



**To:** Interested Parties

**From:** Global Strategy Group

**Date:** October 7, 2024

**Re:** Sue Altman Surging in NJ-07 Congressional Race

A NJ-07 districtwide survey conducted by Global Strategy Group shows Sue Altman has closed the gap in the race for Congress and is well-positioned to build her lead as voters learn more about her and her opponent, Tom Kean, Jr. In this electorate that is evenly-divided on partisanship – but filled with moderate Republican and unaffiliated voters that have powered Democrats to victory in suburban New Jersey – Altman has strengthened her personal popularity while Kean’s has dipped, with significant room for Altman to grow.

## Key Survey Findings

**As voters have learned more about Sue Altman, the race for Congress has become a dead heat.** Two-in-five voters (40%) have seen, read, or heard positive information about Sue Altman over the past few weeks, and as a result she is now familiar to 59% of voters, and is viewed favorably by 10 points (35% favorable/25% unfavorable). Altman is particularly popular among college-educated women (39% favorable/20% unfavorable) and non-conservative Republicans (43% favorable/22% unfavorable). Meanwhile, Tom Kean, Jr.’s favorability has dropped as voters have learned more about him, and he is now underwater by three points (39% favorable/42% unfavorable). As a result, the race is now effectively tied (45% Altman/47% Kean), with significant movement in Altman’s direction. Altman leads by 16 points among unaffiliated voters (52% Altman/36% Kean). On the key issue of abortion, voters are much more likely to believe Altman shares their views (43%) than Kean (27%).

**Altman still has room for growth, and many voters are not yet aware of Kean’s biggest weaknesses.** As mentioned previously, 40% of voters have seen, read, or heard positive information about Altman over the past few weeks – indicating that while her message has begun to reach voters, it has not yet saturated and there’s still ample room to improve her favorability. Similarly, 44% of voters have seen, read, or heard negative information about Kean – and only some of those voters are aware of Kean’s toxic positions on abortion and his avoidance of reporters and his own constituents.

**The NJ-07 electorate is evenly divided on partisanship but includes a significant chunk of non-conservative Republican and unaffiliated voters who swing elections in New Jersey.** Voters are split evenly on self-identified partisanship (44% Democrats/44% Republicans), and Republicans have a four-point party registration advantage (32% Democrats/31% unaffiliateds/36% Republicans). The race for president is tied (47% Harris/47% Trump). But more than one-third of voters (35%) are liberal or moderate registered Republicans or unaffiliateds.

## About the Poll

Global Strategy Group conducted a live phone and text-to-web survey of 500 likely 2024 general election voters in NJ-07 between September 30 and October 3, 2024. The survey has a margin of error of +/- 4.4%. The margin of error on subgroups is greater.