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FOR IMMEDIATE RELEASE

EDITOR'S NOTE: ATTENTION POLITICAL EDITORS, Rutgers-Eagleton Poll Director David Redlawsk may be contacted at 319-400-1134, 732-932-9384, ext. 285, or redlawsk@rutgers.edu. Visit <http://eagletonpoll.blogspot.com> for more questions and tables.

**RUTGERS-EAGLETON POLL: LIKELY VOTERS PREFER GOP POLICIES
TO CREATE JOBS, AID NEW JERSEY'S ECONOMY**

NEW BRUNSWICK, N.J – Taxes, the economy and unemployment will be primary on the minds of voters as they head to the polls tomorrow. New Jerseyans believe Republican policies are more likely to fix the economy, are less favorable toward such Democratic measures as government stimulus spending and view GOP leaders more favorably than their counterparts, according to a new Rutgers-Eagleton Poll.

“In addition to a clear ‘enthusiasm gap’ where Republicans are more motivated to turn out, voters are also more favorable toward GOP officials and approaches,” said David Redlawsk, director of the Rutgers-Eagleton Poll and professor of political science at Rutgers University. “New Jersey voters are paralleling what is being seen all over the country, but most Garden State congressional districts are so one-sided that the majority of incumbents are unlikely to feel the direct effects.”

Results are from a statewide Rutgers-Eagleton Poll of 885 registered voters, including 552 likely voters, was conducted October 21-27, with a +/- 3.3 percentage point margin of error for registered voters and +/- 4.1 for likely voters. Generic vote questions were asked of random half-samples, which have a margin of error of +/-4.6 percentage points for registered and +/-5.9 for likely voters. The poll did not survey individual congressional districts and provides a general sense of the state rather than specific results for any one race.

Most important problem

Asked about the state's most important problem, 31 percent of likely voters say taxes of some type, while 20 percent name jobs and 10 percent offer the economy. Education also draws 10 percent, followed by the budget deficit at 7 percent. Of those who name taxes, 56 percent will vote for a Republican congressional candidate and 31 percent for a Democrat.

Of those who say jobs or unemployment is most important in New Jersey, 65 percent prefer a Democrat, while 14 percent prefer a Republican. Among those who think the economy is most pressing, 48 percent will support the GOP and 39 percent will vote Democratic. Where

education is the top concern, 47 percent say they will vote for the Democrat and only 20 percent will support the Republican.

“There are clear differences between the parties on these issues, and voters recognize them,” said Redlawsk. “Voters who focus on taxes prefer Republican approaches, but those focused specifically on jobs lean Democratic. The problem for Democrats is that voters in New Jersey are more worried about taxes than they are jobs.”

More prefer Republican approach to job creation

The greater concern about taxes results in a preference for a Republican-oriented approach to job creation across all likely voters. Asked whether tax cuts or government spending would create jobs more effectively, the majority (51 percent) of likely voters say the former will help more. Only 38 percent favor government spending for creating jobs. Of those preferring tax cuts, almost three times as many say they will vote Republican as Democratic (63 percent to 23 percent). Among those who prefer government spending, likely Democratic voters far outstrip Republicans by nearly 5-to-1 (71 percent to 15 percent).

Likely voters like Christie, dislike Pelosi, are split on Obama

Preference for a Republican approach to jobs is reflected in likely voters’ evaluations of elected officials. They view Gov. Chris Christie favorably, are divided on President Obama and appear decidedly negative toward Speaker of the House Nancy Pelosi. Half hold a favorable impression of the governor, while 38 percent hold an unfavorable impression, a significant improvement since a September Rutgers-Eagleton Poll showed that 46 percent of all registered voters were favorable, and 42 percent unfavorable toward Christie. Sixty-six percent holding a favorable opinion of Christie will vote Republican, and 19 percent will vote Democratic. Of those who hold an unfavorable opinion of the governor, 79 percent will vote Democratic and only 10 percent will vote Republican.

