

TO Alliance for a Better Future
FROM Derek Falcon, The Tyson Group
SUBJECT **Mike Rogers Support for AI Security Measures Gives Him a Lift in Michigan Senate Race**
DATE October 15, 2026

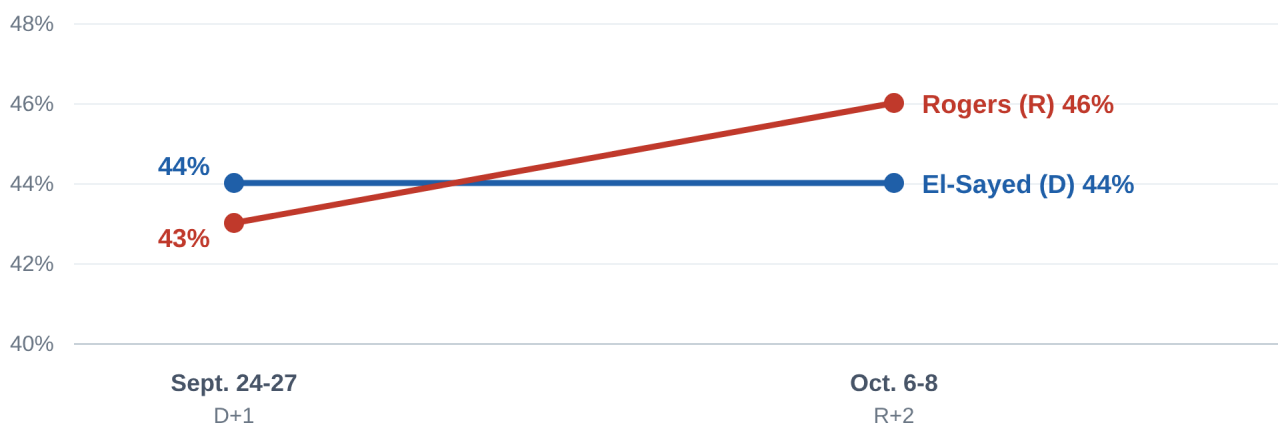
In a major shift from our September tracking poll, our new survey of 600 likely general election voters conducted from October 6-8 in Michigan finds Mike Rogers pulled slightly ahead in Michigan's U.S. Senate race. This movement was driven in part by his support for AI security measures, which is something the Alliance for a Better Future amplified across the state in recent weeks. Other GOP candidates should take notice of Rogers' position on security measures and how it has benefited him in a tight race, as it could provide a roadmap for how conservatives can best navigate the issue in the cycles to come.

THE BALLOT SHIFT

In our latest survey, Republican Mike Rogers leads Democrat Abdul El-Sayed 46%-44%. Rogers gained three points since our previous statewide Michigan survey, which was fielded September 24-27. In contrast, El-Sayed's ballot share remained flat.

U.S. SENATE INITIAL BALLOT · MICHIGAN

Rogers gained three points. El-Sayed held flat.



Source: The Tyson Group Michigan statewide surveys of likely general election voters, Sept. 24-27 and Oct. 6-8, 2026 (n=600).

ROGERS MET THE VOTERS WHERE THEY ARE ON AI

The surge in Rogers’ ballot share occurred shortly after he took a firm stance in support of AI security measures, [posting on X](#):

“My experience as Intel Chairman taught me the time to stop a crisis is yesterday. The first role of our government is to keep us safe. Following Dario Amodiei’s warning, I believe we must slow down development of AI in order to allow the government and its partners to catch up and put stricter protocols and guardrails in place to protect us from the rapid advancements we’ve seen. In the Senate, I will make it a top priority to pass the national security framework we need on AI.”

MIKE ROGERS · VIA X

This move by Rogers put him on firm ground with the vast majority of the Michigan electorate.

- **81%** of likely voters in our October survey said they want further federal regulation of AI and **77%** prefer more federal regulations over minimal oversight.

ABF’S ADVERTISING RESONATED WITH VOTERS

ABF’s statewide TV and digital advertising blitz (9/19-10/8) highlighting Mike Rogers’ position in support of AI security measures made a major impact on the electorate.

- **27%** of voters surveyed in our October track had a recall of ABF’s advertisement referencing Rogers’ AI position, up 5% from September.
- Recall of the ad in Grand Rapids, the only media market where ABF advertised on broadcast, increased **15%** from September.

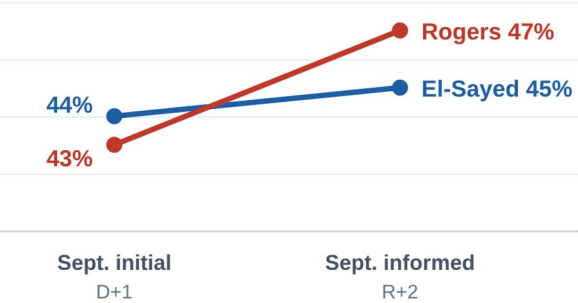
In our September survey, the initial ballot stood at 44%-43% in favor of El-Sayed. After voters were shown ABF’s Rogers ad, the informed ballot shifted to 47%-45% in favor of Rogers. The hypothetical shift we saw in our September survey played out in reality over the past two weeks, as Rogers netted 3% of ballot share.

U.S. SENATE BALLOT · MICHIGAN

The September informed ballot predicted R+2. October’s initial ballot delivered it.

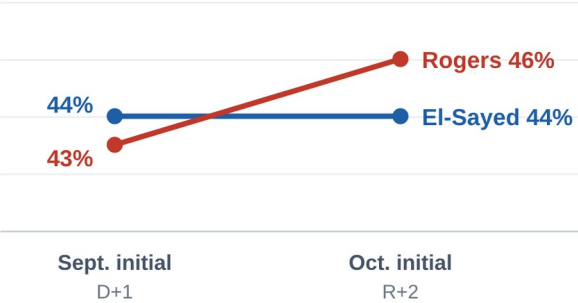
What the ad predicted

Sept. initial ballot vs. Sept. informed ballot (after ABF ad)



What happened

Sept. initial ballot vs. Oct. initial ballot



Source: TTG Michigan statewide surveys of likely voters, Sept. 24-27 and Oct. 6-8, 2026 (n=600). Informed ballot follows ABF’s Rogers ad.