

ZOGBY INTERNATIONAL

Southern New Jersey Congressional District Follow-up Survey

Submitted to:

Sharon Schulman
William J. Hughes Center for Public Policy
Richard Stockton College

John Froojian
Press of Atlantic City

Submitted by:

Zogby International
John Zogby, President and CEO
John Bruce, Vice President and Systems Administrator
Rebecca Wittman, Vice President Project Administration
Karen Scott, Managing Editor

Philip A. Vanno, Writer

October, 2008

© 2008 Zogby International

Table of Contents

<u>Subject</u>	<u>Page</u>
I. Methodology and Sample Characteristics	2
II. Executive Summary	5
III. Narrative Analysis	7
<u>Tables</u>	
1. Presidential Election	7
2. Vice Presidential Influence	8
3. U.S. Senate Election	8
4. 1 st Congressional District Election	9
5. 2 nd Congressional District Election	9
6. 3 rd Congressional District Election	10
7. Top Two Issues Facing the U.S.	10
8. Effect of Bailout Vote	11
9. Hughes Center Responsibility	12

I. Methodology and Sample Characteristics

Methodology

New Jersey 1st Congressional District

Zogby International was commissioned by the William J. Hughes Center for Public Policy at Richard Stockton College and the Press of Atlantic City to conduct a telephone survey of likely voters in the 1st Congressional District of New Jersey.

The sample is 400 interviews with approximately 18 questions asked from 10/27/08 to 10/29/08. Samples are randomly drawn from purchased lists of registered voters. Zogby International surveys employ sampling strategies in which selection probabilities are proportional to population size within area codes and exchanges. Up to are made to reach a sampled phone number. Cooperation rates are calculated using one of AAPOR's approved methodologies¹ and are comparable to other professional public-opinion surveys conducted using similar sampling strategies.² Weighting by *age, race and gender* is used to adjust for non-response. Margin of error is +/- 5.0 percentage points. Margins of error are higher in sub-groups.

New Jersey 2nd Congressional District

Zogby International was commissioned by the William J. Hughes Center for Public Policy at Richard Stockton College and the Press of Atlantic City to conduct a telephone survey of likely voters in the 2nd Congressional District of New Jersey.

The sample is 401 interviews with approximately 18 questions asked from 10/27/08 to 10/29/08. Samples are randomly drawn from purchased lists of registered voters. Zogby International surveys employ sampling strategies in which selection probabilities are proportional to population size within area codes and exchanges. Up to are made to reach a sampled phone number. Cooperation rates are calculated using one of AAPOR's approved methodologies and are comparable to other professional public-opinion surveys conducted using similar sampling strategies. Weighting by *party, age, race and gender* is used to adjust for non-response. Margin of error is +/- 5.0 percentage points. Margins of error are higher in sub-groups.

¹ See COOP4 (p.38) in *Standard Definitions: Final Dispositions of Case Codes and Outcome Rates of Surveys*. The American Association for Public Opinion Research, (2000).

² *Cooperation Tracking Study: April 2003 Update*, Jane M. Sheppard and Shelly Haas. The Council for Marketing & Opinion Research (CMOR). Cincinnati, Ohio (2003).

New Jersey 3rd Congressional District

Zogby International was commissioned by the William J. Hughes Center for Public Policy at Richard Stockton College and the Press of Atlantic City to conduct a telephone survey of likely voters in the 3rd Congressional District of New Jersey.

The sample is 402 interviews with approximately 18 questions asked from 10/27/08 to 10/29/08. Samples are randomly drawn from purchased lists of registered voters. Zogby International surveys employ sampling strategies in which selection probabilities are proportional to population size within area codes and exchanges. Up to are made to reach a sampled phone number. Cooperation rates are calculated using one of AAPOR's approved methodologies and are comparable to other professional public-opinion surveys conducted using similar sampling strategies. Weighting by *party, age, race and gender* is used to adjust for non-response. Margin of error is +/- 5.0 percentage points. Margins of error are higher in sub-groups.

