

**WEDNESDAY OCTOBER 2, 2019**

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## **Joint Rutgers-Eggleton/FDU Poll: Racial, Socioeconomic, and Political Diversity in the Garden State**

New Brunswick and Madison, New Jersey (October 2, 2019) – Though New Jersey is one of the most diverse states in the nation, not all residents experience its diversity within their own neighborhoods, according to the latest results from the Rutgers-Eggleton/Fairleigh Dickinson University polling partnership.

While most New Jerseyans say their neighbors are diverse in their political views, they report less diversity when it comes to social class and racial and ethnic backgrounds.

Half say they share the same social class as “all” (9 percent) or “most” (42 percent) of their neighbors, while about one in five report being in the same social class as “half” (22 percent) or “only some” (18 percent) of their neighbors. Six percent say they are not in the same social class as any of their neighbors. These numbers are on par with recent national findings from the [Pew Research Center](#).

When it comes to race and ethnicity, four in ten New Jerseyans say “all” (7 percent) or “most” (35 percent) of their neighbors share a similar background, while about a quarter each say “half” (23 percent) or “only some” (26 percent) do. Eight percent say none of their neighbors share a similar racial or ethnic background. New Jerseyans report more racial and ethnic diversity among their neighbors than adults do nationally.

No matter the racial and ethnic makeup of their own neighborhoods, a solid majority of New Jerseyans support the concept of diversity. Fifty-nine percent believe it is important that people of different races and ethnic groups live, go to school, and work closely with each other. Forty percent, on the other hand, believe it is not important, as long as everyone is treated fairly and has the same opportunities. This is a marked shift from when the Rutgers-Eggleton Poll last asked this question in [1999](#) and in 2004, when views were evenly split.

“New Jersey is a true melting pot, and the solid support we see for racial and ethnic diversity goes hand in hand with the personal experiences many have with this kind of variety in their daily lives,” said [Krista Jenkins](#), professor of government at Fairleigh Dickinson University and director of the [Fairleigh Dickinson University Poll](#). “And even for those who report living in neighborhoods that are less diverse, their support for diversity in everyday life is similarly strong.”

“On the other hand, a notable segment of the population is isolated from the diversity New Jersey is so well known for and does not see it as a necessity in everyday life,” said Ashley Koning, assistant research professor and director of the [Eggleton Center for Public Interest Polling \(ECPIP\)](#) at [Rutgers University–New Brunswick](#). “Who you live next to and what you believe are significantly influenced by key demographic factors like race, ethnicity, region, socioeconomic status, and age.”

## Community and Diversity October 2019 Rutgers-Eagleton/Fairleigh Dickinson University Poll

More than two-thirds of residents (68 percent) approve of the idea that municipalities should be required to actively promote construction of low- and moderate-income housing, as required by New Jersey Supreme Court rulings in 2017 and prior years. This support is largely unchanged from a 2017 [FDU Poll](#).

But the Garden State's diversity does not always translate to racial and ethnic harmony. Almost four in ten New Jerseyans think there is "a lot" (8 percent) or "some" (29 percent) racial and ethnic tension among residents in their community. Another four in ten (40 percent) believe there is "just a little" tension where they live, while one in five (22 percent) say there is none. These responses are similar to those of a [2004](#) Rutgers-Eagleton poll.

The Rutgers-Eagleton/Fairleigh Dickinson University Poll of New Jerseyans contacted 1,250 adults between March 7 and 22, 2019. Of those, 621 of were contacted by live callers on landlines and cell phones, and 629 were reached through an online probability-based panel. The combined sample has a margin of error of +/-3.6 percentage points; the phone sample has a margin of error of +/-4.5 percentage points, and the online probability-base sample has a margin of error of +/-5.5 percentage points. Interviews were done in English and, when requested, Spanish. The full analysis, along with the poll's questions and tables, can be found on the [Rutgers-Eagleton Poll](#) website and the [FDU Poll](#) website.

### **Experiences, opinions vary by ethnicity**

Similar percentages of white and non-white respondents say they value diversity, but white respondents are more likely to live in racially homogenous neighborhoods (55 percent of white respondents, compared with 25 percent of black respondents, 27 percent of Hispanic respondents and 17 percent of respondents of other backgrounds).

Perhaps unsurprisingly, then, white respondents are less likely to see racial or ethnic tension in their community (42 percent report "just a little," 25 percent "none at all"). Half of black residents and about four in ten Hispanic residents, on the other hand, report "a lot" or "some" tension (51 percent and 43 percent, respectively).

Similar patterns emerge when it comes to political background. Black residents are slightly more likely to report political homogeneity among their neighbors than other racial or ethnic groups.

Most blacks (87 percent) and Hispanics (82 percent) approve of requiring affordable housing; a solid majority of whites also support this mandate (62 percent), but not to the same extent.

"Our polling partnership allowed us to interview more New Jerseyans than usual," noted Jenkins. "As a result, we are able to look more closely at the stark differences in experiences and opinions between whites, blacks, and Hispanics when it comes to the issues surrounding and prevalence of diversity within each of these groups."

