

The Star-Ledger/Eagleton-Rutgers Poll

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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.

All of the percentages in this release are based on New Jersey residents who report they are currently registered to vote.

The *Star-Ledger*/Eagleton Poll web address: <http://www.rci.rutgers.edu/~eaglepol>

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

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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 re-election (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

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.

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BACKGROUND MEMO – RELEASE SL/EP57-1 (EP107-1), SUNDAY, JUNE 23, 1996

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 ± 3.5 percent at a 95 percent confidence interval.

Figures are reported for 646 registered voters. The sampling error for this subset is about ± 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]

	<u>A</u> <u>Lot</u>	<u>Some</u>	<u>A</u> <u>Little</u>	<u>None</u> <u>At All</u>	<u>Don't</u> <u>Know</u>	<u>Total</u>	<u>(n)</u>
June, 1996 - Registered Voters	53%	35%	8%	4%	1%	101%	(646)
<i>Party ID</i>							
--Democrat	57	31	8	3	1	100	(212)
--Independent	51	39	6	4	--	100	(228)
--Republican	56	32	9	3	--	100	(176)
<i>Vote Choice - Traditional</i>							
--Dole	57	34	5	4	--	100	(222)
--Undecided	28	54	9	7	2	100	(54)
--Clinton	56	32	9	3	1	101	(344)
<i>Vote Choice - Firm</i>							
--Firm Dole	63	28	5	3	1	100	(154)
--Not Firm	40	45	10	5	--	100	(233)
--Firm Clinton	61	29	6	3	1	100	(233)

THE PRESIDENTIAL ELECTION

"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]

	<u>Names</u>	<u>Recognizes</u>	<u>Doesn't Recognize</u>	<u>Total</u>	<u>(n)</u>
DOLE					
June, 1996 - Registered Voters	85%	13%	1%	99%	(646)
<u>Party ID</u>					
--Democrat	81	17	2	100	(212)
--Independent	87	12	1	100	(228)
--Republican	90	9	1	100	(176)
CLINTON					
June, 1996 - Registered Voters	86%	13%	--	99%	(646)
<u>Party ID</u>					
--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]

	<u>A Lot</u>	<u>Some</u>	<u>A Little</u>	<u>Nothing At All</u>	<u>Don't Know</u>	<u>Don't Recognize Candidate</u>	<u>Total</u>	<u>(n)</u>
DOLE								
June, 1996 - Registered Voters	26%	47%	20%	5%	1%	1%	100%	(646)
CLINTON								
June, 1996 - Registered Voters	47%	40%	11%	1%	2%	--	101%	(646)

"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]

	<u>Very Favorable</u>	<u>Somewhat Favorable</u>	<u>Somewhat Unfavorable</u>	<u>Very Unfavorable</u>	<u>Don't Know/No Opinion</u>	<u>Don't Recognize Candidate</u>	<u>Total</u>	<u>(n)</u>
DOLE								
June, 1996 - Registered Voters	13%	24%	19%	16%	25%	1%	99%	(646)
<u>Party ID</u>								
--Democrat	3	11	24	27	33	2	100	(212)
--Independent	9	28	24	17	22	1	101	(228)
--Republican	34	36	7	3	18	1	99	(176)
<u>Vote Choice - Traditional</u>								
--Dole	36	43	5	--	14	1	99	(222)
--Undecided	7	28	11	7	44	2	99	(54)
--Clinton	1	12	29	28	29	1	100	(344)

Vote Choice - Firm

--Firm Dole	46	39	4	1	10	1	101	(154)
--Not Firm	6	33	17	5	36	2	99	(233)
--Firm Clinton	--	6	30	39	24	1	100	(233)

CLINTON

June, 1996 - Registered Voters 18% 35% 17% 18% 13% -- 100% (646)

Party ID

--Democrat	39	44	6	3	8	--	100	(212)
--Independent	10	38	21	17	15	--	101	(228)
--Republican	5	19	26	39	11	--	100	(176)

Vote Choice - Traditional

--Dole	2	10	33	45	9	--	100	(222)
--Undecided	4	37	15	17	26	2	101	(54)
--Clinton	31	51	5	1	12	--	100	(344)

Vote Choice - Firm

--Firm Dole	2	7	28	55	8	1	101	(154)
--Not Firm	4	44	21	11	20	--	100	(233)
--Firm Clinton	44	45	3	---	7	--	99	(343)

