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What’s Most Important to New Jersey Voters on Election Day? Taxes and the Economy, of Course.

Culture war issues important to voters, but take a back seat to bread-and-butter fiscal concerns

NEW BRUNSWICK, N.J. (November 7, 2023) – Despite mudslinging and legislative battles throughout the Garden State echoing national culture wars, New Jersey voters still care most about taxes and the economy and say they will be the biggest factors in casting their ballots on Election Day, according to the latest Rutgers-Eagleton Poll.

What voters view as most important varies greatly, but a plurality – a combined 40 percent – volunteer something related to fiscal issues: 18 percent cite the economy, 16 percent say taxes, including property taxes, and six percent cite something about cost of living and affordability.

“At the end of the day, New Jersey voters will always be concerned with pocketbook issues first and foremost,” said [Ashley Koning](#), an assistant research professor and director of the [Eagleton Center for Public Interest Polling](#) at [Rutgers University–New Brunswick](#). “The culture wars redux we have seen this election cycle may sound nice in soundbites and mailers and may galvanize some in each party’s base and persuade some in the middle. But Democrats, Republicans and independents alike say they are most concerned about the economy, cost of living and taxes – and plan to vote with these issues in mind.”

Meanwhile, 11 percent mention something about the importance of candidate partisanship or ideology, while nine percent mention something about the candidate’s character, honesty and integrity.

As for the issues that been at the forefront this election cycle, six percent cite something about abortion and reproductive issues as most important to their vote and three percent mention education.

Four percent of voters say immigration is the most important issue to their vote, while three percent mention human and civil rights and another two percent mention guns, whether in terms of rights or control.

When directly asked about certain issues and the impact each will have on their vote, **fiscal matters** are once again the most powerful: 87 percent say affordability and cost of living is a major factor to their vote, another 87 percent say the same about the economy, and 83 percent say this about taxes. One in 10 say affordability and costing of living as well as the economy at large are a minor factor to their vote; 14 percent say taxes are minor to their vote. Large majorities of Democrats, independents and Republicans alike agree that these fiscal issues are major factors to their vote.

“Let’s not forget that these fiscal issues almost cost Governor Murphy reelection in 2021, and they will no doubt be near the top of voters’ minds as they cast their ballots on Election Day,” noted Koning. “Voters in these kinds of low-turnout, low-interest elections grasp at the few pieces of information they know— like their own finances, partisanship, and ideology – when voting, especially when they may not be familiar with the candidates themselves or their platforms.”

As for some of the more prevalent issues discussed this election cycle, 59 percent say **abortion** will be a major reason for who they choose on Election Day; another 21 percent say it’s a minor factor and 17 percent say it isn’t a factor at all. The importance of this issue is concentrated among Democrats, with 79 percent saying it is a major factor to their vote compared to half of independents and just over a third of Republicans. Forty-six percent of all voters say support of abortion and reproductive rights would make them more likely to vote for a candidate, 23 percent say they would be just as likely to vote for a candidate regardless of their support for the issue and 21 percent say it would make them less likely to vote for a candidate; nine percent are unsure.

Additional **parental involvement in education** – another heated issue this cycle framed by Republicans as “parental rights” – is a factor to some degree for three-quarters of voters: 47 percent say it’s a major factor, and another 29 percent say it’s a minor one. Nineteen percent say parental control isn’t a factor for them at all, however. The issue plays best, unsurprisingly, with Republican voters: 70 percent say it is a major factor to their vote. Forty-six percent of independents feel the same, as do 37 percent of Democrats. Among all voters, 38 percent say support of additional parental involvement in educational issues would make them more likely to vote for a candidate, 32 percent say they would be just as likely to vote for a candidate regardless of their support for the issue, and 17 percent say it would make them less likely to vote for a candidate; 12 percent are unsure.

“While about half of independents say abortion and added parental involvement will be a major factor to their vote choice, about one in five among this group say it will have no impact at all,” said [Jessica Roman](#), a research associate at ECPIP. “Election Day will depend, in part, on how these independents decide to swing and which kinds of independents will turn out.”

The **electric vehicles mandate** and **offshore wind** are on the minds of voters to some extent, as well: 34 percent say the former is a major factor (another 27 percent say it is a minor factor) to their vote, while 27 percent say the latter is a major factor (another 41 percent say minor). These environmental issues aren't on the radar at all for a number of voters this election, but electric vehicles in particular are more of a concern for Republicans compared to their partisan counterparts. Among all voters, 12 percent say a candidate's support of these issues would make them more likely to vote for the candidate. A third say they would be just as likely to vote for the candidate regardless of their support for the electric vehicles mandate; 40 percent say the same regarding offshore wind. About half say supporting the electric vehicles mandate would make them less likely to vote for a candidate, while three in 10 percent say they would be less likely to vote for a candidate who supports offshore wind efforts.

