Stockton Polling Institute
Economy
Oct. 10-14, 2024
Weighted Results

Please rate how you view the future of New Jersey's economy. Are you very optimistic about the direction of the economy, somewhat optimistic, or not at all optimistic?

#	Answer	%	Count
1	Very optimistic	15%	93
2	Somewhat optimistic	39%	237
3	Not at all optimistic	42%	257
4	Not sure	4%	25
5	Refuse	1%	3
	Total	100%	616

Thinking about your own finances, how would you rate your financial situation today:

#	Answer	%	Count
1	Excellent	10%	64
2	Good	33%	201
3	Fair	38%	233
4	Poor	18%	110
5	Not sure	1%	4
6	Refuse	1%	5
	Total	100%	616

Thinking about you and your family, what is the biggest financial struggle you are facing, if any:

#	Answer	%	Count
1	The cost of everyday goods	45%	278
2	Housing costs	19%	118
3	Student loan payments	6%	35
4	Healthcare costs	10%	61
5	Job insecurity	3%	17
6	Childcare	3%	16
7	Something else (Please specify)	1%	8
8	No financial issues	8%	50
9	Not sure	1%	5
10	Refuse	1%	5
11	Education costs/tuition	0%	2
12	Taxes	3%	20
	Total	100%	616

What do you value most when you are evaluating the economy? In other words, which of the following indicators of economic performance is most important to you?

#	Answer	%	Count
1	Inflation or the cost of everyday goods	65%	397
2	The unemployment rate or the availability of jobs	8%	48
3	Wages or personal income	12%	76
4	Stock market performance	5%	30
5	Economic growth or GDP	6%	34
6	Something else (Please specify)	2%	12

7		Not sure	3%	16
8		Refuse	0%	2
		Total	100%	616

If you had to choose one, which of these do you think would be the best approach for Congress and the president to take in dealing with the U.S. economy? (RANDOMIZE 1-8)

#	Answer	%	Count
1	A federal ban on price gouging for groceries	14%	86
2	Increasing the child tax credit for low and middle income families	9%	57
3	Increasing tax breaks for new businesses	3%	17
4	Lowering the corporate tax rate	6%	35
5	Eliminating taxes on social security benefits	11%	66
6	Reducing the federal deficit and national debt	14%	89
7	Increasing tariffs on trade	6%	36
8	Increasing taxes on the wealthy	28%	171
9	Some other action (Please specify)	4%	27
10	Not sure	5%	29
11	Refuse	1%	3
	Total	100%	616

Demographics

AGE - Please select your age group.

#	Answer	%	Count
1	18-29	12%	75
2	30-44	25%	154
3	45-64	35%	216
4	65 and older	26%	160
5	Refuse	2%	11
	Total	100%	616

COUNTY AS REGION - Select your New Jersey county.

#	Answer	%	Count
1	North	51%	311
2	Central	32%	194
3	South	16%	96
4	Not sure	0%	0
5	Refuse	2%	15
	Total	100%	616

Are you Hispanic or Latino?

#	Answer	%	Count
1	Yes, Hispanic or Latino	16%	99
2	No	79%	487
3	Refuse	5%	31
	Total	100%	616

Which of the following best describes your race:

#	Answer	%	Count
1	White	68%	419
2	Black or African American	13%	80
3	Asian or Pacific Islander	4%	22
4	Other or multiracial	8%	52
5	Refuse	7%	43
	Total	100%	616

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

#	Answer	%	Count
1	Less than a four-year degree	54%	333
2	A four-year degree or more	45%	274
3	Refuse	1%	9
	Total	100%	616

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

#	Answer	%	Count
1	Less than $50,000	19%	118
2	$50,000 to less than $100,000	28%	172
3	$100,000 or more	44%	271
4	Refuse	9%	55
	Total	100%	616

Do you consider yourself to be a:

#	Answer	%	Count
1	Democrat	34%	207
2	Republican	28%	171
3	Independent	29%	178
4	Something else	5%	31
5	Not sure	1%	9
6	Refuse	3%	20
	Total	100%	616

Lastly, what is your gender?

#	Answer	%	Count
1	Man	47%	286
2	Woman	50%	310
3	Identify another way	0%	2
4	Refuse	3%	18
	Total	100%	616

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 Oct. 10-14, 2024. A random sample of 616 New Jersey voters were interviewed. The poll was conducted via telephone by live interviewers in English.

Overall, 91% of interviews were conducted on cell phones and 9% on landline phones. In terms of mode, 65% were reached via dialing and 35% 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. Both listed and unlisted numbers are included. 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 were 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.