### **Urban residents' views stand out among regional differences**

Urban and suburban residents report living in more diverse neighborhoods than rural residents. Only about a third of urban and suburban respondents say they share the same race or ethnicity as "all" or "most" of their neighbors, compared with about half of residents living elsewhere. Urban residents and those in the southern region of the state also report slightly more diversity among their neighbors when it comes to social class. Political views are more mixed across regions, though southern residents of the state report more political diversity within their neighborhoods than those in other regions.

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While majorities across all regions believe in the importance of living, working, and going to school with people from different backgrounds, urbanites (at 72 percent) are much more likely to feel this way than others.

Urban residents are also more likely than others to report racial and ethnic tension within their neighborhood. Half (51 percent) of urbanites say there is “a lot” or “some” tension, as do four in ten residents residing in southern Jersey or at the shore. Conversely, 72 percent of exurban residents and 65 percent of suburban dwellers report just “a little” or no tension at all.

Urban residents are more likely to approve of greater attempts to remedy housing inequality: eight in ten (82 percent) approve of requiring towns to provide affordable housing, compared to seven in ten suburbanites and southern New Jersey residents, and six in ten exurbanites and shore residents.

“Where one lives is strongly correlated with race and ethnicity,” noted Koning. “Urban areas are typically [more diverse and less white](#), which underscores and informs urbanites’ experiences and attitudes.”

### **Views vary by socioeconomic status, age, gender**

Reported social class diversity within one’s neighborhood declines dramatically with income: 40 percent of those in households making under \$50,000 annually say they share the same social class as “all” or “most” of their neighbors, compared to 65 percent of those making \$150,000 or more. This division is also apparent in views on affordable housing. While a majority within each income bracket favors mandating towns to promote building affordable housing, support declines as income rises. Eighty-two percent of those within the lowest income bracket approve of an affordable housing mandate, compared to 59 percent among those in the highest income bracket.

There is less diversity among the lowest income bracket when it comes to the diversity of political preferences within their neighborhoods, while respondents in higher income brackets report a greater variety of political opinions in their neighborhoods.

Higher levels of education are associated with greater levels of belief that it is important to live, work and attend school with people from different backgrounds. Seven in ten respondents who have done graduate work share this belief, compared to six in ten of those with some college or a college degree and just under half of those with a high school diploma or less.

Older residents are more likely than younger residents to say “all” or “most” of their neighbors share their same race or ethnicity (52 percent versus 45 percent) or the same social class (57 percent versus 49 percent). Just over half of older residents say community diversity is important, compared with two-thirds of younger residents. Millennials are also more likely than respondents in other age groups to support affordable housing requirements, as well as to report “a lot of” or “some” racial and ethnic tension where they live.

Women are more likely than men to support diverse communities and an affordable housing requirement, though majorities of both women and men support both.

### **Stark partisan divisions**

## Community and Diversity October 2019 Rutgers-Eagleton/Fairleigh Dickinson University Poll

Democrats and independents are more likely than Republicans to report diversity among their neighbors in terms of race, ethnicity, and social class – but not political preferences. They are also much more likely than Republicans to say diverse communities are important (53 percent among independents and 74 percent among Democrats, compared with 39 percent among Republicans). Republicans are the only group in which a clear majority feels that diverse communities are unimportant.

Democrats and independents also report more racial and ethnic tension in their area: 41 percent of Democrats and 36 percent of independents say “a lot” or “some” can be seen in their neighborhoods, versus 29 percent of Republicans who report the same thing.

A chasm of difference exists between partisans on the issue of requiring towns to provide affordable housing. While Republicans are more split (46 percent approve to 50 percent disapprove), independents (61 percent) and especially Democrats (86 percent) are mostly in favor.

### **Online versus telephone**

Some respondents in this sample were given the survey questions online, while others were asked these same questions by live interviewers via telephone. The online and telephone subsamples resembled one another and the general population aside from the interview methods. The presence or absence of conversing with a live interviewer had little effect on how respondents answered the survey questions.

Few differences emerge by survey mode. The rare exception is New Jerseyans’ attitudes toward the importance of racial and ethnic diversity. Sixty-five percent of online respondents say it is important that people with different racial and ethnic backgrounds live, work, and go to school together, compared to 53 percent of telephone respondents who say the same.

