



DrumBeat: Data and Expert Insights on the NJ Governor's Race

June 4, 2025





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newsletter, "What Makes New Jersey Run"



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[CinqDI](#) leverages first-party contextual publisher data, polling research, and voter file data to develop behavior based models and provide audience motivation based on behavior and engagement.

Publisher data, including [NJ.com](#), was anonymously matched by CinqDI to the voter file to gain insights into the issue engagement of primary voters for analysis.

Voters who requested mail ballots in this years Democratic and Republican Primary in New Jersey have been segmented into those who have returned ballots and those who have requested, but not returned ballots by May 27th.

Analyzed online news engagement of Democratic and Republican Primary voters in New Jersey between April 29th and May 27th.

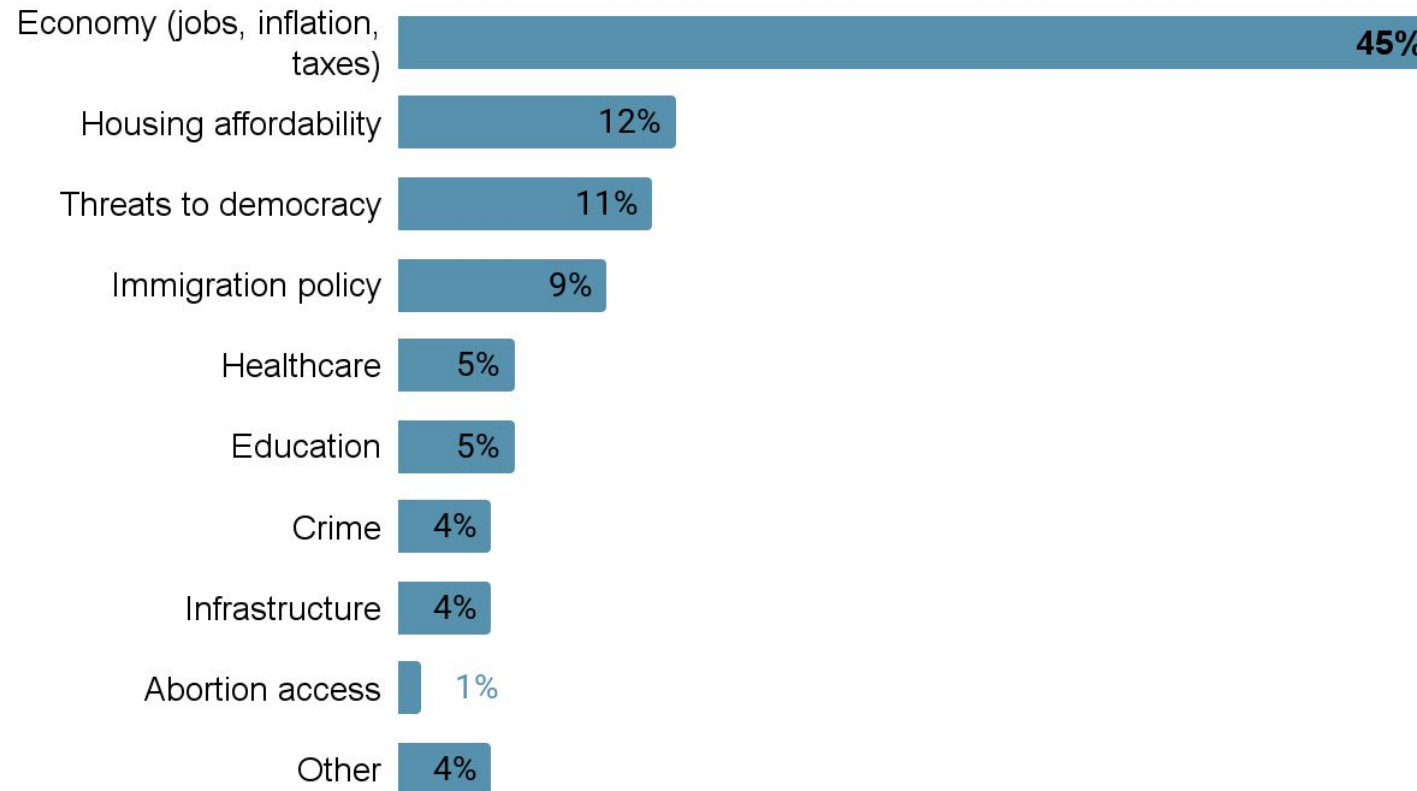
Top 5 Themes	Returned Ballot Republicans (n=48,777)	Theme Ranking (Share of Top 50 articles)	Requested Ballot Republicans (n=112,718)	Theme Ranking (Share of Top 50 articles)
Crime & Public Safety	Continued attention to murder investigations, child abuse cases, and police accountability lawsuits.	#1 (28% of top 50 headlines)	Heightened concern about violent incidents, boardwalk disturbances, fatal crashes, and law enforcement misconduct.	#1 (48% of top 50 headlines)
Education & Schools	Focus on teacher salary transparency, university leadership changes, and school oversight failures.	#3 (13% of top 50 headlines)	Strong interest in university mergers, transgender policy changes, and teacher misconduct cases.	#2 (15% of top 50 headlines)
Economic Concerns	Emphasis on healthcare premium hikes, wage negotiations, and real estate market pressures.	#2 (25% of top 50 headlines)	Concern about airline bankruptcies, healthcare cost increases, and property rights disputes.	#3 (13% of top 50 headlines)
Infrastructure & Weather	Limited interest in road closures and union contract negotiations.	#5 (5% of top 50 headlines)	High engagement with sinkhole emergencies, severe weather events, and transit labor disputes.	#4 (10% of top 50 headlines)
Local & National Politics	Stronger interest in MAGA criticism, polling data, and political figure controversies.	#4 (10% of top 50 headlines)	Readership driven by anti-Trump incidents, presidential controversies, and gubernatorial race dynamics.	#5 (8% of top 50 headlines)

