1996 NEW JERSEY ELECTIONS

CLINTON LEADS DOLE; FEW KNOW TORRICELLI AND ZIMMER

At this early stage in the elections for President and for the Senate, there are opportunities for all four candidates to launch winning campaigns. Although President Bill Clinton currently has more supporters than Bob Dole, 36 percent of New Jersey registered voters are currently uncertain about their choice. Among registered New Jersey voters who say they will not change their minds before Election Day, Clinton is ahead of Dole by a margin of 36 to 24 percent. Clinton has an even larger 53 to 34 percent lead when those who have made a choice but might change their mind before the election are included in the
support for the candidates. In addition, similar to February of this year, 51 percent of registered voters say Clinton deserves re-election.

Another uncertainty in the election that could impact the support for Dole and Clinton is the entry of a third party candidate. At this time, New Jerseyans are receptive to other candidates entering the race for President, with 47 percent saying that they would like to have another candidate to vote for. In addition, a third of the registered voters say they would be very (9%) or somewhat likely (24%) to vote for third party candidate if he or she ran for President.

Some current events related to the election will probably not have a major influence on most voters’ choice for President. About half of the registered voters say that having Christie Whitman as Dole’s running mate would make no difference in their vote choice. And, even though most voters do not have a favorable impression of Newt Gingrich, his influence in the Republican Party makes no difference to about half of the voters in their choice for President. Also, half of the voters say that Bob Dole's suggestion for the Republican Party taking a position of tolerance on the issue of abortion will not make a difference in their vote choice. While most New Jersey voters know at least a little about the Whitewater investigation that has focused on the Clinton administration, about 6-in-10 say this will not make any difference in their vote choice.

Janice Ballou, Poll Director, noted, "Specific single issues or events related to the Presidential candidates do not seem to have a major influence on most voters – especially those who have decided on a candidate. However, the key group of those who are still looking for reasons to select or not to select a candidate are the most likely to be swayed by these high visibility issues and events. In a close election, this may be the difference between winning and losing."
The main challenge for the candidates in the U. S. Senate election is increasing their visibility. Less than 1-in-5 registered voters can name either Dick Zimmer or Bob Torricelli as the U. S. Senate candidates. In addition, 63 percent are not firm in their choice for Senator compared to 14 percent who firmly support Zimmer and 18 percent who are firm Torricelli voters. When voters who might change their minds are included, registered voters select Torricelli over Zimmer by a margin of 39 to 31 percent.

"The contrast between the Presidential and the U. S. Senate races is very dramatic," commented Ballou. "While almost everyone can identify the Presidential candidates, in the Senate contest it is the reverse with almost no one knowing who is running. The focus on the Presidential race as the main event in the election will make it very difficult for the two Senate candidates to get the voters’ attention."

The latest Star-Ledger/Eagleton Poll which was conducted by telephone from June 13 to 19, 1996 with a random sample of 646 registered voters found that there is a core of about a third of New Jersey registered voters who are Democratic Party loyalist and say they will vote for their party's candidate in both the Presidential and the U. S. Senate elections compared to about 1-in-5 who will vote for both Republican candidates.

**THE PRESIDENTIAL RACE**

While about 6-in-10 registered voters are firm in their choice of a candidate for President, there are still opportunities for both candidates to gain support among the 4-in-10 who are not certain about who they will vote for.

At this time President Clinton has a 36 to 24 percent lead over the challenger Bob Dole with 36 percent who may still change or make up their mind before Election Day. When the
voters who are not firm about their choice for President are included in the candidates support, Clinton is selected by 53 percent – 36 percent who say they are firm in their choice and 17 percent who support him now, but may change their minds. In comparison, Dole is supported by 34 percent of the voters – 24 percent firm and 10 percent who support him now, but may change their minds. When the 9 percent who were initially undecided about both of these candidates picked who they are "leaning" toward, 2 percent select Clinton and 2 percent say Dole while 5 percent do not indicate a preference for either of these candidates.

Clinton's firm commitment from 70 percent of the Democrats is greater than the 57 percent of Republican voters who say they are firm in their choice of Dole. Among independents who are firm in their choice, Clinton leads Dole 28 to 21 percent, however close to half of the independents (46%) are not decisive about either candidate.

Firm support for the candidates among different segments of voters is as follows:

- **Gender:** Both men (34 to 29 percent) and women (38 to 19 percent) who are firm in their choice of candidates support Clinton more than Dole. However, the gap between Clinton and Dole is four times larger for women (19 percentage points) than for men (5 percentage points).

- **Interest in the Election:** Among New Jerseyans who say they have a lot of interest in the election, 41 percent are firm in their support for Clinton and 28 percent for Dole. In comparison, among those who have some or a little interest Clinton's firm vote leads Dole's by a margin of 30 to 19 percent.

- **Past Voting:** Comparing the voters' choice of candidates in the 1992 Presidential election with their selection in 1996, 67 percent of New Jerseyans who voted for President Clinton in 1992 say that they are firm in their choice of Clinton in 1996 while 49 percent of Bush voters are firm about their choice of Dole. In addition, while more Perot voters are firm in their choice of Dole (27%) compared to Clinton (20%), 43 percent of these voters have not committed to either of these candidates.

The percentage of voters who say President Clinton deserves re-election remains about the same as in the February 1996 poll (51 percent). The potential for change in support for
Clinton is indicated among the critical group of voters who are not yet decisive about who they will vote for. Among this group, about equal percentages say Clinton deserves reelection (45%) as report that it is time for a change (42%).

**REASONS FOR VOTING FOR CLINTON OR DOLE**

Overall, a majority of New Jerseyans say that a range of current events that are linked to the election will not make any difference in their decision on who to vote for. Voters who are firm in their selection of a candidate tend to rally around the candidate they've selected. However, among the voters who are still making up their minds some of these events are more likely than others to swing their vote for one candidate or another.

Among these events, the Whitewater investigation presents the best opportunity for Dole to gain support and for Clinton, Newt Gingrich's leadership role in the Republican Party may motivate indecisive voters to select the President. Dole's position on the abortion issue and adding Governor Christie Todd Whitman as a Vice-Presidential running mate do not give Dole an advantage over Clinton among the voters who have not made a firm choice.

**Whitewater Investigation**

While almost all registered New Jersey voters say they have heard a least something about the Whitewater Investigation, 58 percent say it will not make any difference in their vote choice compared to 29 percent who report it will make them more likely to select Dole and 10 percent who increase their commitment to Clinton. However, among those who are still deciding, by a margin of 24 to 7 percent, they are more likely to select Dole over Clinton based on this issue compared to 62 percent who say it does not make any difference in their choices for President. In addition, this issue solidifies support among those who are currently
firm in their choice for Dole with 75 percent saying it will make them more likely to vote for the Republican.

