

The Star-Ledger/Eagleton-Rutgers Poll

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RELEASE INFORMATION

A story based on the survey findings presented in this release and background memo will appear in Sunday's *Star-Ledger*. We ask users to properly attribute this copyrighted information to "*The Star-Ledger/Eagleton Poll*."

In this release the *Star-Ledger/Eagleton Poll* includes a classification of likely voters that is based on how firmly they support a candidate. A firm voter is one who selects a candidate and says they are "very sure" about their choice and will not change their mind before the election. "Not firm" voters are those who select a candidate and say they might change their mind or who are initially undecided. Traditionally, election studies have grouped voters who "lean" toward a candidate with those who are "undecided." Voters who are "firm" in their choice of candidate or those who say they "might change" have been allocated to a specific candidate. A 1993 Eagleton post-election study showed that this traditional classification under-represents the larger group of voters who might change their minds prior to, or even on, Election Day.

DYNAMICS IN THE NEW JERSEY SENATE RACE**LAUTENBERG LEADS BUT VOTER DISCONTENT MAY HELP HAYTAIAN**

Although Frank Lautenberg continues to lead Chuck Haytaian, many voters in New Jersey are taking a "wait and see" approach in the final days of the election. Although there has been some increase in the firmness of support for both candidates, a third of the voters are still not committed to either incumbent Democrat Senator Frank Lautenberg or Republican Assembly Speaker Garabed "Chuck" Haytaian. Among those who have selected a candidate Lautenberg continues to have support from more voters than Haytaian by a margin of 37 to 28 percent. In the past two weeks Lautenberg has increased his firm support by 6 percentage points compared to 3 percentage points for Republican challenger Haytaian. However, among those voters who are very

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interested in the election, and therefore more likely to turn out on Election Day, the two candidates are running even. Lautenberg's margin over Haytaian increases 49 to 35 percent when voters with softer opinions are added to those who are more decisive.

However, there is an uncertainty about Lautenberg as the choice for Senator. As an incumbent, 37 percent say Lautenberg deserves re-election compared to 51 percent who say it is time for a change. In the past two weeks there has been a 6 percentage point increase in those who say that it is time for a change.

The latest *Star-Ledger/Eagleton* Poll, which was conducted by telephone from November 2 to 4, 1994 with 801 voters who say they are likely to vote in this November's election, also found a 12 point increase in the percentage who feel that the candidates are not addressing the issues and concerns that are most important to them.

There has also been a 6 percentage point increase in voter preferences for Republican candidates in the U. S. Congressional races. Statewide 38 percent say they will vote for a Republican candidate, 33 percent support a Democratic candidate, and 28 percent are still undecided.

"Based on the volatility of past elections in New Jersey, there are indicators that suggest possible victories for each candidate," commented Janice Ballou, Poll Director. "Lautenberg currently leads his opponent and may be able to maintain the winning margin up to Election Day. However, an incumbent who does not have support from more than half of the voters is generally considered to be vulnerable. In addition, most voters do not think Lautenberg deserves to be re-elected. Another factor is turnout, and Haytaian may gain votes because his supporters are more interested in the election. Haytaian may also have an advantage over Lautenberg among voters who have not yet decided on a candidate. By a margin of 2-to-1 these voters say it is time for a change."

THE SENATE RACE

Although more New Jersey voters are decisive about who they will vote for on November 8, in the past two weeks there has not been much change in the overall support for each of the candidates. This suggests that those voters who have not yet decided will be making up their minds in the next few days. Since mid-October Lautenberg's firm support has increased by 6 percentage points compared to a 3 percentage point increase for Haytaian giving the incumbent a 37 to 28 percent advantage among those who say they will not change their mind prior to Election Day. The 35 percent who have not made a commitment to either of these candidates is a decline of 9 percentage points from mid-October when 44 percent were not firm about who they would vote for. However, this is a significant number of voters who will be looking for reasons to vote for either of these candidates before Election Day.

Looking at both voters who are firm about their choice of candidate as well as those who are not as decisive, Haytaian currently has support from 35 percent — 28 percent firm and 7 percent who support him now, but may change their mind. In comparison, Lautenberg is supported by 49 percent of the voters — 37 percent firm and 12 percent who support him now, but may change their minds. Fourteen percent are initially undecided about both of these candidates. When asked to pick who they are "leaning" toward, 2 percent lean toward Haytaian, 2 percent toward Lautenberg, and 10 percent do not indicate any type of preference for either of these candidates at this time.

