



VeraACTION

Vera Action – Michigan Survey

October 2023

Methodology

GQR conducted a 20-minute mixed mode survey among 800 registered voters (907 unweighted) in Michigan from October 5-12, 2023. Interviews were conducted using a mix of live dialing and online panel and include extra completes from Black registered voters in Michigan.

Because part of the sample is based on those who initially self-selected for participation in the panel rather than a probability sample, no estimates of sampling error can be calculated. All sample surveys and polls may be subject to multiple sources of error, including, but not limited to, sampling error, coverage error, and measurement error.

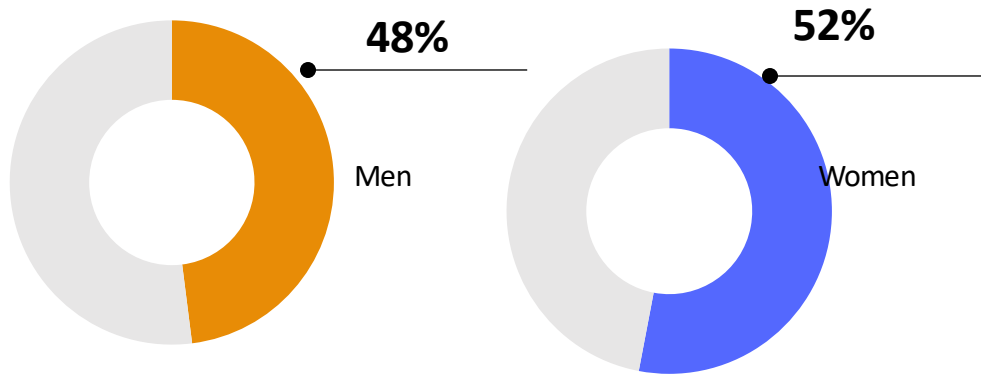
If this poll were conducted among a probability sample, then the margin of error would be +/- 3.5 percentage points at the 95 percent confidence interval; the margin of error is higher among subgroups and online respondents.

The data are statistically weighted to ensure the sample's regional, age, and gender composition reflects that of the estimated electorate in Michigan.

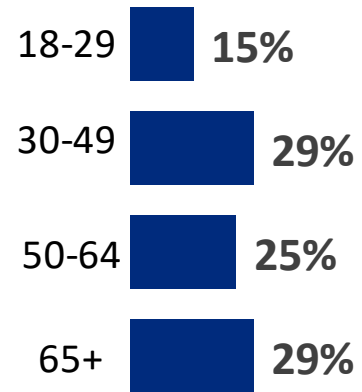
In this report, results are expressed as percentages unless otherwise noted. Results may not add to 100% due to rounding or multiple responses. Net results cited in the text may not exactly match individual results shown in the charts due to rounding.

