Results of SurveyUSA Election Poll #19940

Geography: State of New Jersey
Data Collected: 10/17/2012 - 10/18/2012
Release Date: 10/19/2012
Percentages

Sponsor:
WABC-TV (New York)

New Jersey Safely Blue, 18 Days Till Votes Are Counted; Incumbent Democrat Menendez Cruises to Easy Re-Election in U.S. Senate Contest: In an election for President of the United States today, 10/19/12, New Jersey's 14 electoral votes remain safely blue, with Barack Obama ahead of Mitt Romney 54% to 40%, according to a SurveyUSA poll conducted for WABC-TV in New York City. Obama's entire margin of victory comes from women, where he leads by 27 points. The contest is tied among men. Obama leads among young and old, the educated and the less educated. Romney has a narrow 48% to 45% advantage among New Jersey's white voters, but that is offset by Obama's strong showing among the state's African Americans, Asian Americans and Hispanics. Romney ties Obama among upper income voters, but Obama leads decisively among middle-income and lower-income voters. Independents break for Romney. Moderates break for Obama. Obama has a Plus 12 Net Favorability in the state. Romney has a Minus 12 Net Favorability in the state. In an election for U.S. Senator from New Jersey, incumbent Democrat Robert Menendez today defeats Republican challenger Joe Kyrillos 53% to 33%. Menendez is at or above 50% in every age group and at every income level. Kyrillos challenges Menendez in South Jersey, but Menendez leads 5:3 in Central Jersey and 2:1 in North Jersey. Menendez has a Plus 16 Net Favorability. Kyrillos has a Plus 7 Net Favorability - but, 18 days until votes are counted, 55% of New Jersey likely voters either have no opinion at all of Kyrillos or are neutral on him. **Cell-phone and home-phone respondents included in this research.** SurveyUSA interviewed 700 state of NJ adults 10/17/12 and 10/18/12. Of the adults, 628 are registered to vote in New Jersey. Of the registered, 577 were determined by SurveyUSA to be likely to vote in the 11/06/12 election. This research was conducted using blended sample, mixed mode. Respondents reachable on a home telephone (74% of likely voters) were interviewed on their home telephone in the recorded voice of a professional announcer. Respondents not reachable on a home telephone (26% of likely voters) were shown a questionnaire on their smartphone, tablet or other electronic device.

1

If the election for President were today, would you vote for ... (choices rotated) Republican Mitt Romney? Democrat Barack Obama? Or one of the other candidates?

577 Likely & Actual Voters	All	Gender		Age				<50 / 50+		Race				Cell Phone / Lan		Already Voted?		Party Affiliation			Ideology			Education			Income		
Credibility Interval: +/-4.2 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Cell Ph	Landlin	Yes	No	Republi	Democr	Indepe	Conser	Modera	Liberal	High Sc	Some	College	< $40K	$40K -	> $80K
Mitt Romney (R)	40%	47%	33%	38%	36%	41%	45%	37%	43%	48%	24%	27%	23%	29%	43%	28%	42%	81%	8%	51%	76%	40%	9%	28%	43%	41%	29%	36%	46%
Barack Obama (D)	54%	47%	60%	57%	55%	54%	48%	56%	51%	45%	74%	66%	70%	63%	51%	69%	50%	15%	88%	37%	21%	51%	88%	64%	51%	52%	61%	60%	47%
Other	2%	3%	2%	1%	4%	1%	3%	2%	2%	2%	1%	2%	4%	2%	2%	3%	2%	1%	1%	4%	1%	3%	1%	3%	2%	1%	4%	1%	1%
Undecided	4%	3%	5%	5%	5%	4%	4%	5%	4%	5%	1%	5%	2%	5%	4%	0%	5%	3%	3%	8%	2%	7%	2%	5%	3%	5%	5%	3%	6%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	47%	53%	24%	28%	29%	20%	51%	49%	64%	13%	15%	8%	26%	74%	19%	81%	28%	44%	25%	24%	44%	25%	19%	30%	51%	20%	35%	45%

1

If the election for President were today, would you vote for ... (choices rotated) Republican Mitt Romney? Democrat Barack Obama? Or one of the other candidates?

