

The Star-Ledger/Eagleton-Rutgers Poll

EMBARGOED – NOT FOR RELEASE UNTIL: TUESDAY, SEPTEMBER 9, 1997

RELEASE: SL/EP 64-1 (EP 114-1)

CONTACT: JANICE BALLOU (732)828-2210, Ext. 240

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:

WHITMAN LEADS MCGREEVEY

NEW JERSEYAN'S FIRST IMPRESSIONS OF LIBERTARIAN MURRAY SABRIN

There continues to be a large percentage of registered New Jersey voters who have not decided on a candidate for Governor. Among registered voters who say they will not change their minds before Election Day, Christie Whitman (23%) has a slight lead over Jim McGreevey (18%). However, close to 6-in-10 registered voters are not firm in their selection of a candidate. Whitman has a 47 to 35 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 about the

- more -

same as the last Eagleton Poll in June. The largest change in voter sentiment is the 5 percentage point increase in those who are not firm in their choice of a candidate from 53 percent in June to 58 percent.

“As might be expected, New Jersey voters are still deliberating about who will be their choice for Governor,” commented Janice Ballou, the Director of the Poll. “A key turning point to watch for in this election is the decline in the percentage of voters who are still searching for a candidate.”

When Murray Sabrin, the Libertarian candidate submitted his request for public funds, a smaller group of New Jersey registered voters (432) provided their opinions on the impact of a third candidate who would qualify for funds and who would to be included in the gubernatorial debates. Overall, about a third of New Jersey voters say Sabrin will make a difference in the gubernatorial contest. However, at this time 3 percent say they would choose the Libertarian for Governor.

The latest *Star Ledger*/Eagleton Poll of 673 registered voters conducted by telephone between September 2 and 7, 1997 also found that 44 percent of registered voters think Whitman deserves to be re-elected.

At this time, more New Jerseyans support Democratic candidates for the state legislature than Republicans. In their choice for the State Senate, Democrats lead Republicans by a margin of 35 to 29 percent with 35 percent still undecided. The percentages are similar in the State Assembly races with 33 percent reporting they will vote for Democrats compared to 29 percent for Republicans and 38 percent undecided.

THE RACE FOR GOVERNOR

At this time the incumbent Governor Christie Whitman has firm support from 23 percent of registered voters compared to 18 percent for the challenger McGreevey with close to 6-in-10 (58%) of the voters still not having made a definite choice about who to vote for. These percentages represent a slight decline in support for each candidate which is within the +/- 4 percentage point margin of

sampling error. However, there is a 5 percentage point increase — from 53 to 58 percent — in those who are not firm in their choice for Governor.

When the voters who might change their minds are included in the support for each candidate Christie Whitman would receive 47 percent of the vote and Jim McGreevey 35 percent with 18 percent undecided. These percentages of support for the candidates are about the same as the June Poll which had Whitman at 49 percent and McGreevey with 33 percent.

As would be expected, the candidates receive stronger support among their partisans with 58 percent of the Republicans supporting Whitman while McGreevey is the choice of 37 percent of the Democrats. Among the critical group of independent voters, Whitman (13%) and McGreevey (17%) are about even. However, while Whitman's firm partisan support has increased slightly from the 55 percent in the June Poll, McGreevey's firm support among Democrats has declined 10 percentage points from 47 percent.

➤ 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 (28%) leads McGreevey (15%). In Central Jersey — McGreevey (22%) has a slight edge over Whitman (17%). In South Jersey Whitman (22%) and McGreevey (20%) are about even.

Gender: Men who are firm in their choice of candidates support Whitman (28%) over McGreevey (16%). In comparison, women who are firm in their choice of candidates are slightly more in favor of McGreevey by a margin of 21 to 18 percent.

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 (22%) and McGreevey (24%) have similar support.

Probability of Voting: Whitman (24%) has a 4 percentage point lead over McGreevey (20%) among those who say they will definitely vote in November. Among those who say they probably will vote, Whitman (23%) has a 9 percentage point advantage over McGreevey (14%).

➤ 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 (51%) leads McGreevey (29%). The candidates have similar support in Central Jersey — Whitman (44%) and McGreevey (40%). In South Jersey support for the candidates is also closer with Whitman at 45 percent and McGreevey with 39 percent.