Lautenberg's firm commitment from Democrats is about the same as mid-October (67%); however, he has gained 12 percentage points (from 22% to 34%) among independents. Among Republicans, support for Haytaian increased 4 percentage points from 58 to 62 percent, and among independents Haytaian's firm support changed from 21 to 23 percent.

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Other changes in the firm support among different segments of voters are as follows:

- Probability of Voting: New Jerseyans who say they will definitely vote in the election are somewhat more likely to be firm in their support for Lautenberg (38%) than for Haytaian (32%). However, among those who say they will probably vote on Election Day, Lautenberg leads Haytaian by a margin of 32 to 16 percent. Since

mid-October, Haytaian's support among those who are definitely going to vote stayed the same at 32 percent while Lautenberg's support increased 6 percentage points to 38 percent. However, among those who will probably vote, Haytaian's firm support increased 7 percentage points (9% to 16%) while Lautenberg increased 4 percentage points (28% to 32%).

- Interest in the Election: Equal percentages of New Jerseyans who say they are very interested in the election are firm in their support for Haytaian (38%) and Lautenberg (38%). There has not been any notable change in these percentages since mid-October. In comparison, among those who are somewhat interested Lautenberg leads Haytaian by a margin of 35 to 21 percent. Among this group, Haytaian's firm support increased 3 percentage points (18% to 21%) while Lautenberg increased 7 percentage points (28% to 35%).
- Region of the State: Voters in North Jersey who are firm in their choice of a candidate continue to favor Lautenberg over Haytaian by a margin of 39 to 27 percent which is similar to the mid-October poll. Among Central Jersey voters, Lautenberg has gained 8 percentage points from 28 to 36 percent while Haytaian's firm support has stayed about the same (33% to 30%). In South Jersey, Lautenberg has gained 7 percentage points (26% to 33%) while Haytaian has increased his firm support by 5 percentage points (23% to 28%).
- Gender: About equal numbers of men who are firm in their choice of candidates support Haytaian (34%) and Lautenberg (36%). In comparison, more women are firm in their choice of Lautenberg (38%) than Haytaian (22%). Lautenberg has made about equal gains in firm support among men (6 percentage points) and women (7 percentage points) since mid-October. In comparison, Haytaian's firm support increased 4 percentage points among men and 1 point among women.

Looking at voters' choice of candidates in past elections, 50 percent of New Jerseyans who voted for Governor Whitman in 1993 say that they are firm in their choice of Haytaian compared to 68 percent of Florio voters who are firm about their choice of Lautenberg. In addition, 64 percent of those who voted for President Clinton in 1992 say they have decided on Lautenberg while 50 percent of those who voted for Bush are firm about Haytaian. Among those New Jerseyans who selected Perot, 34 percent are firm about Haytaian and 27 percent about Lautenberg.

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The percentage of voters who say Senator Lautenberg deserves re-election remains about the same as in the October poll (37%); however there has been a 6 percentage point increase in those who say it is time for a change from 45 to 51 percent.

The potential for change in support for Lautenberg is suggested by the 16 percent of those who are firm in their support for the incumbent, but also say that it is time for a change. Also, by a margin of 2-to-1 those who have not yet decided on a candidate are more likely to say it is time for a change than to say Lautenberg deserves re-election (49% to 25%). Ninety-six percent of the Haytaian voters say that it is time for a change.

Overall, no matter who they plan to vote for, 57 percent of the voters feel that Frank Lautenberg will win re-election compared to 17 percent who say Chuck Haytaian will win and 25 percent who don't know. Eighty-three percent of the voters who are firm for Lautenberg feel he will win the election compared to 55 percent of those who have not yet committed to a candidate and 26 percent of the Haytaian voters.

REASONS FOR VOTING FOR HAYTAIAN OR LAUTENBERG

Partisanship continues to be the main reason why New Jersey voters have selected the candidate that they prefer. Nineteen percent of the Haytaian voters report the reason they will vote for him is because he is a Republican and 16 percent of the Lautenberg voters say it is because the candidate is a Democrat. Other reasons why voters choose Lautenberg are: he'll do better for New Jersey (11%); he has experience (11%); he's trustworthy (6%); he understands "people like me" (6%); the crime issue (4%); taxes (4%); and, the abortion issue (2%). Additional reasons why Haytaian supporters say they are voting for him are: because it's time for a change (14%); taxes (10%); the crime issue (5%); he'll do better for New Jersey (4%); and, the abortion issue (3%).

