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## **OBAMA RATING AT ALL-TIME LOW IN JERSEY**

*Senate ratings: Booker also drops while Menendez stays stable*

Pres. Barack Obama's job rating has hit an all-time low in New Jersey, driven primarily by a decline among women. The *Monmouth University/Asbury Park Press Poll* also recorded a drop in Sen. Cory Booker's job approval rating as he mounts his re-election bid. Sen. Bob Menendez's ratings are softer but basically stable.

Currently, 45% of New Jersey adults approve of the job Pres. Obama is doing and 50% disapprove. Among registered voters in the Garden State, just 41% approve compared to 54% who disapprove. This marks the president's lowest approval rating in a statewide *Monmouth University/Asbury Park Press Poll* since Obama took office in 2009. In June he received a 45% approve to 51% disapprove rating among the state's voters, which was similar to his previous low of 44% approve to 50% disapprove recorded in January of this year. The partisan breakdown of Obama's rating is 72% approve to 23% disapprove among New Jersey Democrats, 39% approve to 53% disapprove among independents, and 7% approve to 91% disapprove among Republicans.

This poll also marks the very first time that New Jersey women register a net negative opinion of the president. Obama's rating among women in the state currently stands at 44% approve to 50% disapprove, compared to the net positive 50% approve to 46% disapprove rating he received in June. This shift has narrowed the gender gap for the president's New Jersey rating. Currently, 45% of Garden State men approve of Obama's job performance and 49% disapprove. These numbers are similar to the ratings given by New Jersey women in the current poll and are basically the same as ratings given by men in June (46% approve to 50% disapprove).

“The bottom line is that a decidedly negative shift among women has brought the president’s job rating to an all-time low in New Jersey,” said Patrick Murray, director of the Monmouth University Polling Institute.

At the same time, the poll found a very slight uptick in public approval of the president’s signature domestic policy, the Affordable Care Act. New Jersey residents register a split decision on the health coverage program which started enrolling participants a year ago next month – 45% have a favorable opinion and 46% have an unfavorable opinion. This is slightly, although not significantly, better than the net negative opinion recorded this past summer when it stood at 42% favorable to 52% unfavorable.

The poll also tracked public opinion of the job New Jersey’s two U.S. Senators are doing. Cory Booker is currently mounting a re-election bid after winning a special election last year to fill the remainder of the late Frank Lautenberg’s term. The poll finds that Booker’s positive job ratings have declined over the past few months while his negative ratings have remained steady as some voters have shifted into the undecided category. Overall, Booker’s job performance receives a 44% approve to 21% disapprove rating among all New Jersey adults and a 42% approve to 23% disapprove rating among registered voters. A full one-third (35%) of voters have no opinion on the job Booker is doing. In June, the state’s voters gave Booker a 48% approve to 25% disapprove rating, with 27% registering no opinion. Booker’s current net positive rating of 19 points (*approve minus disapprove*) is slightly lower than the net positive 23 point rating he received in June.

Booker’s rating among his fellow Democrats stands at 58% approve, 14% disapprove and 29% no opinion. Among independents it is 40% approve, 22% disapprove and 38% no opinion. Among Republicans it is 24% approve, 35% disapprove and 41% no opinion.

“It doesn’t appear that voters have turned on Booker, but the increase in those unsure of his job performance provides a savvy opponent with an opening to try to recast the incumbent’s image,” said Murray. [*Note: the poll interviews were conducted before the Booker campaign went on the air last week with its first major television ad buy.*]

At the same time that Booker’s ratings have declined, public views of the state’s senior senator, Bob Menendez, have remained basically stable. Currently, 45% of New Jersey adult residents approve of Menendez’s job performance and 27% disapprove, while 28% have no opinion. Among registered voters in the Garden State, 45% approve, 30% disapprove and 26% have no opinion. In June, voter opinion stood at 47% approve to 34% disapprove with 19% registering no opinion. Menendez’s current net positive rating of 15 points is similar to the 13 point net positive rating he received in June.

