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## **Gubernatorial Candidate “Who?” New Jersey Voters Are Largely Unaware of Governor Hopefuls One Year Out**

***Rutgers-Eagleton Poll finds voters are split on the direction of the Garden State; Gov. Murphy’s ratings hold relatively steady***

NEW BRUNSWICK, N.J. (Nov. 12, 2024) – With one election over and another a year away here in the Garden State, there are a number of political figures vying for the governorship in 2025. The problem is, New Jersey voters don’t know who they are, according to the latest Rutgers-Eagleton Poll.

“Given that next year’s gubernatorial has no incumbent and no clear front-runners yet, large majorities of voters do not know or have opinions on any of the declared or potential candidates,” said [Ashley Koning](#), an assistant research professor and director of the [Eagleton Center for Public Interest Polling](#) (ECPIP) at [Rutgers University-New Brunswick](#). “On either side of the aisle, no candidate is viewed favorably by more than one in five voters, and at least half of voters do not take sides on any of the candidates we asked.”

On the Democratic side, 16% percent view Newark Mayor Ras Baraka favorably, 11% unfavorably, and 21% have no opinion; 51% don’t know who he is. Twelve percent of voters view state Senate President Steve Sweeney favorably, 19% unfavorably, 25% have no opinion and 44% don’t know who he is.

Nine percent of voters are favorable toward Jersey City Mayor Steve Fulop, 9% are unfavorable, 22% have no opinion and 60% don’t know who he is. Seven percent view Sean Spiller, president of the New Jersey Education Association, favorably, another 7% unfavorably, and 21% have no opinion; 65% don’t know who he is.

Rumored candidate U.S. Rep. Mikie Sherrill receives the most favorable ratings: 19% view her favorably, 8% unfavorably and 20% have no opinion; 53% don’t know who she is. U.S. Rep. Josh

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Gottheimer, also a rumored candidate, receives 15% favorable, 8% unfavorable and 21% have no opinion; 56% don't know who he is.

It's a very similar picture on the Republican side: Candidates lack awareness from a majority of voters, including the 2021 Republican gubernatorial nominee, and no candidate is viewed favorably by more than 1 in 5 voters.

Former assemblyman and 2021 Republican gubernatorial candidate Jack Ciattarelli receives the most favorable ratings: 20% of voters view him favorably, 16% unfavorably, 23% have no opinion and 41% don't know him.

Nine percent view radio host Bill Spadea favorably, 12% unfavorably, 18% have no opinion and 60% don't know who he is.

Seven percent give state Sen. Jon Bramnick a favorable rating, 5% unfavorable and 20% have no opinion; 68% don't know who he is.

"The field vying to succeed Gov. Murphy is already large and likely to grow even more," said [Kristoffer Shields](#), director of the Center for the American Governor at [Rutgers University-New Brunswick](#). "Name recognition will therefore be crucially important. As the number of candidates rises, so does the risk of getting lost in the sea of names. Candidates will need to act quickly to introduce themselves to voters and separate themselves from the pack as the June primaries will be here before we know it."

When it comes to the current governor, more than half of voters (55%) approve of the way Gov. Phil Murphy is handling his job, while 36% disapprove. The governor garners similar numbers on favorability – 50% favorable versus 34% unfavorable. Murphy's approval haven't significantly changed from where they were about a year ago, when he had 56% approval among registered voters and 46% favorability 46% among registered voters .

Partisan patterns hold steady on the governor's approval and favorability, too. Democrats are much more likely to approve of (82%) and give favorable ratings to Murphy (76%), independents are split on both approval (45% approve versus 42% disapprove) and favorability (37% favorable versus 39% unfavorable), and Republicans largely disapprove of Murphy (68%) and give him unfavorable ratings (66%).

New Jersey voters are split on their outlook of the state: 45% say it is "currently going in the right direction," while 46% say it has "gone off on the wrong track;" 9% are unsure.

Typical partisan patterns hold consistent. While most Democrats say the state is headed in the right direction (72%), more than half of independents (53%) and 8 in 10 Republicans (80%) say it has gone off on the wrong track.

"Voters are a bit more mixed about the direction of the state than they were a little less than a

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year ago,” said [Jessica Roman](#), director of data management and analysis at ECPIP. “Last December, voters were more negative than positive – 48% ‘wrong track’ to 43% ‘right direction’ – about New Jersey. Even though this margin has narrowed, however, there really hasn’t been a significant shift in either direction on outlook since September 2022.”

