



# INDEPENDENT CENTER

## 2024 Target State Survey of Registered Voters

*Online survey among n600 registered voters in Michigan*

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**2024 Target State Survey of Registered Voters - Michigan**  
Toplines

Field Dates: 03/29 – 04/03/2024  
Margin of error: ± 4%

## SCREENER SECTION

You have been selected to participate in a survey on a confidential basis. This is a rare opportunity to voice your opinions. Your responses will be kept confidential; you are not being asked to buy anything or donate money. We simply want to know what you think and how you feel.

Screener 1: Are you, or is anyone in your household, employed by the news media, a market research firm, an elected official, or actively involved with political campaigns?

100% No (**continue**)

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Screener 2: Are you currently registered to vote?

100% Yes (**Continue**)

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Screener 3: In which state are you currently registered to vote?

100% MI (n600)

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## GENERAL SENTIMENT

GS1. At this time next year, do you think that you will personally be **(ROTATE)** better or worse **(END ROTATE)** off than you are today?

**50%** **Total Better off**

14% Much better off

35% Somewhat better off

**31%** **Total Worse off**

22% Somewhat worse off

9% Much worse off

19% Unsure

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GS2. At this time next year, do you think America will be **(ROTATE)** better or worse **(END ROTATE)** off than it is today?

**40%** **Total Better off**

9% Much better off

30% Somewhat better off

**38%** **Total Worse off**

25% Somewhat worse off

13% Much worse off

23% Unsure

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GS3. Do you **(ROTATE)** approve or disapprove **(END ROTATE)** of the job President Joe Biden is doing?

**45%** **Total Approve**

20% Strongly approve

25% Somewhat approve

**53%** **Total Disapprove**

12% Somewhat disapprove

41% Strongly disapprove

2% Unsure

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GS4. Do you **(ROTATE)** approve or disapprove **(END ROTATE)** of the job the U.S. Congress is doing?

**25%** **Total Approve**

5% Strongly approve

19% Somewhat approve

**66%** **Total Disapprove**

33% Somewhat disapprove

32% Strongly disapprove

10% Unsure

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GS5. On the following scale, please indicate where you see yourself politically.

**(DO NOT SHOW numeric scale....)**

10%	0 = progressive liberal / Strong Democrat
4%	1
6%	2
7%	3
8%	4
24%	5 = Moderate Centrist / Independent
6%	6
5%	7
10%	8
6%	9
13%	10 = Staunch-Conservative / Strong Republican

**Mean = 5.3**

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GS7. On the following scale, please indicate how you see yourself voting in future elections.

**(DO NOT SHOW numeric scale....)**

18%	0 = Exclusively vote for Democratic candidates
8%	1
6%	2
4%	3
5%	4
19%	5 = Vote Independent / split ticket
2%	6
4%	7
6%	8
7%	9
21%	10 = Exclusively vote for Republican candidates

**Mean = 5.1**

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GS8. In the perfect world, where on the following scale, would you like to see America's elected officials stand politically?

**(DO NOT SHOW numeric scale....)**

11%	0 = progressive liberal / Strong Democrat
4%	1
6%	2
5%	3
7%	4
29%	5 = Moderate Centrist / Independent
5%	6
7%	7
10%	8
4%	9
13%	10 = Staunch-Conservative / Strong Republican

**Mean = 5.2**

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## ISSUE IMPORTANCE

II1. Of the following, what would you say is the most pressing issue in America today? **(RANDOMIZE 1-12)**

23%	Immigration
22%	Jobs and the economy
12%	Government leadership
9%	Taxes and government spending
8%	Health care
6%	National security
6%	Abortion
6%	Energy and the environment
2%	Police reform and criminal justice
2%	Education
1%	Social reforms
1%	Free speech and censorship
2%	None of the above
0%	Refused

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You will now read a list of questions and statements regarding political issues in the United States. After each, please indicate the responses that you most identify personally / agree with the most.

