NEW JERSEY STATEWIDE

Q9. In general, do you think the state of New Jersey is moving in the right direction or the wrong direction?	Right direction	16%
	Wrong direction	63%
	[VOL] Mixed	12%
	[VOL] Don't Know	9%

Q10. Now, I'd like to ask your impressions of some people and organizations. As I read each one, just tell me whether you have a very favorable opinion of them, a somewhat favorable opinion, a somewhat unfavorable opinion, or a very unfavorable opinion. If you don't recognize them, just say so. Here is the first one...

Q10A. Chris Christie	Very Fav	4%
	S'what Fav	13%
	Total Fav	**18%**
	S'what Unfav	20%
	Very Unfav	58%
	Total Unfav	**79%**
	Name ID	96%
	Can't Rate	4%
Q10B. The New Jersey State Legislature	Very Fav	3%
	S'what Fav	28%
	Total Fav	**31%**
	S'what Unfav	29%
	Very Unfav	15%
	Total Unfav	**45%**
	Name ID	75%
	Can't Rate	25%
Q10C. Phil Murphy	Very Fav	11%
	S'what Fav	25%
	Total Fav	**35%**
	S'what Unfav	11%
	Very Unfav	14%
	Total Unfav	**25%**
	Name ID	61%
	Can't Rate	39%
Q10D. Kim Guadagno	Very Fav	9%
	S'what Fav	21%
	Total Fav	**29%**
	S'what Unfav	15%
	Very Unfav	17%
	Total Unfav	**32%**
	Name ID	61%
	Can't Rate	39%

Q11. If the election for governor were held today, would you vote for Phil Murphy, a Democrat, or Kim Guadagno, a Republican?	Phil Murphy	45%
	Lean Murphy	3%
	Total Murphy	**48%**
	Kim Guadagno	30%
	Lean Guadagno	3%
	Total Guadagno	**33%**
	[VOL] Undecided	19%
Q12. How would you describe the amount of state INCOME tax which you will have to pay this year -- do you think you will be paying too much, too little, or do you think you will be paying your fair share?	Too much	53%
	Too little	1%
	Your fair share	40%
	[vol] Don't Know	6%
Q13. How would you describe the amount of state PROPERTY tax which you will have to pay this year -- do you think you will be paying too much, too little, or do you think you will be paying your fair share?	Too much	70%
	Too little	1%
	Your fair share	20%
	[vol] Don't Know	9%
Q14. Which type of tax do you think is a fairer way to pay for state and local services -- the income tax or the property tax?	Income tax	56%
	Property tax	22%
	[vol] Neither	7%
	[vol] Both	7%
	[vol] Don't Know	7%

Q15. I am now going to read you some different groups. For each one, please tell me if you think they are paying too much in state taxes, paying too little in state taxes or paying their fair share in state taxes. Here is the first one:

Q15A. Lower-income people	Paying too much	45%
	Paying too little	15%
	Paying their fair share	31%
	[vol] Don't Know	9%

Q15B. Middle-income people	Paying too much	65%
	Paying too little	2%
	Paying their fair share	28%
	[vol] Don't Know	5%

Q15C. Upper-income people [**SPLIT A**]	Paying too much	13%
	Paying too little	55%
	Paying their fair share	25%
	[vol] Don't Know	8%

Q15D. The wealthiest five percent [**SPLIT B**]	Paying too much	6%
	Paying too little	69%
	Paying their fair share	18%
	[vol] Don't Know	6%

Q15E. Households earning two-hundred and fifty thousand dollars a year or more [**SPLIT A**]	Paying too much	16%
	Paying too little	34%
	Paying their fair share	35%
	[vol] Don't Know	14%

Q15F. Households earning one million dollars a year or more [**SPLIT B**]	Paying too much	8%
	Paying too little	58%
	Paying their fair share	22%
	[vol] Don't Know	12%

Q15G. Large corporations	Paying too much	11%
	Paying too little	66%
	Paying their fair share	14%
	[vol] Don't Know	9%

Q16. I am now going to read you some different tax proposals that have been considered in the New Jersey state legislature. For each one, please tell me whether you support or oppose that proposal:

Q16A. Raising state income taxes on households earning one million dollars a year or more [**SPLIT A**]	Support - Strongly	52%
	Support - Somewhat	26%
	Total Support	**79%**
	Oppose - Somewhat	7%
	Oppose - Strongly	11%
	Total Oppose	**19%**
	[vol] Don't Know	3%
Q16B. Raising state income taxes on households earning two hundred and fifty thousand dollars a year or more [**SPLIT B**]	Support - Strongly	24%
	Support - Somewhat	28%
	Total Support	**52%**
	Oppose - Somewhat	18%
	Oppose - Strongly	24%
	Total Oppose	**42%**
	[vol] Don't Know	5%
Q16C. Raising state income taxes on the wealthiest five percent of all households	Support - Strongly	51%
	Support - Somewhat	24%
	Total Support	**75%**
	Oppose - Somewhat	11%
	Oppose - Strongly	11%
	Total Oppose	**22%**
	[vol] Don't Know	3%
Q16D. Restoring the estate tax in New Jersey to only impact those with estates worth over one million dollars [**SPLIT A**]	Support - Strongly	37%
	Support - Somewhat	26%
	Total Support	**62%**
	Oppose - Somewhat	12%
	Oppose - Strongly	19%
	Total Oppose	**31%**
	[vol] Don't Know	7%
Q16E. Restoring the estate tax in New Jersey to only impact those with estates worth over two million dollars [**SPLIT B**]	Support - Strongly	43%
	Support - Somewhat	21%
	Total Support	**63%**
	Oppose - Somewhat	11%
	Oppose - Strongly	19%
	Total Oppose	**30%**
	[vol] Don't Know	7%

Q16F. Rolling back the recent reduction in the state sales tax [SPLIT A]	Support - Strongly	30%
	Support - Somewhat	23%
	Total Support	**53%**
	Oppose - Somewhat	16%
	Oppose - Strongly	18%
	Total Oppose	**34%**
	[vol] Don't Know	13%
Q16G. Rolling back the recent one-third of a penny reduction in the state sales tax [SPLIT B]	Support - Strongly	26%
	Support - Somewhat	25%
	Total Support	**51%**
	Oppose - Somewhat	17%
	Oppose - Strongly	17%
	Total Oppose	**34%**
	[vol] Don't Know	15%
Q16H. Raising taxes - mostly on millionaires and large corporations - to generate one point three billion dollars in more revenue for the state [SPLIT A]	Support - Strongly	51%
	Support - Somewhat	23%
	Total Support	**74%**
	Oppose - Somewhat	8%
	Oppose - Strongly	13%
	Total Oppose	**21%**
	[vol] Don't Know	5%
Q16I. Raising taxes - mostly on millionaires and large corporations - to generate two point five billion dollars in more revenue for the state [SPLIT B]	Support - Strongly	55%
	Support - Somewhat	21%
	Total Support	**75%**
	Oppose - Somewhat	11%
	Oppose - Strongly	11%
	Total Oppose	**22%**
	[vol] Don't Know	3%
Q17. As you may know, New Jersey's estate tax is scheduled to be eliminated in 2018. Do you think this will or will not directly affect you or your family?	Will	47%
	Will not	47%
	[vol] Don't Know	6%
Q18. How much has the recent sales tax reduction helped you or your family -- A lot, a little, or not at all?	A lot	4%
	A little	30%
	Not at all	60%
	[vol] Don't Know	6%

Q19. I would now like to read you some potential uses of funding if the state of New Jersey had an additional billion dollars of revenue each year. After each item, please tell me if that would be a very important use of additional funding, a somewhat important use of additional funding, or not important at all as a use of additional funding?

