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**KEAN UNIVERSITY POLL:  
CHRISTIE APPROVAL RATING AT 78 PERCENT**

*Survey also shows that Codey would be Democrats' strongest candidate;  
Respondents offering overwhelming support for assault weapons ban, but views are mixed on calls for armed  
guards in schools*

UNION TOWNSHIP – Governor Chris Christie enters this year's gubernatorial election with an eye-popping approval rating of 78 percent, according to a new Kean University / NJ Speaks poll conducted in early January.

The NJ Speaks survey of 1,000 likely voters found that 40 percent strongly approved of the Governor's performance, and 38 percent said they somewhat approved. Only 20 percent said they disapproved. Eighty-nine percent of Republican respondents said they approved of the Governor's performance, and remarkably, 70 percent of Democratic respondents also approved of Christie.

"The governor is approaching rock star status," said Dr. Terry Golway, director of the Kean University Center for History, Politics, and Policy. "Bruce Springsteen may start showing up at his town hall meetings."

The survey showed Christie easily defeating three potential opponents in this year's gubernatorial election, state Senator Richard Codey, Senate President Stephen Sweeney, and state Senator Barbara Buono. Codey, a former governor, emerged as the strongest candidate of the three: In a head-to-head matchup, Christie defeated Codey, 53 percent to 28 percent. Christie's margin was larger when matched against the other two Democrats. He outpolled Sweeney 58 percent to 19 percent, and Buono, 55 percent to 22 percent.

As gun control emerges as one of the most-important issues of 2013, 71 percent of respondents said they supported new efforts to ban assault weapons, and 56 percent said they would be less likely to support a candidate endorsed by the National Rifle Association.

On the controversial issue of placing armed guards inside schools, a policy which has been adopted in Marlboro, Monmouth County, and Totowa, Passaic County, opinions were mixed. A plurality, 34 percent, said schools would be safer if there were armed guards inside schools. Twenty-seven percent said armed guards would make schools less safe, and 29 percent said it would make no difference.

On other issues:

- Fifty-six percent of respondents said that President Obama best represented their economic interests during the fiscal cliff negotiations with Congress. Twenty percent said House Speaker John Boehner represented their interests.
- Fifty-eight percent blamed Republicans in Congress for delays in obtaining federal assistance for victims of Hurricane Sandy.
- Twenty-eight percent said they were more likely to visit the Jersey Shore this year in the wake of Sandy. Twenty-three percent said they were less likely, and 43 percent said the storm made no difference.
- Forty-five percent of respondents said that recent storms were due to climate change. Twenty-six percent said the storms were not related to climate change, and 29 percent said they were not sure.
- Sixty-six percent of respondents approved of President Obama's job performance.

The margin of sampling error for the full sample is +/- 3.0% percentage points with a 95% level of confidence.

**Kean University / NJ Speaks Survey of 1000 Likely Voters  
Conducted January 6, 2013  
By Pulse Opinion Research**

1\* How would you rate the job Barack Obama has been doing as President... do you strongly approve, somewhat approve, somewhat disapprove, or strongly disapprove of the job he's been doing?

40% Strongly approve  
26% Somewhat approve  
8% Somewhat disapprove  
25% Strongly disapprove

2% Not sure

2\* How would you rate the job Chris Christie has been doing as Governor... do you strongly approve, somewhat approve, somewhat disapprove, or strongly disapprove of the job he's been doing?

40% Strongly approve  
38% Somewhat approve  
11% Somewhat disapprove  
9% Strongly disapprove  
1% Not sure

3\* In thinking about the 2013 election for Governor of New Jersey suppose you had a choice between Republican Chris Christie and Democrat Richard Codey. If the election were held today, would you vote for Republican Chris Christie or Democrat Richard Codey?

53% Christie  
28% Codey  
5% Some other candidate  
14% Not sure

4\* Okay, suppose the Democrats nominate Stephen Sweeney. If the 2013 Election for Governor of New Jersey were held today would you vote for Republican Chris Christie or Democrat Stephen Sweeney?

58% Christie  
19% Sweeney  
7% Some other candidate  
16% Not sure

5\* Suppose the Democrats nominate Barbara Buono. If the 2013 Election for Governor of New Jersey were held today would you vote for Republican Chris Christie or Democrat Barbara Buono?

