



WNBC/Marist Poll

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New Jersey Race for Governor

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All references must be sourced WNBC/Marist Poll

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This WNBC/Marist Poll reports:

- Jon Corzine opens up a lead over Doug Forrester in race for governor:** Democrat Jon Corzine has pulled ahead of his Republican opponent Doug Forrester by 10 points among New Jersey voters likely to vote on Election Day. Earlier this month, Corzine and Forrester were neck and neck. Now, Corzine receives the support of 50% of likely voters compared with 40% for Forrester. One percent mentions another candidate, and 9% are undecided. When undecided voters are asked which candidate they are leaning toward, the margin separating the candidates remains at 10 points with 51% for Jon Corzine and 41% for Doug Forrester. 7% of likely voters are still undecided.

Question Wording: If the election for governor were held today, whom would you support if the candidates are:

	Doug Forrester Republican	Jon Corzine Democrat	Other	Undecided
October 28, 2005				
Likely Voters	40%	50%	1%	9%
Likely Voters w/ Leaners	41%	51%	1%	7%
Registered Voters	38%	47%	<1%	15%
October 10, 2005				
Likely Voters	43%	44%	<1%	13%
Likely Voters w/ Leaners	45%	47%	<1%	8%
Registered Voters	38%	45%	<1%	17%

- **Behind the numbers...Corzine's lead is mostly attributed to a shift among Democrats:**

In a race for governor already characterized by a wide partisan divide, Jon Corzine's improved standing among voters is mostly due to a return to the party line by Democrats who previously supported Doug Forrester. Among Democrats likely to vote on Election Day, the margin separating the candidates for governor increased to 72% from 54% earlier this month.

Question Wording: If the election for governor were held today, whom would you support if the candidates are:

Likely Voters		Doug Forrester Republican	Jon Corzine Democrat	Other	Undecided
Party					
Democrat	(42%)				
October 28, 2005		10%	82%	<1%	8%
October 10, 2005		20%	74%	<1%	6%
Republican	(38%)				
October 28, 2005		73%	18%	1%	8%
October 10, 2005		78%	11%	<1%	11%
Independent	(20%)				
October 28, 2005		38%	47%	1%	14%
October 10, 2005		33%	47%	<1%	20%
Ideology					
Liberal	(21%)				
October 28, 2005		5%	87%	<1%	8%
October 10, 2005		21%	68%	<1%	11%
Moderate	(49%)				
October 28, 2005		40%	50%	<1%	10%
October 10, 2005		35%	50%	<1%	15%
Conservative	(30%)				
October 28, 2005		69%	23%	1%	7%
October 10, 2005		73%	20%	<1%	7%
Gender					
Men	(48%)				
October 28, 2005		42%	48%	<1%	10%
October 10, 2005		44%	42%	<1%	14%
Women	(52%)				
October 28, 2005		38%	52%	1%	9%
October 10, 2005		42%	47%	<1%	11%

- **Many voters are firmly committed to their choice for governor:** 65% of likely voters who have a preference in the race for governor strongly support their candidate. 26% say they somewhat support their choice, and only 8% say they might vote differently on Election Day. 61% of Doug Forrester's supporters say they are firmly committed to him compared with 68% of Jon Corzine's supporters who say they strongly support their choice.

Question Wording: Would you say that you strongly support (candidate name), somewhat support (candidate name), or do you think that you might vote differently on Election Day?

Likely Voters	Strongly Support	Somewhat Support	Might Vote Differently	Unsure
October 28, 2005	65%	26%	8%	1%
Doug Forrester	61%	28%	9%	2%
Jon Corzine	68%	23%	8%	1%

- **Attack ads have not gone unnoticed:** 78% of registered voters believe the candidates for governor have spent more time attacking each other rather than talking about the issues, an increase of 20 points from a similar poll conducted earlier this month. Only 13% think the campaigns have focused more on the issues. 9% are unsure.

Question Wording: In general, do you feel that the candidates for governor have spent more time talking about their positions on the issues or attacking each other?

Registered Voters	Talking Issues	Attacking Each Other	Unsure
October 28, 2005	13%	78%	9%
October 10, 2005	29%	58%	13%

- **Attack ads are taking their toll:** Voters are more divided over their impressions of both Doug Forrester and Jon Corzine than they were just a few weeks ago. Only 5 points separate Doug Forrester's positive and negative scores compared with 19 points earlier this month. Similarly, the margin between Jon Corzine's favorable and unfavorable ratings from voters has narrowed from 21 points to 9 points.

Question Wording: In general, do you have a favorable or an unfavorable impression of Doug Forrester/Jon Corzine?

