



Extreme Bellwether: What NJ Voter Behavior Tells Us About November's Election...and Beyond

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What Are NJ Voters Telling Us About November and Beyond

- **Methodology**

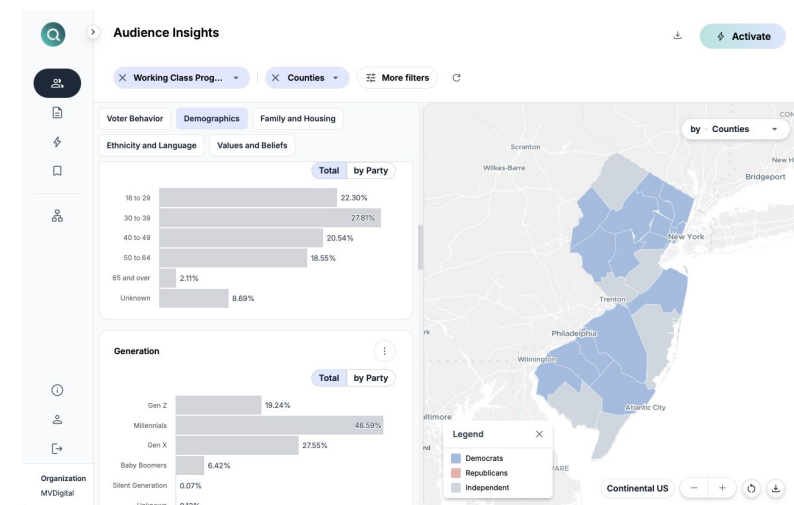
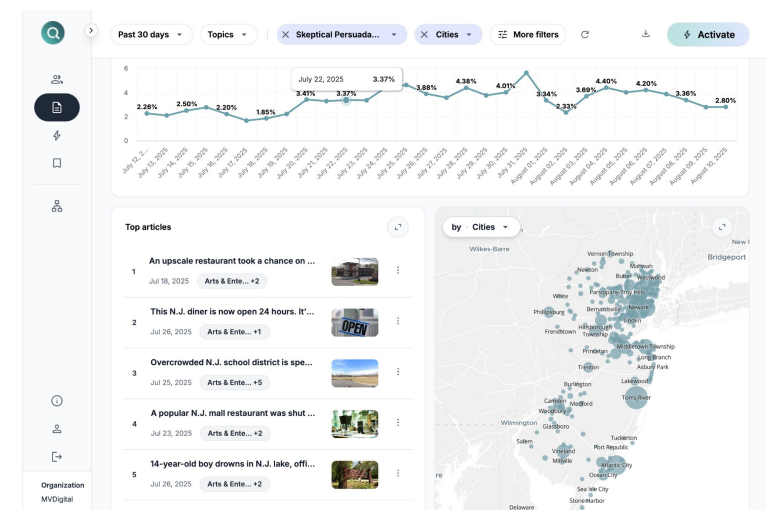
We analyzed the most-read stories among our 10 behavior models across NJ in the last 30 days - taking a deeper dive into the three priority groups that stood out as critical audiences (Working Class Progressives, Skeptical Persuadable Women, MAGA Loyalists).

- **Matched To Voter Files**

The audiences were identified by matching news reader profiles to the voter file.

- **Real Engagement Data**

We examined how content consumption varied across 121,000 articles in the last 30 days to identify significant cross-segment patterns that have emerged since the election, as well as any distinctive patterns across groups.



MAGA Loyalists	Working Class Progressives	Skeptical Persuadable Women
<i>(427,803 audience size)</i>	<i>(762,395 audience size)</i>	<i>(809,865 audience size)</i>
Older, conservative, and less diverse – more likely to respond to negative messaging	Younger, diverse, and progressive – ideal for future-oriented messaging	Younger and independent, with mixed incomes – likely to respond to economic and education messaging.

Three Critical Audiences in the 2025 Governor's Race

	MAGA Loyalists (427,803 audience size)	Working Class Progressives (762,395 audience size)	Skeptical Persuadable Women (809,865 audience size)
Average Age	63	39	41
Gender	55% Male	61% Female	81% Female
Ethnicity	78% European	73% Non-European	40% Non-European
Children	34%	16%	31%
Party Affiliation	78% Republican	51% Democrat, 45% Independent	52% Independent
Education	Mixed, 35% Bachelor's+	Mixed, 28% Bachelor's+	Mixed, 24% Technical
Generation	73% Boomers	45% Millennials	39% Millennials
Income	31% \$75k–\$99k 31% \$150k+	33% \$75k–\$99k 23% \$150k+	33% \$50k–\$74k 22% \$150k+

MAGA Loyalists are **older, conservative, and less diverse** - more likely to respond to traditional messaging

