

Menendez Leading Kyrillos for Senate, But Trails Someone Else

Incumbent Senator Robert Menendez comfortably leads his likely Republican opponent by ten percentage points, according to the latest poll by Fairleigh Dickinson University's PublicMind™. If the election were held today 43% of voters would cast a ballot for the Democrat, while 33% say they'd vote for State Senator Joe Kyrillos. Another 23% say they're not sure whom they would pick.

Democrats pick their party man by 78-2 and Republicans default to theirs by 72-11. Independents split between the two, but with a plurality of 42% unsure.

Still, if the election were held today, Menendez might lose to someone else. Menendez gets just 30% of the vote compared to 37% for someone else. In fact, against someone else, Menendez gets just 44% of Democratic voters, while 23% cross over to vote for his opponent. Independents prefer someone else by 41-16. And Republicans break for someone else by 63-13.

According to poll director Peter Woolley, "Most voters think someone else is a nearly ideal candidate. They say someone else is refreshing, straightforward, honest and represents the true interests of ordinary people."

Woolley continued, "Someone else is almost always more popular. Someone else is a better dresser. Someone else gets the hot stock tips. Someone else gets promotions and pay raises too. Someone else even wins the lottery."

Someone else does have a downside. "Someone else seems to have a troubled domestic life," opined Woolley. "Someone else always leaves dishes in the sink, lets the dog get out, and chips the paint on your brand new car. Someone else is also reputed to have broken up more than a few marriages."

The poll did not ask about anyone else. "Asking about anyone else would be ridiculous," said the poll director. "Anyone else may not even be eligible to run."

A candidate for Senate has to be at least 30 years of age, a citizen of the United States for at least nine years, and a resident of the state.

The Fairleigh Dickinson University poll of 800 registered voters statewide was conducted by telephone using both landlines and cell phones from Mar. 5 through Mar. 11, 2012, and has a margin of error of +/-3.5 percentage points. At random, half of respondents were asked their preference between Menendez and Kyrillos, and half between Menendez and "someone else."

*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 Mar. 5, 2012, through Mar. 11, 2012, using a randomly selected sample of 800 registered voters statewide. The margin of error for a sample of 800 randomly selected respondents is +/- 3.5 percentage points. The margin of error for 400 is +/- 5 points. 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.

In November, there will be an election for US Senate. I know it's early, but if the election were today would you vote for...or...? [IF "don't know," ASK "which way do you lean?"]

	All	Dem	ind	Rep	Jan. 2012	Sept. 2011
<i>N=396</i>						
Robert Menendez, the Democrat	43%	78	28	11	43%	49%
Joe Kyrillos, the Republican	33%	2	30	72	31%	28%
unsure/neither/other	23%	20	42	17	26%	22%
<i>N=404</i>						
Robert Menendez, the incumbent	30%	44	16	13		
Someone else	37%	23	41	63		
unsure/neither/other (vol.)	33%	33	43	25		

Question Wording and Order

US1-4 released March 14, 2012.

US5a-b. In November, there will be an election for US Senate. I know it's early, but if the election were today would you vote for... or....?

PROGRAMMER AT RANDOM ASK ½ SAMPLE 5A AND ½ SAMPLE 5B. ROTATE NAMES

Bob Menendez, the Democrat
 Joe Kyrillos, the Republican
 DK [ASK "which way to you lean?"]

DO NOT ROTATE

Bob Menendez, the incumbent
 Someone else
 DK [ASK "which way to you lean?"]

Sample Characteristics (%)

Gender

Male	49
Female	51

Age

18-29	12
30-44	26
45-59	32
60+	27
Ref.	4

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

White	68
Black	13
Hispanic or Latino	9
Asian	4
Other/ref.	6

Party ID

Dem. + lean Dem.	49
ind. + unsure + ref.	18
Rep. + lean Rep.	33

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