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New Jersey Voters Say Hosting FIFA World Cup Will Help the State’s Economy but Raise Concerns

New Jerseyans worry about traffic delays, transit crowding and impact on local emergency services; more are following news about the event’s impact than the sport itself

NEW BRUNSWICK, N.J. (June 5, 2026) – As the FIFA World Cup prepares to take over North America, New Jersey voters say the matches taking place on home turf may provide at least a little economic stimulus to New Jersey and New York but have trepidation over the travel and local service headaches the games may cause, according to the latest Rutgers-Eagleton Poll.

Sixty-four percent of New Jersey voters (25% “a lot,” 39% “a little”) say hosting World Cup matches in New Jersey will help the state’s economy, 16% say it will have “no real effect” and 12% say it will hurt the state economically to some degree (5% “a lot,” 7% “a little”). A similar number say the same about the matches’ impact on New York’s economy: Twenty-six percent say it will “help a lot,” 38% say it will “help a little,” 16% say “no real effect,” 4% say “hurt a little” and 3% say “hurt a lot.”

Three-quarters are concerned (49% “very,” 26% “somewhat”) about traffic and travel delays while World Cup matches take place in New Jersey. Sixty-four percent are concerned about NJ TRANSIT crowding (36% “very,” 28% “somewhat”). Six in 10 are concerned (28% “very,” 32% “somewhat”) at some level about the matches’ impact on local emergency services.

“New Jersey voters see the World Cup as a likely economic win for the region, even as many are tuning out the tournament itself,” said [Ashley Koning](#), an assistant research professor and director of the [Eagleton Center for Public Interest Polling](#) (ECPIP) at [Rutgers University-New Brunswick](#). “What they are paying attention to is what it will mean for getting around the state. Voters welcome the boost but are bracing for the traffic, the transit crowding, and the strain on local services that come with it.”

When it comes to news on the 2026 FIFA World Cup, New Jerseyans are mainly tuned out to

2026 FIFA World Cup Rutgers-Eagleton Poll

information about the tournament itself, such as the teams, players and matches. Eight percent say they are following “very closely,” 17% “somewhat closely,” 28% “not too closely” and 45% “not closely at all.” Nearly half, on the other hand, are following news about the impact of the 2026 FIFA World Cup on New Jersey to some extent: Sixteen percent say they are following news about how the matches may affect travel, security, traffic and the economy “very closely,” 33% say they are following this kind of news “somewhat closely,” 24% say “not too closely” and 26% say “not closely at all.”

Two percent of New Jersey voters say they plan on attending a match at MetLife Stadium, 4% plan to attend a fan zone or watch party in New Jersey and 34% say they will watch the matches at home. Sixty-two percent say they will not take part in any of these World Cup activities.

Brazil is the favorite to win the World Cup among New Jersey voters, at 23%. The United States comes in second, at 19%. France, Spain, and Argentina each garner 9%. The favorites change based on how closely the poll’s respondents say they are following news surrounding the World Cup. Among those who say they are following World Cup news “very” or “somewhat” closely, Brazil remains the favorite at 24% while the United States drops to 8%. France moves to second with 15%, followed by Spain at 14% and Argentina at 12%.

“New Jerseyans have relatively high hopes about the U.S.’s chances going into the tournament, though that optimism softens among those paying the closest attention,” said [David Martin](#), a research associate at ECIIP. “Fans following the tournament most closely tend to favor traditional heavyweights like Brazil, France, and Spain, but there is still plenty of optimism about this young U.S. team.”

Concern about the World Cup's local impact divides most sharply by age. Younger voters are far more worried about logistics than their older counterparts. Sixty-seven percent of voters ages 18 to 34 are "very concerned" about traffic and travel delays, compared with 39% of those 65 and older and 52% are "very concerned" about NJ TRANSIT crowding, versus 25% of the oldest voters. Partisan differences are more modest, surfacing mainly in intensity, with Republicans the most likely to say they are "not at all concerned" about crowding on NJ TRANSIT (29%).

Economic expectations and predictions about the tournament's outcome vary little across demographic groups.

Results are from a statewide poll of 859 registered voters in New Jersey from May 15 to May 19. The full registered voter sample has a margin of error of +/- 4.2 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 our [Facebook](#), [Bluesky](#), and [LinkedIn](#).

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.

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 registered voters 18+ unless otherwise noted; all percentages are of weighted results. Interpret groups with sample sizes under 100 with extreme caution. Crosstabs may be suppressed or condensed in order to maintain statistical rigor.

