

Eagleton Institute of Politics

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CHRISTIE'S LARGE LEAD OVER BUONO ENDURES BUONO NOT MAKING GAINS WITH VOTERS OR WITHIN OWN PARTY

NEW BRUNSWICK, N.J – With five months until the November election, Democratic gubernatorial candidate Barbara Buono has not managed to reduce the large deficit in her attempt to unseat Gov. Chris Christie, according to a new Rutgers-Eagleton Poll.

Christie continues to lead the New Jersey state senator by a wide margin among registered voters, 59 percent to 27 percent while more than eight in 10 voters expect Christie to win a second term – including most Democrats and even a solid majority of those who plan to vote for Buono.

While Christie's favorability rating has remained steady at 64 percent, Buono continues to struggle: more than half of voters have no opinion of her, while only 22 percent view her favorably, up 4 points from an April Rutgers-Eagleton Poll. But negative views of Buono have doubled to 24 percent. Even Democrats are uncertain about her; only 33 percent express a favorable impression, while most have no opinion on her at all.

Just 20 percent of voters say they are following the election "very closely." Buono does better with this group, facing a 25-point deficit (58 percent to 33 percent, with 9 percent choosing neither), while those following the election less closely favor Christie 59 – 26 percent, with 15 percent not supporting either candidate.

"Since cutting Christie's margin by 10 points in April, Buono has made absolutely no additional progress," said David Redlawsk, director of the Rutgers-Eagleton Poll and professor of political science at Rutgers University. "While her name recognition has climbed to 46 percent of voters from only 30 percent in April, nearly all of that increase has come from voters who now have an unfavorable impression of her. The onslaught of attack ads by Gov. Christie's campaign appears to be having its desired effect."

Despite the apparent effectiveness of Christie's ads in defining Buono negatively, only 13 percent say campaign ads have so far been very negative, although another 39 percent see them as somewhat negative.

Results are from a poll of 888 New Jersey adults conducted statewide among both landline and cell phone households from June 3-9 with a margin of error of +/- 3.3 percentage points. The subsample of 763 registered voters reported in this release has a margin of error of +/- 3.6 percentage points.

Only staunchest Democrats favor Buono

After a double-digit gain on Christie in April, Buono has been unable to further close the gap, leading primarily among those who most dislike Christie and those who say they voted for former Democratic Gov. Jon Corzine in 2009. Buono wins 79 percent of the relatively small number of voters with an unfavorable impression of Christie. She also wins more than half of those who supported Corzine, but she loses 30 percent of Corzine supporters to Christie. Even among those favorable toward her, Buono only leads 64 percent to 26 percent. In contrast, Christie wins 84 percent of those with a favorable impression of him, while losing only 6 percent to Buono.

As in April, when she first won a plurality of Democrats, Buono leads among members of her own party, but only by 12 points, 47 percent to 35 percent. Among voters who say education is the most important problem facing New Jersey, Buono ekes out a statistical tie, 44 percent to 43 percent for Christie. But this is a small group; only 14 percent consider education the top problem.

Republicans are united around Christie, with 87 percent favoring him; he also leads among independents 68 percent to 18 percent. Christie is winning among women, who are usually more supportive of Democratic candidates, by a 56 percent to 28 percent margin and he has a 15-point margin (47 percent to 32 percent) among younger voters.

Christie holds 85 percent of those who voted for him four years ago, and even wins – by 45 percent to 38 percent –2012 Obama supporters. Perhaps most interesting, while more voters generally disapprove than approve of the job Christie is doing on the economy and on taxes, he still wins handily with these voters by margins of 33 and 42 points. Voters in public employee union households also prefer Christie at this point: 45 percent to 39 percent

"There little, if any, good news for Buono in these numbers," said Redlawsk. "Post-Superstorm Sandy, it seems that voters feel Christie can do no wrong, making her battle more than uphill."