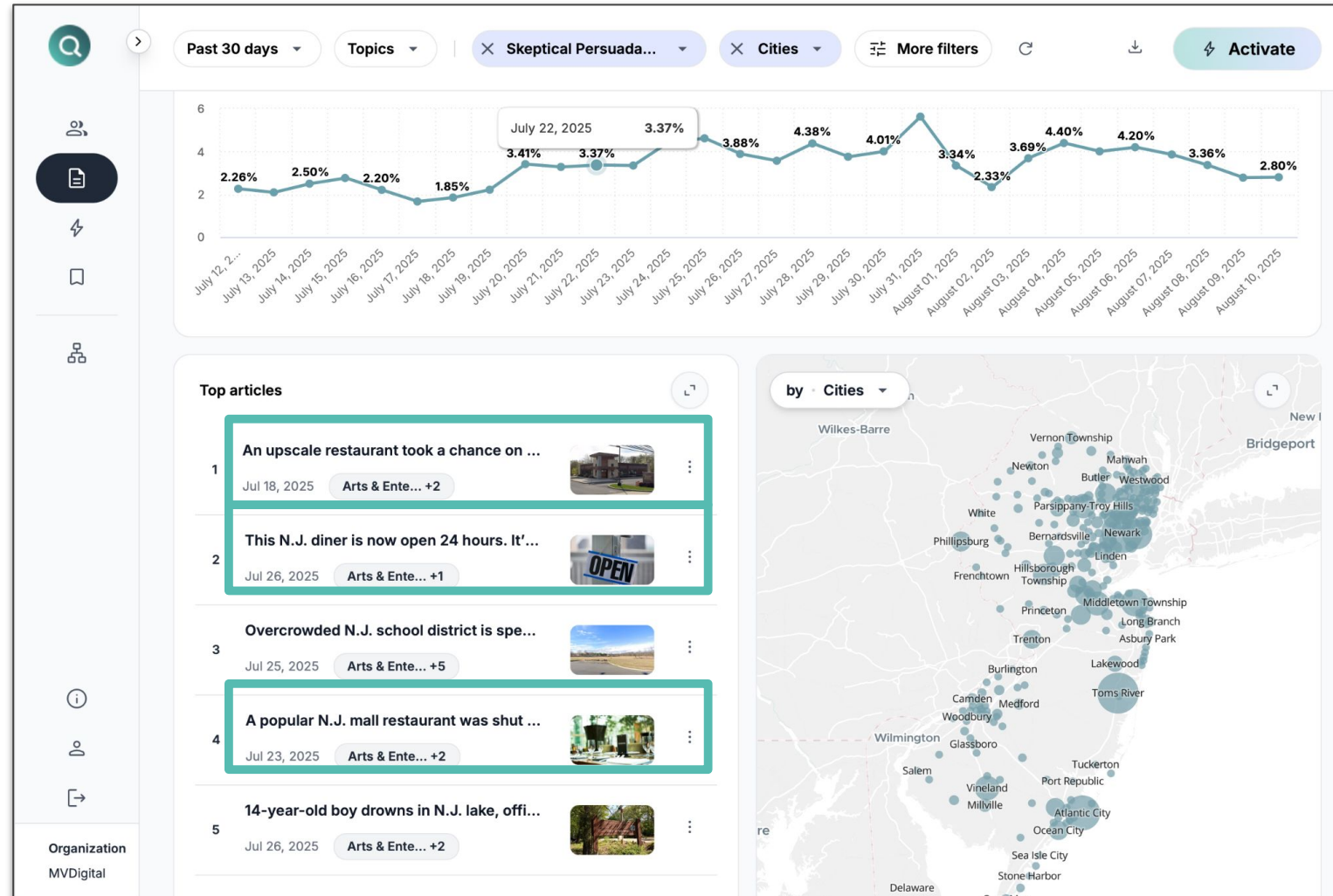
Working Class Progressives are **younger, diverse, and progressive** - ideal for future-oriented messaging

Skeptical Persuadable Women are **younger and independent, with mixed incomes** - likely to respond to issue-based messaging.

We build and analyze audiences based on the news they read

Powered by leading U.S. local news publications. Enhanced by:

- **Voter File Matching** to anonymized reader profiles
- **Sentiment Measurement** via in-article surveys
- **Modeling** of 90+ addressable audiences

