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Lou Dobbs Runs Hot and Cold

According to the most recent poll by Fairleigh Dickinson University's PublicMind™, outside the governor's office the pol with the highest name recognition is Sen. Frank Lautenberg, who has also, not coincidentally, been around the longest. More than nine of 10 voters (92%) recognize the senator.

However, the pol with the strongest numbers may be Mayor Cory Booker of Newark whose ratio of favorable to unfavorable opinion is 6-to-1 (38%-6%).

As hard as Rep. Frank Pallone has been trying to increase his name recognition, possibly in preparation for a statewide run, his numbers among registered voters have moved little in the past year. His name recognition is two in five (39%), and half of those who have heard of him have no opinion of him (22%).

Lou Dobbs, who may make a statewide run for office and has not yet declared a party affiliation, clocks in at 70% name recognition. But voters split evenly in their impressions: 22% say they have a favorable view of him, while 22% say they have an unfavorable opinion.

Republicans are more likely than Democrats to recognize Dobbs (76%-64%). Republicans also give him a 2-to-1 ratio of favorable over unfavorable opinion (33%-16%). On the other hand, Democrats pan him with a 1-to-2 ratio of favorable to unfavorable opinion (14%-30%). But among all registered voters, 30% say they don't recognize his name and another 25% have no opinion of him.

"Dobbs has no obvious traction right now and no clear advantage," said Peter Woolley. "His relatively high name recognition is a plus but that is balanced by a significant amount of unfavorable opinion. He will have to change those numbers by targeting voters who aren't familiar with his TV persona."

Sen. Bob Menendez, the man Dobbs hinted he might run against, has some sagging numbers as well: 28% say they have a good opinion of Menendez and 28% say their view of him is unfavorable. "Expect Menendez to be a lot more visible to his New Jersey constituents in the next two years," said Woolley.

A head-to-head between Menendez and Dobbs-with Menendez identified as a Democrat and Dobbs identified without a party affiliation-results in a close result: Menendez 37% and Dobbs 34%, with 28% unsure.

The Fairleigh Dickinson University poll of 801 registered voters statewide has a margin of error of +/- 3.5 percentage points for the Dobbs-Menendez ballot question. Subsets of voters, selected at random, were asked to identify various public figures. For those questions, the margin of error is +/- 4 percentage points. The poll was conducted by telephone from Jan. 4, 2010, through Jan. 10, 2010.

PublicMind research is available 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 Jan. 4, 2010, through Jan. 10, 2010, using a randomly selected sample of 801 registered voters statewide. The margin of error for a sample of 801 randomly selected respondents is +/- 3.5 percentage points. Subsets of 530-540 voters, selected at random, were asked to identify public figures. The margin of error for a sample of 530-540 randomly selected respondents is +/- 4.2 percentage 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 professionally trained interviewers use 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. Results are mathematically weighted to match known demographics.

N=530/MoE= +/- 4	Haven't Heard of	Very Favorable	Somewhat Favorable	Unsure/ no opinion	Somewhat Unfavorable	Very Unfavorable
Lou Dobbs	30%	7%	15%	25%	12%	10%
<i>Republicans only</i>	24	11	22	27	11	5
<i>Independents only</i>	23	8	9	38	11	12
<i>Democrats only</i>	36	5	9	20	14	16

N=534	Haven't heard of	Very Favorable	Somewhat Favorable	Unsure/ no opinion	Somewhat Unfavorable	Very Unfavorable
Bob Menendez (all)	17%	7%	21%	27%	15%	13%
<i>Republicans only</i>	15	2	13	27	21	23
<i>Independents only</i>	21	2	24	22	10	21
<i>Democrats only</i>	19	13	29	25	11	2
Jan. 2009	17%	9%	20%	30%	13%	11%

N=538	Haven't heard of	Very Favorable	Somewhat Favorable	Unsure/ no opinion	Somewhat Unfavorable	Very Unfavorable
Frank Lautenberg (all)	8%	12%	23%	19%	20%	18%
<i>Republicans only</i>	4	3	20	14	25	33
<i>Independents only</i>	6	12	18	11	28	25
<i>Democrats only</i>	12	20	27	23	15	3
Jan 2009	8%	13%	30%	19%	14%	16%

N=535	Haven't heard of	Very Favorable	Somewhat Favorable	Unsure/ no opinion	Somewhat Unfavorable	Very Unfavorable
Frank Pallone (all)	61%	3%	7%	22%	4%	2%
<i>Republicans only</i>	60	2	5	23	5	4
<i>Independents only</i>	68	--	8	18	5	1
<i>Democrats only</i>	61	5	10	22	2	1
Oct 2008	57%	5%	8%	25%	4%	1%

N=536	Haven't heard of	Very Favorable	Somewhat Favorable	Unsure/ no opinion	Somewhat Unfavorable	Very Unfavorable
Steve Rothman (all)	75%	1%	5%	15%	3%	1%
<i>Republicans only</i>	76	1	4	15	3	1
<i>Independents only</i>	59	--	6	27	3	5
<i>Democrats only</i>	77	2	6	13	2	--
Oct 2008	70%	3%	6%	18%	2%	1%

PublicMind research is available on the web at: <http://publicmind.fdu.edu>.

N=530	Haven't heard of	Very Favorable	Somewhat Favorable	Unsure/ no opinion	Somewhat Unfavorable	Very Unfavorable
Cory Booker (all)	41%	15%	23%	15%	4%	2%
<i>Republicans only</i>	41	12	21	18	6	1
<i>Independents only</i>	36	17	28	11	4	4
<i>Democrats only</i>	41	17	26	12	3	1
<i>April 2009</i>	38%	19%	20%	13%	7%	3%

Question: In a couple of years there will be a race for US Senate in New Jersey. In a race for US Senator, would you vote for ... or...? IF DK ASK "which way do you lean today?"

N=801, MoE = +/- 3.5	All	Dem	Ind	Rep
Bob Menendez, the Democrat	31	59	19	5
Lean Menendez	6	8	2	4
Total Menendez	37%	67	21	9
Lou Dobbs, who has not declared a party affiliation	28	8	31	50
Lean Dobbs	6	3	2	9
Total Dobbs	34%	11	33	59
Don't know (vol.)	28%	20	42	31
Ref.	1%	1	4	1

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