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This Halloween, What Are New Jersey Voters Really Afraid Of? More Than Half Say the 2024 Election.

In a Rutgers-Eagleton Poll, few citizens are proud or enthusiastic about politics today, mostly worried and angry

NEW BRUNSWICK, N.J. (Oct. 31, 2024) – When asked how the upcoming 2024 presidential election makes them feel, a majority of New Jersey voters express some kind of dread, according to the latest Rutgers-Eagleton Poll.

Fifty-seven percent say something about being anxious (15%), nervous (14%), uneasy (12%), scared (12%) or worried (4%). Eight percent cite being excited, optimistic or hopeful. Another 4% are stressed, and 3% say the election is making them physically ill. Two percent say they feel disappointed and another 2% say they are confused or uncertain.

“Every four years, the end of ‘spooky season’ not only brings Halloween but also the final stretch of the presidential election and the possibility of an October surprise,” said [Ashley Koning](#), an assistant research professor and director of the [Eagleton Center for Public Interest Polling](#) (ECPIP) at [Rutgers University-New Brunswick](#). “Perhaps what’s not a surprise this election cycle, however, is just how tense Garden State voters are feeling about this nail-biter of a presidential race, with almost 9 in 10 mentioning some type of negative feeling.”

When asked how often they feel certain emotions because of politics these days, voters in the Garden State are more negative than positive. Forty percent say they “never” feel proud, 40% feel proud “some of the time,” 11% “about half of the time,” 5% “most of the time” and 2% “always.” Likewise, 38% say they are “never” enthusiastic, 36% are enthusiastic “some of the time,” 14% “about half of the time,” 7% “most of the time” and 2% “always.”

On the other hand, 32% of voters are “always” worried about politics these days and another

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35% are worried “most of the time”; 13% say they are worried “about half of the time,” 16% “some of the time and 3% “never.”

Voters express more variance when it comes to feelings of anger: 12% are “always” angry, 29% are angry “most of the time,” 21% “about half of the time” and 29% “some of the time.” Nine percent say they are “never” angry.

“Independents – a crucial voting bloc in any election – say they are less often proud and less often enthusiastic about politics these days than their partisan counterparts,” said [Jessica Roman](#), director of data management and analysis at ECPIP. “Yet independents and partisans alike say they are about equally angry almost all the time and, even more so, are almost always worried. Negative emotions are prevalent in politics, but candidates need to be careful that these feelings spur more action than inaction come Election Day.”

When it comes to the personal qualities of the two presidential candidates, voters are more likely to associate “extreme,” “incompetent,” and “emotional” with Republican nominee and former President Donald Trump, while they associate “empathetic” and “trustworthy” with Democratic nominee and current Vice President Kamala Harris. Residents are more split on which candidate they associate with patriotism and strength.

Voters are more than three times as likely to characterize Trump as more “extreme” than Harris – 61% to 18%; 12% say it describes both candidates equally and 5% say it describes neither. Independents are about 2.5 times as likely to attribute this to Trump than Harris, as are nearly 9 in 10 Democrats; even Republicans are split on this trait: 35% assign it to Trump, 33% assign it to Harris and 22% ascribe it to both.

About half of voters associate incompetence with Trump (52%), 32% say it describes Harris better, 9% associate incompetence with both candidates equally and 4% don’t ascribe this trait to either candidate. Independents are somewhat split (42% Trump versus 36% Harris), while 88% of Democrats and 73% of Republicans ascribe it to their party’s opponent.

Voters characterize Harris as more “empathetic” than Trump by a 34-point margin – 53% to 19%. Two percent associate this trait with both candidates and 20% say they don’t associate it with either candidate. Independent voters are three times more likely to say this trait describes Harris better and 31% say neither candidate, while 87% of Democrats say it describes Harris better; 51% of Republicans associate “empathetic” with Trump.

Forty-two percent of voters associate being “trustworthy” with Harris, 24% associate it with Trump, 2% say both equally and 25% say neither. Most independent voters say the trait describes neither candidate, while 27% say Harris and 22% say Trump. Democrats are more likely than Republicans to associate the trait with their respective candidate.