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CANDIDATE AWARENESS AND IMPRESSIONS

More people have unfavorable (33%) than favorable (30%) impressions of Haytaian. In comparison, 42 percent of the voters have favorable impressions of Lautenberg compared to 29 percent unfavorable. Overall, more voters do not have an opinion of the challenger Haytaian (36%) than those who have no opinion of the incumbent Senator Lautenberg (29%).

THE U. S. HOUSE OF REPRESENTATIVES RACE

In addition to the statewide race for U. S. Senator, voters will be selecting representatives in their Congressional districts. Support for Republican candidates is now larger than support for Democratic candidates by a margin of 38 to 33 percent and 28 percent are undecided. This represents a 6 percentage point increase for Republicans since mid-October. Also, while 83 percent of the Republicans say they will vote for their party's candidate for the House of Representatives in November, 71 percent of Democrats will support their party's candidate. Independent voters are selecting Republicans over Democrats by a margin of 32 to 25 percent.

VOTER MOOD

With a few days left before the election, less than a majority of voters are very interested in the election. While 44 percent of likely voters say that they are very interested in the election, 49 percent are somewhat interested, and 6 percent are not at all interested. While this is an increase of 6 percentage points since mid-October in those who are very interested, it is lower than last year when 56 percent had a lot of interest in the election.

Voter discouragement in the election campaign is indicated by the 12 percentage point increase in New Jersey voters who feel that the candidates aren't addressing the issues and concerns that are most important to them. In mid-October, 33 percent of voters mildly (21%) or strongly

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(12%) disagreed that, "The candidates in this Senatorial campaign are addressing the issues and concerns important to me." Now, 45 percent (24% mildly; 21% strongly) feel this way compared 46 percent who mildly (33%) or strongly (13%) agree.

The volatility of New Jersey voters is indicated by the 14 percent who say that in the past they have made up or changed their mind in the voting booth. Voters who are firm for Lautenberg (14%) are more likely than those who are firm for Haytaian (9%) to have been last minute deciders. In addition, 20 percent of those who are not firm for either candidate have decided while they were voting.

BACKGROUND MEMO — RELEASE SL/EP51-1 (EP101-1), SUNDAY, NOVEMBER 6, 1994

The latest *Star-Ledger*/Eagleton Poll was conducted between November 2 and 4, 1994, when a random sample of 801 likely New Jersey voters was interviewed by telephone. Likely voters are people who say that they are registered to vote and will "definitely" or "probably" vote on Election Day. Percentages based on this sample size are subject to a sampling error of about ± 3.5 percent at a 95 percent confidence interval.

Sampling error is the probable difference in results between interviewing everyone in the population versus a scientific sample taken from that population. Sampling error does not take into account other possible sources of error inherent in any study of public opinion. The questions and figures referred to in this release are presented below. The location of each question on the actual questionnaire is in brackets.

"How interested are you in this election — very interested, somewhat interested, or not at all interested? [Q.4]

	<u>Very Interested</u>	<u>Somewhat Interested</u>	<u>Not At All Interested</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
November, 1994 - Likely Voters	44%	49%	6%	--	99%	(801)
<i><u>New Vote Choice</u></i>						
--Firm Haytaian	60	37	3	--	100	(219)
--Not Firm	30	62	8	--	100	(275)
--Firm Lautenberg	45	48	6	1%	100	(286)
<i><u>Vote Choice - Traditional</u></i>						
--Haytaian	54	43	3	--	100	(273)
--Undecided	31	60	9	--	100	(121)
--Lautenberg	41	52	6	1	100	(386)
<u>PAST SURVEYS</u>						
October, 1994 - Likely Voters	38	57	4	1	100	(586)
<i><u>New Vote Choice</u></i>						
--Firm Haytaian	55	42	2	1	100	(144)
--Not Firm	24	70	5	1	100	(255)
--Firm Lautenberg	44	52	4	1	101	(177)
<i><u>Vote Choice - Traditional</u></i>						
--Haytaian	46	51	2	2	101	(200)
--Undecided	30	64	5	1	100	(97)
--Lautenberg	35	59	5	1	100	(279)
September, 1994 - Likely Voters	37	57	5	2	101	(598)

