

**Rutgers-Eagleton Poll #196**  
**February 3-10, 2015**

**Sample: 850 NJ ADULTS Plus 200 Jersey City Employee Oversample**

**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 about 850 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.

**IF NOT INTERESTED, DON'T WANT TO:**

-- Can you help me; we could really use your cooperation and we are interested in what you think.

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.

**[IF JERSEY CITY OVERSAMPLE ONLY, ASK QD9, SL1, AND SL2 HERE. IF WORKS IN JERSEY CITY AND NOT FOR GOVERNMENT, CONTINUE WITH CONSENT. IF NOT, TERMINATE AS SPECIFIED AT END OF JERSEY CITY SICK LEAVE BATTERY]**

**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 850 people statewide will be selected to take part in this study. This should only take about 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

**[→ IF JERSEY CITY OVERSAMPLE ONLY, SKIP TO QD9]**

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
- 8 Don't know
- 9 Refused

**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:

**[RANDOMIZE ORDER Q1A-Q1J]**

- Q1A President Barack Obama.
- Q1B Governor Chris Christie.
- Q1C U.S. Senator Cory Booker.
- Q1D U.S. Senator Robert Menendez
- Q1E Former Secretary of State Hillary Clinton.
- Q1F Wisconsin Governor Scott Walker.
- Q1G Lieutenant Governor Kim Guadagno [Gwa-DAH-n-no].
- Q1H Republicans in the United States Congress.
- Q1I Democrats in the United States Congress.
- Q1J Former Florida Governor Jeb Bush.

- 1 Favorable

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

**JOB RATINGS - ALL**

Q2 Overall, do you approve or disapprove of the way Barack Obama is handling his job as president?

- 1 Approve
- 2 Disapprove
- 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?

- 1 Approve
- 2 Disapprove
- 8 Don't know
- 9 Refused

Q4 Overall, do you approve or disapprove of the way Robert Menendez is handling his job as a U.S. Senator?

- 1 Approve
- 2 Disapprove
- 8 Don't know
- 9 Refused

**[SPLIT SAMPLE, RANDOMLY ASSIGN ½ OF RESPONDENTS TO RECEIVE QUESTIONS IN THE ORDER Q5, Q6, Q7, Q8 (GROUP 1), OR Q8, Q5, Q6, Q7 (GROUP 2)]**

Let's turn to Governor Chris Christie.

**[IF GROUP 1 SKIP TO Q5]**

Q8 Now, thinking about the past five years as a whole, has Chris Christie been a good governor for New Jersey, a bad governor, or neither good nor bad?

- 1 Good
- 2 Bad
- 3 Neither good nor bad
- 8 Don't know

9 Refused

Q5 Please rate how Chris Christie is handling his job as governor, using a grading scale from A to F. You can give him any full letter grade, A, B, C, D, or F.

- 1 A
- 2 B
- 3 C
- 4 D
- 5 F
- 8 Don't know
- 9 Refused

Q6 And overall, do you approve or disapprove of the way Chris Christie is handling his job as governor?

- 1 Approve
- 2 Disapprove
- 8 Don't know
- 9 Refused

Q7 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:

**[RANDOMIZE ORDER Q7A-Q7G]**

- Q7A New Jersey's economy and jobs
- Q7B Hurricane Sandy recovery
- Q7C Taxes
- Q7D Education and Schools
- Q7E The state budget
- Q7F Crime and drugs
- Q7G The state pension fund situation

- 1 Approve
- 2 Disapprove
- 8 Don't know
- 9 Refused

**[IF GROUP 2 SKIP TO Q9]**

Q8 Now, thinking about the past five years as a whole, has Chris Christie been a good governor for New Jersey, a bad governor, or neither good nor bad?

- 1 Good
- 2 Bad
- 3 Neither good nor bad

- 8 Don't know
- 9 Refused

Q9 And, what ONE WORD would you say best describes Chris Christie?

