

MEMORANDUM

TO: Interested parties

FROM: Rick Shaftan, Neighborhood Research

RE: Survey, New Jersey: October 27-29

DATE: October 30, 2009

The data below is from a survey of 341 registered voters who said their chances of voting in the November election were "definite" or "very likely." Surveys were completed between October 27<sup>th</sup> through 29<sup>th</sup> from live operators from our facility in Franklin, New Jersey. The data is compared with 319 responses completed between August 12<sup>th</sup> and 21<sup>st</sup>, 347 responses between September 14<sup>th</sup> and 17<sup>th</sup> and 300 responses between October 6-8. The theoretical margin of error is +/- 5.3% at a 95% confidence level. 9 of these surveys were completed in Spanish.

Democrats held a 44-31 lead in party enrollment among those sampled, a little bit up from the 42-35 lead in early October and the same as the 44-31 in September.

DATA

Ballot Test	Corzine (D)	Christie (R)	Daggett (I)	Undecided/Other
August-09	35%	37%	6%	22%
September-09	33%	37%	8%	22%
Oct 6-8	35%	36%	11%	18%
Oct 27-29	35%	42%	8%	15%

Corzine	Favorable	Unfavorable	Mixed	No Opinion
August-09	21%	46%	12%	21%
September-09	21%	48%	6%	25%
Oct 6-8	28%	46%	9%	16%
Oct 27-29	26%	48%	7%	19%

Christie	Favorable	Unfavorable	Mixed	No Opinion/NH
August-09	19%	26%	9%	46%
September-09	28%	26%	5%	41%
Oct 6-8	28%	31%	10%	31%
Oct 27-29	34%	25%	9%	32%

Daggett	Favorable	Unfavorable	Mixed	ID
August-09	3%	1%	0%	44%
September-09	8%	1%	1%	60%
Oct 6-8	17%	4%	4%	82%
Oct 27-29	11%	12%	5%	97%

Generic Ballot	Democrat	Republican	Undecided
August-09	35%	40%	25%
September-09	38%	42%	20%
Oct 6-8	36%	42%	22%
Oct 27-29	36%	43%	21%

Ballot Test: Def. Voters	Corzine (D)	Christie (R)	Daggett (I)	Undecided/Other
August-09	36%	39%	6%	19%
September-09	33%	40%	7%	20%
Oct 6-8	36%	36%	11%	17%
Oct 27-29	35%	44%	8%	13%

Corzine: Def. Voters	Favorable	Unfavorable	Mixed	No Opinion
August-09	23%	47%	12%	18%
September-09	21%	50%	7%	22%
Oct 6-8	28%	46%	10%	15%
Oct 27-29	26%	50%	6%	18%

Christie: Def. Voters	Favorable	Unfavorable	Mixed	No Opinion/NH
August-09	20%	27%	9%	44%
September-09	31%	25%	5%	39%
Oct 6-8	27%	32%	11%	30%
Oct 27-29	36%	26%	8%	30%

Daggett: Def. Voters	Favorable	Unfavorable	Mixed	ID
August-09	2%	1%	0%	44%
September-09	8%	1%	1%	60%
Oct 6-8	17%	3%	5%	82%
Oct 27-29	11%	12%	5%	97%

Generic Ballot: Def. Voters	Democrat	Republican	Undecided
August-09	34%	40%	26%
September-09	37%	44%	19%
Oct 6-8	36%	44%	20%
Oct 27-29	34%	45%	20%

#### SUMMARY

Chris Christie has opened up a seven point lead - nine with definite voters - and will win by a significant margin next Tuesday.

Christie's lead grew in each of the three days of the survey and could grow bigger if the Obama visit for Corzine, as we expect, backfires and galvanizes conservative support for Christie.

Christie's public perception has changed once again, in large part because of backlash against Corzine's far-left attack on Christie. In our first surveys, Christie's biggest open-ended favorable was his record as a prosecutor. Then by early October that was replaced with the "change" message - that Christie was not Corzine. The icing on the cake, and the margin of victory,

is a rapidly growing open-ended where Christie favorables say he is conservative and pro-Life. This message has not come from the Christie campaign but instead from Corzine's.

Corzine's campaign turned Chris Christie into Steve Lonegan, and they are going to suffer an embarrassing defeat at the polls on Tuesday thanks to that strategy.

Christie holds a 42-35 lead with all respondents (44-35 with definite voters) and all the movement has been in Christie's direction and the shift has been most pronounced with conservatives and voters in Northwestern New Jersey, the one section of the state Christie had underperformed.