The *Monmouth University/Asbury Park Press Poll* was conducted by telephone with 802 New Jersey adults, including 680 registered voters, from September 17 to 21, 2014. The total sample has a

margin of error of  $\pm 3.5$  percent and the registered voter sample has a margin of error of  $\pm 3.8$  percent. The poll was conducted by the Monmouth University Polling Institute and originally published by the Asbury Park Press and its sister publications (Courier-Post, Courier News, Daily Journal, Daily Record, and Home News Tribune).

### DATA TABLES

The questions referred to in this release are as follows:

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

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

	TOTAL	REGISTERED VOTER		PARTY ID			GENDER		AGE			RACE		
		Yes	No	Dem	Ind	Rep	Male	Female	18-34	35-54	55+	White	Black	Hispanic
Approve	<b>45%</b>	41%	58%	72%	39%	7%	45%	44%	52%	44%	40%	33%	88%	46%
Disapprove	<b>50%</b>	54%	32%	23%	53%	91%	49%	50%	40%	50%	57%	63%	8%	43%
(VOL) Don't know	<b>6%</b>	5%	10%	5%	8%	2%	5%	6%	8%	6%	3%	4%	5%	11%

TREND: Registered Voters - Second Term	Sept. 2014	June 2014	April 2014	Feb. 2014	Jan. 2014	Dec. 2013	Sept. 2013	April 2013	Feb. 2013
Approve	41%	45%	49%	49%	44%	47%	50%	55%	60%
Disapprove	54%	51%	47%	47%	50%	47%	41%	42%	33%
(VOL) Don't know	5%	4%	3%	5%	6%	6%	8%	2%	7%
Unwtd N	680	717	690	690	470	698	674	694	697

TREND: Registered voters - First Term	Dec. 2012	April 2012	Feb. 2012	Oct. 2011	Aug. 2011	May 2011	Sept. 2010	July 2010	April 2010	Feb. 2010	Oct. 2009	July 2009
Approve	58%	54%	51%	47%	52%	60%	47%	51%	54%	53%	54%	59%
Disapprove	35%	41%	42%	46%	39%	36%	44%	42%	41%	38%	33%	29%
(VOL) Don't know	6%	5%	6%	7%	9%	4%	9%	6%	5%	9%	14%	12%
Unwtd N	726	692	709	693	730	725	726	747	719	716	785	792

[QUESTIONS 2 AND 3 WERE ROTATED]

#### 2. Do you approve or disapprove of the job Bob Menendez is doing as United States Senator?

	TOTAL	REGISTERED VOTER		PARTY ID			GENDER		AGE			RACE		
		Yes	No	Dem	Ind	Rep	Male	Female	18-34	35-54	55+	White	Black	Hispanic
Approve	<b>45%</b>	45%	49%	60%	43%	23%	45%	46%	42%	47%	47%	42%	68%	49%
Disapprove	<b>27%</b>	30%	16%	14%	28%	49%	31%	23%	24%	26%	30%	31%	9%	29%
(VOL) Don't know	<b>28%</b>	26%	35%	26%	29%	27%	24%	31%	34%	27%	23%	27%	23%	22%

TREND: Registered voters only	Sept. 2014	June 2014	April 2014	Feb. 2014	Dec. 2013	April 2013	Feb. 2013	April 2012	Feb. 2012	Oct. 2011	Aug. 2011	May 2011	July 2010	Oct. 2008	April 2008	Jan. 2008
Approve	45%	47%	51%	49%	47%	44%	41%	40%	41%	43%	38%	46%	38%	34%	41%	37%
Disapprove	30%	34%	31%	30%	27%	38%	31%	25%	26%	29%	33%	28%	33%	25%	31%	25%
(VOL) Don't know	26%	19%	18%	21%	26%	18%	28%	35%	33%	28%	29%	26%	29%	41%	28%	37%
Unwtd N	680	717	690	690	698	694	697	692	709	693	730	725	747	900	720	698

