

The Star-Ledger/Eagleton-Rutgers Poll

EMBARGOED – NOT FOR RELEASE UNTIL: WEDNESDAY, JUNE 18, 1997

RELEASE: SL/EP 63-2 (EP 113-2)

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A story based on the survey findings presented in this release and background memo will appear in Wednesday'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:

IDENTIFICATION OF ISSUES

Taxes and automobile insurance are two issues that New Jersey voters identify as being the most important in the 1997 Gubernatorial Election. In addition, about 8-in-10 voters report their opinions about taxes and automobile insurance will influence who they will select for Governor. While about 6-in-10 report their opinions about the tunnel in Atlantic City will influence their vote, half say that their opinions about the pension bond will guide their 1997 choice for Governor.

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Overall, voters are evenly divided on who they think can do a better job handling the issue of automobile insurance with about a third selecting Whitman, a third McGreevey, and a third undecided about who they would select.

Voters opinions on two other issues are contradictory to what is currently happening with these issues. Seventy-two percent would like to vote on the pension bond even though the courts have determined that the confirmation by the legislature is constitutional. And, 73 percent of the voters do not approve of building the tunnel in Atlantic City to connect one area of the city to another where a new casino has been proposed.

The latest *Star-Ledger/Eagleton* Poll of 633 registered voters conducted by telephone between June 11 and 15, 1997 also found that among those voters who select Christie Whitman as their choice for Governor, the main reason is because of her record in office. The main reasons why voters select McGreevey is because they feel it is time for a change, because he 's a Democrat, and because they dislike Whitman.

MOST IMPORTANT STATE PROBLEM

The two issues that New Jersey voters identify as the most important problem facing the state that the candidates for Governor will have to address are automobile insurance (27%) and taxes (21%). Education (14%) and unemployment (8%) are included among the voters ' top choices. Those who are not yet firm in their choice for Governor (30%) and firm Whitman supporters (26%) are somewhat more likely to name automobile insurance than firm McGreevey supporters (20%). However, firm McGreevey supporters (22%) and those who are undecided (21%) are somewhat more likely than firm Whitman supporters (17%) to name taxes.

AUTO INSURANCE

Three-in-four voters are not too (20%) or not at all (54%) satisfied with the cost and coverage of their automobile insurance compared to 21 percent who are very (4%) or somewhat (17%) satisfied. Firm McGreevey voters (78%) are more likely than those who are undecided about a candidate (75%) or firm Whitman voters (67%) to say they are not satisfied with the automobile insurance. At this time, about half (49%) of the voters say that they have read or heard about the candidates' suggestions on how to reform auto insurance while half have not. In addition, voters are divided on who they think can do a better job at handling the issue with 32 percent selecting Whitman, 31 percent saying McGreevey, and 36 percent who don't know which candidate they prefer to address automobile insurance issues. As would be expected, firm Whitman supporters (74%) select the Governor as being able to do a better job and firm McGreevey voters (78%) select their candidate. Among those who have not yet selected a candidate, Whitman (23%) and McGreevey (27%) are selected by about equal percentages of voters as best able to handle the automobile insurance issue while 50 percent don't know which candidate will do a better job. Close to 8-in-10 voters (77%) say that their opinions about auto insurance will influence their choice for Governor a great deal (35%) or some (42%) compared to 23 percent who say it will not influence their vote much (13%) or not at all (10%). Firm McGreevey voters (86%) are more likely than those who are undecided about who to vote for (81%) or firm Whitman voters (61%) to say the automobile issue will influence their vote.

TAXES

By a margin of 56 to 43 percent, more voters say that they have not benefited (30% not much/26% not at all) from New Jersey's 30 percent state income tax reduction than say

they have benefited (7% a great deal/36% some). Firm Whitman supporters (67%) are more likely than those who have not decided on a candidate (41%) or firm McGreevey supporters (23%) to feel that they have benefited at least some from the 30 percent state income tax reduction. Also, about 6-in-10 voters say that their overall combined total that they pay in both state taxes and local property taxes has gone up compared to 31 percent who say they have stayed the same and 6 percent who say that they have gone down. Firm McGreevey supporters (70%) are more likely than those who have not decided on a candidate (59%) or firm Whitman supporters (44%) to report the total they pay in state and local taxes have gone up. Among all voters, 80 percent say that the tax issue will influence their vote for Governor a great deal (39%) or some (41%). Firm McGreevey voters (90%) are more likely than those who have not decided on a candidate (80%) or firm Whitman supporters (70%) to say their opinions about the tax issue will influence their choice for Governor.

