



FOR IMMEDIATE RELEASE

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2006 rematch closer but Menendez still beats Kean, others

Raleigh, N.C. – It was the closest re-election of any Democratic U.S. Senate incumbent that year, but at nine points, Robert Menendez’s margin over new State Senate Minority Leader Tom Kean, Jr., in 2006 speaks to how strong a year it was for the Democratic Party. If the two tangled again now, Menendez would barely squeak by, but he would beat two other potential opponents by much wider margins, looking ahead to his presumed 2012 bid for a second full and third partial term.

Menendez tops Kean now only 41-39 after soundly defeating him 53-44 just over four years ago. But Menendez beats outspoken talk show host Lou Dobbs, 47-35, and Lieutenant Governor Kim Guadagno, 45-30.

Menendez takes twice as many Republicans as either Guadagno or Dobbs do Democrats, but Kean makes up for the GOP’s large party-registration deficit by almost reversing that trend, pulling 12% of Democrats from Menendez and seeing only 7% of his party go the other way. Kean and Dobbs top Menendez by similar 42-34 and 41-37 margins with independents, while Guadagno trails with that group, 29-33.

Voters are split on Menendez’s job performance, 37-38, not good in a state so strongly Democratic. A quarter of voters, including his own partymates, still are unsure how they feel about him, and those Democrats give him only a 57-16 spread, while two-thirds of Republicans disapprove, and independents break down 32-44 against him. Just over half the state still has no opinion on the son of the former governor, but those who do know Kean break 31-18 in his favor. Even Democrats narrowly favor him, 26-22, and independents, 29-14. Those numbers are pretty good when compared to Dobbs’ overall 25-30 favorability rating and Guadagno’s 10-18. But 72% are unaware of Guadagno.

“We’ve known for months now that Menendez has weak approval numbers,” said Dean Debnam, President of Public Policy Polling. “The good news for him is despite that he still leads all his potential opponents for reelection. But there’s a good chance it won’t be easy.”

PPP surveyed 520 New Jersey voters from January 6th to 9th. The survey’s margin of error is +/-4.3%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

[Complete results are attached, and can be found at www.publicpolicypolling.com.](http://www.publicpolicypolling.com)

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New Jersey Survey Results

Q1 Do you approve or disapprove of Senator Frank Lautenberg's job performance?

Approve 41%
Disapprove..... 38%
Not sure 21%

Q2 Do you approve or disapprove of Senator Robert Menendez's job performance?

Approve 37%
Disapprove..... 38%
Not sure 24%

Q3 Do you have a favorable or unfavorable opinion of Lou Dobbs?

Favorable..... 25%
Unfavorable 30%
Not sure 46%

Q4 Do you have a favorable or unfavorable opinion of Kim Guadagno?

Favorable..... 10%
Unfavorable 18%
Not sure 72%

Q5 Do you have a favorable or unfavorable opinion of Tom Kean, Jr.?

Favorable..... 31%
Unfavorable 18%
Not sure 51%

Q7 If the candidates for US Senate next year were Democrat Robert Menendez and Republican Lou Dobbs, who would you vote for?

Robert Menendez 47%
Lou Dobbs 35%
Undecided..... 18%

Q8 If the candidates for US Senate next year were Democrat Robert Menendez and Republican Kim Guadagno, who would you vote for?

Robert Menendez 45%
Kim Guadagno..... 30%
Undecided..... 24%

Q9 If the candidates for US Senate next year were Democrat Robert Menendez and Republican Tom Kean, Jr., who would you vote for?

Robert Menendez 41%
Tom Kean, Jr...... 39%
Undecided..... 19%

Q10 Would you describe yourself as a liberal, moderate, or conservative?

Liberal..... 18%
Moderate..... 48%
Conservative..... 34%

Q11 If you are a woman, press 1. If a man, press 2.

Woman 53%
Man..... 47%

Q12 If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

Democrat 43%
Republican..... 29%
Independent/Other..... 27%

Q13 If you are Hispanic, press 1. If white, press 2. If African-American, press 3. If other, press 4.

Hispanic..... 10%
White 69%
African-American 13%
Other..... 8%



Q14 If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.

