

To: Interested Parties

From: Brent Seaborn and Rich Hill

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Subject: Leveraging Tunnl's proprietary AI modeling to predict election outcomes in New Jersey

BACKGROUND

Tunnl is an AI-powered industry leader in data intelligence that unites research, targeting, insights, and measurement. Our proprietary AI tool, named **Tommy**, compresses thousands of pieces of information about individuals to create a detailed profile for understanding preferences and predicting behaviors.

Our organizational roots are in public affairs, and we are closely engaged in understanding how upcoming elections can affect the ever-changing regulatory environment for our client partners. This year, we are leveraging Tommy to forecast election outcomes in two of the country's most closely watched 2025 races: the New York City mayoral race and the New Jersey gubernatorial contest that take place on November 4th, 2025.

In New York City, we're modeling a three-way mayoral race between Democrat Zohran Mamdani, Republican Curtis Sliwa, and Independent Andrew Cuomo. In New Jersey, we're examining an open-seat gubernatorial race between Democrat Mikie Sherrill and Republican Jack Ciattarelli. These markets offer not only high electoral stakes, but also diverse electorates and complex candidate dynamics — making them ideal test beds to refine our turnout modeling and prediction capabilities heading into 2026.

Our approach integrates survey data, historical turnout patterns, modeled enthusiasm and motivation, and Tommy's voter-level behavioral profiles to simulate various turnout scenarios and forecast likely outcomes. In this memo, we provide topline insights into the New Jersey election and takeaways from our predictive model.

NEW JERSEY PREDICTION

New Jersey has a state-wide election for Governor on November 4th, 2025. For the Governor's seat, there is an open election as incumbent Democrat Phil Murphy's term is limited. The Democratic candidate is Congresswoman Mikie Sherrill and the Republican candidate is former Assemblyman Jack Ciattarelli, who previously ran for New Jersey Governor in 2021 and lost to Murphy by a 51-48 margin.

Election Prediction

<i>Mikie Sherrill (D)</i>	<i>Jack Ciattarelli (R)</i>
53.1%	47.0%

Voter Insights

- Both candidate bases show high turnout intent, with Sherrill voters (86%) and Ciattarelli voters (86%) showing similarly strong likelihood to vote.
- Sherrill voters currently have a slight edge in motivation to vote with a net +49% motivation to vote (43% more motivated + 15% already voted – 9% less motivated), ahead of Ciattarelli voters with a net +45%.
- Ciattarelli voters also have an edge in enthusiasm, with a net +31% enthusiasm compared to the last election (40% more enthusiastic – 9% less enthusiastic), ahead of Sherrill voters (+25%).

Issue Insights

- Sherrill and Ciattarelli voters share the sentiment that the economy is a top issue.
- Sherrill voters also list Free Speech (83%), Education (76%), Reproductive Healthcare (75%), and Election Security (72%) as Very Important issues at a higher rate than Ciattarelli voters.
- Ciattarelli voters view Crime (82%), Election Security (77%), and Border Security (76%) as Very Important issues at a higher rate than Sherrill voters.

<i>Issue</i>	<i>Mikie Sherrill (D)</i>	<i>Jack Ciattarelli (R)</i>
Free speech and protecting personal rights.	83%	73%
Jobs and the economy.	82%	81%
Education and schools.	76%	65%
Protecting access to reproductive healthcare.	75%	35%
Ensuring election integrity – preventing fraud, cyberattacks, and ensuring accurate vote counts.	72%	77%
Promoting clean energy, lowering energy costs, and adjusting energy regulation.	66%	39%
Expanding affordable housing and rent control.	64%	32%
Protecting transgender rights.	42%	11%
Backing the police and cracking down on crime.	43%	82%
Securing the border and deporting illegal immigrants.	22%	76%

*Top Issues are those rated “Very Important” by respondents. **Bolded** indicates significant difference in importance when compared to the other candidate.*

Election Turnout Forecast

For the 2025 New Jersey election gubernatorial election, we project a turnout consistent with previous gubernatorial elections, such as 40.5% in 2021, 38.5% in 2017, and 39.6% in 2013. This projection synthesizes historical turnout patterns, current self-reported voter enthusiasm, and early voting activity to date. While overall participation is expected to remain consistent with recent cycles, we anticipate subtle but meaningful composition shifts relative to 2021, specifically a slightly larger share of younger voters (ages 25–34), men, Hispanic voters, and high-school-educated voters, along with modest increases in single voters and renters within the electorate.

METHODOLOGY

The New Jersey Gubernatorial survey was conducted by Tunnl using mixed mode data collection methods among a sample of 3,948 New Jersey Registered Voters. Fieldwork was conducted between October 8, 2025 and October 29, 2025. The sample was stratified by sex, age, and race/ethnicity to ensure representativeness, and responses were weighted to align with key demographic benchmarks, including sex, age, race/ethnicity, region, voter registration, party ID, and vote history. The margin of error for the full sample is ± 1.6 percentage points.

ABOUT TUNNL

Tunnl is leveraging AI to erase the boundaries between insights, audiences, and outcomes to ensure every piece of intelligence can be acted on. We serve brands, agencies, and advocacy groups – organizations navigating core communication campaigns, corporate reputation, and complex regulatory landscapes. For more information, visit tunnldata.com. If you have follow-up questions or would like to schedule an interview with someone at Tunnl please email Sam Zaleski at szaleski@tunnldata.com.