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OBAMA JOB APPROVAL DROPS IN JERSEY

Policies help Wall Street, not the middle class

President Barack Obama's job rating from New Jersey residents took another dip in the latest ***Monmouth University/NJ Press Media Poll***. New Jerseyans are split on whether he deserves re-election, with many feeling his policies have ignored the needs of middle class families while benefiting Wall Street. There is some hope, though, that the president's proposed jobs bill may have a positive impact.

Obama's Garden State job rating now stands at 49% approve to 44% disapprove among all residents and 47% to 46% among registered voters. This marks a 5 point drop among voters from August and a 13 point drop when compared to a state poll taken shortly after the death of Osama bin Laden in May. The only other time Obama's approval dipped below 50% in the ***Monmouth University/NJ Press Media Poll*** was September 2010. Despite the decline, the president's New Jersey rating continues to be higher than the national poll average of 44% approve to 51% disapprove reported by RealClearPolitics.com.

In a warning sign that New Jersey is not overly enthusiastic about a second Obama term, 46% of registered voters say he deserves to be re-elected while 47% say it's time to have someone else in office. More than 3-in-4 Democrats (78%) say he should be re-elected and the same number of Republicans (79%) say he should not. A majority (53%) of Garden State independents prefer someone new compared to 40% who say the president has earned a second term. Obama won New Jersey by just over 15 points in 2008.

"New Jersey voters are unhappy with an incumbent they see as disconnected from middle class concerns and are open to voting for a moderate Republican challenger. Didn't Chris Christie already win this contest in 2009?," said Patrick Murray, director of the Monmouth University Polling Institute. "The

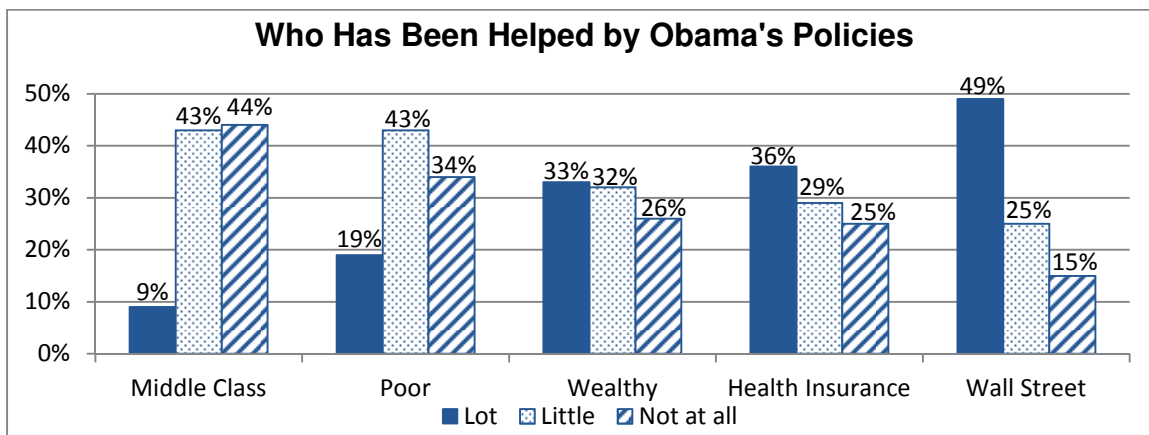
key for Obama is to win over middle-class independents who feel that the president has been ignoring them. The proposed jobs package may help sway some of these voters if it is enacted.”

Two-in-three (66%) New Jerseyans have heard about the jobs bill proposed by President Obama. A majority say it will improve the national employment situation either a great deal (15%) or at least somewhat (41%) if it is passed by Congress. Just under 4-in-10 say it will have not much (18%) or no impact at all (19%) on job creation. There is no significant difference in opinion based on whether residents have already heard about the jobs bill or not. These New Jersey results are nearly identical to a national ABC News/Washington Post Poll released on October 5.

New Jersey Democrats are optimistic (81%) and Republicans are pessimistic (64%) about the likelihood that Obama’s jobs bill will have an impact. Independents are split – 50% say the package would lead to at least some improvement, while 45% say it will not.

