October 25, 2024

CYGNAL

# Survey of Likely General Election Voters

## New Jersey Statewide

October 23 – 24, 2024 | n=600 | ±3.95%

# Insights & Analysis

- The **Presidential** race stands at 40% **Donald Trump**, 52% **Kamala Harris** with 4% of voters choosing a third-party candidate and only 4% saying they are undecided.
  - **Donald Trump** is performing near his **2016** share (41.4%) and his **2020** share (41.4%).
  - Meanwhile, **Kamala Harris** is underperforming **Clinton's** ballot share in **2016** (55.5%) and **Biden's** share in **2020** (57.3%).
  - In 2024, Donald **Trump** is capturing more of the **Hispanic vote** (35%) than in **2016** (23%).
  - Harris over performs the generic Congressional ballot with **Republicans** (+3) and **Independents** (+4).
  - Despite Harris' over performance with these groups, **it will not be enough to close the gap of her underperformance from past Presidential elections**.
- The **Senate Ballot** stands at 51% **Andy Kim**, 32% **Curtis Bashaw** with 14% of voters saying they are undecided. Due to the low name recognition of Bashaw and a higher proportion of undecided voters in the U.S. Senate race, we incorporated generic ballot responses from these undecided voters to project the combined ballot results at 55% **Kim**, 38% **Bashaw**.
  - Donald **Trump's image** is **more favorable** with **undecided Senate voters** (48%) than Kamala **Harris**' (27%), which can help improve down ballot races and Bashaw's ballot share.
- **Segmentation analysis** identified three key voter segments: *Hard GOP* (40%), *Persuadable* (18%), and *Hard Dems* (42%).
  - The ***Persuadable*** segment is more **female**, **middle-income**, **non-college educated**, and **diverse** than the **Hard Dems** segment. Comparatively, they are also not as strong on having no abortion limitations. Their opinion on **Harris** is 60% **favorable**, 40% **unfavorable** while the Hard Dems segment has near universal favorability.

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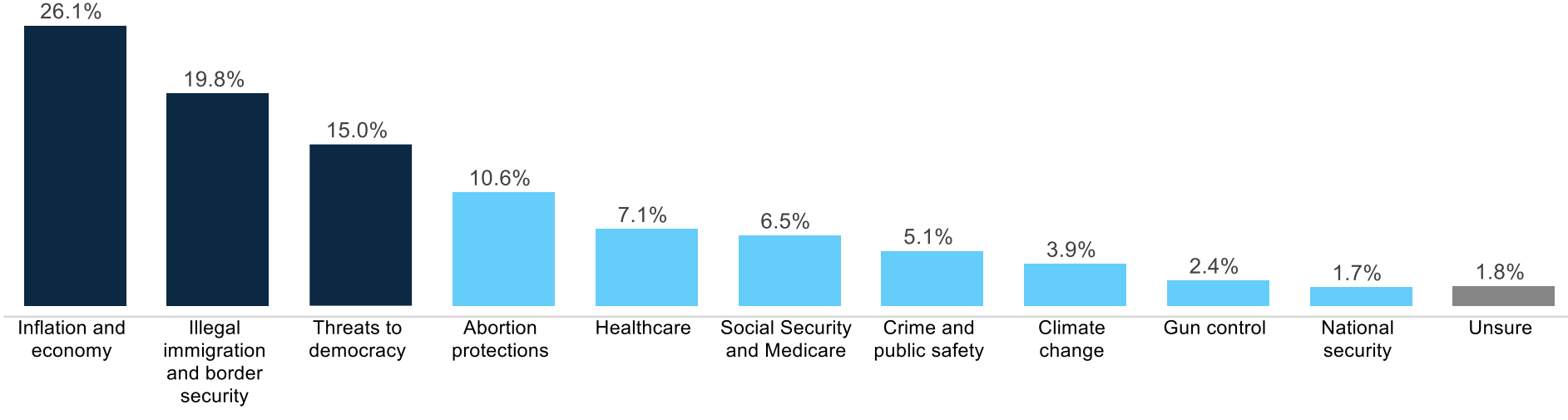
# Top Priority




| | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | North Jersey | Central Jersey | South Jersey | Republican | Independent | Democrat | White | Hispanic | Black | Other Races | Pres Undecided | Sen Undecided | Swing Voters | Double Haters | Trump '20 | Biden '20 | 1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Inflation and economy | 23% | 19% | 40% | 21% | 39% | 23% | 19% | 23% | 27% | 24% | 27% | 36% | 35% | 15% | 27% | 28% | 28% | 11% | 26% | 40% | 33% | 39% | 38% | 17% | 29% | 26% | 23% | 28% |
| Illegal immigration and border security | 11% | 25% | 20% | 28% | 19% | 29% | 24% | 10% | 18% | 23% | 19% | 43% | 13% | 6% | 23% | 24% | 2% | 24% | 22% | 19% | 19% | 17% | 43% | 5% | 19% | 23% | 17% | 19% |
| Threats to democracy | 12% | 18% | 17% | 15% | 16% | 15% | 10% | 17% | 17% | 10% | 17% | 3% | 14% | 24% | 15% | 10% | 19% | 13% | 4% | 4% | 7% | 7% | 2% | 25% | 10% | 15% | 17% | 16% |
| Abortion protections | 24% | 8% | 3% | 3% | 3% | 3% | 14% | 20% | 12% | 11% | 8% | 0% | 5% | 21% | 11% | 12% | 10% | 11% | 4% | 5% | 3% | 5% | 1% | 17% | 13% | 10% | 10% | 10% |
| Healthcare | 10% | 4% | 7% | 8% | 6% | 9% | 7% | 7% | 7% | 7% | 8% | 2% | 7% | 10% | 6% | 10% | 10% | 4% | 20% | 10% | 9% | 8% | 2% | 10% | 5% | 10% | 9% | 6% |
| Social Security and Medicare | 3% | 14% | 1% | 11% | 4% | 7% | 11% | 5% | 6% | 6% | 8% | 6% | 8% | 7% | 7% | 3% | 8% | 2% | 16% | 8% | 11% | 9% | 4% | 9% | 5% | 5% | 9% | 7% |
| Crime and public safety | 7% | 4% | 5% | 4% | 5% | 4% | 8% | 3% | 4% | 8% | 3% | 3% | 8% | 5% | 2% | 10% | 9% | 19% | 3% | 4% | 5% | 5% | 6% | 4% | 5% | 3% | 8% | 3% |
| Climate change | 5% | 2% | 4% | 4% | 4% | 4% | 1% | 6% | 3% | 6% | 4% | 0% | 7% | 5% | 4% | 1% | 6% | 3% | 0% | 3% | 4% | 6% | 0% | 6% | 7% | 2% | 4% | 3% |
| Gun control | 3% | 4% | 1% | 0% | 1% | 0% | 2% | 6% | 4% | 2% | 1% | 0% | 2% | 4% | 2% | 0% | 6% | 4% | 0% | 1% | 1% | 0% | 1% | 4% | 1% | 3% | 2% | 4% |
| National security | 2% | 1% | 0% | 5% | 1% | 4% | 3% | 0% | 2% | 2% | 2% | 4% | 0% | 2% | 1% | 2% | 1% | 2% | 0% | 3% | 1% | 0% | 4% | 0% | 3% | 0% | 1% | 3% |
| Unsure | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 1% | 3% | 2% | 2% | 2% | 1% | 2% | 0% | 0% | 5% | 3% | 2% | 5% | 4% | 1% | 2% | 2% | 4% | 2% | 1% |

*Which one of the following issues is the most important to you in the election for U.S. Congress?*

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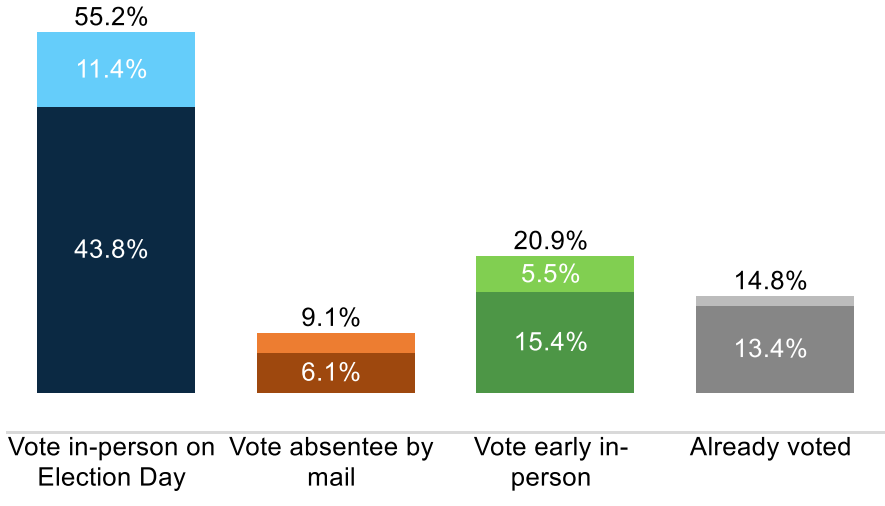
# Vote Method

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Definitely vote | 66% | 65% | 69% | 60% | 70% | 61% | 61% | 69% | 66% | 62% | 68% | 74% | 59% | 61% | 65% | 66% | 66% | 58% | 40% | 49% | 54% | 61% | 72% | 63% | 65% | 65% | 66% | 66% |
| Probably vote | 22% | 16% | 19% | 22% | 18% | 24% | 24% | 15% | 20% | 20% | 19% | 20% | 26% | 17% | 20% | 22% | 16% | 33% | 48% | 35% | 37% | 33% | 21% | 16% | 21% | 23% | 20% | 17% |
| Already voted | 12% | 19% | 11% | 18% | 13% | 15% | 15% | 16% | 13% | 18% | 13% | 6% | 16% | 22% | 15% | 12% | 18% | 9% | 13% | 16% | 9% | 6% | 7% | 20% | 14% | 12% | 14% | 17% |
| Vote in-person on Election Day | 50% | 51% | 64% | 56% | 64% | 58% | 53% | 48% | 57% | 50% | 58% | 65% | 59% | 45% | 57% | 50% | 44% | 55% | 67% | 59% | 67% | 62% | 69% | 45% | 53% | 61% | 53% | 56% |
| Vote absentee by mail | 14% | 7% | 7% | 5% | 8% | 5% | 12% | 11% | 8% | 10% | 9% | 6% | 10% | 11% | 6% | 13% | 16% | 23% | 13% | 11% | 12% | 10% | 3% | 11% | 14% | 7% | 12% | 5% |
| Vote early in-person | 23% | 23% | 17% | 20% | 16% | 23% | 20% | 25% | 21% | 21% | 20% | 23% | 15% | 22% | 22% | 25% | 22% | 13% | 7% | 13% | 11% | 23% | 21% | 24% | 18% | 20% | 22% | 22% |
| Definitely vote in-person on Election Day | 38% | 40% | 53% | 45% | 53% | 46% | 37% | 41% | 45% | 41% | 45% | 53% | 44% | 36% | 45% | 35% | 35% | 46% | 32% | 39% | 43% | 39% | 55% | 37% | 40% | 44% | 41% | 48% |
| Probably vote in-person on Election Day | 12% | 11% | 11% | 12% | 11% | 12% | 16% | 8% | 12% | 9% | 13% | 12% | 15% | 9% | 12% | 15% | 9% | 9% | 35% | 20% | 24% | 22% | 14% | 8% | 14% | 17% | 12% | 7% |
| Definitely vote absentee by mail | 10% | 7% | 4% | 2% | 4% | 1% | 11% | 7% | 6% | 7% | 6% | 4% | 4% | 9% | 4% | 11% | 12% | 4% | 3% | 5% | 4% | 6% | 2% | 8% | 10% | 4% | 9% | 4% |
| Probably vote absentee by mail | 4% | 0% | 3% | 4% | 4% | 3% | 2% | 3% | 3% | 4% | 2% | 2% | 6% | 2% | 2% | 2% | 4% | 20% | 9% | 6% | 9% | 4% | 1% | 3% | 4% | 3% | 3% | 1% |
| Definitely vote early in-person | 17% | 18% | 12% | 13% | 12% | 13% | 14% | 21% | 15% | 14% | 17% | 17% | 10% | 16% | 16% | 19% | 19% | 9% | 4% | 4% | 8% | 16% | 15% | 18% | 15% | 16% | 16% | 14% |
| Probably vote early in-person | 6% | 5% | 5% | 7% | 3% | 9% | 7% | 4% | 6% | 7% | 3% | 7% | 5% | 6% | 6% | 6% | 3% | 4% | 4% | 9% | 4% | 7% | 6% | 6% | 3% | 3% | 6% | 8% |
| Already voted absentee by mail | 11% | 18% | 11% | 16% | 11% | 15% | 14% | 14% | 11% | 16% | 13% | 3% | 15% | 21% | 14% | 10% | 17% | 9% | 13% | 15% | 9% | 5% | 5% | 19% | 13% | 8% | 13% | 16% |
| Already voted early in-person | 1% | 2% | 1% | 2% | 2% | 0% | 1% | 2% | 2% | 2% | 0% | 3% | 0% | 1% | 1% | 2% | 1% | 0% | 0% | 2% | 0% | 1% | 2% | 1% | 1% | 4% | 1% | 1% |