<i>18 to 29</i>	14%
<i>30 to 45</i>	28%
<i>46 to 65</i>	37%
<i>Older than 65</i>	21%



Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Lautenberg Approval				
Approve	41%	66%	46%	20%
Disapprove	38%	9%	35%	57%
Not sure	21%	25%	19%	23%

	Base	Ideology		
		Liberal	Moderate	Conservative
Menendez Approval				
Approve	37%	64%	43%	15%
Disapprove	38%	12%	36%	56%
Not sure	24%	24%	21%	29%

	Base	Ideology		
		Liberal	Moderate	Conservative
Dobbs Favorability				
Favorable	25%	15%	20%	37%
Unfavorable	30%	46%	35%	13%
Not sure	46%	39%	45%	50%

	Base	Ideology		
		Liberal	Moderate	Conservative
Guadagno Favorability				
Favorable	10%	6%	11%	11%
Unfavorable	18%	24%	20%	12%
Not sure	72%	70%	69%	78%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Kean Favorability				
Favorable	31%	19%	32%	37%
Unfavorable	18%	29%	16%	13%
Not sure	51%	53%	52%	50%

	Base	Ideology		
		Liberal	Moderate	Conservative
Menendez/Dobbs				
Robert Menendez	47%	83%	54%	18%
Lou Dobbs	35%	2%	29%	61%
Undecided	18%	14%	17%	20%

	Base	Ideology		
		Liberal	Moderate	Conservative
Menendez/Guadagno				
Robert Menendez	45%	80%	50%	20%
Kim Guadagno	30%	1%	25%	53%
Undecided	24%	19%	25%	26%

	Base	Ideology		
		Liberal	Moderate	Conservative
Menendez/Kean				
Robert Menendez	41%	81%	43%	18%
Tom Kean, Jr.	39%	2%	37%	61%
Undecided	19%	17%	19%	21%





Crosstabs

	Base	Gender	
		Woman	Man
Lautenberg Approval			
Approve	41%	43%	38%
Disapprove	38%	31%	45%
Not sure	21%	25%	17%

	Base	Gender	
		Woman	Man
Menendez Approval			
Approve	37%	40%	35%
Disapprove	38%	31%	46%
Not sure	24%	29%	19%

	Base	Gender	
		Woman	Man
Dobbs Favorability			
Favorable	25%	19%	31%
Unfavorable	30%	27%	33%
Not sure	46%	54%	36%

	Base	Gender	
		Woman	Man
Guadagno Favorability			
Favorable	10%	11%	9%
Unfavorable	18%	18%	18%
Not sure	72%	71%	73%





Crosstabs

	Base	Gender	
		Woman	Man
Kean Favorability			
Favorable	31%	33%	29%
Unfavorable	18%	14%	21%
Not sure	51%	53%	50%

	Base	Gender	
		Woman	Man
Menendez/Dobbs			
Robert Menendez	47%	50%	45%
Lou Dobbs	35%	28%	44%
Undecided	18%	23%	12%

	Base	Gender	
		Woman	Man
Menendez/Guadagno			
Robert Menendez	45%	46%	44%
Kim Guadagno	30%	26%	35%
Undecided	24%	28%	21%

	Base	Gender	
		Woman	Man
Menendez/Kean			
Robert Menendez	41%	42%	41%
Tom Kean, Jr.	39%	36%	42%
Undecided	19%	22%	17%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Lautenberg Approval				
Approve	41%	59%	14%	40%
Disapprove	38%	16%	65%	43%
Not sure	21%	24%	20%	17%

	Base	Party		
		Democrat	Republican	Independent/Other
Menendez Approval				
Approve	37%	57%	13%	32%
Disapprove	38%	16%	67%	44%
Not sure	24%	27%	20%	25%

	Base	Party		
		Democrat	Republican	Independent/Other
Dobbs Favorability				
Favorable	25%	15%	35%	29%
Unfavorable	30%	37%	15%	34%
Not sure	46%	48%	50%	37%

	Base	Party		
		Democrat	Republican	Independent/Other
Guadagno Favorability				
Favorable	10%	7%	17%	7%
Unfavorable	18%	22%	13%	16%
Not sure	72%	70%	70%	77%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Kean Favorability				
Favorable	31%	26%	40%	29%
Unfavorable	18%	22%	14%	14%
Not sure	51%	52%	46%	57%

