

Copyright 2024 Salerno NJ-02 General Messaging Survey August 5 - 8, 2024 44350 400 Likely Voters Margin of Error: +/- 4.9%

S1. Are you at least 18 years old and registered to vote at [ADDRESS ON FILE]?	VOL:	Yes	-
s2 . As you may know, there will be a general election for President, Congress, and other offices in November. How likely are you to vote in the election for Congress? Will you definitely vote, probably vote, are the chances 50-50, will you probably not vote, or will you definitely not vote?	VOL:	Definitely Probably Chance 50-50 Probably not Definitely not. (Don't know/Refused)	8 4 2 1
P1. No matter how you may be planning to vote, when it comes to politics, do you generally think of yourself as a strong Democrat, not very strong Democrat, strong Republican, not very strong Republican, or as independent? [IF INDEPENDENT/DON'T KNOW/REFUSED] Do you think of yourself as closer to the Democratic Party or the Republican Party?	VOL:	Strong Democrat Weak Democrat Independent / Closer to the Democrats Independent Independent / Closer to the Republicans Weak Republican Strong Republican (Don't know/Refused)	5 9 12 9 5 31
		DEMOCRAT (NET)	31 37 41%
P2. How important is politics to your personal identity?	VOL:	Very important	31 19 12 1
Q1. If the election for Congress were held today, would you vote for the Democratic candidate or the Republican candidate? [IF UNDECIDED] If you had to decide today, which candidate would you lean towards supporting?	VOL:	Democratic candidate	4 47 2 8 44%

B1. Now, I'm going to read you a list of public figures and groups, and I would like to get your opinion of each one. Just let me know if there's one you haven't heard of... Do you have a favorable or unfavorable opinion of [ITEM]? [IF FAVORABLE] And is your opinion very favorable or somewhat favorable? [IF UNFAVORABLE] And is your opinion very unfavorable or somewhat unfavorable?

	FAV		UNFAV						NET	
	<u>Very</u>	<u>Some</u>	<u>Some</u>	<u>Very</u>	(CR)	<u>NH</u>	(DK/Ref.)	<u>FAV</u>	<u>UNFAV</u>	<u>FAM</u>
Donald Trump	39%	9	5	46	1	-	*	47	51	99
• [SPLIT B] Republicans in Congress	24%	22	15	38	1	1	-	46	52	98
Kamala Harris	34%	10	6	46	3	-	*	44	53	96
MAGA Republicans	29%	14	5	44	4	3	*	43	49	92
Jeff Van Drew	24%	19	9	27	9	11	1	43	36	79
• [SPLIT A] Democrats in Congress	23%	17	13	39	4	1	3	40	52	92
Joe Biden	22%	18	7	51	1	*	-	40	59	98
Joe Salerno	11%	10	5	7	19	47	2	20	12	32

VP24M. If the election for President were held today and the candidates were Democrat Kamala Harris, Republican Donald Trump, independent candidate Robert F. Kennedy Jr., and Libertarian candidate Chase Oliver, who would you vote for? [IF UNDECIDED] But if you had to decide today, which way would you lean?

[IF NOT HARRIS/TRUMP] And if the election were between only Democrat Kamala Harris and Republican Donald Trump, who would you vote for? [IF UNDECIDED] But if you had to decide, which way would you lean?

V1. If the election for Congress were held today and the candidates were Democrat Joe Salerno, and Republican Jeff Van Drew, who would you vote for? [IF UNDECIDED] If you had to decide today, which candidate would you lean towards supporting?

VOL: VOL:	Kamala Harris Lean Kamala Harris Donald Trump Lean Donald Trump Robert F. Kennedy Jr Lean Robert F. Kennedy Jr. Chase Oliver Lean Chase Oliver (Will not vote) (Undecided/Refused)	41% 1 44 2 7 * 1 - 3
	HARRIS (NET)	43% 46 7 1 9
	HARRIS 2-WAY (NET)TRUMP 2-WAY (NET)	50 50
VOL:	Joe Salerno Lean Joe Salerno Jeff Van Drew Lean Jeff Van Drew (Undecided/Refused)	40% 2 46 4 8
	SALERNO (NET)	42%

VAN DREW (NET).....

