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Release available at: <http://eagletonpoll.rutgers.edu/opioids2-June2018>. Find all releases at <http://eagletonpoll.rutgers.edu>. Follow the Rutgers-Eagleton Poll on Facebook <https://www.facebook.com/RutgersEagletonPoll> and Twitter [@EagletonPoll](https://twitter.com/EagletonPoll).

**NEW JERSEYANS NEARLY UNANIMOUS ABOUT SERIOUSNESS OF OPIOID PROBLEM IN GARDEN STATE,  
MOST LIKELY TO HOLD DOCTORS AND PHARMACEUTICAL COMPANIES RESPONSIBLE**

**NEW BRUNSWICK, N.J.** – Virtually all New Jerseyans believe opioid addiction to prescription pain medication is a “very” (73 percent) or “somewhat” (21 percent) serious problem, according to the latest Rutgers-Eagleton Poll as part of its “Opioids in the Garden State” series. Just 3 percent of residents say it is “not very” serious, and 1 percent says opioid addiction to prescription pain medications is “not a problem at all.”

A solid majority believes opioid addiction to prescription pain medications is also a problem in their own community, although to a much lesser extent than they do about the state as a whole. About seven in 10 believe opioid addiction is a serious problem in their community (41 percent “very,” 30 percent “somewhat”); 11 percent say the problem is “not very serious” in their community; and 7 percent do not see it as a problem at all. Middle-aged residents, parents, shore residents, those in the highest income bracket and those who know someone who has abused opioids are especially more likely than their counterparts to feel addiction is a “very” or “somewhat” serious problem in their community.

When asked who should be held responsible for the problem, just over half say either the doctors who prescribe painkillers (27 percent) or the pharmaceutical companies that sell them (26 percent). About one in five say the people who take prescription painkillers are to blame (22 percent) or say it is a combination

of all of the above (18 percent). White residents, 50 to 64 year olds and those in higher income brackets are especially more likely than their counterparts to place the majority of responsibility on doctors.

As for solutions, New Jerseyans far and away believe that limiting prescriptions of opioids (32 percent) and educating people about the risks (32 percent) are the two most effective ways to stop the opioid epidemic. Eleven percent say that treatment for addicted individuals would be the best resolution. Just 3 percent say increasing law enforcement efforts would help most. Fourteen percent say the best answer would be some combination of all of the above.

“New Jerseyans across the board hold doctors and pharmaceutical companies accountable for the opioid epidemic and also believe these same people are the key to ending it through limiting prescriptions,” said Ashley Koning, assistant research professor and director of the Eagleton Center for Public Interest Polling (ECPIP) at Rutgers University-New Brunswick. “Yet expanding treatment options – a priority for the current administration and legislature – does not seem to be on residents’ radar.”

Half say they are paying “a lot” of attention to the issue of addiction to prescription pain medications; about another quarter say they are paying “some” attention. Just under a quarter say they are paying “little” attention (15 percent) or “none at all” (8 percent).

Large majorities say they know at least something about how people get addicted to opioids (49 percent know “a lot,” 26 percent say “some”) and what causes opioid addiction (42 percent know “a lot,” 29 percent say “some”). About half feel they know at least something about where individuals who are addicted can get help (24 percent know “a lot,” 27 percent say “some”). About the same number say they know what the New Jersey state government is doing to address the problem (18 percent know “a lot,” 29 percent say “some”); but fewer are aware of what their local government is doing about it (14 percent know “a lot,” 20 percent say “some”).

“These findings suggest that an increasing number of individuals in the state are educated about the risks and causes of opioid addiction,” said Itzhak Yanovitzky, associate professor at Rutgers University’s School

of Communication and Information and the co-lead of the study. “At the same time, the findings point to a persistent gap in what people know about available treatment options and what is being done in their community to address this epidemic. These are topics that public education efforts ought to target moving forward.”

Results are from a statewide poll of 704 adults contacted by live callers on both landlines and cell phones from April 26 to May 4, 2018. The sample has a margin of error of +/-4.3 percentage points. Interviews were done in English and, when requested, Spanish.