Voters are divided in their preferences between having the public schools funded by local property taxes (39%) or having an increase in the state income taxes (42%) to have the state provide all of the funding for the public schools. Firm Whitman supporters (50%) are more likely than those who have not yet decided on a candidate (38%) or those who are firm McGreevey voters (30%) to prefer having the local property taxes fund the public schools.

However, 61 percent of the voters say that even if there is a change made to have the state fund the public schools they expect that the combined total of their state taxes and local property taxes would go up compared to 9 percent who say they would go down and 23 percent who say that they would stay about the same.

THE PENSION BOND ISSUE

About 4-in-10 New Jersey voters have heard about the \$2.76 billion dollar pension bond that was recently passed by the New Jersey Legislature. Voters who are firm for McGreevey (55%) and those who are firm for Whitman (51%) are more likely than voters who have not decided on a candidate (34%) to have heard about this bond issue. Overall, 25 percent of the voters approve of the legislature passing the bond issue compared to 30 percent who disapprove. However, 44 percent of the voters did not have an opinion about the legislature's action on the bond issue. Firm Whitman supporters (44%) are more likely to approve the passage of the bond issue than those who have not decided on a candidate (22%) or those who are firm McGreevey supporters (16%). Thirty-nine percent of the voters say that in their opinion the pension bond is a financial gimmick compared to 21 percent who describe it as good financial management. However, 40 percent do not have an opinion on the bond issue. Firm McGreevey voters (61%) are more likely to feel that it is a financial gimmick than firm Whitman voters (25%) or voters who are still undecided about their vote choice (36%).

Even though the passage of the bond issue by the legislature has been declared constitutional, 72 percent of the voters say they think the public should vote on it compared to 19 percent who say the legislature should be able to decide on this issue. Firm McGreevey voters (83%) and the voters who have not yet decided on a candidate (75%) are more likely than firm Whitman supporters (55%) to say the public should vote on the bond issue. Overall, 48 percent say that their opinions about the bond issue will have a great deal (15%) or some (33%) influence on who they will select as Governor compared to 46 percent who report it will not have much influence (23%) or none at all (23%). Firm McGreevey voters (61% – 32% a great deal/29% some) are more likely than those who are undecided (51% –

13% a great deal/38% some) or firm Whitman supporters (37% – 6% a great deal/31% some) to say that their opinions about the pension bond issue will have a great deal or some influence on their choice for Governor.

THE ATLANTIC CITY TUNNEL

Overall, 56 percent of the voters have read or heard a great deal (20%) or some (36%) about the tunnel in Atlantic City to connect one area of the city to another where a new casino has been proposed compared to 43 percent who have not read or heard much (13%) or nothing at all (30%). As might be expected, voters in South Jersey (73%) are more likely than those in Central Jersey (59%) or North Jersey (44%) to have read or heard at least something about the tunnel. While 20 percent of the voters strongly (7%) or mildly (13%) approve of the tunnel, 73 percent strongly (57%) or mildly (16%) disapprove. Firm McGreevey voters (79%) are more likely than those who have not decided on a candidate (75%) or firm Whitman voters (66%) to disapprove of the tunnel. Also, voters in North Jersey (76%) and Central Jersey (74%) are more likely to disapprove of the tunnel than those in South Jersey (68%).

About 6-in-10 voters say that their opinions about the tunnel in Atlantic City will have a great deal (19%) or some (37%) influence on their choice for Governor this year compared to 4-in-10 who say it will have not much (20%) or not any (23%) influence. Firm McGreevey voters (64%) and those who have not yet decided on a candidate (60%) are more likely than firm Whitman supporters (43%) to say their opinions about the tunnel will influence their choice for Governor.