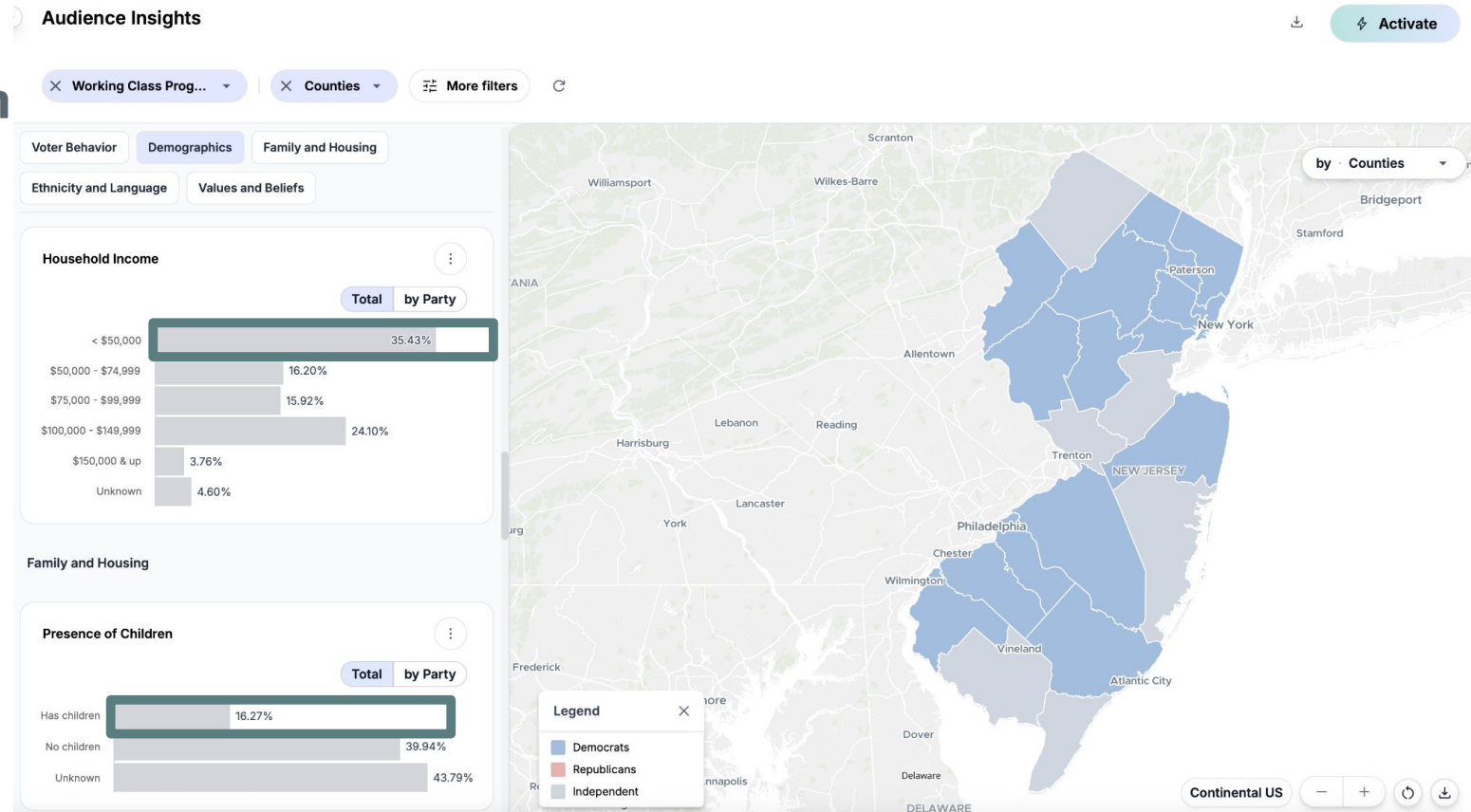


Methodology:

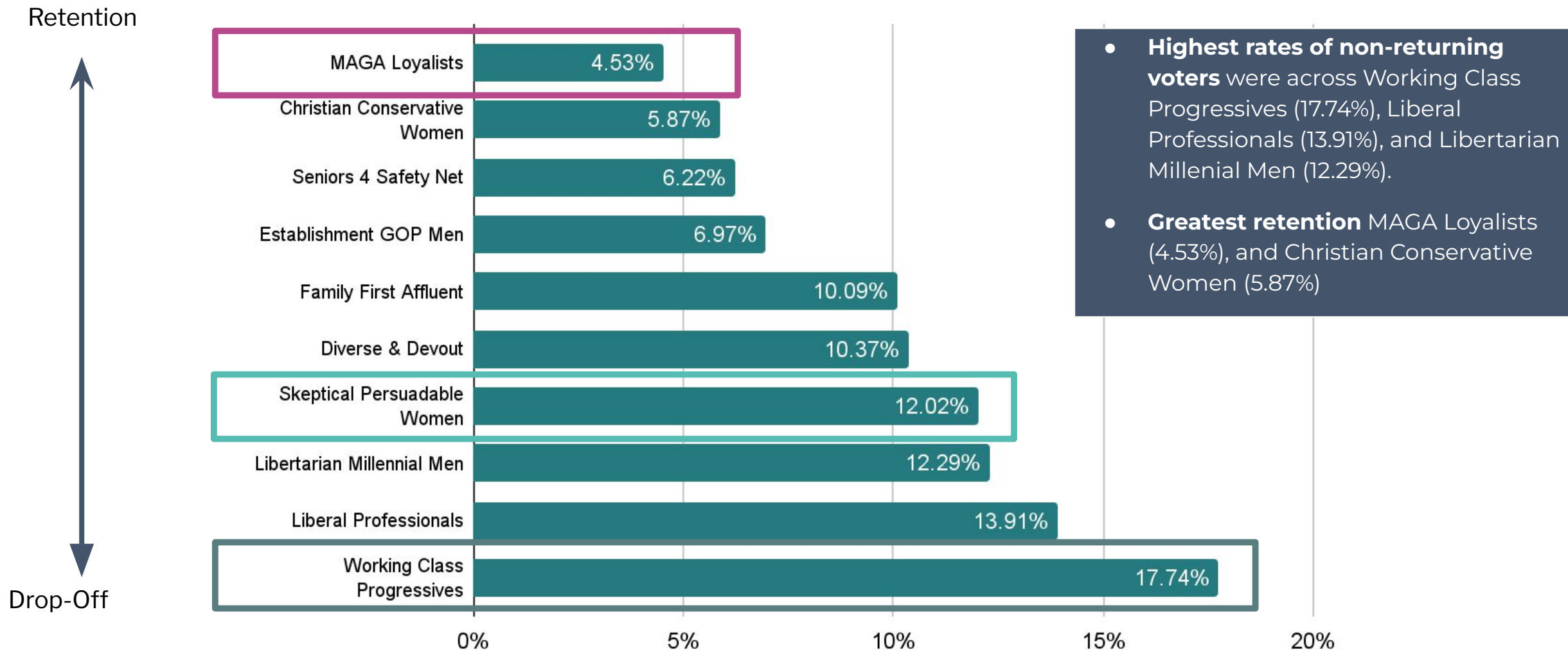
What Are NJ Voters Telling Us?

We examined how NJ voters interacted with 121,000+ articles in the last 30 days *to understand*:

- Emerging interests and behaviors since the June Primary
- How different voting cohorts compare/contrast
- Identified 3 critical segments that will decide the election

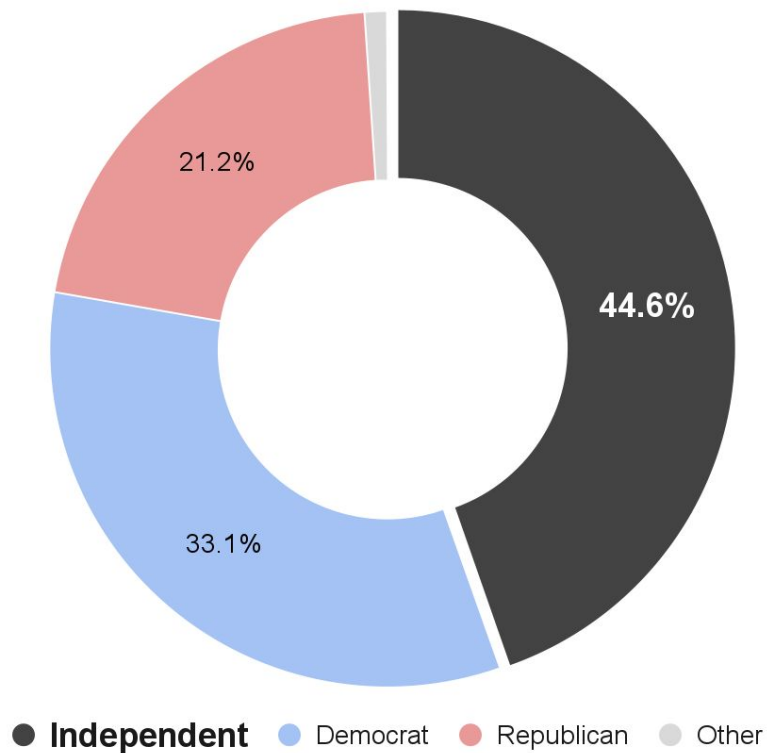


% of 2020 Voters Who Did Not Return in 2024



Nearly half of new Independent voters fall into two persuadable audiences, while a smaller but highly motivated MAGA base is expected to turn out.

