

**Transgender
Freedom Alliance
New Jersey Governor
Survey
August 2025**



Methodology

Voters

Global Strategy Group conducted a multi-channel (phone + text-to-web) survey of **800 2025 likely voters** in New Jersey with an oversample reaching a total of **193 interviews of Hispanic voters** between August 7 and 11, 2025.

Margin of error

The margin of error at the 95% confidence level is +/- 3.5%.

The margin of error on sub-samples is greater.

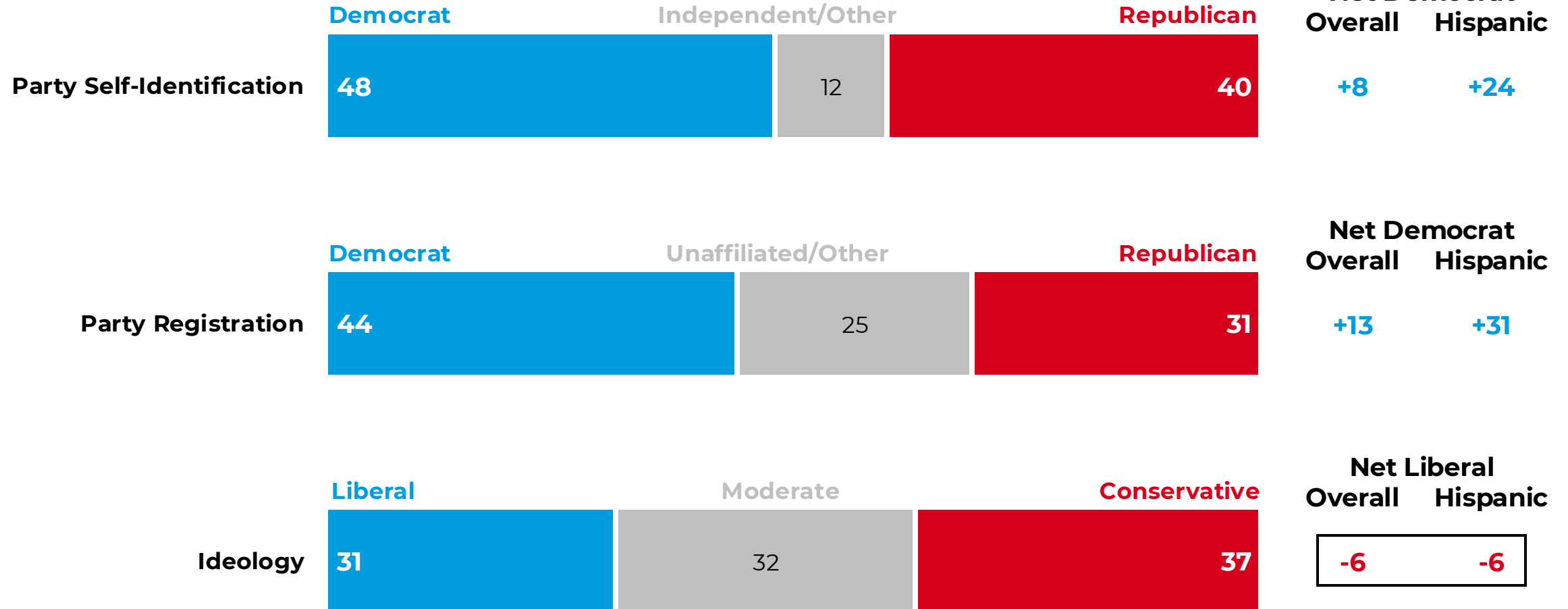
This survey was preceded by four online focus groups among **New Jersey 2025 likely voters** on July 8 and July 9, 2025.



The Race for Governor

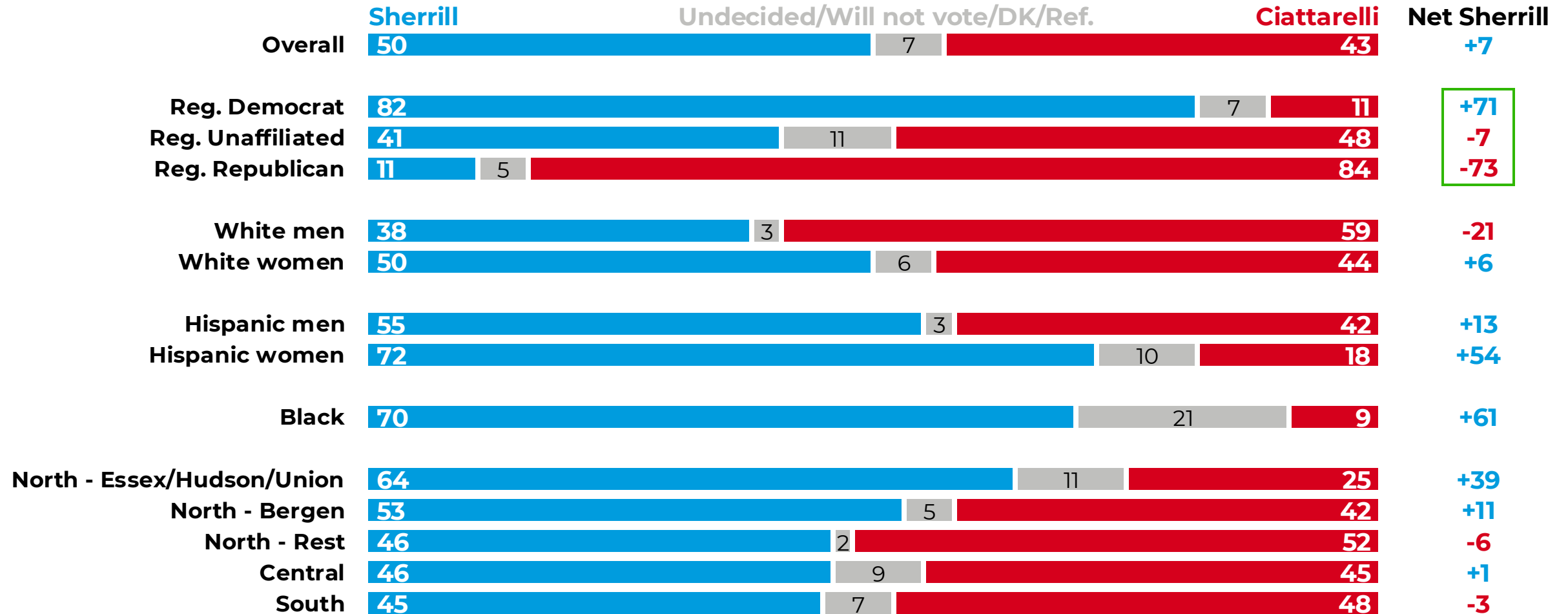
The partisan environment favors a Democrat, though the electorate is not particularly liberal

