

**NEW JERSEY VOTERS'  
CANDIDATE INFORMATION SOURCES**

*Conducted for:*  
**The Eagleton New Jersey Project**

*Conducted by:*

**R**

**Eagleton Institute of Politics  
Center for Public Interest Polling**

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**TABLE OF CONTENTS**

	<b>PAGE</b>
<b>CHAPTER 1: INTRODUCTION.....</b>	<b>1</b>
A. Project Background and Objectives.....	1
B. Summary of the Research Methodology .....	1
C. Organization of the Report .....	2
D. Acknowledgments .....	3
<b>CHAPTER 2: OVERVIEW OF SURVEY FINDINGS .....</b>	<b>4</b>
A. Introduction .....	4
B. Television News .....	4
C. Newspaper Stories .....	5
D. Candidate Debates .....	5
E. Word of Mouth .....	6
F. Campaign Mailings.....	6
G. Campaign Ads on Television .....	7
H. Candidate Web Sites .....	7
I. Conclusion .....	8

**APPENDICES:**

- A: SURVEY INSTRUMENT
- B: SURVEY METHODOLOGY
- C: STATISTICAL TABULATIONS

**NEW JERSEY VOTERS'  
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**CHAPTER 1: INTRODUCTION**

**A. Project Background and Objectives**

This survey represents a joint venture of two programs at the Eagleton Institute of Politics – the New Jersey Project and the Center for Public Interest Polling. As the current gubernatorial campaign gets underway, this survey asks about the helpfulness different sources of information about candidates.

**B. Summary of Research Methodology**

The survey involved telephone interviews conducted between September 27 and October 3, 2001 with a random probability sample of 805 New Jersey residents 18 years old and older. Of these, 657 identified themselves as registered voters (of which 27 said they would not be voting this November). Percentages for this total sample of 630 have a sampling error of  $\pm 4$  percent at a 95 percent confidence level with 50/50 proportions.

Sampling error is the probability difference in results between interviewing everyone in a population versus interviewing a scientific sample taken from that population. Sampling error does not take into account any other possible sources of error inherent in any study of public opinion. A more comprehensive description of the research methodology is included in Appendix B.

**C. Organization of the Report**

This descriptive report is designed to provide an overview of the key findings from the research and a road map to the data produced from the survey. Following this

introductory chapter is a summary of the survey findings. The descriptive text is followed by statistical tables. In most cases the percentages on the tables read from left to right with the total equal to a 100 percent. In instances where there is statistical rounding, the total may be more or less than 100 percent.

The table will also report the “(n)” for each group referenced on the table. The “n” is the actual number of people in the group the percentages are based on. Readers should be aware of the “(n)” when referencing the percentages on a table. Smaller sub-groups will have a higher margin of sampling error. Therefore, in some cases what may appear to be a large difference between groups is a result of the larger sampling error and may not be statistically significant. The descriptive text will discuss only those findings which are statistically significant

The title of the table summarizes the actual question that was asked. After the title is a “(Q)” designation that identifies the specific question number on the questionnaire to which the percentages refer. Readers are encouraged to use the questionnaire in Appendix A if they want to review the exact question wording.

Following the descriptive text and tables, there are four appendices. Appendix A has the text of the questions used in the survey as well as the demographic and other questions used in the analysis of the data. Appendix B provides additional information about the survey methodology so interested readers may have a better understanding of the process used to obtain the data. Finally, Appendix C has a complete set of data tabulations.

**D. Acknowledgments**

At Eagleton, the study was conducted by Patrick Murray with the assistance of Debra Dodson. The report and the interpretation of the survey findings are the sole responsibility of the Center for Public Interest Polling, the Eagleton Institute of Politics at Rutgers the State University of New Jersey.

## **CHAPTER 2: OVERVIEW OF SURVEY FINDINGS**

### **A. Introduction**

The survey findings reported in this chapter are organized around the main question included in the questionnaire: the general helpfulness of seven different sources of candidate information.

