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SEN. MENENDEZ, EDUCATION BOND ISSUE EARLY FAVORITES IN RUTGERS-EAGLETON POLL

NEW BRUNSWICK, N.J –Incumbent Sen. Robert Menendez holds a 12-point lead over NJ State Sen. Joe Kyrillos among likely voters in the race for the U.S. Senate, 47 percent to 35 percent according to a new Rutgers-Eagleton Poll. Ten percent are unsure and 8 percent say they would prefer “someone else.” Kyrillos remains virtually unknown to most voters two months before Election Day; three-quarters say they have no opinion or don’t know him while 15 percent have a favorable impression and 10 percent are unfavorable. Menendez, on the other hand, is viewed favorably by 40 percent and unfavorably by 28 percent. Twenty-six percent are unsure and 7 percent don’t know who he is.

“Senator Kyrillos is fighting an uphill battle for attention against a well-funded incumbent in a blue state,” said David Redlawsk, director of the Rutgers-Eagleton Poll and professor of political science at Rutgers University. “His first TV ads started right after we polled, so the lack of awareness is not overly surprising. Still, he has a long way to go to get voters’ attention.”

New Jersey voters will also weigh in on a \$750 million education bond to be used for new academic buildings and technological upgrades at colleges and universities. Likely voters approve of the measure 56 percent to 27 opposed; the remainder is unsure.

Results are from a poll of 916 registered voters conducted statewide among both landline and cell phone households from Aug 23 – 25, just prior to the party conventions. Within this sample, 688 respondents are identified as likely voters in the U.S. Senate election and are the subjects of this release. The likely voter sample has a margin of error of +/- 3.7 percentage points.

Kyrillos unknown by many, including supporters

In the Senate race, Kyrillos faces a likeability deficit, largely because few know enough to render an opinion, even within his Republican and conservative bases. While 62 percent of Democrats like Menendez, only 22 percent of Republicans feel similarly toward Kyrillos. About a quarter of Republicans admit they do not know the candidate and almost half (46 percent) have no opinion. Kyrillos’ favorability is two points higher with core conservatives (24 percent), but even among these voters, 66 percent are either unsure or unaware of him.

Perhaps providing an opening for the challenger, coveted likely independent voters are split in

their assessment of Menendez; 36 percent are favorable, while 32 percent are unfavorable. Only 6 percent say they don't know him, and another quarter offer no opinion. But, Kyrillos' own numbers lag with this group as well; 77 percent of independents have no opinion of him.

Head-to-head, 88 percent of Democrats back Menendez and 76 percent of Republicans back Kyrillos despite weak recognition within his own party. This 12-point gap is significant for Menendez, especially since independents lean toward the incumbent, 39 percent to 34 percent.

"As we noted earlier this year, Kyrillos' biggest challenge is simply getting known," said Redlawsk. "While Menendez's favorability has improved, Kyrillos has been stuck. Independents are not sold on Menendez, so Kyrillos may have an opportunity, especially if he can improve his base support."

The candidates are in a dead heat among men, at 41 percent each, while women overwhelmingly support Menendez, 53 percent to 28 percent. Kyrillos has a small edge, within the margin of error, among white voters (by 6 points), Catholics (3 points), exurban voters (5 points), and those "falling behind" in their personal finances (3 points.) Partially reflecting his residence in Monmouth County, likely voters in shore counties support Kyrillos, 55 percent to 30 percent. He also leads by 25 points among voters who say the state is going in the right direction.

Menendez holds strong leads in traditional Democratic urban and south Jersey counties and among those who say the state is on the wrong track. He also holds large leads among those with the least and the most education.

Few have heard about education bond issue

Two months before the election, 55 percent of likely voters have heard nothing about the proposed \$750 million higher education bond. Another 37 percent say they have heard "only a little," while 8 percent have heard a "lot." Despite lacking information, 56 percent say they will vote for the bond, while about a quarter will not. In a February Rutgers-Eagleton Poll, during early discussion of the issue, only 48 percent of registered voters supported the proposal, while 45 percent oppose it.

Support for the bond increases with awareness, Redlawsk said. Two-thirds of those who have heard "a lot" will support it, compared to just over half of those who have heard nothing.

"One reason for increased support is that originally, the talk was about a bond for more than \$1 billion," said Redlawsk. "Keeping it below that level seems important and even though voters with little information seem willing to buy in, the more they hear, the better they like it."

Support is strongest among likely Democratic voters (76 percent support), while 47 percent of independents and 42 percent of Republicans say they will vote for the measure.

