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West Long Branch, NJ 07764

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NEW JERSEY CD12: HOLT v. SIPPRELLE

Incumbent leads by 5 points

In the election for New Jersey's 12th Congressional District, Rush Holt faces his toughest challenge in a decade. The *Monmouth University Poll* finds the incumbent Democrat leading Republican Scott Sippelle by 51% to 46% among likely voters in this district.

New Jersey's 12th District stretches across the geographical waist of the state. Holt leads by 63% to 33% in the western part of the district, which includes much of Mercer County and part of Hunterdon County. Sippelle, on the other hand, holds a 58% to 38% advantage in the eastern, Monmouth County, portion of the district. However, in the central portion, comprised mainly of Middlesex County and part of one Somerset County town, it's a much closer race – 50% for Holt to 46% for Sippelle.

“This is not unfamiliar territory for Holt, as his first two races were won by very narrow margins. However, redistricting in 2002 added more Democratic voters to the 12th and gave Holt comfortable wins. This year, though, he has to contend with the national anti-Democrat, anti-incumbent wave,” said Patrick Murray, director of the Monmouth University Polling Institute.

That fact that Democratic voters substantially outnumber Republican ones in this district is the only thing keeping the incumbent in the lead. While Rush Holt takes 90% of his fellow Democrats and Scott Sippelle has 85% of the Republican vote, Sippelle actually has a sizeable 54% to 39% advantage among independents.

Congressman Rush Holt's job performance rating among likely voters in his district stands at 48% approve to 42% disapprove. He garners personal ratings of 49% favorable to 35% unfavorable. By comparison, 36% of voters give Sippelle a favorable rating and 23% an unfavorable one, with 41% offering no opinion of the Princeton businessman.

Most (63%) of New Jersey's 12th District voters think the country is on the wrong track, and they tend to give President Barack Obama negative (51%) rather than positive (44%) job performance ratings. However, these voters are evenly divided on whether they want to see the Democrats (42%) or Republicans (42%) in control of Congress next year.

The Democratic Party is viewed favorably by 41% of voters in New Jersey’s 12th District and unfavorably by 52%. The Republican Party fares no better at an identical 41% favorable to 52% unfavorable. The Tea Party movement garners similar ratings – 38% favorable to 52% unfavorable.

The *Monmouth University Poll* was conducted by automated telephone interviewing with 630 likely voters from October 9 to 12, 2010. This sample has a margin of error of ± 3.9 percent.

DATA TABLES

The questions referred to in this release are as follows:

(* Some columns may not add to 100% due to rounding.)

1. If the election for United States Congress from New Jersey’s 12th Congressional District were today, would you vote for Scott Sippelle, the Republican, Rush Holt, the Democrat, or some other candidate? [At this moment, do you lean toward Scott Sippelle or lean toward Rush Holt?] [NAMES WERE ROTATED]

	TOTAL	PARTY ID			GENDER		AGE		
		Dem	Ind	Rep	Male	Female	18-44	45-59	60+
Scott Sippelle	46%	9%	54%	85%	51%	40%	52%	42%	46%
Rush Holt	51%	90%	39%	11%	45%	57%	46%	53%	51%
Other - Undecided	3%	1%	7%	3%	4%	3%	2%	5%	4%
Unwtd N	630	232	240	158	387	243	151	215	264

[QUESTIONS 2 AND 3 WERE ROTATED]

2. Is your general opinion of Scott Sippelle favorable, unfavorable, or do you have no opinion of Scott Sippelle?

	TOTAL	PARTY ID			GENDER		AGE		
		Dem	Ind	Rep	Male	Female	18-44	45-59	60+
Favorable	36%	10%	38%	71%	40%	32%	37%	32%	39%
Unfavorable	23%	41%	18%	5%	23%	24%	21%	29%	20%
No opinion	41%	49%	44%	24%	37%	45%	42%	39%	41%
Unwtd N	630	232	240	158	387	243	151	215	264

3. Is your general opinion of Rush Holt favorable, unfavorable, or do you have no opinion of Rush Holt?

	TOTAL	PARTY ID			GENDER		AGE		
		Dem	Ind	Rep	Male	Female	18-44	45-59	60+
Favorable	49%	85%	34%	19%	42%	55%	38%	53%	50%
Unfavorable	35%	7%	43%	63%	43%	27%	43%	33%	32%
No opinion	16%	9%	23%	18%	15%	17%	18%	14%	18%
Unwtd N	630	232	240	158	387	243	151	215	264

4. Do you approve or disapprove of the job Rush Holt is doing as your Congressman?

	TOTAL	PARTY ID			GENDER		AGE		
		Dem	Ind	Rep	Male	Female	18-44	45-59	60+
Approve	48%	84%	35%	15%	42%	54%	38%	52%	50%
Disapprove	42%	10%	51%	73%	49%	35%	49%	39%	40%
Not sure	10%	6%	14%	11%	9%	11%	12%	9%	10%
Unwtd N	630	232	240	158	387	243	151	215	264

