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## **New Jerseyans Still Struggle Affording Basic Necessities, but Feel Increasing Pressure at the Pump as Broader Affordability Concerns Ease Slightly**

NEW BRUNSWICK, N.J. (Apr. 15, 2026) – A majority of New Jerseyans continue to struggle to afford basic necessities and, while that difficulty has eased slightly across most categories since last polled in October, residents are increasingly feeling the pain at the gas pump and other transportation costs, according to the latest Rutgers-Eagleton Poll.

Among New Jerseyans for whom costs were applicable, approximately two-thirds find it difficult to afford education costs, including student loans (68%, down 3 points from October), followed by utility bills (63%, down 8 points), housing (62%, down 6 points), healthcare (60%, down 4 points), gasoline and transportation costs (59%, up 5 points), and groceries and food costs (59%, down 9 points).

Those reporting difficulty affording gasoline and transportation costs have increased since last October — from 54% to 59% — while those reporting no difficulty has fallen by the same margin, from 46% to 41%. The jump in difficulty is consistent across every subgroup, but it is especially sharp among Democrats (12-point increase from October) and those ages 50 to 64 (10-point increase). Difficulty has also ticked up meaningfully among women (6 points), nonwhite residents (6 points), and those with some college education or less schooling (6 points). Republicans are virtually unchanged since October.

“New Jerseyans feel a slight relief on most everyday costs compared to last fall, but this relief does not extend to the gas pump,” said [Ashley Koning](#), an assistant research professor and director of the [Eagleton Center for Public Interest Polling](#) at [Rutgers University-New Brunswick](#). “This is no surprise, as gas nears – or even exceeds – \$4 a gallon. The jump in reported difficulty in this area cuts across every demographic, forming a kind of rare consensus and showing just how acutely New Jerseyans are feeling the consequences of the current national conflict with Iran.”

**Garden State Affordability Index April 2026**  
**Rutgers-Eagleton Poll**

Nearly three-quarters of those earning under \$50,000 (74%) say gas and transportation costs are difficult to afford, compared with 39% of those earning \$150,000 or more. Black residents (75%) and Hispanic residents (65%) are more likely to report difficulty than white residents (52%), and nonwhite residents overall have seen a 6-point increase since October. Women (63%) now outpace men (53%) by 10 points. Residents 50 to 64 (up 10 points to 64%) see the sharpest age group increase. Regionally, those living in South Jersey near Philadelphia report the most pressure: 67% say transportation costs are difficult, the highest of any region. Those with some college education or less (up to 67%) remain more likely to report difficulty than those with a college degree or more (up to 59%).

Unlike with gasoline and transportation costs, all other expenditures have seen a bit of a downturn when it comes to difficulty affording them.

Thirty-five percent of New Jerseyans find it "very" difficult (down 8 points since October) and 33% find it "somewhat" (up 5 points) difficult to afford them. Difficulty affording education costs has remained relatively stable since October across most subgroups, though nonwhite residents bucked the trend with a 4-point increase (to 75%), even as white residents saw a 7-point decline (to 62%). Difficulty falls most heavily on Black residents (80%), Hispanic residents (79%), and those with some college education but no degree (78%). Lower-income residents report higher difficulty by double digits than higher-income earners, while women (72%) continue to be more likely than men (63%) to say education costs are difficult.

Twenty-six percent of all New Jerseyans say they find it "very difficult" to afford utilities, such as electricity or water (down 4 points), while 37% find it "somewhat" difficult (down 4 points). Utility costs have eased notably since October for most subgroups, but the relief is uneven.

Fifty-eight percent of white residents now say they have some level of difficulty in this area (a 12-point drop), while nonwhite residents held essentially steady at 71%. Among those earning under \$50,000, 79% still report difficulty, virtually unchanged from October. The sharpest declines were among those ages 50 to 64 (down 11 points to 68%), Republicans (down 10 points to 65%), and women (down 9 points to 66%). Women, nonetheless, remain more likely than men (59%) to report difficulty, and those with some college education report the highest difficulty of any education subgroup (74%).

