



RUTGERS-NEW BRUNSWICK

Eagleton Institute of Politics

Eagleton Center for Public Interest Polling

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New Jerseyans Place High Value on Reliable Local Information, but More Than a Third Say It Was Hard to Find

Residents are divided on whether there are enough local news sources in their area and more read news coverage of public meetings than attend them

NEW BRUNSWICK, N.J. (Oct. 20, 2026) – When it comes to what is happening in their own communities, majorities of New Jerseyans say reliable information on most aspects of local life is “very important,” according to the latest Rutgers-Eagleton Poll.

In the poll, commissioned by the [New Jersey Civic Information Consortium](#) and conducted by the [Eagleton Center for Public Interest Polling](#) (ECPIP), 77% say reliable public safety and emergency information is “very important,” and 74% say the same about local taxes and how public money is spent. About two-thirds say reliable information is “very important” when it comes to public health and environmental conditions (68%), decisions made by their municipal government (66%) and roads, transportation and infrastructure (65%).

About 6 in 10 say the same about local elections and candidates (61%), and slightly more than half say so about housing, zoning and development (53%) and public schools and school board decisions (51%). Forty-one percent say this about community events, businesses and services.

“New Jerseyans place a high value on reliable information about their local area, particularly on issues most pertinent to their everyday lives,” said [Ashley Koning](#), an assistant research professor and director of ECPIP at Rutgers University-New Brunswick. “Anywhere from half to three-quarters say reliable information is ‘very important’ on nearly every local issue we asked about, from public safety and taxes to public health, municipal government decisions and local elections.”

Many residents have gone looking for this kind of information. Forty-three percent say they looked for information about something happening in their local community in the past 12

months and it was easy to find, while 36% say they looked but it was hard to find. Nineteen percent say they haven't looked for that kind of information.

Difficulty finding information crosses party lines: Thirty-five percent of Democrats, 38% of independents and 35% of Republicans say they looked for community information and it was hard to find.

Among those who had difficulty finding information, 39% say information about property taxes or municipal spending was hard to find. One-third (33%) say the same about housing, zoning or development, followed by local businesses or events (31%), public safety (28%), health or environmental issues (27%), community services (27%), municipal government (25%), transportation or infrastructure (25%), elections or candidates (24%) and school board or public schools (22%).

"Many New Jerseyans are actively seeking out local information, but more than a third say what they were looking for was hard to find," said Koning. "That is not a partisan divide. Democrats, independents and Republicans report difficulty at similar rates, and property taxes and municipal spending are among the subjects cited most often."

New Jerseyans give local news mixed marks for keeping them informed. Nine percent of residents say local news in their area keeps them "very well" informed of the most important stories and issues of the day and a majority (50%) say local news in their area keeps them "somewhat well" informed; 24% say "not very well" and 10% say "not well at all."

Residents are also divided on whether there are enough local news sources in their area. Forty-two percent say there aren't enough, 40% say there is just the right amount and 5% say there are too many. Thirteen percent are unsure.

Democrats are more likely than independents to say there aren't enough local news sources (49% versus 36%); Republicans at 41% aren't statistically significantly different from either group. Residents ages 50 to 64 (44%) and 65 and older (50%) are more likely than those 18 to 34 (32%) to say there aren't enough. At 42%, there is no statistical difference between residents 35 to 49 and other age cohorts.

More than twice as many New Jerseyans say they read news coverage of a public meeting as those who say they attended or watched one. In the past 12 months, 46% say they read a news report about a public meeting, compared with 18% who attended or watched a municipal, county or school board meeting. Slightly more than a third (34%) say they voted in a local or school board election, 12% contacted a local elected official and 10% commented on a local proposal or public decision. Thirty-two percent say they have not taken any of these actions.

Local News and Civic Information Rutgers-Eagleton Poll

“New Jerseyans are far more likely to follow local government through news coverage than to watch or attend a meeting themselves,” said Koning. “But consumers of that coverage vary by income and age.”

One-third (33%) of residents with household incomes under \$50,000 say they read a news report about a public meeting in the past year, compared with 46% of those earning \$50,000 to under \$100,000, 50% of those earning \$100,000 to under \$150,000 and 55% of those earning \$150,000 or more. Residents 65 and older (57%) are more likely than those 18 to 34 (36%) and 50 to 64 (41%) to say they read about a public meeting.

Asked how much more likely they would be to take part in local government if information about public meetings and decisions were easier to find and understand, 17% say “much more likely” and 43% say “somewhat more likely.” One-third (33%) say it wouldn’t make them any more likely and 8% are unsure.

“This Rutgers-Eagleton Poll shows us clearly that New Jerseyans place a high value on reliable information about their own communities, and that the difficulty of finding it crosses party lines. More than a third went looking for local information and found it hard to get,” said Lisa Sahulka, Executive Director of the New Jersey Civic Information Consortium. “Residents want reporting that helps them understand decisions affecting their schools, neighborhoods and daily lives. Investing in local journalism means giving people the information they need to participate in and strengthen their democracy.”

