

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

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RELEASE: SL/EP 65-1 (EP 115-1)

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A story based on the survey findings presented in this release and background memo will appear in Friday'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: EQUAL SUPPORT FOR WHITMAN AND MCGREEVEY SHIFTS IN OPINIONS OF VOTERS WITH "SOFT" SUPPORT FOR CANDIDATES**

As in past elections, the voters in New Jersey are likely to wait until closer to Election Day before they become firm in their choice for Governor. As the candidates move into a week where they will be competing in three debates, about half of the voters are firm in their choice for Governor while the other half is still in the process of making a decision. Among registered voters who say they will not change their minds before Election Day, Christie Whitman, the incumbent Republican Governor (25%) and Jim McGreevey, the Democratic challenger (22%) have about equal support. Libertarian candidate Murray Sabrin has firm support from 2 percent of the voters. Whitman (42%) and McGreevey (38%) also have about equal support when those who have selected a candidate but might

- more -

change their mind before the election are included in the support for the candidates. Among this group of voters, Sabrin has 6 percent.

New Jersey voters are also divided on which of the two major party candidates would run the state better in the next four years. While 29 percent say the state would be run better with Whitman, 28 percent say McGreevey, and 30 percent say that there will not be any difference in how the state is run no matter who is elected. Voters have similar sentiments about how the election will impact their personal lives. About half say that the election outcome will not make any difference for them and their families, while 22 percent say their lives would be better over the next four years with McGreevey compared to 21 percent who feel things would be better for them if Whitman were re-elected.

“In the past month, voters have been forming their opinions about their choice for Governor,” commented Janice Ballou, Director of the Poll. “The key changes have been a shift among independent voters from Whitman to McGreevey and an increase in his support among Democrats. Based on the reasons the voters are giving for selecting the candidates, auto insurance seems to have captured the voters’ attention and is providing McGreevey with some momentum at this point in the campaign. With half of the voters still not firmly committed to a candidate, there are likely to be continued changes in the voter support. In the next few weeks prior to the election, the debates will provide an opportunity for those voters who aren’t firmly convinced about their choice for Governor to make direct comparisons among the three contenders”.

The latest *Star Ledger*/Eagleton Poll of 631 registered voters conducted by telephone between October 12 and 15, 1997 also found that 40 percent of registered voters think Whitman deserves to be re-elected. Support for Whitman’s re-election has declined 4 percentage points from 44 percent in September.

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

Among all registered voters at this time, the incumbent Governor Christie Whitman has firm support from 25 percent of registered voters compared to 22 percent for the challenger McGreevey and

2 percent for Libertarian Murray Sabrin with half of the voters still not having made a firm choice about who to vote for. When the voters who might change their minds are included in the support for each candidate in a three-way race, Christie Whitman would receive 42 percent of the vote, Jim McGreevey gets 38 percent, and Murray Sabrin has 6 percent with 14 percent undecided.

Among voters who have selected a candidate in a three-way race among Whitman, McGreevey, and Sabrin but might change their minds before Election Day, the choice for Governor among some different groups is as follows:

*Region:*

Among voters in North Jersey, McGreevey (42%) and Whitman (40%) are about even, while Whitman leads McGreevey in Central (42% to 36%) and South (46% to 33%) Jersey. McGreevey has gained 13 percentage points in North Jersey since September. Sabrin has somewhat more support in the South (9%) than in the Central (5%) and North (4%) regions of the state.

*Gender:*

Men continue to support Whitman (43%) over McGreevey (37%), but there has been a 8 percentage point decline in her support among men since September. In comparison, women support Whitman (41%) and McGreevey (38%) about equally and there has not been much change in this support since September. Sabrin draws equal support among men (6%) and women (6%).

*Race:*

White voters support Whitman (44%) over McGreevey (37%) while more non-white voters select McGreevey (46%) over Whitman (33%).