A key problem for President Obama is the continued public perception that he has turned a deaf ear to the middle class while appeasing Wall Street. Nearly half (49%) of New Jersey residents say that Obama’s policies have benefited Wall Street bankers a lot while only 9% say they have had the same impact on middle class families. Only 15% say Wall Street has not benefited at all from the president’s policies while 44% say that middle class families have been left out in the cold.

Other groups are seen as having done better than middle class families, but not anywhere near as well as Wall Street. Specifically, 36% of New Jerseyans say that health insurance companies have benefited a lot versus 25% who say they have not benefited at all; 33% say wealthy families have benefited a lot versus 26% who say they have not benefited at all; and 19% say poor families have benefited a lot versus 34% who say they have not benefited at all.



There are no partisan differences in views of how Obama’s policies have affected Wall Street bankers, health insurers, and poor families. Republicans are less likely than Democrats and independents to say that wealthy families have benefited at least a little from Obama’s policies. Republicans and

independents are less likely than Democrats to say that middle class families have benefited at least a little from Obama’s policies.

These questions were also asked in a February 2010 *Monmouth University/NJ Press Media Poll* and the results were basically the same, except for how the president’s policies have impacted wealthy families. There has been a 13 percentage point increase – from 20% then to 33% in the current poll – in the number of New Jersey residents who say this group has benefited a lot.

“The poll results suggest that the Occupy Wall Street protesters are tapping into widespread public frustration. These poll questions focused on Obama’s policies, but it’s not a stretch, given other poll results, to say that this dissatisfaction extends to leaders of both parties in all branches of government,” said Murray.

The poll also asked New Jerseyans to rate the job performance of their two U.S. Senators. Frank Lautenberg gets a 44% approve to 29% disapprove rating among all adults and a 43% to 31% rating among registered voters. Bob Menendez gets a 42% approve to 28% disapprove rating among all adults and a 43% to 29% rating among registered voters. The positive results for both senators are up slightly from August – 2 points for Lautenberg and 5 points for Menendez.

The *Monmouth University/NJ Press Media Poll* was conducted by telephone with 817 New Jersey adults from October 5 to 9, 2011. This sample has a margin of error of ± 3.4 percent. The poll was conducted by the Monmouth University Polling Institute and originally published by the NJ Press Media newspaper group (Asbury Park Press, 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			RACE		AGE		
		Yes	No	Dem	Ind	Rep	White	Black & Hisp	18-34	35-54	55+
Approve	49%	47%	60%	76%	43%	18%	36%	73%	64%	48%	40%
Disapprove	44%	46%	32%	17%	49%	81%	58%	19%	27%	45%	55%
(VOL) Don't know	7%	7%	8%	7%	8%	1%	7%	8%	9%	8%	5%

TREND: <i>Registered voters only</i>	October 2011	August 2011	May 2011	September 2010	July 2010	April 2010	February 2010	October 2009	July 2009
Approve	47%	52%	60%	47%	51%	54%	53%	54%	59%
Disapprove	46%	39%	36%	44%	42%	41%	38%	33%	29%
(VOL) Don't know	7%	9%	4%	9%	6%	5%	9%	14%	12%
<i>Unwtd N</i>	693	730	725	726	747	719	716	785	792

[QUESTIONS 2 AND 3 WERE ROTATED]

2. Do you approve or disapprove of the job Frank Lautenberg is doing as United States Senator?

	TOTAL	REGISTERED VOTER		PARTY ID			RACE		AGE		
		Yes	No	Dem	Ind	Rep	White	Black & Hisp	18-34	35-54	55+
Approve	44%	43%	49%	60%	39%	31%	41%	49%	43%	43%	46%
Disapprove	29%	31%	23%	13%	35%	49%	35%	21%	19%	30%	38%
(VOL) Don't know	27%	27%	28%	27%	26%	20%	24%	31%	39%	27%	16%

