

Southam New Jersey Congressional District Fellowship Study

Submitted to:

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October, 2008

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Methodology

New Jersey 1st Congressional District

Zogby International was commissioned by the William J. Hughes Center for Public Policy at Richard Stockton College and the Press of Atlantic City to conduct a telephone survey of likely voters in the 1st Congressional District of New Jersey.

The sample is 400 interviews with a response rate of 100% between 10/27/08 to 10/29/08. Samples are randomly drawn from purchased lists of registered voters. Zogby International surveys employ sampling strategies in which selection probabilities are proportional to population size within area codes and exchanges. Efforts are made to reach a sampled phone number. Cooperation rates are calculated using one of AAPOR's approved methodologies¹ and are comparable to other professional public

New Jersey 2nd Congressional District

Zogby International was commissioned by the William J. Hughes Center for Public Policy at Richard Stockton College and the Press of Atlantic City to conduct a

The sample is 401 interviews with a response rate of 100% between 10/27/08 to 10/29/08. Samples are randomly drawn from purchased lists of registered voters. Zogby International surveys employ sampling strategies in which selection probabilities are proportional to population size within area codes and exchanges. Efforts are made to reach a sampled phone number. Cooperation rates are calculated using one of AAPOR's approved methodologies and are comparable to other professional public-opinion surveys conducted using similar sampling strategies. Weighting by party, age, race and gender is used to adjust for non-response. Margin of error is +/- 5.0 percentage points. Margin of error is +/- 5.0 percentage

¹ See COOP (p. 39) in Standard Definitions, Final Dispositions of Case Codes and Outcome Rates of 2007 COOP (p. 39) in Standard Definitions, Final Dispositions of Case Codes and Outcome Rates of Surveys. The American Association for Public Opinion Research (2000)

² Cooperation Tracking Study: April 2003 Update, Jane M. Sheppard and Shelly Haas. The Council for

New Jersey 3rd Congressional District

Public Policy at Richard Stockton College and the Press of Atlantic City to conduct a

Telephone Survey of likely voters in the 3rd Congressional District in New Jersey

The sample is not intended to be a statistically valid one with respect to voters. Zogby International surveys employ sampling strategies in which selection probabilities are proportional to population size within area codes and exchanges. Lists are made to reach a sampled phone number. Cooperation rates are calculated using one of the following methods: 1) a list of abbreviated memorized numbers and comparable to other professional number surveys; 2) a list of abbreviated memorized numbers; 3) a list of abbreviated memorized numbers. *race and gender* is used to adjust for non-response. Margin of error is +/- 5.0 percentage points. Margins of error are higher in sub-groups.

Sample Characteristics	Frequency	Percent*
Sample size	1203	100
1 st Congressional District	400	33
2 nd Congressional District	401	33
3 rd Congressional District	402	34
<hr/>		
Somewhat likely to vote	36	3
Democrat	545	45
Republican	403	34
Independent/unaffiliated	248	21
<hr/>		
18-29	105	9
30-49	446	38
50-64	373	32
65+	248	21
18-24	43	4
25-34	199	17
35-54	477	41
55-69	286	24
70+	168	14
Did not answer age	31	--
White	934	79
Hispanic	75	6
African American	146	12
Asian/Pacific	10	1
Other/mixed	12	1

<i>Did not answer race</i>	20	--
Roman Catholic	514	43
Protestant	426	36
Jewish	37	3
Muslim	8	1
Atheist	26	2
<i>Orthodox/Other</i>	179	15
<i>Did not answer religion</i>	13	--
Less than \$25,000	111	11
\$25,000-\$34,999	88	8
\$35,000-\$49,999	124	12
\$50,000-\$74,999	233	22
\$75,000-\$99,999	195	18
\$100,000 or more	314	30
<i>Did not answer income</i>	139	--
Male	580	48
Female	623	52

* Numbers have been rounded to the nearest percent and might not total 100.

II. Executive Summary

Half of the Southern New Jersey House districts called for a runoff election. In the combined districts, the runoff election was held for 50% of the voters. The runoff election was held for 50% of the voters within the margin of error.

Half of the combined districts also saw that vice presidential candidate Clark. Clark and Joe Biden have not been named yet. There will vote for vice president. Clark and Biden have not been named yet. There will vote for vice president. Clark and Biden have not been named yet. There will vote for vice president.

Clark and Biden have not been named yet. There will vote for vice president. Clark and Biden have not been named yet. There will vote for vice president. Clark and Biden have not been named yet. There will vote for vice president.

Those percentages are just about the same as they were for September, as even though Lauchlin saw a very sharp drop in overall support in the combined districts.

