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Menendez/Crowley Matchup

Democratic Sen. Robert Menendez, who is closely tied to the president and up for re-election at the same time as Obama in 2012, seems to have raised his low profile only a little in recent weeks, but nonetheless handily defeats Republican John Crowley in a hypothetical matchup.

According to the most recent statewide poll by Fairleigh Dickinson University's PublicMind™, half of Garden State voters (50%) either have not heard of Menendez or have no opinion of him; 30% have a favorable view of him; and 20% have an unfavorable view.

Nonetheless, Menendez easily beats a potential Republican challenger, biotech executive John Crowley, in a hypothetical matchup, 45%-26%. Part of the gap is accounted for in Republican hesitation. While nearly four of five (78%) Democrats pick Menendez in the matchup, only about three in five (62%) Republicans pick Crowley. At this early stage of the game, 29% were unsure or picked neither candidate.

Among Democrats only, 45% say they haven't heard of the incumbent senator or have no opinion of him, but that is an improvement from April's mark of 54%. And 48% of Democrats say they have a favorable view of Menendez, better than April's 41%. Just 6% of Democrats have an unfavorable view him.

Among all voters, 84% say they haven't heard of Crowley, while another 10% say they have heard of him but have no opinion. Even 84% of Republicans say they have not heard of him and another 12% have no opinion of him.

Democratic Sen. Frank Lautenberg is viewed favorably by 37% of New Jersey voters and unfavorably by 24%, little changed since April (35% - 28%). Among Democrats, 53% have a favorable opinion of the senior New Jersey senator and 8% have an unfavorable view.

The Fairleigh Dickinson University poll of 804 registered voters statewide was conducted by telephone using both landlines and cell phones from May 16, 2011, through May 22, 2011, and has a margin of error of +/-3.5 percentage points.

Methodology, questions, and tables on the web at: <http://publicmind.fdu.edu>
Radio actualities at 201.692.2846 For more information, please call 201.692.7032

Methodology, Questions, and Tables

The most recent survey by Fairleigh Dickinson University's PublicMind was conducted by telephone from May 16, 2011, through May 22, 2011, using a randomly selected sample of 804 registered voters statewide. The margin of error for a sample of 804 randomly selected respondents is +/- 3.5 percentage points. The margin of error for subgroups is larger and varies by the size of that subgroup. Survey results are also subject to non-sampling error. This kind of error, which cannot be measured, arises from a number of factors including, but not limited to, non-response (eligible individuals refusing to be interviewed), question wording, the order in which questions are asked, and variations among interviewers. PublicMind interviews are conducted by Opinion America of Cedar Knolls, NJ, with professionally trained interviewers using a CATI (Computer Assisted Telephone Interviewing) system. Random selection is achieved by computerized random-digit dialing. This technique gives every person with a land-line phone number (including those with unlisted numbers) an equal chance of being selected. Landline households are supplemented with a separate, randomly selected sample of cell-phone-only-households, interviewed in the same time frame. The total combined sample is mathematically weighted to match known demographics of age, race and gender.

Haven't heard of		Very favorable	Somewhat favorable	Unsure/ no opinion	Somewhat Unfavorable	Very unfavorable
Frank Lautenberg	16	12	25	23	10	14
<i>Republicans only</i>	11	3	17	22	16	31
<i>Independents only</i>	15	8	22	28	12	15
<i>Democrats only</i>	17	19	34	22	5	3
<i>Previous measures</i>						
<i>April 2011</i>	15%	10%	25%	22%	13%	15%
<i>Feb. 2011</i>	14%	13%	26%	19%	13%	14%
<i>Nov 2010</i>	6%	15%	27%	21%	14%	17%
<i>March 2010</i>	9%	14%	28%	20%	14%	15%
<i>Jan 2010</i>	8%	12%	23%	19%	20%	15%
<i>Jan 2009</i>	8%	13%	30%	19%	14%	16%

Haven't heard of		Very favorable	Somewhat favorable	Unsure/ no opinion	Somewhat Unfavorable	Very unfavorable
Bob Menendez	22%	10%	20%	28%	8%	12%
<i>Republicans only</i>	21	2	8	29	14	26
<i>Independents only</i>	24	5	15	36	5	15
<i>Democrats only</i>	20	18	30	25	4	2
<i>Previous measures</i>						
<i>April 2011</i>	21%	8%	20%	31%	9%	10%
<i>Feb. 2011</i>	21%	10%	19%	28%	11%	10%
<i>Nov 2010</i>	15%	11%	20%	29%	12%	13%
<i>March 2010</i>	17%	8%	21%	28%	13%	12%
<i>Jan 2010</i>	17%	7%	21%	27%	15%	13%
<i>Jan 2009</i>	17%	9%	20%	30%	13%	11%

Haven't heard of		Very favorable	Somewhat favorable	Unsure/ no opinion	Somewhat Unfavorable	Very unfavorable
John Crowley	84%	1%	3%	10%	2%	--
<i>Republicans only</i>	84	--	2	12	1	1
<i>Independents only</i>	84	1	2	12	1	1
<i>Democrats only</i>	86	1	2	8	3	--
<i>Previous measures</i>						
<i>October 2008</i>	81%	1%	1%	13%	4%	1%

In another year, Robert Menendez will be coming up for re-election to the United States Senate... If the election were now, would you vote for... or ...?

	All	Dem	Ind	Rep	Jan. 2011	Dem	Ind	Rep
Robert Menendez, the Democrat	45%	78	25	9	44%	77	27	8
John Crowley, the Republican	26%	4	18	62	30%	7	18	64
unsure/neither/other (vol.)	29%	18	57	29	27%	16	55	28

Exact Question Wording and Order

US1-2 released 5.26.11

US3. Now I'm going ask about some people. If you haven't heard of one of them, just say so. Have you heard of ... [ROTATE LIST]? Do you have a favorable or unfavorable opinion of ... [MATCH ROTATION]? Would that be very or somewhat?

- a. Chris Christie (Released 5.24.11)
- b. Bob Menendez
- c. Frank Lautenberg
- d. John Crowley

US4 In another year, Robert Menendez will be coming up for re-election to the United States Senate... If the election were now, would you vote for... or ...? [ROTATE]

Robert Menendez, the Democrat
John Crowley, the Republican

Sample Characteristics (%)

Gender

Male	50
Female	50

Age

18-29	12
30-44	26
45-59	32
60+	28
Ref.	2

In addition to being American, would you say you are...?

White	71
Black	14
Hispanic or Latino	8
Asian	3
Other/ref.	4

Public Employee Household?

yes	23
No	75
not sure/ref.	2

Party ID

Dem. + lean Dem.	47
ind. + unsure + ref.	20
Rep. + lean Rep.	33