



Polling, Insights, and Campaign Strategy

QuantusInsights.org | @quantusinsights on X
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Methodology Summary

Sample: 600 registered-likely voters | Fielded September 2–4 | Published September 5, 2025

Mode: Mixed-mode approach using opt-in online panels and SMS outreach to improve demographic and geographic reach

Margin of Error: $\pm 4.3\%$ at 95% confidence | Sponsor: Quantus Insights Funded

Weighting & Adjustment

Propensity Modeling: Logistic regression used to estimate and correct for sampling bias based on demographics, vote history, and partisan registration

Raking (IPF): Calibrated to U.S. Census and voter file benchmarks on Multilevel Poststratification (MPS): Adjusted complex intersections (e.g., race $\times$ age, gender, race/ethnicity, education, region, and party ID education $\times$ region) using validated subgroup targets (e.g., white non-college men)

Internal Cell Calibration: Benchmarked subgroup party splits and corrected internal misalignments

Weight Normalization: Trimmed to reduce design effects

Min: 0.5123817 | Max: 3 | Mean: 1 | SD: 0.3754812

Validation & Quality Control:

- Benchmarked against Aristotle voter file data for turnout patterns and partisan alignment
- Included attention-check items, straight-lining detection, and response time filters
- Cross-validated results with recent probability-based state-wide surveys for external accuracy

Post-Election Context

- This wave is a sentiment survey of registered voters with likely voter screen
- Designed to capture voter attitudes and approval dynamics for upcoming state-wide election
- Results reflect calibrated, weighted opinion snapshots grounded in voter file alignment and rigorous demographic balancing

This methodology reflects Quantus Insights' commitment to rigorous, transparent polling. By combining advanced weighting, behavioral modeling, and voter file calibration, we aim to produce accurate, representative snapshots of public opinion—grounded in both performance and academic best practices.

Voter Profile of 600 Registered-Likely Voters Surveyed

Totals	Male	Female	White	Black	Hispanic	Other	18-29	30-44	45-64	65+	College	Non-college
Pct	48%	52%	64%	12%	14%	10%	11%	20%	38%	31%	44%	56%

Totals	Urban	Suburban	Rural
Pct	23%	62%	15%

Totals	North	Central	South
Pct	43%	29%	28%

Totals	Republican	Democrat	Independent	Other
Pct	37%	27%	35%	~1%

Totals	Republican	Democrat	Independent	Other
Pct	48%	38%	14%	~1%

September 5, 2025

New Jersey Governor: Jack Ciattarelli (R) vs Mikie Sherrill (D)