Support increases with the level of voter education. Fifty-nine percent of those with post-graduate level education are in support, compared to half of those with a high school degree or less. Support decreases with age: 70 percent of voters under age 35 favor the bond, while only 49 percent of

those 65 and over agree. Black voters (74 percent) are much more likely than whites (51 percent) to say they will vote for the bond issue, but across all demographic groups, support outpaces opposition. Regionally, only voters living in the shore counties are dubious: the bond issue is essentially tied there, 41 percent in favor to 42 percent against.

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QUESTIONS AND TABLES BEGIN ON THE FOLLOWING PAGE

Questions and Tables

The questions covered in the release of September 7, 2012 are listed below. Column percentages may not add to 100% due to rounding. Respondents are New Jersey Likely Senate Voters unless otherwise noted.

Q. I'd like to ask about some people and groups. Please tell me if your general impression of each one is favorable or unfavorable, or if you do not have an opinion. First, [ROTATE]:

Likely Voters	U.S. Senator	State Senator
	Robert Menendez	Joseph Kyrillos
Favorable	40%	15%
Unfavorable	28%	10%
No opinion	26%	48%
Don't know him	7%	27%
Unwgt N=	686	687

MENENDEZ (Likely voters)

	Party ID			Ideology			Education			
	Dem	Ind	Rep	Lib	Mod	Cons	HS or Less	Some Coll	Coll Grad	Grad Work
Favorable	62%	36%	17%	68%	38%	18%	42%	34%	44%	40%
Unfavorable	10%	32%	46%	6%	27%	50%	25%	30%	26%	28%
No opinion	21%	25%	30%	20%	30%	22%	23%	27%	26%	26%
Don't know him	8%	6%	7%	6%	6%	10%	10%	9%	4%	6%
Unwgt N=	233	261	183	155	334	186	151	169	203	161

	Employment				Race		Age			
	Full Time	Part Time	Retired	Not Empl	White	Black	18-34	35-49	50-64	65+
Favorable	38%	35%	44%	42%	35%	52%	40%	38%	39%	43%
Unfavorable	29%	29%	28%	21%	32%	9%	20%	25%	30%	29%
No opinion	28%	29%	20%	27%	26%	26%	30%	30%	27%	18%
Don't know him	5%	7%	8%	10%	6%	13%	10%	7%	5%	9%
Unwgt N=	294	69	220	98	546	76	59	118	269	230

	Income				Gender		Union Household	
	<50K	50-<100K	100-<150K	150K+	Male	Female	Public	No Union
Favorable	44%	48%	30%	43%	33%	47%	42%	39%
Unfavorable	25%	23%	36%	27%	35%	20%	29%	28%
No opinion	23%	24%	30%	25%	26%	25%	23%	25%
Don't know him	8%	5%	4%	5%	6%	8%	6%	8%
Unwgt N=	144	200	103	102	358	328	102	522

	Religion				Region					
	Cath	Prot	Jewish	Other	Born Again	Urban	Suburb	Exurban	Phil/South	Shore
Favorable	38%	38%	54%	41%	44%	56%	45%	31%	34%	30%
Unfavorable	32%	26%	21%	23%	20%	16%	26%	39%	25%	35%
No opinion	26%	25%	15%	29%	25%	23%	23%	25%	31%	28%
Don't know him	4%	11%	11%	6%	10%	5%	6%	6%	10%	8%
Unwgt N=	292	213	52	92	124	112	256	99	112	107

2012 NJ Election Ballot Aug 2012
Rutgers-Eagleton Poll

KYRILLOS (Likely voters)

	Party ID			Ideology			Education			
	Dem	Ind	Rep	Lib	Mod	Cons	HS or Less	Some Coll	Coll Grad	Grad Work
Favorable	11%	14%	22%	9%	14%	24%	22%	12%	14%	14%
Unfavorable	14%	8%	8%	13%	9%	10%	18%	7%	8%	9%
No opinion	44%	53%	46%	46%	55%	39%	29%	52%	54%	55%
Don't know him	31%	24%	24%	32%	22%	27%	31%	29%	24%	21%
Unwgt N=	233	261	184	155	335	186	151	169	203	162

	Employment				Race		Age			
	Full Time	Part Time	Retired	Not Empl	White	Black	18-34	35-49	50-64	65+
Favorable	13%	16%	20%	13%	14%	20%	12%	10%	17%	19%
Unfavorable	11%	4%	12%	8%	9%	15%	10%	8%	9%	13%
No opinion	55%	52%	33%	51%	51%	37%	51%	59%	52%	32%
Don't know him	21%	28%	34%	28%	26%	29%	27%	23%	22%	35%
Unwgt N=	295	69	220	98	546	76	59	118	271	229

