

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; LOW AWARENESS OF SENATE CANDIDATES

President Bill Clinton currently has more firm supporters than Bob Dole, but 30 percent of New Jersey registered voters are 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 42 to 23 percent. Clinton has close to a 2-to-1 lead (57% to 29%) among all those who have made a choice but might change their mind before the election. Compared to June, Clinton has a 6 percentage point increase in his firm vote while Dole's firm vote has stayed about the same at 23 percent. Overall, Ross Perot lags way behind the

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16 percent of the vote he received in 1992 with 6 percent of registered voters selecting the Reform ticket candidate.

More New Jersey voters have an unfavorable impression of Dole than have a favorable impression by a margin of 52 to 40 percent. In comparison, Clinton's positive impressions are greater than his negatives by a margin of almost 2-to-1.

The main reason voters say they are selecting Clinton is because of his experience and his past record as president. Dole supporters are most likely to report that his positive personal qualities are the reason for selecting the Republican.

“In the Presidential race in New Jersey, Bob Dole needs to play catch up to Bill Clinton,” commented Janice Ballou, Poll Director. “A key ingredient to his comeback would be winning the support of the 3-in-10 voters who are receptive to changing their minds before Election Day. Making his job more difficult is the entry of Ross Perot into the race over the summer and the increased support for Bill Clinton among the essential group of independent voters.”

New Jersey voters are still forming their opinions about the candidates in the U.S. Senate election. Currently, about 8-in-10 do not have an impression of either Dick Zimmer the Republican or Bob Torricelli the Democrat. At this time neither candidate for U.S. Senate has an advantage in this election. Two-thirds of the New Jersey voters are not firm in their choice for Senator compared to 14 percent who firmly support Zimmer and 18 percent who are firm Torricelli voters. These percentages are basically the same as the June poll. When voters who might change their minds are included, by a margin of 38 to 32 percent more registered voters select Torricelli than select Zimmer. These percentages are also similar to the June poll.

Currently, almost half of the Zimmer voters and half of the Torricelli voters say the reason for their choice is the candidate's political party.

"With the absence of information about the candidates for U.S. Senate, a majority of voters are depending on partisan labels. Since support from independent voters is essential to win a New Jersey election, both of these candidates need to move the campaign beyond loyalty and recognition," commented Ballou.

The latest *Star-Ledger/Eagleton* Poll which was conducted by telephone from September 5 to 12, 1996 with a random sample of 627 registered voters also found that in the U.S. Congressional Races about equal percentages of voters prefer Democratic candidates as prefer Republicans.

THE PRESIDENTIAL RACE

At this time about 3-in-10 New Jersey voters are not certain about their choice for President. However, among those who have made a firm choice, President Clinton currently has a 42 to 23 percent lead over the challenger Bob Dole and Reform candidate Ross Perot has 3 percent of the firm vote. When the voters who are not firm about their choice for President are included in the candidates' support, Clinton is selected by 57 percent – 42 percent who say they are firm in their choice and 15 percent who support him now, but may change their minds. In comparison, Dole is supported by 29 percent of the voters – 23 percent firm and 7 percent who support him now, but may change their minds. The Reform candidate Ross Perot trails with 6 percent of the vote.

Since June, both Dole and Clinton have made gains in the increased commitment of members of their own party to vote for them. However, Clinton's firm commitment from 79

percent of the Democrats is greater than the 65 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 37 to 14 percent. However 4-in-10 of the independents are not decisive about either candidate.

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

- Gender: Both men (36 to 26 percent) and women (49 to 20 percent) who are firm in their choice of candidates support Clinton more than Dole. However, the gap for women is 29 percentage points while for men it is 10 percentage points.
- Interest in the Election: Among New Jersey voters who say they have a lot of interest in the election, 49 percent are firm in their support for Clinton and 27 percent for Dole. In comparison, among those who have some interest Clinton's firm vote leads Dole's by a margin of 32 to 18 percent.
- Past Voting: Comparing the voters' choice of candidates in the 1992 Presidential election with their selection in 1996, 78 percent of New Jerseyans who voted for President Clinton in 1992 say that they are firm in their choice of Clinton in 1996, while 58 percent of Bush voters are firm about their choice of Dole. In addition, 11 percent of Perot voters are firm in their choice of Perot while others prefer Dole (19%) or Clinton (20%). However, half of Perot's 1992 supporters have not committed to any candidate.

