RUTGERS Eagleton Center for Public Interest Polling

Eagleton Institute of Politics
Rutgers University-New Brunswick
eagletonpoll.rutgers.edu
848.932.8940

The Fairleigh Dickinson University Poll
Fairleigh Dickinson University
publicmind.fdu.edu
973.443.8390

FAIRLEIGH DICKINSON UNIVERSITY POLL

AUGUST 6, 2019

Media Contacts: Ashley Koning (Rutgers-Eagleton), akoning@rutgers.edu, 848-932-8940
Krista Jenkins (FDU), kjenkins@fdu.edu, 973-443-8390

Joint Rutgers-Eagleton/FDU Poll: New Jerseyans Are Moving Beyond Most, But Not All, Stereotypical Gender Views

New Brunswick and Madison, New Jersey (August 6, 2019) – New Jerseyans perceive women as being more emotional and men as more aggressive, but other views on gender have evolved, according to the latest poll results from the Rutgers-Eagleton/Fairleigh Dickinson University Polling partnership.

The joint poll asked New Jerseyans whether various personal traits apply more to women or men, or whether there is no difference between the genders. New Jerseyans' views both confirm and move beyond commonly held gender stereotypes, showing that some attitudes have changed and some have endured since Rutgers-Eagleton and FDU last asked about these traits in 2003.

On the one hand, majorities believe there is no difference between genders when it comes to showing intelligence (80 percent), capable management (74 percent), ethical behavior (67 percent), manipulative behavior (60 percent), "people" skills (59 percent), logical or rational thinking (56 percent), self-centeredness (56 percent), decisiveness (55 percent), stubbornness (55 percent), or awareness of their surroundings (54 percent).

On the other hand, New Jerseyans perceive some stark gender differences in other areas and by wide margins. Respondents deem women as more compassionate (62 percent versus 3 percent who say men), emotional (63 percent versus 2 percent who say men), and better listeners (57 percent to 5 percent who say men). A plurality also say women are better multi-taskers (47 percent to 8 percent who say men), though virtually the same number (45 percent) feels there is no difference between the two genders. Women also edge out men when it comes to awareness (31 percent), being manipulative (27 percent), "people" skills (35 percent), intelligence (16 percent), morals (30 percent), and management capabilities (17 percent), though the vast majority thinks each of these traits equally applies to both.

New Jerseyans view men as more likely to be risktakers (50 percent versus 8 percent who say women) and more aggressive (56 percent to 6 percent who say women). They are also twice as likely to rank men as more self-centered (29 percent), decisive (28 percent), and stubborn (28 percent) though the vast majority says each of these traits equally applies to both.

"The endurance of gender trait stereotypes has consequences in the personal, professional, and political world," said Ashley Koning, assistant research professor and director of the Eagleton Center for Public Interest Polling (ECPIP) at Rutgers University–New Brunswick. "Perceiving differences in men's and women's capabilities and personalities can impact everything from interpersonal interactions and household duties to hiring practices and wages to who we elect to public office."

In this poll, 1,250 adults were contacted between March 7 and 22, 2019. Of those, 621 of were contacted by live callers on landlines and cell phones, and 629 were reached through an online

probability-based panel. The combined sample has a margin of error of +/-3.6 percentage points; the phone sample has a margin of error of +/-4.5 percentage points, and the online probability-base sample has a margin of error of +/-5.5 percentage points. Interviews were done in English and, when requested, Spanish. The full analysis, along with the poll's questions and tables, can be found on the Rutgers-Eagleton Poll website and the FDU Poll website.

Gender makes a difference

Male and female residents do not see eye to eye on certain traits, with their views at times separated by double digits. For example, respondents believe their own gender is more aware and more logical or rational by wide margins – though a majority of each says there is no difference between genders on each trait.

Female residents are more likely to believe women are more capable managers (23 percent say women, 7 percent say men), whereas male residents are more split between the two genders (10 percent versus 11 percent). The opposite is true of decisiveness: male residents are three times as likely to choose their own kind (10 percent say women, 33 percent say men) while female residents are more split (22 percent versus 23 percent). Nevertheless, a majority of male and female residents alike say there is no gender difference on either trait.

Male residents are much more likely to apply the trait of risk-taking to themselves (60 percent), while female residents are more split between whether it applies just to men (42 percent) or whether there is no difference at all (47 percent). Female residents are twice as likely as male residents to say that women are better multi-taskers (62 percent versus 29 percent), whereas male residents are more likely to apply the trait to both genders (59 percent).

Male and female residents alike agree in similar numbers that women are more compassionate, ethical or moral, and emotional; though to different degrees, both genders also perceive women as better listeners. Male and female residents agree – though to differing extents – that men are more aggressive: 62 percent of male residents say men are, and 50 percent of female residents say the same.

