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Nearly Unanimous, Voters Say Cost of Living, Taxes and Economy Are ‘Very Important’ to Their Vote

New Jersey voters are most likely to support candidates who ensure affordable utility rates, according to a Rutgers-Eagleton poll in collaboration with AARP

NEW BRUNSWICK, N.J. (Oct. 29, 2025) – Voters are nearly unanimous in their concern over how important kitchen table issues are to their vote this election – including voters ages 50 and older, according to the latest Rutgers-Eagleton Poll in collaboration with AARP New Jersey.

Nearly all likely voters consider affordability of property taxes (86% “very important,” 11% “somewhat important”), jobs and the economy (82% “very,” 15% “somewhat”), affordability of utility rates (81% “very,” 16% “somewhat”), and prices rising faster than their income (87% “very,” 9% “somewhat”) important to their vote to some extent.

More than 9 in 10 voters ages 50 and older say all of these issues are important to their vote.

“Older voters in New Jersey consistently show up at the polls and decide elections,” said Chris Widelo, state director of [AARP New Jersey](#). “As this poll shows, affordability – especially when it comes to property taxes – remains a key issue for this voting bloc. These voters have shown time and again that they are looking for candidates with strong plans to address the rising cost of living in New Jersey.”

Nearly all likely voters say access to quality and affordable health care (73% “very,” 19% “somewhat”) is also important to their vote. More than 8 in 10 likewise say the same about making housing more affordable for all income levels (67% “very,” 20% “somewhat”) and improving the response plan for natural disasters (47% “very,” 39% “somewhat”).

Voters who are 65 or older are especially passionate about health care – nearly all say access to quality, affordable health care is important to their vote (97%). Nine in 10 voters ages 50 to 64 say the same (90%). Eighty-three percent of voters 50 to 64 and 92% of likely voters 65 and older say a candidate’s stance on improving the response plan for natural disasters is important to their vote.

The state's youngest and oldest voters consider a candidate's position on housing affordability more important to their vote than those in between. Ninety-two percent of voters ages 18 to 34 and 92% of those 65 and older say this is "very" or "somewhat" important to their vote.

"Affordability concerns take centerstage in this election," said [Ashley Koning](#), an assistant research professor and director of the [Eagleton Center for Public Interest Polling](#) at [Rutgers University-New Brunswick](#). "Voters across the board have continually expressed how important this issue is to them and maintain they would be more likely to vote for a candidate who will address affordability and cost of living in different aspects of life in New Jersey."

When it comes to issues particularly affecting older residents, 86% of all voters each say providing support for family caregivers (48% "very," 38% "somewhat") is important at some level for when they cast their vote on Election Day. Ninety percent say the same about ensuring older residents have access to supportive services so they can stay in their homes as they age (64% "very," 26% "somewhat"), and 81% say the same about improving quality standards in nursing homes (49% "very," 32% "somewhat").

Eighty-five percent of voters 65 and older and 93% of those 50 to 64 say a candidate's position on providing support for family caregivers is important to their vote. Nearly all voters 65 and older consider candidate positions on supportive services for older residents so they can remain in their homes as they age (98%); 92% of those 50 to 64 agree.

Voters 65 and older are the most likely age cohort to say improving nursing home quality standards is important to their vote (91%), followed by voters 50 to 64 (81%).

Majorities of all voters regardless of partisanship, gender, race and ethnicity, age, income and education feel all of the above actions are important to their vote, though to varying degrees.

Whether voters are more or less likely to vote for a gubernatorial candidate based on certain actions is largely aligned with the issues they find important.

Ninety-five percent of likely voters are more likely to vote for a candidate who works to ensure utility rates are affordable (71% "much more," 24% "somewhat more"). Nearly all voters 50 and older – 96% of those 50 to 64 and 95% of those 65 and older – would be more likely to vote for a candidate who worked on utility rate affordability.

Eighty-three percent of voters are more likely to vote for a candidate who works on behalf of older residents to ensure access to quality, affordable health care and supportive services (51% "much," 32% "somewhat") and who improves transportation infrastructure like public transit, highways, bridges, railways, and harbors (51% "much," 32% "somewhat").

A large share of voters ages 50 to 64 and 65 and older would be more likely to vote for a candidate who works to ensure access to quality, affordable health care and supportive services for older residents (86% and 92%, respectively) and who improves transit infrastructure (82%

and 89%).

About 8 in 10 say they are more likely to vote for a candidate who supports policies that help family caregivers provide care to their older family members and loved ones (42% “much,” 39% “somewhat”); supports funding Stay New Jersey, a property tax relief program for older homeowners (53% “much,” 27% “somewhat”); and protects funding for Medicaid to ensure long-term care services are available for low-income seniors and people with disabilities (56% “much,” 23% “somewhat”).