Pelosi is evaluated much less favorably: by a 2-to-1 margin, likely voters hold an unfavorable impression of the speaker. Of these, 67 percent will vote GOP and 18 percent will vote Democratic.

Likely voters are evenly divided on Obama. Forty-four percent have a favorable impression, 45 percent unfavorable. Eighty-four percent who hold Obama in esteem will vote Democratic tomorrow, 75 percent with a negative opinion of the president will vote for the GOP hopeful.

More likely voters approve of Christie's job performance than Obama's

Job approval ratings for Obama and Christie show even more clearly how dissatisfied likely voters are with Democrats. Christie enjoys a 12 percentage point lead in positive job approval ratings over Obama. A majority think Christie is doing an excellent (19 percent) or good job (32 percent) job, a six-point gain since September. Fewer than 40 percent believe that Obama is doing an excellent or good job (14 and 25 percent, respectively). Almost half say Christie is doing a fair or poor job, while nearly six-in-10 say the same of Obama.

More Obama voters will defect

While 77 percent of those who voted for Obama in 2008 plan to vote for Democrats for Congress, 10 percent plan to vote for Republicans, 6 percent say they would prefer a third party candidate and 6 percent are unsure who they will support. John McCain voters are more likely to stay loyal to the GOP: 84 percent say they will vote a Republican for Congress, 6 percent support a Democrat and 9 percent say they don't know.

Obama: Stay home and do your job

Just as last month's poll found that New Jerseyans preferred Christie to work on issues affecting the state rather than campaigning across the country, the new poll offered similar results for Obama. Almost two-thirds think he should remain in Washington rather than support candidates out of town. Only those who believe Obama is doing an excellent job say he should campaign, with 66 percent of this group happy to have him support other candidates.

Questions and Tables follow on the Next Page

**Rutgers-Eagleton Poll October 21-27, 2010
Questions and Tables**

The questions covered in the release of November 1, 2010 are listed below. Column percentages may not add to 100% due to rounding. Unless otherwise noted, all tables are of LIKELY VOTERS, Total N=552.

**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 or not important at all?
First {Next}...**

[ROTATE LIST]

	The Economy	Taxes	Unemployment	Health Care	Budget Deficit	Terrorism	Wars in Iraq Afghanistan	Immigration
Very Important	91%	81%	78%	76%	76%	69%	62%	46%
Somewhat Imp	7%	18%	21%	21%	19%	25%	30%	39%
Not Imp at all	2%	1%	1%	3%	4%	6%	6%	14%
DK	0%	0%	0%	0%	1%	0%	2%	0%
N=	551	552	549	549	552	552	551	549

Q. Thinking back to the last presidential election, did you vote for Barack Obama, John McCain, some other candidate, or were you unable to vote?

Obama	50%
McCain	43%
Some other candidate	4%
Unable to vote	3%
N=	552

2010 Generic Party Ballot/ Congress	2008 Vote		2010 Generic Incumbent Ballot	2008 Vote	
	Obama	McCain		Obama	McCain
Republican	10%	84%	Incumbent	57%	36%
Democrat	78%	6%	Challenger	22%	48%
Third party	6%	1%			
DK	6%	9%	DK	21%	16%
N=	157	110		120	128

Q. And in last year's election for New Jersey Governor, did you vote for Republican Chris Christie, Democrat Jon Corzine, Independent Chris Daggett, some other candidate, or were you unable to vote?

Corzine	44%
Christie	50%
Daggett	2%
Some Other Cand	1%
Unable to vote	2%
N=	552

**October 2010 NJ Voter Mood
Rutgers-Eagleton Poll**

2010 Generic Party Ballot/ Congress	2009 Vote		2010 Generic Incumbent Ballot	2009 Vote	
	Corzine	Christie		Corzine	Christie
Republican	8%	72%	Incumbent	59%	36%
Democrat	86%	10%	Challenger	15%	51%
Third party	3%	7%			
DK	3%	11%	DK	26%	14%
N=	131	141		114	132

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]

	Tea Party	Dems in Congress	Reps in Congress	President Obama	Gov Christie	State Leg in Trenton	Nancy Pelosi
Favorable	34%	38%	32%	44%	50%	21%	25%
Unfavorable	33%	47%	43%	45%	38%	41%	51%
No Opinion	24%	14%	22%	10%	10%	32%	22%
DK	9%	2%	2%	1%	2%	7%	2%
N=	550	550	550	548	551	548	550

CONGRESSIONAL BALLOT TESTS. RANDOMLY ASSIGN TO EITHER VERSION A (PARTY BALLOT) OR VERSION B (INCUMBENT/CHALLENGER BALLOT).

