

## KAConsulting, LLC

To: Interested Parties

From: Kellyanne Conway, **KAConsulting, LLC**

Date: July 15, 2025

Re: Telephone Survey Among 800 Registered and Likely New Jersey Voters, Conducted June 24-27, 2025

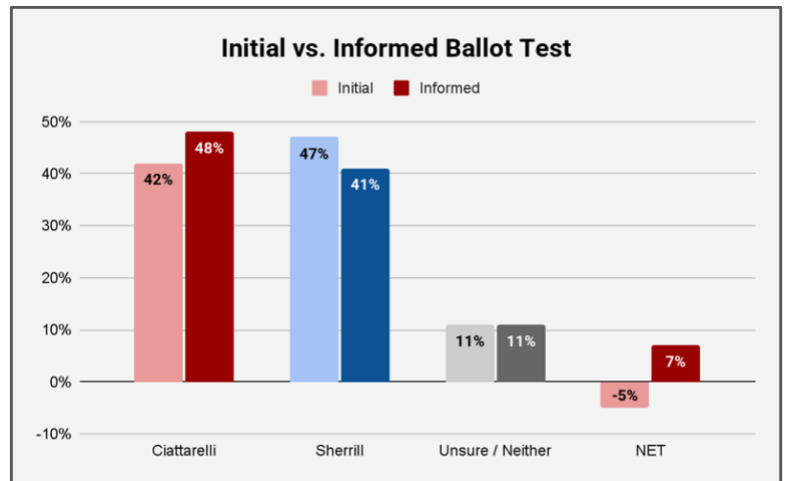
### **It's a Race in the Garden State.**

### **Jack Ciattarelli Has a Path and Blueprint to Build on his and Trump's Gains in the State, Take on Washington DC Liberal Mikie Sherrill, and Deliver the Change New Jerseyans are Seeking.**

The 2025 New Jersey governor's race is shaping up to be **one of the most high-stakes contests since the 2024 presidential election. With President Trump's historic gains in the Garden State in 2024<sup>1</sup> and a stronger and sharper Jack Ciattarelli back at the top of the ticket, following his narrow loss in 2021, New Jersey is poised to earn its new title as a "swing state". This data show that it is no surprise why the Democratic Governor's Association quickly reserved an enormous \$20 million dollars in ad spending<sup>2</sup> for the fall.**

### **Democrat Nominee Mikie Sherrill's Lead is Soft—Republican Nominee Jack Ciattarelli Wins the Argument**

- Sherrill enters the race below 50% and with a modest lead (47%-42%). Another 11% undecided or preferring a third-party candidate.
- Once voters are presented with policy contrasts and candidate messaging, the race flips: Ciattarelli leads Sherrill 48% to 41%.



<sup>1</sup> [New Jersey might be a swing state now - POLITICO](#)

<sup>2</sup> [DGA readies to spend \\$20 million to boost Sherrill - New Jersey Globe](#)

**Sherrill's Record: Out-of-Touch and Out-of-Synch: Sherrill Suffers Major Blow when Voters Learn the Facts about her Beliefs, Voting Record, Priorities, and Own Words: Inept Like Biden, Inarticulate like Kamala**

- The data are clear: Mikie Sherrill's voting record is a major liability among New Jersey voters. Her positions on taxes, social issues, and immigration, and her own personal enrichment all generate strong net negative reactions—especially among Independents, “wrong track” voters, “persuadables”, and voters that perceive Sherrill to be a moderate. She is a doctrinaire Democrat long on crazy talk and short on solutions.
- Her vote to not extend Trump tax cuts, leading to a potential \$1,700 tax hike for families, tax hike on small businesses and a cut to the child tax credit<sup>3</sup> (65% less likely to support Sherrill)
- Pushing LGBTQ curriculum and dismissing parental concerns over boys in girls sports<sup>4</sup> “ (58% less likely)
- Opposition to immigration enforcement<sup>5</sup> and support for taxpayer-funded healthcare for illegal immigrants<sup>6</sup> (58% less likely)
- Tripling her net worth while serving on Armed Services Committee, including defense stock trades<sup>7</sup> (58% less likely)
- Opposition to legislation to prohibit biological boys in girls' sports<sup>8</sup> (55% less likely)

**“Trump, Trump, Trump”. New Jerseyans Demand Collaboration – not Confrontation – between its Next Governor & President Trump**

