

From January 15 - 19, 2015 Quinnipiac University surveyed 1,406 adults in New Jersey with a margin of sampling error of +/- 2.6 percentage points. Margins of sampling error for additional subgroups are listed in tables below.

This RDD telephone survey was conducted throughout the state of New Jersey with live interviewers calling land lines and cell phones. Surveys are conducted in English or Spanish dependent on respondent preference.

All data was collected and tabulated by the Quinnipiac University Poll.

		ADULTS					
PHONE DISTRIBUTION							
	Cell only	20%					
	Land Line only	7					
	Both, cmp from cell sample	13					
	Both, cmp from land sample	60					
RACE							
	White	60%					
	Black	12					
	Hispanic	17					
	Other/DK/NA	11					
ADULTS.....							
				AGE IN YRS.....			
	Tot	Men	Wom	18-34	35-54	55+	
Weighted Percentage	100%	48%	52%	26%	34%	36%	
Unweighted n	1,406	696	710	166	362	818	
MoE (+/-%)	2.61	3.71	3.68	7.61	5.15	3.43	
AREA.....							
				Philly			
	Urban	SbUrbn	ExUrbn	land	Shore		
Weighted Percentage	15%	35%	14%	17%	19%		
Unweighted n	193	467	242	229	275		
MoE (+/-%)	7.05	4.53	6.30	6.48	5.91		
FOOTBALL FANS.....							
				AGE IN YRS.....			
	Tot	Men	Wom	18-34	35-54	55+	
Weighted Percentage	100%	58%	42%	24%	34%	37%	
Unweighted n	829	495	334	93	225	479	
MoE (+/-%)	3.40	4.40	5.36	10.16	6.53	4.48	
AREA.....							
				Philly			
	Urban	SbUrbn	ExUrbn	land	Shore		
Weighted Percentage	12%	35%	14%	18%	20%		
Unweighted n	94	283	140	142	170		
MoE (+/-%)	10.11	5.83	8.28	8.22	7.52		

METHODOLOGICAL DETAILS

Dual frame landline and cell phone samples are generated using Random Digit Dialing procedures by Survey Sampling International (SSI). Both the landline and cellular phone samples are stratified by Census division according to area code.

Land line numbers are scheduled for 5+ call attempts and cell phone numbers are scheduled for 4+ call attempts. When calling landlines interviewers ask to speak with the adult member of the household having the next birthday. If that person is not available a call back is scheduled for a better time to speak with that person. Interviews are conducted on cell phones with both cell only and dual owner respondents. The complete land and cell sample is weighted to National Health Interview Survey estimates for [land only/cell only/dual owner] households.

Questions are asked as they appear in the release document. If a question is asked of a subset of the sample a descriptive note is added in parenthesis preceding the question. Questions are numbered as asked with additional questions found in successive releases.

This survey uses statistical weighting procedures to account for deviations in the survey sample from known population characteristics, which helps correct for differential survey participation and random variation in samples. The overall adult sample is weighted to recent Census or American Community Survey data using a sample balancing procedure to match the demographic makeup of the population by county, gender, age, education and race. Margins of sampling error for this survey are not adjusted for design effect.

Quinnipiac Polls are funded entirely by Quinnipiac University. The Quinnipiac University Poll is part of the Department of Public Affairs.

Contact pollinginstitute@quinnipiac.edu for additional information or call 203-582-5201.