



November 20, 2021

Inquiries@NatPublicAffairs.com

New Jersey Post-Election Survey Findings:

Governor Murphy Escapes Historically Poor National Democrat Environment and Unpopular Image in Narrow Win

'CRT' and 'Illegal Immigration' Could Have Been GOP Turnout Difference Makers in Lower Turnout Off-Year Election

Each month, National Public Affairs and Cygnal partner to poll voter sentiment in 11 battleground states. This month, NPA-Cygnal also conducted a statewide post-election survey of those who voted in New Jersey's 2021 gubernatorial election (522 voters on November 16-17, 4.29% margin of error).

While much has been discussed regarding 'what' happened at the polls, the goal of NPA's survey was to answer the 'why' of November's election's results. Below are the findings of the poll.

With a national political climate that elected Republicans all across the country earlier this month, even in deep blue environs like Seattle and New York City...plus a severely weakened incumbent Democrat governor, Phil Murphy was ripe to be picked off:

- For the first time in recent memory, the national winds were at New Jersey Republicans' backs – and they blew *strong*. The last time a New Jersey Democrat governor faced re-election, the Democrat President had a +14 image rating (10/20/09 Monmouth University poll). Conversely, President Biden had a negative image rating and was deeply unpopular in New Jersey this November: 6-in-10 Independents view Biden unfavorably and nearly 1-in-5 Democrats have an unfavorable opinion of him.
- The poor national environment for Democrats similarly affected Governor Murphy, turning his image rating upside down (49 favorable-49.5 unfavorable), ...and the intensity against him was palpable: 40% of voters view Murphy **very unfavorably**, including 47% of Independents.
- Jack Ciattarelli ended his campaign with +17% image (52-35). Knowing that popular candidates win and unpopular candidates lose – especially in historically positive political climates for Republican candidates like November's – a deeper dive into why a loss occurred at all is warranted.

Republicans were moved much more by the political climate than by their candidate:

- Only **4% of Ciattarelli voters** say they were motivated to vote based primarily on their support for him; **83% voted** for Ciattarelli based on their dissatisfaction with the country and state.

Gov Ballot by Gender	Female	Male	Total
Jack Ciattarelli	46.0%	51.0%	48.3%
Phil Murphy	54.0%	49.0%	51.7%
Total	100.0%	100.0%	100.0%

Gov Ballot by Income	<\$50k	\$50k-\$99k	\$100k+	Unknown	Total
Jack Ciattarelli	49.1%	35.5%	55.2%	9.6%	48.3%
Phil Murphy	50.9%	64.5%	44.8%	90.4%	51.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Gov Ballot by Education	Bach degree or higher	Some college	High school or less	Unknown	Total
Jack Ciattarelli	40.7%	53.5%	58.5%	51.4%	48.3%
Phil Murphy	59.3%	46.5%	41.5%	48.6%	51.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Gov Ballot by Voting Propensity	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4	Total
Jack Ciattarelli	40.9%	62.3%	50.2%	47.6%	38.3%	48.3%
Phil Murphy	59.1%	37.7%	49.8%	52.4%	61.7%	51.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Most Important Factor in Deciding to Vote

“Which one of the following factors most influenced how you voted?”

3.6% of Ciattarelli voters cited “support for their chosen candidate” as the rationale for their vote. Conversely, more than 8-in-10 Ciattarelli voters were most influenced by their “dissatisfaction with the direction” of either the United States or New Jersey.

Most Important Factor by Gov Ballot	Jack Ciattarelli	Phil Murphy	Total
Satisfaction with the direction of New Jersey	1.9%	35.9%	19.5%
Support for my chosen candidate	3.6%	27.2%	15.8%
Opposition to the candidate I did not vote for	10.3%	21.7%	16.2%
Satisfaction with the direction of the United States	1.6%	7.1%	4.4%
Dissatisfaction with the direction of the United States	23.5%	4.3%	13.6%
Dissatisfaction with the direction of New Jersey	59.0%	3.8%	30.5%
Total	100.0%	100.0%	100.0%

Biden voters were 4x as likely to cite “support for their chosen candidate” in casting their vote for Phil Murphy as Trump voters for Ciattarelli.