Voters 65 and older are more likely to vote for a candidate who supports family caregiver policies (91%) and protects funding for Medicare (90%) than those 64 and younger, though majorities of all age cohorts would be more likely to vote for a candidate with this platform. Likelihood of voting for a candidate who supports funding Stay New Jersey increases as age increases. Eighty-four percent of those 50 to 64 and 92% of those 65 and older would be more likely to vote for a candidate who supports the program.

Seventy-three percent are more likely to vote for a candidate who supports affordable housing options (50% “much,” 23% “somewhat”).

Again, a candidate’s position on housing most impacts likelihood of voting among the state’s youngest and oldest voters. Eighty-one percent of voters 18 to 34 and 84% of voters 65 and older are more likely to vote for a candidate who supports affordable housing options.

Forty-seven percent of likely voters say they are more likely to vote for a candidate who supports homeowners creating accessory dwelling units (22% “much,” 25% “somewhat”); with regards to this action, 25% say it would have no impact on their vote either way and 14% are unsure.

Voters 65 and older are more likely than younger voters to vote for a candidate who supports homeowners creating accessory dwelling units (63%).

Results are from a statewide poll of 795 voters contacted via live calling and texting from Oct. 3 to Oct. 17. This likely voter sample has a margin of error of +/- 4.7 percentage points.

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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 [Bluesky](#).

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 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 AARP NEW JERSEY

AARP is the nation's largest nonprofit, nonpartisan organization dedicated to empowering people 50 and older to choose how they live as they age. AARP New Jersey educates and advocates on behalf of those 50 and older on issues that are important to them, their families and to all Garden State residents. The organization works to strengthen New Jersey communities with a focus on health security, financial stability and personal fulfillment. To learn more, visit www.aarp.org/nj or follow @AARPNJ on social media.

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 likely voters unless otherwise noted; all percentages are of weighted results. Interpret groups with samples sizes under 100 with extreme caution.

H5. Below is a list of some issues that voters might feel are important in helping them make their voting decision for the next governor of New Jersey. How important are the candidates' position on each of the following for you:

Jobs and the economy

Very important	82%
Somewhat important	15%
Not very important	1%
Not at all important	<1%
Don't know person	<1%
Unweighted N=	789

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	Non-Hispanic white	Nonwhite	18-34	35-49	50-64	65+
Very	81%	81%	85%	77%	88%	79%	88%	84%	84%	90%	71%
Somewhat	17%	16%	13%	20%	11%	18%	12%	14%	14%	8%	26%
Not very	1%	2%	2%	2%	1%	2%	<1%	1%	2%	2%	1%
Not at all	1%	1%	0%	<1%	<1%	1%	0%	0%	<1%	0%	1%
Don't know	<1%	1%	<1%	<1%	1%	1%	0%	1%	0%	<1%	1%
Unwt N=	252	311	226	426	347	580	183	168	208	187	226

**Voter Issues
Rutgers-Eagleton Poll**

	Income		Education	
	<\$100K	\$100K+	Some college or less	4-year college degree +
Very	85%	80%	84%	81%
Somewhat	14%	18%	14%	17%
Not very	1%	2%	2%	1%
Not at all	0%	1%	<1%	1%
Don't know	1%	<1%	1%	<1%
Unwt N=	301	424	327	461

H5. Below is a list of some issues that voters might feel are important in helping them make their voting decision for the next governor of New Jersey. How important are the candidates' position on each of the following for you:

Access to affordable, quality healthcare

Very important	73%
Somewhat important	19%
Not very important	6%
Not at all important	2%
Don't know person	1%
Unweighted N=	790

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	Non-Hispanic white	Nonwhite	18-34	35-49	50-64	65+
Very	93%	77%	47%	65%	80%	71%	77%	68%	65%	73%	84%
Somewhat	7%	14%	37%	24%	14%	19%	19%	20%	26%	17%	13%
Not very	0%	7%	9%	7%	4%	7%	3%	6%	5%	9%	2%
Not at all	0%	2%	5%	3%	2%	2%	1%	2%	4%	1%	1%
Don't know	0%	0%	2%	1%	<1%	1%	<1%	2%	0%	<1%	0%
Unwt N=	251	313	226	427	347	579	185	169	208	187	226

	Income		Education	
	<\$100K	\$100K+	Some college or less	4-year college degree +
Very	81%	66%	74%	71%
Somewhat	14%	25%	17%	21%
Not very	3%	6%	6%	5%
Not at all	1%	3%	1%	3%
Don't know	1%	0%	1%	<1%
Unwt N=	301	426	326	463

