

**THURSDAY, SEPTEMBER 25, 2014**

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**DRIVERS ADMIT TO SOME RISKY BEHAVIORS IN INAUGURAL  
RUTGERS-EAGLETON, NEW JERSEY MEDICAL SCHOOL PUBLIC HEALTH POLL**

NEW BRUNSWICK, N.J. – In a state famous for its turnpike and infamous for traffic, tolls and “Jersey drivers,” a new partnership between the Rutgers-Eagleton Poll and Rutgers New Jersey Medical School (NJMS) has launched a series of public health polls with a survey about risky driving habits. New Jerseyans were asked about their perceptions of safety both as a driver and passenger.

“Three-quarters of New Jerseyans are behind the wheel nearly every day. They are continually at the center of jokes and have even been ranked as some of the worst drivers in the country,” said David Redlawsk, director of the Eagleton Center for Public Interest Polling (ECPIP) and professor of political science. “The ‘Jersey Driver’ ID implies a certain impatience and rudeness to those outside of the state, and perhaps risky driving behavior, which makes the stereotype a great place to start our new partnership.”

As a passenger, about 90 percent of New Jerseyans rank reading as a driver’s most dangerous activity, saying it would make them feel “very unsafe.” A majority of residents also are concerned about the driver’s cell phone use, although using a hands-free device significantly reduces concern. Eating or drinking by the driver makes just over half feel somewhat or very unsafe.

But respondents, when asked about their driving habits, admit to some of the same worrisome behaviors. Around half admit to at least occasionally eating, drinking or talking on a cell phone while driving. About 10 percent admit to sometimes reading phone messages or sending emails and text messages.

“In general, passengers are intolerant of behaviors perceived as risky or prone to cause distraction in other drivers, but many do engage in these behaviors themselves,” said Andrea Marcus, an epidemiologist and assistant professor at the Rutgers School of Health Related Professions and the School of Public Health (SPH). “At the same time, virtually no residents admit to actually reading a book, newspaper or tablet while driving – perceived to be the most dangerous activity. And only 5 percent say they have nodded off at the wheel, even just briefly, in the past 30 days.”

The Rutgers-Eagleton Public Health Series is a collaboration between ECPIP (home of the Rutgers-Eagleton Poll) and NJMS. Driving questions were modeled after the National Highway Traffic Safety Administration's 2011 National Phone Survey on Distracted Driving Attitudes and Behavior and the 2011-2012 Behavioral Risk Factor Surveillance System survey. Results are from a statewide Rutgers-Eagleton Poll of 871 New Jerseyans contacted by live callers on both landlines and cell phones from July 28 to Aug. 5, 2014, with a margin of error of +/- 3.9 percentage points.

**As passengers, New Jerseyans are cautious**

As passengers, respondents say they would feel unsafe if a driver performed many of a list of potentially unsafe activities. Reading a book, newspaper, or tablet is seen as very unsafe by nearly all Garden Staters. Reading emails or text messages follows closely behind with 87 percent calling such activity very unsafe, with another 9 percent saying it is "somewhat unsafe." These passenger perceptions do not vary by how often residents are on the road as drivers.

Drivers talking on a hand-held cell phone ranked a distant third in terms of unsafe activities, but it is still considered at least very unsafe by nearly 60 percent of respondents and somewhat unsafe by another quarter. However, a plurality of residents (45 percent) has no problem when drivers use a hands-free device; just 17 percent think this is very unsafe, while 22 percent say somewhat unsafe. The most frequent drivers are the most accepting of hands-free calling.

As passengers, residents are most accepting of eating or drinking; this practice is called unsafe by just over half, though only 23 percent see eating and drinking as very unsafe. Everyday drivers are somewhat more accepting of drivers eating and drinking compared to other drivers.

"New Jerseyans are right to be concerned about these behaviors," said Marian Passannante, an epidemiologist and professor at NJMS and SPH, and coordinator of an injury research and prevention group. "According to a recent study published in the *New England Journal of Medicine*, the risk of a crash or near-crash among newly licensed drivers increases if they are dialing or reaching for a cell phone, sending or receiving text messages, or eating."

