

# The Star-Ledger/**Eagleton-Rutgers Poll**

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## **LAUTENBERG SUBSTITUTION REVIVES DEMOCRATS' CHANCES EVEN WHILE ENERGIZING REPUBLICANS**

### ***SENATE RACE A TOSS-UP AMONG LIKELY VOTERS***

The Democrats are indeed in much better shape to win the Senate election with former Senator Frank Lautenberg having replaced current Senator Bob Torricelli on the ticket. A Star-Ledger/Eagleton-Rutgers poll concluded Sunday night shows Lautenberg leading Republican Douglas Forrester by a margin of 6 percentage points among *potential* voters, 46 to 40, with the remainder undecided. This is quite a reversal from two weeks ago when Forrester held a 13 percentage point lead over Torricelli.

However, the Democrats' candidate switch has enraged and engaged Republicans, far more of whom say they intend to vote than do Democrats. And among the smaller group of *likely* voters, the race is dead even, with 44 percent favoring each candidate.

The self-destruction of Torricelli and resurrection of Lautenberg is a story that has the state's voters buzzing. Half – 49% – say they have heard “a lot” and another 29 percent “some” about Lautenberg replacing Torricelli on the ballot for the Democrats. While the New Jersey Supreme Court ruled this to be legal in a unanimous decision last week, the state is divided in whether it should have been allowed to happen. Just under half—46 percent—feel the Democrats should have been able to replace Torricelli, while slightly fewer—39 percent—feel Torricelli's name should have been left on the ballot. Not surprisingly, response to the decision

**The Star-Ledger/Eagleton-Rutgers Poll • Eagleton Institute of Politics**

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was heavily influenced by party: 70 percent of Democrats say it was fine to replace Torricelli; 63 percent of Republicans feel Torricelli should have been kept on the ballot for Forrester to run against.

Cliff Zukin, the poll's director commented, "Whether the Democrats should have been able to replace a badly damaged candidate with a more attractive one strikes some as basically unfair, and our polling shows some initial evidence of a backlash. Those of all stripes--independents, Democrats and Republicans—who feel the Democrats should have been forced to run Torricelli give less support to Lautenberg than do those in the same parties who feel Democrats should have been able to replace him. We'll have to see how this plays out during the last month of the campaign. If resentment fades, Lautenberg will probably gain."

Lautenberg is the better known of the candidates at this point in time, and is generally well regarded. Favorable opinions of the 18 year Senate veteran outnumber unfavorable ones by a margin of 42 to 19 percent, with 39 percent expressing no opinion of him. Forrester, who won the Republican primary last June, is well regarded by 34 percent, while 17 percent have an unflattering view of him and just about half—49 percent—voice no opinion of him. Torricelli is exiting the stage of New Jersey politics as an outcast: just 13 percent say their opinion of him is favorable, compared to 63 unfavorable.

The latest *Star-Ledger/Eagleton-Rutgers Poll* was conducted between October 3 and 6 with a statewide sample of 605 registered voters, 532 of whom said they "definitely" or "probably" would vote in the November 5 election. This group is referred to as *potential* voters, and has a sampling error of  $\pm 4.5$  percentage points. The poll also identified a smaller group of 298 *likely* voters based; the sampling error for this group is  $\pm 6$  percentage points.

The Democrats' swapping of Senate candidates has clearly energized Republicans. In the most recent survey 77 percent of Republicans say they "definitely" will vote in the election, up from 61 percent two weeks ago. The percentage of Democrats saying they "definitely" will vote in the election is much lower—62 percent—and is basically unchanged from two weeks ago. And, critical groups who generally give Democrats large vote pluralities—women and racial and ethnic minorities—are less engaged than their respective counterparts at this point in the campaign.

