StimSight Research

New Jersey Governor Election Poll
July 2025, 1,108 probable voters

[Note: candidate question pairs were rotated, with half the sample answering the Sherrill question first and half answering the Ciattarelli question first.]

1. How likely are you to vote in the election for New Jersey governor this year?
    - 88%   Absolutely certain to vote
    - 9%   Strong probability I will vote
    - 3%   Will vote if I can

2. What is your general impression of the following candidates for governor – Mikie Sherrill?
    - 24%   Very favorable
    - 23%   Somewhat favorable
    - 10%   Somewhat unfavorable
    - 21%   Very unfavorable
    - 22%   No opinion

3. What is your general impression of the following candidates for governor – Jack Ciattarelli?
    - 30%   Very favorable
    - 13%   Somewhat favorable
    - 7%   Somewhat unfavorable
    - 32%   Very unfavorable
    - 19%   No opinion

Looking ahead to the November election…
4. How likely are you to vote for Mikie Sherrill, the Democrat, in the election for governor?
    - 32%   Definitely vote for her
    - 16%   Probably vote for her
    - 7%   Probably <u>not</u> vote for her
    - 35%   Definitely <u>not</u> vote for her
    - 9%   Not sure

5. How likely are you to vote for Jack Ciattarelli, the Republican, in the election for governor?
    - 31%   Definitely vote for him
    - 11%   Probably vote for him
    - 7%   Probably <u>not</u> vote for him
    - 42%   Definitely <u>not</u> vote for him
    - 9%   Not sure

6. How likely are you to vote for one of the third-party candidates for governor? Will you…
    - 1%   Definitely vote for a third-party candidate
    - 4%   Probably vote for a third-party candidate
    - 16%   Probably <u>not</u> vote a third-party candidate
    - 59%   Definitely <u>not</u> vote a third-party candidate
    - 21%   Not sure

M1.   Regardless of who you support, how comfortable would you be with Mikie Sherrill as the next governor of New Jersey?
         19%   Extremely comfortable
         17%   Very comfortable
         23%   Somewhat comfortable
         12%   Not too comfortable
         29%   Not at all comfortable

M2.   Regardless of who you support, how comfortable would you be with Jack Ciattarelli as the next governor of New Jersey?
         21%   Extremely comfortable
         13%   Very comfortable
         16%   Somewhat comfortable
         13%   Not too comfortable
         36%   Not at all comfortable

M3-6.   Which of these two candidates makes you feel more…

Read percentages across row	Mikie Sherrill	Jack Ciattarelli	Not sure
M3. Hopeful	45%	40%	15%
M4. Nervous	38%	43%	19%
M5. Proud	39%	33%	28%
M6. Suspicious	33%	43%	25%

M7-11. Which of these two candidates seems more…

Read percentages across row	Mikie Sherrill	Jack Ciattarelli	Not sure
M7. Competent	42%	39%	19%
M8. Strong	38%	43%	19%
M9. Trustworthy	43%	33%	24%
M10. Caring	45%	31%	24%
M11. Optimistic	43%	35%	22%

7.   Are things in New Jersey currently on the right track or wrong track?
         36%   Right track
         63%   Wrong track
          2%   No answer

8.   Regardless of your political views, do you agree or disagree that it is time for a change in how New Jersey state government is being run?
         55%   Strongly agree
         26%   Somewhat agree
         12%   Somewhat disagree
          7%   Strongly disagree
          1%   No answer

9. When thinking about the way New Jersey is being run, what type of change would you like to see? *[OPEN END QUESTION. Initial response is coded below.]*

26%	Taxes	4%	Anti-MAGA, pro-left
10%	Affordability	5%	Health care, seniors, schools, environment
7%	Way government operates	3%	Transportation infrastructure
3%	Corruption	4%	Other
6%	Anti-woke, pro-right	18%	No response
5%	Illegal immigration	7%	No need for change [*Q8*]
2%	Other issues on the right		

10. Who is more to blame for the negative things happening in New Jersey right now?
   37%   The state government
   27%   The national government
   34%   Both equally
    1%   No answer

11. Do you think Mikie Sherrill can bring about positive change in New Jersey?
   18%   Definitely
   35%   Probably
   20%   Probably not
   26%   Definitely not
    1%   No answer

12. Do you think Jack Ciattarelli can bring about positive change in New Jersey?
   22%   Definitely
   25%   Probably
   20%   Probably not
   32%   Definitely not
    1%   No answer

13. The following are some possible issues in choosing a candidate for governor. Which of these are most important to you? *[MULTIPLE RESPONSE, up to 3 were selected.]*
   53%   Make New Jersey more affordable
   43%   Lower taxes
   30%   Protect Social Security and Medicare
   27%   Stand up to President Trump
   26%   Clean up political corruption
   21%   Deal with illegal immigration
   21%   Improve our public schools
   20%   Defend abortion and reproductive rights
   14%   Restore law and order
   14%   Support President Trump
   12%   Improve public transportation
    8%   Promote innovation in the state
    7%   Uphold traditional values

14A-M. *[QUESTION WAS ASKED ONLY AMONG VOTERS WHO RATED THE ISSUE AS MOST IMPORTANT TO THEM:]*
Which candidate is more likely to...?