➤ Newt Gingrich

Half (51%) of the registered voters in New Jersey have an unfavorable impression of Newt Gingrich compared to 18 percent who say that their general impression is favorable. And, overall half (52%) of the voters say that having Gingrich as a spokesperson for the Republican Party in Congress will not influence their vote for President while 35 percent report they would be more likely to support Clinton and 10 percent would vote for Dole. Among those who are still deciding on a candidate, a Clinton preference exceeds a Dole preference by a margin of 28 to 6 percent when the Gingrich connection is suggested as part of the vote choice with 61 percent saying it would not make any difference. In addition, among those who are firm in their choice of Clinton, Gingrich’s leadership reinforces their support with 67 percent saying they are more likely to vote for the President.

➤ Whitman As Vice President

Overall, 47 percent of the voters say the Whitman selection as Vice President will not make them any more likely to vote for either candidate while 22 percent say it will make them more likely to vote for Dole and 28 percent would be more likely to vote for Clinton. However, among voters who are still making up their minds, the Whitman selection divides them with 25 percent saying they’re more likely to vote for Dole, 23 percent saying this would influence them to vote for Clinton, and 47 percent report the Whitman selection would not make any difference.

➤ Dole’s Abortion Position
Overall, half (50%) the registered voters say that Senator Dole's recommended position of tolerance on the issue of abortion for the Republican Party does not make any difference in their vote choice compared to 21 percent who report they are more likely to support Dole and a similar 22 percent who increase their support for Clinton. Dole's position on abortion does not contribute to any gains among the voters who are still deciding on a candidate. While 22 percent say the Dole abortion position will make them more likely to vote for Dole, 17 percent say the same about Clinton, and 52 percent report it will not make any difference in their choice for President.

**CANDIDATE AWARENESS AND IMPRESSIONS**

When it comes to awareness of the Presidential candidates, both Bob Dole and Bill Clinton have equal visibility. Almost all registered voters either can name (86%) or recognize (13%) Bill Clinton as the Democratic candidate for President and similar percentages name (85%) or recognize (13%) Bob Dole as the Republican candidate. Overall, more people have favorable (53%) than unfavorable (35%) impressions of Bill Clinton. In comparison, about equal percentages have favorable (37%) and unfavorable (35%) impressions of Bob Dole. Overall, more voters do not have an opinion the challenger Dole (25%) than the incumbent President Clinton (13%).

**POTENTIAL FOR A THIRD PARTY CANDIDATE**

New Jerseyans are receptive to the possibility of additional candidates entering the Presidential race. Registered voters are about equally divided in their assessment of the candidates who are currently running for President with 45 percent saying they are satisfied with Dole and Clinton and 47 percent saying they would like to have another candidate to
vote for in the election. Democrats (57%) and Republicans (54%) are more likely to be satisfied with the candidates than independents (29%). Although about half (54%) of those who would like another candidate to run did not name a specific person, Colin Powell (15%) and Ross Perot (10%) received the most mentions as possible candidates New Jerseyans would like to see in the Presidential race.

While 48 percent of registered voters say they are not too likely (18%) or not likely at all (30%) to vote for a third party Presidential candidate, 33 percent say they are very (9%) or somewhat (24%) likely and 21 percent say it depends (15%) or they don't know (6%). Among the key group of voters who are not yet committed to a candidate, 42 percent say they would consider voting for a third party candidate.

THE SENATE RACE

The dynamics in the contest for the U. S. Senate are very different than the Presidential contest because less than 1-in-5 voters can name either of the candidates. Specifically, 58 percent can name (15%) or recognize (43%) Dick Zimmer as the Republican candidate, and a similar 59 percent name (19%) or recognize (40%) Bob Torricelli as the Democratic candidate.

Underscoring the low level of visibility of these candidates, about 8-in-10 registered voters do not have an impression of these candidates or do not know who they are. Among the few people who have impressions, more people have favorable (12%) than unfavorable (6%) impressions of Dick Zimmer. The percentages are similar for Bob Torricelli with 14 percent having favorable impressions of the Democrat compared to 7 percent unfavorable.

U.S. SENATE VOTE CHOICE
With the low level of awareness of the U.S. Senate candidates, it is not surprising that 6-in-10 registered voters have not made a definite choice about who to vote for. At this time Bob Torricelli has firm support from 18 percent compared to 14 percent for Dick Zimmer. When the voters who might change their mind are included in the support for each candidate, Torricelli leads Zimmer by a margin of 39 to 31 percent.

Torricelli's firm commitment from Democrats (42%) is somewhat higher than the support Zimmer has from Republicans (36%). Among the key group of independent voters, the candidates have about equal percentages of firm voters with Torricelli at 8 percent and Zimmer with 10 percent and 77 percent who are not firm about either candidate.

Firm support for the candidates among some different types of voters is as follows:

- **Region of the State:** Voters in North Jersey who are firm in their choice of a candidate favor Torricelli over Zimmer by a margin of 21 to 13 percent. Among Central Jersey voters Zimmer is favored over Torricelli 21 to 15 percent. In South Jersey, Torricelli (17%) currently has an advantage over Zimmer (8%), but 69 percent of the voters are not firm in their selection of a candidate.

- **Gender:** About equal numbers of men who are firm in their choice of candidates support Zimmer (16%) and Torricelli (17%). In comparison, more women are firm in their choice of Torricelli (20%) than Zimmer (12%).

**CLINTON/WHITMAN INFLUENCE IN VOTE CHOICE**

Overall, about 3-in-10 voters say that neither Whitman's endorsement of Zimmer or Clinton's endorsement of Torricelli will make a difference in who they vote for. Among the independent voters, these endorsements are about equally divided with 27 percent saying a Clinton endorsement will make them more likely to vote for Torricelli, and 26% saying a Whitman endorsement would influence them to support Zimmer.

**SWING VOTERS**

- more -
With two major elections in New Jersey, voters can show their partisan loyalty or their independence. At this time about half of New Jersey voters plan to vote the party line. While 33 percent say they will vote for Democrats in both the Presidential and Senate race, 21 percent are loyal to the Republicans in both contests, 11 percent report they will split their vote, and 35 percent are undecided. Democrats (70%) are more likely than Republicans (54%) to report that they will vote for their party’s candidate in both races. Similar percentages of independents will vote for both Democratic candidates (21%) and for both Republicans (18%) in the Presidential and U.S. Senate races while 15 percent plan to split their votes and 46 percent are still undecided.

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NOTE: Chris Bruzios and Thomas Regan assisted in the development of this press release.

