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## SEN. MENENDEZ, EDUCATION BOND ISSUE EARLY FAVORITES IN RUTGERSEAGLETON POLL

NEW BRUNSWICK, N.J -Incumbent Sen. Robert Menendez holds a 12-point lead over NJ State Sen. Joe Kyrillos among likely voters in the race for the U.S. Senate, 47 percent to 35 percent according to a new Rutgers-Eagleton Poll. Ten percent are unsure and 8 percent say they would prefer "someone else." Kyrillos remains virtually unknown to most voters two months before Election Day; three-quarters say they have no opinion or don't know him while 15 percent have a favorable impression and 10 percent are unfavorable. Menendez, on the other hand, is viewed favorably by 40 percent and unfavorably by 28 percent. Twenty-six percent are unsure and 7 percent don't know who he is.
"Senator Kyrillos is fighting an uphill battle for attention against a well-funded incumbent in a blue state," said David Redlawsk, director of the Rutgers-Eagleton Poll and professor of political science at Rutgers University. "His first TV ads started right after we polled, so the lack of awareness is not overly surprising. Still, he has a long way to go to get voters' attention."

New Jersey voters will also weigh in on a $\$ 750$ million education bond to be used for new academic buildings and technological upgrades at colleges and universities. Likely voters approve of the measure 56 percent to 27 opposed; the remainder is unsure.

Results are from a poll of 916 registered voters conducted statewide among both landline and cell phone households from Aug 23 - 25, just prior to the party conventions. Within this sample, 688 respondents are identified as likely voters in the U.S. Senate election and are the subjects of this release. The likely voter sample has a margin of error of +/- 3.7 percentage points.

## Kyrillos unknown by many, including supporters

In the Senate race, Kyrillos faces a likeability deficit, largely because few know enough to render an opinion, even within his Republican and conservative bases. While 62 percent of Democrats like Menendez, only 22 percent of Republicans feel similarly toward Kyrillos. About a quarter of Republicans admit they do not know the candidate and almost half ( 46 percent) have no opinion. Kyrillos' favorability is two points higher with core conservatives ( 24 percent), but even among these voters, 66 percent are either unsure or unaware of him.

Perhaps providing an opening for the challenger, coveted likely independent voters are split in
their assessment of Menendez; 36 percent are favorable, while 32 percent are unfavorable. Only 6 percent say they don't know him, and another quarter offer no opinion. But, Kyrillos’ own numbers lag with this group as well; 77 percent of independents have no opinion of him.

Head-to-head, 88 percent of Democrats back Menendez and 76 percent of Republicans back Kyrillos despite weak recognition within his own party. This 12-point gap is significant for Menendez, especially since independents lean toward the incumbent, 39 percent to 34 percent.
"As we noted earlier this year, Kyrillos’ biggest challenge is simply getting known," said Redlawsk. "While Menendez's favorability has improved, Kyrillos has been stuck. Independents are not sold on Menendez, so Kyrillos may have an opportunity, especially if he can improve his base support."

The candidates are in a dead heat among men, at 41 percent each, while women overwhelmingly support Menendez, 53 percent to 28 percent. Kyrillos has a small edge, within the margin of error, among white voters (by 6 points), Catholics (3 points), exurban voters (5 points), and those "falling behind" in their personal finances (3 points.) Partially reflecting his residence in Monmouth County, likely voters in shore counties support Kyrillos, 55 percent to 30 percent. He also leads by 25 points among voters who say the state is going in the right direction.

Menendez holds strong leads in traditional Democratic urban and south Jersey counties and among those who say the state is on the wrong track. He also holds large leads among those with the least and the most education.

## Few have heard about education bond issue

Two months before the election, 55 percent of likely voters have heard nothing about the proposed $\$ 750$ million higher education bond. Another 37 percent say they have heard "only a little," while 8 percent have heard a "lot." Despite lacking information, 56 percent say they will vote for the bond, while about a quarter will not. In a February Rutgers-Eagleton Poll, during early discussion of the issue, only 48 percent of registered voters supported the proposal, while 45 percent oppose it.

Support for the bond increases with awareness, Redlawsk said. Two-thirds of those who have heard "a lot" will support it, compared to just over half of those who have heard nothing.
"One reason for increased support is that originally, the talk was about a bond for more than \$1 billion," said Redlawsk. "Keeping it below that level seems important and even though voters with little information seem willing to buy in, the more they hear, the better they like it."

Support is strongest among likely Democratic voters (76 percent support), while 47 percent of independents and 42 percent of Republicans say they will vote for the measure.

Support increases with the level of voter education. Fifty-nine percent of those with postgraduate level education are in subpport, compared to half of those with a high school degree or less. Support decreases with age: 70 percent of voters under age 35 favor the bond, while only 49 percent of
those 65 and over agree. Black voters ( 74 percent) are much more likely than whites ( 51 percent) to say they will vote for the bond issue, but across all demographic groups, support outpaces opposition.
Regionally, only voters living in the shore counties are dubious: the bond issue is essentially tied there, 41 percent in favor to 42 percent against.

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\begin{gathered}
\text { \# \# \# } \\
\text { QUESTIONS AND TABLES BEGIN ON THE FOLLOWING PAGE }
\end{gathered}
$$

## Questions and Tables

The questions covered in the release of September 7, 2012 are listed below. Column percentages may not add to $100 \%$ due to rounding. Respondents are New Jersey Likely Senate Voters unless otherwise noted.
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. First, [ROTATE]:

| Likely Voters | U.S. Senator <br> Robert <br> Menendez | State Senator <br> Joseph <br> Kyrillos |
| :--- | :---: | :---: |
| Favorable | $40 \%$ | $15 \%$ |
| Unfavorable | $28 \%$ | $10 \%$ |
| No opinion | $26 \%$ | $48 \%$ |
| Don't know him | $7 \%$ | $27 \%$ |
| Unwgt N $=$ | 686 | 687 |

MENENDEZ (Likely voters)

|  | Party ID |  |  | Ideology |  |  | Education |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  | $\begin{gathered} \text { HS or } \\ \text { Less } \end{gathered}$ | Some Coll | Coll <br> Grad | Grad Work |
| Favorable | 62\% | 36\% | 17\% |  |  |  | 68\% | 38\% | 18\% | 42\% | 34\% | 44\% | 40\% |
| Unfavorable | 10\% | 32\% | 46\% | 6\% | 27\% | 50\% | 25\% | 30\% | 26\% | 28\% |
| No opinion | 21\% | 25\% | 30\% | 20\% | 30\% | 22\% | 23\% | 27\% | 26\% | 26\% |
| Don't know him | 8\% | 6\% | 7\% | 6\% | 6\% | 10\% | 10\% | 9\% | 4\% | 6\% |
| Unwgt $\mathrm{N}=$ | 233 | 261 | 183 | 155 | 334 | 186 | 151 | 169 | 203 | 16 |


|  | Employment |  |  |  | Race |  |  |  |  |  |  |  |  |  | Age |  |  |  |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Full <br> Time | Part <br> Time | Retired | Not | Empl | White | Black | $18-34$ | $35-49$ | $50-64$ |  |  |  |  |  |  |  |  |
|  | $65+$ |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Favorable | $38 \%$ | $35 \%$ | $44 \%$ | $42 \%$ | $35 \%$ | $52 \%$ | $40 \%$ | $38 \%$ | $39 \%$ | $43 \%$ |  |  |  |  |  |  |  |  |
| Unfavorable | $29 \%$ | $29 \%$ | $28 \%$ | $21 \%$ | $32 \%$ | $9 \%$ | $20 \%$ | $25 \%$ | $30 \%$ | $29 \%$ |  |  |  |  |  |  |  |  |
| No opinion | $28 \%$ | $29 \%$ | $20 \%$ | $27 \%$ | $26 \%$ | $26 \%$ | $30 \%$ | $30 \%$ | $27 \%$ | $18 \%$ |  |  |  |  |  |  |  |  |
| Don't know him | $5 \%$ | $7 \%$ | $8 \%$ | $10 \%$ | $6 \%$ | $13 \%$ | $10 \%$ | $7 \%$ | $5 \%$ | $9 \%$ |  |  |  |  |  |  |  |  |
| Unwgt $N=$ | 294 | 69 | 220 | 98 | 546 | 76 | 59 | 118 | 269 | 230 |  |  |  |  |  |  |  |  |


|  | Income |  |  |  | Gender |  | Union Household |  |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $<50 \mathrm{~K}$ | $50-<100 \mathrm{~K}$ | $100-<150 \mathrm{~K}$ | $150 \mathrm{~K}+$ | Male | Female | Public | No Union |
| Favorable | $44 \%$ | $48 \%$ | $30 \%$ | $43 \%$ | $33 \%$ | $47 \%$ | $42 \%$ | $39 \%$ |
| Unfavorable | $25 \%$ | $23 \%$ | $36 \%$ | $27 \%$ | $35 \%$ | $20 \%$ | $29 \%$ | $28 \%$ |
| No opinion | $23 \%$ | $24 \%$ | $30 \%$ | $25 \%$ | $26 \%$ | $25 \%$ | $23 \%$ | $25 \%$ |
| Don't know him | $8 \%$ | $5 \%$ | $4 \%$ | $5 \%$ | $6 \%$ | $8 \%$ | $6 \%$ | $8 \%$ |
| Unwgt $\mathrm{N}=$ | 144 | 200 | 103 | 102 | 358 | 328 | 102 | 522 |


|  | Religion |  |  |  |  | Region |  |  |  |  |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  | Born |  |  | Phil/ |  |  |  |
|  | Cath | Prot | Jewish | Other | Again | Urban | Suburb | Exurban | South | Shore |
| Favorable | $38 \%$ | $38 \%$ | $54 \%$ | $41 \%$ | $44 \%$ | $56 \%$ | $45 \%$ | $31 \%$ | $34 \%$ | $30 \%$ |
| Unfavorable | $32 \%$ | $26 \%$ | $21 \%$ | $23 \%$ | $20 \%$ | $16 \%$ | $26 \%$ | $39 \%$ | $25 \%$ | $35 \%$ |
| No opinion | $26 \%$ | $25 \%$ | $15 \%$ | $29 \%$ | $25 \%$ | $23 \%$ | $23 \%$ | $25 \%$ | $31 \%$ | $28 \%$ |
| Don't know him | $4 \%$ | $11 \%$ | $11 \%$ | $6 \%$ | $10 \%$ | $5 \%$ | $6 \%$ | $6 \%$ | $10 \%$ | $8 \%$ |
| Unwgt $N=$ | 292 | 213 | 52 | 92 | 124 | 112 | 256 | 99 | 112 | 107 |

## KYRILLOS (Likely voters)

|  | Party ID |  |  | Ideology |  |  | Education |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Dem | Ind | Rep | Lib | Mod | Cons | HS or | Some Coll | Coll <br> Grad | Grad Work |
| Favorable | 11\% | 14\% | 22\% | 9\% | 14\% | 24\% | 22\% | 12\% | 14\% | 14\% |
| Unfavorable | 14\% | 8\% | 8\% | 13\% | 9\% | 10\% | 18\% | 7\% | 8\% | 9\% |
| No opinion | 44\% | 53\% | 46\% | 46\% | 55\% | 39\% | 29\% | 52\% | 54\% | 55\% |
| Don't know him | 31\% | 24\% | 24\% | 32\% | 22\% | 27\% | 31\% | 29\% | 24\% | 21\% |
| Unwgt $\mathrm{N}=$ | 233 | 261 | 184 | 155 | 335 | 186 | 151 | 169 | 203 | 162 |


|  | Employment |  |  |  | Race |  |  |  |  |  |  |  |  |  | Age |  |  |  |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Full <br> Time | Part <br> Time | Retired | Not <br> Empl | White | Black | $18-34$ | $35-49$ | $50-64$ | $65+$ |  |  |  |  |  |  |  |  |
| Favorable | $13 \%$ | $16 \%$ | $20 \%$ | $13 \%$ | $14 \%$ | $20 \%$ | $12 \%$ | $10 \%$ | $17 \%$ | $19 \%$ |  |  |  |  |  |  |  |  |
| Unfavorable | $11 \%$ | $4 \%$ | $12 \%$ | $8 \%$ | $9 \%$ | $15 \%$ | $10 \%$ | $8 \%$ | $9 \%$ | $13 \%$ |  |  |  |  |  |  |  |  |
| No opinion | $55 \%$ | $52 \%$ | $33 \%$ | $51 \%$ | $51 \%$ | $37 \%$ | $51 \%$ | $59 \%$ | $52 \%$ | $32 \%$ |  |  |  |  |  |  |  |  |
| Don't know him | $21 \%$ | $28 \%$ | $34 \%$ | $28 \%$ | $26 \%$ | $29 \%$ | $27 \%$ | $23 \%$ | $22 \%$ | $35 \%$ |  |  |  |  |  |  |  |  |
| Unwgt N $=$ | 295 | 69 | 220 | 98 | 546 | 76 | 59 | 118 | 271 | 229 |  |  |  |  |  |  |  |  |


|  | Income |  |  |  |  | Gender |  | Union Household |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | <50K | $\begin{gathered} 50- \\ <100 \mathrm{~K} \end{gathered}$ |  |  | 150K+ | Male | Female | Public | No Union |  |
| Favorable | 19\% | 13\% | $12 \%$ |  | 18\% | 18\% | 13\% | 15\% | 15\% |  |
| Unfavorable | 16\% | 9\% | 8\% |  | 7\% | 12\% | 9\% | 11\% | 11\% |  |
| No opinion | 39\% | 51\% | 60\% |  | 51\% | 51\% | 46\% | 55\% | 46\% |  |
| Don't know him | 25\% | 27\% | 20\% |  | 24\% | 20\% | 33\% | 19\% | 28\% |  |
| Unwgt $\mathrm{N}=$ | 145 | 200 | 10 |  | 101 | 357 | 330 | 102 | 522 |  |
|  | Religion |  |  |  |  | Region |  |  |  |  |
|  | Cath | Prot | Jewish | Other | Born <br> $r$ Again | Urban | Suburb | Exurban | Phil/ <br> South | Shore |
| Favorable | 20\% | 13\% | 13\% | 5\% | 19\% | 18\% | 16\% | 10\% | 10\% | 20\% |
| Unfavorable | 9\% | 11\% | 10\% | 10\% | 9\% | 6\% | 9\% | 10\% | 16\% | 11\% |
| No opinion | 47\% | 48\% | 40\% | 57\% | 41\% | 53\% | 43\% | 57\% | 49\% | 47\% |
| Don't know him | 24\% | 28\% | 38\% | 28\% | 31\% | 23\% | 32\% | 23\% | 26\% | 22\% |
| Unwgt N= | 292 | 213 | 52 | 92 | 124 | 112 | 256 | 99 | 113 | 107 |

## Q. Would you say the state of New Jersey is currently going in the right direction or has it gone off on the wrong track?

|  |  |  | Vote Choice |  |
| :--- | :---: | :---: | :---: | :---: |
|  | Likely Voters |  | Menendez |  |
|  | $52 \%$ |  | $32 \%$ | Kyrillos |
| Right Direction | $39 \%$ |  | $60 \%$ | $13 \%$ |
| Wrong Track | $9 \%$ |  | $8 \%$ | $13 \%$ |
| DK (vol) | 686 |  | 315 | $6 \%$ |
| Unwgt N $=$ |  |  |  |  |

Q. There will be an election for U.S. House of Representatives as well. If the election were today would you vote for the [ROTATE: Republican candidate, the Democratic candidate,] someone else, or would you not vote?

|  | Likely Voters |
| :--- | :---: |
| Republican | $34 \%$ |
| Democrat | $45 \%$ |
| Other | $7 \%$ |
| Not vote | $3 \%$ |
| DK (vol) | $11 \%$ |
| Unwght $\mathrm{N}=$ | 688 |


|  | Party ID |  |  | Ideology |  |  | Education |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Dem | Ind | Rep | Lib | Mod | Cons | $\begin{aligned} & \text { HS } \\ & \text { or less } \end{aligned}$ | Some Coll | Coll Grad | Grad Work |
| Republican | 3\% | 29\% | 84\% | 5\% | 32\% | 65\% | 33\% | 40\% | 38\% | 25\% |
| Democracy | 87\% | 35\% | 3\% | 80\% | 43\% | 17\% | 46\% | 41\% | 44\% | 52\% |
| Other | 1\% | 13\% | 5\% | 5\% | 8\% | 6\% | 6\% | 6\% | 6\% | 8\% |
| Not vote | 3\% | 5\% | \% | 6\% | 3\% | 1\% | 4\% | 3\% | 3\% | 2\% |
| DK (vol) | 6\% | 18\% | 7\% | 4\% | 14\% | 11\% | 11\% | 11\% | 10\% | 13\% |
| Unwght $\mathrm{N}=$ | 233 | 262 | 184 | 155 | 335 | 187 | 151 | 170 | 203 | 162 |
|  |  |  | ploym |  |  | Race |  |  | ge |  |


|  |  | Not |  |  |  |  |  |  |  |  |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | FT | PT | Retired | Empl | White | Black | $18-34$ | $35-49$ | $50-64$ | $65+$ |
| Republican | $35 \%$ | $36 \%$ | $36 \%$ | $29 \%$ | $44 \%$ | $4 \%$ | $27 \%$ | $34 \%$ | $33 \%$ | $39 \%$ |
| Democracy | $43 \%$ | $44 \%$ | $45 \%$ | $55 \%$ | $34 \%$ | $84 \%$ | $47 \%$ | $45 \%$ | $48 \%$ | $42 \%$ |
| Other | $8 \%$ | $7 \%$ | $3 \%$ | $8 \%$ | $6 \%$ | $5 \%$ | $16 \%$ | $8 \%$ | $5 \%$ | $3 \%$ |
| Not vote | $3 \%$ | $5 \%$ | $4 \%$ | $2 \%$ | $3 \%$ | $2 \%$ | $8 \%$ | $3 \%$ | $2 \%$ | $3 \%$ |
| DK (vol) | $12 \%$ | $7 \%$ | $13 \%$ | $7 \%$ | $13 \%$ | $5 \%$ | $3 \%$ | $11 \%$ | $12 \%$ | $13 \%$ |
| Unwght N= | 295 | 69 | 221 | 98 | 547 | 76 | 59 | 118 | 271 | 230 |


|  | Income |  |  |  | Gender |  | Union Household |  |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $<50 \mathrm{~K}$ | $50-<100 \mathrm{~K}$ | $100-<150 \mathrm{~K}$ | $150 \mathrm{~K}+$ | Male | Female | Public | No Union |
| Republican | $27 \%$ | $36 \%$ | $41 \%$ | $35 \%$ | $40 \%$ | $28 \%$ | $22 \%$ | $37 \%$ |
| Democracy | $58 \%$ | $42 \%$ | $43 \%$ | $45 \%$ | $39 \%$ | $52 \%$ | $53 \%$ | $43 \%$ |
| Other | $4 \%$ | $8 \%$ | $9 \%$ | $3 \%$ | $9 \%$ | $4 \%$ | $11 \%$ | $6 \%$ |
| Not vote | $2 \%$ | $5 \%$ | $0 \%$ | $5 \%$ | $4 \%$ | $2 \%$ | $4 \%$ | $3 \%$ |
| DK (vol) | $9 \%$ | $9 \%$ | $7 \%$ | $12 \%$ | $8 \%$ | $13 \%$ | $10 \%$ | $11 \%$ |
| Unwgt N $=$ | 145 | 200 | 103 | 102 | 358 | 330 | 102 | 523 |

Religion
Religion

|  |  | Born |  |  |  |  |  |  |  |  |  | Phil/ |  |  |  |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Cath | Prot | Jewish | Other | Again | Urban | Suburb Exurban | South | Shore |  |  |  |  |  |  |
| Republican | $44 \%$ | $34 \%$ | $20 \%$ | $18 \%$ | $39 \%$ | $17 \%$ | $35 \%$ | $33 \%$ | $35 \%$ | $49 \%$ |  |  |  |  |  |
| Democracy | $36 \%$ | $46 \%$ | $64 \%$ | $58 \%$ | $47 \%$ | $60 \%$ | $47 \%$ | $33 \%$ | $56 \%$ | $29 \%$ |  |  |  |  |  |
| Other | $7 \%$ | $6 \%$ | $3 \%$ | $9 \%$ | $7 \%$ | $6 \%$ | $8 \%$ | $14 \%$ | $1 \%$ | $4 \%$ |  |  |  |  |  |
| Not vote | $1 \%$ | $2 \%$ | $0 \%$ | $11 \%$ | $0 \%$ | $4 \%$ | $2 \%$ | $6 \%$ | $1 \%$ | $3 \%$ |  |  |  |  |  |
| DK (vol) | $12 \%$ | $12 \%$ | $13 \%$ | $4 \%$ | $7 \%$ | $13 \%$ | $8 \%$ | $14 \%$ | $8 \%$ | $15 \%$ |  |  |  |  |  |
| Unwgt N= | 293 | 213 | 52 | 92 | 124 | 112 | 257 | 99 | 113 | 107 |  |  |  |  |  |

Q. There will also be an election for the U.S. Senate this year. If the election were today would you vote for [ROTATE CANDIDATE ORDER] Democrat Bob Menendez, Republican Joe Kyrillos (ker-RIL-los), someone else, or would you not vote?

|  | Likely Voters |
| :--- | :---: |
| Menendez | $47 \%$ |
| Kyrillos | $35 \%$ |
| Other (vol) | $8 \%$ |
| DK (vol) | $10 \%$ |
| Unwght $\mathrm{N}=$ | 688 |


|  | Party ID |  |  | Ideology |  |  | Education |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Dem | Ind | Rep | Lib | Mod | Cons | $\begin{gathered} \text { HS } \\ \text { or less } \end{gathered}$ | Some Coll | Coll Grad | Grad Work |
| Menendez | 88\% | 39\% | 7\% | 82\% | 47\% | 17\% | 51\% | 40\% | 46\% | 54\% |
| Kyrillos | 5\% | 34\% | 76\% | 8\% | 31\% | 68\% | 34\% | 39\% | 38\% | 27\% |
| Other (vol) | 4\% | 12\% | 6\% | 4\% | 10\% | 7\% | 7\% | 8\% | 8\% | 7\% |
| DK (vol) | 3\% | 15\% | 11\% | 6\% | 12\% | 9\% | 8\% | 13\% | 9\% | 11\% |
| Unwght $\mathrm{N}=$ | 233 | 262 | 184 | 155 | 335 | 187 | 151 | 170 | 203 | 162 |


|  | Employment |  |  |  | Race |  |  |  |  |  |  |  |  |  | Age |  |  |  |  |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | FT | PT | Retired | Not | Empl | White | Black | $18-34$ | $35-49$ |  |  |  |  |  |  |  |  |  |
| $50-64$ | $65+$ |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Menendez | $42 \%$ | $43 \%$ | $51 \%$ | $57 \%$ | $37 \%$ | $89 \%$ | $56 \%$ | $41 \%$ | $48 \%$ | $47 \%$ |  |  |  |  |  |  |  |  |  |
| Kyrillos | $35 \%$ | $37 \%$ | $36 \%$ | $30 \%$ | $43 \%$ | $4 \%$ | $29 \%$ | $35 \%$ | $33 \%$ | $40 \%$ |  |  |  |  |  |  |  |  |  |
| Other (vol) | $10 \%$ | $8 \%$ | $4 \%$ | $6 \%$ | $8 \%$ | $3 \%$ | $10 \%$ | $9 \%$ | $9 \%$ | $4 \%$ |  |  |  |  |  |  |  |  |  |
| DK (vol) | $12 \%$ | $13 \%$ | $9 \%$ | $6 \%$ | $12 \%$ | $4 \%$ | $5 \%$ | $14 \%$ | $9 \%$ | $10 \%$ |  |  |  |  |  |  |  |  |  |
| Unwght N= | 295 | 69 | 221 | 98 | 547 | 76 | 59 | 118 | 271 | 230 |  |  |  |  |  |  |  |  |  |

Income Gender Union Household

|  | $<50 \mathrm{~K}$ | $<100 \mathrm{~K}$ | $<150 \mathrm{~K}$ | 150K+ | Male | Female | Public | No Union |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Menendez | $56 \%$ | $49 \%$ | $42 \%$ | $50 \%$ | $41 \%$ | $53 \%$ | $55 \%$ | $44 \%$ |
| Kyrillos | $30 \%$ | $33 \%$ | $43 \%$ | $33 \%$ | $41 \%$ | $28 \%$ | $26 \%$ | $38 \%$ |
| Other (vol) | $5 \%$ | $9 \%$ | $12 \%$ | $4 \%$ | $9 \%$ | $7 \%$ | $6 \%$ | $8 \%$ |
| DK (vol) | $10 \%$ | $9 \%$ | $2 \%$ | $13 \%$ | $9 \%$ | $12 \%$ | $12 \%$ | $9 \%$ |
| Unwgt N= | 145 | 200 | 103 | 102 | 358 | 330 | 102 | 523 |


|  | Religion |  |  |  |  | Religion |  |  |  |  |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  | Born |  |  | Phil/ |  |  |
|  | Cath | Prot | Jewish | Other | Again | Urban | Suburb | Exurban | South | Shore |
| Menendez | $40 \%$ | $49 \%$ | $67 \%$ | $57 \%$ | $48 \%$ | $69 \%$ | $48 \%$ | $35 \%$ | $54 \%$ | $30 \%$ |
| Kyrillos | $43 \%$ | $34 \%$ | $23 \%$ | $21 \%$ | $37 \%$ | $16 \%$ | $34 \%$ | $40 \%$ | $29 \%$ | $55 \%$ |
| Other (vol) | $8 \%$ | $7 \%$ | $0 \%$ | $12 \%$ | $10 \%$ | $6 \%$ | $9 \%$ | $9 \%$ | $5 \%$ | $7 \%$ |
| DK (vol) | $9 \%$ | $10 \%$ | $9 \%$ | $10 \%$ | $5 \%$ | $9 \%$ | $9 \%$ | $16 \%$ | $11 \%$ | $8 \%$ |
| Unwgt N= | 293 | 213 | 52 | 92 | 124 | 112 | 257 | 99 | 113 | 107 |


|  | Menendez Impression |  |  |  | Kyrillos Impression |  |  |  | State Direction |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Fav | Unfav | No opin | DK | Fav | Unfav | No opin | DK | Right Direction | Wrong Track |
| Menendez | 82\% | 9\% | 37\% | 35\% | 31\% | 63\% | 47\% | 53\% | 29\% | 72\% |
| Kyrillos | 12\% | 74\% | 29\% | 28\% | 63\% | 24\% | 32\% | 28\% | 54\% | 12\% |
| Other (vol) | 2\% | 10\% | 12\% | 13\% | 3\% | 10\% | 9\% | 8\% | 8\% | 9\% |
| DK (vol) | 4\% | 6\% | 22\% | 23\% | 3\% | 3\% | 13\% | 11\% | 9\% | 8\% |
| Unwght $\mathrm{N}=$ | 268 | 207 | 167 | 44 | 109 | 70 | 330 | 178 | 370 | 260 |

Q. In November, New Jersey voters will have the chance to vote on a $\$ 750$ million bond for new academic buildings and technological upgrades at colleges and universities. Have you heard a lot about this, a little, or nothing at all?

|  | Likely Voters |
| :--- | :---: |
| A lot | $8 \%$ |
| A little | $37 \%$ |
| Nothing at all | $55 \%$ |
| Unwght $\mathrm{N}=$ | 685 |


|  | Party ID |  |  | Ideology |  |  | Education |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Dem | Ind | Rep | Lib | Mod | Cons | $\begin{aligned} & \text { HS } \\ & \text { or less } \end{aligned}$ | Some Coll | Coll Grad | Grad Work |
| A lot | 8\% | 10\% | 7\% | 10\% | 8\% | 8\% | 6\% | 6\% | 12\% | 7\% |
| A little | 35\% | 41\% | 35\% | 36\% | 39\% | 37\% | 37\% | 43\% | 32\% | 37\% |
| Nothing at all | 57\% | 49\% | 58\% | 54\% | 53\% | 56\% | 56\% | 51\% | 56\% | 55\% |
| Unwght $\mathrm{N}=$ | 233 | 260 | 183 | 155 | 334 | 185 | 150 | 168 | 203 | 162 |


|  | Employment |  |  | Race |  |  |  |  |  |  |  |  |  |  | Age |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  | Not |  |  |  |  |  |  |  |  |  |  |  |
|  | FT | PT | Retired | Empl | White | Black | $18-34$ | $35-49$ | $50-64$ | $65+$ |  |  |  |  |  |
| A lot | $8 \%$ | $12 \%$ | $10 \%$ | $4 \%$ | $8 \%$ | $10 \%$ | $7 \%$ | $2 \%$ | $12 \%$ | $9 \%$ |  |  |  |  |  |
| A little | $38 \%$ | $26 \%$ | $40 \%$ | $37 \%$ | $39 \%$ | $37 \%$ | $37 \%$ | $35 \%$ | $34 \%$ | $43 \%$ |  |  |  |  |  |
| Nothing at all | $54 \%$ | $62 \%$ | $49 \%$ | $59 \%$ | $53 \%$ | $53 \%$ | $57 \%$ | $63 \%$ | $54 \%$ | $48 \%$ |  |  |  |  |  |
| Unwght $\mathrm{N}=$ | 295 | 68 | 220 | 97 | 544 | 76 | 59 | 118 | 270 | 228 |  |  |  |  |  |


|  | <50K | Income |  |  | Gender |  | Union Household |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $\begin{gathered} 50 \mathrm{~K}- \\ <100 \mathrm{~K} \end{gathered}$ | $\begin{aligned} & 100 \mathrm{~K}- \\ & <150 \mathrm{~K} \end{aligned}$ | 150K+ | Male | Female | Public | No Union |
| A lot | 7\% | 10\% | 5\% | 9\% | 9\% | 8\% | 16\% | 7\% |
| A little | 34\% | 38\% | 39\% | 37\% | 39\% | 35\% | 46\% | 35\% |
| Nothing at all | 58\% | 52\% | 55\% | 55\% | 52\% | 57\% | 37\% | 58\% |
| Unwgt $\mathrm{N}=$ | 145 | 199 | 102 | 102 | 357 | 328 | 101 | 521 |


|  | Religion |  |  |  |  | Region |  |  |  |  |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  | Born |  |  | Phil// |  |  |
|  | Cath | Prot | Jewish | Other | Again | Urban | Suburb | Exurban | South | Shore |
| A lot | $9 \%$ | $9 \%$ | $8 \%$ | $5 \%$ | $6 \%$ | $9 \%$ | $8 \%$ | $8 \%$ | $8 \%$ | $9 \%$ |
| A little | $44 \%$ | $34 \%$ | $27 \%$ | $28 \%$ | $39 \%$ | $35 \%$ | $39 \%$ | $31 \%$ | $41 \%$ | $37 \%$ |
| Nothing at all | $47 \%$ | $58 \%$ | $65 \%$ | $67 \%$ | $55 \%$ | $56 \%$ | $54 \%$ | $61 \%$ | $50 \%$ | $54 \%$ |
| Unwgt $\mathrm{N}=$ | 290 | 213 | 52 | 92 | 124 | 111 | 256 | 99 | 112 | 107 |

## Q. If the election were today, would you support or oppose this $\$ 750$ million bond for higher education?

|  |  |
| :--- | :---: |
|  | Likely Voters |
| Support | $56 \%$ |
| Oppose | $27 \%$ |
| DK (vol) | $17 \%$ |
| Unwght $\mathrm{N}=$ | 684 |


|  | Party ID |  |  | Ideology |  |  | Education |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Dem | Ind | Rep | Lib | Mod | Cons | $\begin{gathered} \text { HS } \\ \text { or less } \end{gathered}$ | Some Coll | Coll Grad | Grad Work |
| Support | 76\% | 47\% | 42\% | 77\% | 54\% | 39\% | 51\% | 55\% | 58\% | 59\% |
| Oppose | 10\% | 38\% | 36\% | 7\% | 31\% | 41\% | 30\% | 32\% | 26\% | 21\% |
| DK (vol) | 14\% | 15\% | 23\% | 16\% | 15\% | 20\% | 19\% | 12\% | 16\% | 20\% |
| Unwght $\mathrm{N}=$ | 233 | 260 | 183 | 155 | 332 | 186 | 151 | 170 | 202 | 159 |


|  | Employment |  |  | Race |  |  |  |  |  |  |  |  |  | Age |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  | Not |  |  |  |  |  |  |  |  |  |  |
|  | FT | PT | Retired | Empl | White | Black | $18-34$ | $35-49$ | $50-64$ | $65+$ |  |  |  |  |
| Support | $57 \%$ | $65 \%$ | $51 \%$ | $57 \%$ | $51 \%$ | $74 \%$ | $70 \%$ | $61 \%$ | $54 \%$ | $49 \%$ |  |  |  |  |
| Oppose | $28 \%$ | $16 \%$ | $30 \%$ | $25 \%$ | $30 \%$ | $14 \%$ | $17 \%$ | $19 \%$ | $32 \%$ | $32 \%$ |  |  |  |  |
| DK (vol) | $15 \%$ | $19 \%$ | $19 \%$ | $17 \%$ | $19 \%$ | $12 \%$ | $13 \%$ | $21 \%$ | $14 \%$ | $19 \%$ |  |  |  |  |
| Unwght N= | 293 | 69 | 219 | 98 | 543 | 76 | 59 | 118 | 269 | 228 |  |  |  |  |


|  | Income |  |  |  | Gender |  | Union Household |  |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 50K- |  |  |  | 100K- |  |  |  |
|  | $<50 \mathrm{~K}$ | $<100 \mathrm{~K}$ | $<150 \mathrm{~K}$ | $150 \mathrm{~K}+$ | Male | Female | Public | No Union |
| Support | $62 \%$ | $58 \%$ | $52 \%$ | $60 \%$ | $53 \%$ | $59 \%$ | $59 \%$ | $55 \%$ |
| Oppose | $22 \%$ | $24 \%$ | $37 \%$ | $23 \%$ | $30 \%$ | $24 \%$ | $26 \%$ | $27 \%$ |
| DK (vol) | $16 \%$ | $17 \%$ | $11 \%$ | $17 \%$ | $16 \%$ | $17 \%$ | $15 \%$ | $17 \%$ |
| Unwgt N= | 145 | 199 | 103 | 101 | 354 | 330 | 101 | 520 |


|  | Religion |  |  |  |  | Region |  |  |  |  |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  | Born |  |  | Phil/ |  |  |
|  | Cath | Prot | Jewish | Other | Again | Urban | Suburb Exurban | South | Shore |  |
| Support | $54 \%$ | $56 \%$ | $58 \%$ | $65 \%$ | $60 \%$ | $70 \%$ | $58 \%$ | $51 \%$ | $59 \%$ | $41 \%$ |
| Oppose | $30 \%$ | $26 \%$ | $21 \%$ | $20 \%$ | $26 \%$ | $14 \%$ | $26 \%$ | $29 \%$ | $26 \%$ | $42 \%$ |
| DK (vol) | $16 \%$ | $18 \%$ | $21 \%$ | $14 \%$ | $14 \%$ | $17 \%$ | $16 \%$ | $20 \%$ | $15 \%$ | $17 \%$ |
| Unwgt N= | 292 | 211 | 52 | 91 | 123 | 111 | 256 | 98 | 113 | 106 |

## Rutgers-Eagleton Poll August 23-25, 2012

The Rutgers-Eagleton Poll was conducted by telephone from August 23-25, 2012 with a scientifically selected random sample of 916 New Jersey registered voters. Within this sample 688 respondents were identified as likely US Senate voters by scoring responses to questions about interest in politics, in the presidential election, plans to vote, and vote history. In addition, those who responded to the Senate vote question with "Will not vote" were not included as likely voters. Approximately 75 percent of registered voters were identified as likely voters by this measure. In 2008, 73 percent of registered New Jersey voters actually cast a ballot.

Data are weighted to represent known parameters in the New Jersey registered voter population, using gender, age, race, and Hispanic ethnicity matching to 2010 US Census Bureau data. Data are further weighted to ensure geographical representation by county. All results are reported with these weighted data. This telephone poll included 735 landline respondents and 181 cell phone respondents, 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 688 likely voters is $+/-3.7$ percentage points, at a 95 percent confidence interval. Thus if 50 percent of New Jersey likely voters favored a particular position, one would be 95 percent sure that the true figure would be between 46.3 and 53.7 percent ( $50+/-3.7$ ) had all New Jersey likely 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.

This Rutgers-Eagleton Poll was fielded by Braun Research Incorporated. 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 focused on the study and teaching of politics and the political process.

|  | Weighted Sample Characteristics <br> $\mathbf{6 8 8}$ New Jersey Likely Senate Voters |  |  |  |  |
| :--- | :--- | :--- | :--- | :---: | :---: |
| 36\% Democrat | $50 \%$ Male | $13 \% 18-34$ | $74 \%$ White |  |  |
| $37 \%$ Independent | $50 \%$ Female | $23 \% 35-49$ | $15 \%$ Black |  |  |
| $27 \%$ Republican |  | $36 \% 50-64$ | $6 \%$ Hispanic |  |  |
|  | $28 \% 65+$ | $5 \%$ Asian/Other/Multi |  |  |  |

