

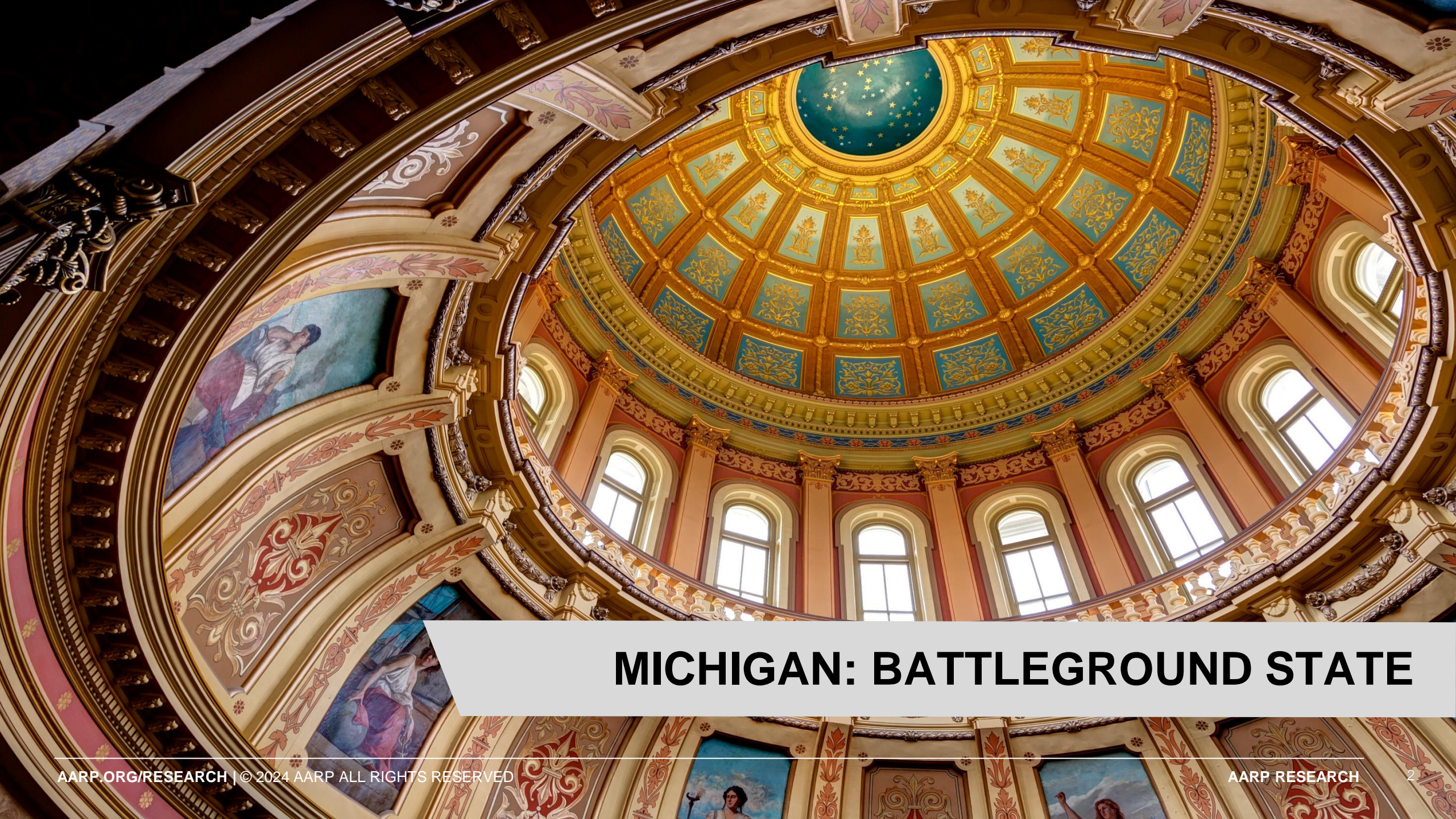


# MICHIGAN VOTER SURVEY

Oct 2024

Fabrizio Ward+





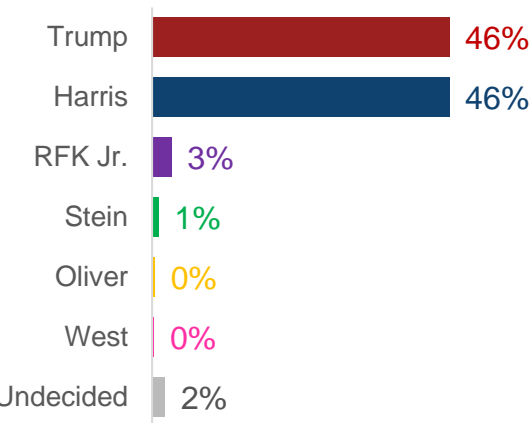
# MICHIGAN: BATTLEGROUND STATE

# Presidential contest

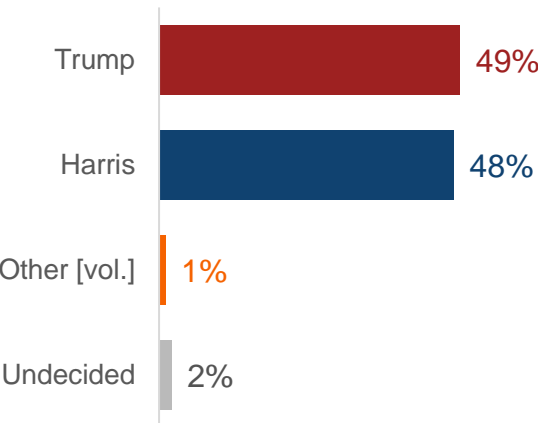
The Presidential race in Michigan is a dead heat. Former President Trump and Vice President Harris are tied at 46%. RFK Jr. still receives 3%, with other candidates combining for 2% and 2% undecided. In the head-to-head race, it's Trump 49% - Harris 48%.

- There are only minor differences between voters 50+ and those under 50, with the race extremely competitive with both groups. However, Harris leads by double digits among voters 18-34 and 65+, while Trump is ahead by double digits among voters 35-49 and 50-64.
- By party, Trump has a narrow lead with Independents, while both candidates win more than 90% of their own party's voters.
- There is a very large gender gap of a net 40-points among voters overall and 29-points among voters 50+, with Harris strong with women voters and Trump with men.
- There are also substantial differences between white and Black voters 50+ and those with and without college degrees.
- Voters 50+ who are family caregivers are extremely competitive, with Trump holding a 49% - 45% edge.

