

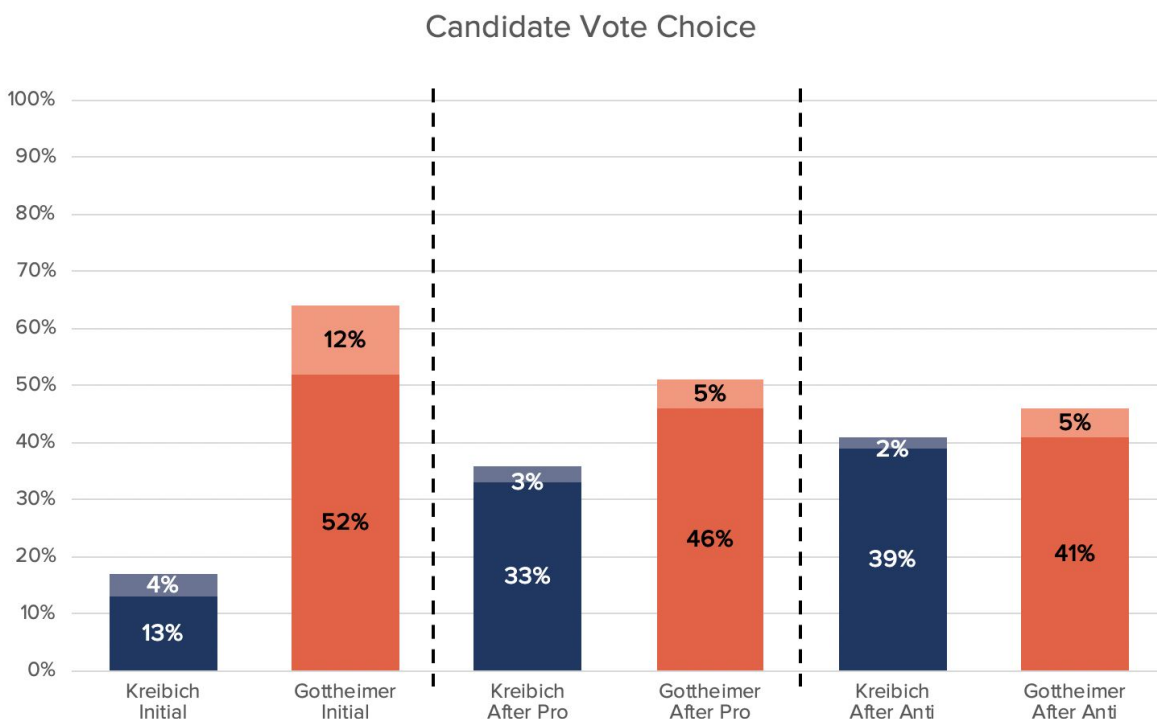
**From:** Data for Progress

**To:** Interested Parties

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## Summary of Findings

We conducted a survey in New Jersey’s 5th congressional district to simulate a messaging campaign between Dr. Arati Kreibich and incumbent Josh Gottheimer. First we asked respondents to give us their initial impressions of each candidate, and to indicate which candidate they would vote for without any additional information. Afterwards we exposed them to positive messaging about each candidate, asked them who they would vote for, then exposed them to negative messaging about each candidate and asked them who they would vote for one last time. The chart below shows the movement of voters between candidates as they progressed through the survey and were presented with positive and negative messages about each candidate.



*Note: The darker bars indicate solid support on the first ask, while the lighter bars indicate soft support from a follow up question asked only among those who were not sure.*

We found that:

- **Initial awareness of Arati Kreibich among voters is low**, with 78% of respondents reporting that they have not heard enough about her to rate her on a standard favorable scale. Among those that were able to rate her, her net favorability was +10 percentage points (16% total favorable and 6% total unfavorable). In contrast, Josh Gottheimer is well known with only 17% saying they were unable to rate him. His net favorability was +43 (62% total favorable and 19% total unfavorable). Gottheimer's large margin in the initial vote is driven primarily by the gap in name recognition between the two candidates.
- **Interestingly, 34% of respondents under the age of 45 were unable to rate Josh Gottheimer**, which means there is still a significant opportunity for the Arati campaign to define their opponent among this group.
- **After positive messaging, the gap in support narrows significantly.** Once respondents were given information about both candidates, total support for Kreibich increases by 19 percentage points, and support for Gottheimer decreases by 13 percentage points.
- **After negative messaging, the gap in support narrows further, still in favor of Kreibich.** Compared to the second ballot, solid support for Kreibich increases by 4 percentage points (moving to 39%) while solid support for Gottheimer decreases by 5 percentage points (moving to 41%).

## Comparison of Messages

We tested four messages in support of Kreibich on her environmental record as a borough council member of Glen Rock, her support for healthcare for all, her background as a scientist and how it informs her approach to addressing the coronavirus, and one on endorsements from Indivisible and the Working Families Party. We found that:

- The strongest message in support of Kreibich cites **her professional experience as a scientist and her plans to address coronavirus** with a moratorium on evictions and foreclosures, as well as \$2,000 per month payments for the remainder of the crisis. Overall 76% found it to be either very convincing or somewhat convincing. Messages about Arati's record on the Glen Rock Council and support for healthcare for all also performed strongly.

- **Positive Kreibich messages influenced younger voters and women most heavily.** 47% of women and 62% of those under 45 found the strongest message very convincing, even more than the overall topline of 40% very convincing. This trend holds throughout the experiment, with negative messages against Gottheimer also proving more effective for younger voters and women.
- **Helping predatory lenders and private equity firms get access to bailout money** was the strongest message against Gottheimer, with 71% of voters finding it either very convincing or somewhat convincing as a reason not to vote for him. Among younger voters, Gottheimer's voting record on immigration and his eagerness to cooperate with the agenda of Trump and Republicans was even more convincing.

## **Path to Victory**

Our research indicates that there is a path to victory for the Kreibich campaign to defeat Josh Gottheimer. Many of her positions are quite popular and Gottheimer's record in Congress makes him vulnerable to a primary challenge. Although it is very important to voters that the nominee is able to defeat the Republican candidate in the general (82%), even more felt it was very important for the candidate to be able to stand up to Donald Trump and Republicans in Congress once elected (86%). Once voters learn more about both candidates, confidence in Kreibich grows.

By focusing on growing awareness of Kreibich in the district and increasing turnout among women and younger voters who are most receptive to her platform, she has a chance at unseating Gottheimer. With the movement of New Jersey's primary election to center vote by mail, there is an opportunity for the Kreibich campaign to increase turnout in their favor while also appealing to more traditional voters on the issues that are most favorable to them.

## **Methodology**

From 5/17/2020 to 5/17/2020 Data for Progress conducted a survey of 368 likely democratic primary voters in New Jersey's 5th congressional district. The sample was weighted to be representative of likely democratic voters by age, gender, education, race, and voting history. The survey was conducted in English. The margin of error is  $\pm 5.1$  percent points.