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Michigan Statewide Survey

State Innovation Exchange

Key Findings from Democracy and Voting Reform Research

Prepared by Ben Lazarus and Gabby Weisberg

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Methodology

TargetSmart designed this multi-modal survey. Five-hundred interviews were conducted via professional telephone agents (330 wireless respondents, 170 landline respondents) from May 14-23, and 509 interviews were conducted online among panelists who were matched to the TargetSmart voter file from six opt-in panel providers from May 5-23. All respondents indicated they were 18 years or older and registered to vote in Michigan. Quotas were designed to reflect the demographic and geographic distribution of registered voters in Michigan. The data were weighted by gender, age, race, TargetSmart Partisan Score, TargetSmart High School Only Score, and region by county and county council district to ensure an accurate reflection of the population.

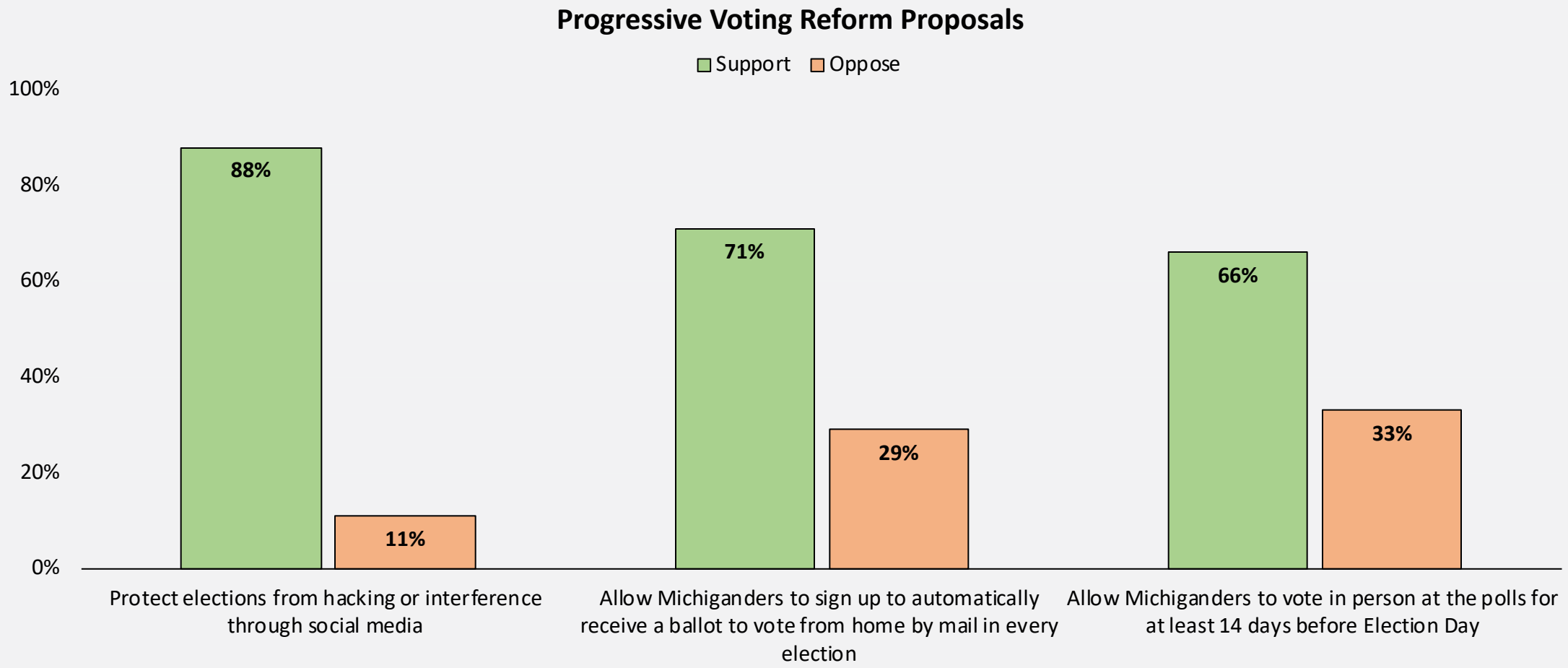
The margin of error for the phone data collected is +/- 4.4%. The margin of error for subgroups is larger and varies. No margins of sampling error are calculated for the online data collection, as this statistic is only applicable to fully randomly sampled surveys, which this survey is not due to its reliance on non-representative opt-in panels. Percentage totals may not add up precisely due to rounding.

Key Takeaways

- Michigan voters are overwhelmingly supportive of proposals that increase voting accessibility, including automatic vote by mail and 14-day in-person early voting.
- At the same time, voters express intense concerns about election security and want to see protections against hacking and interference put into place.
- Voters strongly support policies that increase transparency in state government, crack down on corrupt politicians, and remove the gnawing influence of big money from the system.
- From reigning in lobbyists and special interests to increasing government transparency, Michigan voters want to reduce corruption and increase accountability in state government.

Voting Reforms

Majorities Support Proposals that Liberalize Voting Access



Q.23 Next I'm going to read you several proposals on voting that may be considered by the Michigan Legislature. Please tell me whether you support or oppose each proposal.

