

TREND: If the election for governor were being held today, and the candidates were Mikie Sherrill the Democrat, Jack Ciattarelli the Republican, Vic Kaplan the Libertarian Party candidate, and Joanne Kuniansky the Socialist Worker Party candidate, for whom would you vote? (INCLUDES ALREADY VOTED AND LEANERS)

	LIKELY VOTERS.....							
	Sher- rill	Ciatta- relli	Kaplan	Kunian- sky	SMONE ELSE	WLDN'T VOTE	UNDEC- IDED	REF
Oct 30, 2025	51	43	1	1	-	-	3	1
Oct 15, 2025	50	44	1	1	-	-	2	2
Sep 17, 2025	49	41	1	1	-	-	4	2

TREND: (If candidate chosen) Would you say you are very enthusiastic about supporting (candidate of choice), somewhat enthusiastic, not so enthusiastic, or not enthusiastic at all?

	LIKELY VOTERS.....				
	CANDIDATE CHOSEN.....				
	Not				
	Very	Smwht	NotSo	Enthus	
	Enthus	Enthus	Enthus	AtAll	DK/NA
Oct 30, 2025	53	39	5	2	1
Oct 15, 2025	47	41	8	4	1
Sep 17, 2025	41	45	8	4	2

TREND: (If candidate chosen) How likely is it that you will change your mind about your choice for governor before the election; very likely, somewhat likely, not so likely, or not likely at all?

	LIKELY VOTERS.....				
	CANDIDATE CHOSEN.....				
	Not				
	Very	Smwht	NotSo	Not	
	Likely	Likely	Likely	At All	DK/NA
Oct 30, 2025	1	3	8	87	-
Oct 15, 2025	2	6	13	79	1
Sep 17, 2025	1	10	16	71	1

TREND: If the only candidates were Mikie Sherrill the Democrat and Jack Ciattarelli the Republican, for whom would you vote? (INCLUDES ALREADY VOTED & LEANERS) (Results based on total sample, only asked of respondents who did not choose Sherrill or Ciattarelli. Respondents who named Sherrill or Ciattarelli in previous question assigned to initial preference.)

	LIKELY VOTERS.....					
	Sher- rill	Ciatta- relli	SMONE ELSE	WLDN'T VOTE	UNDEC- IDED	REF
Oct 30, 2025	51	44	-	-	3	1
Oct 15, 2025	51	44	-	-	2	2
Sep 17, 2025	51	42	-	-	5	2

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

	LIKELY VOTERS.....			
	Fav	Unfav	Hvn't HrdEn	REF
Oct 30, 2025	47	38	13	1
Oct 15, 2025	43	38	18	1
Sep 17, 2025	40	29	29	1

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

	LIKELY VOTERS.....			
	Fav	Unfav	Hvn't HrdEn	REF
Oct 30, 2025	43	47	9	1
Oct 15, 2025	39	46	13	2
Sep 17, 2025	40	39	21	1

TREND: Do you approve or disapprove of the way Phil Murphy is handling his job as governor?

	LIKELY VOTERS.....		
	App	Dis	DK/NA
Oct 30, 2025	45	47	7
Sep 17, 2025	48	44	8

TREND: Do you approve or disapprove of the way Donald Trump is handling his job as president?

	LIKELY VOTERS.....		
	App	Dis	DK/NA
Oct 30, 2025	40	56	4
Sep 17, 2025	41	55	5

TREND: Which of these is the most important issue to you in deciding who to vote for in the election for governor: taxes, inflation, immigration, crime, unemployment, health care, schools, electricity costs, affordable housing, mass transit, or ethics in government?

LIKELY VOTERS.
Oct 30 Sep 17
2025 2025

Taxes	25	30
Inflation	6	9
Immigration	8	8
Crime	4	5
Unemployment	1	1
Health care	14	9
Schools	6	6
Electricity costs	5	4
Affordable housing	7	6
Mass transit	1	1
Ethics in government	16	14
SOMETHING ELSE (VOL)	3	2
DK/NA	3	3