



Michigan Survey Results

Q1 Do you approve or disapprove of President Donald Trump's job performance?

Approve 42%
Disapprove 53%
Not sure 5%

Q2 If the election for US President were held today, would you vote for Democrat Joe Biden or Republican Donald Trump?

Joe Biden 51%
Donald Trump 44%
Not sure 5%

Q3 If the candidates for US Senate this fall were Democrat Gary Peters and Republican John James, who would you vote for?

Gary Peters 49%
John James 42%
Not sure 9%

Q4 Do you support or oppose background checks on all gun sales, which would close loopholes in the federal law that currently make it easier for dangerous people to buy guns at gun shows and online without a background check?

Support 79%
Oppose 13%
Not sure 8%

Q5 If a candidate for office opposed background checks on all gun sales, would that make you less likely or more likely to vote for that candidate, or would it not make a difference?

Less likely 48%
More likely 13%
It wouldn't make a difference 27%
Not sure 12%

Q6 If you knew that the candidates for US Senate in your state had different positions on background checks: would you be more likely to vote for the candidate who supports background checks, would you be more likely to vote for the candidate who opposes background checks, or would this not influence your vote?

Would be more likely to vote for candidate who supports background checks 56%
Would be more likely to vote for candidate who opposes background checks 9%
This wouldn't influence my vote 29%
Not sure 6%

Q7 Based on what you know, do you think President Trump supports or opposes background checks on all gun sales?

Think President Trump supports background checks on all gun sales 23%
Think President Trump opposes background checks on all gun sales 48%
Not sure 30%

Q8 Based on what you know, do you think Senate nominee John James supports or opposes background checks on all gun sales?

Think John James supports background checks on all gun sales 19%
Think John James opposes background checks on all gun sales 27%
Not sure 54%

Q9 In the 2016 election for President, did you vote for Republican Donald Trump, Democrat Hillary Clinton, someone else, or did you not vote in the election?

Donald Trump 46%
Hillary Clinton 45%
Someone else / Did not vote 9%





Q10 If you are a woman, press 1. If a man, press 2.
If you are gender non-binary, press 3

<i>Woman</i>	52%
<i>Man</i>	46%
<i>Gender non-binary</i>	2%

Q11 If you are a Democrat, press 1. If a Republican, press 2. If an independent, press 3.

<i>Democrat</i>	38%
<i>Republican</i>	33%
<i>Independent</i>	29%

Q12 If you are Hispanic or Latino, press 1. If white, press 2. If African-American, press 3. If other, press 4.

<i>Hispanic or Latino</i>	3%
<i>White</i>	79%
<i>African-American</i>	13%
<i>Other</i>	5%

Q13 If you are 18-45 years old, press 1. If 46-65, press 2. If older than 65, press 3.

<i>18 to 45</i>	32%
<i>46 to 65</i>	43%
<i>Older than 65</i>	25%

Q14 What is the highest level of education you have received: high school graduate or less, some college but did not finish, 2-year college degree, 4-year college degree, or post-graduate degree?

<i>High school graduate or less</i>	30%
<i>Some college but did not finish</i>	23%
<i>2-year college degree</i>	12%
<i>4-year college degree</i>	21%
<i>Post-graduate degree</i>	13%

Q15 Mode

<i>Landline</i>	50%
<i>Text</i>	50%

Q16 Media Market

<i>Detroit</i>	49%
<i>Flint</i>	11%
<i>Grand Rapids</i>	20%
<i>Lansing</i>	7%
<i>Marquette</i>	2%
<i>Traverse City</i>	7%
<i>Other</i>	4%





	Base	2016 Vote		
		Donald Trump	Hillary Clinton	Someone else / Did not vote
Trump Approval				
Approve	42%	86%	2%	23%
Disapprove	53%	9%	94%	64%
Not sure	5%	5%	4%	12%

	Base	2016 Vote		
		Donald Trump	Hillary Clinton	Someone else / Did not vote
Biden / Trump				
Joe Biden	51%	7%	93%	56%
Donald Trump	44%	89%	2%	29%
Not sure	5%	4%	4%	15%

	Base	2016 Vote		
		Donald Trump	Hillary Clinton	Someone else / Did not vote
Peters / James				
Gary Peters	49%	10%	90%	40%
John James	42%	80%	4%	37%
Not sure	9%	10%	6%	23%



