



In It to Win It: 2025 New Jersey Gubernatorial Election

Telephone Survey Among 800 Registered and Likely New Jersey Voters

June 24-27, 2025

State of Play in NJ: Introduction & Overview

The 2025 New Jersey governor's race is shaping up to be **one of the most high-stakes contest since the 2024 presidential election.**

Voters are seeing red across the so-called “blue state” of New Jersey. GOP Gubernatorial nominee Jack Ciattarelli came within three points of winning in 2021, while President Trump came within just 5 percentage points of flipping NJ in 2024 — the narrowest presidential margin in New Jersey since 1992 — despite Democrats holding a nearly 900,000 voter registration advantage. It was the second-largest pro-Republican swing in the nation, trailing only New York. Trump flipped four Biden counties, with eight counties shifting double digits toward Trump. And he built a diverse coalition that captured 19% of the Black vote, 41% of the Hispanic vote, 54% of union households, 46% of voters aged 18–29, and a plurality of Independents, according to the Fox News Voters Analysis.

Jack Ciattarelli predicted that shift — and he's now harnessing that momentum. In the 2025 GOP primary, Ciattarelli delivered a blowout victory, securing 67.3% of the vote and improving his raw total by more than 118,000 votes over his 2021 performance. His gains weren't limited to Republican strongholds. He made double-digit improvements in Ocean and Monmouth and scored major surges in critical swing counties like Middlesex (+13.1 pts), Somerset (+7.2 pts), and Passaic (+7.4 pts). The race was called in under 15 minutes — a statewide show of force.

Democrats have long controlled the levers of state government, but that grip is slipping. Governor Phil Murphy is term-limited. Congresswoman Mikie Sherrill limped through a divided Democratic primary, winning just 34.6% of the vote and losing her home county of Essex to Newark Mayor Ras Baraka.

As some in the press now openly suggest, **“New Jersey might be a swing state.”** The data backs it up — and Jack Ciattarelli looks to turn that possibility into a path to victory.

SWING 2020 PRESIDENT
TO 2024 PRESIDENT

R+10.0

2024 PRESIDENTIAL
ELECTION IN NEW JERSEY

HARRIS 51.8%

TRUMP 45.9%

D R

0-10%

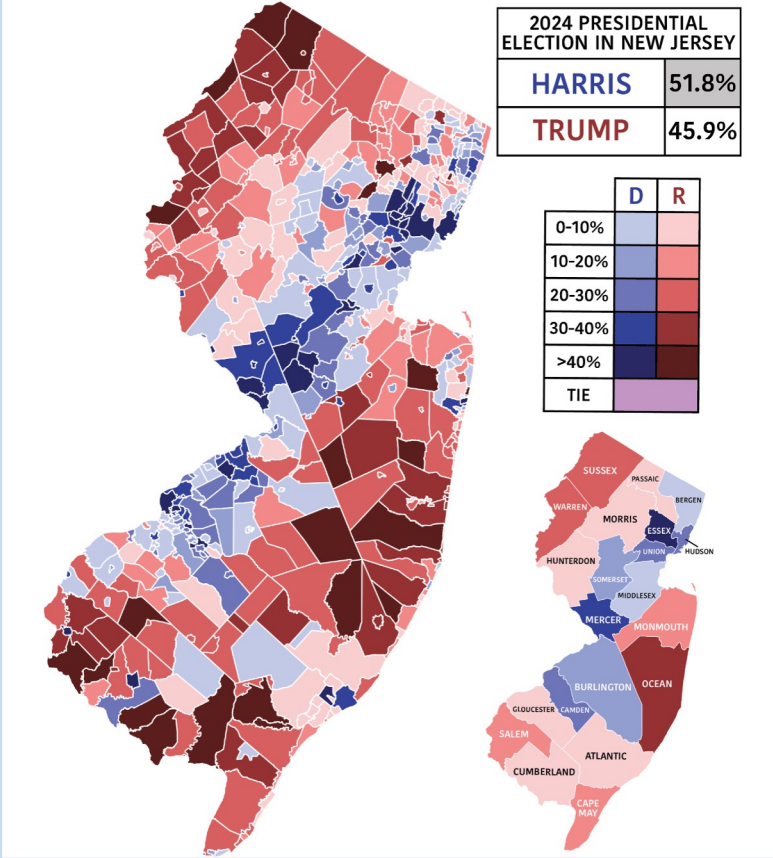
10-20%

20-30%

30-40%

>40%

TIE



Key Findings: NJ Needs Fresh Face, New Direction

Voters Demand Change—and a Break from Phil Murphy

- A majority say NJ is on the wrong track (53%)
- A majority say the state needs major change (52%)
- 57% would not vote for Phil Murphy if he could run for a third term
- 63% think the next governor should take the state in a different direction from Murphy

Sherrill's Lead is Soft—Ciattarelli Wins the Argument

- Sherrill enters the race below 50% and with a modest lead on the initial ballot, 47% to Ciattarelli's 42%. Another 11% undecided or preferring a third-party candidate.
- Once voters are presented with policy contrasts and candidate messaging, the race flips: Ciattarelli beats her 48% to 41%. This swing underscores the persuasive power of his platform and the vulnerability of Sherrill's record in the Washington swamp once it's defined for voters.

Cost of Living and Taxes Continue to Dominate the Agenda; Immigration also a Top Worry

- Voters' priorities remain firmly grounded in economic reality. Property taxes (50%) and inflation/cost of living (33%) overwhelmingly top the list of concerns. Immigration (16%), education (14%), and healthcare (14%) also register in double digits, but none come close to matching the salience of affordability issues.

Key Findings: Mikie is No Moderate

Sherrill's Record: A Blueprint for Contrast Messaging

- The data are clear: Mikie Sherrill's voting record is a major liability among New Jersey voters. Her positions on taxes, social issues, and immigration, and her own personal enrichment all generate strong net negative reactions—especially among Independents, “wrong track” voters, “persuadables”, and voters that perceive Sherrill to be a moderate. She is a doctrinaire Democrat long on crazy talk and short on solutions.
 - **Her vote to not extend Trump tax cuts, leading to a potential \$1,700 tax hike for families, tax hike on small businesses and a cut to the child tax credit (65% less likely to support Sherrill)**
 - **Pushing LGBTQ curriculum and dismissing parental concerns over boys in girls sports “ (58% less likely)**
 - **Opposition to immigration enforcement and support for taxpayer-funded healthcare for illegal immigrants (58% less likely)**
 - **Tripling her net worth while serving on Armed Services Committee, including defense stock trades (58% less likely)**
 - **Voted against Laken Riley Act (57% less likely)**
 - **Opposition to legislation to prohibit biological boys in girls' sports (55% less likely)**
 - **Continuing Murphy's 100% renewable energy plan by 2035 (53% less likely)**
 - **Voting with Biden over 90%, leading to high inflation (53% less likely)**

Key Findings: Jack has our back; voters approve his plans to improve affordability, quality of life

Ciattarelli's Agenda Aligns with Voter Priorities

- His proposal to cap property taxes and expand the senior freeze earns support from 63% of voters. Majorities also support his plans to cut state spending by 30% and audit the budget line-by-line (56%), fix bail loopholes for violent and repeat offenders (56%), expand educational freedom (55%), and end sanctuary status for violent criminal illegal immigrants (52%). His platform is not just conservative—it is calibrated to voter priorities.

The Trump Factor

- 46% of New Jersey voters view POTUS favorably; 51% unfavorably. This is consistent with his narrow five-point margin in the state in the 2024 election. His endorsement of Jack and the America First/NJ First agenda can be an asset among persuadables and Independents.
- **A solid 60% of voters say they want the next governor to work with President Trump, compared to just 34% who want the next governor to oppose him as much as possible. New Jersey is clear: they want a collaborative governor, not a Gavin Newsom or JB Pritzker.**

Political Background in the Garden State

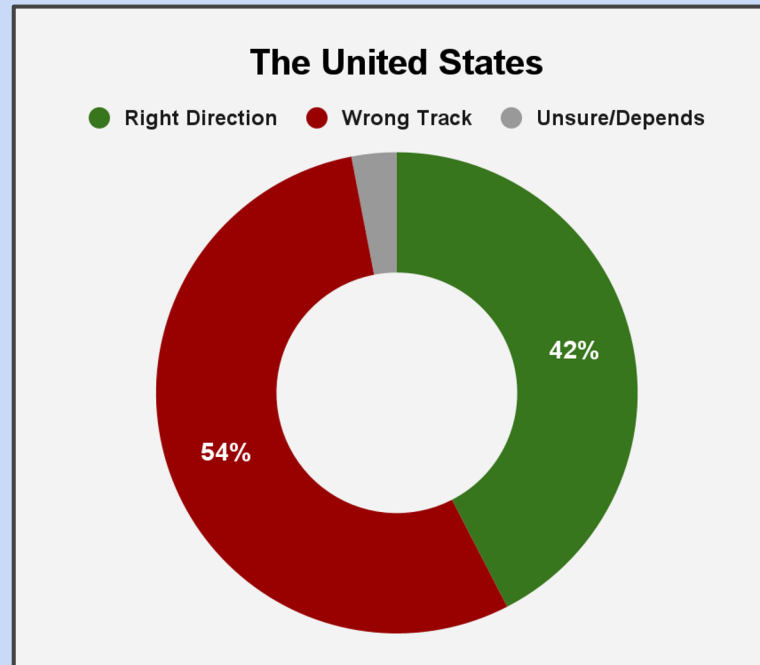


Garden State Blues: Majority of Voters Are Pessimistic About the Direction of the State and Country

