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Rutgers-Eagleton Poll Reveals Tobacco Usage Trends and Public Opinion on Smoking

Cigarettes are the most used product among current tobacco users; more than half of respondents support a New Jersey ban on menthol cigarettes

Despite strong tobacco control laws in New Jersey that prevent smoking in a majority of public places, ban sales of flavored tobacco products and offer cessation services through insurance, residents continue using other tobacco products and underutilizing resources to aid in quitting.

A spring Rutgers-Eagleton Poll conducted by the [Eagleton Center for Public Interest Polling](#), part of the [Eagleton Institute of Politics](#) at Rutgers University, on behalf of [Tobacco Free for a Healthy New Jersey](#) (TFHNJ) sheds light on critical aspects of tobacco usage, including most used products and resources used to quit as well as opinions on cannabis smoking.

Fifty-three percent of New Jerseyans have never used a tobacco product; another 15 percent, on the other hand, use tobacco products, while 31 percent don't currently but have used them in the past. Cigarettes (62 percent) were the most used tobacco product among current users, with e-cigarettes or vapes next (34 percent), then cigars (25 percent) and hookah (10 percent).

"This survey of New Jerseyans offers crucial insights into tobacco usage trends, the usage of different cessation resources, and public attitudes towards cannabis smoking in New Jersey," said Ashley Smith, TFHNJ program supervisor. "The findings will inform our efforts to promote tobacco-free lifestyles, implement effective smoking cessation programs, and advance evidence-based strategies related to tobacco control and public smoking in the state."

Among those who don't use tobacco products but have previously, 17 percent reported using nicotine patches, gum or lozenges to help quit, 7 percent reported using a cessation or quit smoking program, 6 percent reported using prescription medication and 1 percent reported use

of a nicotine spray or inhaler. While e-cigarettes aren't an approved cessation product by the U.S. Food and Drug Administration, 8 percent reported using them to quit smoking.

The marketing and advertising of menthol cigarettes has been shown to disproportionately target Black [communities](#), resulting in higher usage rates. While 55 percent of all respondents support a statewide ban on menthol cigarettes, Black respondents (64 percent) are more inclined to support a ban compared with white respondents (54 percent).

New Jersey's [Smoke-Free Air Act](#) prohibits tobacco smoking in public places, while New Jersey's [Cannabis Regulatory, Enforcement Assistance, and Marketplace Modernization Act](#) prohibits smoking cannabis products in any public place prohibited by the Smoke-Free Air Act.

When asked about allowing cannabis smoking in public places, most respondents opposed the idea of smoking in public places in general (70 percent) and at workplaces (92 percent), beaches (66 percent), college campuses (66 percent) and parks (65 percent).

Results are from a statewide poll of 1,002 adults contacted by live interviewers on landlines and cellphones from April 27 to May 5. The full sample has a margin of error of +/- 3.6 percentage points.

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Broadcast interviews: Rutgers University–New Brunswick has broadcast-quality television and radio studios available for remote live or taped interviews with Rutgers experts. For more information, contact Patti Zielinski at patti.zielinski@rutgers.edu

ABOUT TOBACCO-FREE FOR A HEALTHY NEW JERSEY

Tobacco Free for a Healthy New Jersey (TFHNJ) is New Jersey's largest collaborative effort to reduce the health consequences of tobacco use — including vaping — and the harm from secondhand smoke exposure through prevention, education, and cessation in all 21 counties, including 11 Quit Centers. By collaborating with stakeholders, conducting research, and raising awareness, TFHNJ strives to improve public health outcomes and create a healthier, smoke-free future for all New Jersey residents.

ABOUT RUTGERS UNIVERSITY–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

Home of the Rutgers-Eagleton Poll, the Eagleton Center for Public Interest Polling (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 in its 52nd year and with the publication of over 200 polls, ECPIP's mission is to provide scientifically sound, nonpartisan 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](#).

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 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.

