

The Star-Ledger/Eagleton-Rutgers Poll

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

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

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

1997 GUBERNATORIAL RACE:

WHITMAN HAS LEAD GOING INTO FINAL DAYS PERCENTAGE OF UNDECIDED VOTERS INCREASES TURNOUT IS CRITICAL FACTOR IN GOVERNOR'S RE-ELECTION

With just a few days left in the 1997 Gubernatorial campaign, there continues to be a large percentage of registered New Jersey voters who have not decided on a candidate for Governor. Therefore, there are opportunities for all three candidates to convince voters to select them on Election Day. Underscoring voter uncertainty, 16 percent report that in the past they have made up (8%) or changed (8%) their minds while they were in the voting booth.

"As has become typical of New Jersey elections, the electorate is volatile and there are many different dynamics that can impact the final outcome," commented Janice Ballou, Poll Director. "While it is stating the obvious, one of the most important is voter turnout. Insuring that a candidate's supporters vote could make the difference between victory or defeat. A second key to winning is convincing undecided voters that there is a reason to vote for a particular candidate. In these final days, New Jerseyans still contemplating who to vote for will be looking for cues from the candidates to make their decisions."

Since there are differences in the possible outcome of the election depending on who votes, the following describes what the results would be depending on the voting turnout.

--Probable Voters

Among the group of voters who are considered to be the most likely to vote on Election Day, by a margin of 45 to 36 percent Governor Whitman currently has an advantage over the Democratic challenger Jim McGreevey and Libertarian Murray Sabrin has 8 percent. However, 11 percent of this group of voters is still undecided.

--Registered Voters

Whitman has a 44 to 30 percent lead over McGreevey and Sabrin has 9 percent among registered voters. At this late stage in the election when it would be expected that voters would be making up their minds about a candidate, the percentage who are undecided is at 18 percent which is a 4 percentage point increase from the mid-October Poll. Support for Whitman is about the same as the 42 percent she had in mid-October. In comparison, since the mid-October Poll McGreevey's support has declined 8 percentage points to 30 percent. Sabrin's support has changed from 6 to 9 percent.

Among registered voters who say they will not change their minds before Election Day, Christie Whitman, the incumbent Governor (27%) has a lead over Jim McGreevey, the Democratic Challenger (20%) and Murray Sabrin, the Libertarian Challenger (5%). However, close to half of New Jersey's registered voters are not firm in their selection of a candidate.

--Most Interested Voters

Among the group of voters who are the most interested in this election, Whitman (38%) and McGreevey (38%) have equal support with 9 percent for Sabrin and 14 percent who are undecided.

The latest *Star Ledger/Eagleton* Poll of 1006 registered voters conducted by telephone between October 28 and 31, 1997 also found that 42 percent of registered voters think Whitman deserves to be re-elected which is about the same as it has been since June.

At this time, about equal percentages of New Jerseyans support Democratic and Republican candidates for the state legislature. In their choice for the State Senate, 32 percent say they will select a Democrat and a similar 30 percent expect they will vote for a Republican with 38 percent still undecided. The percentages are similar in the State Assembly races with 33 percent reporting they will vote for Democrats compared to 30 percent for Republicans and 36 percent undecided.

THE RACE FOR GOVERNOR

If the election were held today, the key group of New Jerseyans determining the outcome are those who are considered to be the most likely to vote. Among probable voters, Governor Whitman (45%) currently has an advantage over the Democratic challenger Jim McGreevey (36%) and Libertarian Murray Sabrin has 8 percent. However, 11 percent of this group of voters is still undecided. It is estimated that this group of voters would make up about 62 percent of registered voters. Based on past gubernatorial elections, this is about the percent that would be expected to vote.

At this time the incumbent Governor Christie Whitman has firm support from 27 percent of registered voters compared to 20 percent for the challenger McGreevey and 5 percent for Sabrin with 47 percent the voters still not having made a definite choice about who to vote for. These percentages of firm voters are about the same as the mid-October Poll.

