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OBAMA SLIPS, ROMNEY GAINS AMONG NEW JERSEYANS IN RUTGERS-EAGLETON PRESIDENTIAL ELECTION POLL

Republican candidate trails and still appears to be in a non-competitive race

NEW BRUNSWICK, N.J – Although he still is viewed favorably by 55 percent of New Jersey's voters, President Obama's favorability rating has dipped five percentage points since his high-water mark in February, according to a new Rutgers-Eagleton Poll. One-third of voters hold unfavorable views of the president and 12 percent have no opinion.

Conversely, Republican candidate Mitt Romney has gained four percentage points since a Rutgers-Eagleton Poll in March, yet only 32 percent of voters have a favorable impression of the former Massachusetts governor. Forty-six percent still have an unfavorable view and 23 percent have not yet made up their mind.

Obama handily beats Romney in a 2012 election matchup, 56 percent to 33 percent, the margin virtually unchanged the past several months. Romney's single area of strength comes from voters who see strong leadership as a president's most important trait, where he ties Obama. On all other characteristics, Obama leads. The incumbent also leads across the most important issues identified by New Jersey voters – the economy and jobs, health care and education. Romney leads among the far fewer voters who call the federal deficits their most important issue.

"This poll again confirms the conventional wisdom that New Jersey is simply not competitive in the presidential campaign," said Poll Director David Redlawsk, a professor of political science at Rutgers. "While Obama's numbers have slipped slightly, mirroring some national trends, Romney is not yet getting enough traction here to catch up."

Results are from a poll of 1,191 adults with a subsample of 1,065 registered voters conducted statewide among both landline and cell phone households from May 31-June 4. The registered voter subsample has a margin of error of +/- 2.9 percentage points.

Obama's grades vary among groups

After improving from last August to February, Obama's favorability rating began drifting downward in March, the trend driven by independents and the unemployed (each down eight

points since February). Republican support has declined five points to 12 percent. Democrats, at 89 percent favorable, have held strong showing no significant change.

After ticking up from February to March among less-educated voters, Obama's favorability with this group has dropped 10 points to 52 percent. Concurrently, among those in the lowest income bracket, the president's favorability is down five points to 62 percent. Fifty-one percent of high-income voters view him favorably. The incumbent's popularity had declined equally among men and women; 59 percent of women and 51 percent of men now have favorable impressions of Obama.

On presidential job performance, 47 percent of respondents award A or B (down 3 points since March), about a 2-to-1 margin over those who give Obama a C. Twenty-eight percent fail Obama with D or F.

While earning slightly higher grades from Democrats and liberals compared to March, independent voters are less pleased. Only 39 percent (a decline of five points) now award A or B. Voters who are not employed have also lowered Obama's job performance. While the same number (16 percent) give Obama an A, B's are down 13 points to 29 percent, with increases in those assigning C, D or F to his efforts.

"While the negative trends are not dramatic, there are some areas where Obama could stand to shore up his support," said Redlawsk. "In particular, the campaign cannot afford to have independents become more disillusioned"

Romney favorability up with Republicans and unemployed

Republicans (up 15 points) and to a lesser extent conservatives (three points) are happier with Romney than in March, now that he is the GOP standard-bearer. "While conservatives remain less positive than other Republicans, they are slowly becoming more favorable," Redlawsk noted.

Romney's favorability also is up among those with lower levels of education – now at 30 percent for those with at least a high school degree and 29 percent for those with some college – as well as with college graduates, up seven points to 37 percent. Romney is down, however, among the most educated voters. His favorability also has improved among both the youngest and oldest cohorts (to 30 percent for 18 to 29-year-olds and 43 percent favorable among the oldest voters).

The Republican candidate's favorability also has jumped among unemployed voters (13 points to 31 percent) and the lowest income voters (10 points to 27 percent). He gained six points among the wealthiest and dropped the same in each of the middle two income brackets.

