

The Star-Ledger/Eagleton-Rutgers Poll

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RELEASE INFORMATION

A story based on the survey findings presented in this release and background memo will appear in Sunday's *Star-Ledger*. We ask users to properly attribute this copyrighted information to "*The Star-Ledger/Eagleton Poll*."

The Star-Ledger/Eagleton Poll web address: <http://www-rci.rutgers.edu/~eaglepol>

NEW JERSEYAN' REPLY TO:

WHERE DO YOU LIVE?

As might be expected, when someone from New Jersey describes where they live to someone they have just met almost all of them (97%) use the name of their town. However, state residents also depend on other characteristics of the state to assist them in identifying their New Jersey location. Following their town, the top three descriptions used always or sometimes by New Jerseyans are a highway or highway intersection (84%), their county (82%), and their location in the state such as north, south, east, or west (77%).

And, a majority of state residents always or sometimes use a range of other descriptions to tell people where they live. The one exception is the name of a housing development which is used as a way to describe where they live by about a third of New Jerseyans.

The *Star-Ledger/Eagleton Poll* was conducted by telephone with a random sample of 808 New Jersey adults from September 5 to 11, 1996.

DESCRIBING WHERE YOU LIVE

- more -

Among a list of 13 possible ways a New Jersey resident could identify where they live, 97 percent always (74%) or sometimes (23%) use the town where they live. Following this obvious choice, there are five descriptions that are always used by 1-in-4 or more New Jerseyans: a highway or highway intersection (37%), some type of landmark (30%), the geographic location such as north, south, east, or west (30%), the county (28%), and the post office address (25%). Fewer residents will always name a mall or shopping area (21%), say down the shore (20%), name a church parish or religious place (17%), identify an exit on the New Jersey Turnpike (16%), name a nearby school (15%) or college or university (11%), or identify the name of a housing development (11%).

PROFILE OF WHO USES DIFFERENT DESCRIPTIONS

Among the 13 different descriptions New Jerseyans could select to describe their location to someone that they just met, some choices are more likely than others to always be used by specific types of residents.

--Name of Town

While about equal percentages of all residents use their town to describe where they live, fewer residents of the major urban areas (67%) and fewer residents who are 65 years or older (69%) use this description.

--Highway or Highway Intersection

New Jerseyans who are most likely to always describe where they live by naming highways are those who live in rural areas (48%) and those who live in South Jersey (42%).

--Region (North, South, East, West)

Regional descriptions are given by more homeowners(33%) than renters (21%). Also, rural residents (39%) are more likely than those in other areas to use region while those in major urban centers (19%) are the least likely to use this description.

--Landmarks

Those most likely to use a landmark to identify where they live are residents in newer suburbs (37%) and those in rural (37%) areas.

--County

New Jerseyans who live in North (32%) and South (28%) Jersey are more likely than Central Jersey residents (21%) to use the name of a county to describe where they live. Also, more residents in urban centers (33%) and rural areas (34%) than those in other types of locations say they always give the name of their county when they describe where they live.

--Post Office Address

Males(29%) are more likely than females (21%) to describe their location using a post office address. Also, those who are 65 years old or older (33%) use this description more than residents in other age groups. More rural residents (32%) than those who live in other locations use their post office address while residents of older towns and suburbs (18%) use it the least.

--Malls and Shopping Areas

Residents in major urban areas (35%), New Jerseyans who rent their homes (27%), and younger residents who are 18 to 29 years old (30%), and women (24%) are the most likely than their counterparts to always use malls and shopping areas to describe where they live.

--The Shore

New Jerseyans who live in South Jersey (26%) and those in rural areas (27%) are more likely than other state residents to always use "the shore" to identify the location of their residence.

--Church or Religious Place

Women (24%), residents who are 50 to 64 years old (24%) and those 65 years old or older (29%), and residents in North (20%) or South (20%) Jersey are more likely than other residents to use a church or a religious place to explain where they live to a person they've met for the first time.

--New Jersey Turnpike Exit

An exit on the New Jersey Turnpike is used by more residents of major urban areas (19%) or other urban areas (21%) than residents in other types of locations. Also, men (19%) are more likely than women (13%) to use a Turnpike exit. Residents who are 65 years old or older (21%) are more likely than those in other age groups to refer to a Turnpike exit.

--Nearby School

Overall, the use of nearby schools to identify where they live is about the same among all types of New Jersey residents. However, residents who are 65 years old or older (21%) are more likely than those in other age groups to always use schools to describe their location.