577 Likely & Actual Voters	All	Region		
Credibility Interval: +/-4.2 pct points		N NJ	Central	S NJ
Mitt Romney (R)	40%	33%	37%	54%
Barack Obama (D)	54%	61%	55%	41%
Other	2%	2%	3%	1%
Undecided	4%	5%	5%	3%
Total	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	41%	34%	26%

2

If the election for United States Senator from New Jersey were today, who would you vote for ... (choices rotated) Republican Joe Kyrillos? Democrat Bob Menendez? Or one of the other candidates?

577 Likely & Actual Voters	All	Gender		Age				<50 / 50+		Race				Cell Phone / Lan		Already Voted?		Party Affiliation			Ideology			Education			Income		
Credibility Interval: +/-4.2 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Cell Ph	Landlin	Yes	No	Republi	Democr	Indepe	Conser	Modera	Liberal	High Sc	Some	College	< $40K	$40K -	> $80K
Joe Kyrillos (R)	33%	40%	28%	28%	32%	36%	39%	30%	37%	41%	21%	14%	26%	21%	38%	21%	36%	70%	7%	40%	67%	34%	6%	26%	33%	36%	22%	32%	39%
Bob Menendez (D)	53%	49%	56%	52%	53%	50%	57%	53%	53%	47%	69%	59%	59%	50%	54%	71%	49%	18%	81%	44%	29%	55%	74%	54%	51%	53%	55%	54%	51%
Other	5%	4%	5%	5%	7%	3%	4%	6%	3%	4%	7%	6%	7%	5%	5%	8%	4%	1%	4%	8%	1%	3%	6%	5%	6%	4%	11%	3%	3%
Undecided	9%	7%	11%	15%	8%	11%	1%	11%	7%	8%	3%	21%	8%	24%	4%	1%	11%	12%	9%	7%	3%	8%	14%	15%	9%	7%	13%	11%	6%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	47%	53%	24%	28%	29%	20%	51%	49%	64%	13%	15%	8%	26%	74%	19%	81%	28%	44%	25%	24%	44%	25%	19%	30%	51%	20%	35%	45%

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SURVEY USA

Sponsor:
WABC-TV (New York)

2 If the election for United States Senator from New Jersey were today, who would you vote for ... (choices rotated) Republican Joe Kyrillos? Democrat Bob Menendez? Or one of the other candidates?

577 Likely & Actual Voters	All	Region		
Credibility Interval: +/-4.2 pct points		N NJ	Central	S NJ
Joe Kyrillos (R)	33%	28%	32%	43%
Bob Menendez (D)	53%	60%	50%	45%
Other	5%	5%	5%	4%
Undecided	9%	7%	12%	8%
Total	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	41%	34%	26%

3 Is your opinion of Barack Obama ... favorable? Unfavorable? Neutral? Or, do you have no opinion one way or the other?

577 Likely & Actual Voters	All	Gender		Age				<50 / 50+		Race				Cell Phone / Lan		Already Voted?		Party Affiliation			Ideology			Education			Income		
Credibility Interval: +/-4.2 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Cell Ph	Landlin	Yes	No	Republi	Democr	Indepe	Conser	Modera	Liberal	High Sc	Some	College	< $40K	$40K -	> $80K
Favorable	48%	43%	53%	49%	50%	48%	46%	49%	47%	39%	73%	56%	65%	56%	46%	62%	45%	15%	79%	33%	17%	45%	82%	57%	44%	48%	57%	53%	42%
Unfavorable	36%	42%	32%	31%	34%	39%	43%	33%	41%	46%	15%	18%	27%	23%	41%	21%	40%	72%	11%	46%	72%	36%	8%	28%	40%	37%	25%	34%	43%
Neutral	14%	14%	13%	20%	13%	12%	11%	16%	11%	13%	6%	26%	9%	20%	12%	16%	13%	13%	10%	18%	11%	17%	9%	14%	15%	13%	18%	12%	13%
No Opinion	1%	2%	1%	1%	3%	1%	0%	2%	1%	1%	6%	0%	0%	1%	2%	1%	1%	0%	1%	3%	0%	2%	1%	0%	1%	2%	0%	1%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	47%	53%	24%	28%	29%	20%	51%	49%	64%	13%	15%	8%	26%	74%	19%	81%	28%	44%	25%	24%	44%	25%	19%	30%	51%	20%	35%	45%

