THURSDAY JUNE 13, 2019

Joint Rutgers-Eagleton/FDU Poll: Little Evidence of a Digital Divide in New Jersey, Democrats More Opinionated Online

New Brunswick and Madison, New Jersey (June 13, 2019) – Most Garden State residents have the technological tools and ability to surf the World Wide Web, and the hours they spend online are often used for voicing their opinions and discussing political and community issues. A joint Rutgers University and Fairleigh Dickinson University survey of New Jersey adults finds that access to computers and wireless devices is widespread with little evidence of a digital divide. And Democrats, more than Republicans, are apt to use their connectivity to express themselves politically.

Virtually all New Jerseyans live in a household with access to the internet (97 percent) and own at least one device capable of accessing it (99 percent); almost three quarters live in a household with three (51 percent) or four (20 percent) devices capable of doing so. This includes personal computers, smartphones, tablets or other wireless devices, or anything else that provides connectivity to the internet. Nine in ten own personal computers (92 percent) and smartphones (91 percent), and three-quarters (76 percent) own tablets. Around a quarter (23 percent) own other types of devices.

Access to technology is mostly widespread, but there are some small demographic differences. Smartphones are slightly less common among white residents (88 percent) than they are among black residents (92 percent), Hispanic residents (96 percent), or residents of another race or ethnicity (98 percent). Residents aged 65 years or older are significantly less likely to own a smartphone (74 percent) than younger residents; similar patterns emerge between age cohorts when it comes to other devices like tablets. Ownership of a personal computer, smartphone, tablet, or other device is also more likely in higher income brackets.

When it comes to the number of devices owned in the household, older residents are slightly less likely than their younger counterparts to have three (43 percent) or four (10 percent) devices, as do those in the lowest income bracket (42 percent, 14 percent) and those with a high school degree or less (46 percent, 18 percent). Nevertheless, most New Jerseyans across the board have access within their home to at least three devices.

"There are some big implications for access to technology," Krista Jenkins, professor of government at Fairleigh Dickinson University and director of the Fairleigh Dickinson University Poll. "Internet access provides opportunities for staying connected and informed about what's going on in your community and world around you."

"The fact that we don't see big disparities across race, education, and the other usual suspects that often divide us into the haves and have nots is a good thing," said Ashley Koning, assistant research professor and director of the Eagleton Center for Public Interest Polling (ECPIP) at Rutgers University–New Brunswick. "Nevertheless, technological divides may persistent elsewhere that are not visible in

these results – such as when it comes to type and speed of internet access, as well as device quality."

On average, residents say they spend about 12 hours online per week for personal use. Around two-thirds (66 percent) spend no more than 10 hours per week cruising the World Wide Web, with the remainder about evenly divided between those who say they are online anywhere from 11 to 20 hours per week (18 percent) and those who report usage exceeding 20 hours a week (16 percent).

And what do they do when they peruse the Internet? Many across the Garden State use their connectivity to express themselves politically. Just under half (45 percent) say they have gone online in the last 12 months to express an opinion about political or community issues; a quarter do so at least once a month (27 percent).

Democrats are slightly more apt than Republicans to use the Internet to express their opinions. A clear majority of Republicans never raise their voices online (63 percent), while notably fewer Democrats remain silent (49 percent). Beyond partisan differences, online expressions are exercised somewhat consistently across a variety of demographic categories. White residents (59 percent), older residents (61 percent), and those with lower levels of education (60 percent) are only slightly less likely than their counterparts to express themselves politically or socially on the web.

"When we look at these numbers, the big takeaway overall is consistency," Koning said. "While there is some variation, about four in ten of almost every demographic group has taken part in some type of online political expression within the past year."

"There is no digital divide, and the Internet, with all of its limitations and possibilities, is available to almost everyone," Jenkins said.

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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-Eagleton 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 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, multi-campus 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 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. **Do you or any member of your household own or use any of the following types of computers? Desktop or laptop**

	Desktop/ Laptop	Smartphone	Tablet/ Portable	Some Other Type
Yes	92%	91%	76%	23%
No	8%	9%	24%	77%
Unwght N=	1247	1245	1241	1200

Desktop/laptop

	Party ID			Gender		Race				Age				Income				Education			
														<$50K	$50K-<$100K	$100K-<$150K		HS or	Some Coll	Coll Grad	Grad
	Dem	Ind	Rep	M	F	White	Black	Hisp	Other	18-34	35-49	50-64	65+	<$50K	<$100K	<$150K	$150K+	Less	Coll	Grad	Work
Yes	94%	90%	91%	92%	92%	92%	88%	91%	94%	93%	92%	93%	88%	86%	92%	97%	97%	89%	91%	94%	96%
No	6%	10%	9%	8%	8%	8%	12%	9%	6%	7%	8%	7%	12%	14%	8%	3%	3%	11%	9%	6%	4%
Unwt N=	458	486	274	544	703	851	109	114	134	195	261	425	363	272	425	264	211	229	335	379	300