Results are from a statewide poll of 1,018 adults contacted through the probability-based [Rutgers-Eagleton/SSRS Garden State Panel](#) from Oct. 15 to Oct. 22. The full sample has a margin of error of +/- 4.1 percentage points. The registered voter subsample contains 929 registered voters and has a margin of error of +/- 4.2 percentage points.

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**Broadcast interviews:** Rutgers University-New Brunswick has broadcast-quality television and radio studios available for remote live or taped interviews with Rutgers experts. For more information, contact Kiana Miranda at [kiana.miranda@eagleton.rutgers.edu](mailto:kiana.miranda@eagleton.rutgers.edu).

### **ABOUT RUTGERS UNIVERSITY-NEW BRUNSWICK**

*Rutgers University-New Brunswick is where Rutgers, The State University of New Jersey, began more than 250 years ago. Ranked among the world’s top 60 universities, Rutgers’s flagship university is a leading public research institution and a member of the prestigious Association of American Universities. It is home to internationally acclaimed faculty and has 12 degree-granting schools and a Division I Athletics program. It is the Big Ten Conference’s most diverse university. Through its community of teachers, scholars, artists, scientists and healers, Rutgers is equipped as never before to transform lives.*

### **ABOUT THE EAGLETON CENTER FOR PUBLIC INTEREST POLLING**

*Home of the Rutgers-Eagleton Poll, the Eagleton Center for Public Interest Polling (ECPIP) was established in 1971 and is the oldest and one of the most respected university-based statewide polling operations in the United States. Now in its 52nd year and with the publication of over 200 polls, ECPIP’s mission is to provide scientifically sound, nonpartisan information about public opinion. To read more about ECPIP and view all of our press releases, published research and data archive, please visit our website: [eagletonpoll.rutgers.edu](http://eagletonpoll.rutgers.edu). You can also visit our [Facebook](#) and [X](#) (formerly Twitter).*

### **ABOUT THE EAGLETON INSTITUTE OF POLITICS**

*The Eagleton Center for Public Interest Polling is a unit of the Eagleton Institute of Politics at Rutgers University-New Brunswick. The Eagleton Institute studies how American politics and government work and change, analyzes how the democracy might improve and promotes political participation and civic engagement. The Institute explores state and national politics through research, education and public service, linking the study of politics with its day-to-day practice. To learn more about Eagleton programs and expertise, visit [eagleton.rutgers.edu](http://eagleton.rutgers.edu).*

### **ABOUT THE RUTGERS-EAGLETON/SSRS GARDEN STATE PANEL**

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*[The Rutgers-Eagleton/SSRS Garden State Panel](#) is a probability-based panel of New Jersey adults age 18 or older. Members are recruited randomly based on statewide representative ABS (Address Based Sample) design. The ABS sample is drawn from the Delivery Sequence File (DSF) maintained by the U.S. Postal Service. Population coverage of the DSF is in the 98%-99% range. During the recruitment process, full demographic information on panelists is collected. This data is stored securely and used to determine eligibility for specific studies (if needed). The Rutgers-Eagleton/SSRS Garden State Panel is a multi-mode panel. Internet households participate via web while all non-internet households (including those who have internet but are unwilling to take surveys online) participate via phone. Panelists also have the option of taking surveys in their preferred language (English or Spanish).*

**QUESTIONS AND TABLES START ON THE FOLLOWING PAGE**

**Questions and Tables**

*The questions covered in this release are listed below. Column percentages may not add to 100% due to rounding. Respondents are New Jersey adults who self-reported being registered to vote unless otherwise noted; all percentages are of weighted results. Interpret groups with samples sizes under 100 with extreme caution.*

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**NJ1. We'd like to ask you about some people. Please indicate if your general impression of each one is favorable or unfavorable, or if you do not have an opinion or do not know the person.**

**Phil Murphy**

<b>Favorable</b>	50%
<b>Unfavorable</b>	34%
<b>No opinion</b>	14%
<b>Don't know person</b>	2%
<b>Unweighted N=</b>	927

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
<b>Favorable</b>	76%	37%	28%	47%	53%	41%	63%	57%	47%	47%	50%
<b>Unfavorable</b>	9%	39%	66%	38%	30%	46%	15%	21%	34%	38%	40%
<b>No opinion</b>	13%	21%	6%	13%	15%	11%	19%	20%	15%	14%	9%
<b>DK person</b>	2%	2%	0%	2%	2%	1%	2%	2%	4%	1%	1%
<b>Unwt N=</b>	391	333	203	442	478	621	304	214	217	276	219

