Methodology

The survey was conducted between October 23 and October 28, 2021, using a certified list of registered voters in New Jersey. Respondents were randomly chosen from the list and contacted via either live-caller telephone interviews or text-to-web surveys sent to cellular phones, resulting in an overall sample of 823 respondents. 249 of the interviews were carried out via landline telephones, with the remainder (580) going to cellular phones. Surveys were conducted only in English.

The data were weighted to be representative of the population of voters in previous New Jersey gubernatorial elections. The weights used, like all weights, balance the demographic characteristics of the sample to match known population parameters. The weighted results used here are balanced to match parameters for sex, age, and race/ethnicity. Weights for education of the respondents were considered, but found to be unnecessary, as the characteristics of the sample closely matched the target weighted characteristics.

SPSSINC RAKE, an SPSS extension module that simultaneously balances the distributions of all variables using the GENLOG procedure, was used to produce final weights. Weights were trimmed to prevent individual interviews from having too much influence on the final results. The use of these weights in statistical analysis helps to ensure that the demographic characteristics of the sample approximate the demographic characteristics of the target population. The size of these weights is used to construct the measure of design effects, which indicate the extent to which the reported results are being driven by the weights applied to the data, rather than found in the data itself. Simply put, these design effects tell us how many additional respondents would have been needed to get the weighted number of respondents across weighted categories: larger design effects indicate greater levels of under-representation in the data. In this case, the calculated design effects are approximately 1.34.

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 823 registered voters in New Jersey is +/-3.4 percentage points, at a 95 percent confidence interval. Including the design effects, the margin of error would be +/-4.5 percentage points, though the figure not including them is much more commonly reported.

This error calculation does not take into account other sources of variation inherent in public opinion studies, such as non-response, question-wording, differences in translated forms, or context effects. While such errors are known to exist, they are often unquantifiable within a particular survey, and all efforts, such as randomization and extensive pre-testing of items, have been used to minimize them..

Weighted Telephone Sample Characteristics

829 New Jersey Registered Voters

Woman	53%	N = 435
Man	46%	N = 379
Some Other Way	4%	N = 15
18-29	12%	N = 99
30-44	22%	N = 181
45-64	41%	N = 337
65+	25%	N = 208
Democrat (with leaners)	44%	N = 365
Independent	14%	N = 116
Republican (with leaners)	34%	N = 278
White	69%	N = 576
Black	12%	N = 101
Hispanic	11%	N = 87
Asian	3%	N = 22
Other	1%	N = 9
Northwest	16%	N = 130
Northeast	17%	N = 141
Urban Core	35%	N = 291
South	12%	N = 98
Atlantic Coast	21%	N = 170

Northwest: Hunterdon, Mercer, Morris, Somerset, Sussex, and Warren Counties
Northeast: Bergen, and Passaic Counties
Urban Core: Essex, Hudson, Middlesex and Union Counties
South: Burlington, Camden, Cumberland, Gloucester, and Salem Counties
Atlantic Coast: Cape May, Monmouth, and Ocean Counties

Question wording and order:

1. *Have you or a family member been prescribed an opioid, such as OxyContin, Percocet or Vicodin as a pain medication over the past two years?*

   Yes
   No   (Skip to Q3)
   Not sure   (Skip to Q3)

2. *Did the health care provider make you or your family member aware of the risks of prescribed opioids?*

   Yes
   No
   Dk (vol)

   (ROTATE Q's 3 and 4)

3. *If you needed a pain medication for an injury, broken bone or following surgery, would you prefer to be prescribed an opioid such as Oxycontin or Percocet, (ROTATE) or would you prefer to be prescribed a non-opioid such as Tylenol, aspirin or Aleve?*

   Opioid
   Non-Opioid
   Not Sure

4. *If you had a child who needed a pain medication for a sports injury, broken bone or following surgery, would you prefer they were prescribed an opioid such as Oxycontin or Percocet, (ROTATE) or would you prefer that they were prescribed a non-opioid alternative such as Tylenol, aspirin or Aleve?*

   Opioid
   Non-Opioid
   Not Sure

5. *Have you had a family member, relative or friend who has ever been addicted to prescribed opioids such as OxyContin, Percocet or Vicodin?*

   Yes
   No
   Dk (vol)

Release Tables

[percentages may not equal 100 due to rounding]

Prescribed opioid in past 2 years		Ethnicity				Sex	
	Overall	**White**	**Black**	**Asian**	**Hispanic**	**Men**	**Women**
N=	*829*	*576*	*101*	*22*	*87*	*379*	*435*
Yes	38	39	32	14	37	39	37
No	58	57	65	79	57	58	58
Not Sure [Vol]	4	4	2	7	6	2	5

Made aware of opioid risks?		Ethnicity				Sex	
	Overall	**White**	**Black**	**Asian**	**Hispanic**	**Men**	**Women**
N=	*316*	*227*	*32*	*3*	*32*	*149*	*162*
Yes	71	72	62	*	70	72	69
No	19	18	28	*	23	16	23
Not Sure [Vol]	9	10	10	*	7	12	7

Prefer opioid or non-opioid for self?		Ethnicity				Sex	
	Overall	**White**	**Black**	**Asian**	**Hispanic**	**Men**	**Women**
N=	*829*	*576*	*101*	*22*	*87*	*379*	*435*
Opioid	22	25	15	16	19	24	20
Non-opioid	59	57	69	57	60	56	61
Not Sure [Vol]	19	19	16	27	20	20	18

Prefer opioid or non-opioid For child?		Ethnicity				Sex	
	Overall	**White**	**Black**	**Asian**	**Hispanic**	**Men**	**Women**
N=	*829*	*576*	*101*	*22*	*87*	*379*	*435*
Opioid	11	12	10	7	9	12	10
Non-opioid	72	71	79	69	76	72	72
Not Sure [Vol]	18	18	12	24	15	16	18

Known someone addicted to opioids?		Ethnicity				Sex	
	Overall	**White**	**Black**	**Asian**	**Hispanic**	**Men**	**Women**
N=	*829*	*576*	*101*	*22*	*87*	*379*	*435*
Yes	36	38	32	4	33	37	35
No	57	56	57	85	55	56	57
Not Sure [Vol]	8	7	11	11	11	7	8

Known someone addicted to opioids?	Party ID			Age			
	Dem	Rep	Ind	18-29	30-44	45-64	65+
N=	*365*	*278*	*116*	*99*	*181*	*337*	*208*
Yes	36%	34%	39%	31%	43%	39%	27%
No	57%	60%	51%	53%	47%	55%	70%
Not Sure [Vol]	8%	5%	10%	13%	9%	7%	3%