Stockton Polling Institute
Politics
Sep. 27-Oct. 1, 2024
Weighted Results

For the most part, do you think the country is headed in the right direction or the wrong direction?

#	Answer	%	Count
1	Right direction	30%	192
2	Wrong direction	57%	357
3	Not sure	12%	78
4	Refuse	0%	3
	Total	100%	630

For the most part, do you think the state of New Jersey is headed in the right direction or the wrong direction?

#	Answer	%	Count
1	Right direction	38%	241
2	Wrong direction	48%	302
3	Not sure	13%	83
4	Refuse	1%	3
	Total	100%	630

How would you rate Joe Biden's job performance as president?

#	Answer	%	Count
1	Excellent	12%	75
2	Good	22%	141
3	Fair	18%	114
4	Poor	47%	294
5	Not sure	1%	4
6	Refuse	0%	2
	Total	100%	630

For each of the following names, please rate whether you have a favorable or unfavorable impression of them overall, or if you are unfamiliar with them. (ROTATE Q4-Q5, ROTATE Q6-Q7, ROTATE Q8-Q9)

Kamala Harris:

#	Answer	%	Count
1	Very favorable	31%	198
2	Somewhat favorable	19%	119
3	Somewhat unfavorable	7%	41
4	Very unfavorable	42%	263
5	Not sure/unfamiliar	1%	5
6	Refuse	0%	3
	Total	100%	630

Donald Trump:

#	Answer	%	Count
1	Very favorable	31%	198
2	Somewhat favorable	12%	73
3	Somewhat unfavorable	8%	51
4	Very unfavorable	46%	287
5	Not sure/unfamiliar	2%	16
6	Refuse	1%	4
	Total	100%	630

J.D. Vance:

#	Answer	%	Count
1	Very favorable	20%	126
2	Somewhat favorable	14%	89
3	Somewhat unfavorable	10%	62
4	Very unfavorable	40%	250
5	Not sure/unfamiliar	16%	100
6	Refuse	0%	2
	Total	100%	630

Tim Walz:

#	Answer	%	Count
1	Very favorable	27%	170
2	Somewhat favorable	17%	106
3	Somewhat unfavorable	6%	37
4	Very unfavorable	30%	187
5	Not sure/unfamiliar	20%	128
6	Refuse	0%	2
	Total	100%	630

Curtis Bashaw:

#	Answer	%	Count
1	Very favorable	2%	16
2	Somewhat favorable	7%	41
3	Somewhat unfavorable	3%	21
4	Very unfavorable	4%	24
5	Not sure/unfamiliar	81%	513
6	Refuse	2%	15
	Total	100%	630

Andy Kim:

#	Answer	%	Count
1	Very favorable	13%	81
2	Somewhat favorable	14%	90
3	Somewhat unfavorable	7%	46
4	Very unfavorable	10%	61
5	Not sure/unfamiliar	55%	346
6	Refuse	1%	7
	Total	100%	630

Please rate how much of an impact a candidate's selection for vice president has on your vote. Does the vice-presidential candidate influence your vote greatly, somewhat, or not at all?

#	Answer	%	Count
1	Greatly	22%	138
2	Somewhat	56%	354
3	Not at all	21%	130
4	Not sure	1%	8
5	Refuse	0%	0
	Total	100%	630

As of today, which of the following statements best describes your level of certainty in your vote choice for president:

#	Answer	%	Count
1	I have made up my mind and I am very certain of my choice	82%	514
2	I am somewhat certain of my choice but could possibly change my mind	8%	50
3	I am still deciding	9%	56
4	Not sure	2%	10
5	Refuse	0%	0
	Total	100%	630

If you had to choose one, what is the one most important issue to you personally in this year's election?

#	Answer	%	Count
1	Economy	27%	170
2	Immigration (Against, tighten border)	13%	80
3	Abortion (Pro-choice, in favor of abortion rights)	12%	76
4	Inflation, cost of living	6%	38
5	Foreign policy	5%	34
6	Preserving democracy	5%	29
7	Integrity, honesty, character, etc.	4%	24
8	Lowering taxes	3%	16
9	Beating Trump or Republicans	2%	13
10	Healthcare	2%	11
11	Abortion (Anti-abortion, pro-life)	1%	8
12	Jobs	1%	8
13	Gun control	1%	7
14	Beating Harris or Democrats	1%	6

15	Immigration (Pro immigration)	1%	6
16	Environment	1%	6
17	Housing	1%	6
18	Budget, debt, deficit	1%	4
19	Crime	1%	3
20	Some other issue	8%	57
21	Not sure	2%	11
22	Refuse	2%	14
	Total	100%	630

How closely have you followed the news about the November election?

#	Answer	%	Count
1	Very closely	54%	337
2	Somewhat closely	37%	231
3	Not very closely	7%	46
4	Not at all	2%	14
5	Not sure	0%	0
6	Refuse	0%	2
	Total	100%	630

How enthusiastic are you to vote in the general election on November 5th?

#	Answer	%	Count
1	Very enthusiastic	67%	421
2	Somewhat enthusiastic	17%	105
3	Not very enthusiastic	11%	67
4	Not at all enthusiastic	5%	34
5	Not sure	0%	1
6	Refuse	0%	2
	Total	100%	630

Please rate your level of confidence that journalists will report news related to the election accurately and fairly.

#	Answer	%	Count
1	Very confident	12%	74
2	Somewhat confident	34%	211
3	Not too confident	20%	128
4	Not at all confident	33%	207
5	Not sure	1%	7
6	Refuse	0%	2
	Total	100%	630

Please rate your level of concern about the spread of election misinformation, as in false or inaccurate information that misleads voters.

