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NJ Climate Change Alliance

CLIMATE CHANGE ATTITUDES IN NEW JERSEY

A Collaboration: Eagleton Center for Public Interest Polling/Rutgers-Eagleton Poll and New Jersey Climate Change Alliance

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EAGLETON INSTITUTE OF POLITICS

– EAGLETON CENTER FOR PUBLIC INTEREST POLLING –

The Eagleton Center for Public Interest Polling (ECPIP), home of the Rutgers-Eagleton Poll, was established in 1971. Now celebrating its 48th anniversary and over 200 public opinion polls on the state of New Jersey, ECPIP is the oldest and one of the most respected 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.

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The New Jersey Climate Change Alliance (NJCCA) *is a collective of organizations and individuals that share the goal of advancing science-informed climate change strategies and policy at the state and local levels in New Jersey, both regarding adapting to changing climate conditions and reducing the emissions that cause climate change. Alliance efforts focus on short and long-term cost-effective climate change strategies and policies that promote economic growth, equity, improved health outcomes, natural solutions, and sustainable communities.*

The Alliance works towards this goal through: leading collaborative demonstration projects; assessing and presenting evidence-based state and local policy options; conducting outreach and education to decision-makers, practitioners and the general public; linking natural and social scientists to policy-makers and practitioners to inform policy and practice; and developing tools and guidance to inform planning and decision-making in the public, private, and non-governmental sectors.

The Alliance was formed in 2011 originally as the New Jersey Climate Adaptation Alliance; in December 2018, it modified its name to better reflect the breadth of its work. The Alliance is facilitated by Rutgers University through the Rutgers Climate Institute and the Bloustein School of Planning and Public Policy.

Concern About Climate Change

Two-thirds of New Jerseyans are either "very" (37 percent) or "somewhat" (30 percent) concerned about the effects of climate change on their life, their family members, or the people around them. Fifteen percent are "not very" concerned, and 18 percent are "not concerned at all."

Some groups are more concerned than others. Women (73 percent), non-white residents (73 percent), and those with higher levels of education (75 percent) are all more likely than their counterparts to be concerned about the impact of climate change.

Climate change concern is also starkly divided along partisan lines. Most Democrats have some level of worry, with a slight majority expressing the highest concern (53 percent "very," 28 percent "somewhat"). A slight majority of Republicans, on the other hand, feel just the opposite: 20 percent are "not very" concerned, and 37 percent are "not concerned at all." But four in ten Republicans do express some level of worry (12 percent "very," 31 percent "somewhat"). Independents are somewhere in the middle, with more than two-thirds saying they are concerned at some level (37 percent "very," 32 percent "somewhat") and the remainder split evenly between "not very" concerned and "not concerned at all."

Knowledge About Climate Change

New Jerseyans were asked how much they feel they know about climate change's causes, its impact on the environment, how it might affect them in the future, and actions they might take to prepare for it. The public has varying levels of knowledge about these major aspects of climate change and divides into three roughly equal tiers of felt-knowledge. Almost four in ten New Jerseyans say they know "a lot" about the causes (37 percent) and the impact on the environment (38 percent); a third (32 percent) say the same about climate change's effect on their lives in the future, and one in five (22 percent) say the same about how to prepare. About three in ten claim to know "some" about each of these aspects. The remainder of the population – about three in ten – say they know only a "little" or "nothing at all." How to prepare is the only exception: just over four in ten residents say they know little (23 percent) or nothing at all (19 percent) about this.

Some demographic patterns emerge in terms of who knows how much. Socioeconomic status has a large impact on climate change knowledge: those in higher income brackets and those with higher levels education are more likely than their counterparts to say they know "a lot" or "some" about the causes of climate change, how it can affect the future, its impact, and how to prepare. Purported knowledge also rises with concern – the more concerned one is about

climate change, the more one typically claims to know "a lot" or "some" about each of these topic areas.

Older adults – those 65 or older – are the least likely of any age group to say they have a "lot" or "some" knowledge about what causes climate change, its future effects, its environmental impact, and how to prepare.

Partisans of all stripes are somewhat equally likely to say they know "a lot" or "some" about what they can do to prepare for climate change, but when it comes to how climate change affects one's future or the environment, Democrats are more likely than independents and Republicans to claim they have at least "some" knowledge. Democrats are also more likely than their counterparts to say they know "a lot" about the causes of climate change.

How New Jerseyans See or Hear Information About Climate Change

Knowledge is partly a function of information, and it seems clear that the information environment about climate change is neither a rich nor reinforcing one. The mass media – TV, radio and newspapers – are the dominant source of information about climate change for New Jerseyans. Just over half (53 percent) of the public reports getting information about climate change from the media "frequently," and another 27 percent at least "occasionally." There is a large drop from this to social media platforms like Twitter and Facebook: three in ten (29 percent) say they get information "frequently" from social media sources, and one in five (20 percent) say they do so "occasionally."

Personal interactions are not a main source of information about climate change. Eighteen percent say they "frequently" get information from other people—their friends, families or work colleagues; another 30 percent say "occasionally."

Governmental and community sources fare even worse: just one in ten say they "frequently" get information from either local community organizations or state government, and just over one in five say they "occasionally" do. Just over a third (35 percent) say they "never" get information from the government; four in ten (41 percent) say the same about local organizations.

The frequency with which individuals obtain information about climate change from these sources varies by some key factors. Media consumption increases with age and income. Social media platforms are used more as an information source by younger residents and more educated residents. Interpersonal communication about climate change is more prevalent among Democrats and those who are more highly educated.

Across the board, individuals of all kinds "rarely" or "never obtain climate change information through their state government or local organizations. Democrats are the only exception when it comes to community organizations, being more likely than any other group to get information from this type of source.

Public Policy Preferences and Support for Governmental Actions

In general, New Jerseyans are supportive of government doing more, but not at the expense of paying more. This sentiment is reflected in a number of questions asked about public policy preferences and actions that should be taken related to causes and consequences of climate change.

Greenhouse Gas Regulation

There is slightly more support for the state government to combat climate change by offering incentives than by strict regulation. When New Jerseyans are asked their preference between whether the government should impose limits on sources of greenhouse gases or whether they should try to reduce greenhouse gases voluntarily by offering incentives to those who reduce emissions, residents favor the latter 45 percent to 27 percent; another 20 percent say the government should do neither or both of these options, and 8 percent are unsure. Opinions change little when the question wording elaborates on who would be at the receiving end – either cars, trucks, and industries when imposing limits (30 percent prefer this option) or residents, businesses, and industries when asking to voluntarily reduce emissions (44 percent prefer this option).

Rebuilding in and Relocation of Flood-Prone Communities

The cross-currents of public opinion can be seen in responses to what the government should do about rebuilding and relocating in areas of the state that are prone to flooding, severe weather, and damage by storms. New Jerseyans were asked whether the state government should help residents in these areas or if they should be on their own in rebuilding. Generally, residents are supportive of helping homeowners in this situation, but there is also a class and income component to their views.

Within the half of the sample asked about residents in "upper income areas" rebuilding or relocating, 49 percent support government recovery assistance compared to 33 percent who feel that homeowners should pay for it on their own. Support was markedly higher among the other half of the sample asked about residents living in "lower and middle-income areas" – 63 percent in favor of government assistance versus 17 percent who think residents should be responsible for their own costs. In each half of the sample, another 13 percent volunteered that

it should be a combination of both the government and homeowners paying for rebuilding or relocation.

A majority of every demographic group – by double digits – is more likely to support government assistance for residents living in "lower or middle-income" areas than they are residents in "upper income" areas. The only exception is Republicans: under half support government assistance in either case.

When then asked whether the government, in general, should or should not have the power to prohibit homeowners from rebuilding in flood-prone areas, responses are somewhat split – 50 percent to 43 percent; another 7 percent are unsure. Opinions are split across every demographic.

