

The Star-Ledger/**Eagleton-Rutgers Poll**

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RELEASE INFORMATION

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

Christie Todd Whitman is in the last year of her first term as Governor. At the same time in Governor Tom Kean's first term in office, a 1985 survey assessed the public's view of his performance as Governor. Since references are being made to how the upcoming November election and the 1985 election between Republican Tom Kean and Democrat Peter Shapiro may be similar, this release focuses on a comparison of the two incumbent Republican Governors.

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

IMPRESSIONS OF WHITMAN'S FIRST TERM IN OFFICE

While Governor Christie Whitman continues to receive positive job ratings from a majority of New Jerseyans and is currently preferred as a candidate over a yet to be named Democratic opponent in the 1997 election, her support is not as broad as Tom Kean's was at the same point in his gubernatorial tenure. As a candidate for Governor in 1997, Whitman has the support of about 4-in-10 New Jerseyans who would vote to re-elect her, compared to half of New Jerseyans who indicated they would vote to re-elect Republican Governor Tom Kean in the spring of 1985. The key difference between the support for Whitman and Kean is Kean had the ability to attract larger percentages of independents and Democrats.

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The *Star Ledger*/Eagleton Poll conducted by telephone with a random sample of New Jersey adults from February 27 to March 6, 1997 also found that Governor Whitman continues to receive positive job performance ratings from half of New Jerseyans. The 52 percent who currently give her excellent (10%) or good (42%) ratings is about the same as in September 1996. This compares with 2-in-3 New Jerseyans who gave Tom Kean job performance ratings of excellent (24%) or good (43%) at the same point in his term.

When New Jerseyans considered seven different aspects of Whitman's job performance, an average of 65 percent agree that the Governor has these accomplishments. In comparison, an average of 76 percent attributed these same accomplishments to Tom Kean in 1985. The accomplishment that most New Jerseyans identify with Whitman is her ability to be a strong spokesperson for New Jersey.

On a personal level, an average of 66 percent of those who feel they know Whitman identify her with five positive traits. In 1985, Tom Kean had an average of 75 percent who said these descriptions fit the former Governor. Among the five positive traits, intelligence is the characteristic that most New Jerseyans say describes Christie Whitman.

WHITMAN'S RE-ELECTION

At this time, if Governor Whitman were running for re-election, she would receive support from 39 percent of New Jersey residents. In comparison, 29 percent would vote for the Democratic candidate and 22 percent say their vote choice for Governor depends on who runs as the Democratic candidate.

As would be expected, Whitman's strongest support is among Republicans (75%), compared to the independents (33%) and Democrats (22%) who say they would vote for her.

In 1985, Governor Tom Kean received support from 50 percent of the state ' s residents as a possible candidate for re-election, while 18 percent said they would vote for a Democrat and 21 percent said their choice for Governor depended on who was the Democratic candidate. A key difference in the support for Kean is the higher percentage of Democrats and independents who supported Kean. While 78 percent of the Republicans said they would vote for Kean, 48 percent of independents, and 33 percent of Democrats projected that they would vote for Kean.

GOVERNOR ' S JOB PERFORMANCE RATINGS

Overall about half of New Jerseyans give Governor Whitman excellent (10%) or good (42%) job performance ratings compared to 44 percent who rate her as only fair (29%) or poor (15%). These ratings are similar to September 1996 when 53 percent gave her positive ratings and to last February when her positive job performance ratings were 49 percent positive.

In comparison, at about the same time in his administration, Governor Tom Kean had positive evaluations from about two-thirds of the state ' s residents who rated him excellent (24%) or good (43%). Kean had negative ratings of only fair (24%) or poor (3%) from 27 percent of the state ' s residents.

A key difference between Whitman and Kean is that Kean ' s support extended beyond the Republican party. While both Whitman and Kean receive similar positive ratings from Republicans (Whitman 74%; Kean 77%), Democrats (Whitman 42%; Kean 66%) and independents (Whitman 43%; Kean 61%) are less positive in their assessment of Whitman than they were for Kean.

SUCSESSES AND FAILURES OF WHITMAN'S FIRST TERM

Overall, a third (33%) of New Jersey residents can name an achievement of the Whitman administration, 38 percent say there have not been any achievements, and 30 percent say that they don't know of any achievement. Republicans (47%) are more likely than independents (31%), or Democrats (21%) to name an achievement.

At the end of Tom Kean's first term 31 percent named an achievement, 27 percent reported there had not been any achievements, and 42 percent did not know of any achievements of the Kean administration.