T1. Which of the following best applies to you:

I currently use tobacco products	15%
I do not currently use tobacco products, but I have previously	31%
I have never used tobacco products	53%
Don't know	0%
Unweighted N=	995

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Currently use	15%	14%	20%	16%	15%	15%	13%	22%	14%	21%	17%	13%	10%
Previously used	28%	33%	33%	35%	27%	35%	19%	29%	25%	29%	33%	27%	37%
Never used	57%	53%	47%	49%	57%	50%	67%	49%	62%	50%	51%	60%	52%
DK	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Unwt N=	352	380	231	495	490	602	142	142	77	231	288	273	203

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Currently use	24%	17%	9%	14%	22%	15%	12%	18%	10%	19%	18%	13%	9%
Previously used	29%	31%	36%	29%	30%	29%	29%	37%	31%	35%	34%	28%	25%
Never used	46%	52%	55%	57%	48%	55%	59%	43%	59%	45%	49%	59%	66%
DK	1%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%
Unwt N=	160	261	186	280	156	340	144	180	175	138	277	317	256

T1A. Please tell me whether or not you currently use each of the following tobacco products.

Note: This question was only asked of respondents who indicated they currently use tobacco products.

	Cigarettes	Electronic cigarettes or vapes	Smokeless tobacco, such as chew, snuff, snus, and dissolvable tobacco
Yes, currently use	62%	34%	3%
No, do not currently use	38%	66%	97%
Don't know	0%	0%	0%
Unweighted N=	133	130	131

	Hookah	Cigars
Yes, currently use	10%	25%
No, do not currently use	86%	75%
Don't know	4%	0%
Unweighted N=	131	131

T1B. Have you ever used any of the following methods to quit smoking tobacco products? Please just tell me yes or no for each.

Note: This question was only asked of respondents who indicated they do not currently use tobacco products but previously have.

Nicotine patch, gum, or lozenge

Yes, used this method	17%
No, did not use this method	83%
Don't know	0%
Unweighted N=	290

	Gender		Race or Ethnicity		Age	
	Man	Woman	White, non-Hispanic	Non-white	Under 50	50+
Used	16%	20%	22%	10%	13%	22%
Did not use	84%	80%	78%	90%	87%	78%
DK	0%	0%	0%	0%	0%	0%
Unwt N=	161	127	193	84	154	136

	Income		Education	
	<\$100K	\$100K+	Some college or less	College or more
Yes	22%	16%	22%	10%
No	78%	84%	78%	90%
DK	0%	0%	0%	0%
Unwt N=	117	142	132	155

A nicotine spray or inhaler

Yes, used this method	1%
No, did not use this method	99%
Don't know	0%
Unweighted N=	290

	Gender		Race or Ethnicity		Age	
	Man	Woman	White, non-Hispanic	Non-white	Under 50	50+
Used	1%	0%	1%	0%	1%	0%
Did not use	99%	100%	99%	100%	99%	100%
DK	0%	0%	0%	0%	0%	0%
Unwt N=	161	127	193	84	154	136

	Income		Education	
	<\$100K	\$100K+	Some college or less	College or more
Yes	1%	0%	1%	0%
No	99%	100%	99%	100%
DK	0%	0%	0%	0%
Unwt N=	117	142	132	155

Prescription medication

Yes, used this method	6%
No, did not use this method	93%
Don't know	0%
Unweighted N=	290

	Gender		Race or Ethnicity		Age	
	Man	Woman	White, non-Hispanic	Non-white	Under 50	50+
Used	4%	8%	6%	7%	5%	7%
Did not use	96%	91%	93%	93%	95%	92%
DK	0%	1%	0%	0%	0%	0%
Unwt N=	161	127	193	84	154	136

	Income		Education	
	<\$100K	\$100K+	Some college or less	College or more
Yes	5%	9%	6%	7%
No	95%	90%	94%	92%
DK	0%	1%	0%	1%
Unwt N=	117	142	132	155

Non-FDA approved products such as e-cigarettes

Yes, used this method	8%
No, did not use this method	92%
Don't know	1%
Unweighted N=	290

	Gender		Race or Ethnicity		Age	
	Man	Woman	White, non-Hispanic	Non-white	Under 50	50+
Used	9%	5%	9%	4%	12%	3%
Did not use	91%	94%	90%	94%	87%	97%
DK	0%	1%	0%	1%	1%	0%
Unwt N=	161	127	193	84	154	136

