

**CONTACT:**

Ashley Koning, Director  
Office: 848-932-8940  
Cell: 908-872-1186  
[akoning@rutgers.edu](mailto:akoning@rutgers.edu)

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## **Widespread Support Among New Jerseyans for State Liquor Law Reforms**

NEW BRUNSWICK, N.J. (June 1, 2023) – New Jerseyans across the board support a number of liquor license reforms being proposed that deal with the quantity of licenses allowed and how licenses can be used, according to the latest Rutgers-Eagleton Poll.

Almost all residents are in favor of allowing breweries greater ability to serve food on their premises – with 92 percent supporting versus 6 percent in opposition. Seventy-one percent are supportive of giving small towns additional “retail consumption licenses,” allowing more restaurants to serve alcohol; 26 percent oppose this.

Solid majorities are also in favor of lifting the current restriction on the number of events a brewery can hold in a year (63 percent support to 26 percent oppose) and allowing towns that have active liquor licenses not tied to a specific establishment to transfer those licenses to another town in the same county (57 percent support to 34 percent oppose).

New Jerseyans are divided only when it comes to providing a \$30-50,000 tax credit to current license holders as a way to make up for the possible decrease in value of their existing license due to the addition of new licenses: 45 percent support this, while 42 percent oppose it, and 13 percent are unsure.

“One thing New Jerseyans seem to agree upon these days is revamping the state’s liquor license laws – an issue that even cuts across party lines,” said [Ashley Koning](#), an assistant research professor and director of the [Eagleton Center for Public Interest Polling](#) (ECP/IP) at [Rutgers University–New Brunswick](#). “Residents’ sole hesitancy, unsurprisingly, is with tax credits for current license holders, which is in line with the broader narrative of New Jerseyans not wanting anything to ultimately impact their own wallet.”

A majority of every demographic group supports each of these licensing measures, with the exception of the tax credit.

“Though still divided amongst themselves, women (49 percent) and non-white residents (51

percent) are more supportive of the tax credit than their counterparts by double-digits,” noted [Jessica Roman](#), a research associate at [ECPIP](#).

Results are from a statewide poll of 1,002 adults contacted by live interviewers on landlines and cell phones from April 27 to May 5. The full sample has a margin of error of +/- 3.6 percentage points.

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**Broadcast interviews:** Rutgers University–New Brunswick has broadcast-quality television and radio studios available for remote live or taped interviews with Rutgers experts. For more information, contact Patti Zielinski at [patti.zielinski@rutgers.edu](mailto:patti.zielinski@rutgers.edu)

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*Home of the Rutgers-Eagleton Poll, the Eagleton Center for Public Interest Polling (ECPIP) was established in 1971 and is the oldest and one of the most respected university-based statewide polling operations in the United States. Now in its 52nd year and with the publication of over 200 polls, ECPIP’s mission is to provide scientifically sound, nonpartisan information about public opinion. To read more about ECPIP and view all of our press releases, published research and data archive, please visit our website: [eagletonpoll.rutgers.edu](http://eagletonpoll.rutgers.edu). You can also visit our [Facebook](#) and [Twitter](#).*

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**QUESTIONS AND TABLES START ON THE FOLLOWING PAGE**

**Questions and Tables**

*The questions covered in this release are listed below. Column percentages may not add to 100% due to rounding. Respondents are New Jersey adults; all percentages are of weighted results. Interpret groups with samples sizes under 100 with extreme caution.*

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**L1. Currently, the New Jersey Legislature is considering legislation to amend the liquor laws in the state. Liquor licenses are currently limited in terms of their quantity and how they can be used. Please tell me if you support or oppose each of the following proposals:**

*Note: This question was part of a split block. Half of respondents received questions about liquor laws and half of respondents received questions about another topic.*

**Lifting the current restriction on the number of events a brewery can hold in a year**

<b>Support</b>	63%
<b>Oppose</b>	26%
<b>Don't know</b>	11%
<b>Unweighted N=</b>	488

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
<b>Support</b>	58%	66%	64%	67%	59%	66%	59%	59%	66%	64%	61%
<b>Oppose</b>	29%	24%	27%	25%	28%	25%	28%	23%	26%	29%	29%
<b>DK</b>	13%	10%	9%	8%	13%	9%	14%	18%	8%	7%	10%
<b>Unwt N=</b>	172	193	109	235	249	304	169	112	144	127	105

**NJ Liquor Laws May 2023  
Rutgers-Eagleton Poll**

	Income		Education	
	<\$100K	\$100K+	Some college or less	College grad or more
<b>Support</b>	56%	70%	59%	70%
<b>Oppose</b>	28%	25%	29%	23%
<b>DK</b>	15%	5%	12%	8%
<b>Unwt N=</b>	205	227	201	283

**Allowing breweries greater ability to serve food on their premises**

<b>Support</b>	92%
<b>Oppose</b>	6%
<b>Don't know</b>	2%
<b>Unweighted N=</b>	489