ECONOMIC CLIMATE FOR VOTERS

Overall, half (52%) of the voters say that their family's financial situation has stayed the same over the past few years compared to 24 percent who say it is better and 22 percent who report it is worse. Firm Whitman supporters (51%) are more likely than firm McGreevey voters (11%) or those who are undecided (18%) to say their financial situation is better. Among firm McGreevey voters, 37 percent report their financial situation is worse while 22 percent of those who are undecided and 8 percent of firm Whitman voters say things are worse.

By a margin of 38 to 7 percent, voters who report their families financial situation is worse are about five times more likely than those who describe it as being better to say that most of the change is due to the Whitman administration.

REASON FOR VOTE CHOICE

Among the New Jersey voters who have selected a candidate they might vote for on Election Day, the three main reasons why Whitman supporters have selected her are: her record as Governor (41%), her positive personal qualities (12%), and taxes (9%). There are four reasons named by more than 10 percent of the voters who have selected Jim McGreevey: it's time for a change (19%), because he is a Democrat (14%), dislike for Whitman (13%), and his positive personal qualities (10%).

- 30 -

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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 ± 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 ± 4 PERCENT.

BACKGROUND MEMO – RELEASE SL/EP63-2 (EP113-2), XXX,JUNE XX, 1997

“[IF CANDIDATE NAMED IN Q.16 OR Q.17: What is the main reason why you are going to vote for (Candidate Named)?” [Q.19]

	<u>Total</u>	<u>Whitman</u>	<u>McGreevey</u>
--Taxes	8%	9%	5%
--Bond Issue	3	--	8
--Economic Programs	2	2	1
--Auto Insurance	5	3	8
--Other Issues (i.e., Crime, Education, Environment)	5	4	7
--Ideology	1	2	1
--Partisanship	9	8	14
--Positive Personal Qualities	13	12	10
--Negative Personal Qualities	2	--	5
--Don ' t like other candidate	6	2	13
--Candidate ' s Record	26	41	4
--Time for a change	8	--	19
--Don ' t know othercandidate	4	6	--
--Other	5	5	4
--Don ' t know	2	2	2
TOTAL	99%	96%	101%
(n)	(533)	(309)	(224)

“What do you think is the most important problem facing the state that whoever is elected Governor will have to face? **DO NOT READ OPTIONS. IF MORE THAN ONE GIVEN, PROBE:** Which do you think is most important? **[IF TAXES PROBE TO SEE WHAT KIND OF TAXES]**” [Q.15]

	<u>Total</u>	<u>Firm Whitman</u>	<u>Undecided</u>	<u>Firm McGreevey</u>
--Taxes	21%	17%	21%	22%
--Auto Insurance	27	26	30	20
--Education	14	12	14	16
--Unemployment	8	10	5	11
--Other issues	20	24	26	25
--None	1	2	1	--
--Don ' t know	4	7	3	3
TOTAL	95%	98%	100%	97%
(n)	(633)	(157)	(311)	(145)

“Thinking about your family’s financial situation over the past few years, have things gotten better, worse, or stayed about the same since Christie Whitman became Governor?” [Q.22]

	<u>Better</u>	<u>Worse</u>	<u>Stayed The Same</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
June, 1997						
--Registered Voters	24%	22%	52%	2%	100%	(633)
<u>Firm Vote Choice</u>						
--Whitman	51	8	37	3	99	(157)
--Undecided	18	22	59	2	101	(311)
--McGreevey	11	37	49	4	101	(145)
<u>Party ID</u>						
--Democrat	14	22	61	4	101	(193)
--Independent	22	24	52	3	101	(243)
--Republican	42	11	46	1	100	(169)
<u>Gender</u>						
--Male	31	18	48	4	101	(309)
--Female	17	26	56	1	100	(324)
<u>Total Annual Family Income</u>						
--Less than \$30,000	12	27	59	2	100	(137)
--\$30,001 - \$50,000	20	23	56	1	100	(134)
--\$50,001 - \$70,000	25	21	51	2	99	(110)
--More than \$70,000	36	19	42	3	100	(192)

