

7. For governor, there are four candidates listed on your ballot in the following order. Here we go. At this point, for whom will you vote or lean toward?

BANNER 1																			
DEMOGRAPHICS																			
	GENDER			PARTY			LIKLEY TO VOTE			AGE			RACE		EDUCATION			LABOR UNION	
	TOTAL	MALE	FEM	DEM	REP	IND/ OTH	VERY	SMWT	ALRDY VOTED	18-44	45-64	65+	WHITE	HISP	NO COLL	SOME COLL	COLL GRAD	YES	NO
Total	300 100	138 100	148 100	110 100	74 100	110 100	243 100	16 100	41 100	112 100	100 100	87 100	208 100	31 100	65 100	67 100	167 100	62 100	234 100
Republican Jack Ciattarelli	125 42%	65 47%	57 39%	4 4%	72 97%	47 43%	111 46%	3 19%	11 27%	45 40%	48 48%	31 36%	96 46%	11 35%	28 43%	23 34%	73 44%	22 35%	102 44%
Democrat Mikie Sherrill	129 43%	56 41%	70 47%	90 82%	1 1%	37 34%	98 40%	5 31%	26 63%	45 40%	39 39%	45 52%	88 42%	13 42%	26 40%	34 51%	69 41%	34 55%	94 40%
Socialist Workers Party Joanne Kuniansky	3 1%	3 2%	-	1 1%	-	2 2%	2 1%	-	1 2%	1 1%	-	2 2%	3 1%	-	2 3%	-	1 1%	1 2%	2 1%
Libertarian Vic Kaplan	2 1%	1 1%	1 1%	-	1 1%	1 1%	-	2 13%	-	2 2%	-	-	1 *%	-	1 2%	-	1 1%	-	2 1%
Undecided	31 10%	12 9%	15 10%	14 13%	-	16 15%	25 10%	6 38%	-	15 13%	10 10%	6 7%	17 8%	4 13%	6 9%	10 15%	15 9%	4 6%	25 11%
Refused	10 3%	1 1%	5 3%	1 1%	-	7 6%	7 3%	-	3 7%	4 4%	3 3%	3 3%	3 1%	3 10%	2 3%	-	8 5%	1 2%	9 4%

8. Thinking back to the 2024 presidential election, did you vote for Kamala Harris, Donald Trump, someone else, or did you not vote in the presidential election?

BANNER 1																			
DEMOGRAPHICS																			
	GENDER			PARTY			LIKLEY TO VOTE			AGE			RACE		EDUCATION			LABOR UNION	
	TOTAL	MALE	FEM	DEM	REP	IND/ OTH	VERY	SMWT	ALRDY VOTED	18-44	45-64	65+	WHITE	HISP	NO COLL	SOME COLL	COLL GRAD	YES	NO
Total	300 100	138 100	148 100	110 100	74 100	110 100	243 100	16 100	41 100	112 100	100 100	87 100	208 100	31 100	65 100	67 100	167 100	62 100	234 100
Kamala Harris	131 44%	58 42%	71 48%	98 89%	-	32 29%	102 42%	4 25%	25 61%	45 40%	41 41%	45 52%	90 43%	13 42%	28 43%	32 48%	71 43%	29 47%	101 43%
Donald Trump	121 40%	65 47%	53 36%	2 2%	71 96%	48 44%	106 44%	4 25%	11 27%	45 40%	48 48%	27 31%	97 47%	11 35%	28 43%	25 37%	67 40%	24 39%	96 41%
Someone else	16 5%	9 7%	6 4%	5 5%	1 1%	10 9%	12 5%	2 13%	2 5%	9 8%	3 3%	4 5%	8 4%	2 6%	3 5%	4 6%	9 5%	5 8%	11 5%
Did not vote	15 5%	6 4%	8 5%	4 4%	2 3%	9 8%	10 4%	5 31%	-	11 10%	-	4 5%	3 1%	3 10%	3 5%	4 6%	8 5%	1 2%	14 6%
Undecided	6 2%	-	5 3%	1 1%	-	3 3%	6 2%	-	-	-	3 3%	3 3%	4 2%	-	-	2 3%	4 2%	1 2%	3 1%
Refused	11 4%	-	5 3%	-	-	8 7%	7 3%	1 6%	3 7%	2 2%	5 5%	4 5%	6 3%	2 6%	3 5%	-	8 5%	2 3%	9 4%

