

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

November 4, 2001
(Release 135-1)

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McGREEVEY HOLDS COMMANDING LEAD IN GUBERNATORIAL: SCHUNDLER LISTING

DEMOCRATS HOLD NARROW ADVANTAGE IN ASSEMBLY RACES

Jim McGreevey has widened his lead and now holds a commanding advantage over his Republican opponent Bret Schundler going into the final days of the campaign for Governor. According to the most recent *Star-Ledger/Eagleton-Rutgers Poll*, the Woodbridge Democrat is ahead by a 17 percentage point margin—53 to 36 percent—with just 8 percent still undecided and 3 percent intending to vote for some other candidate in Tuesday's election. McGreevey held just a 12-point lead over Schundler in Eagleton's mid-October survey.

The election of 2001 has been about issues, rather than personality or leadership, and McGreevey is dominating this arena. Three in five voters say they made up their minds based on the candidates' positions on issues, with McGreevey winning the support of this group by a margin of 65 to 35 percent. Schundler actually has a small advantage—52 to 48 percent—among the one in five who have made their choice based on the candidates' leadership or personal qualities.

Democratic strength has also crept up a bit in intended votes for the State Assembly over the last few weeks. In the current survey, 43 percent say they plan to vote for the Democratic candidates from their district, while 36 percent are going to vote Republican. In October, the parties showed equal strength (39 percent Democratic, 38 percent Republican).

This latest *Star-Ledger/Eagleton-Rutgers Poll* was conducted by telephone

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between Tuesday, October 30 and Friday, November 3, with a random sample of 1,383 registered voters, of whom 746 were considered likely to vote on November 6. This release is based on the sample of likely voters, and has a sampling error of " 3.7 percentage points.

McGreevey has dominated Schundler across the broad middle of New Jersey voters. Independents favor the Democrat by a lopsided margin of 47 to 30 percent; ideological moderates also strongly favor McGreevey, by 51 to 32 percent.

And, in addition to capturing the center, McGreevey is doing a better job than Schundler of securing his own base. Fully 84 percent of Democrats are committed to their standard-bearer, with only five percent defecting to Schundler. Just 75 percent of Republicans, however, say they intend to vote for Schundler, with 13 percent planning to cross over to the Democratic column. This holds true ideologically: liberals favor McGreevey by a margin of 71 to 15 percent; conservatives favor Schundler by a much smaller margin of 53 to 30 percent.

Cliff Zukin, director of the poll commented, "Not only is Schundler badly behind, but there is evidence that late deciders are going more heavily to McGreevey. The McGreevey—Schundler gap is wider among those saying they made up their minds in the last week than it is among those saying they made up their minds in the last month. While Schundler succeeded in making a little headway in the race in October, he has now fallen back and will have fewer resources than McGreevey in the last few days of the campaign. Statewide, the Republicans should be gravely concerned."

New Jerseyans have clearly awakened to their gubernatorial election in just the last few weeks. The November surveys finds 32 percent of likely voters now saying they are following the campaign for Governor "very closely," up from a low of just 9 percent in October when Afghanistan and anthrax completely overshadowed the election. Another 63 percent of likely voters are now following the campaign at least "somewhat closely."

Democrat McGreevey remains a highly regarded candidate—favorable opinions of him outnumber unfavorable ones by a margin of 55 to 23 percent, with the remainder

expressing no opinion. Views of McGreevey have changed very little throughout the campaign season.

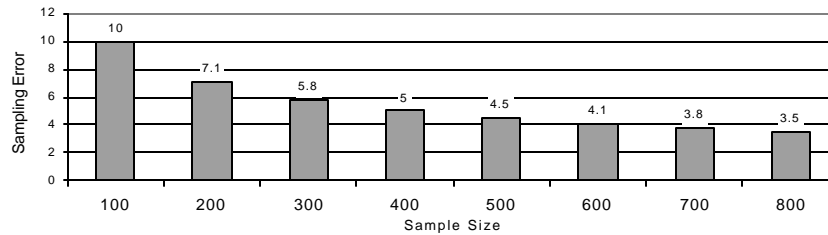
Views of Schundler are decidedly more mixed, and his negatives have increased throughout the campaign period. Currently, 42 percent of likely voters have a favorable opinion of the former Jersey City Mayor, while 33 percent have an unflattering opinion of him. Negatives have increased from 21 percent in September, to 28 percent in October, and now up by another five percentage points. In contrast, positive assessments of him have remained constant from September to the present.

