Questions are presented in the order they were administered. Numbering may not necessarily be sequential and question numbers may be missing due to cuts prior to fielding and numbering convention.

Introduction - LANDLINE

Hello, my name is ______________. I'm conducting a research study for the Eagleton Center for Public Interest Polling. I'm not selling anything and just need a few minutes I'd like to ask a few questions of the YOUNGEST MALE over 18 who is now at home

(IF NO MALE AT HOME NOW: Then may I speak with you?)

[REINTRO AS NEEDED]
Hello, my name is ______________. I am conducting a research study for the Eagleton Center for Public Interest Polling. I am not selling anything, and just need a few minutes. Would you talk with me for a bit?

1 YES, CONTINUE WITH RESPONDENT
0 UNWILLING, END INTERVIEW

Introduction – CELL PHONE

Hello, my name is ______________. I'm conducting a research study for the Eagleton Center for Public Interest Polling. I am not selling anything and just need a few minutes. I know I am reaching you on a cell phone. We need to talk to people with cell phones to ensure we represent all of New Jersey. Are you currently driving, walking, or in any public place that might distract you?

0 DISTRACTED → RESCHEDULE/TERMINATE
1 NOT DISTRACTED, now is a good time to talk

IF NECESSARY: We are not selling anything, not asking for money, and all your answers will be completely confidential.

IF RESPONDENT DECLINES TO PARTICIPATE, POSSIBLE PROBES:
--Your participation is very important because only 900 people statewide have been randomly selected for this survey and your views will represent many people throughout the state.
IF "DON'T KNOW ENOUGH":
-- There are no right or wrong answers. We are only interested in your opinions. They are just as important as anybody else's.
QD7  To ensure we are reaching people of all ages, would you please tell me your age?

_____ (ENTER AGE: 98+=98+, 99 = REFUSED)

[IF Don’t Know/REFUSED IN QD7, ASK:]

QD8  Is it between...?

1  18 - 20
2  21 - 24
3  25 - 29
4  THIRTIES (30 - 39)
5  FORTIES (40 - 49)
6  FIFTIES (50 - 59)
7  60 - 64
8  65 OR OVER
9  Refused (VOL)

[IF REFUSED IN BOTH QD7 and QD8 TERMINATE, We must know age.  
IF UNDER 18, TERMINATE, too young.]

QD5  May I please have your home zip code?

________________ (RECORD)

8  Don’t Know (VOL)
9  Refused (VOL)

QD5A  And what county do you live in?

[Choose from list of NJ Counties]

IF NOT NEW JERSEY BASED ON COUNTY, TERMINATE: Thank you, we are only talking to New Jersey residents today.

WHEN RESPONDENT ON PHONE: Great. We are talking to New Jersey residents to conduct a research study on public policy issues. Your participation is important as only about 900 people statewide will be selected to take part in this study. This should only take less than 15 minutes. Your answers are confidential and will only be reported in combination with others. Your participation is voluntary, you may end at any time, and you may skip questions you do not want to answer. May I ask the first question? [IF YES] Thanks!

1.  No → Attempt Convert
2. YES

[CODE GENDER BY OBSERVATION]

QD26 Respondent Gender

1 Male
2 Female

LEADERSHIP PERCEPTION; 2014 US SENATE ELECTION

Q1 Thanks! First, I'd like to ask about some people and groups. Please tell me if your general impression of each one is favorable or unfavorable, or if you do not have an opinion. If you do not know the name, just say so. First:

DROP ORIGINAL Q1D, Q1E, Q1G AND RENUMBER

Q1A President Barack Obama.
Q1B Governor Chris Christie.
Q1C U.S. Senator Cory Booker.
Q1D Former Secretary of State Hillary Clinton.
Q1E Lieutenant Governor Kim Guadagno. [gwa-DON-oh]
Q1F Republican U.S. Senate Candidate Jeffrey Bell.

1 Favorable
2 Unfavorable
3 No Opinion
8 Don't Know Person
9 Refused

Q2 There will be an election for the U.S. Senate in November. If the election were today, would you vote for [ROTATE: Democrat Cory Booker, Republican Jeffrey Bell], someone else, or would you not vote?

1 Booker
2 Bell
3 Other
4 Not Vote
8 Don’t know
9 Refused

Q3 Overall, do you approve or disapprove of the way Cory Booker is handling his job as a U.S. Senator?
How about Barack Obama – do you approve or disapprove of the way Barack Obama is handling his job as president?

