

New Jersey Statewide Survey

N=704 Likely Voters | MoE = +/- 3.7%
76% Text-To-Web, 24% Live Phones

September 20-22, 2025

yes.
every
kid.

Key Findings

New Jersey likely voters support education freedom and giving families more choices in how their children receive an education, including expanding open enrollment to all school districts in the state and creating a refundable tax credit. Education freedom should be a top issue in the gubernatorial race.

Education Freedom is Important to All Voters

Likely voters support education freedom and want New Jersey's next governor to focus on it.

- 69% support education freedom, including nearly half (47%) who strongly support it.
- 93% say improving K-12 education will be important to their vote in November.
- 70% believe it is extremely or very important for the next governor of New Jersey to improve K-12 education.
- 35% rank education freedom as the most important issue within K-12 education for the next governor to focus on, ranking second only behind increasing funding (38%).

Support Across New Jersey for Universal Open Enrollment

Likely voters support families being able to choose any public school in New Jersey.

- 58% support expanding open enrollment to all school districts in New Jersey so any child can attend any public school that best meets their needs.
- 60% support letting families decide the public school their child attends.

Desire for a Refundable Education Tax Credit

Likely voters are on board with establishing a refundable tax credit in the state.

- 58% support a refundable education tax credit for New Jersey families to use to offset education related expenses for their children.

2025 Gubernatorial Race

U.S. Congresswoman Mikie Sherrill has the edge in the upcoming gubernatorial contest.

- Mikie Sherrill: 48%
- Jack Ciattarelli: 41%
- Undecided: 10%

Methodology

yes. every kid. conducted a multi-modal survey of n=704 likely voters in New Jersey from September 20-22, 2025. The survey was stratified based on the known demographic composition of the New Jersey registered voter population. Results for the entire population have a margin of error of +/- 3.7%. Data was collected by Clear Insights Group.

Survey Data

** denotes a result less than 0.5%.*

Due to rounding, some figures may be higher or lower by less than one-half of one percent.

Half Sample A = 351 likely voters, Half Sample B = 353 likely voters.

1. In which state do you live?

100% New Jersey

2. In which age range do you fall?

8% 18-24
14% 25-34
14% 35-44
16% 45-54
19% 55-64
30% 65 or older

3. What do you consider to be your gender?

52% Female
48% Male
-- Other

4. Which of the following best describes your racial or ethnic identity?

71% White
12% Hispanic or Latino/a
11% Black or African American
4% Asian
3% Middle Eastern or North African
1% Native American or Alaska Native
-- Native Hawaiian or Pacific Islander
4% Other

5. Are you registered to vote in New Jersey?

100% Yes

6. And, how likely are you to vote in the November election for New Jersey governor, state legislature, and other offices? Would you say you...?

90%	Definitely will vote
7%	Probably will vote
3%	It's fifty-fifty
--	Probably will not vote
--	Definitely will not vote

Moving on...

7. In general, would you say things in New Jersey are heading in the right direction, or do you think things are off on the wrong track?

34%	Right direction
53%	Wrong track
13%	Don't know
--	Refused

8. Thinking about the country, do you approve or disapprove of the job Donald Trump is doing as President?

[APPROVE/DISAPPROVE] And, do you **STRONGLY** (approve/disapprove) of the job Donald Trump is doing as President or just **SOMEWHAT** (approve/disapprove)?

41%	TOTAL APPROVE
55%	TOTAL DISAPPROVE

31%	Strongly approve
11%	Somewhat approve
5%	Somewhat disapprove
50%	Strongly disapprove

3%	Don't know
*	Refused

9. And, thinking about New Jersey, do you approve or disapprove of the job Phil Murphy is doing as Governor?

[APPROVE/DISAPPROVE] And, do you STRONGLY (approve/disapprove) of the job Phil Murphy is doing as Governor or just SOMEWHAT (approve/disapprove)?

48% TOTAL APPROVE
48% TOTAL DISAPPROVE

20% Strongly approve
29% Somewhat approve
12% Somewhat disapprove
36% Strongly disapprove

3% Don't know
-- Refused

10. As best as you can remember, is New Jersey better or worse off today than it was before Phil Murphy took office as Governor in 2018?

[BETTER/WORSE] And, would you say New Jersey is MUCH (better/worse) off today than before Phil Murphy took office, or just SOMEWHAT (better/worse) off today?

43% TOTAL BETTER OFF
43% TOTAL WORSE OFF

17% Much better off today
26% Somewhat better off today
13% Somewhat worse off today
30% Much worse off today
6% No change

8% Don't know
-- Refused

11. In your opinion, should New Jersey be governed by a single political party, or should there be bipartisan cooperation?