H5. Below is a list of some issues that voters might feel are important in helping them make their voting decision for the next governor of New Jersey. How important are the candidates' position on each of the following for you:

Prices rising faster than your income

Very important	87%
Somewhat important	9%
Not very important	3%
Not at all important	1%
Don't know person	1%
Unweighted N=	790

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	Non-Hispanic white	Nonwhite	18-34	35-49	50-64	65+
Very	83%	89%	89%	84%	90%	87%	88%	90%	91%	85%	82%
Somewhat	11%	8%	8%	12%	6%	9%	9%	6%	6%	12%	11%
Not very	4%	2%	2%	3%	2%	3%	1%	2%	2%	2%	4%
Not at all	1%	<1%	<1%	1%	<1%	1%	<1%	0%	1%	<1%	1%
Don't know	1%	1%	0%	0%	2%	1%	1%	2%	0%	0%	2%
Unwt N=	251	312	227	426	348	580	184	169	209	187	225

	Income		Education	
	<\$100K	\$100K+	Some college or less	4-year college degree +
Very	95%	82%	91%	83%
Somewhat	5%	13%	4%	14%
Not very	1%	4%	2%	3%
Not at all	0%	1%	1%	<1%
Don't know	0%	0%	2%	0%
Unwt N=	302	424	327	462

H5. Below is a list of some issues that voters might feel are important in helping them make their voting decision for the next governor of New Jersey. How important are the candidates' position on each of the following for you:

Making housing more affordable for all income levels

Very important	67%
Somewhat important	20%
Not very important	9%
Not at all important	3%
Don't know person	1%
Unweighted N=	792

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	Non-Hispanic white	Nonwhite	18-34	35-49	50-64	65+
Very	84%	62%	57%	59%	76%	64%	74%	79%	60%	60%	71%
Somewhat	13%	24%	23%	25%	15%	23%	16%	13%	23%	23%	21%
Not very	2%	10%	13%	12%	6%	9%	8%	4%	13%	12%	6%
Not at all	1%	3%	4%	3%	2%	3%	1%	1%	4%	5%	2%
Don't know	0%	1%	2%	2%	<1%	1%	<1%	2%	1%	1%	<1%
Unwt N=	252	313	227	427	349	582	184	168	209	187	228

	Income		Education	
	<\$100K	\$100K+	Some college or less	4-year college degree +
Very	79%	59%	68%	66%
Somewhat	14%	26%	20%	20%
Not very	5%	10%	8%	10%
Not at all	<1%	4%	2%	3%
Don't know	1%	1%	1%	1%
Unwt N=	302	426	328	463

H5. Below is a list of some issues that voters might feel are important in helping them make their voting decision for the next governor of New Jersey. How important are the candidates' position on each of the following for you:

Affordability of property taxes

Very important	86%
Somewhat important	11%
Not very important	3%
Not at all important	1%
Don't know person	<1%
Unweighted N=	789

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	Non-Hispanic white	Nonwhite	18-34	35-49	50-64	65+
Very	80%	83%	95%	84%	88%	86%	84%	81%	84%	87%	91%
Somewhat	16%	12%	3%	11%	10%	11%	11%	15%	8%	11%	8%
Not very	3%	3%	1%	3%	2%	3%	3%	4%	5%	2%	<1%
Not at all	<1%	1%	1%	2%	<1%	<1%	2%	1%	3%	0%	1%
Don't know	0%	<1%	0%	<1%	0%	0%	<1%	<1%	0%	0%	0%
Unwt N=	250	311	228	426	347	580	183	168	209	187	225

	Income		Education	
	<\$100K	\$100K+	Some college or less	4-year college degree +
Very	89%	82%	90%	82%
Somewhat	7%	14%	6%	15%
Not very	3%	3%	2%	3%
Not at all	1%	1%	2%	<1%
Don't know	<1%	0%	<1%	0%
Unwt N=	299	426	325	463

H5. Below is a list of some issues that voters might feel are important in helping them make their voting decision for the next governor of New Jersey. How important are the candidates' position on each of the following for you:

Ensuring older New Jersey residents have access to supportive services so they can stay in their homes as they age

Very important	64%
Somewhat important	26%
Not very important	6%
Not at all important	3%
Don't know person	<1%
Unweighted N=	788