Among those who voted for Governor Whitman in 1993, 42 percent are firm in their support of Dole while 25 percent support Clinton. Among Florio voters, 70 percent prefer Clinton and 5 percent say they are firm in their choice of Bob Dole.

Since February 1996, Bill Clinton has had a consistent majority who say that he deserves re-election. Currently, 55 percent say President Clinton deserves re-election compared to 51 percent in June and 50 percent in February. Among the critical group of voters who are not yet decisive about who they will vote for, 49 percent say Clinton deserves re-election and 39 percent report that it is time for a change.

REASONS FOR VOTING FOR CLINTON OR DOLE

There is variation in the main reason why voters are selecting each of the major candidates. While about 3-in-10 of those selecting Clinton identify his record as President as a key reason for their choice, 3-in-10 of Bob Dole's supporters are motivated to vote for him because of his positive personal qualities such as character and honesty. The second reason voters say they select each of these candidates is because of their stands on various issues.

IMPRESSIONS OF THE PRESIDENTIAL CANDIDATES

Overall, more people have favorable (62%) than unfavorable (34%) impressions of Bill Clinton. In comparison, more voters have unfavorable (52%) than have favorable (40%) impressions of Bob Dole. While positive impression of Clinton have increased 9 percentage points, Dole's have increased 3 percentage points since the June poll. However, Clinton's unfavorable ratings have remained unchanged since June, while Dole's have increased 17 percentage points from 35 to 52 percent.

Among all of the candidates for President, Ross Perot has the largest percentage of negative ratings. While 63 percent say that their impression of Perot is unfavorable, 23 percent think of him favorably.

VICE-PRESIDENTIAL CANDIDATE AWARENESS AND IMPRESSIONS

Comparing the two major party vice-presidential candidates, Al Gore receives more favorable ratings than Jack Kemp by a margin of 62 to 50 percent. At the time of the poll, Ross Perot had not yet selected economist Pat Choate as his vice-presidential running mate.

THE SENATE RACE

Since June 1996 there have not been many changes in the contest for the U.S. Senate and voters are still forming opinions about the two 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 while 43 percent don't have an impression and 39 percent say they do not know or recognize the candidate. The percentages are similar for Bob Torricelli with 15 percent having favorable impressions of the Democrat compared to 10 percent unfavorable while 42 percent don't have an impression and 34 percent say they do not know or recognize the candidate.

U.S. SENATE VOTE CHOICE

With the low level of awareness of the U.S. Senate candidates, it is not surprising that almost two-thirds of 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 38 to 32 percent.

Zimmer's firm support from Republicans (41%) is about the same as Torricelli's firm commitment from Democrats (39%). Among the key group of independent voters, 7-in-10 are not firm in their choice for U.S. Senator. Twelve percent of independent voters who say that they are firm in their choice select Torricelli compared to 8 percent who choose Zimmer.

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 14 percent. Among Central Jersey voters Zimmer (19%) and Torricelli (16%) have about equal support. Also, in South Jersey, Torricelli (15%) and Zimmer (11%) have about

equal percentages of voters who say they have decided on their candidate for U.S. Senate and do not plan to change their minds.

- Gender: Equal numbers of men who are firm in their choice of candidates support Zimmer (17%) and Torricelli (17%). In comparison, more women are firm in their choice of Torricelli (20%) than Zimmer (12%).
- Presidential Vote Choice: Among those who say they have selected Dole as their Presidential choice, 47 percent say they will vote for Zimmer and 2 percent select Torricelli. In comparison, 38 percent of those voting for Clinton say that Torricelli is their choice and 3 percent say they will vote for Zimmer.
- Past Voting: Voters who selected Jim Florio in the race for Governor in 1993 are more likely to select Torricelli than Zimmer by a margin of 42 to 1 percent. In comparison, those who voted for Whitman say they will vote for Zimmer over Torricelli by a margin of 28 to 5 percent.

