

**FOR IMMEDIATE RELEASE**  
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*For more commentary from Professor Redlawsk see*  
<http://eagletonpoll.blogspot.com>

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## **NEW JERSEYANS LOVE THEIR NEIGHBORHOODS, ARE PROUD OF STATE**

### **While somewhat critical, residents find many good things about Garden State**

NEW BRUNSWICK, N.J – New Jerseyans are simultaneously very proud of their state and somewhat critical of it as a place to live, according to a new Rutgers-Eagleton Poll. Only 13 percent say it is an excellent place to live, but 39 percent call it a good place to live. Fully half say they take a lot of pride in living here, and less than a quarter say they would move out of the state if they had the opportunity to do so.

The poll of 953 New Jersey adults was conducted March 31 – April 3 and has a margin of error of +/-3.2 percentage points.

“While New Jerseyans certainly find things to complain about, a majority still see the state as a good place to live,” said David Redlawsk, director of the Rutgers-Eagleton Poll and professor of political science at Rutgers University. “What we see is that the many good things about the state seem to outweigh frustrations for most residents.”

### **Best and worst of New Jersey**

Asked to name the best thing about living in New Jersey, respondents gave a wide range of answers, including its proximity to New York and other major centers, the beaches and the shore, the natural environment generally and the state’s diversity. “New Jerseyans have many reasons to like their state, and no one reason really dominates,” said Redlawsk.

About the state’s negatives, taxes were named by 37 percent of respondents, far outpacing any other dislike. Other common negatives were the cost of living here, significant traffic congestion and the existence of political corruption.

“It is no surprise that taxes led the negatives,” said Redlawsk. “This reflects both the sense that taxes are high, but also the ongoing debate over the state budget, which was well underway when we did this survey.”

### **Lots of pride in New Jersey**

Half of New Jerseyans say they take a lot of pride living in the Garden State, while only 8 percent say they don't take any pride living here. Given the opportunity, 23 percent of respondents said they would move out of state. A large majority (63 percent) would continue to live in their neighborhoods, while another 14 percent would move within their town or elsewhere in the state.

"While some people clearly have frustrations, most would stay here even if they could leave," Redlawsk said. "This really suggests a sense of stability, even while there are plenty of issues the state needs to address."

### **Overall, New Jersey seen as a good place to live**

More than half of those polled called New Jersey an excellent (13 percent) or good (39 percent) place to live. Fifteen percent say it is a poor place to live; one in three rates it fair. The 63 percent of residents who would stay in their neighborhoods even if they could move are more positive: 16 percent call the state excellent, and 48 percent good. Sixty percent of this group takes lots of pride in their state, but of the 23 percent who would leave if they could, 80 percent rate New Jersey as only a fair (48 percent) or poor (32 percent) place to live.

### **Contentment varies with region, party identification, income, race, and age**

A closer look at attitudes towards life in New Jersey shows most strikingly that where people live has a great effect on their happiness with the state. Urban residents are more likely to rate New Jersey as an excellent place to live (21 percent) compared to suburban and exurban/northwest residents (13 percent). Ten percent of those at the shore and 8 percent near Philadelphia grade the state excellent. Conversely, 20 percent of Philadelphia area residents call the state a poor place to live, higher than in any other region.

Almost six in 10 urban residents take a lot of pride living here, but only 46 percent of those near Philadelphia feel the same. Given this, not surprisingly Philadelphia area residents are the most likely to say they would move out of state if they could (29 percent). More than two-thirds of exurban residents would remain in their neighborhoods, even if they could move.

Democrats are much happier with life in the Garden State than Republicans, despite the election of a Republican governor last fall; 60 percent of Democrats rate New Jersey as an excellent or good place to live, compared with 45 percent of GOP backers. Independents are also less likely than Democrats to assess New Jersey positively as a place to live.

Wealthier residents are somewhat more content with life in New Jersey. Of those with household incomes over \$150,000, 60 percent say the Garden State is an excellent or good place to live, while 50 percent of those making less than \$50,000 feel the same.

Asians and Latinos (both 20 percent) are most likely to grade the Garden State as an excellent place to live. Only 12 percent of white respondents and 10 percent of blacks do the same. Black respondents also are more likely to say they would leave the state if they could, with 30 percent ready to move, compared with 24 percent of whites and less than 10 percent of the small samples of Asians and Latinos.

