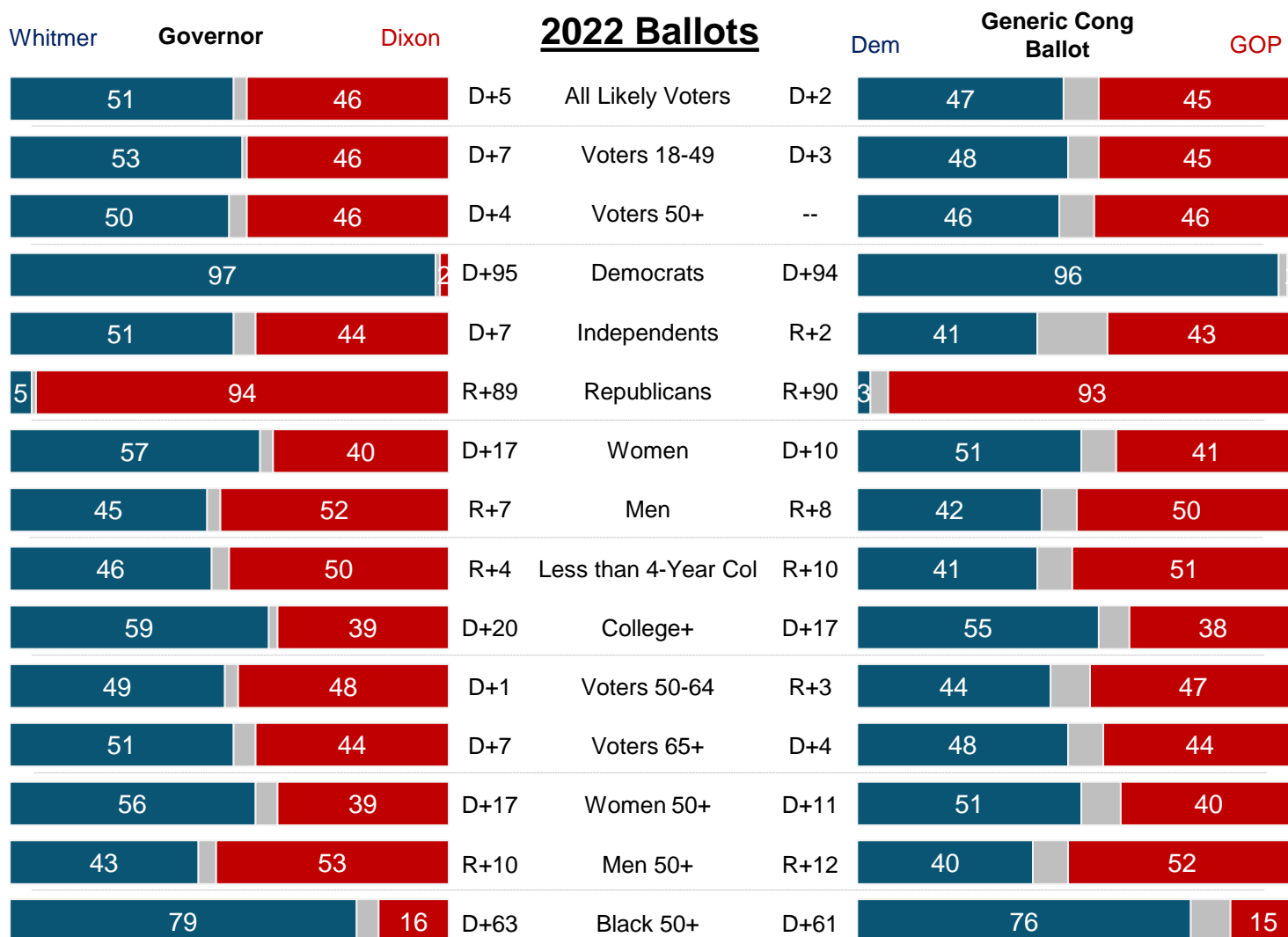**Governor:** Gov. Gretchen Whitmer holds a tight 51% - 46% lead over Tudor Dixon in her race for re-election. The race is similarly close (50/46) among voters 50+ in Michigan, who are likely to make up about 60% of voters this November. Whitmer leads thanks to having Democrats more united than Dixon has Republicans, plus she holds a key 7-point edge among Independents. There's a sizable gender gap among voters overall, and an even larger one among voters 50+, with Whitmer ahead by more among women voters than Dixon is with men. Whitmer's current 20-point lead with college graduates is enough to overcome her small deficit among non-college grads. The governor is also is up 79% - 16% among Black voters 50+, a traditionally key Democratic constituency in Michigan.
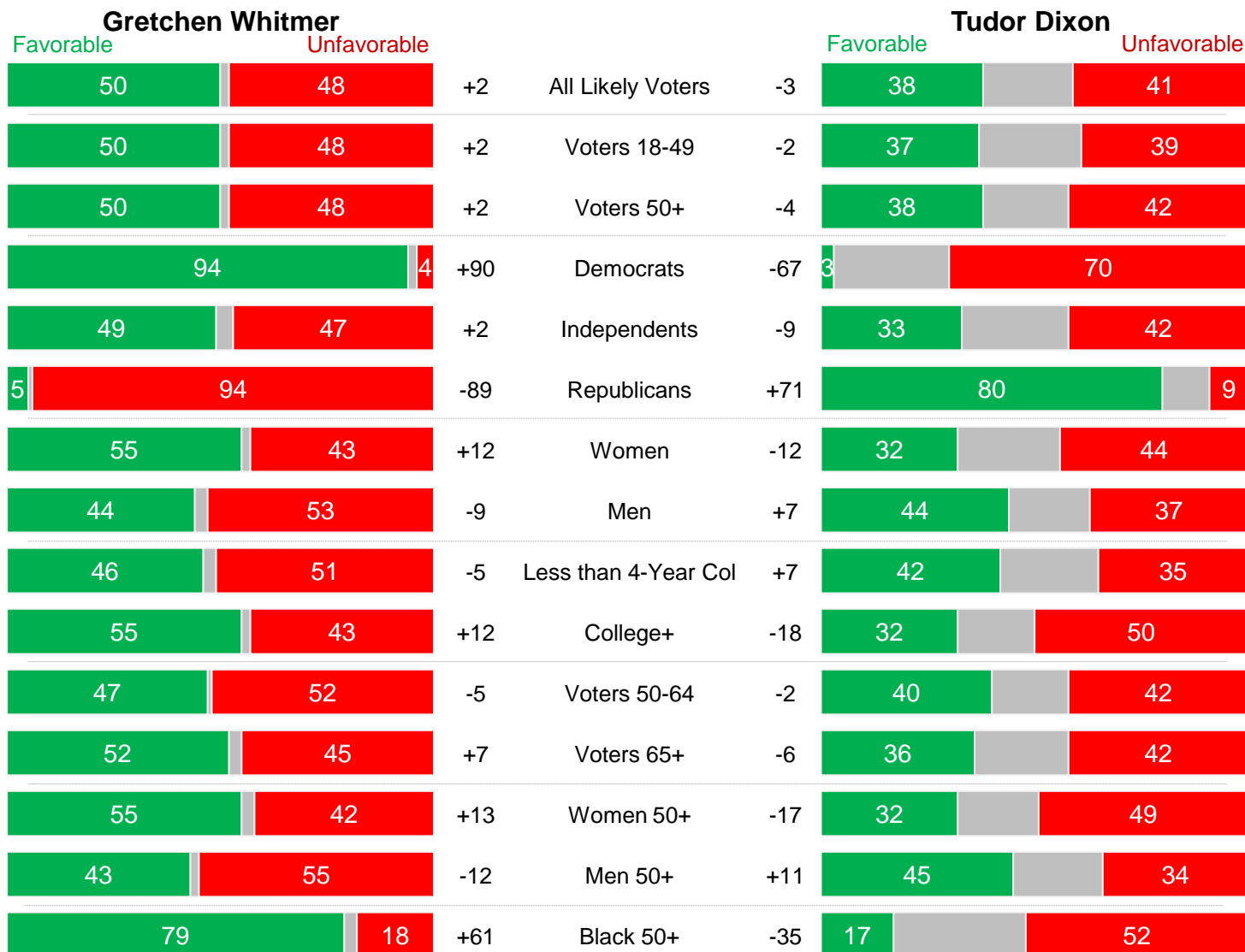
Whitmer's image is 50% favorable - 48% unfavorable – nearly all Michigan voters have an opinion of her. Her job approval is similar at 51/47. Dixon has a slightly negative image at 38/41, and she is undefined to about 1-in-5 likely voters.

