



The Swing Factor: NJ's Political Battlegrounds

September 10, 2025



Brent Johnson

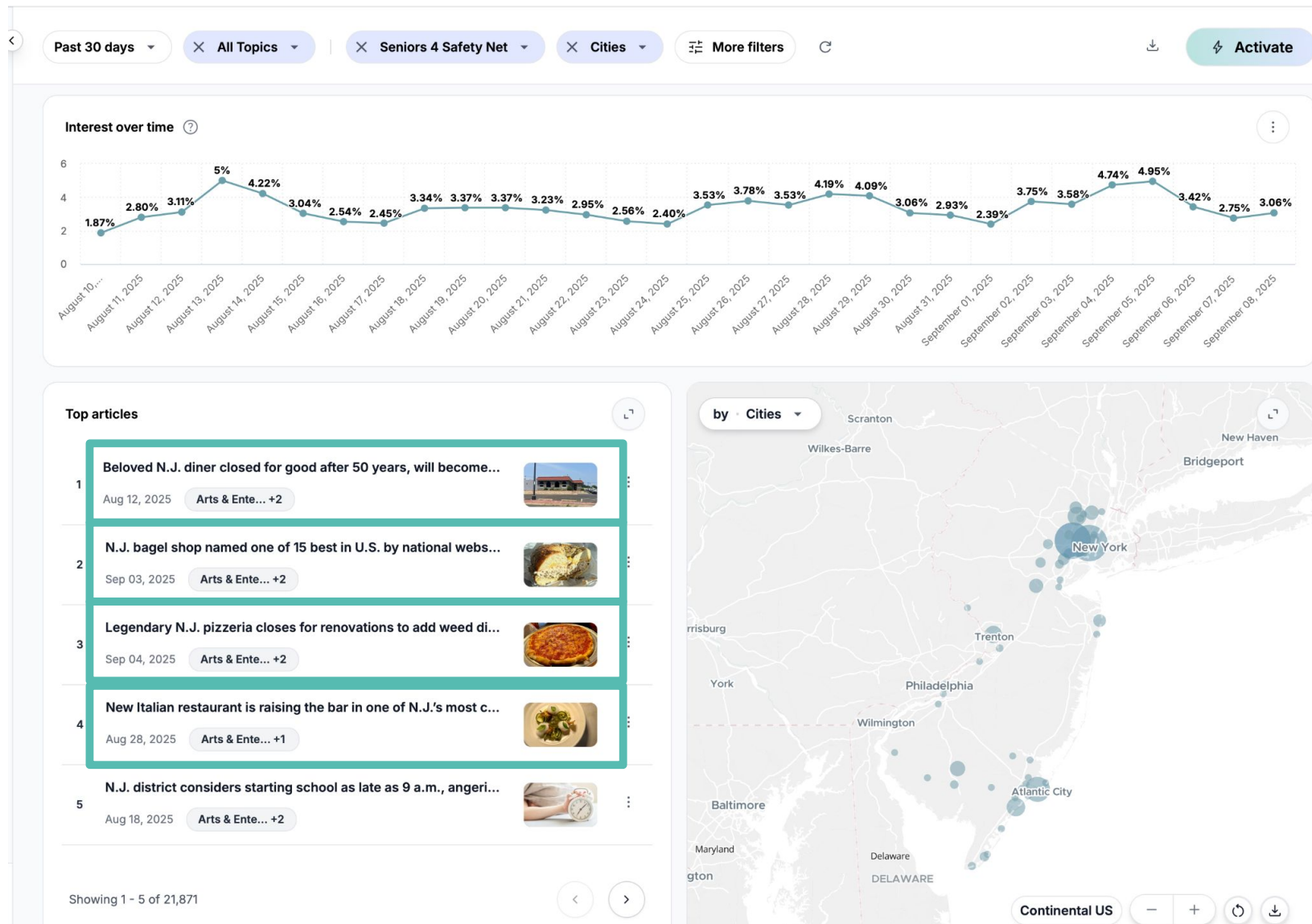
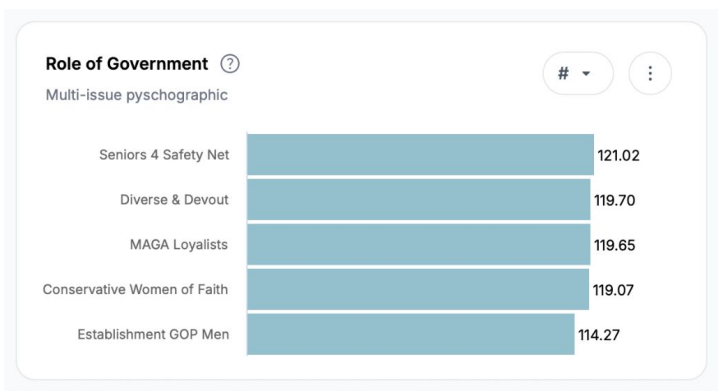
Political Reporter & Author of [NJ.com](#)'s newsletter,
"What Makes Jersey Run"



David Beattie

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

- **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**



What We Have Learned

JUNE 4

PRE PRIMARY

Behavior Insights

**Democrats who had not
returned Primary ballot
focused on school funding
and economic issues**

Top 5 Themes	Returned Ballot Democrats (n=145,998)	Theme Ranking (Share of Top 50 articles)	Requested Ballot Democrats (n=342,237)	Theme Ranking (Share of Top 50 articles)
Education & Curriculum	Continued attention to transgender policies, early childhood education, and teacher pay.	#4 (18% of top 50 headlines)	Strong interest in school funding, college access, and voucher debates.	#1 (26% of top 50 headlines)
Economic Issues	Emphasis on health care hikes, public union contracts, and wage data.	#3 (20% of top 50 headlines)	Focus on property taxes, housing affordability, and ANCHOR relief.	#2 (22% of top 50 headlines)
Rights & Democracy	Themes around justice, police overreach, and civil rights violations rise in engagement.	#2 (22% of top 50 headlines)	Readership driven by ballot access, reproductive rights, and GOP legal tactics.	#3 (20% of top 50 headlines)
Campaign Strategy & Polling	Stronger interest in outcomes, front-runners, and disruptive figures like Trump influencing the race.	#1 (24% of top 50 headlines)	Highly engaged with how candidates frame their platforms, respond in debates, and target key demographics.	#4 (18% of top 50 headlines)
News-Driven Interest	High attention to crime stories, boardwalk violence, and infrastructure failures.	#5 (16% of top 50 headlines)	Minor interest unless politically tied.	#5 (14% of top 50 headlines)