Twenty-eight percent of all residents say it is "very difficult" (down 3 points) and another 34% say "somewhat difficult" (down 3 points) to afford their rent or mortgage. Race and ethnicity drive some of the largest divides on housing costs. Eight in 10 Black residents (81%) and nearly three-quarters of Hispanic residents (74%) say it is difficult to afford rent or mortgage payments, compared with just over half of white residents (55%, down 8 points since October). The income gap is similarly stark: 81% of those earning under \$50,000 say housing costs are difficult to afford, compared with 40% of those earning \$150,000 or more. Younger residents also feel housing pressure most acutely: 68% of those ages 18 to 34 say it is difficult, down 13 points since October, and another 68% among those 35 to 49, up 3 points since October, agree.

**Garden State Affordability Index April 2026**  
**Rutgers-Eggleton Poll**

Those 65 and older report the least difficulty (48%). Residents without a four-year college degree are more likely to struggle than those with one.

Twenty-six percent of New Jerseyans say it is "very difficult" (down 2 points) and another 34% say "somewhat difficult" (down 2 points) to afford healthcare or medical costs. Hispanic residents report the highest levels of difficulty affording healthcare of any racial or ethnic group — 77% say it is difficult, compared with 66% of Black residents and 55% of white residents. Lower-income residents feel this burden heavily as well: 76% of those earning under \$50,000 say healthcare costs are difficult to afford, compared with 39% of those earning \$150,000 or more. The largest easing since fall is among those ages 18 to 34 (down 10 points to 61%) and those ages 50 to 64 (down 6 points to 64%)

Twenty percent say it is "very difficult" and another 39% say it is "somewhat difficult" to afford groceries and food costs. Grocery costs have eased more broadly since October than any other category. Reported difficulty among white residents has seen a 12-point drop (to 53%), while nonwhite residents see a smaller 6-point drop (to 66%). On grocery and food costs, there is now 13-point racial gap, nearly double the 7-point gap found in October. Black residents report the highest difficulty of any group (82%), followed by Hispanic residents (69%).

The income divide is also wide: 79% of those earning under \$50,000 report difficulty with groceries and food costs compared with 38% of those earning \$150,000 or more. Women (61%, down 13 points) saw a larger easing than men (55%, down 6 points), though both groups still report majority-level difficulty.

“Even though some of these everyday affordability pressures have eased slightly across all New Jerseyans, the burden is still far greater for some more than others,” Koning said. “Across all six spending areas, nonwhite residents, lower-income households, and those without a four-year college degree consistently report greater difficulty – and in several cases, they are seeing little to no improvement at all.”

Results are from a statewide poll of 1,568 adults contacted through the probability-based [Rutgers-Eggleton/SSRS Garden State Panel](#) from March 27 to March 30. The full sample has a margin of error of +/- 3.2 percentage points.

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**ABOUT THE EAGLETON CENTER FOR PUBLIC INTEREST POLLING**

*Home of the Rutgers-Eggleton Poll, the Eggleton 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 56th year and with the publication of over 200 polls, ECPIP’s mission is to provide scientifically sound, nonpartisan information about public opinion. In addition to its public polling, ECPIP partners with organizations, foundations, and public agencies to design and conduct custom survey research on issues of public concern. To learn more about ECPIP, explore our published research and data archive, or inquire about our*

research services, please visit our website: [eagletonpoll.rutgers.edu](http://eagletonpoll.rutgers.edu). You can also visit our [Facebook](#), [Bluesky](#), and [LinkedIn](#).

**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. The panel is managed and maintained by [SSRS](#), a full-service research firm based in Glen Mills, PA. Panelists 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, which provide population coverage in the 98%-99% range. 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).