Q19A. Increase funding for schools	Very important	57%
	Somewhat important	25%
	Not important at all	16%
	[vol] Don't Know	3%
Q19B. Cut taxes for middle and lower income New Jerseyans [**SPLIT A**]	Very important	56%
	Somewhat important	35%
	Not important at all	8%
	[vol] Don't Know	1%
Q19C. Cut property taxes for middle and lower income New Jerseyans [**SPLIT B**]	Very important	68%
	Somewhat important	24%
	Not important at all	6%
	[vol] Don't Know	2%
Q19D. Reduce the cost of tuition at public colleges	Very important	50%
	Somewhat important	32%
	Not important at all	15%
	[vol] Don't Know	2%
Q19E. Improve roads and bridges	Very important	71%
	Somewhat important	23%
	Not important at all	5%
	[vol] Don't Know	1%
Q19F. Improve public transit service	Very important	50%
	Somewhat important	35%
	Not important at all	14%
	[vol] Don't Know	1%
Q19G. Help fund public employee pensions	Very important	37%
	Somewhat important	33%
	Not important at all	27%
	[vol] Don't Know	3%
Q19H. Create more affordable housing	Very important	42%
	Somewhat important	35%
	Not important at all	21%
	[vol] Don't Know	2%
Q20. As you may have heard, Democratic candidate for governor Phil Murphy has unveiled a tax plan to help raise revenue to pay for schools and other public investments. Have you heard anything about this plan?	Yes	31%
	No	69%
	[vol] Don't Know	0%

Q21. How much have you heard about Murphy's tax plan -- a lot, a little or nothing at all? **[ASKED IF "YES" IN Q20; N=229]**	A lot	27%
	A little	71%
	Nothing at all	3%
	[vol] Don't Know	0%

Q22. Next, I am going to read you a statement or two from SUPPORTERS of raising the state income tax for wealthy households. After each statement, please tell me if it is very convincing as a reason to SUPPORT raising the state income tax for wealthy households, somewhat convincing, only a little convincing or not convincing at all as a reason to SUPPORT raising the state income tax for wealthy households.

Q22A. [FAIR SHARE] The wealthiest New Jerseyans have become even richer in recent years, yet the state tax code is still tilted in their favor. New Jersey needs to create a fairer tax code that requires the wealthiest five percent to pay their fair share and reduces the tax burden on lower and middle class New Jerseyans. **[SPLIT C]**	Very convincing	47%
	Somewhat convincing	27%
	Only a little convincing	7%
	Not convincing at all	18%
	[VOL] Don't Know	1%
Q22B. [CHRISTIE TAX POLICIES] Over the last eight years, Chris Christie has cut taxes for millionaires, huge corporations and even huge estates, while taxes for the middle class and low-income New Jerseyans keep rising. We need to restore fairness and move in a new direction to restore balance in our economy. **[SPLIT D]**	Very convincing	44%
	Somewhat convincing	26%
	Only a little convincing	10%
	Not convincing at all	19%
	[VOL] Don't Know	2%
Q22C. [INVESTMENTS] The wealthiest New Jerseyans should pay their fair share of taxes so New Jersey can make the necessary investments to address its most pressing needs. Raising taxes on the wealthiest five percent would generate over one billion dollars a year to invest in schools, infrastructure and other priorities. **[SPLIT C]**	Very convincing	50%
	Somewhat convincing	23%
	Only a little convincing	7%
	Not convincing at all	18%
	[VOL] Don't Know	1%

Q23. Next, I am going to read you a statement from OPPONENTS of raising the state income tax for wealthy households. After the statement, please tell me if it is very convincing as a reason to OPPOSE raising the state income tax for wealthy households, somewhat convincing, only a little convincing or not convincing at all as a reason to OPPOSE raising the state income tax for wealthy households.

Q23A. New Jersey already has some of the highest taxes in the country, and this proposal would further increase the tax burden on the state's small businesses. This proposal would risk making New Jersey like Connecticut, where a recent tax hike has caused businesses to flee the state, resulting in fewer jobs, less revenue and massive budget shortfalls.	Very convincing	34%
	Somewhat convincing	25%
	Only a little convincing	16%
	Not convincing at all	22%
	[VOL] Don't Know	3%

Q24. After hearing those statements, I am going to read you some different tax proposals for New Jersey again. For each one, please tell me whether you support or oppose that proposal:

		Initial	Post Msgs
Q24A. Raising state income taxes on households earning one million dollars a year or more [**SPLIT A**]	Support - Strongly	52%	54%
	Support - Somewhat	26%	23%
	Total Support	**79%**	**77%**
	Oppose - Somewhat	7%	9%
	Oppose - Strongly	11%	11%
	Total Oppose	**19%**	**21%**
	[vol] Don't Know	3%	3%
Q24B. Raising state income taxes on households earning two hundred and fifty thousand dollars a year or more [**SPLIT B**]	Support - Strongly	24%	31%
	Support - Somewhat	28%	30%
	Total Support	**52%**	**61%**
	Oppose - Somewhat	18%	17%
	Oppose - Strongly	24%	19%
	Total Oppose	**42%**	**36%**
	[vol] Don't Know	5%	3%
Q24C. Raising state income taxes on the wealthiest five percent of all households	Support - Strongly	51%	54%
	Support - Somewhat	24%	22%
	Total Support	**75%**	**76%**
	Oppose - Somewhat	11%	10%
	Oppose - Strongly	11%	12%
	Total Oppose	**22%**	**22%**
	[vol] Don't Know	3%	2%

Q25. Next, I am going to read you a statement or two from SUPPORTERS of restoring the estate tax on millionaires. After each statement, please tell me if it is very convincing as a reason to SUPPORT restoring the estate tax on millionaires, somewhat convincing, only a little convincing or not convincing at all as a reason to SUPPORT restoring the estate tax on millionaires.

Q25A. [FAIR SHARE] New Jersey has repealed a tax on inheritances paid by only the wealthiest five percent of heirs, costing the state over five billion dollars over the next decade. Instead of giving huge tax breaks to the state's wealthiest heirs, New Jersey should restore the estate tax for millionaires and use the revenue to reduce taxes for lower and middle class New Jerseyans. [**SPLIT D**]	Very convincing	40%
	Somewhat convincing	26%
	Only a little convincing	9%
	Not convincing at all	22%
	[VOL] Don't Know	3%
Q25B. [TRUMP/GOP TAX POLICIES] New Jersey has adopted the tax policies of Donald Trump and the Republican Congress by repealing its estate tax on the wealthy, costing the state over five billion dollars over the next decade. Instead of following the lead of Donald Trump and giving huge breaks to the state's wealthiest heirs, New Jersey should restore the estate tax for millionaires and use the revenue to reduce taxes for lower and middle class New Jerseyans. [**SPLIT C**]	Very convincing	38%
	Somewhat convincing	20%
	Only a little convincing	7%
	Not convincing at all	33%
	[VOL] Don't Know	3%
Q25C. [INVESTMENTS] The estate tax only impacted the wealthiest five percent of estates in New Jersey, and eliminating it will cost the state billions of dollars in critical funding. Restoring the estate tax for millionaires would generate over five billion dollars in revenue over the next decade to invest in New Jersey schools and to make critical repairs to the state's crumbling infrastructure. [**SPLIT D**]	Very convincing	41%
	Somewhat convincing	26%
	Only a little convincing	10%
	Not convincing at all	20%
	[VOL] Don't Know	3%

Q26. Next, I am going to read you a statement from OPPONENTS of restoring the estate tax on millionaires. After the statement, please tell me if it is very convincing as a reason to OPPOSE restoring the estate tax on millionaires, somewhat convincing, only a little convincing or not convincing at all as a reason to OPPOSE restoring the estate tax on millionaires.

Q26A. The estate tax is a death tax, in that it taxes someone's property again at their death, even though they have paid taxes on it throughout their life. This practice results in the double taxation of small businesses and family farms, unfairly penalizing those who simply want to pass their family businesses and farms on to their children.	Very convincing	40%
	Somewhat convincing	22%
	Only a little convincing	11%
	Not convincing at all	23%
	[VOL] Don't Know	4%

		Initial	Post Msgs
Q27. After hearing those statements, once again, do you support or oppose restoring the estate tax in New Jersey to only impact those with estates worth over one million dollars? **[SPLIT A]**	Support - Strongly	37%	37%
	Support - Somewhat	26%	23%
	Total Support	**62%**	**60%**
	Oppose - Somewhat	12%	10%
	Oppose - Strongly	19%	25%
	Total Oppose	**31%**	**35%**
	[vol] Don't Know	7%	5%
Q28. After hearing those statements, once again, do you support or oppose restoring the estate tax in New Jersey to only impact those with estates worth over two million dollars? **[SPLIT B]**	Support - Strongly	43%	43%
	Support - Somewhat	21%	21%
	Total Support	**63%**	**64%**
	Oppose - Somewhat	11%	7%
	Oppose - Strongly	19%	25%
	Total Oppose	**30%**	**32%**
	[vol] Don't Know	7%	4%

Q29. Next, I am going to read you a statement from SUPPORTERS of rolling back the recent reduction in the state sales tax. After the statement, please tell me if it is very convincing as a reason to SUPPORT rolling back the recent reduction in the state sales tax, somewhat convincing, only a little convincing or not convincing at all as a reason to SUPPORT rolling back the recent reduction in the state sales tax.

