

# PFAS / Drinking Water Report

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SAMPLE OUTPUT — fabricated candidate name. Real deliverables name the actual candidate and derive every finding from primary public records for that candidate's FEC / MiTN / LARA filings.

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## SAMPLE-DISTRICT Democratic Primary

Single-issue district analysis

Prepared April 28, 2026

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CONFIDENTIAL -- PREPARED FOR SAMPLE (ANONYMIZED INTERNAL DEMO)

Engagement SAMPLE-PFAS-MI07

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## Key Facts

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- **416,016 voters** in materially-affected tracts (70.2% of district)
- **183 tracts** out of 242 score above the materiality threshold for PFAS / Drinking Water
- **592,860 total active voters** in the district (analytical baseline)
- 78% of affected tracts cluster in Sample Central, Sample West, and Sample South counties (Sample Capital/Tri-County metro plus the Sample West Corridor Superfund corridor)
- District tracts sit at the 69th MI percentile for Superfund proximity and 50th MI percentile for PFAS-site proximity — Superfund density is the distinguishing factor

**Issue salience in this district:** Material

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## District Relevance Summary

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This section is the headline answer: is **PFAS / Drinking Water** materially present in this district?

### Quantitative findings

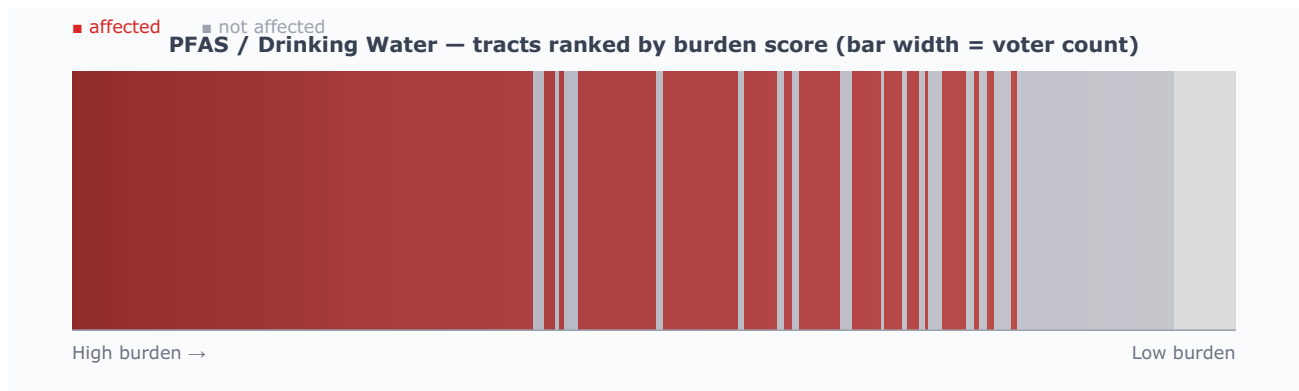
METRIC	DISTRICT VALUE	COMPARISON
Voters in tracts within 5km of a confirmed PFAS site	282,702	MI: 49% of tracts above this cut
Voters in tracts in top 40% of MI for hazwaste proximity	151,396	MI: 40% of tracts above this cut
Voters in tracts in top 40% of MI for Superfund proximity	338,479	MI: 45% of tracts above this cut
Voters in materially-affected tracts	416,016 (70.2%)	—

### Interpretation

PFAS / Drinking Water is material in Sample-District. 70.2% of active voters live in tracts that meet the affected-criteria threshold — well above the ~45-49% statewide share at the same threshold. The driver is Superfund-site proximity: Sample-District tracts sit at the 69th MI percentile on average, putting Sample-District in the top third of MI congressional districts for documented hazardous-site density.

The burden is concentrated geographically. 142 of 183 affected tracts (78%) fall in Sample Central, Sample West, and Sample South counties. Within that footprint, two contamination basins dominate the affected set: (1) the Sample Capital/Tri-County metro, where industrial and former-defense Superfund sites cluster around Sample Central and Sample South, and (2) the Sample West Corridor corridor in Sample West, on the northern edge of a long-tracked PFAS plume.