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	Non-Hispanic white	Nonwhite	18-34	35-49	50-64	65+
Very	81%	61%	52%	59%	70%	64%	65%	51%	62%	64%	80%
Somewhat	16%	27%	35%	30%	22%	27%	24%	34%	23%	28%	18%
Not very	2%	8%	10%	8%	5%	6%	7%	8%	10%	6%	2%
Not at all	1%	3%	4%	4%	2%	2%	2%	5%	5%	2%	1%
Don't know	0%	1%	<1%	0%	1%	<1%	1%	2%	0%	<1%	0%
Unwt N=	252	311	225	423	349	579	183	169	208	186	225

	Income		Education	
	<\$100K	\$100K+	Some college or less	4-year college degree +
Very	76%	54%	71%	58%
Somewhat	21%	31%	20%	31%
Not very	2%	10%	5%	8%
Not at all	1%	5%	2%	4%
Don't know	0%	0%	1%	<1%
Unwt N=	301	423	327	460

H5. Below is a list of some issues that voters might feel are important in helping them make their voting decision for the next governor of New Jersey. How important are the candidates' position on each of the following for you:

Affordability of utility rates

Very important	81%
Somewhat important	16%
Not very important	2%
Not at all important	1%
Don't know person	1%
Unweighted N=	788

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	Non-Hispanic white	Nonwhite	18-34	35-49	50-64	65+
Very	78%	79%	87%	77%	85%	80%	83%	82%	81%	82%	80%
Somewhat	18%	17%	13%	19%	13%	17%	14%	16%	16%	16%	17%
Not very	2%	2%	1%	2%	1%	2%	1%	1%	2%	2%	1%
Not at all	1%	<1%	0%	1%	<1%	1%	<1%	0%	1%	0%	2%
Don't know	<1%	1%	0%	<1%	1%	<1%	1%	2%	0%	0%	<1%
Unwt N=	250	311	227	425	347	578	184	168	209	186	225

	Income		Education	
	<\$100K	\$100K+	Some college or less	4-year college degree +
Very	87%	77%	86%	77%
Somewhat	12%	21%	11%	21%
Not very	1%	2%	<1%	3%
Not at all	<1%	1%	1%	0%
Don't know	<1%	<1%	1%	0%
Unwt N=	302	423	325	462

H5. Below is a list of some issues that voters might feel are important in helping them make their voting decision for the next governor of New Jersey. How important are the candidates' position on each of the following for you:

Improving the response plan for natural disasters

Very important	47%
Somewhat important	39%
Not very important	11%
Not at all important	2%
Don't know person	1%
Unweighted N=	791

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	Non-Hispanic white	Nonwhite	18-34	35-49	50-64	65+
Very	58%	42%	42%	39%	54%	42%	57%	46%	42%	47%	53%
Somewhat	36%	39%	41%	43%	35%	41%	35%	39%	41%	36%	39%
Not very	5%	15%	13%	14%	9%	14%	6%	10%	16%	14%	6%
Not at all	1%	2%	5%	3%	1%	3%	2%	4%	1%	3%	2%
Don't know	<1%	1%	0%	<1%	1%	1%	0%	1%	<1%	<1%	1%
Unwt N=	252	313	226	427	349	580	185	169	209	186	227

	Income		Education	
	<\$100K	\$100K+	Some college or less	4-year college degree +
Very	56%	39%	50%	44%
Somewhat	35%	43%	38%	40%
Not very	9%	13%	11%	12%
Not at all	1%	4%	2%	3%
Don't know	<1%	1%	1%	1%
Unwt N=	302	425	327	463

H5. Below is a list of some issues that voters might feel are important in helping them make their voting decision for the next governor of New Jersey. How important are the candidates' position on each of the following for you:

Improving quality standards in nursing homes

Very important	49%
Somewhat important	32%
Not very important	13%
Not at all important	4%
Don't know person	2%
Unweighted N=	787

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	Non-Hispanic white	Nonwhite	18-34	35-49	50-64	65+
Very	61%	44%	42%	40%	57%	46%	53%	33%	46%	46%	68%
Somewhat	28%	36%	31%	35%	29%	33%	31%	43%	28%	35%	23%
Not very	6%	12%	21%	18%	9%	14%	10%	13%	21%	14%	5%
Not at all	1%	5%	5%	5%	2%	4%	4%	8%	3%	3%	1%
Don't know	3%	3%	2%	2%	3%	3%	2%	3%	2%	1%	3%
Unwt N=	251	310	226	423	348	579	182	168	208	185	226

	Income		Education	
	<\$100K	\$100K+	Some college or less	4-year college degree +
Very	63%	36%	54%	43%
Somewhat	27%	39%	28%	36%
Not very	7%	17%	12%	15%
Not at all	2%	5%	3%	5%
Don't know	2%	2%	3%	2%
Unwt N=	300	423	323	463

