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New Jersey Voters Are "True Blue" to Democrats, But Loyalty Fades and Uncertainty Rises in the Absence of Partisanship Down Ballot

In the latest Rutgers-Eagleton Poll, two-thirds say the U.S. has gone off the wrong track; while Harris is most popular in the state, many voters lack an opinion on senate candidates

NEW BRUNSWICK, N.J. (October 30, 2024) – New Jersey registered voters are more likely to say they will vote for Democrats up and down the ballot between now and Election Day on Nov. 5, according to the latest Rutgers-Eagleton Poll.

Democratic candidates have a double-digit lead over Republican candidates right now, with independents breaking for the former while partisans overwhelmingly support their respective sides.

"Despite pre-election polls showing a statistical dead heat on the national stage and in every battleground state right now, New Jersey will likely remain a win in the blue column this election cycle," said Ashley Koning, an assistant research professor and director of the Eagleton Center for Public Interest Polling (ECPIP) at Rutgers University–New Brunswick. "While final results will ultimately depend entirely on who turns out to vote both in the Garden State and nationwide, poll numbers provide insight into how close this year's races may or may not be leading up to Election Day. Right now, Democrats' leads in the Garden State look comfortable, but these gaps may very well narrow in the final days through Election Night."

When it comes to the presidential race, 55% of registered voters say they would vote, or have already voted, for Democratic presidential nominee Vice President Kamala Harris, and 35% say they would vote, or have already voted, for Republican presidential nominee and former President Donald Trump. Six percent say they would not vote for either candidate or would vote for someone else, and 5% are unsure of their vote choice. The numbers change little among registered voters who say they will "definitely vote" or "have already voted" in this election. Including leaners does little to change the race (56% for Harris versus 37% for Trump).

A simple survey experiment manipulating whether party affiliation is explicitly stated in the survey question shows the absence of such labels does little to move the needle on presidential choice, given how widely the two candidates are known. When a random half of the sample is asked the head-to-head without partisan labels, 51% still say they would vote, or have already voted, for Harris, versus 37% who say the same for Trump. Seven percent would vote for neither candidate or someone else, and 5% are uncertain how they would vote. Including leaners, once again, does little to change the race (53% for Harris versus 41% for Trump).

More voters say they think Harris is going to win than Trump, though about 1 in 5 (18%) are unsure who will win. Seven in 10 Democrats say Harris will win (71%), while two-thirds of Republicans say Trump will win (68%); independents are more split.

Including party affiliation has a more pronounced impact on the U.S. Senate race, however, where the candidates do not have near-universal name recognition. When following the common practice of expressly stating party affiliation with candidate name, 49% of registered voters say they would vote, or have already voted, for Democratic Congressman Andy Kim, while 26% say they would vote, or have already voted, for Republican businessman Curtis Bashaw. Six percent would vote for neither candidate or for someone else, and 19% are unsure.

When candidate names are provided without party affiliation, support for Bashaw drops by more than half, and uncertainty of who to vote for markedly increases: 44% say they would vote for Kim (a 5-point decrease), 12% for Bashaw (a 14-point decrease), 8% wouldn't vote for either candidate or would vote for someone else, and 36% (a 17-point increase) don't know who they would vote for absent partisan labels.

"Partisan cues have a tremendous influence on vote choice, particularly down-ballot when candidates might not be as well-known and voters must instead rely on their party affiliation to fill in information gaps," said Koning. "This senate race – which went from the forefront of New Jersey politics last year to becoming a sleeper of a contest overshadowed by the roller-coaster spectacle that has been the presidential campaign – is a prime example of that. The absence of party affiliation hurts down-ballot candidates – Bashaw, especially, here. Luckily, the reality is that, even with the race's lack of attention, both men will benefit from not only stated partisan identification but also the presidential race at the top of the ticket on this year's ballot."

When it comes to voting for their member in the House of Representatives, 48% say they would vote for the Democratic nominee, 33% would vote for the Republican nominee, 3% would vote for someone else and 4% wouldn't vote. Twelve percent are uncertain of how they would vote.

Among registered voters, 52% say they generally "always" vote in elections, 33% say they vote "nearly always," 9% vote "sometimes," 3% seldomly vote, and 3% "never" vote.

Eight in 10 (79%) say they will "definitely vote" in the election next week, 8% say "probably vote," 2% say "probably not vote," 1% "definitely not vote," and 10% say they have "already

voted." Republicans slightly edge out Democrats when it comes to those who say they will "definitely vote" (86% versus 78%).

Voters' outlook on the nation is bleak. Seven in 10 (69%) voters believe the United States has "gone off on the wrong track," while 26% say it is "headed in the right direction." Although Democrats' outlook is more split, nearly all Republicans say the U.S. has gone off on the wrong track.

"New Jersey voters' views on the state of the country are on par with what voters think nationwide," said Jessica Roman, director of data management and analysis at ECPIP. "Partisan divides are especially stark, with Democrats mostly split while independents and almost all Republicans say the United States has gone off on the wrong track."

