

**Crooked Media-Change Research "Pollercoaster"
Michigan Likely Voter Survey
May 11-17, 2020**



**Total Michigan
Likely Voters**

Sample Size (Weighted) 3070
3,007 interviews collected online May 11-17, 2020

Margin of error (95% confidence level)* ±1.9%

**Note that we believe the traditional margin of error calculation to be of limited value, as it only reflects one type of error in surveys*

Full Sample

Total including leaners:

Joe Biden, the Democrat	49
Donald Trump, the Republican	46
Not sure	4
Would not vote	1

Total including leaners:

Joe Biden, the Democrat	47
Donald Trump, the Republican	44
Justin Amash, the Libertarian	4
Not sure	4
Would not vote	1

Total including leaners:

Joe Biden / Gretchen Whitmer, the Democrats	49
Donald Trump / Mike Pence, the Republicans	47
Not sure	3
Would not vote	1

Total including leaners:

Donald Trump / Mike Pence, the Republicans	48
Joe Biden / Stacey Abrams, the Democrats	46
Not sure	4
Would not vote	2

Total including leaners:

Joe Biden / Amy Klobuchar, the Democrats	50
Donald Trump / Mike Pence, the Republicans	45
Not sure	3

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	Would not vote	2
Total including leaners:	Donald Trump / Mike Pence, the Republicans	47
	Joe Biden / Elizabeth Warren, the Democrats	47
	Not sure	3
	Would not vote	3
Total including leaners:	Joe Biden / Kamala Harris, the Democrats	51
	Donald Trump / Mike Pence, the Republicans	43
	Not sure	4
	Would not vote	2
Total including leaners:	Gary Peters, the Democrat	48
	John James, the Republican	43
	Not sure	7
	Would not vote	1
Open-ended Issues - Top issues categorized by our issues classification engine	Healthcare Access and Insurance	10
	Jobs and the Economy	9
	Bipartisanship and Civility	8
	Transportation and Infrastructure	7
	Jobs	6
	Education	6
	Climate and Environment	5
	Smaller Government and Regulations	4
	Democratic Solidarity and Republican Opposition	4
	Constitutional Rights	3
	Republican Solidarity and Democratic Opposition	2
	Crime and Public Safety	2
	Minority Rights	2
	Immigration	2

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Corruption and Accountability	2
Cost of Living	2
Elections and Political Accountability	2
Resource Management	1
Illegal Immigration	1
Other	2

**How favorable are your feelings about each of the following public
officials and organizations? - Gretchen Whitmer**

Very favorable	39
Somewhat favorable	10
Neutral	4
Somewhat unfavorable	5
Very unfavorable	41
Never heard of them	1
Total Favorable	49
Total Unfavorable	46
Net Favorable	2

**How favorable are your feelings about each of the following public
officials and organizations? - Donald Trump**

Very favorable	32
Somewhat favorable	11
Neutral	4
Somewhat unfavorable	4
Very unfavorable	48
Never heard of them	1
Total Favorable	43
Total Unfavorable	52
Net Favorable	-8

**How favorable are your feelings about each of the following public
officials and organizations? - Joe Biden**

Very favorable	21
Somewhat favorable	18
Neutral	8
Somewhat unfavorable	9
Very unfavorable	43
Never heard of them	1

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Total Favorable	39
Total Unfavorable	52
Net Favorable	-13

How favorable are your feelings about each of the following public officials and organizations? - Mike Pence

Very favorable	28
Somewhat favorable	12
Neutral	9
Somewhat unfavorable	8
Very unfavorable	41
Never heard of them	1
Total Favorable	41
Total Unfavorable	49
Net Favorable	-8

How favorable are your feelings about each of the following public officials and organizations? - Amy Klobuchar

Very favorable	11
Somewhat favorable	17
Neutral	24
Somewhat unfavorable	8
Very unfavorable	21
Never heard of them	18
Total Favorable	28
Total Unfavorable	30
Net Favorable	-2

How favorable are your feelings about each of the following public officials and organizations? - Elizabeth Warren

Very favorable	20
Somewhat favorable	17
Neutral	14
Somewhat unfavorable	7
Very unfavorable	38
Never heard of them	4
Total Favorable	37
Total Unfavorable	45

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Net Favorable -9

**How favorable are your feelings about each of the following public
officials and organizations? - Kamala Harris**

Very favorable	15
Somewhat favorable	18
Neutral	16
Somewhat unfavorable	8
Very unfavorable	33
Never heard of them	11
Total Favorable	32
Total Unfavorable	41
Net Favorable	-9

**How favorable are your feelings about each of the following public
officials and organizations? - Stacey Abrams**

Very favorable	14
Somewhat favorable	12
Neutral	21
Somewhat unfavorable	5
Very unfavorable	25
Never heard of them	23
Total Favorable	26
Total Unfavorable	31
Net Favorable	-5