H5. Below is a list of some issues that voters might feel are important in helping them make their voting decision for the next governor of New Jersey. How important are the candidates' position on each of the following for you:

Providing support for family caregivers

Very important	48%
Somewhat important	38%
Not very important	9%
Not at all important	3%
Don't know person	2%
Unweighted N=	790

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	Non-Hispanic white	Nonwhite	18-34	35-49	50-64	65+
Very	64%	45%	36%	39%	56%	45%	56%	45%	48%	41%	58%
Somewhat	30%	42%	42%	44%	33%	41%	32%	36%	37%	44%	35%
Not very	4%	8%	15%	10%	8%	10%	8%	11%	10%	12%	4%
Not at all	<1%	3%	5%	4%	2%	2%	4%	5%	3%	2%	1%
Don't know	1%	2%	2%	3%	1%	2%	1%	3%	1%	1%	1%
Unwt N=	252	312	226	426	348	580	184	169	209	186	226

	Income		Education	
	<\$100K	\$100K+	Some college or less	4-year college degree +
Very	62%	35%	55%	42%
Somewhat	30%	46%	35%	41%
Not very	6%	12%	7%	12%
Not at all	2%	4%	2%	4%
Don't know	1%	2%	2%	2%
Unwt N=	302	425	327	462

H6. For each of the actions listed below, please indicate if you would be much more likely, somewhat more likely, somewhat less or much less likely to vote for a candidate for governor that advocated for this action. If it would have no impact on your vote, just indicate that.

Supports affordable housing options

Much more likely	50%
Somewhat more likely	23%
Somewhat less likely	6%
Much less likely	9%
No impact either way	11%
Don't know person	2%
Unweighted N=	787

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	Non-Hispanic white	Nonwhite	18-34	35-49	50-64	65+
Much more	74%	48%	27%	39%	60%	44%	62%	59%	41%	43%	56%
Smwht more	21%	22%	26%	29%	19%	27%	16%	22%	17%	25%	28%
Smwht less	2%	6%	11%	8%	5%	8%	4%	3%	9%	9%	5%
Much less	<1%	9%	17%	10%	6%	8%	7%	8%	16%	8%	3%
No impact	2%	14%	15%	12%	9%	11%	10%	5%	16%	15%	6%
Don't know	1%	1%	3%	2%	1%	2%	1%	2%	2%	<1%	2%
Unwt N=	251	312	224	427	344	578	183	169	207	185	226

**Voter Issues
Rutgers-Eagleton Poll**

	Income		Education	
	<\$100K	\$100K+	Some college or less	4-year college degree +
Much more	61%	40%	53%	46%
Smwht more	20%	28%	18%	28%
Smwht less	5%	8%	7%	6%
Much less	4%	11%	7%	10%
No impact	8%	12%	12%	9%
Don't know	2%	1%	2%	2%
Unwt N=	301	425	324	462

H6. For each of the actions listed below, please indicate if you would be much more likely, somewhat more likely, somewhat less or much less likely to vote for a candidate for governor that advocated for this action. If it would have no impact on your vote, just indicate that.

Supports homeowners creating accessory dwelling units

Much more likely	22%
Somewhat more likely	25%
Somewhat less likely	8%
Much less likely	6%
No impact either way	25%
Don't know person	14%
Unweighted N=	786

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	Non-Hispanic white	Nonwhite	18-34	35-49	50-64	65+
Much more	21%	25%	20%	21%	22%	17%	31%	22%	23%	20%	22%
Smwht more	29%	20%	27%	26%	24%	24%	26%	22%	24%	14%	41%
Smwht less	8%	10%	5%	8%	7%	9%	6%	8%	7%	10%	6%
Much less	5%	8%	6%	9%	4%	6%	6%	3%	4%	11%	6%
No impact	23%	25%	27%	25%	25%	26%	22%	34%	28%	25%	14%
Don't know	15%	12%	16%	11%	17%	17%	9%	11%	14%	20%	11%
Unwt N=	250	312	224	425	345	578	182	169	207	184	226

**Voter Issues
Rutgers-Eagleton Poll**

	Income		Education	
	<\$100K	\$100K+	Some college or less	4-year college degree +
Much more	26%	18%	26%	18%
Smwht more	26%	26%	23%	27%
Smwht less	7%	9%	7%	8%
Much less	5%	8%	6%	6%
No impact	21%	25%	24%	27%
Don't know	15%	14%	15%	13%
Unwt N=	302	423	323	462

H6. For each of the actions listed below, please indicate if you would be much more likely, somewhat more likely, somewhat less or much less likely to vote for a candidate for governor that advocated for this action. If it would have no impact on your vote, just indicate that.