**###**

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

## Questions and Tables

*The questions covered in this release are listed below. Column percentages may not add to 100% due to rounding. Respondents are New Jersey adults; all percentages are of weighted results. Interpret groups with samples sizes under 100 with caution.*

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**Q. How serious of a problem do you think opioid addiction to prescription pain medications is in New Jersey? Do you think it is a very serious problem, somewhat serious, not very serious, or is it not a problem at all?**

Very serious	73%
Somewhat serious	21%
Not very serious	3%
Not a problem at all	1%
Don't know (vol)	2%
Unwght N=	702

	Party ID			Gender		Race		Age				Income			
	Dem	Ind	Rep	Male	Female	White	Non-wht.	18-34	35-49	50-64	65+	<\$50K	<\$100K	<\$150K	\$150K+
Very serious	74%	72%	74%	72%	75%	77%	69%	69%	72%	80%	73%	74%	72%	77%	74%
Somewhat serious	21%	22%	19%	23%	19%	18%	25%	24%	24%	14%	21%	17%	23%	20%	22%
Not very serious	3%	2%	2%	2%	3%	3%	3%	4%	0%	5%	1%	2%	4%	2%	1%
Not a problem at all	1%	0%	2%	1%	0%	1%	1%	0%	1%	0%	3%	2%	0%	0%	1%
Don't know (vol)	1%	4%	2%	1%	3%	2%	3%	1%	4%	1%	3%	4%	1%	1%	2%
Unwght N=	260	282	140	353	349	455	222	171	134	217	180	138	224	113	141

	Region					Prescribed opioids in last 12 months?		Know someone who has abused opioids?	
	Urban	Suburb	Exurban	Phil/South	Shore	Yes	No	Yes	No
Very serious	76%	71%	72%	76%	75%	75%	73%	85%	62%
Somewhat serious	16%	25%	22%	14%	21%	19%	22%	12%	30%
Not very serious	2%	1%	4%	8%	1%	4%	1%	1%	4%
Not a problem at all	1%	1%	1%	1%	1%	0%	2%	0%	1%
Don't know (vol)	4%	2%	1%	1%	3%	2%	2%	1%	3%
Unwt N=	97	255	102	105	143	308	389	364	330

**Opioids in the Garden State June 2018**  
**Rutgers-Eagleton Poll**

**Q. How serious of a problem do you think opioid addiction to prescription pain medications is in *your community*? Do you think it is a very serious problem, somewhat serious, not very serious, or is it not a problem at all?**

Very serious	41%
Somewhat serious	30%
Not very serious	11%
Not a problem at all	7%
Don't know (vol)	9%
Unwght N=	704

	Party ID			Gender		Race		Age				Income			
	Dem	Ind	Rep	Male	Female	White	Non-wht.	18-34	35-49	50-64	65+	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+
Very serious	39%	42%	44%	42%	41%	43%	41%	37%	50%	44%	31%	42%	42%	48%	41%
Somewhat serious	31%	33%	26%	32%	29%	31%	29%	29%	27%	37%	27%	24%	30%	28%	37%
Not very serious	15%	11%	7%	10%	13%	11%	13%	19%	10%	6%	12%	12%	10%	12%	12%
Not a problem at all	8%	5%	10%	8%	6%	5%	10%	11%	5%	5%	9%	9%	10%	5%	6%
Don't know (vol)	7%	9%	12%	8%	11%	10%	7%	3%	8%	8%	22%	12%	8%	7%	4%
Unwght N=	260	283	140	354	350	455	222	172	134	218	180	138	225	113	141

	Region					Prescribed opioids in last 12 months?		Know someone who has abused opioids?	
	Urban	Suburb	Exurban	Phil/South	Shore	Yes	No	Yes	No
Very serious	42%	33%	35%	45%	58%	45%	39%	55%	27%
Somewhat serious	27%	35%	37%	30%	20%	26%	34%	29%	33%
Not very serious	9%	13%	11%	17%	7%	12%	11%	9%	15%
Not a problem at all	9%	7%	9%	4%	8%	8%	7%	2%	14%
Don't know (vol)	13%	11%	8%	4%	6%	9%	9%	5%	12%
Unwt N=	97	256	102	105	144	309	389	365	330