#	Answer	%	Count
1	Very concerned	62%	388
2	Somewhat concerned	28%	179
3	Not too concerned	5%	32
4	Not at all concerned	3%	22
5	Not sure	1%	8
6	Refuse	0%	1
	Total	100%	630

Do you agree or disagree that the 2020 election for U.S. President was fair and secure?

#	Answer	%	Count
1	Strongly agree	48%	300
2	Somewhat agree	15%	96
3	Somewhat disagree	9%	59
4	Strongly disagree	24%	148
5	Not sure	3%	21
6	Refuse	1%	6
	Total	100%	630

Please rate your level of confidence that votes will be accurately cast and counted in this year's election.

#	Answer	%	Count
1	Very confident	35%	218
2	Somewhat confident	33%	209
3	Not too confident	18%	112
4	Not at all confident	13%	81
5	Not sure	1%	8
6	Refuse	0%	3
	Total	100%	630

Please rate your level of concern about political violence in the United States.

#	Answer	%	Count
1	Very concerned	53%	336
2	Somewhat concerned	32%	204
3	Not too concerned	10%	63
4	Not at all concerned	4%	25
5	Not sure	0%	1
6	Refuse	0%	2
	Total	100%	630

After the election, when a new president is sworn into office, how confident are you that there will be a peaceful and smooth transition of leadership?

#	Answer	%	Count
1	Very confident	22%	137
2	Somewhat confident	36%	228
3	Not too confident	26%	163
4	Not at all confident	10%	62
5	Not sure	6%	37
6	Refuse	0%	3
	Total	100%	630

Which of the following statements best describes your view?

#	Answer	%	Count
1	Violence is always justified to achieve your political goals	1%	3
2	Violence is sometimes justified to achieve your political goals	5%	34
3	Violence is never justified to achieve your political goals	90%	567
5	Not sure	3%	17
6	Refuse	1%	8
	Total	100%	630

Demographics

AGE - Please select your age group.

#	Answer	%	Count
1	18-29	16%	101
2	30-49	29%	185
3	50-64	28%	176
4	65 and older	25%	158
5	Refuse	2%	10
	Total	100%	630

COUNTY AS REGION -

#	Answer	%	Count
1	North	51%	319
2	Central	32%	202
3	South	16%	101
4	Not sure	0%	0
5	Refuse	1%	9
	Total	100%	630

Are you Hispanic or Latino?

#	Answer	%	Count
1	Yes, Hispanic or Latino	16%	101
2	No	79%	500
3	Refuse	5%	30
	Total	100%	630

Which of the following best describes your race:

#	Answer	%	Count
1	White	68%	427
2	Black or African American	13%	82
3	Asian or Pacific Islander	4%	25
4	Other/Multiracial	8%	48
7	Refuse	8%	48
	Total	100%	630

Which of the following best describes your highest level of education:

#	Answer	%	Count
1	Less than a four-year degree	56%	354
2	A four-year degree or more	42%	267
3	Refuse	1%	9
	Total	100%	630

Which of the following general categories best represents your household income last year before taxes:

#	Answer	%	Count
1	Less than $$50,000	14%	89
2	$50,000 to less than $100,000	27%	167
3	$100,000 or more	48%	304
4	Refuse	11%	69
	Total	100%	630

Do you consider yourself to be a:

#	Answer	%	Count
1	Democrat	35%	218
2	Republican	25%	157
3	Independent	29%	182
4	Something else	8%	50
5	Not sure	2%	10
6	Refuse	2%	13
	Total	100%	630

Lastly, what is your gender?

#	Answer	%	Count
1	Man	47%	296
2	Woman	51%	321
3	Identify another way	0%	2
4	Refuse	2%	11
	Total	100%	630

Methodology

The poll of New Jersey registered voters was sponsored and conducted by the Stockton Polling Institute of the William J. Hughes Center for Public Policy at Stockton University. Data collection took place from Sep. 27-Oct. 1, 2024. A random sample of 630 New Jersey voters were interviewed. The poll was conducted via telephone by live interviewers in English and via text-to-web.

Of the full sample, 93% of interviews were conducted on cell phones and 7% on landline phones. In terms of mode, 63% were reached via dialing and 37% were reached via text-to-web. The live calls were conducted by Opinion Services. The text messages were sent by Stockton Polling Institute staff from the University's Galloway campus and included a single-use link to take the survey online. Both cell and landline samples consisted of random digit dialing (RDD) and voter list sample from MSG. Within-household selection is done by asking for the youngest adult. Adults without a telephone are excluded from the sample.

Weighting was done to balance the sample demographics to be representative of the target population. Data were weighted using iterative proportional fitting, also known as raking or random iterative method (RIM) weighting. Data are weighted based on U.S. Census Bureau ACS 2023 data for the citizen voting age population in New Jersey on variables of age, race, education level, and sex. The poll's margin of error is +/- 3.9 percentage points at a 95% confidence level. The margin of sampling error is higher for subsets. Sampling error does not account for other potential sources of bias in polls such as measurement error or non-response.

About the Hughes Center

The William J. Hughes Center for Public Policy at Stockton University serves as a catalyst for research, analysis and innovative policy solutions on the economic, social and cultural issues facing New Jersey, and promotes the civic life of New Jersey through engagement, education and research. The center is named for the late William J. Hughes, whose distinguished career includes service in the U.S. House of Representatives, Ambassador to Panama and as a Distinguished Visiting Professor at Stockton. The Hughes Center can be found on YouTube @StocktonHughesCenter, and can be followed on Facebook @StocktonHughesCenter and X @hughescenter.