

How the Survey was Conducted

Nature of the Sample: NBC News/Marist Poll of 1,033 Michigan Adults

This survey of 1,033 adults was conducted July 15th through July 19th, 2018 by The Marist Poll sponsored and funded in partnership with NBC News. Adults 18 years of age and older residing in the state of Michigan were contacted on landline or mobile numbers and interviewed in English by telephone using live interviewers. Mobile telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the state of Michigan from Survey Sampling International. The exchanges were selected to ensure that each region was represented in proportion to its population. Mobile phones are treated as individual devices. After validation of age, personal ownership, and non-business-use of the mobile phone, interviews are typically conducted with the person answering the phone. To increase coverage, this mobile sample was supplemented by respondents reached through random dialing of landline phone numbers from Survey Sampling International. Within each landline household, a single respondent is selected through a random selection process to increase the representativeness of traditionally under-covered survey populations. Assistance was provided by Luce Research for data collection. The samples were then combined and balanced to reflect the 2016 American Community Survey 5-year estimates for age, gender, income, race, and region. Results are statistically significant within ± 3.6 percentage points. There are 886 registered voters. The results for this subset are statistically significant within ± 3.9 percentage points. There are 337 voters in the potential Republican primary electorate. The potential Republican primary electorate in Michigan includes all voters who prefer to vote in the August Republican primary and those who identify as Republicans or Republican leaning independents without a primary preference. There are 442 voters in the potential Democratic primary electorate. The potential Democratic primary electorate in Michigan includes all voters who prefer to vote in the August Democratic primary and those who identify as Democrats or Democratic leaning independents without a primary preference. The results for these subsets are statistically significant within ± 6.3 percentage points and ± 5.5 percentage points, respectively. The error margin was adjusted for sample weights and increases for cross-tabulations.

Nature of the Sample - Michigan

		Michigan Adults	Michigan Registered Voters
		Col %	Col %
Michigan Adults		100%	
Michigan Registered Voters		86%	100%
Party Identification	Democrat	n/a	32%
	Republican	n/a	25%
	Independent	n/a	41%
	Other	n/a	1%
Political Ideology	Very liberal	n/a	10%
	Liberal	n/a	17%
	Moderate	n/a	35%
	Conservative	n/a	29%
	Very conservative	n/a	9%
Gender	Men	49%	49%
	Women	51%	51%
Age	Under 45	44%	41%
	45 or older	56%	59%
Age	18 to 29	21%	17%
	30 to 44	23%	24%
	45 to 59	27%	28%
	60 or older	28%	31%
Race	White	77%	77%
	African American	14%	15%
	Latino	4%	4%
	Other	5%	5%
Region	Wayne County (Detroit)	18%	17%
	Southeast	25%	25%
	Eastern Central	24%	25%
	Southwest	19%	19%
	North Central/Upper Peninsula	14%	13%
Household Income	Less than \$50,000	49%	47%
	\$50,000 or more	51%	53%
Education	Not college graduate	60%	56%
	College graduate	40%	44%
Race and Education	White - Not College Graduate	46%	42%
	White - College Graduate	32%	36%
	Non-White - Not College Graduate	15%	14%
	Non-White - College Graduate	8%	8%
Evangelical Christian	Yes	35%	35%
	No	65%	65%
White Evangelical Christians		24%	24%
Area Description	Big city	18%	18%
	Small city	22%	22%
	Suburban	26%	27%
	Small town	19%	19%
	Rural	15%	15%
Small city/Suburban Men		24%	25%
Small city/Suburban Women		24%	24%
Union Household	Yes	19%	19%
	No	81%	81%
Interview Type	Landline	41%	43%
	Cell Phone	59%	57%

NBC News/Marist Poll Michigan Adults. Interviews conducted July 15th through July 19th, 2018, n=1033 MOE +/- 3.6 percentage points. Michigan Registered Voters: n=886 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