New Jerseyans appear to be unwilling to pay extra to make infrastructure more weather resistant at this point in time. Asked to choose between "funding roads, bridges, and government buildings at the current cost or paying a little more in taxes to make them better able to withstand severe weather events," 40 percent say they are willing to pay more, while 54 percent are not; 7 percent offer no opinion. Republicans (68 percent), men (58 percent), and those in households making over $150,000 annually (61 percent) are especially likely to want to keep costs the same and not pay anything more. The only majorities who are willing to pay more are Democrats (54 percent) and those who are "very concerned" about climate change (53 percent).

Local government action

There is support for more local government activity in the climate change area. By a margin of 57 to 6 percent, more feel their mayor and local government should be doing more rather than less to reduce the effects of climate change. A quarter (24 percent) say they are doing enough already, and the remaining 12 percent offer no opinion.

Democrats (70 percent), women (64 percent), non-white residents (67 percent), younger residents (61 percent), those in the lowest income bracket (69 percent), and those with higher levels of education (62 percent) especially feel their local government should be doing more.

Paying for Climate Change

Citizens are hesitant to reach into their own pockets to pay for remedies. When asked who should pay whatever the added costs are to make New Jersey more resilient to the impact of climate change, 62 percent want the fuel producers and users responsible for greenhouse gas emissions to pay a "major share" of the cost; another 22 percent say they should pay a "minor

share." Forty-three percent believe state government should pay a "major share" from the taxes its collects; another 35 percent feel the state should pay a "minor share." Only 6 percent feel residents should fund a "major" part of addressing climate change through a charge on their utility bills; 45 percent each say residents should pay a "minor share" or "no share at all."

Majorities across the board support fuel producers paying a "major share" of what is needed to help combat climate change – Republicans are the only exception, at 48 percent. Democrats (53 percent), women (48 percent), younger residents (48 percent), and those who are more educated (50 percent) are especially likely to feel that the state government should pay a "major share."

Additional evidence of the public's resistance to pay directly for energy conservation comes from a set of questions asked about affordable and low-income housing. There is consensus that low-income rental housing should be required to meet energy efficiency building standards (79 percent "strongly" or "somewhat" support, 16 percent "strongly" or "somewhat" oppose). A similar number (50 percent "strongly," 30 percent "somewhat") say that utility companies should be required to provide financial incentives to help low-income customers cover the cost of energy-saving improvements to their home. But a bare majority (28 percent "strongly," 27 percent "somewhat") say they would be willing to pay an additional 50 cents per month to help low income households make their homes more energy efficient. Over four in ten oppose this (11 percent "somewhat," 32 percent "strongly") – a charge that would amount to just $6 a year for this benefit.

There is widespread support for the first two proposals, though to varying degrees. Democrats and non-white residents are especially enthusiastic about meeting standards, providing financial incentives, and paying an additional 50 cent fee. Republicans, residents over 50 years old, and those in the highest income bracket are less likely to show support for these initiatives.

Support for Electric Vehicles

Half of New Jerseyans say they expect to buy a new car sometime in the next five years. Among this group, 38 percent say they would seriously consider buying an electric car next time; 53 percent would not, 2 percent already have one, and 8 percent are unsure.

Republicans, men, those in the highest income bracket, and those who have done graduate work are more likely than their counterparts to say they may buy a car in the near future. When it comes to future car shoppers, Democrats, men, those under 50 years old, and those with at least some college are especially likely to say they would seriously consider buying an electric

vehicle. Residents who are concerned about climate change are especially likely to say they would seriously consider making the switch to electric.

Residents not willing to consider or ambivalent about buying an electric vehicle were asked to state whether various items were a “major” or “minor” reason for their hesitation to purchase. Hesitation mainly revolved around charging capabilities. Fifty-six percent say running out of power on the road is a “major” concern, while another 17 percent say it is a “minor” one. Forty-four percent say that having a place to charge the car at home is a “major” reason for not considering an electric vehicle as their next car; another 17 percent say this a “minor” reason.

About four in ten (39 percent) say car performance is a “major” reason for their hesitation; another one in five (18 percent) say it is a “minor” reason.

New Jerseyans are least likely to feel that cost is a barrier – 35 percent say this is a “major” reason, and another 15 percent say it is a “minor” one. Cost is a major factor, however, for those in households making less than $100,000 annually compared to their more affluent counterparts.

Questions and Tables

The questions covered in this report are listed below. Column percentages may not add to 100% due to rounding. Respondents are New Jersey adults; all percentages are of weighted results. Use extreme caution when interpreting groups smaller than N=100.

Q. Do you think you might buy a new car in the next five years or so, or not?

		Concern About Climate Change			
	ALL	Very	Somewhat	Not very	Not at all
Yes	50%	52%	55%	46%	41%
No	47%	45%	42%	51%	55%
Don't know (vol)	3%	2%	4%	3%	4%
Unwght N=	1006	391	295	147	169

	Party ID			Gender		Race		Age				Income			
	Dem	Ind	Rep	Male	Female	White	Non-wht.	18-34	35-49	50-64	65+	<$50K	$50K-<$100K	$100K-<$150K	$150K+
Yes	47%	47%	63%	54%	46%	51%	49%	49%	52%	58%	38%	40%	52%	55%	65%
No	50%	50%	35%	43%	50%	46%	48%	46%	46%	40%	58%	56%	45%	41%	34%
Don't Know (vol)	3%	4%	2%	3%	3%	3%	3%	6%	2%	2%	4%	3%	4%	3%	1%
Unwght N=	354	427	201	485	521	642	332	237	210	333	221	194	279	184	194

	Education				Region				
	High school or less	Some college	College grad	Graduate work	Urban	Suburb	Exurban	Phil/South	Shore
Yes	46%	52%	41%	62%	41%	50%	52%	58%	48%
No	51%	46%	55%	32%	54%	47%	45%	38%	50%
Don't Know (vol)	4%	1%	4%	6%	5%	3%	3%	4%	2%
Unwght N=	188	281	300	230	147	345	159	177	178

Q. Thinking about the next car you might buy, do you think you WOULD or would NOT seriously consider buying an electric car – one that runs on electricity rather than gas – or do you already have one?

		Concern About Climate Change	
	ALL	Very/ Somewhat	Not very/ at all
Would	38%	44%	24%
Would not	53%	45%	70%
Already have one	2%	2%	0%
Don't know (vol)	8%	9%	5%
Unwght N=	540	384	155

	Party ID			Gender		Race		Age				Income			
	Dem	Ind	Rep	Male	Female	White	Non-wht.	18-34	35-49	50-64	65+	<$50K	$50K-<$100K	$100K-<$150K	$150K+
Would	51%	40%	19%	43%	34%	35%	42%	44%	41%	34%	33%	36%	37%	43%	36%
Would not	40%	50%	73%	50%	55%	54%	50%	49%	48%	56%	57%	51%	54%	47%	57%
Already have one	1%	2%	1%	1%	2%	2%	1%	2%	0%	2%	1%	3%	0%	1%	2%
Don't know (vol)	7%	7%	8%	7%	9%	8%	7%	4%	10%	8%	9%	9%	8%	8%	5%
Unwght N=	181	222	128	282	258	355	171	126	113	196	104	87	147	108	128

	Education			
	High school or less	Some college	College grad	Graduate work
Would	20%	44%	47%	43%
Would not	68%	48%	47%	46%
Already have one	1%	2%	1%	2%
Don't know (vol)	11%	6%	5%	9%
Unwght N=	94	148	137	156

Q. Please tell me whether each of the following is a major reason, minor reason, or not a reason at all why you would NOT seriously consider buying an electric car. First [INSERT ITEM] – major reason, minor reason, or not a reason at all why you wouldn't consider an electric car?

