The Star-Ledger/Eagleton-Rutgers Poll

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RELEASE INFORMATION

A story based on the survey findings presented in this release and background memo will appear in Sunday's *Star-Ledger*. Other newspapers may also use this information in their Sunday editions. Electronic media may release after 5:00 P.M. Saturday, May 23, 1992. We ask users to properly attribute this copyrighted information to "*The Star-Ledger*/Eagleton Poll."

NEW JERSEYANS FAVOR BUSH IN GENERAL ELECTION;

MANY DISSATISFIED WITH PRESIDENTIAL CANDIDATES

In a three-candidate race for the November presidential election, 42 percent of New Jerseyans say they would vote for George Bush, 24 percent for Bill Clinton, and 22 percent for Ross Perot. If Perot is not on the ballot, 54 percent of state residents say they would vote for Bush and 34 percent would cast their ballot for Clinton.

A *Star-Ledger*/Eagleton Poll conducted from April 23 to April 30, 1992 with 800 state residents by telephone shows that two-thirds of New Jerseyans are dissatisfied with the current field of candidates in the presidential race. The only candidate obtaining a favorable impression from a majority (54%) of state residents is President Bush. One-third have a favorable impression of Governor Clinton, and about half of residents do not yet have an impression of Perot.

The poll also shows that about three-in-five New Jerseyans think that Senator Bill Bradley would make either an excellent or good vice presidential candidate for the Democratic Party. About two-thirds of residents say that the presence of Bradley on the Democratic ticket will have no influence on how they vote, while about one-quarter say they would be more likely to vote Democratic if Bradley were on the ticket.

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ATTENTION RADIO STATIONS:

Audio is available after 5:00 P.M. on Saturday, May 23, 1992, from (908)932-3605 (Rutgers Feature Phone).

AN EARLY READING ON VOTE INTENTIONS

With fully six months to go before the general election for president, George Bush, in a head to head match-up with Arkansas Governor Bill Clinton, enjoys a 20 percentage point lead in New Jersey — 54 percent to 34 percent. If Ross Perot is a candidate, Bush looses 12 points and Clinton looses 10 points, resulting in 42 percent saying they would vote for Bush, 24 percent for Clinton, and 22 percent for Perot.

Registered voters are similar to all New Jersey adults in their vote intentions. In a three-candidate race, 43 percent of registered voters say they would vote for Bush, 24 percent for Perot, and 23 percent for Clinton. In a race between Bush and Clinton, 55 percent would vote for Bush and 34 percent for Clinton.

In the three-candidate race, three-quarters (74%) of Republicans say they would vote for Bush, 14 percent for Perot, and only 6 percent for Clinton. Among Democrats, however, less than half (47%) say they will vote for Clinton, one-quarter (23%) for Bush, and one-in-five (18%) for Perot. The plurality (37%) of independents say they will vote for Bush with about one-third (32%) favoring Perot, and one-in-five supporting Clinton.

Associate Poll Director Ken Dautrich commented, "Bush's key strength in New Jersey is his strong partisan appeal. Few Republicans say they'll cross party lines while less than half of Democrats say they'll vote for Clinton."

IMPRESSIONS OF THE CANDIDATES

The survey asked residents how they feel about the candidates who will appear on the Republican and Democratic primary ballots as well as how they feel about possible third-party candidate Perot. Among these six candidates, only President Bush is viewed favorably by more than half (54%) of state residents. Forty-two percent view Bush unfavorably.

The only other candidate whose favorability rating (29%) exceeds his unfavorability rating (23%) is Perot. However, fully 48 percent had no impression of Perot at the time of the survey.

One-third (32%) of state residents have a favorable impression of Clinton, while more than half (55%) have an unfavorable impression of the leading Democratic contender. Paul Tsongas, who has taken himself off the list of active candidates even though his name will still appear on the New Jersey Democratic primary ballot, obtains a 33 percent favorable and 40 percent unfavorable rating.

About three-in-ten (29%) hold a favorable view of Jerry Brown and 53 percent have a unfavorable impression of the former California governor. Finally, one-in-five (22%) have a favorable impression of Pat Buchanan while 55 percent have an unfavorable impression of him.

"A big wild card in this election is Perot. Right now he pulls about as many votes from Bush as from Clinton, taking about 10 points from each." Dautrich continued, "And while more than a fifth of New Jerseyans say they'd vote for him if the election were today, about half don't even have a general impression of him."

DISSATISFACTION WITH HOST OF CANDIDATES

Two-thirds of New Jerseyans say they are either "very" (27%) or "somewhat" (41%) dissatisfied with the field of candidates running for president this year. One-quarter report being "somewhat" satisfied, and only 5 percent are "very" satisfied with the candidates. Registered voters are more likely than those not registered to be dissatisfied with the candidates by a margin of 72 percent to 57 percent.