The gender gap in favorability toward Romney has widened considerably, with men increasing 10 points to 39 percent favorable, while women stay virtually the same at 26 percent

Obama maintains lead but slips with independents, unemployed

Some groups have shifted toward Romney the last two months. Independent support for Obama has dropped five percentage points to 46 percent, with a corresponding increase to 33 percent who say they will vote for Romney. While still strong, Obama's lead among these swing voters has dropped from 22 points to 14 points.

Support for Obama by voters who are not employed has fallen 10 points to 55 percent, while Romney has experienced an eight-point gain to 29 percent. While still favoring Obama, 63 percent to 26 percent, more low-income voters are becoming supporting Romney than in March, Redlawsk said. Among the highest-income voters, Obama leads Romney, 50 percent to 41 percent.

Voters want a strong leader, economy and jobs are most important

Echoing the March Rutgers-Eagleton Poll, strong leadership remains a candidate's most important trait at 27 percent. Thirty-eight percent of Romney backers feel that way compared to 22 percent of Obama supporters. The president's supporters are more likely to say that a candidate's most important quality is that he "cares about people like me" followed closely by "strong leader."

Across character traits, Obama wins in every category except "strong leader," where he trails Romney by one percentage point. The president easily beats the challenger among voters who believe it is important for the candidate to "share my values," "care about people like me," have "high moral character," be "consistent in his beliefs" and "bring people together."

More than 60 percent of voters – regardless of candidate preference – say jobs and the economy is the most important issue, well ahead of health care (11 percent) and education (9 percent). Obama wins easily on the economy – 53 percent to 36 percent for Romney. He also wins three-quarters of the vote among those who say that health care or education is the most important issue. Romney wins a majority of voters who say the federal budget deficit is their top priority.

"While Romney is running heavily on the economic challenges we face, this issue does not seem to get him much traction in New Jersey, at least not to date," said Redlawsk. "This is most likely a consequence of not being a battleground. There is essentially no active campaigning here, though the candidates do come to New Jersey to raise money."

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Questions and Tables

The questions covered in the release of June 14, 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 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]

	President Barack Obama	Presidential Candidate Mitt Romney	Gov. Chris Christie	U.S. Sen Robert Menendez	NJ State Sen Joseph Kyrillos
Favorable	55%	32%	50%	33%	12%
Unfavorable	33%	46%	39%	20%	8%
No opn/DK	12%	23%	11%	47%	80%
Unwgt N=	1,064	1,062	1,064	1,063	1,062

