



Memorandum

The following memo is based on a National Research survey of 600 likely Republican Primary voters in the state of New Jersey. The survey was conducted May 6-8, 2025. The margin of error for this survey is +/- 4% at the 95% confidence interval.

State of the GOP Primary

Almost three weeks into early voting and with just one month left before Primary Election Day, Jack Ciattarelli holds a 31-point advantage over his nearest competitor, Bill Spadea. Jack's ballot advantage over Spadea is now the largest it has ever been, despite the fact that Spadea's campaign has started to spend significant resources in attack ads on Ciattarelli, while trying to explain away Spadea's repeated attacks on President Trump following the 2020 election.

Gubernatorial Primary Ballot

Jack Ciattarelli currently leads Bill Spadea 54%-23%, with Jon Bramnick receiving 10% and Mario Kranjac 2%. Jack's 31-point advantage represents his largest lead yet. Among voters who are favorable to President Trump, or approve of the job the President is doing, Jack is winning by 32 points.

	FEB 2024	FEB 2025	APRIL 2025	MAY 2025	CONSERV	TRUMP FAV	TRUMP APPROVE	3/3 PRIMARY VOTERS
Ciattarelli	45%	41%	50%	54%	54%	56%	56%	53%
Spadea	18%	22%	22%	23%	24%	24%	24%	24%
Bramnick	4%	7%	9%	10%	8%	7%	7%	11%
Durr	n/a	4%	n/a	n/a	n/a	n/a	n/a	n/a
Kranjac	n/a	2%	3%	2%	2%	2%	2%	2%
Undecided	30%	24%	14%	10%	11%	10%	10%	8%

Survey Demographics

Party Registration

Republican	100%
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Gender

Male	50%
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Female	50%
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Region

NYC Metro	23%
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NW/Mountains	14%
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Central Swath	16%
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Jersey Shore	30%
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Southwest	17%
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Age

18-45	17%
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46-65	40%
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66+	43%
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Race

White	82%
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Non-White	14%
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Other/Ref	4%
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Data Collection Method

Live Telephone Interviews (LL and cell) and text-to-online

Sample Source

Voter List

National Research Inc. is a Republican polling firm founded by Adam Geller. Adam has been involved in each Trump Presidential campaign, either as a campaign pollster (2016) or pollster for the official, sanctioned Trump Super PAC (2020 and 2024). In 2023, his public polling for American Greatness showed President Trump's dominance in the Republican Primary against Ron DeSantis, Nikki Haley and the rest of the field. For more information, please visit www.nationalresearchinc.com.