	Base	2016 Vote		
		Donald Trump	Hillary Clinton	Someone else / Did not vote
Universal Background Checks Support / Oppose				
Support	79%	66%	93%	76%
Oppose	13%	22%	4%	14%
Not sure	8%	12%	3%	10%

	Base	2016 Vote		
		Donald Trump	Hillary Clinton	Someone else / Did not vote
Candidate Opposed Universal Background Checks Less / More Likely to Vote				
Less likely	48%	31%	65%	42%
More likely	13%	18%	9%	11%
It wouldn't make a difference	27%	40%	14%	35%
Not sure	12%	11%	12%	12%



	Base	2016 Vote		
		Donald Trump	Hillary Clinton	Someone else / Did not vote
More Likely To Vote For Candidate Who Supports / Opposes Background Checks				
Would be more likely to vote for candidate who supports background checks	56%	34%	77%	54%
Would be more likely to vote for candidate who opposes background checks	9%	17%	1%	10%
This wouldn't influence my vote	29%	43%	15%	32%
Not sure	6%	6%	7%	4%

	Base	2016 Vote		
		Donald Trump	Hillary Clinton	Someone else / Did not vote
Think Trump Supports / Opposes Universal Background Checks				
Think President Trump supports background checks on all gun sales	23%	43%	3%	23%
Think President Trump opposes background checks on all gun sales	48%	18%	77%	37%
Not sure	30%	39%	20%	40%





	Base	2016 Vote		
		Donald Trump	Hillary Clinton	Someone else / Did not vote
Think James Supports / Opposes Universal Background Checks				
Think John James supports background checks on all gun sales	19%	31%	8%	22%
Think John James opposes background checks on all gun sales	27%	13%	42%	14%
Not sure	54%	57%	49%	64%

	Base	Gender		
		Woman	Man	Gender non-binary
Trump Approval				
Approve	42%	37%	48%	38%
Disapprove	53%	58%	47%	48%
Not sure	5%	5%	5%	14%

	Base	Gender		
		Woman	Man	Gender non-binary
Biden / Trump				
Joe Biden	51%	57%	45%	48%
Donald Trump	44%	38%	51%	38%
Not sure	5%	5%	5%	14%





	Base	Gender		
		Woman	Man	Gender non-binary
Peters / James				
Gary Peters	49%	55%	42%	53%
John James	42%	35%	49%	26%
Not sure	9%	10%	8%	22%

	Base	Gender		
		Woman	Man	Gender non-binary
Universal Background Checks Support / Oppose				
Support	79%	85%	75%	21%
Oppose	13%	7%	19%	57%
Not sure	8%	8%	6%	22%

	Base	Gender		
		Woman	Man	Gender non-binary
Candidate Opposed Universal Background Checks Less / More Likely to Vote				
Less likely	48%	51%	45%	52%
More likely	13%	12%	14%	19%
It wouldn't make a difference	27%	22%	34%	15%
Not sure	12%	15%	7%	14%





	Base	Gender		
		Woman	Man	Gender non-binary
More Likely To Vote For Candidate Who Supports / Opposes Background Checks				
Would be more likely to vote for candidate who supports background checks	56%	64%	48%	23%
Would be more likely to vote for candidate who opposes background checks	9%	4%	14%	5%
This wouldn't influence my vote	29%	24%	33%	63%
Not sure	6%	8%	4%	9%

	Base	Gender		
		Woman	Man	Gender non-binary
Think Trump Supports / Opposes Universal Background Checks				
Think President Trump supports background checks on all gun sales	23%	21%	25%	17%
Think President Trump opposes background checks on all gun sales	48%	47%	48%	59%
Not sure	30%	32%	27%	23%



	Base	Gender		
		Woman	Man	Gender non-binary
Think James Supports / Opposes Universal Background Checks				
Think John James supports background checks on all gun sales	19%	18%	21%	18%
Think John James opposes background checks on all gun sales	27%	23%	30%	62%
Not sure	54%	60%	48%	20%

	Base	Party		
		Democrat	Republican	Independent
Trump Approval				
Approve	42%	7%	90%	35%
Disapprove	53%	91%	8%	52%
Not sure	5%	2%	2%	13%

	Base	Party		
		Democrat	Republican	Independent
Biden / Trump				
Joe Biden	51%	91%	6%	49%
Donald Trump	44%	8%	91%	39%
Not sure	5%	2%	3%	12%



	Base	Party		
		Democrat	Republican	Independent
Peters / James				
Gary Peters	49%	87%	8%	46%
John James	42%	8%	85%	38%
Not sure	9%	6%	8%	16%

