

The Star-Ledger/**Eagleton-Rutgers Poll**

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A story based on the survey findings presented in this release and background memo will appear in the Sunday, April 29 Star-Ledger. We ask users to properly attribute this copyrighted information to "*The Star-Ledger/Eagleton-Rutgers Poll.*"

NEW JERSEY—A GARDEN OF DIVERSITY

NEW SLOGAN EDGES OUT "NJ & YOU: PERFECT TOGETHER" IN POLL *MAJORITY TAKE PRIDE IN BEING JERSEY RESIDENTS*

One suspects that former Governor Tom Kean might even be happy with the news: there's a new state slogan in town. Kean, of course, will forever be linked with the tourism slogan "New Jersey and You: Perfect Together," his famous Brahmin voice touting the state in televised commercials during his governorship between 1982 and 1990. However, Kean also served on President Clinton's Advisory Commission on Race Relations and has long advocated "the politics of inclusion." We can't help but believe the former Governor would embrace the results of the latest Star-Ledger/Eagleton-Rutgers Poll showing *New Jersey: A Garden of Diversity* barely edging out *New Jersey and You: Perfect Together* for the state motto in the year 2001.

The survey, conducted with a scientifically selected sample of 802 state residents interviewed by telephone between April 11 and 17, tested citizens' reactions to four challengers to the official "NJ and You" state slogan. The challengers were finalists in a Star-Ledger slogan contest. Here are the results:

28 percent	New Jersey--A Garden of Diversity
26 percent	New Jersey and You: Perfect Together
21 percent	New Jersey--Small State, Big Attitude
10 percent	New Jersey: The NJ in Enjoy
9 percent	New Jersey: We're the Light at the End of the Tunnel

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The poll has a sampling error of ± 3.5 percentage points, meaning that it cannot be determined which of these top two slogans is actually most preferred among New Jersey residents, and even the third ranked slogan, “New Jersey—Small State, Big Attitude,” received a similar level of support at 21 percent.

Cliff Zukin, director of the Rutgers-based polling organization commented, “It is somewhat remarkable to see a slogan with the word ‘diversity’ in it celebrated to such an extent. While we came up with the slogan contest in fun, I find the results telling as it shows how state residents feel about themselves, their culture and what it is they value.”

Indeed, New Jerseyans seem to enjoy living in the Garden State and to have a sense of state pride about them, even while many understand their image takes a beating outside the state. They are also evenly divided on whether *The Sopranos*, an HBO TV show about the mafia set in New Jersey, is more a source of pride or embarrassment to them. Here are some of the other main findings of the survey.

- Three-quarters of all residents say New Jersey is an “excellent” (23 percent) or “good” (53 percent) place to live. Just a handful rate their state as an “only fair” (19 percent) or “poor” (4 percent) place.
- A majority (52 percent) take “a lot” of pride in being residents of New Jersey. Just one-in-six say they take only “a little” (10 percent) or “no” pride (7 percent) in living here. The remaining 29 percent take “some” pride.
- While a plurality of 41 percent feel that New Jersey is no better or worse than other states as a place to live, those feeling it is better (31 percent) outnumber those feeling it is worse (11 percent) by a margin of nearly three to one.
- Many New Jerseyans recognize that the state gets a bit of a bad rap among out-of-staters: just 49 percent feel New Jersey’s image is positive outside the state. A similar 45 percent believe outsiders’ views of the state are largely negative.
- The state is divided in how it views *The Sopranos*. Among those at least somewhat familiar with the show (three-quarters of the state) 28 percent say it’s more of a source of pride, 28 percent feel it’s more a source of embarrassment, 28 percent don’t think of the show in these terms, and the remaining 17 percent offer no opinion. Among *Sopranos* viewers, however, feelings of pride outnumber those of embarrassment by a margin of 36 to 28 percent. *Bada-bing*.

