



For immediate release

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NEW JERSEY RESIDENTS, OH DEER!

Fairleigh Dickinson University, April 12, 2019 – Living in the Garden State has its advantages and disadvantages. Our close proximity to wildlife, especially deer, falls in both categories. The most recent statewide survey from the Fairleigh Dickinson University Poll and the New Jersey Farm Bureau finds that nearly 2 in 5 (39%) New Jersey residents have either been in an auto accident involving a deer or know of someone who has. Among those living in Northwestern New Jersey (Hunterdon, Morris, Somerset, Sussex and Warren) the likelihood of an accident soars to 61%.

“Deer strikes on the roadways can cause fatalities,” said Farm Bureau President, Ryck Suydam. “That safety issue, plus millions of dollars in automobile damage each year create a demand for legislative action,” he said.

Aside from collisions with autos, deer also cause damage to ornamental landscape. Of those (81%) who say they have plants and landscaping, a third (34%) report they have had deer damage or destroy it. Perhaps unsurprisingly, more than a quarter of all New Jerseyans (28%) rate deer as a very serious problem (7+ on a scale of 1-10).

“In addition to crop and landscape damage, surplus deer ravage the state’s woodlands new growth,” said Peter Furey of the Farm Bureau. “Not enough people are talking about this environmental issue.”

Residents strongly support hunting as a way of controlling the New Jersey deer population. Almost two-thirds (62%) support hunting, with men (76%) significantly more likely to favor this approach than women (48%). Those from northwestern counties are also more apt to support hunting (77%). Partisanship plays no role in attitudes toward hunting, with a majority across Democrats (55%), Independents (67%) and Republicans (66%) supporting the practice.

Finally, residents were asked about management plans for deer on government-owned lands. Seven in 10 (70%) now believe there should be management plans in place, up from 57 percent the last time the question was asked, in 2015.

“As the State continues to invest in preserving open space, it’s time they also start to manage the deer that are harbored on those lands. The agricultural community is ready to discuss all possible management strategies, but the fact remains that hunting is the single most effective tool we have at present,” Suydam said.

Methodology –

In this poll, 1,203 adults were contacted between March 7 and 22, 2019, 621 of which were contacted by live callers on both landlines and cell phones and 582 through an online probability-based panel. The combined sample has a margin of error of +/-3.7 percentage points; the phone sample has a margin of error of +/-4.5 percentage points, and the online probability-base sample has a margin of error of +/-6.0 percentage points. Interviews were done in English and, when requested, Spanish.

Telephone Methodology

The telephone survey was conducted by live callers on both landlines and cellular phones between March 7 and 12, 2019, with a scientifically selected random sample of 621 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. The poll was available in Spanish for respondents who requested it. This telephone poll included 258 adults reached on a landline phone and 363 adults reached on a cell phone, all acquired through random digit dialing. Distribution of household phone use in this sample is:

Cell Only:	34%
Dual Use, Reached on Cell:	24%
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.¹²³

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.

An adjustment was incorporated into the raking to ensure that the party ID distribution of both forms were similar to each other. This was done by first raking the entire sample to target population benchmarks and extracting from that weighted data a party ID "benchmark". Then the final weighting by form included all the weighting demographics listed above, plus the party ID distribution derived from the first raking.

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 621 New Jersey adults is +/-3.9 percentage points at a 95 percent confidence interval. The design effect is 1.31, making the adjusted margin of error +/- 4.5 percentage points. Thus, if 50 percent of New Jersey adults in this sample favor a particular

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.

position, we would be 95 percent sure that the true figure is between 45.5 and 54.5 percent (50 +/- 4.5) 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 telephone survey was fielded by Braun Research, Inc. with sample from Dynata.

**Weighted Telephone Sample Characteristics
621 New Jersey Adults**

Male	48%	Democrat	36%	18-34	25%	HS or Less	30%	White	58%
Female	52%	Independent	41%	35-49	24%	Some College	30%	Black	12%
		Republican	23%	50-64	30%	College Grad	22%	Hispanic	19%
				65+	20%	Grad Work	17%	Other	12%

Online Methodology

The online survey was conducted between March 13 and 22, 2019, using the web-enabled KnowledgePanel®, a probability-based panel designed to be representative of the U.S. population. Initially, participants are chosen scientifically by a random selection of telephone numbers and residential addresses. Persons in selected households are then invited by telephone or by mail to participate in the web-enabled KnowledgePanel. For those who agree to participate, but do not already have Internet access, Ipsos provides at no cost a laptop/netbook and ISP connection. People who already have computers and Internet service are permitted to participate using their own equipment. Panelists then receive unique log-in information for accessing surveys online, and then are sent emails throughout each month inviting them to participate in research. This survey contained 582 New Jersey adults, 18 or older and was available in Spanish for respondents who requested it.