"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]

	(Firm) Sure About Dole	(Soft) Picks Dole (But might change)	Initially Undecided			(Soft) Picks Clinton (But might change)	(Firm) Sure About Clinton	Other*	Total	(n)
			Leans Dole	Does Not Lean	Leans Clinton					
June, 1996- Registered Voters	24%	10%	2%	5%	2%	17%	36%	4%	100% (646)	
<u>Party ID</u>										
--Democrat	2	4	--	2	1	17	70	2	98 (212)	
--Independent	21	13	3	6	3	21	28	5	100 (228)	
--Republican	57	15	2	5	1	11	7	3	101 (176)	
<u>Does Clinton Deserve Re-election?</u>										
--Re-election	1	2	1	4	2	24	65	2	101 (328)	
--Time for change	54	22	2	4	1	7	5	5	100 (272)	
--Not sure	9	4	11	20	7	26	13	11	101 (46)	
<u>Presidential Vote in 1992</u>										
--Voted Clinton	3	3	--	2	1	22	67	1	99 (232)	
--Voted Bush	49	17	2	4	2	10	12	4	100 (210)	
--Voted Perot	27	14	4	6	1	18	20	9	99 (95)	

* 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.

	<u>Dole</u>	<u>Undecided</u>	<u>Clinton</u>	<u>Other*</u>	<u>Total</u>	<u>(n)</u>
June, 1996 - Registered Voters	34%	8%	53%	4%	99%	(646)
<u>Party ID</u>						
--Democrat	7	3	88	2	100	(212)
--Independent	33	12	49	5	99	(228)
--Republican	72	7	18	3	100	(176)
<u>Gender</u>						
--Male	39	7	50	4	100	(328)
--Female	29	10	57	4	100	(318)
<u>Age</u>						
--18 - 29	29	8	59	4	100	(111)
--30 - 49	34	9	53	4	100	(277)
--50 - 64	36	5	55	4	100	(150)
--65 and older	40	9	47	4	100	(98)
<u>Interest In Election</u>						
--A lot	37	4	56	3	100	(343)
--Some/Little	32	12	51	5	100	(273)
<u>Presidential Vote in 1992</u>						
--Voted Clinton	6	3	89	1	99	(232)
--Voted Bush	66	9	22	4	101	(210)
--Voted Perot	41	12	38	9	100	(95)

* 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.

	<u>Firm Dole</u>	<u>Not Firm</u>	<u>Firm Clinton</u>	<u>Other*</u>	<u>Total</u>	<u>(n)</u>
June, 1996 - Registered Voters	24%	36%	36%	4%	100%	(646)
<u>Party ID</u>						
--Democrat	2	25	70	2	99	(212)
--Independent	21	46	28	5	100	(228)
--Republican	57	34	7	3	101	(176)

- more -

Does Clinton
deserve Re-election?

--Re-election	1	32	65	2	100	(328)
--Time for change	54	36	5	5	100	(272)
--Not sure	9	67	13	11	100	(46)

Presidential Vote in 1992

--Voted Clinton	3	29	67	1	100	(232)
--Voted Bush	49	35	12	4	100	(210)
--Voted Perot	27	43	20	9	99	(95)

Gender

--Male	29	33	34	4	100	(328)
--Female	19	39	38	4	100	(318)

Age

--18 - 29	16	47	33	4	100	(111)
--30 - 49	23	38	36	4	101	(277)
--50 - 64	28	29	39	4	100	(150)
--65 and older	30	30	37	4	101	(98)

Interest In The Election

--A lot	28	27	41	3	99	(343)
--Some/Little	19	47	30	5	101	(273)

* 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]

	<u>Deserves Re-election</u>	<u>Time For Change</u>	<u>Depends</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
June, 1996 - Registered Voters	51%	42%	3%	4%	100%	(646)
<u>Party ID</u>						
--Democrat	83	14	--	2	99	(212)
--Independent	47	40	4	8	99	(228)
--Republican	16	78	3	3	100	(176)
<u>Vote Choice - Traditional</u>						
--Dole	4	93	--	2	99	(222)
--Undecided	37	31	7	24	99	(54)
--Clinton	85	10	3	2	100	(344)
<u>Vote Choice - Firm</u>						
--Firm Dole	2	95	--	3	100	(154)
--Not Firm	45	42	6	8	101	(233)
--Firm Clinton	91	6	1	2	100	(233)