Gender: Men who have selected a candidate, but might change their mind prior to Election Day support Whitman (54%) over McGreevey (31%). Women who may change their minds support Whitman (40%) and McGreevey (38%) are about even. While McGreevey is still receiving less support among women voters than might be expected for a Democratic candidate, his support has increased 5 percentage points since the June Poll while Whitman's support among women has declined 6 percentage points.

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%); McGreevey (42%). In comparison, those who have some interest select Whitman by a margin of 53 to 28 percent.

Probability of Voting: Whitman leads McGreevey among those who say they will definitely vote by a margin of 48 to 37 percent.

The 44 percent of voters who say Christie Whitman deserves to be re-elected is similar to the June Poll. However, there is a 4 percentage point increase — from 41 to 45 percent who say that it is time for a change. These findings are identical to then Governor Florio's position in June of 1993.

REASON FOR VOTE CHOICE

Among the New Jersey voters who have selected a candidate they might vote for on Election Day, the four main reasons Whitman supporters say they have selected her for are: her record as Governor (41%), her positive personal qualities (14%), partisanship (7%), and taxes (6%). There are four reasons named by more than 10 percent of the voters who have selected Jim McGreevey: dislike for Whitman (21%), it's time for a change (16%), auto insurance (14%), and because he is a Democrat (12%). While the reasons for voting for Whitman are similar to the June Poll, there has been a shift in the explanation voters give for selecting McGreevey. Dislike for Whitman has increased 8 percentage points from 13 to 21 percent, and there has been a 6 percentage point increase from 8 to 14 percent in those who name auto insurance as a reason for their support of McGreevey.

IMPACT OF THE LIBERTARIAN CANDIDATE

A small subset of 432 registered voters expressed their opinions on the possibility of the Libertarian candidate for Governor, Murray Sabrin qualifying for matching funds and for participation in the gubernatorial debates. Overall, 34 percent say that he will make a great deal (8%) or some (26%) difference in the race for Governor. When Sabrin is included in the choice of candidates for Governor, he receives support from 3 percent of the voters compared to 47 percent for Whitman and 32 percent for McGreevey with 18 percent undecided. While none of the voters who are firm in their selection of Whitman change their mind with Sabrin in the race, 1 percent of McGreevey voters select Sabrin and 10 percent report they are undecided about who they would select with Sabrin in the race. Four percent of the voters who are not firm in their selection of a candidate select Sabrin and 27 percent remain are undecided.

INDEPENDENT CANDIDATES

In addition to the Libertarian candidate, there will be other independent candidates running for Governor. Overall, 23 percent of the voters report that they are very (4%) or somewhat (19%) likely to vote for an independent candidate for Governor, compared to 71 percent who are not very likely (30%) or not at all likely (41%) to select an independent candidate. While 7 percent of the firm Whitman supports say they are very or somewhat likely to vote for an independent candidate, 21 percent of firm McGreevey supporters and 29 percent of those who have not firmly decided on a candidate say they might consider an independent candidate.

KNOWLEDGE AND IMPRESSIONS OF THE CANDIDATES

There has not been much change in voters knowledge about the candidates since the June poll. Governor Christie Whitman continues to be better known among registered voters than Jim McGreevey. Fifty-nine percent correctly name Whitman as the Republican candidate compared to 46 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, 18 percent of registered voters do not recognize McGreevey's name at this time.

Overall, 46 percent have a favorable impression of Whitman, 33 percent have an unfavorable impression, and 20 percent do not have an impression of the Governor. In comparison, more voters (76%) either don't have an impression (57%) or don't know McGreevey (19%) than can assess if they have a favorable (15%) or unfavorable (9%) general impression.

JOB PERFORMANCE RATING

Forty-seven percent of the state's voters give Whitman positive ratings of excellent (10%) or good (37%) while 51 percent say her overall job performance is only fair (36%) or poor (15%) and 2 percent don't know. This is a slight decline from the 51 percent who have her positive ratings in June.

CLIMATE FOR THE ELECTION

Voters continue to be optimistic about their state with 56 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.

Similar to the 84 percent in the June poll, 86 percent of the voters say that they have a lot (49%) or some (37%) interest in this election.