New Jersey Governor's Race: Ciattarelli vs. Sherrill

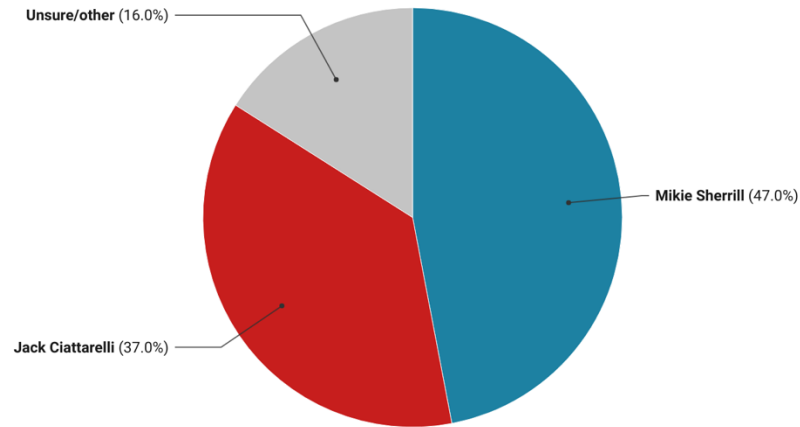


Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

New Jersey Governor's Race: Ciattarelli vs. Sherrill - With Leaners

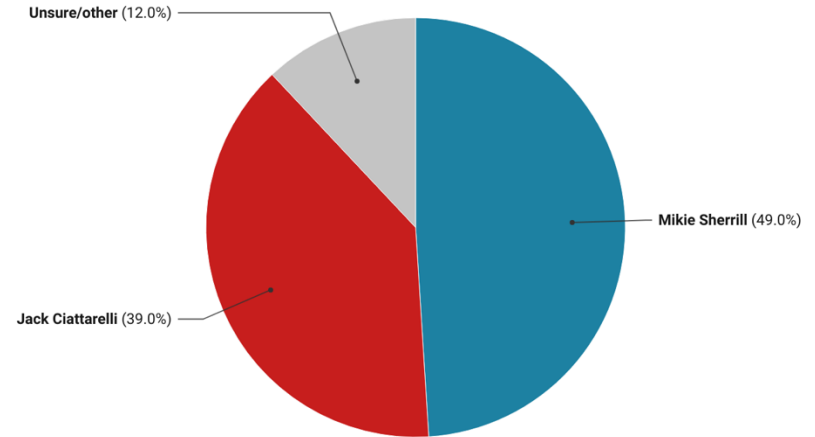


Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

September 5, 2025

New Jersey Right Track / Wrong Direction

New Jersey Direction: Right Track vs. Wrong Track



Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

	Democrat Men	Democrat Women	Republican Men	Republican Women	Independent Men	Independent Women	Other Men	Other Women
Right direction	57 64 %	52 39 %	29 37 %	26 34 %	36 33 %	37 40 %	1 45 %	2 100 %
Wrong track	18 20 %	54 40 %	46 58 %	43 55 %	64 57 %	47 49 %	1 55 %	0 0 %
Don't know	14 16 %	28 21 %	4 6 %	9 12 %	11 10 %	10 11 %	0 0 %	0 0 %
TOTAL	90 100 %	134 100 %	80 100 %	79 100 %	112 100 %	96 100 %	3 100 %	2 100 %

September 5, 2025



New Jersey Governor Breakdown

By demographics



Gender, Age, and Race

	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Jack Ciattarelli (Republican)	128 45 %	104 33 %	16 24 %	45 38 %	87 39 %	82 44 %	180 47 %	14 19 %	22 27 %	15 25 %
Mikie Sherrill (Democrat)	131 46 %	165 53 %	35 53 %	63 53 %	106 47 %	91 49 %	172 45 %	42 59 %	44 53 %	37 63 %
Some other candidate	12 4 %	11 4 %	9 14 %	2 2 %	11 5 %	1 1 %	6 2 %	8 11 %	6 8 %	3 5 %
Undecided	31 11 %	53 17 %	14 22 %	16 14 %	35 15 %	18 10 %	43 11 %	17 24 %	15 18 %	8 15 %
TOTAL	286 100 %	313 100 %	66 100 %	120 100 %	227 100 %	186 100 %	384 100 %	72 100 %	83 100 %	60 100 %

	White Male	White Female
Jack Ciattarelli (Republican)	102 54 %	78 40 %
Mikie Sherrill (Democrat)	79 42 %	92 47 %
Some other candidate	2 1 %	3 2 %
Undecided	14 8 %	28 15 %
TOTAL	188 100 %	195 100 %

Education and Party

	HS or Less	Some College or Associates	Bachelors	Postgrad	Democrat	Republican	Independent	Other
Jack Ciattarelli (Republican)	62 46 %	65 33 %	60 36 %	43 45 %	14 6 %	138 86 %	79 38 %	0 0 %
Mikie Sherrill (Democrat)	57 42 %	100 51 %	91 54 %	47 49 %	199 89 %	12 8 %	82 39 %	2 39 %
Some other candidate	9 7 %	3 2 %	9 6 %	0 1 %	2 1 %	3 2 %	15 8 %	1 34 %
Undecided	20 15 %	36 18 %	19 12 %	8 9 %	17 8 %	16 10 %	44 22 %	5 100 %
TOTAL	137 100 %	198 100 %	168 100 %	95 100 %	225 100 %	160 100 %	208 100 %	5 100 %

