



The Final Countdown: Insights for Election Night 2025

October 29, 2025



Brent Johnson

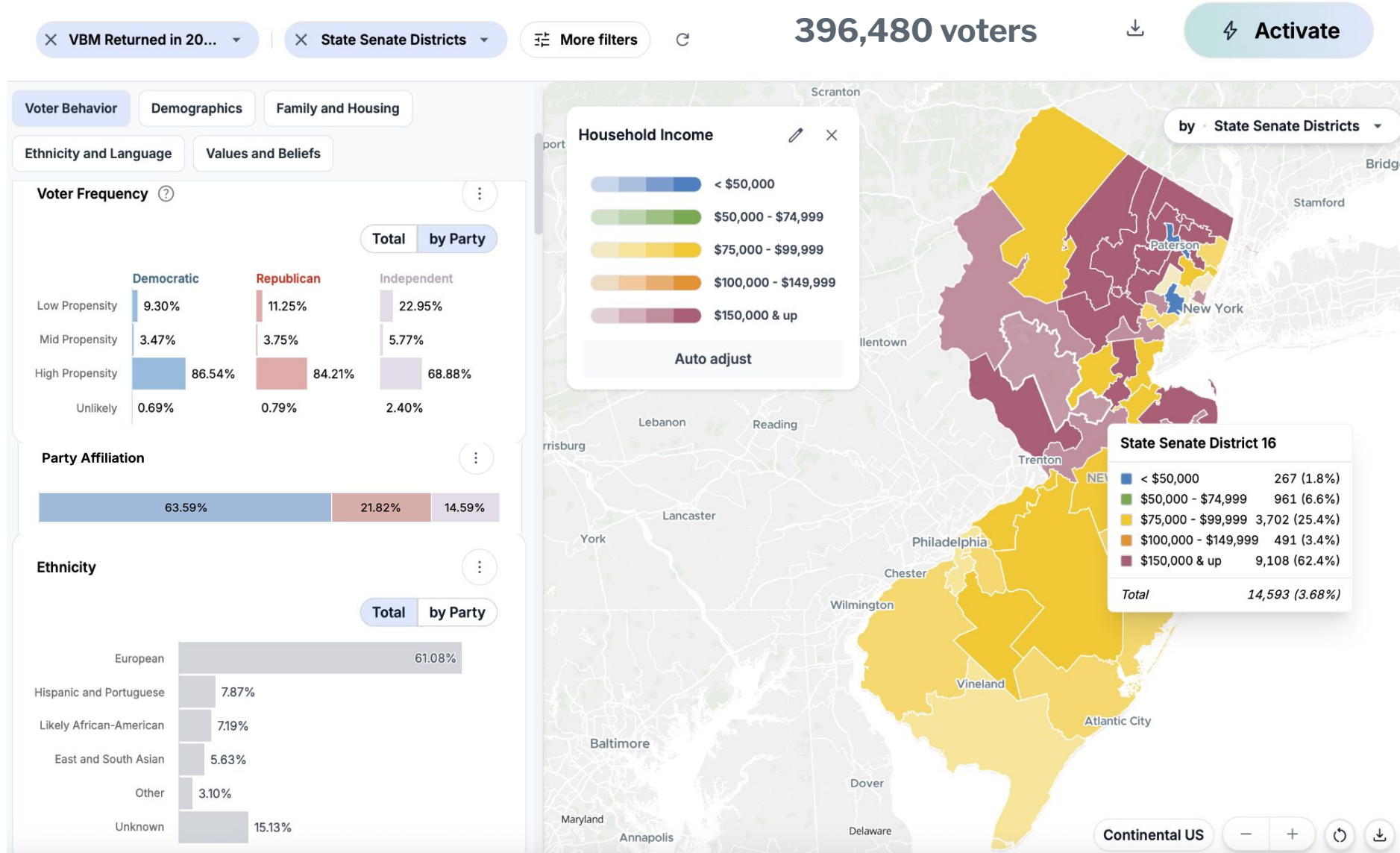
Political Reporter & Author of [NJ.com](#)'s newsletter,
"What Makes Jersey Run"



