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OBAMA HOLDS DOUBLE-DIGIT LEAD AMONG NEW JERSEY LIKELY VOTERS IN LATEST RUTGERS-EAGLETON POLL

NEW BRUNSWICK, N.J – As the Republican National Convention begins in Tampa, New Jersey voters give President Barack Obama a 14-point lead over former Mass. Gov. Mitt Romney, according to a new Rutgers-Eagleton Poll. Among likely voters polled just before the GOP convention, 51 percent say they would vote for Obama while 37 percent support Romney. Another 6 percent prefer someone else, and 5 percent are not sure.

Obama holds his lead despite the fact that a majority of likely voters (57 percent) thinks the country is on the wrong track; 36 percent say it is going in the right direction. The key for Obama is that voters are much more positive about him personally: 54 percent hold a favorable impression while 39 percent view him unfavorably. Voters dislike Romney – only 38 percent view him favorably, while 49 percent are unfavorable.

Easily the most important issue in the election is the economy and jobs, named by 62 percent of likely voters. The president leads Romney as the candidate who can best address this issue. The federal budget deficit is a distant second at 10 percent, followed by Social Security and Medicare at 8 percent. Voters see Obama as better able to handle the economy by 46 percent to 42 percent, but Romney has a strong edge on the budget, 68 percent to 12 percent. Obama is favored on Social Security and Medicare, 73 percent to 14 percent.

Voters' most important candidate quality is leadership (29 percent), followed by "shares my values" (18 percent) and "cares about people like me" (17 percent). Voters who care most about leadership say they will vote for Romney over Obama, 54 percent to 34 percent. But Obama wins on values, 49 percent to 39 percent and overwhelms Romney on caring, 82 to 13 percent.

"The president leads in New Jersey primarily because of his personal qualities," said David Redlawsk, director of the Rutgers-Eagleton Poll and professor of political science at Rutgers University. "Voters like him better and feel he shares their values and cares about them. While Romney keeps it closer on the hard issue of the economy, and wins easily on leadership, voters generally prefer to support someone they like over someone they don't."

Results are from a poll of 916 registered voters conducted statewide among both landline and cell phone households from Aug 23 - 25. Within this sample 710 respondents are identified as likely voters and are the subjects of this release. The likely voter sample has a margin of error of +/- 3.5 percentage points.

Head-to-head it's Obama by double digits

Obama's 14-point lead is built on support from women, who prefer the incumbent by a 58 percent to 32 percent margin. Men give Obama a very slight edge, 45 percent to 42 percent. Independents are also in Obama's camp, 44 percent to 36 percent. The president does better among Democrats, (93 percent support him) than Romney does among Republicans (83 percent support).

Catholics (by four percentage points) and white voters (eight percentage points) are among the few demographic groups to favor the Republican. Romney's support among whites is completely offset by nonwhite voters who overwhelmingly prefer Obama and comprise a quarter of the electorate. Romney also holds a very slight lead among likely voters making more than \$100,000. Regionally, voters in the shore and exurban counties of New Jersey are Romney supporters; he holds an 18-point lead in the former. Urban, suburban, and south Jersey voters are equally strong for Obama, however. Young voters remain with Obama as they were in 2008: 58 percent of those under 35 say they will vote for Obama, while 26 percent support Romney.

"As long as women here are overwhelming supporters of Obama, Romney has little chance of winning," said Redlawsk. "While he does OK among men, and very well among white men, this is not enough of a base in a state as diverse as this one."

The likeability factor

Likely voters are generally positive about Obama personally, while negative about Romney. Much of this is driven by independents, who like the president (49 percent favorable) more than they do Romney (36 percent favorable.) But Romney suffers within his own party in comparison to Obama; 94 percent of Democrats like Obama, while just 78 percent of Republicans have a favorable impression of Romney. Few Democrats (4 percent) dislike Obama, but 12 percent of Republicans are unfavorable toward their nominee, while another 10 percent are neutral.