Political Environment: Michigan voters narrowly favor Democrats on the generic Congressional ballot (47% - 45%), though their 2-point lead is well within the margin of error. The race is tied among voters 50+, who are poised to decide several hotly contested House races this year.
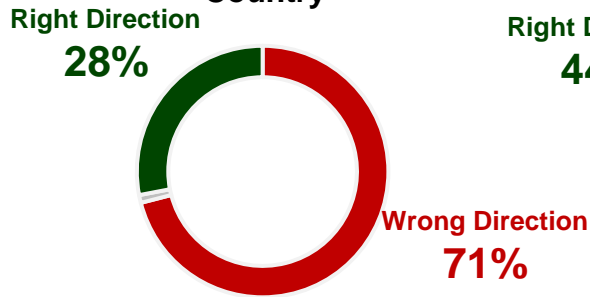
President Biden's job approval is underwater at 41/57, and only 28% think the country is headed in the right direction. The mood of the state is less negative, although 55% also think it is headed in the wrong direction. Among voters 50+ there are a variety of most important issues to deciding their vote for Congress, led by abortion (13%) and inflation (13%). Abortion (19%) followed by inflation (18%) and jobs/economy (13%) are their biggest issues in the race for governor.
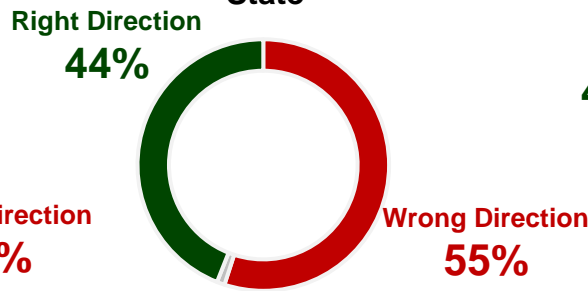
2022 Ballots

Whitmer	Governor	Dixon		Group		Dem	Generic Cong Ballot	GOP
51		46	D+5	All Likely Voters	D+2	47		45
53		46	D+7	Voters 18-49	D+3	48		45
50		46	D+4	Voters 50+	--	46		46
97		2	D+95	Democrats	D+94	96		2
51		44	D+7	Independents	R+2	41		43
5		94	R+89	Republicans	R+90	3		93
57		40	D+17	Women	D+10	51		41
45		52	R+7	Men	R+8	42		50
46		50	R+4	Less than 4-Year Col	R+10	41		51
59		39	D+20	College+	D+17	55		38
49		48	D+1	Voters 50-64	R+3	44		47
51		44	D+7	Voters 65+	D+4	48		44
56		39	D+17	Women 50+	D+11	51		40
43		53	R+10	Men 50+	R+12	40		52
79		16	D+63	Black 50+	D+61	76		15

FabrizioWard+   IMPACT RESEARCH

Candidate Images

Gretchen Whitmer

Favorable	Unfavorable		Group		Favorable	Unfavorable
50	48	+2	All Likely Voters	-3	38	41
50	48	+2	Voters 18-49	-2	37	39
50	48	+2	Voters 50+	-4	38	42
94	4	+90	Democrats	-67	3	70
49	47	+2	Independents	-9	33	42
5	94	-89	Republicans	+71	80	9
55	43	+12	Women	-12	32	44
44	53	-9	Men	+7	44	37
46	51	-5	Less than 4-Year Col	+7	42	35
55	43	+12	College+	-18	32	50
47	52	-5	Voters 50-64	-2	40	42
52	45	+7	Voters 65+	-6	36	42
55	42	+13	Women 50+	-17	32	49
43	55	-12	Men 50+	+11	45	34
79	18	+61	Black 50+	-35	17	52

Tudor Dixon

Direction of Country

Right Direction
28%

Wrong Direction
71%

Direction of State

Right Direction
44%

Wrong Direction
55%

U.S. Economy Working for You

Well
41%

Not Well
57%
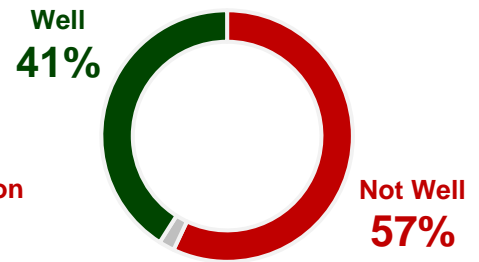
How worried are you about your personal financial situation?

% Very/Somewhat Worried

Overall	61%
Voters 18-49	63%
Voters 50+	59%
Democrats	43%
Independents	59%
Republicans	82%
Women 50+	61%
Men 50+	57%
Black 50+	52%
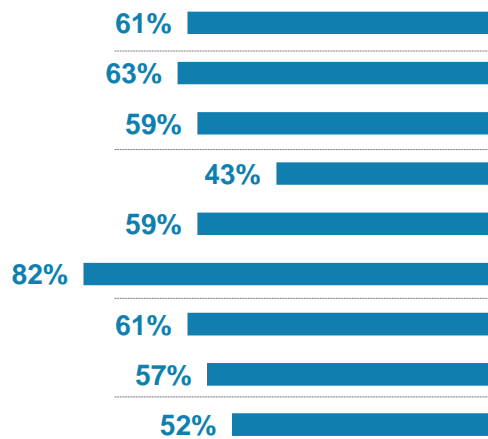
How motivated to vote are you in the 2022 general election for Governor and Congress?

