

QUANTUS INSIGHTS

New Jersey 2025 Governor's Race: Sherrill vs. Ciattarelli

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QuantusInsights.org | @QuantusInsights on X
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Methodology Summary

Sample: 900 likely-registered New Jersey voters | Fielded September 29–30 | Published September 30, 2025 | National Survey SMS-to-web survey conducted via text outreach using verified New Jersey voter file contacts. Responses matched to the voter file to ensure geographic and demographic accuracy.

Margin of Error: $\pm 3.3\%$ 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 $\times$ gender) 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: 0.222 | Max: 3.0 | Mean: 1.0 | SD: 0.291

Validation & Quality Control:

- Sample drawn from verified New Jersey voter file records with known vote history and party affiliation
- Responses benchmarked against voter file demographics to ensure representativeness by age, gender, race, education, and region

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 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.

Top Line Results

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MIKIE SHERRILL

48%



JACK CIATTARELLI

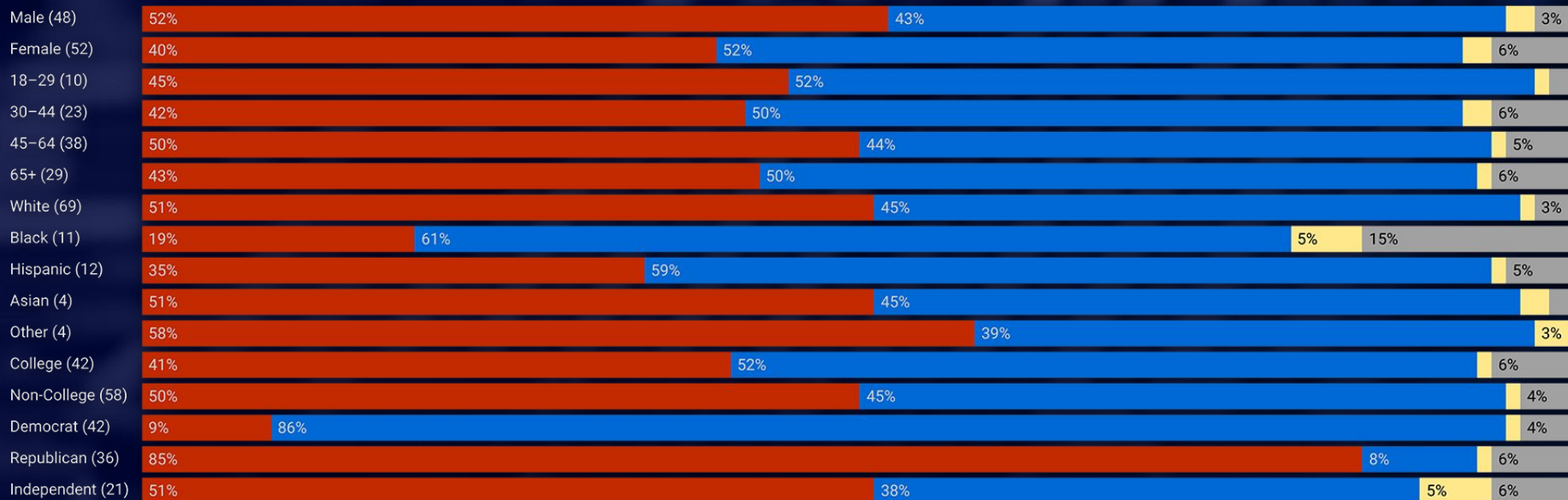
46%



Voter Demographics

The New Jersey Governor's race remains highly competitive. Democrat Mikie Sherrill holds a narrow edge at 48.1% to 45.8% over Republican challenger Jack Ciattarelli when leaners are included, with only a small share of voters supporting another candidate or remaining undecided.

■ Ciattarelli ■ Sherrill ■ Other ■ Undecided



Which Candidate do You Trust to Deliver for New Jersey?

Voters are ready for change, but not yet aligned on who should bring it.