A huge gender gap is evident in favorability ratings for both candidates. While 62 percent of women hold a favorable impression of Obama, only 47 percent of men agree. Forty-four percent of men feel favorably toward Romney, but only 32 percent of women agree. As a result, women are twice as positive about Obama as Romney. Men feel equally favorable toward both candidates.

"As Election Day approaches, Obama's margin in New Jersey will be readily traceable to how positive women feel about him, more than anything else," Redlawsk said.

Whites are far more favorable toward Romney (46 percent) than are black voters (11 percent

favorable). Romney also does much better among senior citizens than with voters under 35 (44 percent favorable to 34 percent). Even so, Obama fairs better among every age group, gaining a 50 percent favorable rating from seniors and a 62 percent favorable rating from those under 35.

Wealthier voters also are much more likely to feel positive about Romney compared to those with lower incomes, although he still trails Obama in favorability at all income levels.

U.S. on wrong track; Voters prefer Obama on the economy

By a 21-point margin, the state’s likely voters think America is on the wrong track. At the same time, they say Obama would do a better job fixing their strongest concern, the economy. Two-thirds of Democrats believe things are going in the right direction, but only 27 percent of independents and 10 percent of Republicans agree. Voters with household incomes under \$50,000 comprise the only group with a positive outlook, as 43 percent say the country is going in the right direction while 40 percent disagree. By a 2-to-1 margin, voters at all other income levels are convinced things are on the wrong track.

Nearly two-thirds (62 percent) of likely voters name the economy as their most important issue in the election. Among these, 46 percent say Obama is the right candidate to handle the issue, while 42 percent say Romney would do the better job. When it comes to the election, however, voters who care most about the economy give the president a 51 to 40 percent edge.

More voters (29 percent) say “strong leader” is the quality they want most in a presidential candidate; among these voters Romney is preferred 54 percent to 34 percent. But the next two qualities – “shares my values” (18 percent) and “cares about me” (17 percent) clearly play into Obama’s strengths, as voters who want those qualities strongly support Obama. These voters eliminate any advantage Romney has on leadership.

“The right direction-wrong track numbers, especially among independents, would normally point to a clear opportunity for a challenge to a sitting president,” said Redlawsk. “Yet Obama seems immune to these numbers here in New Jersey. Garden State voters may or may not be pinning the blame for the economy on him, but they still think the president will do a better job than Romney. That, coupled with his likeability and the fact that this remains a Democratic state, suggests New Jersey is squarely in his corner.”

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QUESTIONS AND TABLES BEGIN ON THE FOLLOWING PAGE

Questions and Tables

The questions covered in the release of August 29, 2012 are listed below. Column percentages may not add to 100% due to rounding. Respondents are New Jersey Likely 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
Favorable	54%	38%
Unfavorable	39%	49%
No opn/DK	7%	13%
Unwgt N=	710	707

OBAMA

	Party ID			Ideology			Education			
	Dem	Ind	Rep	Lib	Mod	Cons	HS or Less	Some Coll	Coll Grad	Grad Work
Favorable	94%	49%	9%	87%	54%	23%	60%	50%	48%	62%
Unfavorable	4%	42%	83%	7%	39%	69%	34%	41%	46%	32%
DK/No Opn	2%	9%	8%	5%	7%	8%	5%	9%	6%	6%
Unwgt N=	236	275	190	158	354	187	156	177	212	163

	Employment				Race		Age			
	Full Time	Part Time	Retired	Not Empl	White	Black	18-34	35-49	50-64	65+
Favorable	50%	60%	54%	62%	42%	97%	62%	57%	52%	50%
Unfavorable	43%	27%	39%	35%	50%	1%	31%	41%	40%	41%
DK/No Opn	6%	13%	7%	3%	8%	1%	7%	2%	8%	8%
Unwgt N=	306	72	226	101	558	79	65	121	277	236

