



Trump & 2025:

How MAGA is Reshaping the NJ Governor's Race

October 14, 2025



Brent Johnson

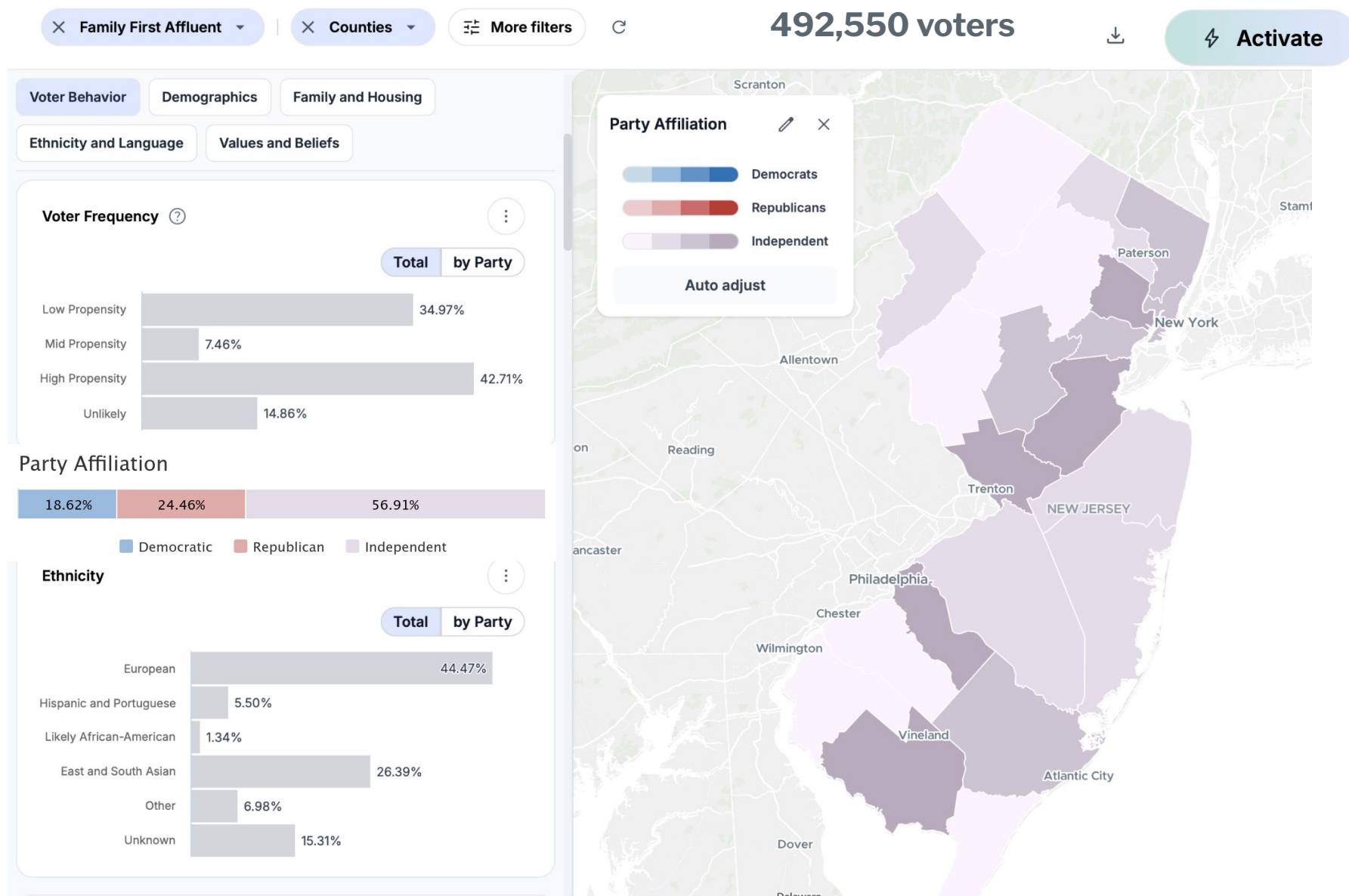
Political Reporter & Author of [NJ.com](#)'s newsletter,
"What Makes Jersey Run"