Thirty-six percent of voters associate being “emotional” with Trump, while 23% associate this trait with Harris. Ten percent say they associate being emotional with both candidates and 20%

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say they don't associate it with either candidate. Partisans of all stripes are more mixed on this trait than any other, with independents and especially Democrats giving an edge to Trump and Republicans being more split.

Voters are split when it comes to patriotism. Forty percent associate being "patriotic" with Trump, while 37% associate it with Harris; 9% say it describes both equally and 9% ascribe it to neither candidate. Independents give Trump an advantage on this trait (48% versus 23% Harris), while 7 in 10 Democrats and about 8 in 10 Republicans ascribe it to their candidate.

"Patriotism has become a charged concept this election cycle, and the two presidential campaigns are now fighting over who 'owns' it," Koning said. "While Republicans have typically made patriotism their own in recent history, the Harris campaign has strived to rebrand patriotism into a Democratic Party value that disentangles it from the more nationalistic version touted by the opposing side."

Voters are most split, though, when it comes to strength. Forty percent of voters say "strong" better describes Harris and another 40% say it better describes Trump; 7% say both equally and 10% say neither candidate. Independents give an edge to Trump on this trait (45% to 26%), while three-quarters or more of Democrats and Republicans alike attribute it to their respective candidate.

"Female candidates have traditionally been confronted by the perception that they lack the competence and strength required in politics, while trying to balance empathy and often being seen as too emotional – standards that few male candidates are held to," said [Debra Borie-Holtz](#), senior survey scholar at ECIIP. "These perceptions are turned on their heads a bit in New Jersey, with Harris holding her own when it comes to these more traditionally masculine leadership qualities and Trump being ascribed what have historically been viewed as more negative, feminine traits."

Results are from a statewide poll of 1,018 adults contacted through the probability-based [Rutgers-Eagleton/SSRS Garden State Panel](#) from Oct. 15 to Oct. 22. The full sample has a margin of error of +/- 4.1 percentage points. The registered voter subsample contains 929 registered voters and has a margin of error of +/- 4.2 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 Kiana Miranda at kiana.miranda@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

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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 [X](#), formerly 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. The 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 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 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 who self-reported being registered to vote unless otherwise noted; all percentages are of weighted results. Interpret groups with samples sizes under 100 with extreme caution.

E1. In just a word or two, how does the upcoming 2024 presidential election make you feel?

Note: This question was originally asked in an open-ended format.

Original Coding

Anxious	15%
Nervous	14%
Uneasy/uncomfortable/unsettled	12%
Scared	12%
Excited/optimistic/hopeful	8%
Stressed	4%
Worried	4%
Sick/nauseous/ill	3%
Disappointed/disheartened	2%
Confused/uncertain	2%
Displeased with choices	2%
Helpless/hopeless	2%
Sad/unhappy	2%
Good/fine	2%
Angry/frustrated	2%
Indifferent	1%
Bad/terrible	1%
Embarrassed/ashamed	1%
Exhausted/tired	<1%
Other	8%
Don't know	<1%
Unweighted N=	914

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Top 10 Version

Anxious	15%
Nervous	14%
Uneasy/uncomfortable/unsettled	12%
Scared	12%
Excited/optimistic/hopeful	8%
Stressed	4%
Worried	4%
Sick/nauseous/ill	3%
Disappointed/disheartened	2%
Confused/uncertain	2%
Other	22%
Don't know	<1%
Unweighted N=	914

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Anxious	19%	11%	13%	13%	16%	13%	16%	16%	15%	14%	14%
Nervous	19%	11%	12%	10%	18%	13%	17%	15%	16%	11%	16%
Uneasy	11%	13%	13%	13%	11%	15%	8%	11%	8%	14%	14%
Scared	12%	13%	8%	9%	14%	13%	10%	13%	12%	12%	11%
Excited	9%	5%	12%	11%	7%	8%	9%	5%	9%	12%	8%
Stressed	5%	2%	6%	2%	6%	4%	5%	7%	5%	3%	4%
Worried	5%	3%	5%	5%	4%	5%	3%	3%	4%	4%	6%
Sick	2%	6%	1%	4%	2%	4%	1%	1%	1%	5%	4%
Disappointed	1%	2%	4%	2%	3%	2%	2%	3%	4%	2%	2%
Confused	2%	3%	2%	2%	3%	2%	3%	3%	3%	1%	3%
Other	13%	31%	22%	29%	16%	20%	25%	22%	25%	21%	21%
Don't know	<1%	1%	0%	<1%	<1%	<1%	1%	<1%	0%	1%	0%
Unwt N=	385	332	197	436	472	613	299	211	212	272	218

