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*This poll was conducted by the  
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## **MENENDEZ GAINS ADVANTAGE**

*2-in-3 voters say campaign is negative*

What goes around comes around. The latest *Monmouth University/Gannett New Jersey Poll* now shows Democrat Bob Menendez ahead in New Jersey’s U.S. Senate contest. He leads by 48% to 39% among likely voters, wiping out the 6 point lead enjoyed by Republican Tom Kean, Jr. just four weeks ago. Another 10% of voters are undecided and 3% say they will vote for another candidate. Among all registered voters, Menendez leads Kean by 43% to 36%.

Both candidates have solidified their partisan support – Menendez enjoys 81% to 8% support among Democratic voters (up from 71%-16% in September) and Kean takes the Republican vote by 85% to 3% (up from 81%-8%). However, Kean’s 14 point lead among independent voters last month has vanished. Menendez now has a slim 37% to 32% advantage among this group. While Menendez is doing better among independents, the poll indicates that this is due more to voter perception on how the campaigns have been conducting themselves rather than on any particular policy issues.

Specifically, 43% of likely voters in the Garden State say the two candidates have done a bad job of addressing the issues important to voters. This compares to 41% who feel the two men have done a good job talking about the issues.

Moreover, 38% of the likely electorate believe that neither candidate has done a good job explaining why he wants to be Senator, with the remainder split between Menendez (30%) and Kean (23%). Interestingly, even their own partisan backers have a hard time identifying what

the two candidates stand for. Among both Republican and Democratic supporters, just half – 50% for each – feel their party’s candidate has done a good job articulating his vision.

The poll results indicate that while the allegations of ethical lapses against the incumbent senator Bob Menendez had previously gained traction among the electorate, challenger Tom Kean appears to be suffering a voter backlash for the tone of the campaign.

In a sweeping reversal of opinion, 65% of likely voters now characterize New Jersey’s senate race as decidedly negative. Just four weeks ago – when few voters were paying attention – a majority (55%) felt the race was generally positive.

Most voters (55%) lay the blame for the race’s tone equally at both candidates’ feet. Among those who say one candidate has been more negative, Kean (28%) is named somewhat more often than Menendez (16%).

“Voters have finally started paying attention to the senate race, and boy do they wish they hadn’t,” remarked Patrick Murray, director of the Monmouth University Polling Institute. “At this stage, the negative tone of the race seems to be causing more of a problem for Kean.”

The poll found that Menendez now has a 39% to 33% favorable to unfavorable rating among likely voters. In September, voters’ views of the Democratic nominee were divided 33% to 30%. Turning to the challenger, voters in the current poll are now divided in their views of candidate Kean – 36% favorable to 33% unfavorable. However, four weeks ago, the Republican enjoyed a 42% to 17% favorability rating.

### ***ISSUES (?) IN THE RACE***

Voters were asked to choose which candidate has more of an advantage in six issue areas. The poll found that even when voters prefer a candidate on any one issue, the differences are not stark.

The key message of the Kean campaign has been ethics. The Republican enjoys an advantage in this area, but only a small one. Just 26% of likely voters say that Tom Kean is the candidate with high ethical standards compared to fewer (16%) who say the same for Menendez. Another 21% of voters say that both have high ethical standards, but 25% feel that neither candidate can make a claim to being the paragon of ethical behavior.

Menendez’s camp has been trying to paint their opponent as an unquestioning supporter of President Bush’s policy in Iraq. While the Democrat enjoys an advantage on the war issue, again it is a small one. Whereas 38% of likely voters say that Menendez shares their views on

the war in Iraq, 30% say the same about Kean and 17% say that neither is in line with their thinking on this issue.

Murray noted, “While Menendez’s advantage on Iraq is not particularly large, it is important to note that this is the only issue where more than 2-in-3 voters actually choose sides. This can be an important leverage point among the state’s historically Democratic electorate.”

Menendez also enjoys issue advantages on immigration policy (31%-18%) and understanding the problems of average New Jerseyans (37-19%).