*Election Interest:*

More voters who have a lot of interest in the election support McGreevey (46%) than Whitman (33%). However, among those who have some interest, Whitman has more support than McGreevey by a margin of 46 to 35 percent.

*Voting Probability:*

Whitman (40%) and McGreevey (40%) have equal support among those who say they will definitely vote in November. Among those who say they will probably vote, Whitman (47%) has a 17 percentage point advantage over McGreevey (30%).

Currently, 40 percent of voters say Christie Whitman deserves to be re-elected, which is a 4 percentage point decline from 44 percent in the September Poll. In addition, 50 percent of voters say that it is time for a change the Governor's office -- a 5 percentage point increase from 45 percent in September.

***CHANGE IN HEAD-TO-HEAD VOTE***

In order to make comparisons to polls taken before Sabrin entered the race, vote intentions for the two major-party candidates can be directly compared. When the voters who might change their minds are included in the support for each candidate in a head-to-head match-up, Whitman leads McGreevey by 45 percent to 40 percent, with 15 percent undecided. The percentage of support for the candidates represents a 2 percentage point decline for Whitman and a 5 percentage point increase for McGreevey in the two-party vote choice from the September Poll.

Both candidates have increased their partisan support since September. Whitman now has the support of 86 percent of Republicans (up 8 percentage points from 78%) and McGreevey has 66 percent of Democrats (up 8 percentage points from 58%). More Democrats (17%) than Republicans (6%) are undecided about their choice for Governor at this point in the campaign.

However, McGreevey now has picked up support among the critical group of independent voters, while Whitman has lost some ground with this group. McGreevey leads Whitman among independents by 46 percent to 39 percent. This represents an 11 percentage point increase for the Democratic nominee and a 5 percentage point decline for the Republican candidate from the September poll when Whitman led McGreevey among independents 44 percent to 35 percent.

***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 Whitman supporters give for selecting her are: record as Governor (39%), her positive personal qualities (17%), and taxes (10%). There are five reasons named by more than 10 percent of the voters who have selected Jim McGreevey: auto insurance (21%), dislike for Whitman (14%), it's time for a change (12%), taxes (11%), and because he is a Democrat (11%). While the reasons for voting for Whitman are similar to the September Poll, there has been a shift in the explanation voters give for selecting McGreevey. Auto insurance has increased 7 percentage points (from 14%) and taxes have increased 4 percentage points (from 7%) as reasons given by McGreevey voters for their vote choice, while dislike for Whitman has declined 7 percentage points (from 21%).

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

Since the September Poll, there has not been much change in voters' knowledge and impressions of Whitman, but there have shifts in their perceptions of McGreevey. Governor Christie Whitman continues to be better known among registered voters than Jim McGreevey. Sixty-five percent correctly name Whitman as the Republican candidate compared to 57 percent of registered voters who know that McGreevey is the Democratic nominee. This represents a 6 percentage point increase from September in those who can name Whitman as the Republican nominee and an 11 percentage point increase in those who identify McGreevey as the Democratic candidate. Seven percent of the voters identify Murray Sabrin as the Libertarian candidate.

While nearly all registered voters (99%) can either name Whitman as the candidate or recognize her when her name is given, 11 percent of registered voters do not recognize McGreevey's name at this time and 69 percent do not recognize Sabrin's.

Overall, 42 percent of voters have a favorable impression of Whitman, 32 percent have an unfavorable impression, and 24 percent have no impression of the Governor. This represents a 4 percentage point decrease in her favorable ratings. In comparison, more voters either don't have an impression (47%) or don't know McGreevey (11%) than can assess an impression of him. Among

those who do have an impression of the Democrat, 26 percent say it is favorable and 15 percent say it is unfavorable, This represents an 11 percentage point increase in his favorable ratings and a 6 percentage point increase in those who have an unfavorable impression of McGreevey since September.

