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Six in Ten New Jerseyans Rate Garden State as Excellent or Good Place to Live, Yet One-Third Want to Move Out of New Jersey
Views on state as a place for family, business, education, entertainment, and retirement up

NEW BRUNSWICK, N.J. (March 24, 2022) – Almost six in 10 New Jersey residents say the Garden State is an "excellent" (14 percent) or "good" (44 percent) place to live, according to a new Rutgers-Eagleton Poll. Twenty-eight percent rate it as "only fair" and another 13 percent as "poor."

"New Jerseyans' views on the Garden State as a place to live have remained stable the past several years but over the decades have gradually become less positive," said Ashley Koning, an assistant research professor and director of the Eagleton Center for Public Interest Polling (ECPIP) at Rutgers University–New Brunswick. "Three-quarters of residents said the state was an excellent or good place to live back in the mid 1990s to early 2000s. Even more – eight in 10 residents – said the same throughout the mid to late 1980s."

Residents continue to like where they live. When it comes to rating their cities, towns, and neighborhoods, 70 percent say their town or city is an "excellent" (26 percent) or "good" (44 percent) place to live. Seventy-five percent say the same about their neighborhood (34 percent "excellent," 41 percent "good").

Still, half of New Jerseyans say they would like to move out of their current neighborhood if given the opportunity: 3 percent would move within the same town, 15 percent would move to another town in New Jersey, and 36 percent say they would move to another state. Forty-two percent would continue living where they are now.

"New Jerseyans' desire to move has increased by double digits over the last decade," said Koning. "These latest numbers set an all-time high in the poll's history of asking this question for those who want to move out of state and an all-time low for those who want to stay."

When it comes to rating New Jersey as a place to live on a variety of specific areas, three-quarters of residents look favorably on getting an education (30 percent say "excellent," 42 percent "good") or for entertainment and recreation (29 percent "excellent," 45 percent

"good"). Two-thirds say New Jersey is an "excellent" (21 percent) or "good" (45 percent) place to raise a family.

In terms of employment and industry, two-thirds say the Garden State is an "excellent" (17 percent) or "good" (47 percent) place to find a job, and half say it is an "excellent" (12 percent) or "good" (38 percent) place to run a business.

Only when it comes to retirement do New Jerseyans give the state an upside-down rating— 48 percent say the state is a "poor" place to settle down and retire, and another 27 percent say it is "fair."

"Views on New Jersey as a place to raise a family, get an education, enjoy entertainment, find a job, run a business, and even retire have gone up since last measured in 2015," noted Koning. "Positivity about jobs and business ownership stand out with ratings on the former double what they were seven years ago and ratings on the latter up by double digits."

Results are from a statewide poll of 1,044 adults contacted by live interviewers on landlines and cell phones from February 25 – March 4. The full sample has a margin of error of +/- 3.5 percentage points.

Quality of Life in the Garden State depends on who you ask
Democrats are more content in New Jersey than either independents or Republicans; 74 percent rate life in the Garden State as "excellent" or "good," compared to 54 percent of independents and 47 percent of Republicans. Besides Republicans, South Jersey residents (50 percent), those in the lowest income bracket (52 percent), and those with a high school education or less (51 percent) are the only other groups where about half rate the state negatively as a place to live.

New Jerseyans' positivity about their towns and neighborhoods fluctuates depending on the group. White residents give more positive local ratings than Black residents or Hispanic residents by double-digits. About eight in 10 white residents rate their town or city as at least a "good" place to live, compared to 54 percent of Black residents and 65 percent of Hispanic residents. This trend is similar within neighborhood ratings; about eight in 10 white residents again say their neighborhood is at least a "good" place to live, as compared to six in 10 Black residents and seven in 10 Hispanic residents. Positivity around both city or town and neighborhood grows with income and education.

Those living in the urban areas are less positive about their towns or cities (57 percent "excellent" or "good") than those living in other areas, where anywhere from 68 to 78 percent say their town or city is an "excellent" or "good" place to live.

When it comes to rating individual aspects of life in New Jersey, Democrats are about twice as likely as Republicans to say the state is an "excellent" place to raise a family (30 percent versus 16 percent), find a job (22 percent versus 12 percent), get an education (41 percent versus 19 percent), retire (13 percent versus 7 percent), or run a business (17 percent versus 7 percent),

as well as slightly more likely to say the same about the state as a place for entertainment and recreation (35 percent versus 23 percent).