THE LEGISLATIVE RACES

In addition to the race for Governor, all 140 of New Jersey's legislative seats are up for election. In their choice for candidates in the State Senate, more voters say that they will vote for Democratic candidates (35%) than say they will vote for Republicans (29%) and 35 percent do not yet have an opinion on who they will vote for. The percentages are similar in the New Jersey State Assembly races with 33 percent selecting Democrats, 29 percent Republicans, and 38 percent have not decided on a candidate. These percentages indicate less support for the Republican candidates than in September of the 1993 legislative races when 34 percent supported Republicans in the Assembly races and 35 percent supported Republican candidates for the Senate.

- 30 -

Copyright, September, 9, 1997, The Eagleton Institute and *The Star-Ledger*.

- more -

The latest *Star-Ledger/Eagleton* Poll was conducted between September 2 and September 7, 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 673 REGISTERED VOTERS AND HAVE A MARGIN OR ERROR OF ± 4 PERCENT.

BACKGROUND MEMO – RELEASE SL/EP64-1 (EP114-1), TUESDAY, SEPTEMBER 9, 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>
September, 1997							
--Total	10%	37%	32%	16%	5%	100%	(802)
--Registered Voters	10	37	36	15	2	100	(673)
<i>Party ID</i>							
--Democrat	4	27	44	22	3	100	(219)
--Independent	6	39	37	17	1	100	(219)
--Republican	26	43	25	4	2	100	(213)
<i>Firm Vote Choice</i>							
--Whitman	34	56	8	--	1	99	(180)
--Undecided	4	40	43	10	3	100	(344)
--McGreevey	--	6	43	50	1	100	(121)
PAST SURVEYS							
--Whitman							
June, 1997	9	40	29	17	5	100	(802)
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>
September, 1997					
--Total	54%	36%	10%	100%	(802)
--Registered Voters	56	35	9	100	(673)
<u>Party ID</u>					
--Democrat	45	44	11	100	(219)
--Independent	55	38	7	100	(219)
--Republican	72	20	8	100	(213)
<u>Firm Vote Choice</u>					
--Whitman	83	9	8	100	(180)
--Undecided	57	32	10	99	(344)
--McGreevey	23	71	6	100	(121)
<u>PAST SURVEYS</u>					
September, 1997	53	35	12	100	(802)
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>
September, 1997							
--Registered Voters	49%	37%	10%	4%	--	100%	(673)
<u>Party ID</u>							
--Democrat	50	33	10	7	--	100	(219)
--Independent	49	38	9	4	--	100	(219)
--Republican	45	42	11	1	1	100	(213)
<u>PAST SURVEYS</u>							
June 16, 1997							
--Registered Voters	51	33	11	5	--	100	(633)
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>
September, 1997					
WHITMAN--Registered Voters	59%	41%	--	100%	(671)
<u>Party ID</u>					
--Democrat	58	42	--	100	(218)
--Independent	56	44	--	100	(219)
--Republican	68	32	--	100	(213)
MCGREEVEY--Registered Voters	46%	36%	18%	100%	(669)
<u>Party ID</u>					
--Democrat	42	36	22	100	(218)
--Independent	50	34	16	100	(217)
--Republican	39	42	19	100	(213)
<u>PAST SURVEYS</u>					
June 16, 1997					
WHITMAN--Registered Voters	57	42	1	100	(633)
MCGREEVEY--Registered Voters	43	35	22	100	(631)
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>
September, 1997							
WHITMAN--Registered Voters	18%	57%	24%	--	--	99%	(673)
<u>Party ID</u>							
--Democrat	23	46	29	1	1	100	(219)
--Independent	13	62	25	--	--	100	(219)
--Republican	21	62	16	--	1	100	(213)
MCGREEVEY--Registered Voters	4	17	60	19	--	100	(673)
<u>Party ID</u>							
--Democrat	4	22	52	22	--	100	(219)
--Independent	5	16	62	17	--	100	(219)
--Republican	4	12	65	19	--	100	(213)
<u>PAST SURVEYS</u>							
June 16, 1997							
WHITMAN--Registered Voters	24	47	27	1	1	100	(633)
MCGREEVEY--Registered Voters	3	15	59	22	--	99	(633)
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 Candidate	No Opinion/Don't Know	Total	(n)
September, 1997								
WHITMAN--Registered Voters	15%	31%	19%	14%	--	20%	99%	(673)
<i>Party ID</i>								
--Democrat	9	20	24	19	1	25	98	(219)
--Independent	12	32	23	15	--	19	101	(219)
--Republican	31	43	9	5	--	12	100	(213)
MCGREEVEY--Registered Voters	4	11	6	3	19	57	100	(673)
<i>Party ID</i>								
--Democrat	6	17	3	1	22	50	99	(219)
--Independent	4	9	5	4	17	61	100	(219)
--Republican	3	7	9	4	19	58	100	(213)
PAST SURVEYS								
June 16, 1997								
WHITMAN--Registered Voters	18	35	11	13	1	22	100	(633)
MCGREEVEY--Registered Voters	4	11	3	2	22	57	99	(633)
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:

	WHITMAN UNDECIDED				MCGREEVEY			OTHER	Total	(n)
	Firm	Soft	Lean		Lean	Soft	Firm			
September, 1997										
--Registered Voters	22%	23%	4%	9%	4%	15%	18%	5%	100%	(673)
<i>Party ID</i>										
--Democrat	9	17	6	2	6	20	36	4	100	(219)
--Independent	13	29	4	11	5	16	16	7	101	(219)
--Republican	58	19	4	6	2	6	4	1	100	(213)

PAST SURVEYS

June 16, 1997

--Registered Voters	25	23	5	10	2	11	21	3	100	(633)
---------------------	----	----	---	----	---	----	----	---	-----	-------

Party ID

--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)

June 10, 1997

--Registered Voters	21	22	3	11	3	12	24	3	99	(621)
---------------------	----	----	---	----	---	----	----	---	----	-------

Party ID

--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>
September, 1997					
--Registered Voters	47%	18%	35%	100%	(645)
<u>Party ID</u>					
--Democrat	27	14	58	99	(212)
--Independent	44	21	35	100	(202)
--Republican	78	11	11	100	(210)
<u>Gender</u>					
--Male	54	15	31	100	(319)
--Female	40	21	38	99	(326)
<u>Age</u>					
--18 - 29	42	20	37	99	(92)
--30 - 49	49	14	37	100	(269)
--50 - 64	49	18	34	101	(154)
--65 and older	51	21	28	100	(120)
<u>Region</u>					
--North	51	20	29	100	(309)
--Central	44	17	40	101	(166)
--South	45	16	39	100	(170)
<u>Interest In The Election</u>					
--A lot	44	14	42	100	(318)

--Some	53	19	28	100	(237)
--Little/none	45	28	27	100	(87)
<i>Probability of Voting</i>					
--Definitely will vote	48	16	37	101	(488)
--Probably will vote	46	23	30	99	(118)
<u>PAST SURVEYS</u>					
June 16, 1997					
--Registered Voters	49	18	33	100	(613)
<i>Party ID</i>					
--Democrat	22	14	64	100	(189)
--Independent	47	22	31	100	(233)
--Republican	84	9	7	100	(165)
June 10, 1997					
--Registered Voters	44	18	38	100	(602)
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>
September, 1997					
--Registered Voters	23%	58%	18%	99%	(645)
<i>Party ID</i>					
--Democrat	10	53	37	100	(212)
--Independent	13	69	17	99	(202)
--Republican	58	37	4	99	(210)
<i>Gender</i>					
--Male	28	56	16	100	(319)
--Female	18	62	21	101	(326)
<i>Age</i>					
--18 - 29	16	59	25	100	(92)
--30 - 49	21	59	20	100	(269)
--50 - 64	26	60	13	99	(154)
--65 and older	32	52	17	101	(120)
<i>Region</i>					
--North	28	57	15	100	(309)
--Central	17	61	22	100	(166)

--South	22	58	20	100	(170)
---------	----	----	----	-----	-------

Interest In The Election

--A lot	22	54	24	100	(318)
--Some	28	60	13	101	(237)
--Little/None	17	70	13	100	(87)

Probability of Voting

--Definitely will vote	24	55	20	99	(488)
--Probably will vote	23	64	14	101	(118)

PAST SURVEYS

June 16, 1997

--Registered Voters	25	53	21	99	(613)
---------------------	----	----	----	----	-------