55% Christie  
22% Buono  
5% Some other candidate

18% Not sure

6\* During the recent fiscal cliff negotiations in Washington, who best represented your economic interests -- President Obama or House Speaker John Boehner?

56% President Obama

20% House Speaker John Boehner

17% Neither

7% Not sure

7\* Who do you blame for delays in obtaining federal assistance for victims of Hurricane Sandy – the Republicans in Congress, the White House, or local officials in New Jersey?

58% Republicans in Congress

23% The White House

5% Local officials in New Jersey

15% Not sure

8\* Do you normally go to the Jersey shore in the summer?

68% Yes

28% No

4% Not sure

9\* As a result of the storm are you more or less likely to go to the Jersey Shore this summer

28% More likely

23% Less likely

43% It has no impact

5% Not sure

10\* Are the recent storms related to climate change?

45% Yes  
26% No  
29% Not sure

11\* Would posting an armed guard in every school make schools more safe or less safe?

34% More safe  
27% Less safe  
29% It would make no difference  
10% Not sure

12\* Do you support or oppose new efforts to ban assault weapons?

71% Support  
21% Oppose  
8% Not sure

13\* Would you be more or less likely to support a candidate who is endorsed by the National Rifle Association?

11% More likely  
56% Less likely  
26% It would make no difference  
7% Not sure

**NOTE:** The margin of sampling error for the full sample is +/- 3.0% percentage points with a 95% level of confidence.

## METHODOLOGY

On January 6, 2013 Pulse Opinion Research conducted a survey of 1,000 likely voters in New Jersey.

The margin of sampling error for the full sample is +/- 3.0% percentage points with a 95% level of confidence. This means that an identical survey conducted under the same circumstances would generate a result within the margin of sampling error 19 times out of 20.

There are other potential sources of error in any survey including question wording. Pulse Opinion Research did not develop the questions or subject matter for this survey but may have suggested edits.

The survey was conducted using an established automated polling methodology. For 90% of the sample calls were placed to randomly-selected phone numbers through a process that insures appropriate geographic representation. 10% of the sample was conducted via online surveys of those individuals who use a cell-phone as their primary telephone. After the calls and on-line surveys are completed, the raw data is processed through a weighting program to insure that the sample reflects the overall population in terms of age, race, gender, political party, and other factors. The processing step is required because different segments of the population answer the phone in different ways. For example, women answer the phone more than men, older people are home more and answer more than younger people, and rural residents typically answer the phone more frequently than urban residents.

The population targets were based upon census bureau data, a series of screening questions to determine likely voters, and other factors. Pulse Opinion Research determines its partisan weighting targets through a dynamic weighting system that takes into account voting history, national trends, and recent polling.