Though not as widely discussed on campaign trails this time around, **gun violence** is still weighing heavily on voters: 70 percent say it is a major factor to their upcoming vote and another 17 percent say it's a minor factor. Almost all Democrats (94 percent) say this is a major factor to their vote, as do 60 percent of independents; 41 percent of Republicans feel the same. More than half of all voters say a candidate's support of limitations and restrictions on firearms would make them more likely to vote for a candidate, 15 percent say they would be just as likely to vote for a candidate regardless of their support for the issue and 26 say it would make them less likely to vote for a candidate; four percent are unsure.

Among registered voters, half say they will vote for Democrats for their State Assembly on Election Day, and 33 percent say they will vote for Republicans; eight percent are still unsure just days away from the election. Similarly, half say they will vote for a Democrat for State Senate and 34 percent say they will vote for a Republican; 11 percent are unsure. Independents are slightly more likely to favor Republicans than Democrats in each, but differences are not statistically significant.

Whether questions about election issues were asked before or after asking vote choice for the State Assembly and Senate doesn't make a difference; in other words, priming the respondent to think about the main issues debated this election cycle didn't influence their vote choice. Assessing vote choice among those who have already voted or say they will definitely vote makes literal difference in vote choice or how much influence issue priming had.

Regardless of who they plan to vote for, voters' views of the New Jersey State Legislature are lackluster: 22 percent have a favorable impression of the governing body and 25 percent have an unfavorable impression. A plurality – 46 percent – simply have no opinion on the legislature at all; seven percent are unsure of what the state legislature even is.

Results are from a statewide poll of 974 adults contacted through the probability-based [Rutgers-Eagleton/SSRS Garden State Panel](#) from November 3 to 5. The full sample has a margin of error of +/- 4.4 percentage points. The registered voter subsample contains 826 registered voters and has a margin of error of +/- 4.8 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 Jessica Ronan-Frisch at jronan@eagleton.rutgers.edu.

ABOUT RUTGERS UNIVERSITY–NEW BRUNSWICK

Rutgers University–New Brunswick is where Rutgers, the State University of New Jersey, began more than 250 years ago. Ranked among the world’s top 60 universities, Rutgers’s flagship university is a leading public research institution and a member of the prestigious Association of American Universities. It is home to internationally acclaimed faculty and has 12 degree-granting schools and a Division I Athletics program. It is the Big Ten Conference’s most diverse university. Through its community of teachers, scholars, artists, scientists and healers, Rutgers is equipped as never before to transform lives.

ABOUT THE EAGLETON CENTER FOR PUBLIC INTEREST POLLING

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. You can also visit our [Facebook](#) and [Twitter](#).

ABOUT THE EAGLETON INSTITUTE OF POLITICS

The Eagleton Center for Public Interest Polling is a unit of the Eagleton Institute of Politics at Rutgers University–New Brunswick. The Eagleton Institute studies how American politics and government work and change, analyzes how the democracy might improve and promotes political participation and civic engagement. The Institute explores state and national politics through research, education and public service, linking the study of politics with its day-to-day practice. To learn more about Eagleton programs and expertise, visit eagleton.rutgers.edu.

ABOUT THE RUTGERS-EAGLETON/SSRS GARDEN STATE PANEL

[The Rutgers-Eagleton/SSRS Garden State Panel](#) is a probability-based panel of New Jersey adults age 18 or older. Members are recruited randomly based on statewide representative ABS (Address Based Sample) design. ABS sample is drawn from the Delivery Sequence File (DSF) maintained by the U.S. Postal Service. Population coverage of the DSF is in the 98%-99% range. During the recruitment process, full demographic information on panelists is collected. This data is stored securely and used to determine eligibility for specific studies (if needed). The Rutgers-Eagleton/SSRS Garden State Panel is a multi-mode panel. Internet households participate via web while all non-internet households (including those who have internet but are unwilling to

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take surveys online) participate via phone. Panelists also have the option of taking surveys in their preferred language (English or Spanish).