(IF “BETTER OR WORSE” TO Q.22, ASK:) “How much of this change is due to the policies of the Whitman administration -- most, some, just a little, or none?” [Q.23]

	<u>Most</u>	<u>Some</u>	<u>Just A Little</u>	<u>None</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
June, 1997							
--Registered Voters	21%	34%	21%	21%	3%	100%	(278)
<u>Families Financial Situation in Past Few Years</u>							
--Better	7	38	23	29	3	100	(154)
--Worse	38	29	17	13	3	100	(135)
<u>Firm Vote Choice</u>							
--Whitman	10	44	22	22	1	99	(90)
--Undecided	19	29	26	23	4	101	(119)
--McGreevey	44	27	9	18	3	101	(64)
<u>Party ID</u>							
--Democrat	33	33	4	24	6	100	(68)
--Independent	21	31	21	24	2	99	(109)
--Republican	11	38	30	19	2	100	(85)
<u>Gender</u>							
--Male	22	32	20	25	1	100	(145)
--Female	21	37	21	17	5	101	(133)

"How much have you read or heard about the \$2.76 billion dollar pension bond that was approved by the New Jersey Legislature--a great deal, some, not much, or nothing at all?" [Q.25]

	<u>A Great Deal</u>	<u>Some</u>	<u>Not Much</u>	<u>Nothing At All</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
June, 1997							
--Registered Voters	13%	29%	27%	29%	1%	99%	(633)
<i>Firm Vote Choice</i>							
--Whitman	17	34	19	28	1	99	(157)
--Undecided	6	28	28	35	2	99	(311)
--McGreevey	27	28	28	16	--	99	(145)

"Overall, do you approve or disapprove of the Legislature passing this pension bond ? IF APPROVE OR DISAPPROVE: Do you approve/disapprove strongly or mildly?" [Q.26]

	<u>Strongly Approve</u>	<u>Mildly Approve</u>	<u>Mildly Disapprove</u>	<u>Strongly Disapprove</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
June, 1997							
--Registered Voters	8%	17%	13%	17%	44%	99%	(633)
<i>Firm Vote Choice</i>							
--Whitman	17	27	12	6	38	100	(157)
--Undecided	6	16	13	18	48	101	(311)
--McGreevey	6	10	17	29	38	100	(145)

"In your opinion, is the pension bond a [financial gimmick] or is it [good financial management]? [ROTATE CHOICES]" [Q.27]

	<u>Financial Gimmick</u>	<u>Good Financial Management</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
June, 1997					
--Registered Voters	39%	21%	40%	100%	(633)
<i>Firm Vote Choice</i>					
--Whitman	25	38	37	100	(157)
--Undecided	36	17	46	99	(311)
--McGreevey	61	13	26	100	(145)
<i>Party ID</i>					
--Democrat	38	22	40	100	(193)
--Independent	43	18	39	100	(243)
--Republican	30	27	43	100	(169)

"Passage of the bond issue by the legislature has been declared constitutional and does not need to be put to a public vote. Do YOU think it is necessary for the public to vote on this issue or should the legislature be able to decide this issue?" [Q.28]

	<u>Public Vote</u>	<u>Legislative Decision</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
June, 1997					
--Registered Voters	72%	19%	9%	100%	(633)

Firm Vote Choice

--Whitman	55	35	9	99	(157)
--Undecided	75	15	9	99	(311)
--McGreevey	83	11	6	100	(145)

Party ID

--Democrat	74	14	13	101	(193)
--Independent	77	17	6	100	(243)
--Republican	61	28	11	100	(169)

Gender

--Male	69	25	6	100	(309)
--Female	75	13	12	100	(324)

"How much will your opinions about the pension bond influence your choice for Governor--a great deal, some, not much, or not at all?" [Q.29]

	<u>A Great Deal</u>	<u>Some</u>	<u>Not Much</u>	<u>Nothing At All</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
June, 1997							
--Registered Voters	15%	33%	23%	23%	5%	99%	(633)

