

**JUNE 8, 2021**

**CONTACT:**

Ashley Koning, Director  
Office: 848-932-8940  
Cell: 908-872-1186  
[akoning@rutgers.edu](mailto:akoning@rutgers.edu)

All news releases are available at [https://eagletonpoll.rutgers.edu/press\\_releases/](https://eagletonpoll.rutgers.edu/press_releases/). Follow the Rutgers-Eagleton Poll on [Facebook](#) and [Twitter](#).

**2021 Gov Race is Currently Murphy's to Lose; Just one in five New Jersey voters know the primaries are being held today**

NEW BRUNSWICK, N.J. (June 8, 2021) – Governor Phil Murphy currently has a clear path to reelection victory, according to the latest Rutgers-Eagleton Poll. When New Jersey registered voters are asked whether they would vote to reelect Murphy, consider voting for someone else, or definitely vote for someone else, 42 percent would definitely vote to reelect the governor. Twenty-one percent say they are on the fence, and 31 percent would definitely vote for someone else.

Support for Murphy in a head-to-head match-up increases when pitted against former New Jersey Assemblyman and likely Republican nominee Jack Ciattarelli. Fifty-two percent of registered voters say they would vote for Murphy if the election were held today, compared to 26 percent for Ciattarelli. Murphy wins 83 percent of his Democratic base, while 67 percent of Republicans back Ciattarelli; independents are more unsure, with 19 percent not knowing who to vote for, another 39 percent siding with Murphy, and 29 percent backing Ciattarelli.

“New Jersey has seen some uncompetitive gubernatorial races the past couple of cycles, and this race does not seem to be the exception right now,” said Ashley Koning, an assistant research professor and director of the [Eagleton Center for Public Interest Polling \(ECPIP\)](#) at [Rutgers University–New Brunswick](#). “Murphy currently has a stronger lock on his base than Ciattarelli and beats him among independents right now by a double-digit lead.”

Compared to the governor, Ciattarelli has a large name recognition deficit to overcome: more than three-quarters of New Jerseyans have no opinion of him (26 percent) or do not know who he is (52 percent), while the rest are split between having a favorable (12 percent) or unfavorable (11 percent) opinion of him. Republicans are slightly more likely to have an opinion on their candidate compared to most other groups, but even most of Ciattarelli's own base does not take a side: 25 percent are favorable toward him, 12 percent are unfavorable, 22 percent have no opinion, and 41 percent do not know him.

“Despite this being his second attempt for the nomination, Ciattarelli’s name recognition deficit is almost twice as large as Murphy’s when Murphy began to run for his first term,” said Koning.

The gubernatorial election is not the next ballot New Jersey voters will cast, however, but most voters in the state are not aware of that: just 22 percent realize the next election will be the primaries today, Tuesday, June 8, while another 26 percent believe the next election is sometime in June, 19 percent say November, 7 percent mention some other date, and 27 percent are unsure. Lack of awareness about the actual primary date is widespread.

“Primaries are typically low-interest, low-participation elections,” noted Koning. “We have found time and time again that most voters are unaware of various aspects of the political process outside of major offices and election days.”

Yet more than three-quarters of New Jersey voters say they will definitely (53 percent) or probably (25 percent) vote in the primaries tomorrow. Another 12 percent say they probably will not, and 6 percent say they definitely will not.

Results are from a statewide poll of 1,004 adults contacted by live interviewers on landlines and cell phones from May 21–29. The full sample has a margin of error of +/- 3.8 percentage points.

###

**Broadcast interviews:** Rutgers University–New Brunswick has broadcast-quality TV and radio studios available for remote live or taped interviews with Rutgers experts. For more information, contact John Cramer at [john.cramer@rutgers.edu](mailto:john.cramer@rutgers.edu).