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Consistent, Strong Support for Protections from Hacking and Social Media Interference

Protections from Hacking and Social Media Interference by Party ID and Region

		Support	Oppose
	All voters	**88%**	**11%**
Ideology	Liberal	96%	4%
	Moderate	88%	12%
	Conservative	84%	15%
Region	Capitol Region	86%	13%
	Northern Michigan	84%	16%
	Southeastern Michigan	88%	11%
	Thumb Region	87%	13%
	Western Michigan	91%	8%

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Voters Across Demographic Spectrum Support Protections from Hacking

Protections from Hacking and Social Media Interference by Key Demographics

		Support	Oppose
	All voters	**88%**	**11%**
Age	Under 50	90%	9%
	50+	86%	13%
Gender/Education	College educated men	89%	10%
	Non-college men	87%	13%
	College educated women	91%	9%
	Non-college women	86%	12%

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Voters Across the State Support Automatic Ballots by Mail, Though Conservatives Display Some Skepticism

Automatic Ballot by Mail by Party ID and Region

		Support	Oppose
	All voters	**71%**	**29%**
Ideology	Liberal	89%	10%
	Moderate	73%	27%
	Conservative	54%	45%
Region	Capitol Region	66%	33%
	Northern Michigan	60%	41%
	Southeastern Michigan	75%	25%
	Thumb Region	65%	35%
	Western Michigan	72%	28%

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Younger Voters, Women Slightly More Supportive of Automatic Ballots by Mail

Automatic Ballot by Mail by Key Demographics

		Support	Oppose
	All voters	**71%**	**29%**
Age	Under 50	75%	25%
	50+	67%	32%
Gender/Education	College educated men	65%	35%
	Non-college men	69%	31%
	College educated women	76%	24%
	Non-college women	71%	28%

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14-Day Early Voting Period Quite Popular With Electorate, Mixed Opinions Among Conservatives

14-Day Early Vote by Party ID and Region

		Support	Oppose
	All voters	**66%**	**33%**
Ideology	Liberal	89%	11%
	Moderate	66%	34%
	Conservative	51%	48%
Region	Capitol Region	59%	40%
	Northern Michigan	56%	42%
	Southeastern Michigan	69%	31%
	Thumb Region	69%	30%
	Western Michigan	67%	32%

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Voters Under 50, College-Educated Women Show Strongest Support for 14-Day Early Voting Period

14-Day Early Vote by Key Demographics

		Support	Oppose
	All voters	**66%**	**33%**
Age	Under 50	76%	23%
	50+	57%	43%
Gender/Education	College educated men	64%	36%
	Non-college men	64%	36%
	College educated women	70%	30%
	Non-college women	66%	32%

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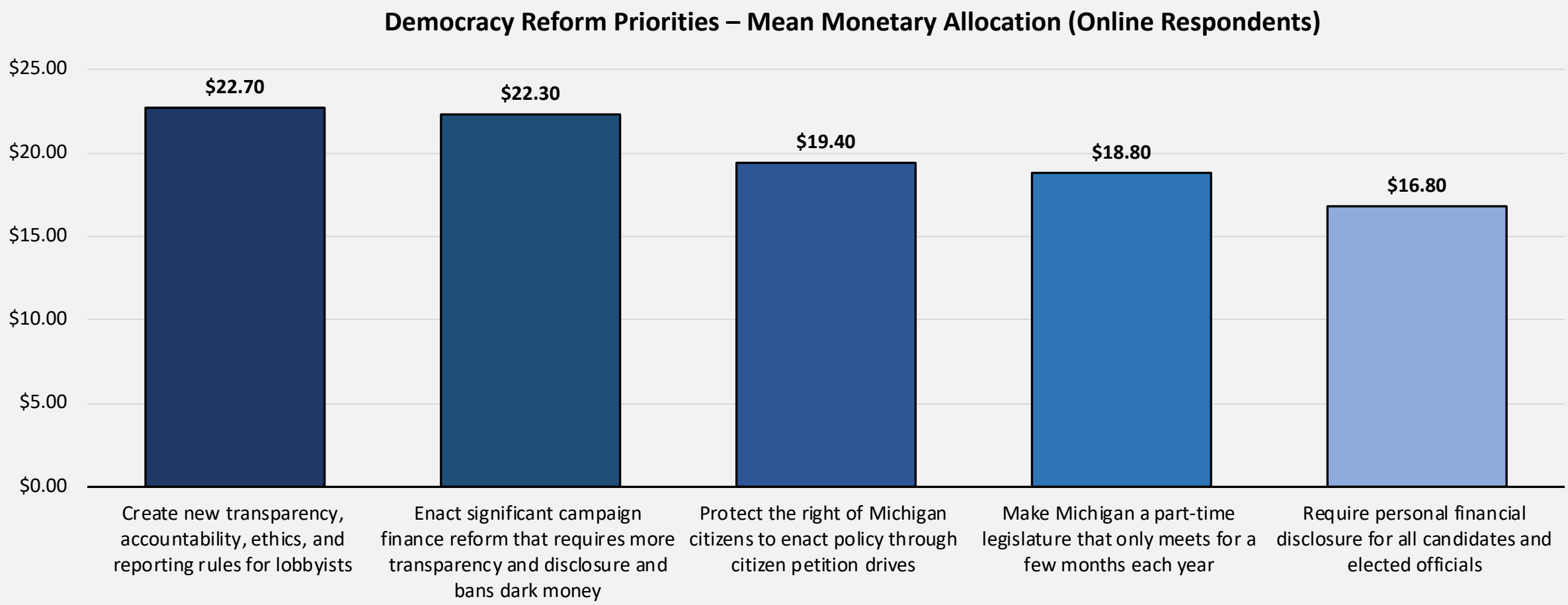
Democracy Reform