Women are three times as likely as men to say the state is an "excellent" place to run a business (18 percent versus 6 percent, respectively).

Non-Hispanic white New Jerseyans are more likely than non-white residents to believe New Jersey is an "excellent" place for entertainment and recreation (33 percent versus 24 percent). Non-white residents, however, are twice as likely as white residents to say the state is an "excellent" place to run a business (18 percent versus 9 percent). While white and non-white residents say the state is an "excellent" place to find a job at about the same rate (16 and 17 percent, respectively), non-white residents are more than twice as likely to say it is a "poor" place to find a job as compared to non-Hispanic white residents (15 versus 6 percent).

Those in households making $100,000 or more annually are more likely than those making less to say New Jersey is an "excellent" place to raise a family (27 versus 16 percent) and find a job (24 versus 12 percent).

Views on New Jersey as a place to get an education differ by educational attainment. Notably, 41 percent of those with a 4-year college degree or more feel the state is an "excellent" place to get an education compared to 23 percent of those with some college education or less schooling.

"Even though these area-specific ratings are up overall, it is important to recognize the nuances of different perspectives," said Jessica Roman, a research associate at the [Eagleton Center for Public Interest Polling (ECPIP)](#) at [Rutgers University–New Brunswick](#). "Though some may find the state to be a hub for academia and business, for example, others may face barriers or challenges in either accessing or navigating these systems. The same could be said for any part of daily life in New Jersey."

Who Wants to Move Out?
While partisans of all stripes say they want to continue living where they do now in similar numbers, Democrats (20 percent) are slightly more likely than their counterparts to say they want to move within New Jersey, while Republicans are slightly more likely to say they want to move outside of the state (43 percent).

White residents (50 percent) are more likely than Black residents (34 percent) or Hispanic residents (32 percent) to want to remain in their current neighborhood. Black residents and Hispanic residents, on the other hand, have a greater desire to move to another town in New Jersey (19 percent and 22 percent, respectively).

New Jerseyans aged 18 to 34 are the least likely of any age to say they want to continue living in their current neighborhood (26 percent). Urban residents (also 26 percent) tie with these younger New Jerseyans for the demographic group least likely to want to stay in the neighborhood in which they presently live (26 percent). A solid majority of senior citizens (65

percent), on the other hand, want to stay in the neighborhood where they currently live – the most likely to say so of any demographic.

Urban residents are the most likely of any region to want to move to another town within New Jersey (28 percent).

# # #

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 Megan Schumann at megan.schumann@rutgers.edu.

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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 statewide polling operations in the United States. Now celebrating its 50th 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, published research, and data archive, please visit our website: eagletonpoll.rutgers.edu. You can also visit our Facebook and Twitter.

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The Eagleton Center for Public Interest Polling is a unit of the Eagleton Institute of Politics at Rutgers University-New Brunswick. The Eagleton Institute studies how American politics and government work and change, analyzes how the democracy might improve, and promotes political participation and civic engagement. The Institute explores state and national politics through research, education, and public service, linking the study of politics with its day-to-day practice. To learn more about Eagleton programs and expertise, visit eagleton.rutgers.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 extreme caution.

NJ2.   Overall, how would you rate New Jersey as a place to live – excellent, good, only fair or poor?

Excellent	14%
Good	44%
Fair	28%
Poor	13%
Don't know	0%
Unweighted N=	1043

Trend	2/18	12/15	8/15	12/10	3/10	10/07	8/04	9/03	5/03	4/01	3/00	5/99	6/94	2/94	7/90	3/90	1/88
Excellent	16%	13%	18%	14%	12%	17%	22%	26%	20%	23%	25%	20%	20%	18%	16%	21%	27%
Good	45%	45%	43%	39%	38%	46%	46%	48%	52%	53%	52%	53%	53%	53%	43%	47%	51%
Only fair	20%	32%	28%	32%	33%	25%	21%	20%	23%	19%	18%	21%	21%	21%	25%	25%	17%
Poor	10%	10%	11%	14%	15%	12%	10%	6%	5%	4%	6%	5%	5%	7%	15%	6%	4%
Don't know	--	1%	0%	1%	1%	1%	1%	0%	0%	1%	0%	0%	1%	0%	1%	1%	1%
Unwt N=	1193	842	864	906	956	1001	800	802	1002	802	797	802	801	801	800	800	800