BRADLEY AS VICE PRESIDENTIAL CANDIDATE

More than half of New Jerseyans say that Senator Bill Bradley would make an "excellent" (19%) or "good" (37%) choice as the vice presidential candidate for the Democratic Party in the presidential election, while two-in-five feel he would make an "only fair" (26%) or "poor" (13%) choice. Feelings about Bradley as a vice presidential candidate cut strongly along partisan lines. Seven-in-ten Democrats say he would make an "excellent" or "good" choice, compared to 57 percent of independents and 44 percent of Republicans.

Nearly two-thirds (64%) of New Jersey adults say that having Bradley on the ticket would make no difference on how they would vote for president in November. About one-quarter (23%) say that Bradley's candidacy would make them more likely to vote for the Democratic ticket, and 8 percent say that they would be less likely to vote for the Democratic ticket if Bradley were on it.

Democrats are more likely to be influenced if Bradley is on the ticket. Thirty-six percent of Democrats say they would be more likely to vote Democratic in the general election if Bradley is on the ticket, compared to 23 percent of independents and 10 percent of Republicans.

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BACKGROUND MEMO — RELEASE SL/EP38-4 (EP88-4), SUNDAY, MAY 24, 1992

The latest *Star-Ledger*/Eagleton Poll was conducted between April 23 and April 30, 1992, when a random sample of 800 New Jerseyans, 18 years and older, was interviewed by telephone. Figures based on this sample size are subject to a sampling error of about ±3.5 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.

"I'd like to get your general impression of the presidential candidates. For each name I read, please tell me if your general impression of him is favorable or unfavorable. If you don't have an opinion on a candidate, just say so.

First, is your general impression of (START AT DESIGNATED POINT) favorable or unfavorable? [PROBE: Would that be very or somewhat (favorable/unfavorable)]?" [Q.9]

	Very <u>Favorable</u>	Somewhat <u>Favorable</u>	Somewhat <u>Unfavorable</u>	Very <u>Unfavorable</u>	Don't <u>Know</u>	<u>Total</u>	<u>(n)</u>
George Bush							
April, 1992	23%	31%	18%	24%	4%	100%	(800)
<u>Party</u>							
~~Democrat	14	19	23	42	2	100	(220)
~~Independent	18	35	18	26	3	100	(314)
Republican	42	36	12	6	5	101	(237)
Registered to Vote							
Registered	23	33	18	24	3	101	(623)
~~Not registered	25	25	16	24	9	99	(175)
Paul Tsongas							
April, 1992	8	25	21	19	27	100	(800)
Party							
~~Democrat	12	19	23	21	25	100	(220)
~~Independent	8	28	17	18	29	100	(313)
Republican	5	26	24	23	22	100	(237)
Registered to Vote							
Registered	10	27	20	18	26	101	(623)
Not registered	3	22	23	22	30	100	(174)

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(Continued from previous page.)	Very	Somewhat	Somewhat	Very	Don't		
	<u>Favorable</u>	<u>Favorable</u>	<u>Unfavorable</u>	<u>Unfavorable</u>	Know	<u>Total</u>	<u>(n)</u>
Bill Clinton							
April, 1992	11	21	24	31	13	100	(800)
<u>Party ID</u>							
~~Democrat	21	23	23	20	12	99	(220)
~-Independent	9	25	21	31	14	100	(314)
~~Republican	4	11	29	47	9	100	(237)
Registered to Vote							
~~Registered	12	21	25	33	9	100	(623)
Not registered	10	22	21	26	22	101	(175)
H. Ross Perot							
April, 1992	12	17	11	12	48	100	(800)
<u>Party</u>							
Democrat	8	18	13	16	45	100	(220)
~~Independent	16	17	8	9	51	101	(314)
Republican	10	18	14	14	45	101	(237)
Registered to Vote							
Registered	14	17	12	14	44	101	(623)
Not registered	7	18	7	8	60	100	(175)
Jerry Brown							
April, 1992	7	22	25	28	17	99	(800)
<u>Party</u>							
~~Democrat	9	26	27	24	14	100	(220)
~-Independent	9	22	23	27	19	100	(314)
Republican	4	18	27	34	16	99	(237)
Registered to Vote							
Registered	6	22	28	30	14	100	(623)
Not registered	11	22	18	21	27	99	(175)
Patrick Buchanan							
April, 1992	6	16	23	32	23	100	(800)
<u>Party</u>							
~~Democrat	6	17	20	36	21	100	(220)
Independent	6	14	22	33	24	99	(314)
Republican	5	19	28	30	18	100	(237)
Registered to Vote							
Registered	5	16	23	34	21	99	(623)

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~~Not registered 6 17 22 26 29 100 (174)

"If next fall's presidential election was between George Bush, the Republican, and Bill Clinton, the Democrat, who would you vote for?" [Q.10A]

