



WORLD HEADQUARTERS
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October 23, 2025

Mikie Sherrill Poised to Win the New Jersey Governor's Race

To: Interested Parties

From: GQR

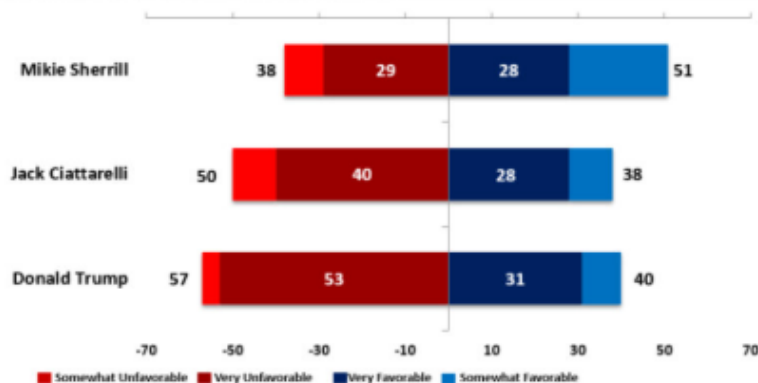
A recent survey¹ in the New Jersey Governor's race finds Mikie Sherrill well positioned to win the race. She is more popular than Jack Ciattarelli, including among independent voters, and leads with 52 percent of the vote. Her position is bolstered by high Democratic enthusiasm and turnout, a dynamic presaged in the Democratic primary where Democratic turnout was 67 percent higher than the last competitive primary in 2017.

Candidate Standing and the Vote

Sherrill garners better favorability ratings (51 percent favorable, 38 percent unfavorable) than Ciattarelli (38 percent favorable, 50 percent unfavorable), whose standing is close to Donald Trump (40 percent favorable, 57 percent unfavorable). Among independent voters, 53 percent are favorable towards Sherrill and 55 percent are unfavorable towards Ciattarelli.

Figure 1. Sherrill, Ciattarelli and Trump Favorability

Now, I am going to read you a list of public figures and organizations. After I read each one, please tell me if you have a favorable or unfavorable impression. If you have not heard of that person or organization, or are unfamiliar with them, please tell me so.



¹ GQR conducted an 11-minute phone survey among 1000 likely 2026 Gubernatorial voters in New Jersey from October 15-20, 2025. Respondents were contacted through the voter file. The data is subject to a margin of error of +/- 4.0 percentage points at the 95 percent confidence interval; the margin of error is higher among subgroups. This sample includes voters who voted in both the 2021 and 2017 elections, voters who voted in one of those elections and voters who did not vote in either. This number includes new registrants but also voters who participated in the June primaries but had no history of voting in Gubernatorial years. Fully 12 percent of the sample are new Gubernatorial voters.

Unsurprisingly, Sherrill leads Ciattarelli with 52 percent of the vote to 40 percent.² She receives 53 percent of the vote among independents; she also has strong support among Black (77 percent) and Hispanic (59 percent) voters. The gender gap is enormous – Sherrill has a 27-point advantage with women (60 to 33 percent) while Ciattarelli only leads with men by 4 points (48 percent to 44 percent). She also leads both the New York City and Philadelphia media markets.