[VERSION A]

Q. If the election for Congress were today would you vote for the Republican, the Democrat, a third party candidate, or would you not vote?

	Oct 2010	Sep 2010
Republican	40%	36%
Democrat	46%	47%
Third party	6%	4%
DK	7%	12%
N =	279	334

For tables showing vote choice by demographic stats, please see previous release at:
<http://eagletonpoll.blogspot.com/2010/10/nj-congressional-races-tightening.html>

Vote Intentions by Importance of Issues

2010 Generic Party Ballot/ Congress	The Economy		Taxes		Unemployment		Health Care	
	Very Import	Somewhat Import	Very Import	Somewhat Import	Very Import	Somewhat Import	Very Import	Somewhat Import
Republican	42%	32%	45%	21%	36%	54%	37%	48%
Democrat	44%	58%	40%	71%	51%	30%	50%	38%
Third party	6%	5%	7%	4%	6%	8%	7%	3%
DK	8%	5%	8%	4%	7%	8%	6%	10%
N=	253	19	225	52	219	53	216	58

**October 2010 NJ Voter Mood
Rutgers-Eagleton Poll**

	Budget		Terrorism		Wars		Immigration		
	Very Import	Somewhat Import	Very Import	Somewhat Import	Very Import	Somewhat Import	Very Import	Somewhat Import	Not Important
Republican	43%	38%	45%	41%	40%	46%	49%	40%	18%
Democrat	43%	52%	42%	52%	45%	47%	38%	45%	73%
Third party	7%	4%	7%	0%	6%	1%	6%	7%	4%
DK	7%	6%	6%	7%	8%	5%	7%	9%	4%
N=	215	52	190	69	178	78	128	103	45

Vote Intention by Favorability Ratings

2010 Generic Party Ballot/ Congress	Tea Party Movement Impressions			
	Favorable	Unfavorable	No Opinion	DK
Republican	71%	10%	48%	24%
Democrat	17%	74%	44%	57%
Third party	10%	8%	0%	5%
DK	2%	9%	8%	14%
N=	92	93	71	21

2010 Generic Party Ballot/ Congress	Democrats in Congress Impressions		
	Favorable	Unfavorable	No Opinion
Republican	5%	72%	41%
Democrat	87%	12%	33%
Third party	4%	8%	8%
DK	2%	8%	18%
N=	114	123	39

	Republicans in Congress Impressions		
	Favorable	Unfavorable	No Opinion
Republican	74%	19%	39%
Democrat	17%	68%	47%
Third party	6%	6%	3%
DK	3%	7%	11%
N=	89	123	62

	President Barack Obama Impressions		
	Favorable	Unfavorable	No Opinion
Republican	7%	75%	50%
Democrat	84%	11%	29%
Third party	5%	6%	8%
DK	4%	8%	12%
N=	131	119	24

Governor Chris Christie Impressions

	Favorable	Unfavorable	No Opinion
Republican	66%	10%	13%
Democrat	19%	79%	83%
Third party	7%	6%	0%
DK	8%	5%	4%
N=	150	101	23

House Speaker Nancy Pelosi Impressions

	Favorable	Unfavorable	No Opinion
Republican	6%	67%	24%
Democrat	87%	18%	60%
Third party	5%	6%	5%
DK	1%	9%	10%
N=	78	139	58

The State Legislature in Trenton Impressions

	Favorable	Unfavorable	No Opinion	DK
Republican	26%	53%	36%	46%
Democrat	63%	33%	51%	41%
Third party	7%	9%	2%	4%
DK	4%	6%	11%	9%
N=	70	104	81	22

[VERSION B]

Q. If the election for Congress were today would you vote for your current Congressman, a challenger running against him, or would you not vote?