Demographic Information

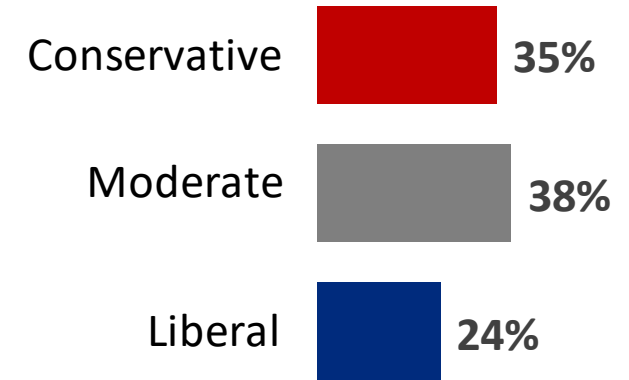
Gender



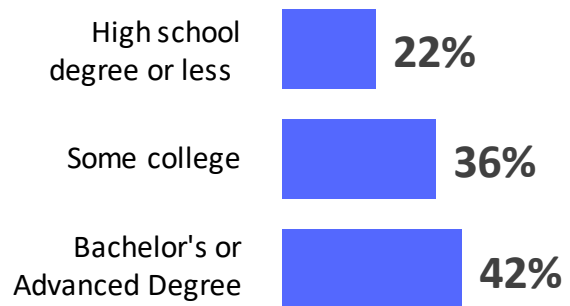
Age



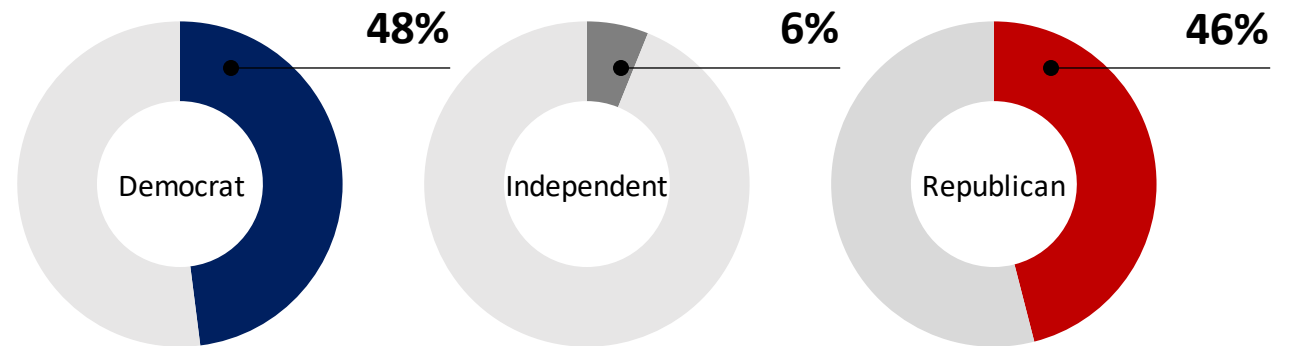
Ideology



Education



Partisanship

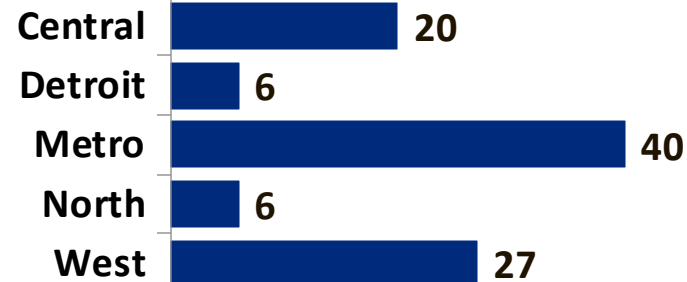


Demographic information continued

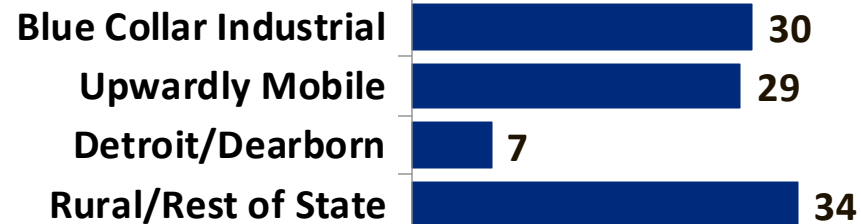
Race



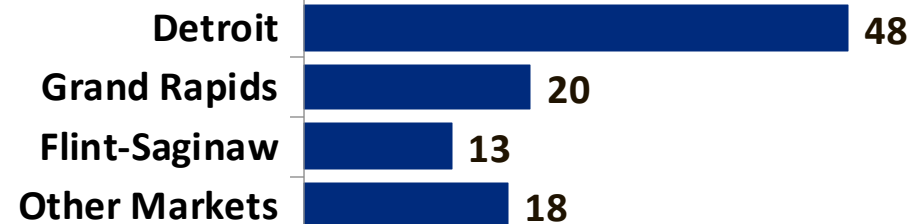
Region



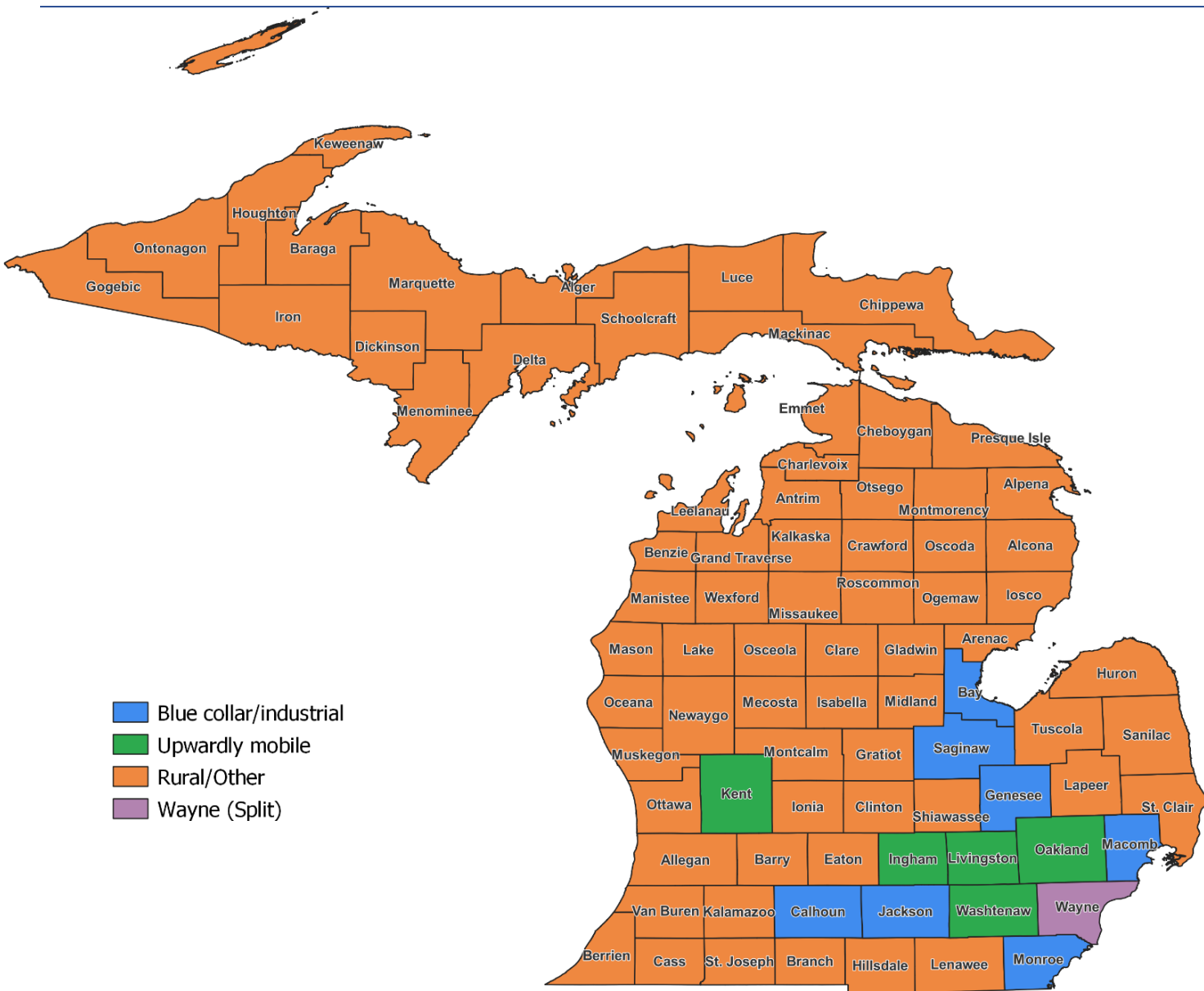
Class Region



Media Markets



Statewide class regions



BLUE: Blue collar/industrial

- Bay, Saginaw, Genesee, Macomb, Monroe, Jackson, Calhoun, parts of Wayne (downriver, western and southern portions)

GREEN: Upwardly mobile

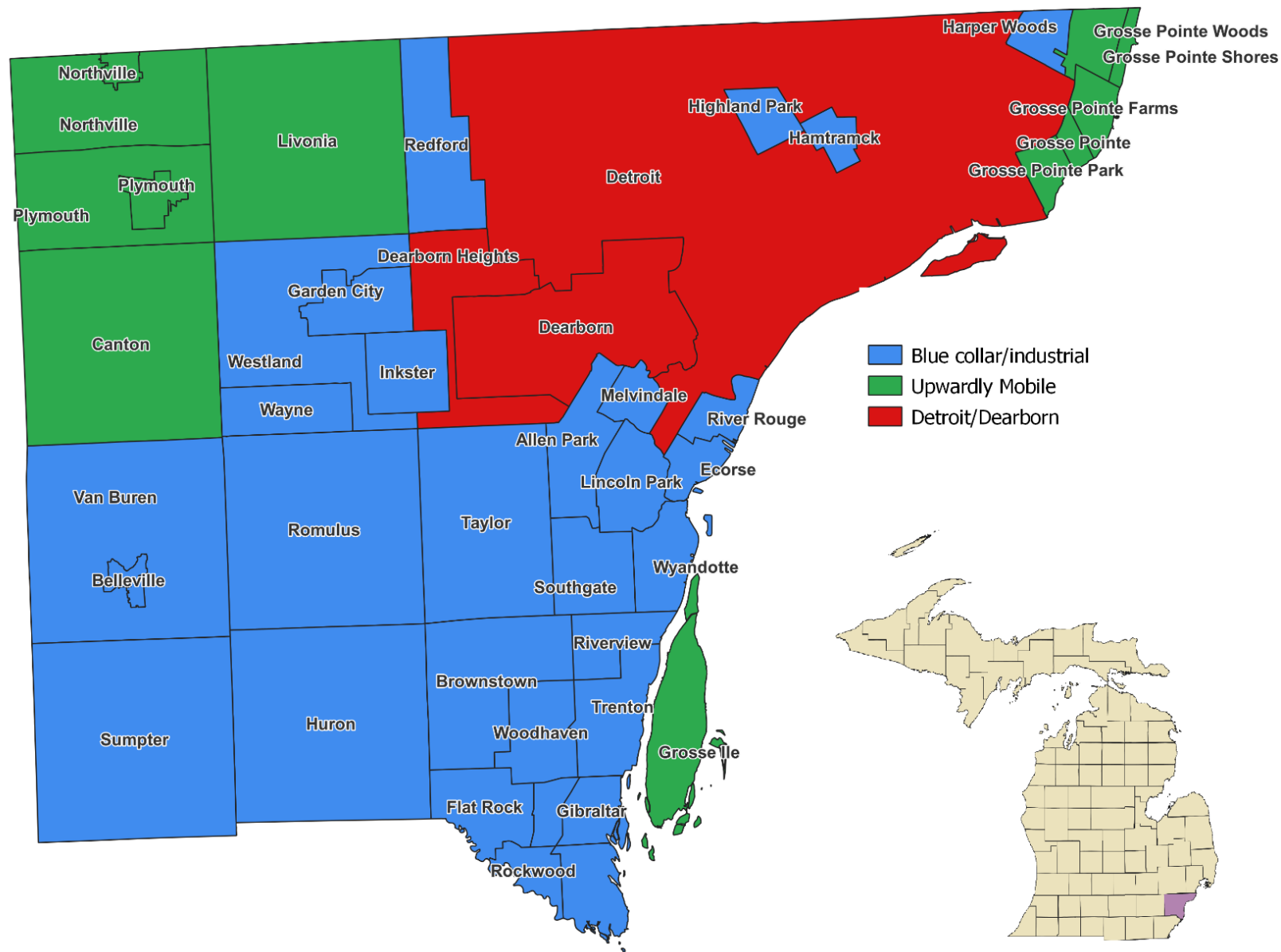
- Kent, Ingham, Livingston, Oakland, Washtenaw, parts of Wayne (Grosse Pointes, Livonia, Canton, Plymouth, Northville)

ORANGE: Rural/rest of state

PURPLE: Wayne County

- See next slide for Wayne County breakdown

Class regions within Wayne County





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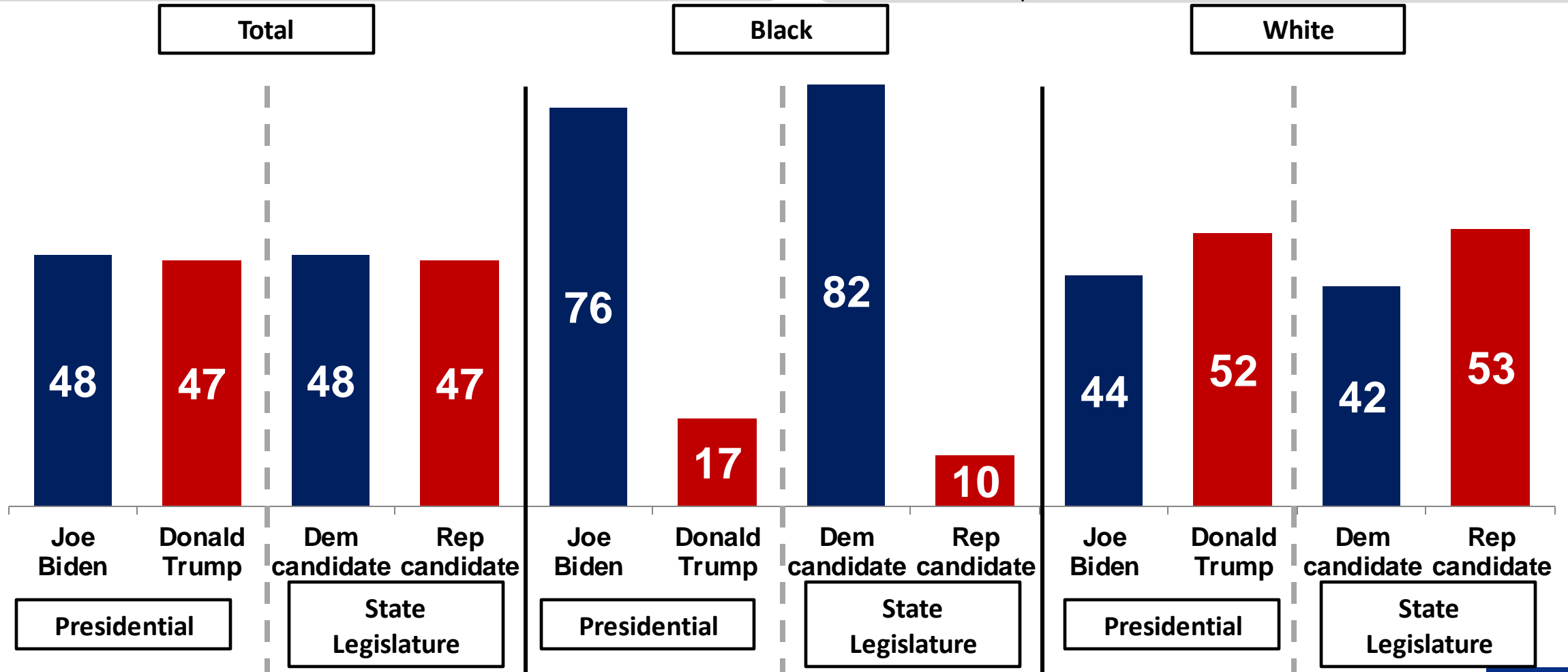
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Partisan environment in Michigan

