

# 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 Tuesday'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 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.

All of the percentages in this release, unless otherwise indicated, are based on New Jersey residents who report that they are registered to vote.

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

## **1997 GUBERNATORIAL RACE:**

### **VOTERS' VIEWS ON WHITMAN'S 1993 CAMPAIGN PROMISES**

#### **UNCERTAIN VOTERS SHIFT PREFERENCES**

About 4-in-10 New Jersey voters say Governor Whitman has kept most of her 1993 campaign promises. In the voters' evaluations of the Governor's performance on a range of different issues, she gets her highest evaluations for protecting the environment and for holding down state income taxes. Her lowest grades are for holding down property taxes and holding down the cost of automobile insurance.

At this time, while more voters select Whitman than McGreevey as their choice for Governor there are still a majority of registered voters who are not yet firm in their selection of a candidate. Among registered voters who say they will not change their minds before Election Day, Christie Whitman (25%) and Jim McGreevey (21%) have similar support.

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Whitman has a 49 to 33 percent lead over McGreevey when those who have made a choice but might change their mind before the election are included in the support for the candidates.

These percentages are an improvement in support for Whitman compared to the early June Poll. Among voters who are firm in their choice Whitman's support increased 3 percentage points from 22 to 25 percent. Whitman also increased her support among the voters who are not firm in their choice by 5 percentage points from 44 to 49 percent.

"Since large numbers of voters are still deciding who should be Governor, both candidates have opportunities to gain support," commented Janice Ballou, the Director of the Poll. "It looks like Whitman's defense of her record on property taxes and automobile insurance may be a key factor for these undecided voters."

The latest *Star Ledger*/Eagleton Poll of 633 registered voters conducted by telephone between June 11 and June 15, 1997 also found that 44 percent of registered voters think Whitman deserves to be re-elected compared to 41 percent who say it's time for a change.

### **1993 CAMPAIGN PROMISES**

Overall, most registered voters say that Governor Whitman has kept at least some of her 1993 election campaign promises. Thirty-seven percent say she has kept all (2%) or most (35%) of these promises compared to 35 percent who say she's kept some and 20 percent who feel she has kept a few (17%) or none (3%). As would be expected, Republicans (52%) are more likely than independents (38%) or Democrats (24%) to say she has kept most of her 1993 campaign promises. In addition, 70 percent of the voters who are firm Whitman supporters feel that she has kept all or most of her promises compared to 32 percent of voters who are undecided and 13 percent of firm McGreevey supporters.

### **JOB PERFORMANCE RATINGS**

Overall, Whitman receives a positive job performance rating from about half (51%) of the state's voters. On specific issues, New Jersey voters give the Governor the most

positive ratings on improving the environment and holding down the state income taxes. For eleven other issues, less than half of the voters give Whitman excellent or good ratings.

➤ **Overall job performance rating**

Half (51%) of the state's voters give Whitman positive ratings of excellent (9%) or good (42%) while 47 percent say her overall job performance is only fair (30%) or poor (17%) and 2 percent don't know.

➤ **Protecting the environment (49%)**

Overall, half of the voters give Whitman excellent (8%) or good (41%) ratings on the environment compared to 42 percent who say she scores only fair (32%) or poor (10%) and 10 percent who do not have an opinion.

➤ **Holding down state income taxes (48%)**

While half of the voters rate Whitman excellent (11%) or good (37%) on holding down state income taxes, 46 percent say her job performance on this issue is only fair (29%) or poor (17%) and 7 percent are undecided.

➤ **Managing the state's economy (46%)**

Forty-six percent give Whitman excellent (6%) or good (40%) ratings on managing the state's economy compared to half you rate her only fair (32%) or poor (15%) and 6 percent who do not have an opinion.

➤ **Creating jobs (42%)**

On the issue of creating jobs, Whitman gets 42 percent who say she has done an excellent (6%) or good (36%) job while 49 percent assess her performance as only fair (31%) or poor (18%) and 9 percent who don't give a rating.

➤ **Reducing crime (43%)**

About equal percentages of New Jerseyans rate Whitman positively as rate her negatively on her efforts to reduce crime. She receives positive ratings of excellent (5%) or good (38%) from 43 percent compared to 47 percent who rate her as only fair (33%) or poor (14%) and 10 percent who say they don't know.