### ***DIFFERENCES BETWEEN THE CANDIDATES***

Overall, about half (47%) of the voters say that no matter who is elected, it will not make any difference in their lives. In comparison, about 22 percent say their lives would be better over the next four years if McGreevey is Governor and a similar 21 percent say life would be better for them and their families if Whitman continues as Governor.

When asked who would run the state better over the next four years, voters are evenly divided, with 29 percent who say the state would be run better with Whitman in office, 28 percent who say the state would be run better with McGreevey as Governor, and 30 percent who say that there will not be any difference in the way the state is run no matter who is elected.

### ***JOB PERFORMANCE RATING***

Forty percent of the state's voters give Whitman positive ratings of excellent (6%) or good (34%) while 57 percent say her overall job performance is only fair (35%) or poor (22%) and 2 percent don't know. This is a decline from the 47 percent who gave her positive ratings in September, and is her lowest positive job performance rating since the 37 percent she received when she first took office in February 1994.

***CLIMATE FOR THE ELECTION***

Voters continue to be optimistic about their state with 52 percent say that things in New Jersey are going in the right direction compared to 39 percent who say things have pretty seriously gotten off on the wrong track. Similar to the 86 percent in the September poll, 82 percent of the voters say that they have a lot (44%) or some (38%) interest in this election. However, the percentage of those who say they have a lot of interest in this election is 13 percentage points lower than a poll taken in October, 1993 when Whitman challenged and defeated then-Governor Jim Florio.

- 30 -

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Note: Patrick Murray contributed to the development of this press release.

- more -

The latest *Star-Ledger/Eagleton* Poll was conducted between October 12 and October 15, 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  $\pm 3.5$  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 631 REGISTERED VOTERS AND HAVE A MARGIN OF ERROR OF  $\pm 4$  PERCENT.

**BACKGROUND MEMO – RELEASE SL/EP65-1 (EP115-1), FRIDAY, OCTOBER 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>October, 1997</b>							
--Total	<b>9%</b>	<b>34%</b>	<b>32%</b>	<b>21%</b>	<b>5%</b>	<b>101%</b>	<b>(800)</b>
--Registered Voters	<b>6</b>	<b>34</b>	<b>35</b>	<b>22</b>	<b>2</b>	<b>99</b>	<b>(631)</b>
--Likely Voters	<b>6</b>	<b>35</b>	<b>35</b>	<b>22</b>	<b>1</b>	<b>99</b>	<b>(589)</b>
<u>Party ID</u>							
--Democrat	2	23	39	32	4	100	(201)
--Independent	4	30	42	24	1	101	(205)
--Republican	16	55	20	8	--	99	(196)
<u>Firm Vote Choice</u>							
--Whitman	21	67	9	2	--	99	(184)
--Undecided	2	33	47	15	3	100	(266)
--McGreevey	--	6	41	53	1	101	(140)
<b><u>PAST SURVEYS</u></b>							
--Whitman							
September, 1997	10	37	32	16	5	100	(802)
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)

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--Florio  
October, 1993 -- Likely Voters            5        32        30        31        1        99        (601)

"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>October, 1997</b>					
--Total	<b>51%</b>	<b>37%</b>	<b>13%</b>	<b>101%</b>	<b>(800)</b>
--Registered Voters	<b>52</b>	<b>39</b>	<b>10</b>	<b>101</b>	<b>(631)</b>
--Likely Voters	<b>52</b>	<b>38</b>	<b>10</b>	<b>100</b>	<b>(589)</b>
<u>Party ID</u>					
--Democrat	39	50	10	99	(201)
--Independent	47	43	10	100	(205)
--Republican	72	20	8	100	(196)
<u>Firm Vote Choice</u>					
--Whitman	87	9	4	100	(184)
--Undecided	48	38	14	100	(266)
--McGreevey	26	65	9	100	(140)
<b><u>PAST SURVEYS</u></b>					
September, 1997	54	36	10	100	(802)
September, 1996	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>
<b>October, 1997</b>							
--Registered Voters	<b>44%</b>	<b>38%</b>	<b>12%</b>	<b>4%</b>	<b>1%</b>	<b>99%</b>	<b>(631)</b>
--Likely Voters	<b>46</b>	<b>40</b>	<b>11</b>	<b>3</b>	<b>1</b>	<b>101</b>	<b>(589)</b>
<u>Party ID</u>							
--Democrat	45	38	13	2	1	99	(201)
--Independent	42	39	11	6	1	99	(205)
--Republican	49	36	12	2	--	99	(196)
<b><u>PAST SURVEYS</u></b>							
September, 1997							
--Registered Voters	49	37	10	4	--	100	(673)