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	-14	+13	+13	-11	+90	+10	-94	-20	+24	-12	+18	+12	-85	+15	-23	+3	+16
Net Trump (Full)	--	-1	+1	-13	+10	+11	-11	+89	+7	-92	-19	+21	-12	+17	+9	-81	+14	-23	+4	+12
Trump (Full)	46	45	47	40	50	51	42	93	45	2	36	57	41	55	52	5	53	35	49	34
Harris (Full)	46	46	46	53	40	40	53	4	38	94	55	36	53	37	43	86	39	58	45	22
Other (Full)	5	8	3	7	7	5	2	1	12	2	6	6	2	2	3	5	5	5	3	24
Undecided (Full)	2	2	2	1	3	3	2	1	4	2	3	2	3	2	1	4	2	2	3	15

# Comparison: August to October – Presidential Ballot

Just prior to the Democratic convention, Trump led Harris within the margin of error: 45% - 43%, with Harris picking up 3-points in this survey, Trump 1-point, and the share voting for other candidates or undecided dropping.

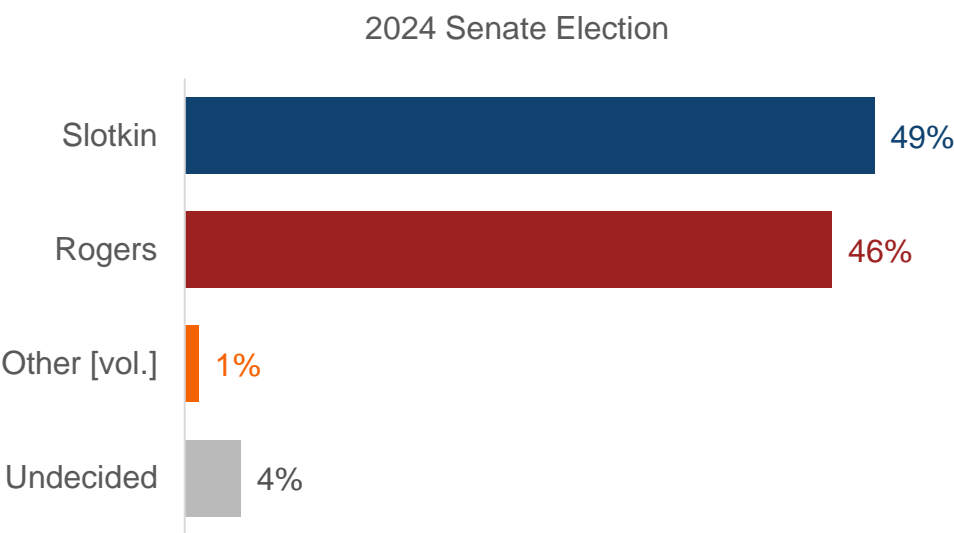
- Harris made substantial gains with the youngest and oldest voting cohorts, pulling into leads with 18–34-year-olds and voters 65+, while Trump now leads by double digits among voters 35-49 and 50-64.
- Trump pulled ahead among Independent voters by 7-points, while Harris fares slightly better with both partisan groups in October compared to August.
- Harris increased her lead among women voters (+13 to +19) and those with college degrees (+15 to +23).
- The competitive Caregivers 50+ group went from Harris leading by 9-points to Trump by 4.

	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+
<b>October Net Trump (Full)</b>	--	-1	+1	-13	+10	+11	-11	+89	+7	-92	-19	+21	-12	+17	+9	-81	+14	-23	+4
Trump (Full)	46	45	47	40	50	51	42	93	45	2	36	57	41	55	52	5	53	35	49
Harris (Full)	46	46	46	53	40	40	53	4	38	94	55	36	53	37	43	86	39	58	45
Other (Full)	5	8	3	7	7	5	2	1	12	2	6	6	2	2	3	5	5	5	3
Undecided (Full)	2	2	2	1	3	3	2	1	4	2	3	2	3	2	1	4	2	2	3
<b>August Net Trump (Full)</b>	+2	+3	+2	+5	-1	-1	+6	+93	-2	-88	-13	+20	-11	+17	+14	-78	+12	-15	-9
Trump (Full)	45	45	46	44	45	44	48	95	37	3	38	54	39	53	52	6	50	36	41
Harris (Full)	43	42	44	39	46	45	42	2	39	91	51	34	50	36	38	84	38	51	50
Other (Full)	8	8	7	10	6	8	8	2	17	4	7	8	8	8	8	5	8	10	8
Undecided (Full)	4	5	3	7	3	3	2	1	7	2	4	4	3	3	2	5	4	3	1
<b>Difference (Net Oct – Net Aug)</b>	-2	-4	-1	-18	+11	+12	-17	-4	+9	-4	-6	+1	-1	-	-5	-3	+2	-8	+13

# Senate contest

Rep. Elissa Slotkin (D) holds a 49% - 46% edge, within the margin of error, over former Rep. Mike Rogers (R) in a very close contest.

- Slotkin holds narrow leads among voters 18-49 and 50+, driven by those 18-34 and 65+. Rogers has single digit leads among voters 35-49 and 50-64.
- Democrats are voting for Slotkin by an 89-point margin, with Rogers only winning Republicans by 82-points. However, Rogers leading Independents by 5-points helps him keep the race close.
- Like the Presidential race, there are significant gaps on gender, race, and educational attainment on vote preference.
- Caregivers 50+ are a toss-up group, with Slotkin ahead 48% - 47%.



	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	+3	+2	+13	-8	-6	+11	-82	-5	+89	+20	-18	+16	-15	-6	+83	-12	+26	+1	+10
Slotkin	49	49	48	54	43	44	53	7	43	93	57	39	55	40	45	88	41	61	48	38
Rogers	46	46	46	41	51	50	42	89	48	4	37	57	39	55	51	5	53	34	47	28
Other/Und	5	5	6	5	6	6	5	4	9	3	6	4	5	6	5	7	5	5	5	33

# Comparison: August to October – Senate Ballot

Since August, Slotkin has maintained her 3-point lead over Rogers, with the share undecided dropping by 4-points.