	Base	Party		
		Democrat	Republican	Independent
Universal Background Checks Support / Oppose				
Support	79%	90%	67%	78%
Oppose	13%	7%	21%	13%
Not sure	8%	3%	12%	9%

	Base	Party		
		Democrat	Republican	Independent
Candidate Opposed Universal Background Checks Less / More Likely to Vote				
Less likely	48%	66%	32%	42%
More likely	13%	10%	18%	12%
It wouldn't make a difference	27%	14%	40%	31%
Not sure	12%	10%	10%	15%





	Base	Party		
		Democrat	Republican	Independent
More Likely To Vote For Candidate Who Supports / Opposes Background Checks				
Would be more likely to vote for candidate who supports background checks	56%	77%	35%	52%
Would be more likely to vote for candidate who opposes background checks	9%	1%	18%	7%
This wouldn't influence my vote	29%	18%	42%	30%
Not sure	6%	3%	5%	11%

	Base	Party		
		Democrat	Republican	Independent
Think Trump Supports / Opposes Universal Background Checks				
Think President Trump supports background checks on all gun sales	23%	8%	46%	16%
Think President Trump opposes background checks on all gun sales	48%	76%	19%	42%
Not sure	30%	16%	35%	42%





	Base	Party		
		Democrat	Republican	Independent
Think James Supports / Opposes Universal Background Checks				
Think John James supports background checks on all gun sales	19%	11%	35%	14%
Think John James opposes background checks on all gun sales	27%	42%	13%	22%
Not sure	54%	48%	52%	64%

	Base	Race			
		Hispanic or Latino	White	African-American	Other
Trump Approval					
Approve	42%	35%	50%	3%	18%
Disapprove	53%	63%	47%	88%	57%
Not sure	5%	2%	3%	9%	25%

	Base	Race			
		Hispanic or Latino	White	African-American	Other
Biden / Trump					
Joe Biden	51%	64%	46%	79%	51%
Donald Trump	44%	33%	50%	12%	31%
Not sure	5%	4%	4%	9%	18%





	Base	Race			
		Hispanic or Latino	White	African-American	Other
Peters / James					
Gary Peters	49%	67%	43%	82%	51%
John James	42%	26%	48%	12%	31%
Not sure	9%	8%	9%	6%	18%

	Base	Race			
		Hispanic or Latino	White	African-American	Other
Universal Background Checks Support / Oppose					
Support	79%	65%	79%	78%	88%
Oppose	13%	33%	13%	14%	6%
Not sure	8%	2%	8%	8%	6%

	Base	Race			
		Hispanic or Latino	White	African-American	Other
Candidate Opposed Universal Background Checks Less / More Likely to Vote					
Less likely	48%	75%	47%	47%	57%
More likely	13%	2%	13%	18%	5%
It wouldn't make a difference	27%	22%	30%	13%	15%
Not sure	12%	-	10%	22%	23%





	Base	Race			
		Hispanic or Latino	White	African-American	Other
More Likely To Vote For Candidate Who Supports / Opposes Background Checks					
Would be more likely to vote for candidate who supports background checks	56%	52%	55%	60%	65%
Would be more likely to vote for candidate who opposes background checks	9%	11%	10%	3%	5%
This wouldn't influence my vote	29%	38%	30%	25%	15%
Not sure	6%	-	5%	13%	16%

	Base	Race			
		Hispanic or Latino	White	African-American	Other
Think Trump Supports / Opposes Universal Background Checks					
Think President Trump supports background checks on all gun sales	23%	55%	24%	10%	11%
Think President Trump opposes background checks on all gun sales	48%	32%	45%	72%	48%
Not sure	30%	13%	31%	18%	41%





	Base	Race			
		Hispanic or Latino	White	African-American	Other
Think James Supports / Opposes Universal Background Checks					
Think John James supports background checks on all gun sales	19%	16%	21%	18%	2%
Think John James opposes background checks on all gun sales	27%	-	26%	32%	34%
Not sure	54%	84%	53%	50%	64%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Trump Approval				
Approve	42%	33%	44%	49%
Disapprove	53%	59%	51%	47%
Not sure	5%	7%	4%	4%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Biden / Trump				
Joe Biden	51%	55%	50%	47%
Donald Trump	44%	39%	45%	48%
Not sure	5%	5%	5%	4%