		Michigan Potential Republican Electorate	Michigan Potential Democratic Electorate
		Col %	Col %
Michigan Potential Republican Electorate		100%	
Michigan Potential Democratic Electorate			100%
Michigan Republican Primary for U.S. Senate Persuadable Voters		63%	n/a
Michigan Republican Primary for Governor Persuadable Voters		50%	n/a
Michigan Democratic Primary for Governor Persuadable Voters		n/a	40%
Party Identification	Democrat	2%	62%
	Republican	64%	1%
	Independent	34%	37%
	Other	1%	0%
Political Ideology	Very liberal	2%	16%
	Liberal	3%	30%
	Moderate	28%	39%
	Conservative	49%	13%
	Very conservative	18%	2%
Gender	Men	57%	42%
	Women	43%	58%
Age	Under 45	36%	42%
	45 or older	64%	58%
Age	18 to 29	14%	18%
	30 to 44	22%	24%
	45 to 59	32%	28%
	60 or older	32%	30%
Race	White	92%	66%
	African American	1%	24%
	Latino	3%	4%
	Other	4%	5%
Region	Wayne County (Detroit)	11%	23%
	Southeast	22%	28%
	Eastern Central	26%	22%
	Southwest	24%	16%
	North Central/Upper Peninsula	16%	11%
Household Income	Less than \$50,000	37%	49%
	\$50,000 or more	63%	51%
Education	Not college graduate	53%	55%
	College graduate	47%	45%
Race and Education	White - Not College Graduate	50%	34%
	White - College Graduate	43%	33%
	Non-White - Not College Graduate	4%	21%
	Non-White - College Graduate	4%	12%
Evangelical Christian	Yes	50%	27%
	No	50%	73%
White Evangelical Christians		43%	12%
Area Description	Big city	15%	20%
	Small city	17%	26%
	Suburban	28%	26%
	Small town	22%	15%
	Rural	18%	12%
Small city/Suburban Men		27%	24%
Small city/Suburban Women		19%	29%
Union Household	Yes	16%	22%
	No	84%	78%
Interview Type	Landline	44%	43%
	Cell Phone	56%	57%

NBC News/Marist Poll Michigan Potential Republican Electorate. Interviews conducted July 15th through July 19th, 2018, n=337 MOE +/- 6.3 percentage points. Michigan Potential Democratic Electorate: n=442 MOE +/- 5.5 percentage points Totals may not add to 100% due to rounding.

SNRPWLNS18. NBC News/Marist Poll Michigan Tables July 15th through July 19th, 2018

		Michigan Potential Republican Electorate			
		If August's Republican primary for U.S. Senate in Michigan were held today, whom would you support if the candidates are [including those who are undecided yet leaning toward a candidate]:			
		John James	Sandy Pensler	Other	Undecided
		Row %	Row %	Row %	Row %
Michigan Potential Republican Electorate		30%	23%	1%	46%
Party Identification	Republican	31%	25%	1%	42%
	Independent	27%	18%	1%	54%
Political Ideology	Moderate	36%	27%	2%	36%
	Conservative-Very conservative	27%	22%	1%	49%
Trump Supporters		32%	23%	1%	45%
Household Income	Less than \$50,000	28%	25%	0%	48%
	\$50,000 or more	33%	21%	2%	44%
Education	Not college graduate	28%	27%	0%	45%
	College graduate	32%	20%	2%	46%
Age	Under 45	36%	16%	1%	47%
	45 or older	26%	27%	1%	46%
Gender	Men	32%	21%	1%	46%
	Women	27%	26%	1%	46%
Race and Education	White - Not College Graduate	27%	28%	0%	45%
	White - College Graduate	32%	20%	2%	45%
White Evangelical Christians		35%	26%	0%	39%
Small city/Suburban Men		35%	20%	2%	43%
Interview Type	Landline	26%	29%	1%	44%
	Cell Phone	33%	18%	1%	48%

NBC News/Marist Poll Michigan Potential Republican Electorate. Interviews conducted July 15th through July 19th, 2018, n=337 MOE +/- 6.3 percentage points. Totals may not add to 100% due to rounding.

