

A wide-angle photograph of the Detroit skyline at dusk, featuring the Spirit of Detroit and the Renaissance Center, with the city lights reflecting on the water of the Detroit River.

MICHIGAN VOTER SURVEY

Aug 2024

FabrizioWard+





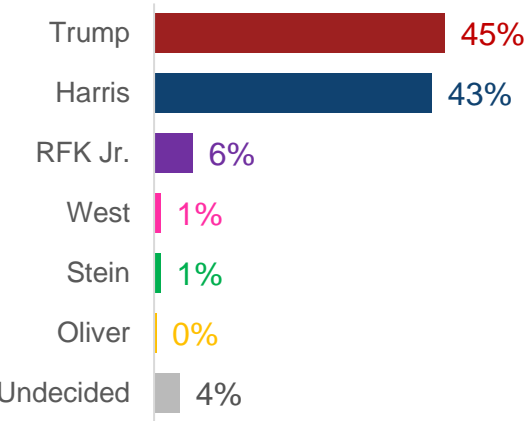
MICHIGAN: BATTLEGROUND STATE

Presidential contest

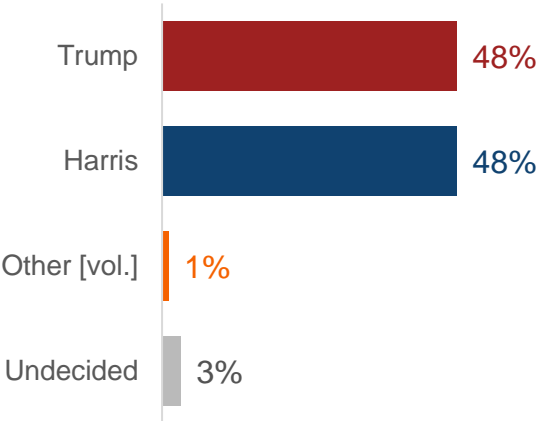
In Michigan, the Presidential race is a toss-up. On the full ballot, former President Trump leads VP Harris 45% - 43% with RFK Jr. pulling 6%, others getting 2% and 4% undecided. The race is tied at 48% in the head-to-head ballot.

- Voters 50+ pick Trump by a 2-point margin on both the full and head-to-head ballot. Voters 18-34 are responsible for the difference between the ballots – they go for Trump by 5-points on the full ballot with 17% voting 3rd party or undecided, while leaning toward Harris by 1-point on the H2H.
- Both candidates are winning huge majorities of voters from their own party while Independents are the battleground.
- There is a substantial gender gap both overall and among voters 50+, with Harris ahead by double digits among women, but Trump up by double digits with men.
- White voters 50+ back Trump by 14-points, while Black voters 50+ pick Harris by about 80 points.
- Voters without college degrees pick Trump by 12-points, while Harris has a slightly larger margin among those with 4-year college degrees.

2024 Presidential Election – Full Ballot



2024 Presidential Election – Head-to-Head Ballot

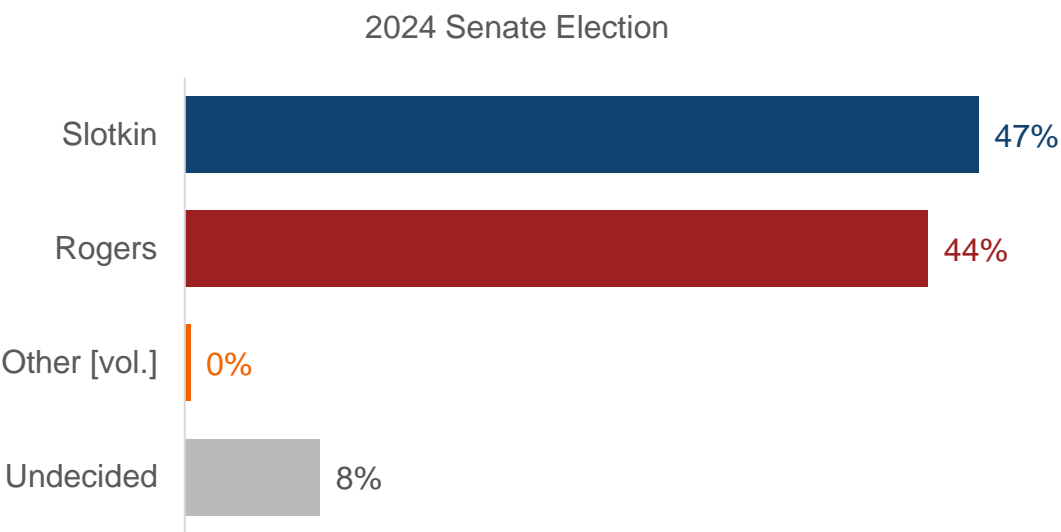


	All likely voters	Voters 18 – 49	Voters 50+	Voters 18-34	Voters 35-49	Voters 50-64	Voters 65+	GOP	Ind	Dem	Women	Men	Women 50+	Men 50+	White 50+	Black 50+	<Coll	Coll +	Care-givers 50+	Swing Voters 50+
Net Trump (H2H)	--	-1	+2	-1	-1	-1	+5	+95	-5	-92	-15	+18	-12	+18	+14	-80	+12	-18	-10	-5
Net Trump (Full)	+2	+3	+2	+5	-1	-1	+6	+93	-2	-88	-13	+20	-11	+17	+14	-78	+12	-15	-9	-4
Trump (Full)	45	45	46	44	45	44	48	95	37	3	38	54	39	53	52	6	50	36	41	15
Harris (Full)	43	42	44	39	46	45	42	2	39	91	51	34	50	36	38	84	38	51	50	19
Other (Full)	8	8	7	10	6	8	8	2	17	4	7	8	8	8	8	5	8	10	8	49
Undecided (Full)	4	5	3	7	3	3	2	1	7	2	4	4	3	3	2	5	4	3	1	17

Senate contest

The race for Michigan’s open Senate seat is very competitive with Rep. Elissa Slotkin (D) narrowly ahead of former Rep. Mike Rogers (R), 47% - 44%, within the margin of error.