Harris is the most popular national political figure among New Jersey voters: 52% have a favorable impression of her, compared with 42% who have an unfavorable one. Running mate and Minnesota Gov. Tim Walz isn't far behind – 46% favorable to 33% unfavorable. As for the current president, about half of voters have an unfavorable view of Joe Biden (52%), and a similar number disapprove of the job he is doing as president (54%).

The Republican side doesn't fare as well among voters in the Garden State: 34% feel favorably toward Trump, while 59% feel unfavorable. Similarly, 31% say they have a favorable opinion toward his running mate, Sen. JD Vance, while 50% have an unfavorable one.

When it comes to the Senate race, Kim's favorable numbers have notably improved since last year, now at 39% up from 19% among registered voters a year ago, though half continue to say they either have no opinion on him (25%) or don't know who he is (24%). More than 8 in 10 either have no opinion of Bashaw (27%) or are unaware of him (58%); 6% are favorable toward him, and 10% are unfavorable. Sen. Cory Booker's numbers remain relatively steady at 45% favorable and 46% approval.

"Voters' continued lack of awareness of these senate candidates – particularly Bashaw – is why party affiliation is so important in this race and why it will likely be the driving factor, along with what happens at the presidential level, of how Kim and Bashaw perform," Roman said. "Voters simply have not dedicated enough time and energy to following this contest, despite its dramatic beginning late last year."

Results are from a statewide poll of 1,018 adults contacted through the probability-based Rutgers-Eagleton/SSRS Garden State Panel from Oct. 15 to Oct. 22. The full sample has a margin of error of +/- 4.1 percentage points. The registered voter subsample contains 929 registered voters and has a margin of error of +/- 4.2 percentage points.

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Broadcast interviews: Rutgers University–New Brunswick has broadcast-quality television and radio studios available for remote live or taped interviews with Rutgers experts. For more information, contact Jessica Ronan-Frisch at jronan@eagleton.rutgers.edu.

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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 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 52nd 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 X.

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 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. Members 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. Population coverage of the DSF is in the 98%-99% range. During the recruitment process, full demographic information on panelists is collected. This data is stored securely and used to determine eligibility for specific studies (if needed). 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 who self-reported being registered to vote unless otherwise noted; all percentages are of weighted results. Interpret groups with samples sizes under 100 with extreme caution.

US1A. Now we'd like to ask you about some candidates running in the presidential election this year. Please indicate if your general impression of each one is favorable or unfavorable, or if you do not have an opinion or do not know the person.

Kamala Harris

Favorable	52%
Unfavorable	42%
No opinion	6%
Don't know person	<1%
Unweighted N=	928

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Favorable	90%	38%	10%	45%	57%	44%	62%	54%	44%	49%	58%
Unfavorable	6%	51%	88%	47%	38%	51%	29%	38%	44%	46%	40%
No opinion	3%	11%	2%	7%	5%	4%	8%	7%	11%	5%	2%
DK person	1%	<1%	<1%	1%	0%	<1%	<1%	1%	<1%	<1%	0%
Unwt N=	392	334	202	442	479	621	305	214	217	277	219

	Income				Region					Education			
	<$50K	$50K-<$100K	$100K-<$150K	$150K+	Urban	Suburb	Exurban	Phil/South	Shore	HS or less	Some college	College grad	Grad work
Favorable	49%	54%	52%	54%	60%	51%	52%	53%	45%	42%	46%	60%	63%
Unfavorable	42%	40%	44%	39%	31%	43%	44%	36%	53%	51%	45%	34%	34%
No opinion	9%	5%	3%	7%	9%	5%	4%	11%	2%	8%	8%	5%	3%
DK person	<1%	1%	<1%	0%	<1%	1%	<1%	<1%	0%	<1%	0%	1%	0%
Unwt N=	193	253	181	233	142	310	141	178	157	204	229	227	267

US1A. Now we'd like to ask you about some candidates running in the presidential election this year. Please indicate if your general impression of each one is favorable or unfavorable, or if you do not have an opinion or do not know the person.

Tim Walz

Favorable	46%
Unfavorable	33%
No opinion	16%
Don't know person	6%
Unweighted N=	928

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Favorable	79%	34%	9%	41%	49%	42%	51%	44%	43%	41%	53%
Unfavorable	4%	37%	72%	37%	29%	42%	18%	25%	29%	38%	36%
No opinion	12%	21%	13%	18%	13%	13%	20%	17%	18%	17%	11%
DK person	5%	8%	5%	4%	9%	3%	11%	14%	10%	4%	<1%
Unwt N=	391	334	203	442	479	622	304	214	217	277	219

	Income				Region					Education			
	<$50K	$50K-<$100K	$100K-<$150K	$150K+	Urban	Suburb	Exurban	Phil/South	Shore	HS or less	Some college	College grad	Grad work
Favorable	36%	48%	52%	52%	48%	48%	47%	46%	39%	32%	43%	52%	61%
Unfavorable	28%	32%	34%	31%	21%	33%	37%	29%	39%	38%	34%	29%	26%
No opinion	23%	14%	9%	15%	14%	15%	13%	16%	20%	21%	19%	11%	10%
DK person	13%	6%	5%	2%	17%	4%	3%	9%	2%	9%	5%	8%	3%
Unwt N=	193	253	181	233	141	311	141	178	157	205	228	227	267

US1A. Now we'd like to ask you about some candidates running in the presidential election this year. Please indicate if your general impression of each one is favorable or unfavorable, or if you do not have an opinion or do not know the person.

