TO: Interested Parties
FR: Lincoln Park Strategies
RE: Democracy-related Priorities in Michigan: Survey Results
DATE: November 21, 2019

In November 2019, State Innovation Exchange (SiX) commissioned Lincoln Park Strategies to conduct a survey of registered voters in Michigan[1] to gauge voters' feelings about the state's future and their views on the legislative leadership's policy agenda. One thing is clear: Michigan voters are supportive of the progressive policies being considered by the state legislature.
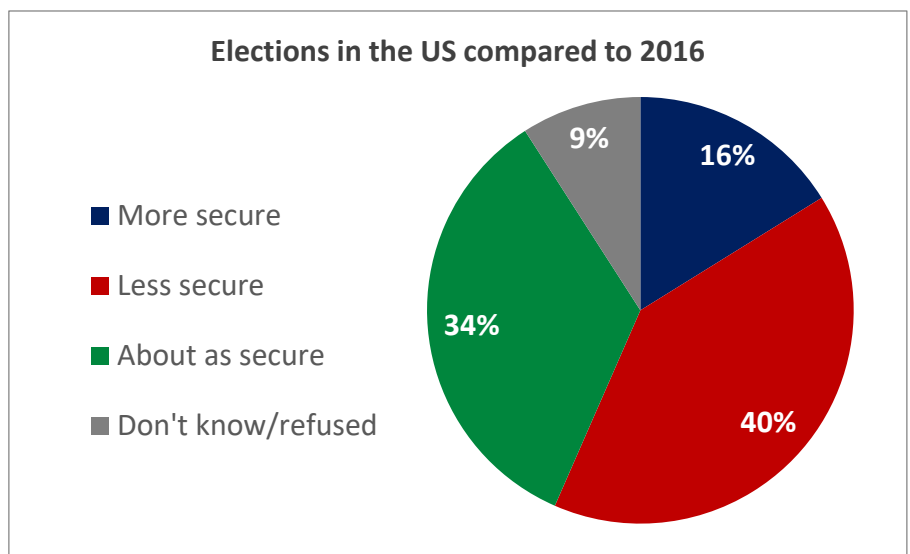
While there were many interesting findings throughout the data, this memo focuses specifically on Michiganders' reactions to election security and actions the legislature is considering taking to improve it.

1) Michigan voters overwhelmingly agree that elections in the United States have failed to become more secure since 2016. In fact, a plurality of voters believes elections have become less secure.
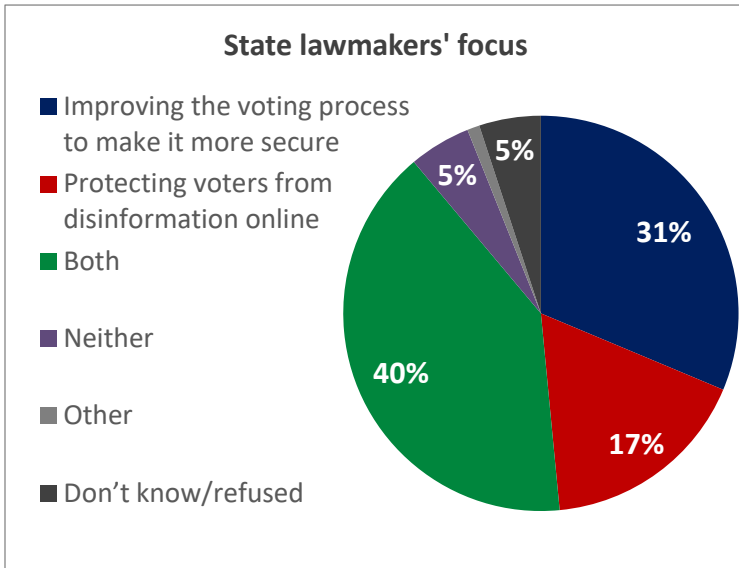
Key findings on this topic include:

- A plurality (40%) of voters believe that US elections have become less secure since 2016, and 74% agree that elections have failed to become more secure.

- Voters in the Flint/Saginaw/ Lansing media markets (46%), African Americans (45%) and women (43%) are most likely to think the elections have become less secure than four years ago.

Elections in the US compared to 2016

- More secure — 16%
- Less secure — 40%
- About as secure — 34%
- Don't know/refused — 9%

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[1] 1,200 interviews among registered voters were conducted from November 7 – November 18, 2019 via both internet and phone survey. The results were weighted to ensure proportional responses. The margin of error is ±2.8 percent at the 95% confidence level.

2) Michigan voters are clearly concerned about the security of the country's elections and want to see their representatives in Lansing do more to address these issues.