Among those who name an achievement of the Whitman administration, 40 percent indicate taxes and budget issues, 12 percent say economic development, and 10 percent mention the environment. The top three achievements named during the Kean administration were the environment (21%), taxes and the budget (18%), and economic development (18%).

About half (48%) of New Jerseyans name a failure of the Whitman administration, 28 percent say there have been no failures, and 23 percent say they do not know of any failures. Democrats (50%) and independents (55%) are more likely than Republicans (37%) to name something that Whitman has done which has been bad for the state. At the same point in the Kean administration, 21 percent named a failure, 41 percent said there had been no failures, and 38 percent said they did not know of any failures of the Kean administration.

Among those who name a failure of either administration, the top single answer for Whitman is taxes and the budget (27%), while the top answer for Kean in 1985 was the environment (28%).

IMPRESSIONS OF WHITMAN

Overall, a majority of New Jerseyans agree that Governor Whitman has made a positive impression in seven different areas. However, impressions of Governor Kean in 1985 were higher. Overall, an average of 65 percent agree that Whitman has made these accomplishments compared to an average of 76 percent for Kean.

The following is a comparison of those who agree with each statements.

| | Whitman (1997) | Kean (1985) | Percentage Point Difference |
|---|-------------------|----------------|--------------------------------|
| ▪ Strong spokesperson for New Jersey | 79% | 87% | -8 |
| ▪ Good administrator in running the state on a day to day basis | 68 | 82 | -14 |
| ▪ A good job of keeping corruption out of the administration | 67 | 74 | -7 |
| ▪ Successful in getting programs through the Legislature | 67 | 71 | -4 |
| ▪ Promoted pride in the state among New Jersey residents | 63 | 80 | -17 |
| ▪ Attracted good people to serve in state government | 56 | 70 | -14 |
| ▪ Taken on many of the serious problems facing the state | 56 | 67 | -11 |

While partisan agreement with each of these statements was generally even for Tom Kean, with the exception of getting her programs through the legislature, Democrats and independents are 15 to 30 percentage points less likely than Republicans to feel these statements describe Whitman.

PERSONAL CHARACTERISTICS

In addition to giving their impressions of Whitman ' s performance as Governor, New Jerseyans also evaluated her personal characteristics. Overall, while 36 percent say they feel do not know the Governor as a person, 64 percent of the state ' s residents say they feel they know Whitman as a person very well (4%), pretty well (15%), or a little

(45%). In comparison, in 1985 46 percent said they did not know former Governor Tom Kean, while 52 percent felt they knew him very well (5%), pretty well (12%), or a little (35%).

Looking specifically at five personal characteristics, an average of 66 percent of the state's residents who say they know Governor Whitman at least a little, report these positive traits describe her a lot. In 1985, an average of 75 percent of those who reported that they knew Tom Kean said these same descriptions fit the former Governor.

The following is a comparison of the percentage of New Jerseyans who say they know the Governor who say each of the following five descriptions fits a lot.

| | Whitman (1997) | Kean (1985) | Percentage Point Difference |
|-----------------|-------------------|----------------|--------------------------------|
| ▪ Intelligent | 82% | 84% | -2 |
| ▪ Hard worker | 74 | 80 | -6 |
| ▪ Strong leader | 66 | 69 | -3 |
| ▪ Friendly | 55 | 74 | -19 |
| ▪ Honest | 53 | 68 | -15 |

While Democrats and independents in 1985 were about 10 percentage points on average less likely than Republicans to say that these traits described Kean, Democrats and independents in 1997 are about 25 percentage points on average than Republicans to say that these traits describe Whitman.

COMPARISON TO FLORIO

By a margin of almost 3-to-1, New Jerseyans say that Christie Whitman (62%) has been a better Governor than Jim Florio (23%). Republicans (86%) are more likely to have this opinion than independents (58%) or Democrats (46%).

When New Jerseyans compared Tom Kean to his predecessor Brendan Byrne, the performance of Kean over Byrne was about 10-to-1. By a margin of 76 to 7 percent, New Jerseyans said Kean was a better Governor than Byrne. While Republicans (88%) were about as strong in their support of Kean as they are of Whitman (86%), a larger percentages

of independents (76%), and Democrats (66%) preferred Tom Kean to Brendan Byrne than currently prefer Whitman over Florio.