- Voters 50+ are split even between the two candidates at 46%, with Slotkin’s slight advantage due to her 7-point lead with voters 18-49.
- Within voters 50+, Rogers is ahead by 5-points among seniors, while Slotkin is up by 4-points with 50-64 year olds.
- A 15-point margin among Independents is a major reason why Slotkin is currently a bit ahead, with both candidates doing well consolidating their party’s base voters.
- Like at the top of the ticket, there are sizable gaps in vote preference by gender, race, and educational attainment.

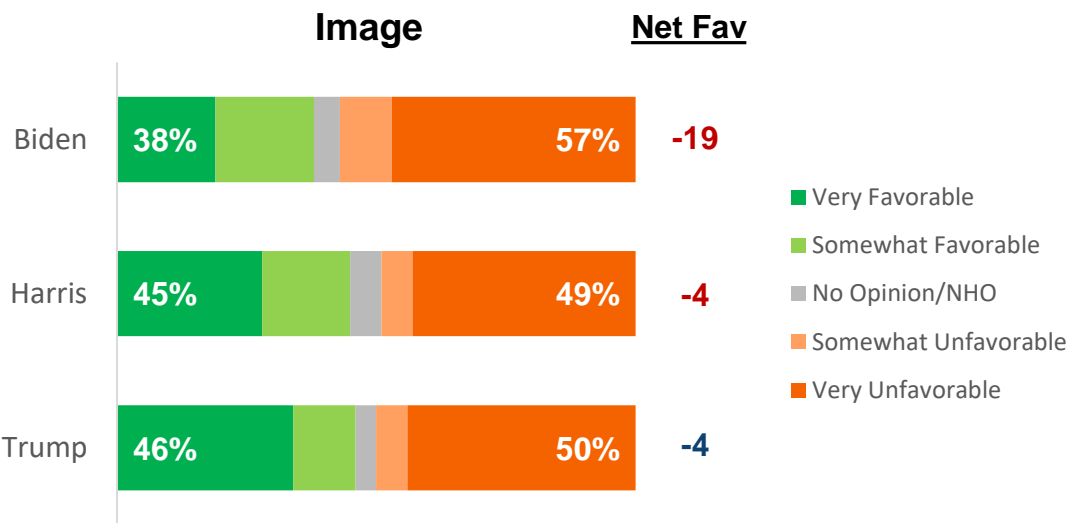


	All likely voters	Voters 18 – 49	Voters 50+	Voters 18-34	Voters 35-49	Voters 50-64	Voters 65+	GOP	Ind	Dem	Women	Men	Women 50+	Men 50+	White 50+	Black 50+	<Coll	Coll +	Care-givers 50+	Swing Voters 50+
Net Slotkin	+3	+7	--	+3	+11	+4	-5	-90	+15	+86	+16	-11	+14	-17	-11	+75	-5	+17	+11	+4
Slotkin	47	49	46	47	51	47	45	2	50	91	54	40	53	38	41	83	43	54	52	36
Rogers	44	42	46	44	40	43	50	92	35	5	38	51	39	55	52	8	48	37	41	32
Other/Und	9	9	8	9	9	10	5	5	15	4	8	9	8	7	7	9	9	9	7	32

President: Images

Harris and Trump are both narrowly underwater on their images. President Biden’s image is significantly worse at 38% - 57%.

- There are only minor differences for both Harris and Trump when it comes to image by age, but Biden is much more unpopular among younger voters and is only slightly underwater among voters 50+.
- Harris and Biden are equally unpopular with Republicans, but her image is a net 22-points stronger than Biden’s among both Independents and Democrats.
- Following similar splits as the ballot, Harris and Biden get stronger marks from women, Black voters 50+, and those with college degrees, while Trump’s image is relatively stronger with men, white voters 50+, and those without college degrees.

