



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

In the midst of the COVID-19 pandemic, New Jersey implemented a number of reforms with the goal of making voting safer, easier and more inclusive ahead of the general election in November. Data shows that New Jerseyans then turned out to vote in record numbers.

Project Ready commissioned a survey of 958 New Jersey voters with Change Research to assess their experiences with voting in the past, with these reforms, and look closer at additional measures the state could implement to increase access to voting.

The following highlights key findings:

- **Racial and ethnic minorities report more challenges with voting than white voters.** 49% of Hispanic voters, 41% of Black voters, and 22% of white voters say they've experienced one or more challenges with voting during their adult life. Non-white men (52%) are more than twice as likely to report problems with voting than white men (20%).
- **Overall, a majority of voters (56%) give New Jersey an 'excellent' or 'good' rating for how they administered the November election.** Just 33% rate the job the state did poorly. This is largely driven by partisanship, as 96% of Democrats give the state a positive rating while 86% of Republicans assess it negatively.
- **Voters support a number of reforms to make it easier to vote in elections, starting with increasing locations and times for in-person early voting, paying poll workers more for their time, and requiring employers give paid time off to vote.** Majorities also support requiring employers to offer paid time off for employees so they can serve as poll workers, offering free childcare to parents who want to work at the polls, and implementing same-day voter registration. These have broad support in urban, suburban, and more small town and rural areas as well as among white, Hispanic, and African-American voters.
- **Mailing every voter a ballot in every election has the second-highest support among Democrats (87% support) but strongest opposition from Republicans (92% opposed).** Overall support is 48%-47%. This suggests the President's rhetoric on vote-by-mail has taken hold among New Jersey Republicans.

Support for Proposals (% Support)

All	Dem	Ind	GOP	White	Hispanic	Black	
78	93	77	60	78	75	82	Increase locations and times for in-person early voting
69	87	62	52	68	59	90	Pay those who work at the polls more for their time
66	85	53	44	63	73	78	Require that employers give paid time off to vote
60	80	47	38	58	58	80	Require employers to offer paid time off for employees so they can serve as poll workers
54	73	53	31	52	54	70	Offer free childcare to parents who want to work at the polls
52	84	47	20	49	53	73	Implement same-day voter registration
48	87	39	7	44	47	82	Mail every voter a ballot in every election

- Voters believe these reforms will make it easier for people like them to vote in elections.** A majority overall (59%) feel this way as do white (52%), Hispanic (54%), and African-American voters (78%). Majorities of those in urban (63%), suburban (56%), and more rural (58%) concur with this as well. Just a quarter (25%) believe these reforms will contribute to voter fraud.

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.