**How favorable are your feelings about each of the following public
officials and organizations? - The Democratic Party**

Very favorable	21
Somewhat favorable	21
Neutral	9
Somewhat unfavorable	9
Very unfavorable	40
Never heard of them	1
Total Favorable	41
Total Unfavorable	49
Net Favorable	-8

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How favorable are your feelings about each of the following public officials and organizations? - The Republican Party

Very favorable	18
Somewhat favorable	20
Neutral	11
Somewhat unfavorable	10
Very unfavorable	40
Never heard of them	1
Total Favorable	38
Total Unfavorable	49
Net Favorable	-11

How favorable are your feelings about each of the following public officials and organizations? - Justin Amash

Very favorable	2
Somewhat favorable	7
Neutral	26
Somewhat unfavorable	15
Very unfavorable	22
Never heard of them	28
Total Favorable	9
Total Unfavorable	37
Net Favorable	-29

How would you rate the job that Donald Trump is doing as President?

Strongly approve	34
Somewhat approve	14
Somewhat disapprove	4
Strongly disapprove	48
Not sure	1

How would you rate the job that Gretchen Whitmer is doing as Governor?

Strongly approve	39
Somewhat approve	13
Somewhat disapprove	6
Strongly disapprove	41
Not sure	1

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How would you rate the job that each of the following are doing at managing the coronavirus outbreak? - Donald Trump

Strongly approve	27
Somewhat approve	18
Somewhat disapprove	5
Strongly disapprove	48
Not sure	1

How would you rate the job that each of the following are doing at managing the coronavirus outbreak? - Gretchen Whitmer

Strongly approve	42
Somewhat approve	11
Somewhat disapprove	7
Strongly disapprove	40
Not sure	1

Do you plan to vote in the November 2020 election for President?

Yes, definitely	95
Yes, probably	3
Maybe (50-50)	1
No, probably not	0
No, definitely not	0

If the general election for President were held today, who would you vote for?

Joe Biden, the Democrat	48
Donald Trump, the Republican	45
Not sure	7

[UNDECIDEDS ONLY] If you had to choose, who would you vote for?

Joe Biden, the Democrat	19
Donald Trump, the Republican	12
Not sure	49
Would not vote	20

If the general election for President were held today and the candidates were the following, who would you vote for?

Joe Biden / Gretchen Whitmer, the Democrats	49
Donald Trump / Mike Pence, the Republicans	46
Not sure	5

[UNDECIDEDS ONLY] If you had to choose, who would you vote for?

Joe Biden / Gretchen Whitmer, the Democrats	9
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	Donald Trump / Mike Pence, the Republicans	9
	Not sure	55
	Would not vote	27
If the general election for President were held today and the candidates were the following, who would you vote for?	Donald Trump / Mike Pence, the Republicans	47
	Joe Biden / Stacey Abrams, the Democrats	45
	Not sure	8
[UNDECIDEDS ONLY] If you had to choose, who would you vote for?	Joe Biden / Stacey Abrams, the Democrats	21
	Donald Trump / Mike Pence, the Republicans	3
	Not sure	52
	Would not vote	24
If the general election for President were held today and the candidates were the following, who would you vote for?	Joe Biden / Amy Klobuchar, the Democrats	48
	Donald Trump / Mike Pence, the Republicans	45
	Not sure	7
[UNDECIDEDS ONLY] If you had to choose, who would you vote for?	Joe Biden / Amy Klobuchar, the Democrats	22
	Donald Trump / Mike Pence, the Republicans	3
	Not sure	51
	Would not vote	24
If the general election for President were held today and the candidates were the following, who would you vote for?	Donald Trump / Mike Pence, the Republicans	47
	Joe Biden / Elizabeth Warren, the Democrats	46
	Not sure	68
	Would not vote	32
If the general election for President were held today and the candidates were the following, who would you vote for?	Joe Biden, the Democrat	46

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	Donald Trump, the Republican	44
	Justin Amash, the Libertarian	4
	Not sure	6
[UNDECIDEDS ONLY] If you had to choose, who would you vote for?	Joe Biden, the Democrat	11
	Justin Amash, the Libertarian	6
	Donald Trump, the Republican	6
	Not sure	64
	Would not vote	13
Do you think there's a chance that you will vote for Justin Amash for President?	There's zero chance	74
	There's a small chance	18
	There's a decent chance, maybe 50-50	7
	There's a pretty good chance	1
	There's an excellent chance	1
If the general election for US Senate were held today, who would you vote for?	Gary Peters, the Democrat	47
	John James, the Republican	42
	Not sure	11
[UNDECIDEDS ONLY] If you had to choose, who would you vote for?	John James, the Republican	10
	Gary Peters, the Democrat	9
	Not sure	69
	Would not vote	13
Do you think Donald Trump or Joe Biden would do a better job with the following issues? - Managing the coronavirus outbreak	Trump	42
	Biden	45
	Both	1
	Neither	7
	Not sure	4
Do you think Donald Trump or Joe Biden would do a better job with the following issues? - Making good decisions about when and how to relax social distancing measures	Trump	40

