

## FINAL NEW JERSEY SEPTEMBER

**Region:**

| (N=500)          | n   | %     |
|------------------|-----|-------|
| North East ----- | 133 | 26.60 |
| North West ----- | 60  | 12.00 |
| Central -----    | 151 | 30.20 |
| South -----      | 156 | 31.20 |

\*\*\*\*\*  
 {INSERT QUOTAS}

**INTRO SECTION>**

Hello, my name is \_\_\_\_\_ and I am conducting a survey for Suffolk University and I would like to get your opinions on some questions about the upcoming election in New Jersey. Would you be willing to spend six minutes answering some brief questions? (quota – youngest in that household). Are you currently registered to vote?

{IF YES, PROCEED. IF NO/ UNDECIDED, TERMINATE} {ALL QUOTAS}

S1. Gender

| (N=500)      | n   | %     |
|--------------|-----|-------|
| Male-----    | 235 | 47.00 |
| Female ----- | 265 | 53.00 |

S.2 Thank You. How likely are you to vote in the New Jersey election for Governor this November – very likely, somewhat likely, not very likely, or not at all likely?

| (N=500)              | n   | %     |
|----------------------|-----|-------|
| Very Likely-----     | 444 | 88.80 |
| Somewhat Likely----- | 56  | 11.20 |

1. Are you currently registered as a Democrat, Republican, or Unaffiliated (Independent)?

| (N=500)                         | n   | %     |
|---------------------------------|-----|-------|
| Democrat -----                  | 216 | 43.20 |
| Republican -----                | 140 | 28.00 |
| Unaffiliated (Independent)----- | 118 | 23.60 |
| Other-----                      | 18  | 3.60  |
| Refused -----                   | 8   | 1.60  |

2. What is your age category?

| (N=500)           | n   | %     |
|-------------------|-----|-------|
| 18-25 Years ----- | 28  | 5.60  |
| 26-35 Years ----- | 69  | 13.80 |
| 36-45 Years ----- | 79  | 15.80 |
| 46-55 Years ----- | 118 | 23.60 |
| 56-65 Years ----- | 95  | 19.00 |
| 66-75 Years ----- | 55  | 11.00 |
| Over 75-----      | 48  | 9.60  |
| Refused -----     | 8   | 1.60  |

3. Which of the following best describes your race or ethnicity?

| (N=500)                                       | n   | %     |
|---|-----|-------|
| White/Caucasian-----                          | 347 | 69.40 |
| African-American -----                        | 76  | 15.20 |
| Asian-----                                    | 19  | 3.80  |
| American Indian / Alaska Native-----          | 4   | 0.80  |
| Native Hawaiian / Other Pacific Islander----- | 0   | 0.00  |
| Hispanic/Latino-----                          | 46  | 9.20  |
| Undecided-----                                | 5   | 1.00  |
| Refused -----                                 | 3   | 0.60  |

4. Do you think things in the country are generally going in the right direction or do you think things have gotten off on the wrong track?

| (N=500)              | n   | %     |
|----------------------|-----|-------|
| Right Direction----- | 133 | 26.60 |
| Wrong Track -----    | 306 | 61.20 |
| Undecided-----       | 57  | 11.40 |
| Refused-----         | 4   | 0.80  |

5. Do you think things in New Jersey are generally going in the right direction or do you think things have gotten off on the wrong track?

| (N=500)              | n   | %     |
|----------------------|-----|-------|
| Right Direction----- | 91  | 18.20 |
| Wrong Track -----    | 331 | 66.20 |
| Undecided-----       | 77  | 15.40 |
| Refused-----         | 1   | 0.20  |

6. For governor, there are seven candidate listed on your ballot...(READ NAMES & PARTY AFFILIATION) {ROTATE .1 and .2, then {RANDOMIZE .3 - .7} At this point, for whom will you vote or toward whom do you lean?