In each of the sections to follow, the overall findings for all New Jersey registered voters are presented first. The sources of information are discussed in order of their helpfulness to voters, with those most often rated as very or somewhat helpful discussed first. These findings are followed by a discussion of the results for selected groups within the population. A complete set of statistical tables showing a range of other subgroup responses to the questions addressed in this report is included in Appendix C.

### **B. Television News**

Television news is the information source that ranks number one as helpful to New Jersey voters in deciding which candidate to vote for, with 88 percent rating it as very or somewhat helpful. However, if only the very helpful ratings are examined, it ties statistically for second place, with 38 percent rating it as very helpful.

Sizeable majorities of all subgroups rate television news as very or somewhat helpful.

### **C. Newspaper Stories**

Newspaper stories as an information source tie for second place in helpfulness to New Jersey voters in deciding which candidate to vote for, with 84 percent rating them as very or somewhat helpful. If only the very helpful ratings are examined, newspaper stories statistically tie for second place, with 41 percent rating them as very helpful.

Sizeable majorities of all subgroups rate newspaper stories as very or somewhat helpful. However, they are more likely to be helpful to college graduates (92%) than to those who have not gone beyond high school (77%), to whites (86%) than to non-whites (77%), and to higher income than lower income voters (with about 9-in-10 higher income voters compared to slightly less than 8-in-10 among groups earning less than \$50,000 per year).

### **D. Candidate Debates**

Candidate debates tie statistically with newspaper stories as the second most helpful information source to New Jersey voters in deciding which candidate to vote for, with 82 percent rating them as very or somewhat helpful. However, if only the very helpful ratings are examined, candidate debates rise to first place, with 47 percent rating them as very helpful.

Sizeable majorities of all subgroups rate candidate debates as very or somewhat helpful. However, they are more likely to be helpful to those under 30 (91%) than to age groups over 30 (ranging from 79% to 81%), to those who have gone beyond high school (85%) than to those who have not (78%), and to those making either \$50,000 to \$99,999

(86%) or \$100,000 or more annually (84%) than to those making under \$25,000 per year (77%).

#### **E. Word of Mouth**

Word of mouth ties statistically with campaign mailings as the fourth most helpful information source to New Jersey voters in deciding which candidate to vote for, with 59 percent rating it as very or somewhat helpful. About 1-in-5 voters (21%) say this candidate information source is very helpful to them.

Sizeable majorities of most subgroups rate word of mouth as very or somewhat helpful. However, it is more likely to be helpful to Democrats (66%) and Republicans (61%) than to independents (47%), to non-whites (65%) than to whites (58%), to those under 50 (62% of 18 to 29 year olds and 66% of 30-49 year olds) than to those over 50 (53% of 50 to 64 year olds and 52% of those 65 and older).

#### **F. Campaign Mailings**

Campaign mailings tie statistically with word of mouth as the fourth most helpful information source to New Jersey voters in deciding which candidate to vote for, with 57 percent rating them as very or somewhat helpful. Thirteen percent say they are very helpful.

Sizeable proportions of most subgroups rate campaign mailings as very or somewhat helpful. However, they are more likely to be helpful to Democrats (64%) and Republicans (61%) than to independents (45%), to women than men (66% vs. 48%), to non-whites than to whites (63% vs. 57%), to those who have not gone beyond high school (62%) than to those with only some college (58%) or who have graduated from college



(49%), and to lower income than higher income voters (e.g., 69% of those with annual incomes below \$25,000 vs. 54% making more than \$100,000).

#### **G. Campaign Ads on Television**

Campaign ads are ranked the sixth most helpful information source to New Jersey voters in deciding which candidate to vote for, with 52 percent rating them as very or somewhat helpful. Fourteen percent find these very helpful.

Sizeable proportions of most subgroups rate campaign ads on television as very or somewhat helpful. However, candidate television ads are more likely to be helpful to Republicans (57%) and Democrats (55%) than to independents (41%), to those only somewhat likely to vote than to those very likely to (57% vs. 50%, respectively), to women than men (57% vs. 45%), to non-whites than to whites (61% vs. 49%), to those who have not gone beyond high school (59%) than to those who graduated from college (41%), to those under thirty (57%) than to age groups over 30 (not exceeding 51%), and to lower income than higher income voters (e.g., 62% of those with annual incomes below \$25,000 vs. 40% making more than \$100,000).