The poll's youngest and oldest respondents are most proud of New Jersey. More than half (56 percent) of 18-to-29 year olds say they feel a lot of pride in New Jersey compared with 46 percent of 30-to-49 year olds, and 45 percent of 50-to-64 year olds. Fifty-seven percent of those older than 65 said they feel a lot of pride.

**Rutgers-Eagleton Poll March 31-April 3, 2010**

The Rutgers-Eagleton Poll was conducted from March 31-April 3, 2010 with a scientifically selected random sample of 953 New Jersey adults. Data are weighted to represent known parameters in the New Jersey population, including gender, age, race, education, and Hispanic ethnicity. 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. The sampling error for a sample of 953 adults is +/-3.2 points, at a 95 percent confidence interval. The sampling error for 812 adults aware of the budget is +/-3.4. Thus if 50 percent of 953 New Jersey adults favored a particular position, one would be 95 percent sure that the true figure would be between 46.8 and 53.2 percent (50 + 3.2) had all New Jersey adults 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.

<b>Weighted Sample Characteristics (n=953 Adults)</b>			
42% Dem	48% Male	26% 18-29	66% White
32% Independent	52% Female	38% 30-49	11% Black
26% Republican		19% 50-64	15% Hispanic
		17% 65+	7% Asian
			1% Other/Multiple

**Rutgers-Eagleton Poll March 31 - April 3, 2010  
Questions and Tables**

The questions covered in the release of April 26, 2010 are list below. Column percentages may not add to 100% due to rounding. All percentages are of New Jersey adults.

**Q. Overall, how would you rate New Jersey as a place to live—excellent, good, only fair or poor?**

Excellent	13%
Good	39%
Only fair	33%
Poor	15%
N=	953

	Education										
	Dem	Ind	Rep	Lib	Middle	Conserv	HS or less	Some coll	Coll grad	Grad work	
Excellent	14%	10%	15%	18%	10%	9%	11%	15%	14%	12%	
Good	46%	38%	30%	51%	40%	31%	32%	46%	40%	44%	
Only fair	28%	30%	44%	21%	34%	41%	36%	28%	33%	34%	
Poor	13%	22%	12%	10%	16%	18%	21%	12%	13%	10%	
N=	369	290	238	173	484	239	350	259	205	125	

	Employment				Race				
	Full time	Part time	Retired	Not empl	White	Black	Asian	Latino	
Excellent	11%	15%	16%	13%	12%	10%	20%	20%	
Good	39%	41%	39%	37%	40%	31%	38%	46%	
Only fair	37%	34%	27%	30%	34%	39%	27%	15%	
Poor	13%	10%	19%	20%	14%	20%	15%	20%	
N=	420	109	161	249	665	114	66	46	

	Age				Income				
	18-29	30-49	50-64	65+	Under 50K	50- <100k	100K- <150K	150k+	
Excellent	14%	12%	10%	16%	13%	11%	15%	14%	
Good	44%	36%	36%	42%	37%	34%	38%	47%	
Only fair	33%	35%	35%	25%	29%	39%	37%	31%	
Poor	9%	18%	18%	17%	21%	15%	11%	8%	
N=	238	354	190	156	289	241	148	109	

*New Jersey Quality of Life  
Rutgers-Eagleton Poll*

	Region						
	Male	Female	Urban	Suburban	Exurban	Phila Area	Shore
Excellent	13%	13%	21%	13%	13%	8%	10%
Good	34%	43%	43%	39%	33%	37%	41%
Only fair	38%	29%	25%	32%	36%	35%	39%
Poor	16%	15%	11%	16%	18%	20%	11%
N=	445	495	146	325	136	164	167

**Q. And how much pride do you take in living in New Jersey?**

A lot	50%
Some	26%
A little	16%
None	8%
N=	952

	Ideology						Education			
	Dem	Ind	Rep	Liberal	Middle	Conserv	HS or less	Some coll	Coll grad	Grad work
A lot	55%	45%	49%	55%	51%	46%	50%	55%	50%	42%
Some	24%	26%	27%	27%	27%	24%	20%	28%	28%	34%
A little	16%	18%	13%	12%	16%	17%	20%	12%	16%	12%
None	5%	11%	10%	6%	6%	13%	11%	5%	6%	11%
N=	378	290	239	173	492	240	363	260	205	125