35%

63

2

Q9. Which of the following is the most important issue that will			<u>First</u>	<u>Total</u>
affect your vote for Congress? [IF CHOICE] And which is the next		Inflation and helping families deal with the rising cost of living	38%	58%
most important issue that will affect your vote for Congress?		Standing up for voting rights and protecting our democracy	23	36
		Lowering taxes and restoring the state and local tax deduction, or SALT	10	30
Protecting women's access to abortion		Protecting women's access to abortion Bringing down the cost of health care and prescription	15	29
		drugs	5	17
		Creating good-paying jobs with benefits	3	15
		Passing commonsense gun safety laws	5	12
	VOL:	(Don't know/Refused)	1	2

VOL:

Q10. Which of the following two candidates would you be more likely to support for Congress, all else being equal?

Q11. Which of the following two candidates would you be more likely to support for Congress, all else being equal?

	A Democrat who will work with Donald Trump but stand up to him when he's wrong for South Jersey A Republican who will go along with Donald Trump no matter what	62% 34
VOL:	(Don't know/Refused)	4

A career politician

A successful businessman

(Don't know/Refused).....

Now I'm going to read you brief profiles of the candidates for Congress, and then ask you some more questions.

[SPLIT A] [BUSINESSMAN] Joe Salerno is a lifelong New Jerseyan with a work ethic he got from his dad, a World War II POW. Joe learned the value of the dollar pumping gas at a local service station. He went on to become an engineer and started successful businesses that created good paying jobs here in New Jersey. Now Joe is running for Congress to bring order to Washington and make life in New Jersey more affordable. He'll do what the extremists and career politicians have failed to do: restore the SALT tax deduction so our taxes are lower and defend abortion rights.

[SPLIT B] [BOTH PARTIES] As the son of a World War II combat veteran, Joe knows what it was like when Americans came together for a common cause, and he's seen how extremism has stopped progress on what matters most to people. As an engineer, he's appalled by the career politicians who are too busy making speeches to take on the real problems facing South Jersey. As a successful businessman, Joe knows how much more we could be doing to improve the economy. Joe isn't concerned with seeking the approval of any so-called media experts or party leaders. His sole priority is ensuring a better future for South Jersey. He'll focus on the issues that matter to the people of South Jersey, including lowering the cost of living, creating good-paying jobs, and protecting women's access to abortion.

Q12. How motivating is this as a reason to vote for Joe Salerno for Congress?

			Sp	lit
		<u>Total</u>	<u>Businessman</u>	Both Parties
	Very motivating	33%	35%	30%
	Somewhat motivating	30	24	36
	Not that motivating	17	19	15
	Not motivating at all	20	20	19
VOL:	(Don't know/Refused)	1	2	*
	MOTIVATING (NET)	62%	59	66
	NOT MOTIVATING (NET)	36	39	34

Jeff Van Drew is a dentist from Cape May County who ran his own practice for 35 years before retiring upon his election to Congress. Van Drew ran because he wanted to make sure the people of South Jersey had a representative who would think about the next problem to solve and issue to fix. He's running for re-election because he knows if we don't tackle the challenges facing our country now, we might never get it back. Van Drew is working to restore the values that made our country great, make sure South Jersey gets the care and respect it deserves, and support President Trump and his agenda - which he's done as the state chair of Trump's campaign.

VOL:

Q13. How motivating is this as a reason to vote for Jeff Van Drew for Congress?