#### **H. Candidate Web Sites**

Candidate web sites come in seventh place among the seven information sources, with 27% of New Jersey voters rating them as helpful in deciding which candidate to vote for. Ten percent of voters find web sites very helpful.

Candidate web sites are more helpful to Republicans (34%) than to Democrats (25%) and independents (22%), to men than women (32% vs. 23%), to non-whites than

to whites (47% vs. 22%), and to those under thirty (48%) than to those in age groups over 50 (less than 20%).

## **I. Conclusion**

As the current gubernatorial campaign gets underway, this survey suggests that some information sources are more helpful than others in reaching New Jersey voters.

Television news, newspaper stories, and candidate debates are the top three sources cited as very or somewhat helpful by New Jersey voters, with more than 8-in-10 rating these as helpful.

Word of mouth, campaign mailings, and campaign ads on television come in fourth through sixth place, with slightly more than half of New Jersey voters rating them as helpful.

Finally, candidate web sites take last place, with just over 1-in-4 rating them as helpful.

**TABLE**

**Proportion of New Jersey Voters Rating Information Sources as Very or Somewhat Helpful  
in Deciding which Candidate to Vote For [Q.1-7]**

	<u>TV news</u>	<u>Newspaper stories</u>	<u>Candidate debates</u>	<u>Word of mouth</u>	<u>Campaign mailings</u>	<u>Campaign ads on TV</u>	<u>Candidate web sites</u>	<u>(n)</u>
<b>TOTAL</b>	<b>88%</b>	<b>84%</b>	<b>82%</b>	<b>59%</b>	<b>57%</b>	<b>52%</b>	<b>27%</b>	<b>(630)</b>
<u>Party ID</u>								
-- Democrat	87%	82%	87%	66%	64%	55%	25%	(234)
-- Independent	87%	85%	80%	47%	45%	41%	22%	(157)
-- Republican	88%	84%	84%	61%	61%	57%	34%	(162)
<u>Likelihood of Voting</u>								
-- Very	89%	84%	83%	58%	59%	50%	28%	(501)
-- Somewhat	85%	87%	78%	64%	55%	57%	23%	(104)
-- Not	82%	65%	72%	61%	32%	53%	30%	(25)
<u>Sex</u>								
-- Male	88%	83%	79%	60%	48%	45%	32%	(290)
-- Female	88%	84%	84%	60%	66%	57%	23%	(340)
<u>Race</u>								
-- White	89%	86%	82%	58%	57%	49%	22%	(496)
-- Non-white	82%	77%	85%	65%	63%	61%	47%	(116)
<u>Education</u>								
-- High School	87%	77%	78%	57%	62%	59%	25%	(172)
-- Some College	89%	84%	85%	61%	58%	52%	34%	(173)
-- College Grad	89%	92%	85%	63%	49%	41%	25%	(285)
<u>Age</u>								
-- 18 to 29	86%	82%	91%	62%	59%	57%	48%	(76)
-- 30 to 49	89%	87%	82%	66%	58%	50%	30%	(268)
-- 50 to 64	88%	84%	79%	53%	52%	51%	14%	(164)
-- 65 and older	86%	79%	81%	52%	64%	51%	18%	(110)
<u>Income</u>								
-- Under \$25,000	91%	77%	77%	53%	69%	62%	19%	(60)
-- \$25 - 49,999	86%	79%	81%	67%	60%	57%	34%	(148)
-- \$50 - 99,999	86%	91%	86%	57%	55%	53%	22%	(197)
-- \$100,000 +	89%	89%	84%	65%	54%	40%	30%	(134)

**APPENDIX A:**

**SURVEY INSTRUMENT**

During a campaign, voters use different sources of information to find out about the candidates. Please tell me how helpful each of the following sources of information is to you in deciding which candidate to vote for. **(READ ITEM)** -- Is this information very helpful, somewhat helpful, not very helpful, or not at all helpful in deciding which candidate you will vote for?

