%	7 30%	74 18%	23 29%	25 25%	15 21%	45 21%	21 24%	40 18%	56 20%	11 21%	55 20%
Married	354 59%	132 59%	39 65%	12 55%	259 61%	36 46%	59 60%	39 56%	140 64%	42 48%	131 60%	163 58%	26 52%	165 61%
Separated	0 *%	0 *%	-	-	0 *%	-	-	-	-	0 1%	-	-	-	0 *%
Divorced	75 12%	36 16%	4 7%	3 14%	50 12%	14 17%	11 11%	7 11%	22 10%	14 15%	32 14%	31 11%	5 10%	39 14%
Widowed	37 6%	8 4%	4 7%	-	29 7%	6 7%	2 2%	4 5%	9 4%	8 9%	15 7%	23 8%	7 14%	6 2%
Don't know/Refused/Unsure	12 2%	5 2%	-	0 1%	9 2%	1 1%	3 3%	5 8%	2 1%	3 3%	2 1%	7 2%	1 3%	5 2%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QMarital] What is your current marital status?

	Total	Race x Education				Media Market				
	MI	White Non-College	White College	Non-White Non-College	Non-White College	DETROIT DMA	FLINT-SAGINAW-BAY CITY DMA	GRAND RAPIDS-KALMZOO-B.CRK DMA	TRAVERSE CITY-CADILLAC DMA	ALL OTHERS
Total	600 100	309 100	184 100	74 100	31 100	293 100	67 100	125 100	41 100	71 100
Single, never married	121 20%	64 21%	32 17%	18 25%	6 21%	63 21%	12 18%	25 20%	5 13%	16 22%
Married	354 59%	169 55%	131 71%	36 49%	17 56%	168 57%	42 64%	78 62%	24 57%	40 56%
Separated	0 *%	-	0 *%	-	-	0 *%	-	-	-	-
Divorced	75 12%	48 15%	13 7%	12 17%	1 5%	39 13%	8 13%	13 11%	5 13%	8 12%
Widowed	37 6%	24 8%	5 3%	4 6%	3 10%	16 6%	4 6%	4 3%	7 17%	6 8%
Don't know/Refused/Unsure	12 2%	4 1%	3 1%	3 4%	3 9%	6 2%	0 *%	5 4%	-	1 1%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QRegVote] Are you at least 18 years old and registered to vote in Michigan?

	Total	Gender		Race			Education		Age			
	MI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	600	281	313	494	62	44	384	215	123	134	159	177
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	600	281	313	494	62	44	384	215	123	134	159	177
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/Refused/Unsure	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QRegVote] Are you at least 18 years old and registered to vote in Michigan?

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	MI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	600 100	249 100	334 100	291 100	302 100	179 100	212 100	209 100	283 100	42 100	268 100	230 100	170 100	177 100	264 100	279 100
Yes	600 100%	249 100%	334 100%	291 100%	302 100%	179 100%	212 100%	209 100%	283 100%	42 100%	268 100%	230 100%	170 100%	177 100%	264 100%	279 100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/Refused/Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QRegVote] Are you at least 18 years old and registered to vote in Michigan?

	Total		Motivated To Vote			Vote History			Micro-Communities				Early Voting		
	MI		Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	600		224	60	23	421	79	100	69	218	89	220	279	51	270
	100		100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	600		224	60	23	421	79	100	69	218	89	220	279	51	270
	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-		-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/Refused/Unsure	-		-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QRegVote] Are you at least 18 years old and registered to vote in Michigan?

	Total	Race x Education				Media Market				
	MI	White Non-College	White College	Non-White Non-College	Non-White College	DETROIT DMA	FLINT-SAGINAW-BAY CITY DMA	GRAND RAPIDS-KALMZOO-B.CRK DMA	TRAVERSE CITY-CADILLAC DMA	ALL OTHERS
Total	600	309	184	74	31	293	67	125	41	71
	100	100	100	100	100	100	100	100	100	100
Yes	600	309	184	74	31	293	67	125	41	71
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-
Don't know/Refused/Unsure	-	-	-	-	-	-	-	-	-	-

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QAge] What is your age?

