

Overview of the 2017 New Jersey gubernatorial election

Details on candidates, campaign spending and more

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Overview of the 2017 New Jersey gubernatorial election

Primary election:

June 6, 2017

General election:

November 7, 2017

Voter registration deadline:

October 17, 2017



Chris Christie (R)

- Current New Jersey governor
- Originally elected in 2010, Christie will serve two terms as governor
- **Unable to run for re-election due to term limits**

The Cook Political Report:

Likely Democratic

rating for New Jersey's gubernatorial election

Sources: The Cook Political Report, 2017; "New Jersey gubernatorial election 2017," Ballotpedia, 2017;

Current Lieutenant Governor Guadagno won the Republican primary for NJ governor



Kim Guadagno

- Running mate: Carlos Rendo
- Currently: New Jersey's lieutenant governor under Chris Christie, serves a dual role as New Jersey secretary of state
- Previously: Monmouth County sheriff
- Won the Republican primary with 46.82% of the vote

Key policy issues



Guadagno believes the pension crisis has become a “ticking time bomb” and threatens to force draconian spending cuts, massive tax hikes or collapse the retirement system if New Jersey ignores the problem. She promised to honor pension commitments to current retirees and bring public health insurance plans in line with private sector offerings.



One of the main campaign issues for Guadagno and the election at large is that of high property taxes. Guadagno promised to cut property taxes to prevent New Jersey residents from moving to cheaper states like Pennsylvania, North Carolina and Texas.



She has also stressed that military and veterans affairs will be among her top priorities as a military mother herself. Her main goals are to promote opportunity for veterans, reduce veteran homelessness and suicide rates, and strengthen the military economy.

Sources: Ballotpedia, 2017; Nick Corasaniti, “As Democrats Regroup, Spotlight Turns to New Jersey Governor’s Race,” New York Times, June 9, 2017.

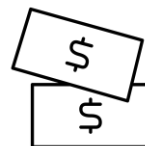
Democrat Phil Murphy looks to capitalize on the low approval ratings of the current Republican governor



Phil Murphy

- Running mate: Sheila Oliver
- Currently: principal and founder of Murphy Endeavors LLC, a business management consultancy firm
- Previously: Ambassador to Germany
- Endorsed and fundraised for Hillary Clinton in the 2016 presidential election
- Announced candidacy May 2016

Key policy issues



Murphy plans to create a public bank where people can invest their money in an institution that benefits the state of New Jersey instead of Wall Street. The public bank would make “critical investments in our state and its people.”



Murphy is campaigning on a platform of expanding access to both early education and higher education. He plans to re-invest in New Jersey’s institutions of higher education and community colleges to make them affordable as well as expand K-12 STEM-oriented curriculum.



Another of Murphy’s ideas is to convene an Innovation Cabinet, bringing together people from inside and outside government to work toward a common goal of getting state government to be more “customer friendly.”

Sources: Ballotpedia, 2017; Nick Corasaniti, “As Democrats Regroup, Spotlight Turns to New Jersey Governor’s Race,” New York Times, June 9, 2017.

Lesser-known candidates face challenges with funding and support



Peter Rohrman

- Libertarian
- Marine veteran and volunteer fireman
- His running-mate is Karese Laguerre



Seth Kaper-Dale

- Green Party
- Pastor of the Reformed Church
- Lisa Durden was announced as his running-mate in July
- Announced candidacy in May 2017



Gina Genovese

- Independent
- Former mayor of Long Hill Township in Morris County and tennis pro
- She was her town's first Democratic mayor and New Jersey's first openly gay mayor



Matthew Riccardi

- Independent (Constitution Party)
- Former Marine



Vincent Ross

- Independent

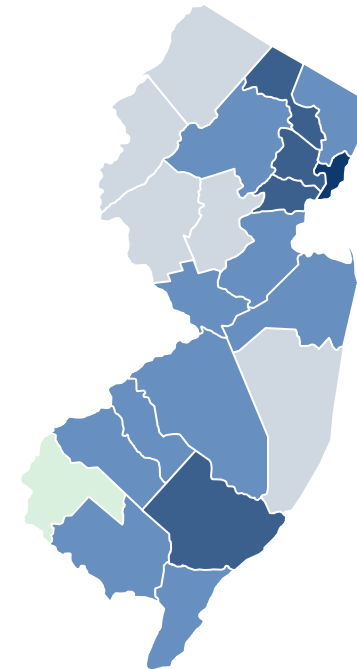
Sources: Brent Johnson, "Actually, there are 7 people running to succeed Christie as N.J. governor," NJ.com, June 7, 2017.