| (N=500)                                    | n   | %     |
|--|-----|-------|
| Kim Guadagno, Republican -----             | 112 | 22.40 |
| Phil Murphy, Democrat-----                 | 198 | 39.60 |
| Gina Genovese, Reduce Property Taxes ----- | 8   | 1.60  |
| Seth Kaper-Dale, Green Party -----         | 2   | 0.40  |
| Matthew Riccardi, Constitution Party ----- | 1   | 0.20  |
| Peter Rohrman, Libertarian Party -----     | 6   | 1.20  |
| Vincent Ross, We the People -----          | 5   | 1.00  |
| Undecided (DO NOT VOLUNTEER) -----         | 164 | 32.80 |
| Refused (DO NOT VOLUNTEER) -----           | 4   | 0.80  |

{FOR 6.8, UNDECIDED VOTERS}

7. If you were standing in the voting booth right now, who would you vote for or lean toward?

| (N=164)                                    | n   | %     |
|--|-----|-------|
| Kim Guadagno, Republican -----             | 13  | 7.93  |
| Phil Murphy, Democrat-----                 | 24  | 14.63 |
| Gina Genovese, Reduce Property Taxes ----- | 4   | 2.44  |
| Seth Kaper-Dale, Green Party -----         | 1   | 0.61  |
| Matthew Riccardi, Constitution Party ----- | 0   | 0.00  |
| Peter Rohrman, Libertarian Party -----     | 2   | 1.22  |
| Vincent Ross, We the People -----          | 0   | 0.00  |
| Undecided (DO NOT VOLUNTEER) -----         | 119 | 72.56 |
| Refused (DO NOT VOLUNTEER) -----           | 1   | 0.61  |

**Q6 & Q7 COMBINED FOR GOVERNOR INCLUDING LEANERS.**

| (N=500)   | n          | %            |
|---|------------|--------------|
| <b>Kim Guadagno, Republican -----</b>             | <b>125</b> | <b>25.00</b> |
| <b>Phil Murphy, Democrat-----</b>                 | <b>222</b> | <b>44.40</b> |
| <b>Gina Genovese, Reduce Property Taxes-----</b>  | <b>12</b>  | <b>2.40</b>  |
| <b>Seth Kaper-Dale, Green Party -----</b>         | <b>3</b>   | <b>0.60</b>  |
| <b>Matthew Riccardi, Constitution Party -----</b> | <b>1</b>   | <b>0.20</b>  |
| <b>Peter Rohrman, Libertarian Party -----</b>     | <b>8</b>   | <b>1.60</b>  |
| <b>Vincent Ross, We the People -----</b>          | <b>5</b>   | <b>1.00</b>  |
| <b>Undecided (DO NOT VOLUNTEER) -----</b>         | <b>119</b> | <b>23.80</b> |
| <b>Refused (DO NOT VOLUNTEER) -----</b>           | <b>5</b>   | <b>1.00</b>  |

{FOR 6.3 - 6.7 or 7.3 - 7.7, THIRD PARTY VOTERS OR LEANERS}

8. Who would be your second choice – {ROTATE} Guadagno or Murphy?

| (N=29)                             | n  | %     |
|------------------------------------|----|-------|
| Kim Guadagno, Republican -----     | 12 | 41.38 |
| Phil Murphy, Democrat-----         | 6  | 20.69 |
| Undecided (DO NOT VOLUNTEER) ----- | 10 | 34.48 |
| Refused (DO NOT VOLUNTEER) -----   | 1  | 3.45  |