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Biden	45
Both	2
Neither	8
Not sure	5

**Do you think Donald Trump or Joe Biden would do a better job
with the following issues? - Making healthcare more affordable**

Trump	34
Biden	44
Both	1
Neither	15
Not sure	5

**Do you think Donald Trump or Joe Biden would do a better job
with the following issues? - Managing the economic recovery**

Trump	47
Biden	42
Both	2
Neither	5
Not sure	4

**Do you think Donald Trump or Joe Biden would do a better job
with the following issues? - Helping small businesses recover**

Trump	46
Biden	42
Both	2
Neither	6
Not sure	4

**Do you think Donald Trump or Joe Biden would do a better job
with the following issues? - Fighting for people like you**

Trump	43
Biden	43
Both	1
Neither	10
Not sure	3

**Do you think Donald Trump or Joe Biden would do a better job
with the following issues? - Improving education**

Trump	34
Biden	46
Both	2
Neither	12
Not sure	6

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Do you think Donald Trump or Joe Biden would do a better job
 with the following issues? - Healing the country

Trump	38
Biden	44
Both	2
Neither	13
Not sure	4

Do you think Donald Trump or Joe Biden would do a better job
 with the following issues? - Telling the truth

Trump	36
Biden	43
Both	1
Neither	17
Not sure	3

Do you think Donald Trump or Joe Biden would do a better job
 with the following issues? - Enacting policies that benefit all
 Americans, not special interests

Trump	41
Biden	41
Both	1
Neither	13
Not sure	3

Do you think Donald Trump or Joe Biden would do a better job
 with the following issues? - Relations with China

Trump	43
Biden	41
Both	1
Neither	9
Not sure	6

Do you think Donald Trump or Joe Biden would do a better job
 with the following issues? - Immigration

Trump	46
Biden	44
Both	1
Neither	6
Not sure	3

Do you think Donald Trump or Joe Biden would do a better job
 with the following issues? - Sympathizing and empathizing with
 people who are suffering

Trump	36
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Biden	47
Both	2
Neither	11
Not sure	3

When it comes to reopening many of the businesses that have been closed due to the coronavirus, are you more concerned that we'll open them up too soon and risk the virus spreading, or that we'll wait too long to open them, and hurt the economy more than is necessary?

Much more concerned about opening too soon	37
Somewhat more concerned about opening too soon	11
About equal	10
Somewhat more concerned about waiting too long	8
Much more concerned about waiting too long	35

[50% saw version A] Over the past few weeks, there have been gatherings at Michigan's state capitol to protest stay-at-home orders. Do you support or oppose these protests?

Strongly support	30
Somewhat support	15
Somewhat oppose	6
Strongly oppose	46
Not sure	2

[50% saw version B with image of armed protesters] Over the past few weeks, there have been gatherings at Michigan's state capitol to protest stay-at-home orders. Do you support or oppose these protests?

Strongly support	32
Somewhat support	12
Somewhat oppose	6
Strongly oppose	47
Not sure	2

How concerned are you about each of the following? - Losing your job

Very concerned	16
Somewhat concerned	13
A little concerned	14
Not concerned at all	31
N/A	25

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How concerned are you about each of the following? - Paying your rent/mortgage	Very concerned	16
	Somewhat concerned	13
	A little concerned	18
	Not concerned at all	37
	N/A	15
How concerned are you about each of the following? - The stock market	Very concerned	24
	Somewhat concerned	24
	A little concerned	22
	Not concerned at all	21
	N/A	8
How concerned are you about each of the following? - Your health	Very concerned	30
	Somewhat concerned	23
	A little concerned	23
	Not concerned at all	24
	N/A	1
How concerned are you about each of the following? - The health of your loved ones	Very concerned	45
	Somewhat concerned	22
	A little concerned	19
	Not concerned at all	13
	N/A	1
How concerned are you about each of the following? - Your mental health	Very concerned	22
	Somewhat concerned	19
	A little concerned	20
	Not concerned at all	37
	N/A	2
How concerned are you about each of the following? - Your kids being out of school for too long	Very concerned	23
	Somewhat concerned	11
	A little concerned	9