June 10, 1997

--Registered Voters	22	53	25	100	(602)
---------------------	----	----	----	-----	-------

“When did you decide who you were going to vote for--in the last few days, in the last couple of weeks, in the last month or two, or did you know all along? [Q.18b]

	Last Few Days	Last Couple Of Weeks	Last Month Or Two	Know All Along	Decided During Interview	Don't Know	Total	(n)
September, 1997								
--Registered Voters	4%	10%	25%	47%	3%	11%	100%	(547)
<u>Party ID</u>								
--Democrat	4	11	26	42	3	13	99	(183)
--Independent	2	11	27	43	3	14	100	(161)
--Republican	7	6	18	61	1	7	100	(192)
<u>Firm Vote Choice</u>								
--Whitman	4	3	18	72	1	1	99	(180)
--McGreevey	1	5	30	61	--	3	100	(121)

“[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>	
	Sept. '97	June '97	Sept. '97	June, '97	Sept. '97	June, '97
--Taxes	7%	8%	6%	9%	7%	5%
--Bond Issue	1	3	--	--	3	8
--Economic Programs	2	2	2	2	2	1
--Auto Insurance	8	5	3	3	14	8
--Other Issues (i.e., Crime, Education, Environment)	7	5	5	4	8	7
--Ideology	1	1	1	2	--	1
--Partisanship	9	9	7	8	12	14
--Positive Personal Qualities	10	13	14	12	4	10
--Negative Personal Qualities	1	2	1	--	2	5

--Don't like other candidate	10	6	1	2	21	13
--Candidate's Record	25	26	41	41	5	4
--Time for a change	7	8	--	--	16	19
--Don't know other candidate	4	4	7	6	--	--
--Other	2	5	2	5	1	4
--Don't know	6	2	7	2	4	2
TOTAL	100%	99%	97%	96%	99%	101%
(n)	(601)	(533)	(348)	(309)	(253)	(224)

"The Libertarian candidate for Governor, Murray Sabrin has filed for public matching funds. If this is approved he will be the first third party candidate in New Jersey's history to qualify for matching funds and for participation in the debates. How much of a difference do you think Sabrin will make in the race for Governor--a great deal of difference, some difference, not very much difference, or no difference at all?*

	<u>A Great Deal</u> <u>Of Difference</u>	<u>Some</u> <u>Difference</u>	<u>Not Very</u> <u>Much Difference</u>	<u>No</u> <u>Difference At All</u>	<u>Don't</u> <u>Know</u>	<u>Total</u>	<u>(n)</u>
September, 1997							
--Registered Voters	8%	26%	29%	23%	14%	100%	(432)
<u>Party ID</u>							
--Democrat	6	36	24	22	11	99	(141)
--Independent	9	21	34	22	15	101	(140)
--Republican	10	27	22	29	12	100	(137)
<u>Firm Vote Choice</u>							
--Whitman	11	23	23	30	13	100	(112)
--Undecided	6	29	36	17	12	100	(224)
--McGreevey	6	19	20	34	21	100	(73)
<u>Ideology</u>							
--Liberal	4	28	32	22	14	100	(99)
--Moderate	8	27	28	22	14	99	(212)
--Conservative	13	24	30	28	5	100	(104)

[ROTATE CHOICE OF CANDIDATES] "And, if the election for Governor were held today and you had to choose right now--would you vote for (Christie Whitman the Republican), (Jim McGreevey the Demnocrat), and (Murray Sabrin the Libertarian)?*

	<u>Christie</u> <u>Whitman</u>	<u>Jim</u> <u>McGreevey</u>	<u>Murray</u> <u>Sabrin</u>	<u>Don't</u> <u>Know</u>	<u>Total</u>	<u>(n)</u>
September, 1997						
--Registered Voters	47%	32%	3%	18%	100%	(416)
<u>Party ID</u>						
--Democrat	29	54	3	14	100	(138)
--Independent	43	30	4	23	100	(129)
--Republican	79	11	2	7	99	(136)
<u>Firm Vote Choice</u>						

--Whitman	100	--	--	--	100	(112)
--Undecided	40	29	4	27	100	(224)
--McGreevey	--	89	1	10	100	(73)

* A subset of 432 registered voters were asked the two questions about Libertarian candidate Murray Sabrin.