And overall, do you approve or disapprove of the way Chris Christie is handling his job as governor?

Now I am going to list some specific areas where I would like you to tell me if you approve or disapprove of the job Chris Christie is doing as Governor. First:

PRESIDENTIAL RACE (RVs ONLY)

In politics today, do you consider yourself a Democrat, Republican, Independent, or something else?

Democrat → SKIP TO QD4
Republican → SKIP TO QD4
QD3 Would you say that you lean toward the Democrats, the Republicans, or neither party?

1 Democrat
2 Republican
3 Neither
8 Don’t know
9 Refused

QD4 Do you consider yourself to be liberal, conservative, or somewhere in between?

1 Liberal
2 Conservative
3 Somewhere in between
4 Other (VOL)
8 Don’t know
9 Refused

QD1 Are you NOW registered to vote where you live or haven't you been able to register so far?

1 Now registered to vote
2 Haven’t been able to register so far  \rightarrow SKIP TO Q12
8 Don’t know  \rightarrow SKIP TO Q12
9 Refused  \rightarrow SKIP TO Q12

[REPUBLICANS AND R LEANERS ONLY – QD2 OR QD3=2]

Q7 The 2016 presidential election is far away, but thinking ahead to the Republican primary for president, who would be your first choice for the Republican candidate? Just tell me a name.

[OPEN-ENDED – CODE TO LIST]

1. Bobby Jindal
2. Chris Christie
3. Jeb Bush
4. John Kasich
5. Marco Rubio
6. Michael Bloomberg
7. Mike Huckabee
8. Mitt Romney
9. Newt Gingrich
10. Paul Ryan
11. Rand Paul
12. Rick Perry

5
13. Rick Santorum
14. Rob Portman
15. Ron Paul
16. Rudy Giuliani
17. Sarah Palin
18. Scott Walker
19. Ted Cruz
77 Other [SPECIFY]
88 Don't know
99 Refused

**[REPUBLICANS AND R LEANERS ONLY – QD2 OR QD3=2]**

Q8 And who would be your second choice for the 2016 Republican candidate? Just tell me a name if you have a second choice.

1. Bobby Jindal
2. Chris Christie
3. Jeb Bush
4. John Kasich
5. Marco Rubio
6. Michael Bloomberg
7. Mike Huckabee
8. Mitt Romney
9. Newt Gingrich
10. Paul Ryan
11. Rand Paul
12. Rick Perry
13. Rick Santorum
14. Rob Portman
15. Ron Paul
16. Rudy Giuliani
17. Sarah Palin
18. Scott Walker
19. Ted Cruz
66 No one
77 Other [SPECIFY]
88 Don't know
99 Refused

**[DEMOCRATS AND D LEANERS ONLY – QD2 OR QD3=1]**

Q9 The 2016 presidential election is far away, but thinking ahead to the Democratic primary for president, who would be your first choice for the Democratic candidate? Just tell me the name.

**[OPEN-ENDED – CODE TO LIST]**
1. Andrew Cuomo
2. Brian Schweitzer
3. Cory Booker
4. Elizabeth Warren
5. Hillary Clinton
6. Joe Biden
7. Martin O’Malley
77 Other [SPECIFY]
88 Don’t know
99 Refused

[DEMOCRATS AND D LEANERS ONLY – QD2 OR QD3=1]

Q10 And who would be your second choice for the 2016 Democratic candidate? Just tell me the name if you have a second choice.

1. Andrew Cuomo
2. Brian Schweitzer
3. Cory Booker
4. Elizabeth Warren
5. Hillary Clinton
6. Joe Biden
7. Martin O’Malley
66 No one
77 Other [SPECIFY]
88 Don’t know
99 Refused

Q11 If the election for president were today, and the candidates were [ROTATE ORDER: Republican Chris Christie and Democrat Hillary Clinton], for whom would you vote?

1 Christie
2 Clinton
3 Someone else (vol)
8 Don’t know
9 Refused

Q12 There is a lot of talk about Governor Christie running for president. Do you think he will run in 2016, or not?

0 No
1 Yes
8 Don’t know
9 Refused

Q13 In general, are the decisions Christie is making lately about various issues, including whether to sign or veto bills, more about [ROTATE ORDER: what’s best for NJ or more about his
potential run for president)?

