



WNBC/Marist Poll

Poughkeepsie, NY 12601 ♦ Phone 845.575.5050 ♦ Fax 845.575.5111 www.maristpoll.marist.edu

New Jersey Race for Governor

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All references must be sourced WNBC/Marist Poll

Contact: Dr. Lee M. Miringoff, Dr. Barbara L. Carvalho
Marist College
845.575.5050

This WNBC/Marist Poll reports:

- Jon Corzine still leads Doug Forrester in the race for governor, but what a difference a day makes:** When looking at the combined results from this two day poll conducted on Wednesday and Thursday of this week, Democrat Jon Corzine leads Republican Doug Forrester by 9 points among New Jersey voters likely to vote next Tuesday. Corzine receives the support of 49% of likely voters compared with 40% for Forrester. 11% are undecided. However, a comparison of the results from Wednesday to Thursday reveals the race has taken a decidedly different turn. On Wednesday, Jon Corzine had a comfortable lead of 13 points over Doug Forrester among likely voters. On Thursday, after the flurry of campaign ads and accusations, Corzine has the support of 46% of likely voters to 42% for Forrester.

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
November 4, 2005				
Likely Voters	40%	49%	<1%	11%
Likely Voters w/ Leaners	41%	51%	<1%	8%
Registered Voters	36%	48%	<1%	16%
Thursday				
Likely Voters	42%	46%	<1%	12%
Likely Voters w/ Leaners	43%	48%	<1%	9%
Registered Voters	36%	48%	1%	15%

	Doug Forrester Republican	Jon Corzine Democrat	Other	Undecided
Wednesday				
Likely Voters	38%	51%	1%	10%
Likely Voters w/ Leaners	39%	53%	1%	7%
Registered Voters	35%	47%	1%	17%
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%

- Many voters are firmly committed to their choice for governor:** 70% of likely voters who have a preference in the race for governor strongly support their candidate. 25% say they somewhat support their choice, and only 4% say they might vote differently on Election Day. 67% of Doug Forrester's supporters say they are firmly committed to him compared with 72% 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
November 4, 2005	70%	25%	4%	1%
Doug Forrester	67%	25%	7%	1%
Jon Corzine	72%	25%	2%	1%
October 28, 2005	65%	26%	8%	1%
Doug Forrester	61%	28%	9%	2%
Jon Corzine	68%	23%	8%	1%

- Voters are waiting to hear about the issues:** 68% of registered voters believe the candidates for governor have spent more time attacking each other rather than talking about the issues. Only 15% think the campaigns have focused more on the issues. 17% 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
November 4, 2005	15%	68%	17%
October 28, 2005	13%	78%	9%
October 10, 2005	29%	58%	13%

- Voters think it shouldn't get personal:** Although a majority of registered voters do not think a candidate's personal life should be part of the campaign for governor, the supporters of the two candidates are divided on the issue. 59% of Forrester's supporters feel a candidate's personal life is a factor in deciding their vote for governor compared with only 34% of Corzine's supporters who feel this way.

Question Wording: Does a candidate's personal life count a great deal, a good amount, not very much, or not at all in deciding your vote for governor?

Registered Voters	A Great Deal/Good Amount	A Great Deal	A Good Amount	Not Very Much	Not at All
November 4, 2005	43%	17%	26%	34%	23%
Forrester supporters	59%	22%	37%	27%	14%
Corzine supporters	34%	13%	21%	40%	26%
Men	44%	14%	30%	32%	24%
Women	44%	21%	23%	35%	21%

- Voters react to the "Quote" ad:** 72% of registered voters believe the Doug Forrester campaign ad released Thursday which quotes Jon Corzine's former wife is unfair. Although an overwhelming number of Corzine's supporters feel this way, even a majority of Forrester's supporters characterize the use of the ad as unfair.

Question Wording: Doug Forrester has a new campaign ad which quotes Jon Corzine's ex-wife Joanne Corzine from a New York Times story saying "When I saw the campaign ad where Andrea Forrester said, "Doug never let his family down and he won't let New Jersey down," all I could think was that Jon did let his family down, and he'll probably let New Jersey down, too." Do you think this ad is fair or unfair?

Registered Voters	Fair	Unfair	Unsure
Thursday only	21%	72%	7%
Forrester supporters	41%	54%	5%
Corzine supporters	6%	88%	6%
Men	20%	76%	4%
Women	22%	69%	9%

- But does it raise doubts:** 77% of registered voters say the ad makes no difference in deciding their vote for or against Jon Corzine. 18% of voters say it makes them less likely to support him, including 35% of Forrester’s supporters and 6% of Corzine’s own supporters. 69% of registered voters say the ad makes no difference in their choice to vote for or against Doug Forrester. 23% say it makes them less likely to support him including 38% of Corzine’s supporters and 4% of Forrester’s own supporters.

Question Wording: From what you have learned about Jon Corzine from this ad does it make you more likely to vote for Jon Corzine, less likely to vote for him, or does it not make any difference?

Registered Voters	More Likely	Less Likely	No Difference
Thursday only	5%	18%	77%
Forrester supporters	<1%	35%	65%
Corzine supporters	9%	6%	85%
Men	5%	15%	80%
Women	5%	20%	75%

Question Wording: What about Doug Forrester, does it make you more likely to vote for Doug Forrester, less likely to vote for him, or does it not make any difference?

Registered Voters	More Likely	Less Likely	No Difference
Thursday only	8%	23%	69%
Forrester supporters	22%	4%	74%
Corzine supporters	2%	38%	60%
Men	8%	22%	70%
Women	9%	23%	68%

- It’s all taking a toll on voters’ perceptions of the candidates:** More voters now have a negative impression of Doug Forrester than have a positive view of him. 46% of registered voters view him unfavorably compared with 41% who view him favorably. 49% of voters have a positive impression of Jon Corzine compared with 42% who have a negative view of him.

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			
November 4, 2005	41%	46%	13%
Men	45%	44%	11%
Women	39%	47%	14%

Registered Voters	Favorable	Unfavorable	Unsure/Never Heard
October 28, 2005	46%	41%	13%
October 10, 2005	52%	33%	15%
Jon Corzine			
November 4, 2005	49%	42%	9%
Men	45%	47%	8%
Women	52%	38%	10%
October 28, 2005	49%	40%	11%
October 10, 2005	56%	35%	9%

How the survey was conducted:

This survey was conducted on November 2nd and 3rd, 2005. 781 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 430 likely voters and the results for this sub-sample are statistically significant at $\pm 5\%$. 408 registered voters were interviewed on Wednesday and 373 were interviewed on Thursday. The results for these sub-samples are statistically significant at $\pm 5\%$. The margin of error increases for cross-tabulations.