	<b>ROTATE ITEMS</b>	<u>Very Helpful</u>	<u>Somewhat Helpful</u>	<u>Not Very Helpful</u>	<u>Not At All Helpful</u>	<u>Not Appli- cable</u>	<u>Don't Know</u>
1.	Television news	38%	50%	7%	4%	1%	1%
2.	Candidate debates	47	35	7	8	1	1
3.	Campaign ads on TV	14	38	23	24	--	1
4.	Campaign information you receive in the mail	13	44	20	20	2	1
5.	Candidate web sites	10	17	13	39	19	2
6.	Newspaper stories	41	43	8	6	1	1
7.	Word of mouth from family and friends	21	38	21	17	1	1

## Demographics

Just a few more questions so we can classify your answers.

D1. In politics today, do you consider yourself a Democrat, Republican, Independent, or something else?

(n=805)

38%	DEMOCRAT
22	REPUBLICAN
24	INDEPENDENT
8	SOMETHING ELSE/OTHER
7	DON'T KNOW/NO OPINION

D5. Did you receive a high school diploma?

(n=805)

87%	YES	
13	NO	-----> GO TO Q. D7
--	DON'T KNOW	-----> GO TO Q. D7

### (IF "YES" TO Q. D5, ASK:)

D6. Did you ever attend college? **(IF YES, ASK: Did you graduate?)**

(n=805)

34%	YES, GRADUATED (not specific)	--->ASK D.6A
19	YES, DID NOT GRADUATE	
1	JUNIOR COLLEGE—GRADUATE	
3	VOCATIONAL/TECHNICAL SCHOOL	
30	NO	
--	DON'T KNOW	

D6A. Was this from a 4-year college, a two-year or junior college, or a vocational-technical school?

(n=805)

28%	FOUR YEAR
4	TWO YEAR/JR
1	VO-TECH
--	OTHER
--	DON'T KNOW

D7. Are you currently employed, temporarily laid off, retired or not employed?

(n=805)

70%	EMPLOYED
2	TEMPORARILY LAID OFF
15	RETIRED
12	NOT EMPLOYED
1	OTHER/DK/REFUSED

D9. Are you the chief wage earner in your household?

(n=805)

60%	YES
38	NO
2	DON'T KNOW/REF

D12. Do you own or rent your apartment or house?

(n=805)

58%	OWN
35	RENT
5	LIVE RENT FREE WITH PARENTS/RELATIVES
--	BOTH OWN AND RENT
2	DK/REF

D13. Are you married, widowed, divorced, separated, or have you never been married?

(n=805)

50%	MARRIED
2	WIDOWED
6	DIVORCED
2	SEPARATED
31	NEVER MARRIED
1	DON'T KNOW/REF

XD13. Do you have any children under the age of 18 years old?

(n=805)

39%	Yes
60	No
1	DK/ref

D14A. Are you a Latino or of Hispanic origin?

(n=805)

9%	Yes
89	No
2	Don't know/ref

D14B. Are you white, black or of Asian origin?

(n=805)

76%	White
11	Black
3	Asian
4	Hispanic (VOL)
1	Other
4	not determined/ref

D16. What was your age on your last birthday?

    /     /     / (CODE # OF YEARS, 99 = REFUSED)

D17. [IF REFUSED IN D.16, ASK:] Is it between...

(n=805)			
5%	18 – 20	24%	FORTIES (40 - 49)
6	21 – 24	16	FIFTIES (50 - 59)
10	25 – 29	4	60 - 64
18	THIRTIES (30 - 39)	14	65 OR OVER
		2	NO ANSWER/REFUSED

D18A. In what county do you live?

(n=805)

2%	Atlantic	9	Middlesex
9	Bergen	7	Monmouth
6	Burlington	6	Morris
6	Camden	6	Ocean
2	Cape May	5	Passaic
1	Cumberland	--	Salem
8	Essex	3	Somerset
3	Gloucester	2	Sussex
7	Hudson	6	Union
2	Hunterdon	1	Warren
5	Mercer	3	Don't now/REF

D18B. What is your zip code? /     /     /     /     /     /      
 (Range 07001 to 08904; DK/RF=99999)

D19. So that we can group all answers, is your total annual family income before taxes: Under \$25,000; between \$25,000 to just under \$50,000; \$50,000 to just under \$75,000; \$75,000 to just under \$100,000; or \$100,000 or more?