Read percentages across row	Mikie Sherrill	Jack Ciattarelli	Both equally	Neither one	Not sure
A. Stand up to President Trump (n=304)	86%	2%	1%	5%	7%
B. Support President Trump (n=130)	2%	92%	0%	2%	4%
C. Lower taxes (n=481)	15%	50%	3%	15%	18%
D. Clean up political corruption (n=277)	25%	39%	2%	20%	14%
E. Improve public transportation (n=143)	54%	10%	4%	13%	19%
F. Protect Social Security and Medicare (n=327)	64%	8%	7%	3%	19%
G. Make New Jersey more affordable (n=592)	36%	34%	2%	10%	18%
H. Restore law and order (n=162)	10%	73%	3%	4%	10%
I. Uphold traditional values (n=80)	17%	71%	5%	4%	4%
J. Deal with illegal immigration (n=224)	0%	90%	1%	3%	6%
K. Improve our public schools (n=233)	51%	25%	5%	6%	13%
L. Promote innovation in the state (n=92)	54%	15%	9%	4%	18%
M. Defend abortion & reproductive rights (n=229)	89%	2%	1%	1%	8%

14X. *[THIS QUESTION WAS ASKED OF ALL VOTERS:]* Which candidate is more likely to make New Jersey more affordable?

- 33%   Mikie Sherrill
- 34%   Jack Ciattarelli
- 3%   Both equally
- 13%   Neither one
- 18%   Not sure

15. When you sit around the kitchen table and talk about your family's future, what do you tend to talk about more?

- 55%   Good things you hope will happen
- 44%   Bad things you fear could happen
- 1%   No answer

16. How much do you believe that Mikie Sherrill will work to provide economic opportunities for your family if she is elected governor?

- 21%   Great deal
- 33%   Some
- 19%   Not much
- 26%   Not at all
- 1%   No answer

17. How much do you believe that Jack Ciattarelli will work to provide economic opportunities for your family if he is elected governor?

     24% Great deal
     25% Some
     18% Not much
     32% Not at all
      1% No answer

18. Are Mikie Sherrill's political views in line or out of step with most New Jerseyans?

     41% In line
     28% Out of step
     30% Not sure
      0% No answer

19. Are Jack Ciattiarelli's political views in line or out of step with most New Jerseyans?

     33% In line
     38% Out of step
     28% Not sure
      0% No answer

20. What is your general impression of the Democratic Party?

     13% Very favorable
     28% Somewhat favorable
     18% Somewhat unfavorable
     40% Very unfavorable
      1% No answer

21. What is your general impression of the Republican Party?

     23% Very favorable
     21% Somewhat favorable
     10% Somewhat unfavorable
     45% Very unfavorable
      1% No answer

22. Do you agree or disagree that the Democratic Party today seems too concerned with catering to special interests and identity groups?

     48% Strongly agree
     21% Somewhat agree
     14% Somewhat disagree
     15% Strongly disagree
      1% No answer

23. Do you agree or disagree that the Republican Party today seems too concerned with catering to Donald Trump?

     54% Strongly agree
     12% Somewhat agree
     13% Somewhat disagree
     19% Strongly disagree
      2% No answer

24.   Does Mikie Sherrill seem more like…?
        57%   A typical Democrat
        24%   Someone who can be independent of the Democratic Party
        19%   Not sure

25.   Does Jack Ciattarelli seem more like…?
        59%   A typical Republican
        19%   Someone who can be independent of the Republican Party
        22%   Not sure

26.   How closely are you following the race for New Jersey governor?
        35%   Very closely
        40%   Somewhat closely
        19%   Not too closely
         5%   Not at all closely
         0%   No answer

27.   How motivated are you to vote in this year's election?
        74%   Extremely motivated
        13%   Very motivated
         9%   Somewhat motivated
         3%   Not motivated
         2%   No answer

28.   Did you vote in the 2024 presidential election, or did you not vote for whatever reason? Who
        did you vote for? *[Question asked of validated 2024 voters]*
        46%   Kamala Harris
        41%   Donald Trump
         4%   Another candidate
         5%   Do not recall
         4%   Did not vote

29.   Did you vote in the 2021 election for governor, or did you not vote for whatever reason? Who
        did you vote for? *[Question asked of validated 2021 voters]*
        33%   Phil Murphy
        27%   Jack Ciattarelli
         4%   Another candidate
         5%   Do not recall
        31%   Did not vote

