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NEW JERSEY: MURPHY LEADS GUADAGNO BY 14

Party brand a drag on GOP nominee; no traction on property taxes

West Long Branch, NJ – In the race for New Jersey governor, Democrat Phil Murphy currently holds a 14 point lead over Republican Kim Guadagno among likely voters. The *Monmouth University Poll* finds that Guadagno is dragged down as much by the Garden State’s general views of key Republican leaders as she is by her specific association with one of those officials, namely the state’s governor. Moreover, she has gained no traction with her plan to tackle property taxes – only a handful of voters are even aware that she has such a plan, but most would be predisposed to distrust any candidate promises on this issue even if they knew about it.

Currently, 51% of likely voters support Murphy and 37% support Guadagno. Other candidates garner 2% of the vote and 9% are undecided. This is Monmouth’s first likely voter poll of the 2017 campaign in New Jersey. A July poll of registered voters showed a significantly larger lead, but the two polls’ methodologies are not comparable. The current poll follows the same likely voter methodology that Monmouth used in our 2013 and 2014 New Jersey election polling.

“This is not the twenty-something point lead that some polls have been showing, but it is still formidable. While Guadagno may have an opportunity to break through, the fact that Murphy’s support is over 50 percent makes that task very difficult,” said Patrick Murray, director of the independent Monmouth University Polling Institute.

With just five weeks to go before Election Day, nearly half of the likely electorate has not formed an opinion about either major party nominee. Just 33% hold a favorable view of Murphy and 23% have an unfavorable view, while 44% express no opinion. A similar 31% hold a favorable view of Guadagno and 25% have an unfavorable view, while 45% express no opinion.

“Low name recognition of New Jersey gubernatorial candidates this late in the game is not unprecedented because the state lacks its own media market. However, it is unusually low this year. The campaigns simply can’t break through with the political noise coming out of Washington,” said Murray.

In fact, current opinion of Washington and Trenton loom large in this race. Just 23% say the state is headed in the right direction while 66% say New Jersey is on the wrong track. Governor Chris Christie gets a 22% approve and 75% disapprove rating among likely voters – which is somewhat better than his approval rating among all New Jersey residents (15% July) but certainly nothing to brag about. President Donald Trump also receives a poor 33% approve and 59% disapprove rating from the Garden State electorate.

Guadagno has been the state’s Lieutenant Governor for nearly eight years. Half of voters (51%) say this is something they tend to associate with the GOP nominee when they think about her current campaign. It’s also worth noting, though, that 21% of likely voters are unaware that Guadagno holds this office at all.

About 3-in-10 voters (29%) say that knowing Guadagno is the state’s LG makes them less likely to vote for her. This is nearly double the number (16%) who say this fact makes them more likely to support her. Most voters (54%) say her current job makes no difference in their vote. Furthermore, 25% of voters say Guadagno has been too supportive of Christie in her role as lieutenant governor, while just 8% say she has not been supportive enough and 43% say she has offered her boss the right amount of support. Another 24% have no opinion on this. Among voters who are still undecided or only leaning toward a candidate at this point, 22% say Guadagno is too supportive of Christie, 13% say she is not supportive enough, and 35% say she has given the right amount of support.

“The double whammy of Trump and Christie has not helped the Republican brand in New Jersey. While Gaudagno’s current position as Christie’s number two is not a death blow to her chances, it certainly isn’t helping,” said Murray.

Guadagno has tried to counter the drag created by her current position by reminding voters of Murphy’s past as a Goldman Sachs executive. Just 28% say this job is something they associate with the Democratic candidate when they think of his campaign, whereas one-third (34%) say they are unaware that he worked for the firm. Knowing this piece of Murphy’s resume certainly does not have a positive effect for him – just 4% say it makes them more likely to support Murphy while 25% say it makes them less likely – but the vast majority of voters (70%) say Murphy’s former position has no impact on their choice for governor.

The Republican nominee is also trying to gain traction on the state’s top concern: property taxes. A *Monmouth University Poll* in July identified this issue as voters’ top priority – as it has in nearly every single one of Monmouth’s Garden State issue polls since 2005. While Guadagno has offered a specific

plan to reduce property taxes, she has not been able to gain much traction with it. This is largely due to the fact that almost no voter knows she has such a plan. Just 12% say they have heard about a specific property tax plan proposed by Guadagno. This is probably an overstatement though, since 6% also say they have heard about a property tax plan from the Murphy camp, even though the Democrat has offered no such plan.

On top of this, it is unclear that Guadagno would gain points even if she was able to get her plan in front of the electorate. In general, 70% of New Jersey voters say they would be inclined to view any candidate proposal to reduce property taxes as simply a campaign ploy that wouldn't amount to much. Just 20% say they would be open to viewing such a plan as a genuine effort to fix the problem. These results are the same among voters who are still undecided or are only leaning toward a candidate right now.

The one thing that Guadagno does have in her favor is that voters are somewhat more inclined to believe that middle class homeowners would see their property taxes go up under a Murphy administration (45%) than say the same about a Guadagno administration (31%). Still, only about 1-in-10 voters expect that their property taxes would go down under either Murphy (10%) or Guadagno (13%).

“Property taxes is truly the meme for everything that New Jerseyans dislike about their state. I just think voters have heard too many promises for too long and simply tune out all candidate rhetoric on the issue at this point. Guadagno has little time left and a tall hill to climb if she is going to break through with her plan,” said Murray.

Support by voter bloc

Murphy leads among practically every voter group. He performs most strongly over Guadagno among non-white voters (72%-16%), women (56%-31%), and voters under 50 years old (58%-35%). He also leads among voters age 50 to 64 (48%-36%) and voters age 65 and older (49%-40%). Murphy has the edge among Garden State voters with a college degree (56%-35%) as well as those without a degree (46%-39%). He has a nominal, although statistically insignificant, lead among men (46%-44%) and white voters (46%-44%).