FF1. How closely have you been following:

News about the 2026 FIFA World Cup tournament itself, such as the teams, players, and matches

| | |
|---------------------------|-----|
| Very closely | 8% |
| Somewhat closely | 17% |
| Not too closely | 28% |
| Not closely at all | 45% |
| Don't know | 2% |
| Unweighted N= | 850 |

| | Party ID | | | Gender | | Race or Ethnicity | | Age | | | |
|-------------------|----------|-----|-----|--------|-------|--------------------|-----------|-------|-------|-------|-----|
| | Dem | Ind | Rep | Man | Woman | Non-Hispanic white | Non-white | 18-34 | 35-49 | 50-64 | 65+ |
| Very | 9% | 8% | 7% | 9% | 7% | 7% | 9% | 10% | 8% | 9% | 5% |
| Somewhat | 21% | 17% | 12% | 20% | 14% | 15% | 19% | 23% | 19% | 16% | 13% |
| Not too | 29% | 28% | 28% | 29% | 28% | 28% | 28% | 25% | 23% | 28% | 33% |
| Not at all | 41% | 46% | 52% | 41% | 50% | 47% | 42% | 39% | 50% | 44% | 47% |
| Don't know | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 2% | 1% | 3% | 1% |
| Unwt N= | 323 | 326 | 198 | 457 | 380 | 666 | 160 | 103 | 221 | 240 | 283 |

**2026 FIFA World Cup
Rutgers-Eagleton Poll**

| | Income | | Region | | | | | Education | | | |
|-------------------|---------|---------|--------|--------|---------|----------------|-------|------------|-----------------|-----------------|--------------|
| | <\$100K | \$100K+ | Urban | Suburb | Exurban | Phil/ South | Shore | HS or less | Some college | College grad | Grad work |
| Very | 6% | 9% | 10% | 11% | 5% | 6% | 5% | 5% | 8% | 9% | 10% |
| Somewhat | 19% | 17% | 20% | 15% | 17% | 20% | 16% | 11% | 16% | 23% | 17% |
| Not too | 25% | 31% | 27% | 27% | 31% | 27% | 30% | 28% | 30% | 28% | 27% |
| Not at all | 49% | 41% | 43% | 45% | 46% | 46% | 48% | 55% | 47% | 39% | 43% |
| Don't know | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 1% | 0% | 1% | 4% |
| Unwt N= | 294 | 483 | 102 | 237 | 132 | 181 | 198 | 111 | 200 | 289 | 246 |

FF1. How closely have you been following:

News about the impact of the 2026 FIFA World Cup on New Jersey, such as travel, security, traffic, and economic effects

| | |
|----------------------|------------|
| Very closely | 16% |
| Somewhat closely | 33% |
| Not too closely | 24% |
| Not closely at all | 26% |
| Don't know | 2% |
| Unweighted N= | 851 |

| | Party ID | | | Gender | | Race or Ethnicity | | Age | | | |
|-------------------|----------|-----|-----|--------|-------|--------------------|-----------|-------|-------|-------|-----|
| | Dem | Ind | Rep | Man | Woman | Non-Hispanic white | Non-white | 18-34 | 35-49 | 50-64 | 65+ |
| Very | 19% | 16% | 12% | 16% | 15% | 15% | 19% | 27% | 9% | 21% | 10% |
| Somewhat | 36% | 32% | 27% | 37% | 28% | 34% | 30% | 26% | 43% | 30% | 30% |
| Not too | 23% | 23% | 26% | 23% | 25% | 23% | 25% | 22% | 24% | 20% | 29% |
| Not at all | 21% | 27% | 32% | 22% | 30% | 27% | 24% | 23% | 23% | 27% | 29% |
| Don't know | 1% | 2% | 2% | 2% | 1% | 2% | 1% | 2% | 1% | 2% | 2% |
| Unwt N= | 324 | 326 | 198 | 457 | 380 | 666 | 161 | 104 | 220 | 241 | 283 |

| | Income | | Region | | | | | Education | | | |
|-------------------|---------|---------|--------|--------|---------|------------|-------|------------|--------------|--------------|-----------|
| | <\$100K | \$100K+ | Urban | Suburb | Exurban | Phil/South | Shore | HS or less | Some college | College grad | Grad work |
| Very | 15% | 18% | 25% | 19% | 11% | 12% | 11% | 13% | 16% | 20% | 15% |
| Somewhat | 29% | 36% | 41% | 34% | 33% | 25% | 31% | 22% | 37% | 35% | 38% |
| Not too | 20% | 26% | 15% | 24% | 27% | 28% | 24% | 26% | 18% | 26% | 24% |
| Not at all | 34% | 19% | 19% | 21% | 28% | 33% | 33% | 39% | 28% | 18% | 19% |
| Don't know | 2% | 2% | 0% | 3% | <1% | 2% | 1% | 1% | 1% | 1% | 4% |
| Unwt N= | 294 | 484 | 103 | 237 | 132 | 181 | 198 | 112 | 200 | 289 | 246 |

FF2. Do you plan to do any of the following for the 2026 FIFA World Cup?