Variation between phone and online surveys

Some respondents in this sample were given the survey questions online, while others were asked these same questions by live interviewers via telephone. The online and telephone subsamples resembled one another and the general population in every other way except the way in which the interviews were conducted. The presence or absence of conversing with a live interviewer had an effect on how respondents answered a number of traits.

Online respondents are more likely than phone respondents to believe there is no difference between the genders when it comes to manipulation (64 percent to 55 percent), risk-taking (47 percent to 35 percent), logic (64 percent to 47 percent), "people" skills (64 percent to 55 percent), ethics (72 percent to 62 percent), management capabilities (81 percent to 65 percent), decisiveness (62 percent to 48 percent), listening skills (43 percent to 31 percent), stubbornness (61 percent to 49 percent), multi-tasking (52 percent to 37 percent), and self-centeredness (60 percent to 52 percent).

Online respondents were slightly more likely than phone respondents to perceive men as more aggressive (58 percent versus 53 percent) but also a few points more likely to say there is no difference between the genders (39 percent versus 36 percent). Online respondents are also are somewhat more likely than their counterparts to say that there is no difference between genders when it comes to being

emotional (37 percent to 32 percent), though a solid majority of both types of respondents mostly attribute this trait to women.

"Survey respondents sometimes express attitudes that are not reflective of their true beliefs when talking to a live interviewer in order to seem socially acceptable, especially when it comes to gender-related issues," noted Koning. "When applying various gender traits, phone participants seemingly conformed more to expected gender stereotypes, while online respondents felt more comfortable to express gender-neutral opinions."

The more things change, the more they stay the same?
Most trait perceptions have shifted toward a more neutral zone since these questions were last asked almost two decades ago. New Jerseyans are now less likely to perceive women as manipulative, logical, better at "people" skills, ethical, better at listening, or intelligent by double digits, instead more likely to say there is no difference between the genders; likewise, the percentage who associate men with each of these characteristics has slightly increased over time. A similar pattern emerges when it comes to compassion and emotion, though solid majorities still view these traits as most appropriate for women, just to a slightly lesser extent than they did in 2003.

Associating management capabilities, multi-tasking, and decisiveness with either gender has declined since 2003, with more residents now saying these traits can be applied to both men and women equally. Similar patterns occur regarding awareness, self-centeredness, and stubbornness.

Men are still more likely to be perceived as aggressive and risk-takers, but even these numbers have softened a bit nowadays, with both traits now showcasing a bare majority in favor of men and a double-digit increase for no difference.

"A lot has changed in the past sixteen years," said Jenkins, who conducted the original Rutgers-Eagleton gender trait study with then-ECPIP director Cliff Zukin. "Many New Jerseyans seem to have moved beyond stereotypical thinking about gender traits, though some stereotypes still linger – even if to a lesser extent."

The Importance of Masculinity and Femininity
Women and men were also asked how important it was to them, personally, to be seen by others as womanly or feminine or as manly or masculine, respectively. Majorities of both genders say such perceptions are "not too important" or "not at important at all" – 56 percent among women and 65 percent among men.

More than four in ten women place some importance on femininity: 14 percent say it is "very important" to them to be perceived that way, and another 30 percent say it is "somewhat important." Men are less likely to be concerned with being seen as masculine: just 5 percent say it is "very important" to them, and 30 percent say "somewhat important."

Online respondents are slightly more concerned with gendered perceptions of themselves than phone respondents.

"The importance one places on their own femininity or masculinity undoubtedly influences how they associate various traits with each gender," noted Jenkins. "As personal importance to be seen as

feminine or masculine grows, so does the likelihood of applying certain traits to one gender or the other instead of expressing more gender-neutral views."

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Broadcast interviews: Rutgers University–New Brunswick has broadcast-quality TV and radio studios available for remote live or taped interviews with Rutgers experts. For more information, contact Neal Buccino neal.buccino@echo.rutgers.edu

ABOUT RUTGERS—NEW BRUNSWICK

Rutgers University–New Brunswick is where Rutgers, the State University of New Jersey, began more than 250 years ago. Ranked among the world's top 60 universities, Rutgers's flagship university is a leading public research institution and a member of the prestigious Association of American Universities. It is home to internationally acclaimed faculty and has 12 degree-granting schools and a Division I Athletics program. It is the Big Ten Conference's most diverse university. Through its community of teachers, scholars, artists, scientists, and healers, Rutgers is equipped as never before to transform lives.

ABOUT THE EAGLETON CENTER FOR PUBLIC INTEREST POLLING (ECPIP)

Home of the Rutgers-Eagleton Poll, ECPIP was established in 1971 and is the oldest and one of the most respected university-based state survey research centers in the United States. Now in its 48th year and with the publication of over 200 polls, ECPIP's mission is to provide scientifically sound, non-partisan information about public opinion. To read more about ECPIP and view all of our press releases and published research, please visit our website: eagletonpoll.rutgers.edu. You can also visit our extensive data archive, Facebook, and Twitter.