“Overall how satisfied are you with the current field of candidates running for governor this year--very satisfied, somewhat satisfied, somewhat dissatisfied, nor very dissatisfied? [Q.20]

	<u>Very Satisfied</u>	<u>Somewhat Satisfied</u>	<u>Somewhat Dissatisfied</u>	<u>Very Dissatisfied</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
September, 1997							
--Registered Voters	8%	47%	27%	8%	10%	100%	(673)
<i>Party ID</i>							
--Democrat	7	53	23	9	7	99	(219)
--Independent	6	44	34	6	10	100	(219)
--Republican	13	53	18	8	8	100	(213)
<i>Firm Vote Choice</i>							
--Whitman	19	55	17	4	5	100	(180)
--Undecided	4	45	31	9	11	100	(344)
--McGreevey	8	56	22	6	8	100	(121)

“There are independent candidates running for governor who will also be on the ballot. How likely is it you might vote for one of these candidates--very likely, somewhat likely, not very likely, nor not at all likely?” [Q.21]

	<u>Very Likely</u>	<u>Somewhat Likely</u>	<u>Not Very Likely</u>	<u>Not At All Likely</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
September, 1997							
--Registered Voters	4%	19%	30%	41%	6%	100%	(673)
<i>Party ID</i>							
--Democrat	4	18	31	44	3	100	(219)
--Independent	4	26	29	33	8	100	(219)
--Republican	3	8	32	55	2	100	(213)
<i>Firm Vote Choice</i>							
--Whitman	1	6	27	66	1	101	(180)
--Undecided	3	26	32	32	8	101	(344)
--McGreevey	4	17	29	44	6	100	(121)

"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.22]

	<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>
September, 1997						
--Registered Voters	44%	45%	3%	7%	99%	(673)
<i>Party ID</i>						
--Democrat	23	68	2	6	99	(219)
--Independent	41	47	4	8	100	(219)
--Republican	77	18	3	2	100	(213)
<i>Firm Vote Choice</i>						
--Whitman	97	2	--	1	100	(180)
--Undecided	40	44	6	10	100	(344)
--McGreevey	2	97	--	--	99	(121)

PAST SURVEYS

June 16, 1997

--Registered Voters	44	41	4	12	101	(633)
--June, 1993 (Florio)	44	46	3	7	100	(666)

"In November, there will be an election for the representatives from your district in the State Senate and Assembly. If the election were held today, would you vote for the Democratic or Republican candidate for the State Senate from your district?" [Q.23]

	<u>Democrat</u>	<u>Republican</u>	<u>Not Vote</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
September, 1997						
--Registered Voters	35%	29%	2%	35%	101%	(673)
<i>Party ID</i>						
--Democrat	81	6	--	12	99	(219)
--Independent	29	20	3	48	100	(219)
--Republican	4	78	--	17	99	(213)
<i>Firm Vote Choice</i>						
--Whitman	11	61	2	27	101	(180)
--Undecided	33	24	1	42	100	(344)
--McGreevey	74	8	--	17	99	(121)

PAST SURVEYS

October, 1993	41	37	--	23	101	(801)
September, 1993	35	35	--	30	100	(590)
October, 1991	35	44	--	21	100	(538)

"And, if the election were held today, would you vote for the Democratic or Republican candidates in the State Assembly?" [Q.24]

	<u>Democrat</u>	<u>Republican</u>	<u>Split Vote</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
September, 1997						

--Registered Voters	33%	29%	--	38%	100%	(673)
<i>Party ID</i>						
--Democrat	80	4	--	16	100	(219)
--Independent	27	19	1	53	100	(219)
--Republican	3	80	--	17	100	(213)
<i>Firm Vote Choice</i>						
--Whitman	9	60	--	30	99	(180)
--Undecided	30	24	1	45	100	(344)
--McGreevey	72	9	--	19	100	(121)
<u>PAST SURVEYS</u>						
October/November 1995	38	37	10*	15	100	(531)
September, 1995	31	32	3	34	100	(707)
October, 1993	38	40	1	22	101	(801)
September, 1993	36	34	1	29	100	(590)
October, 1991	34	40	5	22	101	(539)

* Includes those who would vote for independent candidates.