Thinking of New Jersey… Christie Rates National Mention

There's something new on the minds of Americans when thinking about New Jersey. According to a national telephone poll by Fairleigh Dickinson University's PublicMind™, Gov. Chris Christie broke into the rankings this year as No. 8 on the list of "what comes to mind when you think about New Jersey."

The No. 1 answer is "New York" or "next to New York." The "shore" or "ocean" or "beach" is No. 2.

"New Jersey forever struggles in the shadow of New York for its identity," said Peter Woolley, director of the poll. "I think we'd rather be known for the shoreline than for someplace to move to if you can't afford New York City."

No person has made the top eight list before. But this year, Christie got more mentions than the *Jersey Shore* TV show, Bon Jovi, or even Bruce Springsteen.

"Who's the Boss now?" asked Woolley. "I was surprised because no person has ever had enough mentions to make the list -- not Sinatra, not Springsteen, not Tony Soprano and not even Snooki."

"Corruption" or "crime" or the "mafia," which were No. 2 last year after Christie was elected partly on an anti-corruption platform, made the list again as No. 4.

"Pollution" or "bad smell" or "industry" is also a favorite and came in at No. 5. However, "turnpike" or "exits," which was No. 7 in 2007, failed the make the list this year.

<<Insert Your Own Jersey Joke here.>>

The Fairleigh Dickinson University poll of 711 adults nationwide was conducted by telephone using both landlines and cell phones from March 21, 2011, through March 27, 2011, and has a margin of error of +/-4 percentage points.

Question (open ended): What comes to mind when you think of New Jersey?				
2011 Rank		2010	2007	2001
1	Next to New York/New York	4	1*	1
2	Shore/ocean/beach/boardwalk/boating	1	1*	3
3	Garden State/farming/open space	6	4	7
4	Corruption/crime/mafia/Sopranos	2	n/a	n/a
5	Pollution/bad smell/industry	5	7	2
6	Overpopulated/dense/too many people	n/a	5	6
7	Atlantic city/gambling/casinos	3	3	5
8	Chris Christie/governor	n/a	n/a	n/a

*Tied for first.

Note: Only the eight most frequent responses included for each year. "Nothing" and "don't know" excluded.

Other frequent mentions include taxes, friends or family, and various sports teams, such as the Jets, Giants, Devils, etc.

Methodology

The survey by Fairleigh Dickinson University's PublicMind was conducted by telephone from March 21, 2011, through March 27, 2011, with a randomly selected sample of 711 permanently resident adults nationwide. The margin of error for a sample of 711 randomly selected respondents is +/- 4 percentage points. Random selection is achieved by computerized random-digit dialing. This random selection process gives every person with a land-line phone number (including those with unlisted numbers) an equal chance of being selected. RDD samples are typically purchased from Survey Sample International. Non-responding residential numbers and residential numbers with automated answering devices are called back up to a limit of six times and interviews are conducted over a length of time calculated to facilitate maximum coverage. All PublicMind interviews are conducted by professionally trained interviewers with a full complement of supervisors using a CATI (Computer Assisted Telephone Interviewing) system. The survey sample may be mathematically weighted to match known demographics such as gender, age, and race. Survey results are also subject to non-sampling error. This kind of error, which cannot be measured, arises from a number of factors including, but not limited to, non-response (eligible individuals refusing to be interviewed), question wording, the order in which questions are asked, and variations among interviewers.

Question order and wording:

US1-2, USP1-3E released 31 March 2011

SC1-4B released 4 April, 23 May, 26 May, 6 June 2011

AC1-5B released 2 May 2011

JS1. What comes to mind when you think of New Jersey?   [OPEN ENDED, PRE CODED]

Corruption
Cost of living/ Taxes
Farming/garden state
Highways/turnpike/exits
Next to New York
Nice state to live in/suburbs
Overpopulated/density/too many people
Pollution/bad smell/industry/refineries
Traffic
Shore/ocean/coast/beaches/boardwalk/boating/fishing
Atlantic city/casinos
Sports teams/giants/jets/nets/devils/big east teams
Other [Specify]

Sample Characteristics

Gender	
Male	50
Female	50

Age	
18-29	15
30-44	23
45-59	29
60+	31
ref.	2

Ethnicity	
White	66
Black	13
Hispanic or Latino	10
Asian	6
Other/ref.	5

Census regions	
Northeast	22
North central	25
South	33
West	20