

THURSDAY, APR. 4, 2019

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Joint Rutgers-Eggleton/FDU Poll: New Jerseyans Support Millionaires Tax; Gov. Murphy Garners Lackluster Ratings Entering Second Year in Office

New Brunswick and Madison, New Jersey (Apr. 3, 2019) – New Jerseyans largely support Gov. Phil Murphy’s proposed millionaires tax, but expressed mixed views about the governor’s overall performance, according to the first poll in a partnership between the polling bodies at Rutgers University’s Eggleton Institute of Politics and Fairleigh Dickinson University.

Seven in ten New Jerseyans strongly (46 percent) or somewhat (26 percent) support raising taxes on households making more than \$1 million annually. Just 14 percent each either strongly or somewhat oppose the proposed legislation, according to the joint Rutgers-Eggleton Poll and FDU Poll.

“Support is just as strong for a millionaires tax as it was [a year and a half ago](#),” said Ashley Koning, assistant research professor and director of the [Eggleton Center for Public Interest Polling \(ECPiP\)](#) at [Rutgers University–New Brunswick](#). “This may change as more details are released and as the proposal plays out in the Legislature in the coming months, but as of now, this could be a much-needed win for Murphy – at least in the public’s eyes.”

After more than a year in office, Murphy himself remains largely undefined in the minds of New Jersey voters. Half (50 percent) believe he hasn’t yet made any significant accomplishments. More approve (52 percent) than disapprove (43 percent) of his job performance, but support is not overwhelming. In fact, disapproval has increased by double digits since last fall (see prior [Rutgers-Eggleton](#) and [FDU](#) polls).

“These numbers are similar to both of his most recent predecessors, Governors [Chris Christie](#) and [Jon Corzine](#) at a similar time in their administrations. One went on to a second term, while the other was defeated two years later,” said [Krista Jenkins](#), professor of government at Fairleigh Dickinson University and director of the [Fairleigh Dickinson University Poll](#).

Approval of how the governor is handling key issues is also mixed. He receives his lowest approvals on taxes and the state pension fund and his highest – and only majority – approval on weather-related emergencies.

All in all, over half of residents (56 percent) say Murphy is doing about as well as they expected in his first year as governor; 16 percent say he is outperforming their expectations, and 25 percent say he is doing worse than they anticipated.

As for the state as a whole, residents have grown a bit more pessimistic about New Jersey’s future since last fall: 58 percent now say the state is on the wrong track, compared with 42 percent who feel it is moving in the right direction.

Murphy April 2019 Rutgers-Eggleton/Fairleigh Dickinson University Poll

In this poll, 1,203 adults were contacted between March 7 and 22, 2019, 621 of which were contacted by live callers on both landlines and cell phones and 582 through an online probability-based panel. The combined sample has a margin of error of +/-3.7 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 +/-6.0 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-Eggleton Poll](#) website and the [FDU Poll](#) website.

Murphy's Approval

New Jerseyans are often more negative than positive about Murphy's job on a number of individual issue areas. Residents disapprove of how Murphy has been handling taxes by more than a 2 to 1 margin; 29 percent approve to 64 percent disapprove. The governor faces similar numbers on other financial matters including the state pension fund (30 percent approve to 50 percent disapprove) and the state budget (34 percent approve to 54 percent disapprove).

New Jerseyans are more evenly split on how the governor is handling the state's economy and jobs (46 percent approve to 48 percent disapprove), healthcare (45 percent approve to 45 percent disapprove), and transportation and infrastructure (42 percent approve to 46 percent disapprove).

But the governor gets more positive than negative reviews on the state's drug policy (47 percent approve, 41 percent disapprove), education and schools (49 percent approve, 41 percent disapprove), and the criminal justice system (46 percent approve, 40 percent disapprove).

Garden Staters give Murphy his highest marks for stewardship of the state's many weather-related emergencies this winter (59 percent approve, 36 percent disapprove).

"The governor wields significant power in the state and has a Democratic legislature. Despite these advantages, the public isn't impressed on issues that often draw the most complaints from Garden State residents like taxes, the budget, transportation and jobs," said Jenkins.

Partisan Divisions on the Governor

Most Democrats are pleased with the performance of their party leader: 79 percent approve of the job he is doing overall. A majority of Democrats also approve of how Murphy is handling a variety of issues, with the exception of taxes (48 percent approve, 44 percent disapprove) and the state pension fund (46 percent approve, 34 percent disapprove).

