

The Star-Ledger/Eagleton-Rutgers Poll

EMBARGOED — NOT FOR RELEASE UNTIL: SUNDAY, NOVEMBER 1, 1992

All of the percentages in this release are based on "likely voters" — New Jersey residents who report they are currently registered to vote and say that they are probably or definitely going to vote. In addition, some results that will be specifically noted are reported for "probable voters" — likely voters who have the greatest probability of actually voting on Election Day and who have had undecided voters assigned to a vote choice.

RELEASE: SL/EP 41-1 (EP 91-1)

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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, October 31, 1992. We ask users to properly attribute this copyrighted information to "*The Star-Ledger/Eagleton Poll*."

CLINTON LEADS IN NEW JERSEY

In the closing days of the election, it appears that Democrat challenger Bill Clinton will receive more votes from New Jersey voters than the incumbent President George Bush. However, the size of Clinton's margin of victory will depend on who actually votes on November 3. Likely New Jersey voters give Democrat Bill Clinton a 12 point lead over Republican incumbent George Bush — 42 to 30 percent — while Ross Perot has support from 18 percent and 9 percent remain undecided. However, the margin between the candidates declines to 8 points among those voters who have the highest probability of voting — Clinton 45 percent, Bush 37 percent and Perot 17 percent. In addition, at this time, the campaign momentum favors George Bush.

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ATTENTION RADIO STATIONS:

Audio is available after 5:00 P.M. on Saturday, October 31, 1992, from (908)932-3605 (Rutgers Feature Phone).

The latest *Star-Ledger/Eagleton* Poll was conducted by telephone with a random sample of 801 likely voters in two waves between October 23 and 29. The poll also shows that even at this late date there are still many voters who are indecisive about their choice for President.

VOTE CHOICE

Among likely voters, Governor Bill Clinton currently gets 42 percent of the votes compared to 30 percent who prefer President George Bush, and 18 percent who pick Perot. Nine percent report that they have not yet decided who they would vote for. These results are about the same as a mid-October poll that gave Clinton 44 percent, Bush 31 percent, Perot 17 percent, and showed 8 percent undecided.

The poll also shows changes between the two waves of interviewing. George Bush gains 10 percentage points from 25 percent to 35 percent and Ross Perot declines 8 points from 22 to 14 percent, while the support for Clinton stays about the same — (Wave 1 - 42%; Wave 2 - 43%).

Poll Director Janice Ballou noted, "The increase in the Bush support during the past week is at the expense of Ross Perot. George Bush has been more aggressive as a campaigner, and Perot's discussion of additional reasons for withdrawing from the race earlier this year may also have contributed to the changes. This may be an indicator of increased momentum for Bush in the closing days of the campaign."

Clinton receives much stronger partisan support than George Bush. While 87 percent of the Democrats support Clinton, 67 percent of the Republicans choose Bush. Clinton leads among independent voters with 35 percent compared to 29 percent who pick Perot and 25 percent Bush.

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At this time, males are more likely to vote for Clinton (39%) than Bush (31%) or Perot (22%). Women are also more likely to say they will vote for Clinton (45%) than Bush (29%), but fewer women than men support Perot (14%). At this time women are also more likely to be undecided by a margin of 12 to 8 percent.

The margin between Clinton and Bush is about 12 percentage points for all age groups. However, younger voters (25%) are more likely to say they will vote for Perot than those who are middle age (17%) or those 50 years old and older (15%).

PROBABLE VOTERS

The poll also estimated the vote choice based on those who have the highest probability of voting in the election and assigned undecided voters to a candidate. These probable voters also select Clinton, however the margin between the candidates narrows to 8 percentage points. Clinton receives 45 percent, Bush 37 percent and Perot has 17 percent.

THE POTENTIAL FOR CHANGE

Even at this point in the election 9 percent of the voters say they have not decided on a candidate. In addition, about 1-in-5 voters who select a candidate say they might change their mind before election day. Current Perot supporters are the most likely to say they will change — 38 percent compared to 17 percent of the Clinton supporters and 17 percent of those who now pick Bush. Also, 11 percent who do not currently support Clinton say they might vote for him; 12 percent who do not currently pick Bush say they might select the President; and 18 percent who do not currently support him say they might vote for Perot.

