



Memorandum

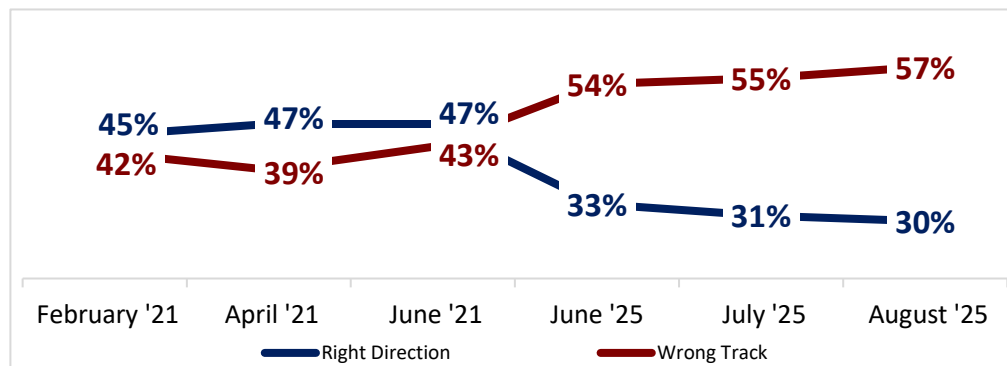
The following memo is based on a National Research survey of 600 likely voters in New Jersey. The survey was conducted September 8-10, 2025. The margin of error for this survey is +/- 4%.

STATE OF THE RACE

The race is tight. We have Jack trailing by only two points in the head-to-head ballot, and by three points in the multi candidate ballot. These spreads are within the poll's margin of error.

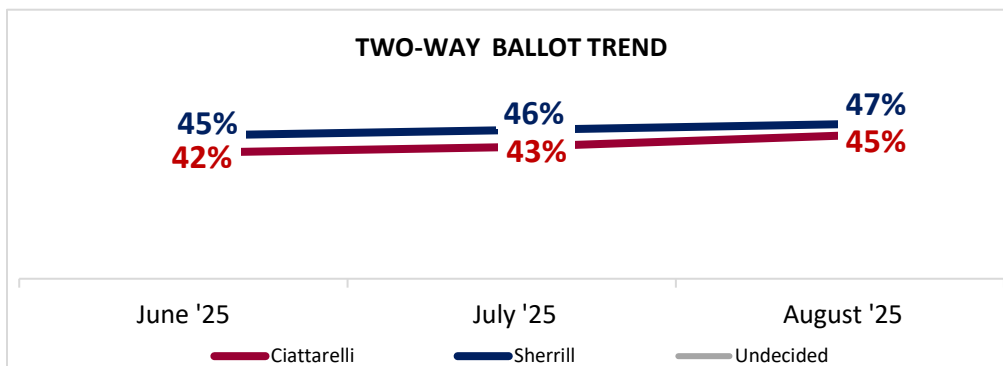
DIRECTION OF NJ

The mood of the state is the most pessimistic to date, with 57% of all New Jersey likely voters saying that the state is on the wrong track. Among the "wrong track" voters, an overwhelming majority (78%) blame Phil Murphy and his policies that are making NJ more expensive and less safe. Only 14% blame President Trump.



H2H BALLOT TRENDLINE

In the two-candidate ballot, Jack trails by two points – which is a statistically insignificant difference. Statistically, the two-way ballot is a tie.



CURRENT MULTI-CANDIDATE BALLOT

The multi-candidate ballot shows a three-point deficit for Jack – also within the poll’s margin of error. Jack is currently ahead with key swing groups, such as unaffiliated voters, working and middle-class voters, and voters who voted in the 2021 Gubernatorial race.

	Overall	Unaffiliated	Working/Middle Class Voters	G’21 Voters
Jack Ciattarelli	44%	50%	46%	47%
Mikie Sherrill	47%	38%	44%	46%
Vic Kaplan	-	1%	--	--
Joanne Kuniarsky	1%	--	2%	1%
Undecided	6%	9%	7%	5%
D/S	-3%	+12%	+2	+1

SURVEY DEMOGRAPHICS

Party Registration

Republican	32%
Democrat	42%
Unaffiliated/Ind.	26%

Gender

Male	47%
Female	53%

Region

NYC Metro	34%
NW/Mountains	10%
Central Swath	18%
Jersey Shore	20%
Southwest	17%

Age

18-45	33%
46-65	38%
66+	29%

Race

White	71%
African American	8%
Hispanic	11%
Other	10%

Data Collection Method

Landline	20%
Cell	30%
Text	50%

Sample Source

Voter List
