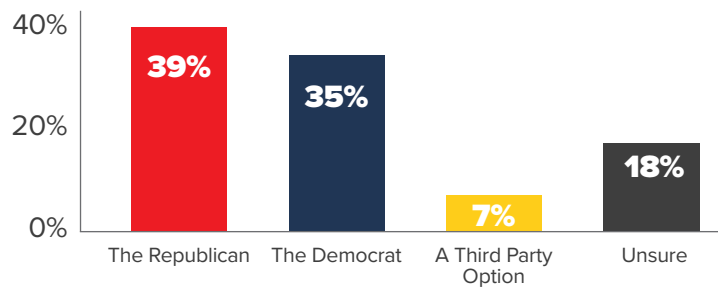


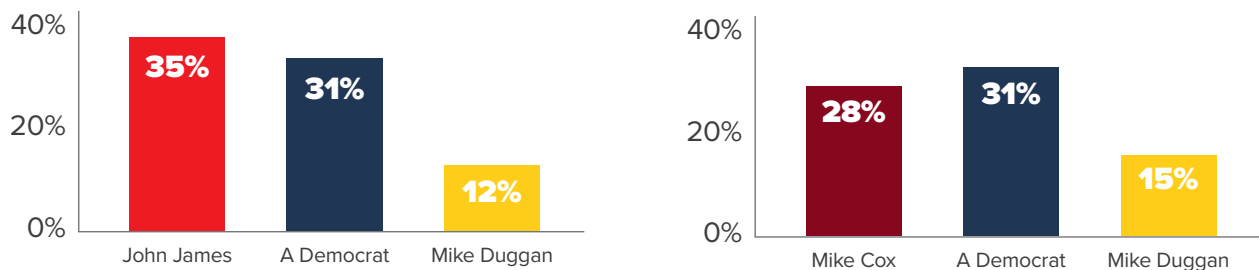
**TO:** Interested Parties  
**FROM:** Plymouth Union Public Research  
**SUBJECT:** Michigan Statewide Survey  
**DATE:** October 15, 2025

## REPUBLICANS LEAD GENERIC GUBERNATORIAL BALLOT



With little more than one year until a crucial gubernatorial election, voters in Michigan are showing a slight preference to the Republican Party. In a generic three-way ballot, our sample of likely general voters favored the Republican candidate over the Democratic candidate by margin of **+4%**. This advantage is bolstered by voters with participation history in each of the past three elections, suggesting that Republicans in Michigan are well situated in the event of a typical midterm turnout.

## CANDIDATE QUALITY CAN MAKE A DIFFERENCE



A generic ballot is only half of the equation, however. When we tested various general election scenarios, we observed a difference in Republican ballot share depending on which candidate is the nominee. Congressman John James is beating both Mike Duggan and a generic Democratic candidate when the choice is between the three of them, but former Attorney General Mike Cox drastically underperforms James and actually falls behind our nameless Democratic placeholder.



In addition to lagging behind in a general election setting, Mike Cox is trailing well behind John James in the primary election. Among our oversample of likely Republican primary voters, James is getting **41%** support compared to Cox's **7%**. Other candidates such as Anthony Hudson, Tom Leonard, and Aric Nesbitt each tested within the margin of error (i.e. under 5% ballot share).

James's lead over Cox is profound in all major facets of the Republican primary electorate:

- Very Conservative Primary Voters: **49% James | 6% Cox**
- Primary Voters with 3 of 3 Primary Participation: **48% James | 4% Cox**
- Primary Voters who Voted for Trump in 2024: **44% James | 6% Cox**

## **METHODOLOGY**

The findings in this memo were the result of a survey commissioned by PUP Research between October 8th and October 9th, 2025. It consisted of a main sample of n = 600 likely general election voters in Michigan and an additional oversample of n = 200 likely Republican primary voters in the same state. All participants were reached via phone with 67% of the sample taking the survey live, and the remaining 33% completing the poll via a text-to-web interface.