POLL 134a
Likely Voters
October 13-17, 2001

1. First, are you currently registered to vote at the address where you now live?

1 Yes
2 No / Don't know – **[GOTO V1]**

As you may know, there will be an election for New Jersey Governor and the state legislature this coming November.

2. How much interest do you have in the election for Governor -- a lot, some, a little or none at all?

1 A lot
2 Some
3 A little
4 None **[GOTO V2]**
9 Don't Know **[GOTO V2]**

3. Do you think you will definitely vote, probably vote, probably NOT vote, or definitely not vote in the election for Governor?

1 Definitely will
2 Probably will
3 Probably will not **[GO TO V2]**
4 Definitely will not **[GO TO V2]**
9 Don't know **[GOTO V2]**

4. If the election for Governor were held today, for whom would you vote **[PROGRAMMING**: **ROTATE CHOICES]** Bret Schundler [SHUN – dler], the Republican, Jim McGreevey, the Democrat, or some other candidate for Governor?

1 Schundler **[GOTO Q6]**
2 McGreevey **[GOTO Q6]**
3 Other candidate **[GOTO Q9]**
8 Wouldn't vote (VOL) **[GOTO Q9]**
9 Don't know/Undecided (VOL)

IF "UNDECIDED" OR "DON'T KNOW" TO Q4 ASK:

5. At this moment do you lean more towards Schundler or more towards McGreevey?

1 Schundler **[GOTO Q8]**
2 McGreevey **[GOTO Q8]**
9 Neither/Undecided. **[GOTO Q9]**

6. Are you very sure about voting for **(FILL CANDIDATE FROM Q4)**; or might you change your mind before Election Day?

1 Very sure
2 Might change

9 Don’t know/Refused

7. And when did you decide whom to support for Governor – in the last few days, in the last week, within the last 4 weeks, or earlier?

1 Last few days
2 Last week
3 Last 4 weeks/month
4 Earlier
9 Don’t know

8. Would you say you are voting more for **(FILL CANDIDATE FROM Q4 OR Q5)** or more against the other candidate?

1 More for
2 More against
9 Don't know

9. If George W. Bush were to endorse Bret Schundler in the election for Governor, would that you make you more likely to vote for Schundler, less likely to vote for Schundler, or would it make no difference in your vote?

1 More likely to vote Schundler
2 Less likely to vote Schundler
3 No difference
9 Don’t know

10. Regardless of how you intend to vote, who do you expect to win the election for Governor in November – **[ROTATE CHOICES]** Bret Schundler or Jim McGreevey?

1 Schundler
2 McGreevey
3 Someone else (VOL.)
9 Don’t know

11. And if the election for State Assembly were held today, would you vote for the Republican or Democratic candidates for Assembly in your district?

1 Republican
2 Democratic
3 Split/other [VOL.] _____ [SPECIFY]
9 Don’t know/Undecided

12. As far as you know, which party now controls the Assembly -- the Republicans or the Democrats, or aren't you sure?

1 Republicans
2 Democrats
9 Don’t know/Not sure

ROTATE 13A AND 13B

13A. Is your opinion of Democrat Jim McGreevey favorable or unfavorable, or don't you really have an opinion of him -- **IF FAVORABLE OR UNFAVORABLE:** Is that very [favorable/unfavorable] or somewhat [favorable/unfavorable]?

1 Very favorable
2 Somewhat favorable
3 Somewhat unfavorable
4 Very unfavorable
9 No opinion / don't know

13B. Is your opinion of Republican Bret Schundler (SHUN – dler) favorable or unfavorable, or don't you really have an opinion of him -- **IF FAVORABLE OR UNFAVORABLE:** Is that very [favorable/unfavorable] or somewhat [favorable/unfavorable]?

1 Very favorable
2 Somewhat favorable
3 Somewhat unfavorable
4 Very unfavorable
9 No opinion / don't know

14. I'm going to read you a list of candidate traits, and for each one I would like you to tell me how important you think it is for the next Governor of New Jersey to have that trait – extremely important, fairly important, or not that important. First, how important is it that the next Governor …. [FILL – RANDOMIZE] extremely important, fairly important, or not that important -- |

A Understands the concerns you face in day-to-day life?
B Is very experienced in public office?
C Is an outsider who will shake things up?
D Generally agrees with you on issues you care about?
E Is someone you trust to do what's right?
F Is a strong leader?
G Is the same political party as you?

1 Extremely important
2 Fairly important
3 Not that important
4 Not important at all (VOL.)
9 Don't know

15. Now I'm going to read you a list of candidate traits, and for each one, I'd like you to tell me whether you think it describes Jim McGreevey or Bret Schundler better. First, which candidate …. [FILL – RANDOMIZE] – Bret Schundler or Jim McGreevey -- |

A Understands the concerns you face in day-to-day life?
B Is very experienced in public office?
C Is an outsider who will shake things up?
D Generally agrees with you on issues you care about?
E Is someone you trust to do what's right?
F Is a strong leader?

