

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

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A story based on the survey findings presented in this release and background memo appears in the Tuesday, October 11, 2005 *Star-Ledger*. We ask users to properly attribute this copyrighted information to "*The Star-Ledger/Eagleton-Rutgers Poll*."

**FORRESTER AS COACH,
CORZINE AS THE FAMILY'S FINANCIAL MANAGER**

New Jersey Voters Relate to Gubernatorial Candidates on Different Dimensions

When asked to rate the gubernatorial candidates on a series of personal dimensions, likely voters in New Jersey preferred Republican Doug Forrester as a sports coach for their children, while they opted for Democrat Jon Corzine to manage their family's finances.

But a sizable percentage could not relate to either candidate along personal lines, indicating the candidates still have a lot of work to do in connecting with voters, according to the latest *Star-Ledger/Eagleton-Rutgers Poll*.

The poll, conducted Oct. 3-6, asked voters to go beyond partisan considerations and assess the candidates using roles they might play in everyday life. Voters expressed preferences as to whom they would like to:

- Have as their boss at work
- Have over for dinner
- Coach their child, or a child they know, in sports
- Manage their family's finances
- Join them at a sports or entertainment event

One of the more striking results was that by 33 percent to 23 percent likely voters

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

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preferred Forrester to coach their children while, overall, in the same poll, the sample of 638 likely voters preferred Corzine for governor by a seven-point margin.

“Because this is so different from the overall vote, it suggests a real Forrester personal strength,” Poll Director Murray Edelman said. “This could be the result of the ads portraying him as a family man, and it could be tapping other personal qualities that voters like, such as enthusiasm.”

Corzine scored strongest on managing the family’s finances, topping Forrester 43 percent to 23 percent. “Forrester has had a very impressive career as a businessman, but that seems to be dwarfed by Corzine’s success at accumulating wealth,” Edelman observed. “In choosing Corzine to manage their family’s finances, there is also an implied trust.”

Of the three remaining items: having the candidate over for dinner, having him as a boss, and having the candidate join them for a sports or entertainment event, voters opted for Corzine over Forrester by margins ranging from five to 10 points.

The gender gap in vote preference was visible on these dimensions, with women preferring Corzine slightly more than men did. There was one notable exception, family finances, where 44 percent of men and 41 percent of women expressed a preference for Corzine.

But a significant number of likely voters also indicated they were not interested in dealing with either of the candidates in any of the situations. Although the choices given to respondents did not include “neither,” between 16 and 22 percent of likely voters, depending on the scenario, volunteered that answer.

When asked whether each candidate understands the problems of “people like you,” 49 percent of likely voters said Corzine does and 35 percent said he does not. Forty-five percent said Forrester does and 35 percent say he does not.

Independent voters, however, are fairly evenly split over Corzine, with 43 percent saying he understands their problems and 42 percent saying he does not. Independents see Forrester as more empathetic, with 44 percent saying he understands the problems of people like them and 35 percent saying he does not.

“Democratic candidates usually lead in this kind of question, so Forrester’s numbers among Independents could be a real strength for him,” Edelman said.

White voters were more likely than nonwhite voters to say that Forrester understands their problems. Nonwhite voters were more likely than white voters to say Corzine understands their problems. Women were more likely than men to say Corzine understands their problems, while there was no gender difference concerning Forrester.

Given the personal wealth that both men have, one could expect that voters with lower incomes would think that neither candidate understands their problems. But that was not the case.

Instead, the responses broke along traditional partisan lines, with lower income respondents rating Democrat Corzine higher than Republican Forrester. Fifty-one percent of likely voters with annual household incomes of less than \$35,000 said Corzine understands the problems of people like them, while 25 percent said he did not. In contrast, only 32 percent of voters in that income category said Forrester understands their problems, and 39 percent said he did not.

In households with annual incomes of \$35,000 to less than \$70,000 both candidates are seen as understanding voters' problems. Fifty-three percent said Corzine understands their problems, and 33 percent said he did not. Forty-eight percent said Forrester was empathetic, and 33 percent said he did not understand the problems of people like them. In the higher income categories, Forrester was seen as being slightly better able to understand voters' problems.

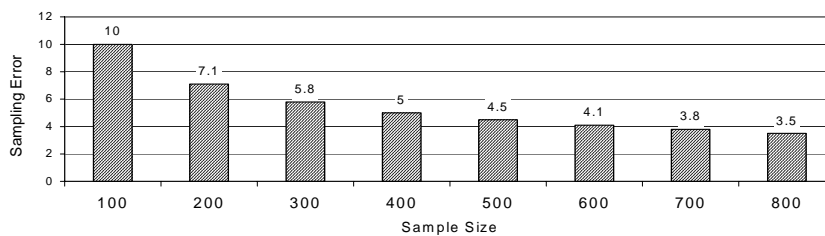
The candidates still have some ground to cover in becoming familiar to the voters. Twenty percent said they did not know or refused to answer when asked whether Forrester understands the problems of people like them, and 16 percent would not say or refused when asked about Corzine. Among undecided voters, around two-fifths said that they did not know or refused to answer the questions about the candidates' understanding.

