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**Eagleton Center for Public Interest Polling**  
**Rutgers-Eagleton Poll Methodology Statement**

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**Eagleton Center for Public Interest Polling  
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The Eagleton Center for Public Interest Polling (ECPIP), home of the Rutgers-Eagleton Poll, was established in 1971. Now celebrating five decades and publication of over 200 public opinion polls on the state of New Jersey, ECPIP is the first and longest continuously running university-based state survey research centers in the United States.

Our mission is to provide scientifically sound, non-partisan information about public opinion. ECPIP conducts research for all levels of government and nonprofit organizations with a public interest mission, as well as college and university-based researchers and staff. ECPIP makes it a priority to design opportunities for undergraduate and graduate students to learn how to read, analyze, design, and administer polls. We pride ourselves on integrity, quality, and objectivity.

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).



**Questions**

**TAFT DEI**

Switching gears ...

W1. Which of the following best describes you?

**[ONLY IF NEEDED:** The public sector includes any federal, state or local government funded organization, *like the US Postal Service, US Military, State government, Police Department, Dept. of Health, Dept. of Education, Dept. of Transportation, Motor Vehicle Commission, Dept. of Corrections, and other similar organizations.*]

**[READ ALOUD]**

- 1 Employed by a public sector employer
- 2 Employed by a for-profit private sector employer
- 3 Employed by a non-profit private sector employer
- 4 Unemployed
- 5 Something else [SPECIFY]
- 8 Don't know (VOL)
- 9 Refused (VOL)

DE1. Do you think having a diverse representation of genders, races, ethnicities, religions, sexual orientations, ages, and people of all types of abilities is essential, important but not essential, or not important when it comes to each of the following groups of people in the workplace:

**[ROTATE ORDER]**

- A Fellow employees
- B Managers and company leaders

- 1 Essential
- 2 Important but not essential
- 3 Not important
- 8 Don't know (VOL)
- 9 Refused (VOL)

**[IF W1=1,2,3 ONLY]**

DE2. Have you or have you not participated in any training or learning and development on diversity, equity, and inclusion in your workplace in the past 12 months?

- 1 Yes
- 2 No

- 8 Don't know (VOL)
- 9 Refused (VOL)

DE3. Would you say the focus on diversity, equity, and inclusion in the workplace in 2023 is more important than it was three years ago in 2020, just as important, or less important?

- 1 More important
- 2 Just as important
- 3 Less important
- 8 Don't know (VOL)
- 9 Refused (VOL)

**Weighted Demographics**

**1,002 New Jersey adults 18+**

**Overall Margin of Error = +/- 3.6 percentage points**

Please note: Totals may equal slightly more or less than 100% due to rounding.

		Deff	MOE
<b>Man</b>	48%	1.36	+/- 5.1%
<b>Woman</b>	52%	1.36	+/- 5.2%
<b>18-34</b>	26%	1.31	+/- 7.3%
<b>35-49</b>	25%	1.37	+/- 6.7%
<b>50-64</b>	27%	1.36	+/- 6.9%
<b>65+</b>	22%	1.37	+/- 8.0%
<b>Democrat</b>	35%	1.35	+/- 6.1%
<b>Independent</b>	40%	1.35	+/- 5.8%
<b>Republican</b>	25%	1.38	+/- 7.6%
<b>HS or Less</b>	27%	1.12	+/- 8.8%
<b>Some College</b>	31%	1.23	+/- 6.5%
<b>College Grad</b>	23%	1.17	+/- 5.9%
<b>Grad Work</b>	19%	1.17	+/- 6.6%
<b>White</b>	55%	1.34	+/- 4.6%
<b>Black</b>	12%	1.32	+/- 9.4%
<b>Hispanic</b>	20%	1.26	+/- 9.2%
<b>Other</b>	13%	1.16	+/- 12.0%
<b>&lt;50K</b>	24%	1.31	+/- 8.9%
<b>50K-&lt;100K</b>	31%	1.39	+/- 7.1%
<b>100K-&lt;150K</b>	19%	1.32	+/- 8.2%
<b>150K+</b>	26%	1.26	+/- 6.6%
<b>Urban</b>	17%	1.36	+/- 9.1%
<b>Suburb</b>	35%	1.36	+/- 6.2%
<b>Exurban</b>	14%	1.35	+/- 9.5%
<b>Phil/South</b>	17%	1.41	+/- 8.7%
<b>Shore</b>	17%	1.31	+/- 8.5%