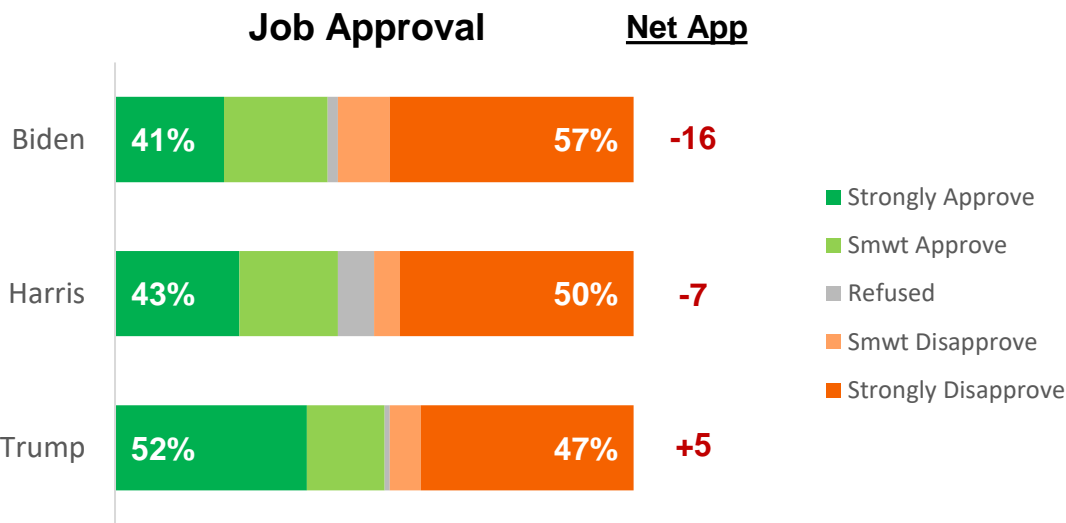


	All likely voters	Voters 18 – 49	Voters 50+	Voters 18-34	Voters 35-49	Voters 50-64	Voters 65+	GOP	Ind	Dem	Women	Men	Women 50+	Men 50+	White 50+	Black 50+	<Coll	Coll+	Care-givers 50+	Swing Voters 50+
Biden net favorable	-19	-31	-8	-40	-23	-8	-8	-90	-27	+65	-5	-35	+6	-25	-20	+68	-26	-7	+4	-30
Harris net favorable	-4	-5	-4	-7	-2	-2	-6	-90	-5	+87	+11	-22	+10	-20	-16	+81	-13	+10	+5	-17
Trump net favorable	-4	-2	-5	+1	-5	-8	-1	+88	-13	-88	-18	+14	-18	+11	+6	-70	+8	-23	-15	-38

President: Job approvals

Trump’s recalled job approval is in positive territory at 52% - 47%, a net 9-points stronger than his image. Harris’s is underwater at 43% - 50%, slightly worse than her image.

- President Biden’s job rating is in negative territory at 41% - 57%.
- Among Independents, Trump’s job approval is breakeven, while his image was -13 with them. For Swing voters 50+, Trump’s net approval is -7 vs. -38 for his image.
- As on image, Harris’s job approval advantage compared to Biden is most clear among voters under 50. They get the same job approval rating among voters 50+.

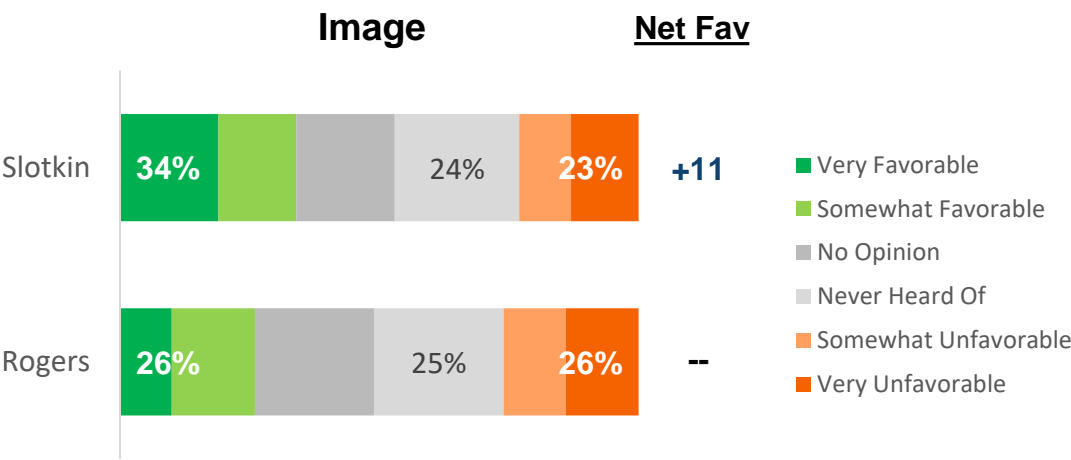


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Biden net approve	-16	-26	-7	-35	-18	-6	-8	-95	-22	+74	-1	-33	+6	-23	-18	+70	-24	-1	+2	-25
Harris net approve	-7	-7	-7	-10	-4	-6	-8	-94	-6	+83	+11	-27	+10	-26	-18	+73	-14	+5	+6	-17
Trump net approve	+5	+5	+4	+6	+4	+1	+7	+93	--	-84	-11	+22	-9	+18	+14	-69	+17	-19	-6	-7

Senate: Images

Among likely voters, Slotkin’s image is in positive territory among those with an opinion at 34% - 23%, but she is undefined to more than 2-in-5. Rogers has a mixed image at 26% - 26%, undefined to almost half.

- Slotkin has limited differentiation in her net image ratings by age, but she is better known among voters 50+.
- Rogers is also better known by older voters, with voters 50+ giving him a slightly positive favorable rating and those under 50 slightly negative.
- Both Slotkin and Rogers are only defined to about half of Independents, with Slotkin holding a substantially better image among them than Rogers.