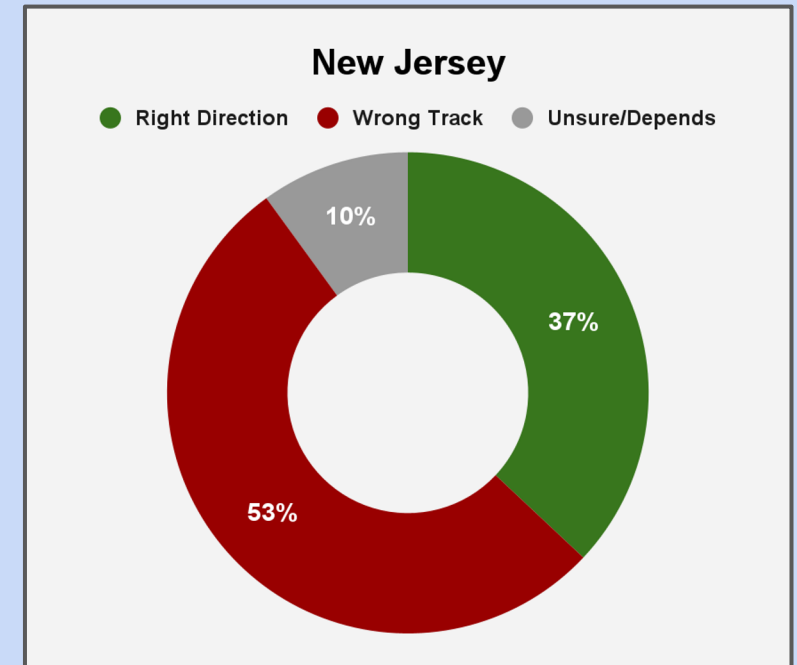
- Notable groups more likely to say NJ is on the wrong track:

- Republicans (72%)
- Unaffiliated voters (61%)
- Men (56%)
- Parents (56%)
- Ages 36-55 (55%)
- Undecided voters (55%)
- Union Households (53%)

In general, do you think things in the United States are headed in the right direction, or have they gotten off on the wrong track?



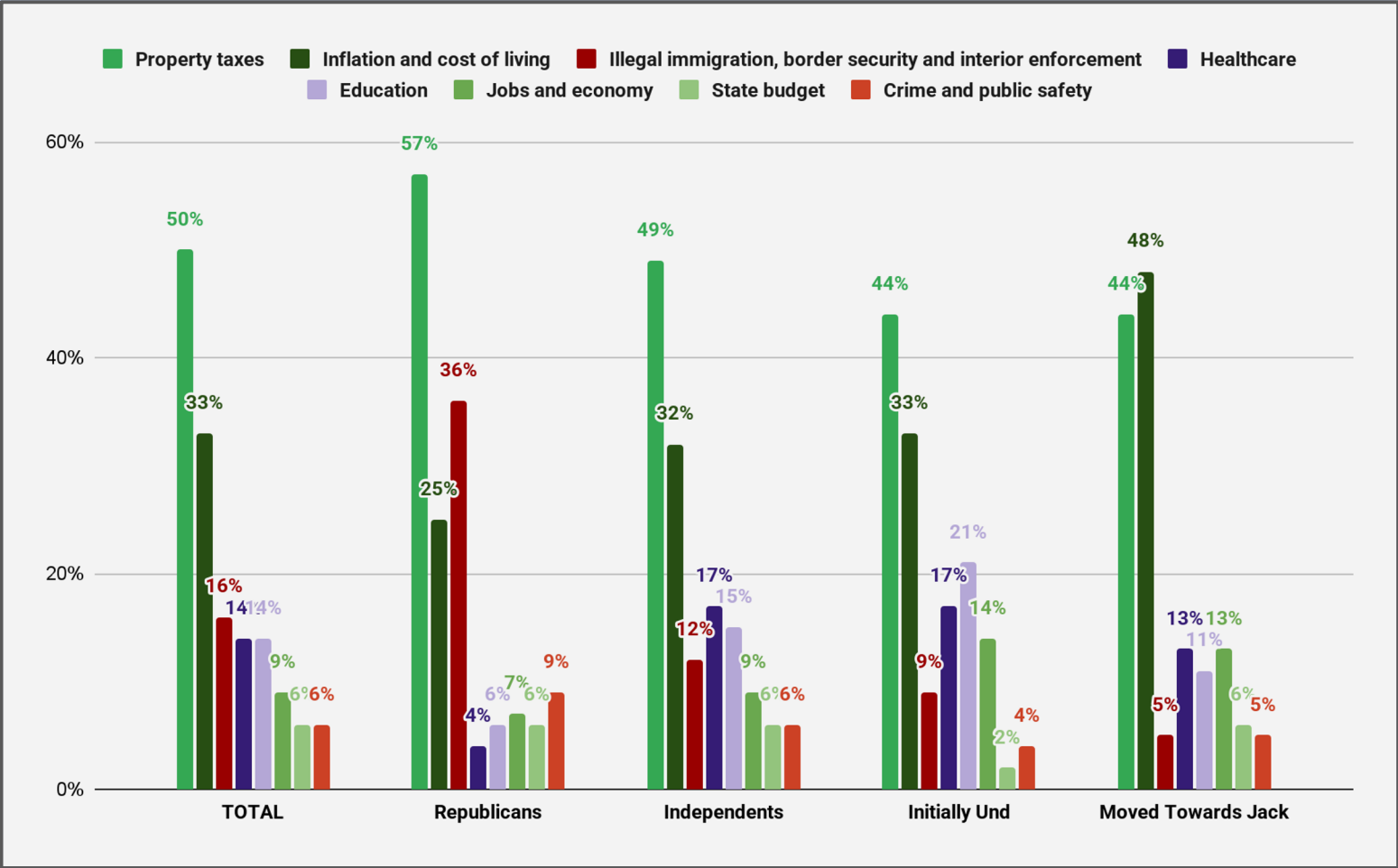
Closer to home, do you think things in New Jersey are headed in the right direction, or have they gotten off on the wrong track?



A DC Democrat Will Only Exacerbate NJ's Economic Woes

- A clear and concise plan for tackling costs and property tax is the entry fee for the two candidates running for governor.
- As a Washington, DC, Democrat, Sherrill's vote history of big spending, higher taxes and more regulation could become a major liability as she seeks to become Chief Executive of a state that is seeking major change.
- Notably, Property Taxes are far and away the top issue for most cohorts, yet cost of living overtakes property taxes among Persuadables or those that moved toward Jack on the informed ballot

Of the following issues, which one are you MOST concerned about here in New Jersey? (ACCEPT TOP TWO)



* "Moved toward Jack" does not include any voters who were undecided on the initial ballot test. This group only includes candidates who leaned toward Sherrill initially, then committed to Jack at the end of the survey

Most Admit Illegal Immigration Is A Concern Across NJ

When it comes to illegal immigration, what is the biggest problem with the estimated tens of thousands of migrants who have recently come to live in New Jersey illegally?

A) They put stress on social services like schools, hospitals and housing

B) Some of them have criminal backgrounds

C) It costs all of us more to have them here

D) They take jobs from New Jerseyans and Americans

E) It's not fair to the rest of us

F) There is not a problem

G) All of the above

Group	A	B	C	D	E	F	G	None of the above
TOTAL	30%	21%	14%	9%	6%	11%	12%	16%
Women	32%	21%	13%	10%	5%	12%	11%	17%
Men	29%	21%	14%	9%	8%	10%	14%	16%
18-35	27%	24%	12%	8%	6%	14%	5%	21%
36-55	31%	18%	17%	7%	4%	12%	11%	19%
56+	31%	22%	13%	11%	8%	10%	14%	14%
Hispanic	23%	13%	11%	9%	4%	7%	14%	26%
Republicans	41%	24%	25%	14%	7%	1%	24%	3%
Independents	32%	21%	12%	8%	8%	13%	11%	16%
Democrats	19%	16%	6%	7%	4%	20%	4%	27%
NJ Wrong Track	36%	25%	18%	11%	9%	7%	17%	10%
Top Issue: Econ	32%	21%	15%	9%	7%	12%	11%	16%
Top Issue: Safety	37%	34%	21%	13%	8%	3%	21%	6%
Top Issue: Social	32%	22%	8%	8%	6%	20%	6%	19%
Aware of Both Cand.	30%	20%	15%	8%	5%	11%	12%	19%
Moved Towards Jack	27%	19%	9%	11%	3%	12%	12%	23%
Initially Und	30%	21%	14%	14%	6%	11%	12%	18%
View Sherrill: Mod	25%	19%	6%	8%	4%	21%	4%	26%
Union HHs	31%	24%	13%	12%	7%	8%	11%	18%
North Jersey	29%	22%	11%	8%	5%	13%	12%	16%
Central Jersey	32%	17%	15%	11%	8%	9%	12%	21%
South Jersey	30%	23%	16%	10%	7%	12%	14%	13%