Phil Murphy wins the Democratic nomination easily

Democratic primary election results

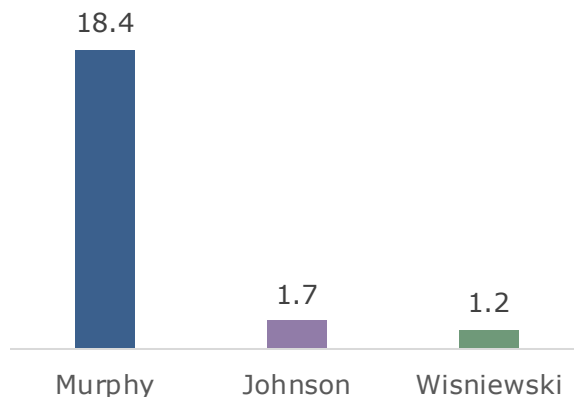
Candidate	Percent	Votes
Phil Murphy	48.4%	243,643
Jim Johnson	21.9%	110,250
John Wisniewski	21.5%	108,532

Primary results, by county



Democratic primary spending

In millions of dollars



Murphy	60%+	50%-60%	40%-50%	<40%
Wisniewski	60%+	50%-60%	40%-50%	<40%

***Johnson did not win any counties**

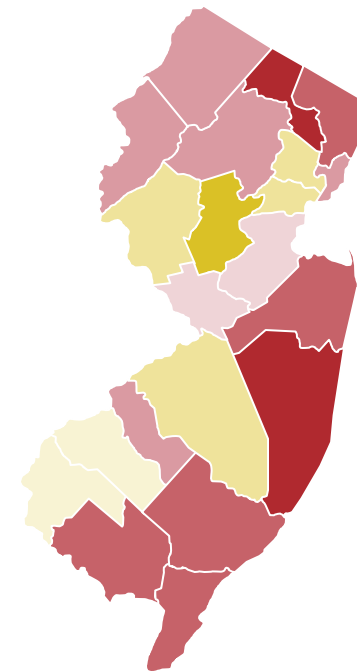
Sources: Claire Foran, "The Republican Establishment Narrowly Wins in Virginia," The Atlantic, June 13, 2017; "Governor," Virginia Public Access Project; WTOF, "Virginia gubernatorial primary results," June 13, 2017

Lt. Governor Kim Guadagno wins the Republican primary

Republican primary election results

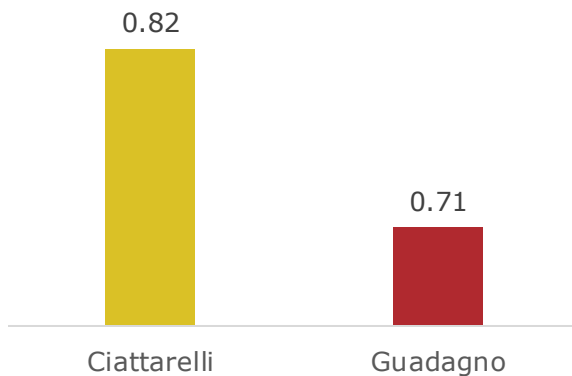
Candidate	Percent	Votes
Kim Guadagno	46.8%	113,404
Jack Ciattarelli	31.1%	75,275

Primary results, by county



Republican primary spending

In millions of dollars



Guadagno	60%+	50%-60%	40%-50%	<40%
Ciattarelli	60%+	50%-60%	40%-50%	<40%

Sources: JT Aregood, "Murphy Leads in Fundraising, Guadagno Leads in Cash on Hand," NJ Observer, May 10, 2017;

New Jersey's fastest growing county, Gloucester, is among counties to watch on election night