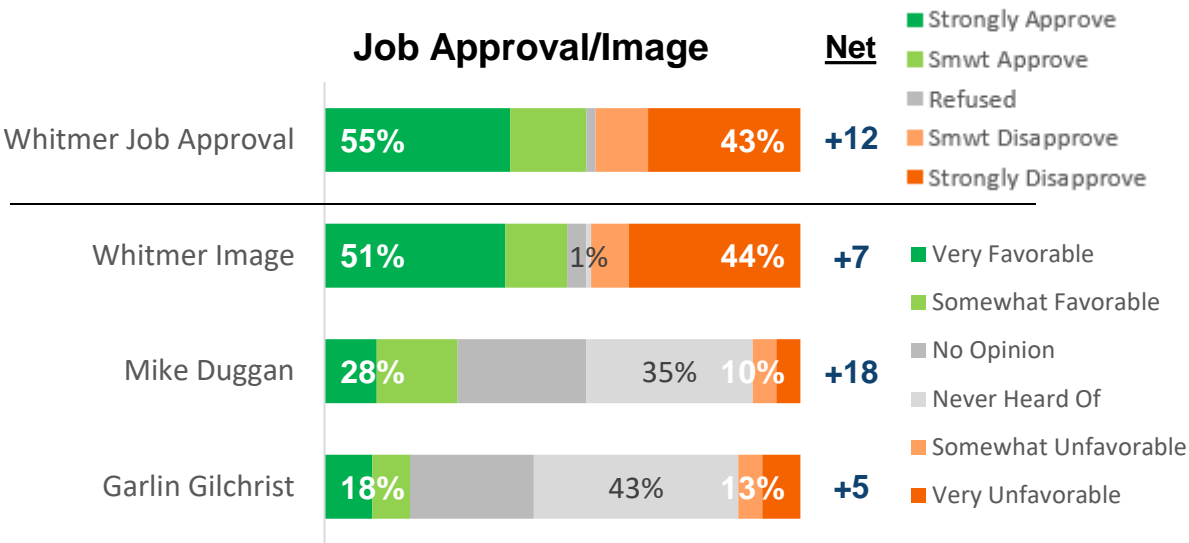


	All likely voters	Voters 18 – 49	Voters 50+	Voters 18-34	Voters 35-49	Voters 50-64	Voters 65+	GOP	Ind	Dem	Women	Men	Women 50+	Men 50+	White 50+	Black 50+	<Coll	Coll+	Care-givers 50+	Swing Voters 50+
Slotkin Net Fav	+11	+10	+12	+8	+11	+10	+14	-35	+17	+53	+18	+3	+20	+3	+8	+48	+8	+17	+14	+6
Favorable	34	30	37	23	37	36	38	6	34	62	37	31	41	33	35	57	29	42	39	26
Unfavorable	23	20	25	15	25	25	24	41	18	9	19	27	21	30	27	8	22	25	25	20
Rogers Net Fav	--	-5	+4	-2	-8	+6	+2	+35	-3	-34	-6	+7	-2	+11	+7	-20	+4	-7	--	-1
Favorable	26	18	32	15	21	31	32	47	22	8	19	33	26	39	35	11	26	26	31	21
Unfavorable	26	24	28	18	30	25	30	12	25	42	25	27	27	28	28	31	22	32	31	22

Michigan: Images and job approval

A narrow 51% majority of Michigan voters view Gov. Gretchen Whitmer (D) favorably with a larger 55% majority approving of the job she is doing as governor.

- Whitmer is in positive territory on both job approval and image across different voter age groups.
- Independents approve of Whitmer and view her favorably by double-digit margins.
- Detroit Mayor Mike Duggan (D) is viewed favorably by a 28% - 10% margin. While Duggan does better among Democrats and Black voters 50+, he is in positive territory among each demographic subgroup for those with an opinion.
- Lt. Governor Garlin Gilchrist (D) was the least well-known politician tested at 18% - 13%, with his image more polarized by party.

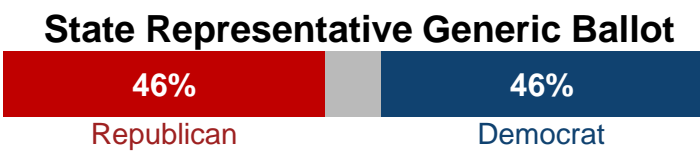
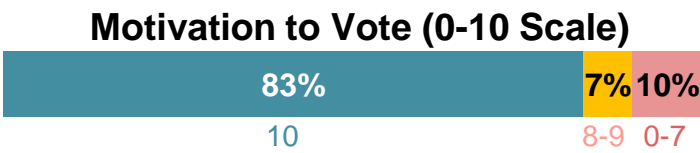


	All likely voters	Voters 18 – 49	Voters 50+	Voters 18-34	Voters 35-49	Voters 50-64	Voters 65+	GOP	Ind	Dem	Women	Men	Women 50+	Men 50+	White 50+	Black 50+	<Coll	Coll+	Care-givers 50+	Swing Voters 50+
Whitmer net approve	+11	+12	+11	+15	+9	+13	+8	-73	+18	+92	+26	-6	+27	-8	+2	+84	+5	+22	+19	+14
Whitmer net favorable	+7	+10	+5	+14	+6	+8	+1	-74	+13	+86	+20	-8	+19	-12	-4	+76	+1	+18	+13	+7
Duggan net favorable	+18	+12	+22	+12	+12	+27	+17	+6	+15	+32	+16	+19	+23	+22	+21	+45	+17	+18	+25	+16
Gilchrist net favorable	+5	+1	+8	+1	+2	+8	+8	-19	+2	+34	+11	-2	+12	+4	+5	+37	--	+14	+13	+5

Political environment

83% of Michigan likely voters rate themselves a 10 out of 10 on motivation to vote this November. Among voters 50+, motivation is even higher at 88% vs. 76% for voters under 50.

- There is only a small difference in motivation between Republicans and Democrats, but Independents are less motivated to vote.
- Two thirds of voters say the country is headed off on the wrong direction, with pessimism even higher among younger voters.
- Nearly two thirds of voters also say they are worried about their personal financial situation.
- A generic ballot for State Representative is a dead heat at 46% a piece for the Republican and Democrat, with control of Michigan’s closely divided lower chamber up for grabs this Fall.