Partisan Metrics

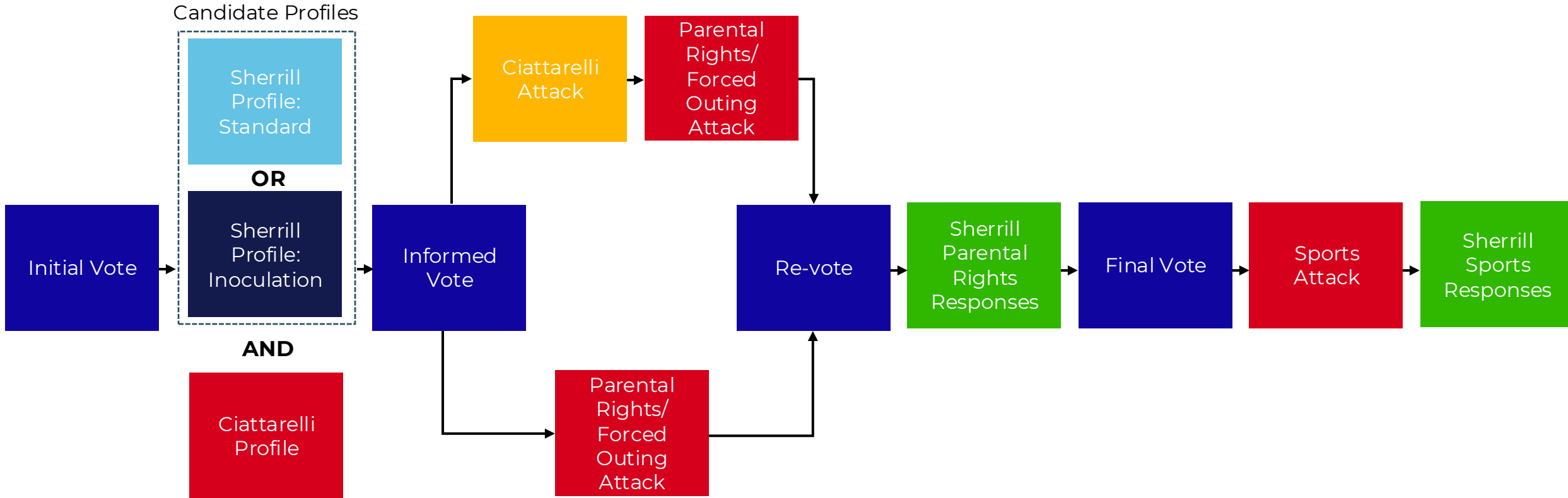


Sherrill leads, buoyed by a Dem registration advantage despite trailing with unaffiliateds