**As drivers, New Jerseyans are less safety-conscious**

As drivers, New Jerseyans admit to some of the activities that concern them as passengers. They are most guilty of the habit that causes them the least concern – eating and drinking. Twelve percent admit to partaking on most or all trips, while another 40 percent say they do it on at least some trips. Similarly, respondents say they make or accept calls while driving: 17 percent do it all or most of the time, while another 30 percent does so at least occasionally.

Texting and emailing appears to be much less infrequent among drivers: About three-quarters claim they never text or email. Moreover, virtually no one admits to reading a book or other material while driving. However, everyday drivers are more likely to engage in these activities, with the exception of reading. Five percent of all drivers admit to having nodded off.

Redlawsk, however, cautions about potential underreporting of risky behaviors by drivers. “The reality is that people will underreport behaviors they know to be undesirable,” he said. “In particular, we suspect self-reporting of the most dangerous behaviors, like falling asleep or even texting and reading email, understates the truth. As passengers, New Jerseyans see the risk. As drivers, they don’t want to admit to taking those risks.”

“It is a real problem for everyone on New Jersey roads if even 10 percent of drivers read or send email or texts while driving,” added William Halperin, a physician and professor and chair of the Department of Preventive Professor at NJMS and the associate dean of the Newark Campus of SPH. “And the fact that 5 percent of drivers report falling asleep at the wheel in the last month is concerning. Just imagine the consequences. Phone calls, texting and ‘drowsy driving’ can and should be eliminated.”

# # #

**QUESTIONS AND TABLES BEGIN ON THE FOLLOWING PAGE**

**Questions and Tables**

The questions covered in the release of September 25, 2014 are listed below. Column percentages may not add to 100% due to rounding. Respondents are New Jersey Adults unless otherwise indicated; all percentages are of weighted results.

**Q. How often do you drive a motor vehicle, regardless of whether it is for work or for personal use? Is it almost every day or more, a few days a week, a few days a month, a few days a year, or do you never drive?**

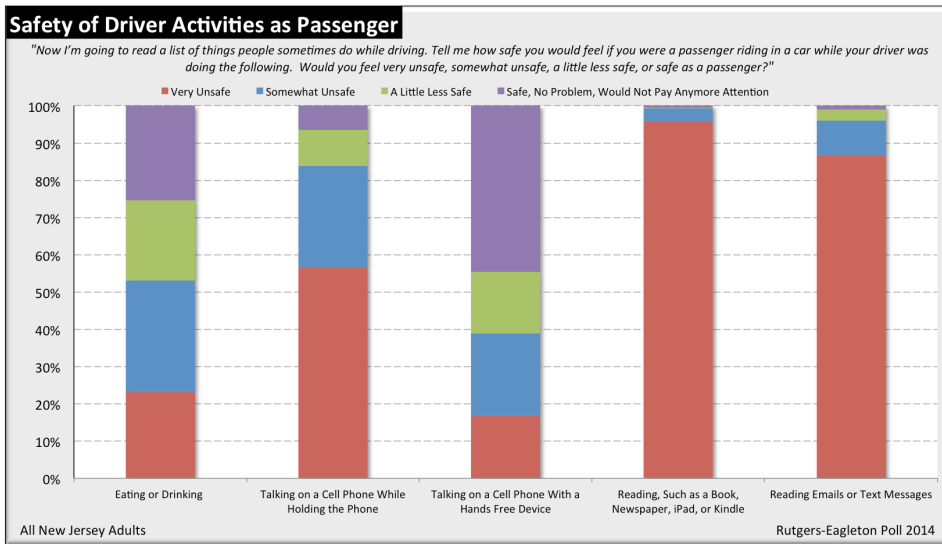
Almost every day (or more)	74%
Few days a week	12%
Few days a month	3%
Few days a year	1%
Never	10%
Unwgt N=	870

	Gender		Race		Age				Income			
	Male	Female	White	Non-white	18-29	30-49	50-64	65+	<50K	50K-100K	100K-150K	150K+
Almost every day	73%	74%	80%	65%	74%	73%	81%	64%	55%	80%	83%	91%
Few days a week	13%	11%	11%	14%	13%	11%	8%	18%	20%	10%	13%	6%
Few days a month	3%	3%	2%	5%	4%	4%	2%	2%	3%	2%	0%	3%
Few days a year	1%	1%	1%	1%	1%	1%	0%	0%	2%	0%	2%	0%
Never	9%	11%	7%	15%	8%	10%	9%	15%	20%	8%	2%	0%
Unwgt N=	417	453	576	253	146	209	255	260	199	222	104	105