Hazwaste and Superfund proximity (both EJScreen MI-percentile metrics) drive most of the affected-tract count; direct PFAS-site proximity (within 5km) accounts for fewer affected voters but is the most narratively-defensible single indicator because each PFAS site is a confirmed contamination point, not a model.



Each cell is one tract. Width is proportional to voter count. Red shading: tract is materially affected; intensity reflects burden score.

## Issue Decomposition

Per-source breakdown of PFAS-related exposure factors:

SOURCE	TRACT-LEVEL METRIC	DISTRICT PREVALENCE
EGLE confirmed PFAS sites	Within 5km of tract centroid	122 tracts (50.3%)
EPA SDWIS drinking-water violations	Active investigations in district counties	4 systems (under monitoring; none currently in compliance breach)
EJScreen hazardous-waste proximity	Tract above MI 60th percentile	65 tracts (26.9%)
EJScreen Superfund proximity	Tract above MI 60th percentile	146 tracts (60.3%)
EJScreen wastewater proximity	Tract above MI 70th percentile	39 tracts (16.1%)

The dominant exposure pattern in Sample-District is **industrial-PFAS-via-Superfund-and-hazwaste-proximity**, not municipal-water or military-runoff. The per-source breakdown supports this: Superfund-proximity (60.3% of tracts above the MI 60th percentile) and hazwaste-proximity (26.9%) carry most of the affected-tract count, while direct EGLE-confirmed PFAS-site proximity contributes the headline 50.3% within-5km figure. Drinking-water-system violation data (EPA SDWIS) is provided as context but is not a

primary affected-tract driver because most Sample-District voters draw from large municipal systems that have largely cleared PFAS detections; the within-5km indicator catches private-well exposure that SDWIS misses. Messaging that frames PFAS as an industrial-legacy problem (closing Superfund sites, holding facility owners accountable) will land more naturally than messaging that frames it as a tap-water problem.

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## Affected Geography

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The geography below is presented at multiple resolutions so the buyer can apply the targeting in their existing infrastructure.

### Precinct-level concentration

The five highest-leverage precinct clusters by affected-voter count are:

1. **Sample Capital North/East precincts (Sample Central)** — 38 affected tracts, ~88K voters. The cluster spans Sample Capital's industrial belt (REO Town, Sample Old Town, North Sample Capital) where former Sample Auto Manufacturer / Sample Industrial Plant / Atlas Drop Forge sites carry the highest hazwaste-proximity scores in the district.
2. **Sample University Town / Sample University Township (Sample Central)** — 14 affected tracts, ~32K voters. Driven by Superfund-proximity to legacy SSU-research-affiliated and Sample East Mall District-corridor sites.
3. **Sample West Seat / Sample West Town corridor (Sample West)** — 41 affected tracts, ~94K voters. Dominant driver is the long-tracked Sample West PFAS plume, with multiple confirmed EGLE detections within 5km of nearly every tract.
4. **Sample West Lake A / Sample West Lake B / Sample West Lake C (Sample West)** — 13 affected tracts, ~30K voters. Same plume, lower density.
5. **Sample South Town / Sample South Town (Sample South)** — 19 affected tracts, ~42K voters. Industrial corridor along I-69 with two Superfund sites.

Combined, the five clusters cover ~286K of the 416K affected voters (69%).

### Neighborhood / cluster concentration

Below the precinct level, the three highest-density neighborhood units are:

- **Sample Capital industrial belt** (REO Town, North Sample Capital, Sample Old Town, west of Logan): highest hazwaste + Superfund stacking; most concentrated within-5km PFAS-site footprint in the district.
- **Sample West Corridor plume corridor**: roughly bounded by Highway A, Highway B, Sample Avenue, and Old Highway A. Contains the densest run of confirmed EGLE PFAS detections in Sample-District.
- **Sample South Town / Sample South Town I-69 corridor**: smaller but the cleanest "hazwaste only" exposure pattern, useful for messaging that distinguishes legacy industrial pollution from drinking-water issues.