Returned-ballot NJ Dems are more reactive to real-time news vs. Requested-ballot Dems who are likely to be issue-motivated in their readership behavior

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)

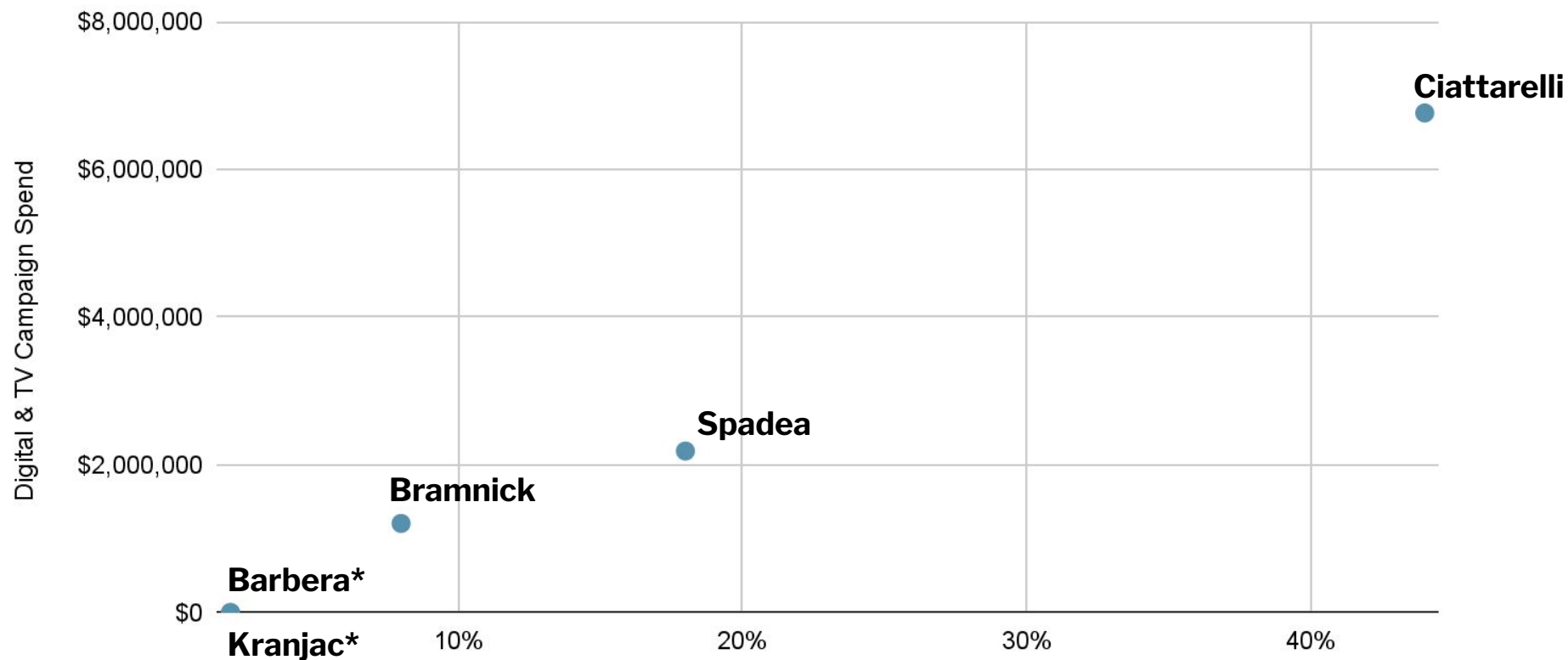
Education Absent from Top 5 Issues Facing NJ, According to Recent Emerson Poll