STSSNRP18. NBC News/Marist Poll Michigan Tables July 15th through July 19th, 2018

		Michigan Potential Republican Electorate with a Candidate Preference in Primary for Senate			
		Would you say that you strongly support <candidate>, somewhat support <candidate>, or do you think that you might vote differently on Primary Day?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Michigan Potential Republican Electorate with a Candidate Preference in Primary for Senate		34%	47%	17%	2%
Candidate Support	John James	37%	43%	19%	0%
	Sandy Pensler	30%	51%	14%	4%
Trump Supporters		35%	48%	15%	2%

NBC News/Marist Poll Michigan Potential Republican Electorate with a Candidate Preference in Primary for Senate. Interviews conducted July 15th through July 19th, 2018, n=144 MOE +/- 9.6 percentage points. Totals may not add to 100% due to rounding.

GVDPWLNS18. NBC News/Marist Poll Michigan Tables July 15th through July 19th, 2018

		Michigan Potential Democratic Electorate				
		If August's Democratic primary for governor in Michigan were held today, whom would you support if the candidates are [including those who are undecided yet leaning toward a candidate]:				
		Gretchen Whitmer	Shri Thanedar	Abdul El-Sayed	Other	Undecided
		Row %	Row %	Row %	Row %	Row %
Michigan Potential Democratic Electorate		31%	27%	22%	<1%	20%
Intensity of Support	Strongly support	41%	33%	26%	0%	0%
	Somewhat support	42%	30%	28%	0%	0%
Party Identification	Democrat	32%	29%	20%	0%	20%
	Independent	31%	24%	24%	0%	21%
Political Ideology	Very liberal-Liberal	37%	25%	27%	0%	11%
	Moderate	29%	21%	23%	0%	26%
Household Income	Less than \$50,000	22%	39%	23%	0%	17%
	\$50,000 or more	43%	17%	24%	0%	17%
Education	Not college graduate	25%	35%	16%	0%	24%
	College graduate	39%	17%	29%	0%	15%
Race	White	37%	22%	21%	0%	19%
	African American	20%	45%	11%	0%	23%
Age	18 to 29	17%	16%	48%	0%	19%
	30 to 44	30%	28%	20%	0%	22%
	45 to 59	30%	30%	20%	0%	20%
	60 or older	43%	30%	9%	0%	18%
Age	Under 45	25%	23%	32%	0%	21%
	45 or older	37%	30%	14%	0%	19%
Gender	Men	29%	27%	27%	0%	16%
	Women	33%	27%	18%	0%	23%
Race and Education	White - Not College Graduate	32%	26%	15%	0%	26%
	White - College Graduate	43%	19%	28%	0%	11%
Small city/Suburban Men		31%	21%	33%	0%	15%
Small city/Suburban Women		24%	29%	22%	0%	24%
Union Household		40%	27%	17%	0%	16%
Interview Type	Landline	38%	29%	14%	0%	19%
	Cell Phone	27%	25%	27%	0%	21%

NBC News/Marist Poll Michigan Potential Democratic Electorate. Interviews conducted July 15th through July 19th, 2018, n=442 MOE +/- 5.5 percentage points. Totals may not add to 100% due to rounding.

STSGVDP18. NBC News/Marist Poll Michigan Tables July 15th through July 19th, 2018