	Employment				Race				
	Full time	Part time	Retired	Not empl	White	Black	Asian	Latino	
A lot	50%	52%	55%	47%	48%	54%	52%	61%	
Some	28%	26%	23%	22%	26%	25%	28%	17%	
A little	14%	16%	18%	18%	18%	18%	5%	9%	
None	8%	6%	4%	13%	8%	4%	15%	13%	
N=	432	109	160	247	672	114	65	46	

	Age				Income				
	18-29	30-49	50-64	65+	Under 50K	50- <100k	100K- <150K	150k+	
A lot	56%	46%	45%	57%	56%	42%	47%	52%	
Some	20%	29%	30%	21%	21%	28%	35%	29%	
A little	17%	16%	15%	15%	15%	21%	11%	12%	
None	7%	9%	10%	6%	8%	8%	7%	6%	
N=	249	355	190	155	301	240	148	109	

	Region						
	Male	Female	Urban	Suburban	Exurban	Phila Area	Shore
A lot	48%	52%	57%	49%	50%	46%	50%
Some	24%	26%	24%	26%	26%	22%	28%
A little	18%	14%	14%	15%	13%	26%	13%
None	9%	8%	5%	10%	11%	6%	9%
N=	453	498	145	334	136	170	167

**Q. If you could, would you move out of your neighborhood or continue to live where are now, and if so would you move to another part of your town, to another town in NJ, or to another state?**

Continue to live in neighborhood	63%
Move in same town	3%
Move in NJ	11%
Move to another state	23%
N=	945

*Stay or Move?*

<i>Rating NJ as Place to Live</i>	<i>Stay or Move?</i>			
	Live in neighborhood	Move/town	Move/NJ	Move/another state
Excellent	16%	16%	14%	3%
Good	48%	36%	31%	18%
Only fair	27%	36%	40%	48%
Poor	10%	13%	15%	32%
N=	592	31	98	212

*Stay or Move?*

<i>Amount of Pride in NJ</i>	<i>Stay or Move?</i>			
	Live in neighborhood	Move/town	Move/NJ	Move/another state
A Lot	60%	64%	57%	20%
Some	27%	16%	15%	28%
A little	8%	13%	22%	34%
None	5%	6%	6%	19%
N=	590	31	105	215

*New Jersey Quality of Life  
Rutgers-Eagleton Poll*

	Ideology						Education			
	Dem	Ind	Rep	Liberal	Middle	Conserv	HS or less	Some coll	Coll grad	Grad work
Continue to live in neighborhood	61%	63%	67%	65%	62%	64%	59%	68%	58%	70%
Move in same town	4%	3%	3%	4%	3%	3%	4%	5%	1%	2%
Move in NJ	16%	9%	5%	14%	11%	8%	11%	11%	13%	9%
Move to another state	19%	24%	25%	16%	24%	25%	26%	17%	28%	18%
N=	377	287	235	172	491	237	361	255	204	124

	Employment				Race			
	Full time	Part time	Retired	Not empl	White	Black	Asian	Latino
Continue to live in neighborhood	59%	66%	76%	59%	62%	53%	79%	65%
Move in same town	3%	4%	1%	5%	3%	4%	6%	2%
Move in NJ	12%	11%	7%	12%	11%	12%	6%	28%
Move to another state	26%	19%	16%	24%	24%	30%	9%	4%
N=	430	106	158	247	668	113	66	46

	Age				Income			
	18-29	30-49	50-64	65+	Under 50K	50- <100k	100K- <150K	150k+
Continue to live in neighborhood	56%	60%	61%	80%	62%	56%	68%	70%
Move in same town	4%	4%	3%	1%	2%	5%	1%	2%
Move in NJ	16%	11%	7%	6%	16%	8%	10%	6%
Move to another state	23%	24%	29%	13%	19%	31%	21%	22%
N=	248	352	189	154	299	239	147	108