9. Is your opinion of Phil Murphy generally favorable or generally unfavorable?

BANNER 1																			
DEMOGRAPHICS																			
	GENDER		PARTY		LIKLEY TO VOTE			AGE			RACE		EDUCATION			LABOR UNION			
	TOTAL	MALE	FEM	DEM	REP	IND/ OTH	VERY	SMWT	ALRDY VOTED	18-44	45-64	65+	WHITE	HISP	NO COLL	SOME COLL	COLL GRAD	YES	NO
Total	300 100	138 100	148 100	110 100	74 100	110 100	243 100	16 100	41 100	112 100	100 100	87 100	208 100	31 100	65 100	67 100	167 100	62 100	234 100
Never Heard	4 1%	2 1%	1 1%	2 2%	-	2 2%	-	1 6%	3 7%	2 2%	-	2 2%	3 1%	-	1 2%	-	3 2%	-	4 2%
Favorable	138 46%	60 43%	74 50%	88 80%	7 9%	40 36%	108 44%	7 44%	23 56%	48 43%	48 48%	42 48%	94 45%	16 52%	30 46%	37 55%	71 43%	35 56%	103 44%
Unfavorable	115 38%	62 45%	48 32%	6 5%	64 86%	44 40%	99 41%	4 25%	12 29%	46 41%	43 43%	25 29%	91 44%	7 23%	28 43%	19 28%	67 40%	20 32%	94 40%
Heard of/Undecided	43 14%	14 10%	25 17%	14 13%	3 4%	24 22%	36 15%	4 25%	3 7%	16 14%	9 9%	18 21%	20 10%	8 26%	6 9%	11 16%	26 16%	7 11%	33 14%

10. Is your opinion of Jack Ciattarelli generally favorable or generally unfavorable?

BANNER 1																			
DEMOGRAPHICS																			
	GENDER		PARTY			LIKLEY TO VOTE			AGE			RACE		EDUCATION			LABOR UNION		
	TOTAL	MALE	FEM	DEM	REP	IND/ OTH	VERY	SMWT	ALRDY VOTED	18-44	45-64	65+	WHITE	HISP	NO COLL	SOME COLL	COLL GRAD	YES	NO
Total	300 100	138 100	148 100	110 100	74 100	110 100	243 100	16 100	41 100	112 100	100 100	87 100	208 100	31 100	65 100	67 100	167 100	62 100	234 100
Never Heard	4 1%	2 1%	1 1%	3 3%	-	1 1%	-	3 19%	1 2%	3 3%	-	1 1%	1 *%	-	1 2%	-	3 2%	-	4 2%
Favorable	120 40%	68 49%	50 34%	2 2%	70 95%	47 43%	106 44%	3 19%	11 27%	46 41%	45 45%	28 32%	94 45%	11 35%	25 38%	25 37%	69 41%	18 29%	101 43%
Unfavorable	128 43%	59 43%	66 45%	85 77%	2 3%	41 37%	99 41%	2 13%	27 66%	41 37%	42 42%	45 52%	91 44%	13 42%	29 45%	32 48%	67 40%	35 56%	92 39%
Heard of/Undecided	48 16%	9 7%	31 21%	20 18%	2 3%	21 19%	38 16%	8 50%	2 5%	22 20%	13 13%	13 15%	22 11%	7 23%	10 15%	10 15%	28 17%	9 15%	37 16%