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

Home Districts Shape Campaigns

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**

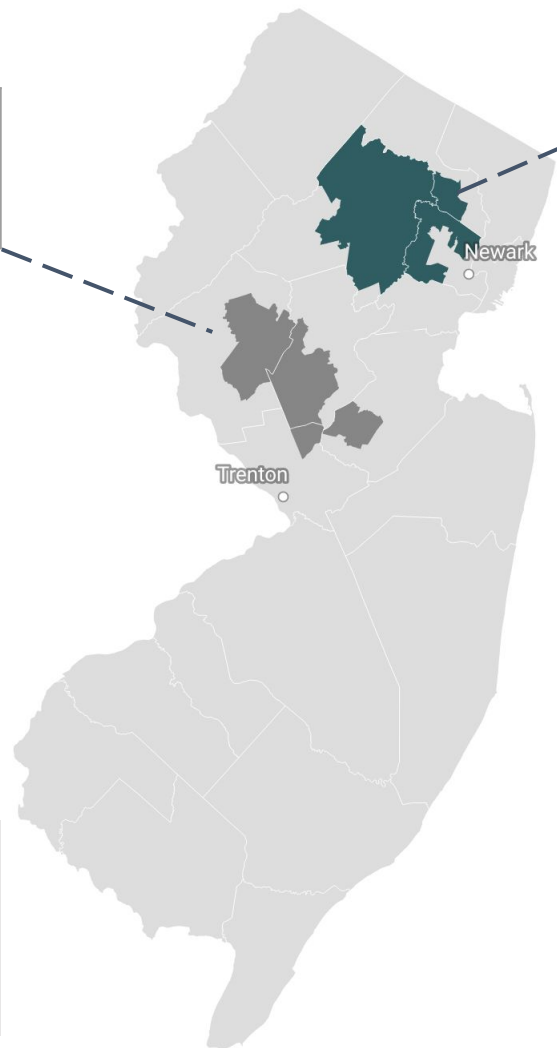
Family First Affluent

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



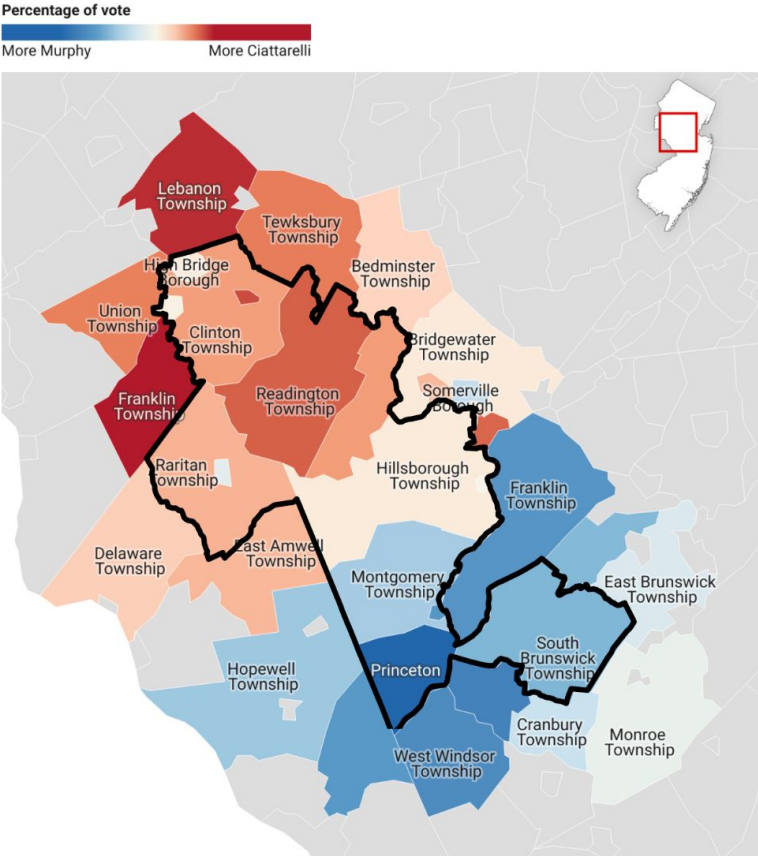
Family First Affluent is the largest audience in NJ SD 16, representing **22% of the electorate** - nearly **3x its statewide share (8%)** - and serving as a key benchmark for turnout strategy.

Role of Government Audiences	Voters in SD16	Share of all SD16 voters
Family First Affluent	35,736	22.0%
Seniors 4 Safety Net	24,538	15.0%
Liberal Professionals	19,351	12.0%
Libertarian Millennial Men	15,483	9.0%
Skeptical Persuadable Women	15,011	9.0%
MAGA Loyalists	12,341	8.0%
Christian Conservative Women	10,139	6.0%
Establishment GOP Men	10,294	6.0%
Diverse & Devout	4,240	3.0%
Working Class Progressives	2,502	2.0%

