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3 PAGES

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**A POLLING NOTE: SMOKERS AND BEACHES, (NOT) PERFECT TOGETHER**

**Fairleigh Dickinson University, June 15, 2018** – With Memorial Day and the unofficial start to summer behind us, beaches are on the mind of many across the Garden State. In addition to sun and sand, the fresh sea air is a welcome change from months spent cooped up in the cold. Keeping it fresh is what a majority of residents want, as the most recent survey of New Jersey adults from the Fairleigh Dickinson University Poll finds three quarters (75%) support a proposed ban to all smoking and vaping on public beaches, a number that’s unchanged from 2016 when the same question was posed to New Jersey adults.

“Jersey’s beaches are, to many, a crown jewel. They generate millions of dollars of revenue from tourism, and are a vacation destination for residents and non-residents alike. The right to enjoy a smoke free beach clearly outweighs respect for the rights of smokers,” said Krista Jenkins, professor of political science and the director of the poll. “There’s consensus on this issue among men and women, the young and old and Republicans, Democrats and independents. They are all saying unmistakably to get those butts off our beaches!”



*Do you favor or oppose [rotate] legislation that would make the vast majority of New Jersey beaches smoke free?*

	<b>2018</b>	<b>2016</b>
Favor	75	74
Oppose	20	22

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*Methodology, questions, and tables on the web at: <http://publicmind.fdu.edu>*

*For more information, please call 201.692.7032*

**Methodology** - The Fairleigh Dickinson University Poll was conducted by landline and cellular telephone May 16-May 21, 2018 using a random sample of adults in New Jersey aged 18 and older (N = 926). Results have a margin of sampling error of +/- 3.5 percentage points, including the design effect.

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.

Interviews are conducted by Key Research Solutions of Provo, Utah, with professionally trained interviewers using a CATI (Computer Assisted Telephone Interviewing) system. Random selection is achieved by computerized random-digit dialing. This technique gives every person with a landline phone number (including those with unlisted numbers) an equal chance of being selected.

The total combined sample is mathematically weighted to match known demographics of age, sex, and race. 372 interviews were conducted on landlines and 554 were conducted on cellular telephones.

The sample was purchased from Marketing Systems Group and the research was funded by Fairleigh Dickinson University.

*The Fairleigh Dickinson University Poll received an “A” rating from statistician Nate Silver’s FiveThirtyEight blog. The ratings measure both accuracy and bias for all major polling services in the United States, providing an update to similar research the poll watchers conducted in 2014. The Fairleigh Dickinson University Poll’s “A” rating puts it in the top 14 of the more than 380 polling institutes reviewed and graded from A+ through F. The Fairleigh Dickinson University Poll was found to have a 94 percent accuracy rate for predicting election results, and is one of only two A-rated polling institutes with zero bias to their rankings.*

**Tables**

<i>Do you favor or oppose [rotate] legislation that would make the vast majority of New Jersey beaches smoke free?</i>														
			PID			Gender		Race		Education		Age		
	All	2016	Dem	Ind	Repub	Male	Female	White	Non-white	HS/Some college	College+	18-34	35-54	55+
Favor	75%	74%	80	74	69	75	75	75	75	69	79	74	75	76
Oppose	20%	22%	16	20	27	21	19	19	19	25	16	18	22	20
DK (vol)	4%	3%	4	5	3	4	4	4	4	5	4	5	3	4
Refused (vol)	1%	1%	0	1	2	1	1	2	2	2	1	3	1	0

<i>Do you intend to visit the New Jersey shore this summer?</i>														
			PID			Gender		Race		Education		Age		
	All	2016	Dem	Ind	Repub	Male	Female	White	Non-white	HS/Some college	College+	18-34	35-54	55+
Yes	77%	64%	79	76	78	79	75	81	69	71	82	79	83	71
No	20%	31%	19	21	20	18	22	17	27	25	17	16	16	26
DK (vol)	3%	4%	3	4	2	3	3	2	5	4	2	5	1	2
Refused (vol)	0	0	0	0	0	0	0	0	0	0	0	0	0	0

**Exact Question Wording and Order**

*US1 and US2 released withheld*

*NJ1 through NJ3 released...*

*W1 through W3 withheld*

*CITY1 through CITY6 released June 7*

*NJ4 Do you intend to visit the New Jersey shore this summer?*

1 Yes

2 No

8 Don’t know (vol)

9 Refused (vol)

NJ5 Would you favor or oppose [rotate] legislation that would make the vast majority of New Jersey beaches smoke free?

- 1 Favor
- 2 Oppose
- 8 Don't know (vol)
- 9 Refused (vol)

**Sample characteristics**

Male	49%
Female	51%
Democrat (with leaners)	48%
Republican (with leaners)	31%
Independent	16%
18-34	28%
35-59	35%
60+	35%
White	64%
African-American	11%
Latino	15%
Asian	7%
Other/refused	4%