Results are from a statewide poll of 1,004 adults contacted through the probability-based Rutgers-Eagleton/SSRS Garden State Panel from Sept. 24 to Sept. 27. 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 55th year and with the publication of over 200 polls, ECPIP’s mission is to provide scientifically sound, nonpartisan information about public opinion. To read more about ECPIP and view all of our press releases, published research and data archive, please visit our website: eagletonpoll.rutgers.edu. You can also visit our [Facebook](#) and [Bluesky](#).

ABOUT THE EAGLETON INSTITUTE OF POLITICS

The Eagleton Center for Public Interest Polling is a unit of the Eagleton Institute of Politics at Rutgers University–New Brunswick. The Eagleton Institute studies how American politics and government work and change, analyzes how the democracy might improve and promotes political participation and civic engagement. The Institute explores state and national politics

through research, education and public service, linking the study of politics with its day-to-day practice. To learn more about Eagleton programs and expertise, visit eagleton.rutgers.edu.

ABOUT RUTGERS UNIVERSITY-NEW BRUNSWICK

Rutgers University-New Brunswick is where Rutgers, The State University of New Jersey, began more than 250 years ago. Ranked among the world's top 60 universities, Rutgers's flagship university is a leading public research institution and a member of the prestigious Association of American Universities. It is home to internationally acclaimed faculty and has 12 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 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 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. Crosstabs may be suppressed or condensed in order to maintain statistical rigor.

CIC1. Overall, 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	9%
Somewhat well	50%
Not very well	24%
Not well at all	10%
Don't know	8%
Unweighted N=	1004

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Very	12%	7%	8%	7%	10%	7%	6%	16%	9%	3%	11%	12%	9%
Somewhat	48%	51%	51%	50%	50%	53%	54%	35%	51%	50%	48%	44%	58%
Not very	24%	25%	22%	27%	21%	22%	22%	32%	23%	28%	25%	27%	17%
Not at all	8%	8%	15%	10%	10%	11%	10%	7%	9%	6%	8%	13%	12%
Don't know	8%	9%	4%	6%	9%	7%	8%	9%	8%	14%	9%	4%	5%
Unwt N=	437	376	190	417	580	577	124	180	121	228	272	263	241

**Local News and Civic Information
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	9%	9%	10%	8%	10%	7%	8%	13%	8%	9%	9%	12%	6%
Somewhat	47%	54%	52%	46%	53%	51%	48%	43%	53%	48%	47%	47%	57%
Not very	25%	19%	26%	27%	25%	22%	22%	26%	27%	25%	29%	21%	20%
Not at all	11%	10%	8%	10%	6%	10%	11%	12%	9%	10%	8%	13%	8%
Don't know	8%	8%	4%	9%	7%	11%	10%	6%	2%	8%	6%	8%	9%
Unwt N=	246	311	182	261	125	319	163	240	156	241	206	255	302

**Local News and Civic Information
Rutgers-Eagleton Poll**

CIC2. How important is it to you to have reliable information about each of the following in your local community? - Local taxes and how public money is spent

Very important	74%
Somewhat important	21%
Not too important	3%
Not at all important	1%
Don't know	2%
Unweighted N=	1004

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Very	70%	74%	79%	75%	73%	78%	75%	71%	58%	60%	73%	80%	80%
Somewhat	24%	21%	16%	22%	20%	19%	17%	21%	32%	28%	20%	17%	19%
Not too	4%	2%	3%	3%	3%	1%	4%	4%	8%	8%	2%	1%	<1%
Not at all	<1%	1%	1%	<1%	1%	1%	0%	1%	1%	<1%	2%	<1%	0%
Don't know	2%	2%	<1%	1%	3%	1%	3%	3%	1%	4%	2%	2%	0%
Unwt N=	437	376	190	417	580	577	124	180	121	228	272	263	241

	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	69%	74%	76%	76%	72%	68%	81%	75%	81%	70%	77%	72%	76%
Somewhat	20%	22%	20%	21%	23%	23%	18%	22%	17%	23%	17%	23%	20%
Not too	4%	2%	3%	3%	5%	4%	1%	1%	1%	3%	3%	3%	2%
Not at all	1%	1%	0%	<1%	<1%	2%	0%	<1%	<1%	0%	1%	1%	1%
Don't know	6%	<1%	1%	0%	0%	4%	<1%	2%	<1%	4%	<1%	1%	1%
Unwt N=	246	311	182	261	125	319	163	240	156	241	206	255	302

**Local News and Civic Information
Rutgers-Eagleton Poll**

CIC2. How important is it to you to have reliable information about each of the following in your local community? - Decisions made by your municipal government

Very important	66%
Somewhat important	27%
Not too important	4%
Not at all important	1%
Don't know	2%
Unweighted N=	1004

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Very	67%	63%	69%	66%	65%	68%	71%	69%	49%	52%	62%	72%	76%
Somewhat	25%	30%	26%	29%	26%	28%	18%	22%	39%	31%	31%	24%	23%
Not too	4%	4%	2%	4%	4%	2%	5%	6%	7%	11%	3%	1%	1%
Not at all	1%	<1%	2%	1%	1%	1%	2%	1%	2%	1%	1%	2%	0%
Don't know	3%	2%	<1%	<1%	4%	2%	3%	2%	3%	4%	3%	2%	<1%
Unwt N=	437	376	190	417	580	577	124	180	121	228	272	263	241