Buono battles for recognition even with Democrats

As reported earlier this week, Christie's favorability and job performance approval remain steady at a level close to his post-Sandy highs. Buono, however, remains unknown by more than half of voters statewide, even though awareness has climbed 16 points since April. But little of that increased awareness is positive. Buono has moved from 18 percent favorable versus 12 percent unfavorable in April to 22 percent favorable versus 24 percent unfavorable today.

Perhaps surprisingly, Republicans are more likely than Democrats to have some impression of Buono. While 56 percent of Democrats venture no opinion, only 49 percent of Republicans have no impression of the Democratic candidate. Of course, among Republicans, impressions are overwhelmingly negative, with 9 percent favorable and 42 percent unfavorable. Among Democrats, 33 percent have a favorable impression of Buono while 11 percent are unfavorable. Her position with independents is weak as well: 17 percent are favorable, 29 percent unfavorable and 54 percent express no opinion on her.

Buono does little better with typical Democratic constituencies. Only 24 percent of women voters have a favorable impression, while another 53 percent have no opinion. Fifty-three percent of voters in public employee union households also have no impression of Buono, while 29 percent feel favorable. And among younger voters, 21 percent are favorable, while 64 percent have no impression. Those following the race "very closely" do have an impression of Buono, but 41 percent feel unfavorable, while 34 percent are favorable. Twenty-five 25 percent express no opinion.

The state of the election

With the gubernatorial primary over, voters are beginning to pay more attention to the election: 62 percent say they are following the election either "very closely" or "somewhat closely" – up 14 points from April. But 26 percent are not following it closely, and 12 percent are not following it at all. Republicans are paying closer attention than Democrats or independents. Twenty-six percent of GOPers are following very closely compared to only 18 percent of Democrats and 19 percent of independents.

Regardless of their candidate and attention to the election, most voters (83 percent, up three points from April) think that Christie will get a second term. Even most Democrats (78 percent), those unfavorable toward Christie (66 percent), those favorable toward Buono (73 percent) and those who plan to vote for Buono (64 percent) increasingly think that the governor will win in November.

Half of voters say the candidates have been at least somewhat negative in their ads, although only 13 percent say the candidates have been very negative. Another 20 percent say the ads have not been very negative, while 8 percent say they have not been negative at all.

Buono supporters and those favorable toward the candidate are more likely to think the ads have been negative (both at 62 percent), as are Democrats, but by only three points more than Republicans. Those following the election very closely are also more likely to say the ads have been negative (61 percent).

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QUESTIONS AND TABLES BEGIN ON THE NEXT PAGE

Questions and Tables

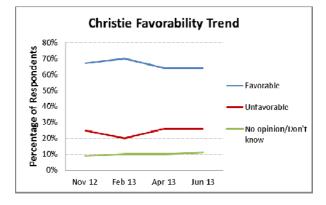
The questions covered in the release of June 14, 2013 are listed below. Column percentages may not add to 100% due to rounding. Respondents are New Jersey Registered Voters; all percentages are of weighted results.

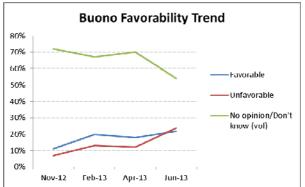
Q. I'd like to ask about some people and groups. Please tell me if your general impression of each one is favorable or unfavorable, or if you do not have an opinion.

	Gov	State Sen.
	Chris Christie	Barbara Buono
Favorable	64%	22%
Unfavorable	26%	24%
No Opn/Don't Know	11%	54%
Unwgt N=	761	762

Recent Trends

	Christie	;				Buono)	
	4/13	2/13	11/12	9/12	8/12	4/13	2/13	11/12
Favorable	64%	70%	67%	48%	49%	18%	20%	11%
Unfavorable	26%	20%	25%	42%	40%	12%	13%	7%
No Opn/Don't Know	10%	10%	9%	10%	11%	70%	67%	72%
Unwgt N=	816	695	1105	787	911	817	698	1107





NOTE: Christie crosstabs previously reported in the Rutgers-Eagleton Poll release of June 12, 2013.