TREND: Registered voters only	October 2011	August 2011	May 2011	July 2010	October 2008	July 2008	April 2008	January 2008
Approve	43%	41%	48%	47%	48%	45%	48%	43%
Disapprove	31%	32%	30%	33%	28%	33%	31%	28%
(VOL) Don't know	27%	26%	21%	21%	24%	22%	21%	30%
Unwtd N	693	730	725	747	900	874	720	698

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

	TOTAL	REGISTERED VOTER		PARTY ID			RACE		AGE		
		Yes	No	Dem	Ind	Rep	White	Black & Hisp	18-34	35-54	55+
Approve	42%	43%	37%	63%	35%	28%	38%	51%	40%	42%	42%
Disapprove	28%	29%	24%	11%	33%	49%	34%	19%	20%	30%	32%
(VOL) Don't know	30%	28%	39%	26%	32%	23%	29%	30%	40%	28%	26%

TREND: Registered voters only	October 2011	August 2011	May 2011	July 2010	October 2008	April 2008	January 2008
Approve	43%	38%	46%	38%	34%	41%	37%
Disapprove	29%	33%	28%	33%	25%	31%	25%
(VOL) Don't know	28%	29%	26%	29%	41%	28%	37%
Unwtd N	693	730	725	747	900	720	698

4. Looking ahead to next year's election for president, do you think that Barack Obama should be re-elected, or do you think that it is time to have someone else in office?

	TOTAL	REGISTERED VOTER		PARTY ID			RACE		AGE		
		Yes	No	Dem	Ind	Rep	White	Black & Hisp	18-34	35-54	55+
Should be re-elected	47%	46%	55%	78%	40%	16%	35%	72%	58%	45%	41%
Time to have someone else in office	46%	47%	42%	19%	53%	79%	59%	21%	37%	48%	53%
(VOL) Don't know	6%	7%	3%	3%	7%	5%	6%	7%	5%	7%	6%

5. How much have each of the following groups benefited from President Obama's policies. [READ ITEM] – Have they benefited a lot, a little, or not at all? [ITEMS WERE ROTATED]

Middle class families

	TOTAL	REGISTERED VOTER		PARTY ID			RACE		AGE		
		Yes	No	Dem	Ind	Rep	White	Black & Hisp	18-34	35-54	55+
Lot	9%	6%	20%	14%	8%	4%	5%	18%	18%	7%	4%
Little	43%	43%	44%	59%	38%	30%	40%	50%	44%	44%	42%
Not at all	44%	47%	34%	26%	51%	63%	52%	28%	34%	46%	51%
(VOL) Don't know	3%	4%	2%	2%	3%	2%	3%	3%	4%	3%	3%

Wealthy families

	TOTAL	REGISTERED VOTER		PARTY ID			RACE		AGE		
		Yes	No	Dem	Ind	Rep	White	Black & Hisp	18-34	35-54	55+
Lot	33%	33%	32%	37%	36%	20%	32%	38%	28%	31%	40%
Little	32%	31%	38%	38%	30%	26%	28%	40%	36%	36%	25%
Not at all	26%	28%	19%	17%	27%	44%	30%	14%	26%	27%	26%
(VOL) Don't know	9%	8%	11%	8%	7%	10%	10%	7%	11%	7%	9%

Poor families

	TOTAL	REGISTERED VOTER		PARTY ID			RACE			AGE		
		Yes	No	Dem	Ind	Rep	White	Black & Hisp	18-34	35-54	55+	
Lot	19%	17%	26%	21%	19%	18%	17%	19%	25%	18%	16%	
Little	43%	44%	37%	49%	39%	40%	43%	43%	42%	44%	43%	
Not at all	34%	34%	35%	27%	38%	37%	36%	35%	31%	33%	37%	
(VOL) Don't know	4%	5%	2%	3%	4%	5%	4%	3%	3%	5%	4%	

Wall Street bankers

	TOTAL	REGISTERED VOTER		PARTY ID			RACE			AGE		
		Yes	No	Dem	Ind	Rep	White	Black & Hisp	18-34	35-54	55+	
Lot	49%	50%	43%	47%	55%	44%	53%	43%	36%	49%	58%	
Little	25%	26%	25%	34%	21%	24%	22%	31%	31%	26%	21%	
Not at all	15%	15%	16%	10%	16%	22%	16%	13%	16%	15%	13%	
(VOL) Don't know	11%	10%	16%	10%	8%	10%	9%	13%	16%	9%	8%	

