

TUESDAY, APR. 9, 2019

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

Joint Rutgers-Eagleton/FDU Poll: Political leaders not really doing it for Garden Staters

New Brunswick and Madison, New Jersey (Apr. 9, 2019) – When it comes to likeability, New Jersey’s current and former elected officials leave a lot to be desired, Garden State residents say.

The inaugural joint survey from the polling units at Rutgers University’s Eagleton Institute of Politics and Fairleigh Dickinson University finds that not a single politician scores a favorable majority with Garden State residents.

Almost one in five have no opinion on Gov. Phil Murphy – down considerably from the fall but still sizable for a sitting governor. Those who take a side, however, are more favorable than unfavorable toward him (43 percent to 37 percent).

The state’s two Democratic senators, Cory Booker and Robert Menendez, generate disparate levels of support. Almost half have a favorable impression of Booker (46 percent), while 32 percent have an unfavorable one; 20 percent have no opinion (see prior [Rutgers-Eagleton](#) and [FDU](#) results).

Menendez, on the other hand, pales in comparison to his colleague: 21 percent are favorable toward him, 47 percent are unfavorable, and 29 percent have no opinion. Even his Democratic constituents are not rallying to his side in large numbers, with about equal numbers favoring as disfavoring the senator (33 percent to 36 percent).

Even fewer take a stance on state Senate President Steve Sweeney, with 46 percent offering no opinion, and 19 percent unsure of who he is; among those who do, 13 percent are favorable, and 21 percent are unfavorable. This ambivalence toward Sweeney is nothing new. Despite the power he yields in the state, few recognize him enough to offer an opinion (see prior [Rutgers-Eagleton](#) and [FDU](#) results).

Murphy and Booker appear to be doing as well as politicians can in New Jersey, being the only personalities discussed in this poll with numbers that are right side up.

“These are solidly Democratic politicians who represent a solidly Democratic state. And yet, none of them appear to be wowing the crowds,” said Krista Jenkins, professor of government and Director of the FDU Poll. “But they’re doing far better than two marquee Republicans.”

New Jerseyans view President Donald Trump and former Gov. Chris Christie much more unfavorably. A fifth (21 percent) have a favorable opinion of the former governor; slightly more say the same about the president (30 percent).

NJ Favorable Ratings April 2019 Rutgers-Eggleton/Fairleigh Dickinson University Poll

Sizable majorities of Garden State residents hold unfavorable opinions of both men – 63 percent for Christie and 59 percent for Trump. Trump’s numbers are virtually unchanged from the 2018 midterms, while Christie’s have improved only slightly since the fall of 2017 (see prior Christie-related [Rutgers-Eggleton](#) and [FDU](#) results; see prior Trump-related [Rutgers-Eggleton](#) and [FDU](#) results).

Eighty-six percent of Republicans view Trump favorably, compared with 6 percent of New Jersey Democrats. Among Garden State independents, 24 percent view the president favorably and 58 percent unfavorably.

The president is thus the most polarizing political figure considered in this poll, with a favorability gap of 80 percentage points between Democrats and Republicans. Murphy’s polarization gap – his difference in support between Democrats and Republicans – is 62 percent.

Christie receives less love than Trump from his party. Among Republicans, 43 percent view him favorably and 41 percent unfavorably. Democrats and independents continue to have an overwhelmingly unfavorable opinion of the former governor (78 percent and 62 percent, respectively).

“Chris Christie’s recent book tour has done little to help him with New Jerseyans, who still have a bitter taste in their mouths from Christie’s last years as governor,” said [Ashley Koning](#), assistant research professor and director of the [Eggleton Center for Public Interest Polling \(ECPIP\)](#) at [Rutgers University–New Brunswick](#). “Even President Trump fares better than Christie does in his home state, both overall and among the party base – despite playing a notable part in the Republican governor’s unpopularity.”

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. 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.

###

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 EGGLETON 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

NJ Favorable Ratings April 2019
Rutgers-Eagleton/Fairleigh Dickinson University Poll

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, multicampus 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 UNIVERSITY 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. Now I'd like to ask you about some people. Please tell me if your general impression of each one is favorable or unfavorable, or if you do not have an opinion. If you do not know the name, just say so. First:

	Phil Murphy	Steve Sweeney	Chris Christie	Cory Booker	Robert Menendez	Donald Trump
Favorable	43%	13%	21%	46%	21%	30%
Unfavorable	37%	21%	63%	32%	47%	59%
No opinion	17%	46%	15%	20%	29%	11%
Don't know person (vol)	2%	19%	0%	2%	2%	0%
Unwght N=	599	599	601	598	598	599