**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](http://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.

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

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**M5. Overall, how would you rate each of the following as a place to live?**

**Rent or mortgage payments**

<b>Very difficult</b>	28%
<b>Somewhat difficult</b>	34%
<b>Not very difficult</b>	23%
<b>Not at all difficult</b>	14%
<b>Don't know</b>	1%
<b>Unweighted N=</b>	1332

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
<b>Very</b>	29%	29%	25%	24%	32%	23%	46%	34%	27%	35%	33%	27%	17%
<b>Somewhat</b>	33%	35%	34%	36%	33%	32%	35%	40%	33%	33%	35%	36%	31%
<b>Not very</b>	24%	23%	21%	24%	22%	25%	10%	21%	29%	24%	19%	22%	28%
<b>Not at all</b>	13%	11%	19%	16%	12%	19%	8%	4%	10%	5%	13%	15%	22%
<b>Don't know</b>	1%	2%	<1%	1%	1%	1%	1%	2%	0%	3%	<1%	<1%	1%
<b>Unwt N=</b>	571	499	262	555	772	878	130	172	151	241	411	395	285

**Garden State Affordability Index April 2026**  
**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
<b>Very</b>	48%	32%	17%	15%	29%	26%	25%	32%	32%	37%	38%	23%	18%
<b>Somewhat</b>	33%	39%	40%	25%	37%	35%	27%	36%	33%	36%	29%	40%	31%
<b>Not very</b>	11%	24%	22%	34%	24%	24%	27%	18%	22%	17%	22%	24%	29%
<b>Not at all</b>	5%	4%	20%	26%	11%	14%	19%	12%	12%	9%	11%	12%	22%
<b>Don't know</b>	3%	1%	1%	<1%	0%	1%	1%	2%	1%	1%	1%	1%	1%
<b>Unwt N=</b>	297	367	245	419	154	410	252	304	212	209	295	367	461

**M5. Overall, how would you rate each of the following as a place to live?**

**Healthcare and medical costs**

Very difficult	26%
Somewhat difficult	34%
Not very difficult	24%
Not at all difficult	15%
Don't know	1%
<b>Unweighted N=</b>	<b>1525</b>

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
<b>Very</b>	24%	29%	22%	22%	28%	20%	34%	43%	25%	30%	30%	23%	20%
<b>Somewhat</b>	31%	33%	41%	34%	35%	35%	32%	34%	34%	31%	33%	41%	33%
<b>Not very</b>	28%	22%	18%	25%	23%	26%	21%	13%	27%	23%	24%	20%	27%
<b>Not at all</b>	16%	13%	17%	17%	13%	18%	11%	9%	12%	11%	13%	15%	20%
<b>Don't know</b>	<1%	3%	2%	2%	1%	1%	2%	1%	3%	4%	1%	1%	<1%
<b>Unwt N=</b>	655	561	308	656	861	1046	129	176	173	250	411	439	425

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
<b>Very</b>	41%	30%	20%	12%	29%	28%	21%	27%	19%	28%	31%	26%	18%
<b>Somewhat</b>	35%	41%	35%	27%	31%	33%	33%	36%	40%	42%	34%	32%	30%
<b>Not very</b>	15%	18%	25%	36%	23%	24%	24%	21%	26%	15%	20%	29%	31%
<b>Not at all</b>	7%	9%	18%	25%	16%	14%	22%	13%	13%	13%	14%	12%	21%
<b>Don't know</b>	2%	2%	2%	<1%	<1%	1%	0%	4%	3%	2%	2%	2%	1%
<b>Unwt N=</b>	325	413	297	483	159	471	309	335	250	237	327	418	543

**M5. Overall, how would you rate each of the following as a place to live?**

**Gasoline or other transportation costs**

Very difficult	24%
Somewhat difficult	35%
Not very difficult	28%
Not at all difficult	13%
Don't know	1%
<b>Unweighted N=</b>	<b>1539</b>

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
<b>Very</b>	27%	20%	22%	19%	27%	19%	40%	34%	17%	25%	29%	27%	13%
<b>Somewhat</b>	32%	36%	36%	34%	36%	33%	35%	31%	43%	31%	35%	37%	36%
<b>Not very</b>	28%	29%	25%	29%	26%	30%	20%	22%	29%	30%	21%	24%	35%
<b>Not at all</b>	12%	12%	17%	18%	9%	16%	3%	11%	11%	11%	15%	12%	16%
<b>Don't know</b>	1%	2%	0%	1%	1%	1%	2%	2%	0%	3%	<1%	0%	1%
<b>Unwt N=</b>	651	572	315	662	870	1065	127	175	171	253	413	446	427

