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**EDITOR'S NOTE:** ATTENTION POLITICAL, ASSIGNMENT EDITORS, Professor David Redlawsk may be contacted at 319-400-1134 (Cell), 732-932-9384, ext. 285 (office), or [redlawsk@rutgers.edu](mailto:redlawsk@rutgers.edu). Visit our blog at <http://eagletonpollblog.wordpress.com> for additional commentary. Follow the Rutgers-Eagleton Poll on Twitter @EagletonPoll and Facebook at <https://www.facebook.com/RutgersEagletonPoll>.

## **LIKELY VOTERS GIVE BOOKER LARGE LEAD, MOST EXPECT HIM TO WIN; LONEGAN WIDELY UNKNOWN**

NEW BRUNSWICK, N.J. – With just over five weeks until the Oct. 16 special U.S. Senate election, Newark Mayor Cory Booker has opened a large lead over former Bogota Mayor Steve Lonegan, according to a new Rutgers-Eagleton Poll. Almost two-thirds (64 percent) of likely voters support Booker, 29 percent plan to vote for Lonegan and 6 percent are undecided.

Most likely voters think Booker, a Democrat, will win – including Republicans and Lonegan voters. And in a campaign where the candidates disagree on almost everything, solid majorities in both camps say candidate's issue positions are more important than leadership style.

As in the primary, Booker benefits from name recognition supported by his positive impression on most voters; 63 percent (versus 19 percent unfavorable), have a favorable impression of Booker, while 17 percent are neutral or simply do not know him. Lonegan, however, leaves no impression with more than half of likely voters. Among those with an impression, 22 percent are favorable and 22 percent are unfavorable.

The special election is drawing modest attention among registered voters: just over half claim they are following the election at least fairly closely with about a quarter giving it close attention. Just under 60 percent of registered voters say they are very likely to vote in the October election.

“Booker appears to be building an insurmountable lead,” said David Redlawsk, director of the Rutgers-Eagleton Poll and professor of political science at Rutgers. “While special elections are notoriously hard to predict, given uncertainties about turnout, Booker's name recognition, celebrity-type status and stances on issues that align more with New Jersey's ‘blue’ political climate seem to be driving momentum toward him and away from Lonegan. On top of that the Republican's most recent news highlights attacking Booker's masculinity have been quite unflattering.”

Results come from a sample of 462 likely voters with a margin of error of +/- 4.5 percentage points. All totaled, 925 New Jersey adults were polled statewide among both landline and cell phone households from Sept. 3-9. Within this adult sample are 814 registered voters, with a margin of error of +/-3.4 percentage points, from which the likely voter sample is taken.

### **Booker's lead wide across the board**

Booker's double-digit advantage over Lonegan is driven by overwhelming support from his own party base and independents. More than 90 percent of likely Democratic voters back Booker, compared

to only three-quarters of likely Republican voters who support Lonegan. Among independents, Booker holds a 52 percent to 38 percent lead. Booker even captures 19 percent of the Republican vote while Lonegan peels off only 3 percent of Democrats.

“The nearly unanimous party support is a key for Booker,” said Redlawsk. “Democrats seem motivated in this election, and may even be more likely to turn out than Republicans, who are much more split on their candidate.”

Booker handily leads across virtually all demographic groups. He especially wins over likely women voters by a huge margin, 73 percent to 21 percent. Likely male voters show a tighter race – 55 percent for Booker to 23 percent for Lonegan. Booker takes a commanding lead with minority voters, as well as younger voters and urbanites.

Booker also gets favorable ratings from some who do not plan to vote for him, but most with a favorable impression support him. Lonegan also gets majority support from those with a favorable impression of him. The problem is there are many fewer of these voters. Moreover, a quarter of those who like Lonegan still plan to vote for Booker, and Booker overwhelmingly wins the large number who have no opinion of Lonegan.

#### **Voters paying some attention**

A majority of all registered voters are paying some attention to the Senate race; 24 percent are watching it very closely and 32 percent fairly closely. But 44 percent are paying little attention and are not likely to vote. Democrats and independents are more likely than Republicans to be following the campaign very closely. Booker wins two-thirds of registered voters paying very close attention but only leads 52 to 27 percent among those paying just some attention. Lonegan’s battle will be uphill even if most registered voters show up. Among those with any chance of voting, Booker still holds an almost insurmountable 59 percent to 26 percent lead. Increasing turnout does not seem likely to pay off for Lonegan, at least right now, noted Redlawsk.