VOL:

Very motivating	34%
Somewhat motivating	18
Not that motivating	10
Not motivating at all(Don't know/Refused)	37 *
MOTIVATING (NET)NOT MOTIVATING (NET)	53% 47

Split

V2. Sometimes people change their minds in surveys like this and sometimes they don't. Once again, if the election for Congress were held today and the candidates were Democrat Joe Salerno and Republican Jeff Van Drew, who would you vote for? [IF UNDECIDED] If you had to decide today, which candidate would you lean towards supporting?

	<u>Total</u>	<u>Businessman</u>	Both Parties
Joe Salerno	44%	45%	44%
Lean Joe Salerno	1	*	2
Jeff Van Drew	45	45	44
Lean Jeff Van Drew	3	2	4
(Undecided/Refused)	7	7	7
SALERNO (NET)	46%	46	45
VAN DREW (NET)	48	48	48

[PROGRAMMING NOTE: SALERNO POSITIVES AND VAN DREW NEGATIVES WERE ROTATED IN ORDER, WITH V3 ASKED IN BETWEEN]

B2. Now I'm going to read some statements from supporters of Joe Salerno, and I'd like to know how convincing you find each one as a reason to vote for him. Here's the first statement... [ITEM] Is this a convincing reason to vote for Joe Salerno, or is it not convincing [IF CONVINCING] And is it very convincing or just somewhat convincing?

	CONV	CONVINCING			NET
• [SPLIT C] [ABORTION/CODIFY ROE] Joe Salerno believes women should be able to make their own reproductive health decisions, and he will fight against any effort to ban all abortions nationwide even in cases of rape, incest, and when a woman's life is in danger. Joe will work to preserve women's access to abortion by codifying Roe v. Wade into federal law	Very	Some	Convincing	(DK/Ref.)	CONVINCING
[BIPARTISAN COMPROMISE] Joe Salerno believes that the partisan culture wars must stop so Congress can get to work for the American people. Joe commits to respect contrary opinions of anyone who will show others the same respect, so we can make progress on the serious challenges we face	48%	16	35	1	64
as a nation, like lowering our cost of living and looking out for our veterans • [SENIORS] Joe Salerno will protect our promise to seniors by fighting all	42%	31	27	-	73
efforts to cut Medicare or raise the Social Security retirement age, and he will work to protect and strengthen these critical programs.	39%	27	32	2	66
• [SPLIT D] [ABORTION/MORE RIGHTS] Joe Salerno believes women should be able to make their own reproductive health decisions, and he will fight against any effort to ban all abortions nationwide even in cases of rape, incest, and when a woman's life is in danger. Joe will work to protect access to abortion, contraception, and IVF.	39%	19	41	1	57
• [AFFORDABILITY] Joe Salerno knows the pain New Jerseyans feel from high taxes, and the rising cost of everything from gas to groceries, from housing to health care. Joe will fight in Congress to fix a tax system that favors the ultrarich, to end government policies that spur inflation, and to rein in corporations that rip off consumers.	38%	28	34	*	66
• [JERSEY SHORE] Joe Salerno knows how important tourism is to our economy in South Jersey and how summers at the Jersey Shore are a way of life for us. That's why he'll work to keep the Jersey Shore pristine by fighting for clean air and water and take on climate change that could result in the erosion of our beaches.	37%	28	35	1	64
• [ECONOMIC OPPORTUNITY] Joe Salerno believes that Washington, D.C. and Trenton have overlooked South Jersey while stimulating manufacturing, energy, and other industries elsewhere. Joe will make sure that we get our fair share of the investment that creates new economic opportunities for working people.	36%	31	33		67
• [JOBS] As a businessman, Joe Salerno knows what it takes to create jobs, and he'll work to bring more good-paying jobs with benefits to South Jersey	32%	29	38	1	61

B3. Now I'm going to read you some statements from opponents of Jeff Van Drew, and I'd like to know whether each of these statements raises doubts for you about voting for him. Here's the first statement... [ITEM] Does this raise doubts for you about voting for Jeff Van Drew, or does it not raise doubts? [IF RAISES DOUBTS] And does it raise major doubts or just minor doubts?

