



FOR IMMEDIATE RELEASE

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Kean tops in popularity

Raleigh, N.C. – New Jersey may be a Democratic state, but its most popular Governor of the last 25 years is a Republican.

Asked who their favorite is of the state's last five elected Governors, New Jersey voters overwhelmingly selected Tom Kean. He received the support of 43% of respondents, followed by Christie Whitman at 19%, and Jon Corzine at 18%.

Kean is the top choice of Republicans (59%) and independents (47%). Among Democrats he finishes second with 28% to Corzine's 36%.

A good prism into how much more popular the state's recent Republican Governors have been than the Democrats is that 69% of independents picked Kean or Whitman to just 31% for Corzine, Jim McGreevey, and Jim Florio combined.

When it comes to the most unpopular Governor over that period of time McGreevey is the top choice with 35% of respondents naming him. Whitman and Corzine come in second and third at 26 and 20% respectively.

McGreevey is the most unpopular among Republicans (43%) and independents (31%). Among Democrats he comes in second at 33% to Whitman's 44%.

"The continuing popularity of Tom Kean is an indication that a moderate Republican can be very successful in New Jersey politics," said Dean Debnam, President of Public Policy Polling. "That would bode well for Chris Christie except that most voters now believe that he is a conservative. That's a perception he'll have to deal with in the closing stretch of this year's campaign."

PPP surveyed 571 likely New Jersey voters from October 9th to 12th. The survey's margin of error is +/-4.1%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

Complete results are attached and can be found at www.publicpolicypolling.com.

If you would like an interview regarding this release, please contact Dean Debnam at (888) 621-6988 or 919-880-4888.





New Jersey Survey Results

Q1 Of the last five elected Governors, who do you have the highest opinion of: Tom Kean, Jim Florio, Christie Whitman, Jim McGreevey, or Jon Corzine? If Tom Kean, press 1. If Jim Florio, press 2. If Christie Whitman, press 3. If Jim McGreevey, press 4. If Jon Corzine, press 5.

Kean 43%
Florio..... 12%
Whitman..... 19%
McGreevey 7%
Corzine 18%

Q2 Of the last five elected Governors, who do you have the lowest opinion of? If Tom Kean, press 1. If Jim Florio, press 2. If Christie Whitman, press 3. If Jim McGreevey, press 4. If Jon Corzine, press 5.

Kean 4%
Florio..... 14%
Whitman..... 26%
McGreevey 35%
Corzine 20%

Q3 If you are a liberal, press 1. If a moderate, press 2. If a conservative, press 3.

Liberal..... 21%
Moderate..... 51%
Conservative..... 28%

Q4 If you are a woman, press 1, if a man, press 2.

Woman 52%
Man..... 48%

Q5 If you are a Democrat, press 1. If you are a Republican, press 2. If you are an independent or identify with another party, press 3.

Democrat 40%
Republican..... 31%
Independent/Other..... 30%

Q6 If you are Hispanic, press 1. If white, press 2. If African American, press 3. If other, press 4.

Hispanic..... 8%
White 75%
African American 12%
Other..... 5%

Q7 If you are 18 to 29 years old, press 1 now. If you are 30 to 45, press 2. If you are 46 to 65, press 3. If older, press 4.

18 to 29..... 8%
30 to 45..... 22%
46 to 65..... 47%
Older than 65..... 22%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Favorite Governor				
Kean	43%	26%	41%	59%
Florio	12%	21%	12%	6%
Whitman	19%	9%	21%	25%
McGreevey	7%	7%	9%	3%
Corzine	18%	37%	17%	7%

	Base	Ideology		
		Liberal	Moderate	Conservative
Least Favorite Governor				
Kean	4%	6%	3%	4%
Florio	14%	10%	15%	17%
Whitman	26%	53%	24%	8%
McGreevey	35%	25%	39%	37%
Corzine	20%	6%	20%	33%

	Base	Gender	
		Woman	Man
Favorite Governor			
Kean	43%	39%	48%
Florio	12%	15%	10%
Whitman	19%	17%	22%
McGreevey	7%	7%	7%
Corzine	18%	23%	14%

	Base	Gender	
		Woman	Man
Least Favorite Governor			
Kean	4%	4%	4%
Florio	14%	15%	13%
Whitman	26%	26%	25%
McGreevey	35%	36%	34%
Corzine	20%	18%	23%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Favorite Governor				
Kean	43%	28%	59%	47%
Florio	12%	18%	4%	13%
Whitman	19%	11%	28%	22%
McGreevey	7%	7%	4%	10%
Corzine	18%	36%	6%	8%

	Base	Party		
		Democrat	Republican	Independent/Other
Least Favorite Governor				
Kean	4%	4%	3%	6%
Florio	14%	11%	18%	15%
Whitman	26%	44%	7%	21%
McGreevey	35%	33%	43%	31%
Corzine	20%	9%	29%	27%

	Base	Race			
		Hispanic	White	African American	Other
Favorite Governor					
Kean	43%	38%	45%	35%	31%
Florio	12%	-	14%	15%	3%
Whitman	19%	38%	18%	12%	33%
McGreevey	7%	8%	7%	3%	3%
Corzine	18%	15%	16%	35%	31%

	Base	Race			
		Hispanic	White	African American	Other
Least Favorite Governor					
Kean	4%	-	4%	6%	6%
Florio	14%	15%	16%	6%	11%
Whitman	26%	-	24%	53%	33%
McGreevey	35%	46%	36%	21%	36%
Corzine	20%	38%	20%	15%	14%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Favorite Governor					
Kean	43%	32%	36%	46%	47%
Florio	12%	2%	7%	16%	14%
Whitman	19%	24%	26%	19%	12%
McGreevey	7%	21%	13%	4%	1%
Corzine	18%	21%	18%	15%	25%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Least Favorite Governor					
Kean	4%	6%	3%	4%	4%
Florio	14%	19%	20%	12%	11%
Whitman	26%	13%	23%	27%	30%
McGreevey	35%	30%	30%	35%	43%
Corzine	20%	31%	23%	21%	12%