Corzine's favorables remain in the 20s and his negatives around 50 percent. It is hard to see any incumbent under any circumstance re-elected with these numbers.

Corzine's biggest problem is an inability to hold his base. He is just 51-16 with liberals while 3-75 with conservatives (he is 31-43 with moderates). This is a result of the very left-wing Corzine team completely ignoring the 36 percent of New Jersey voters who call themselves conservatives. At the same time, Corzine's lethargic campaign has left his fellow liberals unenthusiastic over the re-election of arguably the most liberal Governor in the nation.

Daggett has, thanks to the Christie ads, been defined as one of the two liberal candidates in the race and as such, remains a viable option for liberals who cannot bring themselves to vote for Christie. What this means is that just about the only votes Daggett has left are people who should be voting for Corzine. Although we didn't ask it, it's a good bet that nearly all of these voters supported Barack Obama last year.

#### GENERIC LEGISLATIVE BALLOT

The generic ballot for legislature continues to improve and the GOP could potentially see large gains in the Assembly races this Fall. The GOP lead with definite voters has expanded from 40-34 in August to 44-37 in September to 44-36 in early October to 45-34 today. A whole host of seats are suddenly in play, including a number not targeted by the Assembly Republican Campaign Committee.

Christie has shot up from 72-5 over Corzine in early October with definite generic Republicans to 82-5 while Corzine has gone

from 77-0 to 79-5 over Christie with definite generic Democrats. This hardening of the GOP base will continue through the weekend.

Those with no party preference for the legislature are backing Christie 28-26 with 15 for Daggett, from a 29-23 Corzine lead, with 21 percent for Daggett.

#### NORTHWEST NEW JERSEY

Sussex, Warren, Hunterdon, Somerset and Morris County respondents made up 18 percent of the sample and Christie has made major gains here - shooting up from 37-30 with 17 for Daggett (and 38-25-10 in September) to 53-26 with Daggett down to 13 percent.

Christie's personal numbers - 33-25 favorable, aren't that much better than the 32-30 earlier this month, but Corzine has dropped from 24-56 earlier this month to a universally hated 13-66 - a result of Corzine's decision to completely write-off this region.

In our last memo we spoke about the critical need for the Christie forces to take apart Daggett, who was earlier this month a real threat to Christie. This move has been successful as Daggett - a 30-6 favorable in this area a few weeks ago - is now a 12-18 net negative. Christie has done what he needs to do in this part of the state.

#### METRO NEW YORK CITY

The four county region of Bergen, Passaic, Hudson and Essex accounted for 28 percent of the sample and this is the one region of the state Corzine has actually increased his lead in the past few weeks going from up 46-27 (12 for Daggett) to 53-29 (3 for Daggett). Corzine seemed to be doing especially well in Bergen. Corzine has never before topped 50 percent in this region.

Corzine's favorable/unfavorable numbers continue to improve in this region from 29-36 in September to 40-36 in early October to 41-30 today. Christie's numbers have improved here from 17-38 earlier this month to 27-37 today. Daggett is 9-8 from 16-2, but 76 percent of area residents have no opinion of him.

Democrats lead 55-29 in the generic legislative ballot, up from 46-33

Christie's performance in this region continues to be clearly below the average for a Republican.

#### CENTRAL NEW JERSEY

Union, Middlesex and Mercer Counties were 20 percent of the total and Corzine is in 101.5 induced free-fall here, going from a 43-38 deficit in early October to 46-24 today with a big undecided. Daggett, interestingly, remains stable here at 8 percent from 9 percent earlier this month and 8 percent in September.

Corzine is a 16-54 net negative, the same as in September and down from his "improved" 29-48 earlier this month. Christie has picked up slightly to 36-22 from 30-29 (29-18 in September). Daggett is 9-8, from 16-4 and 5-0 in September.

The generic ballot was tied 36-36, down from a 46-36 GOP lead earlier this month. Republicans are only getting 61 percent of the Christie vote, and this may be a result of an aggressive defensive campaign by area Democrats.

#### MONMOUTH/OCEAN

The Corzine campaign has targeted seniors and their strategy is paying off in this senior rich portion of the state. Corzine has taken down a 49-19 Christie lead in this region to 43-34. He's done it by opening up a 47-37 lead with area seniors. Daggett gets just 4 percent here.

Although the sample size is small, Christie is far ahead with voters under 50, and there may be a backlash to the pitch for senior citizen votes in this region.

Corzine is 23-49 net negative in this region, but this is an improvement from 16-58 in early October and 13-60 in September. Christie's personal numbers continue to be strong here and have improved. He is now 43-19 favorable, from 41-26 earlier this month and 42-22 in September.