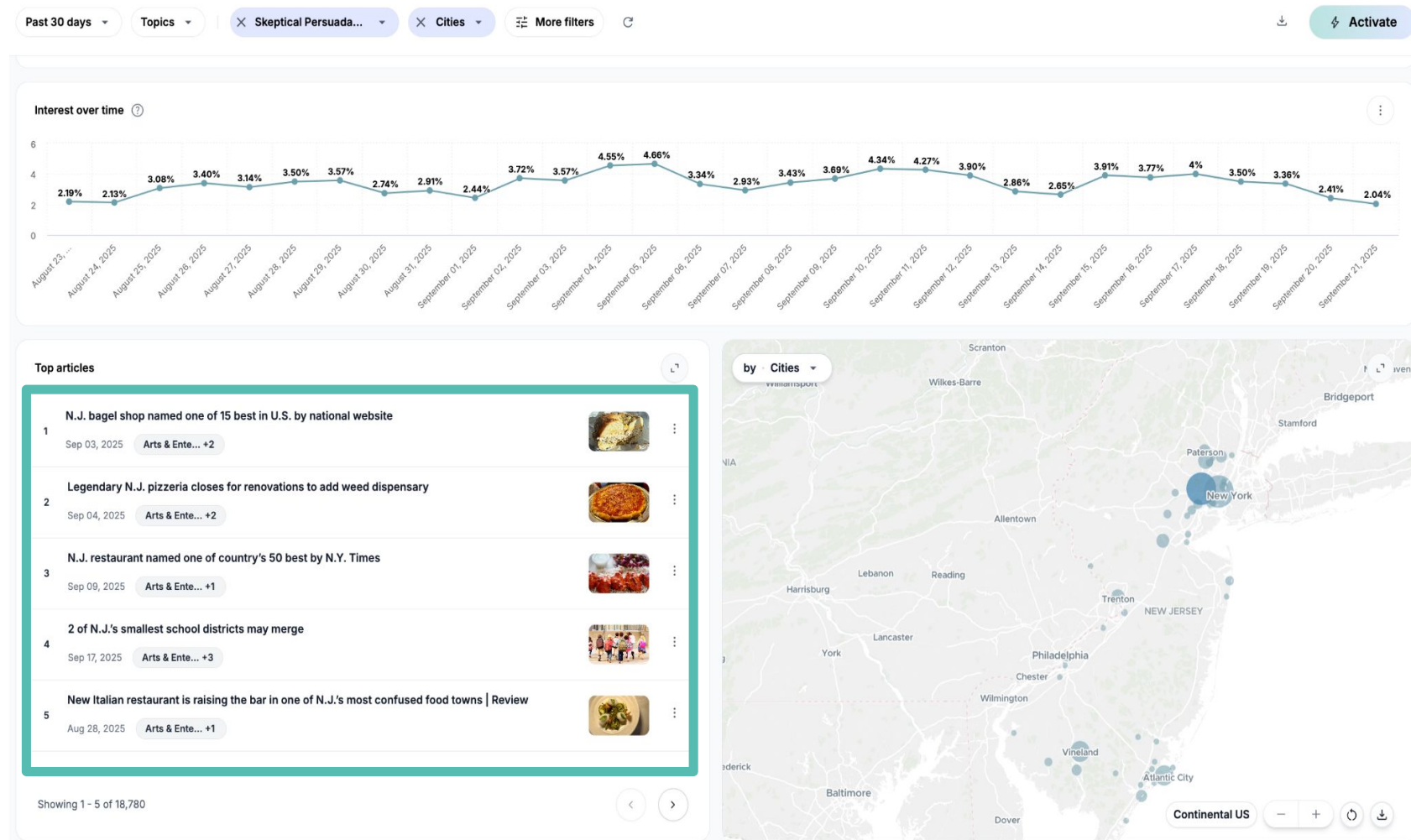
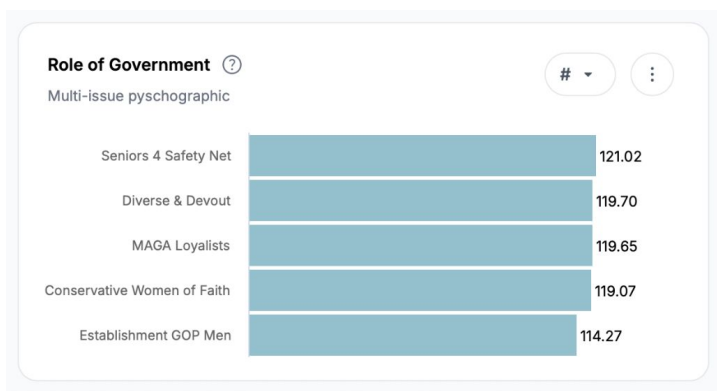
David Beattie

Head of Strategy, [CinqDI](#)
AAPC Pollster of the Year

- **120+ Proprietary, First-Party Audience Segments**
- **Nationwide Voter File Integration for Deeper Insights**
- **Audience Modeling Based on Engagement**
- **Real-time Visualization of Audience Size, Demographics and Location**



- **Media Engagement Shows Priorities and Interests**
- **Millions of Interactions Drive Insights**
- **Relies on behavior, not opinion to guide strategy**
- **Indexed to control for demographic bias**



Ciattarelli's home district

NJ SD16
(164,176 voters)

Electoral Focus: **General Election**
Key Demo: **Family First Affluent**
Why they matter: **22% of voters—nearly 3x statewide**

Family First Affluent

Sherrill's home district

NJ CD11
(556,674 voters)

Electoral Focus: **Dem Primary**
Key Demo: **Seniors 4 Safety Net**
Why they matter: **43.8% of Primary voters - over 3x district registration**

Seniors 4 Safety Net

Topic/ Theme	FFW & SPW Interest	Sherrill Rank	Sherrill Focus	Ciattarelli Rank	Ciattarelli Focus	Candidate & Audience Overlap
Education	High	4	Modernize, mental health, funding	2	Basics, choice, parent rights	Overlap, but different lense
Lifestyle/ Community	High	3	Limited, economy/jobs	4	Limited, economy/jobs	Disconnect, opportunity
Crime/Public Safety	High	—	Support law enforcement	3	Tough-on-crime, anti-sanctuary	Overlap, Ciattarelli more vocal
Taxes/ Affordability	High	2	Lower costs, streamline business	1	Cut/cap taxes, shrink gov	Strong overlap through the lens of education & schools
Energy/ Utilities	Moderate-High	1	Deregulate, expand conventional + solar, nuclear	2	Reform, oppose progressive	Some overlap, but less audience focus (doesn't rank in top 5 readership themes)
Local Gov/Policy	Moderate	5	Accountability, transparency	—	Reform, oppose progressive	Overlap, opportunity for more focus