High Priority Placed on Strengthened Rules for Lobbyists and Dark Money Bans



Q.21 Switching gears a bit, below is a list of priorities related to restore the public's trust in democracy on which members of the Michigan Legislature could focus. Imagine you had $100 to spend on all of these priorities. You'd spend the most money on the priorities you care about the most and want the Michigan Legislature to focus on the most. You'd spend zero dollars on any priorities that you don't care about at all and don't want the Michigan Legislature to focus on at all. If you do care about a priority at all, just make sure you save some money to spend on it. You must spend all $100 on these priorities.

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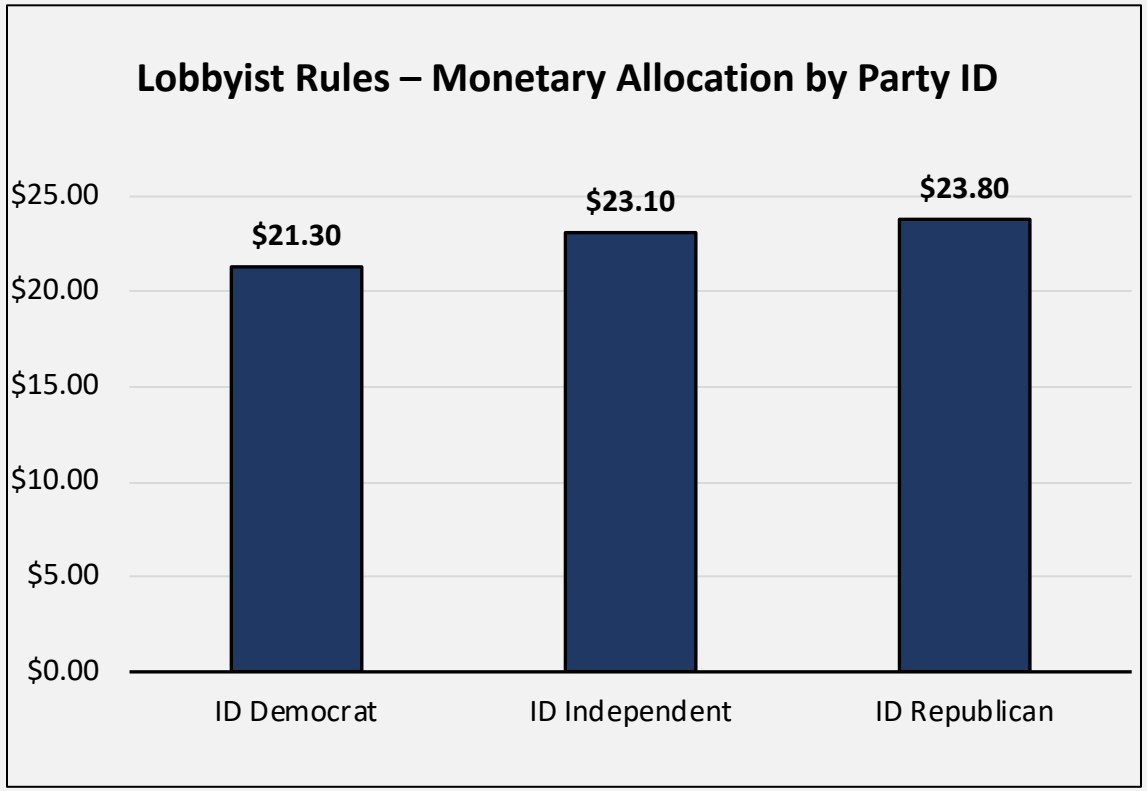
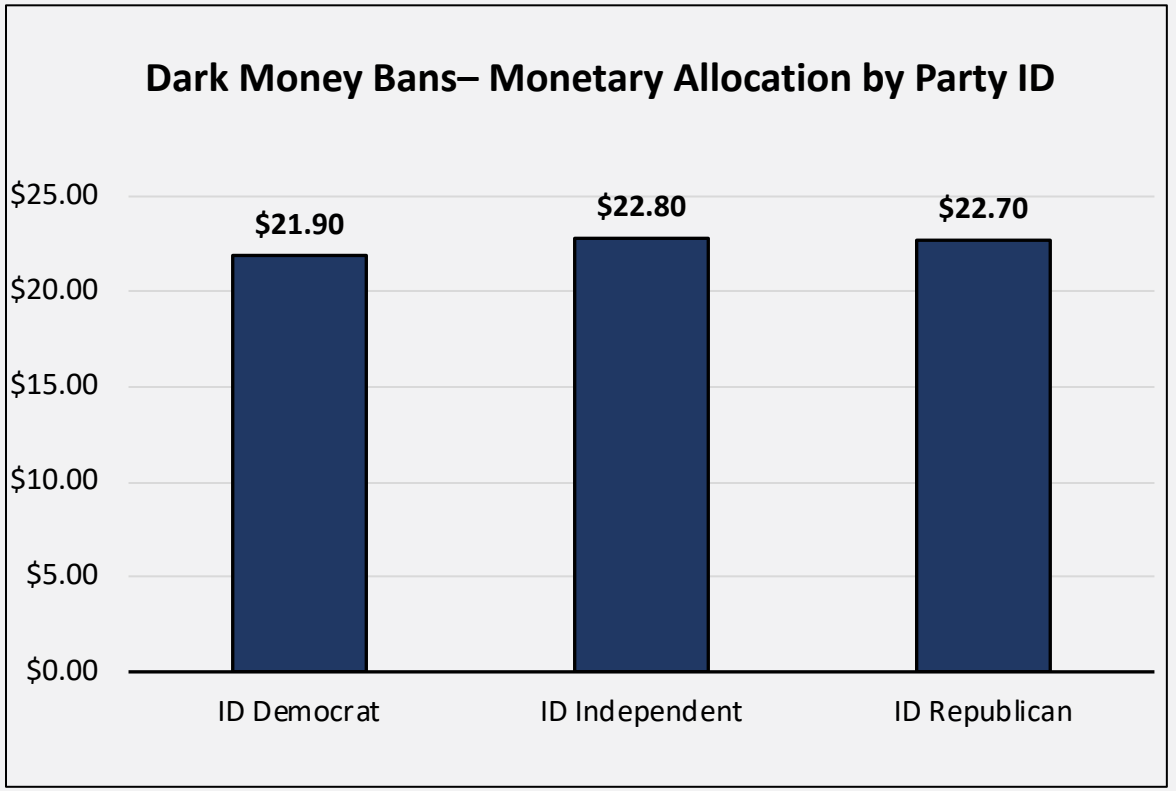
Partisan Consensus on Reducing Influence of Lobbyists and Dark Money