QUESTIONS AND TABLES START ON THE FOLLOWING PAGE

Questions

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

NJ1A First, we'd like to ask you about some people. Please indicate if your general impression of each one is favorable or unfavorable, or if you do not have an opinion or do not know the person. – The New Jersey State Legislature

Favorable	22%
Unfavorable	25%
No opinion	46%
Don't know person	7%
Unweighted N=	816

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Favorable	35%	13%	16%	23%	21%	18%	28%	22%	21%	20%	25%
Unfavorable	9%	31%	43%	31%	19%	29%	19%	20%	22%	34%	22%
No opinion	51%	48%	33%	40%	52%	46%	46%	46%	48%	41%	50%
DK person	5%	8%	8%	6%	8%	7%	7%	12%	9%	5%	3%
Unwt N=	346	321	148	435	381	543	272	197	193	231	195

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/South	Shore	HS or less	Some college	College grad	Grad work
Favorable	25%	23%	24%	19%	22%	22%	22%	33%	11%	19%	27%	21%	22%
Unfavorable	22%	26%	29%	25%	19%	23%	23%	25%	34%	29%	22%	22%	25%
No opinion	46%	43%	44%	49%	50%	49%	47%	36%	48%	45%	40%	53%	46%
DK person	7%	9%	3%	8%	9%	6%	9%	6%	7%	7%	11%	4%	6%
Unwt N=	187	240	164	187	129	298	121	129	139	227	194	178	217

E1 What is the MOST IMPORTANT issue to you personally in determining who to vote for in this election?

Economy, including inflation and fiscal responsibility	18%
Taxes, including property taxes	16%
Partisanship and ideology	11%
Honesty, integrity, and good character	9%
Cost of living and affordability	6%
Abortion and reproductive rights	6%
Immigration	4%
Education	3%
Human rights, civil rights, equality, and social justice	3%
Guns (both rights and control)	2%
None/nothing	0%
Other	21%
Don't know	1%

Unweighted N= 826

E2 How much of a factor are each of the following issues to your vote?

The mandate that all cars sold in New Jersey must be electric by 2035

Major factor	34%
Minor factor	27%
Not a factor	36%
Don't know	3%
Unweighted N=	822

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Major factor	23%	35%	56%	36%	32%	36%	32%	34%	31%	37%	34%
Minor factor	37%	26%	11%	25%	29%	26%	29%	26%	18%	28%	34%
Not a factor	37%	36%	33%	36%	36%	37%	34%	36%	49%	30%	31%
Don't know	4%	3%	0%	2%	4%	1%	5%	4%	2%	5%	1%
Unwt N=	350	323	148	436	386	546	275	199	194	231	198

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Major factor	35%	30%	43%	27%	29%	36%	34%	32%	37%	36%	41%	33%	27%
Minor factor	23%	31%	29%	24%	28%	27%	36%	21%	25%	25%	26%	23%	34%
Not a factor	38%	37%	24%	46%	37%	36%	26%	46%	35%	38%	27%	42%	37%
Don't know	4%	2%	4%	2%	6%	2%	4%	1%	3%	2%	6%	2%	2%
Unwt N=	189	246	163	186	129	300	123	132	138	228	199	178	217

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Offshore wind energy

Major factor	27%
Minor factor	41%
Not a factor	26%
Don't know	6%
Unweighted N=	821

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Major factor	28%	22%	35%	26%	28%	28%	26%	24%	27%	23%	33%
Minor factor	49%	37%	32%	41%	41%	41%	41%	34%	42%	42%	45%
Not a factor	15%	35%	30%	31%	21%	29%	22%	29%	26%	33%	16%
Don't know	8%	6%	3%	3%	10%	3%	11%	13%	5%	2%	6%
Unwt N=	350	323	147	434	387	544	276	200	195	230	196

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Major factor	29%	20%	34%	29%	19%	30%	23%	29%	29%	25%	36%	20%	29%
Minor factor	33%	45%	41%	40%	50%	40%	42%	29%	45%	33%	40%	51%	41%
Not a factor	22%	32%	21%	29%	24%	24%	31%	32%	21%	34%	16%	23%	28%
Don't know	16%	3%	3%	3%	6%	6%	5%	9%	5%	8%	9%	6%	2%
Unwt N=	189	245	162	186	129	300	123	132	137	229	198	179	215

**New Jersey Legislative Elections 2023
Rutgers-Eagleton Poll**

Abortion and reproductive issues

Major factor	59%
Minor factor	21%
Not a factor	17%
Don't know	3%
Unweighted N=	822

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Major factor	79%	51%	38%	47%	71%	61%	57%	65%	65%	47%	64%
Minor factor	12%	22%	33%	27%	14%	21%	21%	18%	11%	29%	21%
Not a factor	6%	23%	28%	22%	12%	18%	17%	11%	24%	21%	13%
Don't know	3%	4%	1%	3%	2%	1%	6%	6%	0%	3%	2%
Unwt N=	350	322	149	434	388	546	275	199	194	232	197