9. What is the first word or phrase that comes to mind when you hear the name:

9A. Kim Guadagno

| (N=500)                                 | n  | %     |
|---|----|-------|
| “Chris Christie” -----                  | 77 | 15.40 |
| “Lieutenant Governor” -----             | 28 | 5.60  |
| “Republican” -----                      | 34 | 6.80  |
| “Honest/Integrity” -----                | 9  | 1.80  |
| “Experienced” -----                     | 6  | 1.20  |
| “Italian” -----                         | 5  | 1.00  |
| “Intelligent/Smart” -----               | 3  | 0.60  |
| “Strong/Confident” -----                | 13 | 2.60  |
| “Conservative” -----                    | 5  | 1.00  |
| “Woman” -----                           | 4  | 0.80  |
| “Do a good job/Competent” -----         | 5  | 1.00  |
| “Good person/Nice” -----                | 9  | 1.80  |
| “Lower taxes” -----                     | 8  | 1.60  |
| “General positive/Like her” -----       | 21 | 4.20  |
| “Education/Children” -----              | 3  | 0.60  |
| “Dishonest/Criminal” -----              | 7  | 1.40  |
| “Unqualified” -----                     | 1  | 0.20  |
| “Incompetent/Ineffective” -----         | 6  | 1.20  |
| “Money/Economy/Business” -----          | 5  | 1.00  |
| “Change” -----                          | 3  | 0.60  |
| “Establishment” -----                   | 2  | 0.40  |
| “Don't like her/General negative” ----- | 15 | 3.00  |
| “Don't know her/Not familiar” -----     | 61 | 12.20 |
| “Nothing” -----                         | 54 | 10.80 |
| Other-----                              | 29 | 5.80  |
| Don't know -----                        | 87 | 17.40 |

9. What is the first word or phrase that comes to mind when you hear the name:

9B. Phil Murphy

| (N=500)                                | n  | %     |
|--|----|-------|
| "Change/New/Alternative" -----         | 18 | 3.60  |
| "Democrat" -----                       | 30 | 6.00  |
| "Goldman Sachs/Wall Street"-----       | 28 | 5.60  |
| "For the people" -----                 | 7  | 1.40  |
| "Will vote for him" -----              | 5  | 1.00  |
| "Legalize marijuana" -----             | 6  | 1.20  |
| "Liberal" -----                        | 6  | 1.20  |
| "Increase minimum wage" -----          | 3  | 0.60  |
| "Ambassador" -----                     | 3  | 0.60  |
| "Confident" -----                      | 3  | 0.60  |
| "Will do a good job" -----             | 4  | 0.80  |
| "Good person/Nice" -----               | 9  | 1.80  |
| "Irishman" -----                       | 5  | 1.00  |
| "Good for teachers/education"-----     | 5  | 1.00  |
| "Intelligent/Smart" -----              | 4  | 0.80  |
| "Progressive" -----                    | 6  | 1.20  |
| "Hopeful" -----                        | 3  | 0.60  |
| "Honest/Integrity" -----               | 5  | 1.00  |
| "General positive/Like him"-----       | 29 | 5.80  |
| "Higher Taxes/Taxes" -----             | 7  | 1.40  |
| "Liar/Crook/Untrustworthy" -----       | 48 | 9.60  |
| "Rich/Wealthy/Money" -----             | 10 | 2.00  |
| "Corzine" -----                        | 5  | 1.00  |
| "Too many commercials/Signs" -----     | 4  | 0.80  |
| "Spending"-----                        | 7  | 1.40  |
| "Inexperienced" -----                  | 3  | 0.60  |
| "General negative/Don't like him"----- | 19 | 3.80  |
| "Don't know him" -----                 | 50 | 10.00 |
| "No/None/Nothing" -----                | 51 | 10.20 |
| Other mentions-----                    | 31 | 6.20  |
| DK/NA/Refused -----                    | 86 | 17.20 |

10. Thinking back to the 2016 presidential election, did you vote for Hillary Clinton, Donald Trump, or did you not vote in the presidential election?

| (N=500)               | n   | %     |
|-----------------------|-----|-------|
| Hillary Clinton ----- | 243 | 48.60 |
| Donald Trump -----    | 187 | 37.40 |
| Someone else -----    | 27  | 5.40  |
| Did not vote -----    | 25  | 5.00  |
| Undecided-----        | 5   | 1.00  |
| Refused -----         | 13  | 2.60  |

{FOR 10.2, TRUMP VOTERS}

11. Today, do you feel good about voting for Donald Trump or do you regret voting for Donald Trump?

| (N=187)         | n   | %     |
|-----------------|-----|-------|
| Feel Good ----- | 151 | 80.75 |
| Regret -----    | 12  | 6.42  |
| Undecided-----  | 23  | 12.30 |
| Refused -----   | 1   | 0.53  |

12. Do you approve or disapprove of the job that Donald Trump is doing as president?

| (N=500)          | n   | %     |
|------------------|-----|-------|
| Approve -----    | 173 | 34.60 |
| Disapprove ----- | 281 | 56.20 |
| Undecided-----   | 43  | 8.60  |
| Refused -----    | 3   | 0.60  |