June 16, 1997							
--Registered Voters	51	33	11	5	--	100	(633)
June 10, 1997							
--Registered Voters	47	34	14	5	1	101	(623)
October, 1993							
--Likely Voters	57	28	12	2	--	99	(601)

"Do you know who the (Republican/Democratic/Libertarian) candidate for Governor is?" [Q.7, Q.11, Q.15] ASKED OF THOSE WHO DID NOT NAME (WHITMAN/MCGREEVEY/SABRIN): "The (Republican/Democratic/Libertarian) candidate is (Christie Whitman/Jim McGreevey/Murray Sabrin)--have you ever heard of (her/him) before?" [Q.8, Q.12, Q.16]

	<u>Names</u>	<u>Recognizes</u>	<u>Doesn't Recognize</u>	<u>Total</u>	<u>(n)</u>
<b>October, 1997</b>					
<b>WHITMAN--Registered Voters</b>	<b>65%</b>	<b>34%</b>	<b>1%</b>	<b>100%</b>	<b>(631)</b>
<u>Party ID</u>					
--Democrat	66	31	3	100	(201)
--Independent	64	36	--	100	(205)
--Republican	77	22	1	100	(196)

**PAST SURVEYS**

September, 1997	59	41	--	100	(671)
June 16, 1997	57	42	1	100	(633)
June 10, 1997	65	34	1	100	(623)

<b>October, 1997</b>					
<b>MCGREEVEY--Registered Voters</b>	<b>57%</b>	<b>31%</b>	<b>11%</b>	<b>99%</b>	<b>(631)</b>
<u>Party ID</u>					
--Democrat	60	28	12	100	(201)
--Independent	55	34	11	100	(205)
--Republican	66	24	10	100	(196)

**PAST SURVEYS**

September, 1997	46	36	18	100	(669)
June 16, 1997	43	35	22	100	(631)
June 10, 1997	45	34	21	100	(621)

<b>October, 1997</b>					
<b>SABRIN--Registered Voters</b>	<b>7%</b>	<b>25%</b>	<b>69%</b>	<b>101%</b>	<b>(631)</b>
<u>Party ID</u>					
--Democrat	4	23	73	100	(201)
--Independent	9	23	68	100	(205)
--Republican	7	30	62	99	(196)

"How much do you think you know about (Christie Whitman/Jim McGreevey/Murray Sabrin)--a lot, some or just a little?" [Q.9, Q.13, Q.17]

<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>
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<b>October, 1997</b>							
<b>WHITMAN--Registered Voters</b>	<b>25%</b>	<b>47%</b>	<b>26%</b>	<b>1%</b>	<b>1%</b>	<b>100%</b>	<b>(631)</b>
<i>Party ID</i>							
--Democrat	22	46	29	3	--	100	(201)
--Independent	25	45	28	--	2	100	(205)
--Republican	23	55	21	1	--	100	(196)
<b><u>PAST SURVEYS</u></b>							
September, 1997	18	57	24	--	--	99	(673)
June 16, 1997	24	47	27	1	1	100	(633)
June 10, 1997	26	49	23	1	1	100	(623)