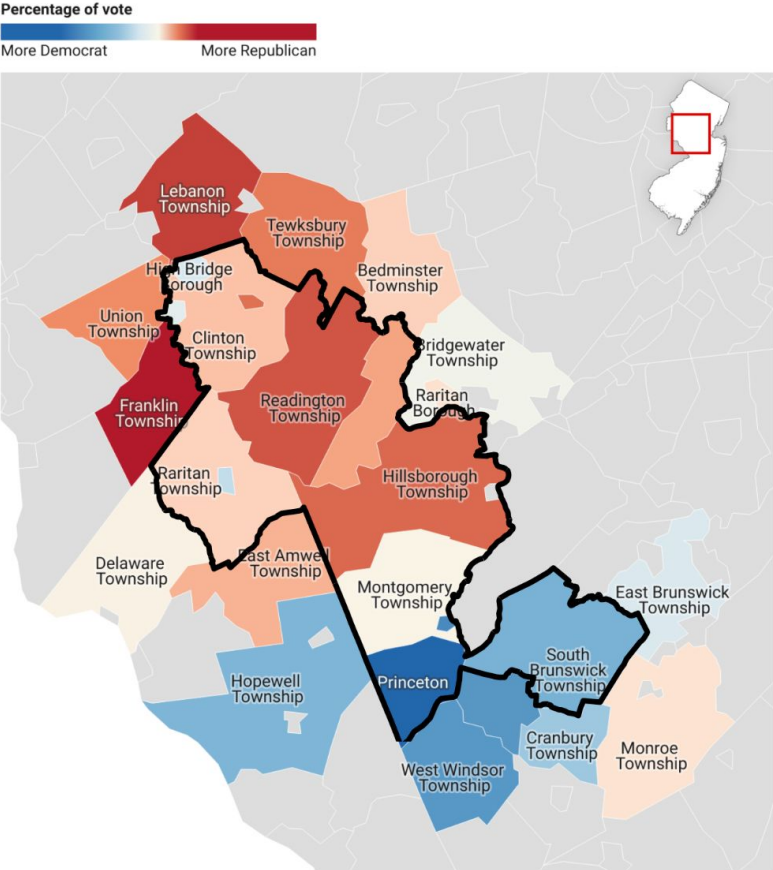


Family First Affluent (35,736 voters)	
Age	52% ages 40-64
Gender	61% Female
Ethnicity	38% European, 37% East and South Asian
Children	48%
Party Affiliation	58% Independent
Education	Highly Educated: 40% Bachelor's+, 20% Graduate+
Generation	41% Gen X
Income	77% \$150k+

2021 New Jersey gubernatorial race results in SD16



2024 New Jersey U.S. House CD7 and CD12 races results in SD16 municipalities



Municipality	2021 R votes	2021 Total votes	2021 R share	2024 R votes	2024 Total votes	2024 R share	Shift
Montgomery Township	2,995	7,951	37.7%	1,826	3,635	50.2%	12.6
Monroe Township	10,209	21,431	47.6%	2,022	3,889	52.0%	4.4
Plainsboro Township	1,239	4,887	25.4%	2,318	8,594	27.0%	1.6
Princeton	1,553	8,353	18.6%	2,450	12,324	19.9%	1.3

Municipality	2021 D votes	2021 Total votes	2021 D share	2024 D votes	2024 Total votes	2024 D share	Shift
Lebanon Borough	223	660	33.8%	422	1,007	41.9%	8.1
High Bridge Borough	707	1,525	46.4%	1,123	2,120	53.0%	6.6
Lebanon Township	898	2,843	31.6%	1,463	3,868	37.8%	6.2
Union Township	736	1,988	37.0%	1,241	2,912	42.6%	5.6
Clinton Township	2,240	5,613	39.9%	3,442	7,603	45.3%	5.4
Delaware Township	1,050	2,415	43.5%	1,511	3,120	48.4%	5.0
Tewksbury Township	1,082	2,902	37.3%	1,687	3,997	42.2%	4.9
Readington Township	2,663	7,593	35.1%	4,177	10,530	39.7%	4.6

Overall SD 16 Readership:
Pre vs Post Gubernatorial Primary

Topic	Pre-primary count	Pre-primary percent	Post-primary count	Post-primary percent	Change
Arts & Entertainment	11,253	8.8%	13,789	9.7%	22.5%
Business & Finance	17,133	13.4%	18,516	13.0%	8.1%
Consumers & Brands	6,407	5.0%	9,958	7.0%	55.4%
Jobs & Education	10,510	8.2%	8,592	6.0%	-18.3%
Law & Government	11,819	9.3%	13,870	9.7%	17.4%
Lifestyle & Culture	13,685	10.7%	14,127	9.9%	3.2%
Technology & Innovation	3,386	2.7%	3,365	2.4%	-0.6%
News	20,445	16.0%	24,898	17.4%	21.8%
Politics	10,854	8.5%	9,454	6.6%	-12.9%
Sports	10,144	8.0%	11,620	8.1%	14.6%
Travel & Transportation	8,866	7.0%	9,394	6.6%	6.0%

Family First Affluent SD 16 Readership:
Pre vs Post Gubernatorial Primary

Topic	Pre-primary count	Pre-primary percent	Post-primary count	Post-primary percent	Change
Arts & Entertainment	1,069	8.9%	1,087	9.7%	1.7%
Business & Finance	1,600	13.3%	1,457	12.9%	-8.9%
Consumers & Brands	577	4.8%	766	6.8%	32.8%
Jobs & Education	1,005	8.3%	691	6.1%	-31.2%
Law & Government	1,087	9.0%	1,065	9.5%	-2.0%
Lifestyle & Culture	1,270	10.5%	1,137	10.1%	-10.5%
Technology & Innovation	355	2.9%	256	2.3%	-27.9%
News	1,947	16.1%	2,007	17.8%	3.1%
Politics	1,001	8.3%	748	6.6%	-25.3%
Sports	1,070	8.9%	958	8.5%	-10.5%
Travel & Transportation	803	6.7%	706	6.3%	-12.1%

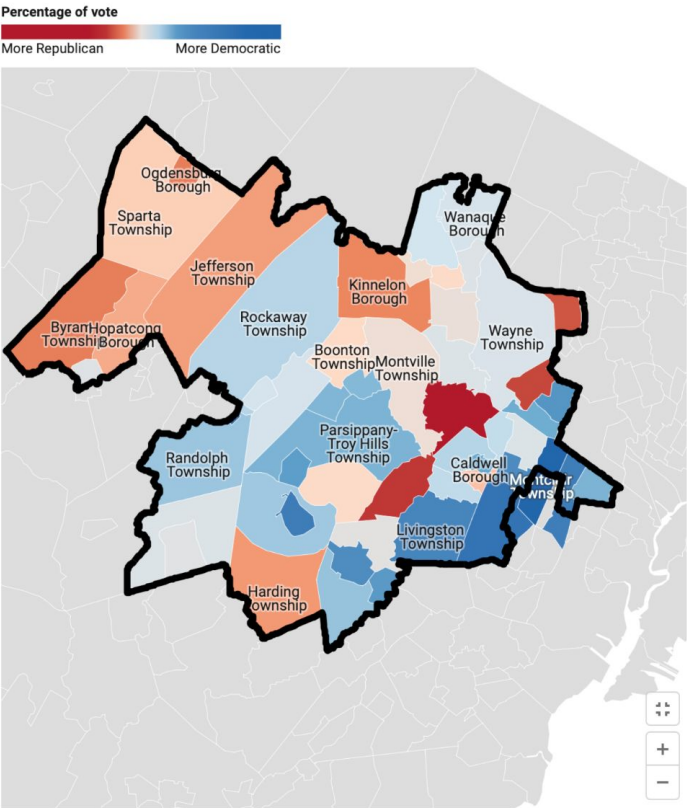
Seniors 4 Safety Net make up just 13.7% of registered voters in CD11, yet **drove 43.8% of 2025 Democratic Gubernatorial Primary turnout** - overperforming their registration share by more than 3x.