	Region				
	Urban	Suburb	Exurban	Phil/South	Shore
Almost every day	60%	75%	84%	73%	75%
Few days a week	12%	13%	12%	10%	11%
Few days a month	4%	3%	1%	5%	2%
Few days a year	2%	0%	0%	2%	0%
Never	21%	8%	3%	10%	12%
Unwgt N=	128	298	126	138	180

**Q. Now I'm going to read a list of things people sometimes do while driving. Tell me how safe you would feel if you were a passenger riding in a car while your driver was doing the following. Would you feel very unsafe, somewhat unsafe, a little less safe, or safe as a passenger? [RANDOMIZE ORDER]**

	<b>Eating or Drinking</b>	<b>Talking on Cell, Holding Phone</b>	<b>Talking on Cell w/ Hands-Free Device</b>	<b>Reading (Book, Newspaper, etc.)</b>	<b>Reading Emails or Texts</b>
Very unsafe	23%	57%	17%	96%	87%
Somewhat unsafe	30%	27%	22%	3%	9%
A little less safe	22%	10%	17%	0%	3%
Safe	25%	6%	45%	1%	1%
Unwgt N=	832	834	835	836	836



**Eating or Drinking**

Very unsafe	23%
Somewhat unsafe	30%
A little less safe	22%
Safe	25%
Unwgt N=	832

	Gender		Race		Age				Income			
	Male	Female	White	Non-white	18-29	30-49	50-64	65+	<50K	50K-100K	100K-150K	150K+
Very unsafe	26%	20%	20%	27%	15%	16%	24%	43%	35%	25%	11%	10%
Somewhat unsafe	26%	34%	31%	29%	33%	27%	31%	29%	25%	27%	32%	38%
A little less safe	22%	22%	21%	21%	23%	26%	21%	14%	18%	19%	22%	30%
Safe	27%	24%	27%	24%	29%	31%	23%	14%	23%	29%	35%	21%
Unwgt N=	402	430	560	233	142	201	245	244	183	216	101	104

**Risky Driving September 2014**  
**Rutgers-Eagleton Public Health Series**

	Region					Driving Frequency		
	Urban	Suburb	Exurban	Phil/South	Shore	Almost every day+	Few days/wk.	Few days/mo. or less
Very unsafe	34%	21%	16%	27%	19%	17%	34%	48%
Somewhat unsafe	26%	29%	39%	33%	26%	32%	26%	19%
A little less safe	14%	25%	24%	19%	23%	23%	15%	17%
Safe	27%	25%	20%	22%	32%	27%	25%	15%
Unwgt N=	117	292	122	134	167	630	105	96

**Talking on a cell phone while holding the phone**

Very unsafe	57%
Somewhat unsafe	27%
A little less safe	10%
Safe	6%
Unwgt N=	834

	Gender		Race		Age				Income			
	Male	Female	White	Non-white	18-29	30-49	50-64	65+	<50K	50K- <100K	100K- <150K	150K+
Very unsafe	53%	60%	53%	63%	45%	50%	58%	81%	69%	54%	46%	41%
Somewhat unsafe	28%	27%	29%	24%	32%	31%	27%	15%	23%	29%	29%	39%
A little less safe	11%	9%	10%	9%	13%	13%	8%	3%	3%	10%	17%	12%
Safe	9%	5%	8%	4%	10%	6%	7%	2%	4%	7%	8%	8%
Unwgt N=	403	431	560	235	143	201	246	244	183	216	102	104

	Region					Driving Frequency		
	Urban	Suburb	Exurban	Phil/South	Shore	Almost every day+	Few days/wk.	Few days/mo. or less
Very unsafe	66%	56%	50%	61%	52%	52%	71%	72%
Somewhat unsafe	18%	28%	33%	28%	27%	30%	17%	20%
A little less safe	11%	10%	11%	8%	9%	10%	7%	7%
Safe	5%	6%	6%	2%	12%	8%	4%	1%
Unwgt N=	117	292	123	135	167	631	106	96