Health insurance companies

	TOTAL	REGISTERED VOTER		PARTY ID			RACE			AGE		
		Yes	No	Dem	Ind	Rep	White	Black & Hisp	18-34	35-54	55+	
Lot	36%	36%	39%	35%	39%	36%	37%	36%	31%	36%	39%	
Little	29%	30%	26%	33%	28%	26%	29%	29%	30%	30%	28%	
Not at all	25%	25%	22%	22%	24%	30%	26%	23%	29%	25%	21%	
(VOL) Don't know	10%	9%	13%	10%	9%	8%	9%	12%	10%	9%	12%	

TREND:	Middle class families		Wealthy families		Poor families		Wall Street bankers		Health insurance companies	
	October 2011	February 2010	October 2011	February 2010	October 2011	February 2010	October 2011	February 2010	October 2011	February 2010
	Lot	9%	9%	33%	20%	19%	17%	49%	51%	36%
Little	43%	43%	32%	25%	43%	43%	25%	21%	29%	30%
Not at all	44%	43%	26%	38%	34%	33%	15%	19%	25%	26%
(VOL) Don't know	3%	4%	9%	16%	4%	7%	11%	9%	10%	12%
Unwtd N	817	803	817	803	817	803	817	803	817	803

6. Have you read or heard anything about President Obama's recently proposed jobs bill, or not?

	TOTAL	REGISTERED VOTER		PARTY ID			RACE			AGE		
		Yes	No	Dem	Ind	Rep	White	Black & Hisp	18-34	35-54	55+	
Yes, heard of	66%	71%	46%	69%	64%	72%	70%	60%	47%	70%	77%	
No, have not heard of	33%	29%	52%	31%	36%	28%	29%	40%	52%	29%	22%	
(VOL) Don't know	1%	1%	1%	0%	1%	0%	1%	0%	1%	0%	1%	

7. Just your best guess, if Obama's proposal passes Congress, do you think it would improve the jobs situation in the country a great deal, somewhat, not much, or not at all?

	TOTAL	REGISTERED VOTER		PARTY ID			RACE			AGE		
		Yes	No	Dem	Ind	Rep	White	Black & Hisp	18-34	35-54	55+	
Great deal	15%	15%	18%	29%	10%	5%	8%	29%	20%	13%	15%	
Somewhat	41%	40%	43%	52%	40%	25%	38%	47%	49%	41%	34%	
Not much	18%	19%	14%	10%	22%	27%	23%	10%	14%	22%	18%	
Not at all	19%	20%	14%	3%	23%	37%	25%	6%	10%	17%	28%	
(VOL) Don't know	7%	6%	11%	6%	6%	5%	6%	7%	7%	7%	5%	

The *Monmouth University/NJ Press Media Poll* was conducted by the Monmouth University Polling Institute on October 5 to 9, 2011 with a statewide random sample of 817 adult residents, including 714 contacted on a landline telephone and 103 on a cell phone. Sampling and interviewing services were provided by Braun Research, Inc. 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 3.4 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>			
34% Dem	49% Male	28% 18-34	64% White
20% Rep	51% Female	39% 35-54	12% Black
46% Ind		32% 55+	16% Hispanic
			9% Asian/Other
<i>Registered Voter Sample (weighted)</i>			
34% Dem	47% Male	21% 18-34	67% White
20% Rep	53% Female	42% 35-54	11% Black
46% Ind		37% 55+	15% Hispanic
			7% Asian/Other

	TOTAL	REGISTERED VOTER		PARTY ID			RACE		AGE		
		Yes	No	Dem	Ind	Rep	White	Black & Hisp	18-34	35-54	55+
<i>Unweighted N</i>	817	693	124	255	365	168	609	142	179	303	308
<i>moe</i>	3.4%	3.7%	8.8%	6.1%	5.1%	7.6%	4.0%	8.2%	7.3%	5.6%	5.6%

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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