➤ **Improving educational standards in public schools (38%)**

Overall, 38 percent give Whitman excellent (5%) or good (33%) ratings for improving educational standards in the public schools while 53 percent rate her only fair (34%) or poor (19%) and 8 percent don't give a rating.

➤ **Reforming the state's welfare system (38%)**

While 38 percent rate Whitman excellent (7%) or good (31%) on reforming the state's welfare system, 46 percent score her as only fair (32%) or poor (14%) and 16 percent report they don't know.

➤ **Cutting government spending (36%)**

About a third of the voters give Whitman excellent (6%) or good (30%) ratings for cutting government spending compared to 53 percent who say her performance is only fair (34%) or poor (19%) and 11 percent say they don't know.

➤ **Providing social services such as aid for the needy (33%)**

Governor Whitman gets positive ratings from 33 percent of New Jersey voters who give her excellent (5%) or good (28%) ratings for providing social services. About half of the voters rate her as only fair (34%) or poor (16%) on this issue and 16 percent don't give a rating.

➤ **Improving the state's transportation system (28%)**

Twenty-eight percent give Whitman positive ratings of excellent (4%) or good (24%) evaluations on improving the state's transportation system while 49 percent rate it as only fair (32%) or poor (17%) and 22 percent do not know how to rate this issue.

➤ **Holding down the cost of tuition at state colleges (22%)**

While 31 percent do not know how to rate Whitman on holding down the cost of tuition at state colleges, 22 percent give her excellent (2%) or good (20%) ratings and 47 percent say only fair (27%) or poor (20%).

➤ **Holding down property taxes (21%)**

About 1-in-5 New Jersey voters rate Whitman excellent (2%) or good (19%) on holding down property taxes compared to 71 percent who say she has done an only fair (33%) or poor (38%) job and 9 percent say they don't know.

➤ **Holding down the cost of automobile insurance (9%)**

The lowest rating Whitman receives on issues is holding down the cost of automobile insurance. About 1-in-10 voters rate her performance on this issue as excellent (1%) or good (8%) while 87 percent feel she has done an only fair (26%) or poor (61%) job and 4 percent don't give a rating.

### ***THE RACE FOR GOVERNOR***

At this time the incumbent Governor has firm support from 25 percent of registered voters compared to 21 percent for the challenger McGreevey with half (53%) of the voters still not having made a definite choice about who to vote for.

When the voters who might change their minds are included in the support for each candidate Christie Whitman receives 49 percent of the vote and Jim McGreevey 33 percent with 18 percent undecided.

Compared to the early June Poll, these percentages of support for the candidates shows an increase of 3 percentage points for Whitman among the firm voters from 22 to 25 percent and a decline of 4 percentage points for McGreevey from 25 to 21 percentage points. Both of these shifts in opinion are within the Poll's margin of error. However, among those voters who have made a choice for Governor, but might change their mind, Whitman's support increased 5 percentage points from 44 to 49 percent and McGreevey experienced a decline of 5 percentage points from 38 to 33 percent.

As would be expected, the candidates receive strong partisan support among their firm supporters with 55 percent of the Republicans supporting Whitman while McGreevey is the

choice of 47 percent of the Democrats. Among the critical group of independent voters, Whitman (22%) and McGreevey (19%) are about even.

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

**Region of the State:** Among voters in North Jersey who are firm in their choice of a candidate Whitman (26%) leads McGreevey (20%). They also have similar firm support in Central Jersey – Whitman (28%) and McGreevey (21%). In South Jersey Whitman (21%) and McGreevey (23%) are about even.

**Gender:** Men who are firm in their choice of candidates support Whitman (28%) over McGreevey (20%). In comparison, women who are firm in their choice of candidates give equal support to McGreevey (23%) than Whitman (23%).

**Interest in the Election:** Voters who are firm in their choice of a candidate and who have a lot of interest in the election, Whitman (27%) and McGreevey (30%) have similar support.

➤ Among the voters who might change their minds there are also some differences for specific types of voters:

**Region of the State:** Among voters in North Jersey who have selected a candidate, but might change their mind prior to Election Day, Whitman (52%) leads McGreevey (31%). They also have similar firm support in Central Jersey – Whitman (50%) and McGreevey (29%). In South Jersey support for the candidates is closer with Whitman at 43 percent and McGreevey with 39 percent.