	Can't afford one	Don't have a place to charge at home	Worried about running out of power on road	Don't think it would perform as well as a traditional car
Major reason	35%	44%	56%	39%
Minor reason	15%	17%	17%	18%
Not a reason at all	45%	35%	23%	34%
Don't know (vol)	5%	4%	3%	9%
Unwght N=	310	310	310	310

Can't afford one

	Party ID			Gender		Race		Age		Income		Education		Concern About Climate Change	
	Dem	Ind	Rep	Male	Female	White	Non-wht.	Under 50	50+	<$100K	$100K+	Some college or less	College or more	Very/ Somewhat	Not very/ at all
Major reason	31%	36%	36%	32%	37%	34%	36%	38%	32%	38%	28%	36%	33%	36%	33%
Minor reason	13%	19%	13%	18%	13%	17%	14%	17%	14%	16%	14%	13%	19%	15%	15%
Not a reason at all	52%	41%	45%	48%	42%	44%	47%	40%	50%	39%	54%	45%	45%	44%	48%
Don't know (vol)	3%	5%	6%	1%	8%	6%	3%	5%	4%	6%	4%	6%	3%	5%	3%
Unwght N=	87	125	94	151	159	202	99	128	182	137	131	153	155	197	112

Don't have a place to charge at home

	Party ID			Gender		Race		Age		Income		Education		Concern About Climate Change	
	Dem	Ind	Rep	Male	Female	White	Non-wht.	Under 50	50+	<$100K	$100K+	Some college or less	College or more	Very/ Somewhat	Not very/ at all
Major reason	44%	48%	40%	39%	48%	41%	47%	44%	44%	46%	42%	43%	44%	48%	37%
Minor reason	17%	21%	14%	21%	14%	20%	14%	21%	14%	16%	18%	14%	23%	17%	17%
Not a reason at all	38%	29%	40%	38%	32%	35%	37%	33%	37%	34%	38%	37%	33%	30%	44%
Don't know (vol)	1%	2%	7%	2%	5%	5%	2%	2%	4%	4%	3%	5%	1%	5%	2%
Unwght N=	87	125	94	151	159	202	99	128	182	137	131	153	155	197	112

Worried about running out of power on the road

	Party ID			Gender		Race		Age		Income		Education		Concern About Climate Change	
	Dem	Ind	Rep	Male	Female	White	Non-wht.	Under 50	50+	<$100K	$100K+	Some college or less	College or more	Very/ Somewhat	Not very/ at all
Major reason	47%	59%	58%	53%	59%	57%	52%	49%	62%	52%	58%	56%	55%	54%	61%
Minor reason	25%	16%	13%	24%	11%	17%	19%	26%	10%	19%	17%	16%	20%	19%	13%
Not a reason at all	28%	21%	24%	22%	25%	22%	28%	23%	24%	25%	23%	24%	23%	23%	25%
Don't know (vol)	1%	4%	5%	1%	6%	5%	2%	2%	4%	4%	3%	5%	1%	5%	0%
Unwght N=	87	125	94	151	159	202	99	128	182	137	131	153	155	197	112

Don't think it would perform as well as a traditional car

	Party ID			Gender		Race		Age		Income		Education		Concern About Climate Change	
	Dem	Ind	Rep	Male	Female	White	Non-wht.	Under 50	50+	<$100K	$100K+	Some college or less	College or more	Very/ Somewhat	Not very/ at all
Major reason	39%	36%	40%	38%	39%	41%	36%	33%	43%	40%	36%	41%	35%	37%	42%
Minor reason	18%	20%	17%	19%	17%	17%	20%	24%	14%	19%	18%	17%	20%	19%	15%
Not a reason at all	37%	38%	28%	38%	31%	30%	39%	39%	31%	33%	37%	31%	39%	34%	35%
Don't know (vol)	6%	5%	15%	5%	13%	12%	5%	5%	13%	8%	9%	11%	5%	10%	8%
Unwght N=	87	125	94	151	159	202	99	128	182	137	131	153	155	197	112

Q. How concerned are you about the effects of climate change on your life, or family members, and the people around you? Are you:

	ALL
Very concerned	37%
Somewhat concerned	30%
Not very concerned	15%
Not at all concerned	18%
Don't know (vol)	0%
Unwght N=	1008

	Party ID			Gender		Race		Age				Income			
	Dem	Ind	Rep	Male	Female	White	Non-wht.	18-34	35-49	50-64	65+	<$50K	$50K-<$100K	$100K-<$150K	$150K+
Very concerned	53%	37%	12%	33%	41%	33%	43%	37%	37%	39%	35%	48%	36%	38%	33%
Somewhat concerned	28%	32%	31%	28%	32%	31%	30%	34%	32%	27%	29%	27%	32%	30%	34%
Not very concerned	11%	15%	20%	16%	13%	15%	13%	16%	14%	15%	13%	10%	15%	15%	14%
Not at all concerned	7%	16%	37%	22%	14%	21%	14%	13%	17%	19%	23%	16%	16%	17%	20%
Don't know (vol)	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Unwght N=	355	428	201	486	522	643	333	239	210	333	221	194	279	184	195

	Education				Region				
	High school or less	Some college	College grad	Graduate work	Urban	Suburb	Exurban	Phil/South	Shore
Very concerned	27%	37%	41%	50%	39%	41%	39%	33%	29%
Somewhat concerned	33%	31%	29%	25%	37%	29%	24%	33%	31%
Not very concerned	18%	13%	14%	11%	13%	15%	13%	15%	17%
Not at all concerned	21%	18%	15%	13%	11%	16%	24%	18%	23%
Don't know (vol)	0%	1%	1%	0%	0%	0%	0%	1%	0%
Unwght N=	189	282	300	230	147	345	159	177	180

Q. Please tell me if you think you know a lot, some, a little, or nothing at all about each of the following. First:

	Causes of climate change	**How climate change impacts the environment**	**How climate change might affect your life in future**	**What you can do to better prepare for changes climate change might bring**
A lot	37%	38%	32%	22%
Some	31%	31%	32%	32%
A little	18%	18%	18%	23%
Nothing at all	12%	12%	14%	19%
Don't know (vol)	2%	2%	4%	4%
Unwght N=	1002	1001	1005	1002

Causes of climate change

	Party ID			Gender		Race		Age				Income			
	Dem	Ind	Rep	Male	Female	White	Non-wht.	18-34	35-49	50-64	65+	<$50K	$50K-<$100K	$100K-<$150K	$150K+
A lot	42%	35%	33%	43%	31%	38%	35%	37%	38%	41%	31%	37%	31%	38%	46%
Some	26%	33%	36%	31%	32%	34%	29%	34%	31%	32%	29%	25%	37%	38%	31%
A little	21%	19%	12%	18%	18%	17%	20%	21%	18%	15%	19%	18%	18%	22%	13%
Nothing at all	10%	11%	15%	8%	15%	9%	15%	8%	12%	12%	15%	19%	14%	1%	8%
Don't know (vol)	1%	2%	4%	1%	3%	2%	2%	1%	1%	1%	7%	2%	1%	1%	2%
Unwght N=	353	425	201	483	519	640	332	238	208	332	219	193	277	184	195

	Concern About Climate Change				Education				Region				
	Very	Somewhat	Not very	Not at all	High school or less	Some college	College graduate	Graduate work	Urban	Suburb	Exurban	Phil/ South	Shore
A lot	52%	26%	26%	31%	26%	36%	41%	51%	43%	36%	44%	33%	33%
Some	28%	39%	28%	29%	29%	32%	35%	29%	23%	35%	31%	30%	32%
A little	13%	25%	23%	12%	19%	20%	17%	15%	18%	18%	11%	23%	19%
Nothing at all	5%	8%	21%	23%	21%	11%	6%	3%	13%	9%	13%	12%	14%
Don't know (vol)	1%	2%	2%	5%	5%	0%	1%	2%	3%	2%	1%	2%	3%
Unwght N=	391	295	144	168	187	282	297	230	146	344	157	177	178

