

The Star-Ledger/Eagleton-Rutgers Poll

BACKGROUND MEMO — RELEASE SL/EP71-3 (EP121-3), SUNDAY, JANUARY 31, 1999

The latest Star-Ledger/Eagleton Poll was conducted between January 7 and 13, 1999, when a scientifically selected random sample of 800 New Jersey adult residents was interviewed by telephone. All surveys are subject to sampling error, which is the expected probable difference between interviewing everyone in a population versus a scientific sampling drawn from that population. The sampling error for the total sample size of 800 is + 3.5 percent, at a 95 percent confidence interval. Thus if 50 percent of New Jerseyans were found to have a favorable opinion of the Governor, one would be 95 percent sure that the true figure would be between 46.5 and 53.5 percent (50 + 3.5) had all New Jerseyans been interviewed, rather than just a sample. Sampling error increases as the sample size decreases, so statements based on various population subgroups, such as separate figures reported for men and women, are subject to more error than are statements based on the total sample. Click here for a [chart](#) that shows the relationship between sample size and sampling error. Sampling error does not take into account other sources of variation inherent in public opinion studies, such as non-response, question wording or context effects. The verbatim wording of all questions asked are reproduced in this background memo. The sample has been stratified based on county and the data have been weighted on age and education to insure an accurate proportional representation of the state. Two versions of the questionnaire were used in this study. Not all questions were on both versions.

"Have you heard anything about Bill Bradley running for President for the Democrats?" [NP2A]

	<u>Yes</u>	<u>No/Don't know</u>	<u>Total</u>	<u>(n)</u>
January, 1999	75%	25%	100%	(623)

Party

--Democrat	69	31	100	(203)
--Independent	75	25	100	(232)
--Republican	83	17	100	(159)

"In general, is your opinion of Bradley favorable or unfavorable, or don't you have an opinion of him?" [NP2B]

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
January, 1999	51%	13%	36%	100%	(623)

Party

--Democrat	59	4	37	100	(203)
--Independent	52	16	32	100	(232)
--Republican	42	26	32	100	(159)

"And do you think Bradley is or is NOT well qualified to run for national office, or don't you know?" [NP2C]

	<u>Is</u>	<u>Is not</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
January, 1999	60%	8%	32%	100%	(623)

Party

--Democrat	60	4	36	100	(203)
--Independent	63	7	30	100	(232)
--Republican	59	16	24	99	(159)

"Have you heard or read anything about Steve Forbes running for President for the Republicans?" [NP3A]

	<u>Yes</u>	<u>No/Don't know</u>	<u>Total</u>	<u>(n)</u>
January, 1999	45%	55%	100%	(623)

Party

--Democrat	39	61	100	(203)
--Independent	47	53	100	(232)
--Republican	51	49	100	(159)

"In general, is your opinion of Forbes favorable or unfavorable, or don't you have an opinion of him?" [NP3B]

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
January, 1999	21%	18%	61%	100%	(623)

Party

--Democrat	8	24	68	100	(203)
--Independent	21	18	60	99	(232)
--Republican	42	12	45	99	(159)

"And do you think Forbes is or is NOT well qualified to run for national office, or don't you know?" [NP3C]

	<u>Is</u>	<u>Is not</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
January, 1999	23%	21%	56%	100%	(623)

Party

--Democrat	17	20	63	100	(203)
--Independent	23	25	52	100	(232)
--Republican	36	19	45	100	(159)

"Some people have also talked about the possibility of Christie Whitman getting the Republican nomination for Vice-president. Have you heard or read anything about that?" [NP4A]

	<u>Yes</u>	<u>No/Don't know</u>	<u>Total</u>	<u>(n)</u>
January, 1999	54%	45%	99%	(623)

Party

--Democrat	50	50	100	(203)
--Independent	59	41	100	(232)

--Republican	57	43	100	(159)
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"In general, is your opinion of Whitman favorable or unfavorable, or don't you have an opinion of her?"
[NP4B]

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
January, 1999	45%	36%	20%	101%	(623)

Party

--Democrat	30	49	20	99	(203)
--Independent	42	42	16	100	(232)
--Republican	70	12	18	100	(159)

"And do you think Whitman is or is NOT well qualified to run for national office, or don't you know?"
[NP4C]

	<u>Is</u>	<u>Is not</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
January, 1999	52%	32%	17%	101%	(623)

Party

--Democrat	46	35	19	100	(203)
--Independent	47	39	14	100	(232)
--Republican	69	19	12	100	(159)

"Who do you think is better qualified for national office—Bill Bradley or Christie Whitman?" [NP5]

	<u>Bradley</u>	<u>Whitman</u>	<u>Neither/Both</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
January, 1999	53%	24%	10%	13%	100%	(623)

Party

--Democrat	70	14	4	12	100	(203)
--Independent	57	18	14	11	100	(232)
--Republican	30	48	12	10	100	(159)