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Public Relations Services
Marketing Strategies

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(Only asked of those in the 2nd Legislative District)

7. If the 2nd Legislative District election was held today and the candidates were Republican John Amodeo, Republican Vincent Polistina, Democrat Army Martinez, and Democrat Reginald Floyd,

(Only asked of those in the 9th Legislative District)

10. If the 9th Legislative District election was held today and the candidates were Republican Brian Rumpf, Republican DiAnne Gove, Democrat Aid Visotcky, and Democrat Robert Rue, for which two would you vote? *(Pick two)*

Rumpf	33%
Gove	28
Visotcky	24
Rue	24
Someone else	3
Not sure	42

11. What are the two top issues facing New Jersey today? *(Choose up to two)*

Taxes	67%
Jobs and the economy	37
Political/government corruption	23
Health care/insurance/ Prescription drugs	22
Budget/Spending/Deficit	20
Education/Schools	13
Crime/Drugs/Violence	6
Environment	2
Gas prices	2
Terrorism/Security	1
*Other	2
Not sure/None	1

*(Number in parentheses denotes frequency of similar response)

Senior care (2); One each: Abortion; Social Security; Water/Sewer; Illegal Immigrants; State Supreme Court; Veteran's rights

All of the subgroups chose taxes and jobs/economy as their top two issues facing New Jersey today, but those in the 3rd (77%) and 4th (75%) LDs are the most adamant that taxes are the biggest issue, while those in the 1st (42%) and 9th (43%) felt more strongly about jobs and the economy than the other districts. Republicans (75%) are more likely than Democrats (61%) and independents (66%) to think that taxes are the top issue.

Those in the 3rd (30%) and 9th LDs (27%) are more likely than those in the 1st (49%), 2nd

independents (27%) and Republicans (26%) Democrats (19%), and men (26%) vs. women (21%).

12. On a scale of one to five, with one being no influence at all and five being a huge influence, how much do negative campaign ads influence who you vote for?

13. On a scale of one to five, with one being no influence at all and five being a huge influence, how much do allegations of political corruption influence who you vote for?

	No influence			Influence				NS
	1	2	Overall (1+2)	3	4	5	Overall (4+5)	
Negative campaign ads	58	7	65	15	6	13	19	1
Political corruption allegation	29	7	36	24	13	26	39	2

Those in the 2nd (29%) and 3rd (23%) LDs are more likely than those in the 1st (16%), 4th (16%), and 5th (11%) to say that negative campaign ads influence their vote, as are independents (23%) compared to Democrats (19%) and Republicans (16%); and 50-64 year-olds (23%) vs. 30-49 year-olds (19%) vs. those over 65 (17%).

Those in the 2nd (46%) and 3rd (43%) LDs are more likely than those in the 1st (39%), 4th (37%), and 5th (25%) LDs to say that political corruption allegations influence their vote, as are those over 65 (43%) compared to 30-49 year-olds (35%) and 50-64 year-olds (34%).

14. Which of the following do you think is the primary responsibility of the non-partisan William J. Hughes Center for Public Policy at Stockton College?

Disseminating information	4%
Conducting polls	3
Both	20
Neither	1
Not familiar	71
Not sure	2