1 Bret Schundler
2 Jim McGreevey
3 Neither / Both (VOL.)
9 Don't know

16. I am going to read a list of some of the issues that might come up in this year's election for Governor. As I read each one, please tell me how important that issue is to you personally – extremely important, fairly important, or not that important.
Is **[FILL – RANDOMIZE A-E]** extremely important, fairly important or not that important of an issue to you personally -- |

A Education?
B The state economy and budget?
C Property taxes?
D Automobile insurance rates?
E Preparing the state to deal with crisis or disaster?

1 Extremely important
2 Fairly important
3 Not that important
9 Don't know

17. Now I am going to read a list of issues and I'd like you to tell me, regardless of whom you support for Governor – which candidate you think would do a better job handling that issue, Jim McGreevey or Bret Schundler. First, which candidate do you think could better handle …. [FILL – RANDOMIZE] – Bret Schundler or Jim McGreevey -- |

A Education?
B The state economy and budget?
C Property taxes?
D Automobile insurance rates?
E Preparing the state to deal with crisis or disaster?

1 Bret Schundler
2 Jim McGreevey
3 Neither / Both (VOL.)
9 Don't know

18. In general, are you more interested in hearing the candidates for Governor discuss issues like safety and disaster preparedness or are you more interested in hearing them discuss issues like education and the economy?

1 Safety and disaster preparedness
2 Education and the economy
3 None (VOL.)
9 Don't know

19. Do you like the direction in which the state of New Jersey has been moving and hope it continues like this, or do you dislike what's going on and want to change direction?

1 Like direction
2 Change direction
9 Don't know

20. Did you watch any of [last] Wednesday's debate between Bret Schundler and Jim McGreevey on TV, or listen to it on the radio?

1 Yes **[GOTO Q22]**
2 No
9 Don't know

21. Have you seen or read any news stories about their debate?

1 Yes
2 No **[GOTO Q25 OR Q27 DEPENDING ON ROTATION]**
9 Don't know **[GOTO Q25 OR Q27 DEPENDING ON ROTATION]**

22. Who do you think actually got the best of the debate—Schundler or McGreevey
IF CHOICE MADE, PROBE: By a lot or just a little?

1 Schundler -- a lot
2 Schundler -- a little
3 McGreevey – a lot
4 McGreevey – a little
5 Neither / Both equal [VOL.]
9 Don't know

ROTATE Q23 AND Q24

23. Based on what you saw or heard about the debate, did your overall impression of Bret Schundler become more favorable or less favorable?

1 More favorable
2 Less favorable
3 Didn't change (VOL)
9 Don't know

24. Based on what you saw or heard about the debate, did your overall impression of Jim McGreevey become more favorable or less favorable?

1 More favorable
2 Less favorable
3 Didn't change (VOL)
9 Don't know

ROTATE AS BLOCKS Q'S 25 AND 26 WITH Q'S 27 AND 27

25. How much do you feel you know about Bret Schundler-- a lot, some, just a little, or nothing at all?

1 A lot

2 Some
3 A little
4 Nothing **[GOTO Q27 OR V2 DEPENDING ON ROTATION]**
9 Don't know **[GOTO Q27 OR V2 DEPENDING ON ROTATION]**

26. Do you think Bret Schundler's views on most issues are too liberal for you, too conservative for you, or just about right?

1 Too liberal
2 Too conservative
3 Just about right
9 Don't know/Not sure

27. How much do you feel you know about Jim McGreevey -- a lot, some, just a little or nothing at all?

1 A lot
2 Some
3 A little
4 Nothing **[GOTO QV2 OR Q25 DEPENDING ON ROTATION]**
9 Don't know **[GOTO QV2 OR Q25 DEPENDING ON ROTATION]**

28. Do you think Jim McGreevey's views on most issues are too liberal for you, too conservative for you, or just about right?

1 Too liberal
2 Too conservative
3 Just about right
9 Don't know/Not sure

V3. How closely have you been following the campaign for Governor -- very closely, somewhat closely, or not very closely so far?

1 Very closely
2 Somewhat closely
3 Not very closely
9 Don't know

V4. In your opinion, how much of a difference will the outcome of the election make in the way the New Jersey government is run over the next few years–a great deal of difference, some, or not very much difference?

1 A great deal
2 Some
3 Not very much
4 No difference at all (VOL)
5 Depends (VOL)
9 Don't know

V5. How much of an impact do you think what state government does has on your daily life—a lot, some, a little, or none?