	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	60%	68%	71%	65%	67%	58%	72%	68%	73%	68%	63%	61%	70%
Somewhat	27%	24%	25%	33%	25%	29%	27%	30%	22%	24%	28%	33%	26%
Not too	6%	5%	3%	1%	6%	5%	<1%	1%	4%	4%	7%	3%	2%
Not at all	2%	2%	0%	0%	2%	2%	0%	<1%	1%	1%	<1%	2%	1%
Don't know	5%	1%	1%	1%	0%	6%	1%	1%	<1%	3%	2%	2%	1%
Unwt N=	246	311	182	261	125	319	163	240	156	241	206	255	302

**Local News and Civic Information
Rutgers-Eagleton Poll**

CIC2. How important is it to you to have reliable information about each of the following in your local community? - Public schools and school board decisions

Very important	51%
Somewhat important	31%
Not too important	11%
Not at all important	4%
Don't know	3%
Unweighted N=	1004

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Very	54%	49%	49%	48%	54%	51%	61%	52%	40%	49%	58%	56%	42%
Somewhat	30%	28%	36%	32%	29%	32%	28%	24%	33%	27%	32%	25%	38%
Not too	11%	13%	7%	13%	9%	10%	6%	13%	18%	15%	6%	10%	13%
Not at all	2%	6%	6%	5%	4%	4%	2%	4%	8%	5%	2%	6%	5%
Don't know	3%	4%	2%	2%	4%	3%	3%	6%	2%	5%	3%	2%	2%
Unwt N=	437	376	190	417	580	577	124	180	121	228	272	263	241

	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	48%	47%	54%	57%	54%	46%	52%	58%	50%	45%	51%	52%	57%
Somewhat	24%	36%	32%	28%	32%	27%	33%	31%	33%	31%	32%	29%	30%
Not too	14%	11%	8%	11%	11%	15%	9%	4%	10%	12%	10%	14%	7%
Not at all	7%	4%	4%	3%	2%	4%	5%	5%	6%	7%	3%	4%	4%
Don't know	7%	2%	2%	1%	1%	7%	<1%	2%	<1%	5%	3%	1%	2%
Unwt N=	246	311	182	261	125	319	163	240	156	241	206	255	302

**Local News and Civic Information
Rutgers-Eagleton Poll**

CIC2. How important is it to you to have reliable information about each of the following in your local community? - Public safety and emergency information

Very important	77%
Somewhat important	18%
Not too important	3%
Not at all important	1%
Don't know	2%
Unweighted N=	1003

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Very	79%	72%	82%	74%	80%	81%	68%	74%	69%	66%	70%	86%	86%
Somewhat	15%	23%	14%	21%	14%	15%	24%	19%	22%	24%	23%	11%	13%
Not too	4%	3%	2%	4%	3%	1%	5%	5%	7%	7%	3%	2%	<1%
Not at all	<1%	<1%	2%	1%	1%	1%	0%	<1%	1%	1%	1%	0%	<1%
Don't know	2%	2%	1%	<1%	3%	2%	3%	2%	1%	3%	3%	1%	<1%
Unwt N=	436	376	190	417	579	577	123	180	121	227	272	263	241

	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	68%	80%	86%	75%	69%	72%	85%	81%	85%	74%	79%	78%	78%
Somewhat	23%	14%	12%	21%	27%	17%	14%	17%	12%	18%	17%	17%	19%
Not too	4%	3%	1%	4%	3%	5%	1%	1%	3%	5%	2%	2%	2%
Not at all	<1%	2%	0%	0%	<1%	1%	0%	<1%	0%	0%	<1%	2%	<1%
Don't know	5%	1%	1%	<1%	0%	5%	0%	1%	<1%	4%	1%	1%	1%
Unwt N=	245	311	182	261	125	319	162	240	156	241	205	255	302

**Local News and Civic Information
Rutgers-Eagleton Poll**

CIC2. How important is it to you to have reliable information about each of the following in your local community? - Housing, zoning, and development

Very important	53%
Somewhat important	37%
Not too important	8%
Not at all important	1%
Don't know	2%
Unweighted N=	1004

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Very	55%	54%	47%	52%	54%	52%	65%	61%	38%	47%	53%	60%	51%
Somewhat	34%	34%	44%	39%	35%	39%	20%	30%	48%	38%	35%	31%	42%
Not too	8%	8%	6%	8%	7%	7%	9%	6%	12%	9%	9%	6%	7%
Not at all	1%	<1%	2%	1%	1%	1%	3%	<1%	1%	3%	1%	1%	<1%
Don't know	2%	3%	<1%	1%	3%	1%	3%	4%	1%	4%	2%	2%	0%
Unwt N=	437	376	190	417	580	577	124	180	121	228	272	263	241

	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	50%	50%	58%	55%	56%	51%	59%	50%	52%	54%	50%	52%	55%
Somewhat	35%	36%	35%	39%	35%	34%	34%	41%	41%	34%	39%	36%	38%
Not too	8%	11%	5%	6%	9%	9%	6%	6%	7%	7%	10%	9%	4%
Not at all	2%	2%	0%	<1%	0%	2%	1%	1%	0%	1%	<1%	2%	1%
Don't know	6%	1%	1%	0%	<1%	4%	<1%	2%	<1%	4%	1%	1%	1%
Unwt N=	246	311	182	261	125	319	163	240	156	241	206	255	302

