

## MEMO

To: JJFS Finance Committee and JJFS Steering Committee  
From: Stu Sandler, General Consultant, John James for Senate  
RE: **Michigan Senate Race is a Dead Heat**  
Date: September 4, 2020

### **New James Internal Poll Shows Dead Heat, James 46%-Peters 47%**

After seeing several public polls showing the Michigan US Senate race tightening up, we received today the results of a John James for Senate internal poll showing the Michigan Senate race is a dead heat with John James at 46% and Gary Peters at 47% with 3% going to other candidates and 4% undecided. Despite incumbent Democrat Senator Gary Peters and his allies putting four attack ads against John while this poll was being conducted and outspending John James by millions of dollars, **this race is tied.**

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 569 registered voters conducted from September 1-September 3, 2020, John James was at 46% and Peters at 47%.

These poll results confirmed results that show a tightening of the US Senate race in several polls. Additionally, Real Clear Politics has rated the Michigan US Senate race a toss-up.

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. Despite Peters and allies outspending John James and allies with millions of dollars, this race is a virtual dead heat. James also has roughly the same cash on hand as Gary Peters. In the current campaign finance quarter, James and Peters have spent about the same amount on paid media.

**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.**