REASON FOR SENATE VOTE CHOICE

With the low level of awareness voters have of the candidates for U.S. Senate, it is not surprising that 4-in-10 voters are using partisan identification to guide their election choice. Forty-three percent of those who select Zimmer say it is because he is a Republican, and a similar 44 percent say that his Democratic affiliation is the reason they choose Torricelli. The positive personal qualities of the candidates are mentioned by 10 percent of the Zimmer voters and 12 percent of those who pick Torricelli. Other reasons for selecting these candidates are named by about 10 percent or fewer of the voters.

CONGRESSIONAL ELECTION

In addition to the elections for President and for U.S. Senator, New Jersey voters will also be selecting their representatives to Congress. Overall, 38 percent say that they will select a Democratic candidate, 34 percent a Republican candidate, and 26 percent do not have an opinion at this time. In comparison, in 1994 when the Republican Congressional

candidates were united in their Contract for America campaign, 33 percent said they would vote for a Republican and 33 percent planned to select a Democrat.

Overall, about half (53%) of the New Jersey voters say, "It's better to have a President and a majority of Congress from the same political party so they can work together and get things done," while 41 percent say, "It's better to have a President and a majority of Congress from different political parties so they can watch over each other and represent different points of view." As might be expected, those who identify themselves as a Democrat (60%) or a Republican (62%) are more likely to want Congress and the President to be from the same political party. Voters who say they are independents (52%) are more likely to want the President and the Congress to represent different political parties.

SWING VOTERS

Looking at the two major elections in New Jersey where voters can show their partisan loyalty, at this time about half of New Jersey voters plan to vote the party line. While 32 percent say they will vote for Democrats in both the Presidential and Senate race, 22 percent are loyal to the Republicans in both contests. Equal percentages of Democrats (66%) and Republicans (66%) say they will vote for their party in both races. More independents say they will vote for both Democratic candidates (24%) than for both Republicans (11%) in the Presidential and U.S. Senate races. Generally, these results are similar to the June poll.

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BACKGROUND MEMO — RELEASE SL/EP58-1 (EP108-1), SUNDAY, SEPTEMBER 15, 1996

The latest *Star-Ledger*/Eagleton Poll was conducted between September 5 and 11, 1996, when a random sample of 80 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.

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Figures are reported for 627 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 for a candidate in a particular election. This group classification 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.

Note: The percentages in this release are based on registered voters.

In November there will be an election for President and U.S. Senate in New Jersey -- do you think you definitely will vote, probably will vote, probably not vote, or definitely not vote? [Q.6]

	Definitely <u>Vote</u>	Probably <u>Vote</u>	Probably <u>Not Vote</u>	Definitely <u>Not Vote</u>	Don't <u>Know</u>	<u>Total</u>	<u>(n)</u>
September, 1996	80%	17%	1%	--	1%	99%	(627)

"How much interest do you have in this election--a lot, some, a little or none at all?" [Q.7]

	<u>A Lot</u>	<u>Some</u>	<u>Little/ None</u>	Don't <u>Know</u>	<u>Total</u>	<u>(n)</u>
September, 1996	61%	28%	10%	1%	100%	(627)

PAST SURVEYS

September, 1992 --Registered Voters	64	22	13	1	100	(663)
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"In your opinion, how much of a difference will the outcome of this election make in the way the government is run for the next few years--a great deal of difference, some difference, or not very much difference?" [Q.8]

	<u>Great Deal</u>	<u>Some</u>	<u>Not Very Much</u>	<u>Depends/ No Opinion</u>	<u>Total</u>	<u>(n)</u>
September, 1996	36%	36%	24%	4%	100%	(627)

PAST SURVEYS

September, 1992 --Registered Voters	34	34	25	7	100	(663)
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"I'd like to get your general impression of the presidential candidates. For each name I read, please tell me if your general impression of him is favorable or unfavorable. If you don't have an opinion on a candidate, just say so.

