

November 7, 2025

To: Interested Parties

Fr: Impact Research

Re: Key Findings from Post-Election Poll in New Jersey

A new post-election poll conducted on behalf of the Reproductive Freedom for All Foundation of voters who cast ballots in New Jersey's gubernatorial election finds that while economic issues ruled the day, voters also believed Jack Ciattarelli to be the more extreme candidate on abortion and a majority were concerned that if elected, he'd move to ban or restrict abortion. Furthermore, voters who had heard about the gubernatorial candidates' views on abortion overwhelmingly backed Mikie Sherrill for Governor.

Moving forward, New Jersey voters want to see more protections for reproductive health care, including abortion. This proposal is popular, and garners support among some of Ciattarelli's supporters.

- **Nearly half of voters heard about the candidates' positions on abortion and those who heard most voted for Sherrill.** About half (49%) of the electorate recalled hearing or seeing campaign communications on the gubernatorial candidates' positions on abortion. Among those who received information about the gubernatorial candidates' position on abortion, Sherrill won by more than 20-point margin (63% Sherrill / 37% Ciattarelli).
- **Voters see Ciattarelli as more extreme on abortion.** A majority of voters (61%) say that Ciattarelli's position on abortion raised concerns, with almost a quarter (24%) saying his abortion views were a *very serious* concern. Furthermore, voters feel Ciattarelli has a more extreme position on abortion than Sherrill by more than 20 points (47% Ciattarelli / 26% Sherrill), and a majority believe that Ciattarelli would have restricted abortion in New Jersey if he had been elected (55% Yes / 26% No).
- **Voters strongly support more reproductive healthcare protections in New Jersey.** More than two-thirds of voters statewide support the Governor and State Legislature passing a law that would provide more protections for people's right

These findings are based on the results of a live phone and text-to-web survey conducted by Impact Research from November 1-5, 2025 among N=600 2025 General Election voters in New Jersey. The margin of error for the full sample size is ± 4.0 percentage points.

to access reproductive health care, including abortion (68% support / 26% oppose). While support is strongest among Black voters (+78 support) and younger women (+72 support), groups that backed Ciattarelli also support the proposal, including white men (+15 support), white seniors (+38 support), and non-college grads (+35 support).

- **The gubernatorial race was focused on affordability.** New Jerseyans overwhelmingly heard both gubernatorial candidates focus on economic issues, including utility costs, lowering taxes, and addressing affordability and the cost of living. Majorities indicated that affordability (62%) and taxes (54%) played a major role when deciding who to vote for. While just over a quarter say abortion played a major role in their vote, white Democrats (51%), younger women (52%), and voters under the age of 35 (51%) were most likely to say the issue played a major role in their vote.