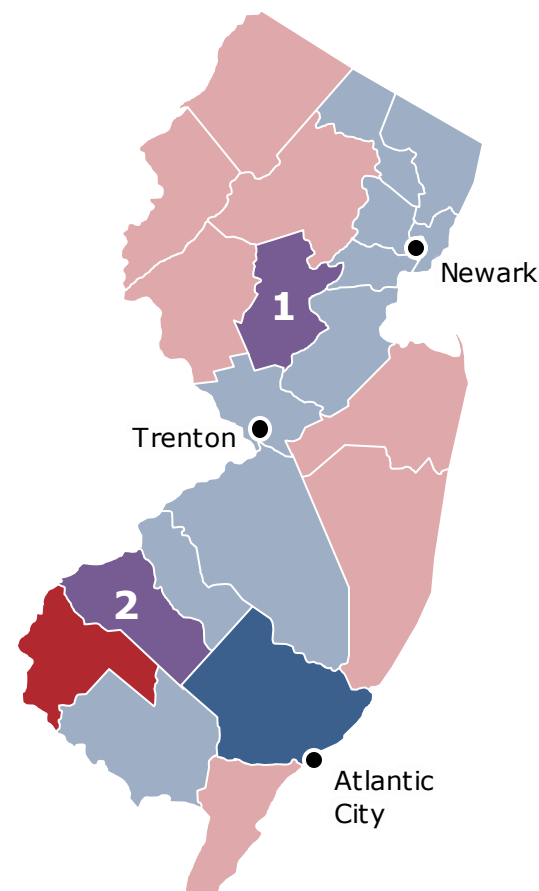
Outlook for New Jersey's 2017 gubernatorial election, by county

Compares results from 2012 presidential, 2013 gubernatorial, 2014 senatorial and 2016 presidential elections

- Safe Republican – Voted Republican in all 4 elections
- Lean Republican – Voted Republican in at least 2 recent elections
- Swing County
- Lean Democratic – Voted Democratic in at least 2 recent elections
- Safe Democratic – Voted Democratic in all 4 elections

Analysis

- **Somerset County (1) has swung back and forth over the past four elections.** The county voted for Gov. Chris Christie (R) by a margin of 30 points in 2013 but in the following year, Sen. Cory Booker (D) lost it by only 1 point. For presidential elections, the county voted for Democrats in both 2012 and 2016.
- Somerset County is largely suburban and has previously ranked among the top-10 wealthiest counties in the United States.
- **Gloucester County (2) is an Obama-Trump county.** The last time the county voted for a Republican presidential nominee before Trump was 1988.
- Gloucester (2) is located directly south of Philadelphia and was the fastest growing county in the state when comparing 2000 and 2010 census data.
- **Republican candidate Kim Guadagno has criticized both Pres. Donald Trump and Gov. Chris Christie on the campaign trail.** While the national Republican Party has begun moving away from courting wealthy suburban voters in favor of the white working class, it appears as though Guadagno is committed to continued support of areas similar to both Gloucester and Somerset.