(n=805)

14%	UNDER \$25,000
29	\$25,000 TO \$49,999
17	\$50,000 TO \$74,999
11	\$75,000 TO \$99,999
15	\$100,000 OR MORE
16	DON'T KNOW / REFUSED

V2 Are you currently registered to vote in New Jersey?

(n=805)

79%	Yes-->ASK V3
21	No

V3 As you may know there is an election for Governor of New Jersey this November. How likely are you to vote in this election?

(n=657)

72%	Very likely
18	Somewhat likely
4	Not very likely
5	Not at all likely



**APPENDIX B:**  
**SURVEY METHODOLOGY**

**I. INTRODUCTION**

This survey represents a joint venture of two programs at the Eagleton Institute of Politics – the New Jersey Project and the Center for Public Interest Polling. As the current gubernatorial campaign gets underway, this survey asks about the helpfulness different sources of information about candidates.

**II. QUESTIONNAIRE DEVELOPMENT**

The draft questionnaire was pretested with a random group of New Jersey residents and modifications were made to the survey instrument in order to increase the understandability and accuracy of the questions asked.

Besides the substantive questions, some basic demographic information was obtained from all study participants in order to provide more detailed analysis of the data.

The final version of the questionnaire was programmed into a CATI (Computer Assisted Telephone Interview) system. The CATI system enables the interviewer to accurately skip over certain questions which may be irrelevant to a particular study participant, while retaining the flow and integrity of the interview process.

**III. SAMPLE DESIGN**

A random proportional probability sample was used to select the 805 New Jersey residents 18 years of age and older who were contacted to participate in this study. The sample was designed to make sure that each of six regions (defined by area code) and population gender were proportionately. The three digit exchange was used to match

telephone numbers and geographic areas. The remaining four digits were randomly selected. This procedure insures that those with unlisted or new telephone numbers are included in the sample. Each working phone number was called a minimum of three times, at different times of the week, in an effort to reach people who were infrequently at home.

The questionnaire also included questions to determine voter registration and to assess the likelihood of voting in the November 2001 election. Those who indicated they were not registered or would not vote were screened out of the question series.

#### **IV. WEIGHTING**

While those interviewed in a survey ideally will have the same characteristics as the population they represent, samples frequently may under-represent groups that are more difficult to interview, such as the elderly or those with less than a high school education. To correct this imbalance, a statistical technique known as "weighting" is used. The weighting procedure compares New Jersey population figures for age and education based on census data with those of the sample.

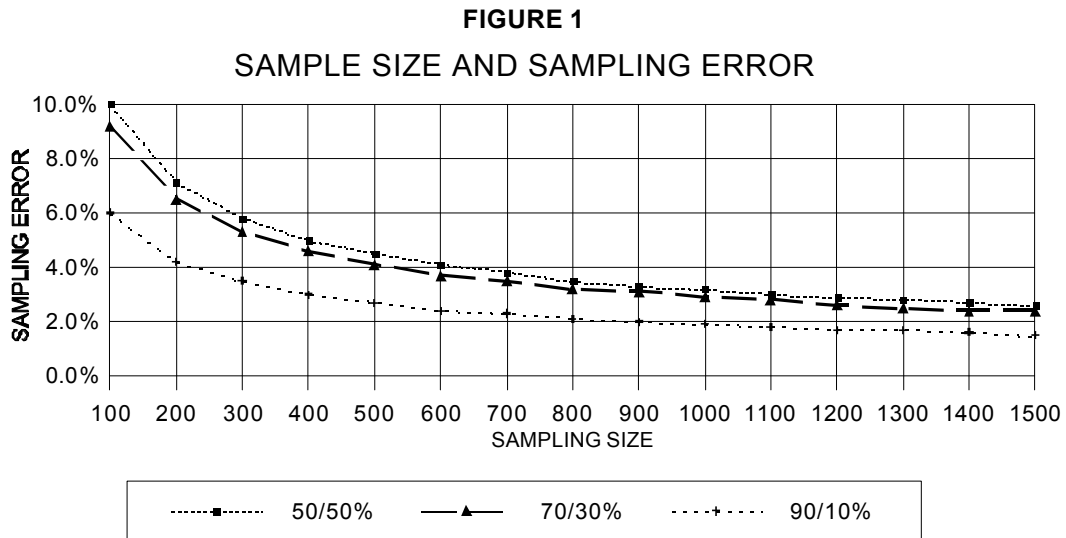
When there is significant difference between these two figures, the sample is weighted so it more accurately reflects the population of the state. For example, if census figures show 39 percent of New Jerseyans, 18 years and older, to have a high school education, and the sample consists of 32 percent with a high school education, each respondent in this category would be counted as 1.21 persons to adjust for this difference.