#### **Most voters say issues are key**

More than 60 percent of all likely voters say that a candidate’s stance on issues is more important than leadership style. Men are nine points more likely than women to prefer issues over style, though a solid majority of both genders call issues more important. Regardless, Booker wins among both groups: those who favor issues and those who vote for style.

About 80% percent of likely voters expect Booker to win, no matter their personal preference. Sixty-four percent of Republicans, 60 percent of conservatives, and 69 percent of those favoring Lonegan believe Booker will win the special Senate election. Every demographic group believes the odds are against Lonegan.

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**QUESTIONS AND TABLES BEGIN ON THE NEXT PAGE**

**Questions and Tables**

The questions covered in the release of September 11, 2013 are listed below. Column percentages may not add to 100% due to rounding. Respondents are New Jersey Special Senate Election Likely Voters except where otherwise shown; all percentages are of weighted results.

**Q. I'd like to ask about some people and groups. Please tell me if your general impression of each one is favorable or unfavorable, or if you do not have an opinion.**

**Likely Voters**

	<b>Mayor Cory Booker</b>	<b>Former Mayor Steve Lonegan</b>
Favorable	63%	22%
Unfavorable	19%	22%
No Opn/Don't Know Person	17%	56%
Unwgt N=	462	459

**NEWARK MAYOR CORY BOOKER (Likely Voters)**

	Party ID			Ideology			Gender		Race	
	Dem	Ind	Rep	Lib	Mod	Con	Male	Female	White	Non-White
Favorable	80%	58%	34%	85%	64%	36%	57%	69%	61%	74%
Unfavorable	5%	24%	45%	6%	17%	41%	24%	15%	22%	10%
DK/No Opn	14%	18%	20%	9%	19%	23%	20%	15%	17%	16%
Unwt N=	189	159	100	136	200	118	218	244	352	94

	Region					Age			
	Urban	Suburb	Exurban	Phil/South	Shore	18-44	45-64	64+	
Favorable	67%	69%	63%	51%	65%	68%	67%	53%	
Unfavorable	21%	19%	24%	14%	19%	16%	17%	26%	
DK/No Opn	12%	12%	13%	34%	17%	16%	16%	21%	
Unwt N=	61	140	91	95	75	71	212	179	

**FORMER BOGOTA MAYOR STEVE LONEGAN (Likely Voters)**

	Party ID			Ideology			Gender		Race	
	Dem	Ind	Rep	Lib	Mod	Con	Male	Female	White	Non-White
Favorable	9%	27%	42%	9%	20%	43%	25%	19%	26%	14%
Unfavorable	28%	21%	14%	36%	19%	10%	25%	20%	25%	17%
DK/No Opn	63%	52%	44%	55%	61%	48%	50%	61%	49%	69%
Unwt N=	188	158	100	136	199	116	217	242	350	94

	Region					Age			
	Urban	Suburb	Exurban	Phil/South	Shore	18-44	45-64	64+	
Favorable	17%	21%	27%	18%	28%	24%	17%	26%	
Unfavorable	21%	20%	26%	18%	28%	17%	27%	20%	
DK/No Opn	62%	59%	47%	64%	44%	59%	56%	54%	
Unwt N=	61	139	90	94	75	71	211	177	

**Q There will be a special Senate general election on October 16 to fill the vacancy caused by the death of Senator Frank Lautenberg. How closely have you followed news about this special Senate election so far? Is it very closely, fairly closely, not too closely, or not at all closely?**

	Likely voters	Registered voters
Very closely	42%	24%
Fairly closely	47%	32%
Not too closely	11%	24%
Not at all closely	-	19%
Don't know	-	1%
Unwgt N=	462	812

**Likely voters**

	Party ID			Ideology			Gender		Race	
	Dem	Ind	Rep	Lib	Mod	Con	Male	Female	White	Non-White
Very closely	46%	44%	31%	48%	42%	39%	44%	41%	43%	41%
Fairly closely	45%	49%	52%	44%	47%	50%	44%	50%	47%	47%
Not too closely	9%	7%	17%	8%	11%	12%	12%	10%	10%	12%
Unwt N=	189	159	100	136	200	118	218	244	352	94