	White Non-College	White College+
Jack Ciattarelli (Republican)	109 50 %	71 43 %
Mikie Sherrill (Democrat)	87 41 %	84 50 %
Some other candidate	2 1 %	4 3 %
Undecided	26 12 %	17 10 %
TOTAL	216 100 %	168 100 %

September 5, 2025

Area and Region

	Urban	Suburban	Rural	North Jersey	Central Jersey	South Jersey
Jack Ciattarelli (Republican)	43 31 %	141 38 %	47 53 %	83 32 %	71 41 %	77 46 %
Mikie Sherrill (Democrat)	72 53 %	188 51 %	35 39 %	142 55 %	81 47 %	71 43 %
Some other candidate	10 8 %	13 3 %	0 0 %	11 4 %	7 4 %	4 3 %
Undecided	25 18 %	52 14 %	7 9 %	32 13 %	24 14 %	27 16 %
TOTAL	138 100 %	372 100 %	89 100 %	258 100 %	172 100 %	169 100 %

	Urban Men	Urban Women	Suburban Men	Suburban Women	Rural Men	Rural Women
Jack Ciattarelli (Republican)	24 34 %	18 28 %	79 46 %	61 31 %	24 55 %	23 51 %
Mikie Sherrill (Democrat)	33 48 %	38 58 %	80 47 %	108 54 %	17 40 %	17 39 %
Some other candidate	7 10 %	3 6 %	5 3 %	7 4 %	0 0 %	0 0 %
Undecided	11 16 %	13 20 %	18 11 %	33 17 %	2 5 %	5 12 %
TOTAL	71 100 %	66 100 %	172 100 %	200 100 %	43 100 %	45 100 %

September 5, 2025

Recent and First Time Voters (With Leaners)

	First-Time Voters	Returning Recent Voters from 2024
Jack Ciattarelli (Republican)	167 37 %	53 36 %
Mikie Sherrill (Democrat)	199 44 %	82 56 %
Other	10 2 %	4 3 %
Undecided	75 17 %	14 10 %
TOTAL	453 100 %	146 100 %

First-time voters aligned with party preference	Democratic Party	Republican Party	Neither
Jack Ciattarelli (Republican)	0 2 %	33 79 %	9 18 %
Mikie Sherrill (Democrat)	37 72 %	3 8 %	12 24 %
Other	4 8 %	0 0 %	1 2 %
Undecided	9 18 %	5 14 %	28 56 %
TOTAL	52 100 %	42 100 %	51 100 %

