

Rutgers Poll: N.J. voters unconvinced of 'Jersey Comeback'

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It seems state residents aren't buying the New Jersey comeback, despite long-running efforts by the governor to convince voters it is alive and well.

According to a new Rutgers-Eagleton poll, more than two-thirds of New Jersey residents believe Gov. Chris Christie has overhyped the "comeback," while less than a third believe the governor's narrative.

The numbers break heavily along party lines with 56 percent of Republicans believing in the comeback, joined by 29 percent of independents and just 12 percent of Democrats.

The soft support for the comeback storyline has not hurt Christie as 48 percent of registered voters say the state is headed in the right direction and 47 percent say he deserves another term, versus 46 percent who say it's time for someone new.

The poll shows the governor's favorability rating has dropped just one percentage point since June to 49 percent versus 40 percent with an unfavorable rating of Christie. Christie's favorables are still sky high among Republicans, 84 percent of whom agree with the job the governor is doing.

"Overall, the numbers are a mixed bag for Governor Christie," said David Redlawsk, director of the Rutgers-Eagleton Poll and professor of political science at Rutgers University. "Most voters don't feel like a comeback has begun, although Christie is not taking any hit for proclaiming it. His favorable rating hasn't moved since June, and more voters think the state is going in the right direction than don't. While the number ready to re-elect him is less than a majority, it's not particularly weak at this point."

The poll questioned 916 registered voters and was conducted via phone and cell phone between Aug. 23 and 25. The poll was conducted before Christie's keynote speech at the Republican National Convention and has a margin of error of 3.2 percentage points.

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