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

1993 GUBERNATORIAL RACE:

FLORIO HAS MARGINAL LEAD; WHITMAN HAS FIRMER SUPPORT;

FLORIO MORE WIDELY KNOWN THAN WHITMAN

As the campaign for Governor of New Jersey begins, Democratic incumbent Jim Florio has a slight lead over Christie Whitman, the Republican challenger. If the election for Governor was held today, Florio would receive 48 percent of the vote and Whitman would receive 43 percent. However, at this time the Whitman voters are more committed to their candidate. While 30 percent of the Whitman voters say there is a chance that they would vote for Florio, 45 percent of the Florio voters might switch to Whitman.

The latest *Star Ledger*/Eagleton Poll of 666 registered voters conducted by telephone between June 10 and June 16, shows, not surprisingly, that more registered voters are familiar with Governor Florio than Ms. Whitman.

Looking at the candidates personal characteristics, New Jerseyans feel Whitman is more intelligent than Florio and she would bring better people into government. In comparison, Florio is viewed as more experienced, more competent and as having a clearer vision of the state's future than Whitman.

ATTENTION RADIO STATIONS:

Audio is available after 5:00 P.M. on Sunday, June 20, 1993, from (908)932-3605 (Rutgers Feature Phone).

Janice Ballou, Poll Director, commented, "At the start of the campaign both candidates seem to have an equal chance to be elected Governor. While Whitman starts out with a more loyal base of support; Florio has higher name recognition.

THE RACE FOR GOVERNOR

Governor Jim Florio would receive 48 percent of the vote and Christie Whitman 43 percent if the election for Governor were held today. Nine percent of the registered voters are undecided. As would be expected, the candidates receive strong partisan support with 76 percent of the Democrats supporting Florio while Whitman is the choice of 74 percent of the Republicans. Among the critical group of independent voters, Whitman (47%) leads Florio (40%).

Among those choosing Whitman, 62 percent say they are sure about their choice while 38 percent might change their mind before the election in November. These percentages are similar for Florio with 64 percent feeling sure and 36 percent reporting they might change their mind.

Currently Whitman's support is stronger than Florio's. There are more Florio voters (45%) who say on election day there is a chance that they might vote for Whitman than there are Whitman voters (30%) who feel they might switch to Florio.

Regardless of who they plan to vote for, 47 percent of the voters say they think Florio will win the election, 40 percent say Whitman, and 14 percent are undecided.

Looking at Florio as the incumbent, 44 percent of the voters say he deserves a second term as Governor compared to 46 percent who do not think he should be re-elected. From a partisan perspective, 68 percent of the Democrats say he deserves re-election, 38 percent of the independents, and 16 percent of the Republicans. Among those who voted for the Governor in 1989, 64 percent say he deserves re-election.

KNOWLEDGE AND IMPRESSIONS OF THE CANDIDATES

As the incumbent Governor, Jim Florio is better known among registered voters than Christie Whitman. Seventy-nine percent correctly name Florio as the Democratic candidate compared to 59 percent of registered voters who know that Whitman is the Republican nominee. Republicans (68%) are more likely than independents (61%) or Democrats (49%) to know that she is the candidate. While

all registered voters can either name Florio as the candidate or recognize him when his name is given, 10 percent of registered voters do not even recognize Whitman's name at this time.

In addition, 63 percent of the voters say that they only know Whitman a little (53%) or not at all (10%) while 6 percent feel that they know a lot about her and 30 percent know some. Florio is much better known with 31 percent saying they now a lot about him and 47 percent some, while 21 percent feel they know just a little about the incumbent.

Overall, 44 percent have a favorable impression of Florio, 35 percent have an unfavorable impression, and 21 percent do not have an impression of Florio. In comparison, more voters (57%) either don't have an impression of her (47%) or don't know Whitman (10%) than can assess if they have a favorable (27%) or unfavorable (16%) general impression.

