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EDITOR'S NOTE: ATTENTION POLITICAL, ASSIGNMENT EDITORS, Professor David Redlawsk may be contacted at 319-400-1134, 732-932-9384, ext. 285, or redlawsk@rutgers.edu. Visit <http://eagletonpollblog.wordpress.com> for additional commentary.

LITTLE CHANGE IN SUPPORT FOR CHRISTIE, RUTGERS-EAGLETON POLL FINDS

Voters more outspoken about governor's personality traits

NEW BRUNSWICK, N.J – While Gov. Chris Christie's favorability ratings show little change since a February Rutgers-Eagleton Poll, New Jersey voters have become more likely to describe him as stubborn, arrogant and self-centered than they were six months ago, a new survey finds. At the same time, a majority thinks strong leader, independent and smart are also good descriptors of the governor.

Forty-six percent of respondents feel favorably toward Christie while 42 percent do not, virtually unchanged since February. The governor received an "A" or "B" for his job performance in both polls from 43 percent of voters while 30 percent gave him a "D" or "F."

Voters have become more likely to ascribe negative traits to Christie, compared to October 2011, the poll finds. More than half (56 percent) say arrogant applies very well, up 15 points. The terms self-centered and bully each gained 11 points. Stubborn, which may be seen as either positive or negative, is up 12 points; 62 percent who say it fits the governor very well.

Voters are also more likely to express anger (up 11 points to 42 percent) and worry (up 9 points to 46 percent) than six months ago, while no more likely to feel proud (35 percent, down 4 points) or enthusiastic (36 percent, down 1 point) about Christie..

Half the respondents use positives, such as strong leader, independent, and smart to describe Christie, but the only positive trait to increase significantly is independent (nine percentage points).

"After becoming less negative in October compared to April last year, voters are again more willing to ascribe negative traits to Gov. Christie," said poll Director David Redlawsk, a professor of political science at Rutgers University. "In the latter part of 2011, as the presidential talk increased, the governor was less visibly combative in his public appearances. But as we were polling this time, several high profile events made people think again about traits they find less positive."

Results are from a poll of 601 New Jersey adults, including a subsample of 518 registered voters conducted statewide among both landline and cell phone households from March 21-27. The registered voter sample has a margin of error of +/- 4.3 percentage points.

Christie evaluations continue slightly positive

Voters' impressions of Christie have remained relatively consistent since August 2010. His worst rating came in August 2011, when 45 percent were favorable and 47 percent unfavorable. At his best, Christie was up 12 points in November 2011, 49 percent to 37 percent.

"It's rather fascinating that across such a long period we have stable ratings," said Redlawsk. "Given the strength of his personality and the battles he has picked and won, we would expect more ups and downs than we have seen. Following the initial honeymoon period, those who like him have pretty much stayed with him, while those opposed have not been won over."

A gender gap continues in the governor's favorability ratings, with men preferring him over women, 49 percent to 43 percent. Conversely, more women feel unfavorable, 45 percent to 38 percent. Women are also more prone to give Christie a "D" or "F" on his job and men are more likely to bestow an "A" or "B."

More Republicans (85 percent) feel favorably toward Christie than Democrats who feel unfavorably (61 percent). Independents are split at 43 percent favorable and 42 percent unfavorable.

Christie's professional, personal traits

Since August 2010, the Rutgers-Eagleton Poll has been asking voters to describe Christie with characteristics drawn mostly from media accounts. The governor's high point came in April 2011 when more than half said smart, strong leader and independent applied very well. More than 40 percent called him a reformer. Today, 50 percent choose the first three and only 31 percent say reformer describes him very well.

Christie's negatives have increased since last October. The new results are similar to those of April 2011 and represent the strongest negative responses seen over time, with 56 percent saying arrogant describes the governor well, along with 44 percent self-centered and 41 percent bully.

Although 62 percent of respondents call Christie stubborn, this trait has different connotations among supporters and detractors. "Stubborn, the top trait, is both a positive and a negative," said Redlawsk. "Eighty-one percent of those who feel unfavorably about Christie say the word fits very well but so do 48 percent who like the governor."

Not surprisingly, more Democrats choose negative traits to describe Christie while his backers choose positives. Stubborn is the Democrats' top choice at 76 percent while strong leader tops the poll

for Republicans (79 percent). Republicans are least likely to say bully describes Christie (12 percent) and Democrats are least likely to call him fair (10 percent). Independents are much more divided, giving relatively equal weight to both positive and negative traits.

“One reason why the governor’s favorability rating and job performance stay in a narrow range is the strong reactions people have to him on both sides,” said Redlawsk. “These reactions are grounded in perceptions of the governor tapped by this series of trait questions.”

Men are more likely to characterize Christie as smart and a strong leader. Women are more apt to say independent applies. Men are also more likely describe Christie as fair. Both sexes equally agree about the appropriateness of the negative labels applied to the governor.

“This suggests the gender gap is driven more by a less positive view of the governor’s traits than a more negative view among women,” said Redlawsk. “Men are more likely to think the governor is effective as well, which may drive some of the difference.”

