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Majority of Voters Cite Taxes or Affordability as New Jersey's Top Problems; Over Half Say State Is on the Wrong Track

Gov. Phil Murphy and President Donald Trump garner mixed reviews among likely voters

NEW BRUNSWICK, N.J. (Oct. 24, 2025) – With less than two weeks to go until Election Day, taxes and affordability top the list of the most important problems facing New Jersey, according to the latest Rutgers-Eagleton Poll.

Thirty-six percent of likely voters point to taxes as the top problem and 21% say it is affordability.

Other issues don't come close. Six percent point to the affordability of housing specifically, another 6% cite President Donald Trump and Make America Great Again (MAGA) ideology, 5% say electric and utility costs, and 4% say the economy overall. Three percent each point to Democrats or liberalism, state or federal government problems, or education. Two percent say overdevelopment and congestion.

"Taxes have been the No. 1 problem for New Jerseyans for the past decade in our polling," said Ashley Koning, an assistant research professor and director of the Eagleton Center for Public Interest Polling at Rutgers University-New Brunswick. "It's no surprise that these kitchen table issues have once again taken center stage in the governor's race as New Jerseyans feel the fiscal pinch now more than ever between the national and state economy, plus rising utility rates."

Fifty-five percent of likely voters say New Jersey is on the wrong track, while 35% say the state is moving in the right direction. Ten percent say they don't know.

"Between positive and negative outlooks on the state, there is a sizeable 20-point gap among likely voters," Koning said. "Their dissatisfaction with the state's direction likely reflects a desire

for change in Trenton, but the question is in which direction."

Demographic factors continue to influence how respondents view the issues. While two-thirds of Democrats (67%) say the state is heading in the right direction, nearly 9 in 10 Republicans (89%) and nearly 6 in 10 independents (58%) say it is on the wrong track.

The majority of men say the state is on the wrong track (61% wrong track, 28% right direction), while women are more split (50% wrong track, 41% right direction). Similarly, white voters say wrong track (59% versus 32% right direction), while nonwhite voters are split (48% say wrong track, 41% right direction).

Gov. Phil Murphy garners mixed reviews nearing the end of his gubernatorial tenure. Thirty-eight percent of likely voters have a favorable impression of him, 47% have an unfavorable one and 15% have no opinion. (The percentages are 39%, 44%, and 17%, respectively, among registered voters.) The governor's approval ratings parallel his favorability. Four in 10 likely voters say they approve of the way he is handling his job (40%), half disapprove (50%) and 1 in 10 say they don't know (10%). (The percentages are 41%, 48% and 11%, respectively, among registered voters).

As for Trump, 40% of likely voters view him favorably, 53% unfavorably, and 8% have no opinion. (The percentages are 38%, 53%, and 9%, respectively, among registered voters.) The president's job approval ratings also parallel his favorability: 41% approve, 54% disapprove, and 5% say they don't know. (The percentages are 39%, 55%, and 6%, respectively, among registered voters.)

Likely voters are divided on U.S. Sen. Cory Booker, with 41% saying they have a favorable impression of him and 47% having an unfavorable one. Eight percent have no opinion and 4% say they don't know who he is. Forty-three percent approve of the way Booker is handling his job as senator, 47% disapprove and 10% say they don't know.

Likely voters are more positive about U.S. Sen. Andy Kim, though a sizeable number still don't have an opinion on or don't know the junior senator. Forty-five percent have a favorable view of Kim, 25% an unfavorable one, 17% have no opinion and 13% say they don't know him. Kim's approval numbers are similar to his favorability: 44% approve of the job he is doing, 25% disapprove and 31% say they don't know.

Majorities of Democrats give positive favorability and approval to the governor and senators and negative ratings to the president, while Republicans say the opposite. Independents are more negative than positive about Trump and more positive than negative about Kim, though many still don't have an impression of or know the senator.

Results are from a statewide poll of 795 voters contacted via live calling and texting from Oct. 3 to Oct. 17. The likely voter sample has a margin of error of +/- 4.7 percentage points. The registered voter sample has a margin of error of +/- 4.6 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 degreegranting 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.

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.

NJ1. In general, would you say the state of New Jersey [ROTATE: is currently going in the right direction], [has gone off on the wrong track]?

