



JULY 28, 2026

CONTACT:

Ashley Koning, Director
Office: 848-932-8940
akoning@rutgers.edu

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Say What You Will About New Jersey, but Most Residents Are Proud to Live Here

Differences emerge by partisanship and income, but majorities across the board feel a sense of pride

NEW BRUNSWICK, N.J. (July 28, 2026) – Call it Jersey pride. Seven in 10 New Jerseyans (70%) say they take at least "some" pride in calling the Garden State home, according to the latest Rutgers-Eagleton Poll.

Thirty-five percent take "a lot" of pride in living in New Jersey, 35% "some," 17% "a little" and 11% say they take no pride in living in the state.

That pride runs deep, but not evenly. The share taking "a lot" of pride ranges from a high of 46% among Democrats to a low of 28% among Republicans, and it declines among the highest earners even as majorities everywhere still say they feel it to some degree. Whatever residents make of the traffic, the taxes and the perpetual out-of-state jokes, most aren't trading in their exit numbers anytime soon.

"New Jersey has a bit of a reputation and is often the butt of jokes throughout the rest of the country, but residents don't let that ruin the love they have for the Garden State," said [Ashley Koning](#), an assistant research professor and director of the [Eagleton Center for Public Interest Polling](#) at [Rutgers University-New Brunswick](#) and lifelong Jersey girl. "The vast majority of residents, across party lines, income brackets and every corner of the state, still say they are proud to live here. We may love to complain about our state, but there is a reason 'We're from Jersey, baby' became a rallying cry. Jersey pride is real."

Democrats are more likely to indicate they take "a lot" of or "some" pride in living in the state (79%) compared with independents (67%) and Republicans (63%), though a majority of all three groups feel it to some degree.

Residents earning more than \$150,000 in annual household income are less likely than their less affluent counterparts to take at least “some” pride in living in New Jersey (62%), though, again, majorities across income brackets feel prideful.

Results are from a statewide poll of 1,006 adults contacted through the probability-based [Rutgers-Eagleton/SSRS Garden State Panel](#) from June 25 to 29. The full sample has a margin of error of +/- 4.1 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 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

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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.

PRID. How much pride do you take in living in NJ - a lot, some, a little or none?

A lot	35%
Some	35%
A little	17%
None	11%
Don't know	2%
Unweighted N=	1006

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
A lot	46%	29%	28%	33%	37%	34%	45%	38%	29%	41%	29%	31%	41%
Some	33%	38%	35%	35%	36%	35%	29%	40%	36%	30%	35%	40%	36%
A little	15%	17%	20%	16%	18%	17%	22%	10%	18%	18%	22%	13%	16%
None	5%	14%	15%	14%	9%	11%	4%	10%	16%	10%	10%	15%	7%
Don't know	1%	2%	2%	2%	1%	2%	<1%	2%	<1%	1%	4%	1%	1%
Unwt N=	413	396	197	404	594	568	122	183	133	245	263	280	218

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	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
A lot	39%	35%	39%	31%	29%	36%	37%	36%	37%	37%	32%	37%	35%
Some	37%	37%	38%	31%	40%	34%	33%	36%	32%	35%	33%	35%	38%
A little	15%	17%	13%	21%	15%	20%	16%	14%	22%	13%	20%	20%	16%
None	8%	9%	8%	16%	15%	9%	14%	12%	6%	12%	13%	9%	9%
Don't know	1%	3%	2%	1%	1%	1%	<1%	2%	3%	3%	2%	<1%	1%
Unwt N=	226	323	180	269	128	249	179	236	100	221	225	238	322

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 June 25 to 29, 2026, with a scientifically selected random sample of 1,006 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-Eagleton/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 detailed age, gender/sex by age, detailed education, gender/sex by education, age by education, race/ethnicity by nativity, 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
• Gender • Age • Education • Race • Ethnicity • Hispanic nativity • Number of adults in household • Home tenure	2025 Current Population Survey ¹
• NJ Region	ACS 2024 1-Year Estimates ²
• Internet frequency	SSRS Opinion Panel
• Civic engagement³	September 2023 CPS Volunteering and Civic Life Supplement ⁴
• 2024 Presidential recalled vote⁵	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 1.76.

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 1,006 New Jersey adults is +/- 3.1 percentage points at a 95% confidence interval. The design effect⁶ is 1.76, making the adjusted margin of error +/- 4.1 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 Civically engaged respondents are defined as those who have volunteered in the past 12 months or who talk to / spend time with their neighbors daily.

⁴ 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>

⁵ 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.

⁶ 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

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 45.9 and 54.1% (50 +/- 4.1) 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). Jessica Roman and Ashley Koning 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.

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**Weighted Demographics
1,006 New Jersey Adults 18+
Overall Margin of Error = +/- 4.1 percentage points**

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

		deff	MOE
Democrat	38%	1.76	+/- 6.4%
Independent	39%	1.82	+/- 6.7%
Republican	23%	1.59	+/- 8.8%
 Man	45%	1.67	+/- 6.3%
Woman	55%	1.80	+/- 5.4%
 White	58%	1.55	+/- 5.1%
Black	13%	1.89	+/- 12.2%
Hispanic	15%	2.43	+/- 11.3%
Other	15%	1.82	+/- 11.5%
 18-34	24%	2.05	+/- 9.0%
35-49	24%	1.84	+/- 8.2%
50-64	26%	1.65	+/- 7.5%
65+	26%	1.50	+/- 8.1%
 <50K	23%	1.96	+/- 9.1%
50K-<100K	29%	1.92	+/- 7.6%
100K-<150K	19%	1.65	+/- 9.4%
150K+	29%	1.50	+/- 7.3%
 Urban	19%	1.57	+/- 10.8%
Suburb	34%	1.60	+/- 7.9%
Exurban	16%	1.76	+/- 9.7%
Phil/South	20%	2.07	+/- 9.2%
Shore	11%	1.75	+/- 13.0%
 HS or less	29%	1.69	+/- 8.6%
Some college	20%	1.89	+/- 9.0%
4-yr college grad	22%	1.72	+/- 8.3%
Grad work	29%	1.58	+/- 6.9%