



**To:** Interested Parties  
**From:** Stephen Clermont, Change Research in partnership with Project Ready  
**Date:** December 1, 2020  
**Re:** New Jersey Survey Results

As the country has descended into a second wave of coronavirus, both in New Jersey and nationally, Project Ready commissioned a Change Research survey of New Jersey voters to assess their concerns with the virus as well as a COVID-19 vaccine.

The survey found that while the virus has impacted nearly everyone, communities of color have experienced the worst of the pandemic in terms of the financial impacts on their lives. When it comes to a COVID-19 vaccine, data suggests that a public information campaign and focused outreach to communities of color will be necessary and important.

The following are highlights from a poll of 958 voters in New Jersey:

**Financial impact of the virus:**

- **The coronavirus has deeply impacted voters' finances, particularly African-American and Hispanic voters.** A majority (61%) say they have had a lot or some financial impact. This includes 73% of African-Americans, 70% of Hispanics, and 57% of white voters along with similar shares of Democrats (60%), Independents (64%), and Republicans (62%). Younger (18-49 year-old) non-white voters report the highest impact (83%) while older (65+) white voters indicate the lowest financial impact (55% not impacted).
- **A majority (54%) of voters report that they or someone in their household has had their working hours reduced.** This includes 67% of African-Americans and 61% of Hispanics. Democrats (53%), Independents (48%), and Republicans (54%) have been equally impacted.
- **More than half of African-American voters say that someone in their household has lost a job during the pandemic.** Overall, a third of voters (32%) live in a household where someone has lost a job, with African-American (50%) and Hispanic (39%) households substantially more impacted than white households (28%). A fifth (21%) have been unable to pay the rent or mortgage (43% of African-American, 40% of Hispanic, and 14% of white households) and 5% have been evicted or foreclosed upon (16% African-American, 18% of Hispanic, and 1% of white households).

## Health impact of the virus:

- **Two-thirds (64%) believe things with coronavirus are getting worse.** Large majorities of African-Americans (83%), Hispanics (60%), and white voters (63%) concur with this negative assessment. As a result, more than three-fifths overall believe that the state should either impose more restrictions to contain the virus (42%) or keep the current restrictions in place (20%). Only 38% want the state to reduce restrictions. Democrats and Republicans sharply divide on this. Nearly four-fifths (79%) of Republicans want reduced restrictions compared with 4% of Democrats. A majority (55%) of Independents support the current or expanded restrictions.
- **Voters rate the performance of the New Jersey government in handling the coronavirus and keeping people safe positively.** Overall, 52% say they are doing an excellent or good job compared with 46% who say they are doing a not so good or poor job. Democrats are strongly positive (92% positive, 8% negative) while Republicans are overwhelmingly negative (10% positive, 87% negative). Independents who do not align with a party are more negative than positive (41% positive, 55% negative). Populations that have been disproportionately impacted by the pandemic give net positive ratings, including senior citizens (51% positive - 48% negative), Hispanic voters (55% positive - 42% negative) and Black voters (81% positive - 17% negative)

## Vaccine:

- **A majority (60%) say they would agree to be vaccinated if an FDA-approved vaccine against coronavirus was available at no cost - but concerns about vaccines are prevalent.** Democrats are more likely to take a vaccine (80%) than either Independents (47%) or Republicans (40%). Republicans not willing to take a vaccine are most likely to attribute their concern to not trusting vaccines generally (34%), followed by wanting to confirm the vaccine is safe (24%), being concerned about a rushed timeline (11%), and wanting to wait to see how effective it is (6%). Independents are more concerned about safety (31%) than any other reason. Democrats are most concerned about safety (34%) and a rushed timeline (27%) Hispanic (45%) voters are slightly more likely to say they would not agree to be vaccinated than white (37%) or African-American voters (39%).
- **Although Democrats are much more likely to agree to be vaccinated, a strong racial and ethnic gap exists.** Non-white Democrats (36%) are more than 3 times as likely as white Democrats (11%) to say they would not agree to be vaccinated. Among white voters, those aged 65 and up are the most likely to agree to be vaccinated (74% to 26%), while those who are 35 to 49 years old are the least likely (49% to 51%).



## Methodology

*Polling was conducted online from November 21-24, 2020. Using its Dynamic Online Sampling technology to attain a sample reflective of voters, Change Research polled 958 people in the state of New Jersey. Post-stratification weights were made on age, gender, county, education, 2020 vote, and race and ethnicity to reflect the distribution of registered voters. All polls are subject to errors caused by interviewing a sample of persons, rather than the entire population. In 95 cases out of 100, the responses to this survey should be within plus or minus 3.7 percentage points of those that would have been obtained from interviewing the entire population of voters. The sampling error for subgroups of the survey will be greater.*

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