Daggett is 6-19 net negative in this region, down from 11-9 in early October and 13-0 in September. Republicans are up 40-23 in the generic ballot, although the undecided has shot up from 16 to 36 percent here. Monmouth and Ocean represented 14 percent of the sample, although it tilts a bit towards Ocean.

## SOUTH JERSEY

Christie's lead in South Jersey has expanded from 32-30 earlier this month to 48-32 as region undecideds move rapidly to Christie. Daggett remained at 11 percent. 21 percent of the total sample was from South Jersey.

Corzine's negatives have gone up substantially here in the last three weeks. He is 27-51 net negative from 22-41 earlier this month and 25-38 in September. Christie's favorables have gone up sharply here - from 28-28 in early October (and 26-28 in September) to 36-19 today.

Daggett is 16-14, from 13-2 in early October and 4-0 in September.

Republicans are now up 55-29 in the generic ballot - up from the healthy 48-33 lead of a few weeks ago. At this point, Districts 3 and 4 - and even 6 - are in play.

### DEMOGRAPHIC SPLITS.

Most of the movement in this race has been with women. Corzine has gone from a 42-33 lead with women (9 for Daggett) to a 34-41 deficit (7 for Daggett). With men, Christie has actually lost some ground, going from a 39-26 lead with 14 for Daggett to a 45-37 edge with 9 for Daggett.

Corzine is 29-49 with men which is actually an improvement from the 25-50 earlier this month and the 20-51 in September. But with women he has slid to 23-48, down from 31-42 in early October and even worse than the 23-45 he scored in September.

Christie is a 37-29 net positive with men, from 28-28 in early October and 32-25 in September. He is now a 31-23 positive with women, from 28-34 negative in early October and 25-27 negative in September. The mammogram attack has worn off.

Daggett is 13-11 with men, from 17-5 earlier this month and 10-1 in September. He is 9-12 net negative with women, from 17-3 earlier this month and 6-1 in September.

Seniors are 36% of the sample, down from 37%. Corzine leads 42-40 with seniors, a slight change from the 34-33 Christie lead in early October. Daggett is down to 7% of the senior vote, down from 15% in early October and 10% in September.

## IS IT OVER?

Several weeks ago we reported that Jon Corzine had gotten off the canvas but asked whether he could close the sale. Clearly he hasn't.

It's not that Christie has put it away, but the public has decided they've had enough of Corzine and his attacks on Christie only help to build him up with unsure conservatives.

Christie's movement in the last three weeks has been almost entirely with conservatives, and to some extent moderate voters. Corzine's lead with liberals - one that expanded from 51-13 in August to 66-8 in September to 73-12 earlier this month is now 71-4 with 9 percent for Daggett. 16 percent of liberals are undecided. Daggett's 9 percent with liberals is actually up from 6 percent in early October - an interesting backlash effect of the Christie ads.

But with conservatives, Christie has opened up a 75-9 lead with 7 for Daggett - way up from 63-12 (13 for Daggett) earlier in the month. Christie now polls better with conservatives than Corzine with liberals.

Corzine has hit rock bottom with conservatives at a 3-75 net negative, down from 8-66 in September and 8-72 in early October. With liberals, however, he has fallen off from 65-16 to 51-16, reversing his upward move with the left.

This particular sample was slightly more liberal than the past few. 20 percent of respondents are liberals (from 17 percent earlier this month), 33 percent moderate (from 34 percent) and 36 percent conservative (from 40 percent).

## CONCLUSIONS

1. Voters have made their minds up and they are not going to reelect Corzine.
2. Conservative voters are becoming energized behind Christie as a backlash to Corzine's far left-wing campaign.
3. Obama's visit is going to backfire completely and lead to higher turnout in Republican suburbs as the President's overexposure catches up with him.

4. For the first time, Christie's weight is showing up as a negative against him as Christie unfavorables struggle to come up with things to say.
5. Christie has turned around Northwest New Jersey, the one missing piece in his puzzle.
6. Corzine and the Democrats have no one but themselves to blame for this predicament. First they hand the nomination to Christie by running ads that might as well have said "The Democrats Don't Want To Run Against Christie." Then they spent the summer attacking Christie rather than explaining what the Governor has done in office for four years besides raising taxes and trying to sell the highways and why he deserves another term.
7. The negative attacks against Christie built the challenger's negatives temporarily, but ultimately this line of advertising never gave anyone to vote to reelect Corzine. Voters believe, to quote Christie himself, "how can he be any worse?" because Corzine never told anyone why they should vote for him.

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