Murphy has the support of 79% of registered Democrats while Guadagno claims 75% of registered Republicans. Unaffiliated voters prefer Murphy by a margin of 48% to 33%. Among voters who identify with the Democratic party regardless of their actual registration status, 91% back Murphy whereas 79% of self-identified Republicans choose Guadagno. Voters who call themselves independents split their support at 43% for Guadagno and 40% for Murphy. Murphy's large overall lead is due to Democrats significantly outnumbering Republicans in the New Jersey electorate as well as the fact that unaffiliated independent voters tend have a significantly lower turnout rate in gubernatorial elections.

“A lot of media attention is paid to unaffiliated voters in New Jersey because they represent half of all registered voters in the state. However, this group makes up less than one-quarter of the actual voter pool in any given non-presidential election year,” said Murray.

The *Monmouth University Poll* was conducted by telephone from September 28 to October 1, 2017 with 452 New Jersey residents likely to vote in the 2017 gubernatorial election. The results in this release have a margin of error of +/- 4.6 percent. The poll was conducted by the Monmouth University Polling Institute in West Long Branch, NJ.

A Note on Support for Third Party/Independent Candidates

Every gubernatorial election year, the *Monmouth University Poll* receives requests from third party and independent candidates to have their names included in our vote choice question. This year has been no different. They feel they would perform strongly in early polling and thus be able to generate more support going into Election Day. Our own testing of this premise in prior election cycles shows that including the names of these candidates in places without a history of measurable support for such candidates tends to grossly overstate their vote share and introduces undesirable error into the poll results.

Since 1977, aggregate support for third party candidates in New Jersey gubernatorial elections generally stayed in a narrow range from 1% to 3.5%. The only exceptions were 1997 when Murray Sabrin got 4.7% and other third party candidates got 2.6%, and 2005 when Chris Daggett got 5.8% and other candidates got 0.9%. To date, Sabrin and Daggett have been the only third party candidates to qualify for the state’s matching fund program and participation in the official candidate debates.

The current poll indicates that third party candidates combined are getting about 2% of the vote, which is in line with election results over the past 40 years. However, Monmouth decided to perform an experimental test by asking half the sample our standard New Jersey vote choice question and the other half a question with all seven candidates on the ballot named: i.e. *“If the election for governor was today, would you vote for Kim Guadagno the Republican, Phil Murphy the Democrat, Peter Rohrman the Libertarian, Matthew Riccardi of the Constitution Party, Seth Kaper-Dale of the Green Party, Gina Genovese running under the Reduce Property Taxes slogan, or Vincent Ross running under the We the People slogan?”*

In the full ballot question, Rohrman and Genovese each earned just under 2% support while the other three independent candidates got less than half a percentage point. Furthermore, when these voters were pressed on the strength of their vote choice, just under half indicated that their support is soft and they lean toward one of the two major party candidates. As such, Monmouth considers our 2.4% estimate for the aggregate third party vote as an accurate estimate of current electoral support for those candidates.

QUESTIONS AND RESULTS

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

1 / 2. 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*]

	October 2017
Likely voters with leaners	
Kim Guadagno, the Republican	37%
Phil Murphy, the Democrat	51%
Other candidate	2%
(VOL) Undecided	9%
(n)	(452)

[*QUESTIONS 3 & 4 WERE ROTATED*]

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

	October 2017
Favorable	31%
Unfavorable	25%
No opinion	45%
(n)	(452)

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

	October 2017
Favorable	33%
Unfavorable	23%
No opinion	44%
(n)	(452)

[*QUESTIONS 5 & 6 WERE ROTATED*]

5. Do you approve or disapprove of the job Donald Trump is doing as president?

	October 2017
Approve	33%
Disapprove	59%
(VOL) Don't know	8%
(n)	(452)

6. Do you approve or disapprove of the job Chris Christie is doing as governor?

	October 2017
Approve	22%
Disapprove	75%
(VOL) Don't know	4%
(n)	(452)

7. Would you say things in New Jersey are going in the right direction, or have they gotten off on the wrong track?

	October 2017
Right direction	23%
Wrong track	66%
(VOL) Depends	5%
(VOL) Don't know	6%
(n)	(452)

[QUESTIONS 8 & 9 WERE ROTATED]

8. If Kim Guadagno becomes governor, would you expect middle class homeowners' property taxes to go up, go down, or stay about the same as they are now?

	October 2017
Go up	31%
Go down	13%
Stay about the same	44%
(VOL) Don't know	12%
(n)	(452)

9. If Phil Murphy becomes governor, would you expect middle class homeowners' property taxes to go up, go down, or stay about the same as they are now?

	October 2017
Go up	45%
Go down	10%
Stay about the same	32%
(VOL) Don't know	12%
(n)	(452)

10. If a candidate for governor offered a specific plan to reduce property taxes, would you be more likely to see it as a genuine effort to fix the problem or more likely to see it as a campaign ploy that would not amount to much?

	October 2017
Genuine effort	20%
Campaign ploy	70%
(VOL) Both	1%
(VOL) Depends	5%
(VOL) Don't know	3%
(n)	(452)

11. As far as you know, have either Guadagno or Murphy offered a specific plan to reduce property taxes, or haven't you heard of any specific plans? [If YES: Was this Guadagno or Murphy?]

	October 2017
Yes, Guadagno	8%
Yes, Murphy	2%
Yes, both Guadagno and Murphy	4%
No, haven't heard of any plan	85%
(VOL) Don't know	1%
(n)	(452)

Now some questions on the candidates...

[QUESTIONS 12 & 13 WERE ROTATED]

12. Are you aware that Kim Guadagno is New Jersey's Lieutenant Governor or have you not heard this before? [If AWARE: Do you tend to associate this position with Guadagno when you think about her running for governor or is this something you don't usually think about unless you are reminded?]

	October 2017
Aware, tend to associate	51%
Aware, don't usually think about	26%
Not aware of this position	21%
(VOL) Don't know	2%
(n)	(452)

13. Are you aware that Phil Murphy is a former Goldman Sachs executive or have you not heard this before? [If AWARE: Do you tend to associate this former position with Murphy when you think about him running for governor or is this something you don't usually think about unless you are reminded?]