PAST SURVEYS

February, 1996 50 39 6 5 100 (676)

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]

	<u>More Likely To Vote for Dole</u>	<u>More Likely To Vote for Clinton</u>	<u>Neither/Makes No Difference</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
June, 1996 - Registered Voters	22%	28%	47%	3%	100%	(646)
<u>Party ID</u>						
--Democrat	7	44	45	3	99	(212)
--Independent	26	24	46	3	99	(228)
--Republican	36	11	50	3	100	(176)
<u>Vote Choice - Traditional</u>						
--Dole	36	9	52	2	99	(222)
--Undecided	33	13	47	7	100	(54)
--Clinton	10	44	44	3	101	(344)
<u>Vote Choice - Firm</u>						
--Firm Dole	38	6	55	1	100	(154)
--Not Firm	25	23	47	6	101	(233)
--Firm Clinton	7	49	42	2	100	(233)

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]

	<u>Very Favorable</u>	<u>Somewhat Favorable</u>	<u>Somewhat Unfavorable</u>	<u>Very Unfavorable</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
June, 1996 - Registered Voters	8%	10%	14%	37%	31%	100%	(646)
<u>Party ID</u>							
--Democrat	5	2	13	52	28	100	(212)
--Independent	6	10	17	40	27	100	(228)
--Republican	17	20	13	14	35	99	(176)

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]

	<u>More Likely To Vote for Dole</u>	<u>More Likely To Vote for Clinton</u>	<u>Neither/Makes No Difference</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
June, 1996 - Registered Voters	10%	35%	52%	3%	100%	(646)
<u>Party ID</u>						
--Democrat	2	58	38	2	100	(212)
--Independent	8	33	56	4	101	(228)

--Republican	24	12	61	3	100	(176)
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Vote Choice - Traditional

--Dole	25	3	68	4	100	(222)
--Undecided	9	22	60	9	100	(54)
--Clinton	1	59	38	2	100	(344)

Vote Choice - Firm

--Firm Dole	30	1	65	5	101	(154)
--Not Firm	6	28	61	4	99	(233)
--Firm Clinton	1	67	30	2	100	(233)

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]

	<u>More Likely To Vote for Dole</u>	<u>More Likely To Vote for Clinton</u>	<u>Neither/Makes No Difference</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
June, 1996 - Registered Voters	21%	22%	50%	7%	100%	(646)
<u>Party ID</u>						
--Democrat	6	37	51	6	100	(212)
--Independent	22	19	51	8	100	(228)
--Republican	40	7	50	3	100	(176)
<u>Vote Choice - Traditional</u>						
--Dole	40	3	52	5	100	(222)
--Undecided	20	15	46	19	100	(54)
--Clinton	8	36	51	6	101	(344)
<u>Vote Choice - Firm</u>						
--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]

	<u>A Lot</u>	<u>Something</u>	<u>A Little</u>	<u>Nothing At all</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
June, 1996 - Registered Voters	35%	36%	23%	6%	--	100%	(646)
<u>Party ID</u>							
--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]

	<u>More Likely To Vote for Dole</u>	<u>More Likely To Vote for Clinton</u>	<u>Neither/Makes No Difference</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
--	---	--	--	-----------------------	--------------	------------

June, 1996 - Registered Voters	29%	10%	58%	4%	101%	(646)
<u>Party ID</u>						
--Democrat	7	16	74	3	100	(212)
--Independent	28	9	59	5	101	(228)
--Republican	59	3	37	2	101	(176)
<u>Vote Choice - Traditional</u>						
--Dole	68	1	28	1	98	(222)
--Undecided	19	6	65	11	101	(54)
--Clinton	5	17	75	3	100	(344)
<u>Vote Choice - Firm</u>						
--Firm Dole	75	--	24	1	100	(154)
--Not Firm	24	7	62	7	100	(233)
--Firm Clinton	3	20	75	1	99	(233)

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]