**Talking on a cell phone with a hands-free device**

Very unsafe	17%
Somewhat unsafe	22%
A little less safe	17%
Safe	45%
Unwgt N=	835

**Risky Driving September 2014**  
**Rutgers-Eagleton Public Health Series**

	Gender		Race		Age				Income			
	Male	Female	White	Non-white	18-29	30-49	50-64	65+	<50K	50K- <100K	100K- <150K	150K+
Very unsafe	16%	17%	14%	21%	11%	13%	15%	32%	27%	16%	16%	5%
Somewhat unsafe	20%	24%	19%	26%	22%	21%	22%	25%	20%	23%	20%	21%
A little less safe	18%	16%	18%	14%	13%	19%	16%	17%	17%	19%	20%	15%
Safe	46%	43%	49%	39%	54%	47%	46%	27%	37%	41%	44%	59%
Unwgt N=	404	431	561	235	143	203	246	243	183	216	102	105

	Region					Driving Frequency		
	Urban	Suburb	Exurban	Phil/South	Shore	Almost every day+	Few days/wk.	Few days/mo. or less
Very unsafe	23%	15%	15%	22%	14%	13%	26%	29%
Somewhat unsafe	19%	23%	27%	24%	17%	22%	27%	19%
A little less safe	23%	16%	16%	12%	16%	17%	12%	21%
Safe	35%	47%	42%	41%	53%	48%	36%	32%
Unwgt N=	117	293	123	135	167	633	106	95

**Reading, such as a book, newspaper, or an iPad or Kindle**

Very unsafe	96%
Somewhat unsafe	3%
A little less safe	0%
Safe	1%
Unwgt N=	836

	Gender		Race		Age				Income			
	Male	Female	White	Non-white	18-29	30-49	50-64	65+	<50K	50K- <100K	100K- <150K	150K+
Very unsafe	93%	98%	97%	94%	93%	95%	97%	98%	95%	97%	93%	97%
Somewhat unsafe	5%	2%	2%	6%	5%	4%	3%	1%	5%	3%	6%	2%
A little less safe	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%
Safe	1%	0%	1%	0%	1%	1%	0%	1%	0%	0%	0%	1%
Unwgt N=	404	432	561	236	143	203	246	244	183	216	102	105

	Region					Driving Frequency		
	Urban	Suburb	Exurban	Phil/South	Shore	Almost every day+	Few days/wk.	Few days/mo. or less
Very unsafe	97%	97%	98%	93%	93%	96%	94%	94%
Somewhat unsafe	3%	2%	1%	7%	5%	3%	5%	5%
A little less safe	0%	0%	0%	0%	1%	0%	0%	1%
Safe	0%	1%	1%	0%	1%	0%	2%	0%
Unwgt N=	117	293	123	135	168	633	106	96

**Reading e-mails or text messages**

Very unsafe	87%
Somewhat unsafe	9%
A little less safe	3%
Safe	1%
Unwgt N=	836

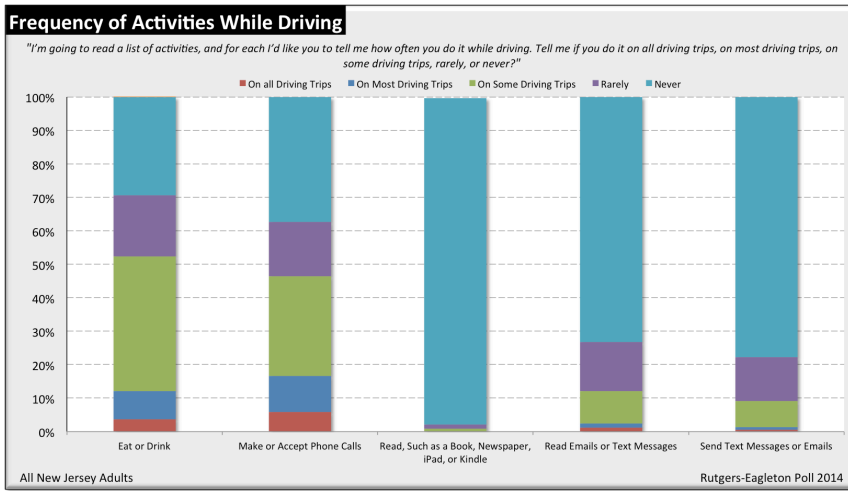
	Gender		Race		Age				Income			
	Male	Female	White	Non-white	18-29	30-49	50-64	65+	<50K	50K-100K	100K-150K	150K+
Very unsafe	84%	90%	86%	89%	76%	87%	90%	93%	90%	87%	81%	89%
Somewhat unsafe	11%	7%	10%	6%	14%	9%	9%	5%	8%	9%	14%	11%
A little less safe	4%	3%	3%	3%	8%	3%	1%	1%	1%	4%	5%	1%
Safe	2%	0%	1%	1%	3%	1%	0%	0%	2%	0%	0%	0%
Unwgt N=	404	432	561	236	143	203	246	244	183	216	102	105