	<u>Bush</u>	<u>Clinton</u>	Other/ <u>Don't Know</u>	Won't <u>Vote</u>	<u>Total</u>	<u>(n)</u>
April, 1992	54%	34%	7%	5%	100%	(800)
Party ID						
~~Democrat	26	64	5	5	100	(220)
~~Independent	52	30	11	6	99	(314)
Republican	87	8	1	3	99	(237)
Registered to Vote						
~~Registered	55	34	8	4	101	(623)
~~Not Registered	51	36	3	9	99	(175)

"If next fall's presidential election was between George Bush, the Republican, Bill Clinton, the Democrat, and H. Ross Perot, a third party candidate, who would you vote for?" [Q.10B]

	<u>Bush</u>	<u>Clinton</u>	<u>Perot</u>	Other/ Don't Know	Won't <u>Vote</u>	<u>Total</u>	<u>(n)</u>
April, 1992	42%	24%	22%	8%	3%	99%	(800)
Party ID							
~~Democrat	23	47	18	9	2	99	(220)
~~Independent	37	20	32	8	3	100	(314)
Republican	74	6	14	5	1	100	(237)
Registered to Vote							
~~Registered	43	23	24	8	2	100	(623)
~~Not Registered	40	29	18	8	5	100	(175)

"If next fall's presidential election was between George Bush, the Republican, and Jerry Brown, the Democrat, who would you vote for?" [Q.11A]

	<u>Bush</u>	<u>Brown</u>	Other/ Don't Know	Won't <u>Vote</u>	<u>Total</u>	<u>(n)</u>
April, 1992	58%	29%	6%	7%	100%	(800)
<u>Party ID</u>						
~~Democrat	34	53	3	9	99	(220)
~-Independent	56	27	9	8	100	(314)
Republican	88	9	2	1	100	(237)
Registered to Vote						
Registered	59	28	8	6	101	(623)
~~Not Registered	56	33	2	9	100	(175)

"If next fall's presidential election was between George Bush, the Republican, Jerry Brown, the Democrat, and H. Ross Perot, a third party candidate, who would you vote for?" [Q.11B]

	<u>Bush</u>	<u>Brown</u>	<u>Perot</u>	Other/ <u>Don't Know</u>	Won't <u>Vote</u>	<u>Total</u>	<u>(n)</u>
April, 1992	46%	17%	23%	10%	4%	100%	(800)
Party ID							
~~Democrat	29	38	19	10	5	101	(220)
~~Independent	41	12	32	10	5	100	(314)
Republican	75	5	15	5	~~	100	(237)
Registered to Vote							
~~Registered	47	17	23	10	2	99	(623)
~~Not Registered	46	16	22	7	9	100	(175)

"Overall, how satisfied are you with the current field of candidates running for president this year -- very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?" [Q.12]

	Very <u>Satisfied</u>	Somewhat Satisfied	Somewhat <u>Dissatisfied</u>	Very <u>Dissatisfied</u>	Don't <u>Know</u>	<u>Total</u>	<u>(n)</u>
April, 1992	5%	25%	41%	27%	2%	100%	(800)
Party ID							
Democrat	8	30	36	25	1	100	(220)
Independent	2	23	42	32	2	101	(314)
~~Republican	6	23	45	25	1	100	(238)
Registered to Vote							
Registered	4	23	42	30	1	100	(624)
~~Not Registered	5	33	37	20	5	100	(175)

"Senator Bill Bradley of New Jersey has been mentioned as a possible vice presidential candidate for the Democratic Party. Do you think Senator Bradley would be an excellent, good, only fair, or poor choice as a candidate for Vice President?" [Q.13]

	Excellent	Good	Only <u>Fair</u>	<u>Poor</u>	Depends/ Don't Know	<u>Total</u>	<u>(n)</u>
April, 1992	19%	37%	26%	13%	5%	100%	(800)
Party ID							
~~Democrat	34	37	20	7	2	100	(220)
~~Independent	16	41	24	14	5	100	(314)
Republican	12	32	35	16	5	100	(238)
Registered to Vote							
~~Registered	20	36	24	15	4	99	(624)
~~Not Registered	17	38	30	8	7	100	(175)

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"If Senator Bill Bradley is the Democratic Party's candidate for Vice President, will this make you more or less likely to vote for the Democratic ticket, or won't it make any difference?" [Q.14]

	More	Less	Makes No	Depends On Who Presidential	Don't		
	<u>Likely</u>	<u>Likely</u>	<u>Difference</u>	Candidate Is	<u>Know</u>	<u>Total</u>	<u>(n)</u>
April, 1992	23%	8%	64%	2%	3%	100%	(800)
<u>Party ID</u>							
~~Democrat	36	2	56	1	5	100	(220)
~~Independent	23	6	67	2	2	100	(314)
Republican	10	17	70	3	1	101	(238)
Registered to Vote							
Registered	23	8	64	2	3	100	(624)
~~Not Registered	21	9	65	1	4	100	(175)