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	Not concerned at all	12
	N/A	45
How concerned are you about each of the following? - The national debt	Very concerned	48
	Somewhat concerned	22
	A little concerned	15
	Not concerned at all	12
	N/A	2
How concerned are you about each of the following? - Losing your health insurance	Very concerned	25
	Somewhat concerned	15
	A little concerned	18
	Not concerned at all	33
	N/A	9
Many people have been impacted by the coronavirus already. Have you, or has someone you know, experienced any of the following? - Gotten sick with coronavirus	Yes, me	4
	Yes, someone I know	48
	No	48
Many people have been impacted by the coronavirus already. Have you, or has someone you know, experienced any of the following? - Wanted a coronavirus test but been unable to get one	Yes, me	8
	Yes, someone I know	21
	No	71
Many people have been impacted by the coronavirus already. Have you, or has someone you know, experienced any of the following? - Died of coronavirus	Yes, me	1
	Yes, someone I know	26
	No	73
Many people have been impacted by the coronavirus already. Have you, or has someone you know, experienced any of the following? - Lost their job	Yes, me	10
	Yes, someone I know	56
	No	35

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**Many people have been impacted by the coronavirus already.
Have you, or has someone you know, experienced any of the
following? - Lost their health insurance**

Yes, me	3
Yes, someone I know	33
No	64

**Many people have been impacted by the coronavirus already.
Have you, or has someone you know, experienced any of the
following? - Had to close a small business**

Yes, me	4
Yes, someone I know	47
No	49

**Many people have been impacted by the coronavirus already.
Have you, or has someone you know, experienced any of the
following? - Lost money in the stock market**

Yes, me	44
Yes, someone I know	25
No	31

Which of the following comes closest to your views today?

We must take all possible precautions to limit the spread of coronavirus, and only return to our normal way of life when it's safe to do so. The only way the economy can recover is if we stop the spread of the virus.	41
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Everyone is making too big a deal of the coronavirus. We have to go back to our normal way of life, and if some people get sick, that's a risk worth taking	32
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We should observe precautions for coronavirus for a little while longer, and then go back to work and public places soon, so that the economy doesn't fall apart and people can pay their bills.	27
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How concerned are you about the potential for budget cuts to programs that invest in the health, education, and safety of Michigan's children as a result of the potential recession, as well as the potential of Congress cutting off aid to states?

Very concerned	50
Somewhat concerned	23
A little concerned	13
Not concerned at all	11
Not sure	2

Senate Majority Leader Mitch McConnell has said that the next coronavirus recovery bill must include protections for corporations, so that they cannot be sued if their employees contract the virus on the job. Critics say this allows businesses to put workers in dangerous situations, and suffer no consequences if they get sick or die. Do you support or oppose giving corporations this legal protection?

Strongly support	16
Somewhat support	21
Somewhat oppose	13
Strongly oppose	42
Not sure	8

Donald Trump says China lied about the severity of the virus, and allowed it to spread around the world. He took bold action by banning travel from the country in January, while Joe Biden called him "xenophobic."

Strongly agree with Trump	44
Somewhat agree with Trump	10
Neither agree nor disagree	10
Somewhat disagree with Trump	9
Strongly disagree with Trump	27

Donald Trump says that he helped create the best economy in the country's history and he is the best person to rebuild the economy that was damaged by coronavirus.

Strongly agree with Trump	40
Somewhat agree with Trump	8
Neither agree nor disagree	5
Somewhat disagree with Trump	7
Strongly disagree with Trump	41

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Joe Biden says Donald Trump took the Chinese President's word over American intelligence officials, who warned the President in January that China was lying about the virus. Trump still praised China 15 times, sent them medical equipment, and instituted a travel ban that still allowed 40,000 people to travel from China to the US.

Strongly agree with Biden	41
Somewhat agree with Biden	10
Neither agree nor disagree	10
Somewhat disagree with Biden	8
Strongly disagree with Biden	32

Joe Biden says he has the right experience to rebuild the American economy. He worked with President Obama to rescue the economy from collapse, save the auto industry, and fuel 75 consecutive months of private sector job growth, the longest streak in history.

Strongly agree with Biden	33
Somewhat agree with Biden	14
Neither agree nor disagree	6
Somewhat disagree with Biden	6
Strongly disagree with Biden	41

Joe Biden says that in the middle of the pandemic, Donald Trump is suing to eliminate the Affordable Care Act, which would kick more than 20 million Americans off their health insurance, and allow insurance companies to discriminate against people with pre-existing conditions like cancer or diabetes.

Strongly agree with Biden	42
Somewhat agree with Biden	8
Neither agree nor disagree	12
Somewhat disagree with Biden	7
Strongly disagree with Biden	31

Donald Trump says that Joe Biden has been corrupted by China. His son Hunter Biden was forced to resign from the board of a Chinese investment firm, just one of his troubling dealings in China.

Strongly agree with Trump	37
Somewhat agree with Trump	10
Neither agree nor disagree	14
Somewhat disagree with Trump	8
Strongly disagree with Trump	32

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Joe Biden says that Donald Trump has been corrupted by China. On the very day Ivanka Trump dined with Chinese President Xi Jinping, she was granted multiple Chinese trademarks that allowed her to earn millions in the country.