What do you think is the most important issue facing New Jersey?



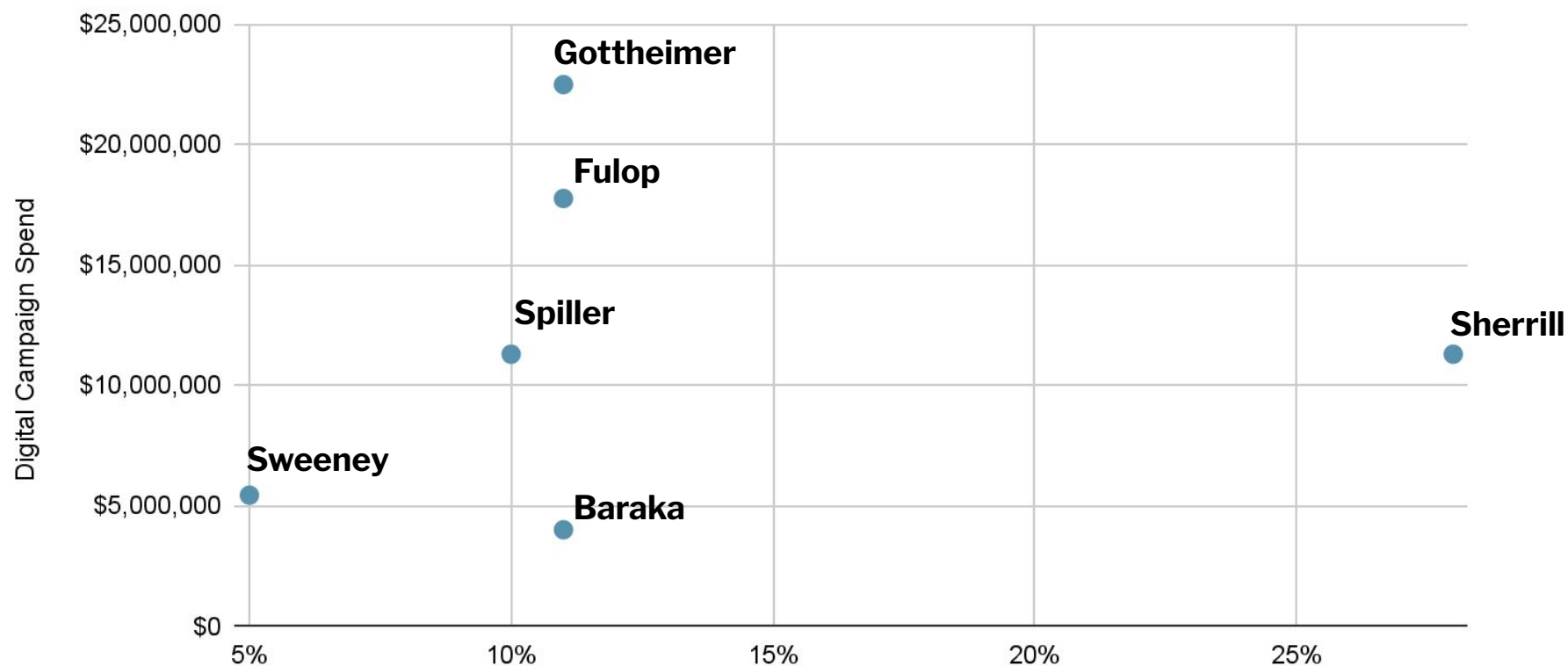
New Jersey Registered Voters, May 11-13, 2025, MMS/IVR/Online, n=1,000, +/- 3%

May 2025 New Jersey Poll (Republican Primary Voters) vs. Candidate Digital & TV Campaign Spend



In the June 2025 Republican Primary for Governor, who do you support at this time?