BACKGROUND MEMO – RELEASE (EP 156-3) October 11, 2005

The latest *Star-Ledger*/Eagleton-Rutgers Poll was conducted from October 3 to 6 with a scientifically selected random sample of 833 New Jersey adults. The random sample of 833 New Jersey adults yielded 703 adult residents registered to vote in New Jersey. This release also includes results for a sub-sample of 638 registered voters who are considered likely to vote in the gubernatorial election, based on their interest and stated plans to vote in the election. All of the figures in this release are based on the sub-sample of likely voters.

All surveys are subject to sampling error, which is the expected probable difference between interviewing everyone in a population versus a scientific sample drawn from that population. The sampling error for the statewide sample of 833 New Jersey adults is ± 3.4 percent, at a 95 percent confidence interval. The sampling error for the statewide sample of 703 registered voters is ± 3.7 percent, at a 95 percent confidence interval. The sampling error for the sub-sample of 638 likely voters is ± 3.9 percent, at a 95 percent confidence interval. Thus if 50 percent of New Jersey likely voters were found to have a favorable opinion of a gubernatorial candidate, one would be 95 percent sure that the true figure would be between 46.1 and 53.9 percent (50 ± 3.9) 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 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



Do you think Doug Forrester does or does not understand the problems of people like you? (C1)

[ROTATE Q. C1 and C2]

POLL 156 / Oct 2005	<u>Does</u> <u>understand</u>	<u>Does not</u> <u>understand</u>	<u>DK/RF</u>	<u>(n)</u>
Likely Voters	45%	35%	20%	638
<u>Party ID</u>				
--Democrat	31%	47%	21%	185
--Republican	68%	18%	14%	162
--Independent	44%	35%	21%	215
<u>Gender</u>				
-- Male	46%	35%	20	309
--Female	45%	34%	21	329
<u>Race</u>				
--White	52%	32%	17%	501
---Nonwhite	28%	43%	30%	103
<u>Age</u>				
--18-49	41%	35%	24%	279
--50-64	51%	34%	15%	201
--65+	49%	33%	18%	135
<u>Education</u>				
--High school and below	49%	29%	22%	161
--Some college and above	43%	38%	19%	458
<u>Annual Family Income</u>				
--Less than \$35,000	32%	39%	30%	91
--\$35,000-\$69,999	48%	33%	20%	146
--\$70,000-\$99,999	53%	32%	16%	125
--\$100,000 and up	50%	32%	18%	183
<u>Region of State</u>				
--North	47%	31%	21%	239
--Central	41%	41%	19%	201
--South	50%	31%	19%	162

Do you think Jon Corzine does or does not understand the problems of people like you? (C2)

[ROTATE Q. C1 and C2]

POLL 156 / Oct 2005	<u>Does</u>	<u>Does not</u>	<u>DK/RF</u>	<u>(n)</u>
Likely Voters	49%	35%	16%	638
<u>Party ID</u>				
--Democrat	71%	17%	12%	185
--Republican	34%	48%	17%	162
--Independent	43%	42%	14%	215
<u>Gender</u>				
-- Male	45%	38%	17%	309
--Female	53%	32%	15%	329
<u>Race</u>				
--White	48%	38%	14%	501
--Nonwhite	53%	24%	23%	103
<u>Age</u>				
--18-49	50%	34%	16%	279
--50-64	47%	40%	13%	201
--65+	51%	30%	19%	135
<u>Education</u>				
--High school and below	53%	28%	19%	161
--Some college and above	47%	39%	14%	458
<u>Annual Family Income</u>				
--Less than \$35,000	51%	25%	24%	91
--\$35,000-\$69,999	53%	33%	14%	146
--\$70,000-\$99,999	51%	35%	14%	125
--\$100,000 and up	48%	38%	14%	183
<u>Region of State</u>				
--North	48%	35%	16%	239
--Central	50%	36%	14%	201
--South	49%	34%	16%	162

Just relying on your sense of the personal qualities of the candidates, and not their party labels, which one of the candidates (ROTATE AND READ OPTIONS #1-2), would you prefer to... (READ AND ROTATE A-E) [IF SOME OTHER CANDIDATE, ASK:] If you had to choose between (READ OPTIONS #1-2)...?