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**Broadcast interviews:** Rutgers University–New Brunswick has broadcast-quality TV and radio studios available for remote live or taped interviews with Rutgers experts. For more information, contact Neal Buccino [neal.buccino@echo.rutgers.edu](mailto:neal.buccino@echo.rutgers.edu)

### **ABOUT RUTGERS—NEW BRUNSWICK**

*Rutgers University–New Brunswick is where Rutgers, the State University of New Jersey, began more than 250 years ago. Ranked among the world’s top 60 universities, Rutgers’s flagship university is a leading public research institution and a member of the prestigious Association of American Universities. It is home to internationally acclaimed faculty and has 12 degree-granting schools and a Division I Athletics program. It is the Big Ten Conference’s most diverse university. Through its community of teachers, scholars, artists, scientists, and healers, Rutgers is equipped as never before to transform lives.*

### **ABOUT THE EAGLETON CENTER FOR PUBLIC INTEREST POLLING (ECPIP)**

*Home of the Rutgers-Eagleton Poll, ECPIP was established in 1971 and is the oldest and one of the most respected university-based state survey research centers in the United States. Now in its 48<sup>th</sup> year and with the publication of over 200 polls, ECPIP’s mission is to provide scientifically sound, non-partisan information about public opinion. To read more about ECPIP and view all of our press releases and published research, please visit our website: [eagletonpoll.rutgers.edu](http://eagletonpoll.rutgers.edu). You can also visit our [extensive data archive](#), [Facebook](#), and [Twitter](#).*

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**ABOUT THE EAGLETON INSTITUTE OF POLITICS**

*The Eggleton Center for Public Interest Polling is a unit of the Eggleton Institute of Politics at Rutgers University-New Brunswick. The Eggleton Institute explores state and national politics through research, education, and public service, linking the study of politics with its day-to-day practice. The Institute focuses attention on how the American political system works, how it changes, and how it might work better. To learn more about Eggleton programs and expertise, visit [eggleton.rutgers.edu](http://eggleton.rutgers.edu).*

**ABOUT FAIRLEIGH DICKINSON UNIVERSITY**

*The largest private university in New Jersey, FDU is a not-for-profit, nonsectarian, multi-campus institution. Founded in 1942, FDU achieved four-year status in 1948 and approval as a university in 1956. The University offers over 100 [undergraduate](#) and [graduate](#) degree programs, including doctoral programs in pharmacy, nursing practice, clinical psychology and school psychology; and an AACSB-accredited [business school](#). Degree programs are offered on two New Jersey campuses and at two FDU locations outside the U.S.: [Wroxton College](#), in Oxfordshire in England, and the [Vancouver Campus](#), in British Columbia, Canada. FDU's 11,500 full- and part-time students pursue quality career-oriented programs on schedules tailored to their needs – days, evenings and weekends. The curriculum reflects a mission of [global education](#) and a foundation of a world-renowned [University Core](#).*

**ABOUT THE FAIRLEIGH DICKINSON UNIVERSITY POLL**

*For the third time, the FDU 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 2016. FDU’s “A” rating puts it in the top 18 of the 396 polling institutes reviewed and graded from A+ through F. Please visit our website: [publicmind.fdu.edu](http://publicmind.fdu.edu).*

**QUESTIONS AND TABLES START ON THE FOLLOWING PAGE**

**Questions and Tables**

*The questions covered in this release are listed below. Column percentages may not add to 100% due to rounding. Respondents are New Jersey adults. All percentages are of weighted results. Interpret groups with samples sizes under 100 with caution.*

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**Q. As far as you know, how many of your neighbors [INSERT ITEM]? All of them, most of them, about half, only some of them, or none of them?**

	<b>Are the same race or ethnicity as you</b>	<b>Are the same social class as you</b>	<b>Have the same political views as you</b>
All of them	7%	9%	3%
Most of them	35%	42%	20%
About half	23%	22%	31%
Only some of them	26%	18%	25%
None of them	8%	6%	10%
Don't know (vol)	1%	3%	12%
Unwght N=	1236	1236	1219

**Are the same race or ethnicity as you**

	Party ID			Gender		Race				Age				Income			
	Dem	Ind	Rep	Male	Female	White	Black	Hispanic	Other	18-34	35-49	50-64	65+	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+
All of them	6%	4%	10%	7%	7%	10%	6%	1%	1%	4%	7%	5%	14%	8%	6%	7%	5%
Most of them	32%	27%	46%	34%	36%	45%	19%	26%	16%	41%	24%	38%	38%	33%	35%	37%	39%
About half	23%	23%	22%	27%	19%	25%	21%	17%	20%	19%	26%	24%	21%	22%	24%	23%	22%
Only some of them	32%	29%	15%	22%	29%	15%	35%	42%	47%	23%	32%	26%	21%	26%	26%	25%	26%
None of them	6%	15%	5%	9%	7%	3%	19%	12%	16%	13%	10%	5%	4%	9%	8%	7%	6%
Don't know (vol)	1%	2%	2%	1%	1%	1%	0%	1%	1%	0%	1%	2%	3%	2%	1%	0%	2%
Unwght N=	596	202	410	543	693	845	108	162	101	193	261	422	357	267	421	263	211

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	Education				Region				Mode		
	High school or less	Some college	College grad	Grad work	Urban	Suburban	Exurban	Phil/South Shore	Online	Phone	
All of them	7%	8%	6%	7%	6%	3%	14%	11%	7%	5%	9%
Most of them	32%	36%	35%	40%	30%	30%	41%	41%	40%	39%	31%
About half	27%	22%	22%	17%	22%	22%	20%	25%	26%	23%	22%
Only some of them	25%	25%	25%	30%	31%	33%	18%	17%	19%	23%	29%
None of them	7%	8%	11%	5%	10%	10%	7%	5%	7%	9%	7%
Don't know (vol)	2%	1%	0%	2%	1%	2%	1%	1%	0%	0%	3%
Unwght N=	224	331	378	299	156	485	201	190	204	619	617