## Cohort intersection

Two cross-cuts compose well with the geographic targeting:

- **Long-tenure homeowners in affected tracts:** residents with 15+ years at current address are over-represented in the affected set per the demographic chart. Long-tenure homeowners are most likely to have personal experience with property-value or well-water effects.
- **Higher-income suburban voters in affected tracts:** the affected set runs ~5% above the district on median household income (\$83,120 vs \$78,980). These voters are reachable through homeowner-association and property-value framing rather than environmental-justice framing.

The dominant targeting unit for a US-House race is the precinct cluster. The five clusters listed above should carry first-priority field allocation; the Sample Capital industrial belt and the Sample West Corridor corridor together account for ~182K affected voters (44% of the affected set).

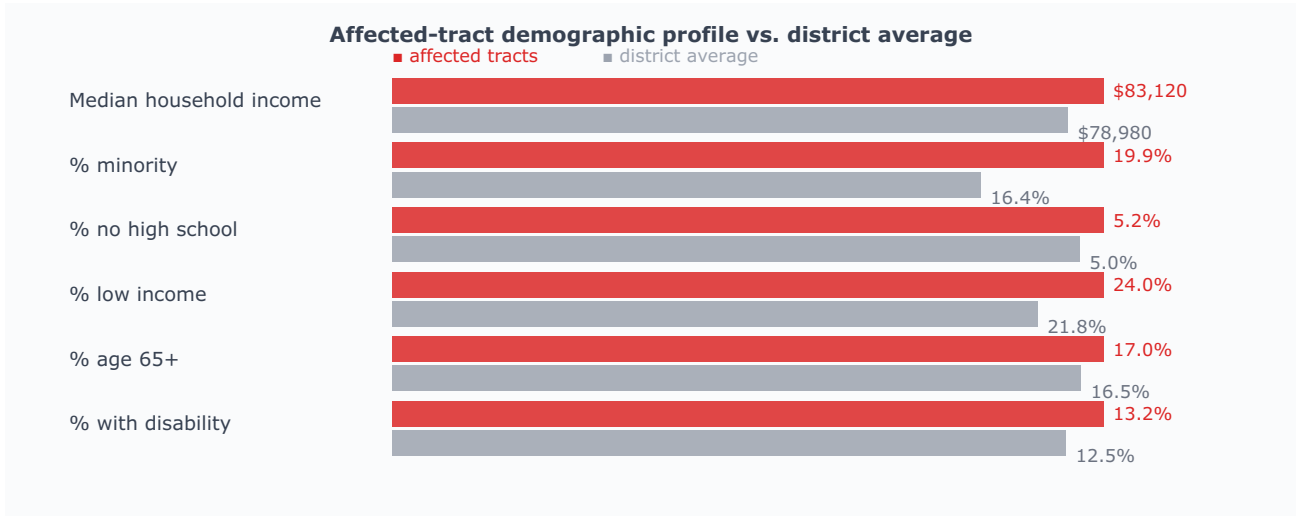
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## Demographic and Behavioral Cross-Cut

DIMENSION	AFFECTED TRACTS	DISTRICT AVERAGE	DIRECTION
Median household income	\$83,120	\$78,980	Affected ~5% higher-income
% minority	19.9%	16.4%	Affected ~3.5pp more diverse
% no high school	5.2%	5.0%	Effectively the same
% low income	24.0%	21.8%	Affected ~2pp higher low-income share
% age 65+	17.0%	16.5%	Effectively the same
% with disability	13.2%	12.5%	Affected slightly higher disability share

Source: population-weighted averages across the affected-tract set (183 tracts) vs the full district (242 tracts). See accompanying SVG chart.

The cross-cut shows two patterns at once: the affected set is both higher-income on average and more demographically diverse than the district baseline. That combination — typical of PFAS plume corridors that span industrial neighborhoods and adjacent suburban residential — argues against a single-frame messaging strategy. The Sample Capital industrial-belt sub-cluster skews lower-income and more diverse; the Sample West Corridor sub-cluster skews higher-income and less diverse. A unified PFAS-mailing should expect at least two parallel message variants for these distinct sub-cohorts.