Role of Government Audiences	Primary voters	Share of primary voters
Seniors 4 Safety Net	35,551	43.8%
Liberal Professionals	21,238	26.2%
Diverse & Devout	7,711	9.5%
Family First Affluent	4,092	5.0%
Skeptical Persuadable Women	3,796	4.7%
Working Class Progressives	3,626	4.5%
Libertarian Millennial Men	1,685	2.1%
Establishment GOP Men	1,639	2.0%
MAGA Loyalists	1,042	1.3%
Christian Conservative Women	751	0.9%

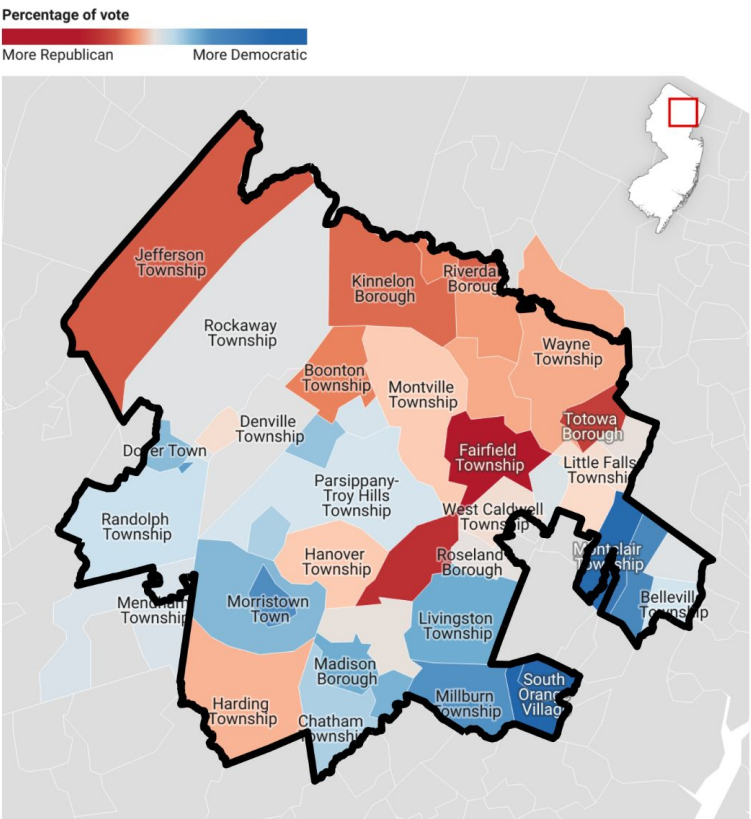


Seniors for Safety Net (69,563 voters)	
Age	94% ages 50+
Gender	60% Female
Ethnicity	65% European
Children	37%
Party Affiliation	88% Independent
Education	Highly Educated: 37% Bachelor's+, 26% Graduate+
Generation	59% Baby Boomers
Income	62% \$150k+

2018 New Jersey U.S. House District 11 race results



2024 New Jersey U.S. House District 11 race results



Municipality	2018 R votes	2018 Total votes	2018 R share	2024 R votes	2024 Total votes	2024 R share	Shift
Victory Gardens Borough	50	290	17.2%	96	321	29.9%	12.7
Woodland Park Borough	1,753	4,896	35.8%	2,827	6,188	45.7%	9.9
Little Falls Township	1,938	5,021	38.6%	2,965	6,122	48.4%	9.8
Nutley Township	4,410	11,286	39.1%	6,896	14,661	47.0%	8.0
Lincoln Park Borough	1,894	4,073	46.5%	2,834	5,263	53.8%	7.4
West Caldwell Township	2,339	5,474	42.7%	3,263	6,573	49.6%	6.9
Wayne Township	10,224	22,071	46.3%	11,276	21,299	52.9%	6.6
Fairfield Township	1,964	3,083	63.7%	3,300	4,698	70.2%	6.5
East Hanover Township	3,313	5,409	61.3%	4,497	6,634	67.8%	6.5
Morristown Town	1,562	6,281	24.9%	2,370	7,615	31.1%	6.3
Butler Borough	1,497	2,966	50.5%	2,247	3,969	56.6%	6.1

Municipality	2018 D votes	2018 Total votes	2018 D share	2024 D votes	2024 Total votes	2024 D share	Shift
Morris Township	1,759	3,066	57.4%	8,592	13,960	61.6%	4.2
Mountain Lakes Borough	1,292	2,178	59.3%	1,574	2,624	60.0%	0.7
Mendham Township	1,658	3,187	52.0%	296	566	52.3%	0.3