**Local News and Civic Information
Rutgers-Eagleton Poll**

CIC2. How important is it to you to have reliable information about each of the following in your local community? - Roads, transportation, and infrastructure

Very important	65%
Somewhat important	30%
Not too important	3%
Not at all important	1%
Don't know	2%
Unweighted N=	1004

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Very	68%	61%	66%	64%	65%	65%	73%	66%	55%	57%	66%	71%	64%
Somewhat	27%	32%	30%	32%	28%	31%	18%	25%	40%	31%	29%	26%	33%
Not too	3%	4%	2%	3%	4%	2%	6%	7%	2%	8%	1%	2%	2%
Not at all	<1%	1%	2%	1%	1%	1%	<1%	1%	1%	1%	2%	1%	0%
Don't know	2%	2%	0%	<1%	3%	1%	3%	2%	1%	3%	2%	1%	1%
Unwt N=	437	376	190	417	580	577	124	180	121	228	272	263	241

	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	63%	65%	68%	64%	65%	60%	69%	69%	65%	62%	61%	66%	69%
Somewhat	27%	28%	28%	34%	29%	31%	28%	27%	31%	30%	35%	29%	26%
Not too	6%	4%	2%	1%	6%	3%	1%	3%	4%	4%	4%	2%	2%
Not at all	0%	2%	0%	<1%	0%	2%	1%	<1%	0%	0%	1%	2%	1%
Don't know	5%	1%	1%	0%	0%	4%	1%	0%	0%	4%	<1%	1%	1%
Unwt N=	246	311	182	261	125	319	163	240	156	241	206	255	302

**Local News and Civic Information
Rutgers-Eagleton Poll**

CIC2. How important is it to you to have reliable information about each of the following in your local community? - Public health and environmental conditions

Very important	68%
Somewhat important	24%
Not too important	4%
Not at all important	2%
Don't know	2%
Unweighted N=	1004

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Very	73%	65%	66%	67%	68%	70%	69%	62%	66%	60%	63%	72%	76%
Somewhat	19%	27%	29%	25%	23%	24%	22%	30%	20%	27%	27%	23%	20%
Not too	6%	4%	2%	4%	5%	4%	6%	2%	10%	7%	5%	3%	3%
Not at all	0%	3%	3%	3%	1%	1%	0%	4%	3%	4%	2%	1%	0%
Don't know	3%	2%	<1%	1%	3%	2%	4%	2%	1%	3%	3%	1%	1%
Unwt N=	437	376	190	417	580	577	124	180	121	228	272	263	241

	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	63%	70%	71%	67%	63%	62%	76%	74%	72%	61%	68%	71%	73%
Somewhat	24%	22%	24%	26%	28%	26%	17%	22%	24%	29%	23%	23%	21%
Not too	6%	3%	4%	5%	10%	5%	4%	2%	2%	6%	5%	4%	3%
Not at all	1%	3%	0%	2%	0%	2%	2%	1%	2%	1%	2%	2%	1%
Don't know	6%	1%	1%	<1%	0%	5%	2%	<1%	0%	4%	1%	<1%	1%
Unwt N=	246	311	182	261	125	319	163	240	156	241	206	255	302

**Local News and Civic Information
Rutgers-Eagleton Poll**

CIC2. How important is it to you to have reliable information about each of the following in your local community? - Local elections and candidates

Very important	61%
Somewhat important	30%
Not too important	6%
Not at all important	1%
Don't know	2%
Unweighted N=	1004

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Very	64%	56%	64%	61%	61%	63%	75%	54%	49%	47%	58%	66%	70%
Somewhat	29%	32%	27%	30%	29%	31%	14%	29%	39%	32%	34%	27%	27%
Not too	4%	8%	6%	6%	6%	5%	5%	11%	9%	14%	5%	5%	2%
Not at all	<1%	2%	2%	2%	1%	1%	1%	4%	2%	3%	1%	1%	1%
Don't know	3%	2%	0%	<1%	3%	1%	5%	2%	1%	4%	2%	1%	0%
Unwt N=	437	376	190	417	580	577	124	180	121	228	272	263	241

	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	56%	61%	68%	60%	61%	53%	72%	68%	61%	60%	59%	60%	64%
Somewhat	29%	29%	25%	36%	29%	33%	24%	27%	31%	28%	28%	33%	30%
Not too	8%	8%	4%	4%	9%	7%	3%	4%	7%	6%	11%	6%	4%
Not at all	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	2%
Don't know	6%	0%	1%	0%	0%	5%	<1%	0%	0%	4%	<1%	<1%	1%
Unwt N=	246	311	182	261	125	319	163	240	156	241	206	255	302

**Local News and Civic Information
Rutgers-Eagleton Poll**

CIC2. How important is it to you to have reliable information about each of the following in your local community? - Community events, businesses, and services

