

FOR IMMEDIATE RELEASE
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For more commentary from Professor Redlawsk see
<http://eagletonpoll.blogspot.com>

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NEW JERSEYANS TO GOV. CHRISTIE: STAY HOME, ATTEND TO OUR ISSUES

NEW BRUNSWICK, N.J. – As Gov. Chris Christie continues his national tour for Republican candidates, New Jersey’s registered voters would prefer he stay home and focus on Garden State issues, according to a new Rutgers-Eagleton Poll released today. Almost two-of-three New Jerseyans (64 percent) want Christie here, while one-in-four (24 percent) support his travels.

For the 22 percent of respondents who rate Christie’s job performance excellent, a majority (55 percent) say he should campaign, while 38 percent prefer he remain in state. Others disagree: of those who think he is doing a good job (23 percent), only 22 percent want him to campaign, while 64 percent say he should stay home. Of the 52 percent who say Christie is doing only a fair or poor job, nearly three-quarters want him to stay put and work on New Jersey issues.

“The paradox is fascinating. Those who view Christie’s performance negatively nonetheless would prefer he stay in New Jersey and work on our issues, rather than campaign in other states,” said David Redlawsk, director of the Rutgers-Eagleton Poll and professor of political science. “Those who are most supportive agree with his campaigning out of state. This is probably because his strongest supporters are overwhelmingly Republicans who believe the governor’s star power will help other Republicans. It may be those who oppose Christie’s travels – the largest group of whom are Democrats – also worry about the same thing.”

The poll of 912 registered New Jersey voters was conducted Sept. 23 to 26 and has a margin of error of +/- 3.2 percentage points.

Christie’s national reputation does not make New Jersey proud

About one-third (37 percent) of respondents say Christie’ national recognition makes them proud to be from New Jersey. The large majority (56 percent) say it does not.

Not surprisingly, partisan Republicans have a different view. While 62 percent of Republicans say Christie makes them proud to be from the Garden State, only 38 percent of independents and 20 percent of Democrats feel the same.

Support for Christie's national campaign tour is apparently related to pride: 61 percent of those favoring his campaigning also say Christie makes them proud to be from New Jersey. Two-thirds (64 percent) of those who want him to stay home say the governor does not make them proud.

"Republicans want Christie to spread the word on behalf of other Republicans nationwide," said Redlawsk, "but the governor seems to not be making the same impression on independents, who make the difference in his favorability ratings, as they did when he was elected."

Christie favorability tightens, job performance improves

Voters continue to feel slightly more favorable than unfavorable toward the governor as was true in the August Rutgers-Eagleton Poll, despite the high profile controversy of the Race to the Top competition. However, the number holding an unfavorable impression has increased. Across the state, 46 percent of voters have a favorable impression of Christie, while 42 percent have an unfavorable impression and 12 percent are unsure. In August, Christie's rating was 46 percent favorable and 39 percent unfavorable with 15 percent unsure.

At the same time, Christie's job performance ratings have improved, with 45 percent saying he is doing an excellent or good job, compared to 39 percent in August. Fifty-two percent currently rate his performance fair or poor while 58 percent did so in August.

Issues of importance in the Garden State

When voters were asked the most important problem in New Jersey today, they are most worried about the economy and unemployment (32 percent) and taxes (24 percent). Education (13 percent), state budget/spending (7 percent) and crime/drugs (5 percent) follow. Only 2 percent call health care the most important problem, the same percentage as those who name the governor himself. Only 1 percent cites the environment and the NJEA (teachers union).

When asked to rate the importance of a specific list of issues, New Jerseyans overwhelmingly (91 percent) say the economy matters to them personally, followed by unemployment (81 percent), health care (80 percent), taxes (77 percent), the budget deficit (74

percent), terrorism (67 percent), the wars in Afghanistan and Iraq (64 percent), and immigration (49 percent).

Christie finds support from voters concerned with taxes

What voters see as the most important problem facing the state conditions how they view the governor’s job performance, the poll shows.

Those who name taxes as the most important issue are more supportive of the governor, with 53 percent rating his performance excellent or good and only 45 percent fair or poor. Among voters most worried about the economy and their own financial security, a majority is negative, with 44 percent rating Christie excellent or good while 53 percent rate him only fair or poor. Voters most concerned about education are much more negative than other voters, with only 30 percent rating Christie’s performance positively, while 68 percent have a negative view of his job performance.

“Those who view Governor Christie doing a good job are much more likely to be focused on taxes, compared to other New Jersey voters,” said Redlawsk, “and it is clear he has lost voters who think education is the most important. Fortunately for him, that is currently a relatively small group. Yet given the overriding importance of the economy to voters, his negative rating with that group drags the governor down overall.”