	Income		Education	
	<\$100K	\$100K+	Some college or less	College or more
Yes	9%	7%	8%	8%
No	91%	91%	92%	90%
DK	0%	2%	0%	2%
Unwt N=	117	142	132	155

A cessation/quit smoking program

Yes, used this method	7%
No, did not use this method	93%
Don't know	0%
Unweighted N=	290

	Gender		Race or Ethnicity		Age	
	Man	Woman	White, non-Hispanic	Non-white	Under 50	50+
Used	4%	10%	10%	1%	4%	10%
Did not use	96%	90%	90%	99%	96%	90%
DK	0%	0%	0%	0%	0%	0%
Unwt N=	161	127	193	84	154	136

	Income		Education	
	<\$100K	\$100K+	Some college or less	College or more
Yes	8%	7%	7%	6%
No	92%	93%	93%	94%
DK	0%	0%	0%	0%
Unwt N=	117	142	132	155

T3A. I'm going to read you a list of some locations. For each one, please tell me whether or not you feel smoking cannabis should be allowed there. You can just tell me yes or no for each.

Beaches

Yes, should be allowed	33%
No, should not be allowed	66%
Don't know	2%
Unweighted N=	984

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Allowed	35%	36%	26%	34%	31%	32%	38%	36%	29%	45%	34%	26%	25%
Not allowed	64%	62%	72%	65%	66%	66%	62%	62%	69%	53%	64%	72%	73%
DK	1%	2%	2%	1%	2%	2%	0%	2%	2%	2%	1%	2%	2%
Unwt N=	344	382	230	493	482	596	141	143	72	228	284	271	201

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Allowed	40%	33%	30%	30%	36%	33%	34%	39%	22%	34%	33%	31%	32%
Not allowed	56%	66%	69%	69%	62%	66%	64%	56%	78%	64%	65%	68%	67%
DK	4%	1%	2%	1%	2%	1%	2%	5%	1%	3%	2%	1%	1%
Unwt N=	156	256	185	276	157	336	144	176	171	136	271	314	257

**Tobacco August 2023
Rutgers-Eagleton Poll**

	Tobacco User Status		
	Current User	Former User	Never User
Allowed	49%	35%	27%
Not allowed	50%	64%	71%
DK	0%	1%	3%
Unwt N=	133	294	549

Parks

Yes, should be allowed	33%
No, should not be allowed	65%
Don't know	2%
Unweighted N=	985

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Allowed	36%	38%	23%	38%	29%	35%	39%	33%	26%	45%	32%	28%	27%
Not allowed	63%	59%	75%	61%	68%	64%	60%	63%	72%	52%	66%	69%	73%
DK	1%	3%	2%	1%	3%	2%	0%	4%	2%	2%	2%	3%	0%
Unwt N=	345	382	230	494	482	597	141	143	72	229	285	270	201

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Allowed	41%	34%	31%	30%	41%	31%	37%	35%	25%	34%	34%	33%	31%
Not allowed	56%	64%	67%	69%	56%	67%	60%	61%	74%	65%	63%	65%	67%
DK	3%	2%	2%	1%	2%	2%	3%	4%	0%	2%	3%	1%	2%
Unwt N=	156	257	185	276	157	336	144	177	171	137	271	314	257

**Tobacco August 2023
Rutgers-Eagleton Poll**

	Tobacco User Status		
	Current User	Former User	Never User
Allowed	43%	39%	27%
Not allowed	55%	60%	70%
DK	1%	1%	3%
Unwt N=	133	294	550

The workplace

Yes, should be allowed	6%
No, should not be allowed	92%
Don't know	2%
Unweighted N=	987

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Allowed	5%	9%	3%	7%	4%	3%	11%	9%	7%	9%	8%	3%	3%
Not allowed	94%	88%	97%	91%	94%	95%	89%	90%	87%	89%	89%	96%	96%
DK	1%	3%	0%	2%	2%	2%	1%	1%	6%	2%	3%	1%	1%
Unwt N=	346	382	230	494	483	596	141	143	74	229	286	270	202

