

Memorandum

The following memo is based on a National Research survey of 600 likely Republican Primary voters in the state of New Jersey. The survey was conducted April 8-10, 2025. The margin of error for this survey is +/- 4% at the 95% confidence interval.

State of the GOP Primary

Jack Ciattarelli has expanded his already strong lead in the NJ Republican Primary for Governor – growing his ballot number by 9 points in the last two months and is now leading his closest competitor by nearly 30 points. In addition to the ballot, Ciattarelli has made significant gains in his image rating, his standing as the most pro-Trump candidate, and his positioning to win both the primary and general elections. In contrast, despite heavy spending by his SuperPAC and dishonest attempts to tie himself to President Trump, Bill Spadea’s ballot hasn’t moved, while his unfavorable rating has increased nearly six-fold from a year ago and 50% since February.

Gubernatorial Primary Ballot

Jack Ciattarelli currently leads Bill Spadea 50%-22%, with the two other candidates (Bramnick and Kranjac) in single digits. Ciattarelli’s ballot number now exceeds the critical 50% marker overall in the multi-candidate primary, as well as among key groups such as Trump favorables (53%), Super MAGA voters (Very Favorable to President Trump & Consider themselves to be “Trump Republicans”) (50%), conservatives (53%), and voters who voted in 3 of the past 3 Republican Primaries (51%).

	FEB 2024	FEB 2025	APRIL 2025 (CURRENT)	TRUMP FAVORABLE	SUPER MAGA	CONSERVATIVE	3/3 Primary Voters
Ciattarelli	45%	41%	50%	53%	50%	53%	51%
Spadea	18%	22%	22%	24%	21%	23%	22%
Bramnick	4%	7%	9%	6%	7%	7%	9%
Durr	n/a	4%	n/a	n/a	n/a	n/a	n/a
Kranjac	n/a	2%	3%	3%	6%	4%	5%
Undecided	30%	24%	14%	13%	14%	11%	12%

Ballot With POTUS Endorsement of Jack Ciattarelli

President Trump’s public endorsement of Ciattarelli would add to the candidates’ already commanding lead in the GOP Primary, growing his ballot to 65% - a remarkable and totally unstoppable number in a multi-candidate race:

	Ballot with POTUS Endorsement
Ciattarelli	65%
Spadea	14%
Bramnick	7%
Durr	n/a
Kranjac	3%
Undecided	10%

Image Trend

Ciattarelli’s current image rating is an impressive 67% favorable/16% unfavorable, showing continued growth from an already strong 59%-19% in February. The increase in favorable rating, along with his expanding ballot, indicate that Ciattarelli’s pro-Trump messaging of lowering taxes, cutting government spending, cracking down on crime, and ending dangerous Sanctuary State policies is clearly resonating with Republican primary voters.

JACK CIATTARELLI

	Feb 2024	Feb 2025	April 2025
Favorable	60%	59%	67%
Unfavorable	13%	19%	16%

While Ciattarelli is increasing his ballot and his favorable ratings, Spadea’s unfavorable ratings continue to grow and are growing quickly. Spadea’s personal attacks against President Trump and his support of amnesty for illegals are driving his unfavorable spike. Spadea’s unfavorable ratings went from 5% last year, to 20% two months ago, to 28% now. This negative trend exists despite Spadea’s SuperPAC spending heavily, including misleading advertisements exploiting President Trump’s name, image, likeness, and voice without permission.

BILL SPADEA

	Feb 2024	Feb 2025	April 2025
Favorable	33%	37%	37%
Unfavorable	5%	20%	28%

Most Pro-Trump

Jack Ciattarelli is widely perceived by voters to be the most pro-Trump candidate, as well as the candidate with the best chance to win both the primary and general elections. In each of these cases, he’s made significant gains since our poll in February – separating himself from the field.

Spadea’s failure to gain any traction are, in part, due to his explicit and personal attacks on President Trump, calling him “beaten,” “tired,” and lacking “the courage to fight.” Despite this, Spadea and his super PACs have continued to run misleading advertisements trying to exploit the President’s image and voice.

	Feb 2025	April 2025
Ciattarelli	29%	46%
Spadea	22%	25%
Bramnick	3%	4%
Kranjac	5%	6%

Best Chance to Win General

Ciattarelli is now overwhelmingly seen as the candidate who has the best chance to win the general (59%) as well as the best chance to win the primary (62%), while Spadea has been unable to grow these metrics at all – remaining stuck in the same place he was in February.

	Feb 2025	April 2025
Ciattarelli	46%	59%
Spadea	19%	19%
Bramnick	7%	8%
Kranjac	2%	2%

Best Chance to Win Primary

	Feb 2025	April 2025
Ciattarelli	50%	62%
Spadea	18%	18%
Bramnick	6%	7%
Kranjac	1%	2%

Survey Demographics

Party Registration

Republican 100%

Gender

Male 50%

Female 50%

Region

NYC Metro 24%

NW/Mountains 14%

Central Swath 15%

Jersey Shore. 29%

Southwest 17 %

Age

18-45 17%

46-65 40%

66+ 43%

Race

White 82%

Non-White 15%

Other/Ref 3%

Data Collection Method

Live Telephone Interviews (LL and cell) and text-to-online

Sample Source

Voter List

National Research Inc. is a Republican polling firm founded by Adam Geller. Adam has been involved in each Trump Presidential campaign, either as a campaign pollster (2016) or pollster for the official, sanctioned Trump Super PAC (2020 and 2024). In 2023, his public polling for American Greatness showed President Trump's dominance in the Republican Primary against Ron DeSantis, Nikki Haley and the rest of the field. For more information, please visit www.nationalresearchinc.com.