

MIRS NEWS – TARGET INSYGHT
STATEWIDE ELECTIONS – 600 Sample
Margin of Error Statewide +/- 4.0 %
GOVERNOR & U.S. SENATE ELECTION 2026
Date 03-03-2025 to 03-06-2025.
Stratified Random Sample

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__. If you are a registered voter at the address I am calling,
100.% Registered voters

__. Not everyone was able to vote in the Presidential Election in November 2024. or the Gubernatorial Election in November 2022. What about you?

67%	Voted General 2024
02.%	Voted General 2022
31.%	Voted in Both Elections

Now I would like your opinion of individuals who may be hearing about it in local news:

__. Do you have a favorable or unfavorable opinion of **Gretchen Whitmer?**

52.%	Favorable
43.%	Unfavorable
05.%	Never heard or no opinion

__. Do you have a favorable or unfavorable opinion of **Mike Rogers?**

23.%	Favorable
46.%	Unfavorable
31.%	Never heard or no opinion

__. Do you have a favorable or unfavorable opinion of **Jocelyn Benson?**

49%	Favorable
35.%	Unfavorable
16.%	Never heard or no opinion

__. Do you have a favorable or unfavorable opinion of **John James?**

33.%	Favorable
34%	Unfavorable
34%	Never heard or no opinion.

___ Do you have a favorable or unfavorable opinion of **Haley Stevens**?

29.% Favorable
10.% Unfavorable
62.% Never heard or no opinion

___ Do you have a favorable or unfavorable opinion of **Mike Duggan**?

42.% Favorable
16.% Unfavorable
42.% Never heard or no opinion

Next year there will be two key elections - first for Governor and second for U.S. Senator in the State of Michigan

___ If the general election for Governor of Michigan were held today, which of the following candidates would you be your first choice on election day?

42.% **Democrat and the current Secretary of State of Michigan Jocelyn Benson**
30.% **Republican Congressman John James**
21.% **Independent and current Mayor of Detroit Mike Duggan**
06.% **Some other Candidate or Undecided/unsure.**

Looking at the US Senate Race There are several different matchups.

___ If the general election for U.S. Senator from MI. were held today, which of the following candidates would you be your first choice on election day?

42.% **Democrat and term limited Governor of Michigan Gretchen Whitmer**
41.% **Republican and former Congressman Mike Rogers**
17/% **Some other Candidate or Undecided/unsure.**

The Second matchup for the US Senate Race

___ If the general election for U.S. Senator from MI. were held today, which of the following candidates would you be your first choice on election day?

35.% **Democrat and current Congresswoman Haley Stevens**
41.% **Republican and former Congressman Mike Rogers**
23.% **Some other Candidate or Undecided/unsure.**

The Third matchup for the US Senate Race

___ If the general election for U.S. Senator from MI. were held today, which of the following candidates would you be your first choice on election day?

46.% **Democrat Former U.S. Secretary of Transportation Pete Buttigieg**
44.% **Republican and former Congressman Mike Rogers**
11.% **Some other Candidate or Undecided/unsure.**

___ Given what you know, have learned, seen, or read, if the election for President were held today for whom would you vote for...?

- 41.% Republican Donald Trump
- 48.% Democrat Kamala Harris
- 04.% 3rd party candidate
- 07.% Undecided or unsure

DEMOCRATIC PRIMARY VOTER ONLY - SAMPLE SIZE 344 MARGIN OF ERROR +/- 5.7%

Next, we will look at two Key Democratic Primaries next year in 2026.

___ If the Democratic Primary election for Governor were held today, which of the following candidates would you be your first choice on election day?

- 55.% Secretary of State of Michigan Jocelyn Benson
- 12.% Lieutenant Governor of Michigan Garlin Gilchrist
- 12.% Attorney General of Michigan Dana Nessel
- 03.% Genessee County Sheriff Chris Swanson
- 19.% Some other Candidate or Undecided/unsure.

Looking at the Democratic Primary US Senate Race

___ If the Democratic Primary election for U.S. Senator from MI. were held today, which of the following candidates would you be your first choice on election day?

- 43.% Governor Gretchen Whitmer
- 04.% Current Congresswoman Haley Stevens
- 27.% Former U.S. Secretary of Transportation Pete Buttigieg
- 26.% Some other Candidate or Undecided/unsure.

REPUBLICAN PRIMARY VOTERS – SAMPLE SIZE 336 MARGIN OF ERROR +/- 5.7%

Next, we will look at a Key Republican Primary next year in 2026.

___ If the Republican Primary election for Governor were held today, which of the following candidates would you be your first choice on election day?

- 05.% Former MI Attorney General Mike Cox
- 57.% Congressman John James
- 13.% Michigan Senate Minority Leader Aric Nesbitt
- 01.% Oakland County Businessman Perry Johnson
- 23.% Candidate or Undecided/unsure.

ALL RESPONDENTS
For Statistical Purposes

___ . Age Group

13. % 18-34 years of age
26% 35-49 years of age
26. % 50-60 years of age
34% 61 years of age

___ . If you or someone in your household belongs to a labor union or teachers association?

26% Union Members
69.% No Union Members
05.% Undecided/Unsure /Do not know

___ . Do you consider yourself...?

41.% Republican
41.% Democrat
18% Independent

___ . Race/Ethnicity

78% White
13.% African American/ or Black
09.% Other race or ethnic background

___ . If you are a man, Press 1. If you are a woman, Press 2.

49.% Man
51.% Woman

That completes the survey! Thank you very much. We greatly appreciate your responses.