**(RANDOMIZE SM1-IM1) (ROTATE RESPONSES 1-2)**

SM1. Do you believe that a large portion of our national debt comes from unfunded Social Security and Medicare spending obligations?

18%	Yes
62%	No
20%	Unsure

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SS1. Do you believe that Social Security and Medicare obligations are adding to our national debt?

24%	Yes
62%	No
15%	Unsure

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SE1. Sex: *Regarding sex between consenting adults...*

14%	The government needs to define the rights and acceptable behavior for sex between consenting adults.
80%	The government should not interfere with sex between consenting adults, in any case.
6%	Other / Unsure

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EN1. *Environment: Regarding concerns facing energy and the environment.*

40%	The government should take the lead with rules and regulations to address our national approach to energy and the environment.
52%	Individuals should have the ability to make choices on energy and the environment, allowing them to decide on ways that best meet their goals.
8%	Other / Unsure

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CA1. Which of the following do you think would be the best candidate to represent you and your neighbors in Congress?

- 21% A candidate who works and votes with the party they were elected to Congress to represent.
  - 68% A candidate who works and votes with both Republicans and Democrats in Congress.
  - 11% Unsure
- 

EQ1. Equality: *The status of being equal, especially in status, rights, and opportunities.*

- 43% The government should actively promote fairness with programs and regulations to intervene directly in community, social and economic relationships.
  - 47% The government should not be involved at all in private interactions.
  - 11% Other / Unsure
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TX1. Taxes: *As necessary to cover the Government expenditure.*

- 51% We should increase taxes on the wealthiest of Americans to reflect the growing costs of key programs like healthcare, affordability, defense and immigration
  - 37% We should modernize the tax code so that every American is paying their fair share in taxes even if it means we can't support growing costs in key programs like healthcare, affordability, defense and immigration.
  - 12% Other / Unsure
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IM1. Immigration: *Specifically dealing with the southern border.*

- 16% Elections have consequences, and as such, the party that wins control of the White House and Congress in November should decide how to handle the southern border.
  - 78% Elected officials from both parties need to come together to reform border security in a bipartisan way.
  - 6% Other / Unsure
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GV1. *Role of Government.*

- 42% The government should actively promote and oversee programs that help regulate community, social and economic relationships.
  - 44% Humans are inherently good and do not need the government actively intervening in community, social and economic relationships.
  - 15% Other / Unsure
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## NEXT ELECTION SERIES

NE1. Do you think having independent candidates in Congress will make the next president more trustworthy?

26% Yes  
40% No  
34% Unsure

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M1. How do you view the current political climate in America? (**ROTATE 1-4, 4-1**)

**16% Total Positive**  
4% Very positively  
12% Somewhat positively

**77% Total Negative**  
36% Somewhat negatively  
41% Very negatively

8% Unsure

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NE2. Do you feel the Democrats have chosen their best candidate for the upcoming presidential election?

31% Yes  
55% No  
14% Unsure

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NE3. Do you feel the Republicans have chosen their best candidate for the upcoming presidential election?

31% Yes  
57% No  
12% Unsure

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### (RANDOMIZE PT1-PT9)

PT1. Which candidate's **age** is more concerning to you? (**ROTATE 1-2**)

23% Donald Trump  
57% Joe Biden  
20% Unsure

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PT2. Which candidate's **mental health** is more concerning to you? (**ROTATE 1-2**)

45% Donald Trump  
46% Joe Biden  
9% Unsure

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PT3. Which candidate's **maturity/demeanor** is more concerning to you? **(ROTATE 1-2)**

52% Donald Trump  
39% Joe Biden

9% Unsure

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PT4. Which candidate's **past record** is more concerning to you? **(ROTATE 1-2)**

52% Donald Trump  
40% Joe Biden

8% Unsure

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PT5. Which candidate's **family/legal issues** is more concerning to you? **(ROTATE 1-2)**

51% Donald Trump  
37% Joe Biden

12% Unsure

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PT6. Which candidate's **reproductive rights policies** are more concerning to you? **(ROTATE 1-2)**