Very important	41%
Somewhat important	44%
Not too important	10%
Not at all important	3%
Don't know	2%
Unweighted N=	1004

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Very	45%	41%	33%	38%	43%	39%	56%	42%	32%	39%	41%	42%	42%
Somewhat	40%	45%	50%	46%	43%	48%	26%	45%	43%	39%	46%	46%	47%
Not too	10%	9%	13%	12%	9%	10%	10%	6%	18%	11%	9%	10%	12%
Not at all	2%	3%	4%	3%	2%	1%	5%	5%	6%	8%	3%	1%	<1%
Don't know	2%	2%	<1%	<1%	3%	1%	3%	2%	1%	4%	2%	1%	0%
Unwt N=	437	376	190	417	580	577	124	180	121	228	272	263	241

	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	37%	44%	45%	38%	39%	38%	47%	45%	38%	36%	41%	47%	41%
Somewhat	41%	44%	44%	47%	49%	42%	46%	45%	42%	44%	44%	39%	49%
Not too	12%	8%	9%	13%	11%	11%	6%	7%	14%	14%	10%	10%	7%
Not at all	5%	4%	1%	2%	0%	4%	1%	3%	5%	3%	5%	3%	1%
Don't know	6%	0%	1%	0%	1%	4%	<1%	0%	<1%	4%	<1%	1%	1%
Unwt N=	246	311	182	261	125	319	163	240	156	241	206	255	302

Local News and Civic Information
Rutgers-Eagleton Poll

CIC3. Do you think there are...

Too many local news sources in your area	5%
Just the right amount of local news sources in your area	40%
Not enough local news sources in your area	42%
Don't know	13%
Unweighted N=	1004

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Too many	4%	5%	9%	8%	3%	5%	7%	6%	4%	7%	5%	7%	2%
Just right	36%	42%	42%	43%	37%	39%	37%	37%	48%	40%	43%	39%	36%
Not enough	49%	36%	41%	36%	47%	44%	47%	39%	32%	32%	42%	44%	50%
Don't know	11%	18%	8%	13%	13%	12%	9%	17%	16%	21%	10%	10%	12%
Unwt N=	437	376	190	417	580	577	124	180	121	228	272	263	241

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Too many	8%	2%	4%	7%	7%	6%	1%	8%	2%	9%	4%	4%	4%
Just right	30%	46%	38%	42%	43%	39%	38%	40%	39%	35%	43%	43%	39%
Not enough	45%	39%	45%	41%	39%	39%	48%	38%	49%	38%	41%	41%	47%
Don't know	17%	13%	14%	10%	10%	16%	13%	15%	10%	18%	12%	12%	10%
Unwt N=	246	311	182	261	125	319	163	240	156	241	206	255	302

Local News and Civic Information
Rutgers-Eagleton Poll

CIC4. In the past 12 months, have you looked for information about something happening in your local community?

Yes, and it was easy to find	43%
Yes, but it was hard to find	36%
No, I have not looked for that kind of information	19%
Don't know	3%
Unweighted N=	1004

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Easy to find	45%	41%	42%	46%	40%	42%	40%	42%	49%	36%	48%	50%	38%
Hard to find	35%	38%	35%	33%	38%	38%	42%	31%	28%	37%	32%	31%	44%
No	17%	18%	23%	19%	18%	17%	14%	28%	18%	23%	16%	18%	18%
Don't know	3%	3%	<1%	2%	3%	2%	4%	<1%	5%	5%	4%	1%	1%
Unwt N=	437	376	190	417	580	577	124	180	121	228	272	263	241

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Easy to find	37%	37%	50%	48%	46%	40%	40%	45%	45%	36%	46%	45%	46%
Hard to find	32%	42%	33%	36%	36%	38%	39%	31%	38%	34%	34%	32%	44%
No	25%	20%	16%	13%	18%	17%	19%	23%	17%	26%	19%	21%	7%
Don't know	6%	1%	1%	3%	1%	5%	2%	1%	1%	4%	2%	2%	2%
Unwt N=	246	311	182	261	125	319	163	240	156	241	206	255	302

CIC5. What kind of information was hard to find? - Municipal government

Note: This question was only asked of respondents who indicated it was hard for them to find information about something happening in their local community in CIC4.

Selected	25%
Not selected	75%
Unweighted N=	380

	Gender		Race or Ethnicity		Age		Income		Education	
	Man	Woman	White	Non-white	18-49	50+	<\$100K	100K+	Some college or less	College degree or more
Selected	31%	21%	28%	21%	17%	32%	23%	29%	19%	31%
Not selected	69%	79%	72%	79%	83%	68%	77%	71%	81%	69%
Unwt N=	161	215	227	151	192	188	215	163	152	228

CIC5. What kind of information was hard to find? - School board or local public schools

Note: This question was only asked of respondents who indicated it was hard for them to find information about something happening in their local community in CIC4.

Selected	22%
Not selected	78%
Unweighted N=	380

	Gender		Race or Ethnicity		Age		Income		Education	
	Man	Woman	White	Non-white	18-49	50+	<\$100K	100K+	Some college or less	College degree or more
Selected	20%	23%	22%	21%	19%	23%	20%	24%	33%	43%
Not selected	80%	77%	78%	79%	81%	77%	80%	76%	67%	57%
Unwt N=	161	215	227	151	192	188	215	163	152	228

CIC5. What kind of information was hard to find? - Property taxes or municipal spending

Note: This question was only asked of respondents who indicated it was hard for them to find information about something happening in their local community in CIC4.

