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Two-Thirds of New Jerseyans Want More News About Their Local Area

A desire for more local coverage cuts across political party lines

NEW BRUNSWICK, N.J. (Apr. 8, 2026). The majority of New Jersey residents seem to support a larger ecosystem for local news, no matter their political affiliation, according to the latest Rutgers-Eagleton Poll in collaboration with the New Jersey Civic Information Consortium.

Sixty-five percent say they would like to receive more news about their local area, 27% say they would like the same amount and 4% say they would like to see less. Fifty-six percent say would like to see more statewide news, 34% would like to see the same amount and 5% would like to see less.

Sixty-four percent of Republicans, 64% of independents and 66% of Democrats in New Jersey say they would like to receive more news about their local area.

This desire for more news about both New Jersey and residents' local area extends across gender, race and ethnicity, age, income, region, and education: Half or more of all demographic groups express wanting to receive more news in both cases – local and state.

Eleven percent of New Jerseyans say local news in their area does “very well” at keeping them informed of the most important issues of the day, another 44% say “somewhat well,” 24% “not very well” and 15% “not well at all.”

“At a time when misinformation is rising and local reporting is shrinking, New Jerseyans want more local, trustworthy outlets covering the topics that matter most and impact their daily

lives,” said Lisa Sahulka, executive director of the [New Jersey Civic Information Consortium](#). “Topics like new businesses opening, town council meetings, infrastructure proposals, and community-building events. We have also heard from local, state and federal representatives who rely consistently on local news outlets to get their work on the radar of their constituents.”

“Bipartisan agreement on anything is notable right now, and we see it on a critical issue that sits at the very foundation of an informed democracy,” said [Ashley Koning](#), an assistant research professor and director of the [Eagleton Center for Public Interest Polling](#) at [Rutgers University-New Brunswick](#). “The appetite for more local news exists across the board. The question these numbers raise is whether the local news infrastructure exists to meet that demand – or whether less credible sources, like social media, are filling that void and deepening it in the process.”

The bipartisan support for increasing local news capacity comes amid a partisan gap in how well New Jerseyans feel local news keeps them informed. Democrats are the most satisfied, with 63% feeling “very well” or “somewhat well” informed by their local news, in contrast with 46% of Republicans reporting the same. Fifty-two percent of independents are “very well” or “somewhat well” informed.

Women (58%) are more likely than men (50%) to feel at least “somewhat” well-informed.

The Jersey Shore is the only state region where less than half of residents feel “very well” or “somewhat well” informed (47%).

Results are from a statewide poll of 1,568 New Jersey adults contacted through the [Rutgers-Eagleton/SSRS Garden State Panel](#) from March 27 to March 30. The survey 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-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 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. You can also visit us on [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.

ABOUT RUTGERS UNIVERSITY-NEW BRUNSWICK

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

ABOUT THE NEW JERSEY CIVIC INFORMATION CONSORTIUM

The New Jersey Civic Information Consortium is an independent nonprofit organization established by the State of New Jersey in 2018 to strengthen local journalism and civic information across the state. Through grants, research, training programs, back-office support, and collaboration with media organizations and community partners, the Consortium works to

ensure New Jersey residents have access to reliable information that helps increase civic participation and enhance community life.

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.

L1. How well do you feel local news in your area keeps you informed of the most important stories and issues of the day?

Very well	11%
Somewhat well	44%
Not very well	24%
Not well at all	15%
Don't know	7%
Unweighted N=	1567

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Very well	16%	7%	8%	9%	12%	10%	17%	14%	3%	4%	12%	13%	13%
Smwht well	47%	45%	38%	41%	46%	42%	35%	45%	56%	49%	44%	39%	44%
Not very well	22%	26%	23%	26%	22%	23%	29%	22%	24%	25%	20%	23%	27%
Not well at all	9%	14%	26%	18%	12%	18%	12%	13%	6%	12%	16%	18%	13%
Don't know	6%	9%	5%	6%	8%	6%	6%	6%	10%	10%	8%	6%	3%
Unwt N=	670	582	314	670	889	1075	135	179	177	258	421	457	431