	Total	Gender		Race			Education		Age			
	MI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	592	279	307	486	62	44	376	215	123	134	159	177
	100	100	100	100	100	100	100	100	100	100	100	100
18-34	123	60	60	94	17	12	78	45	123	-	-	-
	21%	21%	20%	19%	27%	27%	21%	21%	100%			
35-49	134	60	70	100	21	13	81	52	-	134	-	-
	23%	22%	23%	20%	34%	29%	22%	24%		100%		
50-64	159	90	70	138	10	11	92	67	-	-	159	-
	27%	32%	23%	28%	17%	25%	24%	31%			100%	
65+	177	70	107	155	14	8	125	51	-	-	-	177
	30%	25%	35%	32%	22%	19%	33%	24%				100%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QAge] What is your age?

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	MI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	592 100	248 100	327 100	283 100	301 100	173 100	210 100	209 100	277 100	41 100	267 100	226 100	166 100	177 100	256 100	279 100
18-34	123 21%	60 24%	58 18%	46 16%	75 25%	31 18%	35 17%	56 27%	44 16%	9 22%	69 26%	34 15%	31 19%	55 31%	36 14%	71 26%
35-49	134 23%	51 21%	80 24%	64 23%	66 22%	32 19%	54 26%	47 22%	61 22%	14 35%	57 21%	50 22%	37 22%	42 24%	60 23%	61 22%
50-64	159 27%	63 26%	94 29%	89 32%	69 23%	59 34%	63 30%	38 18%	92 33%	9 22%	55 21%	74 33%	53 32%	27 15%	81 31%	65 23%
65+	177 30%	73 30%	94 29%	84 30%	91 30%	51 30%	58 27%	68 32%	80 29%	9 21%	86 32%	69 30%	45 27%	53 30%	80 31%	82 29%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QAge] What is your age?

	Total MI	Motivated To Vote			Vote History			Micro-Communities				Early Voting		
		Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	592 100	223 100	60 100	23 100	416 100	77 100	99 100	69 100	216 100	88 100	215 100	276 100	49 100	268 100
18-34	123 21%	53 24%	15 24%	8 37%	53 13%	26 34%	43 44%	17 24%	36 17%	20 23%	49 23%	37 14%	8 16%	77 29%
35-49	134 23%	64 29%	15 25%	7 31%	77 18%	28 36%	29 29%	22 32%	55 25%	16 18%	39 18%	38 14%	11 22%	85 32%
50-64	159 27%	66 30%	17 29%	5 21%	126 30%	14 18%	19 19%	11 16%	63 29%	21 23%	63 30%	74 27%	14 29%	71 27%
65+	177 30%	40 18%	13 21%	3 12%	160 38%	9 11%	8 8%	19 28%	62 29%	31 35%	63 29%	126 46%	16 33%	35 13%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QAge] What is your age?

	Total	Race x Education				Media Market				
	MI	White Non-College	White College	Non-White Non-College	Non-White College	DETROIT DMA	FLINT-SAGINAW-BAY CITY DMA	GRAND RAPIDS-KALMZOO-B.CRK DMA	TRAVERSE CITY-CADILLAC DMA	ALL OTHERS
Total	592 100	301 100	184 100	74 100	31 100	288 100	64 100	125 100	41 100	71 100
18-34	123 21%	55 18%	39 21%	22 30%	6 20%	56 19%	13 21%	31 25%	7 17%	15 21%
35-49	134 23%	55 18%	44 24%	26 35%	8 24%	74 26%	17 26%	22 18%	5 11%	15 21%
50-64	159 27%	78 26%	60 33%	14 19%	7 23%	77 27%	14 22%	43 34%	9 22%	16 22%
65+	177 30%	113 38%	41 22%	12 16%	10 32%	81 28%	20 31%	29 23%	21 50%	26 36%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QTurnout] 2024 TURNOUT BUCKET PRE-CODE

	Total	Gender		Race			Education		Age			
	MI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	600	281	313	494	62	44	384	215	123	134	159	177
	100	100	100	100	100	100	100	100	100	100	100	100
0-0.5	79	34	42	51	19	9	49	29	41	24	10	2
	13%	12%	13%	10%	31%	20%	13%	14%	33%	18%	6%	1%
0.51-0.75	58	17	41	39	13	6	44	14	23	19	5	10
	10%	6%	13%	8%	20%	14%	11%	6%	19%	14%	3%	6%
0.76-1	464	230	231	404	30	29	290	172	58	91	144	165
	77%	82%	74%	82%	49%	66%	76%	80%	47%	68%	90%	93%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QTurnout] 2024 TURNOUT BUCKET PRE-CODE