#### **V. SAMPLING ERROR**

The percentages obtained in a sample survey are estimates of what the distribution of responses would be if the entire population had been surveyed. "Sampling error" is a statistical term which describes the probable difference between interviewing everyone in a given population and a sample drawn from that population. For example, the sampling error associated with a sample of 805 persons is  $\pm 3.5$  percent at a 95 percent confidence

interval. Thus, if 47 percent of those in a sample of 805 are found to agree with a particular statement, the percentage of agreement within the population from which the sample was drawn would be between 43.5 and 50.5 percent ( $47 \pm 3.5\%$ ) 95 times out of 100.

Sampling error increases as the sample size is reduced. For, example, if



statements are made based on a sub-group of 630 voters, the sampling error is  $\pm 4$  percent. This fact must be kept in mind when comparing the responses of different groups within a sample (e.g. men compared with women). Figure 1 in this appendix shows the relationship between sample (or group) size and sampling error.

Readers should note that sampling error does not take into account other possible sources of error inherent in any study of public opinion.

## VI. DATA COLLECTION

The study involved CATI interviews with a random probability sample of 805 New Jersey residents 18 years of age and older. The CATI interviews were conducted by

telephone between September 27 and October 3, 2001 by experienced professional interviewers who were trained and monitored by the Eagleton research staff.

## **VII. DATA PROCESSING AND ANALYSIS**

The CATI system generates a computer readable data file which reduces the amount of error inherent in the coding and entry of data recorded on paper questionnaires. An SPSS (Statistical Package for the Social Sciences) computer file was developed to process the CATI information. The SPSS system enabled the Eagleton research staff to integrate the survey data so that it could be presented in aggregate form.

## **VIII. REGIONAL CLASSIFICATIONS**

REGION is classified according to county boundaries:

**North** -- Bergen, Essex, Hudson, Morris, Passaic, Sussex, Union, and Warren

**Central** -- Hunterdon, Mercer, Middlesex, Monmouth, and Somerset

**South** -- Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Ocean, and Salem

### COMMUNITY TYPE

**Major Urban Centers** – The six New Jersey cities with populations over 75,000 and population densities over 9,000 people per square mile.

**Other Urban Areas** -- Any municipality with a population of 25,000 or more and a population density over 4,000 people per square mile plus any other municipality with a population density over 10,000 people per square mile. Also includes Atlantic City, Vineland, Hillside, Roselle, Linden, and Secaucus.

**Older Towns & Suburbs** – Any non-urban or non-rural municipality that had less than 10% population growth from 1990 to 2000. Also classified here in spite of high/low population density or growth rate are: Fair Lawn, Teaneck, East Rutherford, Edgewater, Little Ferry, North Arlington, Montclair, Woodbridge, Victory Gardens, Westfield, Union Township, Bridgeton, Millville, Cinnaminson, Haworth, Willingboro, and Shrewsbury Township. Also, some towns in Bergen, Camden, Essex, Gloucester, Monmouth, Morris,

Passaic, Somerset, and Union that may have been classified as rural due to low population density are grouped here.