2024 races expected to be competitive

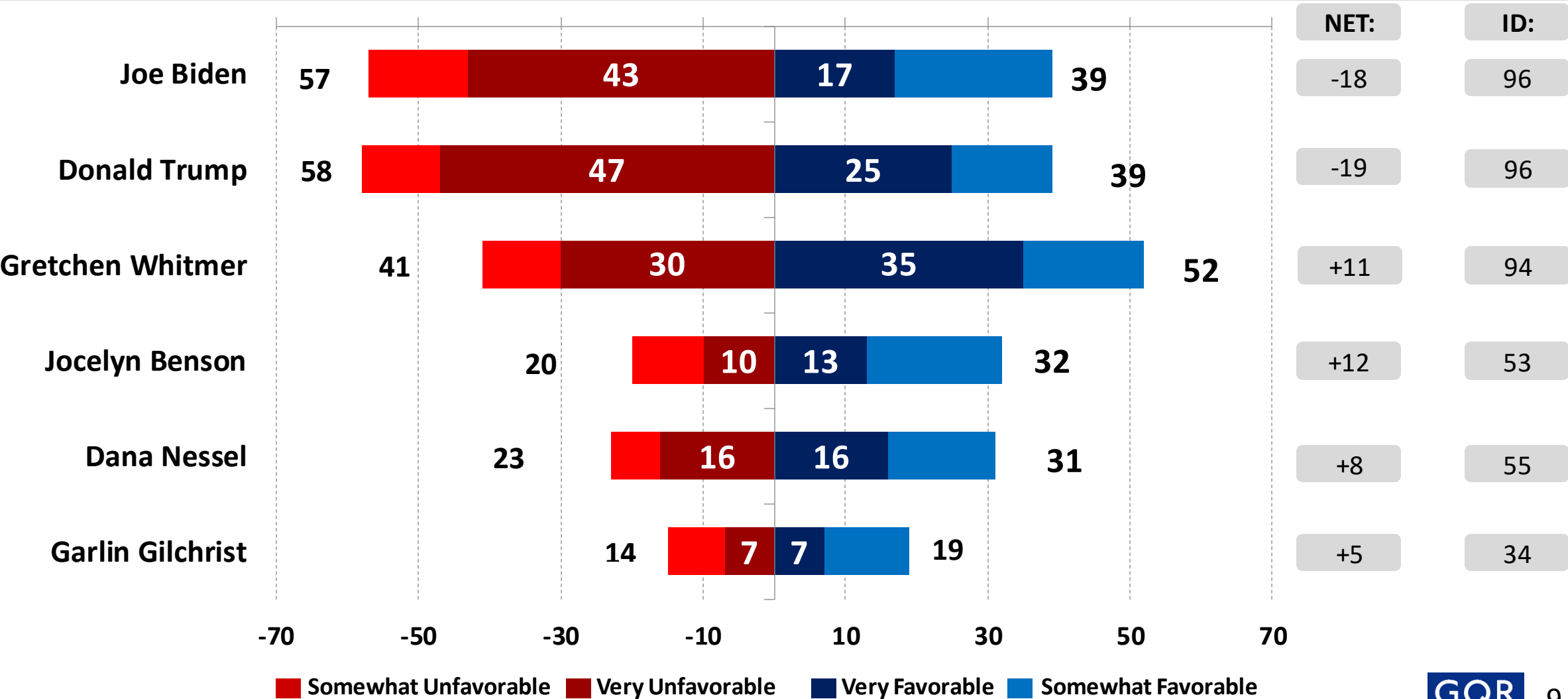
Thinking about the election for President in November 2024, if the election were held today, for whom would you vote - Democrat Joe Biden or Republican Donald Trump?

Thinking about the election for Michigan state legislature in November 2024, if the election were held today, for whom would you vote - the Democratic candidate or the Republican candidate?



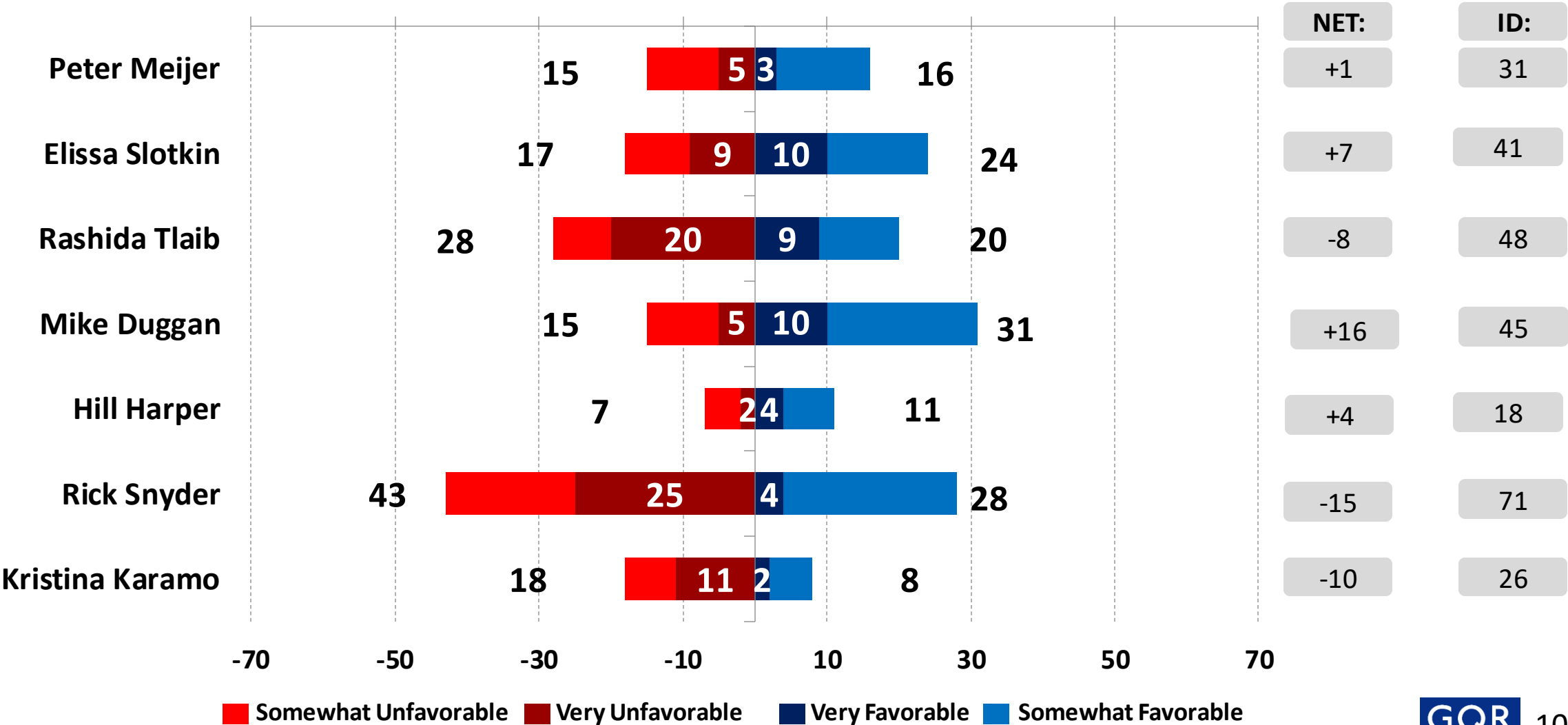
Both national parties unpopular, local Democrats more favorable

Now, I am going to read you a list of names. For each, I would like you to tell me your impression of that person as of today: do you feel very favorable toward them, somewhat favorable, somewhat unfavorable, or very unfavorable toward that person. If you have no opinion or have never heard of that person, please say so.



Not a lot of definition for non-statewide elected officials

Now, I am going to read you a list of names. For each, I would like you to tell me your impression of that person as of today: do you feel very favorable toward them, somewhat favorable, somewhat unfavorable, or very unfavorable toward that person. If you have no opinion or have never heard of that person, please say so.





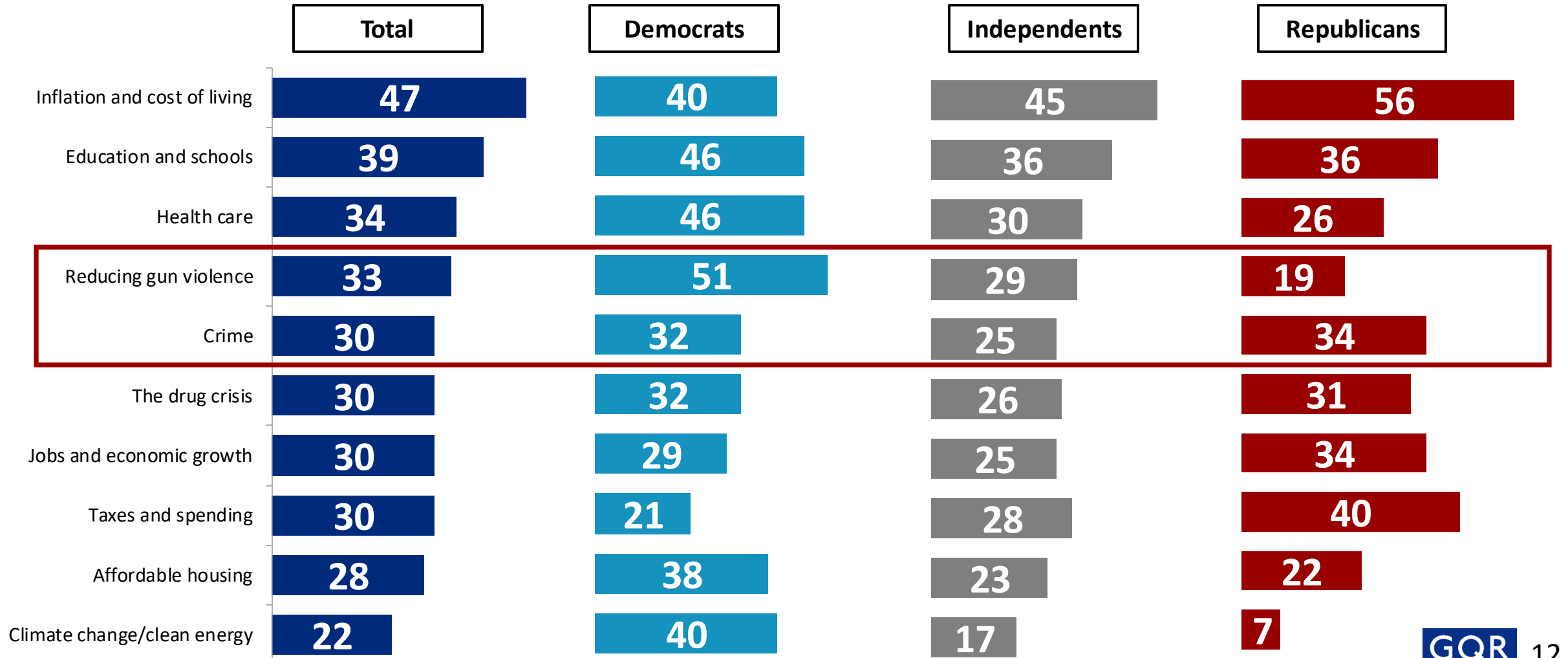
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Michigan voters' views on crime