**Gender:** Men who have selected a candidate, but might change their mind prior to Election Day support Whitman (52%) over McGreevey (33%). Women who may change their minds also support Whitman (46%) more than McGreevey (33%). The stronger support that Whitman has from women is unexpected since women are generally more likely to support Democratic candidates.

***Interest in the Election:*** Among the voters who might change their minds, those who have a lot of interest in the election support the candidates equally – Whitman (44%) and McGreevey (44%). Forty-four percent of the voters say Christie Whitman deserves to be re-elected compared to 41 percent who say that it is time for a change. The 44 percent supporting Whitman's re-election is the same as Jim Florio had in June 1993. However, in 1993 46 percent said that it was time for a change.

### ***KNOWLEDGE AND IMPRESSIONS OF THE CANDIDATES***

There has not been much change in voters' knowledge about the candidates since the early June Poll. Governor Christie Whitman continues to be better known among registered voters than Jim McGreevey. Fifty-seven percent correctly name Whitman as the Republican candidate compared to 43 percent of registered voters who know that McGreevey is the Democratic nominee. While all registered voters can either name Whitman as the candidate or recognize her when her name is given, 22 percent of registered voters do not recognize McGreevey's name at this time.

Overall, 53 percent have a favorable impression of Whitman, 24 percent have an unfavorable impression, and 22 percent do not have an impression of the Governor. In comparison, more voters (79%) either don't have an impression (22%) or don't know McGreevey (57%) than can assess if they have a favorable (15%) or unfavorable (5%) general impression. In 1993, Jim Florio received favorable ratings from 44 percent of the voters while 35 percent had an unfavorable impression.

### ***CLIMATE FOR THE ELECTION***

Half of New Jersey voters are optimistic about their state. Fifty-three percent say that things in New Jersey are going in the right direction compared to 35 percent who say things have pretty seriously gotten off on the wrong track. As might be expected, firm Whitman supporters (74%) are more likely than firm McGreevey supporters (19%) to say the state is

going in the right direction. Also, more independent voters say things are going in the right direction (49%) than feel it has gotten off on the wrong track (40%).

Similar to the 81 percent in the early June 1997 poll, 84 percent of the voters say that they have a lot (51%) or some (33%) interest in this election.

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The latest *Star-Ledger/Eagleton* Poll was conducted between June 11 and June 16, 1997, when a random sample of 802 New Jerseyans, 18 years and older, was interviewed by telephone. Figures based on this sample size are subject to a sampling error of about  $\pm 3.5$  percent at a 95 percent confidence interval. 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. This data has been weighted using voter registration information from the New Jersey Secretary of State's office for party identification.

NOTE: FOR THIS RELEASE THE FINDINGS ON THE ELECTION ARE BASED ON 633 REGISTERED VOTERS AND HAVE A MARGIN OR ERROR OF  $\pm 4$  PERCENT.

**BACKGROUND MEMO – RELEASE SL/EP63-1 (EP113-1), TUESDAY, JUNE 17, 1997**

“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>
<b>June 16, 1997</b>							
--Total	9%	40%	29%	17%	5%	100%	(802)
--Registered Voters	9	42	30	17	2	100	(633)
<u>Party ID</u>							
--Democrat	6	29	39	21	5	100	(193)
--Independent	7	39	33	19	1	99	(243)
--Republican	20	59	15	6	--	100	(169)
<u>Firm Vote Choice</u>							
--Whitman	30	57	11	2	--	100	(157)
--Undecided	4	47	36	12	2	101	(311)
--McGreevey	1	12	38	47	2	100	(145)
<b><u>PAST SURVEYS</u></b>							
--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)

"Generally speaking, would you say things in New Jersey are going in the right direction, or have they pretty seriously gotten off on the wrong track?" [Q.3]

	<u>Right Direction</u>	<u>Wrong Track</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
<b>June 16, 1997</b>					
--Total	<b>53%</b>	<b>35%</b>	<b>12%</b>	<b>100%</b>	<b>(802)</b>
--Registered Voters	<b>53</b>	<b>35</b>	<b>11</b>	<b>99</b>	<b>(633)</b>
<i>Party ID</i>					
--Democrat	45	38	17	100	(193)
--Independent	49	40	11	100	(243)
--Republican	73	20	7	100	(169)
<i>Firm Vote Choice</i>					
--Whitman	74	18	8	100	(157)
--Undecided	58	31	12	101	(311)
--McGreevey	19	66	15	100	(145)
<b><u>PAST SURVEYS</u></b>					
February, 1995	51	38	11	100	(801)
September, 1994	49	40	11	100	(801)
June, 1994	50	39	12	101	(801)
June, 1993	40	52	8	100	(800)
April, 1992	33	60	7	100	(799)
June, 1991	37	55	8	100	(800)
October, 1990	19	74	7	100	(800)