Emotional Responses to Christie

Voters also were asked how they felt when hearing or reading about Christie (proud, enthusiastic, worried, or angry). Compared to last October 2011, more voters express worry and anger about the governor, while positive emotions show little change. Women are somewhat more likely than men to express the negative emotions. Not surprisingly, those who do not favor Christie are much more likely to be worried (81 percent) or angry (76 percent); those in his corner are proud (67 percent) and enthusiastic (66 percent) but yet are less likely to express positive emotions than opponents are to be negative.

“Emotions drive a great deal of evaluation of the governor,” Redlawsk said.

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QUESTIONS AND TABLES BEGIN ON THE FOLLOWING PAGE

Questions and Tables

The questions covered in the release of April 6, 2012 are listed below. Column percentages may not add to 100% due to rounding. Respondents are New Jersey Registered Voters unless otherwise noted.

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

Favorability Summary, March 2012

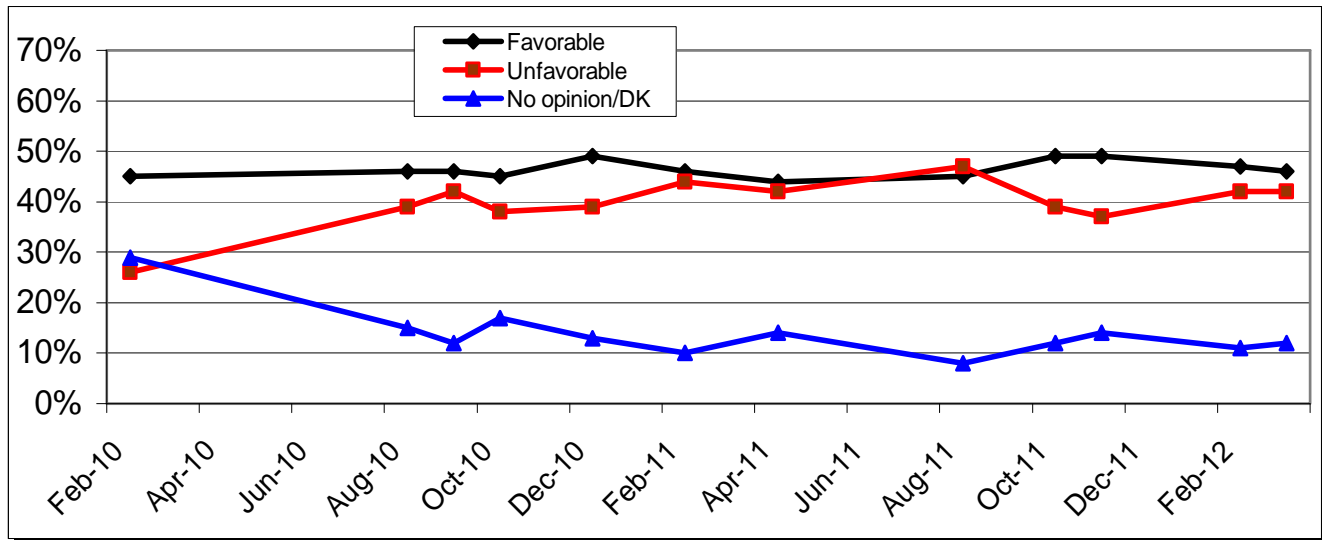
Registered Voters (RV)

	Gov. Christie	Cory Booker	Pres. Obama	U.S. Congress	Newt Gingrich	Mitt Romney	Rick Santorum
Favorable	46%	49%	58%	16%	12%	28%	20%
Unfavorable	42%	12%	33%	63%	66%	50%	50%
No opn/DK	12%	40%	9%	21%	23%	22%	30%
Unwght N	514	516	515	517	515	512	516

Governor Chris Christie Trend

	2/12 RV	11/11 RV	10/11 RV	8/11 RV	4/11 RV	2/11 RV	12/10 Voters	10/10 RV	9/10 RV	8/10 RV	2/10 RV
Favorable	47%	49%	49%	45%	44%	46%	49%	45%	46%	46%	45%
Unfavorable	42%	37%	39%	47%	42%	44%	39%	38%	42%	39%	26%
No Opn/DK	11%	14%	12%	8%	14%	10%	13%	17%	12%	15%	29%
Unwgt N=	910	752	803	613	769	810	665	879	911	751	881

Registered Voters



Registered Voters

	Party ID			Ideology			Education			
	Dem	Ind	Rep	Lib	Mod	Cons	HS or Less	Some Coll	Coll Grad	Grad Work
Favorable	28%	43%	85%	19%	48%	77%	45%	46%	48%	43%
Unfavorable	61%	42%	8%	69%	40%	11%	42%	37%	43%	47%
DK/No Opin	12%	15%	6%	11%	12%	12%	14%	17%	8%	10%
Unwgt N=	187	199	122	122	269	111	123	136	131	122

Gov. Christie Evaluations March 2012
Rutgers-Eagleton Poll

	Employment			Age			
	Full Time	Retired	Not Empl	18-29	30-49	50-64	65+
Fav	47%	56%	34%	22%	50%	45%	57%
Unfav	44%	34%	42%	51%	41%	46%	31%
DK/No Opin	9%	11%	23%	27%	9%	9%	12%
Unwgt N=	211	161	92	51	142	149	172

	Income				Gender		Union Household Public Emp	
	<50K	50K- <100K	100K- <150K	150K+	Male	Female	Union	No
Fav	39%	50%	45%	50%	49%	43%	25%	52%
Unfav	47%	40%	48%	41%	38%	45%	65%	35%
DK/No Opin	15%	11%	7%	9%	13%	12%	9%	13%
Unwgt N=	109	126	78	78	228	286	99	361

Q. Please rate how Chris Christie is handling his job as governor, using a grading scale from A to F. You can give him any full letter grade, A, B, C, D, or F.

