



StimSight Research

Insider NJ CD07 Democratic Primary poll May 2026, 400 likely voters

1. How likely are you to vote in the upcoming Democratic primary for U.S. House of Representatives in New Jersey's 7th District?

- 26% Already voted by mail ballot
- 66% Absolutely certain to vote
- 8% Strong probability to vote

2-3. **VOTE CHOICE** [Names and slogans were shown/read in ballot order by county]

[IF ALREADY VOTED] The following is a list of candidates running in the Democratic primary for Congress in New Jersey's 7th District. Who did you vote for?

[IF NOT YET VOTED] The following is a list of candidates running in the Democratic primary for Congress in New Jersey's 7th District. If the election was today, who would you vote for?

[IF INITIALLY UNDECIDED] Which of the following do you currently lean most toward at this time? If your preferred candidate was not running, who would be your second choice?

	Vote without leaners	Vote with leaners	Second choice
Rebecca Bennett	31%	36%	16%
Michael Roth	15%	19%	13%
Tina Shah	16%	19%	19%
Brian Varela	17%	20%	14%
Undecided/None	21%	6%	38%

4. Please indicate which of the following candidates you definitely have a favorable opinion [and] which of the following candidates you definitely have an unfavorable opinion.

<i>*Read percentages across row*</i>	Favorable	Unfavorable	No opinion
Rebecca Bennett	55%	14%	30%
Michael Roth	40%	10%	50%
Tina Shah	48%	14%	38%
Brian Varela	46%	10%	44%

5. How motivated are you to vote in the Democratic primary for Congress?

- 79% Extremely motivated
- 14% Very motivated
- 6% Somewhat motivated
- 1% Not motivated

6. The following are some possible considerations in choosing the Democratic nominee for Congress. Which of these are most important to you? You may select up to 3. [*MULTIPLE RESPONSE*]

- 37% Will fight Trump
- 6% Will lower taxes
- 13% Is on the side of working people
- 10% Will protect LGBTQ+ rights
- 12% Is a true progressive
- 27% Supports universal health care, Medicare for All
- 17% Will protect Social Security
- 11% Will make housing more affordable
- 24% Will make groceries, utilities and gas more affordable
- 19% Will shut down I.C.E.
- 17% Will stop sending military support to Israel
- 43% Will defend democracy and voting rights
- 52% Can beat Republican Tom Kean, Jr. in November
- 1% No answer

7. Do you think [*NAME*] can beat Republican Congressman Tom Kean, Jr. in November?

<i>*Read percentages across row*</i>	Definitely	Probably	Probably not	Definitely not	Not sure
Rebecca Bennett	26%	49%	14%	6%	5%
Michael Roth	15%	49%	19%	7%	10%
Tina Shah	14%	42%	28%	10%	6%
Brian Varela	14%	43%	22%	8%	12%

METHODOLOGY

The survey was sponsored by *Insider NJ* and conducted by StimSight Research on May 17-20, 2026 with a probability sample of 400 likely voters in the New Jersey CD07 Democratic primary, drawn from a list of registered Democrats who have participated in at least one primary election in the past four cycles (or have registered to vote since the 2024 election). Interviews were conducted in English and included both self-administered online surveys via a text-to-web invitation link and live telephone interviews. Voters saw/heard the candidate list for the vote choice question in the order the names appear on the ballot for their registered county; online participants also saw each candidate’s ballot slogan below the name. The full sample is weighted for region, age, gender, and race based on the probabilistic demographic composition of the likely primary electorate in line with prior New Jersey primary turnout. The sampling margin of error for this poll is ±4.9 percentage points.

DEMOGRAPHICS (weighted sample)

Party self-identification: 55% strong Democrat, 26% Democrat, 19% independent

Ideology: 39% very progressive, 31% somewhat progressive, 26% moderate, 3% conservative

Gender: 39% men, 59% women, 2% non-binary

Age: 13% 18-34, 18% 35-49, 27% 50-64, 43% 65 or older

Race: 74% White non-Hispanic, 9% Black, 10% Hispanic, 9% Asian, other

Education: 18% high school or less, 22% some college, 36% BA/BS degree, 24% graduate degree

County: 18% Hunterdon, 13% Morris, 20% Somerset, 7% Sussex, 31% Union, 11% Warren

Select Crosstabulations

Unleaned vote choice	TOTAL	GENDER		RACE		AGE		EDUCATION	
		Men	Women	White non-Hisp	Hsp-Blk- Asn-Oth	<50	50+	No degree	College grad
Bennett	31%	39%	27%	36%	18%	24%	34%	29%	33%
Roth	15%	12%	17%	14%	18%	14%	15%	11%	18%
Shah	16%	17%	15%	13%	23%	11%	18%	21%	12%
Varela	17%	11%	20%	19%	12%	23%	14%	21%	14%
Undecided	21%	21%	21%	17%	30%	27%	18%	18%	23%

Unleaned vote choice	TOTAL	PARTY ID				IDEOLOGY		PRIMARY HISTORY	
		Strong Dem	Dem	Lean Ind	Very prog	Somewhat prog	Moder, conserv	Low- Mod	High
Bennett	31%	34%	34%	18%	22%	38%	34%	24%	38%
Roth	15%	15%	14%	16%	18%	13%	12%	12%	18%
Shah	16%	16%	10%	21%	19%	10%	18%	15%	17%
Varela	17%	17%	11%	25%	25%	20%	4%	19%	15%
Undecided	21%	17%	30%	20%	16%	18%	31%	31%	12%

Vote with leaners	TOTAL	GENDER		RACE		AGE		EDUCATION	
		Men	Women	White non-Hisp	Hsp-Blk- Asn-Oth	<50	50+	No degree	College grad
Bennett	36%	44%	32%	41%	25%	31%	38%	33%	39%
Roth	19%	17%	20%	18%	24%	19%	19%	12%	24%
Shah	19%	20%	19%	16%	26%	16%	20%	24%	16%
Varela	20%	14%	22%	22%	13%	27%	16%	24%	17%
Undecided	6%	5%	7%	4%	13%	7%	6%	8%	5%

Vote with leaners	TOTAL	PARTY ID				IDEOLOGY		PRIMARY HISTORY	
		Strong Dem	Dem	Lean Ind	Very prog	Somewhat prog	Moder, conserv	Low- Mod	High
Bennett	36%	38%	41%	25%	24%	45%	42%	30%	41%
Roth	19%	19%	19%	20%	22%	14%	21%	17%	21%
Shah	19%	19%	14%	25%	21%	15%	20%	19%	18%
Varela	20%	21%	13%	26%	27%	23%	7%	24%	16%
Undecided	6%	4%	13%	4%	6%	3%	11%	10%	3%

Source: Insider NJ/StimSight poll; New Jersey CD07 likely Democratic primary voters, May 2026

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