State lawmakers' focus

- Improving the voting process to make it more secure
- Protecting voters from disinformation online
- Both
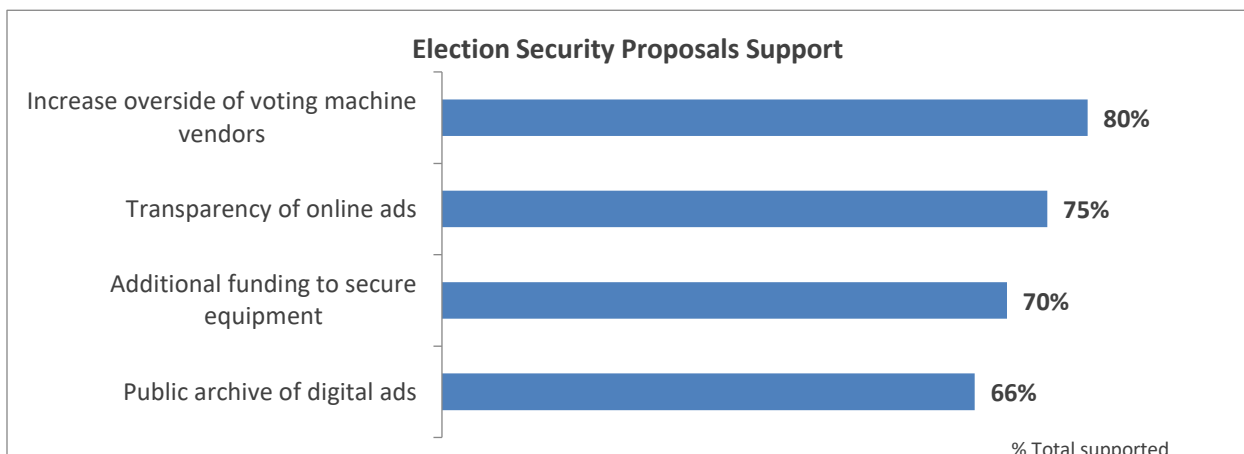- Neither
- Other
- Don't know/refused

31%

17%

40%

5%

5%

o When given the choice between improving the voting process to make it more secure and protecting voters from disinformation online, voters prefer improving the process, but a plurality of voters (40%) would like to see both courses of action taken.

o Those most supportive of taking action from both directions are Flint/ Saginaw/Lansing media market (46%) and Traverse City (44%) residents, people 65 and older (47%), and non-college men (46%).

o Protecting against disinformation online is most important among Wayne County residents (23%) and college educated men (23%) and women (20%).

o Improving the voting process itself receives the most support among Oakland County residents (37%), black voters (36%), and college men (35%).

3) Given voters' pessimistic views of the county's election security, it is not surprising that Michigan voters support several policies to increase Michigan's election security. Indeed, each of the four policies tested received support from over two-thirds of voters.
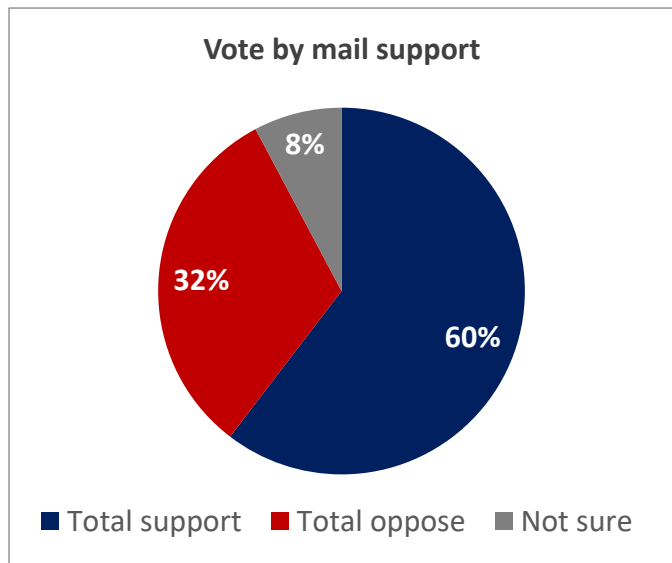
o Increasing oversight of machine vendors was the most popular policy tested, earning the support of 80% of voters. Among this policy's strongest supporters are voters in Wayne County (84%), the Traverse City media market (84%), voters 55 and older (86%), and college women (85%).