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
<b>Very</b>	36%	28%	16%	14%	19%	25%	21%	30%	19%	31%	29%	21%	13%
<b>Somewhat</b>	38%	43%	32%	25%	33%	32%	32%	37%	41%	35%	40%	36%	29%
<b>Not very</b>	19%	22%	35%	34%	31%	29%	28%	22%	28%	21%	23%	30%	36%
<b>Not at all</b>	4%	7%	15%	27%	16%	13%	19%	10%	12%	9%	8%	13%	22%
<b>Don't know</b>	3%	<1%	1%	0%	2%	1%	0%	1%	<1%	3%	<1%	<1%	0%
<b>Unwt N=</b>	329	423	298	482	154	472	307	350	255	245	334	422	538

**M5. Overall, how would you rate each of the following as a place to live?**

**Utility bills, like electric or water**

Very difficult	26%
Somewhat difficult	37%
Not very difficult	24%
Not at all difficult	12%
Don't know	1%
<b>Unweighted N=</b>	<b>1532</b>

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
<b>Very</b>	27%	24%	28%	20%	31%	22%	41%	35%	21%	27%	30%	25%	22%
<b>Somewhat</b>	34%	40%	37%	39%	35%	36%	40%	37%	40%	37%	37%	43%	32%
<b>Not very</b>	25%	25%	23%	25%	23%	27%	15%	18%	27%	26%	19%	21%	31%
<b>Not at all</b>	14%	10%	12%	15%	10%	15%	4%	8%	10%	8%	14%	10%	15%
<b>Don't know</b>	1%	1%	0%	<1%	1%	<1%	0%	1%	2%	3%	0%	0%	0%
<b>Unwt N=</b>	648	572	311	661	863	1055	128	175	173	246	418	445	423

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
<b>Very</b>	44%	29%	19%	12%	22%	23%	24%	34%	28%	34%	34%	22%	14%
<b>Somewhat</b>	35%	46%	34%	32%	39%	37%	36%	36%	36%	37%	40%	39%	34%
<b>Not very</b>	15%	21%	30%	32%	22%	27%	25%	20%	25%	22%	17%	29%	28%
<b>Not at all</b>	4%	4%	16%	24%	16%	12%	15%	8%	10%	6%	7%	10%	24%
<b>Don't know</b>	2%	0%	1%	0%	0%	1%	0%	2%	0%	1%	2%	0%	0%
<b>Unwt N=</b>	324	424	293	485	162	470	303	348	248	242	331	417	542

**M5. Overall, how would you rate each of the following as a place to live?**

**Groceries and other food**

Very difficult	20%
Somewhat difficult	39%
Not very difficult	26%
Not at all difficult	15%
Don't know	1%
<b>Unweighted N=</b>	<b>1557</b>

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
<b>Very</b>	22%	19%	18%	14%	24%	16%	33%	29%	16%	24%	22%	23%	11%
<b>Somewhat</b>	37%	41%	38%	41%	37%	37%	49%	40%	36%	40%	40%	37%	38%
<b>Not very</b>	25%	28%	26%	28%	25%	30%	10%	21%	32%	24%	23%	26%	32%
<b>Not at all</b>	15%	12%	18%	17%	13%	17%	8%	8%	16%	9%	15%	14%	19%
<b>Don't know</b>	1%	1%	<1%	<1%	1%	1%	0%	2%	0%	2%	0%	0%	0%
<b>Unwt N=</b>	664	578	314	666	883	1071	134	178	173	254	419	454	430

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
<b>Very</b>	37%	23%	12%	7%	19%	20%	16%	23%	18%	27%	23%	18%	11%
<b>Somewhat</b>	42%	45%	36%	31%	34%	38%	36%	43%	42%	43%	45%	38%	30%
<b>Not very</b>	13%	25%	32%	35%	28%	27%	28%	21%	28%	20%	20%	30%	36%
<b>Not at all</b>	5%	7%	20%	27%	19%	14%	20%	11%	10%	9%	11%	14%	24%
<b>Don't know</b>	2%	0%	<1%	0%	0%	1%	0%	1%	1%	1%	1%	<1%	0%
<b>Unwt N=</b>	341	426	296	487	162	476	310	352	256	251	335	427	544