**Opioids in the Garden State June 2018**  
**Rutgers-Eagleton Poll**

**Q. In general, how much attention have you been paying to the issue of opioid addiction to prescription pain medications – a lot, some, a little, or none at all?**

A lot	50%
Some	27%
A little	15%
None at all	8%
Don't know/remember (vol)	0%
Unwght N=	701

	Party ID			Gender		Race		Age				Income			
	Dem	Ind	Rep	Male	Female	White	Non-wht.	18-34	35-49	50-64	65+	<\$50K	<\$100K	<\$150K	\$150K+
A lot	47%	48%	58%	47%	52%	50%	49%	37%	55%	61%	44%	46%	50%	53%	56%
Some	30%	25%	26%	29%	26%	31%	22%	32%	20%	26%	32%	25%	26%	34%	26%
A little	16%	18%	9%	15%	16%	13%	20%	20%	15%	9%	18%	13%	19%	11%	12%
None at all	7%	9%	7%	9%	7%	6%	10%	11%	10%	4%	7%	16%	6%	2%	6%
Don't know/remember (vol)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Unwght N=	260	283	139	353	348	454	221	171	134	218	178	138	225	113	141

	Region					Prescribed opioids in last 12 months?		Know someone who has abused opioids?	
	Urban	Suburb	Exurban	Phil/South	Shore	Yes	No	Yes	No
A lot	49%	45%	48%	53%	58%	54%	46%	63%	36%
Some	28%	27%	31%	25%	25%	28%	27%	26%	29%
A little	13%	19%	17%	11%	12%	12%	18%	8%	23%
None at all	10%	9%	3%	11%	5%	7%	9%	3%	12%
Don't know/remember (vol)	0%	0%	0%	0%	0%	0%	0%	0%	0%
Unwght N=	97	255	102	104	143	308	389	364	330

**Opioids in the Garden State June 2018**  
**Rutgers-Eagleton Poll**

**Q. Please tell me if you know a lot, some, a little, or nothing at all about each of the following: [RANDOMIZE ORDER]**

	<b>What is causing opioid addiction</b>	<b>How people get addicted to opioids</b>	<b>Where people addicted to opioids can get help</b>	<b>What the state gov't is doing to address opioid addiction</b>	<b>What your local gov't is doing to address opioid addiction</b>
A lot	42%	49%	24%	18%	14%
Some	29%	26%	27%	29%	20%
A little	15%	13%	24%	26%	27%
Nothing at all	12%	10%	21%	24%	33%
Don't know (vol)	2%	2%	4%	3%	6%
Unwght N=	698	701	701	699	701

**What is causing opioid addiction**

	Party ID			Gender		Race		Age				Income			
	Dem	Ind	Rep	Male	Female	White	Non-wht.	18-34	35-49	50-64	65+	<\$50K	<\$100K	<\$150K	\$150K+
A lot	41%	44%	44%	44%	41%	44%	40%	36%	49%	48%	34%	34%	42%	50%	53%
Some	27%	28%	31%	26%	32%	29%	28%	31%	26%	27%	32%	25%	32%	26%	29%
A little	16%	13%	15%	15%	14%	15%	14%	16%	12%	16%	14%	14%	16%	11%	13%
Nothing at all	14%	13%	6%	11%	12%	10%	15%	13%	11%	8%	17%	23%	8%	12%	3%
Don't know (vol)	2%	2%	4%	3%	2%	2%	3%	4%	1%	2%	2%	3%	2%	1%	2%
Unwght N=	260	281	138	351	347	452	221	170	134	216	178	138	223	113	141