<b>October, 1997</b>							
<b>MCGREEVEY--Registered Voters</b>	<b>6%</b>	<b>26%</b>	<b>56%</b>	<b>11%</b>	<b>1%</b>	<b>100%</b>	<b>(631)</b>
<i>Party ID</i>							
--Democrat	6	26	54	12	2	100	(201)
--Independent	6	27	56	11	--	100	(205)
--Republican	5	22	62	10	1	100	(196)
<b><u>PAST SURVEYS</u></b>							
September, 1997	4	17	60	19	--	100	(673)
June 16, 1997	3	15	59	22	--	99	(633)
June 10, 1997	2	13	62	21	1	99	(623)

<b>October, 1997</b>							
<b>SABRIN--Registered Voters</b>	<b>--</b>	<b>3%</b>	<b>28%</b>	<b>69%</b>	<b>--</b>	<b>100%</b>	<b>(631)</b>
<i>Party ID</i>							
--Democrat	--	2	24	73	--	99	(201)
--Independent	--	4	28	68	--	100	(205)
--Republican	--	3	34	62	--	99	(196)

"Is your general impression of (Christie Whitman/Jim McGreevey/Murray Sabrin) 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, Q.18]

	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Doesn't Know Candidate	No Opinion/Don't Know	Total	(n)
<b>October, 1997</b>								
<b>WHITMAN--Registered Voters</b>	<b>12%</b>	<b>30%</b>	<b>17%</b>	<b>15%</b>	<b>1%</b>	<b>24%</b>	<b>99%</b>	<b>(631)</b>
<i>Party ID</i>								
--Democrat	6	22	22	22	3	25	100	(201)
--Independent	6	31	21	15	--	26	99	(205)
--Republican	35	39	6	6	1	13	100	(196)
<b><u>PAST SURVEYS</u></b>								
September, 1997	15	31	19	14	--	20	99	(673)

June 16, 1997	18	35	11	13	1	22	100	(633)
June 10, 1997	16	30	14	19	1	20	100	(623)

**October, 1997**

<b>MCGREEVEY--Registered Voters</b>	<b>4%</b>	<b>22%</b>	<b>9%</b>	<b>6%</b>	<b>11%</b>	<b>47%</b>	<b>99%</b>	<b>(631)</b>
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Party ID

--Democrat	9	27	7	1	12	44	100	(201)
--Independent	4	24	10	6	11	46	101	(205)
--Republican	1	13	13	13	10	50	100	(196)

**PAST SURVEYS**

September, 1997	4	11	6	3	19	57	100	(673)
June 16, 1997	4	11	3	2	22	57	99	(633)
June 10, 1997	4	13	4	1	21	57	100	(623)

**October, 1997**

<b>SABRIN--Registered Voters</b>	<b>1%</b>	<b>4%</b>	<b>3%</b>	<b>1%</b>	<b>69%</b>	<b>23%</b>	<b>101%</b>	<b>(631)</b>
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Party ID

--Democrat	--	2	2	2	73	21	100	(201)
--Independent	3	4	3	--	68	22	100	(205)
--Republican	--	3	3	1	62	30	99	(196)

**STRENGTH OF VOTE CHOICE [Q.19, Q.20, Q.21]**

Those choosing either Whitman, McGreevey, or Sabrin 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, or more towards Sabrin?" With the leaners allocated, and with firmness of preference taken into account, voters displayed the following pattern:

	<u>WHITMANUNDECIDED</u>			<u>McGREEVEY</u>			<u>SABRIN*OTHER</u>			<u>Total</u>	<u>(n)</u>	
	<u>Firm</u>	<u>Soft</u>	<u>Lean</u>	<u>Lean</u>	<u>Soft</u>	<u>Firm</u>	<u>Soft</u>	<u>Firm</u>				
<b>October, 1997</b>												
<b>--Registered Voters</b>	<b>25%</b>	<b>16%</b>	<b>4%</b>	<b>8%</b>	<b>3%</b>	<b>16%</b>	<b>22%</b>	<b>4%</b>	<b>2%</b>	<b>2%</b>	<b>102%</b>	<b>(631)</b>
<b>--Likely Voters</b>	<b>26</b>	<b>16</b>	<b>4</b>	<b>8</b>	<b>3</b>	<b>15</b>	<b>22</b>	<b>4</b>	<b>2</b>	<b>1</b>	<b>100</b>	<b>(589)</b>
<u>Party ID</u>												
--Democrat	7	10	3	9	5	24	40	--	--	1	99	(201)
--Independent	18	16	5	8	1	18	22	6	3	3	100	(205)
--Republican	63	19	2	2	2	3	5	--	3	--	99	(196)