Firm Vote Choice

--Whitman	6	31	26	34	3	100	(157)
--Undecided	13	38	25	17	6	99	(311)
--McGreevey	32	29	12	22	5	100	(145)

Party ID

--Democrat	15	37	19	19	10	100	(193)
--Independent	18	30	22	26	3	99	(243)
--Republican	9	37	27	22	5	100	(169)

Gender

--Male	14	30	27	27	2	100	(309)
--Female	16	37	18	20	9	100	(324)

"There are plans to improve the transportation system in Atlantic City by building a tunnel to connect one area of the city to another where a new casino has been proposed. How much have you read or heard about these plans to build a tunnel in Atlantic City--a great deal, some, not much, or nothing at all?" [Q.30]

	<u>A Great Deal</u>	<u>Some</u>	<u>Not Much</u>	<u>Nothing At All</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
June, 1997							
--Registered Voters	20%	36%	13%	30%	1%	100%	(633)

Firm Vote Choice

--Whitman	17	34	13	36	--	100	(157)
--Undecided	19	33	13	33	1	99	(311)
--McGreevey	28	43	13	16	--	100	(145)

Party ID

--Democrat	18	38	17	26	--	99	(193)
--Independent	23	35	12	30	1	101	(243)
--Republican	16	37	12	33	2	100	(169)

Region

--North	15	29	16	39	1	100	(281)
--Central	17	42	10	31	--	100	(171)
--South	33	40	12	15	--	100	(169)

"In your opinion, do you approve or disapprove of public funding being used to build this tunnel in Atlantic City?
IF APPROVE OR DISAPPROVE: Do you approve/disapprove strongly or mildly?" [Q.31]

	<u>Strongly Approve</u>	<u>Mildly Approve</u>	<u>Mildly Disapprove</u>	<u>Strongly Disapprove</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
June, 1997							
--Registered Voters	7%	13%	16%	57%	7%	100%	(633)

Firm Vote Choice

--Whitman	6	22	18	48	7	101	(157)
--Undecided	8	10	18	57	7	100	(311)
--McGreevey	9	6	10	69	5	99	(145)

Region

--North	6	12	20	56	6	100	(281)
--Central	7	13	14	60	6	100	(171)
--South	12	13	13	55	8	101	(169)

"How much will your opinions about building a casino tunnel influence your choice for Governor--a great deal, some, not much, or not at all?" [Q.32]

	<u>A Great Deal</u>	<u>Some</u>	<u>Not Much</u>	<u>Nothing At All</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
June, 1997							
--Registered Voters	19%	37%	20%	23%	2%	101%	(633)

Firm Vote Choice

--Whitman	10	33	19	36	2	100	(157)
--Undecided	21	39	21	17	2	100	(311)
--McGreevey	24	40	16	20	--	100	(145)

Region

--North	16	39	20	24	2	101	(281)
--Central	23	37	19	20	1	100	(171)
--South	20	33	20	25	2	100	(169)

"Overall how much do you think you have benefited from New Jersey's 30 percent state income tax reduction--a great deal, some, not much, or not at all?" [Q.33]

	<u>A Great Deal</u>	<u>Some</u>	<u>Not Much</u>	<u>Nothing At All</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
June, 1997							
--Registered Voters	7%	36%	30%	26%	2%	101%	(633)

Firm Vote Choice

--Whitman	12	55	23	11	--	101	(157)
--Undecided	5	36	30	25	3	99	(311)
--McGreevey	6	17	32	44	1	100	(145)

Party ID

--Democrat	7	27	32	29	5	100	(193)
--Independent	7	35	31	25	2	100	(243)
--Republican	6	50	25	19	1	101	(169)

Total Annual Family Income

--Less than \$30,000	6	36	24	33	1	100	(137)
--\$30,001 - \$50,000	7	35	37	20	1	100	(134)
--\$50,001 - \$70,000	9	36	34	22	--	101	(110)
--More than \$70,000	7	36	31	24	2	100	(192)