		Total	Gender		Age			Race			Party			Ideology				Do you normally go to the Jersey shore in the summer?			Married		Children at Home		Income						
		LV's	Men	Women	18-39	40-64	65+	White	Black	Other	Republican	Democrat	Other	Conservative	Moderate	Liberal	Not sure	Yes	No	Not sure	Yes	No	Yes	No	Under \$30K	\$30K-\$50K	\$50K-\$100K	\$100K-\$200K	\$200K+	Not sure	
As a result of the storm are you more or less likely to go to the Jersey Shore this summer?	More likely	28%	27%	29%	23%	31%	27%	28%	29%	30%	30%	29%	25%	27%	27%	33%	18%	36%	9%	35%	33%	22%	30%	27%	23%	41%	29%	30%	21%	18%	
	Less likely	23%	23%	24%	18%	24%	34%	20%	28%	30%	28%	26%	15%	26%	22%	24%	10%	21%	32%	11%	23%	23%	22%	24%	28%	24%	20%	22%	29%	24%	
	It would make no difference	43%	47%	40%	53%	40%	35%	48%	34%	36%	40%	38%	54%	44%	47%	36%	68%	38%	56%	47%	41%	47%	44%	43%	41%	34%	47%	44%	44%	51%	
	Not sure	5%	3%	7%	6%	5%	4%	5%	9%	3%	2%	6%	6%	3%	5%	7%	4%	6%	3%	7%	3%	8%	4%	6%	8%	2%	5%	4%	7%	7%	
		Total	Gender		Age			Race			Party			Ideology				Do you normally go to the Jersey shore in the summer?			Married		Children at Home		Income						
		LV's	Men	Women	18-39	40-64	65+	White	Black	Other	Republican	Democrat	Other	Conservative	Moderate	Liberal	Not sure	Yes	No	Not sure	Yes	No	Yes	No	Under \$30K	\$30K-\$50K	\$50K-\$100K	\$100K-\$200K	\$200K+	Not sure	
Are the recent storms related to climate change?	Yes	45%	42%	48%	53%	43%	37%	44%	46%	49%	26%	61%	40%	21%	48%	66%	36%	46%	45%	44%	44%	47%	45%	45%	35%	48%	45%	46%	55%	45%	
	No	26%	32%	21%	17%	32%	23%	28%	19%	25%	46%	11%	31%	45%	23%	13%	8%	28%	23%	6%	28%	23%	29%	24%	22%	28%	25%	29%	19%	28%	
	Not sure	29%	26%	31%	31%	25%	40%	28%	36%	26%	29%	29%	29%	33%	29%	21%	56%	26%	32%	50%	28%	30%	26%	30%	43%	24%	29%	25%	25%	27%	
		Total	Gender		Age			Race			Party			Ideology				Do you normally go to the Jersey shore in the summer?			Married		Children at Home		Income						
		LV's	Men	Women	18-39	40-64	65+	White	Black	Other	Republican	Democrat	Other	Conservative	Moderate	Liberal	Not sure	Yes	No	Not sure	Yes	No	Yes	No	Under \$30K	\$30K-\$50K	\$50K-\$100K	\$100K-\$200K	\$200K+	Not sure	
Would posting an armed guard in every school make schools more safe or less safe?	More safe	34%	35%	32%	34%	34%	31%	30%	47%	35%	44%	32%	28%	48%	25%	29%	34%	31%	39%	46%	32%	36%	30%	39%	31%	36%	37%	32%	32%	28%	41%
	Less safe	27%	26%	29%	19%	31%	34%	29%	27%	22%	23%	34%	22%	13%	35%	36%	6%	27%	31%	5%	28%	26%	26%	28%	27%	25%	28%	30%	32%	28%	41%
	They would make no difference	29%	30%	28%	36%	26%	22%	31%	22%	26%	24%	25%	38%	24%	31%	28%	41%	31%	22%	36%	27%	31%	25%	30%	28%	26%	30%	29%	28%	28%	
Not sure	10%	9%	11%	11%	9%	13%	10%	4%	17%	9%	10%	11%	14%	9%	7%	19%	11%	8%	14%	9%	13%	10%	10%	9%	11%	10%	10%	12%	11%		



	Total LV's	Gender			Age			Race			Party				Ideology				Do you normally go to the Jersey shore in the summer?			Married		Children at Home		Income				
		Men	Women	18-39	40-64	65+	White	Black	Other	Republican	Democrat	Other	Conservative	Moderate	Liberal	Not sure	Yes	No	Not sure	Yes	No	Yes	No	Under \$30K	\$30K-\$50K	\$50K-\$100K	\$100K-\$200K	\$200K+	Not sure	
Do you Support support or Oppose new efforts to ban assault weapons?	21%	27%	15%	18%	22%	24%	23%	16%	19%	37%	8%	26%	41%	11%	14%	10%	20%	69%	24%	15%	22%	20%	21%	21%	27%	19%	85%	72%		
	8%	7%	9%	9%	7%	11%	7%	6%	13%	9%	6%	10%	14%	7%	4%	8%	8%	7%	8%	5%	12%	6%	9%	13%	10%	5%	8%	2%	14%	

	Total LV's	Gender			Age			Race			Party				Ideology				Do you normally go to the Jersey shore in the summer?			Married		Children at Home		Income				
		Men	Women	18-39	40-64	65+	White	Black	Other	Republican	Democrat	Other	Conservative	Moderate	Liberal	Not sure	Yes	No	Not sure	Yes	No	Yes	No	Under \$30K	\$30K-\$50K	\$50K-\$100K	\$100K-\$200K	\$200K+	Not sure	
Would you be more or less likely to support a candidate who is endorsed by the National Rifle Association?	11%	16%	7%	6%	13%	14%	14%	3%	7%	27%	3%	9%	24%	6%	5%	1%	11%	10%	8%	13%	7%	11%	11%	10%	13%	12%	2%	8%		
	56%	47%	63%	51%	58%	57%	54%	64%	55%	32%	74%	50%	30%	67%	72%	24%	58%	56%	21%	52%	61%	54%	57%	60%	52%	55%	58%	66%	40%	
	26%	29%	24%	28%	26%	24%	30%	11%	30%	37%	13%	37%	40%	26%	14%	26%	28%	26%	10%	27%	26%	28%	25%	14%	23%	27%	30%	31%	38%	
	7%	8%	6%	16%	2%	5%	3%	22%	7%	4%	10%	4%	5%	1%	8%	50%	3%	8%	61%	8%	6%	7%	7%	16%	12%	6%	0%	1%	14%	