Selected	39%
Not selected	61%
Unweighted N=	380

	Gender		Race or Ethnicity		Age		Income		Education	
	Man	Woman	White	Non-white	18-49	50+	<\$100K	100K+	Some college or less	College degree or more
Selected	45%	33%	40%	36%	35%	42%	34%	44%	31%	34%
Not selected	55%	67%	60%	64%	65%	58%	66%	56%	69%	66%
Unwt N=	161	215	227	151	192	188	215	163	152	228

CIC5. What kind of information was hard to find? - Housing, zoning, or development

Note: This question was only asked of respondents who indicated it was hard for them to find information about something happening in their local community in CIC4.

Selected	33%
Not selected	67%
Unweighted N=	380

	Gender		Race or Ethnicity		Age		Income		Education	
	Man	Woman	White	Non-white	18-49	50+	<\$100K	100K+	Some college or less	College degree or more
Selected	36%	30%	31%	36%	28%	37%	33%	32%	33%	25%
Not selected	64%	70%	69%	64%	72%	63%	67%	68%	67%	75%
Unwt N=	161	215	227	151	192	188	215	163	152	228

CIC5. What kind of information was hard to find? - Public safety

Note: This question was only asked of respondents who indicated it was hard for them to find information about something happening in their local community in CIC4.

Selected	28%
Not selected	72%
Unweighted N=	380

	Gender		Race or Ethnicity		Age		Income		Education	
	Man	Woman	White	Non-white	18-49	50+	<\$100K	100K+	Some college or less	College degree or more
Selected	30%	27%	25%	33%	30%	27%	31%	25%	25%	24%
Not selected	70%	73%	75%	67%	70%	73%	69%	75%	75%	76%
Unwt N=	161	215	227	151	192	188	215	163	152	228

CIC5. What kind of information was hard to find? - Transportation or infrastructure

Note: This question was only asked of respondents who indicated it was hard for them to find information about something happening in their local community in CIC4.

Selected	25%
Not selected	75%
Unweighted N=	380

	Gender		Race or Ethnicity		Age		Income		Education	
	Man	Woman	White	Non-white	18-49	50+	<\$100K	100K+	Some college or less	College degree or more
Selected	31%	19%	25%	24%	24%	25%	26%	23%	28%	27%
Not selected	69%	81%	75%	76%	76%	75%	74%	77%	72%	73%
Unwt N=	161	215	227	151	192	188	215	163	152	228

CIC5. What kind of information was hard to find? - Health or environmental issues

Note: This question was only asked of respondents who indicated it was hard for them to find information about something happening in their local community in CIC4.

Selected	27%
Not selected	73%
Unweighted N=	380

	Gender		Race or Ethnicity		Age		Income		Education	
	Man	Woman	White	Non-white	18-49	50+	<\$100K	100K+	Some college or less	College degree or more
Selected	25%	30%	26%	31%	23%	31%	31%	23%	22%	25%
Not selected	75%	70%	74%	69%	77%	69%	69%	77%	78%	75%
Unwt N=	161	215	227	151	192	188	215	163	152	228

CIC5. What kind of information was hard to find? - Elections or candidates

Note: This question was only asked of respondents who indicated it was hard for them to find information about something happening in their local community in CIC4.

Selected	24%
Not selected	76%
Unweighted N=	380

	Gender		Race or Ethnicity		Age		Income		Education	
	Man	Woman	White	Non-white	18-49	50+	<\$100K	100K+	Some college or less	College degree or more
Selected	27%	22%	26%	20%	15%	31%	21%	28%	27%	26%
Not selected	73%	78%	74%	80%	85%	69%	79%	72%	73%	74%
Unwt N=	161	215	227	151	192	188	215	163	152	228

CIC5. What kind of information was hard to find? - Community services

Note: This question was only asked of respondents who indicated it was hard for them to find information about something happening in their local community in CIC4.

Selected	27%
Not selected	73%
Unweighted N=	380

	Gender		Race or Ethnicity		Age		Income		Education	
	Man	Woman	White	Non-white	18-49	50+	<\$100K	100K+	Some college or less	College degree or more
Selected	30%	25%	25%	30%	23%	30%	33%	18%	31%	31%
Not selected	70%	75%	75%	70%	77%	70%	67%	82%	69%	69%
Unwt N=	161	215	227	151	192	188	215	163	152	228

CIC5. What kind of information was hard to find? - Local businesses or events

Note: This question was only asked of respondents who indicated it was hard for them to find information about something happening in their local community in CIC4.

Selected	31%
Not selected	69%
Unweighted N=	380

	Gender		Race or Ethnicity		Age		Income		Education	
	Man	Woman	White	Non-white	18-49	50+	<\$100K	100K+	Some college or less	College degree or more
Selected	34%	29%	35%	25%	27%	34%	27%	36%	5%	3%
Not selected	66%	71%	65%	75%	73%	66%	73%	64%	95%	97%
Unwt N=	161	215	227	151	192	188	215	163	152	228

CIC5. What kind of information was hard to find? - Other

Note: This question was only asked of respondents who indicated it was hard for them to find information about something happening in their local community in CIC4.