Attend a match at MetLife Stadium

| | |
|----------------------|-----|
| Selected | 2% |
| Not selected | 98% |
| Unweighted N= | 859 |

| | Party ID | | | Gender | | Race or Ethnicity | | Age | | | |
|---------------------|----------|-----|-----|--------|-------|--------------------|-----------|-------|-------|-------|------|
| | Dem | Ind | Rep | Man | Woman | Non-Hispanic white | Non-white | 18-34 | 35-49 | 50-64 | 65+ |
| Selected | 2% | 3% | 2% | 2% | 3% | 2% | 4% | 1% | 4% | 4% | <1% |
| Not selected | 98% | 97% | 98% | 98% | 97% | 98% | 96% | 99% | 96% | 96% | 100% |
| Unwt N= | 327 | 329 | 200 | 460 | 385 | 670 | 164 | 104 | 223 | 242 | 287 |

| | Income | | Region | | | | | Education | | | |
|---------------------|---------|---------|--------|--------|---------|------------|-------|------------|--------------|--------------|-----------|
| | <\$100K | \$100K+ | Urban | Suburb | Exurban | Phil/South | Shore | HS or less | Some college | College grad | Grad work |
| Selected | 1% | 3% | 2% | 3% | 4% | 1% | <1% | 0% | 2% | 3% | 5% |
| Not selected | 99% | 97% | 98% | 97% | 96% | 99% | 100% | 100% | 98% | 97% | 95% |
| Unwt N= | 296 | 489 | 104 | 238 | 133 | 182 | 202 | 112 | 202 | 294 | 247 |

FF2. Do you plan to do any of the following for the 2026 FIFA World Cup?

Attend a fan zone or watch party in New Jersey

| | |
|---------------|-----|
| Selected | 4% |
| Not selected | 96% |
| Unweighted N= | 859 |

| | Party ID | | | Gender | | Race or Ethnicity | | Age | | | |
|---------------------|----------|-----|-----|--------|-------|--------------------|-----------|-------|-------|-------|-----|
| | Dem | Ind | Rep | Man | Woman | Non-Hispanic white | Non-white | 18-34 | 35-49 | 50-64 | 65+ |
| Selected | 5% | 6% | 1% | 6% | 3% | 4% | 6% | 8% | 6% | 4% | 1% |
| Not selected | 95% | 94% | 99% | 94% | 97% | 96% | 94% | 92% | 94% | 96% | 99% |
| Unwt N= | 327 | 329 | 200 | 460 | 385 | 670 | 164 | 104 | 223 | 242 | 287 |

| | Income | | Region | | | | | Education | | | |
|---------------------|---------|---------|--------|--------|---------|------------|-------|------------|--------------|--------------|-----------|
| | <\$100K | \$100K+ | Urban | Suburb | Exurban | Phil/South | Shore | HS or less | Some college | College grad | Grad work |
| Selected | 3% | 6% | 9% | 4% | 6% | 2% | 1% | 1% | 5% | 4% | 8% |
| Not selected | 97% | 94% | 91% | 96% | 94% | 98% | 99% | 99% | 95% | 96% | 92% |
| Unwt N= | 296 | 489 | 104 | 238 | 133 | 182 | 202 | 112 | 202 | 294 | 247 |

FF2. Do you plan to do any of the following for the 2026 FIFA World Cup?

Watch matches at home

| | |
|----------------------|-----|
| Selected | 34% |
| Not selected | 66% |
| Unweighted N= | 859 |

| | Party ID | | | Gender | | Race or Ethnicity | | Age | | | |
|---------------------|----------|-----|-----|--------|-------|--------------------|-----------|-------|-------|-------|-----|
| | Dem | Ind | Rep | Man | Woman | Non-Hispanic white | Non-white | 18-34 | 35-49 | 50-64 | 65+ |
| Selected | 41% | 34% | 24% | 39% | 28% | 33% | 37% | 36% | 36% | 34% | 32% |
| Not selected | 59% | 66% | 76% | 61% | 72% | 67% | 63% | 64% | 64% | 66% | 68% |
| Unwt N= | 327 | 329 | 200 | 460 | 385 | 670 | 164 | 104 | 223 | 242 | 287 |