The latest Star-Ledger/Eagleton Poll was conducted between June 13 and 19, 1996, when a random sample of 801 New Jerseyans, 18 years and older, was interviewed by telephone. Figures based on this sample size are subject to a sampling error of about $\pm 3.5$ percent at a 95 percent confidence interval.

Figures are reported for 646 registered voters. The sampling error for this subset is about $\pm 4.0$ percent.

This release of the Star-Ledger/Eagleton Poll includes two classifications of registered voters based on their support for a candidate: 1) “Vote Choice - Traditional” refers to the initial preference of candidates on a particular election, this group includes both firm and soft supporters of a candidate and groups of people who lean toward a candidate with undecided voters; 2) “Vote Choice - Firm” refers to how firmly voters support a candidate. A firm voter selects a candidate and says they are very sure about their choice and will not change their mind before the election. A not firm voter either selects a candidate and says they might change their mind or is initially undecided in their vote choice. Only voters who are firm are allocated to a specific candidate while all others are referred to as not firm. A 1993 Eagleton post-election study showed that the “Vote Choice - Traditional” underrepresents the group of voters who might change their minds prior to or even on Election Day.

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 much interest do you have in this election – a lot, some, a little, or none at all? [Q.6]"

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<th>Some</th>
<th>A Little</th>
<th>None</th>
<th>Don't Know</th>
<th>Total</th>
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<td>35%</td>
<td>8%</td>
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<td>4</td>
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<td>32</td>
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<td>3</td>
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<td>100</td>
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<tr>
<td>--Clinton</td>
<td>56</td>
<td>32</td>
<td>9</td>
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<td>45</td>
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<td>29</td>
<td>6</td>
<td>3</td>
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<td>100</td>
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</table>

THE PRESIDENTIAL ELECTION

- more -
"Do you know who the (Republican/Democratic) candidate for President is? [Q.7, Q.11] ASKED OF THOSE NOT NAMING CANDIDATE: The (Republican/Democratic) candidate is (Bob Dole/Bill Clinton) – have you ever heard of him before?" [Q.8/Q.12]

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<th>Names</th>
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<th>Doesn't Recognize</th>
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<td>June, 1996 - Registered Voters</td>
<td>85%</td>
<td>13%</td>
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<td>99%</td>
<td>(646)</td>
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<tr>
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<td>12</td>
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<td>(228)</td>
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<tr>
<td>--Republican</td>
<td>90</td>
<td>9</td>
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<td>100</td>
<td>(176)</td>
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|                  |       |            |                   |       |     |
| **CLINTON**      |       |            |                   |       |     |
| June, 1996 - Registered Voters | 86%   | 13%        | --                | 99%   | (646) |
| **Party ID**     |       |            |                   |       |     |
| --Democrat       | 83    | 17         | --                | 100   | (212) |
| --Independent    | 88    | 12         | --                | 100   | (228) |
| --Republican     | 90    | 10         | --                | 100   | (176) |

"How much do you think you know about (Dole/Clinton) – a lot, some, or a little?" [Q.9/Q.13]

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<th>A Little</th>
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<th>Don’t Recognize Candidate</th>
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<tr>
<td>June, 1996 - Registered Voters</td>
<td>26%</td>
<td>47%</td>
<td>20%</td>
<td>5%</td>
<td>1%</td>
<td>1%</td>
<td>100</td>
<td>(646)</td>
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<td><strong>CLINTON</strong></td>
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<td>June, 1996 - Registered Voters</td>
<td>47%</td>
<td>40%</td>
<td>11%</td>
<td>1%</td>
<td>2%</td>
<td>--</td>
<td>101%</td>
<td>(646)</td>
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</table>

"Is your general impression of (Dole/Clinton) favorable, unfavorable, or don't you have an opinion about him? PROBE: Is that very or somewhat (favorable/unfavorable)?" [Q.10, Q14]

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<tr>
<th></th>
<th>Very Favorable</th>
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<th>Very Unfavorable</th>
<th>Don’t Know/No Opinion</th>
<th>Don’t tt Recognize Candidate</th>
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<th>(n)</th>
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<td>June, 1996 - Registered Voters</td>
<td>13%</td>
<td>24%</td>
<td>19%</td>
<td>16%</td>
<td>25%</td>
<td>1%</td>
<td>99%</td>
<td>(646)</td>
</tr>
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<td><strong>Party ID</strong></td>
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</tr>
<tr>
<td>--Democrat</td>
<td>3</td>
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<td>24</td>
<td>27</td>
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<tr>
<td>--Independent</td>
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<td>(228)</td>
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<tr>
<td>--Clinton</td>
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<td>12</td>
<td>29</td>
<td>28</td>
<td>29</td>
<td>1</td>
<td>100</td>
<td>(344)</td>
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</tbody>
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- more -
"Suppose the election for President was held today and you had to choose right now. Would you vote for Bob Dole, the Republican; or Bill Clinton, the Democrat? [Q.17] (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.19] (IF UNDECIDED, PROBE: At this moment, do you lean more towards Dole or more towards Clinton?) [Q.18]

June, 1996-Registered Voters

<table>
<thead>
<tr>
<th></th>
<th>Sure About Dole</th>
<th>(Soft) Picks Dole</th>
<th>Initially Undecided</th>
<th>(Soft) Picks Clinton</th>
<th>Sure About Clinton</th>
<th>Other*</th>
<th>Total (n)</th>
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<tbody>
<tr>
<td>(Firm)</td>
<td></td>
<td>(But might change)</td>
<td>Does Not Lean Clinton</td>
<td>(But might change)</td>
<td></td>
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<td>(Firm)</td>
<td>(Soft)</td>
<td>(Firm)</td>
<td>(Soft)</td>
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<tr>
<td></td>
<td>(Sure)</td>
<td>(Soft)</td>
<td>(Sure)</td>
<td>(Soft)</td>
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<td></td>
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<tr>
<td>June, 1996-Registered Voters</td>
<td>24%</td>
<td>10%</td>
<td>2%</td>
<td>5%</td>
<td>2%</td>
<td>17%</td>
<td>36%</td>
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</tr>
<tr>
<td>--Democrat</td>
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<td>1</td>
<td>17</td>
<td>70</td>
</tr>
<tr>
<td>--Independent</td>
<td>21</td>
<td>13</td>
<td>3</td>
<td>6</td>
<td>3</td>
<td>21</td>
<td>28</td>
</tr>
<tr>
<td>--Republican</td>
<td>57</td>
<td>15</td>
<td>2</td>
<td>5</td>
<td>1</td>
<td>11</td>
<td>7</td>
</tr>
</tbody>
</table>

Does Clinton Deserve Re-election?