Most Important Factor by 2020 Retro Ballot	Donald Trump	Joe Biden	Another candidate	Did not vote	Unsure	Total
Satisfaction with the direction of New Jersey	1.3%	35.7%	32.2%	0.0%	0.0%	19.5%
Support for my chosen candidate	6.1%	24.9%	17.6%	0.0%	0.0%	15.8%
Opposition to the candidate I did not vote for	9.4%	23.3%	4.9%	0.0%	13.9%	16.2%
Satisfaction with the direction of the United States	1.3%	7.6%	0.0%	0.0%	0.0%	4.4%
Dissatisfaction with the direction of the United States	24.1%	4.3%	0.0%	28.4%	34.7%	13.6%
Dissatisfaction with the direction of New Jersey	57.7%	4.2%	45.4%	71.6%	51.4%	30.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

CRT/Illegal Immigration as a Motivation to Vote

“Would you have been more enthusiastic to vote for Jack Ciattarelli if he had campaigned more about rejecting Critical Race Theory in schools and ending free handouts for illegal immigrants?”

By a **68%-19%** margin, Ciattarelli voters would have been more motivated to vote for Ciattarelli had he focused more on themes related to CRT and illegal immigration.

CRT/Illegal Immigration	Jack Ciattarelli	Total
Yes	68.2%	68.2%
No	19.3%	19.3%
Definitely yes	46.2%	46.2%
Probably yes	22.1%	22.1%
Probably no	11.1%	11.1%
Definitely no	8.1%	8.1%
Unsure	12.5%	12.5%
Total	100.0%	100.0%

Female Ciattarelli voters were most motivated by CRT and illegal immigration, with strong intensity.

CRT/Illegal Immigration by Gender	Female	Male	Total
Yes	70.5%	65.9%	68.2%
No	18.8%	19.8%	19.3%
Definitely yes	47.6%	44.6%	46.2%
Probably yes	22.8%	21.3%	22.1%
Probably no	13.1%	9.1%	11.1%
Definitely no	5.7%	10.7%	8.1%
Unsure	10.7%	14.3%	12.5%
Total	100.0%	100.0%	100.0%

CRT and illegal immigration motivated Ciattarelli voters across party lines. 75% of Republicans and 63% of Unaffiliated voters said they wanted to hear more on these issues from their candidate – even 3x as many Democrats said ‘definitely yes’ to CRT than the opposite.

CRT/Illegal Immigration by Partisanship by Registration	Republican	Democrat	Unaffiliated	Another party	Unsure	Total
Yes	74.8%	48.4%	62.7%	74.1%	82.6%	68.2%
No	14.1%	27.3%	29.0%	0.0%	17.4%	19.3%
Definitely yes	51.4%	32.6%	42.2%	19.9%	58.1%	46.2%
Probably yes	23.4%	15.8%	20.5%	54.2%	24.5%	22.1%
Probably no	7.8%	17.9%	15.7%	0.0%	17.4%	11.2%
Definitely no	6.3%	9.4%	13.3%	0.0%	0.0%	8.1%
Unsure	11.1%	24.4%	8.3%	25.9%	0.0%	12.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Ciattarelli’s female Independents think *exactly* like Republicans when it comes to CRT and illegal immigration.

CRT/Illegal Immigration by Partisanship + Gender	Republican Female	Republican Male	Democratic Female	Democratic Male	Other Female	Other Male	Unsure	Total
Yes	75.3%	74.1%	47.8%	49.0%	73.8%	56.0%	82.6%	68.2%
No	15.2%	12.8%	31.1%	22.6%	19.1%	33.0%	17.4%	19.3%
Definitely yes	53.0%	49.3%	28.6%	37.4%	48.6%	35.2%	58.1%	46.2%
Probably yes	22.3%	24.8%	19.2%	11.5%	25.2%	20.7%	24.5%	22.1%
Probably no	10.6%	4.4%	22.0%	12.9%	12.1%	16.6%	17.4%	11.1%
Definitely no	4.5%	8.4%	9.2%	9.7%	7.0%	16.3%	0.0%	8.1%
Unsure	9.5%	13.0%	21.0%	28.4%	7.0%	11.1%	0.0%	12.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

###