**[OPEN ENDED, RECORD VERBATIM]**

Q9A There has been a lot of talk lately about Chris Christie's declining poll numbers in New Jersey and why this has happened. In just a few words, please tell me the ONE thing you think has contributed MOST to Christie's falling ratings.

**[OPEN ENDED, RECORD VERBATIM]**

<b>PARTISAN ID</b>
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QD2 In politics today, do you consider yourself a Democrat, Republican, Independent, or something else?

- 1 Democrat → **SKIP TO QD4**
- 2 Republican → **SKIP TO QD4**
- 3 Independent
- 4 Something Else/Other
- 8 Don't know
- 9 Refused

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

**[ROTATE Q10, Q11, Q12]**

Now, let's talk about the 2016 presidential election, even though it is still a long way away.

Q10 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

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

- 1 Bush
- 2 Clinton
- 3 Someone else (vol)
- 8 Don't know
- 9 Refused

Q12 If the election for president were today, and the candidates were **[ROTATE ORDER: Republican Scott Walker and Democrat Hillary Clinton]**, for whom would you vote?

- 1 Walker
- 2 Clinton
- 3 Someone else (vol)
- 8 Don't know
- 9 Refused

Q13 In general, are the decisions Governor 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 frequently travelled outside of New Jersey over the last several months, including trips to key swing states and international travel. Do you think the governor's travel schedule has hurt his ability to be an effective governor in New Jersey, or has it not affected 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

**[ROTATE CLINTON AND CHRISTIE PRESIDENTIAL ITEMS QUESTION ORDER,  
Q15A, Q15, Q16 AS ONE GROUP, Q17, Q18 AS ANOTHER GROUP]**

**[GROUP 1 FOR ROTATION]**

Q15A How likely do you think it is that Chris Christie will become the Republican Party's presidential nominee in 2016? Very likely, somewhat likely, not very likely, or not likely at all?

- 1. Very likely
- 2. Somewhat likely
- 3. Not very likely
- 4. Not likely at all
- 8 Don't know
- 9 Refused

Q15 Do you think Chris Christie would or would not make a good president?

- 1 He would make a good president
- 2 He would not make a good president
- 8 Don't know
- 9 Refused

Q16 For each of the following, please tell me whether it does or does not apply to Chris Christie, compared to other potential Republican presidential candidates.

**[ROTATE ORDER Q16A-Q16C]**

Q16A He has the right "look" to be president

Q16B He has the right demeanor and personality to be president

Q16C He has the right amount of experience to be president

- 1 Yes, applies
- 2 No, does not apply
- 8 Don't know
- 9 Refused

**[END GROUP 1]**

**[GROUP 2 FOR ROTATION]**

Q17 Do you think Hillary Clinton would or would not make a good president?



- 1 She would make a good president
- 2 She would not make a good president
- 8 Don't know
- 9 Refused

Q18 For each of the following, please tell me whether it does or does not apply to Hillary Clinton, compared to other potential Democratic presidential candidates.

**[ROTATE ORDER Q18A-Q18C]**

- Q18A She has the right “look” to be president
- Q18B She has the right demeanor and personality to be president
- Q18C She has the right amount of experience to be president

- 1 Yes, applies
- 2 No, does not apply
- 8 Don't know
- 9 Refused

**[END GROUP 2]**

**[END QUESTION ROTATION]**

Q19 In general, do you think the United States is ready for a woman president, or not?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

Q20 Do you personally hope the United States will elect a woman president in your lifetime, or does that not matter to you?

- 1 Yes
- 2 No, does not matter
- 8 Don't know
- 9 Refused

Q21 Overall, how closely have you been following any news on the 2016 presidential election? Very closely, somewhat closely, not too closely, or not at all closely?

- 1 Very closely
- 2 Somewhat closely
- 3 Not too closely
- 4 Not at all closely

- 8 Don't know
- 9 Refused

Q22 The 2016 presidential election is actually more than a year and a half away. Do you think there has been too much coverage on 2016 already, too little, or just the right amount?