	Base	Age		
		18 to 45	46 to 65	Older than 65
Peters / James				
Gary Peters	49%	49%	50%	48%
John James	42%	42%	42%	41%
Not sure	9%	9%	8%	11%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Universal Background Checks Support / Oppose				
Support	79%	77%	78%	86%
Oppose	13%	16%	15%	7%
Not sure	8%	8%	8%	7%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Candidate Opposed Universal Background Checks Less / More Likely to Vote				
Less likely	48%	56%	45%	45%
More likely	13%	11%	13%	15%
It wouldn't make a difference	27%	25%	29%	26%
Not sure	12%	8%	13%	14%





	Base	Age		
		18 to 45	46 to 65	Older than 65
More Likely To Vote For Candidate Who Supports / Opposes Background Checks				
Would be more likely to vote for candidate who supports background checks	56%	53%	52%	66%
Would be more likely to vote for candidate who opposes background checks	9%	11%	10%	4%
This wouldn't influence my vote	29%	31%	30%	25%
Not sure	6%	5%	8%	4%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Think Trump Supports / Opposes Universal Background Checks				
Think President Trump supports background checks on all gun sales	23%	19%	23%	28%
Think President Trump opposes background checks on all gun sales	48%	58%	45%	39%
Not sure	30%	23%	32%	33%





	Base	Age		
		18 to 45	46 to 65	Older than 65
Think James Supports / Opposes Universal Background Checks				
Think John James supports background checks on all gun sales	19%	15%	19%	25%
Think John James opposes background checks on all gun sales	27%	39%	24%	17%
Not sure	54%	46%	57%	58%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Trump Approval						
Approve	42%	48%	45%	58%	37%	19%
Disapprove	53%	40%	52%	38%	63%	78%
Not sure	5%	12%	3%	4%	0%	3%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Biden / Trump						
Joe Biden	51%	40%	52%	35%	58%	75%
Donald Trump	44%	52%	45%	62%	37%	21%
Not sure	5%	8%	3%	3%	5%	4%



	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Peters / James						
Gary Peters	49%	43%	50%	34%	53%	70%
John James	42%	47%	43%	52%	39%	22%
Not sure	9%	11%	7%	14%	8%	8%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Universal Background Checks Support / Oppose						
Support	79%	79%	77%	68%	82%	89%
Oppose	13%	11%	15%	23%	14%	4%
Not sure	8%	9%	8%	9%	4%	7%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Candidate Opposed Universal Background Checks Less / More Likely to Vote						
Less likely	48%	47%	41%	34%	54%	63%
More likely	13%	14%	13%	22%	11%	9%
It wouldn't make a difference	27%	26%	37%	28%	21%	23%
Not sure	12%	12%	10%	15%	14%	5%



	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
More Likely To Vote For Candidate Who Supports / Opposes Background Checks						
Would be more likely to vote for candidate who supports background checks	56%	48%	58%	44%	58%	75%
Would be more likely to vote for candidate who opposes background checks	9%	8%	7%	19%	8%	4%
This wouldn't influence my vote	29%	37%	30%	30%	25%	19%
Not sure	6%	8%	5%	6%	9%	2%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Think Trump Supports / Opposes Universal Background Checks						
Think President Trump supports background checks on all gun sales	23%	32%	29%	21%	15%	7%
Think President Trump opposes background checks on all gun sales	48%	29%	49%	43%	58%	69%
Not sure	30%	39%	21%	36%	27%	24%





	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Think James Supports / Opposes Universal Background Checks						
Think John James supports background checks on all gun sales	19%	27%	23%	17%	17%	6%
Think John James opposes background checks on all gun sales	27%	16%	27%	24%	31%	45%
Not sure	54%	58%	50%	59%	53%	49%

	Base	Mode	
		Landline	Text
Trump Approval			
Approve	42%	43%	41%
Disapprove	53%	54%	52%
Not sure	5%	3%	7%

	Base	Mode	
		Landline	Text
Biden / Trump			
Joe Biden	51%	53%	49%
Donald Trump	44%	44%	44%
Not sure	5%	4%	6%



	Base	Mode	
		Landline	Text
Peters / James			
Gary Peters	49%	50%	48%
John James	42%	43%	41%
Not sure	9%	7%	11%

	Base	Mode	
		Landline	Text
Universal Background Checks Support / Oppose			
Support	79%	76%	83%
Oppose	13%	17%	10%
Not sure	8%	8%	8%

	Base	Mode	
		Landline	Text
Candidate Opposed Universal Background Checks Less / More Likely to Vote			
Less likely	48%	48%	48%
More likely	13%	17%	9%
It wouldn't make a difference	27%	25%	30%
Not sure	12%	10%	13%



