

FOR IMMEDIATE RELEASE

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INTERVIEWS: DEAN DEBNAM 888-621-6988 / 919-880-4888 (serious media inquiries only please, other questions can be directed to Tom Jensen)

QUESTIONS ABOUT THE POLL: TOM JENSEN 919-744-6312

Obama Popularity Dropping in New Jersey

Raleigh, N.C. – When Robert Torricelli looked bound for defeat in 2002 Democrats replaced him on the ballot with Frank Lautenberg at the last minute to hold onto the seat. With Jon Corzine looking at this point like he’s probably going to lose, Public Policy Polling tested to see whether the party might be better off with Newark Mayor Cory Booker or Congressman Frank Pallone as its nominee for this year.

The answer with Pallone is a definite no. Only 14% of voters in the state have a favorable opinion of him while 25% view him negatively. Voters might not like the leadership in Trenton right now, but the idea of fixing it with a Washington politician does not seem to have much appeal. Pallone trails Chris Christie 43-23 in a potential contest, with Chris Daggett winning 15%.

A Booker candidacy is a more promising prospect. 41% of voters have a positive opinion of him, nine points higher than Corzine, and only 20% view him unfavorably, 40 points lower than Corzine. A narrow plurality of Republicans even have a positive opinion of Booker, something very unusual in these days of polarized party politics.

Booker still trails Christie by a similar margin to Corzine though, 41-33, with Daggett picking up 13%.

“In 2002 when New Jersey Democrats changed their Senate nominee it went from a likely loss to a relatively easy win almost instantly,” said Dean Debnam, President of Public Policy Polling. “But if they tried that this year it looks like they’d continue polling just as poorly as they already are.”

Christie currently leads Corzine 44-35, with Daggett at 13%.

PPP surveyed 500 likely New Jersey voters from September 11th to 14th. The survey’s margin of error is +/-4.5%. 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.

If you would like an interview regarding this release, please contact Dean Debnam at (888) 621-6988 or 919-880-4888.



New Jersey Survey Results

Q1 Do you have a favorable or unfavorable opinion of Newark Mayor Cory Booker? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

Favorable..... 41% *Not Sure*..... 39%
Unfavorable..... 20%

Q2 Do you have a favorable or unfavorable opinion of Congressman Frank Pallone? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

Favorable..... 14%
Unfavorable 25%
Not Sure..... 62%

Q3 If Jon Corzine was replaced on the ballot by Cory Booker, would you vote for Democrat Cory Booker, Republican Chris Christie, or independent Chris Daggett? If Cory Booker, press 1. If Chris Christie, press 2. If Chris Daggett, press 3. If you're undecided, press 4.

Booker..... 33% *Daggett* 13%
Christie..... 41% *Undecided*..... 13%

Q4 If Jon Corzine was replaced on the ballot by Frank Pallone, would you vote for Democrat Frank Pallone, Republican Chris Christie, or independent Chris Daggett? If Frank Pallone, press 1. If Chris Christie, press 2. If Chris Daggett, press 3. If you're undecided, press 4.

Pallone..... 23% *Daggett* 15%
Christie..... 43% *Undecided*..... 19%

Q5 If you are a liberal, press 1. If a moderate, press 2. If a conservative, press 3.

Liberal..... 19%
Moderate..... 52%
Conservative..... 29%

Q6 If you are a woman, press 1, if a man, press 2.

Woman 53%
Man..... 47%

Q7 If you are a Democrat, press 1. If you are a Republican, press 2. If you are an independent or identify with another party, press 3.

Democrat 39%
Republican..... 33%
Independent/Other..... 28%

Q8 If you are Hispanic, press 1. If white, press 2. If African American, press 3. If other, press 4.

Hispanic..... 12%
White 73%
African American 9%
Other..... 6%

Q9 If you are 18 to 29 years old, press 1 now. If you are 30 to 45, press 2. If you are 46 to 65, press 3. If older, press 4.

18 to 29..... 12%
30 to 45..... 24%
46 to 65..... 45%
Older than 65..... 19%

Q10

201..... 11%
609..... 19%
732..... 26%
856..... 16%
908..... 14%
973..... 14%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Booker Favorability				
Favorable	41%	54%	40%	34%
Unfavorable	20%	11%	20%	28%
Not Sure	39%	35%	40%	39%

	Base	Ideology		
		Liberal	Moderate	Conservative
Pallone Favorability				
Favorable	14%	22%	13%	8%
Unfavorable	25%	5%	27%	33%
Not Sure	62%	73%	59%	59%

	Base	Ideology		
		Liberal	Moderate	Conservative
Booker/Christie/Daggett				
Booker	33%	61%	35%	12%
Christie	41%	5%	36%	70%
Daggett	13%	9%	16%	10%
Undecided	13%	24%	13%	8%

	Base	Ideology		
		Liberal	Moderate	Conservative
Pallone/Christie/Daggett				
Pallone	23%	41%	26%	6%
Christie	43%	7%	38%	75%
Daggett	15%	14%	18%	11%
Undecided	19%	37%	19%	8%





