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## CONFIDENTIAL MEMORANDUM

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TO: CLUB FOR GROWTH PAC

FROM: TONY FABRIZIO, DAVID LEE, & TRAVIS TUNIS

RE: NEW JERSEY GOVERNOR'S RACE A STATISTICAL DEAD HEAT

DATE: AUGUST 30, 2021

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Fabrizio, Lee & Associates recently completed a survey of  $n=600$  likely 2021 general election voters in New Jersey (See methodology statement and key demographics on last page). New Jerseyans aren't happy with the direction of their state and they are mixed on their feelings about Gov. Murphy. Despite a significant partisan advantage for the Democrats, the race for Governor is a statistical dead heat.

### **New Jerseyans are Pessimistic about the Direction of their State**

A 55% majority of New Jersey likely voters believe the state is off on the wrong track, while just 43% say right direction. This is driven heavily by Republicans, but also Independents, who feel New Jersey is off on the wrong track by a 43-point margin. Even 1-in-4 Democrats say wrong track. Those who don't regularly vote in gubernatorial ballots are more pessimistic, but even a majority of higher-propensity voters believe the state is headed off on the wrong track.

<i>Generally speaking, would you say that things in NEW JERSEY are headed in the right direction, or would you say that things are seriously headed off on the wrong track?</i>									
	All	GOP	Ind	Dem	White	Hispanic	Black	Gov Voters	Non-Gov Voters
Right Direction	43	5	25	74	40	41	59	45	35
Wrong Track	55	94	68	25	58	54	37	54	59
DK/Refused	2	*	7	1	2	5	4	1	6

### **Overall Mixed Feelings about Phil Murphy; He is Underwater Double-Digits among Independents**

Voters are split by only 1-point on their impression of Phil Murphy, with 48% having a favorable rating and 47% an unfavorable opinion. However, there is significantly more intensity behind those who view him negatively. Not only are Republicans more negative than Democrats are positive, but also Independents view the Governor unfavorably by 23-points. There is a 10-point gap between those who have voted in a Governor's election (+4) and those who have not (-6).

Black (+63) and Hispanic (+9) voters have a favorable impression of Murphy, but White voters do not (-8).

<i>Now I am going to read you a list of names of people in the news. Please tell me if you have a favorable or unfavorable opinion of each person. If you have no opinion or have never heard of the person, just say so. (IF FAVORABLE/UNFAVORABLE, ASK: And would you say very (FAVORABLE/UNFAVORABLE) or just somewhat (FAVORABLE/ UNFAVORABLE)?): Phil Murphy</i>									
	All	GOP	Ind	Dem	White	Hispanic	Black	Gov Voters	Non-Gov Voters
<b>FAVORABLE</b>	<b>48</b>	<b>7</b>	<b>32</b>	<b>81</b>	<b>44</b>	<b>51</b>	<b>75</b>	<b>50</b>	<b>43</b>
<b>UNFAVORABLE</b>	<b>47</b>	<b>89</b>	<b>55</b>	<b>17</b>	<b>52</b>	<b>42</b>	<b>18</b>	<b>46</b>	<b>49</b>
Very Fav	25	3	12	45	23	30	41	27	18
Somewhat Fav	23	4	21	36	21	21	34	22	25
Somewhat Unfav	8	7	14	6	9	10	2	8	10
Very Unfav	39	82	41	11	43	32	16	38	39
No Opinion	4	3	9	2	3	6	5	3	5
Never Heard of	1	1	4	*	1	2	2	1	3
<b>NET FAVORABLE</b>	<b>+1</b>	<b>-82</b>	<b>-23</b>	<b>+64</b>	<b>-8</b>	<b>+9</b>	<b>+63</b>	<b>+4</b>	<b>-6</b>

Gov. Murphy’s job approval rating is marginally better than his image, with 51% approving and 47% disapproving. Part of the reason for Murphy’s stronger approval rating is Hispanics are more likely to approve of Murphy than view him favorably. Again however, Republicans are more solidified in their dissatisfaction than Democrats are in their positivity, and Independents disapprove of Murphy by 13-points.

<i>Generally speaking, do you approve or disapprove of the job PHIL MURPHY is doing as Governor? (IF APPROVE/DISAPPROVE, ASK) Would you say you STRONGLY (approve/disapprove) or just SOMEWHAT (approve/disapprove)?</i>									
	All	GOP	Ind	Dem	White	Hispanic	Black	Gov Voters	Non-Gov Voters
<b>APPROVE</b>	<b>51</b>	<b>8</b>	<b>41</b>	<b>82</b>	<b>46</b>	<b>56</b>	<b>74</b>	<b>52</b>	<b>46</b>
<b>DISAPPROVE</b>	<b>47</b>	<b>91</b>	<b>54</b>	<b>16</b>	<b>53</b>	<b>39</b>	<b>19</b>	<b>46</b>	<b>49</b>
Strongly Approve	28	4	15	48	24	31	49	29	24
Smwt Approve	23	4	26	33	22	25	25	24	22
Smwt Disapprove	10	13	13	6	11	5	8	10	9
Strongly Disapprove	37	78	41	10	42	34	11	36	40
DK/Refused	2	1	5	2	1	5	6	1	5
<b>NET APPROVE</b>	<b>+4</b>	<b>-83</b>	<b>-13</b>	<b>+66</b>	<b>-7</b>	<b>+17</b>	<b>+55</b>	<b>+6</b>	<b>-3</b>