The Race to Define Yourself and Your Opponent First

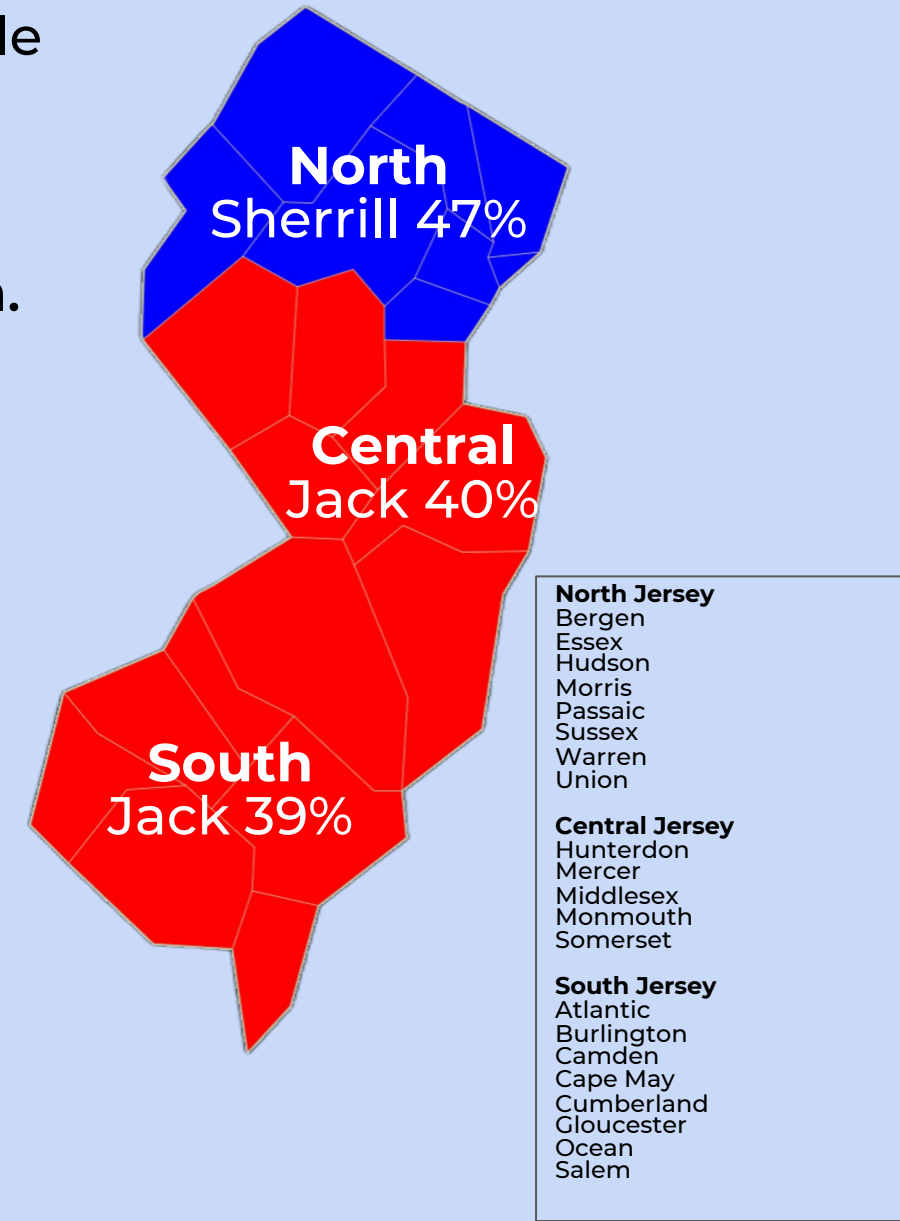
- About 4-in-10 view Sherrill and Jack favorably. A third view Jack unfavorably, and one quarter view Sherrill unfavorably
- **More than a third of voters have yet to form a positive or negative opinion on Sherrill. This includes 39% of Independents.**
 - 28% of voters (35% of Independents) have no opinion or have never heard of Ciattarelli.

	Donald Trump	Phil Murphy	Jack Ciattarelli	Mikie Sherrill
Favorable	46% Overall 39% Women 54% Men 8% Democrats 40% Independents 92% Republicans 43% North Jersey 46% Central Jersey 51% South Jersey	47% Overall 53% Women 41% Men 78% Democrats 49% Independents 13% Republicans 53% North Jersey 47% Central Jersey 39% South Jersey	38% Overall 35% Women 42% Men 10% Democrats 30% Independents 82% Republicans 37% North Jersey 40% Central Jersey 39% South Jersey	40% Overall 44% Women 35% Men 68% Democrats 39% Independents 13% Republicans 46% North Jersey 38% Central Jersey 32% South Jersey
Unfavorable	51% Overall 57% Women 45% Men 89% Democrats 57% Independents 7% Republicans 52% North Jersey 52% Central Jersey 48% South Jersey	45% Overall 39% Women 52% Men 14% Democrats 42% Independents 81% Republicans 37% North Jersey 49% Central Jersey 53% South Jersey	33% Overall 35% Women 30% Men 57% Democrats 35% Independents 5% Republicans 33% North Jersey 30% Central Jersey 36% South Jersey	26% Overall 24% Women 28% Men 7% Democrats 22% Independents 53% Republicans 25% North Jersey 29% Central Jersey 26% South Jersey
Heard of / No Opinion	2% Overall 4% Women 1% Men 3% Democrats 3% Independents 0% Republicans 4% North Jersey 2% Central Jersey 0% South Jersey	6% Overall 6% Women 6% Men 7% Democrats 6% Independents 4% Republicans 7% North Jersey 4% Central Jersey 7% South Jersey	17% Overall 16% Women 19% Men 18% Democrats 24% Independents 7% Republicans 18% North Jersey 18% Central Jersey 15% South Jersey	19% Overall 18% Women 21% Men 13% Democrats 25% Independents 16% Republicans 15% North Jersey 20% Central Jersey 24% South Jersey
Never heard of	0% Overall 0% Women 0% Men 0% Democrats 0% Independents 0% Republicans 1% North Jersey 0% Central Jersey 0% South Jersey	2% Overall 2% Women 1% Men 1% Democrats 2% Independents 1% Republicans 2% North Jersey 0% Central Jersey 2% South Jersey	11% Overall 13% Women 9% Men 15% Democrats 11% Independents 7% Republicans 12% North Jersey 11% Central Jersey 10% South Jersey	15% Overall 14% Women 16% Men 12% Democrats 14% Independents 18% Republicans 13% North Jersey 13% Central Jersey 18% South Jersey

Playing Offense On Sherrill's Turf – North Jersey

The only region where Mikie Sherrill is found more favorable than Jack Ciattarelli is North Jersey—the bluest part of the state and her congressional backyard.

- Even there, she's under 50%, with a staggering 28% of voters either unfamiliar with her or holding no opinion.
- 37% in North Jersey view Ciattarelli favorably with 30% unfamiliar with him or no opinion.
- North Jersey is home to most counties that saw significant gains under President Trump – Passaic, Bergen, Morris, Essex, Union and Hudson
- Ciattarelli is at 40% in his home base of Central Jersey, with 30% still unsure or unaware of him.

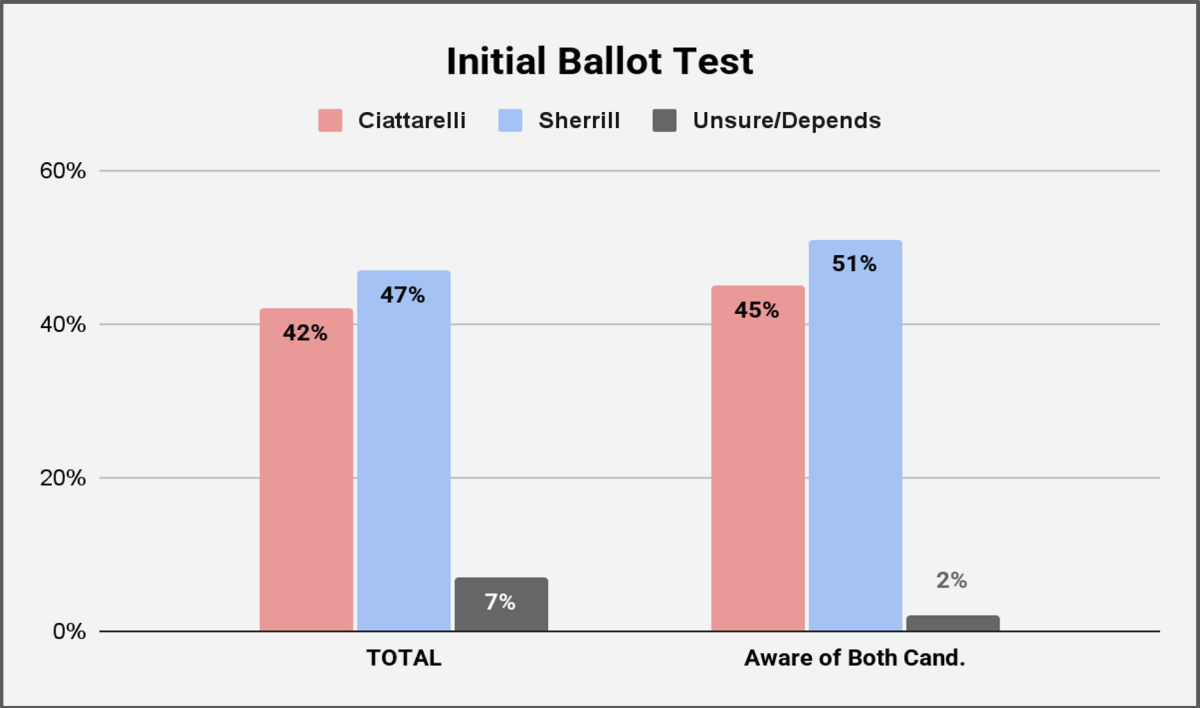


The NJ Governor Race is Up For Grabs

Neither candidate reaches 50%. Mikie's 5-point lead is unimpressive for a Democrat in a "blue state".

- **Gender Gap:** Sherrill has a 19% advantage among women. Jack only has a 7% advantage among men.
- **Hispanics:** +17% Sherrill
- Jack must carry and build on Trump's success of a reverse gender gap (winning men significantly, and closing the female vote gap), appeal to the new wave of Trump voting Hispanics and Union households, and maximize impact among economic/change focused voters.

If the election for Governor of New Jersey was today, for whom would you vote Republican former Assemblyman Jack Ciattarelli or Democrat, Congresswoman Mikie Sherrill?