ABOUT THE EAGLETON INSTITUTE OF POLITICS

The Eagleton Center for Public Interest Polling is a unit of the Eagleton Institute of Politics at Rutgers University-New Brunswick. The Eagleton Institute explores state and national politics through research, education, and public service, linking the study of politics with its day-to-day practice. The Institute focuses attention on how the American political system works, how it changes, and how it might work better. To learn more about Eagleton programs and expertise, visit eagleton.rutgers.edu.

ABOUT FAIRLEIGH DICKINSON UNIVERSITY

The largest private university in New Jersey, FDU is a not-for-profit, nonsectarian, multi-campus institution. Founded in 1942, FDU achieved four-year status in 1948 and approval as a university in 1956. The University offers over 100 undergraduate and graduate degree programs, including doctoral programs in pharmacy, nursing practice, clinical psychology and school psychology; and an AACSB-accredited business school. Degree programs are offered on two New Jersey campuses and at two FDU locations outside the U.S.: Wroxton College, in Oxfordshire in England, and the Vancouver Campus, in British Columbia, Canada. FDU's 11,500 full- and part-time students pursue quality career-oriented programs on schedules tailored to their needs – days, evenings and weekends. The curriculum reflects a mission of global education and a foundation of a world-renowned University Core.

ABOUT THE FAIRLEIGH DICKINSON UNIVERISTY POLL

For the second year, the FDU Poll received an "A" rating from statistician Nate Silver's FiveThirtyEight blog. The ratings measure both accuracy and bias for all major polling services in the United States, providing an update to similar research the poll watchers conducted in 2014. FDU's "A" rating puts it in the top 15 of the more than 380 polling institutes reviewed and graded from A+ through F. The FDU poll

was found to have a 94 percent accuracy rate for predicting election results, and is one of only three A-rated polling institutes with zero bias to their rankings. Please visit our website: publicmind.fdu.edu.

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.

Q. I'm going to read you some words or descriptions. For each one, just tell me if you think it applies more to women, more to men, or if there's no difference:

	Women	Men	Women – Men	No difference	Don't know (vol)
More aware of what is going on around them	31%	14%	17%	54%	1%
More manipulative	27%	13%	14%	60%	1%
More compassionate	62%	3%	59%	34%	<1%
More willing to take risks	8%	50%	-42%	41%	<1%
More logical or rational	23%	21%	2%	56%	<1%
Has better "people" skills	35%	5%	30%	59%	1%
More aggressive	6%	56%	-50%	38%	<1%
More intelligent	16%	4%	12%	80%	<1%
More ethical or moral	30%	2%	28%	67%	<1%
More capable managers	17%	9%	8%	74%	1%
More decisive	17%	28%	-11%	55%	1%
Better at listening	57%	5%	52%	37%	<1%
More emotional	63%	2%	61%	35%	<1%
More stubborn	17%	28%	-11%	55%	<1%
Better able to do more things at one time	47%	8%	39%	45%	<1%
More self-centered	14%	29%	-15%	56%	1%

More aware of what is going on around them

	Mode		Party ID			Gender		Race		Income			Education				Age	
	Phone	Online	Dem	Ind	Rep	M	F	White	Non-White	<$75K	$75K-<$150K	$150K+	HS or Less	Some Coll	Coll Grad	Grad Work	<50	50+
Women	32%	30%	32%	28%	32%	19%	41%	30%	33%	33%	26%	37%	32%	26%	29%	41%	28%	34%
Men	15%	14%	16%	13%	16%	24%	6%	14%	15%	10%	19%	19%	11%	17%	17%	12%	12%	17%
No difference	52%	56%	52%	57%	51%	56%	53%	56%	51%	57%	54%	44%	56%	57%	54%	46%	59%	49%
Don't know (vol)	1%	0%	0%	1%	1%	1%	0%	0%	1%	0%	1%	0%	1%	0%	0%	1%	1%	0%
Unwght N=	306	317	239	240	131	275	348	417	196	238	244	106	117	164	191	149	231	391

More manipulative

	Mode		Party ID			Gender		Race		Income			Education				Age	
	Phone	Online	Dem	Ind	Rep	M	F	White	Non-White	<$75K	$75K-<$150K	$150K+	HS or Less	Some Coll	Coll Grad	Grad Work	<50	50+
Women	29%	25%	25%	26%	31%	32%	22%	29%	24%	28%	21%	36%	28%	25%	29%	22%	23%	30%
Men	15%	11%	13%	14%	12%	11%	15%	13%	13%	14%	10%	16%	14%	14%	11%	10%	8%	18%
No difference	55%	64%	62%	59%	57%	56%	63%	58%	62%	59%	67%	49%	56%	60%	59%	68%	68%	52%
Don't know (vol)	1%	0%	0%	1%	0%	1%	0%	0%	1%	0%	2%	0%	2%	0%	0%	0%	1%	1%
Unwght N=	305	315	237	240	130	275	345	416	194	235	244	106	117	163	190	148	231	388