September 10th
55 DAYS UNTIL ELECTION DAY
Behavior Insights
Two key audiences in home districts (NJ SD16 & NJ CD11) shape campaigns

September 24th
41 DAYS UNTIL ELECTION DAY
Behavior Insights
Overlap between candidate messaging & swing group interest, but through different lenses

Sherrill vs Ciattarelli: How Candidates Talk About Trump

Sherrill

Rank (Frequency)	Topic
1	Trump as Ongoing Threat
2	Economic Harm from Trump Policies
3	Defender of NJ
4	Integrity & Accountability
5	Opposition to MAGA Politics

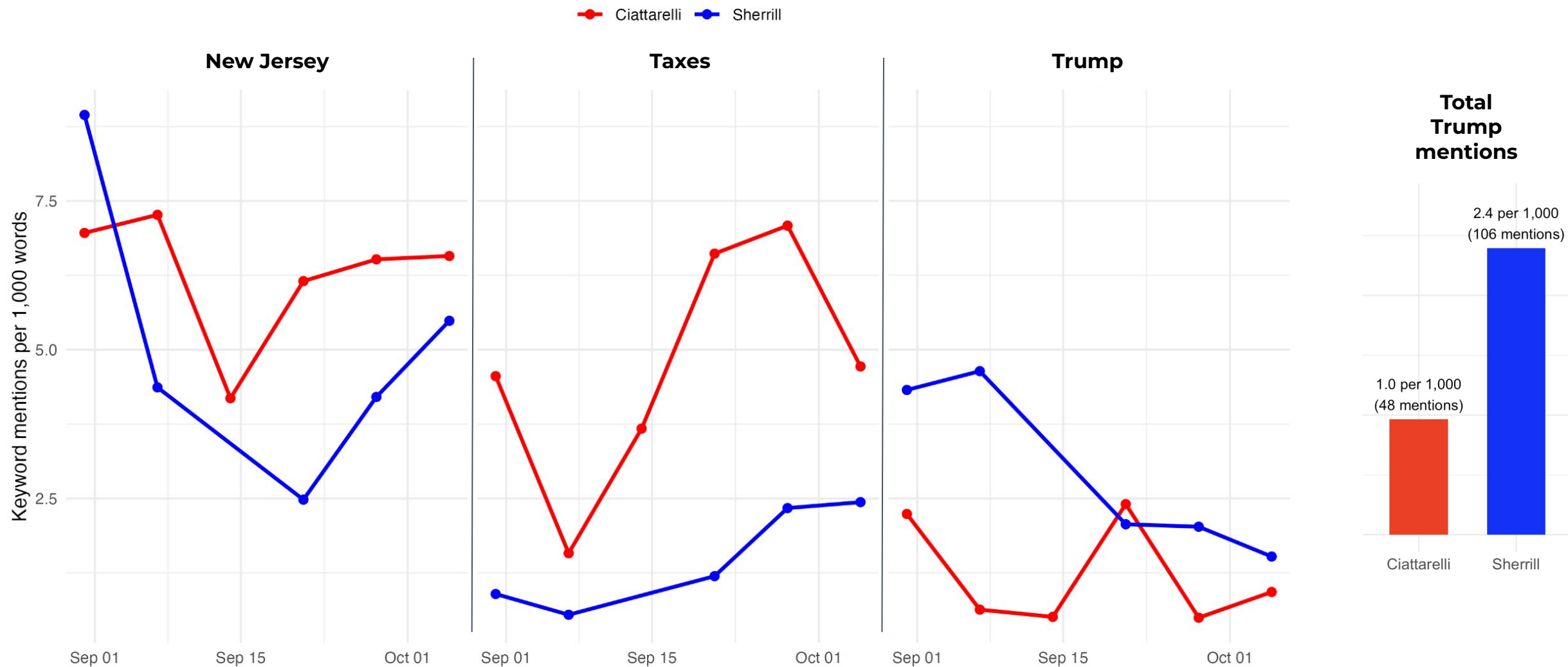
- **Tone:** Urgent, moral, oppositional
- **Focus:** Democracy, safety, and economic stability under threat from Trump's actions
- **Key Lens:** "Is Trump endangering New Jersey's future?" (Defense of democracy and NJ stability)
- **Framing:** Defender vs. destroyer - protecting rights, democracy, and state interests from federal overreach.
- **Strategic Goal:** Mobilize anti-Trump base, frame race as referendum on Trump.

Ciattarelli

Rank (Frequency)	Topic
1	Pragmatic Partnership with Trump
2	NJ First
3	Economic Pragmatism
4	Local Independence
5	Policy Over Politics

- **Tone:** Measured, practical, respectful
- **Focus:** Policy benefits (tax relief, child care, energy) tied to NJ's interests
- **Key Lens:** "How can Trump's policies serve New Jersey, not define it?" (Local governance and economic gain)
- **Framing:** Pragmatist vs. partisan - leveraging national gains while keeping focus on state needs.
- **Strategic Goal:** Neutralize Trump issue, redirect focus to NJ issues.

How often Ciattarelli and Sherrill have used the words 'New Jersey', 'taxes' and 'Trump' in speeches and media appearances since August 31



This election will be shaped by two pivotal groups: the core base, whose turnout is essential, and the swing voters, who remain persuadable and could tip the balance.