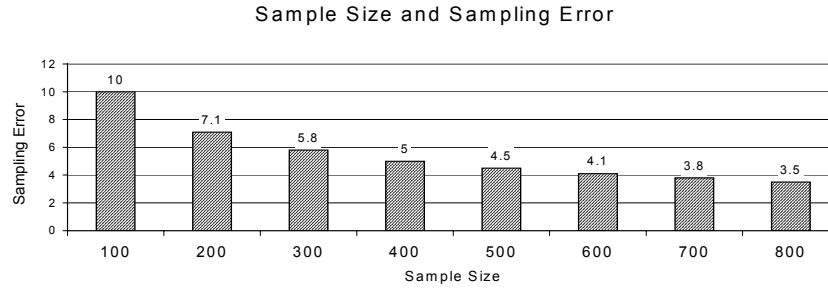
Group	“Definitely” will vote	Has “a lot” of interest
Republicans	77%	53%
Democrats	62	48
Independents	62	48
Men	71	55
Women	61	46
Whites	69	52
Blacks & Latinos	56	42

Lautenberg’s candidacy has shored up Democrats support of their candidate. Two weeks ago Torricelli was supported by only 69 percent of Democrats, while 85 percent of Republican supported Forrester. In the most recent poll, Lautenberg gets the support of 85 percent of Democrats, while Forrester remains rock solid with 83 percent of Republicans. With there being more Democrats in the state, but with Republicans being more likely to actually come out to vote, how the state’s independent voters split will likely be decisive in the Senate race. At this point they are fairly evenly divided among potential voters: 44 percent either support or lean to Lautenberg, 40 percent either support or lean to Forrester.

Zukin also noted that women as a group bear watching during the campaign’s final month: “We are noting a little bit more uncertainty among women in the electorate than is common at this stage of a campaign. Usually, women make up just slightly more of the electorate than men, and often provide a 10 percentage point plurality for the Democratic candidate. We’re not seeing these patterns at this point in this election.” The survey finds that men express more interest in the election than do women, and that women prefer Lautenberg by a margin of only 44 to 39 percent. Almost half of all potential women voters—48 percent—express no opinion of Lautenberg, compared to just 29 percent of male voters.

**BACKGROUND MEMO – RELEASE (EP139-1) October 8, 2002**

The latest *Star-Ledger*/Eagleton-Rutgers Poll was conducted by telephone from October 3 to October 6 with a scientifically selected random sample of 605 New Jersey registered voters. The figures in this release are based on a subgroup 532 potential voters – New Jerseyans who identified themselves as registered voters who will “definitely” or “probably” go to the polls this November. This release also includes results for a sub-sample of 298 voters who are considered most likely to go to the polls, based on their interest in the election, politics in general, and past voting history. 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 is  $\pm 4.5$  percent, at a 95 percent confidence interval. Thus if 50 percent of potential voters in New Jersey were found to have a lot of interest in the election for senator, one would be 95 percent sure that the true figure would be between 45.5 and 54.5 percent ( $50 \pm 4.5$ ) had all registered voters in New Jersey been interviewed, rather than just a sample. Sampling error increases as the sample size decreases, so statements based on various population subgroups, such as separate figures reported for Republicans, Independents or Democrats, are subject to more error than are statements based on the total sample. The following chart shows the relationship between sample size and sampling error.



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. The verbatim wording of all questions asked is reproduced in this background memo. The sample has been stratified based on county and the data have been weighted on age and education to insure an accurate proportional representation of the state. The questions referred to in this release are as follows:

“As you may know, there will be an election for United States Senator from New Jersey this coming November. Do you think you will definitely vote, probably vote, probably NOT vote, or definitely not vote in the election for Senator?” [Q2]

