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## The Political State

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# New Jersey voters not expecting an image boost from Christie keynote

POSTED ON TUESDAY, AUGUST 28, 2012 12:01 AM  
BY JOHN REITMEYER

Before Governor Christie left for Florida where he will deliver tonight's keynote address at the Republican National Convention, he said his main goal for the speech was to pump up New Jersey's image before a national audience.

But a new Rutgers-Eagleton poll released today shows the state's voters aren't expecting Christie's prime-time address to benefit New Jersey's image.

The poll found 46 percent of those surveyed said the speech will make no difference at all, and another 14 percent say it will hurt the state's image. Nearly a third of those surveyed say it will help.

New Jersey voters are also not moved by GOP presidential hopeful Mitt Romney's decision earlier this month to go with Wisconsin U.S. Rep. Paul Ryan as his running mate and not Christie, who was discussed as a possibility for the running mate slot.

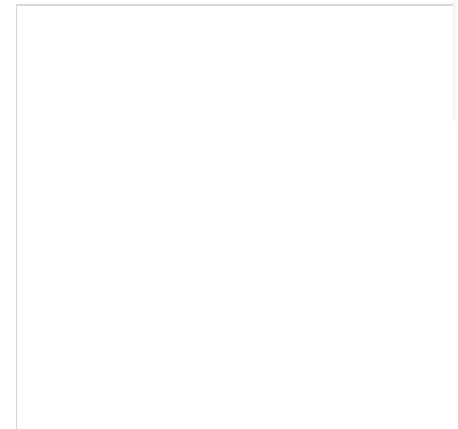
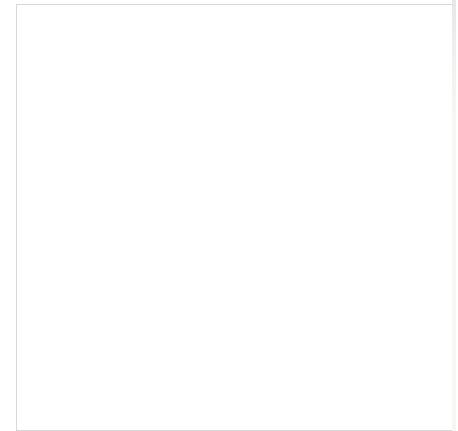
Only 10 percent of those surveyed said they were disappointed by Romney's decision. The majority, 64 percent, said it was no big deal.

Before he left for Tampa, Fla., Christie said: "I hope that what I do Tuesday night, more than anything else, is to continue to change people's image about our state."

But David Redlawsk, director of the Rutgers-Eagleton poll and professor of political science at Rutgers, said "New Jerseyans are not that impressed."

"While not exactly a case of 'familiarity breeds contempt,' voters simply don't think the VP talk or the speech itself makes much difference in how New Jersey is viewed from outside," he said.

Also worth noting from the poll — a phone survey of 916 registered voters



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conducted statewide from Aug 23-25, with a margin of error of +/- 3.2 percent — is little movement in Christie’s approval rating in New Jersey despite the national buzz created by the VP and keynote talk.

Christie’s approval rating ticked down slightly to 49 percent from 50 percent measured in early June.



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