Protects funding for Medicaid to ensure health and long-term care services are available for low-income seniors and people with disabilities

Much more likely	56%
Somewhat more likely	23%
Somewhat less likely	4%
Much less likely	4%
No impact either way	11%
Don't know person	1%
Unweighted N=	785

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	Non-Hispanic white	Nonwhite	18-34	35-49	50-64	65+
Much more	84%	51%	35%	42%	70%	54%	61%	54%	43%	59%	68%
Smwht more	13%	30%	27%	32%	16%	26%	20%	23%	29%	21%	22%
Smwht less	<1%	3%	9%	4%	4%	5%	2%	4%	3%	6%	2%
Much less	0%	4%	8%	6%	2%	3%	4%	3%	8%	4%	2%
No impact	2%	11%	19%	14%	8%	11%	11%	15%	16%	9%	4%
Don't know	0%	1%	3%	3%	<1%	1%	1%	2%	1%	1%	2%
Unwt N=	251	310	224	423	346	576	183	167	206	186	226

**Voter Issues
Rutgers-Eagleton Poll**

	Income		Education	
	<\$100K	\$100K+	Some college or less	4-year college degree +
Much more	69%	46%	60%	53%
Smwht more	21%	27%	22%	25%
Smwht less	2%	6%	5%	3%
Much less	2%	5%	3%	5%
No impact	5%	15%	9%	13%
Don't know	1%	2%	2%	1%
Unwt N=	299	426	322	462

H6. For each of the actions listed below, please indicate if you would be much more likely, somewhat more likely, somewhat less or much less likely to vote for a candidate for governor that advocated for this action. If it would have no impact on your vote, just indicate that.

Works on behalf of older residents to ensure access to quality, affordable healthcare and supportive services

Much more likely	51%
Somewhat more likely	32%
Somewhat less likely	3%
Much less likely	1%
No impact either way	11%
Don't know person	2%
Unweighted N=	784

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	Non-Hispanic white	Nonwhite	18-34	35-49	50-64	65+
Much more	72%	43%	38%	41%	61%	49%	55%	42%	38%	49%	72%
Smwht more	22%	38%	34%	36%	28%	34%	28%	37%	35%	37%	20%
Smwht less	<1%	3%	6%	4%	1%	3%	3%	4%	1%	4%	2%
Much less	0%	1%	2%	2%	0%	1%	2%	2%	1%	2%	0%
No impact	5%	13%	16%	14%	9%	11%	12%	13%	23%	7%	4%
Don't know	1%	1%	3%	3%	1%	2%	1%	2%	3%	1%	1%
Unwt N=	251	309	224	423	345	578	180	168	206	183	227

**Voter Issues
Rutgers-Eagleton Poll**

	Income		Education	
	<\$100K	\$100K+	Some college or less	4-year college degree +
Much more	63%	40%	56%	46%
Smwht more	27%	38%	27%	37%
Smwht less	2%	3%	4%	2%
Much less	<1%	2%	<1%	2%
No impact	5%	16%	11%	12%
Don't know	3%	1%	3%	1%
Unwt N=	300	423	321	462

H6. For each of the actions listed below, please indicate if you would be much more likely, somewhat more likely, somewhat less or much less likely to vote for a candidate for governor that advocated for this action. If it would have no impact on your vote, just indicate that.

Supports funding Stay New Jersey, the new property tax relief program for older homeowners

Much more likely	53%
Somewhat more likely	27%
Somewhat less likely	4%
Much less likely	1%
No impact either way	13%
Don't know person	3%
Unweighted N=	785

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	Non-Hispanic white	Nonwhite	18-34	35-49	50-64	65+
Much more	60%	46%	53%	48%	58%	53%	52%	47%	41%	53%	69%
Smwht more	26%	31%	24%	30%	24%	29%	24%	22%	32%	31%	23%
Smwht less	3%	3%	5%	4%	3%	3%	5%	5%	5%	4%	0%
Much less	0%	3%	0%	2%	<1%	1%	2%	2%	<1%	2%	0%
No impact	8%	15%	15%	13%	12%	11%	16%	20%	19%	9%	3%
Don't know	3%	2%	3%	2%	3%	4%	1%	3%	3%	<1%	5%
Unwt N=	251	310	224	425	344	578	181	168	205	185	227

**Voter Issues
Rutgers-Eagleton Poll**

	Income		Education	
	<\$100K	\$100K+	Some college or less	4-year college degree +
Much more	60%	47%	60%	46%
Smwht more	25%	31%	22%	32%
Smwht less	3%	3%	3%	5%
Much less	1%	2%	<1%	2%
No impact	7%	16%	11%	14%
Don't know	3%	1%	4%	1%
Unwt N=	301	423	322	462

H6. For each of the actions listed below, please indicate if you would be much more likely, somewhat more likely, somewhat less or much less likely to vote for a candidate for governor that advocated for this action. If it would have no impact on your vote, just indicate that.