Notable Groups	Ciattarelli	Sherrill	Unsure/Depends	NET
TOTAL	42%	47%	7%	-5%
Aware of Both Cand.	45%	51%	2%	-6%
Women	35%	52%	9%	-17%
Men	50%	41%	6%	9%
Hispanic	34%	51%	10%	-17%
Republicans	91%	2%	5%	89%
Independents	36%	49%	11%	-13%
Democrats	5%	89%	4%	-84%
NJ Wrong Track	61%	27%	8%	34%
Top Issue: Econ	41%	48%	8%	-7%
View Sherrill: Mod	14%	80%	4%	-66%
Union HHs	38%	52%	8%	-14%
North Jersey	38%	50%	9%	-12%
Central Jersey	43%	46%	8%	-3%
South Jersey	48%	43%	6%	5%

**View Sherrill: Mod" refers to voters who view Mikie Sherrill as a "Moderate" over Liberal/Conservative

Sherrill Must Own and Eat Her Liberal Record

Thinking about both of the candidates running for governor, please tell me how you consider each of their political views. Do you consider them to be...

- Sherrill's record is at completely at odds with this perception, yet it is Sherrill's intention for voters at home (NJ) to not see, read or hear what she was up to in Washington, DC for the last 7 years.
 - Notable Groups most likely to say Sherrill is Moderate:
 - 41% voters who want minor change
 - 30% of Movers from Sherrill to Jack on ballot
 - 28% Union Households
 - 28% Suburban voters
 - 28% Central Jersey region
 - 27% Women
 - 25% top issue – economic

	Jack Ciattarelli	Mikie Sherrill
Liberal	5% Overall 4% Women 5% Men 5% Democrats 4% Independents 4% Republicans 4% North Jersey 4% Central Jersey 6% South Jersey	48% Overall 46% Women 50% Men 41% Democrats 39% Independents 69% Republicans 47% North Jersey 48% Central Jersey 50% South Jersey
Moderate	14% Overall 12% Women 17% Men 6% Democrats 15% Independents 22% Republicans 12% North Jersey 18% Central Jersey 16% South Jersey	25% Overall 27% Women 24% Men 38% Democrats 31% Independents 7% Republicans 26% North Jersey 28% Central Jersey 22% South Jersey
Conservative	59% Overall 56% Women 61% Men 64% Democrats 54% Independents 63% Republicans 62% North Jersey 52% Central Jersey 59% South Jersey	5% Overall 5% Women 5% Men 7% Democrats 5% Independents 3% Republicans 6% North Jersey 4% Central Jersey 6% South Jersey
Unsure	22% Overall 27% Women 18% Men 25% Democrats 27% Independents 11% Republicans 22% North Jersey 27% Central Jersey 19% South Jersey	22% Overall 22% Women 21% Men 14% Democrats 25% Independents 21% Republicans 21% North Jersey 20% Central Jersey 23% South Jersey

Change Series



A Change Election Requires a Change Candidate

Thinking about the current state of New Jersey, which of these statements best represents your view?

- More than 3-in-4 voters who say NJ is on the wrong track think **we need a major change**.
- As we saw in the ballot, **Men, Independents, and Economic voters are among the groups most eager for change and are ripe for Jack to move them to his column.**
- Most voters who moved toward Jack after messaging say NJ only needs minor changes.
 - These messages work even when voters think things are okay.

	The state of New Jersey needs...				
Notable Groups	...major changes	...minor changes	...no real change	Unsure/Depends	NET Major Changes
TOTAL	52%	40%	4%	3%	12%
Women	49%	42%	5%	4%	7%
Men	57%	38%	3%	2%	19%
18-35	46%	49%	3%	2%	-3%
36-55	49%	43%	5%	3%	6%
56+	55%	38%	4%	3%	17%
Hispanic	47%	41%	6%	5%	6%
Republicans	82%	15%	2%	1%	67%
Independents	52%	42%	3%	3%	10%
Democrats	27%	62%	7%	4%	-35%
NJ Wrong Track	77%	21%	1%	1%	56%
Top Issue: Econ	52%	41%	4%	2%	11%
Aware of Both Cand.	52%	43%	4%	1%	9%
Moved Towards Jack	39%	56%	1%	3%	-17%
Initially Und	45%	43%	6%	6%	2%
View Sherrill: Mod	27%	65%	6%	3%	-38%
Union HHs	47%	46%	4%	4%	1%
North Jersey	51%	41%	3%	5%	10%
Central Jersey	50%	44%	5%	1%	6%
South Jersey	56%	37%	4%	2%	19%

Friend-of-Mikie Phil Murphy Is A Liability for Democrats

Should the next governor mostly continue the policies of Phil Murphy or take the state in a different direction?

- Nearly two-thirds of New Jersey voters (63%) want the state to head in a different direction, while just 27% favor continuing Gov. Murphy’s policies—a net -36 for continuity.
- In a separate question, 57% say they would not vote for Murphy if he was eligible for a third term.
- This sentiment cuts across gender, age, and region, posing a clear challenge for Murphy-aligned Sherrill, especially among Hispanics, independents and economically focused voters.

Group	Take the state in a different direction	Mostly continue the policies of Phil Murphy	Unsure/Depends	NET
TOTAL	63%	27%	10%	-36%
Women	58%	28%	14%	-30%
Men	69%	25%	6%	-44%
18-35	58%	31%	11%	-27%
36-55	63%	27%	10%	-36%
56+	65%	25%	11%	-40%
Hispanic	61%	25%	13%	-36%
Republicans	90%	7%	3%	-83%
Independents	62%	27%	11%	-35%
Democrats	39%	46%	15%	7%
NJ Wrong Track	86%	8%	5%	-78%
Top Issue: Econ	64%	26%	10%	-38%
Aware of Both Cand.	63%	29%	8%	-34%
Moved Towards Jack	55%	30%	16%	-25%
Initially Und	64%	20%	15%	-44%
View Sherrill: Mod	47%	40%	13%	-7%
Union HHs	62%	29%	9%	-33%
North Jersey	60%	29%	11%	-31%
Central Jersey	64%	27%	10%	-37%
South Jersey	67%	23%	9%	-44%

New Jerseyans Demand Collaboration – not Confrontation – between its Next Governor & President Trump

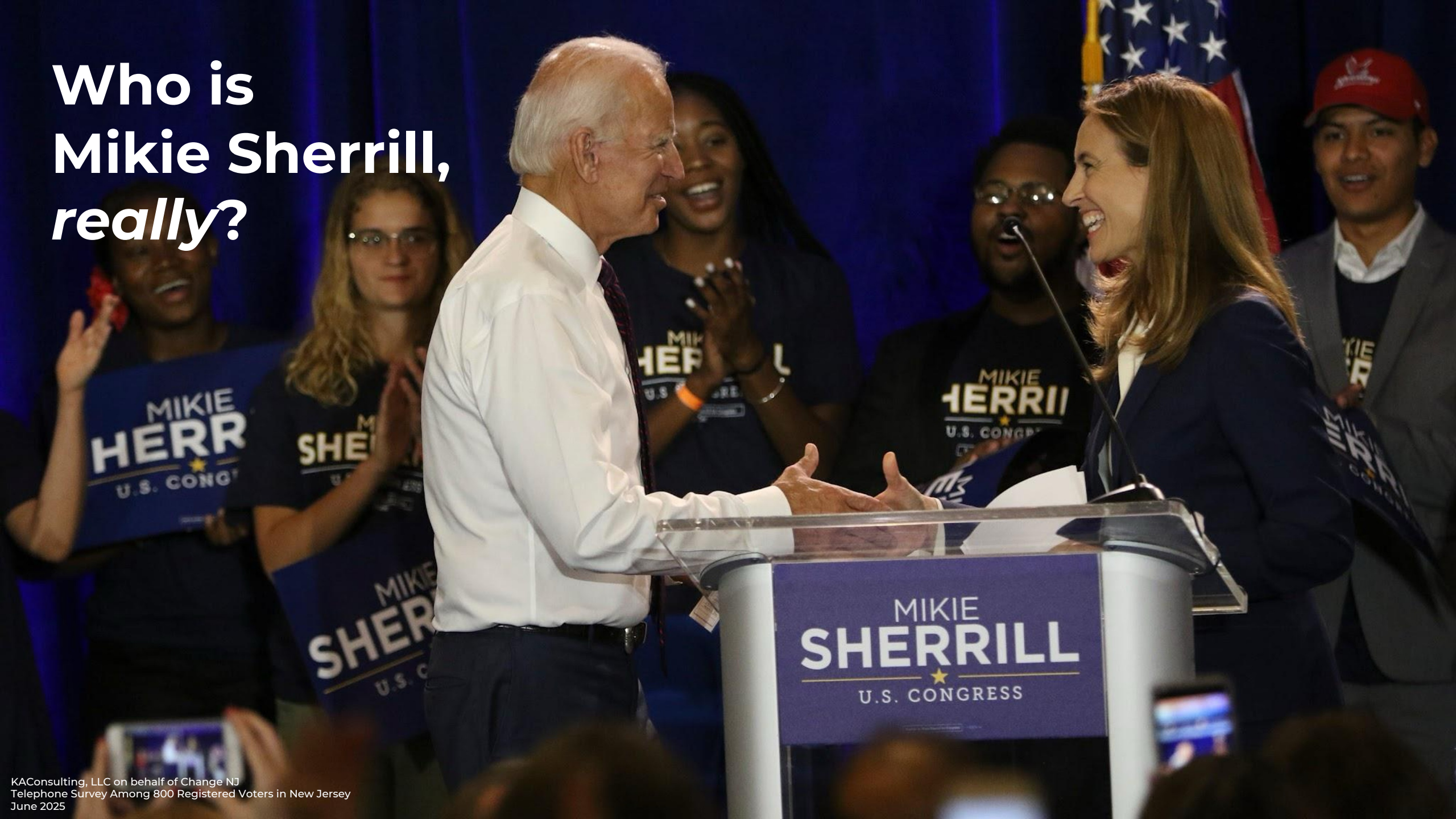
When thinking about the next governor of New Jersey and their relationship with the federal government and President Trump, would you prefer the next governor oppose President Trump as much as possible or work with President Trump as much as possible on issues that impact and could help New Jersey?