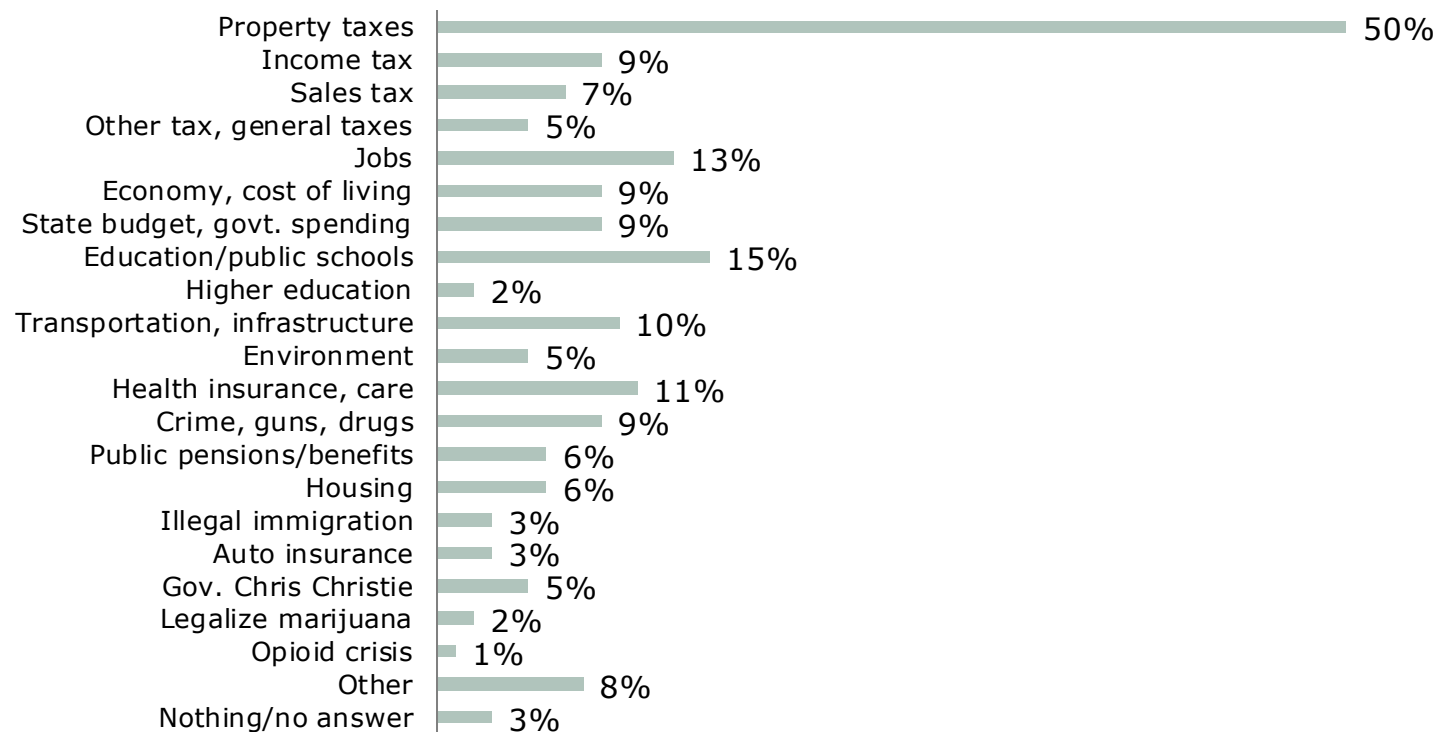


Sources: Ballotpedia, 2017; National Journal Research, 2017.

Voters point to property taxes as their top issue

July 2017 poll: voter preferences for the most important one or two issues facing the state of New Jersey right now

