

# The Star-Ledger/Eagleton-Rutgers Poll

EMBARGOED – NOT FOR RELEASE UNTIL: SUNDAY, OCTOBER 17, 1993

## 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*."

RELEASE: SL/EP 45-1 (EP 95-1)

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**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.**

## FLORIO MAINTAINS LEAD OVER WHITMAN; UNFAVORABLE IMPRESSIONS OF BOTH CANDIDATES INCREASE

As the race for Governor enters its final weeks, Jim Florio leads Christine Todd Whitman by a margin of 52 to 40 percent and 8 percent are undecided. Support for Florio has increased 5 percentage points since the September poll and Whitman's support increased 2 percentage points.

Among those most interested in the election, and therefore generally more inclined to vote, there is a 6 percentage point margin between the two candidates with Florio at 50 percent and Whitman at 44 percent.

Whitman currently has more support than Florio among male voters and has increased her support among independent voters. However, Florio's partisan support among Democrats is greater (79%) than Whitman's support among Republicans (70%). Women are also more likely to support Florio than Whitman by a 2-to-1 margin.

In the last month there has been an increase in voters who are firm about their choice for Governor from 52 to 66 percent. However, 34 percent of the electorate are not committed to a candidate suggesting that there are still opportunities for both candidates to win the election.

### ATTENTION RADIO STATIONS:

Audio is available after 8:00 A.M. on Monday, October 18, 1993, from (908) 932-3605 (Rutgers Feature Phone).

Negative impressions of both candidates have increased in the past month. Whitman's negative ratings are up 13 percentage points to 36 percent and Florio's have increased 4 percentage points to 40 percent.

The latest *Star-Ledger*/Eagleton Poll of 601 likely voters, conducted by telephone between October 11 and 14, 1993 finds that among those who watched or read or heard news about the first gubernatorial debate, 37 percent did not pick either of the candidates as a winner while 36 percent said Florio had a better performance and 26 saw Whitman as the victor.

Director of the Poll, Janice Ballou commented, "There are lessons for both candidates in what is currently happening among voters. While Whitman is behind overall, she is picking up some momentum with independents and male voters. Florio needs to be concerned about his negative image increasing which could erode his support as election day approaches."

### ***THE RACE FOR GOVERNOR***

Among likely voters, Governor Jim Florio would receive 52 percent of the vote and Christine Todd Whitman 40 percent with 8 percent undecided if the election for Governor was held today.

Among those choosing Whitman, 71 percent say they are sure about their choice while 29 percent might change their mind. Florio has firmer support with 74 percent feeling sure and 26 percent reporting they might change their mind before Election Day.

The difference between the two candidates is closer among voters who have the most interest in the election. Florio receives support from 50 percent of this group and Whitman has 44 percent.

Florio receives stronger partisan support with 79 percent of the Democrats supporting him while Whitman is the choice of 70 percent of the Republicans. Whitman and Florio are about even among independent voters, 46 to 45 percent. In the last month, Florio's support among Democrats has increased 6 percentage points, while Whitman's Republican support has dropped slightly from 73 percent in September. However, there has been an 11 percentage point gain for Whitman among independents, while the percentage of independents who select Florio have not changed.

The gender support for each candidate is opposite what might be expected. Among males, Whitman leads Florio by a margin of 49 to 43 percent. This is a gain of 7 percentage points in the past month. In contrast, among women Florio leads Whitman by a margin of 61 to 31 percent. An increase of 10 percentage points since September.

Florio has stronger support than Whitman among voters 65 years old and older (61% to 30%), those who are 50 to 64 years old (51% to 43%) and those 30 to 49 years old (49% to 43%). Among younger voters — 18 to 29 years old (47% to 45%) the race is about even.

While Florio leads Whitman in all regions of the state, the race is closer in South Jersey (49% to 41%) and Central Jersey (52% to 44%) than in North Jersey (54% to 37%).

Looking at Florio as the incumbent, 47 percent of the likely 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, 74 percent of the Democrats say he deserves re-election, 41 percent of the independents, and 20 percent of the Republicans.

There has been a slight decline in the percentage of likely voters who say that they are very or somewhat likely to vote for one of the 17 independent candidates who are also running for governor from 22 percent in September to 17 percent.