- 1 Too much coverage
- 2 Too little
- 3 Just the right amount
- 8 Don't know
- 9 Refused

### **RIGHT/WRONG TRACK AND ISSUES**

Now let's talk about New Jersey.

Q23 Would you say the state of New Jersey is currently going in the right direction or has it gone off on the wrong track?

- 1 Going in the right direction
- 2 On the wrong track
- 8 Don't Know
- 9 Refused

Q24 Of the following, which is the MOST important problem facing New Jersey today? Is it:  
**[RANDOMIZE OPTION ORDER FOR 1-9, READ 1-10]**

- 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 The state pension fund
- 10 Or is it something else? **[SPECIFY]**
- 88 Don't know (vol)
- 99 Refused (vol)

### **ROADS AND GAS TAX**

Let's talk for a moment about gas prices and road conditions in New Jersey.

Q25 With gas prices having fallen dramatically over the last few months, please tell me if the

current price of gasoline has made you more likely, less likely, or about as likely as you were before to do each of the following:

**[ROTATE Q25A-Q25D]**

- Q25A Use mass transit
- Q25B Weekend or vacation travel by car
- Q25C Carpool with others to work or school
- Q25D Spend household money on other things

- 1 More likely
- 2 Less likely
- 3 As likely
- 8 Don't know
- 9 Refused

QD43 And 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

Q26 How would you rate the condition of the local roads in your area? Are they excellent, good, only fair, or poor?

- 1 Excellent
- 2 Good
- 3 Only fair
- 4 Poor
- 8 Don't know
- 9 Refused

Q27 And other than toll roads like the Parkway and Turnpike, how would you rate the highways throughout New Jersey--excellent, good, only fair or poor?

**[If respondent volunteers that it depends on where you are in the State, PROBE: Well, overall how would rate the roads in New Jersey, not including toll roads ... excellent, good, only fair, or poor?]**

- 1 Excellent
- 2 Good
- 3 Only fair
- 4 Poor
- 8 Don't know
- 9 Refused

**[SPLIT SAMPLE; RANDOMLY ASSIGN ½ TO VERSION A AND ½ TO VERSION B]**

**[VERSION A]**

Q28A Legislative leaders have proposed increasing New Jersey's gasoline tax. Any increase would be dedicated to paying for road maintenance and improvements. Do you support or oppose this gas tax increase?

- 1 Support
- 2 Oppose
- 8 Don't know
- 9 Refused

**[VERSION B]**

Q28B Legislative leaders have proposed increasing New Jersey's gasoline tax, which is currently the third lowest in the nation and has not been raised in twenty years. Any increase would be dedicated to paying for road maintenance and improvements. Do you support or oppose this gas tax increase?

- 1 Support
- 2 Oppose
- 8 Don't know
- 9 Refused

**[END SPLIT SAMPLE]**

Q29 IF the gas tax were raised, please tell me if you would be more likely, less likely, or about as likely as you are now to do each of the following:

**[ROTATE Q29A-Q29D]**

- Q29A Use mass transit
- Q29B Weekend or vacation travel by car
- Q29C Carpool with others to work or school
- Q29D Spend household money on other things

- 1 More likely
- 2 Less likely

- 3 As likely
- 8 Don't know
- 9 Refused

**ATLANTIC CITY**

Q30 Saying more aggressive action was needed to confront Atlantic City's failing conditions, Governor Christie recently appointed an emergency management team to produce a long-term plan by next month that would help to stabilize Atlantic City's finances. How much have you heard about this? A lot, some, a little, or nothing at all?