**NJ Gubernatorial Election and Ratings  
Rutgers-Eagleton Poll**

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
<b>Favorable</b>	51%	50%	48%	58%	60%	50%	45%	56%	40%	46%	43%	56%	57%
<b>Unfavorable</b>	28%	32%	35%	36%	19%	33%	42%	29%	46%	38%	33%	31%	32%
<b>No opinion</b>	20%	15%	15%	5%	19%	15%	13%	11%	14%	15%	20%	11%	11%
<b>DK person</b>	2%	4%	1%	1%	2%	2%	0%	3%	0%	0%	4%	2%	0%
<b>Unwt N=</b>	193	252	181	233	142	310	140	178	157	204	228	227	267

**NJ Gubernatorial Election and Ratings  
Rutgers-Eagleton Poll**

**NJ1. We'd like to ask you about some people. Please indicate if your general impression of each one is favorable or unfavorable, or if you do not have an opinion or do not know the person.**

**Steve Fulop**

<b>Favorable</b>	9%
<b>Unfavorable</b>	9%
<b>No opinion</b>	22%
<b>Don't know person</b>	60%
<b>Unweighted N=</b>	919

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
<b>Favorable</b>	13%	6%	6%	9%	8%	7%	12%	8%	9%	8%	9%
<b>Unfavorable</b>	6%	11%	12%	8%	10%	8%	11%	10%	11%	7%	10%
<b>No opinion</b>	20%	23%	24%	29%	16%	22%	22%	19%	18%	23%	26%
<b>DK person</b>	61%	61%	58%	54%	65%	63%	55%	63%	62%	62%	55%
<b>Unwt N=</b>	385	331	203	437	475	617	300	210	216	275	217

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
<b>Favorable</b>	9%	8%	9%	10%	18%	8%	10%	6%	6%	8%	6%	8%	12%
<b>Unfavorable</b>	11%	10%	8%	8%	21%	12%	4%	3%	6%	13%	7%	8%	7%
<b>No opinion</b>	17%	25%	21%	26%	21%	27%	21%	15%	22%	18%	23%	25%	24%
<b>DK person</b>	63%	56%	62%	57%	40%	53%	65%	76%	66%	61%	63%	59%	57%
<b>Unwt N=</b>	191	251	178	231	141	306	140	177	155	203	226	226	263

**NJ Gubernatorial Election and Ratings  
Rutgers-Eagleton Poll**

**NJ1. We'd like to ask you about some people. Please indicate if your general impression of each one is favorable or unfavorable, or if you do not have an opinion or do not know the person.**

**Jack Ciattarelli**

<b>Favorable</b>	20%
<b>Unfavorable</b>	16%
<b>No opinion</b>	23%
<b>Don't know person</b>	41%
<b>Unweighted N=</b>	921

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
<b>Favorable</b>	5%	20%	42%	22%	18%	26%	10%	9%	19%	22%	26%
<b>Unfavorable</b>	23%	16%	4%	16%	15%	17%	14%	21%	14%	12%	17%
<b>No opinion</b>	23%	23%	24%	27%	20%	21%	27%	19%	29%	23%	23%
<b>DK person</b>	48%	41%	29%	35%	46%	35%	49%	51%	38%	43%	33%
<b>Unwt N=</b>	388	331	202	437	477	618	301	212	217	275	216

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
<b>Favorable</b>	14%	23%	22%	19%	11%	26%	21%	14%	20%	22%	21%	17%	17%
<b>Unfavorable</b>	10%	13%	26%	19%	20%	18%	19%	9%	15%	10%	15%	22%	19%
<b>No opinion</b>	26%	27%	17%	24%	23%	26%	23%	21%	22%	27%	22%	21%	22%
<b>DK person</b>	50%	38%	34%	39%	46%	30%	37%	55%	43%	40%	41%	40%	42%
<b>Unwt N=</b>	192	251	178	232	141	308	140	178	154	203	226	227	264



**NJ Gubernatorial Election and Ratings  
Rutgers-Eagleton Poll**

**NJ1. We'd like to ask you about some people. Please indicate if your general impression of each one is favorable or unfavorable, or if you do not have an opinion or do not know the person.**

**Steve Sweeney**

<b>Favorable</b>	12%
<b>Unfavorable</b>	19%
<b>No opinion</b>	25%
<b>Don't know person</b>	44%
<b>Unweighted N=</b>	918