<table>
<thead>
<tr>
<th></th>
<th>Re-election</th>
<th>Time for change</th>
<th>Not sure</th>
<th>Total (n)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>54</td>
<td>9</td>
<td>101</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>22</td>
<td>4</td>
<td>210</td>
</tr>
<tr>
<td>--Re-election</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>29</td>
</tr>
<tr>
<td>--Time for change</td>
<td>4</td>
<td>4</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td>--Not sure</td>
<td>9</td>
<td>11</td>
<td>1</td>
<td>11</td>
</tr>
</tbody>
</table>

Presidential Vote in 1992

<table>
<thead>
<tr>
<th></th>
<th>Clinton</th>
<th>Bush</th>
<th>Perot</th>
<th>Total (n)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3</td>
<td>17</td>
<td>27</td>
<td>99</td>
</tr>
<tr>
<td>--Clinton</td>
<td>3</td>
<td>17</td>
<td>27</td>
<td>99</td>
</tr>
<tr>
<td>--Voted Bush</td>
<td>49</td>
<td>17</td>
<td>27</td>
<td>99</td>
</tr>
<tr>
<td>--Voted Perot</td>
<td>27</td>
<td>14</td>
<td>18</td>
<td>99</td>
</tr>
</tbody>
</table>

* Includes 2% who say they won’t vote and 2% who mention another candidate.
**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. The data for this classification is based on Q.17.

<table>
<thead>
<tr>
<th>Dole</th>
<th>Undecided</th>
<th>Clinton</th>
<th>Other*</th>
<th>Total</th>
<th>(n)</th>
</tr>
</thead>
<tbody>
<tr>
<td>June, 1996 - Registered Voters</td>
<td>34%</td>
<td>8%</td>
<td>53%</td>
<td>4%</td>
<td>99%</td>
</tr>
</tbody>
</table>

**Party ID**

<table>
<thead>
<tr>
<th></th>
<th>Democrat</th>
<th>Independent</th>
<th>Republican</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
<td>7</td>
<td>33</td>
<td>72</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>12</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>88</td>
<td>49</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td>2</td>
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<td>100</td>
</tr>
<tr>
<td>(n)</td>
<td>(212)</td>
<td>(228)</td>
<td>(176)</td>
</tr>
</tbody>
</table>

**Gender**

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
<td>39</td>
<td>29</td>
</tr>
<tr>
<td></td>
<td>7</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>50</td>
<td>57</td>
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<tr>
<td></td>
<td>4</td>
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</tr>
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<td>100</td>
<td>100</td>
</tr>
<tr>
<td>(n)</td>
<td>(328)</td>
<td>(318)</td>
</tr>
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</table>

**Age**

<table>
<thead>
<tr>
<th></th>
<th>18 - 29</th>
<th>30 - 49</th>
<th>50 - 64</th>
<th>65 and older</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
<td>29</td>
<td>34</td>
<td>36</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td>8</td>
<td>9</td>
<td>5</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>59</td>
<td>53</td>
<td>55</td>
<td>47</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td></td>
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</tr>
<tr>
<td>(n)</td>
<td>(111)</td>
<td>(277)</td>
<td>(150)</td>
<td>(98)</td>
</tr>
</tbody>
</table>

**Interest In Election**

<table>
<thead>
<tr>
<th></th>
<th>A lot</th>
<th>Some/Little</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
<td>37</td>
<td>32</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>56</td>
<td>51</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>(n)</td>
<td>(343)</td>
<td>(273)</td>
</tr>
</tbody>
</table>

**Presidential Vote in 1992**

<table>
<thead>
<tr>
<th></th>
<th>Voted Clinton</th>
<th>Voted Bush</th>
<th>Voted Perot</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
<td>6</td>
<td>66</td>
<td>41</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>9</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>89</td>
<td>22</td>
<td>38</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>4</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>99</td>
<td>101</td>
<td>100</td>
</tr>
<tr>
<td>(n)</td>
<td>(232)</td>
<td>(210)</td>
<td>(95)</td>
</tr>
</tbody>
</table>

* Includes 2% who say they won’t vote and 2% who mention another candidate.

**VOTE CHOICE - FIRM**

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.18 and Q.19.

<table>
<thead>
<tr>
<th></th>
<th>Dole</th>
<th>Not Firm</th>
<th>Clinton</th>
<th>Other*</th>
<th>Total</th>
<th>(n)</th>
</tr>
</thead>
<tbody>
<tr>
<td>June, 1996 - Registered Voters</td>
<td>24%</td>
<td>36%</td>
<td>36%</td>
<td>4%</td>
<td>100%</td>
<td>(646)</td>
</tr>
</tbody>
</table>

**Party ID**

<table>
<thead>
<tr>
<th></th>
<th>Democrat</th>
<th>Independent</th>
<th>Republican</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
<td>2</td>
<td>21</td>
<td>57</td>
</tr>
<tr>
<td></td>
<td>25</td>
<td>46</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td>70</td>
<td>28</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>99</td>
<td>100</td>
<td>101</td>
</tr>
<tr>
<td>(n)</td>
<td>(212)</td>
<td>(228)</td>
<td>(176)</td>
</tr>
</tbody>
</table>
Does Clinton deserve Re-election?

<table>
<thead>
<tr>
<th></th>
<th>Deserves</th>
<th>Time For Change</th>
<th>Depends</th>
<th>Don't Know</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Re-election</td>
<td>1</td>
<td>32</td>
<td>65</td>
<td>2</td>
<td>100</td>
</tr>
<tr>
<td>Time for change</td>
<td>54</td>
<td>36</td>
<td>5</td>
<td>5</td>
<td>100</td>
</tr>
<tr>
<td>Not sure</td>
<td>9</td>
<td>67</td>
<td>13</td>
<td>11</td>
<td>100</td>
</tr>
</tbody>
</table>

Presidential Vote in 1992

<table>
<thead>
<tr>
<th></th>
<th>Voted Clinton</th>
<th>Voted Bush</th>
<th>Voted Perot</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clinton</td>
<td>3</td>
<td>29</td>
<td>67</td>
</tr>
<tr>
<td>Bush</td>
<td>49</td>
<td>35</td>
<td>12</td>
</tr>
<tr>
<td>Perot</td>
<td>27</td>
<td>43</td>
<td>20</td>
</tr>
</tbody>
</table>

Gender

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Voted Clinton</td>
<td>29</td>
<td>33</td>
</tr>
<tr>
<td>Voted Bush</td>
<td>19</td>
<td>39</td>
</tr>
</tbody>
</table>

Age

<table>
<thead>
<tr>
<th>Age</th>
<th>Voted Clinton</th>
<th>Voted Bush</th>
<th>Voted Perot</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 - 29</td>
<td>16</td>
<td>47</td>
<td>33</td>
</tr>
<tr>
<td>30 - 49</td>
<td>23</td>
<td>38</td>
<td>36</td>
</tr>
<tr>
<td>50 - 64</td>
<td>28</td>
<td>29</td>
<td>39</td>
</tr>
<tr>
<td>65 and older</td>
<td>30</td>
<td>30</td>
<td>37</td>
</tr>
</tbody>
</table>

Interest In The Election

<table>
<thead>
<tr>
<th>Interest</th>
<th>Voted Clinton</th>
<th>Voted Bush</th>
<th>Voted Perot</th>
</tr>
</thead>
<tbody>
<tr>
<td>A lot</td>
<td>28</td>
<td>27</td>
<td>41</td>
</tr>
<tr>
<td>Some/Little</td>
<td>19</td>
<td>47</td>
<td>30</td>
</tr>
</tbody>
</table>

* Includes 2% who say they won’t vote and 2% who mention another candidate.