**Are the same social class as you**

	Party ID			Gender		Race				Age				Income			
	Dem	Ind	Rep	Male	Female	White	Black	Hispanic	Other	18-34	35-49	50-64	65+	<\$50K	<\$100K	<\$150K	\$150K+
All of them	9%	7%	11%	10%	8%	10%	8%	9%	5%	5%	10%	9%	13%	6%	8%	9%	13%
Most of them	42%	39%	46%	44%	41%	47%	30%	37%	41%	44%	38%	43%	44%	34%	42%	52%	52%
About half	22%	23%	23%	21%	23%	23%	25%	21%	20%	21%	24%	23%	21%	25%	22%	22%	18%
Only some of them	20%	19%	13%	17%	19%	14%	20%	25%	23%	19%	19%	19%	14%	23%	19%	14%	14%
None of them	5%	9%	4%	5%	6%	3%	14%	6%	9%	10%	7%	5%	1%	10%	6%	2%	1%
Don't know (vol)	2%	2%	3%	3%	3%	3%	3%	1%	3%	1%	2%	2%	7%	3%	2%	2%	3%
Unwght N=	594	204	411	543	693	845	108	160	101	193	259	420	361	269	417	263	211

	Education				Region				Mode		
	High school or less	Some college	College grad	Grad work	Urban	Suburban	Exurban	Phil/South Shore	Online	Phone	
All of them	7%	9%	8%	12%	7%	12%	10%	6%	5%	4%	14%
Most of them	39%	43%	45%	44%	42%	42%	43%	40%	45%	45%	40%
About half	24%	22%	21%	22%	20%	19%	23%	28%	25%	25%	19%
Only some of them	21%	15%	18%	16%	22%	17%	21%	18%	14%	18%	18%
None of them	5%	9%	6%	2%	8%	7%	3%	5%	6%	8%	3%
Don't know (vol)	4%	2%	3%	3%	1%	3%	0%	3%	5%	0%	5%
Unwght N=	222	333	380	297	155	484	199	192	206	616	620

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**Have the same political views as you**

	Party ID			Gender		Race				Age				Income			
	Dem	Ind	Rep	Male	Female	White	Black	Hispanic	Other	18-34	35-49	50-64	65+	<\$50K	<\$100K	<\$150K	\$150K+
All of them	2%	1%	5%	2%	4%	4%	4%	0%	1%	1%	3%	1%	7%	3%	3%	2%	4%
Most of them	25%	13%	19%	19%	22%	17%	31%	22%	24%	22%	24%	20%	16%	26%	19%	16%	19%
About half	31%	31%	31%	33%	28%	35%	14%	26%	33%	34%	25%	34%	28%	25%	32%	39%	34%
Only some of them	25%	29%	23%	25%	25%	23%	24%	30%	23%	22%	26%	25%	26%	23%	26%	25%	26%
None of them	7%	15%	10%	11%	9%	9%	19%	9%	10%	14%	10%	8%	7%	14%	9%	9%	4%
Don't know (vol)	10%	12%	13%	10%	13%	13%	8%	11%	8%	7%	11%	11%	17%	9%	11%	9%	14%
Unwght N=	585	200	409	539	680	832	107	159	99	192	253	418	353	264	409	260	210

	Education				Region				Mode		
	High school or less	Some college	College grad	Grad work	Urban	Suburban	Exurban	Phil/South	Shore	Online	Phone
All of them	2%	3%	3%	2%	5%	2%	5%	1%	1%	1%	4%
Most of them	23%	22%	18%	16%	28%	21%	21%	14%	18%	24%	17%
About half	26%	30%	34%	37%	22%	31%	35%	28%	36%	38%	24%
Only some of them	26%	22%	25%	27%	23%	22%	20%	37%	24%	24%	26%
None of them	13%	11%	11%	2%	14%	8%	12%	9%	10%	13%	7%
Don't know (vol)	11%	12%	9%	15%	8%	15%	7%	11%	12%	0%	22%
Unwght N=	219	326	376	294	154	475	196	190	204	599	620

**Q. Which statement comes closer to the way you feel, even if neither is perfect:**

It's <u>IMPORTANT</u> that people of different races and ethnic groups live, go to school, and work closely with each other	59%
It's <u>NOT IMPORTANT</u> that people of different races and ethnic groups live, go to school and work closely with each other <i>as long as everyone is treated fairly and has the same opportunities.</i>	40%
Don't know (vol)	1%
Unwght N=	1235