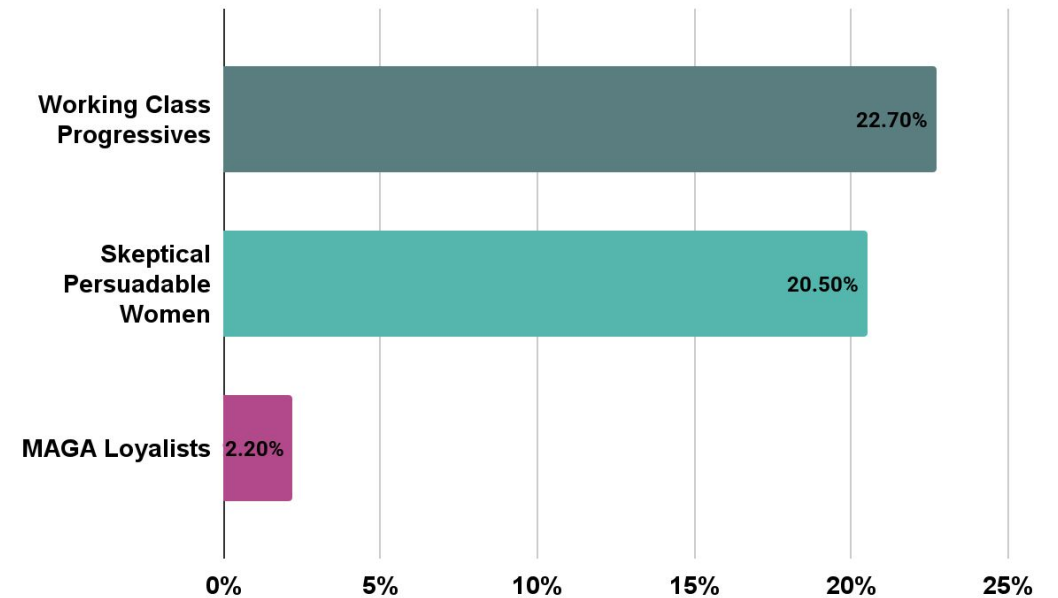
New NJ Registered Voters



Since the 2024 election, **134,119 new voters have registered** in New Jersey – **44.6% (59,832) as Independents.**