Sample Characteristics	Frequency	Valid Percent*
Sample size	1203	100
1 st Congressional District	400	33
2 nd Congressional District	401	33
3 rd Congressional District	402	33
Very likely to vote	1167	97
Somewhat likely to vote	36	3
Democrat	545	45
Republican	403	34
Independent/unaffiliated	248	21
18-29	105	9
30-49	446	38
50-64	373	32
65+	248	21
18-24	43	4
25-34	199	17
35-54	477	41
55-69	286	24
70+	168	14
<i>Did not answer age</i>	31	--
White	934	79
Hispanic	75	6
African American	146	12
Asian/Pacific	16	1
Other/mixed	12	1

<i>Did not answer race</i>	20	--
Roman Catholic	514	43
Protestant	426	36
Jewish	37	3
Muslim	8	1
Atheist	26	2
Other/no affiliation	178	15
<i>Did not answer religion</i>	13	--
Less than \$25,000	111	11
\$25,000-\$34,999	88	8
\$35,000-\$49,999	124	12
\$50,000-\$74,999	233	22
\$75,000-\$99,999	195	18
\$100,000 or more	314	30
<i>Did not answer income</i>	139	--
Male	580	48
Female	623	52

*** Numbers have been rounded to the nearest percent and might not total 100.**

II. Executive Summary

Half of the Southern New Jersey likely voters polled say they would vote for Barack Obama if the presidential election were held today, while two-fifths say they would vote for John McCain. Obama's support increased slightly from September, but is within the margin of error.

Half of the combined districts also say that vice presidential candidates Sarah Palin and Joe Biden have not influenced how they will vote for president, but slightly less than half say that they have. Those in the 1st and 3rd Congressional Districts are much more likely than are those in the 2nd Congressional District to say that the vice presidential candidates have influenced their presidential vote.

Just over two fifths of Southern New Jersey residents say they would vote for Frank Lautenberg if the election for U.S. Senate were held today, while about a third say they would choose Dick Zimmer. Close to a fifth are unsure who they would vote for.

Those percentages are just about the same as they were for September, as even though Lautenberg saw a very slight drop in overall support in the combined districts and within the 1st Congressional District, the changes fall within the margin of error.

In the race for the 1st Congressional District seat, Rob Andrews is still heavily favored over Dale Glading, but Andrews' support fell very slightly from September to October, and Glading's increased very slightly. However both changes are within the margin of error.

Frank LoBiondo's support fell very slightly in the 2nd Congressional District race, and David Kurkowski's increased very slightly, but the changes are within the margin of error, and LoBiondo is still heavily favored.

In the 3rd Congressional District race, John Adler's support increased very slightly from last month, but that change was within the margin of error. Chris Myer's support stayed exactly the same, and both candidates remain in a statistical dead heat.

Six in ten of Southern New Jersey likely voters say that a candidate supporting the recent financial bailout package would make no difference in how the vote for that person. Of those who say it would make a difference, a fifth say it would make them more likely to vote for the candidate, while one in seven say it would make them less likely.

Jobs and the economy and the war in Iraq/Peace/Foreign policy remained the top two issues facing the U.S. among Southern New Jersey likely voters from September to October, but the importance of jobs and the economy increased slightly.

Three quarters of the combined districts say they are not familiar with the William J. Hughes Center, which is up slightly from last month. Of those who are familiar with the center, about one in six say its primary responsibility should be to both disseminate information and conduct polls, which is down slightly from last month.

III. Narrative Analysis

4. If the November 4th presidential election was held today and the candidates were Republican John McCain and Democrat Barack Obama, for whom would you vote?

Table 1. Presidential Election

	October				September			
	1 st CD	2 nd CD	3 rd CD	Combined	1 st CD	2 nd CD	3 rd CD	Combined
Obama	61	49	45	52	55	43	46	48
McCain	29	42	44	39	31	43	44	39
Someone else	3	1	4	3	2	1	1	1
Not sure	7	8	8	7	13	13	9	12

Half (52%) of the Southern New Jersey respondents say they would vote for Barack Obama if the presidential election were held today, while two-fifths (39%) say they would vote for John McCain.

Slightly more say they would vote for Obama in October (52%) than did in September (48%), and slightly less say they are unsure who they would vote for (7% to 12%), but both changes are within the margin of error. The percentage of Southern New Jersey residents that say they would vote for McCain was exactly the same both months (39%).

Across the combined districts, Obama's support among 18-29 year-olds jumped significantly from 58% in September to 77% in October, while McCain's support dropped significantly among 18-29 year-olds from 33% in September to 22% in October. McCain's support also fell among seniors (49% to 41%), but gained among 30-49 year-olds (34% to 41%).