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Note: Chris Bruzios and Patrick Murray assisted in the development of this press release.
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BACKGROUND MEMO — RELEASE SL/EP61-3 (EP111-3), THURSDAY, MARCH 13, 1997

The latest *Star-Ledger*/Eagleton Poll was conducted between February 27 and March 6, 1997, when a random sample of 800 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. Sampling error is the probable difference in results between interviewing everyone in the population versus a scientific sample taken from that population. The questions and figures referred to in this release are presented below. The location of each question on the actual questionnaire is in brackets. Comparative results are presented for Tom Kean from a *Star Ledger*/Eagleton Poll conducted during a similar point in his first term (April/May, 1985). Results are also presented for Brendan Byrne from a *Star Ledger*/Eagleton Poll conducted toward the end of his second term (January/February, 1981).

“How would you rate the job Christie Whitman is doing as Governor--excellent, good, only fair or poor?” [Q.2]

| | <u>Excellent</u> | <u>Good</u> | <u>Only Fair</u> | <u>Poor</u> | <u>Don't Know</u> | <u>Total</u> | <u>(n)</u> |
|-----------------------------|------------------|-------------|----------------------|-------------|-----------------------|--------------|--------------|
| February/March, 1997 | 10% | 42% | 29% | 15% | 5% | 101% | (800) |
| <i>Party ID</i> | | | | | | | |
| --Democrat | 5 | 37 | 29 | 26 | 3 | 100 | (222) |
| --Independent | 7 | 36 | 35 | 15 | 7 | 100 | (337) |
| --Republican | 19 | 55 | 18 | 5 | 3 | 100 | (206) |
| <i>Gender</i> | | | | | | | |
| --Male | 9 | 42 | 30 | 15 | 5 | 101 | (399) |
| --Female | 11 | 41 | 28 | 16 | 4 | 100 | (401) |
| <u>PAST SURVEYS</u> | | | | | | | |
| --Whitman | | | | | | | |
| September, 1996 | 12 | 41 | 29 | 12 | 6 | 100 | (808) |
| February, 1996 | 9 | 40 | 34 | 15 | 3 | 101 | (804) |
| November, 1995 | 9 | 43 | 32 | 10 | 6 | 100 | (803) |
| September, 1995 | 8 | 40 | 36 | 10 | 6 | 100 | (804) |
| May, 1995 | 11 | 42 | 29 | 11 | 7 | 100 | (802) |
| February, 1995 | 13 | 43 | 28 | 12 | 4 | 100 | (801) |
| September, 1994 | 12 | 40 | 33 | 9 | 6 | 100 | (801) |
| June 1994 | 11 | 39 | 29 | 7 | 14 | 100 | (801) |
| February, 1994 | 9 | 28 | 28 | 5 | 31 | 101 | (801) |
| --Kean, 1985 | 24 | 43 | 24 | 3 | 5 | 99 | (1000) |
| <i>1985 Party ID</i> | | | | | | | |
| --Democrat | 19 | 47 | 27 | 3 | 5 | 101 | (284) |
| --Independent | 20 | 41 | 30 | 3 | 5 | 99 | (396) |
| --Republican | 36 | 41 | 14 | 4 | 6 | 101 | (272) |

“How would you rate the job Bill Clinton is doing as President--excellent, good, only fair or poor?” [Q.3]

| | <u>Excellent</u> | <u>Good</u> | <u>Only Fair</u> | <u>Poor</u> | <u>Don't Know</u> | <u>Total</u> | <u>(n)</u> |
|-----------------------------|------------------|-------------|----------------------|-------------|-----------------------|--------------|--------------|
| February/March, 1997 | 8% | 43% | 34% | 13% | 1% | 99% | (800) |
| <i>Party ID</i> | | | | | | | |
| --Democrat | 13 | 59 | 25 | 3 | -- | 100 | (222) |
| --Independent | 7 | 39 | 37 | 15 | 2 | 100 | (337) |
| --Republican | 3 | 33 | 41 | 23 | -- | 100 | (206) |
| <i>Gender</i> | | | | | | | |
| --Male | 5 | 43 | 36 | 15 | 1 | 100 | (399) |
| --Female | 10 | 44 | 32 | 11 | 2 | 99 | (401) |
| <u>PAST SURVEYS</u> | | | | | | | |
| <i>--Clinton</i> | | | | | | | |
| September, 1996 | 9 | 46 | 30 | 14 | 2 | 101 | (808) |
| February, 1996 | 8 | 39 | 35 | 16 | 3 | 101 | (804) |
| September, 1995 | 5 | 34 | 39 | 21 | 1 | 100 | (804) |
| February, 1995 | 4 | 28 | 41 | 25 | 1 | 99 | (801) |
| September, 1994 | 6 | 33 | 38 | 20 | 2 | 99 | (801) |
| February, 1994 | 12 | 39 | 35 | 13 | 1 | 100 | (801) |
| February, 1993 | 15 | 29 | 26 | 18 | 12 | 100 | (801) |