"Is your general impression of (Lautenberg/Haytaian) favorable, unfavorable, or don't you have an opinion about him?
 PROBE: Is that very or somewhat (favorable/unfavorable)?" [Q.5, Q.6]

	<u>Very Favorable</u>	<u>Somewhat Favorable</u>	<u>Somewhat Unfavorable</u>	<u>Very Unfavorable</u>	<u>Don't Know/No Opinion</u>	<u>Total</u>	<u>(n)</u>
<i>HAYTAIAN</i>							
November, 1994 - Likely Voters	11%	19%	16%	17%	36%	99%	(801)
<i>Party ID</i>							
--Democrat	4	8	20	30	37	99	(247)
--Independent	10	20	19	15	36	100	(278)
--Republican	22	34	10	5	28	99	(229)
<i>LAUTENBERG</i>							
November, 1994 - Likely Voters	15	27	15	14	29	100	(801)
<i>Party ID</i>							
--Democrat	30	39	5	2	23	99	(247)
--Independent	8	28	21	13	31	101	(278)
--Republican	6	17	22	29	27	101	(229)

"Suppose the election for Senator was held today and you had to choose right now. Would you vote for Chuck Haytaian, the Republican; or Frank Lautenberg, the Democrat? [Q.7] (Candidates' names are rotated) (IF CHOOSES CANDIDATE, PROBE: Are you very sure about your choice, or might you change your mind before the election?) [Q.8a] (IF WOULDNT VOTE NOW, PROBE: Would you not vote because you're undecided now, or don't you plan to vote in the election?" [Q.9]

Those choosing either Haytaian or Lautenberg were asked if they were "very sure about voting for her/him, or might you change you mind before election day?" [Q.8a] Of the Haytaian voters 80 percent said they were sure and 20 percent said they might change. Seventy-four percent of Lautenberg voters were firm while 26 percent said they might switch.

Undecided voters were asked "at this moment do you lean more towards Haytaian, or more towards Lautenberg?" Sixteen percent leaned to Haytaian, 16 percent to Lautenberg and the remainder did not state a preference. [Q.9]

With the leaners allocated, and with firmness of preference taken into account, voters displayed the following pattern:

	(Firm) Sure About Haytaian	(Soft) Picks Haytaian (But might change)	Initially Undecided			(Soft) Picks Lautenberg (But might change)	(Firm) Sure About Lautenberg	Other	Total	(n)
			Leans Haytaian	Does Not Lean	Leans Lautenberg					
November, 1994 -										
Likely Voters*	28%	7%	2%	10%	2%	12%	37%	3%	101%	(801)
<u>Party ID</u>										
--Democrat	6	3	1	7	3	14	66	--	100	(247)
--Independent	22	8	2	11	4	16	32	6	101	(278)
--Republican	62	10	3	6	--	8	10	1	100	(229)
<u>Does Lautenberg</u>										
<u>Deserve Re-election?</u>										
--Re-election	2	1	--	1	3	18	74	--	99	(297)
--Time for change	52	12	4	9	1	8	12	3	101	(406)
--Depends/Not sure	3	5	4	43	4	14	19	7	99	(98)
<u>Past Voting (1993)</u>										
--Voted Whitman	49	8	3	10	2	11	14	2	99	(368)
--Voted Florio	6	3	2	5	3	12	66	3	100	(298)
<u>1992</u>										
--Voted Clinton	7	4	1	8	2	12	62	2	98	(293)
--Voted Bush	49	7	4	9	1	10	16	2	98	(317)
--Voted Perot	32	11	1	6	4	15	25	5	99	(99)
<u>When decide?</u>										
--Last few days	16	23	--	--	--	33	29	--	101	(97)
--Last few weeks	33	11	--	--	--	16	40	--	100	(174)
--Last month or two	38	5	--	--	--	11	47	--	101	(131)
--Knew all along	40	2	--	--	--	6	52	--	100	(234)
<u>PAST SURVEYS</u>										
October, 1994 -										
Likely Voters*	25	10	2	11	4	17	31	1	101	(580)
<u>Party ID</u>										
--Democrat	2	3	2	4	2	21	66	--	100	(181)
--Independent	20	9	1	18	6	23	22	--	99	(215)
--Republican	57	17	2	8	3	6	6	2	101	(168)
<u>Does Lautenberg</u>										
<u>Deserve Re-election?</u>										
--Re-election	2	1	--	3	4	24	67	--	101	(224)
--Time for change	52	17	2	10	2	10	6	--	99	(258)
--Depends/Not sure	4	10	2	34	10	23	13	3	99	(98)
September, 1994 -										
Likely Voters	15	11	3	12	6	26	26	2	101	(595)