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Major factor	63%	62%	55%	60%	58%	58%	62%	56%	63%	64%	46%	62%	63%
Minor factor	15%	16%	25%	26%	20%	25%	13%	23%	17%	17%	23%	20%	22%
Not a factor	20%	20%	17%	13%	15%	15%	23%	20%	18%	17%	23%	16%	14%
Don't know	2%	2%	2%	1%	8%	2%	2%	1%	2%	1%	8%	2%	1%
Unwt N=	189	245	164	185	130	298	123	132	139	228	199	178	217

**New Jersey Legislative Elections 2023
Rutgers-Eagleton Poll**

Gun violence

Major factor	70%
Minor factor	17%
Not a factor	12%
Don't know	2%
Unweighted N=	820

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Major factor	94%	60%	41%	56%	83%	64%	79%	69%	72%	67%	71%
Minor factor	5%	19%	37%	22%	12%	20%	12%	16%	16%	17%	19%
Not a factor	1%	18%	21%	19%	4%	15%	6%	13%	12%	15%	6%
Don't know	0%	4%	1%	3%	1%	1%	3%	2%	1%	1%	3%
Unwt N=	348	323	148	437	383	547	272	200	194	229	197

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Major factor	81%	63%	75%	64%	86%	70%	67%	63%	64%	70%	67%	70%	71%
Minor factor	6%	20%	16%	22%	10%	18%	15%	18%	22%	16%	17%	19%	18%
Not a factor	10%	15%	9%	13%	1%	11%	17%	18%	11%	13%	14%	7%	11%
Don't know	3%	2%	0%	1%	4%	1%	0%	1%	3%	1%	2%	4%	0%
Unwt N=	186	245	164	187	129	301	122	130	138	226	198	178	218

**New Jersey Legislative Elections 2023
Rutgers-Eagleton Poll**

Additional parental involvement in educational issues

Major factor	47%
Minor factor	29%
Not a factor	19%
Don't know	4%
Unweighted N=	822

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Major factor	37%	46%	70%	46%	48%	42%	56%	51%	53%	44%	43%
Minor factor	32%	30%	22%	32%	27%	29%	29%	26%	29%	29%	33%
Not a factor	26%	20%	6%	19%	20%	26%	9%	16%	17%	24%	20%
Don't know	5%	4%	3%	3%	5%	3%	6%	7%	1%	3%	5%
Unwt N=	350	324	147	434	388	547	274	200	195	229	198

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Major factor	59%	43%	54%	39%	48%	45%	49%	50%	47%	55%	52%	41%	39%
Minor factor	25%	32%	23%	35%	30%	29%	26%	25%	36%	28%	28%	31%	30%
Not a factor	10%	21%	21%	25%	16%	22%	21%	21%	14%	15%	13%	23%	29%
Don't know	6%	4%	2%	2%	6%	4%	3%	5%	3%	3%	7%	5%	2%
Unwt N=	190	245	163	185	130	299	123	132	138	230	197	177	218

**New Jersey Legislative Elections 2023
Rutgers-Eagleton Poll**

Affordability and cost of living

Major factor	87%
Minor factor	10%
Not a factor	2%
Don't know	1%
Unweighted N=	822

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Major factor	85%	87%	92%	86%	89%	84%	92%	89%	81%	93%	85%
Minor factor	12%	9%	6%	10%	9%	13%	5%	6%	14%	6%	15%
Not a factor	2%	3%	1%	2%	2%	2%	2%	3%	4%	1%	1%
Don't know	0%	1%	1%	1%	0%	0%	2%	2%	1%	1%	0%
Unwt N=	351	321	149	437	385	547	274	199	196	232	195

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Major factor	93%	91%	88%	76%	95%	88%	85%	86%	83%	95%	92%	81%	79%
Minor factor	6%	8%	11%	17%	3%	9%	12%	12%	13%	4%	6%	15%	15%
Not a factor	1%	1%	1%	5%	2%	2%	2%	2%	2%	1%	1%	1%	6%
Don't know	0%	0%	0%	2%	0%	0%	1%	0%	2%	0%	2%	2%	0%
Unwt N=	188	246	164	186	130	300	122	131	139	228	198	179	217

**New Jersey Legislative Elections 2023
Rutgers-Eagleton Poll**

The economy

Major factor	87%
Minor factor	11%
Not a factor	1%
Don't know	1%
Unweighted N=	821