% - 10 - Extremely Motivated

Overall	82%
Voters 18-49	72%
Voters 50+	88%
Democrats	83%
Independents	77%
Republicans	87%
Women 50+	88%
Men 50+	88%
Black 50+	81%
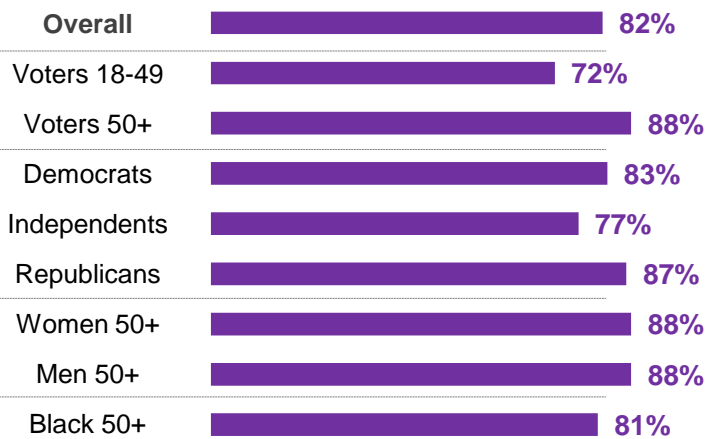
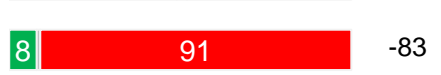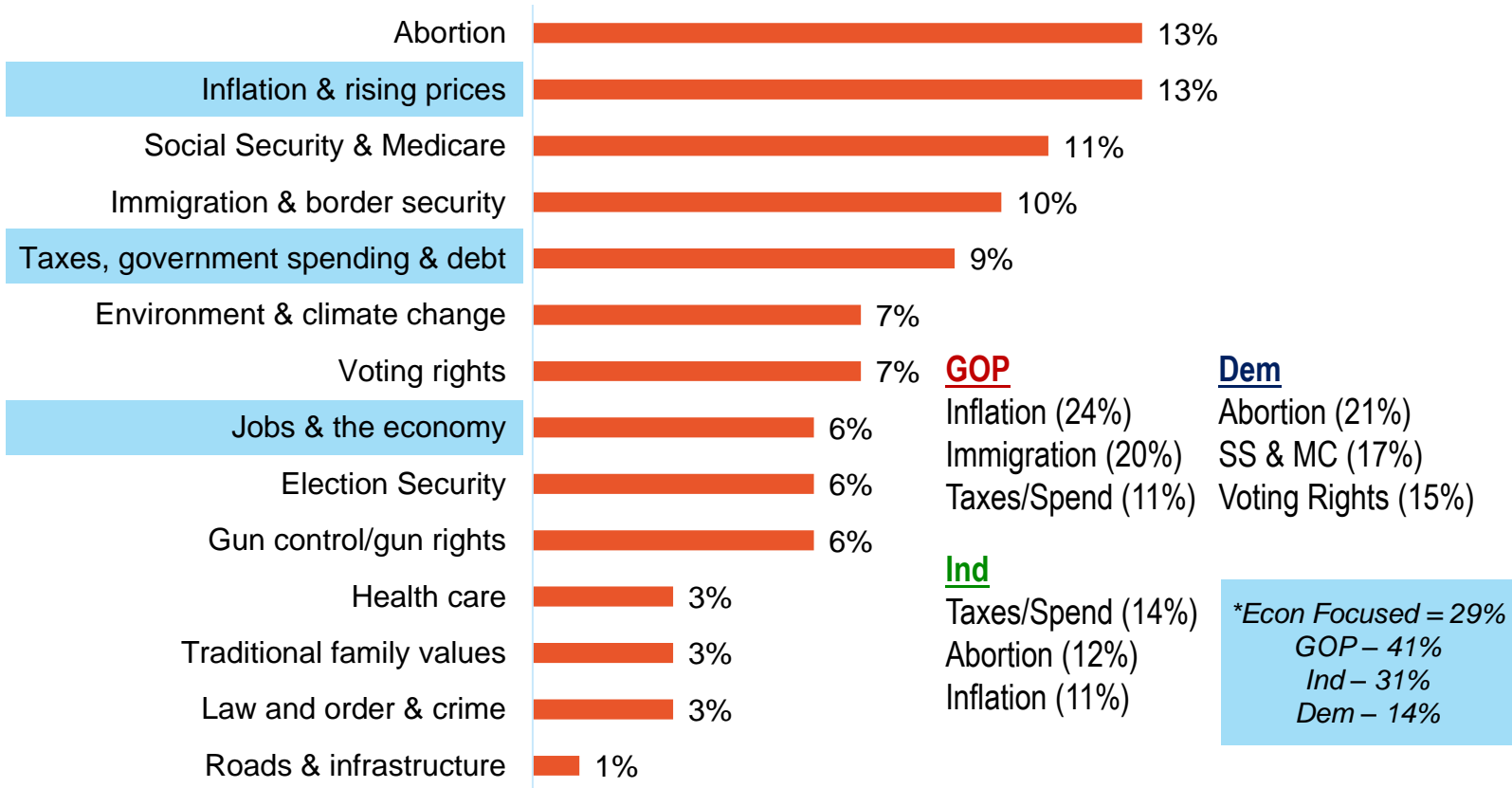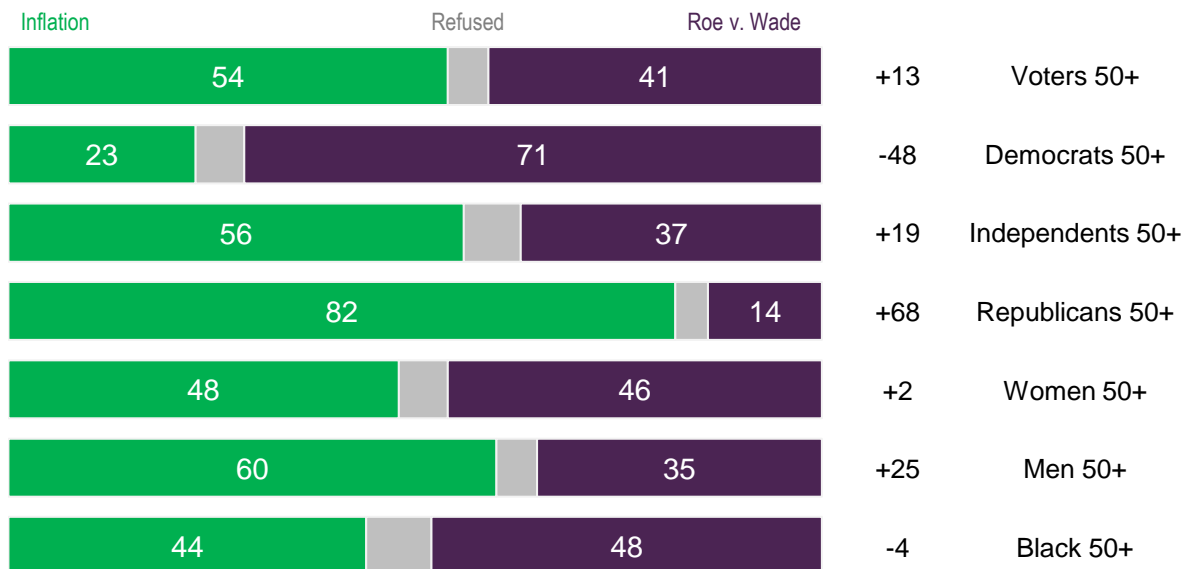|	Biden Job Approval			Trump Job Approval			Whitmer Job Approval		
	Approve	Disapprove	Net	Approve	Disapprove	Net	Approve	Disapprove	Net
All Likely Voters	41	57	-16	47	51	-4	51	47	+4
Voters 18-49	36	62	-26	48	51	-3	53	46	+7
Voters 50+	45	54	-9	47	52	-5	50	48	+2
Democrats	86	12	+74	6	93	-87	95	3	+92
Independents	34	63	-29	46	52	-6	49	48	+1
Republicans	4	96	-92	91	7	+84	8	91	-83
Women 50+	50	48	+2	43	55	-12	56	43	+13
Men 50+	38	61	-23	52	48	+4	44	54	-10
Black 50+	73	24	+49	21	77	-56	80	17	+63

Q: Now specifically, from the following list, please tell me which issue is personally most important to you in deciding your vote for **Congress**.
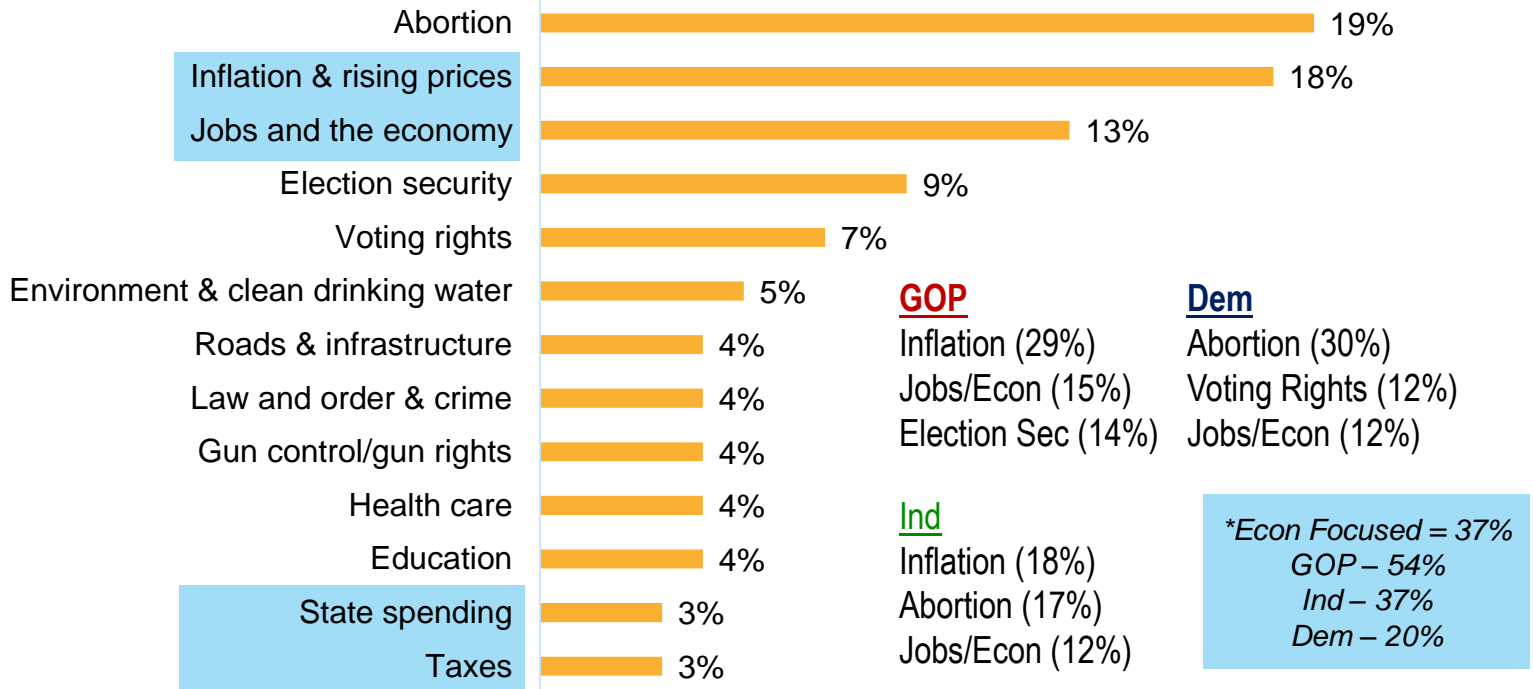
Issue	%
Abortion	13%
Inflation & rising prices	13%
Social Security & Medicare	11%
Immigration & border security	10%
Taxes, government spending & debt	9%
Environment & climate change	7%
Voting rights	7%
Jobs & the economy	6%
Election Security	6%
Gun control/gun rights	6%
Health care	3%
Traditional family values	3%
Law and order & crime	3%
Roads & infrastructure	1%