1  Best for New Jersey
2  Potential run for president
8  Don't know
9  Refused

Q14  Governor Christie has been frequently travelling outside of New Jersey in the past year to fundraise and campaign as part of his duties as the Chairman of the Republican Governor’s Association. Do you think the governor’s travel schedule hurts his ability to be an effective governor in New Jersey, or does it not have an affect on his ability to govern?

1  Hurts his ability
2  Does not have an effect
3  Helps ability to govern (VOL)
8  Don’t know
9  Refused

**ISSUES**

Let’s talk about some issues facing New Jersey.

Q15  Of the following, which is the MOST important problem facing New Jersey today? Is it: [RANDOMIZE OPTION ORDER FOR 1-8, READ 1-9]

1  Hurricane Sandy recovery
2  The economy and jobs
3  Taxes, including property taxes
4  Education and Schools
5  Crime and Drugs
6  Government spending
7  Health Care
8  Government corruption and abuse of power
9  Or is it something else? [SPECIFY]
88  Don’t know (vol)
99  Refused (vol)

**NJSBA**

Now I’d like to ask a couple of questions related to the schools in your community.

QSB1  First, what would you say are the one or two most important tasks of your local board of education? Just tell me in a few words what you think these are.

[OPEN ENDED – RECORD VERBATIM]
QSB2  And how would you rate the performance of your local school board? Would you say it is doing an excellent job, a good job, only a fair job, or is it doing a poor job overseeing the local public schools?

1. Excellent
2. Good
3. Fair
4. Poor
8. Don’t know (vol)
9. Refused (vol)

QSB3  Please think about the New Jersey School Boards Association, an independent organization that trains local school board members and provides advocacy and support to advance public education and promote student achievement. Before today, had you ever heard of this organization?

0. No
1. Yes → ASK QSB4
8. Don’t Know (vol)
9. Refused (vol)

[Ask QSB4 only if YES to QSB3]
QSB4  Do you have a favorable or unfavorable impression of the New Jersey School Boards Association?

1. Favorable
2. Unfavorable
8. Don’t Know (vol)
9. Refused (vol)

GUN CONTROL BILL VETO AND GUN VIOLENCE

Q16  Let’s talk about guns and violence. How concerned are you about the amount of gun violence in the U.S. today? Are you very concerned, somewhat concerned, or not at all concerned?

1. Very concerned
2. Somewhat concerned
3. Not at all concerned
8. Don’t Know
9. Refused

Q17  Which do you think is more important – to protect the right of Americans to own guns, or to control gun ownership?

1. Protect right to own guns
Q19  Governor Christie recently vetoed a bill that would have reduced the legal size of ammunition magazines from 15 to 10 bullets. [ROTATE: Christie said limiting magazines to 10 bullets would not reduce future instances of mass violence. Supporters of the bill said smaller magazines would make shootings less deadly by requiring shooters to reload more often, giving others time to react.] Do you agree or disagree with the governor’s veto?

1  Agree
2  Disagree
8  Don’t know
9  Refused

Q20  Before announcing the veto, Governor Christie declined to meet with parents of children killed in the 2012 Sandy Hook Elementary School shooting. [ROTATE: Christie defended his decision, saying it would have been hypocritical to meet since he had already vetoed the bill earlier that day. The parents called Christie’s refusal a cowardly political move, saying he should have met anyway to explain his veto.] What do you think? [ROTATE IN SAME ORDER AS PRIOR: Would meeting have been hypocritical, or should Christie have met with the parents despite the veto]?

1  Hypocritical
2  Still should have met
8  Don’t know
9  Refused

SUPREME COURT HOBBY LOBBY RULING, CONTRACEPTION – DROP BATTERY

GWB/PORT AUTHORITY SCANDALS

Q27  Let’s turn to the ongoing controversy over the George Washington Bridge lane closures in Fort Lee. Governor Christie has said that the closing was done without his knowledge by staff members acting on their own. Do you fully believe Governor Christie’s explanation of what happened, somewhat believe his explanation, or not believe it at all?

1  Fully believe
2  Somewhat believe
3  Not believe it at all
8  Don’t Know
9  Refused
Q29 Given all the allegations about the bridge, as well as talk about the Christie administration using Port Authority to further political goals, how serious do you think these issues are for Governor Christie? Are they extremely serious, very serious, not very serious, or not at all serious?

1 Extremely serious  
2 Very serious  
3 Not very serious  
4 Not at all serious  
8 Don’t Know  
9 Refused  

Q30 Do you think these allegations are [ROTATE: unique to the Christie administration or just politics as usual]?