Monmouth University Polling Institute, poll of registered voters



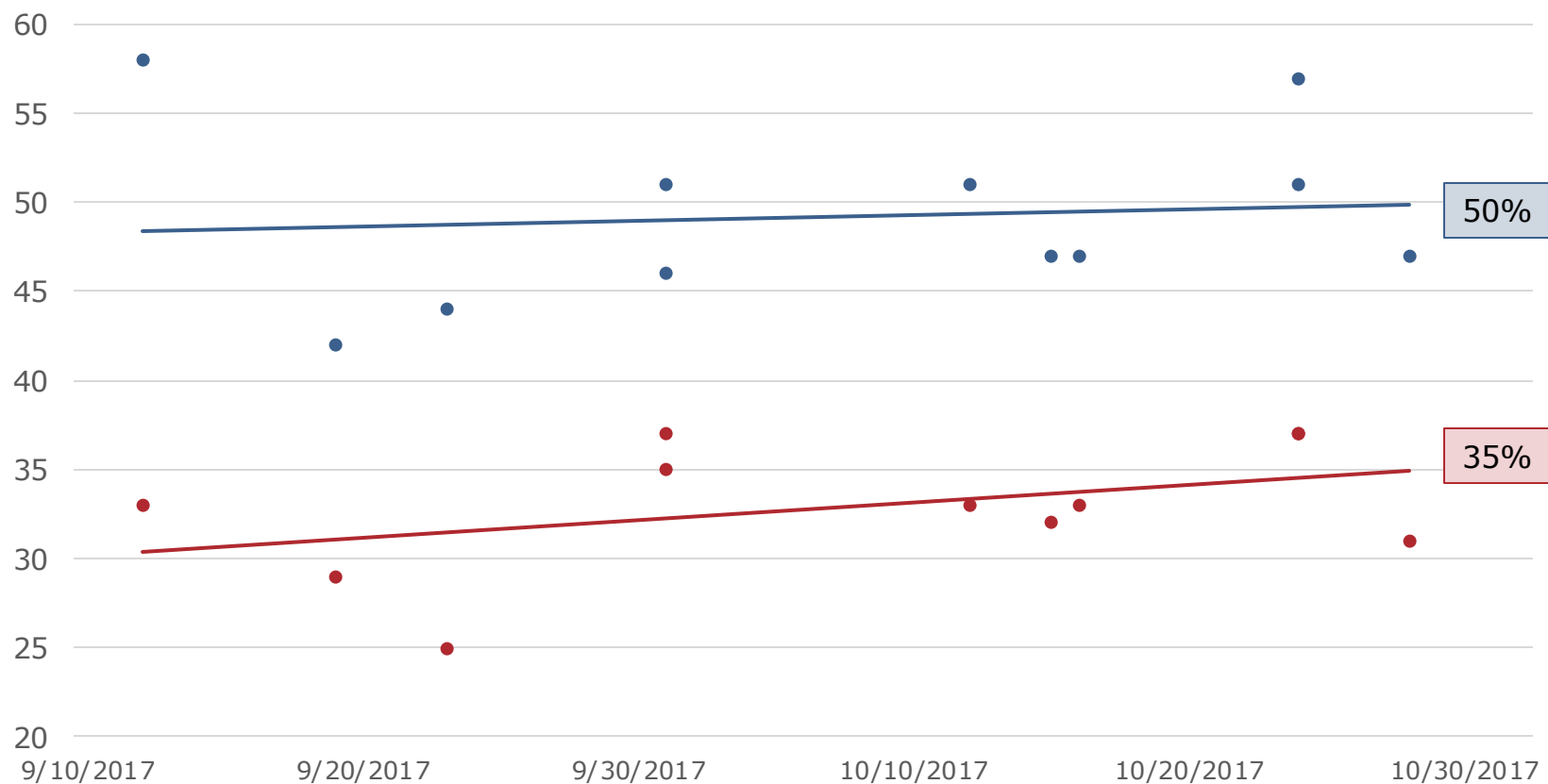
Sources: Patrick Murray, "New Jersey: Murphy has big lead over Guadagno," Monmouth University Poll, July 17, 2017.

Murphy has consistently polled ahead of Guadagno

Voter preferences for governor

Percent preference over time, collected from multiple polls

■ Murphy (D) ■ Guadagno (R)



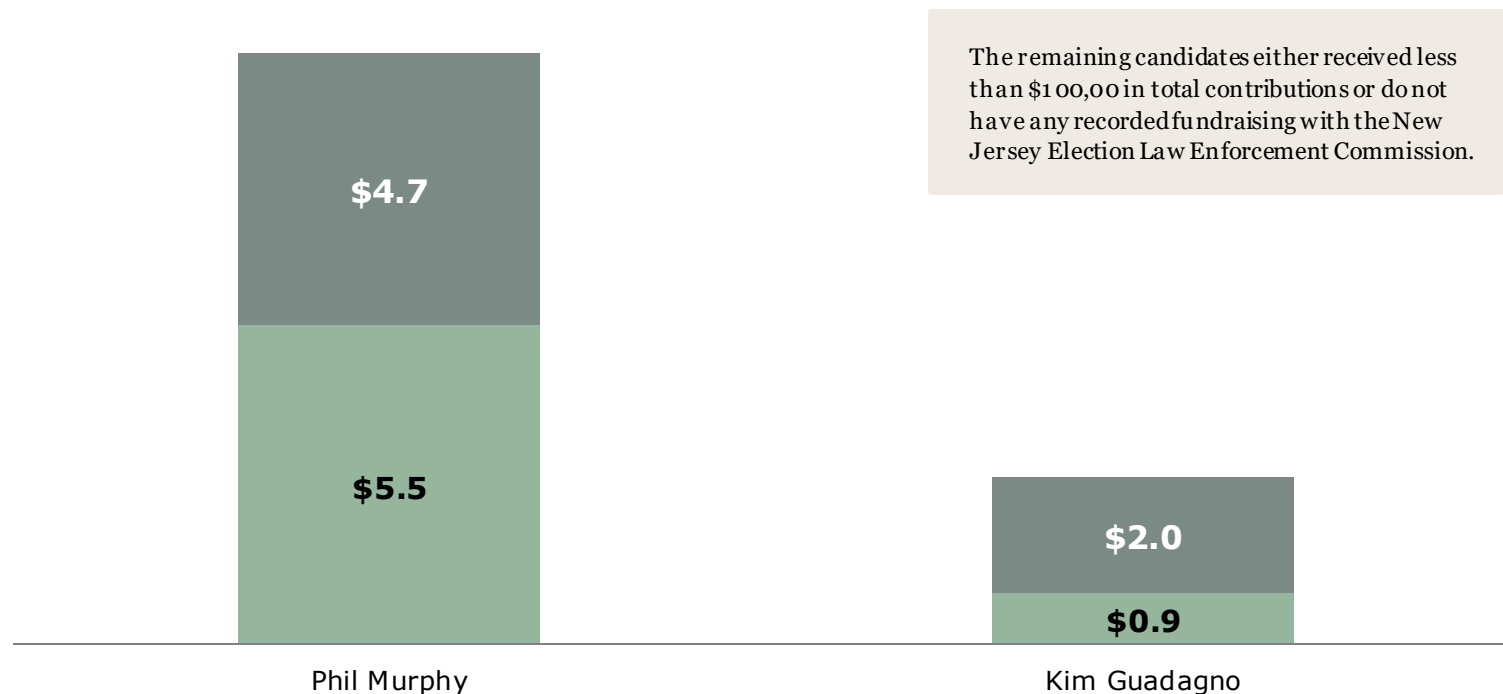
Sources: RealClearPolitics, 2017.