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	MI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	600 100	249 100	334 100	291 100	302 100	179 100	212 100	209 100	283 100	42 100	268 100	230 100	170 100	177 100	264 100	279 100
0-0.5	79 13%	38 15%	37 11%	31 11%	44 15%	22 12%	20 9%	37 18%	29 10%	6 13%	43 16%	20 9%	24 14%	31 18%	22 8%	42 15%
0.51-0.75	58 10%	24 10%	34 10%	20 7%	38 13%	11 6%	19 9%	27 13%	21 8%	4 10%	32 12%	16 7%	16 10%	24 13%	17 7%	31 11%
0.76-1	464 77%	187 75%	264 79%	240 83%	220 73%	146 81%	173 82%	144 69%	233 82%	32 76%	192 72%	194 84%	130 76%	122 69%	224 85%	207 74%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QTurnout] 2024 TURNOUT BUCKET PRE-CODE

	Total		Motivated To Vote			Vote History			Micro-Communities				Early Voting		
	MI		Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	600		224	60	23	421	79	100	69	218	89	220	279	51	270
	100		100	100	100	100	100	100	100	100	100	100	100	100	100
0-0.5	79		26	17	11	-	19	59	20	12	15	31	12	8	59
	13%		11%	28%	47%		24%	59%	29%	6%	16%	14%	4%	16%	22%
0.51-0.75	58		30	7	4	4	38	16	8	19	8	22	20	8	30
	10%		13%	12%	19%	1%	47%	16%	12%	9%	9%	10%	7%	15%	11%
0.76-1	464		169	36	8	417	22	25	41	187	66	167	247	35	182
	77%		75%	60%	34%	99%	28%	25%	59%	86%	74%	76%	88%	69%	67%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QTurnout] 2024 TURNOUT BUCKET PRE-CODE

	Total	Race x Education				Media Market				
	MI	White Non-College	White College	Non-White Non-College	Non-White College	DETROIT DMA	FLINT-SAGINAW-BAY CITY DMA	GRAND RAPIDS-KALMZOO-B.CRK DMA	TRAVERSE CITY-CADILLAC DMA	ALL OTHERS
Total	600	309	184	74	31	293	67	125	41	71
	100	100	100	100	100	100	100	100	100	100
0-0.5	79	28	22	21	7	40	10	18	1	9
	13%	9%	12%	28%	23%	14%	15%	15%	3%	13%
0.51-0.75	58	28	11	16	2	26	5	13	7	7
	10%	9%	6%	22%	8%	9%	7%	10%	17%	10%
0.76-1	464	253	151	37	22	227	52	94	32	55
	77%	82%	82%	50%	69%	78%	78%	75%	79%	77%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QPartyReg] VOTER FILE PARTY REGISTRATION PRE-CODE

	Total	Gender		Race			Education		Age			
	MI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	600	281	313	494	62	44	384	215	123	134	159	177
	100	100	100	100	100	100	100	100	100	100	100	100
Dem Non-Primary	-	-	-	-	-	-	-	-	-	-	-	-
Dem Primary	159	72	86	127	23	9	102	57	25	32	36	65
	26%	26%	27%	26%	37%	20%	26%	26%	20%	24%	23%	37%
GOP Non-Primary	-	-	-	-	-	-	-	-	-	-	-	-
GOP Primary	135	72	63	122	4	9	85	51	10	22	40	63
	23%	26%	20%	25%	7%	21%	22%	24%	8%	16%	25%	36%
Unknown	306	137	164	245	35	26	197	108	88	80	83	48
	51%	49%	52%	50%	56%	59%	51%	50%	72%	60%	52%	27%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QPartyReg] VOTER FILE PARTY REGISTRATION PRE-CODE