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
<b>Favorable</b>	15%	8%	12%	11%	12%	10%	14%	10%	13%	9%	15%
<b>Unfavorable</b>	14%	20%	25%	23%	15%	23%	12%	9%	16%	22%	24%
<b>No opinion</b>	26%	26%	23%	30%	21%	25%	25%	21%	23%	26%	30%
<b>DK person</b>	45%	46%	41%	36%	51%	42%	49%	60%	48%	43%	30%
<b>Unwt N=</b>	386	332	200	440	471	616	300	213	214	275	215

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
<b>Favorable</b>	15%	11%	11%	10%	13%	11%	9%	19%	5%	16%	8%	6%	14%
<b>Unfavorable</b>	11%	16%	23%	23%	14%	19%	22%	19%	19%	15%	16%	23%	23%
<b>No opinion</b>	23%	32%	23%	21%	18%	26%	24%	25%	30%	28%	26%	26%	19%
<b>DK person</b>	50%	41%	44%	46%	55%	44%	44%	37%	46%	41%	50%	44%	43%
<b>Unwt N=</b>	188	251	181	230	140	309	141	175	153	203	227	224	263

**NJ Gubernatorial Election and Ratings  
Rutgers-Eagleton Poll**

**NJ1. We'd like to ask you about some people. Please indicate if your general impression of each one is favorable or unfavorable, or if you do not have an opinion or do not know the person.**

**Jon Bramnick**

<b>Favorable</b>	7%
<b>Unfavorable</b>	5%
<b>No opinion</b>	20%
<b>Don't know person</b>	68%
<b>Unweighted N=</b>	920

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
<b>Favorable</b>	4%	10%	8%	9%	6%	6%	9%	9%	7%	7%	7%
<b>Unfavorable</b>	6%	4%	5%	6%	3%	4%	5%	5%	3%	4%	6%
<b>No opinion</b>	19%	17%	27%	25%	16%	20%	21%	18%	28%	16%	20%
<b>DK person</b>	71%	69%	61%	60%	75%	70%	64%	69%	61%	73%	68%
<b>Unwt N=</b>	389	330	201	438	475	614	304	214	216	275	214

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
<b>Favorable</b>	6%	6%	10%	9%	7%	11%	9%	5%	3%	9%	6%	7%	8%
<b>Unfavorable</b>	5%	7%	2%	5%	5%	6%	5%	3%	3%	4%	6%	4%	4%
<b>No opinion</b>	20%	21%	21%	20%	15%	23%	21%	17%	20%	17%	25%	22%	19%
<b>DK person</b>	69%	67%	68%	66%	73%	60%	65%	75%	74%	71%	64%	67%	69%
<b>Unwt N=</b>	193	250	179	231	142	309	139	177	153	203	229	225	262

**NJ Gubernatorial Election and Ratings  
Rutgers-Eagleton Poll**

**NJ1. We'd like to ask you about some people. Please indicate if your general impression of each one is favorable or unfavorable, or if you do not have an opinion or do not know the person.**

**Bill Spadea**

<b>Favorable</b>	9%
<b>Unfavorable</b>	12%
<b>No opinion</b>	18%
<b>Don't know person</b>	60%
<b>Unweighted N=</b>	923

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
<b>Favorable</b>	3%	9%	21%	9%	10%	13%	5%	7%	6%	12%	11%
<b>Unfavorable</b>	17%	12%	5%	14%	11%	9%	17%	17%	12%	8%	13%
<b>No opinion</b>	16%	17%	24%	23%	15%	17%	20%	16%	27%	18%	15%
<b>DK person</b>	64%	63%	49%	53%	65%	61%	58%	60%	55%	62%	61%
<b>Unwt N=</b>	391	330	202	440	476	619	302	211	218	276	217

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
<b>Favorable</b>	9%	11%	10%	8%	6%	10%	10%	7%	14%	10%	12%	9%	7%
<b>Unfavorable</b>	13%	13%	13%	12%	10%	15%	16%	7%	11%	13%	12%	12%	12%
<b>No opinion</b>	17%	20%	18%	19%	17%	22%	16%	14%	18%	15%	20%	20%	19%
<b>DK person</b>	61%	57%	58%	61%	66%	53%	58%	72%	57%	61%	56%	59%	62%
<b>Unwt N=</b>	191	250	181	233	141	310	140	177	155	203	228	226	265

**NJ Gubernatorial Election and Ratings  
Rutgers-Eagleton Poll**

**NJ1. We'd like to ask you about some people. Please indicate if your general impression of each one is favorable or unfavorable, or if you do not have an opinion or do not know the person.**