**2024 Voter Emotions and Presidential Candidate Traits
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
Anxious	12%	7%	22%	19%	17%	14%	15%	14%	15%	10%	16%	16%	18%
Nervous	10%	20%	13%	12%	13%	15%	17%	16%	10%	16%	13%	15%	12%
Uneasy	15%	12%	10%	11%	11%	10%	14%	14%	14%	15%	10%	10%	12%
Scared	17%	11%	11%	8%	17%	9%	10%	11%	15%	14%	9%	13%	10%
Excited	12%	10%	6%	6%	6%	12%	4%	6%	10%	9%	11%	8%	6%
Stressed	4%	6%	5%	3%	4%	6%	6%	5%	1%	3%	5%	5%	4%
Worried	2%	4%	2%	9%	4%	6%	3%	3%	4%	2%	5%	5%	5%
Sick	1%	5%	2%	2%	2%	4%	0%	3%	5%	3%	2%	4%	3%
Disappointed	6%	<1%	<1%	5%	2%	3%	5%	1%	3%	3%	1%	4%	2%
Confused	4%	2%	3%	<1%	2%	3%	1%	3%	2%	3%	3%	1%	2%
Other	16%	23%	25%	23%	22%	21%	25%	25%	20%	20%	24%	19%	25%
Don't know	1%	0%	0%	<1%	1%	<1%	<1%	<1%	0%	1%	<1%	0%	<1%
Unwt N=	188	249	180	231	140	306	138	176	154	201	223	224	266

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E5. How often would you say you've felt each of the following emotions about how things are going with politics these days?

Proud

Never	40%
Some of the time	40%
About half of the time	11%
Most of the time	5%
Always	2%
Don't know	3%
Unweighted N=	927

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Never	33%	50%	37%	41%	39%	42%	38%	46%	45%	39%	32%
Some	41%	37%	41%	39%	40%	41%	37%	33%	38%	43%	42%
About half	14%	7%	14%	12%	11%	10%	14%	12%	12%	9%	13%
Most	6%	3%	5%	3%	6%	5%	5%	2%	2%	4%	9%
Always	3%	1%	1%	2%	1%	1%	3%	2%	<1%	1%	3%
Don't know	3%	3%	2%	2%	2%	2%	3%	5%	2%	3%	<1%
Unwt N=	391	333	203	440	480	621	304	214	216	277	219

**2024 Voter Emotions and Presidential Candidate Traits
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
Never	41%	33%	42%	45%	45%	38%	43%	39%	40%	44%	34%	41%	40%
Some	35%	47%	38%	39%	28%	41%	38%	44%	42%	35%	47%	40%	39%
About half	9%	13%	12%	11%	15%	13%	14%	7%	8%	10%	7%	13%	15%
Most	9%	4%	4%	2%	6%	3%	2%	9%	6%	5%	8%	3%	3%
Always	3%	2%	1%	2%	2%	3%	1%	1%	1%	2%	2%	1%	1%
Don't know	4%	1%	3%	<1%	4%	3%	3%	<1%	3%	4%	1%	2%	2%
Unwt N=	194	252	180	233	142	310	141	178	156	205	228	227	266

**2024 Voter Emotions and Presidential Candidate Traits
Rutgers-Eagleton Poll**

E5. How often would you say you've felt each of the following emotions about how things are going with politics these days?