Donald Trump

Favorable	34%
Unfavorable	59%
No opinion	7%
Don't know person	<1%
Unweighted N=	927

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Favorable	5%	34%	81%	40%	30%	41%	24%	32%	32%	34%	37%
Unfavorable	94%	52%	14%	52%	65%	53%	68%	62%	61%	56%	60%
No opinion	1%	13%	5%	9%	5%	6%	8%	6%	7%	11%	3%
DK person	0%	<1%	0%	<1%	0%	<1%	0%	0%	<1%	<1%	0%
Unwt N=	390	334	203	442	478	622	303	214	218	276	218

	Income				Region					Education			
	<$50K	$50K-<$100K	$100K-<$150K	$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Favorable	35%	36%	35%	27%	20%	37%	35%	34%	40%	43%	39%	29%	22%
Unfavorable	53%	57%	62%	69%	73%	56%	61%	60%	53%	48%	54%	67%	73%
No opinion	12%	6%	2%	4%	6%	7%	4%	7%	7%	9%	7%	4%	5%
DK person	<1%	0%	<1%	0%	<1%	0%	<1%	0%	0%	<1%	0%	<1%	0%
Unwt N=	193	252	181	233	142	309	141	178	157	205	228	226	267

US1A. Now we'd like to ask you about some candidates running in the presidential election this year. Please indicate if your general impression of each one is favorable or unfavorable, or if you do not have an opinion or do not know the person.

JD Vance

Favorable	31%
Unfavorable	50%
No opinion	12%
Don't know person	7%
Unweighted N=	927

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Favorable	4%	33%	70%	36%	27%	39%	18%	20%	32%	33%	35%
Unfavorable	82%	41%	11%	46%	53%	48%	51%	50%	46%	50%	52%
No opinion	9%	17%	11%	13%	12%	10%	17%	14%	14%	14%	8%
DK person	6%	8%	8%	5%	9%	3%	14%	16%	8%	3%	4%
Unwt N=	391	334	202	441	479	621	304	214	218	276	218

	Income				Region					Education			
	<$50K	$50K-<$100K	$100K-<$150K	$150K+	Urban	Suburb	Exurban	Phil/South	Shore	HS or less	Some college	College grad	Grad work
Favorable	32%	29%	29%	29%	24%	29%	36%	31%	34%	39%	33%	25%	22%
Unfavorable	41%	51%	54%	57%	56%	52%	51%	47%	43%	36%	45%	57%	68%
No opinion	16%	10%	10%	11%	7%	13%	9%	12%	19%	15%	13%	12%	8%
DK person	11%	10%	7%	3%	13%	6%	4%	10%	4%	10%	10%	6%	2%
Unwt N=	194	251	181	233	142	310	141	178	156	205	228	226	267

US1B. **Now we'd like to ask you about some other people. Please indicate if your general impression of each one is favorable or unfavorable, or if you do not have an opinion or do not know the person.**

Andy Kim

Favorable	39%
Unfavorable	12%
No opinion	25%
Don't know person	24%
Unweighted N=	925

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Favorable	54%	37%	19%	45%	35%	40%	37%	32%	33%	34%	54%
Unfavorable	3%	13%	24%	14%	10%	14%	8%	9%	10%	11%	16%
No opinion	23%	22%	31%	20%	29%	24%	25%	23%	26%	32%	18%
DK person	20%	28%	26%	21%	27%	21%	30%	36%	31%	23%	12%
Unwt N=	389	333	203	441	477	619	304	214	218	275	217

	Income				Region					Education			
	<$50K	$50K-<$100K	$100K-<$150K	$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Favorable	34%	42%	40%	43%	35%	32%	35%	56%	41%	36%	38%	36%	49%
Unfavorable	8%	14%	15%	8%	6%	15%	9%	17%	6%	15%	9%	14%	7%
No opinion	26%	19%	22%	32%	22%	29%	23%	11%	35%	21%	29%	29%	21%
DK person	31%	25%	23%	17%	36%	25%	33%	16%	17%	28%	23%	21%	22%
Unwt N=	193	253	181	231	142	310	140	177	156	204	229	227	264

US1B. Now we'd like to ask you about some other people. Please indicate if your general impression of each one is favorable or unfavorable, or if you do not have an opinion or do not know the person.