**Ras Baraka**

<b>Favorable</b>	16%
<b>Unfavorable</b>	11%
<b>No opinion</b>	21%
<b>Don't know person</b>	51%
<b>Unweighted N=</b>	924

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
<b>Favorable</b>	26%	11%	9%	18%	15%	10%	27%	17%	16%	12%	20%
<b>Unfavorable</b>	5%	13%	19%	12%	11%	11%	13%	8%	14%	11%	13%
<b>No opinion</b>	21%	23%	18%	25%	18%	22%	20%	17%	23%	24%	20%
<b>DK person</b>	48%	53%	54%	46%	56%	57%	41%	58%	47%	52%	47%
<b>Unwt N=</b>	390	332	202	440	477	618	304	214	216	277	216

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
<b>Favorable</b>	20%	17%	17%	16%	32%	20%	13%	10%	9%	17%	15%	15%	18%
<b>Unfavorable</b>	9%	10%	12%	13%	19%	13%	13%	2%	13%	13%	9%	11%	12%
<b>No opinion</b>	15%	25%	17%	25%	18%	25%	26%	12%	22%	18%	21%	24%	23%
<b>DK person</b>	56%	47%	54%	47%	32%	43%	48%	75%	57%	53%	55%	49%	47%
<b>Unwt N=</b>	193	253	179	231	141	311	141	176	155	205	228	227	263

**NJ Gubernatorial Election and Ratings  
Rutgers-Eagleton Poll**

**NJ1. We'd like to ask you about some people. Please indicate if your general impression of each one is favorable or unfavorable, or if you do not have an opinion or do not know the person.**

**Sean Spiller**

<b>Favorable</b>	7%
<b>Unfavorable</b>	7%
<b>No opinion</b>	21%
<b>Don't know person</b>	65%
<b>Unweighted N=</b>	925

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
<b>Favorable</b>	10%	6%	5%	7%	8%	5%	11%	9%	9%	5%	7%
<b>Unfavorable</b>	6%	8%	8%	6%	7%	6%	8%	9%	9%	6%	5%
<b>No opinion</b>	27%	16%	18%	25%	17%	20%	23%	20%	21%	18%	24%
<b>DK person</b>	58%	70%	69%	62%	67%	69%	58%	62%	61%	71%	64%
<b>Unwt N=</b>	391	332	202	440	478	619	304	214	217	275	218

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
<b>Favorable</b>	11%	7%	7%	7%	7%	9%	8%	8%	3%	7%	7%	6%	9%
<b>Unfavorable</b>	3%	8%	8%	9%	10%	8%	9%	4%	4%	4%	7%	7%	12%
<b>No opinion</b>	19%	28%	18%	18%	25%	23%	18%	20%	17%	22%	22%	19%	19%
<b>DK person</b>	67%	57%	68%	66%	58%	59%	65%	69%	76%	67%	65%	68%	59%
<b>Unwt N=</b>	192	253	180	233	142	311	141	175	156	203	228	227	266

**NJ Gubernatorial Election and Ratings  
Rutgers-Eagleton Poll**

**NJ1. We'd like to ask you about some people. Please indicate if your general impression of each one is favorable or unfavorable, or if you do not have an opinion or do not know the person.**

**Mikie Sherrill**

<b>Favorable</b>	19%
<b>Unfavorable</b>	8%
<b>No opinion</b>	20%
<b>Don't know person</b>	53%
<b>Unweighted N=</b>	920

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
<b>Favorable</b>	33%	11%	9%	21%	17%	20%	18%	15%	16%	18%	25%
<b>Unfavorable</b>	2%	13%	11%	11%	6%	9%	7%	7%	9%	8%	9%
<b>No opinion</b>	15%	19%	29%	22%	18%	19%	22%	16%	26%	20%	19%
<b>DK person</b>	49%	57%	51%	46%	58%	52%	53%	62%	49%	54%	46%
<b>Unwt N=</b>	388	332	200	437	476	616	302	213	216	273	217

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
<b>Favorable</b>	16%	16%	19%	26%	37%	19%	31%	4%	14%	12%	17%	22%	29%
<b>Unfavorable</b>	7%	7%	13%	6%	8%	11%	10%	5%	5%	12%	5%	8%	6%
<b>No opinion</b>	16%	24%	19%	23%	18%	24%	18%	13%	23%	17%	22%	20%	22%
<b>DK person</b>	61%	53%	50%	45%	37%	46%	41%	78%	58%	59%	55%	49%	44%
<b>Unwt N=</b>	191	250	180	233	140	307	141	176	156	203	228	224	264

