



To: Interested Parties
From: David Kanevsky, 3D Strategic Research
Re: New Jersey LD-16 Survey
Date: July 6, 2021

1. Despite the Democratic party registration edge, the state assembly race is a toss-up.

Even as turnout modeling projects Democrats to have a 10-point edge on party registration in this district (33% registered Republican – 43% registered Democrat), the state assembly is a toss-up with Republicans in position to flip one, if not both, of the 16th District's assembly seats.

Republican Joseph Lukac leads with 35% of the vote, followed by Republican Vincent Panico and Democrat Roy Freiman tied for second at 33% each. Democrat Sadaf Jaffer in fourth place at 29%. Note that totals add to more than 100% since voters can pick up to two candidates in the state assembly race.

2. The political environment is favorable as Unaffiliated voters side with Republicans.

It is not just the state assembly race that is competitive, but the generic state legislative ballot shows voters evenly divided between a Republican and Democratic candidate at 46% each. The gubernatorial race is also close with 43% voting for Republican Jack Ciattarelli and 44% voting for Democrat Phil Murphy and the state senate race is tied with Republican Mike Pappas and Democrat Andrew Zwicker both getting 44% of the vote.

The Republican candidates for governor, state senate and state assembly are overcoming the Democratic registration advantage in this district because they are winning Unaffiliated voters by between 14% and 20%. Unaffiliated voters in this district are looking for a change from Democratic control in Trenton as a majority (52%) think the state is off on the wrong track and 51% are unfavorable to Governor Murphy.

3. Democrat Roy Freiman is a weak incumbent.

Despite being in office for four years, Democrat Roy Freiman has a weak standing as just 30% of voters have heard of him, which is much lower than that of his fellow Democratic Assemblyman Andrew Zwicker. Lukac and Panico's early hard work is paying off as they start off with statistically similar levels of name ID and favorability as Freiman.

On behalf of the New Jersey Senate Republican Campaign Committee, 3D Strategic Research conducted a survey June 22-24, 2021 of N=300 likely voters in New Jersey's 16th Legislative District. Respondents were selected randomly based on their probability of voting in the November election using Probability Proportionate to Size sampling, and stratified by geography, gender, age, ethnicity, education, and turnout probability to ensure a representative sample of the likely electorate. The survey was conducted mixed-mode with 40% conducted via landline, 30% via cell call, and 30% via text message, and has a margin of error of $\pm 5.66\%$ at the 95% confidence interval.