	<i>Trend...</i>						
	Mar 12 RV	Feb 12 RV	Nov 11 RV	Oct 11 RV	Aug 11 RV	Apr 11 RV	Feb 11 RV
A	12%	16%	18%	14%	13%	14%	14%
B	31%	27%	28%	30%	25%	32%	24%
C	25%	24%	21%	27%	18%	20%	26%
D	13%	14%	17%	14%	24%	14%	15%
F	17%	18%	13%	14%	19%	21%	19%
DK	2%	2%	2%	1%	1%	0%	2%
N=	516	914	752	799	612	390	416

Registered Voters

	Party ID		Ideology				Education			
	Dem	Ind	Rep	Lib	Mod	Cons	HS or Less	Some Coll	Coll Grad	Grad Work
A	5%	10%	30%	4%	11%	27%	12%	11%	10%	15%
B	18%	37%	45%	19%	34%	42%	21%	30%	37%	34%
C	35%	21%	13%	33%	24%	16%	26%	27%	23%	27%
D	17%	13%	7%	16%	14%	6%	17%	16%	10%	9%
F	25%	17%	2%	26%	17%	6%	20%	14%	20%	14%
DK	0%	2%	2%	2%	1%	4%	4%	3%	0%	0%
N=	190	200	122	123	270	111	122	137	132	123

	Employment				Age			
	FT	PT	Retired	Not Emp	18-29	30-49	50-64	65+
A	12%	5%	17%	11%	5%	12%	11%	17%
B	36%	32%	30%	19%	26%	35%	29%	31%
C	23%	34%	23%	28%	29%	23%	31%	20%
D	9%	19%	15%	17%	16%	9%	15%	15%
F	19%	10%	15%	18%	20%	19%	14%	15%
DK	0%	0%	1%	7%	3%	2%	1%	1%
N=	212	51	161	92	51	142	151	172

Gov. Christie Evaluations March 2012
Rutgers-Eagleton Poll

	Income				Gender		Union Household Public Emp	
	<50K	50K- <100K	100K- <150K	150K+	Male	Female	Union	No
A	14%	8%	8%	21%	11%	12%	7%	14%
B	19%	34%	37%	41%	35%	27%	23%	33%
C	20%	25%	29%	21%	26%	24%	19%	27%
D	15%	17%	12%	8%	13%	13%	22%	10%
F	28%	16%	14%	9%	11%	23%	29%	13%
DK	4%	0%	0%	0%	3%	1%	0%	3%
N=	109	126	78	78	230	286	100	361

Q. Now I am going to list some words that might describe Governor Chris Christie. For each word, tell me how well it describes him. Is it very well, somewhat well, or not at all? [RANDOM ORDER]

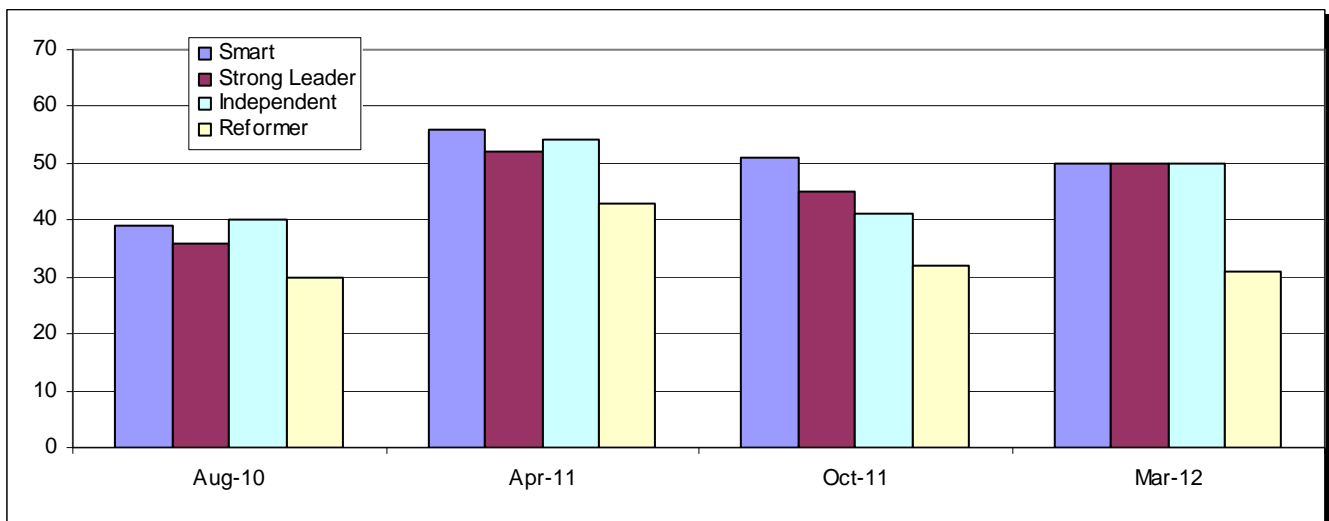
- A. Strong Leader B. Bully C. Stubborn D. Reformer E. Independent F. Arrogant**
G. Smart H. Effective H. Trustworthy I. Fair J. Self-Centered K. Impulsive