■ Mikie Sherrill ■ Jack Ciattarelli

Confidence in candidates

50%

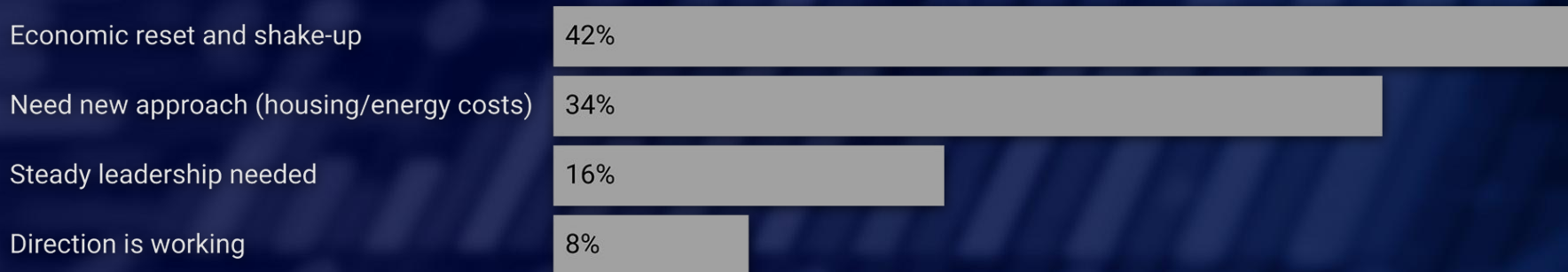
50%



Mood and Motivations of the Electorate

Which of these comes closest to how you feel about the governor's race right now? The mood of the New Jersey electorate is overwhelmingly tilted toward change. A combined 76% of voters say it is time for a new approach or a political shake-up, while just 8% believe the current direction is working. This reflects an anti-incumbent, anti-establishment environment, suggesting heightened enthusiasm among voters seeking change and posing risks for candidates seen as defending the status quo.

■ Percent



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Recognized during the 2024 cycle as one of America's most accurate and innovative polling firms, we delivered projections that not only held up in the toughest battlegrounds but often led the conversation.

Our results landed within a single point in the crucial Rust-Belt States of Michigan, Pennsylvania, and Wisconsin, and under one point nationally, demonstrating unmatched precision in a noisy and fast-moving political environment.

Quantus Insights continues to do what we do best: deliver actionable intelligence that shapes narratives, elections, public policy, and strategy.

Most Accurate Pollsters of the 2024 US Presidential Election

National Popular Vote

	Trump	Harris	Advantage Trump vs Harris	Poll Error
Results			1.5	
1 AtlasIntel 11/04	50	48.8	1.2	0.3
2 ActiVote 11/02	50.5	49.5	1	0.5
3 Quantus Insights 10/30	49.1	48.3	0.8	0.7
4 SoCal Strategies 10/31	49.9	49.1	0.8	0.7
5 Big Data Poll 10/29	50.1	49.9	0.2	1.3
6 Rasmussen 10/31	49	46	3	1.5
7 J.L. Partners 10/29	50	47	3	1.5
8 Fabrizio/GBAO/WSJ 10/22	49	46	3	1.5
9 TIPP Insight 11/03	48	48	0	1.5
10 Hart Research/POS 11/02	49	49	0	1.5
11 Emerson College 11/02	49	49	0	1.5
12 NYT/Siena 10/23	48	48	0	1.5
13 NBC News 11/02	49	49	0	1.5
14 Leger/NYP 11/03	48.5	49.4	0.9	2.4
15 YouGov 10/31	48	49	1	2.5
16 Patriot Polling 11/03	48.1	49.4	1.3	2.8
17 Research Co. 11/03	46	48	2	3.5
18 Ipsos 11/03	48	50	2	3.5
19 HarrisX 11/02	49	51	2	3.5
20 Morning Consult 10/31	47	49	2	3.5
21 Marist College 11/02	47	51	4	5.5

Final Trump vs. Harris advantage according to New York Times projection on 11/07/2024.
The error ranking considers the last poll released by each pollster up to two weeks (14 days) before Election Day.

Get In Touch



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