**Plurality Say They Won’t Re-Elect Murphy as Governor**

A plurality of New Jersey likely voters say they would vote against Phil Murphy (47%) rather than re-elect him (44%), with 9% unsure how they’d vote. Republicans and Independents are both strongly in favor of vote against, but even a quarter of Democrats would vote against him (16%) or are unsure (9%). Lower-propensity voters are driving Murphy’s negative re-elect score.

<i>Which of the following statements regarding Phil Murphy comes CLOSEST to your current vote intentions? (READ AND ROTATE 1-5; 5-1)</i>									
	All	GOP	Ind	Dem	White	Hispanic	Black	Gov Voters	Non-Gov Voters
<b>TOTAL RE-ELECT</b>	<b>44</b>	<b>5</b>	<b>29</b>	<b>75</b>	<b>40</b>	<b>50</b>	<b>71</b>	<b>46</b>	<b>37</b>
<b>TOTAL VOTE AGAINST</b>	<b>47</b>	<b>92</b>	<b>53</b>	<b>16</b>	<b>53</b>	<b>36</b>	<b>14</b>	<b>45</b>	<b>50</b>
I will DEFINITELY vote to re-elect Phil Murphy as Governor regardless of who runs against him.	30	2	14	54	28	28	53	32	23
I will PROBABLY vote to re-elect Phil Murphy as Governor, but it depends on who runs against him.	14	2	16	20	12	21	18	14	14
I am UNSURE how I will vote in the Governor's election at this point	9	4	15	9	7	12	11	8	12
I will PROBABLY vote against Phil Murphy as Governor, but it depends on who runs against him.	6	6	11	3	7	3	4	5	8
I will DEFINITELY vote against Phil Murphy as Governor regardless of who runs against him.	41	85	42	13	46	33	9	40	42
DK/Refused (DO NOT READ)	1	-	3	1	*	2	4	1	1

**Jack Ciattarelli Lacks Definition, but is Well-Liked by Those Aware of Him**

Jack Ciattarelli has a +17 net favorable image, but he is unknown (25%) or undefined (16%) to more than a two-fifths of the electorate. He is significantly more well-known with his fellow Republicans and enjoys a +71 image. Independents with an opinion also view him favorably by a 2-to-1 margin, while Democrats are negative, but not unanimously so. Whites and Hispanics also have double-digit positive images of him, while Black voters are mixed, though largely unaware.

<i>Now I am going to read you a list of names of people in the news. Please tell me if you have a favorable or unfavorable opinion of each person. If you have no opinion or have never heard of the person, just say so: Jack Ciattarelli</i>									
	All	GOP	Ind	Dem	White	Hispanic	Black	Gov Voters	Non-Gov Voters
<b>FAVORABLE</b>	<b>38</b>	<b>78</b>	<b>34</b>	<b>14</b>	<b>43</b>	<b>25</b>	<b>12</b>	<b>38</b>	<b>37</b>
<b>UNFAVORABLE</b>	<b>21</b>	<b>7</b>	<b>16</b>	<b>32</b>	<b>23</b>	<b>14</b>	<b>14</b>	<b>24</b>	<b>14</b>
Very Fav	16	37	14	4	19	12	2	15	18
Somewhat Fav	22	42	20	10	24	14	10	22	20
Somewhat Unfav	8	3	9	10	8	8	5	9	5
Very Unfav	13	4	7	22	15	6	9	14	9
No Opinion	16	8	19	21	15	18	27	17	16
Never Heard of	25	7	30	33	19	42	47	22	33
<b>NET FAVORABLE</b>	<b>+17</b>	<b>+71</b>	<b>+18</b>	<b>-18</b>	<b>+20</b>	<b>+11</b>	<b>-2</b>	<b>+14</b>	<b>+23</b>

**Voter Dissatisfaction with Murphy and Direction of the State Produce a Dead Heat for Governor**

On the full ballot, Murphy leads Ciattarelli, 43% - 41%, well within the margin of error. Other candidates pick up just a combined 3%, while 14% are still undecided. There is a big gap in party fidelity, with Ciattarelli winning 87% of Republicans and Murphy only winning 75% of Democrats. On top of that, Independents back the GOP challenger by a 43% - 28% margin. Ciattarelli wins a plurality of White voters, while Murphy picks up a plurality of Hispanics and a majority of Black voters. There is a clear difference by vote history with previous governor's race voters backing Murphy by 6, while non-Governor race voters back Ciattarelli by the same margin. Low turnout will be better for the Governor, while higher turnout will benefit the challenger.