Crosstabs

	Base	Gender	
		Woman	Man
Booker Favorability			
Favorable	41%	43%	38%
Unfavorable	20%	16%	25%
Not Sure	39%	41%	37%

	Base	Gender	
		Woman	Man
Pallone Favorability			
Favorable	14%	11%	17%
Unfavorable	25%	18%	33%
Not Sure	62%	72%	50%

	Base	Gender	
		Woman	Man
Booker/Christie/Daggett			
Booker	33%	33%	34%
Christie	41%	40%	41%
Daggett	13%	12%	14%
Undecided	13%	16%	10%

	Base	Gender	
		Woman	Man
Pallone/Christie/Daggett			
Pallone	23%	22%	24%
Christie	43%	39%	47%
Daggett	15%	13%	17%
Undecided	19%	26%	12%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Booker Favorability				
Favorable	41%	55%	29%	35%
Unfavorable	20%	12%	27%	24%
Not Sure	39%	33%	44%	41%

	Base	Party		
		Democrat	Republican	Independent/Other
Pallone Favorability				
Favorable	14%	22%	6%	10%
Unfavorable	25%	11%	34%	34%
Not Sure	62%	67%	60%	55%

	Base	Party		
		Democrat	Republican	Independent/Other
Booker/Christie/Daggett				
Booker	33%	61%	9%	23%
Christie	41%	11%	74%	43%
Daggett	13%	10%	9%	22%
Undecided	13%	18%	8%	13%

	Base	Party		
		Democrat	Republican	Independent/Other
Pallone/Christie/Daggett				
Pallone	23%	42%	6%	16%
Christie	43%	11%	78%	47%
Daggett	15%	14%	8%	25%
Undecided	19%	33%	9%	13%





Crosstabs

	Base	Race			
		Hispanic	White	African American	Other
Booker Favorability					
Favorable	41%	37%	40%	63%	29%
Unfavorable	20%	28%	21%	5%	19%
Not Sure	39%	35%	39%	32%	52%

	Base	Race			
		Hispanic	White	African American	Other
Pallone Favorability					
Favorable	14%	18%	13%	11%	17%
Unfavorable	25%	35%	24%	11%	30%
Not Sure	62%	46%	63%	78%	53%

	Base	Race			
		Hispanic	White	African American	Other
Booker/Christie/Daggett					
Booker	33%	41%	27%	70%	36%
Christie	41%	21%	48%	5%	43%
Daggett	13%	22%	12%	14%	9%
Undecided	13%	15%	13%	11%	11%

	Base	Race			
		Hispanic	White	African American	Other
Pallone/Christie/Daggett					
Pallone	23%	25%	20%	48%	23%
Christie	43%	24%	51%	2%	43%
Daggett	15%	29%	13%	8%	23%
Undecided	19%	22%	17%	41%	11%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Booker Favorability					
Favorable	41%	33%	41%	44%	38%
Unfavorable	20%	22%	22%	20%	18%
Not Sure	39%	44%	37%	37%	44%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Pallone Favorability					
Favorable	14%	17%	13%	12%	16%
Unfavorable	25%	28%	27%	25%	21%
Not Sure	62%	56%	60%	63%	63%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Booker/Christie/Daggett					
Booker	33%	33%	42%	31%	27%
Christie	41%	39%	37%	43%	40%
Daggett	13%	17%	10%	12%	16%
Undecided	13%	11%	11%	14%	16%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Pallone/Christie/Daggett					
Pallone	23%	33%	23%	19%	24%
Christie	43%	33%	42%	48%	37%
Daggett	15%	22%	12%	13%	18%
Undecided	19%	11%	23%	19%	21%





Crosstabs

	Base	Area Code					
		201	609	732	856	908	973
Booker Favorability							
Favorable	41%	52%	25%	46%	22%	43%	61%
Unfavorable	20%	17%	30%	16%	22%	17%	19%
Not Sure	39%	31%	45%	38%	55%	40%	20%

	Base	Area Code					
		201	609	732	856	908	973
Pallone Favorability							
Favorable	14%	19%	15%	20%	7%	8%	8%
Unfavorable	25%	17%	22%	27%	29%	26%	25%
Not Sure	62%	64%	64%	53%	63%	66%	67%

	Base	Area Code					
		201	609	732	856	908	973
Booker/Christie/Daggett							
Booker	33%	48%	27%	32%	30%	27%	40%
Christie	41%	29%	42%	41%	40%	49%	39%
Daggett	13%	8%	14%	14%	9%	19%	12%
Undecided	13%	15%	17%	13%	20%	5%	9%

	Base	Area Code					
		201	609	732	856	908	973
Pallone/Christie/Daggett							
Pallone	23%	28%	22%	25%	27%	21%	13%
Christie	43%	36%	43%	45%	39%	51%	39%
Daggett	15%	15%	16%	15%	9%	16%	19%
Undecided	19%	21%	19%	14%	25%	13%	29%