Enthusiastic

Never	38%
Some of the time	36%
About half of the time	14%
Most of the time	7%
Always	2%
Don't know	3%
Unweighted N=	926

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Never	26%	50%	38%	40%	36%	40%	35%	44%	45%	38%	28%
Some	44%	30%	33%	36%	36%	37%	35%	28%	36%	36%	44%
About half	16%	10%	17%	14%	14%	12%	17%	14%	11%	14%	16%
Most	10%	3%	7%	5%	8%	6%	8%	5%	3%	7%	10%
Always	2%	2%	2%	3%	1%	2%	3%	3%	2%	3%	1%
Don't know	2%	4%	3%	1%	4%	3%	3%	6%	3%	2%	1%
Unwt N=	392	332	202	441	478	620	304	214	216	277	218

**2024 Voter Emotions and Presidential Candidate Traits
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
Never	44%	33%	42%	39%	41%	37%	41%	35%	39%	46%	32%	37%	32%
Some	30%	39%	36%	39%	31%	36%	33%	40%	39%	32%	39%	36%	42%
About half	9%	19%	12%	15%	13%	17%	15%	11%	11%	10%	14%	17%	17%
Most	11%	7%	3%	6%	10%	5%	6%	8%	6%	6%	10%	5%	6%
Always	2%	1%	3%	1%	2%	2%	1%	5%	1%	4%	1%	2%	1%
Don't know	4%	2%	4%	<1%	2%	3%	4%	2%	4%	3%	4%	3%	2%
Unwt N=	193	251	181	233	142	309	141	177	157	204	227	227	267

**2024 Voter Emotions and Presidential Candidate Traits
Rutgers-Eagleton Poll**

E5. How often would you say you've felt each of the following emotions about how things are going with politics these days?

Angry

Never	9%
Some of the time	29%
About half of the time	21%
Most of the time	29%
Always	12%
Don't know	<1%
Unweighted N=	927

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Never	12%	8%	7%	10%	8%	6%	14%	11%	10%	9%	8%
Some	29%	27%	32%	29%	29%	27%	32%	32%	24%	25%	33%
About half	21%	21%	20%	20%	21%	21%	21%	18%	25%	18%	23%
Most	26%	30%	30%	30%	28%	31%	24%	24%	27%	33%	29%
Always	12%	13%	11%	11%	13%	14%	9%	14%	13%	15%	7%
Don't know	0%	1%	0%	<1%	<1%	<1%	<1%	1%	1%	<1%	0%
Unwt N=	391	333	203	441	479	622	303	214	217	277	218

**2024 Voter Emotions and Presidential Candidate Traits
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
Never	15%	9%	8%	5%	11%	8%	9%	15%	5%	9%	12%	8%	7%
Some	28%	26%	32%	28%	28%	28%	32%	22%	37%	32%	27%	28%	27%
About half	21%	22%	19%	22%	14%	23%	18%	22%	24%	17%	20%	22%	26%
Most	26%	34%	25%	32%	27%	29%	30%	30%	26%	29%	31%	30%	26%
Always	9%	10%	16%	12%	20%	11%	11%	11%	9%	12%	9%	12%	14%
Don't know	1%	<1%	<1%	0%	1%	1%	<1%	<1%	0%	1%	<1%	0%	0%
Unwt N=	194	251	181	233	142	309	141	178	157	205	228	226	267

**2024 Voter Emotions and Presidential Candidate Traits
Rutgers-Eagleton Poll**

E5. How often would you say you've felt each of the following emotions about how things are going with politics these days?

Worried

Never	3%
Some of the time	16%
About half of the time	13%
Most of the time	35%
Always	32%
Don't know	<1%
Unweighted N=	928

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Never	3%	5%	2%	4%	3%	3%	4%	5%	3%	1%	4%
Some	15%	18%	14%	20%	13%	15%	18%	15%	14%	17%	18%
About half	13%	11%	17%	16%	11%	13%	14%	12%	14%	15%	12%
Most	39%	31%	36%	35%	35%	36%	34%	33%	39%	29%	41%
Always	30%	34%	31%	25%	38%	33%	29%	35%	30%	37%	25%
Don't know	<1%	1%	0%	<1%	<1%	<1%	1%	1%	<1%	<1%	0%
Unwt N=	391	334	203	441	480	622	304	214	217	277	219