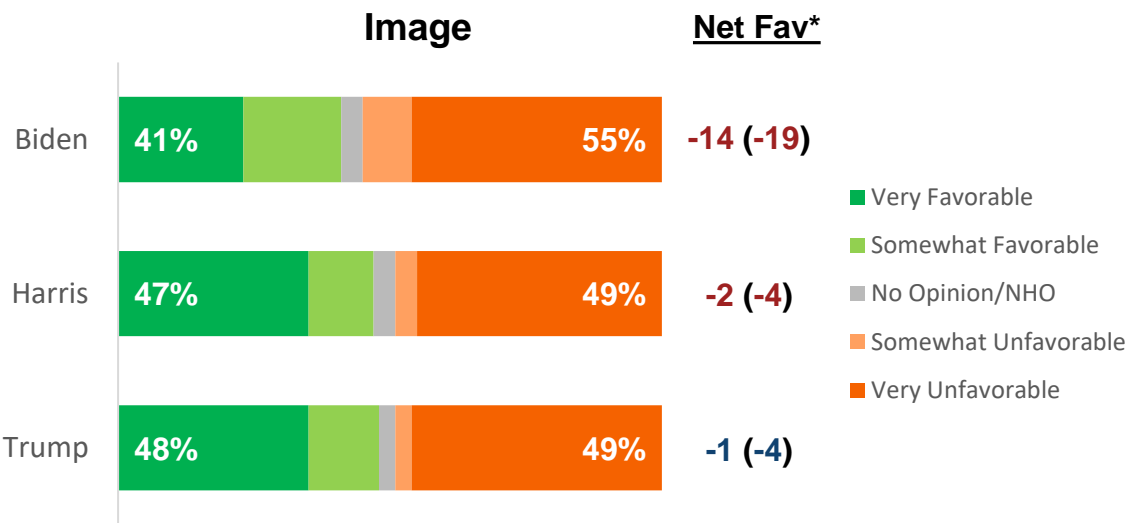
- Similar to the Presidential race, Slotkin’s improvement among voters 18-34 and 65+ is matched by Rogers’ improvement with voters 35-49 and 50-64.
- Rogers overturned Slotkin’s advantage with Independent voters, but Slotkin’s partisan base solidified while Rogers’ base support weakened.
- The educational attainment gap widened from a net 22-points to 38, with Rogers improving with those without college degrees and Slotkin expanding her lead among those with college degrees.
- Slotkin led among Caregivers 50+ by 11-points in August, and now has a 1-point margin with them.

	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+
<b>October Net Slotkin</b>	<b>+3</b>	<b>+3</b>	<b>+2</b>	<b>+13</b>	<b>-8</b>	<b>-6</b>	<b>+11</b>	<b>-82</b>	<b>-5</b>	<b>+89</b>	<b>+20</b>	<b>-18</b>	<b>+16</b>	<b>-15</b>	<b>-6</b>	<b>+83</b>	<b>-12</b>	<b>+26</b>	<b>+1</b>
Slotkin	49	49	48	54	43	44	53	7	43	93	57	39	55	40	45	88	41	61	48
Rogers	46	46	46	41	51	50	42	89	48	4	37	57	39	55	51	5	53	34	47
Other/Und	5	5	6	5	6	6	5	4	9	3	6	4	5	6	5	7	5	5	5
<b>August Net Slotkin</b>	<b>+3</b>	<b>+7</b>	<b>--</b>	<b>+3</b>	<b>+11</b>	<b>+4</b>	<b>-5</b>	<b>-90</b>	<b>+15</b>	<b>+86</b>	<b>+16</b>	<b>-11</b>	<b>+14</b>	<b>-17</b>	<b>-11</b>	<b>+75</b>	<b>-5</b>	<b>+17</b>	<b>+11</b>
Slotkin	47	49	46	47	51	47	45	2	50	91	54	40	53	38	41	83	43	54	52
Rogers	44	42	46	44	40	43	50	92	35	5	38	51	39	55	52	8	48	37	41
Other/Und	9	9	8	9	9	10	5	5	15	4	8	9	8	7	7	9	9	9	7
<b>Difference (Net Oct – Net Aug)</b>	<b>--</b>	<b>-4</b>	<b>+2</b>	<b>+10</b>	<b>-19</b>	<b>-10</b>	<b>+16</b>	<b>+8</b>	<b>-20</b>	<b>+3</b>	<b>+4</b>	<b>-7</b>	<b>+2</b>	<b>+2</b>	<b>+5</b>	<b>+8</b>	<b>-7</b>	<b>+9</b>	<b>-10</b>

# President: Images

Harris and Trump have very similar images among Michigan voters overall, with narrow pluralities viewing them unfavorably. Their images are also similar to where they were in August. Biden remains the least popular of the trio.

- Younger voters drive the difference between Harris’s image and Biden’s most significantly, with Harris at a net +8 with voters 18-34 and Biden at -20, but she outperforms Biden with every demographic group.
- Within the 50+ electorate, the same pattern from the ballot is apparent with Harris strong with seniors and weak with 50–64-year-olds, and the reverse true for Trump.
- Trump’s image is roughly even among Independents, while Harris is viewed unfavorably by a double-digit margin.



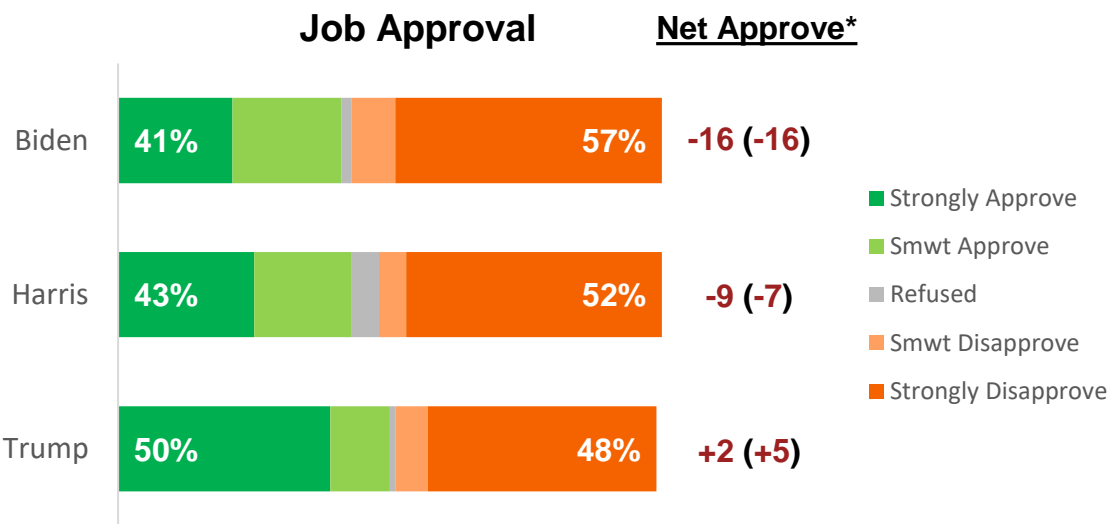
\*August net in parenthesis

	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	-14	-22	-6	-20	-24	-19	+8	-91	-27	+74	+2	-32	+7	-22	-16	+78	-24	+5	-9	-27
Harris net favorable	-2	-3	-1	+8	-13	-12	+11	-87	-14	+91	+16	-23	+12	-17	-10	+82	-15	+21	-4	-19
Trump net favorable	-1	-2	-	-16	+11	+11	-12	+86	+1	-85	-20	+21	-13	+16	+9	-76	+14	-27	+1	+11

# President: Job approvals

Half of Michigan voters approve of the job Trump did as President while 48% disapprove. Harris and Biden are both underwater on their job approvals.