*How do you plan to vote in the November 5th general election for President and U.S. Congress?*

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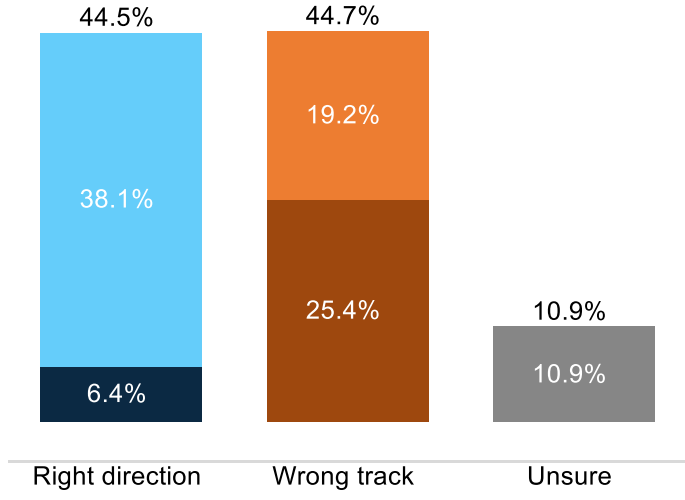
# New Jersey Direction

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Right direction | 54% | 38% | 45% | 37% | 49% | 31% | 25% | 66% | 53% | 45% | 34% | 7% | 47% | 69% | 38% | 54% | 62% | 62% | 31% | 32% | 41% | 46% | 8% | 71% | 47% | 41% | 47% | 43% |
| Wrong track | 33% | 47% | 50% | 54% | 46% | 60% | 53% | 26% | 35% | 49% | 52% | 86% | 44% | 17% | 52% | 40% | 15% | 25% | 40% | 53% | 42% | 43% | 87% | 14% | 45% | 47% | 43% | 45% |
| Definitely the right direction | 7% | 6% | 5% | 9% | 6% | 7% | 1% | 11% | 6% | 8% | 6% | 1% | 5% | 11% | 5% | 10% | 12% | 2% | 6% | 6% | 5% | 5% | 0% | 12% | 2% | 10% | 7% | 7% |
| Mostly the right direction | 47% | 32% | 40% | 28% | 43% | 24% | 24% | 55% | 47% | 37% | 28% | 7% | 42% | 59% | 33% | 44% | 50% | 59% | 25% | 25% | 36% | 41% | 8% | 60% | 45% | 32% | 40% | 36% |
| Mostly the wrong track | 14% | 26% | 16% | 24% | 13% | 28% | 28% | 11% | 18% | 20% | 20% | 31% | 20% | 11% | 21% | 18% | 9% | 16% | 9% | 28% | 23% | 11% | 33% | 9% | 17% | 21% | 20% | 19% |
| Definitely the wrong track | 19% | 21% | 34% | 30% | 33% | 32% | 25% | 15% | 17% | 29% | 32% | 54% | 24% | 6% | 31% | 23% | 6% | 10% | 31% | 25% | 19% | 32% | 54% | 5% | 27% | 27% | 23% | 26% |
| Unsure | 13% | 16% | 5% | 9% | 6% | 9% | 21% | 8% | 13% | 6% | 14% | 7% | 8% | 14% | 10% | 5% | 23% | 13% | 29% | 15% | 17% | 11% | 5% | 15% | 8% | 11% | 11% | 11% |

*Generally speaking, would you say things in New Jersey are headed in the right direction or off on the wrong track?*

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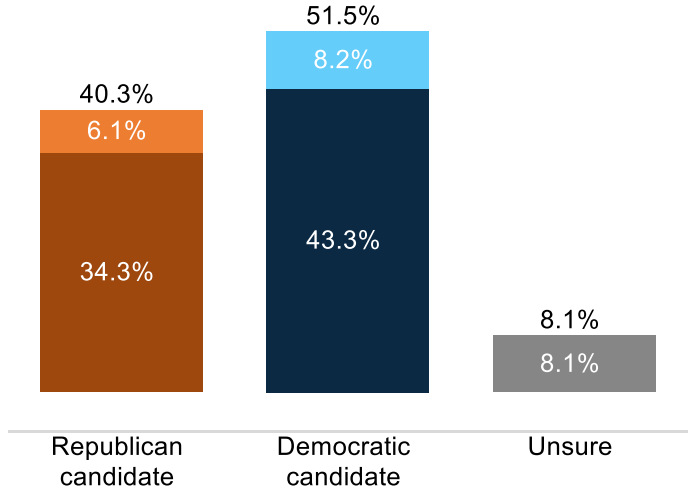
# Generic Ballot

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Republican candidate | 27% | 42% | 48% | 50% | 44% | 55% | 45% | 24% | 33% | 45% | 45% | 92% | 41% | 7% | 50% | 35% | 4% | 33% | 14% | 45% | 27% | 41% | 92% | 8% | 32% | 43% | 39% | 44% |
| Democratic candidate | 64% | 49% | 46% | 42% | 49% | 38% | 42% | 71% | 60% | 47% | 46% | 4% | 47% | 88% | 43% | 54% | 93% | 61% | 8% | 27% | 37% | 40% | 2% | 88% | 58% | 46% | 54% | 51% |
| Definitely the Republican candidate | 24% | 38% | 38% | 41% | 34% | 47% | 41% | 21% | 27% | 38% | 40% | 83% | 31% | 4% | 44% | 26% | 2% | 14% | 0% | 32% | 0% | 25% | 83% | 5% | 26% | 36% | 31% | 40% |
| Probably the Republican candidate | 2% | 4% | 10% | 9% | 11% | 8% | 4% | 3% | 6% | 7% | 5% | 9% | 10% | 3% | 5% | 9% | 2% | 18% | 14% | 13% | 27% | 15% | 9% | 3% | 6% | 7% | 8% | 4% |
| Probably the Democratic candidate | 9% | 7% | 9% | 7% | 10% | 6% | 7% | 10% | 7% | 10% | 9% | 0% | 13% | 11% | 7% | 6% | 13% | 15% | 8% | 15% | 37% | 14% | 1% | 13% | 9% | 7% | 11% | 7% |
| Definitely the Democratic candidate | 55% | 42% | 37% | 35% | 39% | 32% | 35% | 61% | 53% | 37% | 38% | 4% | 34% | 78% | 36% | 47% | 80% | 45% | 0% | 12% | 0% | 27% | 1% | 75% | 49% | 39% | 42% | 44% |
| Unsure | 9% | 9% | 6% | 8% | 7% | 7% | 13% | 5% | 7% | 9% | 8% | 4% | 12% | 5% | 7% | 11% | 2% | 7% | 78% | 29% | 36% | 19% | 6% | 4% | 10% | 11% | 7% | 4% |

*If the election was held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for U.S. Congress?*

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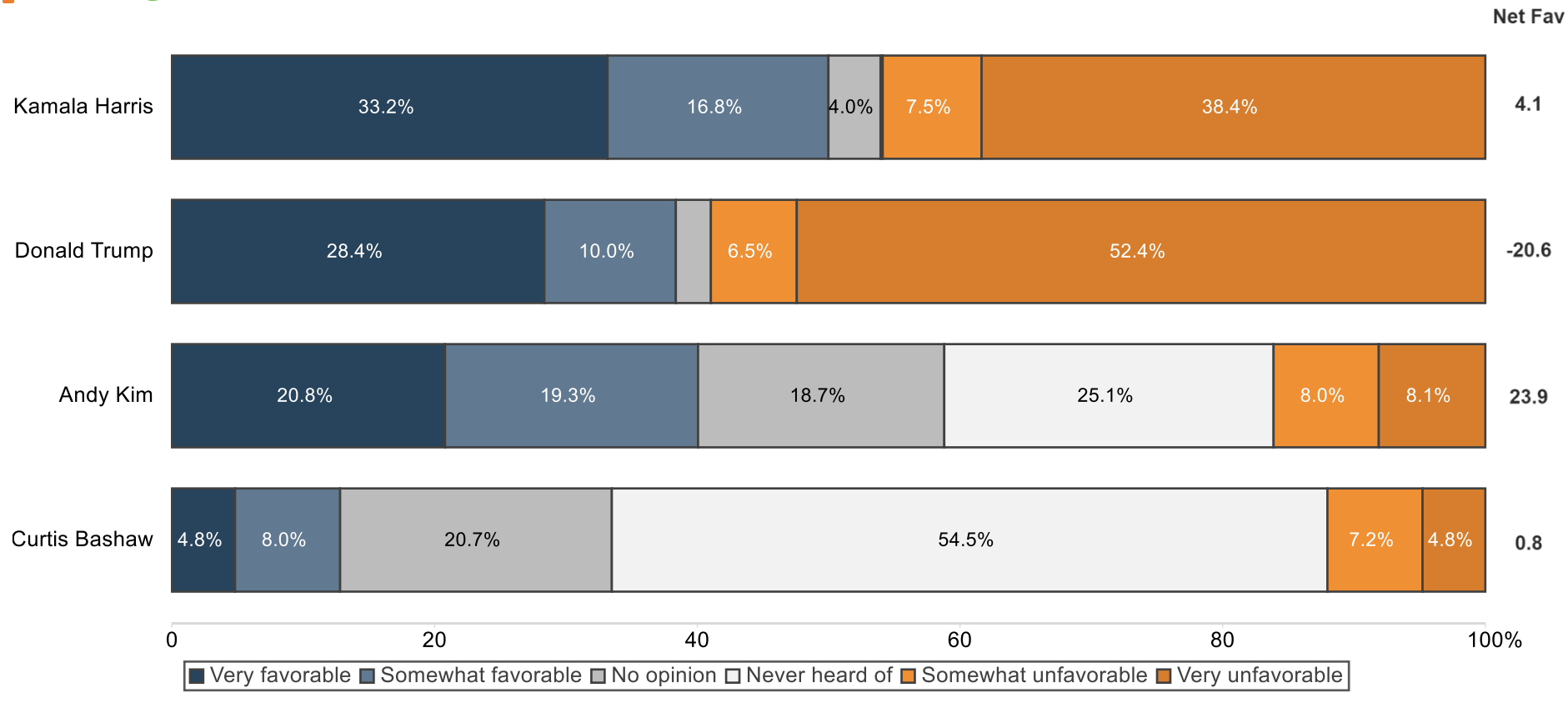
# Image Tests