	LV*	RV**
Taxes	36%	35%
Affordability	21%	21%
Housing/housing affordability	6%	6%
Trump/MAGA	6%	6%
Electric/utility costs	5%	5%
Economy	4%	5%
Democrats/liberalism	3%	2%
Education	3%	3%
State or federal govt problems	3%	2%
Overdevelopment/congestion	2%	2%
Other	10%	11%
None	<1%	<1%
Don't know	1%	1%
Unweighted N=	784	784

^{*} LV indicates likely voter

^{**} RV indicates registered voter

		Party ID		Gei	nder	Race or Ethnicity		r Race or Ethnicity Age			
	Dem	Ind	Rep	Man	Woman	Non-Hispanic white	Nonwhite	18-34	35-49	50-64	65+
Taxes	28%	36%	44%	40%	33%	39%	28%	25%	31%	42%	46%
Affordability	17%	24%	22%	22%	20%	20%	24%	31%	24%	16%	13%
Housing	11%	6%	3%	3%	9%	4%	10%	11%	5%	4%	5%
Trump/MAGA	12%	4%	<1%	6%	5%	6%	5%	2%	5%	6%	8%
Electric	7%	5%	3%	6%	5%	5%	6%	3%	4%	7%	6%
Economy	5%	4%	4%	3%	5%	4%	5%	5%	4%	5%	3%
Dems/liberals	0%	1%	7%	3%	2%	2%	4%	1%	6%	3%	2%
Education	3%	4%	1%	1%	5%	2%	4%	8%	1%	2%	1%
Govt. probs	3%	2%	2%	3%	2%	4%	<1%	1%	1%	5%	3%
Overdevelop	<1%	2%	4%	1%	3%	3%	1%	2%	3%	1%	4%
Other	11%	10%	10%	12%	9%	11%	11%	10%	15%	8%	9%
None	1%	<1%	0%	<1%	<1%	<1%	<1%	0%	<1%	0%	1%
Don't know	2%	<1%	<1%	<1%	2%	<1%	2%	1%	2%	<1%	0%
Unwt N=	247	313	224	427	341	574	183	166	205	188	225

	Inco	ome	Education		
	<\$100K	\$100K+	Some college	4-year college	
_	2201	100/	or less	degree +	
Taxes	33%	40%	39%	33%	
Affordability	19%	21%	22%	20%	
Housing	10%	3%	5%	8%	
Trump/MAGA	5%	7%	3%	8%	
Electric	5%	6%	7%	3%	
Economy	6%	2%	4%	5%	
Dems/liberals	2%	3%	1%	4%	
Education	2%	3%	3%	3%	
Govt. probs	3%	2%	3%	2%	
Overdevelop	2%	2%	3%	2%	
Other	11%	11%	11%	10%	
None	<1%	<1%	<1%	<1%	
Don't know	2%	<1%	<1%	1%	
Unwt N=	295	426	322	461	

NJ1. In general, would you say the state of New Jersey [ROTATE: is currently going in the right direction], [has gone off on the wrong track]?

	LV	RV
Right direction	35%	35%
Wrong track	55%	54%
Don't know	10%	11%
Unweighted N=	791	791

	Party ID Gender		Race or Ethnicity		Age						
	Dem	Ind	Rep	Man	Woman	Non-Hispanic white	Nonwhite	18-34	35-49	50-64	65+
Right dir.	67%	31%	7%	28%	41%	32%	41%	31%	26%	35%	45%
Wrong track	18%	58%	89%	61%	50%	59%	48%	60%	65%	56%	43%
Don't know	14%	11%	5%	11%	9%	9%	11%	9%	9%	9%	13%
Unwt N=	249	315	227	429	346	579	185	168	208	188	227

	Inco	ome	Education		
	<\$100K		Some college	4-year college	
			or less	degree +	
Right dir.	35%	36%	27%	42%	
Wrong track	54%	55%	64%	46%	
Don't know	11% 8%		9%	11%	
Unwt N=	301	426	327	463	

Note: This question was part of a split sample. Half of respondents were asked about Donald Trump and Phil Murphy, while half were asked about Cory Booker and Andy Kim.