	Base	Mode	
		Landline	Text
More Likely To Vote For Candidate Who Supports / Opposes Background Checks			
Would be more likely to vote for candidate who supports background checks	56%	58%	54%
Would be more likely to vote for candidate who opposes background checks	9%	9%	8%
This wouldn't influence my vote	29%	30%	28%
Not sure	6%	3%	9%

	Base	Mode	
		Landline	Text
Think Trump Supports / Opposes Universal Background Checks			
Think President Trump supports background checks on all gun sales	23%	26%	19%
Think President Trump opposes background checks on all gun sales	48%	45%	51%
Not sure	30%	29%	30%





	Base	Mode	
		Landline	Text
Think James Supports / Opposes Universal Background Checks			
Think John James supports background checks on all gun sales	19%	23%	16%
Think John James opposes background checks on all gun sales	27%	21%	32%
Not sure	54%	55%	52%

	Base	Media Market						
		Detroit	Flint	Grand Rapids	Lansing	Marquette	Traverse City	Other
Trump Approval								
Approve	42%	35%	39%	49%	51%	54%	52%	67%
Disapprove	53%	58%	53%	50%	47%	46%	44%	33%
Not sure	5%	8%	8%	1%	2%	-	4%	-

	Base	Media Market						
		Detroit	Flint	Grand Rapids	Lansing	Marquette	Traverse City	Other
Biden / Trump								
Joe Biden	51%	56%	44%	50%	47%	43%	44%	36%
Donald Trump	44%	38%	47%	48%	51%	44%	52%	64%
Not sure	5%	6%	9%	2%	2%	13%	4%	-





	Base	Media Market						
		Detroit	Flint	Grand Rapids	Lansing	Marquette	Traverse City	Other
Peters / James								
Gary Peters	49%	55%	43%	48%	44%	46%	38%	32%
John James	42%	37%	44%	45%	35%	42%	55%	61%
Not sure	9%	8%	13%	7%	21%	12%	6%	7%

	Base	Media Market						
		Detroit	Flint	Grand Rapids	Lansing	Marquette	Traverse City	Other
Universal Background Checks Support / Oppose								
Support	79%	83%	71%	74%	82%	85%	72%	90%
Oppose	13%	11%	12%	18%	12%	8%	21%	6%
Not sure	8%	6%	17%	7%	6%	7%	8%	4%

	Base	Media Market						
		Detroit	Flint	Grand Rapids	Lansing	Marquette	Traverse City	Other
Candidate Opposed Universal Background Checks Less / More Likely to Vote								
Less likely	48%	52%	48%	41%	45%	30%	47%	53%
More likely	13%	11%	14%	20%	8%	23%	13%	2%
It wouldn't make a difference	27%	24%	27%	32%	28%	40%	27%	29%
Not sure	12%	12%	11%	7%	19%	7%	14%	16%





	Base	Media Market						
		Detroit	Flint	Grand Rapids	Lansing	Marquette	Traverse City	Other
More Likely To Vote For Candidate Who Supports / Opposes Background Checks								
Would be more likely to vote for candidate who supports background checks	56%	59%	58%	49%	50%	55%	59%	56%
Would be more likely to vote for candidate who opposes background checks	9%	8%	8%	11%	6%	7%	15%	-
This wouldn't influence my vote	29%	26%	30%	36%	30%	37%	20%	33%
Not sure	6%	6%	4%	4%	14%	2%	5%	12%

	Base	Media Market						
		Detroit	Flint	Grand Rapids	Lansing	Marquette	Traverse City	Other
Think Trump Supports / Opposes Universal Background Checks								
Think President Trump supports background checks on all gun sales	23%	16%	24%	33%	18%	21%	32%	36%
Think President Trump opposes background checks on all gun sales	48%	56%	44%	40%	43%	32%	44%	15%
Not sure	30%	28%	32%	27%	39%	47%	23%	49%



	Media Market							
	Base	Detroit	Flint	Grand Rapids	Lansing	Marquette	Traverse City	Other
Think James Supports / Opposes Universal Background Checks								
Think John James supports background checks on all gun sales	19%	15%	20%	25%	19%	15%	26%	32%
Think John James opposes background checks on all gun sales	27%	32%	25%	25%	23%	3%	16%	20%
Not sure	54%	53%	55%	50%	57%	81%	58%	48%