QUESTIONS AND TABLES FOLLOW ON THE NEXT PAGE

*New Jersey Gov. Christie Perceptions – September 2010
Rutgers-Eagleton Poll*

**Rutgers-Eagleton Poll September 23-26, 2010
Questions and Tables**

The questions covered in the release of October 5, 2010 are listed below. Column percentages may not add to 100% due to rounding.

Q. Thinking about issues people talk about, how important is each of the following to you personally? Please tell me if it is very important, somewhat important at all? First, [Next] [ROTATE LIST]

	Economy	Health Care	Terrorism	Budget Deficit	Taxes	Immigration	Unemployment	Wars in Iraq and Afghanistan
Very Important	91%	80%	67%	74%	77%	49%	81%	64%
Somewhat Important	8%	17%	27%	23%	21%	40%	17%	31%
Not Important at all	1%	3%	5%	2%	2%	10%	2%	4%
DK	0%	0%	1%	0%	0%	1%	0%	0%
N=	912	912	910	912	912	912	911	912

Q. Please rate how Governor Chris Christie is handling his job as Governor. Is it excellent, good, fair, or poor?

	Sept 2010	Aug 2010
Excellent	22%	12%
Good	23%	27%
Fair	27%	33%
Poor	25%	25%
DK	3%	3%
N=	911	750

	Party ID			Ideology		
	Dem	Ind	Rep	Lib	Middle	Conserv
Excellent	14%	20%	37%	21%	15%	35%
Good	15%	24%	37%	12%	22%	36%
Fair	32%	30%	17%	29%	31%	19%
Poor	36%	22%	8%	37%	29%	7%
DK	3%	4%	0%	1%	4%	2%
N=	400	259	244	225	421	248

	Education				Gender	
	HS or Less	Some Coll	Coll Grad	Grad Work	Male	Female
Excellent	25%	24%	15%	17%	24%	19%
Good	21%	19%	33%	24%	26%	21%
Fair	24%	28%	29%	31%	27%	28%
Poor	26%	25%	22%	27%	21%	28%
DK	4%	4%	1%	1%	2%	4%
N=	275	321	180	131	432	479

*New Jersey Gov. Christie Perceptions – September 2010
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	Race					Age			
	White	Black	Asian	Hispanic	Other	18-29	30-49	50-64	65+
Excellent	21%	15%	6%	39%	23%	9%	24%	20%	28%
Good	28%	5%	23%	17%	26%	18%	26%	22%	25%
Fair	27%	31%	48%	19%	16%	35%	25%	29%	24%
Poor	23%	42%	22%	21%	27%	32%	22%	28%	21%
DK	2%	8%	0%	3%	8%	6%	3%	1%	3%
N=	632	113	43	99	23	146	335	239	189

	Income			
	< 50K	50K- <100K	100K- <150K	150K+
Excellent	20%	24%	17%	27%
Good	20%	23%	32%	28%
Fair	25%	32%	22%	20%
Poor	31%	19%	27%	24%
DK	4%	1%	2%	0%
N=	321	248	88	71

[SPLIT SAMPLE: ONE HALF ASKED ABOUT NATIONAL RECOGNITION/ONE HALF NOT ASKED]

Q. Does Governor Christie’s national recognition make you proud to be from New Jersey?

Yes	37%
No	56%
DK	7%
N=	429

Q. Does Governor Christie make you proud to be from New Jersey?

Yes	34%
No	55%
DK	11%
N=	472

**Q. Does Governor Christie make you proud?
(Both Pride Questions Combined)**

Yes	36%
No	56%
DK	9%
N=	901

[END SPLIT SAMPLE]

*New Jersey Gov. Christie Perceptions – September 2010
Rutgers-Eagleton Poll*

Q. In the coming weeks Governor Christie is going on the road to campaign for Republican candidates Do you think he should go on the campaign trail to do this or should he stay in New Jersey and focus on issues here?

Go Campaigning	24%
Stay in NJ	64%
DK	12%
N=	909

	Dem	Ind	Rep
Go Campaigning	19%	20%	37%
Stay in NJ	69%	67%	51%
DK	12%	13%	12%
N=	400	259	242

	Christie Job Performance Rating				
	Excellent	Good	Fair	Poor	DK
Go Campaigning	55%	22%	14%	12%	0%
Stay in NJ	38%	64%	73%	75%	70%
DK	7%	14%	13%	13%	30%
N=	194	214	247	226	27

Does Gov Christie make you proud to be from NJ?

