This RDD telephone survey was conducted from November 28 – December 4, 2016 throughout the state of New Jersey.

Responses are reported for 1,452 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.

Surveys are conducted in English or Spanish dependent on respondent preference with live interviewers calling land lines and cell phones.

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

ADULTS

PHONE DISTRIBUTION
Cell only 28%
Land Line only 6
Both, cmp from cell sample 12
Both, cmp from land sample 54

RACE
White 59%
Black 13
Hispanic 17
Other/DK/NA 12

ADULTS........................................
AGE IN YRS................
Weighted Percentage 100% 49% 51% 27% 22% 26% 18%
MoE (+/-%) 2.57 3.63 3.65 7.61 6.34 4.51 4.41

AREA............................
Philly Urban SbUrbn ExUrbn land Shore
Weighted Percentage 17% 37% 13% 17% 17%
MoE (+/-%) 6.98 4.28 6.35 6.42 6.08

FOOTBALL FANS............................
AGE IN YRS................
Weighted Percentage 100% 60% 40% 28% 24% 26% 17%
MoE (+/-%) 3.36 4.30 5.36 9.95 8.03 5.75 5.91

AREA..........................
Philly Urban SbUrbn ExUrbn land Shore
Weighted Percentage 15% 36% 14% 18% 17%
MoE (+/-%) 9.61 5.74 8.20 8.00 7.63
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. 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.