In the race for the 1st Congressional District seat, Bob Andrews is still heavily favored over Dale Glading, but Andrews' support fell very slightly from September to

error, and LoBiondo is still heavily favored

In the 3rd Congressional District race, John Adler's support increased very slightly from last month, but that change was within the margin of error. Chris Myer's support

recent financial bailout package would make no difference in how the vote for that person. Of those who say it would make a difference, more than twice as many would be more likely to vote for the candidate, while one in seven say it would make them less likely.

Jobs and the economy and the war in Iraq/Daca/Border policy remained the top two issues facing the U.S. and the Southern New Jersey House districts. The top two issues facing the U.S. and the Southern New Jersey House districts.

Three quarters of the combined districts say they are not familiar with the WSHI

Trustee Center which is up slightly from last month. CPD has

information and conduct rolls, which is down slightly from last month

III. Narrative Analysis

1. If the November 4th presidential election was held today and the candidates were
 2. If the November 4th presidential election was held today and the candidates were

TABLE 1. PRESIDENTIAL ELECTION

	October				September			
	1 st CD	2 nd CD	3 rd CD	Combined	1 st CD	2 nd CD	3 rd CD	Combined
Obama	61	40	45	52	55	42	46	49
McCain	29	42	44	39	31	43	44	39
Someone else	3	1	4	3	2	1	1	1
Not sure	7	8	8	7	13	13	9	12

Half (52%) of the Southern New Jersey respondents say they would vote for Barack Obama if the presidential election were held today, while two-fifths (39%) say they would vote for John McCain.

Slightly more say they would vote for Obama in October (52%) than did in September (49%), and slightly less say they would vote for McCain (39% to 42%), but both changes are within the margin of error. The percentage of Southern New Jersey residents that say they would vote for McCain was exactly the same both months (39%).

Obama's support among Southern New Jersey voters increased significantly from 58% in September to 77% in October, while McCain's support dropped significantly among 18-29 year-olds from 33% in September to 22% in October. McCain's support also fell among seniors (49% to 41%), but gained among 30-49 year-olds (34% to 41%).

but increased among men (41% to 48%), while Obama's support has jumped among women (40% to 60%) and decreased slightly among seniors (49% to 40%).

Obama's support among Southern New Jersey whites increased slightly from 40% to 45%, and among African-Americans from 85% to 90%. Meanwhile, McCain's support

Support of Obama increased slightly in both the 1st Congressional District (55% to 61%), and in the 2nd Congressional District (43% to 49%).

Democratic candidate Joe Biden influenced how you will vote for vice president?

	1st CD	2nd CD	3rd CD	Combined
Yes	50	39	48	46
No	49	58	51	52
Not sure	1	3	1	2

Half (52%) of the Southern New Jersey residents polled say that vice presidential

candidate Sen. Kamala Harris influenced how they will vote for vice president, but slightly less than half (46%) say that they have

been influenced by Harris. Residents in the 1st (50%) and 2nd (39%) Congressional Districts are more likely than those in the 3rd (48%) to say that the vice

African Americans (52%) are more likely than whites (46%) and Hispanics (39%)

president.

Those aged 30-49 are the most likely age group to say that their presidential vote has not been influenced by the vice presidential candidates (58%)

5. If the November 4th U.S. Senate election was held today and the candidates were Republican Dick Zimmer and Democrat Frank Lautenberg, for whom would you vote?

Table 5: U.S. Senate Election

	October			September			2nd	Combined
	1st CD	2nd CD	3rd CD	1st CD	2nd CD	3rd CD		
Lautenberg	50	42	41	44	35	40	45	40
Zimmer	27	36	41	35	29	35	38	34
Someone else	3	2	3	3	1	3	5	3
Not sure	20	19	16	18	15	17	13	15

Just over two fifths (44%) of the combined districts say they would vote for Frank Lautenberg if the election for U.S. Senate were held today, while about a third (35%) say they would choose Dick Zimmer. Close to a fifth (19%) are unsure who they would vote

The general election for October was held for the primary election for October 1st
 districts (48% to 44%) and within the 1st Congressional District (55% to 50%) the
 changes fall within the margin of error.

6. If the November 4th 1st Congressional District election was held today and the
 candidates were Republican Dale Glading and Democrat Roh Andrews, how would you
 vote?

Table 4. 1st Congressional District Election

	October	September
Andrews	69	73
Glading	18	16
Someone else	2	1
Not sure	11	9

Roh Andrews support fell very slightly from September to October (73% to 69%)
 and Dale Glading's increased very slightly (16% to 18%), but the changes are within the
 margin of error.

8. If the November 4th 2nd Congressional District election was held today and the
 candidates were Republican Frank LoBiondo and Democrat David Kurkowski, how
 would you vote?

