



Principled Veterans Fund Survey
2025 NJ Governor Primary
March 2024

Methodology

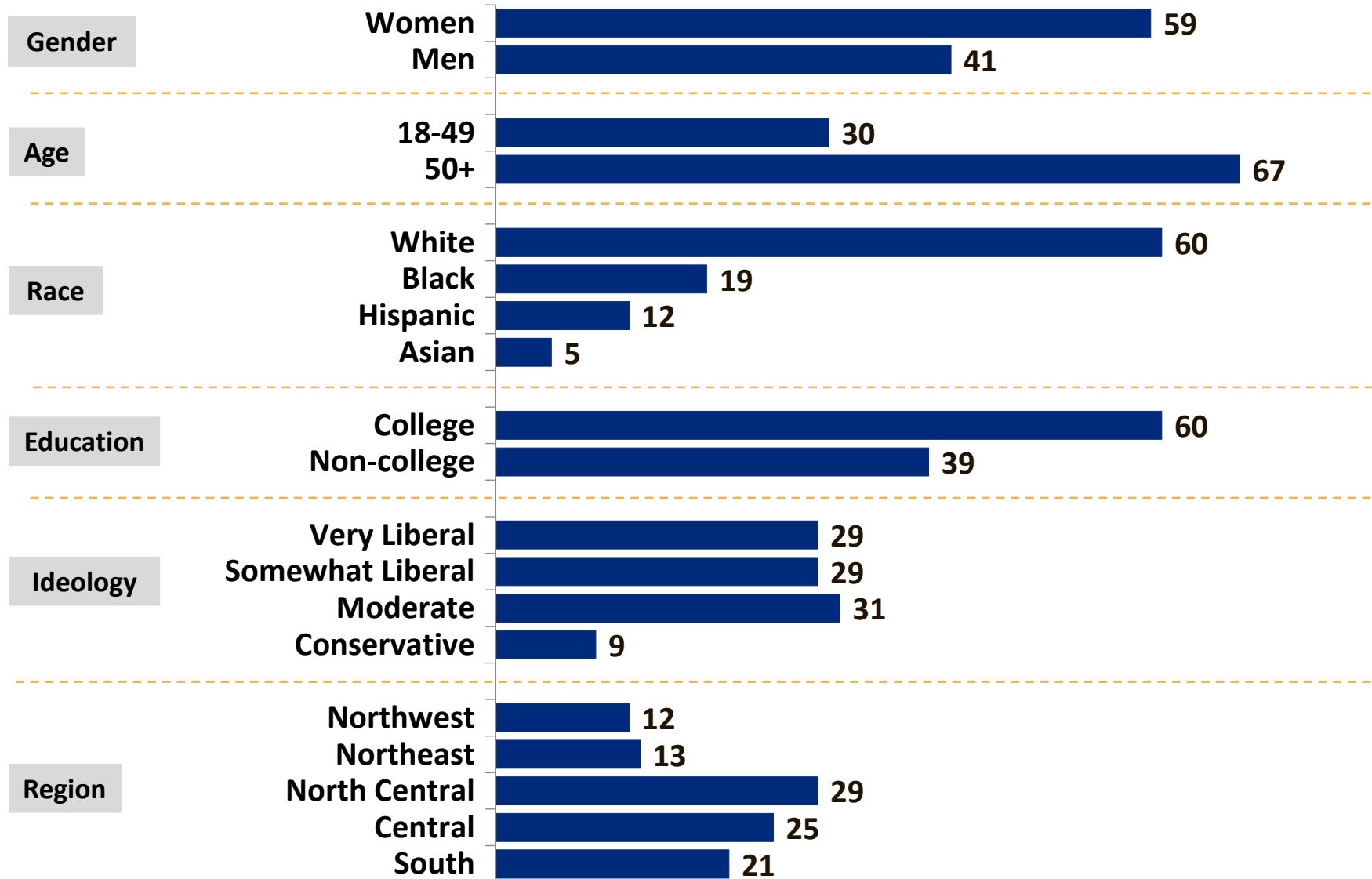
GQR conducted a 20 minute phone survey among 603 likely 2025 Democratic Primary Election voters in New Jersey from March 7th-12th, 2024. Respondents were contacted through the voter file.

The data is subject to a margin of error of +/- 4.0 percentage points at the 95 percent confidence interval; the margin of error is higher among subgroups.

