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**Michigan Poll: Trump Trails Clinton by Five Percent**

**LANSING, Mich.** –Hillary Clinton continues to lead Donald Trump by five percentage points (41percent – 36 percent) in Michigan as the campaign for President enters the final few weeks of the election. The statewide poll, conducted by Marketing Resource Group (MRG), showed the number of undecided voters has been reduced to just eight percent.

The poll showed that Clinton’s lead is directly attributed to her strong amount support from women, where she leads Trump by 16 percent, and her amount of support from African American voters where she leads by 80 percent (84 percent Clinton – 4 percent Trump). Trump is winning among men by 5 percent. He also leads among white voters by 5 percent.

Both candidates have solidified their base party vote with 78 percent of all Democrats voting for Clinton and 77 percent of Republicans voting for Trump. Independent voters favor Trump over Clinton by 7 percent. Neither candidate is attracting members of the opposite party as only 4 percent of Republicans are voting for Clinton and 5 percent of Democrats are voting for Trump.

Geographically, Clinton’s strongest support comes from the Detroit metropolitan are where she leads Trump 46 percent to 34 percent. Trump leads Clinton in the Grand Rapids/West Michigan area by 5 percent (40 percent Trump – 35 percent Clinton) and in the Traverse City/Northern Michigan area by 15 percent (41 percent Trump to 26% Clinton).

In a ballot test that only included Clinton and Trump, Clinton leads by 8 percent (46 percent Clinton/Kaine – 38 percent Trump/Pence). This indicates that Clinton may be more negatively affected by having third party candidates on the ballot than Trump is.

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**Neither candidate is popular**

Neither candidate has gained in popularity since MRG’s last poll in July. A majority of Michigan voters has a negative view of both Clinton (31 percent favorable/58 percent unfavorable) and Trump (29 percent favorable/60 percent unfavorable) when voters were asked their perceptions of each candidate.

“Either candidate can win Michigan by winning votes back from the third party candidates and capturing a majority of the 15 percent of the Independent voters who are still undecided,” said Tom Shields, President of MRG. “This is coming down to a traditional election where the Independent voters will decide who wins Michigan.”

The results and the wording of the questions asked by MRG follow.

**Presidential General Election**

If the election for President was being held today, and the candidates were Hillary Clinton the Democrat, Donald Trump the Republican, Gary Johnson the Libertarian, and Jill Stein the Green Party candidate, for whom would you be voting for? If undecided, ask Well which way are you leaning, towards Trump, Clinton, Johnson or Stein.

	All	GOP	IND	DEM	Men	Women	IND Men	IND Women
Clinton	41%	4%	29%	78%	35%	46%	22%	36%
Trump	36%	77%	36%	5%	41%	30%	44%	27%
Johnson	3%	7%	7%	6%	7%	7%	6%	8%
Stein	7%	0%	7%	3%	3%	3%	6%	7%
Someone else (volunteered)	1%	0%	1%	1%	2%	1%	1%	1%
Wouldn't vote (volunteered)	1%	0%	1%	2%	1%	1%	1%	1%
Other/Undecided/Don't Know	8%	8%	15%	3%	7%	9%	14%	16%
Refused	3%	3%	4%	2%	4%	3%	5%	3%

\*Totals may not add up to 100% because of automatic rounding  
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**Is your opinion of Donald Trump/Hillary Clinton favorable, unfavorable or haven't you heard enough about him/her? (If favorable/unfavorable, ask, do you feel that way strongly or somewhat?)**

	All	GOP	IND	DEM	Men	Women	GOP Men	GOP Women
Clinton Favorable	31%	2%	17%	64%	29%	34%	1%	2%
Clinton Unfavorable	58%	93%	70%	23%	63%	53%	95%	91%
Trump Favorable	29%	61%	34%	3%	35%	23%	67%	53%
Trump Unfavorable	60%	24%	56%	92%	55%	64%	19%	30%

### Ballot test by Media Market

	All	Det Metro	Grand Rapids/K'zoo	Flint/Sag/Bay City	Lansing Mid-Mich	Traverse City/Soo/Cad
Clinton	41%	46%	35%	43%	34%	26%
Trump	36%	34%	40%	35%	27%	41%
Johnson	7%	6%	8%	6%	1%	8%
Stein	3%	3%	3%	0%	11%	5%
Undecided	8%	9%	8%	8%	6%	8%

\* Totals may not add up to 100% because of automatic rounding, respondents who refused or choose others

### MRG Michigan Poll® October, 2016

*The survey was conducted by Marketing Resource Group with 600 likely Michigan voters by live interview October 16-19, 2016. The sample was randomly drawn from a listed sample of all registered voters and stratified by city and township to reflect voter turnout. In addition, quotas for gender and cell phone interviews were met within each geographic area, and extra efforts were made to reach African Americans. Thirty percent of the interviews were conducted with cell phone only homes.*

*A sample of 600 likely voters in Michigan yields a sampling margin of error of  $\pm 4$  percent with a 95 percent confidence interval. The sampling margin of error for subgroups may be higher depending on the size of the subgroup.*

For further breakout of the data, please contact Tom Shields [toms@mrgmi.com](mailto:toms@mrgmi.com), 517.372.4400

### About Marketing Resource Group, Inc.

Lansing, Michigan-based Marketing Resource Group, Inc. ([www.mrgmi.com](http://www.mrgmi.com)) is an award-winning PR firm representing corporate, association, nonprofit, and private clients with interests in Michigan. MRG offers expertise in public affairs, communications, political campaign management, and public opinion survey research. MRG is the only Michigan public opinion survey research firm that maintains nearly 30 years of trend analyses of voter attitudes related to state and national leaders, political parties, and the political and economic climate in Michigan.

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