More compassionate

	Mode		Party ID			Gender		Race		Income			Education				Age	
	Phone	Online	Dem	Ind	Rep	M	F	White	Non-White	<$75K	$75K-<$150K	$150K+	HS or Less	Some Coll	Coll Grad	Grad Work	<50	50+
Women	65%	60%	70%	54%	64%	58%	66%	64%	61%	59%	62%	73%	58%	64%	62%	68%	57%	68%
Men	2%	3%	1%	6%	1%	5%	1%	2%	4%	3%	3%	0%	4%	2%	4%	0%	4%	2%
No difference	32%	37%	29%	39%	34%	36%	33%	34%	34%	38%	33%	27%	37%	33%	34%	31%	39%	30%
Don't know (vol)	1%	0%	0%	1%	0%	1%	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%	1%	0%
Unwght N=	306	317	239	239	132	275	348	418	195	239	243	106	118	164	190	149	230	392

More willing to take risks

	Mode		Party ID			Gender		Race		Income			Education				Age	
	Phone	Online	Dem	Ind	Rep	M	F	White	Non-White	<$75K	$75K-<$150K	$150K+	HS or Less	Some Coll	Coll Grad	Grad Work	<50	50+
Women	8%	8%	10%	8%	5%	5%	11%	6%	12%	13%	3%	7%	11%	8%	6%	6%	8%	9%
Men	56%	44%	45%	54%	54%	60%	42%	53%	46%	42%	57%	51%	45%	57%	50%	49%	48%	52%
No difference	35%	47%	45%	38%	39%	35%	47%	41%	42%	44%	39%	42%	44%	35%	43%	45%	45%	38%
Don't know (vol)	1%	0%	0%	0%	2%	0%	1%	1%	0%	1%	0%	0%	0%	0%	1%	0%	0%	1%
Unwght N=	306	318	239	240	132	275	349	418	196	239	244	106	118	164	191	149	231	392

More logical or rational

	Mode		Party ID			Gender		Race		Income			Education				Age	
	Phone	Online	Dem	Ind	Rep	M	F	White	Non-White	<$75K	$75K-<$150K	$150K+	HS or Less	Some Coll	Coll Grad	Grad Work	<50	50+
Women	28%	18%	24%	22%	23%	19%	26%	23%	23%	27%	16%	20%	30%	22%	19%	15%	18%	28%
Men	24%	18%	20%	20%	25%	30%	14%	20%	23%	15%	27%	28%	14%	24%	28%	21%	18%	24%
No difference	47%	64%	57%	57%	52%	51%	60%	57%	54%	58%	57%	53%	56%	54%	53%	64%	64%	48%
Don't know (vol)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Unwght N=	306	316	239	239	131	274	348	416	196	239	242	106	118	163	190	149	231	390

Has better "people" skills

	Mode		Party ID			Gender		Race		Income			Education				Age	
	Phone	Online	Dem	Ind	Rep	M	F	White	Non-White	<$75K	$75K-<$150K	$150K+	HS or Less	Some Coll	Coll Grad	Grad Work	<50	50+
Women	38%	32%	35%	37%	30%	30%	39%	35%	35%	30%	38%	39%	36%	32%	29%	46%	27%	43%
Men	6%	4%	6%	3%	7%	6%	4%	5%	6%	4%	5%	11%	4%	8%	4%	4%	4%	6%
No difference	55%	64%	58%	59%	63%	63%	57%	61%	58%	66%	56%	50%	58%	60%	67%	50%	68%	51%
Don't know (vol)	1%	0%	0%	1%	0%	1%	0%	0%	1%	0%	1%	0%	2%	0%	0%	0%	1%	0%
Unwght N=	306	315	239	239	130	274	347	415	196	237	244	105	117	163	190	149	230	390

More aggressive

	Mode		Party ID			Gender		Race		Income			Education				Age	
	Phone	Online	Dem	Ind	Rep	M	F	White	Non-White	<$75K	$75K-<$150K	$150K+	HS or Less	Some Coll	Coll Grad	Grad Work	<50	50+
Women	9%	2%	6%	4%	7%	4%	8%	4%	8%	7%	5%	4%	5%	9%	3%	7%	3%	9%
Men	53%	58%	56%	58%	53%	62%	50%	60%	51%	54%	56%	61%	52%	53%	63%	58%	57%	55%
No difference	36%	39%	37%	37%	39%	33%	42%	36%	40%	38%	39%	35%	42%	38%	34%	35%	40%	36%
Don't know (vol)	1%	0%	0%	1%	0%	1%	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%	1%	0%
Unwght N=	306	316	238	239	132	275	347	417	195	238	243	106	118	163	191	148	230	391

