

Memorandum

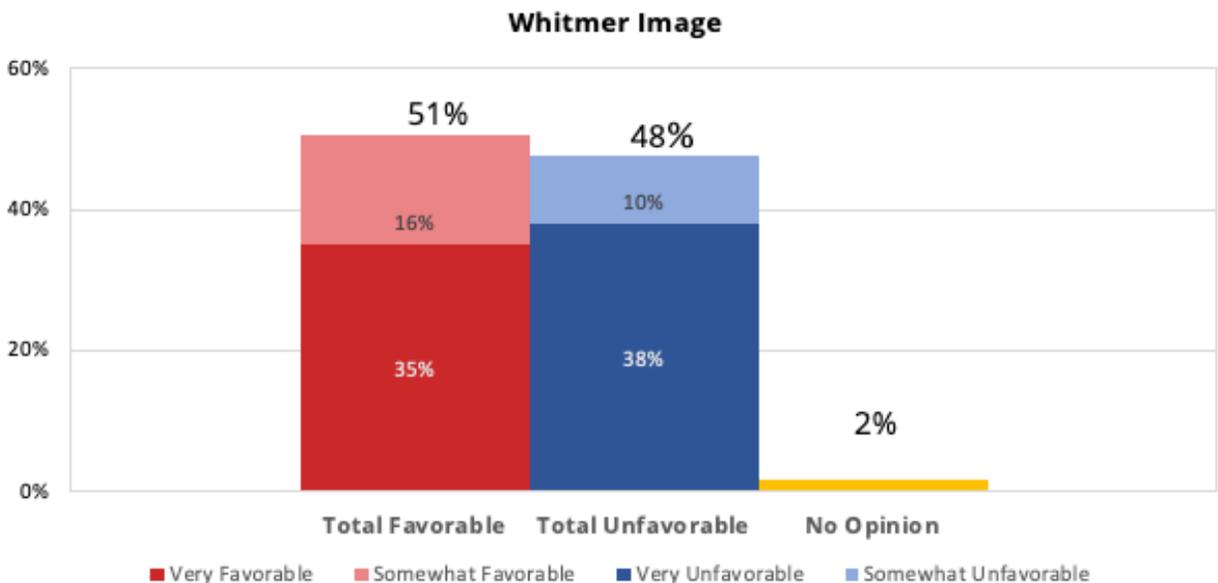
To: Interested Parties
 From: Andrew Weissert, ARW Strategies
 Date: January 11, 2022
 Re: POLL RESULTS – Michigan Gubernatorial Election

Overview

Chief James Craig is tied with Governor Gretchen Whitmer (46%-46%) and is the best positioned Republican to defeat the Democratic incumbent in the fall.

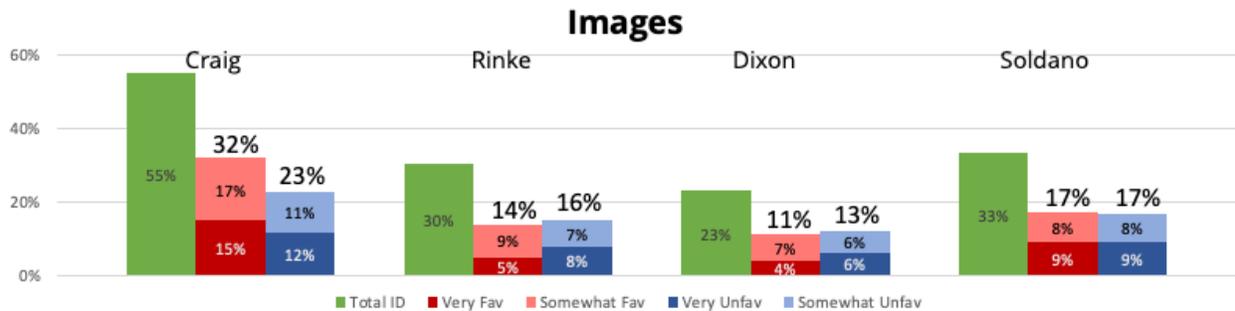
Key Takeaways

Governor Whitmer is barely above water but remains extremely vulnerable. A narrow majority (51%) have a favorable opinion of the governor, while 48% have an unfavorable opinion. However, the intensity of voter’s opinions works against her. 38% of voters have a very unfavorable opinion of her versus 35% who have a very favorable opinion of her. Whitmer is also twelve-points underwater with Independents (42% Fav/54% Unfav), which is a perilous position for her entering a re-election year.