	Region					Age			
	Urban	Suburb	Exurban	Phil/South	Shore	18-44	45-64	64+	
Very closely	44%	46%	39%	35%	46%	45%	39%	44%	
Fairly closely	50%	41%	50%	50%	48%	49%	51%	39%	
Not too closely	6%	13%	11%	14%	6%	5%	10%	16%	
Unwt N=	61	140	91	95	75	71	212	179	

**Q And how likely is it that you will vote in this special Senate election? Is it very likely, somewhat likely, not very likely, or are you certain you will not vote?**

	Likely voters	Registered voters
Very likely	93%	59%
Somewhat likely	7%	21%
Not very likely	-	11%
Will not vote	-	7%
Don't know	-	2%
Unwgt N=	462	814

**Likely voters**

	Party ID			Ideology			Gender		Race	
	Dem	Ind	Rep	Lib	Mod	Con	Male	Female	White	Non-White
Very likely	92%	94%	92%	92%	93%	95%	93%	92%	94%	88%
Somewhat likely	8%	6%	8%	8%	7%	5%	7%	8%	6%	12%
Unwt N=	189	159	100	136	200	118	218	244	352	94

**2013 US Senate Election September  
Rutgers-Eagleton Poll**

	Region					Age		
	Urban	Suburb	Exurban	Phil/South	Shore	18-44	45-64	64+
Very likely	84%	96%	94%	94%	93%	89%	94%	94%
Somewhat likely	16%	4%	6%	6%	7%	11%	6%	6%
Unwt N=	61	140	91	95	75	71	212	179

**Q Let’s talk about the special Senate election in October. If the special election for the Senate seat were being held today and the candidates were [ROTATE ORDER: Democrat Cory Booker and Republican Steve Lonegan], for whom would you vote?**

	Likely voters	Registered voters*
Booker	64%	59%
Lonegan	29%	26%
Someone else (vol)	1%	2%
Not vote (vol)	-	2%
Don’t know	6%	11%
Unwgt N=	458	742

\* Includes only registered voters who said they might vote

**Likely Voters**

	Party ID			Ideology			Gender		Race	
	Dem	Ind	Rep	Lib	Mod	Con	Male	Female	White	Non-White
Booker	93%	52%	19%	90%	70%	20%	55%	73%	58%	82%
Lonegan	3%	38%	75%	7%	24%	68%	37%	21%	36%	11%
Someone else (vol)	1%	3%	0%	1%	1%	1%	1%	1%	1%	1%
Don’t know	4%	7%	6%	2%	5%	12%	6%	5%	5%	6%
Unwt N=	188	159	100	135	198	118	215	243	350	92

	Region					Age		
	Urban	Suburb	Exurban	Phil/South	Shore	18-44	45-64	64+
Booker	76%	66%	57%	64%	59%	76%	64%	53%
Lonegan	16%	28%	39%	25%	36%	22%	28%	37%
Someone else (vol)	0%	2%	2%	1%	0%	0%	2%	1%
Don’t know	8%	3%	2%	11%	6%	1%	6%	9%
Unwt N=	60	140	91	93	74	71	211	176

**Q Regardless of who you support, which candidate do you expect to win – [ROTATE ORDER: Cory Booker or Steven Lonegan]?**

	Likely voters	Registered voters*
Booker	79%	71%
Lonegan	12%	14%
Don’t know	9%	14%
Unwgt N=	461	733

\* Includes only registered voters who said they might vote

**2013 US Senate Election September  
Rutgers-Eagleton Poll**

**Likely Voters**

	Party ID			Ideology			Gender		Race	
	Dem	Ind	Rep	Lib	Mod	Con	Male	Female	White	Non-White
Booker	89%	76%	64%	88%	84%	60%	79%	79%	78%	82%
Lonegan	4%	13%	26%	4%	7%	30%	14%	9%	13%	8%
Don't know	6%	11%	10%	8%	9%	10%	6%	11%	9%	10%
Unwt N=	189	159	100	136	200	118	217	244	351	94

