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FOR IMMEDIATE RELEASE

EDITOR'S NOTE: ATTENTION POLITICAL EDITORS, Rutgers-Eagleton Poll Director
David Redlawsk may be contacted at 319-400-1134, 732-932-9384, ext. 285, or
redlawsk@rutgers.edu. Visit http://eagletonpoll.blogspot.com for more questions and tables.

RUTGERS-EAGLETON POLL: ADLER, RUNYAN TIED
IN THIRD DISTRICT CONGRESSIONAL RACE

NEW BRUNSWICK, N.J – With a week to go until Election Day, incumbent Democrat
John Adler and his challenger, Republican Jon Runyan, are tied in New Jersey's 3rd
Congressional District, according to a Rutgers-Eagleton Poll released today. Among likely
voters, both Adler and Runyan get support from 44 percent, while independent Peter DeStefano
is at 4 percent and 9 percent say they still are not sure. But even among those who have decided,
nearly a quarter may change their mind by Election Day.

The results show a distinct tightening of the race as Adler's September Rutgers-Eagleton
Poll nine-point lead among registered voters has disappeared. Among registered voters, Adler
now leads within the margin of error, 37 percent to 35 percent, with 5 percent for DeStefano, 14
percent undecided and 10 percent saying given the choices, they will not vote.

"This is anyone's race," said David Redlawsk, director of the Rutgers-Eagleton Poll and
professor of political science at Rutgers. "All along, Runyan has been doing better among likely
voters, while Adler held a lead with all voters. But recent events – including the news of
Democratic Party involvement in putting DeStefano on the ballot – have moved things more
toward Runyan."

The telephone poll of 453 registered voters yielding 292 likely voters living in the 3rd
District was conducted Oct. 23-24 and has a margin of error of 4.6 percentage points for
registered voters and 5.6 percentage points for likely voters. The survey included both landline
and cell phone respondents.

The DeStefano Effect

Recent reports speculating that Democratic Party workers were heavily involved in
supporting independent DeStefano's candidacy have had some effect on the race. While large
numbers of registered (43 percent) and likely voters (39 percent) are unaware of the controversy,

among those who have heard about it, nearly one-third say the controversy makes them less likely to vote for Adler. Among those who say they might change their mind, 32 percent say the DeStefano controversy makes them less likely to vote for Adler, while 59 percent say it has no effect and 6 percent say it will make them more likely to vote for Adler.

"The combination of a razor-thin race, the presence of an independent candidate drawing about 5 percent and the claims that DeStefano is merely on the ballot to take votes from Runyan creates a volatile situation," said Redlawsk. "DeStefano supporters seem more likely to become Runyan than Adler supporters if they do change their minds. This small group could make the difference. At the same time, the Runyan campaign has not effectively publicized this controversy, given how many voters have heard nothing about it."

Adler's favorables decline and Runyan's improve

Adler has become less favorably viewed by voters down the homestretch. His 12-point positive rating in September (43 percent favorable, 30 percent unfavorable) has evaporated (now 36 percent favorable and unfavorable). Runyan's ratings have improved, however, from 29 percent favorable and 30 percent unfavorable in September to 36 percent favorable and 26 percent unfavorable. DeStefano's favorability now is only 3 percent, half September's tally, while his unfavorable standing grew from 8 percent to 14 percent. Most voters have no opinion of DeStefano.

Also in the 3rd District, fewer respondents view President Obama positively (44 percent) than Gov. Chris Christie (57 percent). Other indicators seem to favor the challenger as well. The majority of respondents (58 percent) are angry with Washington. Only 40 percent now prefer experience versus an outsider, down from 47 percent in September. Republicans remain more enthusiastic about voting (60 percent) than do Democrats (52 percent) and independents (44 percent).

Further, 41 percent of likely voters agree that "Adler is part of the problem in Washington," while 44 percent disagree and 15 percent don't know. Of those in agreement, 16 percent will vote for Adler, 75 percent will vote for Runyan and 7 percent will vote for DeStefano. Among those who disagree, 75 percent say they will vote for Adler, 20 percent will vote for Runyan, 1 percent for DeStefano, and 4 percent are undecided.

"Whether it is because of the news about DeStefano or other issues, Adler no longer is in the positive position he was all fall," said Redlawsk. "While voters were positive toward Adler

and strongly preferred experience, that has changed. The environment in the 3rd District has become noticeably more difficult for the incumbent."

Tax, donkeys and other issues

Adler has accused Runyan of benefiting from New Jersey's farmland assessment program by raising donkeys and barely qualifying for a significant property tax reduction. Likely voters seem to agree that Runyan unfairly takes advantage of the tax break, 54 percent to 33 percent, while 13 percent are unsure. Of those who believe the assessment is unfair, 66 percent say they will vote for Adler, while 25 percent support Runyan. Not surprisingly, those who see the assessment as fair are more likely to support Runyan over Adler, 72 percent to 20 percent.

Even so, many Runyan voters have some question about the assessment, with 32 percent of Runyan voters believing he unfairly takes advantage of the farmland assessment, while most (80 percent) Adler voters feel the same.

Nearly half (44 percent) all likely voters in the 3rd CD favor off-shore drilling near the New Jersey coast. Almost as many (43 percent) are against it and 13 percent are not sure. Among those who favor drilling, 27 percent will vote for Adler and 60 percent for Runyan. Two-thirds (64 percent) of drilling opponents will vote for Adler and 30 percent will vote for Runyan.

Forty-two percent of likely voters support the health care legislation passed this year, while 50 percent oppose it and 8 percent say they don't know. More than eight-in-10 proponents (81 percent) say they will vote for Adler and 14 percent for Runyan. Among those opposed, 20 percent say they will vote for Adler and 71 percent will vote for Runyan.

Adler stronger with his base; Runyan up with independents

The latest poll found some good news for Adler: support from his base. Among Democratic likely voters, 85 percent support Adler, 6 percent Runyan, with only 2 percent for DeStefano and 6 percent undecided. Runyan does not do as well among Republicans: 77 percent support his candidacy while 16 percent support Adler and 2 percent support DeStefano. Five percent are undecided.

Independent likely voters favor Runyan over Adler, 49 percent to 40 percent.

Questions and Tables follow on the Next Page

Rutgers-Eagleton Poll October 23-24, 2010
Questions and Tables

The questions covered in the release of October 26, 2010 are list below. Column percentages may not add to 100% due to rounding.

Q. There will be an election for US Congress in November. Please rate your level of enthusiasm about voting in this election on a scale from zero to ten, where zero means you're not at all enthusiastic about voting and ten means you're extremely enthusiastic about voting this year. You can use any number from zero to ten, the higher the number the more enthusiastic you are

	Reg	Likely
Not enthusiastic (0-3)	10%	0%
Somewhat enthusiastic (4-7)	39%	37%
Very enthusiastic (8-10)	51%	63%
N=	420	292

	Registered Voters			Likely Voters		
	Dem	Ind	Rep	Dem	Ind	Rep
Not Enthusiastic	8%	15%	4%	0%	0%	0%
Somewhat Enthusiastic	40%	40%	36%	33%	47%	31%
Very Enthusiastic	52%	44%	60%	67%	53%	69%
N = 407	132	151	124	92	100	94

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

John Adler

	Reg	Likely
Favorable	32%	36%
Unfavorable	31%	36%
No Opinion/Don't Know	36%	28%
N=	450	292

Jon Runyan

	Reg	Likely
Favorable	29%	36%
Unfavorable	23%	26%
No Opinion/Don't Know	48%	38%
N=	451	291

Peter DeStefano

	Reg	Likely
Favorable	6%	3%
Unfavorable	13%	17%
No Opinion/Don't Know	82%	80%
N=	447	289

The Tea Party Movement

	Reg	Likely
Favorable	29%	34%
Unfavorable	39%	41%
No Opinion/Don't Know	32%	25%
N=	452	292

Democrats in Congress

	Reg	Likely
Favorable	36%	36%
Unfavorable	45%	49%
No Opinion/Don't Know	19%	15%
N=	449	292

Republicans in Congress

	Reg	Likely
Favorable	32%	36%
Unfavorable	44%	45%
No Opinion/Don't Know	24%	19%
N=	451	292

President Obama

	Reg	Likely
Favorable	46%	44%
Unfavorable	43%	48%
No Opinion/Don't Know	12%	8%
N=	452	292

Governor Christie

	Reg	Likely
Favorable	51%	57%
Unfavorable	35%	34%
No Opinion/Don't Know	14%	9%
N=	450	291

Q. If the election for Congress were today, would you vote for Democrat John Adler, Republican Jon Runyan, [rotate first two], independent Peter DeStefano, or would you not vote?

	Reg	Likely
Adler	37%	44%
Runyan	35%	44%
DeStefano	5%	4%
Not Vote	10%	0%
DK	14%	9%
N=	445	289

Q. [ASK OF DK]: As of today, do you lean more toward John Adler or Jon Runyan? [Leaners Only]

	Reg	Likely
Adler	16%	28%
Runyan	24%	15%
DK	60%	57%
N=	67	28

[Vote Totals Including Leaners]

	Reg	Likely
Adler	39%	46%
Runyan	38%	45%
DeStefano	4%	4%
Not vote	10%	0%
DK	8%	6%
N=	450	292

All of the Following are *Likely Voters Including Leaners*

				Ideology				Education		
	Dem	Ind	Rep	Lib	Middle	Conserv	HS or Less	Some Coll	Coll Grad	Grad Work
Adler	85%	40%	16%	81%	52%	16%	34%	45%	48%	64%
Runyan	6%	49%	77%	15%	35%	76%	56%	47%	41%	26%
DeStefano	2%	7%	2%	0%	7%	2%	5%	3%	5%	3%
DK	6%	4%	5%	4%	6%	7%	5%	5%	6%	7%
N=	93	100	96	55	138	94	78	101	65	48

		Employment			Race					County	
	FT	PT	Retired	Not Emp	White	Black	Asian	Hisp	Ocean	Burlington	Camden
Adler	50%	52%	37%	45%	40%	84%	100%	33%	35%	48%	74%
Runyan	42%	44%	49%	45%	49%	9%	0%	67%	54%	44%	21%
DeStefano	2%	0%	7%	10%	4%	4%	0%	0%	6%	3%	0%
DK	6%	4%	7%	0%	6%	3%	0%	0%	6%	45%	5%
N=	145	37	86	24	242	28	12	5	124	124	38

	Age				Gender		Income			
								50-	100-	
	18-29	30-49	50-64	65+	Male	Female	<50K	<100K	<150K	150K+
Adler	55%	48%	45%	40%	39%	52%	58%	47%	46%	51%
Runyan	37%	41%	50%	47%	50%	40%	36%	49%	48%	34%
DeStefano	3%	4%	2%	7%	6%	2%	5%	2%	0%	5%
DK	5%	7%	3%	6%	5%	6%	1%	2%	6%	11%
N=	32	102	76	81	135	157	80	88	53	22

	Adler	Runyan	DeStefano	DK
Dem	59%	5%	18%	40%
Ind	30%	38%	64%	27%
Rep	11%	57%	18%	33%
N=	134	129	11	15

Vote by Favorability

John Adler

	Favorable	Unfavorable	DK
Adler	85%	13%	37%
Runyan	10%	80%	44%
DeStefano	1%	6%	5%
DK	4%	1%	14%
N =	105	105	81

Jon Runyan

	Favorable	Unfavorable	DK
Adler	15%	86%	48%
Runyan	82%	7%	34%
DeStefano	2%	5%	5%
DK	1%	1%	12%
N =	105	74	112

Peter DeStefano

	Favorable	Unfavorable	DK
Adler	67%	41%	46%
Runyan	22%	55%	43%
DeStefano	11%	2%	4%
DK	0%	2%	7%
N =	9	49	231

The Tea Party Movement

	Favorable	Unfavorable	DK
Adler	14%	77%	39%
Runyan	76%	18%	46%
DeStefano	3%	2%	7%
DK	7%	2%	8%
N =	99	119	74

Democrats in Congress

	Favorable	Unfavorable	DK
Adler	82%	17%	52%
Runyan	11%	70%	41%
DeStefano	2%	6%	2%
DK	5%	6%	4%
N =	106	142	44

Republicans in Congress

	Favorable	Unfavorable	DK
Adler	18%	73%	37%
Runyan	71%	20%	50%
DeStefano	6%	3%	2%
DK	6%	4%	11%
N =	106	132	54

President Obama

	Favorable	Unfavorable	DK
Adler	80%	14%	54%
Runyan	13%	74%	41%
DeStefano	2%	6%	0%
DK	5%	6%	4%
N =	127	141	22

Governor Christie

	Favorable	Unfavorable	DK
Adler	22%	84%	50%
Runyan	65%	10%	50%
DeStefano	5%	3%	0%
DK	8%	3%	0%
N =	165	99	26

Q. And would you say that your mind is completely made up about who you will support, or might you change your mind by election day?

	Reg	Likely
Mind is made up	72%	74%
Might change	27%	26%
N=	340	263

[Likely Voters] Including leaners

Vote Choice	Mind is made up	Might change
Adler	50%	42%
Runyan	49%	45%
DeStefano	1%	13%
N=	194	69

[Likely Voter] Including leaners

	Adler	Runyan	DeStefano
Mind is made up	77%	75%	18%
Might change	23%	25%	82%
N=	126	126	11

Q. Given a choice, would you vote for someone who has years of experience in elected office or for an outsider with little prior experience in government?

	Reg	Likely
Experience	42%	40%
Outsider	31%	34%
DK	26%	26%
N=	443	287

Q. Should the Democrats in Washington be given more time to solve the country's problems or is it time to elect Republicans to take charge in Congress?

	Reg	Likely
Give Democrats more time	46%	45%
Elect Republicans	41%	45%
DK	14%	10%
N=	453	291

[Likely Voter] including leaners

	Dems more	Elect Reps	Don't Know
Adler	80%	10%	55%
Runyan	13%	78%	34%
DeStefano	3%	5%	7%
Don't Know	4%	7%	3%

N=			132	130	29

Q. Please tell me if you agree or disagree with the following statement: I get angry thinking about the government in Washington.

	Reg	Likely
Agree	62%	58%
Disagree	35%	40%
DK	4%	3%
N=	453	291

[Likely Voter] including leaners

	Agree	Disagree	Don't Know
Adler	30%	68%	44%
Runyan	61%	22%	33%
DeStefano	4%	4%	0%
Don't Know	5%	5%	22%
N=	166	116	9

Q. I am going to ask your opinion on a few issues. First, what is your opinion on off-shore drilling off the coast of New Jersey? Are you for or against it?

	Reg	Likely
For	43%	44%
Against	46%	43%
DK	11%	13%
N=	453	291

[Likely Voter] including leaners

	For	Against	DK
Adler	27%	64%	54%
Runyan	60%	30%	38%
DeStefano	3%	4%	5%
Don't Know	9%	2%	3%
N=	129	124	37

Q. Do you support or oppose the new health-care legislation passed by Congress earlier this year?

	Reg	Likely
Support	40%	42%
Oppose	48%	50%
DK	13%	8%

	Reg	Likely
Support	40%	42%
Oppose	48%	50%
DK	13%	8%
N=	453	292

[Likely Voter] including leaners

	Support	Oppose	Don't Know
Adler	81%	20%	29%
Runyan	14%	71%	46%
DeStefano	1%	4%	17%
Don't Know	4%	6%	8%
N=	121	144	24

Q. Republican candidate Jon Runyan gets a farmland assessment discount on his taxes by raising donkeys and selling firewood. Would you say this farmland assessment is fair or unfair?

	Reg	Likely
Fair	29%	33%
Unfair	56%	54%
DK	16%	13%
N=	453	292

[Likely Voter] including leaners

Vote Choice	Fair	Unfair	DK
Adler	20%	66%	31%
Runyan	72%	25%	44%
DeStefano	2%	5%	6%
DK	5%	5%	19%
N=	94	154	36

[Likely Voter] including leaners

	Adler	Runyan	DeStefano	DK
Fair	15%	56%	18%	21%
Unfair	80%	32%	64%	29%
DK	6%	12%	18%	50%
N=	127	122	11	24

Q. Please tell me if you agree or disagree with the following statement: Incumbent Congressman John Adler is part of the problem in Washington.

	Reg	Likely
Agree	38	41%
Disagree	43	44%
DK	20	15%
N=	453	292

[Likely Voter] including leaners

	Agree	Disagree	DK
Adler	16%	75%	43%
Runyan	75%	20%	33%
DeStefano	7%	1%	5%
Don't Know	3%	4%	19%
N=290	119	129	42

Q. How much have you heard about the recent controversy over independent candidate Peter DeStefano appearing on the ballot under the Tea Party label? Is it a lot, a little, nothing at all?

	Reg	Likely
A lot	14%	18%
A little	37%	39%
Nothing at all	43%	39%
DK	6%	4%
N=	453	292

[Likely Voter] including leaners

	Adler	Runyan	DeStefano	DK
A lot	13%	25%	9%	19%
A little	37%	40%	46%	38%
Nothing	48%	32%	27%	31%
DK	2%	3%	18%	12%
N=	134	130	11	16

[Likely Voter] including leaners

	A lot	A little	Nothing	DK
Adler	32%	44%	57%	20%
Runyan	61%	46%	36%	40%
DeStefano	2%	4%	3%	20%
DK	6%	5%	4%	20%
N=	54	113	114	10

Q. [ASK ONLY OF THOSE WHO HAVE HEARD SOMETHING]: And who do you think is most responsible for DeStefano, appearing on the ballot as a Tea Party candidate? Is it: [ROTATE]

	Reg	Likely
DeStefano himself	15%	16%
Congressman John Adler	15%	19%
Democratic party workers	16%	14%
The New Jersey Tea Party	14%	17%
Or is it someone else?	5%	4%
DK	35%	29%
N=	229	165

[Likely Voter] including leaners

	Adler	Runyan	DeStefano	DK
DeStefano	29%	8%	0%	22%
Adler	2%	36%	0%	0%
Democratic party	2%	24%	40%	0%
The NJea Party	27%	8%	40%	0%
Someone Else	8%	1%	0%	11%
DK	33%	22%	20%	67%
N=	66	83	5	9

[Likely Voter] including leaners

Vote Choice	DeStefano himself	Congressman John Adler	Democratic party workers	The New Jersey Tea Party	Someone Else	DK
Adler	68%	3%	4%	67%	71%	47%
Runyan	25%	97%	87%	26%	14%	38%
DeStefano	0%	0%	9%	7%	0%	2%
DK	7%	0%	0%	0%	14%	13%
N=	28	31	23	27	7	47

Q. [ASK ONLY OF THOSE WHO HAVE HEARD SOMETHING]: Does this controversy make you more likely to vote for Democrat John Adler, less likely to vote for Adler, or does it have no effect on your vote?

	Reg	Likely
More likely	10%	9%
Less likely	28%	31%
No effect	59%	59%
DK	3%	2%
N=	230	166

[Likely Voters] including leaners

	Adler	Runyan	DeStefano	DK
More likely	19%	1%	0%	11%
Less likely	10%	49%	33%	0%
No effect	69%	48%	67%	78%
DK	2%	1%	0%	11%
N=	68	85	6	9

[Likely Voters] including leaners

Vote Choice	More likely	Less likely	No effect	DK
Adler	87%	14%	48%	33%
Runyan	7%	82%	41%	33%
DeStefano	0%	4%	4%	0%
DK	7%	0%	7%	33%
N=	15	51	99	3

[Likely Voter] including leaners

	Mind is made up	Might change
More likely	9%	6%
Less likely	34%	32%
No effect	56%	59%
DK	1%	3%
N=	119	34

[Likley Voter] including leaners

	More likely	Less likely	No effect	DK
Mind is made up	85%	78%	77%	50%
Might change	15%	22%	23%	50%
N=	13	51	87	2

Rutgers-Eagleton Poll October 23-24, 2010
New Jersey 3rd Congressional District

The Rutgers-Eagleton Poll was conducted from October 23-24, 2010 with a scientifically selected random sample of 453 registered voters from the 3rd Congressional District of New Jersey, yielding 292 likely voters. Data are weighted to represent known parameters in the population, including gender, age, race, education, and Hispanic ethnicity. All results are reported with these weighted data. This telephone poll included 405 landline respondents acquired through random digit dialing, and 48 interviews of randomly selected cell phone households.

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 a sample of 458 registered voters is +/-4.6 points, at a 95 percent confidence interval. For the likely voter sub sample of 292 respondents, the margin of error is +/-5.6 points. Thus if 50 percent of New Jersey 3rd District registered voters favored a particular position, one would be 95 percent confident that the true figure would be between 45.4 and 54.6 percent (50 +/- 4.2) had all 3rd District 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.

Data were collected by Braun Research, Incorporated, of Princeton, NJ and were analyzed by staff of the Rutgers-Eagleton Poll. The AAPOR response rate 3 was 11.5%, the refusal rate 2 was 20.3% and the cooperation rate 3 was 36.2% for the landline part of this poll. For the cell phone sample, the response rate 3 was 5.8%, the refusal rate 2 was 12.2% and the cooperation rate 3 was 32.2%.

Weighted Sample Characteristics
(N=453 Registered Voters)

33% Dem	48% Male	14% 18-29	81% White
38% Independent	52% Female	32% 30-49	9% Black
30% Republican		27% 50-64	5% Hispanic
		27% 65+	4% Asian
			2% Other

Weighted Sample Characteristics
(N=292 Likely Voters)

32% Dem	46% Male	10% 18-29	83% White
34% Independent	54% Female	35% 30-49	9% Black
33% Republican		25% 50-64	2% Hispanic
		30% 65+	4% Asian
			2% Other