The data are statistically weighted to ensure the sample's regional, age, and gender composition reflects that of the estimated likely 2025 Democratic Primary Election electorate in New Jersey.

In this report, results are expressed as percentages unless otherwise noted. Results may not add to 100% due to rounding or multiple responses. Net results cited in the text may not exactly match individual results shown in the charts due to rounding.

Demographics



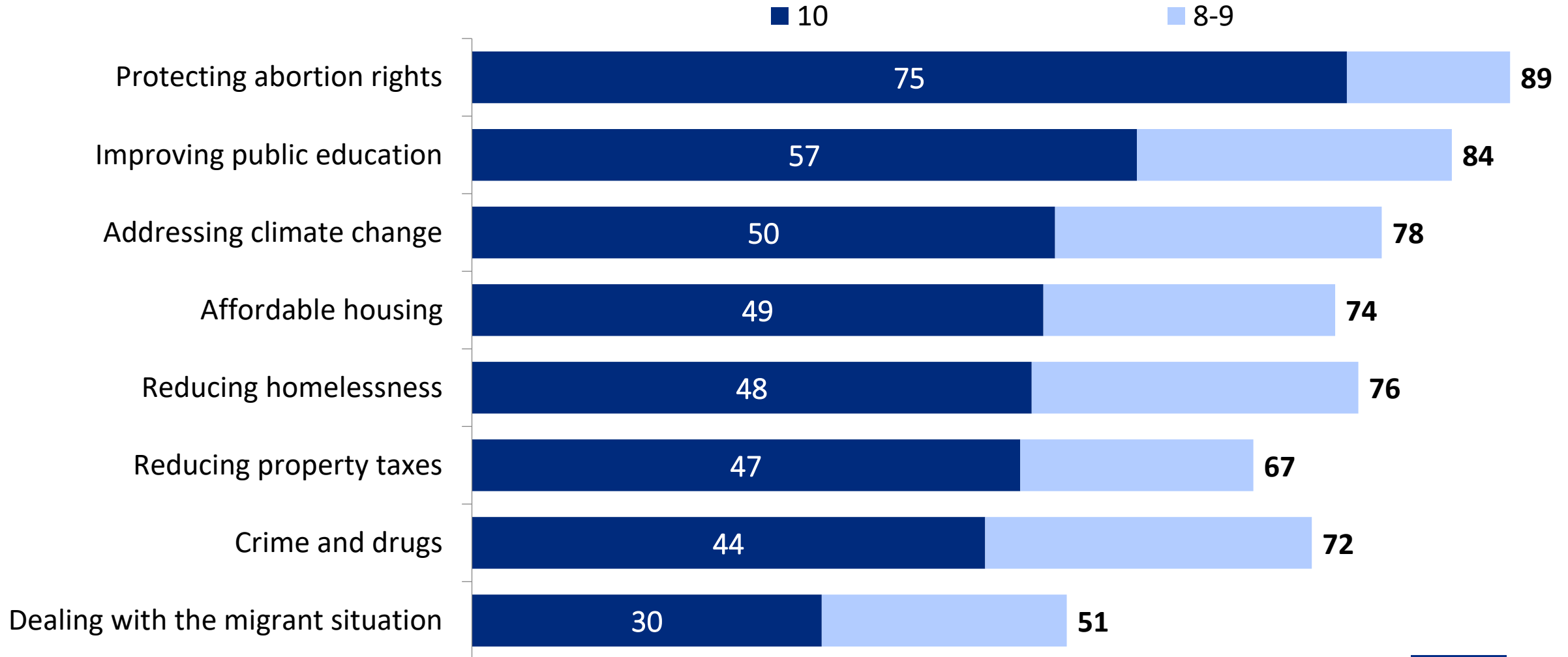


insights & action

Mood

Abortion is the clear top issue, with education in the second tier. Immigration is not a major concern

I am going to read you a list of issues facing New Jersey. On a scale of 0-10 please tell me how important that issue is when thinking about how you will vote for governor, with 0 meaning it is not at all important, and 10 meaning it is extremely important. You can use any number between 0 and 10.