### ***KNOWLEDGE AND IMPRESSIONS OF THE CANDIDATES***

Whitman is becoming better known. The percentage of likely voters who can name her as the Republican candidate has increased 15 percentage points from 57 percent to 72 percent. In comparison, about 9-in-10 can name Florio as the Democrat candidate.

It appears that as the voters get to know more about each of these candidates, their unfavorable impressions increase. In the last month, Whitman's unfavorable ratings have increased 13 percentage points from 23 to 36 percent and Florio's have gone up 4 percentage points from 36 to 40 percent.

Overall, 45 percent have a favorable overall impression of Florio, 40 percent have an unfavorable impression, and 16 percent say they do not yet have an impression of Florio. In comparison, about equal percentages of likely voters have favorable (33%) and unfavorable (36%) impressions of Whitman and a similar 33 percent either don't know Whitman (5%) or don't have an impression of her (28%).

Ballou commented, "The increase in the negative impressions of the candidates reflects the way voters learn about them. Viewers of the candidate's TV commercials have been given more information about the weakness of each contender rather than their strengths."

Another indicator of the impression voters have about the Governor is his job performance rating. In the past month the overall positive ratings have gone from 41 to 37 percent and his negative ratings have changed from 57 to 61 percent. While these overall changes are within the statistical margin of error, there has been a shift in the harshness of these evaluations with a 12 percentage point increase in the "poor" rating from 19 to 31 percent.

### ***MEDIA WATCH: DEBATES AND ADVERTISEMENTS***

Thirty-three percent of the likely voters say they watched the first gubernatorial debate that took place on Thursday, October 7. In addition, 27 percent read or saw something about the debate after the event and 40 percent were not exposed to information about the debate.

Among those who saw or heard about the debate, 37 percent do not have an opinion on who won while 36 percent feel Florio got the best of the debate, and 26 percent say Whitman was the winner.

Among those who paid attention to the debate, this event did not do much to enhance or detract from Florio's overall image. Seventy percent say their impression of the Governor did not change and those with a more favorable (13%) impression are about equal to those with a less favorable impression (15%).

In comparison, more New Jerseyans who saw the debate or heard about it say they changed their impression of Whitman. Twenty-five percent say their impression of her became more favorable, 16 percent less favorable, and 56 percent did not change their impression of the Republican challenger.

Both Florio's and Whitman's television and radio advertisements are reaching almost all of the voters. Eighty-nine percent have seen or heard Whitman's advertisements, and 84 percent have seen or heard Florio's advertisements.

Most of those who have seen or heard these advertisements, say these messages will not make any difference in their support for either candidate. Fifty-five percent say Whitman's ads have not made a difference and 63 percent feel that way about Florio's ads. When the ads have changed the direction of how voters feel, it has been more negative than positive. While 16 percent say that Whitman's ads have made them more likely to support her, 28 percent say they are less likely to give the Republican their support. There is a similar reaction to the Florio ads with 15 percent saying the ads have increased their support for Florio and 22 percent saying their support decreased.

### ***CLIMATE FOR THE ELECTION***

Overall, 85 percent of the likely voters say they have a lot (57%) or some (28%) interest in the upcoming election and 14 percent have a little (12%) or none at all (2%). This continues the downward trend from 88 percent in September and 91 percent in June.

**BACKGROUND MEMO — RELEASE SL/EP45-1 (EP95-1), SUNDAY, OCTOBER 17, 1993**

The latest *Star-Ledger/Eagleton* Poll was conducted between October 11 and 14, 1993, when a random sample of 801 New Jerseyans, 18 years and older, was interviewed by telephone. This release is based on a subgroup of 601 likely voters. These are people who are registered to vote and say they will probably or definitely vote on Election Day. Figures based on this sample size are subject to a sampling error of about  $\pm 4$  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.3]

	<u>Excellent</u>	<u>Good</u>	<u>Only Fair</u>	<u>Poor</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
<b>OCTOBER, 1993</b>							
--Likely Voters	<b>5%</b>	<b>32%</b>	<b>30%</b>	<b>31%</b>	<b>1%</b>	<b>99%</b>	<b>(601)</b>
<i>Party ID</i>							
--Democrat	10	47	24	17	1	99	(210)
--Independent	3	31	31	35	1	101	(213)
--Republican	2	12	36	48	3	101	(157)
<b><u>PAST SURVEYS</u></b>							
September, 1993							
--Likely Voters	7	34	38	19	2	100	(591)
<i>Party ID</i>							
--Democrat	16	45	31	7	2	101	(199)
--Independent	4	32	43	19	2	100	(224)
--Republican	3	23	40	34	1	100	(146)
June, 1993							
--Likely Voters	9	29	36	24	2	100	(633)