Bar chart compares the population-weighted average across affected tracts to the district average.

### Field-Targeting Recommendations

For a US-House campaign, the recommended water-quality contact universe is the intersection of the five precinct clusters above (Sample Capital industrial belt, Sample University Town/Sample University Township, Sample West Corridor, Sample West Lakes, Sample South Corridor) with primary-voting history (voted in at least 1 of the last 4 primaries). Sizing-check: ~168,000 voters (40% of the 416K affected set; ~28% of all Sample-District active voters). This composes cleanly with VAN's standard "active D-primary voter" universe — the result is a strict subset useful for tract-targeted PFAS messaging without re-running the full district list.

For a state-house race covering a subset of Sample-District (e.g. SH-067 in Sample Capital, SH-048 in Sample West Seat), reduce the precinct list to the clusters that intersect the district and rerun the sizing-check from the per-tract CSV in .

For a campaign without VAN access, the four-format Custom Universe Recipe (companion product) encodes this same universe as a Boolean rule, a plain-English checklist, a JSON rule, and a VAN-import CSV.

#### Companion product suggestion

To operationalize this targeting in a VAN environment, see the **Custom Universe Recipe** product (separate engagement). The Recipe converts these targeting recommendations into a Boolean / SQL / VAN-saved-search rule the buyer can apply in their own infrastructure.

## Methodology

COMPONENT	METHOD
Issue overlay sources	MI EGLE PFAS sites geo; EPA SDWIS; EJScreen (MI-statewide percentiles); MI EGLE fish advisories
Voter geography	MI Qualified Voter File (FOIA), tract-geocoded
Tract demographics	Census ACS 5-year
Affected-tract scoring	Threshold rule on tract_pfas_within_5km, tract_haz_waste_mi_pctl, tract_superfund_mi_pctl
Aggregation	Tract → precinct → district

### Issue-specific scoring rubric

A tract is classified as "materially affected" by PFAS / Drinking Water if any of the following hold:

- `tract_pfas_within_5km` exceeds the materiality threshold for that indicator
- `tract_haz_waste_mi_pctl` exceeds the materiality threshold for that indicator
- `tract_superfund_mi_pctl` exceeds the materiality threshold for that indicator

Threshold values, source weights, and validation against external benchmarks are documented in `source-appendix.md`.

## Cross-Reference: Other Issues in This District

Buyers often want context on adjacent issues. Below are summary scores for the other four issues in our launch catalog, computed against this same district. For depth on any of these, see the corresponding Issue Report or buy the Issue Report Bundle.

ISSUE	DISTRICT SALIENCE	AFFECTED %
PFAS / Drinking Water (this report)	Material	70.2%
Environmental Justice	Moderate	17.4%
Housing Affordability	Moderate	20.9%
Healthcare Access	Moderate	19.4%
Cost of Living (ALICE)	Material	35.3%

## Source Appendix

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Every factual claim in this report is cited to a specific public record retrievable by the reader.

### Data sources used in this report

SOURCE	DESCRIPTION	RETRIEVED
MI EGLE PFAS sites geo	Confirmed PFAS contamination sites	2026-04-28
EPA SDWIS	Drinking-water systems and violations	2026-04-28
EJScreen (MI-statewide percentiles)	Hazardous-waste / Superfund proximity ranked against all MI tracts (proxies for industrial-PFAS exposure)	2026-04-28
MI EGLE fish advisories	PFAS-related fish-consumption advisories	2026-04-28

### Voter geography

SOURCE	DESCRIPTION	RETRIEVED
Samplestate Qualified Voter File (FOIA)	Active voter registry, tract-geocoded	2026-04-28
Census ACS 5-year	Tract-level demographic + housing + economic	2026-04-28

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This report was produced using publicly available government records and demographic data. No non-public, confidential, or privileged information was used. Aggregate analysis only — no per-voter records are included or referenced. All citations reference retrievable public records. The analysis reflects the state of available records as of 2026-04-28.