	Total LV's	Gender			Age			Race			Party				Ideology				Do you normally go to the Jersey shore in the summer?			Married		Children at Home		Income				
		Men	Women	18-39	40-64	65+	White	Black	Other	Republican	Democrat	Other	Conservative	Moderate	Liberal	Not sure	Yes	No	Not sure	Yes	No	Yes	No	Under \$30K	\$30K-\$50K	\$50K-\$100K	\$100K-\$200K	\$200K+	Not sure	
Obama Approval	40%	35%	44%	39%	41%	39%	29%	80%	40%	12%	67%	24%	19%	41%	55%	59%	38%	41%	64%	36%	46%	38%	41%	63%	44%	34%	37%	40%	24%	
Strongly approve	26%	27%	24%	39%	20%	18%	27%	14%	32%	13%	27%	34%	7%	33%	35%	20%	26%	25%	17%	23%	30%	25%	16%	22%	30%	29%	19%	31%		
Somewhat approve	8%	7%	9%	6%	9%	8%	10%	0%	9%	13%	2%	11%	11%	10%	3%	9%	8%	7%	4%	9%	7%	9%	8%	5%	8%	9%	11%	11%		
Somewhat disapprove	25%	30%	20%	14%	29%	35%	33%	1%	17%	57%	3%	28%	60%	15%	6%	8%	26%	24%	12%	31%	15%	28%	23%	14%	25%	26%	25%	29%	34%	
Strongly disapprove	2%	1%	2%	1%	2%	1%	1%	4%	2%	4%	0%	2%	3%	0%	1%	4%	1%	3%	3%	1%	2%	1%	1%	3%	2%	1%	1%	0%		
Not sure																														

	Total LV's	Gender			Age			Race			Party				Ideology				Do you normally go to the Jersey shore in the summer?			Married		Children at Home		Income				
		Men	Women	18-39	40-64	65+	White	Black	Other	Republican	Democrat	Other	Conservative	Moderate	Liberal	Not sure	Yes	No	Not sure	Yes	No	Yes	No	Under \$30K	\$30K-\$50K	\$50K-\$100K	\$100K-\$200K	\$200K+	Not sure	
Governor Approval	40%	44%	38%	39%	39%	50%	43%	33%	40%	58%	29%	41%	56%	37%	28%	52%	40%	37%	72%	46%	32%	42%	40%	44%	44%	38%	45%	36%		
Strongly approve	38%	36%	40%	42%	36%	37%	39%	38%	36%	31%	41%	39%	29%	41%	43%	39%	39%	39%	21%	35%	44%	36%	39%	27%	40%	41%	36%	44%	40%	
Somewhat approve	11%	10%	13%	9%	14%	8%	12%	11%	11%	6%	15%	11%	8%	14%	13%	2%	11%	12%	4%	12%	10%	14%	10%	16%	9%	10%	13%	8%	9%	
Somewhat disapprove	9%	9%	9%	8%	11%	4%	6%	16%	11%	5%	14%	5%	6%	7%	15%	4%	9%	11%	1%	7%	12%	7%	10%	12%	4%	10%	11%	4%	8%	
Strongly disapprove	1%	1%	1%	3%	0%	2%	1%	3%	2%	0%	0%	4%	1%	1%	1%	3%	1%	1%	3%	1%	2%	2%	1%	1%	2%	0%	1%	0%	7%	
Not sure																														

Survey Demographics

Gender	Total LV's	
	Men	47%
Women	53%	
Age	Total LV's	
	18-39	31%
	40-64	55%
65+	14%	
Race	Total LV's	
	White	67%
	Black	18%
Other	15%	
Party	Total LV's	
	Republican	26%
	Democrat	44%
Other	30%	