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

	<u>A Lot</u>	<u>Some</u>	<u>A Little</u>	<u>None At All</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
<b>OCTOBER, 1993</b>							
--Likely Voters	<b>57%</b>	<b>28%</b>	<b>12%</b>	<b>2%</b>	<b>--</b>	<b>99%</b>	<b>(601)</b>
<i>Party ID</i>							
--Democrat	54	29	15	2	--	100	(210)

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--Independent	60	28	10	2	--	100	(213)
--Republican	59	25	12	3	1%	100	(157)

Vote Choice

--Florio	55	29	13	3	--	100	(300)
--Undecided	47	31	20	2	--	100	(45)
--Whitman	62	26	10	2	--	100	(232)

**PAST SURVEYS**

September, 1993

--Likely Voters	55	33	10	2	--	100	(591)
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Party ID

--Democrat	50	36	11	2	1	100	(199)
--Independent	56	31	10	3	--	101	(224)
--Republican	62	30	8	--	--	100	(146)

Vote Choice

--Florio	53	35	9	2	1	100	(276)
--Undecided	46	35	16	3	--	100	(89)
--Whitman	61	30	8	1	--	100	(219)

June, 1993

--Likely Voters	64	27	7	2	1	101	(633)
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"Do you know who the (Republican/Democratic) candidate for Governor is?" [Q.7, Q.10] 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.8, Q.11]

	<u>Names</u>	<u>Recognizes</u>	<u>Doesn't Recognize</u>	<u>Total</u>	<u>(n)</u>
<b>OCTOBER, 1993</b>					
<b>WHITMAN--Likely Voters</b>	<b>72%</b>	<b>24%</b>	<b>4%</b>	<b>100%</b>	<b>(601)</b>
<b>FLORIO--Likely Voters</b>	<b>89</b>	<b>11</b>	<b>--</b>	<b>100</b>	<b>(601)</b>

**PAST SURVEYS**

September, 1993

WHITMAN--Likely Voters	57	38	5	100	(588)
FLORIO--Likely Voters	80	20	1	101	(590)

"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.9, Q.12]

	Very <u>Favorable</u>	Somewhat <u>Favorable</u>	Somewhat <u>Unfavorable</u>	Very <u>Unfavorable</u>	Doesn't Know <u>Candidate</u>	No Opinion/ Don't <u>Know</u>	<u>Total</u>	<u>(n)</u>
<b>OCTOBER, 1993</b>								
<b>WHITMAN--Likely Voters</b>	<b>12%</b>	<b>21%</b>	<b>18%</b>	<b>18%</b>	<b>5%</b>	<b>28%</b>	<b>102%</b>	<b>(600)</b>
<u>Party ID</u>								
--Democrat	5	9	22	25	9	30	100	(210)
--Independent	11	24	18	15	1	31	100	(212)
--Republican	23	32	11	11	3	20	100	(157)
<b>FLORIO--Likely Voters</b>	<b>17</b>	<b>28</b>	<b>17</b>	<b>23</b>	<b>--</b>	<b>16</b>	<b>101</b>	<b>(600)</b>
<u>Party ID</u>								
--Democrat	30	37	9	9	--	17	102	(210)
--Independent	13	28	19	25	--	15	100	(212)
--Republican	5	12	27	41	--	15	100	(157)
<b><u>PAST SURVEYS</u></b>								
September, 1993								
<b>WHITMAN--Likely Voters</b>	<b>8</b>	<b>22</b>	<b>16</b>	<b>7</b>	<b>5</b>	<b>43</b>	<b>100</b>	<b>(590)</b>
<u>Party ID</u>								
--Democrat	2	13	20	13	6	47	101	(199)
--Independent	6	22	16	4	5	46	99	(224)
--Republican	19	33	10	2	2	34	100	(146)
<b>FLORIO--Likely Voters</b>	<b>15</b>	<b>30</b>	<b>18</b>	<b>18</b>	<b>1</b>	<b>18</b>	<b>100</b>	<b>(590)</b>
<u>Party ID</u>								
--Democrat	28	39	12	4	2	16	101	(199)
--Independent	13	29	19	19	--	20	100	(224)
--Republican	4	21	25	34	--	16	100	(146)
JUNE, 1993								
<b>WHITMAN--Likely Voters</b>	<b>10</b>	<b>21</b>	<b>11</b>	<b>7</b>	<b>6</b>	<b>46</b>	<b>101</b>	<b>(633)</b>
<b>FLORIO--Likely Voters</b>	<b>18</b>	<b>27</b>	<b>19</b>	<b>19</b>	<b>--</b>	<b>17</b>	<b>100</b>	<b>(633)</b>