How climate change impacts the environment around you

	Party ID			Gender		Race		Age				Income			
	Dem	Ind	Rep	Male	Female	White	Non-wht.	18-34	35-49	50-64	65+	<$50K	$50K-<$100K	$100K-<$150K	$150K+
A lot	40%	41%	30%	40%	36%	39%	35%	46%	36%	36%	32%	37%	36%	33%	45%
Some	32%	29%	31%	31%	31%	32%	31%	28%	32%	34%	29%	20%	30%	43%	34%
A little	19%	16%	20%	18%	18%	18%	19%	16%	19%	18%	19%	23%	17%	20%	12%
Nothing at all	8%	12%	18%	10%	13%	10%	13%	9%	12%	11%	16%	16%	15%	3%	7%
Don't know (vol)	0%	2%	2%	2%	2%	2%	1%	1%	0%	1%	5%	3%	1%	0%	1%
Unwght N=	354	426	198	483	518	638	333	239	209	332	216	194	276	184	194

	Concern About Climate Change				Education				Region				
	Very	Somewhat	Not very	Not at all	High school or less	Some college	College graduate	Graduate work	Urban	Suburb	Exurban	Phil/ South	Shore
A lot	54%	31%	22%	29%	30%	39%	37%	48%	41%	35%	41%	39%	38%
Some	29%	38%	30%	23%	23%	32%	38%	33%	29%	35%	32%	26%	29%
A little	12%	23%	26%	15%	22%	18%	16%	15%	19%	17%	11%	24%	18%
Nothing at all	5%	5%	22%	30%	22%	10%	7%	3%	9%	12%	14%	12%	11%
Don't know (vol)	0%	3%	0%	3%	3%	1%	2%	1%	2%	1%	1%	0%	3%
Unwght N=	391	295	144	167	188	280	297	230	146	344	157	177	177

How climate change might affect your life in the future

	Party ID			Gender		Race		Age				Income			
	Dem	Ind	Rep	Male	Female	White	Non-wht.	18-34	35-49	50-64	65+	<$50K	$50K-<$100K	$100K-<$150K	$150K+
A lot	41%	30%	25%	36%	29%	32%	31%	39%	30%	33%	25%	32%	29%	33%	35%
Some	29%	33%	34%	29%	34%	35%	30%	32%	35%	31%	31%	28%	33%	36%	36%
A little	18%	19%	17%	17%	19%	18%	17%	17%	20%	19%	16%	16%	22%	22%	17%
Nothing at all	11%	13%	21%	14%	14%	11%	18%	9%	12%	15%	21%	18%	15%	4%	10%
Don't know (vol)	1%	5%	3%	3%	4%	4%	4%	4%	3%	2%	7%	6%	2%	5%	2%
Unwght N=	355	426	201	484	521	642	333	239	209	332	220	194	278	184	195

	Concern About Climate Change				Education				Region				
	Very	Somewhat	Not very	Not at all	High school or less	Some college	College graduate	Graduate work	Urban	Suburb	Exurban	Phil/ South	Shore
A lot	49%	21%	21%	25%	24%	31%	36%	46%	33%	31%	41%	30%	30%
Some	32%	44%	24%	20%	26%	36%	36%	30%	31%	34%	29%	28%	34%
A little	11%	25%	31%	12%	20%	20%	16%	16%	15%	18%	13%	25%	19%
Nothing at all	6%	8%	19%	37%	24%	12%	9%	6%	14%	14%	14%	14%	12%
Don't know (vol)	3%	3%	5%	6%	7%	2%	3%	2%	6%	2%	3%	3%	5%
Unwght N=	391	295	147	168	188	282	299	230	146	345	158	177	179

What you can do to better prepare for changes that climate change might bring

	Party ID			Gender		Race		Age				Income			
	Dem	Ind	Rep	Male	Female	White	Non-wht.	18-34	35-49	50-64	65+	<$50K	$50K-<$100K	$100K-<$150K	$150K+
A lot	23%	22%	24%	27%	18%	23%	22%	24%	29%	20%	17%	20%	19%	26%	29%
Some	32%	31%	32%	30%	33%	35%	28%	28%	30%	38%	30%	26%	36%	36%	34%
A little	26%	23%	17%	22%	24%	22%	25%	28%	22%	23%	18%	21%	24%	24%	23%
Nothing at all	17%	18%	23%	17%	21%	16%	22%	15%	18%	17%	27%	29%	18%	9%	12%
Don't know (vol)	2%	5%	4%	4%	4%	4%	4%	5%	2%	3%	6%	5%	3%	5%	2%
Unwght N=	354	425	200	482	520	640	332	239	209	330	219	194	276	183	195

	Concern About Climate Change				Education				Region				
	Very	Somewhat	Not very	Not at all	High school or less	Some college	College graduate	Graduate work	Urban	Suburb	Exurban	Phil/ South	Shore
A lot	30%	16%	14%	24%	16%	23%	26%	30%	25%	21%	28%	23%	18%
Some	35%	40%	24%	18%	29%	33%	31%	35%	33%	37%	34%	17%	34%
A little	23%	25%	28%	13%	20%	22%	27%	23%	17%	23%	23%	29%	22%
Nothing at all	11%	12%	32%	37%	30%	17%	14%	11%	21%	16%	11%	26%	21%
Don't know (vol)	1%	6%	2%	8%	6%	4%	3%	2%	3%	3%	4%	5%	5%
Unwght N=	391	295	145	167	187	282	297	230	146	345	157	176	178

Q. Now I'd like you to tell me how often you see or hear information about climate change through each of the following sources. Do you frequently, occasionally, rarely, or never see or hear information about climate change through [INSERT ITEM]?

	News stories on radio, TV, or in newspapers	Info provided by state gov't	Info provided by local community organizations	Social media like Facebook and Twitter	Family, friends, neighbors, or coworkers
Frequently	53%	10%	10%	29%	18%
Occasionally	27%	23%	22%	20%	30%
Rarely	11%	30%	26%	13%	24%
Never	8%	35%	41%	37%	28%
Don't know (vol)	0%	1%	1%	2%	1%
Unwght N=	1004	1005	1005	1005	1005

News stories on the radio, television, or in newspapers

	Party ID			Gender		Race		Age				Income			
	Dem	Ind	Rep	Male	Female	White	Non-wht.	18-34	35-49	50-64	65+	<$50K	$50K-<$100K	$100K-<$150K	$150K+
Frequently	56%	47%	62%	56%	51%	60%	46%	45%	44%	59%	66%	41%	54%	56%	62%
Occasionally	27%	30%	21%	24%	29%	26%	28%	25%	30%	27%	25%	32%	27%	28%	23%
Rarely	11%	13%	11%	12%	11%	9%	15%	17%	15%	8%	5%	16%	13%	13%	6%
Never	7%	10%	6%	8%	8%	5%	12%	12%	11%	6%	4%	11%	7%	3%	9%
Don't know (vol)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
Unwght N=	354	426	201	484	520	640	333	239	210	330	220	193	278	183	195

	Concern About Climate Change				Education				Region				
	Very	Somewhat	Not very	Not at all	High school or less	Some college	College graduate	Graduate work	Urban	Suburb	Exurban	Phil/ South	Shore
Frequently	60%	51%	44%	52%	49%	52%	56%	62%	47%	58%	56%	47%	53%
Occasionally	24%	31%	26%	26%	28%	27%	28%	22%	28%	22%	27%	34%	27%
Rarely	9%	12%	16%	10%	12%	14%	10%	8%	14%	13%	8%	10%	10%
Never	7%	6%	13%	12%	11%	7%	6%	7%	9%	7%	8%	10%	10%
Don't know (vol)	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%
Unwght N=	390	295	146	169	189	281	298	230	146	345	159	177	177