More intelligent

	Mode		Party ID			Gender		Race		Income			Education				Age	
	Phone	Online	Dem	Ind	Rep	M	F	White	Non-White	<$75K	$75K-<$150K	$150K+	HS or Less	Some Coll	Coll Grad	Grad Work	<50	50+
Women	18%	14%	22%	15%	7%	12%	20%	12%	21%	19%	10%	22%	21%	14%	14%	11%	15%	17%
Men	5%	3%	4%	4%	5%	5%	3%	3%	6%	5%	3%	0%	4%	5%	4%	2%	3%	5%
No difference	77%	83%	74%	81%	88%	84%	77%	85%	74%	76%	87%	77%	75%	81%	83%	87%	82%	78%
Don't know (vol)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Unwght N=	306	318	240	239	132	274	350	418	196	239	244	106	118	164	191	149	231	392

More ethical or moral

	Mode		Party ID			Gender		Race		Income			Education				Age	
	Phone	Online	Dem	Ind	Rep	M	F	White	Non-White	<$75K	$75K-<$150K	$150K+	HS or Less	Some Coll	Coll Grad	Grad Work	<50	50+
Women	35%	27%	32%	34%	22%	28%	32%	29%	32%	29%	29%	34%	31%	26%	35%	31%	27%	34%
Men	3%	2%	2%	3%	2%	4%	1%	1%	3%	2%	3%	0%	0%	4%	4%	0%	2%	2%
No difference	62%	72%	66%	63%	76%	68%	66%	69%	65%	68%	68%	66%	69%	70%	61%	68%	71%	63%
Don't know (vol)	1%	0%	1%	0%	0%	0%	1%	1%	0%	1%	0%	0%	1%	0%	0%	0%	0%	1%
Unwght N=	307	319	240	241	132	276	350	419	196	240	244	106	119	164	191	150	231	394

More capable managers

	Mode		Party ID			Gender		Race		Income			Education				Age	
	Phone	Online	Dem	Ind	Rep	M	F	White	Non-White	<$75K	$75K-<$150K	$150K+	HS or Less	Some Coll	Coll Grad	Grad Work	<50	50+
Women	22%	12%	17%	21%	8%	10%	23%	15%	19%	17%	13%	28%	19%	16%	13%	21%	12%	22%
Men	11%	7%	6%	11%	11%	11%	7%	9%	10%	12%	7%	6%	8%	11%	9%	7%	7%	11%
No difference	65%	81%	77%	66%	81%	78%	69%	76%	70%	72%	78%	66%	72%	72%	78%	73%	80%	67%
Don't know (vol)	1%	0%	0%	2%	0%	1%	0%	0%	1%	0%	2%	0%	1%	1%	0%	0%	1%	0%
Unwght N=	306	318	240	239	132	274	350	418	196	239	244	106	119	164	191	148	230	393

More decisive

	Mode		Party ID			Gender		Race		Income			Education				Age	
	Phone	Online	Dem	Ind	Rep	M	F	White	Non-White	<$75K	$75K-<$150K	$150K+	HS or Less	Some Coll	Coll Grad	Grad Work	<50	50+
Women	20%	13%	19%	16%	12%	10%	22%	16%	17%	20%	12%	20%	20%	21%	12%	10%	12%	21%
Men	31%	25%	27%	29%	30%	33%	23%	29%	27%	23%	32%	32%	22%	29%	33%	29%	27%	28%
No difference	48%	62%	53%	55%	58%	56%	54%	55%	55%	57%	56%	48%	56%	51%	55%	61%	61%	49%
Don't know (vol)	1%	0%	1%	0%	0%	1%	0%	0%	1%	1%	0%	0%	1%	0%	0%	0%	0%	1%
Unwght N=	306	317	238	240	132	275	348	418	195	238	244	106	117	164	191	149	231	391

Better at listening

	Mode		Party ID			Gender		Race		Income			Education				Age	
	Phone	Online	Dem	Ind	Rep	M	F	White	Non-White	<$75K	$75K-<$150K	$150K+	HS or Less	Some Coll	Coll Grad	Grad Work	<50	50+
Women	63%	52%	57%	56%	61%	49%	64%	61%	53%	50%	62%	68%	49%	59%	61%	65%	49%	65%
Men	6%	5%	4%	8%	5%	8%	3%	4%	8%	8%	2%	5%	9%	6%	3%	1%	5%	6%
No difference	31%	43%	40%	35%	34%	42%	33%	35%	38%	42%	35%	27%	40%	35%	36%	35%	45%	29%
Don't know (vol)	1%	0%	0%	1%	0%	1%	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%	1%	0%
Unwght N=	306	317	238	240	132	275	348	418	195	238	244	106	117	164	191	149	230	392