	Region							
	Male	Female	Urban	Suburban	Exurban	Phila Area	Shore	
Continue to live in neighborhood	62%	64%	56%	62%	69%	64%	65%	
Move in same town	2%	4%	3%	5%	2%	2%	3%	
Move in NJ	12%	11%	21%	13%	6%	5%	9%	
Move to another state	24%	22%	21%	20%	24%	29%	23%	
N=945	451	494	145	333	135	167	162	

*New Jersey Quality of Life  
Rutgers-Eagleton Poll*

**Q. Please tell me, in a word or two, your most favorite thing about living in New Jersey  
[OPEN ENDED]**

Location generally	22%	People/community	7%
The Shore	17%	Government services	7%
Environment/outdoors	17%	Economic opportunities	4%
Proximity to New York City	12%	Other	6%
Proximity to family	8%		
N=	915		

	Ideology						Education			
	Dem	Ind	Rep	liberal	middle	conserv	HS or less	some coll	Coll grad	Grad work
Location generally	23%	23%	19%	21%	17%	28%	21%	20%	27%	22%
The Shore	19%	15%	18%	16%	17%	16%	16%	17%	19%	18%
Environment/outdoors	18%	16%	17%	18%	19%	16%	20%	19%	15%	12%
Proximity to NY City	13%	10%	12%	12%	14%	7%	10%	12%	12%	15%
Proximity to family	5%	12%	7%	8%	9%	7%	10%	8%	4%	7%
People/community	6%	8%	8%	7%	7%	8%	7%	6%	7%	9%
Government services	7%	7%	7%	7%	8%	6%	4%	8%	7%	10%
Econ opportunities	2%	3%	6%	1%	3%	8%	5%	4%	2%	2%
Other	7%	6%	5%	10%	6%	5%	7%	5%	7%	5%
N=	369	277	229	166	471	232	339	253	202	121

	Employment				Race				
	Full time	Part time	Retired	Not Empl	White	Black	Asian	Latino	
Location generally	21%	32%	21%	21%	21%	24%	30%	21%	
The Shore	16%	8%	18%	23%	17%	14%	20%	25%	
Environment/outdoors	18%	21%	15%	15%	18%	18%	6%	21%	
Proximity to NY City	12%	12%	13%	9%	12%	14%	8%	7%	
Proximity to family	9%	4%	11%	8%	9%	4%	5%	2%	
People/community	8%	5%	7%	8%	8%	5%	12%	5%	
Government services	8%	5%	7%	6%	7%	10%	2%	7%	
Econ opportunities	4%	5%	2%	5%	3%	5%	8%	5%	
Other	6%	9%	6%	5%	6%	7%	11%	9%	
N=	424	102	151	236	648	106	66	44	

*New Jersey Quality of Life  
Rutgers-Eagleton Poll*

	Age				Income			
	18-29	30-49	50-64	65+	Under 50K	50- <100k	100K- <150K	150k+
Location generally	23%	23%	21%	20%	20%	23%	26%	17%
The Shore	18%	18%	15%	19%	20%	16%	16%	16%
Environment/outdoors	21%	17%	17%	13%	19%	19%	19%	13%
Proximity to NY City	8%	12%	16%	12%	8%	11%	12%	15%
Proximity to family	6%	7%	10%	12%	7%	13%	3%	8%
People/community	7%	6%	8%	9%	7%	6%	10%	12%
Government services	5%	9%	3%	9%	6%	5%	10%	9%
Econ opportunities	5%	3%	5%	1%	4%	3%	4%	2%
Other	8%	6%	5%	5%	9%	4%	1%	9%
N=	234	348	184	147	285	236	145	101

	Region						Phila Area	Shore
	Male	Female	Urban	Suburban	Exurban			
Location generally	22%	23%	31%	20%	19%	21%	21%	
The Shore	18%	17%	14%	19%	23%	15%	16%	
Environment/outdoors	19%	16%	10%	18%	11%	15%	28%	
Proximity to NY City	12%	12%	15%	12%	10%	11%	10%	
Proximity to family	8%	8%	6%	8%	9%	13%	4%	
People/community	7%	8%	8%	7%	10%	6%	6%	
Government services	5%	8%	19%	7%	6%	5%	6%	
Econ opportunities	3%	4%	2%	4%	5%	4%	4%	
Other	8%	5%	2%	6%	6%	11%	5%	
N=	436	478	144	321	129	159	163	

