

SUFFOLK & MIDDLESEX DEMOCRATIC PRIMARY SURVEY

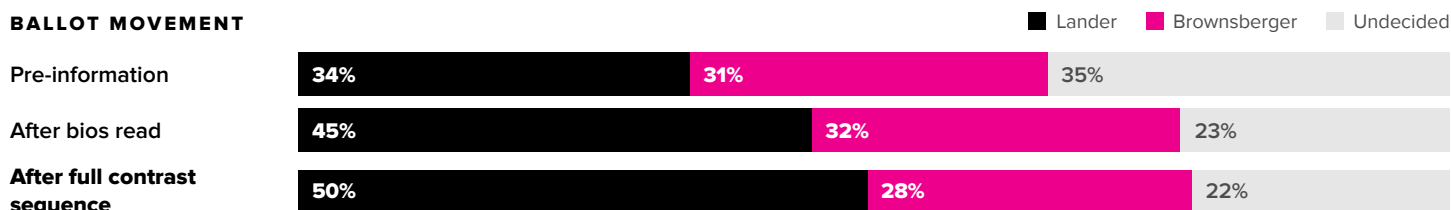
TO Interested Parties **FROM** MDW Communications **DATE** August 14, 2026
RE State of the Race — Daniel Lander vs. Will Brownsberger

METHODOLOGY: n = 364 likely Democratic primary voters, fielded Aug 10–12, 2026. Weighted by party, gender, age, and race/ethnicity. Margin of error +/- 6.5%

01 STATE OF THE RACE

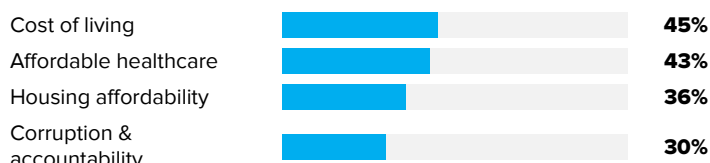
The pre-information ballot is a statistical tie — Lander 34%, Brownsberger 31%, Undecided 35% — with Lander narrowly ahead despite lower name recognition. Lander jumps out to a commanding 13-point lead after positive bios on both candidates.

BALLOT MOVEMENT



THE ENVIRONMENT FAVORS LANDER:

Pocketbook and reform issues dominate — cost of living (45%), affordable healthcare (43%), housing affordability (36%), and corruption & accountability (30%) are the issues most often rank in the top 3.

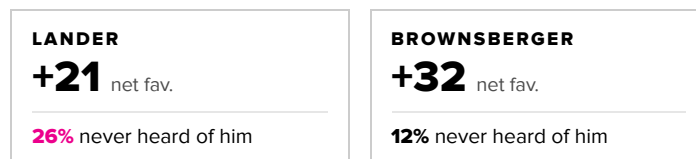


SHARE RANKING ISSUE IN THEIR TOP 3

A majority (**51%**) want a **progressive who takes on the establishment and big corporations**, versus 27% preferring an experienced establishment Democrat.



Both candidates are net favorable (**Lander +21, Brownsberger +32**), but Lander starts with a recognition deficit — 26% have never heard of him, against 12% for Brownsberger.



02 PROFILE OF THE UNDECIDED POOL

Roughly one in three voters is undecided — a persuasion universe larger than either candidate's base, and the group that decides the race.

Demographically representative: the undecided pool mirrors the full electorate — 60/39 Democrat/Independent and 58/42 female/male.

PARTY

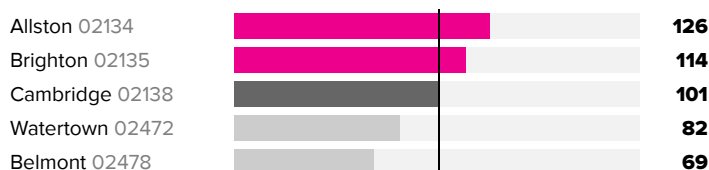


GENDER



Geographically concentrated: undecideds cluster in Allston-Brighton (Allston 02134 index 126; Brighton 02135 index 114), sit at parity in Cambridge (02138, index 101), and thin out in Watertown (02472, index 82) and Belmont (02478, index 69). These results indicate that Lander has room to grow with a clear contrast on housing issues, which are particularly potent within Boston City limits and among renters.

UNDECIDED INDEX BY ZIP • 100 = AVERAGE



03 MESSAGE TESTING

THE CONTRAST ON BROWNSBERGER'S HOUSING RECORD LANDS:

A majority of voters registered serious concern about Brownsberger's record on housing costs — his opposition to rent stabilization and his standing as the chief opponent of Mayor Wu's plan to shield homeowners from rising property taxes. The property-tax contrast drew the highest intensity of any message tested (31% “very serious”; +21 net concern), with rent stabilization close behind (+16 net concern).



LANDER'S AFFIRMATIVE CASE IS STRONGER STILL:

Over 60% found Lander's career of progressive change convincing: *Daniel Lander has spent his career fighting for progressive change — helping wrongfully convicted people rebuild their lives, working to secure LGBTQ+ rights, and serving on the ground for leaders like Elizabeth Warren and Michelle Wu.* (+33 net convincing)



Over 60% found his platform convincing: *While Beacon Hill ignores our challenges, Daniel Lander is focused on lower costs, from rent to transit to child care.* (+24 net convincing.)