More emotional

	Mode		Party ID			Gender		Race		Income			Education				Age	
	Phone	Online	Dem	Ind	Rep	M	F	White	Non-White	<$75K	$75K-<$150K	$150K+	HS or Less	Some Coll	Coll Grad	Grad Work	<50	50+
Women	64%	62%	61%	61%	70%	64%	62%	68%	56%	66%	60%	59%	67%	67%	64%	44%	57%	69%
Men	3%	0%	3%	2%	0%	1%	3%	1%	3%	2%	2%	2%	0%	3%	3%	2%	2%	1%
No difference	32%	37%	36%	36%	30%	34%	35%	31%	40%	32%	38%	39%	31%	30%	33%	54%	40%	30%
Don't know (vol)	1%	0%	0%	1%	0%	1%	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%	1%	0%
Unwght N=	306	319	240	240	132	275	350	419	196	240	244	106	119	164	191	149	231	393

More stubborn

	Mode		Party ID			Gender		Race		Income			Education				Age	
	Phone	Online	Dem	Ind	Rep	M	F	White	Non-White	<$75K	$75K-<$150K	$150K+	HS or Less	Some Coll	Coll Grad	Grad Work	<50	50+
Women	17%	16%	16%	16%	21%	18%	16%	14%	20%	18%	13%	18%	16%	23%	13%	12%	15%	18%
Men	33%	22%	26%	32%	23%	29%	26%	32%	23%	29%	27%	27%	27%	30%	29%	22%	23%	32%
No difference	49%	61%	59%	51%	55%	52%	58%	54%	56%	53%	58%	54%	56%	47%	58%	65%	61%	49%
Don't know (vol)	1%	0%	0%	1%	0%	1%	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%	1%	0%
Unwght N=	306	317	239	239	132	274	349	417	196	238	244	106	118	164	191	148	230	392

Better able to do more things at one time

	Mode		Party ID			Gender		Race		Income			Education				Age	
	Phone	Online	Dem	Ind	Rep	M	F	White	Non-White	<$75K	$75K-<$150K	$150K+	HS or Less	Some Coll	Coll Grad	Grad Work	<50	50+
Women	53%	41%	49%	46%	42%	29%	62%	46%	47%	46%	46%	49%	47%	43%	46%	54%	39%	55%
Men	9%	7%	6%	6%	15%	12%	5%	9%	8%	7%	8%	10%	7%	10%	9%	4%	7%	10%
No difference	37%	52%	45%	47%	42%	59%	33%	45%	45%	46%	46%	41%	45%	47%	45%	41%	54%	35%
Don't know (vol)	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Unwght N=	306	317	238	240	132	273	350	418	195	240	242	106	118	164	191	148	231	391

More self-centered

	Mode		Party ID			Gender		Race		Income			Education				Age	
	Phone	Online	Dem	Ind	Rep	M	F	White	Non-White	<$75K	$75K-<$150K	$150K+	HS or Less	Some Coll	Coll Grad	Grad Work	<50	50+
Women	13%	15%	8%	18%	17%	15%	13%	14%	15%	18%	12%	11%	20%	16%	9%	7%	10%	18%
Men	33%	26%	32%	28%	28%	26%	32%	30%	28%	28%	28%	34%	20%	30%	31%	44%	25%	34%
No difference	52%	60%	59%	52%	55%	58%	54%	57%	55%	53%	59%	55%	58%	54%	61%	48%	64%	47%
Don't know (vol)	2%	0%	1%	1%	0%	1%	1%	0%	2%	1%	1%	0%	2%	0%	0%	1%	1%	1%
Unwght N=	306	317	239	239	132	274	349	417	196	238	244	106	118	164	190	149	231	391

[MEN ONLY]

Q. How important is it to you, personally, to be seen by others as manly or masculine?

		Mode	
	MEN	Phone	Online
Very important	5%	7%	3%
Somewhat impt	30%	25%	35%
Not too impt	31%	23%	38%
Not at all impt	34%	45%	24%
Don't know (vol)	<1%	0%	0%
Unwght N=	274	149	125

[WOMEN ONLY]

Q. How important is it to you, personally, to be seen by others as womanly or feminine?

		Mode	
	WOMEN	Phone	Online
Very important	14%	16%	11%
Somewhat impt	30%	25%	34%
Not too impt	34%	28%	39%
Not at all impt	22%	28%	16%
Don't know (vol)	1%	2%	0%
Unwght N=	349	156	193

About the Rutgers-Eagleton/Fairleigh Dickinson Polling Partnership

For almost 50 years, the Rutgers-Eagleton Poll – established in 1971 at Rutgers University's Eagleton Institute of Politics – has been conducted by telephone, using what is known as a probability-based sample to survey New Jersey residents. That methodology has since been used by all other academic organizations that have conducted surveys in New Jersey – including Fairleigh Dickinson University (established in 2001), Monmouth University (established in 2005), and Quinnipiac University.