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

	<u>A Lot</u>	<u>Some</u>	<u>A Little</u>	<u>None At All</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
<b>June 16, 1997</b>							
--Registered Voters	<b>51%</b>	<b>33%</b>	<b>11%</b>	<b>5%</b>	--	<b>100%</b>	<b>(633)</b>
<i>Party ID</i>							
--Democrat	54	28	13	4	--	99	(193)
--Independent	51	32	11	6	1	101	(243)
--Republican	51	38	9	2	--	100	(169)
<b><u>PAST SURVEYS</u></b>							
June 10, 1997							
--Registered Voters	47	34	14	5	1	101	(623)
June, 1993							
--Registered Voters	56	29	10	4	1	100	(666)

"Do you know who the (Republican/Democratic) candidate for Governor is?" [Q.7, Q.11] ASKED OF THOSE WHO DID NOT NAME (WHITMAN/MCGREEVEY): "The (Republican/Democratic) candidate is Christie Whitman/Jim McGreevey)--have you ever heard of (her/him) before?" [Q.8, Q.12]

	<u>Names</u>	<u>Recognizes</u>	<u>Doesn't Recognize</u>	<u>Total</u>	<u>(n)</u>
<b>June 16, 1997</b>					
<b>WHITMAN--Registered Voters</b>	<b>57%</b>	<b>42%</b>	<b>1%</b>	<b>100%</b>	<b>(633)</b>
<i>Party ID</i>					
--Democrat	54	44	1	99	(193)
--Independent	54	44	1	99	(243)
--Republican	71	28	1	100	(169)
<b>MCGREEVEY--Registered Voters</b>	<b>43</b>	<b>35</b>	<b>22</b>	<b>100</b>	<b>(631)</b>
<i>Party ID</i>					
--Democrat	44	34	22	100	(193)
--Independent	46	32	22	100	(242)
--Republican	39	40	21	100	(169)

### PAST SURVEYS

June 10, 1997					
WHITMAN--Registered Voters	65	34	1	100	(623)
MCGREEVEY--Registered Voters	45	34	21	100	(621)
June, 1993					
WHITMAN--Registered Voters	59	32	10	101	(665)
FLORIO--Registered Voters	79	21	--	100	(666)

"How much do you think you know about (Christie Whitman/Jim McGreevey)--a lot, some or just a little?" [Q.9, Q.13]

	<u>A Lot</u>	<u>Some</u>	<u>A Little</u>	<u>Don't Know Candidate</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
<b>June 16, 1997</b>							
<b>WHITMAN--Registered Voters</b>	<b>24%</b>	<b>47%</b>	<b>27%</b>	<b>1%</b>	<b>1%</b>	<b>100%</b>	<b>(633)</b>
<i>Party ID</i>							
--Democrat	26	39	32	1	2	100	(193)
--Independent	24	46	29	1	--	100	(243)
--Republican	26	56	17	1	1	101	(169)
<b>MCGREEVEY--Registered Voters</b>	<b>3</b>	<b>15</b>	<b>59</b>	<b>22</b>	<b>--</b>	<b>99</b>	<b>(633)</b>
<i>Party ID</i>							
--Democrat	5	21	52	22	1	101	(193)
--Independent	3	14	60	23	--	100	(243)
--Republican	3	11	65	21	--	100	(169)

### PAST SURVEYS

June 10, 1997							
WHITMAN--Registered Voters	26	49	23	1	1	100	(623)
MCGREEVEY--Registered Voters	2	13	62	21	1	99	(623)
June, 1993							
WHITMAN--Registered Voters	6	30	53	10	1	100	(665)
FLORIO--Registered Voters	31	47	21	--	1	100	(666)

"Is your general impression of (Christie Whitman/Jim McGreevey) favorable or unfavorable, or don't you really have an opinion about (her/him)? Is that very (favorable/unfavorable) or somewhat (favorable/unfavorable)?" [Q.10, Q.14]