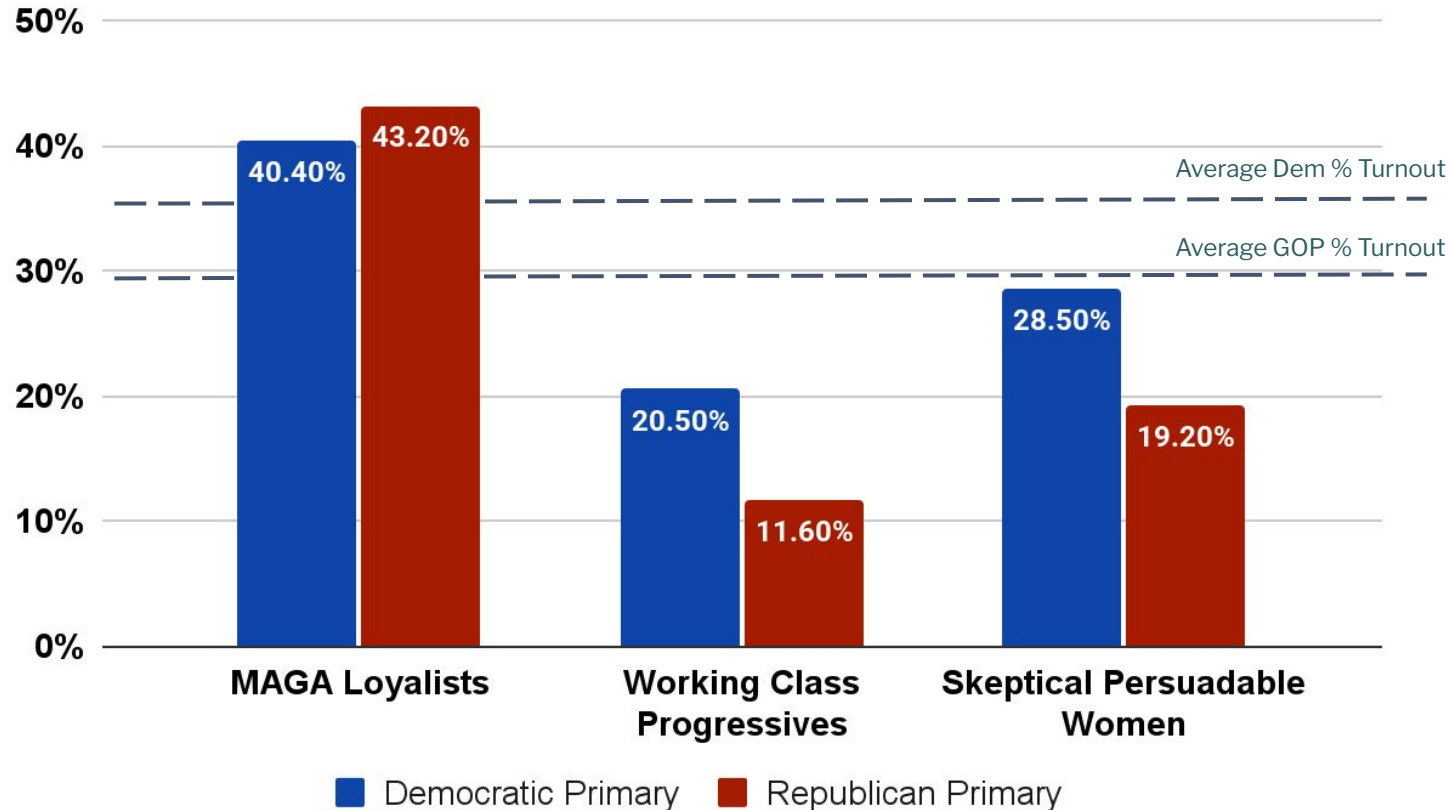
New Independent Voters



Working Class Progressives and Skeptical Persuadable Women make up nearly half of newly registered Independent voters - **two pivotal swing audiences.**

Whereas, the **MAGA Loyalists are a must-reach** base given their high likelihood to turn out.

% Voter Turnout - 2025 New Jersey Gubernatorial Primary



MAGA Loyalists:

- **Dem:** 40.4% turnout → Small but highly engaged.
- **GOP:** 43.2% turnout + high VBM → Deeply loyal.

Working Class Progressives:

- **Dem:** 20.5% turnout → Lowest across audiences; chance to activate low-propensity voters.
- **GOP:** 11.6% turnout → Lowest across audiences; big GOTV upside.

Skeptical Persuadable Women:

- **Dem:** 28.5% turnout → Moderate size; Momentum building since 2020.
- **GOP:** 19.2% turnout → Room to grow with targeted outreach.

Working Class Progressives

- **GOP GOAL:** Raise seeds of doubt to demotivate
- **DEM GOAL:** Turnout and economic focus
- Over-represented in newly registered voters.
- 2024 turnout was lower, but **they represent high potential for first-time or re-engaged voting.**

Skeptical Persuadable Women

- **GOAL:** Persuade and Turnout targets
- Concentrated among newly registered and independent voters.
- Turnout jumped 11+ points from 2020 to 2024, **signaling growing disillusionment with both parties.**

MAGA Loyalists

- **GOP GOAL:** Turnout
- **DEM GOAL:** Epstein
- Not new, but **loyal, dependable, and potentially persuadable**—a strong engagement turnout audience.

Working Class Progressives (Education & Local Pride)

- **GOP Messaging:**
D's take for granted
Ignore Ed. and Econ.
- **Dem Messaging :**
Avoid Trump
Economic & Education
Positive and Negative

Skeptical Persuadable Women (Safety & Cultural Connection)

- **Dem/GOP Message**
Not partisan
Not social issues
Some positive
- **Dem:** Child safety and economy
- **GOP:** Education and economy

MAGA Loyalists (Corruption & Social Decline)

- **GOP Message:**
Cultural decline
Combat crime
Politics
Support Trump
- **Dem Message:**
Don't forget Epstein

Working Class Progressives (Education & Local Pride)

- Education has overtaken the economy as the top topic, driven by stories of **job cuts, funding inequities, and administrative overreach**, but also **rare positive recognition** (e.g., NJ principal named best in nation).
- Headlines about **restaurant closures, diners, or iconic food spots** performed well - offering a **break from national tension**, tapping into local pride, nostalgia, and accessible **celebration**.

Skeptical Persuadable Women (Safety & Cultural Connection)

- Highly responsive to **school closures, safety concerns, and legal disputes** — particularly when tied to **children's wellbeing**.
- **Cultural and dining stories** offer **respite from negative news**, acting as touchpoints of familiarity and pride.

MAGA Loyalists (Corruption & Social Decline)

- Education and law enforcement scandals dominate, often framed as **proof of a rigged or broken system**.
- Crime, disorder, and cultural erosion stories drive strong engagement, reinforcing a worldview of **moral and social decay**.

In the **last 30 days**, top themes that emerged amongst readership of NJ Working Class Progressives:

1. **Public Trust is Bruised, Not Broken** (30% of Top 50 Headlines)
 - Schools, police, and courts dominated headlines, with a focus on **public accountability & fairness**.
 - But **one of the top 10 stories also celebrated an N.J. principal** as the nation's best.
2. **Restaurants Emerge as Cultural Touchstone** (25% of Top 50 Headlines)
 - **Gravitated** to stories about **restaurant closures; local pride is evident** with the **engagement with new business openings**.

TOP THEME HEADLINES, LAST 30 DAYS

N.J. school with \$600K-a-year superintendent loses legal battle, must close

'It was mayhem.' Panic set off stampede at N.J. fireworks show.

N.J. principal was just named the best in the nation

An upscale restaurant took a chance on a N.J. suburb. Now it's closing.

A popular N.J. mall restaurant was shut down by a judge. Owner vows to reopen.