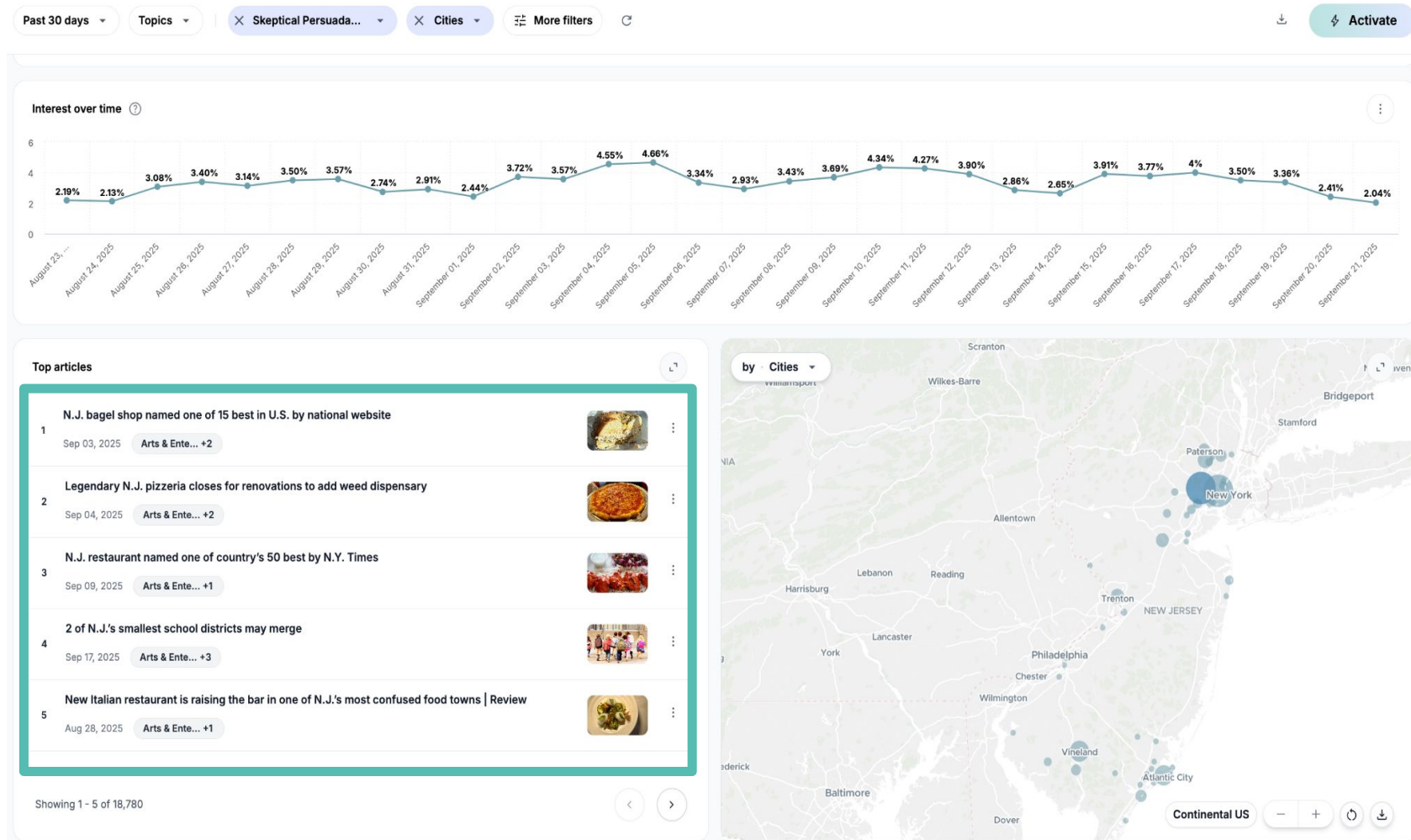
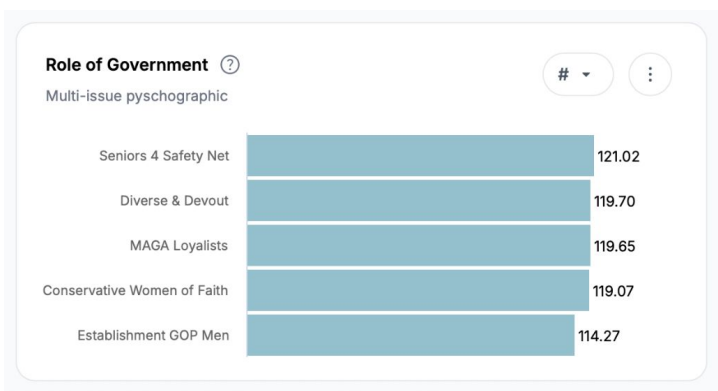
David Beattie

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

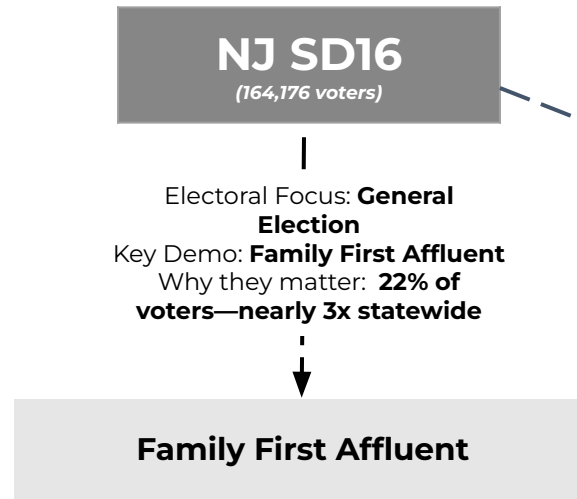


- Media Engagement Shows Priorities and Interests
- Millions of Interactions Drive Insights
- Relies on behavior, not opinion to guide strategy
- Indexed to control for demographic bias

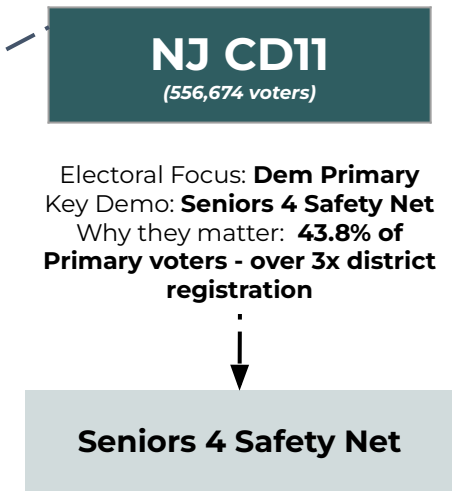


Ciattarelli home district

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



Sherrill's home district



AUGUST 13th
POST PRIMARY
Behavior Insights
Three Groups STATEWIDE
will determine outcome