June, 1994 - Likely Voters	17	12	1	9	3	30	25	3	100	(620)
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*Percentage adjusted for rounding.

VOTE CHOICE - TRADITIONAL*

Note: The traditional method of simplifying the vote choice has been to group the people who are "firm" and "soft" supporters of a candidate and combine people who "lean" towards a candidate with the undecided voters.

	<u>Haytaian</u>	<u>Undecided</u>	<u>Lautenberg</u>	<u>Total</u>	<u>(n)</u>
November, 1994 - Likely Voters	35%	16%	49%	100%	(780)
November, 1994 - Probable Voters*	37%	15%	48%	100%	(780)

PAST SURVEYS

October, 1994 - Likely Voters	35	17	48	100	(576)
September, 1994 - Likely Voters	27	21	52	100	(583)
June, 1994 - Likely Voters	30	14	57	100	(604)

Definition of Probable Voters

The sample of likely voters is adjusted to reflect turnout characteristics of the electorate, based on recent NJ elections. These adjustments to the likely voter sample result in a modified vote intention index for "probable voters." The following turnout characteristics are accounted for in calculating the vote intentions of probable voters: actual turnout in each of the state's 40 legislative districts (which is quite consistent in the past 3 elections), the age of voters (also very consistent in each election since 1990), and a voters' self-professed likelihood of voting in this election.

NEW VOTE CHOICE*

Note: During this election the *Star-Ledger/Eagleton* Poll will be tracking the dynamics of voter "stability." Post-election analysis has substantiated the phenomena of voters "switching" candidates as late as Election Day. Firm voters are those who pick a candidate they support and say they will not change their minds prior to Election Day; voters who are not firm are either initially undecided or say that they might change their mind about who they will vote for. The data for these classifications are based on Q.7, Q.8a, and Q.9.

	Firm <u>Haytaian</u>	Not <u>Firm</u>	Firm <u>Lautenberg</u>	<u>Total</u>	<u>(n)</u>
<u>New Vote Choice</u>					
November, 1994	28%	35%	37%	100%	(780)
<u>Party ID</u>					
--Democrat	6	28	67	101	(246)
--Independent	23	43	34	100	(261)
--Republican	62	27	11	100	(227)
<u>Does Lautenberg deserve Re-election?</u>					
--Re-election	2	24	74	100	(296)
--Time for change	53	35	12	100	(393)
--Not sure	3	76	21	100	(91)
<u>Gender</u>					
--Male	34	30	36	100	(391)
--Female	22	40	38	100	(389)
<u>Age</u>					
--18 - 29	19	49	32	100	(105)
--30 - 49	30	33	37	100	(279)
--50 - 64	29	34	37	100	(202)
--65 and over	35	25	40	100	(161)
<u>Region</u>					
--North	27	34	39	100	(368)
--Central	30	34	36	100	(209)
--South	28	39	33	100	(203)
<u>Interest in the Election</u>					
--Very interested	38	24	38	100	(344)
--Somewhat interested	21	44	35	100	(388)
<u>Vote Probability</u>					
--Definitely will vote	32	30	38	100	(583)
--Probably will vote	16	52	32	100	(197)
<u>Past Voting 1993</u>					
--Voted Whitman	50	35	14	99	(359)
--Voted Florio	6	26	68	100	(290)
<u>1992</u>					
--Voted Clinton	7	29	64	100	(286)
--Voted Bush	50	33	17	100	(311)
--Voted Perot	34	39	27	100	(94)
<u>When decide?</u>					
--Last few days	16	56	29	101	(97)
--Last few weeks	33	27	40	100	(174)
--Last month or two	38	15	47	100	(131)
--Knew all along	40	8	52	100	(234)

(Continued on following page.)