**2024 Voter Emotions and Presidential Candidate Traits
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
Never	8%	2%	2%	1%	7%	3%	1%	3%	1%	6%	3%	2%	2%
Some	13%	17%	19%	17%	11%	16%	16%	19%	17%	23%	12%	10%	17%
About half	17%	12%	11%	15%	7%	13%	12%	14%	18%	9%	15%	19%	12%
Most	28%	37%	37%	37%	32%	37%	38%	33%	35%	28%	38%	40%	38%
Always	33%	32%	31%	30%	42%	30%	32%	31%	28%	34%	32%	29%	31%
Don't know	1%	<1%	<1%	<1%	<1%	1%	<1%	<1%	0%	1%	<1%	<1%	<1%
Unwt N=	194	252	181	233	142	310	141	178	157	204	229	227	267

**2024 Voter Emotions and Presidential Candidate Traits
Rutgers-Eagleton Poll**

E6. Which candidate do you associate with each of the following traits?

Trustworthy

Kamala Harris	42%
Donald Trump	24%
Both equally	2%
Neither	25%
Don't know	7%
Unweighted N=	921

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Kamala Harris	78%	27%	7%	38%	46%	39%	47%	36%	32%	43%	53%
Donald Trump	1%	22%	62%	28%	20%	30%	14%	21%	21%	24%	26%
Both equally	2%	2%	3%	2%	3%	2%	3%	3%	2%	2%	3%
Neither	16%	36%	22%	27%	23%	23%	28%	35%	35%	24%	12%
Don't know	2%	12%	6%	5%	8%	6%	8%	7%	9%	6%	6%
Unwt N=	388	331	202	436	478	616	303	213	217	274	216

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Kamala Harris	39%	45%	44%	47%	49%	43%	42%	41%	38%	34%	39%	48%	52%
Donald Trump	23%	29%	20%	18%	15%	27%	20%	22%	29%	31%	31%	15%	13%
Both equally	3%	3%	1%	1%	<1%	3%	4%	3%	2%	2%	3%	4%	1%
Neither	25%	18%	30%	27%	31%	20%	26%	28%	26%	26%	19%	29%	26%
Don't know	10%	5%	5%	7%	4%	8%	9%	7%	5%	7%	7%	4%	9%
Unwt N=	193	248	179	233	140	306	140	178	157	204	227	225	264

**2024 Voter Emotions and Presidential Candidate Traits
Rutgers-Eagleton Poll**

E6. Which candidate do you associate with each of the following traits?

Strong

Kamala Harris	40%
Donald Trump	40%
Both equally	7%
Neither	10%
Don't know	2%
Unweighted N=	925

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Kamala Harris	75%	26%	6%	32%	47%	36%	46%	36%	36%	39%	48%
Donald Trump	7%	45%	84%	47%	35%	47%	29%	37%	42%	42%	39%
Both equally	8%	9%	4%	7%	7%	7%	7%	6%	9%	8%	6%
Neither	9%	15%	4%	12%	8%	8%	13%	16%	9%	10%	6%
Don't know	1%	5%	1%	2%	3%	1%	5%	5%	4%	1%	1%
Unwt N=	390	333	202	441	477	619	304	213	218	277	216

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/South	Shore	HS or less	Some college	College grad	Grad work
Kamala Harris	40%	42%	38%	46%	46%	38%	43%	40%	38%	34%	35%	45%	51%
Donald Trump	39%	41%	40%	35%	35%	40%	37%	36%	50%	46%	49%	34%	28%
Both equally	8%	5%	9%	8%	6%	8%	5%	12%	4%	9%	3%	8%	9%
Neither	8%	9%	12%	11%	9%	12%	14%	8%	7%	9%	7%	13%	12%
Don't know	5%	4%	1%	0%	4%	3%	0%	4%	1%	3%	6%	0%	1%
Unwt N=	194	252	179	232	142	309	141	177	156	204	228	226	266

**2024 Voter Emotions and Presidential Candidate Traits
Rutgers-Eagleton Poll**

E6. Which candidate do you associate with each of the following traits?