	RAI: DOU	SES IBTS			NET
	<u>Major</u>	Minor	Does Not Raise Doubts	(DK/Ref.)	RAISES DOUBTS
• [ABORTION] Jeff Van Drew opposes a woman's right to make her own reproductive health care decisions and supported the Supreme Court decision overturning Roe v. Wade. Van Drew voted repeatedly to restrict abortion rights even though he claimed when elected to Congress to be "strongly and unequivocally pro-choice."	50%	13	35	1	63
• [SPLIT C] [TRUMP - JOHNSON] Jeff Van Drew is a Trump loyalist who voted to make election denier Mike Johnson Speaker of the House and voted to overturn the results of the 2020 election. Van Drew is endorsed by Trump and is the chair of his campaign in New Jersey - putting his support for Trump ahead of doing what's right for South Jerseyans, like when he opposed the bipartisan bill that would have helped secure the border just because Trump told him to	49%	13	35	2	62
• [PROJECT 2025] Jeff Van Drew is a MAGA Republican. In Congress, Van Drew will join his allies who support Project 2025 - a secret plan by pro-Trump extremists that will give Republicans unprecedented power by eliminating the checks and balances in our system. Under the plan, Van Drew and his allies will push for extreme policies that harm everyday people, like letting employers stop paying hourly workers overtime and could lead to banning all abortions without exceptions for rape, incest, and even when a woman's life is in danger.		13	37	2	62
• [VETERANS] Jeff Van Drew voted to betray our veterans by opposing both the bipartisan PACT Act that ensured veterans exposed to burn pits and other toxic substances are able to receive the health care they deserve as well as the bipartisan EVEST Act that would automatically enroll veterans in the VA health system.	48%	20	31	2	68
• [PHARMA] Jeff Van Drew has taken over \$16,000 in campaign contributions from big pharma, and he voted against the law that allowed Medicare to negotiate with pharmaceutical companies to lower drug prices and capped the price of insulin at \$35.	48%	18	33	2	65
• [LGBT] Jeff Van Drew can't be trusted to protect rights of gay South Jerseyans, as he's repeatedly flip flopped. When he first came to Congress, he voted for a bill that would prohibit discrimination based on sexual orientation, then voted against it after switching parties. And Van Drew voted for a bill that protected the right of gay couples to marry, before he voted against it only a few months later, after being re-elected.	48%	16	37	*	63
• [SPLIT D] [TRUMP - UNDYING] When Jeff Van Drew swore his "undying loyalty forever" to Donald Trump, he meant it. There is nothing he won't do for Trump.	47%	10	43		57

NET

B3. Now I'm going to read you some statements from opponents of Jeff Van Drew, and I'd like to know whether each of these statements raises doubts for you about voting for him. Here's the first statement... [ITEM] Does this raise doubts for you about voting for Jeff Van Drew, or does it not raise doubts? [IF RAISES DOUBTS] And does it raise major doubts or just minor doubts?

Van Drew voted to overturn the 2020 election, opposed a bipartisan bill to secure the border to help Trump's chances this year, and embraces every one of Trump's policies instead of doing what is right for South Jersey.

• [HIMSELF] South Jersey deserves to be represented by someone who shares our values and has the courage to defend them. But we cannot trust Jeff Van Drew to stand for anything. After switching parties, he flip-flopped on important issues including abortion - going from an F to A+ rating from Susan B. Anthony Pro-Life America, on labor - going from a 100% to 0% rating from the AFL-CIO, and on seniors - going from a 100% to 0% rating from the Alliance for Retired Americans.

Major Minor Raise Doubts (DK/Ref.) RAISES DOUBTS

RAISES DOUBTS

Heard Only

Heard First

V3. Once again, if the election for Congress were held today and the candidates were Democrat Joe Salerno and Republican Jeff Van Drew, who would you vote for? [IF UNDECIDED] If you had to decide today, which candidate would you lean towards supporting?

