MICHIGAN'S PROPOSED 10TH CONGRESSIONAL DISTRICT (CHESTNUT PLAN) SURVEY MEMORANDUM

DATE: Monday, November 22, 2021
TO: Dan Conston, President, Congressional Leadership Fund
FROM: Brock McCleary – VP, Polling
Tiffany Beverly – Director, Project Management
RE: Survey of Likely General Election Voters

The information below was gathered by Cygnal through an advanced multi-mode (Live + SMS) survey of likely general election voters in Michigan's proposed new 10th congressional district per the Chestnut plan, conducted November 17, 2021 – November 18, 2021. The Chestnut CD 10 survey has a sample size of n413 and a MoE of ±4.82% at a 95% confidence interval.

Summary & Insights

John James is in a commanding position to win the proposed new 10th congressional district. His favorability starts off in a great place and he performs well on every ballot tested, overtaking both possible incumbent representatives in the Chestnut plan's proposed 10th district. Voters are disenchanted with the leadership of the left, evidenced by their overall disapproval in the direction of the country and President Biden's upside-down images. Respondents indicated their preference to elect a Republican candidate who will act as a check-and-balance on national Democratic leaders.

The political environment is very favorable for a Republican candidate.

	Chestnut CD 10
Generic Ballot	49% / 42% (R+7)
Biden Job Approval	40% approve - 56% disapprove (50% strongly)
Whitmer Fav/Unfav	46% / 49% (-3%)
Right Direction/Wrong Track	34% / 61% (-27%)

James' image is in an excellent starting place in the proposed new district and is far stronger and better defined than both possible incumbents surveyed.

	John James	**Haley Stevens**	**Andy Levin**
Image (Fav/Unfav)	45% / 33%	28% / 24%	37% / 23%
Net Favorability	+13%	+4%	+14%
Favorability among Indy's	45%	29%	34%

James' is better known and liked than either potential incumbent Democrat or Gov. Whitmer in this district. His partisan support is strong and he is net favorable among Independents overall. James is also well-defined among the electorate, making it harder for Democrats to move his image.

Though both incumbent Democrats surveyed are in a weak position, Haley Stevens is by far the least defined and most unpopular with 28% approval and just 52% hard name ID.

On the ballot, James is already at 50% and holds a significant edge over both incumbent Democrats.

Chestnut CD 10	
James vs. Haley Stevens	James 50% - Stevens 41% (+9%)
James vs. Andy Levin	James 50% - Levin 42% (+8%)

John James begins at 50% on the ballot with substantial leads over both Haley Stevens and Andy Levin. Both incumbents would be in peril, beginning in the low 40's.

The wind is at the backs of Republicans and John James is as well positioned as any potential candidate to capitalize. Joe Biden's job approval remains an albatross around the necks of Democrats that will make surviving reelection next year extremely difficult. James begins as a far more popular public figure than any of the Democrats, putting him in a position many incumbents could only hope for.

METHODOLOGY: The probabilistic survey was conducted November 17-18 (Chestnut) with 413 (CD 10) likely general election voters. It has a margin of error of ±4.82%. Known registered voters were interviewed via live agents calling cell phones and landlines, and voters received invitations to participate in the survey via SMS and email with a secure link tied to their voter record. The survey was weighted to a likely general election universe.

ABOUT CYGNAL: Cygnal is an award-winning national public opinion and predictive analytics firm that pioneered multi-mode polling, peer-to-peer text collection, and Political Emotive Analysis. Cygnal is named the #1 Republican private pollster by Nate Silver's *FiveThirtyEight* two cycles running, as well as the #1 most accurate polling and research firm in the country for 2018 by *The New York Times*. Its team members have worked in 47 states and countries on more than 2,100 corporate, public affairs, and political campaigns.