	Region					Driving Frequency		
	Urban	Suburb	Exurban	Phil/South	Shore	Almost every day+	Few days/wk.	Few days/mo. or less
Very unsafe	88%	89%	90%	90%	77%	86%	92%	88%
Somewhat unsafe	7%	7%	8%	10%	15%	10%	7%	8%
A little less safe	2%	4%	2%	0%	5%	3%	1%	4%
Safe	2%	1%	0%	0%	2%	1%	1%	0%
Unwgt N=	117	293	123	135	168	633	106	96

**Q. I'm going to read a list of activities, and for each I'd like you to tell me how often YOU do it while driving. Tell me if you do it on all driving trips, on most driving trips, on some driving trips, rarely, or never? [RANDOMIZE ORDER]**

	Eat or Drink	Make/Accept Phone Calls	Read (Book, Newspaper, etc.)	Read Emails or Texts	Send Texts or Emails
On all driving trips	4%	6%	0%	1%	1%
On most driving trips	8%	11%	0%	1%	1%
On some driving trips	40%	30%	1%	10%	8%
Rarely	18%	16%	1%	15%	13%
Never	29%	37%	98%	73%	78%
Unwgt N=	774	773	774	774	774





**Eat or Drink**

On all driving trips	4%
On most driving trips	8%
On some driving trips	40%
Rarely	18%
Never	29%
Unwgt N=	774

	Gender		Race		Age				Income			
	Male	Female	White	Non-white	18-29	30-49	50-64	65+	<50K	<100K	<150K	150K+
On all driving trips	4%	3%	5%	2%	3%	5%	3%	3%	3%	2%	7%	6%
Most driving trips	7%	10%	10%	6%	9%	10%	9%	4%	8%	9%	8%	12%
Some driving trips	41%	40%	40%	40%	44%	43%	47%	22%	31%	42%	51%	42%
Rarely	19%	17%	19%	19%	18%	21%	16%	17%	22%	20%	15%	13%
Never	28%	30%	27%	33%	26%	22%	26%	54%	35%	26%	19%	27%
Unwgt N=	380	394	531	206	131	194	231	218	153	209	102	105

	Region					Driving Frequency		
	Urban	Suburb	Exurban	Phil/South	Shore	Almost every day+	Few days/wk.	Few days/mo. or less
On all driving trips	2%	2%	5%	4%	7%	4%	1%	6%
Most driving trips	7%	7%	6%	9%	13%	9%	8%	2%
Some driving trips	34%	44%	44%	37%	39%	42%	34%	30%
Rarely	23%	13%	19%	29%	15%	19%	13%	22%
Never	34%	34%	27%	22%	25%	27%	43%	39%
Unwgt N=	99	272	120	126	157	634	106	34

**Make or accept phone calls**

On all driving trips	6%
On most driving trips	11%
On some driving trips	30%
Rarely	16%
Never	37%
Unwgt N=	773

	Gender		Race		Age				Income			
	Male	Female	White	Non-white	18-29	30-49	50-64	65+	<50K	<100K	<150K	150K+
On all driving trips	6%	6%	7%	5%	5%	8%	6%	4%	4%	3%	11%	12%
Most driving trips	10%	11%	13%	6%	12%	15%	9%	4%	3%	12%	21%	16%
Some driving trips	33%	27%	29%	30%	37%	31%	33%	13%	19%	33%	28%	39%
Rarely	16%	16%	14%	20%	21%	15%	17%	12%	10%	18%	18%	19%
Never	35%	40%	36%	39%	26%	31%	35%	67%	64%	34%	22%	15%
Unwgt N=	379	394	530	206	131	194	231	217	153	209	102	105