The remaining two issues included in the poll produced no clear winner. As to which candidate is more likely to get New Jersey its fair share of homeland security funding, 26% choose Kean and 26% pick Menendez. Another 15% say both would do equally as well and 12% feel neither can have any influence in this area.

While both candidates have tried to position themselves as political mavericks fighting on behalf of the Garden State, the voters aren’t buying it – 54% say that neither candidate can cast himself as a political outsider. Only 18% give that nod to Kean and 11% to Menendez.

“Barring any new revelations or actual charges against Menendez, the Kean campaign’s strategy may have peaked in late September,” commented Murray. “Without a strong issue advantage for either candidate, it appears that the New Jersey electorate may be reverting to its blue state tendencies.”

The poll also included a question about which political party is better able to clean up corruption in the U.S. Congress. In the wake of numerous scandals affecting the Republican party in Washington, a recent national Gallup Poll showed that a majority of likely voters believe that the Democrats in Congress would do a better job than their GOP counterparts in dealing with corruption by a 51% to 28% margin. And while New Jersey voters are also more likely to prefer congressional Democrats on this issue, it appears that in-state scandals surrounding this party do not give the Dems the same edge as in other states. Among likely Garden State voters, 38% say the Democrats in Congress can better deal with corruption, compared to 25% who choose the Republicans and 29% who say there is no difference between the two.

The *Monmouth University/Gannett New Jersey Poll* was conducted by telephone with 647 New Jersey registered voters October 16-19, 2006. This sample has a margin of error of  $\pm 3.9$  percent. The analysis in this report is based mainly on a smaller group of 396 “likely voters” with a  $\pm 4.9$  percent margin of error. The poll was conducted by the Monmouth University Polling Institute and originally published by the Gannett New Jersey newspaper group

(Asbury Park Press, Courier-Post, Courier News, Daily Journal, Daily Record, Home News Tribune, and Ocean County Observer).

**DATA TABLES**

The questions referred to in this release are as follows:

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

- As you may know, there will be an election for United States Senator from New Jersey this November. How much interest do you have in the upcoming election – a lot, some, a little, or none at all?

	Registered Voters	Likely Voters	PARTY ID		
			Dem	Ind	Rep
A lot	<b>46%</b>	<b>66%</b>	49%	42%	45%
Some	<b>30%</b>	<b>34%</b>	26%	35%	31%
A little	<b>16%</b>	<b>0%</b>	18%	13%	18%
None at all	<b>8%</b>	<b>0%</b>	6%	10%	6%
Unwtd N	<b>647</b>	<b>396</b>	217	245	165

TREND	October 2006		September 2006		July 2006	
	Registered Voters	Likely Voters	Registered Voters	Likely Voters	Registered Voters	Likely Voters
A lot	<b>46%</b>	<b>66%</b>	<b>44%</b>	<b>66%</b>	<b>38%</b>	<i>N/A</i>
Some	<b>30%</b>	<b>34%</b>	<b>29%</b>	<b>34%</b>	<b>34%</b>	<i>N/A</i>
A little	<b>16%</b>	<b>0%</b>	<b>18%</b>	<b>0%</b>	<b>17%</b>	<i>N/A</i>
None at all	<b>8%</b>	<b>0%</b>	<b>8%</b>	<b>0%</b>	<b>11%</b>	<i>N/A</i>
Unwtd N	<b>647</b>	<b>396</b>	<b>630</b>	<b>391</b>	<b>670</b>	<i>N/A</i>

- If the election for Senator was held today, would you vote for [ROTATE] Tom Kean, Junior the Republican, Robert Menendez the Democrat, or some other candidate?