Trend	2/87	9/85	8/85	4/85	10/84	1/81
Excellent	31%	28%	32%	29%	29%	16%
Good	53%	50%	48%	52%	51%	50%
Only fair	11%	17%	15%	14%	15%	26%
Poor	4%	3%	4%	3%	4%	7%
Don't know	0%	2%	1%	1%	1%	1%
Unwt N=	800	999	800	500	1000	1003

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Excellent	21%	14%	7%	14%	15%	14%	12%	20%	12%	14%	15%	11%	20%
Good	53%	40%	40%	43%	46%	47%	44%	43%	42%	43%	46%	47%	43%
Fair	20%	32%	31%	26%	30%	27%	36%	24%	31%	28%	26%	32%	26%
Poor	6%	14%	22%	17%	9%	13%	8%	13%	15%	15%	14%	11%	11%
DK (VOL)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Unwt N=	342	427	229	504	515	573	117	190	98	230	241	333	220

	Income				Region					Education			
	<$50K	$50K-<$100K	$100K-<$150K	$150K+	Urban	Suburb	Exurban	Phil/South	Shore	HS or less	Some college	College grad	Grad work
Excellent	15%	13%	13%	16%	17%	14%	16%	9%	16%	11%	15%	15%	20%
Good	37%	45%	47%	51%	46%	47%	45%	40%	40%	40%	42%	52%	49%
Fair	33%	30%	25%	20%	28%	23%	26%	32%	34%	32%	30%	23%	22%
Poor	16%	12%	15%	13%	9%	15%	12%	18%	10%	17%	13%	9%	10%
DK (VOL	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Unwt N=	227	283	167	218	177	364	146	174	182	180	292	287	269

NJ3. **Now I am going to ask you to rate New Jersey on some different things. Please tell me whether you think the state is an excellent, good, only fair, or poor place for each of the following.**
Note: This question was asked as a split sample. Half of respondents received the first three items and half received the second three items.

VERSION A

	As Place to Raise a Family		As Place to Find a Job		As Place to Get an Education	
	March 2022	**Dec 2015**	**March 2022**	**Dec 2015**	**March 2022**	**Dec 2015**
Excellent	21%	15%	17%	5%	30%	22%
Good	45%	43%	47%	29%	42%	47%
Fair	21%	30%	24%	40%	20%	23%
Poor	12%	11%	10%	23%	7%	7%
Don't know	1%	1%	2%	2%	1%	1%
Unwt N=	512	842	514	843	512	841

VERSION B

	As Place to Settle Down and Retire		As Place for Entertainment and Recreation		As Place to Run a Business	
	March 2022	**Dec 2015**	**March 2022**	**Dec 2015**	**March 2022**	**Dec 2015**
Excellent	8%	4%	29%	22%	12%	6%
Good	16%	14%	45%	48%	38%	29%
Fair	27%	25%	19%	23%	25%	35%
Poor	48%	54%	8%	6%	16%	20%
Don't know	2%	2%	1%	1%	9%	9%
Unwt N=	513	843	511	843	509	841

Place to raise a family

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Excellent	30%	17%	16%	22%	20%	20%	21%	23%	25%	16%	19%
Good	44%	43%	48%	44%	46%	49%	41%	43%	43%	49%	48%
Fair	17%	23%	22%	21%	21%	21%	20%	13%	18%	25%	26%
Poor	6%	16%	14%	12%	12%	9%	15%	18%	12%	10%	6%
DK (VOL)	3%	0%	0%	2%	1%	0%	3%	3%	1%	0%	1%
Unwt N=	163	203	127	259	241	293	189	114	123	161	104

	Income		Education	
	<$100K	$100K+	Some college or less	College grad or more
Excellent	16%	27%	17%	26%
Good	44%	49%	44%	46%
Fair	25%	14%	23%	18%
Poor	14%	10%	14%	9%
DK (VOL)	1%	0%	1%	1%
Unwt N=	240	200	226	282

Place to find a job

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Excellent	22%	15%	12%	19%	14%	16%	17%	13%	19%	20%	15%
Good	44%	49%	50%	49%	46%	50%	45%	46%	44%	49%	51%
Fair	19%	23%	32%	24%	24%	25%	22%	26%	23%	21%	25%
Poor	12%	12%	4%	7%	12%	6%	15%	12%	14%	8%	5%
DK (VOL)	2%	1%	2%	1%	3%	2%	2%	3%	0%	3%	4%
Unwt N=	164	203	127	260	242	293	191	114	124	162	104