Phil Murphy

	Party ID			Gender		Race		Age					Income		
	Dem	Ind	Rep	Male	Female	White	Non- wht.	18-34	35-49	50-64	65+	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+
Favorable	73%	33%	11%	39%	47%	36%	55%	50%	45%	39%	38%	42%	49%	36%	49%
Unfavorable	12%	39%	78%	44%	30%	51%	16%	20%	34%	49%	44%	30%	36%	42%	41%
No opinion	11%	26%	9%	15%	20%	12%	25%	25%	18%	11%	16%	23%	14%	18%	10%
Don't know person (vol)	3%	3%	2%	2%	3%	2%	4%	4%	3%	1%	2%	4%	1%	4%	0%
Unwght N=	209	236	140	261	338	421	167	103	113	216	165	134	196	123	106

NJ Favorable Ratings April 2019
Rutgers-Eggleton/Fairleigh Dickinson University Poll

Steve Sweeney

	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+
Favorable	12%	13%	16%	18%	9%	16%	9%	2%	11%	17%	24%	9%	14%	16%	18%
Unfavorable	15%	26%	24%	28%	14%	26%	14%	18%	24%	29%	12%	17%	23%	30%	20%
No opinion	51%	43%	45%	40%	52%	42%	53%	55%	46%	37%	49%	59%	47%	31%	43%
Don't know person (vol)	22%	18%	16%	13%	25%	16%	23%	26%	19%	18%	14%	14%	17%	23%	19%
Unwght N=	209	237	138	261	338	419	169	105	112	214	166	134	197	123	105

Chris Christie

	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+
Favorable	14%	17%	43%	22%	20%	24%	16%	11%	18%	23%	32%	22%	21%	14%	25%
Unfavorable	78%	62%	41%	63%	64%	62%	66%	70%	64%	64%	54%	57%	65%	70%	64%
No opinion	8%	21%	16%	15%	16%	13%	17%	19%	18%	12%	12%	20%	14%	16%	10%
Don't know person (vol)	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%
Unwght N=	210	237	139	262	339	421	169	105	113	216	165	134	199	123	105

Cory Booker

	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+
Favorable	68%	46%	11%	40%	51%	42%	52%	50%	49%	43%	42%	44%	53%	42%	39%
Unfavorable	15%	27%	76%	39%	26%	39%	24%	25%	30%	40%	33%	21%	27%	44%	43%
No opinion	14%	25%	11%	19%	20%	19%	21%	22%	19%	16%	23%	31%	19%	10%	18%
Don't know person (vol)	3%	1%	1%	1%	3%	1%	3%	4%	2%	1%	2%	4%	1%	4%	0%
Unwght N=	226	231	128	263	335	407	180	84	138	186	189	127	200	135	100

NJ Favorable Ratings April 2019
Rutgers-Eagleton/Fairleigh Dickinson University Poll

Robert Menendez

	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+
Favorable	33%	19%	6%	21%	22%	21%	22%	12%	22%	22%	29%	26%	24%	18%	14%
Unfavorable	36%	47%	71%	53%	43%	52%	40%	36%	47%	55%	52%	37%	41%	59%	61%
No opinion	29%	31%	22%	24%	34%	26%	35%	45%	29%	23%	19%	36%	33%	18%	24%
Don't know person (vol)	2%	3%	1%	2%	2%	1%	4%	6%	1%	1%	0%	1%	2%	5%	1%
Unwght N=	227	230	128	262	336	407	180	84	138	187	188	128	199	135	100

Donald Trump

	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+
Favorable	6%	24%	86%	39%	21%	40%	15%	15%	32%	36%	37%	24%	28%	36%	28%
Unfavorable	88%	58%	8%	51%	66%	50%	72%	70%	56%	55%	54%	56%	63%	57%	62%
No opinion	7%	17%	7%	9%	13%	10%	13%	15%	12%	9%	10%	19%	9%	7%	10%
Don't know person (vol)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Unwght N=	227	230	129	263	336	409	179	84	137	187	190	128	201	135	99

About the Rutgers-Eggleton/Fairleigh Dickinson Polling Partnership

For almost 50 years, the [Rutgers-Eggleton Poll](#) – established in 1971 at Rutgers University’s Eggleton 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-Eggleton Poll](#) at Rutgers-New Brunswick’s [Eggleton 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](#).

NJ Favorable Ratings April 2019
Rutgers-Eggleton/Fairleigh Dickinson University Poll

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-Eggleton 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 Eggleton 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 Eggleton 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.

NJ Favorable Ratings April 2019
Rutgers-Eggleton/Fairleigh Dickinson University Poll

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

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.

NJ Favorable Ratings April 2019
Rutgers-Eagleton/Fairleigh Dickinson University Poll

the population. In this poll, the simple sampling error for 582 New Jersey adults is +/-4.1 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.

NJ Favorable Ratings April 2019
Rutgers-Eagleton/Fairleigh Dickinson University Poll

Weighted Combined Sample Characteristics
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%