Overall CD 11 Readership: Pre vs Post Gubernatorial Primary

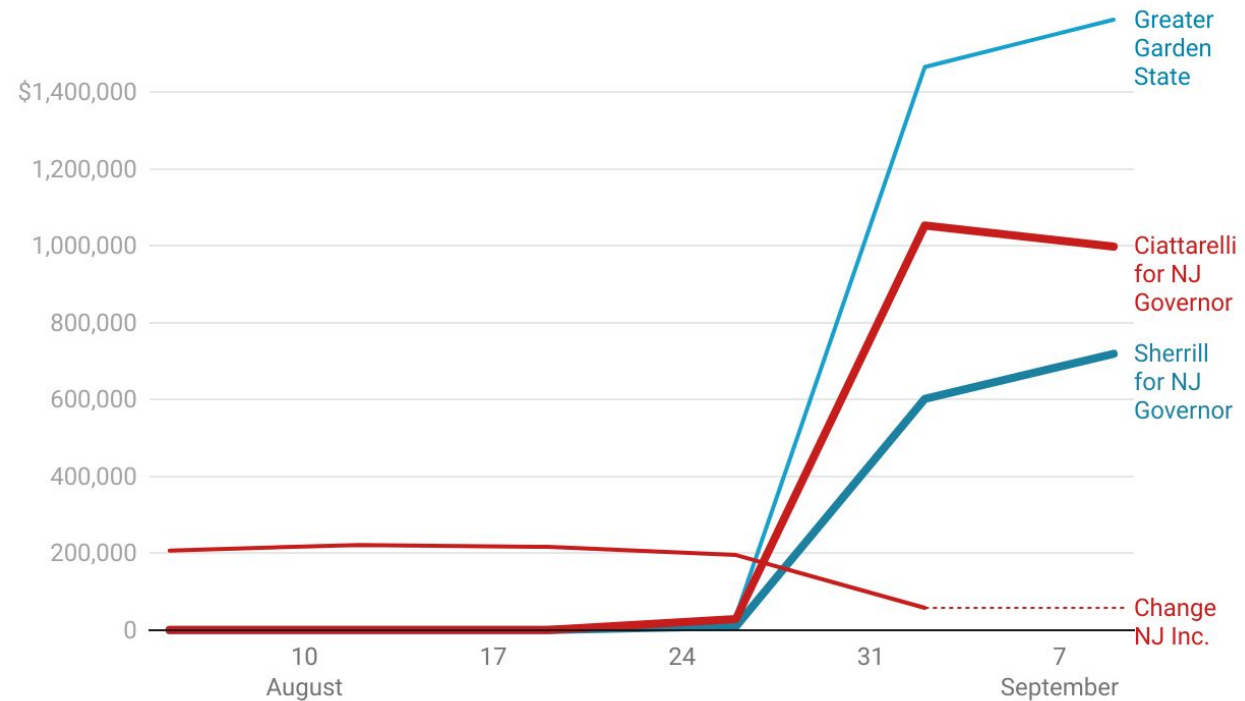
Topic	Pre-primary count	Pre-primary percent	Post-primary count	Post-primary percent	Change
Arts & Entertainment	54,485	9.3%	64,533	10.0%	18.4%
Business & Finance	77,621	13.3%	81,444	12.7%	4.9%
Consumers & Brands	29,919	5.1%	47,722	7.4%	59.5%
Jobs & Education	48,363	8.3%	39,960	6.2%	-17.4%
Law & Government	53,496	9.2%	63,502	9.9%	18.7%
Lifestyle & Culture	63,225	10.8%	63,413	9.9%	0.3%
Technology & Innovation	15,644	2.7%	15,139	2.4%	-3.2%
News	91,084	15.6%	110,070	17.1%	20.8%
Politics	46,717	8.0%	40,506	6.3%	-13.3%
Sports	47,708	8.2%	52,941	8.2%	11.0%
Travel & Transportation	41,167	7.0%	42,399	6.6%	3.0%

Seniors for Safety Net CD 11 Readership: Pre vs Post Gubernatorial Primary

Topic	Pre-primary count	Pre-primary percent	Post-primary count	Post-primary percent	Change
Arts & Entertainment	7,802	9.3%	8,991	10.6%	15.2%
Business & Finance	11,293	13.4%	10,783	12.7%	-4.5%
Consumers & Brands	4,482	5.3%	6,816	8.0%	52.1%
Jobs & Education	6,779	8.1%	5,237	6.2%	-22.8%
Law & Government	7,495	8.9%	7,809	9.2%	4.2%
Lifestyle & Culture	9,071	10.8%	8,318	9.8%	-8.3%
Technology & Innovation	2,289	2.7%	1,923	2.3%	-16.0%
News	13,205	15.7%	14,495	17.1%	9.8%
Politics	7,229	8.6%	5,688	6.7%	-21.3%
Sports	6,628	7.9%	6,717	7.9%	1.3%
Travel & Transportation	5,861	7.0%	5,281	6.2%	-9.9%



Estimated spending in last 30 days of top advertisers in 2025 New Jersey gubernatorial race



Totals

\$2,757,663

\$1,855,217

\$1,190,847

\$899,613

Totals: 8/10 to 9/14/2025

Spending totals by party since 8/10

D \$4,073,914

R \$2,671,875



Ciattarelli for NJ Governor
9/2 - 9/5
\$500,473
297 airings



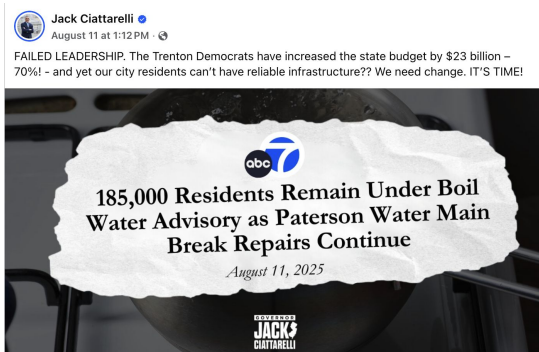
Greater Garden State
9/3 - 9/5
\$340,362*
187 airings



Change NJ, Inc.
8/13 - 9/5
\$34,057
Digital



Sherrill for NJ Governor
9/3 - 9/5
\$212,533
185 airings



Ciattarelli for NJ Governor
8/1 - 8/15
\$438
Digital

**Greater Garden State has \$16.1m in future reservations through election day*

Appendix:

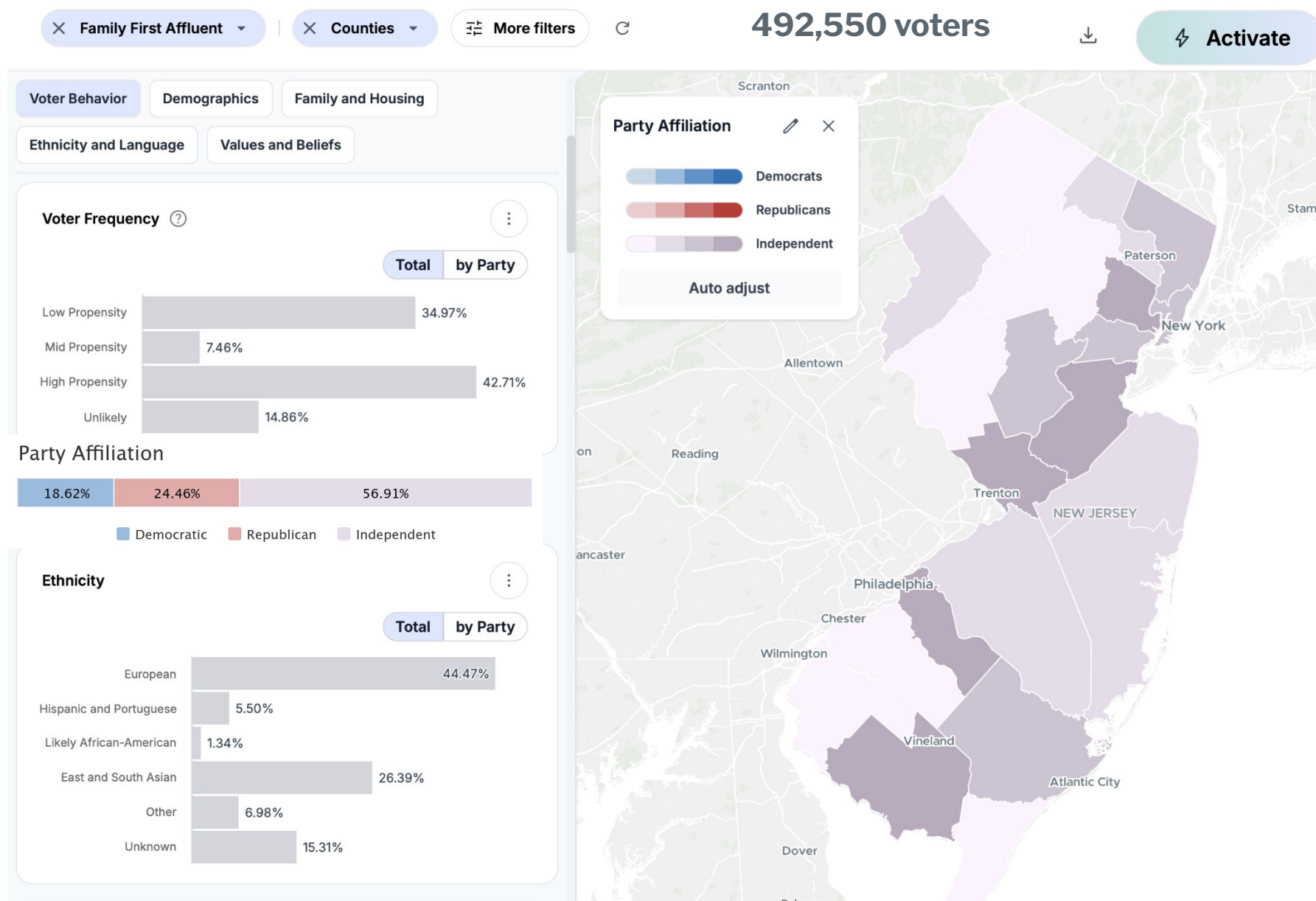
See the following slides for additional information on **CinqDI**, including our **methodology, data sources, and how and where data is pulled** to support our insights.



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.

- 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



**120+ Unique
Audiences**

**Enhanced File
With Voter
Information**

**Downloadable
Tables**

**Real Time
Summary of The
Audience**

Family First Affluent | Counties | More filters

Voter Behavior

Demographics

Family and Housing

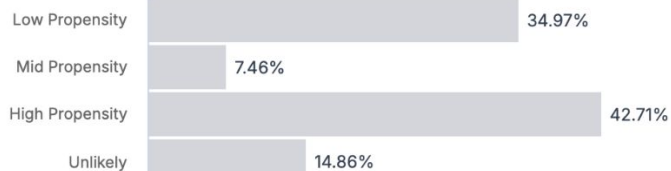
Ethnicity and Language

Values and Beliefs

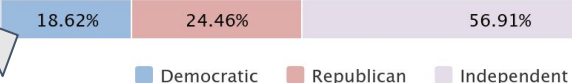
**Advanced
Filters**

Voter Frequency ?