Curtis Bashaw

Favorable	6%
Unfavorable	10%
No opinion	27%
Don't know person	58%
Unweighted N=	922

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Favorable	2%	8%	8%	7%	5%	6%	6%	6%	6%	5%	5%
Unfavorable	9%	10%	11%	11%	9%	8%	12%	18%	10%	8%	5%
No opinion	25%	24%	32%	27%	27%	27%	27%	21%	29%	26%	31%
DK person	63%	58%	48%	55%	60%	59%	55%	55%	55%	61%	58%
Unwt N=	389	331	202	440	475	616	304	214	218	272	217

	Income				Region					Education			
	<$50K	$50K-<$100K	$100K-<$150K	$150K+	Urban	Suburb	Exurban	Phil/South	Shore	HS or less	Some college	College grad	Grad work
Favorable	4%	7%	8%	4%	5%	7%	7%	6%	3%	5%	9%	4%	6%
Unfavorable	11%	11%	12%	6%	10%	12%	6%	13%	6%	10%	10%	12%	8%
No opinion	30%	24%	24%	31%	23%	31%	26%	23%	27%	24%	31%	28%	26%
DK person	55%	58%	55%	59%	62%	51%	62%	58%	64%	62%	51%	56%	60%
Unwt N=	192	252	179	231	142	307	140	177	156	204	228	224	265

US1B. Now we'd like to ask you about some other people. Please indicate if your general impression of each one is favorable or unfavorable, or if you do not have an opinion or do not know the person.

Cory Booker

Favorable	45%
Unfavorable	31%
No opinion	18%
Don't know person	6%
Unweighted N=	925

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Favorable	73%	34%	15%	42%	47%	40%	52%	41%	41%	41%	54%
Unfavorable	6%	37%	61%	37%	26%	38%	21%	20%	33%	37%	32%
No opinion	14%	22%	18%	14%	21%	17%	19%	25%	20%	19%	10%
DK person	6%	6%	6%	7%	6%	5%	8%	14%	7%	3%	3%
Unwt N=	390	332	203	441	477	620	303	214	218	275	217

	Income				Region					Education			
	<$50K	$50K-<$100K	$100K-<$150K	$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Favorable	40%	50%	45%	47%	57%	43%	45%	47%	37%	38%	44%	44%	56%
Unfavorable	25%	31%	32%	30%	20%	36%	32%	28%	31%	38%	29%	28%	25%
No opinion	27%	12%	16%	19%	19%	15%	19%	17%	23%	16%	19%	23%	14%
DK person	8%	7%	7%	4%	5%	6%	4%	8%	9%	7%	8%	5%	4%
Unwt N=	194	251	181	231	142	307	141	178	157	205	228	226	265

US1B. Now we'd like to ask you about some other people. Please indicate if your general impression of each one is favorable or unfavorable, or if you do not have an opinion or do not know the person.

Joe Biden

Favorable	39%
Unfavorable	52%
No opinion	8%
Don't know person	1%
Unweighted N=	926

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Favorable	73%	25%	7%	35%	44%	36%	44%	27%	32%	41%	52%
Unfavorable	17%	62%	92%	58%	46%	58%	44%	58%	54%	53%	44%
No opinion	10%	11%	1%	6%	10%	6%	13%	15%	14%	5%	3%
DK person	0%	2%	0%	1%	0%	1%	0%	0%	0%	<1%	1%
Unwt N=	391	332	203	441	478	621	303	214	218	275	218

	Income				Region					Education			
	<$50K	$50K-<$100K	$100K-<$150K	$150K+	Urban	Suburb	Exurban	Phil/South	Shore	HS or less	Some college	College grad	Grad work
Favorable	35%	42%	39%	43%	41%	38%	43%	44%	32%	34%	34%	43%	49%
Unfavorable	51%	49%	51%	52%	45%	54%	52%	47%	59%	58%	56%	48%	43%
No opinion	14%	7%	10%	5%	14%	8%	5%	8%	7%	7%	10%	9%	8%
DK person	0%	1%	<1%	1%	<1%	<1%	0%	1%	2%	1%	1%	<1%	<1%
Unwt N=	193	253	181	232	142	309	141	178	156	205	228	227	265

US2.   Overall, do you approve or disapprove of the way Joe Biden is handling his job as president?

Approve	41%
Disapprove	54%
Don't know	5%
Unweighted N=	928

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Approve	76%	27%	5%	37%	45%	39%	43%	28%	33%	45%	52%
Disapprove	19%	66%	93%	61%	48%	58%	48%	60%	60%	54%	45%
Don't know	6%	7%	2%	3%	7%	3%	9%	12%	7%	1%	3%
Unwt N=	392	334	202	441	480	621	305	214	218	277	218

	Income				Region					Education			
	<$50K	$50K-<$100K	$100K-<$150K	$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Approve	34%	43%	43%	46%	45%	40%	44%	41%	36%	32%	34%	46%	56%
Disapprove	58%	53%	51%	51%	48%	56%	54%	48%	62%	64%	58%	49%	40%
Don't know	8%	4%	6%	4%	8%	4%	2%	11%	2%	4%	7%	6%	4%
Unwt N=	193	253	181	233	142	311	140	178	157	205	229	227	266

NJ2B. And overall, do you approve or disapprove of the way Cory Booker is handling his job as a U.S. senator?