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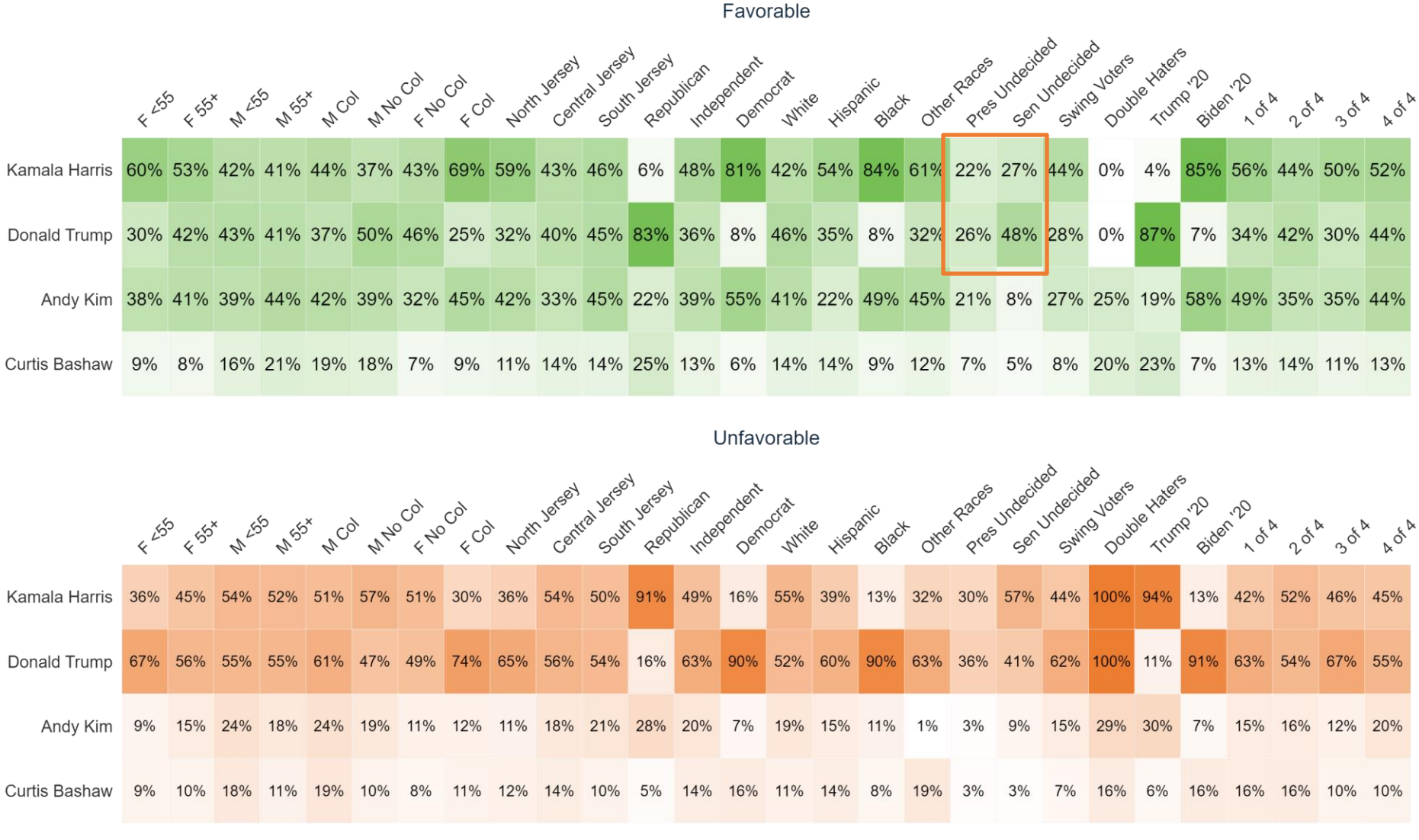
# Image Tests Heatmaps

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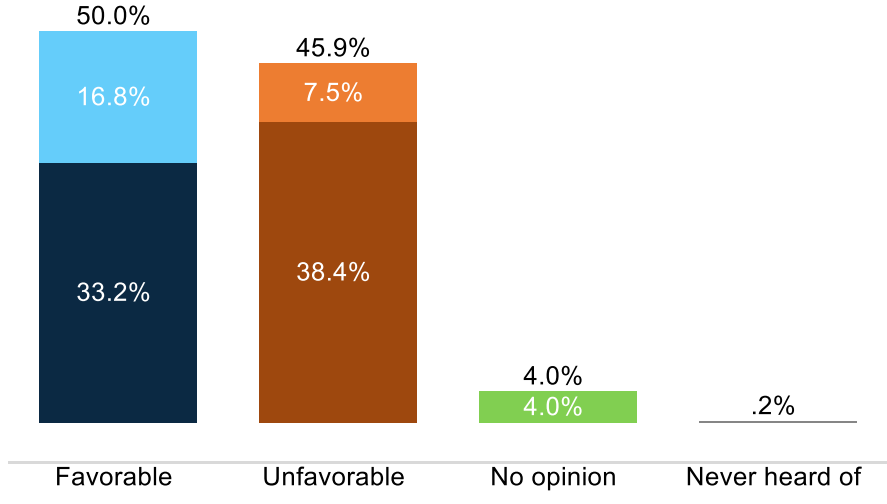
# Image: Kamala Harris

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Favorable Total | 60% | 53% | 42% | 41% | 44% | 37% | 43% | 69% | 59% | 43% | 46% | 6% | 48% | 81% | 42% | 54% | 84% | 61% | 22% | 27% | 44% | 4% | 85% | 56% | 44% | 50% | 52% |
| Unfavorable Total | 36% | 45% | 54% | 52% | 51% | 57% | 51% | 30% | 36% | 54% | 50% | 91% | 49% | 16% | 55% | 39% | 13% | 32% | 30% | 57% | 44% | 94% | 13% | 42% | 52% | 46% | 45% |
| Very favorable | 40% | 41% | 21% | 30% | 26% | 23% | 35% | 44% | 40% | 25% | 33% | 3% | 24% | 61% | 27% | 28% | 72% | 28% | 0% | 16% | 14% | 1% | 59% | 32% | 23% | 35% | 39% |
| Somewhat favorable | 21% | 12% | 21% | 11% | 19% | 14% | 8% | 25% | 19% | 17% | 13% | 3% | 24% | 20% | 15% | 25% | 12% | 33% | 22% | 11% | 30% | 3% | 26% | 24% | 21% | 15% | 13% |
| Somewhat unfavorable | 7% | 4% | 9% | 10% | 10% | 9% | 4% | 7% | 5% | 13% | 4% | 7% | 12% | 7% | 7% | 13% | 4% | 13% | 30% | 22% | 22% | 7% | 5% | 8% | 15% | 9% | 3% |
| Very unfavorable | 29% | 42% | 44% | 42% | 41% | 48% | 47% | 24% | 31% | 41% | 45% | 84% | 37% | 9% | 48% | 26% | 9% | 20% | 0% | 36% | 22% | 87% | 8% | 35% | 38% | 37% | 42% |
| No opinion | 3% | 2% | 4% | 7% | 5% | 6% | 5% | 1% | 4% | 4% | 4% | 3% | 3% | 2% | 3% | 7% | 1% | 7% | 43% | 15% | 12% | 2% | 2% | 2% | 3% | 4% | 3% |
| Never heard of | 1% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 4% | 1% | 1% | 0% | 0% | 0% | 0% | 0% | 0% |

*Do you have a favorable or unfavorable opinion of Kamala Harris?*

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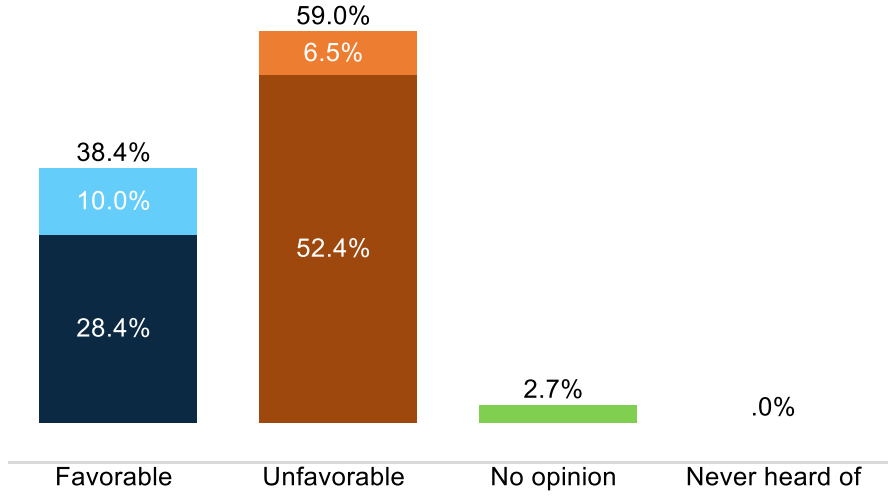
# Image: Donald Trump

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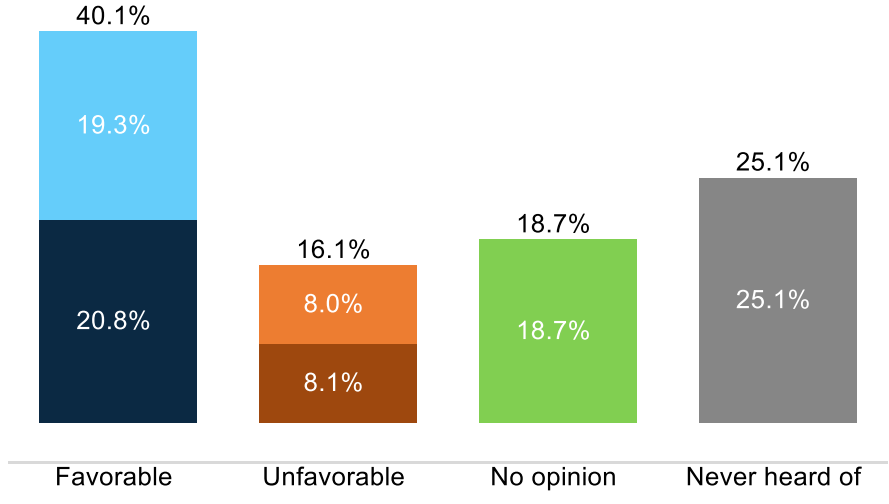
| Unfavorable Total | 67% | 56% | 55% | 55% | 61% | 47% | 49% | 74% | 65% | 56% | 54% | 16% | 63% | 90% | 52% | 60% | 90% | 63% | 36% | 41% | 62% | 11% | 91% | 63% | 54% | 67% | 55% |
| Very favorable | 21% | 33% | 33% | 29% | 28% | 36% | 35% | 18% | 23% | 27% | 36% | 67% | 23% | 6% | 36% | 25% | 0% | 11% | 0% | 28% | 7% | 68% | 4% | 23% | 29% | 21% | 35% |
| Somewhat favorable | 9% | 9% | 11% | 12% | 9% | 14% | 12% | 7% | 9% | 13% | 9% | 16% | 13% | 2% | 10% | 11% | 8% | 21% | 26% | 20% | 22% | 19% | 3% | 11% | 12% | 8% | 9% |
| Somewhat unfavorable | 6% | 2% | 10% | 8% | 11% | 7% | 2% | 6% | 8% | 7% | 5% | 6% | 12% | 5% | 6% | 13% | 4% | 8% | 18% | 11% | 18% | 6% | 6% | 9% | 6% | 12% | 3% |
| Very unfavorable | 62% | 53% | 45% | 47% | 50% | 40% | 47% | 67% | 57% | 50% | 49% | 10% | 51% | 85% | 46% | 47% | 86% | 56% | 18% | 30% | 44% | 5% | 85% | 54% | 48% | 55% | 53% |
| No opinion | 3% | 2% | 2% | 4% | 2% | 3% | 5% | 1% | 3% | 3% | 2% | 1% | 1% | 2% | 2% | 5% | 2% | 5% | 38% | 11% | 9% | 2% | 1% | 3% | 4% | 3% | 1% |
| Never heard of | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |

*Do you have a favorable or unfavorable opinion of Donald Trump?*

CYGNAL

# Image: Andy Kim

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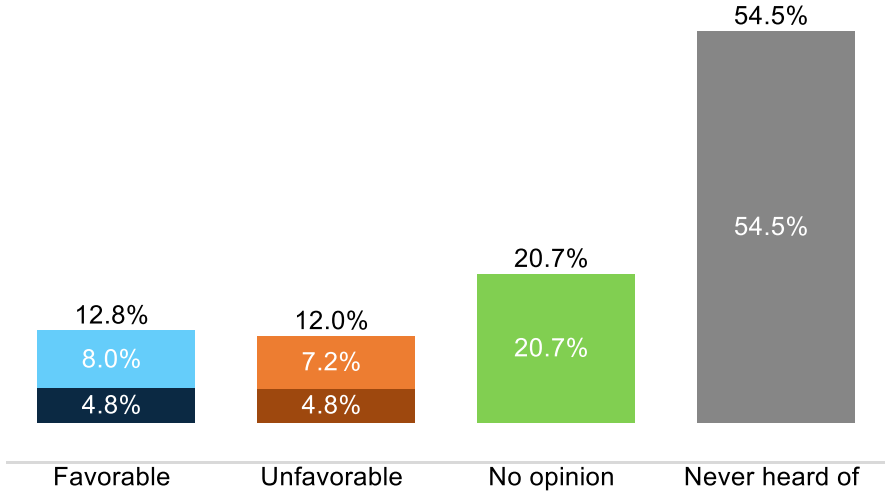
| Favorable Total | 38% | 41% | 39% | 44% | 42% | 39% | 32% | 45% | 42% | 33% | 45% | 22% | 39% | 55% | 41% | 22% | 49% | 45% | 21% | 8% | 27% | 25% | 19% | 58% | 49% | 35% | 35% | 44% |
| Unfavorable Total | 9% | 15% | 24% | 18% | 24% | 19% | 11% | 12% | 11% | 18% | 21% | 28% | 20% | 7% | 19% | 15% | 11% | 1% | 3% | 9% | 15% | 29% | 30% | 7% | 15% | 16% | 12% | 20% |
| Very favorable | 23% | 24% | 18% | 18% | 21% | 13% | 17% | 29% | 23% | 18% | 22% | 5% | 19% | 35% | 20% | 16% | 27% | 30% | 0% | 2% | 7% | 2% | 4% | 33% | 25% | 13% | 15% | 28% |
| Somewhat favorable | 16% | 17% | 21% | 27% | 22% | 26% | 15% | 17% | 20% | 15% | 23% | 17% | 20% | 20% | 21% | 6% | 22% | 15% | 21% | 6% | 20% | 23% | 14% | 24% | 24% | 22% | 20% | 16% |
| Somewhat unfavorable | 6% | 7% | 9% | 11% | 12% | 8% | 7% | 6% | 5% | 10% | 10% | 14% | 9% | 3% | 10% | 6% | 6% | 0% | 3% | 6% | 10% | 18% | 15% | 3% | 9% | 10% | 7% | 7% |
| Very unfavorable | 3% | 8% | 15% | 6% | 12% | 10% | 4% | 6% | 6% | 8% | 10% | 14% | 12% | 4% | 9% | 9% | 5% | 1% | 0% | 3% | 5% | 11% | 15% | 3% | 6% | 5% | 4% | 13% |
| No opinion | 19% | 30% | 9% | 19% | 13% | 14% | 32% | 15% | 21% | 16% | 18% | 21% | 18% | 18% | 18% | 18% | 19% | 23% | 18% | 33% | 23% | 26% | 23% | 15% | 13% | 16% | 22% | 21% |
| Never heard of | 34% | 14% | 28% | 19% | 21% | 29% | 24% | 27% | 26% | 32% | 16% | 30% | 23% | 21% | 21% | 46% | 21% | 31% | 58% | 51% | 35% | 19% | 28% | 21% | 23% | 33% | 31% | 16% |

*Do you have a favorable or unfavorable opinion of Andy Kim?*

CYGNAL

# Image: Curtis Bashaw

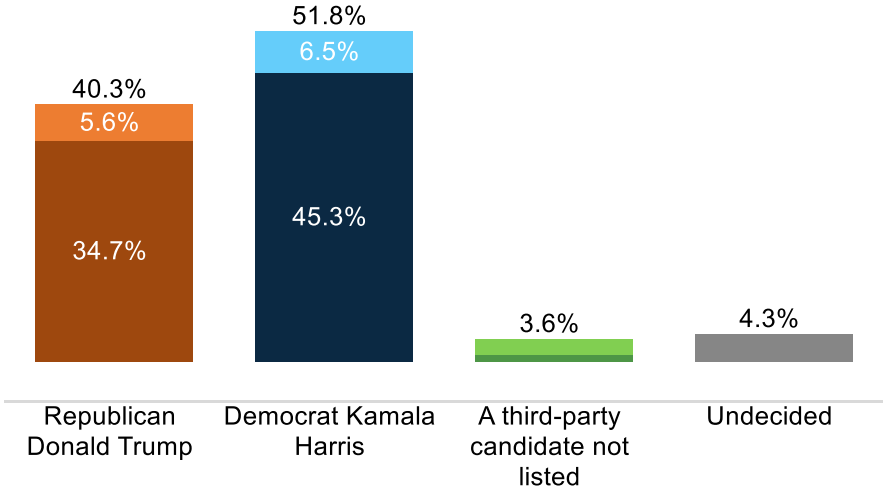



| | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | North Jersey | Central Jersey | South Jersey | Republican | Independent | Democrat | White | Hispanic | Black | Other Races | Pres Undecided | Sen Undecided | Swing Voters | Double Haters | Trump '20 | Biden '20 | 1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Favorable Total | 9% | 8% | 16% | 21% | 19% | 18% | 7% | 9% | 11% | 14% | 14% | 25% | 13% | 6% | 14% | 14% | 9% | 12% | 7% | 5% | 8% | 20% | 23% | 7% | 13% | 14% | 11% | 13% |
| Unfavorable Total | 9% | 10% | 18% | 11% | 19% | 10% | 8% | 11% | 12% | 14% | 10% | 5% | 14% | 16% | 11% | 14% | 8% | 19% | 3% | 3% | 7% | 16% | 6% | 16% | 16% | 16% | 10% | 10% |
| Very favorable | 3% | 2% | 6% | 11% | 9% | 7% | 2% | 2% | 3% | 5% | 7% | 13% | 2% | 2% | 5% | 3% | 2% | 6% | 3% | 1% | 1% | 5% | 12% | 1% | 7% | 4% | 3% | 5% |
| Somewhat favorable | 6% | 6% | 10% | 10% | 10% | 11% | 5% | 7% | 8% | 9% | 7% | 12% | 10% | 4% | 8% | 11% | 6% | 6% | 4% | 4% | 7% | 15% | 12% | 6% | 6% | 10% | 7% | 8% |
| Somewhat unfavorable | 5% | 5% | 11% | 8% | 12% | 7% | 4% | 5% | 6% | 9% | 7% | 4% | 12% | 7% | 8% | 0% | 2% | 16% | 3% | 1% | 5% | 11% | 4% | 9% | 13% | 11% | 4% | 5% |
| Very unfavorable | 4% | 4% | 7% | 3% | 7% | 3% | 4% | 5% | 5% | 5% | 4% | 1% | 2% | 9% | 3% | 14% | 6% | 3% | 0% | 2% | 2% | 5% | 2% | 7% | 3% | 5% | 5% | 5% |
| No opinion | 22% | 29% | 12% | 22% | 15% | 15% | 28% | 22% | 22% | 20% | 20% | 17% | 25% | 19% | 20% | 13% | 26% | 38% | 20% | 18% | 22% | 12% | 18% | 22% | 25% | 12% | 24% | 20% |
| Never heard of | 60% | 54% | 54% | 47% | 47% | 57% | 56% | 58% | 56% | 51% | 56% | 52% | 49% | 59% | 54% | 59% | 57% | 31% | 70% | 74% | 63% | 52% | 52% | 56% | 46% | 58% | 56% | 57% |