Works to ensure utility rates are affordable

Much more likely	71%
Somewhat more likely	24%
Somewhat less likely	1%
Much less likely	<1%
No impact either way	3%
Don't know person	1%
Unweighted N=	785

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	Non-Hispanic white	Nonwhite	18-34	35-49	50-64	65+
Much more	74%	67%	72%	68%	73%	70%	72%	67%	71%	74%	69%
Smwht more	22%	26%	24%	26%	23%	25%	23%	27%	22%	22%	26%
Smwht less	1%	1%	1%	1%	1%	1%	<1%	1%	<1%	2%	<1%
Much less	<1%	0%	0%	<1%	0%	<1%	0%	0%	0%	0%	<1%
No impact	3%	6%	1%	3%	3%	2%	4%	4%	5%	2%	2%
Don't know	0%	<1%	2%	1%	<1%	1%	0%	1%	1%	0%	1%
Unwt N=	250	310	225	425	344	579	180	168	205	185	227

**Voter Issues
Rutgers-Eagleton Poll**

	Income		Education	
	<\$100K	\$100K+	Some college or less	4-year college degree +
Much more	73%	68%	77%	65%
Smwht more	23%	26%	20%	29%
Smwht less	1%	2%	1%	1%
Much less	0%	0%	0%	<1%
No impact	2%	4%	2%	5%
Don't know	1%	<1%	1%	<1%
Unwt N=	301	423	323	461

H6. For each of the actions listed below, please indicate if you would be much more likely, somewhat more likely, somewhat less or much less likely to vote for a candidate for governor that advocated for this action. If it would have no impact on your vote, just indicate that.

Improves transportation infrastructure like public transit, highways, bridges, railways, and harbors

Much more likely	51%
Somewhat more likely	32%
Somewhat less likely	4%
Much less likely	1%
No impact either way	12%
Don't know person	1%
Unweighted N=	788

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	Non-Hispanic white	Nonwhite	18-34	35-49	50-64	65+
Much more	66%	50%	37%	48%	55%	47%	59%	61%	42%	45%	56%
Smwht more	28%	28%	41%	35%	30%	34%	28%	24%	34%	37%	33%
Smwht less	3%	4%	4%	2%	4%	4%	3%	4%	3%	4%	3%
Much less	0%	3%	<1%	2%	<1%	1%	1%	0%	3%	1%	<1%
No impact	4%	14%	17%	13%	11%	13%	9%	9%	17%	13%	8%
Don't know	0%	<1%	1%	1%	<1%	1%	<1%	1%	0%	1%	<1%
Unwt N=	252	311	225	426	346	579	183	169	206	186	227

**Voter Issues
Rutgers-Eagleton Poll**

	Income		Education	
	<\$100K	\$100K+	Some college or less	4-year college degree +
Much more	55%	46%	52%	50%
Smwht more	29%	38%	27%	37%
Smwht less	5%	2%	4%	3%
Much less	1%	1%	1%	1%
No impact	11%	11%	15%	8%
Don't know	0%	1%	0%	1%
Unwt N=	301	426	323	464

H6. For each of the actions listed below, please indicate if you would be much more likely, somewhat more likely, somewhat less or much less likely to vote for a candidate for governor that advocated for this action. If it would have no impact on your vote, just indicate that.

Supports policies that help family caregivers provide care to their older family members and loved ones

Much more likely	42%
Somewhat more likely	39%
Somewhat less likely	4%
Much less likely	2%
No impact either way	13%
Don't know person	1%
Unweighted N=	782

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	Non-Hispanic white	Nonwhite	18-34	35-49	50-64	65+
Much more	56%	40%	30%	34%	49%	41%	44%	37%	34%	37%	58%
Smwht more	38%	39%	40%	45%	34%	38%	40%	39%	39%	44%	33%
Smwht less	3%	4%	4%	4%	3%	3%	3%	4%	5%	3%	3%
Much less	0%	1%	4%	1%	2%	2%	<1%	2%	1%	3%	1%
No impact	3%	14%	20%	14%	12%	13%	13%	16%	21%	12%	3%
Don't know	1%	1%	2%	2%	1%	2%	<1%	1%	1%	1%	2%
Unwt N=	249	311	222	424	343	574	182	169	204	183	226