--Nearby College or University

The use of colleges and universities to identify where they live is similar to the schools with about the same percentages among all types of New Jersey residents. However, residents who are 65 years old or older (20%) are more likely than those in other age groups to use colleges and universities while those who are 30 to 49 years old (7%) are the least likely. Also, Residents in urban areas (9%) and older towns and suburbs (6%) are less likely to always use colleges and universities to describe their location than people who live in other types of areas.

--Housing Development

Overall, about equal percentages in all groups' say they use housing developments to describe where they live.

BACKGROUND MEMO — RELEASE SL/EP58-4 (EP108-4), SUNDAY, OCTOBER 27, 1996

The latest *Star-Ledger/Eagleton* Poll was conducted between September 5 and 11, 1996, when a random sample of 808 New Jerseyans, 18 years and older, was interviewed by telephone. Figures based on this sample size are subject to a sampling error of about ± 3.5 percent at a 95 percent confidence interval. Sampling error is the probable difference in results between interviewing everyone in the population versus a scientific sample taken from that population. The questions and figures referred to in this release are presented below. The location of each question on the actual questionnaire is in brackets.

“When you meet someone for the first time and you are describing where you live, how often do you refer to **(READ ITEM)**: always, sometimes, or never?” [Q.56]

	<u>Always</u>	<u>Sometimes</u>	<u>Never</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
-- The name of the town where you live	74%	23%	3%	--	100%	(808)
-- The name of a housing development	11	24	64	1%	100	(808)
-- Your post office address	25	35	39	1	100	(808)
-- Your location in New Jersey such as north, south, central, east, or west	30	47	23	--	100	(808)
-- The name of a school near where you live	15	44	41	--	100	(808)
-- The name of a college or university near where you live	11	39	49	--	99	(808)
-- A church parish or religious place	17	38	44	1	100	(808)
-- A mall or shopping area	21	47	31	1	100	(808)
-- A highway or highway intersection	37	47	15	--	99	(808)
-- An exit on the New Jersey Turnpike	16	37	46	1	100	(808)
-- The county you live in	28	54	17	1	100	(808)
-- A landmark of some type	30	44	24	1	99	(808)
-- Down the shore	20	36	44	--	100	(808)

“Those who ALWAYS refer to the following to describe where they live” [Q.56]

	<u>Name Of Town</u>	<u>Highway/ Intersection</u>	<u>Region (North, Central, South, Etc.)</u>	<u>Landmark</u>	<u>County</u>	<u>Post Office</u>	<u>Mall/ Shopping Area</u>
September, 1996	74%	37%	30%	30%	28%	25%	21%
<i>Gender</i>							
--Male	77	38	28	31	29	29	18
--Female	71	36	31	30	28	21	24
<i>Age</i>							
--18-29	74	41	31	27	27	25	30
--30-49	75	37	30	32	28	21	17
--50-64	76	37	27	36	30	26	18
--65 or older	69	34	31	27	29	33	23

Own Or Rent Home

--Own	74	38	33	31	29	24	17
--Rent	71	34	21	27	27	27	27

Region

--North	76	35	29	30	32	22	21
--Central	71	35	27	30	21	27	18
--South	72	42	33	32	28	28	23

Type of Municipality

--Major urban center	67	28	19	20	33	25	35
--Other urban area	76	39	27	27	24	24	19
--Older town/suburb	75	31	28	24	29	18	21
--Newer suburb	72	37	31	37	26	26	20
--Rural	77	48	39	37	34	32	16

[Q.56] continued

	<u>The Shore</u>	<u>Church/ Religious Place</u>	<u>NJ Turnpike Exit</u>	<u>Nearby School</u>	<u>Nearby College</u>	<u>Housing Development</u>	<u>(n)</u>
September, 1996	20%	17%	16%	15%	11%	11%	(808)
<u>Gender</u>							
--Male	20	11	19	15	11	11	(403)
--Female	20	24	13	14	11	11	(405)
<u>Age</u>							
--18-29	23	14	18	14	12	14	(144)
--30-49	20	11	15	14	7	10	(360)
--50-64	18	24	12	11	12	9	(168)
--65 or older	18	29	21	21	20	13	(129)
<u>Own Or Rent Home</u>							
--Own	20	18	15	16	11	9	(527)
--Rent	19	16	18	11	12	16	(226)
<u>Region</u>							
--North	17	20	18	12	11	9	(392)
--Central	18	9	16	15	14	12	(207)
--South	26	20	14	19	10	13	(209)
<u>Type of Municipality</u>							
--Major urban center	10	22	19	16	15	15	(70)
--Other urban area	18	18	21	12	9	8	(139)
--Older town/suburb	19	22	11	13	6	10	(183)
--Newer suburb	21	13	17	19	14	12	(277)
--Rural	27	16	14	12	13	13	(139)