	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Doesn't Know	No Opinion/Don't Know	Total	(n)
<b>June 16, 1997</b>								
<b>WHITMAN--Registered Voters</b>	<b>18%</b>	<b>35%</b>	<b>11%</b>	<b>13%</b>	<b>1%</b>	<b>22%</b>	<b>100%</b>	<b>(633)</b>
<i>Party ID</i>								
--Democrat	8	28	16	15	1	32	100	(193)
--Independent	17	34	10	15	1	23	100	(243)
--Republican	33	40	7	5	1	14	100	(169)
<b>MCGREEVEY--Registered Voters</b>								
<b>4</b>	<b>11</b>	<b>3</b>	<b>2</b>	<b>22</b>	<b>57</b>	<b>99</b>	<b>(633)</b>	
<i>Party ID</i>								
--Democrat	9	17	2	1	22	49	100	(193)
--Independent	2	10	4	3	23	59	101	(243)
--Republican	1	8	5	3	21	62	100	(169)

**PAST SURVEYS**

June 10, 1997								
WHITMAN--Registered Voters	16	30	14	19	1	20	100	(623)
MCGREEVEY--Registered Voters	4	13	4	1	21	57	100	(623)
June, 1993								
WHITMAN--Registered Voters	8	19	9	7	10	47	100	(664)
FLORIO--Registered Voters	18	26	19	16	--	21	100	(664)

**STRENGTH VOTE CHOICE [Q.16,Q.17,Q.18]**

Those choosing either Whitman or McGreevey were asked if they were "very sure about voting for her/him, or might you change your mind before election day?" Undecided voters were asked "at this moment do you lean more towards Whitman, or more towards McGreevey?" With the leaners allocated, and with firmness of preference taken into account, voters displayed the following pattern:

	<u>WHITMANUNDECIDED</u>			<u>MCGREEVEY</u>			<u>OTHER</u>	Total	(n)	
	<u>Firm</u>	<u>Soft</u>	<u>Lean</u>	<u>Lean</u>	<u>Soft</u>	<u>Firm</u>				
<b>June 16, 1997</b>										
<b>--Registered Voters</b>	<b>25%</b>	<b>23%</b>	<b>5%</b>	<b>10%</b>	<b>2%</b>	<b>11%</b>	<b>21%</b>	<b>3%</b>	<b>100%</b>	<b>(633)</b>
<i>Party ID</i>										
--Democrat	8	14	2	7	5	17	46	2	101	(193)
--Independent	21	24	7	13	1	12	18	4	100	(243)
--Republican	54	29	4	3	2	4	3	2	101	(169)
<b><u>PAST SURVEYS</u></b>										
June 10, 1997										
--Registered Voters	21	22	3	11	3	12	24	3	99	(621)
<i>Party ID</i>										
--Democrat	6	16	1	5	4	17	50	2	101	(210)
--Independent	16	25	5	12	4	12	21	6	101	(218)
--Republican	54	26	1	4	--	7	7	1	100	(162)
June, 1993										
--Registered Voters	27	16	1	5	3	17	31	--	100	(642)

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.16.

	<u>Whitman</u>	<u>Undecided</u>	<u>McGreevey</u>	<u>Total</u>	<u>(n)</u>
<b>June 16, 1997</b>					
<b>--Registered Voters</b>	<b>49%</b>	<b>18%</b>	<b>33%</b>	<b>100%</b>	<b>(613)</b>
<u>Party ID</u>					
--Democrat	22	14	64	100	(189)
--Independent	47	22	31	100	(233)
--Republican	84	9	7	100	(165)
<u>Gender</u>					
--Male	52	15	33	100	(297)
--Female	46	20	33	99	(316)
<u>Age</u>					
--18 - 29	38	19	43	100	(93)
--30 - 49	53	18	28	99	(284)
--50 - 64	48	13	39	100	(134)
--65 and older	50	22	28	100	(92)
<u>Region</u>					
--North	52	17	31	100	(274)
--Central	50	20	29	99	(165)
--South	43	18	39	100	(162)
<u>Interest In The Election</u>					
--A lot	44	12	44	100	(319)
--Some	58	20	22	100	(199)
--Little/none	47	31	22	100	(92)
<u>Probability of Voting</u>					
--Definitely will vote	50	14	36	100	(495)
--Probably will vote	48	28	24	100	(96)
<b><u>PAST SURVEYS</u></b>					
June 10, 1997					
--Registered Voters	44	18	38	100	(602)
<u>Party ID</u>					
--Democrat	22	9	69	100	(206)
--Independent	43	22	35	100	(205)
--Republican	81	5	14	100	(160)
June, 1993					
--Registered Voters	43	9	48	100	(642)

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.16 and Q.18.