24% Single political party
63% Bipartisan cooperation

13% Don't know
* Refused

Thinking again about the November election for Governor, how important will each of the following issues be to your vote—very important, somewhat important, not too important, or not at all important?

	<i>TOTAL IMPORTANT</i>	<i>TOTAL NOT IMPORTANT</i>	Very important	Somewhat important	Not too important	Not at all important	Don't know	Refused
12. Improving K-12 education	93%	7%	72%	21%	4%	3%	1%	--
13. Reducing taxes	90%	9%	71%	19%	7%	2%	1%	--
14. Lowering the cost of living	98%	2%	84%	14%	1%	1%	*	--
15. Bolstering the economy and creating jobs	97%	3%	77%	20%	2%	*	1%	--
16. Fighting crime and increasing safety	90%	10%	69%	21%	6%	4%	*	--
17. Improving aging infrastructure	95%	4%	62%	33%	3%	1%	1%	--
18. Increasing affordable housing	78%	21%	51%	27%	11%	10%	1%	--
19. Expanding access to affordable healthcare	90%	9%	65%	25%	6%	4%	1%	--
20. Strengthening democracy	85%	11%	66%	18%	7%	4%	4%	*

21. And, if the election for Governor were being held today, which candidate would you vote for if the candidates were Jack Ciattarelli, Republican, and Mikie Sherrill, Democrat?

[CIATTARELLI/SHERRILL] And would you DEFINITELY vote for [Jack Ciattarelli/Mikie Sherrill] or just PROBABLY vote for [Jack Ciattarelli/Mikie Sherrill]?

[SOMEONE ELSE/OTHER] May you please specify for whom you would vote?

41% TOTAL CIATTARELLI

48% TOTAL SHERRILL

34% Definitely Jack Ciattarelli

6% Probably Jack Ciattarelli

7% Probably Mikie Sherrill

41% Definitely Mikie Sherrill

1% Someone else/Other (Please specify: ____)

10% Undecided/Don't know

-- Do not plan to vote

* Refused

Thinking about one issue in particular—K-12 education...

22. Many schools use the letter grades A, B, C, D, or F, with A being the highest and F being the lowest. If you had the chance to grade New Jersey's overall K-12 school system, what grade would you give it?

3.34 MEAN

10%	A
33%	B
27%	C
12%	D
6%	F
12%	Don't know
--	Refused

23. How important is it that the next governor of New Jersey work to improve K-12 education in the state?

70% TOTAL EXTREMELY/VERY
27% TOTAL SOMEWHAT/NOT THAT/NOT AT ALL

34%	Extremely important
36%	Very important
23%	Somewhat important
3%	Not that important
1%	Not at all important
3%	Don't know
--	Refused

24. Within K-12 education, which of the following topics do you think are most important for the next governor of New Jersey to focus on? Select up to three.

- 38% Increasing funding to public schools
- 35% Giving parents more choices and control in how their child is educated
- 35% Improving student mental health
- 30% Banning cellphones in classrooms
- 29% Mandating free preschool and kindergarten in all public schools
- 29% Providing free meals for all students
- 21% Addressing learning loss due to the pandemic
- 16% Expanding programs to let all students attend any public school
- 13% Protecting teachers from unfair NJEA union requirements
- 10% Something else/Other

- 5% Don't know
- * Refused

25. Do you support or oppose parents, instead of the government, choosing the best school for their children?

[SUPPORT/OPPOSE] And do you STRONGLY (support/oppose) parents choosing the best school for their children or just SOMEWHAT (support/oppose) it?

69% TOTAL SUPPORT

22% TOTAL OPPOSE

- 47% Strongly support
- 22% Somewhat support
- 14% Somewhat oppose
- 8% Strongly oppose

- 8% Don't know
- 1% Refused

[HALF SAMPLE A]

26. Do you support or oppose giving New Jersey families more choices in how their children receive an education, including the schools they can attend and financial resources to help pay for education?

[SUPPORT/OPPOSE] And do you **STRONGLY** (support/oppose) giving New Jersey families more choices in how their children receive an education or just **SOMEWHAT** (support/oppose) it?

66% TOTAL SUPPORT

27% TOTAL OPPOSE

39% Strongly support
26% Somewhat support
14% Somewhat oppose
14% Strongly oppose

7% Don't know
-- Refused

[HALF SAMPLE B]

27. Do you support or oppose giving New Jersey families more control over how their children receive an education, including choosing the schools they can attend and how to use their child's school funding to pay for them?

[SUPPORT/OPPOSE] And do you **STRONGLY** (support/oppose) giving New Jersey families more control over how their children receive an education or just **SOMEWHAT** (support/oppose) it?

