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TO: Jennifer O'Connor / Lisa Levin

FROM: Rich Ecker

SUBJECT: Recent Polls

DATE: 6/21

Attn: _____ Pages Including Cover: 8

MESSAGE: These are the 2 most recent

polls. I called over to the State House Press
Corps. and confirmed this. The #'s you
might have are either rehashed or quoted
from an out of state paper(?)

The Star-Ledger/EAGLETON POLL

EMBARGOED — NOT FOR RELEASE UNTIL: SUNDAY, MARCH 5, 1995

RELEASE: SL/EP 52-1 (EP 102-1)

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RELEASE INFORMATION

A story based on the survey findings presented in this release and background memo will appear in Sunday's *Star-Ledger*. We ask users to properly attribute this copyrighted information to "The Star-Ledger/Eagleton Poll."

WHITMAN AND CLINTON RATINGS GOING IN OPPOSITE DIRECTIONS CHANGING ATTITUDES ABOUT THE 30% CUT IN STATE INCOME TAX RATES

Governor Christie Whitman's job performance rating continues to steadily improve with 56 percent giving her positive ratings. In contrast, President Bill Clinton's roller-coaster ratings in New Jersey are on a decline with 1-in-3 residents describing his job performance as excellent or good.

New Jerseyans don't support either Whitman or Clinton for national office. Six-in-ten New Jersey residents feel Whitman is obligated to serve out her full term as Governor even if she is given the opportunity to run for national office. And, although President Clinton won New Jersey in the 1992 Presidential Election, 6-in-10 residents would like to see a change in the oval office in 1996.

The telephone survey, conducted with 801 New Jerseyans from February 24 to March 1, 1995, found that while 6-in-10 residents say that cutting the state income tax rates by 30 percent may lead to increased property taxes, there has been some increase in support for the tax cut, even if higher property taxes may be the consequence. Although there has been a full year of discussion about Governor Whitman's 30 percent state income tax cut, 4-in-10 New Jersey residents still have not read or heard anything about this plan.

- more -

EP102-1 (SL/EP52-1)

Page 3

full term as Governor, 30 percent feel she should be free to run for national office such as Vice-President. Democrats (69%) are more likely than Republicans (61%) or independents (59%) to say Whitman should serve her full term as Governor.

In 1987 Governor Tom Kean was also being considered for national office. At that time, 54 percent of New Jerseyans said he should serve out his full term as Governor compared to 39 percent who supported his run for national office.

PRESIDENTIAL JOB PERFORMANCE RATINGS

New Jerseyans have had a range of opinions about Bill Clinton's job performance since he became President. Currently, he is experiencing a decline in his positive ratings. One-in-three state residents give him positive ratings of excellent (4%) or good (28%), and 66 percent rate his job performance as only fair (41%) or poor (25%). This is a 6 percentage point decline from September 1994 when 39 percent gave him positive ratings, and a 19 percentage point decline from a year ago when Clinton enjoyed his highest positive rating in New Jersey (51%) with 12 percent excellent and 39 percent good. Clinton's lowest positive ratings (28%) were in June 1993. There are strong partisan differences in the positive job performance ratings for the President. While 54 percent of Democrats rate him as excellent or good, 27 percent of independents and 19 percent of Republicans give him this evaluation. Since September, the President's positive ratings have declined the most among independents from 38 percent positive ratings in September 1994 to 27 percent in this poll.

CLINTON FOR PRESIDENT

Bill Clinton is not the choice of most New Jerseyans for President in 1996. While 31 percent say Clinton deserves to be re-elected, 57 percent think it is time for a change. As would be expected, Democrats (58%) are more likely than independents (27%) or Republicans (11%) to say Clinton deserves re-election.

EPI02-1 (SL/EP52-1)

Page 5

lead to increased property taxes. In comparison, the percentage who say it is possible to cut the state income tax rates by 30 percent by eliminating waste in spending has declined from 41 to 29 percent. Democrats (68%) and independents (66%) are more likely than Republicans (51%) to say property taxes may increase because of the state income tax cut.

