



For immediate release... **Thursday, April 7, 2011.** 3 pp.

Contact: Peter Woolley 973.670.3239

Obama Campaign Ahead, for the Moment, in New Jersey

Having declared himself a candidate for re-election in 2012, President Obama starts off ahead in New Jersey. According to the most recent statewide poll by Fairleigh Dickinson University's PublicMind™, 47% of New Jersey voters approve of the way Obama is handling his job as president, while 42% disapprove. New Jersey's 15 electoral votes went to Obama in 2008. In 2012, New Jersey will have just 14 electoral votes to offer.

However, his current approval rating is down from a much stronger 54%-36% approval in February.

"The president is entangled in a web of problems, from natural disasters and rebellions abroad to gaping deficits and spiking gas prices at home," said Peter Woolley, a political scientist and director of the poll. "It can't be good to be president just now."

In addition, 57% of Garden State voters say the country is "on the wrong track," an increase of 8 percentage points over February, while just 32% say the country is "headed in the right direction," a decrease of 7 points from February. "The decline in the president's approval mirrors the apprehension voters feel about the direction of the country," added Woolley.

Democratic Sen. Robert Menendez, who is closely tied to the president and up for re-election at the same time as Obama in 2012, continues to have anemic numbers: 52% of Garden State voters either have not heard of him or have no opinion of him; 28% have a favorable view of him, and 19% have an unfavorable view. More than half of Democrats, 54%, say they haven't heard of him or have no opinion of him. But 41% of Democrats have a favorable view of him, while just 5% have an unfavorable view.

"There's no doubt the senator needs to raise his profile at home," said Woolley. "But with Chris Christie in Trenton, the Tea Party in Congress, Obama's reelection, and events abroad cascading through the news, it's probably hard to get a word in edgewise."

Democratic Sen. Frank Lautenberg is viewed favorably by 35% of New Jersey voters and unfavorably by 28%. Among Democrats, 48% have a favorable opinion of him and 10% unfavorable.

The Fairleigh Dickinson University poll of 711 registered voters statewide was conducted by telephone using both landlines and cell phones from March 29 through April 4, 2011, and has a margin of error of +/-4 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 March 29, 2011, through April 4, 2011, using a randomly selected sample of 711 registered voters statewide. The margin of error for a sample of 711 randomly selected respondents is +/- 4 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.

Question: In your opinion, do you believe that the country is moving in the right direction or do you believe it has gotten off on the wrong track?

	All	Men	Women	Dem	Ind	Rep.
Right direction	32%	32	32	49	31	12
Wrong track	57%	60	54	36	55	82
Unsure/mixed	11%	8	13	14	14	6

Right/wrong direction trend

	2011		2010							2009							2008
	Feb	Jan	Nov	Oct	Aug	My	Mar 30	Mar 3	Jan	Oct 30	Oct 9	Sep	July	Apr	Mar	Jan	Oct
Right	39	35	31	30	33	34	42	38	35	41	41	44	49	51	51	34	13
Wrong	49	52	58	60	54	52	51	52	53	50	49	46	41	37	37	52	78
Unsure	12	13	11	10	13	13	8	10	12	8	9	10	11	11	12	13	9

US2: In general, do you approve or disapprove of the way Barack Obama is handling his job as President?

	All	Men	Women	Dem	Ind	Rep.
Approve	47%	42	51	73	44	16
Disapprove	42%	44	40	14	38	77
Unsure	11%	13	9	13	17	7

Obama approval, previous measures

	2011		2010							2009						
	Feb	Jan	Nov	Oct	Aug	May	Mar 30	Mar 3	Jan	Oct 30	Oct 6	Sep	Jun	Apr	Mar	Jan*
Approve	54	47	51	47	49	49	54	53	48	52	52	56	61	66	66	72
Disapprove	36	41	40	43	40	40	37	38	41	37	35	36	29	22	21	10
Unsure	10	12	9	10	11	11	9	9	11	10	12	8	10	12	13	18

*January 2009 question asked how Obama was handling his transition to the presidency.

	Haven't heard of	Very favorable	Somewhat favorable	Unsure/no opinion	Somewhat unfavorable	Very unfavorable
Frank Lautenberg	15%	10%	25%	22%	13%	15%
<i>Republicans only</i>	6	3	18	24	17	31
<i>Independents only</i>	6	9	32	30	14	9
<i>Democrats only</i>	24	17	31	18	8	2
Feb. 2011	14%	13%	26%	19%	13%	14%
<i>Republicans only</i>	8	6	22	18	17	30
<i>Independents only</i>	15	6	27	28	15	8
<i>Democrats only</i>	17	21	31	17	11	3
Nov 2010	6%	15%	27%	21%	14%	17%
March 2010	9%	14%	28%	20%	14%	15%
Jan 2010	8%	12%	23%	19%	20%	15%
Jan 2009	8%	13%	30%	19%	14%	16%

	Haven't heard of	Very favorable	Somewhat favorable	Unsure/no opinion	Somewhat Unfavorable	Very unfavorable
Bob Menendez	21%	8%	20%	31%	9%	10%
<i>Republicans only</i>	15	3	12	32	16	21
<i>Independents only</i>	12	4	19	45	12	8
<i>Democrats only</i>	27	14	27	27	3	2
<i>Feb. 2011</i>	21%	10%	19%	28%	11%	10%
<i>Republicans only</i>	17	3	14	26	19	21
<i>Independents only</i>	22	13	20	29	9	7
<i>Democrats only</i>	26	15	24	27	6	2
<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%

Exact Question Wording and Order

US1. In your opinion, do you believe that the country is moving in the right direction or has it gotten off on the wrong track?

US2. In general, do you approve or disapprove of the way Barack Obama is handling his job as President?

NJ1. Released 4.6.11

NJ2. 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?

- Chris Christie (Released 4.6.11)
- Bob Menendez
- Frank Lautenberg

Sample Characteristics (%)

Gender

Male	50
Female	50

Age

18-29	12
30-44	25
45-59	32
60+	28
Ref.	3

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

White	70
Black	14
Hispanic or Latino	9
Asian	3
Other/ref.	4

Party ID

Dem. + lean Dem.	48
ind. + unsure + ref.	14
Rep. + lean Rep.	38