(New Vote Choice continued.)

	<u>Firm Haytaian</u>	<u>Not Firm</u>	<u>Firm Lautenberg</u>	<u>Total</u>	<u>(n)</u>
<u>PAST SURVEYS</u>					
October, 1994	25%	44%	31%	100%	(576)
<i><u>Party ID</u></i>					
--Democrat	2	32	66	100	(181)
--Independent	21	57	22	100	(214)
--Republican	58	36	6	100	(165)
<i><u>Does Lautenberg deserve Re-election?</u></i>					
--Re-election	2	31	67	100	(224)
--Time for change	53	42	6	101	(257)
--Not sure	4	82	14	100	(95)
September, 1994	16	58	26	100	(583)

"What is the one main reason why you are voting for (Haytaian/Lautenberg)?" [Q.10]

<u>Top Mentions</u>	<u>Total</u>	<u>For Haytaian</u>	<u>For Lautenberg</u>
<i><u>Issues</u></i>			
--Taxes	6%	10%	4%
--Crime	5	5	4
--Abortion	2	3	2
--Education	2	1	2
--Racism	2	1	2
<i><u>Partisanship</u></i>			
--Because he's a Democrat	9	--	16
--Because he's a Republican	8	19	--
<i><u>Personal Characteristics</u></i>			
--Cares more about people like me	4	2	6
--Better for New Jersey	8	4	11
--Trust	5	3	6
--Experienced	7	1	11
<i><u>Other</u></i>			
--Time for a change	6	14	--
--Don't know	7	5	7
	(n=697)	(n=273)	(n=386)

*Omits 1% of voters who select an "other" candidate.

"When did you decide who you would vote for — in the last few days, in the last couple weeks, in the last month or two, or did you know all along?" [Q.8b]

	<u>Last Few Days</u>	<u>Last Couple Weeks</u>	<u>Last Month Or Two</u>	<u>Know All Along</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
November, 1994 - Likely Voters	15%	26%	20%	36%	4%	101%	(659)
<i><u>New Vote Choice</u></i>							
--Firm Haytaian	7	26	23	43	1	100	(219)
--Not Firm	35	31	13	12	9	100	(154)
--Firm Lautenberg	10	24	21	42	2	99	(286)
<i><u>Vote Choice - Traditional</u></i>							
--Haytaian	14	28	21	36	2	101	(273)
--Lautenberg	16	25	19	35	5	100	(386)

"Do you agree or disagree with this statement: The candidates in this Senatorial campaign are addressing the issues and concerns most important to me?" [Q.11]

	<u>Strongly Agree</u>	<u>Mildly Agree</u>	<u>Mildly Disagree</u>	<u>Strongly Disagree</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
November, 1994 - Likely Voters	13%	33%	24%	21%	10%	101%	(801)
<i><u>New Vote Choice</u></i>							
--Firm Haytaian	16	39	18	19	8	100	(219)
--Not Firm	8	28	29	23	13	101	(275)
--Firm Lautenberg	15	34	23	19	9	100	(286)
<i><u>Vote Choice - Traditional</u></i>							
--Haytaian	14	37	21	19	8	99	(273)
--Undecided	8	23	28	23	17	99	(121)
--Lautenberg	13	34	24	20	9	100	(386)
<u>PAST SURVEYS</u>							
October, 1994 - Likely Voters	19	32	21	12	17	101	(586)

"Thinking about the job that Frank Lautenberg has done as U.S. Senator, do you think he deserves to be re-elected, or do you think it's time for a change?" [Q.12A]

	<u>Deserves Re-election</u>	<u>Time For Change</u>	<u>Depends</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
November, 1994 - Likely Voters	37%	51%	3%	9%	100%	(801)
<i>Party ID</i>						
--Democrat	66	24	3	6	99	(247)
--Independent	31	55	3	10	99	(278)
--Republican	16	76	3	6	101	(229)
<i>New Vote Choice</i>						
--Firm Haytaian	3	96	--	1	100	(219)
--Not Firm	25	49	5	20	99	(275)
--Firm Lautenberg	77	16	3	4	100	(286)
<i>Vote Choice - Traditional</i>						
--Haytaian	3	94	--	3	100	(273)
--Undecided	12	47	7	34	100	(121)
--Lautenberg	71	20	3	5	99	(386)
PAST SURVEYS						
October, 1994 - Likely Voters	38	45	3	13	99	(586)
September, 1994 - Likely Voters	40	43	4	14	101	(598)
June, 1994 - Likely Voters	35	42	7	17	101	(620)
February, 1994	29	48	6	17	100	(680)