Murphy leads Guadagno in both cash on hand and expenditures to date

New Jersey gubernatorial campaign finances (as of October 9, 2017)

In millions of dollars

■ Cash on hand ■ Expenditures



*Under the matching funds program -New Jersey allows gubernatorial candidates to receive \$2 in public money for every qualifying dollar they raise. The candidates must raise at least \$430,000 to qualify, are eligible for up to \$9.3 million in public funds, and are limited to spending \$13.8 million in the general election.

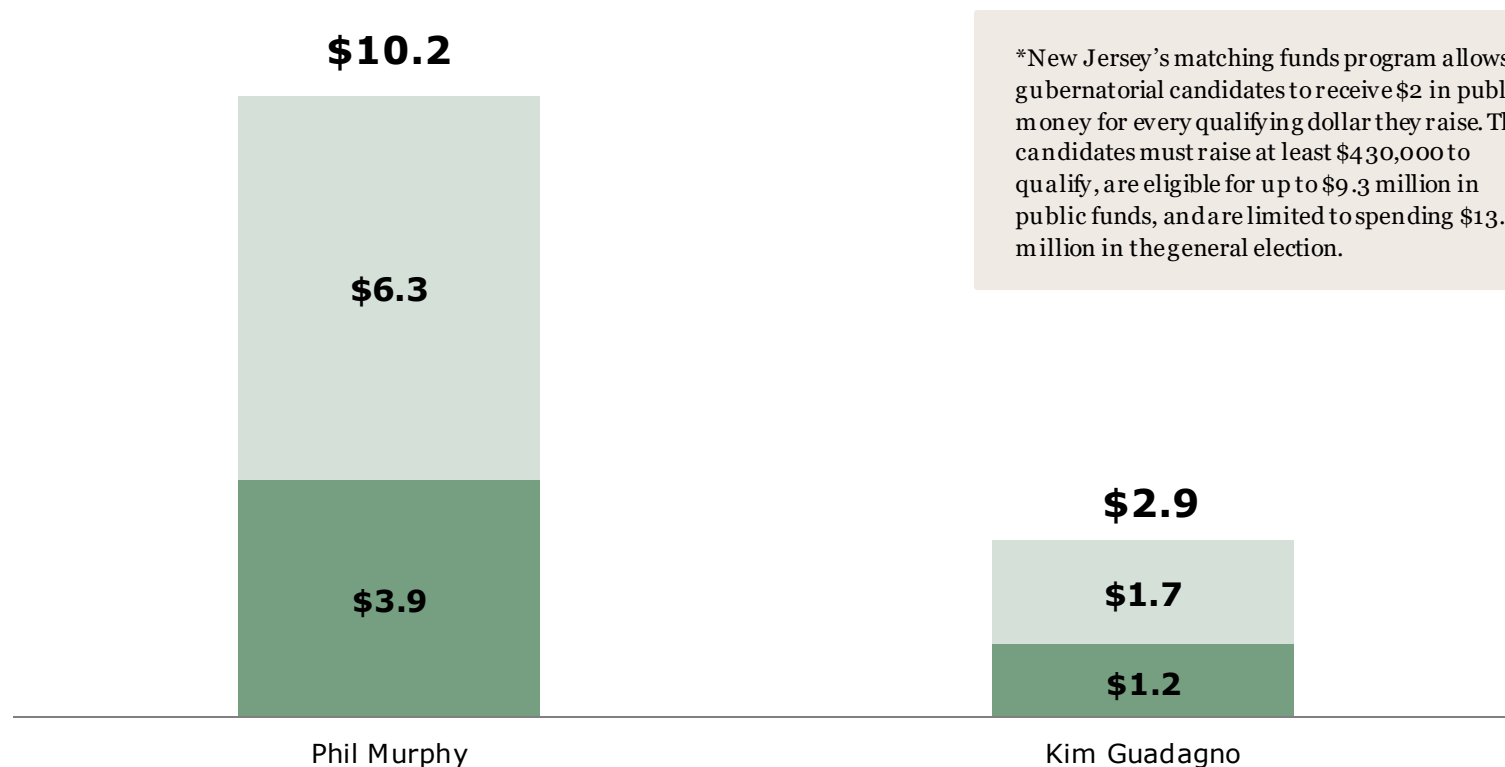
Sources: New Jersey Election Law Enforcement Commission, 2017; Brent Johnson, "The latest tally: How much you've given NJ governor candidates," NJ.com, September 29, 2017.