GOP
Inflation (24%)
Immigration (20%)
Taxes/Spend (11%)

Dem
Abortion (21%)
SS & MC (17%)
Voting Rights (15%)

Ind
Taxes/Spend (14%)
Abortion (12%)
Inflation (11%)

Econ Focused = 29%
GOP – 41%
Ind – 31%
Dem – 14%

Q: Now more specifically, which of the following is personally more important to you in deciding your vote for Congress? Inflation and rising prices or the Supreme Court overturning Roe v. Wade
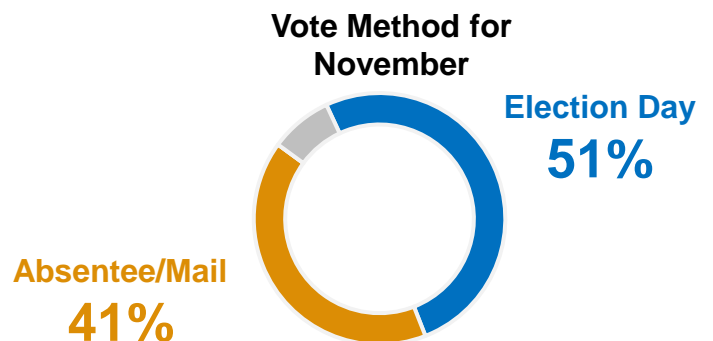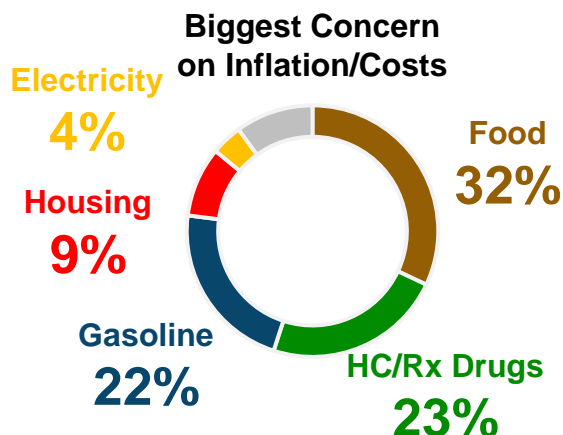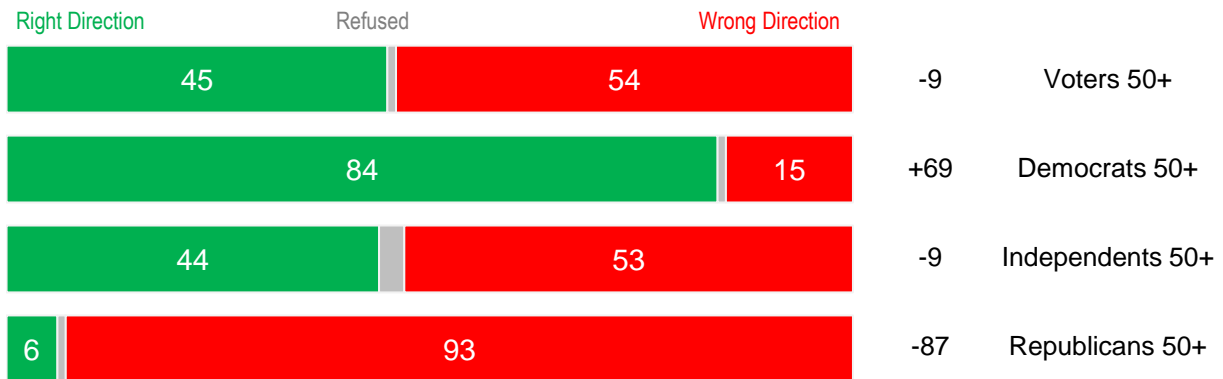
	Inflation	Refused	Roe v. Wade		Group
	54		41	+13	Voters 50+
	23		71	-48	Democrats 50+
	56		37	+19	Independents 50+
	82		14	+68	Republicans 50+
	48		46	+2	Women 50+
	60		35	+25	Men 50+
	44		48	-4	Black 50+

All data on slide is among Voters 50+

VOTERS 50+ Our Voices Decide

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IMPACT RESEARCH

Q: Now specifically, from the following list, please tell me which issue is personally most important to you in deciding your vote for Governor.

Issue	%
Abortion	19%
Inflation & rising prices	18%
Jobs and the economy	13%
Election security	9%
Voting rights	7%
Environment & clean drinking water	5%
Roads & infrastructure	4%
Law and order & crime	4%
Gun control/gun rights	4%
Health care	4%
Education	4%
State spending	3%
Taxes	3%

GOP
Inflation (29%)
Jobs/Econ (15%)
Election Sec (14%)

Dem
Abortion (30%)
Voting Rights (12%)
Jobs/Econ (12%)

Ind
Inflation (18%)
Abortion (17%)
Jobs/Econ (12%)

Econ Focused = 37%
GOP – 54%
Ind – 37%
Dem – 20%

Q: Would you say that things in Michigan are going in the right direction or would you say that they are going in the wrong direction?

Group	Right Direction	Wrong Direction	Net
Voters 50+	45	54	-9
Democrats 50+	84	15	+69
Independents 50+	44	53	-9
Republicans 50+	6	93	-87

Biggest Concern on Inflation/Costs
Electricity 4%
Housing 9%
Gasoline 22%
HC/Rx Drugs 23%
Food 32%

Vote Method for November
Election Day 51%
Absentee/Mail 41%

All data on slide is among Voters 50+
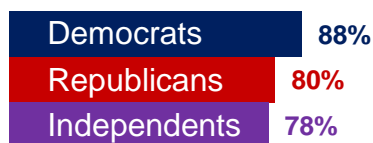
FabrizioWard+ IMPACT RESEARCH

Key Issues: Michigan voters 50+ would be more likely to back a candidate for Congress who supports protecting Social Security & Medicare from cuts, allows Medicare to negotiate for lower prescription drug prices, and expands access to affordable long-term care.

These issues are seen as very important to most voters 50+ and heavily supported by Democrats, Republicans, and Independents.

Q: Please tell me if you would be more likely or less likely to support a candidate for **Congress** that advocated this position?

Much More Likely — Total More Likely

Position	Much More Likely	Total More Likely
Support protecting Medicare from cuts and ensure America's seniors get the healthcare they need.	63	88
Support protecting Social Security from cuts to workers' earned benefits.	66	87
Support allowing Medicare to negotiate for lower prescription drug prices	59	84
Expand access to quality, affordable long-term care for seniors, from home care to nursing homes.	47	80

Importance of Social Security

Democrats	88%
Republicans	80%
Independents	78%

Importance of Medicare

Democrats	84%
Republicans	68%
Independents	72%

Importance of Cost of Rx Drugs
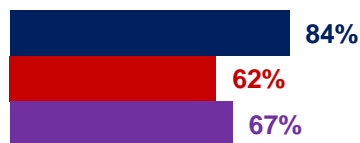
Democrats	84%
Republicans	62%
Independents	67%

% extremely/very important on vote

Protect Medicare

Democrats	97%
Republicans	82%
Independents	85%

Protect S.S. Funding

Democrats	94%
Republicans	83%
Independents	84%

Medicare Rx Prices

Democrats	95%
Republicans	75%
Independents	82%

Affordable LTC

Democrats	92%
Republicans	72%
Independents	75%

% more likely to support a candidate for Congress that advocated this position

All data on slide is among Voters 50+

VOTERS 50+ Our Voices Decide
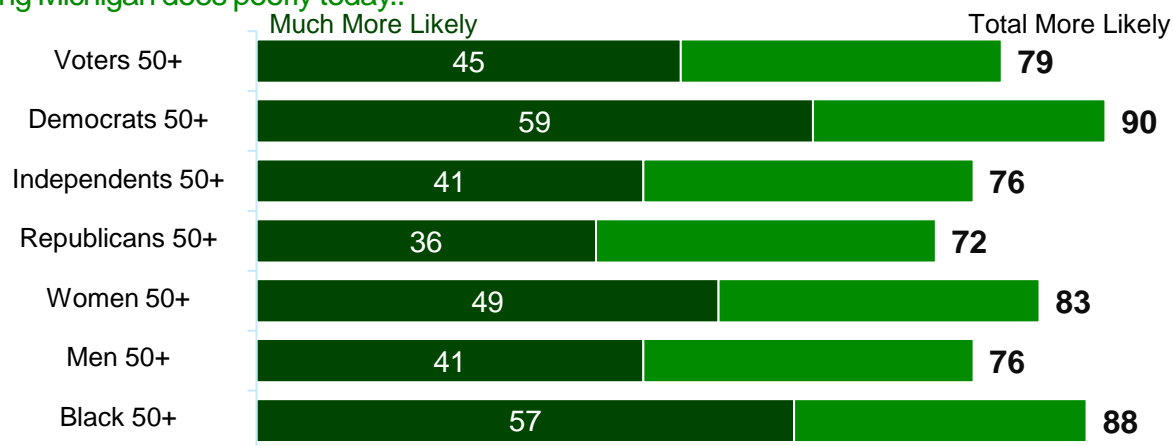
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IMPACT RESEARCH

Long-Term Care: Majorities of voters 50+ from each party say long-term care for seniors will be extremely or very important to their vote in November, with more than 9-in-10 saying at least somewhat important overall.