*Do you have a favorable or unfavorable opinion of Curtis Bashaw?*

CYGNAL

# Presidential Ballot

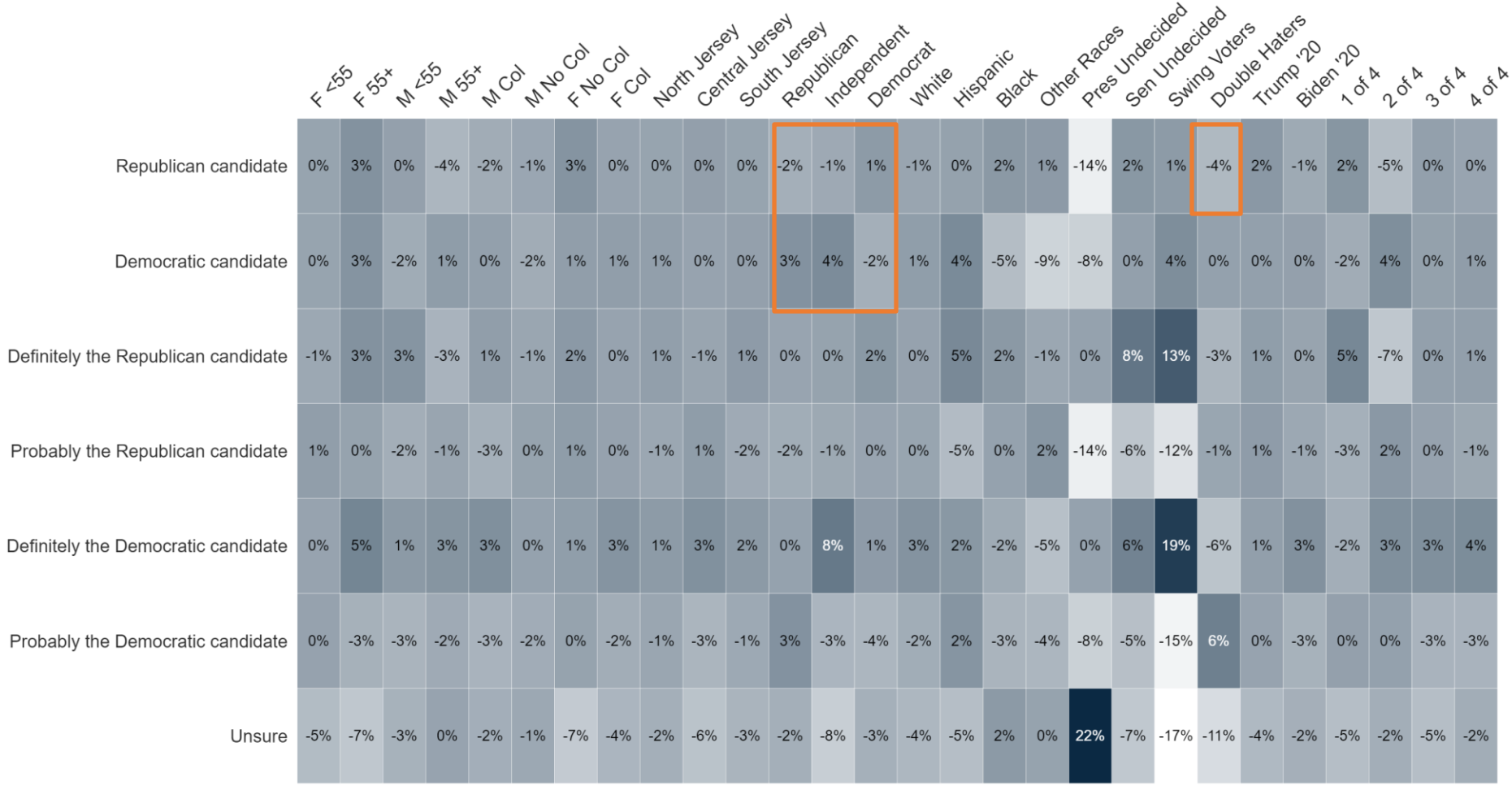



| | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | North Jersey | Central Jersey | South Jersey | Republican | Independent | Democrat | White | Hispanic | Black | Other Races | Sen Undecided | Swing Voters | Double Haters | Trump '20 | Biden '20 | 1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Republican Donald Trump | 26% | 45% | 48% | 47% | 43% | 55% | 47% | 23% | 33% | 45% | 45% | 90% | 39% | 8% | 49% | 35% | 6% | 34% | 47% | 29% | 36% | 94% | 6% | 35% | 38% | 39% | 44% |
| Democrat Kamala Harris | 64% | 51% | 45% | 42% | 49% | 36% | 43% | 72% | 60% | 46% | 47% | 7% | 51% | 86% | 44% | 58% | 89% | 52% | 27% | 40% | 41% | 2% | 88% | 56% | 50% | 54% | 52% |
| A third-party candidate not listed | 5% | 1% | 4% | 3% | 4% | 4% | 4% | 3% | 2% | 6% | 3% | 2% | 5% | 4% | 3% | 1% | 2% | 8% | 4% | 12% | 14% | 2% | 4% | 5% | 3% | 4% | 1% |
| Definitely Republican Donald Trump | 23% | 41% | 40% | 38% | 35% | 46% | 43% | 21% | 27% | 37% | 41% | 82% | 31% | 6% | 44% | 31% | 4% | 13% | 40% | 13% | 22% | 84% | 4% | 31% | 29% | 31% | 41% |
| Probably Republican Donald Trump | 3% | 4% | 8% | 9% | 8% | 8% | 5% | 3% | 5% | 8% | 4% | 7% | 8% | 2% | 5% | 5% | 2% | 21% | 7% | 16% | 15% | 10% | 2% | 4% | 9% | 8% | 3% |
| Definitely Democrat Kamala Harris | 55% | 47% | 38% | 37% | 42% | 32% | 36% | 64% | 54% | 40% | 39% | 4% | 42% | 79% | 39% | 49% | 79% | 40% | 17% | 19% | 21% | 1% | 78% | 47% | 43% | 46% | 48% |
| Probably Democrat Kamala Harris | 9% | 5% | 6% | 5% | 7% | 4% | 6% | 8% | 6% | 6% | 7% | 3% | 9% | 7% | 5% | 9% | 10% | 12% | 10% | 22% | 20% | 1% | 10% | 9% | 7% | 8% | 4% |
| Definitely a third-party candidate not listed | 1% | 0% | 3% | 0% | 3% | 1% | 1% | 0% | 0% | 1% | 2% | 0% | 2% | 1% | 1% | 1% | 0% | 5% | 0% | 4% | 8% | 0% | 1% | 1% | 2% | 1% | 1% |
| Probably a third-party candidate not listed | 4% | 1% | 1% | 3% | 1% | 3% | 3% | 3% | 2% | 4% | 1% | 1% | 3% | 3% | 3% | 0% | 2% | 3% | 4% | 8% | 7% | 2% | 2% | 4% | 2% | 3% | 0% |
| Undecided | 5% | 2% | 3% | 8% | 5% | 6% | 6% | 2% | 5% | 3% | 5% | 2% | 4% | 2% | 4% | 6% | 4% | 7% | 22% | 19% | 9% | 2% | 2% | 5% | 9% | 2% | 2% |

*If the general election for President was held today between the following candidates, and you had to make a choice, who would you vote for?*

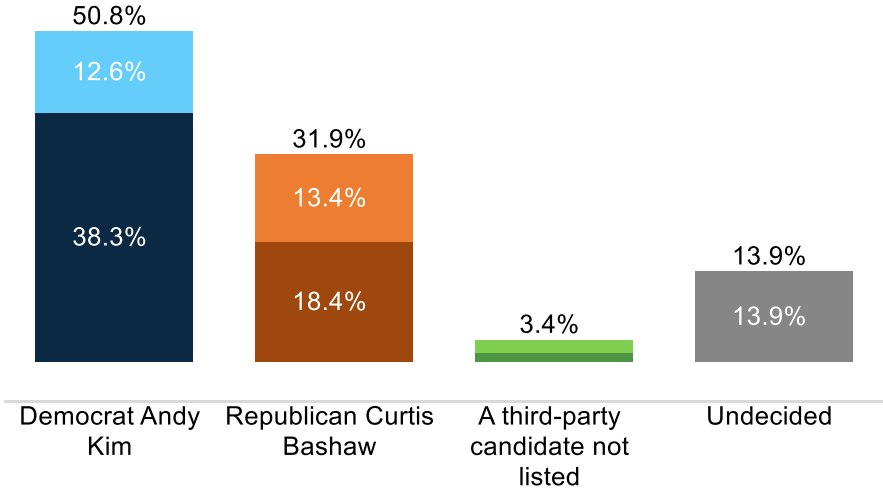
CYGNAL

# Percent Change: Generic to Presidential Ballot




CYGNAL

# U.S. Senate Ballot

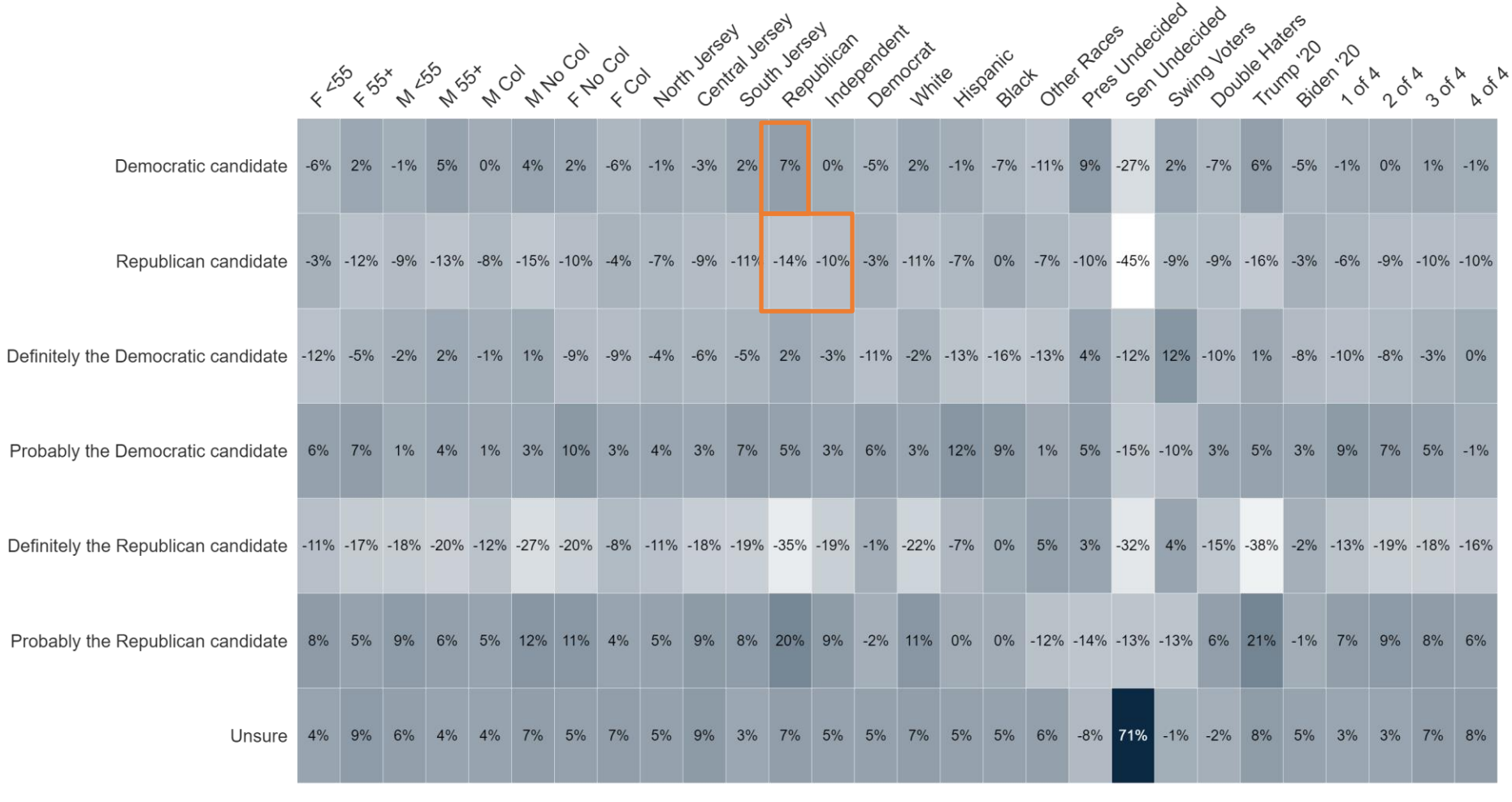



| | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | North Jersey | Central Jersey | South Jersey | Republican | Independent | Democrat | White | Hispanic | Black | Other Races | Pres Undecided | Swing Voters | Double Haters | Trump '20 | Biden '20 | 1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Democrat Andy Kim | 58% | 51% | 45% | 47% | 49% | 42% | 44% | 65% | 59% | 43% | 49% | 11% | 47% | 83% | 45% | 53% | 86% | 49% | 17% | 38% | 33% | 8% | 83% | 57% | 46% | 55% | 51% |
| Republican Curtis Bashaw | 24% | 30% | 39% | 37% | 37% | 40% | 35% | 20% | 26% | 36% | 35% | 78% | 30% | 4% | 39% | 28% | 4% | 26% | 3% | 18% | 31% | 75% | 5% | 26% | 34% | 29% | 35% |
| A third-party candidate not listed | 5% | 1% | 4% | 4% | 3% | 5% | 3% | 3% | 2% | 3% | 6% | 0% | 5% | 3% | 2% | 2% | 2% | 12% | 9% | 9% | 18% | 2% | 3% | 4% | 6% | 1% | 2% |
| Definitely Democrat Andy Kim | 43% | 37% | 35% | 37% | 37% | 33% | 27% | 52% | 49% | 31% | 33% | 5% | 32% | 67% | 35% | 35% | 65% | 33% | 4% | 12% | 17% | 2% | 66% | 39% | 32% | 39% | 44% |
| Probably Democrat Andy Kim | 15% | 15% | 10% | 10% | 11% | 9% | 17% | 13% | 10% | 12% | 16% | 5% | 16% | 16% | 10% | 18% | 22% | 16% | 14% | 26% | 17% | 6% | 16% | 18% | 14% | 16% | 7% |
| Definitely Republican Curtis Bashaw | 13% | 21% | 20% | 22% | 22% | 20% | 21% | 13% | 15% | 20% | 21% | 48% | 12% | 3% | 22% | 19% | 2% | 20% | 3% | 4% | 10% | 45% | 3% | 13% | 17% | 13% | 25% |
| Probably Republican Curtis Bashaw | 11% | 9% | 19% | 15% | 15% | 20% | 14% | 7% | 11% | 16% | 14% | 30% | 18% | 1% | 17% | 9% | 2% | 6% | 0% | 14% | 21% | 30% | 2% | 13% | 17% | 16% | 10% |
| Definitely a third-party candidate not listed | 2% | 1% | 2% | 0% | 2% | 1% | 3% | 1% | 0% | 2% | 3% | 0% | 3% | 1% | 1% | 0% | 2% | 5% | 4% | 3% | 11% | 0% | 2% | 2% | 3% | 1% | 1% |
| Probably a third-party candidate not listed | 3% | 0% | 1% | 4% | 1% | 4% | 0% | 2% | 2% | 1% | 3% | 0% | 3% | 2% | 1% | 2% | 0% | 7% | 6% | 5% | 6% | 2% | 2% | 3% | 3% | 1% | 2% |
| Undecided | 13% | 18% | 12% | 12% | 11% | 14% | 18% | 12% | 13% | 18% | 11% | 11% | 17% | 10% | 14% | 17% | 8% | 13% | 70% | 35% | 17% | 15% | 9% | 13% | 14% | 15% | 12% |

*If the general election for U.S. Senate was held today, and you had to make a choice, who would you vote for?*