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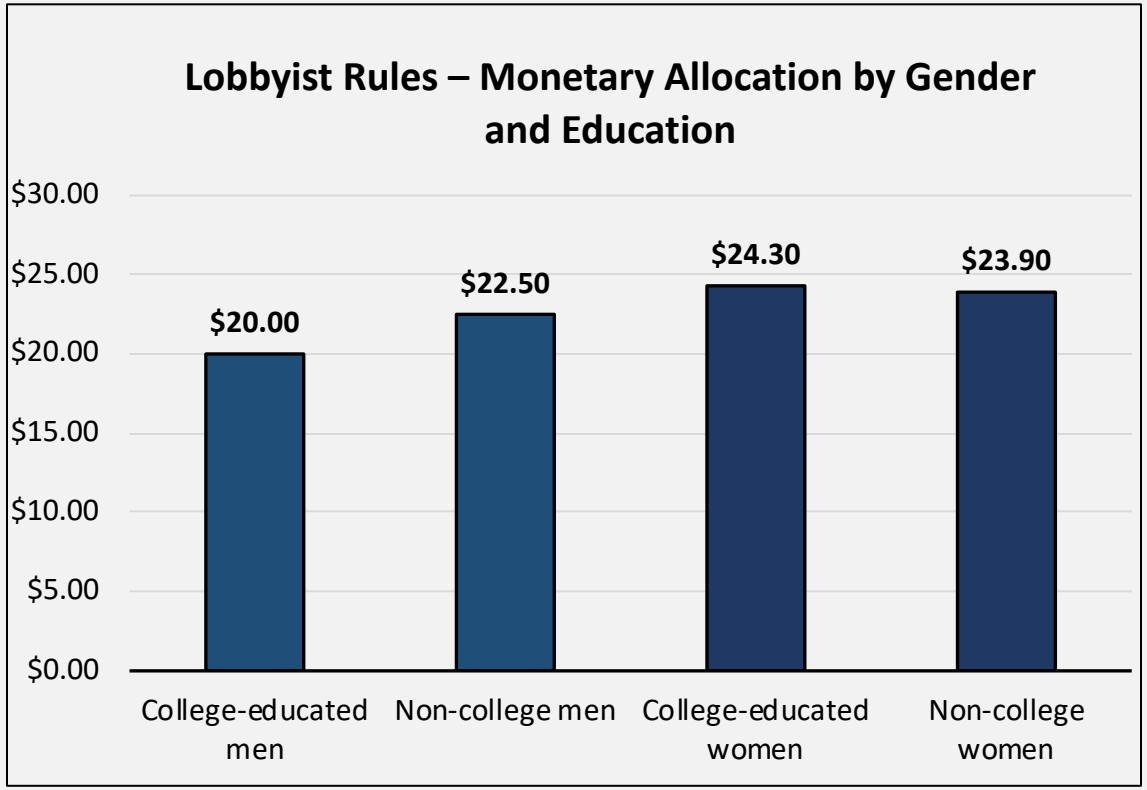
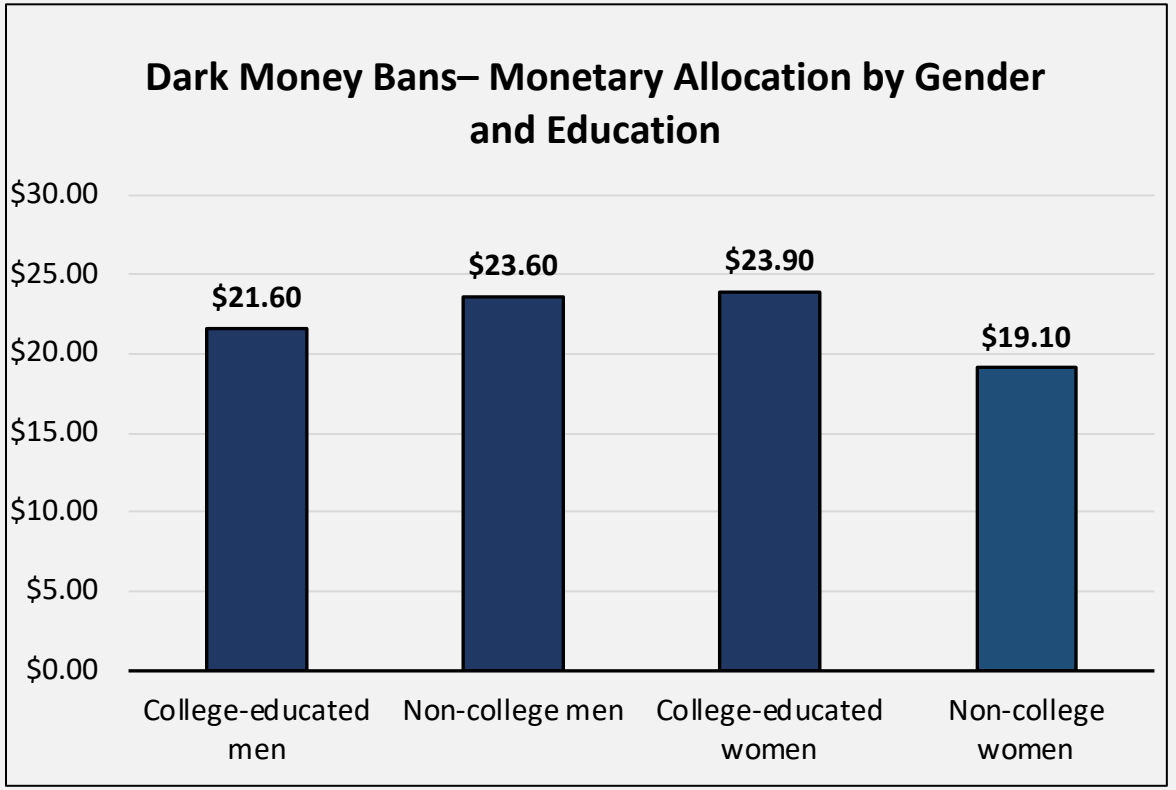
Blue Collar Women Place Less of a Priority on Dark Money Bans





