

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

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LAUTENBERG LEADS AMONG LIKELY VOTERS *MORE WOMEN SUPPORT THE DEMOCRAT, WHILE MEN PREFER FORRESTER*

Democratic Senate candidate Frank Lautenberg – buoyed by women voters in New Jersey – now runs ahead of Republican candidate Douglas Forrester by a margin of 47 to 42 percent among those most likely to vote. This according to the latest *Star-Ledger/Eagleton-Rutgers Poll* conducted Sunday through Thursday night. An earlier poll conducted between October 3 and 6 had found the candidates tied at 44 percent each.

The new survey interviewed 800 potential voters—those who say they either “definitely” or “probably” will vote in the November 5 election for the U.S. Senate—between October 13 and 17. Figures are also released for 460 voters considered most likely to actually go to the polls. The sampling error is ± 3.5 percentage points for potential voters and ± 5 percentage points for likely voters.

The gender gap among potential voters is enormous. Women now prefer Lautenberg over Forrester by 53 to 32 percent, a dramatic change from the early October survey that found women barely leaning to Lautenberg by 5 percentage points (44 to 39 percent). Men currently prefer Forrester by a margin of 47 to 39 percent.

While Forrester enjoys rock solid support of Republicans, and Lautenberg claims the loyalty of almost all Democrats, the state’s critical group of independent voters is now tilting to Lautenberg more than they did two weeks ago. Currently Lautenberg

The Star-Ledger/Eagleton-Rutgers Poll • Eagleton Institute of Politics

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holds a 9 percentage point lead over Forrester (43 to 34 percent), with 18 percent undecided and 5 percent saying they intend to vote for some other candidate. The early October survey found the gap in candidate support among independents was just 4 points.

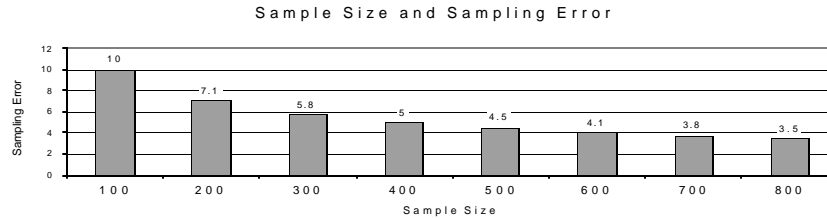
Opinions about the way Lautenberg got on the ballot in the wake of Robert Torricelli's decision to quit the race are still mixed. While just under half (48 percent) feel the Democrats should have been able to replace Torricelli, a large number (39 percent) feel Lautenberg should not have been allowed to substitute for Torricelli. Democrats are extremely supportive of the switch, Republicans critical, and independents divided in their judgments.

Doug Forrester continues to be a mystery to almost half of all potential voters. While more offer favorable than unfavorable opinions of him by 33 to 20 percent, 47 percent offer no opinion of him – virtually unchanged from two weeks ago.

Frank Lautenberg continues to be generally well regarded by New Jerseyans. Favorable opinions outnumber unfavorable ones by a margin of 45 to 24 percent, with another 32 percent expressing no opinion of the eighteen-year Senate veteran.

BACKGROUND MEMO – RELEASE (EP140-1) October 20, 2002

The latest *Star-Ledger*/Eagleton-Rutgers Poll was conducted by telephone from October 13 to October 17 with a scientifically selected random sample of 916 New Jersey registered voters. The figures in this release are based on a subgroup of 800 potential voters – New Jerseyans who identified themselves as registered voters who will “definitely” or “probably” go to the polls this November. This release also includes results for a sub-sample of voters who are considered most likely to go to the polls, based on their interest in the election and politics in general, as well as their past voting history. 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 ± 3.5 percent, at a 95 percent confidence interval. Thus if 50 percent of potential voters in New Jersey were found to have a lot of interest in the election for senator, one would be 95 percent sure that the true figure would be between 46.5 and 53.5 percent (50 ± 3.5) had all registered voters in New Jersey 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.