In the **last 30 days**, top themes that emerged amongst readership of NJ Skeptical Persuadable Women

1. **Institutions Under Fire** (32% of Top 50 Headlines)
 - From schools to police to healthcare, articles with **institutions at the center of controversy or crisis** were most read.
 - These headlines suggest **deep anxieties** about safety, trust, and accountability in the **systems meant to protect and serve families and communities**.
2. **Food & Familiar Comforts** (28% of Top 50 Headlines)
 - Despite suggested serious institutional distrust, **food and local dining stories** garnered high engagement.

TOP THEME HEADLINES, LAST 30 DAYS

Overcrowded N.J. school district is spending \$9M to block more apartments from being built

15 people headed to work detained by ICE agents in N.J. town, local officials say

N.J. surgeon's medical license suspended after patients suffer severe complications

This N.J. diner is now open 24 hours. It's the only all-hours diner in its county.

These 2 N.J. bars were just named among the best in America by USA Today

In the **last 30 days**, top themes that emerged amongst readership of NJ MAGA Loyalists:

1. **Broken Institutions and Government Overreach** (34% of Top 50 Headlines)
 - Stories reflecting **public distrust in public institutions** dominated this audience's attention.
 - Headlines emphasized **wasteful spending, failed leadership**, and **unequal justice**.
2. **Crime, Chaos, and Cultural Erosion** (30% of Top 50 Headlines)
 - Many top stories focus on **violence, crime**, and **public disorder**.

TOP THEME HEADLINES, LAST 30 DAYS

N.J. school with \$600K-a-year superintendent loses legal battle, must close

3 N.J. cops were charged with stealing. Not one will serve a day in prison.

N.J. school district blames state for 'unbearable' 25% tax hike on residents

N.J. town put on alert after 3 overnight break-ins while residents were home

Customer accused of 'evil' hate speech at N.J. restaurant. Here's what we know.

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

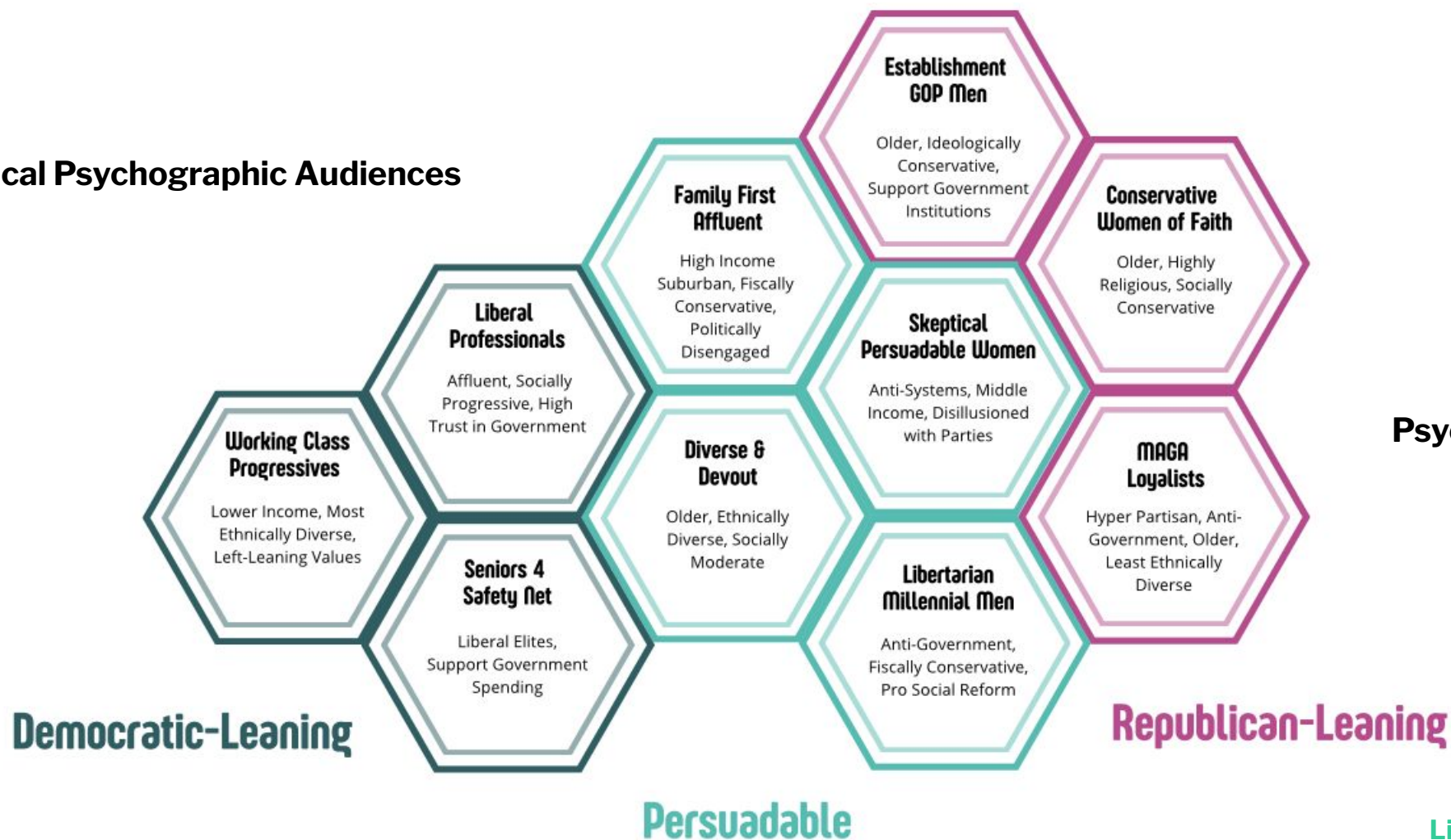
High School Students
Interest in Online Education
Interested in Graduate School
Interested in Vocational / Tech Schools
Interested in Higher Education
Education Sector Professionals