Michigan voters are more likely to support a candidate for governor who supports increasing funding for homecare for seniors and supports nursing home reforms.
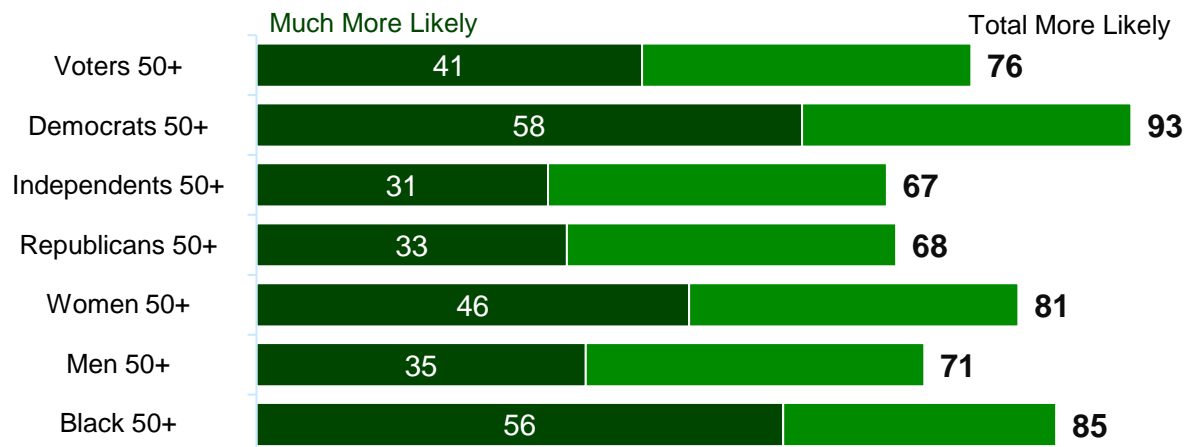
Issue Importance for Vote: Long-term care for seniors
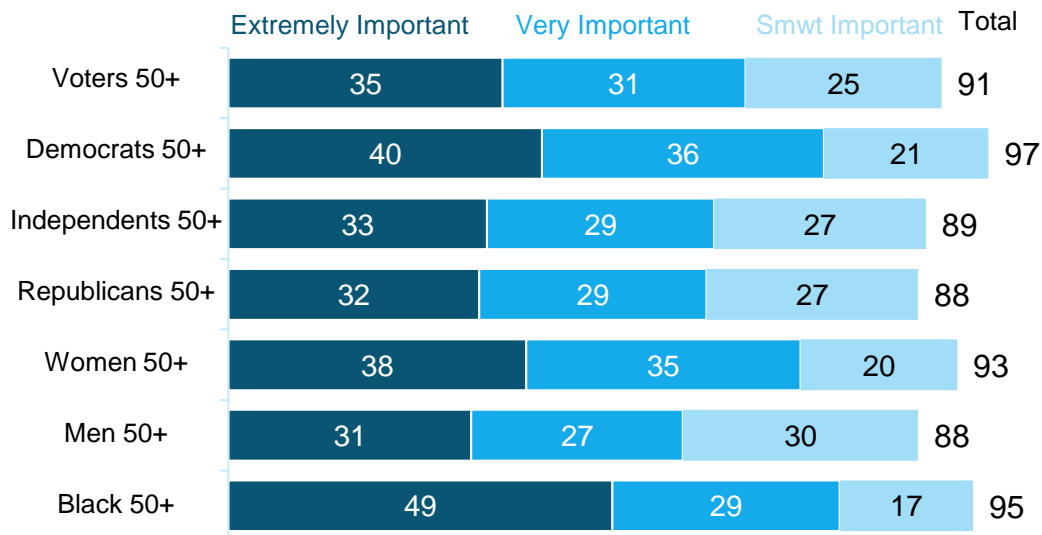
	Extremely Important	Very Important	Smwt Important	Total
Voters 50+	35	31	25	91
Democrats 50+	40	36	21	97
Independents 50+	33	29	27	89
Republicans 50+	32	29	27	88
Women 50+	38	35	20	93
Men 50+	31	27	30	88
Black 50+	49	29	17	95

Q: Please tell me if you would be more likely or less likely to vote for a candidate for Governor that advocated this position. Supports increased funding for home care for seniors, which is less expensive than nursing home care and something Michigan does poorly today..

	Much More Likely	Total More Likely
Voters 50+	45	79
Democrats 50+	59	90
Independents 50+	41	76
Republicans 50+	36	72
Women 50+	49	83
Men 50+	41	76
Black 50+	57	88

Q: Please tell me if you would be more likely or less likely to vote for a candidate for Governor that advocated this position. Supports nursing home reform that increases the pay, training and career opportunities for workers, and improves care for residents.
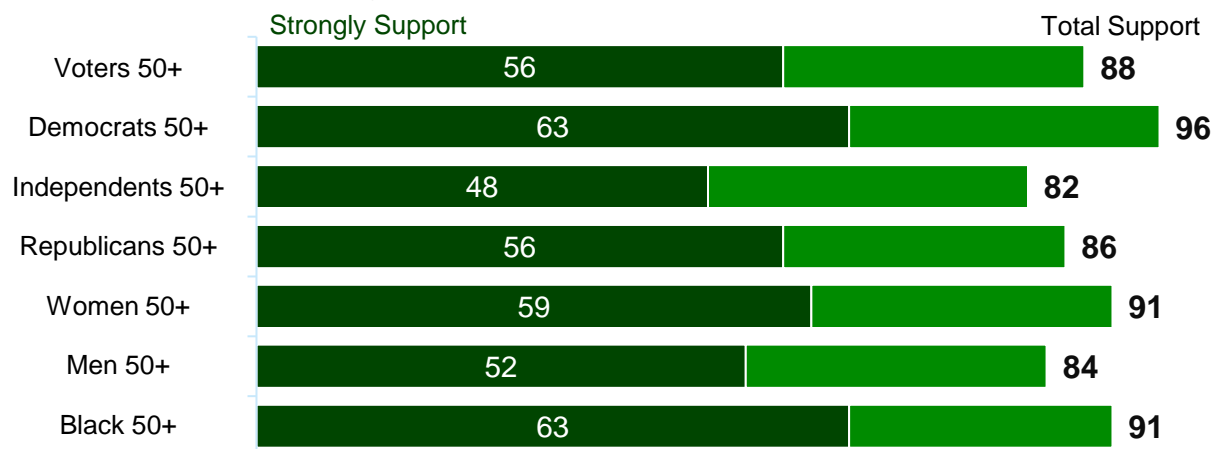
	Much More Likely	Total More Likely
Voters 50+	41	76
Democrats 50+	58	93
Independents 50+	31	67
Republicans 50+	33	68
Women 50+	46	81
Men 50+	35	71
Black 50+	56	85

All data on slide is among Voters 50+

VOTERS 50+ Our Voices Decide

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IMPACT RESEARCH

Long-Term Care: A senior home caregiving tax credit is overwhelmingly supported by Michigan voters. Linked to this is that a large majority would prefer care for themselves or a loved one to be performed at home rather than in a group facility.

COVID has made Michiganders less likely to want to receive care in a group setting, and has led to support for a variety of proposals aimed at improving the quality of care nursing home residents receive.

Q: Do you support or oppose a senior home caregiving tax credit so family members can better afford to help seniors stay in their homes as they age?