| | Income | | Region | | | | | Education | | | |
|---------------------|---------|---------|--------|--------|---------|------------|-------|------------|--------------|--------------|-----------|
| | <\$100K | \$100K+ | Urban | Suburb | Exurban | Phil/South | Shore | HS or less | Some college | College grad | Grad work |
| Selected | 31% | 36% | 43% | 32% | 33% | 33% | 34% | 29% | 29% | 36% | 46% |
| Not selected | 69% | 64% | 57% | 68% | 67% | 67% | 66% | 71% | 71% | 64% | 54% |
| Unwt N= | 296 | 489 | 104 | 238 | 133 | 182 | 202 | 112 | 202 | 294 | 247 |

FF2. Do you plan to do any of the following for the 2026 FIFA World Cup?

None of the above

| | |
|----------------------|-----|
| Selected | 62% |
| Not selected | 38% |
| Unweighted N= | 859 |

| | Party ID | | | Gender | | Race or Ethnicity | | Age | | | |
|---------------------|----------|-----|-----|--------|-------|--------------------|-----------|-------|-------|-------|-----|
| | Dem | Ind | Rep | Man | Woman | Non-Hispanic white | Non-white | 18-34 | 35-49 | 50-64 | 65+ |
| Selected | 56% | 60% | 73% | 57% | 68% | 64% | 58% | 59% | 57% | 62% | 67% |
| Not selected | 44% | 40% | 27% | 43% | 32% | 36% | 42% | 41% | 43% | 38% | 33% |
| Unwt N= | 327 | 329 | 200 | 460 | 385 | 670 | 164 | 104 | 223 | 242 | 287 |

| | Income | | Region | | | | | Education | | | |
|---------------------|---------|---------|--------|--------|---------|------------|-------|------------|--------------|--------------|-----------|
| | <\$100K | \$100K+ | Urban | Suburb | Exurban | Phil/South | Shore | HS or less | Some college | College grad | Grad work |
| Selected | 66% | 58% | 51% | 64% | 60% | 66% | 64% | 71% | 67% | 58% | 49% |
| Not selected | 34% | 42% | 49% | 36% | 40% | 34% | 36% | 29% | 33% | 42% | 51% |
| Unwt N= | 296 | 489 | 104 | 238 | 133 | 182 | 202 | 112 | 202 | 294 | 247 |

FF3. Which country do you think will win the 2026 FIFA World Cup final?

TOP 10 VERSION

| | |
|----------------------|-----|
| Brazil | 23% |
| United States | 19% |
| Argentina | 9% |
| France | 9% |
| Spain | 9% |
| Germany | 7% |
| England | 5% |
| Portugal | 4% |
| Mexico | 3% |
| Uzbekistan | 1% |
| Other | 11% |
| Unweighted N= | 617 |

| | Party ID | | | Gender | | Race or Ethnicity | | Age | |
|----------------------|----------|-----|-----|--------|-------|--------------------|-----------|-------|-----|
| | Dem | Ind | Rep | Man | Woman | Non-Hispanic white | Non-white | 18-49 | 50+ |
| Brazil | 31% | 18% | 17% | 20% | 26% | 19% | 29% | 22% | 24% |
| United States | 9% | 20% | 37% | 18% | 21% | 24% | 11% | 14% | 24% |
| Argentina | 9% | 12% | 5% | 9% | 9% | 9% | 10% | 7% | 11% |
| France | 11% | 7% | 7% | 10% | 8% | 9% | 8% | 11% | 7% |
| Spain | 9% | 10% | 5% | 10% | 7% | 8% | 9% | 10% | 7% |
| Germany | 6% | 7% | 6% | 10% | 3% | 7% | 6% | 7% | 6% |
| England | 4% | 3% | 8% | 5% | 5% | 6% | 3% | 4% | 5% |
| Portugal | 3% | 4% | 6% | 4% | 4% | 5% | 3% | 5% | 4% |
| Mexico | 4% | 4% | 0% | 3% | 3% | 2% | 5% | 3% | 3% |
| Uzbekistan | 2% | 1% | 2% | 1% | 2% | 1% | 2% | 2% | 1% |
| Other | 12% | 13% | 7% | 9% | 11% | 11% | 12% | 14% | 9% |
| Unwt N= | 243 | 237 | 135 | 348 | 261 | 489 | 118 | 256 | 359 |