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Allowed	10%	5%	2%	5%	10%	4%	5%	9%	4%	6%	7%	4%	6%
Not allowed	88%	92%	97%	94%	89%	94%	92%	90%	96%	94%	91%	92%	93%
DK	2%	3%	1%	1%	1%	2%	4%	1%	0%	0%	2%	3%	1%
Unwt N=	157	257	185	276	156	338	144	178	171	137	272	313	258

**Tobacco August 2023
Rutgers-Eagleton Poll**

	Tobacco User Status		
	Current User	Former User	Never User
Allowed	9%	6%	4%
Not allowed	88%	93%	94%
DK	3%	1%	2%
Unwt N=	133	293	553

College campus

Yes, should be allowed	31%
No, should not be allowed	66%
Don't know	2%
Unweighted N=	982

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Allowed	37%	34%	21%	35%	28%	35%	27%	30%	27%	43%	30%	28%	23%
Not allowed	61%	64%	77%	63%	70%	62%	72%	70%	70%	54%	67%	71%	76%
DK	2%	3%	2%	2%	2%	3%	1%	0%	4%	4%	3%	1%	2%
Unwt N=	345	382	229	493	480	596	139	142	73	229	285	268	200

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Allowed	29%	32%	31%	33%	32%	31%	41%	28%	27%	24%	32%	37%	33%
Not allowed	70%	65%	66%	66%	67%	66%	57%	69%	72%	76%	64%	61%	64%
DK	1%	2%	4%	1%	2%	3%	2%	3%	2%	0%	5%	2%	2%
Unwt N=	156	255	185	275	155	337	144	176	170	136	271	313	256

**Tobacco August 2023
Rutgers-Eagleton Poll**

	Tobacco User Status		
	Current User	Former User	Never User
Allowed	38%	33%	29%
Not allowed	61%	64%	70%
DK	2%	3%	2%
Unwt N=	132	293	549

Public places in general

Yes, should be allowed	27%
No, should not be allowed	70%
Don't know	3%
Unweighted N=	984

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Allowed	24%	34%	19%	30%	23%	25%	31%	29%	29%	42%	29%	19%	13%
Not allowed	71%	63%	79%	68%	73%	72%	65%	67%	68%	55%	69%	77%	84%
DK	4%	3%	2%	2%	4%	3%	4%	3%	3%	3%	2%	4%	3%
Unwt N=	344	381	230	495	479	595	141	142	73	229	286	267	202

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Allowed	33%	25%	25%	24%	33%	25%	29%	28%	20%	25%	26%	28%	27%
Not allowed	62%	73%	72%	75%	63%	72%	66%	69%	79%	72%	70%	69%	71%
DK	5%	2%	2%	2%	4%	3%	5%	3%	1%	2%	4%	3%	3%
Unwt N=	155	257	185	275	155	337	144	178	170	137	272	313	255

**Tobacco August 2023
Rutgers-Eagleton Poll**

	Tobacco User Status		
	Current User	Former User	Never User
Allowed	38%	28%	22%
Not allowed	60%	69%	74%
DK	2%	3%	3%
Unwt N=	132	293	551

T4. The FDA is considering a national ban specifically on menthol cigarettes across the United States. If that does NOT happen, would you support a statewide ban in New Jersey?

Yes, I would support a ban on menthol cigarettes in NJ	55%
No, I would not support a ban on menthol cigarettes in NJ	35%
I am indifferent	6%
Don't know	3%
Unweighted N=	998

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Support ban	64%	53%	46%	52%	58%	54%	64%	58%	56%	59%	52%	55%	55%
Not support ban	27%	37%	44%	37%	33%	37%	26%	33%	35%	30%	39%	34%	38%
Indifferent	5%	6%	8%	7%	6%	6%	3%	8%	7%	8%	6%	7%	5%
DK	4%	3%	2%	3%	3%	3%	7%	1%	2%	3%	3%	4%	2%
Unwt N=	351	385	229	499	489	601	143	144	77	232	288	274	204

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Support ban	47%	57%	57%	57%	59%	54%	54%	50%	61%	50%	54%	58%	62%
Not support ban	40%	36%	35%	31%	31%	35%	38%	43%	29%	40%	36%	32%	30%
Indifferent	7%	5%	5%	9%	5%	8%	6%	4%	7%	6%	7%	8%	5%
DK	5%	2%	2%	2%	5%	3%	2%	2%	3%	4%	3%	3%	3%
Unwt N=	159	261	187	279	158	341	145	179	175	137	277	320	257

**Tobacco August 2023
Rutgers-Eagleton Poll**

	Tobacco User Status		
	Current User	Former User	Never User
Support ban	28%	50%	67%
Not support ban	65%	39%	24%
Indifferent	4%	7%	7%
DK	3%	3%	2%
Unwt N=	135	299	556

T9. Is your primary workplace or worksite smoke-free?

