

FOR RELEASE: OCTOBER 17, 2018

**MENENDEZ UP 7 POINTS IN NEW JERSEY SENATE RACE,
QUINNIPIAC UNIVERSITY POLL FINDS;
INCUMBENT HAS BIG NEGATIVE FAVORABILITY RATING**

Despite a big negative favorability rating, U.S. Sen. Robert Menendez, the Democratic incumbent, leads former pharmaceutical executive Bob Hugin, the Republican challenger, 51 – 44 percent among New Jersey likely voters, according to a Quinnipiac University Poll released today.

Only 5 percent of likely voters remain undecided, but 10 percent of voters who do name a candidate say they could change their mind by Election Day.

Today's results compare to a 53 – 42 percent lead by Sen. Menendez in an October 3 survey by the independent Quinnipiac (KWIN-uh-pe-ack) University Poll.

Women and non-white voters remain the key to Menendez' support:

- Women back the Democrat 56 – 38 percent. Men are divided with 51 percent for Hugin and 46 percent for Menendez;
- The incumbent leads 63 – 28 percent among non-white voters. White voters go 52 percent for Hugin and 46 percent for Menendez;
- Republicans back Hugin 96 – 2 percent, as Democrats go to Menendez 92 – 6 percent. Independent voters tip to Hugin 51 – 44 percent.

New Jersey likely voters give Menendez a big negative 36 – 52 percent favorability rating. Hugin gets a positive 39 – 30 percent favorability rating, with 28 percent who haven't heard enough about him to form an opinion.

“Support from women remains key to Sen. Robert Menendez' standing in this race as his favorability rating is stuck deep underwater,” said Mary Snow, polling analyst for the Quinnipiac University Poll.

“The question for Bob Hugin is: can he win over those voters who say they are undecided or are backing Menendez and indicate they may change their mind? It will come down to how he defines himself in these last few weeks before Election Day as nearly 30 percent of voters say they haven't heard enough about him to form an opinion of him.”

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From October 10 – 16, Quinnipiac University surveyed 873 New Jersey likely voters with a margin of error of +/- 4.3 percentage points, including the design effect.

The Quinnipiac University Poll, directed by Douglas Schwartz, Ph.D., conducts gold standard surveys using random digit dialing with live interviewers calling landlines and cell phones. The Quinnipiac University Poll conducts nationwide surveys and polls in more than a dozen states on national and statewide elections, as well as public policy issues.

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Call (203) 582-5201, or follow us on [Twitter](#) @QuinnipiacPoll.

1. If the election for United States Senator were being held today, and the candidates were Robert Menendez the Democrat and Bob Hugin the Republican, for whom would you vote? (If undecided) As of today, do you lean more toward Robert Menendez the Democrat or more toward Bob Hugin the Republican?

	LIKELY VOTERS.....						WHITE.....	
	Tot	Rep	Dem	Ind	Men	Wom	COLLEGE DEG	
							Yes	No
Menendez	51%	2%	92%	44%	46%	56%	52%	37%
Hugin	44	96	6	51	51	38	46	61
SMONE ELSE (VOL)	-	-	-	-	-	-	-	-
DK/NA	5	2	2	5	3	6	2	2

	WHITE.....		Non	
	Men	Wom	Wht	Wht
Menendez	37%	54%	46%	63%
Hugin	62	43	52	28
SMONE ELSE (VOL)	-	-	-	-
DK/NA	1	2	2	8

	WHITE.....			
	COLLEGE DEG		NO COLLEGE	
	Men	Wom	Men	Wom
Menendez	41%	61%	30%	43%
Hugin	58	36	68	54
SMONE ELSE (VOL)	-	-	-	-
DK/NA	1	2	2	3

	REPUBLICAN		DEMOCRAT..		INDEPENDENT	
	Men	Wom	Men	Wom	Men	Wom
Menendez	2%	2%	90%	93%	39%	49%
Hugin	98	94	9	4	57	43
SMONE ELSE (VOL)	-	-	-	-	-	-
DK/NA	-	3	-	3	3	8

	AREA.....				
	Urban	SbUrbn	ExUrbn	Philly land	Shore
Menendez	72%	50%	47%	57%	33%
Hugin	24	46	53	34	61
SMONE ELSE (VOL)	-	-	-	-	-
DK/NA	4	4	1	9	6

1a. (If candidate chosen q1) Is your mind made up, or do you think you might change your mind before the election?

