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NEW JERSEY: MURPHY HAS BIG LEAD OVER GUADAGNO

Voters point to property taxes as their top issue

West Long Branch, NJ – As the race for New Jersey's next governor shifts into high gear, the **Monmouth University Poll** finds former ambassador Phil Murphy with a daunting 27 point lead over the state's lieutenant governor Kim Guadagno. Neither candidate is particularly well known, though. The poll also found that fixing the state's highest-in-the nation property taxes is the top priority for Garden State voters this election year, although a range of other issues are also viewed as important.

Among all registered voters in New Jersey, a majority (53%) say they would vote for Murphy and 26% would choose Guadagno if the election for governor was today. Another 6% select an independent candidate and 14% are undecided. Murphy currently gets stronger support from his fellow Democrats (87%) than Guadagno does from her fellow Republicans (69%). Independents split 41% for Murphy and 28% for Guadagno.

"Party labels are the primary driver behind this early reading of the race since very few voters really know much about either candidate. It is not clear whether Guadagno's fortunes will improve as voters learn more about her current role as lieutenant governor considering how unpopular Chris Christie is right now. At the same time, something unfavorable could come out about Murphy, but the underlying partisan fundamentals of the state are working against the Republican right now," said Patrick Murray, director of the independent Monmouth University Polling Institute.

While most New Jersey voters are able to make a choice for governor, 6-in-10 say they really don't know enough about either nominee to form an opinion. Voters are split on Guadagno at 18% favorable and 21% unfavorable, with 61% having no opinion of her. Murphy does somewhat better at 29% favorable and 12% unfavorable, with 59% having no opinion of him.

"These results represent the current views of all registered voters at a very early stage of the campaign. Most of the candidates' support is fairly soft at this point and turnout will be significantly

smaller than the full population of registered voters polled here, so anything could happen," said Murray, noting that Monmouth will transition to a tighter likely voter sample for subsequent polling of this race.

The poll also asked voters to name the most important issues currently facing New Jersey and found that fully half (50%) identify the state's highest-in-the-nation property taxes as their most pressing concern. This ranks well ahead of all other issues, with the next tier of items including public education (15%), jobs (13%), and health insurance (11%). There are some partisan differences in the number of voters who mention these issues as most important to them. For example, 64% of Republicans identify property taxes as the top issue while 11% mention education. A majority of independents (53%) name property taxes with 10% mentioning education. About 4-in-10 Democrats (39%) cite property taxes as their top issue while 22% name public education.

"Monmouth has been tracking New Jerseyans' policy concerns for years and the state's onerous property tax burden is one that just won't go away. The next governor faces many obstacles and priorities, but voters are clear on which issue they want tackled first," said Murray.

The number of voters who point to property taxes as New Jersey's most pressing issue now is slightly higher than it was at this point in the 2009 gubernatorial race, when 45% put this concern in the number one slot. That number declined to 32% in late 2012 and 27% in late 2013 as the state dealt with the aftermath of Superstorm Sandy and continuing economic doldrums, but the property tax issue has firmly retaken the top spot in time for the 2017 gubernatorial election.

Eight years ago in the throes of a major economic downturn, the economy (27%) and jobs (18%) ranked much more highly than they do today. Jobs concerns actually climbed to 41% who mentioned it as the state's top problem in early 2012 and actually took the top spot from property taxes in late 2013 when it registered 36%.

The number of Garden State voters who name health care and insurance as a top issue is down from 18% in 2009 to 11% today. State spending was also cited by more voters eight years ago (18%) than it is today (9%). Public education mentions were about the same in 2009 (12%) as they are currently (15%). Concerns about transportation infrastructure, which were not that prevalent eight years ago (1%), are now named by 1-in-10 voters (10%) as one of the state's top issues.

The *Monmouth University Poll* asked New Jersey voters to rate the importance of six specific issue areas for the next governor to focus on. Five of the six were rated as very important by at least 3-in-4 voters, including creating jobs (84%), making health care more affordable (83%), cutting property taxes (80%), improving schools (77%), and cutting government waste (76%). Six-in-ten voters (60%) say improving transportation infrastructure is a very important task for the next governor.