**PAST SURVEYS**

September, 1997												
--Registered Voters	22	23	4	9	4	15	18	--	--	5	100	(673)

Party ID

--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)
June 16, 1997												
--Registered Voters	25	23	5	10	2	11	21	--	--	3	100	(633)
June 10, 1997												
--Registered Voters	21	22	3	11	3	12	24	--	--	3	99	(621)

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\* "Sabrin" was not specifically offered as a vote choice in past surveys.

**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.19.

**THREE-WAY RACE:**

	<u>Whitman</u>	<u>Undecided</u>	<u>McGreevey</u>	<u>Sabrin</u>	<u>Total</u>	<u>(n)</u>
<b>October, 1997</b>						
--Registered Voters	<b>42%</b>	<b>14%</b>	<b>38%</b>	<b>6%</b>	<b>100%</b>	<b>(620)</b>
--Likely Voters	<b>42</b>	<b>14</b>	<b>38</b>	<b>6</b>	<b>100</b>	<b>(583)</b>
<u>Party ID</u>						
--Democrat	17	17	65	1	100	(198)
--Independent	36	14	42	9	101	(199)
--Republican	83	6	8	3	100	(195)
<u>Gender</u>						
--Male	43	13	37	6	99	(298)
--Female	41	16	38	6	101	(322)
<u>Race</u>						
--White	44	14	37	6	101	(467)
--Non-white	33	14	46	7	100	(131)
<u>Region</u>						
--North	40	14	42	4	100	(296)
--Central	42	18	36	5	101	(157)
--South	46	12	33	9	100	(167)
<u>Interest In The Election</u>						
--A lot	33	13	46	8	100	(274)
--Some	46	14	35	5	100	(243)
--Little/none	57	17	23	3	100	(97)
<u>Probability of Voting</u>						
--Definitely will vote	40	15	40	4	99	(457)
--Probably will vote	47	12	30	10	99	(126)

- more -

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.19.

**TWO-WAY RACE:**

	<u>Whitman</u>	<u>Undecided</u>	<u>McGreevey</u>	<u>Total</u>	<u>(n)</u>
<b>October, 1997</b>					
--Registered Voters	<b>45%</b>	<b>15%</b>	<b>40%</b>	<b>100%</b>	<b>(591)</b>
--Likely Voters	<b>45</b>	<b>15</b>	<b>40</b>	<b>100</b>	<b>(555)</b>
<u>Party ID</u>					
--Democrat	17	17	66	100	(196)
--Independent	39	15	46	100	(179)
--Republican	86	6	8	100	(191)

**PAST SURVEYS**

<b>September, 1997</b>					
--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)
<b>June 16, 1997</b>					
--Registered Voters	49	18	33	100	(613)
<b>June 10, 1997</b>					
--Registered Voters	44	18	38	100	(602)

**PAST GUBERNATORIAL SURVEYS**

	<u>Republican</u>	<u>Undecided</u>	<u>Democrat</u>	<u>Total</u>	<u>(n)</u>
<b>October, 1993</b>					
--Likely Voters	40	8	52	100	(577)
<b>October, 1989</b>					
--Likely Voters	32	19	49	100	(700)
<b>October, 1985</b>					
--Likely Voters	67	17	16	100	(982)
<b>October, 1981</b>					
--Likely Voters	37	19	43	99	(1097)
<b>October, 1977</b>					
--Likely Voters	36	20	44	100	(1027)

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.19 and Q.21A.