1 Unique to the Christie administration  
2 Politics as usual  
8 Don’t Know  
9 Refused  

Q32 How damaging has all of this been to Governor Christie’s presidential ambitions nationally? Has it been very damaging, somewhat damaging, not very damaging, or not at all damaging?

1 Very damaging  
2 Somewhat damaging  
3 Not very damaging  
4 Not at all damaging  
8 Don’t Know  
9 Refused  

Q33 Governor Christie has continued to deny these allegations to the press and even jokingly brushed them aside on late night television. Do you think the governor has been mostly successful or mostly unsuccessful in putting the George Washington Bridge scandal and other related events behind him?

1 Mostly Successful  
2 Mostly Unsuccessful  
8 Don’t know  
9 Refused  

Q33A The legislature has been investigating the Christie administration about the bridge and other allegations, and has required officials to provide records and testify. Do you think the investigation should continue to try to find out exactly what happened, or is it a waste of time to keep focusing on this event when there are other important issues?

1 Keep investigating
The next few questions are about things in your home that can potentially prevent certain types of injuries.

QCH1 First, is your hot water heater fueled by gas or electricity?

1 Gas  2 Electricity  8 Don’t Know/Not sure  9 Refused

QCH2 And is your home’s heating system fueled by gas, oil, or electricity?

1 Gas  2 Electricity  3 Oil  8 Don’t Know/Not sure  9 Refused

QCH3 Do you have any of the following in your home? Please answer yes or no to each item.

[RANDOMIZE ORDER]

QCH3A A carbon monoxide detector.
QCH3B A smoke detector.
QCH3C A fire extinguisher.

Response options:

0 No  1 Yes  8 Don’t Know  9. Refused

[NOTE – FOR EACH ITEM QCH3A TO QCH3C, IF RESPONSE IS 1=YES, IMMEDIATELY ASK THE APPROPRIATE QUESTION FROM QCH4A TO QCH4C. IF RESPONSE IS NOT 1=YES, SKIP APPROPRIATE ITEM IN QCH4A-C GROUP.]

QCH4 During the past 12 months, have you checked this item to see if it was working?
QCH4A  A carbon monoxide detector  
QCH4B  A smoke detector  
QCH4C  A fire extinguisher  

Response options:  
0  No  
1  Yes  
8  Don’t Know  
9  Refused  

QCH5  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?  
1  Almost every day (or more)  
2  Few days a week  
3  Few days a month  
4  Few days a year  
5  Never  
8  Don’t know  
9  Refused  

[ROTATE QCH6 AND QCH7]  

QCH6  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 QCHA-QCHE]  
QCH6A  Eating or drinking  
QCH6B  Talking on a cell phone while holding the phone  
QCH6C  Talking on a cell phone with a hands-free device  
QCH6D  Reading, such as a book, newspaper, or an iPad or Kindle  
QCH6E  Reading e-mails or text messages  

[RESPONSE OPTIONS]  
1  Very unsafe  
2  Somewhat unsafe  
3  A little less safe  
4  Safe, no problem, would not pay any more attention  
8  Don’t know  

QCH7 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]

QCH7A Eat or drink
QCH7B Make or accept phone calls
QCH7C Read, such as a book, newspaper, iPad or Kindle
QCH7D Read emails or text messages
QCH7E Send text messages or emails

[RESPONSE OPTIONS]

1. On all driving trips
2. On most driving trips
3. On some driving trips
4. Rarely
5. Never
8. Don’t know
9. Refused

QCH8 During the past 30 days, have you ever nodded off or fallen asleep, even just for a brief moment, while driving?

1. Yes
0. No
8. Don’t Know
9. Refused

[Illness/Injury Prevention]

QCH9 Next I would like to know your opinion about some illness prevention measures that you may have heard or read about. For each of the following measures, please tell me if you think it is very valuable, somewhat valuable, or not at all valuable at all in helping to reduce illness: [RANDOMIZE ORDER]

QCH9A Pap Smears to detect cervical cancer for women 21-65 years old.
QCH9B Mammograms to detect breast cancer for women 40 –74 years old.
QCH9C Screening colonoscopies to detect colon cancer for men and women who are 50 years old or older.