	Registered Voters	Likely Voters	PARTY ID			GENDER		RACE		AGE			REGION OF STATE		
			Dem	Ind	Rep	Male	Female	White	Black & Hispanic	18-29	30-49	50+	North	Central	South
Kean	<b>36%</b>	<b>39%</b>	8%	32%	85%	35%	36%	43%	16%	<i>n/a</i>	34%	36%	35%	39%	35%
Menendez	<b>43%</b>	<b>48%</b>	81%	37%	3%	45%	42%	36%	66%	<i>n/a</i>	46%	42%	44%	44%	44%
Other	<b>4%</b>	<b>3%</b>	3%	7%	2%	6%	3%	5%	1%	<i>n/a</i>	3%	4%	4%	3%	4%
Undecided	<b>16%</b>	<b>10%</b>	9%	24%	11%	13%	19%	16%	17%	<i>n/a</i>	18%	18%	17%	14%	16%
Unwtd N	<b>647</b>	<b>396</b>	217	245	165	308	339	525	92	57	257	329	297	162	181

TREND	October 2006						September 2006				July 2006				
	Registered Voters	Likely Voters	PARTY ID			Registered Voters	Likely Voters	PARTY ID			Registered Voters	Likely Voters	PARTY ID		
			Dem	Ind	Rep			Dem	Ind	Rep			Dem	Ind	Rep
Kean	<b>36%</b>	<b>39%</b>	8%	32%	85%	<b>44%</b>	<b>44%</b>	16%	43%	81%	<b>37%</b>	<i>N/A</i>	10%	39%	77%
Menendez	<b>43%</b>	<b>48%</b>	81%	37%	3%	<b>36%</b>	<b>38%</b>	71%	29%	8%	<b>38%</b>	<i>N/A</i>	77%	24%	7%
Other	<b>4%</b>	<b>3%</b>	3%	7%	2%	<b>3%</b>	<b>3%</b>	2%	5%	3%	<b>5%</b>	<i>N/A</i>	1%	11%	3%
Undecided	<b>16%</b>	<b>10%</b>	9%	24%	11%	<b>17%</b>	<b>14%</b>	10%	23%	8%	<b>20%</b>	<i>N/A</i>	13%	27%	13%
Unwtd N	<b>647</b>	<b>396</b>	217	245	165	<b>630</b>	<b>391</b>	172	265	173	<b>670</b>	<i>N/A</i>	208	267	175

**Composite Table: Strength of Vote Choice**

4. If the election for Senator was held today, would you vote for [ROTATE] Tom Kean Junior the Republican Robert Menendez the Democrat, or some other candidate?
5. At this moment do you lean more towards Kean or more towards Menendez?
6. Are you very sure about voting for [Name]; or might you change your mind before election?

	Registered Voters	Likely Voters	PARTY ID		
			Dem	Ind	Rep
Sure Kean	23%	28%	3%	18%	64%
Weak Kean	8%	8%	4%	8%	13%
Lean Kean	4%	3%	1%	5%	7%
Undecided- Other	21%	13%	12%	31%	12%
Lean Menendez	6%	4%	6%	8%	2%
Weak Menendez	8%	7%	12%	9%	1%
Sure Menendez	30%	37%	63%	20%	0%
Unwtd N	647	396	217	245	165

TREND	October 2006		September 2006		July 2006	
	Registered Voters	Likely Voters	Registered Voters	Likely Voters	Registered Voters	Likely Voters
Sure Kean	23%	28%	24%	28%	17%	N/A
Weak Kean	8%	8%	12%	9%	12%	N/A
Lean Kean	4%	3%	8%	7%	8%	N/A
Undecided- Other	21%	13%	20%	17%	25%	N/A
Lean Menendez	6%	4%	4%	4%	6%	N/A
Weak Menendez	8%	7%	9%	8%	11%	N/A
Sure Menendez	30%	37%	23%	26%	21%	N/A
Unwtd N	647	396	630	391	670	N/A

7A. Is your general impression of Tom Kean Junior favorable or unfavorable, or don't you really have an opinion about him?

	Registered Voters	Likely Voters	PARTY ID		
			Dem	Ind	Rep
Favorable	30%	36%	12%	27%	63%
Unfavorable	27%	33%	48%	21%	6%
No opinion	43%	31%	39%	52%	32%
Unwtd N	647	396	217	245	165

TREND	October 2006		September 2006		July 2006	
	Registered Voters	Likely Voters	Registered Voters	Likely Voters	Registered Voters	Likely Voters
Favorable	30%	36%	37%	42%	28%	N/A
Unfavorable	27%	33%	14%	17%	12%	N/A
No opinion	43%	31%	48%	41%	60%	N/A
Unwtd N	647	396	630	391	670	N/A

7B. Is your general impression of Robert Menendez favorable or unfavorable, or don't you really have an opinion about him?