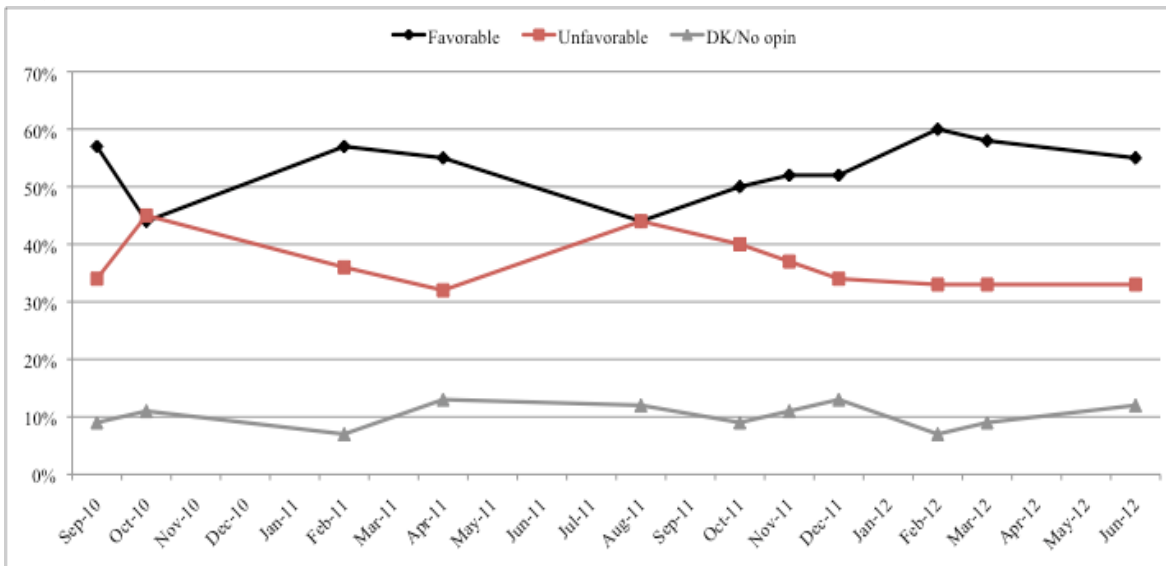
Barack Obama Trend

	Mar 12 RV	Feb 12 RV	Nov 11 RV	Oct 11 RV	Aug 11 RV	Apr 11 RV	Feb 11 RV	Dec 10 Adults	Oct 10 RV	Sep 10 RV
Favorable	58%	60%	52%	50%	44%	55%	57%	52%	44%	57%
Unfavorable	33%	33%	37%	40%	44%	32%	36%	34%	45%	34%
DK/No opin	9%	7%	11%	9%	12%	13%	7%	13%	11%	9%
Unwgt N=	515	912	753	804	609	769	810	904	548	909

Mitt Romney Trend

	Mar12 RV	Feb 12 RV
Favorable	28%	27%
Unfavorable	50%	48%
DK/No Opn	23%	24%
Unwgt N=	515	911

Registered Voters Barack Obama Trend Graph



**2012 Presidential Election - June
Rutgers-Eagleton Poll**

OBAMA

	Party ID			Ideology			Education			
	Dem	Ind	Rep	Lib	Mod	Cons	HS or Less	Some Coll	Coll Grad	Grad Work
Favorable	89%	47%	12%	86%	56%	23%	52%	59%	54%	56%
Unfavorable	4%	36%	76%	6%	29%	67%	35%	31%	36%	29%
DK/No Opn	7%	17%	12%	8%	15%	10%	13%	10%	10%	15%
Unwgt N=	370	445	239	212	564	265	270	272	276	234

	Employment				Race			Age			
	Full Time	Part Time	Retired	Not Empl	White	Black	Hisp	18-29	30-49	50-64	65+
Favorable	58%	56%	48%	51%	47%	91%	67%	60%	58%	54%	47%
Unfavorable	30%	31%	42%	35%	42%	6%	16%	22%	29%	37%	44%
DK/No Opn	12%	14%	11%	13%	12%	4%	17%	18%	13%	9%	10%
Unwgt N=	498	91	322	120	811	113	63	98	267	368	317

	Income				Gender		Union Household		
	<50K	50K- <100K	100K- <150K	150K+	Male	Female	Public	Private	No Union
Favorable	62%	57%	58%	51%	51%	59%	65%	60%	53%
Unfavorable	26%	32%	29%	38%	36%	30%	21%	24%	36%
DK/No Opn	12%	10%	13%	11%	13%	11%	15%	17%	11%
Unwgt N=	236	299	190	137	498	566	165	60	801

	Religion				Born Again
	Cath	Prot	Jewish	Other	
Favorable	48%	58%	66%	67%	58%
Unfavorable	38%	34%	25%	17%	33%
DK/No Opn	14%	8%	9%	15%	9%
Unwgt N=	447	346	73	135	169

ROMNEY

	Party ID			Ideology			Education			
	Dem	Ind	Rep	Lib	Mod	Cons	HS or Less	Some Coll	Coll Grad	Grad Work
Favorable	8%	32%	73%	9%	29%	60%	30%	29%	37%	30%
Unfavorable	74%	37%	10%	75%	44%	20%	45%	47%	41%	51%
DK/No Opn	18%	31%	17%	16%	27%	20%	25%	24%	23%	19%
Unwgt N=	370	443	239	212	563	264	269	271	275	235

