



A2 Insights New Jersey Poll

October 2025

Survey Overview

Field Dates: October 24 – October 26, 2025

Sample Size: 812 New Jersey likely voters

Sponsor: N/A

Survey Objectives & Key Findings

- 2025 NJ Gubernatorial Race (Sherrill +4.9%)
- Phil Murphy Approval (Disapprove -6.6%)
- Donald Trump Approval (Disapprove -6.7%)

Methodology

Respondents were recruited through an online, opt-in panel conducted in English. Results were weighted to be representative of New Jersey's active voter population based on age (determined by targeted recruitment), sex, race, education, partisan affiliation, and recalled 2024 presidential vote. A synthetic post-stratification frame was constructed using population benchmarks from 2017 gubernatorial and 2024 presidential election exit poll data. Statistical modeling was employed to account for non-response.

Results

2025 NJ Gubernatorial Race				
	Sherrill (D)	Ciattarelli (R)	Other	Undecided
Overall	51.4% CI: 50.1% - 52.6%	46.5% CI: 45.6% - 47.4%	0.5% CI: 0.1% - 1.0%	1.6% CI: 0.8% - 2.6%
18-39	53%	44%	0%	3%
40+	52%	47%	0%	1%
Male	47%	51%	1%	1%
Female	55%	43%	0%	2%
White	46%	53%	0%	1%
Non-White	65%	33%	0%	2%
Non-College	48%	50%	0%	2%
Bachelor's+	54%	44%	0%	2%
Republican	7%	91%	1%	1%
Democrat	95%	4%	0%	1%
Independent	48%	44%	0%	8%

Phil Murphy Approval			
	Approve	Disapprove	No opinion
Overall	45.8% CI: 43.9% - 47.7%	52.4% CI: 50.6% - 54.2%	1.8% CI: 1.0% - 2.8%
18-39	47%	51%	2%
40+	46%	52%	2%
Male	42%	56%	2%
Female	50%	48%	2%
White	42%	56%	2%
Non-White	57%	41%	2%
Non-College	42%	56%	2%
Bachelor's+	49%	49%	2%
Republican	6%	93%	1%
Democrat	86%	12%	2%
Independent	36%	61%	3%

Donald Trump Approval			
	Approve	Disapprove	No opinion
Overall	46.3% CI: 45.2% - 47.3%	53.0% CI: 52.0% - 54.1%	0.7% CI: 0.2% - 1.3%
18-39	45%	54%	1%
40+	46%	53%	1%
Male	50%	49%	1%
Female	43%	56%	1%
White	51%	48%	1%
Non-White	33%	66%	1%
Non-College	51%	48%	1%
Bachelor's+	43%	56%	1%

Donald Trump Approval			
Republican	90%	9%	1%
Democrat	5%	95%	0%
Independent	47%	51%	2%

Limitations Acknowledgement

This poll used a nonprobability, opt-in panel. While weighting and statistical modeling were applied to improve representativeness, results should be interpreted with caution when generalizing to the broader population. Furthermore, traditional margins of error do not apply to nonprobability samples; instead, we report credible intervals, which reflect sampling uncertainties and assume the validity of our model. For more information, see [AAPOR's statement on credibility intervals](#).

Questionnaire

1. Are you registered to vote in New Jersey?

- ❖ No (response discarded)
- ❖ Yes

2. There will be an election for Governor of New Jersey in November. How likely are you to vote in this upcoming election?

- ❖ Already voted
- ❖ Probability will vote
- ❖ May or may not vote (response discarded)
- ❖ Probability will not vote (response discarded)

3. If the 2025 New Jersey election for governor were held today, who would you vote for, or are you undecided?

- ❖ Mikie Sherrill, the Democrat (order randomized)
- ❖ Jack Ciattarelli, the Republican (order randomized)
- ❖ Other candidate
- ❖ Undecided

4. Do you approve or disapprove of the way Phil Murphy is handling his job as governor?

- ❖ Strongly approve
- ❖ Somewhat approve

- ❖ Somewhat disapprove
- ❖ Strongly disapprove
- ❖ No opinion

5. Do you approve or disapprove of the way Donald Trump is handling his job as president?

- ❖ Strongly approve
- ❖ Somewhat approve
- ❖ Somewhat disapprove
- ❖ Strongly disapprove
- ❖ No opinion

6a. Generally speaking, do you consider yourself a Democrat, a Republican, or do you not consider yourself either?

- ❖ Democrat
- ❖ Republican
- ❖ Neither

[Shown if 6a = "Neither"]

6b. Would you say you're closer to the Democrats, to the Republicans, or do you not lean toward either?

- ❖ Lean Democrat
- ❖ Lean Republican
- ❖ Don't lean either way

7. Looking back to 2024, who did you vote for in the most recent presidential election?

- ❖ Donald Trump
- ❖ Kamala Harris
- ❖ Other candidate
- ❖ Did not vote

8. What is the highest level of formal education you have completed?

- ❖ High school diploma or less
- ❖ Some college or associate degree
- ❖ Bachelor's degree or higher

9. What is your sex?

- ❖ Male
- ❖ Female

10. What is your race or ethnicity?

- ❖ White
- ❖ Black
- ❖ Hispanic
- ❖ Asian
- ❖ Other