Initial Vote

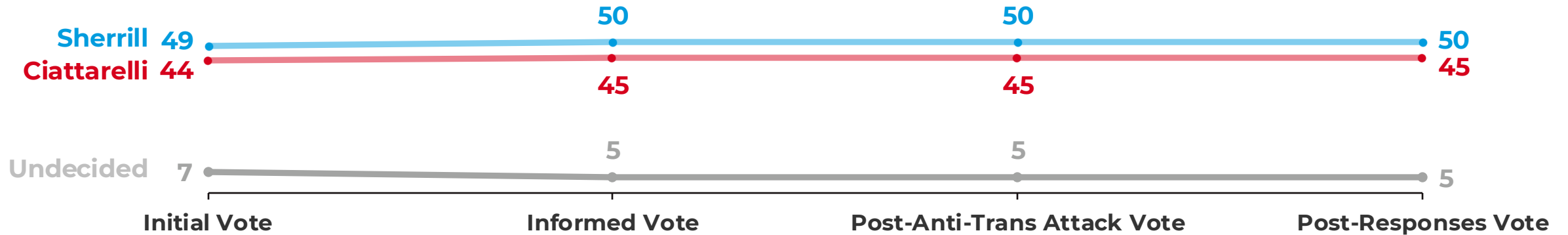


Survey Structure

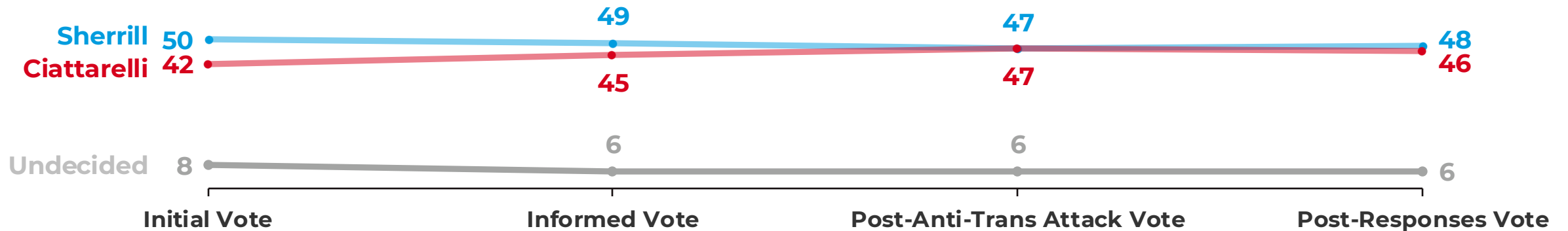


Anti-trans attacks are damaging but strategically pre-empting or responding can erase the damage

Vote Movement – With Attack on Ciattarelli

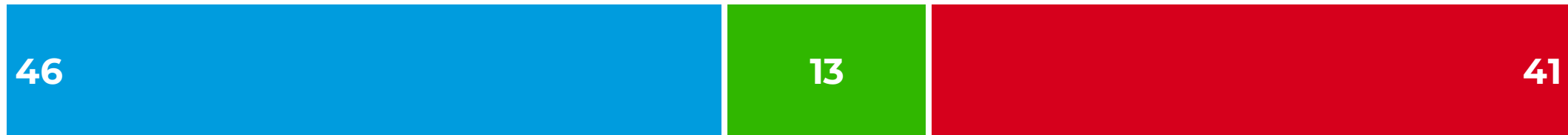


Vote Movement – Without Attack on Ciattarelli



Key swing targets include Hispanic voters, unaffiliated voters, low-propensity voters, and moms

Vote Targets



Base

Always Sherrill

Reg. Democrats (77% are base)

- Liberal Democrats (93%)
- Democratic women (79%)

Hispanic Democrats (72%)

Hispanic 18-44 (69%)

Black voters (62%)

Age 18-29 (58%)

North – Essex/Hudson/Union (57%)

Women 18-54 (55%)

College women (53%)

Swing

Everyone else

Hispanic voters (23%)

- Hispanic women (32%)
- Hispanic parents (31%)
- Hispanic 45+ (31%)

Reg. Unaffiliated (20%)

- Reg. Unaffiliated women (22%)

Non-lib. Reg. Democrats (19%)

Low-propensity voters – Tscore 0-60 (21%)

Central Jersey (16%)

Parents (20%)

- Moms (24%)

Oppo

Always Ciattarelli

Reg. Republicans (83% are oppo)

- Conservative Republicans (93%)
- White Republicans (86%)
- Republican men (84%)

Conservative Reg. Unaffiliated (68%)

White non-college (55%)

Men (49%)

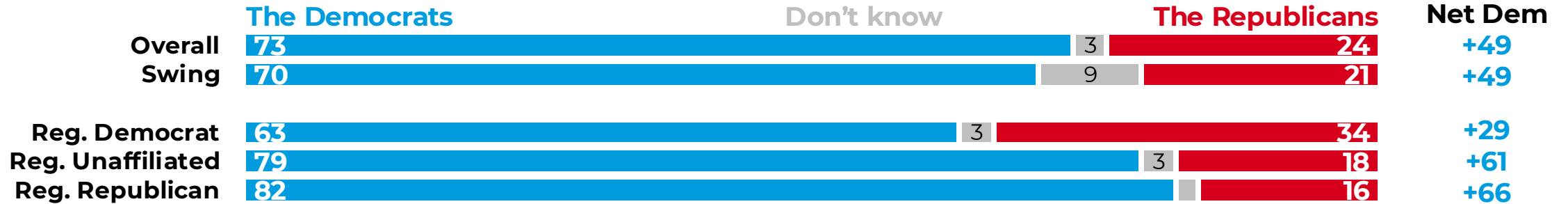
- White men (57%)
- Men 55+ (56%)
- Dads (55%)
- Non-college men (53%)



Trans Attitudes

While we have voters' trust on trans policy, they see Dems as more focused on trans issues and are mixed on parental rights

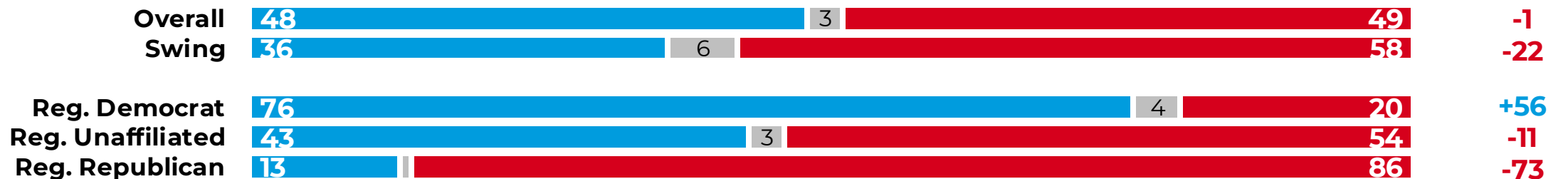
Regardless of whether you agree with their position, which party do you think **focuses on** transgender issues more:



Which party do you trust more when it comes to **policies related to transgender people**:



Which party do you trust more when it comes to **parental rights**:



We lose the most ground after a parental rights attack with swing voters, unaffiliateds, and Hispanic men

	Informed Vote			Post-Parental Rights Attack Vote			Change in NET
	Sherrill	Ciattarelli	NET	Sherrill	Ciattarelli	NET	
Overall	49	45	+4	49	46	+3	-1
Reg. Democrat	80	14	+66	80	14	+66	0
Reg. Unaffiliated	44	49	-5	41	51	-10	-5
Reg. Republican	11	86	-75	11	86	-75	0
White men	38	59	-21	38	58	-20	+1
White women	50	44	+6	50	46	+4	-2
Hispanic men	50	45	+5	47	50	-3	-8
Hispanic women	55	37	+18	56	33	+23	+5
Black	71	15	+56	69	15	+54	-2
North – Essex/Hudson/Union	63	30	+33	60	32	+28	-5
North – Bergen	52	44	+8	51	46	+5	-3
North – Rest	42	53	-11	42	53	-11	0
Central	47	45	+2	47	45	+2	0
South	46	51	-5	46	50	-4	+1

*Half of respondents heard an attack on Jack Ciattarelli prior to the parental rights attack on Sherrill, while half of respondents did not.



Positioning and Messaging

Sherrill already outpaces the national party on trust around “parental rights,” especially with swing and Hispanic women

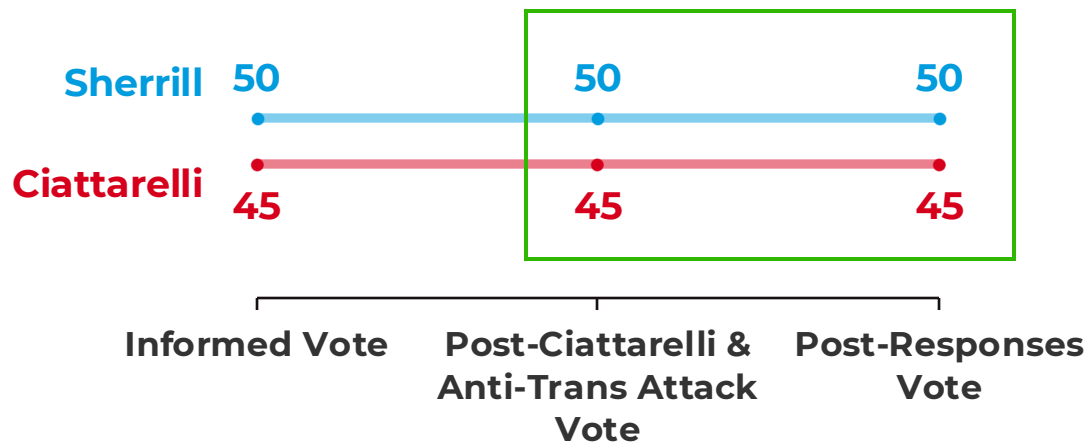
Initial Ask: Who do you trust more when it comes to parental rights?

	NET Trust Sherrill More Than Ciattarelli	NET Trust Democrats More Than Republicans	Difference in NET
Overall	+5	-1	+6
Swing	+10	-22	+32
Reg. Democrat	+65	+56	+9
Reg. Unaffiliated	-3	-11	+8
Reg. Republican	-71	-73	+2
White men	-23	-27	+4
White women	+6	0	+6
Hispanic men	+8	+4	+4
Hispanic women	+44	+27	+17
Black	+65	+59	+6
North – Essex/Hudson/Union	+36	+27	+9
North – Bergen	-1	-8	+7
North – Rest	-10	-22	+12
Central	+4	+3	+1
South	-2	-7	+5

Going on offense helps maintain our advantage in the vote and on parental rights

[CIATTARELLI ATTACK] When Jack Ciattarelli was in office, he did jack shit for New Jersey parents and our kids. As a State Assemblyman, he put registered sex offenders first, second, and third, failing to support criminal background checks for youth sports coaches three times! He voted to let registered sex offenders work events for teenagers. And if you or a loved one survived a rape, Jack is one of the seven legislators in Trenton who voted to allow your rapist custody rights over your kid. New Jersey parents can't trust Jack.

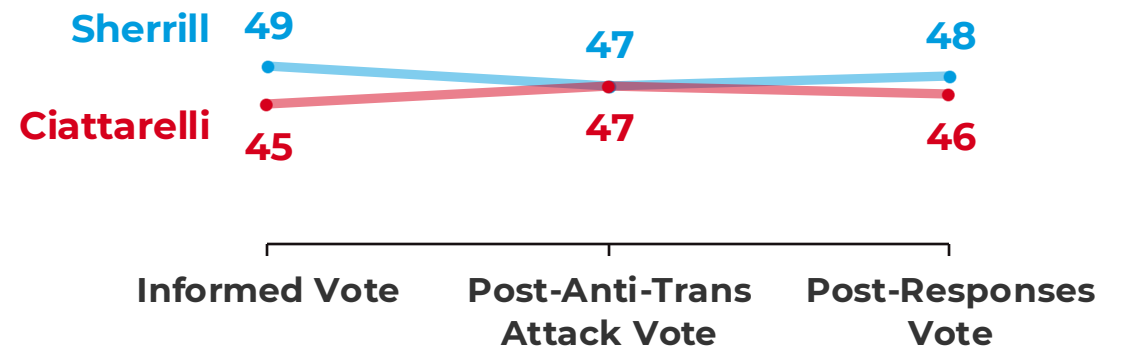
Vote Movement – With Attack on Ciattarelli



Trust Sherrill on Parental Rights – w/ Attack on Ciattarelli

	Initial NET	Post-Anti Trans Attack NET	Post-Responses NET
Overall	+4	+3	+6
Swing	+2	-12	+3

Vote Movement – Without Attack on Ciattarelli



Trust Sherrill on Parental Rights – w/o Attack on Ciattarelli

	Initial NET	Post-Anti Trans Attack NET	Post-Responses NET
Overall	+6	-4	+2
Swing	+19	-33	-16

*Half of respondents heard an attack on Jack Ciattarelli prior to the parental rights attack on Sherrill, while half of respondents did not.