**Voter Issues
Rutgers-Eagleton Poll**

	Income		Education	
	<\$100K	\$100K+	Some college or less	4-year college degree +
Much more	54%	30%	48%	35%
Smwht more	32%	48%	33%	44%
Smwht less	2%	4%	4%	3%
Much less	1%	2%	2%	1%
No impact	10%	15%	10%	15%
Don't know	1%	1%	2%	1%
Unwt N=	297	424	320	461

Methodology

The Rutgers–Eagleton Poll was conducted by telephone using live interviewers October 3-17, 2025, with a random sample of New Jersey likely voters (n=795). Likely-voter status was modeled at the respondent level: Each self-identified voter received an individual turnout probability based on past voting history and reported likelihood of voting. That probability was then incorporated into the post-stratification weights described below. This poll included 140 adults reached through live calling and 655 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:

Cell call	13%
Landline call	4%
Text to web	82%

The data were weighted to represent the population of registered voters in New Jersey. A base weight was not applied, as the sample was selected with equal probability from records that included a phone number. Table 1 outlines the variables used in the calibration process and identifies the sources of the benchmark distributions.

The calibration was accomplished using iterative proportional fitting (IPF). 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. 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.

Table 1. Calibration Variable Definitions and Benchmark Sources

Variable (categories)	Source
Sex (M, F)	L2 voter file
Age (18-34, 35-49, 50-64, 65+)	L2 voter file
Education (HS grad or less, some college / Assoc degree, 4-yr college grad, graduate degree)	CPS 2024 Voting and Registration Supplement PUMS data ¹
Race (White~Hispanic, Black~Hispanic, Hispanic, Asian~Hispanic, Other/mixed~Hispanic)	CPS 2024 Voting and Registration Supplement PUMS data
Region (urban, suburb, exurban, Phila/south, shore)	L2 voter file
2024 recalled vote (Harris, Trump, other, did not vote) ²	The American Presidency Project, UC Santa Barbara ³

Post-data collection statistical adjustments require analysis procedures that reflect departures from simple random sampling. SSRS calculates 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

¹ U.S. Census Bureau. *Current Population Survey, November 2024: Voting and Registration Supplement [Public Use Microdata Sample]*. Washington, D.C.: U.S. Department of Commerce. Released April 21, 2025. Available at [Census.gov](https://www.census.gov).

² The 2024 vote distribution pulled from The American Presidency Project was adjusted so that the proportion of voters who reported not voting matched the unweighted percentage in the survey data.

³ <https://www.presidency.ucsb.edu/statistics/elections/2024>.

sample design and systematic non-response. The total sample design effect for the likely voter sample is 1.83. The total sample design effect for the registered voter sample is 1.78.

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. The survey's margin of error is the largest 95% confidence interval for any estimated proportion based on the total sample — the one around 50%. In this poll, the simple sampling error for 795 New Jersey likely voters is +/-3.5 percentage points at a 95% confidence interval. Sampling error should also be adjusted to recognize the effect of weighting the data to better match the population. The design effect is 1.83, making the adjusted margin of error +/- 4.7 percentage points. Thus, if 50% of New Jersey voters in this sample favor a particular position, we would be 95% sure that the true figure is between 45.3% and 54.7% (50 +/- 4.7) if all New Jersey voters had been interviewed, rather than just a sample. The simple sampling error for registered voters is +/- 3.5% and the adjusted margin of error with the 1.78 design effect is +/- 4.6%.

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 of greater or lesser magnitude.

This Rutgers-Eagleton Poll was fielded by Braun Research, Inc. and Rumble Up with sample from L2 Data and Marketing Systems Group (MSG). Special thank you to Siena Research Institute for consultation on likely voter modeling and weighting. 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 David Martin. 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.

Voter Issues
Rutgers-Eagleton Poll

Weighted Demographics
795 New Jersey Likely Voters
Overall Margin of Error = +/- 4.7 percentage points

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

		deff	MOE			deff	MOE
Democrat	31%	1.83	+/- 8.4%	<100K	49%	1.78	+/- 7.5%
Independent	37%	1.92	+/- 7.6%	100K+	51%	1.82	+/- 6.4%
Republican	32%	1.73	+/- 8.5%				
				Some college or Less	50%	1.78	+/- 7.2%
Man	48%	1.79	+/- 6.3%	4-Yr College Degree or More	50%	1.76	+/- 6.0%
Woman	52%	1.80	+/- 7.0%				
Non-Hispanic white	64%	1.78	+/- 5.4%				
Nonwhite	36%	1.65	+/- 9.2%				
18-34	25%	1.77	+/- 10.0%				
35-49	24%	1.94	+/- 9.4%				
50-64	26%	1.73	+/- 9.4%				
65+	26%	1.85	+/- 8.8%				