	Strongly Support	Total Support
Voters 50+	56	88
Democrats 50+	63	96
Independents 50+	48	82
Republicans 50+	56	86
Women 50+	59	91
Men 50+	52	84
Black 50+	63	91

Preferred Location to Receive Care

Group Facility/Nursing Home **6%**

Home, with Caregiver **82%**

Impact of COVID Pandemic on Wanting Care in a Group Setting

More Likely **4%**

Less Likely **48%**
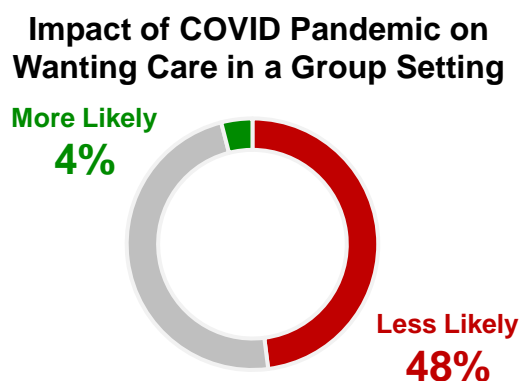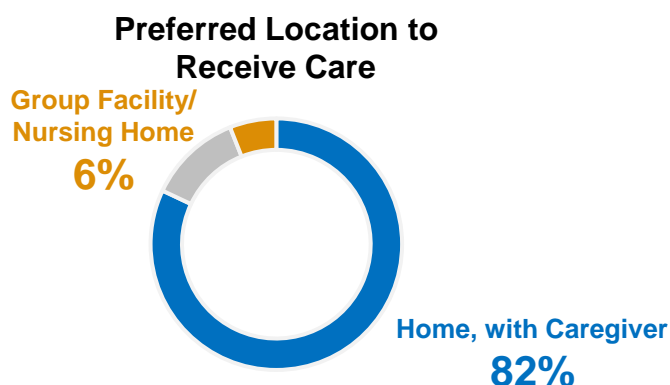
Q: The coronavirus pandemic exposed problems in our nation's long-term care system that have brought forth a number of policy proposals. Please indicate whether you support or oppose each of the following proposals aimed at improving the quality of care nursing home residents receive.

	Strongly Support	Total Support
Requiring long-term care providers to supply training in infection prevention and control for all workers in residential care settings and home care agencies.	53	84
Establishing opportunities for long-term care workers to advance in their careers through professional development training and funding for continuing education.	49	83
Increasing wages earned by long-term care workers.	50	81

VOTERS 50+ Our Voices Decide

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IMPACT RESEARCH

All data on slide is among Voters 50+

Voting Access: A majority of Michigan voters 50+ would be more likely to vote for a candidate for governor who supports increasing access to voting including early voting, and 63% support a policy that expands voting access through a variety of steps. However, the issue is more divisive on a partisan basis than others tested, with Democrats almost unanimously in support, most Independents positive, but a majority Republicans opposed.

Q: Please tell me if you would be more likely or less likely to vote for a candidate for Governor that advocated this position. Supports increasing access to voting including allowing Michiganders to vote early in a safe and secure manner.

	Much More Likely	Total More Likely
Voters 50+	42	60
Democrats 50+	74	93
Independents 50+	39	58
Republicans 50+	12	29
Women 50+	46	65
Men 50+	36	55
Black 50+	64	81
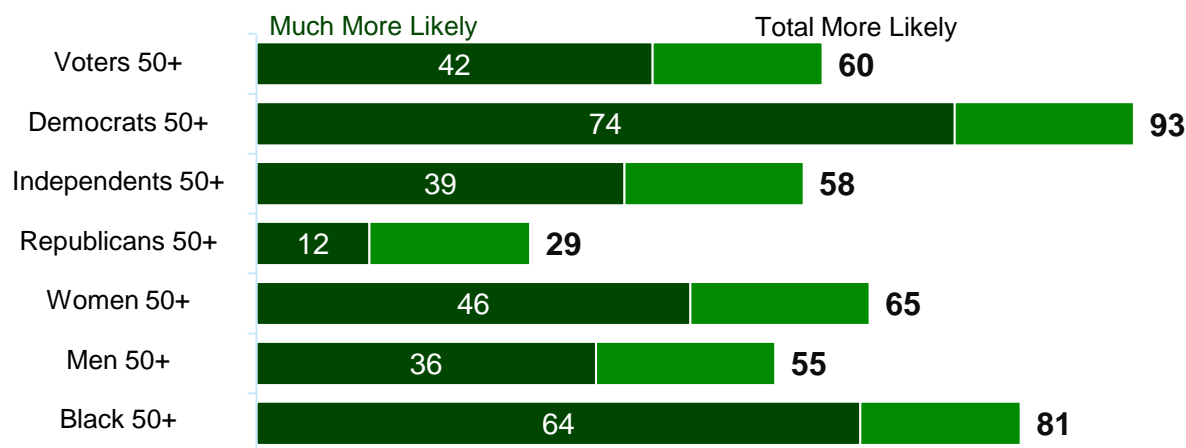
Q: Do you support or oppose Michigan expanding voting access by implementing nine days of early voting, counting military and overseas ballots if postmarked by election day, having a single application to vote absentee in every election, and creating secure absentee ballot drop boxes?

	Strongly Support	Total Support
Voters 50+	47	63
Democrats 50+	83	95
Independents 50+	43	61
Republicans 50+	16	34
Women 50+	53	68
Men 50+	42	57
Black 50+	68	83

VOTERS 50+ Our Voices Decide

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IMPACT RESEARCH

All data on slide is among Voters 50+
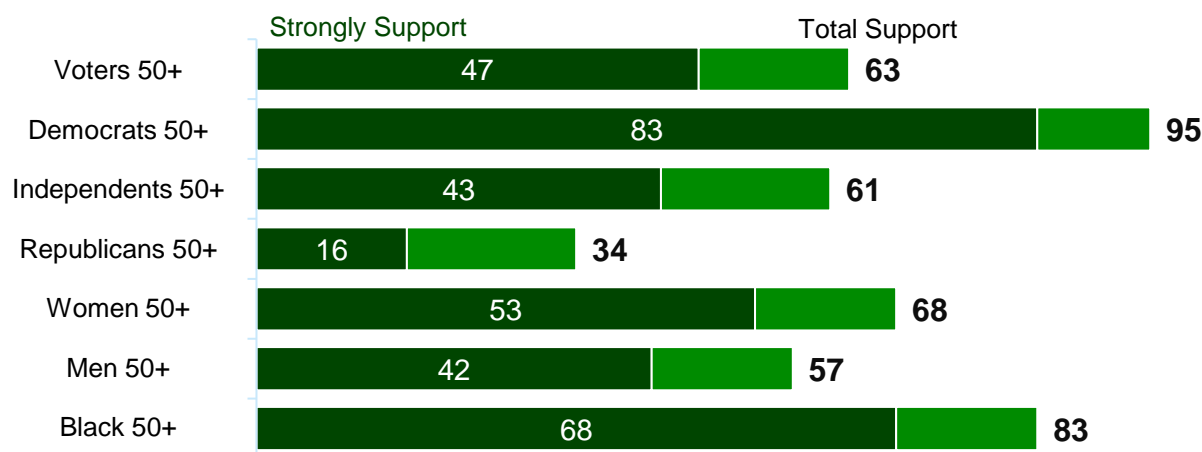
Repeal Pension Tax: Repeal of Michigan's state pension tax garners majority support, with extremely stable levels backing repeal regardless of party or gender.

Q: Do you support or oppose repealing Michigan's state pension tax?

Support / Oppose

Group	Support	Neutral	Oppose
Voters 50+	57	25	18
Democrats 50+	57	29	14
Independents 50+	57	25	18
Republicans 50+	57	20	23
Women 50+	57	26	17
Men 50+	57	23	20
Black 50+	61	28	11

All data on slide is among Voters 50+
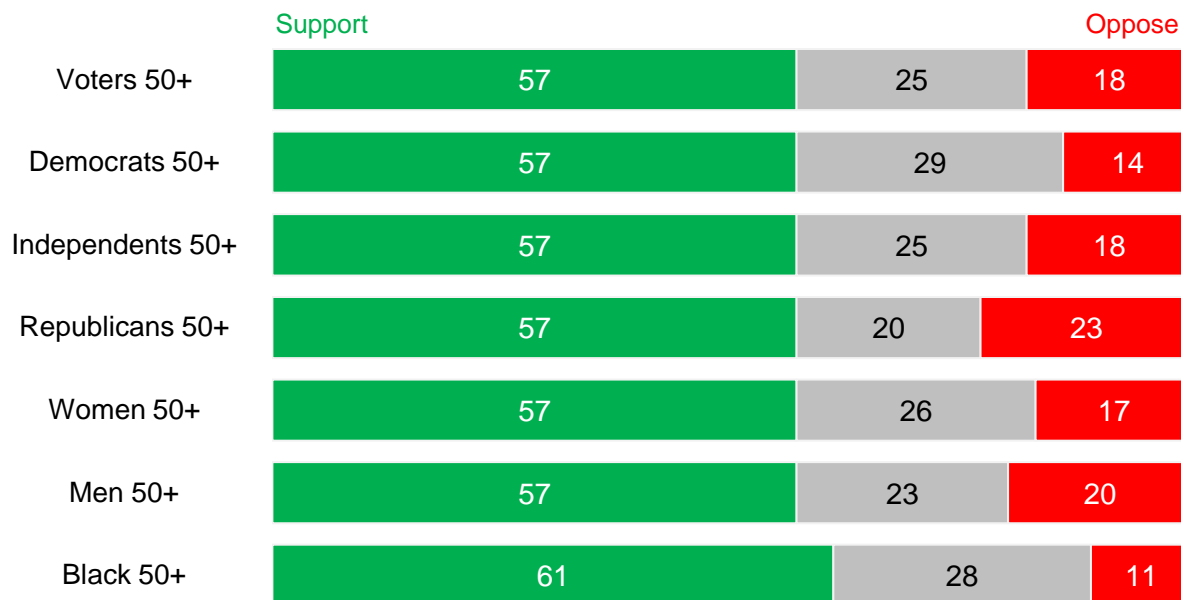
Persuadable voters are the 18% of the 50+ segment of the electorate who are not definitely voting for one of Whitmer or Dixon. 8% are Probably/Leaning toward voting for Dixon, 6% are Probably/Leaning toward voting for Whitmer, while the rest are Undecided. They are much more likely to be an Independent than voters 50+ overall, and more likely to be moderate or conservative than liberal. They are concerned about the state's direction, worried about their finances, and focused on economic issues for their votes.