	Income				Gender		Union Household		
	<50K	50K- <100K	100K- <150K	150K+	Male	Female	Public	Private	No Union
Favorable	65%	56%	47%	50%	47%	62%	62%	54%	52%
Unfavorable	27%	39%	46%	46%	47%	31%	32%	40%	41%
DK/No Opn	8%	5%	6%	4%	7%	7%	6%	6%	7%
Unwgt N=	149	204	111	105	370	340	107	51	535

	Religion				Born Again
	Cath	Prot	Jewish	Other	
Favorable	46%	55%	60%	71%	55%
Unfavorable	46%	39%	31%	23%	39%
DK/No Opn	8%	5%	10%	6%	6%
Unwgt N=	296	227	54	93	131

2012 NJ Presidential Vote Aug 2012
Rutgers-Eagleton Poll

ROMNEY

	Party ID			Ideology			Education			
	Dem	Ind	Rep	Lib	Mod	Cons	HS or Less	Some Coll	Coll Grad	Grad Work
Favorable	9%	36%	78%	9%	35%	72%	34%	40%	42%	9%
Unfavorable	79%	47%	12%	83%	48%	16%	51%	46%	42%	79%
DK/No Opn	11%	18%	10%	8%	17%	12%	16%	14%	16%	11%
Unwgt N=	235	273	190	158	351	187	156	177	210	235

	Employment				Race		Age			
	Full Time	Part Time	Retired	Not Empl	White	Black	18-34	35-49	50-64	65+
Favorable	39%	32%	41%	34%	46%	11%	34%	35%	37%	44%
Unfavorable	48%	55%	47%	49%	40%	79%	49%	52%	49%	45%
DK/No Opn	13%	13%	12%	17%	13%	11%	18%	13%	14%	11%
Unwgt N=	305	72	224	101	556	79	65	121	277	234

	Income				Gender		Union Household		
	<50K	50K- <100K	100K- <150K	150K+	Male	Female	Public	Private	No Union
Favorable	33%	34%	41%	44%	44%	32%	27%	33%	41%
Unfavorable	55%	52%	46%	48%	46%	51%	60%	59%	45%
DK/No Opn	13%	14%	12%	8%	10%	17%	13%	9%	14%
Unwgt N=	149	204	110	105	369	338	107	51	533

	Religion				
	Cath	Prot	Jewish	Other	Born Again
Favorable	45%	39%	32%	21%	38%
Unfavorable	39%	47%	59%	70%	47%
DK/No Opn	16%	14%	9%	9%	15%
Unwgt N=	296	226	53	93	130

Q. Thinking about the United States as a whole, would you say the country is currently going in the right direction or has it gone off on the wrong track?

	Likely Voters	General Election Vote	
		Obama	Romney
Going in the right direction	36%	62%	5%
On the wrong track	57%	29%	92%
DK (vol)	7%	9%	3%
Unwgt N=	710	346	282

	Party ID			Ideology			Education			
	Dem	Ind	Rep	Lib	Mod	Cons	HS or Less	Some Coll	Coll Grad	Grad Work
Right direction	67%	27%	10%	55%	36%	19%	43%	32%	33%	37%
Wrong track	27%	64%	85%	32%	58%	79%	52%	60%	60%	56%
DK (vol)	6%	9%	5%	13%	6%	2%	5%	8%	7%	7%
Unwgt N=	234	277	190	157	353	189	157	178	211	162

2012 NJ Presidential Vote Aug 2012
Rutgers-Eagleton Poll

	Employment				Race		Age			
	Full Time	Part Time	Retired	Not Empl	White	Black	18-34	35-49	50-64	65+
Right direction	34%	42%	34%	42%	27%	70%	57%	60%	52%	50%
Wrong track	59%	45%	60%	54%	67%	27%	34%	38%	40%	41%
DK (vol)	7%	13%	6%	4%	6%	4%	9%	2%	8%	8%
Unwgt N=	304	72	226	103	559	79	64	120	279	236