	<u>Definitely</u>	<u>Probably</u>	<u>Probably Not</u>	<u>Definitely Not</u>	<u>DK</u>	<u>Total</u>	<u>(n)</u>
<b>October 3-6, 2002</b>							
--Registered Voters	65%	22%	6%	3%	3%	99%	(605)
<u>Party Affiliation</u>							
-- Democrat	62	25	7	2	4	100	(202)
-- Independent	62	27	7	2	1	99	(162)
-- Republican	77	17	3	2	1	100	(170)
<u>Gender</u>							
--Male	71	19	5	3	2	100	(280)
--Female	61	26	7	2	4	100	(325)
<u>Race</u>							
White	69	21	6	3	2	101	(473)
Black/Latino	56	31	5	4	5	101	(85)
<u>Past Surveys:</u>							
Sept. 18 – 25, 2002							
Registered Voters	60%	27%	7%	2%	3%	99%	(628)
<u>Party Affiliation</u>							
-- Democrat	64	25	8	1	3	101	(177)
-- Independent	61	27	5	2	4	99	(195)
-- Republican	61	27	6	1	4	99	(186)
Sept. 3 – 8, 2002							
Registered Voters	58%	28%	8%	2%	4%	100%	(622)

**COMPOSITE -- SENATE VOTE:**

"If the election for Senator were held today, for whom would you vote -- Frank Lautenberg the Democrat, or Doug Forrester, the Republican?" [Q3]

*ASKED OF THOSE WHO MADE A CHOICE IN Q3:* "Are you very sure about voting for [CANDIDATE FROM Q3] or might you change your mind before election day?" [Q4a]

*IF "UNDECIDED" OR "DON'T KNOW" TO Q3 ASK:* "At this moment do you lean more towards Lautenberg or more towards Forrester?" [Q4b]

	Democrat: LAUTENBERG/ TORRICELLI			Undec- ided	Republican: FORRESTER			Other	Total	(n)
	Firm	Soft	Lean		Lean	Soft	Firm			
<b>October 3-6, 2002</b>	<b>31%</b>	<b>11%</b>	<b>4%</b>	<b>13%</b>	<b>3%</b>	<b>8%</b>	<b>29%</b>	<b>1%</b>	<b>100%</b>	<b>(530)</b>
<b>--Potential Voters</b>										
<i>Party Affiliation</i>										
--Democrat	63	17	5	10	1	2	1	1	100	(175)
--Independent	26	14	4	15	6	8	26	1	100	(145)
--Republican	6	1	1	8	3	14	66	1	99	(159)
<i>Gender</i>										
--Male	32	11	4	10	2	7	34	1	101	(250)
--Female	30	10	4	16	5	9	25	--	99	(280)
<i>Likely Voters</i>	37	5	2	11	2	5	37	--	99	(298)
<i>Past Surveys:</i>										
<b>Sept. 18 – 25, 2002</b>	<b>19%</b>	<b>10%</b>	<b>5%</b>	<b>15%</b>	<b>6%</b>	<b>9%</b>	<b>32%</b>	<b>2%</b>	<b>98%</b>	<b>(547)</b>
<b>--Potential Voters</b>										
<i>Party Affiliation</i>										
--Democrat	46	17	6	12	5	2	11	1	100	(156)
--Independent	11	13	7	17	10	13	27	2	100	(176)
--Republican	3	2	2	7	5	14	66	1	100	(165)
<i>Gender</i>										
--Male	20	9	5	13	6	9	37	2	101	(263)
--Female	19	10	6	18	7	10	28	1	99	(143)
<b>Sept. 3 – 8, 2002</b>	<b>23%</b>	<b>14%</b>	<b>4%</b>	<b>19%</b>	<b>7%</b>	<b>9%</b>	<b>24%</b>	<b>2%</b>	<b>102%</b>	<b>(537)</b>
<b>--Potential Voters</b>										
<i>Party Affiliation</i>										
--Democrat	50	20	4	16	2	3	4	1	100	(184)
--Independent	9	22	7	24	8	9	19	2	100	(142)
--Republican	4	1	1	11	10	17	56	--	100	(165)
<i>Gender</i>										
--Male	22	14	3	17	4	9	29	2	100	(248)
--Female	24	14	4	20	9	8	19	2	100	(289)
<i>Likely Voters</i>	27	10	2	14	7	9	28	3	100	(357)