First, is your general impression of (START AT DESIGNATED POINT) favorable or unfavorable? [PROBE: Would that be very or somewhat (favorable/unfavorable)?]" [Q.9]

	<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>
<u>DOLE</u>							
September, 1996	14%	26%	26%	26%	8%	100%	(627)
June, 1996	13	24	19	16	26	98	(646)
<u>CLINTON</u>							
September, 1996	26%	36%	15%	19%	4%	100%	(627)
June, 1996	18	35	17	18	13	101	(646)
<u>PEROT</u>							
September, 1996	7%	16%	23%	40%	15%	101%	(627)
<u>GORE</u>							
September, 1996	25%	37%	15%	11%	13%	101%	(627)
<u>KEMP</u>							
September, 1996	20%	30%	15%	10%	26%	101%	(627)

"If the election for President were held today and you had to choose between Bill Clinton, the Democrat; Bob Dole, the Republican; and Ross Perot, the Reform Party Candidate; who would you vote for? (IF RESPONDENT SAYS "OTHER," PROBE: `But, if you had to choose only between Clinton, Dole, and Perot who would you vote for?)" [Q.10]

"Are you very sure about your choice or do you think you might change your mind before election day?" [Q.11A]
If Chooses Candidate PROBE:

If undecided: "Do you lean more towards Clinton, more towards Dole, or more towards Perot?" [Q.12]

Combined Q.10, Q.11, Q.12

	<u>Firm Clinton</u>	<u>Soft Clinton</u>	<u>Lean Clinton</u>	<u>Firm Dole</u>	<u>Soft Dole</u>	<u>Lean Dole</u>	<u>Firm Perot</u>	<u>Soft Perot</u>	<u>Lean Perot</u>	<u>Other</u>	<u>Undecided</u>	<u>Total</u>	<u>(n)</u>
September, 1996	42%	15%	2%	23%	6%	1%	3%	3%	--	2%	3%	100%	(627)
<u>Party ID</u>													
--Democrat	79	12	4	2	--	--	1	1	--	--	--	99	(217)
--Independent	37	20	1	14	6	1	5	7	--	4	5	100	(226)
--Republican	5	9	2	65	13	1	1	2	--	1	1	100	(167)
<u>Gender</u>													
--Male	36	15	2	26	6	1	4	5	1	2	3	101	(324)
--Female	49	15	3	20	5	1	1	2	--	1	3	100	(303)

"Would you say you are voting more for (CANDIDATE NAMED IN Q.10 OR Q.12) or more against the other candidates?" [Q.13]

	<u>More For</u>	<u>More Against</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
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September, 1996	58%	38%	4%	100%	(598)
<u>Vote Choice - Traditional</u>					
--Clinton	64	33	4	101	(357)
--Dole	49	47	4	100	(181)
--Perot*					
<u>Vote Choice - Firm</u>					
--Clinton	70	28	2	100	(264)
--Dole	51	45	4	100	(146)
--Perot*					
<u>Party ID</u>					
--Democrat	71	27	2	100	(215)
--Independent	50	44	6	100	(207)
--Republican	50	45	5	100	(164)

* There are too few people in this category to include the percentages.

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.10.

	<u>Dole</u>	<u>Undecided</u>	<u>Clinton</u>	<u>Perot</u>	<u>Other</u>	<u>Total</u>	<u>(n)</u>
September, 1996	29%	6%	57%	6%	2%	100%	(627)
<u>Party ID</u>							
--Democrat	2	5	91	2	--	100	(217)
--Independent	20	7	58	12	4	101	(226)
--Republican	78	4	14	3	1	100	(167)
<u>Gender</u>							
--Male	33	6	51	9	2	101	(324)
--Female	25	7	64	3	1	100	(303)
<u>Age</u>							
--18 - 29	14	4	71	11	--	100	(94)
--30 - 49	32	6	52	8	2	100	(277)
--50 - 64	29	6	57	5	3	100	(140)
--65 and older	34	8	56	1	1	100	(114)
<u>Probability of Voting</u>							
--Definitely	31	6	57	5	1	100	(504)
--Probably	19	6	59	14	3	101	(108)
<u>Interest In Election</u>							
--A lot	33	4	58	3	1	99	(383)
--Some/Little	23	9	56	10	1	99	(228)
<u>Presidential Vote in 1992</u>							
--Voted Clinton	4	3	90	2	--	99	(250)
--Voted Bush	70	6	22	2	1	101	(200)
--Voted Perot	25	9	33	28	4	99	(75)
<u>Gubernatorial vote in 1993</u>							
--Voted Florio	7	5	83	6	--	101	(193)