Strongly agree with Biden	37
Somewhat agree with Biden	10
Neither agree nor disagree	14
Somewhat disagree with Biden	6
Strongly disagree with Biden	32

Donald Trump says that he paused immigration into the United States for 60 days because immigrants shouldn't get American jobs at a time when so many Americans are out of work, and that Joe Biden is soft on immigration.

Strongly agree with Trump	42
Somewhat agree with Trump	8
Neither agree nor disagree	9
Somewhat disagree with Trump	9
Strongly disagree with Trump	31

Joe Biden says that Trump's immigration ban is an attempt to distract people from the fact that the President has no plan to stop the virus and get people back to work.

Strongly agree with Biden	32
Somewhat agree with Biden	12
Neither agree nor disagree	8
Somewhat disagree with Biden	5
Strongly disagree with Biden	43

Joe Biden says that after a month in which we sacrificed by staying home and keeping businesses closed, Trump wasted all that time by failing to provide enough testing and protective gear that would allow us to safely leave our homes and go back to work.

Strongly agree with Biden	41
Somewhat agree with Biden	8
Neither agree nor disagree	6
Somewhat disagree with Biden	5
Strongly disagree with Biden	40

Joe Biden says that President Trump should stop blocking aid that would help cities and states protect the jobs of teachers, firefighters, cops, and other essential workers.

Strongly agree with Biden	44
Somewhat agree with Biden	7
Neither agree nor disagree	12
Somewhat disagree with Biden	8

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Joe Biden says that Donald Trump’s response to the pandemic is more focused on helping big corporations and wealthy investors than small businesses and American families. The Trump Administration has given hundreds of millions of dollars in loans to huge corporations and professional sports teams while thousands of family-owned businesses got shut out.

Strongly disagree with Biden 29

Strongly agree with Biden 44

Somewhat agree with Biden 8

Neither agree nor disagree 7

Somewhat disagree with Biden 7

Strongly disagree with Biden 34

Below are some statements made by opponents of President Trump. Please read them all, and then indicate which ones concern you the most. You may choose up to two.

In 2018, President Trump disbanded the White House’s pandemic response team and did not replace them. 18

President Trump downplayed the threat of coronavirus in February and early March, comparing it to the flu and saying, “I’m not concerned at all.” In that same period, he golfed 5 times and held a half dozen campaign rallies. 19

President Trump has played politics with life-saving equipment, sending ventilators and other supplies to states with Republican Governors and Senators, while denying them to Democrats--even instructing Vice President Pence not to call Democrats if they weren’t “appreciative.” 22

Since the beginning of March, President Trump has spent hours at press conferences talking about his TV ratings and what a great job he’s done, but barely expressed even a word of sympathy for the tens of thousands of Americans mourning the death of a loved one from coronavirus. 12



South Korea and the US reported their first cases of coronavirus on the same day. Since then, under 250 people have died of the disease in South Korea, which has ramped up testing, while nearly 80,000 have died in America, which hasn't ramped up testing fast enough. 7

President Trump has peddled cures that have no basis in science, putting lives at serious risk. He even suggested that people try to cure the disease by ingesting or injecting disinfectants like bleach. 14

President Trump's economic plan takes care of the richest few and big corporations at the expense of everyone else. He wants to cut taxes for wealthy investors, allow insurance companies to discriminate against people with pre-existing conditions, and give corporations legal protections so that they can't be sued if workers get infected with coronavirus on the job. 21

None of the above 40

Below are some statements by supporters of President Trump. Please read them all, and then indicate which ones you agree with most strongly. You may choose up to two.

Well before the coronavirus reached American shores, President Trump acted decisively, banning travel from China in an attempt to keep the virus out. 21

President Trump has been praised by leaders of both parties in state and federal government for working to ensure that all Americans are kept safe. 9

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President Trump has held press briefings every day in order to ensure transparency and communicate the latest news and information to the American people.	13
President Trump has assembled a team of the best scientific minds in public health, like doctors Anthony Fauci and Deborah Birx, to help him guide the response to the coronavirus.	15
While some have insisted that Americans should stay home for years, President Trump has taken aggressive action to reopen the country as soon as it's safe, which will ensure that the damage to the economy and middle class workers is as small as possible.	23
Many health experts were suggesting that millions of Americans would die from coronavirus. But thanks to President Trump's leadership, only a small fraction of that number have actually died.	8
President Trump has helped Americans during these difficult economic times, working with Democrats to send working Americans a \$1,200 check, saving small businesses, and making sure our great companies can survive until the economy takes off like a rocketship after we beat this silent killer.	15
None of the above	40

"We want to terminate healthcare under Obamacare" video

On a scale of 1 (not at all) to 10 (extremely), how does this ad make you feel about President Trump? - Angry?	1 - Not at all	40
	2	2

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3	2
4	1
5	4
6	3
7	3
8	5
9	4

10 - Extremely 35

On a scale of 1 (not at all) to 10 (extremely), how does this ad
 make you feel about President Trump? - Scared?