The Newark Star-Ledger, in conjunction with the Star-Ledger/Eagleton-Rutgers Poll conducted a contest to find a new state slogan for New Jersey. Star-Ledger readers were invited to submit their slogan suggestions to the Star-Ledger. A panel of Star-Ledger and Eagleton employees selected four finalists from over 400 submissions received. These were then tested, along with the existing slogan, in the scientific statewide survey.

Here are the winning slogans across a broad spectrum of categories:

	New Jersey – A Garden of Diversity	N. J. and You: Perfect Together	New Jersey— Small State, Big Attitude
North Jersey residents			
Central Jersey residents			
South Jersey residents			
Generation Dot.Com-ers			
Generation X-ers			
Baby Boomers			
Matures			
White New Jerseyans			
Black + Hispanic NJs			
Soprano Viewers			
McGreevey Voters			
Schundler Voters			
Jersey Girls			

	New Jersey: A Garden of Diversity	N. J. and You: Perfect Together	New Jersey—Small State, Big Attitude
Suburban Moms			
NJ: Exc + Good place to live			
NJ Fair + Poor place to live			

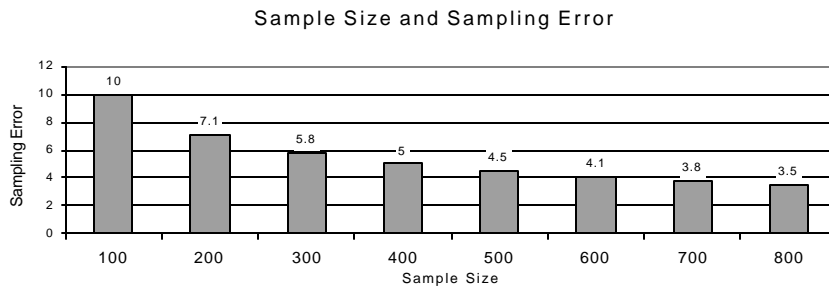
Just as not everyone likes the same slogan, not everyone has the same amount of pride in being a New Jerseyan. Just 44 percent of those under age 50 report having “a lot” of pride in being a New Jerseyan. But pride swells to 60 percent of those between 50 and 64 years and to 71 percent of those over age 65. However, it is the youngest cohort of New Jerseyans—those under 30 years of age—who are the most likely to see *The Sopranos* as a source of pride (40 percent) rather than as an embarrassment (22 percent).

And, interestingly, it is the better educated who seem to have a New Jersey inferiority complex—they express the least pride in the state and are the most likely to believe that outsiders think disparagingly about it. Women are more upbeat than men, expressing more pride in their state and feeling outsiders see it more positively than negatively.

Finally, despite the very different cultures in different parts of the state, the poll found few regional differences in the answers given by those living in northern, central and southern parts of New Jersey.

BACKGROUND MEMO – RELEASE (EP131-5) April 29, 2001

The latest *Star-Ledger/Eagleton-Rutgers* Poll was conducted by telephone from April 11-17 with a scientifically selected random sample of 802 New Jersey adult residents. The figures in this release are based on this sample size. 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. The sampling error is ± 3.5 percent, at a 95 percent confidence interval. Thus if 50 percent of New Jersey adult residents were found to rate New Jersey as an excellent place to live, one would be 95 percent sure that the true figure would be between 46.5 and 53.5 percent (50 ± 3.5) had all New Jersey adult residents been interviewed, rather than just a sample. Sampling error increases as the sample size decreases, so statements based on various population subgroups, such as separate figures reported for Republicans, Independents or Democrats, are subject to more error than are statements based on the total sample. The following chart shows the relationship between sample size and sampling error.