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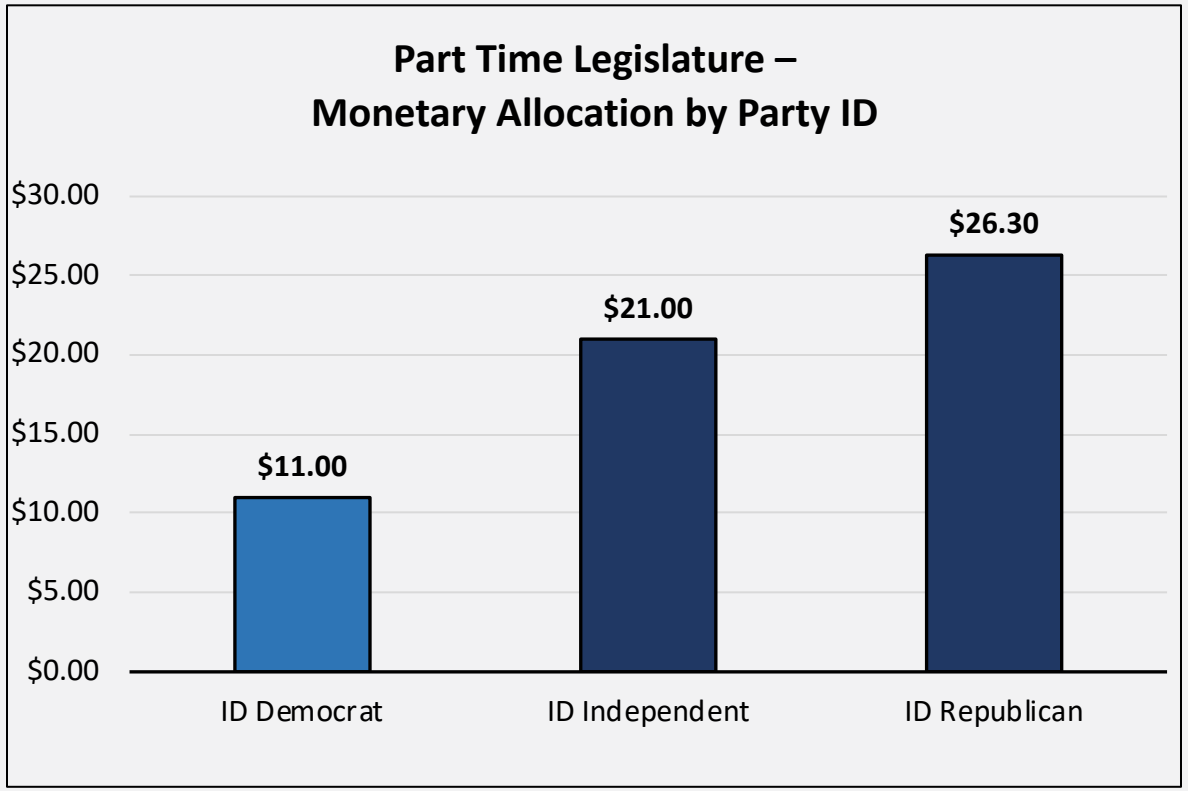
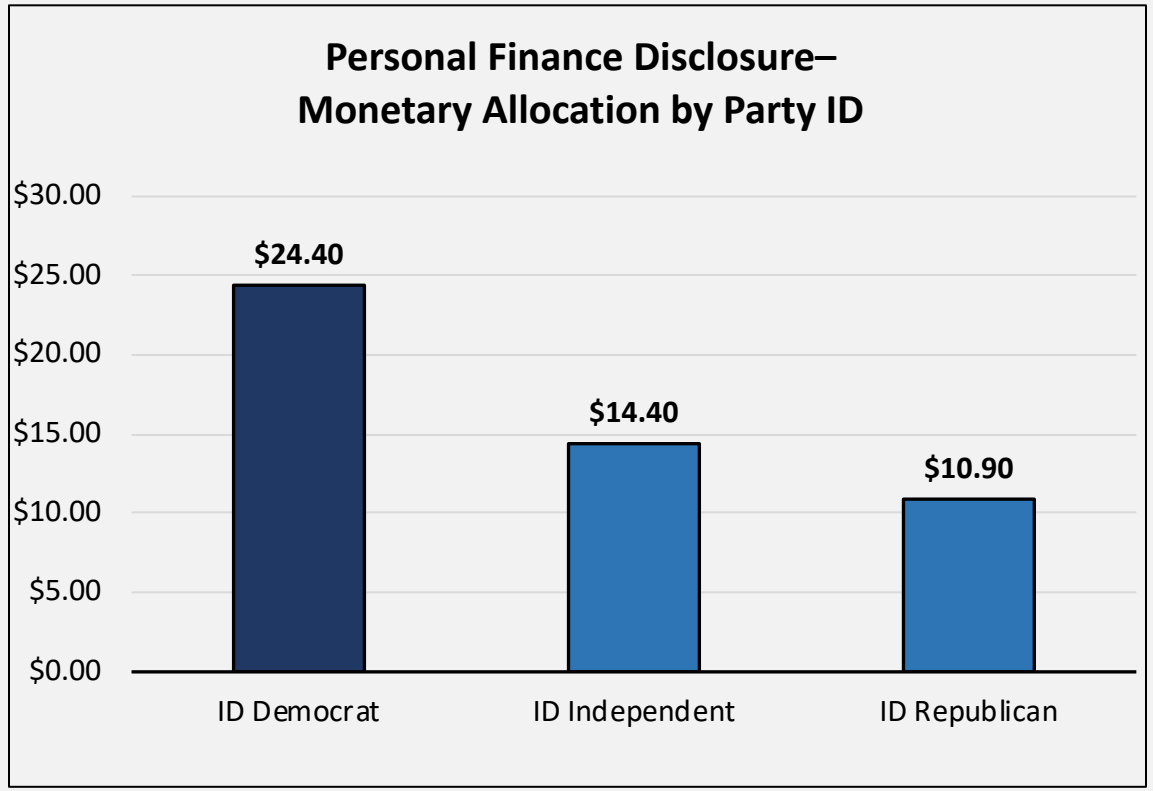
Partisan Contours Emerge Around a Part Time Legislature and Personal Finance Disclosures