Even with the risk of a possible property tax increase, support for the 30 percent state income tax has increased by 9 percentage points in the last year. In the current poll 34 percent agree with this statement that, "Even if it means that my town may receive less state aid and might need to raise property taxes to make up the difference, the state income tax rate should be cut by 30 percent." In February 1994, 25 percent supported this statement.

A majority (62%) still disagrees with cutting the state income tax if property taxes might increase. However, this is a 10 percentage point decline from the 72 percent who disagreed with the statement in February 1994. This 10 percentage point shift in opinion goes across all partisan groups.

Fifty-four percent of state residents say that in the past year their local property taxes have gone up a lot (26%) or a little (28%) compared to 31 percent who say they have stayed the same. This is 5 percentage points less than in 1994 when 59 percent said their local property taxes have gone up a lot (29%) or a little (30%).

New Jerseyans are most likely to say it is the local schools (45%) that are most responsible for the increase in local property taxes compared to 21 percent who say state government, 19 percent local government, and 9 percent county government. This represents a 7 percentage point increase from February 1994 when 38 percent said their local schools were most responsible for the property tax increase.

The Star-Ledger/EAGLETON POLL

BACKGROUND MEMO — RELEASE SL/EP52-1 (EP102-1), SUNDAY, MARCH 5, 1995

The latest *Star-Ledger/Eagleton* Poll was conducted between February 24 and March 1, 1995, when a random sample of 801 New Jerseyans, 18 years and older, was interviewed by telephone. Figures based on this sample size are subject to a sampling error of about ± 3.5 percent at a 95 percent confidence interval. Sampling error is the probable difference in results between interviewing everyone in the population versus a scientific sample taken from that population. Sampling error does not take into account other possible sources of error inherent in any study of public opinion. The questions and figures referred to in this release are presented below. The location of each question on the actual questionnaire is in brackets.

"Generally speaking, would you say things in New Jersey are going in the right direction, or have they pretty seriously gotten off on the wrong track?" [Q.2]

	<u>Right Direction</u>	<u>Wrong Track</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
February, 1995	51%	38%	11%	100%	(801)
<u>Party ID</u>					
--Democrat	44	43	12	99	(220)
--Independent	48	40	12	100	(323)
--Republican	62	29	9	100	(231)
<u>Age</u>					
--18 - 29	59	33	7	99	(143)
--30 - 49	49	42	10	101	(312)
--50 - 64	46	40	14	100	(182)
--65 and older	51	34	16	101	(143)
<u>PAST SURVEYS</u>					
September, 1994	49	40	11	100	(801)
June, 1994	50	39	12	101	(801)
June, 1993	40	52	8	100	(800)
April, 1992	33	60	7	100	(799)
June, 1991	37	55	8	100	(800)

EP102-1 (SL/EP52-1)

- 3 -

"There has been talk in recent months about Christie Whitman running for national office in 1996 before her term as Governor is over in 1997. Should Whitman feel free to run for national office such as Vice-President in 1996, or do you think she is obligated to serve out her full term as Governor?" [Q.6]

	Consider National Office	Serve Full Term As Governor	Depends	Don't Know	Total	(n)
February, 1995	30%	62%	3%	5%	100%	(801)
<u>Party ID</u>						
--Democrat	23	69	2	6	100	(220)
--Independent	33	59	4	3	99	(323)
--Republican	32	61	2	4	99	(231)

PAST SURVEYS

January, 1987*	39	54	2	5	100	(800)
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* Question wording in January, 1987 was as follows: "There has been talk in recent months about Tom Kean running for national office in 1988 before his term as Governor is over in 1989. Should Kean feel free to run for a national office such as Vice-President in 1988, or do you think he is obligated to serve out his full term as Governor?"