- On Harris’s image, voters 18-49 and 50+ were similar, but on job approval, Harris is more negative with the younger segment.
- Trump’s recalled job approval is narrowly in positive territory with voters 50+ and Independents.



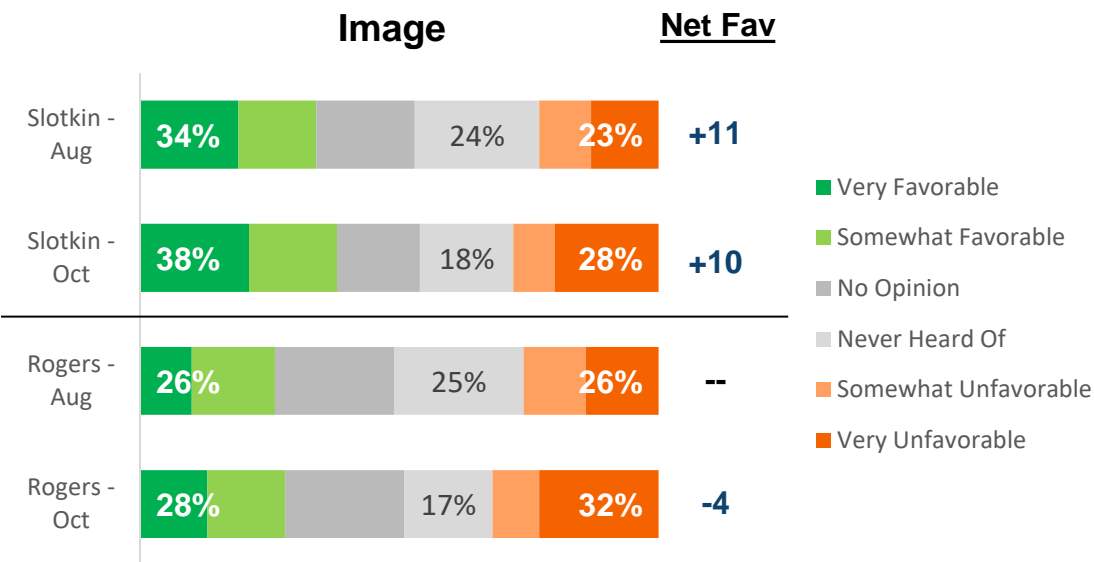
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	All likely voters	Voters 18 – 49	Voters 50+	Voters 18-34	Voters 35-49	Voters 50-64	Voters 65+	GOP	Ind	Dem	Women	Men	Women 50+	Men 50+	White 50+	Black 50+	<Coll	Coll+	Care-givers 50+	Swing Voters 50+
Biden net approve	-16	-30	-5	-35	-25	-16	+8	-90	-32	+70	-3	-31	+9	-21	-13	+74	-30	+8	-9	-23
Harris net approve	-9	-14	-6	-7	-20	-18	+8	-92	-22	+82	+9	-30	+9	-23	-14	+78	-22	+12	-9	-34
Trump net approve	+2	-	+4	-11	+9	+16	-10	+89	+9	-88	-16	+22	-9	+19	+13	-79	+18	-25	+4	+23

# Senate: Images

Slotkin’s image is positive at 38% - 28%, while views of Rogers have shifted slightly negative at 28% - 32%. A third of voters still do not have an opinion of Slotkin, while the same is true for 2-in-5 voters for Rogers.

- Voters 65+ are Slotkin’s best age group for her image, going from +14 in August to +24, but she is in positive territory across age groups.
- Rogers’ image is only positive among voters 50-64, underwater by single digits among other age groups.
- Slotkin has a mixed image among Independent voters, while Rogers is negative by 10-points.

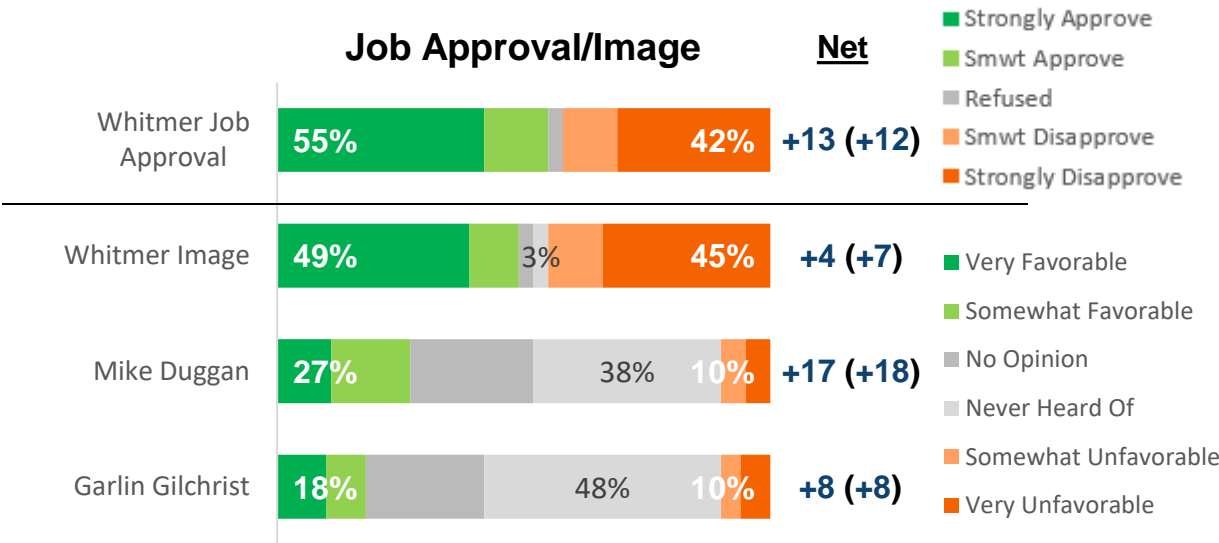


	All likely voters	Voters 18 – 49	Voters 50+	Voters 18-34	Voters 35-49	Voters 50-64	Voters 65+	GOP	Ind	Dem	Women	Men	Women 50+	Men 50+	White 50+	Black 50+	<Coll	Coll+	Care-givers 50+	Swing Voters 50+
Slotkin Net Fav (Aug)	+11	+10	+12	+8	+11	+10	+14	-35	+17	+53	+18	+3	+20	+3	+8	+48	+8	+17	+14	+6
Slotkin Net Fav (Oct)	+10	+6	+13	+10	+2	+4	+24	-42	+1	+68	+20	-2	+22	+4	+9	+60	-1	+29	+8	+7
Favorable	38	31	44	30	31	37	52	9	32	71	45	30	49	37	42	69	30	52	38	31
Unfavorable	28	25	30	21	29	33	28	50	31	4	24	32	28	34	33	9	31	23	30	24
Rogers Net Fav (Aug)	--	-5	+4	-2	-8	+6	+2	+35	-3	-34	-6	+7	-2	+11	+7	-20	+4	-7	--	-1
Rogers Net Fav (Oct)	-4	-5	-1	-4	-6	+3	-7	+48	-10	-46	-11	+6	-9	+7	+2	-34	+4	-16	+1	+4
Favorable	28	22	34	23	21	35	32	56	22	8	23	34	28	40	36	11	30	25	34	24
Unfavorable	32	27	35	27	27	32	39	8	32	54	34	28	37	33	35	45	26	41	33	21