"Thinking about the job that Bill Clinton has done as President, do you think he deserves to be re-elected, or do you think it's time for a change?" [Q.23]

<table>
<thead>
<tr>
<th></th>
<th>Deserves</th>
<th>Time For Change</th>
<th>Depends</th>
<th>Don't Know</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>June, 1996 - Registered Voters</td>
<td>51%</td>
<td>42%</td>
<td>3%</td>
<td>4%</td>
<td>100% (646)</td>
</tr>
</tbody>
</table>

Party ID

<table>
<thead>
<tr>
<th>Party ID</th>
<th>Voted Clinton</th>
<th>Voted Bush</th>
<th>Voted Perot</th>
</tr>
</thead>
<tbody>
<tr>
<td>Democrat</td>
<td>83</td>
<td>14</td>
<td>--</td>
</tr>
<tr>
<td>Independent</td>
<td>47</td>
<td>40</td>
<td>4</td>
</tr>
<tr>
<td>Republican</td>
<td>16</td>
<td>78</td>
<td>3</td>
</tr>
</tbody>
</table>

Vote Choice - Traditional

<table>
<thead>
<tr>
<th>Vote Choice</th>
<th>Voted Clinton</th>
<th>Voted Bush</th>
<th>Voted Perot</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dole</td>
<td>4</td>
<td>93</td>
<td>--</td>
</tr>
<tr>
<td>Undecided</td>
<td>37</td>
<td>31</td>
<td>7</td>
</tr>
<tr>
<td>Clinton</td>
<td>85</td>
<td>10</td>
<td>3</td>
</tr>
</tbody>
</table>

Vote Choice - Firm

<table>
<thead>
<tr>
<th>Vote Choice</th>
<th>Voted Clinton</th>
<th>Voted Bush</th>
<th>Voted Perot</th>
</tr>
</thead>
<tbody>
<tr>
<td>Firm Dole</td>
<td>2</td>
<td>95</td>
<td>--</td>
</tr>
<tr>
<td>Not Firm</td>
<td>45</td>
<td>42</td>
<td>6</td>
</tr>
<tr>
<td>Firm Clinton</td>
<td>91</td>
<td>6</td>
<td>1</td>
</tr>
</tbody>
</table>

PAST SURVEYS

- more -
If Christie Whitman was picked by Bob Dole to be Vice President, would that make you more likely to vote for Bob Dole, more likely to vote for Bill Clinton or make no difference in your voting decision? [Q.22a]

<table>
<thead>
<tr>
<th></th>
<th>More Likely To Vote for Dole</th>
<th>More Likely To Vote for Clinton</th>
<th>Neither/Makes No Difference</th>
<th>Don’t Know</th>
<th>Total (n)</th>
</tr>
</thead>
<tbody>
<tr>
<td>June, 1996 - Registered Voters</td>
<td>22%</td>
<td>28%</td>
<td>47%</td>
<td>3%</td>
<td>100%     (646)</td>
</tr>
</tbody>
</table>

**Party ID**

--Democrat
- 7
--Independent
- 26
--Republican
- 36

**Vote Choice - Traditional**

--Dole
- 36
--Undecided
- 33
--Clinton
- 10

**Vote Choice - Firm**

--Firm Dole
- 38
--Not Firm
- 25
--Firm Clinton
- 7

Is your general impression of Newt Gingrich favorable or unfavorable or don’t you really have an opinion about him? (IF FAVORABLE OR UNFAVORABLE, PROBE: Is that very (favorable/unfavorable) or somewhat (favorable/unfavorable)? [Q.22b]

<table>
<thead>
<tr>
<th></th>
<th>Very Favorable</th>
<th>Somewhat Favorable</th>
<th>Somewhat Unfavorable</th>
<th>Very Unfavorable</th>
<th>Don’t Know</th>
<th>Total (n)</th>
</tr>
</thead>
<tbody>
<tr>
<td>June, 1996 - Registered Voters</td>
<td>8%</td>
<td>10%</td>
<td>14%</td>
<td>37%</td>
<td>31%</td>
<td>100%     (646)</td>
</tr>
</tbody>
</table>

**Party ID**

--Democrat
- 5
--Independent
- 6
--Republican
- 17

Does Newt Gingrich’s position as Speaker of the House and spokesman for the Republican party in Congress make you more likely to vote for Bob Dole, more likely to vote for Bill Clinton, or doesn’t he make a difference in your vote? [Q.22c]

<table>
<thead>
<tr>
<th></th>
<th>More Likely To Vote for Dole</th>
<th>More Likely To Vote for Clinton</th>
<th>Neither/Makes No Difference</th>
<th>Don’t Know</th>
<th>Total (n)</th>
</tr>
</thead>
<tbody>
<tr>
<td>June, 1996 - Registered Voters</td>
<td>10%</td>
<td>35%</td>
<td>52%</td>
<td>3%</td>
<td>100%     (646)</td>
</tr>
</tbody>
</table>

**Party ID**

--Democrat
- 2
--Independent
- 8
Recently, Senator Dole recommended a position of tolerance on the issue of abortion for the Republican Party. Does Senator Dole’s position on abortion make you more likely to vote for Bob Dole, more likely to vote for Bill Clinton, or not make a difference in your voting decision? [Q.22d]

<table>
<thead>
<tr>
<th></th>
<th>More Likely To</th>
<th>More Likely To</th>
<th>Neither/Makes</th>
<th>Don’t Know</th>
<th>Total (n)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Vote for Dole</td>
<td>Vote for Clinton</td>
<td>No Difference</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>June, 1996 - Registered Voters</strong></td>
<td>21%</td>
<td>22%</td>
<td>50%</td>
<td>7%</td>
<td>100% (646)</td>
</tr>
</tbody>
</table>

**Party ID**

- **Democrat**
  - Dole: 6/37/51/6/100 (212)
  - Undecided: 22/19/51/8/100 (228)
  - Republican: 40/7/50/3/100 (176)