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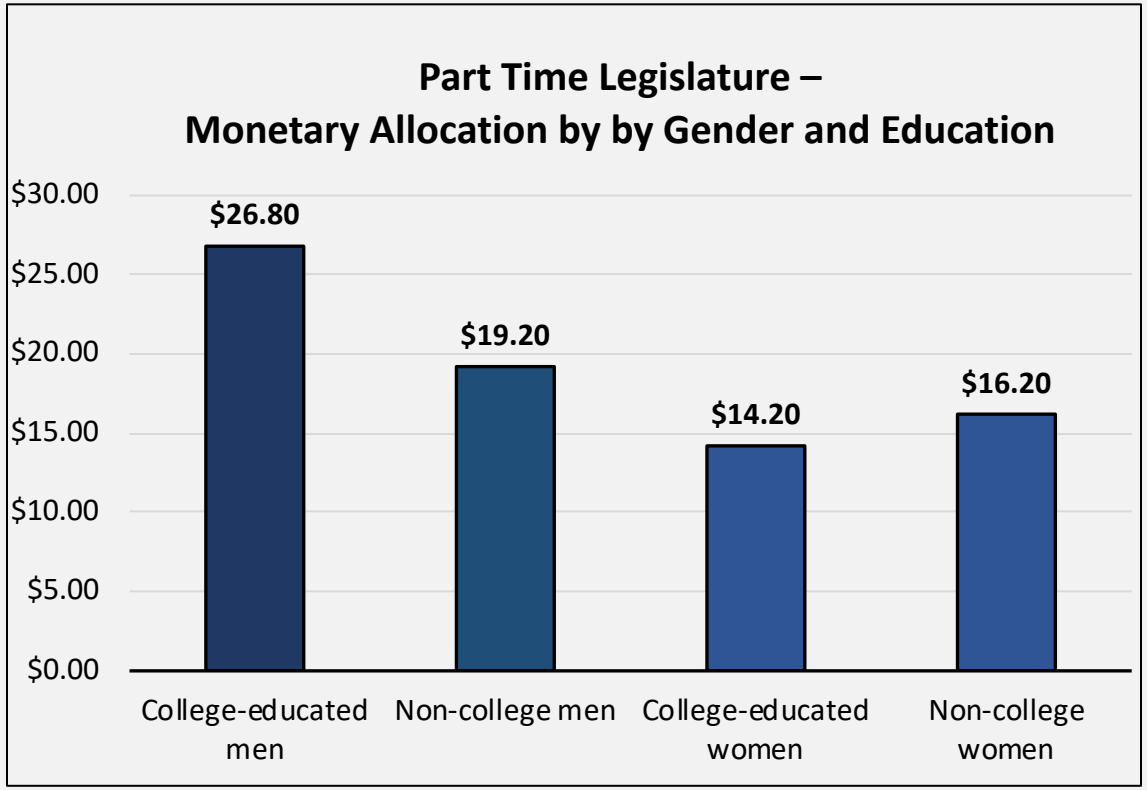
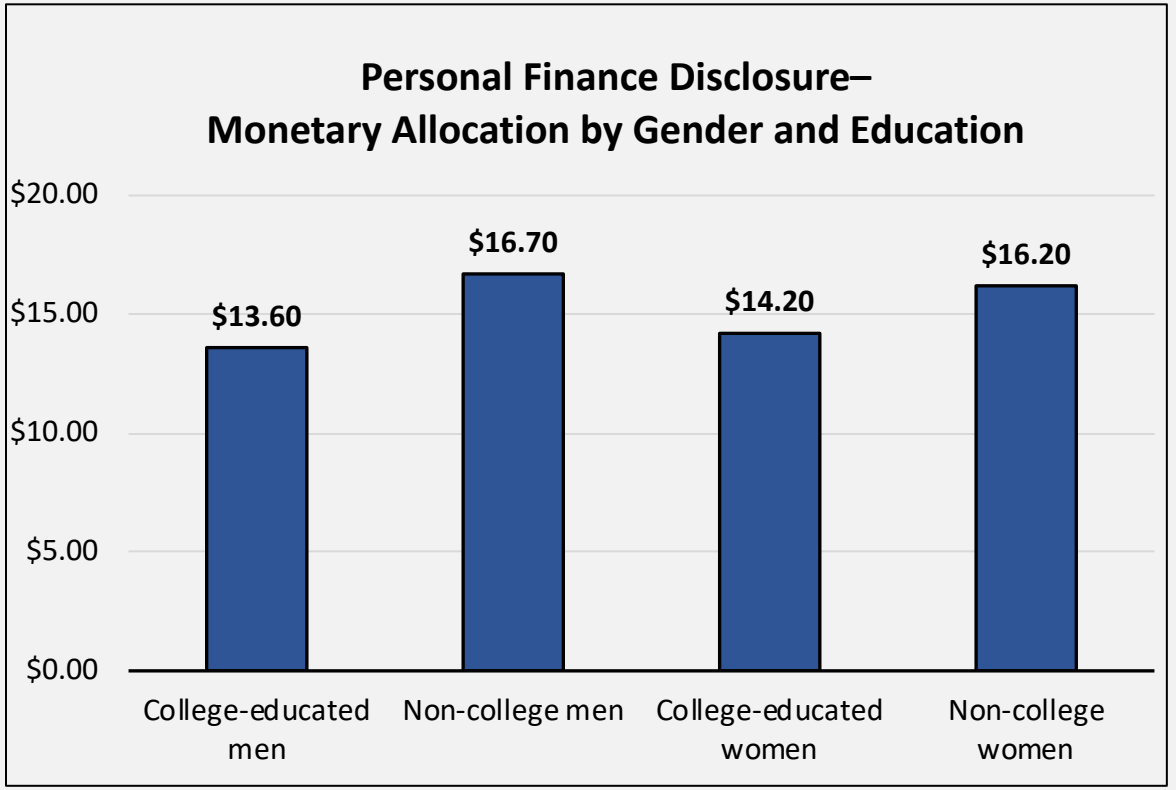
College Educated Men Place a High Priority on Making the Michigan Legislature Part-Time





