WORLD HEADQUARTERS
1101 15th Street, NW, Suite 900
Washington, DC 20005

May 20, 2024

Race for Congress in NJ8 Coming Down to the Wire

Survey Results[1]

To: Interested Parties

From: Anna Greenberg

Hoboken Mayor Ravi Bhalla and Congressman Rob Menendez, Jr. are in a dead heat in the race for Congress in New Jersey's 8th Congressional District. Bhalla garners 39 percent of the vote to Menendez's 38 percent, with 5 percent for Jasey and 19 percent undecided. In this district, where it is tough to communicate, and without any other competitive primary, it is probable that some of these undecided voters are simply not going to vote. Latino voters are particularly likely to be uncertain about what to do in this race, with 21 percent undecided.

Percent responding	**Total**	**White**	**Latino**
Bhalla	39	46	31
Menendez	38	32	46
Jasey	5	7	3
Undecided	19	14	21

The priority is increasing Bhalla's name recognition and getting Bhalla voters out to vote. Helpfully, Bhalla (42 favorable, 15 unfavorable) is much more popular than Menendez (39 favorable, 39 percent unfavorable), but he is slightly less well known (69 percent name ID for Bhalla, 93 percent name ID for Menendez). There are gains to be made with voters unfamiliar with Bhalla by acquainting them with his progressive record as mayor of Hoboken. We know that among voters who have heard and seen something about both candidates, Bhalla leads by 18 points, 56 to 28 percent.

Percent responding	**Favorable**	**Unfavorable**	**Name ID**
Bhalla	41	15	69
Menendez	39	39	93

[1] This memo is based on a phone survey of 400 likely primary voters fielded between May 9-13, 2024 and includes interviews conducted in Spanish.

There is also an important role for getting out the vote efforts. Bhalla performs better with infrequent voters (1 of 2 voters), especially 2020 primary voters (43 to 35 percent), who tend to be younger and more progressive. He competes with 2 of 2 voters (39 to 36 percent) but has the most potential with 2020 voters.

	1 of 2 voters	2 of 2 voters
Bhalla	44	39
Menendez	34	36

Bhalla can be the next Congressman from New Jersey's 8th Congressional district, but it will require a concerted effort to get his voters to the polls.

©2022 All Rights Reserved