

## **MEMO**

To: JJFS Finance Committee and JJFS Steering Committee From: Stu Sandler, General Consultant, John James for Senate

RE: CONFIDENTIAL: Two polls show MI Senate Race Tighten to Just

Outside Margin of Error

Date: August 17, 2020

## New Polls Show Michigan Senate Race Tightening Up—CNBC 48 Peters-45 James Matches James Internal Poll

Last week, two polls showed the Michigan Senate race has become one of the tightest races in the nation. Despite incumbent Democrat Senator Gary Peters and his allies outspending John James by millions of dollars, this race is very close.

The John James for Senate campaign poll conducted by one of the best pollsters in the nation, Dave Sackett from Tarrance Group, showed John James trailing Gary Peters just outside the margin of error. In a poll of 602 registered voters conducted from August 10-August 13, 2020 with a 4.1% margin of error, John James was trailing Gary Peters by 4.6%, 48.7 Peters to 44.1 James.

These poll results were confirmed by a <u>CNBC/Change Research</u> poll released on August 12, John James trailed incumbent Senator Gary Peters by only 3 points, 48% Peters to 45% James.

John James has outraised Gary Peters in 5 consecutive financial periods and outraised Peters for the cycle, James \$20,477,030 to Peters \$19,458,434 despite James not being a candidate for the first 6 months of 2019.

James also has virtually the same cash on hand as Gary Peters. In the current campaign finance quarter, James and Peters have spent virtually the same amount on paid media. The difference is a Peters ally, Duty and Honor, is currently spending \$1.6 million against John James with no corresponding conservative ally on the air against Gary Peters.

John James is in a strong position to win this race. James has strong poll numbers, outstanding messaging, fantastic fundraising, solid cash on hand, and is a tremendous candidate. With the proper resources, John James is poised to become the next U.S. Senator from Michigan.