Extreme

Kamala Harris	18%
Donald Trump	61%
Both equally	12%
Neither	5%
Don't know	3%
Unweighted N=	923

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Kamala Harris	5%	21%	35%	21%	16%	24%	10%	9%	14%	21%	26%
Donald Trump	87%	53%	33%	57%	65%	55%	70%	63%	65%	60%	60%
Both equally	4%	14%	22%	15%	10%	14%	9%	16%	12%	10%	11%
Neither	3%	7%	6%	5%	5%	5%	5%	7%	3%	6%	3%
Don't know	1%	5%	5%	3%	4%	3%	5%	6%	6%	3%	<1%
Unwt N=	387	334	202	438	478	617	304	214	217	275	216

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Kamala Harris	23%	16%	15%	17%	7%	20%	15%	23%	22%	26%	17%	17%	8%
Donald Trump	56%	65%	59%	67%	74%	60%	62%	58%	59%	51%	60%	66%	74%
Both equally	8%	13%	14%	10%	13%	11%	15%	11%	11%	16%	10%	11%	10%
Neither	7%	3%	9%	2%	6%	4%	5%	5%	6%	4%	8%	2%	5%
Don't know	6%	3%	3%	3%	1%	5%	4%	3%	3%	3%	5%	3%	3%
Unwt N=	194	249	180	233	142	308	141	177	155	203	228	226	265

**2024 Voter Emotions and Presidential Candidate Traits
Rutgers-Eagleton Poll**

E6. Which candidate do you associate with each of the following traits?

Emotional

Kamala Harris	23%
Donald Trump	36%
Both equally	10%
Neither	20%
Don't know	11%
Unweighted N=	926

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Kamala Harris	24%	22%	24%	26%	21%	22%	25%	18%	16%	25%	30%
Donald Trump	41%	35%	30%	35%	37%	35%	38%	40%	40%	33%	34%
Both equally	5%	11%	15%	12%	8%	11%	9%	10%	7%	11%	9%
Neither	20%	20%	22%	20%	21%	22%	18%	18%	26%	20%	18%
Don't know	11%	12%	8%	7%	13%	11%	11%	13%	11%	11%	8%
Unwt N=	391	332	203	439	480	619	305	214	218	276	217

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Kamala Harris	29%	26%	22%	17%	18%	25%	21%	24%	24%	27%	25%	20%	18%
Donald Trump	31%	30%	37%	47%	39%	39%	35%	26%	42%	33%	34%	36%	44%
Both equally	11%	9%	10%	8%	10%	9%	12%	8%	11%	9%	9%	14%	8%
Neither	18%	23%	19%	20%	23%	16%	24%	27%	16%	20%	22%	21%	19%
Don't know	12%	12%	12%	8%	9%	11%	8%	15%	8%	11%	10%	10%	11%
Unwt N=	193	252	180	233	141	310	141	177	157	204	228	227	266

**2024 Voter Emotions and Presidential Candidate Traits
Rutgers-Eagleton Poll**

E6. Which candidate do you associate with each of the following traits?

Empathetic

Kamala Harris	53%
Donald Trump	19%
Both equally	2%
Neither	20%
Don't know	6%
Unweighted N=	918

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Kamala Harris	87%	42%	14%	51%	56%	48%	61%	52%	51%	50%	58%
Donald Trump	3%	14%	51%	20%	18%	25%	9%	12%	19%	23%	19%
Both equally	<1%	2%	6%	4%	1%	3%	1%	1%	<1%	3%	4%
Neither	7%	31%	24%	19%	20%	20%	20%	28%	24%	19%	11%
Don't know	3%	11%	5%	7%	5%	4%	9%	7%	5%	4%	8%
Unwt N=	387	328	203	436	475	616	300	210	217	275	215

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Kamala Harris	46%	54%	59%	58%	54%	54%	56%	55%	47%	43%	48%	62%	65%
Donald Trump	24%	19%	17%	13%	9%	17%	14%	22%	29%	25%	24%	11%	11%
Both equally	3%	3%	2%	1%	2%	2%	4%	<1%	3%	3%	2%	2%	2%
Neither	20%	15%	19%	25%	30%	19%	21%	18%	14%	21%	16%	24%	18%
Don't know	7%	9%	4%	3%	5%	8%	4%	5%	7%	9%	9%	2%	4%
Unwt N=	190	248	180	232	139	306	141	176	156	201	227	223	266

**2024 Voter Emotions and Presidential Candidate Traits
Rutgers-Eagleton Poll**

E6. Which candidate do you associate with each of the following traits?