**2026 FIFA World Cup
Rutgers-Eagleton Poll**

| | Income | | Education | | Following News About Teams, Players, and Matches | |
|----------------------|---------|---------|-------------------------|--------------------------|---|---|
| | <\$100K | \$100K+ | Some college or less | 4-year degree or more | Very closely + somewhat closely | Not too closely + not at all closely |
| Brazil | 25% | 22% | 23% | 23% | 24% | 23% |
| United States | 18% | 20% | 25% | 15% | 8% | 25% |
| Argentina | 11% | 8% | 9% | 9% | 12% | 8% |
| France | 5% | 11% | 6% | 11% | 15% | 6% |
| Spain | 7% | 10% | 6% | 11% | 14% | 6% |
| Germany | 5% | 9% | 4% | 8% | 8% | 6% |
| England | 5% | 5% | 4% | 5% | 3% | 5% |
| Portugal | 4% | 4% | 3% | 5% | 6% | 3% |
| Mexico | 6% | 1% | 5% | 2% | 4% | 3% |
| Uzbekistan | 1% | <1% | 3% | <1% | 0% | 2% |
| Other | 15% | 9% | 12% | 11% | 6% | 13% |
| Unwt N= | 213 | 360 | 203 | 414 | 193 | 413 |

FF4. Do you think hosting World Cup matches in New Jersey will help or hurt each of the following, or will it have no impact?

New Jersey's economy

| | |
|----------------------|------------|
| Help a lot | 25% |
| Help a little | 39% |
| No real effect | 16% |
| Hurt a little | 7% |
| Hurt a lot | 5% |
| Don't know | 7% |
| Unweighted N= | 855 |

| | Party ID | | | Gender | | Race or Ethnicity | | Age | | | |
|--------------------|----------|-----|-----|--------|-------|--------------------|-----------|-------|-------|-------|-----|
| | Dem | Ind | Rep | Man | Woman | Non-Hispanic white | Non-white | 18-34 | 35-49 | 50-64 | 65+ |
| Help lot | 24% | 25% | 28% | 22% | 29% | 24% | 28% | 27% | 19% | 26% | 28% |
| Help little | 43% | 38% | 36% | 42% | 37% | 40% | 40% | 39% | 38% | 42% | 38% |
| No effect | 12% | 18% | 18% | 20% | 12% | 16% | 15% | 10% | 24% | 16% | 13% |
| Hurt little | 7% | 8% | 5% | 7% | 7% | 9% | 4% | 6% | 8% | 8% | 6% |
| Hurt lot | 5% | 4% | 7% | 5% | 5% | 5% | 6% | 10% | 7% | 2% | 4% |
| Don't know | 9% | 7% | 5% | 4% | 10% | 6% | 7% | 8% | 4% | 6% | 10% |
| Unwt N= | 326 | 327 | 199 | 458 | 384 | 669 | 161 | 103 | 222 | 241 | 286 |

**2026 FIFA World Cup
Rutgers-Eagleton Poll**

| | Income | | Region | | | | | Education | | | |
|--------------------|---------|---------|--------|--------|---------|----------------|-------|------------|-----------------|-----------------|--------------|
| | <\$100K | \$100K+ | Urban | Suburb | Exurban | Phil/ South | Shore | HS or less | Some college | College grad | Grad work |
| Help lot | 26% | 24% | 20% | 31% | 26% | 24% | 19% | 23% | 30% | 23% | 26% |
| Help little | 38% | 41% | 35% | 41% | 47% | 36% | 37% | 36% | 37% | 41% | 45% |
| No effect | 13% | 18% | 20% | 13% | 13% | 15% | 21% | 22% | 12% | 16% | 13% |
| Hurt little | 8% | 7% | 11% | 5% | 10% | 5% | 9% | 7% | 7% | 8% | 6% |
| Hurt lot | 5% | 6% | 5% | 4% | 4% | 9% | 6% | 5% | 4% | 6% | 7% |
| Don't know | 9% | 4% | 9% | 7% | 1% | 11% | 8% | 9% | 9% | 6% | 4% |
| Unwt N= | 295 | 487 | 102 | 238 | 132 | 182 | 201 | 111 | 202 | 292 | 246 |

FF4. Do you think hosting World Cup matches in New Jersey will help or hurt each of the following, or will it have no impact?