McCain's support has fallen among Southern New Jersey women (37% to 30%), but increased among men (41% to 48%), while Obama's support has jumped among women (49% to 60%) and decreased slightly among men (48% to 43%).

Obama's support among Southern New Jersey whites increased slightly from 40% to 45%, and among African-Americans from 85% to 90%. Meanwhile, McCain's support increased among Hispanics from 27% in September to 34% in October.

Support of Obama increased slightly in both the 1st Congressional District (55% to 61%), and in the 2nd Congressional District (43% to 49%).

100. Have vice presidential Republican candidate Sarah Palin and vice presidential Democratic candidate Joe Biden influenced how you will vote for president?

Table 2. Vice Presidential Influence

	1 st CD	2 nd CD	3 rd CD	Combined
Yes	50	39	48	46
No	49	58	51	52
Not sure	1	3	1	2

Half (52%) of the Southern New Jersey residents polled say that vice presidential candidates Sarah Palin and Joe Biden have not influenced how they will vote for president, but slightly less than half (46%) say that they have.

Those in the 1st (50%) and 3rd (48%) Congressional Districts are much more likely than are those in the 2nd Congressional District (39%) to say that the vice presidential candidates have influenced their presidential vote.

African-Americans (52%) are more likely than whites (46%) and Hispanics (38%) to say the vice presidential candidates have influenced who they will choose for president.

Those aged 30-49 are the most likely age group to say that their presidential vote has not been influenced by the vice presidential candidates (58%).

5. If the November 4th U.S. Senate election was held today and the candidates were Republican Dick Zimmer and Democrat Frank Lautenberg, for whom would you vote?

Table 3. U.S. Senate Election

	October				September			
	1 st CD	2 nd CD	3 rd CD	Combined	1 st CD	2 nd CD	3 rd CD	Combined
Lautenberg	50	42	41	44	55	46	43	48
Zimmer	27	36	41	35	29	35	38	34
Someone else	3	2	3	3	1	3	5	3
Not sure	20	19	16	18	15	17	13	15

Just over two fifths (44%) of the combined districts say they would vote for Frank Lautenberg if the election for U.S. Senate were held today, while about a third (35%) say they would choose Dick Zimmer. Close to a fifth (18%) are unsure who they would vote for.

The percentages for October are just about the same as they were for September, as even though Lautenberg saw a very slight drop in overall support in the combined districts (48% to 44%) and within the 1st Congressional District (55% to 50%), the changes fall within the margin of error.

6. If the November 4th 1st Congressional District election was held today and the candidates were Republican Dale Glading and Democrat Rob Andrews, for whom would you vote?

Table 4. 1st Congressional District Election

	October	September
Andrews	69	73
Glading	18	16
Someone else	2	1
Not sure	11	9

Rob Andrews support fell very slightly from September to October (73% to 69%), and Dale Glading's increased very slightly (16% to 18%), but the changes are within the margin of error.

8. If the November 4th 2nd Congressional District election was held today and the candidates were Republican Frank LoBiondo and Democrat David Kurkowski, for whom would you vote?

Table 5. 2nd Congressional District Election

	October	September
LoBiondo	59	62
Kurkowski	29	26
Someone else	0	0
Not sure	12	12

Frank LoBiondo's support fell very slightly from September to October (62% to 59%) and David Kurkowski's increased very slightly (26% to 29%), but the changes are within the margin of error.

9. If the November 4th 3rd Congressional District election was held today and the candidates were Republican Chris Myers and Democrat John Adler, for whom would you vote?

Table 6. 3rd Congressional District Election

	October	September
Adler	40	37
Myers	39	39
Someone else	4	3
Not sure	17	22

John Adler's support increased very slightly from September to October (37% to 40%), but that change was within the margin of error. Chris Myer's support stayed exactly the same.

10. What are the two top issues facing the country today? (Choose up to two.)

Table 7. Top Two Issues Facing the U.S.