#### **ABOUT RUTGERS—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 (ECPIP)**

*Home of the Rutgers-Eagleton Poll, ECPIP was established in 1971 and is the oldest and one of the most respected university-based state survey research centers in the United States. Now in its 50<sup>th</sup> year and with the publication of over 200 polls, ECPIP’s mission is to provide scientifically sound, non-partisan 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 [Twitter](#).*

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

**Gov Race and NJ Primaries June 2021  
Rutgers-Eagleton Poll**

*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).*

**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; all percentages are of weighted results. Interpret groups with samples sizes under 100 with extreme caution.*

---

**Q. Please tell me if your general impression of Phil Murphy is favorable or unfavorable, or if you do not have an opinion.**

	All Adults	Registered voters
Favorable	47%	49%
Unfavorable	36%	37%
No opinion	14%	11%
Don't know person	3%	2%
Unweighted N=	1001	932

**All Adults**

	Party ID			Gender		Race/Ethnicity			Age			
	Dem	Ind	Rep	Male	Female	White	Black	Hispanic	18-29	30-49	50-64	65+
Favorable	73%	39%	16%	43%	51%	41%	63%	56%	54%	45%	50%	42%
Unfavorable	13%	42%	69%	43%	29%	43%	14%	29%	22%	38%	39%	40%
No Opinion	12%	16%	10%	12%	16%	13%	15%	12%	21%	15%	10%	13%
Don't know person	2%	3%	5%	2%	4%	3%	8%	2%	4%	3%	2%	5%
Unwt N=	418	340	220	475	526	696	103	115	100	285	332	273

**Registered Voters**

	Party ID			Gender		Race/Ethnicity			Age			
	Dem	Ind	Rep	Male	Female	White	Black	Hispanic	18-34	35-49	50-64	65+
Favorable	75%	40%	14%	44%	54%	43%	66%	62%	56%	46%	51%	43%
Unfavorable	12%	47%	74%	44%	31%	44%	14%	29%	25%	43%	39%	40%
No Opinion	11%	11%	8%	10%	12%	10%	16%	6%	17%	9%	9%	13%
Don't know person	2%	2%	3%	2%	3%	2%	4%	3%	3%	2%	1%	4%
Unwt N=	401	307	205	445	487	660	94	98	137	206	315	263

**Gov Race and NJ Primaries June 2021  
Rutgers-Eagleton Poll**

**Q. Please tell me if your general impression of Jack Ciattarelli is favorable or unfavorable, or if you do not have an opinion.**

	All Adults	Registered voters
Favorable	12%	12%
Unfavorable	11%	11%
No opinion	26%	26%
Don't know person	52%	50%
Unweighted N=	999	930

**All Adult**

	Party ID			Gender		Race/Ethnicity			Age			
	Dem	Ind	Rep	Male	Female	White	Black	Hispanic	18-29	30-49	50-64	65+
Favorable	8%	8%	25%	14%	10%	14%	7%	11%	5%	13%	11%	16%
Unfavorable	13%	8%	12%	14%	8%	12%	6%	9%	7%	13%	13%	9%
No Opinion	24%	28%	22%	22%	28%	22%	32%	26%	25%	21%	29%	28%
Don't know person	56%	55%	41%	50%	54%	52%	55%	53%	62%	53%	48%	47%
Unwt N=	417	339	219	475	524	695	102	115	100	285	330	273

**Registered voters**

	Party ID			Gender		Race/Ethnicity			Age			
	Dem	Ind	Rep	Male	Female	White	Black	Hispanic	18-34	35-49	50-64	65+
Favorable	8%	9%	27%	15%	10%	14%	7%	13%	7%	14%	11%	17%
Unfavorable	12%	10%	13%	15%	8%	13%	5%	9%	9%	16%	11%	9%
No Opinion	24%	28%	22%	23%	28%	22%	36%	25%	23%	22%	29%	28%
Don't know person	56%	53%	37%	47%	53%	50%	52%	53%	61%	48%	48%	46%
Unwt N=	400	306	204	445	485	659	93	98	137	206	313	263

**Gov Race and NJ Primaries June 2021  
Rutgers-Eagleton Poll**

**Q. To the best of your knowledge, when is the next election being held in New Jersey this year? [OPEN ENDED; CODED TO LIST]**

	All Adults	Registered voters
June 8th	20%	22%
Sometime in June	24%	26%
November	19%	19%
Some other date	7%	7%
Don't know (VOL)	30%	27%
Unweighted N=	1001	933