	October 2017
Aware, tend to associate	28%
Aware, don't usually think about	37%
Not aware of this position	34%
(VOL) Don't know	1%
(n)	(452)

[QUESTIONS 14 & 15 WERE ROTATED]

14. Does knowing that Kim Guadagno is New Jersey's Lieutenant Governor make you more likely or less likely to support her for governor, or does it really have no impact on your vote?

	October 2017
More likely	16%
Less likely	29%
No impact	54%
(VOL) Don't know	1%
(n)	(452)

15. Does knowing that Phil Murphy is a former Goldman Sachs executive make you more likely or less likely to support him for governor, or does it really have no impact on your vote?

	October 2017
More likely	4%
Less likely	25%
No impact	70%
(VOL) Don't know	1%
(n)	(452)

16. In her role as Lieutenant Governor, has Kim Guadagno been too supportive of Governor Christie, not been supportive enough of Governor Christie, or has she offered Governor Christie the right amount of support?

	October 2017
Too supportive	25%
Not supportive enough	8%
Right amount of support	43%
(VOL) Don't know	24%
(n)	(452)

METHODOLOGY

The *Monmouth University Poll* was sponsored and conducted by the Monmouth University Polling Institute from September 28 to October 1, 2017 with a statewide random sample of 452 likely New Jersey voters drawn from a list of registered voters who voted in at least two of the last four general elections or have registered to vote since January 2016, and indicate they are likely to vote in the upcoming election. This includes 246 contacted by a live interviewer on a landline telephone and 206 contacted by a live interviewer on a cell phone. Monmouth is responsible for all aspects of the survey design, data weighting and analysis. Final sample is weighted for region, party registration, age, gender, and race based on state voter registration list and U.S. Census information. Data collection support provided by Braun Research (field) and Aristotle (voter sample). 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 4.6 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.

NJ Regions (by county):

Northeast – Bergen, Essex, Hudson, Passaic.

West/Central – Hunterdon, Morris, Somerset, Sussex, Warren.

Central/Shore – Mercer, Middlesex, Monmouth, Union.

South – Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Ocean, Salem.

<i>DEMOGRAPHICS (weighted)</i>	
<i>Party Registration</i>	
	33% Republican
	45% Democrat
	23% Unaffiliated
 <i>Self-Reported</i>	
	27% Republican
	35% Independent
	38% Democrat
 <i>49% Male</i>	
<i>51% Female</i>	
 <i>10% 18-34</i>	
<i>21% 35-54</i>	
<i>35% 50-64</i>	
<i>34% 65+</i>	
 <i>75% White</i>	
<i>12% Black</i>	
<i>9% Hispanic</i>	
<i>5% Asian/Other</i>	

MARGIN OF ERROR		unweighted sample	moe (+/-)
LIKELY VOTERS		452	4.6%
PARTY	Republican	150	8.0%
REGISTRATION	Democrat	204	6.9%
	Unaffiliated	98	9.9%
SELF-REPORTED	Republican	121	8.9%
PARTY ID	Independent	153	7.9%
	Democrat	175	7.4%
IDEOLOGY	Conservative	142	8.2%
	Moderate	174	7.4%
	Liberal	122	8.9%
GENDER	Male	205	6.9%
	Female	247	6.2%
AGE	18-49	164	7.7%
	50-64	149	8.0%
	65+	134	8.5%
RACE	White non-Hispanic	322	5.5%
	Other	105	9.6%
COLLEGE GRADUATE	No degree	187	7.2%
	4 year degree	261	6.1%
REGION	Northeast	151	8.0%
	West/Central	64	12.3%
	Central/Shore	125	8.8%
	Southern	112	9.3%

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		TOTAL	PARTY REGISTRATION			PARTY ID			POLITICAL IDEOLOGY		
			Rep	Dem	Unaf	Rep	Ind	Dem	Con	Mod	Lib
Q1-2. GUV VOTE WITH LEANERS	Kim Guadagno	37%	75%	12%	33%	79%	43%	3%	71%	32%	7%
	Phil Murphy	51%	16%	79%	48%	10%	40%	91%	18%	51%	88%
	Other	2%	2%	1%	6%	3%	4%	1%	2%	3%	1%
	Undecided	9%	8%	8%	13%	8%	14%	5%	9%	14%	4%

		GENDER		AGE 3-WAY			RACE		COLLEGE DEGREE		NJ REGIONS
		Male	Female	18-49	50-64	65+	White non-Hispanic	Other	No	Yes	Northeast
Q1-2. GUV VOTE WITH LEANERS	Kim Guadagno	44%	31%	35%	36%	40%	44%	16%	39%	35%	36%
	Phil Murphy	46%	56%	58%	48%	49%	46%	72%	46%	56%	56%
	Other	3%	2%	0%	5%	2%	3%	2%	3%	2%	0%
	Undecided	7%	11%	7%	10%	9%	8%	10%	12%	7%	7%

		NJ REGIONS		
		West Central	Central-Shore	Southern
Q1-2. GUV VOTE WITH LEANERS	Kim Guadagno	49%	34%	34%
	Phil Murphy	42%	53%	50%
	Other	2%	5%	3%
	Undecided	7%	8%	13%

		TOTAL	PARTY REGISTRATION			PARTY ID			POLITICAL IDEOLOGY			GENDER
			Rep	Dem	Unaf	Rep	Ind	Dem	Con	Mod	Lib	Male
Q3. Is your general impression of Kim Guadagno favorable or unfavorable, or do you have no opinion of her?	Favorable	31%	53%	15%	29%	52%	37%	10%	46%	31%	12%	35%
	Unfavorable	25%	8%	37%	24%	8%	25%	37%	9%	25%	44%	27%
	No opinion	45%	39%	48%	47%	40%	38%	53%	45%	45%	44%	38%