“Governor Whitman will be running for reelection this fall. Thinking back over her first term, is there anything Whitman has done that you feel has been particularly good for the state? Is there any accomplishment that stands out? [PROBE: what would you say has been the Whitman administration’s greatest achievement?] [FIRST RESPONSE ONLY]” [Q.4]

| | <u>Substantive Comments</u> | <u>Nothing</u> | <u>Don't Know</u> | <u>Total</u> | <u>(n)</u> |
|-----------------------------|---------------------------------|----------------|-----------------------|--------------|--------------|
| February/March, 1997 | 33% | 38% | 30% | 101% | (800) |
| <i>Party ID</i> | | | | | |
| --Democrat | 21 | 46 | 32 | 99 | (222) |
| --Independent | 31 | 38 | 31 | 100 | (337) |
| --Republican | 47 | 28 | 25 | 100 | (206) |
| <u>PAST SURVEYS</u> | | | | | |
| <i><u>Achievements</u></i> | | | | | |
| --Kean, 1985 | 31 | 27 | 42 | 100 | (1000) |
| <i><u>1985 Party ID</u></i> | | | | | |
| --Democrat | 27 | 28 | 45 | 100 | (284) |
| --Independent | 32 | 29 | 38 | 99 | (395) |
| --Republican | 35 | 24 | 41 | 100 | (270) |
| --Byrne, 1981 | 34 | 30 | 37 | 101 | (1003) |

“And is there anything Whitman has done or failed to do that has been bad for the state? [PROBE: What would you say has been the biggest failure of the Whitman administration?] [FIRST RESPONSE ONLY]” [Q.5]

| | <u>Substantive Comments</u> | <u>Nothing</u> | <u>Don't Know</u> | <u>Total</u> | <u>(n)</u> |
|-----------------------------|---------------------------------|----------------|-----------------------|--------------|--------------|
| February/March, 1997 | 48% | 28% | 23% | 99% | (800) |
| <i>Party ID</i> | | | | | |
| --Democrat | 50 | 23 | 26 | 99 | (222) |
| --Independent | 55 | 22 | 22 | 99 | (337) |
| --Republican | 37 | 42 | 22 | 101 | (206) |
| <u>PAST SURVEYS</u> | | | | | |
| <i>Failures:</i> | | | | | |
| --Kean, 1985 | 21 | 41 | 38 | 100 | (1000) |
| <i>1985 Party ID</i> | | | | | |
| --Democrat | 19 | 40 | 40 | 99 | (284) |
| --Independent | 25 | 38 | 37 | 100 | (394) |
| --Republican | 20 | 43 | 36 | 99 | (271) |
| --Byrne, 1981 | 53 | 8 | 39 | 100 | (1003) |

The substantive comments were grouped according to the following issue areas. The base for these percentages is the number of respondents giving substantive comments.

| | <u>Achievements [Q.4]</u> | | | <u>Failures [Q.5]</u> | | |
|--|---------------------------|----------------------|-----------------------|-------------------------|----------------------|-----------------------|
| | <i>Whitman 1997</i> | <i>Kean 1985</i> | <i>Byrne 1981</i> | <i>Whitman 1997</i> | <i>Kean 1985</i> | <i>Byrne 1981</i> |
| <i>Issue Area:</i> | | | | | | |
| --Taxes-budget | 40% | 18% | 21% | 27% | 10% | 30% |
| --Gambling/Atlantic City | -- | 2 | 28 | -- | 7 | 10 |
| --Environment | 10 | 21 | 10 | 3 | 28 | 9 |
| --Education | 5 | 7 | 3 | 12 | 10 | 5 |
| --Transportation | 1 | 4 | 2 | 2 | 11 | 3 |
| --Economic development | 12 | 18 | 4 | 1 | 2 | 4 |
| --Senior citizens | -- | 8 | 9 | -- | -- | 3 |
| --Meadowlands development | -- | -- | 9 | -- | -- | -- |
| --State pride/confidence in government | 2 | 8 | 3 | -- | -- | -- |
| --Crime, punishment, safety | 4 | 5 | -- | 2 | -- | 7 |
| --Unemployment | -- | -- | -- | 4 | 3 | 9 |
| --Poor administrator/legislative relations | -- | -- | -- | 3 | 4 | 9 |
| --Urban areas | 8 | -- | -- | 4 | 5 | -- |
| --Other | 18 | 9 | 11 | 42 | 20 | 11 |
| Total | 100% | 100% | 100% | 100% | 100% | 100% |
| (n) | (286) | (308) | (340) | (418) | (211) | (537) |