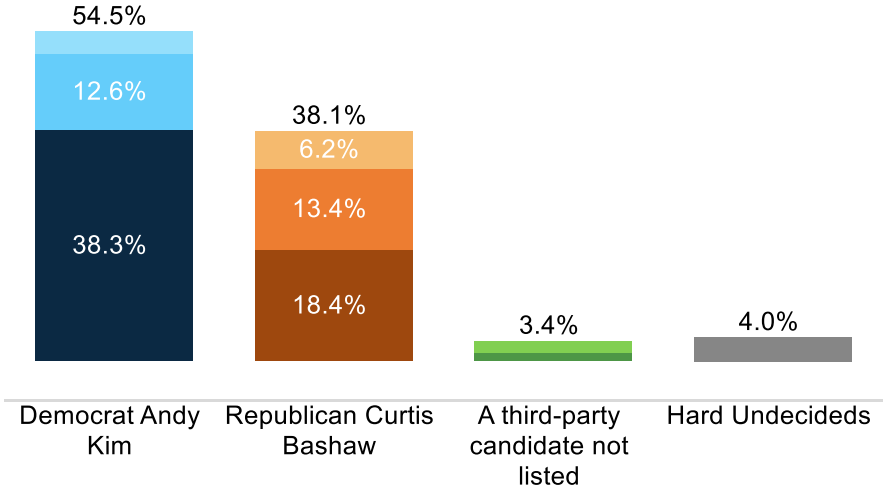
CYGNAL

# Percent Change: Generic to U.S. Senate Ballot




CYGNAL

# U.S. Senate Ballot – Combined

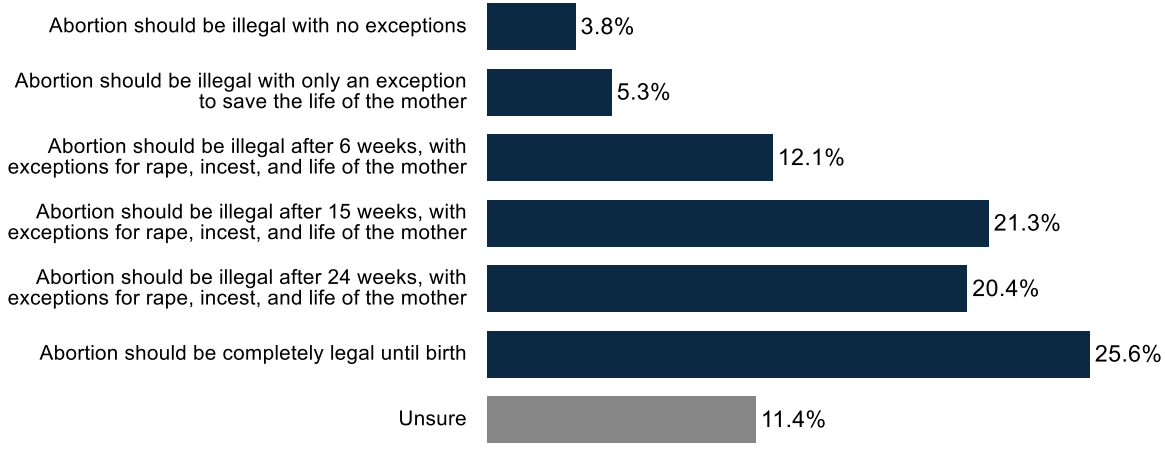



| | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | North Jersey | Central Jersey | South Jersey | Republican | Independent | Democrat | White | Hispanic | Black | Other Races | Pres Undecided | Swing Voters | Double Haters | Trump '20 | Biden '20 | 1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Democrat Andy Kim | 65% | 54% | 47% | 49% | 51% | 43% | 48% | 71% | 62% | 49% | 51% | 11% | 50% | 90% | 47% | 59% | 91% | 58% | 22% | 48% | 38% | 9% | 88% | 58% | 47% | 60% | 54% |
| Republican Curtis Bashaw | 27% | 40% | 47% | 42% | 43% | 49% | 42% | 25% | 31% | 43% | 41% | 88% | 39% | 5% | 47% | 32% | 4% | 26% | 8% | 26% | 35% | 87% | 8% | 33% | 40% | 35% | 41% |
| A third-party candidate not listed | 5% | 1% | 4% | 4% | 3% | 5% | 3% | 3% | 2% | 3% | 6% | 0% | 5% | 3% | 2% | 2% | 2% | 12% | 9% | 9% | 18% | 2% | 3% | 4% | 6% | 1% | 2% |
| Definitely Democrat Andy Kim | 43% | 37% | 35% | 37% | 37% | 33% | 27% | 52% | 49% | 31% | 33% | 5% | 32% | 67% | 35% | 35% | 65% | 33% | 4% | 12% | 17% | 2% | 66% | 39% | 32% | 39% | 44% |
| Probably Democrat Andy Kim | 15% | 15% | 10% | 10% | 11% | 9% | 17% | 13% | 10% | 12% | 16% | 5% | 16% | 16% | 10% | 18% | 22% | 16% | 14% | 26% | 17% | 6% | 16% | 18% | 14% | 16% | 7% |
| Lean Democrat Andy Kim | 7% | 3% | 1% | 2% | 2% | 1% | 5% | 6% | 3% | 6% | 2% | 0% | 3% | 7% | 2% | 6% | 5% | 9% | 4% | 9% | 4% | 1% | 6% | 1% | 2% | 5% | 4% |
| Definitely Republican Curtis Bashaw | 13% | 21% | 20% | 22% | 22% | 20% | 21% | 13% | 15% | 20% | 21% | 48% | 12% | 3% | 22% | 19% | 2% | 20% | 3% | 4% | 10% | 45% | 3% | 13% | 17% | 13% | 25% |
| Probably Republican Curtis Bashaw | 11% | 9% | 19% | 15% | 15% | 20% | 14% | 7% | 11% | 16% | 14% | 30% | 18% | 1% | 17% | 9% | 2% | 6% | 0% | 14% | 21% | 30% | 2% | 13% | 17% | 16% | 10% |
| Lean Republican Curtis Bashaw | 3% | 10% | 8% | 5% | 6% | 9% | 7% | 5% | 5% | 7% | 7% | 10% | 8% | 1% | 8% | 4% | 0% | 0% | 5% | 8% | 4% | 11% | 2% | 7% | 7% | 6% | 6% |
| Definitely a third-party candidate not listed | 2% | 1% | 2% | 0% | 2% | 1% | 3% | 1% | 0% | 2% | 3% | 0% | 3% | 1% | 1% | 0% | 2% | 5% | 4% | 3% | 11% | 0% | 2% | 2% | 3% | 1% | 1% |
| Probably a third-party candidate not listed | 3% | 0% | 1% | 4% | 1% | 4% | 0% | 2% | 2% | 1% | 3% | 0% | 3% | 2% | 1% | 2% | 0% | 7% | 6% | 5% | 6% | 2% | 2% | 3% | 3% | 1% | 2% |
| Hard Undecideds | 4% | 5% | 2% | 5% | 3% | 4% | 7% | 2% | 5% | 5% | 2% | 1% | 6% | 2% | 3% | 7% | 2% | 4% | 61% | 18% | 10% | 3% | 1% | 5% | 6% | 4% | 2% |

*If the general election for U.S. Senate was held today, and you had to make a choice, who would you vote for?*

CYGNAL

# Abortion Position

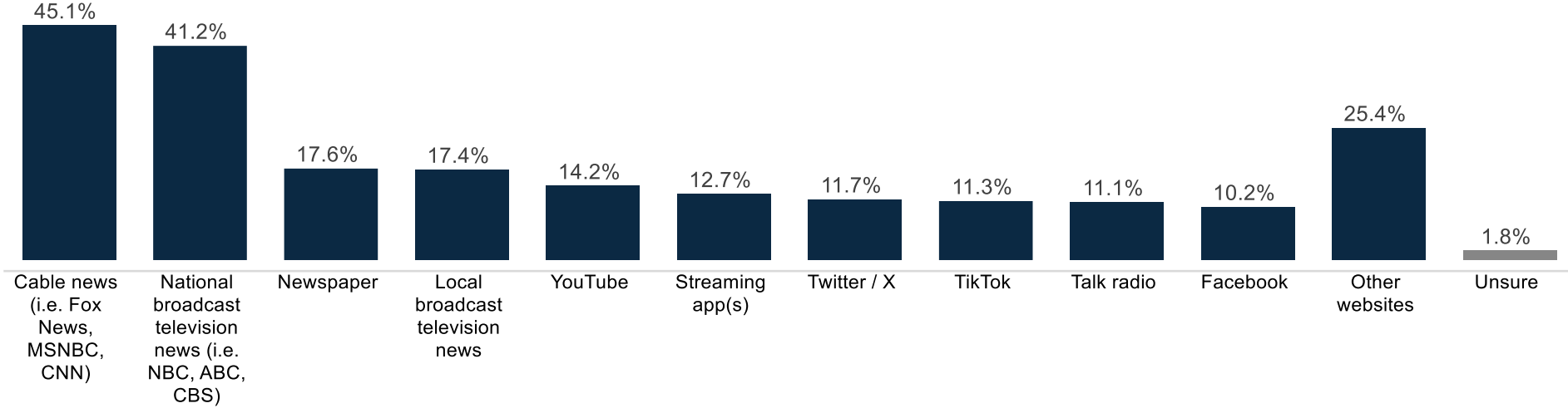



| | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | North Jersey | Central Jersey | South Jersey | Republican | Independent | Democrat | White | Hispanic | Black | Other Races | Pres Undecided | Sen Undecided | Swing Voters | Double Haters | Trump '20 | Biden '20 | 1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Strict Illegal | 7% | 10% | 11% | 8% | 10% | 9% | 11% | 7% | 10% | 7% | 10% | 16% | 6% | 5% | 8% | 23% | 7% | 2% | 20% | 11% | 13% | 6% | 15% | 4% | 8% | 10% | 10% | 8% |
| Abortion should be illegal with no exceptions | 4% | 4% | 4% | 2% | 4% | 3% | 4% | 4% | 3% | 3% | 5% | 6% | 1% | 3% | 3% | 11% | 1% | 0% | 11% | 4% | 5% | 0% | 5% | 3% | 1% | 6% | 5% | 3% |
| Abortion should be illegal with only an exception to save the life of the mother | 3% | 6% | 7% | 6% | 7% | 6% | 6% | 3% | 7% | 4% | 4% | 9% | 5% | 1% | 5% | 12% | 5% | 2% | 9% | 7% | 7% | 6% | 10% | 2% | 7% | 4% | 5% | 6% |
| Short Weeks Exceptions | 30% | 40% | 37% | 26% | 33% | 32% | 41% | 29% | 33% | 32% | 35% | 51% | 34% | 21% | 36% | 32% | 26% | 23% | 19% | 34% | 31% | 38% | 51% | 22% | 34% | 30% | 30% | 36% |
| Abortion should be illegal after 6 weeks, with exceptions for rape, incest, and life of the mother | 8% | 21% | 14% | 6% | 10% | 12% | 18% | 9% | 12% | 12% | 12% | 22% | 12% | 7% | 12% | 9% | 11% | 17% | 3% | 9% | 10% | 10% | 22% | 6% | 11% | 10% | 10% | 16% |
| Abortion should be illegal after 15 weeks, with exceptions for rape, incest, and life of the mother | 22% | 20% | 23% | 19% | 23% | 20% | 23% | 20% | 21% | 20% | 23% | 30% | 22% | 15% | 24% | 23% | 16% | 6% | 16% | 25% | 21% | 28% | 29% | 16% | 23% | 21% | 21% | 21% |
| Long Weeks Exception: Abortion should be illegal after 24 weeks, with exceptions for rape, incest, and life of the mother | 18% | 19% | 17% | 29% | 27% | 17% | 15% | 22% | 21% | 23% | 17% | 13% | 24% | 27% | 22% | 15% | 17% | 21% | 20% | 17% | 20% | 22% | 11% | 27% | 17% | 25% | 24% | 19% |
| No Limitations: Abortion should be completely legal until birth | 35% | 16% | 27% | 21% | 22% | 27% | 20% | 33% | 26% | 25% | 26% | 8% | 24% | 37% | 23% | 26% | 36% | 37% | 28% | 17% | 22% | 25% | 7% | 38% | 30% | 30% | 23% | 22% |
| Unsure | 9% | 15% | 8% | 16% | 8% | 15% | 13% | 10% | 11% | 12% | 11% | 12% | 12% | 10% | 11% | 4% | 13% | 17% | 14% | 21% | 14% | 9% | 15% | 9% | 11% | 4% | 13% | 14% |

*Which of the following options most closely describes your position on the issue of abortion?*