**All Adults**

	Party ID			Gender		Race/Ethnicity			Age			
	Dem	Ind	Rep	Male	Female	White	Black	Hispanic	18-29	30-49	50-64	65+
June 8	21%	17%	26%	21%	20%	22%	23%	16%	16%	19%	24%	22%
Sometime in June	26%	22%	26%	24%	24%	27%	14%	25%	16%	23%	25%	32%
November	14%	24%	20%	21%	17%	20%	12%	19%	16%	20%	18%	20%
Some other date	6%	8%	6%	7%	6%	6%	10%	8%	6%	8%	7%	6%
Don't know (VOL)	33%	29%	23%	27%	32%	25%	41%	32%	47%	30%	26%	21%
Unwt N=	418	341	219	475	526	695	103	117	99	284	333	273

**Registered Voters**

	Party ID			Gender		Race/Ethnicity			Age			
	Dem	Ind	Rep	Male	Female	White	Black	Hispanic	18-34	35-49	50-64	65+
June 8	22%	20%	26%	23%	22%	24%	27%	19%	19%	22%	25%	22%
Sometime in June	27%	24%	29%	26%	26%	29%	16%	25%	16%	28%	25%	33%
November	14%	25%	20%	22%	16%	19%	13%	19%	18%	20%	19%	19%
Some other date	6%	7%	7%	7%	6%	6%	9%	7%	7%	6%	7%	5%
Don't know (VOL)	31%	25%	18%	23%	30%	22%	35%	30%	39%	24%	24%	21%
Unwt N=	401	308	204	445	488	660	94	99	137	206	315	263

**Gov Race and NJ Primaries June 2021  
Rutgers-Eagleton Poll**

**Q. New Jersey will have a primary election on June 8<sup>th</sup>. Do you think you will definitely vote, probably vote, probably not vote, or definitely not vote in the July primary?**

	All Adults	Registered voters
Definitely vote	49%	53%
Probably vote	26%	25%
Probably will not vote	13%	12%
Definitely will not vote	8%	6%
Don't know (VOL)	5%	4%
Unweighted N=	996	930

**All Adults**

	Party ID			Gender		Race/Ethnicity			Age			
	Dem	Ind	Rep	Male	Female	White	Black	Hispanic	18-29	30-49	50-64	65+
Definitely vote	55%	35%	58%	44%	52%	48%	50%	48%	30%	49%	52%	56%
Probably vote	25%	30%	22%	26%	25%	25%	32%	28%	35%	25%	24%	23%
Probably note vote	12%	14%	11%	14%	11%	12%	10%	14%	18%	14%	10%	10%
Definitely note vote	5%	14%	7%	10%	7%	11%	1%	7%	9%	8%	9%	7%
Don't know (VOL)	3%	7%	2%	5%	4%	4%	7%	3%	7%	4%	5%	4%
Unwt N=	414	340	220	475	521	693	101	116	98	286	330	271

**Registered Voters**

	Party ID			Gender		Race/Ethnicity			Age			
	Dem	Ind	Rep	Male	Female	White	Black	Hispanic	18-34	35-49	50-64	65+
Definitely vote	58%	40%	65%	47%	58%	52%	56%	56%	39%	57%	55%	59%
Probably vote	25%	31%	20%	28%	23%	24%	32%	27%	34%	23%	24%	21%
Probably note vote	11%	12%	11%	14%	10%	12%	9%	12%	18%	11%	9%	10%
Definitely note vote	4%	13%	3%	7%	6%	8%	1%	4%	3%	7%	8%	7%
Don't know (VOL)	3%	4%	1%	4%	3%	4%	2%	1%	6%	2%	4%	4%
Unwt N=	398	308	204	446	484	658	94	99	137	207	314	261

[SPLIT SAMPLE – ½ SAMPLE VERSION A]

**Q. If the election for New Jersey Governor were being held today, would you definitely vote to reelect Phil Murphy as governor, consider voting for someone else, or definitely vote for someone else?**