MAGA Loyalists (427,803 audience size)	Working Class Progressives (762,395 audience size)	Skeptical Persuadable Women (809,865 audience size)
High turnout & high GOP support	Lowest Turnout, partisan messages do not motivate	Hate Politics Vote on economic not social issues

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

Skeptical Persuadable Women

Avg. Household Income: \$98k

(12% of all likely NJ voters)

Rank (Share of top 50 headlines)	Theme
1 (28% of top 50 headlines)	Crime & Public Safety
2 (24% of top 50 headlines)	Food, Dining & Local Businesses
3 (16% of top 50 headlines)	Education & Youth
4 (12% of top 50 headlines)	Weather & Environment
5 (10% of top 50 headlines)	Politics & Governance

- **Tone:** Grave, empathetic, cautionary
- **Focus:** Local tragedies, public safety threats, and police investigations
- **Key Lens:** “Are our communities safe and authorities accountable?”
- **Framing:** Coverage blends immediacy with moral undertones about justice, prevention, and empathy. Headlines often highlight local familiarity, reinforcing proximity and shared concern rather than distant abstraction.

Family First Affluent

Avg. Household Income: \$169k

(8% of all likely NJ voters)

Rank (Share of top 50 headlines)	Theme
1 (30% of top 50 headlines)	Food, Dining & Lifestyle
2 (20% of top 50 headlines)	Education & Youth
3 (16% of top 50 headlines)	Real Estate & Community Development
4 (14% of top 50 headlines)	Travel & Leisure
5 (10% of top 50 headlines)	Local Business & Economy

- **Tone:** Inviting, celebratory, aspirational
- **Focus:** Upscale dining, local favorites, and experience-driven indulgence
- **Key Lens:** “How can we enjoy the good life close to home?”
- **Framing:** Stories emphasize how New Jersey’s culinary scene supports community pride, quality experiences, and family-centered enjoyment. Headlines lean into lifestyle aspiration.

Skeptical Persuadable Women

- **Tone:** Sharp, sensational, incredulous
- **Focus:** Trump's statements, conflicts, and cultural fallout
- **Key Lens:** *"How does Trump's chaos still shape local politics?"*
- **Framing:** Center Trump as a lightning rod for outrage and spectacle - blending humor, disbelief, and fatigue.

Rank (Share of top 50 headlines)	Theme
1 (34% of top 50 headlines)	Trump & Nat'l Politics
2 (26% of top 50 headlines)	Sherrill vs. Ciattarelli
3 (18% of top 50 headlines)	Party Tensions & Scandals
4 (12% of top 50 headlines)	Media & Culture Crossovers
5 (10% of top 50 headlines)	Infrastructure & Public Policy

- **Tone:** Competitive, skeptical, high-stakes
- **Focus:** Personality contrasts, electability, and debate dynamics
- **Key Lens:** *"Who truly represents NJ values - and can they win?"*
- **Framing:** Race as a character test rather than a policy debate, emphasizing relatability and authenticity.

What Family First Affluent Are Reading Around the Election/Politics

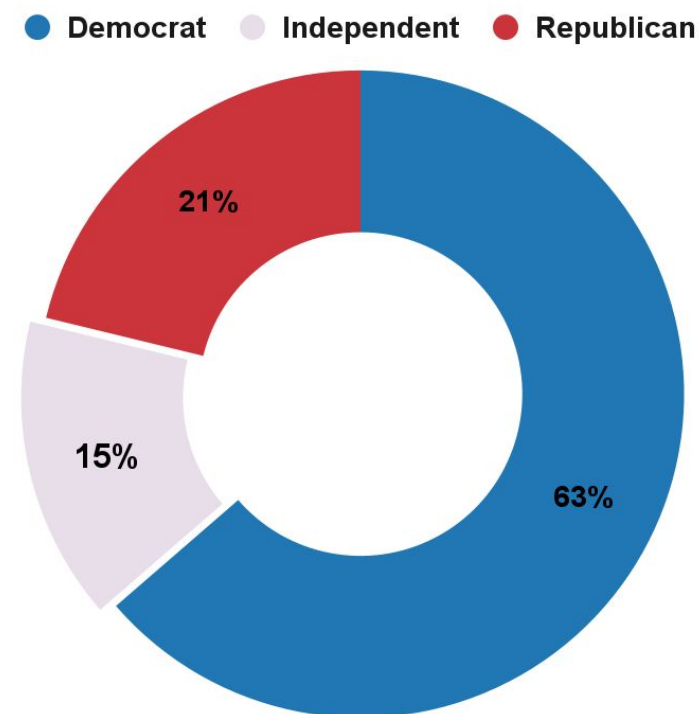
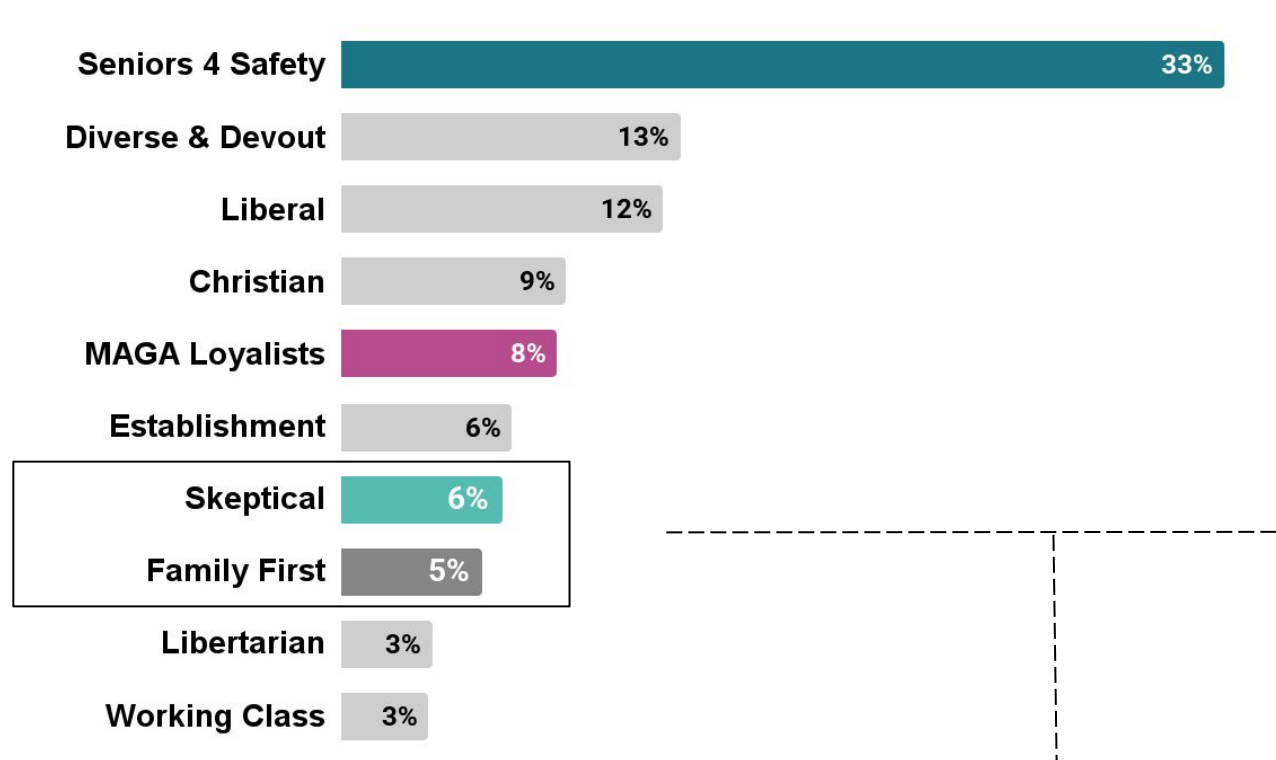
Family First Affluent