A majority of nearly all demographics and voter cohorts (except Democrats) want the next Governor to work with President Trump.

The data suggests the anti-“Trump, Trump, Trump” strategy of Sherrill can backfire, if deployed correctly.

Notable Groups	Work with President Trump as much as possible	Oppose President Trump as much as possible	Unsure / Depends	NET OPPOSE
TOTAL	60%	34%	6%	-26%
Women	53%	40%	7%	-13%
Men	68%	27%	5%	-41%
18-35	52%	41%	7%	-11%
36-55	56%	38%	6%	-18%
56+	64%	29%	6%	-35%
Hispanic	56%	36%	8%	-20%
Republicans	94%	4%	2%	-90%
Independents	60%	35%	5%	-25%
Democrats	26%	63%	11%	37%
NJ Wrong Track	75%	21%	4%	-54%
Top Issue: Econ	60%	34%	6%	-26%
Aware of Both Cand.	59%	35%	6%	-24%
Moved Towards Jack	50%	43%	7%	-7%
Initially Und	64%	24%	12%	-40%
View Sherrill: Mod	37%	54%	10%	17%
Union HHs	53%	39%	8%	-14%
North Jersey	58%	35%	7%	-23%
Central Jersey	59%	36%	4%	-23%

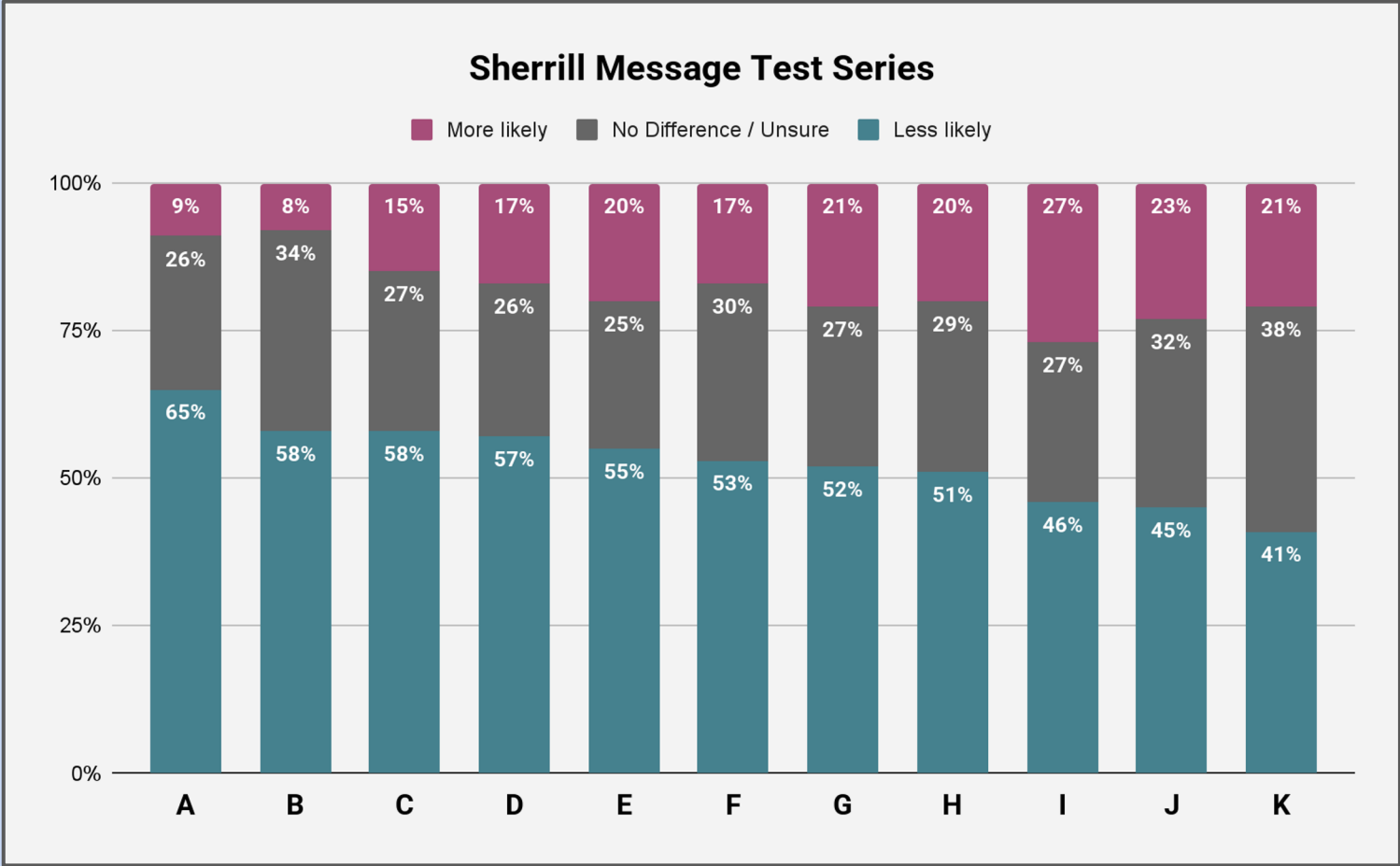
Who is Mikie Sherrill, *really?*



Sherrill's Record is At Odds with Her Perception, and New Jersey Voters

Sherrill Hits Message Test Series

- A)** Sherrill has promised to **end, not extend, tax cuts and credits** that residents and small businesses in NJ have had for 8 years. This would lead to a **\$1,700 tax hike for every family, cut the child tax credit in half, and raise taxes significantly on 26 million small businesses.**
- B)** Members of Congress make less than \$200,000 per year. Yet, **Sherrill has tripled her net worth to \$10 million dollars since becoming a Member of Congress** - including buying and selling shares of several defense contractors while she was a Member of the Armed Services Committee in Congress.
- C)** Earlier this year, Sherrill said she would **push an LGBTQ education into our schools**" and said it was QUOTE **"bullshit" for parents to be concerned about biological boys playing in girls' sports.**
- D)** Sherrill was silent when over 10 million illegal immigrants crossed the border during the Biden Administration. She has stated that she **opposes a border wall, opposes the deportation of criminal illegal aliens, and supported giving illegal immigrants taxpayer funded healthcare.**
- E)** Sherrill **voted against the Laken Riley Act**, which requires illegal immigrants arrested or charged with theft or violence to be detained.
- F)** Sherrill **voted with former President Biden over 90% of the time**, including trillions of dollars in spending bills that contributed to the highest inflation in nearly 40 years.
- G)** Sherrill **would continue Governor Murphy's Energy Master Plan** that calls for 100% renewable energy by 2035, which hurts workers in traditional energy jobs and would **cost an estimated \$52,500 for every New Jersey resident**, to be paid by taxpayers.
- H)** Sherrill **opposed legislation to prohibit biological boys from playing girls sports.**
- I)** Sherrill recently claimed that she **supported a study to use taxpayer dollars to fund monetary reparations for descendants of slaves** saying, I often thought that it was something we do have to do here in this country because the harm has never truly been addressed".
- J)** Sherrill recently **voted against tax cut legislation that would raise the state and local tax deduction to \$40,000, increase long run wages by up to \$14,000 and increase take home pay for a family of four by up to \$16,000 for New Jersey families.**
- K)** Sherrill **proposed bussing children from local schools to county schools** to better integrate them



Out-of-Touch and Out-of-Synch: Sherrill Suffers Major Blow when Voters Learn the Facts about her Beliefs, Voting Record, Priorities, and Own Words: Inept Like Biden, Inarticulate like Kamala

- Even voters who see Sherrill as moderate react negatively to the tax message (-36%).
- Persuadables or movers respond negatively across the board to Sherrill, signaling these attacks could shift the race.

