

New Jersey Democratic Primary poll May 2025, 409 likely voters

1. How likely are you to vote in the upcoming DEMOCRATIC PRIMARY for New Jersey governor?

- 18% Already voted by mail ballot
- 72% Absolutely certain to vote
- 10% Strong probability I will vote

2. **VOTE CHOICE** *[Names and slogans were shown/read in ballot order by county]*

[IF ALREADY VOTED] The following is a list of candidates running in the Democratic primary for governor. Who did you vote for?

[IF NOT YET VOTED] The following is a list of candidates running in the Democratic primary for governor. If the election was today, who would you vote for?

[IF INITIALLY UNDECIDED] You have some time to make up your mind, but if you had to choose one candidate off the top of your head right now, who would it be?

[IF NOT DEFINITE ON CHOICE] Who would be your second choice?

	Vote with <u>leaners</u>	Vote without <u>leaners</u>	<u>Second choice</u>
Ras Baraka	21%	18%	5%
Steven Fulop	19%	16%	11%
Josh Gottheimer	10%	7%	4%
Mikie Sherrill	31%	25%	10%
Sean Spiller	9%	6%	6%
Steve Sweeney	9%	8%	4%
Undecided/None	1%	20%	60%

3. Are you definitely supporting *[INSERT NAME]* to be the Democratic Party's nominee for governor or would you consider supporting another candidate?

- 18% Already voted
- 40% Definitely supporting my current choice
- 22% Would consider supporting another candidate
- 20% Undecided or only lean

4. If the only two candidates in the Democratic primary for governor were *[ROTATE]* Mikie Sherrill and Steven Fulop, who would you choose?

- 51% Mikie Sherrill
- 32% Steven Fulop
- 17% Neither

5-10. Candidate ratings.

<i>*Read percentages across row*</i>	Favorable	Unfavorable	No opinion
Ras Baraka	40%	17%	43%
Steven Fulop	41%	17%	41%
Josh Gottheimer	32%	27%	42%
Mikie Sherrill	52%	15%	33%
Sean Spiller	28%	22%	50%
Steve Sweeney	19%	39%	42%

11. The following are some possible considerations in choosing the Democratic nominee for governor. Which of these are most important to you? You may select up to 3. [MULTIPLE RESPONSE]

- 46% Will fight Trump
- 25% Will lower taxes
- 28% Is on the side of working people
- 3% Is not another white man
- 17% Will fight political corruption in the state
- 13% Will protect LGBTQ+ rights
- 13% Is a true progressive
- 11% Will improve public transportation
- 44% Will protect Social Security and Medicaid
- 37% Will make housing, healthcare and groceries more affordable
- 41% Can beat the Republican in November
- 1% No answer

12A-K. [QUESTION WAS ASKED ONLY AMONG VOTERS WHO RATED THE ISSUE AS MOST IMPORTANT TO THEM:] Which of the following candidates really stands out as someone who [ITEM FROM Q11]? You may select up to 2. [MULTIPLE RESPONSE]

<i>*Read percentages across row*</i>	Baraka	Fulop	Gott-heimer	Sherrill	Spiller	Sweeney	None of them	No answer
A. Will fight Trump (n=196)	29%	36%	21%	47%	16%	11%	2%	1%
B. Will lower taxes (n=93)	13%	18%	37%	25%	10%	10%	25%	2%
C. Is on the side of working people (n=121)	41%	26%	11%	28%	21%	14%	10%	2%
D. Is not another white man (n=15)	--	--	--	--	--	--	--	--
E. Will fight political corruption in the state (n=72)	25%	37%	11%	24%	4%	4%	23%	2%
F. Will protect LGBTQ+ rights (n=53)	28%	33%	10%	46%	17%	5%	10%	0%
G. Is a true progressive (n=56)	60%	36%	2%	16%	20%	1%	10%	0%
H. Will improve public transportation (n=52)	36%	49%	10%	20%	4%	11%	12%	8%

<i>*Read percentages across row*</i>	Baraka	Fulop	Gott-heimer	Sherrill	Spiller	Sweeney	None of them	No answer
I. Will protect Social Security and Medicaid (n=167)	25%	27%	22%	43%	15%	10%	9%	1%
J. Will make housing, healthcare and groceries more affordable (n=143)	26%	28%	21%	35%	12%	16%	9%	2%
K. Can beat the Republican in November (n=187)	13%	37%	20%	57%	13%	14%	5%	1%

13-20. [QUESTION WAS ASKED OF ALL LIKELY VOTERS:] Which of the following candidates stands out as someone who [INSERT ITEM]? You may select up to 2. [MULTIPLE RESPONSE]

<i>*Read percentages across row*</i>	Baraka	Fulop	Gott-heimer	Sherrill	Spiller	Sweeney	None of them	No answer
13. Makes you feel enthusiastic	28%	27%	16%	37%	13%	9%	13%	1%
14. Leaves you feeling cold	14%	16%	25%	14%	16%	26%	27%	4%
15. Is trustworthy	27%	26%	16%	44%	14%	12%	10%	2%
16. Is a strong leader	32%	31%	16%	41%	11%	15%	7%	2%
17. Is a tough fighter	28%	27%	15%	38%	11%	16%	10%	4%
18. Cares about all New Jerseyans	32%	31%	17%	43%	13%	14%	7%	2%
19. Is a typical machine politician	13%	17%	20%	20%	11%	38%	20%	4%
20. Just says what they think people want to hear	11%	17%	24%	20%	20%	24%	24%	5%

21. As far as you know, are any women running for New Jersey governor this year?

- 78% I know for a fact there are
- 8% I think so, but I don't know for sure
- 12% I don't think there are
- 2% I know for a fact there are not

22. How closely are you following the race for New Jersey governor?

- 33% Very closely
- 46% Somewhat closely
- 15% Not too closely
- 5% Not at all closely

23. How motivated are you to vote in the Democratic primary for governor?

- 72% Extremely motivated
- 16% Very motivated
- 10% Somewhat motivated
- 2% Not motivated

METHODOLOGY

The survey was sponsored by *Insider NJ* and conducted by StimSight Research from May 7-10, 2025 with a probability sample of 409 likely voters in the New Jersey Democratic primary drawn from a list of voters who have participated in at least one primary election in the past four cycles. Interviews were conducted in English and included both self-administered online surveys via a text-to-web invitation link and live telephone interviews. Voters saw/heard the candidate list for the vote choice question in the order the names appear on the ballot for their registered county; online participants also saw each candidate's ballot slogan below the name. The full sample is weighted for region, age, gender, and race based on the probabilistic demographic composition of the likely primary electorate in line with prior New Jersey primary turnout. The sampling margin of error for this poll is ± 4.9 percentage points.

DEMOGRAPHICS (weighted sample)

Party registration: 96% Democrat, 4% unaffiliated

Party self-identification: 51% strong Democrat, 28% Democrat, 21% independent

Ideology: 31% very liberal, 31% somewhat liberal, 30% moderate, 8% conservative

Age: 13% 18-34, 20% 35-49, 35% 50-64, 32% 65 or older

Race: 59% White non-Hispanic, 20% Black, 16% Hispanic, 5% Asian, other

Education: 15% high school or less, 25% some college, 33% BA/BS degree, 27% graduate degree

Income: 46% under \$100,000, 35% \$100-199,000, 19%, \$200,000 or more

Union household: 32% yes

Public employee household: 36% yes

Region: 14% Northeast, 20% Urban Core, 19% Route 1 Corridor, 11% Central Hills, 9% Northern Shore, 19% Delaware Valley, 8% Garden Core