1 - Not at all 46

2	2
3	3
4	2
5	5
6	5
7	6
8	6
9	4

10 - Extremely 22

On a scale of 1 (not at all) to 10 (extremely), how does this ad
 make you feel about President Trump? - Inspired?

1 - Not at all 51

2	3
3	2
4	3
5	9
6	3
7	6
8	6
9	3

10 - Extremely 14

On a scale of 1 (not at all) to 10 (extremely), how does this ad
 make you feel about President Trump? - Hopeful?

1 - Not at all 47

2	2
3	3
4	2
5	7

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6	4
7	6
8	7
9	5
10 - Extremely	16

On a scale of 1 (not at all) to 10 (extremely), how does this ad
 make you feel about President Trump? - Proud?

1 - Not at all	51
2	2
3	3
4	2
5	7
6	4
7	5
8	5
9	5
10 - Extremely	18

On a scale of 1 (not at all) to 10 (extremely), how does this ad
 make you feel about President Trump? - Frustrated?

1 - Not at all	38
2	3
3	2
4	2
5	5
6	2
7	4
8	5
9	5
10 - Extremely	34

On a scale of 1 (not at all) to 10 (extremely), how does this ad
 make you feel about President Trump? - Disgusted?

1 - Not at all	43
2	2
3	1
4	2
5	4
6	1
7	3
8	4

Crooked Media-Change Research "Pollercoaster"
 Michigan Likely Voter Survey
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CROOKED x CHANGE RESEARCH™ Total Michigan
 Likely Voters

	9	4
10 - Extremely		35

Do you approve or disapprove of the job that President Trump is doing at managing the coronavirus outbreak?

Strongly approve	31
Somewhat approve	17
Somewhat disapprove	5
Strongly disapprove	46

"Trump's bipartisan response" ad

On a scale of 1 (not at all) to 10 (extremely), how does this ad make you feel about President Trump? - Angry?

1 - Not at all	44
	2
	3
	4
	5
	6
	7
	8
	9
10 - Extremely	24

On a scale of 1 (not at all) to 10 (extremely), how does this ad make you feel about President Trump? - Scared?

1 - Not at all	55
	2
	3
	4
	5
	6
	7
	8
	9
10 - Extremely	13

On a scale of 1 (not at all) to 10 (extremely), how does this ad make you feel about President Trump? - Inspired?

1 - Not at all	46
	2
	3
	4

Crooked Media-Change Research "Pollercoaster"
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CROOKED x CHANGE RESEARCH™ Total Michigan
 Likely Voters

5	7
6	3
7	5
8	6
9	4
10 - Extremely	19

On a scale of 1 (not at all) to 10 (extremely), how does this ad
 make you feel about President Trump? - Hopeful?

1 - Not at all	44
2	3
3	2
4	2
5	6
6	2
7	5
8	8
9	5
10 - Extremely	22

On a scale of 1 (not at all) to 10 (extremely), how does this ad
 make you feel about President Trump? - Proud?

1 - Not at all	46
2	3
3	2
4	3
5	6
6	3
7	3
8	5
9	6
10 - Extremely	25

On a scale of 1 (not at all) to 10 (extremely), how does this ad
 make you feel about President Trump? - Frustrated?

1 - Not at all	43
2	3
3	3
4	2
5	6
6	3
7	3

Crooked Media-Change Research "Pollercoaster"
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CROOKED x CHANGE RESEARCH™ Total Michigan
 Likely Voters

	8	5
	9	5
10 - Extremely		27

On a scale of 1 (not at all) to 10 (extremely), how does this ad
 make you feel about President Trump? - Disgusted?

1 - Not at all		47
	2	2
	3	2
	4	2
	5	5
	6	3
	7	3
	8	4
	9	3
10 - Extremely		30

Do you approve or disapprove of the job that President Trump is
 doing at managing the coronavirus outbreak?

Strongly approve		33
Somewhat approve		16
Somewhat disapprove		7
Strongly disapprove		44

Biden PAC "Deserve" ad

On a scale of 1 (not at all) to 10 (extremely), how does this ad
 make you feel about President Trump? - Angry?

1 - Not at all		54
	2	3
	3	3
	4	1
	5	7
	6	3
	7	3
	8	3
	9	3
10 - Extremely		21

On a scale of 1 (not at all) to 10 (extremely), how does this ad
 make you feel about President Trump? - Scared?

1 - Not at all		58
	2	4
	3	3

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CROOKED x CHANGE RESEARCH™ Total Michigan
 Likely Voters

4	3
5	6
6	2
7	3
8	3
9	2

10 - Extremely 16

On a scale of 1 (not at all) to 10 (extremely), how does this ad
 make you feel about President Trump? - Inspired?