	Oct 2010	Sep 2010
Current Congressman	44%	35%
Challenger	34%	33%
DK	22%	32%
N =	273	319

For tables showing vote choice by demographic stats, please see previous release at:

<http://eagletonpoll.blogspot.com/2010/10/nj-congressional-races-tightening.html>

Vote Intentions by Importance of Issues

	Economy		Taxes		Unemployment		Health Care	
	Very Import	Somewhat Import	Very Import	Somewhat Import	Very Import	Somewhat Import	Very Import	Somewhat Import
Current Cong	43%	57%	41%	57%	41%	56%	43%	52%
Challenger	34%	33%	34%	32%	34%	32%	32%	35%
DK	23%	10%	25%	11%	25%	12%	25%	13%
N=	247	21	220	47	211	59	201	60

**October 2010 NJ Voter Mood
Rutgers-Eagleton Poll**

	Budget		Terrorism		Wars		Immigration		
	Very Import	Somewhat Import	Very Import	Somewhat Import	Very Import	Somewhat Import	Very Import	Somewhat Import	Not Import
Current Cong	38%	60%	44%	44%	44%	44%	35%	51%	59%
Challenger	39%	19%	34%	34%	38%	30%	40%	31%	21%
DK	23%	21%	23%	22%	17%	26%	26%	18%	21%
N=	204	53	190	71	164	87	127	111	34

Vote Intention by Favorability Ratings

The Tea Party Movement Impressions

	Favorable	Unfavorable	No Opinion	DK
Current Congressman	27%	68%	48%	21%
Challenger	50%	24%	26%	29%
DK	23%	8%	26%	50%
N=	94	89	62	28

Democrats in Congress Impressions

	Favorable	Unfavorable	No Opinion
Current Congressman	54%	32%	64%
Challenger	17%	51%	19%
DK	29%	17%	17%
N=	93	134	36

Republicans in Congress Impressions

	Favorable	Unfavorable	No Opinion
Current Congressman	29%	57%	42%
Challenger	44%	30%	25%
DK	27%	13%	33%
N=	89	117	60

President Barack Obama Impressions

	Favorable	Unfavorable	No Opinion
Current Congressman	58%	32%	42%
Challenger	19%	52%	12%
DK	23%	16%	46%
N=	110	127	33

Governor Chris Christie Impressions

	Favorable	Unfavorable	No Opinion
Current Congressman	38%	48%	56%
Challenger	48%	22%	18%
DK	14%	30%	26%
N=	127	107	34

House Speaker Nancy Pelosi Impressions

	Favorable	Unfavorable	No Opinion
Current Congressman	67%	36%	44%
Challenger	15%	48%	16%
DK	18%	15%	39%
N=	61	141	61

*October 2010 NJ Voter Mood
Rutgers-Eagleton Poll*

	State Legislature in Trenton Impressions		
	Favorable	Unfavorable	No Opinion
Current Congressman	40%	37%	56%
Challenger	18%	47%	24%
DK	42%	16%	20%
N=	45	121	90

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

[Registered Voters]

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

[Likely Voters]

	Oct 2010
Excellent	19%
Good	32%
Fair	22%
Poor	26%
DK	0%
N=	551

2010 Generic Party

Ballot	Excellent	Good	Fair	Poor
Republican	83%	53%	27%	3%
Democrat	9%	30%	55%	90%
Third party	4%	7%	10%	4%
DK	4%	10%	8%	3%
N =	53	95	62	69

2010 Generic

Incumbent Ballot	Excellent	Good	Fair	Poor
Current Congressman	42%	38%	53%	45%
Challenger	44%	51%	21%	16%
DK	14%	10%	26%	39%
N =	50	86	58	75