	All likely voters	Voters 18 – 49	Voters 50+	Voters 18-34	Voters 35-49	Voters 50-64	Voters 65+	GOP	Ind	Dem	Women	Men	Women 50+	Men 50+	White 50+	Black 50+	<Coll	Coll+	Care-givers 50+	Swing Voters 50+
Motivation: 10	83	76	88	71	82	87	90	89	75	85	84	82	89	87	89	87	82	85	87	75
% Right Direction	30	24	36	20	28	35	36	3	26	65	34	26	40	30	33	60	28	34	40	27
% Worried	65	72	59	69	74	65	53	76	64	55	66	64	59	60	59	59	69	59	59	59
State Rep Gen: Net GOP	--	-4	+4	-1	-7	+1	+7	+95	-4	-93	-14	+17	-10	+20	+18	-80	+11	-19	-7	+9



ISSUES DRIVING THE ELECTION

Most important issues (1st + 2nd choice) determining Age 50+ vote

- 61% of voters 50+ place a personal economic issue (inflation, economy/jobs, Social Security) in their top pair of issues for deciding their vote this November. Majorities of voters 50+ in every major group are focused on personal economic issues when picking their candidate. Trump leads Harris by 14-points with this group.
- Immigration is the single top issue at 32%, driven most by Republicans 50+, but high among many groups.
- Democratic voters 50+ have a trio of issues in the 30s – abortion, threats to democracy, and Social Security. For Black voters 50+, Social Security is the most important issue for their vote.

Q30. Now specifically, from the following list, please tell me which issue is personally most important to you in deciding your vote this November. Q31. And which of the remaining issues would be next most important to you personally in deciding your vote this November?	Women 50+	Men 50+	Voters 50 – 64	Voters 65+	GOP 50+	Ind 50+	Dem 50+	White 50+	Black 50+	<Coll 50+	Coll+ 50+	Care - givers 50+	Swing Voters 50+	Net Trump – Harris 50+
Personal economic Issues (Inflation, economy/jobs, Social Security) 61%	59	62	62	59	66	59	56	60	68	64	55	61	61	+14
Immigration and border security	29	35	28	36	61	26	7	35	9	33	30	28	22	+80
Inflation and rising prices	26	29	32	22	38	28	16	27	26	27	27	28	32	+43
The economy and jobs	21	28	27	21	32	24	16	26	22	24	25	25	22	+30
Threats to democracy	21	21	24	18	8	21	34	21	23	18	27	21	14	-68
Abortion and reproductive issues	23	13	21	16	6	15	35	18	20	16	24	15	12	-75
Social Security	20	16	14	23	9	16	31	17	35	23	9	19	20	-47
Taxes, government spending & debt	9	12	12	9	12	17	3	11	6	10	12	12	22	--
Gun control/gun rights	9	8	7	11	8	8	10	8	11	10	7	7	8	--
Health care	11	5	7	9	3	9	13	7	17	8	8	13	12	--
The environment and climate change	7	7	7	7	*	6	14	8	4	5	11	9	4	--
Foreign policy and military defense	5	9	8	5	8	11	2	7	3	6	9	5	11	--
Law & order and crime	6	7	7	6	9	7	3	6	6	7	5	5	6	--
Medicare	7	4	2	10	3	7	7	5	10	7	2	8	7	--

■ First ■ Second □ Combined

Key issues for voters 50+

- Large majorities of Michigan voters 50+ say several issues that affect older Americans will be extremely or very important to their vote this November, led by Social Security, followed by Medicare and policies to help seniors live independently as they age.
- These issues have broad importance across party lines and other major demographic groups of voters 50+.

Q34-39. Please tell me how important each of the following issues are when deciding your vote this November: extremely important, very important, somewhat important, not too important, or not at all important.		Women 50+	Men 50+	Voters 50 – 64	Voters 65+	GOP 50+	Ind 50+	Dem 50+	White 50+	Black 50+	<Coll 50+	Coll+ 50+	Care-givers 50+	Swing Voters 50+	SS: Major Source 50+	Net Trump – Harris 50+
Social Security	<div> <div>43%</div> <div>38%</div> <div>81%</div> </div>	85	75	77	84	80	70	91	80	93	87	68	81	71	89	-3
Medicare	<div> <div>37%</div> <div>35%</div> <div>72%</div> </div>	78	64	65	79	67	62	85	70	86	77	60	74	58	81	-9
Policies to help seniors live independently at home as they age	<div> <div>31%</div> <div>38%</div> <div>69%</div> </div>	75	62	66	73	66	59	83	67	88	76	56	72	63	77	-8
Cost of utilities	<div> <div>29%</div> <div>37%</div> <div>66%</div> </div>	68	64	71	61	72	57	70	63	83	72	57	67	55	70	+10
Cost of prescription drugs	<div> <div>30%</div> <div>36%</div> <div>66%</div> </div>	71	60	65	67	61	56	80	63	84	70	58	70	57	73	-10
Cost of housing	<div> <div>28%</div> <div>31%</div> <div>59%</div> </div>	63	54	67	49	60	49	66	54	82	60	56	61	52	63	+2

■ Extremely Important
■ Very Important
□ Combined

Protecting voters 50+ — Federal issues

- Voters 50+ would be more likely to support a candidate who stands up for policies protecting Social Security and supporting family caregivers on a bipartisan basis.

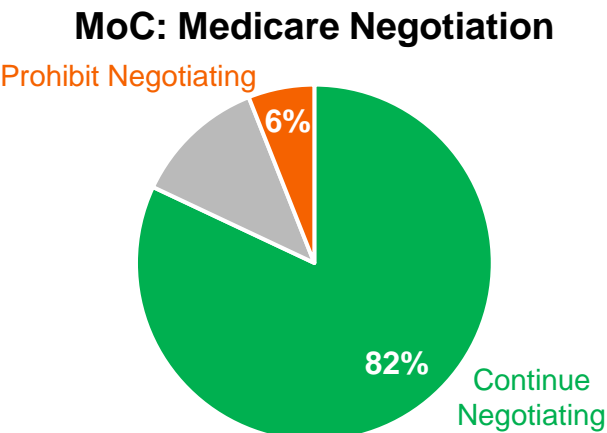
Q43-47: Thinking about issues that could be addressed in Washington, for each of the following statements, please tell me if you would be more likely or less likely to vote for a candidate that advocated this position. If it would have no impact on your vote, just say so.