	Income		Education	
	<$100K	$100K+	Some college or less	College grad or more
Excellent	12%	24%	13%	21%
Good	44%	50%	48%	47%
Fair	29%	17%	26%	21%
Poor	12%	7%	11%	8%
DK (VOL)	2%	1%	2%	3%
Unwt N=	240	202	226	284

Place to get an education

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Excellent	41%	30%	19%	29%	31%	33%	28%	31%	30%	28%	33%
Good	40%	36%	54%	45%	39%	42%	44%	43%	36%	49%	39%
Fair	17%	22%	20%	16%	24%	19%	21%	23%	23%	15%	20%
Poor	1%	11%	5%	8%	6%	6%	7%	2%	10%	8%	6%
DK (VOL)	1%	1%	1%	2%	0%	1%	0%	2%	0%	0%	2%
Unwt N=	164	202	127	259	241	292	190	114	123	161	104

	Income		Education	
	<$100K	$100K+	Some college or less	College grad or more
Excellent	26%	36%	23%	41%
Good	42%	44%	43%	40%
Fair	24%	15%	24%	15%
Poor	7%	4%	9%	3%
DK (VOL)	1%	1%	0%	2%
Unwt N=	240	201	226	282

Place to settle down and retire

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Excellent	13%	4%	7%	7%	9%	8%	8%	8%	8%	4%	12%
Good	26%	14%	3%	15%	16%	14%	19%	18%	9%	17%	18%
Fair	30%	26%	25%	27%	26%	29%	25%	23%	26%	29%	31%
Poor	29%	53%	64%	49%	48%	47%	46%	47%	55%	49%	39%
DK (VOL)	2%	3%	0%	2%	2%	2%	2%	4%	3%	0%	0%
Unwt N=	172	214	102	234	267	276	202	111	113	165	115

	Income		Education	
	<$100K	$100K+	Some college or less	College grad or more
Excellent	10%	4%	9%	6%
Good	17%	12%	13%	20%
Fair	27%	27%	29%	25%
Poor	45%	55%	48%	46%
DK (VOL)	2%	2%	1%	3%
Unwt N=	262	178	237	265

Place for entertainment and recreation

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Excellent	35%	27%	23%	26%	31%	33%	24%	23%	32%	32%	29%
Good	46%	46%	44%	44%	45%	48%	40%	46%	33%	48%	52%
Fair	14%	18%	20%	21%	16%	13%	25%	21%	26%	14%	13%
Poor	4%	7%	12%	8%	6%	6%	9%	9%	9%	6%	6%
DK (VOL)	0%	1%	0%	0%	1%	0%	1%	2%	0%	0%	0%
Unwt N=	172	213	102	235	266	276	201	110	113	164	115

	Income		Education	
	<$100K	$100K+	Some college or less	College grad or more
Excellent	26%	32%	27%	33%
Good	47%	42%	41%	48%
Fair	17%	18%	20%	16%
Poor	9%	8%	11%	3%
DK (VOL)	1%	0%	1%	0%
Unwt N=	261	177	237	263

Place to run a business

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	White, Non-Hispanic	Non-White	18-34	35-49	50-64	65+
Excellent	17%	11%	7%	6%	18%	9%	18%	10%	19%	11%	10%
Good	45%	42%	24%	45%	32%	38%	40%	45%	32%	31%	48%
Fair	22%	26%	29%	23%	28%	26%	23%	23%	32%	27%	21%
Poor	6%	12%	35%	21%	11%	18%	13%	13%	11%	21%	16%
DK (VOL)	10%	8%	5%	6%	10%	10%	6%	9%	6%	10%	5%
Unwt N=	171	213	101	232	266	273	202	111	113	164	112

	Income		Education	
	<$100K	$100K+	Some college or less	College grad or more
Excellent	14%	9%	12%	13%
Good	39%	38%	41%	35%
Fair	26%	29%	27%	24%
Poor	12%	18%	13%	17%
DK (VOL)	9%	5%	7%	11%
Unwt N=	261	176	237	261

NJ4.   Overall, how would you rate your own town or city as a place to live – excellent, good, only fair, or poor?