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Major factor	81%	90%	94%	86%	88%	85%	92%	86%	86%	91%	85%
Minor factor	16%	8%	6%	11%	10%	13%	6%	10%	12%	8%	14%
Not a factor	3%	1%	0%	2%	1%	2%	1%	2%	3%	1%	1%
Don't know	0%	1%	0%	1%	0%	0%	1%	2%	0%	0%	0%
Unwt N=	351	320	149	433	388	548	272	199	195	229	198

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Major factor	86%	89%	89%	88%	93%	88%	83%	85%	87%	90%	90%	85%	84%
Minor factor	13%	11%	10%	8%	6%	11%	15%	13%	8%	9%	9%	13%	13%
Not a factor	1%	0%	1%	4%	0%	1%	2%	2%	2%	1%	1%	1%	3%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	2%	0%
Unwt N=	187	245	163	187	129	302	122	130	138	227	198	178	218

New Jersey Legislative Elections 2023
Rutgers-Eagleton Poll

Taxes, including property taxes

Major factor	83%
Minor factor	14%
Not a factor	3%
Don't know	1%
Unweighted N=	823

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Major factor	73%	87%	94%	83%	83%	81%	86%	77%	77%	90%	85%
Minor factor	23%	8%	6%	15%	13%	16%	10%	16%	20%	9%	12%
Not a factor	4%	3%	1%	2%	4%	3%	3%	6%	3%	1%	3%
Don't know	0%	1%	0%	1%	0%	0%	1%	2%	0%	1%	0%
Unwt N=	349	324	149	437	386	548	274	199	196	230	198

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Major factor	79%	85%	87%	79%	77%	85%	87%	78%	86%	88%	90%	78%	74%
Minor factor	14%	14%	12%	16%	22%	11%	12%	19%	10%	8%	8%	20%	20%
Not a factor	7%	1%	1%	4%	2%	4%	2%	3%	2%	3%	1%	1%	6%
Don't know	0%	0%	0%	1%	0%	0%	0%	0%	2%	0%	1%	2%	0%
Unwt N=	189	245	164	186	130	299	123	132	139	229	198	178	218

E3 Please think about the election for your representatives to the *General Assembly*. Do you plan to vote for [ROTATE: Democrats] or [Republicans] for the General Assembly?

E3_2 Would you lean toward voting for [ROTATE; same order as E3: Democrats] for the New Jersey Assembly or for [Republicans]?

	w/o leaners	w/leaners
Democrats	44%	49%
Republicans	29%	33%
Neither	2%	3%
Someone else	0%	0%
A Democrat AND a Republican	11%	6%
Don't know	14%	8%
Unweighted N=	792	800

(W/Lean)

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Democrats	95%	27%	0%	45%	53%	42%	60%	53%	54%	43%	47%
Republicans	0%	34%	95%	39%	28%	43%	18%	23%	32%	41%	34%
Neither	0%	8%	2%	3%	3%	3%	4%	6%	2%	3%	3%
Someone else	0%	1%	0%	0%	1%	0%	1%	1%	1%	0%	0%
Dem + Rep	2%	12%	2%	6%	6%	4%	9%	5%	7%	5%	8%
Don't know	3%	18%	1%	8%	9%	8%	9%	13%	5%	8%	8%
Unwt N=	348	305	146	422	378	533	266	189	189	228	194

New Jersey Legislative Elections 2023
Rutgers-Eagleton Poll

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Democrats	48%	42%	50%	56%	61%	47%	44%	46%	49%	39%	43%	51%	65%
Republicans	29%	34%	40%	31%	18%	31%	38%	44%	34%	40%	32%	35%	25%
Neither	6%	3%	2%	3%	4%	5%	2%	3%	1%	4%	5%	3%	1%
Someone else	1%	0%	0%	1%	1%	0%	0%	0%	0%	0%	1%	0%	0%
Dem + Rep	10%	8%	2%	5%	3%	6%	8%	2%	9%	9%	7%	5%	2%
Don't know	6%	13%	6%	5%	12%	10%	8%	4%	7%	8%	13%	5%	8%
Unwt N=	179	239	162	185	122	292	121	130	135	220	190	174	216

New Jersey Legislative Elections 2023
Rutgers-Eagleton Poll

E4 Now think about the election for your representative to the *State Senate*. Do you plan to vote for [ROTATE: the Democrat] or [the Republican] for the New Jersey State Senate?