Table 5. 2nd Congressional District Election

	October	September
LoBiondo	59	62
Kurkowski	29	26
Someone else	0	0
Not sure	12	12

Frank LoBiondo's support fell very slightly from September to October (60% to
 59%) and David Kurkowski's increased very slightly (26% to 29%), but the changes are
 within the margin of error.

9. If the November 4th 2nd Congressional District election was held today and the candidates were Republican Chris Myers and Democrat John Adler, for whom would you vote?

Table 6. 3rd Congressional District Election

	October	September
Myers	39	39
Someone else	4	3
Not sure	17	22

John Adler's support increased very slightly from September to October (37% to 40%) but that change was within the margin of error. Chris Myers' support stayed exactly the same.

10. What are the two top issues facing the country today? (Choose up to two.)

Table 7. Top Two Issues Facing the U.S.

	October				September			
	1 st	2 nd	3 rd	Combined	1 st	2 nd	3 rd	Combined
Jobs and the economy	80	74	70	78	76	67	74	72
War in Iraq/ Iraq/Terrorism	30	32	36	33	34	27	37	33
Health care/insurance/ prescription drugs								
Taxes	11	17	13	14	11	17	13	14
Terrorism/Security	8	15	18	14	10	15	12	12
Budget/Spending/Deficit	7	6	3	5	8	7	9	8
Education/Schools	10	3	7	7	6	6	8	7
Immigration	3	3	3	3	5	9	7	7
Gas prices	3	5	3	4	7	8	6	7
Social Security/Elderly	4	3	3	3	5	7	3	5
Environment	4	5	4	4	5	4		
Not sure/None	2	0	0	1	1	2		1

***(Number in parentheses denotes frequency of similar response):**

CD1: Abortion (2); Energy (5); lack of leadership/integrity (2); Marriage crisis (2); ~~Overpopulation~~
 lack of morality; Lack of accountability; lack of transparency; instability in economy; Death penalty; Pro-life; Socialism; All of the
 above

CD2: Housing crisis (3); Government corruption/incompetence (3); Supreme Court
 appointments (2); Energy (2); All of the above (2); ~~Overpopulation~~; Abortion; Unhiding the
 constitution; Lack of morals; Women's rights; Younger generation; Socialism

CD3: Abortion (4); Energy (1); ~~Some issues surrounding the economy~~
 Government corruption/incompetence; Lack of morality; Women's rights

Jobs and the economy (78%) and the war in Iraq/Peace/Foreign policy (73%)

72% to 78%.

The biggest issues in importance for the issue of jobs and the economy
 in the 2nd Congressional District (67% to 74%)

11. How much more likely or less likely would you be to support the recent financial bailout package, or would it make no
 difference in your vote?

Table 8. Effect of Bailout Vote

	difference			sure			No	Not
2 nd CD	9	13	22	6	7	13	62	3
3 rd CD	9	13	22	8	3	11	62	4
Combined	9	10	19	8	6	14	62	5

69% of those who support the recent financial bailout package would make no difference in how they vote
 for that person. Of those who say it would make a difference, 50% (100%) say it would
 make them more likely to vote for the candidate, while one in seven (14%) say it would
 make them less likely.

Those in the 1st Congressional District are most likely to say that a candidate

supporting the recent financial bailout package would make no difference in how they vote
 for that person.

Hispanics (42%) and African Americans (26%) are much more likely than whites (15%) to say they would be more likely to vote for a candidate who supported the financial bailout, as are 16-27 year-olds (47%) compared to 50-77 year-olds (17%).

vs. those making \$25-35K (11%), \$35-50K (23%), \$50-75 (18%), \$75-100K (12%), and over \$100K (18%).

13. Which of the following do you think is most responsible for the economic downturn in the United States in recent months?

Table 9. Hughes Center Responsibility

	October				September			
	1 st	2 nd	3 rd	Combined	1 st	2 nd	3 rd	Combined
Disseminating information	5	4	7	5	7	5	7	5
Conducting polls	4	3	1	5	4	2	3	3
Both	14	21	11	16	22	28	19	23
Neither	1	2	0	1	3	3	0	2
Not familiar	76	69	81	75	67	62	74	68
Not sure	0	1	2	1	1	0	0	0

Three quarters (75%) of Southern New Jersey likely voters say they are not familiar with the William J. Hughes Center, which is up slightly from September (68%).

Those who are familiar with the center, 19%, say the primary responsibility should be to both disseminate information and conduct polls, which is down slightly from last month (25%).

Those in the 2nd Congressional District are the most likely to be unfamiliar with the Hughes Center (61%), which is up slightly from September (47%).