# Michigan: Images and job approval

55% approve of the job Gov. Gretchen Whitmer is doing as governor vs. 42% who disapprove. Her image is not quite as strong at 49% - 45%.

- Whitmer has double digit net approval ratings with both voters 18-49 and 50+. Her stronger age groups on both her approval and image are the same ones where Harris and Slotkin were stronger on the ballots – voters 18-34 and 65+.
- Detroit Mayor Mike Duggan and Lt. Governor Garlin Gilchrist are viewed positively among voters with an opinion of them, but remain undefined to most, similar to August.



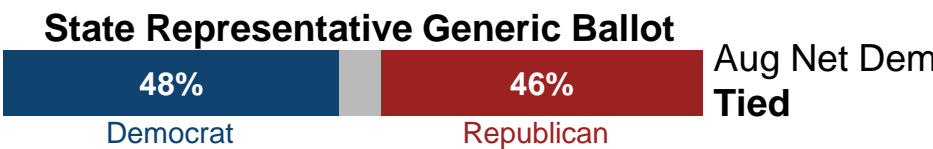
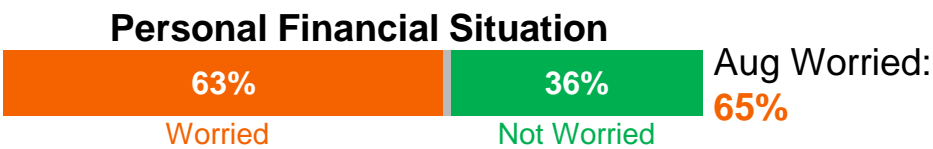
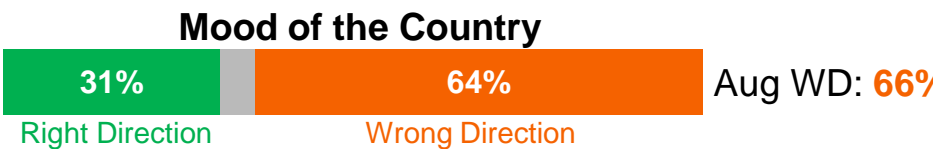
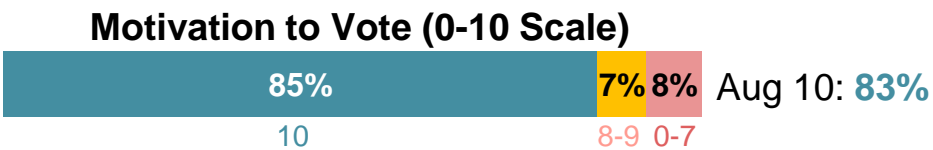
\*August net in parenthesis

	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	+13	+17	+11	+31	+2	+1	+22	-64	+8	+93	+30	-6	+22	-3	+2	+89	+4	+29	+8	+9
Whitmer net favorable	+4	+4	+5	+13	-5	-4	+15	-73	-3	+86	+21	-15	+17	-9	-4	+85	-7	+25	+2	-3
Duggan net favorable	+17	+11	+23	+9	+13	+22	+23	+10	+8	+33	+17	+18	+24	+21	+21	+48	+13	+24	+18	+21
Gilchrist net favorable	+8	+6	+10	-	+11	+3	+17	-15	+2	+35	+13	+3	+15	+4	+5	+49	+2	+18	+9	+5

# Political environment

85% of Michigan likely voters say they are a 10 out of 10 on vote motivation compared to 83% in August. Voters 50+ remain 12-points higher than those 18-49 in rating themselves a 10 for motivation.

- White voters 50+ are 7-points higher on saying 10 for motivation than Black voters 50+.
- 64% of voters say the country is headed in the wrong direction, similar to the 66% who said so in August.
- 63% remain worried about their personal financial situation, with a sizable difference between voters 50-64 (the most worried age group) and voters 65+ (the least worried).
- Democrats hold a narrow 2-point edge on the generic ballot for state representative, when the race was tied in August. Among voters 50+, the generic ballot is Republican +2, with voters 50-64 breaking for the Republican by 12-points and those 65+ preferring the Democrat by 9.



	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+
Aug Motivation: 10	83	76	88	71	82	87	90	89	75	85	84	82	89	87	89	87	82	85	87	75
Oct Motivation: 10	85	78	90	71	85	88	92	91	76	87	87	82	93	87	92	85	84	85	87	74
% Wrong Direction	64	70	58	69	71	65	51	94	68	30	62	65	54	64	61	30	68	56	60	75
% Worried	63	66	61	64	67	69	52	80	58	52	65	60	60	62	60	58	68	55	67	62
State Rep Gen: Net Dem	+2	+6	-2	+21	-8	-12	+9	-90	-4	+95	+19	-18	+10	-17	-11	+86	-12	+25	-7	-18



***EMBARGOED FOR RELEASE UNTIL 10 AM ET ON OCT 15, 2024***

## **ISSUES DRIVING THE ELECTION**

# Most important issues (1<sup>st</sup> + 2<sup>nd</sup> choice) determining Age 50+ vote

- 57% of voters 50+ choose a personal economic issue as at least one of their two most important issues for voting this November. The group most focused on personal economic issues are Swing Voters 50+ at 68%. Trump is ahead by 16-points with these voters, while Rogers leads by 12.
- A third of voters say immigration is one of their top issues, the leading single issue, driven by Republicans, but high among many groups.
- For Democratic voters 50+, threats to democracy and abortion are most frequently chosen.
- Black voters 50+ place Social Security as their 2nd biggest issue following threats to democracy. Together Social Security and Medicare top Black voters 50+ priorities.