Approve	46%
Disapprove	32%
Don't know	22%
Unweighted N=	922

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Approve	74%	38%	13%	43%	49%	40%	55%	41%	45%	43%	55%
Disapprove	7%	39%	61%	37%	28%	39%	22%	23%	35%	36%	33%
Don't know	19%	22%	26%	20%	23%	21%	23%	36%	21%	22%	12%
Unwt N=	390	331	201	438	477	618	302	214	216	273	218

	Income				Region					Education			
	<$50K	$50K-<$100K	$100K-<$150K	$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Approve	37%	52%	45%	51%	58%	45%	44%	48%	38%	37%	49%	45%	58%
Disapprove	31%	32%	34%	28%	25%	38%	30%	26%	34%	38%	31%	31%	25%
Don't know	32%	16%	21%	21%	17%	17%	26%	25%	29%	25%	20%	24%	17%
Unwt N=	192	250	181	231	142	307	140	177	156	201	227	227	266

US3. In general, would you say the United States… [ROTATE: is currently going in the right direction], [has gone on the wrong track]?

Right direction	26%
Wrong track	69%
Don't know	5%
Unweighted N=	927

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Right	46%	18%	5%	26%	26%	25%	27%	14%	16%	26%	42%
Wrong	46%	77%	94%	71%	67%	71%	66%	79%	80%	68%	55%
Don't know	8%	5%	1%	3%	6%	4%	6%	7%	5%	6%	3%
Unwt N=	391	333	203	442	478	620	305	213	217	277	219

	Income				Region					Education			
	<$50K	$50K-<$100K	$100K-<$150K	$150K+	Urban	Suburb	Exurban	Phil/South	Shore	HS or less	Some college	College grad	Grad work
Right	18%	30%	25%	31%	20%	29%	30%	25%	24%	23%	20%	23%	38%
Wrong	75%	66%	71%	64%	74%	67%	63%	72%	73%	73%	74%	70%	57%
Don't know	7%	4%	4%	5%	7%	5%	7%	4%	4%	3%	6%	7%	5%
Unwt N=	194	252	181	232	142	310	141	177	157	205	229	225	267

LV1.   How likely are you to vote in the election this November?

Definitely will vote	79%
Probably will vote	8%
Probably will not vote	2%
Definitely will not vote	1%
Already voted	10%
Don't know	1%
Unweighted N=	929

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Definitely	78%	74%	86%	77%	80%	82%	74%	66%	83%	81%	83%
Probably	6%	13%	3%	9%	7%	5%	13%	23%	7%	4%	1%
Probably not	2%	2%	0%	2%	2%	1%	3%	3%	3%	1%	0%
Definitely not	0%	2%	<1%	1%	<1%	<1%	2%	1%	<1%	2%	0%
Already voted	14%	7%	9%	10%	10%	12%	6%	5%	6%	11%	16%
Don't know	1%	1%	1%	1%	1%	1%	2%	2%	0%	1%	0%
Unwt N=	392	334	203	442	480	622	305	214	218	277	219

	Income				Region					Education			
	<$50K	$50K-<$100K	$100K-<$150K	$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Definitely	71%	79%	82%	80%	76%	76%	81%	78%	85%	81%	71%	81%	81%
Probably	12%	9%	7%	7%	13%	9%	7%	5%	7%	5%	13%	9%	6%
Probably not	3%	2%	1%	1%	4%	2%	1%	1%	0%	4%	1%	<1%	<1%
Definitely not	4%	<1%	0%	<1%	1%	2%	<1%	0%	0%	2%	1%	1%	0%
Already voted	9%	9%	10%	12%	6%	9%	11%	16%	8%	7%	14%	7%	12%
Don't know	2%	1%	1%	1%	1%	2%	0%	0%	0%	1%	0%	2%	1%
Unwt N=	194	253	181	233	142	311	141	178	157	205	229	227	267

LV2.   Generally, how often would you say you vote?

Always	52%
Nearly always	33%
Sometimes	9%
Seldom	3%
Never	3%
Don't know	<1%
Unweighted N=	927

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Always	59%	43%	55%	48%	55%	58%	44%	36%	50%	55%	63%
Nearly always	32%	33%	35%	36%	31%	34%	31%	27%	31%	36%	36%
Sometimes	6%	14%	9%	10%	9%	6%	15%	22%	13%	7%	<1%
Seldom	1%	5%	<1%	3%	2%	1%	5%	5%	3%	2%	<1%
Never	3%	4%	<1%	3%	2%	1%	5%	9%	2%	<1%	<1%
Don't know	0%	1%	0%	0%	<1%	0%	1%	<1%	1%	0%	0%
Unwt N=	391	333	203	441	479	620	305	214	217	277	218

	Income				Region					Education			
	<$50K	$50K-<$100K	$100K-<$150K	$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Always	46%	47%	56%	59%	45%	53%	56%	58%	45%	49%	53%	50%	58%
Nearly always	34%	38%	31%	28%	28%	31%	31%	32%	44%	31%	34%	36%	33%
Sometimes	11%	10%	8%	10%	18%	10%	10%	6%	5%	11%	8%	10%	8%
Seldom	3%	3%	2%	1%	4%	2%	3%	1%	3%	4%	1%	3%	1%
Never	6%	1%	3%	1%	4%	3%	<1%	2%	3%	4%	5%	1%	0%
Don't know	1%	0%	0%	<1%	1%	<1%	0%	0%	0%	<1%	0%	0%	1%
Unwt N=	194	253	180	232	142	311	141	176	157	204	229	226	267

E2X.   If the presidential election were being held today, would you vote for…
E2X_1. Thinking about the presidential election, did you vote for…?
Note: This question was part of a split version sample. Half of respondents received Version X questions and half of respondents received Version Y questions.
Note: Respondents who indicated they already voted received E2X_1; all others received E2X if they received Version X questions. For analysis, numbers from E2X and E2X_1 have been combined below.