		Michigan Potential Democratic Electorate with a Candidate Preference in Primary for Governor			
		Would you say that you strongly support <candidate>, somewhat support <candidate>, or do you think that you might vote differently on Primary Day?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Michigan Potential Democratic Electorate with a Candidate Preference in Primary for Governor		52%	31%	15%	2%
Candidate Support	Gretchen Whitmer	53%	32%	13%	2%
	Abdul El-Sayed	49%	32%	17%	2%
	Shri Thanedar	53%	28%	16%	3%
Party Identification	Democrat	60%	27%	10%	2%
	Independent	34%	39%	25%	2%
Political Ideology	Very liberal-Liberal	62%	26%	11%	1%
	Moderate	38%	37%	23%	1%
Household Income	Less than \$50,000	59%	27%	11%	3%
	\$50,000 or more	45%	36%	16%	2%
Education	Not college graduate	54%	30%	13%	3%
	College graduate	52%	32%	15%	2%
Age	Under 45	47%	36%	17%	1%
	45 or older	55%	27%	14%	4%
Gender	Men	47%	32%	18%	3%
	Women	55%	30%	13%	2%
Race and Education	White - Not College Graduate	55%	31%	10%	4%
	White - College Graduate	54%	29%	15%	2%
Small city/Suburban Men		45%	32%	20%	2%
Small city/Suburban Women		47%	31%	19%	3%
Interview Type	Landline	58%	27%	14%	2%
	Cell Phone	47%	34%	16%	3%

NBC News/Marist Poll Michigan Potential Democratic Electorate with a Candidate Preference. Interviews conducted July 15th through July 19th, 2018, n=308 MOE +/- 6.6 percentage points. Totals may not add to 100% due to rounding.

GVRPWLNS18. NBC News/Marist Poll Michigan Tables July 15th through July 19th, 2018

		Michigan Potential Republican Electorate				
		If August's Republican primary for governor in Michigan were held today, whom would you support if the candidates are [including those who are undecided yet leaning toward a candidate]:				
		Bill Schuette	Brian Calley	Patrick Colbeck	Other	Undecided
		Row %	Row %	Row %	Row %	Row %
Michigan Potential Republican Electorate		33%	26%	11%	1%	30%
Intensity of Support	Strongly support	55%	30%	14%	0%	0%
	Somewhat support	45%	39%	16%	0%	0%
Party Identification	Republican	35%	27%	11%	0%	27%
	Independent	29%	24%	10%	1%	36%
Political Ideology	Moderate	31%	37%	9%	0%	23%
	Conservative-Very conservative	35%	22%	12%	1%	30%
Trump Supporters		37%	23%	10%	1%	29%
Household Income	Less than \$50,000	33%	26%	13%	0%	28%
	\$50,000 or more	33%	29%	10%	1%	27%
Education	Not college graduate	32%	26%	13%	1%	29%
	College graduate	36%	26%	9%	0%	29%
Age	Under 45	22%	29%	12%	0%	37%
	45 or older	39%	24%	10%	1%	25%
Gender	Men	33%	27%	11%	0%	28%
	Women	32%	25%	10%	1%	32%
Race and Education	White - Not College Graduate	31%	26%	12%	1%	30%
	White - College Graduate	37%	28%	7%	0%	28%
White Evangelical Christians		37%	27%	12%	1%	22%
Small city/Suburban Men		30%	30%	7%	0%	32%
Interview Type	Landline	33%	29%	11%	1%	27%
	Cell Phone	33%	24%	11%	0%	32%

NBC News/Marist Poll Michigan Potential Republican Electorate. Interviews conducted July 15th through July 19th, 2018, n=337 MOE +/- 6.3 percentage points. Totals may not add to 100% due to rounding.

STSGVRP18. NBC News/Marist Poll Michigan Tables July 15th through July 19th, 2018

		Michigan Potential Republican Electorate with a Candidate Preference in Primary for Governor			
		Would you say that you strongly support <candidate>, somewhat support <candidate>, or do you think that you might vote differently on Primary Day?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Michigan Potential Republican Electorate with a Candidate Preference in Primary for Governor		35%	41%	21%	3%
Candidate Support	Bill Schuette	39%	38%	19%	4%
	Brian Calley	29%	44%	26%	0%
Trump Supporters		39%	37%	21%	3%
Education	Not college graduate	35%	40%	22%	4%
	College graduate	36%	44%	19%	1%
Age	Under 45	23%	47%	28%	2%
	45 or older	41%	38%	18%	3%
Race and Education	White - Not College Graduate	36%	42%	17%	5%
	White - College Graduate	35%	44%	20%	1%
White Evangelical Christians		32%	43%	21%	4%

NBC News/Marist Poll Michigan Potential Republican Electorate with a Candidate Preference in Primary for Governor. Interviews conducted July 15th through July 19th, 2018, n=208 MOE +/- 8.0 percentage points. Totals may not add to 100% due to rounding.