[RESPONSE OPTIONS]

1. Very valuable
2. Somewhat valuable
QCH10 Some prevention measures require special training. The next questions are about two of these measures: CPR, which is Cardiopulmonary resuscitation, which is used when someone’s heart stops and involves pumping on the chest, and the Heimlich maneuver, which is used when someone is choking, and involves short thrusts to the belly below the chest.

Have you ever heard of CPR – that is, Cardiopulmonary resuscitation – before?

1 Yes
0 No \(\Rightarrow\) SKIP TO QCH14
8 Don’t know/not sure \(\Rightarrow\) SKIP TO QCH14
9 Refused \(\Rightarrow\) SKIP TO QCH14

QCH11 Have you ever been trained to perform CPR?

1 Yes
0 No
8 Don’t know/not sure
9 Refused

QCH12 Have you ever performed CPR on someone?

1 Yes
0 No
8 Don’t know/not sure
9 Refused

QCH13 Has anyone ever performed CPR on you?

1 Yes
0 No
8 Don’t know/not sure
9 Refused

QCH14 Have you ever heard of the Heimlich maneuver?

1. Yes \(\Rightarrow\) SKIP TO QCH18
0 No \(\Rightarrow\) SKIP TO QCH18
8 Don’t know/not sure \(\Rightarrow\) SKIP TO QCH18
9 Refused \(\Rightarrow\) SKIP TO QCH18

QCH15 Have you ever been trained to perform the Heimlich maneuver?
1. Yes
1. No
8. Don't know/not sure
9. Refused

QCH16 Have you ever performed the Heimlich maneuver on someone?

1. Yes
0. No
8. Don't know/not sure
9. Refused

QCH17 Has anyone ever performed the Heimlich maneuver on you?

1. Yes
1. No
8. Don't know/not sure
9. Refused

QCH18 Now let’s talk about blood pressure. When you visit the doctor, they often take your blood pressure. Do you think a blood pressure reading of 160 over 98 would be considered:

[READ 1-4]

1. low
2. normal
3. borderline, or
4. high?
8. don’t know
9. Refused

QCH19 There are things that can be done to decrease someone’s blood pressure if it is too high. For each of the following items, please tell me whether or not you think it can help to decrease high blood pressure:

[RANDOMIZE ORDER QCH19A- QCH19D]

QCH19A Regular physical exercise
QCH19B Maintaining a healthy body weight
QCH19C Taking a multi-vitamin
QCH19D Taking blood-pressure medication, as prescribed by a health care provider

[RESPONSE OPTIONS]

1. Yes
0. No
QCH20 On another topic, if you or someone in your family might have taken the wrong medication, too much medication, or been exposed to some chemical that might be harmful, please tell me how likely you would be to do any of the following to get help. Would you be very likely, somewhat likely, or not at all likely to:

[RANDOMIZE ORDER QCH20A- QCH20A G]

QCH20A   Call a friend or family member
QCH20B   Call a doctor
QCH20C   Call a Poison Control Center at 1-800-222-1222
QCH20D   Call 911
QCH20E   Call 211
QCH20F   Search the Internet
QCH20G   Do nothing

[RESPONSE OPTIONS]

1   Very likely
2   Somewhat likely
3   Not at all likely
8   Don’t know
9   Refused

QCH21 In the past year, have you or any member of your family called poison control?

1   Yes
0   No
8   Don’t Know
9   Refused

DEMOGRAPHICS

We’re almost finished. Now we have a few last questions to help us understand our results.

QD6   What was the last grade in school you completed? [CODE TO LIST]

1   8th Grade Or Less
2   High School Incomplete (Grades 9, 10 and 11)
3   High School Complete (Grade 12)
4   Vocational/Technical School
5   Some College
6   Junior College Graduate (2 Year, Associates Degree)
QD9  What is your primary employment status? Are you: [READ 1-8]

[IF RESPONDENT SAYS SELF-EMPLOYED, PROMPT WITH “AND ARE YOU SELF-EMPLOYED FULL TIME OR PART TIME?”]

1  Employed full time [CODE ALSO FOR THOSE SELF-EMPLOYED FULL TIME]
2  Employed part time [CODE ALSO FOR THOSE SELF-EMPLOYED PART TIME]
3  Laid off from a job
4  A homemaker or stay at home parent
5  Retired
6  Otherwise Not Employed
7  Disabled
8  Refused (VOL)

QD10  Are you Catholic, Protestant, Jewish, Muslim, some other religion, Atheist or agnostic?