	Income				Gender		Union Household	
	<50K	50-100K	100-150K	150K+	Male	Female	Public	No Union
Favorable	19%	13%	12%	18%	18%	13%	15%	15%
Unfavorable	16%	9%	8%	7%	12%	9%	11%	11%
No opinion	39%	51%	60%	51%	51%	46%	55%	46%
Don't know him	25%	27%	20%	24%	20%	33%	19%	28%
Unwgt N=	145	200	103	101	357	330	102	522

	Religion					Region				
	Cath	Prot	Jewish	Other	Born Again	Urban	Suburb	Exurban	Phil/South	Shore
Favorable	20%	13%	13%	5%	19%	18%	16%	10%	10%	20%
Unfavorable	9%	11%	10%	10%	9%	6%	9%	10%	16%	11%
No opinion	47%	48%	40%	57%	41%	53%	43%	57%	49%	47%
Don't know him	24%	28%	38%	28%	31%	23%	32%	23%	26%	22%
Unwgt N=	292	213	52	92	124	112	256	99	113	107

Q. Would you say the state of New Jersey is currently going in the right direction or has it gone off on the wrong track?

	Likely Voters		Vote Choice	
			Menendez	Kyrillos
Right Direction	52%		32%	81%
Wrong Track	39%		60%	13%
DK (vol)	9%		8%	6%
Unwgt N=	686		315	250

Q. There will be an election for U.S. House of Representatives as well. If the election were today would you vote for the [ROTATE: Republican candidate, the Democratic candidate,] someone else, or would you not vote?

Likely Voters	
Republican	34%
Democrat	45%
Other	7%
Not vote	3%
DK (vol)	11%
Unwght N=	688

	Party ID			Ideology			Education			
	Dem	Ind	Rep	Lib	Mod	Cons	HS or less	Some Coll	Coll Grad	Grad Work
Republican	3%	29%	84%	5%	32%	65%	33%	40%	38%	25%
Democracy	87%	35%	3%	80%	43%	17%	46%	41%	44%	52%
Other	1%	13%	5%	5%	8%	6%	6%	6%	6%	8%
Not vote	3%	5%	%	6%	3%	1%	4%	3%	3%	2%
DK (vol)	6%	18%	7%	4%	14%	11%	11%	11%	10%	13%
Unwght N=	233	262	184	155	335	187	151	170	203	162

	Employment				Race		Age			
	FT	PT	Retired	Not Empl	White	Black	18-34	35-49	50-64	65+
Republican	35%	36%	36%	29%	44%	4%	27%	34%	33%	39%
Democracy	43%	44%	45%	55%	34%	84%	47%	45%	48%	42%
Other	8%	7%	3%	8%	6%	5%	16%	8%	5%	3%
Not vote	3%	5%	4%	2%	3%	2%	8%	3%	2%	3%
DK (vol)	12%	7%	13%	7%	13%	5%	3%	11%	12%	13%
Unwght N=	295	69	221	98	547	76	59	118	271	230

	Income				Gender		Union Household	
	<50K	50-<100K	100-<150K	150K+	Male	Female	Public	No Union
Republican	27%	36%	41%	35%	40%	28%	22%	37%
Democracy	58%	42%	43%	45%	39%	52%	53%	43%
Other	4%	8%	9%	3%	9%	4%	11%	6%
Not vote	2%	5%	0%	5%	4%	2%	4%	3%
DK (vol)	9%	9%	7%	12%	8%	13%	10%	11%
Unwgt N=	145	200	103	102	358	330	102	523

	Religion				Religion					
	Cath	Prot	Jewish	Other	Born Again	Urban	Suburb	Exurban	Phil/South	Shore
Republican	44%	34%	20%	18%	39%	17%	35%	33%	35%	49%
Democracy	36%	46%	64%	58%	47%	60%	47%	33%	56%	29%
Other	7%	6%	3%	9%	7%	6%	8%	14%	1%	4%
Not vote	1%	2%	0%	11%	0%	4%	2%	6%	1%	3%
DK (vol)	12%	12%	13%	4%	7%	13%	8%	14%	8%	15%
Unwgt N=	293	213	52	92	124	112	257	99	113	107

**2012 NJ Election Ballot Aug 2012
Rutgers-Eagleton Poll**

Q. There will also be an election for the U.S. Senate this year. If the election were today would you vote for [ROTATE CANDIDATE ORDER] Democrat Bob Menendez, Republican Joe Kyrillos (ker-RIL-los), someone else, or would you not vote?

