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More Than 8 in 10 New Jerseyans Support the State’s School Cellphone Ban

At least 70% support the new policy across every key demographic, with the widest divide by age

NEW BRUNSWICK, N.J. (Oct. 12, 2026) – With the new school year underway, a majority of New Jersey residents support the state’s ban on non-academic cellphone use in grades K-12 for the entire school day, according to the latest Rutgers-Eagleton Poll.

More than 8 in 10 residents express some level of support for the statewide ban, which went into effect as of the 2026-2027 school year. Fifty-nine percent are strongly supportive and 24% are somewhat supportive, while 4% are strongly opposed, and 9% are somewhat opposed. Four percent are uncertain. Supporters outnumber opponents by more than 6-to-1.

“There is very little in New Jersey politics that more than 8 in 10 residents agree on, and even less that Democrats and Republicans agree on this closely,” said [Ashley Koning](#), an assistant research professor and director of the [Eagleton Center for Public Interest Polling](#) at Rutgers University-New Brunswick. “Support for the state’s school cellphone ban is not just broad, it is lopsided, and it holds in every single group we measured.”

Support crosses every line the Poll measured. At least 7 in 10 residents in every demographic group surveyed back the requirement, and opposition does not reach a quarter in any of them. Partisanship produces almost no difference: 87% of Republicans, 85% of Democrats, and 79% of independents are supportive, a spread that falls within the poll’s margin of error, indicating no statistically significant difference.

Support is similarly wide across other groups, though it is softest at the lower end of the income scale. Seventy-two percent of residents earning under \$50,000 in annual household income are supportive, compared with 84% of those earning \$50,000 to under \$100,000, 89% of those earning \$100,000 to under \$150,000, and 86% of those earning \$150,000 or more.

Support also differs between those with the least formal education and those with the most – 79% among residents with a high school education or less to 88% among those with graduate work. White residents (85%) are somewhat more supportive than Black (74%). Regionally, support ranges from 80% in the suburbs to 90% in exurban communities.

Support rises sharply with age. Residents 65 and older are the most supportive of any group measured, with 94% behind the requirement, including 77% who are strongly supportive. That falls to 85% among residents 50 to 64, 81% among those 35 to 49, and 72% among those 18 to 34. The generational gap is widest in intensity: 39% of the youngest adults strongly support the ban, 38 points below their oldest counterparts.

“The one real divide here is generational, and it runs in the direction you would expect,” Koning said. “Older residents back this almost unanimously. The youngest adults, who are the closest to having lived it, are the most hesitant, and even they support it by 3-to-1. This is a policy whose least enthusiastic constituency is still firmly behind it.”

Having children in the house makes little difference. Eighty percent of residents who are a parent or guardian of a child under 18 support the requirement, as do 84% of those who are not, a gap that falls within the poll's margin of error. Parents are somewhat less likely to be strongly supportive – 55%, compared with 60% of non-parents – though that difference is also within the margin and therefore not statistically significant. The number of children in the household does not matter: Support ranges from 78% to 85% across households with none, one, or two or more children.

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).

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.

S1. New Jersey now requires public schools to bar students in grades K-12 from using cellphones for non-academic purposes for the entire school day. To what extent do you support or oppose this requirement?

Strongly support	59%
Somewhat support	24%
Somewhat oppose	9%
Strongly oppose	4%
Don't know	4%
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+
Strongly supp	60%	53%	67%	60%	58%	63%	53%	52%	56%	39%	61%	57%	77%
Smwht supp	25%	26%	20%	26%	23%	22%	21%	27%	32%	33%	20%	28%	17%
Smwht opp	8%	11%	7%	9%	9%	8%	17%	12%	5%	16%	11%	7%	3%
Strongly opp	3%	5%	4%	2%	6%	4%	5%	5%	3%	8%	3%	4%	2%
Don't know	3%	5%	2%	3%	4%	3%	4%	4%	4%	5%	5%	3%	2%
Unwt N=	436	376	190	417	579	576	124	180	121	228	272	263	240

**School Cellphone Ban
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
Strongly supp	49%	61%	63%	61%	57%	55%	63%	58%	67%	58%	54%	56%	66%
Smwht supp	23%	23%	26%	25%	25%	25%	27%	23%	20%	21%	30%	26%	22%
Smwht opp	15%	8%	5%	9%	12%	10%	7%	8%	8%	11%	8%	9%	8%
Strongly opp	4%	6%	4%	1%	4%	5%	2%	5%	3%	5%	6%	5%	2%
Don't know	8%	2%	2%	4%	2%	5%	1%	6%	1%	5%	1%	5%	3%
Unwt N=	245	311	182	261	125	319	163	239	156	240	206	255	302

	Parent/Guardian Status		Children in Household		
	Parent	Non-parent	Zero	One	Two +
Strongly supp	55%	60%	61%	55%	53%
Smwht supp	25%	24%	24%	23%	27%
Smwht opp	11%	9%	8%	13%	8%
Strongly opp	5%	4%	3%	7%	5%
Don't know	4%	4%	4%	1%	6%
Unwt N=	272	731	692	147	164

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.

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. Full questionnaires are available on request and can also be accessed through our archives at eagletonpoll.rutgers.edu. For more information, please contact poll@eagleton.rutgers.edu.

Weighted Demographics
1,004 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%