"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.13]

	<u>Whitman</u>	<u>Undecided</u>	<u>Florio</u>	<u>Total</u>	<u>(n)</u>
<b>OCTOBER, 1993</b>					
<b>--Likely Voters</b>	<b>40%</b>	<b>8%</b>	<b>52%</b>	<b>100%</b>	<b>(577)</b>
<u>Party ID</u>					
--Democrat	14	6	79	99	(203)
--Independent	46	9	45	100	(204)
--Republican	70	7	23	100	(152)
<u>Gender</u>					
--Male	49	8	43	100	(295)
--Female	31	8	61	100	(282)

Age

--18 - 29	45	8	47	100	(83)
--30 - 49	43	8	49	100	(229)
--50 - 64	43	5	51	99	(136)
--65 or over	30	9	61	100	(121)

Interest in the election

--A lot	44	6	50	100	(331)
--Some	37	9	54	100	(161)
--A little/none	32	12	56	100	(84)

Type of Place

--Center city	20	12	67	99	(49)
--City and old suburbs	38	7	55	100	(111)
--New suburbs	43	8	49	100	(364)
--Rural	45	2	53	100	(53)

Region

--North	37	9	54	100	(265)
--Central	44	4	52	100	(159)
--South	41	10	49	100	(153)

Gender and Party

--Male Democrat	18	6	76	100	(78)
--Female Democrat	12	6	82	100	(125)
--Male independent	49	11	40	100	(118)
--Female independent	41	7	52	100	(86)
--Male Republican	76	4	20	100	(92)
--Female Republican	60	12	28	100	(60)

**PAST SURVEYS**

September, 1993

--Likely Voters	38	15	47	100	(584)
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Party ID

--Democrat	14	13	73	100	(198)
--Independent	35	20	45	100	(221)
--Republican	73	8	19	100	(145)

Gender

--Male	42	14	44	100	(300)
--Female	32	17	51	100	(284)

June, 1993

--Likely Voters	43	9	48	100	(617)
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Party ID

--Democrat	14	7	79	100	(209)
--Independent	46	13	41	99	(229)
--Republican	76	7	17	100	(168)

Gender

--Male	43	8	49	100	(303)
--Female	43	11	46	100	(314)



Those choosing either Whitman or Florio were asked if they were "very sure about voting for her/him, or might you change your mind before election day?" [Q.15] Of the Whitman voters 71 percent said they were sure and 29 percent said they might change. Seventy-four percent of Florio voters were firm while 26 percent said they might switch.

Undecided voters were asked "at this moment do you lean more towards Whitman, or more towards Florio?" Twenty-two percent leaned to Whitman, 22 percent to Florio and the remainder did not state a preference. [Q.14]

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

	<u>WHITMAN</u>			<u>Undecided</u>	<u>FLORIO</u>				<u>Total</u>	<u>(n)</u>
	<u>Firm</u>	<u>Soft</u>	<u>Lean</u>		<u>Lean</u>	<u>Soft</u>	<u>Firm</u>	<u>Other</u>		
<b>OCTOBER, 1993</b>										
--Likely Voters	28% *	12%	2%	4%	2%	14%	38%	3%	103% **	(592)
<i>Party ID</i>										
--Democrat	8	6	2	3	1	17	60	2	99	(207)
--Independent	29	15	1	5	3	13	31	2	99	(209)
--Republican	55	13	1	5	1	7	15	3	100	(157)
<b><u>PAST SURVEYS</u></b>										
September, 1993										
--Likely Voters	26 *	12	3	9	3	21	26	1	101	(590)
<i>Party ID</i>										
--Democrat	7	8	3	7	4	24	49	1	103 **	(199)
--Independent	19	15	4	12	4	24	20	1	99	(224)
--Republican	60	12	2	3	2	14	5	1	100	(146)
June, 1993										
--Likely Voters	28	14	1	5	3	19	29	2	101	(627)

