

Memorandum

CONFIDENTIAL

To: Ciattarelli for Governor Senior Team
 From: Adam Geller, Samantha Barthel
 Re: Statewide Poll Results
 Date: September 18, 2021

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The following memo is based on our just-completed telephone survey of 600 likely New Jersey voters. The poll was fielded September 13-16, 2021. The margin of error is +/- 4% at the 95% confidence interval. A summary of the survey's demographics follows this memo.

The Ballot Is Now a Statistical Dead Heat

Jack Ciattarelli trails Governor Murphy by three points, 42%-45%. This continues an impressive trend, as Jack trailed by 17 points in April (30%-47%) and then by 12 points in June (37%-49%). A closer look at some key demos provides some additional insight:

	All	GOP	Unaff/Ind	Dem	Heard/ Both	Opin / Both	Seen/Heard JC Ads
Ciattarelli	42%	79%	45%	17%	48%	57%	50%
Murphy	45%	10%	40%	69%	40%	35%	41%
Undecided	10%	8%	10%	12%	10%	6%	7%
NET Ciattarelli	-3%	69%	5%	-52%	8%	22%	9%

Many of the data points above match the recently released public poll conducted by Tony Fabrizio; specifically, the fact that the race is a statistical tie, AND that Jack Ciattarelli leads Governor Murphy among unaffiliated voters. In addition, note our 9 point advantage among voters who have seen or heard our campaign ads, most notably Governor Murphy in his own words telling New Jerseyans that *"if tax rate is your issue...we're probably not your state."*

Other Findings

- Only 33% approve of the job that Governor Murphy has done to reduce taxes.
- Only 42% approve of the job that Governor Murphy has done on job creation.
- Only 30% of respondents agree with Governor Murphy's publicly stated goal of making New Jersey, "the California of the East Coast."
- President Biden's job approval has slipped from 60-34% in February, to 47-44% today.

Survey Demographics

Party Registration

Republican	27%
Democrat	45%
Unaffiliated	28%

Gender

Male	48%
Female	52%

Race/Ethnicity

Non-Hispanic White	63%
African American	14%
Hispanic/Latinx	14%
Asian/Indian	6%
Other/Refused	3%

Age

18-24	7%
25-34	15%
35-44	15%
45-54	16%
55-64	20%
65+	27%

DMA

NY	75%
Phil	25%

Data Collection Method

Live Interviews

Sample Source

Voter List

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