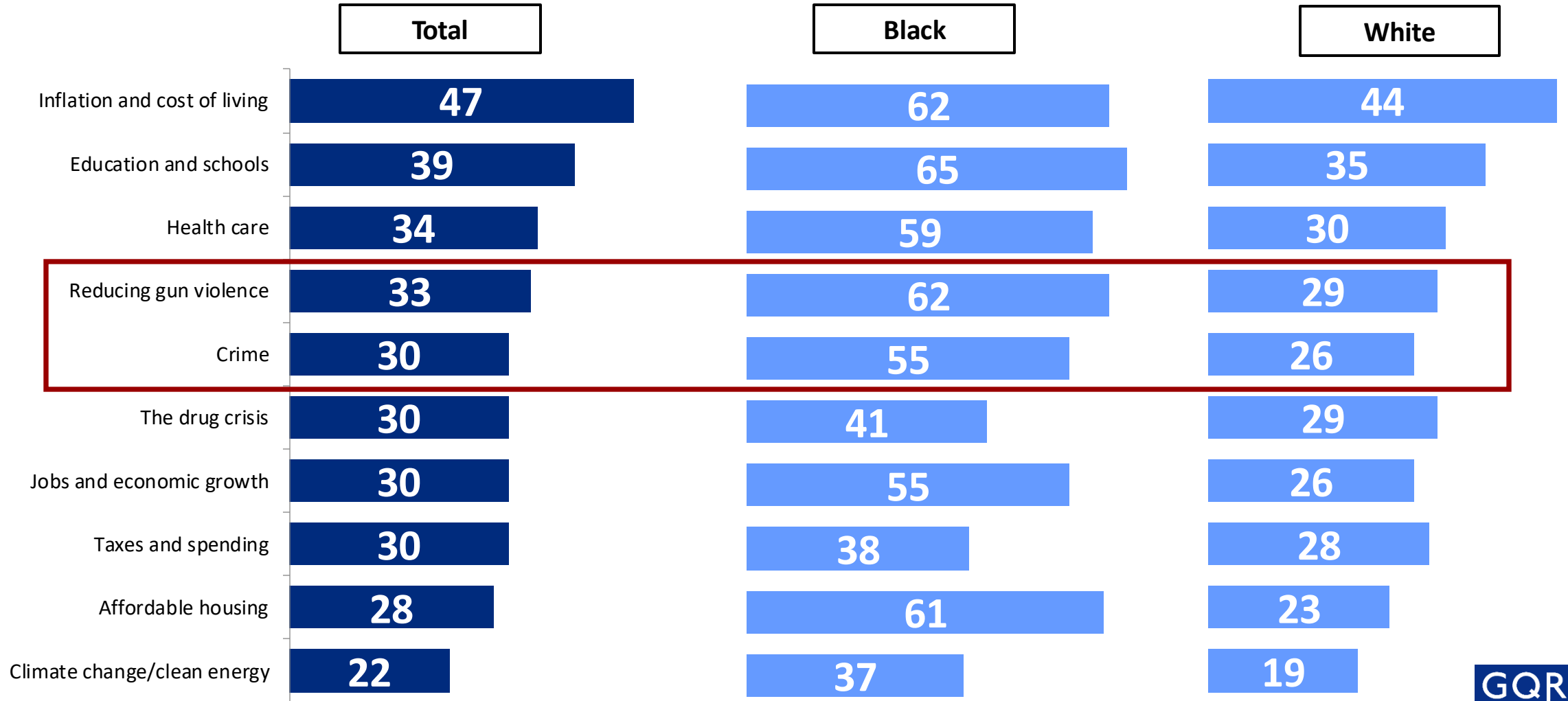
Reducing gun violence has equal priority as dealing with crime

Now I am going to read you a list of issues. For each one I read, please rate how high of a priority you believe this issue should be for Congress over the next two years, where zero is not at all a priority, ten is the highest priority for Congress to address, and five is in the middle. If you have no opinion or have never heard of this issue, please say so. [Percents of respondents who say 10 – highest priority]



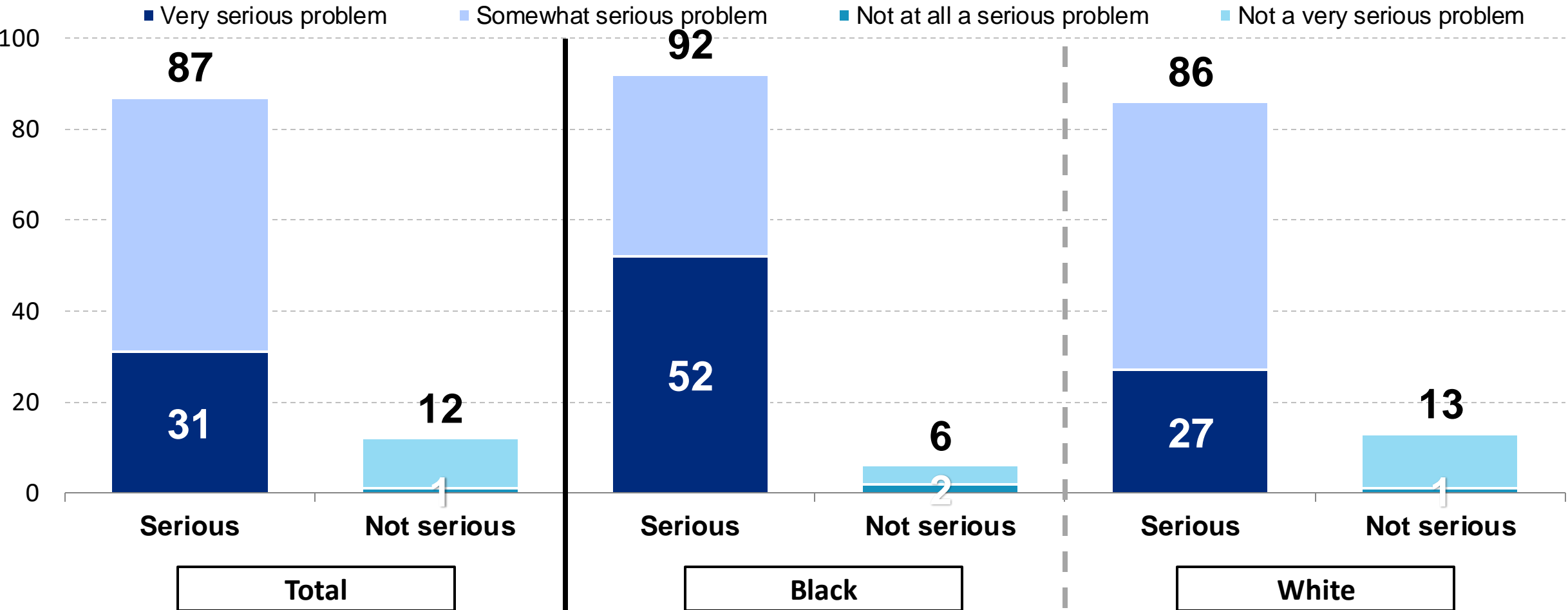
Gun violence and crime matters across race

Now I am going to read you a list of issues. For each one I read, please rate how high of a priority you believe this issue should be for Congress over the next two years, where zero is not at all a priority, ten is the highest priority for Congress to address, and five is in the middle. If you have no opinion or have never heard of this issue, please say so. [Percents of respondents who say 10 – highest priority]



Overall crime seen as serious problem on MI; over half of Black voters say very serious problem

How serious of a problem is crime in Michigan?