The polling landscape has dramatically transformed within the last decade, however. Due to technological changes (like cell phones and caller ID), behavioral changes (like fewer people answering their phones and responding to surveys), and an increased number of unsolicited calls (like telemarketing and spam), telephone surveys have become far more difficult and far more expensive. Response rates are now in the single digits, meaning more call attempts have to be made than ever before to achieve a single completed interview – which, in turn, means more time and more money. It now costs almost three times as much to complete a telephone interview than it did just five years ago, with fielding costs reaching over $100 per completed interview at some of the most well-known and respected telephone survey call centers.
The polling profession has started to adapt by moving online but has faced a major hurdle – the current inability to take a probability-based sample of Internet users. The industry has attempted to tackle this problem in two ways:

1) By conducting a probability sample by mail or phone and recruiting those respondents to join an online panel (with those not online being given that capacity by the survey organization). This has been the approach of organizations like the Pew Research Center and Ipsos' KnowledgePanel, the latter of which was used for this current study.
2) By conducting a non-probability sample, where respondents volunteer to be surveyed rather than the probability sample where they are selected to be surveyed. The New York Times/CBS News Poll took this approach in 2014, for example.

A number of research studies have found that the results of probability and non-probability samples are similar, if weighted correctly at the end. But probability samples are still slightly more accurate, may have better reliability over time, and allow for the computation of sampling error – a statement of the probabilities of how likely the poll is to be accurate.
Because of the need to move away from telephone surveys, the Rutgers-Eagleton Poll at Rutgers-New Brunswick's Eagleton Institute of Politics and the FDU Poll at Farleigh Dickinson University have combined their resources to conduct one of the first ever in-depth experiments testing the effects of both survey mode and type of sample on statewide public opinion polling. The extensive study involves testing an identical questionnaire on three different samples:

1. A probability-based sample of 621 respondents from a traditional dual-frame telephone survey conducted by live callers on both landline and cellular phone between March 7 and March 12, 2019. The telephone survey was fielded by Braun Research, Inc with sample provided by Dynata.

2. A probability-based sample of 629 respondents from Ipsos' online probability-based KnowledgePanel® conducted online between March 13 and March 22, 2019.
3. A non-probability sample of 643 respondents from Ipsos' opt-in panel conducted online between March 17 and March 28, 2019.

The results reported on in this series of releases by Rutgers-Eagleton and FDU will report results only from the combined samples of the telephone survey and online probability-based panel. The questionnaire was developed and all data analyses were completed in house by Dr. Ashley Koning and Dr. Cliff Zukin at the Eagleton Center for Public Interest Polling (ECPIP) at Rutgers University-New Brunswick and Dr. Krista Jenkins at Fairleigh Dickinson University. William Young and Kyle Morgan assisted with preparation of the questionnaire and analysis and preparation of this release. This poll is paid for and sponsored by both the Eagleton Institute of Politics at Rutgers University-New Brunswick and Fairleigh Dickinson University.

Telephone Methodology

The telephone survey was conducted by live callers on both landlines and cellular phones between March 7 and 12, 2019, with a scientifically selected random sample of 621 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 258 adults reached on a landline phone and 363 adults reached on a cell phone, all acquired through random digit dialing. Distribution of household phone use in this sample is:

Cell Only:	34%
Dual Use, Reached on Cell:	24%
Dual Use, Reached on LL:	39%
Landline Only:	2%

The data were weighted to be representative of the non-institutionalized adult population of New Jersey. The weighting balanced sample demographics to target population parameters. The sample is balanced to match parameters for sex, age, education, race/ethnicity, region and phone use. The sex, age, education, race/ethnicity and region parameters were derived from 2017 American Community Survey PUMS data. The phone use parameter was derived from estimates provided by the National Health Interview Survey Early Release Program.[1][2][3]

[1] NCHS, National Health Interview Survey, 2012-2016; U.S. Census Bureau, American Community Survey, 2011-2015; and infoUSA.com consumer database, 2012-2016.

[2] Blumberg SJ, Luke JV. Wireless substitution: Early release of estimates from the National Health Interview Survey, July–December 2015. National Center for Health Statistics. May 2016.

[3] Blumberg SJ, Luke JV. Wireless substitution: Early release of estimates from the National Health Interview Survey, January-June 2018. National Center for Health Statistics. December 2018.

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 adjustment also accounts for the overlapping landline and cell sample frames and the relative sizes of each frame and each sample. This first stage weight was applied to the entire sample which included all adults.

The second stage of the weighting balanced sample demographics, by form, to match target population benchmarks. This weighting was accomplished using SPSSINC RAKE, an SPSS extension module that simultaneously balances the distributions of all variables using the GENLOG procedure. Weights were trimmed 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.

An adjustment was incorporated into the raking to ensure that the party ID distribution of both forms were similar to each other. This was done by first raking the entire sample to target population benchmarks and extracting from that weighted data a party ID "benchmark". Then the final weighting by form included all the weighting demographics listed above, plus the party ID distribution derived from the first raking.