“There will also be an election for the U.S. House of Representatives in your district this November. If the election were held today, would you vote for the Republican candidate or the Democratic candidate?” [Q5]

	<u>Republican</u>	<u>Democrat</u>	<u>Other</u>	<u>DK/ Undecided</u>	<u>Total</u>	<u>(n)</u>
<b>October 3-6, 2002</b>	<b>35%</b>	<b>36%</b>	<b>1%</b>	<b>28%</b>	<b>100%</b>	<b>(532)</b>
<b>-- Potential Voters</b>						
<i>Party Affiliation</i>						
--Democrat	3	79	1	17	100	(175)
--Independent	26	30	2	41	99	(145)
--Republican	82	1	--	17	100	(160)
<i>Vote Choice</i>						
--Lautenberg	8	73	1	18	100	(219)
--Forrester	71	5	1	24	101	(197)
--Undecided	25	21	2	52	100	(110)
<i>Gender</i>						
--Male	38	33	1	27	99	(252)
--Female	32	39	1	28	100	(280)
<i>Likely Voters</i>	40	38	1	22	101	(298)
<i>Past Surveys:</i>						
September 3 – 8, 2002						
-- Potential Voters	35%	38%	1%	26%	100%	(537)
-- <i>Likely Voters</i>	40	34	1	25	100	(357)

“Is your opinion of FRANK LAUTENBERG favorable or unfavorable, or don’t you really have an opinion of him? *IF FAVORABLE OR UNFAVORABLE*: Is that very [favorable/unfavorable] or somewhat [favorable/unfavorable]?” [Q6]

	Favorable		Unfavorable		DK	Total	(n)
	Very	Somewhat	Somewhat	Very			
<b>October 3-6, 2002</b>	<b>20%</b>	<b>22%</b>	<b>5%</b>	<b>14%</b>	<b>39%</b>	<b>100%</b>	<b>(532)</b>
<b>--Potential Voters</b>							
<u>Party Affiliation</u>							
-- Democrat	34	27	2	1	37	101	(175)
-- Independent	19	28	4	12	37	100	(145)
-- Republican	8	13	9	33	38	101	(160)
<u>Vote Choice</u>							
--Lautenberg	42	33	1	--	23	99	(219)
--Forrester	4	12	10	37	38	101	(197)
--Undecided	5	16	3	3	73	100	(110)
<u>Gender</u>							
--Male	19	27	8	17	29	100	(252)
--Female	21	18	2	12	48	101	(280)
<i>Likely Voters</i>	29	18	5	23	24	99	(298)
<u>Past Surveys:</u>							
October 1994							
--Likely Voters	15%	24%	13%	12%	35%	99%	(571)
September 1994							
--Likely Voters	13	27	9	10	41	100	(575)
September 1988							
--Likely Voters	19	21	5	4	51	100	(575)

“Is your opinion of Doug Forrester favorable or unfavorable, or don’t you really have an opinion of him? IF FAVORABLE OR UNFAVORABLE: Is that very [favorable/unfavorable] or somewhat [favorable/unfavorable]?” [Q7]