	<u>Whitman</u>	<u>Undecided</u>	<u>McGreevey</u>	<u>Total</u>	<u>(n)</u>
<b>October, 1997</b>					
--Registered Voters	<b>28%</b>	<b>49%</b>	<b>23%</b>	<b>100%</b>	<b>(590)</b>
--Likely Voters	<b>27</b>	<b>49</b>	<b>24</b>	<b>100</b>	<b>(554)</b>
<u>Party ID</u>					
--Democrat	7	52	41	100	(195)
--Independent	20	55	25	100	(179)
--Republican	66	29	6	101	(191)
<u>Gender</u>					
--Male	28	50	22	100	(279)
--Female	27	48	25	100	(311)
<u>Age</u>					
--18 - 29	23	56	22	101	(98)
--30 - 49	26	50	24	100	(238)
--50 - 64	30	48	23	101	(132)
--65 and older	34	39	27	100	(112)
<u>Region</u>					
--North	25	48	27	100	(287)
--Central	27	50	22	99	(150)
--South	32	49	19	100	(153)
<u>Interest In The Election</u>					
--A lot	25	42	33	100	(257)
--Some	30	50	20	100	(232)
--Little/None	29	63	9	101	(95)
<u>Probability of Voting</u>					
--Definitely will vote	30	43	27	100	(437)
--Probably will vote	17	69	14	100	(117)
<b><u>PAST SURVEYS</u></b>					
September, 1997					
--Registered Voters	23	58	18	99	(645)
<u>Party ID</u>					
--Democrat	10	53	37	100	(212)
--Independent	13	69	17	99	(202)
--Republican	58	37	4	99	(210)
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.21B]

	<u>Last Few Days</u>	<u>Last Couple Of Weeks</u>	<u>Last Month Or Two</u>	<u>Know All Along</u>	<u>Decided During Interview</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
<b>October, 1997</b>								
--Registered Voters	6%	13%	27%	44%	4%	6%	100%	(533)
--Likely Voters	6	13	27	45	4	6	101	(503)
<u>Party ID</u>								
--Democrat	3	16	32	38	6	5	100	(164)
--Independent	10	12	30	37	6	4	99	(169)
--Republican	4	9	18	65	--	5	101	(181)
<u>Firm Vote Choice</u>								
--Whitman	1	6	23	67	--	2	99	(184)
--McGreevey	--	12	23	61	2	1	99	(140)

“[IF CANDIDATE NAMED IN Q.19 OR Q.20:] What is the main reason why you are going to vote for (Candidate Named)?” [Q.22]

	<u>Total</u>			<u>Whitman</u>			<u>McGreevey</u>		
	<u>Oct. '97</u>	<u>Sept. '97</u>	<u>June '97</u>	<u>Oct. '97</u>	<u>Sept. '97</u>	<u>June '97</u>	<u>Oct. '97</u>	<u>Sept. '97</u>	<u>June '97</u>
--Taxes	10%	7%	8%	10%	6%	9%	11%	7%	5%
--Bond Issue	1	1	3	--	--	--	3	3	8
--Economic Programs	1	2	2	2	2	2	1	2	1
--Auto Insurance	13	8	5	5	3	3	21	14	8
--Other Issues (i.e., Crime, Education, Environment)	5	7	5	4	5	4	7	8	7
--Ideology	1	1	1	1	1	2	1	--	1
--Partisanship	9	9	9	5	7	8	11	12	14
--Positive Personal Qualities	12	10	13	17	14	12	7	4	10
--Negative Personal Qualities	1	1	2	--	1	--	2	2	5
--Don't like other candidate	9	10	6	3	1	2	14	21	13
--Candidate's Record	20	25	26	39	41	41	1	5	4
--Time for a change	7	7	8	--	--	--	12	16	19
--Don't know other candidate	3	4	4	6	7	6	--	--	--
--Other	1	2	5	--	2	5	2	1	4
--Don't know	7	6	2	8	7	2	7	4	2
TOTAL	100%	100%	99%	100%	97%	96%	100%	99%	101%
(n)	(571)	(601)	(533)	(297)	(348)	(309)	(248)	(253)	(224)



