



For release... **Thursday, May 27, 2010** ... 2 pp.

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## **President's Approval Slides in NJ**

President Obama's approval rating slid among New Jersey voters as they become more pessimistic about the direction of the country, according to the most recent poll by Fairleigh Dickinson University's PublicMind™.

The president's approval declined five percentage points to 49% from 54% at the end of March. He now stands at 49% approving and 40% disapproving compared to 54% and 37% in the last measurement, a nine point advantage, compared to a 17 point advantage.

Republicans and Democrats are mirror images with three-quarters of Democrats approving (78%) and three-quarters of Republicans disapproving (75%). But there are also significant differences between men and women and between white and non-white voters. Among men, Obama runs behind (42-49) but among women he is strongly ahead (56-32). Among white voters the president is upside down (40-49) and among non-white and among African American voters he is strongly approved of (74-15 and 80-8).

"The numbers are not exactly the aid and comfort Tea Partiers seek," said Peter Woolley, a political scientist and director of the poll. "The president's base is still strong in this state and his core supporters remain enthusiastic."

But voters' assessment of the direction in which the country is moving is now identical to their view just before the president's inauguration in January 2009. Now, as then, one-third (34%) say the country is moving in the right direction while half (52%) say the country is on the wrong track.

"Uncertainly about employment and the economy is enough to make many people feel the country is on the wrong track," said Woolley. "But domestic worries are compounded by worries about Europe's problems, Iraq, Afghanistan, Iran, oil spills, bailouts, debt, and North Korean saber rattling. The list seems to have gotten a lot longer."

The Fairleigh Dickinson University poll of 654 registered voters statewide was conducted by telephone from May 19, 2010, through May 23, 2010, 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 973.443.8661*

## Methodology

The most recent survey by Fairleigh Dickinson University's PublicMind was conducted by telephone from May 19, 2010, through May 23, 2010, using a randomly selected sample of 654 registered voters statewide. The margin of error for a sample of 654 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 Group, (formerly TMR, Inc) 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. Results are mathematically weighted to match known demographics of gender, age, and race.

## Question Wording and Order

**US1:** 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	34%	32	36	55	30	7
Wrong track	52%	57	48	28	61	83
Unsure/Refused	13%	12	16	16	9	9

## Right/wrong direction trend

	2010			2009							2008
	Mar 30	Mar 3	Jan	Oct 30	Oct 9	Sep	July	Apr	Mar	Jan	Oct
Right direction	42%	38	35	41	41	44	49	51	51	34	13
Wrong track	51%	52	53	50	49	46	41	37	37	52	78
Unsure/Refused	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.	white	Non-white	Afr.-Amer
Approve	49%	42	56	78	45	11	40	74	80
Disapprove	40%	49	32	13	46	75	49	15	8
Unsure/Refused	11%	9	12	9	9	13	11	11	11

## Obama approval, previous measures

	2010			2009						
	Mar 30	Mar 3	Jan	Oct 30	Oct 6	Sep	Jun	Apr	Mar	Jan.*
Approve	54%	53	48	52	52	56	61	66	66	72
Disapprove	37%	38	41	37	35	36	29	22	21	10
Unsure/Ref.	9%	9	11	10	12	8	10	12	13	18

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

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