Patriotic

Kamala Harris	37%
Donald Trump	40%
Both equally	9%
Neither	9%
Don't know	4%
Unweighted N=	922

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Kamala Harris	70%	23%	6%	32%	42%	36%	38%	21%	29%	39%	54%
Donald Trump	10%	48%	78%	46%	36%	48%	30%	41%	38%	43%	38%
Both equally	9%	12%	5%	9%	10%	8%	11%	12%	12%	9%	5%
Neither	8%	9%	9%	9%	8%	6%	13%	17%	12%	6%	3%
Don't know	3%	8%	2%	4%	5%	2%	8%	9%	8%	2%	<1%
Unwt N=	389	333	200	438	477	618	302	212	216	276	217

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/South	Shore	HS or less	Some college	College grad	Grad work
Kamala Harris	32%	39%	36%	44%	39%	35%	39%	42%	33%	31%	32%	40%	50%
Donald Trump	45%	39%	43%	34%	32%	41%	41%	37%	48%	49%	42%	37%	29%
Both equally	8%	6%	8%	11%	8%	9%	9%	12%	7%	10%	10%	10%	6%
Neither	5%	11%	10%	10%	14%	10%	8%	5%	8%	5%	9%	12%	11%
Don't know	9%	5%	2%	1%	7%	4%	2%	3%	5%	5%	7%	1%	4%
Unwt N=	191	251	180	233	141	309	140	177	155	203	228	224	266

**2024 Voter Emotions and Presidential Candidate Traits
Rutgers-Eagleton Poll**

E6. Which candidate do you associate with each of the following traits?

Incompetent

Kamala Harris	32%
Donald Trump	52%
Both equally	9%
Neither	4%
Don't know	3%
Unweighted N=	925

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Kamala Harris	4%	36%	73%	38%	27%	40%	20%	23%	32%	34%	39%
Donald Trump	88%	42%	7%	44%	58%	45%	61%	57%	42%	50%	55%
Both equally	3%	13%	13%	11%	7%	10%	8%	9%	13%	12%	3%
Neither	4%	5%	4%	6%	3%	4%	5%	6%	8%	3%	2%
Don't know	1%	4%	3%	2%	4%	1%	6%	5%	5%	1%	2%
Unwt N=	391	332	202	440	478	619	304	214	216	277	217

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Kamala Harris	34%	31%	33%	27%	24%	29%	34%	32%	43%	43%	39%	20%	22%
Donald Trump	46%	52%	52%	58%	61%	50%	53%	52%	46%	40%	48%	63%	62%
Both equally	10%	7%	8%	10%	9%	11%	12%	7%	6%	9%	5%	13%	9%
Neither	4%	6%	4%	3%	4%	6%	1%	5%	5%	4%	5%	4%	5%
Don't know	6%	3%	2%	2%	2%	4%	<1%	5%	1%	5%	3%	1%	2%
Unwt N=	193	251	181	233	142	309	141	177	156	204	227	227	266

2024 Voter Emotions and Presidential Candidate Traits Rutgers-Eagleton Poll

Methodology

The Rutgers-Eagleton Poll was conducted using the [Rutgers-Eagleton/Garden State Panel](#) from October 15 to 22, 2024 with a scientifically selected random sample of 1,018 New Jersey adults, 18 or older. Analysis is based on a registered voter subsample including 929 New Jersey adults, 18 or older, who are self-reported registered voters. The Rutgers-Eagleton/SSRS Garden State Panel is a probability-based panel of New Jersey adults aged 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 adult population of New Jersey. Weighting was done by applying a base weight and calibrating sample demographic distributions to match target population benchmarks. With the base weight applied, the data were weighted to balance the demographic profile of the sample to target population parameters.

Missing data in the raking variables were imputed using hot decking. Hot deck imputation replaces the missing values of a respondent randomly with another similar respondent without missing data. Hot decking was done using an SPSS macro detailed in 'Goodbye, Listwise Deletion: Presenting Hot Deck Imputation as an Easy and Effective Tool for Handling Missing Data' (Myers, 2011).