53% Women / 47% Men

28% GOP / **61% Ind** / 10% Dem

38% Cons / **41% Moderate** / 11% Liberal

Definitely Dixon
37%

Definitely Whitmer
45%
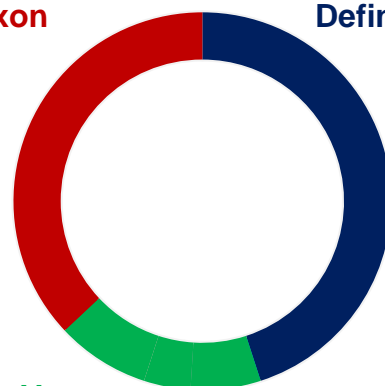
Persuadable Voters
18%

Direction of State

	Wrong	
54		69
45	Right	28

50+ — Persuadables

Worried about Finances

	Not Worried	
39		34
59	Worried	65

50+ — Persuadables

Top Issue for Gov Vote

Issue	%
Abortion	14%
Inflation & rising prices	25%
Jobs and the economy	11%
Election security	7%
Voting rights	5%
Enviro & clean water	6%
Roads & infrastructure	5%
Law and order & crime	3%
Gun control/gun rights	6%
Health care	4%
Education	3%
State spending	6%
Taxes	3%
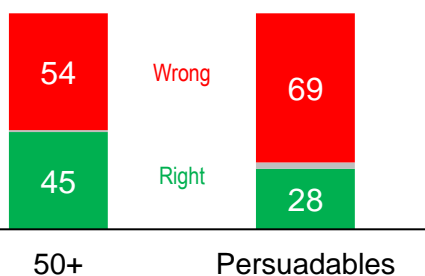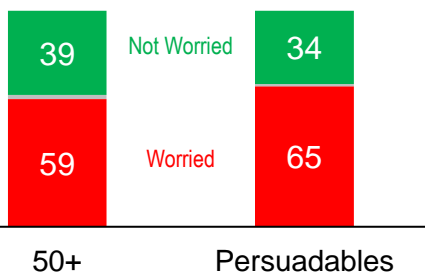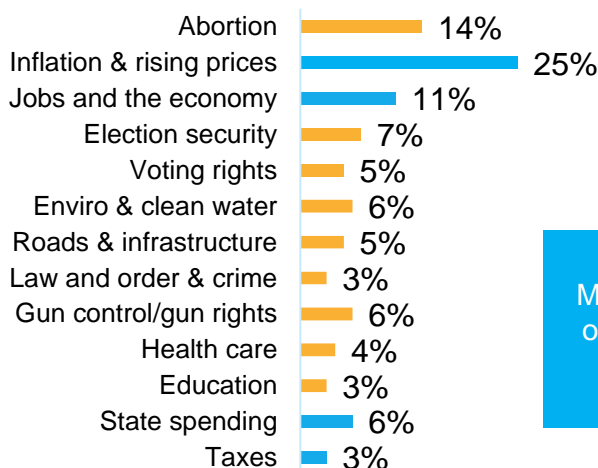
More focused on economic issues

Gov Candidate: Increase Home Care Funding
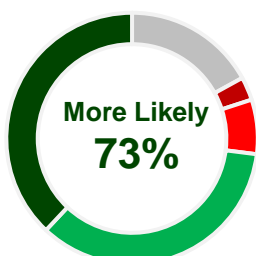
More Likely
73%

Gov Candidate: Nursing Home Reform

More Likely
70%

Senior Home Caregiving Tax Credit

Total Support
85%

All data on slide is among Voters 50+

VOTERS 50+ Our Voices Decide

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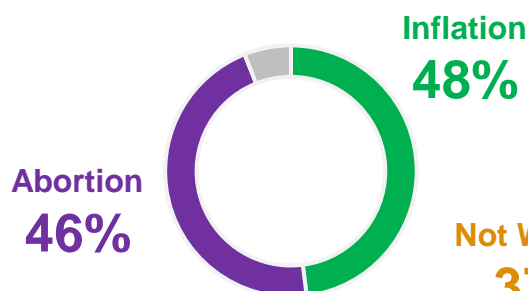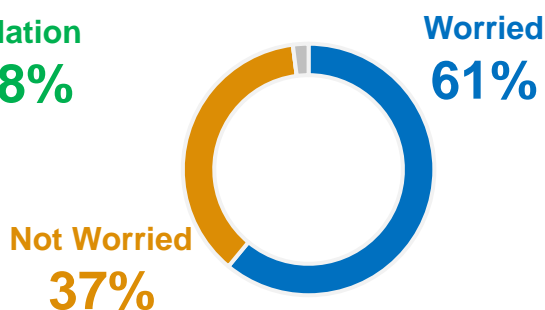IMPACT RESEARCH
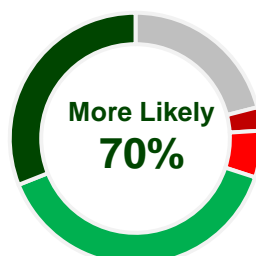
Women voters 50+ make up 53% of the 50+ electorate and 32% of Michigan likely voters overall. They favor Gov. Whitmer over Tudor Dixon by a 17-point margin, and a generic Democrat for Congress by 11. Whitmer performs a net 13-points better among Independent women 50+ than a generic Dem for Congress. Abortion and inflation are at the top of the most important issue list, and head-to-head, they are almost even. A 61% majority of women 50+ are worried about their personal financial situation, and huge majorities are more likely to support a gubernatorial candidate in favor of strengthening long-term care for seniors in Michigan.

2022 Ballots

Whitmer	Governor	Dixon			Dem	Generic Cong Ballot	GOP
56		39	D+17	Women 50+	D+11	51	40
97		2	D+95	Dem Women 50+	D+94	96	2
55		35	D+20	Ind Women 50+	D+7	41	34
8	90		R+82	GOP Women 50+	R+86	6	92
54		42	D+12	White Women 50+	D+7	49	42
81		13	D+68	Black Women 50+	D+66	78	12

Top Issue for Gov Vote

Abortion	22%
Inflation & rising prices	20%
Jobs and the economy	11%
Election security	10%
Voting rights	7%
Enviro & clean water	5%
Roads & infrastructure	3%
Law and order & crime	4%
Gun control/gun rights	3%
Health care	5%
Education	4%
State spending	3%
Taxes	1%

More Imp for Vote: Inflation or Court Overturning Roe

Inflation 48%
Abortion 46%

Worry About Personal Financial Situation

Worried 61%
Not Worried 37%

Gov Candidate: Increase Home Care Funding

More Likely 83%

Gov Candidate: Nursing Home Reform

More Likely 81%

Senior Home Caregiving Tax Credit

Total Support 91%

All data on slide is among Women Voters 50+

VOTERS 50+ Our Voices Decide

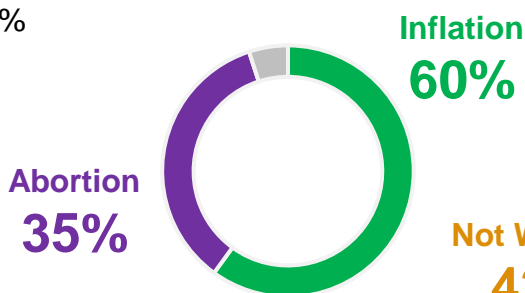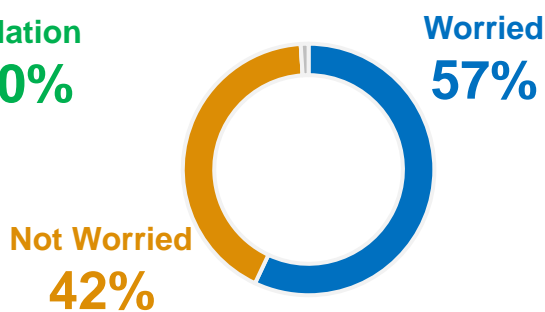FabrizioWard+