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	Party ID			Gender		Race				Age				Income			
	Dem	Ind	Rep	Male	Female	White	Black	Hispanic	Other	18-34	35-49	50-64	65+	<\$50K	<\$100K	<\$150K	\$150K+
It's <u>IMPORTANT</u>	74%	53%	39%	54%	63%	55%	69%	61%	61%	65%	62%	54%	55%	58%	59%	65%	57%
It's <u>NOT IMPORTANT</u>	26%	47%	60%	44%	37%	44%	30%	39%	39%	35%	38%	45%	43%	42%	40%	34%	42%
Don't know (vol)	1%	0%	1%	1%	0%	1%	1%	0%	0%	0%	0%	1%	2%	0%	1%	1%	1%
Unwght N=	594	206	408	540	695	843	108	161	101	192	261	421	358	271	420	261	210

	Education				Region				Mode		
	High school or less	Some college	College grad	Grad work	Urban	Suburban	Exurban	Phil/South Shore	Online	Phone	
It's <u>IMPORTANT</u>	48%	62%	60%	72%	72%	59%	53%	56%	55%	65%	53%
It's <u>NOT IMPORTANT</u>	51%	37%	40%	27%	27%	40%	47%	44%	44%	35%	46%
Don't know (vol)	1%	1%	0%	1%	1%	1%	0%	0%	2%	0%	2%
Unwght N=	226	334	375	296	157	479	198	192	209	618	617

	Neighbors Same Race/eth					Racial Tension in Town				Court Decision	
	All	Most	Half	Some	None	A lot	Some	A Little	None	Approve	Disapprove
It's <u>IMPORTANT</u>	54%	60%	60%	60%	60%	74%	63%	63%	42%	68%	41%
It's <u>NOT IMPORTANT</u>	46%	39%	39%	40%	40%	25%	37%	36%	56%	32%	57%
Don't know (vol)	0%	1%	1%	1%	0%	1%	0%	0%	2%	0%	2%
Unwght N=	103	485	271	277	68	76	352	507	279	802	392

**Q. How much racial or ethnic tension do you think there is among people who live in your town or city—a lot, some, just a little or none at all?**

A lot	8%
Some	29%
Just a little	40%
None at all	22%
Don't know/no opinion (vol)	2%
Unwght N=	1243

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	Party ID			Gender		Race				Age				Income			
	Dem	Ind	Rep	Male	Female	White	Black	Hispanic	Other	18-34	35-49	50-64	65+	<\$50K	<\$100K	<\$150K	\$150K+
A lot	10%	8%	3%	7%	8%	6%	21%	7%	8%	12%	7%	8%	3%	7%	8%	7%	7%
Some	31%	28%	26%	25%	32%	26%	30%	36%	30%	30%	30%	25%	31%	33%	30%	25%	30%
Just a little	40%	41%	37%	41%	38%	42%	27%	39%	42%	36%	42%	42%	38%	40%	40%	44%	36%
None at all	17%	21%	31%	25%	20%	25%	18%	17%	20%	21%	21%	23%	24%	18%	22%	22%	26%
Don't know (vol)	2%	1%	2%	1%	2%	1%	4%	1%	0%	1%	0%	2%	4%	2%	0%	2%	1%
Unwght N=	597	206	412	546	697	850	108	163	100	192	262	424	362	269	423	263	212

	Education				Region				Mode			
	High school or less	Some college	College grad	Grad work	Urban	Suburban	Exurban	Phil/South	Shore	Online	Phone	
A lot	8%	10%	5%	7%	17%	4%	6%	12%	4%	6%	10%	
Some	31%	27%	27%	31%	34%	27%	21%	29%	35%	30%	27%	
Just a little	36%	37%	46%	43%	35%	43%	36%	44%	36%	43%	36%	
None at all	23%	24%	21%	18%	13%	22%	36%	15%	25%	20%	24%	
Don't know (vol)	2%	2%	1%	2%	1%	3%	2%	0%	0%	0%	3%	
Unwght N=	227	335	378	299	158	484	200	192	209	622	621	

	Neighbors Same Race/eth					Importance of Diversity	
	All	Most	Half	Some	None	Important	Not important
A lot	7%	6%	6%	11%	11%	10%	5%
Some	16%	29%	27%	34%	25%	31%	27%
Just a little	37%	40%	45%	38%	30%	43%	36%
None at all	39%	24%	20%	15%	31%	16%	31%
Don't know (vol)	1%	1%	1%	1%	3%	1%	2%
Unwght N=	104	489	271	280	69	746	475

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**Q. In January 2017, the New Jersey Supreme Court ruled that New Jersey towns are required to actively promote the building of low and moderate-income housing. Do you approve or disapprove [rotate] of this decision?**

Approve 68%  
Disapprove 29%  
DK (vol) 3%  
Unwght N= 1235

	Party ID			Gender		Race				Age				Income			
	Dem	Ind	Rep	Male	Female	White	Black	Hispanic	Other	18-34	35-49	50-64	65+	<\$50K	<\$100K	<\$150K	\$150K+
Approve	86%	61%	46%	59%	77%	62%	87%	82%	61%	77%	65%	64%	67%	82%	69%	57%	59%
Disapprove	14%	33%	50%	38%	20%	35%	13%	15%	34%	20%	32%	32%	31%	16%	29%	41%	38%
DK (vol)	0%	5%	4%	3%	3%	2%	0%	3%	5%	3%	3%	3%	2%	3%	2%	2%	3%
Unwght N=	592	206	410	542	693	845	109	161	99	192	260	421	359	269	419	261	211