13. Do you approve or disapprove of the job that Chris Christie is doing as governor?

|                  | n   | %     |
|------------------|-----|-------|
| (N=500)          |     |       |
| Approve -----    | 82  | 16.40 |
| Disapprove ----- | 372 | 74.40 |
| Undecided -----  | 45  | 9.00  |
| Refused -----    | 1   | 0.20  |

Great, I am going to read you a list of institutions and individuals in state and national politics. For each, please tell me if your opinion of them is generally favorable or generally unfavorable. If you are undecided or if you have never heard of someone, just tell me that. First take Donald Trump. Is your opinion of Donald Trump generally favorable or generally unfavorable? (RANDOMIZE 15-21)

| (N=500)                          | <u>NEVER HEARD</u> | <u>FAVORABLE</u> | <u>UNFAVORABLE</u> | <u>HOF/UNDECIDED</u> |
|----------------------------------|--------------------|------------------|--------------------|----------------------|
| 14. Donald Trump                 | 0<br>0.00          | 186<br>37.20     | 288<br>57.60       | 26<br>5.20           |
| 15. Phil Murphy                  | 61<br>12.20        | 163<br>32.60     | 113<br>22.60       | 163<br>32.60         |
| 16. Chris Christie               | 0<br>0.00          | 88<br>17.60      | 380<br>76.00       | 32<br>6.40           |
| 17. Cory Booker                  | 27<br>5.40         | 270<br>54.00     | 135<br>27.00       | 68<br>13.60          |
| 18. Kim Guadagno                 | 83<br>16.60        | 134<br>26.80     | 121<br>24.20       | 162<br>32.40         |
| 19. Bob Menendez                 | 47<br>9.40         | 100<br>20.00     | 232<br>46.40       | 121<br>24.20         |
| 20. New Jersey State Legislature | 18<br>3.60         | 113<br>22.60     | 205<br>41.00       | 164<br>32.80         |
| 21. U.S. Congress                | 6<br>1.20          | 86<br>17.20      | 316<br>63.20       | 92<br>18.40          |

{FOR 1.1 DEMS ONLY}

22. Do you think Senator Cory Booker should run for the Democratic presidential nomination in 2020?

|                 | n  | %     |
|-----------------|----|-------|
| (N=216)         |    |       |
| Yes -----       | 96 | 44.44 |
| No -----        | 59 | 27.31 |
| Undecided ----- | 61 | 28.24 |

23. If Senator Bob Menendez is convicted of fraud and bribery charges, should he resign from the U.S. Senate?

|                 | n   | %     |
|-----------------|-----|-------|
| (N=500)         |     |       |
| Yes -----       | 419 | 83.80 |
| No -----        | 50  | 10.00 |
| Undecided ----- | 31  | 6.20  |

24. Thinking about the governor's race, which of the following issues matters most as you decide to vote for governor – {RANDOMIZE} property taxes, education, economy/jobs, healthcare, transportation, or cutting waste in state government?

| (N=500)                                 | n   | %     |
|---|-----|-------|
| Property taxes -----                    | 132 | 26.40 |
| Education -----                         | 57  | 11.40 |
| Economy/Jobs -----                      | 85  | 17.00 |
| Healthcare -----                        | 90  | 18.00 |
| Transportation -----                    | 10  | 2.00  |
| Cutting waste in state government ----- | 50  | 10.00 |
| Other (Write-in) -----                  | 61  | 12.20 |
| Undecided -----                         | 13  | 2.60  |
| Refused -----                           | 2   | 0.40  |

25. Over the past four years do you feel that the economy in New Jersey, in general, has improved, stayed the same or has it gotten worse?

| (N=500)               | n   | %     |
|-----------------------|-----|-------|
| Improved -----        | 101 | 20.20 |
| Stayed The Same ----- | 206 | 41.20 |
| Gotten Worse -----    | 172 | 34.40 |
| Undecided -----       | 20  | 4.00  |
| Refused -----         | 1   | 0.20  |

