

## Survey Methodology [NJ Likely Voters]: 10/27/09 thru 10/29/09

Zogby International was commissioned by the William J. Hughes Center for Public Policy to conduct a telephone survey of likely voters.

The sample is 1093 interviews with approximately 17 questions asked. 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<sup>1</sup> and are comparable to other professional public-opinion surveys conducted using similar sampling strategies.<sup>2</sup> Weighting by *region, party, age, race and gender* is used to adjust for non-response. Margin of error is +/- 3.0 percentage points. Margins of error are higher in sub-groups.

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<sup>1</sup> 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).

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

Poll of New Jersey Likely Voters - 10/27/09 thru 10/29/09 MOE +/- 3.0 Percentage Points

Region

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	North	393	36.0	36.0	36.0
	Central	361	33.0	33.0	69.0
	South	339	31.0	31.0	100.0
	Total	1093	100.0	100.0	

Registered

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1093	100.0	100.0	100.0

Likelihood

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	V lkly	984	90.0	90.0	90.0
	Smw lkly	109	10.0	10.0	100.0
	Total	1093	100.0	100.0	

Party

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Democratic	459	42.0	42.0	42.0
	Republican	350	32.0	32.0	74.0
	Ind/Unaffiliated	284	26.0	26.0	100.0
	Total	1093	100.0	100.0	

4. If the election for governor was held today and the candidates were Republican Chris Christie and Democrat Jon Corzine for whom would you vote?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Christie	417	38.2	38.2	38.2
	Corzine	447	40.9	40.9	79.1
	Someone else	110	10.0	10.0	89.1
	NS	119	10.9	10.9	100.0
	Total	1093	100.0	100.0	

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5. If the election for governor was held today and the candidates were Republican Chris Christie, Democrat Jon Corzine, and independent Christopher Daggett for whom would you vote?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Christie	395	36.1	36.1	36.1
	Corzine	416	38.0	38.0	74.1
	Daggett	142	13.0	13.0	87.2
	Someone else	11	1.0	1.0	88.2
	NS	129	11.8	11.8	100.0
	Total	1093	100.0	100.0	

6. Who are you leaning toward for governor- Chris Christie, Jon Corzine, or Christopher Daggett?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Christie	32	2.9	24.4	24.4
	Corzine	24	2.2	18.9	43.3
	Daggett	10	.9	7.6	50.9
	NS	63	5.8	49.1	100.0
	Total	129	11.8	100.0	
Missing	0	964	88.2		
Total		1093	100.0		

All Votes - Full Horserace

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Christie	426	39.0	39.0	39.0
	Corzine	440	40.3	40.3	79.3
	Daggett	152	13.9	13.9	93.2
	Someone else	11	1.0	1.0	94.2
	Undecided	63	5.8	5.8	100.0
	Total	1093	100.0	100.0	

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7. How likely are you to vote for that candidate?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely	594	54.4	62.4	62.4
	V lkly	226	20.7	23.8	86.1
	Smw lkly, but could change my mind	129	11.8	13.5	99.6
	N lkly	2	.2	.2	99.9
	NS	1	.1	.1	100.0
	Total	953	87.2	100.0	
Missing	0	140	12.8		
Total		1093	100.0		

8. Do you think that Governor Corzine deserves to be reelected or is it time for someone new?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Deserves to be reelected	372	34.0	34.0	34.0
	Time for someone new	642	58.7	58.7	92.8
	NS	79	7.2	7.2	100.0
	Total	1093	100.0	100.0	

9. The lieutenant governor candidates are Republican Kim Guadagno, Democrat Loretta Weinberg, and independent Frank Esposito. On a scale of one to five with one being no impact at all and five being a huge impact how much of an impact does the lieutenant governor's race have on you vote for governor?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No impact at all	637	58.2	58.2	58.2
	2	161	14.7	14.7	73.0
	3	149	13.6	13.6	86.6
	4	31	2.9	2.9	89.4
	Huge impact	69	6.3	6.3	95.7
	NS	47	4.3	4.3	100.0
	Total	1093	100.0	100.0	

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10. On a scale of one to five, with one being no influence at all and five being a huge influence, how much do allegations of political corruption influence who you vote for?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No influence at all	212	19.4	19.4	19.4
	2	66	6.1	6.1	25.5
	3	213	19.4	19.4	44.9
	4	182	16.6	16.6	61.5
	Huge influence	388	35.5	35.5	97.0
	NS	33	3.0	3.0	100.0
	Total	1093	100.0	100.0	

Age Group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-29	178	16.3	17.0	17.0
	30-49	315	28.8	30.0	47.0
	50-64	399	36.5	38.0	85.0
	65+	157	14.4	15.0	100.0
	Total	1049	96.0	100.0	
Missing	0	44	4.0		
Total		1093	100.0		

Age Group-B

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	56	5.1	5.3	5.3
	25-34	149	13.6	14.2	19.5
	35-54	446	40.8	42.5	62.0
	55-69	288	26.4	27.5	89.5
	70+	110	10.1	10.5	100.0
	Total	1049	96.0	100.0	
Missing	0	44	4.0		
Total		1093	100.0		

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generation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pre 1926	20	1.8	1.9	1.9
	Privates	152	13.9	14.5	16.4
	Woodstockers	514	47.0	49.0	65.4
	Nikes	179	16.4	17.1	82.5
	First Globals	184	16.8	17.5	100.0
	Total	1049	96.0	100.0	
Missing	.00	44	4.0		
Total		1093	100.0		

Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	788	72.1	73.0	73.0
	Hisp	97	8.9	9.0	82.0
	AfrAmer	129	11.8	12.0	94.0
	Asian	43	3.9	4.0	98.0
	Other	22	2.0	2.0	100.0
	Total	1079	98.7	100.0	
Missing	.00	14	1.3		
Total		1093	100.0		

Religion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Catholic	431	39.4	40.5	40.5
	Protestant	345	31.5	32.4	73.0
	Jewish	101	9.3	9.5	82.5
	Other/None	186	17.0	17.5	100.0
	Total	1063	97.2	100.0	
Missing	.00	30	2.8		
Total		1093	100.0		

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Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< \$25K	108	9.9	11.7	11.7
	\$25-35K	58	5.3	6.3	17.9
	\$35-50K	87	7.9	9.3	27.2
	\$50-75K	191	17.5	20.5	47.8
	\$75-100K	155	14.2	16.7	64.5
	\$100K+	330	30.2	35.5	100.0
	Total	929	85.0	100.0	
Missing	0	164	15.0		
Total		1093	100.0		

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	503	46.0	46.0	46.0
	Female	590	54.0	54.0	100.0
	Total	1093	100.0	100.0	