	Income				Gender		Union Household		
	<50K	50K- <100K	100K- <150K	150K+	Male	Female	Public	Private	No Union
Right direction	49%	33%	34%	30%	32%	40%	41%	35%	35%
Wrong track	40%	62%	61%	63%	62%	53%	54%	65%	58%
DK (vol)	11%	5%	5%	6%	6%	8%	5%	0%	8%
Unwgt N=	149	206	111	103	368	342	108	51	534

	Religion				
	Cath	Prot	Jewish	Other	Born Again
Right direction	31%	39%	42%	42%	49%
Wrong track	62%	57%	54%	48%	50%
DK (vol)	7%	5%	5%	10%	1%
Unwgt N=	296	228	54	92	131

	Obama Impression			Romney Impression		
	Fav	Unfav	No Opn/ DK	Fav	Unfav	No opn/ DK
Right direction	61%	5%	14%	10%	58%	28%
Wrong track	30%	93%	64%	87%	34%	59%
DK (vol)	8%	2%	21%	3%	8%	12%
Unwgt N=	361	296	51	283	329	93

	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
Right direction	28%	38%	51%	31%	34%	41%
Wrong track	67%	53%	42%	67%	57%	50%
DK (vol)	5%	9%	7%	3%	9%	9%
Unwght N=	215	132	111	78	68	74

	Most Important Issue		
	The economy and Jobs	Federal budget deficit	Social Security, Medicare
Right direction	34%	10%	61%
Wrong track	60%	88%	29%
DK (vol)	7%	3%	10%
Unwght N=	431	69	59

Q. Which of the following issues is the MOST important issue facing America today? [READ; ROTATE OPTIONS]

		Gen. Election Vote	
		Obama	Romney
The economy and jobs	62%	61%	67%
Federal budget deficit	10%	4%	16%
Social Security and Medicare	8%	12%	4%
Education	6%	7%	2%
Health care	5%	6%	2%
Homeland security and terrorism	3%	2%	4%
Immigration	2%	1%	2%
Medicaid and welfare reform	1%	2%	1%
Something else (vol)	2%	2%	2%
DK	2%	3%	1%
Unwght N=	709	346	282

	Party ID				Ideology			Education			
	Dem	Ind	Rep	Lib	Mod	Cons	HS or less	Some Coll	Coll Grad	Grad Work	
The economy, jobs	56%	64%	66%	60%	62%	64%	56%	58%	64%	56%	
The federal budget deficit	5%	10%	14%	2%	11%	14%	10%	11%	9%	5%	
Social Security, Medicare	14%	5%	5%	11%	9%	5%	12%	11%	6%	14%	
Education	8%	6%	1%	9%	6%	2%	4%	4%	9%	8%	
Health care	7%	3%	3%	7%	4%	4%	4%	7%	4%	7%	
Home sec./terror	3%	2%	4%	3%	2%	4%	4%	2%	4%	3%	
Immigration	2%	3%	2%	1%	3%	1%	2%	3%	2%	2%	
Medicaid, welfare reform	2%	1%	1%	2%	1%	2%	3%	0%	1%	2%	
Something else (vol)	2%	2%	1%	2%	1%	2%	2%	2%	1%	2%	
DK (vol)	2%	4%	1%	3%	2%	2%	3%	4%	1%	2%	
Unwght N=	236	275	190	156	353	189	157	177	211	236	

	Employment				Race		Age			
	FT	PT	Retired	Not Empl	White	Black	18-34	35-49	50-64	65+
The economy, jobs	63%	51%	55%	76%	62%	56%	62%	67%	64%	54%
The federal budget deficit	12%	6%	10%	5%	12%	0%	11%	8%	10%	10%
Social Security, Medicare	4%	13%	13%	10%	6%	21%	7%	4%	7%	13%
Education	6%	9%	5%	4%	5%	7%	10%	7%	4%	4%
Health care	5%	8%	4%	1%	4%	4%	0%	7%	4%	5%
Home sec./terror	4%	5%	2%	0%	3%	3%	2%	3%	2%	4%
Immigration	2%	1%	4%	1%	3%	2%	3%	2%	2%	3%
Medicaid, welfare reform	1%	0%	2%	2%	1%	4%	2%	0%	1%	2%
Something else (vol)	2%	2%	2%	1%	2%	1%	1%	0%	3%	2%
DK (vol)	2%	5%	4%	1%	2%	3%	1%	1%	3%	3%
Unwght N=	304	72	226	103	558	79	65	121	277	236