There has been a gradual increase in the number of Garden Staters who feel the election matters. Now, 47 percent believe the outcome will make “a great deal of difference” in how the state is run over the next few years—up from 42 percent in October and 37 percent in September. A greater number of Democrats (53 percent) than Republicans (44 percent) or independents (42 percent) feel the election outcome matters a great deal.

BACKGROUND MEMO – RELEASE (EP135-1) November 4, 2001

The latest *Star-Ledger*/Eggleton-Rutgers Poll was conducted by telephone from October 30-November 2 with a scientifically selected random sample of 1,902 New Jersey adults, 1,383 of whom were registered to vote. This yielded 746 adult residents deemed likely to vote in the November election. The figures in this release are based on this sample size. 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 is ± 3.7 percent, at a 95 percent confidence interval. Thus if 50 percent of New Jersey likely voters were found to be following the gubernatorial campaign very closely, one would be 95 percent sure that the true figure would be between 46.3 and 53.7 percent (50 ± 3.7) had all New Jersey likely voters 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 Republicans, Independents or Democrats, are subject to more error than are statements based on the total sample. The following chart shows the relationship between sample size and sampling error.

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 is 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. The questions referred to in this release are as follows:

“If the election for Governor were held today, for whom would you vote [PROGRAMMING: ROTATE CHOICES] Bret Schundler [SHUN – dler], the Republican, Jim McGreevey, the Democrat, or some other candidate for Governor?” [Q4]

	<u>Schundler</u>	<u>McGreevey</u>	<u>Other Candidate</u>	<u>Don't know/ Undecided</u>	<u>Total</u>	<u>(n)</u>
November 2001						
Likely Voters	33%	49%	3%	14%	99%	(746)
<u>Party ID</u>						
--Democrat	5	84	1	10	100	(265)
--Independent	30	47	5	18	100	(225)
--Republican	75	13	2	11	101	(221)
<u>Gender</u>						
--Male	40	44	3	13	100	(355)
--Female	27	54	3	15	99	(391)
<u>Region</u>						
--North	33	50	4	13	100	(326)
--Central	32	51	3	14	100	(225)
--South	38	46	2	14	100	(185)
<u>Ideology</u>						
--Liberal	15	71	4	10	100	(155)
--Moderate	32	51	3	14	100	(371)
--Conservative	53	30	1	16	100	(201)

	<u>Schundler</u>	<u>McGreevey</u>	<u>Other Candidate</u>	<u>Don't know/ Undecided</u>	<u>Total</u>	<u>(n)</u>
<u>Time of Decision</u>						
--Within last week	41	59	--	--	100	(76)
--Within last month	44	56	--	--	100	(160)
--Earlier	39	61	--	--	100	(376)
<u>Vote based on....</u>						
--Issues	35	65	--	--	100	(387)
--Leadership	52	48	--	--	100	(110)
<u>Previous Surveys</u>						
October 2001						
Likely Voters	33	45	1	22	101	(449)
September 2001						
Likely Voters	31	46	3	21	101	(424)
August 2001						
Likely Voters	30	49	2	19	100	(395)

COMPOSITE VOTE WITH LEANERS

“If the election for Governor were held today, for whom would you vote [PROGRAMMING: ROTATE CHOICES] Bret Schundler [SHUN – dler], the Republican, Jim McGreevey, the Democrat, or some other candidate for governor?” [Q4]

IF UNDECIDED: “At this moment do you lean more towards Schundler or more towards McGreevey?” [Q5]

	<u>Schundler</u>	<u>McGreevey</u>	<u>Other</u>	<u>DK</u>	<u>Total</u>	<u>(n)</u>
November 2001						
Likely Voters	36%	53%	3%	8%	100%	(746)
<u>Party ID</u>						
--Democrat	6	88	1	5	100	(265)
--Independent	34	50	5	10	99	(225)
--Republican	77	17	2	4	100	(221)
<u>Region of State</u>						
--North	35	54	4	7	100	(326)
--Central	35	54	3	8	100	(225)
--South	41	49	2	9	101	(185)
<u>Previous Surveys</u>						
October 2001						
Likely Voters	38	50	1	11	100	(449)
September 2001						
Likely Voters	35	51	3	12	101	(424)
August 2001						
Likely Voters	33	54	2	12	101	(395)