Information provided by the state government

	Party ID			Gender		Race		Age				Income			
	Dem	Ind	Rep	Male	Female	White	Non-wht.	18-34	35-49	50-64	65+	<$50K	$50K-<$100K	$100K-<$150K	$150K+
Frequently	10%	11%	9%	12%	8%	10%	10%	12%	11%	8%	10%	11%	7%	10%	9%
Occasionally	20%	25%	23%	20%	26%	24%	23%	22%	25%	23%	22%	19%	29%	24%	23%
Rarely	35%	28%	28%	33%	28%	33%	28%	31%	29%	32%	30%	31%	31%	30%	35%
Never	33%	35%	38%	33%	36%	33%	37%	35%	34%	35%	36%	38%	32%	35%	33%
Don't know (vol)	1%	1%	2%	1%	1%	1%	2%	0%	1%	2%	2%	1%	1%	2%	0%
Unwght N=	354	427	201	485	520	641	333	239	210	331	220	193	278	184	195

	Concern About Climate Change				Education				Region				
	Very	Somewhat	Not very	Not at all	High school or less	Some college	College graduate	Graduate work	Urban	Suburb	Exurban	Phil/ South	Shore
Frequently	10%	11%	6%	13%	9%	13%	8%	9%	11%	10%	14%	9%	9%
Occasionally	27%	23%	21%	18%	20%	21%	28%	26%	20%	28%	22%	16%	24%
Rarely	32%	37%	24%	22%	28%	31%	33%	31%	31%	29%	31%	31%	32%
Never	30%	28%	49%	44%	40%	34%	30%	34%	38%	32%	31%	44%	34%
Don't know (vol)	1%	1%	1%	3%	2%	1%	1%	0%	0%	2%	2%	1%	1%
Unwght N=	391	295	146	169	189	282	298	230	146	345	159	177	178

Information provided by local organizations in your community

	Party ID			Gender		Race		Age				Income			
	Dem	Ind	Rep	Male	Female	White	Non-wht.	18-34	35-49	50-64	65+	<$50K	$50K-<$100K	$100K-<$150K	$150K+
Frequently	11%	10%	7%	9%	11%	9%	10%	12%	7%	8%	12%	12%	8%	11%	8%
Occasionally	30%	19%	18%	22%	23%	23%	22%	16%	27%	25%	21%	19%	23%	29%	25%
Rarely	26%	28%	24%	27%	25%	29%	22%	32%	23%	27%	20%	25%	31%	24%	26%
Never	34%	42%	49%	41%	40%	38%	44%	38%	43%	38%	46%	43%	36%	35%	41%
Don't know (vol)	0%	2%	1%	1%	1%	1%	2%	2%	0%	1%	1%	1%	2%	1%	0%
Unwght N=	354	427	201	485	520	641	333	239	209	332	220	194	278	184	194

	Concern About Climate Change				Education				Region				
	Very	Somewhat	Not very	Not at all	High school or less	Some college	College graduate	Graduate work	Urban	Suburb	Exurban	Phil/ South	Shore
Frequently	14%	9%	4%	7%	9%	11%	10%	9%	10%	9%	15%	8%	8%
Occasionally	29%	24%	11%	13%	20%	19%	23%	30%	19%	26%	21%	16%	25%
Rarely	26%	26%	33%	20%	18%	29%	30%	29%	19%	27%	24%	30%	30%
Never	30%	39%	50%	60%	52%	40%	35%	31%	51%	37%	39%	47%	35%
Don't know (vol)	1%	2%	1%	0%	2%	1%	1%	0%	0%	2%	0%	0%	2%
Unwght N=	391	294	146	170	189	282	300	230	147	344	159	177	178

Social media platforms like Facebook and Twitter

	Party ID			Gender		Race		Age				Income			
	Dem	Ind	Rep	Male	Female	White	Non-wht.	18-34	35-49	50-64	65+	<$50K	$50K-<$100K	$100K-<$150K	$150K+
Frequently	29%	32%	22%	34%	25%	29%	30%	39%	31%	30%	14%	25%	29%	35%	29%
Occasionally	22%	19%	19%	17%	23%	19%	22%	22%	23%	19%	15%	23%	20%	21%	24%
Rarely	12%	11%	18%	12%	13%	12%	13%	13%	15%	10%	13%	9%	16%	11%	12%
Never	36%	36%	37%	36%	37%	37%	34%	26%	30%	40%	52%	43%	33%	33%	35%
Don't know (vol)	1%	1%	4%	2%	2%	3%	1%	0%	1%	2%	6%	1%	2%	1%	1%
Unwght N=	354	428	200	485	520	641	333	239	209	332	220	194	278	184	194

	Concern About Climate Change				Education				Region				
	Very	Somewhat	Not very	Not at all	High school or less	Some college	College graduate	Graduate work	Urban	Suburb	Exurban	Phil/South	Shore
Frequently	38%	25%	24%	23%	25%	27%	33%	33%	32%	28%	39%	22%	28%
Occasionally	22%	22%	14%	17%	17%	20%	24%	20%	20%	21%	16%	22%	18%
Rarely	9%	15%	18%	11%	12%	12%	12%	14%	12%	12%	8%	18%	12%
Never	30%	35%	43%	48%	44%	39%	28%	32%	34%	37%	36%	36%	39%
Don't know (vol)	2%	3%	1%	1%	3%	1%	3%	1%	2%	3%	1%	1%	2%
Unwght N=	391	295	145	170	189	282	299	229	147	345	158	177	178

Family, friends, neighbors, or coworkers

	Party ID			Gender		Race		Age				Income			
	Dem	Ind	Rep	Male	Female	White	Non-wht.	18-34	35-49	50-64	65+	<$50K	$50K-<$100K	$100K-<$150K	$150K+
Frequently	20%	17%	16%	15%	21%	19%	17%	14%	23%	17%	18%	20%	18%	17%	16%
Occasionally	34%	28%	26%	30%	30%	29%	30%	32%	29%	27%	33%	23%	27%	40%	31%
Rarely	23%	24%	25%	23%	24%	25%	22%	27%	23%	26%	16%	22%	25%	24%	30%
Never	23%	30%	32%	32%	25%	26%	30%	27%	25%	29%	31%	35%	30%	17%	23%
Don't know (vol)	0%	0%	2%	0%	1%	0%	1%	0%	0%	0%	3%	1%	0%	2%	0%
Unwght N=	354	427	201	485	520	641	333	239	210	331	220	194	278	183	195

	Concern About Climate Change				Education				Region				
	Very	Somewhat	Not very	Not at all	High school or less	Some college	College graduate	Graduate work	Urban	Suburb	Exurban	Phil/ South	Shore
Frequently	29%	14%	9%	10%	13%	20%	19%	23%	16%	18%	22%	15%	20%
Occasionally	36%	27%	25%	26%	27%	26%	32%	35%	26%	35%	26%	28%	27%
Rarely	20%	29%	28%	19%	19%	26%	26%	24%	22%	23%	24%	27%	23%
Never	15%	29%	38%	45%	41%	28%	21%	15%	35%	23%	28%	30%	29%
Don't know (vol)	0%	1%	0%	1%	0%	0%	1%	2%	1%	1%	1%	0%	1%
Unwght N=	391	295	145	170	189	282	298	230	147	345	159	176	178

[SPLIT SAMPLE – ½ VERSION A, ½ VERSION B]
[VERSION A]