	<u>Satisfied</u>	<u>Want Other</u>	<u>Don ' t Know</u>	<u>Total</u>	<u>(n)</u>
June, 1996 - Registered Voters	45%	47%	8%	100%	(646)
<u>Party ID</u>					
--Democrat	57	35	8	100	(212)
--Independent	29	62	9	100	(228)
--Republican	54	41	5	100	(176)
<u>Vote Choice - Traditional</u>					
--Dole	48	47	6	101	(222)
--Undecided	39	44	17	100	(54)
--Clinton	47	44	8	99	(344)
<u>Vote Choice - Firm</u>					
--Firm Dole	55	42	4	101	(154)
--Not Firm	33	54	14	101	(233)
--Firm Clinton	55	39	7	101	(233)

(PROBE IF "WANT OTHER": WHO?) [Q.25a1]

<u>Other Candidates Would Like To Run</u>	<u>Percentage</u>
--Colin Powell	15%
--Ross Perot	10
--Bill Bradley	5
--Steve Forbes	4
--Christie Whitman	3
--Jack Kemp	3
--Other	6
--Don ' t know	54
(n)	(302)

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]

	<u>Very Likely</u>	<u>Somewhat Likely</u>	<u>Not Too Likely</u>	<u>Not Likely At All</u>	<u>Depends</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
June, 1996 - Registered Voters	9%	24%	18%	30%	15%	6%	102%	(646)
<u>Party ID</u>								
--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)
<u>Presidential Vote in 1992</u>								
--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)
<u>Vote Choice - Traditional</u>								
--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)
<u>Vote Choice - Firm</u>								
--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]

	<u>Names</u>	<u>Recognizes</u>	<u>Doesn't Recognize</u>	<u>Total</u>	<u>(n)</u>
ZIMMER					
June, 1996 - Registered Voters	15%	43%	41%	99%	(646)
<u>Party ID</u>					
--Democrat	9	37	53	99	(212)
--Independent	17	46	37	100	(228)
--Republican	22	47	31	100	(176)
TORRICELLI					
June, 1996 - Registered Voters	19%	40%	41%	100%	(646)
<u>Party ID</u>					
--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]

	<u>A Lot</u>	<u>Some</u>	<u>A Little</u>	<u>Nothing At All</u>	<u>Don't Know</u>	<u>Don't Recognize Candidate</u>	<u>Total</u>	<u>(n)</u>
ZIMMER								
June, 1996 - Registered Voters	3%	11%	29%	15%	--	41%	99%	(646)
TORRICELLI								
June, 1996 - Registered Voters	4%	14%	28%	12%	--	41%	99%	(646)

"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]

	<u>Very Favorable</u>	<u>Somewhat Favorable</u>	<u>Somewhat Unfavorable</u>	<u>Very Unfavorable</u>	<u>Don't Know/No Opinion</u>	<u>Don't Recognize Candidate</u>	<u>Total</u>	<u>(n)</u>
ZIMMER								
June, 1996 - Registered Voters	3%	9%	3%	3%	40%	41%	99%	(646)
<u>Party ID</u>								
--Democrat	--	4	5	3	34	53	99	(212)
--Independent	4	8	3	2	46	37	100	(228)
--Republican	6	20	1	3	39	31	100	(176)
<u>Vote Choice - Traditional</u>								
--Zimmer	10	25	--	1	43	21	100	(198)
--Undecided	--	2	2	2	43	51	100	(166)
--Torricelli	--	3	6	6	36	49	100	(249)
<u>Vote Choice - Firm</u>								
--Firm Zimmer	20	34	--	1	31	13	99	(89)
--Not Firm	--	6	2	1	45	45	99	(406)
--Firm Torricelli	--	5	9	10	29	47	100	(118)
TORRICELLI								
June, 1996 - Registered Voters	4%	10%	4%	3%	38%	41%	100%	(646)
<u>Party ID</u>								
--Democrat	9	11	2	--	30	48	100	(212)
--Independent	2	10	6	4	45	34	101	(228)
--Republican	1	9	6	5	38	42	101	(176)
<u>Vote Choice - Traditional</u>								
--Zimmer	--	7	10	8	39	37	101	(198)
--Undecided	1	2	2	1	42	52	100	(166)
--Torricelli	10	18	2	--	34	36	100	(249)
<u>Vote Choice - Firm</u>								
--Firm Zimmer	--	4	15	15	39	27	100	(89)
--Not Firm	1	7	3	1	41	47	100	(406)
--Firm Torricelli	19	25	2	--	25	31	102	(118)

- 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]