POLL 156 / Oct 2005 – Likely Voters						
<u>Which one of the candidates would you prefer to?</u>	<u>Corzine</u>	<u>Forrester</u>	<u>Neither (Vol.)</u>	<u>Both (Vol.)</u>	<u>DK/RF (Vol.)</u>	<u>(n)</u>
Have as your boss at work	38%	28%	16%	2%	16%	638
Have over for dinner	33%	27%	22%	7%	11%	638
Coach your child, or a child you know, in sports	23%	33%	18%	3%	23%	638
Manage your family finances	43%	23%	18%	3%	13%	638
Join you at a sports or entertainment event	32%	27%	19%	5%	17%	638

Just relying on your sense of the personal qualities of the candidates, and not their party labels, which one of the candidates (ROTATE AND READ OPTIONS #1-2), would you prefer to... (READ AND ROTATE A-E) [IF SOME OTHER CANDIDATE, ASK:] If you had to choose between (READ OPTIONS #1-2)...?

Have as your boss at work

POLL 156 / Oct 2005 Likely Voters	<u>Corzine</u> 38%	<u>Forrester</u> 28%	<u>Neither (Vol.)</u> 16%	<u>Both (Vol.)</u> 2%	<u>DK/RF (Vol.)</u> 16%	<u>(n)</u> 638
<u>Party ID</u>						
--Democrat	61%	11%	13%	1%	14%	185
--Republican	12%	53%	16%	2%	17%	162
--Independent	39%	30%	15%	1%	15%	215
<u>Gender</u>						
--Male	37%	31%	17%	2%	14%	309
--Female	39%	26%	14%	1%	19%	329
<u>Race</u>						
--White	36%	33%	14%	2%	15%	501
--Nonwhite	45%	16%	20%	2%	17%	103
<u>Age</u>						
--18-29	***	***	***	***	***	***
--30-49	36%	28%	17%	2%	17%	243
--50-64	42%	35%	12%	2%	9%	201
--65+	36%	25%	13%	1%	25%	135
<u>Education</u>						
--High school and below	36%	30%	12%	2%	21%	161
--Some college and above	40%	27%	17%	2%	14%	458
<u>Region of State</u>						
--North	37%	29%	16%	3%	15%	239
--Central	41%	29%	12%	2%	16%	201
--South	38%	30%	16%	0%	16%	162

*** Subgroup contains fewer than 50 cases

Just relying on your sense of the personal qualities of the candidates, and not their party labels, which one of the candidates (ROTATE AND READ OPTIONS #1-2), would you prefer to... (READ AND ROTATE A-E) [IF SOME OTHER CANDIDATE, ASK:] If you had to choose between (READ OPTIONS #1-2)...?

Have over for dinner

POLL 156 / Oct 2005	<u>Corzine</u>	<u>Forrester</u>	<u>Neither (Vol.)</u>	<u>Both (Vol.)</u>	<u>DK/RF (Vol.)</u>	<u>(n)</u>
Likely Voters	33%	27%	22%	7%	11%	638
<u>Party ID</u>						
--Democrat	55%	12%	21%	4%	9%	185
--Republican	12%	51%	18%	9%	10%	162
--Independent	32%	27%	23%	7%	11%	215
<u>Gender</u>						
--Male	32%	29%	21%	7%	11%	309
--Female	34%	24%	23%	6%	12%	329
<u>Race</u>						
--White	29%	32%	21%	7%	11%	501
--Nonwhite	48%	13%	22%	6%	11%	103
<u>Age</u>						
--18-29	***	***	***	***	***	***
--30-49	33%	25%	22%	6%	14%	243
--50-64	31%	31%	22%	9%	7%	201
--65+	34%	28%	19%	9%	10%	135
<u>Education</u>						
--High school and below	28%	31%	19%	10%	13%	161
--Some college and above	37%	24%	23%	5%	10%	458
<u>Region of State</u>						
--North	35%	29%	19%	6%	11%	239
--Central	38%	21%	18%	9%	14%	201
--South	26%	32%	29%	7%	7%	162

*** Subgroup contains fewer than 50 cases

Just relying on your sense of the personal qualities of the candidates, and not their party labels, which one of the candidates (ROTATE AND READ OPTIONS #1-2), would you prefer to... (READ AND ROTATE A-E) [IF SOME OTHER CANDIDATE, ASK:] If you had to choose between (READ OPTIONS #1-2)...?