Independents are split: 46 percent now approve of the governor's job performance, compared to 51 percent who disapprove. Independents are less positive about Murphy when it comes to a range of issues, more likely to disapprove than approve of him in every area except education, drug policy, and weather-related emergencies; he garners his only majority approval from this group on the latter.

Republicans are almost six times more likely to disapprove than approve of the governor – 82 percent to 14 percent. Large majorities of Republicans, moreover, disapprove of the job Murphy is doing on every single issue; approval of the governor never reaches above 35 percent on any issue with this group.

When it comes to assessing the governor's first year, only 19 percent of Democrats feels he has made any major accomplishments. Forty-seven percent feel the governor has some minor accomplishments to point to, and 31 percent do not see any real accomplishments yet. But most Democrats believe the

Murphy April 2019

Rutgers-Eagleton/Fairleigh Dickinson University Poll

governor is on par with their expectations: 65 percent say he is doing about as expected, 25 percent say better, and just 9 percent say worse.

Independents and Republicans hold similar views on the governor's accomplishments. Over half (56 percent) of independents feel Murphy has no accomplishments to point to after his first year; Republicans feel this way to an even larger degree (72 percent). Independents are slightly more likely than Republicans to say he has accomplished something minor (33 percent versus 22 percent). Less than one in ten of each group believe the governor has done something major – 7 percent of independents, compared to just 1 percent of Republicans.

Six in ten independents (59 percent) and just over a third of Republicans (35 percent) believe Murphy is doing as they expected in his first year. While the remainder in both groups are more likely to feel he is doing worse than better, Republicans (58 percent to 3 percent) are much more likely to feel this way than independents (24 percent to 14 percent).

Demographic Groups on Murphy

A few groups stand out for their willingness to give the governor higher marks than others. Women are more approving of Murphy's job performance than men (55 percent to 49 percent) and also give the governor slightly more support than men across a variety of issues.

A majority of non-white residents approve of the governor and are favorable towards him, while less than half of white residents feel the same. Non-white residents are also more likely than white residents to approve of Murphy on a host of individual issues – especially on the economy and jobs (54 percent), the criminal justice system (54 percent), and health care (50 percent).

Younger residents – millennials, in particular – are much more positive toward the governor and his job performance than those 50 and older. And while the former disapproves of Murphy's handling on certain issues, their disapproval is not quite so drastic as older New Jerseyans, never dipping below 30 percent.

Murphy's leadership and handling of specific issue areas also resonate more with those whose household income is less than \$100,000 annually.

New Jersey: Right Track vs. Wrong Track

Divisions on Murphy are reflected in residents' outlook on the state. Democrats solidly believe the state is headed in the right direction (65 percent), whereas a majority of independents (63 percent) and Republicans (85 percent) feel the opposite.

Women, non-white residents, and younger residents are all more likely than their counterparts to have a positive outlook on where the state is headed.

Virtually everyone who gives the governor a negative rating also believes the state is on the wrong track. Among those who give positive ratings to Murphy, however, views on the state are somewhat mixed: two-thirds say New Jersey is headed in the right direction, while the remaining third believe the opposite.

Millionaires Tax

While a possible millionaires tax has substantial support with New Jerseyans as a whole, some residents

are much more in favor of it than others. Partisan differences are stark. Among Democrats, almost all (64 percent strongly, 26 percent somewhat) support raising taxes on households earning \$1 million or more per year. Independents are less enthusiastic, though a solid majority still supports the tax proposal (42 percent strongly, 26 percent somewhat). Republicans, on the other hand, are split: 48 percent support to 51 percent oppose.

Men and those in households making \$150,000 or more annually are also not as enthusiastic about the idea as their counterparts, though a majority of each group – and virtually every demographic – supports the tax.

“The millionaires tax is a tricky issue, as we saw in last year’s budget process and as we are starting to see this year,” said Koning. “Right now, New Jerseyans know the state is in financial trouble but don’t want to pay more than they already do, so they support wherever they can ‘pass the buck.’ But a millionaires tax may also mean encouraging some businesses and individuals to leave the state – which New Jersey also can’t afford to lose.”

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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-Eggleton 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 Eggleton Center for Public Interest Polling is a unit of the Eggleton Institute of Politics at Rutgers University-New Brunswick. The Eggleton 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 Eggleton 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, multicampus institution. Founded in 1942, FDU achieved four-year status in 1948 and approval as a university in 1956.

Murphy April 2019
Rutgers-Eggleton/Fairleigh Dickinson University Poll

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. [SPLIT SAMPLE]
[VERSION A – RU WORDING:] In general, would you say the state of New Jersey is currently going in the right direction, or has it gone off on the wrong track?