STATE SENATOR BARBARA BUONO

	I	Party ID)	I	deolog	y	Ge	ender	Ra	ice		Age	
	Dem	Ind	Rep	Lib	Mod	Con	Male	Female	White	Black	18-39	40-64	65+
Favorable	33%	17%	9%	34%	20%	11%	19%	24%	21%	26%	21%	23%	20%
Unfavorable	11%	29%	42%	15%	23%	40%	26%	23%	31%	7%	15%	26%	33%
DK/No Opn	56%	54%	49%	51%	57%	49%	54%	53%	48%	67%	64%	52%	47%
Unwt N=	289	279	175	192	383	165	345	417	562	68	137	392	233

		Inco	me		Education				
		50K-	100K-		HS or				
	<50K	<100K	<150K	> 150K	Less	Some Coll	Coll Grad	Grad Work	
Favorable	22%	25%	25%	20%	16%	22%	19%	30%	
Unfavorable	21%	22%	27%	31%	24%	29%	26%	20%	
DK/No Opn	56%	53%	48%	49%	60%	49%	55%	51%	
Unwt N=	154	179	118	103	163	188	200	196	

			Region	1		Union HH			Following Election		
							No	Very	Fairly	Not too	Not at all
	Urban	Suburb	Exurban	Phil/South	Shore	Public	Union	closely	closely	closely	closely
Favorable	25%	25%	20%	20%	17%	29%	21%	34%	20%	21%	10%
Unfavorable	22%	19%	28%	22%	34%	19%	25%	41%	27%	16%	8%
DK/No Opn	53%	56%	51%	58%	49%	53%	55%	25%	53%	63%	82%
Unwt N=	84	267	137	117	157	96	568	161	328	188	83

Q. Now I am going to list some specific areas where I would like you to tell me if you approve or disapprove of the job Chris Christie is doing. First: [RANDOMIZE ORDER]

		NJ's economy and		Hurricane Sandy	Education	Crime and	The state
	Overall	jobs	Taxes	recovery	and Schools	drugs	budget
Approve	70%	41%	41%	86%	45%	51%	51%
Disapprove	25%	48%	50%	10%	46%	28%	37%
Don't know	5%	12%	8%	4%	9%	21%	12%
Unwgt N=	756	754	752	758	758	745	749

NOTE: Crosstabs previously reported in the Rutgers-Eagleton Poll release of June 12, 2013.

Q. Of the following, which is the MOST important problem facing New Jersey today? Is it: [READ LIST, RANDOMIZE ORDER]

		Chris	tie Fav		Buono F	av	Christie Jo	ob Approval
	6/13]	No Opn/		
	RV	Fav	Unfav	Fav	Unfav	DK	Approve	Disapprove
The economy and jobs	30%	30%	31%	32%	31%	29%	30%	27%
Taxes, including property	26%	28%	22%	21%	27%	27%	27%	22%
Education and schools	14%	11%	19%	23%	9%	12%	11%	24%
Government spending	10%	11%	7%	2%	13%	12%	12%	7%
Crime and drugs	8%	8%	10%	10%	10%	7%	8%	8%
Hurricane Sandy recovery	5%	5%	3%	6%	6%	4%	5%	4%
Something else	5%	4%	5%	4%	4%	5%	4%	7%
Don't know (vol)	3%	2%	2%	1%	2%	4%	3%	2%
Unwgt N=	761	501	184	163	208	389	546	175

NOTE: Crosstabs previously reported in the <u>Rutgers-Eagleton Poll release of June 12, 2013</u>.

Q. There will be an election for New Jersey governor in November. How closely have you followed news about the election so far? Very closely, fairly closely, not too closely, or not at all closely?