When asked to choose which of these six is the most important one for the next governor to tackle, 30% select property taxes, 20% choose health care, 18% pick schools, 13% choose government

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waste, 12% pick jobs, and 6% select transportation. Among political independents, property taxes is the highest priority (30%), with health care (18%), schools (17%), and government waste (16%) grouped in the second tier. Among Republicans, property taxes is most important (47%), followed by government waste (22%). Three items are grouped together as Democrats' top priority for the next governor from among the six mentioned in the poll – specifically health care (26%), schools (23%), and property taxes (23%).

The *Monmouth University Poll* was conducted by telephone from July 6 to 9, 2017 with 758 New Jersey registered voters. The results in this release have a margin of error of +/- 3.6 percent. The poll was conducted by the Monmouth University Polling Institute in West Long Branch, NJ.

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

[*Q1 held for future release. Q2-6 previously released.*]

7.   In your opinion, what are the most important one or two issues facing the state of New Jersey right now? [*LIST WAS NOT READ*] [*Note: Results add to more than 100% because multiple responses were accepted.*]

TREND: Registered voters	**July 2017**	December 2013	December 2012	February 2012	July 2009*
Property taxes	**50%**	27%	32%	44%	45%
Income tax	**9%**	8%	6%	8%	7%
Sales tax	**7%**	2%	3%	3%	4%
Other tax, general taxes	**5%**	14%	6%	3%	5%
Jobs	**13%**	36%	28%	41%	18%
Economy, cost of living	**9%**	10%	21%	20%	27%
State budget, govt. spending	**9%**	5%	6%	9%	18%
Education/public schools	**15%**	22%	11%	19%	12%
Higher education	**2%**	2%	2%	3%	*n/a*
Same-sex marriage	***n/a***	1%	1%	2%	*n/a*
Transportation, infrastructure	**10%**	2%	3%	1%	1%
Environment	**5%**	1%	2%	1%	2%
Health insurance, care	**11%**	10%	8%	4%	18%
Crime, guns, drugs	**9%**	5%	3%	5%	2%
Public pensions/benefits	**6%**	2%	2%	2%	*n/a*
Housing	**6%**	3%	2%	1%	*n/a*
Illegal immigration	**3%**	1%	1%	1%	2%
Auto insurance	**3%**	0%	1%	1%	*n/a*
Superstorm Sandy recovery	*n/a*	7%	24%	*n/a*	*n/a*
Gov. Chris Christie	**5%**	*n/a*	*n/a*	*n/a*	*n/a*
Legalize marijuana	**2%**	*n/a*	*n/a*	*n/a*	*n/a*
Opioid crisis	**1%**	*n/a*	*n/a*	*n/a*	*n/a*
Other	**8%**	8%	2%	5%	7%
Nothing/no answer	**3%**	3%	4%	3%	3%
(n)	***(758)***	***(698)***	***(726)***	***(709)***	***(792)***

[**Question wording in July 2009 was "In your opinion, what are the most important one or two issues that the candidates for governor should talk about?"*]

[*Q8-15 previously released.*]

16./17. A new governor of New Jersey will be elected in November. If the election for governor was today, would you vote for Kim Guadagno the Republican, Phil Murphy the Democrat, or some other candidate? [*IF UNDECIDED:* If you had to vote for one of the following at this moment, do you lean more toward Kim Guadagno or more toward Phil Murphy?] [*NAMES WERE ROTATED*]

Registered voters with leaners	July 2017
Kim Guadagno, the Republican	**26%**
Phil Murphy, the Democrat	**53%**
Other candidate	**6%**
(VOL) Undecided	**14%**
(VOL) Not vote	**1%**
(n)	*(758)*

[*QUESTIONS 18 & 19 WERE ROTATED*]

18.   Is your general impression of Kim Guadagno favorable or unfavorable, or do you have no opinion of her?

	July 2017
Favorable	**18%**
Unfavorable	**21%**
No opinion	**61%**
(n)	*(758)*

19.   Is your general impression of Phil Murphy favorable or unfavorable, or do you have no opinion of him?

	July 2017
Favorable	**29%**
Unfavorable	**12%**
No opinion	**59%**
(n)	*(758)*

20.   I'm going to read you a list of issues. For each one, please tell me whether it is very important, somewhat important, or not important for the next governor to focus on. [*ITEMS WERE ROTATED*]