		GENDER	AGE 3-WAY			RACE		COLLEGE DEGREE		NJ REGIONS	
		Female	18-49	50-64	65+	White non-Hispanic	Other	No	Yes	Northeast	West Central
Q3. Is your general impression of Kim Guadagno favorable or unfavorable, or do you have no opinion of her?	Favorable	26%	27%	33%	31%	36%	16%	27%	33%	26%	32%
	Unfavorable	23%	22%	29%	23%	27%	19%	17%	31%	24%	22%
	No opinion	50%	51%	38%	46%	38%	66%	56%	35%	50%	46%

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		NJ REGIONS		NJ GUV VOTE w/o LEANERS		
		Central-Shore	Southern	Guadagno	Murphy	Other- Undec
Q3. Is your general impression of Kim Guadagno favorable or unfavorable, or do you have no opinion of her?	Favorable	33%	32%	71%	12%	12%
	Unfavorable	26%	26%	3%	44%	18%
	No opinion	41%	42%	26%	45%	70%

		TOTAL	PARTY REGISTRATION			PARTY ID			POLITICAL IDEOLOGY			GENDER
			Rep	Dem	Unaf	Rep	Ind	Dem	Con	Mod	Lib	Male
Q4. Is your general impression of Phil Murphy favorable or unfavorable, or do you have no opinion of him?	Favorable	33%	11%	55%	21%	5%	25%	60%	7%	31%	65%	30%
	Unfavorable	23%	41%	9%	27%	42%	31%	4%	45%	19%	6%	27%
	No opinion	44%	48%	36%	52%	53%	44%	36%	48%	50%	29%	43%

		GENDER	AGE 3-WAY			RACE		COLLEGE DEGREE		NJ REGIONS	
		Female	18-49	50-64	65+	White non-Hispanic	Other	No	Yes	Northeast	West Central
Q4. Is your general impression of Phil Murphy favorable or unfavorable, or do you have no opinion of him?	Favorable	36%	35%	33%	30%	31%	40%	24%	40%	32%	35%
	Unfavorable	20%	19%	25%	26%	28%	11%	26%	22%	20%	31%
	No opinion	44%	45%	42%	44%	41%	49%	50%	38%	48%	34%

		NJ REGIONS		NJ GUV VOTE w/o LEANERS		
		Central-Shore	Southern	Guadagno	Murphy	Other- Undec
Q4. Is your general impression of Phil Murphy favorable or unfavorable, or do you have no opinion of him?	Favorable	36%	30%	3%	66%	10%
	Unfavorable	25%	21%	51%	2%	26%
	No opinion	39%	49%	45%	32%	64%

		TOTAL	PARTY REGISTRATION			PARTY ID			POLITICAL IDEOLOGY		
			Rep	Dem	Unaf	Rep	Ind	Dem	Con	Mod	Lib
Q5. Do you approve or disapprove of the job Donald Trump is doing as president?	Approve	33%	64%	11%	32%	77%	31%	4%	68%	23%	8%
	Disapprove	59%	25%	85%	58%	13%	56%	94%	24%	66%	91%
	[VOL] Dont Know	8%	11%	4%	10%	10%	13%	2%	9%	12%	1%

		GENDER		AGE 3-WAY			RACE		COLLEGE DEGREE		NJ REGIONS
		Male	Female	18-49	50-64	65+	White non-Hispanic	Other	No	Yes	Northeast
Q5. Do you approve or disapprove of the job Donald Trump is doing as president?	Approve	37%	29%	30%	35%	34%	39%	14%	41%	26%	30%
	Disapprove	53%	65%	62%	59%	58%	54%	77%	49%	68%	63%
	[VOL] Dont Know	9%	6%	8%	7%	8%	7%	9%	10%	7%	7%

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		NJ REGIONS			NJ GUV VOTE w/o LEANERS		
		West Central	Central-Shore	Southern	Guadagno	Murphy	Other- Undec
Q5. Do you approve or disapprove of the job Donald Trump is doing as president?	Approve	40%	30%	34%	76%	5%	27%
	Disapprove	55%	62%	56%	17%	91%	57%
	[VOL] Dont Know	5%	8%	10%	7%	4%	16%

		TOTAL	PARTY REGISTRATION			PARTY ID			POLITICAL IDEOLOGY		
			Rep	Dem	Unaf	Rep	Ind	Dem	Con	Mod	Lib
Q6. Do you approve or disapprove of the job Chris Christie is doing as governor?	Approve	22%	38%	10%	21%	38%	23%	8%	38%	18%	8%
	Disapprove	75%	58%	88%	72%	57%	73%	89%	56%	80%	89%
	[VOL] Dont Know	4%	4%	2%	7%	5%	4%	2%	6%	2%	3%

		GENDER		AGE 3-WAY			RACE		COLLEGE DEGREE		NJ REGIONS
		Male	Female	18-49	50-64	65+	White non-Hispanic	Other	No	Yes	Northeast
Q6. Do you approve or disapprove of the job Chris Christie is doing as governor?	Approve	24%	19%	22%	21%	22%	23%	19%	24%	20%	25%
	Disapprove	73%	77%	74%	73%	77%	75%	75%	72%	77%	69%
	[VOL] Dont Know	3%	5%	4%	6%	1%	3%	6%	4%	4%	6%

		NJ REGIONS			NJ GUV VOTE w/o LEANERS		
		West Central	Central-Shore	Southern	Guadagno	Murphy	Other- Undec
Q6. Do you approve or disapprove of the job Chris Christie is doing as governor?	Approve	21%	18%	23%	46%	8%	14%
	Disapprove	77%	79%	74%	49%	91%	78%
	[VOL] Dont Know	2%	3%	3%	4%	1%	7%

		TOTAL	PARTY REGISTRATION			PARTY ID			POLITICAL IDEOLOGY		
			Rep	Dem	Unaf	Rep	Ind	Dem	Con	Mod	Lib
Q7. Would you say things in New Jersey are going in the right direction, or have they gotten off on the wrong track?	Right direction	23%	35%	15%	22%	35%	23%	15%	30%	21%	16%
	Wrong track	66%	53%	76%	67%	57%	64%	75%	62%	67%	70%
	(VOL) Depends	5%	6%	3%	7%	4%	6%	5%	3%	7%	4%
	[VOL] Dont Know	6%	6%	6%	4%	4%	8%	4%	5%	5%	9%

