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POLLSTER CHECK IN NEW JERSEY GOVERNOR’S RACE

Among the polls released in the days prior to the November 2013 election, Fairleigh Dickinson University’s was the most accurate.

Governor Christie was re-elected with 60 percent of the vote; PublicMind estimated his vote share at 59 percent. State Senator Barbara Buono was predicted to receive 40 percent of the vote; she received 38 percent. Other candidates were expected to receive one percent, an estimate that was off by a percentage point. The full results from the November 1 release can be found here:

<http://publicmind.fdu.edu/2013/doubledigits/>

“Trying to predict whether people will vote and whom they intend to support is never easy,” said Krista Jenkins, director of PublicMind and professor of political science at Fairleigh Dickinson University. “Many people under- or over-report their intentions and behavior, and it’s the job of a pollster to account for that.”

	<u>Date</u>	<u>Christie</u>	<u>Difference</u>	<u>Buono</u>	<u>Difference</u>	<u>Other</u>	<u>Difference</u>	<u>Undecided</u>	<u>Total difference ± undecided</u>
Actual		60		38		2			
FDU	Nov. 1	59	-1	40	+2	1	-1	0	4
Monmouth	Nov. 4	57	-3	37	-1	2	0	4	8
Quinnipiac	Nov. 4	61	+1	33	-5	1	-1	6	13
Rutgers	Nov. 4	66	+6	30	-8	2	0	2	16

FDU’s PublicMind was alone in reporting no undecided voters. “No one who pulls a lever, pushes a button, or checks a box is undecided on Election Day,” said Jenkins. “They may be skeptical, cynical, or lack confidence in their choice, but their presence at the polls indicates they are not undecided.”

PublicMind is an independent, university based survey research center that conducts statewide and national polls on a variety of topics. More information about PublicMind can be found here:
<http://publicmind.fdu.edu>