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	MI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	600 100	249 100	334 100	291 100	302 100	179 100	212 100	209 100	283 100	42 100	268 100	230 100	170 100	177 100	264 100	279 100
Dem Non-Primary	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dem Primary	159 26%	115 46%	35 10%	23 8%	135 45%	9 5%	51 24%	99 47%	19 7%	8 19%	131 49%	21 9%	43 25%	87 49%	21 8%	126 45%
GOP Non-Primary	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GOP Primary	135 23%	20 8%	110 33%	103 36%	27 9%	71 40%	53 25%	11 5%	106 37%	7 16%	23 9%	90 39%	33 20%	8 5%	101 38%	25 9%
Unknown	306 51%	114 46%	189 57%	164 56%	139 46%	99 55%	108 51%	99 47%	158 56%	28 66%	114 43%	120 52%	94 55%	82 46%	142 54%	128 46%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QPartyReg] VOTER FILE PARTY REGISTRATION PRE-CODE

	Total	Motivated To Vote			Vote History			Micro-Communities				Early Voting		
	MI	Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	600 100	224 100	60 100	23 100	421 100	79 100	100 100	69 100	218 100	89 100	220 100	279 100	51 100	270 100
Dem Non-Primary	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dem Primary	159 26%	47 21%	9 16%	3 14%	147 35%	10 12%	2 2%	28 40%	62 29%	24 27%	45 20%	101 36%	9 18%	49 18%
GOP Non-Primary	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GOP Primary	135 23%	41 18%	15 25%	2 10%	127 30%	7 9%	1 1%	5 7%	54 25%	18 20%	59 27%	76 27%	13 25%	46 17%
Unknown	306 51%	136 60%	35 59%	17 76%	147 35%	62 78%	97 97%	37 53%	102 47%	47 53%	117 53%	102 37%	29 56%	175 65%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QPartyReg] VOTER FILE PARTY REGISTRATION PRE-CODE

	Total	Race x Education				Media Market				
	MI	White Non-College	White College	Non-White Non-College	Non-White College	DETROIT DMA	FLINT-SAGINAW-BAY CITY DMA	GRAND RAPIDS-KALMZOO-B.CRK DMA	TRAVERSE CITY-CADILLAC DMA	ALL OTHERS
Total	600	309	184	74	31	293	67	125	41	71
	100	100	100	100	100	100	100	100	100	100
Dem Non-Primary	-	-	-	-	-	-	-	-	-	-
Dem Primary	159	81	46	20	11	82	12	29	11	24
	26%	26%	25%	27%	35%	28%	18%	24%	27%	34%
GOP Non-Primary	-	-	-	-	-	-	-	-	-	-
GOP Primary	135	78	44	7	7	63	18	26	17	12
	23%	25%	24%	9%	21%	22%	26%	20%	40%	18%
Unknown	306	150	94	47	14	148	37	70	13	35
	51%	49%	51%	63%	43%	50%	55%	56%	33%	49%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QDMA] VOTER FILE MEDIA MARKET PRECODE

	Total	Gender		Race			Education		Age			
	MI	Male	Female	White	Black	Other	Non-College	College	18-34	35-49	50-64	65+
Total	597	280	311	491	62	44	382	214	122	132	158	176
	100	100	100	100	100	100	100	100	100	100	100	100
ALPENA DMA	1	1	-	1	-	-	1	1	1	-	1	-
	*%	1%		*%			*%	*%	*%		1%	
DETROIT DMA	293	134	155	219	48	26	186	107	56	74	77	81
	49%	48%	50%	45%	78%	60%	49%	50%	46%	56%	49%	46%
DULUTH-SUPERIOR DMA	3	2	1	3	-	-	3	1	-	1	-	3
	1%	1%	*%	1%			1%	*%		*%		1%
FLINT-SAGINAW-BAY CITY DMA	67	28	39	61	2	3	50	16	13	17	14	20
	11%	10%	12%	12%	4%	7%	13%	8%	11%	12%	9%	11%
GRAND RAPIDS-KALMZOO-B.CRK DMA	125	61	62	111	5	10	76	49	31	22	43	29
	21%	22%	20%	23%	8%	22%	20%	23%	25%	17%	27%	16%
GREEN BAY-APPLETON DMA	1	1	1	1	-	1	1	1	-	-	1	1
	*%	*%	*%	*%		1%	*%	*%			*%	*%
LANSING DMA	39	20	19	34	3	2	29	10	10	10	8	12
	7%	7%	6%	7%	4%	5%	8%	5%	8%	7%	5%	7%
MARQUETTE DMA	7	7	1	7	1	-	5	2	2	-	3	3
	1%	2%	*%	1%	1%		1%	1%	1%		2%	2%
SOUTH BEND-ELKHART DMA	15	12	3	13	2	-	10	5	2	4	3	6
	3%	4%	1%	3%	3%		3%	2%	2%	3%	2%	3%
TOLEDO DMA	3	-	3	3	-	-	3	1	1	-	1	2
	1%		1%	1%			1%	*%	1%		*%	1%
TRAVERSE CITY-CADILLAC DMA	41	13	28	37	1	2	20	21	7	5	9	21
	7%	5%	9%	8%	2%	5%	5%	10%	6%	3%	6%	12%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[ODMA] VOTER FILE MEDIA MARKET PRECODE