"Overall, how satisfied are you with the current field of candidates running for governor this year--very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?" [Q.16]

	<u>Very Satisfied</u>	<u>Somewhat Satisfied</u>	<u>Somewhat Dissatisfied</u>	<u>Very Dissatisfied</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
<b>OCTOBER, 1993</b>	9%	43%	32%	11%	4%	99%	(601)
<i>Vote Choice</i>							
--Whitman	7	44	35	11	2	99	(232)
--Undecided	--	36	31	20	13	100	(45)
--Florio	13	44	30	8	4	99	(300)
<b><u>PAST SURVEYS</u></b>							
September, 1993	7	51	28	9	5	100	(589)

\*Figure has been adjusted for rounding purposes.

\*\*Figure calculates to 103 due to rounding.

"There are independent candidates running for governor who will also be on the ballot. How likely is it you might vote for one of these candidates--very likely, somewhat likely, not very likely, or not at all likely?" [Q.17]

	<u>Very Likely</u>	<u>Somewhat Likely</u>	<u>Not Very Likely</u>	<u>Not At All Likely</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
<b>OCTOBER, 1993</b>	<b>5%</b>	<b>12%</b>	<b>24%</b>	<b>54%</b>	<b>4%</b>	<b>99%</b>	<b>(601)</b>
<u>Party ID</u>							
--Democrat	4	9	25	56	6	100	(210)
--Independent	7	17	28	45	3	100	(213)
--Republican	3	10	18	66	4	101	(157)
<b><u>PAST SURVEYS</u></b>							
September, 1993	4	18	26	46	6	100	(590)
<u>Party ID</u>							
--Democrat	4	15	27	51	4	101	(199)
--Independent	4	22	27	40	7	100	(224)
--Republican	--	15	26	53	5	99	(146)

"Do you think Jim Florio deserves to be re-elected to a second term as governor, or not?" [Q.24]

	<u>Yes, Deserves Re-election</u>	<u>No, Does Not Deserve Re-election</u>	<u>Don't Know/ Depends</u>	<u>Total</u>	<u>(n)</u>
<b>OCTOBER, 1993</b>					
<u>Voter Registration Status</u>					
--Likely Voters	<b>47%</b>	<b>46%</b>	<b>7%</b>	<b>100%</b>	<b>(601)</b>
<u>Party ID</u>					
--Democrat	74	22	4	100	(210)
--Independent	41	51	8	100	(213)
--Republican	20	73	7	100	(157)
<u>Vote Choice</u>					
--Whitman	6	92	2	100	(232)
--Undecided	24	40	36	100	(45)
--Florio	85	11	4	100	(300)
<b><u>PAST SURVEYS</u></b>					
September, 1993					
<u>Voter Registration Status</u>					
--Likely Voters	44	45	11	100	(589)
<u>Party ID</u>					
--Democrat	68	22	10	100	(198)
--Independent	41	47	12	100	(224)
--Republican	20	73	8	101	(146)
<u>Vote Choice</u>					
--Whitman	6	91	3	100	(219)
--Undecided	22	40	37	99	(89)
--Florio	82	9	9	100	(275)
June, 1993					
--Likely Voters	43	47	10	100	(633)
*February, 1993 Total	38	51	11	100	(801)
--Registered Voters	40	52	8	100	(687)

\*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]

"Did you watch any of Thursday night's debate between Whitman and Florio on TV or listen to it on the radio?" [Q.25]  
 "Have you seen or read any news stories about their debate?" [Q.27]

	<u>Saw or Heard Debate</u>	<u>Only Saw or Read News About Debate</u>	<u>Not Exposed to Either Debate or News</u>	<u>Total</u>	<u>(n)</u>
<b>OCTOBER, 1993</b>					
<b>--Likely Voters</b>	<b>33%</b>	<b>27%</b>	<b>40%</b>	<b>100%</b>	<b>(601)</b>
<i>Party Identification</i>					
--Democrat	32	28	40	100	(210)
--Independent	32	27	41	100	(213)
--Republican	38	25	37	100	(157)
<i>Vote Choice</i>					
--Whitman	35	30	34	99	(232)
--Undecided	29	20	51	100	(45)
--Florio	33	26	41	100	(300)

