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Interviews: 602 Voters in 2025 New Jersey
Governor Election
Dates: November 1-5, 2025

FINAL

Study #15106a
Groundwork NJ Post-election
November 2025

Please note: all results are shown as percentages unless otherwise stated.

Gender. What is your gender?

Male	49
Female.....	51

QRSV1. Are you currently registered to vote in New Jersey?

Yes, registered to vote.....	100	
No, not registered to vote	0	TERMINATE
Not sure	0	TERMINATE

QAGE. For statistical purposes only and to ensure that we have a representative sample, in what year were you born?

18-24.....	5
25-29.....	6
30-34.....	5
35-39.....	8
40-44.....	7
45-49.....	10
50-54.....	6
55-59.....	10
60-64.....	9
65-69.....	11
70-74.....	7
75 or older.....	17

Raceth. Again, for statistical purposes only, are you of Hispanic, Latino, or Spanish origin? (IF 'NO' OR 'NOT SURE,' ASK:) And to ensure we have a representative sample, what is your race-white, Black or African American, Asian, or something else? (IF 'SOMETHING ELSE,' ASK:) How would you describe your race?

Asian or Asian American	5
Black or African American ..	12
Hispanic.....	11
White	70
Another race.....	2

Q1. In elections prior to this year, would you say you...?

Voted for Democrats in a large majority of elections	43
Voted for Democrats a little more often than for Republicans	7
Split your votes pretty evenly between Democrats and Republicans...	11
Voted for Republicans a little more often than for Democrats	6
Voted for Republicans in a large majority of elections	33
Have not voted previously	0
Total Voted More For Democrats	51
Total Voted More For Republicans	39

QSedu. What is the last grade of school or level of education you completed? (IF INITIAL RESPONSE IS 'REFUSED' OR 'NOT SURE,' SAY:) As a reminder, your answer is completely confidential and is being used for statistical purposes only. With that in mind, would you tell me the last grade you completed in school?

Did not graduate high school	1
High school graduate.....	18
Vocational training/technical school.....	3
Some college, no degree.....	10
2-year college/associate degree.....	13
4-year college/bachelor's degree.....	35
Master's, PhD, or professional degree (MD, law, MBA)	20

Q24prescom. Did you vote in the 2024 election for president? Did you vote for Kamala Harris, the Democrat, or Donald Trump, the Republican?

Kamala Harris	52
Donald Trump	43
Other candidate.....	2
Did not vote	2
Not sure/refused.....	0

Q2adTH. VOTE STATUS AT TIME OF INTERVIEW.

Already voted	62
Not vote yet but decided and certain to vote	38

Q3abTH. Compared with other elections, would you say that it (felt/feels) more important to vote in this election, less important to vote in this election, or that it (felt/feels) about the same?

More important	70
Less important.....	1
About the same	28
Not sure	1

Q4abc. Please tell me whether your opinion about each one of the following is very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable. How would you rate your opinion of (READ ITEM)--very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable? (IF 'NOT SURE,' ASK:) Well, if you had to say for (READ ITEM), would it be very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable?

	Total Favorable	Total Un- favorable	Very favorable	Somewhat favorable	Somewhat un- favorable	Very un- favorable	Don't know name/not sure
Donald Trump.....	43	54	32	12	4	51	2
Mikie Sherrill.....	52	41	30	22	12	30	6
Jack Ciattarelli	42	52	28	14	13	38	6
The Democratic Party overall	49	48	21	28	10	38	4
The Republican Party overall	43	54	26	17	10	43	4

Q5abTH. In the election for governor that just took place, did you vote for...? Which candidate will you vote for in the election for governor...? (IF RESPONDENT HESITATES, SAY:) We understand that your vote is private, and that is why we guarantee as part of our research protocol that your answer is completely confidential and your participation is completely anonymous.

Sherrill, the Democrat.....	56
Ciattarelli, the Republican	43
Third-party candidate	1
Refused/cannot recall.....	0

Q7abTH. Looking ahead to next year's election for the U.S. House of Representatives in your district, do you think you will vote for the Democrat candidate or the Republican candidate? (IF 'NOT SURE,' ASK:) Well, if you had to say right now, do you lean more toward the Democratic candidate or the Republican candidate?

The Democratic candidate.....	48
The Democratic candidate (lean)	2
The Republican candidate.....	37
The Republican candidate (lean).....	4
Other candidate	1
Not sure	7
Total Vote For The Democrat	50
Total Vote For The Republican	42

Q8. When it comes to (INSERT ITEM), do you think Democrats have the better approach, Republicans have the better approach, or are they both equal?