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:

COMPOSITE -- SENATE VOTE:

“If the election for Senator were held today, for whom would you vote – [ROTATE] Frank Lautenberg the Democrat, or Doug Forrester the Republican?” [Q3]

ASKED OF THOSE WHO MADE A CHOICE IN Q3: “Are you very sure about voting for [CANDIDATE FROM Q3] or might you change your mind before election day?” [Q4a]

IF “UNDECIDED” OR “DON’T KNOW” TO Q3 ASK: “At this moment do you lean more towards Lautenberg or more towards Forrester?” [Q4b]

	LAUTENBERG			Undec- ided	FORRESTER			Other	Total	(n)
	Firm	Soft	Lean		Lean	Soft	Firm			
October 13-17, 2002										
--Potential Voters	33%	11%	3%	13%	4%	6%	29%	2%	101%	(793)
<i>Party Affiliation</i>										
--Democrat	67	14	4	9	1	2	3	1	101	(277)
--Independent	24	15	4	18	7	6	21	5	100	(233)
--Republican	2	1	1	6	4	12	73	--	99	(219)
<i>Gender</i>										
--Male	29	8	2	11	4	7	36	3	100	(380)
--Female	36	13	4	14	3	6	23	1	100	(413)
Likely Voters	37	7	3	8	3	3	36	3	100	(460)
<i>Past Surveys:</i>										
Oct. 3-6, 2002										
--Potential Voters	31%	11%	4%	13%	3%	8%	29%	1%	100%	(530)
<i>Party Affiliation</i>										
--Democrat	63	17	5	10	1	2	1	1	100	(175)
--Independent	26	14	4	15	6	8	26	1	100	(145)
--Republican	6	1	1	8	3	14	66	1	99	(159)
<i>Gender:</i>										
--Male	32	11	4	10	2	7	34	1	101	(250)
--Female	30	10	4	16	5	9	25	--	99	(280)
--Likely Voters	37	5	2	11	2	5	37	--	99	(298)

“When did you decide who to vote for – in the last few days, in the last couple weeks, in the last month or two, or did you know all along?” [Q5]

	<u>Last few days</u>	<u>Last couple weeks</u>	<u>Last month or two</u>	<u>Knew all along</u>	<u>DK/ refused</u>	<u>Total</u>	<u>(n)</u>
October 13-17, 2002							
-- Potential Voters	11%	27%	17%	41%	3%	99%	(621)
<i>Vote Choice</i>							
--Lautenberg	17	35	10	35	3	100	(344)
--Forrester	5	18	26	48	3	100	(277)
<i>Likely Voters</i>	9	28	15	46	2	100	(460)

“Is your opinion of FRANK LAUTENBERG 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]?” [Q6]

	<u>Favorable</u>		<u>Unfavorable</u>		<u>DK</u>	<u>Total</u>	<u>(n)</u>
	<u>Very</u>	<u>Somewhat</u>	<u>Somewhat</u>	<u>Very</u>			
October 13-17, 2002							
--Potential Voters	22%	23%	10%	14%	32%	101%	(800)
<i>Party Affiliation</i>							
-- Democrat	39	31	2	1	27	100	(279)
-- Independent	19	25	12	11	32	99	(236)
-- Republican	3	14	17	32	34	100	(221)
<i>Vote Choice</i>							
--Lautenberg	44	35	2	--	19	100	(344)
--Forrester	4	12	19	35	31	101	(277)
--Undecided	6	21	10	5	59	101	(155)
<i>Gender</i>							
--Male	20	21	11	20	29	101	(385)
--Female	24	26	8	8	34	100	(415)
<i>Likely Voters</i>	27	23	10	20	21	101	(460)
<i>Past Surveys:</i>							
October 3-6, 2002							
--Potential Voters	20%	22%	5%	14%	39%	100%	(532)
--Likely Voters	29	18	5	23	24	99	(298)
October 1994							
--Likely Voters	15%	24%	13%	12%	35%	99%	(571)
September 1994							
--Likely Voters	13%	27%	9%	10%	41%	100%	(575)
September 1988							
--Likely Voters	19%	21%	5%	4%	51%	100%	(575)

“Is your opinion of Doug Forrester 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]?” [Q7]