A. Cutting property taxes

	July 2017
Very important	**80%**
Somewhat important	**16%**
Not too important	**3%**
(VOL) Don't know	**0%**
(n)	*(758)*

B. Creating jobs

	July 2017
Very important	**84%**
Somewhat important	**14%**
Not too important	**2%**
(VOL) Don't know	**0%**
(n)	*(758)*

C. Improving schools

	July 2017
Very important	**77%**
Somewhat important	**18%**
Not too important	**4%**
(VOL) Don't know	**0%**
(n)	*(758)*

D. Making health care more affordable

	July 2017
Very important	**83%**
Somewhat important	**13%**
Not too important	**4%**
(VOL) Don't know	**0%**
(n)	*(758)*

E. Cutting waste in state government

	July 2017
Very important	**76%**
Somewhat important	**20%**
Not too important	**3%**
(VOL) Don't know	**1%**
(n)	*(758)*

F. Improving transportation infrastructure

	July 2017
Very important	**60%**
Somewhat important	**34%**
Not too important	**5%**
(VOL) Don't know	**1%**
(n)	*(758)*

21.   If you had to pick just one of these issues for the next governor to focus on, which would you choose – cutting property taxes, creating jobs, improving schools, making health care more affordable, cutting waste in state government, or improving transportation infrastructure? [*ITEMS WERE ROTATED*]

	July 2017
Cutting property taxes	**30%**
Creating jobs	**12%**
Improving schools	**18%**
Making health care more affordable	**20%**
Cutting waste in state government	**13%**
Improving transportation infrastructure	**6%**
(VOL) None of these/other	**0%**
(VOL) Don't know	**1%**
(n)	*(758)*

[*Q22-25 held for future release. Q26-28 previously released.*]

METHODOLOGY
The *Monmouth University Poll* was sponsored and conducted by the Monmouth University Polling Institute from July 6 to 9, 2017 with a random sample of 800 New Jersey adults age 18 and older, in English. This includes 493 contacted by a live interviewer on a landline telephone and 307 contacted by a live interviewer on a cell phone. Telephone numbers were selected through random digit dialing and landline respondents were selected with a modified Troldahl-Carter youngest adult household screen. Monmouth is responsible for all aspects of the survey design, data weighting and analysis. Final sample is weighted for region, age, education, gender and race based on US Census information. Data collection support provided by Braun Research (field) and SSI (RDD sample). The results in this poll release are based on a subsample of 758 registered voters.   For results based on this sample, one can say with 95% confidence that the error attributable to sampling has a maximum margin of plus or minus 3.6 percentage points (unadjusted for sample design). Sampling error can be larger for sub-groups (see table below). 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.

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DEMOGRAPHICS (weighted)
REGISTERED VOTERS
    Self-Reported
    20% Republican
    40% Independent
    40% Democrat

    46% Male
    54% Female

    25% 18-34
    37% 35-54
    37% 55+

    64% White
    11% Black
    17% Hispanic
     8% Asian/Other
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MARGIN OF ERROR

		unweighted sample	moe (+/-)
REGISTERED VOTERS		758	3.6%
SELF-REPORTED PARTY ID	Republican	175	7.4%
	Independent	287	5.8%
	Democrat	288	5.8%
GENDER	Male	364	5.1%
	Female	394	4.9%
AGE	18-34	107	9.5%
	35-54	238	6.4%
	55+	413	4.8%
RACE	White non-Hispanic	569	4.1%
	Other	164	7.7%
COLLEGE GRADUATE	No degree	289	5.8%
	4 year degree	462	4.6%
INCOME	<$50K	120	9.0%
	$50 to <100K	235	6.4%
	$100K+	342	5.3%
REGION	North	348	5.3%
	Central	194	7.0%
	South	197	7.0%