Sports and school-focused attacks are both damaging, but the latter – including Mikie’s quote – is slightly more concerning to some target voters

Sherrill Attacks

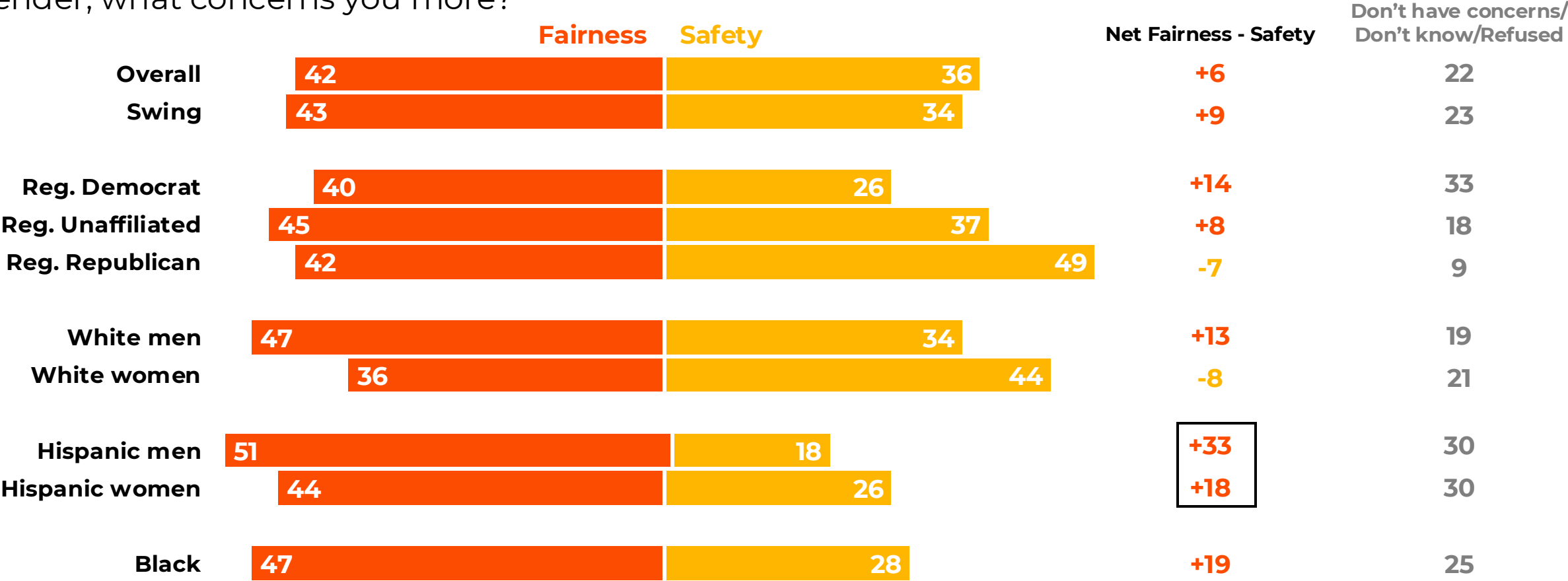
[PARENTAL RIGHTS/FORCED OUTING ATTACK] As Governor, Mikie Sherrill will strip us of our parental rights and force her radical, liberal agenda in New Jersey schools. Sherrill **voted against the Parents Bill of Rights Act**, which forces teachers to lie to parents when their child is transgender. And in a recent debate, Mikie Sherrill even said **“I would push an LGBTQ education into our schools.”** Sherrill’s **anti-parent** views are not only out of touch with New Jerseyans, but dangerous for our children.

[SPORTS ATTACK] If elected, Mikie Sherrill and the rest of her liberal allies would open the door for radical pro-transgender policies here in New Jersey. In Congress, Sherrill **voted against the Protection of Women and Girls in Sports Act**, forcing young girls to share the playing field and locker rooms with biological men - putting them in **unfair, and even dangerous situations**. In Mikie Sherrill’s New Jersey, our daughters don’t have a chance in hell to win a high school soccer game because they’re forced to play against men. We can’t put our daughters at risk because of Sherrill’s extreme politics.

Overall	Mean Concerning			
	Swing	Unaff	Trans Targets	Hispanic Trans Targets
3.15	3.76	3.32	3.73	3.33
3.18	3.63	3.35	3.76	3.10

When it comes to sports, the concern is more with fairness than with safety

When it comes to transgender kids participating on sports teams that match their identified gender, what concerns you more?



Reminder from focus groups:

Tonally, we need to sound direct and to the point.

Our message balance needs to address the issues and move on.

We must consistently emphasize parents and doctors.

Thematically...