26. In the last midterm election in New Jersey more adults DIDN'T vote than the total votes cast for both Democratic and Republican candidates combined. In your opinion, why don't people vote?

| (N=500)  | n  | %     |
|--|----|-------|
| "Lazy" -----   | 35 | 7.00  |
| "Apathy/Don't care/Lack of interest" -----               | 75 | 15.00 |
| "Vote doesn't count/Won't make a difference" -----       | 78 | 15.60 |
| "Not familiar with issues/Uneducated/Uninformed" -----   | 42 | 8.40  |
| "Poor candidate choices/Not familiar with candidates" -- | 82 | 16.40 |
| "Too busy/No time" -----                                 | 8  | 1.60  |
| "Don't know/Hard to get to polls" -----                  | 5  | 1.00  |
| "Dislike process/System" -----                           | 17 | 3.40  |
| "Media/Negativity" -----                                 | 1  | 0.20  |
| "Promises not kept/Don't trust politicians/government"-- | 40 | 8.00  |
| "Nothing changes" -----                                  | 20 | 4.00  |
| "No interest in midterm elections" -----                 | 5  | 1.00  |
| "Disgusted/Frustrated" -----                             | 13 | 2.60  |
| Other -----  | 36 | 7.20  |
| DK/NA -----  | 43 | 8.60  |

27. How would you describe your own political viewpoint – very liberal, liberal, moderate, conservative, or very conservative?

| (N=500)                 | n   | %     |
|-------------------------|-----|-------|
| Very liberal -----      | 36  | 7.20  |
| Liberal -----           | 82  | 16.40 |
| Moderate -----          | 198 | 39.60 |
| Conservative -----      | 115 | 23.00 |
| Very Conservative ----- | 43  | 8.60  |
| Undecided -----         | 24  | 4.80  |
| Refused -----           | 2   | 0.40  |

28. Does anyone in your household belong to a labor union?

| (N=500)         | n   | %     |
|-----------------|-----|-------|
| Yes -----       | 122 | 24.40 |
| No -----        | 369 | 73.80 |
| Undecided ----- | 4   | 0.80  |
| Refused -----   | 5   | 1.00  |

29. Are there any members of your household who are gun owners?

| (N=500)         | n   | %     |
|-----------------|-----|-------|
| Yes -----       | 127 | 25.40 |
| No -----        | 359 | 71.80 |
| Undecided ----- | 5   | 1.00  |
| Refused -----   | 9   | 1.80  |

30. When it comes to politics, what TV News Network or commentary source do you trust the most (randomize) ABC, NBC, CBS, Fox NEWS, CNN, MSNBC, C-SPAN, COMEDY Central?

| (N=500)              | n   | %     |
|----------------------|-----|-------|
| ABC -----            | 45  | 9.00  |
| CBS -----            | 28  | 5.60  |
| CNN -----            | 80  | 16.00 |
| C-SPAN -----         | 7   | 1.40  |
| COMEDY CENTRAL ----- | 12  | 2.40  |
| FOX NEWS -----       | 118 | 23.60 |
| MSNBC -----          | 55  | 11.00 |
| NBC -----            | 28  | 5.60  |
| PBS -----            | 33  | 6.60  |
| UNDECIDED -----      | 75  | 15.00 |
| REFUSED -----        | 19  | 3.80  |

31. What is your annual household income (READ)?

| (N=500)                        | n   | %     |
|--------------------------------|-----|-------|
| Under \$60,000 per year -----  | 119 | 23.80 |
| Under \$100,000 per year ----- | 110 | 22.00 |
| Under \$140,000 per year ----- | 81  | 16.20 |
| \$140,000 or over -----        | 103 | 20.60 |
| Undecided -----                | 14  | 2.80  |
| Refused -----                  | 73  | 14.60 |

32. How important is religion in your life (READ)?

| (N=500)                    | n   | %     |
|----------------------------|-----|-------|
| Very important -----       | 246 | 49.20 |
| Somewhat important -----   | 132 | 26.40 |
| Not very important -----   | 66  | 13.20 |
| Not at all important ----- | 46  | 9.20  |
| Undecided -----            | 6   | 1.20  |
| Refused -----              | 4   | 0.80  |