SNWLNSSJ18. NBC News/Marist Poll Michigan Tables July 15th through July 19th, 2018

		Michigan Registered Voters			
		If November's election for U.S. Senate in Michigan were held today, whom would you support if the candidates are [including those who are undecided yet leaning toward a candidate]:			
		Debbie Stabenow, the Democrat	John James, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Michigan Registered Voters		55%	37%	1%	8%
Party Identification^	Democrat	93%	3%	0%	4%
	Republican	10%	83%	0%	6%
	Independent	53%	34%	1%	12%
Political Ideology^	Very liberal-Liberal	90%	8%	0%	2%
	Moderate	62%	30%	1%	8%
	Conservative-Very conservative	27%	63%	0%	10%
Trump Supporters		12%	79%	0%	8%
Region	Wayne County (Detroit)	70%	23%	0%	7%
	Southeast	58%	32%	2%	8%
	Eastern Central	49%	41%	0%	10%
	Southwest	45%	47%	0%	9%
	North Central/Upper Peninsula	52%	40%	0%	8%
Household Income	Less than \$50,000	58%	33%	0%	9%
	\$50,000 or more	54%	41%	1%	5%
Education	Not college graduate	53%	36%	0%	10%
	College graduate	56%	39%	1%	5%
Race	White	49%	42%	0%	8%
	African American	89%	3%	3%	5%
Age	18 to 29	57%	34%	0%	9%
	30 to 44	53%	41%	2%	5%
	45 to 59	55%	39%	0%	6%
	60 or older	54%	33%	0%	13%
Age	Under 45	54%	38%	1%	7%
	45 or older	55%	36%	0%	9%
Gender	Men	47%	44%	1%	7%
	Women	62%	29%	0%	9%
Race and Education	White - Not College Graduate	46%	43%	0%	11%
	White - College Graduate	52%	43%	0%	5%
White Evangelical Christians		31%	60%	0%	8%
Area Description	Big city	60%	30%	0%	9%
	Small city	58%	33%	0%	9%
	Suburban	54%	39%	1%	6%
	Small town	49%	42%	0%	10%
	Rural	48%	43%	0%	8%
Small city/Suburban Men		49%	44%	2%	6%
Small city/Suburban Women		63%	29%	0%	8%
Union Household		62%	31%	0%	7%
Interview Type	Landline	55%	35%	1%	9%
	Cell Phone	54%	38%	0%	8%

NBC News/Marist Poll Michigan Registered Voters. Interviews conducted July 15th through July 19th, 2018, n=886 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

SNWLNSSJ18. NBC News/Marist Poll Michigan Tables July 15th through July 19th, 2018