Q. Combating climate change will require some decisions and choices by the New Jersey government. I'd like to ask you about *your* preferences. Which statement comes closer to what you think the government should do, even if neither is perfect:

The government should impose limits on the sources of green-house gasses, such as limiting emissions from cars, trucks, and industries	30%
The government should try to reduce greenhouse gases voluntarily by offering incentives to those who reduce their emissions, such as residents, businesses and industries	44%
Both/neither (vol)	20%
Don't know (vol)	5%
Unwght N=	497

	Party ID			Gender		Race		Age				Income			
	Dem	Ind	Rep	Male	Female	White	Non-wht.	18-34	35-49	50-64	65+	<$50K	$50K-<$100K	$100K-<$150K	$150K+
Gov't should impose limits	40%	26%	21%	28%	32%	31%	30%	24%	36%	33%	26%	32%	29%	37%	29%
Gov't should reduce voluntarily	44%	45%	44%	42%	47%	43%	46%	50%	38%	47%	39%	42%	49%	37%	51%
Both/neither (vol)	11%	22%	31%	27%	15%	24%	16%	18%	25%	16%	25%	19%	15%	24%	18%
Don't know (vol)	4%	7%	4%	4%	6%	2%	9%	8%	0%	3%	10%	6%	6%	3%	2%
Unwght N=	173	213	99	239	258	333	152	112	88	181	113	102	135	88	96

	Concern About Climate Change		Education	
	Very/ Somewhat	Not very/ at all	Some college or less	College or more
Gov't should impose limits	36%	18%	22%	35%
Gov't should reduce voluntarily	45%	44%	45%	43%
Both/neither (vol)	14%	34%	22%	16%
Don't know (vol)	6%	4%	10%	5%
Unwght N=	345	152	224	276

[VERSION B]

Q. Combating climate change will require some decisions and choices by the New Jersey government. I'd like to ask you about *your* preferences. Which statement comes closer to what you think the government should do, even if neither is perfect:

The government should impose limits on the sources of green-house gases	27%
The government should try to reduce greenhouse gases voluntarily by offering incentives to those who reduce their emissions	45%
Both/neither (vol)	20%
Don't know (vol)	8%
Unwght N=	503

	Party ID			Gender		Race		Age				Income			
	Dem	Ind	Rep	Male	Female	White	Non-wht.	18-34	35-49	50-64	65+	<$50K	$50K-<$100K	$100K-<$150K	$150K+
Gov't should impose limits	30%	28%	20%	23%	31%	23%	32%	31%	23%	27%	25%	38%	29%	20%	27%
Gov't should reduce voluntarily	43%	48%	44%	50%	41%	47%	43%	47%	52%	47%	33%	38%	43%	62%	39%
Both/neither (vol)	16%	18%	27%	22%	17%	23%	14%	18%	17%	21%	23%	12%	20%	16%	30%
Don't know (vol)	11%	6%	9%	6%	10%	7%	11%	4%	8%	4%	19%	12%	8%	2%	4%
Unwght N=	179	211	102	243	260	305	180	126	120	151	104	92	141	96	97

	Concern About Climate Change		Education	
	Very/ Somewhat	Not very/ at all	Some college or less	College or more
Gov't should impose limits	33%	15%	22%	35%
Gov't should reduce voluntarily	46%	42%	45%	43%
Both/neither (vol)	15%	30%	22%	16%
Don't know (vol)	6%	13%	10%	5%
Unwght N=	341	158	224	276

[END SPLIT SAMPLE]

Q. Do you think your mayor and local government should be doing more to help reduce the effects of climate change, should they be doing less, or are they doing enough already?

More	57%
Less	6%
Enough already	24%
Don't know (vol)	12%
Unwght N=	999

	Party ID			Gender		Race		Age				Income			
	Dem	Ind	Rep	Male	Female	White	Non-wht.	18-34	35-49	50-64	65+	<$50K	$50K-<$100K	$100K-<$150K	$150K+
More	70%	58%	37%	50%	64%	50%	67%	61%	63%	54%	53%	69%	56%	59%	57%
Less	2%	6%	13%	8%	5%	8%	3%	6%	7%	7%	7%	4%	5%	7%	8%
Enough already	18%	23%	35%	29%	19%	28%	19%	24%	20%	28%	23%	17%	28%	24%	27%
Don't know (vol)	9%	12%	15%	13%	12%	13%	10%	9%	10%	12%	18%	11%	11%	10%	8%
Unwght N=	354	423	199	480	519	637	332	237	209	330	218	194	275	183	194

	Concern over climate change				Education				Region				
	Very	Somewhat	Not very	Not at all	High school or less	Some college	College graduate	Graduate work	Urban	Suburb	Exurban	Phil/ South	Shore
More	76%	64%	40%	21%	56%	52%	62%	62%	63%	59%	51%	65%	46%
Less	2%	4%	7%	22%	6%	7%	8%	5%	5%	4%	11%	5%	10%
Enough already	15%	21%	35%	40%	24%	29%	21%	21%	23%	24%	26%	18%	30%
Don't know (vol)	7%	12%	19%	18%	14%	12%	10%	12%	9%	12%	13%	12%	14%
Unwght N=	389	294	144	168	188	279	296	230	147	343	158	175	176

Now let's talk about residents who live in areas of the state that are prone to flooding, severe weather, and damage by storms.

[SPLIT SAMPLE – ½ VERSION A, ½ VERSION B]
[VERSION A]

Q. When it comes to residents in <u>upper income areas</u>, which statement comes closer to what you think the government should do, even if neither is perfect:

The Government should give these residents the resources to help them either rebuild in the same area or relocate	49%
Homeowners in these areas should pay the costs of rebuilding or relocating on their own	33%
Combination of both (vol)	13%
Don't know (vol)	5%
Unwght N=	498

	Party ID			Gender		Race		Age				Income			
	Dem	Ind	Rep	Male	Female	White	Non-wht.	18-34	35-49	50-64	65+	<$50K	$50K-<$100K	$100K-<$150K	$150K+
Gov't should give resources	53%	48%	43%	42%	55%	41%	60%	53%	52%	48%	41%	49%	55%	58%	40%
Homeowners should pay	31%	31%	39%	41%	25%	37%	27%	29%	30%	36%	36%	31%	32%	29%	36%
Combination of both (vol)	11%	14%	14%	11%	15%	16%	8%	12%	12%	13%	17%	15%	11%	10%	19%
Don't know (vol)	4%	6%	4%	5%	5%	6%	5%	6%	6%	3%	7%	5%	2%	3%	5%
Unwght N=	174	213	99	240	258	334	152	112	88	181	114	101	136	88	96

	Concern About Climate Change		Education	
	Very/ Somewhat	Not very/ at all	Some college or less	College or more
Gov't should give resources	53%	41%	49%	48%
Homeowners should pay	30%	38%	33%	33%
Combination of both (vol)	13%	14%	14%	13%
Don't know (vol)	4%	8%	5%	6%
Unwght N=	344	154	244	251

[VERSION B]

Q. When it comes to residents in <u>lower and middle-income areas</u>, which statement comes closer to what you think the government should do, even if neither is perfect:

The Government should give these residents the resources to help them either rebuild in the same area or relocate	63%
Homeowners in these areas should pay the costs of rebuilding or relocating on their own	17%
Combination of both (vol)	13%
Don't know (vol)	6%
Unwght N=	504

	Party ID			Gender		Race		Age				Income			
	Dem	Ind	Rep	Male	Female	White	Non-wht.	18-34	35-49	50-64	65+	<$50K	$50K-<$100K	$100K-<$150K	$150K+
Gov't should give resources	71%	66%	46%	59%	67%	58%	72%	77%	62%	59%	53%	79%	60%	69%	52%
Homeowners should pay	10%	15%	32%	22%	13%	20%	12%	8%	20%	20%	21%	10%	20%	9%	28%
Combination of both (vol)	13%	13%	15%	15%	12%	15%	11%	11%	13%	16%	14%	9%	17%	17%	15%
Don't know (vol)	7%	5%	6%	4%	8%	7%	5%	5%	4%	5%	12%	2%	2%	5%	5%
Unwght N=	179	212	102	244	260	306	180	127	121	150	104	92	142	96	98

	Concern About Climate Change		Education	
	Very/ Somewhat	Not very/ at all	Some college or less	College or more
Gov't should give resources	71%	49%	65%	60%
Homeowners should pay	12%	28%	17%	18%
Combination of both (vol)	13%	14%	12%	15%
Don't know (vol)	4%	10%	6%	7%
Unwght N=	340	160	224	277

[END SPLIT SAMPLE]

Q. Do you think the state government in New Jersey SHOULD or should NOT have the power to prohibit homeowners from rebuilding in flood-prone areas?