	Region					Prescribed opioids in last 12 months?		Know someone who has abused opioids?	
	Urban	Suburb	Exurban	Phil/South	Shore	Yes	No	Yes	No
A lot	37%	39%	44%	47%	48%	47%	39%	55%	28%
Some	32%	33%	26%	22%	26%	28%	30%	25%	34%
A little	10%	17%	16%	15%	12%	11%	18%	12%	18%
Nothing at all	20%	9%	8%	16%	9%	13%	10%	7%	18%
Don't know (vol)	1%	1%	5%	0%	4%	1%	3%	1%	3%
Unwght N=	97	254	102	104	141	307	388	364	328

**Opioids in the Garden State June 2018**  
**Rutgers-Eagleton Poll**

**How people get addicted to opioids**

	Party ID			Gender		Race		Age				Income			
	Dem	Ind	Rep	Male	Female	White	Non-wht.	18-34	35-49	50-64	65+	<\$50K	<\$100K	<\$150K	\$150K+
A lot	51%	46%	53%	48%	50%	50%	48%	46%	56%	51%	38%	44%	46%	53%	60%
Some	24%	27%	26%	26%	27%	28%	22%	27%	22%	28%	29%	28%	24%	24%	25%
A little	13%	15%	10%	14%	12%	13%	13%	14%	12%	12%	15%	9%	18%	12%	11%
Nothing at all	10%	11%	10%	11%	10%	7%	14%	12%	9%	6%	15%	18%	9%	10%	3%
Don't know (vol)	3%	2%	2%	2%	2%	1%	3%	1%	1%	3%	3%	1%	3%	1%	2%
Unwght N=	260	282	139	353	348	453	222	171	134	218	178	138	224	113	141

	Region					Prescribed		Know	
	Urban	Suburb	Exurban	Phil/South	Shore	opioids in last 12 months? Yes	opioids in last 12 months? No	someone who has abused opioids? Yes	someone who has abused opioids? No
A lot	44%	44%	55%	55%	52%	55%	43%	62%	34%
Some	27%	26%	26%	20%	30%	23%	29%	24%	28%
A little	11%	20%	11%	8%	8%	10%	16%	9%	18%
Nothing at all	15%	9%	6%	17%	5%	10%	11%	4%	17%
Don't know (vol)	3%	1%	2%	0%	5%	2%	1%	1%	3%
Unwght N=	97	255	102	104	143	308	389	365	329

**Where people who are addicted to opioids can get help**

	Party ID			Gender		Race		Age				Income			
	Dem	Ind	Rep	Male	Female	White	Non-wht.	18-34	35-49	50-64	65+	<\$50K	<\$100K	<\$150K	\$150K+
A lot	24%	23%	25%	22%	25%	25%	22%	23%	29%	23%	18%	21%	23%	30%	26%
Some	26%	29%	23%	27%	27%	28%	25%	29%	24%	29%	25%	28%	30%	27%	22%
A little	25%	23%	26%	23%	26%	24%	24%	23%	26%	23%	25%	22%	24%	18%	31%
Nothing at all	19%	22%	24%	23%	19%	19%	24%	21%	19%	20%	24%	27%	16%	23%	17%
Don't know (vol)	7%	2%	3%	5%	3%	3%	5%	3%	2%	5%	6%	2%	7%	2%	3%
Unwght N=	260	282	139	353	348	453	222	171	134	218	178	138	224	113	141



**Opioids in the Garden State June 2018**  
**Rutgers-Eagleton Poll**

	Region					Prescribed opioids in last 12 months?		Know someone who has abused opioids?	
	Urban	Suburb	Exurban	Phil/South	Shore	Yes	No	Yes	No
A lot	23%	21%	23%	28%	27%	27%	20%	30%	16%
Some	29%	28%	26%	25%	27%	30%	25%	31%	23%
A little	20%	25%	31%	25%	21%	23%	26%	20%	29%
Nothing at all	21%	23%	18%	21%	19%	16%	25%	15%	28%
Don't know (vol)	7%	3%	2%	2%	6%	4%	4%	3%	4%
Unwght N=	97	255	102	104	143	308	389	365	329