“Now for each statement I read about Governor Whitman, please just tell me if you agree or disagree.” [Q.6]

| | <u>Agree</u> | <u>Disagree</u> | <u>Don't Know</u> | <u>Total</u> | <u>(n)</u> |
|---|--------------|-----------------|-------------------|--------------|--------------|
| <i>HAS BEEN A STRONG SPOKESPERSON FOR NEW JERSEY</i> | 79% | 19% | 3% | 101% | (800) |
| <i>Party ID</i> | | | | | |
| --Democrat | 71 | 26 | 3 | 100 | (222) |
| --Independent | 80 | 17 | 3 | 100 | (337) |
| --Republican | 88 | 11 | 1 | 100 | (206) |
| <u>PAST SURVEYS</u> | | | | | |
| --Kean, 1985 | 87 | 8 | 5 | 100 | (500) |
| <i>1985 Party ID</i> | | | | | |
| --Democrat | 86 | 11 | 3 | 100 | (135) |
| --Independent | 88 | 7 | 5 | 100 | (199) |
| --Republican | 87 | 8 | 5 | 100 | (135) |
| --Byrne, 1981 | 59 | 32 | 9 | 100 | (1002) |
| <i>HAS BEEN A GOOD ADMINISTRATOR IN RUNNING THE STATE ON A DAY TO DAY BASIS.</i> | 68% | 25% | 8% | 101% | (800) |
| <i>Party ID</i> | | | | | |
| --Democrat | 55 | 38 | 7 | 100 | (222) |
| --Independent | 65 | 26 | 9 | 100 | (337) |
| --Republican | 86 | 8 | 7 | 101 | (206) |
| <u>PAST SURVEYS</u> | | | | | |
| --Kean, 1985 | 82 | 9 | 9 | 100 | (500) |
| <i>Party ID</i> | | | | | |
| --Democrat | 83 | 10 | 7 | 100 | (135) |
| --Independent | 81 | 8 | 11 | 100 | (200) |
| --Republican | 83 | 9 | 8 | 100 | (136) |
| --Byrne, 1981 | 51 | 35 | 14 | 100 | (1002) |
| <i>HAS DONE A GOOD JOB OF KEEPING CORRUPTION OUT OF HER ADMINISTRATION.</i> | 67% | 16% | 16% | 101% | (800) |
| <i>Party ID</i> | | | | | |
| --Democrat | 66 | 19 | 15 | 100 | (222) |
| --Independent | 60 | 19 | 21 | 100 | (337) |
| --Republican | 82 | 8 | 10 | 100 | (206) |
| <u>PAST SURVEYS</u> | | | | | |
| --Kean, 1985 | 74 | 12 | 14 | 100 | (500) |
| <i>1985 Party ID</i> | | | | | |
| --Democrat | 72 | 16 | 12 | 100 | (135) |
| --Independent | 72 | 13 | 15 | 100 | (200) |
| --Republican | 78 | 8 | 14 | 100 | (136) |
| --Byrne, 1981 | 49 | 32 | 19 | 100 | (1002) |

