



PRESS RELEASE

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Trump Leads Biden by 3% in 2-Way, and 2% in a 5-Way Trial Ballot Question

LANSING, Mich. — Former President Donald Trump (47%) has a narrow three percent lead over President Joe Biden (44%) in a trial ballot question for President in 2024 according to the most recent Mitchell-MIRS Poll of Michigan. Nine percent are undecided.

In a five-way trial ballot test Trump (44%) and Biden (42%) are separated by just two percent followed by independent Robert F. Kennedy, Jr. (6%), Green Party candidate Dr. Jill Stein and independent Cornel West who are both getting just 1% of the vote.

The SMS-Web survey was commissioned by MIRS (Michigan Information Research Services) and was conducted March 15-16, 2024, by Mitchell Research & Communications Inc. it has a margin of error of 3% at the 95% level of confidence.

“African Americans and younger voters have not yet coalesced around Biden, which is why Trump leads, When the “come home” to Biden, this race will get very close. Whichever candidate can get out the vote in November will win a very tight contest,” Steve Mitchell, president of Mitchell Research said.

Trial Ballot Questions Key Points:

Biden vs Trump

- Trump leads Biden 47%-44%.

By Party, Gender, and Age in the 2-Way Question

- Trump has done a much better job of solidifying his base where he is getting 90% of the Republican vote with only 2% going to Biden. Biden on the other hand is only getting 84% of his base and more importantly, he is faced with the embarrassing situation of giving away 12% of his vote to former President Trump.

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MIRS-Mitchell Poll of Michigan 3/15-16/24

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- In this poll we see a huge gender gap between Trump and Biden. Among women, Biden has a 11% lead (51%-40%), while among men Trump leads by 17% (54%-37%). This is highly unusual because generally Democrats win because they get a greater proportion of women than men get Republicans.
- By age group, Trump has a huge 18% lead with 18-44 year olds (54%-36%). He also has a very strong lead with 45-64 year old voters (50%-39%)

By Race

- Trump leads by three percent with white voters (47%-44%) but trails by twenty-five percent with African Americans (58%-33%). However, Trump also leads with voters who are neither white nor African American by 33% (61%-27%).

By Area

- Trump leads in Wayne County outside of Detroit (55%-29%), Macomb County (54%-45%), and in Northern Michigan/the UP (51%-42%). Biden leads in the City of Detroit (62%-38%), Oakland County (52%-42%), as well as West Michigan (43%-42%). In Genesee/Saginaw/Bay/Midland/The Thumb they are tied at 45%.

Other Key Points:

Voter Enthusiasm for 2024 General Election

- Overall almost two-thirds (63%) are “very” enthusiastic, almost one in five (15%) are “somewhat enthusiastic”, while 7% are “not very” and 12% are “not at all.”

By party:

- There is a major difference by party affiliation where Republicans (69%) have a much higher percentage saying very enthusiastic than Democrats (58%) and Independents (61%). Men (70%) have a much higher percentage saying very enthusiastic than women (57%). Finally, white voters (65%) are far more likely to say very enthusiastic than African Americans (46%).
- These percentage are far different than the poll we conducted in June where we saw Democrats being far more enthusiastic than Republicans.

“The big question for both Democrats and Republicans is whether African Americans and younger voters who are flirting with the Republican Party will continue to do so as the election grows closer. Even if they do not, the huge 10% enthusiasm gap favoring Republicans might be enough to push Trump over the goal line in November,” Mitchell concluded.

The poll was conducted entirely by text messaging voter’s cell phones and sending them to a SurveyMonkey poll (SMS-Web). Data was weighted by age, gender, party affiliation, education and the 2020 ballot question to reflect the likely voter turnout in the November 2024 General Election. Filters were applied to assure we only used responses from those who would be voting in either the Democratic or Republican August Primaries. The poll was conducted March 15-16, 2024. General Election voters Margin of Error is + or –3.91% at the 95% level of confidence. MOE for GOP Primary is 5.78% and for the Democratic Primary is 6.16%.

MIRS-MITCHELL POLL 3/15-16/2024 (N=627)**Total**

	Total	DEM	GOP	IND	18-44	45-64	65+	F	M	Not sure	W	AA	Other
Total	100%	38%	38%	24%	33%	37%	30%	54%	46%	12%	81%	12%	7%
N=	627	238	238	150	207	232	188	339	288	73	508	75	44

November 2024 Voter Enthusiasm

	Total	DEM	GOP	IND	18-44	45-64	65+	F	M	Not sure	W	AA	Other
Very	63%	58%	69%	61%	62%	62%	66%	57%	70%	22%	65%	46%	66%
Smwt	15%	17%	13%	15%	15%	16%	14%	16%	14%	15%	12%	25%	34%
Not Very	7%	7%	7%	5%	1%	8%	11%	8%	5%	12%	7%	6%	0%
Not at all	12%	17%	9%	9%	15%	13%	7%	15%	8%	42%	12%	18%	0%
Not sure	3%	0%	3%	9%	7%	1%	2%	4%	2%	9%	3%	5%	0%
N=	626	238	237	150	207	231	187	339	287	73	506	75	44

2-Way Presidential Ballot

	Total	DEM	GOP	IND	18-44	45-64	65+	F	M	Not sure	W	AA	Other
Trump	47%	12%	90%	34%	54%	50%	35%	40%	54%	30%	47%	33%	61%
Biden	44%	84%	2%	48%	36%	39%	60%	51%	37%	28%	44%	58%	27%
Diff	2%	73%	87%	14%	18%	11%	26%	11%	17%	3%	3%	25%	33%
Not sure	9%	4%	8%	18%	9%	11%	5%	9%	9%	42%	9%	9%	12%
N=	626	238	238	150	207	232	187	338	288	73	507	75	44

5-Way Presidential Ballot

	Total	DEM	GOP	IND	18-44	45-64	65+	F	M	Not sure	W	AA	Other
Biden	42%	79%	2%	47%	33%	36%	59%	48%	35%	26%	41%	58%	27%
Kennedy	6%	8%	2%	10%	5%	9%	3%	7%	5%	16%	5%	15%	5%
Stein	1%	1%	1%	1%	1%	1%	0%	0%	2%	3%	1%	0%	0%
Trump	44%	8%	88%	34%	51%	47%	34%	38%	52%	27%	45%	27%	61%
West	1%	3%	0%	1%	4%	1%	0%	0%	3%	0%	2%	0%	0%
Not sure	5%	1%	8%	8%	6%	6%	4%	6%	4%	28%	6%	0%	7%
N=	626	237	238	150	207	232	187	338	288	73	507	75	44