

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

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THE NEW YORK OLYMPIC GAMES 2012 ?

SOUNDS LIKE A GOOD IDEA TO NEW JERSEY, JUST DON'T MAKE US PAY FOR IT

While the 2012 Olympics are just a speck on the sports horizon right now, preparations for site selection are well under way. Earlier this year, the U.S. Olympic Committee chose New York to be the official American entry in the international pool of cities vying to host the summer games in nine years. The New York bid includes plans for holding some events at venues in the Garden State. On the whole, most New Jerseyans feel that hosting this seminal competition would be good for the state. However, a majority draw the line at spending tax dollars in order to hold the games here.

Even with the specter of increased traffic congestion and additional public services that go hand-in-hand with such an event, most New Jerseyans believe the benefits of having the Olympics outweigh the costs. Overall, 7-in-10 residents (71%) feel that holding Olympic events in the state is a good idea, compared to 22 percent who think it's a bad idea and 7 percent who have no opinion.

The *Star-Ledger/Eagleton-Rutgers Poll* also found that 6-in-10 New Jerseyans (59%) think that holding the Olympics in the New York area will boost their own state's image. On the other hand, 1-in-3 (35%) feel that even with worldwide attention focused on the local area, hosting the Olympics would have no impact on New Jersey's image and another 3 percent believe it could even make us look worse.

The Star-Ledger/Eagleton-Rutgers Poll • Eagleton Institute of Politics

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While most residents support the idea of holding Olympic events in the state, few would support spending tax dollars to help improve access to Garden State sports facilities for that purpose. Only 41 percent of New Jerseyans would support such public expenditures while a majority of 52 percent oppose this.

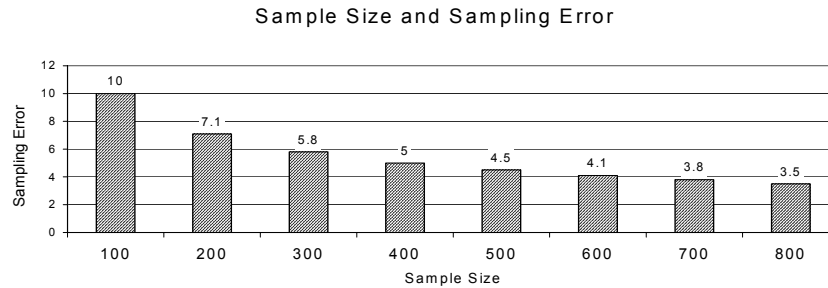
“2012 may seem just around the corner for Olympic planners, but it is light years away for the average New Jerseyan,” commented Patrick Murray, the poll’s associate director. “While residents are generally supportive of having Olympic competitions played out in their state, it’s still too far in the future for most to get excited about.”

Overall, just under a third (31%) say that the idea of a New York City Olympics generates a lot of excitement for them personally. Another third (34%) say they are a little excited by the prospect of holding the summer Olympics so close to home and the remaining third (33%) show no excitement at all.

The latest *Star-Ledger/Eagleton-Rutgers Poll* was conducted by telephone with a random sample of 802 New Jersey adult residents on September 2-8. The margin of error associated with this poll is ± 3.5 percent.

BACKGROUND MEMO – RELEASE (EP144-8) October 13, 2003

The latest *Star-Ledger*/Eagleton-Rutgers Poll was conducted by telephone from September 2 to 8 with a scientifically selected random sample of 802 New Jersey adults. 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 residents were found to be less likely to agree with a statement, 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 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 residents of North, Central and South Jersey, 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:

“On a related topic, New York City has been named as the United States’ official entry in the competition to host the Olympic Games in 2012. Thinking about your personal reaction to the possibility of the Olympics being held in New York -- Are you excited by this a lot, a little, or not at all?” [SP4]