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		REG VOTER	PARTY ID			GENDER		AGE 3		
		Yes	Rep	Ind	Dem	Male	Female	18-34	35-54	55+
7/C6: Most important issues facing New Jersey	PROPERTY_REAL ESTATE taxes	50%	64%	53%	39%	50%	49%	31%	57%	55%
	INCOME tax	9%	14%	10%	6%	10%	8%	4%	10%	11%
	SALES tax	7%	14%	7%	3%	8%	7%	1%	8%	10%
	Other tax, general taxes	5%	8%	7%	3%	6%	5%	1%	7%	7%
	Jobs	13%	7%	13%	16%	13%	13%	14%	16%	9%
	The economy, cost of living	9%	8%	12%	8%	9%	9%	17%	5%	8%
	State budget, government spending	9%	10%	11%	6%	11%	7%	7%	8%	10%
	Education_ public schools	15%	11%	10%	22%	14%	16%	21%	14%	11%
	Higher education, state universities and colleges	2%	2%	4%	1%	1%	3%	0%	4%	2%
	Transportation, roads, infrastructure	10%	9%	10%	12%	10%	11%	11%	8%	12%
	Environment	5%	1%	6%	5%	4%	5%	5%	5%	4%
	Health care, health insurance	11%	8%	8%	14%	7%	14%	9%	9%	13%
	Crime, guns, violence, drugs	9%	13%	7%	9%	13%	5%	16%	8%	6%
	Public worker pensions & benefits	6%	4%	6%	6%	6%	5%	4%	6%	6%
	Housing, housing costs	6%	6%	4%	7%	3%	8%	9%	5%	4%
	Illegal immigration	3%	4%	1%	4%	3%	2%	2%	3%	4%
	Auto insurance	3%	6%	2%	1%	1%	4%	3%	2%	3%
	Gov. Chris Christie	5%	3%	7%	4%	4%	6%	6%	4%	5%
	Legalized marijuana	2%	6%	1%	1%	2%	1%	3%	2%	1%
	Opioid crisis	1%	2%	1%	1%	2%	1%	1%	2%	1%
	Other	8%	5%	8%	11%	8%	9%	8%	7%	10%
	Nothing, no response	3%	5%	4%	2%	2%	4%	6%	2%	3%

Monmouth University Poll -- NEW JERSEY -- 7/12/17

		RACE 2		COLLEGE GRAD		INCOME			REGION OF STATE
		White	Other	No degree	4 yr degree	<$50K	$50-100K	$100K+	North
7/C6: Most important issues facing New Jersey	PROPERTY_REAL ESTATE taxes	56%	39%	49%	50%	34%	57%	57%	44%
	INCOME tax	9%	9%	8%	11%	10%	9%	10%	9%
	SALES tax	7%	6%	8%	5%	8%	6%	8%	6%
	Other tax, general taxes	6%	5%	4%	8%	3%	6%	6%	4%
	Jobs	10%	18%	14%	12%	21%	14%	9%	10%
	The economy, cost of living	9%	10%	9%	9%	13%	8%	8%	11%
	State budget, government spending	13%	1%	9%	8%	5%	7%	13%	8%
	Education_ public schools	11%	22%	10%	22%	13%	14%	18%	15%
	Higher education, state universities and colleges	3%	1%	3%	2%	2%	4%	2%	3%
	Transportation, roads, infrastructure	9%	12%	8%	14%	8%	8%	13%	15%
	Environment	5%	3%	4%	6%	7%	3%	5%	5%
	Health care, health insurance	11%	9%	8%	16%	16%	9%	11%	11%
	Crime, guns, violence, drugs	6%	14%	12%	5%	10%	7%	6%	11%
	Public worker pensions & benefits	8%	2%	4%	8%	2%	5%	9%	6%
	Housing, housing costs	5%	7%	5%	6%	6%	7%	6%	6%
	Illegal immigration	2%	4%	3%	2%	4%	2%	2%	3%
	Auto insurance	2%	2%	4%	1%	1%	4%	2%	0%
	Gov. Chris Christie	6%	4%	5%	4%	4%	6%	4%	6%
	Legalized marijuana	2%	1%	2%	1%	1%	1%	3%	2%
	Opioid crisis	1%	2%	1%	2%	1%	2%	1%	2%
	Other	9%	8%	9%	7%	10%	10%	7%	8%
	Nothing, no response	4%	2%	4%	1%	2%	2%	1%	3%