**M5. Overall, how would you rate each of the following as a place to live?**

**Education costs, including student loans**

Very difficult	35%
Somewhat difficult	33%
Not very difficult	15%
Not at all difficult	14%
Don't know	3%
<b>Unweighted N=</b>	<b>900</b>

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
<b>Very</b>	36%	37%	31%	30%	39%	31%	48%	42%	32%	42%	33%	34%	23%
<b>Somewhat</b>	33%	31%	37%	33%	33%	31%	32%	37%	35%	27%	33%	38%	40%
<b>Not very</b>	16%	18%	7%	18%	12%	15%	15%	15%	14%	16%	16%	14%	11%
<b>Not at all</b>	13%	11%	22%	17%	11%	18%	5%	5%	16%	11%	15%	12%	20%
<b>Don't know</b>	2%	4%	4%	2%	4%	5%	0%	1%	3%	3%	3%	2%	6%
<b>Unwt N=</b>	388	352	160	376	519	544	94	138	123	215	303	261	121

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
<b>Very</b>	49%	43%	28%	22%	33%	39%	25%	32%	43%	41%	39%	34%	49%
<b>Somewhat</b>	25%	34%	38%	36%	38%	30%	36%	35%	31%	27%	39%	34%	25%
<b>Not very</b>	12%	10%	19%	19%	18%	15%	10%	16%	14%	17%	12%	14%	12%
<b>Not at all</b>	8%	8%	13%	23%	12%	14%	24%	11%	10%	8%	8%	15%	8%
<b>Don't know</b>	6%	5%	1%	1%	1%	2%	5%	6%	3%	7%	2%	3%	6%
<b>Unwt N=</b>	192	239	165	302	113	293	165	203	126	115	187	262	192

**Methodology**

This Rutgers-Eagleton Poll was conducted using the [Rutgers-Eagleton/SSRS Garden State Panel](#) Omnibus platform. The Garden State Panel Omnibus is a quarterly, New Jersey statewide, probability-based survey. Data collection was conducted from March 27 to 30, 2026, with a scientifically selected random sample of 1,568 New Jersey adults, 18 or older. The survey was conducted via web and administered in English and Spanish.

The Garden State Panel Omnibus is conducted on the Rutgers-Eagleton/SSRS Garden State Panel. The Rutgers-Eagleton/SSRS Garden State Panel is a joint research venture between the Eagleton Center for Public Interest Polling (ECPIP) at Rutgers University-New Brunswick and SSRS. It is a probability-based panel of New Jersey adults ages 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 was drawn using a probability proportional to size (PPS) methodology to ensure adequate representation of each demographic group while minimizing the variability of the final weights. The sample was additionally stratified by preferred survey language to meet the sample size targets for each group.

Data were weighted to represent the residential adult population of New Jersey. The data were weighted by first applying a base weight then balancing the demographic profile of the sample to target population parameters.

With the base weight applied, the data were weighted to balance the demographic profile of the sample to the target population parameters.

Data were weighted to distributions of age, race/ethnicity by nativity, gender/sex by age, gender/sex by education, age by education, NJ region, home tenure, number of household adults, civic engagement, frequency of Internet use, and 2024 presidential recalled vote.

The following table shows the data sources used for calibration totals.

**Table 1. Calibration Variable Sources**

Calibration Variables	Sources
<ul style="list-style-type: none"> <li>• Gender</li> <li>• Age</li> <li>• Education</li> <li>• Race</li> <li>• Ethnicity</li> <li>• Hispanic nativity</li> <li>• Number of adults in household</li> <li>• Home tenure</li> </ul>	2025 Current Population Survey <sup>1</sup>
<ul style="list-style-type: none"> <li>• NJ Region</li> </ul>	ACS 2024 1-Year Estimates <sup>2</sup>
<ul style="list-style-type: none"> <li>• Internet frequency</li> </ul>	SSRS Opinion Panel
<ul style="list-style-type: none"> <li>• Civic engagement</li> </ul>	September 2023 CPS Volunteering and Civic Life Supplement <sup>3</sup>
<ul style="list-style-type: none"> <li>• 2024 Presidential recalled vote<sup>4</sup></li> </ul>	National Election Pool

Final calibrated weights are trimmed at the 5<sup>th</sup> and 95<sup>th</sup> percentiles to prevent individual interviews from having too much influence on survey-derived estimates.