	Employment				Race			Age			
	Full Time	Part Time	Retired	Not Empl	White	Black	Hisp	18-29	30-49	50-64	65+
Favorable	30%	29%	41%	31%	37%	9%	22%	30%	24%	35%	43%
Unfavorable	47%	47%	45%	42%	42%	67%	41%	41%	48%	48%	41%
DK/No Opn	23%	23%	14%	27%	20%	24%	37%	30%	28%	17%	16%
Unwgt N=	498	91	320	120	809	113	63	98	267	368	315

**2012 Presidential Election - June
Rutgers-Eagleton Poll**

	Income				Gender		Union Household		
	<50K	50K- <100K	100K- <150K	150K+	Male	Female	Public	Private	No Union
Favorable	27%	29%	25%	41%	39%	26%	25%	24%	34%
Unfavorable	43%	53%	50%	38%	42%	48%	54%	60%	43%
DK/No Opn	29%	18%	25%	21%	19%	26%	20%	16%	23%
Unwgt N=	235	298	189	137	496	566	164	59	801

	Religion				
	Cath	Prot	Jewish	Other	Born Again
Favorable	37%	29%	28%	25%	30%
Unfavorable	39%	46%	65%	57%	44%
DK/No Opn	24%	25%	6%	18%	27%
Unwgt N=	446	346	74	134	169

**Q. Please rate how Barack Obama is handling his job as President, using a grading scale from A to F, You can give him any full letter grade, A, B, C, D, or F.
[NOTE – THIS QUESTION WAS ROTATED WITH THE SAME QUESTION ABOUT GOV. CHRIS CHRISTIE]**

	6/12 RV	Trend						
		3/12 RV	2/12 RV	11/11 RV	10/11 RV	8/11 RV	4/11 RV	2/11 RV
A	14%	12%	16%	9%	10%	8%	14%	11%
B	33%	38%	32%	28%	28%	25%	32%	32%
C	23%	22%	22%	31%	30%	30%	27%	30%
D	13%	14%	13%	15%	14%	18%	16%	14%
F	15%	14%	17%	17%	17%	19%	20%	12%
DK (vol)	1%	1%	1%	0%	0%	1%	1%	1%
Unwgt N=	1,063	517	912	753	801	612	390	416

	Party ID			Ideology			Education			
	Dem	Ind	Rep	Lib	Mod	Cons	HS or Less	Some Coll	Coll Grad	Grad Work
A	30%	6%	2%	23%	13%	7%	19%	15%	13%	11%
B	48%	33%	8%	52%	34%	13%	27%	36%	32%	36%
C	16%	29%	28%	17%	29%	16%	18%	21%	26%	29%
D	3%	16%	25%	4%	12%	22%	14%	11%	14%	13%
F	2%	16%	36%	3%	10%	40%	21%	16%	14%	10%
DK (vol)	2%	1%	1%	1%	1%	2%	1%	1%	2%	0%
Unwgt N=	370	444	239	212	564	265	270	272	276	234

**2012 Presidential Election - June
Rutgers-Eagleton Poll**

	Employment				Race			Age			
	Full Time	Part Time	Retired	Not Empl	White	Black	Hisp	18-29	30-49	50-64	65+
A	14%	11%	15%	16%	9%	46%	21%	17%	13%	14%	16%
B	37%	37%	21%	29%	27%	40%	48%	39%	38%	30%	21%
C	24%	27%	20%	25%	27%	6%	16%	23%	25%	25%	18%
D	12%	8%	16%	16%	16%	6%	5%	11%	12%	13%	17%
F	12%	15%	27%	12%	19%	1%	8%	8%	11%	18%	27%
DK (vol)	1%	1%	1%	1%	1%	1%	2%	2%	1%	0%	1%
Unwgt N=	499	91	322	119	811	113	63	97	267	368	317