IMPACT RESEARCH

Men voters 50+ make up 47% of the 50+ electorate and 28% of Michigan likely voters overall. They are voting for Tudor Dixon over Gov. Whitmer 53% - 43%, and back the generic Republican for Congress by 12. Independent Men 50+ lean toward the Republican candidate on both ballots. Abortion, jobs/economy and inflation are the three issues that reach double digits on most important, but inflation is prioritized over abortion 60/35 in their vote for Congress. Most men 50+ say they are worried about their personal financial situation, and clear majorities are more likely to support a candidate in favor of strengthening long-term care in Michigan.
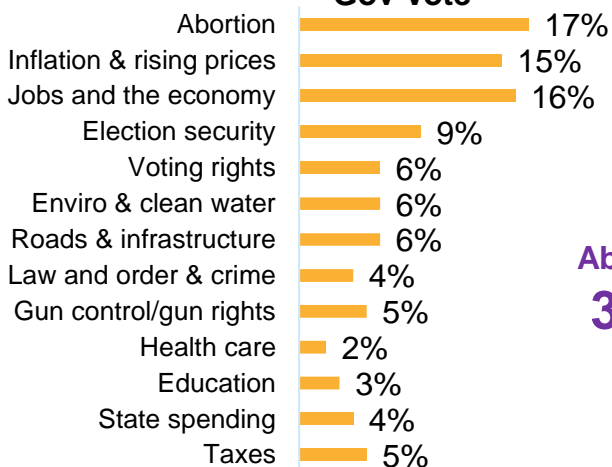
2022 Ballots

Whitmer	Governor	Dixon			Dem	Generic Cong Ballot	GOP
43		53	R+10	Men 50+	R+12	40	52
94		4	D+90	Dem Men 50+	D+90	94	4
43		49	R+6	Ind Men 50+	R+8	38	46
5	95		R+90	GOP Men 50+	R+95	2	97
41		56	R+15	White Men 50+	R+17	38	55
76		21	D+55	Black Men 50+	D+52	72	20

Top Issue for Gov Vote

Abortion	17%
Inflation & rising prices	15%
Jobs and the economy	16%
Election security	9%
Voting rights	6%
Enviro & clean water	6%
Roads & infrastructure	6%
Law and order & crime	4%
Gun control/gun rights	5%
Health care	2%
Education	3%
State spending	4%
Taxes	5%

More Imp for Vote: Inflation or Court Overturning Roe

Inflation 60%

Abortion 35%

Worry About Personal Financial Situation

Worried 57%

Not Worried 42%

Gov Candidate: Increase Home Care Funding

More Likely 76%

Gov Candidate: Nursing Home Reform

More Likely 71%

Senior Home Caregiving Tax Credit

Total Support 84%
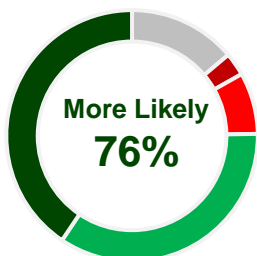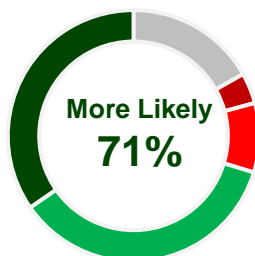
All data on slide is among Men Voters 50+
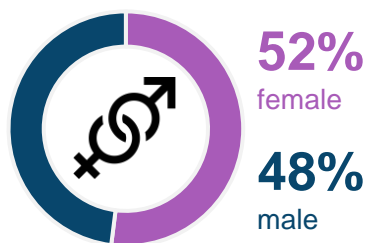
AARP commissioned the bipartisan polling team of Fabrizio Ward & Impact Research to conduct a survey. The firms interviewed 1,365 likely Michigan voters, which includes a statewide representative sample of 500 likely voters, with an oversample of 550 likely voters age 50 and older and an additional oversample of 315 Black likely voters age 50 and older, between August 8-14, 2022. The interviews were conducted via landline (30%), cellphone (35%), and SMS-to-web (35%). The margin of sampling error for the 500 statewide sample is ±4.4%; for the 850 total sample of voters 50+ is ±3.4%; for the 400 total sample of Black voters 50+ is ±4.9%.

Due to rounding, answer choices may not always add up to 100%. Data is specified in the report that it is among either the 18+ or 50+ universe. Partisan crosstabs in this report represent how people identify themselves when asked, not how they are modeled on the voter file.

For more information about this survey, contact Kate Bridges at kbridges@aarp.org. Media inquiries contact Cathleen Simlar at csimlar@aarp.org.
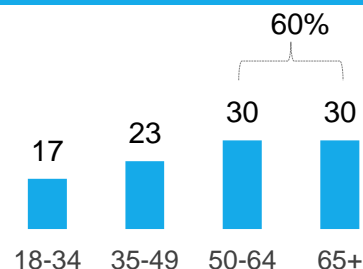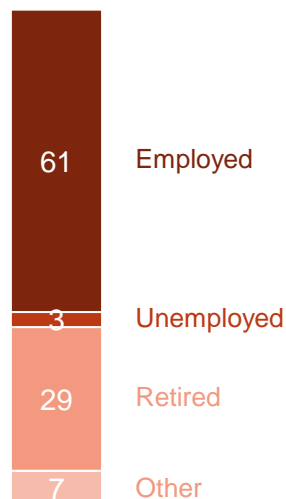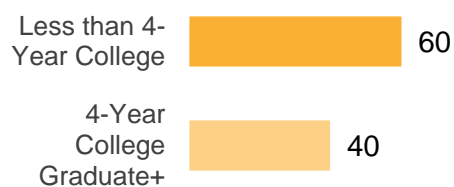
GENDER

52% female

48% male

RACE

82% White
11% Black
3% Hispanic
4% Other

AGE

60%

17 — 18-34
23 — 35-49
30 — 50-64
30 — 65+

PARTY ID

Democrat	Independent	Republican
31	39	30

EMPLOYMENT

61 — Employed
3 — Unemployed
29 — Retired
7 — Other

LIVING IN…

28% Rural
15% Urban
53% Suburban

EDUCATION

Less than 4-Year College — 60
4-Year College Graduate+ — 40

VOTERS 50+ Our Voices Decide
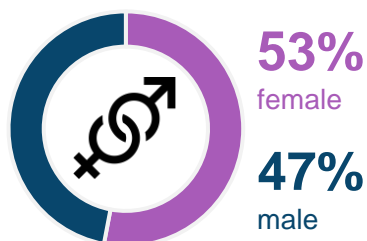
FabrizioWard+ IMPACT RESEARCH

AARP® Michigan: Profile of Likely Voters 50+

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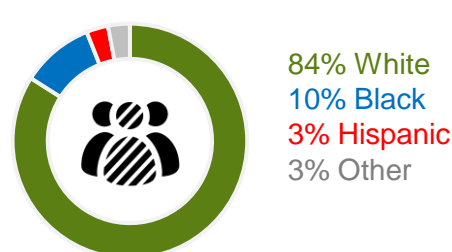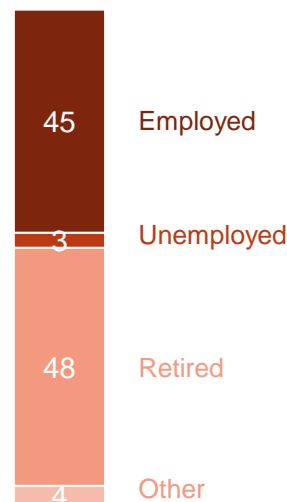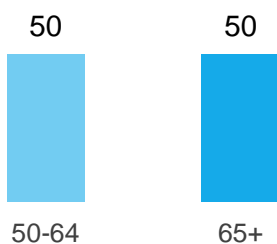
GENDER
- **53%** female
- **47%** male

AARP
- **44%** are AARP members

RACE
- 84% White
- 10% Black
- 3% Hispanic
- 3% Other

EDUCATION
- Less than 4-Year College: 64
- 4-Year College Graduate+: 36

EMPLOYMENT
- 45 Employed
- 3 Unemployed
- 48 Retired
- 4 Other

LIVING IN…
- **33%** Rural
- **15%** Urban
- **50%** Suburban

AGE
- 50-64: 50
- 65+: 50

PARTY ID
Democrat	Independent	Republican
33	34	33

All data on slide is among Voters 50+