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 1.70.

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 1,568 New Jersey adults is +/-2.5 percentage points at a 95% confidence interval. The design effect is 1.70, making the adjusted margin of error +/- 3.2 percentage 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 46.8 and 53.2% (50 +/- 3.2) if all New Jersey adults had been interviewed, rather than just a sample.

<sup>1</sup> Steven Ruggles, Sarah Flood, Matthew Sobek, Daniel Backman, Grace Cooper, Julia A. Rivera Drew, Stephanie Richards, Renae Rodgers, Jonathan Schroeder, and Kari C.W. Williams. IPUMS USA: Version 16.0 [dataset]. Minneapolis, MN: IPUMS, 2025. <https://doi.org/10.18128/D010.V16.0>

<sup>2</sup> U.S. Census Bureau. "Age and Sex." American Community Survey, ACS 1-Year Estimates Subject Tables, Table S0101, 2024

<sup>3</sup> Sarah Flood, Miriam King, Renae Rodgers, Steven Ruggles, J. Robert Warren, Daniel Backman, Annie Chen, Grace Cooper, Stephanie Richards, Megan Schouweiler, and Michael Westberry (2024). Integrated Public Use Microdata Series, Current Population Survey: Version 12.0 [dataset]. Minneapolis, MN: IPUMS, 2024. <https://doi.org/10.18128/D030.V12.0>

<sup>4</sup> Recalled vote in the 2024 presidential election is defined as the chosen candidate of panelists who are currently registered to vote, specifically among the following listed candidates: Kamala Harris, Donald Trump, Jill Stein, Chase Oliver, and Robert F. Kennedy, Jr. Panelists who are not currently registered to vote or voted for a non-listed candidate are counted along with those who did not vote in the election.

**Garden State Affordability Index April 2026**  
**Rutgers-Eagleton Poll**

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 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](http://eagletonpoll.rutgers.edu). For more information, please contact [poll@eagleton.rutgers.edu](mailto:poll@eagleton.rutgers.edu).

**Weighted Demographics**  
**1,568 New Jersey Adults 18+**  
**Overall Margin of Error = +/- 3.2 percentage points**

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

		deff	MOE
<b>Democrat</b>	39%	1.79	+/- 5.1%
<b>Independent</b>	38%	1.70	+/- 5.3%
<b>Republican</b>	23%	1.54	+/- 6.8%
<b>Man</b>	46%	1.72	+/- 5.0%
<b>Woman</b>	54%	1.67	+/- 4.2%
<b>White</b>	59%	1.72	+/- 3.9%
<b>Black</b>	12%	1.45	+/- 10.1%
<b>Hispanic</b>	14%	1.67	+/- 9.5%
<b>Other</b>	15%	1.47	+/- 8.9%
<b>18-34</b>	23%	1.48	+/- 7.4%
<b>35-49</b>	25%	1.71	+/- 6.2%
<b>50-64</b>	25%	1.72	+/- 6.0%
<b>65+</b>	26%	1.73	+/- 6.2%
<b>&lt;50K</b>	24%	1.71	+/- 6.9%
<b>50K-&lt;100K</b>	29%	1.65	+/- 6.1%
<b>100K-&lt;150K</b>	20%	1.68	+/- 7.3%
<b>150K+</b>	27%	1.72	+/- 5.8%
<b>Urban</b>	16%	1.41	+/- 9.1%
<b>Suburb</b>	35%	1.53	+/- 5.5%
<b>Exurban</b>	14%	1.87	+/- 7.6%
<b>Phil/South</b>	18%	1.85	+/- 7.1%
<b>Shore</b>	16%	1.68	+/- 7.9%
<b>HS or less</b>	28%	1.33	+/- 7.1%
<b>Some college</b>	21%	1.67	+/- 6.9%
<b>4-yr college grad</b>	26%	1.65	+/- 6.1%
<b>Grad work</b>	25%	1.68	+/- 5.4%