2012 NJ Presidential Vote Aug 2012
Rutgers-Eagleton Poll

	Income				Gender		Union Household		
	<50K	50K- <100K	100K- <150K	150K+	Male	Female	Public	Private	No Union
The economy, jobs	51%	65%	63%	68%	63%	61%	61%	68%	61%
The federal budget deficit	5%	7%	15%	12%	14%	6%	14%	6%	9%
Social Security, Medicare	20%	6%	6%	0%	6%	11%	6%	6%	8%
Education	4%	7%	5%	6%	5%	7%	5%	2%	6%
Health care	7%	5%	3%	4%	4%	5%	4%	6%	5%
Home sec./terror	3%	1%	6%	4%	3%	3%	2%	3%	3%
Immigration	3%	2%	2%	2%	3%	2%	3%	2%	2%
Medicaid, welfare reform	3%	1%	0%	1%	%	2%	1%	0%	1%
Something else (vol)	2%	2%	1%	2%	2%	1%	1%	2%	2%
DK (vol)	2%	4%	1%	2%	2%	3%	3%	4%	2%
Unwgt N=	149	206	111	105	368	341	108	51	533

	Religion				
	Cath	Prot	Jewish	Other	Born Again
The economy, jobs	65%	61%	59%	56%	55%
The federal budget deficit	11%	8%	11%	8%	8%
Social Security, Medicare	6%	12%	10%	4%	11%
Education	3%	6%	5%	13%	6%
Health care	4%	3%	2%	9%	5%
Home sec./terror	4%	1%	5%	4%	3%
Immigration	2%	2%	5%	2%	2%
Medicaid, welfare reform	%	3%	0%	0%	3%
Something else (vol)	1%	2%	2%	4%	3%
DK (vol)	3%	2%	2%	1%	4%
Unwgt N=	297	228	53	92	131

	Obama Impression			Romney Impression		
	Fav	Unfav	No Opn/ DK	Fav	Unfav	No Opn/ DK
The economy, jobs	59%	67%	54%	66%	60%	57%
The federal budget deficit	4%	16%	18%	14%	7%	8%
Social Security, Medicare	11%	4%	7%	4%	11%	9%
Education	8%	2%	8%	3%	5%	13%
Health care	7%	2%	2%	4%	5%	5%
Home sec./terror	2%	4%	0%	3%	3%	1%
Immigration	2%	2%	4%	3%	2%	2%
Medicaid, welfare reform	2%	1%	0%	1%	2%	0%
Something else (vol)	2%	2%	0%	1%	2%	3%
DK (vol)	3%	1%	8%	1%	3%	3%
Unwght N=	361	295	51	283	328	93

Q. And which presidential candidate, [ROTATE: Barack Obama or Mitt Romney,] would do a better job on [Insert response to “most important issue”]?

	Most Important Issue		
	The economy including jobs	The federal budget deficit	Social Security and Medicare
Obama	46%	12%	73%
Romney	42%	68%	14%
Neither (vol)	6%	9%	6%
Both (vol)	0%	5%	0%
DK (vol)	5%	7%	7%
Unwght N=	433	69	59

Q. Thinking about the presidential election, 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	29%	19%	42%
Shares my values	19%	18%	19%
Cares about people like me	17%	27%	6%
High moral character	11%	8%	15%
Consistent in his beliefs	11%	11%	9%
Can bring people together	10%	13%	5%
DK (vol)	4%	4%	2%
Unwght N=	709	348	280