	Income				Gender		Union Household		
	<50K	50K- <100K	100K- <150K	150K+	Male	Female	Public	Private	No Union
A	19%	16%	11%	10%	12%	16%	16%	15%	13%
B	35%	34%	40%	32%	32%	34%	42%	16%	32%
C	19%	23%	25%	26%	24%	23%	20%	44%	23%
D	11%	13%	11%	17%	15%	11%	10%	9%	14%
F	16%	14%	10%	14%	16%	15%	12%	16%	16%
DK (vol)	0%	0%	3%	0%	1%	1%	1%	0%	1%
Unwgt N=	236	298	190	137	497	566	165	60	801

	Religion				Obama Impression			
	Cath	Prot	Jewish	Other	Born Again	Favorable	Unfavorable	No opinion/ DK
A	13%	19%	7%	10%	17%	25%	1%	1%
B	28%	33%	47%	44%	31%	54%	3%	17%
C	27%	18%	18%	28%	21%	18%	21%	52%
D	14%	13%	12%	9%	16%	1%	32%	15%
F	17%	16%	16%	6%	13%	0%	43%	8%
DK (vol)	1%	1%	0%	2%	1%	1%	0%	7%
Unwgt N=	447	346	74	134	169	555	394	113

Q. If the election for president were held today, and the candidates were [ROTATE ORDER: Democrat Barack Obama and Republican Mitt Romney], who would you vote for?

		Trend	
		3/12	2/12
		RV	RV
Obama	56%	58%	56%
Romney	33%	31%	31%
Other (vol)	3%	1%	2%
Not Vote (vol)	2%	2%	1%
DK (vol)	7%	9%	9%
Unwght N=	1,054	507	908

**2012 Presidential Election - June
Rutgers-Eagleton Poll**

	Party ID			Ideology			Education			
	Dem	Ind	Rep	Lib	Mod	Cons	HS or less	Some Coll	Coll Grad	Grad Work
Obama	92%	46%	11%	92%	56%	20%	54%	56%	54%	59%
Romney	4%	33%	81%	5%	29%	66%	32%	31%	36%	30%
Other (vol)	0%	7%	3%	2%	4%	4%	5%	5%	2%	2%
Not Vote (vol)	0%	3%	1%	0%	2%	3%	1%	2%	2%	2%
DK (vol)	3%	11%	4%	1%	9%	7%	8%	7%	6%	7%
Unwght N=	368	442	239	212	558	264	266	271	274	234

	Employment				Race			Age			
	FT	PT	Retired	Not Empl	White	Black	Hisp	18-29	30-49	50-64	65+
Obama	59%	50%	47%	55%	46%	91%	71%	61%	60%	54%	45%
Romney	30%	29%	45%	29%	41%	5%	16%	25%	27%	36%	46%
Other (vol)	2%	8%	2%	8%	4%	1%	4%	6%	4%	2%	2%
Not Vote (vol)	2%	4%	1%	3%	2%	0%	0%	1%	2%	2%	1%
DK (vol)	7%	10%	5%	6%	7%	3%	10%	8%	8%	6%	6%
Unwght N=	495	91	320	117	807	110	63	97	263	366	315

	Income				Gender		Union Household		
	<50K	50K- <100K	100K- <150K	150K+	Male	Female	Public	Private	No Union
Obama	63%	61%	58%	50%	53%	58%	67%	60%	53%
Romney	26%	30%	29%	41%	36%	30%	21%	30%	35%
Other (vol)	3%	3%	4%	2%	3%	4%	5%	3%	3%
Not Vote (vol)	1%	1%	4%	3%	2%	2%	1%	4%	2%
DK (vol)	7%	5%	6%	4%	7%	7%	6%	4%	7%
Unwght N=	232	296	190	137	496	558	163	60	795

	Religion				
	Cath	Prot	Jewish	Other	Born Again
Obama	49%	58%	65%	68%	55%
Romney	39%	33%	24%	19%	34%
Other (vol)	3%	3%	3%	3%	2%
Not Vote (vol)	2%	1%	1%	3%	0%
DK (vol)	7%	5%	6%	8%	8%
Unwght N=	444	341	74	134	168