"Over the past 3 years overall do you think the combined total you pay in both state taxes and local property taxes has gone up, gone down, or stayed the same?" [Q.34]

	Gone Up	Gone Down	Stayed The Same	Don't Know	Total	(n)
June, 1997						
--Registered Voters	57%	6%	31%	5%	99%	(633)
<u>Firm Vote Choice</u>						
--Whitman	44	12	42	2	100	(157)
--Undecided	59	6	29	6	100	(311)
--McGreevey	70	--	24	7	101	(145)
<u>Party ID</u>						
--Democrat	60	4	28	7	99	(193)
--Independent	59	6	30	5	100	(243)
--Republican	47	10	40	3	100	(169)
<u>Gender</u>						
--Male	55	7	34	5	101	(309)
--Female	61	6	29	5	101	(324)
<u>Region</u>						
--North	54	5	34	6	99	(281)
--Central	57	7	33	3	100	(171)
--South	65	7	24	4	100	(169)
<u>Total Annual Family Income</u>						
--Less than \$30,000	54	9	32	4	99	(137)
--\$30,001 - \$50,000	65	4	27	4	100	(134)
--\$50,001 - \$70,000	53	5	41	1	100	(110)
--More than \$70,000	59	6	32	3	100	(192)

“How much will your opinions about the tax issue influence your choice for Governor--a great deal, some, not much, or not at all?” [Q.35]

	<u>A Great Deal</u>	<u>Some</u>	<u>Not Much</u>	<u>Nothing At All</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
June, 1997							
--Registered Voters	39%	41%	11%	8%	1%	100%	(633)
<i><u>Firm Vote Choice</u></i>							
--Whitman	28	42	17	13	--	100	(157)
--Undecided	34	46	11	7	2	100	(311)
--McGreevey	63	27	5	3	--	98	(145)
<i><u>Party ID</u></i>							
--Democrat	46	36	10	5	3	100	(193)
--Independent	39	44	10	7	1	101	(243)
--Republican	32	40	16	11	1	100	(169)
<i><u>Gender</u></i>							
--Male	40	40	11	8	1	100	(309)
--Female	38	42	11	8	2	101	(324)
<i><u>Region</u></i>							
--North	34	44	11	9	2	100	(281)
--Central	47	36	10	6	1	100	(171)
--South	39	39	14	7	1	100	(169)

“Some people say that one of the reasons property taxes are so high in New Jersey is because they are used to fund the public schools. A proposal has been suggested to have the state provide all of the funding for the public schools. If you could choose, would you want to keep the funding of the public schools primarily based on local property taxes, or would you like to have an increase in the state income tax that would provide all of the funding for public schools?” [Q.36]

	<u>Local Property Taxes</u>	<u>Increase In The State Income</u>	<u>Depends</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
June, 1997						
--Registered Voters	39%	42%	6%	13%	100%	(633)
<i><u>Firm Vote Choice</u></i>						
--Whitman	50	33	3	13	99	(157)
--Undecided	38	43	7	12	100	(311)
--McGreevey	30	51	6	13	100	(145)
<i><u>Party ID</u></i>						
--Democrat	37	47	4	12	100	(193)
--Independent	37	43	6	14	100	(243)
--Republican	46	36	6	12	100	(169)
<i><u>Gender</u></i>						
--Male	42	42	6	9	99	(309)
--Female	36	42	5	18	101	(324)
<i><u>Region</u></i>						
--North	44	40	4	11	99	(281)
--Central	40	40	6	14	100	(171)
--South	29	48	7	16	100	(169)

“And, if a change was made to have the state fund the public schools, do you think the combined total of both the state taxes and local property taxes would go up, go down, or stay about the same?” [Q.37]

