# MICHIGAN
## 2022 ELECTION REPORT

**WE WON!**

**GRETCHEN WHITMER** GOV-D

**JOCELYN BENSON** SOS-D ✓

**3 U.S HOUSE RACES, 4 STATE SENATE RACES**

## BY THE NUMBERS

**47,390**
**NEW** Working America members recruited

**31,472**
voter persuasion conversations held

**67%**
of Working America members voted for the endorsed gubernatorial candidate

**1,786,183**
voters contacted by digital and text communications

**712,045**
voters contacted by email and letter communications

**13** contests including: governor, 3 U.S. House, secretary of state, and 8 state legislative races

## ELECTION RESULTS

In 2022, we expanded our evidence-based approach to political organizing in Michigan considerably, using door-to-door deep canvassing, texts, emails and letters to **persuade** voters to choose Democratic candidates. We focus on a universe of persuadable voters essential to a winning coalition.
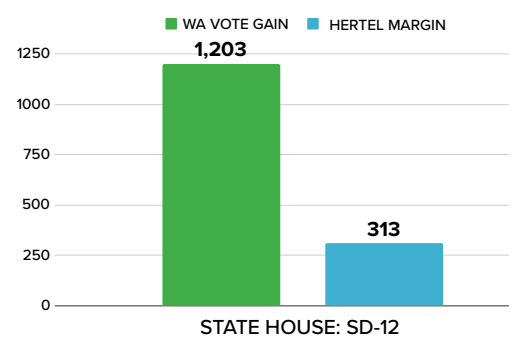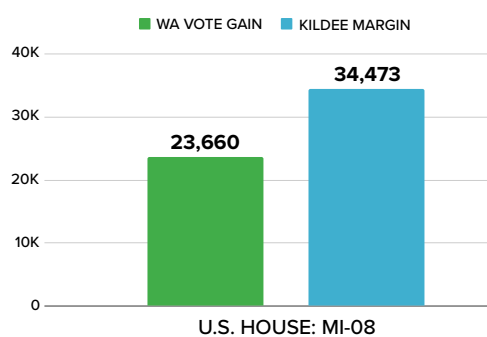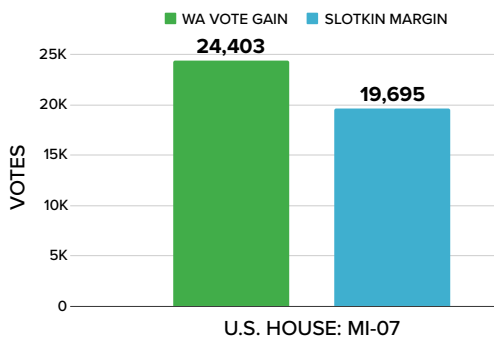
We used 309 randomized control trials to test and verify the effectiveness of our communications. Via these trials, we know with scientific precision that **our outreach was essential to the victory of Elissa Slotkin in the 7th Congressional District,** and a big part of the wins for Hillary Scholten and Dan Kildee in Districts 3 and 8 as well.

**Working America also added crucial votes in four state Senate races, including SD-12 where we added more votes than the margin of victory, without which Democrats would not have been able to take control of the Michigan Senate for the first time since 1984.**
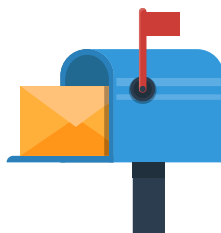
| RACE | CANDIDATE | RESULT | MARGIN | WA VOTE GAIN |
|---|---|---|---|---|
| GOVERNOR | GRETCHEN WHITMER | ✓ | +468,318 | **3,953** |
| SECRETARY OF STATE | JOCELYN BENSON | ✓ | +613,429 | **3,073** |
| U.S. HOUSE MI-03 | HILLARY SCHOLTEN | ✓ | +43,788 | ***25,619** |
| U.S. HOUSE MI-07 | ELISSA SLOTKIN | ✓ | +19,695 | ***24,403** |
| U.S. HOUSE MI-08 | DAN KILDEE | ✓ | +34,473 | ***23,660** |
| STATE SENATE SD 4 | DARRIN CAMILLERI | ✓ | +12,700 | **904** |
| STATE SENATE SD 9 | PADMA KUPPA | ✗ | -795 | **1,209** |
| STATE SENATE SD 11 | VERONICA KLINEFELT | ✓ | +5,715 | **1,274** |
| STATE SENATE SD 12 | KEVIN HERTEL | ✓ | +313 | **1,203** |
| STATE SENATE SD 28 | SAM SINGH | ✓ | +16,287 | **644** |
| STATE SENATE SD 30 | DAVID LEGRAND | ✗ | -405 | **709** |
| STATE SENATE SD 32 | TERRY SABO | ✗ | -6,503 | **1,055** |
| STATE SENATE SD 35 | KRISTEN MCDONALD RIVET | ✓ | +7,859 | **854** |