Registered Voters	Favorable	Unfavorable	Unsure/Never Heard
Doug Forrester			
October 28, 2005	46%	41%	13%
October 10, 2005	52%	33%	15%
Jon Corzine			
October 28, 2005	49%	40%	11%
October 10, 2005	56%	35%	9%

- **And the better man is...image:** New Jersey voters divide over which candidate for governor is more likely to be honest and trustworthy, to bring about needed change to the state, and share their values. There are also more than a handful of voters who do not see a difference between the candidates on these characteristics. 27% are unsure which one is more honest and trustworthy. 22% are unsure which candidate will be more likely to bring about needed change to New Jersey, and 18% are unsure who is more likely to share their values.

Question Wording: Do you think Doug Forrester or Jon Corzine is more likely as governor to:

Registered Voters	Forrester	Corzine	Unsure
Be more honest and trustworthy	37%	36%	27%
Bring about needed change in New Jersey	38%	40%	22%
Share your values	39%	43%	18%

- **And the better man is...issues:** Among voters who see a difference between the candidates on key issues, Corzine edges Forrester on property taxes and government corruption. Corzine is also seen by more voters as better able than Forrester to make New Jersey more affordable. One in four voters is unsure which candidate would do a better job reducing property taxes or making the state a more affordable place to live. About one in five voters is not sure which candidate will do a better job addressing government corruption.

Question Wording: Do you think Doug Forrester or Jon Corzine is more likely to do a better job as governor for each of the following:

Registered Voters	Forrester	Corzine	Unsure
Reducing property taxes	35%	40%	25%
Cleaning up government corruption	36%	42%	22%
Making it more affordable to live in NJ	33%	42%	25%

- **Ideologically okay, but...** Although 40% of registered voters think Doug Forrester is about right on the ideological spectrum, 30% say he is too conservative. 46% of registered voters characterize the political ideology of Jon Corzine as about right but 36% think of him as too liberal.

Question Wording: Do you think Doug Forrester/Jon Corzine is too liberal, too conservative, or about right?

Registered Voters	Too Liberal	Too Conservative	About Right	Unsure
Doug Forrester	13%	30%	40%	17%
Jon Corzine	36%	4%	46%	14%

- **Many voters think the state is on the wrong track:** 63% of registered voters believe New Jersey is headed in the wrong direction, including a majority of Democrats, Republicans, and independents. 32% of registered voters think the state is headed in the right direction.

Question Wording: In general, thinking about the way things are going in New Jersey, do you feel things are going in the right direction or that things are going in the wrong direction?

Registered Voters	Right Direction	Wrong Direction	Unsure
October 28, 2005	32%	63%	5%
October 10, 2005	35%	59%	6%
Party			
Democrat	41%	54%	5%
Republican	26%	68%	6%
Independent	25%	72%	3%

- **Voters more likely to blame Democrats for government corruption in the state:** 39% of registered voters in New Jersey blame the Democratic Party for government corruption. 25% believe the Republican Party is at fault. 22% of voters think both political parties share the blame.

Question Wording: Which party is more to blame for government corruption in New Jersey:

Registered Voters	Republican Party	Democratic Party	Neither	Both	Unsure
October 28, 2005	25%	39%	3%	22%	11%
October 10, 2005	22%	43%	3%	21%	11%
Party					
Democrat	44%	22%	2%	24%	8%
Republican	9%	64%	2%	16%	9%
Independent	20%	33%	5%	32%	10%

- **President Bush not popular in the state:** Only 30% of registered voters in New Jersey approve of the job George Bush is doing as president, his combined excellent and good scores. Earlier this month 34% of New Jersey voters approved of his job performance.

Question Wording: Would you rate the job President George Bush is doing in office as excellent, good, fair, or poor?

Registered Voters	Excellent/ Good	Excellent	Good	Fair	Poor	Unsure
October 28, 2005	30%	7%	23%	29%	40%	1%
October 10, 2005	34%	8%	26%	25%	41%	<1%
Party						
Democrat	13%	2%	11%	25%	61%	1%
Republican	52%	14%	38%	31%	17%	<1%
Independent	25%	5%	20%	30%	44%	1%

How the survey was conducted:

This survey was conducted from October 24th through the 26th, 2005. 803 registered voters in New Jersey were interviewed in proportion to the enrollment in each county and adjusted for turnout in comparable statewide elections. The results are statistically significant at $\pm 3.5\%$. There are 449 likely voters and the results for this sub-sample are statistically significant at $\pm 5\%$. The margin of error increases for cross-tabulations.