**What the state government is doing to address opioid addiction**

	Party ID			Gender		Race		Age				Income			
	Dem	Ind	Rep	Male	Female	White	Non-wht.	18-34	35-49	50-64	65+	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+
A lot	18%	19%	17%	22%	14%	20%	15%	15%	21%	20%	17%	19%	19%	16%	19%
Some	30%	26%	29%	25%	32%	29%	27%	31%	27%	28%	29%	26%	28%	34%	28%
A little	27%	25%	28%	26%	26%	27%	25%	24%	30%	29%	21%	19%	25%	31%	34%
Nothing at all	22%	27%	23%	22%	26%	20%	30%	28%	22%	20%	26%	35%	24%	18%	15%
Don't know (vol)	3%	4%	2%	4%	2%	4%	2%	2%	1%	3%	8%	1%	5%	0%	3%
Unwght N=	260	282	139	352	347	453	221	171	134	217	177	138	224	113	141

	Region					Prescribed opioids in last 12 months?		Know someone who has abused opioids?	
	Urban	Suburb	Exurban	Phil/South	Shore	Yes	No	Yes	No
A lot	23%	15%	14%	21%	21%	22%	15%	25%	10%
Some	25%	32%	27%	27%	27%	27%	30%	30%	27%
A little	17%	27%	31%	26%	29%	25%	28%	24%	29%
Nothing at all	32%	21%	25%	25%	21%	24%	24%	18%	30%
Don't know (vol)	2%	5%	2%	1%	3%	3%	3%	2%	4%
Unwght N=	97	254	102	103	143	307	389	364	329

**Opioids in the Garden State June 2018**  
**Rutgers-Eagleton Poll**

**What your local government is doing to address opioid addiction**

	Party ID			Gender		Race		Age					Income			
	Dem	Ind	Rep	Male	Female	White	Non-wht.	18-34	35-49	50-64	65+	<\$50K	<\$100K	<\$150K	\$150K+	
A lot	12%	16%	14%	14%	14%	15%	13%	12%	18%	13%	12%	12%	15%	17%	15%	
Some	25%	17%	16%	19%	22%	20%	21%	17%	18%	23%	24%	21%	24%	19%	15%	
A little	23%	28%	31%	28%	25%	25%	27%	29%	28%	26%	22%	19%	26%	27%	38%	
Nothing at all	34%	34%	31%	32%	34%	33%	34%	35%	30%	34%	33%	41%	30%	31%	29%	
Don't know (vol)	6%	5%	7%	7%	5%	6%	6%	6%	6%	4%	8%	7%	5%	6%	4%	
Unwght N=	260	282	139	353	348	453	222	171	134	218	178	138	224	113	141	

	Region					Prescribed		Know	
	Urban	Suburb	Exurban	Phil/South	Shore	opioids in last 12 months?	opioids in last 12 months?	someone who has abused opioids?	someone who has abused opioids?
						Yes	No	Yes	No
A lot	16%	11%	17%	15%	16%	17%	12%	19%	8%
Some	25%	19%	18%	20%	21%	24%	17%	23%	18%
A little	14%	34%	28%	25%	24%	22%	31%	24%	30%
Nothing at all	42%	30%	31%	35%	31%	31%	35%	27%	39%
Don't know (vol)	4%	6%	6%	5%	8%	6%	6%	7%	4%
Unwght N=	97	255	102	104	143	308	389	365	329

**Q. Who do you think is MOST to blame for the problem of opioid addiction to prescription pain medications? [READ ALOUD; RANDOMIZE ORDER]**

Doctors who prescribe painkillers	27%
People who take prescription painkillers	22%
Pharmaceutical companies that sell prescription painkillers	26%
Someone else	3%
Combination of all of the above	18%
Don't know (vol)	3%
Unwght N=	702