Monmouth University Poll -- NEW JERSEY -- 7/12/17

		REGION OF STATE	
		Central	South
7/C6: Most important issues facing New Jersey	PROPERTY_REAL ESTATE taxes	61%	50%
	INCOME tax	14%	5%
	SALES tax	12%	4%
	Other tax, general taxes	7%	7%
	Jobs	10%	19%
	The economy, cost of living	8%	9%
	State budget, government spending	8%	11%
	Education_ public schools	18%	12%
	Higher education, state universities and colleges	2%	1%
	Transportation, roads, infrastructure	10%	5%
	Environment	3%	5%
	Health care, health insurance	10%	12%
	Crime, guns, violence, drugs	7%	8%
	Public worker pensions & benefits	5%	6%
	Housing, housing costs	7%	4%
	Illegal immigration	2%	3%
	Auto insurance	1%	5%
	Gov. Chris Christie	3%	4%
	Legalized marijuana	0%	2%
	Opioid crisis	1%	2%
	Other	9%	9%
	Nothing, no response	1%	1%

Monmouth University Poll -- NEW JERSEY -- 7/12/17

		REG VOTER	PARTY ID			GENDER		AGE 3			RACE 2
		Yes	Rep	Ind	Dem	Male	Female	18-34	35-54	55+	White
Q16-17/B1-2. GOVERNOR VOTE WITH ALL LEANERS	Kim Guadagno	26%	69%	28%	3%	31%	22%	18%	26%	31%	33%
	Phil Murphy	53%	12%	41%	87%	52%	55%	60%	55%	47%	47%
	Other candidate	6%	3%	9%	3%	4%	7%	4%	6%	7%	5%
	[VOL] Undecided	14%	16%	21%	7%	12%	16%	17%	11%	15%	15%
	[VOL] No vote-ref	1%	0%	1%	1%	1%	1%	2%	1%	0%	0%

		RACE 2	COLLEGE GRAD		INCOME			REGION OF STATE		
		Other	No degree	4 yr degree	<$50K	$50-100K	$100K+	North	Central	South
Q16-17/B1-2. GOVERNOR VOTE WITH ALL LEANERS	Kim Guadagno	11%	24%	27%	20%	30%	30%	19%	34%	29%
	Phil Murphy	67%	53%	55%	62%	52%	50%	65%	42%	48%
	Other candidate	6%	6%	4%	5%	6%	5%	4%	6%	8%
	[VOL] Undecided	13%	15%	13%	12%	10%	14%	10%	16%	15%
	[VOL] No vote-ref	3%	1%	1%	1%	2%	1%	1%	2%	1%

		REG VOTER	PARTY ID			GENDER		AGE 3			RACE 2
		Yes	Rep	Ind	Dem	Male	Female	18-34	35-54	55+	White
18/B3. Is your general impression of Kim Guadagno favorable or unfavorable, or do you have no opinion of her?	Favorable	18%	35%	20%	7%	22%	15%	10%	19%	23%	23%
	Unfavorable	21%	9%	22%	25%	22%	19%	17%	23%	22%	24%
	No opinion	61%	56%	58%	67%	56%	66%	74%	59%	56%	53%

		RACE 2	COLLEGE GRAD		INCOME			REGION OF STATE		
		Other	No degree	4 yr degree	<$50K	$50-100K	$100K+	North	Central	South
18/B3. Is your general impression of Kim Guadagno favorable or unfavorable, or do you have no opinion of her?	Favorable	9%	15%	22%	13%	18%	20%	12%	26%	24%
	Unfavorable	15%	19%	23%	17%	22%	26%	24%	16%	21%
	No opinion	76%	66%	55%	70%	60%	54%	64%	58%	56%

		REG VOTER	PARTY ID			GENDER		AGE 3			RACE 2
		Yes	Rep	Ind	Dem	Male	Female	18-34	35-54	55+	White
19/B4. Is your general impression of Phil Murphy favorable or unfavorable, or do you have no opinion of him?	Favorable	29%	6%	19%	50%	32%	26%	25%	32%	27%	28%
	Unfavorable	12%	28%	12%	5%	14%	11%	10%	12%	15%	15%
	No opinion	59%	66%	69%	46%	54%	63%	65%	56%	57%	57%