[VERSION B – FDU WORDING:] In your opinion, do you think things in New Jersey are moving in the right direction or are they on the wrong track?

[COMBINED VERSION A + VERSION B RESULTS]

	Phone	Online	Combined
Going in the right direction	44%	41%	42%
On the wrong track	56%	59%	58%
Unwght N=	562	519	1081

	Party ID			Gender		Race		Age				Income			
	Dem	Ind	Rep	Male	Female	White	Non-wh.	18-34	35-49	50-64	65+	<\$50K	<\$100K	<\$150K	\$150K+
Going in the right direction	65%	37%	15%	40%	45%	39%	49%	51%	46%	31%	46%	49%	44%	36%	42%
On the wrong track	35%	63%	85%	60%	55%	61%	51%	49%	54%	69%	54%	51%	56%	64%	58%
Unwght N=	388	412	260	475	606	763	299	161	218	380	319	236	351	239	190

Q. Overall, do you approve or disapprove of the way Phil Murphy is handling his job as governor?

	Phone	Online	Combined
Approve	49%	55%	52%
Disapprove	42%	45%	43%
Don't know person (vol)	9%	-	4%
Unwght N=	600	571	1171

Murphy April 2019
Rutgers-Eagleton/Fairleigh Dickinson University Poll

	Party ID			Gender		Race		Age				Income			
	Dem	Ind	Rep	Male	Female	White	Non-wh.	18-34	35-49	50-64	65+	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+
Approve	79%	46%	14%	49%	55%	43%	66%	62%	57%	42%	49%	59%	58%	41%	48%
Disapprove	15%	51%	82%	48%	39%	55%	27%	32%	38%	55%	49%	35%	39%	56%	49%
Don't know person (vol)	6%	3%	4%	3%	6%	3%	7%	7%	5%	3%	3%	7%	3%	3%	2%
Unwght N=	428	452	267	512	659	820	332	182	241	398	347	255	387	254	203

Q. Now, I am going to list some specific areas where I would like you to tell me if you approve or disapprove of the job Phil Murphy is doing as Governor. First:

	NJ economy and jobs	Taxes	Education and schools	State budget	State pension fund situation	Weather- related emergencies	Criminal justice system	Transportation and infrastructure	Healthcare	State's drug policy
Approve	46%	29%	49%	34%	30%	59%	46%	42%	45%	47%
Disapprove	48%	64%	41%	54%	50%	36%	40%	46%	45%	41%
Don't know (vol)	7%	7%	10%	12%	21%	5%	14%	11%	10%	12%
Unwght N=	594	595	590	593	593	591	587	588	590	591

New Jersey's economy and jobs

	Phone	Online
Approve	42%	49%
Disapprove	45%	51%
Don't know (vol)	13%	-
Unwght N=	313	281

Murphy April 2019
Rutgers-Eagleton/Fairleigh Dickinson University 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+
Approve	65%	42%	22%	44%	47%	41%	54%	53%	50%	37%	43%	53%	50%	41%	40%
Disapprove	30%	50%	74%	50%	46%	53%	39%	42%	44%	58%	44%	41%	44%	55%	53%
Don't know (vol)	6%	8%	4%	6%	8%	6%	7%	5%	6%	5%	13%	5%	6%	3%	8%
Unwght N=	208	231	139	259	335	414	169	103	113	215	161	131	196	123	105

Taxes

	Phone	Online
Approve	26%	32%
Disapprove	61%	68%
Don't know (vol)	13%	-
Unwght N=	313	282

	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+
Approve	48%	24%	6%	26%	32%	24%	36%	41%	37%	21%	18%	36%	33%	21%	28%
Disapprove	44%	68%	92%	67%	61%	72%	53%	51%	59%	73%	72%	58%	61%	75%	67%
Don't know (vol)	8%	8%	2%	7%	7%	4%	10%	8%	4%	6%	10%	6%	6%	4%	6%
Unwght N=	208	232	139	260	335	415	169	103	113	215	162	130	198	123	105

Education and Schools

	Phone	Online
Approve	47%	51%
Disapprove	34%	49%
Don't know (vol)	19%	-
Unwght N=	311	279

Murphy April 2019
Rutgers-Eagleton/Fairleigh Dickinson University 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+
Approve	63%	47%	30%	48%	50%	46%	55%	53%	51%	43%	52%	51%	51%	50%	50%
Disapprove	30%	39%	65%	40%	41%	44%	36%	33%	45%	46%	36%	40%	42%	41%	40%
Don't know (vol)	7%	14%	5%	12%	9%	11%	9%	14%	4%	11%	12%	10%	6%	10%	10%
Unwght N=	209	228	138	259	331	411	168	102	111	214	161	130	195	121	105