**NJ Gubernatorial Election and Ratings  
Rutgers-Eagleton Poll**

**NJ1. We'd like to ask you about some people. Please indicate if your general impression of each one is favorable or unfavorable, or if you do not have an opinion or do not know the person.**

**Josh Gottheimer**

<b>Favorable</b>	15%
<b>Unfavorable</b>	8%
<b>No opinion</b>	21%
<b>Don't know person</b>	56%
<b>Unweighted N=</b>	924

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
<b>Favorable</b>	18%	12%	15%	17%	13%	15%	15%	12%	15%	11%	23%
<b>Unfavorable</b>	5%	10%	10%	11%	6%	8%	9%	8%	8%	8%	7%
<b>No opinion</b>	22%	20%	23%	24%	19%	22%	21%	20%	21%	20%	24%
<b>DK person</b>	55%	58%	53%	47%	62%	56%	55%	60%	55%	61%	46%
<b>Unwt N=</b>	390	331	203	440	477	619	303	212	217	276	218

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
<b>Favorable</b>	12%	16%	17%	17%	15%	26%	16%	4%	8%	11%	15%	19%	17%
<b>Unfavorable</b>	6%	8%	10%	8%	9%	13%	7%	3%	3%	8%	7%	10%	7%
<b>No opinion</b>	21%	24%	19%	24%	20%	24%	25%	17%	19%	23%	21%	17%	24%
<b>DK person</b>	62%	52%	54%	51%	56%	37%	52%	77%	70%	59%	57%	53%	52%
<b>Unwt N=</b>	191	253	181	233	140	310	140	178	156	203	229	227	264

**NJ Gubernatorial Election and Ratings  
Rutgers-Eagleton Poll**

**NJ2A. Overall, do you approve or disapprove of the way Phil Murphy is handling his job as governor?**

<b>Approve</b>	55%
<b>Disapprove</b>	36%
<b>Don't know person</b>	9%
<b>Unweighted N=</b>	927

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
<b>Approve</b>	82%	45%	27%	53%	56%	46%	69%	58%	53%	54%	55%
<b>Disapprove</b>	10%	42%	68%	39%	33%	47%	19%	26%	34%	38%	42%
<b>Don't know</b>	8%	13%	5%	7%	11%	7%	13%	16%	13%	8%	2%
<b>Unwt N=</b>	392	332	203	442	478	620	305	214	217	276	219

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
<b>Approve</b>	52%	58%	52%	59%	65%	56%	55%	58%	44%	51%	51%	57%	62%
<b>Disapprove</b>	32%	33%	38%	37%	25%	36%	39%	33%	43%	42%	35%	30%	32%
<b>Don't know</b>	16%	9%	10%	3%	10%	8%	6%	10%	13%	6%	14%	13%	5%
<b>Unwt N=</b>	192	253	181	233	142	310	141	177	157	204	229	226	267



**NJ Gubernatorial Election and Ratings  
Rutgers-Eagleton Poll**

**NJ4. In general, would you say the state of New Jersey is currently... [ROTATE: going in the right direction], [gone off on the wrong track]?**

<b>Right direction</b>	45%
<b>Wrong track</b>	46%
<b>Don't know</b>	9%
<b>Unweighted N=</b>	929

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
<b>Right direction</b>	72%	35%	17%	44%	47%	40%	54%	50%	42%	39%	51%
<b>Wrong track</b>	18%	53%	80%	48%	45%	53%	36%	40%	45%	52%	45%
<b>Don't know</b>	9%	11%	3%	8%	8%	7%	11%	10%	14%	9%	4%
<b>Unwt N=</b>	392	334	203	442	480	622	305	214	218	277	219

	Income				Region					Education			
	<\$50K	\$50K-<\$100K	\$100K-<\$150K	\$150K+	Urban	Suburb	Exurban	Phil/South	Shore	HS or less	Some college	College grad	Grad work
<b>Right direction</b>	43%	42%	49%	55%	49%	48%	48%	41%	41%	39%	40%	47%	58%
<b>Wrong track</b>	52%	45%	45%	39%	42%	43%	44%	46%	56%	54%	53%	41%	33%
<b>Don't know</b>	5%	13%	6%	7%	9%	9%	9%	13%	3%	7%	7%	12%	9%
<b>Unwt N=</b>	194	253	181	233	142	311	141	178	157	205	229	227	267