<i>If the election for Governor were held today and the candidates were (RANDOMIZE NAMES) Phil Murphy, the Democrat, Jack Ciattarelli, the Republican, Madelyn Hoffman, the Green Party candidate, Gregg Mele, the Libertarian Party candidate and Joanne Kuniansky, the Socialist Worker Party candidate, for whom would you vote?</i>									
	All	GOP	Ind	Dem	White	Hispanic	Black	Gov Voters	Non-Gov Voters
Phil Murphy	43	3	28	75	39	44	69	46	35
Jack Ciattarelli	41	87	43	11	48	24	11	40	41
Gregg Mele	2	2	4	*	1	5	-	2	2
Madelyn Hoffman	1	-	1	1	1	2	-	1	1
Joanne Kuniansky	*	*	1	-	*	-	2	*	-
Undecided	14	8	24	12	10	25	18	11	22

The head-to-head ballot is similar, with Murphy leading Ciattarelli by a single point, 46% - 45%. Again, Ciattarelli easily wins Independents and does much better with Republicans than Murphy does with Democrats. Hispanics favor Murphy, but only by an 11-point margin and he fails to win an outright majority. As seen in the full ballot, non-Governor race voters propel Ciattarelli's fortunes.

<i>And if the election for Governor were held today and the candidates were (ROTATE NAMES) Phil Murphy, the Democrat and Jack Ciattarelli, the Republican, for whom would you vote? (PROBE: Definitely/Probably) (ROTATE 1-4; 4-1)</i>									
	All	GOP	Ind	Dem	White	Hispanic	Black	Gov Voters	Non-Gov Voters
<b>JACK CIATTARELLI</b>	<b>45</b>	<b>93</b>	<b>52</b>	<b>12</b>	<b>52</b>	<b>34</b>	<b>13</b>	<b>45</b>	<b>47</b>
<b>PHIL MURPHY</b>	<b>46</b>	<b>5</b>	<b>33</b>	<b>77</b>	<b>42</b>	<b>45</b>	<b>75</b>	<b>48</b>	<b>40</b>
Definitely Ciattarelli	37	82	40	8	44	28	10	36	39
Probably Ciattarelli	8	11	12	4	9	6	4	8	8
Probably Murphy	9	2	11	12	8	10	11	9	9
Definitely Murphy	37	3	21	65	34	36	64	39	31
Undecided	9	2	15	10	6	21	12	8	12
<b>NET CIATTARELLI</b>	<b>-1</b>	<b>+88</b>	<b>+19</b>	<b>-65</b>	<b>+10</b>	<b>-11</b>	<b>-62</b>	<b>-3</b>	<b>+7</b>

**METHODOLOGY STATEMENT:** Fabrizio, Lee & Associates conducted a survey of 600 likely 2021 general election voters from August 24<sup>th</sup> – August 29<sup>th</sup>, 2021 in New Jersey. The interviews were split 35% cell phone/35% SMS to web/30% landline phone, using live operators for the cell phone and landline phone portions. Geography was matched to past voter turnout in recent odd-year general elections. Gender, age, party registration, race/ethnicity, and education were matched to demographic profiles of likely voters based on the voter file and state data. Respondents were randomly selected from lists of known 2013, 2014, 2017, & 2018 voters and new registrants since the 2018 general election. The margin of error at the 95% confidence interval for 600 voters is  $\pm 4.00\%$ .

## **KEY DEMOGRAPHICS**

### **Party Registration**

Republican	29%
Independent	23%
Democrat	47%
Other (SPECIFY)	1%
DK/Refused (DO NOT READ)	<1%

### **Race/Ethnicity**

White	72%
Latino/Hispanic	12%
African American/Black	10%
Asian American	5%
Other (DO NOT READ)	1%
DK/Refused (DO NOT READ)	1%

### **Age**

18-34	14%
35-44	13%
45-54	20%
55-64	24%
65+	29%
Refused (DO NOT READ)	<1%

### **Vote History**

Gov Election ('13 and/or '17)	74%
Non-Gov Election	26%

### **Education**

High school or less	14%
Some college	36%
College+	50%
Refused (DO NOT READ)	<1%

### **Gender**

<b>MALE</b>	<b>47%</b>
<b>FEMALE</b>	<b>53%</b>
<i>Female, working outside the home</i>	33%
<i>Female, homemaker</i>	20%
<i>Female/Refused</i>	<1%

### **DMA/Region**

<b>NEW YORK CITY DMA</b>	<b>74%</b>
<i>Northeast NJ</i>	34%
<i>Northwest NJ</i>	12%
<i>Central NJ/Northern Shore</i>	28%
<b>PHILADELPHIA DMA</b>	<b>26%</b>