11. Is your opinion of Mikie Sherrill generally favorable or generally unfavorable?

BANNER 1																			
DEMOGRAPHICS																			
	GENDER		PARTY		LIKLEY TO VOTE				AGE			RACE		EDUCATION			LABOR UNION		
	TOTAL	MALE	FEM	DEM	REP	IND/ OTH	VERY	SMWT	ALRDY VOTED	18-44	45-64	65+	WHITE	HISP	NO COLL	SOME COLL	COLL GRAD	YES	NO
Total	300 100	138 100	148 100	110 100	74 100	110 100	243 100	16 100	41 100	112 100	100 100	87 100	208 100	31 100	65 100	67 100	167 100	62 100	234 100
Never Heard	5 2%	2 1%	3 2%	2 2%	-	1 1%	1 *%	2 13%	2 5%	2 2%	1 1%	2 2%	2 1%	-	1 2%	-	4 2%	-	5 2%
Favorable	137 46%	62 45%	71 48%	92 84%	2 3%	43 39%	107 44%	5 31%	25 61%	47 42%	43 43%	47 54%	97 47%	16 52%	30 46%	37 55%	70 42%	37 60%	99 42%
Unfavorable	123 41%	67 49%	52 35%	4 4%	72 97%	46 42%	108 44%	4 25%	11 27%	45 40%	46 46%	31 36%	95 46%	9 29%	30 46%	23 34%	69 41%	22 35%	100 43%
Heard of/Undecided	35 12%	7 5%	22 15%	12 11%	-	20 18%	27 11%	5 31%	3 7%	18 16%	10 10%	7 8%	14 7%	6 19%	4 6%	7 10%	24 14%	3 5%	30 13%

12. Is your opinion of Donald Trump generally favorable or generally unfavorable?

BANNER 1																			
DEMOGRAPHICS																			
	GENDER		PARTY			LIKLEY TO VOTE				AGE			RACE		EDUCATION			LABOR UNION	
	TOTAL	MALE	FEM	DEM	REP	IND/ OTH	VERY	SMWT	ALRDY VOTED	18-44	45-64	65+	WHITE	HISP	NO COLL	SOME COLL	COLL GRAD	YES	NO
Total	300	138	148	110	74	110	243	16	41	112	100	87	208	31	65	67	167	62	234
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Never Heard	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Favorable	119	66	49	3	68	46	102	5	12	43	45	30	96	10	32	23	63	22	96
	40%	48%	33%	3%	92%	42%	42%	31%	29%	38%	45%	34%	46%	32%	49%	34%	38%	35%	41%
Unfavorable	150	64	82	100	3	46	117	7	26	57	45	48	97	15	30	37	83	33	116
	50%	46%	55%	91%	4%	42%	48%	44%	63%	51%	45%	55%	47%	48%	46%	55%	50%	53%	50%
Heard of/Undecided	31	8	17	7	3	18	24	4	3	12	10	9	15	6	3	7	21	7	22
	10%	6%	11%	6%	4%	16%	10%	25%	7%	11%	10%	10%	7%	19%	5%	10%	13%	11%	9%

13. Does anyone in your household belong to a labor union - yes or no?

BANNER 1																			
DEMOGRAPHICS																			
	GENDER		PARTY			LIKLEY TO VOTE				AGE			RACE		EDUCATION			LABOR UNION	
	TOTAL	MALE	FEM	DEM	REP	IND/ OTH	VERY	SMWT	ALRDY VOTED	18-44	45-64	65+	WHITE	HISP	NO COLL	SOME COLL	COLL GRAD	YES	NO
Total	300 100	138 100	148 100	110 100	74 100	110 100	243 100	16 100	41 100	112 100	100 100	87 100	208 100	31 100	65 100	67 100	167 100	62 100	234 100
Yes	62 21%	33 24%	26 18%	25 23%	13 18%	23 21%	55 23%	-	7 17%	25 22%	24 24%	13 15%	44 21%	9 29%	18 28%	9 13%	35 21%	62 100%	-
No	234 78%	104 75%	119 80%	84 76%	60 81%	85 77%	184 76%	16 100%	34 83%	86 77%	75 75%	72 83%	163 78%	22 71%	47 72%	57 85%	129 77%	-	234 100%
Undecided	2 1%	1 1%	1 1%	1 1%	1 1%	-	2 1%	-	-	1 1%	1 1%	-	1 *%	-	-	1 1%	1 1%	-	-
Refused	2 1%	-	2 1%	-	-	2 2%	2 1%	-	-	-	-	2 2%	-	-	-	-	2 1%	-	-



8. Thinking back to the 2024 presidential election, did you vote for Kamala Harris, Donald Trump, someone else, or did you not vote in the presidential election?