- **Safety:** Their primary concern around sports was fairness. They did not consistently connect the dots between safety and policies around transgender people.
- **Record of Women's Sports Equality Advocacy:** Leaning into Sherrill's background as a woman in male-dominated spaces and championing of equality in women's sports proved to many women that she cared about women athletes and equality for women.
- **Leaning into Motherhood:** Sherrill's role as a mother, particularly of two daughters who are competitive athletes, was powerful. These voters had a hard time believing she would do something that would put her own children in an unfair or dangerous position or undermine her own rights as a mother. While this has consistently underperformed in quantitative, we believe it has value because participants consistently and organically raise it in discussions.
- **Mental health:** These voters quickly identified mental health as a major challenge facing New Jersey youth. Mentioning Sherrill's work expanding mental health resources to all students shows Sherrill would protect and prioritize students across the state.
- **Blanket Bans vs. Local Sports Associations:** Responding to sports attacks by reminding voters that there are already rules made up by local entities was a mixed bag – driven by their primary concern around fairness. Many (rightly) pointed out that rules must be statewide because many local schools and districts play each other and that as Governor, she is responsible for these sorts of state decisions.

On sports: name that she and her girls are all athletes, she'll find a solution that's fair, and move the hell on

Sherrill Sports Attack Responses (Mean Trust Sherrill to Keep Sports Fair and Safe)

Overall	Swing	Hisp. Trans Targets
3.12	3.23	2.91
3.04	3.13	3.16
3.13	2.98	3.09
3.14	2.96	3.03

[PREPARED TO FIND A SOLUTION AND MOVE ON] As a lifelong athlete herself, and a mom of two girls and two boys, Mikie Sherrill knows that we need rules to make sure sports are fair and student athletes are safe. She's ready **to ask the tough questions, find a solution, and move the hell on**, because determining what sports team a kid plays on is not going to help New Jerseyans afford to put food on the table or gas in their car.

[SUPPORTS SCHOOL DISTRICTS AND ASSOCIATIONS] Mikie Sherrill is a mom to four school-age kids who are student-athletes themselves. She, like all of us, wants sports to be fair and student athletes to be safe. That's why she **supports school districts and sports associations that are already making rules** about who can participate in different sports at different levels.

[TITLE IX ADVOCATE] Mikie Sherrill is a lifelong athlete and longtime advocate for better treatment of female athletes. In Congress, Sherrill **led Title IX reform to make college sports fairer for women athletes**. Mikie Sherrill always has looked out for women athletes, and as Governor, she will always do what's fair and right by our girls.

[INSPECTION] Mikie Sherrill knows Democrats need to stop policing every last word we say and get real about how to keep sports fair and safe for every student - transgender or not. But **Jack Ciattarelli's plan would require adults to inspect girls' bodies before they're allowed to compete** and let bystanders accuse a girl of being transgender just because she's taller or stronger than others. Mikie Sherrill **will cut the BS** and work with both sides to come up with real solutions - not open the door to even more danger and humiliation.

Push back on parental rights attacks by showing as a parent herself, she's fighting to give parents greater insight and say

Her work on the Kids Online Safety Act and bolstering mental health are helpful proof points

Sherrill Parental Rights Attack Responses (Addresses Concerns about Sherrill - Mean 1-5)

Overall	Swing	Hisp. Trans Targets	
3.32	3.63	3.61	[PARENTS HAVE GREATER INSIGHT] Mikie Sherrill believes Jersey parents should be the first people in the loop. In Congress, she has been leading the charge to give parents greater insight into what their kids see online. Her bill, the Kids Online Safety Act , will even flag harmful content for parents so we can be the first to know. Sherrill will be the pro-parent Governor that New Jersey needs.
3.40	3.54	3.52	[PARENTS HAVE GREATER SAY] As a parent herself, Mikie Sherrill gets that no parent wants to be in the dark about what their kid learns in school. As Governor, she will make sure schools are a place to learn - not advance political agendas , that parents have the biggest say over their kids, and most importantly, that all Jersey kids have access to high quality education and the mental health resources they need.
3.30	3.49	3.44	[HELP FAMILIES GET BY] Mikie Sherrill is the pro-parent candidate. In Congress, she is making it easier for New Jersey parents to get our kids mental health care, to keep our kids safe online and in the classroom, and to afford childcare. And as Governor, Sherrill's Affordability Agenda will cut costs on everything from housing to groceries, so we can afford to raise our families here.
3.22	3.39	3.34	[SCHOOLS AND PARENTS WORK TOGETHER] As a mom to two school-age daughters and two sons, Mikie Sherrill wants Jersey schools to be the best in the nation. When she's Governor, teachers will work with parents and experts to help every student , whether they're dealing with confusing feelings around gender or a tough math assignment. No kid will be left behind.
3.13	3.22	3.17	[CONTEXT FOR CLASSROOM LESSONS] Even the best parents can't control everything their kid sees or hears. And as our students spend more and more time on the internet, they're coming to school with wild ideas and big questions. As Governor, Mikie Sherrill will help schools introduce information on gender and sexuality in an age-appropriate way, so students learn about these mature topics from trained professionals - not the next website that preys on them.

If attacked on taxpayer funding, stick to the basics: Private medical decisions belong with families and doctors – not the Governor

Which of the following statements do you believe more?

