

NEW JERSEY CAMPAIGN STRATEGY POLL: GOVERNOR, MASKS, SHUTDOWNS, ISSUES

Do New Jersey voters support mask mandates and temporary shutdowns? Do they support Governor Murphy? What issues matter to them most? Read on to find out.

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(A) Executive Summary

A recent poll suggests that a strong majority of New Jersey voters support the use of mask mandates and temporary shutdowns to slow the spread of COVID-19. However, their support for Governor Phil Murphy hovers just barely above the 50% mark.

As anticipated, these issues tightly correlate with party affiliation. Republicans decisively disapprove of Governor Murphy, while the opposite is true among Democrats. In regard to mask mandates and temporary shutdowns, Democrats again offer overwhelming support, but Republicans are split nearly 50/50. Independents are in the middle on these issues, but in general, they more closely mirror Republicans than Democrats.

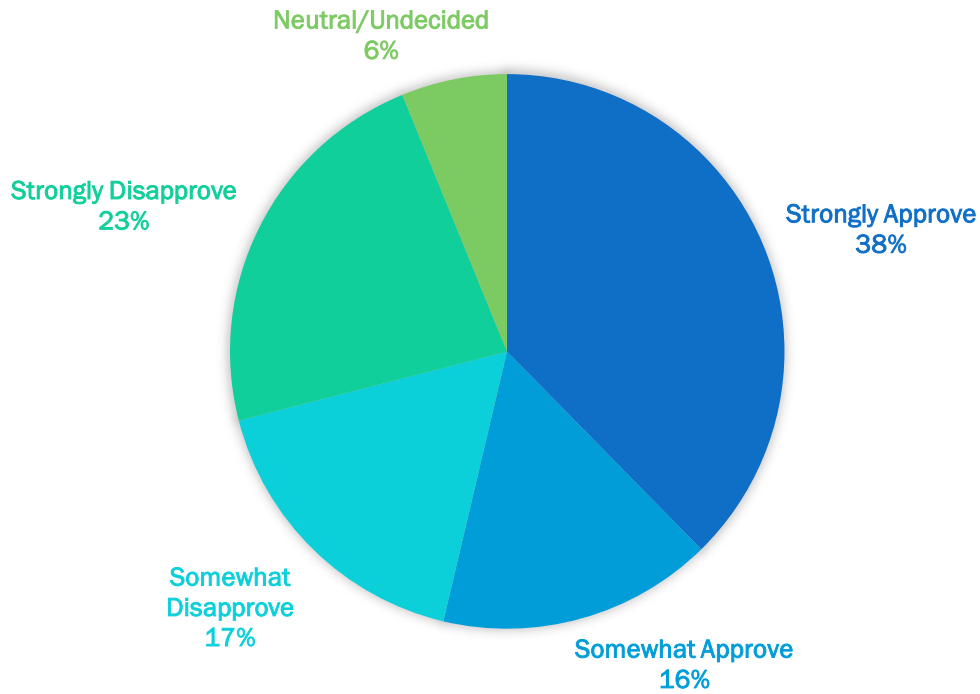
Democratic voters' top four issues are healthcare, the economy, social justice, and gun control. For Republicans, the top issues are the economy, taxes, and illegal immigration. Independents' priorities are much more varied; for example, both protecting the Second Amendment and enacting gun control are among Independent voters' top four issues.

Read on for more detailed results.