	Registered Voters	Likely Voters	PARTY ID		
			Dem	Ind	Rep
Favorable	33%	39%	60%	25%	7%
Unfavorable	27%	33%	6%	29%	57%
No opinion	40%	27%	34%	46%	36%
Unwtd N	647	396	217	245	165

TREND	October 2006		September 2006		July 2006	
	Registered Voters	Likely Voters	Registered Voters	Likely Voters	Registered Voters	Likely Voters
Favorable	33%	39%	29%	33%	29%	N/A
Unfavorable	27%	33%	22%	30%	13%	N/A
No opinion	40%	27%	49%	37%	57%	N/A
Unwtd N	647	396	630	391	670	N/A

8. Have the candidates so far done a good job or addressing the issues that are important to you?

	Registered Voters	Likely Voters	VOTE INTENTION			PARTY ID		
			Kean	Menendez	Undecided	Dem	Ind	Rep
Good job	37%	41%	45%	44%	25%	43%	31%	41%
Bad job	40%	43%	40%	36%	35%	33%	45%	43%
(VOL) Don't Know	23%	16%	15%	19%	40%	24%	24%	16%
Unwtd N	647	396	211	248	136	217	245	165

TREND	October 2006		September 2006	
	Registered Voters	Likely Voters	Registered Voters	Likely Voters
Good job	37%	41%	38%	41%
Bad job	40%	43%	29%	32%
(VOL) Don't Know	23%	16%	33%	26%
Unwtd N	647	396	630	391

9. Who do you think is doing a better job explaining his vision for why he wants to be Senator—Kean, Menendez, or neither one?

	Registered Voters	Likely Voters	VOTE INTENTION			PARTY ID		
			Kean	Menendez	Undecided	Dem	Ind	Rep
Kean	20%	23%	52%	2%	9%	3%	18%	50%
Menendez	27%	30%	5%	56%	13%	50%	22%	3%
Neither	38%	38%	31%	31%	52%	32%	44%	36%
(VOL) Both equally	4%	4%	3%	3%	7%	4%	3%	4%
(VOL) Don't Know	12%	5%	9%	9%	20%	11%	13%	8%
Unwtd N	647	396	211	248	136	217	245	165

TREND	October 2006		September 2006	
	Registered Voters	Likely Voters	Registered Voters	Likely Voters
Kean	20%	23%	22%	23%
Menendez	27%	30%	21%	24%
Neither	38%	38%	33%	33%
(VOL) Both equally	4%	4%	5%	6%
(VOL) Don't Know	12%	5%	19%	14%
Unwtd N	647	396	630	391

10. So far, would you characterize this race as being positive or negative?

	Registered Voters	Likely Voters	PARTY ID		
			Dem	Ind	Rep
Positive	29%	26%	34%	27%	25%
Negative	57%	65%	53%	57%	61%
(VOL) Some of both	4%	4%	3%	6%	3%
(VOL) Neither	4%	2%	4%	4%	4%
(VOL) Don't know	6%	3%	5%	6%	6%
Unwtd N	647	396	217	245	165

TREND	October 2006		September 2006	
	Registered Voters	Likely Voters	Registered Voters	Likely Voters
Positive	29%	26%	55%	55%
Negative	57%	65%	27%	32%
(VOL) Some of both	4%	4%	4%	3%
(VOL) Neither	4%	2%	3%	2%
(VOL) Don't know	6%	3%	11%	8%
Unwtd N	647	396	630	391

[IF RACE HAS BEEN NEGATIVE, ASK:]

10A. Who has been more negative – Kean, Menendez or both equally?