Coach your child, or a child you know, in sports

POLL 156 / Oct 2005 Likely Voters	<u>Corzine</u> 23%	<u>Forrester</u> 33%	<u>Neither (Vol.)</u> 18%	<u>Both (Vol.)</u> 3%	<u>DK/RF (Vol.)</u> 23%	<u>(n)</u> 638
<u>Party ID</u>						
--Democrat	43%	18%	15%	2%	23%	185
--Republican	6%	57%	14%	4%	19%	162
--Independent	18%	35%	19%	4%	23%	215
<u>Gender</u>						
--Male	20%	33%	20%	3%	24%	309
--Female	26%	34%	16%	3%	22%	329
<u>Race</u>						
--White	18%	39%	18%	3%	22%	501
--Nonwhite	37%	20%	15%	3%	26%	103
<u>Age</u>						
--18-29	***	***	***	***	***	***
--30-49	26%	32%	17%	3%	23%	243
--50-64	19%	40%	16%	3%	22%	201
--65+	19%	29%	19%	5%	28%	135
<u>Education</u>						
--High school and below	23%	35%	17%	5%	21%	161
--Some college and above	23%	32%	18%	2%	25%	458
<u>Region of State</u>						
--North	23%	38%	17%	4%	19%	239
--Central	25%	28%	16%	3%	28%	201
--South	23%	32%	20%	2%	23%	162

*** Subgroup contains fewer than 50 cases

Just relying on your sense of the personal qualities of the candidates, and not their party labels, which one of the candidates (ROTATE AND READ OPTIONS #1-2), would you prefer to... (READ AND ROTATE A-E) [IF SOME OTHER CANDIDATE, ASK:] If you had to choose between (READ OPTIONS #1-2)...?

Manage your family finances

POLL 156 / Oct 2005	<u>Corzine</u>	<u>Forrester</u>	<u>Neither (Vol.)</u>	<u>Both (Vol.)</u>	<u>DK/RF (Vol.)</u>	<u>(n)</u>
Likely Voters	43%	23%	18%	3%	13%	638
<u>Party ID</u>						
--Democrat	62%	12%	16%	2%	9%	185
--Republican	25%	40%	19%	5%	12%	162
--Independent	42%	24%	17%	4%	13%	215
<u>Gender</u>						
--Male	44%	24%	17%	2%	13%	309
--Female	41%	23%	18%	4%	14%	329
<u>Race</u>						
--White	41%	26%	18%	4%	12%	501
--Nonwhite	48%	15%	18%	2%	18%	103
<u>Age</u>						
--18-29	***	***	***	***	***	***
--30-49	45%	23%	16%	3%	14%	243
--50-64	43%	25%	18%	4%	10%	201
--65+	37%	23%	20%	4%	16%	135
<u>Education</u>						
--High school and below	38%	21%	20%	4%	17%	161
--Some college and above	46%	25%	16%	3%	11%	458
<u>Region of State</u>						
--North	41%	26%	16%	4%	12%	239
--Central	48%	21%	14%	2%	14%	201
--South	41%	24%	23%	3%	9%	162

*** Subgroup contains fewer than 50 cases

Just relying on your sense of the personal qualities of the candidates, and not their party labels, which one of the candidates (ROTATE AND READ OPTIONS #1-2), would you prefer to... (READ AND ROTATE A-E) [IF SOME OTHER CANDIDATE, ASK:] If you had to choose between (READ OPTIONS #1-2)...?

Join you at a sports or entertainment event

POLL 156 / Oct 2005	<u>Corzine</u>	<u>Forrester</u>	<u>Neither (Vol.)</u>	<u>Both (Vol.)</u>	<u>DK/RF (Vol.)</u>	<u>(n)</u>
Likely Voters	32%	27%	19%	5%	17%	638
<u>Party ID</u>						
--Democrat	54%	14%	15%	3%	15%	185
--Republican	15%	52%	16%	3%	13%	162
--Independent	29%	26%	22%	5%	18%	215
<u>Gender</u>						
--Male	30%	28%	20%	6%	17%	309
--Female	35%	26%	18%	4%	17%	329
<u>Race</u>						
--White	28%	32%	18%	5%	18%	501
--Nonwhite	47%	15%	20%	4%	15%	103
<u>Age</u>						
--18-29	***	***	***	***	***	***
--30-49	35%	25%	20%	4%	17%	243
--50-64	29%	32%	21%	5%	14%	201
--65+	26%	29%	15%	9%	21%	135
<u>Education</u>						
--High school and below	26%	31%	17%	6%	21%	161
--Some college and above	36%	25%	20%	4%	15%	458
<u>Region of State</u>						
--North	34%	28%	19%	5%	14%	239
--Central	35%	26%	16%	5%	18%	201
--South	26%	29%	23%	4%	17%	162

*** Subgroup contains fewer than 50 cases