	Education				Region				Mode			
	High school or less	Some college	College grad	Grad work	Urban	Suburban	Exurban	Phil/South Shore	Online	Phone		
Approve	69%	70%	65%	67%	82%	70%	60%	68%	60%	70%	67%	
Disapprove	28%	27%	32%	31%	15%	27%	39%	30%	35%	30%	28%	
DK (vol)	3%	3%	2%	1%	2%	3%	1%	2%	5%	0%	6%	
Unwght N=	226	332	376	297	156	479	200	192	208	618	617	

	Neighbors Same Race/eth					Racial Tension in Town				Importance of Diversity	
	All	Most	Half	Some	None	A lot	Some	A Little	None	Important	Not important
Approve	67%	65%	69%	75%	60%	77%	73%	70%	55%	79%	54%
Disapprove	31%	33%	29%	23%	31%	22%	25%	27%	41%	20%	41%
DK (vol)	1%	3%	2%	2%	9%	1%	3%	2%	4%	1%	5%
Unwght N=	102	488	270	279	67	76	352	503	283	741	475

## About the Rutgers-Eagleton/Fairleigh Dickinson Polling Partnership

For almost 50 years, the [Rutgers-Eagleton Poll](#) – established in 1971 at Rutgers University’s Eagleton Institute of Politics – has been conducted by telephone, using what is known as a [probability-based sample](#) to survey New Jersey residents. That methodology has since been used by all other academic organizations that have conducted surveys in New Jersey – including Fairleigh Dickinson University (established in 2001), Monmouth University (established in 2005), and Quinnipiac University.

[The polling landscape](#) has dramatically transformed within the last decade, however. Due to technological changes (like [cell phones](#) and caller ID), [behavioral changes](#) (like fewer people answering their phones and responding to surveys), and an increased number of unsolicited calls (like telemarketing and spam), telephone surveys have become far more difficult and far more expensive. Response rates are now in the [single digits](#), meaning more call attempts have to be made than ever before to achieve a single completed interview – which, in turn, means more time and more money. It now costs almost three times as much to complete a telephone interview than it did just five years ago, with fielding costs reaching over \$100 per completed interview at some of the most well-known and respected telephone survey call centers. The polling profession has started to adapt by [moving online](#) but has faced a major hurdle – the current inability to take a probability-based sample of Internet users. The industry has attempted to tackle this problem in two ways:

- 1) By conducting a probability sample by mail or phone and recruiting those respondents to join an online panel (with those not online being given that capacity by the survey organization). This has been the approach of organizations like the [Pew Research Center](#) and Ipsos’ [KnowledgePanel](#), the latter of which was used for this current study.
- 2) By conducting a [non-probability sample](#), where respondents volunteer to be surveyed rather than the probability sample where they are selected to be surveyed. The [New York Times/CBS News Poll](#) took this approach in 2014, for example.

A number of research studies have found that the results of probability and non-probability samples are similar, if weighted correctly at the end. But probability samples are still slightly more accurate, may have better reliability over time, and allow for the computation of [sampling error](#) – a statement of the probabilities of how likely the poll is to be accurate. Because of the need to move away from telephone surveys, the [Rutgers-Eagleton Poll](#) at Rutgers-New Brunswick’s [Eagleton Institute of Politics](#) and the [FDU Poll](#) at Fairleigh Dickinson University have combined their resources to conduct one of the first ever in-depth experiments testing the effects of both survey mode and type of sample on statewide public opinion polling. The extensive study involves testing an identical questionnaire on three different samples:

1. A probability-based sample of 621 respondents from a traditional dual-frame telephone survey conducted by live callers on both landline and cellular phone between March 7 and March 12, 2019. The telephone survey was fielded by [Braun Research, Inc](#) with sample provided by [Dynata](#).

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2. A probability-based sample of 629 respondents from Ipsos' online probability-based [KnowledgePanel](#)® conducted online between March 13 and March 22, 2019.
3. A non-probability sample of 643 respondents from Ipsos' opt-in panel conducted online between March 17 and March 28, 2019.

The results reported on in this series of releases by Rutgers-Eggleton and FDU will report results only from the combined samples of the telephone survey and online probability-based panel. The questionnaire was developed and all data analyses were completed in house by Dr. Ashley Koning and Dr. Cliff Zukin at the Eggleton Center for Public Interest Polling (ECPIP) at Rutgers University-New Brunswick and Dr. Krista Jenkins at Fairleigh Dickinson University. William Young and Kyle Morgan assisted with preparation of the questionnaire and analysis and preparation of this release. This poll is paid for and sponsored by both the Eggleton Institute of Politics at Rutgers University-New Brunswick and Fairleigh Dickinson University.