----- moveable swing audiences -----

Family First Affluent

349,518 likely voters in NJ
(8% of all likely NJ voters)
50% are Independents

An independent audience that is highly educated, skews female, is older, affluent, and includes strong East and South Asian representation.

Skeptical Persuadable Women

522,338 likely voters in NJ
(12% of all likely NJ voters)
41% are Independents

An independent audience that is less diverse, predominantly female, spans all adult age groups, has solid educational attainment, and falls within middle-income households.

----- locked in voters -----

MAGA Loyalists

366,182 likely voters in NJ
(8% of all likely NJ voters)
81% are Republicans

A heavily Republican audience with little diversity, skews male, is older, has strong educational attainment, and includes a solid share of high-income earners.

Seniors 4 Safety Net

576,281 likely voters in NJ
(13% of all likely NJ voters)
88% are Democrats

A heavily Democratic audience with little diversity, skews female, is older, is well educated, and has mixed income levels that leans higher.

What Base Voters Are Reading: Seniors 4 Safety Net vs. MAGA Loyalists Focus on Trump

Seniors 4 Safety Net

Rank (Share of top 50 headlines)	Theme
1 (28% of top 50 headlines)	Government Mismanagement & Chaos
2 (22% of top 50 headlines)	Legal & Ethical Scandals
3 (18% of top 50 headlines)	Aggressive Behavior & Retaliation
4 (16% of top 50 headlines)	Economic & Policy Fallout
4 (16% of top 50 headlines)	Media & Political Clashes

- **Tone:** Alarmed, disapproving, weary
- **Focus:** Federal dysfunction, erratic decisions, loss of accountability and stability
- **Key Lens:** *"Is Trump's leadership creating disorder and risk for everyday Americans?"*
- **Framing:** Instability equals insecurity - government seen as unreliable, unsteady, and unfit to manage programs seniors depend on.

MAGA Loyalists

Rank (Share of top 50 headlines)	Theme
1 (30% of top 50 headlines)	Attacks & Retaliation
2 (22% of top 50 headlines)	Media & Elite Bias
3 (18% of top 50 headlines)	Political Persecution
4 (16% of top 50 headlines)	Strength & Loyalty
5 (14% of top 50 headlines)	Policy Wins & Vindication

- **Tone:** Defensive, combative, loyal
- **Focus:** Unfair treatment, public confrontation, efforts to undermine or humiliate Trump and his allies
- **Key Lens:** *"Why does the establishment keep targeting Trump and those who stand with him?"*
- **Framing:** Trump as a fighter under siege - turning attacks into proof of his strength, loyalty, and enduring threat to entrenched power.

What Swing Voters Are Reading: Family First Affluent vs. Skeptical Persuadable Women

Skeptical Persuadable Women

Rank (Share of top 50 headlines)	Theme
1 (29% of top 50 headlines)	Erratic Behavior & Drama
2 (23% of top 50 headlines)	Dishonesty & Deflection
3 (19% of top 50 headlines)	Abuse of Power
4 (16% of top 50 headlines)	Chaos & Instability
5 (13% of top 50 headlines)	Gender & Respect Issues

- **Tone:** Exasperated, incredulous, critical
- **Focus:** Outbursts, contradictions, and controversies that undermine credibility and leadership trust
- **Key Lens:** *"Can someone this reactive and self-centered be trusted with power?"*
- **Framing:** Spectacle over substance - Trump's volatility framed as exhausting, unfit, and emotionally unsafe for this country.

Family First Affluent

Rank (Share of top 50 headlines)	Theme
1 (27% of top 50 headlines)	Chaos & Competence
2 (22% of top 50 headlines)	Leadership & Credibility
3 (18% of top 50 headlines)	Economic & Policy Impact
4 (17% of top 50 headlines)	Character & Judgment
5 (16% of top 50 headlines)	Media & Perception Battles

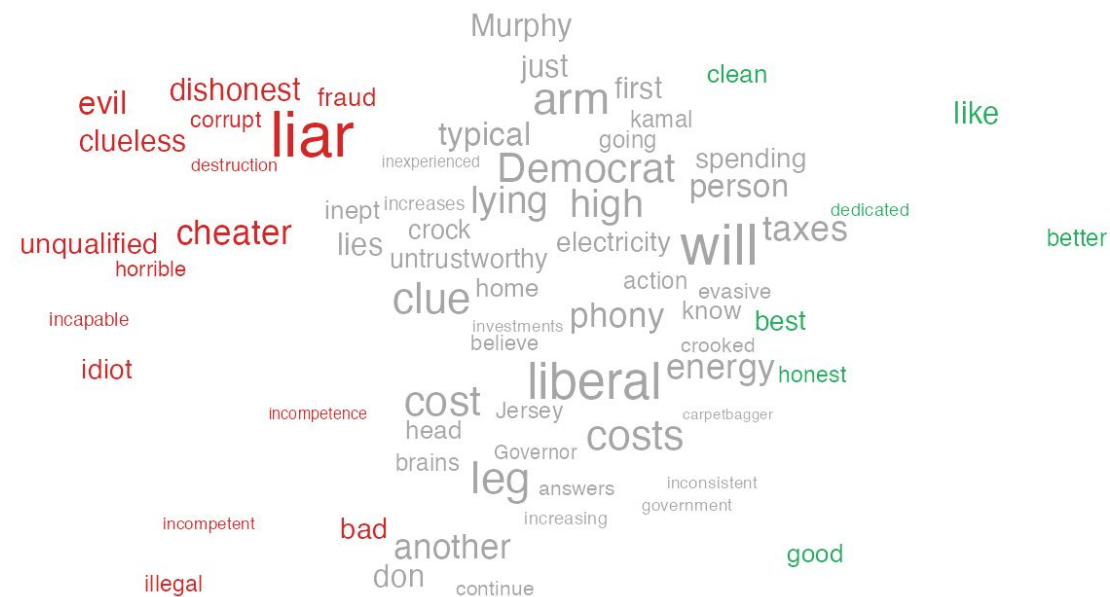
- **Tone:** Skeptical, fatigued, analytical
- **Focus:** Disorder in leadership, poor decision-making, ripple effects on stability and business confidence
- **Key Lens:** *"Is Trump capable of governing effectively without creating more turmoil?"*
- **Framing:** Competence equals credibility - instability seen as bad for markets, families, and national strength.