September 5, 2025

Candidate Favorability

Favorable vs. Unfavorable Ratings: New Jersey Governor Candidates



Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

September 5, 2025

Most Important Issues – New Jersey 2025

Most Important Issue in the 2025 New Jersey Governor's Race

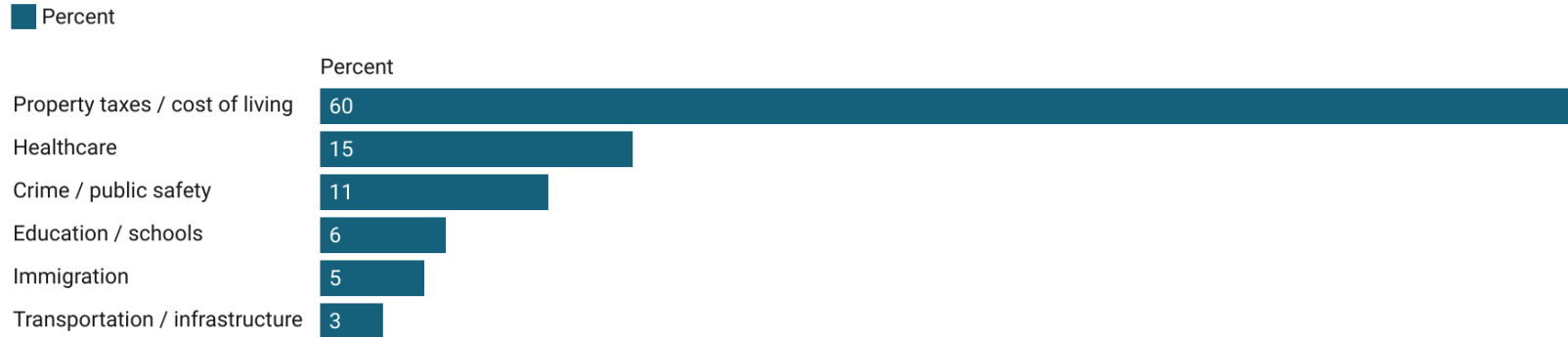


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September 5, 2025

Trust on the Issues

New Jersey Governor's Race — Candidate Trust by Issue

■ Ciattarelli ■ Sherrill ■ Neither ■ Undecided

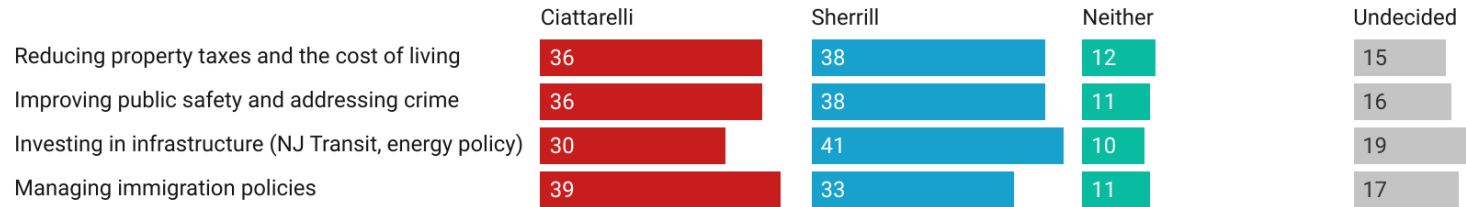


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September 5, 2025

New Jersey State Legislature Vote — Topline + Gender × Party

	Total	Democrat Men	Democrat Women	Republican Men	Republican Women	Independent Men	Independent Women	Other Men	Other Women
Democratic candidate	283 47 %	83 93 %	119 89 %	5 7 %	5 7 %	34 31 %	33 35 %	0 0 %	0 0 %
Republican candidate	214 36 %	4 5 %	7 5 %	71 89 %	69 87 %	31 28 %	29 30 %	1 45 %	0 0 %
Other candidate	9 2 %	0 0 %	0 1 %	0 0 %	0 0 %	3 3 %	2 3 %	1 55 %	0 0 %
Undecided	93 16 %	1 1 %	7 5 %	3 4 %	5 7 %	42 38 %	30 32 %	0 0 %	2 100 %
TOTAL	600 100 %	90 100 %	134 100 %	80 100 %	79 100 %	112 100 %	96 100 %	3 100 %	2 100 %

September 5, 2025

How We Performed in 2024

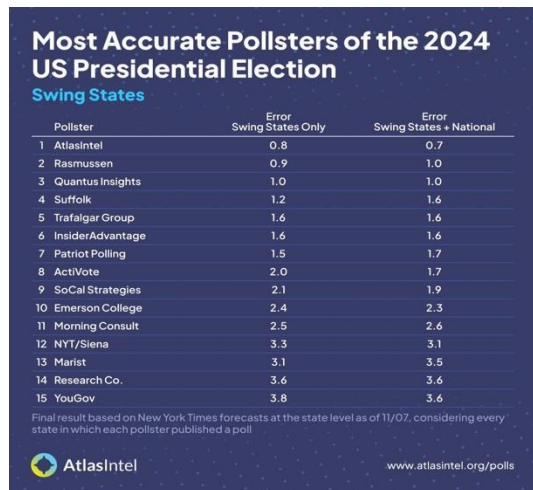
When accuracy mattered most, we delivered.

In October, our polling averaged just a 1-point error across the Rust Belt and national surveys. Our final national numbers showed Trump at 49.1% and Harris at 48.3%. The actual result? Trump 49.8%, Harris 48.3% — just a 0.7-point miss.