- 1 A lot
- 2 Some
- 3 A little
- 4 Nothing at all
- 8 Don't Know
- 9 Refused

**[SPLIT SAMPLE – ½ VERSION A, ½ VERSION B]**

**[VERSION A]**

Q31A **[ROTATE: Do you agree with New Jersey's decision to step in and help Atlantic City, or do you think Atlantic City should have been left to handle these issues on its own]?**

- 1 Agree NJ should help
- 2 Left to handle its own
- 8 Don't Know
- 9 Refused

**[VERSION B]**

Q31B **[ROTATE: Do you agree with Governor Christie's decision to step in and help Atlantic City, or do you think Atlantic City should have been left to handle these issues on its own]?**

- 1 Agree Christie should help
- 2 Left to handle its own
- 8 Don't Know
- 9 Refused

**[END SPLIT SAMPLE]**

Q32 Do you think Atlantic City's best days are yet to come, or are its best days behind it?

- 1 Yet to come
- 2 Behind it
- 8 Don't Know

9 Refused

Q33 Have you visited Atlantic City at any time in the past twelve months?

- 1 Yes
- 2 No
- 8. Don't Know
- 9 Refused

**AID IN DYING BILL**

Q34 The New Jersey state legislature has been considering the "Aid in Dying" bill, which if passed would allow terminally ill patients to obtain a prescription to end their lives. Do you support or oppose this bill?

- 1 Support
- 2 Oppose
- 8 Don't know
- 9 Refused

Q35 Regardless of whether you think it should be legal or illegal, do you personally believe that it is morally acceptable or morally wrong to end your own life if terminally ill?

- 1 Morally acceptable
- 2 Morally wrong
- 8 Don't know
- 9 Refused

Q36 If you were a patient with a life-threatening illness, which of these two treatments do you think you would choose: [RANDOMIZE: extend life as much as possible, even if it means more pain and discomfort, or relieve pain and discomfort, even if it means not living as long]?

- 1 Extend life as much as possible, even if it means more pain and discomfort
- 2 Relieve pain and discomfort, even if it means not living as long
- 8 Don't know
- 9 Refused

**JERSEY CITY SICK LEAVE LAW**

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
- 2 Employed part time
- 3 Laid off from a job
- 4 A homemaker or stay at home parent
- 5 Retired
- 6 Self Employed Full or Part Time
- 7 Otherwise Not Employed
- 8 Disabled
- 9 Refused (VOL)

**[IF QD9 IS NOT 1 OR 2, SKIP TO END OF JC SICK LEAVE]**

SL1 And do you work in Jersey City, NJ?

1. No → **SKIP TO END OF JC SICK LEAVE**
2. Yes
- 8 Don't work → **SKIP TO END OF JC SICK LEAVE**
- 9 Refused → **SKIP TO END OF JC SICK LEAVE**

SL2 In what industry do you work? Just stop me when I get to the right category.

**[READ 1-5]**

- 1 City, State, or Federal Government → **SKIP TO END OF JC SICK LEAVE**
- 2 Accommodation or Food Service
- 3 Healthcare, Childcare, or Direct Care Services
- 4 Retail
- 5 Or is it something else?
- 9 Refused → **SKIP TO END OF JC SICK LEAVE**

**[IF JERSEY CITY OVERSAMPLE ONLY, READ CONSENT HERE]**

SL3 Are there ten or more employees at the company where you work?

- 1 Yes
- 2 No
- 3 Not sure
- 9 Refused

SL4 Have you worked for your current employer for more than one year?

- 1 Yes
- 2 No
- 9 Refused

SL5 A year ago, on January 24, 2014, the Jersey City Municipal Council passed a law requiring that all local businesses operating in Jersey City with 10 or more employees provide up to 5 paid sick days to their employees each year and that companies with fewer employees provide 5 unpaid sick days. Now I'd like to ask you a few questions about your experience with this new law.

First, are you aware of this law?

- 1 Yes
- 2 No
- 8 Not Sure
- 9 Refused

SL6 Since the passage of the law on January 24, 2014, how many sick days have you *earned in the past calendar year*?