Monmouth University Poll -- NEW JERSEY -- 10/03/17

		GENDER		AGE 3-WAY			RACE		COLLEGE DEGREE		NJ REGIONS
		Male	Female	18-49	50-64	65+	White non-Hispanic	Other	No	Yes	Northeast
Q7. Would you say things in New Jersey are going in the right direction, or have they gotten off on the wrong track?	Right direction	27%	19%	29%	21%	19%	20%	30%	25%	22%	22%
	Wrong track	63%	70%	63%	67%	69%	69%	62%	65%	67%	63%
	(VOL) Depends	5%	5%	3%	6%	5%	6%	2%	7%	4%	6%
	[VOL] Dont Know	5%	7%	5%	6%	6%	6%	6%	3%	7%	9%

		NJ REGIONS			NJ GUV VOTE w/o LEANERS		
		West Central	Central-Shore	Southern	Guadagno	Murphy	Other- Undec
Q7. Would you say things in New Jersey are going in the right direction, or have they gotten off on the wrong track?	Right direction	23%	22%	25%	40%	14%	18%
	Wrong track	70%	72%	62%	55%	75%	65%
	(VOL) Depends	3%	1%	9%	2%	6%	8%
	[VOL] Dont Know	3%	5%	4%	3%	6%	9%

		TOTAL	PARTY REGISTRATION			PARTY ID			POLITICAL IDEOLOGY		
			Rep	Dem	Unaf	Rep	Ind	Dem	Con	Mod	Lib
Q8. If Kim Guadagno becomes governor, would you expect middle class homeowners property taxes to go up, go down, or stay about the same as they are now?	Go up	31%	20%	35%	37%	18%	32%	40%	23%	29%	42%
	Go down	13%	20%	8%	11%	20%	16%	5%	20%	9%	8%
	Stay about the same	44%	53%	40%	41%	56%	44%	36%	48%	49%	33%
	[VOL] Dont Know	12%	7%	17%	11%	7%	8%	20%	9%	13%	17%

		GENDER		AGE 3-WAY			RACE		COLLEGE DEGREE	
		Male	Female	18-49	50-64	65+	White non-Hispanic	Other	No	Yes
Q8. If Kim Guadagno becomes governor, would you expect middle class homeowners property taxes to go up, go down, or stay about the same as they are now?	Go up	29%	33%	29%	35%	30%	32%	34%	32%	31%
	Go down	12%	13%	10%	11%	15%	12%	12%	16%	9%
	Stay about the same	51%	38%	48%	44%	40%	46%	39%	39%	48%
	[VOL] Dont Know	8%	17%	12%	10%	15%	11%	16%	12%	12%

		NJ REGIONS				NJ GUV VOTE w/o LEANERS		
		Northeast	West Central	Central-Shore	Southern	Guadagno	Murphy	Other- Undec
Q8. If Kim Guadagno becomes governor, would you expect middle class homeowners property taxes to go up, go down, or stay about the same as they are now?	Go up	26%	23%	42%	29%	12%	42%	36%
	Go down	13%	10%	10%	16%	25%	4%	13%
	Stay about the same	48%	55%	34%	44%	62%	40%	27%
	[VOL] Dont Know	13%	11%	13%	12%	2%	14%	23%

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		TOTAL	PARTY REGISTRATION			PARTY ID			POLITICAL IDEOLOGY		
			Rep	Dem	Unaf	Rep	Ind	Dem	Con	Mod	Lib
Q9. If Phil Murphy becomes governor, would you expect middle class homeowners property taxes to go up, go down, or stay about the same as they are now?	Go up	45%	63%	29%	52%	63%	58%	20%	67%	40%	26%
	Go down	10%	5%	15%	9%	7%	5%	18%	5%	8%	21%
	Stay about the same	32%	21%	43%	26%	23%	24%	45%	19%	35%	41%
	[VOL] Dont Know	12%	11%	13%	13%	7%	12%	17%	9%	16%	12%

		GENDER		AGE 3-WAY			RACE		COLLEGE DEGREE	
		Male	Female	18-49	50-64	65+	White non-Hispanic	Other	No	Yes
Q9. If Phil Murphy becomes governor, would you expect middle class homeowners property taxes to go up, go down, or stay about the same as they are now?	Go up	52%	39%	34%	52%	50%	53%	25%	46%	45%
	Go down	6%	15%	14%	9%	9%	8%	18%	12%	9%
	Stay about the same	32%	32%	40%	30%	26%	29%	42%	28%	35%
	[VOL] Dont Know	11%	14%	12%	9%	15%	11%	14%	14%	11%

		NJ REGIONS				NJ GUV VOTE w/o LEANERS		
		Northeast	West Central	Central-Shore	Southern	Guadagno	Murphy	Other- Undec
Q9. If Phil Murphy becomes governor, would you expect middle class homeowners property taxes to go up, go down, or stay about the same as they are now?	Go up	44%	41%	52%	42%	72%	23%	52%
	Go down	12%	8%	8%	12%	4%	17%	7%
	Stay about the same	30%	34%	31%	33%	17%	50%	17%
	[VOL] Dont Know	13%	17%	9%	13%	7%	10%	24%

		TOTAL	PARTY REGISTRATION			PARTY ID			POLITICAL IDEOLOGY		
			Rep	Dem	Unaf	Rep	Ind	Dem	Con	Mod	Lib
Q10. If a candidate for governor offered a specific plan to reduce property taxes, would you be more likely to see it as a genuine effort to fix the problem or more likely to see it as a campaign ploy that would not amount to much?	Genuine effort	20%	20%	23%	16%	20%	19%	23%	20%	20%	24%
	Campaign ploy	70%	74%	65%	76%	75%	74%	65%	72%	72%	63%
	(VOL) Both	1%	1%	1%	3%	1%	2%	1%	1%	1%	1%
	(VOL) Depends	5%	5%	8%	2%	2%	4%	7%	5%	4%	8%
	[VOL] Dont Know	3%	2%	3%	2%	2%	0%	5%	2%	3%	4%