"How would you rate the job Bill Clinton is doing as President--excellent, good, only fair or poor?" [Q.7]

	Excellent	Good	Only Fair	Poor	Don't Know	Total	(n)
February, 1995	4%	28%	41%	25%	1%	99%	(801)
<u>Party ID</u>							
--Democrat	9	45	36	10	1	101	(220)
--Independent	3	24	48	23	1	99	(323)
--Republican	1	18	37	43	1	100	(231)
PAST SURVEYS							
September, 1994	6	33	38	20	2	99	(801)
<u>Party ID</u>							
--Democrat	10	49	32	6	2	99	(245)
--Independent	5	33	43	18	1	100	(323)
--Republican	4	14	37	42	3	100	(203)
February, 1994	12	39	35	13	1	100	(801)
June, 1993	5	23	45	25	2	100	(801)
February, 1993	15	29	26	18	12	100	(801)

"In 1996 there will be an election for President of the United States. Thinking about the job that Bill Clinton has done as President, do you think he deserves to be re-elected or do you think it's time for a change?" [Q.8]

	Yes-Deserves Re-election	No-Time For A Change	Depends	Don't Know	Total	(n)
February, 1995	31%	57%	7%	6%	101%	(801)
<u>Party ID</u>						
--Democrat	58	33	5	4	100	(220)
--Independent	27	55	11	7	100	(323)
--Republican	11	83	3	3	100	(231)
PAST SURVEYS						
October, 1991*	48	34	10	8	100	(800)
<u>Party ID</u>						
--Democrat	24	53	11	11	99	(225)
--Independent	42	39	11	7	99	(303)
--Republican	81	9	6	4	100	(223)

* Question wording in October, 1991 was as follows: "Thinking back over George Bush's first 1,000 days in office, do you think he deserves to be re-elected for a second term, or not?"

EPI02-1 (SL/EP52-1)

- 5 -

"Do you agree or disagree with this statement: Even if it means that my town may receive less state aid and might need to raise property taxes to make up the difference, the state income tax rate should be cut by 30 percent. (PROBE: Do you (agree/disagree) strongly or mildly?" [Q.24]

	<u>Agree Strongly</u>	<u>Agree Mildly</u>	<u>Disagree Mildly</u>	<u>Disagree Strongly</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
February, 1995	16%	18%	20%	42%	5%	101%	(801)
<u>Party ID</u>							
--Democrat	15	15	16	49	5	100	(220)
--Independent	17	16	18	44	5	100	(323)
--Republican	17	24	22	32	5	100	(231)
<u>Type of Location¹</u>							
--Central City	14	16	21	41	7	99	(80)
--Older City and Suburb	17	14	26	37	5	99	(158)
--New Suburb	17	19	17	42	5	100	(446)
--Rural	14	18	18	46	4	100	(117)
<u>Region of State²</u>							
--North	18	16	21	39	6	100	(381)
--Central	18	20	17	41	4	100	(210)
--South	12	18	18	46	5	99	(210)
PAST SURVEYS							
February, 1994*	8	17	21	51	3	100	(801)
<u>Party ID</u>							
--Democrat	7	15	20	56	2	100	(237)
--Independent	6	15	22	52	4	99	(334)
--Republican	14	20	21	43	2	100	(197)

* Note: Question wording in February, 1994 was as follows: "Do you agree or disagree with this statement: The plan to cut state income taxes by 30 percent should be passed even if it means that my town may receive less state aid and might need to raise property taxes to make up the difference. Do you (agree/disagree) strongly or mildly?"

"How much do you think you will benefit from a 30 percent cut in state income tax rates -- a great deal, some, not much, or not at all?" [Q.25]

	<u>Great Deal</u>	<u>Some</u>	<u>Not Much</u>	<u>Not At All</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
February, 1995	9%	34%	35%	20%	3%	101%	(801)
<u>Party ID</u>							
--Democrat	9	26	40	21	3	99	(220)
--Independent	7	37	34	21	2	101	(323)
--Republican	10	38	32	15	4	99	(231)
<u>Total Household Income</u>							
--\$30,000 or less	7	32	37	20	5	101	(190)
--\$30,001 - \$50,000	5	38	37	18	2	100	(210)
--\$50,001 - \$70,000	11	36	35	16	2	100	(127)
--Over \$70,000	18	35	34	12	1	100	(167)
PAST SURVEYS							
February, 1994*	7	41	34	17	2	101	(801)

* Note: Question wording in February, 1994 was as follows: "How much do you think you will benefit from the Governor's plan to reduce state income tax rates -- a great deal, some, not much, or not at all?"