1 - Not at all	47
2	3
3	3
4	4
5	8
6	4
7	5
8	5
9	5

10 - Extremely 18

On a scale of 1 (not at all) to 10 (extremely), how does this ad
 make you feel about President Trump? - Hopeful?

1 - Not at all	45
2	3
3	2
4	3
5	8
6	4
7	5
8	5
9	5

10 - Extremely 19

On a scale of 1 (not at all) to 10 (extremely), how does this ad
 make you feel about President Trump? - Proud?

1 - Not at all	46
2	3
3	3
4	3
5	8
6	2

Crooked Media-Change Research "Pollercoaster"
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CROOKED x CHANGE RESEARCH™ Total Michigan
 Likely Voters

7 4
 8 5
 9 5

10 - Extremely 20

On a scale of 1 (not at all) to 10 (extremely), how does this ad
 make you feel about President Trump? - Frustrated?

1 - Not at all 50

2 3
 3 3
 4 2
 5 7
 6 3
 7 3
 8 4
 9 3

10 - Extremely 21

On a scale of 1 (not at all) to 10 (extremely), how does this ad
 make you feel about President Trump? - Disgusted?

1 - Not at all 52

2 3
 3 3
 4 2
 5 6
 6 2
 7 3
 8 4
 9 2

10 - Extremely 24

Do you approve or disapprove of the job that President Trump is
 doing at managing the coronavirus outbreak?

Strongly approve 32
 Somewhat approve 16
 Somewhat disapprove 6
 Strongly disapprove 47

Biden campaign "Lincoln" ad

On a scale of 1 (not at all) to 10 (extremely), how does this ad
 make you feel about President Trump? - Angry?

1 - Not at all 35

2 2

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CROOKED x CHANGE RESEARCH™ Total Michigan
 Likely Voters

3	2
4	1
5	4
6	2
7	4
8	6
9	6

10 - Extremely 36

On a scale of 1 (not at all) to 10 (extremely), how does this ad
 make you feel about President Trump? - Scared?

1 - Not at all	46
2	3
3	3
4	2
5	9
6	4
7	4
8	4
9	3

10 - Extremely 20

On a scale of 1 (not at all) to 10 (extremely), how does this ad
 make you feel about President Trump? - Inspired?

1 - Not at all	61
2	4
3	3
4	4
5	7
6	2
7	3
8	3
9	3

10 - Extremely 10

On a scale of 1 (not at all) to 10 (extremely), how does this ad
 make you feel about President Trump? - Hopeful?

1 - Not at all	60
2	3
3	3
4	3
5	7

Crooked Media-Change Research "Pollercoaster"
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CROOKED x CHANGE RESEARCH™ Total Michigan
 Likely Voters

6	4
7	3
8	3
9	3
10 - Extremely	11

On a scale of 1 (not at all) to 10 (extremely), how does this ad
 make you feel about President Trump? - Proud?

1 - Not at all	61
2	3
3	2
4	2
5	7
6	3
7	3
8	2
9	3
10 - Extremely	13

On a scale of 1 (not at all) to 10 (extremely), how does this ad
 make you feel about President Trump? - Frustrated?

1 - Not at all	33
2	2
3	2
4	2
5	7
6	3
7	4
8	6
9	5
10 - Extremely	37

On a scale of 1 (not at all) to 10 (extremely), how does this ad
 make you feel about President Trump? - Disgusted?

1 - Not at all	33
2	3
3	2
4	1
5	6
6	3
7	2
8	4

Crooked Media-Change Research "Pollercoaster"
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**Total Michigan
Likely Voters**

	9	5
10 - Extremely		41

Do you approve or disapprove of the job that President Trump is doing at managing the coronavirus outbreak?

Strongly approve		35
Somewhat approve		14
Somewhat disapprove		6
Strongly disapprove		45

Lincoln Project's "Mourning In America" ad

On a scale of 1 (not at all) to 10 (extremely), how does this ad make you feel about President Trump? - Angry?

1 - Not at all		35
	2	2
	3	2
	4	3
	5	4
	6	3
	7	5
	8	4
	9	4
10 - Extremely		37

On a scale of 1 (not at all) to 10 (extremely), how does this ad make you feel about President Trump? - Scared?

1 - Not at all		44
	2	3
	3	3
	4	2
	5	6
	6	5
	7	5
	8	7
	9	6
10 - Extremely		20

On a scale of 1 (not at all) to 10 (extremely), how does this ad make you feel about President Trump? - Inspired?

1 - Not at all		64
	2	5
	3	3
	4	1

Crooked Media-Change Research "Pollercoaster"
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CROOKED x CHANGE RESEARCH™ Total Michigan
 Likely Voters

5	6
6	2
7	3
8	2
9	2
10 - Extremely	11

On a scale of 1 (not at all) to 10 (extremely), how does this ad
 make you feel about President Trump? - Hopeful?