	<u>A lot</u>	<u>A little</u>	<u>Not at all</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
September 2003	31%	34%	33%	2%	100%	(802)
<u><i>Gender</i></u>						
--Male	30	37	31	1	99	(386)
--Female	31	31	35	3	100	(416)
<u><i>Age</i></u>						
--18 to 29	40	38	21	1	100	(105)
--30 to 64	32	33	34	2	101	(513)
--65 and older	17	36	45	3	101	(157)
<u><i>Race/Ethnicity</i></u>						
--White	32	34	32	2	100	(597)
--Black/Hispanic	25	36	37	2	100	(143)
<u><i>Region of State</i></u>						
--North	35	32	31	2	100	(367)
--Central	26	43	29	2	100	(205)
--South	28	32	39	1	100	(215)

“If the 2012 Olympics come to New York, some of the events would be held in the Meadowlands and other New Jersey sites. Overall, do you think that holding the Olympics in the New York area will be good or bad for New Jersey’s image, or won’t it make much of a difference?” [SP5]

	<u>Good for NJ</u>	<u>Bad for NJ</u>	<u>No difference</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
September 2003	59%	3%	35%	2%	99%	(802)
<u>Gender</u>						
--Male	62	2	35	1	100	(386)
--Female	57	4	36	3	100	(416)
<u>Age</u>						
--18 to 29	59	--	40	1	100	(105)
--30 to 64	65	4	31	1	101	(513)
--65 and older	43	3	46	8	100	(157)
<u>Race/Ethnicity</u>						
--White	61	3	33	2	99	(597)
--Black/Hispanic	50	4	44	3	101	(143)
<u>Region of State</u>						
--North	60	2	35	3	100	(367)
--Central	60	4	34	1	99	(205)
--South	59	4	35	2	100	(215)

“Some people say the Olympics will bring New Jersey visibility and help the economy. Others say it will require additional police and other public services and will cause traffic congestion. Taking into account the potential costs and benefits, do you think that holding Olympic events in New Jersey is a good idea or bad idea?” [SP6]

	<u>Good idea</u>	<u>Bad idea</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
September 2003	71%	22%	7%	100%	(802)
<u>Gender</u>					
--Male	77	19	4	100	(386)
--Female	65	25	10	100	(416)
<u>Age</u>					
--18 to 29	75	18	7	100	(105)
--30 to 64	76	20	3	99	(513)
--65 and older	52	32	15	99	(157)
<u>Race/Ethnicity</u>					
--White	70	22	7	99	(597)
--Black/Hispanic	72	21	7	100	(143)
<u>Region of State</u>					
--North	71	22	7	100	(367)
--Central	69	24	6	99	(205)
--South	72	19	9	100	(215)
<u>Olympics Impact on NJ Image</u>					
--Good for Image	87	10	3	100	(508)
--No impact	49	40	11	100	(254)

“And do you favor or oppose using state tax dollars to help improve access to sports facilities in the state in order to have Olympic events held in New Jersey?” [SP7]

	<u>Favor</u>	<u>Oppose</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
September 2003	41%	52%	7%	100%	(802)
<u>Gender</u>					
--Male	51	46	4	101	(386)
--Female	33	57	10	100	(416)
<u>Age</u>					
--18 to 29	52	44	4	100	(105)
--30 to 64	41	54	6	101	(513)
--65 and older	33	53	14	100	(157)
<u>Race/Ethnicity</u>					
--White	41	52	6	99	(597)
--Black/Hispanic	41	51	8	100	(143)
<u>Region of State</u>					
--North	38	54	8	100	(367)
--Central	44	51	5	100	(205)
--South	45	48	7	100	(215)
<u>Olympics Impact on NJ Image</u>					
--Good for Image	50	44	6	100	(508)
--No impact	28	65	6	99	(254)
<u>Personal Excitement about Olympics</u>					
--A lot	70	26	4	100	(253)
--A little	39	55	6	100	(273)
--None	18	73	9	100	(263)