3. Do you approve or disapprove of the job Cory Booker is doing as United States Senator?

	TOTAL	REGISTERED VOTER		PARTY ID			GENDER		AGE			RACE		
		Yes	No	Dem	Ind	Rep	Male	Female	18-34	35-54	55+	White	Black	Hispanic
Approve	<b>44%</b>	42%	48%	58%	40%	24%	43%	45%	48%	47%	37%	38%	68%	43%
Disapprove	<b>21%</b>	23%	15%	14%	22%	35%	22%	21%	22%	18%	25%	24%	13%	26%
(VOL) Don't know	<b>35%</b>	35%	36%	29%	38%	41%	35%	35%	31%	35%	38%	38%	18%	31%

TREND: <i>Registered voters only</i>	Sept. 2014	June 2014	April 2014	Feb. 2014	Dec. 2013
Approve	42%	48%	47%	47%	37%
Disapprove	23%	25%	23%	20%	21%
(VOL) Don't know	35%	27%	30%	32%	43%
<i>Unwtd N</i>	680	717	690	690	698

4. A question on the health insurance reforms known as the Affordable Care Act or Obamacare that went into effect last year. Given what you know or have heard, do you have a generally favorable or generally unfavorable opinion of this program? [Is that a very or somewhat (favorable/unfavorable) opinion?]

	TOTAL	REGISTERED VOTER		PARTY ID			GENDER		AGE			RACE		
		Yes	No	Dem	Ind	Rep	Male	Female	18-34	35-54	55+	White	Black	Hispanic
Very favorable	<b>17%</b>	18%	17%	33%	12%	2%	18%	16%	18%	18%	16%	11%	46%	23%
Somewhat favorable	<b>28%</b>	25%	41%	31%	31%	12%	30%	26%	35%	27%	24%	24%	31%	33%
Somewhat unfavorable	<b>15%</b>	16%	12%	12%	16%	20%	16%	14%	16%	16%	14%	19%	9%	11%
Very unfavorable	<b>31%</b>	34%	17%	14%	33%	61%	29%	33%	20%	32%	39%	40%	4%	19%
No opinion	<b>8%</b>	7%	13%	10%	8%	5%	7%	10%	12%	6%	8%	6%	10%	13%

TREND:	Sept. 2014	June 2014	April 2014	Dec. 2013	Sept. 2013
Very favorable	17%	18%	19%	16%	22%
Somewhat favorable	28%	24%	26%	24%	23%
Somewhat unfavorable	15%	16%	17%	20%	13%
Very unfavorable	31%	36%	32%	30%	27%
No opinion	8%	6%	5%	10%	16%
<i>Unwtd N</i>	802	800	803	802	783

Question wording of polls prior to Sept. 2014 "A question on the health reform bill that was signed into law in 2010, known as the Affordable Care Act or Obamacare."

The *Monmouth University/Asbury Park Press Poll* was conducted by the Monmouth University Polling Institute from September 17 to 21, 2014 with a statewide random sample of 802 adult residents, including 602 contacted via live interview on a landline telephone and 200 via live interview on a cell phone. Monmouth is responsible for all aspects of the survey questionnaire design, data weighting and analysis. Data collection support provided by Braun Research (field) and SSI (RDD sample). 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 3.5 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 (weighted)</i>			
36% Dem	50% Male	28% 18-34	63% White
45% Ind	50% Female	38% 35-54	13% Black
19% Rep		34% 55+	15% Hispanic
			9% Asian/Other
<i>Registered Voter Sample (weighted)</i>			
36% Dem	46% Male	23% 18-34	68% White
43% Ind	54% Female	39% 35-54	14% Black
21% Rep		38% 55+	14% Hispanic
			4% Asian/Other

	TOTAL	MARGIN OF ERROR												
		REGISTERED VOTER		PARTY ID			GENDER		AGE			RACE		
		Yes	No	Dem	Ind	Rep	Male	Female	18-34	35-54	55+	White	Black	Hispanic
<i>Unweighted N</i>	802	680	122	261	352	149	423	379	134	219	448	571	104	64
<i>moe</i>	3.5%	3.8%	8.9%	6.1%	5.2%	8.0%	4.8%	5.0%	8.5%	6.6%	4.6%	4.1%	9.6%	12.3%

*It is the Monmouth University Polling Institute's policy to conduct surveys of all adult New Jersey residents, including voters and non-voters, on issues that affect the state. Specific voter surveys are conducted when appropriate during election cycles.*

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