

**WEDNESDAY, OCTOBER 3, 2012**

**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](mailto:redlawsk@rutgers.edu). Visit <http://eagletonpollblog.wordpress.com> for additional commentary. Follow the Rutgers-Eagleton Poll on Facebook at <https://www.facebook.com/RutgersEagletonPoll> and Twitter @EagletonPoll.

## **OBAMA WIDENS NEW JERSEY LEAD OVER ROMNEY IN LATEST RUTGERS-EAGLETON POLL**

NEW BRUNSWICK, N.J. – On the eve of today's first presidential debate, likely New Jersey voters give President Obama a 17-point lead over former Mass. Gov. Mitt Romney – a three-point increase since August. According to a new Rutgers-Eagleton Poll, 56 percent of New Jersey voters say they prefer Obama while 39 percent support Romney. Another 2 percent would like to see someone else, and only 4 percent are undecided.

Reflecting a national trend since the Democratic convention, voters have become slightly more positive about Obama over the past month: 56 percent now hold a favorable impression, up two points since August, while 39 percent view him unfavorably, unchanged over the past month. During the same time, voters have become increasingly negative about Romney. While 38 percent continue to view him favorably, 54 percent are now unfavorable, up five points from August.

The "economy and jobs" remains the most important election issue by far, named by 56 percent of voters. The president continues to be seen as better able to manage the economy with a 52 percent to 43 percent edge over the challenger. Many fewer voters (10 percent) pick the federal budget deficit as most important, followed by education at 9 percent and "Social Security and Medicare" at 6 percent. Romney holds nearly a 3 to 1 edge (66 percent to 23 percent) among voters who name the budget as the most important issue.

"This poll reflects recent national trends," said David Redlawsk, director of the Rutgers-Eagleton Poll and professor of political science at Rutgers University. "Romney's missteps on Libya and his '47 percent' comments may have had effects, though he was already well behind here. We've also seen a pickup in voters who say they are Democrats, which is reflected in the poll's partisan makeup. More people calling themselves Democrats means higher Obama numbers."

Results are from a poll of 790 registered voters conducted statewide among both landline and cell phone households from September 27-30. Within this sample, 645 respondents are identified as likely voters and are the subjects of this release. The likely voter sample has a margin of error of +/- 3.8 percentage points.

## **Obama increases large lead**

President Obama's increased lead is due to several factors. Voters have become more likely to self-identify as Democrats, 95 percent of whom now support Obama. Romney, too, has solidified support among his party, as 94 percent of Republicans are now in his camp, up 11 points since August. Undecided voters and those wishing for another choice have dropped by half, as only 6 percent of likely voters cannot choose between the challenger and incumbent, with the president gaining a larger share of formerly undecided voters.

Most importantly, men have become more supportive of Obama. He now leads among men, 53 percent to 42 percent, compared to a 45 percent to 42 percent lead a month ago. Women remain stronger supporters, with 58 percent for Obama, and 36 percent for Romney, but the previously wide gender gap has closed considerably in recent weeks.

More independents are supporting Obama than when last polled. Romney also gained among this group as fewer independents remain undecided. Obama now leads among independents, 47 percent to 39 percent, compared to 44 percent to 36 percent last month.

"The president's improving numbers among men, combined with the fact that more younger voters, women and minority voters are entering the likely voter pool than last month, accounts for much of his gain in New Jersey," said Redlawsk. "If groups that traditionally support the president are increasingly likely to vote, then his position in New Jersey is probably not at risk."

White voters favor Romney by a mere 1 point, 47 percent to 46 percent. Nonwhite voters overwhelmingly prefer Obama and comprise nearly 30 percent of likely voters. The Republican holds a seven-point lead among Catholics and a five-point edge among likely voters 65 or older. In contrast, more than half of voters in all other age groups support Obama, with those ages 18 to 34 and 50 to 64 most likely to vote for him, at 63 percent and 62 percent respectively.

Regionally, voters in the shore and exurban counties of New Jersey are stronger Romney supporters, by 11 points 25 points, respectively. Urban, suburban and south Jersey voters are all strong for Obama, with urban voters overwhelming for the president.

## **Democratic ticket still more likeable**

Likely voters are more positive about Obama personally, and more negative about Romney than a month ago. While 56 percent of all likely voters have a favorable impression of Obama, he does not do as well among independents (48 percent). Romney does slightly better among independents at 40 percent favorable, than he does overall (38 percent), a 4-point improvement among independents since August. Romney also receives a huge favorability boost from his own party – 90 percent of Republicans now have a favorable impression of him, compared to just 78 percent before the Republican National

Convention. In comparison, 94 percent of Democrats like Obama, virtually unchanged over the past month.

“The Republican National Convention did at least one thing it was meant to do. It greatly improved Romney’s standing among his base voters and somewhat improving how independents perceive him,” said Redlawsk

Likely voters are generally less favorable toward Vice President Joe Biden than they are toward Obama: 49 percent have a favorable impression of Biden, with 39 percent unfavorable. Voters are slightly less negative toward Paul Ryan than they are toward Romney, though Ryan is still viewed unfavorably overall, 36 percent favorable to 48 percent unfavorable.

While the earlier gender gap has closed somewhat, women remain much less positive about Romney than do men while there is now no gender difference in feelings about Obama. Thirty-four percent of women feel favorable toward Romney, compared to 42 percent of men. But while women’s favorability toward Obama declined six points to 57 percent, men increased their rating by nine points to 56 percent favorable. Obama is now viewed as more likeable by both genders.

Changes in favorability among income groups shows some unexpected patterns in the face of Romney’s “47 percent” comments about those he does not believe will support him. The lowest income New Jersey voters, those with less than \$50,000 in household income, have become somewhat more favorable toward Romney in the last month, increasing from 33 percent favorable (55 percent unfavorable) to 38 percent favorable (51 percent unfavorable). At the same time, those earning more than \$150,000 show little change, barely moving from 44 percent favorable (48 percent unfavorable) to 43 percent favorable (50 percent unfavorable). Voters between these income groups have become significantly more unfavorable toward the Republican challenger.

“It does not look like Romney’s widely reported comments actually moved lower-income voters further away from him,” noted Redlawsk. “In fact, lowest-income group became slightly more likely to vote for Romney over the past month, rather than less likely. On the other hand, middle class voters with incomes between \$50,000 and \$150,000 are the ones who moved in Obama’s direction, while those who make more show relatively little change.”

### **Voters pick Obama to handle economy but Romney still deemed stronger leader**

More than half of likely voters name the economy as their most important issue in the election – though this is down six points from August. Still, no other issue comes close to the economy as most important to voters. Among voters who care most about the economy, 52 percent say Obama is the right candidate to handle the issue, while 43 percent say Romney would do the better job.

More voters (28 percent) say “strong leader” is the quality they want most in a presidential candidate; among these voters, Romney is preferred 61 percent to 35 percent, an increase for Romney of

seven points since August. But the next two qualities – “cares about me” (19 percent choose this quality) and “shares my values” (17 percent) clearly play into Obama’s strengths, as voters who want those qualities strongly support Obama. The president wins on values, 67 percent to 31 percent, and overwhelms Romney on caring, 80 to 14 percent. While Obama support among voters choosing “cares about me” has changed little, “shares my values” voters have moved strongly into Obama’s column, up 18 points in the past month. These voters eliminate any advantage Romney has on leadership.

Interest in the election is high among most registered voters. Almost three-quarters (73 percent) report they are “very interested,” while 23 percent are “somewhat interested” and 4 percent are “not interested at all.” Among those who are deemed likely voters based on history, turnout intent, political interest, and campaign interest, an overwhelming 88 percent say they are “very interested” in this year’s presidential election.

“If there is an enthusiasm gap for Democrats, or at least compared to past elections, we’re not seeing it very clearly in New Jersey,” said Redlawsk. “At least among registered voters, interest is quite strong, and turnout appears likely to be similar to past presidential elections here.”

# # #

**QUESTIONS AND TABLES BEGIN ON THE FOLLOWING PAGE**

**Questions and Tables**

The questions covered in the release of October 3, 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]:**

					<b>August 2012 – Likely Voters</b>			
	President Barack Obama	Pres. Cand. Mitt Romney	Vice Pres Joe Biden	Vice Pres Candidate Paul Ryan	President Barack Obama	Pres. Cand. Mitt Romney	Vice Pres Joe Biden	Vice Pres Candidate Paul Ryan
Favorable	56%	38%	49%	36%	54%	38%	47%	38%
Unfavorable	39%	54%	39%	48%	39%	49%	40%	44%
No opn/DK	5%	8%	12%	16%	7%	13%	13%	18%
Unwt N=	644	645	644	643	710	707	710	710

**BARACK OBAMA**

	Party ID			Ideology			Gender		Race	
	Dem	Ind	Rep	Lib	Mod	Con	Male	Female	White	Black
Favorable	96%	48%	4%	89%	61%	12%	56%	57%	46%	94%
Unfavorable	2%	43%	92%	7%	32%	86%	41%	37%	50%	0%
DK/No Opn	2%	9%	4%	4%	7%	2%	3%	6%	4%	6%
Unwt N=	240	223	176	146	318	174	324	320	506	60

	Age				Region					
	18-34	35-49	50-64	65+	Urban	Suburb	Exurban	Phil/South	Shore	
Favorable	67%	56%	61%	44%	80%	61%	34%	59%	43%	
Unfavorable	28%	39%	35%	50%	15%	35%	54%	38%	56%	
DK/No Opn	6%	5%	4%	6%	4%	4%	13%	3%	2%	
Unwt N=	63	150	250	178	96	202	104	122	120	

	Income				Education				
	<50K	50K- <100K	100K- <150K	> 150K	HS or Less	Some Coll	Coll Grad	Grad Work	
Favorable	59%	62%	55%	48%	50%	54%	58%	62%	
Unfavorable	34%	36%	42%	46%	43%	42%	37%	35%	
DK/No Opn	7%	1%	3%	6%	8%	4%	5%	3%	
Unwt N=	126	193	133	109	129	155	207	151	

	Religion				Union Household Born		
	Cath	Prot	Jewish	Other	Public	Again	No Union
Favorable	44%	57%	63%	78%	55%	68%	52%
Unfavorable	49%	39%	34%	19%	40%	27%	43%
DK/No Opn	7%	3%	3%	3%	4%	5%	6%
Unwt N=	280	177	57	111	92	98	482

**2012 NJ Presidential Vote Sept 2012**  
**Rutgers-Eagleton Poll**

**MITT ROMNEY**

	Party ID			Ideology			Gender		Race	
	Dem	Ind	Rep	Lib	Mod	Con	Male	Female	White	Black
Favorable	5%	40%	90%	6%	33%	81%	42%	34%	47%	5%
Unfavorable	91%	48%	3%	88%	57%	14%	52%	55%	46%	83%
DK/No Opn	5%	12%	6%	6%	10%	5%	5%	10%	7%	11%
Unwt N=	240	224	176	146	319	174	325	320	507	60

	Age				Region				
	18-34	35-49	50-64	65+	Urban	Suburb	Exurban	Phil/South	Shore
Favorable	33%	37%	32%	50%	22%	31%	52%	40%	52%
Unfavorable	61%	54%	61%	41%	74%	61%	33%	55%	41%
DK/No Opn	7%	9%	6%	9%	3%	8%	16%	6%	8%
Unwt N=	63	150	250	179	96	202	104	122	121

	Income				Education				
	<50K	50K- <100K	100K- <150K	> 150K	HS or Less	Some Coll	Coll Grad	Grad Work	
Favorable	38%	34%	37%	43%	43%	42%	35%	34%	
Unfavorable	51%	58%	59%	50%	40%	49%	61%	61%	
DK/No Opn	11%	8%	4%	7%	17%	9%	4%	5%	
Unwt N=	126	194	133	109	129	155	207	152	

	Religion				Union Household		
	Cath	Prot	Jewish	Other	Born Again	Public	No Union
Favorable	48%	37%	40%	17%	41%	22%	42%
Unfavorable	42%	55%	56%	78%	51%	73%	49%
DK/No Opn	9%	8%	4%	5%	9%	5%	9%
Unwt N=	280	178	57	111	92	98	483

**JOE BIDEN**

	Party ID			Ideology			Gender		Race	
	Dem	Ind	Rep	Lib	Mod	Con	Male	Female	White	Black
Favorable	82%	40%	7%	82%	50%	13%	48%	49%	41%	81%
Unfavorable	7%	43%	87%	7%	35%	80%	42%	37%	49%	3%
DK/No Opn	12%	17%	6%	11%	14%	7%	10%	14%	10%	17%
Unwt N=	240	223	176	145	319	174	324	320	506	60

	Age				Region				
	18-34	35-49	50-64	65+	Urban	Suburb	Exurban	Phil/South	Shore
Favorable	47%	48%	52%	46%	71%	51%	32%	53%	32%
Unfavorable	35%	39%	36%	46%	16%	34%	53%	38%	60%
DK/No Opn	18%	13%	12%	8%	12%	15%	14%	9%	8%
Unwt N=	63	150	249	179	95	202	104	122	121

**2012 NJ Presidential Vote Sept 2012  
Rutgers-Eagleton Poll**

	Income				Education			
	<50K	<50K	50K- <100K	100K- <150K	HS or Less	Some Coll	Coll Grad	Grad Work
Favorable	46%	52%	51%	46%	42%	47%	51%	53%
Unfavorable	34%	40%	42%	43%	44%	42%	39%	32%
DK/No Opn	20%	9%	7%	11%	14%	10%	10%	15%
Unwt N=	126	194	133	109	129	154	207	152

	Religion				Union Household		
	Cath	Prot	Jewish	Other	Born Again	Public	No Union
Favorable	35%	55%	62%	62%	53%	68%	45%
Unfavorable	50%	37%	31%	24%	38%	25%	43%
DK/No Opn	15%	8%	7%	14%	9%	6%	12%
Unwt N=	279	178	57	111	92	97	483

**PAUL RYAN**

	Party ID			Ideology			Gender		Race	
	Dem	Ind	Rep	Lib	Mod	Con	Male	Female	White	Black
Favorable	7%	36%	85%	6%	32%	77%	42%	32%	44%	7%
Unfavorable	78%	44%	4%	80%	49%	11%	48%	48%	44%	62%
DK/No Opn	15%	20%	11%	14%	18%	12%	11%	20%	13%	31%
Unwt N=	240	223	176	146	317	174	323	320	506	60

	Age				Region				
	18-34	35-49	50-64	65+	Urban	Suburb	Exurban	Phil/South	Shore
Favorable	35%	35%	31%	45%	19%	32%	53%	38%	42%
Unfavorable	45%	48%	55%	40%	64%	52%	30%	49%	40%
DK/No Opn	20%	17%	14%	15%	17%	16%	17%	12%	18%
Unwt N=	63	150	250	177	96	201	104	122	120

	Income				Education			
	<50K	50K- <100K	100K- <150K	> 150K	HS or Less	Some Coll	Coll Grad	Grad Work
Favorable	38%	31%	36%	41%	42%	37%	36%	33%
Unfavorable	45%	50%	52%	47%	34%	44%	53%	55%
DK/No Opn	18%	19%	13%	12%	24%	19%	11%	12%
Unwt N=	125	193	133	109	129	154	207	151

	Religion				Union Household		
	Cath	Prot	Jewish	Other	Born Again	Public	No Union
Favorable	49%	33%	31%	18%	41%	22%	41%
Unfavorable	37%	45%	65%	68%	40%	68%	43%
DK/No Opn	14%	22%	4%	14%	19%	10%	17%
Unwt N=	279	177	57	111	92	98	481

**Q. How interested are you in this year’s presidential election campaign? Are you:**

	Registered Voters	Likely Voters
Very interested	73%	88%
Somewhat interested	23%	12%
Not at all interested	4%	0%
Unwt N=	786	645

**Registered Voters**

	Party ID		
	Dem	Ind	Rep
Very interested	77%	65%	80%
Somewhat interested	20%	30%	16%
Not at all interested	3%	5%	4%
Unwt N=	303	293	183

**Likely Voters**

	Party ID		
	Dem	Ind	Rep
Very interested	89%	86%	90%
Somewhat interested	11%	14%	9%
Not at all interested	0%	1%	1%
Unwt N=	258	216	161

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

		Obama Impression		Romney Impression	
		Fav	Unfav	Fav	Unfav
The economy and jobs	56%	56%	59%	62%	53%
Federal budget deficit	10%	5%	15%	15%	7%
Education	9%	13%	0%	1%	14%
Social Security and Medicare	6%	8%	3%	5%	6%
Health care	6%	8%	3%	2%	8%
Homeland security and terrorism	5%	3%	9%	7%	3%
Immigration	2%	0%	4%	3%	1%
Medicaid and welfare reform	1%	2%	0%	0%	2%
Something else (vol)	4%	4%	4%	3%	5%
DK	2%	1%	2%	2%	1%
Unwt N=	644	341	272	263	330

	Party ID			Ideology			Gender		Race	
	Dem	Ind	Rep	Lib	Mod	Con	Male	Female	White	Black
The economy and jobs	54%	55%	61%	54%	56%	59%	62%	51%	58%	53%
Federal budget deficit	4%	15%	12%	3%	10%	16%	14%	6%	12%	0%
Education	14%	8%	%	17%	8%	%	6%	11%	5%	16%
Social Security and Medicare	9%	4%	5%	5%	7%	4%	5%	7%	6%	6%
Health care	6%	7%	3%	10%	4%	5%	3%	8%	6%	6%
Homeland security and terrorism	4%	4%	8%	3%	6%	7%	4%	6%	6%	4%
Immigration	%	1%	4%	0%	1%	3%	1%	2%	2%	0%
Medicaid and welfare reform	1%	1%	0%	2%	%	1%	1%	1%	%	5%
Something else (vol)	5%	3%	3%	3%	4%	3%	3%	5%	3%	7%
DK	2%	2%	3%	2%	3%	1%	1%	3%	2%	3%
Unwt N=	240	223	176	146	319	173	324	320	506	60



**2012 NJ Presidential Vote Sept 2012**  
**Rutgers-Eagleton Poll**

	Age				Region				
	18-34	35-49	50-64	65+	Urban	Suburb	Exurban	Phil/South	Shore
The economy and jobs	61%	59%	63%	42%	47%	57%	62%	58%	53%
Federal budget deficit	9%	11%	8%	9%	7%	9%	13%	10%	10%
Education	16%	11%	5%	5%	15%	12%	3%	7%	5%
Social Security and Medicare	0%	1%	5%	17%	4%	7%	2%	9%	7%
Health care	3%	4%	9%	5%	13%	4%	6%	5%	2%
Homeland security and terrorism	4%	4%	3%	9%	4%	3%	5%	5%	10%
Immigration	0%	3%	1%	1%	1%	1%	3%	1%	2%
Medicaid and welfare reform	0%	1%	1%	2%	2%	1%	0%	1%	1%
Something else (vol)	2%	5%	3%	6%	8%	4%	3%	2%	5%
DK	4%	0%	2%	4%	0%	1%	4%	2%	4%
Unwt N=	63	150	249	179	95	202	104	122	121

	Income				Education			
	<50K	50K- <100K	100K- <150K	> 150K	HS or Less	Some Coll	Coll Grad	Grad Work
The economy and jobs	49%	56%	59%	53%	51%	56%	57%	59%
Federal budget deficit	4%	10%	16%	11%	5%	8%	12%	11%
Education	10%	7%	7%	17%	2%	7%	12%	12%
Social Security and Medicare	13%	6%	3%	3%	12%	8%	4%	3%
Health care	8%	6%	3%	5%	7%	7%	5%	4%
Homeland security and terrorism	4%	9%	5%	2%	8%	5%	4%	4%
Immigration	2%	%	2%	4%	2%	2%	1%	2%
Medicaid and welfare reform	1%	2%	0%	1%	2%	1%	0%	2%
Something else (vol)	7%	3%	3%	2%	4%	6%	4%	2%
DK	2%	1%	1%	2%	7%	1%	1%	1%
Unwt N=	126	194	132	109	129	154	207	152

	Religion				Union Household		
	Cath	Prot	Jewish	Other	Born Again	Public	No Union
The economy and jobs	60%	47%	54%	64%	55%	53%	56%
Federal budget deficit	9%	13%	11%	6%	5%	13%	9%
Education	6%	11%	11%	10%	14%	11%	8%
Social Security and Medicare	6%	8%	6%	3%	5%	1%	7%
Health care	4%	6%	5%	8%	9%	5%	7%
Homeland security and terrorism	6%	5%	5%	4%	8%	3%	6%
Immigration	2%	2%	0%	1%	1%	3%	1%
Medicaid and welfare reform	1%	1%	0%	1%	1%	2%	1%
Something else (vol)	3%	6%	5%	3%	2%	6%	3%
DK	2%	2%	4%	1%	1%	3%	2%
Unwt N=	279	178	57	111	92	98	482

**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	
	Economy including jobs	Federal budget deficit
Obama	52%	23%
Romney	43%	66%
Neither (vol)	3%	10%
Both (vol)	0%	0%
DK (vol)	2%	2%
Unwt N=	363	68

**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]**

		Obama Impression		Romney Impression	
		Fav	UnFav	Fav	Unfav
Strong leader	28%	18%	41%	43%	17%
Cares about people like me	19%	27%	7%	8%	25%
Shares my values	17%	20%	14%	14%	21%
Consistent in his beliefs	12%	13%	10%	9%	13%
High moral character	11%	7%	19%	17%	8%
Can bring people together	10%	12%	7%	7%	12%
DK (vol)	3%	3%	2%	2%	2%
Unwt N=	642	339	272	262	329

	Party ID			Ideology			Gender		Race	
	Dem	Ind	Rep	Lib	Mod	Con	Male	Female	White	Black
Strong leader	25%	46%	16%	27%	41%	29%	27%	25%	30%	15%
Cares about people like me	17%	7%	28%	20%	8%	16%	22%	17%	16%	38%
Shares my values	17%	11%	19%	18%	13%	21%	14%	17%	19%	10%
Consistent in his beliefs	13%	7%	13%	12%	9%	9%	13%	13%	12%	13%
High moral character	9%	20%	11%	7%	21%	11%	12%	9%	12%	5%
Can bring people together	13%	7%	8%	13%	6%	11%	9%	13%	9%	16%
DK (vol)	5%	1%	4%	3%	2%	3%	3%	5%	2%	3%
Unwt N=	223	176	145	318	173	324	318	223	506	59

	Age				Region				
	18-34	35-49	50-64	65+	Urban	Suburb	Exurban	Phil/South	Shore
Strong leader	33%	30%	30%	21%	22%	29%	44%	27%	18%
Cares about people like me	24%	22%	16%	18%	18%	20%	11%	21%	23%
Shares my values	10%	16%	19%	20%	21%	16%	13%	17%	20%
Consistent in his beliefs	10%	9%	14%	13%	14%	10%	10%	13%	11%
High moral character	14%	11%	9%	14%	7%	10%	10%	14%	16%
Can bring people together	6%	12%	10%	10%	15%	11%	10%	8%	5%
DK (vol)	4%	%	3%	5%	3%	4%	2%	0%	6%
Unwt N=	63	149	250	178	94	201	104	122	121

**2012 NJ Presidential Vote Sept 2012**  
**Rutgers-Eagleton Poll**

	Income				Education			
	<50K	50K- <100K	100K- <150K	> 150K	HS or Less	Some Coll	Coll Grad	Grad Work
Strong leader	18%	27%	22%	44%	25%	28%	32%	25%
Cares about people like me	30%	22%	15%	9%	25%	21%	17%	15%
Shares my values	14%	19%	20%	16%	14%	19%	11%	27%
Consistent in his beliefs	15%	12%	14%	6%	14%	12%	14%	6%
High moral character	12%	10%	12%	13%	12%	8%	12%	13%
Can bring people together	6%	9%	14%	11%	6%	9%	12%	12%
DK (vol)	4%	1%	2%	1%	5%	4%	2%	2%
Unwt N=	125	194	132	109	128	154	207	151

	Religion					Union Household	
	Cath	Prot	Jewish	Other	Born Agn	Public	No Union
Strong leader	35%	25%	22%	17%	28%	18%	29%
Cares about people like me	15%	23%	20%	24%	22%	32%	16%
Shares my values	15%	15%	25%	23%	15%	20%	16%
Consistent in his beliefs	10%	14%	10%	13%	10%	7%	13%
High moral character	10%	13%	13%	11%	14%	11%	12%
Can bring people together	13%	8%	7%	10%	8%	10%	10%
DK (vol)	3%	2%	4%	2%	3%	1%	3%
Unwt N=	279	177	57	111	91	98	481

**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 Impression		Romney Impression	
		Fav	Unfav	Fav	Unfav
Obama	56%	96%	2%	5%	94%
Romney	39%	2%	92%	91%	2%
Other (vol)	2%	1%	3%	1%	3%
DK (vol)	4%	2%	3%	4%	1%
Unwt N=	639	339	271	263	329

	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	35%	67%	80%	36%	60%	68%
Romney	61%	31%	14%	62%	29%	24%
Other (vol)	0%	1%	1%	2%	7%	5%
DK (vol)	4%	2%	5%	0%	4%	2%
Unwt N=	181	118	111	72	75	60

	Most Important Issue	
	Economy and Jobs	Federal budget deficit
Obama	55%	33%
Romney	42%	56%
Other (vol)	1%	8%
DK (vol)	3%	2%
Unwt N=	361	68

**2012 NJ Presidential Vote Sept 2012**  
**Rutgers-Eagleton Poll**

	Party ID			Ideology			Gender		Race	
	Dem	Ind	Rep	Lib	Mod	Con	Male	Female	White	Black
Obama	95%	47%	4%	91%	59%	11%	53%	58%	46%	91%
Romney	4%	39%	94%	4%	33%	86%	42%	36%	47%	5%
Other (vol)	%	5%	1%	1%	2%	2%	2%	2%	3%	0%
DK (vol)	%	10%	1%	4%	5%	1%	3%	4%	4%	3%
Unwt N=	240	220	176	146	315	172	323	316	505	59

	Age				Region				
	18-34	35-49	50-64	65+	Urban	Suburb	Exurban	Phil/South	Shore
Obama	63%	55%	62%	44%	77%	62%	33%	57%	42%
Romney	32%	39%	34%	49%	18%	32%	58%	39%	53%
Other (vol)	4%	2%	1%	1%	1%	1%	5%	1%	3%
DK (vol)	1%	4%	3%	6%	4%	5%	3%	3%	2%
Unwt N=	63	149	246	178	96	201	102	121	119

	Income				Education				
	<50K	50K- <100K	100K- <150K	> 150K	HS or Less	Some Coll	Coll Grad	Grad Work	
Obama	59%	63%	53%	51%	47%	53%	59%	61%	
Romney	35%	34%	39%	43%	45%	43%	35%	34%	
Other (vol)	1%	1%	5%	1%	1%	1%	2%	3%	
DK (vol)	6%	1%	3%	6%	7%	3%	4%	3%	
Unwt N=	123	193	132	109	127	153	206	151	

	Religion				Union Household Born		
	Cath	Prot	Jewish	Other	Again	Public	No Union
Obama	44%	56%	60%	79%	53%	74%	50%
Romney	51%	37%	37%	17%	42%	22%	44%
Other (vol)	3%	2%	0%	2%	0%	3%	2%
DK (vol)	3%	6%	3%	2%	5%	1%	4%
Unwt N=	277	177	56	111	91	98	477

**Rutgers-Eagleton Poll September 27-30, 2012**

The Rutgers-Eagleton Poll was conducted by telephone from September 27-30, 2012 with a scientifically selected random sample of 790 New Jersey registered voters. This telephone poll included 655 landline respondents and 135 cell phone respondents, all acquired through random digit dialing. Within this sample 645 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 81 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. Weights are applied to the raw registered voter sample to ensure that it represents the registered voter population throughout the state of New Jersey. The likely voter screen is applied after all weighting and the likely voter sample is not weighted independently. The likely voter screen results in fewer independents

**2012 NJ Presidential Vote Sept 2012**  
**Rutgers-Eagleton Poll**

and more partisans than in the overall registered voter sample since self-identified partisans are more likely to pass our screen and are more likely to vote in elections in general.

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 645 likely voters is +/-3.8 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 46.2 and 53.8 percent (50 +/-3.8) 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.

This Rutgers-Eagleton Poll was fielded by Braun Research Incorporated and through our in-house calling center. 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**  
**645 New Jersey Likely Voters**

40% Democrat	46% Male	16% 18-34	70% White
34% Independent	54% Female	27% 35-49	16% Black
26% Republican		31% 50-64	8% Hispanic
		26% 65+	6% Asian/Other/Multi