	(Firm) Sure About <u>Zimmer</u>	(Soft) Picks <u>Zimmer</u> (But might change)	Initially Undecided			(Soft) Picks <u>Torricelli</u> (But might change)	(Firm) Sure About <u>Torricelli</u>	<u>Other*</u>	<u>Total</u>	(n)
			Leans <u>Zimmer</u>	Does Not Lean	Leans <u>Torricelli</u>					
June, 1996 - Registered Voters	14%	17%	3%	21%	2%	21%	18%	5%	101%	(646)
<i>Party ID</i>										
--Democrat	1	4	--	14	1	34	42	4	100	(212)
--Independent	10	21	4	29	3	20	8	4	99	(228)
--Republican	36	30	6	12	--	6	5	6	101	(176)

* 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.

	<u>Zimmer</u>	<u>Undecided</u>	<u>Torricelli</u>	<u>Other*</u>	<u>Total</u>	(n)
June, 1996 - Registered Voters	31%	26%	39%	5%	101%	(646)
<i>Party ID</i>						
--Democrat	5	15	75	4	99	(212)
--Independent	31	36	29	4	100	(228)
--Republican	65	18	11	6	100	(176)
<i>Gender</i>						
--Male	36	27	33	5	101	(328)
--Female	25	25	44	5	99	(318)
<i>Age</i>						
--18 - 29	31	26	36	7	100	(111)
--30 - 49	28	27	39	6	100	(277)
--50 - 64	33	25	39	3	100	(150)
--65 and older	35	21	42	2	100	(98)
<i>Interest In The Election</i>						
--A lot	31	24	41	4	100	(343)
--Some/Little	31	27	37	6	101	(273)

* Includes 4% who say they won't vote and 1% 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.37 and Q.38.

	<u>Zimmer</u>	<u>Undecided</u>	<u>Torricelli</u>	<u>Other*</u>	<u>Total</u>	<u>(n)</u>
June, 1996 - Registered Voters	14%	63%	18%	5%	100%	(646)
<u>Party ID</u>						
--Democrat	1	53	42	4	100	(212)
--Independent	10	77	8	4	99	(228)
--Republican	36	53	5	6	100	(176)
<u>Gender</u>						
--Male	16	63	17	5	101	(328)
--Female	12	63	20	5	100	(318)
<u>Age</u>						
--18 - 29	9	71	13	7	100	(111)
--30 - 49	12	66	16	6	100	(277)
--50 - 64	20	56	21	3	100	(150)
--65 and older	17	53	28	2	100	(98)
<u>Region</u>						
--North	13	61	21	5	100	(299)
--Central	21	60	15	4	100	(175)
--South	8	69	17	6	100	(172)

* 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]

	<u>More Likely</u>	<u>Less Likely</u>	<u>Makes No Difference</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
June, 1996 - Registered Voters	31%	27%	30%	12%	100%	(571)
<u>Party ID</u>						
--Democrat	58	5	24	13	100	(186)
--Independent	27	26	35	12	100	(199)
--Republican	7	58	30	6	101	(160)

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]

	<u>Likely</u>	<u>More Likely</u>	<u>Less No Difference</u>	<u>Makes Know</u>	<u>Don't Total</u>	<u>(n)</u>
June, 1996 - Registered Voters	27%	34%	27%	13%	101%	(571)
<u>Party ID</u>						
--Democrat	10	54	25	11	100	(186)
--Independent	26	31	29	14	100	(199)
--Republican	51	15	25	9	100	(160)

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]

	Solid Democrats	Solid Republicans	Senate-Democrats President-Republicans	Senate Republicans President-Democrats	Undecided	Total	(n)
June, 1996 - Registered Voters (646)	33%	21%	5%	6%	35%	100%	
<i>Party ID</i>							
--Democrat	70	--	4	4	21	99	(212)
--Independent	21	18	6	9	46	100	(228)
--Republican	6	54	5	7	28	100	(176)
<i>Gender</i>							
--Male	27	25	4	8	35	99	(328)
--Female	38	17	5	4	36	100	(318)
<i>Age</i>							
--18 - 29	31	14	5	13	38	101	(111)
--30 - 49	32	19	6	5	38	100	(277)
--50 - 64	35	25	3	7	31	101	(150)
--65 and older	36	30	4	3	28	101	(98)