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MICHIGAN POLL®

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Michigan Poll: Presidential Election

Trump Leads Biden by 6% in Head-to-Head Matchup

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LANSING, Mich. – The 2024 presidential election cycle is well underway, and if the election were held today, Donald Trump would beat President Biden by 6%. In a recent MRG-commissioned Michigan Poll®, conducted April 8 to April 11, results show Trump would snag 42% of the vote, with Biden trailing at 36%. These results are consistent with the MRG Fall 2023 Michigan Poll®, where Trump was ahead with 42%, and the Biden vote totaled 35%.

Trump's advantage is a result of his 15%-point lead (39% Trump – 24% Biden) among Independent Voters. The poll also shows Biden is in potential trouble with traditional Democratic voters. Biden is only capturing 57% of the African-American vote, 45% of the Union Vote and 40% of the female vote. A total of 14% of voters say they are planning on voting for someone else.

	Dem	IND	GOP	White	Black	Union	Non-Union	Male	Female
Biden	80%	24%	2%	33%	57%	45%	34%	33%	40%
Trump	3%	39%	84%	47%	15%	31%	45%	47%	38%
Someone Else	13%	22%	11%	13%	16%	12%	14%	12%	15%
Undecided	3%	14%	3%	6%	8%	9%	5%	6%	6%

Geographically, the Detroit media market is a tossup, with Biden winning Detroit and Oakland County and Trump ahead in Macomb and the Balance of Wayne County. Trump is winning in Mid-Michigan, Northern Michigan, the Tri-Cities area and the UP. The two candidates are tied in West Michigan.

Trump Leads by 3% with Potential Third Party and Independent Candidates Added.

Third-party and Independent candidates may be the story of the 2024 elections. They are providing a place for voters who are not happy with President Biden's job and those who do not like Trump to cast their votes.

When you include these potential candidates, the results show Trump at 37%, Biden at 34%, Kennedy at 13%, Stein at 2%, West at 1%, someone else at 3%, and 8% of voters are still undecided.

Over a quarter of Michigan voters, 27%, said that if the election were today, they would either vote for an independent candidate, third-party candidate, or someone else, or they still remain undecided. "Right now, this election is a race between Biden, Trump, and the couch. Both presidential candidates will have to pound the pavement in the coming months to motivate their base and win the support of Michigan voters," said Jenell Leonard, Owner of Marketing Resource Group. "While many have decided who they'll be voting for on the presidential ticket in November, the number of folks not choosing a major party candidate proves this election could end up in a wild-card race."

When provided the name of Independent candidate Robert F. Kennedy, Jr., he is leading President Joe Biden by 1% among Independent Voters (Trump 33%, Kennedy 22%, Biden 21%). Generally, Independents support Trump over Biden, but 45% are either voting for third-party or independent candidates in the 2024 Presidential race. "This election will be fluid with many people making up their minds based on who they think will handle their issue the best, even if they don't like them," said Tom Shields, Senior Advisor to Marketing Resource Group.

Double Haters Choose KennedyA new class of voters in this election does not like either Donald Trump or President Biden. About 15% of the electorate falls into that category. At this time, Kennedy was leading among these voters with 40% of the vote, followed by Trump with 11%, Biden with 10%, West with 7%, and Stein with 5%. Seven percent are still looking for another candidate, and 20% remain undecided.

The Questions and Results

The results and the wording of the questions asked by MRG are as follows:

Q. If the election for President was being held today and the candidates were Democrat Joe Biden and Republican Donald Trump, would you be voting for {ROTATE} Joe Biden the Democrat or Donald Trump, the Republican or someone else? [IF UNDECIDED/DON'T KNOW, ASK:] Well, which way would you say you lean toward as of today?

Vote Biden	33.3%
Lean Biden	3.0%
Vote Trump	38.6%
Lean Trump	3.7%
Vote Someone else	11.8%
Lean Someone else	2.0%
Don't know	6.0%
Refused	1.7%
Total Biden	36%
Total Trump	42%
Total Someone else	14%

Q. If the election for President was being held today and the candidates were Democrat Joe Biden, Republican Donald Trump, Independent Candidate Robert F. Kennedy, Jr., Green Party Candidate Jill Stein and Independent Candidate

Cornell West, would you be voting for {ROTATE} Joe Biden the Democrat, Donald Trump the Republican, Joe Kennedy the Independent, Jill Stein of the Green party, Cornell West the Independent or someone else? [IF UNDECIDED/DON'T KNOW, ASK:] Well, which way would you say you lean toward as of today?

Vote Biden	31.6%
Lean Biden	2.0%
Vote Trump	34.9%
Lean Trump	2.5%
Vote Kennedy	9.5%
Lean Kennedy	3.3%
Vote Stein	1.2%
Lean Stein	1.0%
Vote West	1.2%
Lean West	0.2%
Vote Someone else	2.5%
Lean Someone else	0.2%
Don't know	8.3%
Refused	1.7%
Total Biden	34%
Total Trump	37%
Total Kennedy	13%
Total Stein	2%
Total West	1%

MRG Michigan Poll® Spring 2024

The survey of 600 likely Michigan voters was conducted by live phone interview from April 8 to April 11, 2024, with a +1.3 DEM sample. The sample was randomly drawn from a listed sample of all registered voters with a history of voting and stratified by city and township to reflect voter turnout. Quotas for gender and cell phone interviews were met within each geographic area, and extra efforts were made to reach African Americans. Because of rounding, some columns or results may not add up to 100%. Individual rounding may impact final totals. This survey yields a sampling margin of error of ±4 percent with a 95 percent confidence interval. The sampling margin of error for subgroups may be higher depending on the subgroup size.

About Marketing Resource Group (MRG)

Lansing, Michigan-based Marketing Resource Group (www.mrgmi.com) is an award-winning PR firm representing corporate, association, nonprofit, and private clients with interests in Michigan. MRG offers expertise in public affairs, communications, political campaign management, and public opinion survey research. For more than thirty years, MRG has conducted its bi-annual omnibus Michigan Poll®, tracking the pulse of Michigan voters on key statewide public policy and political issues. MRG is the only Michigan public opinion survey research firm that maintains nearly 40 years of trend analyses of voter attitudes related to state and national leaders, political parties, and the political and economic climate in Michigan. Follow MRG on Twitter @mrgmichigan and on Facebook.