The state budget

	Phone	Online
Approve	30%	38%
Disapprove	48%	62%
Don't know (vol)	22%	-
Unwght N=	312	281

	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+
Approve	56%	27%	10%	29%	38%	27%	45%	46%	40%	28%	21%	32%	39%	36%	36%
Disapprove	31%	61%	82%	59%	50%	62%	43%	42%	52%	63%	59%	55%	51%	55%	58%
Don't know (vol)	13%	12%	8%	12%	11%	11%	13%	12%	8%	8%	20%	13%	9%	10%	6%
Unwght N=	206	232	139	260	333	414	168	102	112	217	160	129	198	122	105

The state pension fund situation

	Phone	Online
Approve	22%	38%
Disapprove	39%	62%
Don't know (vol)	39%	-
Unwght N=	312	281

Murphy April 2019
Rutgers-Eagleton/Fairleigh Dickinson University 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+
Approve	46%	26%	10%	24%	35%	24%	38%	39%	31%	24%	26%	35%	31%	29%	28%
Disapprove	34%	51%	75%	57%	43%	56%	41%	35%	55%	55%	54%	49%	49%	51%	50%
Don't know (vol)	20%	23%	15%	19%	22%	19%	21%	26%	14%	22%	20%	16%	20%	20%	22%
Unwght N=	208	231	138	259	334	413	169	103	111	216	161	130	197	123	104

Weather-related emergencies

	Phone	Online
Approve	57%	62%
Disapprove	33%	38%
Don't know (vol)	9%	-
Unwght N=	306	285

	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+
Approve	75%	58%	35%	54%	64%	52%	72%	60%	60%	61%	57%	67%	59%	62%	45%
Disapprove	22%	38%	60%	40%	32%	43%	26%	37%	36%	35%	35%	31%	36%	36%	46%
Don't know (vol)	4%	5%	6%	6%	4%	5%	2%	3%	4%	5%	8%	3%	5%	2%	9%
Unwght N=	225	227	127	260	331	404	176	83	134	185	188	125	198	132	100

The criminal justice system

	Phone	Online
Approve	38%	54%
Disapprove	35%	46%
Don't know (vol)	27%	-
Unwght N=	305	282

Murphy April 2019
Rutgers-Eagleton/Fairleigh Dickinson University 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+
Approve	61%	41%	25%	48%	44%	41%	54%	47%	48%	43%	45%	52%	47%	41%	45%
Disapprove	24%	45%	66%	39%	41%	46%	33%	39%	37%	44%	40%	39%	37%	49%	40%
Don't know (vol)	15%	15%	9%	13%	16%	13%	14%	14%	15%	12%	15%	9%	17%	11%	15%
Unwght N=	225	226	124	259	328	401	175	83	133	184	186	123	198	132	99

Transportation and infrastructure

	Phone	Online
Approve	37%	48%
Disapprove	41%	52%
Don't know (vol)	22%	-
Unwght N=	305	283

	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+
Approve	57%	34%	30%	40%	45%	40%	47%	35%	44%	45%	47%	55%	45%	29%	32%
Disapprove	31%	54%	63%	49%	45%	51%	41%	52%	47%	45%	42%	39%	41%	61%	52%
Don't know (vol)	12%	12%	7%	12%	11%	9%	13%	13%	10%	10%	12%	5%	13%	9%	16%
Unwght N=	224	226	126	260	328	400	177	83	134	185	185	122	197	133	100

Health care

	Phone	Online
Approve	40%	50%
Disapprove	39%	50%
Don't know (vol)	20%	-
Unwght N=	305	285

Murphy April 2019
Rutgers-Eagleton/Fairleigh Dickinson University 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+
Approve	63%	43%	15%	50%	40%	41%	50%	53%	45%	39%	43%	54%	50%	36%	36%
Disapprove	27%	47%	75%	41%	48%	48%	40%	42%	40%	51%	44%	42%	38%	52%	56%
Don't know (vol)	10%	11%	10%	9%	12%	11%	9%	5%	14%	10%	13%	4%	12%	12%	8%
Unwght N=	226	226	126	259	331	403	176	83	133	185	188	125	197	132	100

The state's drug policy

	Phone	Online
Approve	37%	57%
Disapprove	39%	43%
Don't know (vol)	24%	-
Unwght N=	305	286

	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+
Approve	67%	44%	20%	49%	45%	46%	49%	54%	50%	46%	35%	57%	49%	38%	39%
Disapprove	21%	44%	70%	39%	43%	41%	41%	34%	36%	47%	48%	38%	36%	47%	52%
Don't know (vol)	12%	12%	10%	12%	12%	12%	11%	12%	14%	8%	17%	5%	15%	15%	9%
Unwght N=	225	228	126	261	330	404	176	84	132	185	189	124	198	134	99

Q. Would you say that in his first year in office, Governor Murphy has major accomplishments to point to, minor accomplishments, or no real accomplishments yet?