March 2012, Registered Voters

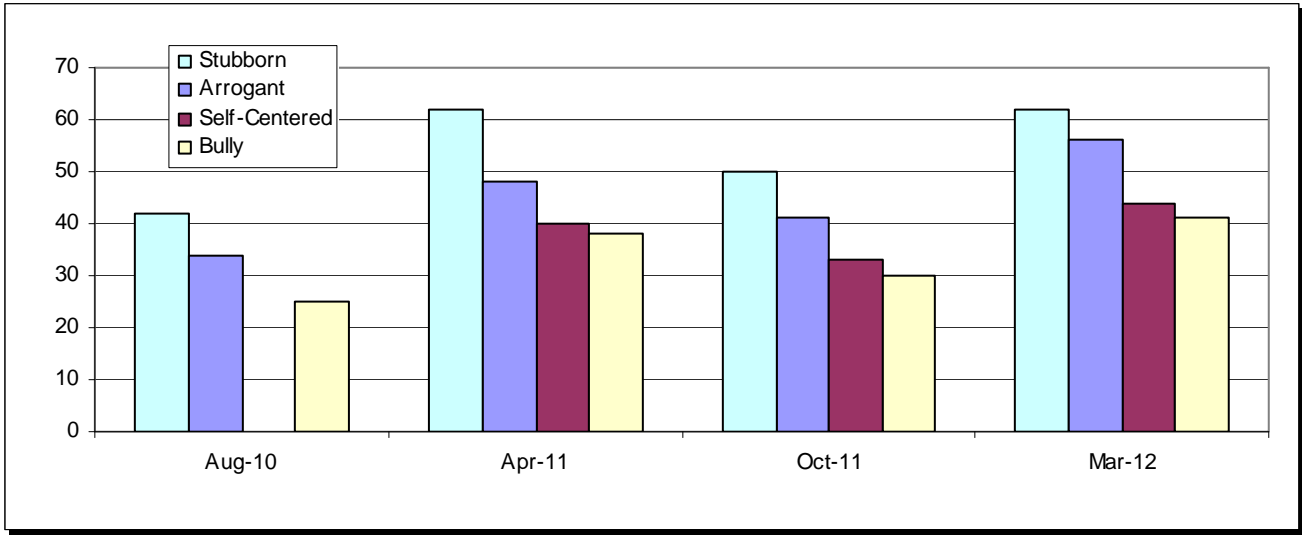
	Smart	Leader	Indep	Reform	Effect	Trust	Fair	Stubb	Arrog	Self	Bully	Impul
Very Well	50%	50%	50%	31%	36%	31%	26%	62%	56%	44%	41%	37%
Somewhat Well	34%	29%	29%	36%	40%	33%	39%	24%	27%	27%	26%	32%
Not at All Well	12%	19%	15%	25%	20%	29%	33%	8%	13%	22%	27%	22%
Don't Know	4%	2%	6%	8%	5%	7%	2%	5%	4%	7%	6%	9%
Unwght N=	517	517	516	514	515	515	515	516	517	515	515	515

Trend Charts: ALL REGISTERED VOTERS

Positive Traits: Strong Leader, Reformer, Independent, Smart
Percent describes Gov. Christie "Very Well"



Negative Traits: Stubborn, Arrogant, Self-Centered, Bully
Percent describes Gov. Christie “Very Well”