		Concern About Climate Change			
	ALL	Very	Somewhat	Not very	Not at all
Should	50%	58%	50%	45%	34%
Should not	43%	35%	41%	50%	58%
Don't know (vol)	7%	7%	9%	6%	8%
Unwght N=	1001	389	294	147	167

	Party ID			Gender		Race		Age				Income			
	Dem	Ind	Rep	Male	Female	White	Non-wht.	18-34	35-49	50-64	65+	<$50K	$50K-<$100K	$100K-<$150K	$150K+
Should	51%	50%	47%	49%	50%	49%	51%	44%	52%	50%	55%	45%	50%	52%	59%
Should not	40%	44%	46%	46%	40%	45%	40%	49%	40%	42%	38%	48%	44%	41%	33%
Don't know (vol)	10%	6%	7%	5%	9%	6%	9%	7%	8%	8%	7%	7%	6%	7%	8%
Unwght N=	355	423	200	483	518	639	332	238	209	329	220	192	278	184	193

	Education				Region				
	High school or less	Some college	College graduate	Graduate work	Urban	Suburban	Exurban	Phil/South	Shore
Should	47%	48%	47%	59%	45%	56%	56%	47%	38%
Should not	43%	46%	47%	33%	48%	38%	39%	42%	52%
Don't know (vol)	10%	6%	6%	8%	6%	6%	4%	11%	11%
Unwght N=	189	280	297	229	146	343	158	177	177

Q. If you had to choose between funding roads, bridges, and government buildings [ROTATE: at the current cost], or through [paying a little more in taxes to make them better able to withstand severe weather events], which would you choose?

		Concern About Climate Change			
	ALL	Very	Somewhat	Not very	Not at all
Current cost	54%	42%	53%	67%	72%
Paying a little more in taxes	40%	53%	41%	29%	17%
Don't know (vol)	7%	5%	7%	4%	10%
Unwght N=	996	388	292	145	167

	Party ID			Gender		Race		Age				Income			
	Dem	Ind	Rep	Male	Female	White	Non-wht.	18-34	35-49	50-64	65+	<$50K	$50K-<$100K	$100K-<$150K	$150K+
Current cost	41%	56%	68%	58%	50%	55%	51%	54%	58%	53%	49%	50%	54%	48%	61%
Paying a little more in taxes	54%	37%	24%	36%	43%	39%	42%	41%	38%	43%	36%	40%	42%	50%	34%
Don't know (vol)	5%	7%	8%	6%	7%	6%	7%	6%	4%	4%	14%	10%	4%	2%	5%
Unwght N=	352	420	201	480	516	639	327	238	207	329	217	193	275	184	194

	Education				Region				
	High school or less	Some college	College graduate	Graduate work	Urban	Suburban	Exurban	Phil/South	Shore
Current cost	52%	56%	57%	50%	49%	53%	65%	44%	62%
Paying a little more in taxes	39%	38%	38%	46%	42%	40%	30%	51%	32%
Don't know (vol)	9%	7%	5%	4%	8%	7%	5%	5%	6%
Unwght N=	185	281	297	226	145	342	157	175	177

Q. There has been a lot of discussion about who should pay whatever the added costs are to make New Jersey more resilient to the impact of climate change. Please tell me if each of the following should pay for a major share, a minor share, or no share at all. First:

	Residents through a charge on their utility bills	The state government through the taxes it collects	Fuel producers and users that cause the most emissions of greenhouse gases
Major share	6%	43%	62%
Minor share	45%	35%	22%
No share at all	45%	18%	10%
Don't know (vol)	3%	4%	6%
Unwght N=	497	498	498

Residents through a charge on their utility bills

	Party ID			Gender		Race		Age				Income			
	Dem	Ind	Rep	Male	Female	White	Non-wht.	18-34	35-49	50-64	65+	<$50K	$50K-<$100K	$100K-<$150K	$150K+
Major share	13%	3%	2%	6%	7%	6%	7%	6%	3%	9%	5%	9%	4%	5%	8%
Minor share	47%	48%	39%	41%	49%	42%	50%	55%	54%	34%	43%	44%	48%	49%	55%
No share at all	39%	43%	57%	50%	41%	48%	40%	37%	42%	53%	45%	41%	46%	45%	35%
Don't know (vol)	1%	5%	2%	3%	3%	4%	3%	2%	1%	4%	6%	6%	2%	1%	1%
Unwght N=	174	211	99	239	258	332	152	112	87	182	113	102	135	88	96

	Concern About Climate Change		Education	
	Very/ Somewhat	Not very/ at all	Some college or less	College or more
Major share	8%	2%	4%	8%
Minor share	52%	32%	45%	47%
No share at all	36%	64%	47%	43%
Don't know (vol)	4%	2%	4%	2%
Unwght N=	344	153	243	250

The state government through the taxes it collects

	Party ID			Gender		Race		Age				Income			
	Dem	Ind	Rep	Male	Female	White	Non-wht.	18-34	35-49	50-64	65+	<$50K	$50K-<$100K	$100K-<$150K	$150K+
Major share	53%	42%	32%	38%	48%	44%	44%	48%	50%	39%	37%	46%	44%	46%	44%
Minor share	35%	35%	32%	32%	37%	35%	33%	29%	39%	37%	34%	34%	34%	38%	37%
No share at all	9%	21%	29%	27%	10%	17%	19%	22%	10%	19%	21%	17%	18%	16%	18%
Don't know (vol)	3%	3%	8%	3%	5%	4%	3%	1%	1%	5%	8%	3%	4%	0%	1%
Unwght N=	175	211	99	239	259	333	152	112	87	182	114	102	136	88	96

	Concern About Climate Change		Education	
	Very/ Somewhat	Not very/ at all	Some college or less	College or more
Major share	49%	32%	40%	50%
Minor share	38%	27%	35%	32%
No share at all	9%	37%	20%	15%
Don't know (vol)	4%	3%	5%	3%
Unwght N=	344	154	243	251

Fuel producers and users that cause the most emissions of greenhouse gases

	Party ID			Gender		Race		Age				Income			
	Dem	Ind	Rep	Male	Female	White	Non-wht.	18-34	35-49	50-64	65+	<$50K	$50K-<$100K	$100K-<$150K	$150K+
Major share	73%	59%	48%	54%	69%	64%	60%	56%	73%	64%	54%	56%	65%	68%	70%
Minor share	18%	22%	29%	25%	18%	16%	28%	30%	17%	20%	19%	30%	20%	19%	16%
No share at all	4%	11%	19%	16%	5%	13%	6%	11%	8%	10%	12%	7%	10%	11%	12%
Don't know (vol)	5%	8%	4%	6%	7%	6%	7%	3%	3%	6%	15%	7%	6%	2%	2%
Unwght N=	174	212	99	239	259	333	152	112	87	182	114	102	135	88	96