	October 2006	
	Registered Voters	Likely Voters
Kean	26%	28%
Menendez	13%	16%
Both equally	61%	55%
(VOL) Don't know	1%	2%
Unwtd N	436	288

11. Which candidate [READ ITEM]—Kean, Menendez, both, or neither one?

a. Is a political outsider

	Registered Voters	Likely Voters	VOTE INTENTION			PARTY ID		
			Kean	Menendez	Undecided	Dem	Ind	Rep
Kean	15%	18%	17%	22%	3%	17%	14%	14%
Menendez	13%	11%	13%	13%	12%	13%	12%	13%
Both	3%	1%	0%	2%	8%	2%	5%	1%
Neither	45%	54%	50%	45%	36%	42%	48%	46%
(VOL) Don't Know	24%	16%	20%	17%	41%	26%	21%	27%
Unwtd N	647	396	211	248	136	217	245	165

TREND	October 2006		September 2006	
	Registered Voters	Likely Voters	Registered Voters	Likely Voters
Kean	15%	18%	15%	16%
Menendez	13%	11%	21%	21%
Both	3%	1%	5%	4%
Neither	45%	54%	33%	39%
(VOL) Don't Know	24%	16%	26%	20%
Unwtd N	647	396	630	391

b. Understands the problems of average New Jerseyans

	Registered Voters	Likely Voters	VOTE INTENTION			PARTY ID		
			Kean	Menendez	Undecided	Dem	Ind	Rep
Kean	16%	19%	43%	1%	7%	4%	11%	39%
Menendez	31%	37%	6%	65%	15%	58%	26%	3%
Both	12%	13%	16%	9%	13%	10%	15%	13%
Neither	28%	24%	29%	19%	32%	17%	32%	36%
(VOL) Don't Know	13%	5%	6%	6%	32%	12%	16%	10%
Unwtd N	647	396	211	248	136	217	245	165

TREND	October 2006		September 2006	
	Registered Voters	Likely Voters	Registered Voters	Likely Voters
Kean	16%	19%	20%	22%
Menendez	31%	37%	26%	28%
Both	12%	13%	15%	13%
Neither	28%	24%	23%	24%
(VOL) Don't Know	13%	5%	17%	13%
Unwtd N	647	396	630	391

c. Has high ethical standards

	Registered Voters	Likely Voters	VOTE INTENTION			PARTY ID		
			Kean	Menendez	Undecided	Dem	Ind	Rep
Kean	21%	26%	49%	7%	10%	8%	20%	46%
Menendez	16%	16%	2%	34%	7%	28%	13%	2%
Both	18%	21%	21%	20%	17%	21%	16%	17%
Neither	25%	25%	18%	24%	25%	23%	29%	20%
(VOL) Don't Know	19%	12%	10%	15%	40%	20%	21%	15%
Unwtd N	647	396	211	248	136	217	245	165

TREND	October 2006		September 2006	
	Registered Voters	Likely Voters	Registered Voters	Likely Voters
Kean	21%	26%	24%	29%
Menendez	16%	16%	13%	13%
Both	18%	21%	21%	23%
Neither	25%	25%	17%	19%
(VOL) Don't Know	19%	12%	25%	17%
Unwtd N	647	396	630	391

d. Will make sure New Jersey gets its fair share of homeland security funding

	Registered Voters	Likely Voters	VOTE INTENTION			PARTY ID		
			Kean	Menendez	Undecided	Dem	Ind	Rep
Kean	21%	26%	53%	4%	7%	6%	17%	50%
Menendez	23%	26%	2%	52%	6%	47%	16%	0%
Both	16%	15%	16%	17%	18%	14%	17%	15%
Neither	14%	12%	12%	11%	13%	14%	16%	13%
(VOL) Don't Know	26%	20%	17%	16%	56%	18%	34%	22%
Unwtd N	647	396	211	248	136	217	245	165

