

TO: Interested Parties
FROM: Adam Carlson, Founding Partner of Zenith Research
DATE: July 31, 2026
RE: Michigan U.S. Senate Democratic Primary Poll

Methodology

From July 26-30, 2026, on behalf of Fighting for Michigan PAC, Zenith Research conducted a survey of 536 likely Democratic primary voters in Michigan.¹ Interviews were conducted via SMS-to-web (text message invitations to complete the survey online). The margin of sampling error is ± 4.2 percentage points.

The sample was drawn from the L2 voter file. The data was weighted to reflect the likely Democratic primary electorate by gender, age group, region, educational attainment, party ID, and race/ethnicity.

Executive Summary

- 1) Less than a week before the primary, **Abdul El-Sayed leads Haley Stevens by 19 points, 53% to 34%**, with 11% of likely Democratic primary voters still undecided.
 - 2) When undecided voters are asked which candidate they are leaning toward, **El-Sayed leads Stevens 59% to 41%**.
 - 3) In the combined ballot, **El-Sayed leads by a double-digit margin among** men and women; voters under age 55; white voters; Democrats, independents, and progressives/liberals; voters with some college education and those a college degree; union and non-union households; every income group; voters living in cities, suburbs, small towns, and rural areas; and every region outside Wayne County.
 - 4) **El-Sayed is viewed favorably by 69% of likely Democratic primary voters and unfavorably by 23%**. Stevens is viewed favorably by 49% and unfavorably by 44%.
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Michigan U.S. Senate Democratic Primary

Candidate	Initial Ballot	With Leaners Pushed
Abdul El-Sayed	53%	59%
Haley Stevens	34%	41%
Mallory McMorrow	2%	
Undecided	11%	

Source: Zenith Research (July 26-30, 2026 | n=536 likely Democratic primary voters in Michigan | conducted via text-to-web via sample from L2 | margin of sampling error ± 4.2 percentage points)

Created with Datawrapper

¹ Likely Democratic primary voters were based on those that said they already voted (45% of sample) or self-reported as “absolutely certain to vote” (48% of sample) or “very likely to vote” (7% of sample) in the Democratic primary.

Detailed Findings

- 1) **EI-Sayed leads Stevens among 33 of 38 subgroups tested.**² He is behind among seniors, Black voters, Wayne County voters, moderates, and those that consider themselves to be more supporters of the Democratic Party than progressive causes/the progressive movement.

Abdul EI-Sayed leads Stevens among the following subgroups:

- **Gender**
 - Men
 - Women
- **Race**
 - White
 - Hispanic / Asian / Other / More than one race*
- **Age**
 - 18-29*
 - 30-44
 - 45-54
 - 55-64
- **Region**
 - Oakland / Macomb / Livingston Counties
 - College Counties (Washtenaw / Ingham / Kalamazoo Counties*)
 - Kent / Ottawa / Muskegon Counties*
 - Tri-Cities & Flint (Bay / Genesee / Midland / Saginaw Counties)*
 - Up North*
 - Southern Lower Peninsula (Rest)
- **Education**
 - High school diploma or less
 - Some college (no degree) or two-year degree
 - Four-year degree or more
- **Political Groups**
 - Democrats
 - Independents
 - Very Progressive/Liberal
 - Somewhat Progressive/Liberal
 - More of a supporter of progressive causes/movement than the Democratic Party
- **Household Income**
 - <\$50,000
 - \$50,000 - \$99,999
 - \$100,000 or more
- **Households**
 - Union households
 - Non-union households
 - Auto industry households
 - Non-auto industry households
- **Living Area**
 - Cities
 - Suburbs
 - Small towns
 - Rural areas*

² * denotes that the sample size is between 50-75

The most common themes mentioned were:

- **Money**
 - Getting money out of politics
 - Putting money in your pocket
 - Not taking money from corporate PACs
 - Keeping tax dollars in America rather than overseas
 - Grassroots/small-dollar fundraising
 - **Medicare**
 - Medicare for All
 - Lowering healthcare costs
 - His medical background
 - **Support**
 - Endorsements from Bernie Sanders, Alexandria Ocasio-Cortez, Elizabeth Warren, UAW, etc.
 - Grassroots support (small donors, etc.)
- 4) **When respondents are asked what, if anything, they have seen, read, or heard recently about Haley Stevens, here are the most common words and phrases they used:**



The most common themes mentioned were:

- **AIPAC**
 - Her campaign being funded/supported by millions in AIPAC money
- **Money**
 - Taking money from corporate PACs, AIPAC, dark/outside money, and large donors
 - Being beholden to her donors

- **Support**
 - Mix of support from Democratic leaders and establishment (Whitmer, Schumer, Peters, and other leaders within the party), being (falsely) perceived to have President Obama's endorsement, support from AIPAC and corporate PACs, her support for Israel, and her support for Michigan and the auto industry
- **Israel**
 - Strongly supporting Israel/Zionist
 - Opposing conditioning aid to Israel
 - Prioritizing Israel over Michigan
 - Her quote: "Israel comes to me in my dreams"

Appendix: Demographics

Gender	
Men	41%
Women	59%
Age Group	
Age 18-29	11%
Age 30-44	19%
Age 45-54	15%
Age 55-64	20%
Age 65+	35%
Region	
Wayne County	20%
Oakland/Macomb/Livingston Counties	26%
College Counties (Washtenaw, Ingham, Kalamazoo)	13%
Kent/Ottawa/Muskegon Counties	9%
Tri-Cities and Flint	9%
Southern Lower Peninsula (Rest)	8%
Up North (Northern Lower Peninsula and Upper Peninsula)	15%

Race/Ethnicity	
White (not of Hispanic or Latino origin)	70%
Black or African American	21%
Hispanic or Latino	4%
Another race or ethnicity / more than one race/ethnicity	6%
Educational Attainment	
High school diploma or less	15%
Some college (no degree) or two-year degree	40%
Four-year degree or more	46%
Party ID	
Democrat	68%
Independent/Other	30%
Republican	3%
Ideology	
Very Liberal or Progressive	31%
Somewhat Liberal or Progressive	35%
Moderate	28%
Somewhat Conservative	3%
Very Conservative	2%
Something else	2%
Union Household	
Union member or member of household is a union member	28%
Non-union household	72%
Auto Industry Household	
Has worked or member of household has worked in the auto industry	36%
Non-auto industry household	64%