	Total	Biden Approval		Trump Approval		Party			Party+Lean			Ideology			2020 Ballot	
	MI	Approve	Disapprove	Approve	Disapprove	GOP	Ind	Dem	GOP+Lean	Pure Ind	Dem+Lean	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden
Total	597 100	247 100	333 100	290 100	300 100	178 100	212 100	207 100	282 100	42 100	266 100	229 100	169 100	176 100	262 100	277 100
ALPENA DMA	1 *%	1 *%	1 *%	1 *%	1 *%	1 1%	-	1 *%	1 *%	-	1 *%	-	1 1%	1 *%	1 *%	1 *%
DETROIT DMA	293 49%	127 52%	159 48%	140 48%	149 50%	86 48%	97 46%	110 53%	134 47%	20 47%	135 51%	102 45%	84 50%	93 53%	120 46%	145 52%
DULUTH-SUPERIOR DMA	3 1%	-	3 1%	3 1%	-	-	3 2%	-	3 1%	-	-	3 1%	-	-	3 1%	-
FLINT-SAGINAW-BAY CITY DMA	67 11%	19 8%	47 14%	40 14%	27 9%	26 14%	20 10%	21 10%	38 13%	4 9%	25 9%	34 15%	16 9%	17 9%	38 14%	26 9%
GRAND RAPIDS-KALMZOO-B.CRK DMA	125 21%	54 22%	64 19%	58 20%	64 21%	32 18%	57 27%	35 17%	58 20%	13 31%	52 19%	52 22%	33 19%	39 22%	53 20%	57 20%
GREEN BAY-APPLETON DMA	1 *%	1 *%	1 *%	1 *%	1 *%	-	1 *%	1 *%	1 *%	-	1 *%	-	1 *%	-	1 *%	1 *%
LANSING DMA	39 7%	18 7%	19 6%	13 4%	26 9%	11 6%	14 6%	15 7%	17 6%	1 2%	22 8%	9 4%	14 8%	12 7%	15 6%	20 7%
MARQUETTE DMA	7 1%	2 1%	5 2%	5 2%	2 1%	2 1%	4 2%	2 1%	5 2%	-	2 1%	4 2%	1 1%	2 1%	5 2%	2 1%
SOUTH BEND-ELKHART DMA	15 3%	8 3%	7 2%	8 3%	8 3%	4 2%	7 3%	5 2%	6 2%	4 9%	6 2%	5 2%	8 5%	1 1%	8 3%	6 2%
TOLEDO DMA	3 1%	1 1%	2 1%	1 *%	2 1%	1 1%	1 *%	2 1%	1 *%	-	2 1%	1 1%	1 *%	1 *%	1 *%	2 1%
TRAVERSE CITY-CADILLAC DMA	41 7%	16 6%	24 7%	20 7%	21 7%	15 8%	8 4%	18 9%	19 7%	1 3%	21 8%	19 8%	11 7%	11 7%	17 7%	19 7%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[ODMA] VOTER FILE MEDIA MARKET PRECODE