IMPRESSIONS OF THE CANDIDATES

More voters have a favorable impression of the Democratic contender Bill Clinton (51%) and Ross Perot (50%) than they do of incumbent George Bush (40%). Comparing the three Vice-Presidential candidates, Clinton's running mate Al Gore receives favorable ratings from 56 percent of the state's registered voters while Dan Quayle gets 34 percent and James Stockdale is at 18 percent. Overall, these ratings are similar to those in the mid-October survey.

THE CONGRESSIONAL ELECTION

On an overall statewide basis, more likely voters say they will vote for Democrats (41%) than Republicans (35%) in Tuesday's congressional races. Twenty-three percent have not yet decided who they will vote for. In September, 44 percent said they would vote for Democrats and 31 percent selected Republicans. Clinton supporters (71%) are more likely to say they will vote for Democrats, and by about the same percentage, Bush voters (73%) select Republican congressional candidates. Those who pick Perot are more likely to select Republicans (42%) than Democrats (28%).

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BACKGROUND MEMO — RELEASE SL/EP41-1 (EP91-1), SUNDAY, NOVEMBER 1, 1992

The latest *Star-Ledger*/Eagleton Poll was conducted in two waves. Wave 1 was conducted with 401 likely voters between October 23 and 25, 1992; Wave 2 was conducted with 400 likely voters between October 25 and 29, 1992. New Jerseyans, 18 years and older, who reported being registered and say they would "definitely" or "probably" vote in November's election were interviewed by telephone. The figures in this release are based on the sample size of 801 likely voters and are subject to a sampling error of about ± 3.5 percent, results from the individual samples of 400 have a sampling error of about ± 5 percentage points. In addition, some results are presented for 580 "probable voters." These are likely voters who have the greatest probability of actually voting on election day. The sampling error for this group is about ± 4 percentage points. 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.

"How much interest do you have in this election--a lot, some, a little or none at all?" [Q.3]

	<u>A</u> <u>Lot</u>	<u>Some</u>	<u>Little/</u> <u>None</u>	<u>Don't</u> <u>Know</u>	<u>Total</u>	<u>(n)</u>
Late October, 1992						
--Likely Voters	79%	15%	6%	1%	101%	(801)
<u>PAST SURVEYS</u>						
Mid-October, 1992						
--Likely Voters	77	17	6	--	100	(801)
September, 1992						
--Likely Voters	67	23	8	2	100	(650)
November, 1988						
--Likely Voters	65	27	7	1	100	(963)
September, 1988						
--Likely Voters	48	33	18	1	100	(505)
October, 1984*						
--Likely Voters	76	20	3	1	100	(850)

*In October, 1984 the following question was asked: "How much interest do you have in this Presidential election-- a lot, some, a little, or none at all?"

"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.4]

	<u>Very Favorable</u>	<u>Somewhat Favorable</u>	<u>Somewhat Unfavorable</u>	<u>Very Unfavorable</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
<u>BUSH</u>							
Late October, 1992							
--Likely Voters	18%	22%	21%	34%	6%	101%	(801)
<u>PAST SURVEYS</u>							
Mid-October, 1992							
--Likely Voters	17	25	19	32	7	100	(801)
September, 1992							
--Likely Voters	18	28	20	30	4	100	(650)
November, 1988							
--Likely Voters	27	30	14	21	8	100	(963)
<u>CLINTON</u>							
Late October, 1992							
--Likely Voters	25	26	15	28	6	100	(801)
<u>PAST SURVEYS</u>							
Mid-October, 1992							
--Likely Voters	24	30	17	24	6	101	(801)
September, 1992							
--Likely Voters	21	34	20	17	8	100	(650)
November, 1988							
--Likely Voters (Dukakis)	16	25	23	27	9	100	(963)
<u>PEROT</u>							
Late October, 1992							
--Likely Voters	16	34	19	17	14	100	(800)
<u>PAST SURVEYS</u>							
Mid-October, 1992							
--Likely Voters	16	33	19	17	15	100	(800)
<u>GORE</u>							
Late October, 1992							
--Likely Voters	26	30	15	16	12	99	(801)
<u>PAST SURVEYS</u>							
Mid-October, 1992							
--Likely Voters	27	30	13	16	15	101	(801)
September, 1992							
--Likely Voters	25	32	13	8	22	100	(650)