	Obama Impression			Romney Impression		
	Fav	Unfav	No Opn/ DK	Fav	Unfav	No opn/ DK
Obama	91%	4%	36%	12%	88%	53%
Romney	3%	83%	31%	82%	4%	19%
Other (vol)	1%	5%	11%	1%	4%	6%
Not Vote (vol)	0%	4%	2%	0%	2%	4%
DK (vol)	5%	4%	20%	5%	2%	18%
Unwght N=	550	392	111	375	461	215

**2012 Presidential Election - June
Rutgers-Eagleton Poll**

	Candidate Quality That Matters Most					
	Strong leader	Shares my values	Cares about people like me	High moral character	Consistent in his beliefs	Can bring people together
Obama	45%	52%	79%	52%	56%	68%
Romney	46%	36%	15%	30%	31%	22%
Other (vol)	1%	5%	1%	5%	4%	4%
Not Vote (vol)	1%	2%	0%	3%	3%	0%
DK (vol)	7%	4%	4%	10%	6%	6%
Unwght N=	272	210	185	136	116	84

	Issue That Matters Most					
	The economy and Jobs	Health care	Education	Federal budget deficit	Homeland secure/ terr	Immigration
Obama	53%	73%	78%	33%	46%	26%
Romney	36%	19%	12%	54%	28%	51%
Other (vol)	3%	2%	1%	6%	7%	23%
Not Vote (vol)	2%	2%	1%	1%	5%	0%
DK (vol)	7%	4%	7%	6%	14%	0%
Unwght N=	644	121	74	100	50	16

Q. Which ONE of the following candidate qualities matters MOST in making your decision of who to support for president? [READ; ROTATE OPTIONS]

		General Election Vote	
		Obama	Romney
Strong leader	27%	22%	38%
Shares my values	19%	18%	21%
Cares about people like me	17%	24%	8%
High moral character	14%	12%	12%
Consistent in his beliefs	13%	13%	12%
Can bring people together	8%	10%	5%
DK	3%	2%	3%
Unwght N=	1,051	537	384

Trend Feb 2012

		General Election Vote	
		Obama	Romney
Strong leader	28%	22%	43%
Shares my values	20%	21%	16%
Cares about people like me	19%	25%	10%
High moral character	11%	9%	10%
Can bring people together	10%	11%	8%
Consistent in his beliefs	10%	9%	11%
DK	3%	2%	3%
Unwght N=	909	483	308

**2012 Presidential Election - June
Rutgers-Eagleton Poll**

	Party ID				Ideology			Education			
	Dem	Ind	Rep	Lib	Mod	Cons	HS or less	Some Coll	Coll Grad	Grad Work	
Strong leader	26%	25%	33%	25%	25%	32%	26%	24%	32%	24%	
Shares my values	17%	19%	23%	21%	17%	22%	11%	21%	19%	25%	
Cares about ppl	24%	15%	9%	19%	19%	9%	25%	19%	10%	16%	
High moral character	10%	17%	15%	11%	13%	17%	15%	14%	14%	12%	
Consistent	13%	12%	13%	14%	12%	12%	14%	14%	14%	10%	
Bring ppl together	9%	8%	5%	7%	9%	5%	8%	4%	9%	11%	
DK	1%	5%	2%	2%	4%	3%	3%	5%	2%	2%	
Unwght N=	367	438	237	212	557	261	263	269	274	234	

	Employment				Race			Age			
	FT	PT	Retired	Not Empl	White	Black	Hisp	18- 29	30-49	50-64	65+
Strong leader	28%	22%	28%	25%	28%	24%	27%	28%	28%	24%	27%
Shares my values	21%	18%	20%	13%	23%	10%	9%	16%	17%	23%	19%
Cares about ppl	15%	16%	20%	17%	15%	27%	15%	17%	14%	19%	19%
High moral character	11%	23%	12%	19%	11%	20%	18%	21%	13%	11%	14%
Consistent	13%	12%	10%	17%	13%	13%	16%	12%	16%	12%	8%
Bring ppl together	10%	7%	6%	5%	7%	4%	14%	4%	9%	8%	8%
DK	3%	1%	4%	5%	3%	2%	3%	2%	3%	3%	4%
Unwght N=	494	91	316	118	801	113	62	95	266	366	310