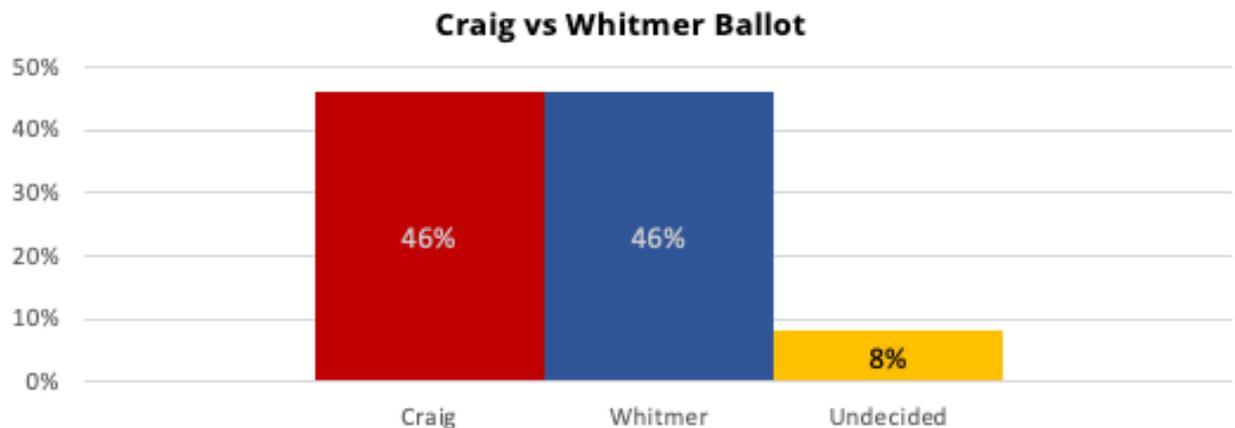


Chief James Craig is the clear frontrunner among Republican candidates. Craig’s name identification is nearly twice that of his three opponents. More crucially, Craig is the

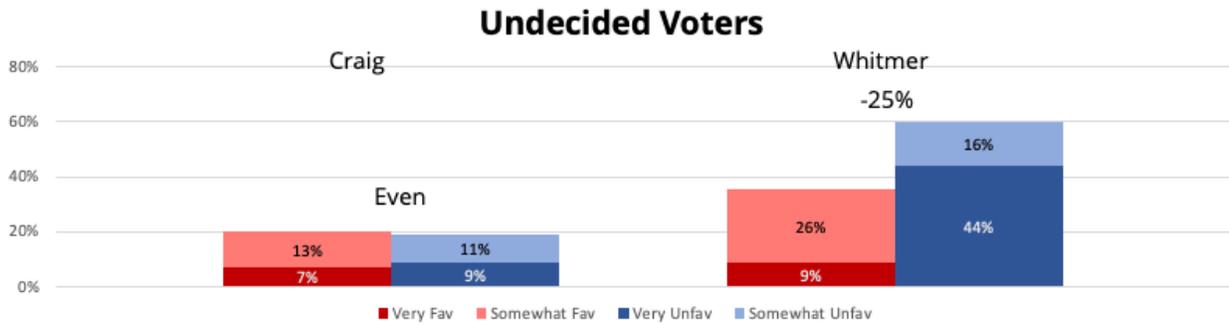
only Republican with a positive image (+9% Net Fav) among likely voters and he has a +11% net favorable image among Independents (28% Fav/18% Unfav).



In head-to-head matchups with Whitmer, Craig is not only the strongest Republican candidate, but is tied with the governor. Among likely general election voters, Craig is tied 46%-46% with Gretchen Whitmer. Craig outperforms his fellow Republicans by nine-points amongst his own base, he leads Independents by +17% (51%-34%), and he is outperforming Rinke, Dixon, and Soldano in Detroit and the surrounding suburbs.



Craig is best positioned to win the remaining undecided voters. Among those that are undecided in the Craig-Whitmer matchup, Craig's image outpaces Whitmer's considerably. While Craig sits a net +1% favorable image (20% Fav/19% Unfav), Whitmer is viewed unfavorably by 3 of out every 5 undecided voters and sits a whopping 25-points underwater on her image (35% Fav/60% Unfav). Whitmer will be hard pressed to win back those voters, particularly when nearly half (44%) have a very unfavorable opinion of her.



Methodology

This ARW Strategies telephone survey was conducted between January 4th and 6th, 2022. In all, 800 interviews were achieved among likely 2022 General Election voters in Michigan. 400 (50%) of these responses came from cell phone interviews. The margin of error for this sample is +/- 3.46% at a confidence interval of 95%.