Q34. Now specifically, from the following list, please tell me which issue is personally most important to you in deciding your vote this November. Q35. And which of the remaining issues would be next most important to you personally in deciding your vote this November?	Aug 50+	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+	Net Rogers – Slotkin 50+
<b>Personal economic Issues (Inflation, economy/jobs, Social Security) 57%</b>	61	57	58	63	51	64	59	49	56	65	60	52	58	68	+16	+12
Immigration and border security	32	29	39	35	32	61	32	4	36	8	37	27	34	31	+90	+80
Inflation and rising prices	27	25	24	31	17	35	25	12	24	23	25	23	22	28	+51	+44
The economy and jobs	24	21	26	28	18	27	26	18	23	24	23	25	27	27	+27	+25
Threats to democracy	21	25	20	21	24	10	21	38	22	35	19	30	18	12	-68	-68
Abortion and reproductive issues	19	28	13	20	22	9	19	37	21	27	18	27	24	11	-67	-65
Social Security	18	18	14	13	20	9	15	25	15	29	20	10	17	22	-55	-54
Taxes, government spending & debt	11	9	13	11	10	14	14	4	11	5	11	9	11	12	--	--
Health care	8	9	10	10	9	5	9	17	9	17	10	9	9	13	--	--
Gun control/gun rights	9	9	9	8	10	7	9	11	10	10	10	8	8	10	--	--
Foreign policy and military defense	7	5	9	7	7	8	10	4	8	3	7	8	6	9	--	--
Medicare	6	7	4	3	9	4	4	9	5	11	7	3	6	8	--	--
Law & order and crime	7	4	8	4	7	8	4	4	6	5	5	6	7	4	--	--
The environment and climate change	7	5	6	4	7	1	5	11	6	2	3	9	4	7	--	--

■ First ■ Second □ Combined

# Key issues for voters 50+

- Significant majorities of voters 50+ in Michigan call a series of issues that impact the lives of older Americans extremely or very important to their vote in November. Social Security (82%) is top, followed by Medicare (73%) and policies to help seniors live independently (68%).
- Harris and Slotkin have narrow advantages among voters 50+ who say Social Security and policies to help seniors live independently are important, but these are very competitive groups of voters for all campaigns to focus on.

Q37-42. 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+	Net Rogers – Slotkin 50+
Social Security	46% 36% <b>82%</b>	86	78	80	85	81	79	86	82	91	88	72	83	83	91	-2	-7
Medicare	41% 32% <b>73%</b>	78	67	68	80	69	67	83	72	87	79	62	76	73	84	-9	-12
Policies to help seniors live independently at home as they age	35% 33% <b>68%</b>	73	63	64	73	68	58	77	66	86	75	55	77	71	78	-6	-10
Cost of utilities	31% 35% <b>66%</b>	69	63	71	60	74	59	64	62	83	73	53	73	70	73	+13	+8
Cost of prescription drugs	32% 33% <b>65%</b>	68	62	65	66	60	61	75	63	85	70	57	69	68	75	-11	-13
Cost of housing	29% 32% <b>61%</b>	67	53	67	54	65	56	61	57	79	65	53	69	65	68	+5	--

■ Extremely Important ■ Very Important □ Combined

# Protecting voters 50+ — Federal issues

- A candidate advocating policies protecting Social Security and supporting family caregivers would benefit among large bipartisan majorities of voters 50+ in Michigan.

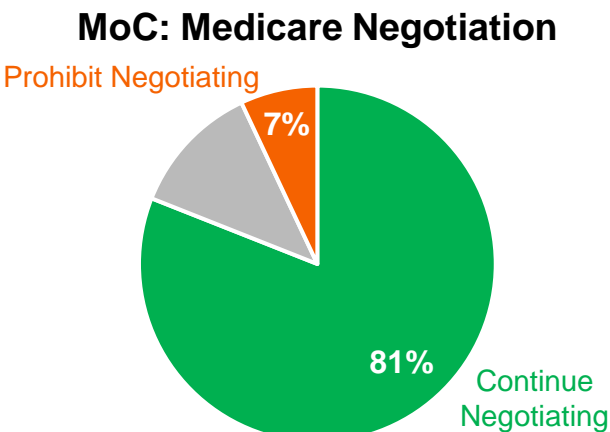
Q46-50: Thinking about issues that could be addressed in Washington, for each of the following statements, please tell me if you would be more likely or less likely to vote for a candidate that advocated this position. If it would have no impact on your vote, just say so.

		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>79%</div> <div>15%</div> <div>94%</div> </div>	94	94	94	93	93	92	96	94	96	94	93	94	91	96
Protecting Social Security from cuts that would be used to reduce the nation's debt	<div> <div>65%</div> <div>15%</div> <div>80%</div> </div>	82	77	82	77	76	76	87	80	88	79	80	79	79	82
Provide support for family caregivers who are helping their loved ones live independently in their homes	<div> <div>47%</div> <div>32%</div> <div>79%</div> </div>	83	74	76	82	72	75	90	77	91	80	76	84	78	84
Providing a tax credit for unpaid family caregivers who work to help cover the costs associated with caring for a family member	<div> <div>40%</div> <div>33%</div> <div>73%</div> </div>	76	69	70	75	62	72	85	72	86	73	72	70	68	77
Provide paid leave so unpaid family caregivers can care for loved ones without losing their job or salary.	<div> <div>44%</div> <div>28%</div> <div>72%</div> </div>	78	65	70	75	61	66	89	71	88	73	71	75	63	78

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

# Medicare negotiation

- More than 4-in-5 Michigan voters 50+, including three-quarters of older Republicans, would support a member of Congress who wants to continue Medicare negotiation for lower drug prices over one who wants to prohibit negotiation.



*Q53. 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?*

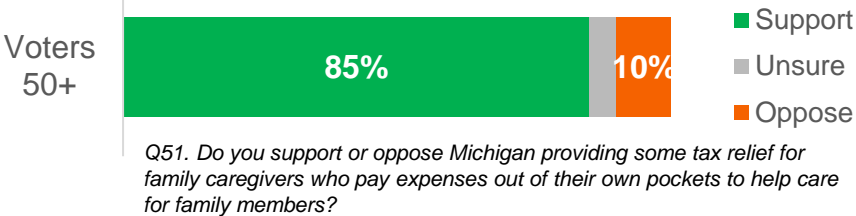
Voters 50+	All voters 50+	Women 50+	Men 50+	Voters 50 – 64	Voters 65+	GOP 50+	Ind 50+	Dem 50+	White 50+	Black 50+	<Coll 50+	Coll + 50+	Caregivers 50+	Swing Voters 50+
% Support Member who wants to continue negotiation	81	83	78	78	84	73	81	90	81	87	79	84	81	72

# Protecting voters 50+ — State issues

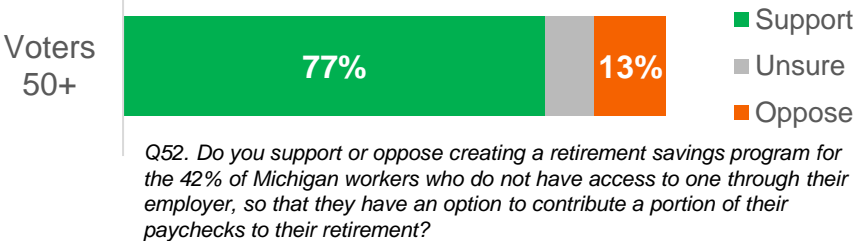
An 85% majority of voters 50+ support Michigan providing tax relief for family caregivers who pay expenses out of pocket.