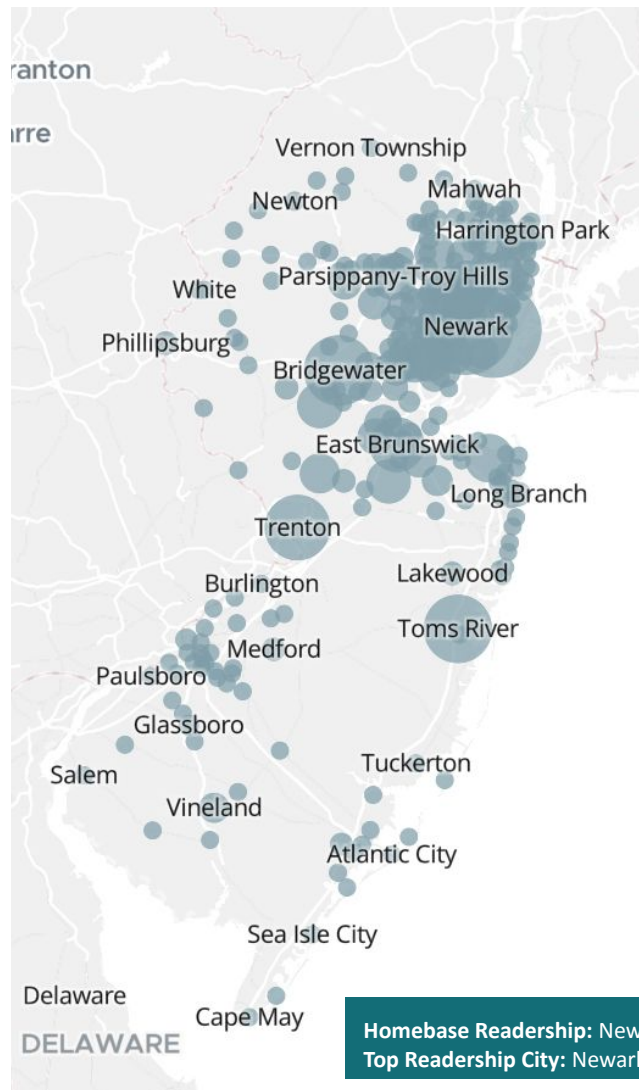
May 2025 New Jersey Poll (Democratic Primary Voters) vs. Candidate Digital & TV Campaign Spend



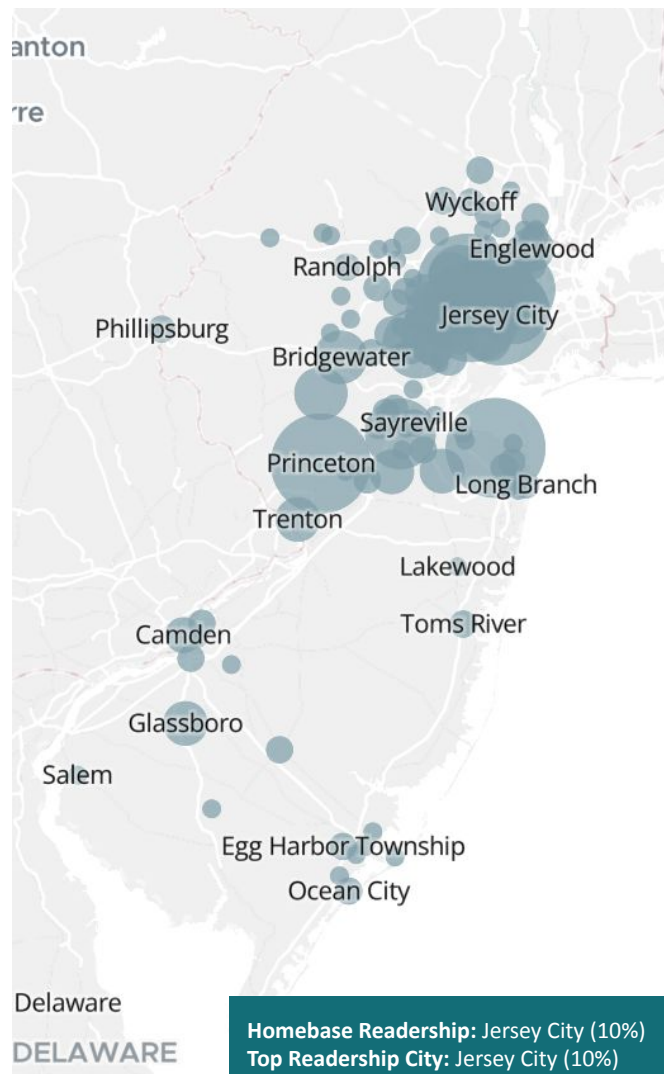
In the June 2025 Democratic Primary for Governor, who do you support at this time?