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Mikie Sherrill

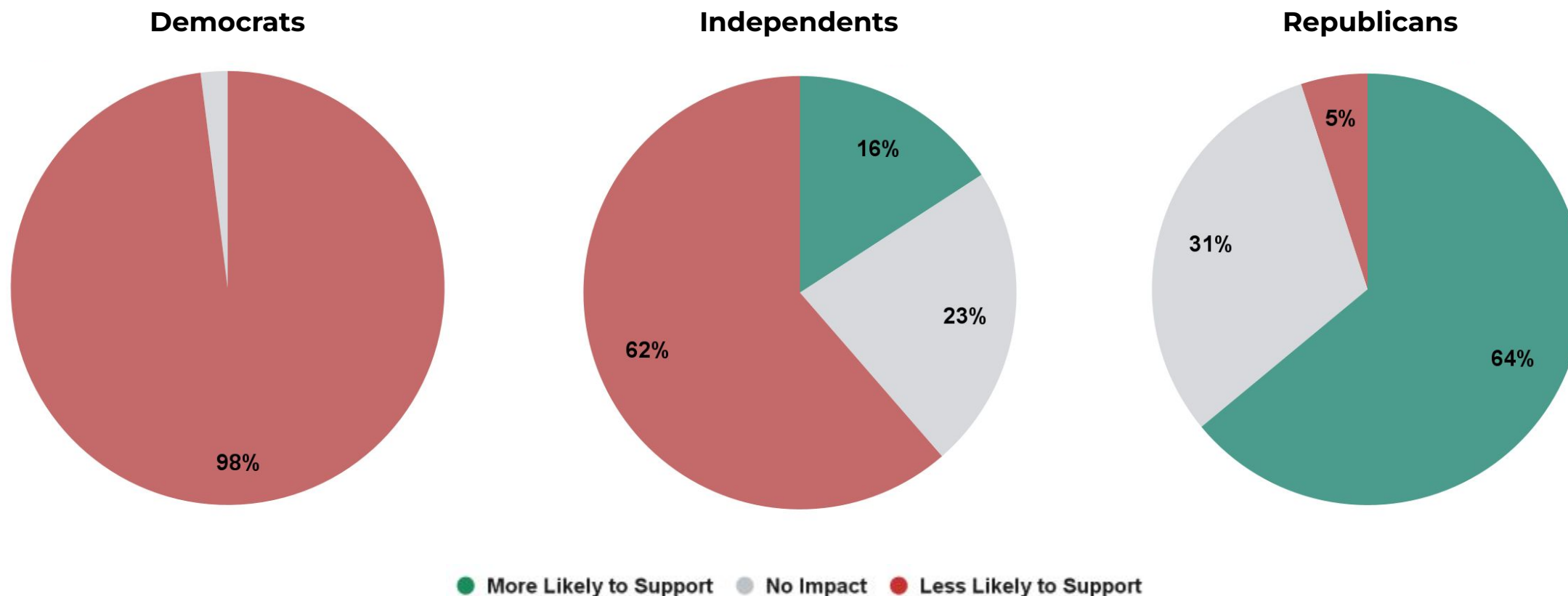


Word	Dem freq.		Rep freq.		Ind freq.	Total
Trump	44		2		22	68
MAGA	31		3		5	39
Republican	4		4		7	15
Jersey	4		4		3	11



Word	Dem freq.	Rep freq.	Ind freq.	Total
Democrat	5	8	3	16
competent	6	0	6	12
honest	6	0	5	11
liberal	0	8	3	11
veteran	7	0	3	10
pilot	5	0	4	9
strong	8	0	0	8
trustworthy	6	0	2	8