5. Are things in the United States going in the right direction or have they gotten off on the wrong track?

	TOTAL	PARTY ID			GENDER		AGE		
		Dem	Ind	Rep	Male	Female	18-44	45-59	60+
Right direction	32%	62%	21%	6%	27%	37%	29%	33%	33%
Wrong track	63%	31%	77%	88%	69%	57%	66%	64%	61%
Not sure	5%	7%	2%	6%	3%	6%	5%	3%	6%
Unwtd N	630	232	240	158	387	243	151	215	264

6. Do you approve or disapprove of the job Barack Obama is doing as president?

	TOTAL	PARTY ID			GENDER		AGE		
		Dem	Ind	Rep	Male	Female	18-44	45-59	60+
Approve	44%	83%	27%	12%	37%	50%	37%	46%	46%
Disapprove	51%	13%	64%	86%	58%	43%	59%	48%	48%
Not sure	5%	4%	9%	2%	4%	7%	4%	5%	6%
Unwtd N	630	232	240	158	387	243	151	215	264

7. Who would you rather see in control of Congress next year – the Democrats, the Republicans, or does it make no difference?

	TOTAL	PARTY ID			GENDER		AGE		
		Dem	Ind	Rep	Male	Female	18-44	45-59	60+
Democrats	42%	85%	25%	7%	36%	49%	35%	44%	46%
Republicans	42%	6%	49%	84%	47%	37%	49%	36%	44%
No difference	16%	10%	26%	9%	17%	15%	16%	21%	10%
Unwtd N	630	232	240	158	387	243	151	215	264

[QUESTIONS 8 AND 9 WERE ROTATED]

8. Is your general opinion of the Democratic party favorable or unfavorable?

	TOTAL	PARTY ID			GENDER		AGE		
		Dem	Ind	Rep	Male	Female	18-44	45-59	60+
Favorable	41%	86%	18%	9%	35%	46%	34%	43%	42%
Unfavorable	52%	10%	69%	87%	60%	44%	59%	48%	51%
No opinion	8%	4%	13%	4%	5%	10%	7%	9%	7%
Unwtd N	630	232	240	158	387	243	151	215	264

9. Is your general opinion of the Republican party favorable or unfavorable?

	TOTAL	PARTY ID			GENDER		AGE		
		Dem	Ind	Rep	Male	Female	18-44	45-59	60+
Favorable	41%	9%	43%	83%	43%	39%	49%	35%	42%
Unfavorable	52%	88%	43%	14%	50%	53%	46%	57%	50%
No opinion	7%	3%	14%	3%	6%	8%	6%	8%	7%
Unwtd N	630	232	240	158	387	243	151	215	264

10. Is your general opinion of the Tea Party movement favorable or unfavorable?

	TOTAL	PARTY ID			GENDER		AGE		
		Dem	Ind	Rep	Male	Female	18-44	45-59	60+
Favorable	38%	10%	48%	65%	44%	33%	44%	38%	36%
Unfavorable	52%	86%	40%	20%	48%	56%	49%	55%	50%
No opinion	10%	4%	12%	15%	8%	11%	8%	7%	14%
Unwtd N	630	232	240	158	387	243	151	215	264

The *Monmouth University Poll* was conducted by the Monmouth University Polling Institute in West Long Branch, New Jersey. The poll was conducted on October 9-12, 2010 with a random sample of 630 likely voters in New Jersey’s 12th Congressional District. The sample was drawn from a list of households with voters who cast ballots in at least two of the last four general elections and further screened for those who say they are either “certain” or “likely” to vote in this November’s election. The voter list was obtained from Aristotle, Inc. and automated voice interviewing services were provided by Survey USA in Clifton, New Jersey.

For results based on the total sample, one can say with 95% confidence that the error attributable to sampling has a maximum margin of plus or minus 3.9 percentage points. Sampling error increases as the sample size decreases, so statements based on various population subgroups, such as separate figures reported by gender or party identification, are subject to more error than are statements based on the total sample. In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

<i>POLL DEMOGRAPHICS</i>				
<i>Likely Voter Sample (weighted)</i>				
<i>Household Registration</i>	<i>Self-Reported Party ID</i>	<i>Gender</i>	<i>Age</i>	<i>Race</i>
<i>43% Democrat</i>	<i>36% Democrat</i>	<i>50% Male</i>	<i>22% 18-44</i>	<i>84% White, non-Hispanic</i>
<i>30% Republican</i>	<i>26% Republican</i>	<i>50% Female</i>	<i>38% 45-59</i>	<i>16% Other</i>
<i>27% Other</i>	<i>38% Independent</i>		<i>40% 60+</i>	

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