		Women 50+	Men 50+	Voters 50 – 64	Voters 65+	GOP 50+	Ind 50+	Dem 50+	White 50+	Black 50+	<Coll 50+	Coll+ 50+	Care-givers 50+	Swing Voters 50+	SS: Major Source 50+
Making sure workers get the Social Security they paid into and earned through a lifetime of hard work	<div><div>75%</div><div>17%</div><div>92%</div></div>	92	91	92	92	93	89	94	92	93	91	93	93	90	95
Protecting Social Security from cuts that would be used to reduce the nation's debt	<div><div>63%</div><div>13%</div><div>76%</div></div>	80	72	82	70	74	70	86	76	75	76	78	77	70	81
Provide support for family caregivers who are helping their loved ones live independently in their homes	<div><div>41%</div><div>33%</div><div>74%</div></div>	80	68	71	77	65	68	89	72	91	77	70	84	63	79
Providing a tax credit for unpaid family caregivers who work to help cover the costs associated with caring for a family member	<div><div>39%</div><div>32%</div><div>71%</div></div>	76	66	72	71	63	63	87	70	84	74	66	76	62	78
Provide paid leave so unpaid family caregivers can care for loved ones without losing their job or salary.	<div><div>38%</div><div>32%</div><div>70%</div></div>	76	62	70	69	56	65	88	67	85	72	65	76	61	76

■ Much More Likely ■ Somewhat More Likely □ Total More Likely

Medicare negotiation

- By an 82% - 6% margin, voters 50+ support a member of Congress who wants Medicare to continue negotiating with drug companies for lower prices.



Q50. A new law allows Medicare to start negotiating with drug companies for lower prices. Some in Congress want Medicare to continue negotiating for lower prices. Others in Congress want to repeal the law, prohibiting Medicare from negotiating for lower prices at all. Which member of Congress do you support?

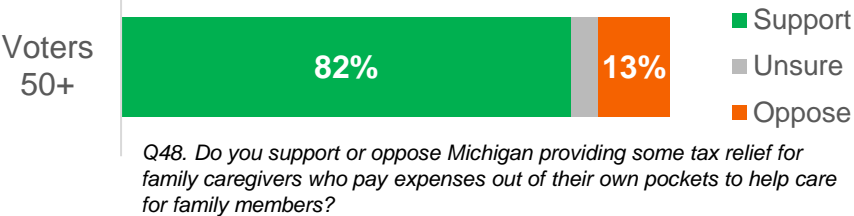
Voters 50+	All voters 50+	Women 50+	Men 50+	Voters 50 – 64	Voters 65+	GOP 50+	Ind 50+	Dem 50+	White 50+	Black 50+	<Coll 50+	Coll + 50+	Caregivers 50+	Swing Voters 50+
% Support Member who wants to continue negotiation	82	84	80	81	84	74	81	92	82	90	82	83	86	77

Protecting voters 50+ — State issues

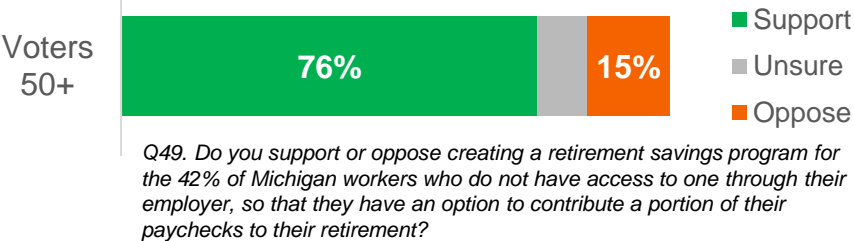
Voters 50+ support Michigan providing some tax relief for family caregivers who pay expenses out of pocket by a wide 82% - 13% margin with broad support across the political spectrum.

- They also support the creation of a retirement savings program for workers who do not have access to one through their employer by a 76% - 15% margin.

Family Caregiver Tax Relief



Create Retirement Savings Program



Voters 50+	All voters 50+	Women 50+	Men 50+	Voters 50 – 64	Voters 65+	GOP 50+	Ind 50+	Dem 50+	White 50+	Black 50+	<Coll 50+	Coll + 50+	Caregivers 50+	Swing Voters 50+
% Support – Family Caregiver Tax Relief	82	86	76	81	83	75	77	93	81	91	83	80	86	72
% Support – Retirement Savings Program	76	79	72	75	77	67	71	90	75	88	76	76	77	59

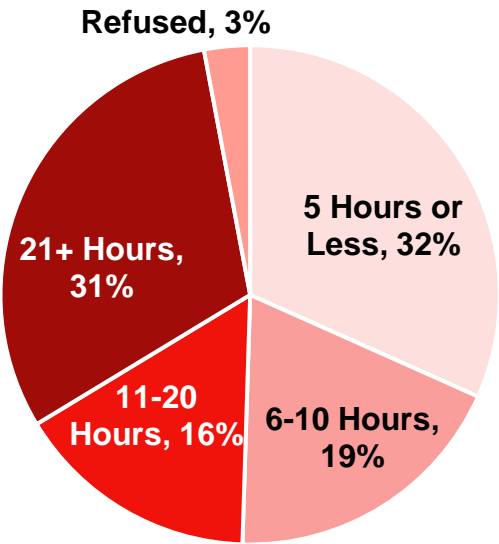
Family caregivers matter

- 30% of Michigan voters 50+ are family caregivers, meaning 16% of Michigan voters overall are Caregivers 50+.
- Caregiving is even higher among Swing voters 50+ and Black voters 50+.