		Apr 2013	Feb 2013
Very closely	20%	12%	15%
Fairly closely	42%	36%	33%
Not too closely	26%	33%	34%
Not at all closely	12%	19%	18%
Unwgt N=	761	816	692

		Party ID			Ideology			ender	Race	
	Dem	Ind	Rep	Lib	Mod	Con	Male	Female	White	Black
Very closely	18%	19%	26%	19%	17%	28%	24%	17%	22%	18%
Fairly closely	40%	43%	44%	39%	43%	44%	41%	42%	44%	39%
Not too closely	30%	24%	21%	29%	28%	20%	25%	27%	24%	39%
Not at all closely	13%	14%	9%	13%	13%	9%	10%	14%	10%	4%
Unwt N=	289	278	175	192	383	165	344	417	561	68

		Age	
	18-39	40-64	65+
Very closely	12%	21%	26%
Fairly closely	32%	45%	46%
Not too closely	33%	24%	22%
Not at all closely	23%	10%	6%
Unwt N=	137	392	232

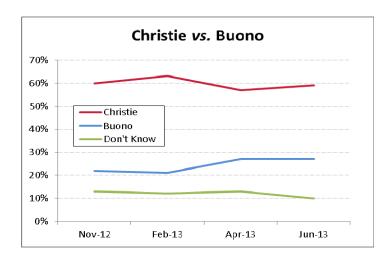
		Inco	ome		Education					
		50K-	100K-		HS or					
	<50K	<100K	<150K	> 150K	Less	Some Coll	Coll Grad	Grad Work		
Very closely	19%	21%	20%	23%	19%	19%	18%	22%		
Fairly closely	39%	42%	42%	45%	41%	37%	43%	46%		
Not too closely	27%	28%	25%	24%	28%	27%	26%	25%		
Not at all closely	15%	10%	13%	9%	12%	17%	13%	7%		
Unwt N=	153	180	118	103	163	187	200	196		

			Union H	Household			
	Urban	Suburb	Exurban	Phil/South	Shore	Public	No Union
Very closely	20%	22%	19%	18%	18%	23%	19%
Fairly closely	40%	38%	44%	48%	42%	49%	41%
Not too closely	28%	27%	26%	24%	27%	20%	27%
Not at all closely	11%	13%	11%	10%	14%	7%	13%
Unwt N=	84	267	136	118	156	96	567

Q. And, if the election for governor were being held today and the candidates were [ROTATE ORDER: Republican Chris Christie and Democrat Barbara Buono], for whom would you vote?

		Trend		
	6/13	4/13	2/13	11/12
Christie	59%	57%	63%	60%
Buono	27%	27%	21%	22%
Someone else	2%	2%	3%	2%
Not vote	2%	2%	1%	2%
Don't know	10%	13%	12%	13%
Unwgt N=	754	812	690	1097

Christie F	avorability	Buono Favorability						
Fav	Unfav	Fav	Unfav	No Opn				
84%	7%	26%	90%	58%				
6%	79%	64%	7%	21%				
%	5%	1%	3%	2%				
1%	3%	0%	0%	4%				
9%	6%	8%	0%	16%				
500	184	165	207	381				



	Following Election				Most Imp Problem				2009	Vote	2012	2 Vote
	Very	Fairly	Not too	Not		Gov.						
	closely	closely	closely	at all	Taxes	Spend	Econ	Educ	Christie	Corzine	Obama	Romney
Christie	58%	64%	53%	54%	65%	68%	60%	43%	85%	30%	45%	88%
Buono	33%	26%	26%	23%	23%	12%	27%	44%	7%	54%	38%	5%
Someone else	2%	1%	2%	1%	0%	5%	2%	0%	1%	2%	1%	2%
Not vote	1%	1%	4%	6%	2%	4%	2%	3%	1%	1%	2%	2%
Don't know	6%	8%	15%	16%	9%	10%	10%	11%	5%	13%	14%	3%
Unwgt N=	160	324	187	81	196	80	234	92	359	237	429	242

	Party ID Ideology		Gender		Race		Age						
	Dem	Ind	Rep	Lib	Mod	Cons	Male	Female	White	Black	18-39	40-64	65+
Christie	35%	68%	87%	40%	61%	78%	62%	56%	67%	26%	47%	62%	64%
Buono	47%	18%	5%	47%	22%	14%	26%	28%	23%	47%	32%	27%	22%
Someone else	2%	2%	1%	1%	2%	2%	2%	2%	2%	1%	3%	2%	1%
Not vote	2%	3%	2%	2%	3%	1%	2%	3%	2%	1%	3%	2%	2%
Don't know	14%	10%	4%	10%	12%	5%	8%	12%	7%	25%	15%	8%	11%
Unwgt N=	288	275	174	192	377	163	340	414	557	68	135	387	232

		Income				Education				
		50K-	100K-							
	<50K	<100K	<150K	150K+	HS or Less	Some Coll	Coll Grad	Grad Work		
Christie	49%	61%	63%	67%	55%	61%	64%	54%		
Buono	34%	27%	27%	29%	29%	25%	22%	33%		
Someone else	2%	2%	0%	1%	2%	2%	1%	1%		
Not vote	3%	0%	2%	0%	3%	1%	2%	2%		
Don't know	12%	10%	8%	3%	10%	11%	10%	9%		
Unwgt N=	153	180	115	102	164	184	197	194		

				Union Household			
	Urban	Suburb	Exurban	Phil/South	Shore	Public	No Union
Christie	45%	51%	70%	56%	73%	45%	61%
Buono	44%	31%	18%	26%	17%	39%	24%
Someone else	1%	1%	2%	4%	2%	2%	2%
Not vote	1%	3%	3%	1%	2%	0%	3%
Don't know	9%	14%	7%	13%	6%	14%	10%
Unwt N=	84	264	136	116	154	95	562

Q. Regardless of who you support, which candidate do you expect to win – [ROTATE ORDER: Barbara Buono or Chris Christie]?

			Chri	Christie Fav		Buono Fav	Christie	v. Buono	
	6/13	4/13	Fav	Unfav	Fav	Unfav	/DK	Christie	Buono
Christie	83%	80%	93%	66%	73%	96%	82%	96%	64%
Buono	9%	9%	3%	23%	16%	3%	9%	1%	27%
Don't know	8%	11%	4%	11%	11%	1%	9%	3%	8%
Unwgt N=	760	817	502	184	164	208	387	461	190

	Following Election									
	Very	Fairly	Not too	Not at all						
	closely	closely	closely	closely						
Christie	84%	89%	81%	70%						
Buono	11%	6%	10%	16%						
Don't know	5%	6%	9%	14%						
Unwgt N=	160	328	188	82						

	Party ID			Ideology		Gender		Race		Age			
	Dem	Ind	Rep	Lib	Mod	Cons	Male	Female	White	Black	18-39	40-64	65+
Christie	78%	84%	94%	82%	83%	87%	88%	79%	90%	66%	80%	83%	87%
Buono	15%	8%	1%	10%	9%	10%	8%	10%	4%	26%	13%	9%	5%
Don't know	7%	8%	4%	7%	8%	4%	4%	11%	6%	9%	7%	8%	8%
Unwgt N=	288	279	174	191	382	165	343	417	561	68	136	390	234

		Inco	me		Education				
		50K-	100K-						
	<50K	<100K	<150K	150K+	HS or Less	Some Coll	Coll Grad	Grad Work	
Christie	70%	90%	85%	94%	79%	79%	88%	88%	
Buono	19%	7%	7%	3%	16%	12%	4%	5%	
Don't know	11%	3%	8%	3%	5%	8%	8%	7%	
Unwgt N=	154	180	118	103	163	187	200	195	

				Union Household			
	Urban	Suburb	Exurban	Phil/South	Shore	Public	No Union
Christie	72%	80%	90%	84%	88%	87%	83%
Buono	21%	11%	5%	8%	3%	9%	10%
Don't know	6%	8%	5%	8%	9%	4%	7%
Unwt N=	84	266	135	118	157	96	566

Q. Given the campaign so far, how negative have the candidates for governor been in their advertising? Have they been:

		Christ	Christie Fav			Buono Fav			
			No			No Opr	Opn		
		Fav	Unfav	Fav	Unfav	/DK	Christie	Buono	
Very negative	13%	10%	17%	15%	15%	11%	11%	16%	
Somewhat negative	39%	38%	47%	47%	44%	33%	38%	46%	
Not very negative	20%	22%	15%	20%	22%	19%	23%	15%	
Not at all negative	8%	9%	6%	8%	7%	9%	10%	6%	
Don't know	20%	20%	16%	10%	12%	28%	19%	17%	
Unwgt N=	758	497	185	165	206	386	457	189	

	Following Election					
	Very	Fairly	Not too	Not at all		
	closely	closely	closely	closely		
Very negative	14%	14%	12%	10%		
Somewhat negative	47%	40%	40%	19%		
Not very negative	23%	21%	18%	14%		
Not at all negative	9%	9%	8%	5%		
Don't know	6%	16%	23%	51%		
Unwgt N=	160	327	187	82		

	P	arty ID			Ideology	7	Ge	ender	Ra	.ce		Age	
	Dem	Ind	Rep	Lib	Mod	Cons	Male	Female	White	Black	18-39	40-64	65+
Very neg	14%	12%	12%	14%	14%	7%	14%	12%	14%	14%	11%	13%	16%
Somewhat neg	38%	39%	37%	38%	39%	42%	35%	42%	40%	43%	40%	38%	39%
Not very neg	19%	20%	23%	21%	18%	24%	19%	20%	21%	16%	15%	22%	20%
Not at all neg	7%	9%	9%	8%	8%	8%	12%	5%	6%	9%	7%	8%	10%
Don't know	22%	19%	19%	19%	21%	18%	19%	21%	19%	18%	27%	19%	16%
Unwgt N=	288	276	175	191	380	165	342	416	560	68	137	389	232

	Income				Education				
		50K-	100K-						
	<50K	<100K	<150K	150K+	HS or Less	Some Coll	Coll Grad	Grad Work	
Very neg	16%	6%	10%	14%	16%	12%	11%	13%	
Somewhat neg	36%	43%	45%	43%	32%	38%	43%	42%	
Not very neg	16%	27%	22%	11%	19%	25%	17%	17%	
Not at all neg	10%	6%	7%	13%	9%	7%	8%	9%	
Don't know	21%	18%	16%	18%	24%	17%	20%	19%	
Unwgt N=	153	179	117	103	164	187	197	195	

			Union Household				
	Urban	Suburb	Exurban	Phil/South	Shore	Public	No Union
Very neg	15%	12%	16%	11%	13%	15%	13%
Somewhat neg	37%	42%	36%	31%	44%	36%	39%
Not very neg	22%	17%	21%	23%	19%	26%	19%
Not at all neg	7%	10%	4%	11%	7%	5%	9%
Don't know	20%	20%	24%	23%	16%	19%	19%
Unwt N=	83	264	136	118	157	95	565

Rutgers-Eagleton Poll June 3-9, 2013

The Rutgers-Eagleton Poll was conducted by telephone June 3-9, 2013 with a scientifically selected random sample of 888 New Jersey adults. Of these, 763 were registered voters reported here. Data are weighted to represent known parameters in the New Jersey registered voter population, using gender, age, race, and Hispanic ethnicity matching to US Census Bureau data. All results are reported with these weighted data. This telephone poll included 593 landline and 170 cell phone registered voters, all acquired through random digit dialing.

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 763 registered voters is +/-3.6 percentage 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 sure that the true figure is between 46.4 and 53.6 percent (50 +/-3.6) if all New Jersey registered voters were 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.

This Rutgers-Eagleton Poll was fielded by Opinion Access Corporation and the Eagleton Center for Public Interest Polling. The questionnaire was developed and all data analyses were completed in house. The Rutgers-Eagleton Poll is paid for and sponsored by the Eagleton Institute of Politics, Rutgers University, a non-partisan academic center for the study of politics and the political process.

Weighted Sample Characteristics 763 New Jersey Registered Voters							
41% Democrat	47% Male	14% 18-29	69% White				
37% Independent	53% Female	32% 30-49	14% Black				
22% Republican		30% 50-64	8% Hispanic				
		24% 65+	9% Asian/Other/Multi				