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--Vote Whitman	51	5	37	5	2	100	(294)
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Senate Race - Firm

--Firm Zimmer	82	2	13	2	--	99	(90)
--Not Firm	25	9	58	7	1	100	(391)
--Firm Torricelli	4	2	89	3	2	100	(114)

PAST SURVEYS

June, 1996 - Registered Voters	34	8	53	N/A*	4	99	(646)
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Party ID

--Democrat	7	3	88	N/A	2	100	(212)
--Independent	33	12	49	N/A	5	99	(228)
--Republican	72	7	18	N/A	3	100	(176)

*N/A= Not asked

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.10, Q.11 and Q.12.

	<u>Firm</u> <u>Dole</u>	<u>Not</u> <u>Firm</u>	<u>Firm</u> <u>Clinton</u>	<u>Firm</u> <u>Perot</u>	<u>Other</u>	<u>Total</u>	<u>(n)</u>
September, 1996	23%	30%	42%	3%	2%	100%	(627)
<u>Party ID</u>							
--Democrat	2	17	79	1	--	99	(217)
--Independent	14	40	37	5	4	100	(226)
--Republican	65	29	5	1	1	101	(167)
<u>Does Clinton</u> <u>deserve Re-election?</u>							
--Re-election	--	27	72	1	--	101	(347)
--Time for change	57	29	5	6	4	101	(253)
<u>Presidential Vote in 1992</u>							
--Voted Clinton	4	18	78	1	--	101	(250)
--Voted Bush	58	30	11	1	1	101	(200)
--Voted Perot	19	47	20	11	4	101	(75)
<u>Gubernatorial Vote in 1993</u>							
--Voted Florio	5	23	70	1	--	99	(193)
--Voted Whitman	42	28	25	2	2	99	(294)
<u>Gender</u>							
--Male	26	32	36	4	2	100	(324)
--Female	20	29	49	1	1	99	(303)
<u>Age</u>							
--18 - 29	11	34	50	5	--	100	(94)
--30 - 49	25	32	38	3	2	100	(277)
--50 - 64	26	29	40	2	3	100	(140)
--65 and older	27	24	47	1	1	100	(114)
<u>Interest In The Election</u>							
--A lot	27	22	49	1	1	100	(385)
--Some/Little	18	45	32	4	1	100	(228)

Probability of Voting

--Definitely vote	26	27	44	1	1	99	(504)
--Probably vote	12	44	34	7	3	100	(108)

Senate Race - Firm

--Firm Zimmer	77	11	10	2	--	100	(90)
--Not Firm	18	42	37	2	1	100	(391)
--Firm Torricelli	3	8	87	1	2	101	(114)

PAST SURVEYS

June, 1996 - Registered Voters	24%	36%	36%	N/A	4%	100%	(646)
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Party ID

--Democrat	2	25	70	N/A	2	99	(212)
--Independent	21	46	28	N/A	5	100	(228)
--Republican	57	34	7	N/A	3	101	(176)

* N/A= Not asked

What is the main reason you think you would vote for (Candidate named in Q.10 or 12) [Q.14]

<u>Reason For Voting</u>	<u>Choice of Candidate</u>				<u>Party ID</u>		
	<u>Total</u>	<u>Dole</u>	<u>Clinton</u>	<u>Perot</u>	<u>Democrat</u>	<u>Independent</u>	<u>Republican</u>
--Issues	24%	26%	25%	5%	23%	23%	27%
--Ideology	3	5	2	5	3	2	4
--Partisanship	9	11	9	--	11	4	12
--Positive personal qualities	22	29	15	51	18	22	26
--Negative personal qualities	1	3	--	--	--	--	4
--Record/Experience	19	2	30	--	29	19	5
--Other negatives	16	18	13	24	8	24	15
--Other - general	3	2	2	10	3	3	3
--Don ' t know	4	3	5	5	5	2	4
--TOTAL	101	99	101	100	100	99	100
--(n)	(598)	(186)	(371)	(41)	(215)	(207)	(164)

