

March 6, 2020

To: Interested Parties

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Re: Recent Polling in New Jersey's 2nd Congressional District

Recent polling in New Jersey's 2nd congressional district indicates the Democratic primary for this seat is wide open. A majority (61%) of voters are undecided in their choice for Democratic candidate for US Representative without any additional information, and 44% are undecided when tested with Brigid Harrison receiving the county line endorsement from the County Democrats in each county. In both scenarios, name recognition plays a role and Amy Kennedy leads.

Key Findings

- **None of the Democratic primary candidates are well known at this juncture of the race.** Amy Kennedy is the best known in the field with 38% name ID. She is viewed favorably 5:1 among those who can rate her (32% favorable / 6% unfavorable). Brigid Harrison (17% name ID) and Ashley Bennett (14% name ID) are less well known.
- **The race is wide open, and the county line endorsement is not enough to make up voters' minds.** Kennedy's higher name recognition allows her to start in the lead in both votes that do and do not mention Harrison receiving the county line endorsement from the County Democrats in each county.
 - **Without mention of the county line**, 61% are undecided. Among those voters who have made up their minds, Kennedy leads with 21% of the vote, followed by Harrison (8%), Will Cunningham (6%), and Bennett (4%).
 - **In a scenario where Harrison has the county line endorsement**, fewer voters are undecided (44%), and each candidate except Cunningham earns a larger vote share, but the margin remains stable. Amy Kennedy continues to lead (29% Kennedy / 13% Harrison / 8% Bennett / 5% Cunningham).
 - Kennedy's name recognition is narrowly higher (39%) in the Jersey Shore counties (Atlantic, Ocean, Cape May) than the non-shore counties (35%), driving up her vote share narrowly in the initial vote without the county line endorsement.

The following findings are based on the results of a live telephone survey conducted by ALG Research on behalf of New Jersey Working Families from February 29-March 5, 2020 in New Jersey's 2nd congressional district among N=500 likely June 2020 Democratic primary voters. 65% of interviews were conducted via cell phone. The margin of error for the main sample is +/-4.4% at the 95% level of confidence. The margin of error for subgroups varies and is higher.

	Current Vote		Current Vote (with County Line Endorsement)	
	Jersey Shore counties	Non-Jersey Shore counties	Jersey Shore counties	Non-Jersey Shore counties
Amy Kennedy	24	16	30	28
Brigid Harrison	7	9	12	15
Amy Bennett	5	3	7	8
Will Cunningham	5	7	3	8
Undecided	59	63	47	40

- **Balanced profile information increases the vote share of each candidate.**¹ Voters respond to each of the candidates' bio, and Amy Kennedy continues to lead.
- **After biographical information on each candidate without the county line endorsement**, the vote share of each of the candidates increases (29% Kennedy / 16% Harrison / 15% Bennett / 19% Cunningham), but 1-in-5 voters (21%) remain undecided.
 - **When tested with the same biographies and Harrison as the recipient of the county line endorsement**, Kennedy's vote share remains constant (29%) while the others' increase (29% Kennedy / 20% Harrison / 14% Bennett / 12% Cunningham), and 24% of voters are undecided.

Appendix A. Candidate Profiles

Amy Kennedy is a former public-school teacher, mental health advocate, and mother of five. She says that mental health issues and the drug addiction crisis impact too many families, including her own, and has dedicated her life to finding real solutions to help improve people's lives. Amy is running for Congress to address these issues, as well as take on the broken political system that favors the wealthy and well-connected, taking away the voices of regular people.

Brigid Harrison is a political science professor at Montclair State University. Brigid [has been endorsed by county Democrats in every county in the district because she] will fight for what's right — greater access to quality, affordable health care, investment in infrastructure, relief for families facing crippling student loan and vocational school debt, and making sure we get corporate special interest money out of our politics.

Ashley Bennett is a current Atlantic County Freeholder and psychiatric emergency screener who was inspired to run for office after a Republican elected official criticized the women's march. In Congress, Ashley will fight to protect the lives and health of all people in the district by

¹ See Appendix A for full biographical information tested.

being a strong advocate for accessible and affordable healthcare, education, our youth, and social justice.

Will Cunningham is a former aide to U.S. Senator Cory Booker and Congressional investigator. He's overcome intense poverty and childhood homelessness on his path to becoming a public servant. Will is running for Congress to fight for everyday people in South Jersey who have been taken advantage of by a system that favors politics over people.