Q29A. Chris Christie's new sales tax cut will help the wealthiest the most but save the average family less than two dollars a week and cost the state over six hundred million dollars a year. New Jersey would be better off using this money to fund schools and other priorities.	Very convincing	30%
	Somewhat convincing	26%
	Only a little convincing	12%
	Not convincing at all	28%
	[VOL] Don't Know	3%

Q30. Next, I am going to read you a statement from OPPONENTS of rolling back the recent reduction in the state sales tax. After the statement, please tell me if it is very convincing as a reason to OPPOSE rolling back the recent reduction in the state sales tax, somewhat convincing, only a little convincing or not convincing at all as a reason to OPPOSE rolling back the recent reduction in the state sales tax.

Q30A. Lower sales taxes benefit all New Jerseyans, and help middle and lower income New Jerseyans the most. Raising the sales tax will mean higher costs for essential household items. With so many in New Jersey already struggling to make ends meet, the state should not add to their burden by raising taxes.	Very convincing	41%
	Somewhat convincing	27%
	Only a little convincing	10%
	Not convincing at all	19%
	[VOL] Don't Know	3%

		Initial	Post Msgs
Q31. After hearing those statements, once again, do you support or oppose rolling back the recent reduction in the state sales tax? **[SPLIT A]**	Support - Strongly	30%	27%
	Support - Somewhat	23%	24%
	Total Support	**53%**	**52%**
	Oppose - Somewhat	16%	19%
	Oppose - Strongly	18%	20%
	Total Oppose	**34%**	**39%**
	[vol] Don't Know	13%	9%
Q32. After hearing those statements, once again, do you support or oppose rolling back the recent one-third of a penny reduction in the state sales tax? **[SPLIT B]**	Support - Strongly	26%	24%
	Support - Somewhat	25%	27%
	Total Support	**51%**	**51%**
	Oppose - Somewhat	17%	16%
	Oppose - Strongly	17%	24%
	Total Oppose	**34%**	**40%**
	[vol] Don't Know	15%	9%

QUESTIONS FOR CLASSIFICATION PURPOSES

Q33. Sex	Male	45%
	Female	55%
Q34. Age	18-34	12%
	35-49	20%
	50-64	33%
	65+	33%
	[vol] Refused	2%
Q8. Do you consider yourself a Democrat, a Republican, or an Independent?	Democrat	33%
	Indep/lean Democrat	7%
	Republican	23%
	Indep/Lean Republican	8%
	Independent	24%
	[VOL] Other / Don't Know	4%
Q35. What was the last year of education you completed?	Less than high school	1%
	High school graduate	14%
	Some college	23%
	College graduate	34%
	Post college	27%
	[VOL] Refused	1%
Q36. And just to make sure we have a representative sample, could you please tell me if you consider yourself White, African American or Black, Asian, or of Latino or Hispanic origin?	White	77%
	African American or Black	9%
	Asian	2%
	Hispanic or Latino	6%
	Other	3%
	[VOL] Don't Know / Refused	3%
Q37. Which of the following categories best describes your total household income - just stop me when I get to the right one?	Under $25,000	8%
	$25,001-$50,000	12%
	$50,001-$75,000	17%
	$75,001-$100,000	15%
	$100,000-$150,000	16%
	Over $150,000	19%
	[vol] Don't Know/Refused	12%
Q38. Would you describe yourself as upper class, middle class or lower class?	Upper class	7%
	Middle class	78%
	Lower class	12%
	[vol] Don't Know	3%
Q42. Media Market	New York	73%
	Philadelphia	27%
Q43. Region	North	46%
	Central	30%
	South	23%

**Due to rounding, "totals" of the individual components may differ by +/-1.
***Q8 has been moved to the demographics section.