CYGNAL

# News Source




| | F <55 | F 55+ | M <55 | M 55+ | M Col | M No Col | F No Col | F Col | North Jersey | Central Jersey | South Jersey | Republican | Independent | Democrat | White | Hispanic | Black | Other Races | Pres Undecided | Sen Undecided | Swing Voters | Double Haters | Trump '20 | Biden '20 | 1 of 4 | 2 of 4 | 3 of 4 | 4 of 4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| National broadcast television news (i.e. NBC, ABC, CBS) | 46% | 53% | 26% | 40% | 31% | 33% | 48% | 50% | 45% | 41% | 37% | 27% | 52% | 47% | 39% | 37% | 53% | 55% | 51% | 44% | 45% | 49% | 30% | 50% | 41% | 42% | 44% | 41% |
| Local broadcast television news | 20% | 20% | 13% | 16% | 10% | 21% | 21% | 18% | 18% | 18% | 16% | 11% | 19% | 19% | 15% | 21% | 24% | 7% | 33% | 17% | 20% | 22% | 14% | 19% | 14% | 22% | 18% | 17% |
| Cable news (i.e. Fox News, MSNBC, CNN) | 39% | 62% | 32% | 54% | 39% | 45% | 50% | 46% | 50% | 37% | 47% | 51% | 39% | 47% | 43% | 45% | 58% | 46% | 36% | 34% | 39% | 38% | 49% | 46% | 33% | 43% | 42% | 53% |
| Streaming app(s) | 15% | 10% | 13% | 11% | 14% | 10% | 8% | 17% | 13% | 13% | 12% | 15% | 13% | 12% | 13% | 11% | 7% | 9% | 11% | 13% | 11% | 15% | 12% | 13% | 16% | 16% | 10% | 11% |
| Social Media | 46% | 18% | 51% | 23% | 38% | 40% | 30% | 37% | 33% | 41% | 35% | 37% | 37% | 35% | 35% | 45% | 35% | 44% | 37% | 34% | 40% | 45% | 31% | 36% | 44% | 38% | 35% | 31% |
| TikTok | 20% | 6% | 12% | 2% | 6% | 10% | 15% | 14% | 11% | 9% | 14% | 9% | 6% | 15% | 10% | 26% | 10% | 0% | 4% | 10% | 9% | 9% | 7% | 13% | 20% | 9% | 9% | 9% |
| Facebook | 10% | 6% | 11% | 14% | 9% | 17% | 10% | 7% | 9% | 12% | 9% | 13% | 8% | 9% | 11% | 13% | 10% | 9% | 26% | 16% | 14% | 9% | 13% | 9% | 8% | 14% | 9% | 9% |
| Twitter / X | 11% | 5% | 23% | 6% | 17% | 14% | 9% | 8% | 11% | 14% | 10% | 17% | 14% | 8% | 13% | 14% | 2% | 9% | 4% | 6% | 8% | 11% | 14% | 9% | 13% | 12% | 10% | 12% |
| YouTube | 16% | 4% | 25% | 9% | 20% | 17% | 6% | 15% | 11% | 17% | 15% | 8% | 18% | 14% | 12% | 10% | 21% | 32% | 8% | 13% | 19% | 24% | 8% | 15% | 22% | 13% | 14% | 11% |
| Newspaper | 17% | 16% | 16% | 22% | 22% | 15% | 10% | 22% | 22% | 19% | 10% | 12% | 19% | 20% | 18% | 11% | 10% | 40% | 12% | 15% | 14% | 15% | 11% | 22% | 21% | 18% | 14% | 18% |
| Talk radio | 9% | 13% | 8% | 15% | 9% | 14% | 14% | 9% | 11% | 11% | 12% | 17% | 3% | 11% | 12% | 7% | 13% | 8% | 10% | 11% | 9% | 6% | 14% | 10% | 11% | 11% | 7% | 14% |
| Other websites | 29% | 11% | 40% | 16% | 32% | 27% | 13% | 29% | 27% | 25% | 24% | 22% | 30% | 27% | 26% | 33% | 13% | 23% | 7% | 19% | 27% | 33% | 21% | 27% | 35% | 33% | 24% | 17% |
| Unsure | 2% | 1% | 2% | 1% | 1% | 2% | 2% | 2% | 1% | 2% | 3% | 2% | 1% | 2% | 2% | 2% | 2% | 0% | 4% | 3% | 2% | 0% | 3% | 1% | 2% | 1% | 2% | 2% |

*What are your primary sources for news? Select up to three options.*

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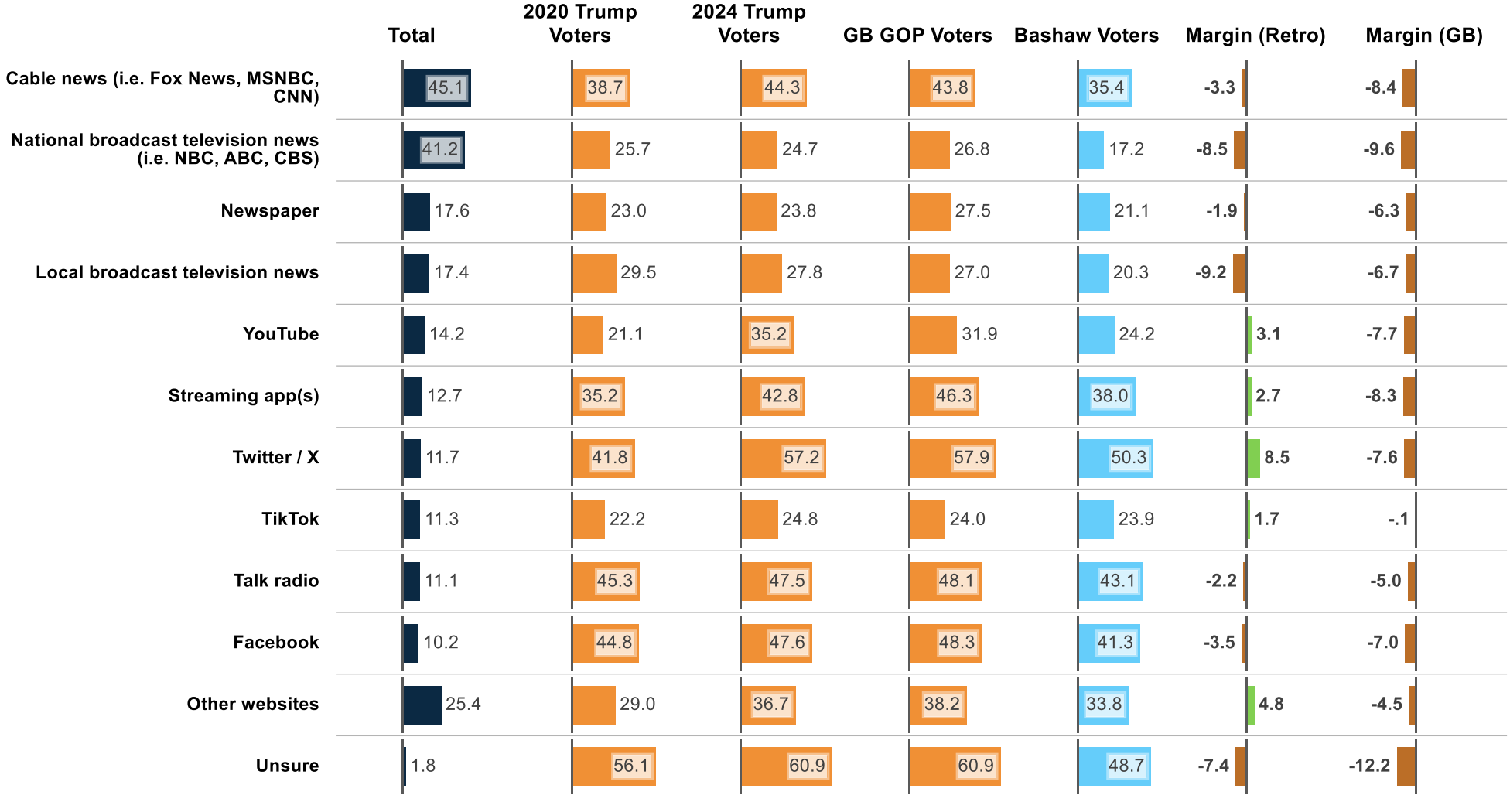
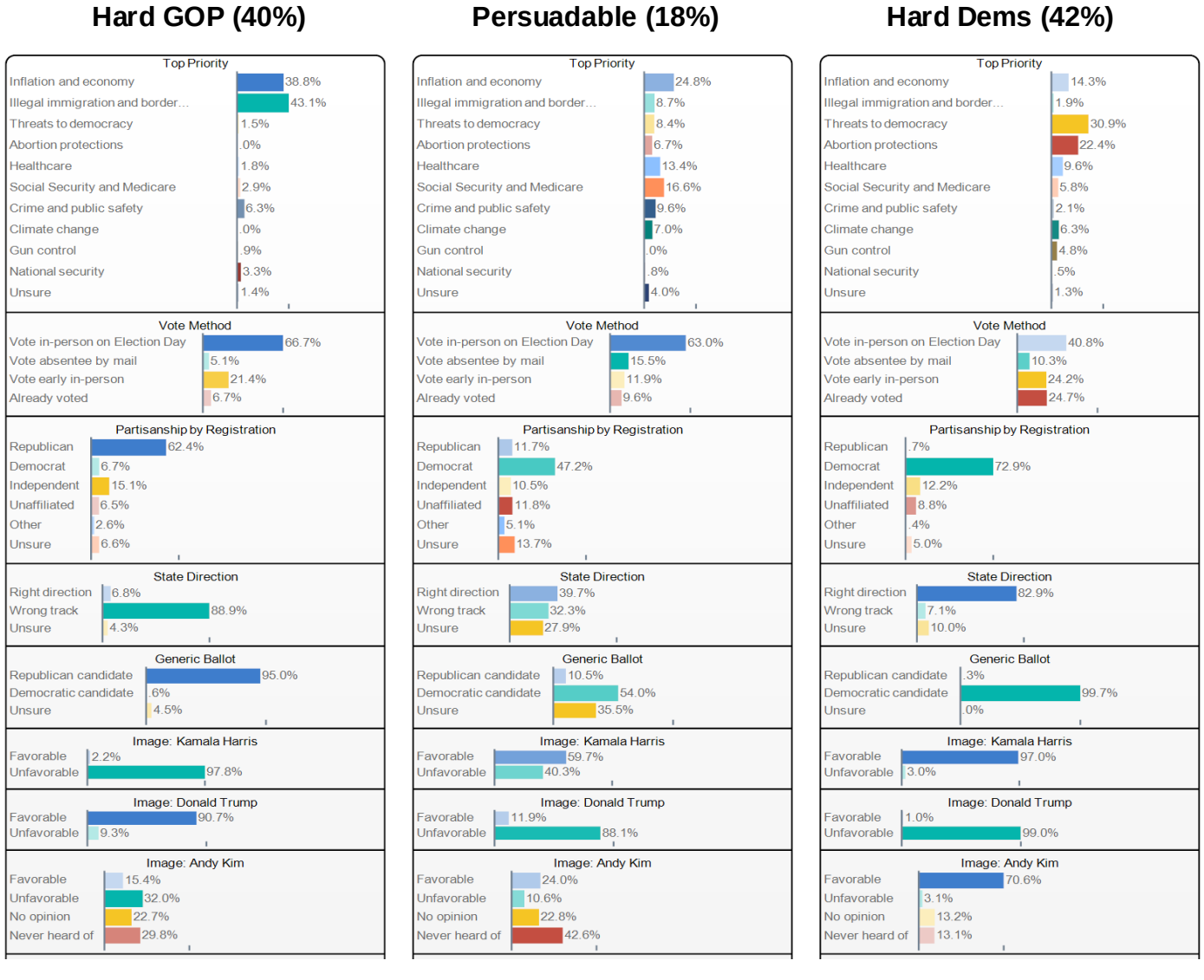
# News Source Performance