- 0 0 Days → **SKIP TO SL10**
- 1 1
- 2 2
- 3 3
- 4 4
- 5 5
- 6 More than 5
- 8 Not sure (VOL) → **SKIP TO SL10**
- 9 Refused (VOL) → **SKIP TO SL10**

SL7 Since the passage of the law on January 24, 2014, how many of your Earned Sick Days have you *used during the past calendar year*?

- 0 0 Days → **SKIP TO SL10**
- 1 1
- 2 2
- 3 3
- 4 4
- 5 5
- 6 More than 5
- 8 Not sure (VOL) → **SKIP TO SL10**
- 9 Refused (VOL) → **SKIP TO SL10**

SL8 Of the \_\_\_\_\_ [**POPULATE FROM SL7 ANSWER**] earned sick days you used last year, how many of those did you receive pay?

- 0 0 Days
- 1 1
- 2 2
- 3 3



- 4 4
- 5 5
- 6 More than 5
- 8 Not sure (VOL)
- 9 Refused (VOL)

SL9 I will now read two statements. For each I would like you to tell me if it was a reason you took an Earned Sick Day. For each statement, please tell me yes or no.

SL9A I have taken an Earned Sick Day because I was sick.

SL9B I have taken an Earned Sick Day to care for a family member.

**RESPONSE OPTIONS**

- 1 Yes
- 2 No
- 9 Refused

SL10 I will now read some statements. For each, I would like you to tell me if any of these factors influenced your decision about whether or not to take a day off from work to recover from an illness or to care for a sick family member. For each statement, please tell me yes or no.

SL10A I could not financially afford to take the time off.

SL10B I was afraid I'd lose my job if I took a sick day.

SL10C I had too much work to do to take a sick day.

SL10D I had not built up enough sick days to take time off.

**RESPONSE OPTIONS**

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

**[IF SL4 IS NOT 1 (WORKED MORE THAN ONE YEAR), DO NOT ASK ANY SL11 QUESTIONS, SKIP TO END OF JC SICK LEAVE]**

SL11 I will now read some statements about benefits that some workers have received from this law. I would like you to tell me if they apply to you. For each statement, please tell me yes or no.

**[ROTATE SL11A and SL11B]**

SL11A Since the passage of the law, my employer is now more supportive of providing earned leave benefits.

SL11B Since the passage of this law, I am more satisfied with my job because of the changes in earned leave benefits.

SL11C Since the passage of this law last January, has the number of sick days available to you as an employee increased?

**RESPONSE OPTIONS FOR SL11A, SL11B, SL11C**

- 1 Yes
- 2 No
- 8 Don't know (VOL)
- 9 Refused to answer (VOL)

**[IF SL11C IS NOT 1 SKIP TO SL11E.]**

SL11D Are you paid for those earned leave days, unpaid, or does it depend on how much time you have used during the past year?

- 1 Paid
- 2 Unpaid
- 3 It depends (VOL)
- 8 Don't know
- 9 Refused

**For the next two statements, please tell me yes or no.**

SL11E Changing the law has made it easier for me to use an earned sick day when I am sick.

SL11F Changing the law has made it easier for me to use an earned sick day to care for family members when they are sick or in need.

**[RESPONSE OPTIONS SL11E, SL11F]**

- 1 Yes
- 2 No
- 8 Don't Know
- 9 Refused

**[END OF JC SICK LEAVE]**

**→ IF JERSEY CITY OVERSAMPLE ONLY, AND SL2 = 1 SKIP TO QD6**

**→ IF JERSEY CITY OVERSAMPLE ONLY, AND SL2 NOT = 1, TERMINATE WITH  
‘Thanks, we’re only talking to folks who work in Jersey City today. I will not need  
to ask you any other questions. Good bye.’**

**→ IF NOT JERSEY CITY OVERSAMPLE ONLY, CONTINUE TO Q37**

**VALENTINE'S DAY**

Q37 Let's switch to a completely different subject, about Valentine's Day, which is coming up soon.