E4_2 Would you lean toward voting for [ROTATE; same order as E4: the Democrat] for the New Jersey State Senate or for [the Republican]?

	w/o leaners	w/leaners
Democrat	48%	50%
Republican	32%	34%
Neither	3%	4%
Someone else	0%	0%
Don't know	16%	11%
Unweighted N=	773	783

(W/Lean)

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Democrat	97%	28%	2%	44%	57%	42%	62%	50%	56%	44%	52%
Republican	1%	34%	95%	41%	26%	44%	18%	25%	29%	43%	36%
Neither	0%	10%	1%	5%	4%	3%	7%	8%	3%	3%	5%
Someone else	0%	1%	0%	0%	1%	0%	1%	1%	1%	0%	0%
Don't know	2%	26%	1%	10%	12%	10%	12%	17%	11%	10%	7%
Unwt N=	340	298	145	416	367	521	261	187	186	226	184

New Jersey Legislative Elections 2023
Rutgers-Eagleton Poll

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Democrat	51%	49%	50%	52%	61%	48%	48%	48%	50%	42%	42%	54%	64%
Republican	31%	35%	39%	32%	19%	33%	38%	43%	37%	41%	35%	33%	25%
Neither	5%	6%	3%	2%	2%	7%	2%	3%	4%	4%	8%	5%	1%
Someone else	2%	0%	0%	1%	0%	0%	2%	0%	0%	1%	0%	1%	0%
Don't know	12%	10%	8%	13%	18%	12%	11%	6%	9%	11%	15%	8%	10%
Unwt N=	176	234	160	182	119	289	118	127	130	213	189	169	212

**New Jersey Legislative Elections 2023
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E5 For each of the following issues, would you be more likely, just as likely, or less likely to vote for a candidate running for office in New Jersey if you learned they were in support of ...

The mandate that all cars sold in New Jersey must be electric by 2035

More likely	12%
Just as likely	33%
Less likely	48%
Don't know	7%
Unweighted N=	822

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
More likely	21%	6%	7%	13%	11%	11%	14%	17%	20%	8%	5%
Just as likely	46%	29%	14%	33%	33%	31%	35%	38%	36%	28%	32%
Less likely	25%	57%	76%	50%	46%	52%	42%	38%	38%	57%	57%
Don't know	8%	7%	3%	4%	9%	6%	8%	8%	7%	7%	5%
Unwt N=	351	322	148	435	387	546	275	199	195	232	196

	Income				Region					Education			
	<\$50K	\$50K-<\$100K	\$100K-<\$150K	\$150K+	Urban	Suburb	Exurban	Phil/South	Shore	HS or less	Some college	College grad	Grad work
More likely	11%	10%	14%	17%	17%	13%	13%	11%	7%	6%	10%	16%	19%
Just as likely	33%	33%	28%	39%	36%	33%	27%	34%	34%	31%	29%	32%	39%
Less likely	46%	48%	53%	40%	36%	47%	55%	49%	53%	56%	50%	45%	39%
Don't know	9%	9%	4%	5%	11%	7%	5%	6%	6%	7%	11%	6%	3%
Unwt N=	188	246	162	187	129	301	123	131	138	228	197	179	218

**New Jersey Legislative Elections 2023
Rutgers-Eagleton Poll**

Offshore wind energy

More likely	15%
Just as likely	40%
Less likely	30%
Don't know	14%
Unweighted N=	822

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
More likely	25%	10%	6%	18%	12%	16%	14%	14%	18%	11%	17%
Just as likely	47%	39%	31%	40%	41%	39%	43%	42%	47%	35%	40%
Less likely	13%	35%	53%	32%	28%	33%	25%	17%	20%	44%	35%
Don't know	15%	16%	11%	10%	19%	12%	19%	27%	15%	10%	8%
Unwt N=	352	320	149	435	387	548	273	199	194	231	198

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
More likely	15%	10%	18%	22%	19%	18%	13%	18%	7%	8%	17%	10%	27%
Just as likely	36%	43%	40%	41%	35%	39%	44%	40%	43%	42%	32%	42%	44%
Less likely	33%	32%	30%	25%	25%	28%	28%	30%	39%	36%	34%	31%	18%
Don't know	16%	14%	12%	12%	21%	15%	16%	12%	11%	14%	17%	17%	10%
Unwt N=	188	245	163	187	127	302	123	131	139	228	197	179	218

**New Jersey Legislative Elections 2023
Rutgers-Eagleton Poll**

Abortion

More likely	46%
Just as likely	23%
Less likely	21%
Don't know	9%
Unweighted N=	819