**Opioids in the Garden State June 2018**  
**Rutgers-Eagleton Poll**

	Party ID			Gender		Race		Age				Income			
	Dem	Ind	Rep	Male	Female	White	Non-wht.	18-34	35-49	50-64	65+	<\$50K	<\$100K	<\$150K	\$150K+
Doctors who prescribe painkillers	28%	25%	32%	26%	29%	31%	25%	23%	27%	34%	24%	21%	27%	40%	33%
People who take presc. painkillers	27%	20%	22%	24%	21%	22%	24%	22%	20%	23%	24%	30%	23%	15%	23%
Pharmaceutical companies	26%	28%	20%	24%	28%	24%	28%	25%	31%	20%	31%	22%	31%	26%	22%
Someone else	1%	6%	2%	5%	1%	1%	6%	6%	2%	3%	2%	6%	2%	4%	4%
Combination of all of the above	16%	16%	21%	18%	17%	17%	16%	19%	19%	19%	12%	15%	16%	14%	18%
Don't know (vol)	2%	4%	4%	3%	4%	4%	2%	4%	2%	1%	7%	5%	1%	1%	0%
Unwght N=	259	283	140	354	348	454	222	171	134	218	179	137	225	113	141

	Region					Know			
	Urban	Suburb	Exurban	Phil/South	Shore	Prescribed		someone who	
						opioids in last 12 months?	opioids?	Yes	No
Doctors who prescribe painkillers	25%	30%	22%	25%	29%	21%	33%	29%	27%
People who take presc. painkillers	21%	20%	20%	30%	24%	28%	18%	21%	25%
Pharmaceutical companies	28%	24%	31%	28%	24%	27%	25%	28%	23%
Someone else	1%	6%	1%	0%	4%	4%	3%	3%	4%
Combination of all of the above	20%	16%	24%	15%	15%	17%	18%	18%	17%
Don't know (vol)	4%	4%	1%	2%	4%	3%	3%	2%	4%
Unwght N=	97	254	102	105	144	309	388	365	329

**Opioids in the Garden State June 2018**  
**Rutgers-Eagleton Poll**

**Q. Which do you think is the MOST effective way to stop the problem of opioid addiction to prescription pain medications?**  
**[READ ALOUD; RANDOMIZE ORDER]**

Limit prescriptions of opioids to individuals	32%
Increase law enforcement efforts	3%
Get addicted individuals into treatment	11%
Educate people about addiction risk of opioid use	32%
Something else	4%
Combination of all of the above	14%
Don't know (vol)	3%
Unwght N=	703

	Party ID			Gender		Race		Age				Income			
	Dem	Ind	Rep	Male	Female	White	Non- wht.	18-34	35-49	50-64	65+	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+
Limit prescriptions	33%	31%	36%	29%	35%	37%	26%	27%	38%	36%	27%	21%	35%	42%	40%
Increase law enforcement	3%	4%	2%	4%	3%	2%	5%	5%	1%	3%	3%	6%	3%	3%	1%
Treatment for addicts	10%	13%	9%	14%	9%	11%	11%	16%	10%	10%	10%	10%	11%	6%	15%
Education re: risks	36%	32%	26%	33%	31%	29%	38%	38%	30%	25%	37%	41%	34%	27%	21%
Something else	2%	4%	3%	4%	4%	3%	4%	5%	3%	3%	3%	4%	4%	2%	5%
Combination of all the above	14%	13%	19%	13%	16%	14%	14%	9%	17%	20%	11%	17%	11%	16%	17%
Don't know (vol)	2%	3%	4%	4%	2%	4%	1%	1%	0%	2%	9%	2%	2%	3%	2%
Unwght N=	260	283	140	354	349	455	222	171	134	218	180	138	225	113	141