The vote gain estimates above do not include canvass impacts and assume 70% turnout of contacted voters.
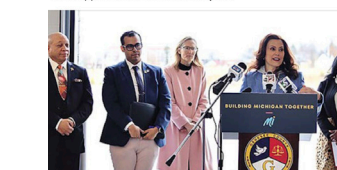*Pooled analysis across 30 U.S. House races.

*Margins as of 11/17/22*



U.S. HOUSE: MI-07 — WA VOTE GAIN **24,403** / SLOTKIN MARGIN **19,695**



U.S. HOUSE: MI-08 — WA VOTE GAIN **23,660** / KILDEE MARGIN **34,473**



STATE HOUSE: SD-12 — WA VOTE GAIN **1,203** / HERTEL MARGIN **313**



✓ **CANVASSING**
✓ **TEXTING**
✓ **LETTERS**
✓ **EMAILS**
✓ **DIGITAL ADS**

## TACTICS: HOW WE DID IT

Working America canvassers held **persuasion conversations with 35,963 working-class Michigan voters** at the doors since Labor Day, connecting with them on the issues they care about. We use messages driven by the data and make repeated contact that stretches across multiple elections. This was our first full on-the-ground operation in Michigan since COVID and we found people eager to reconnect.

With similar data-driven messaging, **we also sent text messages to more than 870,000 voters, reached more than 660,000 voters over 8 million times with digital ads, and sent almost 600,000 pieces of mail** to connect with voters in Michigan. That mail included thousands of personal letters written by a legion of dedicated activists that aren't about candidates or campaigns, but instead share a personal experience about their own concerns and the need for a strong working-class agenda.
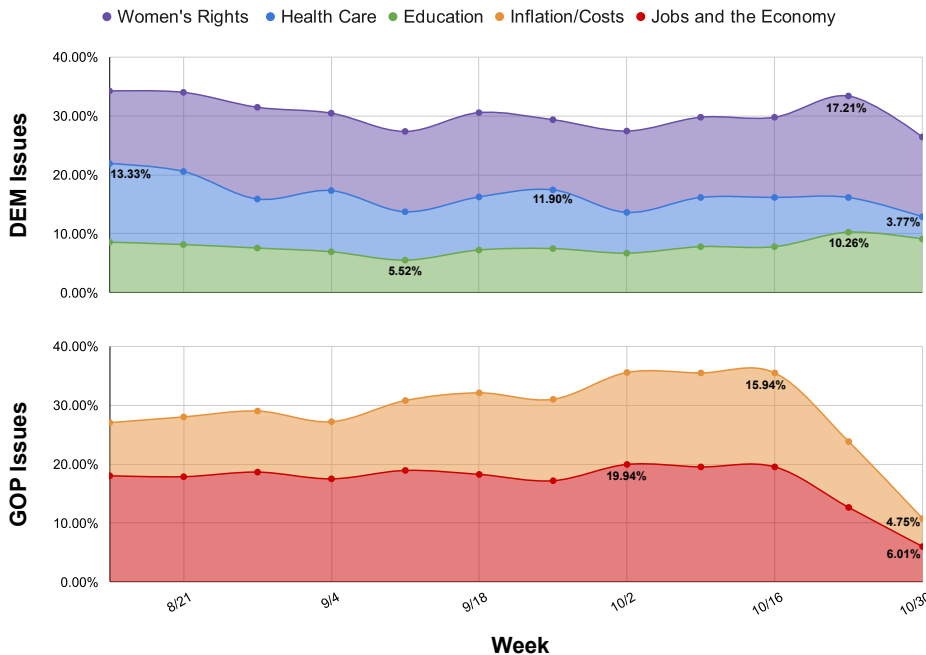
**WORKINGAMERICA.ORG**

## VOTE BY DEMOGRAPHIC

With nearly 36,000 in-depth conversations with voters at the doors in Michigan since Labor Day, we have unique insight into which voters made up Democrats' winning coalitions and what issues drove their vote.

| CANDIDATE | BLACK<br>n=1,697 | HISPANIC<br>n=264 | ASIAN<br>n=1,142 | WHITE<br>n=29,320 |
|---|---|---|---|---|
| GRETCHEN WHITMER (GOV-D) | 53.09% | 42.80% | 42.03% | 33.29% |
| TUDOR DIXON (GOV-R) | 8.78% | 15.53% | 9.98% | 30.03% |