PERSONAL CHARACTERISTICS

Registered voters were asked to identify which of the two candidates they feel are better described by a each of nine different characteristics. Among the nine, Florio receives higher percentages for experience (85% vs. 5%), having a clearer vision of the state's future (46% vs. 32%), and being more competent (44% vs. 32%). Whitman is viewed as being able to bring better people into government (43% vs. 32%) and being more intelligent (28% vs. 23%).

At this time the voters do not see much difference between the candidates when it comes to caring more about people (Florio 38%; Whitman 36%), being more honest (Florio 29%; Whitman 30%), someone they trust more (Florio 40%; Whitman 37%), and having more common sense (Florio 37%; Whitman 35%).

However, 1-in-5 people or more do not yet know how to evaluate the candidates on several of the characteristics such as intelligence (42%), honesty (33%), more common sense (24%), bringing better people into government (22%), being more competent (20%), having a clear vision of the state's future (19%), and caring more about people (18%).

IMPACT OF A WOMAN CANDIDATE

Having the first women candidate for Governor in New Jersey's history has increased interest in the election. Overall, 36 percent of registered voters say that they will be more interested in the election because a woman is running. Democrats (40%) and independents (37%) are more likely than Republicans (28%) to say a woman candidate increases their interest in the campaign. As might be expected, women (43%) are more likely than men (28%) to feel having Whitman in the race will increase their interest.

When it comes to gender giving Whitman a possible advantage over a male candidate who might have run against Florio, a majority of voters (54%) do not think gender makes any difference. However, among those who do feel it makes a difference, 28 percent feel being a woman gives her less of an advantage than a male candidate while 16 percent see it as more of an advantage. Republicans (21%) are more likely to see Whitman's gender as an advantage then Democrats (15%) or independents (16%). On the other hand, independents (33%) and Republicans (29%) are more likely than Democrats (23%) to say being a woman candidate is less of an advantage.

CLIMATE FOR THE ELECTION

Overall, 85 percent of the registered voters say they have a lot (56%) or some (29%) interest in the upcoming election. This is more interest than was expressed before the last New Jersey Gubernatorial election.

As the election campaign begins, a majority of registered voters (53%) feel that things in New Jersey have pretty seriously gotten off on the wrong track while 38 percent say things are going in the right direction. Voters who favor Whitman (81%) are more likely than Florio supporters (26%) to say things are off on the wrong track. Also, Republicans (72%) are more likely than independents (57%) or Democrats (36%) to feel things are off on the wrong track.

The Governor's job performance rating among all New Jerseyans is about the same as in February with 36 percent giving him positive ratings of excellent (8%) or good (28%) and 59 percent rating him only fair (36%) or poor (23%). Among registered voters he has a similar positive (38%) and negative (59%) rating.

BACKGROUND MEMO — RELEASE SL/EP43-1 (EP93-1), SUNDAY, JUNE 20, 1993

The latest *Star-Ledger*/Eagleton Poll was conducted between June 10 and June 16, 1993, when a random sample of 801 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.

"How would you rate the job Jim Florio is doing as Governor--excellent, good, only fair, or poor?" [Q.2]

	Excellent	Good	Only <u>Fair</u>	<u>Poor</u>	Don't <u>Know</u>	<u>Total</u>	<u>(n)</u>
June, 1993 Total Registered Voters	8% 9	28% 29	36% 36	23% 23	5% 3	100% 100	(801) (666)
<u>Party ID</u>							
Democrat	16	44	28	9	3	100	(226)
Independent	8	25	38	27	2	100	(248)
Republican		14	43	39	4	100	(178)
PAST SURVEYS							
February, 1993	6	30	41	19	4	100	(801)
<u>Party ID</u>							
Democrat	9	43	33	9	5	99	(274)
Independent	5	26	44	21	4	100	(299)
Republican	2	18	49	31		100	(202)
September, 1992	4	25	43	22	6	100	(800)
August/September, 1992	4	27	38	26	5	100	(800)
April, 1992	2	22	42	30	4	100	(800)
January, 1992	3	23	35	36	2	99	(800)
September, 1991	3	20	39	34	5	101	(800)
June, 1991	4	20	34	37	6	101	(800)
February, 1991	3	19	35	38	4	99	(800)
September/October, 1990	3	15	33	45	5	101	(800)
July, 1990	4	19	36	32	8	99	(800)
March, 1990	8	34	34	14	10	100	(800)