**Growing Suburbs & Towns** – Any non-urban or non-rural municipality with a population of 2,000 or more that experienced a 10% growth from 1990 to 2000 or 15% growth from 1980 to 2000. Also includes: Rockleigh, Corbin City, Far Hills, Port Republic, Lebanon, Estell Manor, Farmingdale, Chester, Englishtown, and Helmetta because of their proximity to these areas.

**Rural Areas** – Any town with a population density less than 1,000 people per square mile or a population less than 1,000. However, many shore towns that would fit in this category have been classified as "Older Towns & Suburbs" because of their proximity to growing municipalities. For analytical cohesion this category includes all of Salem, Warren, and Sussex Counties except the towns of Phillipsburg, Greenwich, Hackettstown, Independence, Sparta, and Vernon.

### MUNICIPAL SES

This measure is derived from the New Jersey Department of Education's District Factor Grouping (DFG) scoring system. District Factor Grouping is a system that provides a means of ranking schools by their socio-economic status. The grouping designation is based on information available from the census and includes the following: percent in community with no high school diploma; percent with some college; occupations; population density; income; unemployment; and poverty. There are eight groupings starting with A which designates the lowest socio-economic level and includes B, CD, DE, FG, GH, I, and J. These groupings have been combined for this report, as follows:

**Poorest** – DFG "A" and "B"

**Low-Middle Class** – DFG "CD" and "DE"

**Upper Class** – DFG "FG" and "GH"

**Wealthiest** – DFG "I" and "J"

## IX. PROFILE OF STUDY PARTICIPANTS

(n=805)

<u>Gender</u>	
--Male	49%
--Female	51
<u>Age</u>	
--18 to 29	21
--30 to 49	43
--50 to 64	21
--65 and older	15
<u>Race</u>	
--White	73
--Non-white	24
<u>Home Ownership</u>	
--Yes	58
--No	35
--Other	5
<u>Education</u>	
--High school or less	46
--Some college	25
--College graduate	29
<u>Income</u>	
--Less than \$50,000	43
--\$50,000-100,000	28
--Greater than \$100,000	15
--No answer	16
<u>Region of State</u>	
--North	46
--Central	27
--South	28
<u>Type of Community</u>	
--Major urban center	10
--Other urban area	12
--Older town & suburb	36
--Growing suburb & town	36
--Rural	6

**APPENDIX C:**  
**STATISTICAL TABULATIONS**  
**HOW TO READ THE STATISTICAL TABULATIONS**

The following statistical profile consists of responses to the survey questions broken down by several groupings, such as party identification, race, income, gender and education. The purpose of the profile is to allow for an analysis among subgroups of the population.

In the following tables, percentages presented for the total sample of 630 have a sampling error interval of about  $\pm 4$  percent at a 95 percent confidence level. Sampling error is the probable difference in results between interviewing everyone in a population and interviewing a scientific sample drawn from that population. Sampling error does not take into account other possible sources of error inherent in any study of public opinion. Percentages based on smaller subsets of the sample have somewhat greater sampling error. For a chart of sampling error distribution across various n-sizes, see Figure 1 in Appendix B of the narrative report. Sampling error is always based on the actual number of people interviewed (shown as “UNWEIGHTED N” in the statistical output).

Each table refers to a question from the survey instrument, e.g. “STUB=Q1.” In the box under this grouping number is the grouping label. Since the profile tables abbreviate question wording, readers are advised to refer to the questionnaire in Appendix A of the narrative report for the exact wording of all questions. Below the stub grouping label are listed the value labels assigned to the numeric codes. “DK” refers to the “don't know” response.

The set of percentages in the first column (under the label “Total”) refer to the total sample of 630 New Jersey voters asked this question. Percentages are read down the column for the total and each sub-group.

The "UNWEIGHTED N" row at the bottom of the table refers to the number of New Jerseyans who answered this question, in this case 630. The "WEIGHTED N" is the number in the sample after it has been statistically weighted according to the population age and education distribution. The weighting procedure used for this project is outlined in Appendix B of the report. It is important to keep the n-sizes in mind, especially in making subgroup comparisons, when n-sizes can get very small. Because of the increased likelihood of sampling error, even large differences in percentages should be interpreted with extreme caution when based on a small n-size.