3 Is your opinion of Barack Obama ... favorable? Unfavorable? Neutral? Or, do you have no opinion one way or the other?

577 Likely & Actual Voters	All	Region		
Credibility Interval: +/-4.2 pct points		N NJ	Central	S NJ
Favorable	48%	54%	51%	37%
Unfavorable	36%	29%	33%	52%
Neutral	14%	16%	13%	11%
No Opinion	1%	1%	3%	0%
Total	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	41%	34%	26%

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SURVEY USA

Sponsor:
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4 Is your opinion of Mitt Romney ... favorable? Unfavorable? Neutral? Or, do you have no opinion one way or the other?

577 Likely & Actual Voters	All	Gender		Age				<50 / 50+		Race				Cell Phone / Lan		Already Voted?		Party Affiliation			Ideology			Education			Income		
Credibility Interval: +/-4.2 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Cell Ph	Landlin	Yes	No	Republi	Democr	Indepe	Conser	Modera	Liberal	High Sc	Some	College	< $40K	$40K -	> $80K
Favorable	33%	37%	29%	30%	31%	33%	38%	31%	35%	38%	28%	16%	29%	26%	35%	27%	34%	68%	11%	36%	67%	30%	9%	29%	34%	34%	25%	34%	35%
Unfavorable	45%	35%	54%	48%	46%	44%	43%	47%	44%	41%	64%	44%	50%	47%	45%	52%	44%	8%	73%	39%	19%	43%	72%	47%	45%	45%	48%	50%	41%
Neutral	19%	24%	15%	18%	20%	20%	17%	19%	19%	19%	5%	34%	17%	27%	16%	17%	20%	22%	12%	24%	11%	25%	16%	21%	18%	19%	23%	14%	21%
No Opinion	3%	3%	2%	4%	2%	3%	2%	3%	2%	1%	4%	6%	5%	0%	3%	4%	2%	2%	4%	0%	3%	2%	3%	3%	3%	2%	3%	2%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	47%	53%	24%	28%	29%	20%	51%	49%	64%	13%	15%	8%	26%	74%	19%	81%	28%	44%	25%	24%	44%	25%	19%	30%	51%	20%	35%	45%

4 Is your opinion of Mitt Romney ... favorable? Unfavorable? Neutral? Or, do you have no opinion one way or the other?

577 Likely & Actual Voters	All	Region		
Credibility Interval: +/-4.2 pct points		N NJ	Central	S NJ
Favorable	33%	29%	30%	43%
Unfavorable	45%	55%	40%	37%
Neutral	19%	14%	25%	19%
No Opinion	3%	2%	4%	1%
Total	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	41%	34%	26%

5 Is your opinion of Bob Menendez ... favorable? Unfavorable? Neutral? Or, do you have no opinion one way or the other?

577 Likely & Actual Voters	All	Gender		Age				<50 / 50+		Race				Cell Phone / Lan		Already Voted?		Party Affiliation			Ideology			Education			Income		
Credibility Interval: +/-4.2 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Cell Ph	Landlin	Yes	No	Republi	Democr	Indepe	Conser	Modera	Liberal	High Sc	Some	College	< $40K	$40K -	> $80K
Favorable	39%	39%	39%	29%	35%	46%	49%	32%	47%	34%	49%	51%	49%	39%	39%	60%	34%	20%	58%	29%	25%	36%	62%	51%	33%	38%	45%	38%	37%
Unfavorable	23%	30%	18%	21%	22%	23%	28%	22%	25%	27%	25%	11%	18%	15%	26%	17%	25%	42%	8%	31%	48%	22%	6%	21%	24%	24%	17%	22%	28%
Neutral	26%	24%	27%	30%	36%	19%	18%	33%	19%	28%	12%	31%	20%	33%	23%	18%	28%	27%	21%	31%	22%	31%	20%	18%	27%	29%	27%	27%	25%
No Opinion	11%	6%	16%	21%	8%	11%	6%	14%	9%	11%	14%	7%	13%	12%	11%	5%	13%	12%	12%	9%	6%	10%	12%	10%	16%	9%	11%	13%	10%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	47%	53%	24%	28%	29%	20%	51%	49%	64%	13%	15%	8%	26%	74%	19%	81%	28%	44%	25%	24%	44%	25%	19%	30%	51%	20%	35%	45%

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5 Is your opinion of Bob Menendez ... favorable? Unfavorable? Neutral? Or, do you have no opinion one way or the other?