		GENDER		AGE 3-WAY			RACE		COLLEGE DEGREE		NJ REGIONS
		Male	Female	18-49	50-64	65+	White non-Hispanic	Other	No	Yes	Northeast
Q10. If a candidate for governor offered a specific plan to reduce property taxes, would you be more likely to see it as a genuine effort to fix the problem or more likely to see it as a campaign ploy that would not amount to much?	Genuine effort	15%	25%	22%	16%	23%	20%	25%	21%	21%	22%
	Campaign ploy	77%	64%	67%	77%	67%	72%	66%	71%	70%	71%
	(VOL) Both	2%	0%	1%	2%	1%	1%	2%	1%	1%	1%
	(VOL) Depends	5%	5%	5%	5%	5%	6%	3%	3%	6%	4%
	[VOL] Dont Know	0%	5%	5%	0%	3%	2%	4%	4%	1%	3%

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		NJ REGIONS			NJ GUV VOTE w/o LEANERS		
		West Central	Central-Shore	Southern	Guadagno	Murphy	Other- Undec
Q10. If a candidate for governor offered a specific plan to reduce property taxes, would you be more likely to see it as a genuine effort to fix the problem or more likely to see it as a campaign ploy that would not amount to much?	Genuine effort	21%	19%	20%	20%	21%	20%
	Campaign ploy	67%	70%	73%	75%	68%	70%
	(VOL) Both	3%	0%	1%	1%	1%	1%
	(VOL) Depends	8%	7%	4%	3%	6%	6%
	[VOL] Dont Know	1%	4%	2%	1%	4%	2%

		TOTAL	PARTY REGISTRATION			PARTY ID			POLITICAL IDEOLOGY
			Rep	Dem	Unaf	Rep	Ind	Dem	Con
Q11. As far as you know, have either Guadagno or Murphy offered a specific plan to reduce property taxes, or havent you heard of any specific plans? [IF YES, ASK:] Was this Guadagno or Murphy?	Yes, Guadagno	8%	13%	4%	8%	13%	8%	4%	17%
	Yes, Murphy	2%	0%	4%	1%	0%	1%	4%	1%
	Yes, both Guadagno and Murphy	4%	3%	4%	3%	3%	5%	2%	3%
	No, havent heard of any plan	85%	82%	86%	88%	82%	84%	88%	77%
	[VOL] Dont Know	1%	1%	2%	0%	2%	1%	2%	2%
Unwtd N		452	150	204	98	121	153	175	142

		POLITICAL IDEOLOGY		GENDER		AGE 3-WAY			RACE
		Mod	Lib	Male	Female	18-49	50-64	65+	White non-Hispanic
Q11. As far as you know, have either Guadagno or Murphy offered a specific plan to reduce property taxes, or havent you heard of any specific plans? [IF YES, ASK:] Was this Guadagno or Murphy?	Yes, Guadagno	5%	1%	10%	6%	6%	7%	10%	10%
	Yes, Murphy	1%	6%	2%	3%	4%	0%	3%	1%
	Yes, both Guadagno and Murphy	5%	3%	3%	4%	3%	6%	2%	3%
	No, havent heard of any plan	89%	88%	85%	85%	84%	87%	83%	84%
	[VOL] Dont Know	0%	2%	0%	3%	2%	0%	2%	2%
Unwtd N		174	122	205	247	164	149	134	322

		RACE	COLLEGE DEGREE		NJ REGIONS				NJ GUV VOTE w/o LEANERS
		Other	No	Yes	Northeast	West Central	Central-Shore	Southern	Guadagno
Q11. As far as you know, have either Guadagno or Murphy offered a specific plan to reduce property taxes, or havent you heard of any specific plans? [IF YES, ASK:] Was this Guadagno or Murphy?	Yes, Guadagno	3%	6%	9%	5%	5%	13%	7%	12%
	Yes, Murphy	5%	1%	3%	2%	4%	2%	2%	0%
	Yes, both Guadagno and Murphy	4%	3%	4%	3%	2%	4%	5%	4%
	No, havent heard of any plan	89%	88%	83%	89%	89%	79%	85%	83%
	[VOL] Dont Know	0%	1%	1%	1%	0%	2%	2%	1%
Unwtd N		105	187	261	151	64	125	112	146

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		NJ GUV VOTE w/o LEANERS	
		Murphy	Other- Undec
Q11. As far as you know, have either Guadagno or Murphy offered a specific plan to reduce property taxes, or havent you heard of any specific plans? [IF YES, ASK:] Was this Guadagno or Murphy?	Yes, Guadagno	4%	9%
	Yes, Murphy	3%	3%
	Yes, both Guadagno and Murphy	4%	2%
	No, havent heard of any plan	87%	84%
	[VOL] Dont Know	1%	3%
Unwtd N		204	102

		TOTAL	PARTY REGISTRATION			PARTY ID			POLITICAL IDEOLOGY	
			Rep	Dem	Unaf	Rep	Ind	Dem	Con	Mod
Q12/A. Are you aware that Kim Guadagno is New Jerseys Lieutenant Governor or have you not heard this before? [IF "YES"] Do you tend to associate this position with Guadagno when you think about her running for governor or is this something you dont usuall	Tend to associate	51%	54%	52%	45%	51%	55%	47%	47%	50%
	Dont usually think about	26%	27%	23%	32%	28%	26%	26%	29%	28%
	Not aware of position	21%	19%	22%	19%	21%	16%	24%	23%	20%
	[VOL] Dont Know	2%	1%	2%	4%	0%	3%	3%	1%	1%
Unwtd N		452	150	204	98	121	153	175	142	174