(Q.4 continued)

	<u>Very Favorable</u>	<u>Somewhat Favorable</u>	<u>Somewhat Unfavorable</u>	<u>Very Unfavorable</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
<u>QUAYLE</u>							
Late October, 1992							
--Likely Voters	13%	21%	21%	36%	9%	100%	(801)
<u>PAST SURVEYS</u>							
Mid-October, 1992							
--Likely Voters	10	24	22	35	11	102	(801)
September, 1992							
--Likely Voters	10	26	23	32	9	100	(650)
<u>STOCKDALE</u>							
Late October, 1992							
--Likely Voters	4%	14%	23%	26%	33%	100%	(801)
<u>PAST SURVEYS</u>							
Mid-October, 1992							
--Likely Voters	4	14	20	24	38	100	(801)

"If the election for President were held today and you had to choose between Bill Clinton, the Democrat; George Bush, the Republican; and Ross Perot, the independent, who would you vote for? (IF RESPONDENT SAYS "OTHER," PROBE: 'But, if you had to choose only between Clinton, Bush, and Perot who would you vote for?)" [Q.5]

	<u>Clinton</u>	<u>Bush</u>	<u>Perot</u>	<u>Undecided</u>	<u>Total</u>	<u>(n)</u>
Late October, 1992						
--Likely Voters-Total	42%	30%	18%	9%	99%	(801)
WAVE 1	42	25	22	11	100	(400)
WAVE 2	43	35	14	9	101	(401)
Probable Voters	45	37	17	--	99	(580)
<u>Party ID</u>						
--Democrat	87	4	4	5	100	(229)
--Independent	35	25	29	10	99	(329)
--Republican	10	67	14	10	101	(215)
<u>Age</u>						
--18 - 29	38	27	25	9	99	(121)
--30 - 49	43	31	17	9	100	(335)
--50 and older	43	31	15	10	99	(326)
<u>Race</u>						
--white	38	32	20	9	99	(654)
--non-white	64	18	8	9	99	(127)
<u>Gender</u>						
--male	39	31	22	8	100	(401)
--female	45	29	14	12	100	(400)
<u>Male</u>						
--Democrat	86	6	5	3	100	(98)
--Independent	34	23	35	8	100	(177)
--Republican	9	67	15	9	100	(117)

(Q.5 continued)

	<u>Clinton</u>	<u>Bush</u>	<u>Perot</u>	<u>Undecided</u>	<u>Total</u>	<u>(n)</u>
<i>Female</i>						
--Democrat	88%	3%	3%	6%	100%	(131)
--Independent	36	28	23	13	100	(152)
--Republican	11	66	13	10	100	(98)
<i>Income</i>						
--Under \$20,000	51	30	10	9	100	(106)
--\$20,001 - \$30,000	53	28	15	5	101	(86)
--\$30,001 - \$50,000	42	30	22	7	101	(219)
--Over \$50,000	40	31	18	11	100	(287)
<i>1988 Vote</i>						
Bush	24	47	19	11	101	(412)
Dukakis	78	5	10	7	99	(236)
<i>1984 Vote</i>						
Reagan	25	46	19	10	100	(380)
Mondale	79	3	10	7	99	(199)

PAST SURVEYS

Mid-October, 1992						
--Likely Voters-Total	44	31	17	8	100	(801)
WAVE 1	45	31	15	9	100	(401)
WAVE 2	42	31	19	6	98	(400)
September, 1992*						
--Likely Voters	46	38	11	6	101	(650)
April, 1992	34	55	8	4	101	(623)
November, 1988						
--Likely Voters	35 **	54	1 ***	10	100	(963)

If undecided: "Do you lean more towards Clinton, more towards Bush, or more towards Perot?" [Q.7]

	<u>Leans Clinton</u>	<u>Leans Bush</u>	<u>Leans Perot</u>	<u>Neither</u>	<u>Total</u>	<u>(n)</u>
Late October, 1992						
--Likely Voters	17%	27%	14%	42%	100%	(79)

PAST SURVEYS

Mid-October, 1992						
--Likely Voters	31	25	12	32	100	(62)

*In September the question was introduced with the following wording: "Even though Ross Perot stopped campaigning for president, his name will be on the ballot and you can vote for him."