Donald Trump

	LV	RV
Favorable	40%	38%
Unfavorable	53%	53%
No opinion	8%	9%
Don't know person	<1%	<1%
Unweighted N=	416	416

	Party ID		Ger	Gender Race o		Ethnicity	Age		
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Nonwhite	18-49	50+
Favorable	1%	32%	89%	47%	33%	46%	25%	46%	34%
Unfavorable	99%	51%	7%	44%	62%	46%	67%	48%	57%
No opinion	0%	17%	5%	9%	6%	8%	8%	6%	9%
DK person	0%	0%	0%	0%	0%	0%	<1%	0%	<1%
Unwt N=	129	169	118	232	174	302	96	200	216

	Inco	ome	Education		
	<\$100K	\$100K+	Some college	4-year college	
			or less	degree +	
Favorable	40%	38%	47%	32%	
Unfavorable	54%	52%	45%	62%	
No opinion	6%	9%	9%	6%	
DK person	0%	0%	0%	<1%	
Unwt N=	152	225	175	241	

Note: This question was part of a split sample. Half of respondents were asked about Donald Trump and Phil Murphy, while half were asked about Cory Booker and Andy Kim.

Phil Murphy

	LV	RV
Favorable	38%	39%
Unfavorable	47%	44%
No opinion	15%	17%
Don't know person	<1%	<1%
Unweighted N=	416	416

	Party ID		Gender		Race or Ethnicity		Age		
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Nonwhite	18-49	50+
Favorable	79%	31%	4%	33%	43%	33%	50%	33%	42%
Unfavorable	7%	48%	87%	54%	39%	58%	24%	51%	43%
No opinion	13%	21%	10%	13%	17%	10%	26%	16%	14%
DK person	1%	0%	0%	0%	<1%	<1%	<1%	0%	<1%
Unwt N=	129	169	118	232	174	302	95	200	216

	Inco	ome	Education		
	<\$100K		Some college	4-year college	
			or less	degree +	
Favorable	36%	40%	33%	43%	
Unfavorable	45%	50%	52%	41%	
No opinion	18%	11%	15%	15%	
DK person	<1%	0%	0%	<1%	
Unwt N=	151	226	174	242	

Note: This question was part of a split sample. Half of respondents were asked about Donald Trump and Phil Murphy, while half were asked about Cory Booker and Andy Kim.

Cory Booker

	LV	RV
Favorable	41%	43%
Unfavorable	47%	45%
No opinion	8%	8%
Don't know person	4%	4%
Unweighted N=	373	373

	Party ID		Gender		Race or Ethnicity		Age		
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Nonwhite	18-49	50+
Favorable	83%	37%	7%	34%	48%	40%	43%	30%	51%
Unfavorable	10%	43%	86%	59%	36%	52%	38%	50%	44%
No opinion	6%	14%	2%	6%	10%	7%	10%	12%	4%
DK person	<1%	6%	5%	2%	6%	1%	10%	8%	<1%
Unwt N=	120	144	109	196	171	278	87	176	197

	Income		Educ	ation	
	<\$100K	\$100K+	Some college	4-year college	
			or less	degree +	
Favorable	40%	45%	26%	55%	
Unfavorable	45%	46%	60%	35%	
No opinion	10%	6%	9%	7%	
DK person	5%	3%	5%	3%	
Unwt N=	148	200	150	222	

Note: This question was part of a split sample. Half of respondents were asked about Donald Trump and Phil Murphy, while half were asked about Cory Booker and Andy Kim.

Andy Kim

	LV	RV
Favorable	45%	45%
Unfavorable	25%	24%
No opinion	17%	18%
Don't know person	13%	14%
Unweighted N=	375	375

	Party ID		Gender		Race or Ethnicity		Age		
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Nonwhite	18-49	50+
Favorable	73%	44%	20%	46%	45%	45%	45%	35%	54%
Unfavorable	4%	19%	52%	31%	18%	30%	15%	25%	25%
No opinion	9%	22%	19%	16%	18%	18%	15%	19%	15%
DK person	14%	16%	9%	7%	19%	7%	24%	21%	6%
Unwt N=	121	145	109	196	173	278	89	177	198

	Inco	ome	Education		
	<\$100K	\$100K+	Some college	4-year college	
			or less	degree +	
Favorable	42%	48%	34%	55%	
Unfavorable	20%	27%	35%	16%	
No opinion	19%	16%	19%	15%	
DK person	19%	9%	13%	13%	
Unwt N=	149	201	150	224	

F3. Overall, do you approve or disapprove of the way **Donald Trump** is handling his job as president?

Note: This question was part of a split sample. Half of respondents were asked about Donald Trump and Phil Murphy, while half were asked about Cory Booker and Andy Kim.