Selected	4%
Not selected	96%
Unweighted N=	380

	Gender		Race or Ethnicity		Age		Income		Education	
	Man	Woman	White	Non-white	18-49	50+	<\$100K	100K+	Some college or less	College degree or more
Selected	5%	4%	4%	5%	3%	5%	2%	7%	14%	22%
Not selected	95%	96%	96%	95%	97%	95%	98%	93%	86%	78%
Unwt N=	161	215	227	151	192	188	215	163	447	557

CIC5. What kind of information was hard to find? - Don't know

Note: This question was only asked of respondents who indicated it was hard for them to find information about something happening in their local community in CIC4.

Selected	2%
Not selected	98%
Unweighted N=	380

	Gender		Race or Ethnicity		Age		Income		Education	
	Man	Woman	White	Non-white	18-49	50+	<\$100K	100K+	Some college or less	College degree or more
Selected	2%	3%	2%	3%	4%	1%	3%	2%	38%	55%
Not selected	98%	97%	98%	97%	96%	99%	97%	98%	62%	45%
Unwt N=	161	215	227	151	192	188	215	163	447	557

**Local News and Civic Information
Rutgers-Eagleton Poll**

CIC6. In the past 12 months, have you done any of the following? - Attended or watched a municipal, county, or school board meeting

Selected	18%
Not selected	82%
Unweighted N=	1004

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Selected	15%	19%	20%	20%	16%	21%	18%	9%	13%	18%	21%	16%	16%
Not selected	85%	81%	80%	80%	84%	79%	82%	91%	87%	82%	79%	84%	84%
Unwt N=	437	376	190	417	580	577	124	180	121	228	272	263	241

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Selected	16%	15%	16%	24%	21%	15%	20%	14%	22%	14%	14%	17%	26%
Not selected	84%	85%	84%	76%	79%	85%	80%	86%	78%	86%	86%	83%	74%
Unwt N=	246	311	182	261	125	319	163	240	156	241	206	255	302

CIC6. In the past 12 months, have you done any of the following? - Read a news report about a public meeting

Selected	46%
Not selected	54%
Unweighted N=	1004

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Selected	46%	49%	42%	49%	43%	52%	34%	41%	38%	36%	49%	41%	57%
Not selected	54%	51%	58%	51%	57%	48%	66%	59%	62%	64%	51%	59%	43%
Unwt N=	437	376	190	417	580	577	124	180	121	228	272	263	241

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Selected	33%	46%	50%	55%	44%	43%	48%	45%	55%	36%	40%	47%	62%
Not selected	67%	54%	50%	45%	56%	57%	52%	55%	45%	64%	60%	53%	38%
Unwt N=	246	311	182	261	125	319	163	240	156	241	206	255	302

CIC6. In the past 12 months, have you done any of the following? - Contacted a local elected official

Selected	12%
Not selected	88%
Unweighted N=	1004

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Selected	15%	11%	11%	12%	13%	15%	11%	8%	9%	9%	11%	12%	17%
Not selected	85%	89%	89%	88%	87%	85%	89%	92%	91%	91%	89%	88%	83%
Unwt N=	437	376	190	417	580	577	124	180	121	228	272	263	241

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Selected	11%	12%	12%	15%	17%	11%	15%	11%	10%	11%	12%	11%	16%
Not selected	89%	88%	88%	85%	83%	89%	85%	89%	90%	89%	88%	89%	84%
Unwt N=	246	311	182	261	125	319	163	240	156	241	206	255	302

CIC6. In the past 12 months, have you done any of the following? - Voted in a local or school board election

Selected	34%
Not selected	66%
Unweighted N=	1004

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Selected	37%	29%	40%	32%	37%	42%	33%	20%	20%	18%	31%	35%	52%
Not selected	63%	71%	60%	68%	63%	58%	67%	80%	80%	82%	69%	65%	48%
Unwt N=	437	376	190	417	580	577	124	180	121	228	272	263	241

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Selected	22%	36%	39%	40%	20%	35%	41%	42%	34%	29%	34%	33%	43%
Not selected	78%	64%	61%	60%	80%	65%	59%	58%	66%	71%	66%	67%	57%
Unwt N=	246	311	182	261	125	319	163	240	156	241	206	255	302

**Local News and Civic Information
Rutgers-Eagleton Poll**

CIC6. In the past 12 months, have you done any of the following? - Commented on a local proposal or public decision

Selected	10%
Not selected	90%
Unweighted N=	1004

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Selected	10%	11%	9%	12%	8%	13%	12%	3%	5%	5%	12%	9%	13%
Not selected	90%	89%	91%	88%	92%	87%	88%	97%	95%	95%	88%	91%	87%
Unwt N=	437	376	190	417	580	577	124	180	121	228	272	263	241