	Total	Motivated To Vote			Vote History			Micro-Communities				Early Voting		
	MI	Extremely	Very	Somewhat/Not very/Not at all/Unsure	Voted 2020 and 2022	Voted 2020 not 2022	Didn't vote 2020	Nonwhite	College Educated	Urban White Working Class	Rural White Working Class	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	597 100	223 100	60 100	23 100	421 100	79 100	97 100	69 100	218 100	89 100	220 100	279 100	51 100	267 100
ALPENA DMA	1 *%	1 1%	-	-	1 *%	-	1 1%	-	-	-	1 1%	-	-	1 1%
DETROIT DMA	293 49%	96 43%	33 55%	10 43%	207 49%	39 49%	47 49%	39 57%	106 49%	89 100%	59 27%	145 52%	30 59%	118 44%
DULUTH-SUPERIOR DMA	3 1%	1 *%	3 4%	-	2 1%	1 1%	-	-	-	-	3 1%	1 *%	2 3%	1 *%
FLINT-SAGINAW-BAY CITY DMA	67 11%	31 14%	5 8%	4 16%	47 11%	10 12%	10 11%	11 15%	9 4%	-	47 21%	30 11%	3 7%	33 12%
GRAND RAPIDS-KALMZOO-B.CRK DMA	125 21%	48 22%	10 17%	5 23%	89 21%	14 17%	23 24%	12 17%	63 29%	-	50 23%	56 20%	10 19%	59 22%
GREEN BAY-APPLETON DMA	1 *%	1 *%	-	-	1 *%	-	-	-	-	-	1 1%	1 *%	-	-
LANSING DMA	39 7%	15 7%	5 8%	3 13%	25 6%	10 13%	3 3%	6 9%	14 6%	-	18 8%	19 7%	1 1%	19 7%
MARQUETTE DMA	7 1%	2 1%	-	-	5 1%	-	3 3%	-	-	-	7 3%	3 1%	-	5 2%
SOUTH BEND-ELKHART DMA	15 3%	7 3%	2 4%	1 5%	12 3%	2 2%	2 2%	1 2%	6 3%	-	8 4%	2 1%	3 5%	11 4%
TOLEDO DMA	3 1%	1 *%	-	-	3 1%	-	-	-	-	-	3 2%	3 1%	-	1 *%
TRAVERSE CITY-CADILLAC DMA	41 7%	19 8%	2 3%	-	30 7%	4 5%	6 7%	-	21 9%	-	21 9%	19 7%	3 6%	19 7%

Echelon Insights  
 2024 Michigan State Survey  
 N=600 Registered Voters in the Likely Electorate in MI, October 27-30, 2024, Margin of Error=+/-4.4 Percentage Points

[QDMA] VOTER FILE MEDIA MARKET PRECODE

	Race x Education					Media Market				
	Total MI	White Non-College	White College	Non-White Non-College	Non-White College	DETROIT DMA	FLINT-SAGINAW-BAY CITY DMA	GRAND RAPIDS-KALMZOO-B.CRK DMA	TRAVERSE CITY-CADILLAC DMA	ALL OTHERS
Total	597	308	183	74	31	293	67	125	41	71
	100	100	100	100	100	100	100	100	100	100
ALPENA DMA	1	1	1	-	-	-	-	-	-	1
	*%	*%	1%							2%
DETROIT DMA	293	135	83	51	24	293	-	-	-	-
	49%	44%	46%	68%	76%	100%				
DULUTH-SUPERIOR DMA	3	3	1	-	-	-	-	-	-	3
	1%	1%	*%							5%
FLINT-SAGINAW-BAY CITY DMA	67	46	15	4	1	-	67	-	-	-
	11%	15%	8%	6%	4%		100%			
GRAND RAPIDS-KALMZOO-B.CRK DMA	125	65	45	11	4	-	-	125	-	-
	21%	21%	25%	14%	12%			100%		
GREEN BAY-APPLETON DMA	1	1	-	-	1	-	-	-	-	1
	*%	*%			2%					2%
LANSING DMA	39	24	10	5	-	-	-	-	-	39
	7%	8%	5%	6%						55%
MARQUETTE DMA	7	5	2	-	1	-	-	-	-	7
	1%	2%	1%		2%					10%
SOUTH BEND-ELKHART DMA	15	8	5	2	-	-	-	-	-	15
	3%	3%	3%	3%						22%
TOLEDO DMA	3	3	1	-	-	-	-	-	-	3
	1%	1%	*%							5%
TRAVERSE CITY-CADILLAC DMA	41	18	19	2	1	-	-	-	41	-
	7%	6%	11%	3%	5%				100%	