	All Adults	Registered voters
Definitely vote to reelect	39%	42%
Consider voting for someone else	21%	21%
Definitely vote for someone else	31%	31%
Don't know (VOL)	10%	6%
Unweighted N=	500	461

	Party ID			Gender		Race/Ethnicity		Age	
	Dem	Ind	Rep	Male	Female	White non-Hisp	Non-white	Under 50	Over 50
Definitely vote to reelect	68%	25%	9%	34%	43%	33%	47%	38%	40%
Consider voting for someone else	19%	25%	17%	20%	21%	23%	18%	24%	18%
Definitely vote for someone else	6%	34%	67%	38%	24%	35%	25%	27%	33%
Don't know (VOL)	7%	16%	7%	8%	13%	10%	10%	11%	9%
Unwt N=	207	163	116	239	261	343	141	192	302

	Party ID			Gender		Race/Ethnicity		Age	
	Dem	Ind	Rep	Male	Female	White non-Hisp	Non-white	Under 50	Over 50
Definitely vote to reelect	71%	28%	9%	37%	46%	35%	52%	42%	42%
Consider voting for someone else	19%	28%	14%	20%	22%	22%	19%	25%	18%
Definitely vote for someone else	5%	36%	73%	39%	23%	36%	24%	26%	33%
Don't know (VOL)	5%	9%	4%	4%	8%	7%	4%	7%	6%
Unwt N=	200	145	105	221	240	324	123	170	285



[SPLIT SAMPLE – ½ SAMPLE VERSION B]

Q. Thinking ahead, if the election for New Jersey governor were being held today and the candidates were [ROTATE ORDER: Democrat Phil Murphy and Republican Jack Ciattarelli], for whom would you vote?

	All Adults	Registered voters
Phil Murphy	52%	52%
Jack Ciattarelli	24%	26%
Neither (VOL)	7%	6%
Someone else (VOL)	4%	4%
Would not vote (VOL)	2%	1%
Don't know (VOL)	12%	10%
Unweighted N=	493	467

**All Adults**

	Party ID			Gender		Race/Ethnicity		Age	
	Dem	Ind	Rep	Male	Female	White non-Hisp	Non-white	Under 50	Over 50
Phil Murphy	80%	42%	12%	47%	55%	42%	67%	56%	47%
Jack Ciattarelli	4%	25%	64%	26%	23%	30%	15%	16%	32%
Neither	7%	6%	8%	8%	6%	7%	7%	8%	6%
Someone else	2%	5%	6%	6%	2%	4%	4%	6%	1%
Would not vote	1%	3%	3%	2%	1%	2%	2%	2%	1%
Don't know (VOL)	6%	21%	8%	11%	13%	15%	6%	12%	12%
Unwt N=	207	173	105	235	258	349	134	186	301

**Gov Race and NJ Primaries June 2021**  
**Rutgers-Eagleton Poll**

**Registered Voters**

	Party ID			Gender		Race/Ethnicity		Age	
	Dem	Ind	Rep	Male	Female	White non-Hisp	Non-white	Under 50	Over 50
Phil Murphy	83%	39%	12%	47%	56%	44%	67%	56%	48%
Jack Ciattarelli	4%	29%	67%	28%	24%	33%	16%	18%	34%
Neither	5%	6%	8%	7%	6%	7%	6%	8%	5%
Someone else	2%	6%	6%	6%	2%	4%	4%	7%	1%
Would not vote	1%	1%	3%	1%	2%	1%	2%	1%	1%
Don't know (VOL)	6%	19%	4%	10%	10%	12%	5%	10%	11%
Unwt N=	200	159	100	223	244	334	123	171	290

**Methodology**

The Rutgers-Eagleton Poll was conducted by telephone using live interviewers May 21-29, 2021, with a scientifically selected random sample of 1,004 New Jersey adults, 18 or older. Persons without a telephone could not be included in the random selection process. Respondents within a household are selected by asking randomly for the youngest adult male or female currently available. If the named gender is not available, the youngest adult of the other gender is interviewed. The poll was available in Spanish for respondents who requested it. This poll included 435 adults reached on a landline phone and 569 adults reached on a cell phone, all acquired through random digit dialing; 101 of the cell phone completes were acquired through one-to-one SMS text messaging by live interviewers that led respondents to an online version of the survey. Distribution of phone use in this sample is:

	<b>Individual</b>	<b>Household</b>
<b>Cell Only</b>	29%	29%
<b>Dual Use</b>	27%	27%
<b>Dual Use, Reached on LL</b>	41%	41%
<b>Landline Only</b>	3%	2%

The data were weighted to be representative of the non-institutionalized adult population of New Jersey. The weighting balanced sample demographics to target population parameters. The sample is balanced, by form, to match parameters for sex, age, education, region, race/ethnicity and phone use. The sex, age, education, race/ethnicity and region parameters were derived from 2018 American Community Survey PUMS data. The phone use parameter was derived from estimates provided by the National Health Interview Survey Early Release Program.<sup>1</sup> Weighting was done in two stages. The first stage of weighting corrected for different probabilities of selection among the RDD samples associated with the number of adults in each household and each respondent’s telephone usage patterns. This adjustment also accounts for the overlapping landline and cell sample frames and the relative sizes of each frame and each sample.<sup>2</sup> The second stage of weighting balanced sample demographics, by form, to match target population benchmarks. This weighting was accomplished using SPSSINC RAKE, an SPSS extension module that simultaneously balances the distributions of all variables using the GENLOG procedure. Weights were trimmed to prevent individual interviews from having too much influence on survey estimates. The use of these weights in statistical analysis ensures that the demographic characteristics of the sample closely approximate the demographic characteristics of the target population.

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.<sup>3</sup>

All surveys are subject to sampling error, which is the expected probable difference between

---

<sup>1</sup> NCHS, National Health Interview Survey, 2014–2018; U.S. Census Bureau, American Community Survey, 2013–2018.

<sup>2</sup> Buskirk, T. D., & Best, J. (2012). Venn Diagrams, Probability 101 and Sampling Weights Computed for Dual Frame Telephone RDD Designs. *Journal of Statistics and Mathematics*, 15, 3696-3710.

<sup>3</sup> The composite design effect for a sample of size *n*, with each case having a weight, *w*, is computed as  $deff = n \sum w^2 / (\sum w)^2$ .

**Gov Race and NJ Primaries June 2021  
Rutgers-Eagleton Poll**

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 1,004 New Jersey adults is +/-3.1 percentage points at a 95 percent confidence interval.<sup>4</sup> This means that in 95 out every 100 samples using the same methodology, estimated proportions based on the entire sample will be no more than 3.8 percentage points away from their true values in the population. The design effect<sup>5</sup> is 1.48, making the adjusted margin of error +/- 3.8 percentage points. Thus, if 50 percent of New Jersey adults in this sample favor a particular position, we would be 95 percent sure that the true figure is between 46.2 and 53.8 percent (50 +/- 3.8) if all New Jersey adults had been interviewed, rather than just a sample.

Sampling error does not consider other sources of variation inherent in public opinion studies, such as non-response, question wording, or context effects.

This Rutgers-Eagleton Poll was fielded by Braun Research, Inc. with sample from Dynata. The questionnaire was developed and all data analyses were completed in house by the Eagleton Center for Public Interest Polling (ECP/IP). Dr. Kyle Morgan, David Martin, and Panktiben Patel 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. 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).

**Weighted Sample Characteristics  
1,004 New Jersey Adults**

<b>Male</b>	48%	<b>Democrat</b>	42%	<b>18-34</b>	26%	<b>HS or Less</b>	29%	<b>White</b>	57%
<b>Female</b>	52%	<b>Independent</b>	36%	<b>35-49</b>	23%	<b>Some College</b>	31%	<b>Black</b>	13%
		<b>Republican</b>	23%	<b>50-64</b>	30%	<b>College Grad</b>	22%	<b>Hispanic</b>	18%
				<b>65+</b>	21%	<b>Grad Work</b>	19%	<b>Other</b>	12%

---

<sup>4</sup> The survey's maximum margin of error is the largest 95% confidence interval for any estimated proportion based on the total sample – one around 50%.

<sup>5</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 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.