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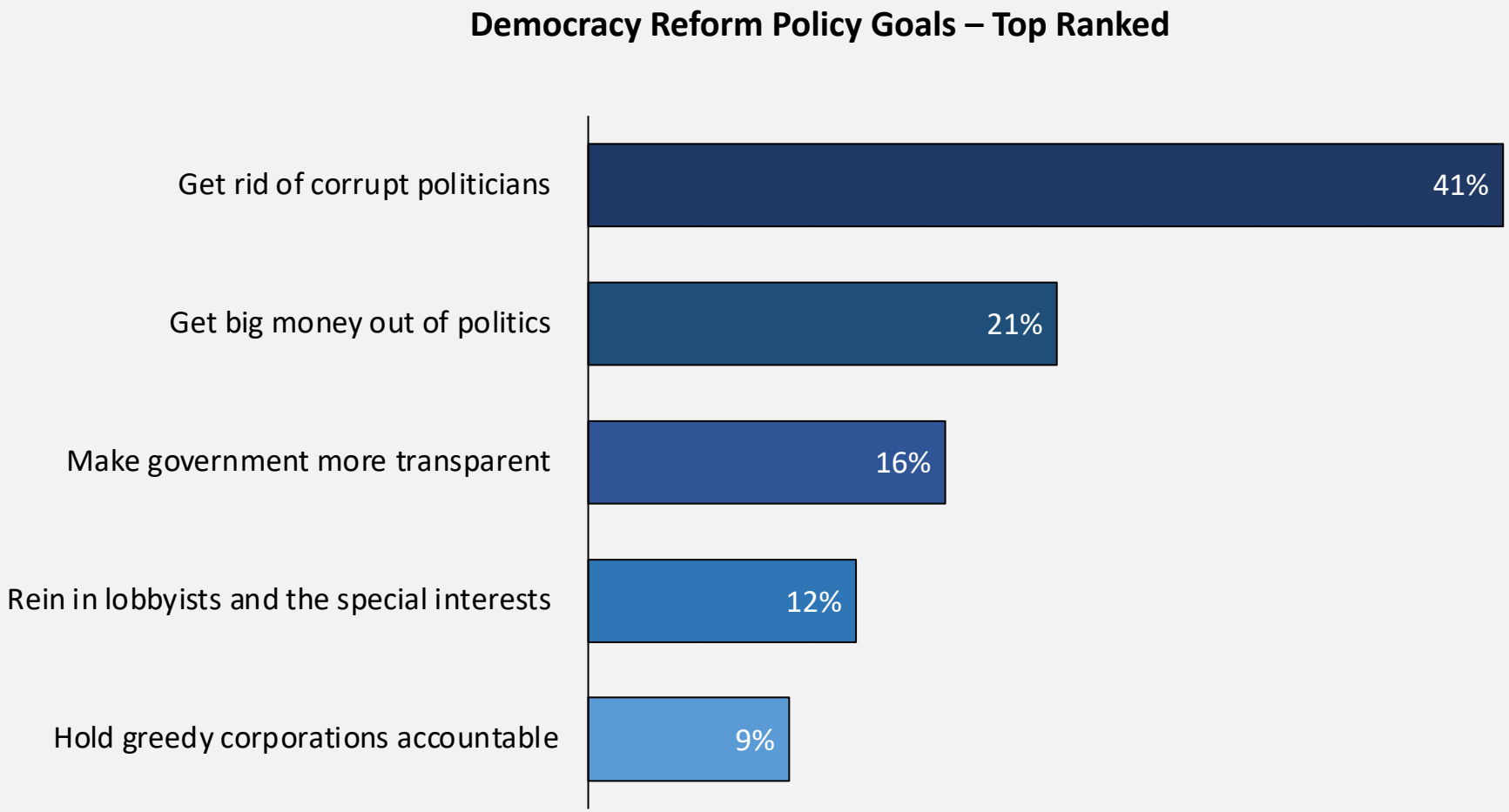
4-in-10 Voters Rank Getting Rid of Corrupt Politicians as Their Top Policy Goal