ASKED OF THOSE WHO CHOSE A CANDIDATE IN Q4

“Are you very sure about voting for (FILL CANDIDATE FROM Q4); or might you change your mind before Election Day?” [Q6]

	<u>Very sure</u>	<u>Might change</u>	<u>DK/Refused</u>	<u>Total</u>	<u>(n)</u>
November 2001					
Likely Voters	91%	8%	1%	100%	(618)
<u>Probable vote(Q4)</u>					
--Schundler	90	9	1	100	(250)
--McGreevey	92	8	--	100	(368)
<u>Previous Surveys</u>					
October 2001					
Likely Voters	80	19	1	100	(348)
September 2001					
Likely Voters	73	25	1	99	(323)
August 2001					
Likely Voters	73	26	1	100	(312)

ASKED OF THOSE WHO CHOSE A CANDIDATE IN Q4

“And when did you decide whom to support for Governor – in the last few days, in the last week, within the last 4 weeks, or earlier?” [Q7]

	<u>Last Few Days</u>	<u>Last Week</u>	<u>Last 4Weeks/Month</u>	<u>Earlier</u>	<u>DK/Refused</u>	<u>Total</u>	<u>(n)</u>
November 2001	4%	8%	26%	60%	1%	99%	(618)
Likely Voters							
<u>Party ID</u>							
--Democrat	4	8	19	68	1	100	(235)
--Independent	5	13	29	52	1	100	(175)
--Republican	3	5	31	60	2	100	(193)
<u>Probable vote</u>							
--Schundler	5	8	28	58	1	100	(250)
--McGreevey	4	9	25	62	1	101	(368)
<u>Previous Surveys</u>							
October 2001							
Likely Voters	4	5	19	69	4	101	(348)

ASKED OF THOSE WHO CHOSE A CANDIDATE IN Q4

“When deciding whom to support for Governor, which was more important to you – the candidates’ positions on the issues, or the candidates’ leadership and personal qualities?” [Q7A]

	<u>Positions on the issues</u>	<u>Leadership and personal qualities</u>	<u>Both / Neither (VOL.)</u>	<u>DK/Refused</u>	<u>Total</u>	<u>(n)</u>
November 2001						
Likely Voters	62%	18%	19%	1%	100%	(618)
<u>Party ID</u>						
--Democrat	66	17	17	--	100	(235)
--Independent	68	12	19	1	100	(175)
--Republican	53	24	22	1	100	(193)
<u>Probable vote</u>						
--Schundler	54	23	22	1	100	(250)
--McGreevey	68	15	18	--	101	(368)

“And if the election for State Assembly were held today, would you vote for the Republican or Democratic candidates for Assembly in your district?” [Q8]

	<u>Democrat</u>	<u>Republican</u>	<u>Split/Other</u>	<u>DK/Undecided</u>	<u>Total</u>	<u>(n)</u>
November 2001						
Likely Voters	43%	36%	3%	17%	99%	(746)
<u>Party ID</u>						
--Democrat	85	4	2	10	101	(265)
--Independent	34	30	8	27	99	(225)
--Republican	5	84	1	10	100	(221)
<u>Gender</u>						
--Male	38	40	4	18	100	(355)
--Female	48	33	3	16	100	(391)
<u>Region</u>						
--North	43	37	3	17	100	(326)
--Central	46	33	2	20	101	(225)
--South	40	42	6	12	100	(185)
Previous Surveys						
October 2001						
Likely Voters	39	38	2	20	99	(449)
September 2001						
Likely Voters	40	39	1	20	100	(424)
August 2001						
Likely Voters	40	34	2	24	100	(395)

* previous survey sample of registered voters, compared to current sample of likely voters