The canvassing data shown at right shows Whitmer support from targeted voters in the Detroit suburbs. Despite Democrats' broad success, the data shows the need to galvanize core Democratic Party constituencies in Michigan. Michigan Democrats' performance among these voters lagged their peers. For example, the Democratic Party standard-bearers in Minnesota, Gov. Tim Walz, and Pennsylvania, Gov.-elect Josh Shapiro, enjoyed 62% and 77% support respectively from Black voters. While our canvass data does not tell us how these voters ultimately broke overall on Election Day, it is a reliable comparative measure of voter enthusiasm for Democrats.

### Share of Issue Priorities Among Michigan Voters Control for VCI

Legend: ● Women's Rights ● Health Care ● Education ● Inflation/Costs ● Jobs and the Economy

DEM Issues chart (data labels): 13.33%, 11.90%, 5.52%, 17.21%, 3.77%, 10.26%

GOP Issues chart (data labels): 15.94%, 19.94%, 4.75%, 6.01%

Week axis: 8/21, 9/4, 9/18, 10/2, 10/16, 10/30

## VOTER ISSUE PRIORITIES

Voters' top issue of concern also drives their vote, often despite the voter's partisan leanings. Voters focused on health care, education or women's rights historically favor Democrats, while voters concerned about the economy and inflation are more likely to vote for Republicans. Michigan voters began the election season focused on Democratic issues, but Republican issues gained and had taken the lead by mid October. At that point, voters' concern with both inflation and the economy took a very sharp dip, and in the final week, GOP issues were a priority of only 11% of the voters we canvassed.

Still, the prominence of Republican-favored issues in the media is what drove much of the pre-election narrative about a "red wave" in Michigan and elsewhere.

**With our canvassing and digital organizing work, we were able to counteract that and contribute to that late shift in issue priorities, flipping the vote of thousands of people in more than a dozen contests** by continuing to build long-term relationships with them, grounded in issues like employment, housing and other core pieces of the working-class agenda. We use data-driven messaging to blunt traditional Republican advantages on issues like inflation and the economy, helping voters reframe these issues so that they understand what's really happening and who is really fighting for them.

The results show that this kind of relationship-based, sustained contact is **more successful** at influencing voters than TV ads and other hot-button issue messaging.

# TEXTING & DIGITAL ADS



# LETTERS & EMAILS



Working America is a year-round operation. We always show up for game time when elections roll around.

We are talking to our 177,146 Michigan members all year, using smart texting, localized digital ads, issue-focused direct mail, constant digital communication and, of course, conversations with canvassers at the doors. We connect with our members and millions of other voters to build a stronger economy, and we show them how we can work together to advance policy that helps working-class people.

These persistent relationships are a big part of why our members trust us when it comes time to vote. This is how we were able to stand in the way of the red wave that was predicted. Our members and voters know we care about them, not just the candidates. Our data is proof that our messages get through.

Over the next two years, we'll be bringing more members into our organization and building the power we need for victory in 2024 in Michigan and swing states around the country.
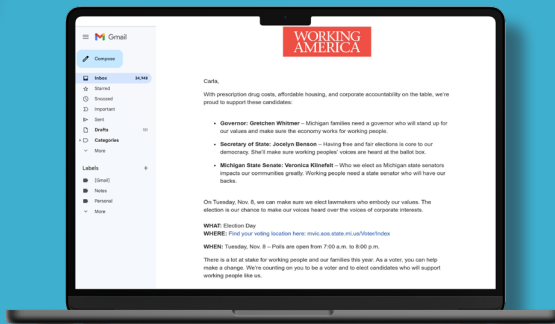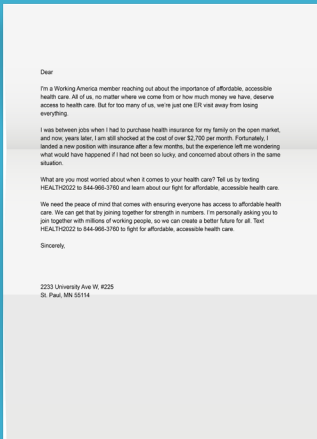
# DENSITY OF OUR PROGRAMS: MACOMB COUNTY

📍 **MEMBERS**   📍 **VOTER CONTACT CONVERSATIONS**

📍 **EMAILS + LETTERS**   📍 **DIGITAL ADS + TEXTING**