Q.22 Please rate the following five policy goals from 1 to 5, by dragging and dropping them into order, with 1 being the policy goal you support the MOST and 5 being the goal you support the LEAST.

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Consistent Policy Goals Across Partisanship

Top Three Policy Goals by Party ID

ID Democrat	
1. Get rid of corrupt politicians	35%
2. Get rid of big money	27%
3. Increase gov't transparency	16%

ID Independent	
1. Get rid of corrupt politicians	43%
2. Get rid of big money	19%
3. Increase gov't transparency	14%

ID Republican	
1. Get rid of corrupt politicians	48%
2. Increase gov't transparency	21%
3. Get rid of big money	13%

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Reigning in Lobbyists and Special Interests Pops with Blue Collar Men

Top Three Policy Goals by Gender and Education

College Educated Men	
1. Get rid of corrupt politicians	38%
2. Get rid of big money	22%
3. Increase gov't transparency	20%

College-Educated Women	
1. Get rid of corrupt politicians	35%
2. Increase gov't transparency	22%
3. Get rid of big money	19%

Non-College Men	
1. Get rid of corrupt politicians	45%
2. Get rid of big money	22%
3. Reign in lobbyists	14%

Non-College Women	
1. Get rid of corrupt politicians	46%
2. Increase gov't transparency	16%
3. Get rid of big money	16%

Q.22 Please rate the following five policy goals from 1 to 5, by dragging and dropping them into order, with 1 being the policy goal you support the MOST and 5 being the goal you support the LEAST.

Voters Across the State Prioritize the Same Reform Policies

Top Three Policy Goals by Region

Capitol Region	
1. Get rid of corrupt politicians	42%
2. Get rid of big money	22%
3. Increase gov't transparency	14%

Northern Michigan	
1. Get rid of corrupt politicians	51%
2. Get rid of big money	19%
3. Increase gov't transparency	11%

Southeastern Michigan	
1. Get rid of corrupt politicians	42%
2. Get rid of big money	19%
3. Increase gov't transparency	18%

Thumb	
1. Get rid of corrupt politicians	44%
2. Get rid of big money	23%
3. Increase gov't transparency	13%

Western Michigan	
1. Get rid of corrupt politicians	34%
2. Get rid of big money	23%
3. Increase gov't transparency	18%

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Questions?