- **Tone:** Analytical, pragmatic, locally focused
- **Focus:** Competence, electability, and leadership temperament
- **Key Lens:** *“Who can govern effectively and protect NJ’s prosperity?”*
- **Framing:** The race is presented as a referendum on management and trust - emphasizing leadership style and decision-making under pressure. Leadership > partisanship.

Rank (Share of top 50 headlines)	Theme
1 (32% of top 50 headlines)	Sherrill vs. Ciattarelli
2 (26% of top 50 headlines)	Trump & Nat’l Politics
3 (18% of top 50 headlines)	Party Integrity & Scandal
4 (14% of top 50 headlines)	Infrastructure, Economy & Politics
5 (10% of top 50 headlines)	Pop Culture in Politics

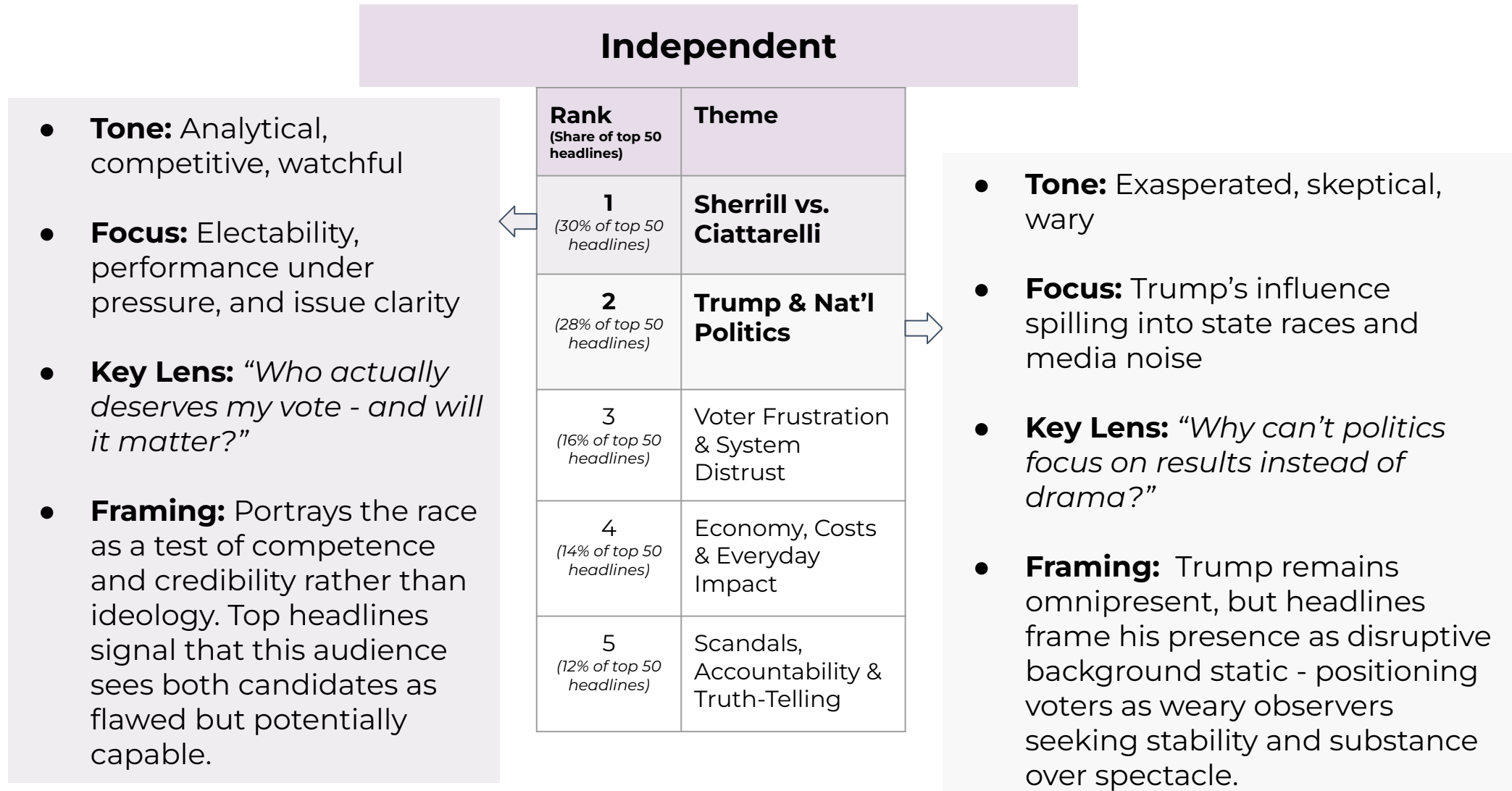
- **Tone:** Measured, skeptical, fatigued
- **Focus:** National controversies’ spillover into state politics
- **Key Lens:** *“How much chaos from Washington should NJ tolerate?”*
- **Framing:** Trump as destabilizing backdrop rather than the main act. His presence is contextualized as noise intruding on a state-level election.