Democratic Candidates Geographic Readership Past 30 Days (Candidates Names Used as Search Terms)

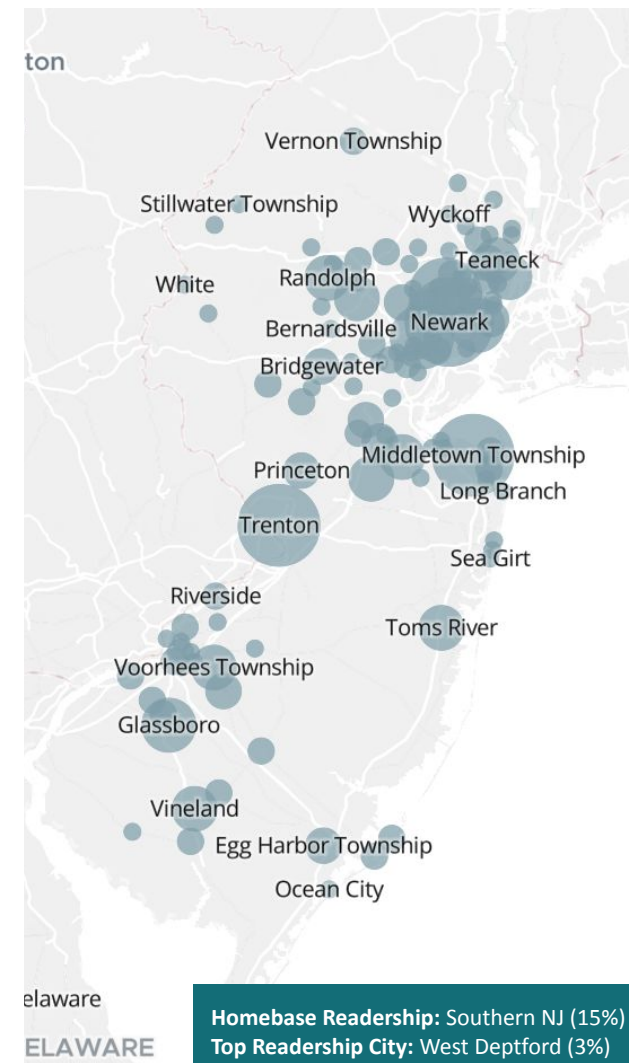
Baraka



Fulop