### **Telephone Methodology**

The telephone survey was conducted by live callers on both landlines and cellular phones between March 7 and 12, 2019, with a scientifically selected random sample of 621 New Jersey adults, 18 or older. Persons without a telephone could not be included in the random selection process. Respondents within a household are selected by asking randomly for the youngest adult male or female currently available. If the named gender is not available, the youngest adult of the other gender is interviewed. The poll was available in Spanish for respondents who requested it. This telephone poll included 258 adults reached on a landline phone and 363 adults reached on a cell phone, all acquired through random digit dialing. Distribution of household phone use in this sample is:

Cell Only:	34%
Dual Use, Reached on Cell:	24%
Dual Use, Reached on LL:	39%
Landline Only:	2%

The data were weighted to be representative of the non-institutionalized adult population of New Jersey. The weighting balanced sample demographics to target population parameters. The sample is balanced to match parameters for sex, age, education, race/ethnicity, region and phone use. The sex, age, education, race/ethnicity and region parameters were derived from 2017 American Community Survey PUMS data. The phone use parameter was derived from estimates provided by the National Health Interview Survey Early Release Program.<sup>123</sup>

<sup>1</sup> NCHS, National Health Interview Survey, 2012-2016; U.S. Census Bureau, American Community Survey, 2011-2015; and infoUSA.com consumer database, 2012-2016.

<sup>2</sup> Blumberg SJ, Luke JV. Wireless substitution: Early release of estimates from the National Health Interview Survey, July–December 2015. National Center for Health Statistics. May 2016.

<sup>3</sup> Blumberg SJ, Luke JV. Wireless substitution: Early release of estimates from the National Health Interview Survey, January–June 2018. National Center for Health Statistics. December 2018.

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Weighting was done in two stages. The first stage of weighting corrected for different probabilities of selection associated with the number of adults in each household and each respondent’s telephone usage patterns. This adjustment also accounts for the overlapping landline and cell sample frames and the relative sizes of each frame and each sample. This first stage weight was applied to the entire sample which included all adults.

The second stage of the weighting balanced sample demographics, by form, to match target population benchmarks. This weighting was accomplished using SPSSINC RAKE, an SPSS extension module that simultaneously balances the distributions of all variables using the GENLOG procedure. Weights were trimmed to prevent individual interviews from having too much influence on the final results. The use of these weights in statistical analysis ensures that the demographic characteristics of the sample closely approximate the demographic characteristics of the target population.

An adjustment was incorporated into the raking to ensure that the party ID distribution of both forms were similar to each other. This was done by first raking the entire sample to target population benchmarks and extracting from that weighted data a party ID “benchmark”. Then the final weighting by form included all the weighting demographics listed above, plus the party ID distribution derived from the first raking.

All surveys are subject to sampling error, which is the expected probable difference between interviewing everyone in a population versus a scientific sampling drawn from that population. Sampling error should be adjusted to recognize the effect of weighting the data to better match the population. In this poll, the simple sampling error for 621 New Jersey adults is +/-3.9 percentage points at a 95 percent confidence interval. The design effect is 1.31, making the adjusted margin of error +/- 4.5 percentage points. Thus, if 50 percent of New Jersey adults in this sample favor a particular position, we would be 95 percent sure that the true figure is between 45.5 and 54.5 percent (50 +/- 4.5) if all New Jersey adults had been interviewed, rather than just a sample.

Sampling error does not take into account other sources of variation inherent in public opinion studies, such as non-response, question wording, or context effects.

This telephone survey was fielded by Braun Research, Inc. with sample from Dynata.

**Weighted Telephone Sample Characteristics  
621 New Jersey Adults**

<b>Male</b>	48%	<b>Democrat</b>	36%	<b>18-34</b>	25%	<b>HS or Less</b>	30%	<b>White</b>	58%
<b>Female</b>	52%	<b>Independent</b>	41%	<b>35-49</b>	24%	<b>Some College</b>	30%	<b>Black</b>	12%
		<b>Republican</b>	23%	<b>50-64</b>	30%	<b>College Grad</b>	22%	<b>Hispanic</b>	19%
				<b>65+</b>	20%	<b>Grad Work</b>	17%	<b>Other</b>	12%

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**Online Methodology**

The online survey was conducted between March 13 and 22, 2019, using the web-enabled KnowledgePanel®, a probability-based panel designed to be representative of the U.S. population. Initially, participants are chosen scientifically by a random selection of telephone numbers and residential addresses. Persons in selected households are then invited by telephone or by mail to participate in the web-enabled KnowledgePanel. For those who agree to participate, but do not already have Internet access, Ipsos provides at no cost a laptop/netbook and ISP connection. People who already have computers and Internet service are permitted to participate using their own equipment. Panelists then receive unique log-in information for accessing surveys online, and then are sent emails throughout each month inviting them to participate in research. This survey contained 629 New Jersey adults, 18 or older and was available in Spanish for respondents who requested it.