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Selected	6%	12%	7%	13%	9%	11%	8%	10%	10%	8%	10%	7%	15%
Not selected	94%	88%	93%	87%	91%	89%	92%	90%	90%	92%	90%	93%	85%
Unwt N=	246	311	182	261	125	319	163	240	156	241	206	255	302

CIC6. In the past 12 months, have you done any of the following? - None of these

Selected	32%
Not selected	68%
Unweighted N=	1004

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Selected	30%	34%	32%	31%	32%	27%	29%	45%	38%	39%	30%	37%	21%
Not selected	70%	66%	68%	69%	68%	73%	71%	55%	62%	61%	70%	63%	79%
Unwt N=	437	376	190	417	580	577	124	180	121	228	272	263	241

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Selected	37%	28%	34%	29%	33%	34%	33%	31%	24%	39%	34%	32%	21%
Not selected	63%	72%	66%	71%	67%	66%	67%	69%	76%	61%	66%	68%	79%
Unwt N=	246	311	182	261	125	319	163	240	156	241	206	255	302

CIC6. In the past 12 months, have you done any of the following? - Don't know

Selected	2%
Not selected	98%
Unweighted N=	1004

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Selected	2%	2%	<1%	1%	2%	1%	3%	2%	2%	4%	2%	<1%	<1%
Not selected	98%	98%	100%	99%	98%	99%	97%	98%	98%	96%	98%	100%	100%
Unwt N=	437	376	190	417	580	577	124	180	121	228	272	263	241

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Selected	4%	1%	1%	0%	0%	4%	<1%	1%	1%	2%	1%	1%	1%
Not selected	96%	99%	99%	100%	100%	96%	100%	99%	99%	98%	99%	99%	99%
Unwt N=	246	311	182	261	125	319	163	240	156	241	206	255	302

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CIC7. How much more likely would you be to take part in local government, if at all, if information about public meetings and decisions were easier to find and understand?

Much more likely	17%
Somewhat more likely	43%
Not more likely at all	33%
Don't know	8%
Unweighted N=	1004

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Much more	20%	17%	13%	21%	14%	14%	28%	24%	13%	20%	22%	19%	9%
Somewhat	47%	40%	41%	44%	41%	39%	47%	41%	54%	42%	48%	42%	40%
Not at all	27%	33%	41%	30%	35%	40%	20%	21%	26%	28%	24%	33%	44%
Don't know	6%	11%	5%	5%	10%	7%	5%	14%	7%	10%	7%	7%	7%
Web blank	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Unwt N=	437	376	190	417	580	577	124	180	121	228	272	263	241

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Much more	17%	20%	14%	17%	19%	15%	20%	19%	15%	9%	22%	17%	22%
Somewhat	42%	46%	36%	45%	50%	43%	39%	42%	38%	43%	39%	45%	44%
Not at all	28%	29%	43%	32%	23%	32%	35%	31%	43%	36%	32%	32%	29%
Don't know	13%	5%	7%	6%	7%	10%	6%	8%	4%	12%	7%	7%	5%
Web blank	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Unwt N=	246	311	182	261	125	319	163	240	156	241	206	255	302

Methodology

This Rutgers-Eagleton Poll was conducted using the [Rutgers-Eagleton/Garden State Panel](#) Omnibus platform. The Garden State Panel Omnibus is a quarterly, New Jersey statewide, probability-based survey. Data collection was conducted from September 24 to 27, 2026, with a scientifically selected random sample of 1,004 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
• 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 engagement	September 2023 CPS Volunteering and Civic Life Supplement ³
• 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 1.75.

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 1,004 New Jersey adults is +/-3.1 percentage points at a 95% confidence interval. The design effect is 1.75, making the adjusted margin of error +/- 4.1 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 45.9 and 54.1% (50 +/- 4.1) if all New Jersey adults had been interviewed, rather than just a sample.

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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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. 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. Questions covered in this release were paid for and sponsored by the New Jersey Civic Information Consortium (NJCIC). 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
1,004 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%	1.83	+/- 6.3%
Independent	39%	1.76	+/- 6.7%
Republican	23%	1.54	+/- 8.8%
 Man	46%	1.68	+/- 6.2%
Woman	54%	1.79	+/- 5.5%
 White	58%	1.56	+/- 5.1%
Black	13%	1.89	+/- 12.1%
Hispanic	15%	2.42	+/- 11.4%
Other	14%	1.73	+/- 11.7%
 18-34	24%	1.93	+/- 9.0%
35-49	25%	1.87	+/- 8.1%
50-64	25%	1.70	+/- 7.9%
65+	27%	1.50	+/- 7.7%
 <50K	23%	2.05	+/- 8.9%
50K-<100K	30%	1.86	+/- 7.6%
100K-<150K	20%	1.60	+/- 9.2%
150K+	26%	1.49	+/- 7.4%
 Urban	16%	1.54	+/- 10.9%
Suburb	35%	1.64	+/- 7.0%
Exurban	14%	1.67	+/- 9.9%
Phil/South	17%	2.17	+/- 9.3%
Shore	17%	1.61	+/- 10.0%
 HS or less	30%	1.79	+/- 8.4%
Some college	20%	1.76	+/- 9.0%
4-yr college grad	24%	1.73	+/- 8.1%
Grad work	26%	1.55	+/- 7.0%