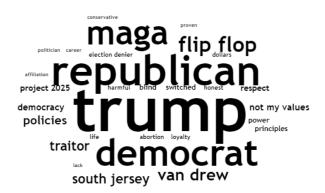
Van Drew **Total** Salerno **Positives Negatives** Joe Salerno 47% 48% 45% Lean Joe Salerno 3 2 4 45 Jeff Van Drew..... 45 44 Lean Jeff Van Drew..... 1 VOL: 6 (Undecided/Refused) 6 49% 49 49 SALERNO (NET)..... VAN DREW (NET) 45 45

RAISES DOUBTS

V4. One final time, if the election for Congress were held today and the candidates were Democrat Joe Salerno and Republican Jeff Van Drew, who would you vote for? [IF UNDECIDED] If you had to decide today, which candidate would you lean towards supporting?

Total Salerno Van Drew Positives Negatives 48% 48% 47% Joe Salerno 2 Lean Joe Salerno 2 3 Jeff Van Drew 42 46 44 Lean Jeff Van Drew..... 1 VOL: 5 (Undecided/Refused) 6 SALERNO (NET)..... 50% 51 49 42 VAN DREW (NET) 44 46

Q28. Regardless of how you feel about Jeff Van Drew, in your own words, what is the best reason to oppose him in the race for Congress?



Q29. Which of the following best describes Jeff Van Drew? [IF CHOICE] And which describes Jeff Van Drew second best?	Look Has Extro Puts	o-flopper who can't be trusted	19 15 14	Total 43% 40 37 33 33 8
Now I have just a few final questions for statistical purposes.				
D100. What is your gender?	VO VO VO	L: (A woman) L: (Something else)		52 1
DAGE. Derived Age	VO	18-29		19 15 20 34
D102. What is the last grade of school or level of education y completed?	vou vo	Did not complete high school	egree egree al degree	20 4 24 21 16
D105. When it comes to politics, do you generally think of yourself as:	vo	Very liberal Somewhat liberal Moderate		16 35 18 18 1

ALLOCRACE. To ensure we have a representative sample, could you please tell me your race? [IF NOT HISPANIC/LATINO] For statistical purposes only, are you of Hispanic, Latino, or Spanish origin? [BI-OR-MULTI RACIAL RESPONDENTS ALLOCATED TO MULTIPLE RACES, PER SELF-REPORT; REFUSALS ALLOCATED BY RACE ON FILE]		Black/African American White/Caucasian Hispanic/Latino Asian/Asian American Pacific Islander Native American/American Indian/Indigenous Middle Eastern/North African Other	9 3 *
	VOL:	(Don't know/Refused)	-
D303. [IF WHITE/MIDDLE EASTERN/NORTH AFRICAN] Many Americans have an ethnic background such as Italian, Irish, Polish, and so on. How would you		IrishItalian	39% 26
describe your ethnic background?		German American English/British	24 16 12
		ScottishPolishFrench/French-Canadian	9 6 6
		MixedScandinavian (Swedish, Norwegian, Finnish, Danish,	5
		lcelandic) European Jewish	4 3 2
		Russian Dutch	2 2
	VOL:	None	1 7 2
		Vistadia Danisa da Dida	400/
VH20. [IF OLD ENOUGH TO VOTE IN 2020] Thinking back, in the November 2020 general election for President, did you vote for Democrat Joe Biden, for Republican Donald Trump, for someone else, or did you not vote in		Voted for Democrat Joe Biden Voted for Republican Donald Trump Voted for someone else	2
that election?	VOL:	Did not vote(Refused)	8 2
		ALLOCATED BIDEN	44% 47
PARTY. Party Registration [FROM VOTER FILE]		DemocratIndependent	32% 32
		Republican	36
REGNUM. Region [FROM VOTER FILE]		Atlantic City/Surrounding Coast	20% 14
		Cape May County	14 16
		Gloucester/Salem Counties Ocean County	20 17