The data were weighted to be representative of the non-institutionalized adult population of New Jersey. The sample was balanced, by form, to match target population benchmarks for sex, age, education, race/ethnicity, region and phone use. The sex, age, education, race/ethnicity and region parameters were derived from 2017 American Community Survey PUMS data. The phone use parameter was derived from estimates provided by the National Health Interview Survey Early Release Program.<sup>456</sup>

This weighting was accomplished using SPSSINC RAKE, an SPSS extension module that simultaneously balances the distributions of all variables using the GENLOG procedure. Weights were trimmed to prevent individual interviews from having too much influence on the final results. The use of these weights in statistical analysis ensures that the demographic characteristics of the sample closely approximate the demographic characteristics of the target population. The IPSOS KnowledgePanel base weight was used as the input weight for the weighting.

An adjustment was incorporated into the raking to ensure that the party ID distribution of both forms were similar to each other. This was done by first raking the entire sample to target population benchmarks and extracting from that weighted data a party ID “benchmark”. Then the final weighting by form included all the weighting demographics listed above, plus the party ID distribution derived from the first raking.

All surveys are subject to sampling error, which is the expected probable difference between interviewing everyone in a population versus a scientific sampling drawn from that population. Sampling error should be adjusted to recognize the effect of weighting the data to better match the population. In this poll, the simple sampling error for 629 New Jersey adults is +/-3.9

<sup>4</sup> NCHS, National Health Interview Survey, 2012-2016; U.S. Census Bureau, American Community Survey, 2011-2015; and infoUSA.com consumer database, 2012-2016.

<sup>5</sup> Blumberg SJ, Luke JV. Wireless substitution: Early release of estimates from the National Health Interview Survey, July–December 2015. National Center for Health Statistics. May 2016.

<sup>6</sup> Blumberg SJ, Luke JV. Wireless substitution: Early release of estimates from the National Health Interview Survey, January-June 2018. National Center for Health Statistics. December 2018.

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percentage points at a 95 percent confidence interval. The design effect is 2.02, making the adjusted margin of error +/- 5.5 percentage points. Thus, if 50 percent of New Jersey adults in this sample favor a particular position, we would be 95 percent sure that the true figure is between 44.5 and 55.5 percent (50 +/- 5.5) if all New Jersey adults had been interviewed, rather than just a sample.

Sampling error does not take into account other sources of variation inherent in public opinion studies, such as non-response, question wording, or context effects.

This online survey was fielded by Ipsos. Ipsos is an independent market research company controlled and managed by research professionals. Visit [www.ipsos.com/en-us](http://www.ipsos.com/en-us) to learn more about Ipsos' offerings and capabilities.

**Weighted Online Sample Characteristics  
629 New Jersey Adults**

<b>Male</b>	47%	<b>Democrat</b>	41%	<b>18-34</b>	25%	<b>HS or Less</b>	34%	<b>White</b>	59%
<b>Female</b>	53%	<b>Independent</b>	38%	<b>35-49</b>	26%	<b>Some College</b>	25%	<b>Black</b>	11%
		<b>Republican</b>	20%	<b>50-64</b>	28%	<b>College Grad</b>	24%	<b>Hispanic</b>	19%
				<b>65+</b>	21%	<b>Grad Work</b>	17%	<b>Other</b>	11%

**Telephone + Online Combined Probability Sample Methodology**

The entire survey was conducted between March 7 and March 22, 2019 with a combined total sample of 1,250 New Jersey adults, 18 or older. Distribution of the combined sample is as follows:

Reached on Cell:	30%
Reached on LL:	20%
Reached online:	50%

All surveys are subject to sampling error, which is the expected probable difference between interviewing everyone in a population versus a scientific sampling drawn from that population. Sampling error should be adjusted to recognize the effect of weighting the data to better match the population. In this poll, the simple sampling error for 1,250 New Jersey adults is +/-2.8 percentage points at a 95 percent confidence interval. The design effect is 1.67, making the adjusted margin of error +/- 3.6 percentage points. Thus, if 50 percent of New Jersey adults in this sample favor a particular position, we would be 95 percent sure that the true figure is between 46.4 and 53.6 percent (50 +/- 3.6) if all New Jersey adults had been interviewed, rather than just a sample.

Sampling error does not take into account other sources of variation inherent in public opinion studies, such as non-response, question wording, or context effects.



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**Weighted Combined Sample Characteristics  
1,250 New Jersey Adults**

<b>Male</b>	47%	<b>Democrat</b>	39%	<b>18-34</b>	25%	<b>HS or Less</b>	32%	<b>White</b>	58%
<b>Female</b>	53%	<b>Independent</b>	40%	<b>35-49</b>	25%	<b>Some College</b>	28%	<b>Black</b>	11%
		<b>Republican</b>	22%	<b>50-64</b>	29%	<b>College Grad</b>	23%	<b>Hispanic</b>	19%
				<b>65+</b>	21%	<b>Grad Work</b>	17%	<b>Other</b>	11%