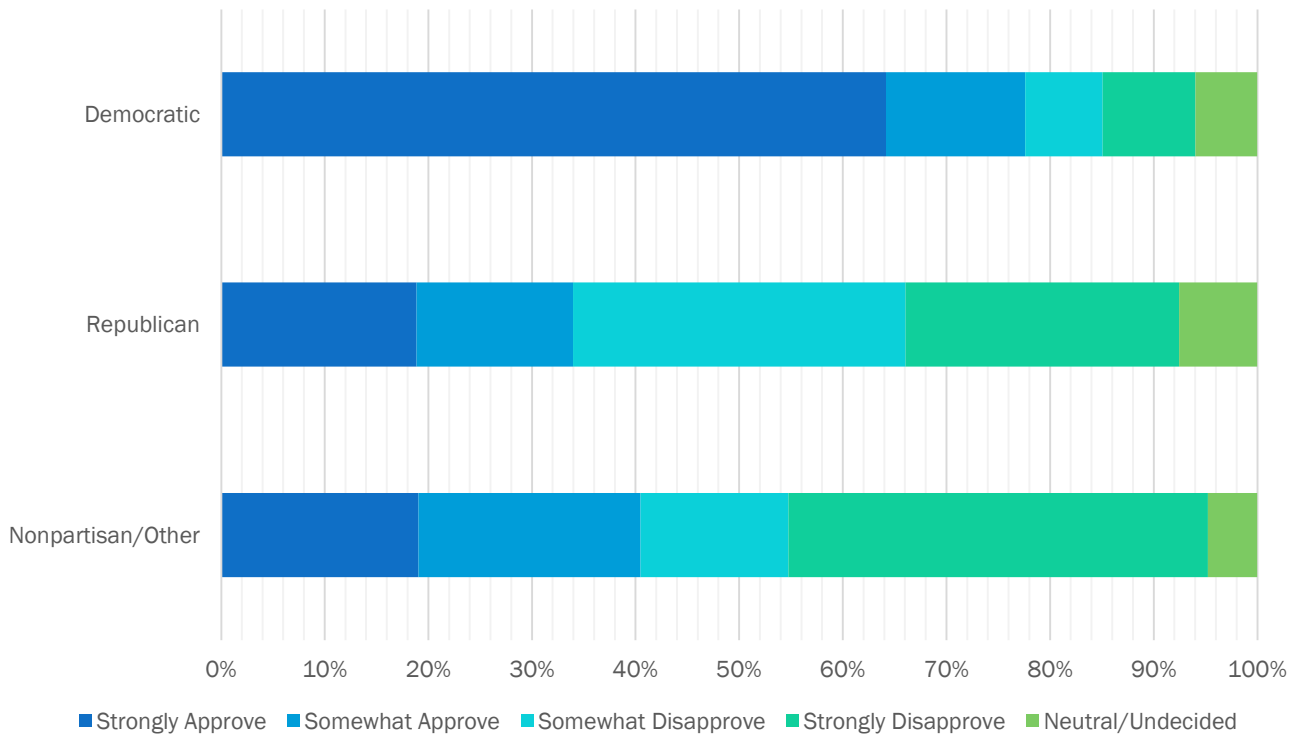


(B) Governor Phil Murphy Approval Rating

OVERALL



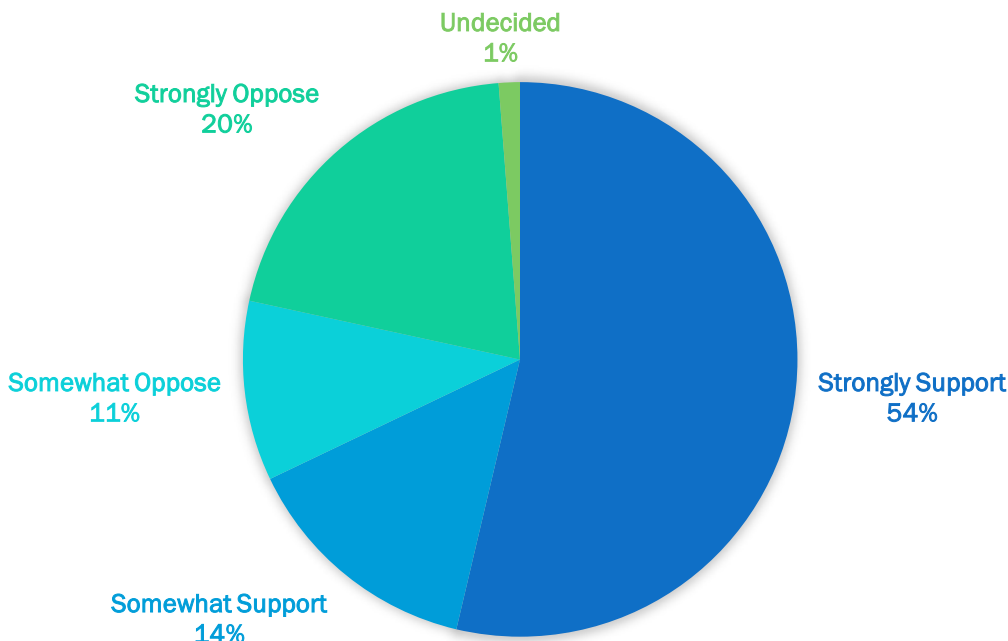
PARTY BREAKDOWN



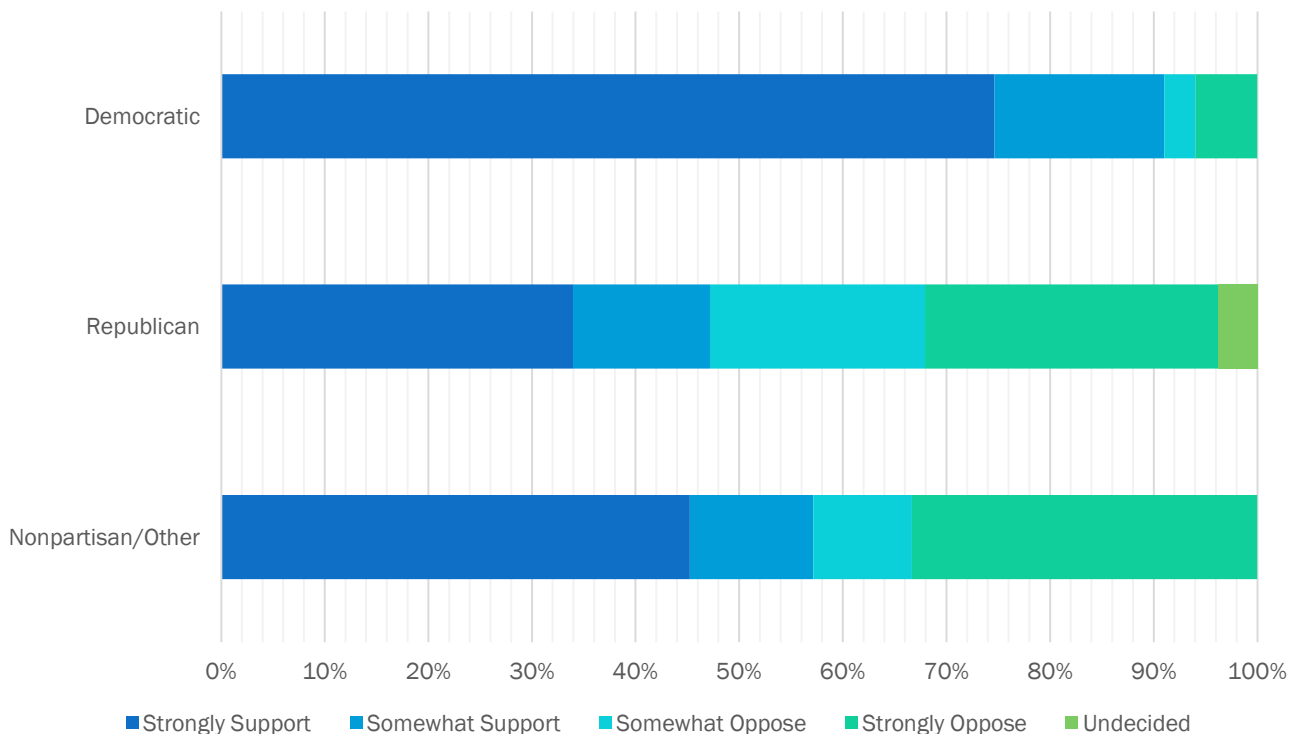


(C) Support for Mask Mandates and Shutdowns

OVERALL



PARTY BREAKDOWN





(D) Top Issues to New Jersey Democrats

Issue	First Priority	Second Priority	Average
Healthcare	25%	32%	28.5%
The Economy	20%	20%	20%
Social Justice	18%	17%	17.5%
Gun Control	14%	20%	17%
Climate Change	9%	5%	7%
Access to Abortion	9%	3%	6%
Immigration	3%	2%	2.5%
Something Else	2%	1%	1.5%

(E) Top Issues to New Jersey Republicans

Issue	First Priority	Second Priority	Average
The Economy	26%	29%	27.5%
Lowering Taxes	25%	20%	22.5%
Illegal Immigration	17%	18%	17.5%
Healthcare	15%	12%	13.5%
Fiscal Responsibility	7%	8%	7.5%
Second Amendment	2%	10%	6%
Pro-Life Movement	4%	2%	3%
Something Else	4%	1%	2.5%



(F) Top Issues to New Jersey Independents

Issue	First Priority	Second Priority	Average
The Economy	13%	16%	14.5%
Second Amendment	15%	14%	14.5%
Healthcare	10%	18%	14%
Gun Control	13%	14%	13.5%
Lowering Taxes	18%	8%	13%
Pro-Life	13%	10%	11.5%
Pro-Choice	8%	8%	8%
Immigration	5%	8%	6.5%
Social Justice	3%	3%	3%
Something Else	2%	1%	1.5%

Read on to learn which issues candidates should focus on to maximize effectiveness.



(G) Strategic Issues to Focus On

This section presents which issues candidates in New Jersey should focus on, depending on their party and the type of election. In addition to the aforementioned polling data, these rankings factor in considerations such as divisiveness, ease of understanding, and fundraising potential.

Democratic Primary

- Social Justice
- Healthcare
- The Economy

Republican Primary

- The Economy
- Illegal Immigration
- Lowering Taxes

General Election (Democratic Candidate)

- The Economy
- Healthcare

General Election (Republican/Independent Candidate)

- The Economy
- Lowering Taxes
- Healthcare



(H) Next Steps

If you are a candidate for public office in New Jersey, call [\(929\) 388-6585](tel:9293886585) or email info@victory-insights.com to speak with a Victory Insights analyst regarding how to apply these poll results to your messaging and strategy.

If you are interested in receiving similar New Jersey-specific detailed poll reports each month, in addition to access to pro-bono political consulting and monthly campaign strategy webinars, visit bit.ly/NJStrategy to sign up.

Feel free to reach out to us at any time, and we wish you the best of luck with your race.



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