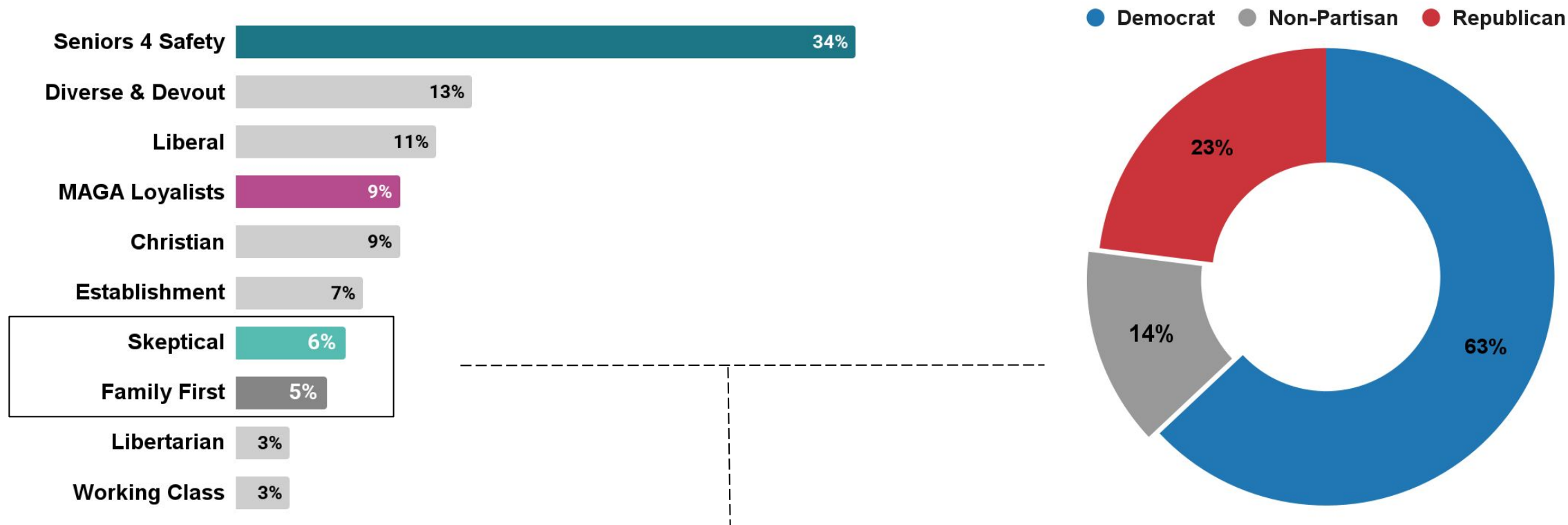
A Trump endorsement helps with Republicans but hurts elsewhere — **64% of Republicans say it makes them more likely to support a candidate**, compared to **98% of Democrats** and **62% of Independents** who say it makes them less likely.



Alignment on Trump Focus Between Candidates Messaging and Swing Group Readership (Top 5)

Topic/Theme	FFA Interest	SPW Interest	Sherrill Rank	Sherrill Focus	Ciatt. Rank	Ciattarelli Focus	Candidate & Audience Overlap
Chaos & Competence/ Erratic Behavior & Drama	High	High	1	Trump as Ongoing Threat — Defends democracy and stability from chaos.	1	Pragmatic Partnership with Trump — Framed as steady, practical governance.	Sherrill: High Overlap Ciattarelli: Moderate Disconnect
Leadership & Credibility/ Dishonestly & Deflection	High	High	4	Integrity & Accountability — Emphasizes truth, standards, and ethical leadership.	5	Policy Over Politics — Claims competence but avoids moral positioning.	Sherrill: Strong Overlap Ciattarelli: Partial Overlap
Economic & Policy Impact/ Abuse of Power	Moderate	Moderate	2	Economic Harm from Policies — Links Trump's actions to local costs.	3	Economic Pragmatism — Frames policy benefits for NJ families.	Both: Moderate Overlap
Character & Judgement/ Instability	Moderate	High	5	Opposition to MAGA Politics — Casts Trump world as reckless and unfit.	2	New Jersey First — Emphasizes local control, distance from extremes.	Sherrill: Strong Overlap Ciattarelli: Partial Overlap
Media & Perception Battles/ Gender & Respect Issues	Low-Moderate	Moderate-High	3	Defender of New Jersey — Framed as protective and values-driven.	4	Local Independence — Projects respect for community and balance.	Both: Partial Overlap

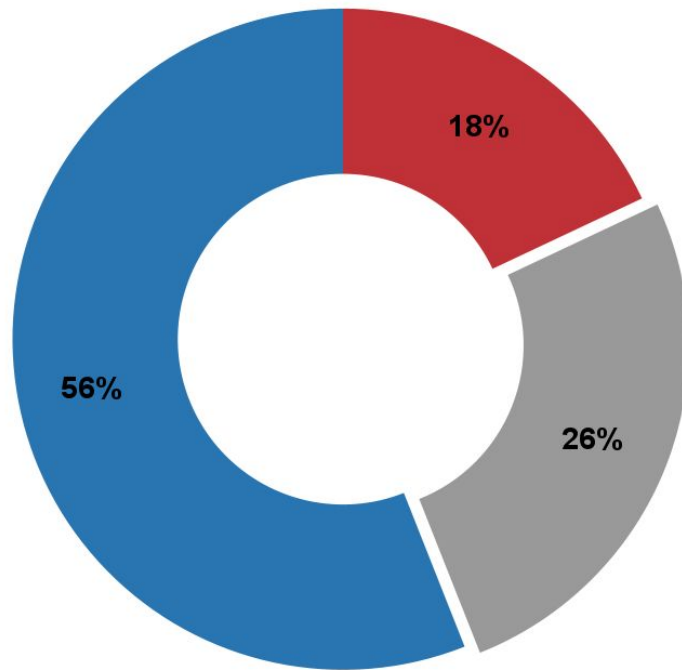
234,763 ballots have already been cast through early or absentee voting in the NJ Gubernatorial Race.



