

MEMORANDUM

TO: Interested Parties

FROM: Rick Shaftan, Neighborhood Research and Media

RE: New Jersey Survey October 6-9

DATE: October 10, 2025

NJ GOVERNOR RACE A 44-44 DEAD HEAT

Republican Jack Ciattarelli and Democrat Mikie Sherrill are in a 44-44 dead heat in the Governor's race, according to a live operator survey of 311 voters who have either already cast ballots or say their chances of voting are either definite or "very likely."

Among the 85 percent of respondents who say they have already voted or will "definitely" be voting, Ciattarelli holds a 46-42 lead.

The tied race is despite respondents being more Democratic than the overall electorate (48-34 Democrat versus 42-31 on the voter registration file. Sherrill led by only 76-11 with Democrats while Ciattarelli held a solid 88-7 lead with Republicans and 49-30 among unaffiliated voters and independents.

LIBERAL DEMOCRAT VERSUS CONSERVATIVE REPUBLICAN

The contest is an ideological battle. Sherrill leads 86-8 with the 26 percent of voters who consider themselves liberals (100-0 with the 11 percent who say they are "very" liberal.)

She also is up 45-35 with the 40 percent of voters who describe themselves as "moderate." But Ciattarelli leads 84-10 with the 32 percent who self-describe as conservative, including 91-6 with "very" conservative voters (11 percent of the total).

NEW JERSEY UPSIDE DOWN 30-49 ON STATE DIRECTION

Among the 30 percent of voters who see New Jersey as going in the right direction, Sherrill holds a 74-14 lead, but Ciattarelli is up 69-21 with the 49 percent who say the state is off on the wrong track.

Both men and women see New Jersey as going in the wrong direction (29-51 with men, 31-46 with women.) Only voters under 35 (11 percent of the vote) see the state as moving in the right direction (46-33).

CIATTARELLI BENEFITS FROM A MASSIVE GENDER AND MARRIAGE GAP

The Republican nominee leads by 54-34 among men, while losing women by an identical margin. But this is much worse than it appears.

Ciattarelli is winning married men by 64-26 while Sherrill leads by only 49-42 among married women. Only the most naïve do not see where the trend will be over the next few weeks.

Sherrill's base is unmarried women, where she leads 70-15.

CIATTARELLI LEADS WITH OLDER VOTERS

Sherrill holds a 43-35 lead among the 29 percent of likely voters under age 50 while Ciattarelli is up 46-43 with those 50 to 64 and 49-46 with voters 65+.

MASSIVE CIATTARELLI LEAD WITH "WHITE ETHNICS"

Ciattarelli leads 61-30 with Italian, Irish, German and Polish voters (self-described) who make up exactly 50 percent of the electorate.

African-Americans are 13 percent of the likely electorate and Sherrill is up 75-3 with these voters. 7 percent of voters described their ethnicity as something Hispanic and these voters back Sherrill by a less than impressive 57-30 margin.

Another 7 percent of voters either described themselves as Jewish or are likely to be so and this group is voting 67-25 for Sherrill. Ciattarelli leads 46-37 among the 12 percent of voters who described their ethnicity as either English, Scottish or Welsh.

METHODOLOGY

Neighborhood Research and Media completed 311 surveys of New Jersey voters who had either voted in the 2024 presidential election or registered to vote since that time. Both landlines and cellphones were called. Voters were screened as to election participation and surveys were terminated if a respondent had never heard of either Jack Ciattarelli or Mikie Sherrill (name ID was asked prior to the ballot test.)

The theoretical margin of error is +/- 5.6 percent in 95 percent of cases. Calls were made from our in-house phone center in Nags Head, North Carolina.

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