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
More likely	74%	33%	18%	39%	53%	47%	45%	57%	55%	31%	46%
Just as likely	14%	28%	33%	28%	19%	22%	26%	15%	22%	31%	24%
Less likely	7%	27%	37%	22%	20%	23%	19%	18%	16%	27%	21%
Don't know	5%	12%	13%	11%	8%	9%	10%	10%	7%	11%	8%
Unwt N=	349	322	147	437	382	547	271	196	195	231	197

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
More likely	35%	44%	48%	59%	48%	46%	41%	45%	51%	37%	38%	55%	58%
Just as likely	30%	20%	27%	21%	28%	22%	36%	19%	17%	29%	28%	15%	19%
Less likely	25%	24%	22%	14%	14%	22%	17%	27%	22%	27%	21%	20%	14%
Don't know	11%	12%	3%	6%	10%	10%	6%	9%	10%	7%	12%	10%	8%
Unwt N=	188	245	162	186	129	300	122	129	139	227	197	177	218

**New Jersey Legislative Elections 2023
Rutgers-Eagleton Poll**

Limitations and restrictions on firearm access, ownership, and storage

More likely	55%
Just as likely	15%
Less likely	26%
Don't know	4%
Unweighted N=	818

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
More likely	83%	45%	22%	46%	65%	50%	64%	64%	61%	45%	54%
Just as likely	12%	18%	14%	18%	12%	16%	13%	12%	15%	18%	14%
Less likely	5%	31%	58%	33%	20%	31%	19%	20%	20%	34%	29%
Don't know	1%	5%	6%	4%	4%	3%	4%	3%	4%	3%	3%
Unwt N=	346	323	148	435	383	545	272	198	193	229	198

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
More likely	52%	52%	59%	58%	62%	56%	59%	45%	55%	46%	52%	64%	62%
Just as likely	15%	18%	12%	14%	20%	13%	10%	19%	14%	17%	14%	10%	17%
Less likely	26%	29%	27%	23%	14%	25%	31%	33%	28%	34%	28%	22%	18%
Don't know	6%	1%	2%	4%	4%	6%	1%	3%	2%	2%	6%	3%	4%
Unwt N=	186	245	162	186	130	296	123	130	139	224	199	178	217

Additional parental involvement in educational issues

More likely	38%
Just as likely	32%
Less likely	17%
Don't know	12%
Unweighted N=	819

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
More likely	25%	42%	58%	42%	35%	34%	45%	42%	40%	33%	39%
Just as likely	41%	28%	23%	32%	32%	30%	35%	27%	33%	35%	34%
Less likely	20%	19%	9%	17%	18%	22%	11%	13%	15%	20%	20%
Don't know	13%	12%	10%	10%	14%	14%	9%	17%	12%	12%	7%
Unwt N=	348	323	147	433	386	545	273	199	194	228	198

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
More likely	44%	37%	41%	30%	42%	36%	39%	40%	38%	45%	39%	39%	29%
Just as likely	35%	30%	34%	34%	37%	30%	27%	38%	31%	38%	29%	24%	35%
Less likely	14%	15%	18%	24%	11%	20%	20%	14%	19%	10%	17%	20%	24%
Don't know	7%	18%	6%	11%	10%	14%	14%	9%	12%	7%	14%	17%	12%
Unwt N=	187	245	162	186	130	299	123	129	138	226	197	179	217

Methodology

The Rutgers-Eagleton Poll was conducted using the [Rutgers-Eagleton/Garden State Panel](#) from November 2 to 5, 2023 with a scientifically selected random sample of 974 New Jersey adults, 18 or older. The Rutgers-Eagleton/SSRS Garden State Panel is a probability-based panel of New Jersey adults age 18 or older. Members are recruited randomly based on statewide representative ABS (Address Based Sample) design. ABS sample is drawn from the Delivery Sequence File (DSF) maintained by the U.S. Postal Service. Population coverage of the DSF is in the 98%-99% range. During the recruitment process, full demographic information on panelists is collected. The Rutgers/SSRS Garden State Panel is a multi-mode panel. For this poll, only Internet households were invited to participate via web; non-internet households were not included. Sample drawn was stratified by county, age, gender, race and ethnicity, and education to ensure adequate representation of each demographic group. Only panelists who complete surveys by web in English were eligible for selection for this study.