Independent observers took note.

AtlasIntel ranked us among the most accurate pollsters at the national level and in swing states for 2024. Activote placed us in their Top 20 Most Valuable Pollsters out of more than 120 firms.

We measure reality. And we've earned trust by getting it right.



1. AtlasIntel	36. FL Atlantic U./Mainstreet Research	71. Franklin and Marshall College	106. St. Pete Polls
2. InsiderAdvantage	37. YouGov	72. Victory Insights	107. Rutgers-Eagleton
3. OnMessage Inc.	38. WaPo/George Mason University	73. DCCC Targeting Team	108. John Zogby Strategies
4. Rasmussen	39. Quinnipiac	74. Data Orbital	109. American Viewpoint
5. Trafalgar Group	40. UC Berkeley	75. MassINC Polling Group	110. Miami University (Ohio)
6. Patriot Polling	41. J.L. Partners	76. ABC News/Ipsos	111. PPIC
7. Emerson	42. Chism Strategies	77. Change Research	112. RABA Research
8. ActiVote	43. St. Anselm	78. Schoen Cooperman	113. Montgomery Research
9. Fabrizio/McLaughlin	44. WPAI	79. Bullfinch	114. UMass Amherst/YouGov
10. TIPP	45. Axis Research	80. Siena	115. Angus Reid
11. Redfield & Wilton Strategies	46. Fabrizio/Impact	81. U. Georgia SPIA	116. Paradigm
12. Suffolk	47. Monmouth	82. Concord Public Opinion Partners	117. Cherry Communications
13. Mitchell	48. Susquehanna	83. U. North Florida	118. Big Village
14. Quantus Insights	49. Noble Predictive Insights	84. American Pulse	119. Navigator
15. HarrisX	50. CNN/SSRS	85. co/efficient	120. University of Texas at Tyler
16. Echelon Insights	51. The Citadel	86. Praecones Analytica	121. Survation
17. SoCal Strategies	52. Fabrizio/GBAO	87. MRG (Marketing Resource Group)	122. Fairleigh Dickinson
18. Siena/NTY	53. Ipsos	88. Mason-Dixon	123. HighGround
19. Marquette Law School	54. HarrisX/Harris Poll	89. University of Maryland/YouGov	124. Hunt Research
20. Beacon/Shaw	55. UMass Lowell/YouGov	90. Tarrance	125. Impact Research
21. The Washington Post	56. CES / YouGov	91. Christopher Newport U.	126. Targoz Market Research
22. East Carolina University	57. National Public Affairs	92. Normington, Petts & Associates	127. GQR
23. Hart/POS	58. Kaplan Strategies	93. Muhlenberg	128. U. Arizona/TrueDot
24. Research & Polling	59. MSU - Billings	94. Bowling Green State U./YouGov	129. NMB Research
25. U. New Hampshire	60. Guidant Polling and Strategy	95. Elway	130. Deltapoll
26. RMG Research	61. Keating Research	96. Dartmouth Poll	131. GBAO
27. Cygnal	62. Embold Research	97. Leger	132. McLaughlin
28. Big Data Poll	63. Data for Progress	98. M3 Strategies	133. University of Wyoming
29. Morning Consult	64. Ragnar Research Partners	99. Elon U.	134. Clarity
30. University of Maryland/WaPo	65. North Star Opinion Research	100. Gotham Polling & Analytics	135. Claflin University
31. Torchlight Strategies	66. Glengariff Group Inc.	101. Yale Youth Poll	136. Selzer
32. PPP	67. Garin Hart Yang	102. Remington	
33. Marist College	68. Roanoke College	103. Stetson University CPOR	
34. Research Co.	69. Alaska Survey Research	104. Tufts	
35. SurveyUSA	70. Focaldata	105. EPIC-MRA	

Activote
2024 Most Valuable Pollsters



For media or research inquiries, contact us at: contact@quantusinsights.org