	Party ID				Ideology			Education			
	Dem	Ind	Rep	Lib	Mod	Cons	HS or less	Some Coll	Coll Grad	Grad Work	
Strong Leader	21%	29%	40%	20%	30%	37%	28%	28%	29%	33%	
Shares my values	18%	17%	20%	28%	13%	21%	13%	22%	22%	15%	
Cares about ppl like me	26%	16%	6%	22%	20%	8%	17%	18%	18%	14%	
High moral character	7%	10%	17%	5%	11%	16%	13%	10%	11%	10%	
Consistent in his beliefs	11%	11%	9%	11%	12%	8%	10%	9%	11%	13%	
Can bring ppl together	13%	12%	5%	11%	12%	8%	12%	12%	7%	11%	
DK (vol)	4%	4%	3%	4%	4%	2%	7%	1%	3%	3%	
Unwght N=	236	275	189	157	353	188	157	177	211	162	

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	Employment				Race		Age			
	FT	PT	Retired	Not Empl	White	Black	18-34	35-49	50-64	65+
Strong Leader	29%	42%	29%	23%	31%	24%	28%	29%	29%	31%
Shares my values	21%	14%	17%	15%	20%	14%	15%	17%	22%	16%
Cares about ppl like me	15%	21%	13%	25%	14%	21%	24%	19%	17%	13%
High moral character	11%	2%	14%	11%	11%	10%	14%	11%	8%	13%
Consistent in his beliefs	11%	8%	9%	14%	10%	12%	6%	14%	12%	8%
Can bring ppl together	9%	11%	13%	9%	9%	16%	8%	9%	10%	13%
DK (vol)	4%	2%	5%	2%	4%	3%	6%	1%	2%	6%
Unwght N=	304	72	225	103	557	79	64	120	278	236

	Income				Gender		Union Household		
	<50K	50K- <100K	100K- <150K	150K+	Male	Female	Public	Private	No Union
Strong Leader	22%	24%	34%	42%	33%	26%	30%	25%	30%
Shares my values	18%	20%	15%	17%	17%	20%	21%	26%	17%
Cares about ppl like me	21%	20%	17%	11%	17%	17%	14%	22%	16%
High moral character	13%	8%	14%	7%	10%	12%	6%	12%	12%
Consistent in his beliefs	10%	12%	11%	10%	9%	12%	15%	8%	10%
Can bring ppl together	11%	12%	9%	8%	11%	10%	12%	7%	11%
DK (vol)	5%	4%	2%	5%	4%	4%	2%	0%	4%
Unwght N=	149	205	110	105	368	341	107	51	534

	Religion				
	Cath	Prot	Jewish	Other	Born Again
Strong Leader	39%	22%	29%	19%	28%
Shares my values	15%	19%	21%	22%	18%
Cares about ppl like me	14%	18%	14%	26%	16%
High moral character	11%	14%	4%	9%	14%
Consistent in his beliefs	7%	14%	18%	9%	10%
Can bring ppl together	10%	10%	11%	11%	12%
DK (vol)	4%	3%	2%	3%	2%
Unwght N=	295	228	54	92	131

	Obama Impression			Romney Impression		
	Fav	Unfav	No Opn/DK	Fav	Unfav	No Opn/DK
Strong Leader	22%	39%	31%	41%	20%	30%
Shares my values	18%	21%	9%	21%	18%	12%
Cares about ppl like me	25%	5%	20%	6%	24%	22%
High moral character	7%	15%	11%	16%	8%	7%
Consistent in his beliefs	11%	11%	8%	7%	13%	12%
Can bring ppl together	13%	5%	18%	7%	12%	16%
DK (vol)	4%	3%	3%	3%	5%	2%
Unwght N=	362	294	51	281	330	93

Q. And, if the election for president were today, would you vote for [ROTATE ORDER: Democrat Barack Obama, Republican Mitt Romney], someone else, or would you not vote?

