



To: NJ Democratic Assembly Campaign Committee (DACC)  
From: Jeffrey Plaut  
Global Strategy Group  
Re: July 29-30, 2009 Statewide Survey Results  
Date: August 3, 2009

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## Executive Summary

Since the corruption scandal of the last couple of weeks, Governor Corzine's public standing has remained constant – and has even up-ticked modestly in some respects – relative to previous polling.

Governor Corzine trails Chris Christie by seven points (35%-42%), while the independent candidate Christopher Daggett currently gets 6% of the vote. This seven point margin is as narrow a deficit as we've seen for Governor Corzine over the several polls we've conducted statewide since April.

Corzine is less consolidated with Democrats than Christie is with Republicans. Independent voters are currently with Christie, but there remains a large divide by gender. Independent men prefer Christie by a large margin, while the race is much tighter among independent women.

Governor Corzine's favorable-to-unfavorable ratio improved modestly from 38% favorable; 55% unfavorable in June to 42% favorable; 51% unfavorable in July – an increase of 4% in his favorable rating and a decrease of 4% in his unfavorable rating. Chris Christie is viewed favorably by 47% of New Jersey voters and unfavorably by 29% of New Jersey voters. In June, Christie's favorable rating was 46% and his unfavorable rating was 27%.

Taxes and jobs are the dominant issues in this election, however, healthcare and corruption have increased in importance from earlier in the year.

## Key Findings

### **Favorability Ratings**

Jon Corzine receives a 42% favorable rating from likely New Jersey voters and a 51% unfavorable rating.

- His favorable rating is highest among minorities (66% favorable), Democrats (62%), Jewish voters (57%), voters in the counties nearest NYC (58%) and the Northeast Region (Passaic/Bergen) (52%), college women (49%) and women 55 and older (48%).
- His unfavorable rating is highest with Republicans (82% unfavorable), especially Republican men (86%), voters in the Northwest Region (Hunterdon/Morris/Somerset/Sussex/Warren) (70%) and the Coast Region (Monmouth/Ocean) (63%), Independent men (60%), men under 55 (61%) and college men (60%).

Chris Christie's favorable rating is 47% and his unfavorable rating is 29%.

- Christie's favorable rating is highest with Republicans (71% favorable), especially Republican men (76%), voters in the Northwest (61%) and Coast (61%) regions, Catholics (57%), college men (56%), independent men (55%) and men 55+ (55%).
- His unfavorable ratings are highest with Jewish voters (45%), Democrats (44%), women 55+ (41%) and college women (35%).

Neither of the main party candidates for Lieutenant Governor are well known, with Democrat Loretta Weinberg carrying a 21% familiarity rating (13% favorable, 8% unfavorable) and Kim Guadagno carrying an 8% familiarity rating (6% favorable, 2% unfavorable).

- Weinberg is best known among her base of Bergen and Passaic counties (43% familiarity) and Jewish voters.
- Guadagno is best known, though still relatively unknown, in her base of Monmouth and Ocean counties (19% familiarity).

## **The Vote**

In the three-way vote for Governor, Jon Corzine receives 35% of the vote, Christie receives 42% and Christopher Daggett gets 6%. 14% of voters remain undecided.

- As the following table shows Corzine is competitive or leads with women, seniors, Democrats, minority voters, Jewish voters and in NYC Area (Essex/Hudson/Union), Northeast Region (Passaic/Bergen) and the Central Region (Mercer/Middlesex).
- Christie does best with younger men, college men, whites, Catholics, in the Coast (Monmouth/Ocean) and NW regions (Hunterdon/Morris/Somerset/Sussex/Warren), and among Republicans and independent men.
- Christie does better among Republicans (he leads 77% to 5% among Republicans) than Corzine does among Democrats (Corzine leads 58% to 18%). Christie also has a 17 point lead among independents.
- Undecided voters are a little more likely than all voters to be independent women and residents of the Central Region.

Group	Corzine	Christie	Daggett	Undecided*
Total	35%	42%	6%	14%
Men	31%	48%	6%	12%
Women	38%	37%	7%	16%
18-44 years of age	34%	43%	7%	15%
45-64	33%	46%	7%	12%
65+	38%	37%	5%	16%
Men 18-54	29%	51%	5%	12%
Men 55+	32%	46%	7%	13%
Women 18-54	38%	41%	7%	14%
Women 55+	39%	34%	7%	17%
High school or less	33%	42%	5%	16%
Some college	37%	39%	10%	13%
College graduates	35%	44%	5%	13%
Whites	29%	49%	6%	15%
Minorities	54%	22%	6%	13%
South	32%	45%	8%	13%
Coast	20%	50%	11%	12%
Central	38%	36%	4%	22%
NW	18%	57%	9%	13%
NE	47%	38%	4%	11%
NYC Area	51%	27%	3%	17%
Democrats (Registration)	58%	18%	7%	15%
Ind/other (Reg)	28%	45%	5%	18%
Republicans (Reg)	5%	77%	8%	9%
Democratic men	60%	21%	5%	13%
Democratic women	57%	16%	8%	17%
Independent men	22%	50%	7%	15%
Independent women	34%	39%	2%	21%
Republican men	5%	80%	7%	7%
Republican women	5%	74%	9%	10%

\*Percentages don't add up to 100% due to refusals (3% of the total).

### Issues

The top issues facing voters are taxes (57% property taxes plus taxes generally), followed by the economy (36%), healthcare (17%), corruption/ethics (14%) and schools (14%) (Note: Issues are multiple response – top two issues cited).

- *Despite the FBI-related events of the last couple of weeks, the New Jersey electorate still cares most about taxes and the economy.*

### Methodology

The survey was conducted by telephone between July 29-30, 2009, among 604 likely general election voters statewide.

The margin of error for this survey at the 95% confidence level is  $\pm 4.0\%$  on the overall sample. The margin of error for sub-samples may be larger.