	<u>Go Up</u>	<u>Go Down</u>	<u>Stay About The Same</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
June, 1997						
--Registered Voters	61%	9%	23%	7%	100%	(633)
<u>Firm Vote Choice</u>						
--Whitman	61	13	22	5	101	(157)
--Undecided	60	8	24	8	100	(311)
--McGreevey	60	9	24	7	100	(145)
<u>Party ID</u>						
--Democrat	59	9	25	7	100	(193)
--Independent	62	9	22	7	100	(243)
--Republican	61	8	24	7	100	(169)
<u>Gender</u>						
--Male	59	11	25	5	100	(309)
--Female	63	7	21	9	100	(324)
<u>Region</u>						
--North	62	8	25	5	100	(281)
--Central	56	10	27	7	100	(171)
--South	64	11	17	8	100	(169)

“Thinking about the cost and coverage of your auto insurance, overall are you very satisfied, somewhat satisfied, not too satisfied or not at all satisfied with your auto insurance?” [Q.40]

	<u>Very Satisfied</u>	<u>Somewhat Satisfied</u>	<u>Not Too Satisfied</u>	<u>Not At All Satisfied</u>	<u>DK/Not Insured</u>	<u>Total</u>	<u>(n)</u>
June, 1997							
--Registered Voters	4%	17%	20%	54%	5%	100%	(633)
<u>Firm Vote Choice</u>							
--Whitman	8	18	22	45	7	100	(157)
--Undecided	3	18	21	54	4	100	(311)
--McGreevey	5	12	13	65	4	99	(145)
<u>Party ID</u>							
--Democrat	2	16	18	57	7	100	(193)
--Independent	4	15	22	55	4	100	(243)
--Republican	8	20	18	49	4	100	(169)
<u>Gender</u>							
--Male	6	14	20	58	3	101	(309)
--Female	3	20	20	50	7	100	(324)

"Both candidates have made suggestions on how to reform auto insurance. How much have you read or heard about these proposals--a great deal, some, not much, or nothing at all?" [Q.41]

	<u>A Great Deal</u>	<u>Some</u>	<u>Not Much</u>	<u>Nothing At All</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
June, 1997							
--Registered Voters	10%	39%	30%	19%	1%	99%	(633)
<u>Firm Vote Choice</u>							
--Whitman	11	37	30	21	1	100	(157)
--Undecided	8	42	29	20	1	100	(311)
--McGreevey	16	39	30	16	--	101	(145)
<u>Party ID</u>							
--Democrat	12	31	34	23	--	100	(193)
--Independent	10	42	29	17	1	99	(243)
--Republican	8	41	33	18	1	101	(169)

"Which candidate do you think would do a better job at handling the issue of auto insurance [Christie Whitman] or [Jim McGreevey]? [ROTATE CHOICES]" [Q.42]

	<u>Christie Whitman</u>	<u>Jim McGreevey</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
June, 1997					
--Registered Voters	32%	31%	36%	99%	(633)
<u>Firm Vote Choice</u>					
--Whitman	74	5	21	100	(157)
--Undecided	23	27	50	100	(311)
--McGreevey	8	78	14	100	(145)
<u>Party ID</u>					
--Democrat	15	58	27	100	(193)
--Independent	29	29	43	101	(243)
--Republican	61	15	24	100	(169)
<u>Gender</u>					
--Male	35	32	34	101	(309)
--Female	30	31	39	100	(324)

"How much will your opinions about auto insurance influence your choice for Governor--a great deal, some, not much, or not at all?" [Q.43]

	<u>A Great Deal</u>	<u>Some</u>	<u>Not Much</u>	<u>Nothing At All</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
June, 1997							
--Registered Voters	35%	42%	13%	10%	1%	101%	(633)
<u>Firm Vote Choice</u>							
--Whitman	20	41	19	21	--	101	(157)
--Undecided	36	45	12	6	11	100	(311)
--McGreevey	50	36	9	5	--	100	(145)

Party ID

--Democrat	43	40	9	7	1	100	(193)
--Independent	33	43	13	11	--	100	(243)
--Republican	29	45	16	10	--	100	(169)

Gender

--Male	33	41	15	11	--	100	(309)
--Female	36	43	11	9	1	100	(324)

Region

--North	34	43	12	11	--	100	(281)
--Central	33	41	13	12	1	100	(171)
--South	40	39	14	6	--	99	(169)