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
<b>Support</b>	92%	93%	89%	93%	91%	94%	89%	89%	96%	94%	88%
<b>Oppose</b>	6%	4%	10%	6%	6%	4%	9%	9%	3%	4%	9%
<b>DK</b>	2%	2%	1%	1%	2%	2%	2%	2%	0%	2%	2%
<b>Unwt N=</b>	171	193	110	235	250	305	169	113	144	126	106

	Income		Education	
	<\$100K	\$100K+	Some college or less	College grad or more
<b>Support</b>	90%	95%	92%	92%
<b>Oppose</b>	8%	3%	7%	5%
<b>DK</b>	2%	2%	1%	3%
<b>Unwt N=</b>	206	227	201	284

**Giving small towns additional “retail consumption licenses,” allowing more restaurants to serve alcohol**

<b>Support</b>	71%
<b>Oppose</b>	26%
<b>Don’t know</b>	3%
<b>Unweighted N=</b>	490

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
<b>Support</b>	72%	72%	69%	70%	71%	75%	67%	71%	72%	73%	68%
<b>Oppose</b>	24%	24%	30%	27%	25%	22%	30%	22%	25%	25%	31%
<b>DK</b>	4%	4%	1%	3%	4%	3%	3%	7%	3%	2%	1%
<b>Unwt N=</b>	172	193	110	236	250	306	169	112	144	128	106

	Income		Education	
	<\$100K	\$100K+	Some college or less	College grad or more
<b>Support</b>	71%	74%	70%	72%
<b>Oppose</b>	26%	24%	27%	24%
<b>DK</b>	3%	2%	3%	4%
<b>Unwt N=</b>	206	228	202	284

Allowing towns that have active liquor licenses not tied to a specific establishment to transfer those licenses to another town in the same county

<b>Support</b>	57%
<b>Oppose</b>	34%
<b>Don't know</b>	9%
<b>Unweighted N=</b>	486

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
<b>Support</b>	56%	58%	56%	60%	54%	59%	55%	62%	57%	59%	48%
<b>Oppose</b>	35%	33%	39%	35%	34%	33%	35%	28%	34%	32%	44%
<b>DK</b>	8%	9%	5%	5%	12%	7%	10%	9%	9%	8%	8%
<b>Unwt N=</b>	171	193	108	234	248	305	167	113	142	126	105

	Income		Education	
	<\$100K	\$100K+	Some college or less	College grad or more
<b>Support</b>	53%	59%	54%	61%
<b>Oppose</b>	35%	37%	38%	30%
<b>DK</b>	12%	4%	8%	9%
<b>Unwt N=</b>	206	225	199	283

Providing a \$30-50,000 tax credit to current license holders as a way to make up for the possible decrease in value of their existing license due to the addition of new licenses

<b>Support</b>	45%
<b>Oppose</b>	42%
<b>Don't know</b>	13%
<b>Unweighted N=</b>	486

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
<b>Support</b>	48%	43%	41%	39%	49%	41%	51%	48%	46%	52%	31%
<b>Oppose</b>	38%	47%	45%	48%	37%	45%	37%	35%	41%	41%	53%
<b>DK</b>	13%	11%	14%	12%	14%	14%	11%	16%	13%	7%	16%
<b>Unwt N=</b>	170	191	110	235	247	304	167	112	144	126	104

	Income		Education	
	<\$100K	\$100K+	Some college or less	College grad or more
<b>Support</b>	47%	44%	46%	44%
<b>Oppose</b>	40%	47%	41%	44%
<b>DK</b>	13%	9%	13%	13%
<b>Unwt N=</b>	202	228	199	283



**Methodology**

The Rutgers-Eagleton Poll was conducted by telephone using live interviewers April 27 to May 5, 2023, with a scientifically selected random sample of 1,002 New Jersey adults, 18 or older. Persons without a telephone could not be included in the random selection process. Respondents within a household are selected by asking randomly for the youngest adult male or female currently available. If the named gender is not available, the youngest adult of the other gender is interviewed. This telephone poll included 304 adults reached on a landline phone and 698 adults reached on a cell phone, all acquired through random digit dialing; 250 of the cell phone completes were acquired through one-to-one SMS text messaging by live interviewers that led respondents to an online version of the survey. Distribution of phone use in this sample is:

<b>Cell</b>	45%
<b>Text to Web</b>	25%
<b>Landline</b>	30%

The data were weighted to be representative of the residential adult population of New Jersey. The weighting balances sample demographics to target population parameters. The sample is balanced, by form and overall, to match parameters for sex, age, education, race/ethnicity, region and phone use. The sex, age, education, race/ethnicity, and region parameters were derived from 2021 American Community Survey PUMS data. The phone use parameter was derived from estimates provided by the National Health Interview Survey Early Release Program.<sup>1</sup>

Weighting was done in two stages. The first stage of weighting corrects for different probabilities of selection across the telephone samples associated with the number of adults in each household and each respondent’s telephone usage patterns. This adjustment also accounts for the overlapping landline and cell sample frames and the relative sizes of each frame and each sample.<sup>2</sup>

The final stage of weighting balances sample demographics, overall and by form, to match target population benchmarks. This weighting was accomplished using SPSSINC RAKE, an SPSS extension module that simultaneously balances the distributions of all variables using the GENLOG procedure. Weights were trimmed to prevent individual interviews from having too much influence on survey estimates. The use of these weights in statistical analysis ensures that the demographic characteristics of the sample closely approximate the demographic characteristics of the target population.

