



From: Jim Williams, Public Policy Polling

To: Interested Parties

Subject: Matt Maasdam Best-Positioned for General Election Victory in MI-7

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A new PPP poll in Michigan's 7th Congressional district finds that Democrat Matt Maasdam fares the best in hypothetical general election matchups against Republican incumbent Tom Barrett, bolstered by his military and service background.

A plurality of 47% of overall respondents say they'd prefer to vote for a candidate with a history of military or community service, while just 19% say they prefer a candidate with a background in government or elected office.

Both Maasdam (45-44) and Democrat Bridget Brink (46-45) start out with 1-point leads over Barrett. But after hearing positive information about the biographies of all three candidates, Maasdam's lead over Barrett grows to 2 points, 47-45. By contrast, Brink's lead is eliminated: she is tied with Barrett at 45-45.

Importantly, Maasdam's biography tests very strongly with independent voters: 37% say it makes them more likely to vote for him and just 11% say it makes them less likely to vote for him. Brink's biography elicits a less positive reaction, with 32% of independent voters saying it makes them more likely to vote for her, but nearly the same amount, 31%, saying it makes them less likely to vote for her.

PPP interviewed 519 registered voters in Michigan's 7th Congressional district on April 24-25, 2026. The margin of error for the poll is +/- 4.3%. 79% of interviews were conducted by text and 21% by landline.