In general, would you say Valentine's Day makes you feel more excitement or more dread?

- 1 More excitement
- 2 More dread
- 3 Neither/neutral (vol)
- 8 Don't know
- 9 Refused

Q39 Do you have a valentine this year, or not?

- 1 Yes
- 2 No → **SKIP TO QD6**
- 8 Don't know → **SKIP TO QD6**
- 9 Refused → **SKIP TO QD6**

Q38 Do you personally, plan on celebrating Valentine's Day in some special way - such as going out to dinner or exchanging gifts with someone - or will you not be doing anything special on Valentine's Day?

- 1 Yes, intend to celebrate
- 2 No, not doing anything special → **SKIP TO QD6**
- 8 Don't know → **SKIP TO QD6**
- 9 Refused → **SKIP TO QD6**

**[ASK Q40 OF THOSE WHO HAVE VALENTINES AND WILL CELEBRATE – Q38=1 AND Q39=1]**

Q40 In just one or two words, what would you most like to receive as a gift this Valentine's Day?

**[DO NOT READ; CODE TO LIST]**

1. Affection/hug/kiss
2. Alone time/peace
3. Card/note
4. Chocolate/candy/other food items
5. Date night/night out

6. Dinner/nice meal
7. Flowers
8. Jewelry
9. Money
10. Pampering/spa/massage
11. Romance/expression of feelings
12. Sex
13. Someone to spend it with/meet someone/fall in love
14. Something handmade/personal/thoughtful
15. Stuffed animal
16. Surprise
17. Time together/a visit/a conversation/attention
18. Vacation/travel/getaway
19. Good health
20. Happiness
- 75 Anything/doesn't matter
- 76 Nothing
- 77 Other [**SPECIFY**]
- 78 Don't care/don't celebrate/ not expecting a gift
- 88 Don't know
- 99 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)
- 7 4 Year College Graduate (Bachelor's Degree)
- 8 Graduate Work (Masters, Law/Medical School, Etc.)
- 9 Refused (VOL)

[**→ IF JERSEY CITY OVERSAMPLE ONLY, SKIP TO QD13**]

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

- 1 Catholic → **ASK QD11**
- 2 Protestant → **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
- 9 Refused (vol)

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 (includes Caucasian, European, Middle Eastern)
- 2 Black (includes African-American)
- 3 Asian (includes Asian-Indian, South Asian, East Asian, Chinese, Japanese)\_
- 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)

**[ASK ONLY IF QD19 = 1 OR 2]**

QD19A And how many years have you been **[ANSWER TO QD19: either MARRIED or IN A COMMITTED RELATIONSHIP]**?

**[RECORD NUMBER]**

- 88 Don't know
- 99 Refused

QD20 Are you the parent or guardian of any children under 18 now living in your home?

- 1 Yes
- 2 No
- 9 Refused (vol)

QD21 Last year, that is in 2014, 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]

**[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 Including, yourself, how many adults are in your household; that is, who live with you at least half the time?

\_\_\_\_ [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-loak*) 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 732-235-9806. Have a good day/evening.

**Methodology Statement**

**Rutgers-Eagleton Poll February 3 – 10, 2015**

The Rutgers-Eagleton Poll was conducted by telephone using live callers February 3-10, 2015 with a scientifically selected random sample of 813 New Jersey adults. The poll was available in Spanish for respondents who requested to do it in that language. This telephone poll included 290 landline and 523 cell phone adults, all acquired through random digit dialing. Distribution of household phone use in this sample is:

Cell Only:	13%
Dual Use, Reached on Cell:	23%
Dual Use, Reached on LL:	59%
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 813 adults is +/-3.4 percentage points at a 95 percent confidence interval. The adult sample weighting design effect is 1.41, making the adjusted margin of error +/- 4.1 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 45.9 and 54.1 percent (50 +/-4.1) 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.