**Opioids in the Garden State June 2018**  
**Rutgers-Eagleton Poll**

	Region					Prescribed		Know	
	Urban	Suburb	Exurban	Phil/South	Shore	opioids in last		someone who	
						12 months?		has abused	
						Yes	No	Yes	No
Limit prescriptions	26%	34%	39%	40%	24%	29%	36%	36%	29%
Increase law enforcement	5%	1%	4%	9%	1%	4%	2%	3%	4%
Treatment for addicts	16%	10%	12%	12%	11%	12%	11%	12%	10%
Education re: risks	35%	40%	19%	19%	33%	30%	34%	25%	39%
Something else	3%	2%	5%	7%	5%	4%	3%	6%	1%
Combination of all the above	15%	10%	18%	13%	21%	19%	11%	16%	14%
Don't know (vol)	0%	4%	3%	1%	5%	2%	3%	2%	3%
Unwght N=	97	255	102	105	144	309	389	365	330

The Rutgers-Eagleton Poll was conducted by telephone using live callers April 26 to May 4, 2018 with a scientifically selected random sample of 704 New Jersey adults, 18 or older. Persons without a telephone could not be included in the random selection process. Respondents within a household are selected by asking randomly for the youngest adult male or female currently available. If the named gender is not available, the youngest adult of the other gender is interviewed. The poll was available in Spanish for respondents who requested it. This telephone poll included 315 landline and 389 cell phone adults, all acquired through random digit dialing. Distribution of household phone use in this sample is:

Cell Only:	31%
Dual Use, Reached on Cell:	24%
Dual Use, Reached on LL:	42%
Landline Only:	3%

The data were weighted to be representative of New Jersey adults. The weighting balanced sample demographics to population parameters. The sample is balanced to match parameters for sex, age, education, race/ethnicity, region, and phone use. The sex, age, education and race/ethnicity parameters were derived from 2016 American Community Survey PUMS data. The region parameter was derived from 2011-2015 American Community Survey 5-Year Estimates based on total population. The phone use parameter derived from estimates provided by the National Health Interview Survey Early Release Program. Weighting was done in two stages. The first stage of weighting corrected for different probabilities of selection associated with the number of adults in each household and each respondent’s telephone usage patterns. This weighting also adjusts for the overlapping landline and cell sample frames and the relative sizes of each frame and each sample. The second stage of weighting balanced sample demographics to match target population parameters. Weights were trimmed at the 3<sup>rd</sup> and 97<sup>th</sup> percentile to prevent individual interviews from having too much influence on the final results. The use of these weights in statistical analysis ensures that the demographic characteristics of the sample closely approximate the demographic characteristics of the target population.

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 704 New Jersey adults is +/-3.7 percentage points at a 95 percent confidence interval. The design effect is 1.37, making the adjusted margin of error +/- 4.3 percentage points. 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 45.7 and 54.3 percent (50 +/- 4.3) if all New Jersey adults had been interviewed, rather than just a 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 by Braun Research, Inc. with sample from Survey Sampling International (SSI). The questionnaire was developed and all data analyses were completed in house by the Eagleton Center for Public Interest Polling (ECPIP). Dr. Cliff Zukin, Professor Emeritus of Political Science and Public Policy and Senior Survey Advisor to ECPIP, assisted with this questionnaire and analysis. William Young assisted with analysis and preparation of this report. The Rutgers-Eagleton Poll is paid for and sponsored by the Eagleton Institute of Politics at Rutgers, The State University of New Jersey, a non-partisan academic center for the study of politics and the political process. Full questionnaires are available on request, and can also be accessed through our archives at [eagletonpoll.rutgers.edu](http://eagletonpoll.rutgers.edu). For more information, please contact [poll@eagleton.rutgers.edu](mailto:poll@eagleton.rutgers.edu).

**Weighted Sample Characteristics**

**704 New Jersey Adults**

<b>Male</b>	48%	<b>Democrat</b>	37%	<b>18-34</b>	26%	<b>HS or Less</b>	33%	<b>White</b>	58%
<b>Female</b>	52%	<b>Independent</b>	42%	<b>35-49</b>	26%	<b>Some College</b>	28%	<b>Black</b>	12%
		<b>Republican</b>	21%	<b>50-64</b>	27%	<b>College Grad</b>	22%	<b>Hispanic</b>	19%
				<b>65+</b>	20%	<b>Grad Work</b>	17%	<b>Other</b>	11%