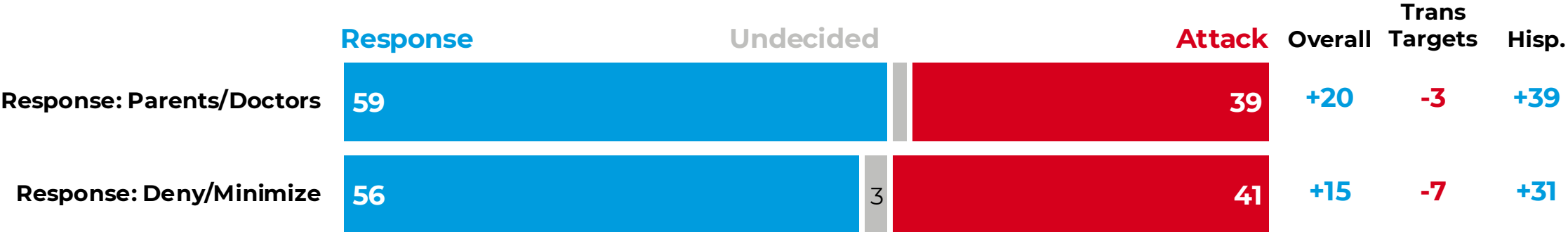
[PUBLIC FUNDING ATTACK] Mikie Sherrill is wrong for New Jersey. She has radical pro-transgender positions that are not just out of touch with our values, but would waste tax dollars on extreme, liberal policies like providing minors with irreversible sex change surgeries.

Read to half

[RESPONSE: PARENTS/DOCTORS] Mikie Sherrill’s values are in line with the people of New Jersey: private medical decisions should be made by families and doctors, and politicians in Trenton should keep their nose out of it. What parents and doctors decide is right for their own family is not the business of the Governor or any other politician in New Jersey.

Read to half

[RESPONSE: DENY/MINIMIZE] This attack is a flat-out lie. Mikie Sherrill believes that all New Jerseyans deserve to make the health care decisions that are right for them, in consultation with their doctor - and without fear of losing their health insurance. But more importantly, politicians should be focused on getting the economy back on track, not messing with Medicare and Medicaid or sticking their nose into people’s health care decisions.





Conclusions and Recommendations

Conclusions

- **If we expect Jack to spend big on parental rights, consider attacking him first.** This nullifies the power of his attack and reduces the need for responses later on. Further, while the GOP is more trusted on parental rights than Democrats, Mikie is more trusted than Jack. While it may not be the campaign's best territory to fight on, it's not a big risk to raise this if we suspect he'll do the same.
- **If we don't go on offense first, responding will likely become more important.** Campaign research should determine when this is necessary of course but absent an attack on Jack, Mikie's vote share may need the additional boost.
- **Based on focus groups, we should be most prepared to respond on anything that undermines her advantage on parental rights** and that uses facts to make her sound less over the top (e.g., voting against the Parents Bill of Rights, her quote from the debate). Your real-time surveys will of course be most helpful in determining what is breaking through.
- **On this issue, key persuadables include:** Hispanic voters – especially older, women, and parents; Unaffiliated voters, especially women; and moms of children generally.

Messaging Recommendations

Responding to Parental Rights/Forced Outing

- Ground responses in the importance of **keeping parents in the loop** and **empowering parents** to have a say in schools
- Bring in the fear and concern around **what kids are exposed to online** and **mental health**, tying in Mikie's policy accomplishments (Kids Online Safety Act)
- Tie into the notion that schools are a place to learn, not to **advance political agendas**
- **Don't** try to explain why schools are best suited to be teaching these topics

Explicitly calls for parental involvement without advancing a specific policy

Acknowledges existing concerns

As a parent, Mikie Sherrill gets that **no parent wants to be in the dark** about what's happening in school. She believes **Jersey parents should be the first people in the loop** and with the **greatest say over their kids**. In Congress, she has been leading the charge to give parents greater insight into what their kids see online through her **Kids Online Safety Act** bill. She will continue that work as Governor, making sure **schools are a place to learn - not advance political agendas**, and that all Jersey kids have access to high quality education and the **mental health resources** they need.

Invokes a concrete policy solution

Ties into concerns over political polarization

Pivots to talking about a concern parents have when it comes to their kids

Messaging Recommendations

Responding on Sports

- Invoke her own history as an **athlete**
- Mention her status as a **mother** of competitive athletes – especially **girls**
- Validate **concerns around fairness** and the need for a **solution**
- Emphasize a desire to “**move the hell on**” to acknowledge no one wants to be spending an inordinate amount of time on this issue

Ties in why she “gets it”

Ties in her personal connection to school sports

As a **lifelong athlete** herself, and a **mom of two girls and two boys**, Mikie Sherrill knows that we need rules to make sure **sports are fair** and student athletes are safe. She’s ready to ask the tough questions, find a solution, and **move the hell on**, because determining what sports team a kid plays on is not going to help New Jerseyans afford to put food on the table or gas in their car.

Acknowledges concerns over lack of fairness

Shows she won’t focus on this issue any more than necessary. Direct/explicit language connects.

Messaging Recommendations

Responding on Public Funding

- Center and empower **families, parents, and doctors**
- Tie in core values, like the **role of government** and control over **private medical decisions**
- **Don't** pivot to other issues instead of responding

Centers shared values, not specific policies

Emphasizes who should be involved in these decisions

Mikie Sherrill's **values** are in line with the people of New Jersey: private medical decisions should be made **by families and doctors**, and politicians in Trenton should keep their nose out of it. What **parents and doctors** decide is right for their own family is **not the business of the Governor or any other politician** in New Jersey.