47% Donald Trump  
38% Joe Biden

15% Unsure

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PT7. Which candidate's **economic policies** are more concerning to you? **(ROTATE 1-2)**

41% Donald Trump  
47% Joe Biden

11% Unsure

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PT8. Which candidate's **immigration/border policies** are more concerning to you? **(ROTATE 1-2)**

39% Donald Trump  
50% Joe Biden

11% Unsure

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PT9. Which candidate's **environmental policies** are more concerning to you? **(ROTATE 1-2)**

42% Donald Trump  
45% Joe Biden

13% Unsure

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**(END RANDOMIZE)**





NE5. Do you think voter turnout will be higher or lower than average presidential turnout because of the caliber of Presidential candidates this cycle? (ROTATE 1-5, 5-1)

**52% Total Higher**  
22% Much higher than average  
30% Somewhat higher than average  
  
24% About average  
  
**15% Total Lower**  
11% Somewhat lower than average  
3% Much lower than average  
  
9% Unsure

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NE6. If the two major party candidates this November are indeed Joe Biden and Donald Trump, how likely are you to vote in the Presidential election?

**89% Total Likely**  
79% Very likely  
10% Somewhat likely  
  
**6% Total Unlikely**  
3% Somewhat unlikely  
3% Very unlikely  
  
5% Unsure

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NE7. If the two major party candidates this November were Democratic Candidate Michelle Obama and Republican Nikki Haley, how likely would you be to vote in the Presidential election?

**81% Total Likely**  
69% Very likely  
12% Somewhat likely  
  
**12% Total Unlikely**  
4% Somewhat unlikely  
8% Very unlikely  
  
8% Unsure

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NE8. If this year's presidential election were between (ROTATE) Republican Donald Trump, Democrat Joe Biden, an Independent / third-party candidate (END VOTE), how would you vote?

**14% Total Independent**  
6% Definitely Independent  
8% Lean Independent  
  
**39% Total Trump**  
34% Definitely Trump  
5% Lean Trump  
  
**42% Total Biden**  
35% Definitely Biden  
7% Lean Biden  
  
6% Unsure

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NE9. Do you expect in the course of the presidential election campaign you might change your mind about the presidential candidate you will vote for?

10% Yes  
73% No  
16% Unsure

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NE10. Do you expect in the course of the presidential election campaign you might change your mind about whether to vote at all?

9% Yes  
82% No  
9% Unsure

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MI1. If this year's Senate election in your state were between (ROTATE) Republican Justin Amash, Democrat Elissa Slotkin, an Independent / third-party candidate (END VOTE), how would you vote?

**7% Total Independent**  
3% Definitely Independent  
4% Lean Independent  
**36% Total Republican**  
26% Definitely Republican  
10% Lean Republican  
**43% Total Democrat**  
36% Definitely Democrat  
8% Lean Democrat  
14% Unsure

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MI2. If this year's Senate election in your state were between (ROTATE) Republican Peter Meijer, Democrat Elissa Slotkin, an Independent / third-party candidate (END VOTE), how would you vote?

**7% Total Independent**  
3% Definitely Independent  
3% Lean Independent  
**38% Total Republican**  
28% Definitely Republican  
9% Lean Republican  
**42% Total Democrat**  
35% Definitely Democrat  
7% Lean Democrat  
14% Unsure

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MI3. If this year's Senate election in your state were between (ROTATE) Republican Mike Rogers, Democrat Elissa Slotkin, an Independent / third-party candidate (END VOTE), how would you vote?

**6%** **Total Independent**  
3% Definitely Independent  
2% Lean Independent

**38%** **Total Republican**  
28% Definitely Republican  
9% Lean Republican

**45%** **Total Democrat**  
38% Definitely Democrat  
7% Lean Democrat

12% Unsure

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**(ASK ALL):**

F10. If this year's Congressional election in your district were between (ROTATE) a Republican, A Democrat, an Independent / third-party candidate (END VOTE), how would you vote?