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		RACE 2	COLLEGE GRAD		INCOME			REGION OF STATE		
		Other	No degree	4 yr degree	<$50K	$50-100K	$100K+	North	Central	South
19/B4. Is your general impression of Phil Murphy favorable or unfavorable, or do you have no opinion of him?	Favorable	32%	23%	37%	24%	30%	32%	33%	28%	25%
	Unfavorable	6%	13%	12%	7%	13%	15%	9%	23%	11%
	No opinion	62%	64%	51%	69%	57%	53%	58%	49%	64%

		REG VOTER	PARTY ID			GENDER		AGE 3		
		Yes	Rep	Ind	Dem	Male	Female	18-34	35-54	55+
20A/B5A. Please tell me whether it is very important, somewhat important, or not important for the next governor to focus on: Cutting property taxes	Very important	80%	93%	79%	75%	80%	80%	66%	86%	84%
	Somewhat important	16%	5%	18%	20%	15%	17%	27%	11%	14%
	Not important	3%	3%	3%	4%	4%	3%	7%	3%	2%
	(VOL) Dont Know_Refused	0%	0%	0%	1%	0%	1%	0%	0%	1%

		RACE 2		COLLEGE GRAD		INCOME			REGION OF STATE
		White	Other	No degree	4 yr degree	<$50K	$50-100K	$100K+	North
20A/B5A. Please tell me whether it is very important, somewhat important, or not important for the next governor to focus on: Cutting property taxes	Very important	81%	77%	84%	74%	79%	81%	83%	78%
	Somewhat important	15%	19%	13%	21%	18%	17%	13%	16%
	Not important	4%	3%	2%	5%	1%	2%	4%	5%
	(VOL) Dont Know_Refused	0%	1%	1%	0%	2%	0%	0%	1%

		REGION OF STATE	
		Central	South
20A/B5A. Please tell me whether it is very important, somewhat important, or not important for the next governor to focus on: Cutting property taxes	Very important	84%	80%
	Somewhat important	14%	18%
	Not important	2%	2%
	(VOL) Dont Know_Refused	0%	0%

		REG VOTER	PARTY ID			GENDER		AGE 3		
		Yes	Rep	Ind	Dem	Male	Female	18-34	35-54	55+
20B/B5B. Pleae tell me whether it is very important, somewhat important, or not important for the next governor to focus on: Creating jobs	Very important	84%	79%	83%	87%	79%	88%	85%	84%	81%
	Somewhat important	14%	17%	14%	13%	18%	11%	13%	14%	16%
	Not important	2%	4%	2%	0%	3%	1%	2%	1%	3%
	(VOL) Dont Know_Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%

		RACE 2		COLLEGE GRAD		INCOME			REGION OF STATE
		White	Other	No degree	4 yr degree	<$50K	$50-100K	$100K+	North
20B/B5B. Pleae tell me whether it is very important, somewhat important, or not important for the next governor to focus on: Creating jobs	Very important	79%	91%	87%	78%	93%	87%	77%	87%
	Somewhat important	19%	8%	11%	20%	7%	11%	20%	12%
	Not important	2%	1%	1%	2%	0%	2%	2%	1%
	(VOL) Dont Know_Refused	0%	0%	0%	0%	0%	0%	0%	0%

		REGION OF STATE	
		Central	South
20B/B5B. Pleae tell me whether it is very important, somewhat important, or not important for the next governor to focus on: Creating jobs	Very important	76%	86%
	Somewhat important	18%	13%
	Not important	5%	1%
	(VOL) Dont Know_Refused	1%	0%

		REG VOTER	PARTY ID			GENDER		AGE 3		
		Yes	Rep	Ind	Dem	Male	Female	18-34	35-54	55+
20C/B5C. Please tell me whether it is very important, somewhat important, or not important for the next governor to focus on: Improving schools	Very important	77%	64%	72%	89%	69%	84%	84%	79%	70%
	Somewhat important	18%	27%	23%	9%	24%	12%	14%	17%	22%
	Not important	4%	8%	5%	2%	6%	3%	2%	4%	7%
	(VOL) Dont Know_Refused	0%	1%	0%	0%	1%	0%	0%	0%	1%