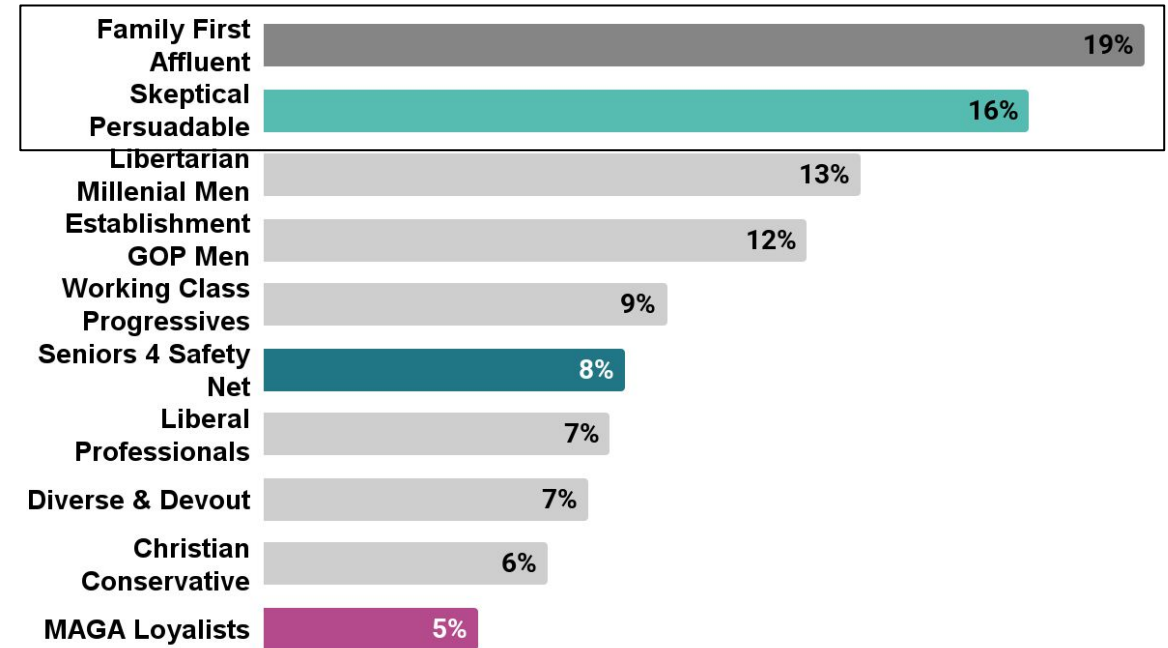
Independent audiences and non-partisan voters have been least active in early voting—creating an opportunity to engage and mobilize these groups before Election Day.

There are **644,126 ballots** that **have been requested, but not returned** in the NJ Gubernatorial Race.

● Republican ● Non-Partisan ● Democrat



26% of ballots that have been requested, but not yet returned **are Independent/Non-Partisan voters**



Of those Independent/Non-Partisan Voters, 25% are Family First Affluent and Skeptical Persuadable Women audiences

Appendix



About CinqDI

CinqDI transforms how advertisers, marketers, and public affairs professionals understand and engage their most valuable audiences. Powered by proprietary first-party readership data, behavioral insights, polling research, and comprehensive voter files, we create unique, detailed audience profiles revealing exactly what motivates audience actions and decisions. With advanced analytics and immediate activation capabilities built into our intuitive platform, CinqDI enables clients to swiftly identify, reach, and resonate with target groups more effectively than ever before. Our insights don't just inform—they empower you to strategically shape messaging, differentiate from competitors, and drive impactful outcomes through deep, authentic audience connections.

90+ Turnkey Audiences to Analyze and Engage



EDUCATION

Likely to Pursue Professional Training
Likely Career Changer
Likely Donor (College or University)
Likely Recent University Donor



TRAVEL

Frequent Travelers



CORPORATE ATTITUDES

Corporate Free Speech Advocates
Corporate Spokesperson Allies



EDUCATION POLICY

Support Student Loan Forgiveness
Oppose Student Loan Forgiveness
Support Book Banning
Oppose Book Banning
Support Arming Teachers
Oppose Arming Teachers
Support Parents Involvement in Curriculum



MEDIA CONSUMPTION

Cable Connectors
YouTubers
National News Enthusiasts
Entertainment Enthusiasts
Political Buffs



BEHAVIOR

Financially Stable
Activists
Motivated Donors
Immigration
Reproductive Rights
Cat Owner
Dog Owner
LGBTQ



VOTER MOTIVATIONS

Motivated to vote pro-choice
Motivated to vote pro-life
Motivated to vote pro-gun control
Motivated to vote to support gun rights
Pragmatic Conservatives
Crime-Conscious Citizens



ENERGY

Natural Gas Proponents
Natural Gas - Most Reliable
Oppose Natural Gas
Solar Farm Proponents
Oppose Solar Energy
Solar - Most Reliable
Offshore Wind Proponents
Oppose Offshore Wind Energy
Likely to Consider Electric Vehicle