Kamala Harris the Democrat	55%
Donald Trump the Republican	35%
Neither/Someone else	6%
Don't know	5%
Unweighted N=	451

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Harris - Dem	95%	44%	5%	46%	62%	49%	63%	63%	49%	43%	63%
Trump - Rep	3%	34%	90%	43%	27%	42%	24%	29%	37%	40%	33%
Neither/Else	1%	13%	2%	6%	6%	5%	8%	4%	7%	9%	3%
Don't know	1%	9%	2%	5%	4%	4%	6%	4%	7%	8%	1%
Unwt N=	181	178	92	213	235	312	138	107	108	124	112

	Income		Education	
	<$100K	$100K+	Some college or less	College grad or more
Harris - Dem	57%	58%	48%	63%
Trump - Rep	32%	35%	40%	28%
Neither/Else	7%	4%	6%	5%
Don't know	5%	2%	5%	4%
Unwt N=	212	206	208	243

E3X. **If you had to choose between one of the following candidates at this moment, would you lean toward…?**
Note: This question was part of a split version sample. Half of respondents received Version X questions and half of respondents received Version Y questions.
Note: Only respondents who did not choose either Harris or Trump in E2X were asked this follow-up.

Kamala Harris the Democrat	14%
Donald Trump the Republican	22%
Neither/Someone else	38%
Don't know	27%
Unweighted N=	54

E2Y. **If the presidential election were being held today, would you vote for…**
E2Y_1. Thinking about the presidential election, did you vote for…?

Note: This question was part of a split version sample. Half of respondents received Version X questions and half of respondents received Version Y questions.

Note: Respondents who indicated they already voted received E2Y_1; all others received E2Y if they received Version Y questions. For analysis, numbers from E2Y and E2Y_1 have been combined below.

Kamala Harris	51%
Donald Trump	37%
Neither/Someone else	7%
Don't know	5%
Unweighted N=	478

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Harris	89%	38%	9%	44%	56%	43%	63%	52%	46%	52%	51%
Trump	6%	41%	82%	40%	35%	48%	22%	32%	31%	39%	44%
Neither/Else	3%	12%	7%	10%	5%	6%	8%	7%	18%	3%	3%
Don't know	3%	10%	2%	6%	5%	4%	7%	8%	5%	6%	2%
Unwt N=	211	156	111	229	245	310	167	107	110	153	107

	Income		Education	
	<$100K	$100K+	Some college or less	College grad or more
Harris	46%	56%	41%	63%
Trump	40%	35%	46%	26%
Neither/Else	10%	3%	7%	6%
Don't know	4%	5%	6%	4%
Unwt N=	235	208	226	251

E3Y. **If you had to choose between one of the following candidates at this moment, would you lean toward…?**
Note: This question was part of a split version sample. Half of respondents received Version X questions and half of respondents received Version Y questions.
Note: Only respondents who did not choose either Harris or Trump in E2Y were asked this follow-up.

Kamala Harris	17%
Donald Trump	27%
Neither/Someone else	42%
Don't know	14%
Unweighted N=	59

E4. **Regardless of who you might prefer, which candidate do you think is going to win? Just take your best guess.**

Kamala Harris	47%
Donald Trump	35%
Someone else	1%
Don't know	18%
Unweighted N=	929

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Kamala Harris	71%	41%	17%	44%	50%	44%	53%	51%	36%	48%	50%
Donald Trump	10%	38%	68%	40%	30%	37%	32%	35%	43%	35%	28%
Someone else	<1%	<1%	2%	1%	<1%	1%	1%	2%	1%	0%	0%
Don't know	18%	21%	13%	15%	20%	19%	15%	12%	19%	17%	21%
Unwt N=	392	334	203	442	480	622	305	214	218	277	219

	Income				Region					Education			
	<$50K	$50K-<$100K	$100K-<$150K	$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Kamala Harris	47%	46%	53%	48%	57%	47%	54%	46%	36%	44%	42%	54%	50%
Donald Trump	36%	41%	27%	34%	28%	35%	27%	37%	42%	38%	43%	28%	27%
Someone else	1%	<1%	0%	1%	1%	<1%	2%	1%	<1%	1%	<1%	0%	2%
Don't know	15%	13%	21%	17%	14%	18%	17%	17%	22%	18%	14%	18%	20%
Unwt N=	194	253	181	233	142	311	141	178	157	205	229	227	267

S1X. There will also be an election for U.S. Senator in New Jersey this year. If the election were held today, would you vote for…?

S1X_1. Now thinking about the election for U.S. Senator in New Jersey, did you vote for…?

Note: This question was part of a split version sample. Half of respondents received Version X questions and half of respondents received Version Y questions.

Note: Respondents who indicated they already voted received S1X_1; all others received S1X if they received Version X questions. For analysis, numbers from S1X and S1X_1 have been combined below.