**Vote Choice - Traditional**

- Dole: 40/3/52/5/100 (222)
- Undecided: 20/15/46/19/100 (54)
- Clinton: 8/36/51/6/101 (344)

**Vote Choice - Firm**

- Firm Dole: 44/1/50/5/100 (154)
- Not Firm: 22/17/52/9/100 (233)
- Firm Clinton: 4/41/50/5/100 (233)

How much have you read or heard about the Whitewater Investigation -- a lot, something, just a little or nothing at all? [Q.22e]

<table>
<thead>
<tr>
<th></th>
<th>A Lot</th>
<th>Something</th>
<th>A Little</th>
<th>Nothing At all</th>
<th>Don’t Know</th>
<th>Total (n)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>June, 1996 - Registered Voters</strong></td>
<td>35%</td>
<td>36%</td>
<td>23%</td>
<td>6%</td>
<td>--</td>
<td>100% (646)</td>
</tr>
</tbody>
</table>

**Party ID**

- **Democrat**
  - 34/28/30/7/99 (212)
  - Independent: 36/38/21/4/99 (228)
  - Republican: 35/44/16/5/100 (176)

Will the Whitewater Investigation make you more likely to vote for Bob Dole, more likely to vote for Bill Clinton, or not make a difference in your voting decision? [Q.22f]

<table>
<thead>
<tr>
<th></th>
<th>More Likely To</th>
<th>More Likely To</th>
<th>Neither/Makes</th>
<th>Don’t Know</th>
<th>Total (n)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Vote for Dole</td>
<td>Vote for Clinton</td>
<td>No Difference</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- more -
In the 1996 Presidential race, are you satisfied with the candidates who are running or would you like to have another candidate you could vote for? [Q.25a]

### June, 1996 - Registered Voters

<table>
<thead>
<tr>
<th>Satisfied</th>
<th>Want Other</th>
<th>Don’t Know</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>45%</td>
<td>47%</td>
<td>8%</td>
<td>100%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Party ID</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Democrat</td>
<td>57</td>
</tr>
<tr>
<td>Independent</td>
<td>29</td>
</tr>
<tr>
<td>Republican</td>
<td>54</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Vote Choice - Traditional</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dole</td>
</tr>
<tr>
<td>48</td>
</tr>
<tr>
<td>47</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Vote Choice - Firm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Firm Dole</td>
</tr>
<tr>
<td>55</td>
</tr>
</tbody>
</table>

**Other Candidates Would Like To Run** [Q.25a1]

<table>
<thead>
<tr>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>15%</td>
</tr>
<tr>
<td>10%</td>
</tr>
<tr>
<td>5%</td>
</tr>
<tr>
<td>4%</td>
</tr>
<tr>
<td>3%</td>
</tr>
<tr>
<td>3%</td>
</tr>
<tr>
<td>6%</td>
</tr>
<tr>
<td>54%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total (n)</th>
</tr>
</thead>
<tbody>
<tr>
<td>646</td>
</tr>
<tr>
<td>212</td>
</tr>
<tr>
<td>228</td>
</tr>
<tr>
<td>176</td>
</tr>
<tr>
<td>222</td>
</tr>
<tr>
<td>54</td>
</tr>
<tr>
<td>344</td>
</tr>
<tr>
<td>154</td>
</tr>
<tr>
<td>233</td>
</tr>
<tr>
<td>233</td>
</tr>
<tr>
<td>302</td>
</tr>
</tbody>
</table>
If a third party candidate ran for President in 1996, how likely would you be to vote for that person -- very likely, somewhat likely, not too likely or not likely at all? [Q.25b]

<table>
<thead>
<tr>
<th>June, 1996 - Registered Voters</th>
<th>Very Likely</th>
<th>Somewhat Likely</th>
<th>Not Too Likely</th>
<th>Not Likely</th>
<th>Depends</th>
<th>Don’t Know</th>
<th>Total (n)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>9%</td>
<td>24%</td>
<td>18%</td>
<td>30%</td>
<td>15%</td>
<td>6%</td>
<td>102% (646)</td>
</tr>
</tbody>
</table>

**Party ID**

--Democrat 7 19 22 33 16 3 100 (212)
--Independent 14 29 15 18 16 7 99 (228)
--Republican 5 20 16 43 11 5 100 (176)

**Presidential Vote in 1992**

--Voted Clinton 6 19 22 34 15 5 101 (232)
--Voted Bush 5 22 17 37 13 5 99 (210)
--Voted Perot 22 33 8 12 19 6 100 (95)

**Vote Choice - Traditional**

--Dole 6 2 19 37 10 5 100 (222)
--Undecided 11 24 6 17 24 19 101 (54)
--Clinton 9 23 19 28 17 4 100 (344)

**Vote Choice - Firm**

--Firm Dole 5 16 19 47 9 5 101 (154)
--Not Firm 12 30 15 16 18 9 100 (233)
--Firm Clinton 6 21 20 34 15 3 99 (233)

**THE SENATORIAL ELECTION**

"Do you know who the (Republican/Democratic) candidate for Senator is? [Q.26, Q.30] ASKED OF THOSE NOT NAMING CANDIDATE: The (Republican/Democratic) candidate is (Dick Zimmer/Bob Torricelli) -- have you ever heard of him before?" [Q.27/Q.31]

<table>
<thead>
<tr>
<th>Names</th>
<th>Recognizes</th>
<th>Doesn't Recognize</th>
<th>Total</th>
<th>(n)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ZIMMER</td>
<td>June, 1996 - Registered Voters</td>
<td>15%</td>
<td>43%</td>
<td>41%</td>
</tr>
</tbody>
</table>

**Party ID**

--Democrat 9 37 53 99 (212)
--Independent 17 46 37 100 (228)
--Republican 22 47 31 100 (176)

**TORRICELLI**

<table>
<thead>
<tr>
<th>Names</th>
<th>Recognizes</th>
<th>Doesn't Recognize</th>
<th>Total</th>
<th>(n)</th>
</tr>
</thead>
<tbody>
<tr>
<td>June, 1996 - Registered Voters</td>
<td>19%</td>
<td>40%</td>
<td>41%</td>
<td>100%</td>
</tr>
</tbody>
</table>

**Party ID**

--Democrat 16 36 48 100 (212)
--Independent 22 44 34 100 (228)
--Republican 19 39 42 100 (176)
ASKED OF THOSE NAMING OR HEARD OF CANDIDATE:

"How much do you think you know about (Zimmer/Torricelli) — a lot, some, or a little?" [Q.28/Q.32]