New York's economy

| | |
|----------------------|------------|
| Help a lot | 26% |
| Help a little | 38% |
| No real effect | 16% |
| Hurt a little | 4% |
| Hurt a lot | 3% |
| Don't know | 12% |
| Unweighted N= | 853 |

| | Party ID | | | Gender | | Race or Ethnicity | | Age | | | |
|--------------------|----------|-----|-----|--------|-------|--------------------|-----------|-------|-------|-------|-----|
| | Dem | Ind | Rep | Man | Woman | Non-Hispanic white | Non-white | 18-34 | 35-49 | 50-64 | 65+ |
| Help lot | 21% | 29% | 30% | 25% | 28% | 27% | 27% | 18% | 26% | 29% | 29% |
| Help little | 42% | 38% | 33% | 42% | 35% | 39% | 40% | 42% | 41% | 40% | 33% |
| No effect | 16% | 14% | 18% | 21% | 11% | 18% | 12% | 19% | 17% | 19% | 10% |
| Hurt little | 5% | 5% | 2% | 3% | 4% | 3% | 6% | 7% | 4% | 3% | 4% |
| Hurt lot | 2% | 2% | 7% | 3% | 4% | 4% | 1% | 4% | 5% | 1% | 4% |
| Don't know | 14% | 12% | 10% | 6% | 18% | 9% | 15% | 10% | 8% | 8% | 19% |
| Unwt N= | 325 | 326 | 199 | 457 | 382 | 668 | 160 | 103 | 222 | 242 | 283 |

**2026 FIFA World Cup
Rutgers-Eagleton Poll**

| | Income | | Region | | | | | Education | | | |
|--------------------|---------|---------|--------|--------|---------|----------------|-------|------------|-----------------|-----------------|--------------|
| | <\$100K | \$100K+ | Urban | Suburb | Exurban | Phil/ South | Shore | HS or less | Some college | College grad | Grad work |
| Help lot | 31% | 23% | 23% | 33% | 29% | 20% | 21% | 26% | 29% | 21% | 31% |
| Help little | 34% | 43% | 29% | 44% | 47% | 36% | 32% | 27% | 38% | 45% | 44% |
| No effect | 13% | 19% | 22% | 9% | 11% | 16% | 27% | 23% | 12% | 15% | 12% |
| Hurt little | 4% | 4% | 7% | 2% | 7% | 6% | 2% | 4% | 4% | 4% | 5% |
| Hurt lot | 3% | 4% | 0% | 2% | 3% | 4% | 5% | 3% | 3% | 3% | 3% |
| Don't know | 15% | 8% | 19% | 10% | 3% | 17% | 13% | 16% | 14% | 11% | 5% |
| Unwt N= | 294 | 486 | 102 | 236 | 132 | 182 | 201 | 112 | 200 | 291 | 246 |

FF5. How concerned are you about each of the following while World Cup matches take place in New Jersey?

Traffic and travel delays

| | |
|----------------------|------------|
| Very concerned | 49% |
| Somewhat concerned | 26% |
| Not too concerned | 13% |
| Not at all concerned | 9% |
| Don't know | 4% |
| Unweighted N= | 844 |

| | Party ID | | | Gender | | Race or Ethnicity | | Age | | | |
|-------------------|----------|-----|-----|--------|-------|--------------------|-----------|-------|-------|-------|-----|
| | Dem | Ind | Rep | Man | Woman | Non-Hispanic white | Non-white | 18-34 | 35-49 | 50-64 | 65+ |
| Very | 49% | 50% | 45% | 46% | 50% | 44% | 58% | 67% | 49% | 47% | 39% |
| Somewhat | 29% | 23% | 24% | 26% | 26% | 29% | 21% | 26% | 26% | 24% | 26% |
| Not too | 13% | 15% | 11% | 13% | 13% | 14% | 13% | 2% | 12% | 14% | 21% |
| Not at all | 5% | 9% | 16% | 11% | 7% | 10% | 6% | 2% | 10% | 12% | 10% |
| Don't know | 4% | 3% | 4% | 3% | 3% | 4% | 2% | 4% | 2% | 3% | 5% |
| Unwt N= | 319 | 324 | 198 | 452 | 378 | 660 | 159 | 102 | 220 | 239 | 280 |

| | Income | | Region | | | | | Education | | | |
|-------------------|---------|---------|--------|--------|---------|------------|-------|------------|--------------|--------------|-----------|
| | <\$100K | \$100K+ | Urban | Suburb | Exurban | Phil/South | Shore | HS or less | Some college | College grad | Grad work |
| Very | 50% | 49% | 69% | 49% | 44% | 39% | 44% | 50% | 42% | 53% | 46% |
| Somewhat | 24% | 26% | 22% | 24% | 31% | 25% | 28% | 18% | 28% | 27% | 31% |
| Not too | 13% | 14% | 3% | 14% | 17% | 18% | 12% | 17% | 15% | 10% | 12% |
| Not at all | 9% | 8% | 2% | 10% | 7% | 13% | 10% | 12% | 10% | 7% | 8% |
| Don't know | 3% | 3% | 3% | 3% | 1% | 5% | 6% | 3% | 5% | 3% | 3% |
| Unwt N= | 289 | 482 | 102 | 233 | 133 | 178 | 198 | 108 | 201 | 288 | 243 |

FF5. How concerned are you about each of the following while World Cup matches take place in New Jersey?