1 - Not at all	62
2	3
3	3
4	3
5	6
6	3
7	3
8	2
9	3
10 - Extremely	12

On a scale of 1 (not at all) to 10 (extremely), how does this ad
 make you feel about President Trump? - Proud?

1 - Not at all	65
2	4
3	3
4	2
5	5
6	3
7	2
8	1
9	2
10 - Extremely	12

On a scale of 1 (not at all) to 10 (extremely), how does this ad
 make you feel about President Trump? - Frustrated?

1 - Not at all	30
2	2
3	2
4	2
5	5
6	4
7	5

**Crooked Media-Change Research "Pollercoaster"
Michigan Likely Voter Survey
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**Total Michigan
Likely Voters**

	8	6
	9	6
10 - Extremely		40
On a scale of 1 (not at all) to 10 (extremely), how does this ad make you feel about President Trump? - Disgusted?	1 - Not at all	31
	2	1
	3	2
	4	2
	5	5
	6	2
	7	3
	8	5
	9	4
10 - Extremely		45
Do you approve or disapprove of the job that President Trump is doing at managing the coronavirus outbreak?	Strongly approve	33
	Somewhat approve	15
	Somewhat disapprove	7
	Strongly disapprove	46
In the November 2016 election, did you vote for:	Donald Trump, the Republican	44
	Hillary Clinton, the Democrat	44
	Did not vote	8
	Gary Johnson, the Libertarian	3
	Jill Stein, the Green Party	1
In the 2018 race for US House of Representatives, did you vote for:	The Democratic candidate	45
	The Republican candidate	40
	Another candidate	2
	Don't remember	6
	Did not vote	6
Which of the following best describes how you identify politically?	Conservative	34
	Moderate	29
	Liberal	20
	Progressive	12
	Other (specified)	6

**Crooked Media-Change Research "Pollercoaster"
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**Total Michigan
Likely Voters**

In the 2020 primary election, did you vote for:	Donald Trump in the Republican primary	34
	Another Republican	2
	Joe Biden in the Democratic primary	24
	Bernie Sanders in the Democratic primary	17
	Another Democrat	7
	I voted in a different party's primary	1
	I didn't vote	15
In the 2018 election for Governor, did you vote for:	Gretchen Whitmer, the Democrat	48
	Bill Schuette, The Republican	38
	Did not vote	7
	Another candidate	5
	Don't remember	2
How often do you use social media?	Many times throughout the day	63
	A few times per day	26
	Once per day	6
	Less than once per day	5
For statistical purposes, what is your household income?	Less than \$20,000	7
	\$20,000 to \$34,999	10
	\$35,000 to \$49,999	14
	\$50,000 to \$74,999	19
	\$75,000 to \$99,999	17
	\$100,000 to \$249,999	20
	\$250,000 or more	2
	Prefer not to say	11
Are you, or is anyone in your household, a member of a labor union?	Yes, I am	16
	Yes, someone in my household is	11
	No, I am not, nor is anyone in my household	73

**Crooked Media-Change Research "Pollercoaster"
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**CROOKED x CHANGE RESEARCH™ Total Michigan
Likely Voters**

On a scale of 1-10, how do you feel about President Donald Trump? 1 means you strongly oppose him and 10 means you strongly support him.

1	45
2	3
3	2
4	1
5	3
6	2
7	3
8	6
9	5
10	30

On a scale of 1-10, how do you feel about Joe Biden? 1 means you strongly oppose him and 10 means you strongly support him.

1	40
2	4
3	4
4	3
5	7
6	4
7	6
8	11
9	5
10	18

Gender

Male	46
Female	54

Age Range

18 to 34	18
35 to 49	24
50 to 64	32
65 or older	26

Ethnicity

White / Caucasian	80
Black or African American	10
Hispanic or Latino/a	3
Asian / Pacific Islander	2

**Crooked Media-Change Research "Pollercoaster"
Michigan Likely Voter Survey
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**Total Michigan
Likely Voters**

	American Indian or Alaska Native	1
	Other (specified)	5
Educational Attainment	High school diploma or less	13
	Some college, but no degree	30
	Associate's degree, or two-year college degree	17
	Bachelor's degree, or four-year college degree	23
	Graduate degree	17
Change Research's Political Region	Central	13
	Detroit Suburbs	29
	Lower West	33
	Peninsula/North	8
	Wayne	17
7 Pt Party ID	Strong Democrat	29
	Weak Democrat	8
	Ind Democrats	10
	Independents	11
	Ind Republicans	11
	Weak Republican	7
	Strong Republican	25
Party ID	Democrat	37
	Republican	31
	Independent/Other	32
Allocated PID	Strong + Weak + Indep Dems	46
	Independents	11
	Strong + Weak + Indep Repubs	43