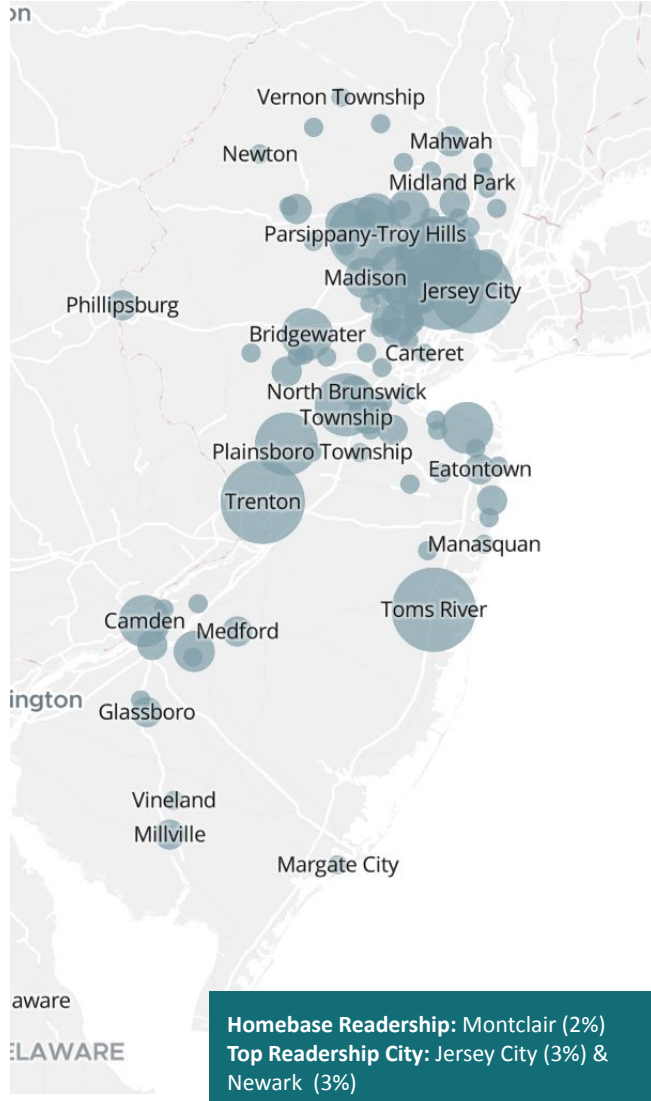


Sweeney

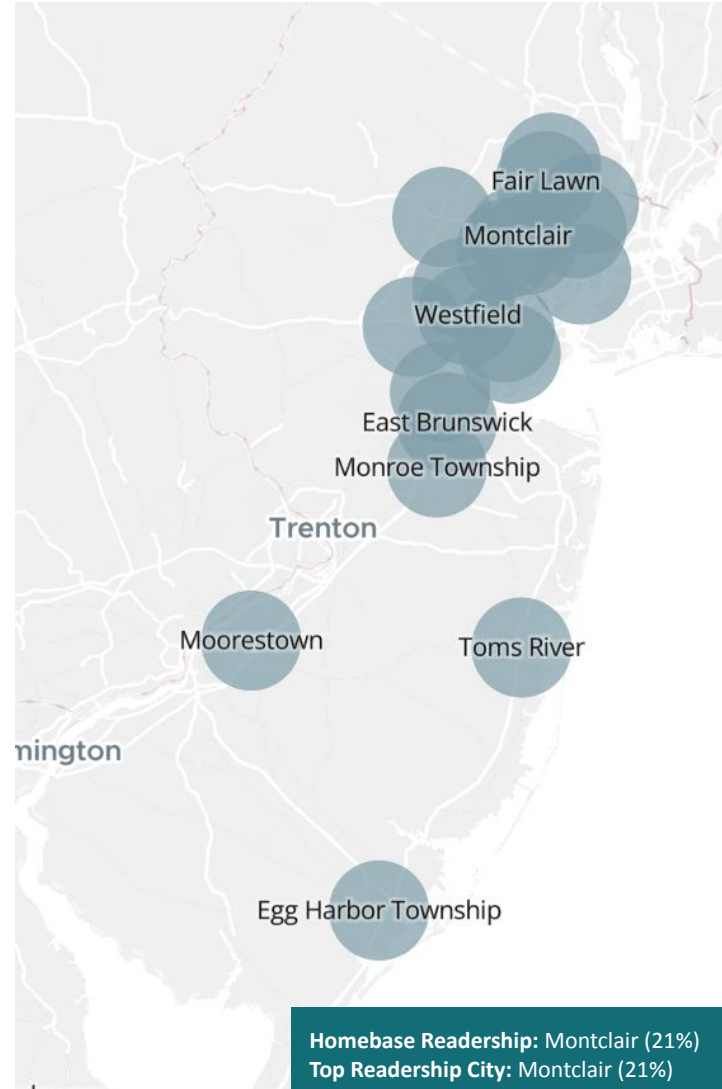


Democratic Candidates Geographic Readership Past 30 Days (Candidates Names Used as Search Terms)