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 621 New Jersey adults is +/-3.9 percentage points at a 95 percent confidence interval. The design effect is 1.31, making the adjusted margin of error +/- 4.5 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 45.5 and 54.5 percent (50 +/- 4.5) 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 telephone survey was fielded by Braun Research, Inc. with sample from Dynata.

Weighted Telephone Sample Characteristics
621 New Jersey Adults

Male	48%	**Democrat**	36%	**18-34**	25%	**HS or Less**	30%	**White**	58%
Female	52%	**Independent**	41%	**35-49**	24%	**Some College**	30%	**Black**	12%
		Republican	23%	**50-64**	30%	**College Grad**	22%	**Hispanic**	19%
				65+	20%	**Grad Work**	17%	**Other**	12%

Online Methodology

The online survey was conducted between March 13 and 22, 2019, using the web-enabled KnowledgePanel®, a probability-based panel designed to be representative of the U.S. population. Initially, participants are chosen scientifically by a random selection of telephone numbers and residential addresses. Persons in selected households are then invited by telephone or by mail to participate in the web-enabled KnowledgePanel. For those who agree to participate, but do not already have Internet access, Ipsos provides at no cost a laptop/netbook and ISP connection. People who already have computers and Internet service are permitted to participate using their own equipment. Panelists then receive unique log-in information for accessing surveys online, and then are sent emails throughout each month inviting them to participate in research. This survey contained 629 New Jersey adults, 18 or older and was available in Spanish for respondents who requested it.

The data were weighted to be representative of the non-institutionalized adult population of New Jersey. The sample was balanced, by form, to match target population benchmarks for sex, age, education, race/ethnicity, region and phone use. The sex, age, education, race/ethnicity and region parameters were derived from 2017 American Community Survey PUMS data. The phone use parameter was derived from estimates provided by the National Health Interview Survey Early Release Program.[4][5][6]

This weighting was accomplished using SPSSINC RAKE, an SPSS extension module that simultaneously balances the distributions of all variables using the GENLOG procedure. Weights were trimmed 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. The IPSOS KnowledgePanel base weight was used as the input weight for the weighting.

An adjustment was incorporated into the raking to ensure that the party ID distribution of both forms were similar to each other. This was done by first raking the entire sample to target population benchmarks and extracting from that weighted data a party ID “benchmark”. Then the final weighting by form included all the weighting demographics listed above, plus the party ID distribution derived from the first raking.

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 629 New Jersey adults is +/-3.9

[4] NCHS, National Health Interview Survey, 2012-2016; U.S. Census Bureau, American Community Survey, 2011-2015; and infoUSA.com consumer database, 2012-2016.

[5] Blumberg SJ, Luke JV. Wireless substitution: Early release of estimates from the National Health Interview Survey, July–December 2015. National Center for Health Statistics. May 2016.

[6] Blumberg SJ, Luke JV. Wireless substitution: Early release of estimates from the National Health Interview Survey, January-June 2018. National Center for Health Statistics. December 2018.

percentage points at a 95 percent confidence interval. The design effect is 2.02, making the adjusted margin of error +/- 5.5 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 44.5 and 55.5 percent (50 +/- 5.5) 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 online survey was fielded by Ipsos. Ipsos is an independent market research company controlled and managed by research professionals. Visit www.ipsos.com/en-us to learn more about Ipsos' offerings and capabilities.

Weighted Online Sample Characteristics
629 New Jersey Adults

Male	47%	**Democrat**	41%	**18-34**	25%	**HS or Less**	34%	**White**	59%
Female	53%	**Independent**	38%	**35-49**	26%	**Some College**	25%	**Black**	11%
		Republican	20%	**50-64**	28%	**College Grad**	24%	**Hispanic**	19%
				65+	21%	**Grad Work**	17%	**Other**	11%

Telephone + Online Combined Probability Sample Methodology
The entire survey was conducted between March 7 and March 22, 2019 with a combined total sample of 1,250 New Jersey adults, 18 or older. Distribution of the combined sample is as follows:

Reached on Cell:	30%
Reached on LL:	20%
Reached online:	50%

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 1,250 New Jersey adults is +/-2.8 percentage points at a 95 percent confidence interval. The design effect is 1.67, making the adjusted margin of error +/- 3.6 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 46.4 and 53.6 percent (50 +/- 3.6) 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.

Weighted Combined Sample Characteristics
1,250 New Jersey Adults

Male	47%	**Democrat**	39%	**18-34**	25%	**HS or Less**	32%	**White**	58%
Female	53%	**Independent**	40%	**35-49**	25%	**Some College**	28%	**Black**	11%
		Republican	22%	**50-64**	29%	**College Grad**	23%	**Hispanic**	19%
				65+	21%	**Grad Work**	17%	**Other**	11%