- more -

Q.6 continued

| | <u>Agree</u> | <u>Disagree</u> | <u>Don't Know</u> | <u>Total</u> | <u>(n)</u> |
|---|--------------|-----------------|-------------------|--------------|--------------|
| HAS BEEN SUCCESSFUL IN GETTING PROGRAMS THROUGH THE LEGISLATURE. | 67% | 20% | 14% | 101% | (800) |
| <u>Party ID</u> | | | | | |
| --Democrat | 68 | 19 | 13 | 100 | (222) |
| --Independent | 63 | 23 | 14 | 100 | (337) |
| --Republican | 72 | 14 | 14 | 100 | (206) |
| <u>PAST SURVEYS</u> | | | | | |
| --Kean 1985 | 71 | 11 | 17 | 99 | (500) |
| <u>1985 Party ID</u> | | | | | |
| --Democrat | 74 | 10 | 17 | 101 | (135) |
| --Independent | 70 | 12 | 18 | 100 | (200) |
| --Republican | 73 | 13 | 14 | 100 | (136) |
| --Byrne, 1981 | 54 | 22 | 25 | 101 | (999) |
| HAS PROMOTED PRIDE IN THE STATE AMONG NEW JERSEY RESIDENTS. | 63% | 32% | 5% | 100% | (800) |
| <u>Party ID</u> | | | | | |
| --Democrat | 60 | 38 | 3 | 101 | (222) |
| --Independent | 54 | 38 | 8 | 100 | (337) |
| --Republican | 77 | 21 | 2 | 100 | (206) |
| <u>PAST SURVEYS</u> | | | | | |
| --Kean, 1985 | 80 | 12 | 8 | 100 | (500) |
| <u>1985 Party ID</u> | | | | | |
| --Democrat | 79 | 14 | 8 | 101 | (135) |
| --Independent | 80 | 12 | 8 | 100 | (200) |
| --Republican | 83 | 12 | 5 | 100 | (136) |
| --Byrne, 1981 | N/A | N/A | N/A | N/A | N/A |
| HAS ATTRACTED GOOD PEOPLE TO SERVE IN STATE GOVERNMENT. | 56% | 28% | 17% | 101% | (800) |
| <u>Party ID</u> | | | | | |
| --Democrat | 48 | 38 | 14 | 100 | (222) |
| --Independent | 48 | 30 | 22 | 100 | (337) |
| --Republican | 78 | 13 | 9 | 100 | (206) |
| <u>PAST SURVEYS</u> | | | | | |
| --Kean, 1985 | 70 | 13 | 18 | 101 | (500) |
| <u>1985 Party ID</u> | | | | | |
| --Democrat | 64 | 17 | 19 | 100 | (135) |
| --Independent | 70 | 13 | 17 | 100 | (200) |
| --Republican | 75 | 10 | 16 | 101 | (136) |
| --Byrne, 1981 | 41 | 37 | 22 | 100 | (1002) |

- more -

Q.6 continued

| | <u>Agree</u> | <u>Disagree</u> | <u>Don't Know</u> | <u>Total</u> | <u>(n)</u> |
|--|--------------|-----------------|-------------------|--------------|--------------|
| HAS TAKEN ON MANY OF THE SERIOUS PROBLEMS FACING THE STATE. | 56% | 39% | 5% | 100% | (800) |
| <u>Party ID</u> | | | | | |
| --Democrat | 51 | 46 | 3 | 100 | (222) |
| --Independent | 48 | 44 | 8 | 100 | (337) |
| --Republican | 73 | 25 | 2 | 100 | (206) |
| <u>PAST SURVEYS</u> | | | | | |
| --Kean, 1985 | 67 | 23 | 10 | 100 | (500) |
| <u>1985 Party ID</u> | | | | | |
| --Democrat | 60 | 33 | 7 | 100 | (135) |
| --Independent | 66 | 24 | 10 | 100 | (200) |
| --Republican | 75 | 12 | 13 | 100 | (136) |
| --Byrne, 1981 | 52 | 38 | 10 | 100 | (1002) |

“How well do you feel you know Christie Whitman as a person-- very well, pretty well, just a little or not at all?” [Q.7]

| | <u>Very Well</u> | <u>Pretty Well</u> | <u>A Little</u> | <u>Not At All</u> | <u>Don't Know</u> | <u>Total</u> | <u>(n)</u> |
|-----------------------------|------------------|--------------------|-----------------|-------------------|-------------------|--------------|--------------|
| February/March, 1997 | 4% | 15% | 45% | 36% | -- | 100% | (800) |
| <u>Party ID</u> | | | | | | | |
| --Democrat | 4 | 12 | 47 | 36 | 1 | 100 | (222) |
| --Independent | 3 | 12 | 46 | 38 | 1 | 100 | (337) |
| --Republican | 5 | 19 | 44 | 31 | -- | 99 | (206) |
| <u>PAST SURVEYS</u> | | | | | | | |
| --Kean, 1985 | 5 | 12 | 35 | 46 | 2 | 100 | (1000) |
| <u>1985 Party ID</u> | | | | | | | |
| --Democrat | 6 | 12 | 35 | 45 | 2 | 100 | (284) |
| --Independent | 3 | 10 | 33 | 54 | 1 | 101 | (395) |
| --Republican | 8 | 14 | 38 | 35 | 4 | 99 | (272) |
| --Byrne, 1981 | 3 | 7 | 34 | 56 | -- | 100 | (999) |