1  Catholic  \(\rightarrow\) ASK QD11
2  Protestant  \(\rightarrow\) ASK QD11
3  Jewish
4  Muslim
5  Some other religion
6  Atheist
7  Agnostic
8  Don’t Know (VOL)
9  Refused (VOL)

[ASK ONLY IF QD10 = 1,2]

QD11  Would you describe yourself as a born again or evangelical Christian?

1  Yes
2  No
8  Don’t Know (VOL)
9  Refused (VOL)

QD12  How often do you attend church, synagogue, or other worship services: at least once a week, almost every week, about once a month, seldom or never?

1  At least once a week
2  Almost every week
3  About once a month
4  Seldom
5  Never
QD13  Do you or any member of your household belong to a labor union?

1. Yes  →  ASK QD14
2. No
8  Don’t Know (VOL)
9  Refused (VOL)

[ASK ONLY IF QD13 = 1]
QD14  Is the union a public employee union?

1  Yes
2  No
8  Don’t Know (VOL)
9  Refused

QD17  Are you of Latino or Hispanic origin, such as Mexican, Puerto Rican, Cuban or some other Spanish background?

1  Yes
2  No
8  Don’t know (VOL)
9  Refused (VOL)

QD18  Are you white, Black or of Asian origin, or are you some other race, or multi-racial?

1  White
2  Black (accept African-American)
3  Asian
4  Hispanic / Latino / Spanish (VOL)
5  OTHER, SPECIFY:_____________________
6  Multi-racial
8  Don’t know (VOL)
9  Refused (VOL)

QD19  Are you married, in a committed relationship, widowed, divorced, separated, or have you never been married?

1  Married
2  Committed relationship
3  Widowed
4  Divorced
5  Separated
6  Never married
9  Refused (VOL)
QD20  Are there children under the age of 18 living in your household?

1   Yes
2   No
9   Refused

QD21  Last year, that is in 2013, what was your total family income from all sources, before taxes? Just stop me when I get to the right category. [READ LIST]

1   Less than $25,000
2   25 to under $50,000
3   50 to under $75,000
4   75 to under $100,000
5   100 to under $150,000
6   $150,000 or more
8   Don’t know [VOL. – DO NOT READ]
9   Refused [VOL. – DO NOT READ]

QD29A Do you personally have any health insurance of any kind that covers doctor and medical expenses?

0   No
1   Yes
8   Don’t Know
9   Refused

QD35  Does anyone in your household own any kind of gun?

1.   No
2.   Yes
8   Don’t Know (VOL)
9   Refused (VOL)

[IF REACHED ON CELL PHONE ASK:]
QD34C Do you have any landline phones in your household or do you only use cell phones?

1.   Landline in Household (reached on Cell)
2.   Only use Cell
9   Refused (VOL)

[IF REACHED ON CELL PHONE ASK:]
QD35C Do you share your cell phone for personal use (at least one-third of the time) with other adults?
1. Yes
2. No
9. Refused

[ASK ONLY IF QD35C = 1]

QD40C How many adults – including you – share the cell phone?
____ [ENTER NUMBER: 99= REFUSED]

[IF REACHED ON LANDLINE PHONE ASK:]

QD34L Do you have any cell phones in your household or do you only use landline phones?
3. Cell in Household (reached on LL)
4. Only use landline
9. Refused (VOL)

[IF REACHED ON LANDLINE PHONE ASK:]

QD35L How many adults are in your household?
____ [ENTER NUMBER: 99= REFUSED]

Closing and Additional Informed Consent Language

That completes our survey. Thank you very much for your time and cooperation. If you have any questions, you may contact Dr. David Redlawsk (pronounced RED-losk) at 732-932-9384. If you have any questions about your rights as a research participant, you may contact the administrator of the Rutgers Institutional Review Board at 848-932-0150. Have a good day/evening.

Methodology Statement

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, including 750 registered voters. 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 for registered voters (N=750) and all adults (N=871) were weighted separately to the demographics of registered voters and adults in New Jersey, respectively. Both 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. The simple sampling error for 750 registered voters is +/-3.5 percentage points. The weighting design effect for the registered voter sample is 1.25, making the adjusted margin of error +/-4.0 percentage points for the registered voter sample.

Thus if 50 percent of New Jersey registered voters in this sample favor a position, we would be 95 percent sure that the true figure is between 46.0 and 54.0 percent (50 +/-4.0) if all New Jersey voters 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.

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