		POLITICAL IDEOLOGY	GENDER		AGE 3-WAY			RACE	
		Lib	Male	Female	18-49	50-64	65+	White non-Hispanic	Other
Q12/A. Are you aware that Kim Guadagno is New Jerseys Lieutenant Governor or have you not heard this before? [IF "YES"] Do you tend to associate this position with Guadagno when you think about her running for governor or is this something you dont usuall	Tend to associate	55%	55%	47%	45%	59%	48%	58%	33%
	Dont usually think about	21%	27%	26%	23%	24%	33%	27%	26%
	Not aware of position	19%	16%	25%	30%	15%	16%	13%	41%
	[VOL] Dont Know	6%	2%	2%	1%	2%	3%	3%	0%
Unwtd N		122	205	247	164	149	134	322	105

		COLLEGE DEGREE		NJ REGIONS				NJ GUV VOTE w/o LEANERS
		No	Yes	Northeast	West Central	Central-Shore	Southern	Guadagno
Q12/A. Are you aware that Kim Guadagno is New Jerseys Lieutenant Governor or have you not heard this before? [IF "YES"] Do you tend to associate this position with Guadagno when you think about her running for governor or is this something you dont usuall	Tend to associate	39%	60%	45%	49%	54%	54%	59%
	Dont usually think about	33%	22%	26%	29%	29%	23%	28%
	Not aware of position	27%	15%	27%	20%	14%	21%	12%
	[VOL] Dont Know	2%	3%	2%	2%	2%	2%	0%
Unwtd N		187	261	151	64	125	112	146

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		NJ GUV VOTE w/o LEANERS	
		Murphy	Other- Undec
Q12/A. Are you aware that Kim Guadagno is New Jerseys Lieutenant Governor or have you not heard this before? [IF "YES"] Do you tend to associate this position with Guadagno when you think about her running for governor or is this something you dont usual	Tend to associate	53%	36%
	Dont usually think about	24%	28%
	Not aware of position	21%	31%
	[VOL] Dont Know	3%	4%
Unwtd N		204	102

		TOTAL	PARTY REGISTRATION			PARTY ID			POLITICAL IDEOLOGY	
			Rep	Dem	Unaf	Rep	Ind	Dem	Con	Mod
Q13/A. Are you aware that Phil Murphy is a former Goldman Sachs executive or have you not heard this before? [IF "YES":] Do you tend to associate this former position with Murphy when you think about him running for governor or is this something you dont	Tend to associate	28%	29%	23%	36%	27%	35%	21%	28%	31%
	Dont usually think about	37%	36%	42%	27%	31%	36%	41%	33%	31%
	Not aware of position	34%	34%	33%	37%	41%	28%	36%	39%	38%
	[VOL] Dont Know	1%	1%	1%	0%	0%	1%	2%	0%	0%
Unwtd N		452	150	204	98	121	153	175	142	174

		POLITICAL IDEOLOGY	GENDER		AGE 3-WAY			RACE	
		Lib	Male	Female	18-49	50-64	65+	White non-Hispanic	Other
Q13/A. Are you aware that Phil Murphy is a former Goldman Sachs executive or have you not heard this before? [IF "YES":] Do you tend to associate this former position with Murphy when you think about him running for governor or is this something you dont	Tend to associate	24%	33%	23%	18%	33%	31%	32%	14%
	Dont usually think about	47%	38%	35%	36%	40%	34%	37%	37%
	Not aware of position	25%	29%	40%	45%	27%	32%	29%	49%
	[VOL] Dont Know	4%	0%	2%	1%	0%	2%	1%	0%
Unwtd N		122	205	247	164	149	134	322	105

		COLLEGE DEGREE		NJ REGIONS				NJ GUV VOTE w/o LEANERS
		No	Yes	Northeast	West Central	Central-Shore	Southern	Guadagno
Q13/A. Are you aware that Phil Murphy is a former Goldman Sachs executive or have you not heard this before? [IF "YES":] Do you tend to associate this former position with Murphy when you think about him running for governor or is this something you dont	Tend to associate	20%	34%	24%	31%	35%	23%	36%
	Dont usually think about	31%	41%	33%	38%	36%	40%	32%
	Not aware of position	48%	23%	42%	30%	26%	37%	32%
	[VOL] Dont Know	1%	1%	1%	2%	2%	0%	0%
Unwtd N		187	261	151	64	125	112	146

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		NJ GUV VOTE w/o LEANERS	
		Murphy	Other- Undec
Q13/A. Are you aware that Phil Murphy is a former Goldman Sachs executive or have you not heard this before? [IF "YES":] Do you tend to associate this former position with Murphy when you think about him running for governor or is this something you dont	Tend to associate	26%	22%
	Dont usually think about	42%	32%
	Not aware of position	31%	45%
	[VOL] Dont Know	1%	2%
Unwtd N		204	102

		TOTAL	PARTY REGISTRATION			PARTY ID			POLITICAL IDEOLOGY	
			Rep	Dem	Unaf	Rep	Ind	Dem	Con	Mod
Q14. Does knowing that Kim Guadagno is New Jerseys Lieutenant Governor make you more likely or less likely to support her for governor, or does it really have no impact on your vote?	More likely	16%	26%	7%	19%	26%	21%	4%	29%	13%
	Less likely	29%	14%	42%	23%	10%	25%	46%	8%	29%
	No impact	54%	59%	50%	55%	63%	52%	49%	61%	57%
	[VOL] Dont Know	1%	0%	2%	2%	1%	2%	2%	2%	1%
Unwtd N		452	150	204	98	121	153	175	142	174

		POLITICAL IDEOLOGY	GENDER		AGE 3-WAY			RACE		COLLEGE DEGREE
		Lib	Male	Female	18-49	50-64	65+	White non-Hispanic	Other	No
Q14. Does knowing that Kim Guadagno is New Jerseys Lieutenant Governor make you more likely or less likely to support her for governor, or does it really have no impact on your vote?	More likely	6%	18%	14%	13%	16%	19%	19%	10%	17%
	Less likely	51%	32%	26%	31%	32%	23%	27%	30%	20%
	No impact	41%	49%	58%	55%	51%	56%	52%	59%	60%
	[VOL] Dont Know	1%	1%	2%	1%	1%	3%	2%	2%	2%
Unwtd N		122	205	247	164	149	134	322	105	187