Total | by Party

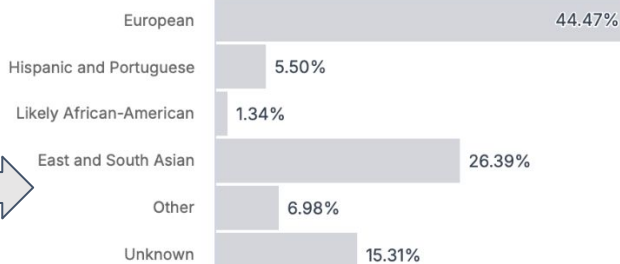


Party Affiliation



Ethnicity

Total | by Party



Audience size

Party Affiliation



Auto adjust

Select Display

Visualize Data

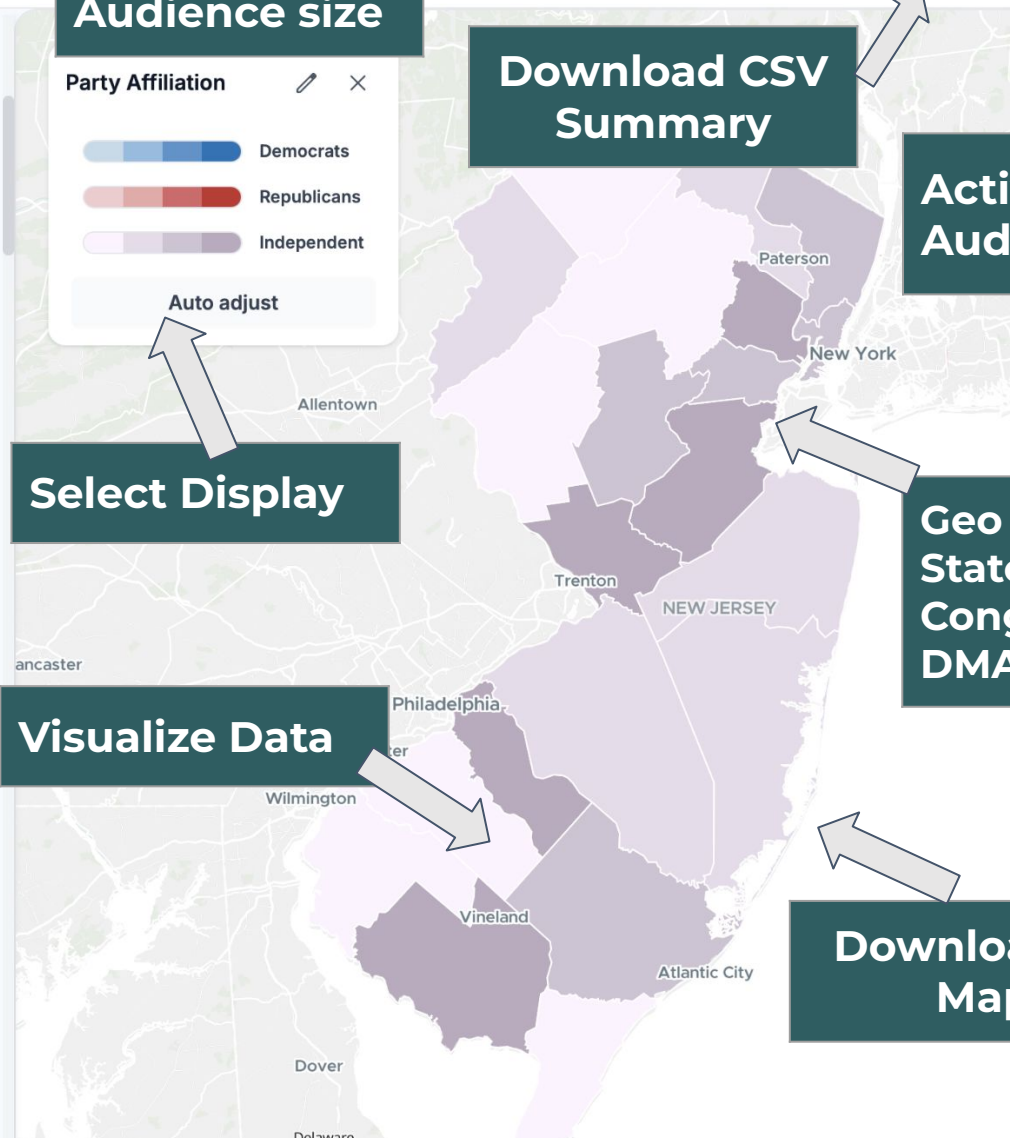
492,550 voters

**Download CSV
Summary**

**Activate
Audience**

**Geo Views:
State, County,
Congress, Leg.
DMA, MSA**

**Downloadable
Maps**



Reader Engagement = Behavior Insights

Issue Concerns

Adjust Time Frame

Top Articles

Indexed For Comparison

Behavior By Audience

Audience Engagement

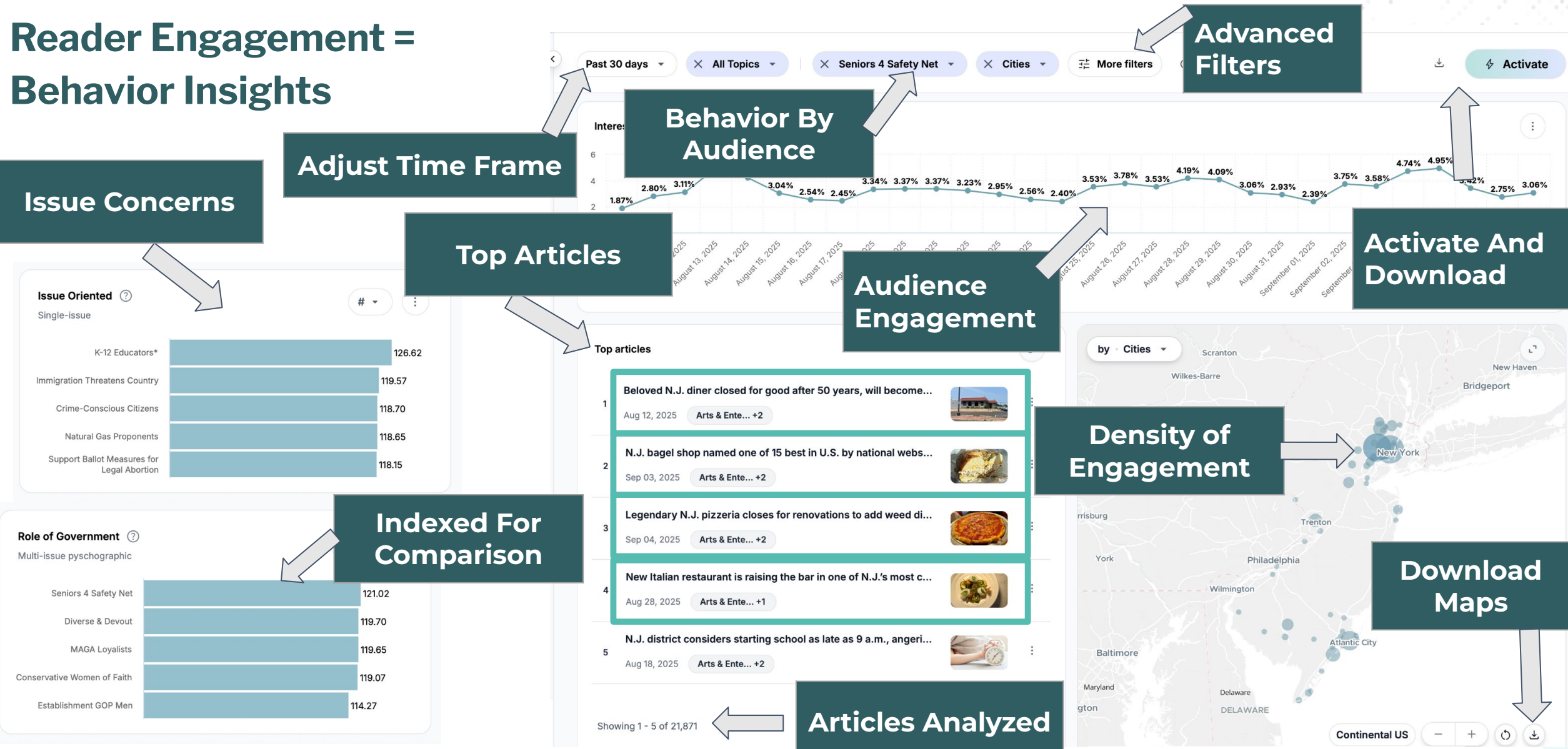
Advanced Filters

Activate And Download

Density of Engagement

Download Maps

Articles Analyzed



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.