	Region					Driving Frequency		
	Urban	Suburb	Exurban	Phil/South	Shore	Almost every day+	Few days/wk.	Few days/mo. or less
On all driving trips	6%	4%	5%	3%	12%	7%	2%	0%
Most driving trips	6%	13%	11%	10%	11%	13%	2%	6%
Some driving trips	29%	30%	36%	22%	32%	31%	25%	27%
Rarely	11%	14%	21%	24%	13%	17%	11%	11%
Never	47%	39%	27%	40%	32%	33%	60%	56%
Unwgt N=	99	272	120	126	156	633	106	34

**Read, such as a book, newspaper, iPad or Kindle**

On all driving trips	0%
On most driving trips	0%
On some driving trips	1%
Rarely	1%
Never	98%
Unwgt N=	774

	Gender		Race		Age				Income			
	Male	Female	White	Non-white	18-29	30-49	50-64	65+	<50K	<100K	<150K	150K+
On all driving trips	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Most driving trips	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	1%	0%
Some driving trips	2%	0%	0%	2%	3%	0%	0%	0%	3%	0%	0%	0%
Rarely	2%	1%	2%	1%	1%	0%	3%	0%	2%	1%	1%	1%
Never	97%	99%	98%	97%	95%	100%	96%	99%	95%	99%	98%	99%
Unwgt N=	380	394	531	206	131	194	231	218	153	209	102	105

**Risky Driving September 2014**  
**Rutgers-Eagleton Public Health Series**

	Region					Driving Frequency		
	Urban	Suburb	Exurban	Phil/South	Shore	Almost every day+	Few days/wk.	Few days/mo. or less
On all driving trips	0%	0%	0%	0%	0%	0%	0%	0%
Most driving trips	0%	0%	1%	0%	1%	0%	0%	0%
Some driving trips	0%	2%	1%	0%	0%	0%	4%	0%
Rarely	0%	1%	2%	4%	1%	1%	2%	3%
Never	100%	98%	96%	96%	99%	98%	94%	97%
Unwgt N=	99	272	120	126	157	634	106	34

**Read emails or text messages**

On all driving trips	1%
On most driving trips	1%
On some driving trips	10%
Rarely	15%
Never	73%
Unwgt N=	774

	Gender		Race		Age				Income			
	Male	Female	White	Non-white	18-29	30-49	50-64	65+	<50K	<100K	<150K	150K+
On all driving trips	1%	1%	1%	2%	3%	1%	0%	0%	2%	0%	3%	1%
Most driving trips	1%	1%	2%	0%	3%	1%	0%	0%	1%	1%	3%	0%
Some driving trips	10%	9%	8%	12%	19%	11%	5%	1%	7%	11%	14%	9%
Rarely	14%	15%	13%	16%	23%	16%	15%	1%	11%	13%	20%	25%
Never	73%	73%	77%	69%	53%	69%	78%	98%	79%	75%	61%	65%
Unwgt N=	380	394	531	206	131	194	231	218	153	209	102	105

	Region					Driving Frequency		
	Urban	Suburb	Exurban	Phil/South	Shore	Almost every day+	Few days/wk.	Few days/mo. or less
On all driving trips	3%	1%	0%	0%	2%	1%	0%	0%
Most driving trips	0%	1%	1%	1%	2%	1%	0%	0%
Some driving trips	11%	11%	5%	6%	12%	11%	3%	8%
Rarely	14%	14%	23%	13%	12%	16%	3%	20%
Never	72%	73%	71%	79%	71%	70%	94%	72%
Unwgt N=	99	272	120	126	157	634	106	34

**Send text messages or emails**

On all driving trips	1%
On most driving trips	1%
On some driving trips	8%
Rarely	13%
Never	78%
Unwgt N=	774

**Risky Driving September 2014**  
**Rutgers-Eagleton Public Health Series**

	Gender		Race		Age				Income			
	Male	Female	White	Non-white	18-29	30-49	50-64	65+	<50K	50K-100K	100K-150K	150K+
On all driving trips	1%	0%	1%	0%	1%	1%	0%	0%	1%	0%	0%	1%
Most driving trips	1%	1%	1%	1%	3%	1%	0%	0%	0%	1%	2%	0%
Some driving trips	7%	8%	5%	11%	16%	9%	4%	0%	7%	7%	13%	5%
Rarely	12%	14%	13%	14%	21%	14%	12%	2%	9%	11%	19%	25%
Never	79%	77%	81%	74%	58%	75%	84%	97%	84%	81%	67%	70%
Unwgt N=	380	394	531	206	131	194	231	218	153	209	102	105