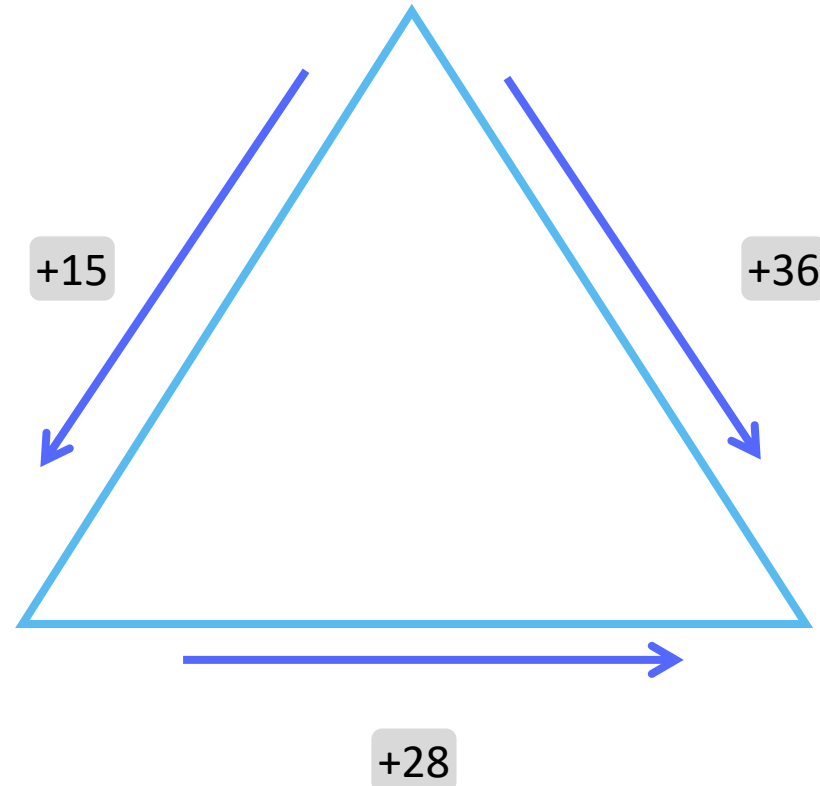


Abortion dominant concern, while costs trump taxes

Now, I am going to read some pairs of issues. After I read each pair, please tell me which issue is most important to you when thinking about your vote for governor.

(ABORTION) I prefer a governor who prioritizes passing a constitutional amendment to protect abortion rights.

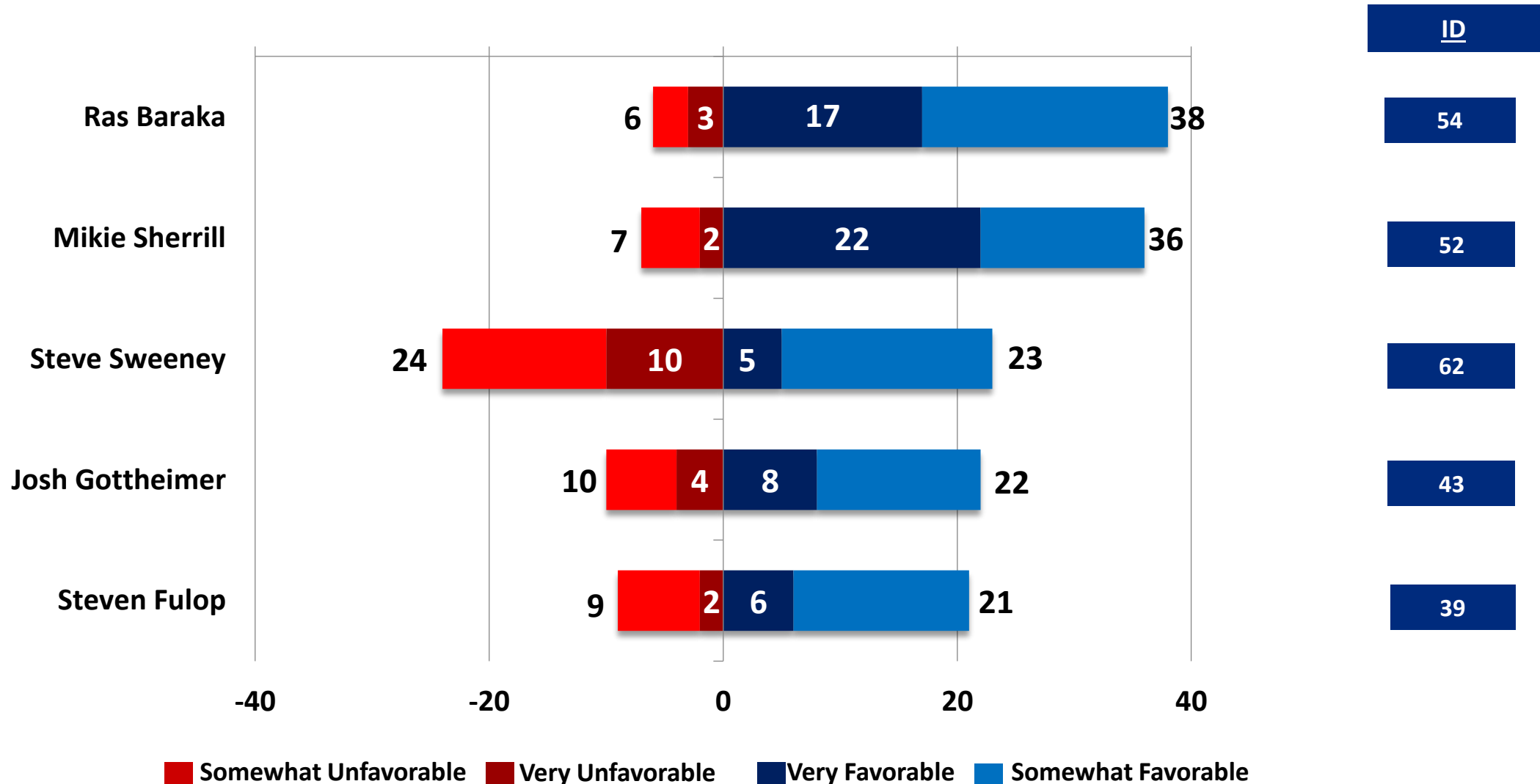
(COSTS) I prefer a governor who prioritizes reducing the cost of housing, gas, and groceries