	Favorable		Unfavorable		DK	Total	(n)
	Very	Somewhat	Somewhat	Very			
<b>October 3-6, 2002</b>	<b>14%</b>	<b>20%</b>	<b>6%</b>	<b>11%</b>	<b>49%</b>	<b>100%</b>	<b>(532)</b>
<b>--Potential Voters</b>							
<i>Party Affiliation</i>							
-- Democrat	1	5	13	19	62	100	(175)
-- Independent	10	23	6	12	49	100	(145)
-- Republican	31	36	1	2	31	101	(160)
<i>Gender</i>							
--Male	14	23	7	12	44	100	(252)
--Female	13	17	6	10	54	100	(280)
<i>Likely Voters</i>	19	22	8	15	36	100	(298)
<i>Past Surveys:</i>							
Sept. 18 – 25, 2002	13%	21%	3%	6%	57%	100%	(547)
--Potential Voters							
<i>Party Affiliation</i>							
--Democrat	3	8	4	13	71	99	(156)
--Independent	13	26	3	3	55	100	(172)
--Republican	27	33	--	1	39	100	(165)
Sept. 3 – 8, 2002	10%	17%	5%	5%	63%	100%	(537)
--Potential Voters							
<i>Party Affiliation</i>							
-- Democrat	3	7	6	7	77	100	(184)
-- Independent	9	18	8	6	59	100	(142)
-- Republican	23	30	2	1	44	100	(165)
<i>Likely Voters</i>	13	20	7	5	55	100	(357)



“And how about your opinion of former Democratic candidate **BOB TORRICELLI** --favorable or unfavorable, or don't you really have an opinion of him?” [Q8]

	<u>Favorable</u>	<u>Unfavorable</u>	<u>DK</u>	<u>Total</u>	<u>(n)</u>
<b>October 3-6, 2002</b>	<b>13%</b>	<b>63%</b>	<b>24%</b>	<b>100%</b>	<b>(532)</b>
<b>--Potential Voters</b>					
<u>Party Affiliation</u>					
--Democrat	25	49	27	101	(175)
--Independent	8	68	24	100	(145)
--Republican	4	81	14	99	(160)
<u>Gender</u>					
--Male	14	67	19	100	(252)
--Female	12	59	30	101	(280)
<u>Past Surveys:</u>					
Sept. 18 – 25, 2002					
--Potential Voters	24%	43%	33%	100%	(547)
<u>Party Affiliation</u>					
-- Democrat	55	19	36	100	(156)
-- Independent	21	51	29	101	(172)
-- Republican	7	64	28	99	(165)
Sept. 3- 8, 2002					
Potential Voters	29%	36%	35%	100%	(537)
<u>Party Affiliation</u>					
-- Democrat	50	14	35	99	(184)
-- Independent	27	38	35	101	(142)
-- Republican	8	65	27	100	(165)

“How much interest do you have in the election for Senator - - a lot, some, a little or none at all?” [Q9]

	<u>A Lot</u>	<u>Some</u>	<u>A Little</u>	<u>None at All</u>	<u>DK</u>	<u>Total</u>	<u>(n)</u>
<b>October 3-6, 2002</b>	<b>50%</b>	<b>35%</b>	<b>11%</b>	<b>2%</b>	<b>--</b>	<b>98%</b>	<b>(532)</b>
<b>--Potential Voters</b>							
<u>Party Affiliation</u>							
--Democrat	48	36	13	3	1	101	(175)
--Independent	48	40	11	1	--	100	(145)
--Republican	53	35	10	1	1	100	(160)
<u>Gender</u>							
--Male	55	31	11	3	1	101	(252)
--Female	46	40	12	2	--	100	(280)
<u>Race</u>							
White	52	35	10	3	--	100	(422)
Black/Latino	42	41	16	1	--	100	(74)
<u>Past Surveys:</u>							
Sept. 3 – 8, 2002							
--Potential Voters	41%	41%	16%	1%	1%	100%	(537)
<u>Party Affiliation</u>							
--Democrat	35	46	17	2	--	100	(184)
--Independent	44	37	16	1	2	100	(142)
--Republican	47	35	15	1	2	100	(165)

“And how closely have you been following the campaign for Senator -- very closely, somewhat closely, or not very closely so far?” [Q10]