[&]quot;Generally speaking, would you say things in New Jersey are going in the right direction, or have they pretty seriously gotten off on the wrong track?" [Q.3]

	Right Direction	Wrong Track	Don't Know	<u>Total</u>	<u>(n)</u>
June, 1993 Total	40%	52%	8%	100%	(801)

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Registered Voters	38	53	9	100	(666)
<u>Party ID</u>					
Democrat	54	36	10	100	(226)
Independent	36	57	7	100	(248)
Republican	19	72	9	100	(178)
Vote Choice					
Florio	64	26	10	100	(326)
Undecided	37	46	18	101	(66)
Whitman	14	81	5	100	(306)
PAST SURVEYS*					
February, 1993	48	45	7	100	(801)
<u>Party ID</u>					
Democrat	61	34	5	100	(274)
Independent	42	47	10	99	(299)
Republican	37	59	4	100	(202)
April, 1992	33	60	7	100	(799)
January, 1992	29	62	10	101	(800)
September, 1991	32	63	5	100	(800)
June, 1991	37	55	8	100	(800)
September/October, 1990	19	74	7	100	(800)

[&]quot;How much interest do you have in this election--a lot, some, a little, or none at all?" [Q.6]

	A <u>Lot</u>	Some	A <u>Little</u>	None At All	Don't <u>Know</u>	<u>Total</u>	<u>(n)</u>
June, 1993 Registered Voters	56%	29%	10%	4%	1%	100%	(666)
PAST SURVEYS							
September, 1989 Likely Voters	44	37	14	4	1	100	(707)

[&]quot;Do you know who the (Republican/Democratic) candidate for Governor is?" [Q.10, Q.15] ASKED OF THOSE WHO DID NOT NAME (WHITMAN/FLORIO): "The (Republican/Democratic) candidate is Christine Todd Whitman/Jim Florio)--have you ever heard of (her/him) before?" [Q.11, Q.16]

		Doesn't					
	<u>Names</u>	Recognizes	Recognize	<u>Total</u>	<u>(n)</u>		
JUNE, 1993							

^{*}These results are <u>not</u> for registered voters. They are for the total general public.

WHITMANRegistered Voters	59%	32%	10%	101%	(665)
Party ID					
Democrat	49	36	15	100	(225)
Independent	61	31	9	101	(248)
Republican	68	28	4	100	(178)
FLORIORegistered Voters	79	21		100	(666)
Party ID					
Democrat	75	25		100	(226)
Independent	81	19		100	(248)
Republican	83	16	1	100	(178)

"How much do you think you know about (Christine Todd Whitman/Jim Florio)--a lot, some or just a little?" [Q.12, Q.17]

	A		A	Does Not Know	Don't			
JUNE, 1993	<u>Lot</u>	Some	<u>Little</u>	<u>Candidate</u>	Know	<u>Total</u>	<u>(n)</u>	
WHITMANRegistered Voters	6%	30%	53%	10%	1%	100%	(665)	
FLORIORegistered Voters	31	47	21		1	100	(666)	

"Is your general impression of (Christine Todd Whitman/Jim Florio) favorable or unfavorable, or don't you really have an opinion about (her/him)? Is that very (favorable/unfavorable) or somewhat (favorable/unfavorable)?" [Q.13, Q.18]