	Region					Driving Frequency		
	Urban	Suburb	Exurban	Phil/South	Shore	Almost every day+	Few days/wk.	Few days/mo. or less
On all driving trips	1%	0%	0%	0%	2%	1%	0%	0%
Most driving trips	0%	1%	1%	1%	1%	1%	0%	1%
Some driving trips	9%	8%	6%	8%	8%	9%	4%	0%
Rarely	9%	12%	19%	12%	15%	15%	2%	12%
Never	81%	78%	75%	78%	75%	74%	94%	87%
Unwgt N=	99	272	120	126	157	634	106	34

**Q. During the past 30 days, have you ever nodded off or fallen asleep, even just for a brief moment, while driving?**

Yes	5%
No	95%
Unwgt N=	864

	Gender		Race		Age				Income			
	Male	Female	White	Non-white	18-29	30-49	50-64	65+	<50K	50K-100K	100K-150K	150K+
Yes	8%	3%	4%	7%	9%	6%	3%	3%	5%	5%	11%	6%
No	92%	97%	96%	93%	91%	94%	97%	97%	95%	95%	89%	94%
Unwgt N=	414	450	575	249	144	209	255	256	198	220	104	105

	Region					Driving Frequency		
	Urban	Suburb	Exurban	Phil/South	Shore	Almost every day+	Few days/wk.	Few days/mo. or less
Yes	1%	5%	8%	8%	5%	6%	5%	2%
No	99%	95%	92%	92%	95%	94%	95%	98%
Unwgt N=	126	296	126	137	179	632	106	125

**Rutgers-Eagleton Poll July 28 – August 5, 2014**

The Rutgers-Eagleton Poll was conducted by telephone using live callers July 28 –August 5, 2014 with a scientifically selected random sample of 871 New Jersey adults. This telephone poll included 543 landline and 328 cell phone adults, all acquired through random digit dialing. Distribution of household phone use in this sample is:

Cell Only:	24%
Dual Use, Reached on Cell:	14%
Dual Use, Reached on LL:	57%
Landline Only:	5%

Data were weighted to the demographics adults in New Jersey. Weights account for the probability of being selected within the sample frame and the probability of being sampled within a household, based on the number of individuals living in the household and the phone composition (cell, landline) of the household. The samples were weighted to several demographic variables reflecting the population parameters of the state of New Jersey: gender, race, age, and Hispanic ethnicity. The final weight, which combined all of the parameters mentioned, was trimmed at the 5th and 95th percentile so as to not accord too much weight to any one case or subset of cases. All results are reported with these weighted data.

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 the 871 adults is +/-3.3 percentage points at a 95 percent confidence interval. The adult sample weighting design effect is 1.40, making the adjusted margin of error +/- 3.9 percentage points for the adult sample.

Thus if 50 percent of New Jersey adults in this sample favor a particular position, we would be 95 percent sure that the true figure is between 46.1 and 53.9 percent (50 +/-3.9) if all New Jersey adults had been interviewed, rather than just a sample.

Sampling error increases as the sample size decreases, so statements based on various population subgroups are subject to more error than are statements based on the total sample. Sampling error does not take into account other sources of variation inherent in public opinion studies, such as non-response, question wording or context effects.

This Rutgers-Eagleton Poll was fielded in house by the Eagleton Center for Public Interest Polling. The questionnaire was developed and all data analyses were completed in house. The Rutgers-Eagleton Poll is paid for and sponsored by the Eagleton Institute of Politics, Rutgers University, a non-partisan academic center for the study of politics and the political process.

<b>Weighted Sample Characteristics</b>			
<b>871 New Jersey Adults</b>			
32% Democrat	49% Male	21% 18-29	58% White
50% Independent	51% Female	35% 30-49	12% Black
18% Republican		27% 50-64	18% Hispanic
		17% 65+	12% Asian/Other/Multi