	Phone	Online	Combined
Major	11%	9%	10%
Minor	36%	36%	36%
No real accomplishments yet	45%	55%	50%
Don't know (vol)	8%	-	4%
Unwght N=	312	280	592

Murphy April 2019
Rutgers-Eagleton/Fairleigh Dickinson University 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+
Major	19%	7%	1%	8%	13%	7%	15%	6%	12%	11%	12%	12%	13%	4%	11%
Minor	47%	33%	22%	33%	39%	37%	35%	40%	38%	34%	33%	35%	43%	34%	35%
No real accomplishments yet	31%	56%	72%	56%	44%	54%	42%	47%	45%	54%	51%	48%	40%	58%	54%
Don't know (vol)	4%	3%	5%	3%	5%	2%	7%	6%	5%	1%	4%	5%	4%	4%	1%
Unwght N=	208	231	138	259	333	414	167	102	113	216	159	129	195	123	106

Q. Is Governor Murphy doing better, worse, or about as you expected in his first year as governor?

	Phone	Online	Combined
Better	19%	13%	16%
Worse	26%	24%	25%
About as expected	50%	63%	56%
Don't know (vol)	6%	-	3%
Unwght N=	307	287	594

	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+
Better	25%	14%	3%	15%	16%	10%	24%	14%	18%	16%	15%	27%	16%	8%	9%
Worse	9%	24%	58%	30%	21%	32%	16%	19%	26%	27%	29%	22%	21%	34%	26%
About as expected	65%	59%	35%	52%	59%	56%	57%	62%	55%	53%	53%	51%	60%	55%	64%
Don't know (vol)	2%	3%	4%	3%	3%	2%	3%	5%	0%	4%	3%	1%	3%	4%	1%
Unwght N=	225	229	128	262	332	406	177	84	135	186	188	124	199	135	100

Q Do you strongly support, somewhat support, somewhat oppose or strongly oppose raising taxes on households making more than \$1 million annually?

Murphy April 2019
Rutgers-Eagleton/Fairleigh Dickinson University Poll

	Phone	Online	Combined
Strongly support	44%	48%	46%
Somewhat support	24%	28%	26%
Somewhat oppose	14%	13%	14%
Strongly oppose	17%	11%	14%
Unwght N=	614	573	1187

	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+
Strongly support	64%	42%	21%	39%	52%	43%	49%	43%	50%	48%	42%	50%	50%	40%	41%
Somewhat support	26%	26%	27%	27%	25%	27%	26%	34%	22%	21%	29%	25%	22%	35%	24%
Somewhat oppose	7%	15%	25%	17%	11%	15%	13%	11%	19%	13%	13%	10%	16%	14%	16%
Strongly oppose	4%	17%	26%	16%	12%	15%	12%	13%	9%	18%	16%	14%	12%	10%	19%
Unwght N=	434	463	264	521	666	823	343	185	247	402	351	255	397	255	205

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 Fairleigh 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.¹²³

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 582 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.⁴⁵⁶

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 582 New Jersey adults is +/-4.1

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 2.18, making the adjusted margin of error +/- 6.0 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 and 56 percent (50 +/- 6.0) 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
582 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	26%	Black	11%
		Republican	21%	50-64	28%	College Grad	24%	Hispanic	18%
				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 1,203 New Jersey adults, 18 or older. Distribution of the combined sample is as follows:

Reached on Cell:	30%
Reached on LL:	21%
Reached online:	48%

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 1,203 New Jersey adults is +/-2.8 percentage points at a 95 percent confidence interval. The design effect is 1.73, making the adjusted margin of error +/- 3.7 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 45.63 and 53.7 percent (50 +/- 3.7) 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

Murphy April 2019
Rutgers-Eagleton/Fairleigh Dickinson University Poll

1,203 New Jersey Adults

Male	47%	Democrat	39%	18-34	25%	HS or Less	32%	White	59%
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%