

TREND: If the election for Governor were being held today, and the candidates were Phil Murphy the Democrat and Kim Guadagno the Republican, for whom would you vote? (If undecided) As of today, do you lean more toward Phil Murphy the Democrat or Kim Guadagno the Republican?

| | LIKELY VOTERS..... | | | |
|--------------|--------------------|---------------|---------------|-------|
| | Murphy | Guad- agno | SMONE ELSE | DK/NA |
| Oct 25, 2017 | 57 | 37 | 1 | 5 |
| Sep 13, 2017 | 58 | 33 | 2 | 7 |

TREND: Is your opinion of Phil Murphy favorable, unfavorable or haven't you heard enough about him?

| | LIKELY VOTERS..... | | | |
|--------------|--------------------|-------|----------------|-----|
| | Fav | Unfav | Hvn't HrdEn | REF |
| Oct 25, 2017 | 44 | 34 | 20 | 2 |
| Sep 13, 2017 | 37 | 18 | 43 | 2 |

TREND: Is your opinion of Kim Guadagno favorable, unfavorable or haven't you heard enough about her?

| | LIKELY VOTERS..... | | | |
|--------------|--------------------|-------|----------------|-----|
| | Fav | Unfav | Hvn't HrdEn | REF |
| Oct 25, 2017 | 33 | 41 | 23 | 2 |
| Sep 13, 2017 | 25 | 33 | 40 | 2 |

TREND: Which of these is the most important issue to you in deciding how to vote for governor this year: taxes, the economy, education, the budget, health care, race relations, the environment, gun policy, or ethics in government?

| | LIKELY VOTERS..... | | | | | | | | | | |
|--------------|--------------------|------|------|--------|--------------|-------------|-----|---------------|-----------------|--------------|-------|
| | Taxes | Econ | Educ | Budget | Hlth care | Race rel | Env | Gun policy | Ethcs inGovt | SMTH ELSE | DK/NA |
| Oct 25, 2017 | 36 | 14 | 9 | 6 | 11 | 3 | 3 | 5 | 9 | 1 | 2 |
| Sep 13, 2017 | 30 | 15 | 13 | 7 | 11 | 3 | 5 | na | 10 | 3 | 3 |

TREND: As you may know, Phil Murphy worked for Goldman Sachs for 23 years. Does this have a positive impact on your opinion of Phil Murphy, a negative impact, or does it have no impact on your opinion of Phil Murphy?

| | LIKELY VOTERS..... | | | |
|--------------|--------------------|-----|---------|-------|
| | Pos | Neg | NoImpct | DK/NA |
| Oct 25, 2017 | 6 | 30 | 61 | 3 |
| Sep 13, 2017 | 6 | 30 | 60 | 4 |

TREND: As you may know, Kim Guadagno has been Chris Christie's lieutenant governor for about eight years. Does this have a positive impact on your opinion of Kim Guadagno, a negative impact, or does it have no impact on your opinion of Kim Guadagno?

| | LIKELY VOTERS..... | | | |
|--------------|--------------------|-----|---------|-------|
| | Pos | Neg | NoImpct | DK/NA |
| Oct 25, 2017 | 10 | 51 | 37 | 1 |
| Sep 13, 2017 | 11 | 47 | 40 | 2 |