RANKED BY PERCENTAGE SAYING DEMOCRATS HAVE BETTER APPROACH

	Democrats have better approach	Republicans have better approach	Both are equal	Not sure
Making quality healthcare affordable	53	27	12	8
Lowering the cost of living	41	36	19	5
Handling the economy	40	40	17	3

Q9. In the debate over the federal government shutdown, Democrats' main focus has been on the need to address the high cost of healthcare. Does the position that Democrats have taken on this issue make you feel more favorable toward Democrats and the Democratic Party, less favorable toward Democrats and the Democratic Party, or does it not make a difference either way?

More favorable toward Democrats and the Democratic Party	45
Less favorable toward Democrats and the Democratic Party	33
No difference either way	19
Not sure	2

(ASKED ONLY OF RESPONDENTS WHO VOTED FOR SHERRILL (P1) IN Q5a/b.)

Q10a. In deciding to vote for Mikie Sherrill, which one of the following was more important to you?

How you felt about the two candidates personally	30
How you felt about the two political parties and their leaders...	56
Both equally	10
Not sure	4

(ASKED ONLY OF RESPONDENTS WHO VOTED FOR CIATTARELLI (P2) IN Q5a/b.)

Q10b. In deciding to vote for Jack Ciattarelli, which one of the following was more important to you?

How you felt about the two candidates personally	47
How you felt about the two political parties and their leaders...	39
Both equally	11
Not sure	3

Q11. I am going to mention some different issues people might have considered in deciding how to vote. For each one, please tell me how important it was to you in voting for governor--the single most important issue, one of the top two or three, important but not one of the top two or three, of lesser importance, or not important at all.

RANKED BY PERCENTAGE SAYING SINGLE MOST IMPORTANT ISSUE

	Total Top 3 Most Important Issue	Total Of Lesser Importance/ Not Important At All	The single most important issue	Top two or three issues	Important but not in the top 2 or 3	Of lesser importance	Not important at all
(IF FOR SHERRILL:) Opposing President Trump's agenda	81	9	57	24	9	3	6
Prices and the cost of living	83	4	44	39	13	2	2
Taxes	74	7	35	39	19	5	3
Healthcare	74	9	34	40	17	5	4
(IF FOR CITATTARELLI:) Supporting President Trump's agenda	63	19	34	29	18	10	9
Education*	64	12	31	33	24	6	6
Utility rates and the cost of electricity	64	14	30	33	23	7	6
Jobs and wages	62	13	30	32	25	7	6
Crime**	62	13	28	33	26	8	5
Immigration	60	16	28	32	23	10	7
Affordable housing	54	20	25	28	27	10	10
Abortion	47	31	20	27	23	15	16
Transgender issues	23	56	9	14	22	18	38

* Asked of one-half the respondents (FORM A).

** Asked of one-half the respondents (FORM B).

Due to rounding, not all tables will add to 100. When totaled responses differ from individual responses, totaled responses are more precise.

Q11. Proportion of respondents who say each issue is the single most important issue.

	Sherrill Voters	Ciattarelli Voters
Opposing President Trump's agenda	57	-
Prices and the cost of living	45	43
Taxes	27	46
Healthcare	43	22
Supporting President Trump's agenda	-	34
Education.....	37	24
Utility rates and the cost of electricity	29	32
Jobs and wages	36	22
Crime	19	39
Immigration	19	40
Affordable housing.....	29	19
Abortion	24	15
Transgender issues	10	6

Q12. Which ONE or TWO of the following costs are most concerning to you? (IF MORE THAN TWO, ASK:) If you had to choose TWO, which TWO are most concerning?

RANKED BY HIGHEST PERCENTAGE

Cost of groceries.....	51
Cost of housing	36
Cost of prescription drugs and healthcare	34
Utility rates and the cost of electricity	34
Cost of child care	9
Cost of gasoline	8
Not sure	2

Q13. When it comes to (INSERT ITEM), do you think Mikie Sherrill has the better approach, Jack Ciattarelli has the better approach, or are they both equal?

RANKED BY PERCENTAGE SAYING MIKIE SHERRILL HAS BETTER APPROACH

	Mikie Sherrill has better approach	Jack Ciattarelli has better approach	Both are equal	Not sure
Making quality healthcare affordable	52	29	12	8
Making housing affordable	48	31	14	7
Handling the economy	46	39	12	4
Lowering utility rates and the cost of electricity	45	36	14	6
Lowering the cost of living	45	36	14	5

(ASKED ONLY OF RESPONDENTS WHO VOTED FOR SHERRILL (P1) IN Q5a/b.)