	More Likely	Less Likely	No Difference	Net More Likely
Sherrill has promised to end, not extend, tax cuts and credits that residents and small businesses in NJ have had for 8 years. This would lead to a \$1,700 tax hike for every family, cut the child tax credit in half, and raise taxes significantly on 26 million small businesses.	9% TOTAL 12% Moved Towards Jack 10% Initially Und 8% Aware of Both Cand. 13% Don't Know Jack 13% View Sherrill: Mod 10% Independents 5% NJ Wrong Track 10% Union HHs	65% TOTAL 68% Moved Towards Jack 60% Initially Und 62% Aware of Both Cand. 66% Don't Know Jack 49% View Sherrill: Mod 64% Independents 78% NJ Wrong Track 67% Union HHs	21% TOTAL 13% Moved Towards Jack 24% Initially Und 25% Aware of Both Cand. 16% Don't Know Jack 31% View Sherrill: Mod 21% Independents 15% NJ Wrong Track 20% Union HHs	-56% TOTAL -56% Moved Towards Jack -50% Initially Und -54% Aware of Both -53% Don't Know Jack -36% View Sherrill: Mod -54% Independents -73% NJ Wrong Track -57% Union HHs
Members of Congress make less than \$200,000 per year. Yet, Sherrill has tripled her net worth to \$10 million dollars since becoming a Member of Congress - including buying and selling shares of several defense contractors while she was a Member of the Armed Services Committee in Congress.	8% TOTAL 17% Moved Towards Jack 5% Initially Und 7% Aware of Both Cand. 13% Don't Know Jack 10% View Sherrill: Mod 7% Independents 3% NJ Wrong Track 11% Union HHs	58% TOTAL 52% Moved Towards Jack 60% Initially Und 56% Aware of Both Cand. 51% Don't Know Jack 38% View Sherrill: Mod 58% Independents 69% NJ Wrong Track 49% Union HHs	31% TOTAL 24% Moved Towards Jack 30% Initially Und 35% Aware of Both Cand. 29% Don't Know Jack 47% View Sherrill: Mod 33% Independents 24% NJ Wrong Track 36% Union HHs	-50% TOTAL -35% Moved Towards Jack -55% Initially Und -49% Aware of Both -38% Don't Know Jack -28% View Sherrill: Mod -51% Independents -66% NJ Wrong Track -38% Union HHs
Earlier this year, Sherrill said she would push an LGBTQ education into our schools " and said it was QUOTE "bullshit" for parents to be concerned about biological boys playing in girls' sports.	15% TOTAL 16% Moved Towards Jack 12% Initially Und 17% Aware of Both Cand. 11% Don't Know Jack 28% View Sherrill: Mod 13% Independents 9% NJ Wrong Track 21% Union HHs	58% TOTAL 58% Moved Towards Jack 64% Initially Und 56% Aware of Both Cand. 54% Don't Know Jack 33% View Sherrill: Mod 57% Independents 73% NJ Wrong Track 54% Union HHs	23% TOTAL 18% Moved Towards Jack 20% Initially Und 24% Aware of Both Cand. 27% Don't Know Jack 34% View Sherrill: Mod 27% Independents 15% NJ Wrong Track 21% Union HHs	-43% TOTAL -42% Moved Towards Jack -52% Initially Und -39% Aware of Both -43% Don't Know Jack -5% View Sherrill: Mod -44% Independents -64% NJ Wrong Track -33% Union HHs
Sherrill was silent when over 10 million illegal immigrants crossed the border during the Biden Administration. She has stated that she opposes a border wall, opposes the deportation of criminal illegal aliens, and supported giving illegal immigrants taxpayer funded healthcare.	17% TOTAL 22% Moved Towards Jack 12% Initially Und 19% Aware of Both Cand. 16% Don't Know Jack 27% View Sherrill: Mod 16% Independents 9% NJ Wrong Track 21% Union HHs	57% TOTAL 58% Moved Towards Jack 65% Initially Und 52% Aware of Both Cand. 57% Don't Know Jack 30% View Sherrill: Mod 58% Independents 72% NJ Wrong Track 52% Union HHs	22% TOTAL 14% Moved Towards Jack 20% Initially Und 26% Aware of Both Cand. 20% Don't Know Jack 36% View Sherrill: Mod 23% Independents 16% NJ Wrong Track 23% Union HHs	-40% TOTAL -36% Moved Towards Jack -53% Initially Und -33% Aware of Both -41% Don't Know Jack -3% View Sherrill: Mod -42% Independents -63% NJ Wrong Track -31% Union HHs

*Movers are those who switched from Sherrill or Undecided towards Jack Ciattarelli on the informed ballot

“Mikie Made Millions” AND Has Taken Millions away from NJ Families, Businesses

Undecided voters respond strongly, signaling real vulnerability among persuadables.

	More Likely	Less Likely	No Difference	Net More Likely
Sherrill voted against the Laken Riley Act , which requires illegal immigrants arrested or charged with theft or violence to be detained.	20% TOTAL 24% Moved Towards Jack 15% Initially Und 21% Aware of Both Cand. 24% Don't Know Jack 29% View Sherrill: Mod 20% Independents 14% NJ Wrong Track 23% Union HHs	55% TOTAL 55% Moved Towards Jack 58% Initially Und 52% Aware of Both Cand. 54% Don't Know Jack 32% View Sherrill: Mod 54% Independents 69% NJ Wrong Track 51% Union HHs	21% TOTAL 17% Moved Towards Jack 18% Initially Und 24% Aware of Both Cand. 14% Don't Know Jack 33% View Sherrill: Mod 24% Independents 14% NJ Wrong Track 21% Union HHs	-35% TOTAL -31% Moved Towards Jack -43% Initially Und -31% Aware of Both Cand. -30% Don't Know Jack -3% View Sherrill: Mod -34% Independents -55% NJ Wrong Track -28% Union HHs
Sherrill voted with former President Biden over 90% of the time , including trillions of dollars in spending bills that contributed to the highest inflation in nearly 40 years.	17% TOTAL 25% Moved Towards Jack 5% Initially Und 19% Aware of Both Cand. 15% Don't Know Jack 28% View Sherrill: Mod 17% Independents 7% NJ Wrong Track 22% Union HHs	53% TOTAL 50% Moved Towards Jack 59% Initially Und 49% Aware of Both Cand. 48% Don't Know Jack 24% View Sherrill: Mod 48% Independents 69% NJ Wrong Track 49% Union HHs	26% TOTAL 19% Moved Towards Jack 28% Initially Und 28% Aware of Both Cand. 28% Don't Know Jack 40% View Sherrill: Mod 31% Independents 20% NJ Wrong Track 26% Union HHs	-36% TOTAL -25% Moved Towards -54% Initially Und -30% Aware of Both -33% Don't Know Jack 4% View Sherrill: Mod -31% Independents -62% NJ Wrong Track -27% Union HHs
Sherrill would continue Governor Murphy's Energy Master Plan that calls for 100% renewable energy by 2035, which hurts workers in traditional energy jobs and would cost an estimated \$52,500 for every New Jersey resident , to be paid by taxpayers.	21% TOTAL 33% Moved Towards Jack 13% Initially Und 22% Aware of Both Cand. 22% Don't Know Jack 37% View Sherrill: Mod 23% Independents 11% NJ Wrong Track 20% Union HHs	52% TOTAL 40% Moved Towards Jack 60% Initially Und 48% Aware of Both Cand. 52% Don't Know Jack 23% View Sherrill: Mod 48% Independents 69% NJ Wrong Track 50% Union HHs	23% TOTAL 19% Moved Towards Jack 21% Initially Und 26% Aware of Both Cand. 20% Don't Know Jack 34% View Sherrill: Mod 25% Independents 17% NJ Wrong Track 26% Union HHs	-31% TOTAL -7% Moved Towards Jack -47% Initially Und -26% Aware of Both -30% Don't Know Jack 14% View Sherrill: Mod -25% Independents -58% NJ Wrong Track -30% Union HHs
Sherrill opposed legislation to prohibit biological boys from playing girls sports .	20% TOTAL 33% Moved Towards Jack 17% Initially Und 20% Aware of Both Cand. 18% Don't Know Jack 26% View Sherrill: Mod 21% Independents 16% NJ Wrong Track 26% Union HHs	51% TOTAL 46% Moved Towards Jack 51% Initially Und 51% Aware of Both Cand. 51% Don't Know Jack 32% View Sherrill: Mod 49% Independents 64% NJ Wrong Track 49% Union HHs	25% TOTAL 17% Moved Towards Jack 25% Initially Und 27% Aware of Both Cand. 25% Don't Know Jack 39% View Sherrill: Mod 26% Independents 17% NJ Wrong Track 23% Union HHs	-31% TOTAL -13% Moved Towards Jack -34% Initially Und -31% Aware of Both Cand. -33% Don't Know Jack -6% View Sherrill: Mod -28% Independents -48% NJ Wrong Track -23% Union HHs

Sherrill's Vote For a Tax Hike, More Important Than a Vote for a Tax Cut

It is worth keeping a close eye on the two ways we worded her vote against Trump's tax cuts. The second version below, perhaps is too "wonky" for a poll or a campaign ad. The first version that tested better (65% less likely) and focuses on something many people relate to - taking away something (they already have and have been living with for 7+ years.

	More Likely	Less Likely	No Difference	Net More Likely
Sherrill recently claimed that she supported a study to use taxpayer dollars to fund monetary reparations for descendants of slaves saying, I often thought that it was something we do have to do here in this country because the harm has never truly been addressed".	27% TOTAL 40% Moved Towards Jack 22% Initially Und 25% Aware of Both Cand. 33% Don't Know Jack 48% View Sherrill: Mod 25% Independents 18% NJ Wrong Track 33% Union HHs	46% TOTAL 34% Moved Towards Jack 37% Initially Und 49% Aware of Both Cand. 37% Don't Know Jack 21% View Sherrill: Mod 46% Independents 63% NJ Wrong Track 42% Union HHs	24% TOTAL 21% Moved Towards Jack 35% Initially Und 24% Aware of Both Cand. 22% Don't Know Jack 27% View Sherrill: Mod 26% Independents 17% NJ Wrong Track 23% Union HHs	-19% TOTAL 6% Moved Towards Jack -15% Initially Und -24% Aware of Both -4% Don't Know Jack 27% View Sherrill: Mod -21% Independents -45% NJ Wrong Track -9% Union HHs
Sherrill recently voted against tax cut legislation that would raise the state and local tax deduction to \$40,000, increase long run wages by up to \$14,000 and increase take home pay for a family of four by up to \$16,000 for New Jersey families.	23% TOTAL 36% Moved Towards Jack 19% Initially Und 23% Aware of Both Cand. 23% Don't Know Jack 28% View Sherrill: Mod 21% Independents 14% NJ Wrong Track 27% Union HHs	45% TOTAL 40% Moved Towards Jack 45% Initially Und 44% Aware of Both Cand. 41% Don't Know Jack 25% View Sherrill: Mod 44% Independents 59% NJ Wrong Track 42% Union HHs	27% TOTAL 22% Moved Towards Jack 25% Initially Und 29% Aware of Both Cand. 25% Don't Know Jack 38% View Sherrill: Mod 30% Independents 22% NJ Wrong Track 28% Union HHs	-22% TOTAL -4% Moved Towards Jack -26% Initially Und -21% Aware of Both Cand. -18% Don't Know Jack 3% View Sherrill: Mod -23% Independents -45% NJ Wrong Track -15% Union HHs
Sherrill proposed bussing children from local schools to county schools to better integrate them.	21% TOTAL 33% Moved Towards Jack 13% Initially Und 21% Aware of Both Cand. 24% Don't Know Jack 33% View Sherrill: Mod 21% Independents 14% NJ Wrong Track 25% Union HHs	41% TOTAL 33% Moved Towards Jack 36% Initially Und 42% Aware of Both Cand. 38% Don't Know Jack 20% View Sherrill: Mod 42% Independents 55% NJ Wrong Track 33% Union HHs	31% TOTAL 31% Moved Towards Jack 39% Initially Und 33% Aware of Both Cand. 28% Don't Know Jack 41% View Sherrill: Mod 32% Independents 26% NJ Wrong Track 35% Union HHs	-20% TOTAL 0% Moved Towards Jack -23% Initially Und -21% Aware of Both Cand. -14% Don't Know Jack 13% View Sherrill: Mod -21% Independents -41% NJ Wrong Track -8% Union HHs

Re-introducing Jack to Jersey Voters



Jack's Policy Prescriptions are just What NJ Voters Ordered: A Range of Solutions for What Ails Us

- Ciattarelli Hits Message Test Series
- A) Will **cap property taxes** to a percentage of assessed home value so that working families and young people can afford to buy a home, while expanding the senior property tax freeze.