	October				September			
	1 st CD	2 nd CD	3 rd CD	Combined	1 st CD	2 nd CD	3 rd CD	Combined
Jobs and the economy	80	74	79	78	76	67	74	72
War in Iraq/ Peace/Foreign policy	30	32	36	33	34	27	37	33
Health care/insurance/ Prescription drugs	25	28	19	24	29	23	17	23
Taxes	11	17	13	14	11	17	13	14
Terrorism/Security	8	15	18	14	10	15	12	12
Budget/Spending/Deficit	7	6	3	5	8	7	9	8
Education/Schools	10	3	7	7	6	6	8	7
Immigration	3	3	3	3	5	9	7	7
Gas prices	3	5	3	4	7	8	6	7
Social Security/Elderly	4	3	3	3	5	7	3	5
Environment	4	3	4	3	5	4	4	4
Crime/Drugs/Violence	3	1	1	2	1	2	1	1
*Other	6	6	5	6	3	3	4	3
Not sure/None	2	0	0	1	1	2	--	1

***(Number in parentheses denotes frequency of similar response):**

CD1: Abortion (8); Energy (5); lack of leadership/integrity (2); Mortgage crisis (2) **One each:** lack of morals; Lack of accountability in society; Death penalty; Racism; Socialism; All of the above

CD2: Housing crisis (3); Government corruption/incompetence (3); Supreme Court appointments (2); Energy (2); All of the above (2) **One each:** Abortion; Upholding the constitution; Lack of morals; Women’s rights; Younger generation; Socialism

CD3: All of the above (5); Abortion (4); Energy (2); **One each:** Housing/mortgage crisis; Government corruption/incompetence; Lack of morals; Women’s rights

Jobs and the economy (78%) and the war in Iraq/Peace/Foreign policy (33%) remained the top two issues facing the U.S. among Southern New Jersey likely voters from September to October, but the importance of jobs and the economy increased from 72% to 78%.

The biggest increase in importance for the issue of jobs and the economy occurred in the 2nd Congressional District (67% to 74%).

11. How much more likely or less likely would you be to vote for a candidate if you knew that he or she supported the recent financial bailout package, or would it make no difference in your vote?

Table 8. Effect of Bailout Vote

	More Likely			Less Likely			No difference	Not sure
	Much	Somewhat	Overall	Somewhat	Much	Overall		
1 st CD	10	5	15	11	7	18	61	6
2 nd CD	9	13	22	6	7	13	62	3
3 rd CD	9	13	22	8	3	11	62	4
Combined	9	10	19	8	6	14	62	5

Six in ten (62%) of Southern New Jersey likely voters say that a candidate supporting the recent financial bailout package would make no difference in how the vote for that person. Of those who say it would make a difference, a fifth (19%) say it would make them more likely to vote for the candidate, while one in seven (14%) say it would make them less likely.

Those in the 1st Congressional District are most likely to say that a candidate supporting the bailout would make them less likely to vote for him or her (18%), while those in the 2nd and 3rd Congressional District are the most likely to say they would be more likely to vote for a candidate for supporting the bailout (22% each).

Hispanics (42%) and African-Americans (36%) are much more likely than whites (15%) to say they would be more likely to vote for a candidate who supported the financial bailout, as are 18-29 year-olds (40%) compared to 30-49 year-olds (19%), 50-64 year-olds (16%) and those over 65 (18%); and those making less than \$25K a year (41%) vs. those making \$25-35K (11%), \$35-50K (23%), \$50-75 (18%), \$75-100K (12%), and over \$100K (18%).

12. Which of the following do you think is the primary responsibility of the non-partisan William J. Hughes Center for Public Policy at Stockton College?

Table 9. Hughes Center Responsibility

	October				September			
	1 st CD	2 nd CD	3 rd CD	Combined	1 st CD	2 nd CD	3 rd CD	Combined
Disseminating information	6	4	4	3	4	6	4	5
Conducting polls	4	3	1	5	4	2	3	3
Both	14	21	11	16	22	28	19	23
Neither	1	2	0	1	3	3	0	2
Not familiar	76	69	81	75	67	62	74	68
Not sure	0	1	2	1	1	0	0	0

Three quarters (75%) of Southern New Jersey likely voters say they are not familiar with the William J. Hughes Center, which is up slightly from September (68%). Of those who are familiar with the center, 16% say its primary responsibility should be to both disseminate information and conduct polls, which is down slightly from last month (23%).

Those in the 3rd Congressional District are the most likely to be unfamiliar with the Hughes Center (81%), which is up slightly from September (74%).