READERSHIP INSIGHTS

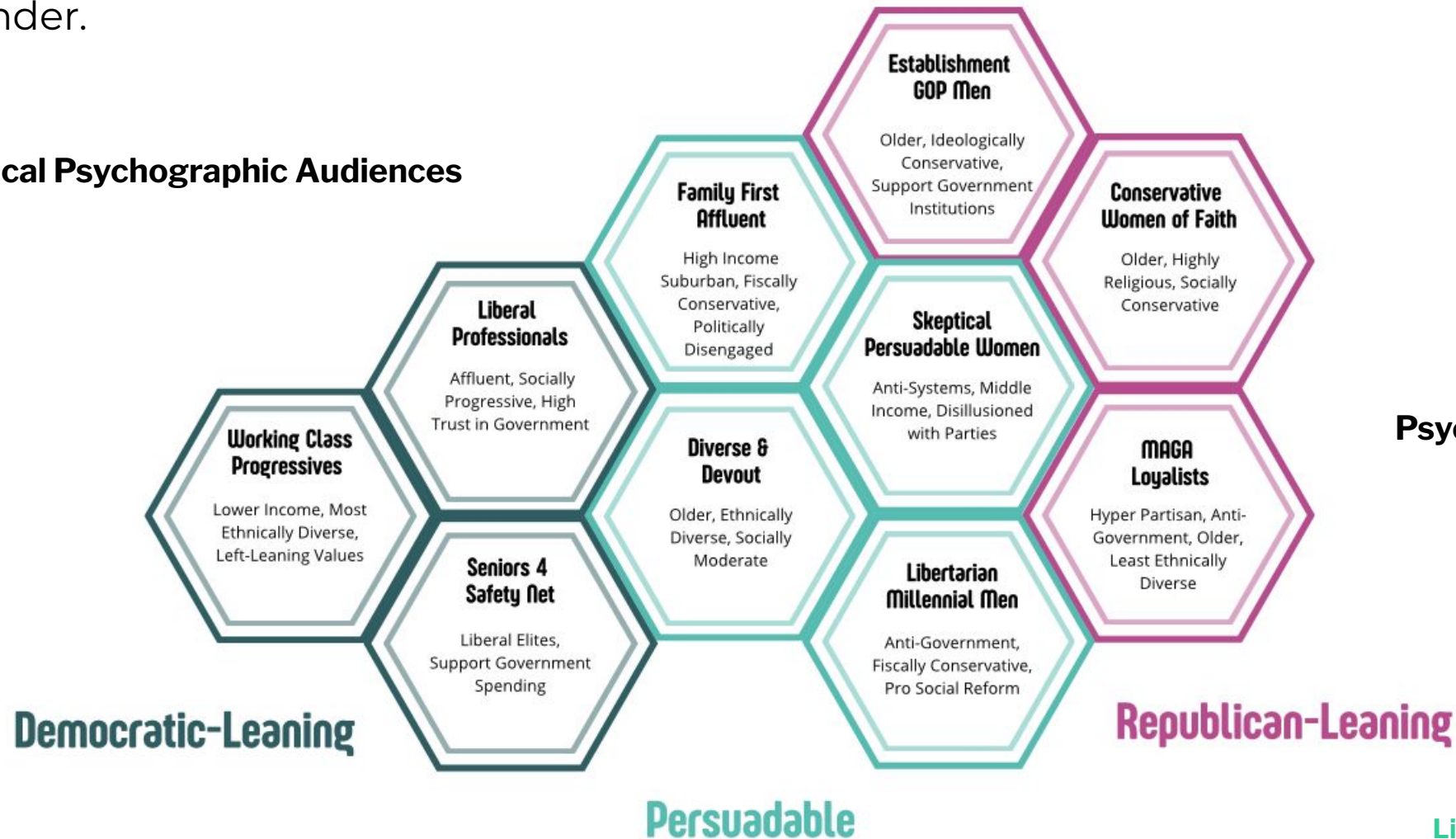
High School Students
Interest in Online Education
Interested in Graduate School
Interested in Vocational / Tech Schools
Interested in Higher Education
Education Sector Professionals

Coming Soon

Healthcare
Government Spending
Travel

The electorate is divided into 10 district voters based on underlying attitudes rather than party affiliation, race or gender. These groups behave similarly regardless of their party, race or gender.

Political Psychographic Audiences



Psychographic Audiences

[Link to model documentation](#)

Education, income and family attitudes, this allows targeting of likely parents of

Education Psychographic Audiences



[Link to model documentation](#)

Unlimited CinqDI Platform Access includes:

- ✓ **Proprietary Reader Behavior:** Track how target audiences engage with news content
- ✓ **Demographic Precision:** Segment audience insights by age, income, location, voter likelihood and additional attitudes
- ✓ **Campaign-Ready Insights:** Instantly activate insights with turnkey audience segments built for media deployment
- ✓ **Audience Profiles:** Detailed analysis of demographic, geographic, and psychographic characteristics of target audiences.
- ✓ **Competitive Benchmarking:** Monitor how news content and your messaging performs against competitors or peers with side-by-side engagement metrics
- ✓ **Issue Prioritization:** Identify which policy topics drive the most engagement among your target constituencies.
- ✓ **Geographic Heat Mapping:** Visualize reader engagement by town, city, or county to optimize local outreach.
- ✓ **Landscape Intelligence:** Go beyond audience data to position your strategy within the broader competitive and content ecosystem.

CinqDI Elevates Your Strategic Approach

See More of What's Coming

Proactive Storytelling

Track real-time sentiment to shape messaging, avoid missteps, and stay ahead of public reaction.

Audience-Driven Content

Craft stories your audience actively seeks out—not just reads—amplifying reach and resonance.

Real Engagement Data

Understand actual user behaviors and preferences, not inferred models or third-party assumptions.

Persona-Based Targeting

Reach unexpected, high-value audience segments through behavioral personas—not just demographics.

For more information, contact us at sales@CinqDI.com.