Likely Voters	
Menendez	47%
Kyrillos	35%
Other (vol)	8%
DK (vol)	10%
Unwght N=	688

	Party ID			Ideology			Education			
	Dem	Ind	Rep	Lib	Mod	Cons	HS or less	Some Coll	Coll Grad	Grad Work
Menendez	88%	39%	7%	82%	47%	17%	51%	40%	46%	54%
Kyrillos	5%	34%	76%	8%	31%	68%	34%	39%	38%	27%
Other (vol)	4%	12%	6%	4%	10%	7%	7%	8%	8%	7%
DK (vol)	3%	15%	11%	6%	12%	9%	8%	13%	9%	11%
Unwght N=	233	262	184	155	335	187	151	170	203	162

	Employment				Race		Age			
	FT	PT	Retired	Not Empl	White	Black	18-34	35-49	50-64	65+
Menendez	42%	43%	51%	57%	37%	89%	56%	41%	48%	47%
Kyrillos	35%	37%	36%	30%	43%	4%	29%	35%	33%	40%
Other (vol)	10%	8%	4%	6%	8%	3%	10%	9%	9%	4%
DK (vol)	12%	13%	9%	6%	12%	4%	5%	14%	9%	10%
Unwght N=	295	69	221	98	547	76	59	118	271	230

	Income				Gender		Union Household	
	<50K	50K- <100K	100K- <150K	150K+	Male	Female	Public	No Union
Menendez	56%	49%	42%	50%	41%	53%	55%	44%
Kyrillos	30%	33%	43%	33%	41%	28%	26%	38%
Other (vol)	5%	9%	12%	4%	9%	7%	6%	8%
DK (vol)	10%	9%	2%	13%	9%	12%	12%	9%
Unwgt N=	145	200	103	102	358	330	102	523

	Religion				Religion					
	Cath	Prot	Jewish	Other	Born Again	Urban	Suburb	Exurban	Phil/South	Shore
Menendez	40%	49%	67%	57%	48%	69%	48%	35%	54%	30%
Kyrillos	43%	34%	23%	21%	37%	16%	34%	40%	29%	55%
Other (vol)	8%	7%	0%	12%	10%	6%	9%	9%	5%	7%
DK (vol)	9%	10%	9%	10%	5%	9%	9%	16%	11%	8%
Unwgt N=	293	213	52	92	124	112	257	99	113	107

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	Menendez Impression				Kyrillos Impression				State Direction	
	Fav	Unfav	No opin	DK	Fav	Unfav	No opin	DK	Right Direction	Wrong Track
Menendez	82%	9%	37%	35%	31%	63%	47%	53%	29%	72%
Kyrillos	12%	74%	29%	28%	63%	24%	32%	28%	54%	12%
Other (vol)	2%	10%	12%	13%	3%	10%	9%	8%	8%	9%
DK (vol)	4%	6%	22%	23%	3%	3%	13%	11%	9%	8%
Unwght N=	268	207	167	44	109	70	330	178	370	260

Q. In November, New Jersey voters will have the chance to vote on a \$750 million bond for new academic buildings and technological upgrades at colleges and universities. Have you heard a lot about this, a little, or nothing at all?

Likely Voters	
A lot	8%
A little	37%
Nothing at all	55%
Unwght N=	685

	Party ID			Ideology			Education			
	Dem	Ind	Rep	Lib	Mod	Cons	HS or less	Some Coll	Coll Grad	Grad Work
A lot	8%	10%	7%	10%	8%	8%	6%	6%	12%	7%
A little	35%	41%	35%	36%	39%	37%	37%	43%	32%	37%
Nothing at all	57%	49%	58%	54%	53%	56%	56%	51%	56%	55%
Unwght N=	233	260	183	155	334	185	150	168	203	162

	Employment			Race		Age				
	FT	PT	Retired	Not Empl	White	Black	18-34	35-49	50-64	65+
A lot	8%	12%	10%	4%	8%	10%	7%	2%	12%	9%
A little	38%	26%	40%	37%	39%	37%	37%	35%	34%	43%
Nothing at all	54%	62%	49%	59%	53%	53%	57%	63%	54%	48%
Unwght N=	295	68	220	97	544	76	59	118	270	228

	Income				Gender		Union Household	
	<50K	50K- <100K	100K- <150K	150K+	Male	Female	Public	No Union
A lot	7%	10%	5%	9%	9%	8%	16%	7%
A little	34%	38%	39%	37%	39%	35%	46%	35%
Nothing at all	58%	52%	55%	55%	52%	57%	37%	58%
Unwght N=	145	199	102	102	357	328	101	521