Likely Voters	
Obama	51%
Romney	37%
Other (vol)	6%
DK (vol)	5%
Unwght N=	706

	Party ID			Ideology			Education			
	Dem	Ind	Rep	Lib	Mod	Cons	HS or less	Some Coll	Coll Grad	Grad Work
Obama	93%	44%	8%	85%	52%	21%	57%	48%	44%	60%
Romney	3%	36%	83%	7%	35%	70%	32%	41%	42%	32%
Other (vol)	2%	10%	6%	4%	7%	6%	8%	6%	6%	3%
DK (vol)	3%	9%	4%	4%	7%	4%	3%	5%	8%	5%
Unwght N=	236	273	190	158	348	189	157	176	210	161

	Employment				Race		Age			
	FT	PT	Retired	Not Empl	White	Black	18-29	30-49	50-64	65+
Obama	47%	55%	51%	62%	40%	96%	58%	53%	50%	49%
Romney	40%	31%	40%	29%	48%	3%	26%	36%	38%	42%
Other (vol)	8%	8%	3%	5%	6%	0%	9%	8%	6%	3%
DK (vol)	6%	6%	6%	4%	6%	2%	7%	4%	5%	6%
Unwght N=	304	70	225	102	556	78	65	121	276	235

	Income				Gender		Union Household		
	<50K	50K-100K	100K-150K	150K+	Male	Female	Public	Private	No Union
Obama	64%	54%	42%	47%	45%	58%	55%	58%	50%
Romney	28%	32%	45%	48%	42%	32%	30%	35%	39%
Other (vol)	6%	10%	7%	1%	8%	4%	7%	7%	6%
DK (vol)	2%	4%	6%	3%	5%	6%	8%	0%	5%
Unwght N=	148	206	110	105	368	338	108	51	531

	Religion				
	Cath	Prot	Jewish	Other	Born Again
Obama	41%	54%	59%	68%	51%
Romney	45%	38%	35%	17%	39%
Other (vol)	7%	4%	0%	11%	6%
DK (vol)	7%	3%	6%	4%	4%
Unwght N=	296	226	54	93	129

2012 NJ Presidential Vote Aug 2012
Rutgers-Eagleton Poll

	Obama Impression			Romney Impression		
	Fav	Unfav	No opn/ DK	Fav	Unfav	No opn/ DK
Obama	92%	2%	15%	8%	87%	43%
Romney	2%	86%	35%	86%	2%	25%
Other (vol)	2%	10%	17%	1%	9%	8%
DK (vol)	4%	2%	32%	4%	2%	24%
Unwght N=	363	293	48	282	330	90

	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	34%	49%	82%	39%	56%	63%
Romney	54%	39%	13%	53%	33%	19%
Other (vol)	5%	8%	4%	4%	9%	4%
DK (vol)	7%	4%	1%	4%	2%	14%
Unwght N=	215	130	112	78	66	74

	Most Important Issue			US Right Direction/Wrong Track		
	The economy and Jobs	Federal budget deficit	Social Security, Medicare	Right direction	Wrong track	DK (VOL)
Obama	51%	19%	73%	89%	26%	67%
Romney	40%	61%	16%	5%	60%	15%
Other (vol)	5%	14%	2%	2%	9%	7%
DK (vol)	4%	6%	9%	4%	5%	12%
Unwght N=	431	69	59	241	417	46

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 710 respondents were identified as likely voters by scoring responses to questions about interest in politics, in the presidential election, plans to vote, and vote history. Approximately 78 percent of registered voters were identified as likely voters by this measure. In 2008, 73 percent of registered New Jersey voters actually voted.

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 710 likely voters is +/-3.5 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 46.5 and 53.5 percent (50 +/-3.5) 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.

2012 NJ Presidential Vote Aug 2012
Rutgers-Eagleton Poll

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			
710 New Jersey Likely Voters			
35% Democrat	50% Male	14% 18-34	73% White
38% Independent	50% Female	22% 35-49	15% Black
27% Republican		36% 50-64	7% Hispanic
		28% 65+	4% Asian/Other/Multi