	Region					Age		
	Urban	Suburb	Exurban	Phil/South	Shore	18-44	45-64	64+
Booker	87%	79%	79%	74%	79%	86%	79%	75%
Lonegan	6%	11%	16%	11%	15%	10%	11%	14%
Don't know	7%	10%	5%	15%	6%	5%	10%	11%
Unwt N=	60	140	91	95	75	71	211	179

**Q Which is more important in deciding for whom to vote for Senator: The issue positions that the candidate takes, or the candidate's leadership style?**

	Likely voters	Registered voters*
Issue positions	64%	61%
Leadership style	24%	26%
Equally important (vol)	10%	9%
Don't know	2%	3%
Unwgt N=	460	732

\* Includes only registered voters who said they might vote

**Likely Voters**

	Party ID			Ideology			Gender		Race	
	Dem	Ind	Rep	Lib	Mod	Con	Male	Female	White	Non-White
Issue positions	64%	65%	63%	72%	60%	62%	69%	60%	66%	61%
Leadership style	26%	23%	24%	16%	27%	27%	17%	30%	21%	30%
Equally important (vol)	9%	11%	13%	11%	11%	9%	12%	9%	12%	6%
Don't know	2%	1%	0%	1%	2%	2%	2%	1%	1%	3%
Unwt N=	189	158	99	136	200	116	217	243	350	94

	Region					Age		
	Urban	Suburb	Exurban	Phil/South	Shore	18-44	45-64	64+
Issue positions	61%	65%	69%	59%	67%	62%	67%	63%
Leadership style	25%	23%	16%	28%	28%	26%	21%	26%
Equally important (vol)	11%	11%	15%	10%	4%	13%	10%	9%
Don't know	2%	1%	0%	3%	1%	0%	2%	2%
Unwt N=	61	140	90	94	75	71	212	177

**2013 US Senate Election September  
Rutgers-Eagleton Poll**

**Rutgers-Eagleton Poll September 3-9, 2013**

The Rutgers-Eagleton Poll was conducted by telephone September 3-9, 2013 with a scientifically selected random sample of 925 New Jersey adults. Of these, 814 were registered voters. Data are weighted to represent known parameters in the New Jersey registered voter population, using gender, age, race, and Hispanic ethnicity matching to US Census Bureau data. All results are reported with these weighted data. This telephone poll included 782 landline and 143 cell phone adults, all acquired through random digit dialing.

This release reports on 462 LIKELY VOTERS for the October 16, special US Senate election. To determine likely voters, we ask registered voters about attention to the election, the last time they voted, and intent to vote in this election. Potential voters are also given the chance to say they will not vote when asked who they support. Likely voters are those who score in roughly the top 55% of registered voters on the resulting scale. No additional weighting is applied to likely voters, the registered voter weight is used.

All surveys are subject to sampling error, which is the expected probable difference between interviewing everyone in a population versus a scientific sampling drawn from that population. The sampling error for 462 LIKELY voters is +/-4.5 percentage points, at a 95 percent confidence interval. Thus if 50 percent of New Jersey registered voters favored a particular position, one would be 95 percent sure that the true figure is between 45.5 and 54.5 percent (50 +/-4.5) if all New Jersey registered voters were interviewed, rather than just a sample.

The sampling error for 814 registered voters is +/- 3.4 percentage points.

Sampling error increases as the sample size decreases, so statements based on various population subgroups are subject to more error than are statements based on the total sample. Sampling error does not take into account other sources of variation inherent in public opinion studies, such as non-response, question wording or context effects.

This Rutgers-Eagleton Poll was fielded by Braun Research Incorporated and the Eagleton Center for Public Interest Polling. The questionnaire was developed and all data analyses were completed in house. The Rutgers-Eagleton Poll is paid for and sponsored by the Eagleton Institute of Politics, Rutgers University, a non-partisan academic center for the study of politics and the political process.

<b>Weighted Sample Characteristics 814 New Jersey Registered Voters</b>			
41% Democrat	47% Male	13% 18-29	68% White
38% Independent	53% Female	32% 30-49	14% Black
21% Republican		30% 50-64	8% Hispanic
		25% 65+	10% Asian/Other/Multi

<b>Weighted Sample Characteristics 462 Likely Senate Voters</b>			
43% Democrat	48% Male	15% 18-39	71% White
37% Independent	52% Female	56% 40-64	16% Black
20% Republican		30% 65+	6% Hispanic
			7% Asian/Other/Multi