- More than 3-in-4 Michigan voters 50+ support creating a retirement savings program for Michigan workers who do not have access to one through their employer.

## 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	85	86	83	83	87	81	79	94	85	94	86	83	86	80
% Support – Retirement Savings Program	77	79	76	75	80	69	75	89	77	89	75	81	76	72

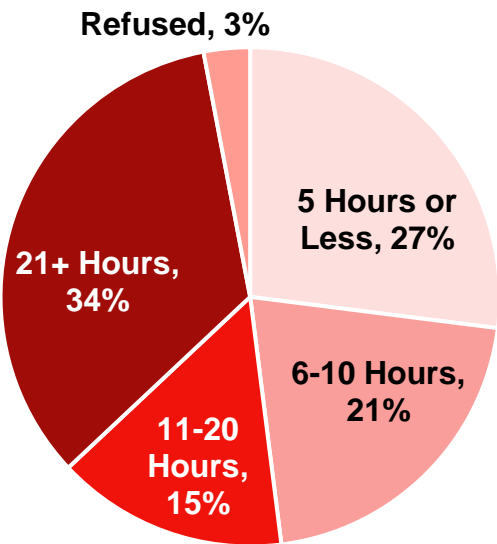
# Family caregivers matter

- 31% of Michigan voters 50+ are family caregivers, with this group of older caregivers accounting for 17% of Michigan likely voters overall.

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?**



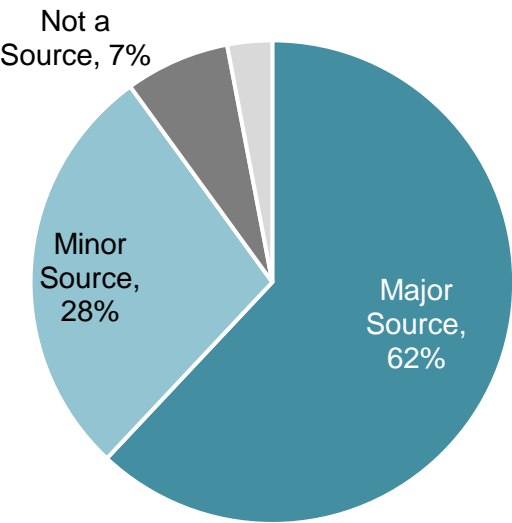
Time Spent Caregiving Weekly:  
(Among Caregivers 50+)



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	31	33	30	35	27	33	31	29	30	35	34	27	33

# Importance of Social Security

- 62% say Social Security is or will be a major source of income for their household.
- Among voters 65+, that share climbs to 73%.



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	62	66	56	52	73	61	55	68	62	67	66	53	60

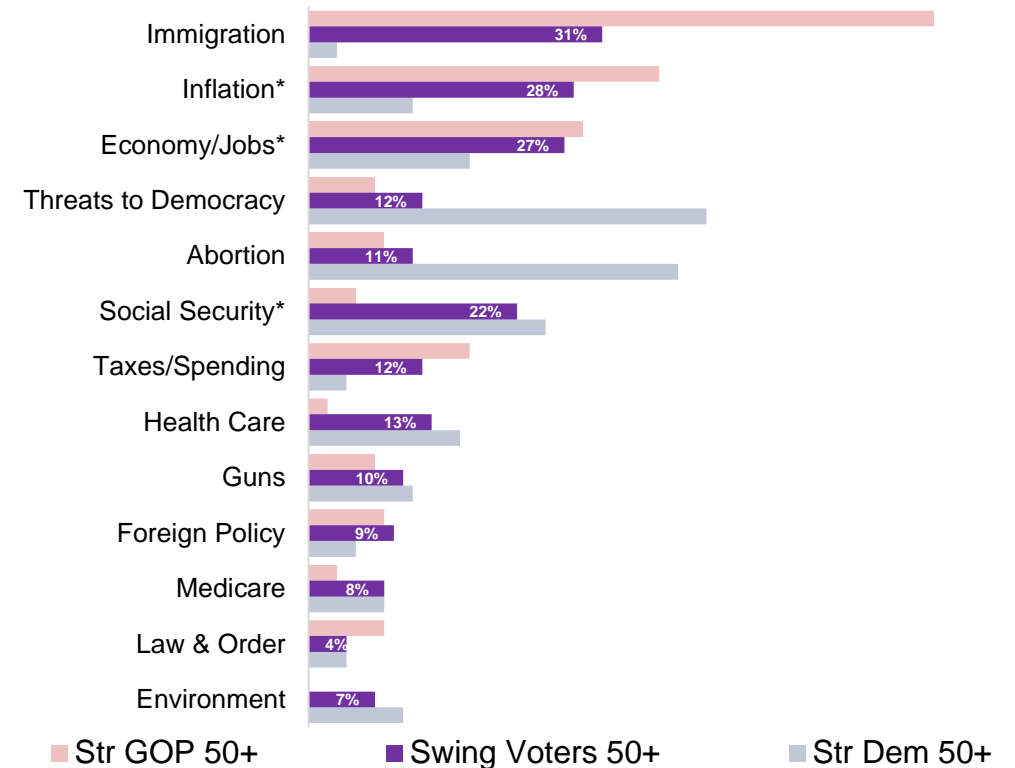
# Swing Voters 50+

- Swing voters 50+, who do not vote straight ticket Republican or Democrat, account for 16% of Michigan voters 50+. They are more likely than voters 50+ overall to be Independents.
- More than two thirds choose a personal economic issue as a top issue for their vote decision this November.