**Q. Please tell me, in just a word or two, your least favorite thing about living in New Jersey**

Taxes	37%	Quality of the Environment	6%
Traffic/Congestion	15%	Government services	5%
Cost of living	12%	Crime	4%
Politics/Corruption	12%	Economic situation	1%
Population density	6%	Other	2%
N=	834		

	Ideology						Education			
	Dem	Ind	Rep	Liberal	Middle	Conserv	HS or less	Some coll	Coll grad	Grad work
Taxes	33%	41%	40%	35%	37%	40%	38%	35%	37%	36.5%
Traffic/Congestion	17%	12%	14%	16%	14%	13%	17%	12%	12%	17%
Cost of living	15%	11%	9%	18%	12%	10%	9%	15%	16%	10%
Politics/Corruption	9%	14%	13%	12%	12%	11%	11%	13%	11%	13%
Population density	5%	5%	10%	5%	7%	6%	7%	5%	6%	7%
Environment	5%	6%	8%	6%	6%	7%	5%	6%	6%	8%
Crime	5%	5%	2%	5%	5%	3%	5%	6%	2%	3%
Govt services	8%	5%	1%	3%	5%	6%	6%	4%	6%	4%
Econ situation	2%	1%	1%	1%	1%	2%	1%	1%	2%	1%
Other	3%	1%	2%	1%	2%	2%	2%	3%	2%	1%
N=	329	258	214	148	444	214	306	226	187	115

	Employment				Race			
	Full time	Part time	Retired	Not empl	White	Black	Asian	Latino
Taxes	39%	35%	39%	32%	38%	39%	36%	9%
Traffic/Congestion	14%	13%	21%	13%	14%	14%	20%	9%
Cost of living	15%	13%	5%	12%	12%	10%	14%	18%
Politics/Corruption	11%	10%	17%	11%	13%	3%	14%	0%
Population density	5%	14%	2%	8%	6%	4%	3%	21%
Environment	4%	3%	8%	9%	5%	5%	12%	3%
Crime	3%	10%	2%	6%	3%	8%	0%	38%
Govt services	6%	2%	2%	6%	5%	10%	0%	3%
Econ situation	1%	0%	2%	2%	1%	2%	2%	0%
Other	2%	0%	3%	1%	2%	4%	0%	0%
N=	385	96	132	219	597	96	66	34

*New Jersey Quality of Life  
Rutgers-Eagleton Poll*

	Age				Income			
	18-29	30-49	50-64	65+	Under 50K	50- <100k	100K- <150K	150k+
Taxes	27%	39%	46%	36%	34%	30%	45%	40%
Traffic/Congestion	17%	13%	9%	21%	14%	13%	20%	11%
Cost of living	10%	18%	11%	5%	12%	17%	9%	10%
Politics/Corruption	10%	11%	12%	15%	11%	12%	11%	17%
Population density	12%	5%	4%	2%	7%	8%	4%	7%
Environment	6%	4%	6%	10%	6%	5%	4%	8%
Crime	10%	3%	2%	2%	7%	5%	2%	1%
Govt services	5%	5%	6%	4%	4%	7%	4%	3%
Econ situation	1%	1%	2%	2%	2%	1%	2%	1%
Other	3%	1%	2%	3%	2%	3%	0%	1%
N=	204	330	171	126	250	217	137	99

	Region						
	Male	Female	Urban	Suburban	Exurban	Phila	Area Shore
Taxes	40%	34%	26%	34%	43%	49%	35%
Traffic/Congestion	15%	14%	16%	18%	16%	6%	12%
Cost of living	10%	14%	10%	14%	12%	11%	14%
Politics/Corruption	12%	11%	6%	13%	10%	13%	15%
Population density	8%	5%	8%	8%	4%	2%	7%
Environment	4%	8%	4%	6%	9%	6%	5%
Crime	4%	5%	18%	3%	0%	1%	2%
Govt services	5%	6%	7%	4%	3%	7%	4%
Econ situation	2%	1%	2%	0%	2%	1%	2%
Other	1%	3%	2%	1%	2%	2%	4%
N=	397	437	123	294	128	142	145