Soothes concerns over government overreach into private decisions

Recommendations for Forced Outing Attacks

From Past TFA research conducted by Impact Research

Although we did not explore the subject of forced outing individually in this survey, national research from this past summer provides relevant messaging guidance.

While a majority of voters are initially supportive of a policy that would force teachers to out transgender students to their parents, this is one of the issues where voters' opinions are most malleable, and we move voters with the below messaging:

- 1. Keep it short.** Remember that voters feel their own issues get swallowed by discussions of transgender issues.
- 2. Leaning on shared values of keeping kids safe.** Consistent with what we saw in the focus groups, people want to keep kids safe, and they oppose blanket laws that could put transgender youth in danger if their parents aren't supportive.
- 3. Include the emotional burden this places on teachers.** Participants have empathy for teachers, particularly envisioning a teacher who has to report on a student who they know lives in an unsupportive environment.
- 4. Pivoting to larger education issues.** We do better against a candidate in favor of forced outings when we talk about education and mental health in broad strokes – overall and among persuasion targets.

Recommendations for Forced Outing Attacks

From Past TFA research conducted by Impact Research

Messaging on forced outings that illustrates the danger transgender youth could face is most effective. Secondly, noting the burden this puts on teachers to risk outing a student in an unsupportive home environment is also strong.

Forced Outings Opposition Messaging % <i>Very Convincing</i>	Overall	GB Pers.	Forced Outing Supp. Loss	Ind	White	Black	Latino
Not all kids live in homes where healthy communication happens, and some transgender teens are afraid of getting kicked out of their homes, beaten, or worse. We should not force teachers to knowingly put those kids in danger, and violate that trust they build with their students.	31	29	36	23	29	38	37
Most parents want to be informed and involved in their child's life, and parental involvement is what teachers and schools hope for too. But not all kids are safe at home, and this kind of blanket law that makes teachers and schools reveal personal information about students could put those kids in danger.	28	25	32	19	27	32	34
If this law passes, it opens the door to lawsuits against teachers and makes them legally responsible for sharing information about students' personal lives, regardless of the specifics of the situation.	24	25	31	23	23	31	28
Teachers and school administrators have a lot on their plates already. It's not right to put the responsibility of talking to parents about their kid's gender identity on them too.	22	20	23	19	20	33	35
Schools have already had rules in place for decades about what teachers should and should not share with parents. It's not helpful or necessary to add new laws making teachers talk to parents about their kid's gender identity.	17	17	23	13	18	24	19

*GB Persuasion = Likely voters who are not supporting a Democrat or a Republican in a generic legislative ballot.

*Forced Outing Support Loss = Likely voters who are initially supportive of forced outings by teachers but move after messaging.

Thank You

New York

Washington, DC

Hartford

Chicago

Denver

Seattle



Appendix

We performed a split test, showing half of voters Sherrill's standard bio and the other half a bio designed to inoculate her from anti-trans attacks

Mikie Sherrill Profiles

Read to half

[SHERRILL – STANDARD BIO] Democrat Mikie Sherrill is a Navy helicopter pilot, former federal prosecutor, wife, and mom of four. She knows things don't change because leaders are too scared of taking on the status quo, which is why she ran for Congress in the first place, taking on her own party and entrenched special interests to fight for lower prescription drug prices and tax relief for New Jersey. Now, Sherrill is running for Governor to be the fighter New Jersey needs, standing up to anyone who is making New Jerseyans' lives more expensive and anyone who threatens our freedoms.

Read to half

[SHERRILL – INOCULATION BIO] Democrat Mikie Sherrill is a Navy helicopter pilot, former federal prosecutor, wife, and mom of four kids in New Jersey schools. Sherrill was one of the first women to graduate from the Naval Academy. And as a federal prosecutor, Sherrill took on criminals, including child predators, and worked tirelessly to keep guns off New Jersey's streets. In Congress, Sherrill took on her own party, pushing back on Democratic elites to relieve traffic congestion and lower prescription drug prices. Sherrill will never be painted into a corner. She's running for Governor to make Jersey more affordable and safer for our kids.

Read to all

[CIATTARELLI BIO] A lifelong Jersey guy, Republican Jack Ciattarelli's parents taught him the importance of giving back to the community that gave them so much, and he passed this on to his own kids. He built small businesses here in New Jersey and served at every level of government, fighting to lower taxes and build a more affordable state. Now, between out-of-control spending and illegal immigrants putting communities at risk, our state is broken. As Governor, Ciattarelli will focus on cleaning up Trenton's corruption so we can lower property taxes, and he'll keep our communities safe.

What is helpful about this bio:

Mikie Sherrill Profiles

Making her kids' age clear shows she has a **personal interest** in figuring this out for families and schools

First class of women to graduate and taking on child predators shows a level of **fierceness**, including on behalf of women

[SHERRILL – INOCULATION BIO] Democrat Mikie Sherrill is a Navy helicopter pilot, former federal prosecutor, wife, and mom of four kids in New Jersey schools. Sherrill was one of the first women to graduate from the Naval Academy. And as a federal prosecutor, Sherrill took on criminals, including child predators, and worked tirelessly to keep guns off New Jersey's streets. In Congress, Sherrill took on her own party, pushing back on Democratic elites to relieve traffic congestion and lower prescription drug prices. Sherrill will never be painted into a corner. She's running for Governor to make Jersey more affordable and safer for our kids.

Taking on child predators and getting guns off the streets shows she'll **keep kids safe**

Voters want someone who **stands up to their party**, and in Democrats' case, that includes our condescension and elitism