(Combined Version)	Go		
	Campaigning	Stay in NJ	DK
Yes	61%	28%	26%
No	33%	64%	57%
DK	6%	8%	17%
N=	218	569	112

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

Governor Christie

	Sept 2010	Aug 2010	Apr 2010	Feb 2010
Favorable	46%	46%	33%	45%
Unfavorable	42%	39%	37%	26%
DK	12%	15%	30%	29%
N=	911	751	953	954

	Party ID			Ideology		
	Dem	Ind	Rep	Liberal	Middle	Conserv
Favorable	24%	50%	79%	31%	39%	73%
Unfavorable	62%	32%	19%	62%	44%	20%
DK	14%	18%	3%	7%	17%	7%
N=	401	259	244	225	421	248

*New Jersey Gov. Christie Perceptions – September 2010
Rutgers-Eagleton Poll*

	Education				Male	Female
	HS or Less	Some Coll	Coll Grad	Grad Work		
Favorable	49%	44%	48%	42%	54%	39%
Unfavorable	41%	42%	39%	44%	35%	47%
DK	10%	13%	12%	14%	11%	13%
N=	275	321	180	131	432	479

	Race					Age			
	White	Black	Asian	Hispanic	Other	18-29	30-49	50-64	65+
Favorable	50%	23%	35%	53%	45%	32%	50%	40%	57%
Unfavorable	39%	64%	31%	37%	40%	49%	41%	46%	31%
DK	11%	13%	34%	10%	15%	19%	9%	14%	12%
N=	633	113	43	99	23	146	335	240	189

	Income			
	< 50K	50K- <100K	100K- <150K	150K+
Favorable	39%	50%	49%	53%
Unfavorable	48%	39%	40%	36%
DK	13%	12%	11%	11%
N=	322	248	88	71

**Q. In just one or two words, please tell me what the most important problem is in New Jersey?
[Record Open Ended]**

Taxes (incl. Prop taxes)	24%
Economy/Financial Problems/Unemployment	33%
Education	13%
State Budget/Spending	7%
Crime/Drugs	5%
Corruption	3%
Governor Christie	2%
Healthcare	2%
Teachers Union	1%
Environment	1%
Other	8%
DK	1%
N=	910

Christie Job Performance Rating								
	Taxes	Econ	Educ	State Budget	Crime/ Drugs	Corrupt ion	Christie	Health Care
Excellent	27%	18%	16%	30%	44%	27%	0%	0%
Good	26%	27%	14%	26%	24%	23%	5%	16%
Fair	26%	33%	25%	28%	15%	13%	32%	32%
Poor	18%	20%	43%	16%	17%	30%	63%	37%
DK	3%	3%	2%	0%	0%	7%	0%	16%
N=	219	297	122	61	46	30	19	19

*New Jersey Gov. Christie Perceptions – September 2010
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Christie Job Performance Rating	Teachers’ Union	Environ ment	Other	DK
Excellent	50%	17%	21%	8%
Good	10%	0%	24%	23%
Fair	0%	33%	27%	15%
Poor	40%	50%	24%	46%
DK	0%	0%	3%	8%
N=	10	6	66	13

Rutgers-Eagleton Poll September 23-26, 2010
New Jersey Statewide Poll

The Rutgers-Eagleton Poll was conducted from September 23-26, 2010 with a scientifically selected random sample of 912 registered voters statewide. Data are weighted to represent known parameters in the population, including gender, age, race, education, and Hispanic ethnicity. All results are reported with these weighted data. This telephone poll included 777 landline respondents acquired through random digit dialing, and 135 interviews of randomly selected cell phone households.

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 a sample of 912 registered voters is +/-3.2 points, at a 95 percent confidence interval. Thus if 50 percent of New Jersey registered voters favored a particular position, one would be 95 percent confident that the true figure would be between 46.8 and 53.2 percent (50 +/- 3.2) had all registered 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.

Data were collected by Braun Research, Incorporated, of Princeton, NJ and were analyzed by staff of the Rutgers-Eagleton Poll. The AAPOR response rate 3 was 20.1%, the refusal rate 2 was 31.4% and the cooperation rate 3 was 39.1% for the landline part of this poll. For the cell phone sample, the response rate 3 was 10.7%, the refusal rate 2 was 22.7% and the cooperation rate 3 was 32.0%.

Weighted Sample Characteristics (N=912 Registered Voters)			
44% Dem	47% Male	16% 18-29	69% White
29% Independent	53% Female	37% 30-49	12% Black
27% Republican		26% 50-64	11% Hispanic
		21% 65+	5% Asian
			2% Other