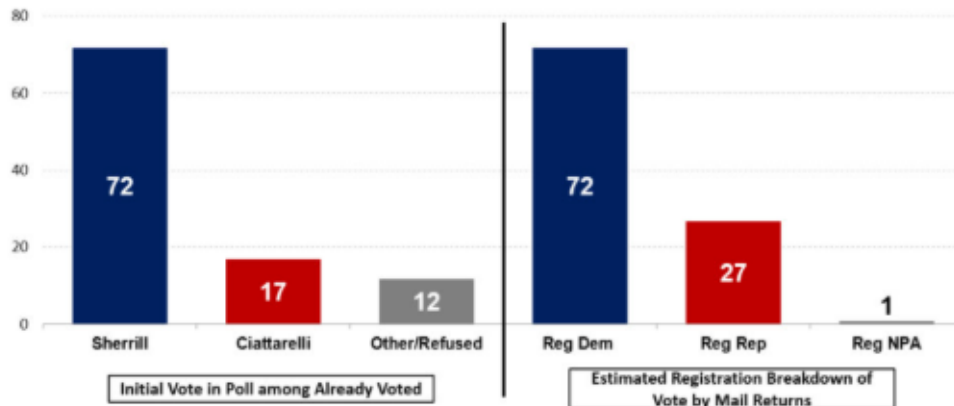
Figure 2. Initial Gubernatorial Vote

% Sherrill – Ciattarelli – Third party/Undecided	
Total	52 – 40 – 8
Independents	53 – 35 – 12
White	48 – 47 – 5
Black	77 – 6 – 17
Hispanic	59 – 25 – 16
Women	60 – 33 – 7
Men	44 – 48 – 8
New York City Media Market	52 – 42 – 6
Philadelphia Media Market	53 – 36 – 11

Among voters who mailed in their ballot, Sherrill leads 72 to 17 percent, which reflects the partisan breakdown of the vote by mail universe. As of October 23rd, registered Democrats have returned ~267,000 ballots compared to ~92,000 from registered Republicans. If we allocate the ~66,000 returns from no party voters by the percentage that supports Sherrill in the campaign, she is getting 72 percent of the VBM universe.

² Of course, it is unlikely that Ciattarelli only receive 40 percent of the vote. Fully 8 percent say they are undecided or will support third party candidates and it is likely that his share will increase as these lower information voters are less likely to turn out.

Figure 3. Vote among Those Who Have Already Voted and Estimated Vote from Mail Returns³

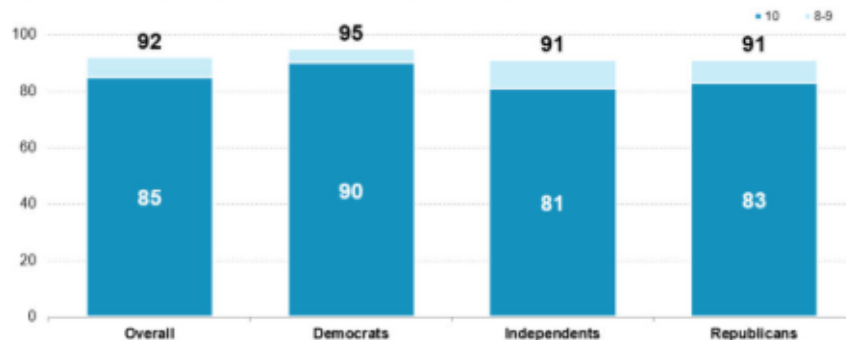


Turnout and Enthusiasm

Democrats are more motivated to vote in this election than Republicans – 90 percent give themselves a 10 on a 0 to 10 scale compared to 83 percent of Republicans. The primary also showed a big Democratic turnout advantage over the Republicans. There was a 67 percent increase in Democratic turnout in June (compared to 2017), while there was a 38 percent increase in Republican turnout in June (compared to 2021).

Figure 4. Motivation to Vote

Please rate how motivated you are to vote in the election this November for Governor, state legislature, and other local offices on a scale from zero to ten, where zero means you are not at all motivated to vote in November and ten means you are extremely motivated to vote in November.



³ Vote by mail figures shown with no party voters allocated by percentage supporting each candidate in the survey.

There was a significant increase in the number of new Gubernatorial primary voters in 2025 compared to 2021. In 2021, there were 135,688 new voters, which includes both new registrants and registered voters who did not participate in the previous two Gubernatorial elections. They broke down into 48 percent registered Democrats, 44 percent registered Republicans and 8 percent no party affiliation. In 2025, there were 223,889 new Gubernatorial voters, 71 percent of who are registered Democrats, 27 percent registered Republicans and 2 percent no party affiliation.

Figure 5. New Gubernatorial Primary Voters

New Gubernatorial Primary Voters	2021	2025
Total New Voters (Raw #)	135,668	223,889
Democratic (%)	48	71
NPA (%)	8	2
Republican (%)	44	27

Source: New Jersey Voter File

Conclusion

Mikie Sherrill leads Jack Ciattarelli by a wide margin and has a Democratic enthusiasm advantage entering into the final weeks of this election.