	Income				Gender		Union Household		
	<50K	50K- <100K	100K- <150K	150K+	Male	Female	Public	Private	No Union
Strong leader	23%	28%	21%	38%	29%	25%	28%	36%	26%
Shares my values	12%	15%	26%	24%	20%	18%	21%	19%	19%
Cares about ppl	24%	20%	12%	11%	17%	17%	22%	24%	16%
High moral character	17%	9%	17%	11%	12%	15%	9%	3%	15%
Consistent	14%	13%	16%	8%	10%	15%	8%	10%	13%
Bring ppl together	6%	12%	5%	6%	10%	6%	8%	2%	8%
DK	3%	3%	2%	1%	3%	3%	4%	7%	2%
Unwght N=	232	297	188	136	491	560	165	59	792

	Religion				
	Cath	Prot	Jewish	Other	Born Again
Strong leader	30%	24%	28%	24%	24%
Shares my values	20%	15%	27%	21%	11%
Cares about ppl	14%	21%	19%	19%	22%
High moral character	11%	17%	7%	16%	23%
Consistent	13%	15%	7%	11%	11%
Bring ppl together	9%	6%	7%	9%	9%
DK	4%	2%	4%	1%	0%
Unwght N=	441	344	73	132	166

**2012 Presidential Election - June
Rutgers-Eagleton Poll**

	Obama Impression			Romney Impression		
	Fav	Unfav	No Opn/ DK	Fav	Unfav	No Opn/ DK
Strong leader	23%	35%	21%	39%	19%	26%
Shares my values	17%	20%	21%	20%	21%	13%
Cares about ppl	23%	8%	14%	8%	25%	12%
High moral character	12%	14%	20%	14%	11%	19%
Consistent	13%	14%	11%	13%	12%	14%
Bring ppl together	9%	6%	7%	4%	9%	11%
DK	2%	3%	6%	3%	3%	4%
Unwght N=	552	386	112	371	466	211

Q. Which ONE of the following issues matters MOST in making your decision of who to support for president? [READ; ROTATE OPTIONS]

		Gen Election Vote	
		Obama	Romney
The economy and jobs	61%	58%	67%
Health care	11%	15%	6%
Education	9%	13%	4%
Federal budget deficit	8%	5%	14%
Homeland security and terrorism	4%	4%	4%
Immigration	1%	1%	2%
Something else (vol)	3%	4%	2%
DK	1%	2%	1%
Unwght N=	1, 063	538	391

Trend March 2012

		Gen Election Vote	
		Obama	Romney
The economy and jobs	60%	61%	63%
Health care	12%	14%	7%
Education	9%	13%	4%
Federal budget deficit	8%	5%	14%
Homeland security and terrorism	6%	4%	8%
Immigration	2%	1%	2%
Something else (vol)	1%	1%	0%
DK	2%	1%	1%
Unwght N=	910	486	307

	Party ID				Ideology			Education		
	Dem	Ind	Rep	Lib	Mod	Cons	HS or less	Some Coll	Coll Grad	Grad Work
Econ. and jobs	62%	59%	64%	54%	63%	63%	59%	60%	64%	59%
Health care	16%	9%	9%	21%	9%	8%	15%	10%	10%	10%
Education	12%	9%	4%	11%	11%	3%	6%	12%	11%	8%
Fed. budget deficit	2%	11%	14%	4%	7%	16%	6%	9%	5%	15%
Home sec./terror	4%	5%	4%	3%	5%	4%	7%	4%	4%	3%
Immigration	1%	1%	3%	0%	1%	3%	4%	1%	0%	1%
Something else (vol)	2%	5%	1%	5%	3%	1%	1%	2%	5%	2%
DK	2%	1%	2%	2%	1%	2%	1%	2%	2%	1%
Unwght N=	370	444	239	211	564	265	270	272	275	234