1 Lot
2 Some
3 A little
4 None
5 Depends (VOL)
9 Don't know

V12. How would you generally describe economic conditions in New Jersey right now? Would you say that economically New Jersey is in good times or bad times right now?

1 Good times
2 Bad times
9 Don't know

V13. During the next year, do you think economic conditions in New Jersey will get better, get worse, or stay about the same?

1 Better
2 Worse
3 About the same
9 Don't know

V14. Do you happen to know where people who live in your neighborhood go to vote-- IF "YES", PROBE: Where is that?

1 Yes, names location
2 Yes, but does not name location
3 No
9 Don't know

V18. Do you approve or disapprove of the way Jon Corzine is handling his job as Senator, or don't you have an opinion on his performance?

1 Approve
2 Disapprove
9 Don't know

V19. Do you approve or disapprove of the way Bob Torricelli is handling his job as Senator, or don't you have an opinion on his performance?

1 Approve
2 Disapprove
9 Don't know

V20. Do you approve or disapprove of the way George W. Bush is handling his job as President?

1 Approve
2 Disapprove

9 Don’t know

Now just a few final questions so we can classify your answers.

D1. In politics today, do you consider yourself a Democrat, Republican, Independent, or something else?

1 Democrat **[GOTO D3]**
2 Republican **[GOTO D3]**
3 Independent
4 Something Else/Other
9 Don’t Know/No opinion

(IF #3,4, OR 9 TO D1, ASK)

D2. Do you lean more toward the Democratic Party or more toward the Republican Party?

1 Democratic party
2 Republican party
3 Other party
4 Neither
9 Don't know/no opinion

D3. Regardless of the political party you might favor, do you consider yourself to be liberal, conservative, or somewhere in between?

1 Liberal
2 Conservative
3 Somewhere in between
4 Other
9 Don’t Know/No opinion

D4. Did you receive a high school diploma?

1 Yes
2 No **[GOTO D6]**
9 Don’t Know **[GOTO D6]**

D5. Did you ever attend college? (IF YES, ASK: Did you graduate?)

1 Yes, graduated
2 Yes, did not graduate **[GOTO D6]**
3 Junior college--graduate **[GOTO D6]**
4 Vocational/technical school **[GOTO D6]**
9 No **[GOTO D6]**

D5A. Was this from a 4-year college, a junior college two-year program, or a vocational/technical school?

1 Four year college
2 Junior college/2 year program
3 Vocational/technical school
9 Other/Don’t know

D6. What was your age on your last birthday?

/ / / (ENTER AGE: 97=97+, 98=DK, 99 = REFUSED)

D6A. Do you feel as though you are part of a distinct generation—where you have something in common with most others in your age group, or don't you feel this way?

1 Yes
2 No
3 Depends (VOL)
9 Don't know

D7. Are you of Latino or Hispanic origin, such as Mexican, Puerto Rican, Cuban or some other Spanish background?

1 Yes
2 No/Don't know

D8. Are you white, black or of Asian origin?

1 White
2 Black
3 Asian
4 Other (VOL)
9 Not determined/Don't know

IF NOT REGISTERED TO VOTE (Q1 NE 1) GOTO D11

D9. Can you recall if you voted in the 2000 election between Al Gore and George W. Bush, or did something prevent you from voting -- IF VOTED: Did you vote for Al Gore, George W. Bush, or someone else?

1 Voted for Gore
2 Voted for Bush
3 Voted for someone else
4 Did not vote
9 Don't know

D10. Can you recall if you voted in the 1997 election for Governor between Christie Whitman and Jim McGreevey, or did something prevent you from voting -- IF VOTED: Did you vote for Christie Whitman or Jim McGreevey?

1 Voted for Whitman
2 Voted for McGreevey
3 Voted for someone else (VOL.)
4 Did not vote
9 Don't know

D11. Do you consider yourself to be Catholic, Protestant, Jewish, Muslim, some other religion, atheist or agnostic?

1 Catholic
2 Protestant
3 Jewish
4 Muslim
5 Other: (SPECIFY:_____)
6 Atheist/Agnostic
9 Don't Know/Refused

D12. In what county do you live?

01 Atlantic	08 Gloucester	15 Ocean
02 Bergen	09 Hudson	16 Passaic
03 Burlington	10 Hunterdon	17 Salem
04 Camden	11 Mercer	18 Somerset
05 Cape May	12 Middlesex	19 Sussex
06 Cumberland	13 Monmouth	20 Union
07 Essex	14 Morris	21 Warren

99 Don't know/Refused

D13. So that we can group all answers, is your total annual family income before taxes: Under 35,000; between $35,000 to just under $70,000; between $70,000 to just under $100,000; or $100,000 or more?

1 Under $35,000
2 $35,000 to $69,999
3 $70,000 to $100,000
4 $100,000 or more
9 Don't know