**Local News
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
Very well	13%	10%	12%	10%	11%	10%	13%	13%	7%	11%	14%	9%	9%
Smwht well	43%	43%	42%	47%	50%	47%	40%	38%	40%	35%	44%	51%	46%
Not very well	18%	29%	25%	23%	21%	26%	24%	24%	23%	26%	23%	19%	27%
Not well at all	18%	11%	17%	14%	13%	12%	14%	18%	21%	21%	13%	11%	13%
Don't know	8%	7%	5%	6%	4%	6%	8%	8%	9%	6%	6%	10%	5%
Unwt N=	342	428	301	488	165	478	312	353	258	254	339	428	546

**Local News
Rutgers-Eagleton Poll**

L2. For each of the following, would you like to receive more, less, or about the same amount of news?

News about New Jersey as a whole

Would like more	56%
Would like less	5%
Would like about the same amount	34%
Don't know	5%
Unweighted N=	1567

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Like more	59%	56%	50%	58%	54%	55%	59%	59%	51%	56%	53%	55%	59%
Like less	5%	5%	8%	5%	6%	5%	5%	4%	9%	9%	6%	4%	3%
Same amount	32%	34%	35%	33%	35%	34%	29%	35%	34%	28%	35%	35%	36%
Don't know	4%	5%	7%	4%	6%	6%	6%	2%	5%	8%	6%	5%	2%
Unwt N=	669	582	315	669	890	1075	135	179	177	259	421	456	431

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Like more	52%	58%	55%	56%	56%	58%	53%	50%	58%	50%	57%	58%	59%
Like less	6%	6%	6%	5%	5%	6%	5%	8%	3%	4%	7%	7%	5%
Same amount	36%	31%	34%	35%	36%	31%	32%	37%	35%	39%	31%	31%	32%
Don't know	6%	5%	5%	4%	4%	5%	9%	5%	4%	7%	5%	4%	4%
Unwt N=	342	429	301	487	165	478	312	353	258	254	339	429	545

**Local News
Rutgers-Eagleton Poll**

L2. For each of the following, would you like to receive more, less, or about the same amount of news?

News about your local area

Would like more	65%
Would like less	4%
Would like about the same amount	27%
Don't know	4%
Unweighted N=	1568

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Like more	66%	64%	64%	65%	64%	65%	72%	67%	54%	63%	64%	63%	68%
Like less	3%	6%	4%	6%	3%	4%	2%	6%	8%	8%	5%	2%	3%
Same amount	28%	25%	28%	26%	28%	27%	21%	26%	34%	22%	27%	31%	28%
Don't know	3%	5%	4%	3%	5%	5%	5%	1%	4%	8%	4%	3%	1%
Unwt N=	670	582	315	670	890	1076	135	179	177	259	421	457	431

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Like more	65%	67%	65%	61%	63%	63%	64%	64%	71%	62%	69%	66%	63%
Like less	4%	5%	4%	5%	6%	5%	3%	5%	3%	6%	3%	4%	5%
Same amount	26%	23%	27%	32%	27%	29%	27%	26%	23%	27%	24%	26%	29%
Don't know	4%	5%	4%	2%	4%	4%	6%	4%	3%	5%	4%	3%	3%
Unwt N=	342	429	301	488	165	479	312	353	258	254	339	429	546

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 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 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"> • Gender • Age • Education • Race • Ethnicity • Hispanic nativity • Number of adults in household • Home tenure 	2025 Current Population Survey ¹
<ul style="list-style-type: none"> • NJ Region 	ACS 2024 1-Year Estimates ²
<ul style="list-style-type: none"> • Internet frequency 	SSRS Opinion Panel
<ul style="list-style-type: none"> • Civic engagement 	September 2023 CPS Volunteering and Civic Life Supplement ³
<ul style="list-style-type: none"> • 2024 Presidential recalled vote⁴ 	National Election Pool

Final calibrated weights are trimmed at the 5th and 95th 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

¹ 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>

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

³ 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>

⁴ 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.

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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.

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