465,399 ballots have already been cast through early or absentee voting in the NJ Gubernatorial Race.

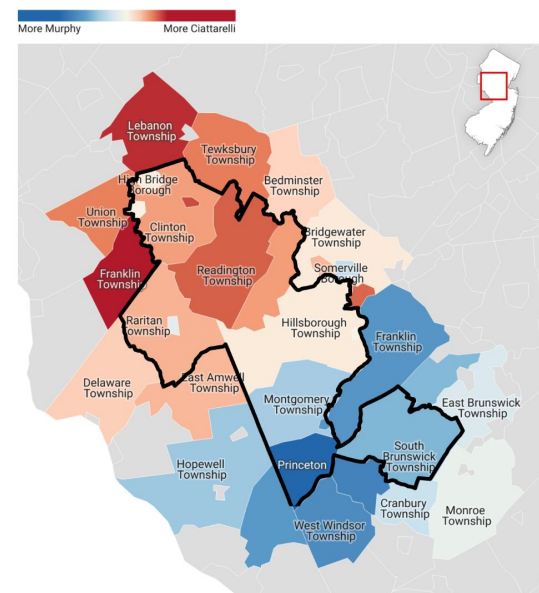
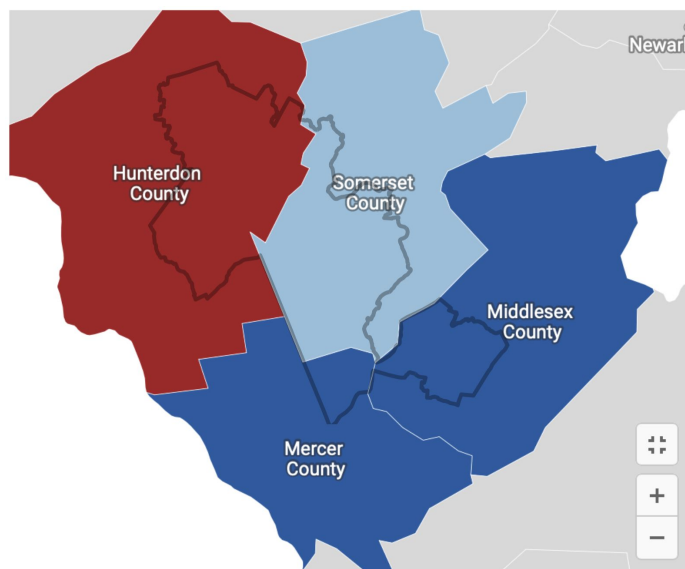


Independent audiences and non-partisan voters have been least active in early voting—creating an opportunity to engage and mobilize these groups before Election Day.

Over 500,000 ballots have been requested, but not returned in the NJ Gubernatorial Race - 28% are from Independents.