Election Security Proposals Support

Increase overside of voting machine vendors	80%
Transparency of online ads	75%
Additional funding to secure equipment	70%
Public archive of digital ads	66%

% Total supported

o Transparency of online ads and additional funding to secure voting equipment are also very popular with 75% and 70% support, respectively. Increasing transparency of online ads is most strongly supported among college women (81%) and voters 65 and older (81%) while additional funding is most strongly supported by Wayne County (75%), voters 65 and older (73%), and college women (74%).

o Creating a public archive of digital ads is also popular with two-thirds of voters, particularly those in Macomb county (74%), voters 65 and older (70%), and non-college men (70%).

o Older voters (those 65 and older) are most in favor of these policies overall.
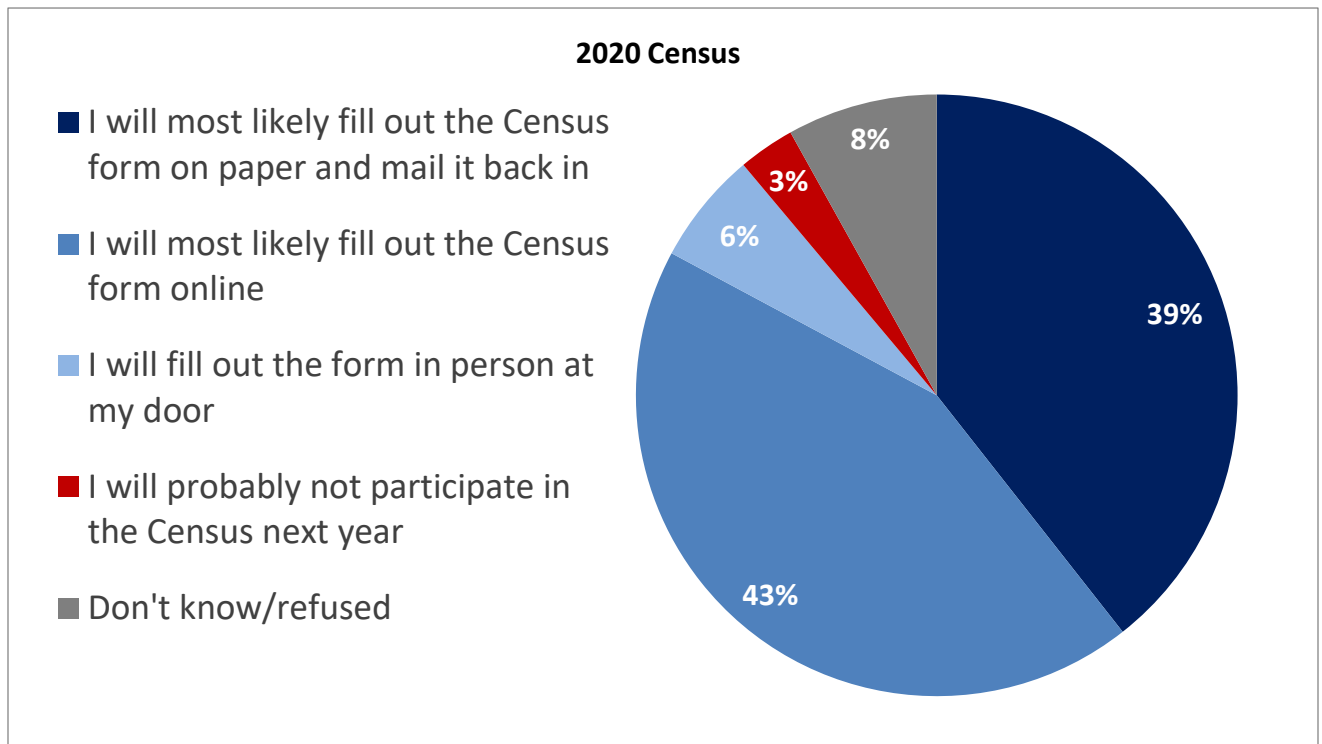
4) In addition to policies that would make elections more secure, Michigan voters also support making elections more accessible through a vote-by-mail system.

o When given arguments in favor and against moving to a vote by mail system, a majority of voters supported the idea.

o Support is strongest among voters In Flint/Saginaw/Lansing (67% total support) and with voters under 45 (66%).

Vote by mail support

- Total support 60%
- Total oppose 32%
- Not sure 8%

4) The vast majority of Michigan voters are planning on participating in the 2020 Census, with a plurality planning on filling out the forms online.

- o The large majority of voters plans to complete the census by mail or online, preferring these methods over filling the form out in person.
- o Voters in Detroit mm other counties, voters under 45, and college women are most likely to fill the form out online, while paper is preferred by voters in Traverse City/UP and older voters.

2020 Census

- I will most likely fill out the Census form on paper and mail it back in
- I will most likely fill out the Census form online
- I will fill out the form in person at my door
- I will probably not participate in the Census next year
- Don't know/refused

39%

43%

6%

3%

8%

Conclusion

Michigan voters are concerned about the lack of urgency around making elections more secure. There is a clear desire for lawmakers to take action on the security around elections and reduce misinformation. Progressive legislative policies, particularly those revolving around election security, are popular in Michigan. The support for these policies extends across demographic groups and throughout the state. These results suggest that the policies under consideration by the Michigan legislature will be viewed positively by Michigan voters if brought to a vote in 2020.