Coming Soon

Healthcare
Government Spending
Travel

CinqDI offers unique, proprietary segmentation through single issue or psychographic audiences.

Political Psychographic Audiences



Psychographic Audiences

[Link to model documentation](#)

Targeting with our persona audiences allows you to reach unexpected cohorts of people compared to a purely demographic or issue-based focus.

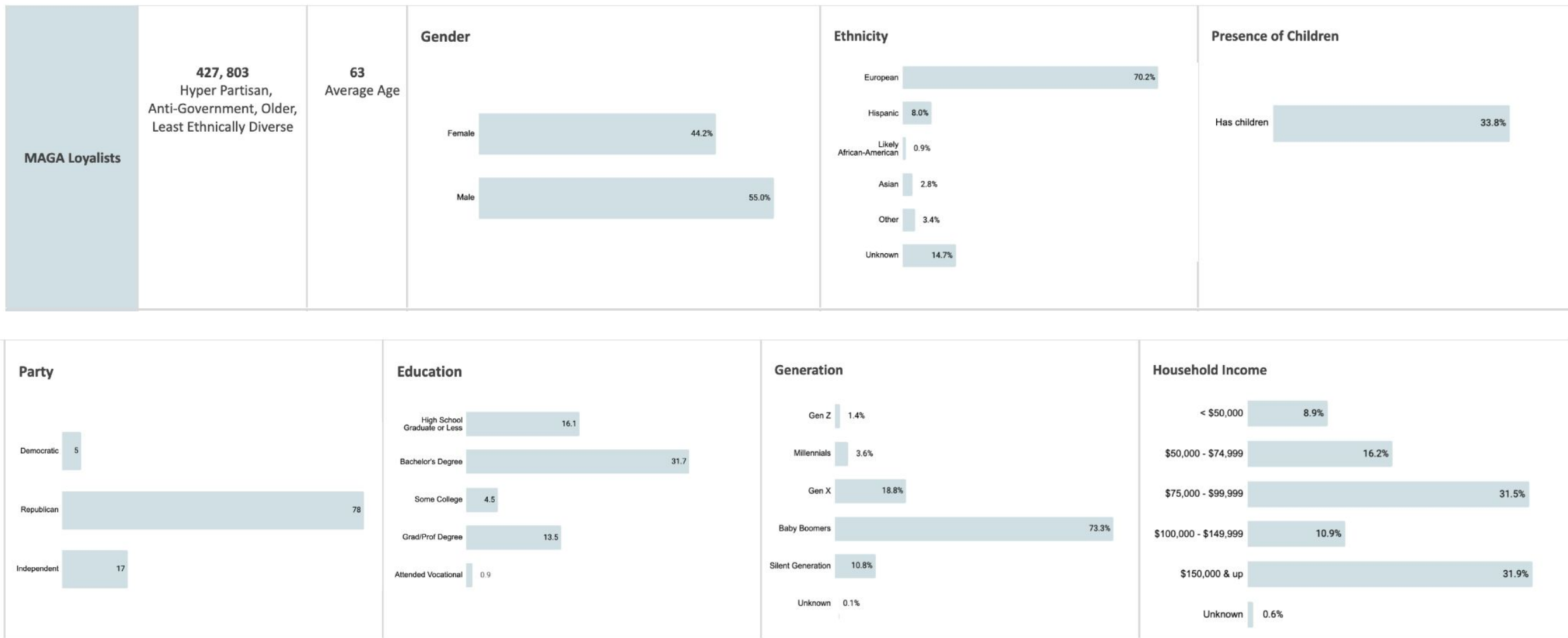
Education Psychographic Audiences



[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.



Critical Audiences in the 2025 Governor's Race