		Trend					
		2/18	5/03	4/01	6/95	2/00	10/84
Excellent	26%	26%	29%	28%	30%	31%	30%
Good	44%	44%	45%	45%	40%	41%	41%
Fair	20%	22%	19%	21%	21%	19%	21%
Poor	9%	8%	7%	6%	8%	9%	7%
Don't know	0%	-	-	-	-	-	-
Unweighted N=	1043	1197	1002	802	802	801	999

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Excellent	30%	23%	27%	28%	25%	31%	21%	22%	16%	18%	25%	31%	33%
Good	41%	47%	46%	46%	44%	48%	33%	43%	48%	46%	47%	42%	44%
Fair	19%	21%	18%	17%	22%	16%	27%	19%	29%	21%	17%	22%	19%
Poor	9%	9%	9%	10%	8%	5%	19%	15%	8%	15%	10%	6%	4%
DK (VOL)	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%
Unwt N=	342	426	229	504	515	573	117	190	98	230	241	334	219

	Income				Region					Education			
	<$50K	$50K-<$100K	$100K-<$150K	$150K+	Urban	Suburb	Exurban	Phil/South	Shore	HS or less	Some college	College grad	Grad work
Excellent	20%	24%	35%	38%	21%	26%	34%	19%	32%	20%	24%	29%	37%
Good	38%	46%	43%	46%	36%	46%	44%	49%	46%	47%	44%	47%	42%
Fair	25%	20%	19%	13%	30%	17%	18%	20%	17%	21%	22%	17%	16%
Poor	15%	11%	3%	4%	12%	11%	4%	12%	5%	12%	9%	8%	6%
DK (VOL)	1%	0%	0%	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%
Unwt N=	227	283	167	218	177	365	145	174	182	179	292	288	269

NJ5. And overall, how would you rate your neighborhood as a place to live -- excellent, good, only fair, or poor?

		Trend				
		2/18	4/01	5/99	6/95	10/84
Excellent	34%	38%	37%	34%	40%	37%
Good	41%	41%	42%	45%	39%	41%
Fair	17%	16%	16%	15%	17%	16%
Poor	8%	5%	5%	5%	4%	5%
Don't know	0%	-	-	-	-	-
Unweighted N=	1017	1200	802	802	802	1000

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Excellent	36%	32%	39%	37%	33%	41%	28%	25%	29%	23%	34%	38%	46%
Good	41%	41%	39%	42%	39%	41%	31%	45%	40%	43%	41%	40%	37%
Fair	15%	17%	18%	14%	19%	15%	21%	17%	19%	19%	17%	16%	15%
Poor	8%	10%	4%	7%	9%	2%	20%	13%	12%	15%	7%	5%	3%
DK (VOL)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Unwt N=	331	418	224	492	503	563	114	182	97	225	237	321	216

	Income				Region					Education			
	<$50K	$50K-<$100K	$100K-<$150K	$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Excellent	21%	32%	41%	51%	21%	39%	38%	31%	39%	25%	33%	40%	46%
Good	41%	38%	41%	37%	40%	39%	46%	41%	41%	42%	41%	41%	38%
Fair	23%	20%	16%	8%	24%	16%	11%	17%	16%	21%	16%	15%	13%
Poor	15%	9%	2%	3%	15%	7%	5%	11%	3%	12%	9%	5%	3%
DK (VOL)	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Unwt N=	222	273	165	212	172	357	142	169	177	176	282	279	265

NJ7. If you had the opportunity, would you like to move out of your neighborhood or continue to live where you are now?

[IF MOVE, ASK: Would you like to move to another part of your town, to another town in New Jersey, or to another state entirely?]

		Trend			
		2/18	3/10	4/01	6/95
Continue to live in neighborhood	42%	46%	62%	54%	56%
Move in same town	3%	6%	3%	4%	7%
Move to another town in NJ	15%	15%	11%	19%	13%
Move to another state	36%	30%	22%	19%	23%
Don't know	4%	3%	1%	3%	2%
Unweighted N=	1038	1202	956	802	802

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Live in neighborhood	43%	41%	46%	45%	41%	50%	34%	32%	38%	26%	38%	45%	65%
Move in town	5%	3%	0%	2%	4%	2%	8%	3%	3%	3%	5%	3%	1%
Move in NJ	20%	14%	9%	11%	18%	11%	19%	22%	19%	24%	17%	10%	8%
Move outside NJ	29%	38%	43%	37%	35%	34%	35%	40%	36%	41%	38%	39%	24%
DK (VOL)	3%	4%	2%	5%	2%	4%	3%	3%	4%	7%	2%	3%	1%
Unwt N=	340	424	228	500	514	569	116	190	98	229	238	334	218