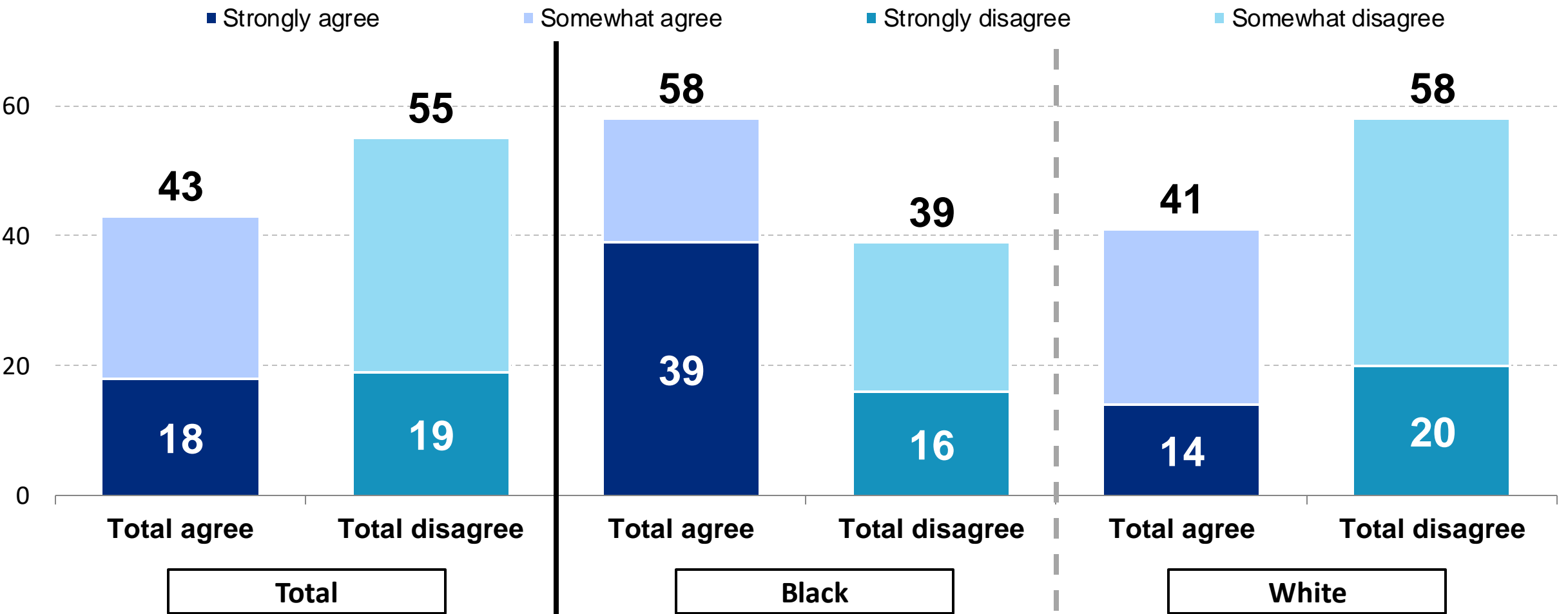


City residents and Black women most likely to say crime is a very serious problem

	<i>Very Serious Problem</i>	<i>Somewhat Serious Problem</i>
Total	31	56
Democrat	35	54
Independent	26	58
Republican	33	56
Blue Collar/Industrial	35	54
Upwardly Mobile	25	61
Detroit/Dearborn	58	35
Rural/Rest of state	27	58
White men	23	59
White women	31	58
Black men	41	48
Black women	61	34

Black voters more likely than white voters to say crime is a serious problem in their community

Do you agree or disagree with the following statement: *I think crime is a serious problem in my community.*



Black women and voters in Detroit also most likely to say crime is a problem in their communities

	<i>Total Agree – Disagree</i>
Total	43 – 55
Democrat	47 – 52
Independent	43 – 56
Republican	41 – 59
Blue Collar/Industrial	49 – 50
Upwardly Mobile	39 – 60
Detroit/Dearborn	73 – 24
Rural/Rest of state	37 – 62
Younger people	48 – 51
Older people	40 – 59
White men	38 – 61
White women	44 – 56
Black men	51 – 47
Black women	64 – 32



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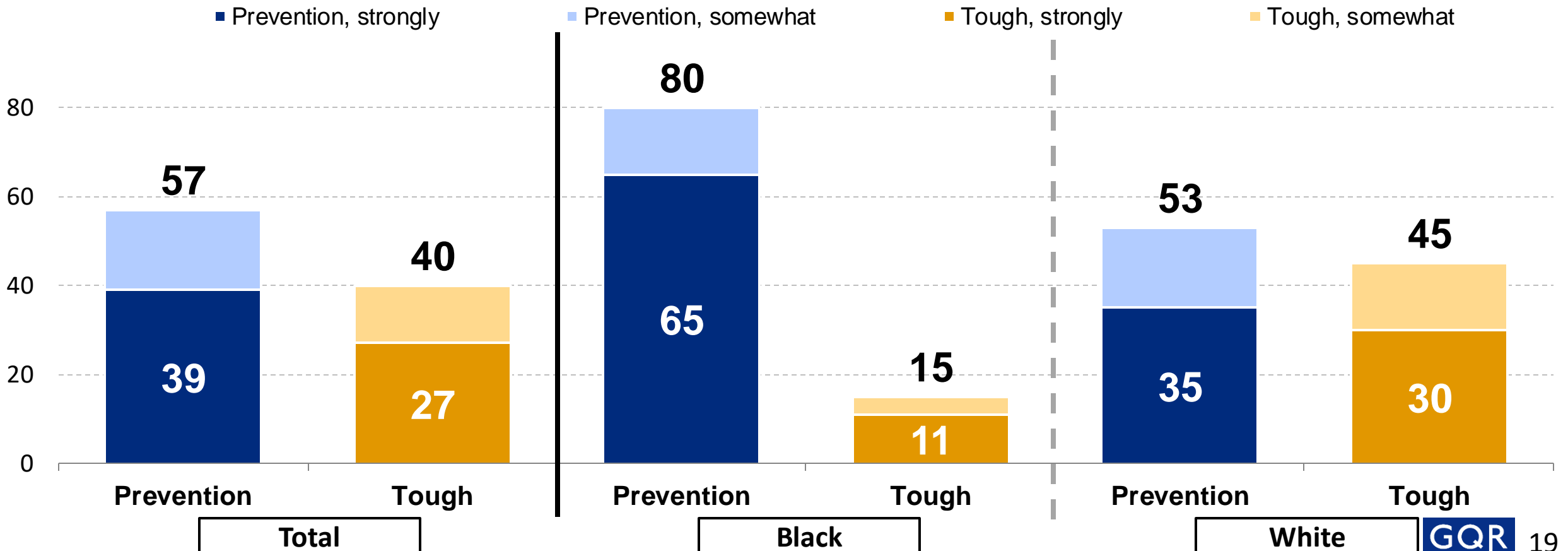
Crime and public safety policies

Comprehensive frame does better than “tough on crime”

Now, I am going to read you some statements on the issue of public safety in Michigan. After I read these statements, please tell me which one comes closer to your point of view on how public safety should be handled in Michigan, even if neither is exactly right.

(COMPREHENSIVE) Fully fund things to create safe communities and improve people's quality of life, like good schools, a living wage, and affordable housing, and do more to prevent crime by increasing treatment for mental health and drug addiction and getting illegal guns off the street.

(TOUGH ON CRIME) Doing more to get tough on crime, like having tougher sentences for people convicted of violent crimes, maintaining strong bail laws to keep potentially dangerous people in jail, and providing police more support and resources.



Comprehensive frame does particularly well among Black voters, young people, white women, and in Detroit region

	<i>Prevention frame</i>	<i>Tough on crime frame</i>
Total	57	40
Democrat	79	19
Independent	59	37
Republican	30	68
Blue Collar/Industrial	58	40
Upwardly Mobile	60	36
Detroit/Dearborn	75	22
Rural/Rest of state	50	47
Younger people	66	31
Older people	49	48
White men	45	52
White women	60	38
Black men	89	4
Black women	72	25

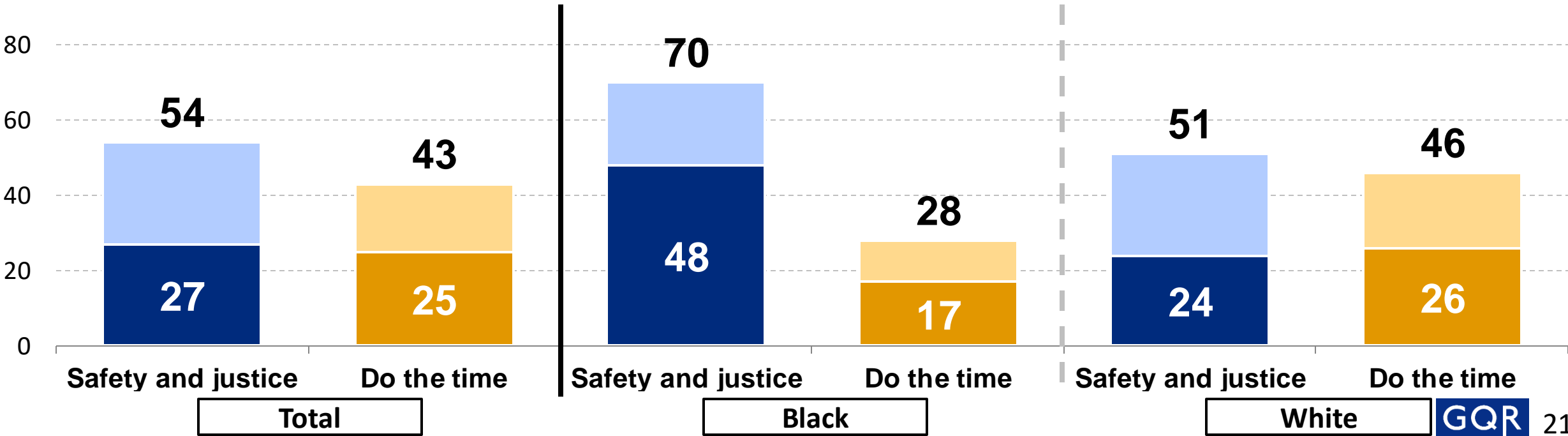
Safety and justice frame does well with Black voters, white voters split

Now, I am going to read you some statements on the issue of public safety in Michigan. After I read these statements, please tell me which one comes closer to your point of view on how public safety should be handled in Michigan, even if neither is exactly right.

(DEM - WE CAN HAVE SAFETY AND JUSTICE) Some say crime is out of control and, to make communities safe, people who break the law must be held accountable. This means seeing the harm they've done, accepting the consequences, learning from mistakes, and changing their behavior. Harsh punishment and long sentences alone lead to more violence. We need to provide people with programs that work to turn their lives around and prevent future crime.