**Percentage who say they would vote for Dukakis.

***Percentage who say they would vote for "other" candidate.

"Are you very sure about your choice or do you think you might change your mind before election day?" [Q.6A]

	<u>Sure About Choice</u>	<u>Might Change Mind/ Don't Know</u>	<u>Total</u>	<u>(n)</u>
Late October, 1992				
--Likely Voters	79%	21%	100%	(722)
<i>Vote Choice</i>				
--Clinton	83	17	100	(346)
--Bush	83	17	100	(248)
--Perot	62	38	100	(128)
<i>Party ID</i>				
--Democrat	88	12	100	(219)
--Independent	70	30	100	(293)
--Republican	82	18	100	(194)

PAST SURVEYS

Mid-October, 1992				
--Likely Voters	72	28	100	(736)

Combined Q.5, Q.6a, Q.7

	<u>Firm Clinton</u>	<u>Soft Clinton</u>	<u>Lean Clinton</u>	<u>Firm Bush</u>	<u>Soft Bush</u>	<u>Lean Bush</u>	<u>Firm Perot</u>	<u>Soft Perot</u>	<u>Lean Perot</u>	<u>Undecided</u>	<u>Total</u>	<u>(n)</u>
Late October, 1992												
--Likely Voters	35%	7%	2%	25%	5%	3%	11%	7%	1%	4%	100%	(798)

PAST SURVEYS

Mid-October, 1992												
--Likely Voters	33	11	2	24	7	2	9	8	1	4	99	(798)

Combined Q.5, Q.6a, Q.7, Q.8b-d

	<u>Clinton</u>				<u>Bush</u>				<u>Perot</u>				<u>Undecided</u>	<u>Total</u>	<u>(n)</u>	
	<u>Not Others</u>	<u>Firm</u>	<u>Soft</u>	<u>Lean</u>	<u>Not Others</u>	<u>Firm</u>	<u>Soft</u>	<u>Lean</u>	<u>Not Others</u>	<u>Firm</u>	<u>Soft</u>	<u>Lean</u>				
Late October, 1992																
--Likely Voters	29%	7%	7%	1%	21%	5%	4%	2%	7%	4%	7%	1%	4%	99%	(798)	

"When did you decide who you would vote for--in the last few days, in the last couple weeks, in the last month or two, or did you know all along?" [Q.6b]

	<u>Last Few Days</u>	<u>Last Couple Weeks</u>	<u>Last Month or Two</u>	<u>Knew All Along</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
Late October, 1992							
--Likely Voters	10%	23%	29%	36%	2%	100%	(720)
<u>Vote Choice</u>							
--Clinton	8	21	37	32	2	100	(345)
--Bush	9	12	24	54	2	101	(248)
--Perot	19	46	21	13	1	100	(127)

PAST SURVEYS

Mid-October, 1992

--Likely Voters	13	19	28	37	2	99	(735)
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"Would you say you are voting more for (CANDIDATE NAMED IN Q.5 OR Q.7) or more against the other candidates?" [Q.8A]

	<u>More For</u>	<u>More Against</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
Late October, 1992					
--Likely Voters	57%	38%	6%	101%	(762)
<u>Vote Choice</u>					
--Clinton	52	41	7	100	(344)
--Bush	61	36	3	100	(248)
--Perot	65	32	3	100	(128)
<u>Party ID</u>					
--Democrat	59	35	6	100	(223)
--Independent	49	45	6	100	(310)
--Republican	68	30	2	100	(207)
<u>PAST SURVEYS</u>					
Mid-October, 1992					
--Likely Voters	50	44	5	99	(772)