"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.25]

	<u>Deserves Re-election</u>	<u>Time For Change</u>	<u>Depends</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
September, 1996	55%	40%	1%	3%	99%	(627)
<u>Party ID</u>						
--Democrat	88	9	1	2	100	(217)
--Independent	54	41	--	4	99	(226)
--Republican	14	82	1	3	100	(167)
<u>Vote Choice - Traditional</u>						
--Dole	2	95	1	2	100	(181)
--Undecided	33	33	--	35	101	(40)
--Clinton	90	9	1	1	101	(357)

Vote Choice - Firm

--Firm Dole	--	99	1	1	101	(146)
--Not Firm	49	39	2	10	100	(191)
--Firm Clinton	95	5	--	--	100	(264)

PAST SURVEYS

June, 1996 - Registered Voters	51	42	3	4	100	(646)
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Party ID

--Democrat	83	14	--	2	99	(212)
--Independent	47	40	4	8	99	(228)
--Republican	16	78	3	3	100	(176)

February, 1996	50	39	6	5	100	(676)
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THE SENATORIAL ELECTION

"Do you know who the (Republican/Democratic) candidate for Senator is? [Q.29, Q.33] ASKED OF THOSE NOT NAMING CANDIDATE: The (Republican/Democratic) candidate is (Dick Zimmer/Bob Torricelli) – have you ever heard of him before?" [Q.30/Q.34]

	<u>Names</u>	<u>Recognizes</u>	<u>Doesn't Recognize</u>	<u>Total</u>	<u>(n)</u>
ZIMMER					
September, 1996	13%	48%	39%	100%	(627)
<u>Party ID</u>					
--Democrat	9	44	47	100	(217)
--Independent	15	43	42	100	(226)
--Republican	17	56	26	99	(167)
TORRICELLI					
September, 1996	20%	46%	34%	100%	(627)
<u>Party ID</u>					
--Democrat	22	42	36	100	(217)
--Independent	19	46	36	101	(226)
--Republican	22	50	28	100	(167)

PAST SURVEYS

ZIMMER					
June, 1996 - Registered Voters	15	43	41	99	(646)

TORRICELLI

June, 1996 - Registered Voters	19	40	41	100	(646)
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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.31/Q.35]

	<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								
September, 1996	4%	11%	38%	8%	--	39%	100%	(627)
June, 1996 - Registered Voters	3	11	29	15	--	41	99	(646)

- more -

TORRICELLI

September, 1996	5%	17%	36%	8%	--	34%	100%	(627)
June, 1996 - Registered Voters	4	14	28	12	--	41	99	(646)

"Is your general impression of (Toricelli/Zimmer) favorable, unfavorable, or don't you have an opinion about him? PROBE: Is that very or somewhat (favorable/unfavorable)?" [Q.32, Q.36]