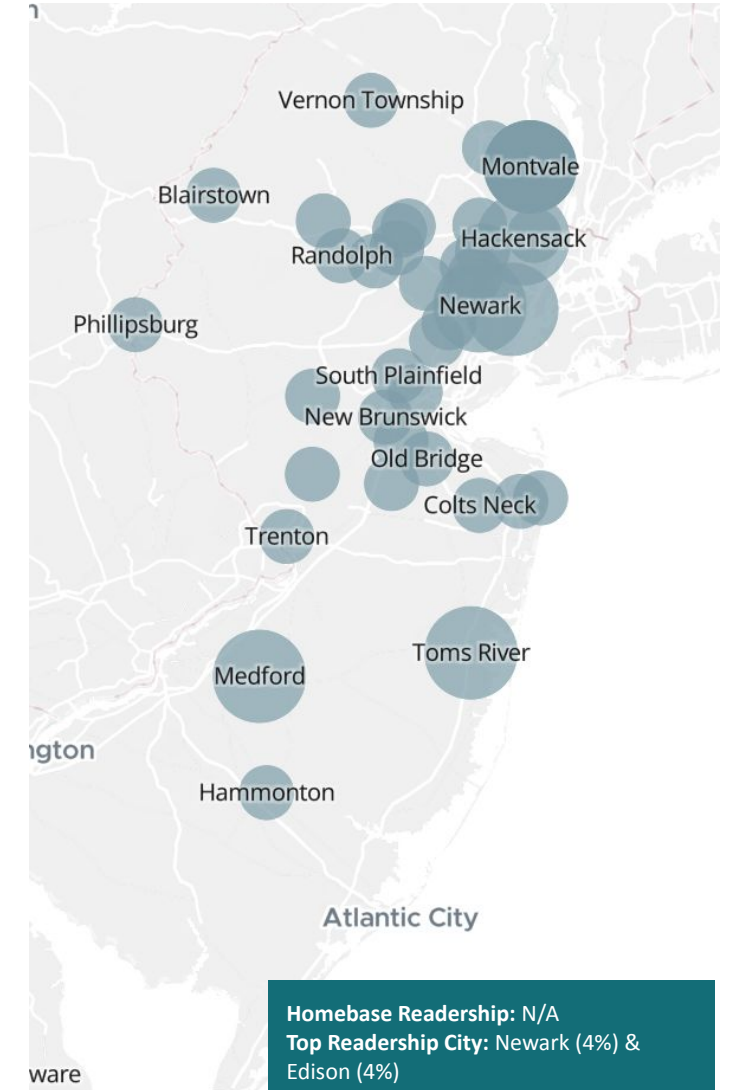
Sherrill



Spiller



Gottheimer



New Jersey primary voters, regardless of party, are more focused on local, day-to-day concerns than partisan national issues

Top 5 Themes	Democratic Primary Voters (n=1,560,211)	Theme Ranking (Share of Top 50 articles)	Republican Primary Voters (n=1,055,093)	Theme Ranking (Share of Top 50 articles)
Education & Curriculum	Focus on educational achievements and controversies : school rankings, teacher issues, transgender policies, and institutional changes.	#1 (30% of top 50 headlines)	Focus on educational achievements and controversies : school rankings, teacher issues, transgender policies, and institutional changes.	#2 (25% of top 50 headlines)
Crime & Public Safety	High focus on violent crimes, child safety incidents, police misconduct , and community safety concerns .	#2 (25% of top 50 headlines)	High focus on violent crimes, child safety incidents, police misconduct , and community safety concerns .	#1 (30% of top 50 headlines)
Infrastructure & Transportation	Attention to Newark airport issues, transportation failures, infrastructure problems , and public service disruptions affecting daily life .	#3 (20% of top 50 headlines)	Focus on road collapses, airport problems, traffic incidents , with emphasis on infrastructure maintenance and public services .	#3 (20% of top 50 headlines)
Economic & Labor Issues	Emphasis on coverage of healthcare costs and worker-focused economic concerns .	#4 (15% of top 50 headlines)	Similar emphasis on healthcare costs, job losses, teacher pay , with focus on economic stability and employment concerns .	#4 (15% of top 50 headlines)
Political & Cultural Issues	Trump-related controversies, university leadership changes , and cultural/political reactions to national figures .	#5 (10% of top 50 headlines)	Interaction with coverage of political figures, cultural controversies, institutional changes , with similar attention to national political dynamics .	#5 (10% of top 50 headlines)

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.