"Is there any chance you might vote for (NAME OF EACH CANDIDATE NOT SELECTED AS VOTE CHOICE), or have you decided that you will definitely not vote for him no matter what else happens in the campaign?" [Q.8B-Q.8D]

	<u>Is A Chance I I Might Vote For Him</u>	<u>Definitely Will Not Vote For Him</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
BUSH					
--Late October, 1992	18%	79%	3%	100%	(497)
--Mid-October, 1992	23	74	3	100	(509)
CLINTON					
--Late October, 1992	21	77	2	100	(407)
--Mid-October, 1992	25	71	4	100	(406)
PEROT					
--Late October, 1992	23	76	1	100	(625)
--Mid-October, 1992	26	71	3	100	(638)

Combination of Q.5, Q.7, and Q.8B - Q.8D.

Bush Bush Bush Bush Bush Don't

	<u>Firm</u>	<u>Might Change</u>	<u>Lean</u>	<u>Might Vote</u>	<u>Definitely Not Vote</u>	<u>Know</u>	<u>Total</u>	<u>(n)</u>
Late October, 1992								
--Likely Voters	25%	5%	3%	12%	50%	6%	101%	(801)

Vote Choice

--Clinton	--	--	--	10	88	2	100	(346)
--Bush	83	17	--	--	--	--	100	(248)
--Perot	--	--	--	33	65	2	100	(128)
--Undecided	--	--	27	16	10	47	99	(76)

PAST SURVEYS

Mid-October, 1992

--Likely Voters	24	7	2	15	48	5	101	(801)
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	<u>Clinton Firm</u>	<u>Clinton Might Change</u>	<u>Clinton Lean</u>	<u>Clinton Might Vote</u>	<u>Clinton Definitely Not Vote</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
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Late October, 1992

--Likely Voters	35%	7%	2%	11%	40%	6%	101%	(801)
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Vote Choice

--Clinton	82	17	--	--	--	--	99	(346)
--Bush	--	--	--	11	88	1	100	(248)
--Perot	--	--	--	31	66	3	100	(128)
--Undecided	--	--	17	21	16	46	100	(76)

PAST SURVEYS

Mid-October, 1992

--Likely Voters	33	11	2	13	36	5	100	(801)
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(Combination of Q.5, Q.7, and Q.8B - Q.8D continued)

	<u>Perot Firm</u>	<u>Perot Might Change</u>	<u>Perot Lean</u>	<u>Perot Might Vote</u>	<u>Perot Definitely Not Vote</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
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Late October, 1992

--Likely Voters	11%	7%	1%	18%	58%	6%	101%	(801)
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Vote Choice

--Clinton	--	--	--	21	77	2	100	(346)
--Bush	--	--	--	22	78	1	101	(248)
--Perot	62	38	--	--	--	--	100	(128)
--Undecided	--	--	14	25	18	44	101	(76)

PAST SURVEYS

Mid-October, 1992

--Likely Voters	9	8	1	21	56	5	100	(801)
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"There will be an election for the U.S. House of Representatives in your district in November. If you were voting today, would you vote for the Democratic candidate or the Republican candidate?" [Q.9]

	<u>Democrat</u>	<u>Republican</u>	<u>Other</u>	<u>Undecided</u>	<u>Total</u>	<u>(n)</u>
Late October, 1992						
--Likely Voters	41%	35%	1%	23%	100%	(801)
<i><u>Party ID</u></i>						
--Democrat	82	4	1	13	100	(229)
--Independent	34	31	--	35	100	(329)
--Republican	9	78	--	12	99	(215)
<i><u>Presidential Vote Choice</u></i>						
--Clinton	71	6	--	22	99	(346)
--Bush	11	73	--	15	99	(248)
--Perot	28	42	1	29	100	(128)
<u>PAST SURVEYS</u>						
September, 1992						
--Likely Voters	44	31	1	24	100	(663)
November, 1988						
--Likely Voters	37	39	--	24	100	(963)