	Favorable		Unfavorable		DK	Total	(n)
	Very	Somewhat	Somewhat	Very			
October 13-17, 2002							
--Potential Voters	12%	21%	10%	10%	47%	100%	(800)
<i>Party Affiliation</i>							
-- Democrat	1	8	15	18	58	100	(279)
-- Independent	8	20	10	10	52	100	(236)
-- Republican	33	39	3	1	24	100	(221)
<i>Vote Choice</i>							
--Lautenberg	1	7	18	19	56	101	(344)
--Forrester	33	43	1	1	22	100	(277)
--Undecided	3	16	5	3	74	101	(155)
<i>Gender</i>							
--Male	14	25	11	9	41	100	(385)
--Female	11	17	8	11	53	100	(415)
<i>Likely Voters</i>	18	22	12	13	35	100	(460)
<i>Past Surveys:</i>							
October 3-6, 2002							
--Potential Voters	14%	20%	6%	11%	49%	100%	(532)
--Likely Voters	19	22	8	15	36	100	(298)
Sept. 18–25, 2002							
--Potential Voters	13%	21%	3%	6%	57%	100%	(547)
Sept. 3-8, 2002							
--Potential Voters	10%	17%	5%	5%	63%	100%	(537)
--Likely Voters	13	20	7	5	55	100	(357)

“Overall, how satisfied are you with the candidates now running for the U.S. Senate – very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied?” [Q8]

	Very satisfied	Somewhat satisfied	Not very satisfied	Not at all satisfied	DK	Total	(n)
October 13-17, 2002							
-- Potential Voters	12%	54%	21%	8%	5%	100%	(800)
<i>Party Affiliation</i>							
--Democrat	16	61	15	3	5	100	(279)
--Independent	8	47	24	15	6	100	(236)
--Republican	9	55	25	7	5	101	(221)
<i>Vote Choice</i>							
--Lautenberg	16	59	17	4	4	100	(344)
--Forrester	9	56	24	8	4	101	(277)
--Undecided	8	46	26	9	10	99	(155)
<i>Gender</i>							
--Male	13	51	24	9	3	100	(385)
--Female	11	57	19	7	7	101	(415)
<i>--Likely Voters</i>	15	51	22	9	4	101	(460)

“Do you think the Democrats should have been allowed to replace Torricelli with Lautenberg in the election in November, or should Torricelli’s name have been left on the ballot?” [Q23]

	<u>Allowed to replaced</u>	<u>Left on the ballot</u>	<u>Other</u>	<u>DK</u>	<u>Total</u>	<u>(n)</u>
October 13-17, 2002						
--Potential Voters	48%	39%	3%	11%	101%	(800)
<u>Party Affiliation</u>						
--Democrat	71	14	1	13	99	(279)
--Independent	43	46	2	9	100	(236)
--Republican	27	62	4	8	101	(221)
<u>Vote Choice</u>						
--Lautenberg	73	15	1	11	100	(344)
--Forrester	20	70	3	7	100	(277)
--Undecided	46	34	3	18	101	(155)
<u>Gender</u>						
--Male	43	46	3	9	101	(385)
--Female	53	31	2	13	99	(415)
<i>Likely Voters</i>	49	42	2	7	100	(460)
<u>Past Surveys:</u>						
October 3-6, 2002						
--Potential Voters	46%	39%	3%	11%	99%	(504)
--Likely Voters	45	42	4	8	99	(295)

“There will also be an election for the U.S. House of Representatives in your district this November. If the election were held today, would you vote for the Republican candidate or the Democratic candidate?” [Q24]

	<u>Republican</u>	<u>Democrat</u>	<u>Other</u>	<u>DK/ Undecided</u>	<u>Total</u>	<u>(n)</u>
October 13-17, 2002						
--Potential Voters	35%	39%	2%	24%	100%	(800)
<u>Party Affiliation</u>						
--Democrat	3	83	--	14	100	(279)
--Independent	30	28	6	36	100	(236)
--Republican	86	3	--	10	99	(221)
<u>Vote Choice</u>						
--Lautenberg	7	70	1	21	99	(344)
--Forrester	79	5	--	16	100	(277)
--Undecided	23	30	3	45	101	(155)
<i>Likely Voters</i>	37	39	2	22	100	(460)
<u>Past Surveys:</u>						
October 3-6, 2002						
--Potential Voters	35%	36%	1%	28%	100%	(532)
--Likely Voters	40	38	1	22	101	(298)
September 3-8, 2002						
--Potential Voters	35%	38%	1%	26%	100%	(537)
--Likely Voters	40	34	1	25	100	(357)