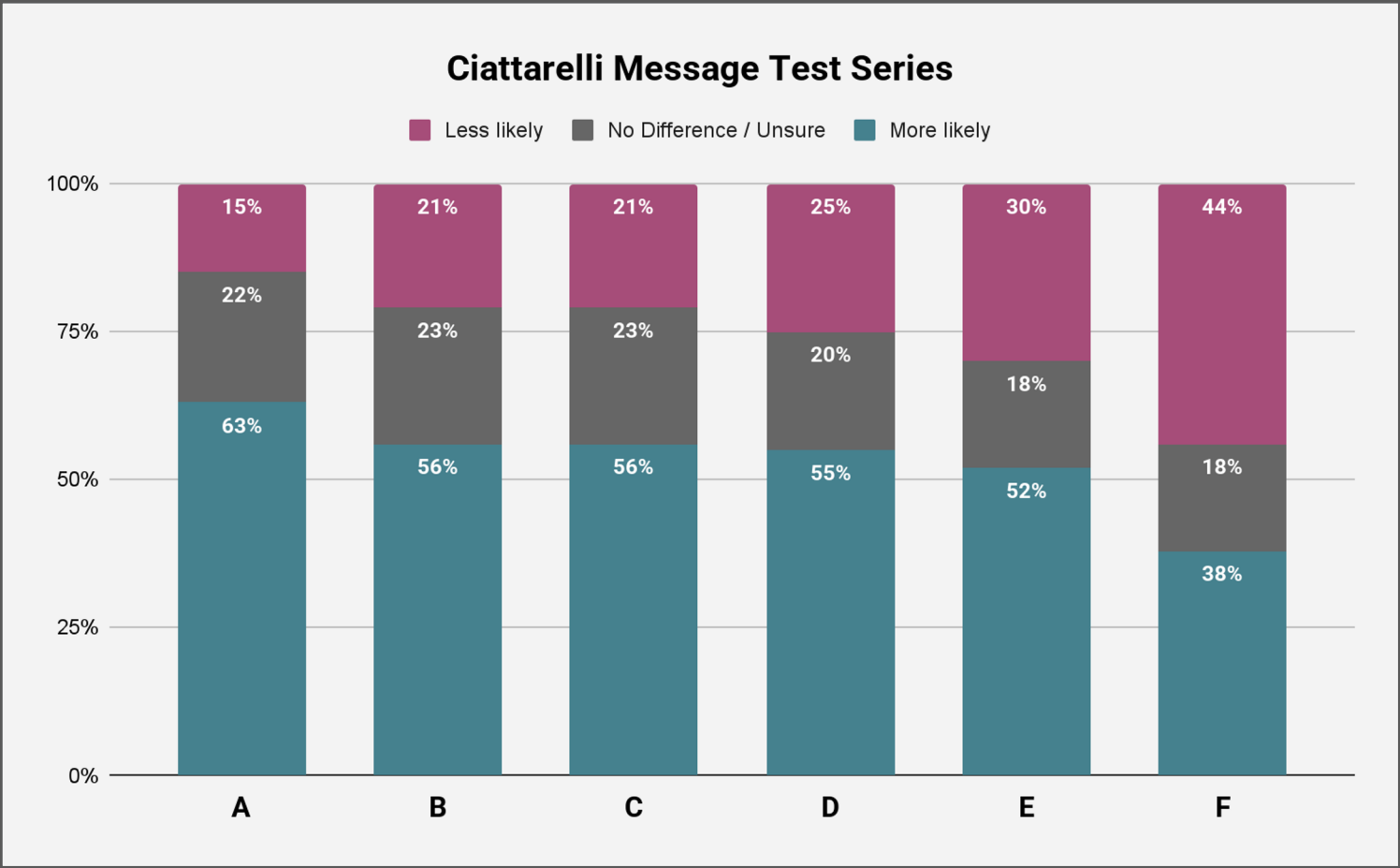
B) Will fix **"Bail Reform" loopholes** that currently allow violent and repeat offenders to walk free.

C) Will **reduce state spending by 30%**, keep future budget growth to no more than the rate of inflation, and use the governor's power to go line by line in the budget to **eliminate and prevent waste**.

D) Will **expand educational freedom so parents have more of a say** where their kids go to school and what is taught there.

E) Will **undo the Sanctuary State and Sanctuary Cities status in NJ** that prevents law enforcement from removing violent criminal illegal immigrants from our communities.

F) Is **endorsed by President Trump**.



How Jack Can Win It

Property Taxes, Affordability, Safety, Education were the top issues according to NJ Voters – here Jack answers their calls with specific solutions for each, and a majority of voters would reward him with their vote after learning the specific policy goals.

	More Likely	Less Likely	No Difference	Net More Likely
Will cap property taxes to a percentage of assessed home value so that working families and young people can afford to buy a home, while expanding the senior property tax freeze.	63% TOTAL 68% Moved Towards Jack 55% Initially Und 59% Aware of Both Cand. 65% Don't Know Jack 43% View Sherrill: Mod 63% Independents 75% NJ Wrong Track 60% Union HHs	15% TOTAL 16% Moved Towards Jack 14% Initially Und 16% Aware of Both Cand. 17% Don't Know Jack 26% View Sherrill: Mod 14% Independents 9% NJ Wrong Track 18% Union HHs	20% TOTAL 13% Moved Towards Jack 25% Initially Und 23% Aware of Both Cand. 13% Don't Know Jack 27% View Sherrill: Mod 21% Independents 13% NJ Wrong Track 20% Union HHs	48% TOTAL 52% Moved Towards Jack 41% Initially Und 43% Aware of Both Cand. 48% Don't Know Jack 17% View Sherrill: Mod 49% Independents 66% NJ Wrong Track 42% Union HHs
Will fix "Bail Reform" loopholes that currently allow violent and repeat offenders to walk free.	56% TOTAL 62% Moved Towards Jack 44% Initially Und 55% Aware of Both Cand. 56% Don't Know Jack 37% View Sherrill: Mod 59% Independents 70% NJ Wrong Track 56% Union HHs	21% TOTAL 18% Moved Towards Jack 31% Initially Und 22% Aware of Both Cand. 25% Don't Know Jack 31% View Sherrill: Mod 22% Independents 14% NJ Wrong Track 22% Union HHs	19% TOTAL 16% Moved Towards Jack 19% Initially Und 20% Aware of Both Cand. 14% Don't Know Jack 27% View Sherrill: Mod 17% Independents 13% NJ Wrong Track 19% Union HHs	35% TOTAL 44% Moved Towards Jack 13% Initially Und 33% Aware of Both Cand. 31% Don't Know Jack 6% View Sherrill: Mod 37% Independents 56% NJ Wrong Track 34% Union HHs
Will reduce state spending by 30% , keep future budget growth to no more than the rate of inflation, and use the governor's power to go line by line in the budget to eliminate and prevent waste .	56% TOTAL 58% Moved Towards Jack 49% Initially Und 52% Aware of Both Cand. 53% Don't Know Jack 31% View Sherrill: Mod 54% Independents 72% NJ Wrong Track 52% Union HHs	21% TOTAL 26% Moved Towards Jack 18% Initially Und 26% Aware of Both Cand. 24% Don't Know Jack 39% View Sherrill: Mod 24% Independents 14% NJ Wrong Track 23% Union HHs	20% TOTAL 15% Moved Towards Jack 25% Initially Und 20% Aware of Both Cand. 17% Don't Know Jack 27% View Sherrill: Mod 20% Independents 12% NJ Wrong Track 23% Union HHs	35% TOTAL 32% Moved Towards Jack 31% Initially Und 26% Aware of Both Cand. 29% Don't Know Jack -8% View Sherrill: Mod 30% Independents 58% NJ Wrong Track 29% Union HHs

***Movers are those who switched from Sherrill or Undecided towards Jack Ciattarelli on the informed ballot**

Jack is the Best Candidate For Common Sense

I now will read to you some facts that have been researched and are true about NJ Governor candidate Mikie Sherrill. Please tell me if each fact alone would make you more or less likely to vote for her. If it would make no difference just tell me and we'll move on.

- In a vacuum, 45% say they are less likely to support Jack after learning President Trump endorsed him.
- Unsurprising as over 4-in-10 in this survey are registered Democrats.
- Yet, more nuanced, we find 6-in-10 prefer a governor who can work with Trump - only Jack can and will do that.