	LV	RV
Approve	41%	39%
Disapprove	54%	55%
Don't know	5%	6%
Unweighted N=	417	417

	Party ID		Gender		Race or Ethnicity		Age		
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Nonwhite	18-49	50+
Approve	1%	34%	90%	46%	36%	52%	19%	43%	39%
Disapprove	99%	54%	8%	46%	62%	45%	72%	49%	59%
Don't know	<1%	13%	2%	8%	2%	3%	9%	8%	2%
Unwt N=	129	169	119	232	175	302	96	201	216

	Inco	ome	Education		
	<\$100K \$100K+		Some college	4-year college	
			or less	degree +	
Favorable	40%	40%	48%	33%	
Unfavorable	56%	53%	45%	63%	
Don't know	5% 6%		6%	4%	
Unwt N=	152	226	175	242	

F2. Overall, do you approve or disapprove of the way Phil Murphy is handling his job as governor?

Note: This question was part of a split sample. Half of respondents were asked about Donald Trump and Phil Murphy, while half were asked about Cory Booker and Andy Kim.

	LV	RV
Approve	40%	41%
Disapprove	50%	48%
Don't know	10%	11%
Unweighted N=	414	414

	Party ID		Ger	nder	Race or Ethnicity		Age		
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Nonwhite	18-49	50+
Approve	81%	34%	6%	35%	45%	37%	48%	35%	45%
Disapprove	4%	55%	90%	60%	40%	58%	32%	55%	45%
Don't know	14%	12%	4%	5%	15%	4%	21%	10%	10%
Unwt N=	127	169	118	231	173	301	95	199	215

	Inco	ome	Educ	ation
	<\$100K \$100K+		Some college	4-year college
			or less	degree +
Favorable	36%	42%	37%	43%
Unfavorable	47%	55%	54%	45%
Don't know	17% 4%		8%	12%
Unwt N=	150	225	173	241

F4. Overall, do you approve or disapprove of the way Cory Booker is handling his job as a U.S. senator?

Note: This question was part of a split sample. Half of respondents were asked about Donald Trump and Phil Murphy, while half were asked about Cory Booker and Andy Kim.

	LV	RV
Approve	43%	44%
Disapprove	47%	45%
Don't know	10%	11%
Unweighted N=	377	377

	Party ID			Ger	Gender Race o		Ethnicity	Age	
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Nonwhite	18-49	50+
Approve	84%	39%	8%	39%	48%	44%	42%	29%	56%
Disapprove	9%	46%	86%	53%	40%	50%	40%	53%	42%
Don't know	8%	15%	6%	8%	12%	6%	18%	18%	2%
Unwt N=	123	145	109	198	173	279	90	177	200

	Inco	ome	Education		
	<\$100K \$100K+		Some college	4-year college	
			or less	degree +	
Favorable	42%	47%	29%	56%	
Unfavorable	46%	46%	61%	34%	
Don't know	12%	7%	10%	10%	
Unwt N=	150	202	152	224	

F5. Overall, do you approve or disapprove of the way Andy Kim is handling his job as a U.S. senator?

Note: This question was part of a split sample. Half of respondents were asked about Donald Trump and Phil Murphy, while half were asked about Cory Booker and Andy Kim.

	LV	RV
Approve	44%	44%
Disapprove	25%	24%
Don't know	31%	32%
Unweighted N=	378	378

RV

	Party ID			Party ID Gender		Race or Ethnicity		Age	
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Nonwhite	18-49	50+
Approve	71%	42%	19%	41%	46%	45%	41%	34%	52%
Disapprove	3%	18%	54%	31%	19%	29%	15%	26%	24%
Don't know	26%	40%	28%	28%	35%	25%	44%	40%	24%
Unwt N=	123	146	109	198	174	280	90	177	201

RV

	Inco	ome	Educ	Education		
	<\$100K \$100K+		Some college	4-year college		
			or less	degree +		
Favorable	42%	48%	30%	57%		
Unfavorable	17%	30%	33%	17%		
Don't know	41%	22%	37%	26%		
Unwt N=	151	202	153 224			

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	CPS 2024 Voting and Registration
degree, 4-yr college grad, graduate degree)	Supplement PUMS data ¹
Race (White~Hisp, Black~Hisp, Hisp, Asian~Hisp,	CPS 2024 Voting and Registration
Other/mixed~Hisp)	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

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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.

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.

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%				