"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.23]

	<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>October, 1997</b>						
--Registered Voters	<b>40%</b>	<b>50%</b>	<b>3%</b>	<b>7%</b>	<b>100%</b>	<b>(631)</b>
--Likely Voters	<b>41</b>	<b>50</b>	<b>3</b>	<b>7</b>	<b>101</b>	<b>(589)</b>
<i>Party ID</i>						
--Democrat	19	71	2	8	100	(201)
--Independent	37	55	3	4	99	(205)
--Republican	72	20	3	5	100	(196)
<i>Firm Vote Choice</i>						
--Whitman	94	2	2	1	99	(184)
--Undecided	34	48	4	14	100	(266)
--McGreevey	2	97	--	1	100	(140)
<b><u>PAST SURVEYS</u></b>						
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)
June 16, 1997						
--Registered Voters	44	41	4	12	101	(633)
--October, 1993 (Florio)*						
Likely Voters	47	46	--	7	-- 100	(601)

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\* The question wording in 1993 was: "Do you think Jim Florio deserves to be re-elected to a second term as governor, or not?"

“Thinking about the way the state is run, do you think New Jersey will be run better over the next four years [if McGreevey is elected], or [if Whitman is re-elected], or won't it make a difference?” **[ROTATE TWO CANDIDATE CHOICES]**  
[Q.34]

	Better with McGreevey	Better with Whitman	No Difference	Depends	Don't Know	Total	(n)
<b>October, 1997</b>							
--Registered Voters	28%	29%	30%	2%	11%	100%	(631)
--Likely Voters	29	29	29	2	11	100	(589)
<u>Party ID</u>							
--Democrat	47	11	26	2	14	100	(201)
--Independent	27	26	33	3	11	100	(205)
--Republican	11	57	23	--	8	99	(196)
<u>Firm Vote Choice</u>							
--Whitman	--	77	18	--	5	100	(184)
--Undecided	20	20	38	3	19	100	(266)
--McGreevey	81	--	16	1	1	99	(140)
<u>Traditional Vote Choice</u>							
--Whitman	3	62	26	--	8	99	(276)
--Undecided	12	13	36	7	31	99	(87)
--McGreevey	64	3	25	2	6	100	(228)
<u>Interest in the Election</u>							
--A lot	35	29	25	2	9	100	(280)
--Some	25	30	28	2	14	99	(243)
--Little/none	16	27	47	2	8	100	(102)

“And, will life be better for you and your family over the next four years [if McGreevey is elected], or [if Whitman is re-elected], or won't it make a difference?” **[ROTATE TWO CANDIDATE CHOICES]** [Q.35]

	Better with McGreevey	Better with Whitman	No Difference	Depends	Don't Know	Total	(n)
<b>October, 1997</b>							
--Registered Voters	22%	21%	47%	1%	9%	100%	(631)
--Likely Voters	22	21	47	1	9	100	(589)
<u>Party ID</u>							
--Democrat	40	8	37	--	14	99	(201)
--Independent	21	19	53	1	6	100	(205)
--Republican	7	40	43	2	8	100	(196)
<u>Firm Vote Choice</u>							
--Whitman	2	55	39	--	4	100	(184)
--Undecided	17	13	53	2	14	99	(266)
--McGreevey	55	3	39	--	2	99	(140)
<u>Traditional Vote Choice</u>							
--Whitman	2	42	47	1	8	100	(276)
--Undecided	15	9	55	4	17	100	(87)
--McGreevey	47	5	42	--	6	100	(228)
<u>Interest in the Election</u>							
--A lot	28	24	40	1	7	100	(280)
--Some	18	22	49	1	10	100	(243)
--Little/none	15	11	66	--	8	100	(102)