“People are often described by a number of characteristics such as “smart” or “nice.” Please tell me if you think each characteristic I read describes Christie Whitman a lot, a little, or not very well. If you don't have an opinion on some, just say so. First, how about (_____), does this fit Whitman a lot, a little or not very well?” [Q.8]

| | <u>A Lot</u> | <u>A Little</u> | <u>Not Very Well</u> | <u>Don't Know</u> | <u>Total</u> | <u>(n)</u> |
|-----------------------------|--------------|-----------------|----------------------|-------------------|--------------|--------------|
| INTELLIGENT | 82% | 12% | 2% | 4% | 100% | (523) |
| February/March, 1997 | | | | | | |
| <u>Party ID</u> | | | | | | |
| --Democrat | 75 | 22 | 1 | 2 | 100 | (143) |

| | | | | | | |
|---------------|----|----|----|---|-----|-------|
| --Independent | 81 | 10 | 4 | 5 | 100 | (212) |
| --Republican | 91 | 5 | -- | 4 | 100 | (149) |

PAST SURVEYS

| | | | | | | |
|----------------------|----|----|----|---|-----|-------|
| --Kean, 1985 | 84 | 10 | 1 | 5 | 100 | (539) |
| <u>1985 Party ID</u> | | | | | | |
| --Democrat | 84 | 9 | 1 | 5 | 99 | (153) |
| --Independent | 80 | 13 | -- | 6 | 99 | (192) |
| --Republican | 88 | 8 | 1 | 3 | 100 | (170) |
| --Byrne, 1981 | 60 | 27 | 5 | 7 | 99 | (441) |

A HARD WORKER

| | | | | | | |
|-----------------------------|------------|------------|-----------|-----------|-------------|--------------|
| February/March, 1997 | 74% | 18% | 3% | 5% | 100% | (523) |
|-----------------------------|------------|------------|-----------|-----------|-------------|--------------|

Party ID

| | | | | | | |
|---------------|----|----|----|---|-----|-------|
| --Democrat | 63 | 26 | 7 | 5 | 101 | (143) |
| --Independent | 67 | 23 | 3 | 6 | 99 | (212) |
| --Republican | 95 | 3 | -- | 2 | 100 | (149) |

PAST SURVEYS

| | | | | | | |
|----------------------|----|----|---|----|-----|-------|
| --Kean, 1985 | 80 | 13 | 1 | 6 | 100 | (539) |
| <u>1985 Party ID</u> | | | | | | |
| --Democrat | 78 | 15 | 1 | 6 | 100 | (153) |
| --Independent | 77 | 14 | 1 | 8 | 100 | (192) |
| --Republican | 88 | 9 | 2 | 2 | 101 | (170) |
| --Byrne, 1981 | 53 | 31 | 6 | 10 | 100 | (441) |

STRONG LEADER

| | | | | | | |
|-----------------------------|------------|------------|-----------|-----------|------------|--------------|
| February/March, 1997 | 66% | 24% | 7% | 2% | 99% | (523) |
|-----------------------------|------------|------------|-----------|-----------|------------|--------------|

Party ID

| | | | | | | |
|---------------|----|----|----|---|-----|-------|
| --Democrat | 56 | 26 | 13 | 4 | 99 | (143) |
| --Independent | 61 | 30 | 8 | 2 | 101 | (212) |
| --Republican | 81 | 17 | -- | 2 | 100 | (149) |

PAST SURVEYS

| | | | | | | |
|----------------------|----|----|----|---|-----|-------|
| --Kean, 1985 | 69 | 23 | 4 | 5 | 101 | (539) |
| <u>1985 Party ID</u> | | | | | | |
| --Democrat | 65 | 22 | 6 | 6 | 99 | (153) |
| --Independent | 65 | 25 | 3 | 6 | 99 | (192) |
| --Republican | 75 | 21 | 2 | 2 | 100 | (170) |
| --Byrne, 1981 | 42 | 36 | 19 | 4 | 101 | (442) |

Q.8 continued

| | | | | | | |
|-----------------------------|------------|---------------|----------------------|-------------------|--------------|--------------|
| | <u>Lot</u> | <u>Little</u> | <u>Not Very Well</u> | <u>Don't Know</u> | <u>Total</u> | <u>(n)</u> |
| <i>FRIENDLY</i> | | | | | | |
| February/March, 1997 | 55% | 28% | 8% | 9% | 100% | (523) |

Party ID

| | | | | | | |
|---------------|----|----|----|----|-----|-------|
| --Democrat | 45 | 31 | 16 | 8 | 100 | (143) |
| --Independent | 48 | 34 | 8 | 10 | 100 | (212) |
| --Republican | 76 | 16 | 1 | 7 | 100 | (149) |