	<u>Very closely</u>	<u>Somewhat closely</u>	<u>Not very closely</u>	<u>DK</u>	<u>Total</u>	<u>(n)</u>
<b>October 3-6, 2002</b>						
-- Potential Voters	31%	46%	22%	--	99%	(532)
<i>Party Affiliation</i>						
--Democrat	31	45	23	1	100	(175)
--Independent	30	48	22	--	100	(145)
--Republican	33	48	19	--	100	(160)
<i>Gender</i>						
--Male	36	45	18	--	99	(252)
--Female	27	47	25	--	99	(280)
<i>Past Surveys:</i>						
Sept. 3 – 8, 2002						
-- Potential Voters	14%	45%	41%	--	100%	(537)
<i>Party Affiliation</i>						
--Democrat	10	49	41	--	100	(184)
--Independent	15	39	44	1	99	(142)
--Republican	16	46	37	--	99	(165)

“How much have you heard or read about Frank Lautenberg replacing Bob Torricelli on the ballot for the Democrats—a lot, some, just a little, or nothing at all?” [Q11]

	<u>Lot</u>	<u>Some</u>	<u>Little</u>	<u>Nothing</u>	<u>DK</u>	<u>Total</u>	<u>(n)</u>
<b>October 3-6, 2002</b>							
-- Potential Voters	49%	29%	15%	5%	1%	99%	(532)
<i>Party Affiliation</i>							
--Democrat	47	29	16	7	1	100	(175)
--Independent	49	29	16	6	--	100	(145)
--Republican	55	28	13	2	3	101	(160)
<i>Vote Choice</i>							
--Lautenberg	48	29	15	8	--	100	(219)
--Forrester	58	27	12	2	1	100	(197)
--Undecided	38	29	23	6	4	100	(110)
<i>Gender</i>							
--Male	57	25	12	5	2	101	(252)
--Female	43	32	18	6	1	100	(280)
<i>Likely Voters</i>	69	23	8	1	1	102	(298)

“Do you think the Democrats should have been allowed to replace Torricelli with Lautenberg in the election in November, or should Torricelli's name have been left on the ballot?” [Q13]

	<u>Allowed to replaced</u>	<u>Left on the ballot</u>	<u>Other</u>	<u>DK</u>	<u>Total</u>	<u>(n)</u>
<b>October 3-6, 2002</b>						
<b>-- Potential Voters</b>	<b>46%</b>	<b>39%</b>	<b>3%</b>	<b>11%</b>	<b>99%</b>	<b>(504)</b>
<i>Party Affiliation</i>						
--Democrat	70	20	1	9	100	(162)
--Independent	46	40	4	10	100	(136)
--Republican	22	63	4	10	99	(157)
<i>Vote Choice</i>						
--Lautenberg	76	17	1	5	99	(202)
--Forrester	19	68	5	9	101	(194)
--Undecided	40	30	4	26	100	(103)
<i>Gender</i>						
--Male	43	45	2	10	100	(240)
--Female	49	34	5	12	100	(264)
<i>Likely Voters</i>	45	42	4	8	99	(295)

“Regardless of who you plan to vote for, who do you think will win the election for Senator?” [Q14]

	<u>Lautenberg</u>	<u>Forrester</u>	<u>Someone else</u>	<u>DK</u>	<u>Total</u>	<u>(n)</u>
<b>October 3-6, 2002</b>						
<b>-- Potential Voters</b>	<b>36%</b>	<b>30%</b>	<b>1%</b>	<b>34%</b>	<b>101%</b>	<b>(504)</b>
<i>Party Affiliation</i>						
--Democrat	57	12	1	30	100	(162)
--Independent	32	35	--	33	100	(136)
--Republican	22	48	1	29	100	(157)
<i>Vote Choice</i>						
--Lautenberg	65	9	--	26	100	(202)
--Forrester	16	57	1	25	99	(194)
--Undecided	18	17	--	65	100	(103)
<i>Gender</i>						
--Male	37	33	1	29	100	(240)
--Female	36	27	--	38	101	(264)
<i>Likely Voters</i>	42	30	--	28	100	(295)