Combined Lautenberg re-elect [Q.12A] and "What do you think you will do on Election Day?" [Q.12B]

	<u>Vote To Re-elect Lautenberg</u>	<u>Vote for Chuck Haytaian</u>	<u>Stay Home And Not Vote</u>	<u>Vote for One Of The Independent Candidates</u>	<u>Vote for Frank Lautenberg</u>	<u>Other/ Don't Know</u>	<u>Total</u>	<u>(n)</u>
November, 1994 - Likely Voters	37%	30%	1%	5%	11%	16%	100%	(801)
<i>New Vote Choice</i>								
--Firm Haytaian	3	92	--	2	--	3	100	(219)
--Not Firm	25	14	3	8	9	41	100	(275)
--Firm Lautenberg	77	--	--	1	21	1	100	(286)
<i>Vote Choice - Traditional</i>								
--Haytaian	3	85	--	3	--	8	99	(273)
--Undecided	12	5	2	12	4	65	100	(121)
--Lautenberg	71	--	1	2	20	6	100	(386)
PAST SURVEYS								
October, 1994 - Likely Voters	38	30	1	3	10	18	100	(586)
September, 1994 - Likely Voters	40	22	1	6	8	23	100	(598)

"Regardless of who you plan to vote for, who do you think will win the election for Senator?" [Q.12c]

	<u>Frank Lautenberg</u>	<u>Chuck Haytaian</u>	<u>Other</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
November, 1994 - Likely Voters	57%	17%	--	25%	99%	(801)
<i><u>New Vote Choice</u></i>						
--Firm Haytaian	26	50	--	24	100	(219)
--Not Firm	55	9	--	36	100	(275)
--Firm Lautenberg	83	1	--	15	99	(286)
<i><u>Vote Choice - Traditional</u></i>						
--Haytaian	33	44	--	23	100	(273)
--Undecided	35	9	1%	55	100	(121)
--Lautenberg	81	3	--	16	100	(386)

"There will also be an election for the U.S. House of Representatives in your district in November. If you were voting today, would you vote for the Democratic candidate or the Republican candidate?" [Q.13]

	<u>Democrat</u>	<u>Republican</u>	<u>Independent/ Other</u>	<u>Undecided/ Don't Know</u>	<u>Won't Vote</u>	<u>Total</u>	<u>(n)</u>
November, 1994 - Likely Voters	33%	38%	1%	28%	1%	101%	(801)
<i><u>Party ID</u></i>							
--Democrat	71	6	--	22	--	99	(247)
--Independent	25	32	2	40	1	100	(278)
--Republican	3	83	--	13	--	99	(229)
<u>PAST SURVEYS</u>							
October, 1994 - Likely Voters	35	32	1	32	--	100	(586)
<i><u>Party ID</u></i>							
--Democrat	79	3	1	17	--	100	(183)
--Independent	24	23	1	50	1	99	(219)
--Republican	4	76	--	20	--	100	(168)
September, 1994 - Likely Voters	33	33	1	33	--	100	(598)

"Have you ever changed your mind or made up your mind about who you would vote for while you were in the voting booth or do you always decide who to vote for before election day?" [Q.20]

	Yes, Changed <u>Mind</u>	Yes, Made Up <u>Mind</u>	Always Make Up Mind <u>Before</u>	<u>Other</u>	Don't <u>Know</u>	<u>Total</u>	<u>(n)</u>
November, 1994 - Likely Voters	7%	7%	82%	3%	1%	100%	(801)
<i><u>New Vote Choice</u></i>							
--Firm Haytaian	5	4	89	1	1	100	(219)
--Not Firm	10	10	74	5	1	100	(275)
--Firm Lautenberg	7	7	83	2	1	100	(286)
<i><u>Vote Choice - Traditional</u></i>							
--Haytaian	6	4	87	1	1	99	(273)
--Undecided	7	12	76	3	2	100	(121)
--Lautenberg	9	8	79	4	1	101	(386)