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. The verbatim wording of all questions asked is reproduced in this background memo. The sample has been stratified based on county and the data have been weighted on age and education to insure an accurate proportional representation of the state. The questions referred to in this release are as follows:

“Overall, how would you rate New Jersey as a place to live—excellent, good, only fair, or poor?” (NJ1)

	<u>Excellent</u>	<u>Good</u>	<u>Only Fair</u>	<u>Poor</u>	<u>DK</u>	<u>Total</u>	<u>(n)</u>
April 2001	23%	53%	19%	4%	1%	100%	(802)
<u>Previous Surveys</u>							
-- March 2000	25	51	17	6	--	99	(800)
-- May 1999	22	54	19	5	--	100	(800)
-- February 1994	18	53	22	7	--	100	(801)
-- July 1990	16	43	25	15	1	100	(800)
-- February 1988	27	51	17	4	1	100	(800)

“How would you rate New Jersey as a place to live compared to most other states? Is New Jersey better, about the same, or worse?” (NJ2)

	<u>Better</u>	<u>Worse</u>	<u>Same</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
April 2001	31%	11%	42%	15%	99%	(802)

“Thinking back over the last 5 or 10 years, would you say that New Jersey has become a better or worse place to live, or hasn't there been much of a change?” (NJ3)

	<u>Better</u>	<u>Worse</u>	<u>Not much change</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
April 2001	29%	26%	39%	6%	100%	(802)

“And thinking ahead over the next 5 or 10 years, do you think New Jersey will become a better or worse place to live, or won’t there be much of a change?” (NJ4)

	<u>Better</u>	<u>Worse</u>	<u>Not much change</u>	<u>Don’t Know</u>	<u>Total</u>	<u>(n)</u>
April 2001	33%	26%	36%	6%	101%	(802)

“How much pride do you take in being a resident of New Jersey – a lot, some, a little or none?” (NJ8).

	<u>A lot</u>	<u>Some</u>	<u>A little</u>	<u>None</u>	<u>Don’t Know</u>	<u>Total</u>	<u>(n)</u>
April 2001	52%	29%	10%	7%	3%	101%	(802)

“There has been a lot of talk lately about New Jersey’s image – how outsiders see the state. On the whole, do you think New Jersey’s image is positive or negative?” (NJ9)

	<u>Positive</u>	<u>Negative</u>	<u>Don’t Know</u>	<u>Total</u>	<u>(n)</u>
April 2001	49%	45%	7%	101%	(802)

“Have you ever seen the HBO television show “The Sopranos” – a show about the mafia set in New Jersey, or not? IF NOT SEEN: Are you familiar with the show?” (NJ10)

	<u>Seen</u>	<u>Familiar</u>	<u>Unfamiliar</u>	<u>Don’t Know</u>	<u>Total</u>	<u>(n)</u>
April 2001	50%	26%	24%	--	100%	(802)

“As a New Jerseyan, would you say the show is more of a source of pride, or more of a source of embarrassment to you?” (NJ11)

Asked only of those saying they had "seen" or were "familiar" with the show in NJ10.

	<u>Pride</u>	<u>Embarrassment</u>	<u>Neither</u>	<u>Don’t Know</u>	<u>Total</u>	<u>(n)</u>
April 2001	28%	28%	28%	17%	101%	(625)
<u>Sopranos viewer</u>						
--Yes	36	28	31	5	100	(411)
--No	10	27	24	39	100	(214)

Composite Table

	<u>Lots of Pride</u> ¹	<u>Outsiders View is</u> ²		<u>Sopranos Is</u> ³	
		<u>Positive</u>	<u>Negative</u>	<u>Pride</u>	<u>Embarrassing</u>
Statewide	52%	49%	45%	28%	28%
<u>Age</u>					
--18-29	42	46	50	40	22
--30-49	46	42	51	28	26
--50-64	60	53	45	20	33
--65+	71	65	21	20	40
<u>Education</u>					
--HS or less	58	58	32	25	29
--Some college	52	46	49	33	24
--College grad	42	34	63	28	30
<u>Gender</u>					
--Male	46	44	50	30	26
--Female	57	53	40	25	29
<u>Region</u>					
--North	50	51	44	34	26
--Central	55	49	46	23	26
--South	51	45	47	24	31
<u>Income</u>					
--<\$35,000	55	60	31	25	31
--\$35-\$70,000	49	47	46	28	28
--\$70,000+	51	38	59	30	25
<u>Race</u>					
--White	54	46	49	27	26
--Black & Hispanic	50	52	37	30	36

1. Percent saying they take "a lot" of pride in being a resident of New Jersey.
2. Those not expressing an opinion are not displayed.
3. Asked only of those having seen or saying they were familiar with the show. Those saying neither/don't know are not displayed.