						No		
					Doesn't	Opinion/		
	Very	Somewhat	Somewhat	Very	Know	Don't		
	<u>Favorable</u>	<u>Favorable</u>	<u>Unfavorable</u>	<u>Unfavorable</u>	Candidate	Know	<u>Total</u>	<u>(n)</u>
<u>JUNE, 1993</u>								
WHITMANRegistered Voters	8%	19%	9%	7%	10%	47%	100%	664)
<u>Party ID</u>								
Democrat	2	12	11	7	15	52	99	(225)
Independent	10	21	8	8	9	44	100	(248)
Republican	15	28	8	6	4	40	101	(177)
FLORIORegistered Voters	18	26	19	16		21	100	(664)
Party ID								
Democrat	27	38	8	7		20	100	(226)
Independent	16	21	24	18		21	101	(247)
Republican	5	15	29	29	1	22	101	(177)

[&]quot;Do you happen to know what office Whitman now holds? What is it?" [Q.14]

June, 1993 Registered Voters	7%		4%	4%	86%	101%	(620)
	No <u>Office</u>	BPU <u>President</u>	<u>Freeholder</u>	Other Offices	Don't <u>Know</u>	<u>Total</u>	<u>(n)</u>

"Do you happen to know what office Florio now holds? What is it?" [Q.19]

	Governor	Other Offices	Don't <u>Know</u>	<u>Total</u>	<u>(n)</u>
June, 1993 Registered Voters	92%		8%	100%	(665)

"Suppose the election for Governor was held today and you had to choose right now--would you vote for Christine Todd Whitman, the Republican, or Jim Florio, the Democrat?" [Q.22]

	Whitman	<u>Undecided</u>	<u>Florio</u>	<u>Total</u>	<u>(n)</u>
June, 1993 Registered Voters	43%	9%	48%	100%	(642)
Party ID					
Democrat	17	7	76	100	(218)
Independent	47	12	40	99	(238)
Republican	74	7	18	99	(174)
<u>Gender</u>					
Male	43	9	49	101	(315)
Female	43	10	48	101	(327)

Those choosing either Whitman or Florio were asked if they were "very sure about voting for her/him, or might you change you mind before election day?" Of the Whitman voters 62 percent said they were sure and 38 percent said they might change. Sixty-four percent of Florio voters were firm while 36 percent said they might switch.

Undecided voters were asked "at this moment do you lean more towards Whitman, or more towards Florio?" Thirteen percent leaned to Whitman, 29 percent to Florio and the remainder did not state a preference.

With the leaners allocated, and with firmness of preference taken into account, voters displayed the following pattern:

	WHITMAN				<u>FLORIO</u>			
	<u>Firm</u>	Soft	<u>Lean</u>	<u>Undecided</u>	Lean	Soft	<u>Firm</u>	Total (n)
June, 1993 Registered Voters	27%	16%	1%	5%	3%	17%	31%	100% (642)

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Party ID									
Democrat	10	8	1	5	1	21	55	101	(218)
Independent	25	22	1	7	5	17	23	100	(238)
Republican	56	18	3	3	1	13	6	100	(174)

"Is there any chance you might vote for (Christine Todd Whitman/Jim Florio) on election day or have you decided that you will definitely not vote for (her/him) no matter what else happens in the campaign?" [Q.25a/Q.25b]