		RACE 2		COLLEGE GRAD		INCOME			REGION OF STATE
		White	Other	No degree	4 yr degree	<$50K	$50-100K	$100K+	North
20C/B5C. Please tell me whether it is very important, somewhat important, or not important for the next governor to focus on: Improving schools	Very important	72%	86%	79%	75%	84%	71%	80%	81%
	Somewhat important	22%	11%	17%	21%	10%	22%	17%	16%
	Not important	5%	2%	4%	4%	4%	7%	3%	3%
	(VOL) Dont Know_Refused	1%	0%	0%	0%	2%	0%	0%	0%

		REGION OF STATE	
		Central	South
20C/B5C. Please tell me whether it is very important, somewhat important, or not important for the next governor to focus on: Improving schools	Very important	71%	76%
	Somewhat important	18%	20%
	Not important	10%	3%
	(VOL) Dont Know_Refused	1%	0%

		REG VOTER	PARTY ID			GENDER		AGE 3		
		Yes	Rep	Ind	Dem	Male	Female	18-34	35-54	55+
20D/B5D. Please tell me whether it is very important, somewhat important, or not important for the next governor to focus on: Making health care more affordable	Very important	83%	69%	82%	92%	75%	89%	84%	84%	80%
	Somewhat important	13%	21%	14%	7%	17%	9%	8%	13%	15%
	Not important	4%	10%	4%	1%	8%	1%	8%	3%	3%
	(VOL) Dont Know_Refused	0%	0%	0%	0%	0%	0%	0%	0%	1%

		RACE 2		COLLEGE GRAD		INCOME			REGION OF STATE
		White	Other	No degree	4 yr degree	<$50K	$50-100K	$100K+	North
20D/B5D. Please tell me whether it is very important, somewhat important, or not important for the next governor to focus on: Making health care more affordable	Very important	79%	90%	86%	79%	93%	86%	74%	82%
	Somewhat important	15%	8%	10%	16%	5%	12%	18%	13%
	Not important	5%	2%	4%	5%	1%	2%	7%	5%
	(VOL) Dont Know_Refused	1%	0%	0%	1%	0%	0%	1%	0%

		REGION OF STATE	
		Central	South
20D/B5D. Please tell me whether it is very important, somewhat important, or not important for the next governor to focus on: Making health care more affordable	Very important	82%	86%
	Somewhat important	13%	9%
	Not important	4%	5%
	(VOL) Dont Know_Refused	1%	0%

		REG VOTER	PARTY ID			GENDER		AGE 3		
		Yes	Rep	Ind	Dem	Male	Female	18-34	35-54	55+
20E/B5E. Please tell me whether it is very important, somewhat important, or not important for the next governor to focus on: Cutting waste in state government	Very important	76%	89%	77%	69%	77%	76%	70%	77%	79%
	Somewhat important	20%	11%	18%	26%	22%	17%	27%	18%	16%
	Not important	3%	0%	5%	3%	1%	5%	2%	4%	2%
	(VOL) Dont Know_Refused	1%	1%	1%	2%	0%	2%	0%	0%	2%

		RACE 2		COLLEGE GRAD		INCOME			REGION OF STATE
		White	Other	No degree	4 yr degree	<$50K	$50-100K	$100K+	North
20E/B5E. Please tell me whether it is very important, somewhat important, or not important for the next governor to focus on: Cutting waste in state government	Very important	77%	73%	79%	72%	64%	80%	78%	74%
	Somewhat important	20%	20%	16%	26%	25%	18%	21%	22%
	Not important	3%	4%	4%	2%	7%	1%	1%	3%
	(VOL) Dont Know_Refused	0%	3%	1%	0%	3%	1%	0%	2%

		REGION OF STATE	
		Central	South
20E/B5E. Please tell me whether it is very important, somewhat important, or not important for the next governor to focus on: Cutting waste in state government	Very important	77%	78%
	Somewhat important	22%	17%
	Not important	1%	5%
	(VOL) Dont Know_Refused	1%	1%