A family caregiver is someone who provides care or assistance to an older or ill adult, or someone with a disability. **Do you consider yourself to be a family caregiver?**



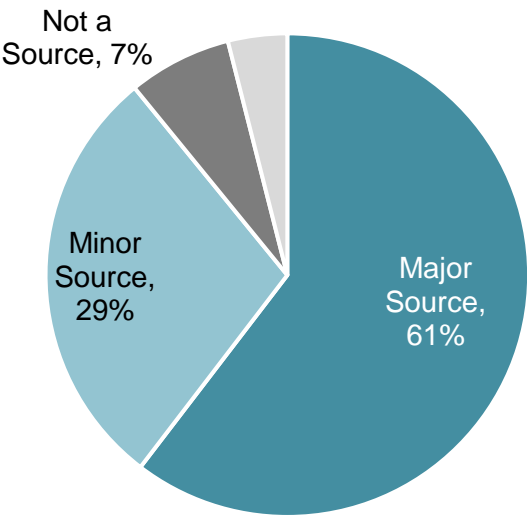
Time Spent Caregiving Weekly:
(Among Caregivers 50+)



Voters 50+	All voters 50+	Women 50+	Men 50+	Voters 50 – 64	Voters 65+	GOP 50+	Ind 50+	Dem 50+	White 50+	Black 50+	<Coll 50+	Coll + 50+	Swing Voters 50+
Family caregivers	30	34	26	29	31	27	31	32	29	34	28	33	33

Importance of Social Security

- Social Security is or will be a major source of household income for a 61% majority of voters 50+ in Michigan.
- Women, voters 65+, and those without a college degree are even higher in saying it's a major source of income.



Is Social Security now, or do you expect it to be, a major source of income for your household, a minor source of income for your household, or not a source of income for your household?



Voters 50+	All voters 50+	Women 50+	Men 50+	Voters 50 – 64	Voters 65+	GOP 50+	Ind 50+	Dem 50+	White 50+	Black 50+	<Coll 50+	Coll + 50+	Swing Voters 50+
Social Security major source	61	67	53	52	70	61	55	65	61	58	69	45	54

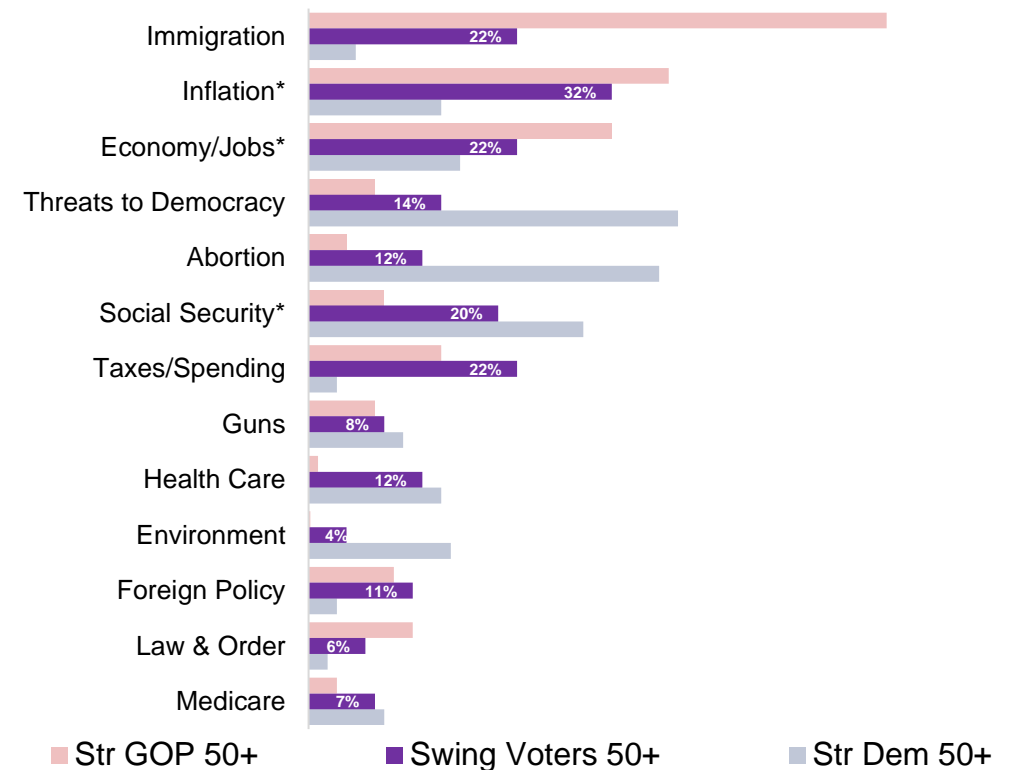
Swing Voters 50+

- Swing Voters 50+ - voters who do not vote straight ticket Republican or Democrat – account for 16% of voters 50+ and are much more likely to be Independents.
- They have extremely diverse issue concerns, with fewer picking the most hot button topics. 61% choose a personal economic issue as one of their top pair.