## Methodology

The Rutgers-Eagleton Poll was conducted by telephone using live interviewers April 27 to May 5, 2023, with a scientifically selected random sample of 1,002 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. This telephone poll included 304 adults reached on a landline phone and 698 adults reached on a cell phone, all acquired through random digit dialing; 250 of the cell phone completes were acquired through one-to-one SMS text messaging by live interviewers that led respondents to an online version of the survey. Distribution of phone use in this sample is:

<b>Cell</b>	45%
<b>Text to Web</b>	25%
<b>Landline</b>	30%

The data were weighted to be representative of the residential adult population of New Jersey. The weighting balances sample demographics to target population parameters. The sample is balanced, by form and overall, 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 2021 American Community Survey PUMS data. The phone use parameter was derived from estimates provided by the National Health Interview Survey Early Release Program.<sup>1</sup>

Weighting was done in two stages. The first stage of weighting corrects for different probabilities of selection across the telephone samples associated with the number of adults in each household and each respondent's telephone usage patterns. This adjustment also

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<sup>1</sup> NCHS, National Health Interview Survey, 2018–2020; U.S. Census Bureau, American Community Survey, 2017–2019.

accounts for the overlapping landline and cell sample frames and the relative sizes of each frame and each sample.<sup>2</sup>

The final stage of weighting balances sample demographics, overall and 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 survey estimates. 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.

A series of weight variables was computed. One weight for estimates based on the total sample ("weight"), plus separate weights for each of the split samples.

Post-data collection statistical adjustments require analysis procedures that reflect departures from simple random sampling. We calculate the effects of these design features so that an appropriate adjustment can be incorporated into tests of statistical significance when using these data.

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 1,002 New Jersey adults is +/-3.1 percentage points at a 95 percent confidence interval. The design effect<sup>3</sup> is 1.36, making the

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<sup>2</sup> Buskirk, T. D., & Best, J. (2012). Venn Diagrams, Probability 101 and Sampling Weights Computed for Dual Frame Telephone RDD Designs. *Journal of Statistics and Mathematics*, 15, 3696-3710.

<sup>3</sup> Post-data collection statistical adjustments require analysis procedures that reflect departures from simple random sampling. We calculate the effects of these design features so that an appropriate adjustment can be incorporated into tests of statistical significance when using these data. The so-called "design effect" or *deff* represents the loss in statistical efficiency that results from a disproportionate sample design and systematic non-response.

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 consider other sources of variation inherent in public opinion studies, such as non-response, question wording, or context effects.

This Rutgers-Eagleton Poll was fielded by Braun Research, Inc. with sample from Dynata. The questionnaire was developed and all data analyses were completed in house by the Eagleton Center for Public Interest Polling (ECPiP). The Rutgers-Eagleton Poll is paid for and sponsored by the Eagleton Institute of Politics at Rutgers, The State University of New Jersey, a non-partisan academic center for the study of politics and the political process. Full questionnaires are available on request and can also be accessed through our archives at [eagletonpoll.rutgers.edu](http://eagletonpoll.rutgers.edu). For more information, please contact [poll@eagleton.rutgers.edu](mailto:poll@eagleton.rutgers.edu).

**TABLES START ON THE FOLLOWING PAGE**



## CENTER FOR PUBLIC INTEREST POLLING

### Questions and Tables

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

#### W1. Which of the following best describes you?

**[ONLY IF NEEDED: The public sector includes any federal, state or local government funded organization, like the US Postal Service, US Military, State government, Police Department, Dept. of Health, Dept. of Education, Dept. of Transportation, Motor Vehicle Commission, Dept. of Corrections, and other similar organizations.]**

Employed by a public sector employer	18%
Employed by a for-profit private sector employer	27%
Employer by a non-profit private sector employer	9%
Unemployed	10%
Something else	36%
Unweighted N=	965