**2012 Presidential Election - June
Rutgers-Eagleton Poll**

	Employment				Race			Age			
	FT	PT	Retired	Not Empl	White	Black	Hisp	18- 29	30-49	50-64	65+
Econ. and jobs	64%	63%	57%	62%	62%	56%	58%	52%	65%	63%	57%
Health care	8%	10%	18%	10%	10%	20%	12%	14%	8%	11%	17%
Education	9%	6%	4%	17%	7%	16%	15%	14%	12%	7%	3%
Fed. budget deficit	9%	8%	12%	4%	11%	1%	5%	5%	8%	9%	11%
Home sec./terror	4%	6%	4%	2%	4%	4%	4%	9%	3%	3%	6%
Immigration	1%	1%	1%	2%	2%	1%	2%	1%	1%	2%	2%
Something else (vol)	3%	6%	2%	3%	3%	1%	3%	2%	4%	2%	3%
DK	1%	0%	2%	2%	1%	0%	1%	2%	1%	2%	2%
Unwght N=	498	91	321	120	811	113	63	98	266	369	316

	Income				Gender		Union Household		
	<50K	50K- <100K	100K- <150K	150K+	Male	Female	Public	Private	No Union
Econ. and jobs	54%	59%	65%	66%	64%	58%	57%	74%	61%
Health care	15%	13%	9%	9%	10%	13%	11%	8%	11%
Education	13%	10%	8%	3%	6%	12%	14%	5%	9%
Fed. budget deficit	8%	6%	8%	14%	11%	6%	7%	1%	9%
Home sec./terror	3%	6%	3%	4%	5%	4%	7%	7%	4%
Immigration	4%	1%	0%	1%	2%	1%	1%	0%	2%
Something else (vol)	2%	4%	5%	2%	2%	4%	2%	6%	3%
DK	2%	1%	2%	0%	1%	2%	2%	0%	1%
Unwght N=	236	299	189	136	497	566	165	60	800

	Religion				
	Cath	Prot	Jewish	Other	Born Again
Econ. and jobs	64%	56%	72%	54%	61%
Health care	11%	12%	12%	13%	12%
Education	7%	13%	1%	12%	12%
Fed. budget deficit	8%	10%	6%	7%	7%
Home sec./terror	4%	3%	8%	6%	3%
Immigration	1%	2%	0%	0%	2%
Something else (vol)	2%	2%	2%	5%	2%
DK	2%	1%	0%	2%	1%
Unwght N=	446	346	74	135	169

	Obama Impression			Romney Impression		
	Fav	Unfav	No Opn/ DK	Fav	Unfav	No Opn/ DK
Econ. and jobs	59%	67%	54%	68%	60%	53%
Health care	14%	5%	15%	5%	14%	15%
Education	13%	2%	12%	4%	11%	13%
Fed. budget deficit	5%	14%	7%	14%	4%	8%
Homeland sec./terrorism	4%	5%	4%	4%	4%	6%
Immigration	0%	4%	0%	2%	1%	1%
Something else (vol)	3%	3%	4%	1%	4%	3%
DK	2%	1%	3%	1%	2%	1%
Unwght N=	556	394	112	377	466	217

Rutgers-Eagleton Poll May 31 – June 4, 2012

The Rutgers-Eagleton Poll was conducted by telephone from May 31 – June 4, 2012 with a scientifically selected random sample of 1191 New Jersey adults, including a subsample of 1065 registered voters reported here. 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 1040 landline respondents and 151 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 1065 registered voters is +/-2.9 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 47.1 and 52.9 percent (50 +/-2.9) had all New Jersey registered 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
1,065 New Jersey Registered Voters**

37% Democrat	47% Male	13% 18-29	72% White
41% Independent	53% Female	33% 30-49	13% Black
22% Republican		29% 50-64	8% Hispanic
		24% 65+	7% Asian/Other/Multi