**Methodology**

The Rutgers-Eagleton Poll was conducted using the [Rutgers-Eagleton/SSRS Garden State Panel](#) from October 15 to 22, 2024 with a scientifically selected random sample of 1,018 New Jersey adults, 18 or older. Analysis is based on a registered voter subsample including 929 New Jersey adults, 18 or older, who are self-reported registered voters. The Rutgers-Eagleton/SSRS Garden State Panel is a probability-based panel of New Jersey adults aged 18 or older. Members are recruited randomly based on statewide representative ABS (Address Based Sample) design. ABS sample is drawn from the Delivery Sequence File (DSF) maintained by the U.S. Postal Service. Population coverage of the DSF is in the 98%-99% range. During the recruitment process, full demographic information on panelists is collected. The Rutgers/SSRS Garden State Panel is a multi-mode panel. For this poll, only Internet households were invited to participate via web; non-internet households were not included. Sample drawn was stratified by county, age, gender, race and ethnicity, and education to ensure adequate representation of each demographic group. Only panelists who complete surveys by web in English were eligible for selection for this study.

Data were weighted to represent the adult population of New Jersey. Weighting was done by applying a base weight and calibrating sample demographic distributions to match target population benchmarks. With the base weight applied, the data were weighted to balance the demographic profile of the sample to target population parameters.

Missing data in the raking variables were imputed using hot decking. Hot deck imputation replaces the missing values of a respondent randomly with another similar respondent without missing data. Hot decking was done using an SPSS macro detailed in ‘Goodbye, Listwise Deletion: Presenting Hot Deck Imputation as an Easy and Effective Tool for Handling Missing Data’ (Myers, 2011).

Data were calibrated by raking sample distributions to target population distributions using iterative proportional fitting. This procedure balances each calibration variable to target benchmarks individually and iteratively. The entire set of calibration variables is cycled through until the weights converge across all dimensions.

Data were weighted to distributions of sex by age, sex by education, sex by race, age by race, age by education, detailed education, race/ethnicity, region, home tenure, number of adults per household, civic engagement, voter registration, internet use frequency and 2020 recalled vote.

Table 1 shows the variables used in the calibration and the sources of the target distributions.

## NJ Gubernatorial Election and Ratings Rutgers-Eagleton Poll

**Table 1. Calibration Variables**

Calibration variables	Sources
<ul style="list-style-type: none"> <li>• Sex</li> <li>• Age</li> <li>• Education</li> <li>• Race</li> <li>• Hispanic nativity</li> <li>• Number of adults in household</li> <li>• Home tenure</li> </ul>	Current Population Survey 2023 <sup>1</sup>
<ul style="list-style-type: none"> <li>• Region</li> </ul>	American Community Survey <sup>2</sup>
<ul style="list-style-type: none"> <li>• Civic engagement</li> <li>• Voter registration</li> <li>• Internet frequency</li> </ul>	Modeled from SSRS Opinion Panel
<ul style="list-style-type: none"> <li>• 2020 Presidential recalled vote</li> </ul>	National Election Pool

Weights were trimmed at the 2<sup>nd</sup> and 98<sup>th</sup> percentiles to prevent individual interviews from having too much influence on survey-derived estimates. The table below compares unweighted and weighted sample distributions to target population benchmarks.

Data were also calibrated by form. Non-registered voters were randomly assigned to one of the two forms and combined with the random half samples of registered voters to create two general population half samples. Data for each general population half sample were then calibrated separately using the procedures described above. After calibration, the form split weight for the non-registered voters were dropped and the remaining form split weights were standardized to the number of registered voters within each split form. The tables below compare unweighted and weighted sample distributions to target population benchmarks for each split form grouping.

Post-data collection statistical adjustments require analysis procedures that reflect departures from simple random sampling. We calculate the effects of these design features so that an appropriate adjustment can be incorporated into tests of statistical significance when using these data. The so-called "design effect" or *deff* represents the loss in statistical efficiency that results from a disproportionate sample design and systematic non-response. The total sample design effect for this survey is 1.80. Design effect for the registered voter subsample is 1.71.

All surveys are subject to sampling error, which is the expected probable difference between interviewing everyone in a population versus a scientific sampling drawn from that population. Sampling error should be adjusted to recognize the effect of weighting the data to better match the population. In this poll, the simple sampling error for 1,018 New Jersey adults is +/-3.1 percentage points at a 95% confidence interval. The design effect<sup>3</sup> is 1.80, making the adjusted margin of error +/- 4.1 percentage

<sup>1</sup> Sarah Flood, Miriam King, Renae Rodgers, Steven Ruggles, J. Robert Warren, Daniel Backman, Annie Chen, Grace Cooper, Stephanie Richards, Megan Schouweiler and Michael Westberry. IPUMS CPS: Version 11.0 [dataset]. Minneapolis, MN: IPUMS, 2023.

