



MEMORANDUM

TO: Interested Parties

FROM: Grassroots Targeting

DATE: July 13, 2026

RE: Michigan GLCF Pro-Rogers Television Advertising Lift Test

Objective and Methodology

On behalf of GLCF, Grassroots Targeting conducted a controlled test to evaluate the effectiveness of a two-week pro-Mike Rogers TV and Digital/CTV advertising campaign that was run in four Michigan markets: Grand Rapids, Lansing, Flint, and Traverse City. GLCF did not advertise in Detroit DMA during this time, which allowed it to serve as a control group, isolating the effect of the advertising from broader political developments.

A pre survey was conducted prior to the advertising campaign in all five markets, followed by a post-advertising survey after the advertising concluded.

The advertising featured messages that were tested in a Grassroots Targeting modeling project for the state of Michigan for specific key audiences.

The advertising was placed on platforms guided by Grassroots Targeting of the specific audiences: CTV and digital to low-propensity and younger voters; targeted broadcast and cable to older higher propensity voters.

Key Audience Lift

Strong evidence of the success of the advertising campaign was observed among several priority voter audiences we developed. In each case, Rogers saw a net increase in the four markets that received advertising versus Detroit DMA which did not.

Data modeled audience	Lift vs Detroit
Rogers Persuasion	+13.1%
Women voters	+6.6%
Voters aged 45-54	+3.9%
Non-college educated voters	+4.5%

Conclusions

1. Although some attitudes shifted statewide during the survey period, the four markets where the advertisement aired consistently outperformed the Detroit control on key persuasion measures.
2. Overall, the results provide evidence that the advertising campaign successfully improved perceptions of Mike Rogers and increased voter receptiveness in the markets and on the platforms where the advertisement aired.
3. It also showed that the tested Mike Rogers messages to persuadable voters are successful when seen by the key groups which are:
 - a. Rogers message on housing
 - b. Rogers message on manufacturing jobs and workforce training
 - c. Rogers bio
4. It is clear that advertising the same message on the same platforms in the Detroit DMA would improve Rogers' image in a similar fashion.