	<u>Whitman</u>	<u>Undecided</u>	<u>McGreevey</u>	<u>Total</u>	<u>(n)</u>
<b>June 16, 1997</b>					
<b>--Registered Voters</b>	<b>25%</b>	<b>53%</b>	<b>21%</b>	<b>99%</b>	<b>(613)</b>
<u>Party ID</u>					
--Democrat	8	45	47	100	(189)
--Independent	22	59	19	100	(233)
--Republican	55	42	3	100	(165)
<u>Gender</u>					
--Male	28	52	20	100	(297)
--Female	23	54	23	100	(316)
<u>Age</u>					
--18 - 29	14	64	22	100	(93)
--30 - 49	28	52	20	100	(284)
--50 - 64	25	51	25	101	(134)
--65 and older	27	53	20	100	(92)
<u>Region</u>					
--North	26	54	20	100	(274)
--Central	28	51	21	100	(165)
--South	21	55	23	99	(162)
<u>Interest In The Election</u>					
--A lot	27	43	30	100	(319)
--Some	26	63	12	101	(199)
--Little/None	20	67	13	100	(92)
<u>Probability of Voting</u>					
--Definitely will vote	28	48	24	100	(495)
--Probably will vote	18	71	12	101	(96)
<b><u>PAST SURVEYS</u></b>					
June 10, 1997					
--Registered Voters	22	53	25	100	(602)
<u>Party ID</u>					
--Democrat	6	43	51	100	(206)
--Independent	17	61	22	100	(205)
--Republican	54	39	7	100	(160)

"How would you rate the job Governor Christie Whitman has done at (START AT DESIGNATED POINT)--excellent, good, only fair, or poor? [Q.20]

	<u>Excellent</u>	<u>Good</u>	<u>Only Fair</u>	<u>Poor</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
<b>➤PROTECTING THE ENVIRONMENT</b>							
<b>June, 1997</b>							
<b>--Registered Voters</b>	<b>8%</b>	<b>41%</b>	<b>32%</b>	<b>10%</b>	<b>10%</b>	<b>101%</b>	<b>(633)</b>
<i>Firm Vote Choice</i>							
--Whitman	17	55	20	--	8	100	(157)
--Undecided	6	40	34	9	11	100	(311)
--McGreevey	2	27	40	24	7	100	(145)
<b><u>PAST SURVEYS</u></b>							
June, 1993							
--Jim Florio	13	43	29	8	7	100	(666)
<b>➤HOLDING DOWN STATE INCOME TAXES</b>							
<b>June, 1997</b>							
<b>--Registered Voters</b>	<b>11%</b>	<b>37%</b>	<b>29%</b>	<b>17%</b>	<b>7%</b>	<b>101%</b>	<b>(633)</b>
<i>Firm Vote Choice</i>							
--Whitman	27	48	17	2	5	99	(157)
--Undecided	7	38	33	15	7	100	(311)
--McGreevey	1	21	33	38	6	99	(145)
<b><u>PAST SURVEYS</u></b>							
Question wording: "HOLDING DOWN TAXES"							
June, 1993							
--Jim Florio	4	17	30	47	2	100	(666)
<b>➤MANAGING THE STATE'S ECONOMY</b>							
<b>June, 1997</b>							
<b>--Registered Voters</b>	<b>6%</b>	<b>40%</b>	<b>32%</b>	<b>15%</b>	<b>6%</b>	<b>99%</b>	<b>(633)</b>
<i>Firm Vote Choice</i>							
--Whitman	19	61	15	3	2	100	(157)
--Undecided	2	41	38	11	8	100	(311)
--McGreevey	3	16	37	39	5	100	(145)
<b><u>PAST SURVEYS</u></b>							
June, 1993							
--Jim Florio	6	25	37	28	4	100	(666)
<b>➤CREATING JOBS</b>							
<b>June, 1997</b>							
<b>--Registered Voters</b>	<b>6%</b>	<b>36%</b>	<b>31%</b>	<b>18%</b>	<b>9%</b>	<b>100%</b>	<b>(633)</b>
<i>Firm Vote Choice</i>							
--Whitman	17	51	17	3	12	100	(157)
--Undecided	2	42	35	13	8	100	(311)
--McGreevey	1	9	39	43	8	100	(145)
<b><u>PAST SURVEYS</u></b>							
June, 1993							
--Jim Florio	3	17	39	36	5	100	(666)
Q.20 (continued)			Only		Don't		