63% TOTAL SUPPORT

32% TOTAL OPPOSE

40% Strongly support
23% Somewhat support
16% Somewhat oppose
15% Strongly oppose

5% Don't know
* Refused

28. Do you support or oppose letting families decide the public school their child will attend?

[SUPPORT/OPPOSE] And do you STRONGLY (support/oppose) letting families decide the public school their child will attend or just SOMEWHAT (support/oppose) it?

60% TOTAL SUPPORT

33% TOTAL OPPOSE

30% Strongly support
29% Somewhat support
19% Somewhat oppose
14% Strongly oppose

7% Don't know
* Refused

29. So everyone is on the same page, children in New Jersey are assigned to a public school based on their home address. School districts are allowed to voluntarily participate in a program that lets children from other districts attend a public school in that district. Would you support or oppose expanding this program to all school districts in New Jersey so children can attend any public school in the state that best meets their needs, regardless of where they live?

[SUPPORT/OPPOSE] And, would you STRONGLY (support/oppose) expanding this program to all school districts in New Jersey, or just SOMEWHAT (support/oppose) it?

58% TOTAL SUPPORT

33% TOTAL OPPOSE

30% Strongly support
29% Somewhat support
19% Somewhat oppose
14% Strongly oppose

8% Don't know
* Refused

30. If a candidate for Governor of New Jersey supported expanding this program to all school districts in New Jersey, would that make you more or less likely to vote for that candidate, or does it make no difference to you?

[MORE/LESS LIKELY] And, would that make you MUCH (more/less) likely to vote for that candidate, or just SOMEWHAT (more/less) likely?

26% TOTAL MORE LIKELY

19% TOTAL LESS LIKELY

9% Much more likely
18% Somewhat more likely
45% No difference
9% Somewhat less likely
10% Much less likely

10% Don't know

* Refused

31. Thinking about education tax credits, would you support or oppose a refundable income tax credit in the state, where New Jersey families would receive their tax dollars back to use for education expenses such as private school tuition, online education programs, tutoring, curriculum, therapies, and other direct education needs of their children?

[SUPPORT/OPPOSE] And, would you STRONGLY (support/oppose) a refundable income tax credit for education in New Jersey, or just SOMEWHAT (support/oppose) it?

58% TOTAL SUPPORT

30% TOTAL OPPOSE

32% Strongly support
26% Somewhat support
12% Somewhat oppose
18% Strongly oppose

12% Don't know

* Refused

32. If a candidate for Governor of New Jersey supported a refundable income tax credit for education in New Jersey, would that make you more or less likely to vote for that candidate, or does it make no difference to you?

[MORE/LESS LIKELY] And, would that make you MUCH (more/less) likely to vote for that candidate, or just SOMEWHAT (more/less) likely?

33% TOTAL MORE LIKELY

18% TOTAL LESS LIKELY

14% Much more likely
20% Somewhat more likely
38% No difference
5% Somewhat less likely
12% Much less likely

11% Don't know
-- Refused

Now, just a few final questions for statistical purposes only...

33. What is the highest level of education you have completed?

1% Some high school or less
18% High school diploma or equivalent
18% Some college but no degree
8% Technical or vocational degree/credential
12% Associate's degree or 2-year college degree
25% Bachelor's degree or 4-year college degree
17% Advanced degree, such as Master's, Professional, or Doctorate

* Don't know
* Refused

34. What is your household's total annual income before taxes?

13% Less than \$50,000
19% \$50,000 - \$99,999
21% \$100,000 - \$149,999
12% \$150,000 - \$199,999
7% \$200,000 - \$249,999
13% \$250,000 or more

1% Don't know
13% Prefer not to answer

35. Are you the parent or legal guardian of a child in your household in a K-12 school or under the age of 18?

73% No
26% Yes

* Don't know
1% Refused

36. Are you, or is anyone in your household, a member of a labor union?

[YES] And, is that you, someone in your household, or both you and someone in your household?

12% Yes, I am a member
12% Yes, someone in my household is a member
3% Yes, both me and someone in my household are members
73% No

1% Don't know
* Refused

37. How would you describe the area where you live?

15% Urban
73% Suburban
9% Rural

3% Don't know
* Refused

38. With which political party are you registered to vote?

45% Democratic
33% Republican
15% Unaffiliated
3% Something else/Other

3% Don't know
1% Refused

39. Overall, how would you describe your views on most issues?

36%	<i>TOTAL CONSERVATIVE</i>
31%	<i>TOTAL LIBERAL</i>
16%	Very conservative
20%	Somewhat conservative
26%	Moderate
16%	Somewhat liberal
15%	Very liberal
3%	Something else/Other
3%	Don't know
1%	Refused

40. Thinking back to the presidential election in November 2024, regardless of how you feel today, for whom did you vote?

49%	Kamala Harris
41%	Donald Trump
3%	Someone else/Other
2%	Did not vote
3%	Don't know
2%	Refused