Data were calibrated by raking sample distributions to target population distributions using iterative proportional fitting. This procedure balances each calibration variable to target benchmarks individually and iteratively. The entire set of calibration variables is cycled through until the weights converge across all dimensions.

Data were weighted to distributions of sex by age, sex by education, sex by race, age by race, age by education, detailed education, race/ethnicity, region, home tenure, number of adults per household, civic engagement, voter registration, internet use frequency and 2020 recalled vote.

Table 1 shows the variables used in the calibration and the sources of the target distributions.

2024 Voter Emotions and Presidential Candidate Traits Rutgers-Eagleton Poll

Table 1. Calibration Variables

Calibration variables	Sources
<ul style="list-style-type: none"> • Sex • Age • Education • Race • Hispanic nativity • Number of adults in household • Home tenure 	Current Population Survey 2023 ¹
<ul style="list-style-type: none"> • Region 	American Community Survey ²
<ul style="list-style-type: none"> • Civic engagement • Voter registration • Internet frequency 	Modeled from SSRS Opinion Panel
<ul style="list-style-type: none"> • 2020 Presidential recalled vote 	National Election Pool

Weights were trimmed at the 2nd and 98th 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.

Data were also calibrated by form. Non-registered voters were randomly assigned to one of the two forms and combined with the random half samples of registered voters to create two general population half samples. Data for each general population half sample were then calibrated separately using the procedures described above. After calibration, the form split weight for the non-registered voters were dropped and the remaining form split weights were standardized to the number of registered voters within each split form. The tables below compare unweighted and weighted sample distributions to target population benchmarks for each split form grouping.

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 1.80. Design effect for the registered voter subsample is 1.71.

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 1,018 New Jersey adults is +/-3.1 percentage points at a 95% confidence interval. The design effect³ is 1.80, making the adjusted margin of error +/- 4.1 percentage

¹ 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.

² "Age and Sex." American Community Survey, ACS 1-Year Estimates Subject Tables, Table S0101, 2022.

³ 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

2024 Voter Emotions and Presidential Candidate Traits Rutgers-Eagleton Poll

points. Thus, if 50% of New Jersey adults in this sample favor a particular position, we would be 95% sure that the true figure is between 45.9 and 54.1% (50 +/- 4.1) if all New Jersey adults had been interviewed, rather than just a sample. Among the registered voter subsample (n=929), the simple sampling error is +/- 3.2 percentage points. Design effect for the registered voter subsample is 1.71, making the adjusted margin of error +/- 4.2 percentage points.

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 (ECPIP). Ashley Koning and Jessica Roman led analysis and preparation of this release, with assistance from Kyle Morgan, Debbie-Borie Holtz, David Martin, and Amy Funck. 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.

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.

**2024 Voter Emotions and Presidential Candidate Traits
Rutgers-Eagleton Poll**

**Weighted Demographics
929 New Jersey Registered Voters
Overall Margin of Error = +/- 4.2 percentage points**

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

		deff	MOE			deff	MOE
Man	46%	1.85	+/- 6.3%	White, Non-Hisp	61%	1.68	+/- 5.1%
Woman	54%	1.60	+/- 5.7%	Non-White	39%	1.67	+/- 7.3%
18-34	22%	1.71	+/- 8.8%	<50K	22%	1.67	+/- 9.1%
35-49	19%	1.75	+/- 8.8%	50K-<100K	31%	1.82	+/- 8.3%
50-64	30%	1.62	+/- 7.5%	100K-<150K	23%	1.67	+/- 9.4%
65+	28%	1.69	+/- 8.6%	150K+	24%	1.63	+/- 8.2%
Democrat	39%	1.61	+/- 6.3%	Urban	13%	1.52	+/- 10.2%
Independent	37%	1.89	+/- 7.4%	Suburb	34%	1.94	+/- 7.7%
Republican	24%	1.55	+/- 8.6%	Exurban	14%	1.52	+/- 10.2%
HS or Less	32%	1.63	+/- 8.7%	Phil/South	20%	1.64	+/- 9.4%
Some College	23%	1.65	+/- 8.3%	Shore	18%	1.56	+/- 9.8%
College Grad	22%	1.58	+/- 8.2%				
Grad Work	23%	1.54	+/- 7.4%				