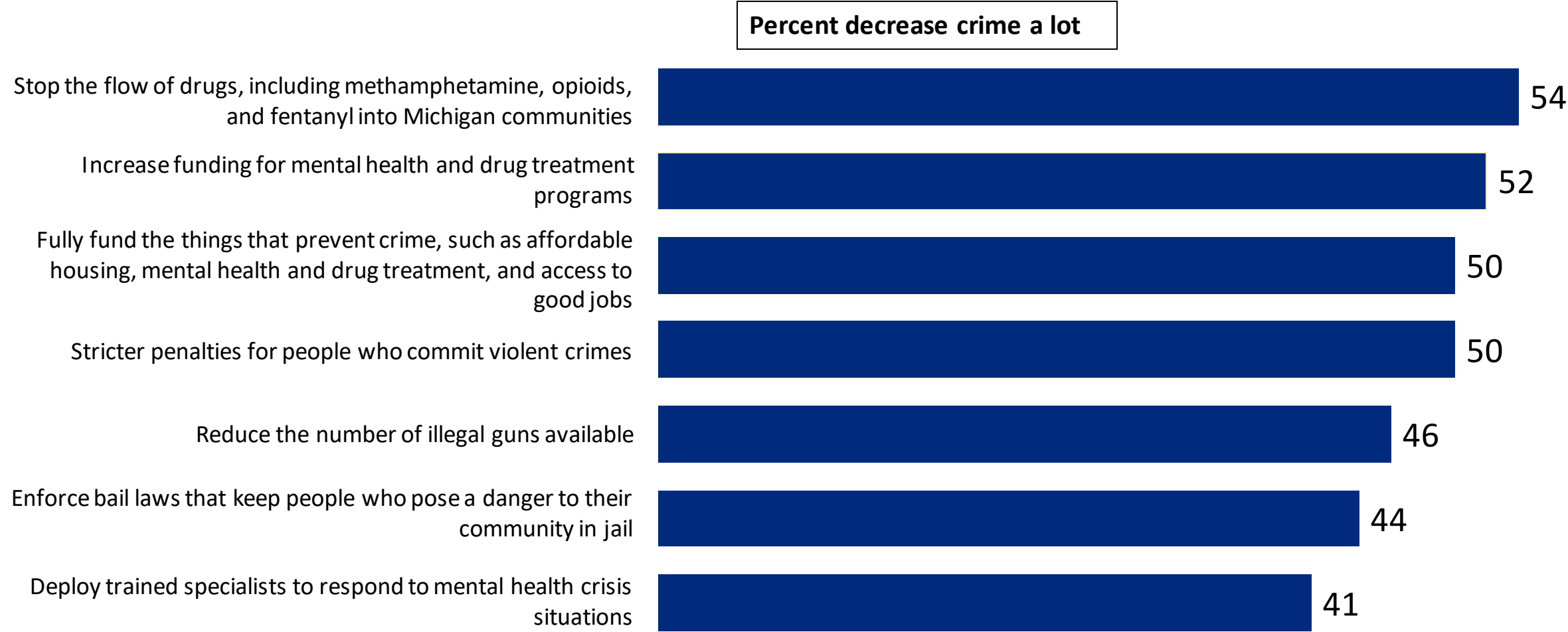
(REP - DO THE CRIME, DO THE TIME) Others say crime is out of control, and we need to make sure that people who break the law are held accountable by enforcing strict punishments. If you do the crime, you should do the time, and that means serving the full sentence. Offenders shouldn't be able to get out of jail or prison early simply because they complete programs or have a good track record behind bars.

■ Safety and justice, strongly ■ Safety and justice, somewhat ■ Do the time, strongly ■ Do the time, somewhat



Drugs, prevention and reducing violent crime are top policies in Michigan

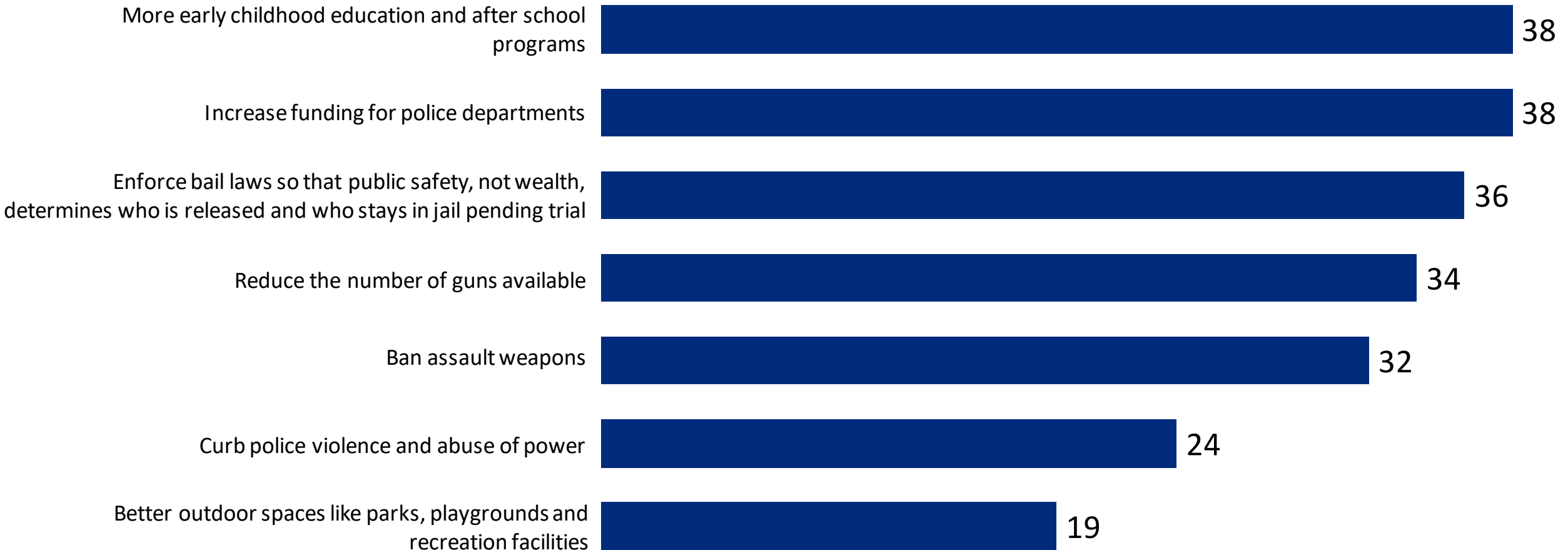
Now I will read you some statements. For each statement, to what extent, if at all, do you believe the following proposals would decrease crime in Michigan?



Second tier policies for decreasing crime

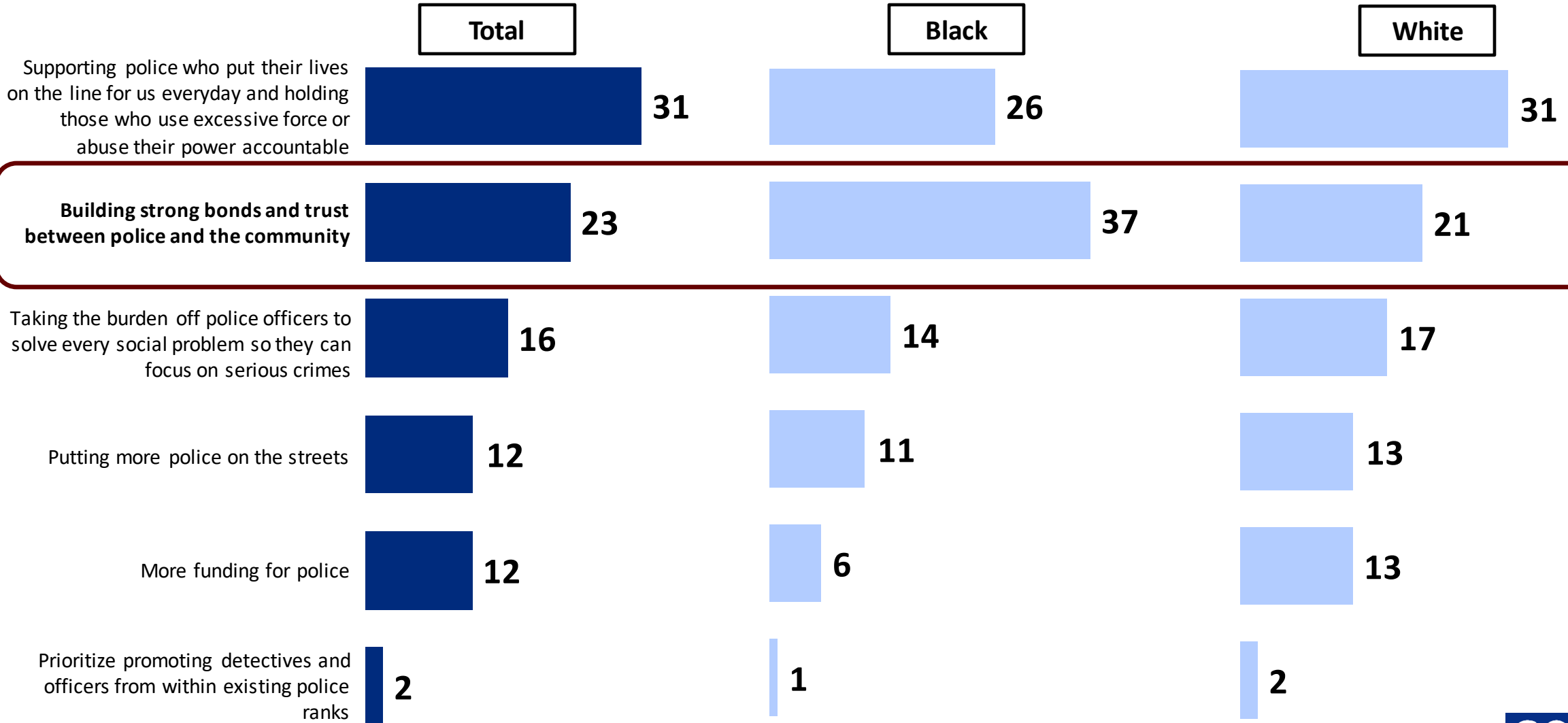
Now I will read you some statements. For each statement, to what extent, if at all, do you believe the following proposals would decrease crime in Michigan?