<table>
<thead>
<tr>
<th></th>
<th>A Lot</th>
<th>Some</th>
<th>A Little</th>
<th>Nothing At All</th>
<th>Don't Know</th>
<th>Don't Recognize</th>
<th>Candidate</th>
<th>Total</th>
<th>(n)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ZIMMER</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>June, 1996 - Registered Voters</td>
<td>3%</td>
<td>11%</td>
<td>29%</td>
<td>15%</td>
<td>--</td>
<td>41%</td>
<td>99%</td>
<td>41%</td>
<td>99%</td>
</tr>
<tr>
<td><strong>TORRICELLI</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>June, 1996 - Registered Voters</td>
<td>4%</td>
<td>14%</td>
<td>28%</td>
<td>12%</td>
<td>--</td>
<td>41%</td>
<td>99%</td>
<td>41%</td>
<td>99%</td>
</tr>
</tbody>
</table>

"Is your general impression of (Torricelli/Zimmer) favorable, unfavorable, or don't you have an opinion about him? PROBE: Is that very or somewhat (favorable/unfavorable)?" [Q.29, Q.33]

<table>
<thead>
<tr>
<th></th>
<th>Very Favorable</th>
<th>Somewhat Favorable</th>
<th>Unfavorable</th>
<th>Very Favorable</th>
<th>Somewhat Favorable</th>
<th>Unfavorable</th>
<th>Don't Know/No Opinion</th>
<th>Don't Recognize</th>
<th>Candidate</th>
<th>Total</th>
<th>(n)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ZIMMER</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>June, 1996 - Registered Voters</td>
<td>3%</td>
<td>9%</td>
<td>3%</td>
<td>3%</td>
<td>40%</td>
<td>41%</td>
<td>99%</td>
<td></td>
<td>41%</td>
<td>99%</td>
<td>(646)</td>
</tr>
</tbody>
</table>

**Party ID**

<table>
<thead>
<tr>
<th></th>
<th>Democrat</th>
<th>Independent</th>
<th>Republican</th>
</tr>
</thead>
<tbody>
<tr>
<td>--Zimmer</td>
<td>--</td>
<td>8</td>
<td>20</td>
</tr>
<tr>
<td>--Undecided</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>--Torricelli</td>
<td>6</td>
<td>20</td>
<td>1</td>
</tr>
</tbody>
</table>

**Vote Choice - Traditional**

<table>
<thead>
<tr>
<th></th>
<th>Zimmer</th>
<th>Torricelli</th>
</tr>
</thead>
<tbody>
<tr>
<td>--Zimmer</td>
<td>10</td>
<td>7</td>
</tr>
<tr>
<td>--Undecided</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>--Torricelli</td>
<td>3</td>
<td>9</td>
</tr>
</tbody>
</table>

**TORRICELLI**

<table>
<thead>
<tr>
<th></th>
<th>Firm Zimmer</th>
<th>Not Firm</th>
<th>Firm Torricelli</th>
</tr>
</thead>
<tbody>
<tr>
<td>--Firm Zimmer</td>
<td>20</td>
<td>34</td>
<td>--</td>
</tr>
<tr>
<td>--Not Firm</td>
<td>6</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>--Firm Torricelli</td>
<td>5</td>
<td>9</td>
<td>10</td>
</tr>
</tbody>
</table>

**Vote Choice - Firm**

<table>
<thead>
<tr>
<th></th>
<th>Firm Zimmer</th>
<th>Not Firm</th>
<th>Firm Torricelli</th>
</tr>
</thead>
<tbody>
<tr>
<td>--Firm Zimmer</td>
<td>20</td>
<td>34</td>
<td>--</td>
</tr>
<tr>
<td>--Not Firm</td>
<td>6</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>--Firm Torricelli</td>
<td>5</td>
<td>9</td>
<td>10</td>
</tr>
</tbody>
</table>

**Party ID**

<table>
<thead>
<tr>
<th></th>
<th>Democrat</th>
<th>Independent</th>
<th>Republican</th>
</tr>
</thead>
<tbody>
<tr>
<td>--Zimmer</td>
<td>9</td>
<td>11</td>
<td>2</td>
</tr>
<tr>
<td>--Undecided</td>
<td>2</td>
<td>10</td>
<td>6</td>
</tr>
<tr>
<td>--Torricelli</td>
<td>1</td>
<td>9</td>
<td>6</td>
</tr>
</tbody>
</table>

**Vote Choice - Traditional**

<table>
<thead>
<tr>
<th></th>
<th>Zimmer</th>
<th>Torricelli</th>
</tr>
</thead>
<tbody>
<tr>
<td>--Zimmer</td>
<td>10</td>
<td>7</td>
</tr>
<tr>
<td>--Undecided</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>--Torricelli</td>
<td>10</td>
<td>18</td>
</tr>
</tbody>
</table>

**Vote Choice - Firm**

<table>
<thead>
<tr>
<th></th>
<th>Firm Zimmer</th>
<th>Not Firm</th>
<th>Firm Torricelli</th>
</tr>
</thead>
<tbody>
<tr>
<td>--Firm Zimmer</td>
<td>10</td>
<td>18</td>
<td>2</td>
</tr>
<tr>
<td>--Not Firm</td>
<td>1</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>--Firm Torricelli</td>
<td>19</td>
<td>25</td>
<td>2</td>
</tr>
</tbody>
</table>

- more -
“Suppose the election for Senator was held today and you had to choose right now. Would you vote for Dick Zimmer, the Republican; or Bob Torricelli, the Democrat? [Q.36] (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.38] (IF UNDECIDED, PROBE: At this moment do you lean more toward Haytaian or more toward Lautenberg?) [Q.37]

<table>
<thead>
<tr>
<th>Initially Undecided</th>
<th>(Firm)</th>
<th>(Soft)</th>
<th>(But might change)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zimmer</td>
<td>Sure About</td>
<td>Picks Zimmer</td>
<td>Lean</td>
</tr>
<tr>
<td>Sure</td>
<td>14%</td>
<td>17%</td>
<td>3%</td>
</tr>
<tr>
<td>Soft</td>
<td>14%</td>
<td>21%</td>
<td>2%</td>
</tr>
<tr>
<td>Does Not Lean</td>
<td>18%</td>
<td>18%</td>
<td>5%</td>
</tr>
</tbody>
</table>

June, 1996 - Registered Voters

<table>
<thead>
<tr>
<th>Party ID</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Democrat</td>
<td>212</td>
</tr>
<tr>
<td>Independent</td>
<td>228</td>
</tr>
<tr>
<td>Republican</td>
<td>176</td>
</tr>
</tbody>
</table>

* Includes 4% who say they won’t vote and 1% who mention another candidate.

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. The data for this classification is based on Q.36.