Post-data collection statistical adjustments require analysis procedures that reflect departures from simple random sampling. We calculate the effects of these design features so that an appropriate adjustment can be incorporated into tests of statistical significance when using these data.

All surveys are subject to sampling error, which is the expected probable difference between interviewing everyone in a population versus a scientific sampling drawn from that population. Sampling error should be adjusted to recognize the effect of weighting the data to better match the population. In this poll, the simple sampling error for 1,002 New Jersey adults is +/-3.1 percentage points at a 95

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<sup>1</sup> NCHS, National Health Interview Survey, 2018–2020; U.S. Census Bureau, American Community Survey, 2017–2019.

<sup>2</sup> Buskirk, T. D., & Best, J. (2012). Venn Diagrams, Probability 101 and Sampling Weights Computed for Dual Frame Telephone RDD Designs. *Journal of Statistics and Mathematics*, 15, 3696-3710.

percent confidence interval. The design effect<sup>3</sup> is 1.36, making the adjusted margin of error +/- 3.6 percentage points. Thus, if 50 percent of New Jersey adults in this sample favor a particular position, we would be 95 percent sure that the true figure is between 46.4 and 53.6 percent (50 +/- 3.6) if all New Jersey adults had been interviewed, rather than just a sample.

Sampling error does not consider other sources of variation inherent in public opinion studies, such as non-response, question wording, or context effects.

This Rutgers-Eagleton Poll was fielded by Braun Research, Inc. The questionnaire was developed and all data analyses were completed in house by the Eagleton Center for Public Interest Polling (ECPIP). Jessica Roman assisted with analysis and preparation of this report. The Rutgers-Eagleton Poll is paid for and sponsored by the Eagleton Institute of Politics at Rutgers, The State University of New Jersey, a non-partisan academic center for the study of politics and the political process. Full questionnaires are available on request and can also be accessed through our archives at [eagletonpoll.rutgers.edu](http://eagletonpoll.rutgers.edu). For more information, please contact [poll@eagleton.rutgers.edu](mailto:poll@eagleton.rutgers.edu).

**Weighted Demographics**  
**1,002 New Jersey adults 18+**  
**Overall Margin of Error = +/- 3.6 percentage points**

*Please note: Totals may equal slightly more or less than 100% due to rounding.*

		<b>deff</b>	<b>MOE</b>			<b>deff</b>	<b>MOE</b>
<b>Man</b>	48%	1.36	+/- 5.1%	<b>White</b>	55%	1.34	+/- 4.6%
<b>Woman</b>	52%	1.36	+/- 5.2%	<b>Black</b>	12%	1.32	+/- 9.4%
<b>18-34</b>	26%	1.31	+/- 7.3%	<b>Hispanic</b>	20%	1.26	+/- 9.2%
<b>35-49</b>	25%	1.37	+/- 6.7%	<b>Other</b>	13%	1.16	+/- 12.0%
<b>50-64</b>	27%	1.36	+/- 6.9%	<b>&lt;50K</b>	24%	1.31	+/- 8.9%
<b>65+</b>	22%	1.37	+/- 8.0%	<b>50K-&lt;100K</b>	31%	1.39	+/- 7.1%
<b>Democrat</b>	35%	1.35	+/- 6.1%	<b>100K-&lt;150K</b>	19%	1.32	+/- 8.2%
<b>Independent</b>	40%	1.35	+/- 5.8%	<b>150K+</b>	26%	1.26	+/- 6.6%
<b>Republican</b>	25%	1.38	+/- 7.6%	<b>Urban</b>	17%	1.36	+/- 9.1%
<b>HS or Less</b>	27%	1.12	+/- 8.8%	<b>Suburb</b>	35%	1.36	+/- 6.2%
<b>Some College</b>	31%	1.23	+/- 6.5%	<b>Exurban</b>	14%	1.35	+/- 9.5%
<b>College Grad</b>	23%	1.17	+/- 5.9%	<b>Phil/South</b>	17%	1.41	+/- 8.7%
<b>Grad Work</b>	19%	1.17	+/- 6.6%	<b>Shore</b>	17%	1.31	+/- 8.5%

<sup>3</sup> Post-data collection statistical adjustments require analysis procedures that reflect departures from simple random sampling. We calculate the effects of these design features so that an appropriate adjustment can be incorporated into tests of statistical significance when using these data. The so-called "design effect" or *deff* represents the loss in statistical efficiency that results from a disproportionate sample design and systematic non-response.