- A solid 60% of voters say they want the next governor to work with President Trump, compared to just 34% who want the next governor to oppose him as much as possible.
- 46% of NJ voters have a favorable opinion toward President Trump

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<sup>3</sup> [Sherrill slams 'cruel' Trump-backed bill as Ciattarelli cheers tax cuts - New Jersey Globe](#)

<sup>4</sup> [Roll Call 192 | Bill Number: HR 734](#)

<sup>5</sup> [How do N.J. governor candidates stand on immigration enforcement? Here's what all 11 told us. - nj.com](#)

<sup>6</sup> [Mikie Sherrill on X: "Dreamers are Americans in every sense of the word. I applaud @JoeBiden's action today to ensure DACA recipients are able to sign up for health coverage through the Affordable Care Act. https://t.co/fsueku4wAy" / X](#)

<sup>7</sup> [Mikie Sherrill Speaks On New Jersey Gov. Run, Black Maternal Health, Generational Wealth + More](#)

<sup>8</sup> [Republican Jack Ciattarelli can win NJ gov's race by opposing transgenderism: new poll](#)

- New Jersey is clear: they want a collaborative governor, not a Gavin Newsom or JB Pritzker.
- Sherrill's "Trump, Trump, Trump" strategy is so 2018.

### **Voters Demand Change—and a Break from Phil Murphy**

- A majority say NJ is on the wrong track (53%) and a majority say the state needs major change (52%)
  - Men, Independents, and Economic voters are among the groups most eager for change and are ripe for Jack to move them to his column.

	The state of New Jersey needs...				
<i>Notable Groups</i>	...major changes	...minor changes	...no real change	Unsure/Depends	NET Major Changes
<b>TOTAL</b>	52%	40%	4%	3%	<b>12%</b>
<b>Women</b>	49%	42%	5%	4%	<b>7%</b>
<b>Men</b>	57%	38%	3%	2%	<b>19%</b>
<b>36-55</b>	49%	43%	5%	3%	<b>6%</b>
<b>56+</b>	55%	38%	4%	3%	<b>17%</b>
<b>Hispanic</b>	47%	41%	6%	5%	<b>6%</b>
<b>Republicans</b>	82%	15%	2%	1%	<b>67%</b>
<b>Independents</b>	52%	42%	3%	3%	<b>10%</b>
<b>Democrats</b>	27%	62%	7%	4%	<b>-35%</b>
<b>NJ Wrong Track</b>	77%	21%	1%	1%	<b>56%</b>
<b>Top Issue: Econ</b>	52%	41%	4%	2%	<b>11%</b>
<b>Union HHs</b>	47%	46%	4%	4%	<b>1%</b>
<b>North Jersey</b>	51%	41%	3%	5%	<b>10%</b>
<b>Central Jersey</b>	50%	44%	5%	1%	<b>6%</b>
<b>South Jersey</b>	56%	37%	4%	2%	<b>19%</b>

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- 57% would not vote for Phil Murphy if he could run for a third term and 63% think the next governor should take the state in a different direction from Murphy.
- A Washington, DC, Democrat, Mikie Sherrill, who has voted in favor of big spending, higher taxes, and more regulation, and a supporter of Phil Murphy's governance has a major liability when it comes to CHANGE and the TOP ISSUES in the state.
- Voters' priorities remain firmly grounded in economic reality. Property taxes (50%) and inflation/cost of living (33%) overwhelmingly top the list of concerns. Immigration (16%), education (14%), and healthcare (14%) also register in double digits, but none come close to matching the salience of affordability issues.

**Jack Ciattarelli is in a much stronger starting position this cycle, than he was in 2021 - when he faced a well-known incumbent and the state had freshly elected Joe Biden by nearly 16 percentage points. Ciattarelli, like Trump, has spent four years preparing for this moment. NJ voters have spent the last four years inching closer and closer to the Republican message. And Sherrill spent the last seven years in Washington DC burnishing her radical left credentials. Ignore this race or believe non-scientific polling at your own peril.**

### Survey Methodology

Change NJ Inc. recently commissioned a Statewide Telephone Survey among 800 Likely and Registered Voters in New Jersey. This quantitative research was conducted between June 24-27, 2025. Sampling controls were used to ensure that a proportional and representative number of voters were interviewed from such demographic groups as age, gender, race, and geographic region. The margin of error is  $\pm 3.5\%$  at the 95% confidence interval for the overall survey, M.O.E.s for subgroups are larger.