(TAXES) I prefer a governor who prioritizes reducing property taxes

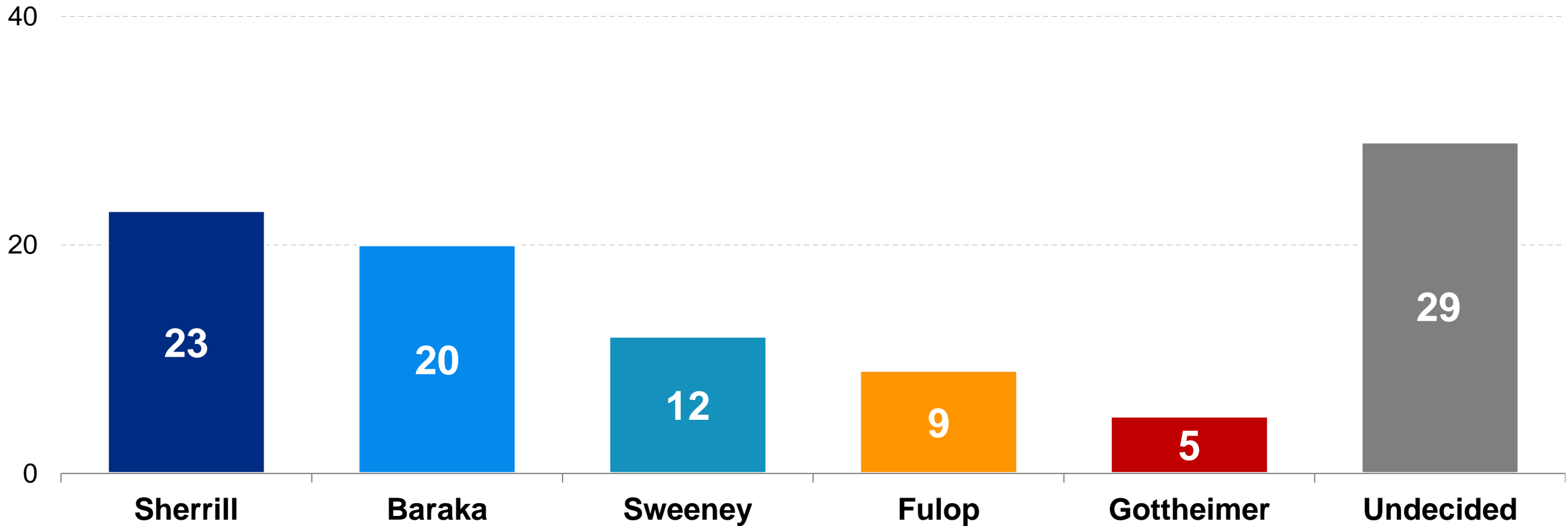
Sherrill leads field in 'very favorable' ratings. Sweeney has highest name ID but views on him are mixed.