30.   Do you approve or disapprove of the job Donald Trump is doing as president?
        44%   Approve
        55%   Disapprove
         1%   No answer

31.   What is your general impression of Donald Trump as a person?
        25%   Very favorable
        16%   Somewhat favorable
         6%   Somewhat unfavorable
        52%   Very unfavorable
         1%   No answer

32.   Do you approve or disapprove of the job Phil Murphy is doing as governor?
        45%   Approve
        53%   Disapprove
         1%   No answer

33.   What is your general impression of Phil Murphy as a person?
        16%   Very favorable
        33%   Somewhat favorable
        19%   Somewhat unfavorable
        30%   Very unfavorable
         1%   No answer

34.   Do you approve or disapprove of the recent federal mega-budget passed by Republicans in Congress that President Trump calls his Big Beautiful Bill?
        36%   Approve
        53%   Disapprove
        11%   No opinion

35.   Do you think the measures included in this bill will help or hurt most New Jersey families?
        31%   Help
        51%   Hurt
         8%   Neither, no impact
        10%   No opinion

36.   Do you think there is anything the next governor of New Jersey can or should do to either push back against these measures or to find ways to lessen their negative impact?
        53%   Yes, there is
        21%   No, there is not
        26%   Not sure

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METHODOLOGY

The survey was sponsored by *Insider NJ* and conducted by StimSight Research on July 18-24, 2025 with a sample of 1,108 probable voters in the 2025 New Jersey general election, drawn from a list of voters who have participated in at least two elections in the past five cycles. Interviews were conducted in English and included both self-administered online surveys via a text-to-web invitation link and live telephone interviews. The full sample is weighted for party registration, region, age, gender, race, and education based on the probabilistic demographic composition of the state electorate. The sampling margin of error for this poll is +3.3 percentage points.

DEMOGRAPHICS (weighted sample)

Party registration: 43% Democrat, 30% Republican, 2% other, 25% unaffiliated

Party self-identification: 30% solid Dem, 17% lean Dem, 13% independent, 11% lean Rep, 29% solid Rep

Ideology: 34% liberal, 30% moderate, 36% conservative

Sex: 48% men, 51% women, 1% non-binary

Age: 17% 18-34, 22% 35-49, 29% 50-64, 32% 65 or older

Race: 65% White non-Hispanic, 14% Hispanic, 11% Black, 9% Asian, 1% other

Education: 28% high school or less, 24% some college, 29% BA/BS degree, 19% graduate degree

Income: 49% under $100,000, 37% $100-199,000, 15% $200,000 or more

Has children: 21% yes

Union household: 25% yes

Public employee household: 29% yes

Region: 15% Northeast, 12% Urban Core, 17% Route 1 Corridor, 13% Central Hills, 17% Northern Shore, 16% Delaware Valley, 10% Garden Core

Combined New Jersey governor vote intent by demographic groups

	D adv.	Sherrill	Ciattarelli	Other *(definite)*	Undecided
Total	+6	48	42	1	9
Registered Republican	-76	10	86	0	4
Registered Democrat	+71	81	10	0	9
Registered unaffiliated, other	-1	41	42	2	15
Identify or lean Republican	-89	3	92	0	5
Identify or lean Democrat	+87	90	3	0	6
Do not identify or lean partisan	+12	38	26	5	30
Liberal	+84	89	5	1	5
Moderate	+23	54	31	1	14
Conservative	-80	6	86	0	8
Men	-11	40	51	1	8
Women	+20	55	35	0	10
White, non-Hispanic	-5	44	49	1	6
Hispanic	+13	50	37	2	11
Black	+51	64	13	2	21
Asian/Other	+29	60	31	0	8
18 to 34	+46	67	21	0	12
35 to 49	+15	53	38	1	8
50 to 64	-8	40	48	1	10
65 and older	-7	43	50	1	7
White men, no degree	-41	27	68	0	5
White men, college graduate	0	47	47	0	6
Men of color	+9	47	38	2	13
White women, no degree	-10	41	51	0	8
White women, college graduate	+29	61	32	2	6
Women of color	+47	67	20	0	12
Northeast (Ber/Pas)	+7	49	42	1	7
Urban Core (Ess/Hud)	+26	54	28	0	18
Rt 1 Corridor (Mer/Mid/Uni)	+19	55	36	0	9
Central Hills (Hun/Mor/Som)	+22	55	33	0	12
Northern Shore (Mon/Oce)	-15	39	54	0	7
Delaware Valley (Bur/Cam/Glo)	+5	48	43	2	6
Garden Core (At/CM/Cu/Sa/Su/Wa)	-19	37	56	3	4

Source: Insider NJ/StimSight Research poll; 1,108 New Jersey probable voters, July 2025