**October 2010 NJ Voter Mood
Rutgers-Eagleton Poll**

	Party ID				Ideology	
	Dem	Ind	Rep	Lib	Middle	Conserv
Excellent	4%	18%	38%	5%	17%	34%
Good	20%	37%	42%	14%	33%	45%
Fair	27%	24%	12%	31%	25%	9%
Poor	49%	20%	7%	51%	24%	12%
DK	0%	1%	0%	0%	1%	1%
N=	194	196	158	103	286	150

	Education				Male	Female
	HS or Less	Some Coll	Coll Grad	Grad Work		
Excellent	16%	18%	28%	17%	22%	16%
Good	31%	35%	32%	31%	34%	31%
Fair	24%	17%	26%	22%	20%	23%
Poor	28%	30%	13%	30%	24%	28%
DK	1%	0%	1%	0%	0%	1%
N=	181	179	102	89	260	292

	Race					Age			
	White	Black	Asian	Hispanic	Other	18-29	30-49	50-64	65+
Excellent	24%	0%	17%	6%	21%	2%	15%	24%	26%
Good	36%	6%	30%	41%	35%	21%	38%	32%	32%
Fair	22%	21%	53%	6%	0%	34%	21%	21%	18%
Poor	17%	72%	0%	47%	44%	43%	25%	23%	23%
DK	1%	0%	0%	0%	0%	0%	0%	1%	1%
N=	396	71	27	46	11	68	177	143	163

	Income			
	under 50K	50K- <100K	100K- <150K	150K+
Excellent	14%	14%	24%	27%
Good	26%	36%	40%	37%
Fair	19%	22%	20%	14%
Poor	40%	28%	16%	22%
DK	1%	0%	0%	0%
N=	160	140	59	73

Q. Please rate how Barack Obama is handling his job as President. Is it excellent, good, fair, or poor?

	Oct 2010 Likely Voter	Sept 2010 Likely Voter
Excellent	14%	22%
Good	25%	32%
Fair	30%	21%
Poor	29%	24%
DK	2%	1%
N=	552	710

*October 2010 NJ Voter Mood
Rutgers-Eagleton Poll*

2010 Generic Party

Ballot	Excellent	Good	Fair	Poor
Republican	4%	10%	49%	90%
Democrat	96%	72%	31%	2%
Third party	0%	12%	7%	3%
DK	0%	6%	12%	6%
N = 278	48	72	83	68

2010 Generic

Incumbent Ballot	Excellent	Good	Fair	Poor
Current Congressman	56%	64%	34%	38%
Challenger	7%	21%	34%	52%
DK	37%	15%	32%	11%
N = 273	27	67	83	93

	Party ID			Ideology		
	Dem	Ind	Rep	Lib	Middle	Conserv
Excellent	29%	8%	1%	29%	12%	7%
Good	42%	23%	9%	50%	28%	5%
Fair	20%	36%	36%	12%	35%	32%
Poor	6%	33%	53%	5%	24%	56%
DK	4%	0%	1%	4%	1%	0%
N=	195	196	158	103	286	150

Education

	Education		Work		Gender	
	HS or Less	Some Coll	Coll Grad	Grad Work	Male	Female
Excellent	13%	15%	14%	10%	12%	15%
Good	25%	17%	27%	41%	28%	22%
Fair	31%	32%	28%	29%	27%	33%
Poor	28%	33%	31%	20%	32%	26%
DK	3%	3%	0%	0%	0%	3%
N=	181	179	103	89	260	292

Race

	Race					Age			
	White	Black	Asian	Hispanic	Other	18-29	30-49	50-64	65+
Excellent	7%	47%	5%	23%	0%	10%	17%	16%	9%
Good	24%	27%	39%	27%	11%	27%	27%	24%	24%
Fair	32%	26%	38%	18%	27%	41%	31%	25%	30%
Poor	35%	0%	17%	22%	62%	22%	25%	33%	33%
DK	1%	0%	0%	9%	0%	0%	0%	2%	4%
N=	396	71	27	46	11	68	177	143	163

Income

	Income	Income	Income	Income
Excellent	21%	16%	9%	5%
Good	19%	30%	25%	30%
Fair	35%	29%	19%	35%
Poor	22%	24%	47%	31%
DK	3%	2%	0%	0%
N=	160	141	59	73

Q. Recently, President Obama has been campaigning for Democratic candidates around the country. Do you think he should go on the campaign trail to do this or should he stay in Washington and focus on issues there?