		Michigan Registered Voters			
		If November's election for U.S. Senate in Michigan were held today, whom would you support if the candidates are [including those who are undecided yet leaning toward a candidate]:			
		Debbie Stabenow, the Democrat	Sandy Pensler, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Michigan Registered Voters		52%	37%	1%	10%
Party Identification^	Democrat	92%	2%	0%	5%
	Republican	8%	87%	0%	5%
	Independent	50%	33%	2%	16%
Political Ideology^	Very liberal-Liberal	89%	7%	0%	4%
	Moderate	59%	31%	1%	10%
	Conservative-Very conservative	23%	66%	0%	11%
Trump Supporters		14%	79%	0%	7%
Region	Wayne County (Detroit)	61%	28%	2%	9%
	Southeast	59%	31%	2%	9%
	Eastern Central	48%	37%	0%	14%
	Southwest	44%	48%	0%	8%
	North Central/Upper Peninsula	48%	42%	0%	10%
Household Income	Less than \$50,000	55%	31%	1%	13%
	\$50,000 or more	52%	41%	1%	6%
Education	Not college graduate	50%	37%	1%	12%
	College graduate	54%	38%	1%	6%
Race	White	47%	42%	0%	11%
	African American	83%	8%	4%	4%
Age	18 to 29	53%	35%	0%	12%
	30 to 44	50%	39%	2%	9%
	45 to 59	55%	39%	1%	6%
	60 or older	51%	35%	1%	14%
Age	Under 45	51%	37%	1%	11%
	45 or older	53%	37%	1%	10%
Gender	Men	45%	46%	1%	8%
	Women	59%	28%	0%	13%
Race and Education	White - Not College Graduate	42%	43%	0%	14%
	White - College Graduate	52%	42%	0%	5%
White Evangelical Christians		28%	64%	0%	8%
Area Description	Big city	59%	31%	1%	9%
	Small city	55%	35%	0%	10%
	Suburban	51%	39%	1%	9%
	Small town	48%	39%	1%	12%
	Rural	44%	46%	0%	10%
Small city/Suburban Men		47%	45%	2%	6%
Small city/Suburban Women		59%	29%	0%	13%
Union Household		60%	30%	0%	10%
Interview Type	Landline	52%	35%	1%	12%
	Cell Phone	52%	38%	1%	9%

NBC News/Marist Poll Michigan Registered Voters. Interviews conducted July 15th through July 19th, 2018, n=886 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

GVWLS18. NBC News/Marist Poll Michigan Tables July 15th through July 19th, 2018

		Michigan Registered Voters			
		If November's election for governor in Michigan were held today, whom would you support if the candidates are [including those who are undecided yet leaning toward a candidate]:			
		Gretchen Whitmer, the Democrat	Bill Schuette, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Michigan Registered Voters		47%	38%	1%	14%
Party Identification^	Democrat	89%	5%	0%	6%
	Republican	6%	87%	1%	6%
	Independent	43%	33%	1%	24%
Political Ideology^	Very liberal-Liberal	86%	8%	0%	5%
	Moderate	51%	34%	0%	14%
	Conservative-Very conservative	19%	64%	1%	16%
Trump Supporters		9%	79%	1%	11%
Region	Wayne County (Detroit)	59%	29%	2%	11%
	Southeast	56%	32%	2%	10%
	Eastern Central	37%	42%	1%	20%
	Southwest	40%	47%	0%	13%
	North Central/Upper Peninsula	46%	39%	0%	15%
Household Income	Less than \$50,000	48%	36%	0%	16%
	\$50,000 or more	49%	40%	1%	10%
Education	Not college graduate	46%	37%	1%	17%
	College graduate	49%	40%	1%	9%
Race	White	42%	43%	1%	14%
	African American	75%	12%	1%	12%
Age	18 to 29	52%	30%	1%	16%
	30 to 44	43%	38%	1%	18%
	45 to 59	49%	42%	1%	8%
	60 or older	46%	39%	1%	14%
Age	Under 45	47%	35%	1%	18%
	45 or older	47%	41%	1%	11%
Gender	Men	39%	47%	1%	13%
	Women	55%	30%	1%	15%
Race and Education	White - Not College Graduate	38%	43%	1%	18%
	White - College Graduate	47%	44%	1%	8%
White Evangelical Christians		24%	61%	2%	13%
Area Description	Big city	50%	37%	0%	13%
	Small city	53%	33%	1%	13%
	Suburban	45%	37%	2%	16%
	Small town	43%	43%	1%	13%
	Rural	41%	45%	1%	12%
Small city/Suburban Men		42%	44%	2%	12%
Small city/Suburban Women		55%	27%	1%	17%
Union Household		54%	31%	3%	12%
Interview Type	Landline	46%	38%	1%	15%
	Cell Phone	49%	38%	1%	13%

NBC News/Marist Poll Michigan Registered Voters. Interviews conducted July 15th through July 19th, 2018, n=886 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.