	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Don't Know/No Opinion	Don't Recognize Candidate	Total	(n)
ZIMMER								
September, 1996	3%	9%	3%	3%	43%	39%	99%	(627)
<u>Party ID</u>								
--Democrat	1	4	4	4	40	47	100	(217)
--Independent	2	5	3	4	45	42	101	(226)
--Republican	7	21	2	1	42	26	99	(167)
<u>Vote Choice - Traditional</u>								
--Zimmer	9	23	1	--	44	23	100	(203)
--Undecided	--	3	1	1	45	50	100	(155)
--Toricelli	--	2	5	7	41	45	100	(237)
<u>Vote Choice - Firm</u>								
--Firm Zimmer	19	29	2	--	36	14	101	(90)
--Not Firm	1	7	2	1	47	43	101	(391)
--Firm Toricelli	--	4	5	13	36	42	100	(114)
TORRICELLI								
September, 1996	4%	11%	5%	5%	42%	34%	101%	(627)
<u>Party ID</u>								
--Democrat	7	16	2	2	37	36	100	(217)
--Independent	2	12	4	5	42	36	101	(226)
--Republican	1	3	13	8	47	28	100	(167)
<u>Vote Choice - Traditional</u>								
--Zimmer	--	3	12	11	45	29	100	(203)
--Undecided	--	4	4	2	46	45	101	(155)
--Toricelli	9	23	2	--	38	27	99	(237)
<u>Vote Choice - Firm</u>								
--Firm Zimmer	--	2	20	24	37	17	100	(90)
--Not Firm	--	7	4	1	48	39	99	(391)
--Firm Toricelli	18	32	--	1	28	21	100	(114)
PAST SURVEYS								
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)

TORRICELLI

June, 1996 - Registered Voters	4	10	4	3	38	41	100	(646)
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Party ID

--Democrat	9	11	2	--	30	48	100	(212)
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--Independent	2	10	6	4	45	34	101	(228)
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--Republican	1	9	6	5	38	42	101	(176)
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"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.37] (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 Zimmer	(Soft) Picks Zimmer (But might change)	Initially Undecided			(Soft) Picks Torricelli (But might change)	(Firm) Sure About Torricelli	Other*	Total	(n)
			Leans Zimmer	Does Not Lean	Leans Torricelli					
September, 1996	14%	18%	2%	18%	4%	20%	18%	5%	99%	(627)
<i>Party ID</i>										
--Democrat	2	4	1	15	6	31	39	2	100	(217)
--Independent	8	18	2	24	4	22	12	10	100	(226)
--Republican	41	37	5	11	1	1	1	3	100	(167)

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

PAST SURVEYS

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)

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.

	Zimmer	Undecided	Torricelli	Other*	Total	(n)
September, 1996	32%	25%	38%	5%	100%	(627)
<i>Party ID</i>						
--Democrat	6	22	70	2	100	(217)
--Independent	26	30	35	10	101	(226)
--Republican	78	17	2	3	100	(167)
<i>Gender</i>						
--Male	37	22	35	5	99	(324)
--Female	27	28	40	5	100	(303)
<i>Age</i>						
--18 - 29	22	29	44	5	100	(94)
--30 - 49	34	25	35	6	100	(277)
--50 - 64	37	21	38	4	100	(140)
--65 and older	31	24	40	5	100	(114)
<i>Interest In The Election</i>						
--A lot	36	20	41	3	100	(383)
--Some/Little	28	32	32	7	99	(228)
<i>Probability of Voting</i>						
--Definitely will vote	35	22	39	4	100	(504)
--Probably will vote	24	33	36	6	99	(108)
<u>PAST SURVEYS</u>						
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)

* 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>
September, 1996	14%	62%	18%	5%	99%	(627)
<u>Party ID</u>						
--Democrat	2	57	39	2	100	(217)
--Independent	8	70	12	10	101	(226)
--Republican	41	55	1	3	100	(167)
<u>Gender</u>						
--Male	17	61	17	5	99	(324)
--Female	12	64	20	5	101	(303)
<u>1992 Presidential Vote</u>						
--Vote Clinton	3	57	35	5	100	(250)
--Vote Bush	35	58	3	5	101	(200)
--Vote Perot	11	73	11	5	100	(75)
<u>Age</u>						
--18 - 29	7	73	14	5	99	(94)
--30 - 49	10	69	15	6	100	(277)
--50 - 64	19	59	19	4	101	(140)
--65 and older	24	42	29	5	100	(114)
<u>1993 Gubernatorial Vote</u>						
--Vote Florio	1	52	42	5	101	(193)
--Vote Whitman	28	63	5	4	99	(294)
<u>Region</u>						
--North	14	62	21	4	101	(303)
--Central	19	58	16	7	100	(164)
--South	11	68	15	6	100	(160)
<u>1996 Presidential - Firm</u>						
--Firm Dole	47	49	2	2	100	(146)
--Firm Clinton	3	55	38	5	101	(164)
--Not Firm	5	85	5	5	101	(191)

* Includes everyone who did not name a candidate.

