

File: N.J. Poll - Press  
Releases

FOR RELEASE: Wednesday, Oct. 20

NEW BRUNSWICK, Oct. 20 -- With elections to the New Jersey legislature only two weeks away, 85 per cent of the state's adult population does not even know that state senators and assemblymen are up for election.

This is a major conclusion of the first New Jersey Poll, the results of which were released today.

Stephen Salmore is director of the new poll, which is conducted by the Eagleton Institute of Politics of Rutgers. He described the results as "depressing but not really surprising" as "there is generally a low level of knowledge of state government."

While only 15 per cent of those queried knew that senate and assembly offices were being contested, an even smaller number, 11 per cent, were able to identify their present state senators, many of whom are up for re-election.

The poll showed that Gov. William Cahill stands out clearly in the voter's consciousness. When asked to identify New Jersey's chief executive, 90 per cent responded with his name. However, only 68 per cent of the citizens contacted knew that the governor is a Republican.

The political complexion of the state legislature was even less well known, with only 43 per cent aware that the Republicans are the dominant party in Trenton.

Although these results were generally true of all groups throughout the state, some differences were noted in the responses of certain elements of the electorate.

Interestingly, rural residents emerged as better informed about the State Legislature than their suburban and urban counterparts. In contrast, Gov. Cahill was somewhat less well known among rural respondents than by suburban or urban citizens.

Those under 30 demonstrated less political knowledge than their elders. With increasing income and education, correct responses to the entire range of

questions were more frequent. Members of racial minorities were less informed in general on political matters. In addition, men proved more politically knowledgeable than women.

This first New Jersey Poll was based on a random sample of 1,208 New Jersey residents, 18 years and older, who were interviewed by telephone from Eagleton during the period Sept. 24 through Oct. 1.

Tabulation of the responses was performed by the Opinion Research Corporation of Princeton, New Jersey. The New Jersey Poll is financed by a grant from the Wallace-Eljabar Fund and the Eagleton Institute. Chart of responses follows. ~~more-~~

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FOR REVIEW: APPROXIMATELY 1000 20

101 (301) 211-1100 ext. 2000  
Director  
PUBLIC AFFAIRS SERVICE

For: 11/7/71  
10/15/71

|                       | <u>% knowing<br/>of<br/>legislative<br/>elections</u> | <u>% correctly<br/>identifying<br/>State<br/>Senator</u> | <u>% correctly<br/>naming<br/>Governor</u> | <u>% knowing<br/>Governor's<br/>party</u> | <u>% knowing<br/>party<br/>controlling<br/>legislature</u> |
|-----------------------|---|--|--|---|--|
| Total Respondents     | 15  | 11   | 90   | 68  | 43   |
| Under \$5,000         | 7   | 8  | 86   | 55  | 36   |
| \$5000 - \$10000      | 13  | 9  | 88   | 66  | 39   |
| \$10000 - \$15000     | 18  | 13   | 92   | 72  | 42   |
| Over \$15000          | 22  | 14   | 94   | 76  | 52   |
| Less than high school | 9   | 8  | 87   | 60  | 38   |
| Completed high school | 16  | 10   | 88   | 64  | 38   |
| Some college or more  | 20  | 14   | 94   | 77  | 50   |
| 18 - 20               | 7   | 6  | 83   | 56  | 38   |
| 21 - 29               | 11  | 7  | 86   | 62  | 34   |
| 30 - 39               | 21  | 11   | 93   | 69  | 45   |
| 40 - 49               | 19  | 14   | 91   | 71  | 43   |
| 50 - 59               | 21  | 16   | 93   | 76  | 44   |
| 60 and over           | 11  | 11   | 91   | 70  | 45   |
| White                 | 17  | 13   | 91   | 70  | 43   |
| Non-White             | 6   | 2  | 83   | 53  | 43   |
| Men                   | 19  | 14   | 90   | 75  | 48   |
| Women                 | 12  | 8  | 90   | 62  | 38   |
| Urban                 | 9   | 7  | 90   | 68  | 37   |
| Suburban              | 17  | 12   | 92   | 68  | 45   |
| Rural                 | 22  | 19   | 82   | 67  | 48   |
| Democrat              | 15  | 8  | 87   | 66  | 44   |
| Independent           | 19  | 13   | 92   | 69  | 37   |
| Republican            | 16  | 14   | 93   | 73  | 45   |

| Education Level       | % correctly identifying | % correctly reading | % correctly identifying | % correctly reading |
|-----------------------|-------------------------|---------------------|-------------------------|---------------------|
| High school           | 82                      | 80                  | 82                      | 80                  |
| Some college or more  | 80                      | 78                  | 80                      | 78                  |
| Completed high school | 78                      | 76                  | 78                      | 76                  |
| Less than high school | 76                      | 74                  | 76                      | 74                  |
| Over \$1000           | 74                      | 72                  | 74                      | 72                  |
| \$1000 - \$1500       | 72                      | 70                  | 72                      | 70                  |
| \$500 - \$1000        | 70                      | 68                  | 70                      | 68                  |
| Under \$500           | 68                      | 66                  | 68                      | 66                  |
| 60 and over           | 66                      | 64                  | 66                      | 64                  |
| 50 - 60               | 64                      | 62                  | 64                      | 62                  |
| 40 - 50               | 62                      | 60                  | 62                      | 60                  |
| 30 - 40               | 60                      | 58                  | 60                      | 58                  |
| 20 - 30               | 58                      | 56                  | 58                      | 56                  |
| 10 - 20               | 56                      | 54                  | 56                      | 54                  |
| White                 | 54                      | 52                  | 54                      | 52                  |
| Non-White             | 52                      | 50                  | 52                      | 50                  |
| Male                  | 50                      | 48                  | 50                      | 48                  |
| Female                | 48                      | 46                  | 48                      | 46                  |
| Control               | 46                      | 44                  | 46                      | 44                  |
| Experimental          | 44                      | 42                  | 44                      | 42                  |
| Control               | 42                      | 40                  | 42                      | 40                  |
| Experimental          | 40                      | 38                  | 40                      | 38                  |
| Control               | 38                      | 36                  | 38                      | 36                  |
| Experimental          | 36                      | 34                  | 36                      | 34                  |
| Control               | 34                      | 32                  | 34                      | 32                  |
| Experimental          | 32                      | 30                  | 32                      | 30                  |
| Control               | 30                      | 28                  | 30                      | 28                  |
| Experimental          | 28                      | 26                  | 28                      | 26                  |
| Control               | 26                      | 24                  | 26                      | 24                  |
| Experimental          | 24                      | 22                  | 24                      | 22                  |
| Control               | 22                      | 20                  | 22                      | 20                  |
| Experimental          | 20                      | 18                  | 20                      | 18                  |
| Control               | 18                      | 16                  | 18                      | 16                  |
| Experimental          | 16                      | 14                  | 16                      | 14                  |
| Control               | 14                      | 12                  | 14                      | 12                  |
| Experimental          | 12                      | 10                  | 12                      | 10                  |
| Control               | 10                      | 8                   | 10                      | 8                   |
| Experimental          | 8                       | 6                   | 8                       | 6                   |
| Control               | 6                       | 4                   | 6                       | 4                   |
| Experimental          | 4                       | 2                   | 4                       | 2                   |
| Control               | 2                       | 0                   | 2                       | 0                   |
| Experimental          | 0                       | 0                   | 0                       | 0                   |