Total votes	Ciattarelli %	Murphy %	Margin
222,331	44.2%	55.0%	-11

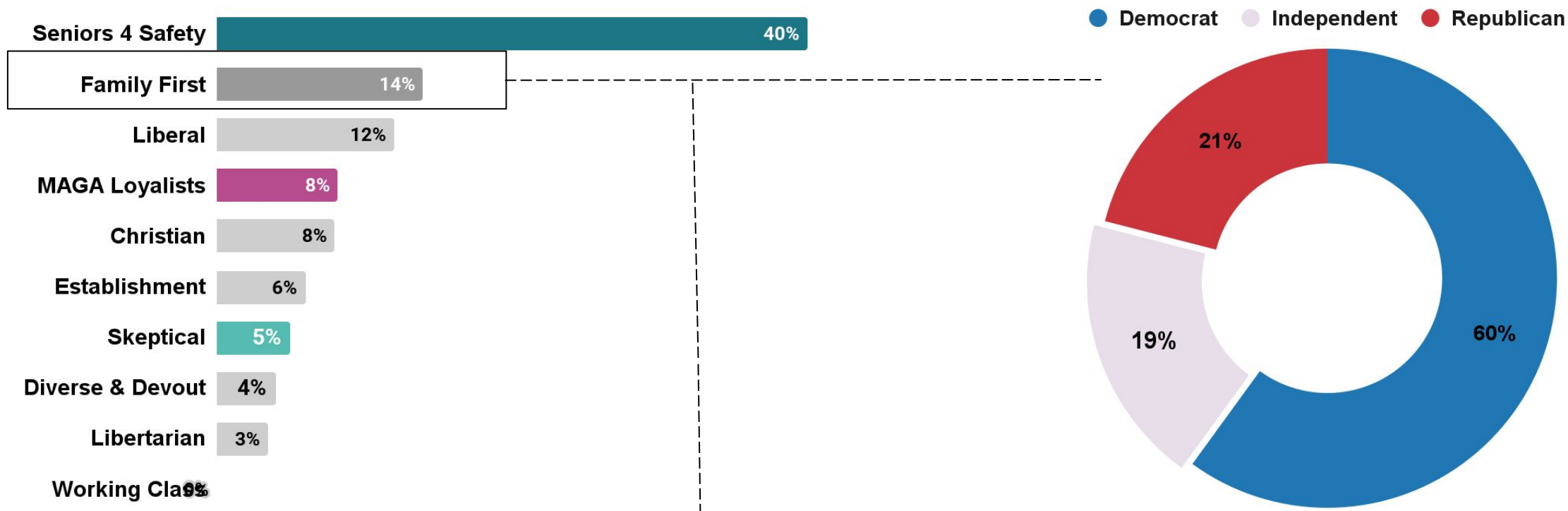


County	Total votes	Murphy %	Ciattarelli %	Margin
Hunterdon	56,784	40.2%	58.9%	19
Mercer	101,625	65.1%	34.1%	-31
Middlesex	208,758	55.7%	43.3%	-12
Somerset	113,672	51.5%	47.7%	-4

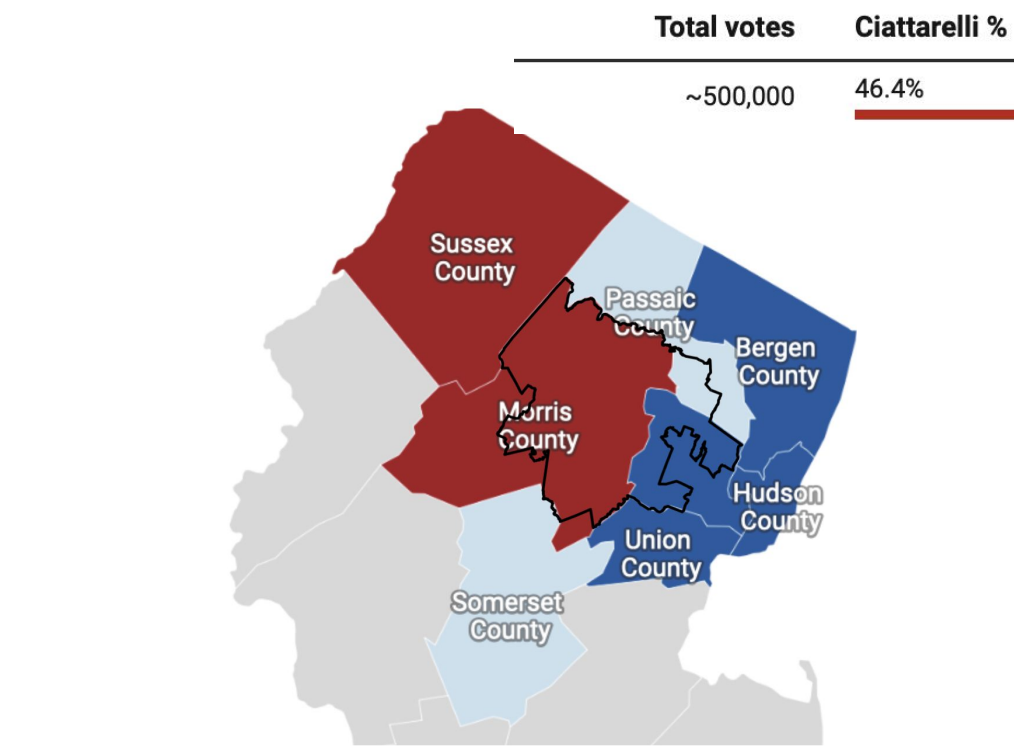
Quartile Summary of 2021 Gubernatorial Results in NJ's 16th Senate District

Quartile	# of municipalities	Total votes	Avg. Murphy %	Avg. Ciattarelli %	avg_margin
1	9	82,160	69.3%	29.8%	-39.6
2	9	85,739	52.9%	46.2%	-6.7
3	8	27,788	42.5%	55.5%	13.0
4	8	26,644	35.1%	64.1%	29.0