**7%** **Total Independent**  
4% Definitely Independent  
4% Lean Independent

**38%** **Total Republican**  
28% Definitely Republican  
9% Lean Republican

**43%** **Total Democrat**  
34% Definitely Democrat  
8% Lean Democrat

13% Unsure

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NE11. This election, do think that you will vote straight ticket (meaning along party lines), or do you think you will split ticket vote (meaning vote for some candidates from each party)

55% Straight ticket  
26% Split Ticket

19% Unsure

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# DEMOGRAPHICS SECTION

## (ASK FULL SAMPLE)

Now just a few questions to make sure we have a representative sample:

Gender                      Your gender identification?

52%	Female
48%	Male
0%	Other

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Screeners 3:                      In what year were you born?

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Age Range                      **IF UNSURE OR REFUSED, ASK:** Which of the following categories best describes your age?

4%	18 to 24
4%	25 to 29
10%	30 to 39
13%	40 to 49
27%	50 to 64
42%	65 or older

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Ethnicity                      Do you consider yourself to be of Hispanic or Latino descent, such as Mexican, Puerto Rican, Cuban, or some other Central or Latin American background?

4%	Yes
96%	No
0%	Unsure

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Race                      And which of the following best describes your racial background?

80%	White or Caucasian
15%	Black or African American
2%	Hispanic
1%	Asian or Pacific Islander
1%	Native American
2%	Other

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Party ID: In politics today, and regardless of how you are registered, do you consider yourself to be a...  
**(ROTATE 1-7: TOP TO BOTTOM, BOTTOM TO TOP)**

**36% Total Democrat**

24% Strong Democrat  
12% Not so strong Democrat

**30% Total Independent**

9% Independent leaning Democrat  
14% Independent  
7% Independent leaning Republican

**34% Total Republican**

13% Not so strong Republican  
21% Strong Republican

0% Other  
0% Unsure

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Ideology: Thinking for a moment about your social, economic, and political views...Do you consider yourself to be... **(ROTATE VALUES 1-5; TOP-TO-BOTTOM / BOTTOM-TO-TOP)?**

**28% Total Liberal**

10% Very Liberal  
18% Somewhat Liberal

34% Moderate

**35% Total Conservative**

20% Somewhat Conservative  
15% Very Conservative

1% Libertarian

2% Unsure

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2020 Vote For whom did you vote in the 2020 Presidential election **(ROTATE 1-2)?**

41% Donald Trump  
47% Joe Biden  
3% Someone Else  
8% Did not vote  
1% Don't recall  
1% Refused

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Education What is the highest level of formal education that you have completed?

3% Less than high school  
23% High school graduate  
28% Some college  
14% College graduate with associate or 2-year degree  
22% College graduate with bachelor's or 4-year degree  
9% Post-graduate degree  
3% Technical or vocational school graduate  
0% Unsure

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LGBTQ+ Do you consider yourself to be lesbian, gay, bisexual, transgender, queer or questioning?

4% Yes  
94% No  
1% Unsure  
1% Prefer not to answer

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Marital Status What would best describe your marital status?

31% Single or never married  
44% Married  
2% Separated  
14% Divorced  
7% Widowed  
1% Other

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Children Do you have children currently living in your household?

25% Yes  
75% No  
0% Refused

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Neighborhood Would you best describe the neighborhood or area you live in as...

22% Urban  
49% Suburban  
28% Rural  
1% Unsure

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401K Do you invest into an IRA or 401k?

39% Yes  
61% No

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Income We want to classify people into broad income groups only. Would you estimate your total household income to be...?

39% Below \$40,000  
38% Between \$40,000 and \$79,999  
11% Between \$80,000 and \$124,999  
7% Above \$125,000  
1% Unsure  
4% Prefer not to answer

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Homeowner Do you currently own (outright/pay mortgage) your residence?

68% Own (outright/pay mortgage)  
32% I do not own my residence (rent/other)

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