

September 25, 2024



To: Interested Parties

Fr: NAACP Legal Defense Fund (LDF) / Impact Research

Re: Poll Finds Overwhelming Support for a Michigan Voting Rights Act

Recent polling conducted by Impact Research on behalf of the NAACP Legal Defense Fund (LDF) shows that Michigan voters overwhelmingly support enacting a Michigan Voting Rights Act (MIVRA) and would like to see their state legislators prioritize passing one. Additionally, each of the components of a MIVRA is very popular statewide.

- **More than three-quarters of Michigan voters support a voting rights act in Michigan.** A strong majority of Michiganders are in favor of passing a Michigan voting rights act (77% support / 8% oppose) with 61% *strongly* supporting it. Support for a MIVRA transcends partisanship and other demographics:
 - 95% of Democrats / 69% of Republicans / 67% of Independents
 - 88% of Black voters / 76% of Latino voters / 76% of white voters
 - While we don't have large enough AAPI or MENA samples within Michigan to break out their support, 89% of AAPI voters and 80% of MENA voters nationwide support a VRA in their state¹
- **Michigan voters overwhelmingly would like their state legislators to prioritize passing a MIVRA.** About 8-in-10 Michigan voters view protecting voting rights in Michigan as very important. To that end, Michiganders across race and partisanship would like their state representative to prioritize passing a MIVRA (73% agree / 15% disagree), including 55% who agree *strongly*.
 - 92% of Democrats / 68% of Independents / 63% of Republicans
 - 83% of Black voters / 81% of Latino voters / 71% of white voters
 - 82% of AAPI and 80% of MENA voters nationwide also want their state legislators to prioritize passing a VRA in their respective states
- **There is also strong support for each of the components of a MIVRA.** Every component tested is supported by over two-thirds of Michigan voters:

¹ AAPI stands for Asian American and Pacific Islander. MENA stands for Middle Eastern and North African and is now a Census Bureau minimum reporting category that includes individuals with origins in any of the original peoples of the Middle East or North Africa, including, for example, Lebanese, Iranian, Egyptian, Syrian, Iraqi, and Israeli. See OMB Statistical Policy Directive No. 15 on Race and Ethnicity Data Standards, <https://spd15revision.gov/>.

These findings are based on a poll conducted July 8 - 15, 2024 among N=429 likely 2024 general election voters in Michigan, as part of N=1800 total interviews conducted nationwide. The nationwide poll also included an oversample of MENA voters (total N=129). The poll was conducted via online and text-to-web interviews. The margin of error for the full Michigan sample is ± 4.9 percentage points. The margin of error for subgroups varies and is higher.

- Requiring cities or counties to notify voters of important voting changes, like different rules or shifts to polling locations: 87% support
- Protecting voters against harassment, intimidation, or any efforts to interfere with their right to vote: 88% support
- Preventing voter suppression that denies voters equal and fair voting opportunities, such as closing polling places in communities of color or aggressively removing people from the voting rolls: 78% support
- Stopping racial vote dilution - when politicians manipulate voting districts to weaken or drown out the voices of Black and Brown voters: 75% support
- Creating a central, public database of election information so voting rights advocates don't need to seek election information from hundreds of counties or cities to enforce rules against discrimination: 76% support
- Eliminating discriminatory at-large elections - where there are no districts so all the candidates go before every voter, so even a small majority of like-minded voters can select all the winning officeholders: 73% support
- Expanding language assistance for voters who have limited understanding of English: 70% support