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13. THE NEXT PRESIDENTIAL ELECTION IS IN NOVEMBER 1996 BUT CANDIDATES HAVE BEGUN TO VISIT NEW HAMPSHIRE, WHERE THE PRIMARY IS ONE YEAR AWAY. DO YOU THINK THE CAMPAIGN SEASON IS TOO LONG, TOO SHORT OR JUST ABOUT RIGHT. ?

1. Too long 61 2. Too short 2 3 Just right 32 4. Und 5

14. OVERALL, DO YOU APPROVE OF THE JOB PRESIDENT CLINTON IS DOING OR NOT

1. Approve 43 2. Disapprove 43 3. Und 14

15. DO YOU THINK PRESIDENT CLINTON DESERVES TO BE RE-ELECTED OR NOT?

1. Re-Elect 29 2. Don't re-elect 48 3. Und 23

16. NEW JERSEY GOV. CHRISTIE WHITMAN IS AMONG THE PEOPLE WHO MIGHT BE CONSIDERED AS A REPUBLICAN CANDIDATE FOR VICE PRESIDENT. WOULD HER PRESENCE ON THE TICKET AFFECT YOUR VOTE IN ANY WAY OR NOT

1. Yes, (Prompt) (Would you be more likely to vote for or against the ticket with her on it?)

2 Yes, for the ticket 24

3. Yes, Against the ticket 21

4. No effect 47

5. Und 8

(Note to editors: This question determines only how people will react to her candidacy, not why. People might vote against a national ticket that includes Whitman because they hate her or because they love her and do not wish to lose her as governor).

17. IF SHE WERE ELECTED VICE PRESIDENT, SHE WOULD HAVE TO RESIGN AS GOVERNOR BEFORE HER TERM IS COMPLETE. DO YOU THINK SHE HAS AN OBLIGATION TO COMPLETE HER TERM OR NOT?

1. Obligated 43 2. Not obligated 48 3. Und 9

FOR THE FOLLOWING QUESTIONS, PLEASE ASSUME THAT GOV. WHITMAN IS NOT A CANDIDATE FOR EITHER PARTY. (Read questions 18-23 in random order but be sure to read them all)

18. IF THE ELECTION FOR PRESIDENT WERE HELD TODAY, WHO WOULD YOU VOTE FOR IF THE DEMOCRATIC CANDIDATE WERE PRESIDENT BILL CLINTON AND THE REPUBLICAN CANDIDATE WERE SENATE MAJORITY LEADER. BOB DOLE? (Alternate names)

1. Clinton 36 2. Dole 43 3. Und 20

19. HOW ABOUT IF THE CANDIDATES WERE PRESIDENT BILL CLINTON AND TEXAS SENATOR PHIL GRAMM? (Alternate Names)

1. Clinton 41 2. Gramm 25 3. Und 34

20. PRESIDENT CLINTON AND HOUSE SPEAKER NEWT GINGRICH. (Alternate Names)

1. Clinton 50 2. Gingrich 24 3. Und 27

21. PRESIDENT CLINTON AND FORMER TENNESSEE GOV. LAMAR ALEXANDER? (alternate names)

1. Clinton 42 2. Alexander 16 3. Und 42

22. PRESIDENT CLINTON AND PENNSYLVANIA SEN. ARLEN SPECTRE? (alternate names)

1. Clinton 41 2. Spectre 23 3. Und 36

23. PRESIDENT CLINTON AND FORMER CHAIRMAN OF THE JOINT CHIEFS OF STAFF COLIN POWELL

1. Clinton 30 2. Powell 44 3. Und 26

Tony Rich