Percent decrease crime a lot



Black voters prioritize building strong bonds and trust between police and the community

Which of the following statements about the police do you support the most, even if none is exactly right:





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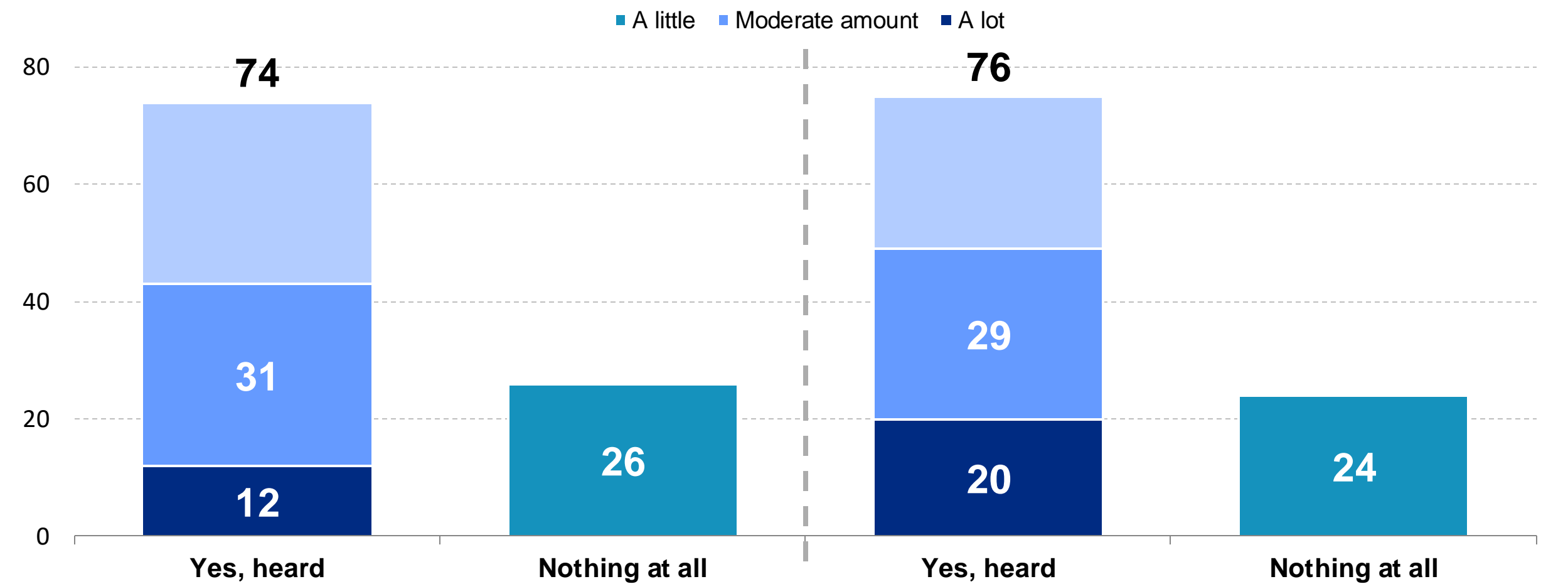
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Crime through a Political Lens

Voters hearing from both parties on crime, more intensity from GOP

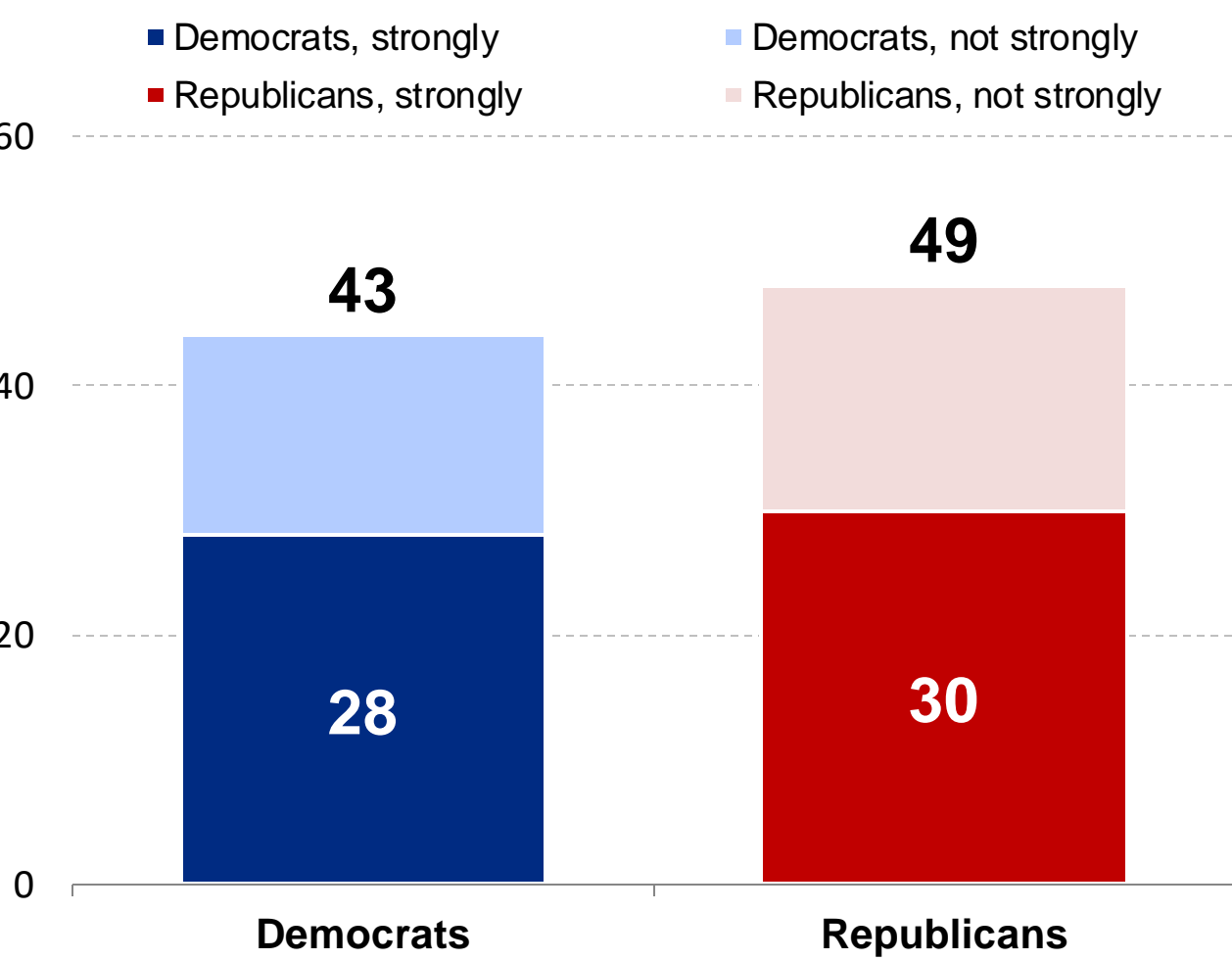
How much do you hear from **Democrats** on crime and making communities safer? Would you say you've heard a lot, a moderate amount, just a little, or nothing at all?

How much do you hear from **Republicans** on crime and making communities safer? Would you say you've heard a lot, a moderate amount, just a little, or nothing at all?



Republicans have slight edge on reducing crime overall, large gender gap among white voters

Please tell me if you trust Democrats in Michigan or Republicans in Michigan more on reducing crime and making communities safer?



	Total Dem – Total Rep
Total	43 – 49
White	40 – 55
Black	70 – 13
White men	31 – 62
White women	48 – 48
Black men	70 – 12
Black women	70 – 14
Blue Collar/Industrial	44 – 47
Upwardly Mobile	50 – 44
Detroit/Dearborn	67 – 19
Rural/Rest of state	33 – 60