The data were weighted to be representative of the non-institutionalized adult population of New Jersey. The sample was balanced, by form, to match target population benchmarks 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.⁴⁵⁶

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. The IPSOS KnowledgePanel base weight was used as the input weight for the weighting.

An adjustment was incorporated into the raking to ensure that the party ID distribution of both forms were similar to each other. This was done by first raking the entire sample to target population benchmarks and extracting from that weighted data a party ID “benchmark”. Then the final weighting by form included all the weighting demographics listed above, plus the party ID distribution derived from the first raking.

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

⁴ NCHS, National Health Interview Survey, 2012-2016; U.S. Census Bureau, American Community Survey, 2011-2015; and infoUSA.com consumer database, 2012-2016.

⁵ 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.

⁶ 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.

effect of weighting the data to better match the population. In this poll, the simple sampling error for 582 New Jersey adults is +/-4.1 percentage points at a 95 percent confidence interval. The design effect is 2.18, making the adjusted margin of error +/- 6.0 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 44 and 56 percent (50 +/- 6.0) 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 online survey was fielded by Ipsos. Ipsos is an independent market research company controlled and managed by research professionals. Visit www.ipsos.com/en-us to learn more about Ipsos' offerings and capabilities.

**Weighted Online Sample Characteristics
582 New Jersey Adults**

Male	47%	Democrat	41%	18-34	25%	HS or Less	34%	White	59%
Female	53%	Independent	38%	35-49	26%	Some College	26%	Black	11%
		Republican	21%	50-64	28%	College Grad	24%	Hispani	18%
				65+	21%	Grad Work	17%	c	
								Other	11%

Telephone + Online Combined Probability Sample Methodology

The entire survey was conducted between March 7 and March 22, 2019 with a combined total sample of 1,203 New Jersey adults, 18 or older. Distribution of the combined sample is as follows:

Reached on Cell:	30%
Reached on LL:	21%
Reached online:	48%

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 1,203 New Jersey adults is +/-2.8 percentage points at a 95 percent confidence interval. The design effect is 1.73, making the adjusted margin of error +/- 3.7 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 456.3 and 53.7 percent (50 +/- 3.7) 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.

**Weighted Combined Sample Characteristics
1,203 New Jersey Adults**

Male	47%	Democrat	39%	18-34	25%	HS or Less	32%	White	59%
Female	53%	Independent	40%	35-49	25%	Some College	28%	Black	11%
		Republican	22%	50-64	29%	College Grad	23%	Hispani	19%
				65+	21%			c	
						Grad Work	17%	Other	11%

For the second year, the FDU Poll received an “A” rating from statistician Nate Silver’s FiveThirtyEight blog. The ratings measure both accuracy and bias for all major polling services in the United States, providing an update to similar research the poll watchers conducted in 2014. FDU’s “A” rating puts it in the top 15 of the more than 380 polling institutes reviewed and graded from A+ through F. The FDU poll was found to have a 94 percent accuracy rate for predicting election results, and is one of only three A-rated polling institutes with zero bias to their rankings.