	Straight GOP 50+ n346 (43%)	Swing Voters 50+ n129 (16%)	Straight Dem 50+ n325 (41%)
GOP	72	19	1
Independent	26	67	24
Dem	2	13	75
Conservative	76	43	14
Moderate	18	33	40
Liberal	4	12	42
White	90	77	68
Black	1	10	22
Female	47	50	63
Male	53	50	37
50-64	50	58	54
65+	50	42	46
<College	68	63	63
College+	32	36	37
Urban	17	20	29
Suburban	41	40	44
Rural	39	33	24
Caregiver	26	33	33

Most Important Issues (1st + 2nd Choice)

***Personal Economic:** Straight GOP: 68%, **Swing Voters: 61%**, Straight Dem: 52%



Michigan voters 18+

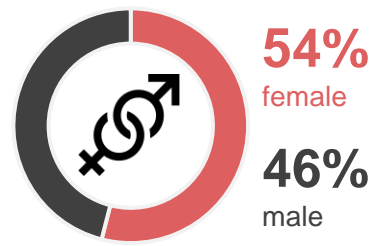


AARP commissioned the bipartisan polling team of [Fabrizio Ward](#) (R) & [Impact Research](#) (D) to conduct a survey of voters in Michigan. The firms interviewed 1,382 likely voters, which includes a statewide representative sample of 600 likely voters, an oversample of 470 likely voters age 50 and older, and an additional oversample of 312 Black likely voters age 50 and older. The survey was done between August 7-11, 2024. The interviews were conducted via live interviewer on landline (25%) and cellphone (37%), as well as SMS-to-web (38%). The sample was randomly drawn from the Michigan voter list. The margin of sampling error at the 95% confidence level for the 600 statewide sample is $\pm 4.0\%$; for the 800 total sample of voters 50+ is $\pm 3.5\%$; for the 400 total sample of Black voters 50+ is $\pm 4.9\%$.

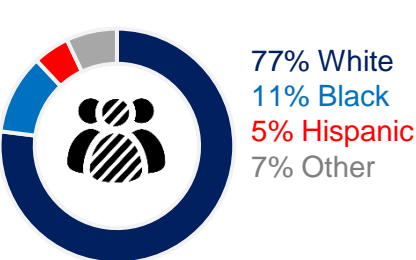
Due to rounding, answer choices may not always add up to 100%. Data is specified in the report that it is among either the 18+ or 50+ universe.

For more information about this survey, contact Kate Bridges at kbridges@aarp.org. Media inquiries Michigan media contact Careena Eggleston at ceggleston@aarp.org; national media contact media@aarp.org.

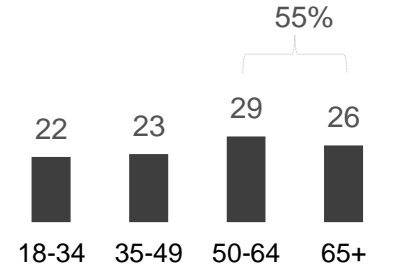
GENDER



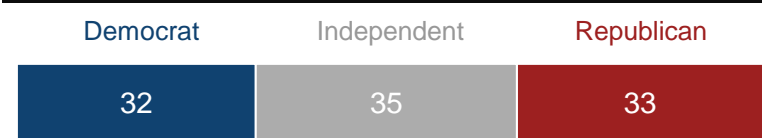
RACE



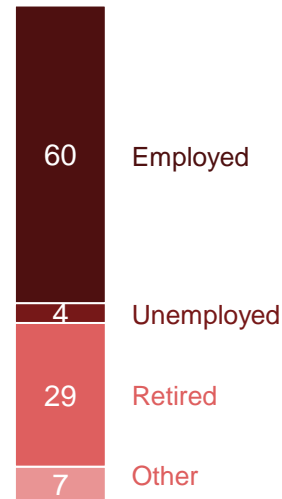
AGE



PARTY ID



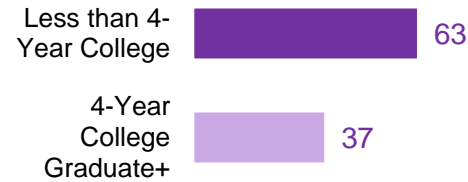
EMPLOYMENT



LIVING IN...



EDUCATION



Michigan voters 50+

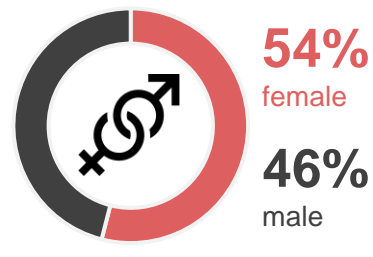


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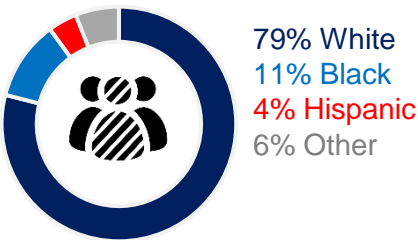
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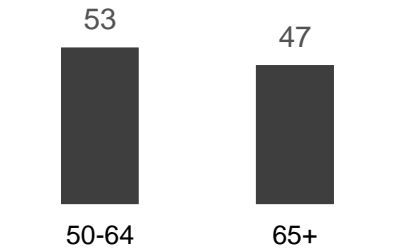
GENDER



RACE



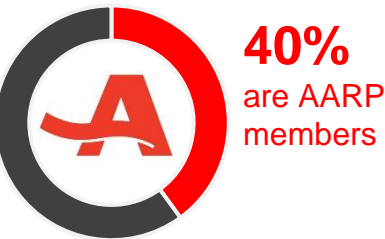
AGE



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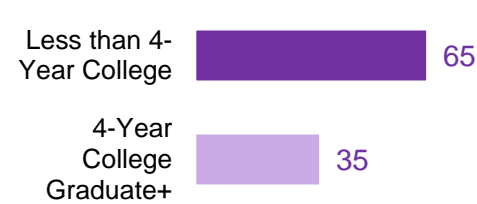
AARP



LIVING IN...



EDUCATION



EMPLOYMENT





For national media inquiries, please contact AARP External Relations at:
media@aarp.org

For Michigan media inquiries, please contact Careena Eggleston at
ceggleston@aarp.org

For questions about this study, please contact:
Kate Bridges at kbridges@aarp.org

This research was designed and executed by AARP Research