Q14. Now I will read some reasons that people have said they voted for Mikie Sherrill for governor. After you hear them, please tell me which ONE is the top reason you voted for Mikie Sherrill.

RANKED BY HIGHEST PERCENTAGE

Because I think she will stand up to President Trump	40
Because she is focused on reducing the cost of living	20
Because she is a mother who understands the concerns of working families.....	16
Because of her career spent in national service, including time spent overseas..	9
Because she has a reputation as a moderate	8
Other reason	4
Not sure	2

(RESUMED ASKING EVERYONE.)

Q15a. Mikie Sherrill has said she will lower utility costs by declaring a state of emergency on utility costs on day one as governor in order to freeze utility rates for New Jerseyans, investing in the generation of energy from new, cheaper, and cleaner energy sources, and requiring more transparency from utility companies. Does knowing this make you much more likely to support Mikie Sherrill for governor, somewhat more likely to support her, somewhat less likely to support her, or much less likely to support her?

Much more likely to support her	37
Somewhat more likely to support her.....	18
Somewhat less likely to support her.....	7
Much less likely to support her.....	29
Not sure.....	9
Total More Likely To Support Sherrill	55
Total Less Likely To Support Sherrill	37

Q15b. Now I'm going to mention specific proposals that Mikie Sherrill has suggested to lower utility costs. Please tell me which one you think is the best approach.

RANKED BY HIGHEST PERCENTAGE

Invest in the generation of energy from new, cheaper, and cleaner energy sources .	36
Require more transparency from utility companies	29
Freeze utility rates	16
None	15
Not sure	4

Q15c. Mikie Sherrill has said she will lower child care costs by making pre-Kindergarten available to all children in New Jersey, providing school meals for students at no cost to parents, and expanding on-the-job training for qualified child care professionals to increase the number of child care slots available to families. Does knowing this make you much more likely to support Mikie Sherrill for governor, somewhat more likely to support her, somewhat less likely to support her, or much less likely to support her?

Much more likely to support her.....	36
Somewhat more likely to support her	20
Somewhat less likely to support her	7
Much less likely to support her	27
Not sure	10
Total More Likely To Support Sherrill	57
Total Less Likely To Support Sherrill	34

(FORM A ONLY.)

Q17. I am going to read you two statements, and I would like you to tell me which one you agree with more.*

Government moves too slowly and makes things overly complicated and inefficient, with too much red tape, rules, and regulation	40
Government prioritizes the interests of billionaires, big corporations, and lobbyists instead of fighting for the interests of average Americans	52
Neither	4
Not sure	4

(FORM B ONLY.)

Q18. I am going to read you two statements, and I would like you to tell me which you think is the bigger problem with government today.**

The bigger problem with government today is that it is anti-business	23
The bigger problem with government today is that it lets big corporations get away with breaking too many rules	64
Neither	8
Not sure	4

(RESUMED ASKING EVERYONE.)

Q19. Which of the following two approaches do you think is more important for addressing the high cost of living in New Jersey?

Cracking down on price gouging by corporations that jack up prices to pad their profits ...	49
Increasing supply to meet growing demand and lower prices for everyone	43
Neither	5
Not sure	2

FACTUALS: These last few questions are for statistical purposes only.

QF1. How would you describe the area where you live--a city, a suburb, a small town, or a rural area?

A city	15
A suburb.....	44
A small town.....	29
A rural area	11
Not sure	1
Total Small Town/Rural	39

PID5THa. Regardless of how you may be registered, how would you describe your overall point of view in terms of the political parties? Would you say that you are a strong Republican, leaning Republican, completely independent, leaning Democrat, or a strong Democrat?

A strong Republican	24
Leaning Republican.....	12
Completely independent.....	16
Leaning Democrat	17
A strong Democrat	29
Other party	0
Not sure/refused.....	1
Total Republican	36
Total Democrat	46

Qideol. On most issues related to government and politics, do you consider yourself very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

Very liberal.....	14
Somewhat liberal	16
Moderate.....	29
Somewhat conservative.....	20
Very conservative	18
Not sure	3
Total Liberal	30
Total Conservative	38

Qparent. Finally, are you the parent or guardian of any children under age eighteen currently living in your household? (IF 'REFUSED', SAY:) Just as a reminder, this interview is completely confidential.

Yes.....	24
No	75
Not sure	1