Now, I am going to read you a list of public figures and organizations. After I read each one, please tell me if you have a favorable or unfavorable impression. If you have not heard of that person or organization, or are unfamiliar with them, please tell me so.



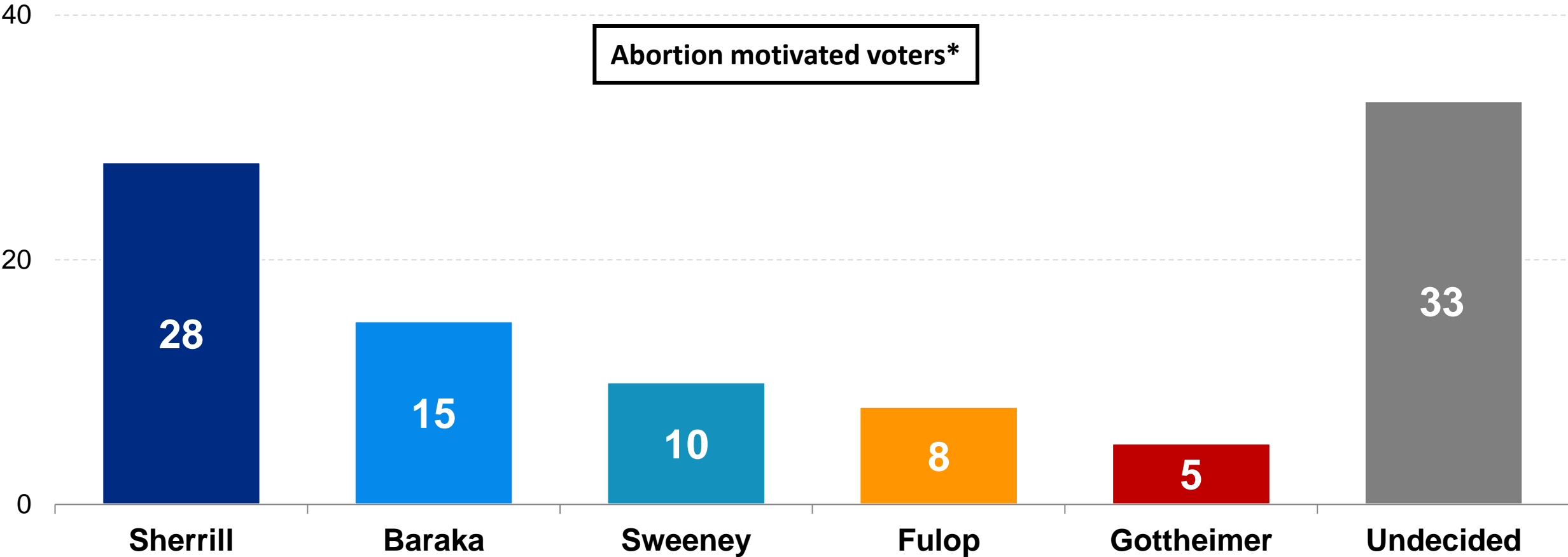
Sherrill earns 23 percent of the vote, with Sweeney, Fulop, and Gottheimer trailing significantly

Thinking ahead to the Democratic primary election for Governor in 2025, if the Democratic primary election for Governor were held today and the candidates were: Mikie Sherrill, Steve Sweeney, Josh Gottheimer, Ras Baraka, and Steven Fulop -- for whom would you vote?