Tables

FB1. Have you, a family member, or a friend ever been involved in a car accident that involved a deer?											
	Total	Male	Female	Northeast	Northwest	Urban Core	Central	South	Dem	Indep.	Rep.
Sample Size	1,203	571	632	200	174	248	381	199	452	364	355
Yes	39%	41%	36%	26%	61%	24%	43%	41%	31%	48%	40%
No	61%	58%	63%	74%	38%	75%	56%	58%	69%	51%	60%
FB2. Have deer ever damaged or destroyed your plants or other landscaping, or do you not have any plants or landscaping?											
	Total	Male	Female	Northeast	Northwest	Urban Core	Central	South	Dem.	Indep.	Rep.
Sample Size	1,201	570	632	200	173	248	381	199	452	364	353
Yes	28%	30%	26%	28%	55%	17%	30%	14%	23%	30%	32%
No	53%	51%	54%	50%	36%	58%	51%	66%	53%	56%	50%
No plants or landscaping	18%	19%	18%	20%	8%	23%	19%	20%	24%	13%	17%
FB3. On a scale of 1 to 10, with ten meaning it is a serious problem, and 1 meaning it is not a serious problem, how would you rate the impact of the deer overpopulation in New Jersey?											
	Total	Male	Female	Northeast	Northwest	Urban Core	Central	South	Dem.	Indep.	Rep.
Sample Size	1,196	570	626	200	174	243	381	197	449	364	351
1 Not a serious problem	18%	15%	22%	26%	8%	22%	13%	27%	19%	16%	18%
2	8%	10%	7%	7%	4%	10%	9%	11%	9%	7%	8%
3	9%	8%	9%	6%	15%	7%	9%	7%	8%	10%	9%
4	6%	6%	6%	5%	3%	10%	5%	8%	7%	5%	6%
5	17%	17%	17%	16%	19%	15%	15%	22%	17%	19%	16%
6	11%	12%	10%	6%	19%	12%	12%	4%	11%	12%	10%
7	8%	7%	8%	10%	9%	6%	7%	9%	8%	8%	7%
8	10%	11%	9%	5%	14%	9%	13%	6%	9%	9%	13%
9	3%	4%	2%	4%	4%	2%	4%	1%	3%	3%	3%
10 Serious problem	7%	6%	7%	13%	6%	4%	7%	4%	6%	8%	6%
(VOL) Don't know	3%	4%	3%	4%	0%	3%	5%	2%	3%	3%	3%
FB4. Do you favor or oppose allowing hunting as a way of controlling the deer population in New Jersey?											
	Total	Male	Female	Northeast	Northwest	Urban Core	Central	South	Dem.	Indep.	Rep.
Sample Size	1,200	571	629	200	174	248	379	199	452	362	354
Favor	62%	76%	48%	51%	77%	46%	68%	66%	55%	67%	66%
Oppose	35%	21%	47%	44%	22%	51%	27%	31%	42%	29%	32%

(VOL) Don't know	3%	2%	3%	5%	0%	2%	4%	1%	3%	3%	2%
FB5. Which of the following reasons best describe why you are opposed? READ LIST											
	Total	Male	Female	Northeast	Northwest	Urban Core	Central	South	Dem.	Indep.	Rep.
Sample Size	420	122	298	88	39	127	104	63	190	104	113
There are better ways to prevent deer and human interactions	57%	62%	55%	58%	55%	57%	55%	61%	52%	65%	59%
It is inhumane	29%	26%	31%	31%	11%	30%	33%	30%	34%	25%	25%
Hunting is dangerous	13%	13%	14%	10%	34%	12%	12%	10%	14%	11%	15%
FB6. Should government owned lands have management plans in place to limit damage caused by deer and other wildlife?											
	Total	Male	Female	Northeast	Northwest	Urban Core	Central	South	Dem.	Indep.	Rep.
Sample Size	1,201	569	632	200	174	248	381	196	452	361	355
Yes	70%	71%	69%	62%	71%	74%	70%	69%	75%	68%	65%
No	25%	25%	25%	29%	26%	22%	23%	27%	21%	25%	30%
(VOL) Don't know	4%	4%	5%	8%	2%	2%	6%	4%	4%	6%	4%
FB7. Should those plans allow deer hunting?											
	Total	Male	Female	Northeast	Northwest	Urban Core	Central	South	Dem.	Indep.	Rep.
Sample Size	889	427	462	140	128	188	288	145	356	267	245
Yes	64%	78%	50%	57%	76%	48%	72%	62%	56%	72%	67%
No	33%	20%	45%	37%	23%	50%	24%	34%	42%	24%	29%
(VOL) Don't know	2%	1%	3%	6%	1%	0%	3%	1%	3%	4%	0%

Northeast: Bergen; Passaic

Northwest: Hunterdon, Morris, Somerset, Sussex, Warren

Urban Core: Essex, Hudson; Union,

Central: Burlington; Mercer; Middlesex; Monmouth; Ocean

South: Atlantic; Camden; Cape May; Cumberland; Gloucester; Salem