		COLLEGE DEGREE	NJ REGIONS				NJ GUV VOTE w/o LEANERS		
		Yes	Northeast	West Central	Central-Shore	Southern	Guadagno	Murphy	Other- Undec
Q14. Does knowing that Kim Guadagno is New Jerseys Lieutenant Governor make you more likely or less likely to support her for governor, or does it really have no impact on your vote?	More likely	15%	16%	15%	14%	18%	36%	3%	13%
	Less likely	35%	22%	28%	32%	33%	2%	51%	21%
	No impact	49%	60%	58%	52%	49%	61%	45%	63%
	[VOL] Dont Know	1%	2%	0%	3%	0%	1%	1%	3%
Unwtd N		261	151	64	125	112	146	204	102

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		TOTAL	PARTY REGISTRATION			PARTY ID			POLITICAL IDEOLOGY	
			Rep	Dem	Unaf	Rep	Ind	Dem	Con	Mod
Q15. Does knowing that Phil Murphy is a former Goldman Sachs executive make you more likely or less likely to support him for governor, or does it really have no impact on your vote?	More likely	4%	3%	5%	4%	5%	3%	5%	3%	6%
	Less likely	25%	30%	21%	25%	30%	30%	17%	33%	22%
	No impact	70%	66%	73%	68%	64%	66%	76%	62%	71%
	[VOL] Dont Know	1%	1%	1%	2%	1%	1%	2%	2%	0%
Unwtd N		452	150	204	98	121	153	175	142	174

		POLITICAL IDEOLOGY	GENDER		AGE 3-WAY			RACE		COLLEGE DEGREE
		Lib	Male	Female	18-49	50-64	65+	White non-Hispanic	Other	No
Q15. Does knowing that Phil Murphy is a former Goldman Sachs executive make you more likely or less likely to support him for governor, or does it really have no impact on your vote?	More likely	2%	4%	4%	5%	2%	6%	3%	10%	5%
	Less likely	19%	27%	23%	26%	26%	23%	28%	17%	25%
	No impact	75%	68%	71%	68%	70%	69%	68%	70%	68%
	[VOL] Dont Know	3%	1%	2%	0%	2%	2%	1%	3%	2%
Unwtd N		122	205	247	164	149	134	322	105	187

		COLLEGE DEGREE	NJ REGIONS				NJ GUV VOTE w/o LEANERS		
		Yes	Northeast	West Central	Central-Shore	Southern	Guadagno	Murphy	Other- Undec
Q15. Does knowing that Phil Murphy is a former Goldman Sachs executive make you more likely or less likely to support him for governor, or does it really have no impact on your vote?	More likely	4%	7%	5%	4%	2%	3%	6%	3%
	Less likely	25%	21%	26%	28%	25%	38%	14%	28%
	No impact	70%	71%	69%	65%	73%	59%	79%	66%
	[VOL] Dont Know	1%	1%	0%	4%	0%	1%	1%	3%
Unwtd N		261	151	64	125	112	146	204	102

		TOTAL	PARTY REGISTRATION			PARTY ID			POLITICAL IDEOLOGY	
			Rep	Dem	Unaf	Rep	Ind	Dem	Con	Mod
Q16. In her role as Lieutenant Governor, has Kim Guadagno been too supportive of Governor Christie, not been supportive enough of Governor Christie, or has she offered Governor Christie the right amount of support?	Too supportive	25%	13%	35%	23%	9%	25%	37%	11%	25%
	Not supportive enough	8%	8%	6%	11%	8%	9%	6%	8%	9%
	Right amount of support	43%	59%	31%	46%	63%	48%	25%	57%	43%
	[VOL] Dont Know	24%	20%	28%	21%	21%	17%	32%	24%	22%
Unwtd N		452	150	204	98	121	153	175	142	174

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		POLITICAL IDEOLOGY	GENDER		AGE 3-WAY			RACE	
		Lib	Male	Female	18-49	50-64	65+	White non-Hispanic	Other
Q16. In her role as Lieutenant Governor, has Kim Guadagno been too supportive of Governor Christie, not been supportive enough of Governor Christie, or has she offered Governor Christie the right amount of support?	Too supportive	40%	26%	23%	23%	34%	17%	24%	26%
	Not supportive enough	5%	7%	8%	5%	8%	10%	9%	5%
	Right amount of support	30%	51%	36%	44%	42%	45%	47%	33%
	[VOL] Dont Know	25%	16%	32%	28%	16%	27%	19%	35%
Unwtd N		122	205	247	164	149	134	322	105

		COLLEGE DEGREE		NJ REGIONS				NJ GUV VOTE w/o LEANERS
		No	Yes	Northeast	West Central	Central-Shore	Southern	Guadagno
Q16. In her role as Lieutenant Governor, has Kim Guadagno been too supportive of Governor Christie, not been supportive enough of Governor Christie, or has she offered Governor Christie the right amount of support?	Too supportive	21%	29%	24%	20%	23%	30%	4%
	Not supportive enough	12%	5%	6%	8%	6%	11%	5%
	Right amount of support	42%	44%	41%	48%	44%	42%	74%
	[VOL] Dont Know	26%	22%	29%	23%	27%	17%	17%
Unwtd N		187	261	151	64	125	112	146

		NJ GUV VOTE w/o LEANERS	
		Murphy	Other- Undec
Q16. In her role as Lieutenant Governor, has Kim Guadagno been too supportive of Governor Christie, not been supportive enough of Governor Christie, or has she offered Governor Christie the right amount of support?	Too supportive	41%	22%
	Not supportive enough	7%	13%
	Right amount of support	26%	35%
	[VOL] Dont Know	26%	30%
Unwtd N		204	102