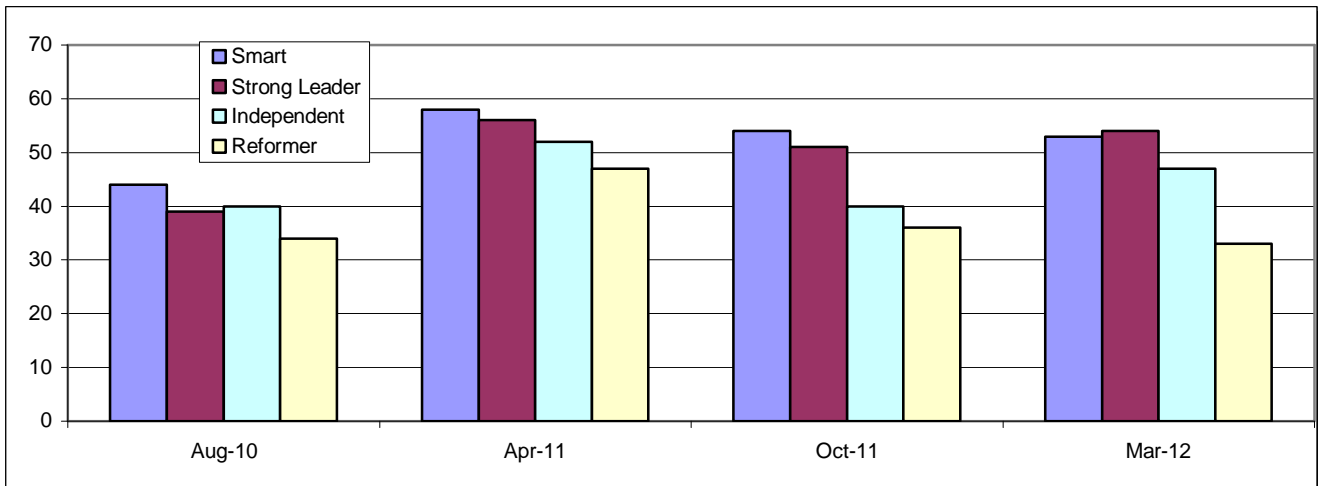
Trait words by Groups

Voter Gender

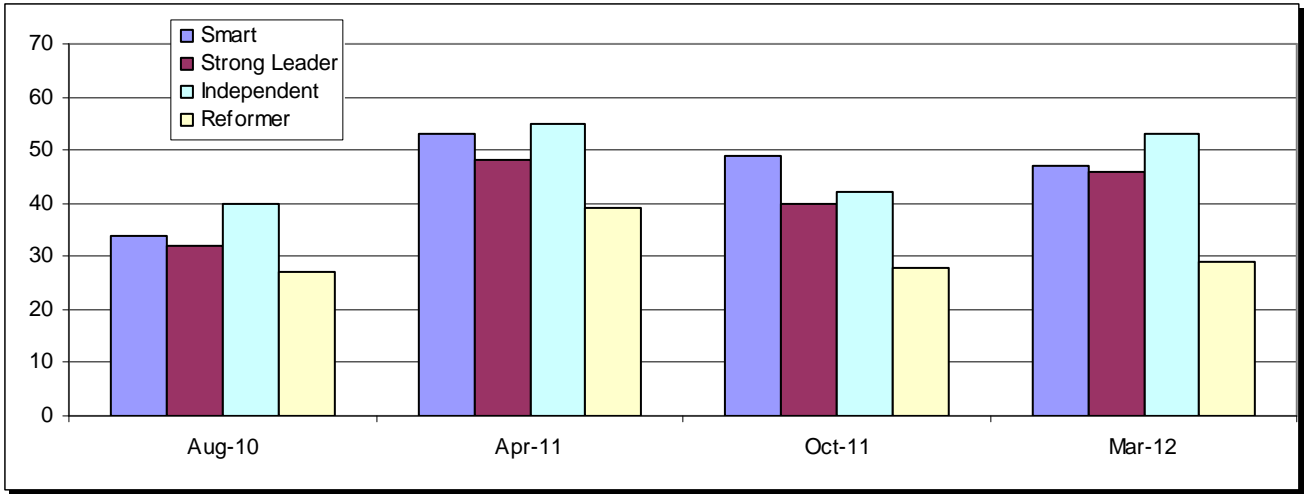
Male	Smart	Leader	Indep	Reform	Effect	Trust	Fair	Stubb	Arrog	Self	Bully	Impul
Very Well	53%	54%	47%	33%	40%	33%	30%	63%	55%	46%	39%	35%
Somewhat Well	37%	30%	32%	41%	37%	34%	40%	25%	28%	27%	29%	35%
Not at All Well	7%	14%	15%	19%	17%	26%	29%	7%	12%	19%	26%	19%
Don't Know	3%	2%	6%	7%	5%	7%	1%	5%	4%	8%	6%	11%
Unwght N=	230	231	230	229	228	230	228	229	230	229	230	229

Female	Smart	Leader	Indep	Reform	Effect	Trust	Fair	Stubb	Arrog	Self	Bully	Impul
Very Well	47%	46%	53%	29%	32%	30%	23%	62%	56%	42%	42%	39%
Somewhat Well	32%	28%	26%	31%	42%	32%	39%	22%	26%	27%	24%	28%
Not at All Well	17%	25%	14%	31%	21%	32%	36%	10%	14%	24%	29%	24%
Don't Know	4%	2%	7%	8%	4%	7%	3%	5%	4%	6%	5%	8%
Unwght N=	287	286	286	285	287	285	287	287	287	286	285	286

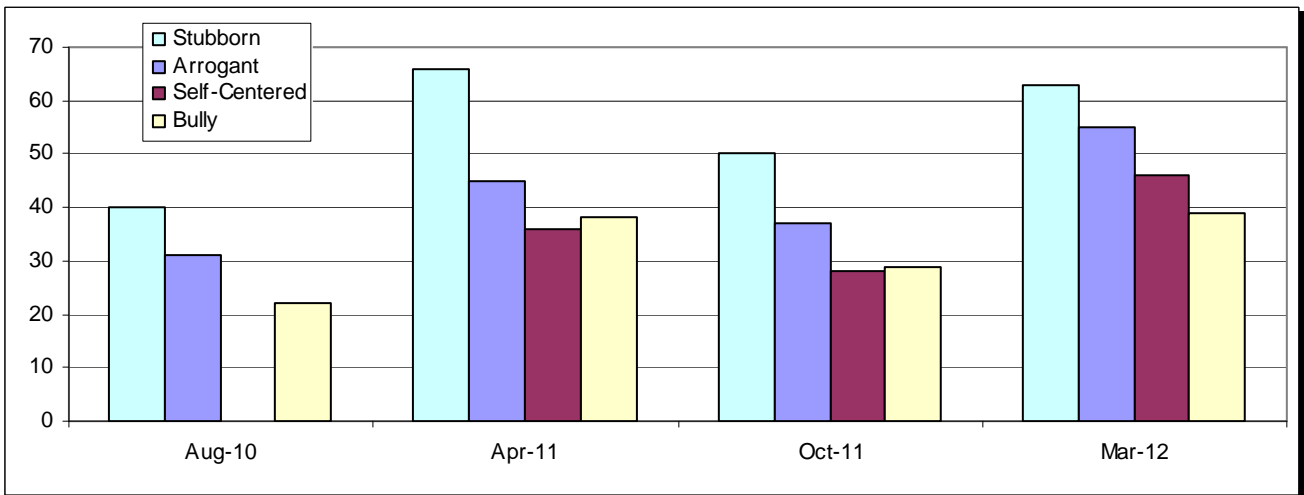
Male Registered Voters – Positive Traits; Percent Trait describes Christie “Very Well”