577 Likely & Actual Voters	All	Region		
Credibility Interval: +/-4.2 pct points		N NJ	Central	S NJ
Favorable	39%	44%	36%	36%
Unfavorable	23%	18%	27%	29%
Neutral	26%	28%	26%	23%
No Opinion	11%	10%	11%	13%
Total	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	41%	34%	26%

6 Is your opinion of Joe Kyrillos ... favorable? Unfavorable? Neutral? Or, do you have no opinion one way or the other?

577 Likely & Actual Voters	All	Gender		Age				<50 / 50+		Race				Cell Phone / Lan		Already Voted?		Party Affiliation			Ideology			Education			Income		
Credibility Interval: +/-4.2 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Cell Ph	Landlin	Yes	No	Republi	Democr	Indepe	Conser	Modera	Liberal	High Sc	Some	College	< $40K	$40K -	> $80K
Favorable	26%	30%	22%	22%	22%	31%	27%	22%	30%	28%	23%	17%	25%	23%	27%	19%	27%	57%	8%	24%	51%	19%	16%	28%	24%	26%	27%	23%	28%
Unfavorable	19%	19%	19%	23%	13%	19%	21%	18%	20%	17%	19%	20%	27%	21%	18%	31%	16%	6%	27%	20%	7%	21%	29%	19%	17%	20%	14%	21%	20%
Neutral	33%	33%	33%	30%	41%	29%	33%	36%	30%	33%	28%	41%	31%	38%	32%	37%	32%	22%	35%	40%	29%	39%	29%	27%	32%	36%	41%	33%	29%
No Opinion	22%	18%	26%	25%	24%	21%	18%	24%	20%	21%	30%	23%	16%	18%	24%	13%	24%	15%	31%	16%	12%	21%	26%	26%	27%	18%	18%	24%	23%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	47%	53%	24%	28%	29%	20%	51%	49%	64%	13%	15%	8%	26%	74%	19%	81%	28%	44%	25%	24%	44%	25%	19%	30%	51%	20%	35%	45%

6 Is your opinion of Joe Kyrillos ... favorable? Unfavorable? Neutral? Or, do you have no opinion one way or the other?

577 Likely & Actual Voters	All	Region		
Credibility Interval: +/-4.2 pct points		N NJ	Central	S NJ
Favorable	26%	21%	29%	30%
Unfavorable	19%	23%	19%	13%
Neutral	33%	33%	31%	36%
No Opinion	22%	24%	21%	21%
Total	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	41%	34%	26%

Statement of Methodology: About the Poll: This poll was conducted by telephone in the voice of a professional announcer. Respondent households were selected at random, using Random Digit Dialed (RDD) sample provided by Survey Sampling, of Fairfield CT. All respondents heard the questions asked identically. The pollster's report includes the geography that was surveyed; the date(s) interviews were conducted, the number of respondents who answered each question and the theoretical margin of sampling error for each question. Where necessary, respondents were weighted using the most recent US Census estimates for age, gender, ethnic origin and region, to align the sample to the population. In theory, one can say with 95% certainty that the results would not vary by more than the stated margin of sampling error, in one direction or the other, had the entire universe of respondents with home telephones been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than sampling error. These include: the difficulty of interviewing respondents who do not have a home telephone; the refusal by some with home telephones to be interviewed; the order in which questions are asked; the wording of questions; the way and extent to which data are weighted; and the manner in which specialized populations, such as likely voters, are determined. It is difficult to quantify the errors that may result from these and other factors. Research methodology, questionnaire design and fieldwork for this survey were completed by SurveyUSA of Clifton, NJ. This statement conforms to the principles of disclosure of the National Council on Public Polls.

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