

## Solidarity Strategies Impact Analysis – New Jersey 2025 Sherrill for Governor

New Jersey Democrats achieved historic results in 2025, securing a third consecutive gubernatorial term for the first time in more than six decades. With record-setting turnout, Mikie Sherrill received more votes than any gubernatorial candidate in state history. Paid canvassing played a significant role in this outcome: over a six-week period, canvassers reached more than 600,000 households across the state.

Passaic County posted the single largest improvement in Democratic margin relative to its 2017–2021 trend. While comparable counties saw gains of roughly 13–20 points, **Passaic surged nearly 30 points against its pre-2025 trajectory. At a cost-per-vote-gained estimate of ~\$50 for paid canvassing in Passaic, democrats in the state were able to achieve historic results.**<sup>1</sup>

### Comparison with Prior Trends

Compared to the most recent gubernatorial elections in 2017 and 2021, it's clear that areas that were more heavily canvassed achieved significantly higher gains on average compared to both the statewide average and the average in competitive counties. Across New Jersey's most heavily canvassed counties, Democrats outperformed expectations when comparing 2025 results to both the 2021 and 2017 gubernatorial cycles. Using county-level data from 2017, 2021, and 2025, Passaic specifically stands out for its dramatic reversal: after a steep Democratic decline between 2017 and 2021, the 2025 rebound represents the strongest recovery in New Jersey.<sup>2</sup>

County	17 Dem Turnout	17 Dem Margin	21 Dem Turnout	21 Dem Margin	17-21 Shift	25 Dem Turnout	25 Dem Margin	21-25 Shift	Performance vs. Pretrend
<b>Passaic</b>	57,415	22.18	57,812	3.79	-18.39	83,567	15.39	11.6	<b>+29.99</b>
<b>Hudson</b>	88,271	62.8	88,066	50.1	-12.7	127,153	50.48	0.38	<b>+13.08</b>
<b>Union</b>	79,113	32.6	83,913	23.91	-8.69	124,443	34.92	11.01	<b>+19.70</b>
<b>Morris</b>	65,507	-8.04	81,915	-11.21	-3.17	116,482	2.21	13.42	<b>+16.59</b>
<b>Bergen</b>	129,265	15.07	145,150	5.61	-9.46	187,538	10.72	5.11	<b>+14.57</b>

To estimate a causal impact, we apply a difference-in-difference (DiD) design using Hudson County as the primary comparison group. Hudson closely matches Passaic in demographics and urban structure but was canvassed by a different firm. The DiD estimate ranges from \$20-\$136, with \$50 per-vote-gained as the most credible and methodologically appropriate estimate. **At \$50 per vote gained, Solidarity Strategies outperformed all other firms in the state and remained the lowest-cost provider on a per-vote basis in New Jersey.**

### Conclusion

Solidarity Strategies' targeted canvassing significantly improved Democratic performance in one of the state's most competitive and demographically complex regions. Passaic's nearly 30-point reversal from its 2017-2021 trend underscores both the strategic value of the program and the measurable impact of high-quality field operations. For future campaigns seeking resource efficient, scalable, data-driven voter contact, these results provide strong evidence of Solidarity's effectiveness in shifting electoral outcomes.

<sup>1</sup> Election results and comparisons were drawn from official publications from the state of New Jersey and/or VoteHub.com on Nov 11, 2025. 2025 results are not yet finalized. All canvassing data was drawn from VoteBuilder.

<sup>2</sup> Full comparison data and a larger version of this report is available upon request from Solidarity Strategies.