	Religion				Region					
	Cath	Prot	Jewish	Other	Born Again	Urban	Suburb	Exurban	Phil/ South	Shore
A lot	9%	9%	8%	5%	6%	9%	8%	8%	8%	9%
A little	44%	34%	27%	28%	39%	35%	39%	31%	41%	37%
Nothing at all	47%	58%	65%	67%	55%	56%	54%	61%	50%	54%
Unwght N=	290	213	52	92	124	111	256	99	112	107

Q. If the election were today, would you support or oppose this \$750 million bond for higher education?

Likely Voters	
Support	56%
Oppose	27%
DK (vol)	17%
Unwght N=	684

	Party ID			Ideology			Education			
	Dem	Ind	Rep	Lib	Mod	Cons	HS or less	Some Coll	Coll Grad	Grad Work
Support	76%	47%	42%	77%	54%	39%	51%	55%	58%	59%
Oppose	10%	38%	36%	7%	31%	41%	30%	32%	26%	21%
DK (vol)	14%	15%	23%	16%	15%	20%	19%	12%	16%	20%
Unwght N=	233	260	183	155	332	186	151	170	202	159

	Employment				Race		Age			
	FT	PT	Retired	Not Empl	White	Black	18-34	35-49	50-64	65+
Support	57%	65%	51%	57%	51%	74%	70%	61%	54%	49%
Oppose	28%	16%	30%	25%	30%	14%	17%	19%	32%	32%
DK (vol)	15%	19%	19%	17%	19%	12%	13%	21%	14%	19%
Unwght N=	293	69	219	98	543	76	59	118	269	228

	Income				Gender		Union Household	
	<50K	50K- <100K	100K- <150K	150K+	Male	Female	Public	No Union
Support	62%	58%	52%	60%	53%	59%	59%	55%
Oppose	22%	24%	37%	23%	30%	24%	26%	27%
DK (vol)	16%	17%	11%	17%	16%	17%	15%	17%
Unwght N=	145	199	103	101	354	330	101	520

	Religion				Region					
	Cath	Prot	Jewish	Other	Born Again	Urban	Suburb	Exurban	Phil/ South	Shore
Support	54%	56%	58%	65%	60%	70%	58%	51%	59%	41%
Oppose	30%	26%	21%	20%	26%	14%	26%	29%	26%	42%
DK (vol)	16%	18%	21%	14%	14%	17%	16%	20%	15%	17%
Unwght N=	292	211	52	91	123	111	256	98	113	106

Rutgers-Eagleton Poll August 23-25, 2012

The Rutgers-Eagleton Poll was conducted by telephone from August 23-25, 2012 with a scientifically selected random sample of 916 New Jersey registered voters. Within this sample 688 respondents were identified as likely US Senate voters by scoring responses to questions about interest in politics, in the presidential election, plans to vote, and vote history. In addition, those who responded to the Senate vote question with “Will not vote” were not included as likely voters. Approximately 75 percent of registered voters were identified as likely voters by this measure. In 2008, 73 percent of registered New Jersey voters actually cast a ballot.

Data are weighted to represent known parameters in the New Jersey registered voter population, using gender, age, race, and Hispanic ethnicity matching to 2010 US Census Bureau data. Data are further weighted to ensure geographical representation by county. All results are reported with these weighted data. This telephone poll included 735 landline respondents and 181 cell phone respondents, all acquired through random digit dialing.

All surveys are subject to sampling error, which is the expected probable difference between interviewing everyone in a population versus a scientific sampling drawn from that population. The sampling error for 688 likely voters is +/-3.7 percentage points, at a 95 percent confidence interval. Thus if 50 percent of New Jersey likely voters favored a particular position, one would be 95 percent sure that the true figure would be between 46.3 and 53.7 percent (50 +/-3.7) had all New Jersey likely voters been interviewed, rather than just a sample. Sampling error increases as the sample size decreases, so statements based on various population subgroups are subject to more error than are statements based on the total sample. Sampling error does not take into account other sources of variation inherent in public opinion studies, such as non-response, question wording or context effects.

This Rutgers-Eagleton Poll was fielded by Braun Research Incorporated. The questionnaire was developed and all data analyses were completed in house. The Rutgers-Eagleton Poll is paid for and sponsored by the Eagleton Institute of Politics, Rutgers University, a non-partisan academic center focused on the study and teaching of politics and the political process.

Weighted Sample Characteristics
688 New Jersey Likely Senate Voters

36% Democrat	50% Male	13% 18-34	74% White
37% Independent	50% Female	23% 35-49	15% Black
27% Republican		36% 50-64	6% Hispanic
		28% 65+	5% Asian/Other/Multi