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Know</u>	<u>Total</u>	<u>(n)</u>
<b>➤REDUCING CRIME</b>							
<b>June, 1997</b>							
<b>--Registered Voters</b>	<b>5%</b>	<b>38%</b>	<b>33%</b>	<b>14%</b>	<b>10%</b>	<b>100%</b>	<b>(633)</b>
<i>Firm Vote Choice</i>							
--Whitman	12	53	25	5	5	100	(157)
--Undecided	3	39	33	12	12	99	(311)
--McGreevey	2	18	45	25	10	100	(145)
<b><u>PAST SURVEYS</u></b>							
June, 1993							
--Jim Florio	7	27	38	24	5	101	(666)
<b>➤IMPROVING EDUCATIONAL STANDARDS IN PUBLIC SCHOOLS</b>							
<b>June, 1997</b>							
<b>--Registered Voters</b>	<b>5%</b>	<b>33%</b>	<b>34%</b>	<b>19%</b>	<b>8%</b>	<b>99%</b>	<b>(633)</b>
<i>Firm Vote Choice</i>							
--Whitman	14	47	28	5	6	100	(157)
--Undecided	3	35	38	15	9	100	(311)
--McGreevey	3	15	31	46	5	100	(145)
<b><u>PAST SURVEYS</u></b>							
June, 1993							
--Jim Florio	9	28	34	21	7	99	(666)
<b>➤REFORMING THE STATE'S WELFARE SYSTEM</b>							
<b>June, 1997</b>							
<b>--Registered Voters</b>	<b>7%</b>	<b>31%</b>	<b>32%</b>	<b>14%</b>	<b>16%</b>	<b>100%</b>	<b>(633)</b>
<i>Firm Vote Choice</i>							
--Whitman	16	51	19	3	11	100	(157)
--Undecided	5	26	36	13	19	99	(311)
--McGreevey	1	20	39	27	12	99	(145)
<b><u>PAST SURVEYS</u></b>							
June, 1993							
--Jim Florio	13	29	28	16	14	100	(666)
<b>➤CUTTING GOVERNMENT SPENDING</b>							
<b>June, 1997</b>							
<b>--Registered Voters</b>	<b>6%</b>	<b>30%</b>	<b>34%</b>	<b>19%</b>	<b>11%</b>	<b>100%</b>	<b>(633)</b>
<i>Firm Vote Choice</i>							
--Whitman	16	51	22	2	9	100	(157)
--Undecided	4	28	40	15	13	100	(311)
--McGreevey	--	12	33	47	7	99	(145)
<b><u>PAST SURVEYS</u></b>							
June, 1993							
--Jim Florio	5	23	38	28	6	100	(666)



Q.20 (continued)

