



Michigan Governor Statewide Poll Summary (Republican Primary)

JMC Analytics and Polling (who is not affiliated with any candidate running for Governor) commissioned this poll for marketing/promotional purposes for the Republican primary race for Governor of Michigan. There are three main takeaways from this poll: (1) In the Republican primary race for the governor, businessman/author Perry Johnson is running neck and neck with Congressman John James, (2) there is a fairly high undecided percentage in this race, and (3) eliminating fraud, waste, and abuse is by far the top issue among likely Republican primary voters.

In the Governor's race, John James has a 23-20% lead over Perry Johnson that is comfortably within the statistical margin of error. No other candidate polls more than 6%, and 44% are undecided. Examining the race in more detail shows that Congressman James' poll showing (despite his two prior statewide runs) is shaky: (1) most of James' lead comes from people who are not certain that they will vote in the Republican primary (James polls 19-13% among this demographic), while those who definitely plan to vote are only 23-21% for James, (2) a strong plurality/near majority of Michigan Republicans classify themselves as Trump/MAGA Republicans, and among this group, **Johnson has a 24-20% lead over Congressman James (self-described traditional/establishment Republicans are 30-15% for James over Johnson)**, and (3) in the three major media markets (Detroit, Grand Rapids/Kalamazoo, and Flint/Saginaw) that comprise 77% of the Republican primary electorate, the race is already and consistently within the statistical margin of error in each of those three media markets (**in fact, James' lead in those three markets in the aggregate is an even tighter 23-22%**).

Of the Republican candidates whose approval ratings were tested, James has the highest (79%) name recognition of those who have an opinion of him, and his favorability rating is 55-24%. Despite his relatively recent entry into the race, Perry Johnson's name recognition is 66%, with a 45-21% favorability. Former Attorney General Mike Cox has 47% name recognition, and it's 33-15% favorable/unfavorable. Neither Tom Leonard nor Aric Nesbitt have favorable + unfavorable name recognition exceeding 23%.

When asked about their most important issue, a fairly strong plurality of primary voters (32%) chose elimination of fraud, waste, and abuse. In second place (at 19%) is property tax reform, which is statistically tied with ensuring secure elections (18%). No other issue polled more than 6%. Among Trump/MAGA Republicans, the numbers were 35% for eliminating fraud/waste/abuse, 24% for secure elections, and 22% for property tax reform.

In summary, the Republican primary race for Governor promises to be competitive, with two candidates (John James and Perry Johnson) comfortably ahead of other contenders and in a statistical tie.