Among abortion motivated voters, Sherrill holds clear lead

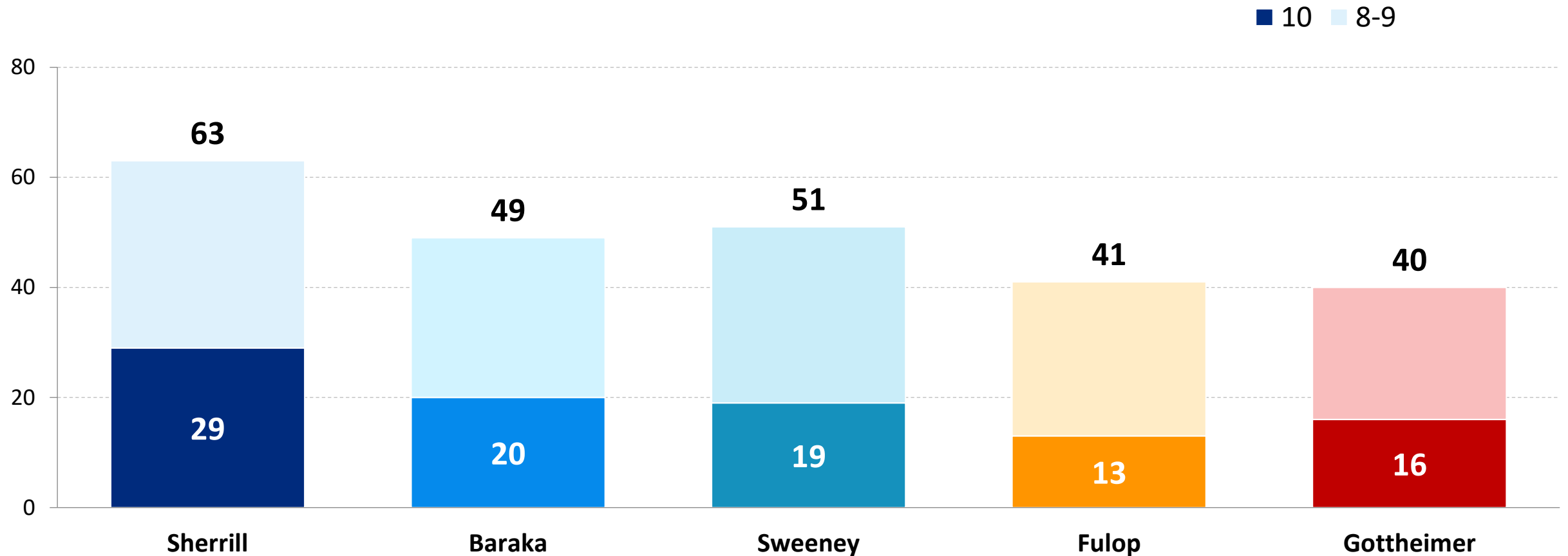
Thinking ahead to the Democratic primary election for Governor in 2025, if the Democratic primary election for Governor were held today and the candidates were: Mikie Sherrill, Steve Sweeney, Josh Gottheimer, Ras Baraka, and Steven Fulop -- for whom would you vote?



*Responded 10/10 on the importance of abortion rights for their governor vote and selected abortion as more important than both costs and taxes in a round robin exercise.