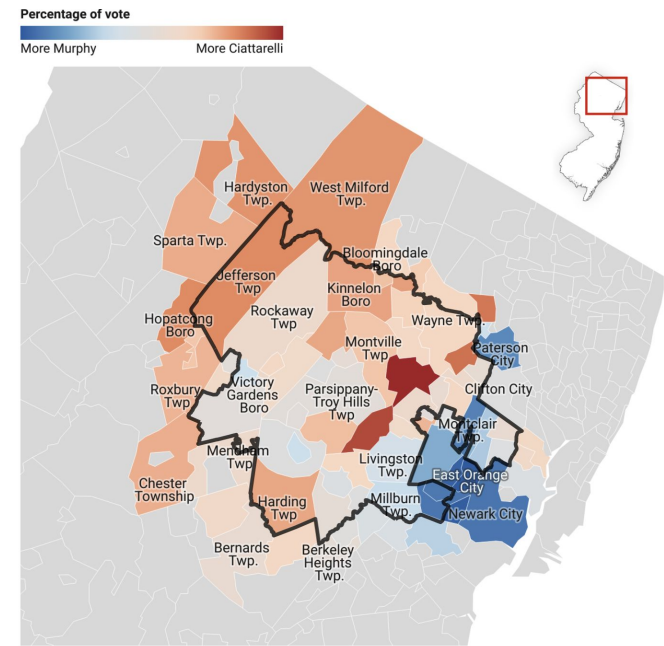
17,482 ballots have already been cast in SD16 through early or absentee voting in the NJ Gubernatorial Race.



The percentage of Family First Affluent early and absentee voters in SD16 is nearly three times the statewide turnout for this group.



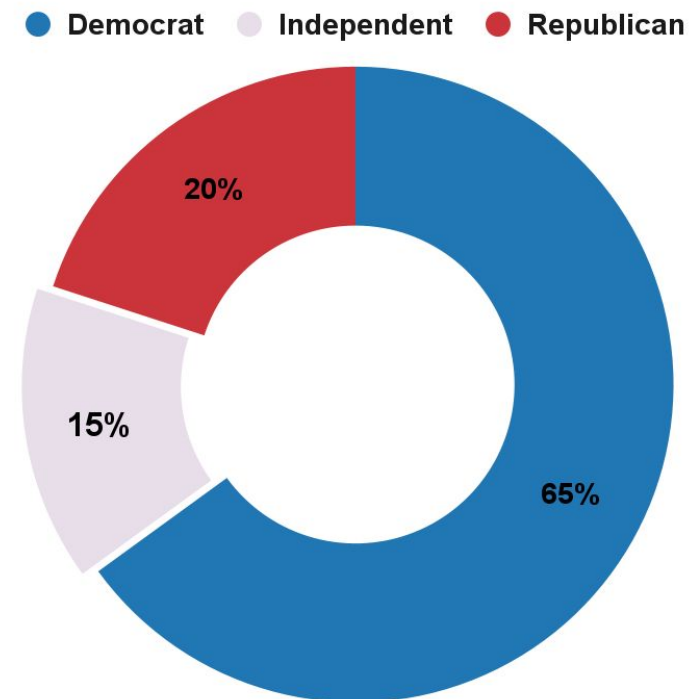
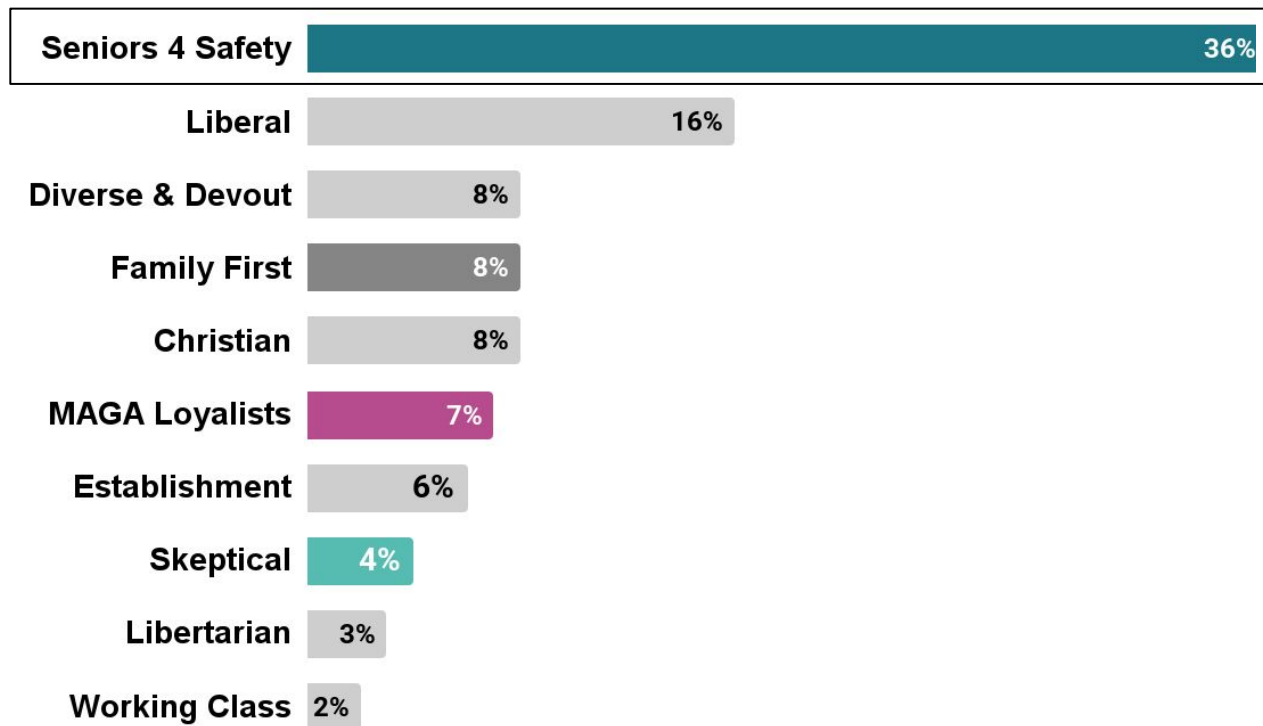
County	Total votes	Murphy %	Ciattarelli %	Margin
Bergen	276,350	52.5%	46.9%	-5.6
Essex	179,167	74.0%	25.4%	-48.5
Hudson	119,715	73.6%	25.4%	-48.1
Morris	185,923	44.1%	55.3%	11.2
Passaic	112,324	51.5%	47.7%	-3.8
Somerset	113,672	51.5%	47.7%	-3.8
Sussex	54,319	31.9%	66.8%	34.9
Union	136,318	61.6%	37.6%	-23.9



