



From: Blue Rose Research

Date: October 20, 2025

Re: New Jersey LCV Victory Fund Gubernatorial Ad Test Results

Summary:

New Jersey LCV Victory Fund's spot effectively moved vote choice towards Sherrill and away from Ciattarelli with a message focused on energy costs. Their spot was also an effective counter to the Ciattarelli campaign's ad on this subject, while far outperforming on favorability.

Key Findings:

- New Jersey LCV Victory Fund's **Jacking Up Prices** was effective at moving vote choice in Mikie Sherrill's favor by +3.8pp, and at driving up Jack Ciattarelli's unfavorability by +6.1pp.
 - This ad attacks Ciattarelli as a MAGA-aligned politician who would raise costs for New Jersey families by increasing taxes as well as electricity bills via his support for Trump's cuts to clean energy production in the state.
- On the other side, the Ciattarelli campaign's **Time to Fix New Jersey** was similarly effective at moving vote choice away from Sherrill by -4pp. However, this ad was ineffective at decreasing Sherrill's favorability (-0.6pp).
 - This ad criticizes Sherrill and other New Jersey Democrats for focusing on national and cultural issues instead of addressing local problems like high property taxes and electricity costs in the state. Ciattarelli positions himself as a pragmatic candidate who will prioritize lowering costs and improving safety in New Jersey.
- Among subgroups, **Jacking Up Prices** was particularly effective among:
 - Trump voters: +5.4pp on vote choice, +8.3pp on Ciattarelli unfavorability
 - White non-college voters: +4.6pp on vote choice, +7pp on Ciattarelli unfavorability
 - Conservative-leaning voters: +3.9pp on vote choice, +6.9pp on Ciattarelli unfavorability

Party	Treatment	Governor Vote Choice	Sherrill Fav	Ciattarelli Unfav
Dem	New Jersey LCV Victory Fund - Jacking Up Prices	3.8%	--	6.1%
Rep	Ciattarelli - Time to Fix NJ	-4.0%	-0.6%	--

Methodology

Blue Rose Research collected 850 responses via online surveys across New Jersey between 10/3 and 10/6. Survey respondents were randomized into either a control group that received no ad or a treatment group that received either New Jersey LCV Victory Fund's **Jacking Up Prices** or the Ciattarelli campaign's **Time to Fix New Jersey**. Both ads were evaluated on their impact on New Jersey 2025 gubernatorial vote choice and candidate favorability. Responses are weighted to 2025 likely voters.