<table>
<thead>
<tr>
<th>June, 1996 - Registered Voters</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zimmer</td>
<td>31%</td>
</tr>
<tr>
<td>Undecided</td>
<td>26%</td>
</tr>
<tr>
<td>Torricelli</td>
<td>39%</td>
</tr>
<tr>
<td>Other*</td>
<td>5%</td>
</tr>
<tr>
<td>Total</td>
<td>101%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Party ID</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Democrat</td>
<td>212</td>
</tr>
<tr>
<td>Independent</td>
<td>228</td>
</tr>
<tr>
<td>Republican</td>
<td>176</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>328</td>
</tr>
<tr>
<td>Female</td>
<td>318</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 - 29</td>
<td>111</td>
</tr>
<tr>
<td>30 - 49</td>
<td>277</td>
</tr>
<tr>
<td>50 - 64</td>
<td>150</td>
</tr>
<tr>
<td>65 and older</td>
<td>98</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Interest In The Election</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>A lot</td>
<td>343</td>
</tr>
<tr>
<td>Some/Little</td>
<td>273</td>
</tr>
</tbody>
</table>

* Includes 4% who say they won’t vote and 1% who mention another candidate.

VOTE CHOICE - FIRM

- more -
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.37 and Q.38.

<table>
<thead>
<tr>
<th></th>
<th>Zimmer</th>
<th>Undecided</th>
<th>Torricelli</th>
<th>Other*</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>June, 1996 - Registered Voters</td>
<td>14%</td>
<td>63%</td>
<td>18%</td>
<td>5%</td>
<td>100% (646)</td>
</tr>
</tbody>
</table>

**Party ID**

<table>
<thead>
<tr>
<th>Party</th>
<th>Zimmer</th>
<th>Undecided</th>
<th>Torricelli</th>
<th>Other*</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Democrat</td>
<td>53</td>
<td>42</td>
<td>4</td>
<td>4</td>
<td>100 (212)</td>
</tr>
<tr>
<td>Independent</td>
<td>77</td>
<td>8</td>
<td>4</td>
<td>99 (228)</td>
<td></td>
</tr>
<tr>
<td>Republican</td>
<td>53</td>
<td>6</td>
<td>6</td>
<td>100 (176)</td>
<td></td>
</tr>
</tbody>
</table>

**Gender**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Zimmer</th>
<th>Undecided</th>
<th>Torricelli</th>
<th>Other*</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>63</td>
<td>17</td>
<td>5</td>
<td>101 (328)</td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>63</td>
<td>20</td>
<td>5</td>
<td>100 (318)</td>
<td></td>
</tr>
</tbody>
</table>

**Age**

<table>
<thead>
<tr>
<th>Age</th>
<th>Zimmer</th>
<th>Undecided</th>
<th>Torricelli</th>
<th>Other*</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 - 29</td>
<td>71</td>
<td>13</td>
<td>7</td>
<td>100 (111)</td>
<td></td>
</tr>
<tr>
<td>30 - 49</td>
<td>66</td>
<td>16</td>
<td>6</td>
<td>100 (277)</td>
<td></td>
</tr>
<tr>
<td>50 - 64</td>
<td>56</td>
<td>21</td>
<td>3</td>
<td>100 (150)</td>
<td></td>
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<tr>
<td>65 and older</td>
<td>53</td>
<td>28</td>
<td>2</td>
<td>100 (98)</td>
<td></td>
</tr>
</tbody>
</table>

**Region**

<table>
<thead>
<tr>
<th>Region</th>
<th>Zimmer</th>
<th>Undecided</th>
<th>Torricelli</th>
<th>Other*</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>North</td>
<td>61</td>
<td>21</td>
<td>5</td>
<td>100 (299)</td>
<td></td>
</tr>
<tr>
<td>Central</td>
<td>60</td>
<td>15</td>
<td>4</td>
<td>100 (175)</td>
<td></td>
</tr>
<tr>
<td>South</td>
<td>69</td>
<td>17</td>
<td>6</td>
<td>100 (172)</td>
<td></td>
</tr>
</tbody>
</table>

* Includes 4% who say they won’t vote and 1% who mention another candidate.

If President Clinton endorsed Bob Torricelli, would you be more likely to vote for him or less likely to vote for him? [Q.41]

<table>
<thead>
<tr>
<th>More Likely</th>
<th>Less Likely</th>
<th>Makes No Difference</th>
<th>Don’t Know</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>June, 1996 - Registered Voters</td>
<td>31%</td>
<td>27%</td>
<td>30%</td>
<td>12%</td>
</tr>
</tbody>
</table>

**Party ID**

<table>
<thead>
<tr>
<th>Party</th>
<th>More Likely</th>
<th>Less Likely</th>
<th>Makes No Difference</th>
<th>Don’t Know</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Democrat</td>
<td>58</td>
<td>5</td>
<td>24</td>
<td>13</td>
<td>100 (186)</td>
</tr>
<tr>
<td>Independent</td>
<td>27</td>
<td>26</td>
<td>35</td>
<td>12</td>
<td>100 (199)</td>
</tr>
<tr>
<td>Republican</td>
<td>7</td>
<td>58</td>
<td>30</td>
<td>6</td>
<td>101 (160)</td>
</tr>
</tbody>
</table>

If Governor Christie Whitman endorsed Dick Zimmer, would you be more likely to vote for him or less likely to vote for him? [Q.42]

<table>
<thead>
<tr>
<th>More Likely</th>
<th>Less Likely</th>
<th>Makes No Difference</th>
<th>Don’t Know</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>June, 1996 - Registered Voters</td>
<td>27%</td>
<td>34%</td>
<td>27%</td>
<td>13%</td>
</tr>
</tbody>
</table>

**Party ID**

<table>
<thead>
<tr>
<th>Party</th>
<th>More Likely</th>
<th>Less Likely</th>
<th>Makes No Difference</th>
<th>Don’t Know</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Democrat</td>
<td>10</td>
<td>54</td>
<td>25</td>
<td>11</td>
<td>100 (186)</td>
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<td>26</td>
<td>31</td>
<td>29</td>
<td>14</td>
<td>100 (199)</td>
</tr>
<tr>
<td>Republican</td>
<td>51</td>
<td>15</td>
<td>25</td>
<td>9</td>
<td>100 (160)</td>
</tr>
</tbody>
</table>

**VOTE CHOICE – PRESIDENT AND SENATE**

Note: The following data is based on the traditional vote choice for the President and Senate. [Q.17 and Q.36]
<table>
<thead>
<tr>
<th></th>
<th>Solid Democrats</th>
<th>Solid Republicans</th>
<th>Senate-Democrats</th>
<th>Senate Republicans</th>
<th>President-Republicans</th>
<th>President-Democrats</th>
<th>Undecided</th>
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