	More Likely	Less Likely	No Difference	Net More Likely
Will expand educational freedom so parents have more of a say where their kids go to school and what is taught there.	55% TOTAL 44% Moved Towards Jack 54% Initially Und 50% Aware of Both Cand. 52% Don't Know Jack 26% View Sherrill: Mod 49% Independents 70% NJ Wrong Track 50% Union HHs	25% TOTAL 32% Moved Towards Jack 19% Initially Und 31% Aware of Both Cand. 26% Don't Know Jack 43% View Sherrill: Mod 28% Independents 15% NJ Wrong Track 26% Union HHs	17% TOTAL 21% Moved Towards Jack 20% Initially Und 18% Aware of Both Cand. 18% Don't Know Jack 28% View Sherrill: Mod 21% Independents 14% NJ Wrong Track 23% Union HHs	30% TOTAL 12% Moved Towards Jack 35% Initially Und 19% Aware of Both Cand. 26% Don't Know Jack -17% View Sherrill: Mod 21% Independents 55% NJ Wrong Track 24% Union HHs
Will undo the Sanctuary State and Sanctuary Cities status in NJ that prevents law enforcement from removing violent criminal illegal immigrants from our communities.	52% TOTAL 46% Moved Towards Jack 44% Initially Und 51% Aware of Both Cand. 45% Don't Know Jack 24% View Sherrill: Mod 50% Independents 68% NJ Wrong Track 52% Union HHs	30% TOTAL 34% Moved Towards Jack 24% Initially Und 33% Aware of Both Cand. 32% Don't Know Jack 51% View Sherrill: Mod 32% Independents 19% NJ Wrong Track 32% Union HHs	15% TOTAL 12% Moved Towards Jack 22% Initially Und 13% Aware of Both Cand. 18% Don't Know Jack 20% View Sherrill: Mod 16% Independents 9% NJ Wrong Track 14% Union HHs	22% TOTAL 12% Moved Towards Jack 20% Initially Und 18% Aware of Both Cand. 13% Don't Know Jack -27% View Sherrill: Mod 18% Independents 49% NJ Wrong Track 20% Union HHs
Is endorsed by President Trump.	38% TOTAL 23% Moved Towards Jack 25% Initially Und 40% Aware of Both Cand. 25% Don't Know Jack 13% View Sherrill: Mod 30% Independents 50% NJ Wrong Track 31% Union HHs	44% TOTAL 53% Moved Towards Jack 36% Initially Und 47% Aware of Both Cand. 50% Don't Know Jack 72% View Sherrill: Mod 48% Independents 29% NJ Wrong Track 45% Union HHs	17% TOTAL 22% Moved Towards Jack 37% Initially Und 13% Aware of Both Cand. 23% Don't Know Jack 15% View Sherrill: Mod 21% Independents 20% NJ Wrong Track 24% Union HHs	-6% TOTAL -30% Moved Towards Jack -11% Initially Und -7% Aware of Both Cand. -25% Don't Know Jack -59% View Sherrill: Mod -18% Independents 21% NJ Wrong Track -14% Union HHs

Jack Gains Momentum and Takes Lead After Messaging

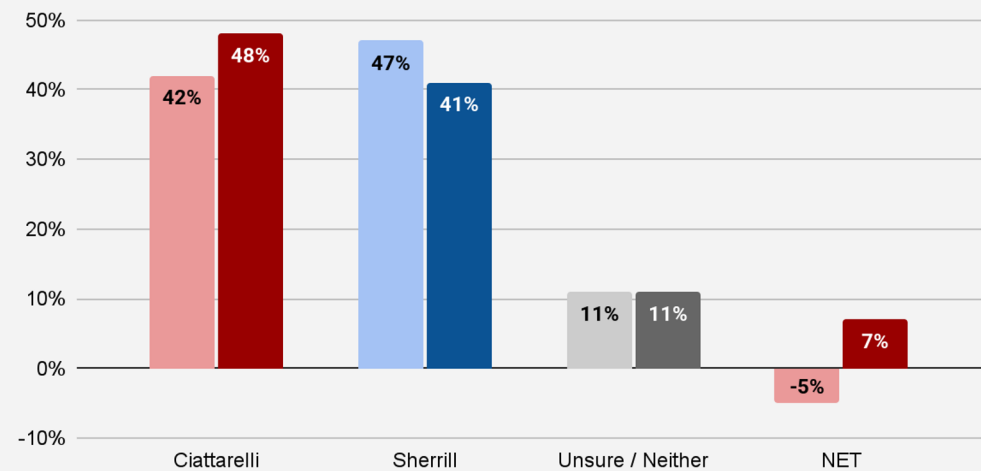
Jack Ciattarelli moves informed voters, improving from 41% to 47%, while Sherrill drops from 48% to 42%, shifting the net margin from -7 to +5 in Ciattarelli’s favor.

The most pronounced gains occur from defining groups in this election - Men, Women, Hispanics, Independents, Economic Voters, Union Households - exactly the coalition Jack must engage.

If the election for Governor of New Jersey was today, for whom would you vote Republican former Assemblyman Jack Ciattarelli or Democrat, Congresswoman Mikie Sherrill?

Initial vs. Informed Ballot Test

Initial Informed



Notable Groups	Initial Ciattarelli	Initial Sherrill	Initial NET	Informed Ciattarelli	Informed Sherrill	Informed NET	Delta NET
TOTAL	42%	47%	-5%	48%	41%	7%	12%
Aware of Both Cand.	45%	51%	-6%	49%	45%	4%	10%
Women	35%	52%	-17%	42%	46%	-4%	13%
Men	50%	41%	9%	55%	36%	19%	10%
Hispanic	34%	51%	-17%	41%	41%	0%	17%
Republicans	91%	2%	89%	92%	3%	89%	0%
Independents	36%	49%	-13%	46%	42%	4%	17%
Democrats	5%	89%	-84%	10%	81%	-71%	13%
NJ Wrong Track	61%	27%	34%	66%	24%	42%	8%
Top Issue: Econ	41%	48%	-7%	48%	42%	6%	13%
View Sherrill: Mod	14%	80%	-66%	18%	75%	-57%	9%
Union HHs	38%	52%	-14%	48%	47%	1%	15%
North Jersey	38%	50%	-12%	44%	43%	1%	13%
Central Jersey	43%	46%	-3%	50%	41%	9%	12%
South Jersey	48%	43%	5%	52%	39%	13%	8%

Focus on Mikie-to-Jack Movers (from initial ballot to informed ballot)



When it comes to issues, Ballot Movers...

- ❖ Are *most* concerned about Inflation and the rising cost of living. (48% list it as a top-two issue - much higher than voters overall). Followed very closely by one of **Jack's top issues** - property taxes (44%).
- ❖ Move toward Jack after hearing about Jack's plan and Sherrill's background, even though 57% say the Garden State needs only minor changes.

This group is pragmatic...

- ❖ They are most moved by Sherrill's vote against the tax cut extension with 68% becoming less likely to support her. And the second best hit was learning Sherrill called parental concerns over boys playing girls sports "bullshit" (58% less likely to vote for her).
- ❖ They are turned off by Sherrill's opposition to Trump's pragmatic approach to immigration and her vote against the Laken Riley Act (58% and 55% less likely)

Compared to all respondents, movers are...

- ❖ **77% more** likely to be a **Union household**.
- ❖ **83% more** likely to be **Hispanic**.
- ❖ **73% more** likely to be **35 or younger**.
- ❖ **29% more** likely to live in the **Central NJ**.
- ❖ **30% more** likely to live in a rural or small town area.
- ❖ **34% more** likely to identify as **moderate**.
- ❖ **Evenly** split by **gender**.
- ❖ **Evenly** split by **formal education background**.
- ❖ **11% less** likely to **have children**.

Action Items



Action Items

New Jersey voters are unmistakably demanding serious change. The Murphy-Sherrill status quo is stale, unpopular, and vulnerable across key demographics. Jack Ciattarelli is uniquely positioned to build on his and Pres. Trump's impressive showings in 2021 and 2024, respectively, and offer a credible, center-right, fresh-faced alternative. The path to victory runs through persuadable blocs, undercutting Sherrill's phony "moderate" biography and appeal, and turning her brand into a liability before it solidifies. Every message, ad, and move must reinforce a simple truth: **Ciattarelli represents a more prosperous, more fair NJ. Sherrill represents more of the same - but worse.**

Challenges and Recommendations:

Target Persuadable Blocks

- Focus on **NJ Wrong Direction** Voters, Voters Who **Don't Know Jack**, and Voters Who View **Sherrill as a Moderate**—each show elevated support for Ciattarelli and strong preference for a shift away from Murphy/Sherrill policies.
- Tap into the coalition Trump engaged, and that Jack initially underperforms with but sees massive movement among on the informed ballot - **Men, Women, Hispanics, Union Households, Independents, Economic voters.**
- **Undecided votes are more likely to be Women, North Jersey residents, Parents, Hispanics, high school graduates, ages 36-45.**
- **Independents are more likely to be Hispanics, ages 46+, Men, and suburban voters.**

Action Items

Drill Down in North Jersey & Core Dem Regions

- *Sherrill is barely ahead of Ciattarelli in North Jersey after messaging (44%-43%) - which is where her Congressional District is based in Montclair, showing that Republicans are competitive even in traditional blue strongholds.*
- *Opportunity to cut into Dem margins and force defensive spending. On the initial ballot, Sherrill had a larger hometown advantage of 51%-37% over Jack.*

Emphasize Change from Murphy

- **63% of voters want a governor that is not a continuation of Gov. Murphy.** Reinforce that Sherrill represents more of the same; position Ciattarelli and the GOP as the alternative New Jerseyans are hungry and thirsty for.

Define Sherrill Early and Sharply

- Her image is only 40% favorable statewide; 26% already view her unfavorably.
- Target those who viewed Sherrill as a Moderate, and the messages that moved them (tax cuts, LGBT, \$10 million profit messages)