<u>JUNE, 1993</u>	Is Chance Would <u>Vote For</u>		Definitely Will Not Vote For	Don't <u>Know</u>	<u>Total</u>		<u>(n)</u>
WHITMAN Voters/Might vote for FLORI Registered Voters	FLORIO 30%		59%	11%	100%		(326)
FLORIO Voters/Might vote for WHITMARegistered Voters	AN 45		43	12	100	1	(361)
"Which candidate has (READ ITEM) Florio	or Whitmar	n?" [Q.27]			D!4		
	<u>Florio</u>	Whitman	<u>Depends</u>	Neither	Don't <u>Know</u>	<u>Total</u>	<u>(n)</u>
Clearer vision of the State's future	46%	32%	2%	2%	19%	101%	6 (666)
Cares more about people like you	38	36	2	6	18	101	(666)
More honest	29	30	2	6	33	100	(666)
More competent	44	32	2	3	20	101	(666)
Would bring better people into government	32	43	2	2	22	101	(666)
Is more experienced	85	5	1	1	9	101	(666)
Is more intelligent	23	28	3	4	42	100	(666)
Trust more	40	37	1	8	15	101	(666)
Has more common sense	37	35	3	2	24	101	(666)

[&]quot;Do you think you will be more interested in the election, less interested in the election, or about as interested because there is a woman candidate?" [Q.28]

	More	Less	About The Same	Don't <u>Know</u>	<u>Total</u>	<u>(n)</u>
June, 1993 Registered Voters	36%	2%	60%	2%	100%	(666)
Party ID						
Democrat	40	3	56	1	100	(226)
Independent	37		61	2	100	(248)
Republican	28	1	66	5	100	(178)
<u>Gender</u>						
Male	28	1	68	3	100	(330)

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--Female 43 2 53 2 100 (336)

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"And, do you think because Christine Todd Whitman is a woman she will have more of an advantage, less of an advantage, or have about the same advantage as any male candidate running against Jim Florio?" [Q.29]

	More Of An <u>Advantage</u>	Less Of An <u>Advantage</u>	About The Same	Don't <u>Know</u>	<u>Total</u>	<u>(n)</u>
June, 1993 Registered Voters	16%	28%	54%	2%	100%	%(666)
Party ID						
Democrat	15	23	59	3	100	(226)
Independent	16	33	50	1	100	(248)
Republican	21	29	50	1	101	(178)
<u>Gender</u>						
Male	18	24	57		99	(330)
Female	15	32	51		98	(336)

"Do you think Jim Florio deserves to be re-elected to a second term as governor, or not?" [Q.30]

June, 1993	Yes, Deserves <u>Re-election</u>	No, Does Not Deserve <u>Re-election</u>	<u>Depends</u>	Don't <u>Know</u>	<u>Total</u>	<u>(n)</u>
<u>Voter Registration Status</u> Registered Voters	44%	46%	3%	7%	100%	(666)
Party ID						
Democrat	68	23	3	7	101	(226)
Independent	38	53	2	7	100	(248)
Republican	16	73	2	9	100	(178)
Past Vote						
Florio	64	29	3	5	101	(330)
Courter	9	83	3	4	99	(145)
Vote Choice						
Whitman	4	93	1	2	100	(278)
Undecided	26	27	14	34	101	(61)
Florio	86	8	2	5	101	(303)

PAST SURVEYS

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*February, 1993 Total	38	51	3	8	100	(801)
Registered Voters	40	52	2	6	100	(687)
<u>Party ID</u>						
Democrat	56	33	2	8	99	(274)
Independent	34	55	4	7	100	(299)
Republican	18	75	2	5	100	(202)

"Regardless of who you plan to vote for, who do you think will win the election for Governor?" [Q.33]

	Don't								
	<u>Florio</u>	<u>Whitman</u>	<u>Know</u>	<u>Total</u>	<u>(n)</u>				
June, 1993									
Registered Voters	47%	40%	14%	101%	(666)				
<u>Party ID</u>									
Democrat	63	24	13	100	(226)				
Independent	42	41	17	100	(248)				
Republican	30	60	9	99	(178)				
Vote Choice									
Florio	75	12	13	100	(303)				
Undecided	33	23	44	100	(61)				
Whitman	18	74	8	100	(278)				

^{*}Wording in February was: "There will be an election for governor in New Jersey this year. Thinking back over Jim Florio's first term in office, do you think he deserves to be re-elected for a second term or not?" [Q.7a]