	<u>Excellent</u>	<u>Good</u>	<u>Only Fair</u>	<u>Poor</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
<b>&gt; IMPROVING THE STATE'S TRANSPORTATION SYSTEM</b>							
<b>June, 1997</b>							
<b>--Registered Voters</b>	<b>4%</b>	<b>24%</b>	<b>32%</b>	<b>17%</b>	<b>22%</b>	<b>99%</b>	<b>(633)</b>
<i>Firm Vote Choice</i>							
--Whitman	9	34	30	7	19	99	(157)
--Undecided	3	23	36	14	25	101	(311)
--McGreevey	2	18	28	34	18	100	(145)
<b><u>PAST SURVEYS</u></b>							
June, 1993							
--Jim Florio	6	30	35	14	15	100	(666)
<b>&gt; PROVIDING SOCIAL SERVICES SUCH AS AID FOR THE NEEDY</b>							
<b>June, 1997</b>							
<b>--Registered Voters</b>	<b>5%</b>	<b>28%</b>	<b>34%</b>	<b>16%</b>	<b>16%</b>	<b>99%</b>	<b>(633)</b>
<i>Firm Vote Choice</i>							
--Whitman	17	47	16	5	15	100	(157)
--Undecided	2	26	44	11	17	100	(311)
--McGreevey	2	9	34	43	13	101	(145)
<b><u>PAST SURVEYS</u></b>							
June, 1993							
--Jim Florio	6	34	37	11	12	100	(666)
<b>&gt; HOLDING DOWN THE COST OF TUITION AT STATE COLLEGES</b>							
<b>June, 1997</b>							
<b>--Registered Voters</b>	<b>2%</b>	<b>20%</b>	<b>27%</b>	<b>20%</b>	<b>31%</b>	<b>100%</b>	<b>(633)</b>
<i>Firm Vote Choice</i>							
--Whitman	6	29	25	6	34	100	(157)
--Undecided	2	19	27	18	35	101	(311)
--McGreevey	--	13	31	38	18	100	(145)
<b>&gt; HOLDING DOWN PROPERTY TAXES</b>							
<b>June, 1997</b>							
<b>--Registered Voters</b>	<b>2%</b>	<b>19%</b>	<b>33%</b>	<b>38%</b>	<b>9%</b>	<b>101%</b>	<b>(633)</b>
<i>Firm Vote Choice</i>							
--Whitman	4	36	35	13	12	100	(157)
--Undecided	1	16	38	36	9	100	(311)
--McGreevey	--	6	20	71	3	100	(145)
<b>&gt; HOLDING DOWN THE COST OF AUTOMOBILE INSURANCE</b>							
<b>June, 1997</b>							
<b>--Registered Voters</b>	<b>1%</b>	<b>8%</b>	<b>26%</b>	<b>61%</b>	<b>4%</b>	<b>100%</b>	<b>(633)</b>
<i>Firm Vote Choice</i>							
--Whitman	3	15	40	32	10	100	(157)
--Undecided	1	6	25	65	3	100	(311)
--McGreevey	--	4	11	84	1	100	(145)
<b><u>PAST SURVEYS</u></b>							
June, 1993							
--Jim Florio	6	22	29	38	6	101	(666)

"Thinking about the job Christie Whitman has done as governor, do you think she deserves to be re-elected or do you think it is time for a change?" [Q.21]

	<u>Yes, Deserves Re-election</u>	<u>No, Time For A Change</u>	<u>Depends</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
<b>June 16, 1997</b>						
<b>--Registered Voters</b>	<b>44%</b>	<b>41%</b>	<b>4%</b>	<b>12%</b>	<b>101%</b>	<b>(633)</b>
<u>Party ID</u>						
--Democrat	21	66	4	9	100	(193)
--Independent	43	39	5	13	100	(243)
--Republican	76	18	2	5	101	(169)
<u>Firm Vote Choice</u>						
--Whitman	96	2	--	2	100	(157)
--Undecided	38	36	6	20	100	(311)
--McGreevey	4	95	--	--	99	(145)
<b>PAST SURVEYS</b>						
--Florio, June, 1993	44	46	3	7	100	(666)

Question asked as follows: "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>
--Whitman, February/March, 1997	39%	29%	22%	2%	7%	99%	(800)
--Kean, 1985	50	18	21	2	9	100	(1000)
--Byrne, 1977	42	27	--	--	31	100	(1007)

"Would you say that Christie Whitman has kept all of her 1993 campaign promises, most of them, some, just a few, or none of her campaign promises?" [Q.24]

	<u>All</u>	<u>Most</u>	<u>Some</u>	<u>Just A Few</u>	<u>None</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
<b>June 16, 1997</b>								
<b>--Registered Voters</b>	<b>2%</b>	<b>35%</b>	<b>35%</b>	<b>17%</b>	<b>3%</b>	<b>8%</b>	<b>100%</b>	<b>(633)</b>
<u>Party ID</u>								
--Democrat	1	23	40	20	5	11	100	(193)
--Independent	2	36	34	18	3	7	100	(243)
--Republican	1	51	31	8	1	8	100	(169)
<u>Gender</u>								
--Male	3	39	31	19	3	5	100	(309)
--Female	--	31	39	15	4	12	101	(324)
<u>Firm Vote Choice</u>								
--Whitman	5	65	20	3	--	7	100	(157)
--Undecided	1	31	40	16	2	9	99	(311)
--McGreevey	--	13	40	31	10	6	10	(145)