Andy Kim the Democrat	49%
Curtis Bashaw the Republican	26%
Neither/Someone else	6%
Don't know	19%
Unweighted N=	451

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Kim - Dem	80%	42%	10%	46%	52%	48%	50%	45%	48%	39%	64%
Bashaw - Rep	2%	20%	78%	32%	20%	33%	16%	20%	25%	33%	25%
Neither/Else	3%	9%	3%	5%	7%	3%	10%	11%	8%	3%	3%
Don't know	15%	28%	9%	17%	21%	16%	24%	24%	19%	25%	8%
Unwt N=	181	178	92	213	235	312	138	107	108	124	112

	Income		Education	
	<$100K	$100K+	Some college or less	College grad or more
Harris - Dem	51%	51%	46%	54%
Trump - Rep	20%	29%	28%	23%
Neither/Else	8%	4%	7%	4%
Don't know	22%	17%	19%	19%
Unwt N=	212	206	208	243

S2X. **If you had to choose between one of the following candidates at this moment, would you lean toward…?**
Note: This question was part of a split version sample. Half of respondents received Version X questions and half of respondents received Version Y questions.
Note: Only respondents who did not choose either Kim or Bashaw in S1X were asked this follow-up.

Andy Kim the Democrat	20%
Curtis Bashaw the Republican	13%
Neither/Someone else	19%
Don't know	48%
Unweighted N=	110

S1Y. There will also be an election for U.S. Senator in New Jersey this year. If the election were held today, would you vote for…?

S1Y_1. Now thinking about the election for U.S. Senator in New Jersey, did you vote for…?

Note: This question was part of a split version sample. Half of respondents received Version X questions and half of respondents received Version Y questions.

Note: Respondents who indicated they already voted received S1Y_1; all others received S1X if they received Version Y questions. For analysis, numbers from S1Y and S1Y_1 have been combined below.

Andy Kim	44%
Curtis Bashaw	12%
Neither/Someone else	8%
Don't know	36%
Unweighted N=	478

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Kim	68%	34%	20%	45%	43%	39%	52%	47%	28%	49%	47%
Bashaw	1%	9%	33%	13%	11%	17%	5%	2%	14%	12%	18%
Neither/Else	3%	16%	6%	10%	6%	4%	13%	3%	21%	5%	6%
Don't know	28%	41%	41%	31%	40%	40%	30%	48%	37%	34%	28%
Unwt N=	211	156	111	229	245	310	167	107	110	153	107

	Income		Education	
	<$100K	$100K+	Some college or less	College grad or more
Kim	39%	49%	38%	52%
Bashaw	13%	12%	13%	11%
Neither/Else	11%	5%	9%	6%
Don't know	36%	34%	40%	31%
Unwt N=	235	208	226	251

S2Y. **If you had to choose between one of the following candidates at this moment, would you lean toward…?**

Note: This question was part of a split version sample. Half of respondents received Version X questions and half of respondents received Version Y questions.

Note: Only respondents who did not choose either Kim or Bashaw in S1Y were asked this follow-up.

Andy Kim	13%
Curtis Bashaw	4%
Neither/Someone else	15%
Don't know	68%
Unweighted N=	195

S3. There will also be an election for your member in the House of Representatives. If the election were today, would you vote for…

The Republican	33%
The Democrat	48%
Someone else	3%
Not vote	4%
Don't know	12%
Unweighted N=	929

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Republican	1%	30%	89%	37%	30%	43%	18%	21%	32%	40%	36%
Democrat	92%	31%	3%	42%	53%	41%	59%	56%	44%	41%	53%
Someone else	1%	7%	<1%	3%	2%	2%	4%	4%	4%	2%	1%
Not vote	1%	8%	1%	4%	3%	2%	6%	8%	5%	2%	1%
Don't know	5%	23%	7%	14%	11%	13%	12%	12%	15%	14%	9%
Unwt N=	392	334	203	442	480	622	305	214	218	277	219

	Income				Region					Education			
	<$50K	$50K-<$100K	$100K-<$150K	$150K+	Urban	Suburb	Exurban	Phil/South	Shore	HS or less	Some college	College grad	Grad work
Republican	30%	34%	31%	33%	20%	32%	36%	31%	45%	39%	36%	27%	28%
Democrat	48%	49%	49%	51%	59%	46%	47%	50%	43%	42%	42%	52%	59%
Someone else	1%	7%	3%	1%	2%	4%	2%	3%	1%	2%	4%	4%	1%
Not vote	8%	3%	5%	0%	2%	6%	3%	2%	2%	5%	5%	3%	<1%
Don't know	13%	8%	12%	14%	16%	11%	13%	14%	9%	11%	14%	14%	11%
Unwt N=	194	253	181	233	142	311	141	178	157	205	229	227	267

Methodology

The Rutgers-Eagleton Poll was conducted using the Rutgers-Eagleton/Garden State Panel from October 15 to 22, 2024 with a scientifically selected random sample of 1,018 New Jersey adults, 18 or older. Analysis is based on a registered voter subsample including 929 New Jersey adults, 18 or older, who are self-reported registered voters. The Rutgers-Eagleton/SSRS Garden State Panel is a probability-based panel of New Jersey adults aged 18 or older. Members are recruited randomly based on statewide representative ABS (Address Based Sample) design. ABS sample is drawn from the Delivery Sequence File (DSF) maintained by the U.S. Postal Service. Population coverage of the DSF is in the 98%-99% range. During the recruitment process, full demographic information on panelists is collected. The Rutgers/SSRS Garden State Panel is a multi-mode panel. For this poll, only Internet households were invited to participate via web; non-internet households were not included. Sample drawn was stratified by county, age, gender, race and ethnicity, and education to ensure adequate representation of each demographic group. Only panelists who complete surveys by web in English were eligible for selection for this study.

