

Michiganders Support Increasing Pure Michigan Funding



55.5%

of Michiganders believe the legislature should increase funding for the Pure Michigan campaign in line with the Michigan Hospitality & Tourism Alliance's request.



2 out of 3



are more likely to support increasing Pure Michigan funding knowing the substantial ROI in Pure Michigan marketing.



This is a statewide poll that was conducted by Marketing Resource Group LLC from April 8-11, 2024 from a sample of 614 registered voters in Michigan with a margin of error of 4.0%