NJ TRANSIT crowding

| | |
|-----------------------------|-----|
| Very concerned | 36% |
| Somewhat concerned | 28% |
| Not too concerned | 15% |
| Not at all concerned | 15% |
| Don't know | 6% |
| Unweighted N= | 844 |

| | Party ID | | | Gender | | Race or Ethnicity | | Age | | | |
|-------------------|----------|-----|-----|--------|-------|--------------------|-----------|-------|-------|-------|-----|
| | Dem | Ind | Rep | Man | Woman | Non-Hispanic white | Non-white | 18-34 | 35-49 | 50-64 | 65+ |
| Very | 41% | 34% | 31% | 35% | 36% | 35% | 39% | 52% | 41% | 31% | 25% |
| Somewhat | 33% | 28% | 21% | 26% | 31% | 26% | 32% | 39% | 24% | 24% | 28% |
| Not too | 15% | 17% | 12% | 16% | 15% | 14% | 19% | 4% | 16% | 21% | 18% |
| Not at all | 6% | 15% | 29% | 18% | 12% | 19% | 7% | 2% | 16% | 18% | 21% |
| Don't know | 5% | 5% | 7% | 4% | 7% | 6% | 3% | 3% | 3% | 7% | 8% |
| Unwt N= | 321 | 323 | 197 | 452 | 378 | 660 | 159 | 102 | 222 | 241 | 276 |

| | Income | | Region | | | | | Education | | | |
|-------------------|---------|---------|--------|--------|---------|------------|-------|------------|--------------|--------------|-----------|
| | <\$100K | \$100K+ | Urban | Suburb | Exurban | Phil/South | Shore | HS or less | Some college | College grad | Grad work |
| Very | 35% | 38% | 56% | 34% | 29% | 30% | 36% | 28% | 36% | 42% | 36% |
| Somewhat | 32% | 24% | 25% | 26% | 37% | 29% | 28% | 33% | 25% | 26% | 29% |
| Not too | 13% | 19% | 12% | 16% | 20% | 14% | 14% | 16% | 15% | 14% | 17% |
| Not at all | 15% | 15% | 1% | 21% | 11% | 20% | 13% | 19% | 17% | 13% | 13% |
| Don't know | 6% | 4% | 7% | 4% | 2% | 7% | 8% | 5% | 8% | 5% | 5% |
| Unwt N= | 292 | 482 | 100 | 235 | 133 | 177 | 199 | 109 | 199 | 287 | 245 |

FF5. How concerned are you about each of the following while World Cup matches take place in New Jersey?

Impact on local emergency services

| | |
|----------------------|------------|
| Very concerned | 28% |
| Somewhat concerned | 32% |
| Not too concerned | 25% |
| Not at all concerned | 10% |
| Don't know | 4% |
| Unweighted N= | 843 |

| | Party ID | | | Gender | | Race or Ethnicity | | Age | | | |
|-------------------|----------|-----|-----|--------|-------|--------------------|-----------|-------|-------|-------|-----|
| | Dem | Ind | Rep | Man | Woman | Non-Hispanic white | Non-white | 18-34 | 35-49 | 50-64 | 65+ |
| Very | 28% | 29% | 28% | 23% | 33% | 27% | 31% | 37% | 30% | 29% | 21% |
| Somewhat | 36% | 32% | 27% | 34% | 31% | 32% | 34% | 37% | 32% | 25% | 35% |
| Not too | 25% | 25% | 26% | 29% | 22% | 27% | 23% | 19% | 26% | 29% | 25% |
| Not at all | 8% | 9% | 15% | 10% | 10% | 11% | 7% | 4% | 11% | 11% | 13% |
| Don't know | 3% | 5% | 4% | 3% | 5% | 3% | 4% | 3% | 2% | 5% | 6% |
| Unwt N= | 318 | 324 | 198 | 451 | 378 | 660 | 158 | 101 | 222 | 240 | 277 |