Data were weighted to represent the residential adult population of New Jersey. The data were weighted by applying a base weight and calibrating the demographic profile of the sample to target population benchmarks. With the base weight applied, the sample demographics were calibrated, overall and by form, to match target population distributions. Weighting was accomplished using SPSSINC RAKE, an SPSS extension module that simultaneously balances the distributions of all variables using the GENLOG procedure. To handle missing data among the calibration variables we employed a technique called hot decking which replaces the missing values of a respondent randomly with another similar respondent.¹ Table 1 shows the variables used in the calibration and the sources of the target distributions.

Table 1. Calibration Variables

Calibration variables	Sources
<ul style="list-style-type: none"> • Sex (M/F) • Age (18-29/30-49/50-64/65+) • Education (LT HS grad/HS grad/Some college/College grad+) • Race/ethnicity (White, not Hispanic/Black, not Hispanic/Hispanic/Other-mixed, not Hispanic) • Number of adults in household (1/2/3+) • Home ownership (own/rent) 	Current Population Survey 2023 ²
<ul style="list-style-type: none"> • Region (Urban/Suburban/Exurban/Phila-South/Shore) 	American Community Survey ³
<ul style="list-style-type: none"> • Civic engagement (Civically engaged/Not) • Voter registration (Registered/Not registered to vote) • Internet use frequency (Almost constantly/Several times a day/less often) 	SSRS Opinion Panel
<ul style="list-style-type: none"> • 2020 Presidential recalled vote (Biden/Trump/Other/Did not vote) 	National Election Pool

¹ We use an SPSS macro detailed in ‘Goodbye, Listwise Deletion: Presenting Hot Deck Imputation as an Easy and Effective Tool for Handling Missing Data’ (Myers, 2011).

² Sarah Flood, Miriam King, Renae Rodgers, Steven Ruggles, J. Robert Warren, Daniel Backman, Annie Chen, Grace Cooper, Stephanie Richards, Megan Schouweiler and Michael Westberry. IPUMS CPS: Version 11.0 [dataset]. Minneapolis, MN: IPUMS, 2023.

³ “Age and Sex.” American Community Survey, ACS 1-Year Estimates Subject Tables, Table S0101, 2022.

Weights were trimmed at the 4th and 96th percentiles to prevent individual interviews from having too much influence on survey-derived estimates. The table below compares unweighted and weighted sample distributions to target population benchmarks.

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. The total sample design effect for this survey is 1.97.

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 974 New Jersey adults is +/-3.1 percentage points at a 95 percent confidence interval. The design effect⁴ is 1.97, making the adjusted margin of error +/- 4.4 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 45.6 and 54.4 percent (50 +/- 4.4) if all New Jersey adults had been interviewed, rather than just a sample.

Sampling error is only one possible source of error in a survey estimate. Sampling error does not consider other sources of variation inherent in public opinion studies, such as selection bias, non-response bias, question wording, context effects, or reporting accuracy, which may contribute additional error.

This Rutgers-Eagleton Poll was fielded by SSRS through the Rutgers-Eagleton/SSRS Garden State Panel. The questionnaire was developed and all data analyses were completed in house by the Eagleton Center for Public Interest Polling (ECPPI). Jessica Roman and Kyle Morgan 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. For more information, please contact poll@eagleton.rutgers.edu.

⁴ 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.

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Weighted Demographics
826 New Jersey Registered Voters 18+
Overall Margin of Error = +/- 4.8 percentage points

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

		deff	MOE			deff	MOE
Man	50%	2.10	+/- 6.8%	White	62%	2.07	+/- 6.0%
Woman	50%	1.90	+/- 6.9%	Black	11%	1.60	+/- 14.8%
18-34	23%	2.12	+/- 10.1%	Hispanic	17%	1.87	+/- 12.3%
35-49	23%	1.91	+/- 9.7%	Other	11%	2.15	+/- 15.4%
50-64	29%	1.98	+/- 9.1%	<50K	21%	2.05	+/- 10.2%
65+	24%	2.00	+/- 9.9%	50K-<100K	33%	2.04	+/- 8.9%
Democrat	43%	2.06	+/- 7.5%	100K-<150K	24%	1.91	+/- 10.6%
Independent	35%	2.07	+/- 8.5%	150K+	22%	1.94	+/- 10.0%
Republican	22%	1.73	+/- 10.6%	Urban	14%	2.00	+/- 12.1%
HS or Less	31%	1.94	+/- 9.0%	Suburb	35%	2.03	+/- 8.0%
Some College	22%	1.93	+/- 9.6%	Exurban	15%	2.10	+/- 12.8%
College Grad	23%	2.01	+/- 10.4%	Phil/South	17%	2.01	+/- 12.1%
Grad Work	24%	2.07	+/- 9.6%	Shore	19%	1.84	+/- 11.3%