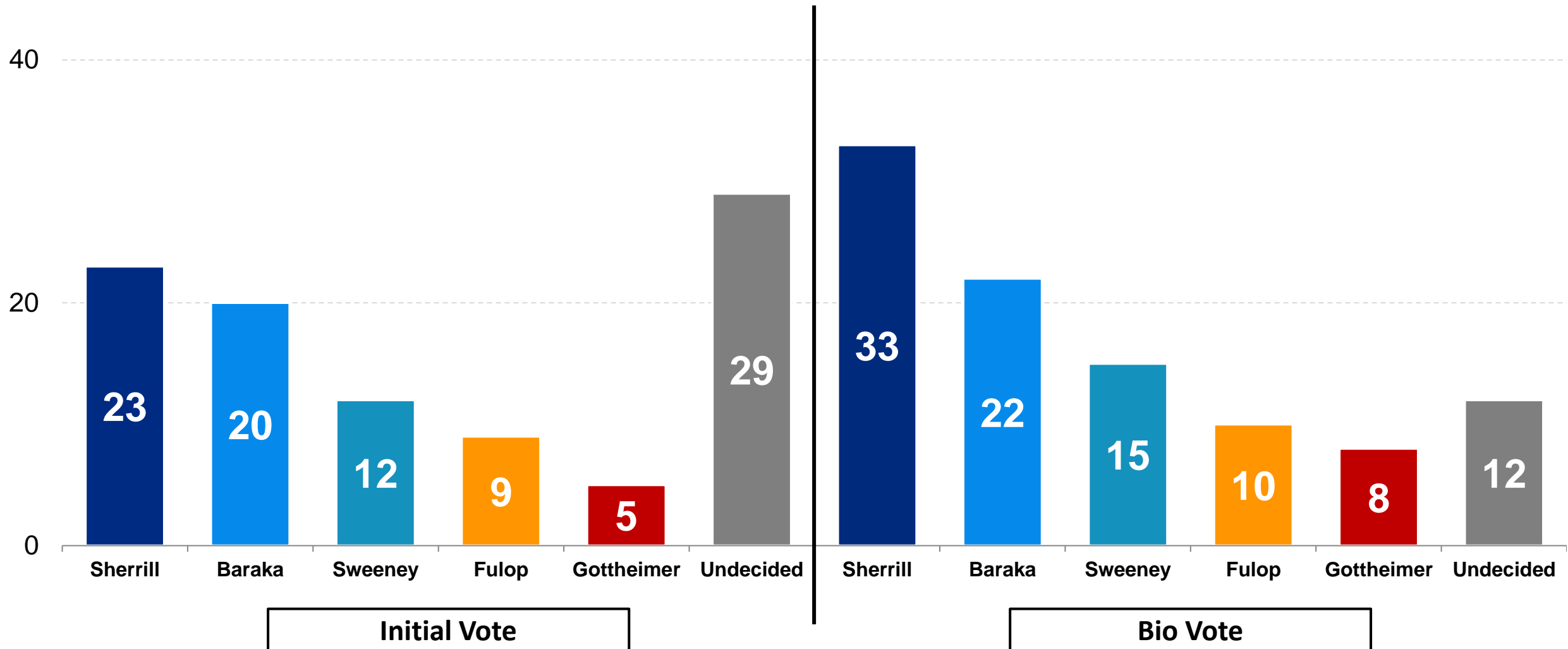
Sherrill's bio broadly appealing to almost 2/3 of electorate

Now, let me read you a series of statements about some of the Democratic candidates for New Jersey Governor. Please rate each statement on a 0 to 10 scale where a 10 means it is an extremely convincing reason to support that candidate, a 0 means not at all a convincing reason, and a 5 would be a neutral response. You may choose any number between 0 and 10.



Sherrill's bio moves her into clear lead, no one else moves

If the Democratic primary election for Governor were held today and the candidates were: Mikie Sherrill, Steve Sweeney, Josh Gottheimer, Ras Baraka, and Steven Fulop -- for whom would you vote?



After bios, Sherrill posts impressive gains among women, older voters, and across the state

Thinking ahead to the Democratic primary election for Governor in 2025, if the Democratic primary election for Governor were held today and the candidates were: Mikie Sherrill, Steve Sweeney, Josh Gottheimer, Ras Baraka, and Steven Fulop -- for whom would you vote?

% Initial/Bio (Change)	Total	Women	Older Voters (50+)	New York DMA	Philadelphia DMA
Sherrill	23/33 (+10)	26/38 (+12)	23/33 (+10)	27/34 (+7)	14/31 (+17)
Baraka	20/22 (+2)	20/19 (-1)	17/20 (+3)	23/24 (+1)	9/15 (+6)
Sweeney	12/15 (+3)	11/15 (+4)	14/16 (+2)	6/11 (+5)	29/29 (0)
Fulop	9/10 (+1)	8/8 (0)	9/9 (0)	11/12 (+1)	4/4 (0)
Gottheimer	5/8 (+3)	5/7 (+2)	6/9 (+3)	6/8 (+2)	2/6 (+4)

Key Takeaways

- **Abortion is the central issue animating primary voters.** Abortion is the most important issue in this race for governor, higher than other issues like the cost of living and taxes. Among abortion motivated voters, Sherrill holds a clear lead that grows to a near majority (44 percent) after voters hear her biography.
- **Sherrill is well positioned to win the 2025 Gubernatorial primary.** She also has an advantage as the only woman in the race and among the voters most concerned about protecting abortion rights. She easily beats Gottheimer and Fulop in North Jersey while Sweeney manages only a third of the vote in South Jersey.
- **Baraka has a voter base, but he also has a ceiling of support.** Throughout the survey, Baraka never gets more than 23 percent of the vote and struggles to expand his base of support.
- **Sherrill grows her support after voters hear more about her,** especially among women, older voters and voters in both major media markets.



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