| | Income | | Region | | | | | Education | | | |
|-------------------|---------|---------|--------|--------|---------|------------|-------|------------|--------------|--------------|-----------|
| | <\$100K | \$100K+ | Urban | Suburb | Exurban | Phil/South | Shore | HS or less | Some college | College grad | Grad work |
| Very | 30% | 26% | 30% | 26% | 26% | 32% | 31% | 33% | 28% | 29% | 21% |
| Somewhat | 31% | 35% | 44% | 31% | 38% | 25% | 29% | 30% | 31% | 34% | 35% |
| Not too | 26% | 26% | 18% | 27% | 26% | 26% | 25% | 23% | 25% | 23% | 33% |
| Not at all | 9% | 11% | 3% | 11% | 10% | 13% | 11% | 12% | 8% | 11% | 9% |
| Don't know | 5% | 3% | 5% | 5% | <1% | 4% | 5% | 2% | 8% | 3% | 3% |
| Unwt N= | 290 | 483 | 101 | 235 | 132 | 176 | 199 | 109 | 200 | 285 | 245 |

Methodology

This Rutgers-Eagleton Poll was conducted via one-to-one SMS messaging that led respondents to an online version of the survey. Data was collected from May 15 to May 19, 2026, with a scientifically selected random sample of 859 New Jersey registered voters, 18 or older. The survey was administered in English only.

Data were weighted to represent the population of registered voters in New Jersey. A base weight was applied to account for unequal probabilities of selection arising from the stratified sample design. The sample frame was stratified by party registration, age, gender, and race/ethnicity, with cases released at differing rates across strata; base weights are the inverse of each respondent's selection probability within stratum, restoring the sample's correspondence to the underlying frame before subsequent adjustments. Following the creation of base weights, calibration was performed to align the sample with known population benchmarks on key demographic and political characteristics. 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) | CPS 2024 Voting and Registration Supplement PUMS data ¹ |
| Age (18-34, 35-49, 50-64, 65+) | CPS 2024 Voting and Registration Supplement PUMS data |
| Education (HS grad or less, some college / Assoc degree, 4-yr college grad, graduate degree) | CPS 2024 Voting and Registration Supplement PUMS data |
| Race (White~Hispanic, Black~Hispanic, 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 | New Jersey Voter Information Portal ³ |

Post-data collection statistical adjustments require analysis procedures that reflect departures from simple random sampling. We calculate the effects of these design features so that an appropriate adjustment can be 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 1.59.

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 Population targets for 2024 presidential vote choice combined certified results from the New Jersey Division of Elections (for the candidate split among voters) with the validated nonvoter rate among survey respondents from the L2 voter file (for the share who did not vote in 2024).

³ <https://www.nj.gov/state/elections/assets/pdf/election-results/2024/2024-official-general-results-president.pdf>

2026 FIFA World Cup Rutgers-Eagleton Poll

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 859 New Jersey adults is +/- 3.3 percentage points at a 95% confidence interval. The design effect is 1.59, making the adjusted margin of error +/- 4.2 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 45.8 and 54.2% (50 +/- 4.2) 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 RumbleUp with sample from L2 Data. 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. Questions covered in this release were paid for and sponsored by 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
859 New Jersey Adults 18+
Overall Margin of Error = +/- 4.2 percentage points

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

| | | deff | MOE |
|--------------------------|-----|------|-----------|
| Democrat | 38% | 1.68 | +/- 7.0% |
| Independent | 39% | 1.58 | +/- 6.8% |
| Republican | 23% | 1.45 | +/- 8.3% |
| Man | 50% | 1.54 | +/- 5.7% |
| Woman | 50% | 1.60 | +/- 6.3% |
| White | 64% | 1.44 | +/- 4.5% |
| Non-white | 36% | 1.31 | +/- 8.8% |
| 18-34 | 19% | 1.41 | +/- 11.4% |
| 35-49 | 24% | 1.62 | +/- 8.4% |
| 50-64 | 26% | 1.55 | +/- 7.9% |
| 65+ | 31% | 1.52 | +/- 7.1% |
| <100K | 43% | 1.53 | +/- 7.1% |
| 100K+ | 57% | 1.60 | +/- 5.6% |
| Urban | 14% | 1.59 | +/- 12.1% |
| Suburb | 35% | 1.44 | +/- 7.6% |
| Exurban | 14% | 1.60 | +/- 10.8% |
| Phil/South | 18% | 1.73 | +/- 9.5% |
| Shore | 19% | 1.50 | +/- 8.5% |
| HS or less | 25% | 1.23 | +/- 10.3% |
| Some college | 23% | 1.47 | +/- 8.4% |
| 4-yr college grad | 33% | 1.50 | +/- 7.0% |
| Grad work | 19% | 1.55 | +/- 7.8% |