

## NEW JERSEYANS ON THE SOPRANOS

Following the sad and untimely passing of actor, philanthropist and *Soprano's* star, James Gandolfini, Fairleigh Dickinson University's PublicMind looks back on what New Jersey residents said about the show in years past. The following are highlights from releases related to *The Sopranos*, the full details for which can be found in the links below.

- Three of five adults reported watching the show at least occasionally, as compared to only a third of viewers in other states. New Jersey fans were also more faithful, with 25% reporting they watch most episodes. Only 11% of viewers elsewhere watched this frequently.
- Nationally, those who had watched the program were somewhat more likely than non-viewers to think New Jersey has more crime, dishonest politicians, and pollution than other states, and that it has higher taxes and is a worse place to live than other states.
- Although the large majority of respondents said New Jersey was the same as other states when it comes to crime, corruption, and pollution, *Sopranos* viewers were consistently more likely than non-viewers to have negative opinions of New Jersey. But *Sopranos* viewers were also more likely than non-viewers to have traveled to New Jersey.
- New Jersey viewers of *The Sopranos* were more likely than non-viewers to believe that Jersey is a better place to live than other states. Over half chose of New Jersey's *Soprano*-watchers chose this option, and only about one in ten thought New Jersey was a worse place to live.
- Although Gandolfini's character was a man of crime and amoral vices, the majority of viewers (two to one both in New Jersey and nationally) would have liked to see Tony Soprano survive until the end of the series.
- "You might be tempted to think that because Tony's life was built on theft, lies, and murder that the public would condemn him," said Peter Woolley, a pollster at Fairleigh Dickinson University. "But people felt his family stresses, his moral struggles, and his vulnerability. This is why we liked the actor as much as the character."

### [In Tune with The Sopranos - FDU PublicMind - June 6, 2007 Release](#)

Jun 6, 2007 ... If Tony **Soprano's** fate were a democratic affair he might live to tell more tales. According to a poll by Fairleigh Dickinson University's PublicMind ...  
[publicmind.fdu.edu/intune/](http://publicmind.fdu.edu/intune/)

[New Jersey: we like it -- FDU PublicMind - June 13, 2007](#)

Jun 13, 2007 ... Moreover, those who have watched The **Sopranos** are much more likely than those who have not to say they're not concerned at all with what ...  
[publicmind.fdu.edu/welikeit/](http://publicmind.fdu.edu/welikeit/)

[The Boss Doesn't Rock the Vote: Tony Soprano Leans Republican](#)

Oct 4, 2004 ... While Tony **Soprano** has made no official endorsement of a Presidential candidate, he appears to lean Republican. According to the most ...  
[publicmind.fdu.edu/bkceleb/](http://publicmind.fdu.edu/bkceleb/)

[New Jersey and the Sopranos: Perfect Together? - PublicMind Poll ...](#)

Aug 15, 2001 ... With HBO's announcement that The **Sopranos**' fourth season shows will not air until 2002, frustrated fans have had to settle for the reruns that ...  
[publicmind.fdu.edu/badabing/](http://publicmind.fdu.edu/badabing/)

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