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
<b>Public sector</b>	19%	18%	14%	15%	20%	14%	26%	26%	13%	23%	20%	19%	7%
<b>Private for-profit</b>	24%	30%	30%	33%	22%	26%	25%	33%	26%	30%	34%	34%	9%
<b>Private non-profit</b>	11%	8%	9%	8%	9%	7%	14%	12%	10%	14%	10%	10%	1%
<b>Unemployed</b>	10%	10%	10%	7%	12%	9%	9%	11%	11%	10%	9%	11%	8%
<b>Something else</b>	37%	35%	37%	36%	36%	43%	25%	18%	40%	23%	26%	27%	74%
<b>Unwt N=</b>	344	365	226	480	475	593	138	132	73	220	279	265	201



CENTER FOR PUBLIC INTEREST POLLING

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	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
<b>Public sector</b>	19%	15%	20%	19%	15%	21%	12%	17%	18%	13%	21%	19%	18%
<b>Private for-profit</b>	16%	26%	35%	35%	24%	25%	34%	27%	31%	24%	23%	35%	31%
<b>Private non-profit</b>	8%	12%	11%	8%	9%	9%	13%	7%	8%	6%	11%	10%	9%
<b>Unemployed</b>	19%	10%	3%	6%	11%	11%	5%	14%	7%	14%	11%	7%	5%
<b>Something else</b>	38%	37%	32%	32%	42%	34%	36%	35%	36%	43%	35%	29%	37%
<b>Unwt N=</b>	156	256	182	270	151	325	142	174	173	132	266	312	249

**CENTER FOR PUBLIC INTEREST POLLING**

**DE1. Do you think having a diverse representation of genders, races, ethnicities, religions, sexual orientations, ages, and people of all types of abilities is essential, important but not essential, or not important when it comes to each of the following groups of people in the workplace:**

**Fellow employees**

<b>Essential</b>	42%
<b>Important but not essential</b>	29%
<b>Not important</b>	27%
<b>Don't know</b>	2%
<b>Unweighted N=</b>	981

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
<b>Essential</b>	65%	39%	18%	34%	50%	34%	71%	43%	55%	44%	43%	41%	40%
<b>Impt, not esstl</b>	25%	31%	27%	29%	28%	33%	13%	28%	26%	33%	26%	29%	26%
<b>Not important</b>	9%	27%	52%	35%	19%	30%	13%	28%	16%	23%	29%	28%	29%
<b>DK</b>	1%	3%	3%	2%	3%	2%	4%	0%	3%	0%	2%	2%	5%
<b>Unwt N=</b>	346	379	227	490	481	595	138	141	73	225	287	269	200

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
<b>Essential</b>	53%	40%	32%	43%	55%	46%	38%	38%	29%	39%	40%	42%	52%
<b>Impt, not esstl</b>	25%	33%	33%	26%	27%	22%	39%	33%	31%	23%	35%	30%	27%
<b>Not important</b>	19%	26%	33%	30%	17%	29%	19%	28%	39%	34%	23%	27%	21%
<b>DK</b>	4%	1%	2%	1%	2%	2%	5%	1%	1%	4%	2%	2%	0%
<b>Unwt N=</b>	154	253	184	277	153	337	144	176	171	133	269	314	258

	Employment		
	Public sector	Private for-profit	Private non-profit
<b>Essential</b>	50%	40%	42%
<b>Impt, not esstl</b>	31%	29%	34%
<b>Not important</b>	19%	30%	24%
<b>DK</b>	0%	1%	0%
<b>Unwt N=</b>	179	280	95

**Managers and company leaders**

<b>Essential</b>	43%
<b>Important but not essential</b>	28%
<b>Not important</b>	26%
<b>Don't know</b>	2%
<b>Unweighted N=</b>	978

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
<b>Essential</b>	67%	39%	19%	33%	52%	34%	71%	47%	62%	50%	44%	39%	41%
<b>Impt, not esstl</b>	24%	30%	29%	29%	28%	34%	14%	25%	22%	31%	26%	30%	25%
<b>Not important</b>	8%	27%	50%	35%	17%	30%	12%	26%	13%	18%	29%	30%	28%
<b>DK</b>	1%	4%	2%	2%	3%	3%	2%	2%	3%	0%	2%	2%	6%
<b>Unwt N=</b>	345	379	225	487	481	593	138	141	72	225	286	269	198