		REG VOTER	PARTY ID			GENDER		AGE 3		
		Yes	Rep	Ind	Dem	Male	Female	18-34	35-54	55+
20F/B5F. Please tell me whether it is very important, somewhat important, or not important for the next governor to focus on: Improving transportation infrastructure	Very important	60%	49%	62%	65%	59%	61%	52%	56%	70%
	Somewhat important	34%	44%	31%	31%	33%	36%	42%	38%	25%
	Not important	5%	6%	6%	4%	8%	3%	6%	5%	4%
	(VOL) Dont Know_Refused	1%	1%	1%	0%	0%	1%	0%	0%	1%

		RACE 2		COLLEGE GRAD		INCOME			REGION OF STATE
		White	Other	No degree	4 yr degree	<$50K	$50-100K	$100K+	North
20F/B5F. Please tell me whether it is very important, somewhat important, or not important for the next governor to focus on: Improving transportation infrastructure	Very important	62%	57%	59%	61%	61%	57%	63%	64%
	Somewhat important	31%	40%	34%	34%	33%	37%	31%	31%
	Not important	5%	3%	6%	4%	4%	6%	6%	5%
	(VOL) Dont Know_Refused	1%	0%	1%	0%	2%	0%	0%	0%

		REGION OF STATE	
		Central	South
20F/B5F. Please tell me whether it is very important, somewhat important, or not important for the next governor to focus on: Improving transportation infrastructure	Very important	55%	58%
	Somewhat important	40%	34%
	Not important	4%	8%
	(VOL) Dont Know_Refused	1%	1%

		REG VOTER	PARTY ID			GENDER		AGE 3		
		Yes	Rep	Ind	Dem	Male	Female	18-34	35-54	55+
21/B6. If you had to pick just one of these issues for the next governor to focus on, which would you choose - If you had to pick just one of these issues for the next governor to focus on, which would you choose - [READ LIST]?	Cutting property taxes	30%	47%	30%	23%	28%	32%	15%	34%	37%
	Creating jobs	12%	7%	12%	15%	15%	10%	11%	15%	10%
	Improving schools	18%	11%	17%	23%	14%	21%	31%	18%	9%
	Making health care more affordable	20%	10%	18%	26%	18%	22%	22%	17%	21%
	Cutting waste in state government	13%	22%	16%	4%	17%	9%	13%	11%	14%
	Improving transportation infrastructure	6%	2%	6%	8%	6%	5%	6%	4%	8%
	(VOL) None of these_other	0%	1%	0%	0%	1%	0%	1%	0%	0%
	(VOL) Dont Know_Refused	1%	0%	1%	1%	0%	1%	1%	2%	0%

		RACE 2		COLLEGE GRAD		INCOME			REGION OF STATE
		White	Other	No degree	4 yr degree	<$50K	$50-100K	$100K+	North
21/B6. If you had to pick just one of these issues for the next governor to focus on, which would you choose - If you had to pick just one of these issues for the next governor to focus on, which would you choose - [READ LIST]?	Cutting property taxes	36%	19%	33%	27%	19%	38%	30%	23%
	Creating jobs	11%	12%	14%	10%	16%	12%	12%	13%
	Improving schools	13%	27%	19%	17%	22%	17%	15%	20%
	Making health care more affordable	16%	28%	18%	22%	28%	17%	19%	20%
	Cutting waste in state government	15%	9%	12%	13%	9%	11%	16%	14%
	Improving transportation infrastructure	7%	4%	4%	10%	5%	4%	8%	10%
	(VOL) None of these_other	1%	0%	0%	1%	0%	1%	0%	0%
	(VOL) Dont Know_Refused	1%	1%	1%	1%	1%	0%	0%	1%

		REGION OF STATE	
		Central	South
21/B6. If you had to pick just one of these issues for the next governor to focus on, which would you choose - If you had to pick just one of these issues for the next governor to focus on, which would you choose - [READ LIST]?	Cutting property taxes	**37%**	**37%**
	Creating jobs	**8%**	**16%**
	Improving schools	**13%**	**15%**
	Making health care more affordable	**22%**	**19%**
	Cutting waste in state government	**14%**	**10%**
	Improving transportation infrastructure	**5%**	**2%**
	(VOL) None of these_other	**1%**	**0%**
	(VOL) Dont Know_Refused	**0%**	**0%**