PAST SURVEYS

| | | | | | | |
|--------------|----|----|---|---|-----|-------|
| --Kean, 1985 | 74 | 14 | 3 | 9 | 100 | (539) |
|--------------|----|----|---|---|-----|-------|

1985 Party ID

| | | | | | | |
|---------------|----|----|---|----|-----|-------|
| --Democrat | 69 | 16 | 4 | 11 | 100 | (153) |
| --Independent | 74 | 16 | 2 | 8 | 100 | (192) |
| --Republican | 80 | 12 | 2 | 6 | 100 | (170) |
| --Byrne, 1981 | 51 | 28 | 8 | 13 | 100 | (441) |

HONEST

February/March, 1997 **53%** **27%** **10%** **10%** **100%** **(523)**

Party ID

| | | | | | | |
|---------------|----|----|----|----|-----|-------|
| --Democrat | 45 | 33 | 13 | 9 | 100 | (143) |
| --Independent | 44 | 31 | 13 | 13 | 101 | (212) |
| --Republican | 74 | 19 | 1 | 7 | 101 | (149) |

PAST SURVEYS

--Kean, 1985 68 17 3 11 99 (539)

1985 Party ID

| | | | | | | |
|---------------|----|----|---|----|-----|-------|
| --Democrat | 61 | 22 | 6 | 11 | 100 | (153) |
| --Independent | 65 | 20 | 3 | 13 | 101 | (192) |
| --Republican | 81 | 10 | 2 | 7 | 100 | (170) |

--Byrne, 1981 51 28 8 14 101 (441)

“If Christie Whitman were running for reelection as Governor against a Democratic candidate, who would you vote for -- Whitman the Republican, or the Democratic candidate?” [Q.9]

| | <u>Republican</u> | <u>Democrat</u> | <u>Depends</u> | <u>Neither</u> | <u>Don't Know</u> | <u>Total</u> | <u>(n)</u> |
|-----------------------------|-------------------|-----------------|----------------|----------------|-------------------|--------------|--------------|
| February/March, 1997 | 39% | 29% | 22% | 2% | 7% | 99% | (800) |

Party ID

| | | | | | | | |
|---------------|----|----|----|----|---|-----|-------|
| --Democrat | 20 | 55 | 20 | -- | 5 | 100 | (222) |
| --Independent | 33 | 27 | 28 | 4 | 8 | 100 | (337) |
| --Republican | 75 | 8 | 12 | 1 | 4 | 100 | (206) |

PAST SURVEYS

--Kean, 1985 50 18 21 2 9 100 (1000)

1985 Party ID

| | | | | | | | |
|---------------|----|----|----|----|----|-----|-------|
| --Democrat | 33 | 38 | 19 | -- | 9 | 99 | (284) |
| --Independent | 48 | 11 | 27 | 3 | 11 | 100 | (395) |
| --Republican | 78 | 6 | 11 | 1 | 4 | 100 | (272) |

--Byrne, 1977 42 27 -- -- 31 100 (1007)

“Comparing Christie Whitman to New Jersey’s last governor, Jim Florio, who do you think has been a better governor -- Whitman or Florio?” [Q.10]

| | <u>Republican</u> | <u>Democrat</u> | <u>Neither</u> | <u>Don't Know</u> | <u>Total</u> | <u>(n)</u> |
|-----------------------------|-------------------|-----------------|----------------|-------------------|--------------|--------------|
| February/March, 1997 | 62% | 23% | 7% | 9% | 101% | (800) |

Party ID

| | | | | | | |
|---------------|----|----|---|----|-----|-------|
| --Democrat | 46 | 37 | 7 | 9 | 99 | (222) |
| --Independent | 58 | 24 | 8 | 10 | 100 | (337) |
| --Republican | 86 | 6 | 3 | 5 | 100 | (206) |

PAST SURVEYS

| | | | | | | |
|----------------------|----|----|---|----|-----|-------|
| --Kean, 1985* | 76 | 7 | 5 | 12 | 100 | (500) |
| <u>1985 Party ID</u> | | | | | | |
| --Democrat | 66 | 12 | 7 | 14 | 99 | (135) |
| --Independent | 76 | 7 | 4 | 12 | 99 | (200) |
| --Republican | 88 | 1 | 3 | 8 | 100 | (136) |

* In 1985, Kean was compared to his predecessor, Byrne.