Note: This question was only asked of respondents who indicated they were employed by a public sector, private for-profit, or private non-profit employer.

Yes	84%
No	14%
Don't know	1%
Unweighted N=	561

	Party ID			Gender		Race or Ethnicity		Age	
	Dem	Ind	Rep	Man	Woman	White, non-Hispanic	Non-white	Under 50	50+
Yes	86%	83%	82%	79%	90%	87%	82%	81%	90%
No	14%	15%	16%	20%	9%	12%	17%	18%	9%
DK	0%	2%	2%	2%	1%	1%	2%	2%	1%
Unwt N=	195	220	128	295	260	311	233	351	210

	Income			Education	
	<\$75K	\$75K-<\$150K	\$150K+	Some college or less	College or more
Yes	78%	85%	92%	78%	91%
No	21%	15%	8%	21%	7%
DK	1%	1%	0%	2%	1%
Unwt N=	133	204	176	210	350

Methodology

The Rutgers-Eagleton Poll was conducted by telephone using live interviewers April 27 to May 5, 2023, with a scientifically selected random sample of 1,002 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 telephone poll included 304 adults reached on a landline phone and 698 adults reached on a cell phone, all acquired through random digit dialing; 250 of the cellphone completes were acquired through one-to-one SMS text messaging by live interviewers that led respondents to an online version of the survey. Distribution of phone use in this sample is:

Cell	45%
Text to Web	25%
Landline	30%

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 and overall, 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 2021 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 telephone 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 final stage of weighting balances sample demographics, overall and 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.

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.

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 1,002 New Jersey adults is +/-3.1 percentage points at a 95

¹ NCHS, National Health Interview Survey, 2018–2020; 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.

percent confidence interval. The design effect³ is 1.36, making the adjusted margin of error +/- 3.6 percentage points. Thus, if 50 percent of New Jersey adults in this sample favor a particular position, we would be 95 percent sure that the true figure is between 46.4 and 53.6 percent (50 +/- 3.6) if all New Jersey adults had been interviewed, rather than just a sample.

Sampling error does not 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 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 Demographics
1,002 New Jersey adults 18+
Overall Margin of Error = +/- 3.6 percentage points**

Please note: Totals may equal slightly more or less than 100% due to rounding.

		deff	MOE			deff	MOE
Man	48%	1.36	+/- 5.1%	White	55%	1.34	+/- 4.6%
Woman	52%	1.36	+/- 5.2%	Black	12%	1.32	+/- 9.4%
18-34	26%	1.31	+/- 7.3%	Hispanic	20%	1.26	+/- 9.2%
35-49	25%	1.37	+/- 6.7%	Other	13%	1.16	+/- 12.0%
50-64	27%	1.36	+/- 6.9%	<50K	24%	1.31	+/- 8.9%
65+	22%	1.37	+/- 8.0%	50K-<100K	31%	1.39	+/- 7.1%
Democrat	35%	1.35	+/- 6.1%	100K-<150K	19%	1.32	+/- 8.2%
Independent	40%	1.35	+/- 5.8%	150K+	26%	1.26	+/- 6.6%
Republican	25%	1.38	+/- 7.6%	Urban	17%	1.36	+/- 9.1%
HS or Less	27%	1.12	+/- 8.8%	Suburb	35%	1.36	+/- 6.2%
Some College	31%	1.23	+/- 6.5%	Exurban	14%	1.35	+/- 9.5%
College Grad	23%	1.17	+/- 5.9%	Phil/South	17%	1.41	+/- 8.7%
Grad Work	19%	1.17	+/- 6.6%	Shore	17%	1.31	+/- 8.5%

³ 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.