	Obama	Christie (Sept 10)
Go Campaigning	31%	24%
Stay in NJ	62%	64%
DK	7%	12%
N=	551	909

	Dem	Ind	Rep
Go Campaigning	47%	29%	13%
Stay in NJ	47%	67%	78%
DK	7%	4%	9%
N=	195	196	158

	Obama Job Performance Rating				
	Excellent	Good	Fair	Poor	DK
Go Campaigning	66%	46%	16%	15%	50%
Stay in NJ	23%	49%	77%	78%	50%
DK	11%	6%	7%	7%	0%
N=552	74	140	167	161	10

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

	Oct 2010 [LV]	Sept 2010 [RV]
Economy/Financial Problems/Unemployment	30%	33%
Taxes (incl. Prop taxes)	24%	24%
Education	10%	13%
State Budget Deficit/Spending	7%	7%
Immigration	4%	*
Crime/Drugs	*	5%
Corruption	4%	3%
Governor Christie	3%	2%
Healthcare	1%	2%
Teachers Union	*	1%
Environment	*	1%
Other	6%	8%
DK	3%	1%
N=	553	910

*Less than 1%

*October 2010 NJ Voter Mood
Rutgers-Eagleton Poll*

2010 Generic Party Ballot	Most important problem in New Jersey					
	Jobs/ Unemp	Economy	Taxes	Prop Taxes	Educ	Budget
Republican	14%	48%	56%	35%	20%	75%
Democrat	65%	39%	31%	59%	77%	20%
Third party	14%	9%	5%	6%	0%	0%
DK	7%	4%	8%	0%	3%	5%
N=	57	23	62	17	30	20

2010 Generic Incumbent Ballot	Most important problem in New Jersey					
	Jobs/ Unemp	Economy	Taxes	Prop Taxes	Educ	Budget
Incumbent	53%	29%	42%	38%	33%	57%
Challenger	50%	32%	42%	50%	7%	24%
DK	12%	39%	16%	12%	59%	19%
N=	53	31	67	24	27	21

Q. There is a lot of talk about the need to create jobs. Which do you think does a better job creating jobs: Government spending on infrastructure like roads and bridges, or tax cuts?

2010 Generic Party Ballot	Government Spending	Tax cuts	DK
Republican	15%	63%	34%
Democrat	71%	23%	55%
Third Party	6%	7%	0%
DK	7%	7%	10%
N = 276	112	135	29

2010 Generic Incumbent Ballot	Government Spending	Tax cuts	DK
Current Congressman	64%	35%	20%
Challenger	21%	43%	32%
DK	15%	22%	48%
N = 272	100	147	25

**Rutgers-Eagleton Poll October 21-27, 2010
New Jersey Statewide Poll**

The Rutgers-Eagleton Poll was conducted from October 21-27, 2010 with a scientifically selected random sample of 885 registered voters from throughout the state of New Jersey, yielding 552 likely voters. 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 798 landline respondents acquired through random digit dialing, and 87 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 885 registered voters is +/-3.3 points, at a 95 percent confidence interval. For the likely voter sub sample of 552 respondents, the margin of error is +/-4.1 points. 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 46.7 and 53.3 percent (50 +/- 3.3) had all New Jersey 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 staff and students working with the Rutgers-Eagleton Poll and were analyzed by staff of the Rutgers-Eagleton Poll.

Weighted Sample Characteristics (N=552 Likely Voters)			
36% Dem	47% Male	12% 18-29	72% White
36% Independent	53% Female	32% 30-49	13% Black
30% Republican		26% 50-64	8% Hispanic
		30% 65+	5% Asian
			2% Other