When the voters who might change their minds are included with those who say that they have firm support for each candidate Christie Whitman would receive 44 percent of the vote, Jim McGreevey 30 percent, and Murray Sabrin 9 percent with 18 percent undecided. These percentages of support for Whitman are about the same as the mid-October Poll which had Whitman at 42 percent. Support for McGreevey has declined 8 percentage points from 38 to 30 percent and those who select Sabrin have moved from 6 to 9 percent.

Whitman has more partisan support from Republicans (82%) than McGreevey has from Democrats (67%). Among the critical group of independent voters, Whitman leads McGreevey by a margin of 41 to 26 percent. The Libertarian Sabrin has 5 percent of the Republican vote, 3 percent of the Democratic vote, and 15 percent of the independents. Since the mid-October Poll, Whitman's support among independents has increase 5 percentage points, McGreevey's has declined 16 percentage points and Sabrin has improved 6 percentage points.

Region of the State:

Among voters in North Jersey, Whitman (47%) leads McGreevey (31%). She is also ahead of the Democrat in Central Jersey — Whitman (42%) and McGreevey (31%), and in South Jersey-- Whitman (40%) and McGreevey (28%). All of these region distributions represent a decline for

McGreevey. Since mid-October his support in the North declined 11 percentage points, in the South 5 percentage points, and 5 percentage points in Central Jersey.

Gender:

Men support Whitman (46%) over McGreevey (28%). Women also are more likely to support Whitman (41%) than McGreevey (32%). Since mid-October McGreevey's support among men has declined 9 percentage points and his decline among women is 6 percentage points. However, there has been a 5 percentage point increase in women who say that they are undecided.

Interest in the Election:

Those who have a lot of interest in the election support the candidates almost equally with Whitman at 34 percent and McGreevey at 36 percent. In comparison, those who have some interest select Whitman over McGreevey by a margin of 54 to 26 percent. And, among those voters who have little or no interest in the election 47 percent choose Whitman and 22 percent say McGreevey.

Probability of Voting:

Whitman leads McGreevey among those who say they will definitely vote by a margin of 41 to 34 percent. Among those who say that they will probably vote, Whitman has 46 percent and McGreevey has 20 percent.

A smaller group of registered voters, making up about 43 percent of the New Jersey electorate, express the greatest interest in this election. Among these very interested New Jerseyans, Whitman (38%) and McGreevey (38%) have equal support with 9 percent for Sabrin and 14 percent who are undecided.

The 42 percent of voters who say Christie Whitman deserves to be re-elected is similar to the mid-October Poll of 40 percent. In addition, there has been a 6 percentage point decline in those who say that it is time for a change and a 4 percentage point increase in those who have not decided if she should or should not be elected.

REASON FOR VOTE CHOICE

Among the New Jersey voters who have selected a candidate they might vote for on Election Day, the two main reasons Whitman supporters say they have selected her for are: her record

as Governor (38%) and her positive personal qualities (13%). There are five reasons named by more than 10 percent of the voters who have selected Jim McGreevey: auto insurance (14%), because he is a Democrat (14%), taxes (13%), dislike for Whitman (10%), and other social issues such as education (10%). The percentage identifying they will vote for McGreevey because of auto insurance has declined 7 percentage points since mid-October.

IMPRESSIONS OF THE CANDIDATES

Overall, 47 percent have a favorable impression of Whitman, 32 percent have an unfavorable impression, and 22 percent do not have an impression of the Governor. In comparison, more voters don't have an impression of McGreevey (48%). Among those who have an impression equal percentages are favorable (26%) and unfavorable (26%). At this time, 72 percent do not have an impression of Sabrin compared to 14 percent who have a favorable and 14 percent who have an unfavorable impression of the Libertarian.

CLIMATE FOR THE ELECTION

There has been a slight decline in the percentage of voters who are interested in this election from 82 percent in the mid-October poll to 79 percent. Also, compared to a similar time in the 1993 election between Florio and Whitman when 57 percent said they were very interested in the election, a smaller 45 percent are very interested in this election.

About a third (35%) of the voters agree that if they had the choice they would vote for “none of the above,” compared to 55 percent who disagree with this statement. By a margin of 37 to 27 percent, more voters who have selected McGreevey than those who have selected Whitman agree with this statement. Also, 34 percent of undecided voters feel this way.