PAST SURVEYS

June, 1996 - Registered Voters	14	63	18	5	100	(646)
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Party ID

--Democrat	1	53	42	4	100	(212)
--Independent	10	77	8	4	99	(228)
--Republican	36	53	5	6	100	(176)

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

Would you say you are voting more for (**CANDIDATE NAMED IN Q.37 OR Q.38**) or against the other candidate? [Q.40]

	<u>More For</u>	<u>More Against</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
September, 1996	52%	32%	16%	100%	(480)
<u>Vote Choice - Traditional</u>					
--Torricelli	54	32	14	100	(237)
--Zimmer	52	33	15	100	(203)
--Undecided	38	25	38	101	(40)
<u>Vote Choice - Firm</u>					
--Torricelli	64	31	5	100	(114)
--Zimmer	58	36	7	101	(90)
--Undecided	45	31	24	100	(276)
<u>Party ID</u>					
--Democrat	52	31	17	100	(180)
--Independent	52	35	13	100	(149)
--Republican	51	31	18	100	(143)

What is the main reason you think you would vote for (Candidate named in Q.37 or Q.38) [Q.41]

<u>Reason For Voting</u>	<u>Choice of Candidate</u>			<u>Party ID</u>		
	<u>Total</u>	<u>Zimmer</u>	<u>Torricelli</u>	<u>Democrat</u>	<u>Independent</u>	<u>Republican</u>
--Issues	8%	9%	8%	9%	8%	7%
--Ideology	2	3	--	--	1	4
--Partisanship	44	43	44	48	32	52
--Positive personal qualities	11	10	12	7	17	9
--Record/Experience	5	3	7	9	3	3
--Negatives qualities	8	9	7	5	12	6
--Knows the Name	3	2	4	1	7	1
--Other - general	3	5	1	2	1	5
--Don't know	17	17	18	19	17	13
--TOTAL	101	98	101	100	98	100
--(n)	(480)	(218)	(262)(180)	(149)	(143)	

There will be an election for the U.S. House of Representatives in your district in November. If you were voting today, would you vote for the Democratic candidate or the Republican candidate? [Q.46]

<u>Democratic Candidate</u>	<u>Republican Candidate</u>	<u>Other Candidate</u>	<u>Undecided/ No Opinion</u>	<u>Total</u>	<u>(n)</u>
September, 1996	38%	34%	1%	26%	99% (627)
<u>Party ID</u>					
--Democrat	80	4	--	16	100 (217)
--Independent	28	28	3	42	101 (226)
--Republican	1	86	1	13	101 (167)
PAST SURVEYS					
September, 1994	33	33	1	33	100 (598)

Party ID

--Democrat	72	5	1	23	101	(191)
--Independent	24	21	1	53	99	(219)
--Republican	5	81	1	14	101	(170)

Which of these two statements best describes your opinion: [Q.49]

It's better to have a President and a majority of Congress from <u>the same</u> Political party so they can work together and get things done.	It's better to have a President and a majority of Congress from <u>different</u> political parties so they can watch over each other and represent <u>different points of view</u>	Don't Know	Total	(n)
September, 1996	53%	41%	6%	100% (627)

Party ID

--Democrat	60	35	5	100	(217)
--Independent	42	52	6	100	(226)
--Republican	62	31	7	100	(167)

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)
September, 1996 (627)	32%	22%	2%	8%	37%	101%	

Party ID

--Democrat	66	1	--	5	28	100	(217)
--Independent	24	11	3	10	52	100	(226)
--Republican	1	66	1	9	23	100	(167)

Gender

--Male	29	27	2	7	35	100	(324)
--Female	35	17	2	8	38	100	(303)

PAST SURVEYS

June, 1996 - Registered Voters	33	21	5	6	35	100	(646)
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Party ID

--Democrat	70	--	4	4	21	99	(212)
--Independent	21	18	6	9	46	100	(228)
--Republican	6	54	5	7	28	100	(176)