	Concern About Climate Change		Education	
	Very/ Somewhat	Not very/ at all	Some college or less	College or more
Major share	70%	44%	56%	70%
Minor share	19%	27%	26%	15%
No share at all	3%	25%	10%	11%
Don't know (vol)	8%	4%	8%	5%
Unwght N=	345	153	244	250

Q. Please tell me if you would strongly support, somewhat support, somewhat oppose, or strongly oppose each of the following proposed policies. First:

	Requiring affordable and low-income rental homes to meet energy efficiency building standards	**Requiring all customers in the state to pay an additional 50 cents on their monthly electric bill to help low-income and households make their homes more energy efficient**	**Requiring utility companies to provide financial incentives to help low-income customers cover the cost of energy-saving improvements to their homes**
Strongly support	50%	28%	50%
Somewhat support	29%	27%	30%
Somewhat oppose	6%	11%	8%
Strongly oppose	10%	32%	10%
Depends (vol)	1%	1%	1%
Don't know (vol)	3%	1%	1%
Unwght N=	506	506	506

Requiring affordable and low-income rental homes to meet energy efficiency building standards

	Party ID			Gender		Race		Age				Income			
	Dem	Ind	Rep	Male	Female	White	Non-wht.	18-34	35-49	50-64	65+	<$50K	$50K-<$100K	$100K-<$150K	$150K+
Strongly support	61%	52%	33%	53%	48%	46%	55%	54%	50%	51%	45%	59%	50%	46%	43%
Somewhat support	24%	30%	35%	27%	31%	31%	28%	34%	28%	24%	31%	22%	32%	33%	34%
Somewhat oppose	6%	6%	8%	6%	6%	6%	7%	4%	7%	7%	8%	9%	6%	7%	4%
Strongly oppose	5%	10%	16%	11%	9%	11%	8%	6%	13%	11%	10%	6%	10%	11%	17%
Depends (vol)	1%	1%	1%	1%	1%	1%	1%	0%	0%	2%	1%	0%	1%	1%	1%
Don't know (vol)	2%	2%	7%	2%	4%	5%	1%	2%	2%	5%	5%	4%	2%	1%	1%
Unwght N=	180	213	102	244	262	307	181	126	122	151	105	92	143	96	99

	Concern About Climate Change		Education	
	Very/ Somewhat	Not very/ at all	Some college or less	College or more
Strongly support	55%	40%	51%	50%
Somewhat support	32%	23%	29%	30%
Somewhat oppose	5%	9%	7%	5%
Strongly oppose	6%	19%	10%	10%
Depends (vol)	1%	1%	0%	2%
Don't know (vol)	2%	7%	3%	3%
Unwght N=	340	162	225	278

Requiring all customers in the state to pay an additional 50 cents on their monthly electric bill to help low-income and households make their homes more energy efficient

	Party ID			Gender		Race		Age				Income			
	Dem	Ind	Rep	Male	Female	White	Non-wht.	18-34	35-49	50-64	65+	<$50K	$50K-<$100K	$100K-<$150K	$150K+
Strongly support	34%	34%	10%	26%	30%	24%	34%	28%	32%	25%	29%	34%	29%	25%	23%
Somewhat support	37%	21%	25%	26%	28%	26%	31%	37%	15%	25%	30%	29%	34%	29%	21%
Somewhat oppose	7%	12%	11%	12%	10%	12%	8%	8%	13%	12%	9%	9%	11%	10%	15%
Strongly oppose	19%	32%	50%	35%	29%	35%	24%	26%	40%	33%	27%	26%	25%	36%	40%
Depends (vol)	1%	1%	1%	1%	1%	1%	1%	1%	0%	2%	1%	1%	1%	0%	1%
Don't know (vol)	2%	0%	4%	0%	2%	2%	1%	0%	0%	2%	4%	1%	0%	0%	0%
Unwght N=	179	215	101	245	261	306	181	127	122	151	104	92	141	96	99

	Concern About Climate Change		Education	
	Very/ Somewhat	Not very/ at all	Some college or less	College or more
Strongly support	32%	20%	29%	27%
Somewhat support	32%	18%	25%	31%
Somewhat oppose	10%	11%	9%	12%
Strongly oppose	24%	47%	35%	28%
Depends (vol)	1%	0%	1%	2%
Don't know (vol)	0%	3%	2%	1%
Unwght N=	340	162	225	278

Requiring utility companies to provide financial incentives to help low-income customers cover the cost of energy-saving improvements to their homes

	Party ID			Gender		Race		Age				Income			
	Dem	Ind	Rep	Male	Female	White	Non-wht.	18-34	35-49	50-64	65+	<$50K	$50K-<$100K	$100K-<$150K	$150K+
Strongly support	59%	49%	38%	46%	53%	44%	57%	53%	46%	51%	48%	55%	49%	48%	48%
Somewhat support	29%	31%	30%	32%	29%	33%	27%	35%	29%	28%	27%	26%	34%	35%	28%
Somewhat oppose	4%	7%	14%	8%	8%	9%	7%	7%	11%	6%	7%	8%	9%	8%	9%
Strongly oppose	5%	11%	15%	13%	7%	11%	7%	4%	13%	11%	12%	5%	6%	8%	15%
Depends (vol)	2%	0%	3%	0%	2%	2%	1%	0%	1%	1%	4%	0%	1%	1%	0%
Don't know (vol)	1%	2%	0%	1%	2%	2%	1%	1%	0%	2%	3%	6%	1%	0%	1%
Unwght N=	180	214	101	245	261	307	181	127	121	150	106	92	142	96	99

	Concern About Climate Change		Education	
	Very/ Somewhat	Not very/ at all	Some college or less	College or more
Strongly support	53%	43%	51%	46%
Somewhat support	34%	22%	28%	33%
Somewhat oppose	8%	8%	8%	8%
Strongly oppose	4%	21%	9%	11%
Depends (vol)	1%	2%	2%	0%
Don't know (vol)	1%	3%	1%	2%
Unwght N=	340	162	225	278

Methodology

The Rutgers-Eagleton Poll was conducted by telephone using live callers March 29 - April 9, 2018 with a scientifically selected random sample of 1,008 New Jersey adults, 18 or older. 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 409 landline and 599 cell phone adults, all acquired through random digit dialing. Distribution of household phone use in this sample is:

Cell Only:	33%
Dual Use, Reached on Cell:	27%
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.[1][2][3] 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.

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.

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

[2] 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.

[3] 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.

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 1,008 New Jersey adults is +/-3.1 percentage points at a 95 percent confidence interval. The design effect is 1.30, making the adjusted margin of error +/- 3.5 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 46.5 and 53.5 percent (50 +/- 3.5) 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 Rutgers-Eagleton Poll was fielded by Braun Research, Inc. The questionnaire was developed and all data analyses were completed in house by the Eagleton Center for Public Interest Polling (ECPIP). The questionnaire was developed and all data analyses were completed in house by Dr. Ashley Koning and Dr. Cliff Zukin at the Eagleton Center for Public Interest Polling (ECPIP) at Rutgers University-New Brunswick. William Young and Kyle Morgan assisted with preparation of the questionnaire and analysis and preparation of this release. These questions were paid for and sponsored by the New Jersey Climate Change Alliance. Full questionnaires are available on request, and can also be accessed through our archives at eagletonpoll.rutgers.edu.

Weighted Sample Characteristics
1,008 New Jersey Adults

Male	47%	**Democrat**	35%	**18-29**	18%	**HS or Less**	30%	**White**	57%
Female	53%	**Independent**	44%	**30-49**	31%	**Some College**	30%	**Black**	12%
		Republican	22%	**50-64**	31%	**College Grad**	23%	**Hispanic**	18%
				65+	20%	**Grad Work**	17%	**Other**	12%