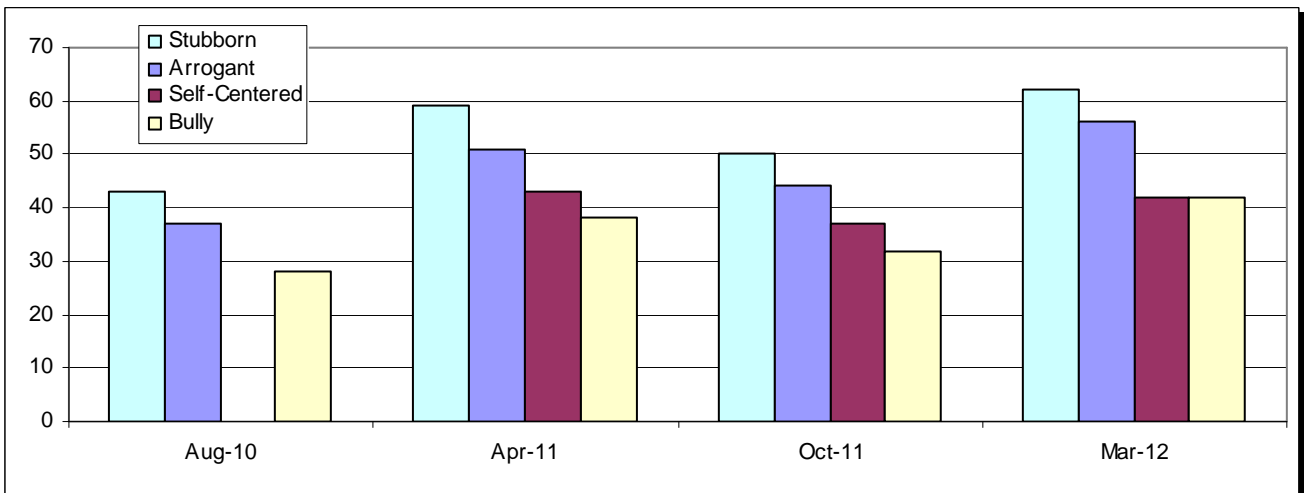
Female Registered Voters – Positive Traits; Percent Trait describes Christie “Very Well”



Male Registered Voters – Negative Traits; Percent Trait describes Christie “Very Well”



Female Registered Voters – Negative Traits; Percent Trait describes Christie “Very Well”



Gov. Christie Evaluations March 2012
Rutgers-Eagleton Poll

Impression of Governor Christie

<u>Favorable</u>	Smart	Leader	Indep	Reform	Effect	Trust	Fair	Stubb	Arrog	Self	Bully	Impul
Very Well	74%	81%	64%	55%	66%	59%	53%	48%	26%	17%	14%	19%
Somewhat Well	26%	18%	26%	36%	30%	32%	42%	35%	44%	36%	35%	37%
Not at All Well	0%	1%	7%	5%	1%	3%	4%	13%	25%	38%	46%	34%
Don't Know	0%	0%	3%	5%	3%	6%	1%	5%	6%	8%	5%	11%
Unwght N=	253	253	252	253	253	252	252	253	253	252	251	253

<u>Unfavorable</u>	Smart	Leader	Indep	Reform	Effect	Trust	Fair	Stubb	Arrog	Self	Bully	Impul
Very Well	30%	23%	39%	10%	11%	4%	2%	81%	87%	76%	72%	60%
Somewhat Well	39%	35%	29%	33%	45%	32%	30%	12%	9%	16%	13%	24%
Not at All Well	27%	40%	23%	49%	42%	59%	67%	4%	3%	6%	11%	12%
Don't Know	4%	2%	9%	9%	3%	5%	1%	3%	1%	2%	4%	4%
Unwght N=	202	202	202	199	201	201	202	202	202	201	202	200