Framing crime in partisan context

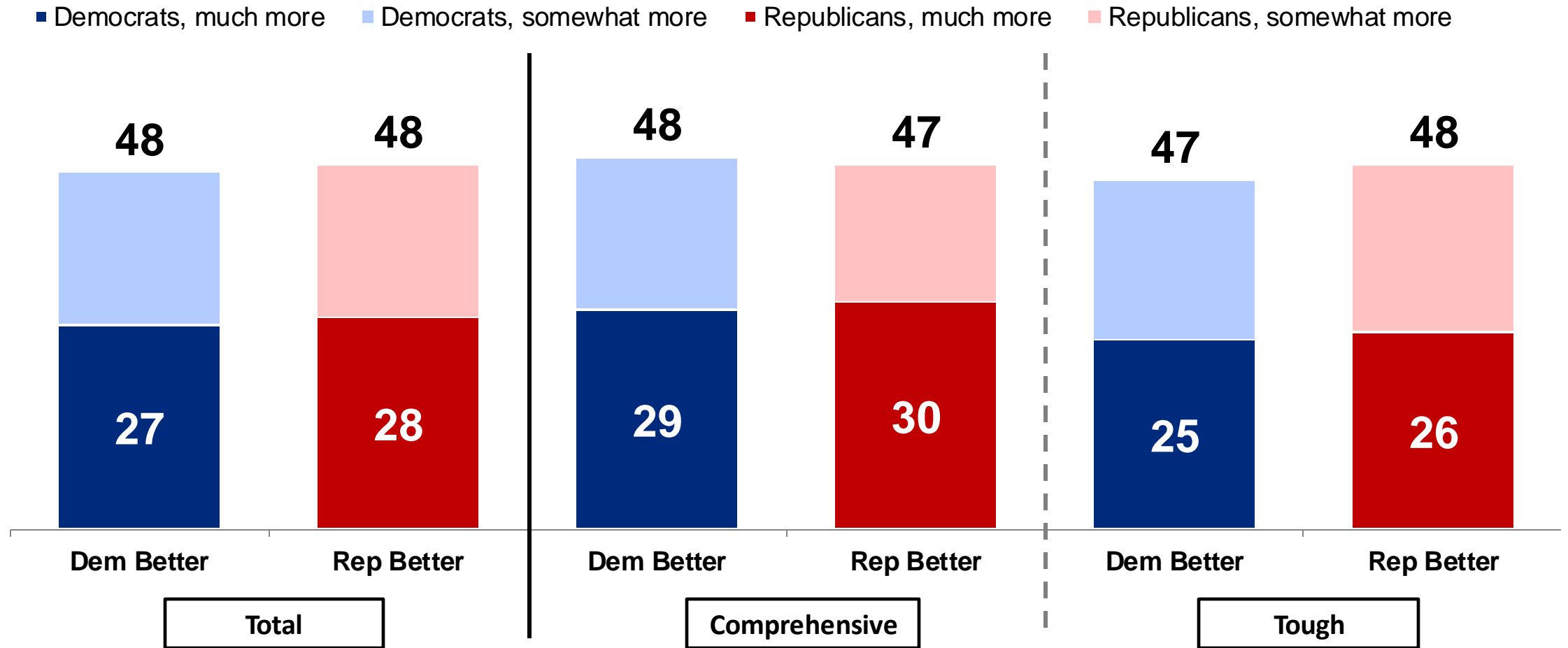
(SPLIT) (DEM COMPREHENSIVE FRAME) Democrats will make Michigan's communities safer, preventing crime before it happens by investing in schools, housing, and mental health and addiction programs. Addressing violent crime means getting illegal guns off the street, improving police response times and solving serious crime. Democrats support police who put their lives on the line but also hold them accountable for abuse. Unlike Republicans, who oppose programs that prevent crime and common-sense gun laws, Democrats have solutions that work to make every neighborhood safe.

(SPLIT) (DEM TOUGH FRAME) Democrats will restore law and order to Michigan's communities. Addressing crime means getting illegal guns off the street, improving police response times and solving serious crime. Democrats will add more funding for police, crack down on violent criminals, and go after the worst offenders by imposing stricter sentences. Unlike Republicans, who talk a big game but oppose common-sense gun safety laws, Democrats know what works to be both tough and smart on crime.

(GOP) Republicans are tackling crime and protecting law-abiding Michiganders. They will stop the revolving door for criminals, make sure criminals serve their full sentence and force prosecutors to prosecute all cases, big and small. Republicans will "back the Blue" by increasing police funding and putting more officers on the streets. Unlike Democrats, who support "soft on crime" policies like eliminating cash bail and releasing violent criminals from prison early, Republicans will restore law and order to stop crime.

Voters split on crime when put in a partisan context

Now, I am going to read you statements that Democrats and Republicans are making about addressing crime and public safety in Michigan. Which of the following statements do you agree with more, even if neither is exactly right?

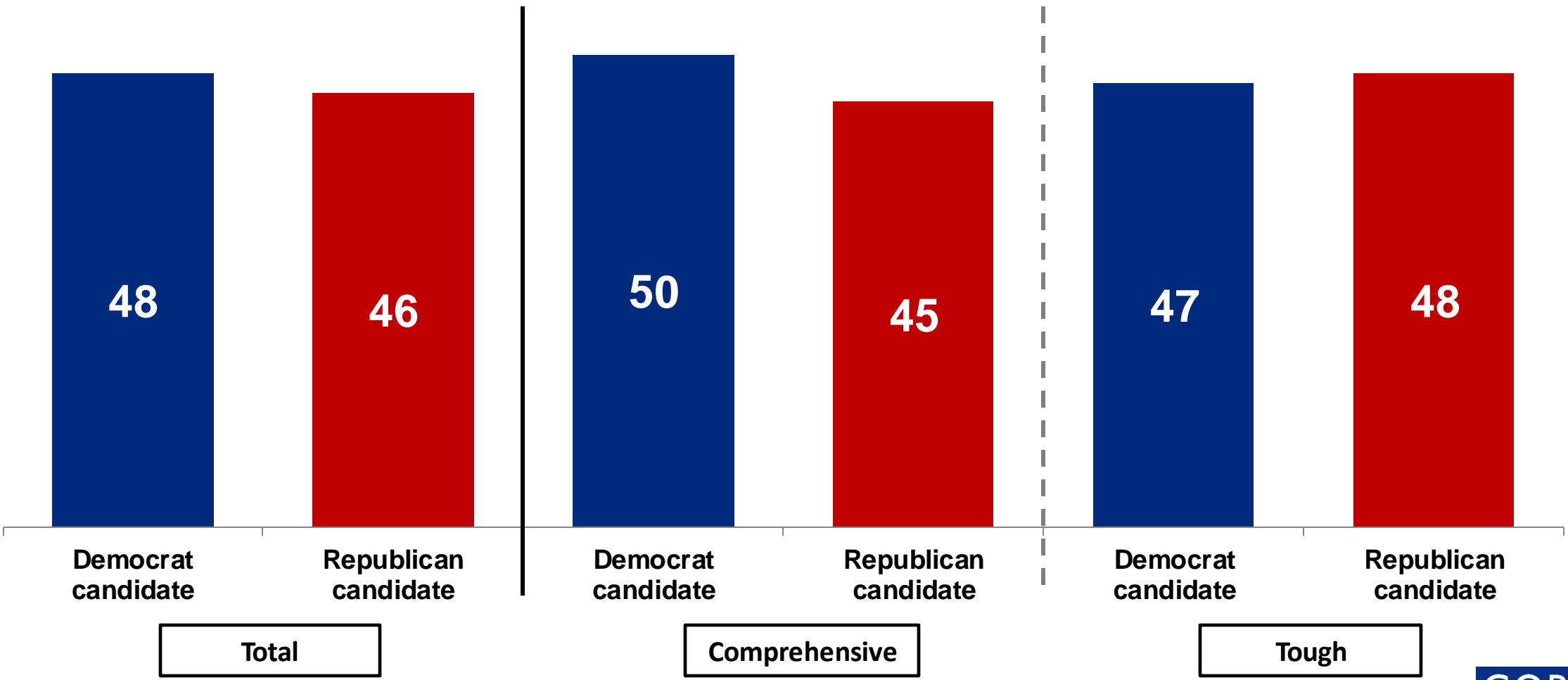


Democrats' comprehensive framing is preferred among independents, young people, even generates gains among white men

	<i>Comprehensive Frame</i>	<i>Tough Frame</i>
Total	48 – 47 (+1)	47 – 48 (-1)
Democrat	90 – 9 (+81)	89 – 7 (+82)
Independent	47 – 46 (+1)	42 – 51 (-9)
Republican	7 – 90 (-83)	4 – 93 (-89)
Blue Collar/Industrial	50 – 46 (+4)	49 – 45 (+4)
Upwardly Mobile	56 – 41 (+15)	48 – 45 (+3)
Detroit/Dearborn	84 – 7 (+77)	83 – 12 (+71)
Rural/Rest of state	33 – 62 (-29)	36 – 62 (-26)
Younger people	58 – 40 (+18)	53 – 43 (+10)
Older people	41 – 54 (-13)	41 – 54 (-13)
White men	39 – 57 (-18)	33 – 63 (-30)
White women	48 – 50 (-2)	48 – 47 (+1)
Black men	72 – 17 (+55)	72 – 16 (+56)
Black women	95 – 5 (+90)	87 – 5 (+82)

After more information, there is little movement in the topline legislative vote

Thinking about the election for Michigan state legislature in November 2024, if the election were held today, for whom would you vote - the Democratic candidate or the Republican candidate?



After messaging, comprehensive frame nets substantial Democrat gains in legislative vote preference among independents, in swing regions

	<i>Comprehensive Frame</i>	<i>Tough Frame</i>
Total	50 – 45 (+5)	47 – 48 (-1)
Democrat	95 – 1 (+94)	94 – 3 (+91)
Independent	50 – 40 (+10)	39 – 53 (-14)
Independent women	55 – 38 (+17)	43 – 50 (-7)
Independent men	46 – 41 (+5)	35 – 55 (-20)
Republican	3 – 97 (-94)	3 – 96 (-93)
Blue Collar/Industrial	54 – 41 (+13)	45 – 48 (-3)
Upwardly Mobile	58 – 37 (+21)	53 – 43 (+10)
Detroit/Dearborn	81 – 9 (+72)	81 – 18 (+63)
Rural/Rest of state	33 – 62 (-29)	36 – 59 (-23)
Younger people	59 – 37 (+22)	52 – 43 (+9)
Older people	42 – 52 (-10)	42 – 53 (-11)
White men	39 – 55 (-16)	33 – 62 (-29)
White women	50 – 46 (+4)	49 – 48 (+1)
Black men	77 – 9 (+68)	86 – 6 (+80)
Black women	86 – 11 (+75)	84 – 13 (+71)



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Key Findings

Key findings

- Michigan voters place crime and gun violence among their top concerns.
 - Democrats rate reducing gun violence as their top priority – above cost of living and inflation.
 - Black voters rate reducing gun violence and crime as top priorities.
- Voters tie the drug crisis closely to crime – their top ways to decrease crime deal with stopping fentanyl, opioids, and methamphetamines and providing treatment.
- The comprehensive frame is more popular than the tough on crime frame
 - Particularly among young and Black voters, those in Detroit, and in the upwardly mobile and blue-collar industrial regions
- Michiganders think Republicans are slightly better at reducing crime, indicating a need for Democrats to speak to the issue more.
- After hearing a comprehensive frame for Democrats, their support in the 2024 legislative elections slightly increases overall, and increases considerably among independents, young people, white men, and in swing regions across the state.



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Thank you

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