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
<b>Essential</b>	54%	42%	34%	44%	54%	49%	38%	38%	31%	38%	44%	42%	52%
<b>Impt, not esstl</b>	28%	30%	32%	25%	23%	21%	39%	35%	34%	27%	30%	30%	26%
<b>Not important</b>	16%	27%	31%	30%	21%	28%	19%	25%	34%	31%	23%	26%	21%
<b>DK</b>	3%	1%	4%	1%	3%	2%	3%	2%	2%	4%	2%	2%	1%
<b>Unwt N=</b>	154	253	183	277	153	336	144	176	169	133	268	314	257

	<b>Employment</b>		
	Public sector	Private for-profit	Private non-profit
<b>Essential</b>	52%	43%	48%
<b>Impt, not esstl</b>	24%	27%	33%
<b>Not important</b>	24%	27%	19%
<b>DK</b>	0%	2%	1%
<b>Unwt N=</b>	179	280	95

**DE2. Have you or have you not participated in any training or learning and development on diversity, equity, and inclusion in your workplace in the past 12 months?**

*Note: This question was only asked of respondents who indicated they were employed by a public sector, private for-profit, or private non-profit employer, per W1.*

<b>Yes</b>	62%
<b>No</b>	38%
<b>Don't know</b>	0%
<b>Unweighted N=</b>	562

	Party ID			Gender		Race or Ethnicity		Age	
	Dem	Ind	Rep	Man	Woman	White, non-Hispanic	Non-white	Under 50	50+
<b>Yes</b>	68%	62%	55%	57%	67%	62%	62%	63%	60%
<b>No</b>	32%	38%	45%	43%	33%	37%	38%	37%	40%
<b>DK</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>Unwt N=</b>	195	218	129	295	261	310	236	351	211

	Income			Education	
	<\$75K	\$75K- <\$150K	\$150K+	Some college or less	College or more
<b>Yes</b>	50%	62%	77%	50%	75%
<b>No</b>	50%	38%	23%	50%	25%
<b>DK</b>	0%	0%	0%	0%	0%
<b>Unwt N=</b>	134	205	175	211	350

	<b>Employment</b>		
	Public sector	Private for-profit	Private non-profit
<b>Yes</b>	68%	56%	67%
<b>No</b>	32%	44%	33%
<b>DK</b>	0%	0%	0%
<b>Unwt N=</b>	182	282	96



**CENTER FOR PUBLIC INTEREST POLLING**

**DE3. Would you say the focus on diversity, equity, and inclusion in the workplace in 2023 is more important than it was three years ago in 2020, just as important, or less important?**

More important	33%
Just as important	41%
Less important	21%
Don't know	5%
Unweighted N=	991

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
<b>More important</b>	45%	30%	21%	26%	39%	28%	49%	35%	42%	36%	37%	27%	34%
<b>As important</b>	48%	41%	36%	41%	42%	44%	39%	39%	40%	45%	40%	43%	35%
<b>Less important</b>	3%	24%	37%	27%	15%	23%	6%	19%	13%	16%	19%	23%	23%
<b>DK</b>	4%	4%	6%	6%	4%	5%	6%	7%	4%	3%	4%	6%	8%
<b>Unwt N=</b>	351	381	225	495	486	594	143	144	76	232	283	274	202

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
<b>More important</b>	36%	38%	26%	30%	37%	32%	35%	36%	27%	33%	35%	29%	35%
<b>As important</b>	41%	39%	45%	44%	45%	44%	35%	34%	44%	34%	43%	45%	45%
<b>Less important</b>	14%	20%	25%	21%	11%	18%	24%	28%	24%	23%	19%	22%	16%
<b>DK</b>	8%	3%	3%	5%	7%	5%	6%	2%	5%	9%	3%	4%	4%
<b>Unwt N=</b>	159	258	184	278	156	338	144	178	175	137	274	316	257

	<b>Employment</b>		
	Public sector	Private for-profit	Private non-profit
<b>More important</b>	35%	29%	38%
<b>As important</b>	47%	46%	40%
<b>Less important</b>	13%	22%	18%
<b>DK</b>	4%	4%	5%
<b>Unwt N=</b>	180	283	95

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