Party ID

<u>Democrat</u>	Smart	Leader	Indep	Reform	Effect	Trust	Fair	Stubb	Arrog	Self	Bully	Impul
Very Well	43%	36%	44%	18%	24%	18%	10%	76%	73%	58%	52%	46%
Somewhat Well	37%	36%	28%	37%	41%	31%	44%	13%	18%	26%	26%	27%
Not at All Well	16%	27%	21%	35%	29%	42%	45%	7%	5%	13%	19%	17%
Don't Know	4%	0%	7%	10%	5%	10%	1%	4%	4%	4%	3%	9%
Unwght N=	190	189	190	188	188	189	189	189	190	190	190	189

<u>Independent</u>	Smart	Leader	Indep	Reform	Effect	Trust	Fair	Stubb	Arrog	Self	Bully	Impul
Very Well	45%	48%	45%	32%	30%	27%	25%	57%	54%	42%	45%	35%
Somewhat Well	39%	31%	38%	36%	47%	40%	39%	28%	29%	27%	20%	35%
Not at All Well	13%	18%	13%	26%	19%	27%	35%	9%	14%	23%	27%	20%
Don't Know	3%	2%	4%	6%	4%	5%	2%	6%	3%	8%	8%	10%
Unwght N=	199	200	198	198	199	199	199	199	199	198	197	198

<u>Republican</u>	Smart	Leader	Indep	Reform	Effect	Trust	Fair	Stubb	Arrog	Self	Bully	Impul
Very Well	74%	79%	73%	58%	71%	66%	60%	49%	28%	23%	12%	24%
Somewhat Well	18%	12%	12%	32%	23%	22%	30%	35%	42%	30%	38%	33%
Not at All Well	4%	7%	8%	5%	3%	7%	7%	11%	25%	36%	45%	36%
Don't Know	4%	2%	7%	5%	3%	5%	3%	5%	5%	11%	4%	7%
Unwght N=	122	122	122	122	122	121	121	122	122	121	122	122

Public Employee Union Household

	Smart	Leader	Indep	Reform	Effect	Trust	Fair	Stubb	Arrog	Self	Bully	Impul
Very Well	42%	36%	54%	28%	25%	18%	14%	78%	78%	65%	63%	50%
Somewhat Well	40%	41%	26%	37%	43%	31%	41%	16%	13%	18%	19%	34%
Not at All Well	18%	24%	17%	33%	28%	48%	45%	3%	6%	12%	14%	11%
Don't Know	0%	0%	3%	3%	4%	3%	1%	3%	3%	4%	5%	5%
Unwght N=	100	100	100	100	100	99	100	100	100	100	100	99

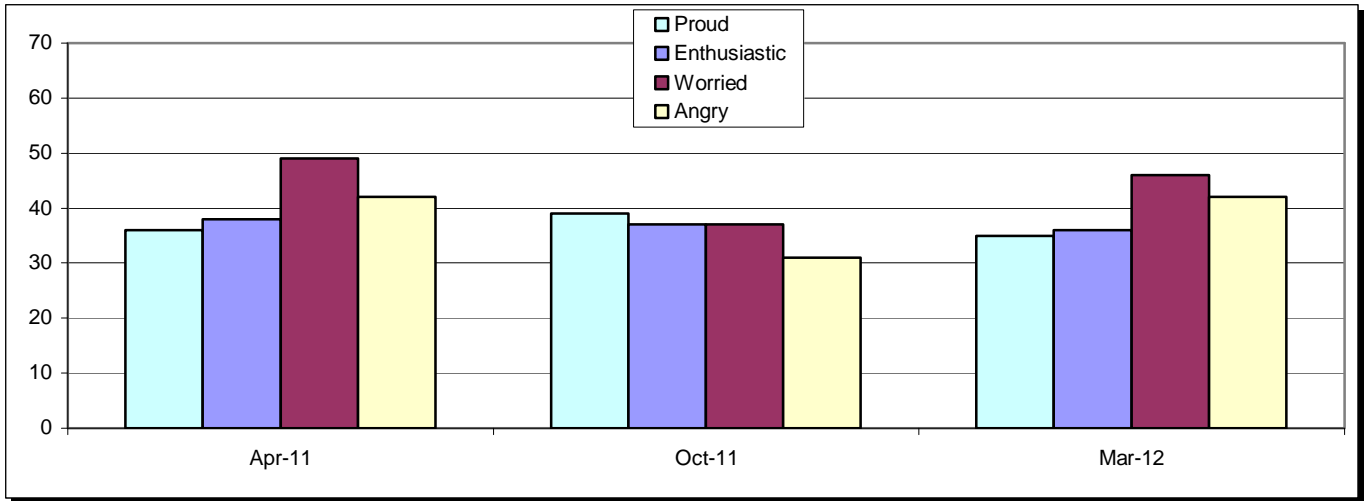
Q. How does reading or hearing about Governor Christie make you feel? Please tell me yes or no for each of the following: [ROTATE]

A. Proud B. Enthusiast C. Worried D. Angry

March 2012 Registered Voters

	Proud	Enthus	Worried	Angry
Yes	35%	36%	46%	42%
No	63%	61%	50%	56%
Don't Know	2%	4%	4%	3%
Unwght N=	515	515	517	513