Quartile Summary of 2021 Gubernatorial Results in NJ’s 11th Congressional District

Quartile	# of municipalities	Total vote	Avg. Murphy %	Avg. Ciattarelli %	Avg. margin
1	20	187,180	76.0%	23.3%	-52.8
2	20	128,466	51.4%	47.9%	-3.5
3	20	109,097	42.9%	56.4%	13.5
4	20	92,651	34.1%	65.3%	31.2

41,127 have already been cast through early or absentee voting in CD11 in the NJ Gubernatorial Race.



The percentage of Seniors 4 Safety Net early and absentee voters in CD11 is three percentage points higher than the statewide turnout for this group.

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

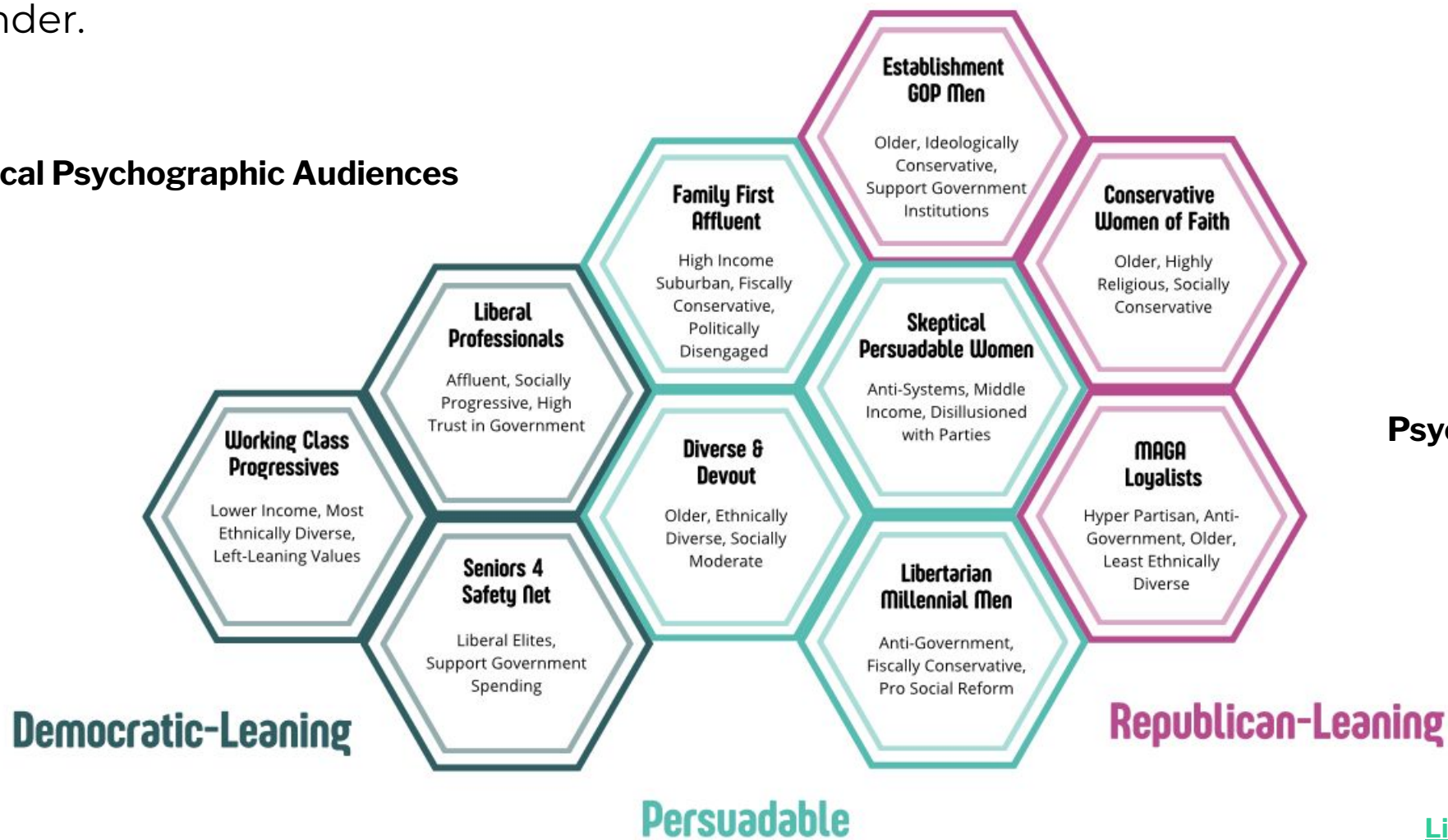
High School Students
Interest in Online Education
Interested in Graduate School
Interested in Vocational / Tech Schools
Interested in Higher Education
Education Sector Professionals

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.