	Income				Region					Education			
	<$50K	$50K-<$100K	$100K-<$150K	$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Live in neighborhood	37%	39%	45%	49%	26%	48%	49%	36%	47%	43%	39%	43%	49%
Move in town	4%	3%	3%	2%	4%	4%	1%	3%	1%	3%	3%	4%	3%
Move in NJ	20%	15%	14%	10%	28%	15%	13%	11%	8%	16%	15%	16%	12%
Move outside NJ	38%	40%	37%	35%	38%	30%	34%	43%	41%	35%	39%	34%	32%
DK (VOL)	2%	4%	1%	4%	3%	3%	3%	6%	2%	4%	4%	3%	3%
Unwt N=	226	281	167	216	176	364	144	174	180	179	290	288	267

Methodology

The Rutgers-Eagleton Poll was conducted by telephone using live interviewers February 25 – March 4, 2022, with a scientifically selected random sample of 1,044 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. This poll included 255 adults reached on a landline phone and 789 adults reached on a cell phone, all acquired through random digit dialing. Distribution of phone use in this sample is:

	Individual	Household
Cell Only	51%	51%
Dual Use	25%	25%
Dual Use, Reached on LL	23%	23%
Landline Only	2%	1%

The data were weighted to be representative of the residential adult population of New Jersey. The weighting balances sample demographics to target population parameters. The sample is balanced, by form, to match parameters for sex, age, education, region, race/ethnicity and phone use. The sex, age, education, race/ethnicity and region parameters were derived from 2019 American Community Survey PUMS data. The phone use parameter was derived from estimates provided by the National Health Interview Survey Early Release Program.[1]

Weighting was done in two stages. The first stage of weighting corrects for different probabilities of selection across the RDD samples 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.[2]

The second stage of weighting balances 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 survey estimates. 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.

A series of weight variables was computed. One weight for estimates based on the total sample (weight), plus separate weights for each of the different split samples.

Post-data collection statistical adjustments require analysis procedures that reflect departures from simple random sampling. We calculate the effects of these design features so that an appropriate adjustment can be incorporated into tests of statistical significance when using these data. The so-called "design effect" or *deff* represents the loss in statistical efficiency that results from a disproportionate

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[1] NCHS, National Health Interview Survey, 2017–2019; U.S. Census Bureau, American Community Survey, 2017–2019.

[2] Buskirk, T. D., & Best, J. (2012). Venn Diagrams, Probability 101 and Sampling Weights Computed for Dual Frame Telephone RDD Designs. Journal of Statistics and Mathematics, 15, 3696-3710.

sample design and systematic non-response. [3]

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 1,044 New Jersey adults is +/-3.0 percentage points at a 95 percent confidence interval.[4] This means that in 95 out every 100 samples using the same methodology, estimated proportions based on the entire sample will be no more than 3.0 percentage points away from their true values in the population. The design effect[5] is 1.30, making the adjusted margin of error +/- 3.5 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 46.5 and 53.5 percent (50 +/- 3.5) if all New Jersey adults had been interviewed, rather than just a sample.

Sampling error does not consider other sources of variation inherent in public opinion studies, such as non-response, question wording, or context effects.

This Rutgers-Eagleton Poll was fielded by Braun Research, Inc. The questionnaire was developed and all data analyses were completed in house by the Eagleton Center for Public Interest Polling (ECPIP). Jessica Roman, MPP, assisted with analysis and preparation of this report. The Rutgers-Eagleton Poll is paid for and sponsored by the Eagleton Institute of Politics at Rutgers, The State University of New Jersey, a non-partisan academic center for the study of politics and the political process. Full questionnaires are available on request and can also be accessed through our archives at eagletonpoll.rutgers.edu. For more information, please contact poll@eagleton.rutgers.edu.

Weighted Sample Characteristics
1,044 New Jersey Adults

Male	48%	**Democrat**	32%	**18-34**	27%	**HS or Less**	30%	**White**	57%
Female	52%	**Independent**	44%	**35-49**	25%	**Some College**	29%	**Black**	12%
		Republican	24%	**50-64**	28%	**College Grad**	22%	**Hispanic**	19%
				65+	21%	**Grad Work**	19%	**Other**	12%

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[3] The composite design effect for a sample of size n, with each case having a weight, w, is computed as deff=nw2w2.

[4] The survey's maximum margin of error is the largest 95% confidence interval for any estimated proportion based on the total sample – one around 50%.

[5] Post-data collection statistical adjustments require analysis procedures that reflect departures from simple random sampling. We calculate the effects of these design features so that an appropriate adjustment can be incorporated into tests of statistical significance when using these data. The so-called "design effect" or *deff* represents the loss in statistical efficiency that results from a disproportionate sample design and systematic non-response.