TREND	October 2006		September 2006	
	Registered Voters	Likely Voters	Registered Voters	Likely Voters
Kean	21%	26%	26%	29%
Menendez	23%	26%	19%	22%
Both	16%	15%	15%	14%
Neither	14%	12%	15%	16%
(VOL) Don't Know	26%	20%	25%	19%
Unwtd N	647	396	630	391



e. Shares your views on immigration policy

	Registered Voters	Likely Voters	VOTE INTENTION			PARTY ID		
			Kean	Menendez	Undecided	Dem	Ind	Rep
Kean	17%	18%	44%	3%	5%	3%	16%	41%
Menendez	27%	31%	5%	53%	15%	44%	25%	4%
Both	3%	4%	7%	1%	1%	1%	3%	6%
Neither	22%	22%	19%	15%	32%	20%	25%	21%
(VOL) Don't Know	31%	25%	25%	27%	47%	33%	31%	27%
Unwtd N	647	396	211	248	136	217	245	165

TREND	October 2006		September 2006	
	Registered Voters	Likely Voters	Registered Voters	Likely Voters
Kean	17%	18%	18%	19%
Menendez	27%	31%	18%	18%
Both	3%	4%	7%	7%
Neither	22%	22%	17%	20%
(VOL) Don't Know	31%	25%	40%	35%
Unwtd N	647	396	630	391

f. Shares your views on the war in Iraq

	Registered Voters	Likely Voters	VOTE INTENTION			PARTY ID		
			Kean	Menendez	Undecided	Dem	Ind	Rep
Kean	25%	30%	63%	2%	10%	1%	21%	67%
Menendez	34%	38%	1%	72%	18%	62%	29%	3%
Both	5%	4%	5%	6%	3%	5%	5%	2%
Neither	18%	17%	19%	9%	28%	15%	22%	15%
(VOL) Don't Know	18%	12%	12%	11%	41%	16%	22%	12%
Unwtd N	647	396	211	248	136	217	245	165

TREND	October 2006		September 2006	
	Registered Voters	Likely Voters	Registered Voters	Likely Voters
Kean	25%	30%	22%	24%
Menendez	34%	38%	20%	23%
Both	5%	4%	6%	4%
Neither	18%	17%	23%	25%
(VOL) Don't Know	18%	12%	29%	23%
Unwtd N	647	396	630	391

12. In general, do you think the Republicans in Congress or the Democrats in Congress would do a better job dealing with corruption in government?

	Registered Voters	Likely Voters	PARTY ID			National Poll
			Dem	Ind	Rep	Likely Voters
Republicans	21%	25%	2%	18%	55%	28%
Democrats	35%	38%	73%	22%	5%	51%
(VOL/No Difference)	33%	29%	19%	45%	29%	21%
(VOL/DK)	11%	7%	6%	15%	11%	
Unwtd N	647	396	217	245	165	622

Note: National Poll figures from Gallup Poll Oct 6-8

13. The election is still a couple of months away. How closely have you personally been following the campaign for U.S. Senate so far—very closely, somewhat closely, or not very closely so far?

	Registered Voters	Likely Voters	PARTY ID		
			Dem	Ind	Rep
Very closely	19%	28%	23%	17%	19%
Somewhat closely	50%	55%	49%	47%	55%
Not very closely	31%	16%	29%	36%	26%
Unwtd N	647	396	217	245	165

	October 2006		September 2006		July 2006	
	Registered Voters	Likely Voters	Registered Voters	Likely Voters	Registered Voters	Likely Voters
Very closely	19%	28%	13%	17%	10%	N/A
Somewhat closely	50%	55%	45%	52%	34%	N/A
Not very closely	31%	16%	42%	32%	56%	N/A
Unwtd N	647	396	630	391	670	N/A

Results for this *Monmouth University/Gannett NJ Poll* are based on telephone interviews conducted by the Monmouth University Polling Institute on October 16-19, 2006 with a statewide random sample of 647 registered voters. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling has a maximum margin of plus or minus 3.9 percentage points. Sampling error increases as the sample size decreases, so statements based on various population subgroups, such as separate figures reported by gender or party identification, are subject to more error than are statements based on the total sample. In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

*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 which affect the state. Specific voter surveys are conducted when appropriate during election cycles.*

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