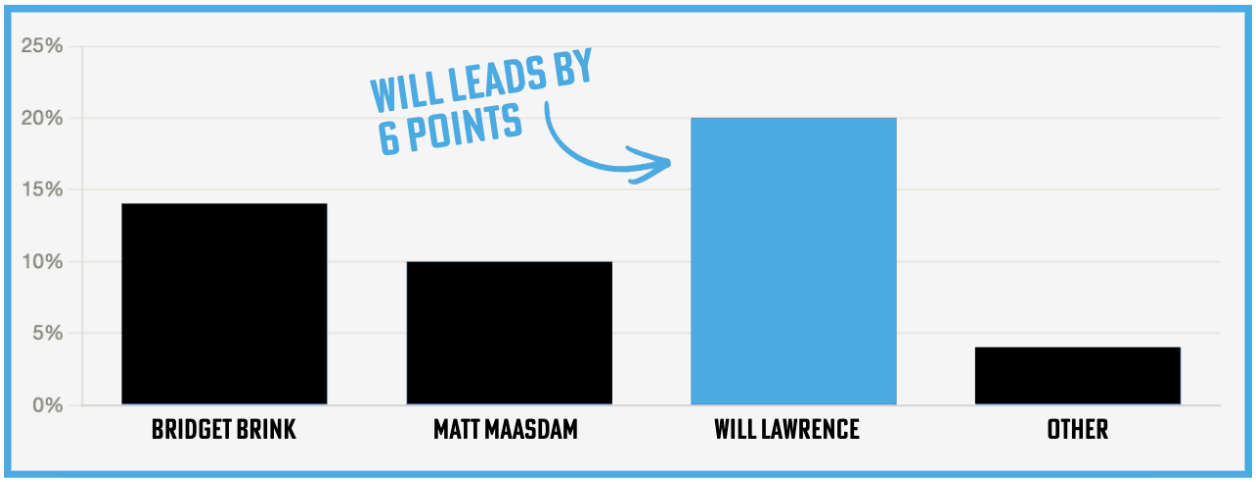
Poll Summary: Will Lawrence is the frontrunner in MI-7 Democratic Primary. He leads in the initial horserace, as well as after bios and negatives/positives are introduced. If we can raise the funds to get our message to voters, we can win.

Will Lawrence is leading among likely primary voters in all sections of the poll:

- Before bios, Lawrence leads by 6 points, with 52 percent undecided. He also has the highest net favorability of all three candidates.
- After three fair bios, Lawrence remains in the lead, both in vote share and favorability
    - Vote share: Lawrence 34, Brink 29, Maasdam 17
    - Net favorability: Lawrence/+79, Brink/+66, Maasdam/+53
- After negatives on all three candidates and positives on Will Lawrence, Lawrence leads 58-14-10.



Will Lawrence is the kind of candidate that MI-07 voters want to represent them in Congress

- Voters overwhelmingly want a candidate like Will Lawrence who provides fresh ideas and is willing to speak out against genocide and a broken political establishment
- 93% of voters want a candidate who will hold Democratic leadership accountable (Net +89)
- 69% of voters would be more likely to support a candidate who opposes data center development. (Net +55)
- 56% of voters would be more likely to support a candidate who is young. (Net +51)
- Bernie Sanders was the most popular political figure polled with 79% net favorability.

Will Lawrence has very durable support

- Lawrence voters are more set on him than other candidates' supporters
- The poll tested real negatives that Lawrence is facing and is likely to face. Yet, he still maintains a sizable lead once voters hear them.

In contrast, Brink and Maasdam are extremely vulnerable.

- Bridget Brink voters don't realize how out of touch she is with Mid-Michigan values

    - After information about her service under Trump and her out-of-state donors, she loses 43% of her voters to Lawrence.
- Matt Maasdam is an unknown and his supporters are very persuadable
    - Only 9% of Maasdam voters are definitely voting for Maasdam, compared to 43% for Will Lawrence.
    - After information about his handling of workers rights at Nike and his out-of-state donors, he loses 43% of his voters to Lawrence.

This is a quality poll, not a push poll.

- Bios for Brink and Maadsam are fair and reflect their campaign messaging.
- The poll has a large sample (n=533)