BANNER 2																	
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GOVERNOR BALLOT TEST, 2024 PRESIDENTIAL RECALL, & FAVORABILITIES																	
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	GOVERNOR BALLOT						2024 PRESIDENTIAL RECALL			OPINION OF MURPHY		OPINION OF CIATTARELLI		OPINION OF SHERRILL		OPINION OF TRUMP	
	TOTAL	CIATTARELLI	SHERRILL	KUNIANSKY	KAPLAN	UND	HARRIS	TRUMP	DIDNT VOTE	FAV	UNFAV	FAV	UNFAV	FAV	UNFAV	FAV	UNFAV
Total	300 100	125 100	129 100	3 100	2 100	31 100	131 100	121 100	15 100	138 100	115 100	120 100	128 100	137 100	123 100	119 100	150 100
Kamala Harris	131 44%	5 4%	112 87%	1 33%	-	11 35%	131 100%	-	-	101 73%	11 10%	4 3%	107 84%	113 82%	5 4%	1 1%	127 85%
Donald Trump	121 40%	110 88%	5 4%	-	1 50%	5 16%	-	121 100%	-	17 12%	91 79%	104 87%	9 7%	7 5%	108 88%	109 92%	5 3%
Someone else	16 5%	2 2%	6 5%	2 67%	1 50%	5 16%	-	-	-	9 7%	4 3%	2 2%	9 7%	9 7%	3 2%	1 1%	11 7%
Did not vote	15 5%	6 5%	5 4%	-	-	4 13%	-	-	15 100%	6 4%	6 5%	9 8%	2 2%	4 4%	6 5%	6 5%	6 4%
Undecided	6 2%	1 1%	1 1%	-	-	4 13%	-	-	-	3 2%	-	-	1 1%	1 1%	-	-	1 1%
Refused	11 4%	1 1%	-	-	-	2 6%	-	-	-	2 1%	3 3%	1 1%	-	1 1%	1 1%	2 2%	-

9. Is your opinion of Phil Murphy generally favorable or generally unfavorable?

BANNER 2																	
=====																	
GOVERNOR BALLOT TEST, 2024 PRESIDENTIAL RECALL, & FAVORABILITIES																	
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	GOVERNOR BALLOT						2024 PRESIDENTIAL RECALL			OPINION OF MURPHY		OPINION OF CIATTARELLI		OPINION OF SHERRILL		OPINION OF TRUMP	
	TOTAL	CIATTARELLI	SHERRILL	KUNIANSKY	KAPLAN	UND	HARRIS	TRUMP	DIDNT VOTE	FAV	UNFAV	FAV	UNFAV	FAV	UNFAV	FAV	UNFAV
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Total	300 100	125 100	129 100	3 100	2 100	31 100	131 100	121 100	15 100	138 100	115 100	120 100	128 100	137 100	123 100	119 100	150 100
Never Heard	4 1%	-	2 2%	-	-	1 3%	4 3%	-	-	-	-	-	3 2%	3 2%	1 1%	-	4 3%
Favorable	138 46%	18 14%	106 82%	2 67%	1 50%	9 29%	101 77%	17 14%	6 40%	138 100%	-	16 13%	101 79%	112 82%	12 10%	18 15%	109 73%
Unfavorable	115 38%	96 77%	9 7%	1 33%	1 50%	7 23%	11 8%	91 75%	6 40%	-	115 100%	95 79%	13 10%	12 9%	98 80%	89 75%	20 13%
Heard of/Undecided	43 14%	11 9%	12 9%	-	-	14 45%	15 11%	13 11%	3 20%	-	-	9 8%	11 9%	10 7%	12 10%	12 10%	17 11%

