CHRISTIE MAINTAINS DOUBLE DIGIT LEAD IN THE DAYS BEFORE THE ELECTION

Incumbent Chris Christie continues to lead his Democratic opponent, state senator Barbara Buono, in the gubernatorial race by double digits, according to the most recent statewide survey of likely New Jersey voters by Fairleigh Dickinson University's PublicMind. Fifty-nine percent of likely voters say they would vote for Christie if the election were held today, with 40 percent saying they would cast a vote for state senator Buono. One percent intends to support someone else.

The 19 point margin is down from the last time the question was asked, and prior to the gubernatorial debates, when a 33 point margin favored Christie. In early October, PublicMind found that 58 percent of registered voters supported the governor compared to 25 percent who endorsed Senator Buono.

"The state has not seen a gap of this magnitude in a gubernatorial race in quite some time," said Krista Jenkins, director of PublicMind and professor of political science at Fairleigh Dickinson University. "The 2001 race between Republican Bret Schundler and Democrat Jim McGreevey certainly comes to mind, but that was over a decade ago. In this polarized political environment, the degree of support that Christie has in a 'blue' state is something that is likely to distinguish him from other Republican leaders."

Buono and Christie do predictably well among their bases, with 76 percent of Democrats supporting Buono and 94 percent of Republicans supporting Christie. However, the almost one-quarter (23%) of Democrats who intend to vote for Christie are a clear indicator of the difficulties that Buono has had in connecting with voters. Notable too is the degree of support the incumbent governor has among independent likely voters (80%) as compared to his challenger (18%).

Absent from the survey's findings is any evidence of a sizable gender gap. Both men and women express more support for Christie relative to Buono. Although men (62%) are more supportive of Christie than women (55%), Buono has been unable to cultivate majority support among women through her references to gender and women's health issues on the campaign trail.

"These numbers point to the fact that, at least for now, Christie's appeal transcends both party and gender, given his seeming ability to navigate the difficulties associated with the ubiquitous gender gap in American elections," said Jenkins.

The survey also asked likely voters whether they have favorable or unfavorable views of each candidate. The takeaway from these questions is clear: Voters are not only more acquainted with Christie

as compared to Buono, but they feel more warmly toward him as well. Right now, eight percent say they remain unsure about Christie's favorability, as compared to 23 percent for Buono. Christie garners a 62 percent favorability rating among likely voters, a number that is considerably more than Buono's (39%).

"Of course, to some extent one would expect an incumbent governor to be more widely known and capable of eliciting an opinion as compared to a lesser known challenger. However, the fact that so many voters remain uncertain about whether to favor or disfavor Senator Buono in the final days of the election is no doubt contributing to the sizable deficit she has yet to overcome," said Jenkins. "If he wins, Christie's favorability will make him the first governor in a generation to go into his second term with such widespread appeal."

The Fairleigh Dickinson University poll of 570 likely voters in New Jersey was conducted by telephone with both landline and cell phones from October 24 through October 30, 2013, and has a margin of error of +/-4.1 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

The most recent survey by Fairleigh Dickinson University's PublicMind was conducted by telephone from October 24 through October 30, 2013 using a randomly selected sample of 570 likely voters drawn from a list of registered voters who reside in New Jersey. Likely voters are determined through a screening process that accounts for a variety of factors considered to be predictive of one's future voting behavior, such as past voting behavior, cognitive political engagement, stated intention to vote in the current election. One can be 95 percent confident that the error attributable to sampling has a range of +/-4.1 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 landline 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 respondents interviewed in the same time frame. The total combined sample is mathematically weighted to match known demographics of age, race and gender.

Tables

In the upcoming elections for governor of New Jersey, which candidate are you most likely to vote for? Chris Christie the Republican or Barbara Buono the Democrat? [rotate]								
	All	**PID**			**Gender**		**Race**	
		Dem	**Ind**	**Rep**	**Male**	**Female**	**White**	**Nonwhite**
Christie	**59%**	23	80	94	62	55	66	33
Buono	**40%**	76	18	5	37	44	32	65
Someone else (vol)	**1%**	1	2	1	1	1	1	2

Regardless of how you're going to vote, do you have a favorable or unfavorable opinion of Barbara Buono, the Democrat?										
	All	**PID**			**Gender**		**Race**		**Cand pref.**	
		Dem	**Ind**	**Rep**	**Male**	**Female**	**White**	**Nonwhite**	**Christie**	**Buono**
Favorable	**39%**	68	23	11	38	39	35	56	12	80
Unfavorable	**38%**	11	46	65	41	36	43	17	61	3
DK/Ref (vol)	**23%**	21	31	24	21	26	22	27	27	17

Regardless of how you're going to vote, do you have a favorable or unfavorable opinion of Chris Christie, the Republican?										
	All	**PID**			**Gender**		**Race**		**Cand pref**	
		Dem	**Ind**	**Rep**	**Male**	**Female**	**White**	**Nonwhite**	**Christie**	**Buono**
Favorable	**62%**	35	76	88	63	61	68	41	94	12
Unfavorable	**31%**	55	18	7	29	33	28	43	2	75
DK/Ref (vol)	**8%**	11	6	5	8	6	5	17	4	13

Exact Question Wording and Order

GOV1   In the upcoming elections for governor of New Jersey, which candidate are you most likely to vote for? Chris Christie the Republican or Barbara Buono the Democrat? [rotate]
1   Chris Christie, the Republican
2   Barbara Buono, the Democrat
3   Someone else [vol] (Specify)
4   Unsure [vol; ask GOV1A]
8   Not registered [vol; skip to NJ1]
9   Refused [vol; skip to NJ1]

GOV1A Which way do you lean? ROTATE NAMES
1   Chris Christie, the Republican
2   Barbara Buono, the Democrat
3   Someone else [vol] (Specify)
8   DK [vol; ask NJ1]

GOV2   Regardless of how you're going to vote, do you have a favorable or unfavorable opinion of [insert] ROTATE NAMES
GOV2A   Barbara Buono, the Democrat
GOV2B   Chris Christie, the Republican

GOV2A   Do you have a favorable or unfavorable opinion of [INSERT]?

1	Favorable
2	Unfavorable
8	Don't Know (vol) (skip to next name)

GOV2B   Do you have a favorable or unfavorable opinion of [INSERT]?

1	Favorable
2	Unfavorable
8	Don't Know (vol) (skip to next name)

Sample characteristics – Likely voters

Gender

Male	50
Female	50

Age

18-34	9
35-49	24
50-64	36
65+	30
Refused	2

Race/Ethnicity

White	75
Black/African-American	11
Latino or Hispanic	8
Asian	2
Other/refused	4

Party identification

Democrat/Lean Democrat	47
Independent/DK/refused	13
Republican/Lean Republican	40