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RELEASE: 39-2

SHIFTING OF DEMOCRATIC CANDIDATES' IMAGERY:

CARTER SEEN MORE POSITIVELY, KENNEDY MORE NEGATIVELY

President Jimmy Carter and Senator Edward Kennedy have flip-flopped positions in the minds of New Jerseyans, who now hold generally favorable impressions of Carter and unfavorable ones of Kennedy. California Governor Jerry Brown now also gets more negative than positive marks from New Jerseyans, according to the latest Eagleton Poll.

The Rutgers-based Poll, after interviewing 1200 New Jersey residents shortly before the New Hampshire and Massachusetts primaries, found 50 percent of Garden State residents holding a favorable opinion of Carter while 30 percent held an unfavorable view. The remainder expressed no opinion. This is a major turnabout from October of last year when negative evaluations of Carter outnumbered positive ones by a margin of 48 to 32 percent.

New Jerseyans have also changed their view of Kennedy, who is now viewed negatively by a margin of more than two-to-one. Only 24 percent said their general impression of Kennedy was favorable while 57 percent held an unfavorable view of the Senator. This was also a reversal from four months ago when favorable impressions of Kennedy outnumbered negative ones by a margin of 48 to 30 percent.

While Brown remained less well known than Kennedy and Carter, the impressions New Jerseyans formed about Brown over the past four months were generally negative. In February Eagleton found 21 percent expressed favorable opinions of Brown while 37 percent expressed unfavorable opinions about him. Another 32 percent said they had

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not formed an opinion about him and the remaining 11 percent were unable to recognize Brown's name. Last October, 25 percent of New Jerseyans rated Brown favorably, 27 percent unfavorably, 31 percent had no opinion and 17 percent were unable to recognize him.

Poll Director Cliff Zukin cautioned against reading too much into the results noting, "Kennedy's victory in Massachusetts may have stopped the erosion of his base. As we have already seen both in New Jersey and the early primaries, 1980 will be a volatile year. There is too much still to happen to rule out a Kennedy rebirth."

Carter received increased support from all political groups, with only small differences separating how Democrats, Republicans and Independents viewed the President. In February, 54 percent of New Jersey Democrats said they viewed Carter favorably--up 12 percentage points from October. Forty-nine percent of Independents also held a favorable view of Carter--up 22 points. The biggest jump was found among Republicans, where 46 percent expressed a positive opinion of Carter in February compared to only 22 percent in October.

Kennedy lost support equally from all three partisan groups. In February, 38 percent of New Jersey Democrats evaluated Kennedy favorably--down 23 percentage points from October. Only 19 percent of Independents and 12 percent of Republicans said their general impression of Kennedy was favorable. This was down 26 points among Independents and 13 points among Republicans from the October Eagleton survey.

More Republicans held positive images of Brown than did either Democrats or Independents. Twenty-six percent of New Jersey Republicans felt favorably toward Brown while 40 percent felt negatively. The positive rating was up five percentage points and the negative rating up one point from October. Democrats had more bad than good to say about Brown by a margin of 34 to 21 percent. Last October, positive impressions of Brown outnumbered negative ones by 29 to 24 percent. Independents, who in October were evenly divided about Brown with 24 percent favorable and 26 percent unfavorable,

were found to hold more negative opinions about Brown in February. The later survey showed 19 percent of Independents expressing positive opinions about Brown while 39 percent expressed negative sentiments.

The reversal in Democrats' image of Kennedy came mainly from those over 30 years old. Thirty-eight percent of those between 30 and 50 rated Kennedy positively in February--down 30 points from October. Positive impressions of Kennedy among Democrats over 50 were down to 29 percent in February from 54 percent in October. Kennedy slipped much less with younger Democrats, 52 percent of whom held a favorable view of the Massachusetts Senator. This was 13 percentage points lower than in October.

Zukin commented, "One of Kennedy's problems has been measuring up to idealized expectations. This may be one reason why the drop was greatest among those over 30, who are more likely to remember his brothers and measure him against that standard."

The latest Eagleton Poll was conducted between February 16 and 24, when a scientifically selected sample of 1,204 New Jersey residents, 18 years and older, were interviewed by telephone. The sampling error for figures based on the total sample is  $\pm 4$  percent.

BACKGROUND MEMO--RELEASE 39-2, THURSDAY, MARCH 6, 1980

The questions and figures referred to in this release follow. The numbers in parenthesis are the number of respondents in the total sample or in a sub-grouping answering each question.

"While the election for President is still a long time away, the primary contests for the parties' nomination is just now starting. Can you recall the names of any of the candidates who might be running for the Democratic nomination?  
Now I'm going to read you a short list of names. For each one please tell me whether or not you have heard of them."

	<u>Names</u>	<u>Recognizes</u>	<u>Does Not Recognize</u>	<u>Total</u>	<u>(n)</u>
<u>Jerry Brown, February 1980</u>					
All Respondents	33	56	11	100%	(1204)
-- Democrats	31	58	11	100%	( 375)
-- Independents	36	52	13	101%	( 565)
-- Republicans	32	62	6	100%	( 229)
<u>October, 1979</u>					
All Respondents	20	62	18	100%	(1206)
-- Democrats	19	62	19	100%	( 426)
-- Independents	22	60	18	100%	( 548)
-- Republicans	17	71	12	100%	( 204)
<u>Jimmy Carter, February 1980</u>					
All Respondents	77	23	0	100%	(1204)
-- Democrats	78	22	0	100%	( 375)
-- Independents	75	24	1	100%	( 565)
-- Republicans	80	20	0	100%	( 229)
<u>October, 1979</u>					
All Respondents	68	32	0	100%	(1206)
-- Democrats	68	32	0	100%	( 426)
-- Independents	66	33	0	99%	( 548)
-- Republicans	70	30	0	100%	( 204)
<u>Edward Kennedy, February 1980</u>					
All Respondents	78	21	1	100%	(1204)
-- Democrats	78	21	0	99%	( 375)
-- Independents	79	21	1	101%	( 565)
-- Republicans	80	19	1	100%	( 229)
<u>October, 1979</u>					
All Respondents	74	26	1	101%	(1206)
-- Democrats	76	24	0	100%	( 426)
-- Independents	73	26	1	100%	( 548)
-- Republicans	74	25	1	100%	( 204)

"Is your general impression of (CANDIDATE) favorable or unfavorable?"

	<u>Favor- able</u>	<u>Un- Favorable</u>	<u>No Opinion</u>	<u>Doesn't Recognize</u>	<u>Total</u>	<u>(n)</u>
<u>Jerry Brown, February 1980</u>						
All Respondents	21	37	32	11	101%	(1204)
-- Democrats	21	34	34	11	100%	( 375)
-- Independents	19	39	30	13	101%	( 565)
-- Republicans	26	40	28	6	100%	( 229)
<u>October, 1979</u>						
All Respondents	25	27	31	17	100%	(1206)
-- Democrats	29	24	29	18	100%	( 426)
-- Independents	24	26	32	18	100%	( 548)
-- Republicans	21	39	28	12	100%	( 204)
<u>Jimmy Carter, February 1980</u>						
All Respondents	50	30	19	0	99%	(1204)
-- Democrats	54	25	21	0	100%	( 375)
-- Independents	49	33	18	0	100%	( 565)
-- Republicans	46	38	16	0	100%	( 229)
<u>October, 1979</u>						
All Respondents	32	48	20	0	100%	(1206)
-- Democrats	42	38	20	0	100%	( 375)
-- Independents	27	53	19	0	99%	( 565)
-- Republicans	22	62	16	0	100%	( 229)
<u>Edward Kennedy, February 1980</u>						
All Respondents	24	57	19	1	101%	(1204)
-- Democrats	38	40	22	0	100%	( 375)
-- Independents	19	61	11	1	101%	( 565)
-- Republicans	12	77	11	1	101%	( 229)
<u>October, 1979</u>						
All Respondents	48	30	21	1	100%	(1206)
-- Democrats	61	20	19	0	100%	( 426)
-- Independents	45	32	22	1	100%	( 548)
-- Republicans	25	54	21	1	101%	( 204)

	<u>Favor- able</u>	<u>Un- Favorable</u>	<u>No Opinion</u>	<u>Doesn't Recognize</u>	<u>Total</u>	<u>(n)</u>
<u>DEMOCRATS ONLY</u>						
<u>Jerry Brown, February 1980</u>						
18-29	24	31	30	15	100%	(111)
30-49	23	35	33	9	100%	(133)
50+	17	36	38	10	101%	(129)
<u>October, 1979</u>						
18-29	35	21	24	20	100%	(117)
30-49	29	21	32	18	100%	(159)
50+	26	27	29	18	100%	(142)
<u>Jimmy Carter, February 1980</u>						
18-29	54	29	18	0	101%	(111)
30-49	55	24	21	0	100%	(133)
50+	55	22	23	0	100%	(129)
<u>October, 1979</u>						
18-29	29	53	17	0	99%	(117)
30-49	41	36	23	0	100%	(159)
50+	51	29	20	0	100%	(142)
<u>Edward Kennedy, February 1980</u>						
18-29	52	31	17	0	100%	(111)
30-49	38	40	22	0	100%	(133)
50+	29	46	25	0	100%	(129)
<u>October, 1979</u>						
18-29	65	16	20	0	101%	(117)
30-49	68	13	19	0	100%	(159)
50+	54	27	19	0	100%	(142)