Data were weighted to represent the adult population of New Jersey. Weighting was done by applying a base weight and calibrating sample demographic distributions to match target population benchmarks. With the base weight applied, the data were weighted to balance the demographic profile of the sample to target population parameters.

Missing data in the raking variables were imputed using hot decking. Hot deck imputation replaces the missing values of a respondent randomly with another similar respondent without missing data. Hot decking was done using an SPSS macro detailed in 'Goodbye, Listwise Deletion: Presenting Hot Deck Imputation as an Easy and Effective Tool for Handing Missing Data' (Myers, 2011).

Data were calibrated by raking sample distributions to target population distributions using iterative proportional fitting. 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.

Data were weighted to distributions of sex by age, sex by education, sex by race, age by race, age by education, detailed education, race/ethnicity, region, home tenure, number of adults per household, civic engagement, voter registration, internet use frequency and 2020 recalled vote.

Table 1 shows the variables used in the calibration and the sources of the target distributions.

Table 1. Calibration Variables

Calibration variables	Sources
• Sex • Age • Education • Race • Hispanic nativity • Number of adults in household • Home tenure	Current Population Survey 2023[1]
• Region	American Community Survey[2]
• Civic engagement • Voter registration • Internet frequency	Modeled from SSRS Opinion Panel
• 2020 Presidential recalled vote	National Election Pool

Weights were trimmed at the 2nd and 98th percentiles to prevent individual interviews from having too much influence on survey-derived estimates. The table below compares unweighted and weighted sample distributions to target population benchmarks.

Data were also calibrated by form. Non-registered voters were randomly assigned to one of the two forms and combined with the random half samples of registered voters to create two general population half samples. Data for each general population half sample were then calibrated separately using the procedures described above. After calibration, the form split weight for the non-registered voters were dropped and the remaining form split weights were standardized to the number of registered voters within each split form. The tables below compare unweighted and weighted sample distributions to target population benchmarks for each split form grouping.

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 1.80. Design effect for the registered voter subsample is 1.71.

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 1,018 New Jersey adults is +/-3.1 percentage points at a 95% confidence interval. The design effect[3] is 1.80, making the adjusted margin of error +/- 4.1 percentage

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[1] Sarah Flood, Miriam King, Renae Rodgers, Steven Ruggles, J. Robert Warren, Daniel Backman, Annie Chen, Grace Cooper, Stephanie Richards, Megan Schouweiler and Michael Westberry. IPUMS CPS: Version 11.0 [dataset]. Minneapolis, MN: IPUMS, 2023.

[2] "Age and Sex." American Community Survey, ACS 1-Year Estimates Subject Tables, Table S0101, 2022.

[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

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. Among the registered voter subsample (n=929), the simple sampling error is +/- 3.2 percentage points. Design effect for the registered voter subsample is 1.71, making the adjusted margin of error +/- 4.2 percentage points.

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 Kyle Morgan assisted with analysis and preparation of this report. 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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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.

Weighted Demographics
929 New Jersey Registered Voters
Overall Margin of Error = +/- 4.2 percentage points

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

		deff	MOE			deff	MOE
Man	46%	1.85	+/- 6.3%	**White, Non-Hisp**	61%	1.68	+/- 5.1%
Woman	54%	1.60	+/- 5.7%	**Non-White**	39%	1.67	+/- 7.3%
18-34	22%	1.71	+/- 8.8%	**<50K**	22%	1.67	+/- 9.1%
35-49	19%	1.75	+/- 8.8%	**50K-<100K**	31%	1.82	+/- 8.3%
50-64	30%	1.62	+/- 7.5%	**100K-<150K**	23%	1.67	+/- 9.4%
65+	28%	1.69	+/- 8.6%	**150K+**	24%	1.63	+/- 8.2%
Democrat	39%	1.61	+/- 6.3%	**Urban**	13%	1.52	+/- 10.2%
Independent	37%	1.89	+/- 7.4%	**Suburb**	34%	1.94	+/- 7.7%
Republican	24%	1.55	+/- 8.6%	**Exurban**	14%	1.52	+/- 10.2%
				Phil/South	20%	1.64	+/- 9.4%
HS or Less	32%	1.63	+/- 8.7%	**Shore**	18%	1.56	+/- 9.8%
Some College	23%	1.65	+/- 8.3%				
College Grad	22%	1.58	+/- 8.2%				
Grad Work	23%	1.54	+/- 7.4%				