	Straight GOP 50+ n333 (42%)	Swing Voters 50+ n128 (16%)	Straight Dem 50+ n339 (42%)
GOP	74	32	3
<b>Independent</b>	26	<b>52</b>	25
Dem	-	15	72
Conservative	79	40	10
Moderate	15	38	44
Liberal	3	9	39
White	91	75	75
Black	1	12	21
Female	45	56	62
Male	55	44	38
50-64	56	65	46
65+	44	35	54
<College	71	65	59
College+	29	34	41
Urban	13	23	30
Suburban	39	37	38
Rural	45	33	29
Caregiver	31	33	30

## Most Important Issues (1<sup>st</sup> + 2<sup>nd</sup> Choice)

**\*Personal Economic:** Straight GOP: 64%, **Swing Voters: 68%**, Straight Dem: 47%



# Michigan voters 18+

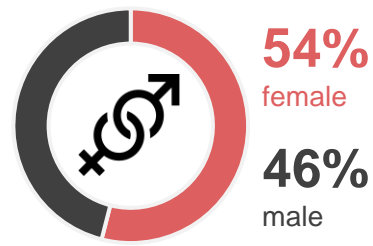


AARP commissioned the bipartisan polling team of [Fabrizio Ward](#) (R) & [Impact Research](#) (D) to conduct a survey of voters in Michigan. The firms interviewed 1,382 likely voters, which includes a statewide representative sample of 600 likely voters, an oversample of 470 likely voters age 50 and older, and an additional oversample of 312 Black likely voters age 50 and older. The survey was done between October 2-8, 2024. The interviews were conducted via live interviewer on landline (25%) and cellphone (35%), as well as SMS-to-web (40%). 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  $\pm 4.9\%$ .

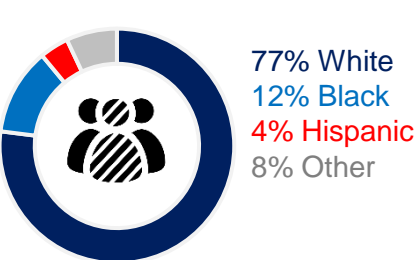
Due to rounding, answer choices may not always add up to 100%. Data is specified in the report that it is among either the 18+ or 50+ universe.

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

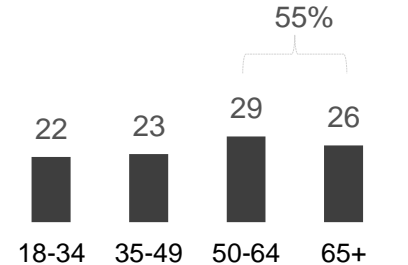
## GENDER



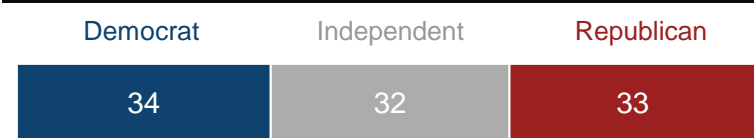
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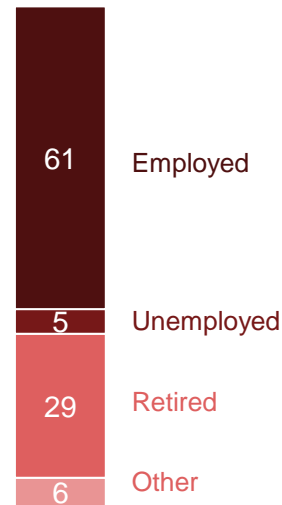
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## PARTY ID



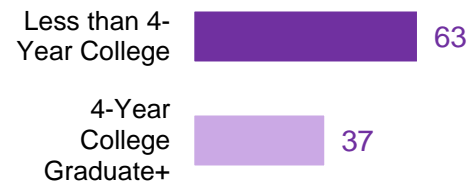
## EMPLOYMENT



## LIVING IN...



## EDUCATION



# Michigan voters 50+

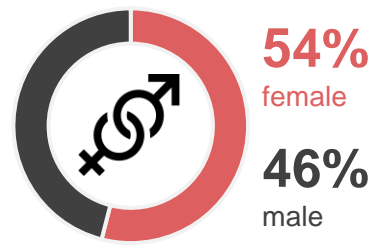


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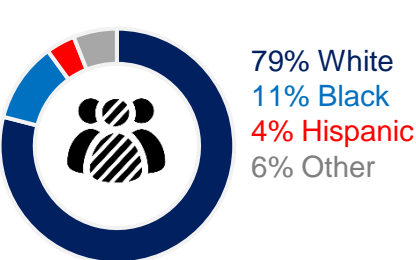
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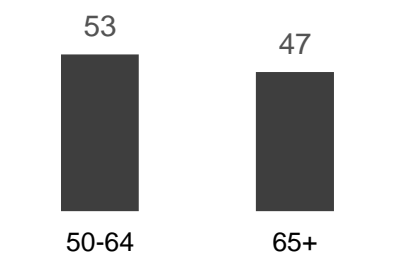
## GENDER



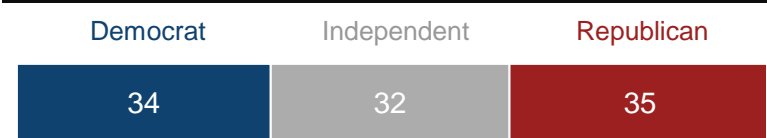
## RACE



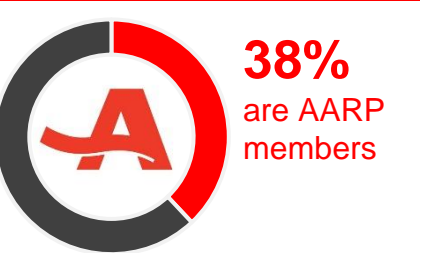
## AGE



## PARTY ID



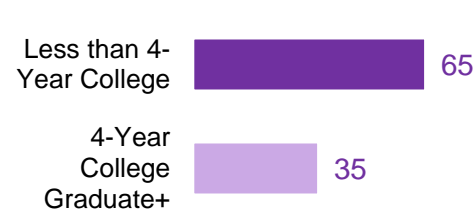
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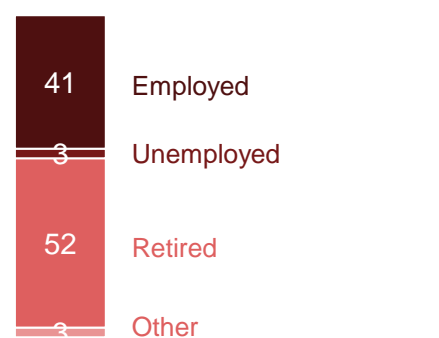
## LIVING IN...



## EDUCATION



## EMPLOYMENT





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**[ceggleston@aarp.org](mailto:ceggleston@aarp.org)**

**For questions about this study, please contact:**

**Kate Bridges at [kbridges@aarp.org](mailto:kbridges@aarp.org)**

**This research was designed and executed by AARP Research**