<sup>2</sup> "Age and Sex." American Community Survey, ACS 1-Year Estimates Subject Tables, Table S0101, 2022.

<sup>3</sup> Post-data collection statistical adjustments require analysis procedures that reflect departures from simple random sampling. We calculate the effects of these design features so that an appropriate adjustment can be

## NJ Gubernatorial Election and Ratings Rutgers-Eagleton Poll

points. Thus, if 50% of New Jersey adults in this sample favor a particular position, we would be 95% sure that the true figure is between 45.9 and 54.1% (50 +/- 4.1) if all New Jersey adults had been interviewed, rather than just a sample. Among the registered voter subsample (n=929), the simple sampling error is +/- 3.2 percentage points. Design effect for the registered voter subsample is 1.71, making the adjusted margin of error +/- 4.2 percentage points.

Sampling error is only one possible source of error in a survey estimate. Sampling error does not consider other sources of variation inherent in public opinion studies, such as selection bias, non-response bias, question wording, context effects, or reporting accuracy, which may contribute additional error.

This Rutgers-Eagleton Poll was fielded by SSRS through the Rutgers-Eagleton/SSRS Garden State Panel. The questionnaire was developed and all data analyses were completed in house by the Eagleton Center for Public Interest Polling (ECPiP); questions in this release were developed in consultation with NJ Advanced Media. Jessica Roman, Kyle Morgan, and David Martin assisted with analysis and preparation of this report. The Rutgers-Eagleton Poll is paid for and sponsored by the Eagleton Institute of Politics at Rutgers, The State University of New Jersey, a non-partisan academic center for the study of politics and the political process; funding for questions in this release was provided by the Miller Center on Policing and Community Resilience at the Eagleton Institute of Politics. Full questionnaires are available on request and can also be accessed through our archives at [eagletonpoll.rutgers.edu](http://eagletonpoll.rutgers.edu). For more information, please contact [poll@eagleton.rutgers.edu](mailto:poll@eagleton.rutgers.edu).

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incorporated into tests of statistical significance when using these data. The so-called "design effect" or *deff* represents the loss in statistical efficiency that results from a disproportionate sample design and systematic non-response.

**NJ Gubernatorial Election and Ratings  
Rutgers-Eagleton Poll**

**Weighted Demographics  
929 New Jersey Registered Voters  
Overall Margin of Error = +/- 4.2 percentage points**

*Please note: Totals may equal slightly more or less than 100% due to rounding.*

		<b>deff</b>	<b>MOE</b>			<b>deff</b>	<b>MOE</b>
<b>Man</b>	46%	1.85	+/- 6.3%	<b>White, Non-Hisp</b>	61%	1.68	+/- 5.1%
<b>Woman</b>	54%	1.60	+/- 5.7%	<b>Non-White</b>	39%	1.67	+/- 7.3%
<b>18-34</b>	22%	1.71	+/- 8.8%	<b>&lt;50K</b>	22%	1.67	+/- 9.1%
<b>35-49</b>	19%	1.75	+/- 8.8%	<b>50K-&lt;100K</b>	31%	1.82	+/- 8.3%
<b>50-64</b>	30%	1.62	+/- 7.5%	<b>100K-&lt;150K</b>	23%	1.67	+/- 9.4%
<b>65+</b>	28%	1.69	+/- 8.6%	<b>150K+</b>	24%	1.63	+/- 8.2%
<b>Democrat</b>	39%	1.61	+/- 6.3%	<b>Urban</b>	13%	1.52	+/- 10.2%
<b>Independent</b>	37%	1.89	+/- 7.4%	<b>Suburb</b>	34%	1.94	+/- 7.7%
<b>Republican</b>	24%	1.55	+/- 8.6%	<b>Exurban</b>	14%	1.52	+/- 10.2%
<b>HS or Less</b>	32%	1.63	+/- 8.7%	<b>Phil/South</b>	20%	1.64	+/- 9.4%
<b>Some College</b>	23%	1.65	+/- 8.3%	<b>Shore</b>	18%	1.56	+/- 9.8%
<b>College Grad</b>	22%	1.58	+/- 8.2%				
<b>Grad Work</b>	23%	1.54	+/- 7.4%				