CYGNAL

# Segmentation Analysis:

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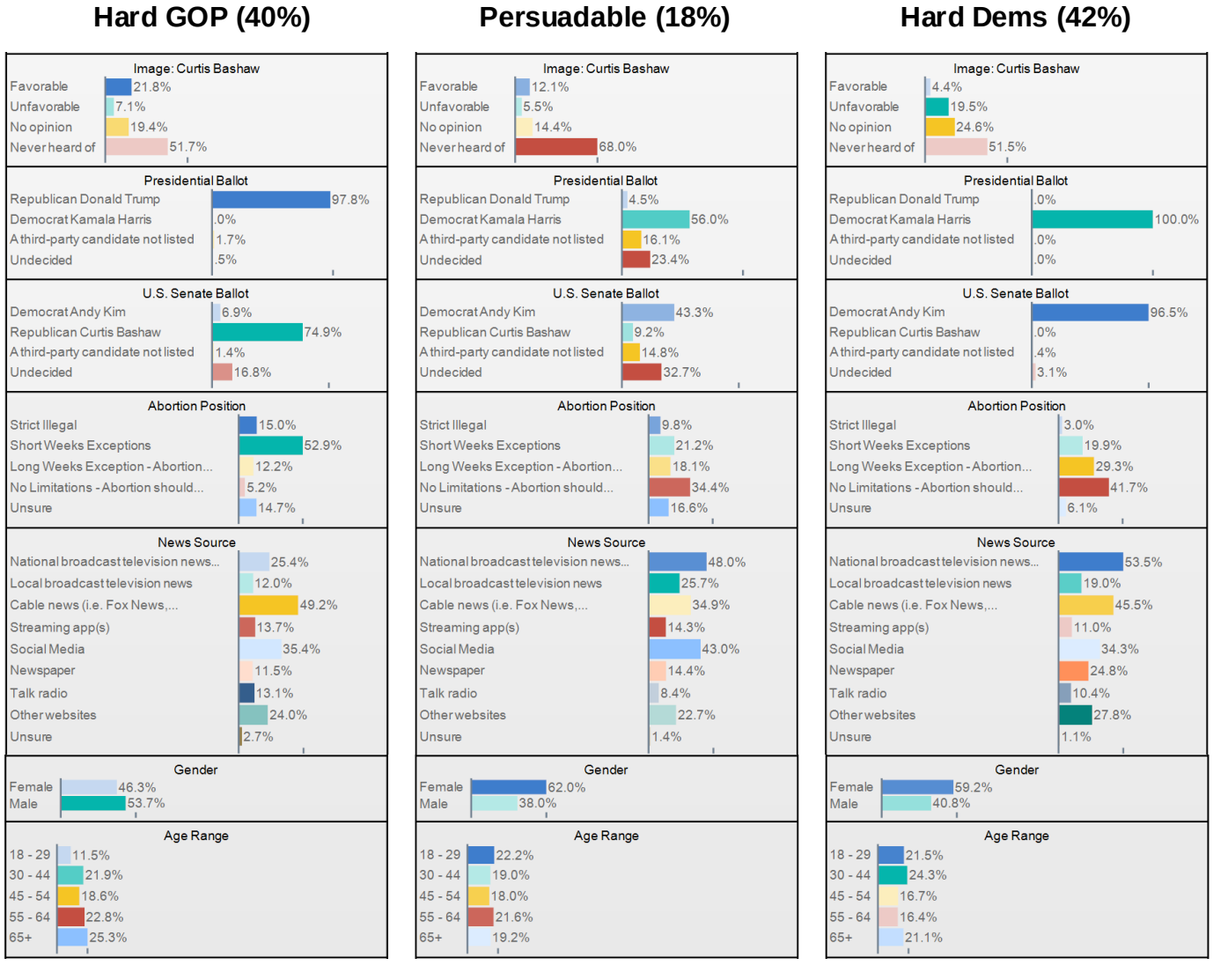
# Segmentation Analysis:

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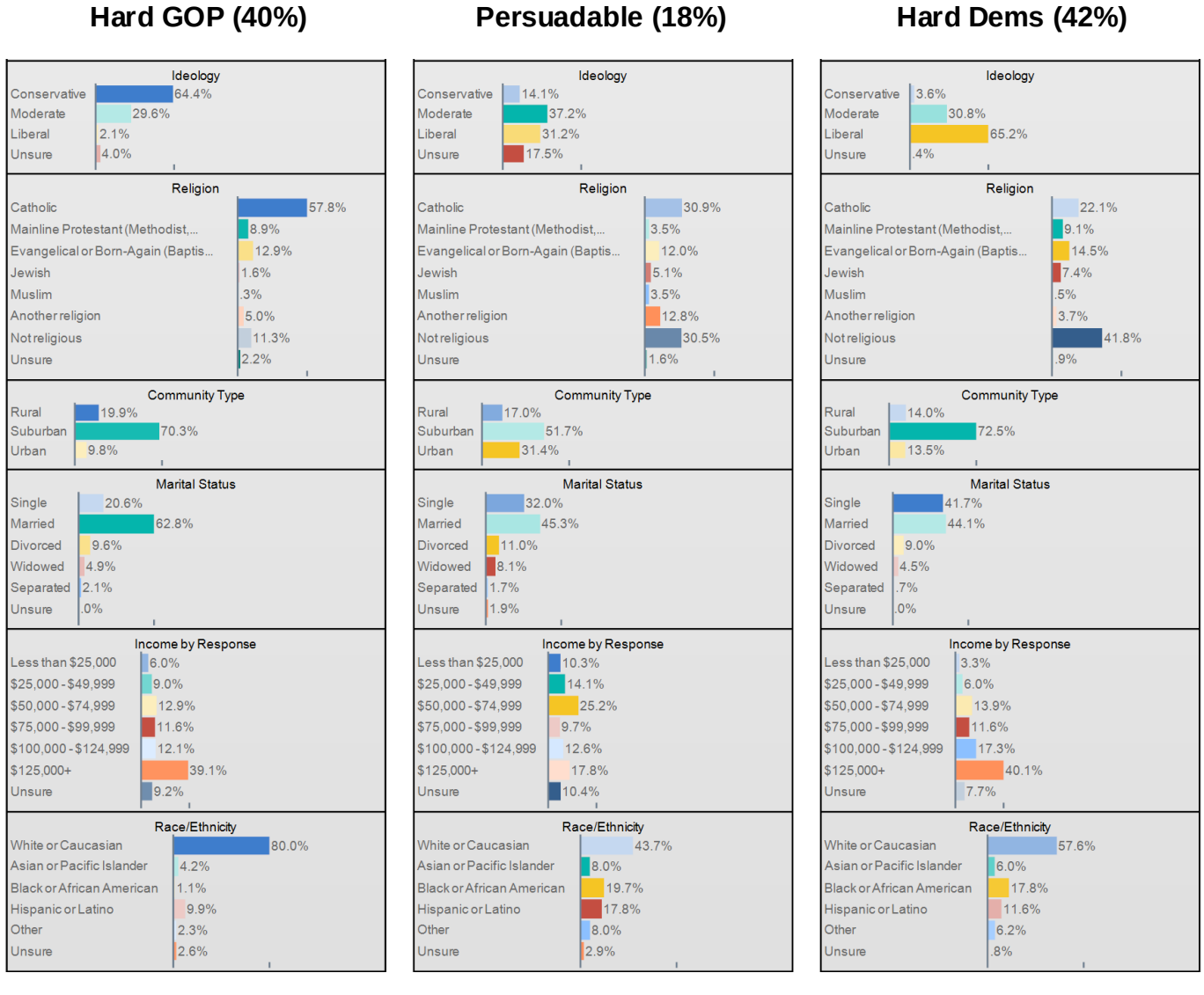
# Segmentation Analysis:

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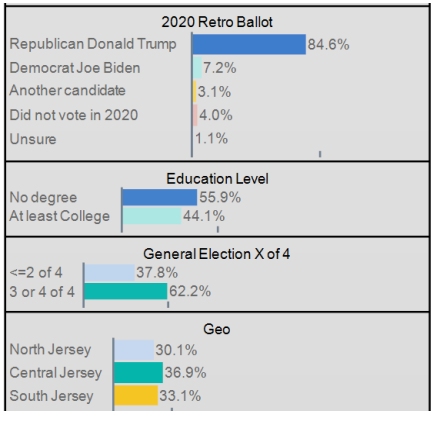
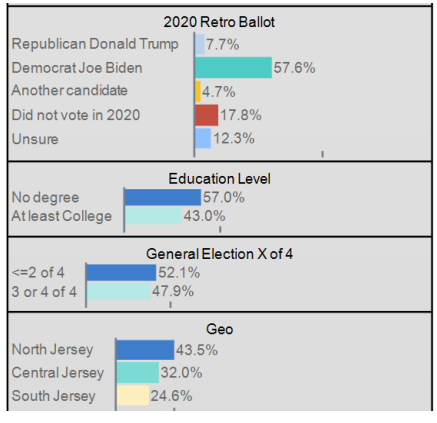
# Segmentation Analysis:

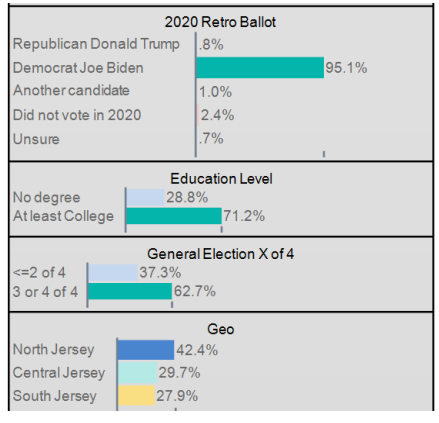
## Hard GOP (40%)




## Persuadable (18%)




## Hard Dems (42%)

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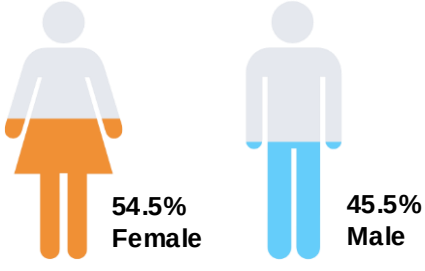
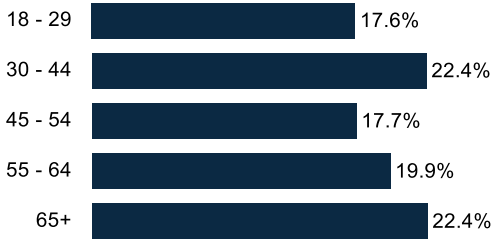
# Demographics

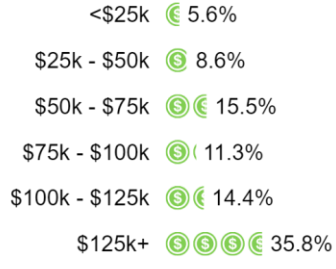
## Sex



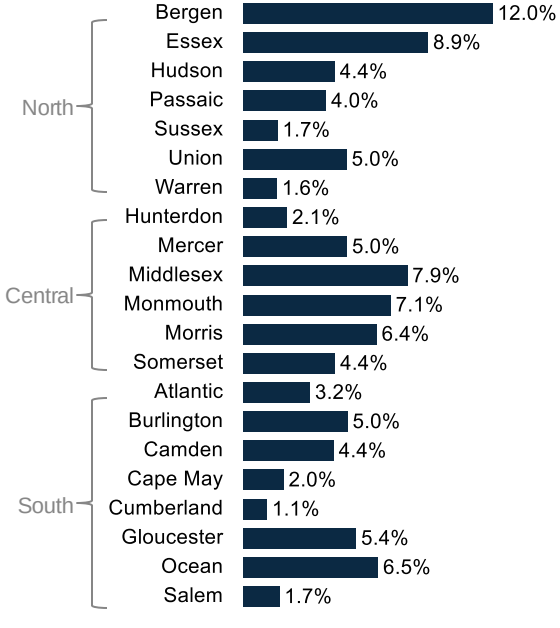

## Age Range



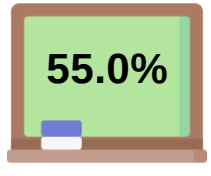

## Household Income




## Geo - County



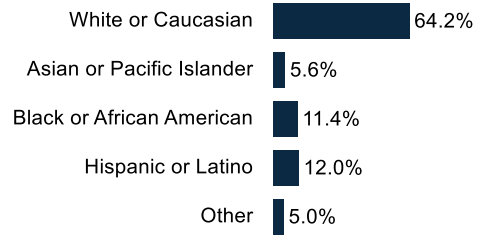

## Education



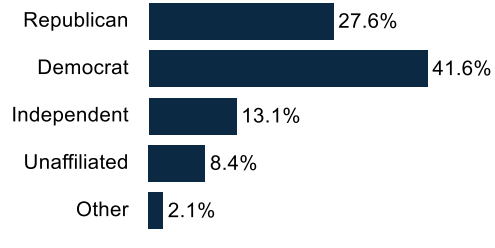

have at least a College degree

*44.6% have no college degree*

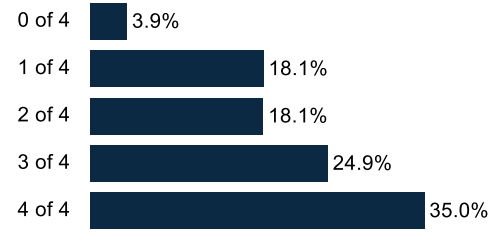
## Race/Ethnicity




## Partisanship




## Election X of 4




Sample size: 600

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