Murphy has raised over three times as much as Guadagno

New Jersey gubernatorial campaign contributions (through October 9, 2017)

In millions of dollars

■ Campaign contributions ■ Public matching funds*



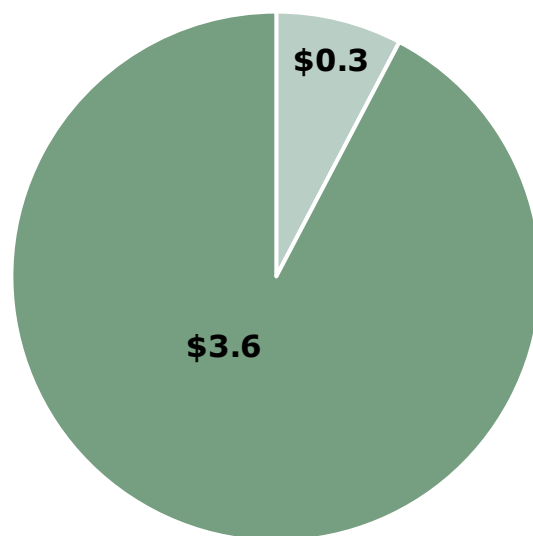
Sources: New Jersey Election Law Enforcement Commission, 2017; Brent Johnson, "The latest tally: How much you've given NJ governor candidates," NJ.com, September 29, 2017.

Both major candidates rely heavily on large donations

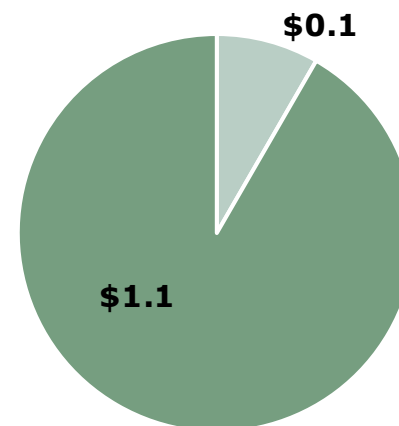
New Jersey gubernatorial cash contributions by donation size (through October 9, 2017)

In millions of dollars, excludes in-kind contributions

■ Small donations (Less than \$300) ■ Large donations (More than \$300)



Murphy



Guadagno

Sources: New Jersey Election Law Enforcement Commission, 2017; Brent Johnson, "The latest tally: How much you've given NJ governor candidates," NJ.com, September 29, 2017.