SS1. The Newark Star-Ledger recently invited its readers to send in suggestions for a new state slogan for New Jersey. I'm going to read you some suggested slogans. Please tell me which one you like best:

(OPTIONS ROTATED)

1. New Jersey and you – perfect together
2. New Jersey – A garden of diversity
3. New Jersey – the N. J. in enjoy
4. New Jersey – small state, big attitude
5. New Jersey – We're the light at the end of the tunnel
9. Don't know

	A Garden of Diversity	NJ and You – Perfect Together	Small state, big attitude	Total	(n)
April 2001	28%	26%	21%	75%	(802)
<u>State pride (1)</u>					
--A lot / some	29	28	19	76	(659)
--A little / none	27	16	32	75	(125)
<u>How outsiders view NJ (2)</u>					
--Positive	24	35	18	77	(367)
--Negative	33	17	24	74	(389)
<u>Soprano viewers (3)</u>					
--Seen the show	28	24	25	77	(411)
--Not seen the show	29	27	18	74	(389)
<u>Governor's race – would vote for... (4)</u>					
--McGreevey (vs. Schundler)	28	25	25	78	(276)
--Schundler (vs. McGreevey)	27	29	24	80	(142)
<u>How long lived in NJ (5)</u>					
--Lifers	29	26	20	75	(443)
--Transplants	27	25	23	75	(369)
<u>Generations (6)</u>					
--Dot-com	29	11	38	78	(85)
--Gen X	32	23	19	74	(160)
--Boomers	30	29	20	79	(324)
--Matures	25	31	19	75	(220)
<u>Live in integrated neighborhood (7)</u>					
--Yes	32	26	20	78	(435)
--No	24	24	23	71	(342)
Jersey Girls (8)	34	17	21	72	(95)
Suburban Moms (9)	26	25	18	69	(93)
White Men (10)	24	28	27	79	(261)
Elites (11)	31	26	20	77	(165)
Wireds (12)	35	13	28	76	(112)

Respondents were given a choice between 5 slogans. Those listed represent the top three choices; votes for other slogans as well as "don't know" answers are not included. This is reflected in the total percentage figures ("Total" column).

- (1) "How much pride do you take in being a resident of NJ – a lot, some, a little or none?" (NJ8)
- (2) "There has been a lot of talk lately about New Jersey's image – how outsiders see the state. On the whole, do you think New Jersey's image is positive or negative?" (NJ9)
- (3) "Have you ever seen the HBO television show "The Sopranos" – a show about the mafia set in New Jersey, or not? IF NOT SEEN: Are you familiar with the show?" (NJ10)
- (4) "If the election for Governor were held today and the candidates were Bret Schundler [*Shund* – ler], the Republican, and Jim McGreevey, the Democrat, for whom would you vote – Schundler or McGreevey?" (G3)
- (5) "To begin with, for how many years have you lived in New Jersey, or have you lived here all of your life?" (Q1)
 - "Lifers" are those who have lived in NJ all their lives
 - "Transplants" have moved here from somewhere else.
- (6) Dot-com =18-24 Gen X=25-36 Boomers=37-55 Matures=56+
- (7) "Do you consider your neighborhood to be racially integrated, or not?" (B8)
- (8) Jersey Girl = female, less than 34 years old
- (9) Suburban moms = female; lives in suburb, small city or town; has school-aged children
- (10) White men = white, male
- (11) Elites = college grads, \$70k+/year
- (12) Wires = under 30, connect to internet at least weekly