	Base	Party		
		Democrat	Republican	Independent/Other
Menendez/Dobbs				
Robert Menendez	47%	77%	14%	37%
Lou Dobbs	35%	7%	71%	41%
Undecided	18%	16%	16%	22%

	Base	Party		
		Democrat	Republican	Independent/Other
Menendez/Guadagno				
Robert Menendez	45%	74%	14%	33%
Kim Guadagno	30%	7%	66%	29%
Undecided	24%	19%	20%	38%

	Base	Party		
		Democrat	Republican	Independent/Other
Menendez/Kean				
Robert Menendez	41%	70%	7%	34%
Tom Kean, Jr.	39%	12%	78%	42%
Undecided	19%	19%	16%	24%





Crosstabs

	Base	Race			
		Hispanic	White	African-American	Other
Lautenberg Approval					
Approve	41%	30%	40%	52%	42%
Disapprove	38%	39%	43%	16%	29%
Not sure	21%	31%	17%	32%	29%

	Base	Race			
		Hispanic	White	African-American	Other
Menendez Approval					
Approve	37%	31%	33%	63%	37%
Disapprove	38%	46%	43%	10%	36%
Not sure	24%	23%	24%	27%	27%

	Base	Race			
		Hispanic	White	African-American	Other
Dobbs Favorability					
Favorable	25%	28%	28%	11%	16%
Unfavorable	30%	31%	27%	36%	37%
Not sure	46%	40%	45%	53%	47%

	Base	Race			
		Hispanic	White	African-American	Other
Guadagno Favorability					
Favorable	10%	7%	12%	7%	5%
Unfavorable	18%	24%	17%	20%	14%
Not sure	72%	70%	71%	74%	81%





Crosstabs

	Base	Race			
		Hispanic	White	African-American	Other
Kean Favorability					
Favorable	31%	26%	35%	27%	11%
Unfavorable	18%	18%	17%	17%	26%
Not sure	51%	55%	48%	56%	64%

	Base	Race			
		Hispanic	White	African-American	Other
Menendez/Dobbs					
Robert Menendez	47%	49%	40%	82%	59%
Lou Dobbs	35%	31%	43%	5%	22%
Undecided	18%	20%	18%	14%	19%

	Base	Race			
		Hispanic	White	African-American	Other
Menendez/Guadagno					
Robert Menendez	45%	47%	39%	77%	50%
Kim Guadagno	30%	31%	35%	5%	25%
Undecided	24%	22%	26%	18%	25%

	Base	Race			
		Hispanic	White	African-American	Other
Menendez/Kean					
Robert Menendez	41%	49%	32%	72%	61%
Tom Kean, Jr.	39%	35%	46%	8%	31%
Undecided	19%	16%	21%	19%	8%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Lautenberg Approval					
Approve	41%	40%	37%	41%	47%
Disapprove	38%	46%	32%	41%	34%
Not sure	21%	14%	31%	18%	19%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Menendez Approval					
Approve	37%	43%	41%	35%	32%
Disapprove	38%	40%	36%	41%	36%
Not sure	24%	17%	23%	24%	32%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Dobbs Favorability					
Favorable	25%	26%	25%	25%	23%
Unfavorable	30%	26%	29%	33%	28%
Not sure	46%	49%	46%	42%	49%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Guadagno Favorability					
Favorable	10%	17%	7%	9%	11%
Unfavorable	18%	20%	21%	17%	14%
Not sure	72%	63%	72%	74%	75%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Kean Favorability					
Favorable	31%	26%	30%	32%	35%
Unfavorable	18%	20%	14%	21%	15%
Not sure	51%	54%	56%	48%	50%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Menendez/Dobbs					
Robert Menendez	47%	60%	47%	45%	43%
Lou Dobbs	35%	29%	34%	37%	37%
Undecided	18%	11%	18%	18%	20%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Menendez/Guadagno					
Robert Menendez	45%	60%	44%	43%	42%
Kim Guadagno	30%	29%	32%	31%	28%
Undecided	24%	11%	24%	26%	29%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Menendez/Kean					
Robert Menendez	41%	46%	43%	40%	40%
Tom Kean, Jr.	39%	37%	38%	41%	39%
Undecided	19%	17%	19%	20%	22%

