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**MEMO**

DATE: Monday, July 16, 2018  
TO: Interested Parties (*For Release*)  
FROM: Brent Buchanan, President  
RE: Survey of Likely Special General Election Voters in New Jersey Legislative District 1

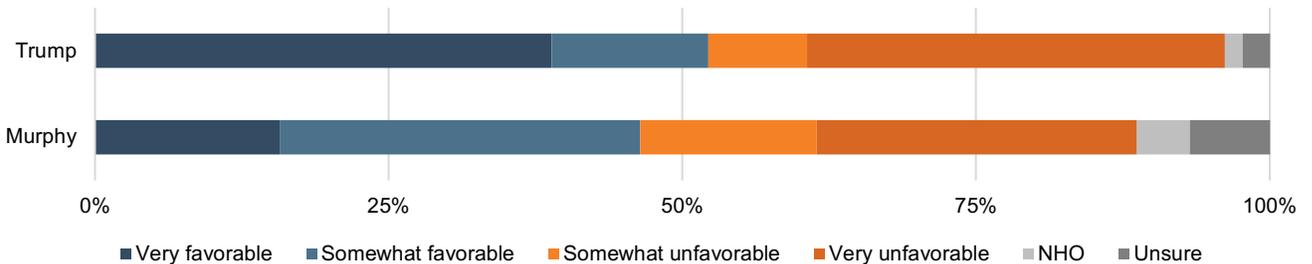
Cygna conducted a telephone survey in New Jersey’s 1<sup>st</sup> Legislative District to examine the public opinion of likely general election voters concerning the impact and awareness of upcoming political races.

**KEY TAKEAWAYS**

In the event of a 2019 special election for Senate, NJLD01 would be a golden opportunity for Senate Republicans to pick up a seat. This is based largely on two factors. First, the generic ballot shows Republicans with a slight advantage . Second, more than half of all respondents prefer to represented by a legislator that will be a check on Gov. Murphy’s agenda – another sign of the governor’s weakness.

1. In the event of a 2019 special election for Senate, NJLD01 would be a golden opportunity for Senate Republicans to pick up a seat. This is based largely on two factors. First, the generic ballot shows Republicans with a slight advantage . Second, more than half of all respondents prefer to represented by a legislator that will be a check on Gov. Murphy’s agenda – another sign of the governor’s weakness.
2. NJLD1 is split along partisan lines. President Trump and Gov. Murphy are divisive figures among likely general election voters. Murphy’s polarizing nature is evident on the generic ballot and voter partisan preference.

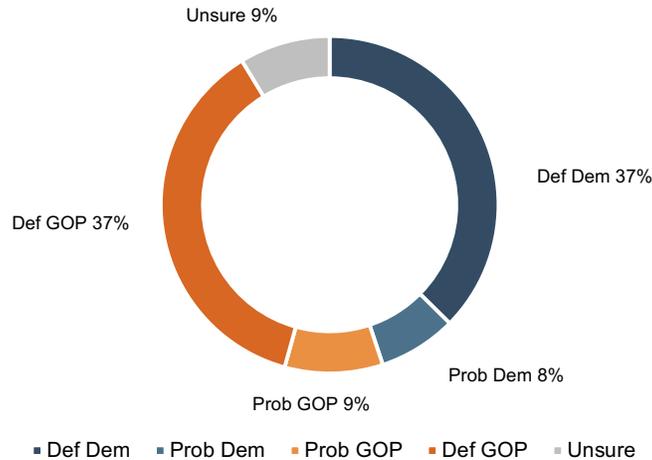
**IMAGE TESTS**



- President Trump’s image has a slightly favorable lean (52% fav / 44% unfav), the intensity of his unfavorability is strong (36% very unfav / 8% some unfav).
- Voters under 40 years old have a strong dislike for the president (60% unfav). Middle-aged voters (40-69) have a positive view (57% fav). Older voters (70+) are evenly divided (50% fav / 48% unfav).
- Trump’s favorability among Republican voters reaches close to 80% favorability (79% fav). Only 23% of Democratic voters share this view of the president, while 61% hold a very unfavorable opinion.
- Voters are split over their opinion of Gov. Murphy (46% fav / 42% unfav).
- Men have a negative view of Murphy (51% unfav), while women have an equally positive view (52% fav).
- Murphy’s favorability is upside down with voters under 70 years old (39% fav / 48% unfav). Older voters maintain a net positive view of the sitting governor (53% fav / 37% unfav).

- Murphy’s image test falls along partisan lines. 7 out of every 10 (73%) Democratic voters have a positive view of the governor. 64% of Republican voters expressed a negative opinion of Murphy; 45% have a very negative opinion. Independent voters have a slightly negative stance (46% fav / 54% unfav).
- Murphy’s strongest opposition is found among male voters who did not attend college (53% unfav).

## GENERIC BALLOT



- The generic state legislative ballot is in a dead heat with the Republican candidate only holding a 1-point advantage (GOP 46% - 45% Dem).
- When drilling down to strong support (def Dem vs def GOP), the race is tied at 37%. 9% of respondents remained undecided.
- Women (51%) are breaking for the generic Democratic candidate. Men are breaking for the generic Republican (51%).
- 49% of middle-class respondents selected the generic Democrat. Working-class (49%) and high-income (51%) respondents selected the Republican.
- Republican and Democratic voters hold true to their partisan lines on the ballot. 51% of independent voters chose the Republican candidate.
- 51% of voters from the district prefer to be represented in the state legislature by a Republican that will be a check and balance on Gov. Murphy. 43% prefer a Democrat to help pass the governor’s agenda.
- Men (55%) prefer to be represented by a Republican. Women are evenly divided.
- Voters over 40 years old (51%) prefer a check on Gov. Murphy’s agenda. Younger voters (59%) prefer a representative that will help pass the governor’s plans.
- Independent voters (65%) prefer a Republican representative that will balance the governor’s power.

## METHODOLOGY

This telephone survey was conducted July 11-12, 2018, with 308 likely general election voters. It has a margin of error of  $\pm 5.56\%$ . Interviews were conducted using IVR to landline phones and live operators to cell phones. Landline interviews constituted 70% of the responses, while 30% were conducted by cell phone. The survey was weighted to a likely general election voter universe for New Jersey Legislative District 1.



## **ABOUT THE FIRM**

[Cygnal](#) is a Montgomery, Ala.-based polling and research firm that has conducted more than 610 survey research projects in 42 states, including Georgia. Our team nailed both the 2014 and 2016 election cycles, correctly predicting Trump's margin in Florida and his win in Wisconsin. Campaigns, corporations, associations, national committees, and state organizations rely on Cygnal to gather reliable, affordable polling data in state-wide, congressional, legislative, and local geographies.