Overall, 18 percent of New Jersey voters say that they have made up or changed their mind in the voting booth. Not surprisingly, voters who are currently undecided (21%) are more likely to have done this than those who support Whitman (19%) or McGreevey (18%).

BACKGROUND MEMO — RELEASE SL/EP66-1 (EP116-1), SUNDAY, NOVEMBER 2, 1997

The latest *Star-Ledger/Eagleton* Poll was conducted between October 28 and October 31, 1997, when a random sample of 1006 registered voters in New Jersey, was interviewed by telephone. Figures based on this sample size are subject to a sampling error of about ± 3.0 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.

Registered voters in the poll were classified as *probable voters* based on their answers to eight questions dealing with past turnout, intention to vote, interest in the election, and awareness of where they vote. *Most interested voters* are registered voters who say they will definitely vote and have a lot of interest in this election. Percentages referring to the 613 probable voters have a margin of error of ± 3.9 percentage points while results referring to the 420 most interested voters have a margin of error of ± 4.8 percentage points.

NOTE: FOR THIS RELEASE THE FINDINGS ON THE ELECTION ARE BASED ON 1,006 REGISTERED VOTERS AND HAVE A MARGIN OF ERROR OF ± 3 PERCENT EXCEPT WHERE PROBABLE VOTERS ARE DESIGNATED.

"How much interest do you have in this election--a lot, some, a little, or none at all?" [Q.4]

	A Lot	Some	A Little	None At All	Don't Know	Total	(n)
November, 1997							
--Registered Voters	45%	34%	15%	6%	1%	101%	(1006)
--Probable Voters	63	29	7	--	--	99	(613)
<u>Party ID</u>							
--Democrat	47	31	13	7	1	99	(299)
--Independent	46	34	13	7	--	100	(357)
--Republican	44	36	15	4	1	100	(281)
<u>PAST SURVEYS</u>							
October, 1997							
--Registered Voters	44	38	12	4	1	99	(631)
<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)
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)

"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.8, Q.9, Q.10]

	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Doesn't Know Candidate	No Opinion/ Don't Know	Total	(n)
November, 1997								
WHITMAN								
--Registered Voters	18%	29%	17%	15%	--	22%	101%	(1006)
--Probable Voters	22	28	18	18	--	14	100	(613)
<i>Party ID</i>								
--Democrat	6	18	24	25	--	26	99	(299)
--Independent	16	28	20	16	--	21	101	(357)
--Republican	36	43	8	4	--	9	100	(281)
PAST SURVEYS								
October, 1997	12	30	17	15	1	24	99	(631)
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)
November, 1997								
MCGREEVEY								
--Registered Voters	6%	20%	14%	12%	--	48%	100%	(1006)
--Probable Voters	8	24	17	14	--	36	99	(613)
<i>Party ID</i>								
--Democrat	13	37	6	4	--	41	101	(299)
--Independent	5	20	17	11	--	48	101	(357)
--Republican	1	7	21	26	--	45	100	(281)
PAST SURVEYS								
October, 1997	4	22	9	6	11	47	99	(631)
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)
November, 1997								
SABRIN								
--Registered Voters	4%	10%	6%	8%	--	72%	100%	(1006)
--Probable Voters	5	12	7	10	--	66	100	(613)
<i>Party ID</i>								
--Democrat	2	7	9	8	--	75	101	(299)
--Independent	7	12	4	8	--	69	100	(357)
--Republican	3	14	5	9	--	69	100	(281)
PAST SURVEYS								
October, 1997	1	4	3	1	69	23	101	(631)

STRENGTH OF VOTE CHOICE [Q.11, Q.12, Q.13]

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:

	WHITMANUNDECIDED			McGREEVEY			SABRIN*			OTHER	Total	(n)	
	Firm	Soft	Lean	Lean	Soft	Firm	Lean	Soft	Firm				
November, 1997													
--Registered Voters	27%	15%	3%	13%	2%	10%	20%	--	4%	5%	3%	102%	(1006)
--Probable Voters	34	11	2	7	2	9	27	--	2	5	1	100	(613)
<u>Party ID</u>													
--Democrat	8	9	3	8	2	21	45	--	2	1	2	101	(299)
--Independent	21	18	2	13	2	8	17	--	6	8	4	99	(357)
--Republican	65	16	2	4	--	2	5	1	1	4	1	101	(281)
<u>Gender</u>													
--Male	30	15	2	11	1	8	19	--	5	7	2	100	(490)
--Female	24	16	3	15	3	11	20	--	2	3	3	100	(516)
<u>Age</u>													
--18 - 29	21	29	--	5	2	13	19	--	4	2	5	100	(126)
--30 - 49	31	15	2	10	1	11	19	--	4	5	2	100	(441)
--50 - 64	25	11	4	11	2	9	24	1	5	5	1	98	(214)
--65 and older	25	12	4	21	3	5	20	--	2	5	3	100	(191)
<u>Region</u>													
--North	29	17	2	13	2	11	19	--	2	2	2	99	(459)
--Central	29	12	3	9	1	9	21	--	7	7	2	100	(270)
--South	22	17	2	16	2	8	19	1	3	6	5	101	(277)
<u>Interest In The Election</u>													
--A lot	27	7	3	11	3	9	27	1	4	8	2	102	(466)
--Some	32	21	2	15	--	11	15	--	2	1	1	100	(338)
--Little/none	20	23	3	14	2	9	11	--	6	4	8	100	(193)
PAST SURVEYS													
October, 1997													
--Registered Voters	25	16	4	8	3	16	22	--	4	2	2	102	(631)
<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)
September, 1997													
--Registered Voters	22	23	4	9	4	15	18	--	--	--	5	100	(673)
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)

* “Sabrin” was not specifically offered as a vote choice in prior to October 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.11.

THREE-WAY RACE:

	Whitman	Undecided	McGreevey	Sabrin	Total	(n)
November, 1997						
--Registered Voters	44%	18%	30%	9%	101%	(984)
--Probable Voters	45	11	36	8	100	(609)
--Most Interested Voters	38	14	38	9	99	(420)
<u>Party ID</u>						
--Democrat	18	13	67	3	101	(293)
--Independent	41	18	26	15	100	(346)
--Republican	82	7	6	5	100	(278)
<u>Gender</u>						
--Male	46	15	28	12	101	(479)
--Female	41	21	32	5	99	(505)
<u>Race</u>						
--White	47	15	28	9	99	(767)
--Non-white	34	19	42	6	101	(174)
<u>Region</u>						
--North	47	18	31	5	101	(450)
--Central	42	13	31	14	100	(265)
--South	40	22	28	9	99	(269)
<u>Interest In The Election</u>						
--A lot	34	17	36	12	99	(459)
--Some	54	17	26	3	100	(334)
--Little/none	47	21	22	10	100	(182)
<u>Probability of Voting</u>						
--Definitely will vote	41	17	34	8	100	(732)
--Probably will vote	46	23	20	11	100	(180)
<u>PAST SURVEYS</u>						
October, 1997						
--Registered Voters	42	14	38	6	100	(620)
<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)

“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.13B]

	Last Few Days	Last Couple Of Weeks	Last Month Or Two	Know All Along	Decided During Interview	Don't Know	Total	(n)
November, 1997								
--Registered Voters	12%	19%	23%	35%	1%	9%	99%	(826)
--Probable Voters	10	19	24	41	--	6	100	(540)
<u>Party ID</u>								
--Democrat	12	18	24	35	1	11	101	(256)
--Independent	15	22	24	29	2	9	101	(282)
--Republican	4	19	22	47	1	7	100	(258)
<u>Traditional Vote Choice</u>								
--Whitman	9	16	23	39	1	11	99	(438)
--McGreevey	12	19	25	36	1	7	100	(318)
--Sabrin	25	38	14	14	--	8	99	(70)
<u>PAST SURVEYS</u>								
October, 1997								
--Registered Voters	6	13	27	44	4	6	100	(533)

"[IF CANDIDATE NAMED IN Q.11 OR Q.12:] What is the main reason why you are going to vote for (Candidate Named)?" [Q.14]

