

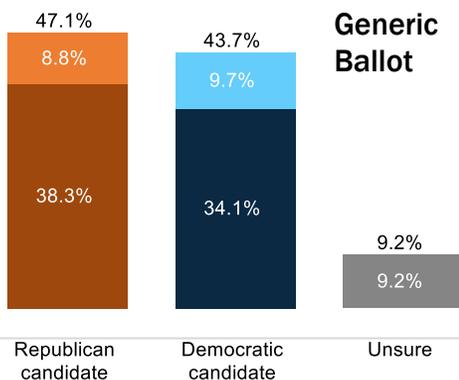
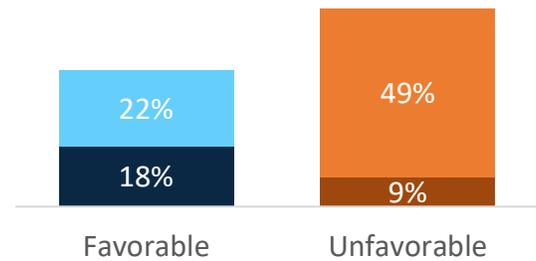
**TO:** Leader Oroho & Interested Parties  
**FROM:** Tom Bonfonti  
**RE:** SRM July Polling Update  
**DATE:** July 25, 2022

*Strong midterm headwinds imperil New Jersey Democrat grip on Senate control, fuel Senate Republicans' chances for retaking of majority*

National Public Affairs and Cygnal recently completed a survey on behalf of the Senate Republican Majority of likely November 2023 voters in New Jersey. The survey of 700 voters was conducted from July 13-15 with a margin of error of 3.65%.

*The current political environment for New Jersey Republicans is better than at any point in recent memory. Joe Biden's approval among New Jersey voters is -18% (down from -6% in our February poll). Biden approval among Unaffiliated voters is -38%, with even one third of Democrats disapproving of him. Donald Trump currently maintains a better approval rating in New Jersey than Joe Biden.*

Biden Favorability



Generic Ballot

**Senate Republican candidates hold a 3% lead over Democrats on the generic statewide ballot. Unaffiliated voters favor the Senate Republican candidate by 17% (53-36) and Parents prefer the Senate Republican candidate by 28% (57-29).**

***The Senate Republican candidate already leads the Senate Democrat on the generic ballot in a handful of likely 2023 battleground districts.***

**The issue matrix is lining up solidly behind Republicans. Unaffiliated voters agree with Republican voters that**

**pocketbook issues are the two most important issues** (“reducing property taxes” and “addressing rising inflation”), while **Democrat voters care most about “protecting access to abortion.”** Voters who identified these economic concerns as their top issue favor the Republican candidate by 38% (65-27).

**The unpopularity of Joe Biden and Phil Murphy's images are a growing problem for Senate Democrats in 2023's anticipated battleground districts. Joe Biden's net unfavorability is -10% or worse in every battleground district and Phil Murphy is barely better, with the Governor's image underwater in each district.**

***With Senate Republicans needing to gain just five seats to regain the majority next year, Senate Democrats are saddled with an unpopular governor, a deeply unpopular president and an issue set that increasingly favors Senate Republicans.***