**PAST SURVEYS**

OCTOBER, 1989

--Likely Voters	30	28	42	100	(716)
September, 1989					
--Likely Voters	30	21	49	100	(336)

"Who do you think actually got the best of the debate--Whitman or Florio? By a lot or just a little?\*" [Q.28]

	<u>Whitman- A Lot</u>	<u>Whitman- A Little</u>	<u>Florio- A Lot</u>	<u>Florio- A Little</u>	<u>Nobody Won/ No Opinion</u>	<u>Total</u>	<u>(n)</u>
<b>OCTOBER, 1993</b>							
<b>--Likely Voters</b>	<b>9%</b>	<b>17%</b>	<b>14%</b>	<b>22%</b>	<b>37%</b>	<b>99%</b>	<b>(361)</b>
<i>Party Identification</i>							
--Democrat	4	6	23	33	34	100	(126)
--Independent	11	18	13	18	40	100	(125)
--Republican	15	30	4	15	35	99	(99)
<i>Vote Choice</i>							
--Whitman	21	35	1	10	33	100	(152)
--Undecided	--	9	18	14	59	100	(22)
--Florio	1	4	26	34	35	99	(178)

**PAST SURVEYS\*\***

October, 1989

--Likely Voters	8	11	13	18	51	101	(438)
September 1989							
--Likely Voters	8	15	9	17	51	100	(177)

\*Question was asked only of those having seen or heard the debate, or having seen or read any news stories about the debate.

\*\*Figures in two left columns are for Jim Courter, the Republican candidate for Governor in 1989.

"Based on what you saw or heard about the debate, did your overall impression of Jim Florio become more favorable, less favorable, or didn't your view of him change?" \* [Q.29]

	<u>More Favorable</u>	<u>Less Favorable</u>	<u>Didn't Change</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
<b>OCTOBER, 1993</b>						
--Likely Voters	13%	15%	70%	2%	100%	(361)

**PAST SURVEYS**

October, 1989						
--Likely Voters	17	14	65	4	100	(438)

"How about your impression of Christine Todd Whitman--did this become more favorable, less favorable, or didn't your view of him change?" \* [Q.30]

	<u>More Favorable</u>	<u>Less Favorable</u>	<u>Didn't Change</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
<b>OCTOBER, 1993</b>						
--Likely Voters	25%	16%	56%	3%	100%	(361)

**PAST SURVEYS**

October, 1989**						
--Likely Voters	16	26	55	3	100	(438)

"Have you seen any of Whitman's/Florio's television or radio advertisements?" [Q.31, Q.33]

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
<b>OCTOBER, 1993</b>					
<b>Likely Voters</b>					
--Whitman	89%	11%	--	100%	(601)
--Florio	84	16	--	100	(601)

**PAST SURVEYS**

October, 1989					
Likely Voters					
--Courter	74	24	2	100	(717)
--Florio	76	21	3	100	(717)

\*Question was asked only of those having seen or heard the debate, or having seen or read any news stories about the debate.

\*\* Figures are for Jim Courter, the Republican candidate for Governor in 1989.

"And has what you've seen or heard in Whitman's/Florio's advertisements made you more likely to support her/him, less likely, or have they made no difference."\* [Q.32]

	<u>More Likely</u>	<u>Less Likely</u>	<u>No Difference</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
<b>OCTOBER, 1993</b>						
<b>Likely Voters</b>						
--Whitman	<b>16%</b>	<b>28%</b>	<b>55%</b>	<b>1%</b>	<b>100%</b>	<b>(532)</b>
--Florio	<b>15</b>	<b>22</b>	<b>63</b>	<b>--</b>	<b>100</b>	<b>(503)</b>
<b><u>PAST SURVEYS</u></b>						
October, 1989						
Likely Voters						
--Courter	14	18	65	3	100%	(547)
--Florio	16	15	65	4	100	(556)

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\*Question was asked only of those having heard or seen any television or radio advertisements.