	LIKELY VOTERS.....		
	CANDIDATE CHOSEN Q1.....		
	CANDIDATE OF CHOICE Q1		
	Tot	Menendez	Hugin
Mind made up	88%	87%	88%
Might change	10	10	10
DK/NA	2	2	2

2. Is your opinion of Robert Menendez favorable, unfavorable or haven't you heard enough about him?

	LIKELY VOTERS.....						WHITE..... COLLEGE DEG	
	Tot	Rep	Dem	Ind	Men	Wom	Yes	No
Favorable	36%	6%	66%	24%	31%	39%	30%	29%
Unfavorable	52	89	24	61	60	44	61	64
Hvn't hrd enough	7	5	7	10	4	10	5	6
REFUSED	5	-	4	5	4	6	3	2

	WHITE.....		Non	
	Men	Wom	Wht	Wht
Favorable	24%	35%	30%	49%
Unfavorable	72	54	62	30
Hvn't hrd enough	3	8	5	11
REFUSED	2	3	3	10

	WHITE.....		NO COLLEGE	
	Men	Wom	Men	Wom
Favorable	22%	38%	26%	31%
Unfavorable	73	51	71	58
Hvn't hrd enough	3	7	2	9
REFUSED	2	4	1	2

	REPUBLICAN		DEMOCRAT..		INDEPENDENT	
	Men	Wom	Men	Wom	Men	Wom
Favorable	5%	6%	62%	69%	23%	26%
Unfavorable	92	87	29	20	70	51
Hvn't hrd enough	3	7	5	8	5	15
REFUSED	1	-	5	3	3	8

	AREA.....				
	Urban	SbUrbn	ExUrbn	Philly land	Shore
Favorable	50%	33%	35%	36%	30%
Unfavorable	36	56	63	41	59
Hvn't hrd enough	7	7	2	16	2
REFUSED	7	4	1	7	9

3. Is your opinion of Bob Hugin favorable, unfavorable or haven't you heard enough about him?

	LIKELY VOTERS.....						WHITE.....	
	Tot	Rep	Dem	Ind	Men	Wom	COLLEGE DEG Yes	No
Favorable	39%	83%	10%	40%	42%	37%	42%	51%
Unfavorable	30	4	56	22	28	33	34	24
Hvn't hrd enough	28	14	32	35	30	26	22	25
REFUSED	3	-	2	3	-	5	1	1

	WHITE.....		Non	
	Men	Wom	Wht	Wht
Favorable	50%	42%	46%	24%
Unfavorable	25	34	30	32
Hvn't hrd enough	24	22	23	39
REFUSED	-	2	1	4

	WHITE.....			
	COLLEGE DEG		NO COLLEGE	
	Men	Wom	Men	Wom
Favorable	50%	36%	51%	51%
Unfavorable	28	39	21	26
Hvn't hrd enough	21	23	28	21
REFUSED	1	2	-	1

	REPUBLICAN		DEMOCRAT..		INDEPENDENT	
	Men	Wom	Men	Wom	Men	Wom
Favorable	83%	83%	12%	9%	41%	40%
Unfavorable	5	2	53	59	21	23
Hvn't hrd enough	12	15	36	29	37	32
REFUSED	-	-	-	3	1	5

	AREA.....				
	Urban	SbUrbn	ExUrbn	Philly land	Shore
Favorable	23%	40%	47%	29%	53%
Unfavorable	38	28	35	33	22
Hvn't hrd enough	36	28	18	34	23
REFUSED	3	3	-	4	2