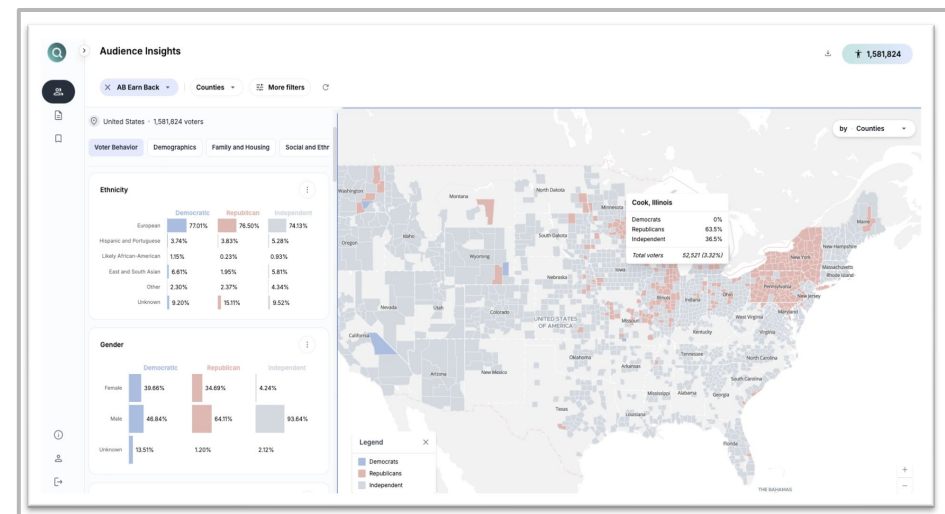
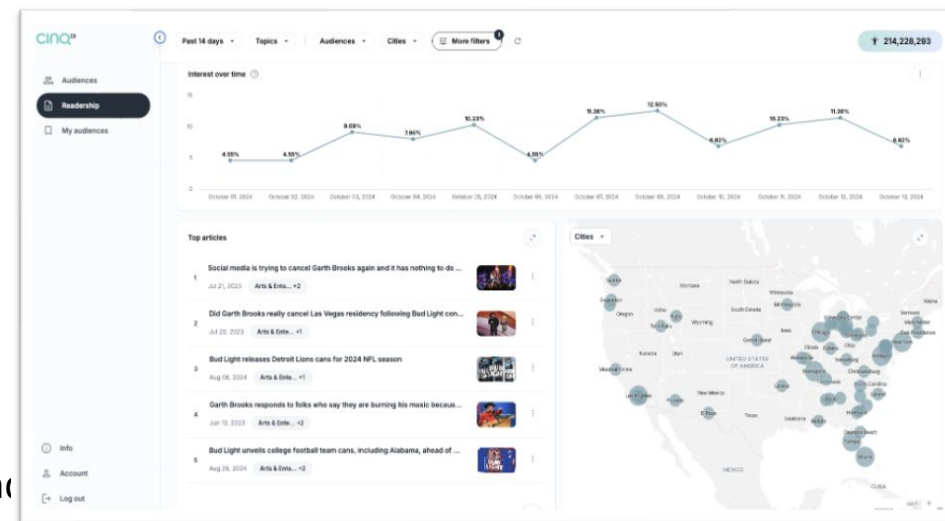
Real Engagement Data

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

Persona-Based Targeting

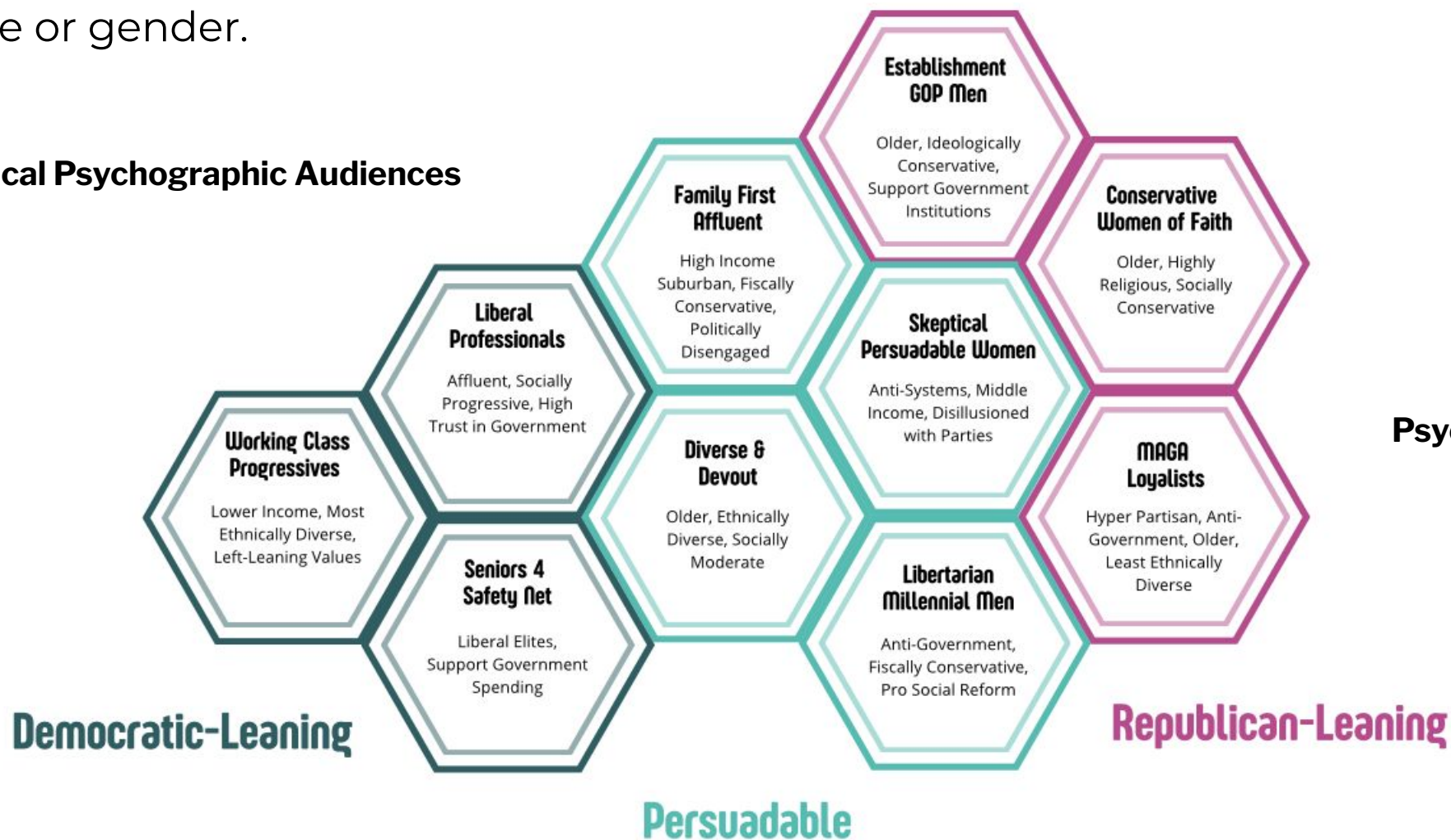
Reach unexpected, high-value audience segments through behavioral personas—not just demographics.

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



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

Education, income and family attitudes, this allows targeting of likely parents of students, those seeking continuing education and university donors.

Education Psychographic Audiences