	Total				Whitman				McGreevey			
	Nov.97	Oct. 97	Sept.97	June 97	Nov.97	Oct. 97	Sept. 97	June, 97	Nov.97	Oct. 97	Sept. 97	June, 97
--Taxes	9%	10%	7%	8%	8%	10%	6%	9%	13%	11%	7%	5%
--Bond Issue	1	1	1	3	--	--	--	--	2	3	3	8
--Economic Programs	2	1	2	2	2	2	2	2	2	1	2	1
--Auto Insurance	9	13	8	5	4	5	3	3	14	21	14	8
--Other Issues (i.e., Crime, Education, Environment)	8	5	7	5	6	4	5	4	10	7	8	7
--Ideology	1	1	1	1	1	1	1	2	--	1	--	1
--Partisanship	8	9	9	9	5	5	7	8	14	11	12	14
--Positive Personal Qualities	11	12	10	13	13	17	14	12	7	7	4	10
--Negative Personal Qualities	1	1	1	2	--	--	1	--	--	2	2	5
--Don't like other candidate	6	9	10	6	3	3	1	2	10	14	21	13
--Candidate's Record	23	20	25	26	38	39	41	41	6	1	5	4
--Time for a change	5	7	7	8	--	--	--	--	9	12	16	19
--Don't know other candidate	2	3	4	4	3	6	7	6	--	--	--	--
--Other	5	1	2	5	5	--	2	5	3	2	1	4
--Don't know	9	7	6	2	11	8	7	2	8	7	4	2
TOTAL	100%	100%	100%	99%	99%	100%	97%	96%	98%	100%	99%	101%
(n)	(869)	(571)	(601)	(533)	(461)	(297)	(348)	(309)	(334)	(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.15]

	Yes, Deserves <u>Re-election</u>	No, Time <u>For A Change</u>	<u>Depends</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
November, 1997						
--Registered Voters	42%	44%	3%	11%	100%	(1006)
--Probable Voters	46	46	2	6	100	(613)
<i>Party ID</i>						
--Democrat	17	70	2	10	99	(299)
--Independent	40	46	4	10	100	(357)
--Republican	74	18	1	7	100	(281)
<i>Traditional Vote Choice</i>						
--Whitman	84	7	2	6	99	(438)
--Undecided	18	33	10	39	100	(158)
--McGreevey	5	91	1	3	100	(318)
--Sabrin	12	84	2	1	99	(70)
<u>PAST SURVEYS</u>						
October, 1997						
--Registered Voters	40	50	3	7	100	(631)
<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>Traditional Vote Choice</i>						
--Whitman	86	6	3	5	100	(276)
--Undecided	22	38	9	30	99	(87)
--McGreevey	3	96	--	1	100	(228)
--Sabrin	9	91	--	--	100	(29)
September, 1997						
--Registered Voters	44	45	3	7	99	(673)
June 16, 1997						
--Registered Voters	44	41	4	12	101	(633)

“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.16]

	Better with McGreevey	Better with Whitman	No Difference	Depends	Don’t Know	Total	(n)
November, 1997							
--Registered Voters	17%	30%	37%	2%	14%	100%	(1006)
--Probable Voters	23	36	29	2	9	99	(613)
<i>Party ID</i>							
--Democrat	40	10	35	2	12	99	(299)
--Independent	14	26	45	2	13	100	(357)
--Republican	4	61	24	3	9	101	(281)
<i>Traditional Vote Choice</i>							
--Whitman	2	63	26	2	8	101	(438)
--Undecided	2	7	46	4	41	100	(158)
--McGreevey	52	1	37	1	8	99	(318)
--Sabrin	7	13	69	3	8	100	(70)
<i>Interest in the Election</i>							
--A lot	26	30	30	2	12	100	(466)
--Some	10	36	35	2	17	100	(338)
--Little/none	10	19	57	2	12	100	(193)
PAST SURVEYS							
October, 1997							
--Registered Voters	28	29	30	2	11	100	(631)

“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.17]