Smartphone

	Party ID			Gender		Race				Age				Income				Education			
														<$50K	$50K-<$100K	$100K-<$150K		HS or	Some Coll	Coll Grad	Grad
	Dem	Ind	Rep	M	F	White	Black	Hisp	Other	18-34	35-49	50-64	65+	<$50K	<$100K	<$150K	$150K+	Less	Coll	Grad	Work
Yes	96%	89%	85%	90%	92%	88%	92%	96%	98%	97%	97%	93%	74%	83%	92%	97%	97%	86%	95%	90%	94%
No	4%	11%	15%	10%	8%	12%	8%	4%	2%	3%	3%	7%	26%	17%	8%	3%	3%	14%	5%	10%	6%
Unwt N=	458	483	275	544	701	849	109	114	134	195	262	425	360	269	425	264	212	229	333	379	300

Tablet/other portable wireless computer

| | Party ID | | | Gender | | Race | | | | Age | | | | Income | | | | Education | | | |
	Dem	Ind	Rep	M	F	White	Black	Hisp	Other	18-34	35-49	50-64	65+	<$50K	$50K-<$100K	$100K-<$150K	$150K+	HS or Less	Some Coll	Coll Grad	Grad Work
Yes	77%	73%	77%	77%	75%	75%	72%	80%	82%	74%	83%	80%	62%	64%	73%	89%	84%	70%	79%	75%	82%
No	23%	27%	23%	23%	25%	25%	28%	20%	18%	26%	17%	20%	38%	36%	27%	11%	16%	30%	21%	25%	18%
Unwt N=	457	482	273	543	698	847	109	113	133	195	261	423	359	267	423	264	212	227	333	377	300

Some other type of computer

| | Party ID | | | Gender | | Race | | | | Age | | | | Income | | | | Education | | | |
	Dem	Ind	Rep	M	F	White	Black	Hisp	Other	18-34	35-49	50-64	65+	<$50K	$50K-<$100K	$100K-<$150K	$150K+	HS or Less	Some Coll	Coll Grad	Grad Work
Yes	21%	23%	26%	23%	23%	21%	32%	25%	26%	25%	29%	24%	14%	17%	24%	25%	27%	20%	29%	19%	26%
No	79%	77%	74%	77%	77%	79%	68%	75%	74%	75%	71%	76%	86%	83%	76%	75%	73%	80%	71%	81%	74%
Unwt N=	441	471	260	527	673	815	108	110	131	192	257	409	339	254	412	253	208	220	322	364	290

[COMBINED – THOSE WHO OWN AT LEAST ONE OF THE AFOREMENTIONED DEVICES]

Yes	99%
No	1%
Unwght N=	1249

| | Party ID | | | Gender | | Race | | | | Age | | | | Income | | | | Education | | | |
	Dem	Ind	Rep	M	F	White	Black	Hisp	Other	18-34	35-49	50-64	65+	<$50K	$50K-<$100K	$100K-<$150K	$150K+	HS or Less	Some Coll	Coll Grad	Grad Work
Yes	99%	99%	97%	99%	98%	98%	100%	99%	100%	100%	99%	100%	95%	96%	100%	100%	100%	97%	100%	99%	100%
No	1%	1%	3%	1%	2%	2%	0%	1%	0%	0%	1%	0%	5%	4%	0%	0%	0%	3%	0%	1%	0%
Unwt N=	458	487	275	546	703	853	109	114	134	195	262	425	364	273	425	264	212	229	335	380	301

[COMBINED – NUMBER OF AFOREMENTIONED DEVICES OWNED]

0 devices	2%
1 device	6%
2 devices	20%
3 devices	51%
4 devices	20%
Unwght N=	1197

	Party ID			Gender		Race				Age				Income				Education			
															$50K-	$100K-			HS or	Some	Coll	Grad
	Dem	Ind	Rep	M	F	White	Black	Hisp	Other	18-34	35-49	50-64	65+	<$50K	<$100K	<$150K	$150K+	Less	Coll	Grad	Work
0	1%	2%	3%	2%	3%	3%	3%	1%	0%	2%	1%	0%	7%	5%	2%	0%	0%	4%	1%	2%	0%
1	5%	7%	8%	6%	6%	7%	6%	7%	4%	2%	4%	5%	16%	13%	5%	1%	6%	9%	3%	6%	5%
2	20%	23%	17%	20%	21%	21%	25%	15%	15%	22%	15%	20%	25%	26%	24%	13%	12%	22%	20%	21%	15%
3	55%	48%	52%	54%	49%	52%	36%	53%	58%	53%	54%	53%	43%	42%	52%	63%	56%	46%	52%	54%	57%
4	19%	19%	20%	18%	21%	17%	30%	24%	22%	21%	26%	21%	10%	14%	18%	23%	26%	18%	23%	17%	23%
Unwt N=	441	469	259	526	671	813	108	110	130	192	255	409	338	252	412	253	207	219	321	363	290

Q.   Do you or any member of your household have access to the Internet?

Yes	97%
No	3%
Unwght N=	1249

	Party ID			Gender		Race				Age				Income				Education			
															$50K-	$100K-			HS or	Some	Coll	Grad
	Dem	Ind	Rep	M	F	White	Black	Hisp	Other	18-34	35-49	50-64	65+	<$50K	<$100K	<$150K	$150K+	Less	Coll	Grad	Work
Yes	99%	97%	95%	97%	98%	97%	98%	98%	100%	99%	99%	99%	91%	92%	100%	100%	100%	95%	99%	99%	99%
No	1%	3%	5%	3%	2%	3%	2%	2%	0%	1%	1%	1%	9%	8%	0%	0%	0%	5%	1%	1%	1%
Unwt N=	458	487	275	546	703	853	109	114	134	195	262	425	364	273	425	264	212	229	335	380	301

Q.   In a typical week, about how many hours do you spend on the Internet for personal use?

0 hours	4%
1 hour	7%
2 hours	10%
3 hours	8%
4 hours	5%
5 hours	7%
6 hours	4%
7 hours	5%
8 hours	3%
9 hours	1%
10 hours	12%
11 hours	0%
12 hours	2%
13 hours	0%
14 hours	3%
15 hours	4%
16 hours	0%
17 hours	0%
18 hours	0%
19 hours	0%
20 hours	9%
21+ hours	16%
Unwght N=	1231

	Party ID			Gender		Race				Age				Income				Education			
															$50K-	$100K-		HS or	Some	Coll	Grad
	Dem	Ind	Rep	M	F	White	Black	Hisp	Other	18-34	35-49	50-64	65+	<$50K	<$100K	<$150K	$150K+	Less	Coll	Grad	Work
0-5 hrs	37%	42%	40%	38%	43%	40%	49%	43%	30%	38%	37%	41%	45%	42%	38%	41%	37%	47%	40%	30%	43%
6-10 hrs	24%	26%	26%	27%	23%	24%	20%	25%	31%	22%	28%	27%	22%	22%	26%	27%	25%	20%	26%	31%	24%
11-20 hrs	21%	15%	21%	18%	20%	20%	12%	15%	25%	14%	20%	21%	20%	16%	22%	14%	24%	17%	15%	24%	21%
21+ hrs	17%	17%	12%	17%	14%	16%	19%	17%	14%	26%	15%	11%	12%	20%	13%	18%	14%	16%	19%	15%	12%
Unwt N=	454	481	270	540	691	842	108	112	132	191	259	420	359	269	421	263	210	226	327	376	299

Q. How often, if at all, have you used the Internet to express your opinions about POLITICAL or COMMUNITY issues within the last 12 months?

Basically every day	6%
A few times a week	7%
A few times a month	9%
Once a month	5%
Less than once a month	18%
Not at all	55%
Don't know	<1%
Unwght N=	1247

	Party ID			Gender		Race				Age				Income				Education			
															$50K-	$100K-		HS or	Some	Coll	Grad
	Dem	Ind	Rep	M	F	White	Black	Hisp	Other	18-34	35-49	50-64	65+	<$50K	<$100K	<$150K	$150K+	Less	Coll	Grad	Work
Daily	6%	7%	8%	9%	5%	7%	6%	6%	5%	3%	8%	10%	5%	7%	10%	2%	5%	9%	5%	5%	5%
Few/wk	6%	9%	6%	6%	8%	6%	7%	6%	14%	11%	4%	6%	7%	10%	6%	5%	6%	7%	8%	6%	7%
Few/mo.	10%	10%	5%	9%	9%	9%	11%	8%	8%	10%	11%	7%	7%	10%	7%	9%	9%	8%	8%	11%	9%
1/mo.	7%	4%	5%	5%	5%	3%	3%	8%	11%	7%	8%	3%	3%	6%	5%	4%	4%	3%	4%	9%	6%
Less	23%	16%	13%	19%	16%	15%	22%	15%	23%	21%	18%	16%	15%	9%	21%	18%	27%	13%	19%	22%	20%
Not at all	49%	54%	63%	52%	57%	59%	50%	57%	40%	48%	51%	58%	61%	57%	50%	62%	48%	60%	55%	48%	53%
DK	<1%	<1%	<1%	1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	1%	1%	<1%	<1%	<1%	1%	<1%	<1%	<1%
Unwt N=	457	487	274	544	703	853	109	113	133	195	262	424	363	273	424	263	212	229	335	378	301

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 Farleigh 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.[1][2][3]

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[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

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[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 456.3 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

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%