



DATE: June 17, 2025

RE: New Jersey Democratic Primary Post-Election Survey

From June 10 to June 12, Stand With Crypto conducted a survey of more than 1,000 New Jersey Democratic primary voters, assessing their attitudes toward cryptocurrency and how gubernatorial candidates' cryptocurrency stances affected their decisions at the ballot box. The data reveal that crypto voters are a formidable constituency, with candidates' cryptocurrency stances serving as a motivating factor when Democratic primary voters cast their ballots.

The following are key takeaways from the survey.

PRO-CRYPTO STANCES RESONATED WITH DEMOCRATIC PRIMARY VOTERS.

- Cryptocurrency policy positions played a significant role in Democratic primary voters' decision-making:
 - 57% of voters said that they would be more likely to vote for a candidate who supports pro-crypto policies.
 - 62% of voters said that each candidate's position on cryptocurrency influenced their vote choice at least "a little."
 - A sizable 17% of voters responded that each candidate's position on cryptocurrency influenced their vote choice "a lot."
- These attitudes were even more pronounced among late-deciders:
 - 70% voters who made up their mind a week or less before the election said that each candidate's position on cryptocurrency influenced their vote choice at least "a little."
 - 22% of late-deciders reported that each candidate's position on cryptocurrency influenced their vote choice "a lot."

CRYPTO VOTERS WERE A PIVOTAL PART OF MIKIE SHERRILL'S COALITION.

- 39% of voters who reported casting their ballots for Mikie Sherrill were late-deciders. Among these critical Sherrill late-deciders:
 - 54% said they were more likely to vote for a candidate who supports pro-crypto policies.
 - 65% said that each candidate's position on cryptocurrency influenced their vote choice — 19% indicated it influenced their decision "a lot".
 - Voters who currently or have previously owned cryptocurrency comprise 46% of Sherrill late-deciders.
- With more than 95% of ballots currently reported, total turnout sits at just under 800,000 and Sherrill's margin of victory stands at roughly 107,000 votes:

- 26% of Democratic primary voters surveyed were late-deciders who were also more likely to vote for a candidate supporting pro-crypto policies.
- Matched against turnout, this translates to roughly 200,000 voters, or about double Sherrill's margin of victory. For a candidate, like Sherrill, who has received an "[A – Strongly supports crypto](#)" rating from Stand With Crypto, this voting block very well may have been a key part of the coalition that delivered her the win.

CRYPTO VOTERS ARE A POWERFUL VOTING BLOC.

- Crypto owners represented a sizable share of New Jersey Democratic primary voters — one-in-four voters (25%) reported currently owning cryptocurrency, while 22% reported previously owning cryptocurrency.
 - Current crypto ownership is more prevalent among men (36%) than among women (17%) and trends younger — 31% among ages 18-34, 39% among ages 35-45.
 - Current crypto ownership is also more common among Hispanic (39%), Asian (33%), and Black (25%) Democratic primary voters than it is among white primary voters (24%).
 - Current crypto ownership is disproportionately high among late-deciders (48%).
- Pro-crypto sentiment extends beyond crypto owners:
 - 59% of Democratic primary voters agree that the candidates for governor should support pro-crypto policies that would position New Jersey as a national leader.
 - 56% are at least somewhat interested in cryptocurrency.

STAND WITH CRYPTO IS HELPING GROW THE CRYPTO VOTER MOVEMENT.

- The Stand With Crypto Alliance has significant visibility among New Jersey Democratic primary voters.
 - 40% of voters report being very or somewhat familiar with Stand With Crypto — that figure grows to a 69% majority among current crypto owners and a 53% majority of voters who are interested in cryptocurrency.
 - For those who are familiar with Stand With Crypto, they have most often seen, heard, or read about the organization via social media (60%).
 - Those who are familiar with Stand With Crypto are significantly more likely than those who aren't to say that candidates should support pro-crypto policies that would position New Jersey as a national leader in cryptocurrency (81% vs. 28%).

METHODOLOGY

Stand With Crypto polled 1004 New Jersey self-identified registered voters who reported voting in the recent June 10 Democratic primary. The poll ran from June 10th - June 12th through high-quality online panels. Respondents were cleaned using a series of pre-survey quality checks, in-survey attention checks, and post survey cleaning. Results are unweighted, with final vote margins - Sherrill: 29%, Baraka: 20%, Gottheimer: 14%, Fulop: 12%, Spiller, 12%, Sweeney: 8%.