ROTATE 9 AND 10

"Is your opinion of Democrat Jim McGreevey favorable or unfavorable, or don't you really have an opinion of him? **IF FAVORABLE OR UNFAVORABLE:** Is that very [favorable/unfavorable] or somewhat [favorable/unfavorable]?" [Q9]

	<u>Very favorable</u>	<u>Somewhat favorable</u>	<u>Somewhat unfavorable</u>	<u>Very unfavorable</u>	<u>DK/No opinion</u>	<u>Total</u>	<u>(n)</u>
November 2001							
Likely Voters	30%	27%	10%	13%	20%	100%	(746)
<i>Party ID</i>							
--Democrat	59	28	3	2	9	101	(265)
--Independent	18	36	12	13	21	100	(225)
--Republican	9	17	18	28	28	100	(221)
<i>Gender</i>							
--Male	27	24	11	17	20	99	(355)
--Female	32	29	9	10	20	100	(391)
Previous Surveys							
October 2001							
Likely Voters	24	28	11	11	24	98	(449)
September 2001							
Likely Voters	24	29	9	10	27	99	(424)
August 2001							
Likely Voters	23	35	5	8	29	100	(395)

"Is your opinion of Republican Bret Schundler (SHUN – dler) favorable or unfavorable, or don't you really have an opinion of him? **IF FAVORABLE OR UNFAVORABLE:** Is that very [favorable/unfavorable] or somewhat [favorable/unfavorable]?" [Q10]

	<u>Very favorable</u>	<u>Somewhat favorable</u>	<u>Somewhat unfavorable</u>	<u>Very unfavorable</u>	<u>DK/No opinion</u>	<u>Total</u>	<u>(n)</u>
November 2001							
Likely Voters	23%	19%	15%	18%	25%	100%	(746)
<i>Party ID</i>							
--Democrat	6	11	17	33	33	100	(265)
--Independent	20	20	18	18	24	100	(225)
--Republican	49	27	8	4	12	100	(221)
Previous Surveys							
October 2001							
Likely Voters	21	22	14	14	30	101	(449)
September 2001							
Likely Voters	19	22	9	12	38	100	(424)
August 2001							
Likely Voters	15	23	9	12	40	99	(395)

“How closely have you been following the campaign for Governor -- very closely, somewhat closely, or not very closely so far?”[Q11]

	<u>Very closely</u>	<u>Somewhat closely</u>	<u>Not very closely</u>	<u>DK</u>	<u>Total</u>	<u>(n)</u>
November 2001	32%	63%	5%	--	100%	(746)
<i>Party ID</i>						
--Democrat	35	61	4	--	100	(265)
--Independent	28	65	7	1	101	(225)
--Republican	31	65	5	--	101	(221)
<u>Previous surveys</u>						
October 2001	9	55	36	--	100	(454)
September 2001	17	57	25	1	100	(424)
August 2001	19	59	22	--	100	(395)

“In your opinion, how much of a difference will the outcome of the election make in the way the New Jersey government is run over the next few years—a great deal of difference, some, or not very much difference?” [Q12]

	<u>Great Deal</u>	<u>Some</u>	<u>Not very much</u>	<u>No difference at all</u>	<u>Depends</u>	<u>DK</u>	<u>Total</u>	<u>(n)</u>
November 2001	47%	37%	11%	1%	2%	2%	100%	(746)
<i>Party ID</i>								
--Democrat	53	35	7	2	1	2	100	(265)
--Independent	42	41	13	--	2	1	99	(225)
--Republican	44	36	14	1	4	1	100	(221)
<u>Previous Surveys</u>								
October 2001	42	37	16	--	3	1	99	(454)
September 2001	37	41	17	1	1	2	99	(424)
August 2001	34	48	13	1	1	2	99	(395)

ALLOCATING UNDECIDED VOTERS

Originally 14 percent of the sample of likely voters said they were undecided. This dropped to 8 percent upon taking into account voters who leaned towards one or the other candidates. After taking into account party preference, assembly voting intentions and past voting behavior, among other considerations, we estimate the likely electorate was divided as follows as of November 2, 2001:

	<u>Schundler</u>	<u>McGreevey</u>	<u>Other Candidate</u>	<u>Total</u>	<u>(n)</u>
November 2001 Likely Voters	39.6%	57.4%	3.0%	100%	(729)