Trend: Percentage YES, All Registered Voters



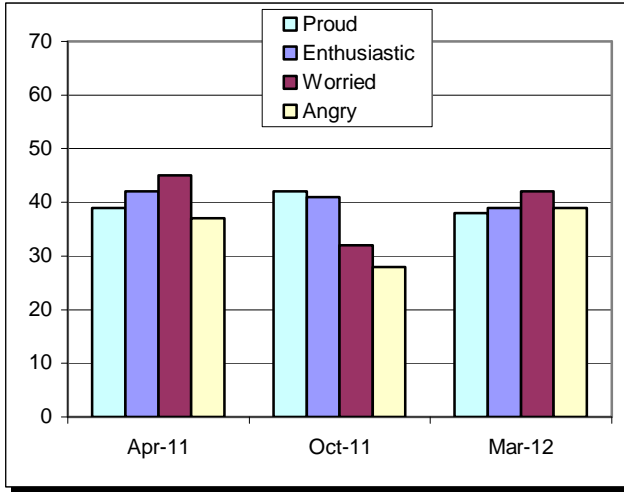
Emotion Words by Groups

Voter Gender

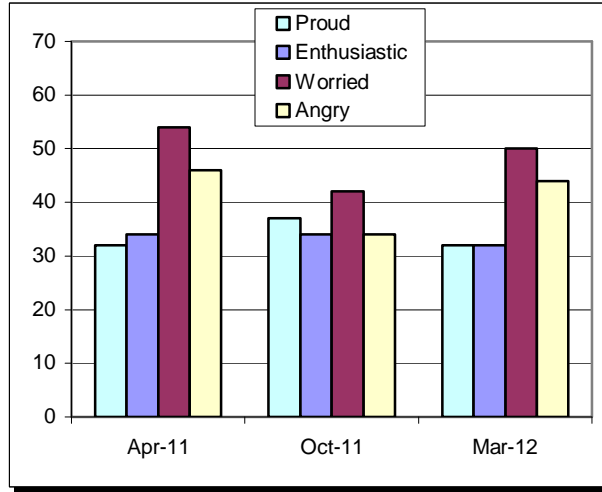
<u>Male</u>	Proud	Enthus	Worried	Angry
Yes	38%	39%	42%	39%
No	60%	57%	53%	59%
Don't Know	2%	4%	5%	3%
Unwght N=	229	230	231	227

<u>Female</u>	Proud	Enthus	Worried	Angry
Yes	32%	32%	50%	44%
No	66%	64%	47%	53%
Don't Know	3%	4%	3%	3%
Unwght N=	286	285	286	286

Trend: Percentage YES, Male RV



Trend: Percentage YES, Female RV



Impression of Gov. Christie

<u>Favorable</u>	Proud	Enthus	Worried	Angry
Yes	67%	66%	13%	11%
No	30%	29%	85%	86%
Don't Know	3%	5%	2%	3%
Unwght N=	252	252	253	252

<u>Unfavorable</u>	Proud	Enthus	Worried	Angry
Yes	6%	8%	81%	76%
No	94%	91%	15%	22%
Don't Know	0%	1%	4%	2%
Unwght N=	201	201	202	201

Party ID

<u>Democrat</u>	Proud	Enthus	Worried	Angry
Yes	17%	20%	61%	62%
No	82%	78%	35%	35%
Don't Know	1%	2%	4%	3%
Unwght N=	190	190	190	188

<u>Independent</u>	Proud	Enthus	Worried	Angry
Yes	31%	31%	47%	37%
No	66%	64%	50%	62%
Don't Know	3%	5%	3%	1%
Unwght N=	198	198	199	198

<u>Republican</u>	Proud	Enthus	Worried	Angry
Yes	77%	75%	18%	14%
No	20%	20%	78%	82%
Don't Know	3%	4%	4%	4%
Unwght N=	121	121	122	122

Public Employee Union Household

	Proud	Enthus	Worried	Angry
Yes	17%	22%	65%	62%
No	81%	76%	31%	37%
Don't Know	2%	2%	4%	1%
Unwght N=	100	99	100	98

Rutgers-Eagleton Poll March 21-27, 2012

The Rutgers-Eagleton Poll was conducted by telephone from March 21-27, 2012 with a scientifically selected random sample of 601 New Jersey adults, including a subsample of 518 registered voters. Data are weighted to represent known parameters in the New Jersey population, using gender, age, race, and Hispanic ethnicity matching to 2010 US Census Bureau data. All results are reported with these weighted data. This telephone poll included 493 landline respondents and 108 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 601 adults is +/-4.0 percentage points, at a 95 percent confidence interval. Thus if 50 percent of New Jersey voters favored a particular position, one would be 95 percent sure that the true figure would be between 46.0 and 54.0 percent (50 +/-4.0) had all New Jersey adults been interviewed, rather than just a sample. The sample of Registered Voters has a margin of error of +/- 4.3 percentage points. 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 in house by 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 focused on the study and teaching of politics and the political process.

Weighted Sample Characteristics 601 New Jersey Adults			
38% Democrat	51% Male	21% 18-29	56% White
42% Independent	49% Female	27% 30-49	13% Black
20% Republican		25% 50-64	18% Hispanic
		16% 65+	13% Asian/Other/Multi
Weighted Sample Characteristics 518 New Jersey Registered Voters			
39% Democrat	48% Male	16% 18-29	66% White
40% Independent	52% Female	36% 30-49	13% Black
21% Republican		28% 50-64	7% Hispanic
		20% 65+	14% Asian/Other/Multi