	Better with McGreevey	Better with Whitman	No Difference	Depends	Don’t Know	Total	(n)
November, 1997							
--Registered Voters	14%	20%	50%	3%	14%	101%	(1006)
--Probable Voters	18	26	44	2	10	100	(613)
<i>Party ID</i>							
--Democrat	33	8	46	4	10	101	(299)
--Independent	11	16	55	3	15	100	(357)
--Republican	3	46	42	1	7	99	(281)
<i>Traditional Vote Choice</i>							
--Whitman	--	44	46	1	9	100	(438)
--Undecided	3	3	53	5	35	99	(158)
--McGreevey	41	--	47	3	9	10	(318)
--Sabrin	11	7	68	4	10	100	(70)
<i>Interest in the Election</i>							
--A lot	22	23	40	3	12	100	(466)
--Some	7	24	51	3	15	100	(338)
--Little/none	7	9	68	2	15	101	(193)
PAST SURVEYS							
October, 1997							
--Registered Voters	22	21	47	1	9	100	(631)

“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.18]

	Democrat	Republican	Not Vote	Don't Know	Total	(n)
November, 1997						
--Registered Voters	32%	30%	--	38%	100%	(1006)
--Probable Voters	36	38	--	26	100	(613)
<i>Party ID</i>						
--Democrat	78	3	--	19	100	(299)
--Independent	27	24	--	48	99	(357)
--Republican	3	78	--	19	100	(281)
<i>Governor Vote Choice</i>						
--Whitman	16	49	--	35	100	(438)
--Undecided	20	21	--	59	100	(158)
--McGreevey	64	10	--	26	100	(318)
--Sabrin	27	33	--	40	100	(70)
PAST SURVEYS						
September, 1997	35	29	2	35	101	(673)
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.19]

	Democrat	Republican	Split Vote	Don't Know	Total	(n)
November, 1997						
--Registered Voters	33%	30%	1%	36%	100%	(1006)
--Probable Voters	35	38	2	25	100	(613)
<i>Party ID</i>						
--Democrat	76	3	1	20	100	(299)
--Independent	29	24	2	46	101	(357)
--Republican	3	80	1	16	100	(281)
<i>Governor Vote Choice</i>						
--Whitman	15	49	2	34	100	(438)
--Undecided	20	17	--	62	99	(158)
--McGreevey	66	10	1	23	100	(318)
--Sabrin	32	31	--	37	100	(70)
PAST SURVEYS						
September, 1997	33	29	--	38	100	(673)
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)

“Have you ever changed your mind or made up your mind about who you would vote for while you were in the voting booth or do you always decide who to vote for before election day?” [Q.23]

	Have Changed Mind	Have Made Up Mind	Have Done Both	Always Decide Before	Don't Know	Total	(n)
November, 1997							

--Registered Voters	8%	8%	2%	79%	2%	99%	(1006)
--Probable Voters	8	8	2	81	1	100	(613)
<i>Party ID</i>							
--Democrat	8	8	2	79	3	100	(299)
--Independent	9	8	2	78	2	99	(357)
--Republican	6	7	1	87	--	101	(281)
<i>Traditional Vote Choice</i>							
--Whitman	9	7	3	79	2	100	(438)
--Undecided	11	8	2	76	3	100	(158)
--McGreevey	7	9	2	81	1	100	(318)
--Sabrin	8	10	--	81	1	100	(70)

"If I could vote for "none of the above" I would. [Q.28]

	<u>Agree</u>	<u>Disagree</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
November, 1997					
--Registered Voters	35%	55%	10%	100%	(1006)
--Probable Voters	29	63	8	100	(613)
<i>Traditional Vote Choice</i>					
--Whitman	27	66	7	100	(438)
--Undecided	34	43	23	100	(158)
--McGreevey	37	53	10	100	(318)
--Sabrin	58	39	2	99	(70)
<i>Interest in the Election</i>					
--A lot	28	63	9	100	(466)
--Some	33	56	11	100	(338)
--Little/none	53	37	10	100	(193)
<i>Voting Likelihood</i>					
--Definite	29	61	11	101	(743)
--Probable	47	44	9	100	(186)
--Not Probable	60	33	8	101	(77)

Allocation of Undecided Voters. Self-reports of past voting behavior and current voting intentions in the state legislative races were used to allocate undecided voters in the Governor's race. In these races, the undecided voters favored the Democratic candidates over the Republicans by a 3 to 2 margin. The allocated vote choice as of Friday, October 31st appears to be as follows: