

The Star-Ledger/EAGLETON POLL

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RELEASE INFORMATION

A story based on the survey findings presented in this release and back-ground memo will appear in Sunday's Star-Ledger. Other newspapers may also use this information in their Sunday editions. Electronic media may release after 5:00 p.m. Saturday, February 13. We ask users to properly attribute this copyrighted information to the "Star-Ledger/ Eagleton Poll."

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LAUTENBERG HOLDS EARLY LEAD OVER DAWKINS IN RACE FOR U.S. SENATE

While it is still well before the 1988 campaign for the U.S. Senate begins officially in New Jersey, incumbent Democrat Frank Lautenberg holds a comfortable though not overwhelming lead over his expected Republican opponent Pete Dawkins. According to the latest Star-Ledger/Eagleton Poll, Lautenberg leads Dawkins in the preferences of New Jersey voters by a 44 to 16 percent margin, with 38 percent saying they are currently undecided.

The survey was conducted between January 29 and February 8 with 800 New Jersey adults, of whom 587 are registered voters who say they definitely or probably will vote in the November election. The results show that Lautenberg is recognized by a large majority of the general as well as voting public, though he is not as universally known as the state's senior senator, Bill Bradley. Three-fourths of residents statewide and 83 percent of the voting public recognize Lautenberg as one of New Jersey's U.S. Senators, with 37 percent of voters able to spontaneously recall his name.

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For the expected Republican nominee Pete Dawkins, only 3 voters in 10 can volunteer or recognize his name when asked, while fully 7-in-10 have not heard of him before. These figures put Dawkins at the same level of voter awareness as was Mary Mochary in the late summer of 1984, after she had been officially nominated to carry the Republican banner against Bill Bradley.

Bob Carter, associate director for the Poll, commented, "Senator Lautenberg goes into this campaign with the advantages of being an incumbent, with at least a solid base of name recognition, and without any negative or unfavorable images to speak of. Beyond that, however, most voters don't feel they know very much about him yet."

As he nears completion of his first term in the senate, Lautenberg possess what poll officials describe as a "soft positive" image among New Jersey's voting public. Among voters who have an opinion, positive impressions of Lautenberg far outnumber negative ones by a 7-to-1 margin. Thirty-five percent of voters have a "very" or "somewhat favorable" impression of the state's junior senator, compared to only 5 percent with an unfavorable impression. More than 4-in-10 voters, however, do not feel they know enough to offer an opinion of Lautenberg, while another 17 percent do not recognize his name.

Only eight percent of the voting public offer any opinion of Pete Dawkins, with 6 percent having a favorable impression and 2 percent unfavorable. The remainder have no opinion or have never heard of him.

Carter added, "Assuming Mr. Dawkins will be the Republican candidate, he obviously has a lot of work ahead of him to make himself known to the public, which is to be expected this early on. Getting known in New Jersey, though, is not necessarily easy unless you have a lot of money to spend."

In comparison to the state's two most well known elected officials-- Governor Kean and Senator Bradley--Lautenberg lags well behind in registering an

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impression with the general public here in New Jersey. While less than 1-in-10 residents statewide have an unfavorable impression of either Kean, Bradley, or Lautenberg, 65 percent have favorable impressions of the Governor as do 55 percent in regard to Bradley. Only 28 percent of New Jerseyans have a favorable impression of Lautenberg, while nearly 7-in-10 either have no opinion or have not heard of him.

Most of the voting public does not feel they know very much about Senator Lautenberg. One-in-four voters know nothing about him, while another 51 percent say they know "just a little" about him; twenty-three percent say they know "a lot" or "some" about Lautenberg.

Governor Kean continues to earn impressive positive job performance ratings from New Jerseyans. Twenty-six percent of residents statewide say Kean is doing an "excellent" job as governor, while another 48 percent give him a rating of "good." Twenty-four percent give Kean negative ratings of "only fair" or "poor," while the remainder offer no opinion.

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BACKGROUND MEMO -- RELEASE SL/EP18-1 (EP 68-1), SUNDAY, FEBRUARY 14, 1988

The latest Star Ledger/Eagleton Poll was conducted between January 29 and February 8, 1988, when a random sample of 800 New Jerseyans ages 18 years and older was interviewed by telephone. Figures presented for the total sample of 800 have a sampling error of ± 3.5 percent at a 95 percent confidence interval. Figures for the smaller sub-set of respondents designated as the "voting public" have a sampling error of ± 4.2 percent at a 95 percent confidence interval. Sampling error is the probable difference in results between interviewing everyone in a population and interviewing a scientific sample taken from that population. Sampling error does not take into account other possible sources of error inherent in any study of public opinion. The questions and figures referred to in this release are as follows:

"How would you rate the job Tom Kean is doing as governor--excellent, good, only fair, or poor?"

	<u>Excellent</u>	<u>Good</u>	<u>Only fair</u>	<u>Poor</u>	<u>Don't know</u>	<u>Total</u>	<u>(n)</u>
February, 1988	26%	48%	20%	4%	2%	100%	(800)
October, 1987	24%	46%	23%	3%	4%	100%	(1000)
February, 1987	34	47	14	2	3	100	(799)
October, 1986	20	50	22	3	5	100	(800)
July, 1986	22	52	19	3	5	101	(800)
February, 1986	27	53	14	4	3	101	(600)
August, 1985	22	54	20	2	3	101	(800)
April-May 1985	24	43	24	3	5	99	(1000)
April 1984	13	44	31	5	8	101	(805)

"Do you happen to know the names of the United States Senators from New Jersey? (Figures are the percentage able to spontaneously mention names of New Jersey's U.S. Senators.)"

1988	Bradley	-- 35%	Lautenberg	-- 30%
1980	Bradley	-- 25	Williams	-- 33
1978	Case	-- 32	Williams	-- 27
1972	Case	-- 32	Williams	-- 24

"Can you recall having heard the name of any Republicans who might run against Lautenberg? (IF YES, What names have you heard?)"

	<u>Dawkins</u>	<u>Other</u>	<u>No</u>	<u>Total</u>	<u>(n)</u>
Voting Public	6%	3%	91%	100%	(587)

Those not able to spontaneously volunteer the names of Bradley, Lautenberg or Dawkins were read the name and asked, "Have you ever heard of him before?" The percentage spontaneously recalling the names of each are found in the mentions category below; those saying they "had heard of" the person upon probing are listed in the recognized column. The remainder are listed under not recognized.

	<u>Mentions</u>	<u>Recognized</u>	<u>Not Recognized</u>	<u>Total</u>	<u>(n)</u>
Bradley--Total	35%	61%	4%	100%	(800)
Lautenberg--Total	30	46	24	100	(799)
Lautenberg--Voting Public	37	46	17	100	(587)
Dawkins--Voting Public	6	23	71	100	(586)
<u>August, 1984</u>					
--Mochary--Voting Public	3	27	71	101	(636)

"Is (Bradley/Lautenberg) a Democrat, or a Republican, or aren't you sure?"

	<u>Democrat</u>	<u>Republican</u>	<u>Not Sure</u>	<u>Total</u>	<u>(n)</u>
Bradley--Total	47%	8%	44%	99%	(800)
Lautenberg--Total	23	11	66	100	(800)
Lautenberg--Voting Public	29	13	58	100	(587)

"Is your general impression of (name) favorable, unfavorable, or don't you have an opinion about him? (IF FAVORABLE OR UNFAVORABLE, PROBE: Is that very [favorable/unfavorable] or somewhat [favorable/unfavorable]?)"

	<u>FAVORABLE</u>		<u>UNFAVORABLE</u>		<u>No Opinion</u>	<u>Not Recog.</u>	<u>Total</u>	<u>(n)</u>
	<u>Very</u>	<u>Somewhat</u>	<u>Somewhat</u>	<u>Very</u>				
<u>Total Sample</u>								
--Kean	33%	32%	5%	3%	26%	--	99%	(800)
--Lautenberg	10	18	2	2	43	25	100	(800)
--Bradley*	55		4		37	4	100	(800)
<u>Voting Public</u>								
--Lautenberg	13	22	3	2	43	17	100	(587)
--Dawkins	2	4	1	1	21	71	100	(586)

* Figures for Bradley were not broken down to "very" or "somewhat."

"How much do you think you know about (Lautenberg/Dawkins)--a lot, some, or just a little?"

	<u>A Lot</u>	<u>Some</u>	<u>Little</u>	<u>Nothing</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
<u>Voting Public</u>							
--Lautenberg	4%	19%	51%	24%	2%	100%	(587)
--Dawkins	2	4	18	77	0	101	(586)

"If the election was between Frank Lautenberg, the Democrat; and Pete Dawkins, the Republican, who would you vote for?"

	<u>Lautenberg</u>	<u>Dawkins</u>	<u>Undecided</u>	<u>Other</u>	<u>Total</u>	<u>(n)</u>
<u>Voting Public</u>	44%	16%	38%	2%	100%	(587)
<u>Party</u>						
--Democrat	80	3	15	3	101	(170)
--Independent	37	12	50	1	100	(225)
--Republican	17	43	40	0	100	(157)

	<u>Bradley</u>	<u>Mochary</u>	<u>Undecided</u>	<u>Other</u>	<u>Total</u>	<u>(n)</u>
<u>Voting Public</u>						
--August, 1984	65%	11%	23%	--	99%	(609)