10. Is your opinion of Jack Ciattarelli generally favorable or generally unfavorable?

BANNER 2																	
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GOVERNOR BALLOT TEST, 2024 PRESIDENTIAL RECALL, & FAVORABILITIES																	
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	GOVERNOR BALLOT						2024 PRESIDENTIAL RECALL			OPINION OF MURPHY		OPINION OF CIATTARELLI		OPINION OF SHERRILL		OPINION OF TRUMP	
	TOTAL	CIATTARELLI	SHERRILL	KUNIANSKY	KAPLAN	UND	HARRIS	TRUMP	DIDNT VOTE	FAV	UNFAV	FAV	UNFAV	FAV	UNFAV	FAV	UNFAV
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Total	300 100	125 100	129 100	3 100	2 100	31 100	131 100	121 100	15 100	138 100	115 100	120 100	128 100	137 100	123 100	119 100	150 100
Never Heard	4 1%	-	2 2%	-	1 50%	1 3%	3 2%	-	-	3 2%	-	-	-	1 1%	-	-	4 3%
Favorable	120 40%	115 92%	1 1%	-	-	4 13%	4 3%	104 86%	9 60%	16 12%	95 83%	120 100%	-	9 7%	106 86%	104 87%	8 5%
Unfavorable	128 43%	5 4%	117 91%	3 100%	1 50%	1 3%	107 82%	9 7%	2 13%	101 73%	13 11%	-	128 100%	116 85%	10 8%	9 8%	116 77%
Heard of/Undecided	48 16%	5 4%	9 7%	-	-	25 81%	17 13%	8 7%	4 27%	18 13%	7 6%	-	-	11 8%	7 6%	6 5%	22 15%

11. Is your opinion of Mikie Sherrill generally favorable or generally unfavorable?

BANNER 2																	
=====																	
GOVERNOR BALLOT TEST, 2024 PRESIDENTIAL RECALL, & FAVORABILITIES																	
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	GOVERNOR BALLOT						2024 PRESIDENTIAL RECALL		OPINION OF MURPHY		OPINION OF CIATTARELLI		OPINION OF SHERRILL		OPINION OF TRUMP		
	TOTAL	CIATTARELLI	SHERRILL	KUNIANSKY	KAPLAN	UND	HARRIS	TRUMP	DIDNT VOTE	FAV	UNFAV	FAV	UNFAV	FAV	UNFAV	FAV	UNFAV
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Total	300 100	125 100	129 100	3 100	2 100	31 100	131 100	121 100	15 100	138 100	115 100	120 100	128 100	137 100	123 100	119 100	150 100
Never Heard	5 2%	1 1%	2 2%	-	1 50%	1 3%	2 2%	-	-	5 4%	-	1 1%	-	-	-	1 1%	3 2%
Favorable	137 46%	5 4%	123 95%	2 67%	-	7 23%	113 86%	7 6%	6 40%	112 81%	12 10%	9 8%	116 91%	137 100%	-	10 8%	121 81%
Unfavorable	123 41%	115 92%	1 1%	1 33%	1 50%	3 10%	5 4%	108 89%	6 40%	12 9%	98 85%	106 88%	10 8%	-	123 100%	108 91%	10 7%
Heard of/Undecided	35 12%	4 3%	3 2%	-	-	20 65%	11 8%	6 5%	3 20%	9 7%	5 4%	4 3%	2 2%	-	-	-	16 11%

12. Is your opinion of Donald Trump generally favorable or generally unfavorable?

BANNER 2																	
=====																	
GOVERNOR BALLOT TEST, 2024 PRESIDENTIAL RECALL, & FAVORABILITIES																	
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	GOVERNOR BALLOT						2024 PRESIDENTIAL RECALL			OPINION OF MURPHY		OPINION OF CIATTARELLI		OPINION OF SHERRILL		OPINION OF TRUMP	
	TOTAL	CIATTARELLI	SHERRILL	KUNIANSKY	KAPLAN	UND	HARRIS	TRUMP	DIDNT VOTE	FAV	UNFAV	FAV	UNFAV	FAV	UNFAV	FAV	UNFAV
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Total	300	125	129	3	2	31	131	121	15	138	115	120	128	137	123	119	150
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Never Heard	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Favorable	119	107	7	-	1	3	1	109	6	18	89	104	9	10	108	119	-
	40%	86%	5%		50%	10%	1%	90%	40%	13%	77%	87%	7%	7%	88%	100%	
Unfavorable	150	8	119	3	1	17	127	5	6	109	20	8	116	121	10	-	150
	50%	6%	92%	100%	50%	55%	97%	4%	40%	79%	17%	7%	91%	88%	8%		100%
Heard of/Undecided	31	10	3	-	-	11	3	7	3	11	6	8	3	6	5	-	-
	10%	8%	2%			35%	2%	6%	20%	8%	5%	7%	2%	4%	4%		

